

National Tracking Poll

Project: 170205
 N Size: 1074 Investors
 Margin of Error: ± 3%
 February 16-23, 2017

Topline Report

Question	Response	Frequency	Percentage
BRD1_1	<i>How often do you use Facebook</i>		
	Several times a day	545	51%
	About once a day	194	18%
	About once a week	100	9%
	About once a month or less often	73	7%
	I do not have an account	163	15%
BRD1_2	<i>How often do you use Snapchat</i>		
	Several times a day	142	13%
	About once a day	108	10%
	About once a week	63	6%
	About once a month or less often	70	6%
	I do not have an account	692	64%
BRD1_3	<i>How often do you use Twitter</i>		
	Several times a day	194	18%
	About once a day	130	12%
	About once a week	99	9%
	About once a month or less often	111	10%
	I do not have an account	541	50%
BRD1_4	<i>How often do you use Instagram</i>		
	Several times a day	215	20%
	About once a day	101	9%
	About once a week	94	9%
	About once a month or less often	101	9%
	I do not have an account	564	53%
BRD1_5	<i>How often do you use Google Plus+</i>		
	Several times a day	146	14%
	About once a day	139	13%
	About once a week	101	9%
	About once a month or less often	152	14%
	I do not have an account	536	50%

Question	Response	Frequency	Percentage
BRD1_6	<i>How often do you use WhatsApp</i>		
	Several times a day	156	15%
	About once a day	57	5%
	About once a week	60	6%
	About once a month or less often	58	5%
	I do not have an account	743	69%
BRD1_7	<i>How often do you use Facebook Messenger</i>		
	Several times a day	278	26%
	About once a day	144	13%
	About once a week	172	16%
	About once a month or less often	138	13%
	I do not have an account	342	32%
BRD1_8	<i>How often do you use Tumblr</i>		
	Several times a day	86	8%
	About once a day	80	7%
	About once a week	70	7%
	About once a month or less often	63	6%
	I do not have an account	774	72%
BRD1_9	<i>How often do you use Flickr</i>		
	Several times a day	71	7%
	About once a day	70	7%
	About once a week	72	7%
	About once a month or less often	60	6%
	I do not have an account	801	75%
BRD2	<i>Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?</i>		
	Yes	197	18%
	No	678	63%
	Don't Know / No Opinion	199	19%
BRD3_1	<i>Do you think investing in the following would be a good investment or a bad investment? Snap, Inc. (Snapchat)</i>		
	Good investment	380	35%
	Bad investment	162	15%
	Don't Know / No Opinion	532	49%
BRD3_2	<i>Do you think investing in the following would be a good investment or a bad investment? Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)</i>		
	Good investment	623	58%
	Bad investment	150	14%
	Don't Know / No Opinion	301	28%

Question	Response	Frequency	Percentage
BRD3_3	<i>Do you think investing in the following would be a good investment or a bad investment? Twitter, Inc. (Twitter)</i>		
	Good investment	458	43%
	Bad investment	199	18%
	Don't Know / No Opinion	418	39%
BRD3_4	<i>Do you think investing in the following would be a good investment or a bad investment? Yahoo, Inc. (Flickr, Tumblr)</i>		
	Good investment	422	39%
	Bad investment	267	25%
	Don't Know / No Opinion	385	36%
BRD3_5	<i>Do you think investing in the following would be a good investment or a bad investment? Alphabet, Inc. (Google)</i>		
	Good investment	500	47%
	Bad investment	116	11%
	Don't Know / No Opinion	458	43%
BRD4	<i>Which of the following would you most prefer to invest in?</i>		
	Snap, Inc. (Snapchat)	84	8%
	Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)	422	39%
	Twitter, Inc. (Twitter)	78	7%
	Yahoo, Inc. (Flickr, Tumblr)	56	5%
	Alphabet, Inc. (Google)	202	19%
	Don't Know / No Opinion	234	22%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Investors	1074	100%
xdemGender	Gender: Male	624	58%
	Gender: Female	451	42%
	N	1074	
age5	Age: 18-29	116	11%
	Age: 30-44	284	26%
	Age: 45-54	190	18%
	Age: 55-64	217	20%
	Age: 65+	267	25%
	N	1074	
xpid3	PID: Dem (no lean)	387	36%
	PID: Ind (no lean)	268	25%
	PID: Rep (no lean)	419	39%
	N	1074	
xpidGender	PID/Gender: Dem Men	208	19%
	PID/Gender: Dem Women	179	17%
	PID/Gender: Ind Men	170	16%
	PID/Gender: Ind Women	98	9%
	PID/Gender: Rep Men	246	23%
	PID/Gender: Rep Women	174	16%
	N	1074	
xdemTea	Tea Party: Supporter	374	35%
	Tea Party: Not Supporter	695	65%
	N	1069	
xeduc3	Educ: < College	521	49%
	Educ: Bachelors degree	326	30%
	Educ: Post-grad	227	21%
	N	1074	
xdemInc3	Income: Under 50k	289	27%
	Income: 50k-100k	477	44%
	Income: 100k+	308	29%
	N	1074	
xdemWhite	Ethnicity: White	905	84%
xdemHispBin	Ethnicity: Hispanic	190	18%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	92	9%
demRaceOther	Ethnicity: Other	77	7%
xrelNet	Relig: Protestant	319	30%
	Relig: Roman Catholic	344	32%
	Relig: Ath./Agn./None	212	20%
	Relig: Something Else	135	13%
	N	1010	
xreligion1	Relig: Jewish	40	4%
xreligion2	Relig: Evangelical	290	27%
	Relig: Non-Evang. Catholics	437	41%
	N	728	
xreligion3	Relig: All Christian	728	68%
	Relig: All Non-Christian	347	32%
	N	1074	
xdemUsr	Community: Urban	318	30%
	Community: Suburban	548	51%
	Community: Rural	208	19%
	N	1074	
xdemEmploy	Employ: Private Sector	502	47%
	Employ: Government	81	8%
	Employ: Self-Employed	98	9%
	Employ: Homemaker	44	4%
	Employ: Student	17	2%
	Employ: Retired	263	24%
	Employ: Unemployed	27	3%
	Employ: Other	43	4%
	N	1074	
xdemJobStatus	Job Type: White-collar	638	59%
	Job Type: Blue-collar	360	34%
	Job Type: Don't Know	75	7%
	N	1074	
xdemMilHH1	Military HH: Yes	262	24%
	Military HH: No	813	76%
	N	1074	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	417	39%
	2016 Vote: Republican Donald Trump	477	44%
	2016 Vote: Someone else	92	9%
	N	986	
xsubVote12O	2012 Vote: Barack Obama	515	48%
	2012 Vote: Mitt Romney	403	38%
	2012 Vote: Other	36	3%
	2012 Vote: Didn't Vote	117	11%
	N	1072	
xreg4	4-Region: Northeast	236	22%
	4-Region: Midwest	225	21%
	4-Region: South	352	33%
	4-Region: West	261	24%
	N	1074	
Trump_Fav	Trump: Fav	576	54%
	Trump: Unfav	463	43%
	Trump: DK/NO	36	3%
	N	1074	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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