Statista European Football Benchmark 2018
Questionnaire – July 2018

How old are you?
- _____ years

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

What is your gender?
- female
- male

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 England

And where is your place of birth?
- 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
- My place of birth is not in England
Screener

Which of these topics are you interested in?
- football
- painting
- DIY work
- barbecue
- cooking
- quiz shows
- rock music
- environmental protection
- none of the above

Interest in clubs (1. League of the respective country)

Which of the following Premier League clubs are you interested in (e.g. results, transfers, news)?
- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- Arsenal F.C.
- Burnley F.C.
- Chelsea F.C.
- Everton F.C.
- Fulham F.C.
- Liverpool F.C.
- Southampton F.C.
- Watford F.C.
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers
- none of the above

How is your personal relation to the following football clubs?
- thrills me / love it
- like it
- neutral
- don't like it
- hate it
- don't know
- not familiar with

- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- Arsenal F.C.
- Burnley F.C.
- Chelsea F.C.
- Everton F.C.
- Fulham F.C.
- Liverpool F.C.
- Southampton F.C.
- Watford F.C.
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers

Which of the following clubs are you a fan of? Please choose a maximum of 3.

- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- Arsenal F.C.
- Burnley F.C.
- Chelsea F.C.
- Everton F.C.
- Fulham F.C.
- Liverpool F.C.
- Southampton F.C.
- Watford F.C.
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers
- none of the above

And which club is your favourite Premier League club?

- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- Arsenal F.C.
- Burnley F.C.
- Chelsea F.C.
- Everton F.C.
- Fulham F.C.
- Liverpool F.C.
- Southampton F.C.
- Watford F.C.
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers
- I don't have a favourite Premier League club

Have you ever had a favourite Premier League club other than [favourite club] before?

- yes
- no

And which club used to be your favourite?

- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- Arsenal F.C.
- Burnley F.C.
- Chelsea F.C.
- Everton F.C.
- Fulham F.C.
- Liverpool F.C.
- Southampton F.C.
- Watford F.C.
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers
- none of the above, different club
Club images 1. League

Which of the following are the main characteristics that are typical of [favourite club]? Please choose a maximum of 5.

- aggressive
- decent
- genuine
- down-to-earth
- dynamic
- ambitious
- emotional
- family-like/welcoming
- progressive
- glamorous

- regionally rooted
- international
- young
- thrilling/captivating
- reputable
- likeable
- rich in tradition
- trustworthy
- don't know
- none of the above

Which of the following are the main characteristics that are typical of [club]? Please choose a maximum of 5.

- aggressive
- decent
- genuine
- down-to-earth
- dynamic
- ambitious
- emotional
- family-like/welcoming
- progressive
- glamorous

- regionally rooted
- international
- young
- thrilling/captivating
- reputable
- likeable
- rich in tradition
- trustworthy
- don't know
- none of the above

Please think again of the club [club]: Which of the following statements are true for the club? [club] ...

- is a club that people talk about
- is a club that arouses emotions
- is a club that polarizes
- is a club that leaves its mark on national football
- is a club that leaves its mark on international football
- is a club that other clubs follow as an example
- is a club whose team (players and trainer) is well known
- none of the above
Interest in other European leagues

Which of these other European leagues are you interested in (e.g. results, transfers, news)?
- Bundesliga (Germany)
- Premier League (England)
- Primera División, La Liga (Spain)
- Serie A (Italy)
- Ligue 1 (France)
- I'm not interested in any of these leagues

Which of the following Bundesliga clubs (Germany) are you especially interested in (e.g. results, transfers, news)?
- FC Cologne
- 1. FC Nuernberg
- 1. FSV Mainz 05
- Bayer 04 Leverkusen
- Borussia Dortmund
- Borussia M. gladbach
- Eintracht Frankfurt
- FC Augsburg
- FC Bayern Munich
- FC Schalke 04
- Fortuna Duesseldorf
- Hamburger SV
- Hannover 96
- Hertha Berlin
- RB Leipzig
- SC Freiburg
- SV Werder Bremen
- TSG 1899 Hoffenheim
- VfB Stuttgart
- VfL Wolfsburg
- none of the above

