

## Early technology adopters: Methodology

The data presented in this report were collected on Pew Research Center's American Trends Panel, a nationally representative panel of randomly selected U.S. adults living in households.

Respondents who self-identify as internet users (representing 89% of U.S. adults) participate in the panel via monthly self-administered web surveys, and those who do not use the internet participate via telephone or mail. The panel is being managed by Abt SRBI.

Data in this report are drawn from those who completed two waves of the panel: the May wave, conducted April 29-May 27, 2014, and the June wave of the panel, conducted May 30-June 30, 2014. A total of 2,840 respondents (2,551 by web and 289 by mail) completed both waves. The margin of sampling error for the full sample of 2,840 respondents is plus or minus 2.4 percentage points.

Group	Unweighted sample size	Plus or minus ...
Total sample	2,840	2.5 percentage points
New technology index: strong	798	4.7 percentage points
New food index: strong	1,055	4.1 percentage points

More information about the survey weighting procedures, and response rates can be found [here](#) or upon request. Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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## Survey questionnaire and topline

NOTE: ALL NUMBERS ARE PERCENTAGES. ANY PERCENTAGES GREATER THAN ZERO BUT LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING.

### RANDOM HALF OF SAMPLE ASKED METECH AT EACH TIME POINT [May 30-June 30 or April 29-May 27, 2014]

METECH Which of these describes you well when it comes to technology? [Check all that apply]  
[RANDOMIZE ITEMS]

	<u>Applies</u>	<u>Not selected/ No answer</u>
a. Usually try new products before others do	15	85
b. Prefer my tried and trusted brands	39	61
c. Like being able to tell others about new brands and products I have tried	30	70
d. Like the variety of trying new products	35	65
e. Feel more comfortable using familiar brands and products	52	48
f. Wait until I hear about others' experiences before I try new products	39	61

### Summary index of new technology preferences<sup>1</sup>

Strong (4 to 6 on index)	28
Medium (2 or 3 on index)	45
Weak (0 or 1 on index)	26
Mean score (on 0 to 6 scale)	2.5

<sup>1</sup> The index has values from 0 to 6, with higher values indicating a greater willingness to try and share experiences with new technology and lower values indicating a preference for the familiar and to gather information before making a technology purchase. We conducted a series of factor analyses and item-response theory analyses of the six items to evaluate their use in a single index. The alpha reliability coefficient for the technology adoption index is 0.59.

**RANDOM HALF OF SAMPLE ASKED MEFOOD AT EACH TIME POINT [May 30-June 30 or April 29-May 27, 2014]**

MEFOOD Which of these describes you well when it comes to grocery shopping? *[Check all that apply]*

**[RANDOMIZE ITEMS]**

	<u>Applies</u>	Not selected/ <u>No answer</u>
a. Usually try new products before others do	18	82
b. Prefer my tried and trusted brands	46	54
c. Like being able to tell others about new brands and products I have tried	32	68
d. Like the variety of trying new products	44	56
e. Feel more comfortable using familiar brands and products	54	46
f. Wait until I hear about others' experiences before I try new products	19	81

**Summary index of food preferences<sup>2</sup>**

Strong (4 to 6 on index)	37
Medium (2 or 3 on index)	38
Weak (0 or 1 on index)	25
Mean score (on 0 to 6 scale)	2.7

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<sup>2</sup> The index has values from 0 to 6, with higher values indicating a greater willingness to try and share experiences with new foods and lower values indicating a preference for the familiar and to gather information before trying new foods. We conducted a series of factor analyses and item-response theory analyses of the six items to evaluate their use in a single index. The alpha reliability coefficient for the technology adoption index is 0.63