

Rocket Software Omnibus 251010 Report

October 14, 2025



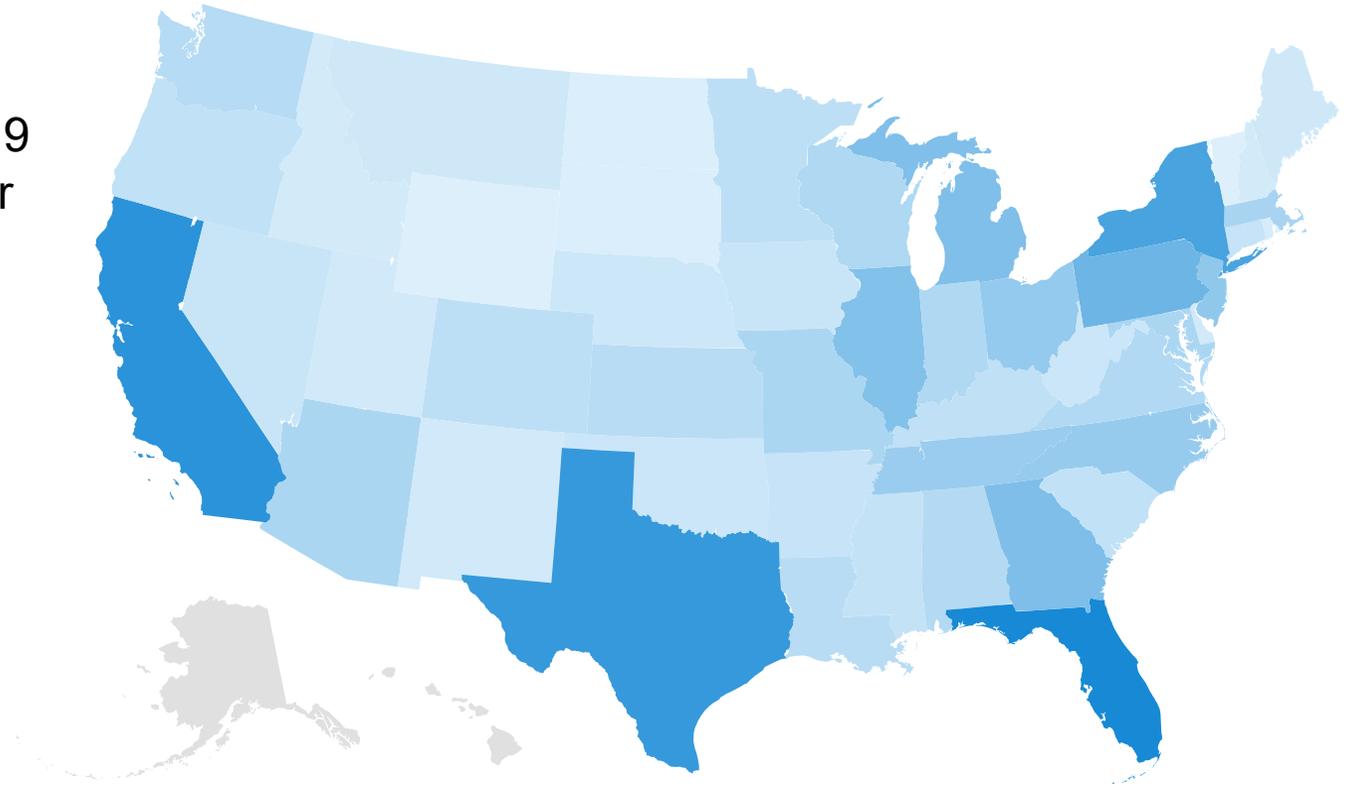


Executive Summary

Who Qualified for the Survey?

The results in this report are from an online survey of 1,048 U.S. adults aged 18 and up that was fielded from October 10 to 13, 2025.

The data was weighted to the U.S. population by 9 demographic questions. The credibility interval for questions answered by all respondents is ± 4 percentage points.



Highlights

Transaction Speed

☰ How quickly do you expect payments, bookings, or online orders to process?

Top 3 — Instantly (31%), Within a few seconds (26%), Within a few minutes (21%)

Failed Transactions

☰ How quickly, if at all, would you switch to another brand or provider, following a failed transaction?

Top 3 — I would try again once, but switch if it fails again (43%); I would give the brand multiple chances before switching (30%); I would switch immediately (12%)

Technology

☰ How often do you notice or think about the technology behind your digital experiences?

Always - I pay close attention to the technology I'm using (30%), Often - I think about it when something stands out (36%), Sometimes - Only when something goes wrong (24%), Rarely - I don't think much about the technology itself (8%), Never - I just expect it to work (2%)

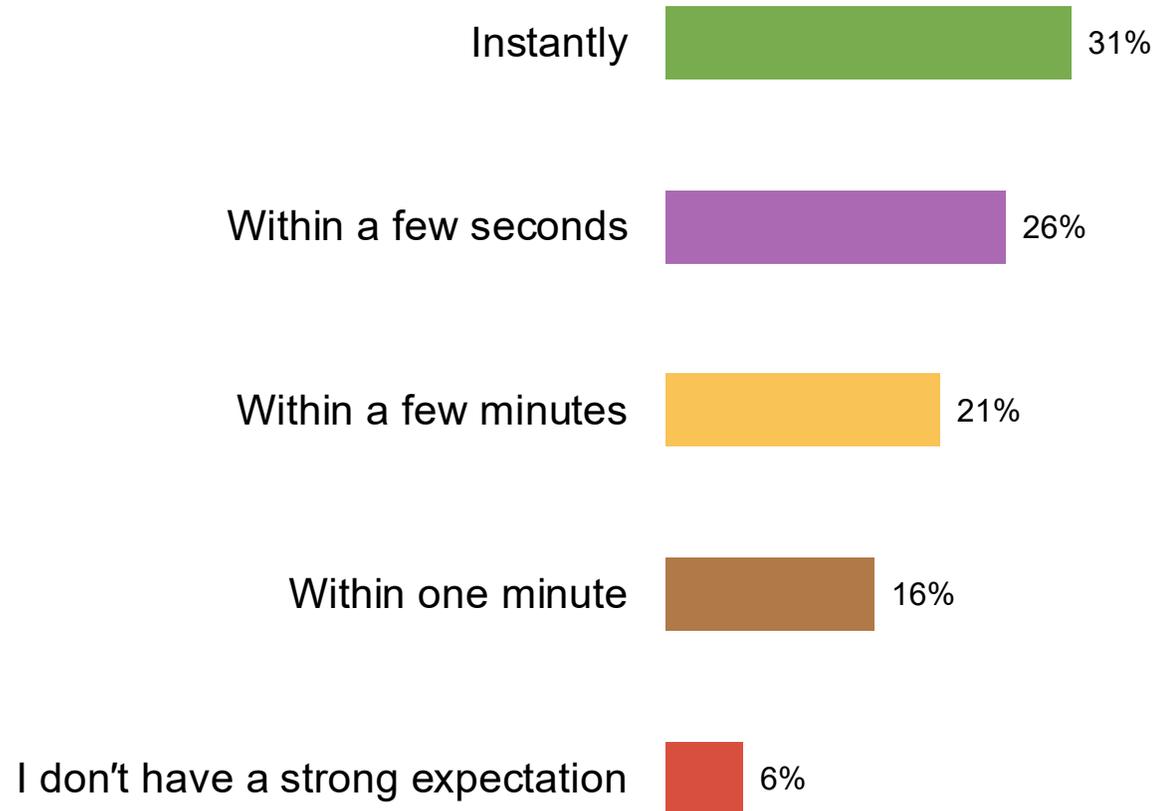
Loyalty

☰ How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

Two to three chances (51%)

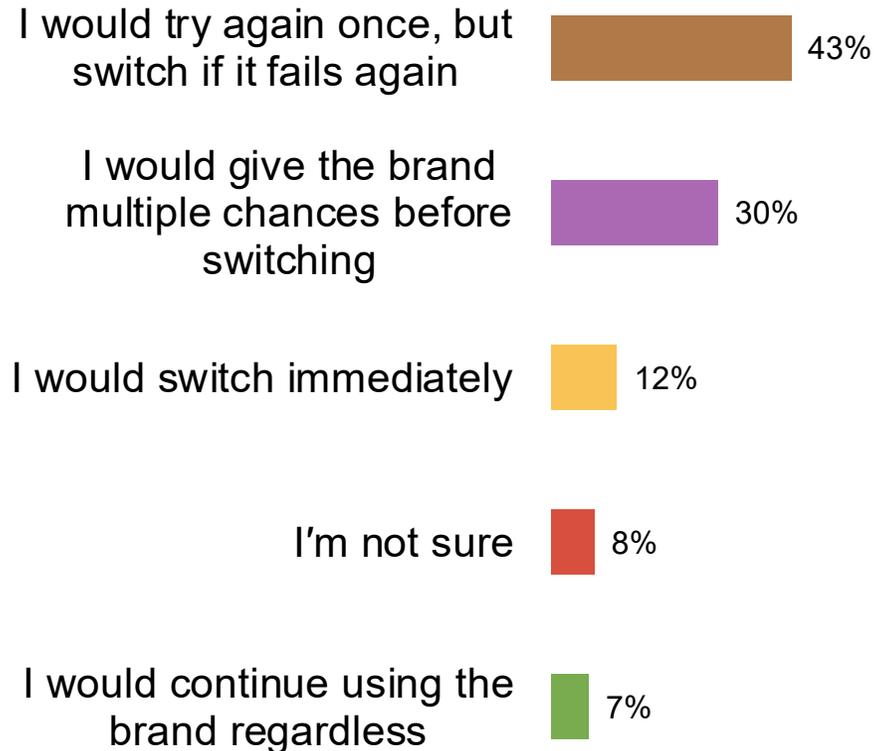
Transaction Speed

How quickly do you expect payments, bookings, or online orders to process?

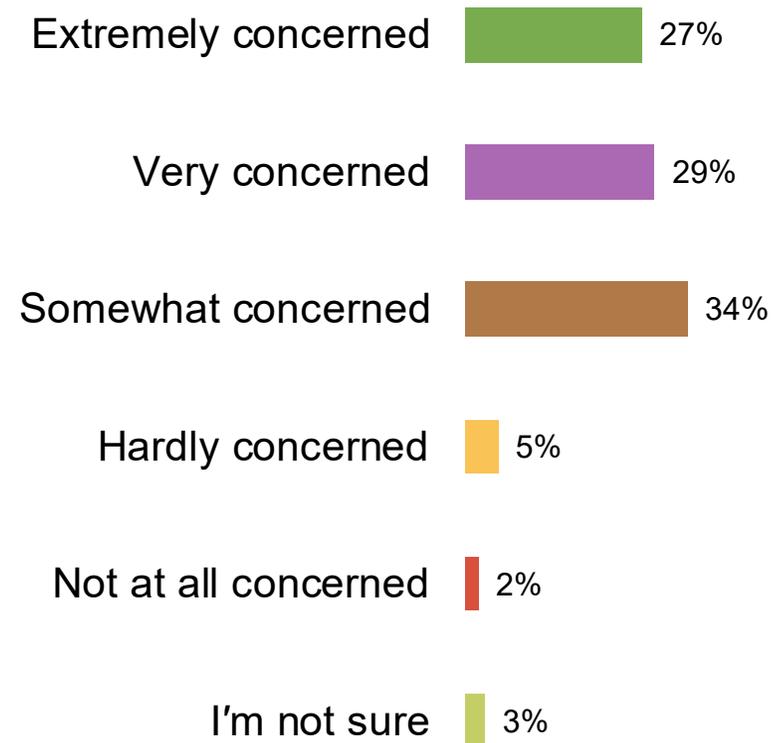


Failed Transactions

How quickly, if at all, would you switch to another brand or provider, following a failed transaction?

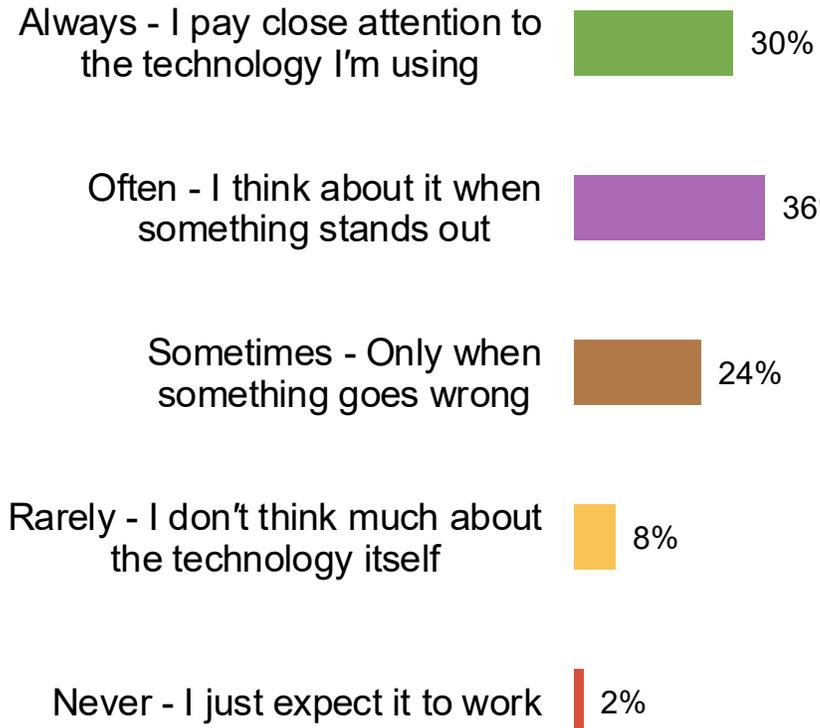


How concerned would a failed payment make you about the security of your personal data?

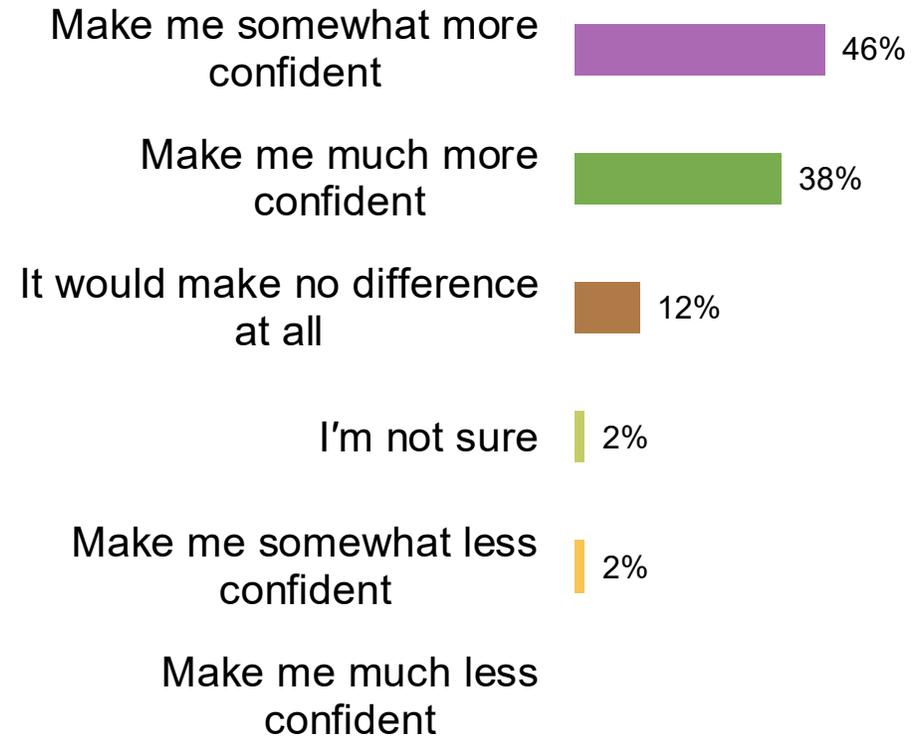


Technology

How often do you notice or think about the technology behind your digital experiences?

