

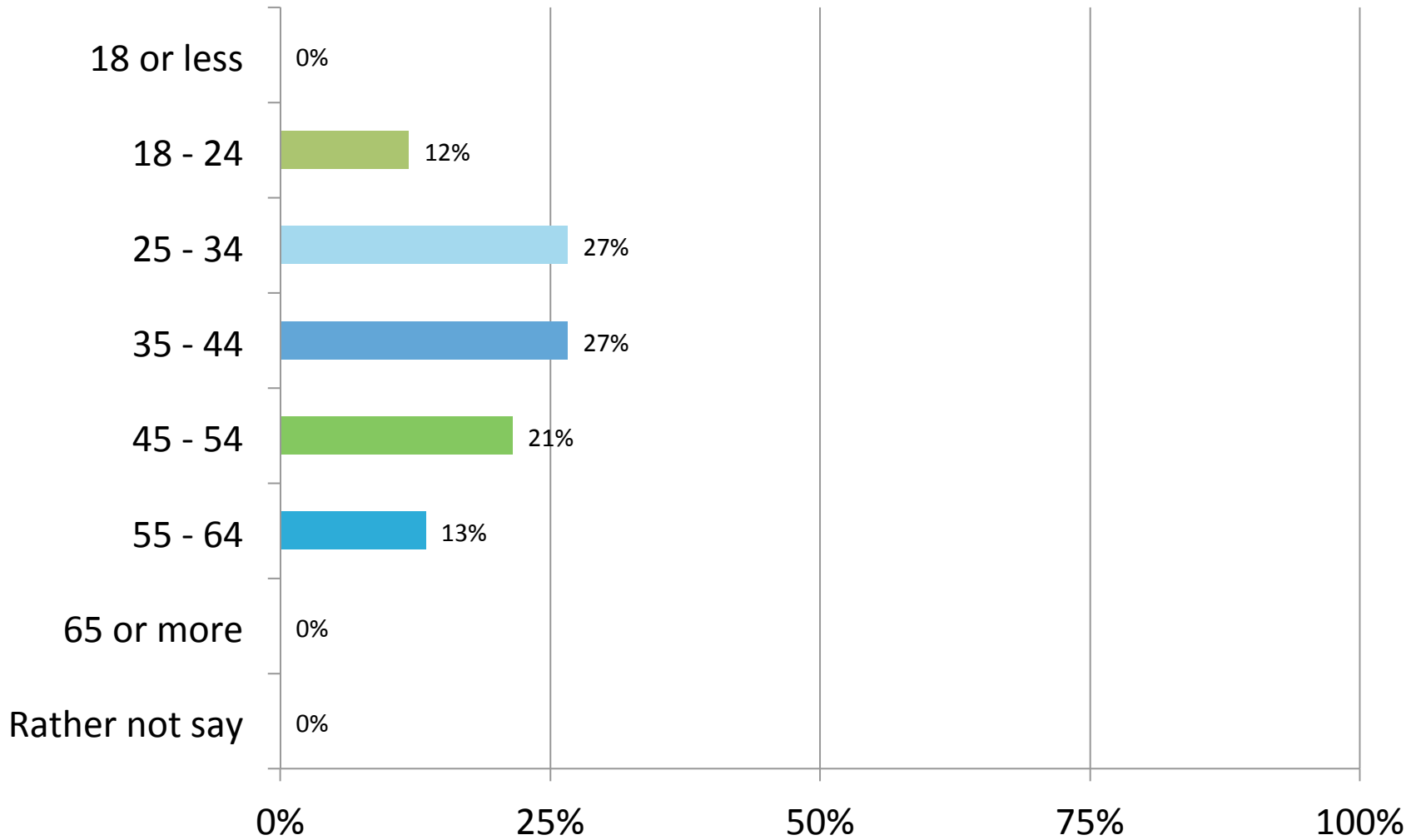
Methodology

Talend worked with Reasearchscape to survey 1,094 business consumers across four countries using an online study fielded from February 28 to March 7, 2017. The aim of the study was to better understand how consumers are using data to inform purchasing decisions, expectation levels for customer service, preferred ways for interacting with a vendor and root causes for abandoning a brand. The survey results were not weighted. Respondents were quota-sampled using 32 different cells (gender by age by region) to closely match the overall national population of those aged 18 years old and up.

Crosstab Table Notes:

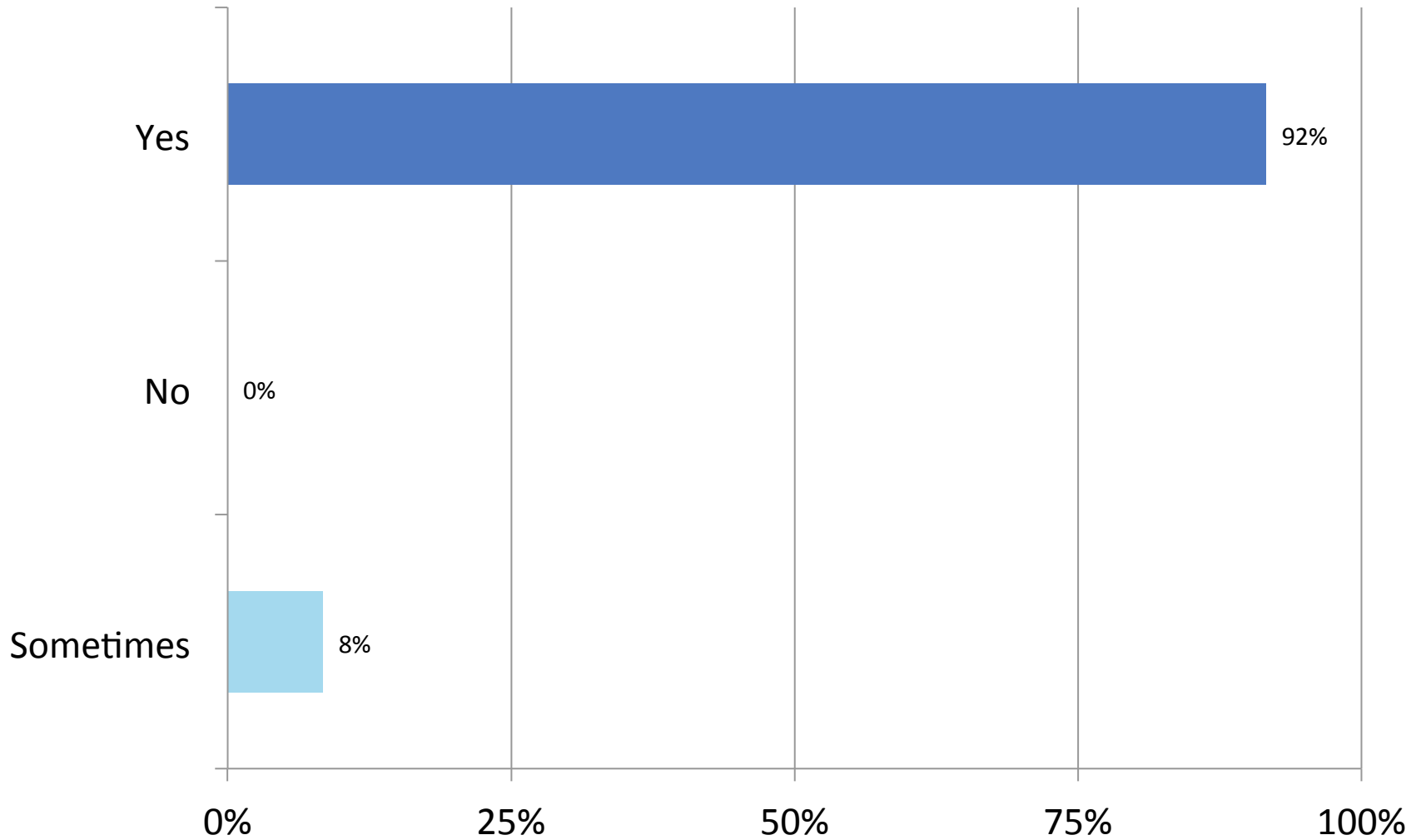
- Statistically significant differences by demographic groups are marked with ↑ (for higher than average) and ↓ (for lower than average).
- Columns with fewer than 30 responses (i.e. degrees of freedom) are ignored for statistical significance comparisons.
- Crosstabs with no significant difference greater than 10 percentage points are not output.

Please select your age range:



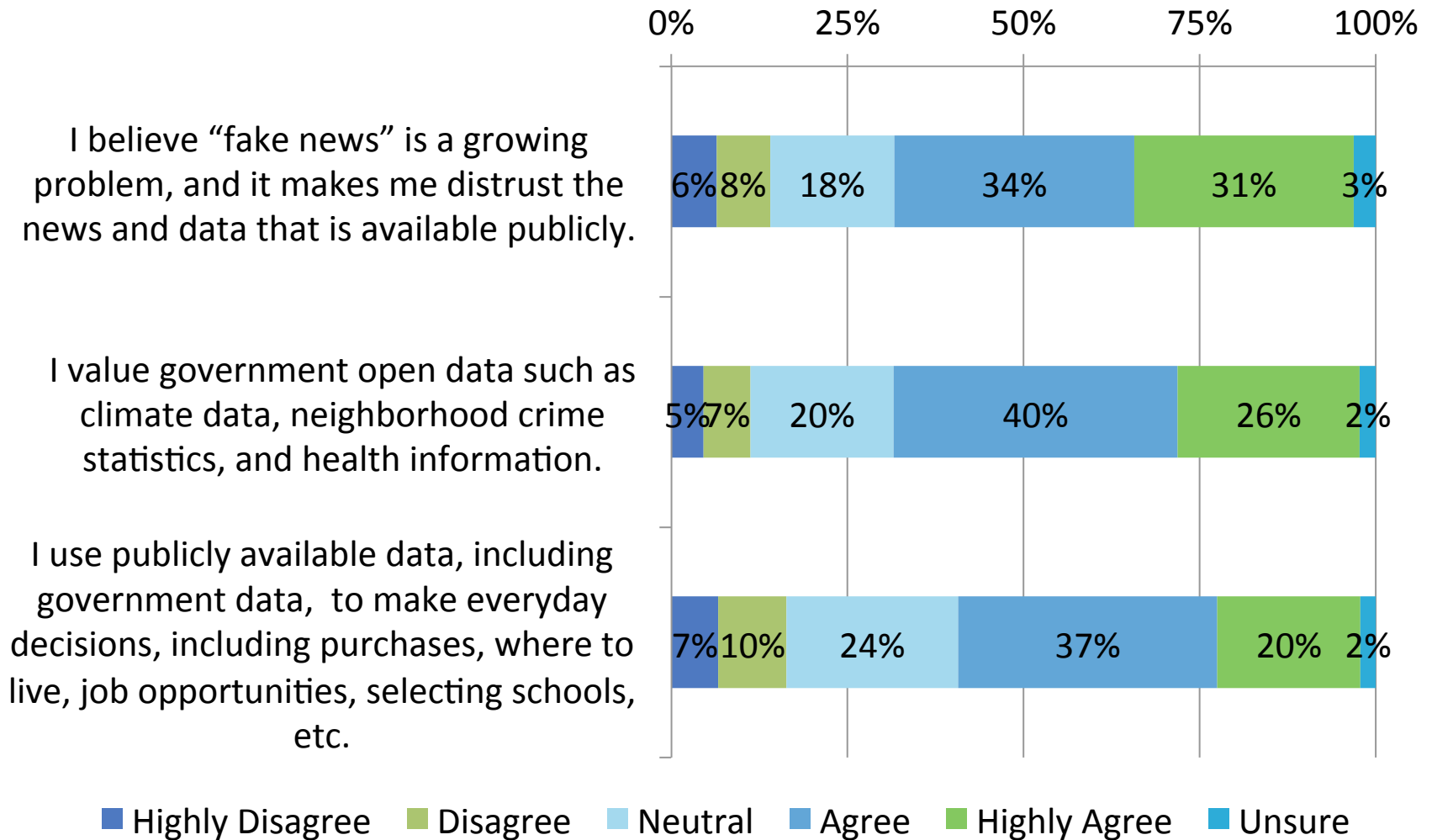
Sample Size: 1,094 (All Respondents)

