

YouGov / Croner Survey Results

Sample Size: 2384

Fieldwork: 3rd - 5th March 2010

	Total		Gender		Age					Social Grade		Region						
	Base		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2384		1121	1263	209	456	389	378	952	1497	887	577	333	262	342	562	103	205
All GB Adults	2384		1144	1240	286	424	416	424	834	1311	1073	586	391	229	305	546	119	207

On which, if any, of the following social networking websites are you connected to with some of your work colleagues (excluding your boss)? (Please tick all that apply)

Facebook	45%	45%	44%	67%	72%	58%	37%	20%	44%	46%	45%	45%	43%	45%	48%	46%	38%
Bebo	1%	1%	1%	4%	3%	1%	1%	0%	1%	2%	0%	-	0%	1%	1%	2%	10%
LinkedIn	5%	6%	4%	3%	9%	7%	7%	3%	8%	2%	4%	3%	4%	13%	5%	4%	4%
Twitter	4%	5%	3%	7%	6%	4%	2%	2%	4%	4%	4%	3%	3%	6%	3%	7%	3%
Other	3%	3%	2%	3%	2%	2%	4%	2%	3%	2%	1%	2%	6%	3%	2%	6%	4%
Not applicable, I do not work	21%	18%	24%	19%	7%	7%	16%	37%	19%	23%	25%	18%	21%	15%	19%	22%	25%
Not applicable, I am not on any social networking websites	31%	32%	29%	11%	16%	30%	42%	40%	32%	29%	27%	34%	30%	34%	31%	28%	32%

And on which, if any, of the following social networking websites are you connected to with your direct boss/ line manager etc.? (Please tick all that apply)

	Unweighted Base		1751	829	922	157	401	341	297	555	1140	611	404	240	187	272	430	76	142
All who work and are on social networking websites	1766	867	899	220	371	365	330	480	1008	758	411	293	167	242	420	89	144		
Facebook	13%	13%	12%	29%	15%	14%	10%	4%	10%	16%	13%	16%	11%	10%	13%	13%	10%		
Bebo	0%	0%	0%	-	0%	0%	-	-	0%	0%	0%	-	-	1%	-	-	-		
LinkedIn	2%	3%	2%	3%	5%	2%	2%	1%	4%	1%	2%	1%	3%	4%	2%	1%	5%		
Twitter	1%	1%	0%	2%	2%	0%	1%	0%	1%	1%	1%	-	-	1%	0%	3%	3%		
None of these	78%	75%	80%	62%	76%	80%	77%	85%	79%	76%	77%	78%	79%	77%	78%	79%	76%		
Not applicable, I am my own boss	7%	9%	6%	6%	4%	5%	11%	10%	8%	6%	7%	5%	7%	9%	7%	7%	10%		

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	Total	Working Status					Marital Status					Children in the household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2384	1110	337	122	542	75	198	1197	334	201	68	530	1722	297	212	69
All GB Adults	2384	1131	328	142	477	84	222	1117	338	208	75	589	1672	325	227	75

On which, if any, of the following social networking websites are you connected to with some of your work colleagues (excluding your boss)? (Please tick all that apply)

Facebook	45%	61%	46%	57%	11%	33%	28%	34%	63%	38%	23%	62%	43%	57%	47%	46%
Bebo	1%	1%	2%	6%	0%	-	-	0%	1%	3%	-	3%	1%	1%	2%	2%
LinkedIn	5%	9%	3%	2%	0%	3%	2%	5%	9%	3%	1%	5%	5%	6%	5%	2%
Twitter	4%	5%	4%	9%	1%	1%	3%	3%	6%	1%	-	6%	4%	4%	4%	13%
Other	3%	3%	3%	1%	1%	2%	2%	2%	2%	3%	6%	3%	2%	3%	3%	1%
Not applicable, I do not work	21%	0%	2%	34%	60%	45%	51%	25%	7%	21%	47%	17%	22%	13%	15%	25%
Not applicable, I am not on any social networking websites	31%	34%	46%	6%	28%	18%	18%	37%	25%	37%	27%	18%	31%	27%	32%	27%