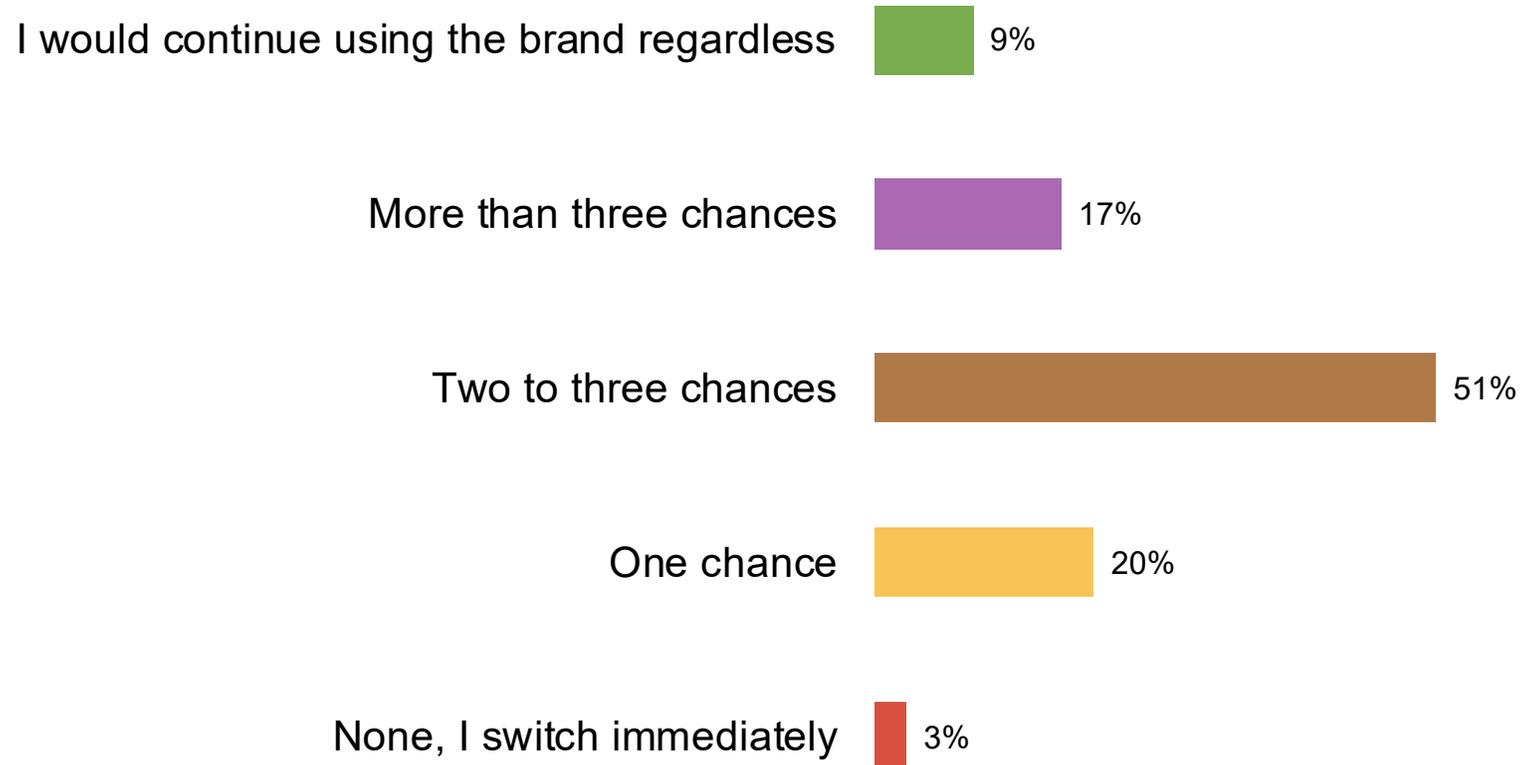


What impact, if any, would knowing that a company uses modern, secure technology have on your confidence doing business with them?



Loyalty

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?



Demographics

 Country	United States (100%)
 Region	North America (100%)
 State	California (12%), Texas (9%), Florida (7%), New York (6%), Georgia (5%)
 Census Area	South (38%), West (24%), Midwest (21%), Northeast (17%)
 Relationship	Married (52%), Single (25%), Divorced (11%), Widowed (6%), Living with partner (5%), Engaged (1%)
 Gender	Woman (51%), Man (49%)
 Generation	Silent Generation (2%), Baby Boomers (25%), Generation X (27%), Millennials (29%), Generation Z (17%)
 Education	Some high school (11%), Regular high school diploma (27%), Some college (29%), Bachelor's degree (21%), Master's degree (8%), Doctorate degree (4%)
 Ethnicity	White (61%); Hispanic, Latino, or Spanish origin (18%); Black or African American (12%); Asian (6%); Another race, ethnicity, or origin (2%); American Indian or Alaska Native (1%); Native Hawaiian or other Pacific Islander (<1%)
 Income	Under \$25,000 (15%); \$25,000-\$49,999 (19%); \$50,000-\$74,999 (21%); \$75,000-\$99,999 (8%); \$100,000-\$149,999 (20%); \$150,000-\$199,999 (9%); \$200,000+ (8%)
 Employment	Working full time (50%), Retired (19%), Working part time (14%), Self-employed (7%), In school (4%)

Weighting

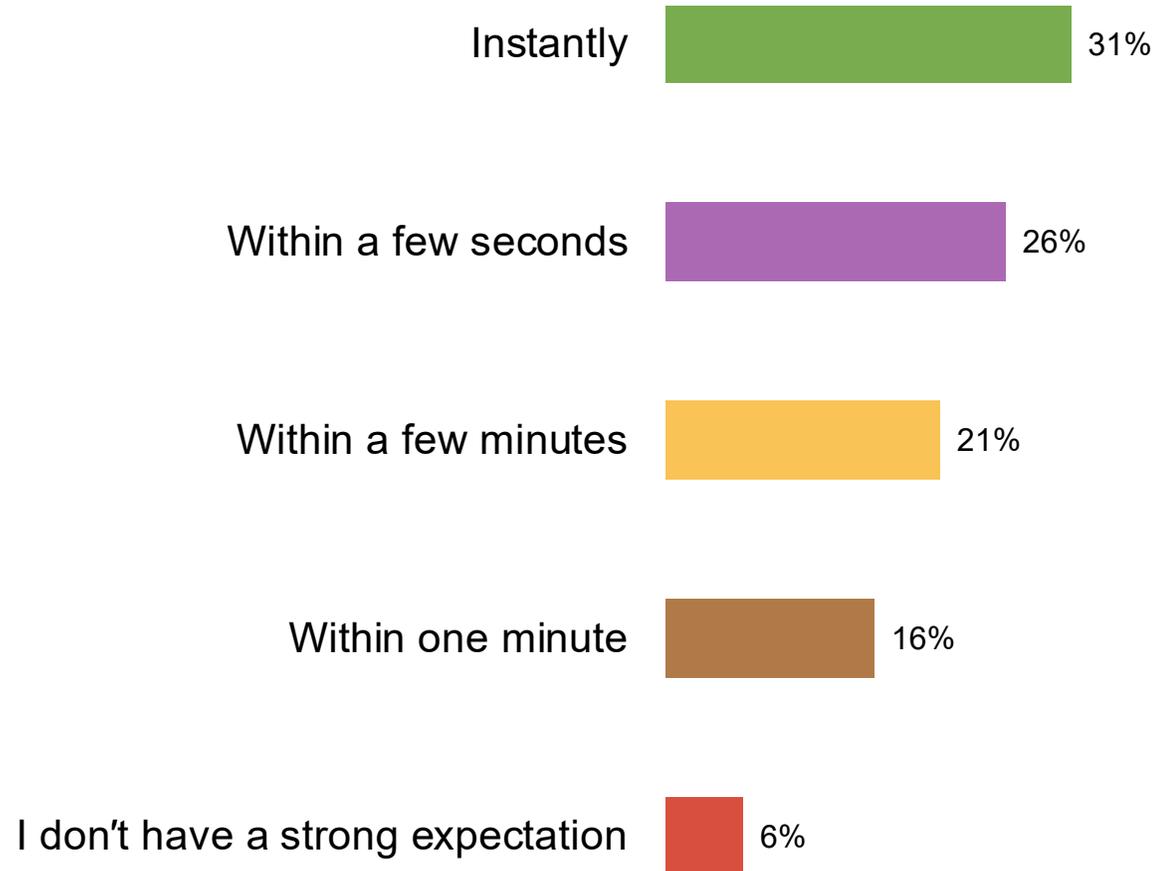
 State	California (12%), Texas (9%), Florida (7%), New York (6%), Pennsylvania (4%)
 Census Area	South Atlantic (20%), Pacific (16%), East North Central (14%), Mid-Atlantic (13%), West South Central (12%), Mountain (8%), West North Central (6%), East South Central (6%), New England (5%)
 Children at Home	Yes (26%), No (74%)
 Relationship	Married (52%), Single (31%), Divorced (11%), Widowed (6%)
 Age	18-34 (29%), 35-44 (17%), 45-54 (15%), 55-64 (16%), 65+ (23%)
 Education	Less than HS (11%), HS graduate (27%), Some college (29%), College graduate (21%), Postgraduate (12%)
 Income	< \$50K (34%), \$50-\$99K (29%), \$100K+ (37%)
 Ethnicity	White, non-Hispanic (61%); Hispanic (18%); Black, non-Hispanic (12%); Asian (6%); Other race (3%)
 Gender	Female (51%), Male (49%)

Topline results presented in this report were weighted to be representative of the overall population using the above variables



Detailed Results

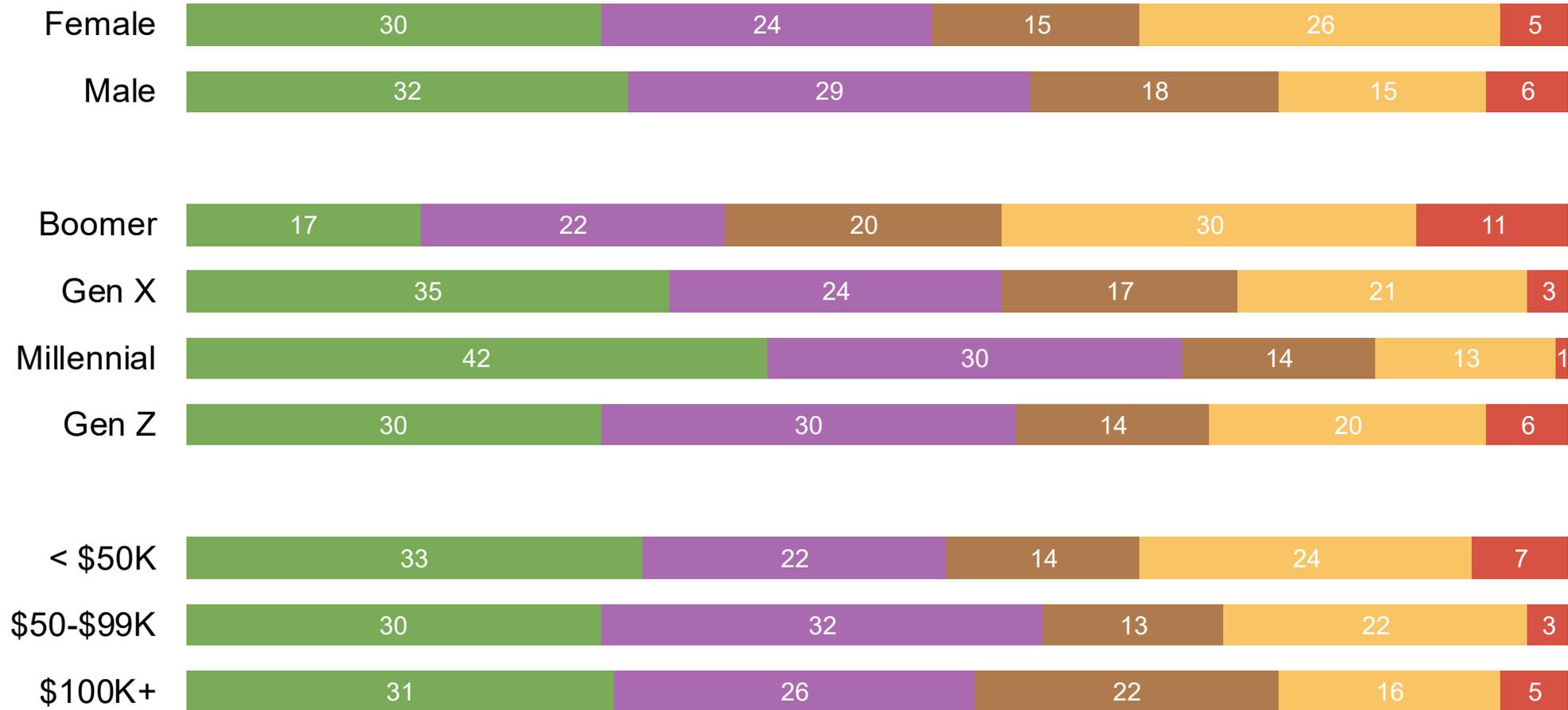
How quickly do you expect payments, bookings, or online orders to process?



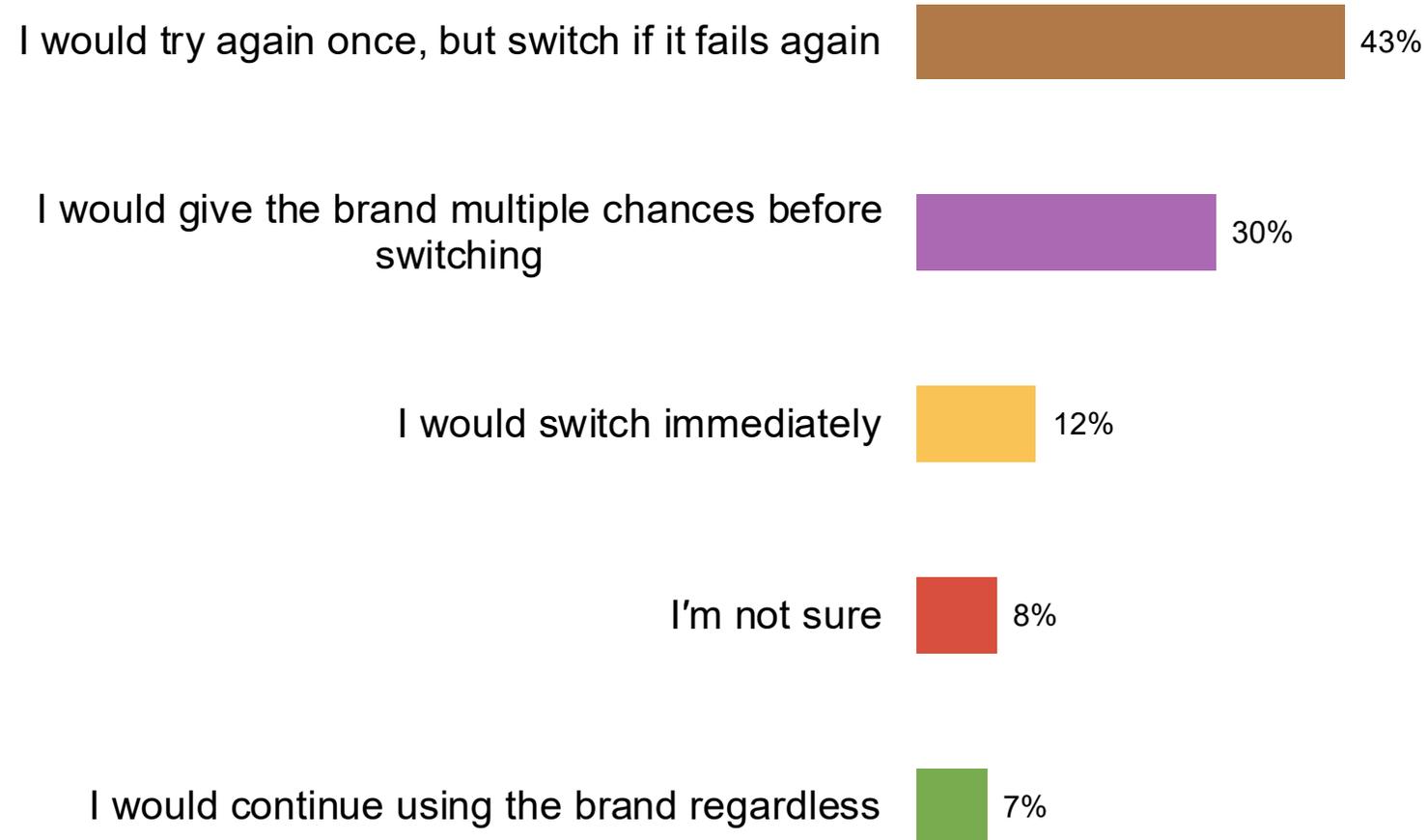
Base: 1,048 (All respondents)

How quickly do you expect payments, bookings, or online orders to process?

