BuzzFeed News



BuzzFeed News & Lucid Tech Industry Perceptions Survey

Detailed Results

In order to better understand the perceptions of the media industry among tech professionals employed at large tech companies, BuzzFeed News conducted an online survey of 1,000 randomly selected 18-64- year-olds who are employed full- time at tech companies with 500 or more employees.

The study was run from December 27th, 2018 through January 10th, 2019. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of ±3%, 19 times out of 20.

Discrepancies in or between totals are due to rounding. Bolded numbers indicate that the finding is significantly higher when compared to its counterpart.

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QOPINION. In general, how would you describe your opinion of the media?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very Positive	23%	33%	23%	12%
Somewhat Positive	31%	33%	32%	28%
Neutral – neither positive nor negative	21%	16%	20%	27%
Somewhat Negative	18%	13%	20%	22%
Very Negative	8%	5%	6%	12%
Net: Top 2	54%	66%	55%	40%
Net: Bottom 2	25%	18%	26%	33%

QUSAGE. How often, if at all, do you use each of the following media sources? - Current User Summary

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
BuzzFeed News	71%	75%	74%	63%
ABC News	82%	86%	80%	79%
Associated Press	67%	73%	67%	61%
Bloomberg News	64%	70%	66%	56%
Business Insider	63%	71%	63%	54%
CBS News	80%	84%	78%	78%
CNBC	75%	79%	76%	71%
CNN	82%	86%	81%	79%
Engadget	44%	50%	46%	36%
Fast Company	38%	43%	41%	29%
Forbes	74%	77%	76%	69%
Fox News	73%	81%	71%	67%
Fox Business News	65%	74%	64%	55%
Gizmodo	45%	51%	48%	36%
HuffPost	71%	74%	73%	65%
MSNBC	73%	77%	75%	66%
NBC News	81%	87%	80%	76%
New York Times	76%	79%	79%	71%
Recode	31%	37%	33%	23%
Reuters	59%	65%	58%	54%
Slate	40%	46%	42%	31%
TechCrunch	49%	55%	49%	42%
The Economist	56%	62%	58%	47%
The Verge	44%	51%	45%	36%
Time	72%	78%	73%	66%
USA Today	76%	80%	80%	68%
VICE Media	49%	57%	51%	39%
Vox Media	42%	49%	45%	31%
Wall Street Journal	74%	82%	75%	65%
Washington Post	73%	78%	75%	65%
Wired	61%	66%	61%	56%
Yahoo News	73%	79%	72%	67%
Yahoo Finance	63%	70%	62%	55%

QTRUST. Do you consider the following media sources to be trustworthy or untrustworthy? - Top 2 Box

Summary (Very trustworthy + somewhat trustworthy)

Used various media sources (Base Varies)	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	994	346	321	327
BuzzFeed News	65%	71%	65%	57%
ABC News	79%	84%	77%	74%
Associated Press	76%	79%	78%	72%
Bloomberg News	77%	80%	75%	74%
Business Insider	78%	80%	77%	76%
CBS News	77%	79%	78%	74%
CNBC	77%	77%	80%	75%
CNN	75%	79%	76%	72%
Engadget	73%	72%	72%	73%
Fast Company	68%	72%	67%	62%
Forbes	84%	82%	84%	86%
Fox News	68%	74%	67%	60%
Fox Business News	70%	77%	69%	62%
Gizmodo	68%	71%	66%	66%
HuffPost	71%	75%	71%	65%
MSNBC	74%	77%	74%	71%
NBC News	77%	80%	76%	74%
New York Times	81%	83%	80%	81%
Recode	68%	72%	73%	55%
Reuters	76%	79%	76%	73%
Slate	64%	71%	65%	54%
TechCrunch	78%	77%	81%	75%
The Economist	78%	80%	78%	77%
The Verge	65%	70%	67%	54%
Time	81%	82%	80%	81%
USA Today	79%	82%	79%	77%
VICE Media	66%	74%	61%	62%
Vox Media	65%	72%	67%	53%
Wall Street Journal	84%	84%	83%	84%
Washington Post	79%	82%	79%	76%
Wired	75%	74%	77%	72%
Yahoo News	70%	73%	70%	66%
Yahoo Finance	77%	80%	73%	77%

QENGAGEMENT. How much do you agree or disagree with the statements below? - Top 2 Box Summary (Strongly + somewhat agree)

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
I regularly read blogs about tech & the tech industry (e.g., Gizmodo, Engadget, Tech Crunch, etc.)	64%	74%	63%	54%
I regularly read news stories about companies in the tech sector (e.g., Google, Facebook, Twitter, etc.)	80%	84%	80%	75%
I actively follow technology companies for investing purposes	59%	69%	58%	51%
I actively follow technology news because I work in the industry	78%	84%	78%	73%

QSENTIMENTS. How much do you agree or disagree with the following statements about the media

and the tech industry? - Top 2 Box Summary (Strongly agree + somewhat agree)

and the tech muustry: - 10p 2 Box Summar	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
President Trump has a point about the media producing fake news	51%	58%	48%	48%
The media has become too feminist	38%	45%	37%	31%
The media is unfair to white men	34%	38%	32%	31%
The media has become more critical of the tech industry	55%	60%	54%	51%
The tech industry is facing backlash from the media	46%	54%	45%	38%
The media is responsible for holding the tech industry accountable for wrongdoings	54%	59%	54%	48%
The media has a strong understanding of technology	43%	53%	43%	31%
The media is knowledgeable about the tech companies it reports on	50%	58%	50%	42%
The media covers the tech industry in an unbiased way	41%	49%	42%	32%
Employees of tech companies should freely speak with the media	52%	62%	49%	46%
Employees of tech companies should not share information with the media	49%	54%	48%	46%
Employees of tech companies are smarter than most journalists	51%	62%	49%	41%
US-based tech companies should operate in China	31%	43%	28%	22%
Consumer tech companies should work with the US government on military projects	59%	64%	59%	54%

QMEDIATECH. In general, how do you think the media portrays the tech industry?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
Too Critically	28%	25%	30%	30%
Fair and Balanced	59%	61%	59%	58%
Not Critically Enough	12%	14%	10%	12%