Do you make decisions about technology purchases in your home?



Sample Size: 1,094 (All Respondents)

To what degree do you agree or disagree with the following statements?



Sample Size: 1,094 (All Respondents)

Key Driver Analysis - Do you make decisions about technology purchases in your home?

Aspect	Shared Variance	Correlation	Respondents Answering
I use publicly available data, including government data, to make everyday decisions, including purchases, where to live, job opportunities, selecting schools, etc.	1%	-0.079	100%
I believe “fake news” is a growing problem, and it makes me distrust the news and data that is available publicly.	<1%	-0.034	100%
I value government open data such as climate data, neighborhood crime statistics, and health information.	<1%	-0.031	100%

What tools do you use to influence decisions about large purchases (more than \$100)?

	Overall Rank	#1	#2	#3	#4-#6	Unranked
Online reviews	1	40%	25%	16%	0%	19%
Friend/family recommendation	2	21%	31%	21%	0%	27%
I conduct research using multiple tools/platforms	3	22%	22%	26%	0%	30%
How-tos/demos	4	4%	11%	18%	0%	67%
Social media	5	4%	9%	12%	0%	75%
I don't use any tool; I stick with the brands I know and like, and don't care about others' opinions	6	8%	3%	7%	0%	82%

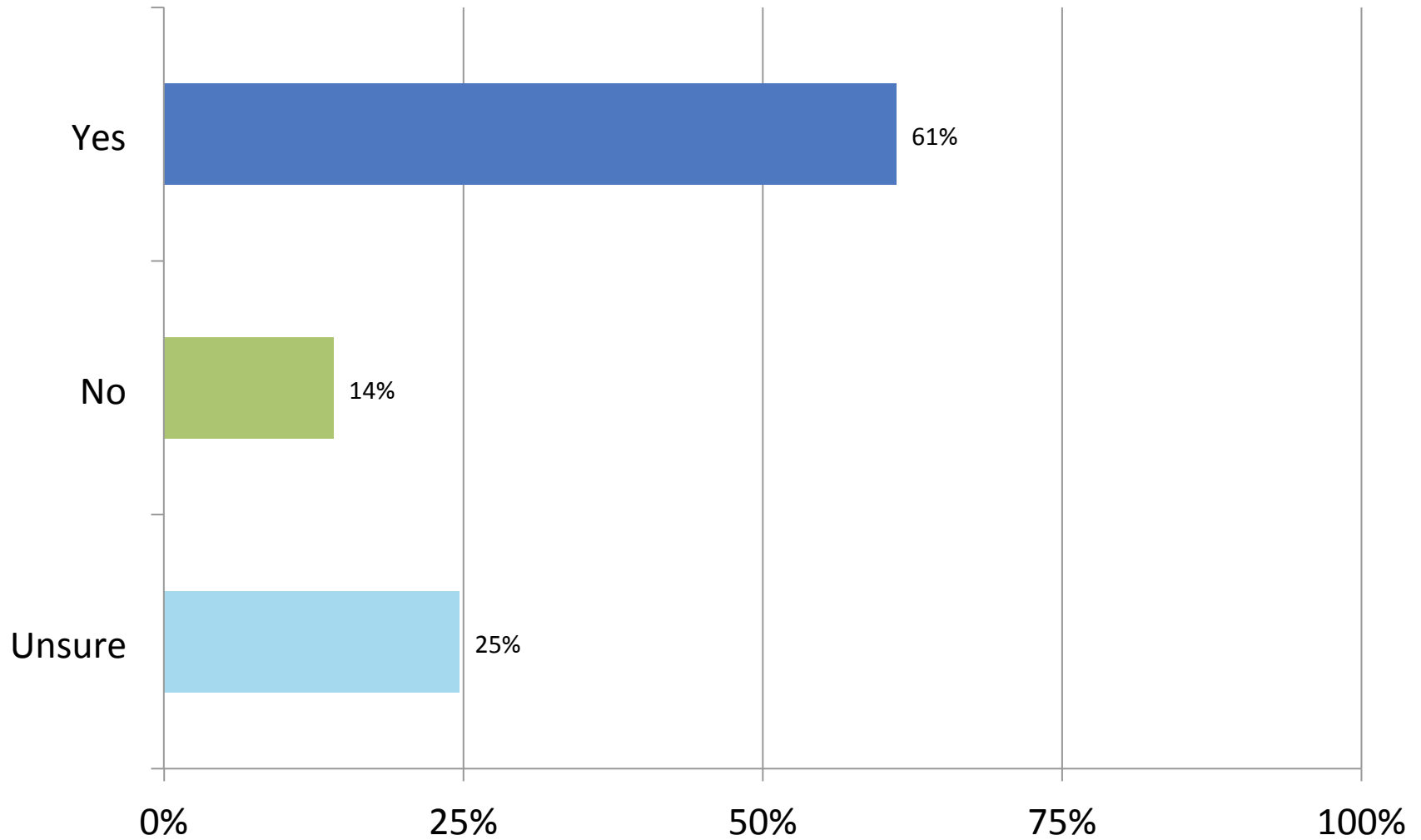
Sample Size: 1,094 (All Respondents)

What tools do you use to influence decisions about small purchases (less than \$100)?

	Overall Rank	#1	#2	#3	#4-#6	Unranked
Online reviews	1	38%	23%	16%	0%	22%
Friend/family recommendation	2	25%	33%	17%	0%	25%
I conduct research using multiple tools/platforms	3	11%	16%	24%	0%	49%
Social advice	4	9%	15%	21%	0%	55%
I don't use any tool; I stick with the brands I know and like, and don't care about others' opinions	5	14%	4%	8%	0%	74%
How-tos/demos	6	3%	9%	14%	0%	74%

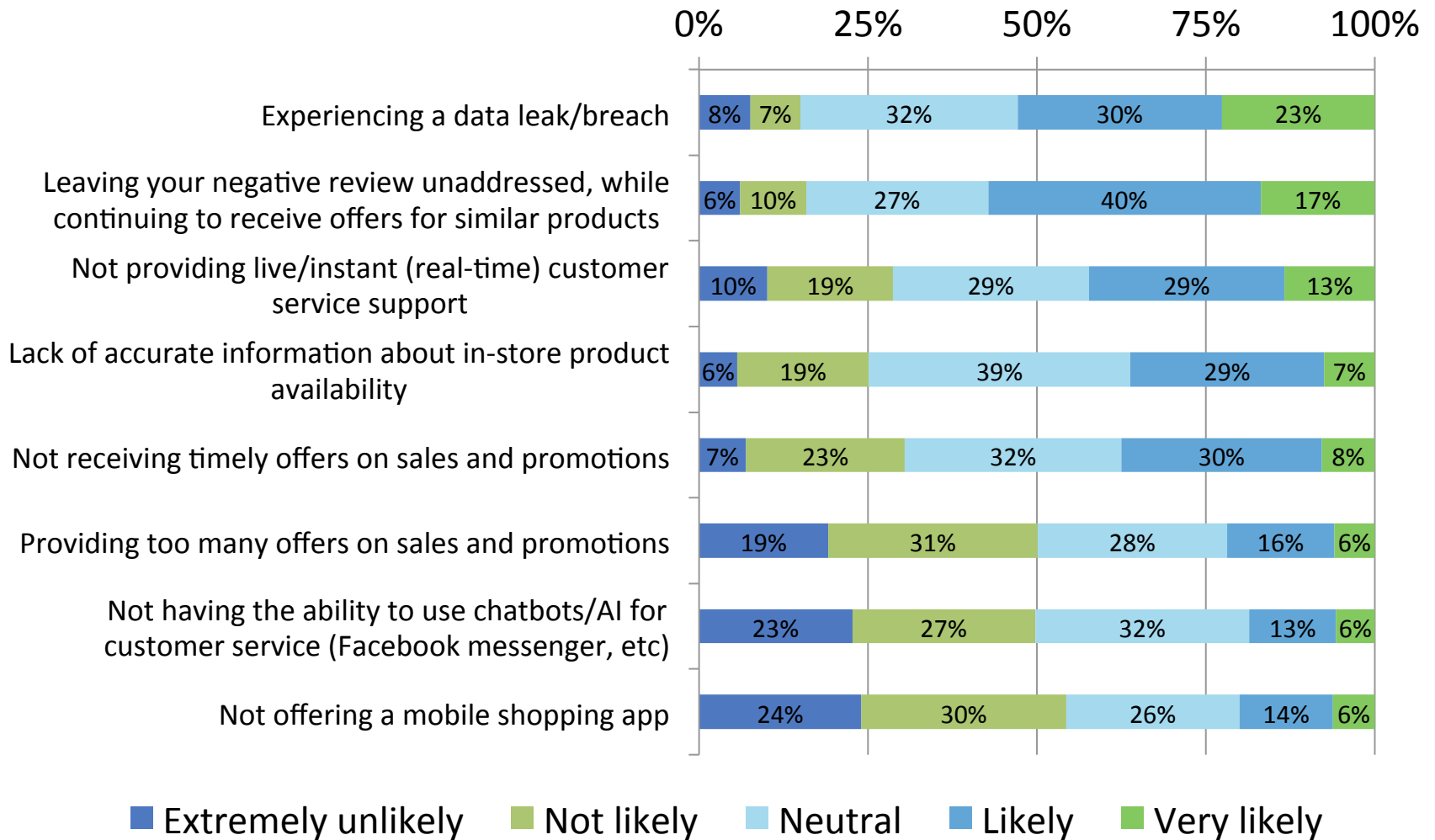
Sample Size: 1,094 (All Respondents)

Do you believe your favorite brands understand and cater to your needs?



