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THE AP-CNBC POLL May, 2012

Conducted by GfK Roper Public Affairs & Corporate Communications

A telephone survey of the American general population (ages 18+)

Interview dates: May 3 – 7, 2012

Number of interviews: 1,004

Margin of error for the total sample: +/- 3.9 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Please refer to the exact sample number at the bottom of each table.

All results shown are percentages unless otherwise labeled.



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CUR1 thru OBL1 previously released

AP-CNBC Facebook IPO:

TRANSITION STATEMENT, INTERVIEWER READ:

Now I'm going to ask you some questions about companies you may or may not have heard of.

CNBC7. Please tell me if you have a favorable, unfavorable or neither favorable nor unfavorable impression of (INSERT ITEM).

FOR EACH "FAVORABLE," ASK: Is that strongly favorable or somewhat favorable?

FOR EACH "UNFAVORABLE," ASK: Is that strongly unfavorable or somewhat unfavorable?]

RANDOMIZE	Total Favorable	Strongly favorable	Somewhat favorable	Neither favorable nor unfavorable	Total unfavorable	Somewhat unfavorable	Strongly unfavorable	Never Heard of (Company)	Don't know (VOL)	Refused (VOL)
Facebook	51	22	29	17	23	10	13	2	7	1
Google	71	39	33	12	8	5	4	3	6	*
Twitter	27	8	18	28	27	15	13	4	14	1
Apple	71	34	37	13	8	4	4	2	6	1
Microsoft	71	31	40	14	7	4	3	2	6	1

Based on:

N=1,004

- CNBC8. Please tell me if you have a favorable, unfavorable or neither favorable nor unfavorable impression of Facebook founder Mark Zuckerberg.
 FOR EACH "FAVORABLE," ASK: Is that strongly favorable or somewhat favorable?
 FOR EACH "UNFAVORABLE," ASK: Is that strongly unfavorable or somewhat unfavorable?]

	5/3-7/12
Total favorable	36
Strongly favorable	13
Somewhat favorable	23
Neither favorable nor unfavorable	30
Total unfavorable	14
Somewhat unfavorable	9
Strongly unfavorable	5
Never heard of Mark Zuckerberg [VOL]	9
Don't know [VOL]	11
Refused [VOL]	1

Based on:

N=1,004

- CNBC9. As you may know, the Facebook company is expected to go public later this month, offering its shares for sale to the public. Do you think that buying Facebook shares now would be a good investment that would outperform most other investments, or do you think buying Facebook shares would not be a good investment?

	5/3-7/12
Would be a good investment	51
Would not be a good investment	31
Don't know [VOL]	17
Refused [VOL]	1

Based on:

N=1,004

CNBC10. Do you think Facebook is likely to continue to be a successful company over the long term, or do you think it's likely to fade away as new things come along?

	5/3-7/12
Successful over the long term	43
Fade away as new things come along	46
Don't know [VOL]	10
Refused [VOL]	1

Based on:

N=1,004

CNBC11. How confident are you in Mark Zuckerberg's ability to run a large publicly traded company like Facebook? Are you... READ LIST

	5/3-7/12
Extremely/Very confident	18
Extremely confident	6
Very confident	12
Somewhat confident	40
Not too/Not confident at all	20
Not too confident	13
Not confident at all	8
Don't know [VOL]	21
Refused [VOL]	1

Based on:

N=1,004

CNBC12. For each of the following, please tell me if you think it will help Mark Zuckerberg's ability to run Facebook, hurt his ability to run the company, or will not make a difference in his ability to run the company. Here's the [first/next] one, [READ ITEM], will that help, hurt or not make a difference in Mark Zuckerberg's ability to run Facebook when it is publicly-traded?

RANDOMIZE	Help his ability to run Facebook	Hurt his ability to run Facebook	Not make a difference in his ability to run Facebook	Don't Know (VOL)	Refused (VOL)
Zuckerberg's age	21	11	45	23	1
Zuckerberg's temperament	13	17	34	34	1
Zuckerberg's reputation	19	12	43	25	1

Based on:

N=1,004

CNBC13. When Facebook does go public, it is expected to have a stock market value of as much as one hundred billion dollars, which is larger than companies such as Ford and Kraft, but less than Google and Coca-Cola. Knowing that, do you think Facebook is probably... READ LIST

	5/3-7/12
Overvalued	50
Undervalued	3
Or valued fairly by the market?	32
Don't know [VOL]	15
Refused [VOL]	*

Based on:

N=1,004

CNBC14. Do you, personally, have your own page on Facebook, the social networking website, or not?

