



CONSUMERS AREN'T AS WILLING TO SHARE INFORMATION ON SOCIAL NETWORKS

As social networking sites' privacy policies evolve, Interpret data reveals few are willing to share professional information.

Santa Monica, CA June 2nd, 2010 – According to the latest data from Interpret's New Media Measure™ report, "Privacy Perimeters: Not All Consumer Data Is Created Equal," consumer attitudes towards their private information online is still evolving, but there is a distinct blueprint for consumer willingness to share.

According to New Media Measure™ consumer survey data, consumers are far more willing to reveal basic demographic information as well as their taste in media such as favorite movies, TV shows and music. Over one in five consumers have posted their gender on their profile and 68 percent share their birthday. However, as social networking profiles venture into professional or commercial territory, consumers are more guarded. Consumers are least willing to share geographic and contact information, with just 13 percent sharing a phone number and one in ten sharing an address. Social networkers' willingness to share information is also impacted by age. Older consumers are more likely to share their address on their profile, while younger consumers are more likely to become a fan of a company or product. According to Zak Kirchner, Senior Research Analyst at Interpret, "Marketers continue to search for consumers' 'line in the sand' when it comes to their privacy. This report provides a framework for understanding how closely consumers will guard their personal information."

New Media Measure™ is Interpret LLC's proprietary, quarterly survey of media behaviors, attitudes and product consumption. New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. In the field since January 2007, New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *New Media Measure™ interface*, a web-accessible, interactive analysis tool, through *New Media Measure™ intrend*, quarterly trend reports, and through *New Media Measure™ interpretations*, monthly whitepapers from Interpret analysts.

About Interpret LLC

Interpret LLC is a leading entertainment, media and technology measurement and market research firm that applies proprietary, cutting edge methodologies and extensive category knowledge to help companies plan, test, and measure their business strategies. www.interpretllc.com.

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