**2015 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL**

**WAVE 13 DECEMBER**

**NOVEMBER 24-DECEMBER 21, 2015**[[1]](#footnote-1)

**ASK ALL:**

THOUGHT How much thought have you given to the coming presidential election?

1 Quite a lot

2 Some

3 A Little

4 None

**ASK ALL:**

MATTERS Thinking about how you feel about the 2016 presidential election and the next president, where would you place yourself on the following scale?

 **[PROGRAMMING NOTE: PLEASE FLIP THE LABELS FOR HALF OF RESPONDENTS LEAVING THE SCALE ALWAYS 1🡪4]**

**[RANDOMIZE ORDER OF DEMNOMOE, REPNOMOE]**

**ASK ALL:**

DEMNOMOE Thinking about the 2016 presidential election, who would be your choice for the Democratic nomination for president?

**[PROGRAMMING NOTE: THREE OPEN END TEXT FIELDS LABELED “First choice” “Second choice (if any)” “Third choice (if any)” DO NOT INCLUDE CHECK BOXES FOR ANY CHOICES]**

**ASK ALL:**

REPNOMOE Thinking about the 2016 presidential election, who would be your choice for the Republican nomination for president?

**[PROGRAMMING NOTE: THREE OPEN END TEXT FIELDS LABELED “First choice” “Second choice (if any)” “Third choice (if any)” DO NOT INCLUDE CHECK BOXES FOR ANY CHOICES]**

ASK ALL:

SHARE\_GENERAL. Which of the following have you done in the last year?

*[Check all that apply]*

a. Loaned a book, DVD, or household item to someone you know

b. Shared your login to a paid website or streaming music or video service with someone you know

c. Helped watch someone’s house while they were out of town (for example, checked their mail, watered their plants, or fed their pets)

d. Drove a friend or family member somewhere as a favor (like the airport or an appointment)

e. Made a donation to a charitable or volunteer organization

f. None of these **[Exclusive Punch]**

ASK ALL:

TRANS\_FREQ. How frequently, if ever, do you…

a. Drive a car

b. Take public transportation (like a bus, subway, or train)

c. Walk or ride a bike somewhere (not including for exercise)

d. Take a taxi that you requested over the phone or hailed on the street

e. Travel overnight away from home (either for work or personal reasons)

RESPONSE CATEGORIES:

1 Daily or almost daily

2 Weekly

3 Monthly or less often

4 Never

**ASK ALL:**

OWNCAR. Do you currently own or lease a car, truck, or motorcycle? (Please include any vehicle you own personally, as well as those you share with another member of your household)

1 Yes

2 No

**ASK ALL:**

TRANS\_SHARE Do you ever use any of the following things?

a. A bike-sharing service

b. A car-sharing service like ZipCar or Car2Go

RESPONSE CATEGORIES:

1 Yes

2 No

**ASK ALL:**

AWARE\_SHARE Have you heard of the following terms? [**RANDOMIZE**]

a. Sharing economy

b. “Gig” economy

c. Crowdfunding

RESPONSE CATEGORIES:

1 Yes

2 No

**ASK IF HAVE HEARD OF SHARING ECONOMY (AWARE\_SHAREa=1):**

SHARING\_ECON In your own words, how would you describe the “sharing economy”?

**[Collect open end response]**

**ASK ALL:**

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

a. Buy something online

b. Use your cell phone to buy something online

c. Purchase something through a link on a social networking site, such as Facebook, Twitter, or Instagram

d. Watch product review videos online

RESPONSE CATEGORIES:

1 Yes

2 No

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

SHOP2. Do you ever…

a. Buy used or second-hand goods on websites like Ebay or Craigslist

b. Buy handmade or artisanal products on websites like Etsy

RESPONSE CATEGORIES:

1 Yes

2 No

For the next several questions, we are going to ask about your shopping and purchasing habits. As you answer these questions, please think about the purchases you might make in a typical month – NOT INCLUDING gas, groceries, or meals of any kind.

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

SHOP3. How often do you make purchases online?

1 Several times a week

2 About once a week

3 A few times a month

4 Less often

**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?

1 Online

2 Physical store

**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?

1 Buy from a store, without looking at prices online

2 Buy online, without visiting a store

3 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

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

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

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

d. Compare prices from a number of different sellers

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

f. Get advice or recommendations from people you know

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

RESPONSE CATEGORIES:

1 Extremely important

2 Somewhat important

3 Not too important

4 Not important at all

**RANDOMIZE SHOP7 and SHOP8**

**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

b. Make consumers feel confident about what they are buying

c. Make companies be accountable to their customers

RESPONSE CATEGORIES:

1 A lot

2 Some

3 A little

4 Not at all

**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

b. Make consumers feel confident about what they are buying

c. Make companies be accountable to their customers

RESPONSE CATEGORIES:

1 A lot

2 Some

3 A little

4 Not at all

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…

a. Products you have purchased

b. Restaurants you have visited

c. Services you have used

RESPONSE CATEGORIES:

1 Always or almost always

2 Sometimes

3 Never

**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?

1 Yes

2 No

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

b. A bad experience you had

RESPONSE CATEGORIES:

1 Yes

2 No

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?