And on which, if any, of the following social networking websites are you connected to with your direct boss/ line manager etc.? (Please tick all that apply)

	Unweighted Base	1751	1035	309	75	202	37	93	832	299	141	29	412	1224	251	168	50
All who work and are on social networking websites	1766	1056	300	88	174	41	106	785	301	153	35	453	1200	274	180	53	
Facebook	13%	13%	10%	25%	5%	5%	20%	8%	14%	7%	5%	21%	13%	12%	9%	20%	
Bebo	0%	0%	0%	-	-	-	-	0%	0%	-	-	0%	-	0%	1%	-	
LinkedIn	2%	3%	2%	1%	-	-	2%	2%	3%	1%	-	3%	2%	3%	2%	4%	
Twitter	1%	1%	1%	3%	0%	-	2%	1%	1%	-	2%	1%	1%	1%	1%	-	
None of these	78%	78%	79%	65%	85%	79%	66%	82%	77%	84%	86%	70%	77%	79%	79%	72%	
Not applicable, I am my own boss	7%	6%	9%	6%	10%	16%	10%	8%	5%	9%	7%	7%	7%	6%	9%	5%	

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Does your company **actively** encourage you to use social networking for marketing, sales, networking and/ or doing business with external customers/ suppliers?

Unweighted Base	1874	895	979	165	427	364	319	599	1204	670	431	265	202	291	453	80	152
All who work	1891	943	948	232	397	385	355	522	1060	831	439	320	181	259	445	93	155
Yes, it does	9%	10%	8%	8%	13%	10%	9%	4%	9%	8%	7%	8%	10%	14%	6%	19%	5%
No, it does not	91%	90%	92%	92%	87%	90%	91%	96%	91%	92%	93%	92%	90%	86%	94%	81%	95%

Total	Working Status						Marital Status					Children in the household			
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+

Does your company **actively** encourage you to use social networking for marketing, sales, networking and/ or doing business with external customers/ suppliers?

Unweighted Base	1874	1108	330	79	221	40	96	889	312	151	33	447	1316	260	179	54
All who work	1891	1128	321	94	192	46	109	840	314	165	40	491	1297	281	193	57
Yes, it does	9%	9%	9%	8%	3%	11%	8%	8%	8%	5%	7%	11%	8%	10%	8%	9%
No, it does not	91%	91%	91%	92%	97%	89%	92%	92%	92%	95%	93%	89%	92%	90%	92%	91%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Have you every made derogatory/ negative comments about your employer, colleagues or boss on social networking websites, e itherpublically or privately?

	Unweighted Base	1874	895	979	165	427	364	319	599	1204	670	431	265	202	291	453	80	152
	All who work	1891	943	948	232	397	385	355	522	1060	831	439	320	181	259	445	93	155
Yes, on numerous occasions	1%	2%	1%	0%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	-	1%	
Yes, once or twice	6%	5%	6%	10%	10%	3%	5%	3%	6%	6%	5%	8%	3%	7%	6%	7%	1%	
No, I haven't	90%	89%	90%	81%	85%	91%	92%	94%	90%	89%	90%	87%	95%	88%	88%	87%	96%	
Prefer not to say	4%	5%	3%	8%	3%	4%	2%	3%	4%	4%	3%	3%	1%	4%	5%	6%	2%	

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Yes, on numerous occasions	1%	2%	-	2%	1%	3%	-	1%	2%	0%	3%	1%	1%	1%	2%	1%	
Yes, once or twice	6%	7%	5%	9%	0%	2%	5%	3%	9%	4%	-	8%	6%	5%	2%	4%	
No, I haven't	90%	90%	93%	85%	95%	94%	74%	91%	87%	95%	97%	85%	89%	90%	90%	88%	
Prefer not to say	4%	2%	3%	5%	4%	2%	22%	4%	3%	0%	-	5%	3%	4%	6%	7%	