

Results of the Social Network Opinion Poll

This document contains the results of the opinion poll completed by readers of the Mesmo Consultancy E-briefing.

Thank you to all those who took time to complete the survey.

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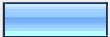
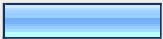

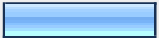


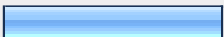
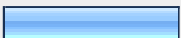
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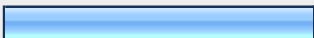
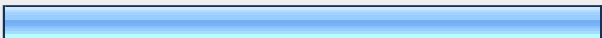
Published May 2009

Social Network Opinion Poll

1. How useful do you find the following for business?						
	Very useful (have generated business/contacts)	Moderately useful (have generated contacts and prospects)	Useful (raises my profile)	Waste of time	Not used	Response Count
Facebook	3.0% (5)	7.2% (12)	12.0% (20)	11.4% (19)	66.3% (110)	166
MySpace	0.6% (1)	1.2% (2)	1.2% (2)	8.5% (14)	88.4% (145)	164
YouTube	1.2% (2)	3.6% (6)	7.8% (13)	11.4% (19)	75.9% (126)	166
Twitter	0.6% (1)	2.4% (4)	6.1% (10)	4.3% (7)	86.6% (142)	164
Linkedin	4.3% (7)	9.8% (16)	10.4% (17)	1.8% (3)	73.6% (120)	163
Plaxo	0.0% (0)	2.4% (4)	3.0% (5)	4.9% (8)	89.6% (147)	164
Ecademy	0.0% (0)	1.8% (3)	0.6% (1)	2.4% (4)	95.1% (156)	164
Brefi Networking	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (162)	162
	answered question					166
	skipped question					2

2. Please add any further comments here:	
	Response Count
	47
	answered question
	47
	skipped question
	121

3. A few questions about you: In what sector do you work?			Response Percent	Response Count
Central Government			11.0%	18
Local Government			17.2%	28
Health			2.5%	4
Not for profit			16.6%	27
Private sector construction and engineering			5.5%	9
Private sector retail			4.3%	7
Private sector services			23.9%	39
Private sector other			19.0%	31
		<i>answered question</i>		163
		<i>skipped question</i>		5

4. Your gender?			Response Percent	Response Count
Male			34.0%	55
Female			66.0%	107
		<i>answered question</i>		162
		<i>skipped question</i>		6

5. Your age?

		Response Percent	Response Count
under 25		3.0%	5
26 to 35		10.2%	17
36 to 46		28.1%	47
46 to 55		38.3%	64
over 55		20.4%	34
		<i>answered question</i>	167
		<i>skipped question</i>	1

6. If you wish your responses to remain anonymous - please skip the following questions asking for contact information. To enter the draw for a free place on one of the Mesmo Consultancy workshops during May 2009, please complete the following:

		Response Percent	Response Count
Name:		100.0%	50
Company:		96.0%	48
Email Address:		96.0%	48
Phone Number:		80.0%	40
		<i>answered question</i>	50
		<i>skipped question</i>	118