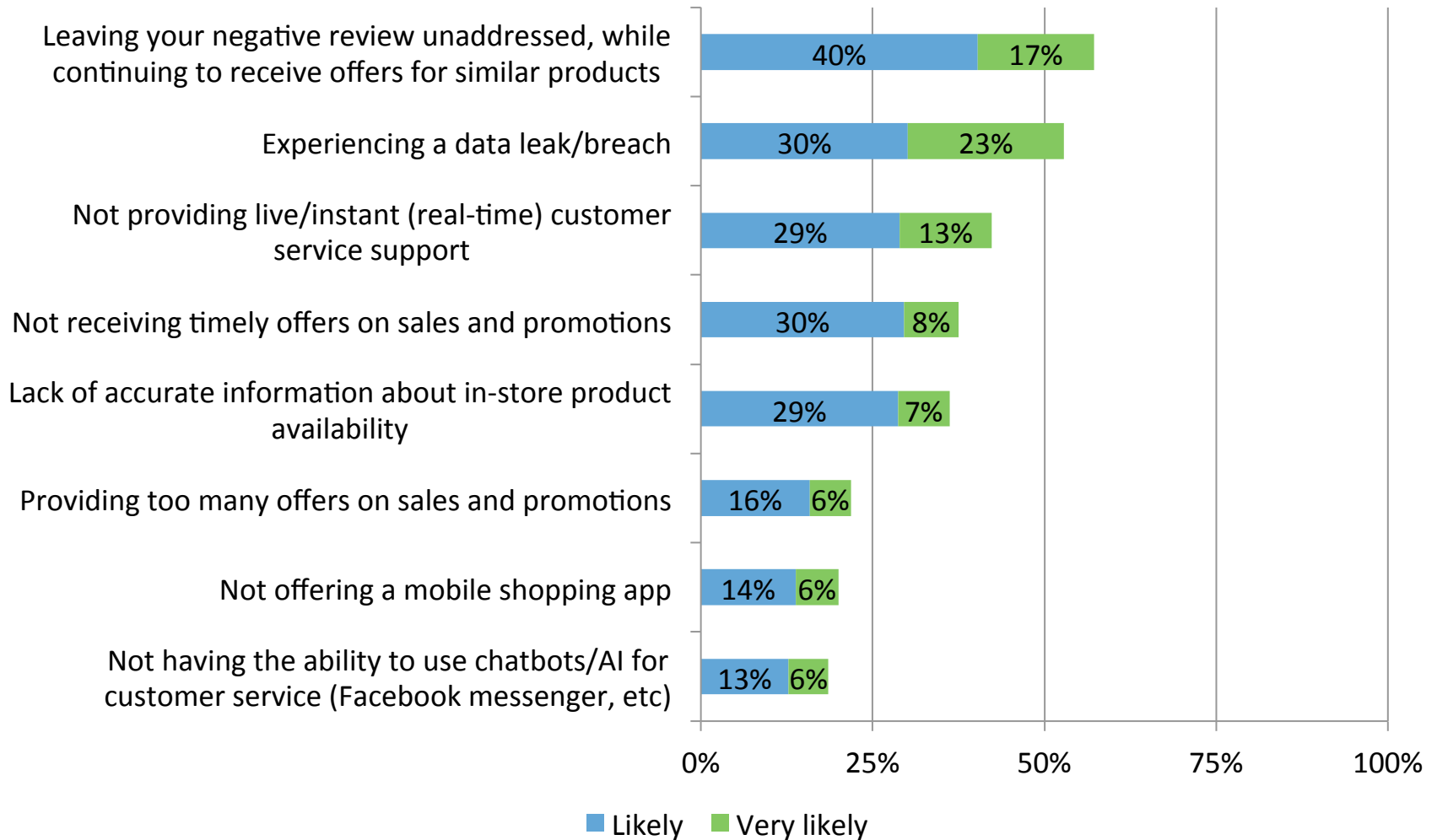
Sample Size: 1,094 (All Respondents)

To what degree would these situations would make you 'break up' with a brand?



Sample Size: 1,094 (All Respondents)

To what degree would these situations would make you 'break up' with a brand?

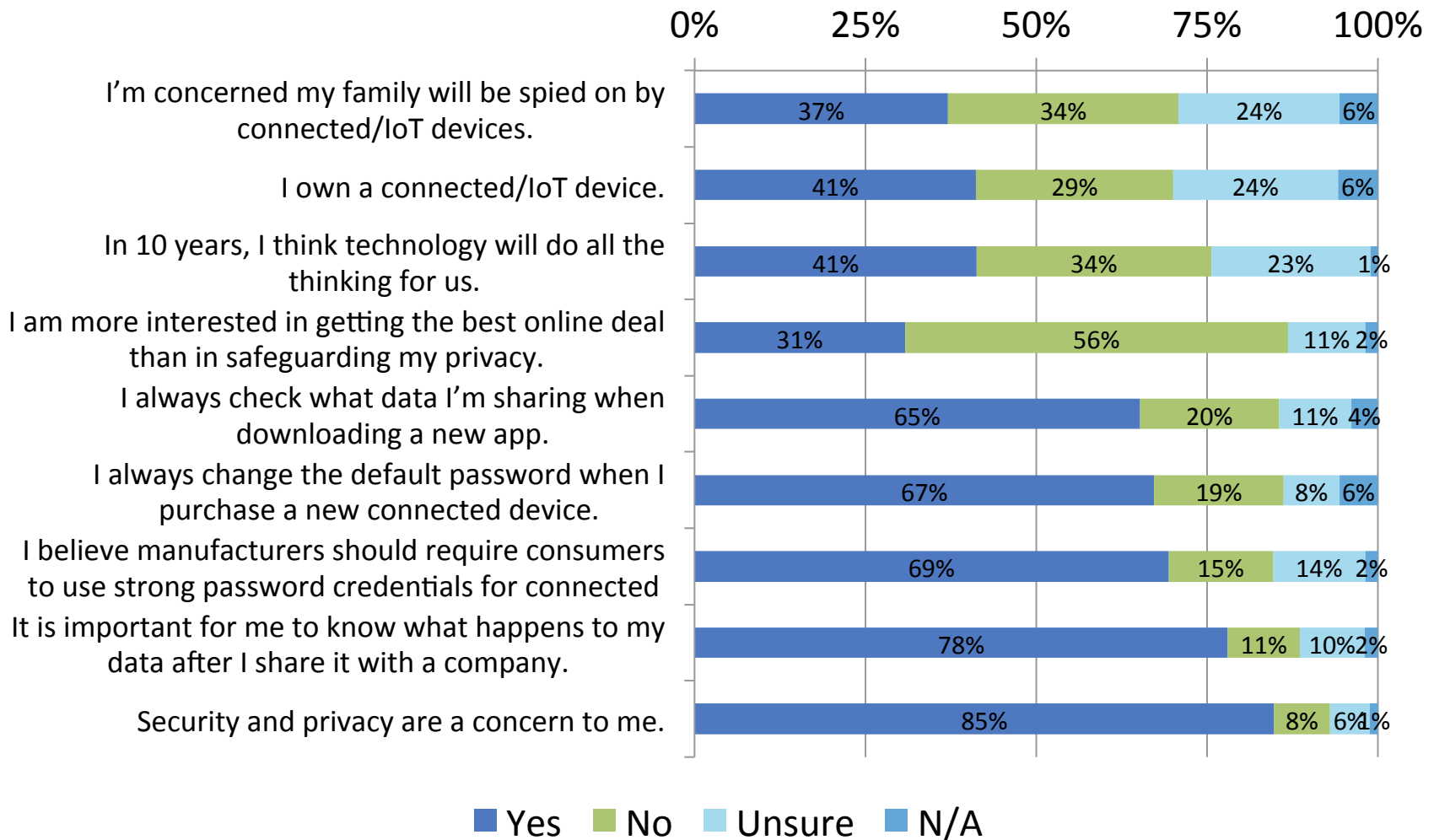


Sample Size: 1,094 (All Respondents)

Key Driver Analysis - Do you believe your favorite brands understand and cater to your needs?