Facebook and Cambridge Analytica	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	42%	47%	45%	35%
The media got this story wrong	16%	20%	14%	13%
The media didn't cover this story adequately	20%	19%	18%	24%
I'm not familiar with this story	22%	15%	24%	29%

General Data Protection Regulation (GDPR)	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	28%	31%	30%	23%
The media got this story wrong	17%	24%	16%	11%
The media didn't cover this story adequately	23%	21%	22%	25%
I'm not familiar with this story	32%	25%	32%	40%

Net neutrality	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	33%	35%	32%	32%
The media got this story wrong	22%	26%	22%	17%
The media didn't cover this story adequately	29%	24%	29%	34%
I'm not familiar with this story	17%	16%	18%	17%
The dominance of Fortnite	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	39%	43%	38%	36%
The media got this story wrong	16%	20%	17%	9%
The media didn't cover this story adequately	17%	15%	18%	18%
I'm not familiar with this story	29%	22%	28%	37%
Large tech mergers (i.e. AT&T and Time Warner, T-Mobile and Sprint, Disney / Comcast and Fox, etc.)	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	48%	50%	47%	48%
The media got this story wrong	13%	16%	14%	8%
The media didn't cover this story adequately	25%	23%	24%	28%
I'm not familiar with this story	14%	11%	15%	16%

Trump saves ZTE	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	19%	24%	19%	14%
The media got this story wrong	19%	24%	17%	17%
The media didn't cover this story adequately	19%	19%	20%	19%
I'm not familiar with this story	43%	34%	44%	50%
The rise and fall of Bitcoin	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	39%	38%	42%	37%
The media got this story wrong	19%	26%	15%	14%
The media didn't cover this story adequately	26%	23%	27%	29%
I'm not familiar with this story	16%	14%	15%	20%
Apple and Samsung's legal battle	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	40%	43%	40%	37%
The media got this story wrong	13%	20%	11%	9%
The media didn't cover this story adequately	23%	19%	23%	28%
I'm not familiar with this story	24%	18%	26%	27%

Elon Musk and Tesla drama	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	41%	41%	42%	39%
The media got this story wrong	22%	26%	18%	20%
The media didn't cover this story adequately	19%	16%	22%	19%
I'm not familiar with this story	19%	16%	18%	22%
Trump blocks Qualcomm- Broadcom deal	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	28%	33%	28%	22%
The media got this story wrong	15%	19%	14%	13%
The media didn't cover this story adequately	24%	24%	22%	25%
I'm not familiar with this story	33%	23%	36%	41%
Tech companies speak out about immigration	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	27%	29%	30%	21%
The media got this story wrong	19%	25%	15%	18%
The media didn't cover this story adequately	22%	21%	19%	24%
I'm not familiar with this story	32%	25%	35%	37%

Uber's fatal self-driving crash	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	42%	41%	44%	40%
The media got this story wrong	17%	22%	16%	13%
The media didn't cover this story adequately	19%	17%	19%	22%
I'm not familiar with this story	22%	20%	22%	25%
Intel CEO steps down	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	34%	37%	33%	31%
The media got this story wrong	13%	18%	12%	8%
The media didn't cover this story adequately	20%	22%	19%	18%
I'm not familiar with this story	34%	23%	36%	43%
The passing of Stephen Hawking	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	59%	55%	60%	63%
The media got this story wrong	12%	21%	9%	7%
The media didn't cover this story adequately	16%	14%	18%	16%
I'm not familiar with this story	13%	10%	14%	15%

San Francisco scooters	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	26%	28%	27%	23%
The media got this story wrong	15%	20%	13%	11%
The media didn't cover this story adequately	15%	16%	15%	14%
I'm not familiar with this story	44%	36%	45%	52%
Sexual harassment at top tech companies	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	39%	40%	39%	40%
The media got this story wrong	19%	25%	14%	16%
The media didn't cover this story adequately	23%	21%	26%	22%
I'm not familiar with this story	19%	14%	20%	22%
YouTube shooting	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	35%	36%	37%	31%
The media got this story wrong	14%	17%	11%	12%
The media didn't cover this story adequately	20%	22%	19%	19%
I'm not familiar with this story	32%	25%	33%	39%

Amazon selects New York City and Northern Virginia for New Headquarters	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	54%	52%	51%	58%
The media got this story wrong	13%	19%	12%	9%
The media didn't cover this story adequately	16%	17%	15%	15%
I'm not familiar with this story	17%	12%	22%	17%

Bloomberg report that China hacked the electronics supply chain	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	1000	346	325	329
The media got this story right	30%	34%	31%	25%
The media got this story wrong	17%	24%	14%	14%
The media didn't cover this story adequately	22%	20%	23%	24%
I'm not familiar with this story	30%	22%	32%	38%

QFAIRCOVERAGE. Which media company do you feel covers the tech industry the most fairly? (Select

one)		_		
Used various media sources (Base Varies)	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	994	346	321	327
BuzzFeed News	2%	2%	1%	4%
ABC News	3%	4%	4%	2%
Associated Press	2%		2%	3%
Bloomberg News	3%	3%	2%	4%
Business Insider	4%	2%	6%	5%
CBS News	3%	3%	3%	3%
CNBC	3%	2%	4%	3%
CNN	11%	13%	12%	9%
Engadget	6%	3%	7%	9%
Fast Company	2%	1%	1%	4%
Forbes	4%	3%	3%	5%
Fox News	6%	6%	4%	7%
Fox Business News	4%	4%	4%	5%
Gizmodo	3%	3%	2%	3%
HuffPost	3%	2%	4%	2%
MSNBC	3%	4%	3%	2%
NBC News	2%	2%	3%	2%
New York Times	7%	9%	6%	5%
Recode	0%			1%
Reuters	2%	1%	2%	3%
Slate	0%			1%
TechCrunch	12%	10%	15%	12%
The Economist	2%	2%	3%	2%
The Verge	2%	2%	3%	2%
Time	3%	3%	2%	3%
USA Today	4%	6%	4%	2%
VICE Media	2%	3%	3%	1%
Vox Media	1%	1%	1%	2%
Wall Street Journal	7%	8%	6%	7%
Washington Post	3%	2%	3%	3%
Wired	11%	9%	10%	14%
Yahoo News	3%	3%	3%	3%
Yahoo Finance	1%	1%	0%	1%

QUNFAIRCOVERAGE. Which media company do you feel covers the tech industry the least fairly?

