

Topline questionnaire

ASK ALL:

TRANS_FREQ. How frequently, if ever, do you...

a. Drive a car

Dec 1-Dec 21

2015

N=4,787

75	Daily or almost daily
9	Weekly
5	Monthly or less often
10	Never
1	No Answer

b. Take public transportation (like a bus, subway, or train)

Dec 1-Dec 21

2015

N=4,787

7	Daily or almost daily
4	Weekly
24	Monthly or less often
65	Never
1	No Answer

TRANS_FREQ Continued...

c. Walk or ride a bike somewhere (not including for exercise)

Dec 1-Dec 21

2015

N=4,787

19	Daily or almost daily
14	Weekly
24	Monthly or less often
42	Never
1	No Answer

d. Take a taxi that you requested over the phone or hailed on the street

Dec 1-Dec 21

2015

N=4,787

*	Daily or almost daily
3	Weekly
18	Monthly or less often
77	Never
1	No Answer

e. *Travel overnight away from home (either for work or personal reasons)*

Dec 1-Dec 21

2015

N=4,787

2	Daily or almost daily
6	Weekly
62	Monthly or less often
30	Never
1	No Answer

ASK ALL:

OWNCAR.

Do you currently own or lease a car, truck, or motorcycle? (Please include any vehicle you own personally, as well as those you share with another member of your household)

Dec 1-Dec 21

2015

N=4,787

77	Yes
22	No
1	No Answer

ASK ALL:

TRANS_SHARE Do you ever use any of the following things?

		<u>Yes</u>	<u>No/ No answer</u>
a.	A bike-sharing service Dec 1-Dec 21, 2015 [N=4,787]	3	97
b.	A car-sharing service like ZipCar or Car2Go Dec 1-Dec 21, 2015 [N=4,787]	3	97

ASK ALL:

AWARE_SHARE

Have you heard of the following terms? [**Randomize**]

		<u>Yes</u>	<u>No/ No answer</u>
a.	Sharing economy Dec 1-Dec 21, 2015 [N=4,787]	27	73
b.	"Gig" economy Dec 1-Dec 21, 2015 [N=4,787]	11	89
c.	Crowdfunding Dec 1-Dec 21, 2015 [N=4,787]	39	61

ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):

SHOP2. Do you ever...

a. Buy used or second-hand goods on websites like Ebay or Craigslist

Dec 1-Dec 21

2015

N=4,178

63	Yes
37	No
*	No Answer

b. Buy handmade or artisanal products on websites like Etsy

Dec 1-Dec 21

2015

N=4,178

28	Yes
72	No
*	No Answer

ASK ALL:

SHAREECON_USE. Do you ever do any of the following things? [RANDOMIZE]

	<u>Yes</u>	<u>No/ No answer</u>
a. Work in a shared office space where anyone can pay to use an office or work area for a short period of time Dec 1-Dec 21, 2015 [N=4,787]	4	96
b. Order groceries online from a local store and have them delivered to you using a service like Instacart, Peapod, or Fresh Direct Dec 1-Dec 21, 2015 [N=4,787]	6	94
c. Hire someone online to do a task or household errand, using a service like TaskRabbit, Fiverr, or Amazon Mechanical Turk Dec 1-Dec 21, 2015 [N=4,787]	4	96
d. Rent clothing or other products for a period of time using a site like Rent the Runway Dec 1-Dec 21, 2015 [N=4,787]	2	98
e. Purchase a ticket to a sporting or entertainment event from a ticket reseller like StubHub or SeatGeek Dec 1-Dec 21, 2015 [N=4,787]	28	72
f. Use programs that offer same-day or expedited delivery of items you purchase online, like Amazon Prime or Google Express Dec 1-Dec 21, 2015 [N=4,787]	41	59

ASK ALL:

CAR1. Do you ever use ride-hailing services like Uber or Lyft?

Dec 1-Dec 21

2015

N=4,787

15	Yes, I have done this
51	I have not done this, but I have heard of it
33	I have never heard of this before
1	No Answer

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR3. As far as you know, are ride-hailing services like Uber or Lyft available where you live?

Dec 1-Dec 21

2015

N=3,623

60	Yes
16	No
23	Not sure
*	No Answer

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR4. Have you ever ridden with someone you know using a ride-hailing service like Uber or Lyft, even if you did not request the ride yourself?