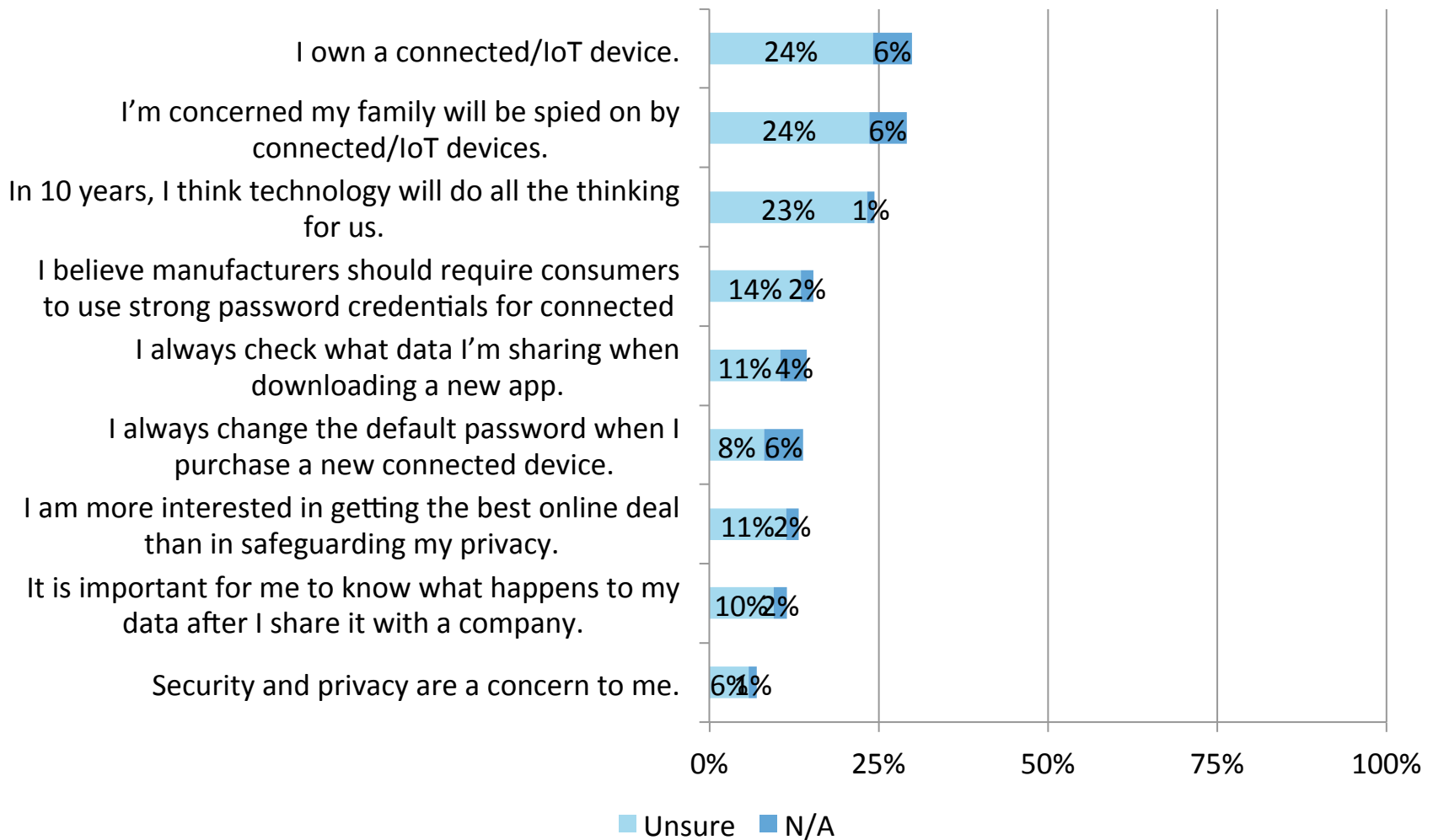
Aspect	Shared Variance	Correlation	Respondents Answering
Not having the ability to use chatbots/AI for customer service (Facebook messenger, etc)	3%	-0.164	100%
Not offering a mobile shopping app	2%	-0.133	100%
Not providing live/instant (real-time) customer service support	1%	-0.121	100%
Providing too many offers on sales and promotions	1%	-0.103	100%
Lack of accurate information about in-store product availability	1%	-0.099	100%
Not receiving timely offers on sales and promotions	1%	-0.084	100%
Experiencing a data leak/breach	<1%	-0.030	100%
Leaving your negative review unaddressed, while continuing to receive offers for similar products	<1%	0.014	100%

Do you agree or disagree with the following statements?



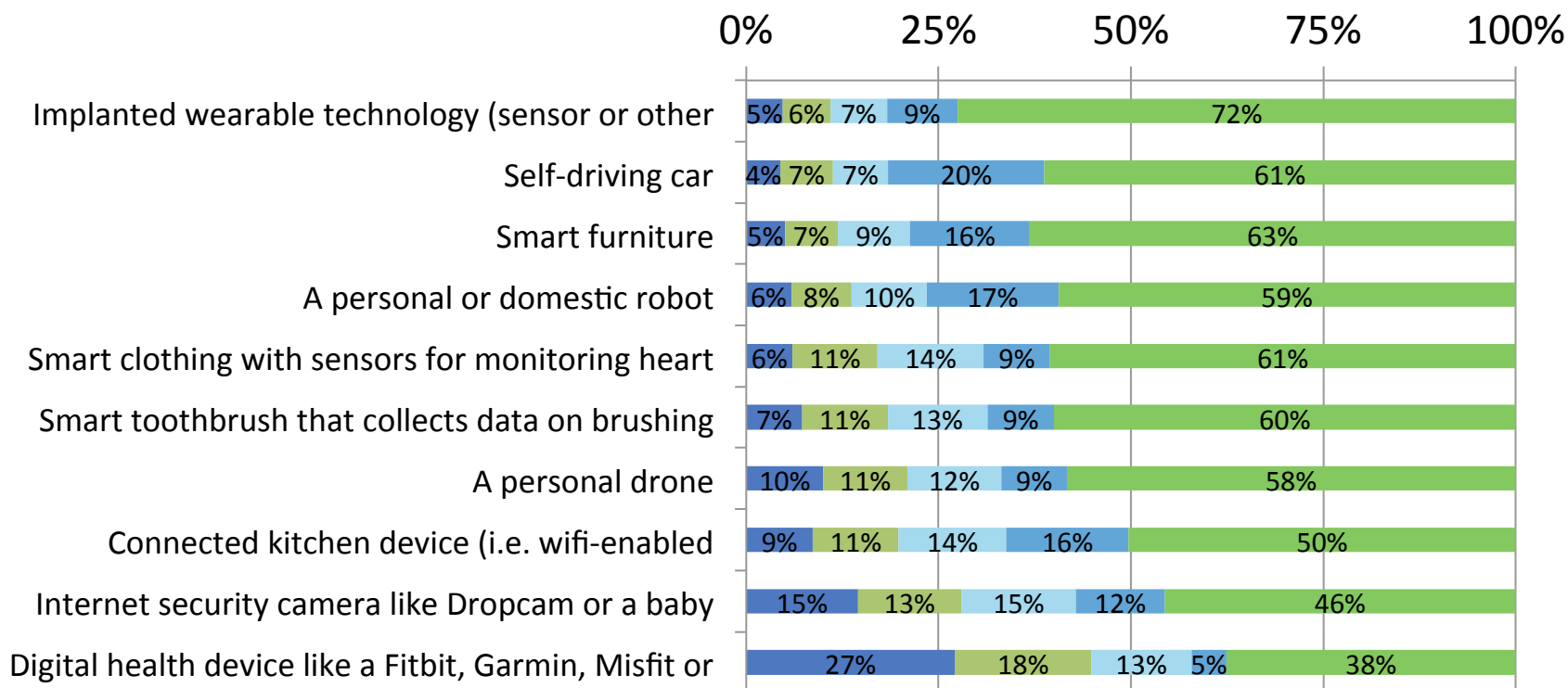
Sample Size: 1,094 (All Respondents)

Do you agree or disagree with the following statements?



Sample Size: 1,094 (All Respondents)

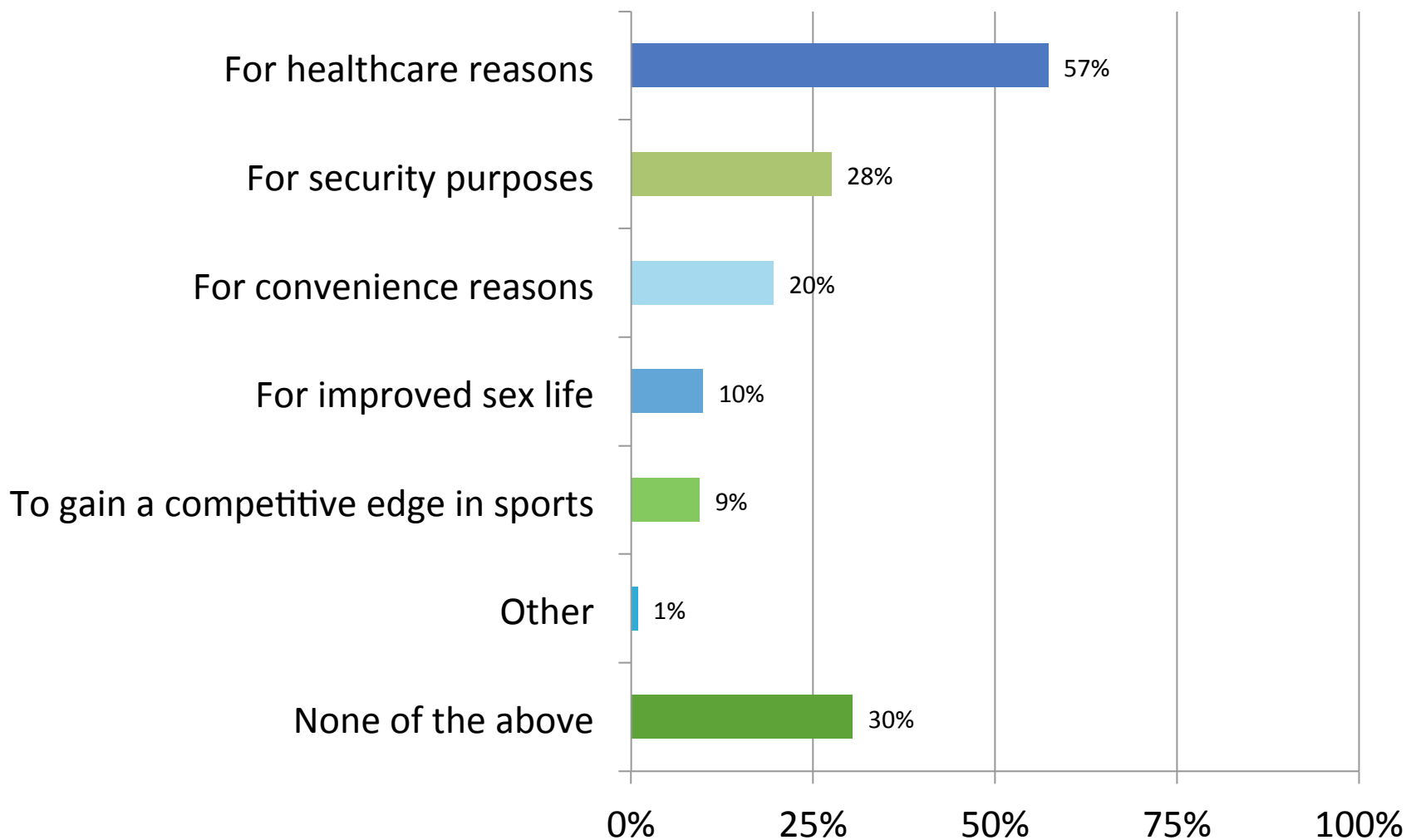
What type of connected products do you own or expect to own in the future.



