



Survey questions



While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
 - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, [Talker Research](#), will review the survey
 - Their team members are members of the Market Research Society ([MRS](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)); they will ensure the questions are written in a way that is fair, unbiased and not leading
 - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents



ONLINE SNAP"SHOP"

Sample: 2,000 general population Americans

Splits: Age, gender and region

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers



IF D2a=1926-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

1. What concerns do you have when shopping online? [Select all that apply]

RANDOMIZE. ANCHOR LAST 2

- a. Payment information getting stolen
- b. Identity information getting stolen
- c. Quality issues with the item I'm buying
- d. Being sent the wrong item
- e. AI-generated product images
- f. All-out scams (fake products, no actual product to sell, etc.)
- g. Not being able to get the item I want due to high demand
- h. Losing out on items due to bots purchasing them
- i. Other (please specify)
- j. Not sure [EXCLUSIVE]

2. To what extent do you agree or disagree with the following statement? "When shopping online, there is a certain amount of risk you just have to take." [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

3. To what extent do you agree or disagree with the following statement? "Black Friday/Cyber Monday isn't the same as it used to be." [select one]

- a. Strongly agree



- b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
4. **In your opinion, are Black Friday and Cyber Monday deals better or worse today than they used to be? [Select one]**
- a. Much better
 - b. Somewhat better
 - c. Neither better nor worse
 - d. Somewhat worse
 - e. Much worse
5. **Are you going to shop in-store on Black Friday this year? [Select one]**
- a. Yes, I'm planning to
 - b. No, I'm not planning
6. **Are you going to shop online on Cyber Monday this year? [Select one]**
- a. Yes, I'm planning to
 - b. No, I'm not planning to
7. **[SHOW IF Q6 = A] Why are you planning to shop online on Cyber Monday? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
- a. To get the best deals for holiday gifts
 - b. There's a specific item I want and I know it will go on sale
 - c. My financial situation requires that I shop the lowest prices
 - d. It's a tradition
 - e. I'm curious what sales/deals there will be this year
 - f. Other (please specify)
 - g. Not sure [EXCLUSIVE]
8. **[SHOW IF Q6 = B] Why aren't you planning to shop online on Cyber Monday? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
- a. I am too worried about scams
 - b. I don't think I'll get the best deals/prices
 - c. The items that I want will likely be sold out/unavailable
 - d. The sales/deals aren't worth it
 - e. I'd rather shop in person
 - f. I've already/will have already completed most/all of my shopping
 - g. The deals/sales are the same as they are during the prior and following few weeks
 - h. Other (please specify)



i. Not sure [EXCLUSIVE]

9. To what extent do you agree or disagree with the following statement? “I will go to great lengths to get someone the ‘perfect’ gift during the holidays.” [select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

10. [SHOW IF Q9 = A OR B] What lengths will you go to in order to ensure you get someone the “perfect” gift? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. Purchase from a risky or suspicious vendor
- b. Purchase from a site that’s not in a language I speak
- c. Enter my card information on a site I can’t verify
- d. Wait in an hours-long queue for my chance to purchase the item
- e. Enlist help from other family members to try and find the item
- f. Go to more than five stores looking for the item
- g. Spend double what the item is worth
- h. Set alerts on different sites for when the item is back in stock
- i. Spend multiple hours scrolling through different sites to find the item
- j. Deal with spam or ads on my computer
- k. Other (please specify)
- l. Not sure [EXCLUSIVE]

11. [SHOW IF Q9 = A OR B] How many different online vendors will you scour in order to find the “perfect” gift? [Select one]

- a. 1 to 2
- b. 3 to 4
- c. 5 to 6
- d. 7 to 8
- e. 9 to 10
- f. More than 10
- g. Not sure

12. What is the most desperate/risky thing you’ve ever done to secure a gift for someone (i.e. braving a website with more pop-ups than you can count, entering your card information on a website that isn’t protected, sent money to someone you weren’t was human or even had the item you want. etc.)? [Free text]

- a. Free text response



- b. Not sure/prefer not to say

13. How do you verify the legitimacy of online retailers? [Select all that apply]

RANDOMIZE. ANCHOR LAST 2

- a. I avoid resellers entirely
- b. I seek out retailers that use CAPTCHA
- c. I search online (i.e. Googling "is X site legitimate," etc.)
- d. I look for reviews of the retailer or product I am purchasing
- e. I ask friends and family
- f. I check pop-ups or ads on the website
- g. Other (please specify)
- h. Not sure [EXCLUSIVE]

14. How frequently do you suspect that you're fighting against bots for certain products when shopping online? [Select one]

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

15. [SHOW IF Q14 = A, B OR C] What have you experienced due to fighting against bots for certain products? [Select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Losing out on the item entirely
- b. Searching second-hand markets for the item
- c. Paying a higher price than it was originally sold at
- d. Having to settle for a different item
- e. Checking physical stores in-person for the item I'm looking for
- f. Asking friends to try it on their computers
- g. Looking for the item on multiple sites at the same time
- h. Gave up and cried
- i. Other (please specify)

16. [SHOW IF Q14 = A, B OR C] What emotions have you experienced while fighting against bots for certain products? [select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Annoyance
- b. Frustration/anger
- c. Depression
- d. Disappointment
- e. Boredom



- f. Stress
- g. Happiness
- h. Indifference
- i. None of the above [EXCLUSIVE]

17. [SHOW IF Q14 = A, B OR C] To what extent do you agree or disagree with the following statement? “The joy of shopping for the holiday season is being stolen by bots.”

[select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

18. [SHOW IF Q14 = A, B OR C] How likely or unlikely are you to opt for in-store Black Friday shopping over online Cyber Monday shopping due to issues with bots? [Select one]

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely

19. How confident or unconfident do you feel about determining what's a legit product and what's a fake product when shopping online? [Select one]

- a. Very confident
- b. Somewhat confident
- c. Neither confident nor unconfident
- d. Somewhat unconfident
- e. Very unconfident

20. If you were to order an item that turned out to be a fake, how would you handle the situation? [Select up to 2] RANDOMIZE. ANCHOR LAST 2

- a. Demand a refund
- b. Use it anyway
- c. Give it away to someone I know
- d. Donate it to charity or secondhand stores
- e. Throw it away
- f. Try to resell it for what I paid
- g. Post a review on the retailer's website
- h. Post about it on social media



- i. Other (please specify)
- j. Not sure [EXCLUSIVE]

21. To what extent do you agree or disagree with the following statement? "Bots are a huge issue for online shopping." [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

22. [SHOW IF Q21 = A OR B] For how many years do you believe bots have been a problem for online shopping? [Slider scale]

- a. SLIDER; 1 to 10 [increments of 1] [Left label 1: Right label 10+ years]
- b. I'm not sure

23. [SHOW IF Q21 = AGREE] Do you think bots will be a bigger, smaller, or similar issue for holiday shopping this year than last year? [Select one]

- a. Much bigger problem
- b. Somewhat bigger problem
- c. About the same sized problem
- d. Somewhat smaller problem
- e. Much smaller problem

24. How important is it to you that you're able to verify that you're making a purchase from another human being? [Select one]

- a. Very important
- b. A little bit important
- c. Not very important
- d. Not important at all

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.



To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

25. We're looking to hear from people about their online shopping problems and concerns. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

26. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: