

Show and Tell: Online Shopping

Demographics and Other Diversions

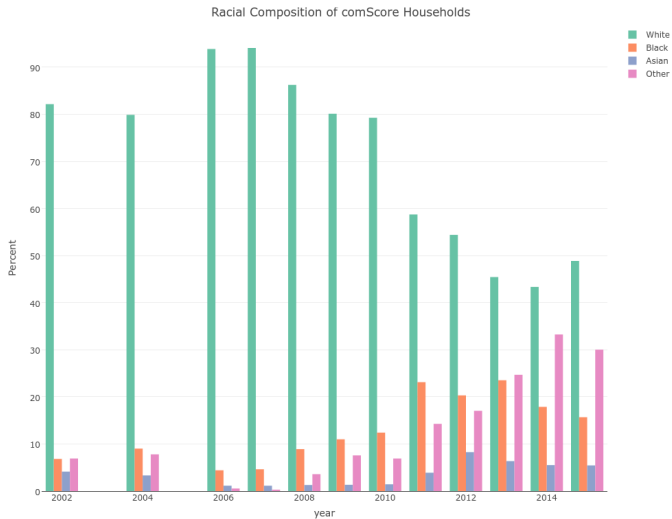
Mallick Hossain

Progress Report

- Slow two weeks and did not get as much done as I aspired to last meeting
- Productively procrastinated and put together the time-use analysis tool I teased about in the first meeting
- Summarized demographics of the comScore sample
- Took steps to secure Nielsen scanner data
 - Combining online and offline shopping behavior for the future
 - Probably not feasible to do this for third-year paper

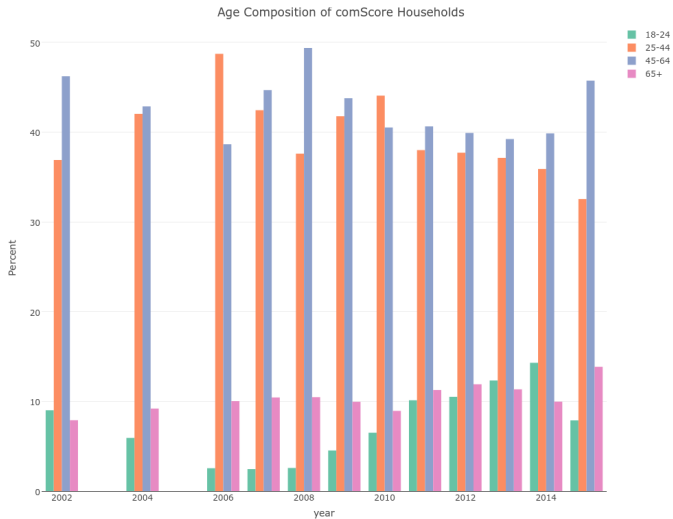
Demographics

Race

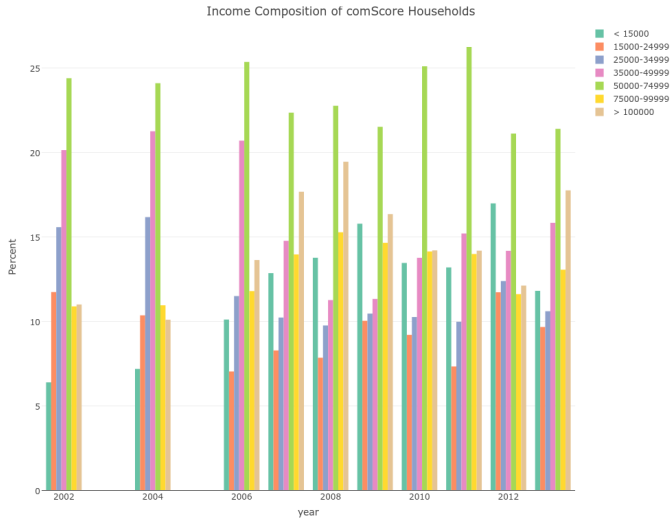


- Compared to the 2014 racial breakdown of the US by the Census Bureau, the comScore sample is
 - Whiter, until 2010 (~80% vs 62% in Census)
 - Blacker, after 2010 (~20% vs 12% in Census)
 - Asian is relatively similar (5.2% in Census)
- I still have no idea how to treat Hispanic. Advice?

Age



- Compared to the 2015 age distribution of the US, the comScore sample is more middle-aged (i.e. less 65+ and 25-44 year olds and that mass is in 45-64 year olds)



- Compared to the 2015 income distribution of the US, the comScore sample is slightly poorer
 - More making between \$50k-\$75k (~25% vs 17% in Census)
 - Less making over \$100k (~15% vs 25% in Census)

Question from Last Time

- What do the panelists look like?
 - Answered!
- What was going on with tobacco sales?
 - There was a categorization issue in 2002. New chart looks like this
- Are individuals shifting their offline shopping online or is this generating new shopping?
- Has online shopping become more concentrated over time (measured by number of sites visited or with recorded purchases)?
 - Seems like people are spending less time browsing and searching
- Does search in online shopping result in lower prices (i.e. what are the benefits of reduced search costs)?
- Is online shopping sensitive to sales or excise taxes?
 - Strong evidence from Goolsbee, et. al (2010) and Einav, et. al (2014)
- How should the observations be weighted? comScore only provides raw data, not weights.

Goals for Next Meeting

- Clean comScore panelist data (i.e. remove panelists with missing or implausible data)
- Get data matching ZIP codes with states
- Get data of state-level sales and tobacco taxes since 2002
- Explore relationships between online sales and state sales tax (a la Einav, et. al 2014)
- Summarize more related papers

Any questions or suggestions?

