



Emotions In the Workplace **Segmentation Survey**

Conducted by:

JWT

SAMPLE: n=1,600: 800 Female, 800 Male

- **Males and Females**
- **Ages 18-64**
- **Employed (and not self-employed)**



I. SCREENING

1. Please indicate your gender. **(Select one)**

- Male
- Female

(**SCREEN BREAK**)

2. Which of the following describes your age? **(Select one)**

- Under 18 (**TERMINATE**)
- 18-21
- 22-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65 or older (**TERMINATE**)

(**SCREEN BREAK**)

3. Which of the following best describes your current employment status? **(Select one)**

- Employed full-time
- Employed part-time
- Out of work, but available for employment (**TERMINATE**)
- Retired (**TERMINATE**)
- Homemaker (**TERMINATE**)
- Student (**TERMINATE**)

(**SCREEN BREAK**)



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(Questionnaire FINAL FINAL FINAL Draft)

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4. Which one of the following best describes your role in your current job? **(Select one)**
- **Owner/Director/Executive** – responsible for overall direction of business or organization
 - **Managerial** – responsible for one area of the business, e.g., Accounting, Marketing, etc.
 - **Supervisory** – Carry out functions and have day-to-day responsibility supervising one or more employees
 - **Mid-level operations/Support** – Carry out functions requiring more experience than entry-level operations
 - **Entry-level operations/Support** – Carry out basic functions
 - **Assistant**
 - **Self-employed** (**TERMINATE**)

(**SCREEN BREAK**)



II. SEGMENTATION & PROFILING

5. Please indicate how much you agree or disagree with the following statements. **(Select one across for each)**

Scale:

Strongly Agree
Somewhat Agree
Don't Really Agree
Don't Agree At All

Statements: (**ROTATE**)

I think rules and regulations are necessary
An argument with feeling has more effect on me than a cold rational one
I am outgoing
I tend to analyze things objectively and critically
I am introspective - I know myself well
I tend to make decisions based on logic and facts
I rely mostly on my feelings to guide my decision-making
I consider myself to be a creative person
I tend to be spontaneous
I'm a spiritual person
I am usually the first to react to a sudden event (e.g., the telephone ringing or an unexpected question)
I don't know why, but people often take what I say the wrong way
I can get overwhelmed at work when I have to focus on multiple things at one time
I easily express my feelings and emotions
Overall, I'm pretty satisfied with my life
When I'm bothered by something there are only a couple of people that I'll talk to about it

(**SCREEN BREAK**)



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6. And please indicate how much you agree or disagree with each of the following statements.
(Select one across for each)

Scale:

- Strongly Agree
- Somewhat Agree
- Don't Really Agree
- Don't Agree At All

Statements: (**ROTATE**)

- When I'm bothered by something I'll talk to anyone who will listen
- I like my life to be pretty much the same day-to-day
- I am somewhat reserved
- Trying to improve something is almost always a good idea
- It's important to me that people like me
- I prefer to isolate myself from outside noises
- I wish I had more people to lean on or turn to in times of emotional stress
- I strive to contain my emotions
- It's difficult to get me excited
- It's more acceptable for artists and other creative people to express their emotions than it is for people with less creative jobs
- I often feel sleep deprived at work
- I tend to assume that others know things better than I do
- People at work think of me as a parent-like figure: I offer moral support when others need it
- I often think about humankind and its destiny
- I need motivation to get going
- I'm more upbeat and cheerful than most people I know

(**SCREEN BREAK**)

7. Have you ever started getting misty eyed from reading a book or article? **(Select one)**

- Yes
- No

(****NO** SCREEN BREAK**)

8. All other things being equal, would you rather have...? **(Select one)**

- A male boss
- A female boss

(**SCREEN BREAK**)



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9. Please indicate how much you agree or disagree with each of the following statements.
(Select one across for each)

Scale:

Strongly Agree
Somewhat Agree
Don't Really Agree
Don't Agree At All

Statements: (**ROTATE**)

