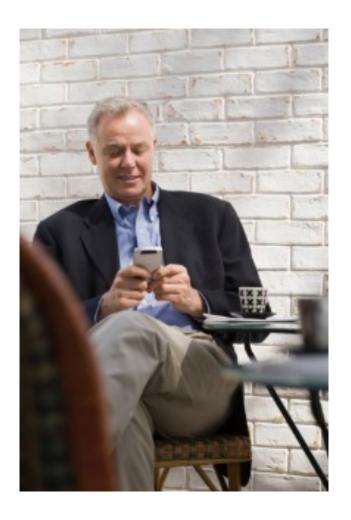


Maritz Research and evolve24-Twitter Study

September 2011

Methodology

- Maritz Research surveyed an online panel of 1,298 US Consumers
- The panel was pre-identified as:
 - Twitter users who frequently tweet
 - Have used Twitter to complain about a specific product, service, brand, or company
 - At least 18 years of age



Summary Findings

- Nearly half of respondents expected the company to read their Tweet
- Nearly 1/3 of respondents received a response from the company about their Twitter complaint
- Of those who received follow-up:
 - 83% said they liked or loved hearing from the company
 - Only 4% didn't like or hated hearing from the company
 - Nearly three in four were very or somewhat satisfied with the company's response
- Of those who did not receive follow-up:
 - 86% would have liked or loved hearing from the company regarding their complaint tweet
 - Only 1% would have not liked it or hated it if they were contacted by the company regarding their complaint tweet
 - 63% would not like it or hate it if the company contacted them about something other than their complaint tweet

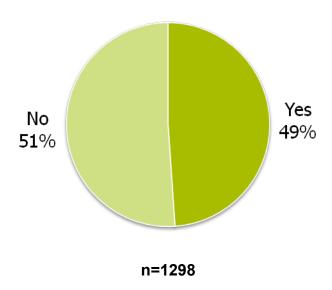


Detailed Findings



Nearly half of respondents <u>expected</u> the company to read their Tweet

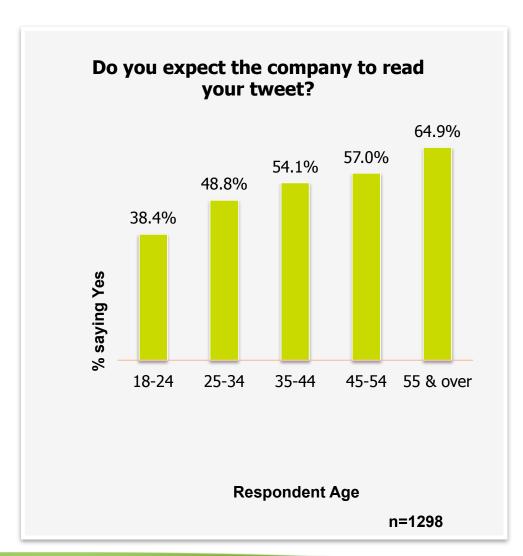






As respondents' ages increased, so did their expectations that the company would read their Tweet

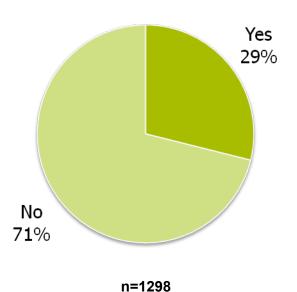
- ½ of respondents expected the company to read their tweet
- Respondents in older age groups were more likely to say they expected the company to read their tweet



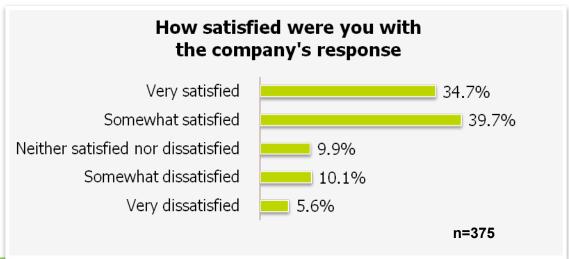


Nearly 1/3 received follow-up from the company regarding their complaint and 83% "loved" or "liked" receiving a response

Has anyone from the company contacted you about your complaint as a result of your Tweet?



