



The Cisco Connected World Technology Report

September 21, 2011

Methodology

Timing and Sample Qualifications

- This report discusses the findings for 1,441 College Students (age 18–24) and 1,412 Employees (21–29) who completed an online survey between May 13 and June 8, 2011.
- The survey was translated and fielded in 14 countries to gain approximately 100 completes for each subgroup in each country (~200 total completes per country).
- Countries: United States, Canada, Mexico, Brazil, United Kingdom, France, Spain, Germany, Italy, Russia, India, China, Japan, Australia
- Respondents were screened to meet the following criteria:
 - College Graduate or Higher
 - Employed Full Time in a Non-IT role
 - Does not work for a company in the Market Research or Non Profit Industry
 - Works for an organization that employs 10+ people worldwide
- Quotas were set to ensure an even distribution of completes by gender.

Subgroup Analysis

- Statistical differences between country subgroups were tested at the 95% confidence level and are indicated with capital letters in the analysis that follows.

Conclusions and Key Findings

Conclusions and Key Findings

The Internet

Students and Young Professionals share similar perceptions on the importance of the Internet. For most, accessing the Internet through their computer is their primary information and news source and an integral part of their daily life.

- Roughly half of Students (49%) and End Users (47%) consider the Internet to be 'close' in importance to water, food, air, and shelter in their lives; and one-third of respondents in each subgroup consider the Internet to be as important as these critical needs.
- Both College Students and End Users indicate that their computer, specifically their laptop, is their primary way of getting information and news rather than other devices such as TV, Smartphones, or print media.
- More than half of Students (55%) and an even larger proportion of End Users (62%) indicate they could not live without the Internet, it is an integral part of their daily life.
- Given a choice between the Internet and social activities such as dating and going out with friends, the largest proportion of College Students (40%) consider the Internet to be most important in their daily life.
- About two-thirds (64%) of Students would prefer to have access to the Internet versus a car—driven by significantly large proportions of Students in China, Japan, India, and Germany.
- When it comes to shopping, a larger proportion of Students tend to buy in-store (61%) rather than online (39%). However, more than half of Students in Brazil, China and Germany buy more online than they do in-store.

Conclusions and Key Findings

Social Media

Social media channels such as Facebook and Twitter are highly utilized by College Students and Young Professionals worldwide on a daily basis. Employees use social media tools to connect with co-workers and even their managers. Many Students consider it more important to keep up on Facebook than to spend time with friends in person; and some are distracted by social media a number of times when trying to focus on an assignment for school.

- For Students surveyed in Brazil, Spain, Italy, India and China, keeping up to date on Facebook is more important on a typical day than dating, spending time with friends, listening to music, or going to a party.
- More than 4 in 10 (43%) Students from the total sample are typically distracted or interrupted by some type of social media 3 or more times per hour while they are trying to focus on a project or homework. Relative to other countries, College Students in Japan are significantly less likely to be distracted by social media.
- Most Students and Young Professionals access their Facebook page at least once every day driven by considerably large proportions in Spain who indicate that their page is always up.
- Roughly 7 in 10 Young Professionals indicate that they have 'friended' or follow their manager and/or co-workers on Facebook/Twitter.

Relative to other countries, significantly large proportions of Young Professionals in Mexico, India, Brazil, Spain, and China who use Facebook/Twitter follow or have 'friended' both their manager and work colleagues on the site.

Detailed Findings

The Internet

Primary Way of Getting Information and News

The Largest Proportion of College Students Indicate that Their Laptop Is Their Primary Way of Getting Information and News

- More than one-third of College Students from Spain get information and news from a Smartphone.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Laptop	45	49	60	46	20	64	48	52	27	27	39	35	67	48	46
Desktop computer	22	19	13	22	51	9	7	16	18	48	38	15	21	12	18
TV	13	16	8	15	9	11	23	9	15	12	15	17	2	18	15
Smartphone	10	12	10	5	4	9	9	8	36	4	3	10	6	10	11
Newspapers, magazines or books in print e.g. paper, not online	7	1	7	9	10	2	10	7	1	4	2	23	2	7	9
Radio	2	2	2	0	0	3	3	6	1	1	3	0	0	0	1
Tablet	1	1	0	2	6	0	0	0	2	4	0	0	3	3	0
None of the above	1	0	0	1	0	2	0	2	0	0	1	0	0	3	0

Q. What is your primary way of getting information and news? (Select One)

Primary Way of Getting Information and News

The Largest Proportion of Employees Indicate that Their Laptop Is Their Primary Way of Getting Information and News

- While most rely on laptop or desktop computers for information and news, more than 1 in 4 Employees in France get what they need from TV; and roughly 1 in 4 Employees in Australia get their information and news from their Smartphone

Employees %	Total (n=1441)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Laptop	36	44	30	46	24	46	27	38	26	23	38	40	46	42	30
Desktop computer	26	23	26	25	52	18	15	24	26	37	31	14	41	18	22
TV	16	8	15	9	12	10	27	19	21	21	22	16	4	22	15
Smartphone	11	16	12	15	3	18	13	7	11	3	3	13	6	11	23
Newspapers, magazines or books in print e.g. paper, not online	5	2	7	1	5	4	5	1	11	9	1	18	0	2	6
Radio	4	5	9	1	0	4	12	10	3	1	2	0	2	2	5
Tablet	2	0	1	3	4	0	1	0	2	6	3	0	2	3	0
None of the above	0	2	0	0	0	1	0	1	0	0	0	0	0	0	0

Q. What is your primary way of getting information and news? (Select One)

Buying Books

More than One-Third of College Students from the Total Sample Indicate They Last Bought a Physical Book at a Bookstore Within the Past Month, Driven by a Significantly Large Proportion in Spain and Japan.

- About 1 in 3 College Students from Brazil and Italy indicate it has been at least 2 years since they last purchased a physical book.
- Relative to other countries, a significantly larger proportion of College Students in Brazil indicate that the last physical book they purchased was 4–5 years ago.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
In the past month	37	36	31	37	30	38	40	45	51	30	31	30	47	55	25
Between 1 and 12 months ago	42	38	50	41	36	38	49	44	38	37	42	49	41	33	52
Two to three years ago	11	14	11	11	13	19	9	6	2	13	9	11	12	10	14
Four to five years ago	6	6	4	5	19	3	2	4	7	11	10	4	0	1	6
I have never purchased a physical book in a bookstore	4	6	5	7	2	2	0	1	2	9	8	7	0	1	3
Net: 2+ years ago	21	26	20	23	34	24	11	11	11	33	27	22	12	12	23

Q. When was the last time you bought a physical book at a bookstore (not a textbook for college classes)?

Buying Books

More Than Half (57%) of Employees Have Not Bought a Book at a Bookstore Within the Past Month.

- No less than a quarter of Employees from India and Australia last purchased a physical book at a bookstore more than two years ago.

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
In the past month	43	28	40	45	43	39	44	37	66	51	32	34	47	64	30
Between 1 and 12 months ago	42	50	41	42	46	50	43	48	27	41	46	40	44	28	45
Two to three years ago	9	13	13	11	9	6	7	5	5	4	15	16	5	6	13
Four to five years ago	4	8	2	1	2	5	3	8	0	2	7	7	3	0	7
I have never purchased a physical book in a bookstore	2	1	4	1	0	0	3	2	2	2	0	4	1	2	5
Net: 2+ years ago	15	22	19	13	11	11	13	15	7	8	22	27	9	8	25

Q. When was the last time you bought a physical book at a bookstore (not a textbook for college classes)?

The Internet as a Necessity

More than Half of College Students Indicate They Could Not Live Without the Internet, It Is an Integral Part of Their Daily Life.

- Relative to other countries, significantly larger proportions of College Students in China, Italy and Brazil could not live without the Internet.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
I could live without the Internet, the Internet is not an integral part of my daily life	8	7	7	8	3	3	4	4	8	7	18	20	4	7	4
I could live without the Internet but it would be a struggle based on my lifestyle	37	35	39	58	31	33	32	40	28	24	52	30	25	51	38
I could not live without the Internet, it is an integral part of my daily life	55	58	54	34	66	64	64	56	64	69	30	50	71	42	58

Q. Which of the following statements best describes your views on the Internet? (Select one)

The Internet as a Necessity

More than 6 in 10 Employees Indicate They Could Not Live Without the Internet, It Is an Integral Part of Their Daily Life.

- Relative to other countries, significantly larger proportions of Employees in China, Brazil, the US and the UK could not live without the Internet.

Employees %	Total (n=141)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
I could live without the Internet, the Internet is not an integral part of my daily life	6	6	1	7	5	5	9	5	6	4	16	10	4	6	4
I could live without the Internet but it would be a struggle based on my lifestyle	31	21	39	33	20	22	23	49	27	37	46	29	18	38	38
I could not live without the Internet, it is an integral part of my daily life	62	73	60	60	75	73	68	46	67	59	38	61	78	56	58

Q. Which of the following statements best describes your views on the internet? (Select one)

Importance of the Internet

About One-Third (32%) of College Students Indicate the Internet Is as Important to Them as Water, Food, Air and Shelter; and Roughly Half (49%) Indicate the Internet Is Bot as Important—but that It's Pretty Close.

- Nearly 2 in 3 College Students in China and Brazil agree that the Internet is as important to them as water, food, air and shelter.

Among College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Yes, it is that important to the way I live my life	32	32	19	16	65	22	13	18	50	50	19	41	64	28	18
No, but the Internet is pretty close	49	37	58	63	32	44	39	65	37	34	76	53	31	62	49
No, the Internet is not that important in my life	19	31	23	21	3	34	48	17	14	16	5	6	5	10	33

Q. Do you consider the internet as important to your life as water, food, air, and shelter?

Importance of the Internet

Similar to College Students, About One-Third (32%) of Employees Indicate the Internet Is as Important to Them as Water, Food, Air, and Shelter. Roughly Half (47%) Indicate the Internet Is Not as Important—but that It's Pretty Close.

- About 7 in 10 Employees in China agree that the Internet is as important to them as water, food, air and shelter.

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Yes, it is that important to the way I live my life	32	15	16	44	61	6	10	12	48	30	23	37	69	48	28
No, but the Internet is pretty close	47	58	47	38	31	57	39	76	34	44	72	56	28	44	37
No, the Internet is not that important in my life	21	27	37	18	8	37	51	12	18	26	5	7	3	8	35

Q. Do you consider the internet as important to your life as water, food, air, and shelter?

Most Important Technology in Daily Life

Nearly Half (46%) of College Students Indicate Their Laptop Is Most Important to Them in Daily Life.

- More than one-third of College Students in Spain and the UK, indicate that their Smartphone is most important in daily life.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Laptop	46	43	50	59	27	49	54	52	36	24	43	50	66	46	43
Desktop computer	20	17	11	21	52	6	6	12	17	42	29	23	18	11	17
Smartphone	19	20	28	8	8	36	25	13	40	13	12	12	13	13	26
TV	6	6	5	7	6	3	8	8	5	10	2	4	0	10	6
Newspapers, magazines or books in print e.g. paper, not online	4	3	4	4	4	1	3	8	2	3	4	8	1	7	1
Radio	1	4	0	0	0	0	2	3	0	0	2	1	0	1	0
Tablet	1	0	0	0	3	0	1	0	0	5	3	1	3	1	1
None of the above	4	7	3	2	1	5	1	4	1	3	5	2	0	12	6

Q. Which of the following is most important to you in your daily life? (Select one)

Most Important Technology in Daily Life

The Largest Proportion of Employees Indicate Their Laptop Is Most Important to Them in Daily Life.

- In the U.S. and Australia, the largest proportions of Employees indicate that their Smartphone is most important.

Employees	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Laptop	37	25	31	42	32	43	38	44	33	15	40	51	51	44	24
Desktop computer	25	19	20	30	47	12	12	24	24	39	35	20	32	18	13
Smartphone	19	37	26	18	4	31	21	7	12	18	9	20	11	15	42
TV	8	11	9	2	4	7	15	12	15	7	8	3	1	15	8
Newspapers, magazines or books in print e.g. paper, not online	4	2	5	2	9	1	2	6	9	9	1	5	1	3	3
Radio	2	1	3	2	0	1	4	3	0	1	3	0	1	1	2
Tablet	2	1	1	2	2	1	0	0	6	6	3	1	1	2	0
None of the above	3	4	5	2	2	5	8	4	0	5	1	0	2	2	8

Q. Which of the following is most important to you in your daily life? (Select one)

Internet vs. Social Activities

Given a Choice Between the Internet, Social Activities, Romance, and Music, the Largest Proportion of College Students Indicate that the Internet Is Most Important in Their Daily Life.

- 72% of College Students in Brazil indicate that the Internet is most important.
- France is the only country where College Students place greater importance on dating than using the Internet.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Internet	40	33	38	39	72	30	7	30	55	46	28	54	59	24	38
Going out with friends/partying	25	23	24	25	17	33	28	36	28	15	24	25	21	25	26
Dating	13	8	16	15	7	5	54	4	4	25	25	3	6	10	7
Music	10	12	8	16	2	10	6	21	3	9	10	12	4	13	13
None of the above	12	24	15	5	2	22	5	9	10	5	13	7	11	29	17

Q. Which of the following is most important to you in your daily life? (Select one)

Internet vs. a Car

Most College Students (64%) from the Total Sample Would Prefer to Have Access to the Internet than a Car.

- However, more than half of College Students in the US, France and Russia would rather have a car.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Access to the Internet	64	46	67	59	63	72	47	75	67	66	37	77	85	84	56
A car	36	54	33	41	37	28	53	25	33	34	63	23	15	16	44

Q. If you could only have one of the following, what would be more important to you in your life?

Online Shopping vs. In-Store Shopping

The Majority (61%) of College Students Shop More in Person Rather than Online.

- Most Students from Brazil and China buy more online instead of in person.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Buy more in person than online	61	54	74	75	34	50	76	45	50	54	89	72	40	75	67
Buy more online than in person	39	46	26	25	66	50	24 J	55	50	46	11	28	60	25	33

Q. When you shop, what do you do typically?

Detailed Findings

Social Media

Facebook vs. Social Activities

More than 1 in 4 (27%) College Students Prioritize Keeping up to Date on Facebook Above Dating, Listening to Music and Going to Parties. However, a Larger Proportion (39%) Indicate that Spending Time with Friends Is Most Important on a Typical Day.

- Significantly large proportions of College Students in Brazil, Spain, Italy, India, and China indicate that keeping up to date on Facebook is most important.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Spending time with friends	39	36	47	37	30	60	45	58	29	26	39	31	23	39	43
Keeping up to date on Facebook	27	18	12	35	50	19	8	10	54	38	10	45	41	6	22
Going on a date	10	10	8	9	10	2	21	2	5	20	19	2	17	9	5
Listening to my favorite music	10	12	12	10	6	9	8	18	4	8	18	12	5	15	10
Going to a party	2	6	0	4	2	1	6	0	1	3	1	2	5	0	0
None of the above	12	18	22	5	4	9	12	12	7	5	13	8	10	32	20

Q. On a typical day, what is most important to you? (Select one)

Social Media Distractions

Largely Influenced by Nearly a Quarter Who Are Distracted Three to Five Times, More than 4 in 10 (43%) College Students from the Total Sample Admit to Being Distracted or Interrupted by Social Media, IM, Phone Calls, or a Desire to Check Facebook Three or More Times in a Typical Hour.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Never	16	11	10	12	20	7	19	16	19	12	15	11	14	48	9
Once	19	14	17	19	21	21	26	25	19	17	18	20	18	18	13
Twice	23	24	24	27	14	19	16	24	20	17	19	26	35	23	27
Three to five times	24	29	27	25	21	29	29	26	22	26	25	27	19	7	30
Six or more times	7	8	8	11	17	5	2	6	7	5	8	4	7	2	5
I lose count	12	14 G	15	6	7	19	8	3	12	23	16	12	8	3	17
Net: Three or more times	43	51	50	42	45	53	39	35	41	54	49	43	34	12	52

Q. Let's say that you need to focus on a project or homework assignment. In a typical hour, how many times are you distracted or interrupted by social media, IM, phone calls, a desire to check Facebook, etc.? (Select one)

Accessing Facebook

About 8 in 10 (81%) College Students Indicate Accessing Their Facebook Page at Least Once a Day or More Frequently.

- Relative to other countries, College Students in Spain, Brazil and Italy tend to access their page most often because it is always up.

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Net: At least once a day	81	79	75	91	82	89	77	76	88	84	85	92	73	46	82
It's always up	17	16	12	18	25	20	13	10	39	24	14	18	9	3	13
At least once every 10 minutes	4	6	2	6	6	2	3	1	3	6	3	6	3	2	3
At least once an hour	12	11	10	12	10	16	8	4	9	24	15	12	11	7	16
At least a few times a day	33	33	38	36	15	42	39	49	24	3	41	38	33	24	40
Once a day	15	13	13	19	26	9	14	12	13	27	12	18	17	10	10
At least a couple times a week	11	15	17	6	13	6	12	12	9	5	8	7	18	15	9
I don't have a Facebook page	9	6	9	4	5	5	11	12	4	11	7	1	10	40	9

Q. During a typical day, how often do you access your Facebook page?

Accessing Facebook

Most Employees Indicate Accessing Their Facebook Page at Least Once a Day or More Frequently.

- Employees in Mexico and Spain tend to access Facebook most frequently with about 1 in 4 mentioning that the page is always up.

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
It's always up	11	9	10	25	15	4	2	3	26	11	7	12	16	11	5
At least once every 10 minutes	3	1	0	8	3	0	1	1	8	4	2	4	4	1	1
At least once an hour	8	10	7	7	11	5	2	3	2	22	3	16	7	4	7
At least a few times a day	30	39	37	29	27	50	35	20	20	0	39	37	30	18	42
Once a day	21	17	15	23	26	17	23	14	29	44	18	23	9	13	20
At least a couple times a week	15	15	22	7	10	18	21	22	11	12	18	7	21	15	15
I don't have a Facebook page	12	9	9	1	8 C	7	16	37	4	7	13	2	13	38	10

Q. During a typical day, how often do you access your Facebook page?

'Friending' Co-Workers on Facebook

Seven in Ten Employees, Who Use Facebook, Have 'Friended' Either Their Colleagues, Manager or Both on Facebook.

Employees Who Use Facebook %	Total (n=1236)	US (n=91)	CAN (n=91)	MEX (n=99)	BRA (n=92)	UK (n=94)	FRA (n=84)	DEU (n=63)	SPA (n=94)	ITA (n=93)	RUS (n=87)	IND (n=99)	CHN (n=92)	JPN (n=62)	AUS (n=95)
Yes, I have "friended" both my manager and my work colleagues	32	23	19	58	43	18	4	11	50	35	26	58	52	18	15
Yes but only my manager	5	4	2	14	25	1	2	0	12	0	0	6	1	5	0
Yes but only my work colleagues	33	40	48	13	17	48	40	38	21	42	40	21	21	19	54
No, I try to keep my work and personal life separate	30	33	31	15	14	33	54	51	17	23	33	15	26	58	32

Q. Have you "friended" your manager and work colleagues on Facebook?

Accessing Twitter

More than 4 in 10 (42%) Employees from the Total Sample Have a Twitter Page. Those Who Do, Tend to Access the Page at Least Once a Day or More Often.

- Relative to other countries, significantly larger proportions of Employees in Mexico and Brazil are using Twitter. In China, considerably large proportions of Employees tend to use a Twitter equivalent called Weibo.

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
It's always up	6	4	2	21	15	0	0	1	16	3	0	2	11	8	2
At least once every 10 minutes	3	1	0	6	3	0	0	1	10	3	1	3	7	3	0
At least once an hour	4	3	1	4	14	3	1	0	3	11	1	6	8	3	1
At least a few times a day	9	6	5	20	14	5	2	2	9	0	5	14	21	15	6
Once a day	10	5	6	22	27	8	0	2	20	2	6	18	16	5	3
At least a couple times a week	10	6	11	8	11	11	3	4	8	9	13	13	24	11	11
I don't have a Twitter page	58	75	75	19	16	73	94	90	33	72	74	45	13	55	77

Q. During a typical day, how often do you access your Twitter page?

Following Co-Workers on Twitter

Nearly 7 in 10 (68%) Employees, Who Use Twitter, Follow Either Their Colleagues, Manager or Both on Twitter.

Employees Who Use Twitter %	Total (n=595)	US (n=25*)	CAN (n=25*)	MEX (n=81)	BRA (n=84)	UK (n=27*)	FRA (n=6**)	DEU (n=10**)	SPA (n=66)	ITA (n=28*)	RUS (n=26*)	IND (n=56)	CHN (n=92)	JPN (n=45*)	AUS (n=24**)
Yes, I follow both my manager and my work colleagues	42	16	16	52	50	0	0	20	56	57	27	48	57	22	17
Yes but only my manager	10	20	4	23	21	0	17	0	21	0	0	5	0	0	0
Yes but only my work colleagues	16	24	16	12	15	30	33	20	12	21	27	18	10	13	29
No, I try to keep my work and personal life separate	32	40	64	12	13	70	50	60	11	21	46	29	34	64	54

Q. Do you follow your manager or your work colleagues on Twitter?

Respondent Profile

Age

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
21–24	24	16	13	45	30	23	22	9	39	22	25	35	12	25	16
25–29	76	84	87	55	70	77	78	91	61	78	75	65	88	75	84

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
18–20	31	5	39	43	26	47	38	17	49	7	54	17	18	39	38
21–24	69	95	61	57	74	53	62	83	51	93	46	83	82	61	62

Q. Which of the following best describes your age?

Gender

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Male	47	45	32	63	68	32	30	44	45	48	31	71	48	60	35
Female	53	55	68	37	32	68	70	56	55	52	69	29	52	40	65

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Male	56	49	34	78	67	46	29	46	80	70	55	83	69	50	32
Female	44	51	66	22	33	54	71	54	20	30	45	17	31	50	68

Q. What is your gender?

Education

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
College graduate (for example, B.A., A.B. or B.S.)	70	71	88	63	55	72	32	55	56	80	91	57	86	82	92
Completed some graduate school, but no degree	5	3	6	7	12	9	3	0	5	1	7	10	3	3	3
Completed graduate school (for example, M.S., M.D., Ph.D.)	25	26	6	30	33	19	65	45	39	19	2	33	11	15	6

Q. What is the highest level of education you have completed or the highest degree you have received so far?

Job Title

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Chairman, CEO, Owner, Partner or President	5	1	0	23	5	0	0	1	28	8	2	1	1	1	1
Controller, Treasurer or CFO	1	1	4	2	2	1	0	0	5	2	2	1	0	0	1
Vice President, General Manager or Managing Director	2	7	0	8	9	1	0	0	1	2	2	0	1	0	1
Middle management (group director, department, supervisor or section manager)	27	27	26	29	45	27	19	21	31	16	23	43	46	10	19
Other management	9	12	3	4	5	6	29	6	4	13	8	9	10	7	4
Drafting, engineering or R&D	9	3	8	7	17	4	10	10	10	15	4	6	4	25	4
Professional staff (e.g. HR, marketing, purchasing, accountant, architect, doctor, lawyer or teacher)	46	49	59	27	17	61	42	62	21	44	59	41	38	57	71

Q. What is your job title or level of responsibility? (Select one)

Job Function

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Finance	18	16	12	33	25	20	10	13	34	12	24	20	5	8	18
Marketing/Sales	10	10	12	8	6	9	9	14	3	7	10	24	12	9	10
Customer Service	9	11	14	5	4	15	8	11	5	9	13	6	7	3	11
Operations	8	7	12	7	7	10	3	5	5	5	5	16	14	20	2
Research and Development	7	5	6	4	7	2	10	14	3	11	3	6	10	15	8
Human Resources	6	3	6	6	2	1	5	6	9	9	3	5	14	8	6
Manufacturing	6	5	1	13	2	0	7	4	11	1	8	6	8	5	0
Purchasing/Procurement	4	2	2	1	14	0	1	3	5	1	10	2	8	5	3
Senior Management	4	5	0	3	8	1	3	3	3	6	6	5	8	1	4
Training	4	5	3	4	3	8	5	3	4	2	6	3	6	1	7
Software Engineering	3	2	0	12	4	0	2	4	8	5	0	4	1	0	0
Hardware Engineering	3	2	1	0	17	1	5	1	3	3	1	1	3	1	1
Other	18	27	31	4	1	34	22	19	6	20	11	3	5	24	31