(Select one)

Used various media sources and not covers the tech industry the most fairly (Base Varies)	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	989	343	321	325
BuzzFeed News	5%	4%	4%	7%
ABC News	3%	4%	3%	2%
Associated Press	1%	0%	3%	1%
Bloomberg News	2%	2%	3%	3%
Business Insider	1%	1%	2%	
CBS News	2%	2%	2%	1%
CNBC	3%	3%	3%	2%
CNN	13%	13%	11%	14%
Engadget	1%	1%	1%	
Fast Company	1%	2%	1%	1%
Forbes	3%	3%	4%	2%
Fox News	17%	12%	16%	23%
Fox Business News	8%	8%	6%	10%
Gizmodo	2%	3%	3%	
HuffPost	4%	3%	4%	5%
MSNBC	4%	3%	5%	4%
NBC News	3%	4%	2%	4%
New York Times	4%	5%	5%	1%
Recode	1%	1%	2%	
Reuters	1%	1%	1%	1%
Slate	2%	2%	3%	2%
TechCrunch	1%	2%	1%	1%
The Economist	3%	3%	3%	2%
The Verge	2%	2%	2%	3%
Time	2%	1%	3%	1%
USA Today	2%	4%	1%	2%
VICE Media	2%	2%	3%	1%
Vox Media	2%	2%	1%	2%
Wall Street Journal	3%	4%	2%	3%
Washington Post	3%	3%	3%	3%
Wired	3%	4%	2%	2%
Yahoo News	3%	4%	3%	3%
Yahoo Finance	3%	3%	2%	3%

AirBnB	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	36%	36%	34%	37%
This company receives too much scrutiny	18%	23%	16%	13%
This company deserves more scrutiny	22%	20%	25%	22%
Not sure	24%	21%	24%	28%

Amazon	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	51%	58%	50%	47%
This company receives too much scrutiny	17%	16%	17%	17%
This company deserves more scrutiny	23%	21%	22%	25%
Not sure	9%	5%	11%	12%

Apple	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	48%	52%	47%	43%
This company receives too much scrutiny	19%	21%	21%	16%
This company deserves more scrutiny	23%	19%	22%	27%
Not sure	10%	8%	10%	13%

BuzzFeed	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	35%	38%	35%	31%
This company receives too much scrutiny	15%	20%	15%	10%
This company deserves more scrutiny	19%	21%	19%	19%
Not sure	31%	22%	31%	40%

Dell	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	53%	55%	52%	51%
This company receives too much scrutiny	12%	16%	13%	8%
This company deserves more scrutiny	12%	12%	11%	14%
Not sure	23%	17%	25%	27%

Facebook	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	36%	42%	33%	33%
This company receives too much scrutiny	20%	23%	19%	19%
This company deserves more scrutiny	36%	30%	39%	39%
Not sure	8%	5%	9%	9%

Google / Alphabet	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	47%	51%	44%	45%
This company receives too much scrutiny	18%	20%	18%	15%
This company deserves more scrutiny	22%	20%	22%	23%
Not sure	14%	10%	16%	17%

IBM	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	49%	48%	49%	50%
This company receives too much scrutiny	13%	17%	13%	9%
This company deserves more scrutiny	14%	15%	14%	12%
Not sure	25%	20%	25%	29%

Intel	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	51%	50%	51%	52%
This company receives too much scrutiny	13%	19%	13%	7%
This company deserves more scrutiny	14%	14%	15%	12%
Not sure	23%	18%	21%	30%

Lyft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	41%	42%	39%	40%
This company receives too much scrutiny	16%	18%	16%	12%
This company deserves more scrutiny	23%	22%	23%	23%
Not sure	21%	18%	21%	25%

Microsoft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	57%	59%	56%	56%
This company receives too much scrutiny	14%	17%	13%	11%
This company deserves more scrutiny	17%	15%	18%	18%
Not sure	12%	9%	14%	15%

Oath	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	19%	24%	19%	15%
This company receives too much scrutiny	12%	16%	13%	6%
This company deserves more scrutiny	11%	14%	12%	7%
Not sure	58%	46%	57%	73%

Oracle	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	43%	46%	42%	41%
This company receives too much scrutiny	13%	18%	11%	8%
This company deserves more scrutiny	15%	14%	17%	14%
Not sure	30%	22%	30%	37%

Salesforce	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	35%	36%	34%	34%
This company receives too much scrutiny	12%	18%	11%	5%
This company deserves more scrutiny	15%	16%	14%	14%
Not sure	39%	30%	40%	46%

Samsung	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	52%	56%	50%	50%
This company receives too much scrutiny	17%	19%	18%	13%
This company deserves more scrutiny	15%	15%	14%	18%
Not sure	16%	10%	19%	19%

Tesla	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	38%	38%	43%	35%
This company receives too much scrutiny	28%	30%	26%	27%
This company deserves more scrutiny	19%	21%	18%	19%
Not sure	15%	12%	14%	20%

Twitter	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	44%	48%	43%	41%
This company receives too much scrutiny	16%	20%	17%	12%
This company deserves more scrutiny	26%	21%	26%	30%
Not sure	14%	11%	14%	17%

Uber	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
This company is adequately covered	40%	44%	37%	38%
This company receives too much scrutiny	19%	21%	19%	18%
This company deserves more scrutiny	28%	24%	30%	29%
Not sure	14%	11%	14%	16%

QINDUSTRY. How would you describe the tech industry's impact on society?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	42%	47%	43%	35%
Somewhat positive	38%	36%	34%	44%
Neutral – neither negative nor positive	13%	11%	15%	13%
Somewhat negative	6%	5%	7%	7%
Very negative	1%	2%	1%	2%
Net: Top 2	79%	83%	77%	78%
Net: Bottom 2	8%	7%	8%	8%

