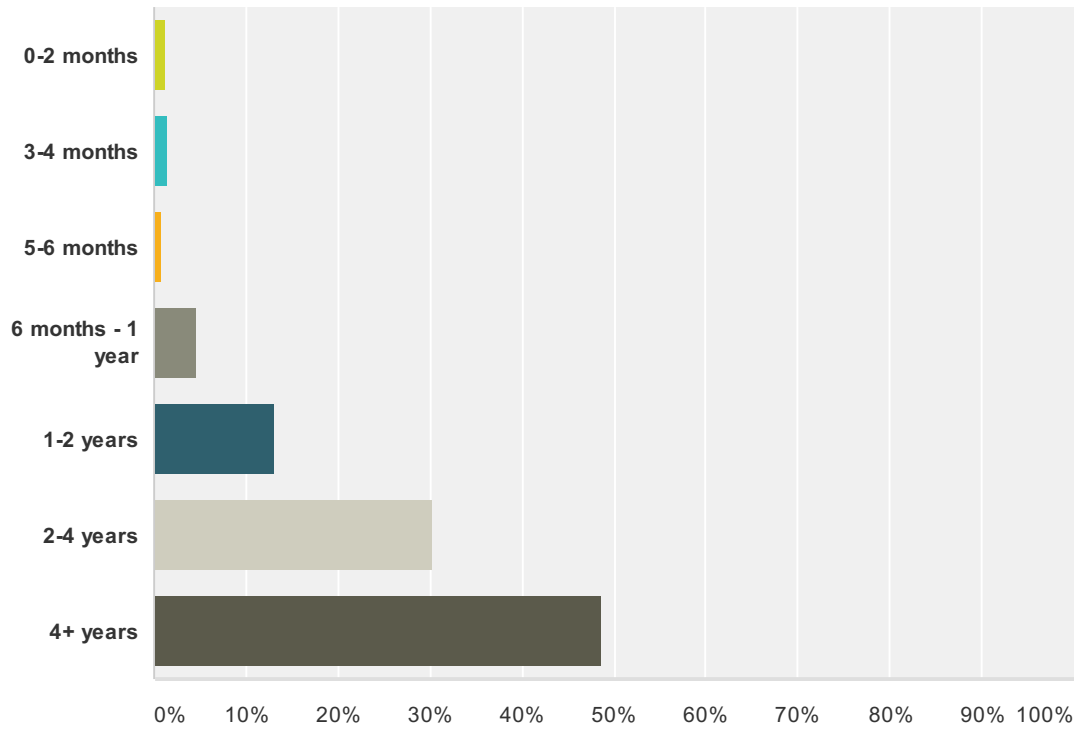


Q1 How long have you been using LinkedIn?

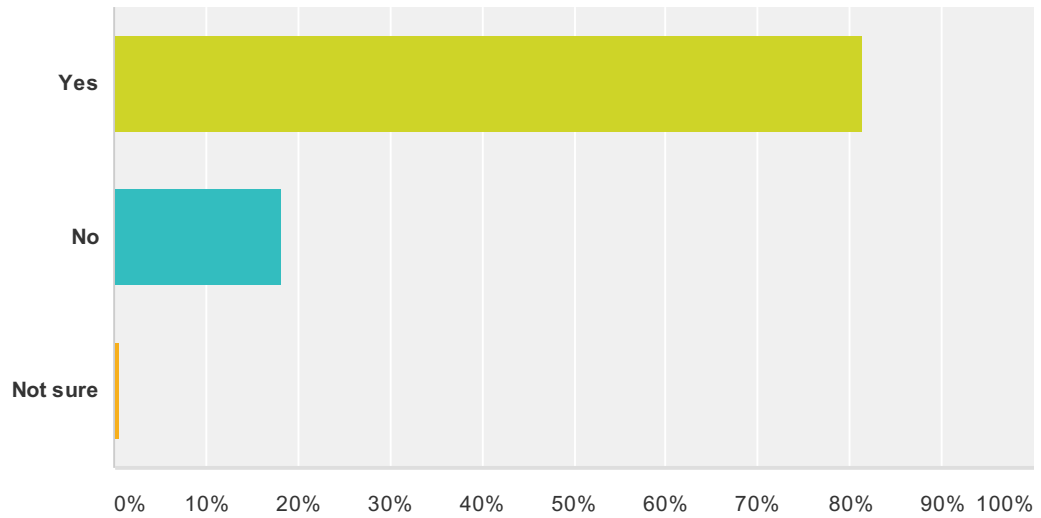
Answered: 890 Skipped: 6



Answer Choices	Responses
0-2 months	1.35% 12
3-4 months	1.46% 13
5-6 months	0.79% 7
6 months - 1 year	4.49% 40
1-2 years	13.15% 117
2-4 years	30.22% 269
4+ years	48.54% 432
Total	890

Q2 Are you currently using the free LinkedIn account?