Instantly (in real time) Within a few seconds Within one minute Within a few minutes I don't have a strong expectation

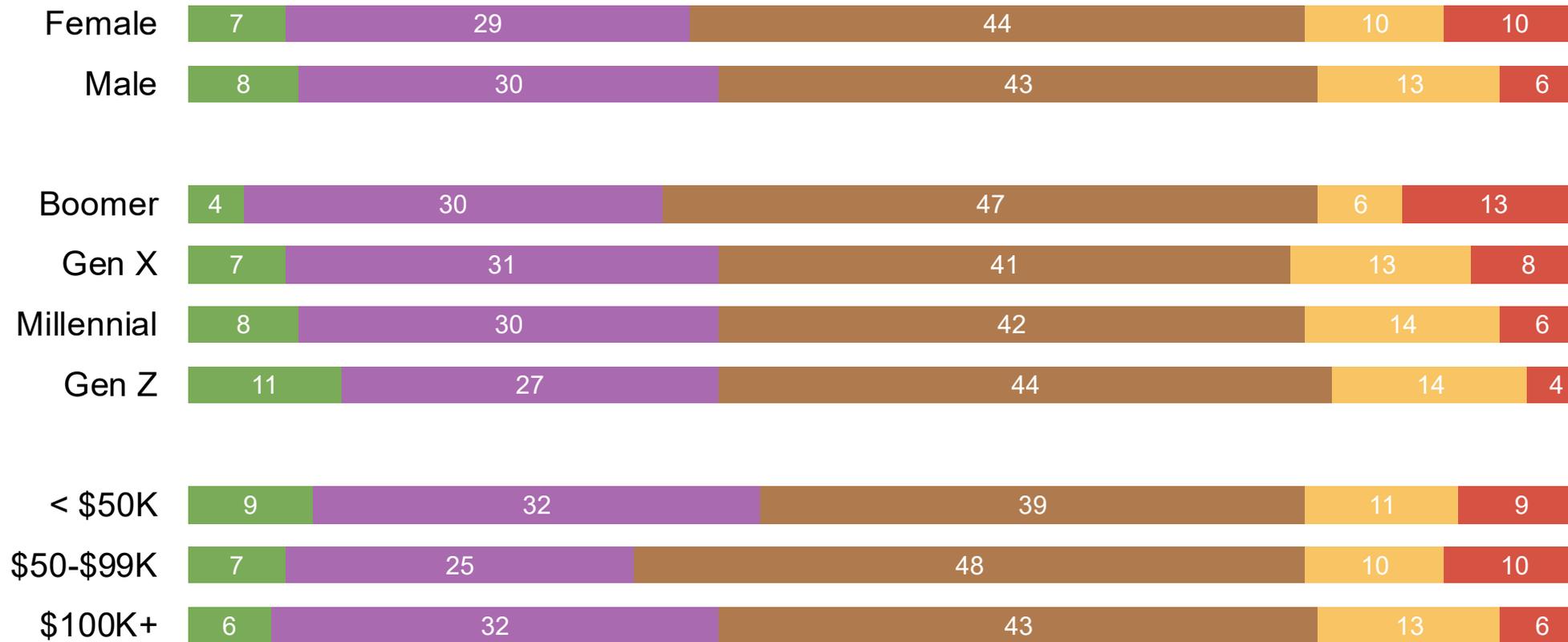


How quickly, if at all, would you switch to another brand or provider, following a failed transaction?

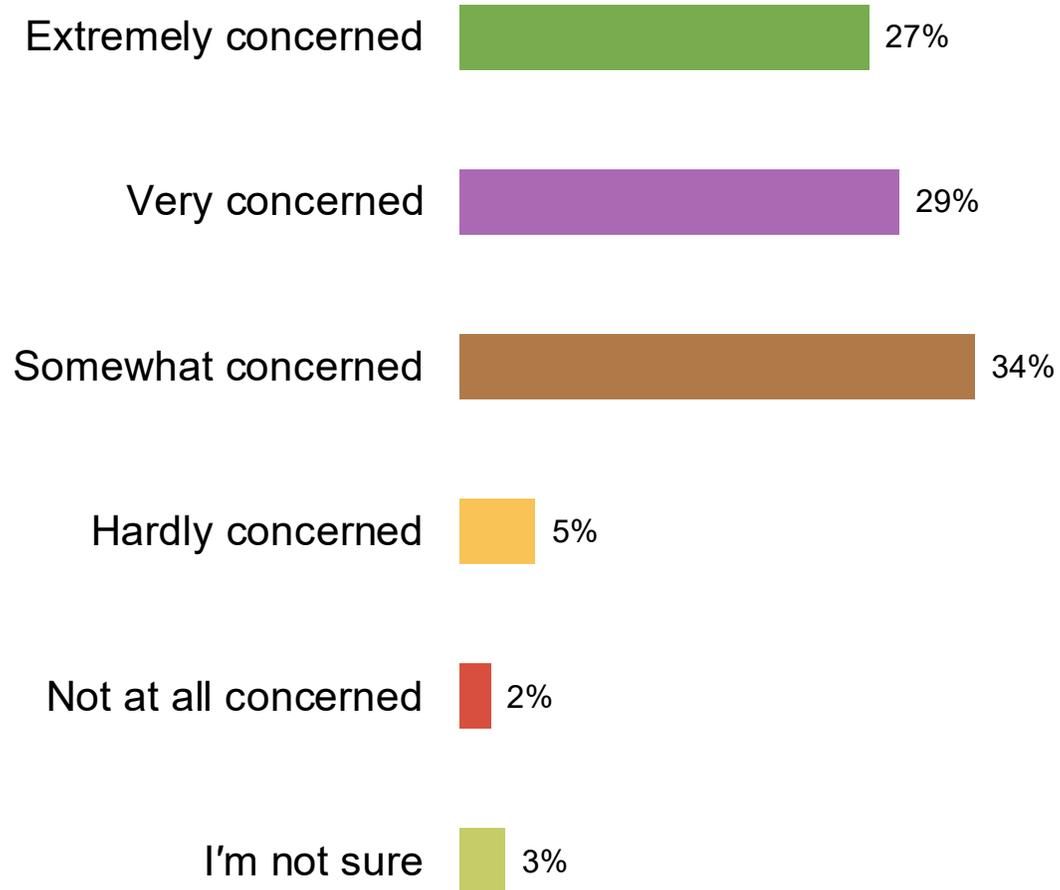


How quickly, if at all, would you switch to another brand or provider, following a failed transaction?

- I would continue using the brand regardless
- I would give the brand multiple chances before switching
- I would try again once, but switch if it fails again
- I would switch immediately
- I'm not sure



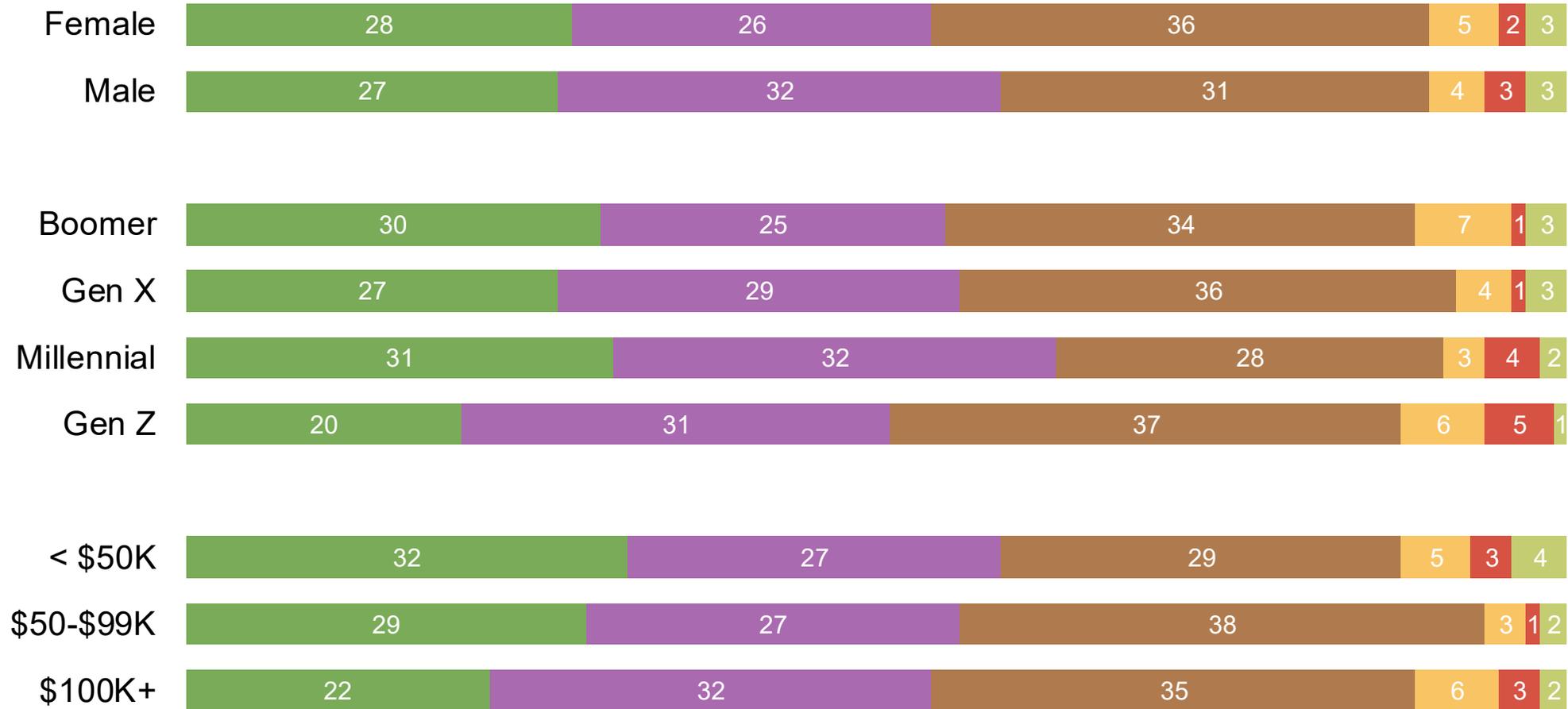
How concerned would a failed payment make you about the security of your personal data?



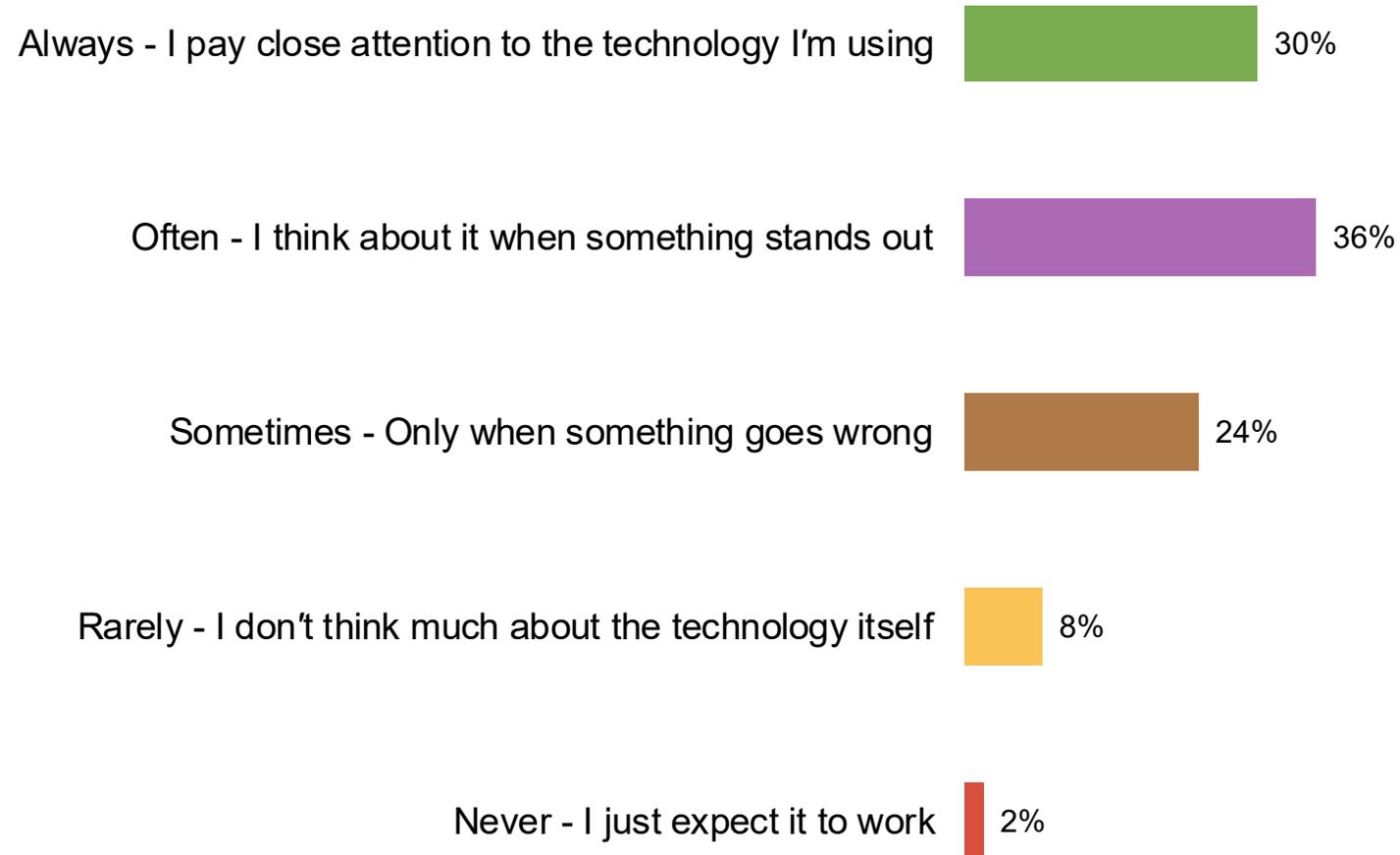
Base: 1,048 (All respondents)

How concerned would a failed payment make you about the security of your personal data?

Extremely concerned Very concerned Somewhat concerned Hardly concerned Not at all concerned I'm not sure



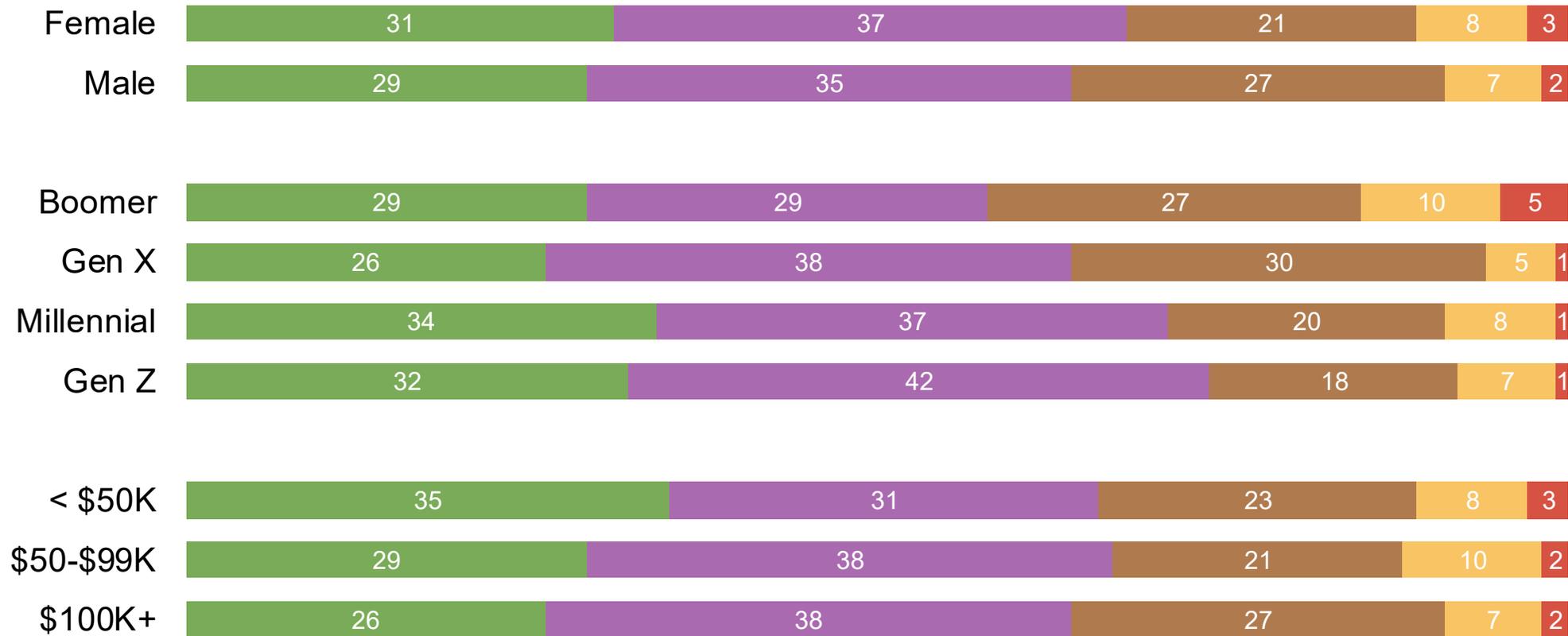
How often do you notice or think about the technology behind your digital experiences?