I need positive reinforcement or else I start to worry that I'm doing something wrong
It's bad when feelings get in the way of logic
People tend to follow what I do more than they follow others
I often spend time thinking of how things could be improved
When someone around me is feeling strong emotions I feel obliged to sympathize with him/her
I like structure in my life
I hate to admit it, but am a bit of a procrastinator
I feel anxious a lot
When solving a problem I find it better to follow a familiar approach than seek a new one
A job is just a way of making money, it is not my life
In times of stress I find comfort or peace in religion
Sometimes when I'm talking with others I feel like I'm the only person who sees the big picture
I'm kind of a pessimist: I tend to assume the worst
When something good happens to someone else at work, I often feel like it should have happened to me
I could be more successful at work if some of the people I work with weren't so annoying
I consider the scientific approach to be the best
Often, things just don't seem to go my way
When I am feeling strong emotions I find it hard to think about anything else
I could be more successful at work than I am currently if other people did what they were supposed to
When forced to compromise my principles I still feel a nagging sense of regret
I'm happier than most people I know
My work area is usually neat and orderly

(**SCREEN BREAK**)

10. Which would make you feel worse...? **(Select one)**

- Being yelled at in front of co-workers
- Crying in front of co-workers

(**SCREEN BREAK**)



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(Questionnaire FINAL FINAL FINAL Draft)

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11. Please indicate how much you agree or disagree with each of the following statements.
(Select one across for each)

Scale:

Strongly Agree
Somewhat Agree
Don't Really Agree
Don't Agree At All

Statements: (**ROTATE**)

I prefer to work out ideas myself, rather than with others' input
Once I've made a decision, I rarely have second thoughts
I am comfortable after having made a decision
Some people may describe me as heartless or insensitive
I tend to expect more from myself than others do
I tend to make sacrifices in the present so I can see things improve in the future
Following a confrontation at work, I tend to play the situation over and over again in my mind
I am comfortable speaking up at work when my opinion is different from most
I am sometimes accused of being too indecisive
I tend to talk more than I listen
I do my best work under stressful conditions
At work, it's important to me that I am appreciated
I am often restless
It is more important to be diplomatic than truthful
I believe success is more about luck (who you know, being in the right place at the right time)
than about hard work
I tend to be pretty competitive with others at work
I prefer working by myself rather than in a team
At work, I tend to defer to the opinion of my superior, even if my view contradicts theirs
It is more important to be truthful than diplomatic
I am often contented
At work, it's important to me to feel a sense of achievement and accomplishment
I truly enjoy living in the present moment
Some people may describe me as overemotional or less than logical

(**SCREEN BREAK**)



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12. Imagine for a moment that you're watching a co-worker get very upset. Which of the following do you think would help them to feel better? **(Select as many as apply)**

(**ROTATE**)

- Slamming a door
- Kicking a trash can
- Yelling into the air
- Yelling at someone
- Slamming their fist on a desk or table
- Cursing
- Throwing something across the room
- Stomping their foot
- None of these (**ANCHOR**)

(**SCREEN BREAK**)

13. How often, if ever, do you feel like you have to hide some of who you really are when you're at work? **(Select one)**

- Usually
- Sometimes
- Rarely
- Almost never

(**SCREEN BREAK**)



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14. Please indicate how much you agree or disagree with each of the following statements.
(Select one across for each)

Scale:

- Strongly Agree
- Somewhat Agree
- Don't Really Agree
- Don't Agree At All

Statements: (**ROTATE**)

Stress from my personal life (financial worries, home or family issues, etc.) often influences my mood at work

When I'm stressing out at work, it's usually because of something going on in my personal life outside of work

When someone at work does something that bothers me, I usually say something to him/her about it

If I'm annoyed or angry at work, it would be pretty hard to tell because I don't show it

My job/career is an important part of who I am as a person

I often think that people at work are talking about me

When something at work is bothering me, I usually talk to someone at work about it (friend, coworker, boss, etc.)

