

Survey Question

Agree or disagree? If I am buying a smart toaster (i.e. a toaster controllable by a mobile app), I am willing to pay more for one that is certified as 'ethical by design.'

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	10.1%	11.5%	9.5%	9.4%	10.9%	9.4%	14.4%	8.6%	7.1%	12.1%
Somewhat agree	8.9%	10.2%	8.8%	7.9%	9.3%	8.6%	11.4%	8.7%	9.2%	7.4%
Neither agree nor disagree	37.9%	37.3%	38.3%	38.0%	34.6%	41.0%	32.5%	40.5%	38.7%	37.1%
Somewhat disagree	6.9%	5.9%	7.1%	7.6%	7.8%	6.1%	6.4%	6.5%	7.7%	7.2%
Strongly disagree	36.2%	35.0%	36.3%	37.2%	37.5%	34.9%	35.3%	35.8%	37.4%	36.2%
Total agree	19.1%	21.8%	18.3%	17.3%	20.2%	18.0%	25.8%	17.3%	16.3%	19.5%
Total disagree	43.1%	40.9%	43.4%	44.8%	45.2%	41.0%	41.7%	42.3%	45.0%	43.4%

Demographics of Survey Respondents

Age:

- 6.4% 18-24, 18.1% 25-34, 19.6% 35-44, 21.2% 45-54, 18.4% 55-64, 16.3% 65+ in sample
- 12.6% 18-24, 19.4% 25-34, 17.5% 35-44, 17.6% 45-54, 16.7% 55-64, 16.2% 65+ in target population

Gender:

- 57.5% male, 42.5% female in sample
- 48.1% male, 51.9% female in target population

Region:

- 14.6% Northeast, 32.9% South, 30.0% Midwest, 22.5% West in sample
- 17.3% Northeast, 37.5% South, 21.3% Midwest, 23.9% West in target population

Survey Methodology

The Center for Data Innovation conducted a national online poll of 3,208 U.S. adult Internet users between December 18, 2018 and December 20, 2018. Using Google Surveys, we applied weights to each response to match the breakdowns of age, gender, and region to those demographic breakdowns in the national Internet population as estimated by the U.S. Census Bureau's 2015 Current Population Survey (CPS) Computer and Internet Use Supplement.

Multiple analyses have found Google Surveys to be a useful survey tool. In 2012, the Pew Research Center compared the results for 43 questions it asked through telephone surveys and Google Surveys, finding that the median difference between the two methods' results was [three percentage](#) points. Moreover, Google Surveys accurately [predicted](#) the 2012 presidential election. Lastly, a 2016 [analysis](#), published in the peer-reviewed journal *Political Analysis* by Rice University political scientists, replicated four canonical social science experiments with Google Surveys and concluded that Google Surveys "is likely to be a useful platform for survey experimenters doing rigorous social scientific work."

Google Surveys donated the use of its platform for this research but played no role in the findings or in developing the questions. To learn more about Google Surveys' methodology and accuracy, please see the [Google Surveys Whitepaper](#) and a [study](#) comparing Google Surveys to other Internet surveys.

About the Center for Data Innovation

The Center for Data Innovation conducts high-quality, independent research and educational activities on the impact of the increased use of information on the economy and society. In addition, the Center for Data Innovation formulates and promotes pragmatic public policies designed to enable data-driven innovation in the public and private sector, create new economic opportunities, and improve quality of life. The Center is a nonprofit, nonpartisan research institute affiliated with the Information Technology and Innovation Foundation.