Which of the following Premier League clubs (England) are you especially interested in (e.g. results, transfers, news)?
- AFC Bournemouth
- Brighton & Hove Albion
- Cardiff City
- Crystal Palace
- FC Arsenal
- FC Burnley
- FC Chelsea
- FC Everton
- FC Fulham
- FC Liverpool
- FC Southampton
- FC Watford
- Huddersfield Town
- Leicester City
- Manchester City
- Manchester United
- Newcastle United
- Stoke City
- Swansea City
- Tottenham Hotspur
- West Bromwich Albion
- West Ham United
- Wolverhampton Wanderers
- none of the above

Which of the following Primera División/La Liga clubs (Spain) are you especially interested in (e.g. results, transfers, news)?
- Athletic Bilbao
- Atlético Madrid
- CD Leganés
- Celta Vigo
- Deportivo Alavés
- Deportivo La Coruña
- Espanyol Barcelona
- FC Barcelona
- FC Getafe
- FC Girona
- FC Málaga
- FC Sevilla
<table>
<thead>
<tr>
<th>Serie A (Italy)</th>
<th>Ligue 1 (France)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC Milan</td>
<td>- Juventus F.C.</td>
</tr>
<tr>
<td>Atalanta Bergamo</td>
<td>- Lazio</td>
</tr>
<tr>
<td>Benevento Calcio</td>
<td>- Napoli</td>
</tr>
<tr>
<td>Bologna</td>
<td>- Parma</td>
</tr>
<tr>
<td>Cagliari Calcio</td>
<td>- Roma</td>
</tr>
<tr>
<td>Chievo Verona</td>
<td>- Sampdoria</td>
</tr>
<tr>
<td>F.C. Crotone</td>
<td>- Sassuolo Calcio</td>
</tr>
<tr>
<td>Fiorentina</td>
<td>- SPAL Ferrara</td>
</tr>
<tr>
<td>Frosinone Calcio</td>
<td>- Torino</td>
</tr>
<tr>
<td>Genoa C.F.C.</td>
<td>- Udinese Calcio</td>
</tr>
<tr>
<td>Hellas Verona</td>
<td>- none of the above</td>
</tr>
<tr>
<td>Inter Milan</td>
<td></td>
</tr>
</tbody>
</table>

**Which of the following Serie A clubs (Italy) are you especially interested in (e.g. results, transfers, news)?**

**Which of the following Ligue 1 clubs (France) are you especially interested in (e.g. results, transfers, news)?**

**And which football club is your favourite worldwide?**

* _____

**Who is your favourite football player?**

* _____
Interest in international competitions

How much are you interested in the UEFA Europa League?
- highly interested
- somewhat interested
- little interested
- not interested
- don't know / not familiar with it

How much are you interested in the UEFA Champions League?
- highly interested
- somewhat interested
- little interested
- not interested
- don't know / not familiar with it

How much are you interested in the English national football team - regardless of the current World Cup?
- highly interested
- somewhat interested
- little interested
- not interested
- don't know / not familiar with it

Information behavior football

Where do you get information about football - also beyond the current World Cup?
- blogs
- TV stations and shows
- friends and acquaintances
- apps
- websites
- online forums
- podcasts
- radio shows
- social media
- search engines (e.g. Google)
- newspapers and magazines
- sports magazines
- teletext
- other
- None of the above, I don't follow football news

And how do you get information about football via social media?
- social media posts by players
- social media posts by clubs
- social media posts by journalist media
- social media posts by friends and acquaintances
- other

And what kind of apps do you use to get information about football?
- apps from football clubs
- apps from football associations or leagues
- apps from video websites (e.g. YouTube)
- apps from TV stations or shows
- apps from sports magazines
- apps from other magazines and newspapers
- apps from designated football websites (e.g. goal.com)
- liveticker apps
- other

And what kind of websites do you use to get information about football?
- websites of football clubs
- websites of football associations and leagues
- video websites (e.g. YouTube)
- websites of TV stations or shows
- websites of sports magazines
- websites of other magazines and newspapers
- designated football websites (e.g. goal.com)
- liveticker sites
- other