AirBnB	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	23%	20%	25%	26%
Somewhat positive	33%	36%	32%	33%
Neutral – neither negative nor positive	27%	27%	28%	24%
Somewhat negative	7%	8%	6%	7%
Very negative	3%	4%	2%	4%
Net: Top 2	57%	55%	56%	58%
Net: Bottom 2	10%	12%	8%	10%

Amazon	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	49%	53%	53%	43%
Somewhat positive	26%	25%	25%	28%
Neutral – neither negative nor positive	11%	12%	10%	11%
Somewhat negative	5%	3%	5%	6%
Very negative	4%	4%	3%	3%
Net: Top 2	75%	78%	77%	70%
Net: Bottom 2	8%	7%	8%	9%

Apple	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	41%	46%	44%	34%
Somewhat positive	32%	27%	31%	36%
Neutral – neither negative nor positive	11%	11%	11%	10%
Somewhat negative	7%	7%	6%	8%
Very negative	4%	5%	3%	4%
Net: Top 2	73%	74%	75%	70%
Net: Bottom 2	11%	12%	9%	12%

BuzzFeed	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	20%	22%	21%	16%
Somewhat positive	26%	29%	25%	25%
Neutral – neither negative nor positive	33%	30%	34%	34%
Somewhat negative	9%	8%	9%	11%
Very negative	5%	6%	5%	5%
Net: Top 2	46%	51%	46%	41%
Net: Bottom 2	15%	14%	13%	16%

Dell	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	36%	40%	38%	29%
Somewhat positive	33%	32%	32%	35%
Neutral – neither negative nor positive	23%	19%	24%	26%
Somewhat negative	3%	3%	2%	5%
Very negative	2%	3%	2%	2%
Net: Top 2	69%	72%	70%	64%
Net: Bottom 2	5%	6%	4%	6%

Facebook	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	25%	33%	22%	19%
Somewhat positive	21%	25%	20%	18%
Neutral – neither negative nor positive	12%	9%	16%	12%
Somewhat negative	18%	16%	17%	22%
Very negative	14%	12%	14%	16%
Net: Top 2	46%	58%	42%	38%
Net: Bottom 2	32%	27%	31%	39%

Google / Alphabet	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	44%	47%	47%	37%
Somewhat positive	29%	29%	23%	34%
Neutral – neither negative nor positive	14%	14%	15%	12%
Somewhat negative	4%	4%	4%	5%
Very negative	3%	3%	3%	2%
Net: Top 2	73%	76%	70%	71%
Net: Bottom 2	7%	7%	7%	7%

IBM	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	39%	42%	41%	34%
Somewhat positive	31%	30%	28%	35%
Neutral – neither negative nor positive	20%	19%	22%	20%
Somewhat negative	4%	3%	4%	3%
Very negative	2%	3%	1%	2%
Net: Top 2	70%	72%	69%	69%
Net: Bottom 2	6%	6%	5%	6%

Intel	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	42%	45%	45%	36%
Somewhat positive	29%	29%	24%	33%
Neutral – neither negative nor positive	22%	19%	24%	22%
Somewhat negative	3%	3%	3%	3%
Very negative	1%	2%	1%	1%
Net: Top 2	71%	73%	69%	70%
Net: Bottom 2	5%	5%	4%	5%

Lyft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	25%	24%	28%	22%
Somewhat positive	37%	39%	34%	37%
Neutral – neither negative nor positive	23%	24%	22%	24%
Somewhat negative	6%	5%	7%	6%
Very negative	3%	4%	2%	3%
Net: Top 2	62%	63%	62%	60%
Net: Bottom 2	9%	9%	9%	9%

Microsoft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	46%	51%	44%	43%
Somewhat positive	32%	30%	33%	33%
Neutral – neither negative nor positive	11%	9%	12%	13%
Somewhat negative	4%	4%	4%	5%
Very negative	2%	3%	2%	2%
Net: Top 2	78%	82%	77%	76%
Net: Bottom 2	7%	7%	6%	7%

Oath	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	11%	13%	13%	7%
Somewhat positive	16%	20%	17%	11%
Neutral – neither negative nor positive	56%	50%	53%	64%
Somewhat negative	4%	5%	4%	4%
Very negative	2%	3%	2%	2%
Net: Top 2	27%	33%	30%	18%
Net: Bottom 2	7%	8%	6%	5%

Oracle	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	31%	31%	34%	29%
Somewhat positive	30%	33%	26%	31%
Neutral – neither negative nor positive	28%	23%	30%	30%
Somewhat negative	4%	5%	4%	4%
Very negative	2%	3%	2%	1%
Net: Top 2	61%	64%	60%	59%
Net: Bottom 2	6%	8%	6%	5%

Salesforce	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	23%	25%	26%	17%
Somewhat positive	30%	31%	30%	28%
Neutral – neither negative nor positive	37%	33%	37%	42%
Somewhat negative	2%	3%	2%	2%
Very negative	2%	3%	1%	2%
Net: Top 2	52%	55%	56%	45%
Net: Bottom 2	4%	6%	2%	4%

Samsung	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	41%	46%	44%	34%
Somewhat positive	33%	32%	29%	39%
Neutral – neither negative nor positive	17%	16%	18%	16%
Somewhat negative	4%	3%	3%	5%
Very negative	2%	1%	2%	2%
Net: Top 2	75%	78%	73%	73%
Net: Bottom 2	5%	4%	5%	7%

Tesla	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	30%	29%	33%	29%
Somewhat positive	34%	34%	30%	37%
Neutral – neither negative nor positive	21%	22%	22%	19%
Somewhat negative	6%	7%	6%	5%
Very negative	3%	3%	3%	2%
Net: Top 2	64%	64%	62%	65%
Net: Bottom 2	9%	10%	9%	8%

Twitter	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	25%	29%	26%	18%
Somewhat positive	24%	25%	22%	25%
Neutral – neither negative nor positive	16%	19%	17%	12%
Somewhat negative	17%	12%	18%	22%
Very negative	10%	9%	8%	12%
Net: Top 2	49%	54%	49%	43%
Net: Bottom 2	27%	22%	26%	34%

Uber	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Very positive	28%	31%	29%	24%
Somewhat positive	33%	33%	31%	35%
Neutral – neither negative nor positive	18%	17%	18%	20%
Somewhat negative	9%	8%	9%	11%
Very negative	5%	7%	5%	3%
Net: Top 2	61%	64%	60%	59%
Net: Bottom 2	14%	15%	14%	13%

QCOMPANY_DESCRIPTOR. Based on everything you know, have heard or imagine, please indicate which words or phrases describe the personality or character of the following tech companies.

