April Trends Tracker

Summary of Findings

• Purchases of electric and hybrid vehicles will continue to increase, as indicated by the one in 20 respondents who said their next car definitely would be electric or hybrid. This should boost sales for Tesla Motors Inc. (TSLA), BMW AG’s (ETR:BMW) i3 and i8, and Nissan Motor Co.’s (TYO:7201) Leaf.

• Cable cord cutting saw a slight uptick from the previous quarter as new OTT offerings have flooded the market. Time Warner Inc.’s (TWX) HBO Now recently exploded onto the scene through a deal with Apple Inc. (AAPL), a first-month free trial, and the latest season of Game of Thrones. DISH Network Corp.’s (DISH) Sling TV, another newcomer, has not experienced the same rate of adoption, likely because of difficulties in streaming March Madness and Game of Thrones.

• The desire for GMO product labeling remains high among respondents. Monsanto Co. (MON) has experienced a backlash from its Roundup product being shown to possibly cause cancer. Also, some countries have banned Monsanto seeds, while some U.S. farmers are shifting to growing non-GMO or organic crops, which can be sold at a higher price. Meanwhile, GMO crops yields have been less than promised.

• Google Inc.’s (GOOG/GOOGL) Google Fiber is gaining traction among respondents and is changing the Internet provider market in every city it enters.

• Millennials were the only respondent age group to increase their spending compared with three months ago. Most other respondents believe the United States’ economic prospects are declining and have reined in their spending.

Introduction

Welcome to Blueshift Research’s and SurveyMonkey’s 10th edition of the Trends Tracker. This monthly research survey tracks the most pressing topics affecting U.S. consumers as well as business and investment theses. We monitor trends to see how respondents’ opinions evolve and frequently update survey questions with new issues that emerge from our research and observations.

The April Trends Tracker comprised 1,091 respondents who represented a general sample of the U.S. public. SurveyMonkey utilized Census data to balance respondents by gender and age so that the sample aligned with the U.S. population.

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Topics

1) Adoption of electric and hybrid vehicles is growing, with one in 20 respondents committed to purchasing an electric or hybrid version as their next car.

Respondents older than 30 represented the primary adopters of hybrid vehicles, while those under the age of 60 have increased their purchases of electric vehicles. Those ages 18 to 29 increasingly do not own cars. One in 20 respondents is committed to purchasing a hybrid or electric vehicle as their next vehicle, two in 20 are very or extremely likely to do so, and eight in 20 respondents are not at all likely to purchase a hybrid or electric vehicle.

The Centre for Solar Energy and Hydrogen Research also captured the rising demand for hybrid and electric vehicles, with a 69% growth rate in the United States—more than any other country. The price drop in lithium-ion batteries should help to make hybrid and electric vehicles more attainable for lower-income consumers. Tesla's and Panasonic Corp.'s (TYO:6752) Gigafactory, which is expected to be completed by 2017, should drop the price of lithium-ion batteries by 30%. After seeing positive results for its hybrid and electric vehicles in 2014, BMW has a new goal of doubling sales of its i3 electric car and i8 hybrid in the United States this year. Electric car sales in March year to year showed that Tesla’s Model S, the Nissan Leaf, and BMW’s i3 were the top-selling electric vehicles. General Motors Co.'s (GM) Chevy Volt lost its title of most purchased plug-in electric last month as the Nissan Leaf surpassed it for the first time in roughly three years. One bleak spot in the adoption of hybrid and electric vehicles is in Georgia, where one car dealer expects to see decreased adoption due to a tax credit elimination.

What type of car do you own?

- 78.9% of respondents own a gas-powered car, a 6.5 percentage-point decrease quarter to quarter.
- 2.7% do not own a car, a 4.1 percentage-point increase quarter to quarter.
- 6.6% own a hybrid car, a 1.8 percentage-point increase quarter to quarter.
- Respondents 30 years and older have increased their purchases of hybrid vehicles.
- Respondents 60 and younger have increased their purchases of electric vehicles.
- Respondents in all age groups increasingly do not own cars, particularly those ages 18 to 29.
- Respondents in all income levels have increased their hybrid car purchases, particularly those in the highest bracket.
- The lowest income level reported the highest number of EV purchases.
How likely are you to purchase a hybrid or electric vehicle for your next car?

- 5.3% of respondents are committed to purchasing a hybrid or full-electric version for their next car.
- 11.6% are very or extremely likely to purchase a hybrid or full-electric vehicle for their next car.
- 40.8% are not at all likely purchase a hybrid or full-electric vehicle for their next car.
- Respondents who are older, have higher incomes and/or have incomes of less than $24,999 were more likely to commit to purchasing a hybrid or full-electric vehicle.
- 45- to 60-year-olds and/or those with household incomes above $150,000 were the top demographics in terms of being very or extremely likely to purchase a hybrid or full-electric vehicle as their next car.
2) Cord-cutting rate shows signs of quickening as more OTT options become available.

The number of respondents who have cut the cord continued to increase. Respondents in all age groups are decreasing their use of pay-TV services with add-on services. Nielsen recently reported a 10% decrease in TV viewing for the last two quarters. Out of the many answers given by pay-TV respondents on what would make them cancel their service, the most common was based around price, followed by a la carte programming, live streaming of sports, content through Microsoft Corp.’s (MSFT) Xbox One, Roku or Apple TV, and increased Internet speeds allowing the other options to be viable. Verizon Communications Inc. (VZ) is attracting a lot consumers seeking a la carte programming.

In terms of specific OTT services being used by respondents, we added three newcomers to the ever-growing options: HBO Now, Sony Corp.’s (TYO:6758) PlayStation Vue, and Nickelodeon’s (Viacom Inc., VIA/VIAB) Noggin. Respondents’ use of Netflix Inc. (NFLX) and Amazon.com Inc.’s (AMZN) Instant Video has decreased quarter to quarter. Netflix has reported adding more subscriptions at a decreased rate, but the CEO believes the company can kill cable services in the next 20 years. Dish’s Sling TV adoption has been stagnant over the last month, possibly due to outages experienced during the Final Four of March Madness and recently with the Game of Thrones premiere. 4.1% of our respondents reported using HBO Now, which was launched on April 1, a week before our survey ran. HBO Now is benefitting from its well-timed release given the latest season of Game of Thrones, an exclusive offer through Apple, and a free one-month trial. Apple TV is rumored to be working on an OTT service with select broadcasting companies and cable networks.

Do you use a pay-TV service (cable, satellite, telecom) in your household?

- 62.2% of respondents use pay-TV in their households, an 8.8 percentage-point drop quarter to quarter.
- 31.9% use basic pay-TV in their household, a 4.6 percentage-point decrease quarter to quarter.
- 27.2% have never had pay-TV in their household, an 8.6 percentage-point increase quarter to quarter.
- The number of respondents never having pay-TV service increased in all age groups; those ages 18 to 29 reporting this lack of service increased 15.7 percentage-points quarter to quarter.
- Respondents in all age groups reported a decrease in their use of pay-TV with add-on services like HBO.
What would make you cancel your pay-TV service? (Comments from survey respondents)

- Price increase (one more rate hike)
- A la carte programming (ability to build your own lineup of channels)
- Better online alternatives
- More streaming services
- Ready to switch already or strongly considering canceling next month
- Something easier for kids to use
- Cheaper service with the same quality channels
- Access to live sports online (streaming sports to TV)
- Content on Xbox One
• Roku or Apple TV offering cable-like content
• Live TV on the Internet
• Cheaper Internet
• Fewer advertisements
• Another option available in the area/broadband Internet provider that allows streaming
• Captioning for hearing impaired people
• If family/significant other/housemates would want to
• Access to local news
• Anything; I hate Comcast
• Nothing; not worth the hassle; services are bundled with Internet

