

British Library – Public perceptions of networking

METHODOLOGY NOTE

ComRes interviewed 1192 GB adults aged 18+ who are working or seeking part time or full time work online between 24th and 26th October 2014. Data are weighted to be representative of all adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 1
Q.1 For what purposes, if any, have you attended a networking event?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1162	623	539	109	230	299	312	169	43	338	379	184	261	258	767
Weighted base	1245	640	605	153*	301	289	294	164	44**	336	388	274	247	293	829
NET: Any	473	244	229	60	146	109	91	56	10	186	149	85	53	129	319
	38%	38%	38%	40%	48% ^{EF}	38%	31%	34%	23%	55% ^{JKL}	38% ^L	31% ^L	21%	44%	38%
To build professional relationships	269	134	136	28	90	60	49	35	8	116	87	42	24	72	180
	22%	21%	22%	18%	30% ^{cEFg}	21%	17%	21%	18%	35% ^{JKL}	22% ^{kL}	15%	10%	25%	22%
To meet clients and customers	196	104	91	26	50	42	45	27	5	85	52	42	16	42	148
	16%	16%	15%	17%	17%	15%	15%	16%	12%	25% ^{JKL}	13% ^L	15% ^L	7%	14%	18%
Because my work told me to	188	90	99	19	65	46	34	21	4	78	65	24	22	56	125
	15%	14%	16%	13%	21% ^{Fg}	16%	11%	13%	8%	23% ^{jKL}	17% ^{KL}	9%	9%	19%	15%
To build personal relationships	141	74	67	31	41	32	21	12	3	61	42	22	16	41	94
	11%	11%	11%	20% ^{EFg}	14% ^{Fg}	11%	7%	7%	7%	18% ^{JKL}	11%	8%	7%	14%	11%
To meet suppliers	116	76	40	19	36	26	20	12	2	50	35	23	8	24	87
	9%	12% ^B	7%	12%	12% ^f	9%	7%	8%	4%	15% ^{JkL}	9% ^L	8% ^L	3%	8%	11%
To sell products or services	87	52	36	11	16	24	21	11	4	38	24	17	9	14	68
	7%	8%	6%	7%	5%	8%	7%	6%	10%	11% ^{JkL}	6%	6%	4%	5%	8%
Other	6	4	2	*	-	1	3	2	-	3	1	1	1	-	6
	1%	1%	*	*	-	*	1%	1%	-	1%	*	*	*	-	1%
I have never been to a networking event	772	396	376	92	155	180	203	108	34	150	239	189	194	164	510
	62%	62%	62%	60%	52%	62% ^D	69% ^D	66% ^D	77%	45%	62% ^l	69% ^l	79% ^{lJK}	56%	62%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 1

Q.1 For what purposes, if any, have you attended a networking event?

Base: All respondents

	Region												Have been to a networking event	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)		South West (l)
Unweighted base	1162	109	62	991	46	140	88	120	83	91	134	179	110	419
Weighted base	1245	120*	59*	1066	43*	140	116*	118*	90*	116*	182	158	104*	473
NET: Any	473 38%	56 46%BEHI	11 18%	407 38%B	13 31%	42 30%	47 41%B	46 39%B	26 29%	39 34%b	92 50%BDEHIL	68 43%BEh	33 32%b	473 100%
To build professional relationships	269 22%	37 31%CBDFI	5 8%	227 21%B	1 3%	30 22%BD	16 14%	32 27%BDfl	17 19%D	16 13%	52 28%BDFI	42 27%BDfl	21 20%bD	269 57%
To meet clients and customers	196 16%	17 14%	6 10%	173 16%	4 9%	18 13%	15 13%	26 22%dHI	8 9%	12 11%	43 24%abdeHI	29 18%h	18 17%	196 41%
Because my work told me to	188 15%	33 28%CBdEGHJKL	2 3%	154 14%B	5 12%	16 11%	22 19%B	18 15%B	11 12%	21 18%B	25 14%b	26 16%B	10 10%	188 40%
To build personal relationships	141 11%	14 12%I	6 10%i	121 11%	6 14%I	8 6%	17 15%egI	7 6%	12 13%I	3 3%	41 23%abEGIKL	18 12%I	8 8%	141 30%
To meet suppliers	116 9%	9 7%	4 6%	103 10%	1 2%	13 9%	11 10%	5 5%	4 4%	11 10%	34 19%AbDeGHKL	16 10%	8 7%	116 24%
To sell products or services	87 7%	9 8%H	1 2%	77 7%	2 5%	6 4%	8 7%h	15 13%BEHI	* *	2 2%	14 8%hi	19 12%BEHI	9 9%Hi	87 18%
Other	6 1%	- -	- -	6 1%	* 1%	- -	1 1%	* *	- -	1 1%	4 2%	- -	* *	6 1%
I have never been to a networking event	772 62%	64 54%	48 82%CAFGiJKI	659 62%	30 69%J	98 70%AJK	69 59%	72 61%	65 71%AJK	77 66%J	90 50%	90 57%	70 68%aJ	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 2

Q.2 Which of the following words describe how you feel/ would feel about networking?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	1162	623	539	109	230	299	312	169	43	338	379	184	261	258	767
Weighted base	1245	640	605	153*	301	289	294	164	44**	336	388	274	247	293	829
Nervous	393 32%	161 25%	232 38%A	49 32%	111 37%e	83 29%	87 30%	51 31%	11 25%	104 31%	135 35%k	72 26%	82 33%	112 38%N	248 30%
Shy	311 25%	133 21%	178 29%A	38 25%	98 33%FG	83 29%FG	55 19%	31 19%	5 12%	97 29%K	104 27%	53 19%	57 23%	84 29%	201 24%
Hopeful	247 20%	138 22%	109 18%	35 23%	79 26%EFg	46 16%	49 17%	30 18%	7 15%	84 25%jL	72 19%	55 20%	35 14%	62 21%	163 20%
Confident	193 15%	116 18%B	77 13%	21 14%	47 16%	49 17%g	53 18%G	16 10%	6 14%	67 20%JL	52 13%	47 17%	27 11%	53 18%	129 16%
Embarrassed	174 14%	71 11%	103 17%A	18 12%	39 13%	47 16%	47 16%	17 11%	5 10%	59 18%kl	57 15%	30 11%	28 11%	49 17%	114 14%
Excited	147 12%	82 13%	64 11%	34 22%EFG	42 14%F	34 12%f	20 7%	14 9%	4 8%	45 14%	42 11%	38 14%	21 9%	36 12%	105 13%
Determined	124 10%	66 10%	58 10%	21 14%fg	42 14%Fg	26 9%	22 7%	11 7%	2 5%	50 15%JL	32 8%	27 10%	14 6%	28 10%	87 11%
Trapped	97 8%	53 8%	45 7%	10 6%	19 6%	30 10%	21 7%	14 9%	4 9%	29 9%	34 9%	20 7%	13 5%	21 7%	69 8%
None of these	368 30%	208 32%b	160 26%	47 31%	67 22%	78 27%	99 34%D	60 37%De	17 38%	67 20%	120 31%l	91 33%l	90 37%l	68 23%	251 30%m

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 2

Q.2 Which of the following words describe how you feel/ would feel about networking?

