

## Topline questionnaire

### AMONG ALL ADULTS [N=2003]

EMPLOY Are you now employed full-time, part-time, or not employed?

- 42 Employed full-time
- 13 Employed part-time
- 45 Not employed
- <1 Don't know/Refused (VOL.)
- 55 NET Employed**

### AMONG ALL ADULTS [N=2003]

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	USES INTERNET	DOES NOT USE INTERNET
Current (N=1,006)	87	13
Aug-Sept 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25

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**AMONG ALL INTERNET USERS [N=1597]**

WEB1-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever... **[INSERT ITEMS; RANDOMIZE]?**

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Use Twitter</b>					
Current	23	n/a	77	<1	0
September 2013	18	n/a	82	<1	0
May 2013	18	n/a	82	<1	<1
December 2012	16	n/a	84	<1	<1
August 2012	16	n/a	84	<1	0
February 2012	15	8	85	<1	0
August 2011	12	5	88	<1	0
May 2011	13	4	87	<1	0
January 2011	10	n/a	90	<1	<1
December 2010	12	n/a	88	<1	0
November 2010	8	2	92	0	<1
<b>Use Instagram</b>					
Current	23	n/a	77	<1	0
September 2013	17	n/a	82	<1	0
December 2012	13	n/a	87	<1	0
August 2-5, 2012	12	n/a	88	1	0
<b>Use Pinterest</b>					
Current	28	n/a	72	<1	0
September 2013	21	n/a	77	2	<1
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	<1
<b>Use LinkedIn</b>					
Current	28	n/a	72	<1	0
September 2013	22	n/a	77	1	<1
<b>Use Facebook</b>					
Current	71	n/a	28	0	<1
September 2013	71	n/a	29	0	0
December 13-16, 2012	67	n/a	33	0	<1

**AMONG ALL EMPLOYED FULL OR PART TIME [N=795]**

UM9 On a typical day, how much would you say you use the internet to do work-related tasks?

**[READ]**

- 37 Frequently
- 21 Sometimes
- 17 Hardly ever
- 25 Never
- 0 Don't know (VOL.)

<1 Refused (VOL.)

**AMONG CURRENTLY EMPLOYED AND USE ANY SOCIAL MEDIA PLATFORMS [N=592]**

UM14 **[FOR FIRST ITEM: In your current job,]** do you ever use social media to...**[INSERT ITEMS; RANDOMIZE]?**

	Yes	No	Don't know (VOL.)	Refused (VOL.)
a. Get information that helps you solve problems at your job	26	74	<1	0
b. Make or support professional connections that help you do your job	32	68	0	<1
c. Keep you connected to family and friends while at work	35	65	0	<1
d. Take a mental break from work	45	54	0	<1
e. Ask work-related questions of people OUTSIDE your organization	16	84	0	0
f. Ask work-related questions of people INSIDE your organization	16	83	<1	<1
g. Build or strengthen personal relationships with coworkers	23	77	0	0
h. Learn more about someone you work with	23	77	0	0

UM15 Which of the following social media sites do you use for work-related purposes? Do you use...**[INSERT ITEMS IN SAME ORDER AS WEB1-A]** for work?

	Yes	No	Don't know (VOL.)	Refused (VOL.)
a. Facebook <b>[Asked of Facebook users, n=505]</b>	28	72	0	<1
b. LinkedIn <b>[Asked of LinkedIn users, n=255]</b>	48	52	0	0
c. Twitter <b>[Asked of Twitter users, n=169]</b>	15	85	0	0
d. A social media tool or site provided by your employer <b>[Asked of those who use an employer-provided social media tool, n=112]</b>	62	38	0	0
e. Another social media tool or site I haven't already mentioned <b>[Asked of those who use Instagram, Pinterest, or another social media platform not mentioned here, n=319]</b>	11	86	2	<1

**AMONG CURRENTLY EMPLOYED AND USE ANY SOCIAL MEDIA PLATFORMS [N=592]**

UM16 Have you ever discovered information about a colleague through social media that improved your professional opinion of them?

18 Yes  
82 No  
0 Don't know (VOL.)  
0 Refused (VOL.)

**AMONG CURRENTLY EMPLOYED AND USE ANY SOCIAL MEDIA PLATFORMS [N=592]**

UM17 Have you ever discovered information about a colleague through social media that lowered your professional opinion of them?

21 Yes  
79 No  
0 Don't know (VOL.)

0 Refused (VOL.)

**AMONG ALL EMPLOYED FULL OR PART TIME [N=795]**

UM18 Does your workplace have policies about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or does it not have policies about that?

32 Yes, has policies

63 No, does not

6 Don't know (VOL.)

<1 Refused (VOL.)

**AMONG ALL EMPLOYED FULL OR PART TIME [N=795]**

UM19 Does your workplace have rules about using social media while at work, or not?

51 Yes, has rules

45 No, does not

3 Don't know (VOL.)

<1 Refused (VOL.)

**AMONG THOSE WHO SAID YES TO ANY ITEMS IN UM15 [N=262]**

UM21 Thinking about your own work-related use of social media... Do you think social media is useful for **[INSERT ITEMS; RANDOMIZE]**?

	Yes	No	Don't know (VOL.)	Refused (VOL.)
a. Finding information you need to do your job	46	54	0	0
b. Staying in touch with other people in the field or type of job that you work in	71	29	<1	<1
c. Connecting with experts	56	41	3	0
d. Getting to know your co-workers on a personal basis	51	49	<1	0
e. Networking or finding new job opportunities	78	22	<1	0

**AMONG THOSE WHO SAID YES TO ANY ITEMS IN UM15 [N=262]**

UM22 In general, would you say that using social media for work purposes mostly helps or mostly hurts your job performance?

56 Mostly Helps

22 Mostly Hurts

4 Both (VOL.)

16 Neither (VOL.)

2 Don't know (VOL.)

<1 Refused (VOL.)

**AMONG THOSE WHO SAID YES TO ANY ITEMS IN UM15 [N=262]**

UM23 Thinking about your OWN use of social media... Please tell us if you agree or disagree with the following statements.

**[READ FOR FIRST ITEM, THEN AS NECESSARY: Do you strongly agree, somewhat agree, somewhat DISagree or strongly disagree?]**

		Strongly agree	Some-what agree	Some-what disagree	Strongly disagree	Don't know (VOL.)	Refused (VOL.)	Total Agree	Total Disagree
a.	Social media distracts you from the work you need to do	30	26	16	26	2	0	<b>56</b>	<b>42</b>
b.	Social media breaks help you recharge while you're at work	21	33	21	25	<1	<1	<b>54</b>	<b>46</b>
c.	Social medias lets you see too much information about your coworkers	19	31	26	21	2	1	<b>51</b>	<b>47</b>