Table 1. Type, origin, and strength of social ties used to direct messages. Only the top five categories in the first two columns have been listed. The most useful category of social tie is medium-strength friendships that originate in the workplace.

Type of relationship	%	Origin of relationship	%	Strength of relationship	%
Friend	67	Work	25	Extremely close	18
Relatives	10	School/university	22	Very close	23
Co-worker	9	Family/relation	19	Fairly close	33
Sibling	5	Mutual friend	9	Casual	22
Significant other	3	Internet	6	Not close	4

Table 2. Reason for choosing next recipient. All quantities are percentages. Location, recipient is geographically closer; Travel, recipient has traveled to target's region; Family, recipient's family originates from target's region; Work, recipient has occupation similar to target; Education, recipient has similar educational background to target; Friends, recipient has many friends; Cooperative, recipient is considered likely to continue the chain; Other, includes recipient as the target.

L	N	Location	Travel	Family	Work	Education	Friends	Cooperative	Other
1	19,718	33	16	11	16	3	9	9	3
2	7,414	40	11	11	19	4	6	7	2
3	2,834	37	8	10	26	6	6	4	3
4	1,014	33	6	7	31	8	5	5	5
5	349	27	3	6	38	12	6	3	5
6	117	21	3	5	42	15	4	5	5
7	37	16	3	3	46	19	8	5	0