AirBnB	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	217	78	73	66
Aggressive	11%	18%	8%	5%
Arrogant	15%	18%	14%	14%
Biased	15%	12%	15%	18%
Conformist	12%	14%	11%	12%
Controversial	25%	22%	26%	29%
Exploitive	13%	15%	15%	9%
Frustrating	19%	22%	16%	20%
Intimidating	11%	14%	10%	8%
Omnipresent	14%	17%	16%	9%
Secretive	15%	13%	19%	14%
Bold	18%	18%	16%	20%
Customer-oriented	38%	33%	41%	39%
Dependable	23%	24%	27%	17%
Humble	17%	17%	21%	12%
Innovative	31%	23%	36%	35%
Leader	23%	19%	29%	20%
Open	24%	27%	21%	23%
Organized	26%	21%	29%	30%
Responsible	22%	21%	22%	23%
Stable	19%	21%	21%	17%
Responsive	25%	27%	23%	26%
Respectable	22%	19%	25%	23%
None of these	15%	13%	14%	18%
Net: Positive	70%	65%	78%	67%
Net: Negative	59%	65%	60%	52%

QCOMPANY_DESCRIPTOR. Based on everything you know, have heard or imagine, please indicate which words or phrases describe the personality or character of the following tech companies.

Amazon	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	221	71	80	70
Aggressive	35%	31%	35%	40%
Arrogant	23%	24%	19%	27%
Biased	14%	15%	13%	16%
Conformist	14%	21%	15%	6%
Controversial	25%	28%	23%	24%
Exploitive	24%	23%	28%	21%
Frustrating	18%	17%	20%	17%
Intimidating	24%	20%	24%	29%
Omnipresent	34%	37%	34%	33%
Secretive	25%	27%	23%	26%
Bold	38%	31%	45%	39%
Customer-oriented	56%	54%	54%	61%
Dependable	48%	45%	50%	47%
Humble	18%	17%	21%	16%
Innovative	48%	45%	53%	46%
Leader	55%	49%	58%	57%
Open	27%	28%	31%	20%
Organized	48%	45%	51%	46%
Responsible	37%	42%	43%	24%
Stable	49%	49%	54%	44%
Responsive	42%	45%	39%	41%
Respectable	39%	44%	40%	34%
None of these	6%	1%	9%	7%
Net: Positive	91%	94%	90%	90%
Net: Negative	73%	73%	75%	71%

Apple	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	218	62	79	77
Aggressive	29%	21%	34%	30%
Arrogant	33%	19%	42%	36%
Biased	25%	21%	38%	14%
Conformist	18%	15%	19%	19%
Controversial	25%	16%	29%	27%
Exploitive	26%	26%	34%	18%
Frustrating	22%	23%	27%	18%
Intimidating	28%	29%	32%	22%
Omnipresent	23%	23%	20%	27%
Secretive	34%	29%	34%	38%
Bold	37%	31%	39%	40%
Customer-oriented	41%	34%	38%	51%
Dependable	35%	34%	37%	34%
Humble	17%	15%	18%	17%
Innovative	50%	39%	49%	60%
Leader	50%	39%	47%	61%
Open	21%	24%	20%	18%
Organized	36%	35%	30%	43%
Responsible	28%	31%	25%	29%
Stable	42%	37%	38%	49%
Responsive	28%	29%	19%	35%
Respectable	38%	39%	35%	39%
None of these	6%	8%	4%	5%
Net: Positive	89%	85%	89%	91%
Net: Negative	76%	68%	85%	74%

BuzzFeed	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	221	79	77	65
Aggressive	19%	15%	23%	17%
Arrogant	20%	22%	19%	18%
Biased	24%	24%	26%	20%
Conformist	20%	18%	22%	22%
Controversial	30%	34%	34%	20%
Exploitive	19%	25%	17%	14%
Frustrating	17%	15%	18%	17%
Intimidating	16%	15%	19%	12%
Omnipresent	13%	16%	16%	6%
Secretive	13%	14%	14%	11%
Bold	26%	25%	29%	23%
Customer-oriented	19%	20%	23%	12%
Dependable	17%	22%	19%	9%
Humble	16%	20%	18%	8%
Innovative	22%	24%	25%	17%
Leader	18%	20%	21%	11%
Open	28%	30%	34%	18%
Organized	22%	23%	29%	14%
Responsible	25%	34%	29%	11%
Stable	20%	18%	21%	23%
Responsive	23%	27%	21%	22%
Respectable	24%	28%	25%	20%
None of these	16%	6%	16%	28%
Net: Positive	70%	82%	69%	57%
Net: Negative	64%	72%	66%	52%

Dell	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	226	88	58	80
Aggressive	9%	7%	14%	9%
Arrogant	10%	9%	12%	10%
Biased	11%	15%	14%	5%
Conformist	22%	19%	24%	23%
Controversial	12%	10%	10%	14%
Exploitive	12%	11%	17%	10%
Frustrating	13%	13%	12%	15%
Intimidating	9%	11%	10%	5%
Omnipresent	18%	8%	28%	21%
Secretive	17%	17%	14%	20%
Bold	19%	24%	28%	6%
Customer-oriented	38%	38%	43%	34%
Dependable	39%	36%	43%	39%
Humble	26%	27%	36%	16%
Innovative	33%	33%	45%	25%
Leader	31%	28%	43%	26%
Open	27%	28%	29%	23%
Organized	36%	35%	41%	33%
Responsible	39%	43%	33%	38%
Stable	40%	35%	45%	41%
Responsive	27%	24%	38%	21%
Respectable	43%	36%	43%	51%
None of these	8%	8%	5%	10%
Net: Positive	85%	83%	93%	81%
Net: Negative	59%	60%	62%	56%

Facebook	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	225	89	68	68
Aggressive	33%	30%	37%	32%
Arrogant	41%	39%	41%	44%
Biased	38%	36%	43%	37%
Conformist	23%	24%	22%	24%
Controversial	50%	48%	47%	54%
Exploitive	45%	43%	43%	51%
Frustrating	40%	42%	37%	43%
Intimidating	28%	28%	26%	29%
Omnipresent	32%	30%	32%	34%
Secretive	47%	46%	49%	46%
Bold	27%	26%	25%	31%
Customer-oriented	21%	28%	18%	15%
Dependable	21%	24%	19%	21%
Humble	15%	17%	16%	10%
Innovative	30%	29%	31%	29%
Leader	30%	30%	26%	32%
Open	23%	25%	25%	19%
Organized	24%	35%	21%	15%
Responsible	19%	27%	18%	10%
Stable	21%	21%	26%	16%
Responsive	23%	26%	16%	25%
Respectable	18%	25%	16%	12%
None of these	8%	4%	13%	9%
Net: Positive	69%	79%	63%	63%
Net: Negative	82%	83%	76%	87%

Google / Alphabet	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	227	75	68	84
Aggressive	26%	24%	18%	33%
Arrogant	22%	17%	21%	26%
Biased	20%	17%	26%	17%
Conformist	15%	17%	18%	11%
Controversial	20%	17%	26%	18%
Exploitive	23%	24%	22%	24%
Frustrating	12%	13%	7%	14%
Intimidating	19%	20%	15%	21%
Omnipresent	31%	29%	31%	32%
Secretive	26%	28%	25%	24%
Bold	34%	33%	37%	32%
Customer-oriented	32%	35%	28%	33%
Dependable	48%	44%	49%	51%
Humble	16%	17%	21%	12%
Innovative	47%	47%	50%	45%
Leader	45%	40%	43%	51%
Open	27%	29%	37%	17%
Organized	41%	40%	44%	40%
Responsible	33%	31%	32%	35%
Stable	45%	33%	53%	49%
Responsive	28%	31%	31%	23%
Respectable	44%	43%	53%	39%
None of these	9%	8%	4%	13%
Net: Positive	87%	88%	91%	82%
Net: Negative	66%	61%	71%	65%

IBM	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	221	75	75	71
Aggressive	17%	23%	16%	11%
Arrogant	16%	23%	11%	14%
Biased	15%	20%	20%	6%
Conformist	21%	16%	24%	24%
Controversial	13%	21%	12%	6%
Exploitive	18%	25%	20%	7%
Frustrating	14%	19%	12%	11%
Intimidating	19%	24%	16%	17%
Omnipresent	19%	19%	17%	21%
Secretive	19%	19%	21%	18%
Bold	24%	36%	17%	18%
Customer-oriented	31%	32%	35%	25%
Dependable	49%	47%	53%	48%
Humble	19%	20%	19%	20%
Innovative	41%	43%	39%	41%
Leader	40%	39%	36%	45%
Open	20%	19%	21%	20%
Organized	48%	44%	53%	48%
Responsible	42%	39%	45%	41%
Stable	46%	43%	52%	44%
Responsive	27%	27%	24%	31%
Respectable	46%	47%	48%	44%
None of these	8%	8%	5%	11%
Net: Positive	88%	89%	92%	83%
Net: Negative	62%	69%	56%	59%

Intel	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	222	84	63	75
Aggressive	17%	18%	19%	15%
Arrogant	18%	18%	16%	20%
Biased	13%	13%	19%	8%
Conformist	19%	24%	21%	12%
Controversial	11%	15%	8%	9%
Exploitive	14%	11%	17%	16%
Frustrating	11%	14%	13%	7%
Intimidating	16%	18%	14%	15%
Omnipresent	23%	21%	24%	24%
Secretive	21%	23%	16%	24%
Bold	21%	17%	30%	17%
Customer-oriented	30%	25%	40%	27%
Dependable	39%	32%	40%	47%
Humble	27%	24%	25%	32%
Innovative	41%	39%	44%	40%
Leader	38%	31%	44%	40%
Open	21%	25%	16%	20%
Organized	41%	35%	44%	45%
Responsible	40%	36%	35%	48%
Stable	42%	38%	38%	51%
Responsive	27%	27%	25%	28%
Respectable	36%	32%	37%	41%
None of these	8%	8%	10%	7%
Net: Positive	87%	85%	87%	91%
Net: Negative	66%	71%	63%	63%

Lyft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	221	78	75	68
Aggressive	14%	17%	15%	10%
Arrogant	9%	10%	7%	10%
Biased	12%	17%	13%	6%
Conformist	15%	19%	12%	13%
Controversial	23%	21%	28%	21%
Exploitive	11%	12%	12%	9%
Frustrating	13%	15%	13%	9%
Intimidating	11%	13%	13%	6%
Omnipresent	11%	17%	11%	4%
Secretive	10%	14%	12%	4%
Bold	17%	17%	20%	15%
Customer-oriented	42%	35%	45%	46%
Dependable	23%	19%	28%	21%
Humble	27%	31%	28%	21%
Innovative	32%	29%	35%	31%
Leader	16%	17%	13%	18%
Open	28%	27%	28%	28%
Organized	27%	26%	31%	24%
Responsible	29%	36%	24%	25%
Stable	25%	26%	25%	24%
Responsive	33%	29%	39%	32%
Respectable	28%	28%	32%	22%
None of these	13%	6%	13%	21%
Net: Positive	78%	85%	80%	68%
Net: Negative	58%	67%	60%	47%

Microsoft	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	221	81	69	71
Aggressive	23%	25%	28%	17%
Arrogant	18%	16%	19%	18%
Biased	14%	15%	16%	10%
Conformist	19%	17%	26%	15%
Controversial	15%	15%	20%	10%
Exploitive	19%	16%	26%	17%
Frustrating	16%	19%	16%	13%
Intimidating	22%	19%	26%	21%
Omnipresent	26%	33%	25%	20%
Secretive	22%	22%	29%	14%
Bold	28%	31%	28%	24%
Customer-oriented	41%	42%	49%	32%
Dependable	49%	44%	49%	54%
Humble	24%	25%	28%	18%
Innovative	49%	52%	51%	45%
Leader	52%	48%	57%	52%
Open	27%	30%	25%	25%
Organized	46%	46%	54%	39%
Responsible	43%	43%	46%	39%
Stable	54%	57%	55%	49%
Responsive	33%	38%	32%	28%
Respectable	52%	54%	52%	48%
None of these	8%	7%	7%	10%
Net: Positive	87%	85%	90%	87%
Net: Negative	65%	72%	67%	56%