1 Always or almost always

2 Sometimes

3 Never

**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?

1 They generally give an accurate picture of the true quality of the product

2 It’s often hard to tell if they are truthful and unbiased

**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?

1 Extremely positive reviews

2 Extremely negative reviews

**ASK ALL:**

SHOP15. When you are deciding whether or not to use a particular service or whether to shop at a particular store, how important is it that you know something about the pay and working conditions for the people who work there?

1 Extremely important

2 Somewhat important

3 Not very important

4 Not important at all

**ASK ALL:**

SHOP16. In general, how easy is it for you to get accurate information on the pay and working conditions of the people who work at the businesses you frequent?

1 Very easy

2 Somewhat easy

3 Not very easy

4 Not easy at all

5 Not sure / Haven’t tried to do this

**ASK ALL:**

SHOP17. Which of the following statements best describes you, even if neither is exactly right?

1 I often pay extra to support businesses that provide good pay and working conditions for their employees

2 I would like to support businesses that provide good pay and working conditions for their employees, but many times it’s hard to justify the additional cost involved

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?

1 All or almost all

2 Some

3 None

**ASK ALL:**

SHOP19. Which of the following statements best describes you?

1 I try to make sure that I always have cash with me, just in case I need it

2 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

**ASK ALL:**

SHOP20. Do you ever use a cell phone while you are inside a physical store to…**[RANDOMIZE]**

 a. Pay for a purchase by swiping or scanning your cell phone at the register

 b. See if you can find a better price online for something you want to buy

c. Look up reviews or other information online about a product you want to buy

d. Call or text someone to discuss a potential purchase

RESPONSE CATEGORIES:

1 Yes

2 No

**ASK ALL:**

SHOP21. Have you ever heard of Bitcoin?

1 Yes

2 No

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

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

1 Yes

2 No

On a different topic…

ASK ALL:

SHAREECON\_USE. Do you ever do any of the following things? **[RANDOMIZE]**

a. Work in a shared office space where anyone can pay to use an office or work area for a short period of time

b. Order groceries online from a local store and have them delivered to you using a service like Instacart, Peapod, or Fresh Direct

c. Hire someone online to do a task or household errand, using a service like TaskRabbit, Fiverr, or Amazon Mechanical Turk

d. Rent clothing or other products for a period of time using a site like Rent the Runway

e. Purchase a ticket to a sporting or entertainment event from a ticket reseller like StubHub or SeatGeek

f. Use programs that offer same-day or expedited delivery of items you purchase online, like Amazon Prime or Google Express

RESPONSE CATEGORIES:

1 Yes

2 No

**ASK ALL:**

EARN\_ONLINE. Thinking about ways you might earn money, have you done any of the following things, either currently or in the past?

a. Use an online service (such as TaskRabbit, InstaCart, or Mechanical Turk) to perform tasks, deliveries, or household errands for pay

b. Sell your own handmade products on a website like Etsy

RESPONSE CATEGORIES:

1 Yes, I do this currently

2 I don’t do this currently, but I have in the past

3 I have never done this

**ASK ALL:**

GIG\_ATTITUDE. In recent years, technology has allowed individual workers to perform one-off tasks for consumers or companies who need those services. Some examples of this trend include drivers for ride-hailing services like Uber or Lyft; people who perform deliveries through services like Instacart; or people who perform tasks through services like TaskRabbit or Amazon Mechanical Turk.

These workers typically do not follow a set schedule, get paid as they pick up assignments from customers instead of receiving an hourly wage or salary, and are responsible for providing many of their own benefits. Based on what you know, do you think these jobs… **[RANDOMIZE]**

a. Are a good entry-level job for people who are entering the workforce

b. Place too much of a financial burden on workers

c. Are great for people who want a flexible schedule

d. Are the kind of jobs you can build a career out of

e. Let companies take advantage of workers

f. Are a good option for older people who don’t want to work full-time anymore

RESPONSE CATEGORIES:

1 Yes

2 No

3 Not sure

**ASK ALL:**

CAR1. Do you ever use ride-hailing services like Uber or Lyft?

1 Yes, I have done this

2 I have not done this, but I have heard of it

3 I have never heard of this before

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR2. Have you ever worked as a driver for a ride-hailing service like Uber or Lyft, either currently or in the past?