How often do you inform yourself about football during the current Premier League season (e.g. about results, transfers, news)?
- every day
- several times a week
- once a week
- several times a month
- once a month
- less often
- never

How often do you inform yourself about football outside the current Premier League season (e.g. about results, transfers, news)?
- every day
- several times a week
- once a week
- several times a month
- once a month
- less often
- never

Which of the following providers do you use at least occasionally to get information about football (web and print offerings)?
- BBC Sport
- caughtoffside.com
- Daily Express
- Daily Mail
Social Media & Apps

Which of the following things related to football have you done on social networks in the past 3 months?

- commented on football posts
- liked/shared football posts by other users
- liked/shared football posts by football clubs
- liked/shared football posts by football players
- liked/shared journalistic posts on the topic of football
- posted football pictures/videos
- posted text / status updates on the topic of football
- sent private messages on the topic of football
- I have only used social networks passively
- I don't use social networks
- none of the above

What kinds of football apps do you use?

- result/live tickers
- betting operators
- football prediction games
- apps from clubs
- apps from leagues or associations
- football news (e.g. goal.com)
- football magazines
- I don't use football apps
Viewing behavior

Through which channels do you follow football games (live games as well as summaries and post-match reports)?
- Free TV on a television (e.g. BBC, Channel 5)
- Pay TV on a television (e.g. Sky)
- free streaming over a website or app
- fee-based streaming over a website or app (e.g. Sky)
- liveticker over a website or app
- radio
- teletext
- other
- I don’t follow football games

The following questions are about TV and video streaming: How often do you usually watch football during season (live matches, summaries and post-match reports)?
- every day
- several times a week
- once a week
- several times a month
- once a month
- several times a year
- once a year
- less often
- never

Where do you regularly watch football (TV and video streaming)?
- at home
- at friends’ places
- at work
- at school/university
- in a pub or a bar
- at a betting shop
- on the go
- other

With whom do you regularly watch football (TV and video streaming)?
- alone
- with my partner
- with my family
- with friends/acquaintances
- with strangers
- other

Do you usually watch football live or as a summary (TV or video streaming)?
- only live
- rather live
- depends
- rather summaries
- only summaries

When you watch live football, do you prefer conferences, where the broadcast switches between several matches, or do you rather watch a single game in full length?
- rather conferences
- rather single matches
- I don't mind

Please think about the Premier League: Do you exclusively follow matches of your favourite club [favourite club] or also matches between other clubs of the league (TV and video streaming)?
- exclusively my favourite club
- also other clubs

Which of the following football shows have you watched in the past 12 months?
- BT Sport Score (BT)
- Final Score (BBC)
- Football Focus (BBC)
- Football on 5 (Channel 5)
- Goals on Sunday (Sky)
- Match of the Day (BBC)
- Match of the Day 2 (BBC)
- Monday Night Football (Sky)
- Soccer Saturday (Sky)
- The Premier League Show (BBC)
- UEFA Champions League Magazine (BT)
- none of the above

And which is your favourite football show?
- BT Sport Score (BT)
- Final Score (BBC)
- Football Focus (BBC)
- Football on 5 (Channel 5)
- Goals on Sunday (Sky)
- Match of the Day (BBC)
- Match of the Day 2 (BBC)
- Monday Night Football (Sky)
- Soccer Saturday (Sky)
- The Premier League Show (BBC)
- UEFA Champions League Magazine (BT)
- other
- I don't have a favourite football show
Active fandom / Expenditures football

How often have you seen a football match at a stadium in the past 12 months?
- every week
- several times a month
- once a month
- once in three months
- once every half year
- less often
- never
- don’t know

Have you attended a home match of your favourite Premier League club [favourite club] in the past 12 months?
- yes, one match
- yes, several matches
- yes, all or almost all of the matches
- no

Have you attended an away match of your favourite Premier League club [favourite club] in the past 12 months?
- yes, one match
- yes, several matches
- yes, all or almost all of the matches
- no

Do you have a season ticket for home matches of your favourite Premier League club [favourite club]?
- yes
- no

Where have you bought tickets for football games in the past 12 months (single matches or season tickets)?
- ticket office at the stadium
- with the club (ticket shop, fan shop, office) in person
- at other ticket agencies in person
- from a private individual (e.g. in front of the stadium)
- with the club (ticket shop, fan shop, office) by telephone
- at other ticket agencies by telephone
- online with the club (online ticket shop)
- online at other ticket agencies
- other
- I have never bought a ticket for a football match myself

Have you ever felt threatened or experienced violence in a stadium?
- yes, by pyrotechnics
- yes, by violent or rioting fans
- yes, by police/security personnel actions
Are you member of a fan club of a football club or another organized fan community?
- yes, of a fan club of my favourite Premier League club
- yes, of a fan club of a different football club
- yes, of a different organized fan community
- no

**Merchandise**

The following questions are about merchandise. Do you own merchandise products by your favourite Premier League club [favourite club]?
- kit
- scarf
- flag or pennant
- t-shirt
- hat or cap
- mug
- bedding
- towel
- other
- no

How many kits of your favourite Premier League club [favourite club] do you currently own?
- _____ kit(s)
- don't know

Do you usually buy or get a kit of your favourite Premier League club [favourite club] every season?
- yes, I buy one
- yes, I get one as a gift
- no

How much have you spent on merchandise products of your favourite Premier League club [favourite club] in the past 12 months? If you're not sure, please estimate.
- _____ €
- don't know

Now two questions about sports clothes. From which of the following brands have you bought sports clothes in the past 12 months?

- Adidas
- ASICS
- Bench
- Billabong
- Bogner
- FILA
- Erima
- Hummel
- Jako
- Joma
And which of the following sportswear manufacturers do you personally prefer?

- Adidas
- ASICS
- Bench
- Billabong
- Bogner
- FILA
- Erima
- Hummel
- Jako
- Joma
- Kappa
- Lotto Sport Italia
- Macron
- New Balance
- Nike
- Puma
- Quiksilver
- Reebok
- Salomon
- Schöffel
- Under Armour
- Uhlspor
- Umbro
- other
- none of the above

Attitudes to football

Please think about football in general. Which of the following things make football particularly appealing to you? Please choose up to 5 answers.

- thrill
- to share the suffering and the joy
- football stars
- to win, success
- to celebrate victories
- rivalry with fans from other clubs
- to party hard
- to compensate frustrations
- fun, euphoria
- to celebrate with friends
- to escape the everyday
- to make bets
- to guess the results of the matches
- the risk of a loss
- the unifying experience
- solidarity with the club
- solidarity of the club with its city/region
- fairness
- sportsmanship
- team spirit
- small talk about football
- to be well informed, to talk shop
- football data and statistics
- other

The following questions are about topics that currently occupy the football world. Which of the following statements concerning transfer fees and wages in football do you agree with?

- There should be a limit to players' salaries
- There should be a limit to transfer fees
- Football is distancing itself from its fans because of too high transfer fees and players' salaries
- The topic of transfer fees and wages is artificially hyped up by the media
- The topic of transfer fees and wages is artificially hyped up by the fans
- I don’t find the topic of transfer fees and wages particularly important for football
- none of the above

Which of the following statements concerning investors in football clubs do you agree with?
- The influence that investors have on a club should be limited
- Investors help clubs to stay or become competitive
- The same rules that apply to investors in other industries should also apply in football
- Investors harm football
- The topic of investor influence is artificially hyped up by the media
- The topic of investor influence is artificially hyped up by the fans
- I don’t find the topic of investor influence particularly important for football
- none of the above

Which of the following statements concerning video assistant referees (VAR) do you agree with?
- VAR should (continue to) be used in football
- Interruptions to the game because of VAR ruin the experience of the match for me
- VAR has more disadvantages than advantages
- VAR makes football matches fairer
- The topic of VAR is artificially hyped up by the media
- The topic of VAR is artificially hyped up by the fans
- I don’t find the topic of VAR especially important for football
- none of the above