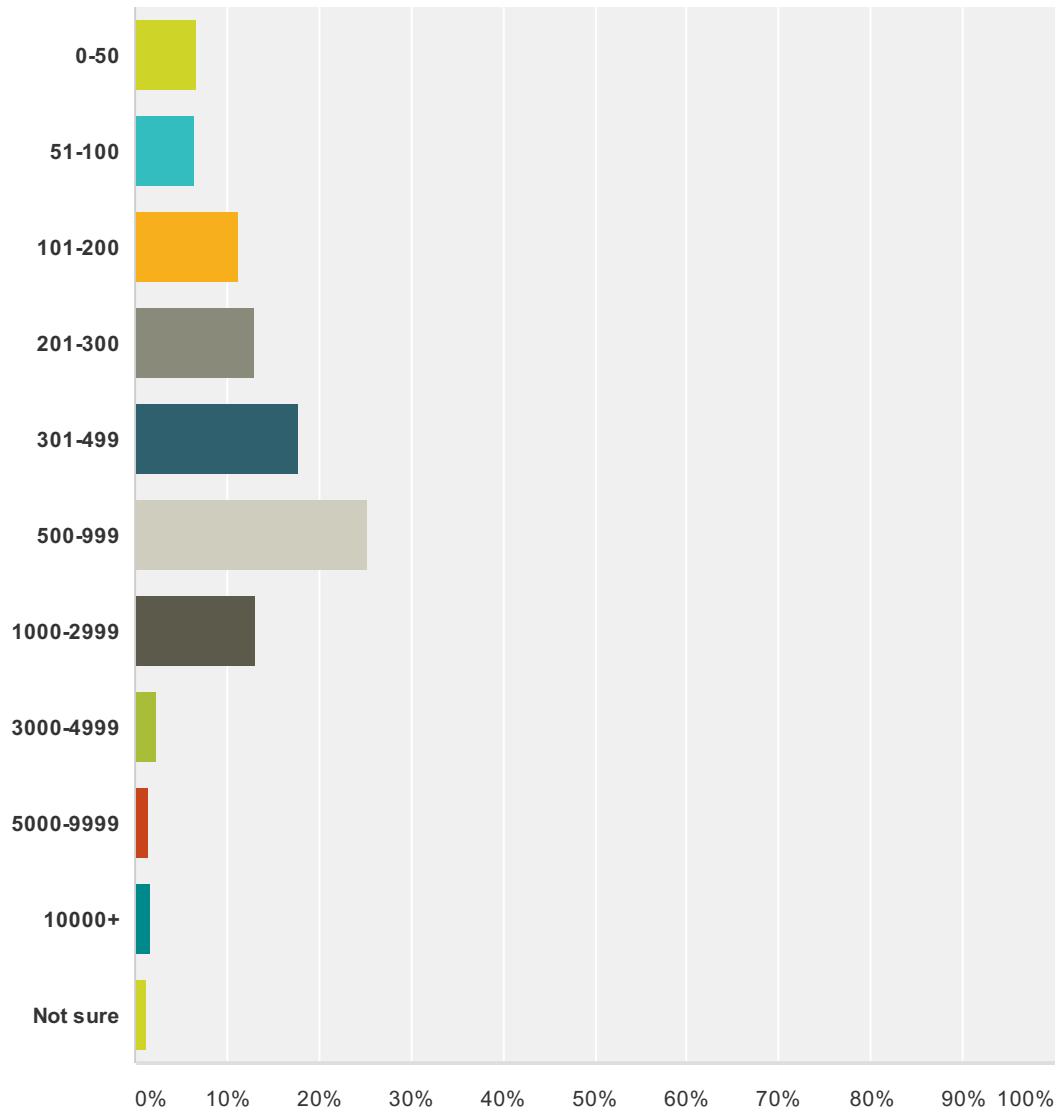
Answered: 891 Skipped: 5



Answer Choices	Responses
Yes	81.37% 725
No	18.07% 161
Not sure	0.56% 5
Total	891

Q3 How many 1st level connections do you currently have on LinkedIn?