- Currently Own
- Plan to purchase this year
- Expect to purchase in 3 years
- Expect to purchase in 5 years
- Not interested

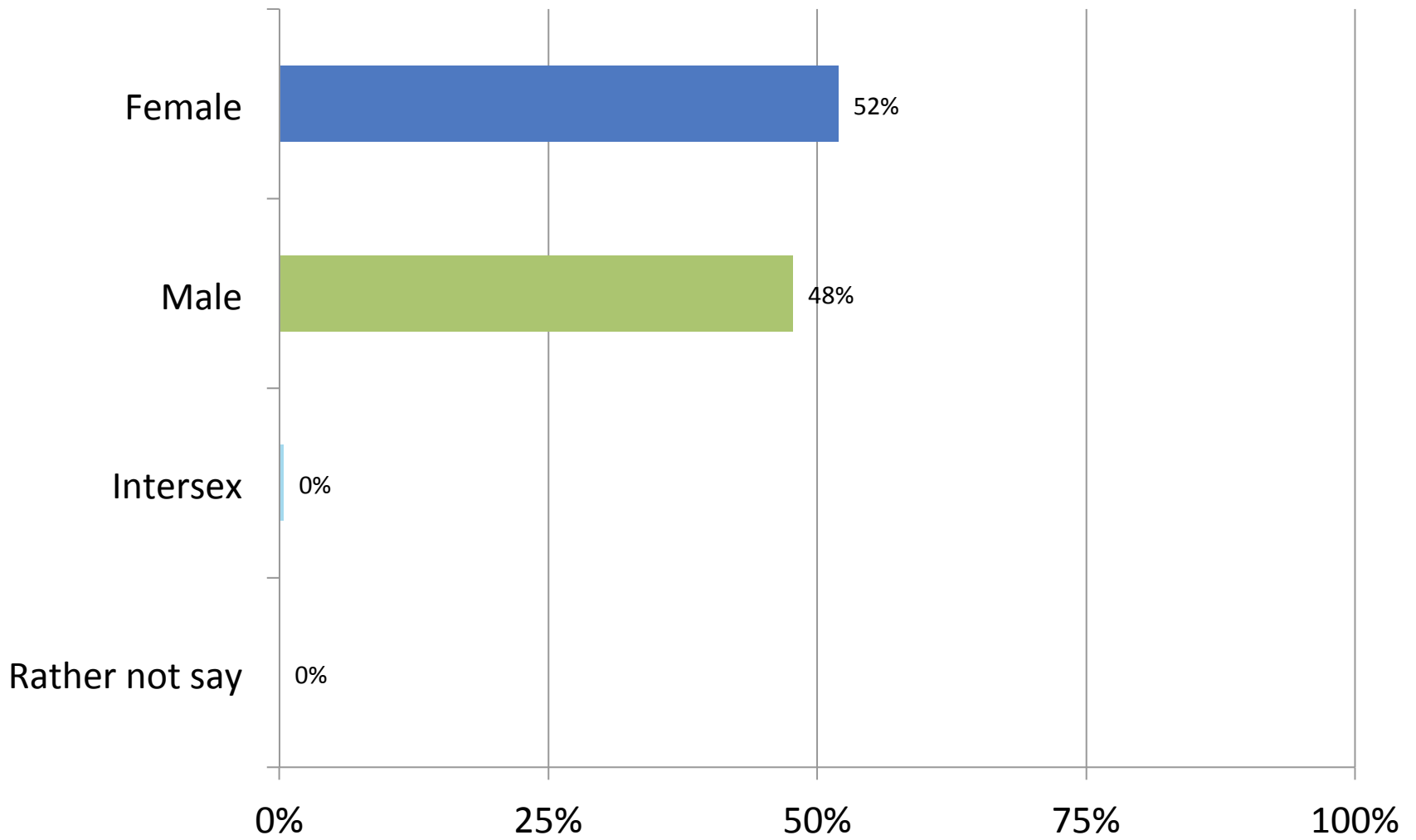
Sample Size: 1,094 (All Respondents)

For which conditions/situations would you consider purchasing an “implanted wearable” technology?



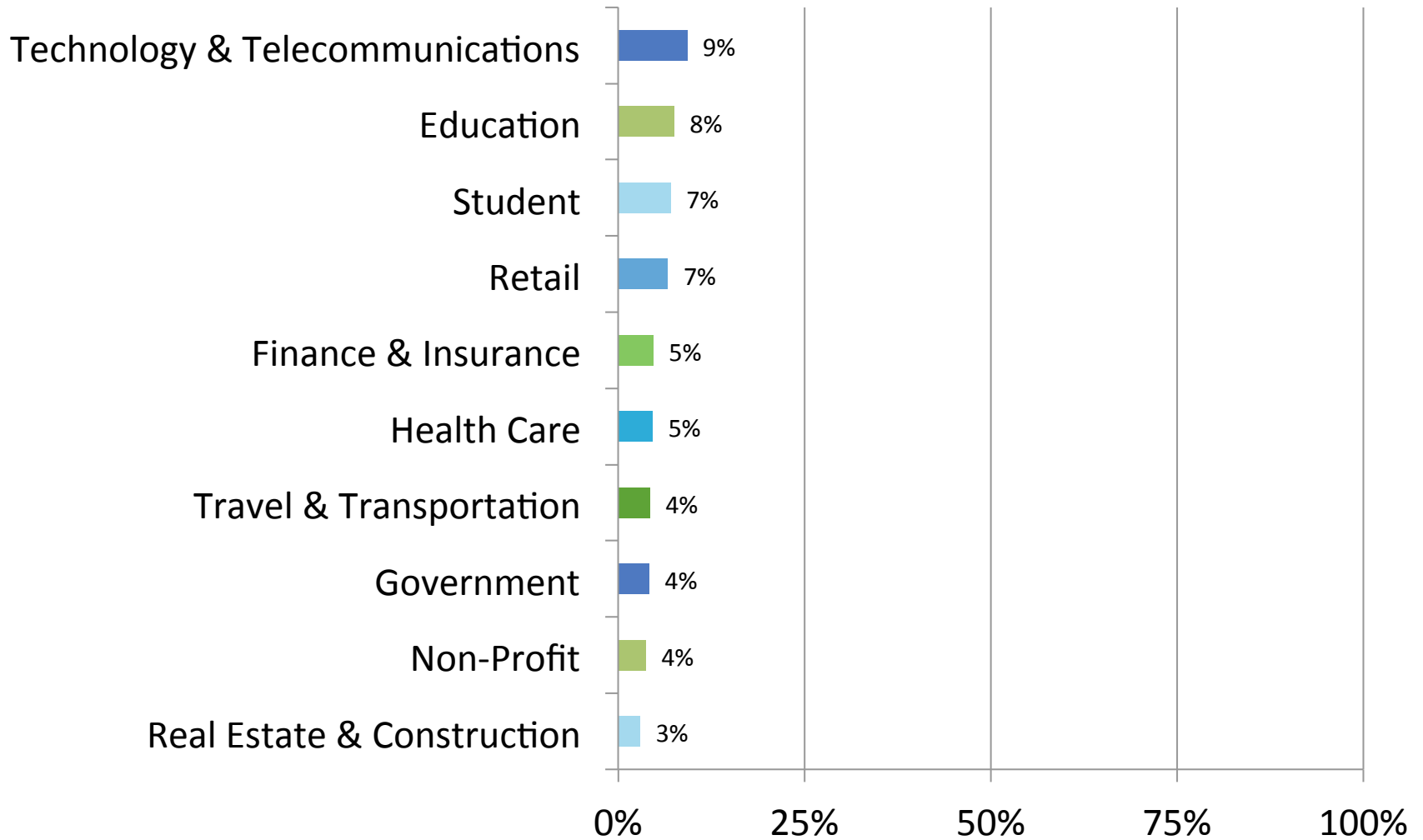
Sample Size: 1,094 (All Respondents)

Please select your sex:



Sample Size: 1,094 (All Respondents)

Do you work in any of the following industries? - Top 10



Sample Size: 1,076 (98% of Respondents)

Do you work in any of the following industries?

Rank	Option	Response %
1	Technology & Telecommunications	9%
2	Education	8%
3	Student	7%
4	Retail	7%
5	Finance & Insurance	5%
6	Health Care	5%
7	Travel & Transportation	4%
8	Government	4%
9	Non-Profit	4%
10	Real Estate & Construction	3%
11	Media & Entertainment	2%
12	Automotive	2%
13	Energy & Utilities	1%
14	Wholesale	1%
15	Consumer Electronics	1%
15	Consumer Packaged Goods	1%
17	Pharmaceutical & Life Sciences	1%
18	Other	35%

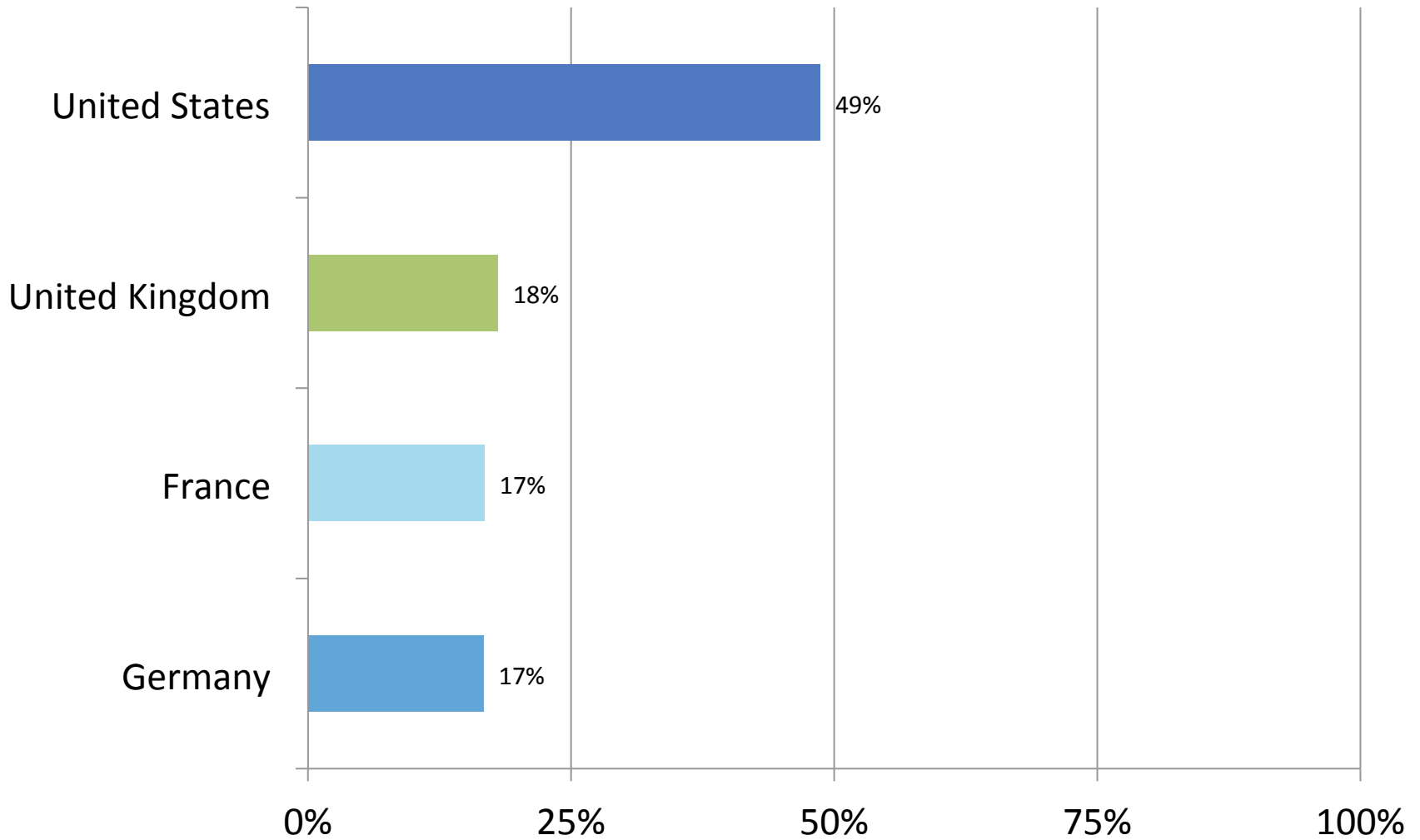
Sample Size: 1,076 (98% of Respondents)

