

PORTRAIT OF A LINKEDIN USER



USER SURVEY UNCOVERS HOW MEMBERS ARE CAPITALIZING ON LINKEDIN'S VAST CAPABILITIES

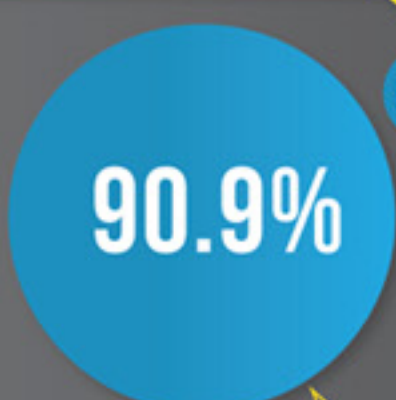
Brought to you by Wayne Breitbarth and

power+formula

www.powerformula.net

Extra! Extra! Read all about it! LinkedIn now has 150+ million users. But how are those users really using the world's largest professional networking site?

TO FREE OR NOT TO FREE?

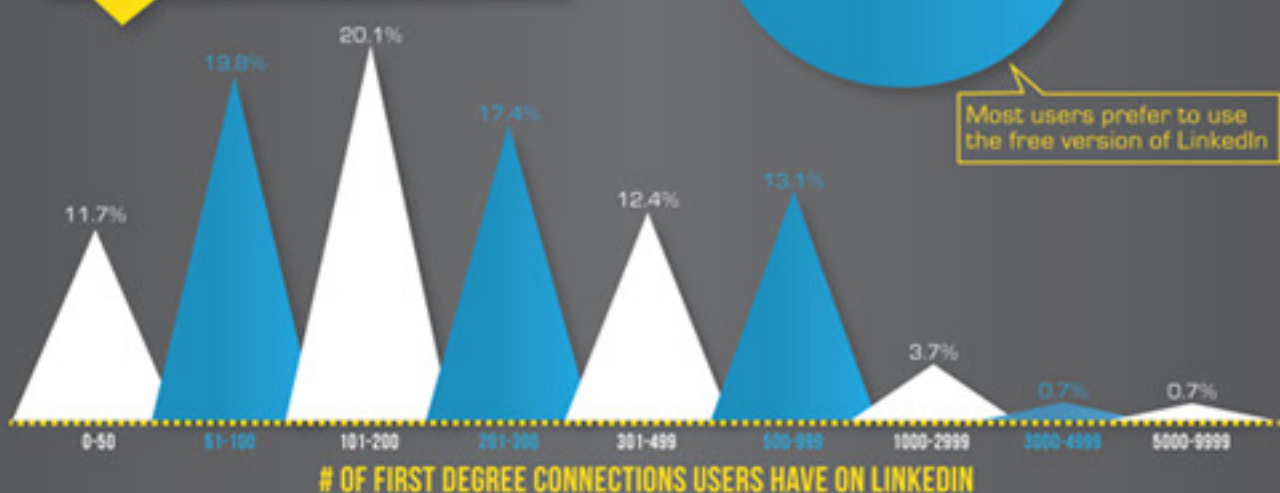


8.4%

8.4% pay to use LinkedIn

Most users prefer to use the free version of LinkedIn

NETWORK SIZE MATTERS!



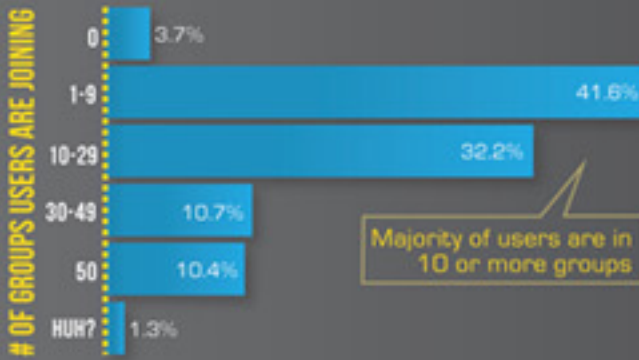
COMPLETE PROFILES?

ARE YOU A GROUPIE?

