



Internet Association



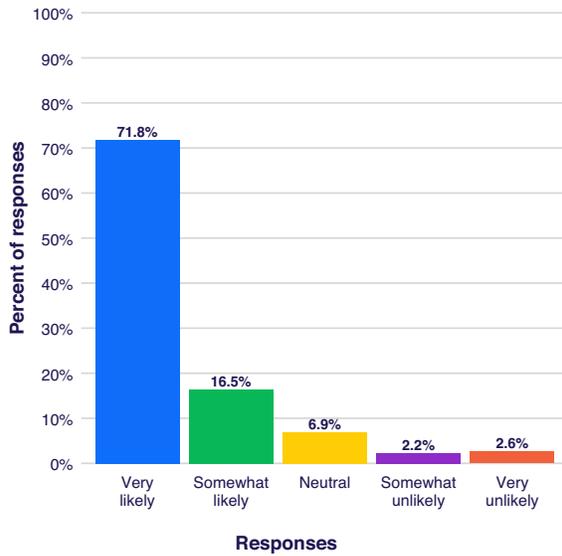
Survey On Holiday Shopping & Online Reviews

Internet Association

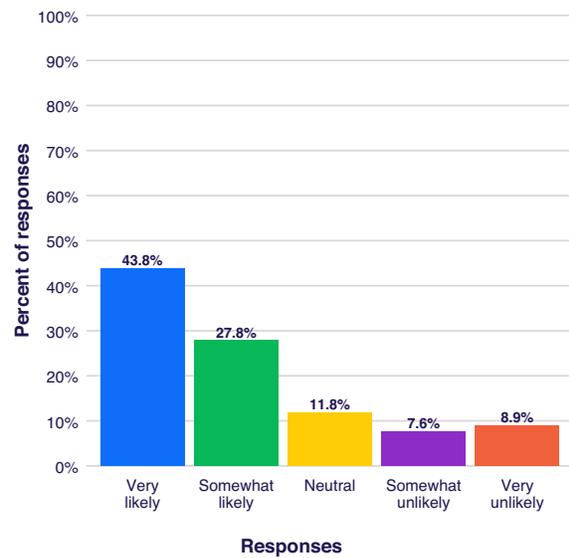


Survey On Holiday Shopping & Online Reviews

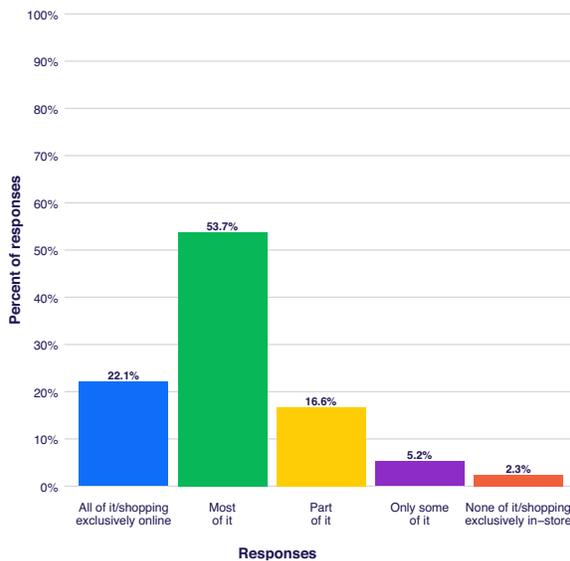
Q1. How likely are you to shop online this year for holiday gifts?



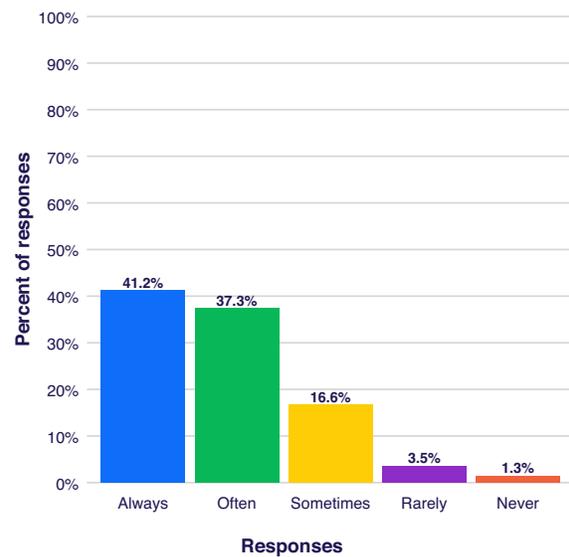
Q2. How likely are you to change your usual holiday shopping plans due to the COVID-19 pandemic?



