Informing Institutional Investors in the Digital Age

How institutional investors worldwide use and rate social media

An AMO Global Survey – January 2014
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OVERVIEW

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Who we spoke to

The AMO network’s member agencies interviewed:

- a total of 105 institutional investors, including pension funds, insurance companies, fund managers etc;
- in 12 countries around the world*;
- with an average 17 years of experience in the industry each;
- managing a total of over US$ 3.83 trillion between them.

*Canada, France, Germany, Italy, HK & China, Netherlands, Poland, Spain, Sweden, Switzerland, UK, USA
What we asked

We asked them:

• *where do you get your information?*
• *how reliable do you consider various media, both traditional and digital?*
• *which social media sites do you consult, professionally and privately?*
• *and what do you think of social media as a financial communications tool?*
What they told us

Key learnings about institutional investors’ use of information sources overall and social media in particular:

• *Investors’ use of the various traditional news sources, and perceptions of their reliability, vary hugely from market to market.*

• *Newswires clearly rule, for both frequency of use and reliability.*

• *Corporate websites are more often consulted and are much more respected than SoMe sites.*

• *SoMe sites are seen growing in importance, but in practice are still seldom consulted, and rank very low in trust.*
1. HOW SOCIAL MEDIA IS USED AS A PROFESSIONAL TOOL
   BY INSTITUTIONAL INVESTORS
What we learned about institutional investors’ use of social media

Even if they don’t use SoMe much, it can be useful

56% say SoMe isn’t yet significant
About 33% use it as a ‘heads-up’ and in exceptional situations.

Whether they consult it or not, SoMe doesn’t get much respect.

85% say SoMe sites are not generally reliable.

But almost everyone agrees it’s growing in importance

82% say use of SoMe will grow in financial comms
Social media are not frequently consulted in most markets

How often do you consult new and social media?

GLOBAL
- Very frequently: 13%
- Frequently: 17%
- Occasionally: 40%
- Never: 30%

FRANCE
- Never: 0%
- Occasionally: 10%
- Frequently: 10%
- Very frequently: 80%

GERMANY
- Never: 0%
- Occasionally: 10%
- Frequently: 20%
- Very frequently: 30%

HK & CHINA
- Never: 30%
- Occasionally: 30%
- Frequently: 20%
- Very frequently: 20%

ITALY
- Never: 20%
- Occasionally: 20%
- Frequently: 60%
- Very frequently: 0%

NETHERLANDS
- Never: 20%
- Occasionally: 20%
- Frequently: 40%
- Very frequently: 30%

POLAND
- Never: 0%
- Occasionally: 10%
- Frequently: 10%
- Very frequently: 80%

SPAIN
- Never: 10%
- Occasionally: 10%
- Frequently: 50%
- Very frequently: 30%

SWEDEN
- Never: 10%
- Occasionally: 10%
- Frequently: 60%
- Very frequently: 20%

UK
- Never: 10%
- Occasionally: 40%
- Frequently: 20%
- Very frequently: 30%

USA
- Never: 40%
- Occasionally: 20%
- Frequently: 30%
- Very frequently: 10%
Social media is rarely seen as reliable

How reliable do you consider social media?

GLOBAL
- Always reliable: 0%
- Usually reliable: 17%
- Occasionally reliable: 51%
- Rarely reliable: 32%

FRANCE
- Rarely reliable: 40%

GERMANY
- Always reliable: 0%
- Usually reliable: 20%
- Occasionally reliable: 40%
- Rarely reliable: 40%

HK & CHINA
- Rarely reliable: 40%

ITALY
- Occasionally reliable: 60%
- Rarely reliable: 30%

NETHERLANDS
- Occasionally reliable: 30%

POLAND
- Occasionally reliable: 50%

SPAIN
- Always reliable: 0%

SWEDEN
- Occasionally reliable: 60%

UK
- Occasionally reliable: 50%

USA
- Occasionally reliable: 30%
But it is still widely welcomed in most markets as a positive innovation.