Answered: 893 Skipped: 3



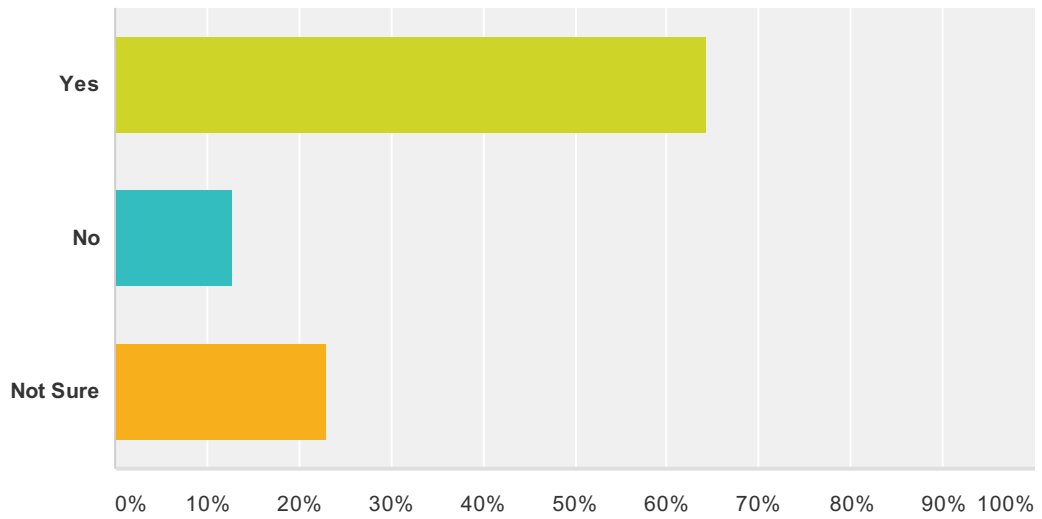
Answer Choices	Responses
0-50	6.72% 60
51-100	6.38% 57
101-200	11.20% 100
201-300	12.99% 116
301-499	17.69% 158
500-999	25.20% 225
1000-2999	13.21% 118
3000-4999	2.24% 20

2014 LinkedIn User Survey

5000-9999	1.46%	13
10000+	1.57%	14
Not sure	1.34%	12
Total		893

Q4 Do you have your LinkedIn settings set so your connections can look at your other connections?

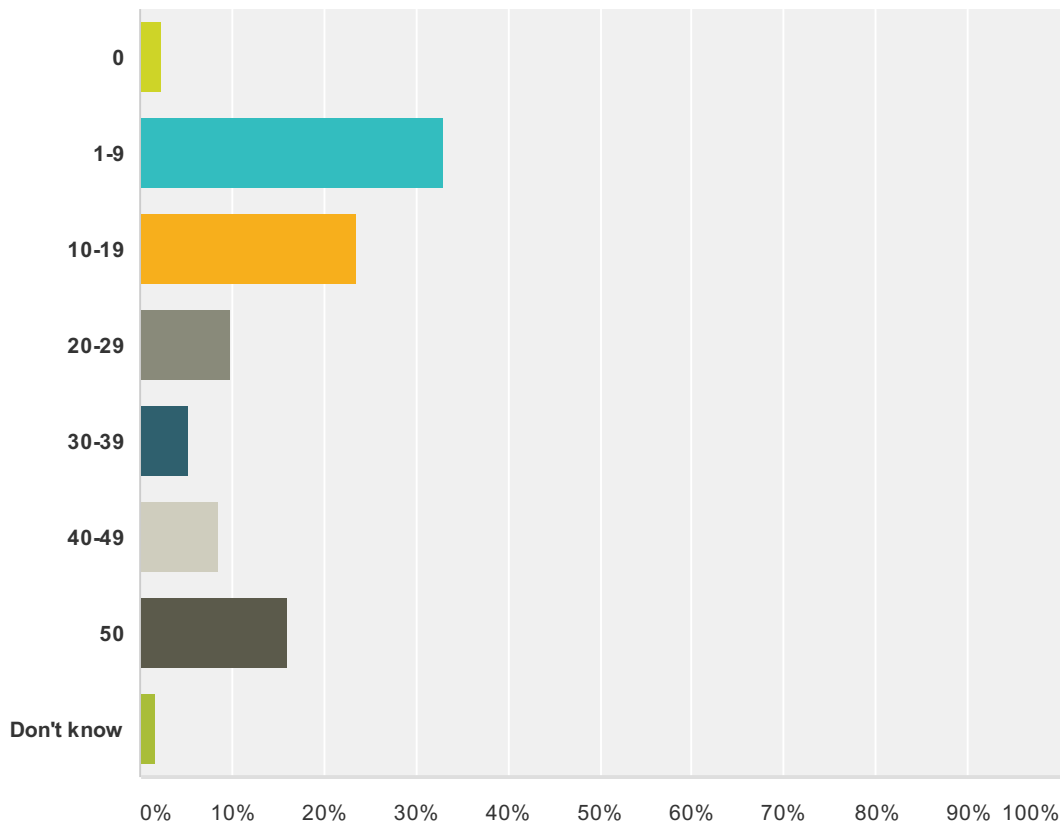
Answered: 891 Skipped: 5



Answer Choices	Responses
Yes	64.31% 573
No	12.79% 114
Not Sure	22.90% 204
Total	891

Q5 How many LinkedIn groups are you a member of?

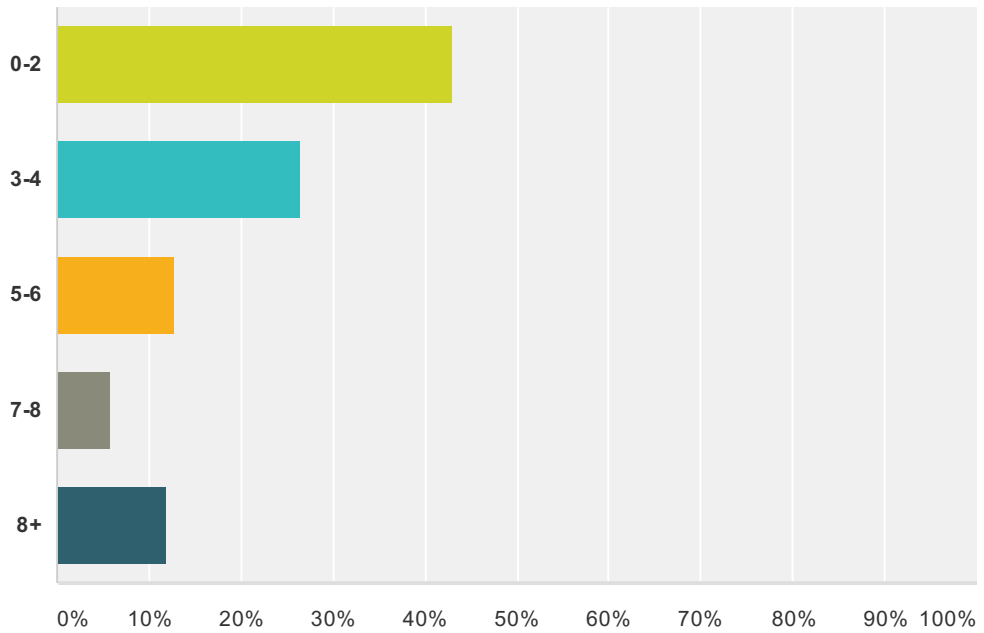
Answered: 888 Skipped: 8



Answer Choices	Responses
0	2.25% 20
1-9	32.88% 292
10-19	23.65% 210
20-29	9.80% 87
30-39	5.18% 46
40-49	8.56% 76
50	16.10% 143
Don't know	1.58% 14
Total	888

Q6 On average, how many hours per week are you spending on LinkedIn?