Oath	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	219	64	77	78
Aggressive	11%	19%	13%	3%
Arrogant	12%	23%	9%	5%
Biased	14%	25%	10%	8%
Conformist	13%	17%	16%	8%
Controversial	9%	14%	9%	4%
Exploitive	11%	17%	8%	8%
Frustrating	11%	14%	13%	8%
Intimidating	9%	14%	8%	5%
Omnipresent	11%	14%	16%	3%
Secretive	17%	22%	16%	15%
Bold	13%	16%	17%	6%
Customer-oriented	17%	23%	18%	10%
Dependable	14%	27%	12%	6%
Humble	13%	14%	16%	9%
Innovative	16%	23%	16%	12%
Leader	11%	16%	14%	5%
Open	14%	16%	18%	9%
Organized	14%	25%	10%	9%
Responsible	15%	22%	17%	8%
Stable	16%	25%	18%	8%
Responsive	15%	23%	14%	9%
Respectable	14%	17%	14%	10%
None of these	43%	27%	44%	56%
Net: Positive	47%	66%	43%	35%
Net: Negative	45%	59%	45%	32%

Oracle	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	219	76	59	84
Aggressive	17%	25%	15%	11%
Arrogant	16%	20%	19%	10%
Biased	10%	11%	15%	6%
Conformist	15%	17%	14%	13%
Controversial	13%	20%	12%	7%
Exploitive	13%	17%	15%	7%
Frustrating	14%	18%	20%	5%
Intimidating	15%	16%	15%	13%
Omnipresent	17%	20%	19%	13%
Secretive	16%	18%	17%	14%
Bold	17%	21%	20%	12%
Customer-oriented	29%	36%	27%	24%
Dependable	32%	29%	37%	32%
Humble	20%	22%	25%	13%
Innovative	36%	32%	37%	38%
Leader	32%	26%	39%	31%
Open	19%	21%	25%	12%
Organized	36%	29%	49%	33%
Responsible	37%	34%	37%	38%
Stable	42%	39%	49%	40%
Responsive	21%	22%	22%	20%
Respectable	40%	28%	54%	42%
None of these	13%	14%	5%	17%
Net: Positive	82%	78%	88%	81%
Net: Negative	55%	58%	63%	46%

Salesforce	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	227	71	82	74
Aggressive	12%	15%	11%	11%
Arrogant	11%	13%	12%	9%
Biased	15%	15%	15%	14%
Conformist	19%	17%	24%	15%
Controversial	12%	13%	13%	11%
Exploitive	12%	13%	11%	14%
Frustrating	12%	20%	9%	8%
Intimidating	11%	14%	11%	9%
Omnipresent	12%	13%	13%	9%
Secretive	15%	21%	15%	11%
Bold	17%	17%	21%	14%
Customer-oriented	31%	24%	33%	35%
Dependable	26%	14%	37%	24%
Humble	14%	11%	17%	12%
Innovative	24%	18%	29%	23%
Leader	27%	18%	29%	32%
Open	22%	17%	30%	19%
Organized	29%	25%	35%	26%
Responsible	25%	13%	33%	27%
Stable	28%	23%	34%	26%
Responsive	21%	11%	30%	20%
Respectable	33%	24%	39%	34%
None of these	21%	17%	21%	26%
Net: Positive	70%	70%	72%	66%
Net: Negative	53%	63%	51%	45%

Samsung	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	224	83	72	69
Aggressive	18%	17%	11%	28%
Arrogant	12%	12%	13%	12%
Biased	13%	16%	11%	12%
Conformist	18%	18%	22%	13%
Controversial	19%	16%	21%	20%
Exploitive	15%	17%	13%	16%
Frustrating	17%	13%	21%	17%
Intimidating	16%	17%	14%	16%
Omnipresent	19%	18%	24%	14%
Secretive	19%	19%	13%	26%
Bold	33%	34%	32%	33%
Customer-oriented	43%	41%	46%	42%
Dependable	48%	49%	47%	48%
Humble	20%	28%	18%	13%
Innovative	49%	49%	51%	45%
Leader	42%	40%	42%	45%
Open	20%	19%	21%	19%
Organized	41%	39%	43%	41%
Responsible	35%	37%	32%	35%
Stable	45%	45%	43%	46%
Responsive	33%	41%	26%	32%
Respectable	41%	41%	42%	39%
None of these	8%	7%	10%	7%
Net: Positive	86%	89%	86%	83%
Net: Negative	61%	60%	61%	61%

Tesla	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	227	76	71	80
Aggressive	33%	32%	35%	33%
Arrogant	34%	29%	39%	35%
Biased	22%	26%	28%	13%
Conformist	11%	13%	14%	8%
Controversial	33%	21%	37%	41%
Exploitive	18%	18%	25%	10%
Frustrating	13%	13%	18%	8%
Intimidating	21%	21%	23%	20%
Omnipresent	18%	17%	20%	16%
Secretive	25%	20%	32%	24%
Bold	45%	42%	44%	50%
Customer-oriented	30%	33%	30%	28%
Dependable	23%	26%	24%	19%
Humble	16%	18%	17%	13%
Innovative	53%	51%	54%	54%
Leader	40%	37%	42%	40%
Open	25%	28%	25%	21%
Organized	26%	25%	31%	21%
Responsible	26%	30%	23%	25%
Stable	22%	24%	24%	20%
Responsive	30%	39%	25%	24%
Respectable	35%	36%	38%	33%
None of these	8%	8%	8%	9%
Net: Positive	84%	86%	85%	81%
Net: Negative	76%	68%	83%	78%