**Which streaming TV services do you use?**

• 47% of respondents use Netflix, a 5.7 percentage-point drop quarter to quarter.
• 17.8% use Amazon Instant Video, an 8.4 percentage-point drop quarter to quarter.
• 4.1% of respondents use HBO Now.
• Respondents in all age groups decreased their use of Netflix, Amazon Instant Video and **Hulu Plus** quarter to quarter.
• Respondents older than 45 increased their use of Hulu quarter to quarter, while all other age groups decreased their use.
• 30- to 44-year-olds were the only age group to increase their use of HBO Go quarter to quarter.
• HBO Now is used the most by those older than 60 or ages 18 to 29.
• Sling TV is used mostly by those ages 30 to 44.
• Respondents with household incomes of $50,000 to $99,999 are the least likely to use an OTT service.
3) Opposition to GMO foods and the desire for GMO labeling remain stable as more consumers talk with their wallets.

Overall opposition to GMO foods has slightly decreased, but more respondents opposed to GMO foods are starting to talk with their wallets and are not buying the products. Older respondents are more likely to oppose GMO foods, but we noted a recent spike in millennials opposing such products. Those representing higher-income households and who are opposed to GMO foods rose the most compared with six months ago. Respondents’ desire for GMO foods to be labeled decreased slightly compared with six months ago, but remains strong at approximately 80%.

The controversy centers on industry giant Monsanto more than other, similar companies, such as E.I. du Pont de Nemours and Co. (DD), Syngenta AG (SYT) and DuPont's Pioneer. Monsanto’s Roundup weed killer recently was shown to cause cancer and to be in other products. Some farmers have used this opportunity to switch to non-GMO or organic crops, which can sell for more than GMO crops. Another factor is the less-than-expected yields from GMO crops, which prompted farmers in El Salvador to refuse GMO seeds.
Vermont’s GMO-labeling law will go into effect by July 1, 2016. However, Congress recently proposed a bill that would create a rules for labeling GMO foods and would not allow states to enact their own legislation. The vice president of the Environmental Working Group recently stated that more than 90% of consumers want GMOs labeled, slightly higher than our poll, and that this new bill would inhibit that from happening. Meanwhile, consumers’ opinions may be swayed by Bill Nye the Science Guy’s view change on the subject after visiting Monsanto scientists.

**What are your views on GMO foods?**

- 34.4% oppose GMO foods and do not buy them, a 1.5 percentage-point jump compared with six months ago.
- 17.4% are opposed to GMO foods but buy them anyway, a 2.9 percentage-point decline compared with six months ago.
- Overall, 51.8% oppose GMO foods, a 1.4 percentage-point decrease compared with six months ago.
- Older respondents still are the most opposed to GMO foods, but opposition has grown among those ages 18 to 29.
- Households with incomes above $150,000 are the most opposed to GMO foods. Respondents in all income levels but $50,000 to $99,999 have grown in their opposition to GMO foods compared with six months ago.

**Should GMO foods be labeled?**

- 79.1% believe GMO foods should be labeled, a 1.9 percentage-point dip compared with six months ago.
- 5% believe GMO foods should not be labeled, a 1.1 percentage-point growth.
4) Comcast remains king, but Google Fiber is disrupting the Internet market.

Comcast Corp. (CMCSA) remains the most used Internet provider among respondents, followed by AT&T Inc. (T), Verizon and Time Warner Cable Inc. (TWC), which fell to fourth place. Respondents are less satisfied with their Internet provider compared with last month, but Verizon and AT&T received a higher satisfaction rating than cable companies Comcast and Time Warner.

Newcomer Google is seeing the most adoption growth among respondents compared with the previous month. The rollout of Google Fiber, a 1 GB/s Internet service, is changing the landscape as companies scramble to match or surpass its lightning speed. Time Warner is increasing Internet speeds by as much as six times, ahead of Google Fiber’s launch in North Carolina. AT&T and Time Warner both increased their speeds in Kansas City; AT&T also is providing 1GB/s service in Atlanta to take on Google and Comcast. Comcast is offering some San Francisco Bay Area customers 2 GB/s service. The next battlegrounds are Salt Lake City and Oregon, which just passed a law exempting Google from taxes.

AT&T is charging roughly $40 more a month for its new high-speed service than Google Fiber in cities in which the two do not compete and an equal price ($70 a month) in cities in which they do face off. Time Warner released a statement that it sees no basis for the DOJ to block its merger with Comcast, while a person close to the deliberations said staff lawyers at the Justice Department have concerns over the merger and are leaning toward stopping it.

Who is your current Internet provider?

- 23.5% have Comcast as their Internet provider, a 1.1 percentage-point increase compared with the previous month.
- 14.2% have AT&T as their Internet provider, roughly the same as in the previous month.
- 11.5% have Verizon as their Internet provider, a 1.1 percentage-point increase.
- 10.1% have Time Warner Cable as their Internet provider, a 3.1 percentage-point decrease.
- 3.1% have Google as their Internet provider, a 1.4 percentage-point increase.
How satisfied are you with your Internet service?

- 40.5% are very or extremely satisfied with their Internet service, a 5.3 percentage-point drop from March.
- 8.5% are not at all satisfied with their Internet service, a 1.1 percentage-point rise compared with March.
- The number of respondents very or extremely satisfied with their Comcast, AT&T, Time Warner, and Verizon Internet services decreased. Verizon and AT&T received a higher satisfaction rate than Comcast and Time Warner.

5) Millennials' spending increases while others rein in spending based on U.S. economy.

Most respondents believe the country’s economic prospects are declining, an increase from six months ago when most believed the economy was improving slightly. Slightly more respondents believe that the Democrats are responsible for the decline than those who blamed neither major political party or Republicans are responsible.
The economy grew 2.4% last year, slower than the average 3% growth in the years following WWII. This could be the reason behind slower consumer spending in December, January and February, which posted decreases of 0.2% and 0.2% and then a 0.1% increase, respectively. Roughly one in three respondents have decreased their spending, while one in four have increased their spending. All household income levels have more respondents decreasing than increasing spending. Those 18 to 29 years old were the only age group to have more respondents increasing than decreasing their spending.

A study done by Bankrate.com and Princeton Survey Research Associates International (PSRAI) showed millennials (ages 18 to 29) as better off financially than a year prior, more optimistic about their money than their older counterparts, but less invested in the housing and financial markets. This dovetails with our findings. Worth noting is that one-third of consumers with incomes over $75,000 still live paycheck to paycheck sometimes.

Do you think the country's economic prospects are improving or declining, and which political party is responsible?

- 54.3% believe the economic prospects are declining, a 4.7 percentage-point increase compared with six months ago.
- 20.7% of respondents believe the economic prospects are declining and Democrats are responsible, a 2.2 percentage-point increase compared with six months ago.
- 19.2% of respondents believe the economic prospects are declining and neither party is responsible, a 2.1 percentage-point increase compared with six months ago.
- 14.4% of respondents believe the economic prospects are declining and Republicans are responsible, a 0.4 percentage-point increase compared with six months ago.
- 42.1% do not find either major political party responsible for the economic prospects, a 2.7 percentage-point decrease compared with six months ago.
- Respondents ages 30 to 44 were the only group to post a higher number of those finding neither major party responsible.
How have your spending habits changed in the last three months?

- 32% have decreased their spending in the last three months, compared with 23.5% who have increased their spending.
- Younger respondents are spending more while older respondents are spending less.
- Households with incomes below $24,999 have increased their spending the most, while those with incomes of $25,000 to $49,999 have decreased their spending the most.
6) Living habits continue to improve, including through diet, placing the fast-food market on its head