Other - Specified

Word	Count	Quote
Homemaker	32	"Homemaker, pollworker."
Retired	20	"Retired/disabled."
None	20	
Unemployed	19	"Unemployed in the moment."
Manufacturing	16	
Disabled	13	
Construction	9	
Service	9	"Business services."
Work	6	"I'm disabled unable to work."
Hausfrau	5	

Demographic Questions

What country are you located in?



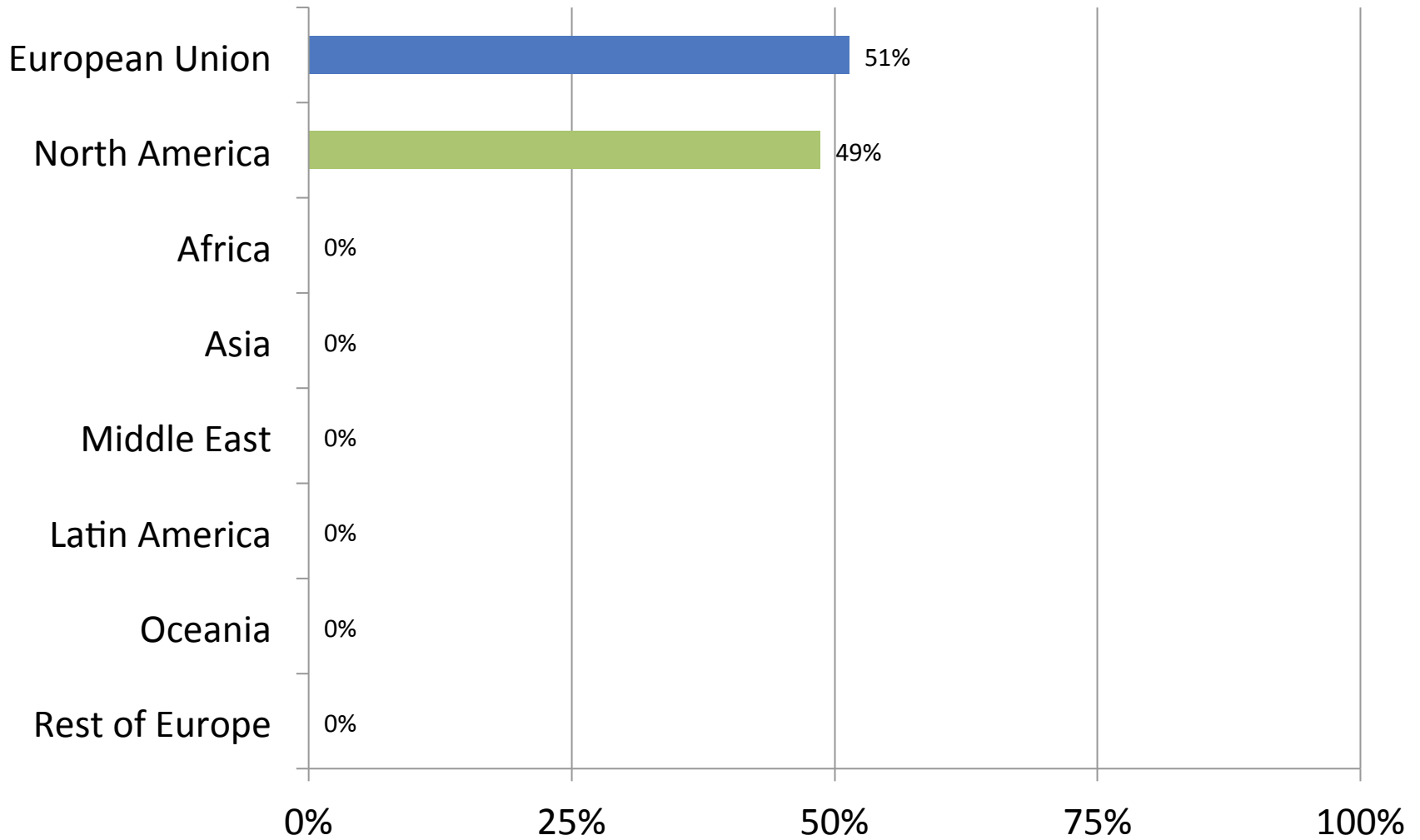
Sample Size: 1,094 (All Respondents)

What country are you located in?

Rank	Option	Response %
1	United States	49%
2	United Kingdom	18%
3	France	17%
4	Germany	17%

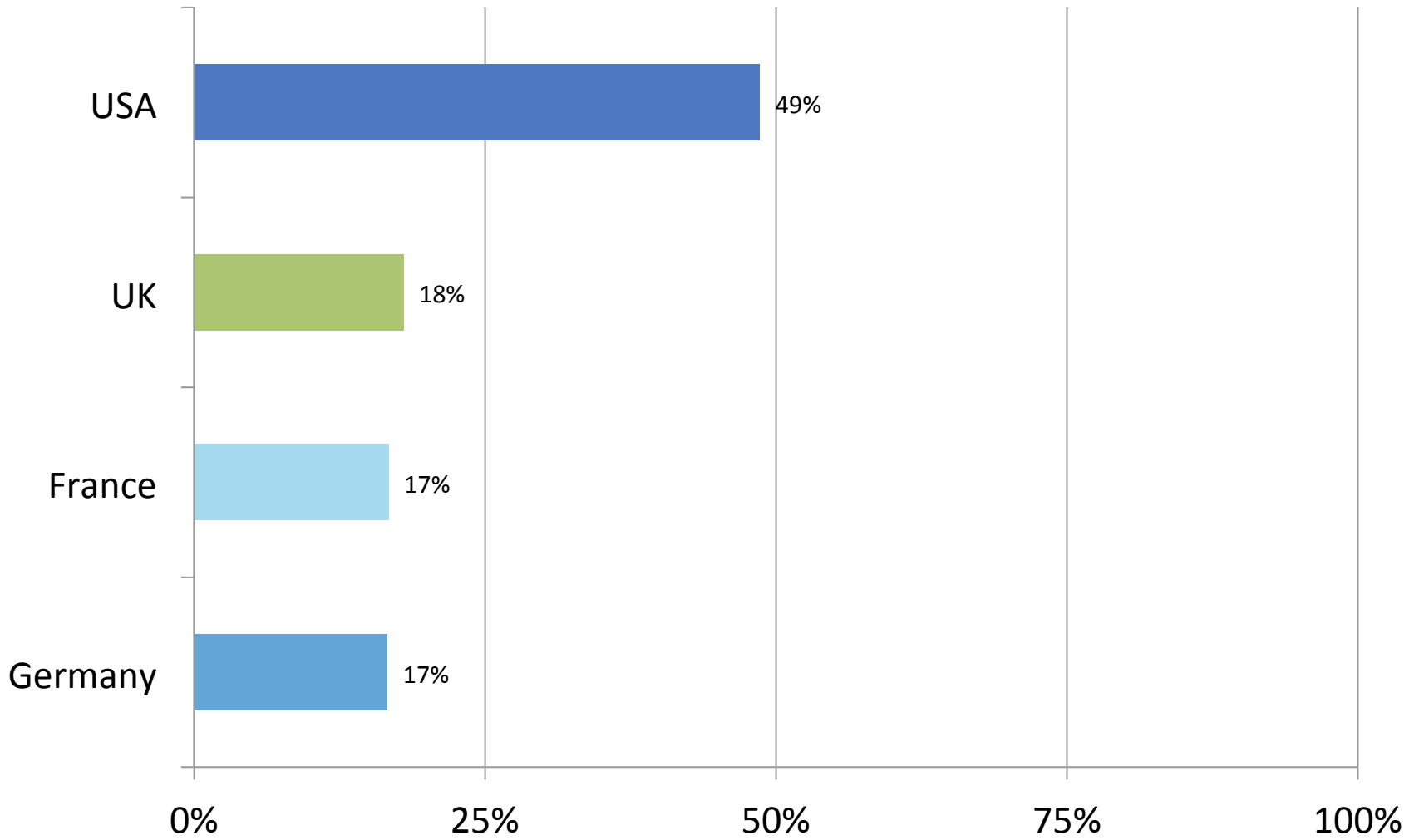
Sample Size: 1,094 (All Respondents)

Global Region - What country are you located in?