1 Yes, I do this currently

2 I don’t do this currently, but I have in the past

3 I have never done this

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR3. As far as you know, are ride-hailing services like Uber or Lyft available where you live?

1 Yes

2 No

3 Not sure

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR4. Have you ever ridden with someone you know using a ride-hailing service like Uber or Lyft, even if you did not request the ride yourself?

1 Yes

2 No

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR5. Thinking about ride-hailing services such as Uber or Lyft, do you think the following statements describe them well? **[RANDOMIZE]**

a. Are less expensive than taking a taxi

b. Are a good option for people who have trouble getting taxis to pick them up because of their race or appearance

c. Use drivers who you would feel safe riding with

d. Save their users time and stress

e. Are more reliable than taking a taxi or public transportation

f. Provide good jobs for people who want flexible working hours

g. Serve neighborhoods that taxis won’t visit

h. Are mostly used by people who already have plenty of ways to get around

i. Collect too much personal information about their users

j. Are a good option for older adults who have a hard time getting around on their own

k. Are a good way for parents to make sure their children get around safely when they can’t drive them

RESPONSE CATEGORIES:

1 Yes

2 No

3 Not sure

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR6. Have you heard of other people having…

a. GOOD experiences using these services

b. BAD experiences using these services

RESPONSE CATEGORIES:

1 Yes

2 No

**[RANDOMIZE CAR7a AND CAR7b]**

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR7a. Which statement best describes your view of services like Uber or Lyft?

1 They are primarily software companies – their business is connecting drivers with people who are looking for a ride

2 They are primarily transportation companies – they have a lot of control over their drivers and the overall customer experience

3 Not sure

**ASK IF USE OR HAVE** **HEARD OF RIDE HAILING SERVICES (CAR1=1-2):**

CAR7b. Which statement best describes your view of the drivers who work with services like Uber or Lyft?

1 They are employees who work directly for the service or app that allows you to book a ride

2 They are independent contractors who work for themselves and use the service or app to connect to potential customers

3 Not sure

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR8. How much have you heard about the debate happening in some cities over whether services like Uber and Lyft should be regulated in the same way as existing taxi companies?

1 A lot

2 A little

3 Nothing at all

**ASK IF AWARE OF DEBATE (CAR8=1-2):**

CAR9. Some cities are currently debating how to best regulate services like Uber or Lyft. Which statement comes closest to your view on this subject?

1 These services SHOULD be required to follow the same rules and regulations as taxis – it is important that everyone follow the same rules when it comes to things like pricing, insurance, and disability access

2 These services SHOULD NOT be required to follow the same rules and regulations as taxis – it is important to let companies be innovative and meet the needs of their customers, even if that goes against existing regulations

3 I’m not sure

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR10. How often do you use ride-hailing services such as Uber or Lyft?

1 Daily or almost daily

2 Weekly

3 Monthly

4 Less often

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR11. As a user of these services, who do you think should be responsible for…?

a. Ensuring that drivers are properly trained

b. Ensuring that the vehicles are clean and safe

RESPONSE CATEGORIES:

1 Individual drivers

2 The app or service that people use to book rides

3 Both the driver and the app or service

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR12. Have you, personally, ever had a bad experience using one of these services?

1 Yes

2 No

**ASK IF HAS HAD BAD EXPERIENCE (CAR12=1):**

CAR13. Thinking about the most recent time you had a bad experience with these services, did you feel…

a. That your problem was taken seriously

b. That you had a clear way to report the problem to people who could help

c. That your problem was resolved in a satisfactory way

RESPONSE CATEGORIES:

1 Yes

2 No

On a different topic…

**ASK ALL:**

CF1. Have you ever contributed money to support a fundraising project on a website like Kickstarter or GoFundMe?

1 Yes, I have done this

2 I have not done this, but I have heard of it

3 I have never heard of this before

**ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):**

CF2. Thinking about websites like Kickstarter or GoFundMe, do you think the following statements describe them well? **[RANDOMIZE]**

a. Take attention away from more deserving charities

b. Contain a lot of frivolous projects

c. Are a good way to highlight causes or businesses that might not get much attention otherwise

d. Are a much simpler way to raise money than applying for a loan or grant

e. Help contributors feel more personally connected to the projects they support

RESPONSE CATEGORIES:

1 Yes

2 No

3 Not sure

**ASK IF CROWDFUNDING USER (CF1=1):**

CF3. How many different projects have you contributed to using these sites?

1 1-5

2 6-10

3 11 or more

**ASK IF CROWDFUNDING USER (CF1=1):**

CF4. What is the largest amount of money you have contributed to a single project?