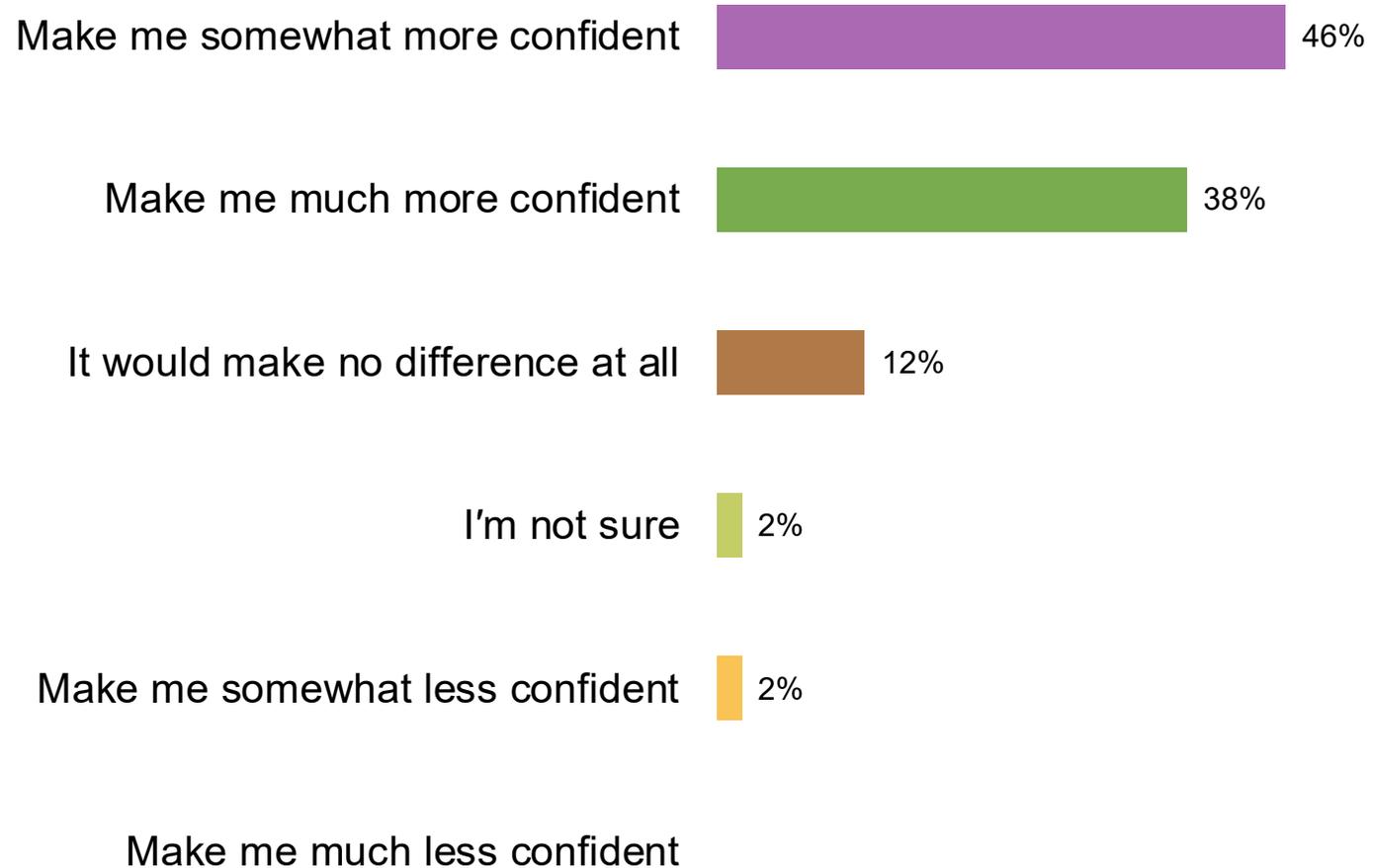
Base: 1,048 (All respondents)

How often do you notice or think about the technology behind your digital experiences?

- Always - I pay close attention to the technology I'm using
- Often - I think about it when something stands out
- Sometimes - Only when something goes wrong
- Rarely - I don't think much about the technology itself
- Never - I just expect it to work



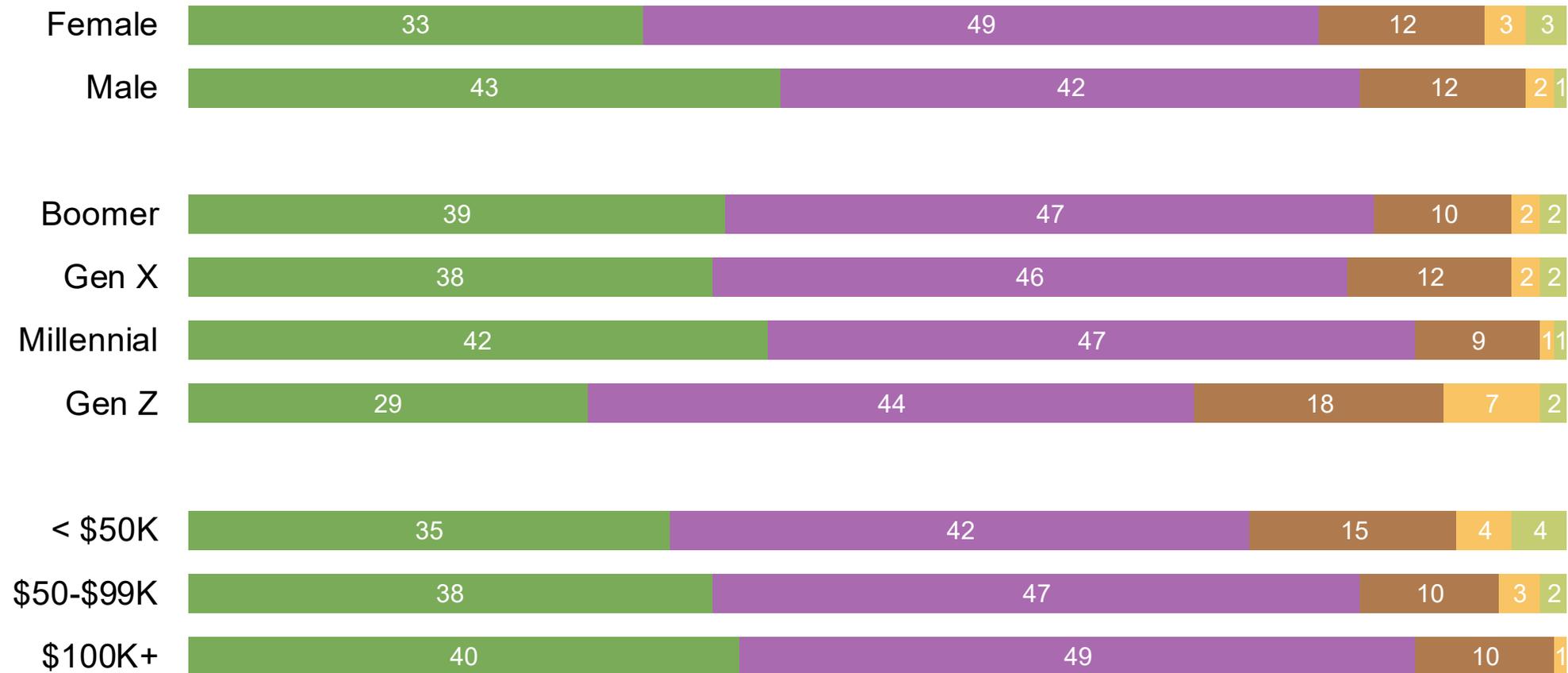
What impact, if any, would knowing that a company uses modern, secure technology have on your confidence doing business with them?



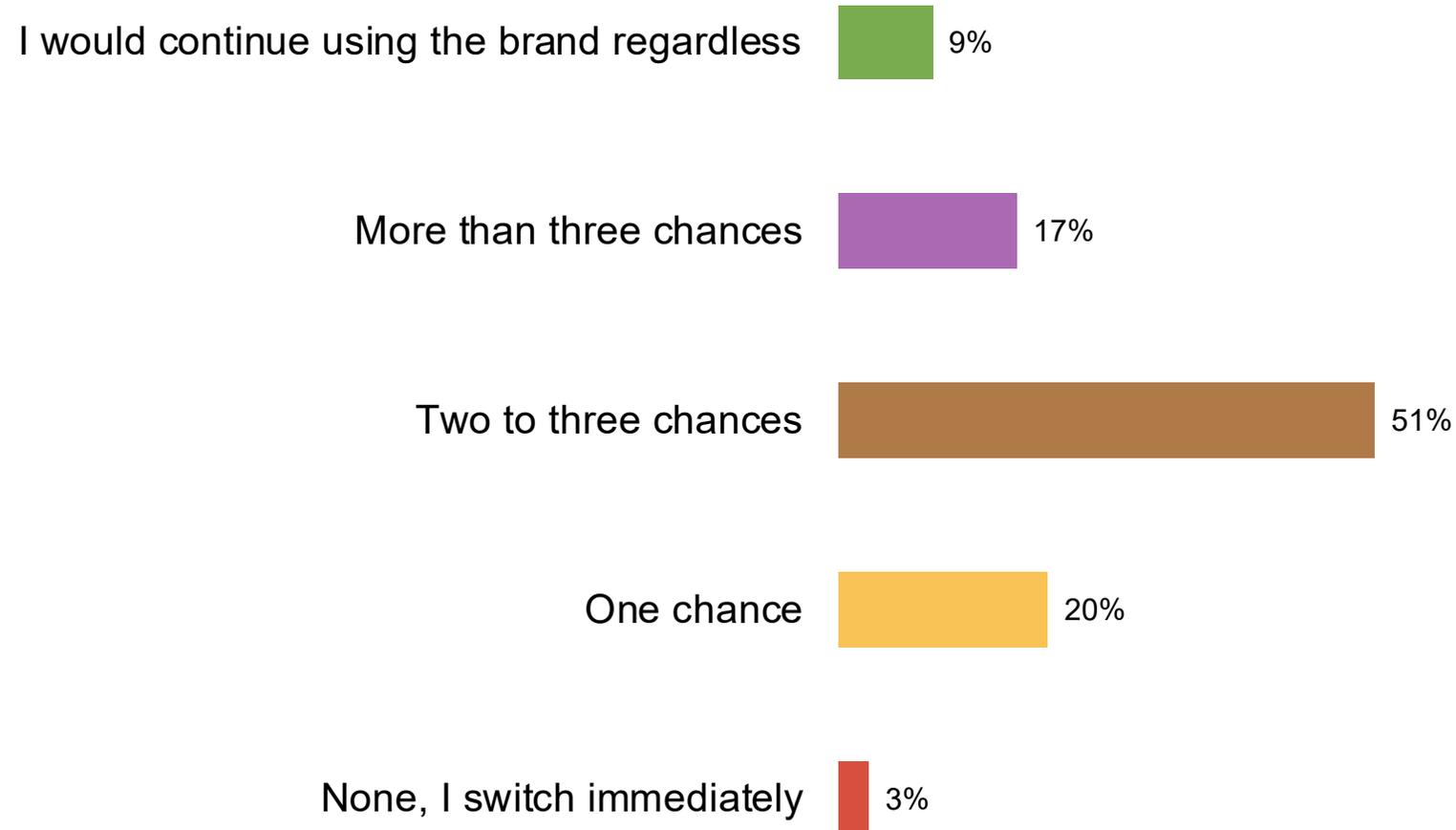
Base: 1,048 (All respondents)

What impact, if any, would knowing that a company uses modern, secure technology have on your confidence doing business with them?

■ Make me much more confident
 ■ Make me somewhat more confident
 ■ It would make no difference at all
■ Make me somewhat less confident
 ■ Make me much less confident
 ■ I'm not sure



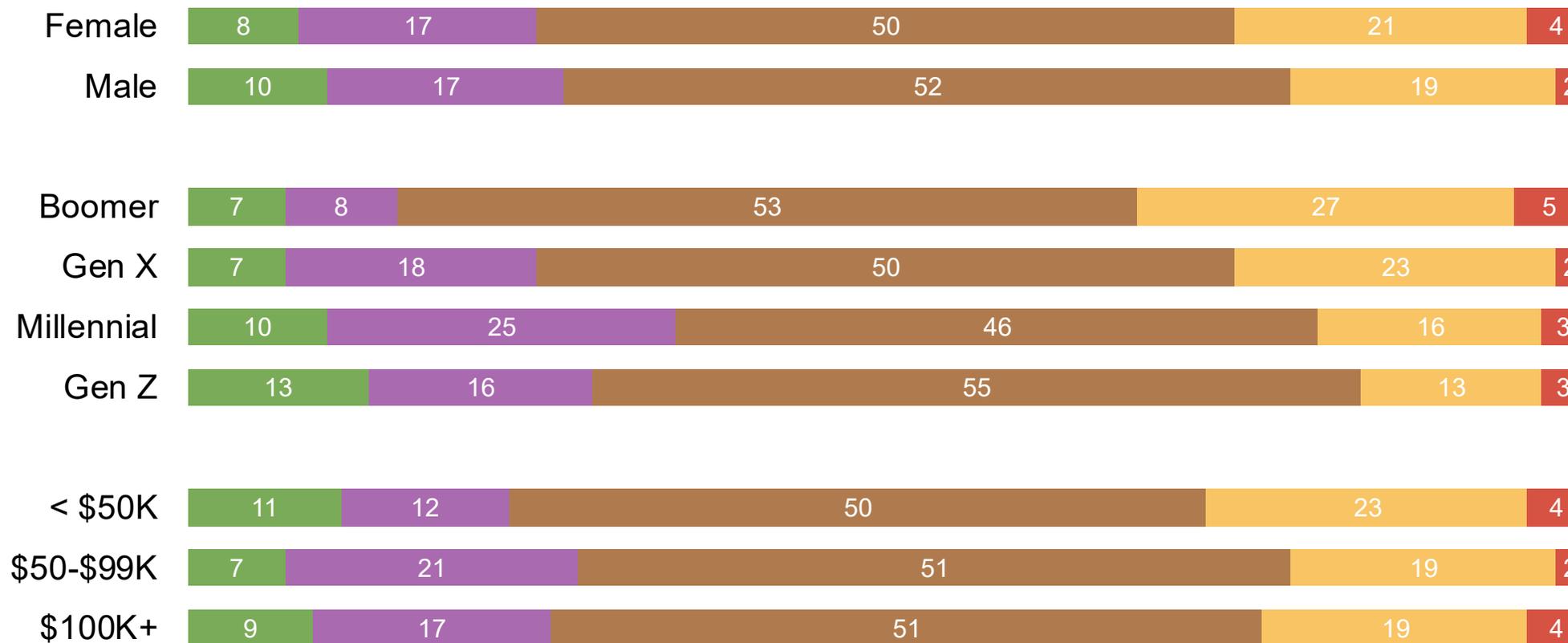
How many chances do you typically give a brand after a negative digital experience before switching to a competitor?



Base: 1,048 (All respondents)

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

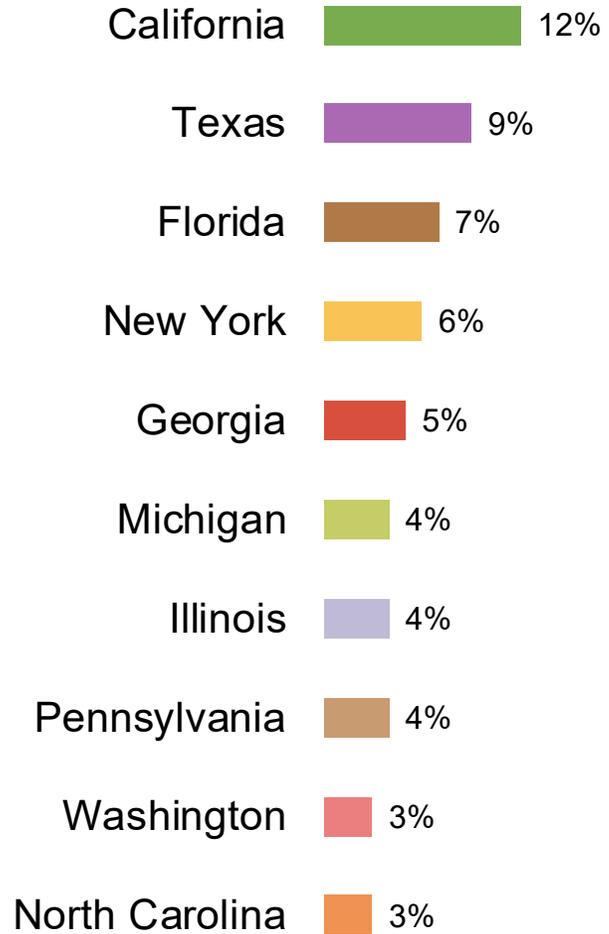
- I would continue using the brand regardless
- More than three chances
- Two to three chances
- One chance
- None, I switch immediately





Location Questions

Which state, district, or territory do you live in?

