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 expected the company to read their Tweet.

When you Tweeted your specific complaint, did you expect the company to read your Tweet?

- Yes: 49%
- No: 51%

n=1298
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

<table>
<thead>
<tr>
<th>Respondent Age</th>
<th>% saying Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>38.4%</td>
</tr>
<tr>
<td>25-34</td>
<td>48.8%</td>
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<tr>
<td>35-44</td>
<td>54.1%</td>
</tr>
<tr>
<td>45-54</td>
<td>57.0%</td>
</tr>
<tr>
<td>55 &amp; over</td>
<td>64.9%</td>
</tr>
</tbody>
</table>
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?**

- Yes: 29% (n=375)
- No: 71% (n=1298)

**How did you feel when the company contacted you as a result of your Tweet?**

- I loved it: 32.0%
- I liked it: 51.5%
- It didn’t matter either way: 12.5%
- I didn’t like it: 3.2%
- I hated it: 0.8% (n=375)

**How satisfied were you with the company's response?**

- Very satisfied: 34.7%
- Somewhat satisfied: 39.7%
- Neither satisfied nor dissatisfied: 9.9%
- Somewhat dissatisfied: 10.1%
- Very dissatisfied: 5.6% (n=375)
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

![Chart showing women contacted as a result of their tweet]
Of those who weren’t contacted regarding their complaint, 86% would have appreciated a reply…but only about their specific complaint.

If the company were to contact you back regarding your specific complaint, how would you feel about it?

- I would love it: 40.3%
- I would like it: 46.1%
- It doesn’t matter either way: 12.2%
- I wouldn’t like it: 1.1%
- I would hate it: 0.3%

n=923

If the company were to contact you back about something other than what you Tweeted about, how would you feel about it?

- I would love it: 2.9%
- I would like it: 11.3%
- It doesn’t matter either way: 22.5%
- I wouldn’t like it: 44.9%
- I would hate it: 18.4%

n=923
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.”

How would you feel if the company contacted you regarding your complaint?

- I would hate it
- I wouldn’t like it
- It doesn’t matter either way
- I would like it
- I would love it

![Bar Chart](image)

- 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.”

n=923
For more information, please contact:

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