Base: All respondents

	Region												Have been to a net-working event	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)		South West (l)
Unweighted base	1162	109	62	991	46	140	88	120	83	91	134	179	110	419
Weighted base	1245	120*	59*	1066	43*	140	116*	118*	90*	116*	182	158	104*	473
Nervous	393 32%	29 24%	23 39%aj	341 32%	12 29%	43 31%	47 41%AJ	40 34%	28 30%	33 28%	44 24%	62 40%AJ	31 30%	145 31%
Shy	311 25%	17 14%	10 17%	284 27%A	14 32%A	31 23%	42 37%ABegl	27 23%	21 24%	23 20%	51 28%A	42 26%A	33 31%Ab	127 27%
Hopeful	247 20%	13 11%	14 24%a	220 21%A	7 15%	27 19%	18 15%	26 22%A	11 13%	26 22%a	47 26%Ah	40 25%Ah	19 18%	156 33%
Confident	193 15%	19 16%	10 16%	164 15%	5 12%	14 10%	11 10%	24 20%Ef	9 10%	23 19%e	34 18%e	26 17%	19 18%	140 29%
Embarrassed	174 14%	17 14%l	6 10%	151 14%	5 12%	16 11%i	23 20%HI	19 16%HI	5 5%	5 4%	30 16%hl	32 20%eHI	17 17%HI	68 14%
Excited	147 12%	11 9%	2 4%	134 13%b	1 3%	22 16%BDL	11 10%	16 14%bdl	7 7%	13 11%	32 18%aBDhL	26 16%BDhL	6 5%	102 22%
Determined	124 10%	12 10%i	3 6%	108 10%	2 4%	11 8%	9 8%	19 16%bdeI	7 8%	3 3%	29 16%bdeI	17 11%l	10 10%i	83 18%
Trapped	97 8%	11 9%	1 1%	85 8%	2 5%	14 10%b	8 7%	12 10%b	6 7%	8 7%	9 5%	14 9%b	12 12%Bj	54 12%
None of these	368 30%	48 40%CfGKI	15 25%	306 29%	11 26%	44 31%g	30 26%	24 20%	38 42%fGKI	42 36%GK	56 31%	35 22%	27 26%	48 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 3

Q.3 To what extent do you agree or disagree with the following statements about networking?

Summary**Base: All respondents who have ever attended a networking event**

	Statements									
	I feel very confident about my networking ability	Networking is very important to me personally	Networking is very important for my professional development	I have a clear strategy to get the best out of networking events	I find it difficult to introduce myself to people I don't know	I try to avoid going to networking events	Networking has never brought me professional benefits	I feel uncomfortable when I am networking	I feel worried about not knowing anyone	I feel worried about being stuck with someone I don't want to talk to
Unweighted base	419	419	419	419	419	419	419	419	419	419
Weighted base	473	473	473	473	473	473	473	473	473	473
NET: Agree	239 51%	199 42%	257 54%	198 42%	200 42%	222 47%	196 41%	241 51%	235 50%	242 51%
Strongly agree (4)	60 13%	47 10%	67 14%	46 10%	59 12%	64 14%	52 11%	68 14%	65 14%	52 11%
Tend to agree (3)	179 38%	151 32%	190 40%	153 32%	141 30%	157 33%	144 30%	173 37%	171 36%	191 40%
Tend to disagree (2)	133 28%	146 31%	140 29%	166 35%	156 33%	156 33%	155 33%	150 32%	143 30%	152 32%
Strongly disagree (1)	75 16%	107 23%	54 11%	80 17%	100 21%	75 16%	91 19%	67 14%	77 16%	62 13%
NET: Disagree	208 44%	252 53%	193 41%	246 52%	256 54%	231 49%	246 52%	218 46%	220 46%	213 45%
Don't know	27 6%	22 5%	22 5%	29 6%	17 4%	21 4%	32 7%	14 3%	18 4%	17 4%
Mean	2.50	2.31	2.60	2.37	2.35	2.47	2.36	2.53	2.49	2.51
Standard deviation	0.92	0.95	0.88	0.89	0.96	0.93	0.94	0.92	0.94	0.87
Standard error	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.04

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 4

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel very confident about my networking ability

Base: All respondents who have ever attended a networking event

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	239	144	95	29	62	57	49	35	8	91	79	43	26	60	171
	51%	59%B	42%	48%	42%	53%	53%	61%d	77%	49%	53%	51%	49%	47%	54%
Strongly agree	(4) 60	45	15	9	17	14	12	8	1	29	13	7	11	16	40
	13%	18%B	6%	14%	11%	13%	13%	14%	5%	15%	9%	8%	22%Jk	12%	13%
Tend to agree	(3) 179	99	81	20	45	43	37	27	7	62	67	36	14	44	131
	38%	40%	35%	33%	31%	40%	40%	48%d	71%	33%	45%il	43%	27%	34%	41%
Tend to disagree	(2) 133	65	67	14	44	27	28	18	1	62	35	21	15	35	86
	28%	27%	29%	24%	30%	25%	31%	31%	8%	33%	23%	24%	28%	27%	27%
Strongly disagree	(1) 75	21	54	12	28	17	13	3	2	29	25	11	10	29	43
	16%	9%	24%A	21%G	19%G	16%g	14%	5%	15%	15%	17%	13%	19%	22%n	13%
NET: Disagree	208	86	121	27	72	45	41	21	2	91	60	31	25	64	129
	44%	35%	53%A	44%	49%	41%	45%	36%	23%	49%	40%	37%	47%	49%	40%
Don't know	27	14	13	5	12	7	1	1	-	5	9	10	2	5	19
	6%	6%	5%	8%	8%f	6%	2%	2%	-	3%	6%	12%l	4%	4%	6%
Mean	2.50	2.73B	2.26	2.45	2.37	2.53	2.53	2.72d	2.67	2.50	2.48	2.52	2.53	2.38	2.56
Standard deviation	0.92	0.88	0.91	1.01	0.95	0.94	0.90	0.77	0.83	0.94	0.90	0.86	1.06	0.98	0.90
Standard error	0.05	0.06	0.07	0.16	0.10	0.09	0.09	0.10	0.24	0.07	0.08	0.12	0.15	0.10	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 4

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel very confident about my networking ability

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	239 51%	32 57%	6 56%	201 50%	7 52%	25 60%	23 50%	19 42%	12 46%	21 54%	46 50%	28 42%	19 57%	239 51%
Strongly agree	(4) 60 13%	4 8%	1 6%	55 13%	3 24%	6 14%	5 10%	7 15%	4 16%	2 4%	14 16%	9 13%	5 16%	60 13%
Tend to agree	(3) 179 38%	27 49% ^k	5 50%	147 36%	4 28%	19 46%	19 40%	12 27%	8 30%	20 50%	32 34%	19 28%	14 42%	179 38%
Tend to disagree	(2) 133 28%	19 35%	3 33%	110 27%	5 40%	9 21%	8 17%	12 26%	10 38%	11 28%	26 29%	22 33%	6 18%	133 28%
Strongly disagree	(1) 75 16%	3 6%	1 11%	71 17% ^a	1 8%	8 19%	15 32%	10 21%	1 4%	5 12%	14 15%	11 16%	6 19%	75 16%
NET: Disagree	208 44%	23 41%	5 44%	180 44%	6 48%	17 40%	23 49%	22 47%	11 42%	16 40%	41 44%	33 48%	13 38%	208 44%
Don't know	27 6%	1 3%	-	25 6%	-	-	1 1%	5 12%	3 11%	2 6%	5 6%	7 10% ^e	2 5%	27 6%
Mean	2.50	2.60	2.52	2.49	2.68	2.55	2.28	2.40	2.66	2.49	2.54	2.44	2.57	2.50
Standard deviation	0.92	0.73	0.81	0.95	0.96	0.96	1.03	1.03	0.84	0.77	0.96	0.95	1.01	0.92
Standard error	0.05	0.11	0.22	0.05	0.25	0.15	0.18	0.17	0.19	0.14	0.12	0.12	0.17	0.05