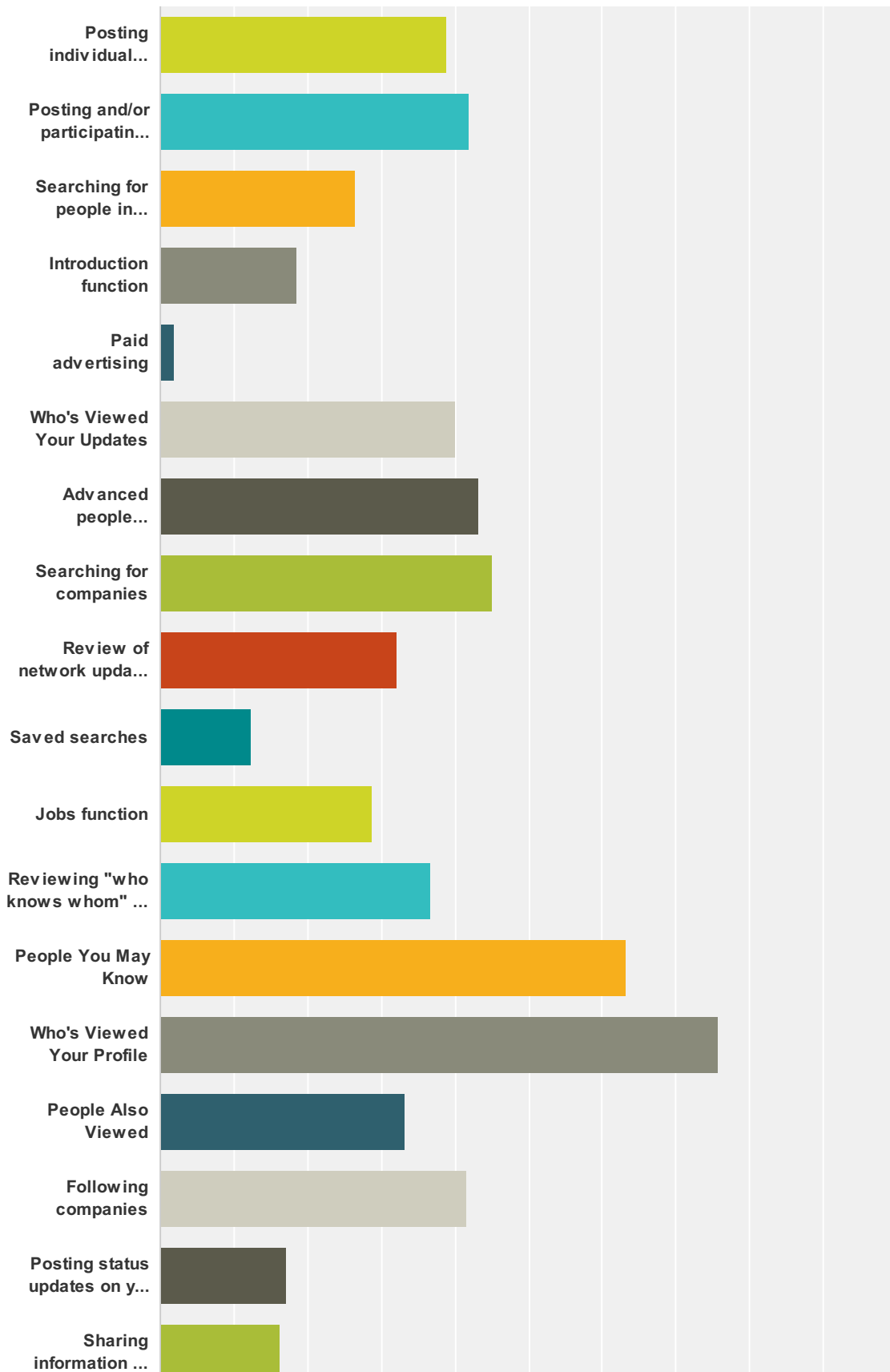
Answered: 888 Skipped: 8



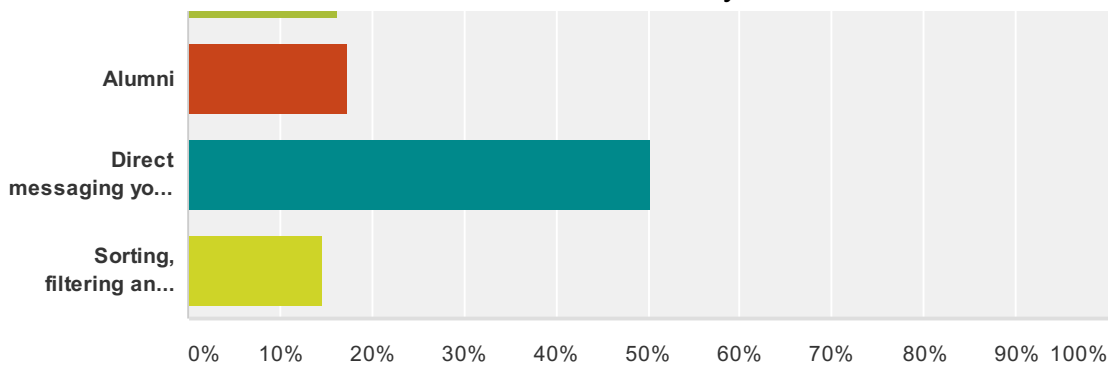
Answer Choices	Responses	
0-2	42.91%	381
3-4	26.58%	236
5-6	12.84%	114
7-8	5.74%	51
8+	11.94%	106
Total		888

Q7 Which of the following LinkedIn features have you found to be helpful? (Check all that apply)