There have been times at work where I've literally just wanted to strangle someone

I worry about living up to the expectations of others at work

It's pretty hard to tell when I'm in a bad mood at work

I frequently feel stressed at work

Even if something bothers me at work, it doesn't bother me for very long – I just shrug it off and move on

If something at work is bothering me, I usually bring it up with the appropriate people

I don't usually hold grudges against people

Some people at work can often make me feel inferior

(**SCREEN BREAK**)



III. SOURCES OF STRESS

Thanks so much for your responses thus far – we’re about halfway done. Now we’d like to ask you some questions about your workplace environment. Please click “next” to continue.

(**SCREEN BREAK**)

15. Thinking about **the past 12 months**, which of the following circumstances, if any, have made you angry or upset while you were at work? **(Select as many as apply)**

(**ROTATE**)

- I wasn’t given appropriate resources, materials, or time to execute a job requirement
 - My accomplishment was not being acknowledged or recognized
 - I was having a problem with my significant other
 - I was anxious over layoffs or downsizing
 - Someone I work with experienced something very positive
 - Someone took credit for my accomplishment
 - I felt bullied by a colleague
 - Someone I work with experienced a family crisis
 - I received a negative performance review
 - I was having a problem with my health
 - My responsibilities or duties changed
 - I was feeling overwhelmed with work
 - I was dealing with a sick child, parent, significant other, sibling or other relative
 - Someone I work with was unfairly blamed or criticized for something
 - I was unfairly blamed or criticized for something
 - I was laid off
 - Someone yelled or snapped at me
 - I had a run-in with a colleague I dislike/am competitive with/are threatened by
 - Stress from home was spilling over into my work
 - I encountered a rude customer or client
 - Others in my workplace not doing what they were supposed to do
 - A colleague was laid off
 - None of these – I haven’t gotten angry or upset at work in the past 12 months
- (**ANCHOR**) (**SKIP TO Q.17**)

(**SCREEN BREAK**)



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16. Listed below are the things you just indicated have happened to you in the past 12 months. Thinking about the most recent time each one happened, please indicate which column(s) best describes why that made you angry or upset. **(Select as many as apply across for each)**

Scale:

It was just this particular thing which made me angry or upset at that time
Other things from work were also bothering me at the time
Other things from my personal life were also bothering me at the time

Rows: (**ROTATE**)

(**SHOW RESPONSES SELECTED IN Q.15**)

(**SCREEN BREAK**)



IV. REACTIONS TO STRESS

17. Thinking more generally about when you do get angry or upset while at work, what sorts of things do you do to help you cope with what you are feeling? This could be right after something happens, or even hours later if you're still feeling angry or upset.

Using the scale below, please indicate how often, if at all, you've done each of the following things when you've been angry or upset at work in the past 12 months.

Scale:

Frequently
Every now and then
Rarely
Never

Coping Mechanisms: (**ROTATE**)

Drank alcohol
Hit something (other than a person)
Did a relaxation exercise (e.g., a breathing exercise, meditation, or something else) to help me calm down
Got some kind of a "treat" for yourself, like a snack or beverage
Did nothing, kept it to myself and continued with whatever I was doing when I initially got angry or upset
Smoked a cigarette
Took out my frustration a bit on someone else who had nothing to do with me being angry or upset
Confronted the person(s) who made me angry or upset
Wrote on a blog, in a journal, or some other form of written expression to vent my frustrations
Vented my feelings to someone (e.g., friend, coworker, significant other, parent, etc.)
Exercised
Fantasized about what I would like to say to the person(s) who made me angry or upset, but didn't follow up on that
Took a walk

(**SCREEN BREAK**)



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18. When at work, some people tend to talk to others when they're angry or upset while others tend to deal with their feelings by themselves. Select the point on the scale which comes closest to describing what you do when you get angry or upset at work. **(Select one)**

I tend to talk about my what's bothering me with others					I tend to deal with what's bothering me by myself
	o	o	o	o	