Respondents improving their living habits still outnumber those reporting a deterioration compared with six months ago, but more respondents have worsening living habits than in October. These respondents reported less exercise, more stress, an illness, eating out more or eating junk food, or starting smoking. Respondents improving their living habits reported eating better, drinking less soda, going vegetarian or vegan or simply eating less meat, cutting out dairy, going to the gym more, eating organic, eating out less or eating less fast food, and making more meals. These healthier living habits, including the vegan diet, were mentioned as top trends in response to Question 13.
McDonald’s Corp. (MCD) and the like continue to suffer, while companies such as Whole Foods Market Inc. (WFM) and Kroger Co. (KR) are pushing organic foods and are rising with the tide of healthy living. To counter negative feedback, McDonald’s new CEO is eliminating the use of human antibiotics in its chicken menu items and is offering extended breakfast hours. Still, McDonald’s franchisees foresee a dismal future; a survey by Janney Capital Markets showed franchisees rating the next six-month outlook for business as the lowest since the last 11 years. On top of that, McDonald’s workers are joining the movement to protest for minimum wage to be raised to $15 an hour. Kraft Foods Groups Inc. (KRFT) is also making changes to help boost sales, and recently changed the recipe of its Kraft macaroni and cheese to eliminate artificial flavors and colors due to demand from customers. The new and improved macaroni and cheese will hit stores in January 2016.

**Compared with six months ago, how have your living habits (diet, exercise, sleep, etc.) changed?**

- 20.7% reported a decline in their living habits, a 2.7 percentage-point increase compared with six months ago.
- 34.7% have improved their living habits over the last six months, a 9.7 percentage-point decrease.

**Declining living habits**

- Less exercise due to more work, moving or school starting
- Stress
- Illness
- Spending less
- Less sleep
- Longer commute
- Junk food/eating out more
- Started smoking
Improving living habits

- Eating healthier
- Drinking less soda
- Watching diet
- Joined a gym
- Resting more
- Vegan/vegetarian diet (eating less or no meat)
- Eat organic
- Cooking more at home (less prepared food, eating out less)
- Exercising more
- Eating less fast food
- Drinking less alcohol
- More fruits and veggies
- Reduced consumption of dairy
- Quit smoking
- Got a CPAP machine
- Cutting out carbs
- Cutting out gluten

7) Traditional radio dominates in-car entertainment, but satellite radio use grows.

One in two respondents mostly uses a traditional radio in their car, a slight decrease compared with six months ago, while satellite radio saw a boost in usage among respondents older than 30 and/or with higher incomes. Streaming music through an embedded infotainment system or through a smartphone decreased slightly compared with six months ago.

SiriusXM Holdings Inc. (SIRI) recently tried to attract younger subscribers by live-streaming performances at Coachella Music Festival. Howard Stern’s contract with SiriusXM soon will end, bringing into question the company’s ability to retain listeners if he truly exits. Meanwhile, SiriusXM remains ahead of smartphone use and embedded infotainment systems through the deals with major car dealers (Ford Motor Co./F, General Motors and Toyota Motor Corp./TYO:7203), which have helped it to be in 71.5% of new cars sold. SiriusXM now is targeting the used car market, with roughly 15,000 used car dealers offering trials of its service.
How do you consume most of your entertainment in your car?

- 51.3% consume most of their in-car entertainment through a traditional radio, a 2.6 percentage-point decrease compared with the last six months.
- 15.5% consume most of their in-car entertainment through a satellite radio, a 3 percentage-point rise.
- 13.9% consume most of their in-car entertainment through a smartphone, a 0.5 percentage-point decrease.
- 3.8% mostly use an embedded infotainment system, a 1.6 percentage-point drop.
- All age groups decreased their use of embedded infotainment systems except those ages 18 to 29.
- 45- to 60-year-olds increased their use of smartphones in their cars compared with six months ago, but 18- to 29-year-olds still are the primary users of this method of entertainment.
- Respondents older than 30 have increased their use of satellite radio services in cars compared with six months ago, while those younger than 30 have decreased their use of satellite radio.
- Satellite radio is still used mostly by higher-income households.
8) One-third of respondents would pay more for environmentally friendly products.

One in three respondents were very or extremely likely to buy a product that was better for the environment. Female respondents were more likely to do so than male respondents. Those ages 45 to 60 and/or with household incomes above $150,000 or below $24,999 were very or extremely likely to buy a product that was better for the environment than another product that was slightly cheaper.