Twitter	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	222	79	71	72
Aggressive	23%	18%	25%	26%
Arrogant	25%	23%	25%	26%
Biased	26%	25%	28%	25%
Conformist	20%	23%	24%	14%
Controversial	42%	41%	42%	44%
Exploitive	30%	23%	42%	26%
Frustrating	30%	23%	39%	29%
Intimidating	18%	14%	20%	19%
Omnipresent	24%	27%	25%	19%
Secretive	23%	30%	20%	19%
Bold	22%	25%	24%	15%
Customer-oriented	25%	29%	24%	22%
Dependable	18%	20%	18%	17%
Humble	13%	14%	14%	11%
Innovative	27%	34%	32%	13%
Leader	18%	25%	13%	17%
Open	21%	27%	21%	15%
Organized	22%	32%	15%	17%
Responsible	19%	22%	23%	14%
Stable	23%	28%	23%	18%
Responsive	27%	27%	30%	24%
Respectable	20%	24%	23%	14%
None of these	12%	15%	8%	11%
Net: Positive	64%	66%	77%	50%
Net: Negative	77%	71%	82%	78%

Uber	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base	222	75	83	64
Aggressive	23%	21%	29%	19%
Arrogant	20%	20%	14%	28%
Biased	15%	17%	13%	16%
Conformist	10%	12%	12%	5%
Controversial	36%	40%	29%	41%
Exploitive	20%	27%	17%	17%
Frustrating	21%	20%	16%	28%
Intimidating	17%	13%	23%	13%
Omnipresent	17%	24%	16%	11%
Secretive	21%	17%	25%	20%
Bold	26%	19%	27%	33%
Customer-oriented	32%	21%	35%	42%
Dependable	28%	33%	28%	22%
Humble	16%	19%	18%	9%
Innovative	37%	29%	45%	38%
Leader	26%	24%	28%	25%
Open	28%	25%	31%	27%
Organized	23%	24%	20%	23%
Responsible	24%	27%	28%	17%
Stable	22%	19%	25%	20%
Responsive	27%	23%	31%	25%
Respectable	21%	20%	25%	16%
None of these	8%	4%	12%	6%
Net: Positive	82%	83%	82%	81%
Net: Negative	69%	76%	65%	67%

QAGE. How old are you?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
18-34	38%	40%	43%	32%
35-54	53%	53%	51%	55%
55-64	9%	7%	6%	13%

QEMPLOYMENT. Which of the following best describes your employment status?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Employed, working 30 hours or more per week	100%	100%	100%	100%
Self-employed	1%	0%	0%	1%
Student	0%		0%	0%

QINDUSTRY. Which of the following best describes the industry you currently work in?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Computer / High Tech Services	11%	10%	12%	11%
Internet / Ecommerce	5%	4%	5%	6%
Information Technology Services	52%	51%	52%	51%
Technology	33%	35%	31%	32%

QCOMPANYSIZE. Approximately, how many employees are currently employed at the company you work at worldwide?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
500 – 1999	35%	100%		
2,000 - 9,999	33%		100%	
10,000 or more	33%			100%

QD1_GENDER. Are you...?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Male	55%	59%	50%	57%
Female	44%	41%	50%	43%
Other	0%	0%		0%

QD3_REGION. Which state do you live in?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Northeast	22%	25%	18%	21%
Midwest	20%	21%	20%	20%
South	37%	34%	42%	36%
West	21%	21%	20%	22%

QD4_ETH1. Are you of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Yes, of Hispanic origin	12%	15%	10%	9%
No, not of Hispanic origin	88%	84%	89%	89%
Prefer not to answer	1%	0%	1%	2%

QD6_INCOME. Which of the following best describes your annual household income?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Less than \$25,000	2%	2%	2%	1%
\$25,000 - \$34,999	4%	4%	4%	4%
\$35,000 - \$49,999	7%	7%	7%	8%
\$50,000 - \$74,999	18%	19%	14%	20%
\$75,000 - \$99,999	22%	25%	21%	20%
\$100,000 - \$149,999	27%	25%	29%	26%
\$150,000 - \$199,999	10%	10%	12%	8%
\$200,000 or more	10%	8%	10%	12%
Prefer not to answer	1%	0%	1%	1%

QD7_EDUCATION. What is the highest degree or level of school you have completed?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Education through Grade 12	0%	0%		1%
High School Graduate	5%	6%	5%	4%
College or Some College	66%	62%	67%	69%
After Bachelor's Degree	28%	31%	28%	26%

QD8_CUSTOMER. Who are the primary customers that your business services?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Consumers	41%	44%	40%	40%
Businesses	55%	55%	56%	55%
Government (local, state or national)	16%	13%	17%	20%
Non-profit companies or organizations	12%	11%	12%	12%
Non-governmental organizations	16%	15%	14%	17%
Other	3%	3%	4%	2%
Prefer not to say	2%	2%	2%	2%

QD9_POSITION. Which of the following best describes your position?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Entry level (non-management)	7%	4%	9%	9%
Mid-level (non-management)	23%	18%	22%	28%
Low-level Management	7%	4%	6%	11%
Mid-level Management	27%	34%	24%	23%
Senior-level (non-management)	17%	14%	18%	20%
C-Level Management (CMO, CEO, etc.)	15%	21%	18%	5%
Owner / Founder	1%	2%	0%	1%
Other	1%	2%	1%	1%
Prefer not to say	1%	1%	1%	1%

QD10_REVENUE. Which of the following best describes your company's annual revenue?

	Total	Company Size: 500-1,999	Company Size: 2,000- 9,999	Company Size: 10,000+
Base:	1000	346	325	329
Less than \$10 Million	5%	8%	4%	1%
\$10 Million-\$49 Million	8%	13%	10%	1%
\$50 Million-\$99 Million	7%	12%	5%	3%
\$100 Million-\$249 Million	8%	12%	10%	2%
\$250 Million-\$499 Million	10%	13%	10%	6%
\$500 Million-\$749 Million	7%	8%	10%	4%
\$750 Million-\$999 Million	9%	9%	13%	5%
\$1 Billion +	31%	12%	21%	60%
Not Sure	15%	12%	15%	17%
Prefer not to say	2%	2%	3%	1%