50.5% of user profiles are 100% complete as defined by LinkedIn

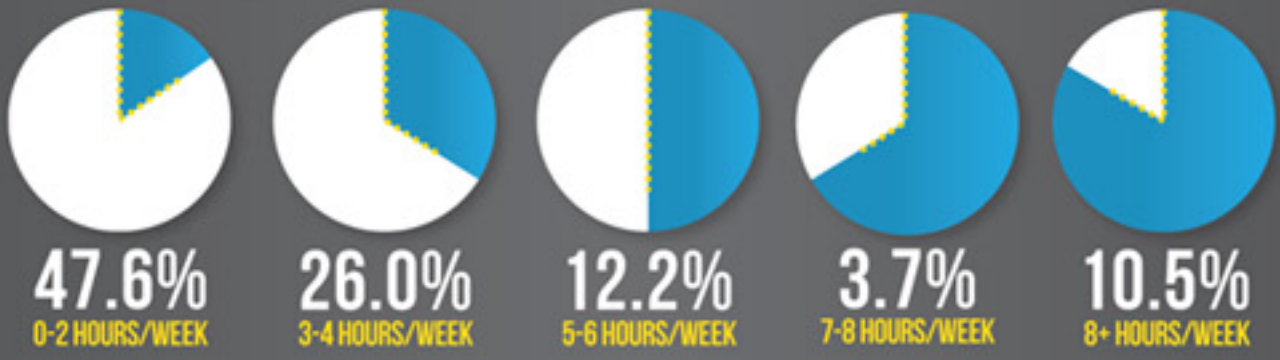


INCOMPLETE
COMPLETE!

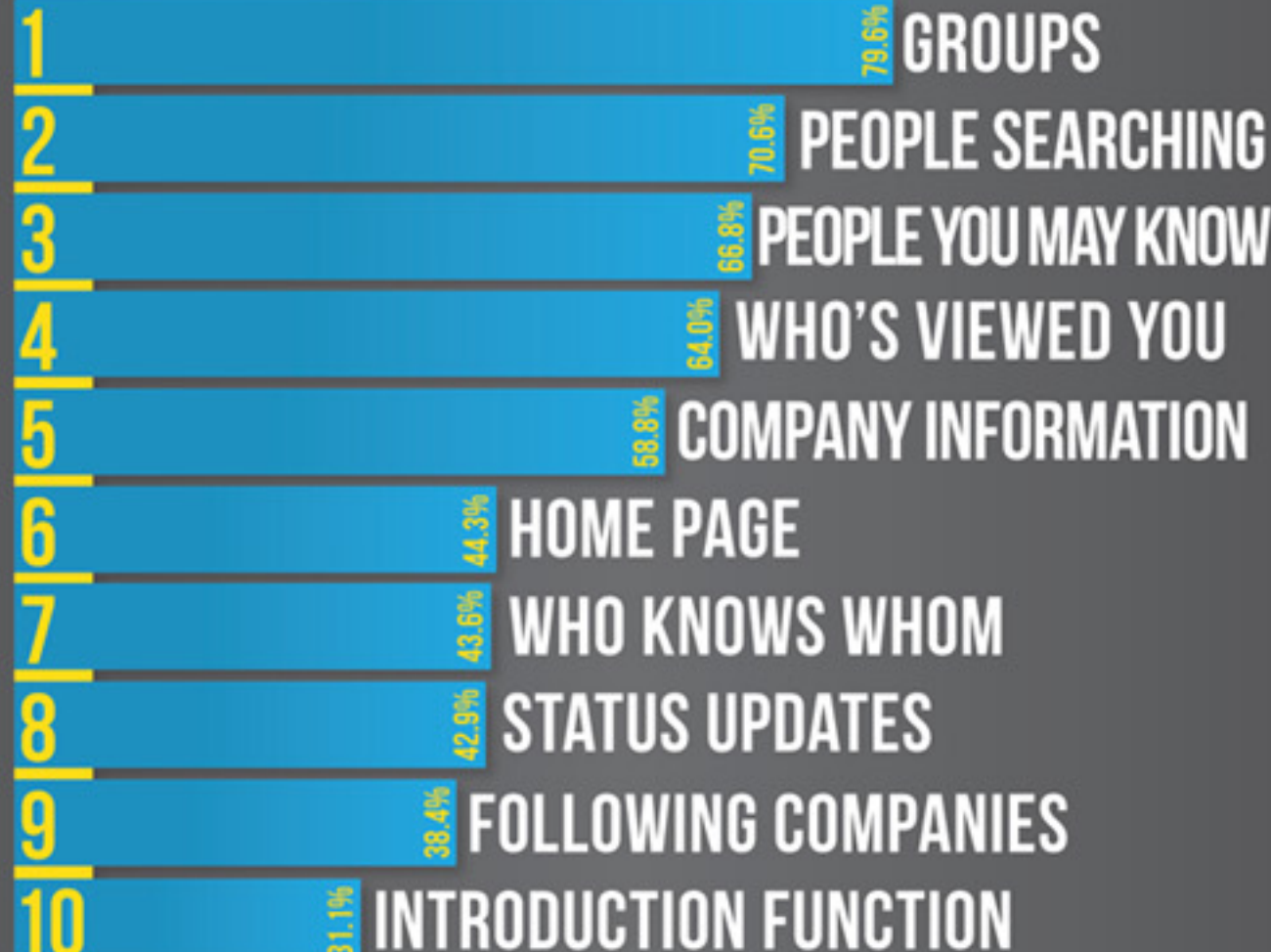


Majority of users are in 10 or more groups

HOW MUCH TIME ARE USERS INVESTING IN LINKEDIN?



TOP 10 FAVORITE FEATURES

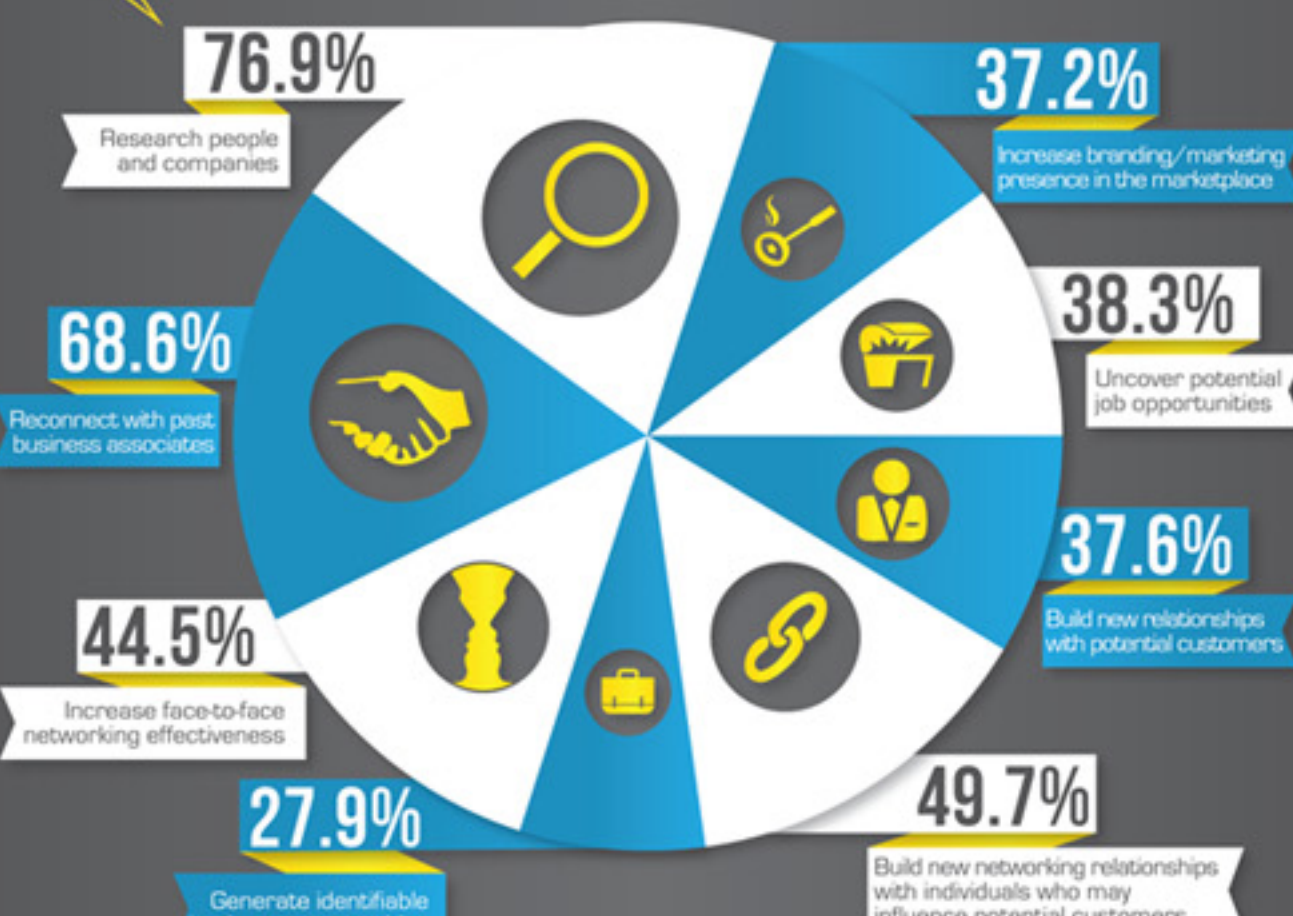


AND THE REST...

JOB FUNCTION — 24.9%	BOX.NET FILES — 10.4%	SLIDESHARE — 6.6%
COMPANY PAGE — 23.2%	SEARCH STATUS UPDATES (SIGNAL) — 8.3%	POLLING — 5.9%
EVENTS — 22.1%	TWITTER INTERFACE — 7.6%	GOOGLE PRESENTATION — 1.7%
QUESTIONS & ANSWERS — 17.0%	COMPANY BUZZ — 6.6%	
SAVED SEARCHES — 13.5%		

HOW HAS LINKEDIN HELPED?

76.9% of users said LinkedIn helped them research people and companies



Source: power+formula 2012 LinkedIn User Survey

power+formula

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