Blueshift recently observed a growing number of environmentally friendly products from companies such as The Caldrea Co.’s Mrs. Meyer’s and Seventh Generation in a Portland, OR, Target store (Target Corp./TGT). This store separated the environmentally friendly products into two full aisles. Other companies benefitting from consumers’ willingness to spend more on such products include The Honest Co., Jāsōn, Colgate-Palmolive Co.’s (CL) Tom’s of Maine, Alaffia and Dr. Bronner’s. Whole Foods, which sells many environmentally friendly products, reported 10% sales growth year to year in its first-quarter earnings call.

How likely are you to buy a product that is better for the environment than another product that is slightly cheaper?

• 34.6% were very or extremely likely to buy a product that was better for the environment than another product that was slightly cheaper, a 3.5 percentage-point drop from the previous month.

• 8.7% were not at all likely to buy a product that was better for the environment than another product that was slightly cheaper, a 1 percentage-point decrease from the previous month.

• Respondents ages 45 to 60 and/or with household incomes above $150,000 and below $24,999 were very or extremely likely to buy a product that was better for the environment than another product that was slightly cheaper.

• Female respondents were more likely than male respondents to buy a product that was better for the environment than another product that was slightly cheaper.
9) Facebook remains dominant for social media use and for purchases through social media ads.

Facebook Inc. (FB) remains the most used social media site, but respondents primarily using the platform dropped 5 percentage points compared with the previous quarter. Also, more respondents this month are not using any social media platform. Facebook’s Instagram and WhatsApp both gained more mentions and are apps that respondents have downloaded in the last month based on a recommendation (see Question 12). Facebook’s WhatsApp now boasts 800 million users.

Facebook and Pinterest also remain the top two platforms for purchases through social media ads, but both saw a decrease in the number of respondents making such purchases. Instagram saw the only increase in respondents buying products through its platform. Respondents ages 30 to 44 and/or with household incomes below $24,999 were the most likely to make a purchase through a social media ad. Respondents mostly make purchases $40 or less, yet a handful of respondents reported spending more than $100.

Facebook’s strength is in its video ads, which now offers more consumer-sharing than Google’s YouTube. Also, Facebook has rolled out relevance scores for advertisers, which will allow them to further target specific groups.
Which social media platform do you use the most?

- 52.1% use Facebook the most out of all social media platforms, a 5.1 percentage-point drop compared with October.
- 4.3% use Instagram the most out of all social media platforms, a 0.8 percentage-point increase.
- 2.2% use WhatsApp the most out of all social media platforms, a 1.6 percentage-point jump.
- 19.6% do not use social media, a 3.7 percentage-point increase.
- Instagram is gaining users among those older than 30. Twitter Inc. (TWTR) is gaining users younger than 29 and those 45 to 60 years old. Facebook is losing users in all demographics except those ages 45 to 60. Google+ is losing users among those younger than 45 but is gaining users above 45 years. LinkedIn Corp. (LNKD) is losing users in all age groups, while Pinterest is gaining users ages 30 to 44 and above the age of 60.
Have you bought any products through a social media ad?

- 12.3% have bought a product through a social media ad, a 3 percentage-point decrease compared with the previous month.
- 7.9% have bought a product through an ad on Facebook, a 2.6 percentage-point decrease.
- 1.7% have bought a product through an ad on Pinterest, a 0.5 percentage-point decrease.
- 0.8% have bought a product through an ad on Instagram, a 0.4 percentage-point increase.
- Respondents ages 30 to 44 and/or with household incomes below $24,999 were the most likely to make a purchase through a social media ad.
How much did you spend on the product you bought through the social media ad?

- 62.9% of those who have made a purchase through a social media ad reported spending $40 or less on the item.
- 6.3% spent more than a $100 on the item.

10) Mobile and digital wallets are not yet sticky with consumers.

