

**2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 40 NOVEMBER
FINAL TOPLINE
NOVEMBER 27 – DECEMBER 10, 2018
TOTAL N=10,618**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED IN OTHER REPORTS.

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

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]

	<u>A lot</u>	<u>Some</u>	<u>A little</u>	<u>Not at all</u>	<u>No answer</u>
a. Ensure that the products and services people buy are safe					
Nov 27-Dec 10, 2018	27	53	16	4	*
Nov 24-Dec 21, 2015	41	41	13	4	1
b. Make consumers feel confident about what they are buying					
Nov 27-Dec 10, 2018	37	51	10	2	*
Nov 24-Dec 21, 2015	46	43	8	2	1
c. Make companies accountable to their customers					
Nov 27-Dec 10, 2018	29	49	17	5	*
Nov 24-Dec 21, 2015	45	39	11	4	1

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?

<u>Nov 27- Dec 10 2018</u>		<u>Nov 24- Dec 21 2015</u>
57	Always or almost always	40
36	Sometimes	42
6	Never	16
*	No answer	2

ASK ALL:

QB1 When you make major life decisions, how much do you rely on advice from... **[RANDOMIZE]**

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>No answer</u>
a. Family and friends				
Nov 27-Dec 10, 2018	43	50	7	*
b. Professional experts				
Nov 27-Dec 10, 2018	31	53	15	1
Aug 11-Sept 3, 2014	25	57	18	*

NO ITEMS c,d

e. Your own research				
Nov 27-Dec 10, 2018	81	15	3	1
Aug 11-Sept 3, 2014	82	16	1	*

ASK IF FORM 2 OR FORM 3 AND RELY ON OWN RESEARCH WHEN MAKING DECISIONS**(QB1E=1,2):****QB1EXP**

Please tell us how you tend to do your own research when making major life decisions. What sorts of resources or tools do you rely on?

[OPEN END]

Nov 27- Dec 10 <u>2018</u>	
46	NET Digital tools
37	Internet
9	Google
1	Forums/Comments
1	Online reviews
1	Videos
1	Social media
*	Podcasts
*	Apps
25	NET Consulting others
14	Friends and family
12	Others in general
11	Prior education
9	Experts
8	NET Print media
7	Books
1	Magazines
*	Print in general
4	Religion
4	Reviews
2	News sources
2	Library
1	Trusted organizations
5	Other

28

Refused