What is your opinion regarding social media in financial communications? (several answers possible)

GLOBAL
- A welcome innovation, making news dissemination more direct and rapid: 37%
- A useful “heads-up” for important information: 33%
- Not yet significant but growing in importance: 56%
- A passing fad: 7%
- An irritating distraction: 15%
- Irrelevant: 16%

FRANCE
- 30%
- 30%
- 40%
- 20%
- 20%
- 50%

GERMANY
- 10%
- 20%
- 40%
- 0%
- 20%
- 10%

HK & CHINA
- 40%
- 40%
- 0%
- 10%
- 10%

ITALY
- 30%
- 40%
- 40%
- 0%
- 0%
- 0%

NETHERLANDS
- 40%
- 10%
- 60%
- 0%
- 10%

POLAND
- 50%
- 50%
- 0%
- 10%
- 10%

SPAIN
- 50%
- 70%
- 0%
- 10%
- 0%

SWEDEN
- 40%
- 0%
- 10%
- 20%
- 0%

UK
- 40%
- 10%
- 60%
- 0%
- 20%

USA
- 50%
- 50%
- 20%
- 10%
- 0%
And expectations are high that social media will grow in importance for the investment community.

Do you expect the use of social media to grow in financial communications in coming years?

- Yes: 82%
- No: 3%
- Don't know: 15%

**Global**

- France: 70% Yes, 10% No, 20% Don't know
- Germany: 100% Yes, 0% No, 0% Don't know
- HK & China: 80% Yes, 0% No, 20% Don't know
- Italy: 90% Yes, 0% No, 10% Don't know
- Netherlands: 70% Yes, 0% No, 30% Don't know
- Poland: 90% Yes, 20% No, 40% Don't know
- Spain: 80% Yes, 10% No, 10% Don't know
- Sweden: 90% Yes, 10% No, 0% Don't know
- UK: 90% Yes, 0% No, 10% Don't know
- USA: 70% Yes, 0% No, 30% Don't know
2. HOW INSTITUTIONAL INVESTORS USE AND RATE OTHER INFORMATION SOURCES:

NEWSWIRES
NEWSPAPERS
TV & RADIO
CORPORATE WEBSITES
Newswires rank top in usefulness and reliability

- Of all the newsources, newswires are consulted the most frequently across the board and are generally rated reliable.
- Western European respondents are almost unanimous in rating newswires as always or usually reliable.
- However, US investors were more sceptical, with half saying they were only occasionally reliable.

**How often do you consult the newswires?**

- Very frequently 76%
- Frequently 15%
- Occasionally 5%
- Never 4%

**How reliable do you find the newswires?**

- Always reliable 30%
- Usually reliable 57%
- Occasionally reliable 9%
- Never 4%

GLOBAL FINDINGS: Please consult appendix for national findings
Newspapers are widely read, less widely trusted

- Newspapers are also consulted frequently, and although people generally find them to be usually reliable, the level of trust is not quite as high as for the newswires.
- An overwhelming number of respondents in France, the Netherlands, Italy, Poland and Sweden think newspapers are reliable (90%). However, investors in Germany, Sweden, and the UK are more guarded, and none there consider newspapers as being always reliable.
- China and the US are the most sceptical about their newspapers’ accuracy. In the US 40% and in China 50% of respondents regard newspapers as being at best occasionally or rarely reliable.

How often do you consult the newspapers?

- Very frequently 61%
- Frequently 28%
- Occasionally 10%
- Never 1%

How reliable do you find the newspapers?

- Always reliable 13%
- Usually reliable 66%
- Occasionally reliable 18%
- Never 3%

GLOBAL FINDINGS: Please consult appendix for national findings
Radio & TV are often consulted in the US, less in Europe

- Radio & TV aren’t consulted as often as wires and print, but more people consider them generally reliable than actually consult them.
- Radio & TV are most frequently consulted in the US, with 80% tuned in frequently or very frequently. In European countries like UK or in Sweden the rate is less than half.
- However, even though they watch frequently, US investors don’t rate reliability very high. 60% of US respondents say it is at best occasionally reliable. Similarly, most Chinese investors also see them as seldom reliable.
- A clear majority of Dutch and Swedish respondents say Radio & TV are generally reliable.

GLOBAL FINDINGS: Please consult appendix for national findings
Corporate websites are ranked as the most reliable source of investment information

- Corporate websites are clearly not investors’ first source of information but they are generally considered to be the most reliable.
- A vast majority of respondents in Western European countries think corporate websites are always-reliable. In France for example, 80% say corporate websites are always reliable.
- Chinese investors consult corporate websites less frequently (only 40%) but they still rank the sites as generally reliable.