Much like in last month's Trends Tracker, we saw an increase in respondents trying digital or mobile wallets, but they are not yet sticking with the services. Roughly three out of 10 respondents use a digital or mobile wallet adoption, a drop compared with six months ago. One issue is safety, and Google Wallet took a step to address this by having users’ money FDIC-insured up to $250,000. Venmo and eBay Inc.’s (EBAY) PayPal do not offer this coverage. Google Wallet also is being updated with Softcard technology and is adding integrations with Dunkin Brands Group Inc. (DNKN), Seamless and Shopify to the roughly 30 mobile sites and 30 apps integrated with it.
Phoenix Marketing International’s recent study of Apple Pay users found similar findings of subscribers inconsistently using the service, specifically on average only 2.6 times in the first four months, because of the merchant terminal taking too long, difficulties with the terminal, the salesperson being unfamiliar with the service, and inconvenience of using the service. This is similar to our findings last month.

Still, Apple Pay hopes to take the industry full steam ahead through a partnership with Cover, a startup that allows users to pay waiters through its app. Cover had 21% of its first 8,000 users use Apple Pay, and its new point-of-sale system is being given out for free to merchants. Apple Pay also recently announced plans to expand into Canada.

Have you used a digital or mobile wallet in last month?

- 29.5% use a digital or mobile wallet in the last month, a 10.1 percentage-point drop compared with six months ago.
- Of those, 2.1% had just signed up and started using a digital or mobile wallet in the last month, a 0.5 percentage-point increase.
- The number of respondents using a digital or mobile wallet has decreased in all age groups, and is now being led by 45- to 60-year-olds instead of 44 year olds or younger.

11) Few know of 11 Main, but the site has gained a bit of ground compared with six months ago.

Alibaba Group Holding Ltd.’s (BABA) 11 Main continues to be relatively unknown to the general U.S. public. Only 2.6% of respondents have heard of 11 Main, an almost 1 percentage-point increase compared with six months ago. These 23 respondents found out about 11 Main through an ad on Facebook or Pinterest, somewhere else online, or from a friend. The recent IPO of Etsy Inc. (ETSY) creates a strong opponent in the space, but one analyst said Alibaba could buy Etsy to boost its U.S. presence if 11 Main does not take off.

Have you heard of 11 Main?

- 2.6% of respondents had heard of 11 Main, a 0.9 percentage-point increase compared with six months ago.
How did you hear about 11 Main? (Comments from survey respondents)

- Facebook
- Pinterest
- Online advertisement
- Word of mouth (friend)

12) Top apps: Trivia Crack, WhatsApp, Dunkin Donuts, and Words with Friends.

In the last month, which apps have you installed that were recommended by a friend or family member?

- Etermax’s Trivia Crack
- Electronic Arts Inc.’s (EA) The Simpsons: Tapped Out
- WhatsApp
- Social media apps Instagram, Pinterest and Tumblr
- Dunkin’ Donuts app
- mPlaces
- Supercell’s Clash of Clans
- Headspace
- King Digital Entertainment PLC’s (KING) Candy Crush Saga
- Uber
- Zynga Inc.’s (ZNGA) Words with Friends
- InstaRepost (for Instagram)
- Spotify
- OTT services such as Hulu Plus and Amazon Instant video
- EA’s Scrabble
- Bandsintown
- RetailMeNot Inc.’s (SALE) app
- Duolingo
13) Top trends: HBO Now, Game of Thrones, healthy living (vegan diet), anti-GMO movement, spending less, and increases in renewable energy.

What is the most interesting new trend you have seen in the last month?

• Game of Thrones
• Vegan diet (healthy living and eating)
• Smartwatches (Apple Watch)
• Streaming TV (HBO Now, Sling TV, cutting the cord)
• Movement for $15/hour minimum wage
• Desire to reform and challenge the police system due to police brutality
• Increases in renewable energy, specifically solar, of which one respondent is seeing more in a small town
• Positive awareness of transgender individuals, and a negative view of Indiana’s LGBTQ policies
• Gluten-free items
• Online courses
• Eating bugs
• Spending less
• Dying hair gray
• Anti-GMO movement
• More recycling

Report analysis by Mason Rudy

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