

# Global Consumer Survey

Questionnaire

January 2018

## Demographics

*v0012 Age (open question, basis questionnaire)*

**How old are you?**

- \_\_\_\_\_ years

*v0013 Age (detailed) (single pick, hidden question, basis questionnaire)*

**Age, categorial**

- under 18
- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65 and older

*v0014 Gender (single pick, basis questionnaire)*

**What is your gender?**

- female
- male

*v0015 - v0046 Region (single pick, basis questionnaire)*

**Where do you currently live?**

- (Country specific lists included in appendix)

*v0048 Frequency of private internet usage (detailed) (single pick, basis questionnaire)*

**How often do you use the internet for private purposes? This includes all online services regardless of the device used (e.g. computer, smartphone).**

- daily
- several times a week
- once a week
- several times a month
- once a month
- less often
- never

*v0049 Devices used for internet access (multi pick, basis questionnaire)*

**Which of these devices do you regularly use with an internet connection?**

- desktop PC
- laptop with touch screen
- regular laptop (without touch screen)
- set-top box (e.g. Apple TV, Chromecast)
- smartphone
- smart TV
- tablet
- smartwatch
- smart speakers (e.g. Amazon Echo)
- none of the above

## Health & Travelling (Split 1)

*v0110 Attitudes towards healthcare (multi pick, basis questionnaire)*

**The following questions are about health: Which of these statements do you agree with?**

- The health system frequently lets patients down
- Patients must pay too much for medication and medical treatment
- Thanks to the internet it is often possible to look up the best treatment method yourself
- I undergo regular medical check-ups
- I actively do something to preserve my health
- I would like to do more for my health
- I prefer alternative healing methods to conventional medicine
- none of the above

*v0111 Healthcare behaviors (past 12 months) (multi pick, basis questionnaire)*

**Which of these things have you done in the past 12 months?**

- consulted a family doctor
- consulted a specialist
- underwent inpatient treatment in a hospital
- underwent outpatient treatment in a hospital
- changed my health insurance provider
- got in contact with my health insurance
- consulted an alternative practitioner
- underwent a medical check-up
- underwent surgery
- none of the above

*v0112 Current health insurance provider (single pick, extended questionnaire)*

**Who is your health insurance provider?**

- (Country specific brands lists)
- other
- I don't have health insurance

*v0113 Frequency of medication intake (single pick, extended questionnaire)*

**Are you on regular medication?**

- yes, several times a day
- yes, daily
- yes, once a week
- yes, less often
- no, only when needed / when I'm sick
- no, I never take any medication

*v0114 Shopping frequency in physical/stationary pharmacies (single pick, extended questionnaire)*

**How often do you buy medication at a local pharmacy?**

- daily
- several times a week
- once a week
- several times a month
- once a month
- several times a year
- once a year
- less often
- never

*v0115 Shopping frequency in online pharmacies (single pick, extended questionnaire)*

**How often do you buy medicine online?**

- daily
- several times a week
- once a week
- several times a month
- once a month
- several times a year
- once a year
- less often
- never

*v0116 Drivers of online pharmacy shopping (multi pick, extended questionnaire)*

**What are good reasons to buy medicines at a mail-order pharmacy (e.g. via catalog, telephone, online)?**

- more convenient way of shopping
- more possibilities to compare
- greater product range
- cheaper prices
- I prefer online shopping in general
- direct delivery to my home
- more product information
- available around the clock
- undisturbed shopping process
- other
- none of the above
- don't know

v0117 Usage of eHealth devices and apps (past 12 months) (multi pick, basis questionnaire)

**Which of these health apps and smart health devices (connected to the internet) have you used in the past 12 months?**

- fitness apps (e.g. activity tracking apps)
- health apps (e.g. medication reminders, symptom checkers, nutrition apps)
- fitness trackers (e.g. fitness wristbands)
- smartwatch with fitness function
- other connected devices (e.g. scales, blood pressure meter, emergency call device)
- none of the above

v0118 Usage of health / fitness apps (past 12 months) (multi pick, respondents who use health and/ or fitness apps, extended questionnaire)

**Which of these health apps have you used in the past 12 months?**

- apps to measure bodily functions
- apps to set up routines (e.g. non-smoking app)
- nutrition apps
- fitness apps
- medication checkers / reminders
- meditation / mindfulness / sleeping apps
- patient apps
- symptom checkers
- contraception or fertility apps
- other
- none of the above

v0119 Usage of connected eHealth devices (past 12 months) (multi pick, respondents who use connected devices, like smartwatches, extended questionnaire)

**Which of these smart health devices (connected to the internet) have you used in the past 12 months?**

- motion trackers
- blood pressure meter
- glucose meter
- fever thermometer
- care phone / social alarm system
- smartwatch
- scales
- sleep tracking system
- other
- none of the above

v0120 Ownership of eHealth tracker / smart watches by brand (multi pick, respondents who use fitness trackers, smartwatches with fitness function, motion trackers or sleep tracking systems, extended questionnaire)

**Which of these providers do you own a fitness or health tracker or a smart watch from?**

- (Country specific brands lists)
- other
- none of the above

*v0121 Intention of purchasing eHealth smart devices (next 12 months) (multi pick, extended questionnaire)*

**Which of these smart health devices (connected to the internet) do you plan to buy in the next 12 months?**

- motion trackers
- blood pressure meter
- glucose meter
- fever thermometer
- care phone / social alarm system
- smartwatch
- scales
- sleep tracking system
- other
- none of the above

*v0122 Drivers for choosing a hospital (multi pick, extended questionnaire)*

**According to what criteria did you choose the hospital that you last went to?**

- operator
- internet reviews
- price of treatment
- proximity to my home
- reputation of the doctors
- reputation of the hospital
- specialization of the hospital
- other
- somebody else made the decision
- don't know
- I've never been to hospital

*v0123 Relevance of digital services offered by doctors (multi pick, extended questionnaire)*

**Which of these digital services offered by doctors would you like to use or do you already use regularly?**

- online medical record
- online prescriptions
- online consultation
- online appointment scheduling
- telemonitoring (digital remote examination, diagnosis and supervision)
- other
- I don't want to use any digital services offered by my doctors

*v0124 Relevance of digital services offered by health insurance providers (multi pick, extended questionnaire)*

**Which of these digital services offered by your health insurance provider would you like to use or do you already use regularly?**

- rating portal for doctors
- doctor locator tool
- check-up / vaccination reminder tool
- interactive health coaching
- online information on diseases and prevention
- online prevention and rehabilitation classes
- online appointment booking
- online summary of my medical treatments and prescriptions
- online consultation with an insurance agent
- other
- I don't want to use any digital services offered by my health insurance

*v0150 Attitudes towards travelling (multi pick, basis questionnaire)*

**The following questions are about traveling: Which of these statements do you agree with?**

- When it comes to traveling, I always look for the cheapest offer
- I want to experience something unique during my travels
- When I travel, I simply want to relax
- When it comes to traveling, sustainability is important to me
- The best travel deals can be found online
- I like to arrange my travel plans individually when I go on vacation
- When I'm on vacation, I use my smartphone as a guide
- When I'm traveling, I book accommodation, car rentals etc. spontaneously via my smartphone
- none of the above

*v0151 Frequency of private travel (past 12 months) (single pick, extended questionnaire)*

**How often have you traveled for private purposes in the past 12 months?**

- not at all
- once
- 2-3 times
- 4-5 times
- 6-10 times
- more than 10 times

*v0152 Frequency of business travel (past 12 months) (single pick, extended questionnaire)*

**How often have you traveled for business purposes in the past 12 months?**

- not at all
- once
- 2-3 times
- 4-5 times
- 6-10 times
- more than 10 times

*v0153 Intention to travel (next 12 months) (single pick, extended questionnaire)*

**Are you planning to travel in the next 12 months?**

- yes, for business purposes
- yes, for private purposes
- yes, for private and business purposes
- no
- don't know

*v0154 Online travel bookings (past 12 months) (multi pick, basis questionnaire)*

**Which of these travel products have you booked online (website or app) in the past 12 months?**

- train tickets (long distance)
- bus tickets (long distance)
- vacation apartment or house
- flight tickets
- hotels
- car rentals
- package holidays
- none of the above

*v0155 Online hotel bookings by provider (past 12 months) (multi pick, respondents who booked hotels, vacation apartments or houses online in the past 12 months, extended questionnaire)*

**From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?**

- (Country specific brands lists)
- other
- none of the above

*v0156 Online car rental bookings by provider (past 12 months) (multi pick, respondents who booked car rentals online in the past 12 months, extended questionnaire)*

**Which of these providers have you rented a car from in the past 12 months (online booking via a website or app)?**

- (Country specific brands lists)
- other
- none of the above

*v0157 Online flight bookings by provider (past 12 months) (multi pick, respondents who booked flight tickets online in the past 12 months, extended questionnaire)*

**Which of these providers have you booked a flight from in the past 12 months (online booking via a website or app)?**

- (Country specific brands lists)
- other
- none of the above

*v0158 Online package holiday bookings by provider (past 12 months) (multi pick, respondents who booked package holidays online in the past 12 months, extended questionnaire)*

**Which of these providers have you booked a package holiday from in the past 12 months (online booking via a website or app)?**

- (Country specific brands lists)
- other
- none of the above

## eCommerce & Retail (Split 2)

*v0210 Relevance of product categories (multi pick, basis questionnaire)*

**Which of these products and services are you interested in?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- drugstore & health products
- cosmetics & body care
- food & drinks
- books, movies, music & games
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- none of the above

*v0211 Relevance of low priced product categories (multi pick, extended questionnaire)*

**For which of these products is a low price of particular importance to you?**

- bags & accessories
- clothing & shoes
- TV & HiFi
- smartphone
- household appliances
- cosmetics & body care
- alcoholic drinks (only shown to respondents of legal drinking age)
- food & non-alcoholic drinks
- furniture & household goods
- cars, motorcycles, bicycles
- detergents & cleaning products
- toys & baby products
- none of the above



*v0212 Relevance of premium or luxury product categories (multi pick, extended questionnaire)*

**In which of these product categories do you also buy premium or luxury items?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- cosmetics & body care
- alcoholic drinks (only shown to respondents of legal drinking age)
- food & non-alcoholic drinks
- furniture & household goods
- cars, motorcycles, bicycles
- stationery & hobby supplies
- none of the above

*v0220 Offline purchase channels (past 12 months) (multi pick, basis questionnaire)*

**Which of these types of stationary stores have you bought something from in the past 12 months?**

- pharmacy
- DIY / garden store
- book store
- interior design / home decoration store
- drugstore / perfumery
- electronics store
- clothing / apparel store
- sports store
- wholesale store
- department store
- furniture store
- jewelry store / jeweler
- none of the above

*v0221 Attitudes towards food (multi pick, extended questionnaire)*

**The following questions are about food: Which of these statements do you agree with?**

- Looking out for fair-trade food is important to me
- I prefer organic food products
- I prefer regional food products
- I don't eat meat
- I don't eat animal products
- I have one or more food intolerances
- I avoid artificial flavors and preservatives
- I try to eat less meat
- none of the above

*v0222 Grocery shopping channels by store type (multi pick, extended questionnaire)*

**Where do you regularly buy food and products for everyday use?**

- bakery or deli
- convenience store / kiosk
- deli counter in supermarkets
- discount store
- drugstore
- farmer's market
- health food store
- online store / online retail
- meal kit providers
- specialist store
- supermarket
- hypermarket
- superstore / big-box store
- warehouse club
- none of the above

*v0223 Consumption of food by category (multi pick, basis questionnaire)*

**Which of these food and beverage products do you consume regularly?**

- beer (only shown to respondents of legal drinking age)
- soft drinks
- ready-made meals
- fish
- meat and sausages
- coffee
- snacks and potato chips
- jam and chocolate spreads
- milk products (milk, yoghurt, cheese, etc.)
- spirits (only shown to respondents of legal drinking age)
- candy and chocolate
- tea
- frozen ready-made meals
- wine (only shown to respondents of legal drinking age)
- bottled water
- cigarettes and tobacco
- none of the above

*v0224 Grocery shopping channels by store brand (multi pick, extended questionnaire)*

**From which of these stores do you regularly buy food and products for everyday use?**

- (Country specific brands lists)
- other
- none of the above

v0225 *Online purchase of food by category (past 12 months) (multi pick, extended questionnaire)*

**Which of these food products have you ordered online and had delivered to your home in the past 12 months?**

- non-alcoholic soft drinks
- beer (only shown to respondents of legal drinking age)
- bread and bakery products
- ready-made meals
- fish products
- meat and sausages
- coffee, tea
- milk products
- fruit and vegetables
- rice and pasta
- spirits (only shown to respondents of legal drinking age)
- snacks & candy
- frozen food
- wine (only shown to respondents of legal drinking age)
- vegetable or fruit boxes
- prepared ingredients and recipes (meal kit)
- bottled water
- other
- none of the above

v0226 *Drivers of online food shopping (multi pick, extended questionnaire)*

**Which of these characteristics are of particular importance to you when it comes to shopping for food online?**

- fresh products
- exact delivery time
- great product variety
- cheap price
- good price-performance ratio
- brand products
- high-quality products
- fast delivery
- other
- don't know

v0227 *Usage of personal care categories (multi pick, basis questionnaire)*

**Which of these body care and cosmetics product do you use regularly?**

- decorative cosmetics (makeup, lipsticks, nail polish, etc.)
- hair care and hair styling products
- skin care (facial care, hand care, body care, etc.)
- personal hygiene products (bath and shower products, deodorants, shaving cream & gel, etc.)
- oral and dental care
- perfume, fragrances
- none of the above

*v0228 Purchase of apparel by brand (multi pick, extended questionnaire)*

**Which of these brands do you usually buy when it comes to clothing, shoes and accessories?**

- (Country specific brands lists)
- other
- none of the above

*v0240 Attitudes towards online shopping (multi pick, basis questionnaire)*

**The following questions are about online shopping: Which of these statements do you agree with?**

- I miss the shopping experience when I shop online
- Customer reviews on the internet are very helpful
- I want to see an item before I buy it
- When I buy an item, I want to hold it in my hand the same day
- When I plan a major purchase, I always do some research on the internet first
- When I order an item, I prefer express shipping
- Sometimes I deliberately order more items than I want to keep
- I usually manage habitual / recurrent orders directly via my smartphone or tablet
- I prefer to use my smartphone or tablet to research on products and to make major new purchases
- none of the above

*v0241 Product research online (multi pick, basis questionnaire)*

**For which of these products do you mostly look for information online?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- drugstore & health products
- cosmetics & body care
- food & drinks
- books, movies, music & games
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- none of the above

*v0242 Product purchases online by category (multi pick, basis questionnaire)*

**Which of these products do you mostly buy / order online?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- drugstore & health products
- cosmetics & body care
- food & drinks
- books, movies, music & games
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- none of the above

*v0243 Drivers of online purchase (multi pick, extended questionnaire)*

**Which of these do you consider good reasons to buy an item online?**

- more convenient way of shopping
- more possibilities to compare
- greater product range
- cheaper prices
- I prefer online shopping in general
- direct delivery to my home
- more product information
- available round the clock
- undisturbed shopping process
- other
- none of the above
- don't know

*v0244 Online purchase by category (past 12 months) (multi pick, basis questionnaire)*

**Which of these items have you bought online in the past 12 months?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- cosmetics & body care
- food & drinks
- books, movies, music & games (excluding downloads)
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- other
- none of the above

*v0245 Intention of purchasing items by category (next 12 months) (multi pick, extended questionnaire)*

**Which of these items are you planning to buy in the next 12 months, online or in store?**

- TV & HiFi
- smartphone
- PC / laptop
- household appliances
- furniture & household goods
- cars
- bicycles
- motorcycles
- sports equipment
- none of the above
- don't know

*v0246 Devices used for online purchase (past 12 months) (multi pick, extended questionnaire)*

**Which of the following devices have you used for online shopping in the past 12 months?**

- desktop PC
- laptop with touch function
- laptop without touch function
- set-top box (e.g. Apple TV, Chromecast)
- smartphone
- smart TV
- tablet
- smart speakers (e.g. Amazon Echo)
- none of the above

*v0247 Online purchase channels by type (past 12 months) (multi pick, basis questionnaire)*

**Which of these types of online shops have you bought something from in the past 12 months?**

- online mono-brand stores
- online boutiques (limited choice of products from a certain category)
- online multibrand platforms
- online marketplaces
- members-only shopping clubs
- online mass merchants
- none of the above

*v0248 Online purchase channels by store brand (past 12 months) (multi pick, extended questionnaire)*

**Which of these online shops have you bought something from in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0280 Return of online purchases by category (past 12 months) (multi pick, extended questionnaire)*

**Which of these kinds of articles have you sent back after an online order in the past 12 months?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- cosmetics & body care
- food & drinks
- books, movies, music & games (excluding downloads)
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- other
- I did not send anything back

*v0281 Share of return of last 10 online purchases (single pick, extended questionnaire)*

**Out of the last 10 articles that you ordered online as a new product – how many did you send back?**

- \_\_\_\_\_ out of 10 articles
- I have ordered less than 10 articles
- don't know

*v0283 Purchase of second hand goods by category (past 12 months) (multi pick, extended questionnaire)*

**Which of these articles have you bought second hand in the past 12 months (no matter if online or in person)**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- books, movies, music & games (excluding downloads)
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- other
- I did not buy anything second hand

*v0284 Relevance of consumer goods rentals by category (multi pick, extended questionnaire)*

**Which of these products would you also consider to rent instead of buying them (online or in person)?**

- TV & HiFi
- smartphone
- PC / laptop
- household appliances
- furniture & household goods
- cars
- bicycles
- motorcycles
- sports equipment
- other
- I would not rent anything

*v0285 Relevance of multichannel services (multi pick, extended questionnaire)*

**Which of these services in the field of shopping would you like to use?**

- ordering online and picking up in the store
- picking up purchased items in the store outside opening hours
- return / replacement in the store of items ordered online
- checking online if the product is available in the store
- home delivery of products purchased in the store
- buying in the store and returning by mail
- online store locator
- none of the above

## Finance & eServices (Split 3)

*v0310 Attitudes towards personal finances (multi pick, basis questionnaire)*

**The following questions are about finance: Which of these statements apply to you?**

- Managing my personal financial affairs is too complicated for me
- I could imagine dealing with my financial transactions exclusively online
- I could imagine dealing with my financial transactions exclusively via my smartphone
- I could imagine getting all my financial services from an internet company like Google
- I could imagine consulting a digital program (RoboAdvisor) for advice on finance issues
- I'm worried about my financial future
- I'm well informed about my personal financial situation
- I could save a lot of money if I took advice by a finance expert (e.g. on taxes, bank and insurance issues)
- If the service is good, I'm happy to pay for account administration and transactions
- none of the above



*v0311 Usage of financial products (multi pick, extended questionnaire)*

**Which of these financial products and offers do you currently use?**

- equity investment
- construction loan
- certificate of deposit (time deposit)
- investment fund
- overnight deposit
- insurance with an investment character (e.g. life insurance)
- checking account
- loan
- credit card
- other capital investment
- none of the above

*v0312 Intention of purchasing financial products (next 12 months) (multi pick, extended questionnaire)*

**Which of these financial products are you planning to acquire in the next 12 months?**

- equity investment
- construction loan
- certificate of deposit (time deposit)
- investment fund
- overnight deposit
- insurance with an investment character (e.g. life insurance)
- checking account
- loan
- credit card
- other capital investment
- none of the above
- don't know

*v0313 Primary bank by provider (single pick, extended questionnaire)*

**At which of these banks is the account held that you primarily use?**

- (Country specific brands lists)
- other
- I do not have a bank account

*v0314 Sources of inspiration about primary bank (multi pick, respondents who have a bank account, extended questionnaire)*

**How did you find out about the bank that you primarily use?**

- recommendations in an expert journal
- recommendations in a newspaper
- recommendations by a financial advisor
- personal recommendation
- online comparison portals
- online advertising
- TV advertising
- newspaper and magazine advertising
- other
- don't know

*v0315 Strengths of primary bank (multi pick, respondents who have a bank account, extended questionnaire)*

**Which of the following services is your primarily used bank especially good at?**

- range of financial products and insurance offers
- range of payment options
- quality of advice
- range of digital services (app, online banking, etc.)
- terms and conditions for keeping an account
- free-of-charge cash, also abroad
- lending conditions
- personal service (including telephone, e-mail)
- transparency
- security
- don't know
- none of the above

*v0316 Potential for improvement of primary bank (multi pick, respondents who have a bank account, extended questionnaire)*

**In what fields would you like your bank to improve services?**

- range of financial products and insurance offers
- range of payment options
- quality of advice
- range of digital services (app, online banking, etc.)
- terms and conditions for keeping an account
- free-of-charge cash, also abroad
- lending conditions
- personal service (including telephone, e-mail)
- transparency
- security
- don't know
- none of the above

*v0320 Consideration of financial investments (multi pick, extended questionnaire)*

**Which of these financial investments would you take into consideration?**

- equity investment
- construction loan
- precious metals (e.g. gold)
- certificate of deposit (time deposit)
- investment fund
- real estate
- cryptocurrency (e.g. Bitcoin)
- overnight deposit
- insurance with an investment character (e.g. life insurance)
- other capital investment
- don't know
- none of the above

*v0321 Change / acquisition of financial products (past 12 months) (multi pick, extended questionnaire)*

**Which of these financial products have you acquired in the past 12 months and / or where did you change providers?**

- equity investment
- construction loan
- certificate of deposit (time deposit)
- investment fund
- overnight deposit
- insurance with an investment character (e.g. life insurance)
- checking account
- loan
- credit card
- other capital investment
- none of the above

*v0322 Reasons for changing primary bank (multi pick, extended questionnaire)*

**What would be the main reasons for you to change a financial service provider (bank, insurance)?**

- range of financial products and insurance offers
- range of payment options
- quality of advice
- range of digital services (app, online banking, etc.)
- terms and conditions for keeping an account
- free-of-charge cash, also abroad
- lending conditions
- personal service (including telephone, e-mail)
- transparency
- security
- don't know
- none of the above

*v0330 Usage frequency of financial consulting service (past 3 months) (single pick, extended questionnaire)*

**How many times in the past 3 months have you been to a bank and consulted an advisor?**

- not at all
- 1-2 times
- 3-5 times
- more than 5 times

*v0331 Personal consultant by financial product (multi pick, extended questionnaire)*

**For which of these services do you have a personal advisor or contact person?**

- banking transactions
- financial investment
- loans
- insurances
- none of the above

*v0340 Usage of online payment methods by type (past 12 months) (multi pick, basis questionnaire)*

**The following questions are about payments: How have you conducted online payments in the past 12 months?**

- prepaid cards / vouchers
- credit card
- direct debit
- cash on delivery
- online payment (e.g. PayPal, Amazon Payments)
- by invoice
- cash in advance
- other
- none of the above

*v0341 Usage of online payment methods by brand (past 12 months) (multi pick, respondents who used online payment in the past 12 months, extended questionnaire)*

**Which online payment services have you used in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0342 Usage of P2P payments (past 12 months) (multi pick, basis questionnaire)*

**How have you transferred money to friends and acquaintances in the past 12 months?**

- by bank transfer
- using a direct money transfer service (e.g. PayPal)
- not at all

*v0343 Usage of payment methods by type at POS (past 12 months) (multi pick, basis questionnaire)*

**How have you paid in stores, restaurants and other points of sale in the past 12 months?**

- cash
- debit card
- prepaid card / vouchers
- credit card
- mobile payment (via smartphone)
- check
- other
- none of the above

*v0344 Relevance of mobile payment methods by situation (multi pick, extended questionnaire)*

**In what situations would you like to be able to pay with your smartphone (without debit / credit card or cash)?**

- I would like to pay with my smartphone all the time
- for everyday purchases (e.g. food)
- for admission tickets
- for public transportation tickets
- for major purchases (e.g. washing machine)
- for minor purchases (e.g. decoration items)
- for travel booking
- for food and drinks in bars and cafés
- for food and drinks in restaurants
- other
- don't know
- I don't want to pay with my smartphone at all

*v0345 Usage of mobile payment methods by brand (past 12 months) (multi pick, respondents who used mobile payment in restaurants, stores and other points of sale in the past 12 months, extended questionnaire)*

**Which of these services have you used in the past 12 months to pay in stores, restaurants or other points of sale with your smartphone?**

- (Country specific brands lists)
- other
- none of the above

*v0351 Usage of online services (multi pick, basis questionnaire)*

**The following questions are about a different topic: Which of these online services (website or app) have you used in the past 12 months?**

- online dating
- meal orders
- buying event tickets
- none of the above

*v0352 Online purchase of event tickets by provider (past 12 months) (multi pick, respondents who bought event tickets online in the past 12 months, extended questionnaire)*

**Which of these online providers have you bought event tickets from (website or app) in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0353 Online purchase of food delivery by provider (past 12 months) (multi pick, respondents who used meal orders online in the past 12 months, extended questionnaire)*

**Which of these online providers of food delivery have you used in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0354 Fee-based use of online dating (past 12 months) (multi pick, respondents who used online dating in the past 12 months, basis questionnaire)*

**Have you spent money on online dating (website or app) in the past 12 months?**

- yes, on dating agencies
- yes, on dating services
- yes, on casual dating
- no, I have not spent money on that

*v0355 Usage of online dating by brand (past 12 months) (multi pick, respondents who used and spend money on online dating in the past 12 months, extended questionnaire)*

**Which of these online dating providers (website or app) have you used as a paying customer in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

## Digital Media & Marketing Touchpoints (Split 4)

*v0410 Attitudes towards online advertising (multi pick, basis questionnaire)*

**The following questions are about online advertising: Which of these statements do you agree with?**

- The usage of my personal data is ok for me if the result is ads that relate better to my interests
- It is annoying when online ads only show me products that I have recently searched for
- I pay special attention to online ads by stores that are close to my home
- I like reading information and articles by my favorite companies just as much as I like journalistic articles
- It annoys me when media and internet content is too advertising driven
- none of the above

*v0420 Sources of inspiration about new products (multi pick, extended questionnaire)*

**How do you usually find out about new interesting products?**

- |                                     |  |
|-------------------------------------|--|
| • blogs and podcasts                | • social media websites and apps           |
| • online forums                     | • search engines (e.g. Google)             |
| • question&answer websites and apps | • video websites and apps (e.g. YouTube)   |
| • friends and acquaintances         | • brand websites and apps                  |
| • coupon and deal websites and apps | • magazine and newspaper websites and apps |
| • in the store                      | • advertisements                           |
| • customer reviews                  | • magazines and newspapers                 |
| • online stores                     | • none of the above                        |
| • price comparison websites         |  |
| • celebrities                       |  |

v0421 Sources of information about products (multi pick, basis questionnaire)

**How do you search for specific information on a product that you want to buy?**

- blogs and podcasts
- online forums
- question&answer websites and apps
- friends and acquaintances
- coupon and deal websites and apps
- in the store
- customer reviews
- online stores
- price comparison websites
- celebrities
- social media websites and apps
- search engines (e.g. Google)
- video websites and apps (e.g. YouTube)
- brand websites and apps
- magazine and newspaper websites and apps
- magazines and newspapers
- none of the above

v0430 Products / topics talked about online (past 4 weeks) (multi pick, extended questionnaire)

**On which of these topics have you expressed your opinion on the internet in the past 4 weeks (e.g. by "liking" an article on social media)?**

- beauty and personal care
- books
- computer, smartphone and technology
- family and kids
- movies and series
- games
- societal topics
- health and medicine
- household
- arts and culture
- food and drinks
- fashion
- music
- cars and motorcycles
- politics
- celebrities
- vacation and travel
- sports
- none of the above

*v0431 Reasons for recommending brands / companies online (multi pick, extended questionnaire)*

**What is your motivation to recommend brands and companies online?**

- good for my image
- exclusive content (e.g. music, videos)
- competitions / sweepstakes
- great customer service
- lets me support my favorite brand
- to get insider information on the brand
- I like the products
- I like the brand
- I personally relate to the brand
- product testings
- discounts, giveaways
- it is valuable content for my friends
- it is valuable content for myself
- I don't recommend brands online

*v0432 Relevance of influencer on purchase decisions by category (past 12 months) (multi pick, extended questionnaire)*

**Which of these products or services have you bought / used in the past 12 months because bloggers / YouTubers or other famous people advertized them?**

- bags & accessories
- clothing
- shoes
- consumer electronics
- household appliances
- cosmetics & body care
- food & drinks
- books, movies, music & games (excluding downloads)
- furniture & household goods
- toys & baby products
- sports & outdoor
- DIY, garden & pets
- stationery & hobby supplies
- other
- I haven't bought / used anything because of such recommendations

*v0440 Usage of websites and online services by type (past 4 weeks) (multi pick, basis questionnaire)*

**Which of these types of websites and online services have you used in the past 4 weeks?**

- blogs
- company websites and apps
- news websites and apps
- newsletters
- online stores
- social media websites and apps
- search engines
- video websites and apps (e.g. YouTube)
- none of the above



*v0441 Usage of search engines by brand (past 4 weeks) (multi pick, basis questionnaire)*

**Which search engines have you used in the past 4 weeks?**

- AOL
- Ask.com
- Bing
- DuckDuckGo
- Google
- search.com
- WebCrawler
- Yahoo!
- other
- none of the above

*v0442 Usage of smartphone apps by type (multi pick, respondents who use a smartphone regularly, extended questionnaire)*

**Which kind of smartphone apps do you use regularly?**

- dating apps
- e-mail services
- fitness apps
- internet browser
- calendar
- camera / foto editing apps
- media archives
- messenger apps
- music services
- news services
- traffic navigation apps
- shopping apps
- social media apps
- games
- video services
- none of the above

*v0443 Usage of social media platforms by type (multi pick, basis questionnaire)*

**What kinds of social media do you use regularly?**

- business networks (e.g. LinkedIn)
- foto sharing (e.g. Instagram)
- instant messaging (e.g. WhatsApp)
- microblogging services (e.g. Twitter)
- social networks (e.g. Facebook)
- none of the above

*v0444 Usage of social networks by brand (multi pick, respondents who business networks, foto sharing, microblogging services and social networks regularly, extended questionnaire)*

**Which social networks do you use regularly?**

- (Country specific brands lists)
- other
- none of the above

*v0445 Frequency of social network usage (single pick, respondents who use business networks, foto sharing, microblogging services and social networks regularly, basis questionnaire)*

**How often do you use social networks like Facebook or Instagram?**

- daily
- several times a week
- once a week
- several times a month
- once a month
- less often
- never

*v0446 Usage of messenger service by brand (regularly) (multi pick, respondents who use instant messaging regularly, extended questionnaire)*

**Which messenger services do you use regularly?**

- (Country specific brands lists)
- other
- I do not use messenger services

*v0460 Attitudes towards digital media (multi pick, basis questionnaire)*

**The following questions are about music, movies and games: Which of these statements do you agree with?**

- I want to own films that I buy on a data carrier
- I want to own music that I buy on a data carrier
- When I don't want to pay for movies, series or music, I look for a free alternative on the internet
- When I use music and video services regularly, I'm happy to pay for a subscription
- When it comes to videos and games, it is important to me to get the best image and sound quality
- It is important to me to be able to access my music/movies on all my devices (TV, smartphone, tablet, etc.)
- none of the above

*v0461 Purchase of digital music (past 12 months) (multi pick, basis questionnaire)*

**Have you spent money on digital music content in the past 12 months?**

- yes, as part of a subscription
- yes, on downloads
- no, I only use free-of-charge / advertising-based options
- no, I don't listen to music via the internet

*v0462 Purchase of music streaming / downloads by brand (past 12 months) (multi pick, respondents who spent money on digital music content in the past 12 months, extended questionnaire)*

**Which of these providers have you bought music downloads or streaming services from in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0463 Purchase of video on demand (past 12 months) (multi pick, basis questionnaire)*

**Have you spent money on digital video content in the past 12 months?**

- yes, on a subscription
- yes, on downloads
- no, I only use free-of-charge / advertising-based offers
- no, I don't watch videos on the internet

*v0464 Purchase of video on demand by brand (past 12 months) (multi pick, respondents who spent money on digital video content in the past 12 months, extended questionnaire)*

**Which of these video on demand providers have you used in the past 12 months as a paying customer?**

- (Country specific brands lists)
- other
- none of the above

*v0465 Purchase of ePublishing products by type (past 12 months) (multi pick, basis questionnaire)*

**Which of these digital media products have you spent money on in the past 12 months?**

- audiobooks (download / streaming)
- eBooks
- eMagazines / online magazines
- ePaper / online newspapers
- podcasts
- none of the above

*v0466 Purchase of eBooks by provider (past 12 months) (multi pick, respondents who spent money on eBooks in the past 12 months, extended questionnaire)*

**Which of these providers have you bought eBooks from in the past 12 months?**

- (Country specific brands lists)
- other
- none of the above

*v0467 Usage of devices for playing video games (multi pick, basis questionnaire)*

**Which of these devices do you regularly use to play video games?**

- game console (e.g. Xbox One)
- mobile game console (e.g. Nintendo DS)
- smartphone
- tablet
- PC / laptop
- other
- I don't play video games

*v0468 Purchase on video games (past 12 months) (multi pick, respondents who play video games regularly, basis questionnaire)*

**Have you spent money on video games in the past 12 months?**

- yes, on downloads
- yes, on games on a data medium (e.g. disc)
- yes, on in-game purchases
- yes, on subscriptions or online games
- no

*v0469 Purchase of online video games by brand / stores (past 12 months) (multi pick, respondents who play video games regularly and spent money on downloads, in-app purchases and subscriptions in the past 12 months, extended questionnaire)*

**Where have you spent money on online video games in the past 12 months (downloads, in-app purchases, subscriptions)?**

- (Country specific brands lists)
- other
- none of the above

## Smart Home, Mobility & Internet Usage (Split 5)

*v0510 Attitudes towards the internet (multi pick, basis questionnaire)*

**The following questions are about the internet: Which of the following statements apply to you?**

- It is important to me to have mobile internet access in any place at any time
- I could no longer imagine my everyday life without the internet
- I'm concerned that my data are being misused on the internet
- I actively do something for the protection of my data
- Saving sensitive data online is too insecure for me
- I'm well protected against viruses and data abuse
- none of the above

*v0511 Access to internet at home by type (single pick, basis questionnaire)*

**How do you mainly access the internet at home?**

- analog line (dial-up)
- ISDN
- broadband (DSL, cable, etc.)
- mobile connection via smartphone / tablet
- UMTS / GPRS / LTE router
- satellite access
- the neighbor's / landlord's wireless connection
- other connection technology
- don't know
- I don't have internet access at home

*v0512 Mobile data plan (single pick, respondents who use a smartphone regularly, basis questionnaire)*

**How large is your monthly data volume according to your smartphone contract?**

- up to 1 GB
- 2-3 GB
- 4-5 GB
- 6-8 GB
- 9-12 GB
- more than 12 GB
- I pay according to my consumption
- I use a prepaid service
- don't know
- I don't use mobile data on my smartphone

*v0513 Primarily used smartphone brand (single pick, respondents who use a smartphone regularly, extended questionnaire)*

**What brand is your (primarily used) smartphone?**

- (Country specific brands lists)
- other
- don't know

*v0514 Operating system of primarily used smartphone (single pick, respondents who use a smartphone regularly, extended questionnaire)*

**What operating system does your (primarily used) smartphone run on?**

- Android OS
- BlackBerry OS
- Firefox OS
- iOS (Apple)
- Symbian OS
- Windows (Windows Phone)
- other
- don't know

*v0520 Desktop activities (past 4 weeks) (multi pick, respondents who use a desktop PC or a laptop regularly, extended questionnaire)*

**Which of these things have you used a PC / laptop for in the past 4 weeks?**

- reading blogs
- chatting or sending messages
- buying products
- selling products
- uploading videos or photos
- writing customer reviews
- visiting special deals pages
- writing comments in forums
- e-mailing
- watching movies / series
- listening to internet radio
- making internet calls
- none of the above

*v0520 Desktop activities (past 4 weeks) (multi pick, respondents who use a desktop PC or a laptop regularly, extended questionnaire)*

**And which of these things have you used a PC / laptop for in the past 4 weeks?**

- watching live TV
- listening to music
- using online map / navigation services
- job search
- searching for products
- reading news pages
- online banking
- online games
- listening to podcasts
- comparing prices
- visiting traveling pages
- watching videos
- none of the above

*v0521 Smartphone activities (past 4 weeks) (multi pick, respondents who use a smartphone regularly, extended questionnaire)*

**Which of these things have you used a smartphone for in the past 4 weeks?**

- reading blogs
- chatting or sending messages
- buying products
- selling products
- uploading videos or photos
- writing customer reviews
- visiting special deals pages
- writing comments in forums
- e-mailing
- watching movies / series
- listening to internet radio
- making internet calls
- none of the above

*v0521 Smartphone activities (past 4 weeks) (multi pick, respondents who use a smartphone regularly, extended questionnaire)*

**And which of these things have you used a smartphone for in the past 4 weeks?**

- watching live TV
- listening to music
- using online map / navigation services
- job search
- searching for products
- reading news pages
- online banking
- online games
- listening to podcasts
- comparing prices
- visiting traveling pages
- watching videos
- none of the above

*v0522 Usage of cloud services (past 12 months) (multi pick, extended questionnaire)*

**Which of these online services have you used in the past 12 months?**

- online storage of files and pictures
- online application to create office documents (e.g. Google Docs, Microsoft Office Online)
- online backup for computers or smartphones
- none of the above

*v0530 Ownership of smart home devices (multi pick, basis questionnaire)*

**The following questions are about Smart Home: Do you own Smart Home devices – i.e. devices that you can control via a smartphone / an internet connection?**

- yes, for comfort and lighting (e.g. connected lightbulbs)
- yes, for building safety / security (e.g. connected smoke detectors, connected cameras)
- yes, for multiroom entertainment (e.g. connected speakers)
- yes, virtual assistants (e.g. Amazon Echo)
- yes, smart appliances (e.g. connected washing machines)
- yes, for energy management (e.g. connected thermostats, temperature sensors)
- other
- none of the above

*v0531 Ownership of smart home devices by brand (multi pick, respondents who own Smart Home devices for Comfort and lighting, building safety / security or energy management, extended questionnaire)*

**Which of these providers do you own Smart Home devices from?**

- (Country specific brands lists)
- other
- none of the above

*v0532 Ownership of smart speakers by brand (multi pick, respondents who own a virtual assistant, extended questionnaire)*

**Which connected speaker with an integrated virtual assistant do you own?**

- (Country specific brands lists)
- other
- none of the above

*v0533 Living Space (feet2) (single pick, respondents from the United Kingdom or the United States, extended questionnaire)*

**How much living space does your home offer in total?**

- \_\_\_\_\_ feet<sup>2</sup>
- don't know

*v0533 Living Space (meter2) (single pick, respondents from other countries, extended questionnaire)*

**How much living space does your home offer in total?**

- \_\_\_\_\_ m<sup>2</sup>
- don't know

*v0534 Intention to move in a new home (next 12 months) (single pick, extended questionnaire)*

**Are you planning to move in the next 12 months?**

- yes, into a rented apartment
- yes, into a rented house
- yes, into an own property (condominium)
- yes, into an own property (house)
- no
- don't know

*v0550 Attitudes towards mobility (multi pick, basis questionnaire)*

**The following questions are about cars and mobility: Which of these statements apply to you?**

- I am a car enthusiast
- I can live well without a private car
- I would like to switch to more environmentally-friendly means of transportation
- Owning a car is important to me
- Cars represent independence and freedom
- A car reflects its owner's personality
- A car is just a means of transportation
- Driving cars is bad for the environment
- none of the above

*v0551 Car ownership (detailed) (multi pick, basis questionnaire)*

**Do you have a car permanently available in your household?**

- yes, my own car
- yes, a company car
- yes, another family member's car
- no

*v0552 Intention of purchasing a car (next 12 months) (single pick, basis questionnaire)*

**Are you planning to buy a car in the next 12 months?**

- yes, a new car
- yes, a used car
- no
- don't know

*v0553 Primarily used car by brand (single pick, respondents who have a car available in their household, basis questionnaire)*

**What make is your primarily used car?**

- (Country specific brands lists)
- other
- don't know



*v0554 Primarily used car by type (single pick, respondents who have a car available in their household, basis questionnaire)*

**What vehicle type is your primarily used car?**

- microcar (e.g. VW Up)
- subcompact car (e.g. VW Polo, Ford Fiesta)
- compact car (e.g. VW Golf, BMW 1er)
- mid-size car (e.g. VW Passat, Mercedes C-Class)
- full-size car (e.g. Mercedes E-Class, Audi A6)
- full-size luxury car (e.g. Mercedes S-Class, Porsche Panamera)
- compact SUV (e.g. Nissan Qashqai)
- full-size / large SUV (e.g. VW Tiguan, Audi Q5)
- sports car (e.g. Audi TT, Porsche 911)
- minivan (e.g. Mercedes B-Class)
- pickup truck (e.g. VW Amarok, Nissan Navara)
- large van (e.g. VW Touran, Seat Alhambra)
- light commercial vehicle (e.g. VW Transporter, Ford Transit)
- campervan (e.g. Fiat Ducato, Mercedes V-Class)
- other
- don't know

*v0555 Features of primarily used car (multi pick, respondents who have a car available in their household, basis questionnaire)*

**Which of these features does your primarily used car provide?**

- adaptive cruise control system
- wireless smartphone connection
- eCall (automatic emergency call)
- wired smartphone connection
- parking assistant
- permanently installed internet connection
- lane departure warning system
- none of the above
- don't know

*v0556 Usage of smartphone connectivity in the car (multi pick, respondents who have a car available in their household and use a car that provides a wired / wireless smartphone connection, extended questionnaire)*

**What do you use the car-smartphone connection for?**

- to use apps on the car screen
- to play music in the car
- to make phone calls
- as a navigator (smartphone navigation system in the car)
- to have information on gas stations, restaurants and other locations
- real-time traffic information
- none of the above

*v0557 Online-based features of primarily used car (multi pick, respondents who have a car available in their household, basis questionnaire)*

**Which of these online-based services by your car manufacturer do you use?**

- advanced navigation / real-time traffic information
- comfort services (e.g. remote or online assistance)
- entertainment services (e.g. music streaming inside the car)
- maintenance & diagnostics (e.g. web-based monthly report about the car parts)
- safety & security (e.g. automated notification of roadside assistance)
- none of the above

*v0560 Considered propulsion types (multi pick, extended questionnaire)*

**Which of these propulsion types do you consider when buying a car?**

- gasoline
- diesel
- hybrid (combination of combustion and electric drive)
- electric
- other
- don't know
- buying a car is not an option for me

*v0561 Drivers of purchasing a new car (multi pick, extended questionnaire)*

**Which of these characteristics are especially important to you when you decide on a new car?**

- my preferred make
- low price
- design
- fuel efficiency
- environmental friendliness
- suitability for everyday use
- sportiness
- safety
- spaciousness
- good driver assistance systems
- good connectivity with smartphones and internet services
- good multimedia system
- high quality
- good warranty and customer service
- high driving comfort
- other
- buying a car is not an option for me

v0570 Online mobility service bookings (past 12 months) (multi pick, basis questionnaire)

**Which of these services have you booked online (website or app) in the past 12 months?**

- car rentals
- bike sharing (short-time bike rentals)
- car sharing (short-time car rentals)
- ride sharing (long distance)
- public transportation tickets
- ride sharing (short distance)
- taxis
- none of the above

## Demographics

v9910 Education Germany (single pick, respondents from Germany, extended questionnaire)

**Now a few questions about yourself: What is the highest level of education you have completed?**

- no formal education
- Grundschule
- Hauptschul- / Volksschulabschluss, Realschulabschluss / mittlere Reife
- Abitur
- Berufsausbildung (Geselle / Meister)
- bachelor degree or equivalent
- master degree or equivalent
- doctoral degree or equivalent

v9910 Education United Kingdom (single pick, respondents from the United Kingdom, extended questionnaire)

**Now a few questions about yourself: What is the highest level of education you have completed?**

- no formal education
- primary school
- secondary education (GCSE / AS Level)
- further education (A Level)
- national vocational qualification (Level 4 or higher)
- bachelor degree or equivalent
- master degree or equivalent
- doctoral degree or equivalent

*v9910 Education United States (single pick, respondents from the United States, extended questionnaire)*

**Now a few questions about yourself: What is the highest level of education you have completed?**

- no formal education
- elementary school
- some high school
- high school degree
- vocational / technical school (2 years)
- bachelor degree or equivalent
- master degree or equivalent
- doctoral degree or equivalent

*v9910 Education France (single pick, respondents from France, extended questionnaire)*

**Now a few questions about yourself: What is the highest level of education you have completed?**

- pas d'éducation formelle
- éducation primaire
- éducation secondaire (sans le baccalauréat)
- éducation secondaire (avec le baccalauréat)
- éducation post-secondaire non-supérieur
- éducation de cycle court
- licence ou équivalent
- master ou équivalent
- doctorat ou équivalent

*v9911 Education international (single pick, basis questionnaire)*

**Now a few questions about yourself: What is the highest level of education you have completed?**

- no formal education
- basic education / primary school
- secondary education (no permission to go to university)
- further education (permission to go to university)
- technical / vocational education
- bachelor degree or equivalent
- master degree or equivalent
- doctoral degree or equivalent

*v9912 Employment status (single pick, basis questionnaire)*

**Which of the following categories best describes your current employment status?**

- student (school)
- trainee / apprentice
- student (university)
- full-time employed
- part-time employed
- self-employed / freelancer
- maternal leave, parental leave
- retired
- unemployed
- other

v9913 *Marital status (single pick, basis questionnaire)*

**What is your marital status?**

- single / unmarried
- in a relationship
- married
- divorced / widowed
- would rather not say

v9914 *Household size (single pick, basis questionnaire)*

**How many people – including yourself and all children – permanently live in your household?**

- 1 person
- 2 people
- 3 people
- 4 people
- 5 or more people

v9915 *Children below 14 years in household (single pick, basis questionnaire)*

**How many children and teenagers below 14 years of age permanently live in your household, no matter if they are your natural children or not?**

- no children
- 1 child
- 2 children
- 3 children
- 4 children
- 5 or more children

v9917 *Current living situation (single pick, basis questionnaire)*

**What is your current living situation (main residence)?**

- I live in a rented apartment
- I live in a rented house
- I live in my own apartment
- I live in my own house
- other

v9918 *Size of community (single pick, basis questionnaire)*

**How big is the town you live in?**

- under 5,000 inhabitants
- 5,000 to 20,000 inhabitants
- 20,000 to 100,000 inhabitants
- 100,000 to 500,000 inhabitants
- 500,000 to 1,000,000 inhabitants
- 1,000,000 to 5,000,000 inhabitants
- 5,000,000 to 10,000,000 inhabitants
- 10,000,000 and more inhabitants
- don't know

*v9919 Type of community (single pick, respondents who don't know the size of their home town, basis questionnaire)*

**In what type of community do you live?**

- rural community
- small town
- medium-sized town
- large city
- city with over 1 million inhabitants
- megacity with over 5 million inhabitants
- don't know

*v9920 Ethnicity United Kingdom (single pick, respondents from the United Kingdom, extended questionnaire)*

**Which race / ethnicity best describes you?**

- Arab
- Asian / Asian British
- Black / African / Caribbean / Black British
- Chinese
- White
- multiple ethnicity / other
- would rather not say

*v9920 Ethnicity United States (single pick, respondents from the United States, extended questionnaire)*

**Which race / ethnicity best describes you?**

- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander
- Black or African American
- Hispanic American
- Latino
- White / Caucasian
- Multiple ethnicity / other
- would rather not say

*v9930 Important life aspects (multi pick, basis questionnaire)*

**Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.**

- a diverse life
- to treat myself
- to find my place in life
- to achieve a lot
- material wealth
- to find a meaning in life
- safety and security
- a happy relationship
- religion or a strong belief
- a healthy environment

*v9931 Important life aspects (multi pick, basis questionnaire)*

**Please choose again the 3 aspects out of the following list that are the most important to you in life. Please choose exactly 3.**

- to keep learning new things
- to enjoy life
- an honest and decent life
- to receive credit / recognition
- social advancement
- independence and self-determination
- a stable political situation
- friends and family
- traditions
- social justice

*v9940 Attitudes towards innovations (multi pick, extended questionnaire)*

**Which of these statements apply to you?**

- I like trying out innovative products
- I like to stay on the pulse of time
- I only buy new technology when it has proven successful
- Among my friends I'm usually the first to try out a new technology
- Products that I buy have to meet the highest standards
- Always owning the latest technology is important to me
- none of the above

*v9950 Media Usage (past 4 weeks) (multi pick, basis questionnaire)*

**What kind of media have you used in the past 4 weeks?**

- TV
- radio
- newspapers
- magazines
- (mobile) internet
- movies / cinema
- none of the above

*v9952 Social media activities (past 4 weeks) (multi pick, basis questionnaire)*

**Which of these things have you done on social networks in the past 4 weeks?**

- commented on posts
- liked posts by other users
- shared posts by other users
- liked company posts
- shared company posts
- posted pictures / videos
- followed companies
- followed people
- sent private messages
- posted texts / status updates
- I have used social networks only passively
- I don't use social networks

v9954 Advertising touchpoints (past 4 weeks) (multi pick, basis questionnaire)

**Where have you come across advertisements in the past 4 weeks?**

- in apps
- banner ads on websites
- directly in the store
- in e-mail newsletters
- in printed magazines and journals
- in printed daily newspapers
- in the movies / cinema
- on billboards, screens and other advertising space on the go (including in public transportation)
- by mailshot / advertising mail
- on the radio
- on social media (e.g. on Facebook)
- in search engines
- on TV
- advertising videos on websites
- advertising videos on YouTube
- other
- don't know

v9960 Purchase decision maker by category (multi pick, extended questionnaire)

**What's the usual practice in your household: In which fields do you personally make purchasing decisions?**

- clothing, shoes, accessories
- consumer electronics (e.g. TV, smartphones)
- finance & insurance, telecommunications & electricity provider
- household appliances
- real estate
- daily consumer goods (food, drinks, detergents & cleaning products, drugstore supplies)
- media (video, music, games)
- furniture & household goods
- cars, motorcycles, bicycles
- travels
- toys & baby products
- none of the above



v9970 Brand awareness by category (multi pick, basis questionnaire)

**In which of these categories do you pay particular attention to brands?**

- bags & accessories
- clothing & shoes
- TV & HiFi
- smartphone
- household appliances
- cosmetics & body care
- alcoholic drinks (only shown to respondents of legal drinking age)
- food & non-alcoholic drinks
- furniture & household goods
- cars, motorcycles, bicycles
- detergents & cleaning products
- toys & baby products
- none of the above

v9971 Usage / ownership of products and services (multi pick, basis questionnaire)

**The following questions are about your satisfaction with different service providers and brands. Which of these products and services do you own / use?**

- bank
- internet and / or telephone (landline)
- internet and / or telephone (mobile)
- health insurance
- car
- smartphone
- electricity supplier
- insurance (e.g. liability)
- none of the above

v9972 Satisfaction with current products and services (multi pick, respondents who own / use one of the following service providers and brands, basis questionnaire)

**Which of these providers and brands are you currently satisfied with?**

- bank
- internet and / or telephone provider (landline)
- internet and / or telephone provider (mobile)
- health insurance
- car make
- smartphone brand
- electricity supplier
- insurance (e.g. liability)
- none of the above

*v9973 Loyalty to current products and services (multi pick, respondents who own / use one of the following service providers and brands, basis questionnaire)*

**Which of these providers and brands are you going to change on the next possible occasion?**

- bank
- internet and / or telephone provider (landline)
- internet and / or telephone provider (mobile)
- health insurance
- car make
- smartphone brand
- electricity supplier
- insurance (e.g. liability)
- none of the above

*v9990 Monthly household net income (open question, basis questionnaire)*

**If you add up everything: About how high is the monthly gross income that your total household disposes of, before tax and contributions?**

- \_\_\_\_\_
- prefer not to say

*v9990 Monthly household net income (single pick, basis questionnaire)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- (Country specific lists included in appendix)

*v9999 Feedback (open question, basis questionnaire)*

**We are at the very end: Do you have any feedback for us?**

- \_\_\_\_\_

## Appendix

*v0015 Region DZA (single pick, Algeria)*

### Where do you currently live?

- Adrar
- Ain Defla
- Ain Temouchent
- Algier
- Annaba
- Batna
- Bechar
- Bejaia
- Biskra
- Blida
- Bordj Bou Arreridj
- Bouira
- Boumerdes
- Chlef
- Constantine
- Djelfa
- El Bayadh
- El Oued
- El Tarf
- Ghardaia
- Guelma
- Illizi
- Jijel
- Khenchela
- Laghouat
- M'Sila
- Mascara
- Medea
- Mila
- Mostaganem
- Naama
- Oran
- Ouargla
- Oum el Bouaghi
- Relizane
- Saida
- Sétif
- Sidi Bel Abbès
- Skikda
- Souk Ahras
- Tamanrasset
- Tebessa
- Tiaret
- Tindouf
- Tipaza
- Tissemsilt
- Tizi Ouzou
- Tlemcen
- I don't reside in Algeria

*v0016 Region ARG (single pick, Argentina)*

### Where do you currently live?

- Buenos Aires
- Catamarca
- Chaco
- Chubut
- Córdoba
- Corrientes
- Distrito Federal
- Entre Ríos
- Formosa
- Jujuy
- La Pampa
- La Rioja
- Mendoza
- Misiones
- Neuquén
- Río Negro
- Salta
- San Juan
- San Luis
- Santa Cruz
- Santa Fe
- Santiago del Estero
- Tierra del Fuego
- Tucumán
- I don't reside in Argentina

*v0017 Region AUS (single pick, Australia)*

**Where do you currently live?**

- Ashmore and Cartier Islands
- Australian Antarctic Territory
- Australian Capital Territory
- Christmas Island
- Cocos (Keeling) Islands
- Coral Sea Islands
- Heard Island and McDonald Islands
- Jervis Bay Territory
- New South Wales
- Norfolk Island
- Northern Territory
- Queensland
- South Australia
- Tasmania
- Victoria
- Western Australia
- I don't reside in Australia

*v0018 Region AUT (single pick, Austria)*

**Where do you currently live?**

- Burgenland
- Kärnten
- Niederösterreich
- Oberösterreich
- Salzburg
- Steiermark
- Tirol
- Vorarlberg
- Wien
- I don't reside in Austria

*v0019 Region BRA (single pick, Brazil)*

**Where do you currently live?**

- Acre
- Alagoas
- Amapá
- Amazonas
- Bahia
- Ceará
- Distrito Federal
- Espírito Santo
- Goiás
- Maranhão
- Mato Grosso
- Mato Grosso do Sul
- Minas Gerais
- Pará
- Paraíba
- Paraná
- Pernambuco
- Piauí
- Rio de Janeiro
- Rio Grande do Norte
- Rio Grande do Sul
- Rondônia
- Roraima
- Santa Catarina
- São Paulo
- Sergipe
- Tocantins
- I don't reside in Brazil

*v0020 Region CAN (single pick, Canada)*

**Where do you currently live?**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- I don't reside in Canada

*v0021 Region CHN (single pick, China)***Where do you currently live?**

- Anhui Province
- Beijing Municipality
- Chongqing Municipality
- Fujian Province
- Gansu Province
- Guangdong Province
- Guangxi Zhuang Autonomous Region
- Guizhou Province
- Hainan Province
- Hebei Province
- Heilongjiang Province
- Henan Province
- Hong Kong Special Administrative Region [jump: SCREENOUT]
- Hubei Province
- Hunan Province
- Inner Mongolia Autonomous Region
- Jiangsu Province
- Jiangxi Province
- Jilin Province
- Liaoning Province
- Macau Special Administrative Region
- Ningxia Hui Autonomous Region
- Qinghai Province
- Shaanxi Province
- Shandong Province
- Shanghai Municipality
- Shanxi Province
- Sichuan Province
- Taiwan Province
- Tianjin Municipality
- Tibet Autonomous Region
- Xinjiang Uyghur Autonomous Region
- Yunnan Province
- Zhejiang Province
- I don't reside in China

*v0022 Region COL (single pick, Colombia)***Where do you currently live?**

- Antioquia
- Bolívar
- Boyacá
- Caldas
- Cauca
- Cundinamarca
- Huila
- La Guajira
- Meta
- Nariño
- Norte de Santander
- Santander
- Sucre
- Tolima
- Valle del Cauca
- I don't reside in Colombia

*v0023 Region FIN (single pick, Finland)***Where do you currently live?**

- Åland Islands
- Central Finland
- Central Ostrobothnia
- Kainuu
- Kymenlaakso
- Lapland
- North Karelia
- Northern Ostrobothnia
- Northern Savonia
- Ostrobothnia
- Päijänne Tavastia
- Pirkanmaa
- Satakunta
- South Karelia
- Southern Ostrobothnia
- Southern Savonia
- Southwest Finland
- Tavastia Proper
- Uusimaa
- I don't reside in Finland

*v0024 Region FRA (single pick, France)***Where do you currently live?**

- Auvergne-Rhône-Alpes
- Bourgogne-Franche-Comté
- Bretagne
- Centre-Val de Loire
- Corse
- Grand Est
- Hauts-de-France
- Île-de-France
- Normandie
- Nouvelle-Aquitaine
- Occitanie
- Pays de la Loire
- Provence-Alpes-Côte d'Azur
- I don't reside in France

*v0025 Region DEU (single pick, Germany)***Where do you currently live?**

- Baden-Württemberg
- Bayern
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Niedersachsen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Saarland
- Sachsen
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen
- I don't reside in Germany

*v0026 Region HKG (single pick, Hong Kong)***Where do you currently live?**

- Central and Western
- Eastern
- Islands
- Kowloon City
- Kwai Tsing
- Kwun Tong
- North
- Sai Kung
- Sha Tin
- Sham Shui Po
- Southern
- Tai Po
- Tsuen Wan
- Tuen Mun
- Wan Chai
- Wong Tai Sin
- Yau Tsim Mong
- Yuen Long
- I don't reside in Hong Kong

*v0027 Region IND (single pick, India)***Where do you currently live?**

- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chhattisgarh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu and Kashmir
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Odisha
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Tripura
- Uttar Pradesh
- Uttarakhand
- West Bengal
- I don't reside in India

*v0028 Region IDN (single pick, Indonesia)***Where do you currently live?**

- Bali
- Bangka-Belitung Islands
- Banten
- Bengkulu
- Central Java
- Central Kalimantan
- Central Sulawesi
- East Java
- East Kalimantan
- East Nusa Tenggara
- Gorontalo
- Jakarta Special Capital Region
- Jambi
- Lampung
- Maluku
- North Kalimantan
- North Maluku
- North Sulawesi
- North Sumatra
- Riau
- Riau Islands
- South Kalimantan
- South Sulawesi
- South Sumatra
- Southeast Sulawesi
- Special Region of Aceh
- Special Region of Papua
- Special Region of West Papua
- Special Region of Yogyakarta
- West Java
- West Kalimantan
- West Nusa Tenggara
- West Sulawesi
- West Sumatra
- I don't reside in Indonesia

*v0029 Region ITA (single pick, Italy)***Where do you currently live?**

- Abruzzo
- Aosta Valley
- Apulia
- Basilicata
- Calabria
- Campania
- Emilia-Romagna
- Friuli-Venezia Giulia
- Lazio
- Liguria
- Lombardy
- Marche
- Molise
- Piedmont
- Sardinia
- Sicily
- Tuscany
- Trentino-Alto Adige / Südtirol
- Umbria
- Veneto
- I don't reside in Italy

*v0030 Region JPN (single pick, Japan)***Where do you currently live?**

- Chūbu
- Chūgoku
- Hokkaidō
- Kansai
- Kantō
- Kyūshū
- Shikoku
- Tōhoku
- I don't reside in Japan

*v0031 Region KOR (single pick, Republic of Korea)***Where do you currently live?**

- Chungcheongbuk-do
- Chungcheongnam-do
- Gangwon-do
- Gyeonggi-do
- Gyeongsangbuk-do
- Gyeongsangnam-do
- Jeollabuk-do
- Jeollanam-do
- Jeju Special Self-Governing Province
- I don't reside in the Republic of Korea

*v0032 Region MEX (single pick, Mexico)***Where do you currently live?**

- Aguascalientes
- Baja California
- Baja California Sur
- Campeche
- Chiapas
- Chihuahua
- Coahuila
- Colima
- Durango
- Guanajuato
- Guerrero
- Hidalgo
- Jalisco
- México
- Michoacán
- Morelos
- Nayarit
- Nuevo León
- Oaxaca
- Puebla
- Querétaro
- Quintana Roo
- San Luis Potosí
- Sinaloa
- Sonora
- Tabasco
- Tamaulipas
- Tlaxcala
- Veracruz
- Yucatán
- Zacatecas
- I don't reside in Mexico



*v0033 Region MAR (single pick, Morocco)*

**Where do you currently live?**

- Béni Mellal-Khénifra
- Casablanca-Settat
- Dakhla-Oued Ed-Dahab
- Drâa-Tafilalet
- Fès-Meknès
- Guelmim-Oued Noun
- Laâyoune-Sakia El Hamra
- Marrakesh-Safi
- Oriental
- Rabat-Salé-Kénitra
- Souss-Massa
- Tanger-Tetouan-Al Hoceima
- I don't reside in Morocco

*v0034 Region NLD (single pick, Netherlands)*

**Where do you currently live?**

- Drenthe
- Flevoland
- Friesland
- Gelderland
- Groningen
- Limburg
- North Brabant
- North Holland
- Overijssel
- South Holland
- Utrecht
- Zeeland
- I don't reside in the Netherlands

*v0035 Region NGA (single pick, Nigeria)*

**Where do you currently live?**

- Abeokuta
- Adamawa
- Bauchi
- Benin
- Benue
- Bornu
- Calabar
- Cameroons
- Ijebu
- Ilorin
- Kabba
- Kano
- Katsina
- Niger
- Ogoja
- Ondo
- Onitsha
- Owerri
- Oyo
- Plateau
- Rivers
- Sokoto
- Warri
- Zaria
- I don't reside in Nigeria

*v0036 Region POL (single pick, Poland)*

**Where do you currently live?**

- Greater Poland
- Holy Cross Province
- Kuyavia-Pomerania
- Lesser Poland
- Łódź
- Lower Silesia
- Lublin
- Lubusz
- Masovia
- Opole
- Podlaskie
- Pomerania
- Silesia
- Subcarpathia
- Warmia-Masuria
- West Pomerania
- I don't reside in Poland

*v0037 Region RUS (single pick, Russian Federation)***Where do you currently live?**

- Central
- Far East
- North Caucasus
- North-West
- Siberia
- South
- Ural
- Volga
- I don't reside in the Russian Federation

*v0038 Region SAU (single pick, Saudi Arabia)***Where do you currently live?**

- Asir
- Bahah
- Eastern Province
- Ha'il
- Jawf
- Jizan
- Madinah
- Makkah
- Najran
- Northern Borders
- Qassim
- Riyadh
- Tabuk
- I don't reside in Saudi Arabia

*v0039 Region ZAF (single pick, South Africa)***Where do you currently live?**

- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- North West
- Northern Cape
- Western Cape
- I don't reside in South Africa

*v0040 Region ESP (single pick, Spain)***Where do you currently live?**

- Andalusia
- Aragon
- Asturias
- Balearic Islands
- Basque Country
- Canary Islands
- Cantabria
- Castile and León
- Castile-La Mancha
- Catalonia
- Community of Madrid
- Extremadura
- Galicia
- La Rioja
- Navarre
- Region of Murcia
- Region of Valencia
- Ceuta
- Melilla
- I don't reside in Spain

*v0041 Region SWE (single pick, Sweden)***Where do you currently live?**

- Ångermanland
- Blekinge
- Bohuslän
- Dalarna
- Dalsland
- Gästrikland
- Gotland
- Halland
- Hälsingland
- Härjedalen
- Jämtland
- Lappland
- Medelpad
- Närke
- Norrbotten
- Öland
- Östergötland
- Skåne
- Småland
- Södermanland
- Uppland
- Värmland
- Västerbotten
- Västergötland
- Västmanland
- I don't reside in Sweden

*v0042 Region CHE (single pick, Switzerland)***Where do you currently live?**

- Aargau
- Appenzell Ausserrhoden
- Appenzell Innerrhoden
- Basel-Landschaft
- Basel-Stadt
- Bern
- Fribourg
- Geneva
- Glarus
- Graubünden
- Jura
- Luzern
- Neuchâtel
- Nidwalden
- Obwalden
- Schaffhausen
- Schwyz
- Solothurn
- St. Gallen
- Thurgau
- Ticino
- Uri
- Valais
- Vaud
- Zug
- Zürich
- I don't reside in Switzerland

*v0043 Region TWN (single pick, Taiwan)***Where do you currently live?**

- Changhua County
- Chiayi City
- Chiayi County
- Hsinchu City
- Hsinchu County
- Hualien County
- Keelung City
- Miaoli County
- Nantou County
- Penghu County
- Pingtung County
- Taitung County
- Yilan County
- Yunlin County
- I don't reside in Taiwan

*v0044 Region TUR (single pick, Turkey)***Where do you currently live?**

- Adana
- Adıyaman
- Afyonkarahisar
- Ağrı
- Aksaray
- Amasya
- Ankara
- Antalya
- Ardahan
- Artvin
- Aydın
- Balıkesir
- Bartın
- Batman
- Bayburt
- Bilecik
- Bingöl
- Bitlis
- Bolu
- Burdur
- Bursa
- Çanakkale
- Çankırı
- Çorum
- Denizli
- Diyarbakır
- Düzce
- I don't reside in Turkey

*v0045 Region GBR (single pick, United Kingdom)***Where do you currently live?**

- East Midlands, England
- East of England
- London, England
- North East, England
- North West, England
- Northern Ireland
- Scotland
- South East, England
- South West, England
- Wales
- West Midlands, England
- Yorkshire and the Humber, England
- I don't reside in the United Kingdom of Great Britain and Northern Ireland

*v0046 Region USA (single pick, United States of America)***Where do you currently live?**

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia (D.C.)
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- I don't reside in the United States of America

*v9990dza Monthly household net income DZA (single pick, Algeria)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than DZD 13,400
- DZD 13,400 up to less than DZD 17,700
- DZD 17,700 up to less than DZD 22,400
- DZD 22,400 up to less than DZD 33,600
- DZD 33,600 up to less than DZD 49,200
- DZD 49,200 up to less than DZD 69,400
- DZD 69,400 up to less than DZD 94,000
- DZD 94,000 up to less than DZD 123,100
- DZD 123,100 up to less than DZD 156,700
- more than DZD 156,700
- prefer not to say

*v9990arg Monthly household net income ARG (single pick, Argentina)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than ARG\$ 6,000
- ARG\$ 6,000 up to less than ARG\$ 9,000
- ARG\$ 9,000 up to less than ARG\$ 12,200
- ARG\$ 12,200 up to less than ARG\$ 19,900
- ARG\$ 19,900 up to less than ARG\$ 30,600
- ARG\$ 30,600 up to less than ARG\$ 44,500
- ARG\$ 44,500 up to less than ARG\$ 61,400
- ARG\$ 61,400 up to less than ARG\$ 81,400
- ARG\$ 81,400 up to less than ARG\$ 104,500
- more than ARG\$ 104,500
- prefer not to say

*v9990aus Monthly household net income AUS (single pick, Australia)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than AUS\$ 2,900
- AUS\$ 2,900 up to less than AUS\$ 3,600
- AUS\$ 3,600 up to less than AUS\$ 4,300
- AUS\$ 4,300 up to less than AUS\$ 6,000
- AUS\$ 6,000 up to less than AUS\$ 8,400
- AUS\$ 8,400 up to less than AUS\$ 11,500
- AUS\$ 11,500 up to less than AUS\$ 15,300
- AUS\$ 15,300 up to less than AUS\$ 19,700
- AUS\$ 19,700 up to less than AUS\$ 24,900
- more than AUS\$ 24,900
- prefer not to say

*v9990aut Monthly household net income AUT (single pick, Austria)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 1,000 €
- 1,000 up to less than 1,400 €
- 1,400 up to less than 1,800 €
- 1,800 up to less than 2,700 €
- 2,700 up to less than 4,100 €
- 4,100 up to less than 5,800 €
- 5,800 up to less than 7,900 €
- 7,900 up to less than 10,300 €
- 10,300 up to less than 13,200 €
- more than 13,200 €
- prefer not to say

*v9990bra Monthly household net income BRA (single pick, Brazil)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than R\$ 400
- R\$ 400 up to less than R\$ 900
- R\$ 900 up to less than R\$ 1,300
- R\$ 1,300 up to less than R\$ 2,500
- R\$ 2,500 up to less than R\$ 4,200
- R\$ 4,200 up to less than R\$ 6,300
- R\$ 6,300 up to less than R\$ 8,900
- R\$ 8,900 up to less than R\$ 12,000
- R\$ 12,000 up to less than R\$ 15,500
- more than R\$ 15,500
- prefer not to say

*v9990can Monthly household net income CAN (single pick, Canada)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than C\$ 2,200
- C\$ 2,200 up to less than C\$ 2,800
- C\$ 2,800 up to less than C\$ 3,400
- C\$ 3,400 up to less than C\$ 5,000
- C\$ 5,000 up to less than C\$ 7,100
- C\$ 7,100 up to less than C\$ 9,900
- C\$ 9,900 up to less than C\$ 13,200
- C\$ 13,200 up to less than C\$ 17,200
- C\$ 17,200 up to less than C\$ 21,800
- more than C\$ 21,800
- prefer not to say

*v9990chn Monthly household net income CHN (single pick, China)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than CN¥ 1600,000
- CN¥ 1600,000 up to less than CN¥ 2400,000
- CN¥ 2400,000 up to less than CN¥ 3200,000
- CN¥ 3200,000 up to less than CN¥ 5200,000
- CN¥ 5200,000 up to less than CN¥ 7900,000
- CN¥ 7900,000 up to less than CN¥ 11500,000
- CN¥ 11500,000 up to less than CN¥ 15800,000
- CN¥ 15800,000 up to less than CN¥ 21000,000
- CN¥ 21000,000 up to less than CN¥ 26900,000
- more than CN¥ 26900,000
- prefer not to say

*v9990col Monthly household net income COL (single pick, Colombia)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than COL\$ 260,000
- COL\$ 260,000 up to less than COL\$ 410,000
- COL\$ 410,000 up to less than COL\$ 570,000
- COL\$ 570,000 up to less than COL\$ 960,000
- COL\$ 960,000 up to less than COL\$ 1,500,000
- COL\$ 1,500,000 up to less than COL\$ 2,200,000
- COL\$ 2,200,000 up to less than COL\$ 3,050,000
- COL\$ 3,050,000 up to less than COL\$ 4,060,000
- COL\$ 4,060,000 up to less than COL\$ 5,220,000
- more than COL\$ 5,220,000
- prefer not to say

*v9990fin Monthly household net income FIN (single pick, Finland)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 1,000 €
- 1,000 up to less than 1,300 €
- 1,300 up to less than 1,600 €
- 1,600 up to less than 2,400 €
- 2,400 up to less than 3,400 €
- 3,400 up to less than 4,800 €
- 4,800 up to less than 6,400 €
- 6,400 up to less than 8,400 €
- 8,400 up to less than 10,600 €
- more than 10,600 €
- prefer not to say

*v9990fra Monthly household net income FRA (single pick, France)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 1,200 €
- 1,200 up to less than 1,500 €
- 1,500 up to less than 1,800 €
- 1,800 up to less than 2,500 €
- 2,500 up to less than 3,500 €
- 3,500 up to less than 4,800 €
- 4,800 up to less than 6,300 €
- 6,300 up to less than 8,200 €
- 8,200 up to less than 10,300 €
- more than 10,300 €
- prefer not to say

*v9990deu Monthly household net income DEU (single pick, Germany)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 1,500 €
- 1,500 up to less than 1,800 €
- 1,800 up to less than 2,200 €
- 2,200 up to less than 3,000 €
- 3,000 up to less than 4,200 €
- 4,200 up to less than 5,800 €
- 5,800 up to less than 7,600 €
- 7,600 up to less than 9,800 €
- 9,800 up to less than 12,400 €
- more than 12,400 €
- prefer not to say

*v9990hkg Monthly household net income HKG (single pick, Hong Kong)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- prefer not to say

*v9990ind Monthly household net income IND (single pick, India)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than INR 2,700
- INR 2,700 up to less than INR 4,000
- INR 4,000 up to less than INR 5,400
- INR 5,400 up to less than INR 8,700
- INR 8,700 up to less than INR 13,300
- INR 13,300 up to less than INR 19,300
- INR 19,300 up to less than INR 26,600
- INR 26,600 up to less than INR 35,200
- INR 35,200 up to less than INR 45,200
- more than INR 45,200
- prefer not to say



*v9990idn Monthly household net income IDN (single pick, Indonesia)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than Rp 915,000
- Rp 915,000 up to less than Rp 1,137,000
- Rp 1,137,000 up to less than Rp 1,377,000
- Rp 1,377,000 up to less than Rp 1,954,000
- Rp 1,954,000 up to less than Rp 2,762,000
- Rp 2,762,000 up to less than Rp 3,800,000
- Rp 3,800,000 up to less than Rp 5,070,000
- Rp 5,070,000 up to less than Rp 6,570,000
- Rp 6,570,000 up to less than Rp 8,302,000
- more than Rp 8,302,000
- prefer not to say

*v9990ita Monthly household net income ITA (single pick, Italy)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 800 €
- 800 up to less than 1,100 €
- 1,100 up to less than 1,400 €
- 1,400 up to less than 2,000 €
- 2,000 up to less than 3,000 €
- 3,000 up to less than 4,200 €
- 4,200 up to less than 5,800 €
- 5,800 up to less than 7,500 €
- 7,500 up to less than 9,600 €
- more than 9,600 €
- prefer not to say

*v9990jpn Monthly household net income JPN (single pick, Japan)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than ¥ 160,000
- ¥ 160,000 up to less than ¥ 200,000
- ¥ 200,000 up to less than ¥ 230,000
- ¥ 230,000 up to less than ¥ 320,000
- ¥ 320,000 up to less than ¥ 450,000
- ¥ 450,000 up to less than ¥ 620,000
- ¥ 620,000 up to less than ¥ 820,000
- ¥ 820,000 up to less than ¥ 1,050,000
- ¥ 1,050,000 up to less than ¥ 1,330,000
- more than ¥ 1,330,000
- prefer not to say

*v9990kor Monthly household net income KOR (single pick, Republic of Korea)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than ₩ 1,180,000
- ₩ 1,180,000 up to less than ₩ 1,640,000
- ₩ 1,640,000 up to less than ₩ 2,140,000
- ₩ 2,140,000 up to less than ₩ 3,340,000
- ₩ 3,340,000 up to less than ₩ 5,020,000
- ₩ 5,020,000 up to less than ₩ 7,180,000
- ₩ 7,180,000 up to less than ₩ 9,820,000
- ₩ 9,820,000 up to less than ₩ 12,930,000
- ₩ 12,930,000 up to less than ₩ 16,530,000
- more than ₩ 16,530,000
- prefer not to say

*v9990mex Monthly household net income MEX (single pick, Mexico)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than MEX\$ 1,900
- MEX\$ 1,900 up to less than MEX\$ 2,700
- MEX\$ 2,700 up to less than MEX\$ 3,500
- MEX\$ 3,500 up to less than MEX\$ 5,600
- MEX\$ 5,600 up to less than MEX\$ 8,400
- MEX\$ 8,400 up to less than MEX\$ 12,100
- MEX\$ 12,100 up to less than MEX\$ 16,600
- MEX\$ 16,600 up to less than MEX\$ 21,900
- MEX\$ 21,900 up to less than MEX\$ 28,000
- more than MEX\$ 28,000
- prefer not to say

*v9990mar Monthly household net income MAR (single pick, Morocco)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than Dh 1,100
- Dh 1,100 up to less than Dh 1,300
- Dh 1,300 up to less than Dh 1,600
- Dh 1,600 up to less than Dh 2,300
- Dh 2,300 up to less than Dh 3,200
- Dh 3,200 up to less than Dh 4,300
- Dh 4,300 up to less than Dh 5,800
- Dh 5,800 up to less than Dh 7,500
- Dh 7,500 up to less than Dh 9,400
- more than Dh 9,400
- prefer not to say

*v9990nld Monthly household net income NLD (single pick, Netherlands)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 1,500 €
- 1,500 up to less than 1,800 €
- 1,800 up to less than 2,100 €
- 2,100 up to less than 2,900 €
- 2,900 up to less than 4,100 €
- 4,100 up to less than 5,500 €
- 5,500 up to less than 7,300 €
- 7,300 up to less than 9,400 €
- 9,400 up to less than 11,800 €
- more than 11,800 €
- prefer not to say

*v9990nga Monthly household net income NGA (single pick, Nigeria)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than ₦ 5,200
- ₦ 5,200 up to less than ₦ 6,900
- ₦ 6,900 up to less than ₦ 8,700
- ₦ 8,700 up to less than ₦ 13,200
- ₦ 13,200 up to less than ₦ 19,400
- ₦ 19,400 up to less than ₦ 27,300
- ₦ 27,300 up to less than ₦ 37,000
- ₦ 37,000 up to less than ₦ 48,500
- ₦ 48,500 up to less than ₦ 61,800
- more than ₦ 61,800
- prefer not to say

*v9990pol Monthly household net income POL (single pick, Poland)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than zł 1,600
- zł 1,600 up to less than zł 2,000
- zł 2,000 up to less than zł 2,300
- zł 2,300 up to less than zł 3,200
- zł 3,200 up to less than zł 4,500
- zł 4,500 up to less than zł 6,200
- zł 6,200 up to less than zł 8,200
- zł 8,200 up to less than zł 10,600
- zł 10,600 up to less than zł 13,300
- more than zł 13,300
- prefer not to say

*v9990rus Monthly household net income RUS (single pick, Russian Federation)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than RUB 13,000
- RUB 13,000 up to less than RUB 16,000
- RUB 16,000 up to less than RUB 19,000
- RUB 19,000 up to less than RUB 27,000
- RUB 27,000 up to less than RUB 38,000
- RUB 38,000 up to less than RUB 52,000
- RUB 52,000 up to less than RUB 69,000
- RUB 69,000 up to less than RUB 89,000
- RUB 89,000 up to less than RUB 112,000
- more than RUB 112,000
- prefer not to say

*v9990sau Monthly household net income SAU (single pick, Saudi Arabia)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- prefer not to say

*v9990zaf Monthly household net income ZAF (single pick, South Africa)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than R 700
- R 700 up to less than R 1,300
- R 1,300 up to less than R 1,900
- R 1,900 up to less than R 3,400
- R 3,400 up to less than R 5,600
- R 5,600 up to less than R 8,300
- R 8,300 up to less than R 11,700
- R 11,700 up to less than R 15,600
- R 15,600 up to less than R 20,200
- more than R 20,200
- prefer not to say

*v9990esp Monthly household net income ESP (single pick, Spain)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than 700 €
- 700 up to less than 900 €
- 900 up to less than 1,100 €
- 1,100 up to less than 1,600 €
- 1,600 up to less than 2,200 €
- 2,200 up to less than 3,100 €
- 3,100 up to less than 4,100 €
- 4,100 up to less than 5,400 €
- 5,400 up to less than 6,800 €
- more than 6,800 €
- prefer not to say

*v9990swe Monthly household net income SWE (single pick, Sweden)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than Skr 6,700
- Skr 6,700 up to less than Skr 8,600
- Skr 8,600 up to less than Skr 10,600
- Skr 10,600 up to less than Skr 15,500
- Skr 15,500 up to less than Skr 22,400
- Skr 22,400 up to less than Skr 31,200
- Skr 31,200 up to less than Skr 42,000
- Skr 42,000 up to less than Skr 54,700
- Skr 54,700 up to less than Skr 69,400
- more than Skr 69,400
- prefer not to say

*v9990tur Monthly household net income TUR (single pick, Turkey)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than TL 600
- TL 600 up to less than TL 900
- TL 900 up to less than TL 1,200
- TL 1,200 up to less than TL 1,900
- TL 1,900 up to less than TL 2,900
- TL 2,900 up to less than TL 4,100
- TL 4,100 up to less than TL 5,700
- TL 5,700 up to less than TL 7,500
- TL 7,500 up to less than TL 9,600
- more than TL 9,600
- prefer not to say

*v9990gbr Monthly household net income GBR (single pick, United Kingdom)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than £ 1,300
- £ 1,300 up to less than £ 1,600
- £ 1,600 up to less than £ 1,900
- £ 1,900 up to less than £ 2,600
- £ 2,600 up to less than £ 3,600
- £ 3,600 up to less than £ 4,800
- £ 4,800 up to less than £ 6,400
- £ 6,400 up to less than £ 8,200
- £ 8,200 up to less than £ 10,300
- more than £ 10,300
- prefer not to say

*v9990usa Monthly household net income USA (single pick, United States of America)*

**Alternatively, which of these income ranges does your household's monthly gross income fall within?**

- less than US\$ 1,400
- US\$ 1,400 up to less than US\$ 1,900
- US\$ 1,900 up to less than US\$ 2,500
- US\$ 2,500 up to less than US\$ 4,000
- US\$ 4,000 up to less than US\$ 6,000
- US\$ 6,000 up to less than US\$ 8,500
- US\$ 8,500 up to less than US\$ 11,700
- US\$ 11,700 up to less than US\$ 15,400
- US\$ 15,400 up to less than US\$ 19,700
- more than US\$ 19,700
- prefer not to say