Q. Which one of the following best describes your job function? (Select one)

Industry

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Finance, Banking, Accounting	12	11	9	23	11	12	7	8	23	16	12	17	5	2	13
Manufacturing	12	5	3	12	5	5	13	11	13	14	16	15	29	29	1
Health/Medical/ Pharmaceutical	10	6	19	1	2	13	17	8	5	11	9	13	7	14	10
Education	9	19	9	14	1	26	8	7	3	3	6	2	10	9	10
Government (Public Admin)	7	7	11	3	9	7	8	23	5	1	4	0	8	2	13
Construction	6	2	3	5	10	1	8	3	10	4	11	4	6	6	7
Business Consulting	4	1	4	1	9	2	3	1	4	10	2	8	0	0	5
Insurance/Real Estate/Legal	4	6	5	2	9	5	2	3	2	4	3	5	4	3	5
Retailer (Non-Computer)	4	8	5	0	1	8	1	3	0	0	9	5	3	7	8
Hospitality	3	1	5	7	7	0	3	1	7	1	2	4	4	1	2
Internet, Computer, or Communications Software	3	1	0	10	6	0	0	2	3	4	2	3	5	1	2
Transportation	3	1	2	4	9	2	1	1	4	3	4	1	1	5	1
Shipping/Handling/Importing & Exporting/Trucking	2	1	0	1	1	0	0	4	3	0	1	4	7	0	4
Utilities	2	3	1	2	1	2	5	1	0	2	2	1	3	2	0
Entertainment	1	3	1	2	2	1	0	1	3	3	1	1	0	0	2
Government (Military)	1	2	0	0	0	1	0	2	0	1	1	1	0	0	1
Internet, Computer, or Communications Hardware	1	0	1	1	5	0	2	1	2	0	0	2	1	0	0
Software Development	1	1	0	3	4	0	0	3	2	1	0	5	1	0	0
Travel	1	1	1	1	2	2	0	1	1	1	1	3	1	0	3
Other General Industry	3	4	2	1	3	4	2	0	4	5	0	1	5	9	1
Other Service Businesses	3	4	4	6	0	2	6	10	0	5	2	2	1	3	2
Other, please specify	8	13	15	1	3	8	14	6	4	11	12	4	2	7	10

Q. Which industry are you in? (Select one)

Company Size

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
10–19	5	8	11	1	5	5	9	4	1	7	2	0	1	4	6
20–49	9	13	6	7	9	7	14	10	12	11	10	3	3	7	10
50–99	11	10	11	15	14	10	7	12	17	16	11	6	13	8	10
100–249	14	8	10	25	23	14	6	10	19	17	13	10	20	12	15
250–499	12	6	6	24	10	7	10	1	30	8	16	6	19	13	7
500–749	6	5	10	2	17	3	1	7	3	8	5	9	8	4	8
750–999	5	5	2	9	4	5	4	2	6	8	6	8	7	1	2
1000–9999	20	20	25	8	11	21	21	22	5	10	23	31	22	33	25
10,000 or more	18	25	19	9	7	29	28	32	6	15	14	28	8	18	18

Q. Approximately how many people does your company employ at all locations, worldwide?

Company Revenue

Employees %	Total (n=1412)	US (n=100)	CAN (n=100)	MEX (n=100)	BRA (n=100)	UK (n=101)	FRA (n=100)	DEU (n=100)	SPA (n=98)	ITA (n=100)	RUS (n=100)	IND (n=101)	CHN (n=106)	JPN (n=100)	AUS (n=106)
Less than \$25 million	17	23	20	8	13	19	19	18	11	16	28	18	10	17	18
\$25 million to just under \$100 million	14	13	10	15	14	10	11	15	15	10	10	30	26	7	11
\$100 million to just under \$500 million	14	6	6	18	36	6	7	9	15	15	14	16	22	16	9
\$500 million to just under \$1 billion	10	5	6	24	19	4	3	2	21	12	4	14	13	6	4
\$1 billion to just under \$5 billion	9	9	6	20	6	6	2	6	22	6	4	5	13	11	4
\$5 billion or more	9	6	5	8	7	16	13	12	8	15	5	8	7	13	10
Don't know	27	38	47	7	5	40	45	38	6	26	35	10	8	30	43

Q. Which of these categories captures your company's revenue for 2010? (Select one)