[IF YES: How often do you use Facebook - several times a day, about once a day, less than once a day but at least once a week, or less than once a week?]

	5/3-7/12
Total Yes	56
Yes - Several times a day	17
Yes - About once a day	14
Yes - Less than once a day but at least once a week	11
Yes - Less than once a week	14
No - Do not have a Facebook page	40
Don't know [VOL]	3
Refused [VOL]	1
<i>Based on:</i>	<i>N=1,004</i>

CNBC16. (AMONG FACEBOOK USERS) How much do you trust Facebook to keep your personal information private? Would you say you trust them...READ LIST

	5/3-7/12
Completely/A lot	13
Completely	6
A lot	7
A moderate amount	28
Only a little/Not at all	59
Only a little	29
Not at all	30
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=476

CNBC16a. (AMONG THOSE WHO DO NOT USE FACEBOOK) What is the MAIN reason you do not use Facebook? [OPEN-ENDED QUESTION; RESPONSES CODED; ADDS TO MORE THAN 100% BECAUSE OF MULTIPLE RESOPNSES]

	5/3-7/12
Lack of interest/Preference -- NET	35
Not interested/Do not use it	14
No time for it	7
Think it is dumb/Waste of time	6
Do not need it/No use for it	5
Prefer not to spend extra time online/Not on computer a lot	3
Other interests	*
Hate computers	*
Friends are not using it	*
Concerns/Dislikes -- NET	22
Do not like it/Think it is bad	11
Too old/It is for kids	5
Keep in touch in other ways/Old-fashioned	5
Kids/job make it inappropriate	1
Computer issue -- NET	21
No computer/Do not use a computer	14
Computer illiterate/Do not know how	4
No Internet access	3
Computer broken	*
Slow Internet access/Dial-up	*
Privacy issue	21
Other -- NET	12
Other mentions	7
Do not know what it is	3
Someone else in family/household has a page	2
Friends are not using it	*
Don't know	1
Refused/No reason	2

Based on

N=455

CNBC17. How safe would you feel making purchases of goods and services like clothing or travel through Facebook? Would you feel ... READ LIST

	5/3-7/12
Extremely/Very safe	8
Extremely safe	2
Very safe	6
Somewhat safe	28
Not too/Not at all safe	54
Not too safe	19
Not at all safe	35
Don't know [VOL]	9
Refused [VOL]	1

Based on:

N=1,004

CNBC19. (AMONG FACEBOOK USERS) How often, if ever, do you click on online advertisements or sponsored content when you are using Facebook? Do you do this ... READ LIST

	5/3-7/12
Often/Sometimes	17
Often	4
Sometimes	12
Hardly ever/Never	83
Hardly ever	26
Never	57
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=476

CNBC18. Have you seen the movie "The Social Network," released in 2010 about the founding of Facebook, or not?

	5/3-7/12
Yes, have seen it	27
No, have not seen it	70
Don't know [VOL]	3
Refused [VOL]	*

Based on:

N=1,004

PID1. Do you consider yourself a Democrat, a Republican, an independent, or none of these?

	5/3-7/12
Democrat	31
Independent	29
Republican	22
None of these	17
Don't know [VOL]	1
Refused [VOL]	*

Based on:

5/3-7/12

PID1/
PID2.

Do you consider yourself a Democrat, a Republican, an Independent, or none of these?
[IF "DEMOCRAT," ASK:] Do you consider yourself a strong or moderate Democrat?
[IF "REPUBLICAN," ASK:] Do you consider yourself a strong or moderate Republican?
[IF "INDEPENDENT" OR "NONE," ASK:] Do you lean more toward the Democrats or the Republicans?

	5/3-7/12
Total Democrat	49
Democrat – strong	16
Democrat – moderate	15
Democrat-unknown intensity	1
Independent – lean Democratic	13
None – lean Democratic	6
Total Republican	37
Republican – strong	11
Republican – moderate	10
Republican-unknown intensity	1
Independent – lean Republican	10
None – lean Republican	5
[VOL] Independent – don't lean	6
[VOL] None – don't lean	6
[VOL] Other	2
Don't know	-
Refused	-

Based on:

N=1,004

- G11a. Generally speaking, do you consider yourself a liberal, moderate, or conservative?
 [IF "Liberal," ASK: Would you say you are strongly or somewhat liberal?]
 [IF "Conservative," ASK: Would you say you are strongly or somewhat conservative?]