How often do you consult corporate websites?
- Very frequently: 36%
- Frequently: 31%
- Occasionally: 28%
- Never: 5%

How reliable do you find corporate websites?
- Always reliable: 42%
- Usually reliable: 50%
- Occasionally reliable: 6%
- Rarely reliable: 2%

GLOBAL FINDINGS: Please consult appendix for national findings
3. WHICH SOCIAL MEDIA SITES ARE MOST FREQUENTLY CONSULTED BY INSTITUTIONAL INVESTORS AT WORK AND AT HOME

INVESTMENT FORUMS
FINANCIAL AND OTHER BLOGS
LINKEDIN
TWITTER
CORPORATE BLOGS
FACEBOOK
What we learned about particular social media sites

**Investment forums have the widest professional following among SoMe sites**

But usage is very patchy across markets

**Investment and other blogs are most popular in US and Sweden**

But German and French investors barely look at them

**LinkedIn is used fairly widely professionally**

But more investors consider it a tool for personal use

**Twitter is rated highly in the US, the UK and Italy**

Elsewhere it still doesn’t have traction

**Corporate blogs don’t have much of a following outside the US**

**Facebook is barely consulted professionally, outside Spain**

But about 40% visit the site frequently in their own time
Of all the social media sites, investment forums are most frequently consulted for professional purposes, but very rarely for personal reasons.

Certain countries have a noticeably higher rate of use for professional purposes, notably the US (60%), UK (60%), Italy (60%), Hong Kong & China (50%) and Sweden (50%).

At the other end of the scale, France stands out, with no investors ever using investment forums for professional purposes (and only 20% for private purposes).

GLOBAL FINDINGS: Please consult appendix for national findings
Financial and other blogs are relatively seldom consulted, either at work or at home. They are most popular in the US and Scandinavia, where 60% of the respondents say they consult them frequently or occasionally for professional purposes.

Elsewhere they get little traction. In the UK 70% and much of continental Europe 80% or more say they have little to no use of other blogs professionally or privately.

Do you consult investment blogs professionally?

- Regularly: 6%
- Occasionally: 26%
- Exceptionally: 38%
- Never: 30%

Do you consult investment blogs privately?

- Regularly: 7%
- Occasionally: 13%
- Exceptionally: 36%
- Never: 44%

GLOBAL FINDINGS: Please consult appendix for national findings
• LinkedIn is the most frequently consulted of the new media sites evoked by respondents, almost but not quite as often used as a professional tool as for private purposes.

• LinkedIn is most popular, both professionally and privately, in the Netherlands, where over 60% consult it regularly or occasionally. Elsewhere in northern Europe (Germany and Scandinavia notably) around 30% consult it regularly or occasionally. But the French, the Swiss, the Spanish, and the Italians barely consult it.

• In the US, over two-thirds of investors only use LinkedIn exceptionally or never at all, rising to 80% among the Chinese institutional investors.

GLOBAL FINDINGS: Please consult appendix for national findings.
Digital & social media sites: Twitter

- A majority of investors say they never consult Twitter for either professional or private purposes.
- However, the US stands out as the exception, with 40% of respondents consulting it at least daily for professional reasons, and 20% saying they look at it regularly for personal use. In the UK, 20% said they regularly look at Twitter for professional purposes.
- About 20% of the respondents appear to consider Twitter useful for professional purposes at exceptional times such as during takeovers, proxy fights, shareholder activism campaigns.
- But overall, a clear majority of investors do not consult Twitter for either professional or private purposes. Overall, almost 60% say they never look at it.

Do you consult Twitter professionally?
- Regularly 9%
- Occasionally 13%
- Exceptionally 24%
- Never 54%

Do you consult Twitter privately?
- Regularly 10%
- Occasionally 15%
- Exceptionally 24%
- Never 51%

GLOBAL FINDINGS: Please consult appendix for national findings
Corporate blogs are only really consulted as professional tools at exceptional times such as takeovers, proxy fights or activism campaigns.

US stands out as an exception, with 40% of respondents consulting corporate blogs for professional purposes as well as at home privately.

Elsewhere, however, the minority who do consult corporate blogs tend to focus on exceptional news. And in some countries, such as France, all the respondents say they never look at them.

**Do you consult corporate blogs professionally?**

- Regularly: 3%
- Occasionally: 15%
- Exceptionally: 32%
- Never: 50%

**Do you consult corporate blogs privately?**

- Regularly: 1%
- Occasionally: 9%
- Exceptionally: 28%
- Never: 62%

GLOBAL FINDINGS: Please consult appendix for national findings
Digital & social media sites: Facebook

- Of all the social media sites mentioned, Facebook is least used as a source of information, both at work and at home.
- US investors don’t use it for professional purposes, but 60% say they are signed up in a personal capacity.
- Only in Italy does it have any status as a work tool, with 30% of investors saying they consult it professionally, and 60% for private purposes.