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Absolutes/col percents

Table 5

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking is very important to me personally

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	199	110	89	31	61	44	34	24	4	75	51	43	29	52	135
	42%	45%	39%	51%	42%	41%	38%	43%	43%	41%	34%	51%j	55%lJ	40%	42%
Strongly agree	(4) 47	29	18	7	13	12	12	2	1	24	7	9	7	13	34
	10%	12%	8%	12%	9%	11%	13%	4%	9%	13%J	5%	11%	13%j	10%	11%
Tend to agree	(3) 151	81	70	23	48	32	23	22	3	51	44	34	23	39	101
	32%	33%	31%	38%	33%	30%	25%	39%	34%	27%	30%	40%	43%i	30%	32%
Tend to disagree	(2) 146	77	68	18	40	34	32	18	4	58	52	22	14	30	106
	31%	32%	30%	29%	27%	31%	35%	33%	35%	31%	35%	26%	26%	24%	33%
Strongly disagree	(1) 107	46	61	10	37	25	23	10	2	45	41	13	8	41	62
	23%	19%	26%	16%	26%	23%	25%	17%	23%	24%	27%	15%	15%	32%N	19%
NET: Disagree	252	123	129	27	77	59	55	28	6	103	93	34	22	71	168
	53%	51%	56%	45%	53%	54%	61%	50%	57%	55%	62%KL	41%	42%	55%	53%
Don't know	22	11	12	3	8	6	2	4	-	8	6	8	2	5	16
	5%	4%	5%	4%	6%	6%	2%	7%	-	4%	4%	9%	3%	4%	5%
Mean	2.31	2.40b	2.21	2.49	2.26	2.31	2.26	2.32	2.29	2.31	2.12	2.51J	2.54J	2.19	2.36
Standard deviation	0.95	0.94	0.95	0.92	0.96	0.97	0.99	0.84	0.96	1.00	0.88	0.91	0.92	1.02	0.93
Standard error	0.05	0.07	0.07	0.15	0.10	0.09	0.10	0.11	0.28	0.08	0.08	0.13	0.13	0.10	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Absolutes/col percents

Table 5

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking is very important to me personally

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	199 42%	13 23%	1 12%	185 45%A	6 46%	16 38%	16 35%	20 43%	12 47%	15 37%	55 59%Ae	35 52%A	10 30%	199 42%
Strongly agree	(4) 47 10%	1 2%	-	46 11%	2 18%	3 7%	3 6%	6 14%	2 8%	1 1%	12 14%a	13 20%A	3 9%	47 10%
Tend to agree	(3) 151 32%	11 20%	1 12%	139 34%	4 29%	13 30%	14 29%	14 30%	10 39%	14 36%	42 46%A	22 32%	7 21%	151 32%
Tend to disagree	(2) 146 31%	20 35%	8 73%	118 29%	5 39%	16 38%j	13 28%	11 24%	10 38%	15 38%	19 21%	19 27%	11 33%	146 31%
Strongly disagree	(1) 107 23%	21 38%CJK	2 15%	84 21%	2 14%	10 25%	15 32%	11 23%	1 4%	8 21%	16 18%	11 17%	9 28%	107 23%
NET: Disagree	252 53%	41 73%CJK	9 88%	202 50%	7 54%	26 62%J	28 60%	21 47%	11 42%	23 58%	35 39%	30 44%	20 61%	252 53%
Don't know	22 5%	3 4%	-	20 5%	-	-	2 5%	5 10%	3 11%	2 5%	2 2%	3 4%	3 9%	22 5%
Mean	2.31	1.87	1.96	2.38A	2.50	2.20	2.08	2.38A	2.57	2.18	2.56A	2.57A	2.12	2.31
Standard deviation	0.95	0.84	0.54	0.95	0.98	0.91	0.95	1.04	0.73	0.80	0.95	1.01	0.97	0.95
Standard error	0.05	0.12	0.15	0.05	0.25	0.14	0.17	0.16	0.17	0.15	0.12	0.13	0.17	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 6

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking is very important for my professional development

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	257 54%	132 54%	126 55%	39 64%	75 51%	62 57%	45 50%	31 56%	5 47%	122 65%JK	70 47%	36 42%	30 58%	69 54%	180 56%
Strongly agree	(4) 67 14%	37 15%	30 13%	11 18%	17 11%	17 15%	15 16%	8 14%	* 4%	33 17%	15 10%	9 11%	10 19%	21 16%	45 14%
Tend to agree	(3) 190 40%	95 39%	95 42%	28 45%	58 40%	46 42%	31 34%	23 41%	5 43%	89 48%jk	54 36%	26 31%	20 38%	49 38%	135 42%
Tend to disagree	(2) 140 29%	78 32%	62 27%	12 21%	47 32%	31 29%	27 30%	17 31%	4 41%	43 23%	53 36%l	30 35%	13 25%	34 26%	93 29%
Strongly disagree	(1) 54 11%	23 9%	31 13%	7 11%	14 10%	9 8%	17 19%E	5 9%	1 12%	16 9%	18 12%	11 13%	8 16%	21 16%	31 10%
NET: Disagree	193 41%	101 41%	92 40%	19 32%	62 42%	40 37%	44 49%	22 40%	5 53%	59 32%	72 48%l	41 48%i	21 40%	55 42%	125 39%
Don't know	22 5%	11 4%	12 5%	3 4%	9 6%	6 6%	2 2%	2 4%	- -	5 3%	8 5%	10%i	1 2%	5 4%	14 5%
Mean	2.60	2.63	2.57	2.74	2.56	2.68	2.48	2.64	2.39	2.76Jk	2.47	2.44	2.62	2.55	2.63
Standard deviation	0.88	0.87	0.90	0.91	0.84	0.85	0.98	0.85	0.78	0.85	0.85	0.89	0.98	0.96	0.86
Standard error	0.04	0.06	0.07	0.14	0.09	0.08	0.10	0.12	0.23	0.07	0.07	0.13	0.13	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 6

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking is very important for my professional development

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	257 54%	24 44%	2 18%	231 57%	9 69%	21 51%	22 47%	25 55%	11 42%	22 57%	62 67%A	43 64%a	15 45%	257 54%
Strongly agree	(4) 67 14%	2 3%	-	65 16%a	3 26%	7 18%a	5 12%	7 16%	1 2%	-	18 20%A	18 26%A	5 16%	67 14%
Tend to agree	(3) 190 40%	22 40%	2 18%	166 41%	6 43%	14 33%	17 35%	18 39%	10 39%	22 57%	44 48%	26 38%	10 29%	190 40%
Tend to disagree	(2) 140 29%	21 38%	7 64%	112 27%	2 12%	13 32%	17 36%	12 26%	6 24%	15 39%	21 23%	15 23%	10 29%	140 29%
Strongly disagree	(1) 54 11%	8 15%	1 7%	45 11%	3 19%	6 14%	7 16%	4 9%	6 23%	1 3%	6 6%	7 10%	5 16%	54 11%
NET: Disagree	193 41%	29 52%Jk	7 71%	157 38%	4 31%	19 46%	24 52%	16 35%	12 47%	16 42%	27 29%	22 33%	15 45%	193 41%
Don't know	22 5%	2 4%	1 11%	19 5%	-	2 4%	1 1%	5 10%	3 11%	1 1%	3 3%	2 4%	3 10%	22 5%
Mean	2.60	2.34	2.12	2.65a	2.75	2.57	2.43	2.69	2.24	2.54	2.84A	2.83A	2.49	2.60
Standard deviation	0.88	0.78	0.54	0.89	1.08	0.96	0.90	0.88	0.89	0.56	0.83	0.95	1.00	0.88
Standard error	0.04	0.12	0.16	0.05	0.28	0.15	0.15	0.14	0.20	0.10	0.10	0.12	0.17	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements about networking?