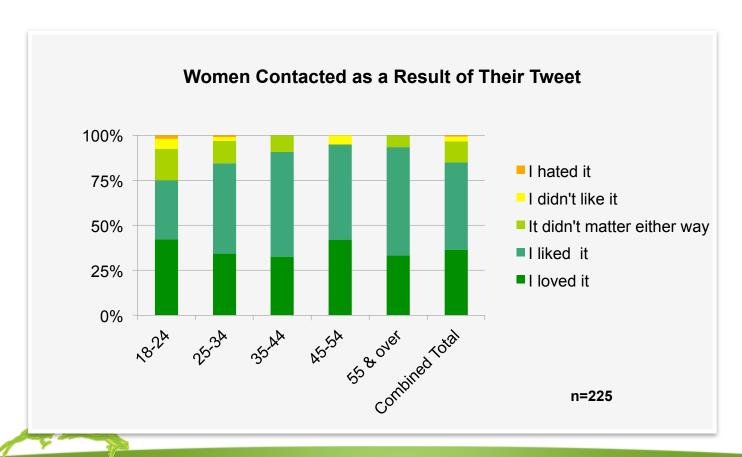




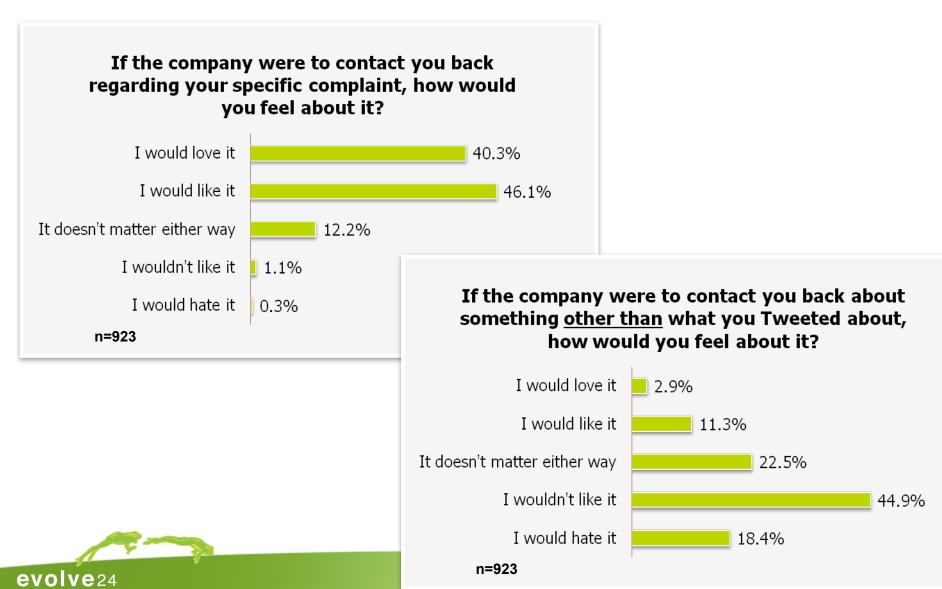


Groups that liked responses the most: Women 35 & up

- Oldest groups of women liked getting a response the most
- Women 35 and over liked hearing from the company a full 10 percentage points higher than the average

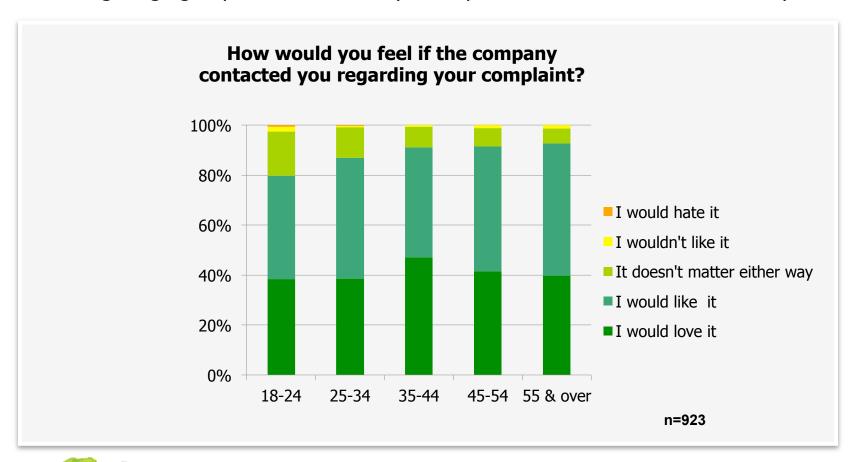


Of those who weren't contacted regarding their complaint, 86% would have appreciated a reply...but only about their specific complaint



Older age groups are more favorable toward company response

- Older age groups were more likely to say they would like it or love it if the company contacted them
- Younger age groups were more likely to respond "It doesn't matter either way"







For more information, please contact:

Jennifer Larsen 636.827.1523 Jennifer.Larsen@maritz.com