**Do you consult Facebook professionally?**

- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 18%
- Never: 72%

**Do you consult Facebook privately?**

- Regularly: 19%
- Occasionally: 20%
- Exceptionally: 28%
- Never: 33%

GLOBAL FINDINGS: Please consult appendix for national findings
APPENDIX 1

NATIONAL FINDINGS

NEWSWIRES, NEWSPAPERS, TV & RADIO, CORPORATE WEBSITES

Q1a: How frequently do you consult these sources of information as investment professionals?

Q1b: How reliable do you find them?
Use of information sources: Newswires

How often do you consult newswires?

GLOBAL
- Very frequently: 76%
- Frequently: 15%
- Occasionally: 5%
- Never: 4%

FRANCE
- 50%
- 30%
- 0%
- 20%

GERMANY
- 80%
- 0%
- 10%
- 10%

HK & CHINA
- 70%
- 20%
- 0%
- 10%

ITALY
- 90%
- 10%
- 0%
- 0%

NETHERLANDS
- 80%
- 20%
- 0%
- 0%

POLAND
- 50%
- 40%
- 10%
- 0%

SPAIN
- 100%
- 0%
- 0%
- 0%

SWEDEN
- 90%
- 10%
- 0%
- 0%

UK
- 70%
- 20%
- 10%
- 0%

USA
- 90%
- 10%
- 0%
- 0%
Use of information sources: Newspapers

How often do you consult newspapers?

GLOBAL
- Very frequently: 61%
- Frequently: 28%
- Occasionally: 9%
- Never: 2%

FRANCE
- Very frequently: 40%
- Frequently: 50%
- Occasionally: 10%
- Never: 0%

GERMANY
- Very frequently: 50%
- Frequently: 50%
- Occasionally: 0%
- Never: 0%

HK & CHINA
- Very frequently: 30%
- Frequently: 40%
- Occasionally: 10%
- Never: 20%

ITALY
- Very frequently: 60%
- Frequently: 30%
- Occasionally: 10%
- Never: 0%

NETHERLANDS
- Very frequently: 100%
- Frequently: 0%
- Occasionally: 0%
- Never: 0%

POLAND
- Very frequently: 50%
- Frequently: 40%
- Occasionally: 10%
- Never: 0%

SPAIN
- Very frequently: 100%
- Frequently: 0%
- Occasionally: 0%
- Never: 0%

SWEDEN
- Very frequently: 70%
- Frequently: 20%
- Occasionally: 10%
- Never: 0%

UK
- Very frequently: 70%
- Frequently: 30%
- Occasionally: 0%
- Never: 0%

USA
- Very frequently: 20%
- Frequently: 50%
- Occasionally: 20%
- Never: 0%
Reliability of information sources: Newspapers

How reliable do you consider newspapers?

GLOBAL
- Always reliable: 13%
- Usually reliable: 66%
- Occasionally reliable: 5%
- Never: 19%

FRANCE
- 70%: 30%
- 0%: 70%
- 0%: 0%
- 0%: 0%

GERMANY
- 0%: 0%
- 80%: 0%
- 20%: 0%
- 0%: 0%

HK & CHINA
- 0%: 0%
- 50%: 0%
- 10%: 0%
- 0%: 0%

ITALY
- 20%: 20%
- 80%: 0%
- 0%: 0%
- 0%: 0%

NETHERLANDS
- 30%: 0%
- 70%: 0%
- 0%: 0%
- 0%: 0%

POLAND
- 50%: 0%
- 30%: 0%
- 20%: 0%
- 0%: 0%

SPAIN
- 0%: 0%
- 50%: 0%
- 50%: 0%
- 0%: 0%

SWEDEN
- 0%: 0%
- 90%: 0%
- 10%: 0%
- 0%: 0%

UK
- 0%: 0%
- 70%: 0%
- 30%: 0%
- 0%: 0%

USA
- 60%: 0%
- 30%: 0%
- 10%: 0%
- 0%: 0%
Use of information sources: Radio & TV

How often do you consult Radio & TV?