I have a clear strategy to get the best out of networking events

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri-vate (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	198 42%	110 45%	88 38%	33 54%	56 39%	42 39%	39 43%	23 41%	4 42%	78 42%	57 38%	43 50%	21 40%	53 41%	138 43%
Strongly agree	(4) 46 10%	36 15%B	10 4%	5 9%	15 10%	15 14%g	8 9%	2 4%	- -	24 13%	11 7%	4 5%	6 12%	13 10%	31 10%
Tend to agree	(3) 153 32%	74 30%	78 34%	28 46% ^{dE}	41 28%	27 24%	31 34%	21 37%	4 42%	54 29%	46 31%	38 45% ⁱ	15 28%	40 31%	107 33%
Tend to disagree	(2) 166 35%	92 38%	74 32%	11 18%	49 33%	44 40% ^C	32 35% ^c	29 51% ^{Cd}	1 13%	67 36%	55 37%	28 33%	17 31%	43 33%	115 36%
Strongly disagree	(1) 80 17%	25 10%	55 24%A	10 16%	29 20% ^g	18 17%	16 18%	4 7%	3 26%	35 19%	23 15%	8 10%	14 27% ^{jk}	28 22% ⁿ	43 14%
NET: Disagree	246 52%	117 48%	129 56%	21 35%	78 53% ^c	62 57% ^C	48 53% ^c	33 58% ^C	4 39%	102 55%	77 52%	36 42%	31 58%	71 55%	158 50%
Don't know	29 6%	17 7%	13 5%	7 11% ^g	12 8%	5 4%	4 4%	1 1%	2 19%	7 4%	15 10% ^{ll}	6 7%	1 2%	5 4%	23 7%
Mean	2.37	2.53 ^B	2.20	2.53	2.32	2.38	2.35	2.38	2.19	2.37	2.34	2.49	2.25	2.31	2.42
Standard deviation	0.89	0.89	0.87	0.90	0.94	0.94	0.89	0.68	0.95	0.94	0.86	0.76	1.00	0.94	0.87
Standard error	0.04	0.06	0.06	0.14	0.10	0.09	0.09	0.09	0.30	0.07	0.08	0.11	0.14	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements about networking?

I have a clear strategy to get the best out of networking events

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	198 42%	18 31%	5 43%	176 43%	6 47%	15 36%	20 42%	17 37%	12 48%	16 41%	53 57%AeK	19 29%	17 52%	198 42%
Strongly agree	(4) 46 10%	3 5%	-	43 10%	2 18%	4 10%	1 2%	7 15%	-	1 2%	18 20%a	9 13%	1 3%	46 10%
Tend to agree	(3) 153 32%	15 26%	5 43%	133 33%	4 29%	11 26%	19 40%	11 23%	12 48%	15 39%	35 38%K	10 15%	16 49%	153 32%
Tend to disagree	(2) 166 35%	27 48%J	5 44%	135 33%	7 49%	18 44%J	17 37%	10 22%	10 38%	14 36%	20 22%	30 44%J	7 22%	166 35%
Strongly disagree	(1) 80 17%	8 15%	1 7%	71 17%	-	8 20%	10 20%	13 29%	2 8%	7 18%	12 13%	13 19%	6 19%	80 17%
NET: Disagree	246 52%	35 63%J	5 51%	206 51%	7 49%	27 64%J	27 57%	24 51%	12 46%	21 54%	32 35%	43 63%J	14 41%	246 52%
Don't know	29 6%	3 6%	1 6%	25 6%	1 5%	-	1 1%	5 12%	2 6%	2 5%	7 8%	6 8%	2 7%	29 6%
Mean	2.37	2.23	2.39	2.39	2.68	2.26	2.23	2.26	2.43	2.27	2.70AEK	2.25	2.38	2.37
Standard deviation	0.89	0.79	0.65	0.91	0.80	0.90	0.80	1.09	0.65	0.79	0.96	0.95	0.86	0.89
Standard error	0.04	0.12	0.19	0.05	0.21	0.14	0.14	0.18	0.15	0.14	0.12	0.12	0.15	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 8

Q.3 To what extent do you agree or disagree with the following statements about networking?

I find it difficult to introduce myself to people I don't know

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	200 42%	93 38%	107 47%	33 55%fG	69 47%g	44 40%	33 36%	16 28%	5 45%	79 42%	65 44%	29 34%	27 51%	53 41%	133 42%
Strongly agree	(4) 59 12%	22 9%	36 16%a	12 20%G	22 15%G	10 9%	11 12%g	1 2%	2 15%	22 12%	24 16%	6 7%	8 14%	21 16%	34 11%
Tend to agree	(3) 141 30%	71 29%	71 31%	21 35%	47 32%	34 31%	22 24%	15 26%	3 30%	57 31%	41 28%	23 28%	19 36%	32 25%	99 31%
Tend to disagree	(2) 156 33%	81 33%	75 33%	13 22%	33 23%	44 40%cD	32 36%d	29 51%CD	4 41%	56 30%	56 38%	29 34%	15 28%	52 40%	98 31%
Strongly disagree	(1) 100 21%	57 23%	43 19%	11 18%	34 23%	17 16%	25 28%e	12 21%	1 13%	45 24%	24 16%	19 23%	12 22%	22 17%	73 23%
NET: Disagree	256 54%	138 57%	118 51%	25 41%	67 46%	61 56%	57 63%CD	40 72%CD	6 55%	101 54%	80 54%	48 57%	26 49%	74 57%	171 54%
Don't know	17 4%	13 5%	5 2%	3 4%	10 7%fg	4 4%	* *	- -	- -	6 3%	4 3%	8 9%l	- -	2 1%	15 5%
Mean	2.35	2.25	2.45a	2.60fG	2.42g	2.35	2.21	2.10	2.47	2.31	2.44	2.20	2.43	2.41	2.31
Standard deviation	0.96	0.94	0.98	1.03	1.04	0.87	0.99	0.75	0.95	0.98	0.95	0.90	1.00	0.97	0.96
Standard error	0.05	0.07	0.07	0.16	0.11	0.08	0.10	0.10	0.27	0.08	0.08	0.13	0.13	0.09	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 8

Q.3 To what extent do you agree or disagree with the following statements about networking?

