

# Britain is Becoming a Nation of Networkers

## Largest UK survey on Networking reveals changing attitudes

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New findings from knowledge networking business Editorial Intelligence reveal that British attitudes are now strongly in favour of networking. The Networking Survey, conducted by Editorial Intelligence for its tenth anniversary revealed that:

- **69.5%** strongly agree 'Networking is essential for building and managing a career'
- **53.3 %** strongly agree 'Networking helps productivity because it brings fresh ideas and connections into the workplace'

However, people are divided on whether they build in the time to network with less than half - **45.1%** making the time, suggesting that British professionals want to be a Nation of Networkers but are still pretty desk-bound.

Further findings show:

#### The Importance of Face-to-Face in the Facebook Age

Despite the rise of social media and its use for managing networks, the ei Networking Survey shows that: **43.7 %** strongly agree and **43.7%** tend to agree that 'face-to-face is the best way to network'.

#### Big Conferences losing out to small curated gatherings

**41.5 %** tend to agree and a further **29.6%** strongly agree 'Small curated gatherings' are the most comfortable networking environments.

#### People Still Divided About Whether You Must Be an Extrovert to Network:

**50.7 %** either tend to or strongly disagree that 'You need to be an extrovert to network well'.

#### The Demise of the Little Black Book

The 'little black book' myth that networking is just about making contacts is also challenged by the finding that: **41.3%** strongly agree and a further **43%** tend to agree 'Networking is about both who you know and what you know' **55.3%** strongly agreeing that 'managing networks is about managing relationships – it's about names, not numbers' with **34.5 %** tending to agree.

For more information about Editorial Intelligence and eiClub which provides a gateway to interesting people and ideas, visit: [www.editorialintelligence.com](http://www.editorialintelligence.com).

**ENDS**

#### Notes to Editors:

The ei Networking Survey was conducted in March 2015 by Editorial Intelligence Ltd, the knowledge networking business across over 5,000 individuals' UK-wide in professions including management consulting, communications, executive search, academia, technology as well as media & creative communities. The survey was conducted online over a two-week period. There were 302 responses in total with 40.8 per cent male versus 59.2 per cent female split in respondents.