Dec 1-Dec 21

2015

N=3,623

23	Yes
77	No
1	No Answer

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR5. Thinking about ride-hailing services such as Uber or Lyft, do you think the following statements describe them well? **[RANDOMIZE]**

	<u>Yes</u>	<u>No</u>	<u>Not sure/ No answer</u>
a. Are less expensive than taking a taxi Dec 1-Dec 21, 2015 [N=3,623]	38	8	55
b. Are a good option for people who have trouble getting taxis to pick them up because of their race or appearance Dec 1-Dec 21, 2015 [N=3,623]	38	11	51
c. Use drivers who you would feel safe riding with Dec 1-Dec 21, 2015 [N=3,623]	34	8	58
d. Save their users time and stress Dec 1-Dec 21, 2015 [N=3,623]	54	5	41
e. Are more reliable than taking a taxi or public transportation Dec 1-Dec 21, 2015 [N=3,623]	30	14	56
f. Provide good jobs for people who want flexible working hours Dec 1-Dec 21, 2015 [N=3,623]	63	6	31
g. Serve neighborhoods that taxis won't visit Dec 1-Dec 21, 2015 [N=3,623]	37	7	56
h. Are mostly used by people who already have plenty of ways to get around Dec 1-Dec 21, 2015 [N=3,623]	25	18	58
i. Collect too much personal information about their users Dec 1-Dec 21, 2015 [N=3,623]	9	21	70
j. Are a good option for older adults who have a hard time getting around on their own Dec 1-Dec 21, 2015 [N=3,623]	56	7	37
k. Are a good way for parents to make sure their children get around safely when they can't drive them Dec 1-Dec 21, 2015 [N=3,623]	21	28	51

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR6. Have you heard of other people having...

a. GOOD experiences using these services

Dec 1-Dec 21

2015

N=3,623

65	Yes
34	No
1	No Answer

b. BAD experiences using these services

Dec 1-Dec 21

2015

N=3,623

32	Yes
66	No
2	No Answer

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR7a. Which statement best describes your view of services like Uber or Lyft?

Dec 1-Dec 21

2015

N=3,623

45	They are primarily software companies – their business is connecting drivers with people who are looking for a ride
22	They are primarily transportation companies – they have a lot of control over their drivers and the overall customer experience
33	Not sure
1	No Answer

ASK IF USE OR HAVE HEARD OF RIDE HAILING SERVICES (CAR1=1-2):

CAR7b. Which statement best describes your view of the drivers who work with services like Uber or Lyft?

Dec 1-Dec 21

2015

N=3,623

14	They are employees who work directly for the service or app that allows you to book a ride
57	They are independent contractors who work for themselves and use the service or app to connect to potential customers
28	Not sure
1	No Answer

ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):

CAR8. How much have you heard about the debate happening in some cities over whether services like Uber and Lyft should be regulated in the same way as existing taxi companies?

Dec 1-Dec 21	
<u>2015</u>	
N=3,623	
22	A lot
50	A little
27	Nothing at all
1	No Answer

ASK IF AWARE OF DEBATE (CAR8=1-2):

CAR9. Some cities are currently debating how to best regulate services like Uber or Lyft. Which statement comes closest to your view on this subject?

Dec 1-Dec 21	
<u>2015</u>	
N=2,872	
35	These services SHOULD be required to follow the same rules and regulations as taxis – it is important that everyone follow the same rules when it comes to things like pricing, insurance, and disability access
42	These services SHOULD NOT be required to follow the same rules and regulations as taxis – it is important to let companies be innovative and meet the needs of their customers, even if that goes against existing regulations
23	I'm not sure
*	No Answer

ASK IF USE RIDE-HAILING SERVICES (CAR1=1):

CAR10. How often do you use ride-hailing services such as Uber or Lyft?

Dec 1-Dec 21	
<u>2015</u>	
N=828	
3	Daily or almost daily
14	Weekly
26	Monthly
56	Less often
1	No answer

ASK IF USE RIDE-HAILING SERVICES (CAR1=1):

CAR11. As a user of these services, who do you think should be responsible for...?

a. Ensuring that drivers are properly trained

Dec 1-Dec 21

2015

N=828

8	Individual drivers
23	The app or service that people use to book rides
68	Both the driver and the app or service
1	No answer

b. Ensuring that the vehicles are clean and safe

Dec 1-Dec 21

2015

N=828

24	Individual drivers
12	The app or service that people use to book rides
62	Both the driver and the app or service
2	No answer

ASK IF USE RIDE-HAILING SERVICES (CAR1=1):

CAR12. Have you, personally, ever had a bad experience using one of these services?