I find it difficult to introduce myself to people I don't know

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	200 42%	23 40%	5 45%	172 42%	8 62%	17 41%	22 47%	19 42%	6 24%	12 29%	48 52%	26 38%	14 43%	200 42%
Strongly agree	(4) 59 12%	3 5%	1 7%	55 14%	2 18%	9 22%Ak	9 19%	7 15%	1 4%	2 5%	13 14%	5 7%	6 17%	59 12%
Tend to agree	(3) 141 30%	20 35%	4 39%	117 29%	6 44%	8 19%	13 28%	12 26%	5 19%	10 24%	34 37%e	21 31%	9 26%	141 30%
Tend to disagree	(2) 156 33%	21 38%	3 32%	131 32%	3 19%	15 37%	16 34%	15 32%	5 18%	21 54%	25 27%	22 33%	10 30%	156 33%
Strongly disagree	(1) 100 21%	11 19%	2 23%	87 21%	3 19%	9 22%	8 18%	7 16%	14 52%	4 10%	17 19%	17 25%	7 22%	100 21%
NET: Disagree	256 54%	32 57%	6 55%	218 54%	5 38%	25 59%	24 52%	22 48%	18 70%	25 64%	42 46%	39 57%	17 52%	256 54%
Don't know	17 4%	1 2%	-	16 4%	-	-	1 1%	5 10%	2 6%	3 6%	2 2%	3 5%	2 5%	17 4%
Mean	2.35	2.27	2.29	2.36	2.60	2.42	2.49	2.46	1.74	2.26	2.48	2.21	2.41	2.35
Standard deviation	0.96	0.84	0.94	0.98	1.03	1.07	1.01	0.98	0.96	0.74	0.97	0.92	1.05	0.96
Standard error	0.05	0.12	0.26	0.05	0.27	0.17	0.17	0.16	0.21	0.13	0.12	0.12	0.18	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 9

Q.3 To what extent do you agree or disagree with the following statements about networking?

I try to avoid going to networking events

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	222 47%	104 42%	118 51%	25 41%	84 57%EG	42 39%	49 54%eG	19 34%	3 24%	87 47%	77 52%	37 44%	20 38%	57 44%	152 48%
Strongly agree	(4) 64 14%	33 13%	32 14%	5 9%	27 18%g	16 15%	12 13%	3 5%	2 15%	21 11%	25 17%	9 11%	9 17%	24 19%	37 11%
Tend to agree	(3) 157 33%	71 29%	86 38%	19 32%	57 39%E	26 24%	37 41%E	17 29%	1 9%	66 35%l	52 35%l	28 34%	11 20%	33 26%	116 36%m
Tend to disagree	(2) 156 33%	82 33%	74 32%	22 37%	33 23%	48 44%DF	21 23%	25 44%DF	6 61%	59 32%	48 32%	23 27%	26 48%ijk	51 40%n	94 29%
Strongly disagree	(1) 75 16%	45 18%	30 13%	12 20%	19 13%	12 11%	20 22%e	10 18%	1 7%	33 17%	21 14%	15 18%	6 11%	16 13%	57 18%
NET: Disagree	231 49%	127 52%	104 45%	35 57%D	52 36%	60 55%D	41 46%	35 62%Df	7 68%	92 49%	69 46%	38 45%	32 60%	67 52%	151 47%
Don't know	21 4%	14 6%	7 3%	1 2%	10 7%f	7 6%f	* *	2 3%	1 8%	7 4%	3 2%	9 11%J	1 2%	5 4%	16 5%
Mean	2.47	2.40	2.54	2.30	2.67cG	2.45	2.45	2.22	2.35	2.42	2.56	2.41	2.45	2.52	2.44
Standard deviation	0.93	0.96	0.90	0.90	0.95	0.89	0.98	0.82	0.89	0.92	0.94	0.94	0.92	0.95	0.93
Standard error	0.05	0.07	0.06	0.14	0.10	0.09	0.10	0.11	0.27	0.07	0.08	0.14	0.13	0.09	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 9

Q.3 To what extent do you agree or disagree with the following statements about networking?

I try to avoid going to networking events

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	222 47%	31 56%	2 17%	188 46%	10 71%	22 52%	23 48%	26 57%	10 39%	18 47%	42 46%	26 39%	12 36%	222 47%
Strongly agree	(4) 64 14%	12 22%	-	52 13%	3 20%	4 9%	7 15%	9 20%	1 4%	5 13%	12 13%	7 11%	5 14%	64 14%
Tend to agree	(3) 157 33%	19 35%	2 17%	136 33%	7 52%	18 43%	16 33%	17 37%	9 35%	13 34%	30 33%	19 28%	7 22%	157 33%
Tend to disagree	(2) 156 33%	16 28%	6 60%	134 33%	1 7%	14 33%	18 39%	11 24%	8 32%	14 36%	31 34%	22 33%	13 40%	156 33%
Strongly disagree	(1) 75 16%	9 15%	2 24%	64 16%	3 22%	4 11%	6 12%	5 10%	5 18%	5 11%	17 18%	15 21%	6 18%	75 16%
NET: Disagree	231 49%	24 44%	9 83%	197 49%	4 29%	18 44%	24 51%	16 34%	13 50%	18 47%	48 52%	37 54%	19 57%	231 49%
Don't know	21 4%	-	-	21 5%	-	2 4%	1 1%	4 9%	3 11%	3 6%	2 2%	5 7%	2 7%	21 4%
Mean	2.47	2.62	1.93	2.46	2.69	2.52	2.51	2.74k	2.28	2.51	2.41	2.30	2.35	2.47
Standard deviation	0.93	1.00	0.66	0.92	1.06	0.82	0.89	0.93	0.85	0.89	0.94	0.96	0.97	0.93
Standard error	0.05	0.14	0.18	0.05	0.27	0.13	0.15	0.15	0.20	0.16	0.12	0.12	0.17	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 10

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking has never brought me professional benefits

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	196 41%	99 41%	97 42%	29 48%	60 41%	48 44%	38 41%	19 33%	3 26%	74 40%	68 45%	31 36%	23 43%	56 43%	130 41%
Strongly agree	(4) 52 11%	31 13%	21 9%	13 21%df	13 9%	15 13%	7 8%	4 8%	* 5%	14 8%	18 12%	14 16%	6 11%	14 11%	35 11%
Tend to agree	(3) 144 30%	68 28%	76 33%	16 27%	47 32%	34 31%	31 34%	14 25%	2 22%	60 32%	50 33%	17 20%	17 32%	42 33%	94 30%
Tend to disagree	(2) 155 33%	79 32%	76 33%	16 27%	39 27%	37 34%	31 34%	27 48%cd	5 48%	61 33%	47 31%	26 31%	21 39%	40 31%	105 33%
Strongly disagree	(1) 91 19%	51 21%	40 17%	12 20%	29 20%	18 16%	21 23%	8 15%	2 22%	36 19%	29 19%	19 23%	7 13%	28 22%	59 18%
NET: Disagree	246 52%	130 53%	116 51%	28 47%	68 47%	54 50%	52 57%	35 63%	7 70%	97 52%	76 51%	46 54%	27 52%	69 53%	163 51%
Don't know	32 7%	15 6%	17 7%	3 5%	18 13%F	7 6%	1 1%	2 4%	* 4%	15 8%	6 4%	8 10%	3 5%	4 3%	26 8%
Mean	2.36	2.35	2.37	2.51	2.34	2.44	2.27	2.27	2.09	2.31	2.40	2.33	2.44	2.33	2.36
Standard deviation	0.94	0.97	0.90	1.06	0.94	0.94	0.91	0.83	0.85	0.89	0.95	1.05	0.87	0.95	0.93
Standard error	0.05	0.07	0.07	0.17	0.10	0.09	0.09	0.11	0.26	0.07	0.08	0.15	0.12	0.09	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 10

Q.3 To what extent do you agree or disagree with the following statements about networking?

