

## AP-CNBC Twitter IPO Survey

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

*Interview dates: October 25–27, 2013*

*Number of interviews: 1,006*

*Margin of error for the total sample: +/- 3.0 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.*

*\*=less than 0.5%*

Next,

1. 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										
5/3-7/12	<b>51</b>	22	29	<b>17</b>	<b>23</b>	10	13	2	7	1
10/25-27/13	<b>47</b>	20	27	<b>19</b>	<b>21</b>	9	12	4	9	1
Twitter										
5/3-7/12	<b>27</b>	8	18	<b>28</b>	<b>27</b>	15	13	4	14	1
10/25-27/13	<b>19</b>	8	11	<b>33</b>	<b>26</b>	13	13	9	12	1
Google Plus										
10/25-27/13	<b>31</b>	10	21	<b>31</b>	<b>14</b>	7	7	10	13	1
LinkedIn										
10/25-27/13	<b>22</b>	10	12	<b>26</b>	<b>18</b>	9	9	20	14	1
Pinterest										
10/25-27/13	<b>22</b>	11	12	<b>29</b>	<b>14</b>	7	7	19	14	1
Instagram										
10/25-27/13	<b>17</b>	7	10	<b>33</b>	<b>19</b>	9	9	15	16	1

2. How likely is it that each of the following will be successful in five years - Here's the [first/next] one, would you say it is extremely likely, very likely, somewhat likely, not too likely or not at all likely that [ITEM] will be successful in five years?

RANDOMIZE	<b>Extremely/ Very likely</b>	Extremely likely	Very likely	<b>Somewhat likely</b>	<b>Not too/not at all likely</b>	Not too likely	Not at all likely	Never Heard of (website) (VOL)	Don't know (VOL)	Refused (VOL)
Facebook	<b>49</b>	22	27	<b>27</b>	<b>13</b>	5	8	2	8	1
Google Plus	<b>33</b>	12	21	<b>34</b>	<b>15</b>	7	8	6	11	*
Twitter	<b>35</b>	15	20	<b>30</b>	<b>17</b>	6	11	6	12	1
LinkedIn	<b>18</b>	6	11	<b>30</b>	<b>20</b>	8	12	16	17	1
Pinterest	<b>23</b>	9	14	<b>31</b>	<b>19</b>	9	9	13	14	1
Instagram	<b>24</b>	8	15	<b>30</b>	<b>20</b>	9	11	10	16	1

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

	10/25-27/13
Would be a good investment	36
Would not be a good investment	47
Don't know [VOL]	17
Refused [VOL]	1

Based on:

N=1,006

4. Do you, personally, have your own Twitter account, or not?

	10/25-27/13
Yes	20
No	80
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,006

5. [AMONG TWITTER ACCOUNT HOLDERS] How often do you use your Twitter account to send tweets - several times a day, about once a day, less than once a day but at least once a week, less than once a week or never?

	10/25-27/13
<b>Once a day or more</b>	<b>24</b>
Several times a day	9
About once a day	14
<b>Less than once a day</b>	<b>48</b>
Less than once a day but at least once a week	16
Less than once a week	32
<b>Never</b>	<b>29</b>
Don't know [VOL]	-
Refused [VOL]	-

*Based on: Have a Twitter account*

*N=183*

6. [AMONG TWITTER USERS] How often do you use your Twitter account to read what people you follow are tweeting - several times a day, about once a day, less than once a day but at least once a week, less than once a week or never?

	10/25-27/13
<b>Once a day or more</b>	<b>35</b>
Several times a day	19
About once a day	17
<b>Less than once a day</b>	<b>40</b>
Less than once a day but at least once a week	17
Less than once a week	22
<b>Never</b>	<b>25</b>
Don't know [VOL]	-
Refused [VOL]	-

*Based on: Have a Twitter account*

*N=183*

7. [AMONG THOSE WHO DO NOT HAVE A TWITTER ACCOUNT] Regardless of whether you have your own Twitter account, how often do you look at the Twitter page or feed of another person or company, that is, the webpage showing all of the things a person or company has tweeted - several times a day, about once a day, less than once a day but at least once a week, less than once a week or do you never look at those Twitter pages?

	10/25-27/13
<b>Once a day or more</b>	<b>4</b>
Several times a day	1
About once a day	2
<b>Less than once a day</b>	<b>9</b>
Less than once a day but at least once a week	4
Less than once a week	6
<b>Never</b>	<b>86</b>
Don't know [VOL]	1
Refused [VOL]	*

*Based on: Do Not Have a Twitter account*

*N=821*

8. [AMONG TWITTER ACCOUNT HOLDERS OR THOSE WHO LOOK AT TWITTER PAGES] Thinking about the times when you are [INSERT ITEM], how often do you use Twitter -- either by sending tweets or looking at others' tweets -- while you are [INSERT ITEM] - almost every time, most of the time, about half of the time, less than half of the time or never?

	<b>Almost every time/Most of the time</b>	Almost every time	Most of the time	<b>About half of the time</b>	<b>Less than half/ Never</b>	Less than half	Never	Don't know (VOL)	Refused (VOL)
Following a breaking news story	<b>16</b>	6	9	<b>10</b>	<b>75</b>	19	56	-	-
Watching TV shows live	<b>14</b>	5	10	<b>7</b>	<b>79</b>	12	67	*	-
Watching sporting events	<b>13</b>	3	10	<b>7</b>	<b>79</b>	10	69	*	-
Seeking information about services or products	<b>8</b>	2	6	<b>7</b>	<b>85</b>	15	70	1	-
Dissatisfied with a company's service or product	<b>11</b>	2	9	<b>7</b>	<b>81</b>	11	70	1	-

*Base: Have a twitter or look at twitter pages N=284*

9a. [AMONG TWITTER USERS] Thinking about the times when you have looked at Twitter, have you ever noticed advertising, such as promoted tweets, promoted trends or promoted accounts?

	10/25-27/13
Yes	42
No	55
Don't know [VOL]	3
Refused [VOL]	-

*Based on: Have a twitter or look at twitter pages*

*N=284*

9b. [AMONG THOSE WHO HAVE NOTICED ADVERTISING] Have you ever clicked on or followed one of those promoted items?

	10/25-27/13
Yes	31
No	69
Don't know [VOL]	-
Refused [VOL]	-

*Based on: Have a Twitter account & noticed advertising*

*N=109*

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

	10/25-27/13
Yes	33
No	64
Don't know [VOL]	1
Refused [VOL]	2

*Based on:*

*N=1,006*

11. [AMONG THOSE WHO OWN STOCKS/BONDS/MUTUAL FUNDS] 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?

None	41
1	14
2	9
3	5
4	5
5-9 times	8
10-14 times	3
15-19 times	1
20-24 times	1
25 times or more	3
Don't know [VOL]	6
Refused [VOL]	4

*Based on: Own stocks/bonds/mutual funds*

*N=408*

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

	10/25-27/13
Democrat	24
Independent	21
Republican	18
None of these	27
Don't know [VOL]	*
Refused [VOL]	2
No answer	8

Based on: *N=1,006*

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

PIDi. [IF "INDEPENDENT" OR "NONE," ASK:] Do you lean more toward the Democrats or the Republicans?

	10/25-27/13
<b>Total Democrat</b>	<b>38</b>
Democrat	24
Independent – lean Democratic	10
None – lean Democratic	4
<b>Total Republican</b>	<b>30</b>
Republican	18
Independent – lean Republican	8
None – lean Republican	4
[VOL] Independent – don't lean	3
[VOL] None – don't lean	9
[VOL] Independent – lean other	2
[VOL] None – lean other	4
Don't know	4
Refused	2
No Answer	8

Based on: *N=1,006*

D1. Do you own or rent your home?

	10/25-27/13
Own	59
Rent	35
Don't know [VOL]	5
Refused [VOL]	2

*Based on: N=1,006*

D2. Are you...?

	10/25-27/13
Single, never married	29
Married, Or	46
Separated, widowed, or divorced	21
Refused [VOL]	5

*Based on: N=1,006*

D3. Are you, yourself, currently employed...

	10/25-27/13
Full-Time	39
Part-Time	12
Not Employed	44
Refused [VOL]	5

*Based on: N=1,006*

D4. Presence of Children under 18

	10/25-27/13
Yes	30
No	70

*Based on: N=1,006*



D5. What is your age?

	10/25-27/13
18-20	6
21-24	7
25-29	8
30-34	10
35-39	8
40-44	9
45-49	6
50-54	9
55-59	10
60-64	8
65-69	6
70-74	5
75 And Over	6
Refused [VOL]	2

Based on:

N=1,006

D6. What is the last grade of school you completed?

	10/25-27/13
Less than high school graduate	6
High school graduate	30
Some college/2 year Associate's Degree	29
Graduated college (4 year)	18
Post graduate school	10
Trade/Technical (Other)	1
Refused [VOL]	6

Based on:

N=1,006

D7. We try to classify people into broad income groups. To do this, would you please tell me which of the following categories most closely represents your annual household income?

	10/25-27/13
Under \$15,000	12
\$15,000-less than \$20,000	5
\$20,000-less than \$25,000	6
\$25,000-less than \$30,000	7
\$30,000-less than \$40,000	8
\$40,000-less than \$50,000	6
\$50,000-less than \$75,000	13
\$75,000-less than \$100,000	7
\$100,000-less than \$125,000	4
\$125,000-less than \$150,000	3
\$150,000 and over	5
Refused [VOL]	25

Based on: *N=1,006*

D8a. Are you of Hispanic or Latino origin or descent?

D8b. Which of the following best describes your race? Are you...

	10/25-27/13
White or Caucasian	59
Black or African American	12
Asian or Pacific Islander	3
Hispanic	11
American Indian or Alaskan Native	2
Other [VOL]	2
Refused [VOL]	11

Based on: *N=1,006*

Respondent's Gender:

Male	48
Female	52

Based on: *N=1,006*

## CENSUS REGION:

Northeast	18
Midwest	22
South	37
West	23

*Based on:**N=1,006***Methodology**

About this study: The RDD telephone survey was conducted October 25-27, 2013 by GfK's Public Affairs & Corporate Communications division, among a nationally-representative sample of 1,006 adults age 18 or older. Interviews were conducted with 702 respondents on landlines and 304 respondents on cellular telephones. The data were weighted on age, sex, education, race and geographic region. The margin of error on results based on the full sample is plus or minus 3.0 percentage points.