Dec 1-Dec 21

2015

N=828

16	Yes
83	No
1	No answer

ASK IF HAS HAD BAD EXPERIENCE (CAR12=1):

CAR13. Thinking about the most recent time you had a bad experience with these services, did you feel

		<u>Yes</u>	<u>No/ No answer</u>
a.	That your problem was taken seriously Dec 1-Dec 21, 2015 [N=122]	59	41
b.	That you had a clear way to report the problem to people who could help Dec 1-Dec 21, 2015 [N=122]	68	32
c.	That your problem was resolved in a satisfactory way Dec 1-Dec 21, 2015 [N=122]	62	38

ASK ALL:

CF1. Have you ever contributed money to support a fundraising project on a website like Kickstarter or GoFundMe?

Dec 1-Dec 21

2015

N=4,787

22	Yes, I have done this
41	I have not done this, but I have heard of it
36	I have never heard of this before
1	No Answer

ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):

CF2. Thinking about websites like Kickstarter or GoFundMe, do you think the following statements describe them well? [RANDOMIZE]

	<u>Yes</u>	<u>No</u>	<u>Not sure/ No answer</u>
a. Take attention away from more deserving charities Dec 1-Dec 21, 2015 [N=3,335]	14	55	31
b. Contain a lot of frivolous projects Dec 1-Dec 21, 2015 [N=3,335]	50	11	39
c. Are a good way to highlight causes or businesses that might not get much attention otherwise Dec 1-Dec 21, 2015 [N=3,335]	72	7	21
d. Are a much simpler way to raise money than applying for a loan or grant Dec 1-Dec 21, 2015 [N=3,335]	66	8	26
e. Help contributors feel more personally connected to the projects they support Dec 1-Dec 21, 2015 [N=3,335]	72	7	21

ASK IF CROWDFUNDING USER (CF1=1):

CF3. How many different projects have you contributed to using these sites?

Dec 1-Dec 21

2015

N=1,215

87	1-5
9	6-10
3	11 or more
*	No Answer

ASK IF CROWDFUNDING USER (CF1=1):

CF4. What is the largest amount of money you have contributed to a single project?

Dec 1-Dec 21

2015

N=1,215

13	\$10 or less
49	\$11 - \$50
21	\$51 - \$100
17	\$101 - \$500
3	More than \$500
*	No Answer

ASK IF CROWDFUNDING USER (CF1=1):

CF5. Which of the following types of projects have you contributed to?

		<u>Yes, have done this</u>	<u>No, have not done this/ No answer</u>
a.	A project to help a person in need (with things like medical or legal bills, or unexpected debt) Dec 1-Dec 21, 2015 [N=1,215]	68	32
b.	A project to fund a new product or invention Dec 1-Dec 21, 2015 [N=1,215]	34	66
c.	A project to fund a new restaurant or other type of business Dec 1-Dec 21, 2015 [N=1,215]	10	90
d.	A project for a musician or other creative artist Dec 1-Dec 21, 2015 [N=1,215]	30	70
f.	A project for a school Dec 1-Dec 21, 2015 [N=1,215]	32	68

ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):

CF6. Thinking about the times you have contributed to help someone in need, were any of those people... [Check all that apply]

		<u>Selected</u>	<u>Not selected/ No answer</u>
a.	A close friend or family member Dec 1-Dec 21, 2015 [N=792]	62	38
b.	A friend-of-a-friend or acquaintance Dec 1-Dec 21, 2015 [N=792]	63	37
c.	A public figure Dec 1-Dec 21, 2015 [N=792]	7	93
d.	Someone who was not a public figure, and who you did not know personally Dec 1-Dec 21, 2015 [N=792]	28	72
e.	None of these [EXCLUSIVE PUNCH] Dec 1-Dec 21, 2015 [N=792]	1	99

ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):

CF7. Have you ever contributed to a project to help someone in need primarily because you felt pressured to donate by other people?

Dec 1-Dec 21	
<u>2015</u>	
N=792	
14	Yes
85	No
*	No Answer

ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):

CF8. Have you ever created your own fundraising project on a website like Kickstarter or GoFundMe?

Dec 1-Dec 21	
<u>2015</u>	
N=3,335	
5	Yes
94	No
1	No Answer

ASK IF HAVE CREATED OWN FUNDRAISING PROJECT (CF8=1):

CF9. Please describe a time that you created a project on one of these sites. What was the goal of the project? Did you eventually meet your goal?

OPEN-END; RESPONSES NOT SHOWN

ASK ALL:

LOD1. Do you ever stay overnight in a private residence that you booked using an online service like AirBnB, VRBO, or HomeAway?

