






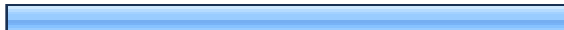









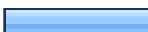




1. How long have you been using LinkedIn?

		Response Percent	Response Count
0-2 months		1.1%	6
3-4 months		2.0%	11
5-6 months		0.9%	5
6 months-1 year		7.2%	40
1-2 years		18.7%	103
2-4 years		37.9%	209
4+ years		32.2%	178
answered question			552
skipped question			4




2. Are you currently using the free LinkedIn account?

		Response Percent	Response Count
Yes		84.4%	465
No		15.1%	83
Not sure		0.5%	3
answered question			551
skipped question			5

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

		Response Percent	Response Count
0-50		8.7%	48
51-100		11.1%	61
101-200		15.9%	88
201-300		13.2%	73
301-499		18.7%	103
500-999		21.7%	120
1000-2999		8.0%	44
3000-4999		0.0%	0
5000-9999		0.9%	5
10000+		0.4%	2
Not sure		1.4%	8
answered question			552
skipped question			4

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

		Response Percent	Response Count
Yes		63.3%	348
No		12.2%	67
Not Sure		24.5%	135
answered question			550
skipped question			6


















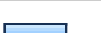

5. How many LinkedIn groups are you a member of?

		Response Percent	Response Count
0		2.2%	12
1-9		35.5%	195
10-19		25.1%	138
20-29		9.3%	51
30-39		4.0%	22
40-49		7.8%	43
50		14.0%	77
Don't know		2.0%	11
answered question			549
skipped question			7

6. On average, how many hours per week would you say you are spending on LinkedIn?

		Response Percent	Response Count
0-2		52.2%	287
3-4		24.0%	132
5-6		12.7%	70
7-8		4.0%	22
8+		7.1%	39
Comments			39
answered question			550
skipped question			6









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

		Response Percent	Response Count
Posting information using Status Box		29.4%	158
Groups		60.6%	326
Introduction function		16.7%	90
Advanced People Searching		46.5%	250
Search for companies		45.9%	247
Questions & Answers		15.6%	84
Review of network updates (Home page)		41.6%	224
Saved searches		12.6%	68
Jobs function		24.7%	133
Reviewing "who knows whom" in your first-degree network		42.4%	228
People You May Know		65.2%	351
Who's Viewed Your Profile		70.6%	380
Polling		3.9%	21
Following companies		35.3%	190
Sharing information on your company page		13.2%	71
Sharing information in your Professional Gallery		11.2%	60
Signal (Search Status Updates)		8.7%	47
Alumni		13.8%	74
Direct messaging your first-level connections		48.7%	262

answered question	538
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skipped question	18
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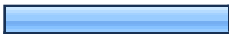


8. Which of the following has LinkedIn helped you with? (Check all that apply)

		Response Percent	Response Count
Generate identifiable business opportunities		28.3%	147
Build new relationships with potential customers		38.5%	200
Build new networking relationships with individuals who may influence potential customers		45.0%	234
Increase your face-to-face networking effectiveness		41.2%	214
Increase branding/marketing presence in the marketplace		35.8%	186
Research people and companies		75.8%	394
Reconnect with past business associates/colleagues		70.6%	367
Help uncover potential job opportunities		36.2%	188
	Other (please specify)		19






answered question	520
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skipped question	36
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

9. Do you have a LinkedIn company page?

		Response Percent	Response Count
Yes		33.5%	185
No		58.9%	325
Not sure		7.6%	42
answered question			552
skipped question			4








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

		Response Percent	Response Count
Reviewing your company followers		61.6%	85
Sharing status updates with company followers		56.5%	78
Displaying your products and services on a separate products and services page		53.6%	74
Sharing video of your products and services		21.7%	30
Reviewing LinkedIn statistics (insights) on your company page		41.3%	57
Other (please specify)			14
answered question			138
skipped question			418

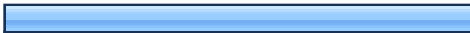









11. How important is LinkedIn in your efforts to grow your network and develop your business or help you find employment? (5= Extremely Important, 1= Not important at all)

		Response Percent	Response Count
5		32.8%	174
4		29.0%	154
3		24.5%	130
2		9.0%	48
1		4.7%	25
		Comments	29
answered question			531
skipped question			25

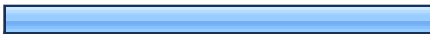


12. I believe my effectiveness on LinkedIn could be greatly improved if I could do a better job of: (check all that apply)

		Response Percent	Response Count
Telling my story on my profile		43.0%	226
Strategically placing keywords in my profile		46.8%	246
Understanding how to improve my ability to search for people		34.8%	183
Increasing the number of connections I have		34.8%	183
Developing a specific strategic plan for how to actually use LinkedIn		66.2%	348
Time management when using LinkedIn		35.4%	186
Understanding the ways in which advanced users are using LinkedIn		64.1%	337
	Other (please specify)		36
answered question			526
skipped question			30


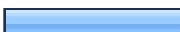
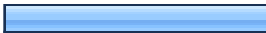



13. What other social media sites are you using for building your business network or finding employment?

		Response Percent	Response Count
Facebook		70.1%	230
Twitter		54.6%	179
Google+		31.4%	103
Foursquare		6.4%	21
My Space		0.6%	2
Flickr		4.0%	13
Instagram		2.7%	9
Blogging		25.0%	82
You Tube		22.6%	74
Pinterest		18.0%	59
	Other or comments		60
answered question			328
skipped question			228





14. Have you attended any formal training classes, webinars or workshops on how to use LinkedIn?

		Response Percent	Response Count
Yes		64.3%	346
No		28.1%	151
No, but I would like to know of any upcoming classes (please submit email address at end of this survey)		7.6%	41
answered question			538
skipped question			18

15. How useful are you finding my weekly LinkedIn tips that you receive by email?

		Response Percent	Response Count
Very helpful; would really miss them and have shared them with friends		21.5%	114
Very helpful; would really miss them		26.2%	139
They are pretty good; I look at them once in a while		39.5%	210
I never look at them		1.9%	10
I am not receiving them		6.0%	32
I am not receiving them but would like to receive them (please submit email address at the end of this survey)		4.9%	26
answered question			531
skipped question			25

16. Yes, I would like to do the following:

		Response Percent	Response Count
Register for the drawing for the LinkedIn training DVDs		77.0%	378
Sign up for Wayne's weekly LinkedIn tips		29.1%	143
Receive information on upcoming training classes		28.7%	141
Receive results of this survey		80.2%	394

Email address (required if you checked any of the four boxes above) 391

answered question	491
skipped question	65

17. I love hearing LinkedIn success stories. Please share how LinkedIn has helped you or your business.

	Response Count
	100
answered question	100
skipped question	456

18. I strive to provide relevant and helpful information in my weekly LinkedIn tips. What would you like to learn about this year in my weekly emails?

	Response Count
	153
answered question	153
skipped question	403

19. Thanks for taking the time to share your opinions. I will be able to use the information to help others in the future. Now, isn't that what networking is all about anyway? Feel free to leave any additional comments, questions or suggestions.

	Response Count
	73
answered question	73
skipped question	483