

# How do we use social network sites?<br>

## Social Network Site uses

### 1. How many profiles do you have across all social network sites? (i.e. Facebook, Twitter, MySpace, etc.)?

Please enter a number  
(if none please enter 0)

### 2. On average, how often do you visit social network sites?

- ☐ Several times a day
- ☐ About once a day
- ☐ Several times a week
- ☐ About once a week
- ☐ A few times a month
- ☐ Less often
- ☐ Never

### 3. What is the total number of connections/friends do you have on social network sites (if you have more than one profile, just add them together even if friends overlap)

### 4. If you have more than one profile on social network sites, about how much do your friends on these sites overlap?

- ☐ No overlap (completely different people on each)
- ☐ A little overlap but mostly different people
- ☐ Some overlap across social network sites
- ☐ Mostly the same people across sites

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## Using Social Network Sites

People use social network sites for many different purposes. Whether you use one social network site or many, please indicate how frequently you use Social Network Sites for the following purposes:

### 5. Getting news and information:



**START SOCIAL  
NETWORK SITE  
USE SCALE**

#### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Get local news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information about national or international news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get updated on current events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information about national or international news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information about local news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information about current events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discuss news and current events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information about local events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information relevant for a leisure activity or a hobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information about entertainment (movies, music and books)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information useful for work or school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 6. Sharing information, asking questions, organizing events:

#### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Share information about local events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information relevant for a leisure activity or a hobby	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information about entertainment (movies, books or music)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information useful for work or school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask for opinion or feedback about a product or service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask for opinion or feedback about travel arrangements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask for opinion or feedback about a hobby or activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize an event with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize an event with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize an event with co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organize a community event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# How do we use social network sites?<br>

## 7. Promotion and humor:

### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Promote social or political activism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote an event happening in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote an event you organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find out about a funny joke, image, video or meme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share a funny joke, image, video or meme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discuss a funny joke, image, video or meme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8. Relaxing and playing games:

### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Kill time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Release tension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcome loneliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browse for no particular reason	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be entertained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play games with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play games with strangers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Play games alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Download or listen to music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# How do we use social network sites?<br>

## 9. Being social I:

### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Meet new people for social purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet new people for professional purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet new people through introductions by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with people you first met online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with close friends in your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with close friends who do not live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with co-workers or acquaintances in your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with co-workers or acquaintances who do not live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with family in your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with family who do not live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with relatives in your local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate with relatives who do not live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 10. Being social II:

### How often do you use social network sites to

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Keep up with your social world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check up on specific friends or relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browse photos or videos posted by friends or relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share information in a group you belong to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discuss ideas or opinions in a group you belong to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Congratulate people on important personal events (birthdays, weddings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Announce personal accomplishments or achievements (promotions, goals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**SOCIAL NETWORK SITE USE  
SCALE - PART 1 END**

# How do we use social network sites?<br>

## 11. How often do you announce personal events (weddings, birth of children, death) on social network sites?

- ☐ Often
- ☐ A few times
- ☐ Once or twice
- ☐ Never

Which do you choose to announce and why?

**SOCIAL  
NETWORK SITE  
USE SCALE PART  
II**

## 12. Searching for people and reconnecting: How often do you use social network sites to



	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Look up classmates or co-workers with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look up friends or acquaintances with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get contacted by classmates or co-workers with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get contacted by friends or acquaintances with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not responding to a contact request from people with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make contact with/friending people with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exchange messages with people with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan to meet with people with whom you've previously lost contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 13. Since you first started using social network sites have you changed how often you login?

