

Employee Survey May 2010

Q1 Are you a user of any of the following social media tools: Facebook, MySpace, Twitter, LinkedIn, YouTube or any other source?

Yes54% *Unsure* 2%
 No44%

Q2 If yes, what is your primary use of social media networks while at work?

Keep Track of Peers and Colleagues33% *Access to thought leadership*49%
Showcase self/company19%

Q3 How would you label the importance of social media to your personal life?

Very Important11% *Somewhat Unimportant* 8%
Somewhat Important30% *Very Unimportant* 2%
Neutral/Don't Use Social Media49%

Q4 Does your company allow employees to use at least some form of social media at the workplace?

Yes31%
 No43%
Unsure26%

Q5 Which statement most closely describes your employer's stance on social media in the workplace?

Everyone should be participating in social media to heighten the company's online presence 8%
Select social media tools such as LinkedIn are encouraged as networking or new business tools 18%
Social media is a distraction to employees and is discouraged at work 42%
No company stance 17%
Unsure 14%

Q6 What impact do you most likely feel using social media would have on your work performance?

Improve Productivity 9%
No Impact on Work 49%
Hinder Productivity 26%
Unsure 15%

Q7 Have you ever benefited from using social media in your professional life, such as made an important business contact or secured a new job?

Yes 16%
 No 84%

Q8 If your company were to ban the use of social media at your workplace, how would that impact you?

Would be happy 11% *Would be upset* 13%
Wouldn't care 76%

Q9 What percentage of your time do you spend in front of a computer with internet access while at work?

0 Percent35% *More than 75 Percent*15%
Less than 25 Percent32% *100 Percent* 5%
Roughly 50 Percent 14%

Q10 Are you comfortable engaging in social media with co-workers (such as friending someone from work on Facebook)?

Yes 22%
 No 62%
Depends on the person 16%

Q11 Are you aware of your own social media footprint, or do you make efforts to maintain an appropriate professional identity via social media?

Yes 38%
 No 30%
Unsure 32%



- Q12** How do you feel about employers using social media to make decisions on new hires, or to monitor the behavior of current employees?
- Positive Impression*..... 13%
 - Neutral Impression*..... 43%
 - Negative Impression* 44%
- Q13** If you are a woman, press 1. If a man, press 2.
- Woman*54% *Man*.....46%
- Q14** If you are 18 to 29, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.
- 18 to 29*..... 4% *46 to 65*.....60%
 - 30 to 45*.....22% *Older than 65*.....14%
- Q15** If you are Hispanic, press 1. If white, press 2. If black, press 3. If other, press 4.
- Hispanic*..... 14%
 - White* 68%
 - Black*..... 12%
 - Other*..... 6%

- Q16** What kind of industry do you work in? If you work in a service industry, press 1. If you work in retail or wholesale trade, press 2. If you work in finance, insurance or real estate, press 3. If you work in a construction or minerals industry, press 4. If you work in a manufacturing business, press 5. If you work in transportation, communication or utilities, press 6. If education, press 7. If health care, press 8. If you are a government employee, press 9.
- Service industry* 28%
 - Retail or wholesale trade* 9%
 - Finance, insurance, or real estate*..... 9%
 - Construction or minerals industry*..... 6%
 - Manufacturing business* 9%
 - Transportation, communication, or utilities*..... 6%
 - Education*..... 15%
 - Health care* 11%
 - Government employee*..... 7%
- Q17** If you make less than \$25,000 a year, press 1. If you make between \$25,000 and \$50,000 a year, press 2. If you make between \$50,000 and \$75,000 a year, press 3. If you make between \$75,000 and \$100,000 a year, press 4. If you make more than \$100,000 a year, press 5.
- Under \$25,000*..... 24%
 - \$25,000 to \$50,000*..... 32%
 - \$50,000 to \$75,000*..... 23%
 - \$75,000 to \$100,000*..... 8%
 - More than \$100,000*..... 12%

Crosstabs

	Base	Gender	
		Woman	Man
User of Social Media			
Yes	54%	55%	54%
No	44%	42%	45%
Unsure	2%	3%	1%

	Base	Gender	
		Woman	Man
Primary Use of Social Media			
Keep Track of Peers and Colleagues	33%	33%	33%
Access to thought leadership	49%	50%	47%
Showcase self/company	19%	17%	21%

	Base	Gender	
		Woman	Man
Importance of Social Media			
Very Important	11%	11%	11%
Somewhat Important	30%	32%	27%
Neutral/Don't Use Social Media	49%	48%	50%
Somewhat Unimportant	8%	7%	10%
Very Unimportant	2%	2%	3%

Crosstabs

	Base	Gender	
		Woman	Man
Social Media Allowed in Workplace			
Yes	31%	30%	34%
No	43%	44%	41%
Unsure	26%	26%	26%

	Base	Gender	
		Woman	Man
Employer's Stance on Social Media			
Everyone should be participating in social media to heighten the company's online presence.	8%	6%	10%
Select social media tools such as LinkedIn are encouraged as networking or new business tools.	18%	17%	19%
Social media is a distraction to employees and is discouraged at work.	42%	43%	42%
No company stance	17%	17%	17%
Unsure	14%	17%	12%

	Base	Gender	
		Woman	Man
Impact of Social Media on Work Performance			
Improve Productivity	9%	8%	10%
No Impact on Work	49%	48%	52%
Hinder Productivity	26%	26%	27%
Unsure	15%	19%	12%

Crosstabs

	Base	Gender	
		Woman	Man
Professional Life Benefits from Social Media			
Yes	16%	17%	15%
No	84%	83%	85%

	Base	Gender	
		Woman	Man
Effect of Social Media Ban			
Would be happy	11%	8%	13%
Wouldn't care	76%	80%	72%
Would be upset	13%	12%	15%

	Base	Gender	
		Woman	Man
Percentage of Time on Internet			
0 Percent	35%	36%	34%
Less than 25 Percent	32%	32%	31%
Roughly 50 Percent	14%	12%	16%
More than 75 Percent	15%	14%	16%
100 Percent	5%	6%	4%

Crosstabs

	Base	Gender	
		Woman	Man
Social Media with Colleagues			
Yes	22%	22%	22%
No	62%	61%	62%
Depends on the person	16%	16%	16%

	Base	Gender	
		Woman	Man
Awareness of Social Media Footprint			
Yes	38%	40%	35%
No	30%	24%	38%
Unsure	32%	36%	28%

	Base	Gender	
		Woman	Man
Employers Using Social Media to Make Decisions			
Positive Impression	13%	12%	15%
Neutral Impression	43%	43%	44%
Negative Impression	44%	46%	41%

Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
User of Social Media					
Yes	54%	75%	70%	52%	34%
No	44%	25%	27%	47%	61%
Unsure	2%	-	3%	1%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Primary Use of Social Media					
Keep Track of Peers and Colleagues	33%	57%	39%	31%	23%
Access to thought leadership	49%	27%	40%	50%	64%
Show case self/company	19%	16%	21%	19%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Importance of Social Media					
Very Important	11%	11%	12%	11%	12%
Somewhat Important	30%	43%	32%	29%	24%
Neutral/Don't Use Social Media	49%	23%	41%	51%	57%
Somewhat Unimportant	8%	23%	13%	7%	2%
Very Unimportant	2%	-	2%	2%	4%

Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Social Media Allowed in Workplace					
Yes	31%	38%	40%	33%	12%
No	43%	47%	45%	43%	37%
Unsure	26%	16%	15%	24%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Employer's Stance on Social Media					
Everyone should be participating in social media to heighten the company's online presence.	8%	7%	8%	8%	8%
Select social media tools such as LinkedIn are encouraged as networking or new business tools.	18%	17%	23%	18%	14%
Social media is a distraction to employees and is discouraged at work.	42%	44%	46%	42%	35%
No company stance	17%	21%	18%	16%	18%
Unsure	14%	11%	5%	15%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Impact of Social Media on Work Performance					
Improve Productivity	9%	21%	4%	10%	5%
No Impact on Work	49%	31%	54%	49%	48%
Hinder Productivity	26%	21%	35%	25%	21%
Unsure	15%	27%	6%	16%	26%

Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Professional Life Benefits from Social Media					
Yes	16%	33%	21%	15%	5%
No	84%	67%	79%	85%	95%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Effect of Social Media Ban					
Would be happy	11%	2%	11%	10%	15%
Wouldn't care	76%	75%	74%	77%	75%
Would be upset	13%	23%	16%	12%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Percentage of Time on Internet					
0 Percent	35%	23%	21%	33%	69%
Less than 25 Percent	32%	32%	39%	32%	20%
Roughly 50 Percent	14%	15%	12%	16%	6%
More than 75 Percent	15%	9%	23%	15%	4%
100 Percent	5%	21%	5%	5%	1%

Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Social Media with Colleagues					
Yes	22%	44%	32%	20%	8%
No	62%	40%	50%	66%	70%
Depends on the person	16%	16%	18%	14%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Awareness of Social Media Footprint					
Yes	38%	81%	47%	33%	27%
No	30%	5%	27%	32%	39%
Unsure	32%	15%	26%	35%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Employers Using Social Media to Make Decisions					
Positive Impression	13%	36%	16%	12%	5%
Neutral Impression	43%	16%	42%	43%	55%
Negative Impression	44%	48%	43%	45%	39%

Crosstabs

	Base	Race			
		Hispanic	White	Black	Other
User of Social Media					
Yes	54%	59%	53%	49%	67%
No	44%	36%	46%	43%	33%
Unsure	2%	5%	0%	8%	-

	Base	Race			
		Hispanic	White	Black	Other
Primary Use of Social Media					
Keep Track of Peers and Colleagues	33%	9%	38%	32%	34%
Access to thought leadership	49%	59%	46%	57%	37%
Showcase self/company	19%	32%	16%	11%	29%

	Base	Race			
		Hispanic	White	Black	Other
Importance of Social Media					
Very Important	11%	23%	10%	5%	11%
Somewhat Important	30%	27%	30%	35%	25%
Neutral/Don't Use Social Media	49%	36%	52%	46%	42%
Somewhat Unimportant	8%	14%	6%	11%	19%
Very Unimportant	2%	-	3%	3%	3%

Crosstabs

	Base	Race			
		Hispanic	White	Black	Other
Social Media Allowed in Workplace					
Yes	31%	23%	32%	32%	42%
No	43%	50%	44%	32%	39%
Unsure	26%	27%	24%	35%	19%

	Base	Race			
		Hispanic	White	Black	Other
Employer's Stance on Social Media					
Everyone should be participating in social media to heighten the company's online presence.	8%	14%	8%	3%	11%
Select social media tools such as LinkedIn are encouraged as networking or new business tools.	18%	18%	17%	24%	19%
Social media is a distraction to employees and is discouraged at work.	42%	36%	44%	41%	42%
No company stance	17%	5%	21%	8%	22%
Unsure	14%	27%	11%	24%	6%

	Base	Race			
		Hispanic	White	Black	Other
Impact of Social Media on Work Performance					
Improve Productivity	9%	5%	9%	11%	8%
No Impact on Work	49%	68%	46%	51%	36%
Hinder Productivity	26%	14%	31%	11%	36%
Unsure	15%	14%	13%	27%	19%

Crosstabs

	Base	Race			
		Hispanic	White	Black	Other
Professional Life Benefits from Social Media					
Yes	16%	5%	18%	14%	25%
No	84%	95%	82%	86%	75%

	Base	Race			
		Hispanic	White	Black	Other
Effect of Social Media Ban					
Would be happy	11%	9%	12%	5%	14%
Wouldn't care	76%	73%	76%	81%	81%
Would be upset	13%	18%	13%	14%	6%

	Base	Race			
		Hispanic	White	Black	Other
Percentage of Time on Internet					
0 Percent	35%	36%	35%	38%	22%
Less than 25 Percent	32%	41%	30%	30%	28%
Roughly 50 Percent	14%	9%	14%	14%	25%
More than 75 Percent	15%	9%	15%	14%	25%
100 Percent	5%	5%	6%	5%	-

Crosstabs

	Base	Race			
		Hispanic	White	Black	Other
Social Media with Colleagues					
Yes	22%	14%	24%	19%	25%
No	62%	68%	61%	59%	64%
Depends on the person	16%	18%	15%	22%	11%

	Base	Race			
		Hispanic	White	Black	Other
Awareness of Social Media Footprint					
Yes	38%	41%	37%	35%	44%
No	30%	23%	32%	32%	19%
Unsure	32%	36%	31%	32%	36%

	Base	Race			
		Hispanic	White	Black	Other
Employers Using Social Media to Make Decisions					
Positive Impression	13%	18%	12%	8%	22%
Neutral Impression	43%	41%	42%	54%	36%
Negative Impression	44%	41%	45%	38%	42%

Crosstabs

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
User of Social Media										
Yes	58%	57%	64%	55%	31%	57%	63%	66%	58%	51%
No	40%	38%	34%	40%	67%	43%	37%	34%	42%	49%
Unsure	2%	4%	1%	4%	2%	-	-	1%	-	-

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
Primary Use of Social Media										
Keep Track of Peers and Colleagues	32%	31%	22%	27%	18%	26%	45%	32%	41%	47%
Access to thought leadership	48%	45%	47%	46%	69%	34%	39%	61%	42%	49%
Show case self/company	21%	24%	31%	27%	13%	39%	16%	8%	17%	4%

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
Importance of Social Media										
Very Important	11%	13%	7%	6%	14%	22%	6%	12%	6%	10%
Somewhat Important	32%	32%	37%	36%	17%	27%	25%	32%	47%	20%
Neutral/Don't Use Social Media	46%	44%	50%	54%	50%	37%	47%	49%	37%	56%
Somewhat Unimportant	9%	9%	4%	4%	14%	13%	20%	7%	6%	10%
Very Unimportant	2%	3%	3%	-	5%	1%	2%	1%	4%	4%

Crosstabs

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Social Media Allowed in Workplace											
Yes	34%	37%	41%	33%	44%	19%	46%	38%	20%	33%	
No	46%	46%	34%	48%	29%	63%	37%	40%	61%	59%	
Unsure	19%	18%	26%	19%	27%	18%	17%	22%	19%	8%	

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Employer's Stance on Social Media											
Everyone should be participating in social media to heighten the company's online presence.	9%	15%	13%	6%	12%	7%	11%	5%	-	5%	
Select social media tools such as LinkedIn are encouraged as networking or new business tools.	19%	18%	21%	25%	31%	13%	23%	25%	16%	2%	
Social media is a distraction to employees and is discouraged at work.	46%	47%	33%	55%	31%	47%	45%	37%	63%	52%	
No company stance	16%	15%	13%	13%	21%	7%	11%	21%	14%	25%	
Unsure	10%	4%	20%	1%	5%	24%	11%	11%	7%	16%	

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Impact of Social Media on Work Performance											
Improve Productivity	9%	8%	17%	7%	10%	13%	13%	7%	8%	3%	
No Impact on Work	52%	58%	63%	45%	40%	51%	45%	46%	55%	54%	
Hinder Productivity	27%	25%	11%	39%	24%	29%	25%	34%	29%	26%	
Unsure	12%	9%	10%	9%	26%	7%	17%	13%	8%	16%	

Crosstabs

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
Professional Life Benefits from Social Media										
Yes	15%	18%	17%	32%	12%	6%	24%	11%	12%	6%
No	85%	82%	83%	68%	88%	94%	76%	89%	88%	94%

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
Effect of Social Media Ban										
Would be happy	11%	12%	7%	6%	10%	13%	14%	14%	13%	11%
Wouldn't care	75%	81%	76%	72%	78%	67%	62%	74%	75%	79%
Would be upset	13%	7%	16%	22%	12%	20%	24%	12%	13%	10%

	Base	Industry								
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee
Percentage of Time on Internet										
0 Percent	29%	39%	30%	10%	43%	33%	23%	23%	29%	16%
Less than 25 Percent	35%	35%	42%	33%	33%	13%	22%	54%	35%	24%
Roughly 50 Percent	15%	13%	11%	26%	14%	35%	15%	10%	8%	12%
More than 75 Percent	16%	10%	16%	26%	7%	13%	28%	10%	15%	38%
100 Percent	6%	3%	1%	4%	2%	6%	13%	4%	13%	10%