Q3. How much of your holiday shopping do you expect to do online this year?

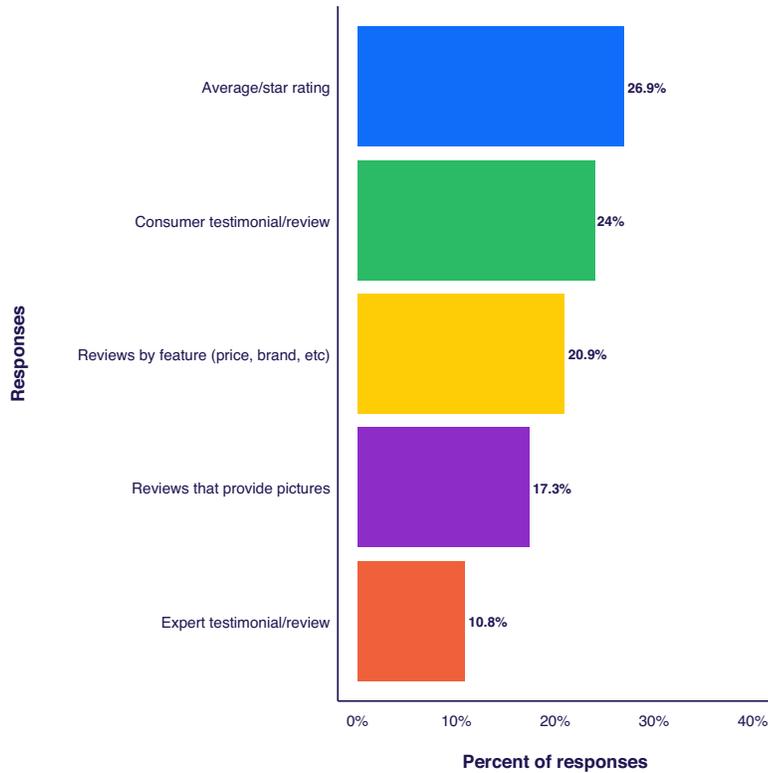


Q4. How often do you read reviews of products online before purchasing them?

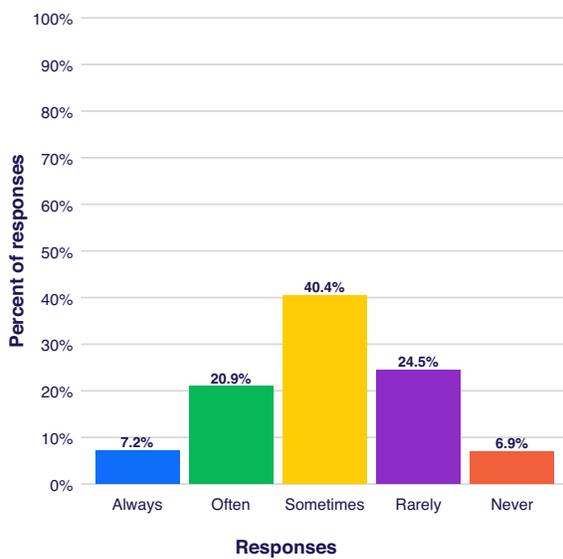




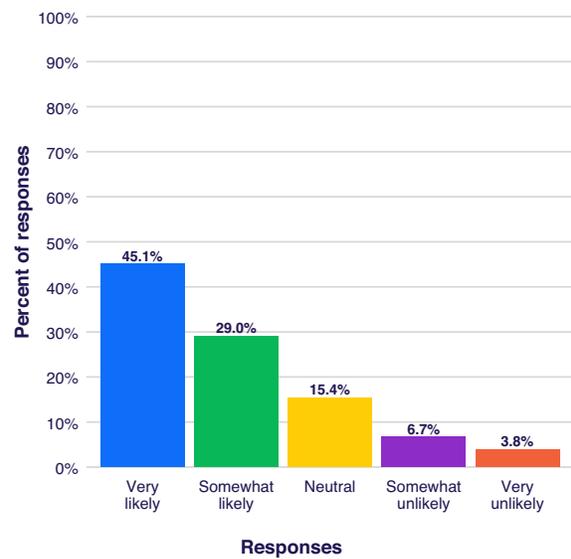
Q5. Please place the following consumer review features in order from most important to least important when deciding what to buy—1 being the most important to you.



Q6. How often do you leave a review of the products after you purchase them?

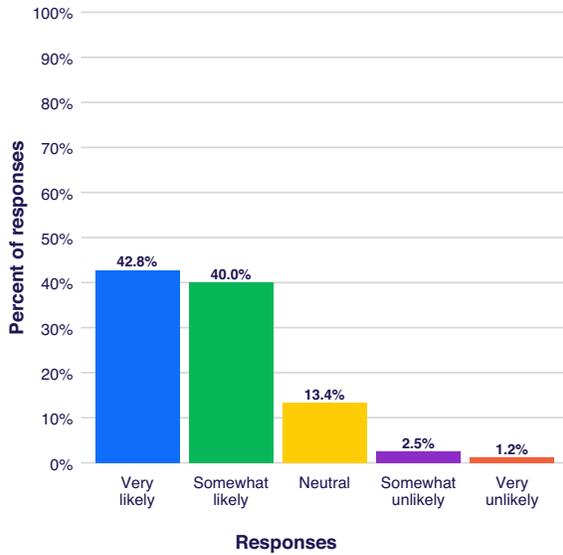


Q7. If you are dissatisfied with a product, how likely are you to leave an honest review?

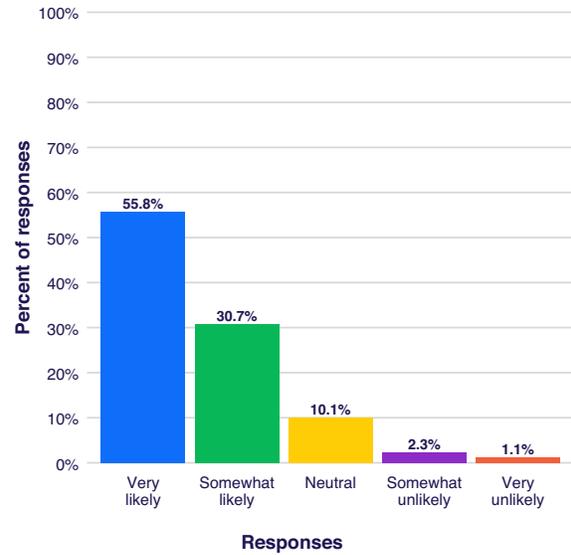




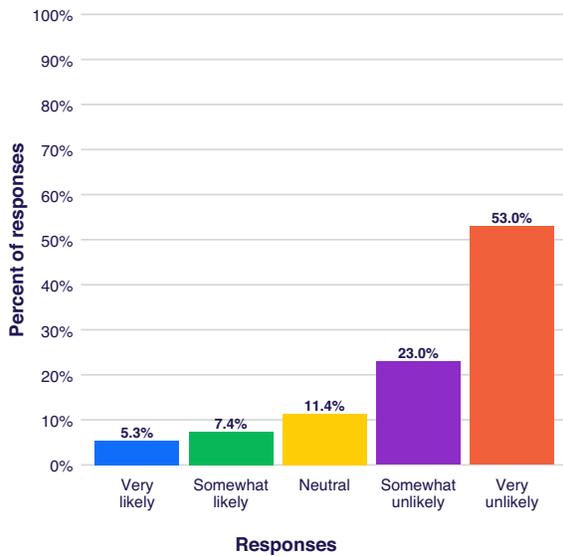
Q8. How likely are you to purchase a product online that has customer reviews?



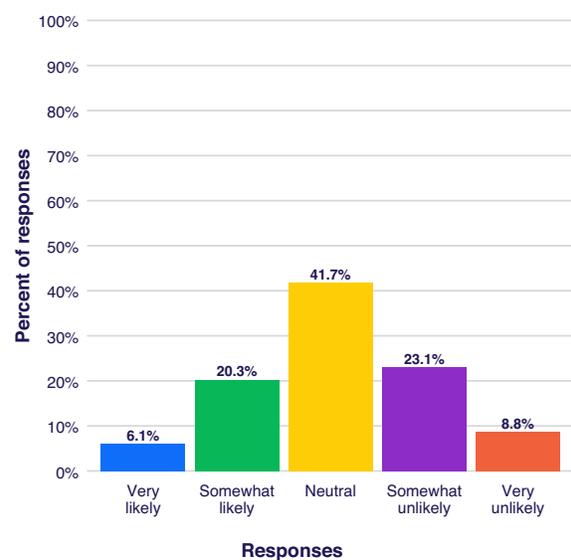
Q9. How likely are you to purchase a product online that has overwhelmingly positive customer reviews?



Q10. How likely are you to purchase a product online that has overwhelmingly negative reviews?

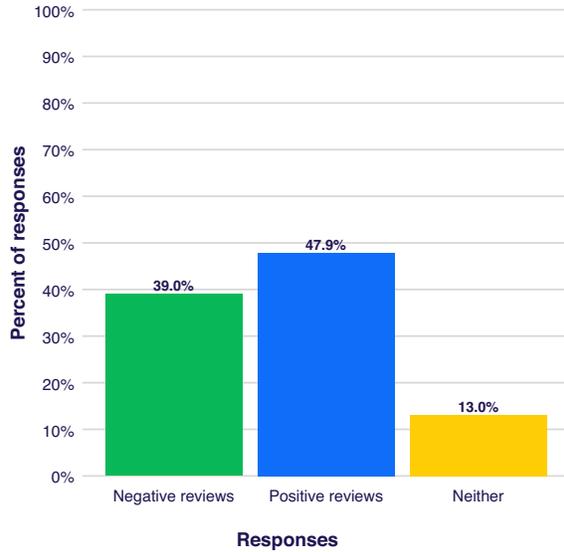


Q11. How likely are you to purchase a product online that does not have customer reviews?

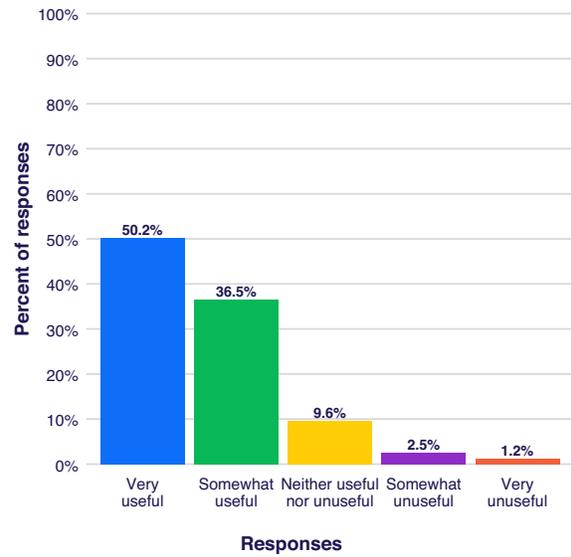




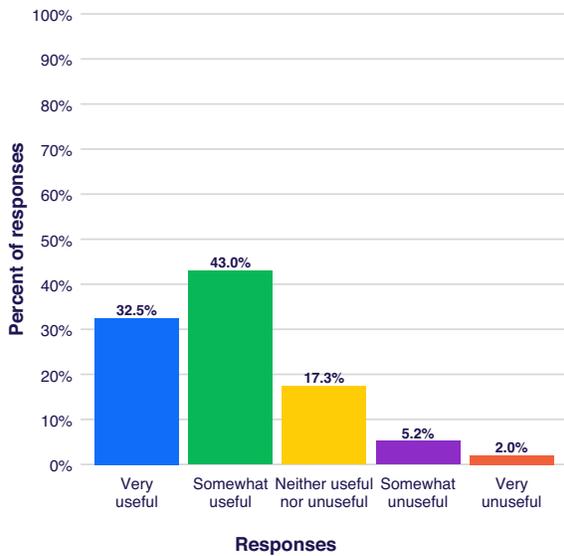
Q12. Which impacts your decisions more when shopping online, negative or positive reviews?