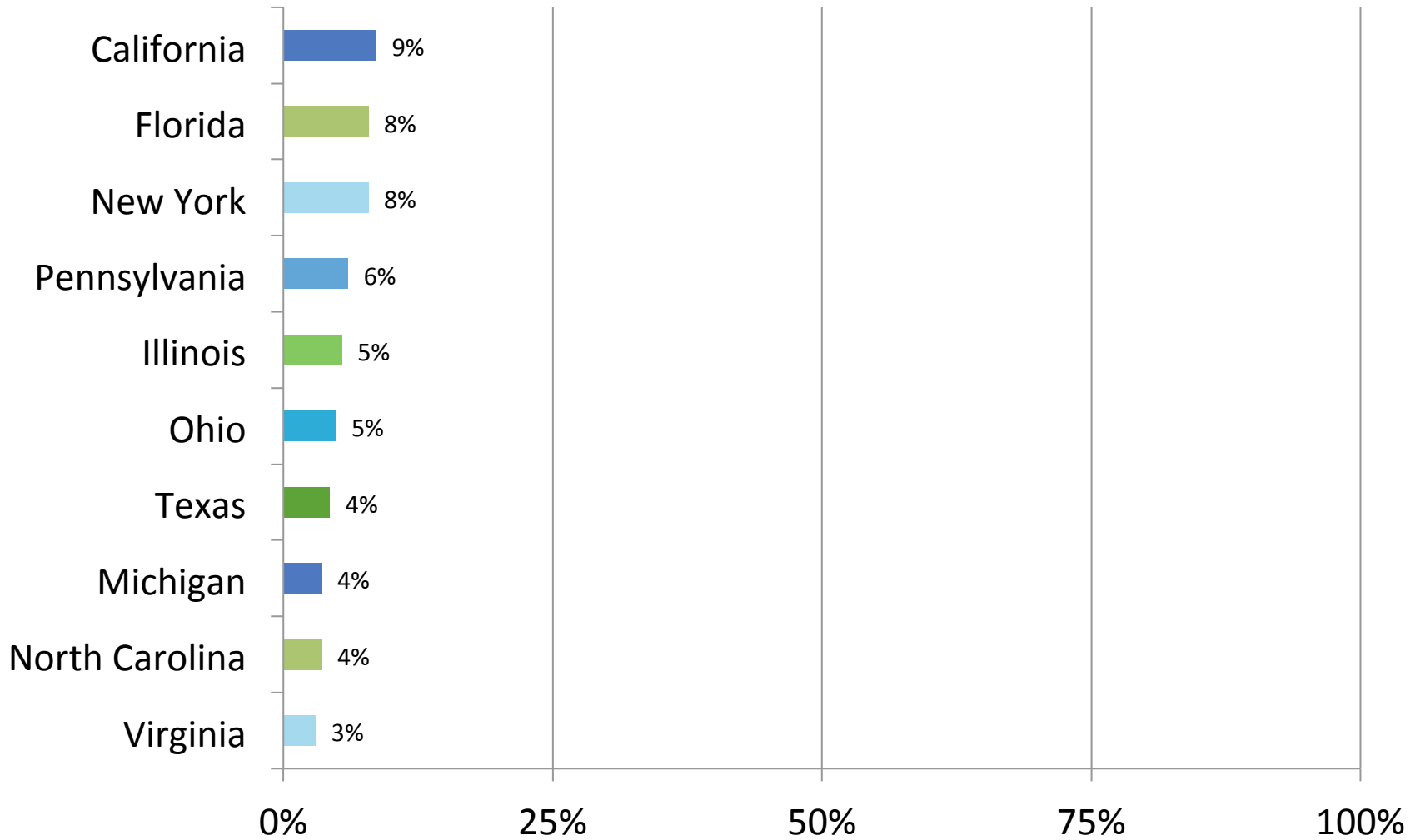
Sample Size: 1,094 (All Respondents)

Top Countries



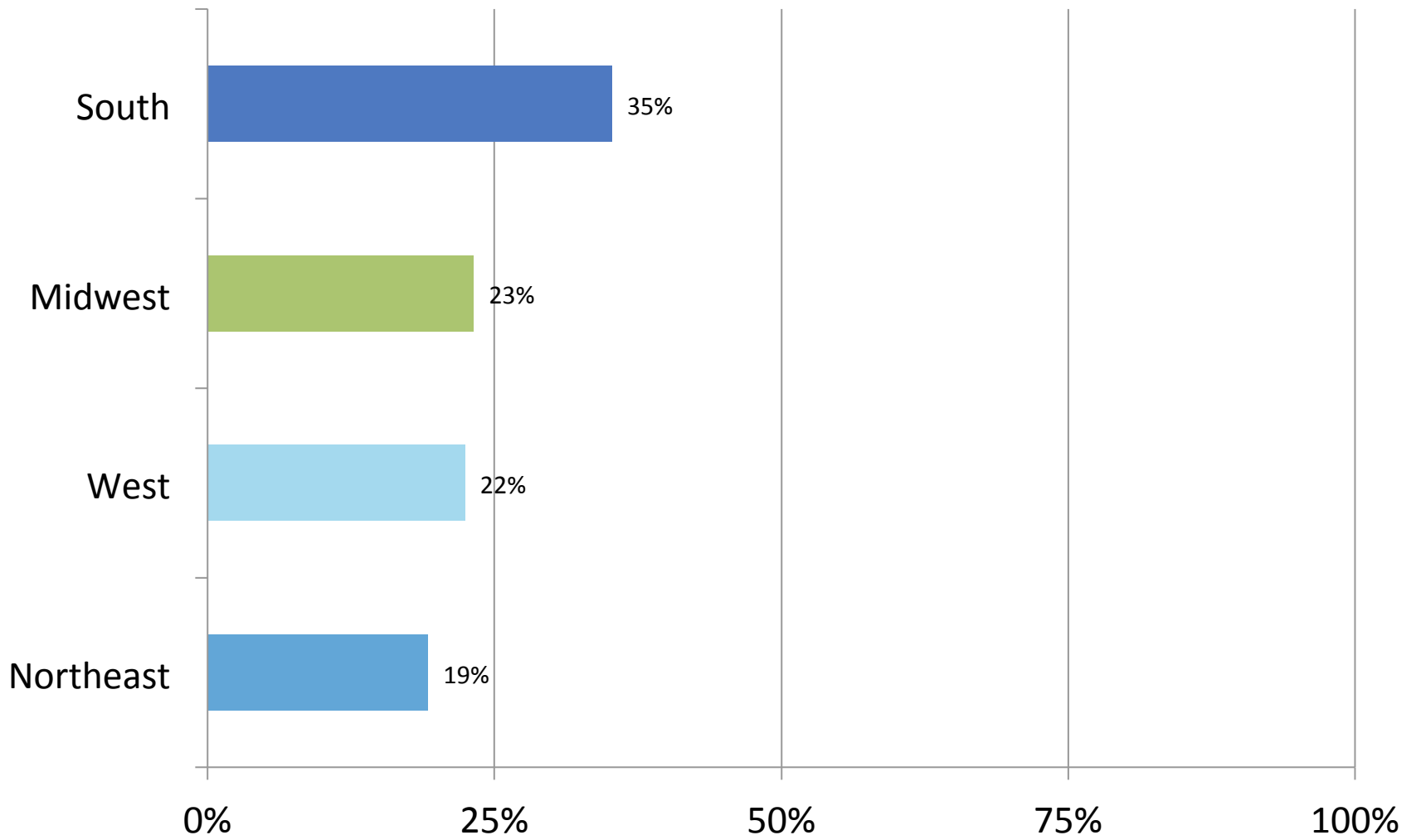
Sample Size: 1,094 (All Respondents)

What state do you live in? - Top 10



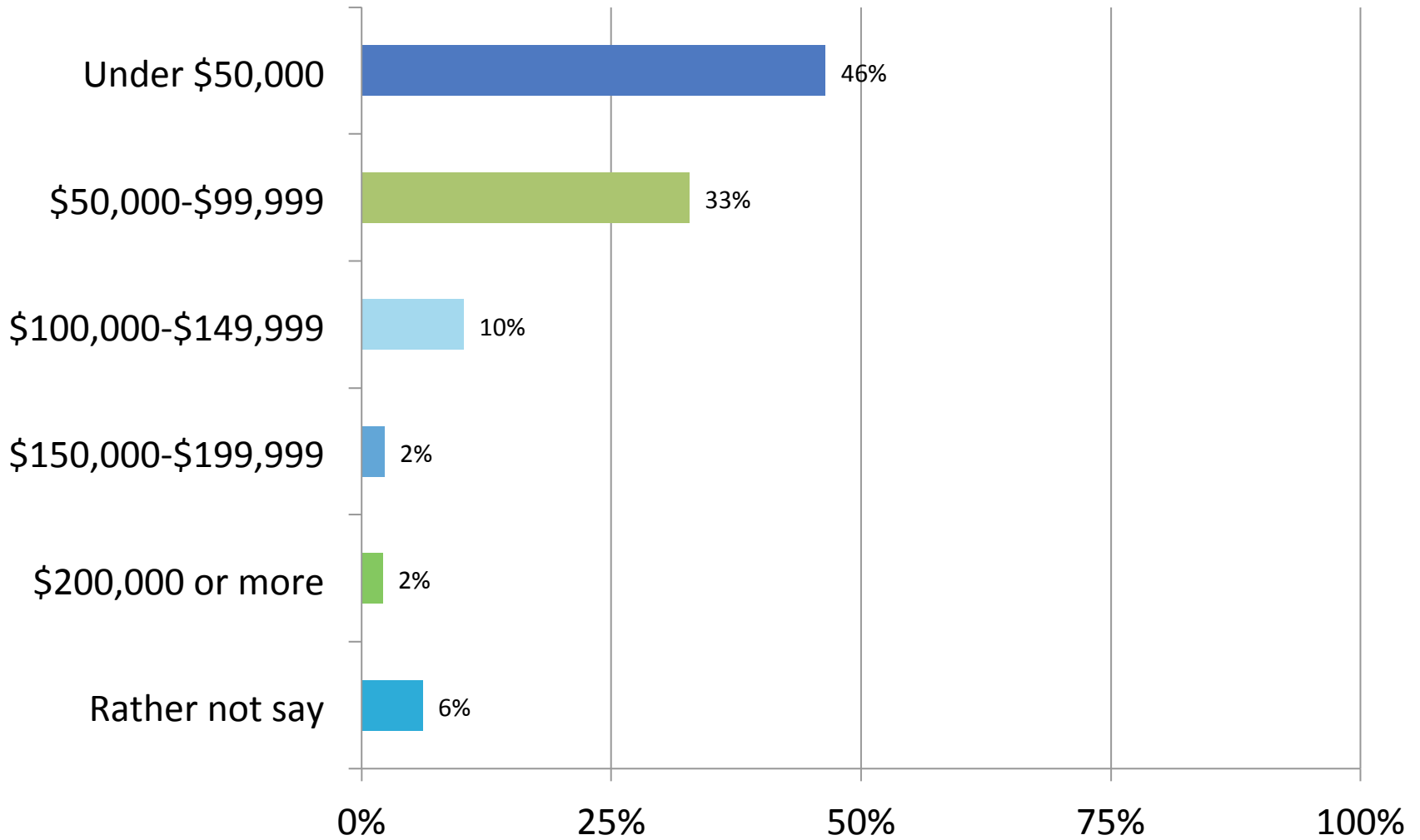
Sample Size: 532 (49% of Respondents)

Census Region



Sample Size: 531 (49% of Respondents)

How much total combined income did all members of your HOUSEHOLD earn last year?



Sample Size: 1,094 (All Respondents)

Significant Crosstabs for: Top Countries

Do you believe your favorite brands understand and cater to your needs?

	Top Countries				
	Total	USA	UK	France	Germany
	(%)	(%)	(%)	(%)	(%)
Yes	61	↑ 66	66	61	↓ 42
No	14	↓ 12	12	15	↑ 22
Unsure	25	22	22	24	↑ 36
Base	N=1094	n=532	n=197	n=183	n=182

Sample Size: 1,094 (All Respondents)

Significant Crosstabs for: Please select your age range:

Do you make decisions about technology purchases in your home?

	Please select your age range:					
	Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
	(%)	(%)	(%)	(%)	(%)	(%)
Yes	92	↓ 82	92	93	↑ 97	88
No	0	0	0	0	0	0
Sometimes	8	↑ 18	8	7	↓ 3	12
Base	N=1094	n=130	n=291	n=291	n=235	n=147

Sample Size: 1,094 (All Respondents)

Do you believe your favorite brands understand and cater to your needs?

	Please select your age range:					
	Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
	(%)	(%)	(%)	(%)	(%)	(%)
Yes	61	↑ 71	↑ 69	62	56	↓ 44
No	14	10	↓ 10	16	15	↑ 20
Unsure	25	19	21	22	29	↑ 35
Base	N=1094	n=130	n=291	n=291	n=235	n=147

Sample Size: 1,094 (All Respondents)

Do you work in any of the following industries?

	Please select your age range:					
	Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
	(%)	(%)	(%)	(%)	(%)	(%)
Automotive	2	2	2	2	1	1
Consumer Electronics	1	↑ 4	1	1	1	0
Consumer Packaged Goods	1	2	1	1	2	0
Education	8	6	9	8	7	6
Energy & Utilities	1	0	↑ 3	2	<1	0
Finance & Insurance	5	3	5	6	5	2
Government	4	2	4	4	6	6
Health Care	5	3	6	↑ 7	3	↓ 1
Media & Entertainment	2	2	3	2	2	0
Non-Profit	4	4	3	4	5	3
Pharmaceutical & Life Sciences	1	0	1	1	<1	0
Real Estate & Construction	3	2	2	4	3	4
Retail	7	8	9	↓ 3	8	7
Technology & Telecommunications	9	5	↑ 15	9	9	↓ 2
Travel & Transportation	4	2	2	5	↑ 7	3
Wholesale	1	2	2	2	↓ 0	0
Student	7	↑ 40	5	↓ 1	↓ 1	↓ 2
Other	35	↓ 15	↓ 25	35	40	↑ 63
Base	N=1076	n=130	n=285	n=285	n=234	n=142

Significant Crosstabs for: Please select your sex:

Do you work in any of the following industries?

	Please select your sex:				
	Total	Male	Female	Intersex	Rather not say
	(%)	(%)	(%)	(%)	(%)
Automotive	2	↑ 3	↓ 1	0	0
Consumer Electronics	1	2	1	0	0
Consumer Packaged Goods	1	2	1	0	0
Education	8	7	8	25	0
Energy & Utilities	1	2	1	0	0
Finance & Insurance	5	6	4	25	0
Government	4	5	4	0	0
Health Care	5	3	↑ 6	0	0
Media & Entertainment	2	2	2	0	0
Non-Profit	4	3	4	0	0
Pharmaceutical & Life Sciences	1	<1	1	0	0
Real Estate & Construction	3	↑ 4	↓ 2	0	0
Retail	7	8	6	0	0
Technology & Telecommunications	9	↑ 14	↓ 4	50	0
Travel & Transportation	4	↑ 6	↓ 3	0	0
Wholesale	1	1	2	0	0
Student	7	6	8	0	0
Other	35	↓ 27	↑ 42	0	0
Base	N=1076	n=511	n=561	n=4	n=0

Sample Size: 1,076 (98% of Respondents)

Significant Crosstabs for: How much total combined income did all members of your HOUSEHOLD earn last year?

Please select your age range:

	How much total combined income did all members of your HOUSEHOLD earn last year?						
	Total	Under \$50,000	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Rather not say
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
[18 or less + 18 - 24]	12	12	↓ 8	13	12	13	↑ 28
18 or less	0	0	0	0	0	0	0
18 - 24	12	12	↓ 8	13	12	13	↑ 28
25 - 34	27	25	27	↑ 36	36	48	↓ 12
35 - 44	27	↓ 24	↑ 32	25	20	26	27
45 - 54	21	22	24	18	20	13	13
55 - 64	13	↑ 17	↓ 9	8	12	0	19
65+	0	0	0	0	0	0	0
Rather not say	0	0	0	0	0	0	0
[65+ + Rather not say]	0	0	0	0	0	0	0
Base	N=1094	n=508	n=359	n=112	n=25	n=23	n=67

Sample Size: 1,094 (All Respondents)

Do you make decisions about technology purchases in your home?

	How much total combined income did all members of your HOUSEHOLD earn last year?						
	Total	Under \$50,000	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Rather not say
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	92	93	90	96	88	100	↓ 79
No	0	0	0	0	0	0	0
Sometimes	8	7	10	4	12	0	↑ 21
Base	N=1094	n=508	n=359	n=112	n=25	n=23	n=67

Sample Size: 1,094 (All Respondents)

Do you believe your favorite brands understand and cater to your needs?

	How much total combined income did all members of your HOUSEHOLD earn last year?						
	Total	Under \$50,000	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Rather not say
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	61	↓ 56	65	70	84	83	↓ 45
No	14	14	13	13	12	9	21
Unsure	25	↑ 29	21	↓ 17	4	9	34
Base	N=1094	n=508	n=359	n=112	n=25	n=23	n=67

Sample Size: 1,094 (All Respondents)

Please select your sex:

	How much total combined income did all members of your HOUSEHOLD earn last year?						
	Total	Under \$50,000	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Rather not say
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Male	48	45	51	55	52	70	↓ 33
Female	52	↑ 55	49	44	44	30	↑ 66
Intersex	<1	<1	0	1	4	0	1
Rather not say	0	0	0	0	0	0	0
Base	N=1094	n=508	n=359	n=112	n=25	n=23	n=67

Sample Size: 1,094 (All Respondents)

Do you work in any of the following industries?

	How much total combined income did all members of your HOUSEHOLD earn last year?						
	Total	Under \$50,000	\$50,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Rather not say
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Automotive	2	2	2	2	0	0	↑ 6
Consumer Electronics	1	1	2	2	0	4	0
Consumer Packaged Goods	1	2	1	3	0	0	0
Education	8	6	8	7	24	13	4
Energy & Utilities	1	1	1	↑ 5	4	0	0
Finance & Insurance	5	↓ 3	6	↑ 9	4	13	1
Government	4	4	5	3	0	9	6
Health Care	5	↓ 3	↑ 7	4	12	0	6
Media & Entertainment	2	3	2	2	0	0	0
Non-Profit	4	5	3	4	4	4	1
Pharmaceutical & Life Sciences	1	<1	1	2	0	4	0
Real Estate & Construction	3	2	3	5	0	0	6
Retail	7	7	7	4	12	4	3
Technology & Telecommunications	9	↓ 5	↑ 13	12	16	30	6
Travel & Transportation	4	4	5	5	4	0	4
Wholesale	1	2	1	2	0	4	0
Student	7	7	6	5	4	0	↑ 19
Other	35	↑ 44	↓ 27	↓ 25	16	13	36
Base	N=1076	n=492	n=357	n=112	n=25	n=23	n=67

Significant Crosstabs for: Do you work in any of the following industries?

Please select your age range:

	Do you work in any of the following industries?											
	Total	Educati on	Financ e & Insura nce	Govern ment	Health Care	Non- Profit	Real Estate & Constr uction	Retail	Techno logy & Teleco mmuni cations	Travel & Transp ortatio n	Studen t	Other
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
[18 or less + 18 - 24]	12	10	8	4	8	13	6	14	6	7	↑ 68	↓ 5
18 or less	0	0	0	0	0	0	0	0	0	0	0	0
18 - 24	12	10	8	4	8	13	6	14	6	7	↑ 68	↓ 5
25 - 34	27	32	29	22	32	23	22	35	↑ 42	15	20	↓ 19
35 - 44	27	27	35	24	↑ 42	25	38	↓ 13	27	33	↓ 5	27
45 - 54	21	20	22	31	14	30	19	25	22	↑ 37	↓ 3	25
55 - 64	13	11	6	18	↓ 4	10	16	14	↓ 3	9	↓ 4	↑ 24
65+	0	0	0	0	0	0	0	0	0	0	0	0
Rather not say	0	0	0	0	0	0	0	0	0	0	0	0
[65+ + Rather not say]	0	0	0	0	0	0	0	0	0	0	0	0
Base	N=1094	n=81	n=51	n=45	n=50	n=40	n=32	n=72	n=100	n=46	n=76	n=375

Sample Size: 1,094 (All Respondents)

Do you believe your favorite brands understand and cater to your needs?

	Do you work in any of the following industries?											
	Total	Educa tion	Financ e & Insura nce	Gover nment	Health Care	Non- Profit	Real Estate & Constr uction	Retail	Techn ology & Teleco mmun ication s	Travel & Transp ortati on	Stude nt	Other
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Yes	61	63	69	60	68	53	59	↑ 76	69	65	66	↓ 53
No	14	14	10	13	12	20	16	↓ 4	17	17	12	16
Unsure	25	23	22	27	20	28	25	19	↓ 14	17	22	↑ 31
Base	N=1094	n=81	n=51	n=45	n=50	n=40	n=32	n=72	n=100	n=46	n=76	n=375

Sample Size: 1,094 (All Respondents)

Please select your sex:

	Do you work in any of the following industries?											
	Total	Educa tion	Financ e & Insura nce	Gover nment	Health Care	Non- Profit	Real Estate & Constr uction	Retail	Techn ology & Teleco mmun ication s	Travel & Transp ortati on	Stude nt	Other
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Male	48	46	57	56	34	40	↑ 69	54	↑ 74	↑ 65	38	↓ 37
Female	52	53	41	44	↑ 66	60	↓ 31	46	↓ 24	↓ 35	62	↑ 63
Intersex	<1	1	2	0	0	0	0	0	↑ 2	0	0	0
Rather not say	0	0	0	0	0	0	0	0	0	0	0	0
Base	N=1094	n=81	n=51	n=45	n=50	n=40	n=32	n=72	n=100	n=46	n=76	n=375

Sample Size: 1,094 (All Respondents)