Dec 1-Dec 21
2015
 N=4,787

11	Yes, I have done this
34	I have not done this, but I have heard of it
53	I have never heard of this before
1	No Answer

LOD2 not shown**ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):**

LOD3. Thinking about services such as AirBnB, VRBO, or HomeAway, do you think the following statements describe them well?

		<u>Yes</u>	<u>No</u>	<u>Not sure/ No answer</u>
a.	Are less expensive than a hotel Dec 1-Dec 21, 2015 [N=2,738]	50	8	43
b.	Are located in neighborhoods where it's hard to find hotels Dec 1-Dec 21, 2015 [N=2,738]	32	12	56
c.	Are a good option for families or other people who like to travel as a group Dec 1-Dec 21, 2015 [N=2,738]	56	8	37
d.	Are not always as appealing as they are described online Dec 1-Dec 21, 2015 [N=2,738]	34	10	56
e.	Are risky to use Dec 1-Dec 21, 2015 [N=2,738]	31	24	44
f.	Are best for adventurous travelers Dec 1-Dec 21, 2015 [N=2,738]	55	11	34
g.	Are a good way for homeowners to earn some extra income Dec 1-Dec 21, 2015 [N=2,738]	70	4	25

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD4. Have you heard of other people having...

a. GOOD experiences using these services

Dec 1-Dec 21
2015
 N=2,738

62	Yes
37	No
1	No Answer

b. BAD experiences using these services

Dec 1-Dec 21

2015

N=2,738

37	Yes
62	No
2	No Answer

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD5. Which statement best describes your view of services like AirBnB or VRBO?

Dec 1-Dec 21

2015

N=2,738

49	They are software companies – their business is connecting people with a spare room or empty home with people who are looking for a place to stay
19	They are hospitality companies – they vouch for the quality of the properties they list and have a lot of control over the customer experience
31	Not sure
1	No Answer

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD6. How much have you heard about the debate happening in some cities over whether or not homeowners should be able to legally rent out their homes using services like AirBnB or VRBO?

Dec 1-Dec 21

2015

N=2,738

13	A lot
36	A little
49	Nothing at all
2	No Answer

ASK IF AWARE OF DEBATE (LOD6=1-2):

LOD7. Some cities are currently debating the legality of services like AirBnB and VRBO. Which comes closest to your view on this subject?

Dec 1-Dec 21

2015

N=1,490

30	These services should be legal, but owners should have to pay local hotel and lodging taxes
52	These services should be legal, and owners should NOT have to pay local hotel and lodging taxes
4	It should NOT be legal for people to rent out their homes or apartments on a short-term basis using these services
14	Not sure
1	No Answer

ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):

LOD8. Have you ever used these services to reserve a single room, or other type of shared space, in someone's home?

Dec 1-Dec 21	
<u>2015</u>	
N=734	
37	Yes
62	No
1	No Answer

ASK IF HAVE STAYED IN SHARED SPACE (LOD8=1):

LOD9. Do you worry about staying in a shared space with someone you have never met before, or is that not something you worry about?

Dec 1-Dec 21	
<u>2015</u>	
N=260	
48	Yes, worry about this
52	No, do not worry about this
*	No Answer

ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):

LOD10. As a user of these services, who do you think should be responsible for the following things?

a. Making sure properties are described accurately

Dec 1-Dec 21	
<u>2015</u>	
N=734	
23	Homeowners
8	The app or service that people use to book a stay
67	Both the homeowner and the app or service
1	No Answer

b. Addressing problems that might come up during someone's stay

Dec 1-Dec 21	
<u>2015</u>	
N=734	
35	Homeowners
10	The app or service that people use to book a stay
53	Both the homeowner and the app or service
1	No Answer

c. Resolving payment issues between hosts and guests

Dec 1-Dec 21	
<u>2015</u>	
N=734	
11	Homeowners
31	The app or service that people use to book a stay
57	Both the homeowner and the app or service
1	No Answer

ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):

LOD11. Have you, personally, ever had a bad experience using one of these services?

Dec 1-Dec 21

2015

N=734

12	Yes
86	No
2	No Answer

ASK IF HAS HAD BAD EXPERIENCE (LOD11=1):

LOD12. Thinking about the most recent time you have had a bad experience with these services, did you feel...

		<u>Yes</u>	<u>No/ No answer</u>
a.	That your problem was taken seriously Dec 1-Dec 21, 2015 [N=72]	46	54
b.	That you had a clear way to report the problem to people who could help Dec 1-Dec 21, 2015 [N=72]	65	35
c.	That your problem was resolved in a satisfactory way Dec 1-Dec 21, 2015 [N=72]	67	33

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