

**Online Shopping
October 19, 2017**

QO1. Now, some questions about online shopping.

First, how often, if at all, do you make purchases online?

Multiple times per week
About once a week
2 – 3 times per month
About once a month
Less than once a month
Hardly ever
Never

[ASK QO2 and QO3 of ALL EXCEPT THOSE WHO SAY “NEVER”]

QO2. Thinking about all of the non-food purchases you made in the last three months, what percentage of them would you say you made online?

<slider from 0 – 100%>

QO3. And, a year or two from now, what percentage of your non-food purchases do you expect to be making online?

<slider from 0 – 100%>

[ASK ALL]

QO4. What is your overall approach to shopping for non-food items these days? Do you typically:

Browse and buy online
Browse online and then buy in a physical store
Browse in a physical store and then buy online
Browse and buy in physical stores

[PEW] QO5. If given the choice, do you generally prefer to buy online or from a physical store?

[ROTATE]

Online
Physical store

QO6. And, what about for each of these specific categories? If given the choice, would you prefer to get each one online or from a physical store?

[ROWS – RANDOMIZE]

Electronic devices (computers, smartphones, etc.)

Appliances/tools

Entertainment (books, movies, music, video games, etc.)

Clothing/accessories

Groceries/Food

[COLUMNS]

Online

Physical store