Answered: 880 Skipped: 16



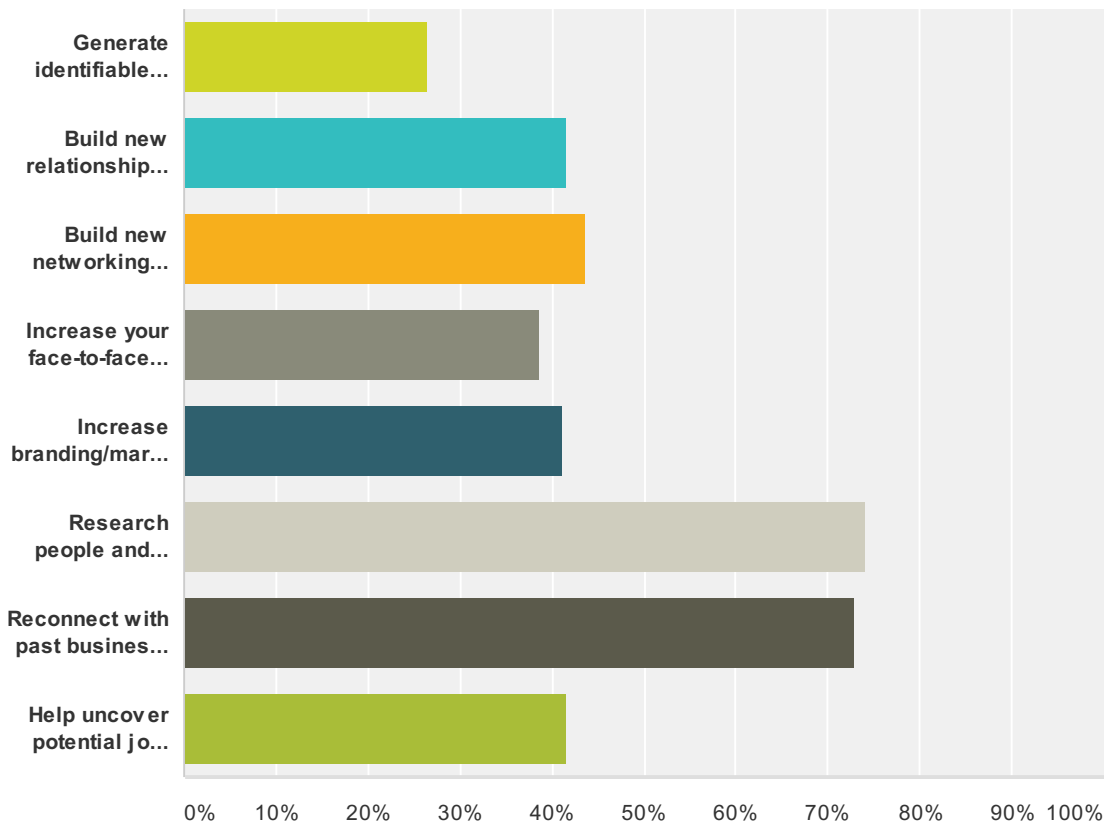
2014 LinkedIn User Survey



Answer Choices	Responses	
Posting individual status updates	38.86%	342
Posting and/or participating in Group discussions	41.93%	369
Searching for people in Groups	26.48%	233
Introduction function	18.64%	164
Paid advertising	1.82%	16
Who's Viewed Your Updates	40.00%	352
Advanced people searching	43.30%	381
Searching for companies	45.11%	397
Review of network updates (Home page)	32.16%	283
Saved searches	12.39%	109
Jobs function	28.86%	254
Reviewing "who knows whom" in your first-degree network	36.82%	324
People You May Know	63.30%	557
Who's Viewed Your Profile	75.80%	667
People Also Viewed	33.18%	292
Following companies	41.48%	365
Posting status updates on your company page	17.05%	150
Sharing information in your Professional Gallery	16.36%	144
Alumni	17.39%	153
Direct messaging your first-level connections	50.23%	442
Sorting, filtering and downloading your connections	14.55%	128
Total Respondents: 880		

Q8 Which of the following has LinkedIn helped you with? (Check all that apply)

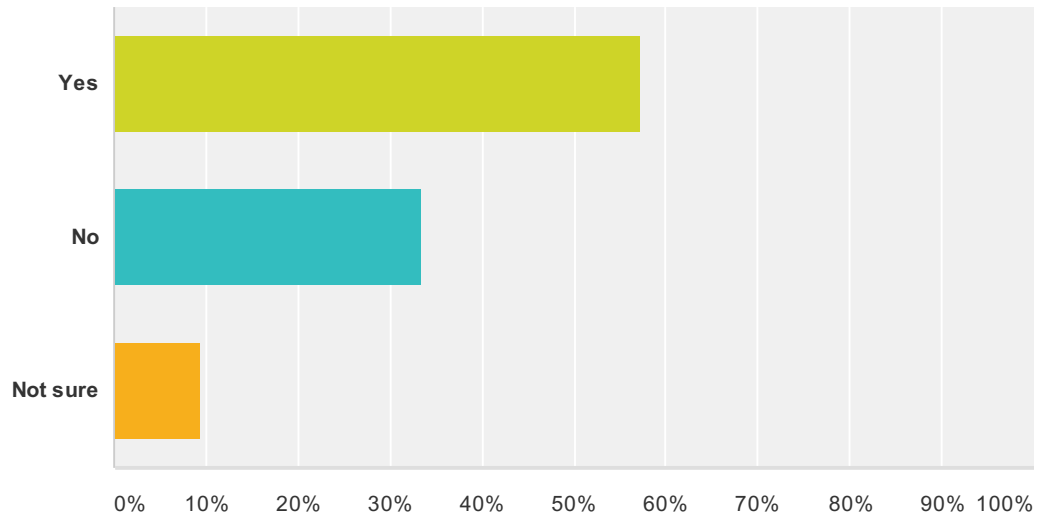
Answered: 858 Skipped: 38



Answer Choices	Responses	
Generate identifiable business opportunities	26.46%	227
Build new relationships with potential customers	41.49%	356
Build new networking relationships with individuals who may influence potential customers	43.59%	374
Increase your face-to-face networking effectiveness	38.58%	331
Increase branding/marketing presence in the marketplace	41.14%	353
Research people and companies	74.13%	636
Reconnect with past business associates/colleagues	72.84%	625
Help uncover potential job opportunities	41.49%	356
Total Respondents: 858		

Q9 Does your company have a LinkedIn company page?

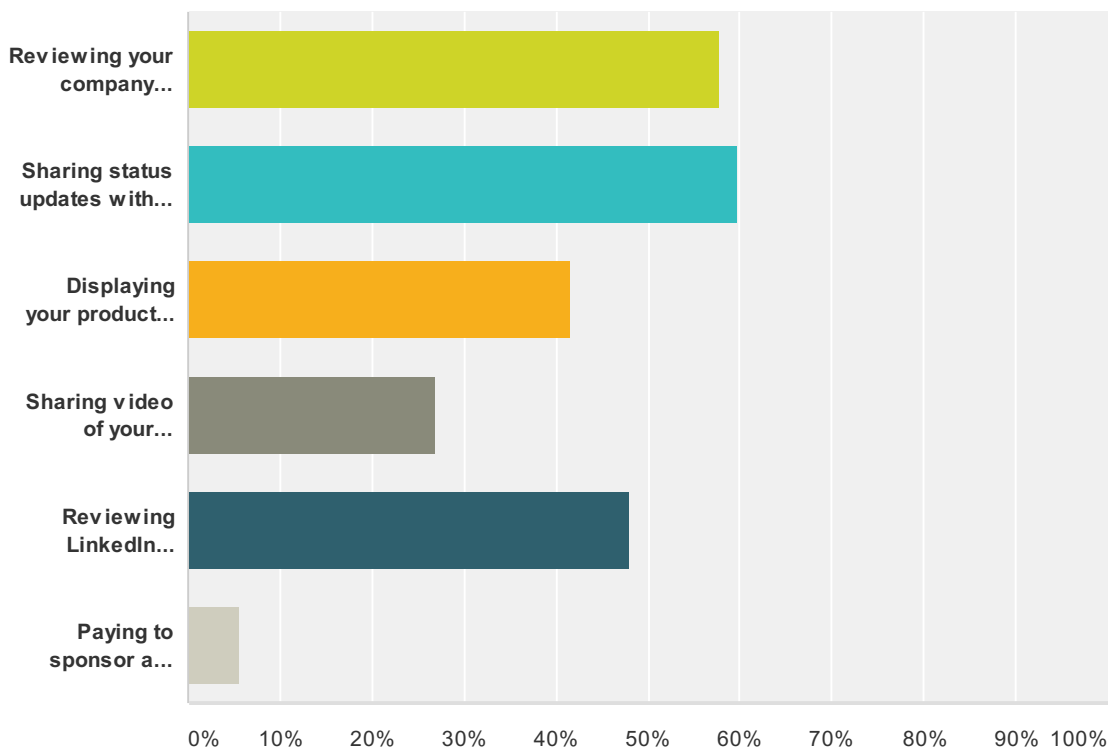
Answered: 891 Skipped: 5



Answer Choices	Responses
Yes	57.24% 510
No	33.45% 298
Not sure	9.32% 83
Total	891

Q10 Which of the following LinkedIn company page features have you used? (Check all that apply)

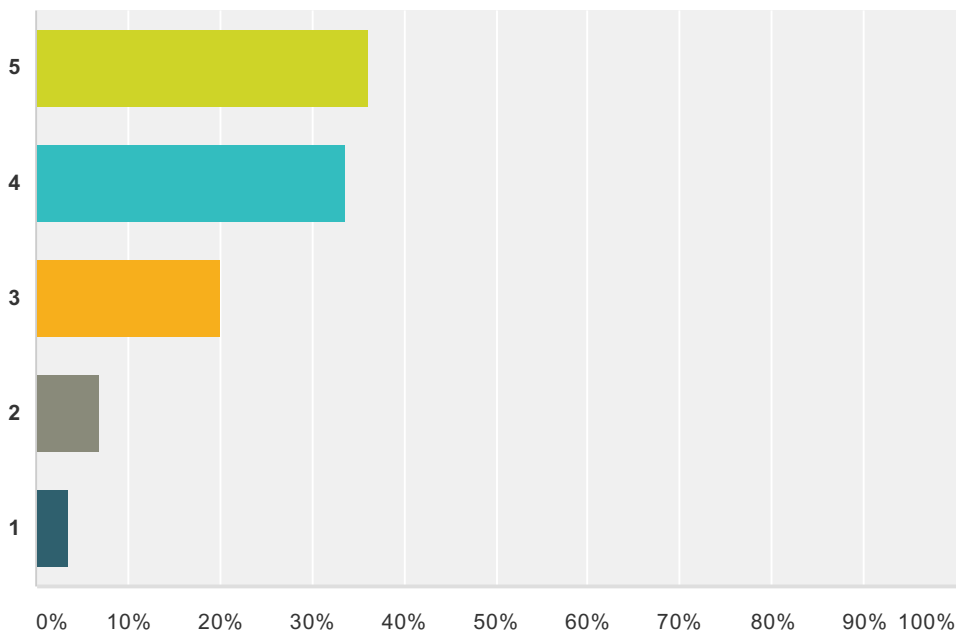
Answered: 368 Skipped: 528



Answer Choices	Responses
Reviewing your company followers	57.88% 213
Sharing status updates with company followers	59.78% 220
Displaying your products and services on a separate products and services page	41.58% 153
Sharing video of your products and services	26.90% 99
Reviewing LinkedIn analytics on your company page	48.10% 177
Paying to sponsor a company page status update	5.71% 21
Total Respondents: 368	

Q11 How important is LinkedIn in your efforts to grow your network and develop your business or help you find employment? (5= Extremely Important, 1= Not important at all)

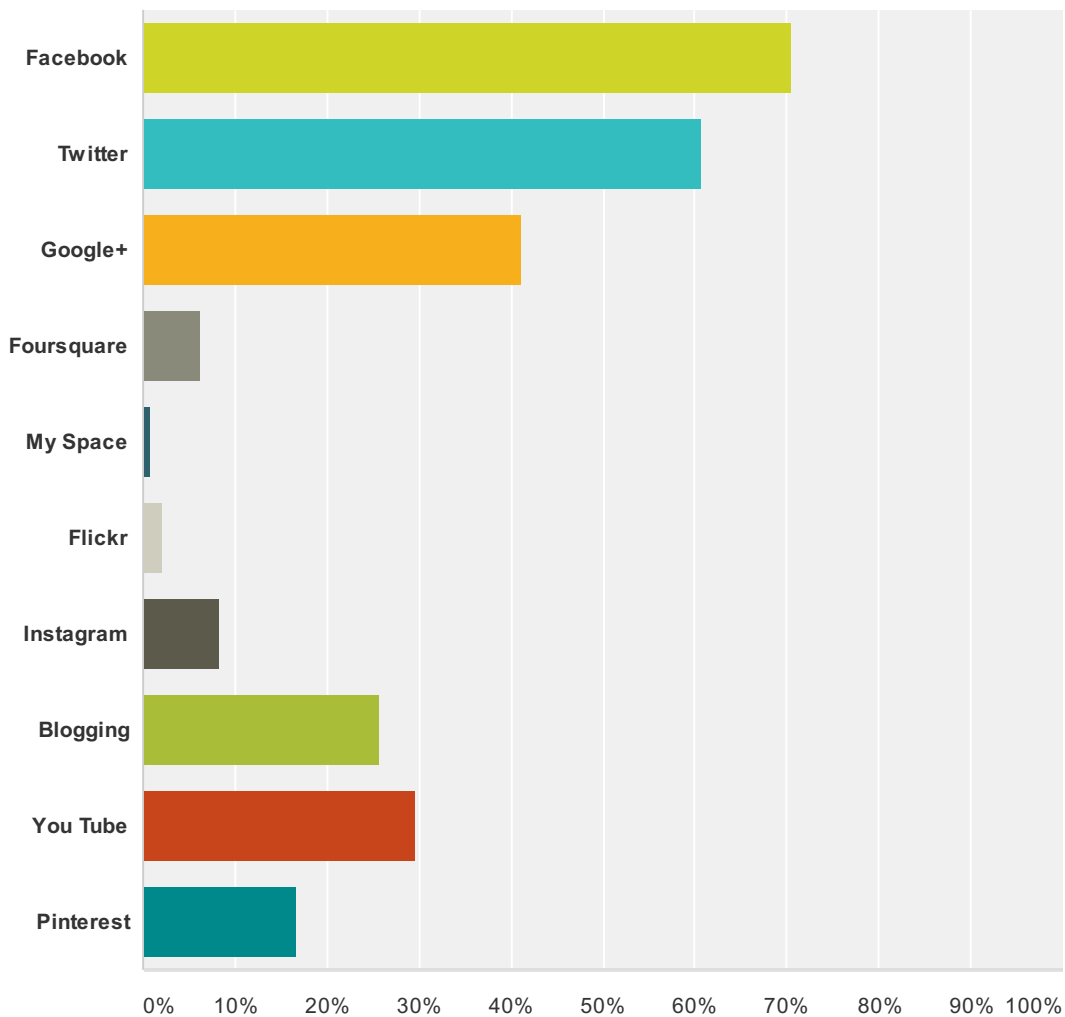
Answered: 865 Skipped: 31



Answer Choices	Responses
5	36.07% 312
4	33.64% 291
3	20.00% 173
2	6.82% 59
1	3.47% 30
Total	865

Q13 What other social media sites are you using for building your business network or finding employment?

Answered: 568 Skipped: 328



Answer Choices	Responses	Count
Facebook	70.60%	401
Twitter	60.74%	345
Google+	41.20%	234
Foursquare	6.16%	35
My Space	0.88%	5
Flickr	2.11%	12
Instagram	8.27%	47
Blogging	25.70%	146
You Tube	29.58%	168

2014 LinkedIn User Survey

Pinterest	16.73%	95
Total Respondents: 568		