Crosstabs

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Social Media with Colleagues											
Yes	24%	26%	25%	11%	22%	21%	28%	26%	27%	25%	
No	61%	61%	66%	54%	68%	71%	60%	56%	56%	65%	
Depends on the person	15%	13%	10%	35%	10%	8%	12%	18%	17%	10%	

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Awareness of Social Media Footprint											
Yes	41%	44%	37%	38%	33%	30%	45%	50%	38%	46%	
No	31%	35%	26%	23%	47%	37%	25%	19%	40%	22%	
Unsure	28%	21%	37%	38%	20%	32%	29%	31%	22%	32%	

	Base	Industry									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	
Employers Using Social Media to Make Decisions											
Positive Impression	14%	18%	21%	8%	3%	8%	13%	9%	24%	6%	
Neutral Impression	44%	49%	33%	41%	49%	49%	36%	52%	39%	36%	
Negative Impression	42%	33%	47%	51%	49%	43%	51%	39%	38%	58%	

Crosstabs

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
User of Social Media						
Yes	54%	44%	57%	58%	48%	65%
No	44%	53%	41%	41%	52%	35%
Unsure	2%	3%	2%	2%	-	-

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Primary Use of Social Media						
Keep Track of Peers and Colleagues	33%	34%	29%	38%	28%	33%
Access to thought leadership	49%	48%	51%	45%	57%	47%
Showcase self/company	19%	18%	21%	17%	15%	20%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Importance of Social Media						
Very Important	11%	13%	14%	10%	7%	5%
Somewhat Important	30%	26%	28%	29%	37%	39%
Neutral/Don't Use Social Media	49%	53%	45%	52%	47%	44%
Somewhat Unimportant	8%	6%	11%	9%	4%	7%
Very Unimportant	2%	3%	2%	0%	5%	5%

Crosstabs

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Social Media Allowed in Workplace						
Yes	31%	17%	31%	36%	40%	46%
No	43%	40%	48%	44%	41%	34%
Unsure	26%	43%	21%	19%	19%	20%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Employer's Stance on Social Media						
Everyone should be participating in social media to heighten the company's online presence.	8%	8%	9%	5%	9%	11%
Select social media tools such as LinkedIn are encouraged as networking or new business tools.	18%	13%	19%	19%	22%	21%
Social media is a distraction to employees and is discouraged at work.	42%	42%	41%	47%	37%	42%
No company stance	17%	16%	17%	18%	19%	16%
Unsure	14%	21%	14%	10%	13%	10%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Impact of Social Media on Work Performance						
Improve Productivity	9%	10%	8%	9%	6%	8%
No Impact on Work	49%	46%	52%	50%	51%	49%
Hinder Productivity	26%	25%	25%	27%	30%	30%
Unsure	15%	19%	16%	14%	13%	13%

Crosstabs

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Professional Life Benefits from Social Media						
Yes	16%	16%	12%	18%	18%	22%
No	84%	84%	88%	82%	82%	78%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Effect of Social Media Ban						
Would be happy	11%	10%	12%	11%	9%	12%
Wouldn't care	76%	77%	78%	75%	77%	70%
Would be upset	13%	13%	10%	14%	14%	18%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Percentage of Time on Internet						
0 Percent	35%	58%	35%	30%	14%	13%
Less than 25 Percent	32%	27%	35%	36%	35%	22%
Roughly 50 Percent	14%	7%	15%	10%	21%	25%
More than 75 Percent	15%	5%	12%	15%	27%	32%
100 Percent	5%	3%	3%	9%	4%	9%

Crosstabs

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Social Media with Colleagues						
Yes	22%	19%	21%	24%	22%	28%
No	62%	59%	66%	62%	59%	60%
Depends on the person	16%	22%	13%	14%	19%	12%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Awareness of Social Media Footprint						
Yes	38%	25%	38%	43%	42%	45%
No	30%	38%	30%	28%	25%	23%
Unsure	32%	37%	32%	28%	32%	32%

	Base	Income				
		Under \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
Employers Using Social Media to Make Decisions						
Positive Impression	13%	17%	12%	10%	10%	18%
Neutral Impression	43%	38%	44%	46%	55%	40%
Negative Impression	44%	45%	44%	44%	35%	43%