GLOBAL
- Very frequently: 19%
- Frequently: 26%
- Occasionally: 37%
- Never: 18%

FRANCE
- 20%
- 30%
- 30%
- 20%

GERMANY
- 20%
- 20%
- 30%
- 30%

HK & CHINA
- 10%
- 30%
- 30%
- 10%

ITALY
- 30%
- 20%
- 50%
- 0%

NETHERLANDS
- 30%
- 30%
- 30%
- 10%

POLAND
- 20%
- 40%
- 40%
- 0%

SPAIN
- 0%
- 0%
- 50%
- 50%

SWEDEN
- 10%
- 20%
- 60%
- 10%

UK
- 10%
- 20%
- 40%
- 30%

USA
- 40%
- 40%
- 20%
- 0%
Reliability of information sources: Radio & TV

How reliable do you consider Radio & TV?

GLOBAL
- Always reliable: 9%
- Usually reliable: 45%
- Occasionally reliable: 31%
- Rarely reliable: 15%

FRANCE
- Always reliable: 20%
- Usually reliable: 30%
- Occasionally reliable: 40%
- Rarely reliable: 10%

GERMANY
- Always reliable: 0%
- Usually reliable: 70%
- Occasionally reliable: 0%
- Rarely reliable: 10%

HK & CHINA
- Always reliable: 0%
- Usually reliable: 20%
- Occasionally reliable: 40%
- Rarely reliable: 20%

ITALY
- Always reliable: 0%
- Usually reliable: 70%
- Occasionally reliable: 30%
- Rarely reliable: 0%

NETHERLANDS
- Always reliable: 0%
- Usually reliable: 80%
- Occasionally reliable: 20%
- Rarely reliable: 0%

POLAND
- Always reliable: 20%
- Usually reliable: 40%
- Occasionally reliable: 0%
- Rarely reliable: 40%

SPAIN
- Always reliable: 0%
- Usually reliable: 0%
- Occasionally reliable: 0%
- Rarely reliable: 30%

SWEDEN
- Always reliable: 20%
- Usually reliable: 60%
- Occasionally reliable: 10%
- Rarely reliable: 10%

UK
- Always reliable: 10%
- Usually reliable: 50%
- Occasionally reliable: 40%
- Rarely reliable: 0%

USA
- Always reliable: 0%
- Usually reliable: 40%
- Occasionally reliable: 30%
- Rarely reliable: 30%
Use of information sources: Corporate websites

How often do you consult corporate websites?

GLOBAL

- Very frequently: 36%
- Frequently: 31%
- Occasionally: 28%
- Never: 5%

FRANCE

- 30%
- 40%
- 20%
- 10%

GERMANY

- 30%
- 60%
- 10%
- 0%

HK & CHINA

- 30%
- 30%
- 10%
- 0%

ITALY

- 10%
- 60%
- 50%
- 0%

NETHERLANDS

- 20%
- 50%
- 30%
- 0%

POLAND

- 10%
- 40%
- 40%
- 10%

SPAIN

- 40%
- 40%
- 20%
- 0%

SWEDEN

- 20%
- 40%
- 40%
- 0%

UK

- 60%
- 40%
- 20%
- 0%

USA

- 90%
- 10%
- 0%
- 0%
Reliability of information sources: Corporate websites

How reliable do you consider corporate websites?

GLOBAL
- Always reliable: 42%
- Usually reliable: 50%
- Occasionally reliable: 10%
- Rarely reliable: 8%

FRANCE
- Always reliable: 80%
- Usually reliable: 0%
- Occasionally reliable: 0%
- Rarely reliable: 0%

GERMANY
- Always reliable: 50%
- Usually reliable: 0%
- Occasionally reliable: 0%
- Rarely reliable: 0%

HK & CHINA
- Always reliable: 30%
- Usually reliable: 50%
- Occasionally reliable: 10%
- Rarely reliable: 10%

ITALY
- Always reliable: 10%
- Usually reliable: 70%
- Occasionally reliable: 20%
- Rarely reliable: 0%

NETHERLANDS
- Always reliable: 50%
- Usually reliable: 0%
- Occasionally reliable: 0%
- Rarely reliable: 0%

POLAND
- Always reliable: 40%
- Usually reliable: 40%
- Occasionally reliable: 10%
- Rarely reliable: 10%

SPAIN
- Always reliable: 40%
- Usually reliable: 50%
- Occasionally reliable: 10%
- Rarely reliable: 0%

SWEDEN
- Always reliable: 20%
- Usually reliable: 80%
- Occasionally reliable: 0%
- Rarely reliable: 0%

UK
- Always reliable: 70%
- Usually reliable: 30%
- Occasionally reliable: 0%
- Rarely reliable: 0%

USA
- Always reliable: 20%
- Usually reliable: 70%
- Occasionally reliable: 10%
- Rarely reliable: 0%
APPENDIX 2

NATIONAL FINDINGS

Q2: Do you consult blogs, investment forums and social media sites professionally or privately?