- ☐ Changed a lot
- ☐ Changed a little
- ☐ Change from time to time
- ☐ Didn't change

**END SOCIAL  
NETWORK SITE  
USE SCALE  
QUESTIONS**



## How do we use social network sites?<br>

**14. If you woke up tomorrow and found that all social network sites had disappeared, how would you feel about that?**



# How do we use social network sites?<br>

## Social connections

### 15. How many of your

	Many	A few	One or two	None
Close friends live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close friends live a long distance away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family live a long distance away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 16. How often do you interact in person or by phone with

	Several times a day	About once a day	Several times a week	About once a week	A few times a month	Less often	Never
Close friends who live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close friends who live a long distance away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family who live locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family who live a long distance away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# How do we use social network sites?<br>

## About you

**17. Have any of the following events happened to you in the LAST SIX MONTHS?  
(please check all that apply)**

- ☐ Moved to a new city
- ☐ Divorce or relationship breakup
- ☐ Fired or lost job
- ☐ New job
- ☐ Pregnancy or a new family member
- ☐ Marriage or relationship reconciliation
- ☐ Death of a close friend or family member
- ☐ Personal injury or illness
- ☐ Other major life event (please specify)

**18. Here are a number of statements about characteristics that may or may not apply to you. Please indicate whether you agree or disagree with each statement.**

	Strongly Agree	Moderately Agree	Neutral	Moderately Disagree	Strongly Disagree
In most ways my life is close to my ideal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The conditions of my life are excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
So far I have gotten the important things I want in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I could live my life over, I would change almost nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# How do we use social network sites?<br>

## Managing everyday life

### 19. How strongly do you agree or disagree with the following statements

	Strongly Agree	Moderately Agree	Neutral	Moderately Disagree	Strongly Disagree
If I wanted to go on a trip for a day (for example, to the country or mountains), I would have a hard time finding someone to go with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that there is no one I can share my most private worries and fears with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were sick, I could easily find someone to help me with my daily chores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is someone I can turn to for advice about handling problems with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I decide one afternoon that I would like to go to a movie that evening, I could easily find someone to go with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I need suggestions on how to deal with a personal problem, I know someone I can turn to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't often get invited to do things with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I had to go out of town for a few weeks, it would be difficult to find someone who would look after my house or apartment (the plants, pets, garden, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I wanted to have lunch with someone, I could easily find someone to join me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I was stranded 10 km from home, there is someone I could call who could come and get me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If a family crisis arose, it would be difficult to find someone who could give me good advice about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
how to handle it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I needed some help in moving to a new house or apartment, I would have a hard time finding someone to help me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## How do we use social network sites?<br>

### 20. How strongly do you agree or disagree with the following statements?

	Strongly agree	Moderately agree	Neutral	Moderately disagree	Strongly disagree
I am willing to spend time to support general community activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with people reminds me that everyone in the world is connected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with people makes me want to try new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the people I interact with, it is easy for me to hear about new job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with people makes me interested in things that happen outside of my town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I interact with people who are members of a religion different than mine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I come in contact with new people all the time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with people makes me feel like part of a larger community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with people makes me interested in what people unlike me are thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I interact with people from different racial or ethnic backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# How do we use social network sites?<br>

## the boring stuff

### 21. What is your age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 or older

### 22. What is your gender?

- ☐ Female
- ☐ Male

### 23. Are you currently enrolled as a student?

- ☐ Yes, in a bachelor program
- ☐ Yes, in a kandidat program
- ☐ Yes, in a master/MBA program
- ☐ Yes, I am enrolled as a student but not described by the above options
- ☐ No, I am not currently enrolled as a student

### 24. Are you a full-time or a part-time student?

- ☐ Full-time
- ☐ Part-time
- ☐ Currently taking a break
- ☐ Other (please specify)

## How do we use social network sites?<br>

### 25. Which of the following categories best describes your employment status?

- ☐ Employed full-time (including self-employed)
- ☐ Employed part-time (including self-employed)
- ☐ Not employed
- ☐ Retired
- ☐ Disabled
- ☐ Other (please specify)

### 26. What is your relationship status

- ☐ Married/Co-habiting with a partner
- ☐ In a relationship but not living together
- ☐ Single

### 27. Do you have children?

- ☐ Yes
- ☐ No

### 28. What is your country of origin?

### 29. What is your native language?

### 30. Within the last 6 months have you moved to a new home at least 100 km away from your prior residential location?

- ☐ Yes
- ☐ No

### 31. If you have any comments or questions about this research, please let us know.