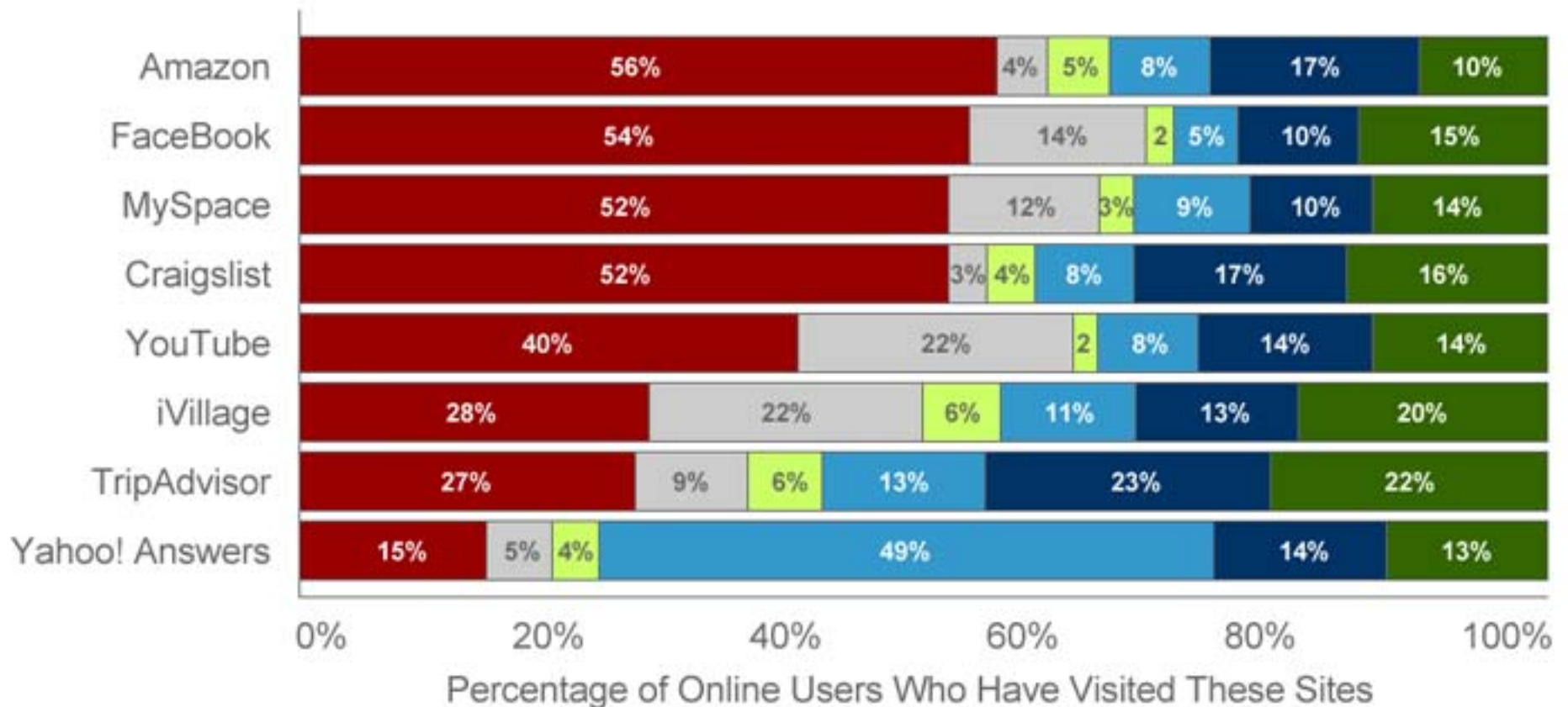


Channels for Reaching Websites



Note: Insufficient sample for del.icio.us and LinkedIn

Source: JupiterResearch/Ipsos Insight Consumer Survey (01/07), n = 856 (MySpace); n=826 (YouTube); n=519 (Yahoo! Answers); n=1,268 (Amazon); n=203 (TripAdvisor); n=521 (Craigslist); n=82 (del.icio.us); n=240 (iVillage); n=191 (FaceBook); n=85 (LinkedIn), (US only)

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