(**SCREEN BREAK**)



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19. Please indicate how much you agree or disagree with each of the following statements.
(Select one across for each)

Scale:

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree

Statements: (**ROTATE**)

- Emotions in the workplace should be kept private
- When someone I work with gets emotional, I think of him or her as being more “human”
- When I feel angry at work I sometimes take it out on someone else
- I often feel like I have to suppress my emotions to be successful at work
- Control over one’s emotions makes a person more effective at work
- Having emotions help people make better decisions in the workplace
- Being sensitive to other people’s feelings is an asset at work
- It’s okay to cry at work
- People being able to show emotions in the workplace is healthy for the group work environment
- If I can tell how someone is feeling at work, I view them as unprofessional
- Anger can be an effective management tool
- When I feel angry at work I do my very best to not let anyone know it
- Good decisions at work depend on clear-headed facts
- I often take business decisions at work personally

(**SCREEN BREAK**)



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20. Listed below are some things that can make you angry or upset at work. For each situation, please indicate how you are most likely to react (**Select as many as apply across for each**)

Scale:

- Try to do something to resolve the situation
- Talk to someone
- Vent to someone
- Suck it up, and keep my frustrations to myself

Scenarios: (**ROTATE**)

(**NOTE: THIS IS ALMOST THE SAME LIST AS Q.15 – ADJUSTED TO FIT THE QUESTION**)

- You don't get appropriate resources, materials, or time to execute a job requirement
- Having your accomplishment not be acknowledged or recognized
- Having a problem with your significant other
- Feeling anxious over layoffs or downsizing
- Someone takes credit for your accomplishment
- A colleague bullies you
- Someone you work with experiences a family crisis
- You receive a negative performance review
- You have a problem with my health
- Your responsibilities or duties changed
- You feel overwhelmed with work
- You're dealing with a sick child, parent, significant other, sibling or other relative
- Someone you work with is unfairly blamed or criticized for something
- You are unfairly blamed or criticized for something
- You get laid off
- Someone yells or snapped at you
- You have a run-in with a colleague you dislike/are competitive with/are threatened by
- Stress from home spills over into your work
- You encounter a rude customer or client
- Others in your workplace are not doing what they are supposed to do
- A colleague gets laid off

(**SCREEN BREAK**)



V. TISSUE QUESTIONS

21. Thinking about the people you work with, imagine that you saw the following things at their workspace. What would seeing these items at a colleague's workspace make you think about them as a person?

Scale:

- 1 - Would make me think positive things about them
- 2
- 3
- 4 - Would make me think negative things about them

Items: (**ROTATE**)

Box of tissues
Stapler
Radio
Plant(s)
Vase of flowers
Bottle of hand sanitizer
Cell phone charger
Picture(s) of family/friends
Bowl of candy

(**SCREEN BREAK**)

22. And which of the following items, if any, do you usually have at your workspace at work?
(Select as many as apply)

(**ROTATE**)

- Box of tissues
- Stapler
- Radio
- Plant(s)
- Vase of flowers
- Bottle of hand sanitizer
- Cell phone charger
- Picture(s) of family/friends
- Bowl of candy
- None of these (**EXCLUSIVE**)

(**SCREEN BREAK**)



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(**ASK Q.23 ONLY IF “BOX OF TISSUES” WAS RATED AS A “3” OR “4” IN Q.21**)

23. Why would you think negatively of someone who kept tissues in his/her workspace?
(Select as many as apply)

(**ROTATE**)

- Tissues seem more appropriate for the home than for work
- Having tissues at my workspace would feel kind of unprofessional
- Makes me think they are sick all the time
- People should have as few non-work related things at their workspace as possible
- Tissues are like aspirin or band-aids and if someone needs them they should have their own
- Makes me think that they might cry a lot
- Having tissues at one’s workspace makes a person look anxious, kind of like they’re a ‘germ freak’
- Other (Please specify)

(**SCREEN BREAK**)