Networking has never brought me professional benefits

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	196 41%	32 57% ^{cK}	4 42%	160 39%	10 73%	20 49% ^k	22 46%	17 38%	4 17%	14 35%	44 48% ^K	18 27%	9 27%	196 41%
Strongly agree	(4) 52 11%	5 8%	- -	47 12%	3 20%	8 20%	5 11%	5 10%	- -	- -	11 12%	10 15%	5 15%	52 11%
Tend to agree	(3) 144 30%	27 48% ^{CK}	4 42%	112 28%	7 54%	12 29% ^k	16 35%	13 27%	4 17%	14 35%	33 36% ^K	8 12%	4 13%	144 30%
Tend to disagree	(2) 155 33%	17 31%	4 38%	134 33%	2 13%	13 31%	18 38%	13 28%	9 35%	11 27%	27 29%	28 42%	13 39%	155 33%
Strongly disagree	(1) 91 19%	6 10%	1 8%	84 21%	2 14%	6 15%	5 11%	8 17%	11 41%	9 22%	16 18%	18 27% ^a	9 28%	91 19%
NET: Disagree	246 52%	23 41%	5 47%	218 54%	4 27%	19 46%	23 49%	21 44%	20 76%	19 49%	43 47%	47 69% ^{AeJ}	22 67%	246 52%
Don't know	32 7%	1 2%	1 11%	29 7%	- -	2 5%	2 4%	8 18%	2 6%	6 16%	4 5%	3 4%	2 5%	32 7%
Mean	2.36	2.57 ^k	2.38	2.32	2.79	2.57	2.48	2.38	1.75	2.15	2.45	2.16	2.15	2.36
Standard deviation	0.94	0.79	0.69	0.96	0.95	1.00	0.86	0.96	0.76	0.82	0.94	1.01	1.03	0.94
Standard error	0.05	0.11	0.20	0.05	0.24	0.16	0.15	0.16	0.17	0.16	0.12	0.13	0.17	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 11

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel uncomfortable when I am networking

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	241	111	130	38	82	52	42	25	2	102	76	36	27	65	165
	51%	46%	57%a	63%	57%	48%	46%	44%	15%	55%	51%	43%	51%	51%	52%
Strongly agree	(4)	68	44	11	26	19	12	2	-	31	22	10	6	28	39
	14%	10%	19%A	18%G	18%G	17%G	13%g	3%	-	17%	15%	12%	11%	22%N	12%
Tend to agree	(3)	173	86	28	57	33	31	23	2	71	54	26	21	37	125
	37%	36%	38%	45%	39%	30%	34%	41%	15%	38%	36%	31%	40%	29%	39%
Tend to disagree	(2)	150	72	10	38	41	32	22	7	45	55	34	17	42	97
	32%	32%	31%	16%	26%	38%C	35%C	40%C	69%	24%	37%l	40%i	33%	33%	30%
Strongly disagree	(1)	67	24	11	16	14	16	9	1	35	16	9	8	19	45
	14%	18%b	11%	19%	11%	13%	18%	16%	9%	19%j	11%	10%	15%	15%	14%
NET: Disagree	218	122	96	21	54	55	48	32	8	80	71	42	25	62	143
	46%	50%	42%	35%	37%	50%d	53%cd	56%cd	77%	43%	47%	50%	48%	48%	45%
Don't know	14	11	3	1	9	2	*	-	1	4	3	6	1	2	12
	3%	4%	1%	2%	6%f	2%	*	-	8%	2%	2%	7%	1%	1%	4%
Mean	2.53	2.40	2.66A	2.63	2.68fG	2.53	2.42	2.31	2.07	2.54	2.56	2.48	2.47	2.58	2.52
Standard deviation	0.92	0.91	0.91	1.00	0.91	0.93	0.93	0.78	0.53	0.99	0.88	0.86	0.89	1.00	0.90
Standard error	0.05	0.06	0.06	0.15	0.09	0.09	0.10	0.10	0.16	0.08	0.07	0.12	0.12	0.10	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 11

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel uncomfortable when I am networking

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	241 51%	28 49%	3 27%	211 52%	9 67%	20 48%	32 67%	25 54%	12 47%	19 48%	48 53%	32 46%	14 42%	241 51%
Strongly agree	(4) 68 14%	6 11%	1 10%	61 15%	3 20%	7 18%	10 20%	13 28%	1 3%	8 19%	14 16%	5 7%	1 4%	68 14%
Tend to agree	(3) 173 37%	22 39%	2 17%	149 37%	6 48%	13 31%	22 47%	12 26%	11 44%	11 29%	34 37%	27 40%	13 38%	173 37%
Tend to disagree	(2) 150 32%	20 36%	6 53%	125 31%	2 17%	16 37%	11 23%	13 29%	8 29%	16 41%	25 27%	24 36%	10 31%	150 32%
Strongly disagree	(1) 67 14%	8 15%	2 20%	57 14%	2 16%	6 15%	4 9%	4 9%	5 18%	2 6%	17 18%	10 15%	7 21%	67 14%
NET: Disagree	218 46%	28 51%	8 73%	182 45%	4 33%	22 52%	15 32%	17 37%	12 47%	18 47%	42 45%	34 50%	18 53%	218 46%
Don't know	14 3%	-	-	14 3%	-	-	1 1%	4 9%	2 6%	2 5%	2 2%	2 3%	2 5%	14 3%
Mean	2.53	2.45	2.18	2.55	2.71	2.51	2.80	2.80k	2.34	2.65	2.51	2.40	2.26	2.53
Standard deviation	0.92	0.88	0.91	0.92	0.99	0.96	0.88	0.99	0.83	0.88	0.98	0.83	0.87	0.92
Standard error	0.05	0.13	0.25	0.05	0.26	0.15	0.15	0.15	0.19	0.16	0.12	0.10	0.15	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 12

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel worried about not knowing anyone

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	235 50%	97 40%	138 60%A	38 64%EFG	92 63%EFG	43 40%	39 43%	16 28%	6 55%	87 47%	71 48%	46 54%	31 59%	66 51%	152 48%
Strongly agree	(4) 65 14%	27 11%	38 17%	21 36%DEFG	20 14%G	13 12%G	9 10%G	- -	2 15%	21 11%	25 17%	7 9%	11 21%k	29 22%N	34 11%
Tend to agree	(3) 171 36%	70 29%	100 44%A	17 28%	72 50%CEFG	31 28%	31 34%	16 28%	4 40%	66 35%	46 31%	38 45%	20 38%	38 29%	118 37%
Tend to disagree	(2) 143 30%	80 33%	63 28%	12 19%	27 18%	42 39%CD	30 33%D	29 51%CDf	3 32%	64 34%	45 30%	23 28%	11 21%	45 35%	96 30%
Strongly disagree	(1) 77 16%	55 22%B	22 10%	9 14%	16 11%	21 19%	19 20%	12 21%	1 13%	32 17%	27 18%	10 11%	8 15%	16 12%	57 18%
NET: Disagree	220 46%	134 55%B	85 37%	20 34%	43 29%	63 58%CD	49 53%CD	41 72%CDf	5 45%	95 51%	72 48%	33 39%	19 37%	61 47%	153 48%
Don't know	18 4%	13 5%	5 2%	2 3%	11 7%g	3 2%	3 3%	- -	- -	4 2%	6 4%	6 7%	2 4%	2 1%	14 4%
Mean	2.49	2.30	2.69A	2.87EFG	2.71EFG	2.33	2.34	2.07	2.56	2.42	2.48	2.55	2.68	2.62	2.43
Standard deviation	0.94	0.96	0.87	1.07	0.86	0.92	0.93	0.70	0.95	0.91	0.99	0.83	1.00	0.97	0.92
Standard error	0.05	0.07	0.06	0.17	0.09	0.09	0.10	0.09	0.27	0.07	0.09	0.12	0.14	0.09	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 12