INVESTMENT FORUMS
FINANCIAL AND OTHER BLOGS
LINKEDIN
TWITTER
CORPORATE BLOGS
FACEBOOK
Digital & social media sites: Investment forums

Do you consult investment forums professionally?

GLOBAL

Never: 33%
Exceptionally: 28%
Occasionally: 30%
Regularly: 9%

FRANCE

GERMANY

HK & CHINA

ITALY

NETHERLANDS

POLAND

SPAIN

SWEDEN

UK

USA
Digital & social media sites: Investment forums

Do you consult investment forums privately?

GLOBAL

- Regularly: 3%
- Occasionally: 13%
- Exceptionally: 37%
- Never: 47%

FRANCE

- 0%
- 20%
- 0%
- 80%

GERMANY

- 0%
- 20%
- 0%
- 80%

HK & CHINA

- 10%
- 10%
- 40%
- 40%

ITALY

- 0%
- 0%
- 60%
- 40%

NETHERLANDS

- 0%
- 10%
- 60%
- 30%

POLAND

- 0%
- 0%
- 50%
- 50%

SPAIN

- 0%
- 20%
- 0%
- 80%

SWEDEN

- 0%
- 20%
- 60%
- 20%

UK

- 0%
- 10%
- 20%
- 70%

USA

- 20%
- 40%
- 20%
- 20%
Digital & social media sites: LinkedIn

Do you consult LinkedIn professionally?

GLOBAL

- Regularly: 9%
- Occasionally: 25%
- Exceptionally: 26%
- Never: 41%

FRANCE
- Never: 60%
- 30%
- 0%
- 10%
- Regularly: 10%

GERMANY
- Never: 50%
- 20%
- 10%
- 0%
- Regularly: 10%

HK & CHINA
- Never: 70%
- 40%
- 20%
- 10%
- Regularly: 10%

ITALY
- Never: 60%
- 30%
- 0%
- 10%
- Regularly: 10%

NETHERLANDS
- Never: 50%
- 20%
- 10%
- 0%
- Regularly: 10%

POLAND
- Never: 70%
- 40%
- 20%
- 10%
- Regularly: 10%

SPAIN
- Never: 60%
- 30%
- 20%
- 10%
- Regularly: 10%

SWEDEN
- Never: 60%
- 40%
- 20%
- 10%
- Regularly: 10%

UK
- Never: 60%
- 30%
- 0%
- 10%
- Regularly: 10%

USA
- Never: 50%
- 20%
- 10%
- 0%
- Regularly: 10%
Do you consult LinkedIn privately?

GLOBAL
- Regularly: 16%
- Occasionally: 22%
- Exceptionally: 33%
- Never: 29%

FRANCE
- Regularly: 10%
- Occasionally: 30%
- Exceptionally: 20%
- Never: 40%

GERMANY
- Regularly: 70%
- Occasionally: 20%
- Exceptionally: 10%
- Never: 0%

HK & CHINA
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 30%
- Never: 70%

ITALY
- Regularly: 0%
- Occasionally: 30%
- Exceptionally: 50%
- Never: 20%

NETHERLANDS
- Regularly: 30%
- Occasionally: 50%
- Exceptionally: 10%
- Never: 10%

POLAND
- Regularly: 10%
- Occasionally: 20%
- Exceptionally: 50%
- Never: 20%

SPAIN
- Regularly: 40%
- Occasionally: 20%
- Exceptionally: 40%
- Never: 20%

SWEDEN
- Regularly: 20%
- Occasionally: 20%
- Exceptionally: 20%
- Never: 30%

UK
- Regularly: 10%
- Occasionally: 0%
- Exceptionally: 60%
- Never: 30%

USA
- Regularly: 20%
- Occasionally: 10%
- Exceptionally: 20%
- Never: 50%
Do you consult financial & other blogs professionally?

- Regularly: 6%
- Occasionally: 26%
- Exceptionally: 38%
- Never: 30%
Do you consult financial & other blogs privately?