(**ASK Q.24 ONLY IF “BOX OF TISSUES” WAS INDICATED IN Q.22**)

24. You mentioned that you usually have tissues at your workspace. Generally speaking, do you... (Select one)

(**ROTATE**)

- Get them from work (i.e., they give boxes of tissues out or have boxes of tissues available)
- Buy them yourself and bring them to work with you

(**SCREEN BREAK**)



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(**ASK Q.25 ONLY IF “BOX OF TISSUES” WAS **NOT** INDICATED IN Q.22**)

25. Which of the following describe why you don't keep tissues at your workspace while at work? **(Select as many as apply)**

(**ROTATE**)

- I'm afraid other people would take them/use them all
- Tissues seem more appropriate for the home than for the office
- Having tissues at my workspace would feel kind of unprofessional
- I'm afraid others would think I'm sick a lot
- I try to have as few non-work related things in my workspace as possible
- I don't need them
- I'm afraid others would think I cry a lot
- Tissues are like aspirin or band-aids, and if someone needs them they should have a supply
- I'm afraid others might think I'm the type of person who makes others cry
- I don't know – I would like to have a box, it's just not something I remember to buy
- (**ANCHOR**)
- Other (Please specify) (**ANCHOR**)

(**SCREEN BREAK**)



VI. DEMOGRAPHICS

26. On the scale below, please indicate where you are. If the sentence at the top describes you, click closer to the top. If the sentence on the bottom describes you, click closer to the bottom. **(Select one)**

- 1 - I cry at the “drop of a hat”
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – I don’t even cry at funerals

(NO SCREEN BREAK**)**

27. And how would you rate yourself on this scale? **(Select one)**

- 1 –The littlest thing can set me off
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – It takes a lot to get me worked up

(SCREEN BREAK**)**



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28. Which of the following best describes you? **(Select one)**

- I am the primary wage earner in my household
- Someone else is the primary wage earner in my household
- I and someone else are roughly equal wage contributors in my household

(**SCREEN BREAK**)

29. How often, if ever, do you attend religious services? **(Select one)**

- Once a week or more often
- Once every other week
- Once a month or so
- Once every other month or so
- A few times a year
- Once a year or so
- Less often than once a year

(**SCREEN BREAK**)

30. Overall, how would you describe your general health? **(Select one)**

- Excellent
- Very Good
- Good
- Fair
- Poor

(**SCREEN BREAK**)

31. In your role at work, do you currently manage other people? **(Select one)**

- Yes
- No

(**SCREEN BREAK**)



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32. Which of the following best describes your workplace? **(Select one)**

(**ROTATE**)

- Retail store
- Factory
- Office
- School
- Restaurant
- Working outdoors
- My home
- Other

(**SCREEN BREAK**)

33. In which of the following states do you currently live? **(Select one)**

(**SHOW LIST OF STATES IN DROPDOWN MENU**)

(**SCREEN BREAK**)

34. What is the highest level of education you have completed? **(Select one)**

- Grade School
- Some High School
- Graduated High School
- Some College
- Graduated College
- Post College Graduate

(****NO** SCREEN BREAK**)

35. Do you currently have any children in the following age groups? **(Select as many as apply)**

- No children
- Yes, children under 6 years old
- Yes, children 6-12 years old
- Yes, children 13-17 years old
- Yes, children 18 or older

(**SCREEN BREAK**)



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36. Which of the following describe your race? **(Select as many as apply)**

- White or Caucasian
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Other race

(****NO** SCREEN BREAK**)

37. Do you consider yourself to be of Hispanic or Latino ethnicity? **(Select one)**

- Yes
- No

(**SCREEN BREAK**)

38. Which of the following best describes your total household annual income before taxes? **(Select one)**

- Under \$20,000
- \$20,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$69,999
- \$70,000-\$79,999
- \$80,000-\$89,999
- \$90,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999
- \$200,000 or more

(**SCREEN BREAK**)

(**THANK RESPONDENT AND TERMINATE**)