	5/-3-7/12
Liberal - strongly	10
Liberal - somewhat	13
Conservative - strongly	20
Conservative - somewhat	19
Moderate	32
Don't know	5
Refused	1

Based on:

N=1,004

[INTERVIEWER READ:] The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

DM1. What is your marital status? Are you... [READ EACH ITEM]

Married/Living as Married/Co-habiting	49
Separated	4
Divorced	11
Widowed	9
Never Married	26
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	10
High school graduate	30
Technical/trade school	6
Some college	24
College graduate	15
Some graduate school	3
Graduate degree	11
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

DM4. In what year were you born?

Age group:

18-29	20
30-49	36
50-64	23
65+	18
Refused [VOL]	3

Based on:

N=1,004

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	26
Suburban area	41
Rural area	29
Don't know [VOL]	3
Refused [VOL]	2

Based on:

N=1,004

DM6. Do you currently own your home, rent it, or do you have some other arrangement?

Own	56
Rent	28
Other arrangement	14
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	31
No	68
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=986

- DM8. How many different landline telephone numbers, if any, are there in your home? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

None	31
One Line	63
Two lines	3
Three or more lines	1
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

- DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

None	8
One	73
Two	13
Three or more	5
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,004

- DM10. [IF BOTH LAND AND CELLPHONE, ASK:] Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	26
Cell phone	44
Both equally	30
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=653

DM10a. [ASK CELL-PHONE SAMPLE ONLY] How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	41
One	43
Two	8
Three or more	5
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=301

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	38
No	56
Don't know [VOL]	3
Refused [VOL]	3

Based on:

N=1,004

DM13. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

Protestant	24
Catholic	23
Mormon	1
Jewish	2
Muslim	1
Other religion	22
Don't belong to religious denomination	23
Don't know [VOL]	1
Refused [VOL]	4

Based on:

N=1,004

DM14. [IF "OTHER RELIGION" IN DM13, ASK:] Do you consider yourself a Christian, or not?

Yes, a Christian	83
No, not a Christian	17
Don't know [VOL]	-
Refused [VOL]	1

Based on:

N=221

DM15. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, once or twice a month, a few times a year, less often than a few times a year, or never?

Never	16
Less often than a few times a year	15
A few times a year	18
Once or twice a month	12
Once a week	24
More than once a week	11
Don't know [VOL]	1
Refused [VOL]	3

Based on:

N=1,004

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	13
No	84
Don't know [VOL]	*
Refused [VOL]	3

Based on:

N=1,004

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

DM18. [IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White, Caucasian	69
Black, African-American, Negro	11
American Indian or Alaska Native	1
Asian Indian	*
Native Hawaiian	*
Chinese	1
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	*
Korean	-
Vietnamese	*
Other Asian	1
Other Pacific Islander	*
Some other race	5
Don't know	2
Refused	4
Multiple races	5

Based on:

N=1,004

DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	48
\$50,000+	43
Don't know [VOL]	2
Refused [VOL]	8

Based on:

N=1,004

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	6
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	14
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	10
\$150,000 or more	6
Don't know [VOL]	4
Refused [VOL]	11

Based on:

N=1,004

DM21. Do you currently own stocks, bonds, or mutual funds?

Yes	38
No	56
Don't know [VOL]	*
Refused [VOL]	5

Based on:

N=1,004

[ASK DM22 ONLY IF "YES" IN DM21:]

DM22. In the past 12 months, how many times did you make changes in your investments—buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan? Would you say...

None	48
1	16
2	8
3	4
4	3
5-9 times	5
10-14 times	6
15-19 times	1
20-24 times	1
25 times or more	3
Don't know [VOL]	6
Refused [VOL]	1

Based on:

N=454

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	49
Female	51

Based on:

N=1,004

CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,004

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted May 3 – 7, 2012 by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,004 general population adults age 18 or older.

Interviews were conducted with 703 respondents on landlines and 301 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2009 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2009 Fall estimates provided by GfK MRI Inc.

The margin of sampling error is plus or minus 3.9 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.