- **Global**: 7% Regularly, 13% Occasionally, 36% Exceptionally, 44% Never

- **France**: 0% Regularly, 10% Occasionally, 10% Exceptionally, 80% Never
- **Germany**: 0% Regularly, 0% Occasionally, 20% Exceptionally, 80% Never
- **Hong Kong & China**: 0% Regularly, 10% Occasionally, 0% Exceptionally, 80% Never
- **Italy**: 0% Regularly, 20% Occasionally, 60% Exceptionally, 30% Never
- **Netherlands**: 0% Regularly, 10% Occasionally, 60% Exceptionally, 30% Never
- **Poland**: 10% Regularly, 10% Occasionally, 50% Exceptionally, 30% Never
- **Spain**: 0% Regularly, 20% Occasionally, 70% Exceptionally, 10% Never
- **Sweden**: 10% Regularly, 20% Occasionally, 40% Exceptionally, 30% Never
- **UK**: 10% Regularly, 20% Occasionally, 20% Exceptionally, 50% Never
- **USA**: 40% Regularly, 20% Occasionally, 30% Exceptionally, 10% Never
Digital & social media sites: Twitter

Do you consult Twitter professionally?

GLOBAL
- Regularly: 9%
- Occasionally: 13%
- Exceptionally: 24%
- Never: 54%

FRANCE
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

GERMANY
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

HK & CHINA
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

ITALY
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

NETHERLANDS
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

POLAND
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

SPAIN
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

SWEDEN
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

UK
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

USA
- 0%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
Digital & social media sites: Twitter

Do you consult Twitter privately?

GLOBAL
- Regularly: 10%
- Occasionally: 15%
- Exceptionally: 23%
- Never: 52%

FRANCE
- Never: 80%
- Occasionally: 10%
- Regularly: 10%

GERMANY
- Never: 90%
- Occasionally: 0%
- Regularly: 10%

HK & CHINA
- Never: xx%
- Occasionally: xx%
- Regularly: xx%

ITALY
- Never: 90%
- Occasionally: 0%
- Regularly: 0%

NETHERLANDS
- Never: 30%
- Occasionally: 30%
- Regularly: 40%

POLAND
- Never: 70%
- Occasionally: 30%
- Regularly: 10%

SPAIN
- Never: 70%
- Occasionally: 20%
- Regularly: 10%

SWEDEN
- Never: 40%
- Occasionally: 30%
- Regularly: 40%

UK
- Never: 40%
- Occasionally: 30%
- Regularly: 30%

USA
- Never: 20%
- Occasionally: 20%
- Regularly: 20%
Digital & social media sites: Corporate blogs

Do you consult corporate blogs professionally?

- Regularly: 3%
- Occasionally: 15%
- Exceptionally: 32%
- Never: 50%

**GLOBAL**

- FRANCE
  - Never: 10%
- Occasionally: 20%
- Exceptionally: 10%
- Regularly: 0%
- Exceptionally: 0%

- GERMANY
  - Exceptionally: 0%
  - Occasionally: 20%
  - Never: 30%

- HK & CHINA
  - Occasionally: 10%
  - Exceptionally: 30%
  - Never: 50%

- ITALY
  - Occasionally: 0%
  - Exceptionally: 20%
  - Never: 60%

- NETHERLANDS
  - Occasionally: 0%
  - Exceptionally: 40%
  - Never: 60%

- POLAND
  - Occasionally: 10%
  - Exceptionally: 20%
  - Never: 10%

- SPAIN
  - Occasionally: 10%
  - Exceptionally: 70%
  - Never: 0%

- SWEDEN
  - Occasionally: 0%
  - Exceptionally: 20%
  - Never: 60%

- UK
  - Occasionally: 0%
  - Exceptionally: 20%
  - Never: 60%

- USA
  - Occasionally: 10%
  - Exceptionally: 30%
  - Never: 30%
Digital & social media sites: Corporate blogs

Do you consult corporate blogs privately?

GLOBAL
- Regularly: 1%
- Occasionally: 9%
- Exceptionally: 28%
- Never: 62%

FRANCE
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 0%
- Never: 10%

GERMANY
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 20%
- Never: 80%

HK & CHINA
- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 10%
- Never: 80%

ITALY
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 50%
- Never: 50%

NETHERLANDS
- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 0%
- Never: 50%

POLAND
- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 20%
- Never: 70%

SPAIN
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 20%
- Never: 80%

SWEDEN
- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 30%
- Never: 60%

UK
- Regularly: 0%
- Occasionally: 0%
- Exceptionally: 80%
- Never: 20%

USA
- Regularly: 10%
- Occasionally: 0%
- Exceptionally: 0%
- Never: 90%
Digital & social media sites: Facebook

Do you consult Facebook professionally?