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel worried about not knowing anyone

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	235 50%	26 47%	4 37%	205 50%	9 67%	20 48%	22 48%	25 53%	10 37%	19 49%	55 60%k	28 42%	17 51%	235 50%
Strongly agree	(4) 65 14%	2 4%	1 14%	61 15%a	2 18%	10 25%Ak	5 10%	5 11%	1 4%	9 23%	14 16%a	6 9%	8 25%	65 14%
Tend to agree	(3) 171 36%	24 43%	2 24%	144 35%	7 50%	10 24%	18 38%	20 42%	9 33%	10 26%	40 44%e	23 33%	9 26%	171 36%
Tend to disagree	(2) 143 30%	19 34%	6 55%	118 29%	4 26%	15 35%	18 39%	11 23%	7 28%	13 33%	20 22%	24 35%	6 19%	143 30%
Strongly disagree	(1) 77 16%	11 19%	1 8%	65 16%	1 6%	6 15%	6 12%	6 13%	6 22%	7 17%	14 15%	12 17%	8 24%	77 16%
NET: Disagree	220 46%	30 53%	7 63%	183 45%	4 33%	21 50%	24 51%	17 37%	13 50%	20 50%	34 37%	36 52%	14 43%	220 46%
Don't know	18 4%	-	-	18 4%	-	1 1%	1 1%	5 10%	3 13%	1 1%	3 3%	4 6%	2 5%	18 4%
Mean	2.49	2.31	2.42	2.52	2.79	2.58	2.47	2.56	2.22	2.55	2.62	2.36	2.55	2.49
Standard deviation	0.94	0.83	0.87	0.95	0.83	1.04	0.84	0.90	0.90	1.04	0.94	0.89	1.15	0.94
Standard error	0.05	0.12	0.24	0.05	0.22	0.16	0.14	0.14	0.21	0.18	0.12	0.11	0.19	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 13

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel worried about being stuck with someone I don't want to talk to

Base: All respondents who have ever attended a networking event

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Agree	242 51%	121 50%	122 53%	41 68%EFG	84 57%e	47 43%	41 45%	24 43%	5 45%	89 48%	82 55%	40 47%	32 61%	60 46%	167 52%
Strongly agree	(4) 52 11%	24 10%	28 12%	14 23%EFG	19 13%	9 9%	7 8%	2 3%	-	22 12%	14 10%	9 11%	6 12%	18 14%	32 10%
Tend to agree	(3) 191 40%	97 40%	93 41%	27 45%	65 44%	38 35%	34 37%	23 40%	5 45%	67 36%	67 45%	30 36%	26 49%	42 32%	134 42%
Tend to disagree	(2) 152 32%	73 30%	78 34%	15 25%	31 21%	45 42%D	32 35%d	25 44%D	4 35%	61 33%	45 30%	31 37%	14 27%	47 37%	98 31%
Strongly disagree	(1) 62 13%	37 15%	25 11%	3 5%	22 15%	13 12%	16 17%c	7 12%	2 20%	32 17%	17 11%	7 8%	6 11%	19 15%	40 13%
NET: Disagree	213 45%	110 45%	103 45%	18 30%	52 36%	58 53%CD	48 52%CD	32 56%CD	6 55%	93 50%	63 42%	38 45%	20 38%	67 52%	138 43%
Don't know	17 4%	13 5%	5 2%	1 2%	10 7%	4 3%	2 2%	* 1%	-	5 3%	5 3%	7 8%	1 1%	2 2%	14 4%
Mean	2.51	2.46	2.56	2.87EFG	2.60	2.42	2.37	2.35	2.25	2.43	2.55	2.54	2.63	2.46	2.52
Standard deviation	0.87	0.88	0.85	0.83	0.92	0.82	0.87	0.74	0.81	0.92	0.83	0.82	0.84	0.92	0.85
Standard error	0.04	0.06	0.06	0.13	0.09	0.08	0.09	0.10	0.23	0.07	0.07	0.12	0.11	0.09	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 13

Q.3 To what extent do you agree or disagree with the following statements about networking?

I feel worried about being stuck with someone I don't want to talk to

Base: All respondents who have ever attended a networking event

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Agree	242 51%	29 52%	5 45%	208 51%	9 68%	22 54%	22 47%	22 48%	18 69%	28 71%	41 45%	27 40%	18 55%	242 51%
Strongly agree	(4) 52 11%	1 1%	* 4%	51 12%a	3 20%	10 23%AK	8 17%	5 11%	1 2%	7 17%	10 11%	5 7%	3 9%	52 11%
Tend to agree	(3) 191 40%	28 51%	4 42%	158 39%	7 48%	13 31%	14 29%	17 38%	17 67%	21 54%	31 34%	22 33%	15 46%	191 40%
Tend to disagree	(2) 152 32%	18 32%	5 48%	128 32%	2 16%	13 32%	22 47%	13 28%	4 14%	6 16%	33 36%	26 38%	9 28%	152 32%
Strongly disagree	(1) 62 13%	9 15%	1 6%	52 13%	2 16%	5 13%	3 6%	5 12%	3 10%	5 12%	15 16%	11 16%	4 11%	62 13%
NET: Disagree	213 45%	27 48%	6 55%	181 44%	4 32%	19 45%	25 52%	18 40%	6 24%	11 28%	48 52%	37 54%	13 38%	213 45%
Don't know	17 4%	-	-	17 4%	-	* 1%	1 1%	5 12%	2 6%	1 1%	3 3%	4 6%	2 6%	17 4%
Mean	2.51	2.38	2.43	2.53	2.72	2.64	2.59	2.54	2.66	2.78	2.40	2.33	2.58	2.51
Standard deviation	0.87	0.76	0.70	0.88	0.99	0.99	0.85	0.88	0.71	0.88	0.90	0.86	0.83	0.87
Standard error	0.04	0.11	0.19	0.05	0.26	0.15	0.15	0.14	0.16	0.16	0.11	0.11	0.14	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work
ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 14