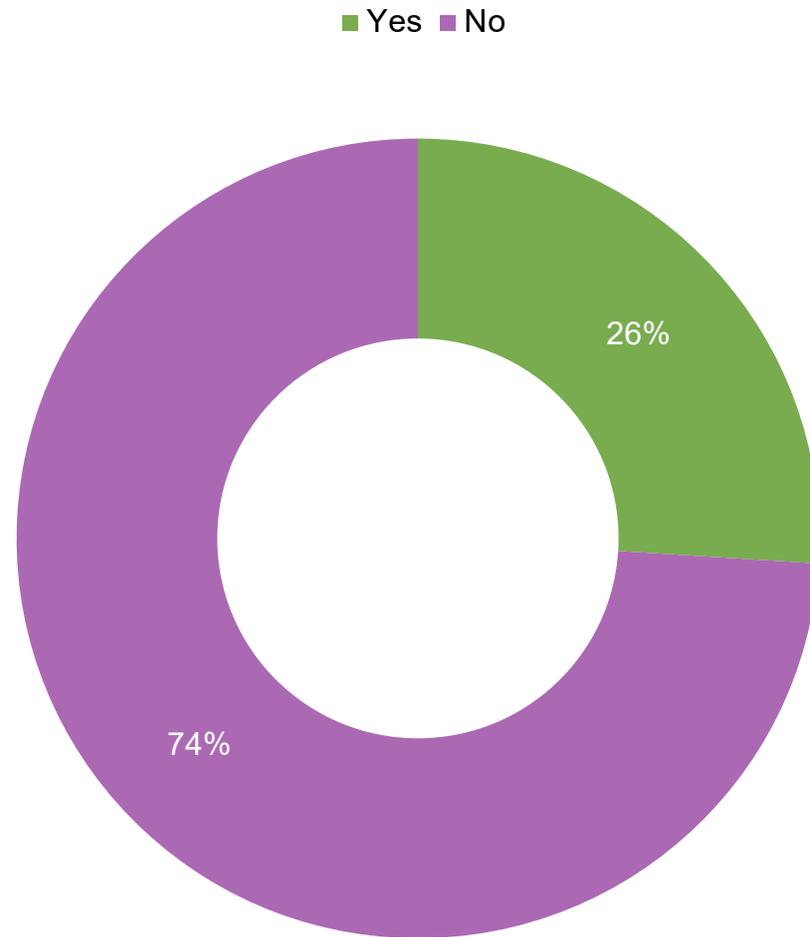


Base: 1,048 (All respondents) Showing only the top 10 most selected options.



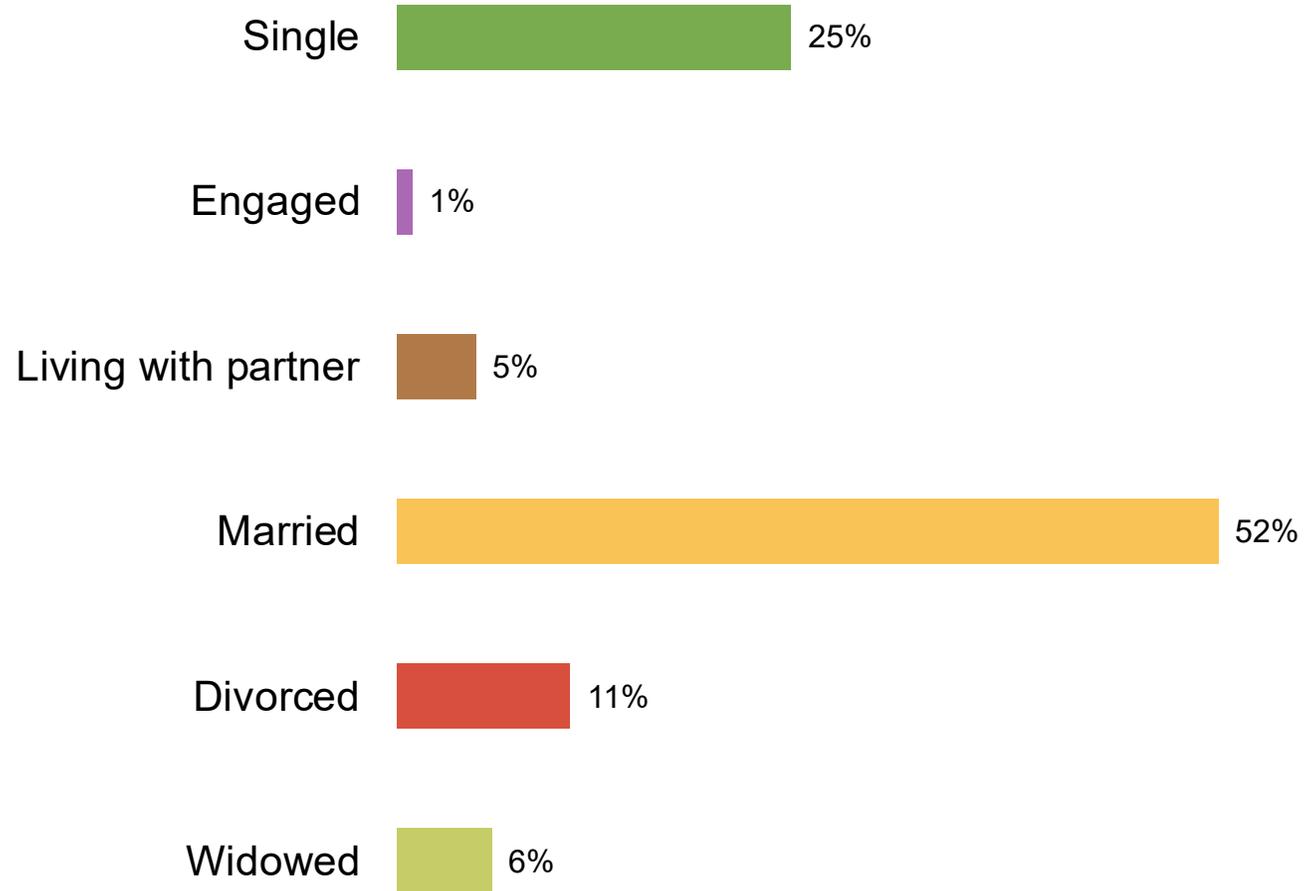
Demographics

Do any children younger than 18 years of age live in your household? - Weighting Question



Base: 1,024 (98% of respondents)

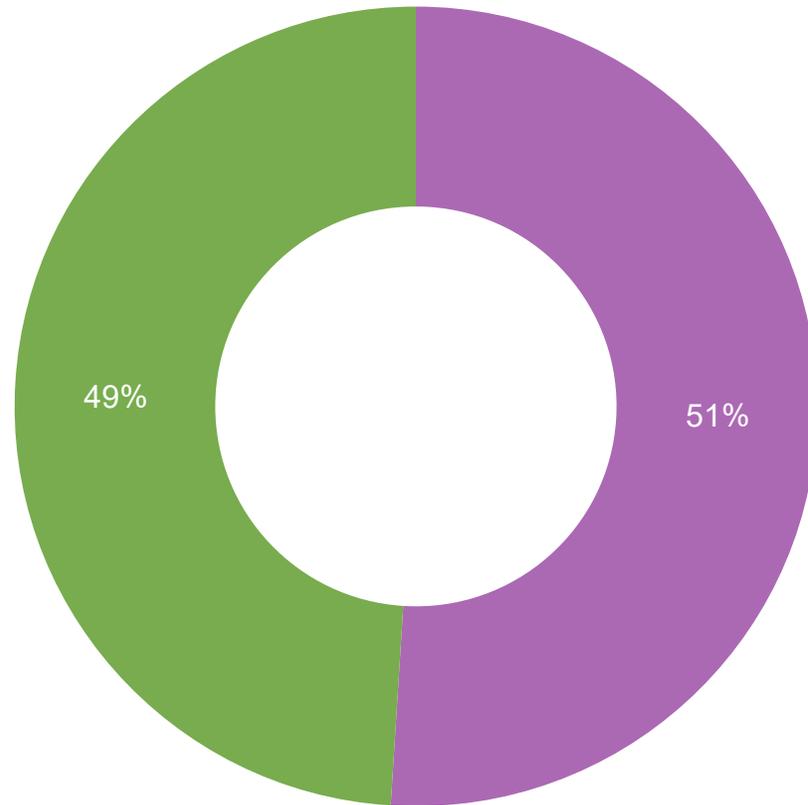
What is your marital or relationship status?



Base: 1,043 (>99% of respondents)

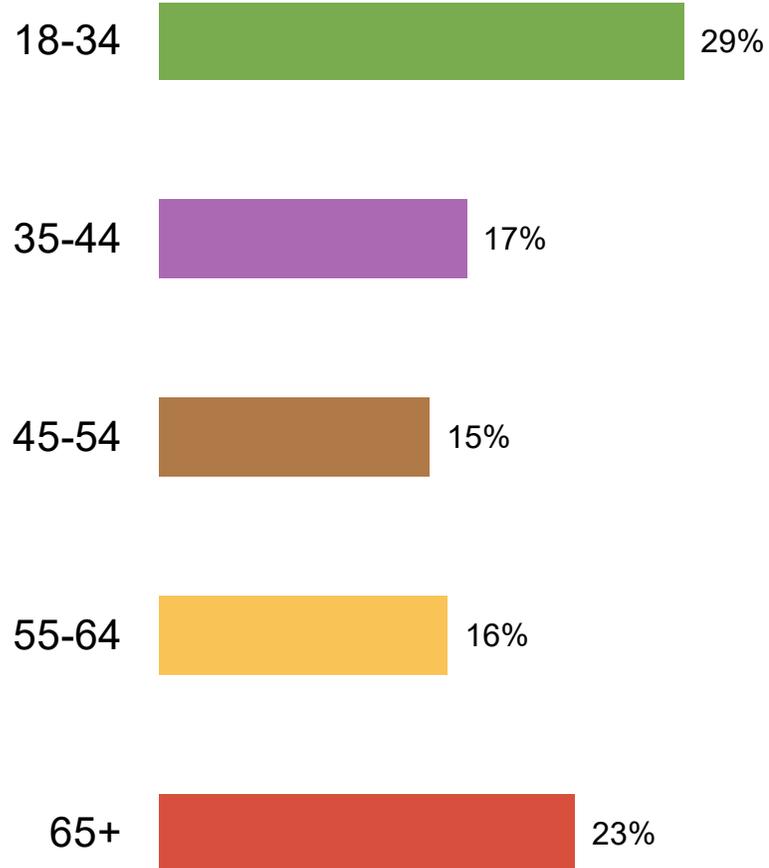
Do you describe yourself as a woman, a man, or in another way?

■ Woman ■ Man ■ In another way



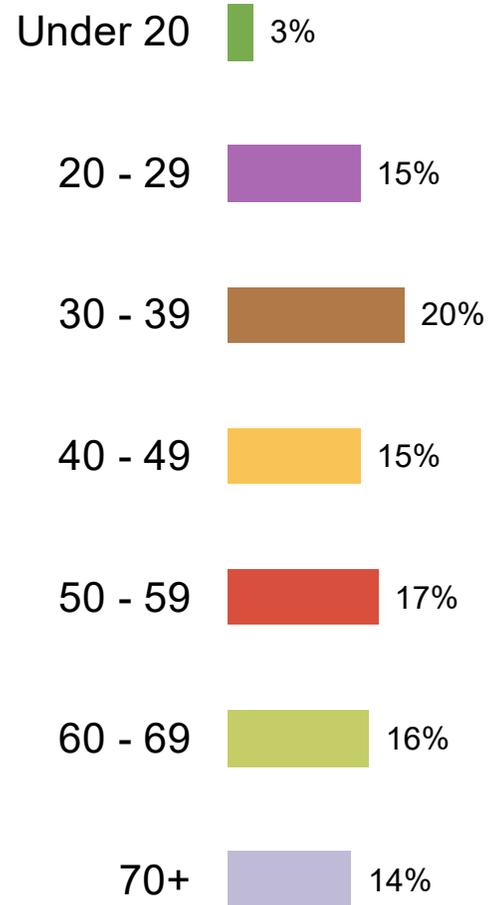
Base: 1,048 (All respondents)

Age Range - Weighting Question



Base: 1,048 (All respondents)

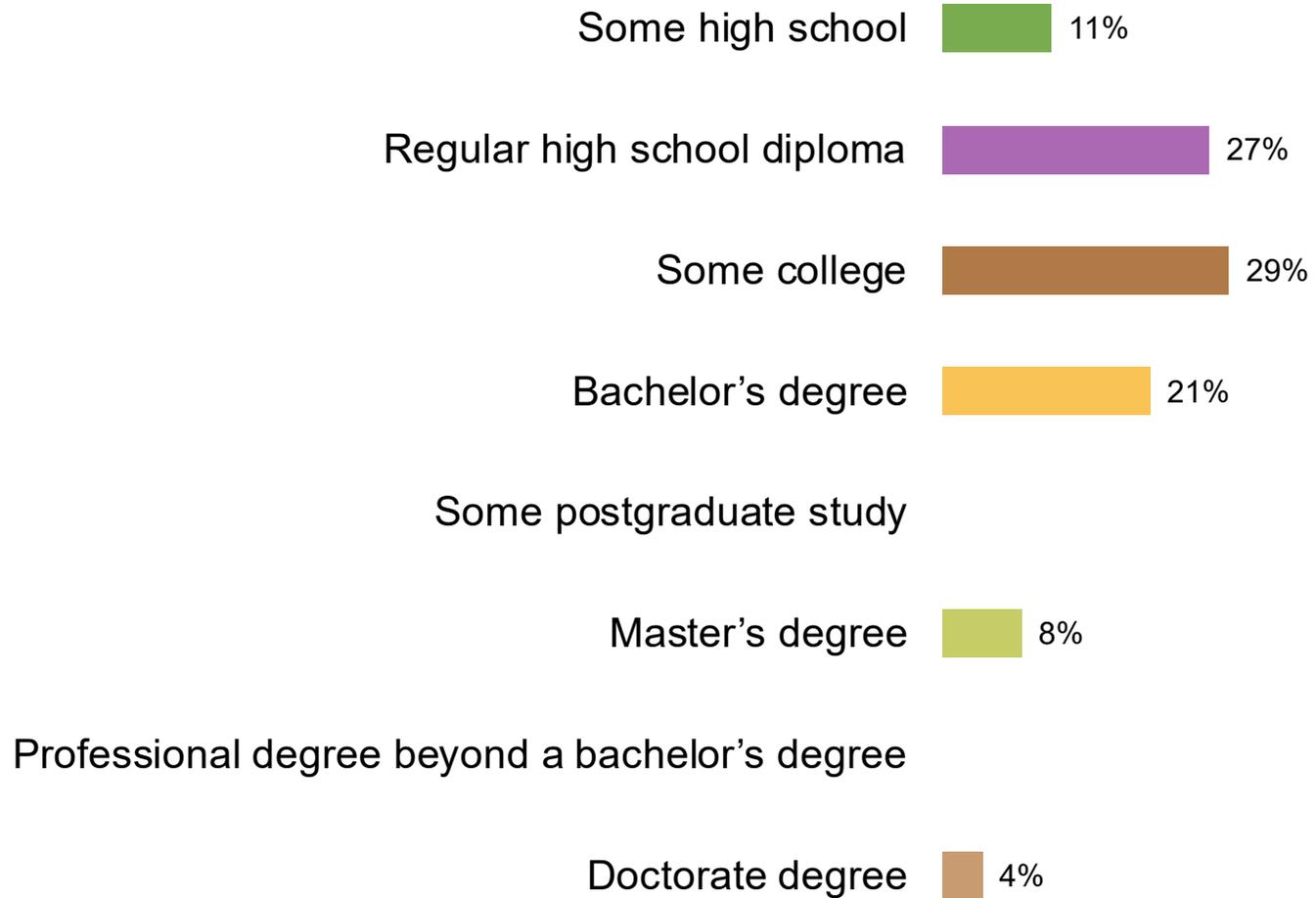
What is your age?



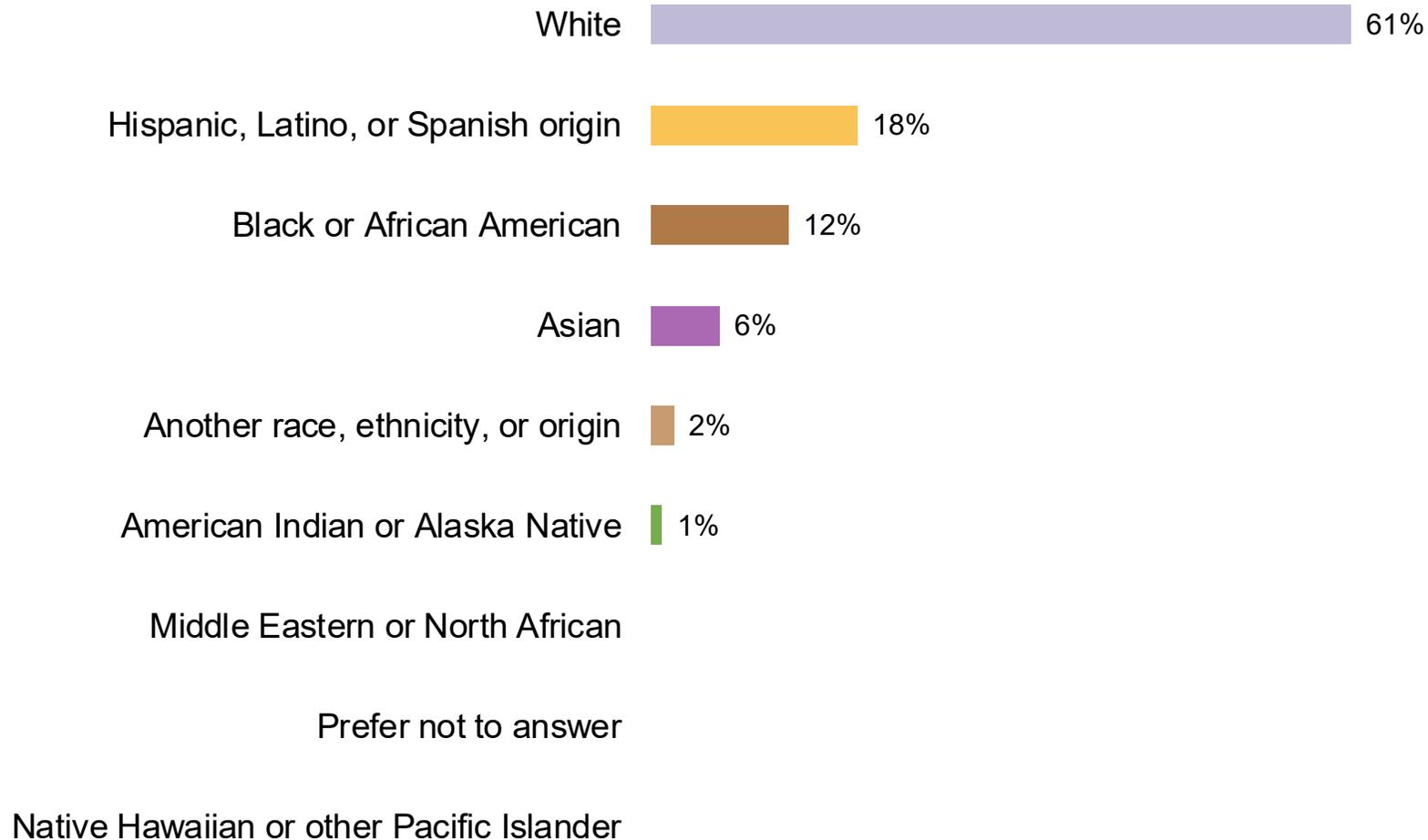
Base: 1,047 (>99% of respondents)

Stat	Value
10th Percentile	25
Average	48
Median	47
90th Percentile	71
Sample Size	n=1047

What is the highest level of school that you have completed?



