

# About This Survey

The PSRAI January 2013 Omnibus Week 1 obtained telephone interviews with a nationally representative sample of 1,003 adults living in the continental United States. Telephone interviews were conducted by landline (501) and cell phone (502, including 241 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from January 3 to 6, 2013. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.6$  percentage points.

## Survey questions

### PIAL3. In the last 30 days, have you used your cell phone to...[INSERT ITEMS IN ORDER]

[Based on cell owners (n=908)]

a. Call a friend or family member while you were in a store for advice about a purchase you were considering making

Yes, have done this	46%
No, have not done this	53%
Yes, but not in last 30 days (VOL)	1%
Don't know	*
Refuse	*

b. Look up REVIEWS of a product while you were in a store, to help you decide if you should purchase it

Yes, have done this	28%
No, have not done this	70%
Cell phone cannot do this (VOL)	1%
Don't know	*
Refuse	*

c. Look up the PRICE of a product while you were in a store, to see if you could get a better price somewhere else

Yes, have done this	27%
No, have not done this	70%
Cell phone cannot do this (VOL)	3%
Don't know	*
Refuse	*

**PIAL4. Thinking of the most recent time you used your cell phone to look up prices on a product while you were in a store, did you end up purchasing the product? [IF YES: Did you purchase the product in that store, another store, or did you purchase it online?]**

[Based on those who have looked up product price in last 30 days using cell phone (n=200)]

Yes, purchased at store	46%
Yes, purchased at another store	6%
Yes, purchased online	12%
Not, did not purchase	30%
Don't know	4%
Refuse	1%