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The Economist/YouGov Poll

November 9-11, 2013



1. Attitudes about different investments – Large retail companies

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	20%	16%	22%
Neither good nor bad investment	40%	43%	39%
Bad investment	17%	20%	15%
Not sure	23%	22%	24%
Totals (Unweighted N)	100% (989)	100% (316)	100% (673)

The Economist/YouGov Poll

November 9-11, 2013



2. Attitudes about different investments – Hi-tech hardware companies

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	38%	35%	39%
Neither good nor bad investment	32%	36%	30%
Bad investment	8%	9%	7%
Not sure	23%	20%	24%
Totals (Unweighted N)	100% (985)	100% (315)	100% (670)

The Economist/YouGov Poll

November 9-11, 2013



3. Attitudes about different investments – Real estate

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	35%	29%	37%
Neither good nor bad investment	30%	36%	28%
Bad investment	16%	18%	15%
Not sure	19%	16%	20%
Totals (Unweighted N)	100% (987)	100% (313)	100% (674)

The Economist/YouGov Poll

November 9-11, 2013



4. Attitudes about different investments – Precious metals (e.g. gold, silver, or platinum)

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	45%	44%	45%
Neither good nor bad investment	27%	28%	27%
Bad investment	9%	9%	9%
Not sure	19%	19%	19%
Totals (Unweighted N)	100% (991)	100% (316)	100% (675)

The Economist/YouGov Poll

November 9-11, 2013



5. Attitudes about different investments – Commodities (e.g. crop futures, foreign exchanges)

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	18%	16%	19%
Neither good nor bad investment	34%	35%	34%
Bad investment	16%	20%	14%
Not sure	31%	29%	32%
Totals (Unweighted N)	100% (987)	100% (317)	100% (670)

The Economist/YouGov Poll

November 9-11, 2013



6. Attitudes about different investments – Internet applications companies

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	30%	31%	29%
Neither good nor bad investment	33%	33%	33%
Bad investment	12%	14%	11%
Not sure	26%	22%	27%
Totals (Unweighted N)	100% (986)	100% (317)	100% (669)

The Economist/YouGov Poll

November 9-11, 2013



7. Attitudes about different investments – Manufacturing firms

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	25%	23%	26%
Neither good nor bad investment	38%	41%	37%
Bad investment	11%	13%	10%
Not sure	25%	23%	26%
Totals (Unweighted N)	100% (988)	100% (315)	100% (673)

The Economist/YouGov Poll

November 9-11, 2013



8. Attitudes about different investments – Energy companies (e.g. oil and gas companies)

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	46%	43%	47%
Neither good nor bad investment	25%	28%	24%
Bad investment	9%	10%	8%
Not sure	20%	19%	21%
Totals (Unweighted N)	100% (990)	100% (317)	100% (673)

The Economist/YouGov Poll

November 9-11, 2013



9. Attitudes about different investments – Savings bonds

Do you think the following things make for good or bad investments?

	Total	Has a Twitter account	
		Yes	No
Good investment	26%	24%	27%
Neither good nor bad investment	32%	33%	32%
Bad investment	19%	22%	18%
Not sure	23%	21%	23%
Totals (Unweighted N)	100% (989)	100% (317)	100% (672)

The Economist/YouGov Poll

November 9-11, 2013



10. Technology companies as investment – Twitter

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	23%	31%	19%
Neither good nor bad investment	33%	32%	33%
Bad investment	21%	18%	22%
Not sure	24%	19%	26%
Totals (Unweighted N)	100% (984)	100% (315)	100% (669)

The Economist/YouGov Poll

November 9-11, 2013



11. Technology companies as investment – Apple

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	44%	53%	41%
Neither good nor bad investment	30%	22%	33%
Bad investment	8%	10%	8%
Not sure	17%	15%	18%
Totals (Unweighted N)	100% (988)	100% (315)	100% (673)

The Economist/YouGov Poll

November 9-11, 2013



12. Technology companies as investment – Microsoft

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	44%	47%	43%
Neither good nor bad investment	31%	30%	32%
Bad investment	7%	10%	6%
Not sure	18%	13%	19%
Totals (Unweighted N)	100% (990)	100% (317)	100% (673)

The Economist/YouGov Poll

November 9-11, 2013



13. Technology companies as investment – Amazon

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	53%	60%	50%
Neither good nor bad investment	26%	24%	27%
Bad investment	5%	6%	4%
Not sure	16%	11%	18%
Totals (Unweighted N)	100% (985)	100% (316)	100% (669)

The Economist/YouGov Poll

November 9-11, 2013



14. Technology companies as investment – Dell

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	26%	28%	25%
Neither good nor bad investment	35%	32%	37%
Bad investment	17%	23%	15%
Not sure	22%	18%	24%
Totals (Unweighted N)	100% (987)	100% (317)	100% (670)

The Economist/YouGov Poll

November 9-11, 2013



15. Technology companies as investment – IBM

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	30%	31%	30%
Neither good nor bad investment	36%	32%	37%
Bad investment	9%	15%	7%
Not sure	25%	23%	26%
Totals (Unweighted N)	100% (987)	100% (317)	100% (670)

The Economist/YouGov Poll

November 9-11, 2013



16. Technology companies as investment – Research in Motion

Do you think the following hi-tech companies are good or bad investments? (Check all that apply.)

	Total	Has a Twitter account	
		Yes	No
Good investment	7%	9%	7%
Neither good nor bad investment	28%	25%	30%
Bad investment	15%	22%	11%
Not sure	50%	45%	52%
Totals (Unweighted N)	100% (983)	100% (315)	100% (668)