GLOBAL
- Regularly: 0%
- Occasionally: 10%
- Exceptionally: 18%
- Never: 72%

FRANCE
- Never: 90%

GERMANY
- Occasionally: 20%
- Exceptionally: 10%
- Never: 70%

HK & CHINA
- Never: 10%

ITALY
- Occasionally: 30%
- Exceptionally: 20%
- Never: 50%

NETHERLANDS
- Occasionally: 10%
- Exceptionally: 90%

POLAND
- Occasionally: 10%
- Exceptionally: 80%

SPAIN
- Occasionally: 20%
- Exceptionally: 70%
- Never: 10%

SWEDEN
- Occasionally: 0%
- Exceptionally: 0%
- Never: 90%

UK
- Occasionally: 0%
- Exceptionally: 10%
- Never: 90%

USA
- Occasionally: 0%
- Exceptionally: 30%
- Never: 60%
Digital & social media sites: Facebook

Do you consult Facebook privately?

- **GLOBAL**
  - Regularly: 19%
  - Occasionally: 20%
  - Exceptionally: 28%
  - Never: 33%

- **FRANCE**
  - Never: 70%
  - 10%: 10%
  - 20%: 10%
  - 30%: 10%
  - 40%: 10%

- **GERMANY**
  - Never: 20%
  - 0%: 20%
  - 10%: 10%
  - 20%: 10%
  - 30%: 0%
  - 40%: 70%

- **HK & CHINA**
  - Never: 10%
  - 20%: 20%
  - 30%: 10%
  - 40%: 50%
  - 50%: 10%

- **ITALY**
  - Never: 20%
  - 40%: 40%
  - 30%: 10%
  - 10%: 30%

- **NETHERLANDS**
  - Never: 0%
  - 20%: 20%
  - 40%: 40%

- **POLAND**
  - Never: 28%
  - 30%: 33%
  - 10%: 19%

- **SPAIN**
  - Never: 10%
  - 30%: 30%
  - 10%: 10%
  - 10%: 10%

- **SWEDEN**
  - Never: 40%
  - 10%: 30%
  - 30%: 30%

- **UK**
  - Never: 30%
  - 10%: 30%
  - 30%: 30%

- **USA**
  - Never: 40%
  - 20%: 10%
  - 10%: 10%
  - 30%: 30%
## The AMO Network’s Member Agencies

<table>
<thead>
<tr>
<th>Country</th>
<th>Agency Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>National Public Relations</td>
<td><a href="http://www.national.ca">www.national.ca</a></td>
</tr>
<tr>
<td>France</td>
<td>Havas Worldwide Paris</td>
<td><a href="http://www.havasworldwideparis.com">www.havasworldwideparis.com</a></td>
</tr>
<tr>
<td>Germany</td>
<td>Hering Schuppener</td>
<td><a href="http://www.heringschuppener.com">www.heringschuppener.com</a></td>
</tr>
<tr>
<td>Hong Kong &amp; China</td>
<td>Porda Havas</td>
<td><a href="http://www.pordahavas.com">www.pordahavas.com</a></td>
</tr>
<tr>
<td>Italy</td>
<td>Ad Hoc</td>
<td><a href="http://www.adhoccommunication.it">www.adhoccommunication.it</a></td>
</tr>
<tr>
<td>Netherlands</td>
<td>SPJ</td>
<td><a href="http://www.spj.nl">www.spj.nl</a></td>
</tr>
<tr>
<td>Poland</td>
<td>NBS Communications</td>
<td><a href="http://www.nbs.pl">www.nbs.pl</a></td>
</tr>
<tr>
<td>Spain &amp; Latin America</td>
<td>Llorente &amp; Cuenca</td>
<td><a href="http://www.llorenteycuenga.com">www.llorenteycuenga.com</a></td>
</tr>
<tr>
<td>Sweden</td>
<td>Hallvarsson &amp; Halvarsson</td>
<td><a href="http://www.halvarsson.se/">www.halvarsson.se</a></td>
</tr>
<tr>
<td></td>
<td>with Bluechip Financial for IR expertise</td>
<td><a href="http://www.bluechip-financial.ch">www.bluechip-financial.ch</a></td>
</tr>
<tr>
<td>UK</td>
<td>Maitland</td>
<td><a href="http://www.maitland.co.uk">www.maitland.co.uk</a></td>
</tr>
<tr>
<td>USA</td>
<td>Abernathy MacGregor Group</td>
<td><a href="http://www.abmac.com">www.abmac.com</a></td>
</tr>
</tbody>
</table>
Contact:

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Mobile: +33 6 14 45 05 22
charles.fleming@havasww.com