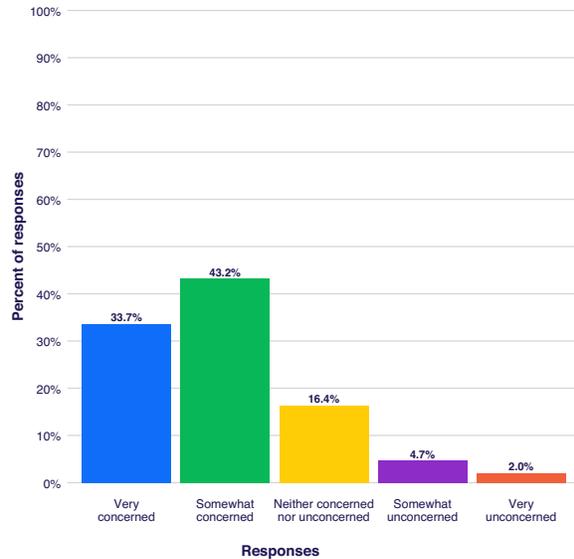
Q13. How useful are product reviews by a consumer verified to have bought the product?



Q14. How useful are product reviews by an expert who has used the product?



Q15. How concerned are you with fake or dishonest reviews of products online?





Demographic Of Survey Respondents

Q31. Age

Answer Choices	Responses
< 18	0%
18-29	21.69%
30-44	28.18%
45-60	26.1%
> 60	24.02%

Q32. Gender

Answer Choices	Responses
Male	45.78%
Female	54.22%

Q33. Household Income

Answer Choices	Responses
\$0-\$9,999	6.87%
\$10,000-\$24,999	10.97%
\$25,000-\$49,999	19.74%
\$50,000-\$74,999	20.68%
\$75,000-\$99,999	12.99%
\$100,000-\$124,999	9.46%
\$125,000-\$149,999	3.66%
\$150,000-\$174,999	2.14%
\$175,000-\$199,999	1.77%
\$200,000+	3.53%
Prefer not to answer	8.2%

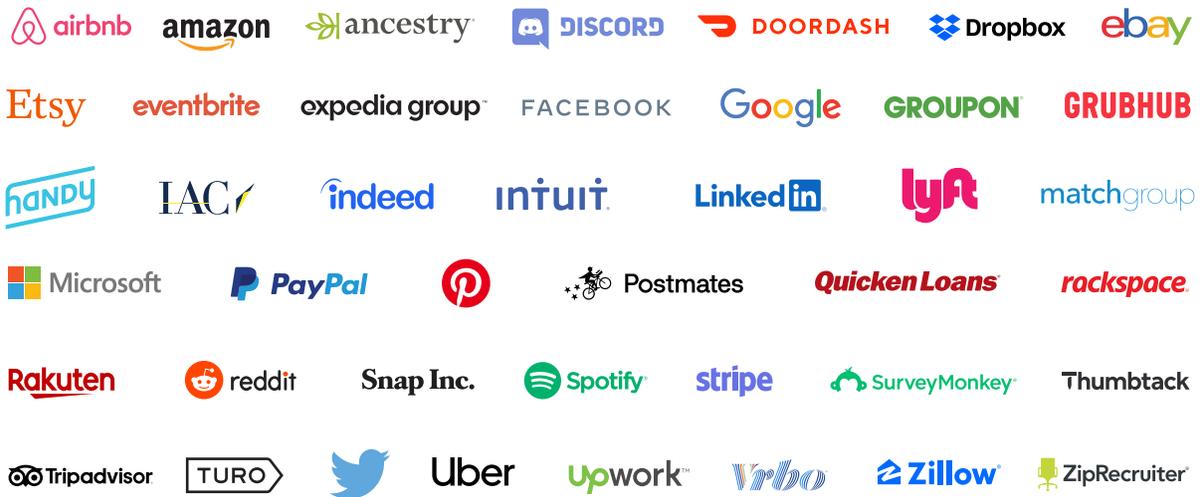
Q34. Region

Answer Choices	Responses
New England	4.8%
Middle Atlantic	13.58%
East North Central	14.61%
West North Central	5.57%
South Atlantic	17.68%
East South Central	6.28%
West South Central	11.08%
Mountain	7.43%
Pacific	18.96%



Q35. Device Type

Answer Choices	Responses
iOS Phone / Tablet	57.06%
Android Phone / Tablet	36.57%
Other Phone / Tablet	0%
Windows Desktop / Laptop	4.79%
MacOS Desktop / Laptop	1.51%
Other	0.13%



We are the unified voice of the internet economy

www.internetassociation.org