

## Topline questionnaire

### 2015 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL WAVE 13 DECEMBER

#### FINAL TOPLINE

November 24 – December 21, 2015

TOTAL N=4,787

WEB RESPONDENTS N=4,317

MAIL RESPONDENTS N=470

#### ASK ALL:

SHOP1. Thinking about your general shopping habits, do you ever:

		<u>Yes</u>	<u>No/ No answer</u>
a.	Buy something online Nov 24-Dec 21, 2015 [N=4,787]	79	21
b.	Use your cell phone to buy something online Nov 24-Dec 21, 2015 [N=4,787]	51	49
c.	Purchase something through a link on a social networking site, such as Facebook, Twitter, or Instagram Nov 24-Dec 21, 2015 [N=4,787]	15	85
d.	Watch product review videos online Nov 24-Dec 21 <u>2015</u> [N=4,787]	55	45

#### ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):

SHOP3. How often do you make purchases online?

Nov 24-Dec 21	
<u>2015</u>	
N=4,178	
18	NET Weekly
5	Several times a week
13	About once a week
35	A few times a month
46	Less often
*	Refused

#### ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):

SHOP4. If given the choice, do you generally prefer to buy online or from a physical store?

Nov 24-Dec 21	
<u>2015</u>	
N=4,178	
34	Online
65	Physical store
1	Refused

**ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):**

SHOP5. In general, which of these would you be most likely to do if you needed to make a purchase?

Nov 24-Dec 21

2015

N=4,178

21	Buy from a store, without looking at prices online
14	Buy online, without visiting a store
65	Compare the price you can get online with the price you can get from a store, and then buy from wherever you can get the best deal
1	Refused

**ASK ALL:**SHOP6. In general, when shopping for something that you haven't purchased before, how important is it for you to be able to... [**RANDOMIZE**]

a. Look at or try out the product in person

Nov 24-Dec 21

2015

N=4,787

78	NET Important
30	Extremely important
48	Somewhat important
21	NET Not important
17	Not too important
4	Not important at all
1	No Answer

b. Read ratings or reviews that other people have posted online

Nov 24-Dec 21

2015

N=4,787

74	NET Important
32	Extremely important
42	Somewhat important
24	NET Not important
13	Not too important
11	Not important at all
2	No Answer

c. Buy online, without having to make a trip to the store

Nov 24-Dec 21

2015

N=4,787

42	NET Important
10	Extremely important
32	Somewhat important
56	NET Not important
33	Not too important
23	Not important at all
2	No Answer

**SHOP6 Continued...***d. Compare prices from a number of different sellers*

Nov 24-Dec 21

2015

N=4,787

86	NET Important
42	Extremely important
44	Somewhat important
13	NET Not important
10	Not too important
3	Not important at all
1	No Answer

*e. Be able to ask questions about what it is that you're buying*

Nov 24-Dec 21

2015

N=4,787

84	NET Important
42	Extremely important
41	Somewhat important
16	NET Not important
13	Not too important
3	Not important at all
1	No Answer

*f. Get advice or recommendations from people you know*

Nov 24-Dec 21

2015

N=4,787

77	NET Important
23	Extremely important
54	Somewhat important
22	NET Not important
18	Not too important
4	Not important at all
1	No Answer

*g. Buy from a store or seller that you are familiar with*

Nov 24-Dec 21

2015

N=4,787

84	NET Important
34	Extremely important
50	Somewhat important
15	NET Not important
12	Not too important
3	Not important at all
1	No Answer

**ASK ALL:**

SHOP7. Consumers today can access lots of customer reviews and ratings about products and services they might want to buy. How much do you think these ratings and reviews help to...

**[RANDOMIZE]**

*a. Ensure that the products and services people buy are safe*

Nov 24-Dec 21

2015

N=4,787

41	A lot
41	Some
13	A little
4	Not at all
1	No Answer

*b. Make consumers feel confident about what they are buying*

Nov 24-Dec 21

2015

N=4,787

46	A lot
43	Some
8	A little
2	Not at all
1	No Answer

*c. Make companies be accountable to their customers*

Nov 24-Dec 21

2015

N=4,787

45	A lot
39	Some
11	A little
4	Not at all
1	No Answer

**ASK ALL:**

SHOP8. Today a number of federal, state, and local government agencies provide oversight and regulation of the products or services that consumers might want to buy. How much do you think this government oversight helps to... **[RANDOMIZE]**

*a. Ensure that the products and services people buy are safe*

Nov 24-Dec 21

2015

N=4,787

33	A lot
42	Some
18	A little
5	Not at all
1	No Answer

**SHOP8 CONTINUED...**

*b. Make consumers feel confident about what they are buying*

Nov 24-Dec 21

2015

N=4,787

25	A lot
44	Some
21	A little
9	Not at all
1	No Answer

*c. Make companies be accountable to their customers*

Nov 24-Dec 21

2015

N=4,787

30	A lot
41	Some
20	A little
7	Not at all
1	No Answer

**ASK ALL:**

SHOP9. Thinking about some different types of purchases you might make, how often do you provide your own online ratings or reviews of...

	Always or almost always	Sometimes	Never	No Answer
Products you have purchased Nov 24-Dec 21, 2015 [N=4,787]	10	51	38	1
Restaurants you have visited Nov 24-Dec 21, 2015 [N=4,787]	8	43	48	1
Services you have used Nov 24-Dec 21, 2015 [N=4,787]	9	51	38	2

**ASK ALL:**

SHOP10. Have you ever shared your experiences with, or feelings about, a company or product on a social media site like Facebook or Twitter?

Nov 24-Dec 21

2015

N=4,787

39	Yes
59	No
1	No Answer

**ASK IF HAVE SHARED EXPERIENCE ON SOCIAL MEDIA (SHOP10=1):**

SHOP11. Thinking of the times you have shared an experience with a company or product on social media, have you done this because of...

*a. A good experience you had*

Nov 24-Dec 21

2015

N=1,740

86	Yes
13	No
1	No Answer

*b. A bad experience you had*

Nov 24-Dec 21

2015

N=1,740

77	Yes
22	No
1	No Answer

**ASK ALL:**

SHOP12. How often do you read customer ratings or reviews that other people have posted online when buying something for the first time?

Nov 24-Dec 21

2015

N=4,787

40	Always or almost always
42	Sometimes
16	Never
2	No Answer

**ASK IF READ RATINGS AT LEAST SOME OF THE TIME (SHOP12=1-2):**

SHOP13. Thinking about the product ratings and reviews that people post online, which statement comes closest to your view?

Nov 24-Dec 21

2015

N=4,148

51	They generally give an accurate picture of the true quality of the product
48	It's often hard to tell if they are truthful and unbiased
*	No Answer

**ASK IF READ RATINGS AT LEAST SOME OF THE TIME (SHOP12=1-2):**

SHOP14. When looking at customer ratings and reviews online, do you tend to pay more attention to extremely positive reviews or to extremely negative reviews to help make your decision?

Nov 24-Dec 21

2015

N=4,148

43	Extremely positive reviews
54	Extremely negative reviews
3	No Answer

**ASK ALL:**

SHOP18. Now thinking about ALL of the purchases you make in a typical week (including things like groceries, gas, services, or meals) how many do you pay for using cash?

Nov 24-Dec 21

2015

N=4,787

24	All or almost all
51	Some
24	None
1	No Answer

**ASK ALL:**

SHOP19. Which of the following statements best describes you?

Nov 24-Dec 21

2015

N=4,787

60	I try to make sure that I always have cash with me, just in case I need it
39	I don't really worry much about whether or not I have cash with me -- there are lots of other ways to pay for things these days
1	No Answer

**ASK ALL:**

SHOP20.

Do you ever use a cell phone while you are inside a physical store to...**[RANDOMIZE]**

		<u>Yes</u>	<u>No/ No answer</u>
a.	Pay for a purchase by swiping or scanning your cell phone at the register Nov 24-Dec 21, 2015 [N=4,787]	12	88
b.	See if you can find a better price online for something you want to buy Nov 24-Dec 21, 2015 [N=4,787]	45	55
c.	Look up reviews or other information online about a product you want to buy Nov 24-Dec 21, 2015 [N=4,787]	45	55
d.	Call or text someone to discuss a potential purchase Nov 24-Dec 21, 2015 [N=4,787]	59	41

**ASK ALL:**

SHOP21. Have you ever heard of Bitcoin?

Nov 24-Dec 21

2015

N=4,787

48	Yes
52	No
1	No Answer

**ASK IF HAVE HEARD OF BITCOIN (SHOP21=1):**

SHOP22. Have you yourself ever collected, traded, or used Bitcoins?

Nov 24-Dec 21

2015

N=2,884

3	Yes
97	No
1	No Answer