1 $10 or less

2 $11 - $50

3 $51 - $100

4 $101 - $500

5 More than $500

ASK IF CROWDFUNDING USER (CF1=1):

CF5. Which of the following types of projects have you contributed to?

a. A project to help a person in need (with things like medical or legal bills, or unexpected debt)

c. A project to fund a new product or invention

d. A project to fund a new restaurant or other type of business

e. A project for a musician or other creative artist

f. A project for a school

RESPONSE CATEGORIES:

1 Yes, have done this

2 No, have not done this

**ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):**

CF6. Thinking about the times you have contributed to help someone in need, were any of those people… *[Check all that apply]*

a. A close friend or family member

b. A friend-of-a-friend or acquaintance

c. A public figure

d. Someone who was not a public figure, and who you did not know personally

e. None of these **[Exclusive Punch]**

**ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):**

CF7. Have you ever contributed to a project to help someone in need primarily because you felt pressured to donate by other people?

1 Yes

2 No

**ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):**

CF8. Have you ever created your own fundraising project on a website like Kickstarter or GoFundMe?

1 Yes

2 No

**ASK IF HAVE CREATED OWN FUNDRAISING PROJECT (CF8=1):**

CF9. Please describe a time that you created a project on one of these sites. What was the goal of the project? Did you eventually meet your goal?

**[Collect open end response]**

On a final topic…

ASK ALL:

LOD1. Do you ever stay overnight in a private residence that you booked using an online service like AirBnB, VRBO, or HomeAway?

1 Yes, I have done this

2 I have never done this, but I have heard of it

3 I have never heard of these services before

**ASK IF USE OR HAVE HEARD OF HOME-SHARING SERVICES (LOD1=1-2):**

LOD2. Do you ever allow other people to book your own home (or a room in your home) through a service like AirBnB, VRBO, or HomeAway, either currently or in the past?

1 Yes, do this currently

2 Don’t do this currently, but have in the past

3 Have never done this

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD3. Thinking about services such as AirBnB, VRBO, or HomeAway, do you think the following statements describe them well?

a. Are less expensive than a hotel

b. Are located in neighborhoods where it’s hard to find hotels

c. Are a good option for families or other people who like to travel as a group

d. Are not always as appealing as they are described online

e. Are risky to use

f. Are best for adventurous travelers

g. Are a good way for homeowners to earn some extra income

RESPONSE CATEGORIES:

1 Yes

2 No

3 Not sure

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD4. Have you heard of other people having…

a. GOOD experiences using these services

b. BAD experiences using these services

RESPONSE CATEGORIES:

1 Yes

2 No

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD5. Which statement best describes your view of services like AirBnB or VRBO?

1 They are software companies – their business is connecting people with a spare room or empty home with people who are looking for a place to stay

2 They are hospitality companies – they vouch for the quality of the properties they list and have a lot of control over the customer experience

3 Not sure

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD6. How much have you heard about the debate happening in some cities over whether or not homeowners should be able to legally rent out their homes using services like AirBnB or VRBO?

1 A lot

2 A little

3 Nothing at all

**ASK IF AWARE OF DEBATE (LOD6=1-2):**

LOD7. Some cities are currently debating the legality of services like AirBnB and VRBO. Which comes closest to your view on this subject?

1 These services should be legal, but owners should have to pay local hotel and lodging taxes

2 These services should be legal, and owners should NOT have to pay local hotel and lodging taxes

3 It should NOT be legal for people to rent out their homes or apartments on a short-term basis using these services

4 Not sure

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD8. Have you ever used these services to reserve a single room, or other type of shared space, in someone’s home?

1 Yes

2 No

**ASK IF HAVE STAYED IN SHARED SPACE (LOD8=1):**

LOD9. Do you worry about staying in a shared space with someone you have never met before, or is that not something you worry about?

1 Yes, worry about this

2 No, do not worry about this

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD10. As a user of these services, who do you think should be responsible for the following things?

a. Making sure properties are described accurately

b. Addressing problems that might come up during someone’s stay

c. Resolving payment issues between hosts and guests

RESPONSE CATEGORIES:

1 Homeowners

2 The app or service that people use to book a stay

3 Both the homeowner and the app or service

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD11. Have you, personally, ever had a bad experience using one of these services?

1 Yes

2 No

**ASK IF HAS HAD BAD EXPERIENCE (LOD11=1):**

LOD12. Thinking about the most recent time you have had a bad experience with these services, did you feel…

a. That your problem was taken seriously

b. That you had a clear way to report the problem to people who could help

c. That your problem was resolved in a satisfactory way

RESPONSE CATEGORIES:

1 Yes

2 No

1. Open-end responses are excluded from public datasets to protect the confidentiality of ATP panelists. Lines across page designate a page break. [↑](#footnote-ref-1)