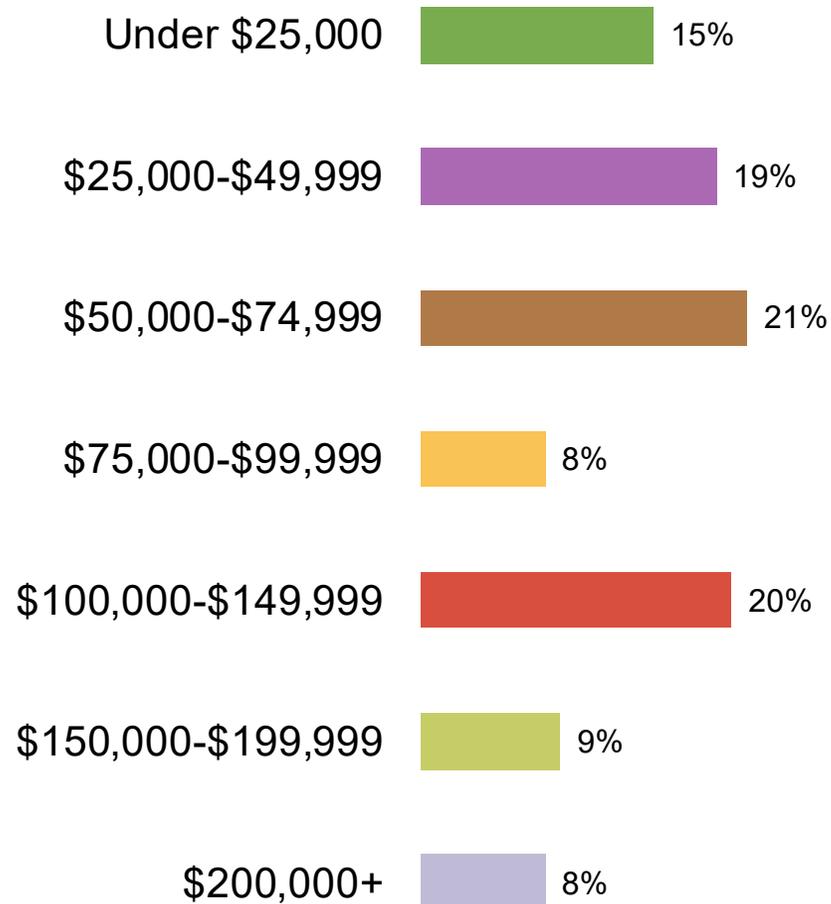
What is your race or ethnicity?



Base: 1,048 (All respondents)

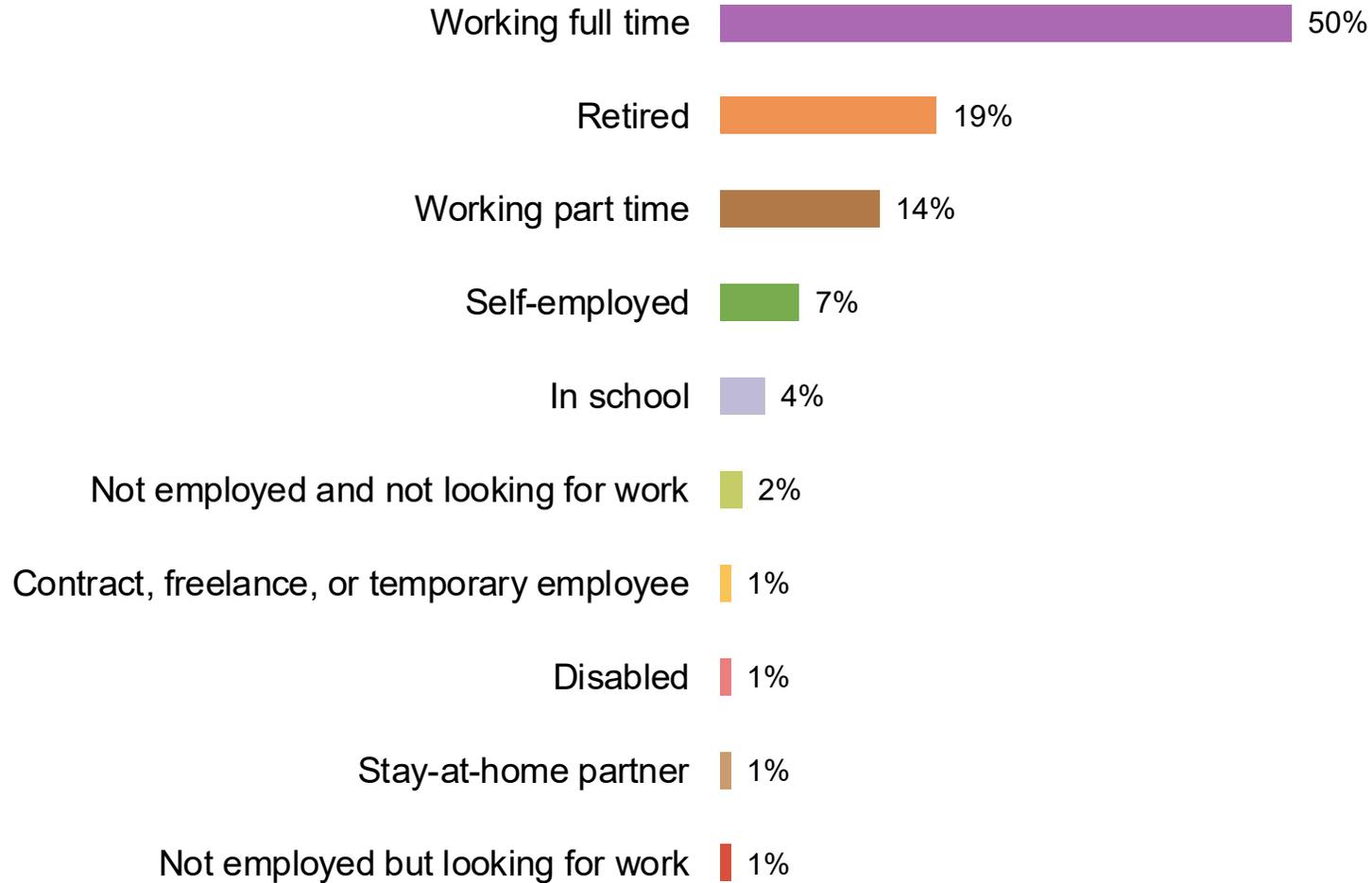
Note: Respondents could select multiple options.

Which category represents the total combined income of all members of your household during the past 12 months?

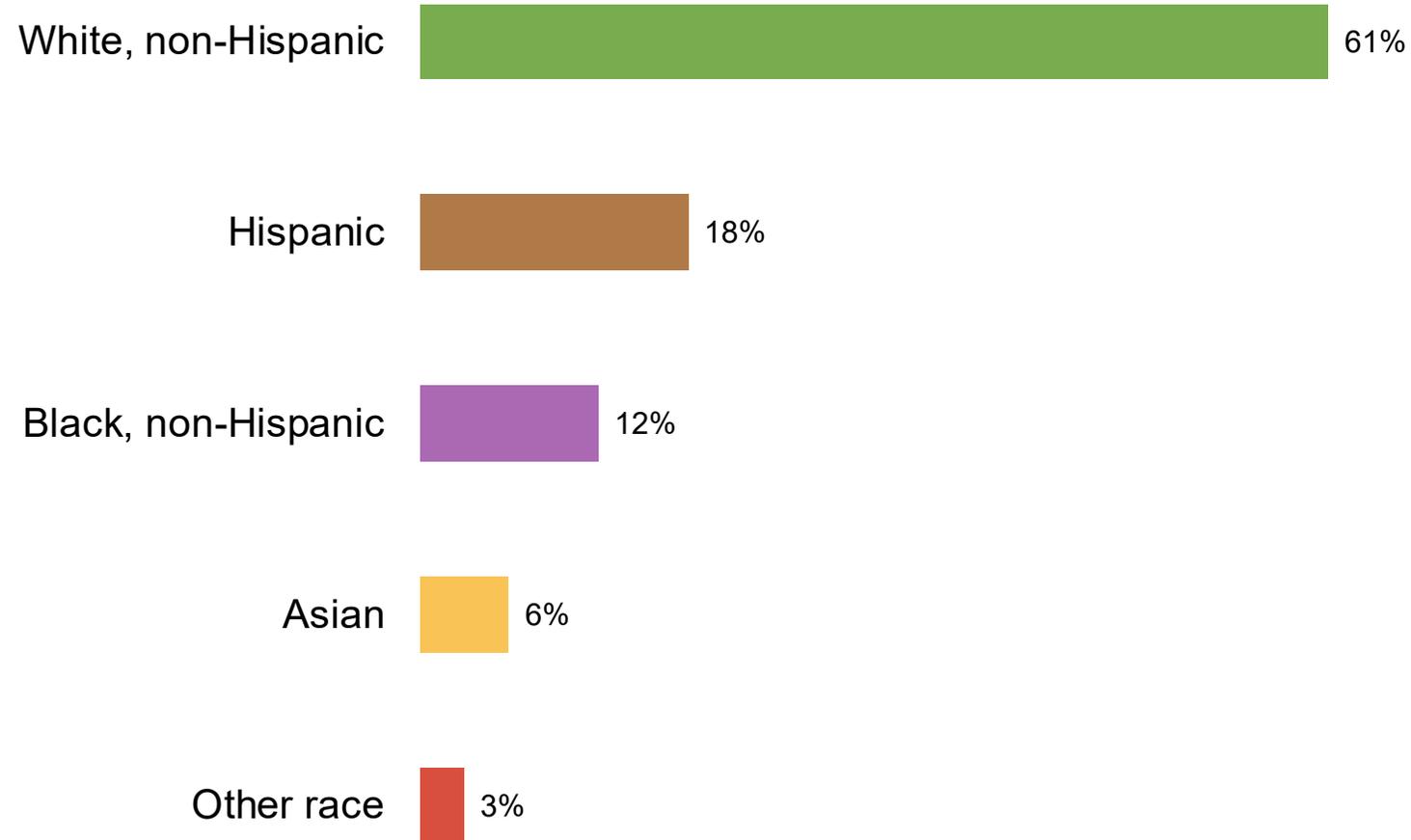


Base: 1,043 (>99% of respondents)

Are you working full or part time, going to school, a stay-at-home partner, or doing something else?



Race/Ethnicity - Weighting Question



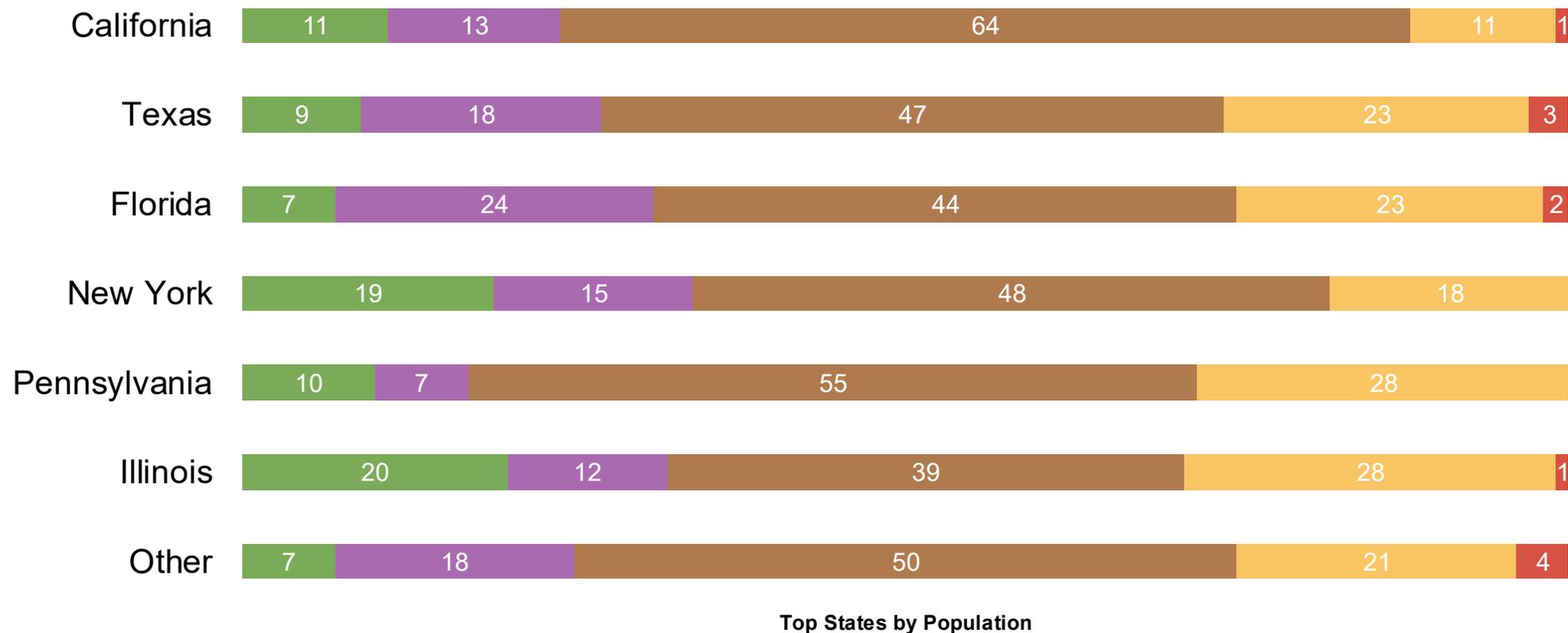
Base: 1,048 (All respondents)



Top 10 Crosstabs

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

- I would continue using the brand regardless
- More than three chances
- Two to three chances
- One chance
- None, I switch immediately



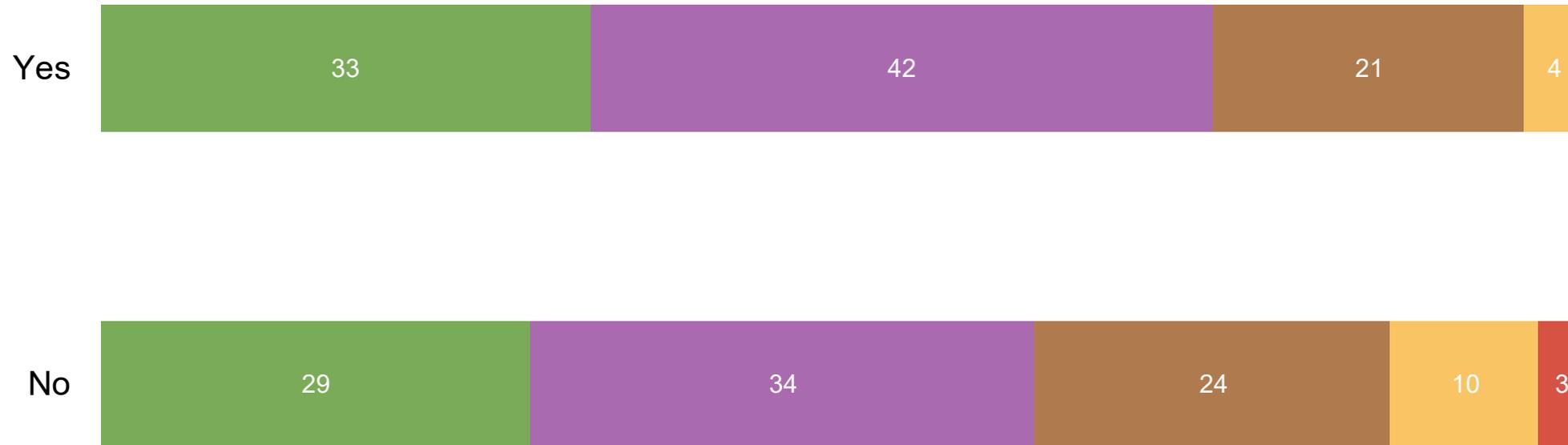
Base: 1,048 (All respondents)

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

%	Top States by Population						
	California	Texas	Florida	New York	Pennsylvania	Illinois	Other
[I would continue using the brand regardless + More than three chances]	24	27	31	34	17	32	25
I would continue using the brand regardless	11	9	7	↑ 19	10	↑ 20	↓ 7
More than three chances	13	18	24	15	7	12	18
Two to three chances	↑ 64	47	44	48	55	39	50
One chance	11	23	23	18	28	28	21
None, I switch immediately	1	3	2	0	0	1	4
[One chance + None, I switch immediately]	↓ 12	26	25	18	28	29	25
Base (N=1,048)	n=80	n=75	n=89	n=67	n=51	n=41	n=645

How often do you notice or think about the technology behind your digital experiences?

- Always - I pay close attention to the technology I'm using
- Often - I think about it when something stands out
- Sometimes - Only when something goes wrong
- Rarely - I don't think much about the technology itself
- Never - I just expect it to work



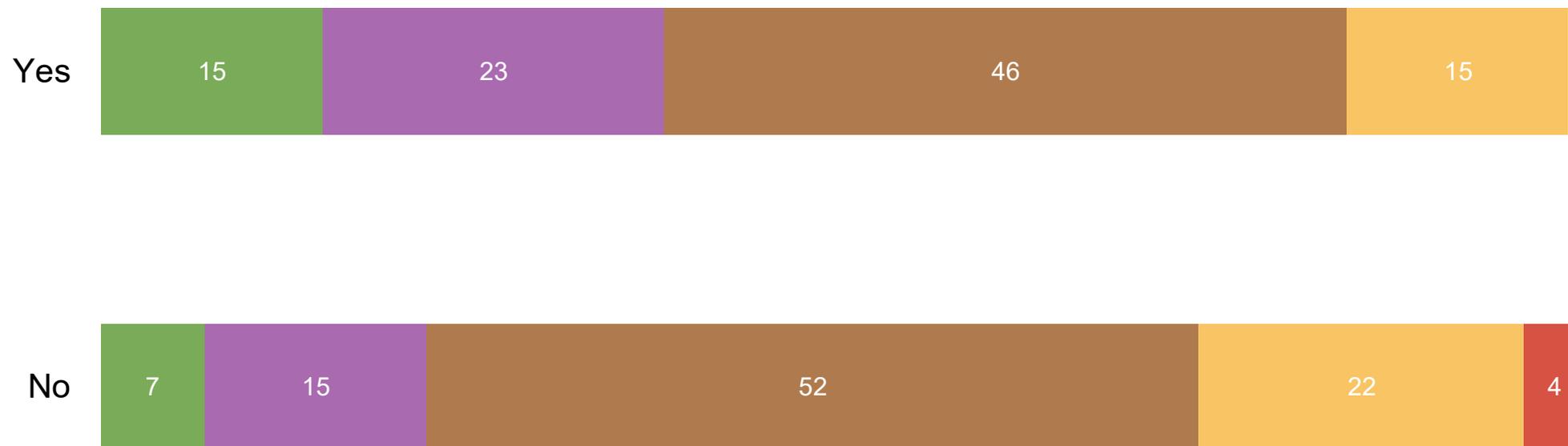
Do any children younger than 18 years of age live in your household?

How often do you notice or think about the technology behind your digital experiences?

	%	Do any children younger than 18 years of age live in your household?	
		Yes	No
[Always - I pay close attention to the technology ...ften - I think about it when something stands out]		↑ 75	↓ 63
Always - I pay close attention to the technology I'm using		33	29
Often - I think about it when something stands out		42	34
Sometimes - Only when something goes wrong		21	24
Rarely - I don't think much about the technology itself		↓ 4	↑ 10
Never - I just expect it to work		0	↑ 3
[Rarely - I don't think much about the technology itself + Never - I just expect it to work]		↓ 4	↑ 13
Base (n=1,024)		n=351	n=673

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

- I would continue using the brand regardless
- More than three chances
- Two to three chances
- One chance
- None, I switch immediately



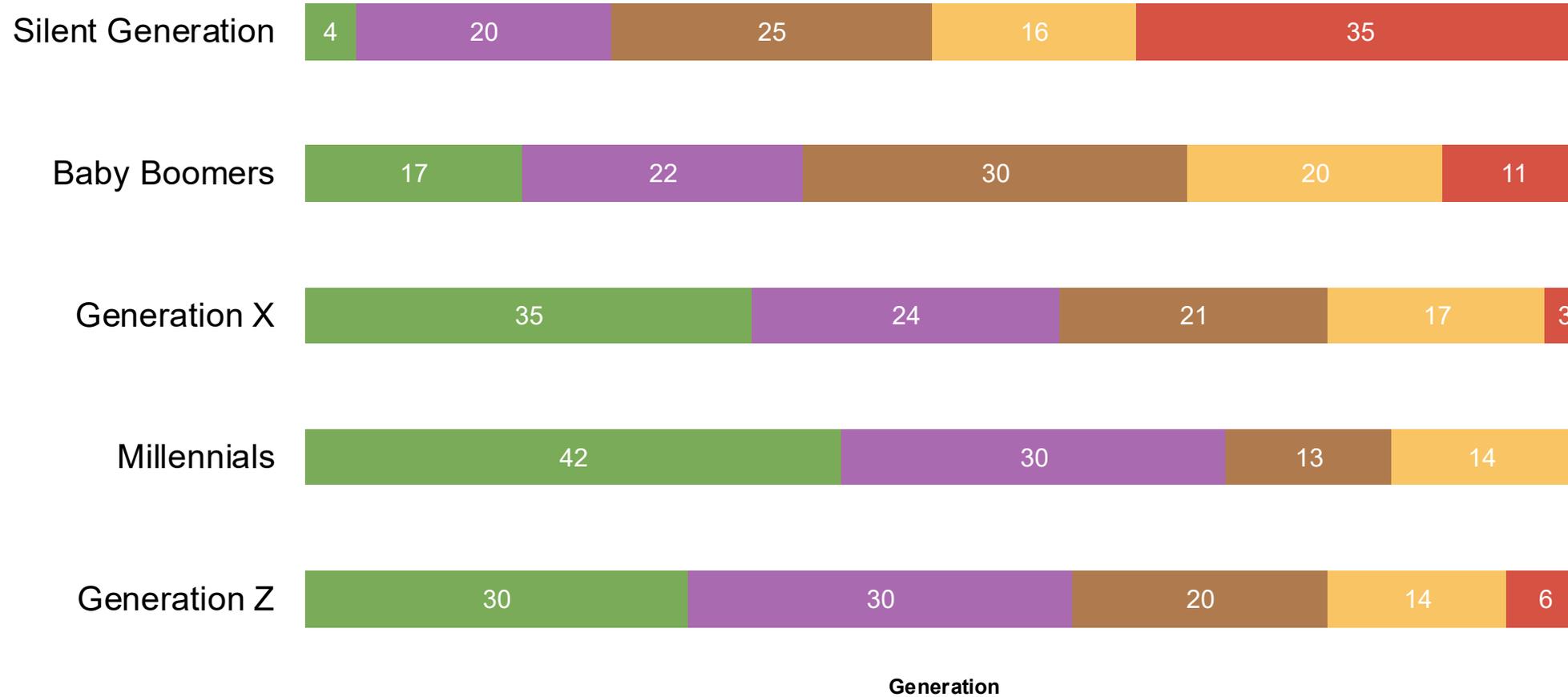
Do any children younger than 18 years of age live in your household?

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

	%	Do any children younger than 18 years of age live in your household?	
		Yes	No
[I would continue using the brand regardless + More than three chances]		↑ 38	↓ 22
I would continue using the brand regardless		↑ 15	↓ 7
More than three chances		↑ 23	↓ 15
Two to three chances		46	52
One chance		15	22
None, I switch immediately		1	4
[One chance + None, I switch immediately]		↓ 16	↑ 26
Base (n=1,024)		n=351	n=673

How quickly do you expect payments, bookings, or online orders to process?

Instantly Within a few seconds Within a few minutes Within one minute I don't have a strong expectation



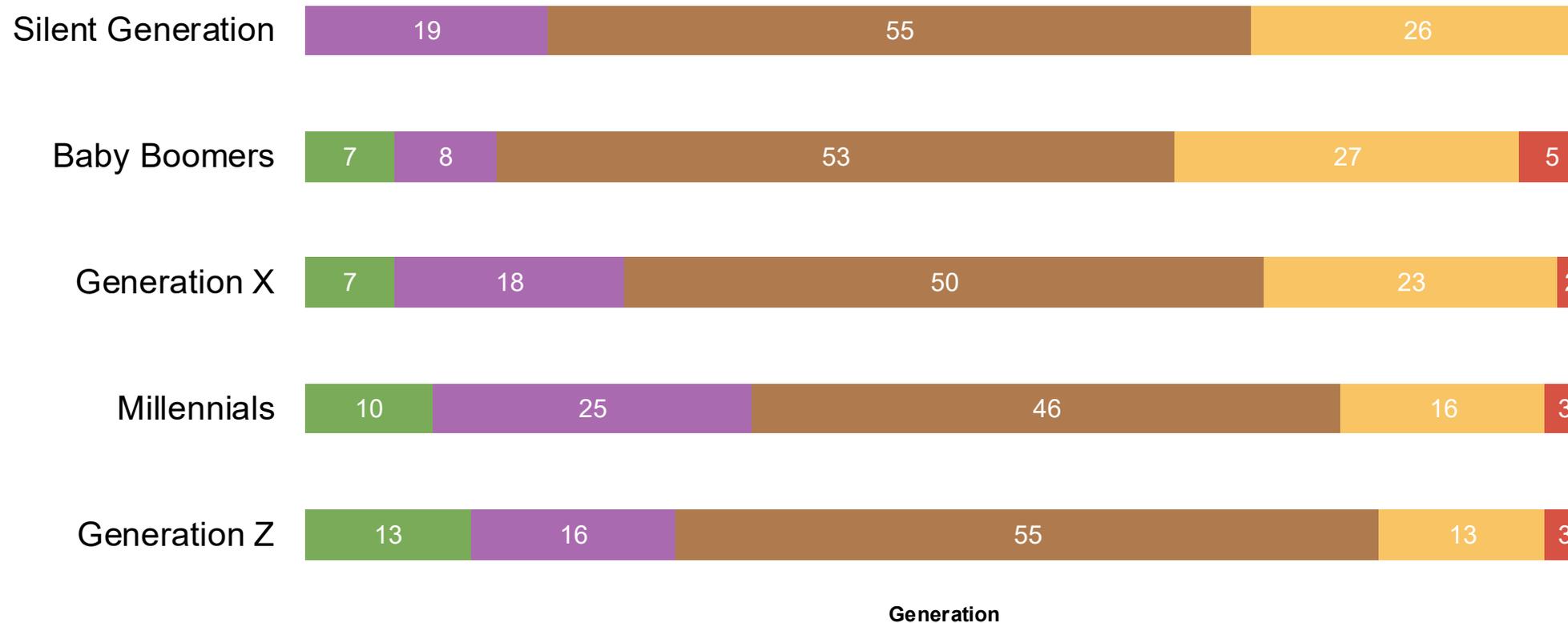
Base: 1,048 (All respondents)

How quickly do you expect payments, bookings, or online orders to process?

	Generation				
	Silent Generation 1945 and earlier	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
Instantly	4	↓ 17	35	↑ 42	30
Within a few seconds	20	22	24	30	30
Within a few minutes	25	↑ 30	21	↓ 13	20
Within one minute	16	20	17	14	14
I don't have a strong expectation	35	↑ 11	3	↓ 1	6
Base (N=1,048)	n=19	n=264	n=287	n=315	n=163

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

- I would continue using the brand regardless
- More than three chances
- Two to three chances
- One chance
- None, I switch immediately



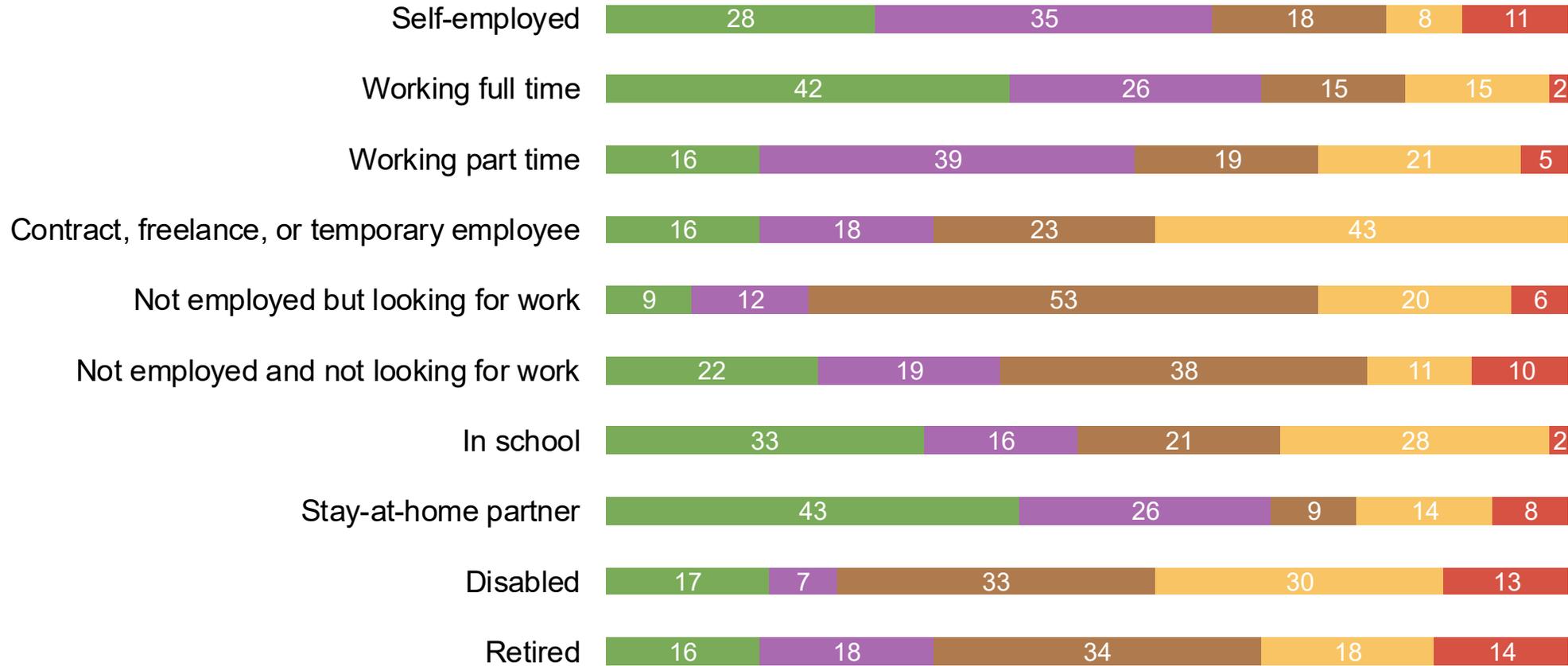
Base: 1,048 (All respondents)

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

	Generation				
	Silent Generation 1945 and earlier	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 1996	Generation Z 1997 and later
[I would continue using the brand regardless + More than three chances]	19	↓ 15	25	↑ 35	29
I would continue using the brand regardless	0	7	7	10	13
More than three chances	19	↓ 8	18	↑ 25	16
Two to three chances	55	53	50	46	55
One chance	26	↑ 27	23	16	13
None, I switch immediately	0	5	2	3	3
[One chance + None, I switch immediately]	26	↑ 32	25	19	16
Base (N=1,048)	n=19	n=264	n=287	n=315	n=163

How quickly do you expect payments, bookings, or online orders to process?

■ Instantly
 ■ Within a few seconds
 ■ Within a few minutes
 ■ Within one minute
 ■ I don't have a strong expectation



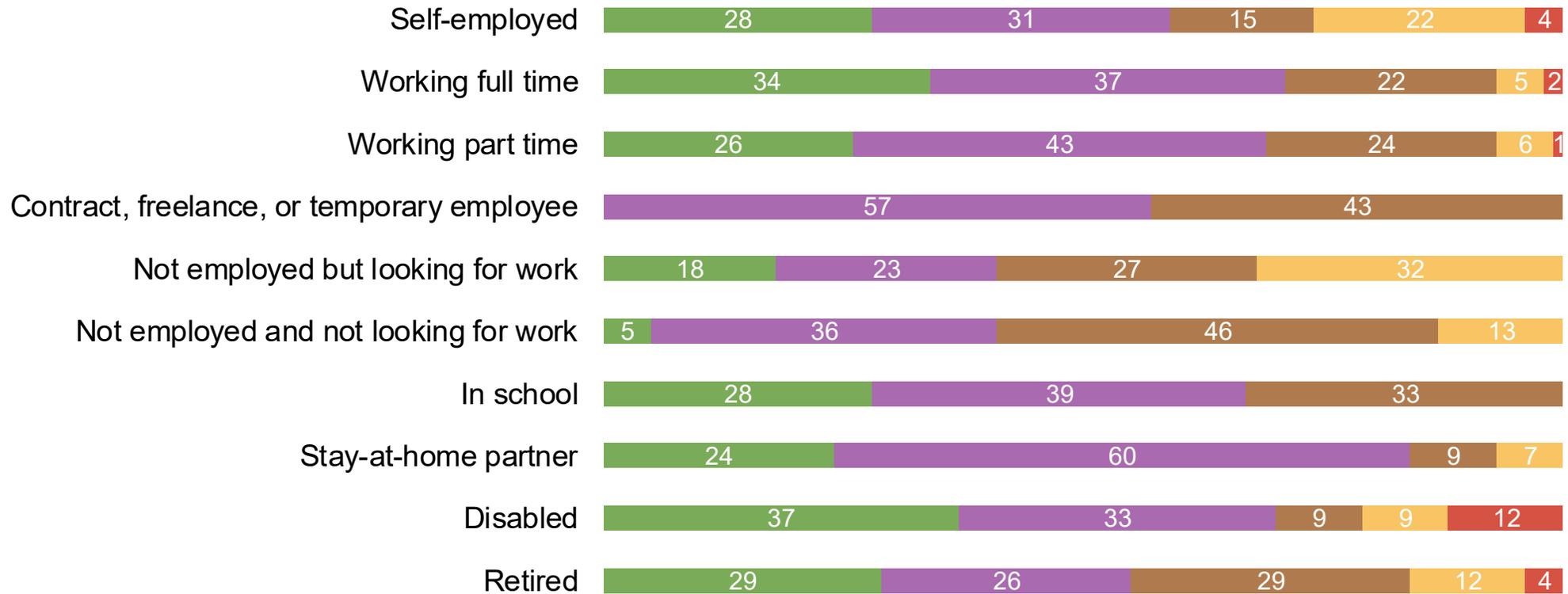
Are you working full or part time, going to school, a stay-at-home partner, or doing something else?

How quickly do you expect payments, bookings, or online orders to process?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?									
	Self-employed	Working full time	Working part time	Contract, freelance, or temporary employee	Not employed but looking for work	Not employed and not looking for work	In school	Stay-at-home partner	Disabled	Retired
Instantly	28	↑ 42	↓ 16	16	9	22	33	43	17	↓ 16
Within a few seconds	35	26	↑ 39	18	12	19	16	26	7	↓ 18
Within a few minutes	18	↓ 15	19	23	53	38	21	9	33	↑ 34
Within one minute	8	15	21	43	20	11	28	14	30	18
I don't have a strong expectation	11	↓ 2	5	0	6	10	2	8	13	↑ 14
Base (N=1,048)	n=71	n=520	n=153	n=4	n=14	n=19	n=31	n=20	n=20	n=196

How often do you notice or think about the technology behind your digital experiences?

- Always - I pay close attention to the technology I'm using
- Often - I think about it when something stands out
- Sometimes - Only when something goes wrong
- Rarely - I don't think much about the technology itself
- Never - I just expect it to work



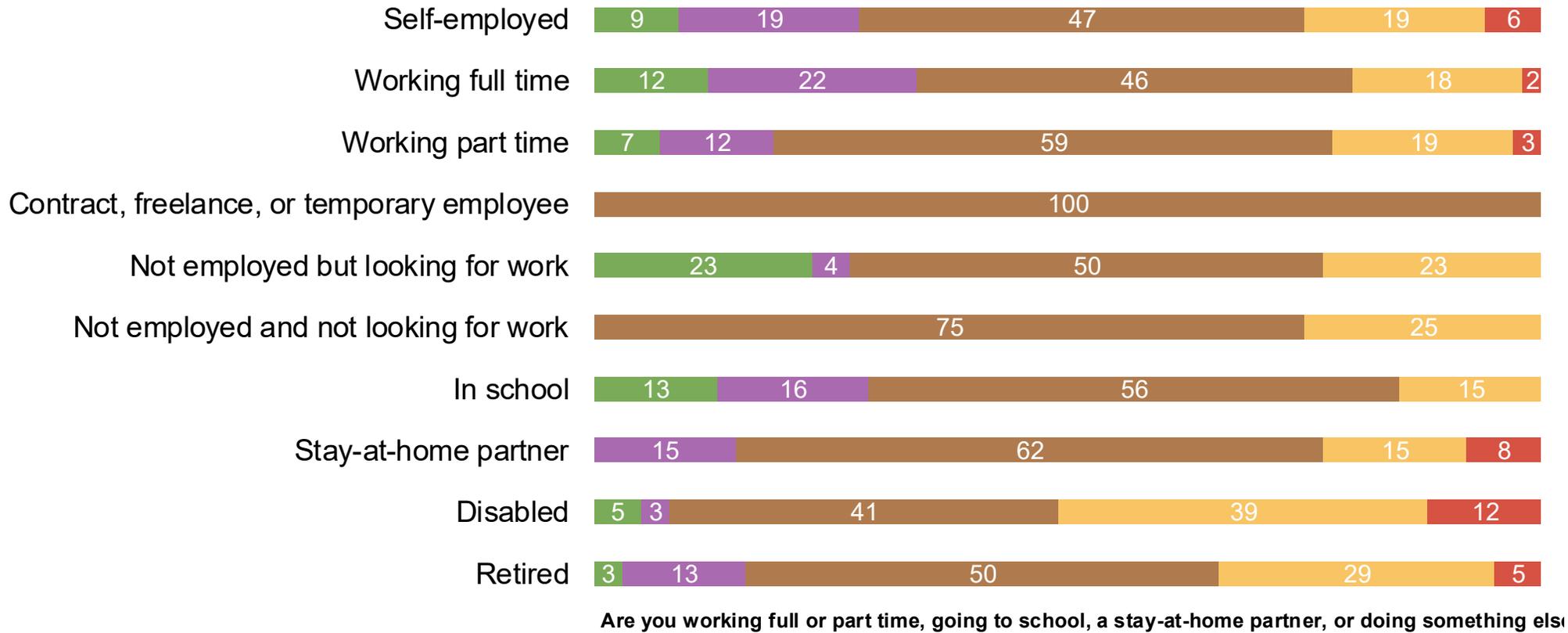
Are you working full or part time, going to school, a stay-at-home partner, or doing something else?

How often do you notice or think about the technology behind your digital experiences?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?									
	Self-employed	Working full time	Working part time	Contract, freelance, or temporary employee	Not employed but looking for work	Not employed and not looking for work	In school	Stay-at-home partner	Disabled	Retired
[Always - I pay close attention to the technology ...ften - I think about it when something stands out]	59	↑ 71	69	57	41	41	67	84	70	↓ 55
Always - I pay close attention to the technology I'm using	28	↑ 34	26	0	18	5	28	24	37	29
Often - I think about it when something stands out	31	37	43	57	23	36	39	60	33	↓ 26
Sometimes - Only when something goes wrong	15	22	24	43	27	46	33	9	9	29
Rarely - I don't think much about the technology itself	↑ 22	↓ 5	6	0	32	13	0	7	9	12
Never - I just expect it to work	4	2	1	0	0	0	0	0	12	4
[Rarely - I don't think much about the technology itself + Never - I just expect it to work]	↑ 26	↓ 7	7	0	32	13	0	7	21	↑ 16
Base (N=1,048)	n=71	n=520	n=153	n=4	n=14	n=19	n=31	n=20	n=20	n=196

How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

- I would continue using the brand regardless
- More than three chances
- Two to three chances
- One chance
- None, I switch immediately

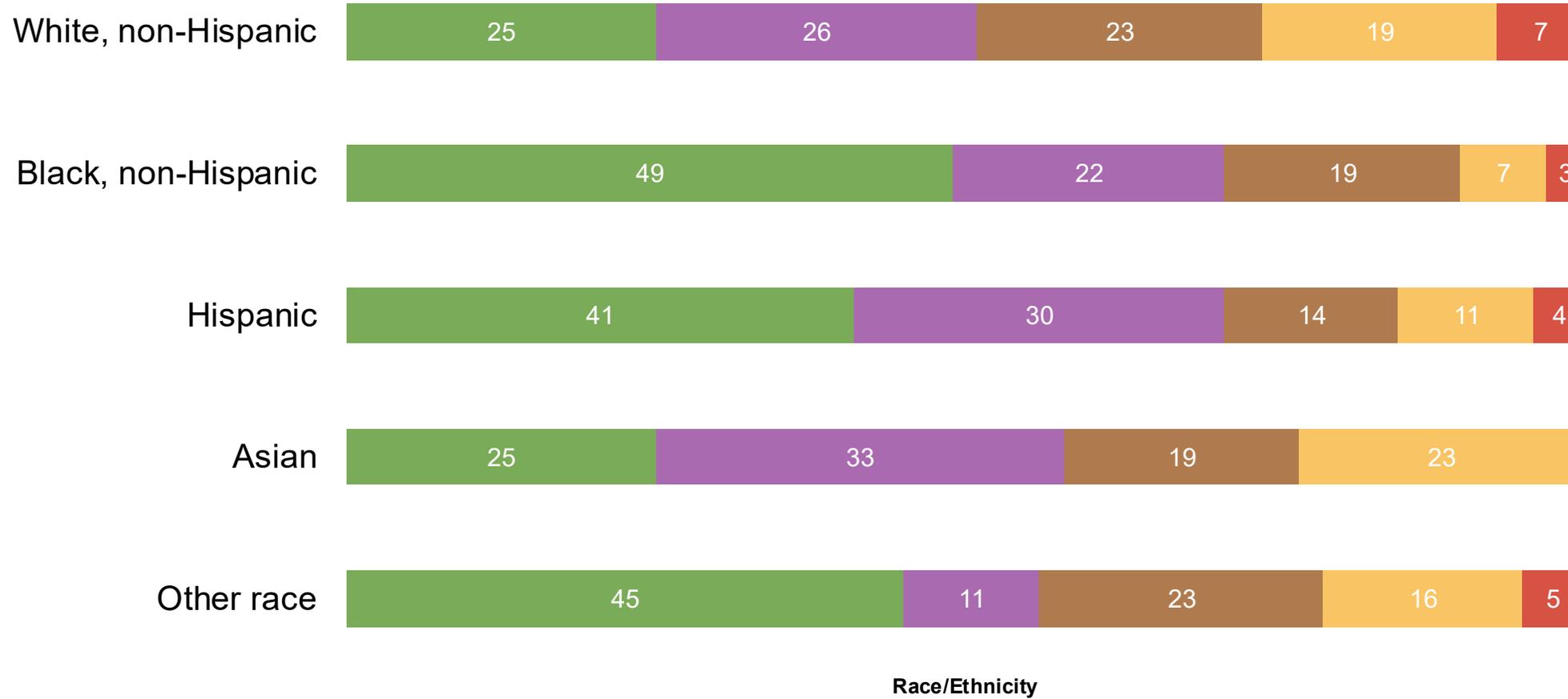


How many chances do you typically give a brand after a negative digital experience before switching to a competitor?

%	Are you working full or part time, going to school, a stay-at-home partner, or doing something else?									
	Self-employed	Working full time	Working part time	Contract, freelance, or temporary employee	Not employed but looking for work	Not employed and not looking for work	In school	Stay-at-home partner	Disabled	Retired
[I would continue using the brand regardless + More than three chances]	28	↑ 34	19	0	27	0	29	15	8	↓ 16
I would continue using the brand regardless	9	↑ 12	7	0	23	0	13	0	5	↓ 3
More than three chances	19	↑ 22	12	0	4	0	16	15	3	13
Two to three chances	47	↓ 46	59	100	50	75	56	62	41	50
One chance	19	18	19	0	23	25	15	15	39	↑ 29
None, I switch immediately	6	2	3	0	0	0	0	8	12	5
[One chance + None, I switch immediately]	25	↓ 20	22	0	23	25	15	23	51	↑ 34
Base (N=1,048)	n=71	n=520	n=153	n=4	n=14	n=19	n=31	n=20	n=20	n=196

How quickly do you expect payments, bookings, or online orders to process?

Instantly Within a few seconds Within a few minutes Within one minute I don't have a strong expectation



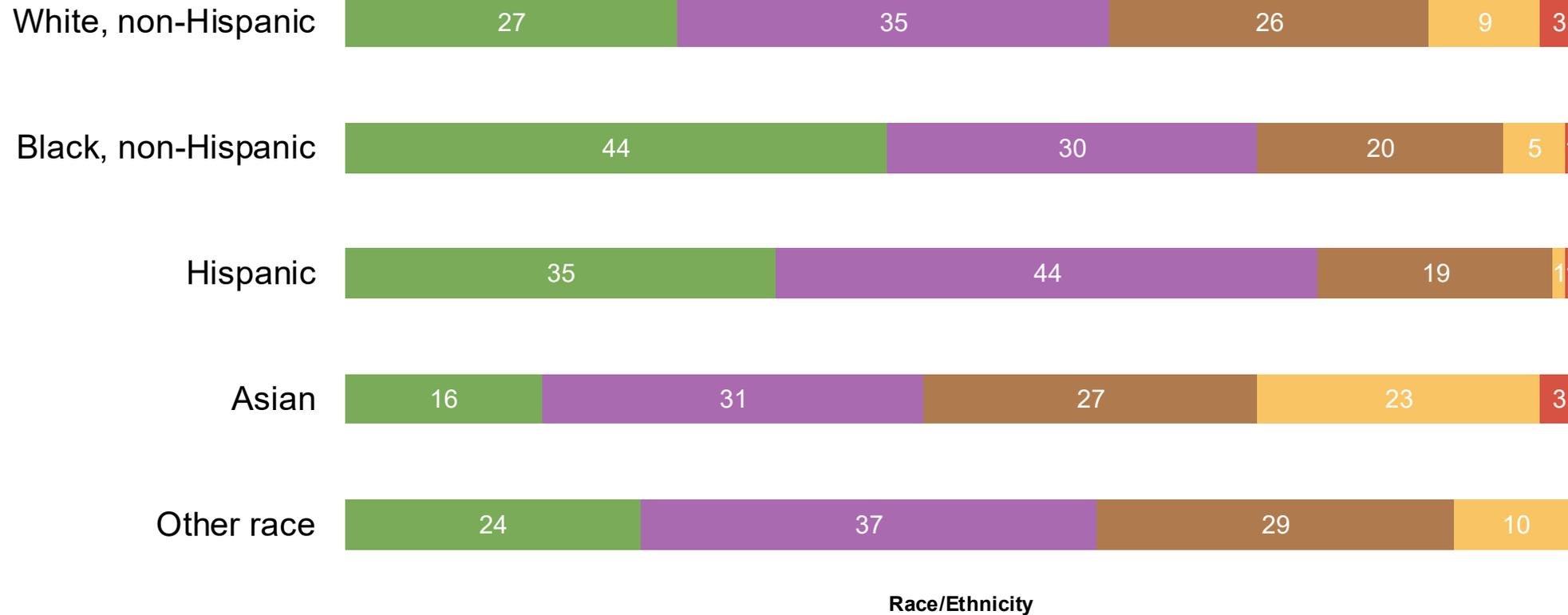
Base: 1,048 (All respondents)

How quickly do you expect payments, bookings, or online orders to process?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
Instantly	↓ 25	↑ 49	↑ 41	25	45
Within a few seconds	26	22	30	33	11
Within a few minutes	23	19	14	19	23
Within one minute	↑ 19	↓ 7	11	23	16
I don't have a strong expectation	7	3	4	0	5
Base (N=1,048)	n=754	n=138	n=102	n=27	n=27

How often do you notice or think about the technology behind your digital experiences?

- Always - I pay close attention to the technology I'm using
- Often - I think about it when something stands out
- Sometimes - Only when something goes wrong
- Rarely - I don't think much about the technology itself
- Never - I just expect it to work



Base: 1,048 (All respondents)

How often do you notice or think about the technology behind your digital experiences?

%	Race/Ethnicity				
	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
[Always - I pay close attention to the technology ...ften - I think about it when something stands out]	↓ 62	74	↑ 79	47	61
Always - I pay close attention to the technology I'm using	↓ 27	↑ 44	35	16	24
Often - I think about it when something stands out	35	30	44	31	37
Sometimes - Only when something goes wrong	26	20	19	27	29
Rarely - I don't think much about the technology itself	9	5	↓ 1	23	10
Never - I just expect it to work	3	1	1	3	0
[Rarely - I don't think much about the technology itself + Never - I just expect it to work]	12	6	↓ 2	26	10
Base (N=1,048)	n=754	n=138	n=102	n=27	n=27



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