Q.4 What benefits, if any, have you ever seen from networking?**Base: All respondents who have ever attended a networking event**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
NET: Any	382	201	181	54	112	88	67	51	10	151	118	71	42	98	269
	81%	82%	79%	89% ^f	77%	81%	74%	90% ^{dF}	92%	81%	79%	84%	80%	76%	84% ^m
Made useful contacts	288	150	139	35	85	68	53	40	8	117	93	48	30	78	199
	61%	61%	60%	57%	58%	62%	58%	71%	77%	63%	63%	57%	57%	61%	62%
Received relevant advice	188	103	86	35	43	41	38	31	1	72	63	29	23	56	123
	40%	42%	37%	58% ^{DE}	29%	37%	41%	55% ^{De}	10%	39%	42%	34%	44%	44%	38%
Increased sales/business	109	63	46	16	34	20	20	12	6	50	21	28	10	14	91
	23%	26%	20%	27%	23%	18%	22%	22%	61%	27% ^J	14%	33% ^J	19%	11%	28% ^M
Found a new job opportunity	100	59	41	22	28	23	15	9	2	34	31	20	15	22	71
	21%	24%	18%	36% ^{dFG}	19%	21%	17%	16%	24%	18%	21%	23%	28%	17%	22%
Found a business partner/ associate	51	30	21	6	24	9	7	4	1	24	15	7	5	11	39
	11%	12%	9%	9%	17%	8%	8%	6%	10%	13%	10%	9%	9%	9%	12%
I have not seen any benefits from networking	91	43	48	7	34	21	24	5	1	35	31	14	11	31	51
	19%	18%	21%	11%	23% ^g	19%	26% ^{cG}	10%	8%	19%	21%	16%	20%	24% ⁿ	16%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 14

Q.4 What benefits, if any, have you ever seen from networking?**Base: All respondents who have ever attended a networking event**

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
NET: Any	382	47	10	325	9	35	36	38	20	27	81	52	27	382
	81%	83%	93%	80%	68%	84%	77%	82%	79%	70%	88%	76%	81%	81%
Made useful contacts	288	40	7	241	4	30	17	26	19	18	65	40	20	288
	61%	72%	71%	59%	31%	73%	36%	56%	72%	47%	71%	59%	61%	61%
Received relevant advice	188	18	4	166	5	20	15	15	10	14	44	30	14	188
	40%	33%	35%	41%	34%	48%	32%	32%	39%	35%	48%	44%	41%	40%
Increased sales/business	109	9	2	98	1	6	19	17	2	7	19	17	11	109
	23%	16%	17%	24%	6%	14%	40%	38%	6%	17%	20%	25%	33%	23%
Found a new job opportunity	100	6	2	92	1	8	5	12	4	6	30	17	9	100
	21%	11%	16%	23%	6%	20%	11%	26%	16%	14%	33%A	25%	27%	21%
Found a business partner/ associate	51	2	-	49	-	2	3	9	2	*	21	12	1	51
	11%	3%	-	12%	-	6%	6%	19%	9%	1%	23%Ae	17%a	2%	11%
I have not seen any benefits from networking	91	9	1	81	4	7	11	8	5	12	11	16	6	91
	19%	17%	7%	20%	32%	16%	23%	18%	21%	30%	12%	24%	19%	19%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

*** small base; ** very small base (under 30) ineligible for sig testing**

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 15

Q.5 Which of the following best describes your usual approach to networking?**Base: All respondents who have ever attended a networking event**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	419	215	204	43	103	109	95	57	12	171	141	52	55	109	285
Weighted base	473	244	229	60*	146*	109*	91*	56*	10**	186	149	85*	53*	129*	319
Having talking points ready	174 37%	89 36%	85 37%	31 51%De	39 27%	36 33%	37 41%d	24 42%	7 64%	66 35%	55 37%	35 42%	18 34%	43 33%	122 38%
Pairing up with a friend or colleague so that I don't have to talk to anyone on my own	172 36%	80 33%	92 40%	15 25%	73 50%CeG	38 34%	31 34%	13 23%	2 23%	60 32%	65 44%iL	33 39%	14 26%	50 39%	117 37%
Locating a person standing by themselves and beginning a conversation	152 32%	73 30%	79 34%	21 34%	38 26%	43 39%d	26 28%	20 36%	4 36%	61 33%	50 34%	22 26%	19 35%	43 33%	102 32%
Locating the person I want to find at the event and finding a way to approach them	131 28%	76 31%	55 24%	20 33%	32 22%	31 29%	27 29%	14 26%	6 56%	51 28%	42 28%	28 33%	9 17%	35 27%	87 27%
Having a drink to help me relax	113 24%	64 26%	50 22%	14 24%	49 33%Ef	20 19%	18 19%	11 20%	1 8%	43 23%	37 25%	18 22%	15 28%	29 22%	80 25%
Researching who will attend before I arrive, and targeting that person	108 23%	69 28%B	39 17%	21 34%f	30 20%	26 24%	16 18%	13 23%	2 23%	55 29%J	26 17%	18 21%	10 18%	23 18%	81 25%
Talking to the first person I see	87 18%	42 17%	45 20%	16 27%E	26 18%	13 12%	17 19%	12 21%	3 28%	48 26%JK	21 14%	8 9%	11 21%	31 24%	54 17%
Hiding in the corner/ toilets	43 9%	25 10%	19 8%	13 22%EFG	19 13%FG	7 6%	4 4%	1 1%	-	21 11%	16 11%	3 3%	3 5%	14 11%	28 9%
None of these	42 9%	24 10%	18 8%	5 9%	8 5%	13 12%	9 9%	6 11%	1 8%	13 7%	13 9%	11 13%	4 8%	18 14%n	22 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

* small base; ** very small base (under 30) ineligible for sig testing

Networking Survey - All Working or Seeking Work

ONLINE Fieldwork: 24th-26th October 2014

Absolutes/col percents

Table 15

Q.5 Which of the following best describes your usual approach to networking?**Base: All respondents who have ever attended a networking event**

	Region													Have been to a networking event
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	
Unweighted base	419	49	13	357	15	42	35	42	22	33	67	65	36	419
Weighted base	473	56*	11**	407	13**	42*	47**	46**	26**	39**	92*	68*	33**	473
Having talking points ready	174 37%	20 37%	2 22%	151 37%	4 29%	18 43%	19 40%	15 33%	7 28%	15 38%	27 29%	31 45%	16 47%	174 37%
Pairing up with a friend or colleague so that I don't have to talk to anyone on my own	172 36%	24 43%	2 17%	146 36%	2 11%	13 30%	12 26%	19 42%	10 40%	15 38%	40 44%	25 37%	10 29%	172 36%
Locating a person standing by themselves and beginning a conversation	152 32%	15 27%	1 6%	136 33%	1 8%	14 34%	17 36%	13 28%	10 40%	12 32%	31 34%	26 38%	11 34%	152 32%
Locating the person I want to find at the event and finding a way to approach them	131 28%	13 23%	3 26%	115 28%	- -	10 25%	6 14%	18 38%	8 31%	7 19%	31 34%	19 28%	15 44%	131 28%
Having a drink to help me relax	113 24%	12 22%	1 10%	100 25%	3 19%	8 20%	13 27%	14 31%	4 17%	8 20%	26 28%	20 29%	5 15%	113 24%
Researching who will attend before I arrive, and targeting that person	108 23%	9 17%	5 43%	94 23%	2 11%	12 29%	6 13%	19 42%	4 16%	5 13%	22 24%	18 26%	6 17%	108 23%
Talking to the first person I see	87 18%	8 14%	4 34%	76 19%	3 24%	7 16%	8 17%	10 22%	4 14%	7 17%	22 24%	12 18%	3 9%	87 18%
Hiding in the corner/toilets	43 9%	7 12%	1 8%	36 9%	2 11%	3 7%	7 15%	5 10%	- -	1 2%	11 12%	7 10%	1 2%	43 9%
None of these	42 9%	7 12%	- -	35 9%	2 16%	4 10%	6 13%	2 5%	2 6%	2 5%	5 6%	5 8%	6 18%	42 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing