

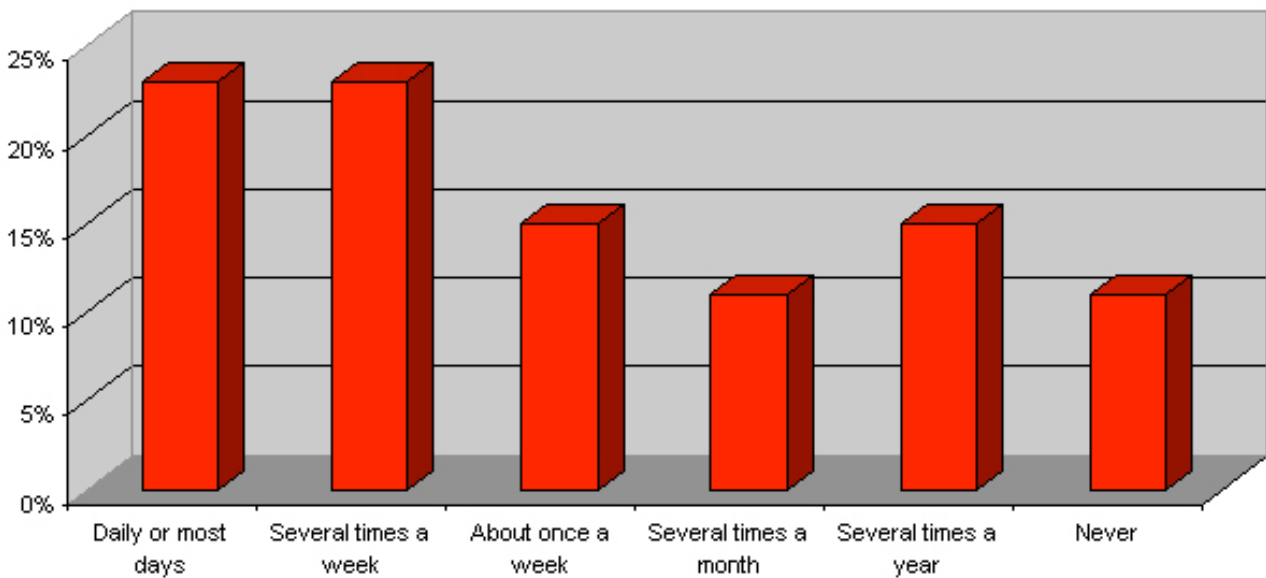
How Users Share Viral Content Online

Introduction

This report highlights the behaviour of internet users in relation to how they respond to and share content.

Frequency That Internet Users Share Content

Graphical Data



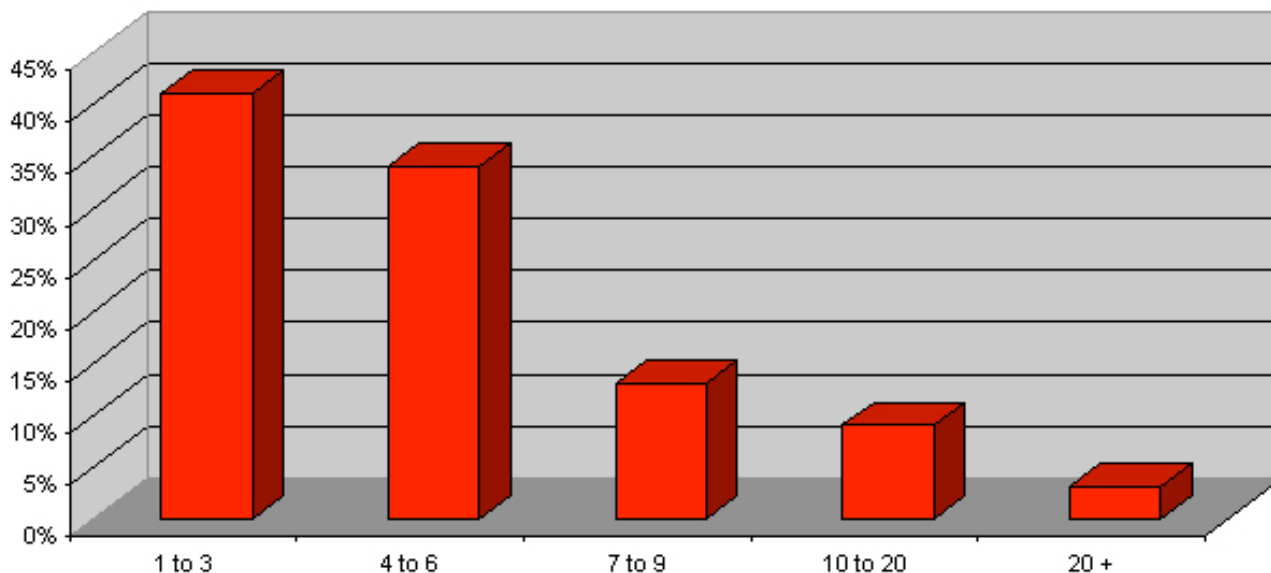
Tabular Data

Daily or most days	23%
Several times a week	23%
About once a week	15%
Several times a month	11%
Several times a year	15%
Never	11%

People generally like to share content because it makes them feel more important. If you appear to be the first to find something of interest to your peers or others and then give that thing to them; it will gain you kudos and instil within you a subtle sense of increased social worth.

Number of people with whom internet users share content

Graphical Data



Tabular Data

1 to 3	41%
4 to 6	34%
7 to 9	13%
10 to 20	9%
20 +	3%

This data suggests that people are more likely to share content with their close friends and family. The people that share content between 4 to 6 and 7 to 9 people are probably people in big institutions such as large offices, schools and universities. If a viral was picked up by the 3% network of 20+ sharers its reach would massively increase.