What do you think of the rising number of broadcast football matches, e.g. because match days are split or there are more countries participating in the European Championship?
- There are not enough football matches
- The current number of football matches is just right
- There are too many football matches
- don’t know

Which of the following statements about corruption within FIFA and UEFA do you agree with?
- There is corruption within FIFA and/or UEFA, but this is not going to harm football
- There is corruption within FIFA and/or UEFA and it harms football
- The topic of corruption within FIFA and UEFA is artificially hyped up by the media
- The topic of corruption within FIFA and UEFA is artificially hyped up by the fans
- I don’t find the topic of corruption within FIFA and UEFA especially important for football
- There is no corruption within FIFA or UEFA
- none of the above

Which of the following statements concerning danger and violence in the stadium do you agree with?
- Danger, e.g. from pyrotechnics, is a huge problem in football stadiums
- Pyrotechnics improve the atmosphere in the stadium
- Fan rivalry is a part of football
- Violence and riots among football fans are a huge problem in football stadiums
- The topic of danger and violence in stadiums is exaggerated by the media
- The topic of danger and violence in stadiums is exaggerated by the fans
- I don't find the topic of danger and violence especially important for football
- none of the above

**Sponsoring**

The following questions are about sponsors in football. Where have you noticed sponsoring or adverts in football in the past 4 weeks?

- on kits at the stadium
- on boards/walls at the stadium
- as video or audio clips at the stadium
- on kits during a TV match broadcast
- on boards/walls during a TV match broadcast
- as commercials during a TV match broadcast
- other
- nowhere

And where have you noticed adverts by football sponsors in the past 4 weeks?

- in apps
- banner adverts on websites
- directly in the shop
- on packaging (e.g. shampoo, sweets)
- in e-mail newsletters
- in printed magazines and journals
- in printed daily newspapers
- in the cinema
- on billboards, screens and other advertising space on the go (including in public transport)
- 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

Which of the following brands do you know at least by name?

- M88
- American Express
- Malaysia tourist board
- ManBetX
- Emirates
- Dafabet
- Yokohama Tyres
- SportPesa
- Grosvenor Casinos
- Standard Chartered
- Virgin Media
- FxPro
- OPE Sports
- King Power
Which of the following brands do you think is a kit sponsor for your favourite Premier League club [favourite club]?

- M88
- American Express
- Malaysia tourist board
- ManBetX
- Emirates
- Dafabet
- Yokohama Tyres
- SportPesa
- Grosvenor Casinos
- Standard Chartered
- Virgin Media
- FxPro
- OPE Sports
- King Power
- Etihad Airways
- Chevrolet
- Fun88
- Bet365
- Letou
- AIA
- Palm
- the money shop
- Betway

Which of the following are the main characteristics that are typical of [sponsor]? Please choose a maximum of 5.

- aggressive
- decent
- genuine
- down-to-earth
- dynamic
- ambitious
- emotional
- family-like/welcoming
- progressive
- glamorous
- regionally rooted
- international
- young
- thrilling/captivating
- reputable
- likeable
- rich in tradition
- trustworthy
- don't know
- none of the above

Which of the following brands do you personally like?

- M88
- American Express
- Malaysia tourist board
- ManBetX
- Emirates
- Dafabet
- Yokohama Tyres
- SportPesa
- Grosvenor Casinos
- Standard Chartered
- Virgin Media
- FxPro
- OPE Sports
- King Power
- Etihad Airways
- Chevrolet
- Fun88
- Bet365
- Letou
- AIA
- Palm
- Betway
- the money shop
How well does the brand [sponsor] suit the club [club]?
- suits very well
- suits rather well
- doesn't suit very well
- doesn't suit at all
- don't know

Other sports

Now we have a few questions about your interest in other sports and clubs. Which of these sports are you interested in?

| - American football | - horseback riding |
| - automobile racing sports | - sailing |
| - basketball | - Alpine skiing |
| - beach volleyball | - ski jump |
| - biathlon, cross-country skiing | - snowboarding |
| - bobsledding, luge | - dancing |
| - boxing | - tennis |
| - ice hockey | - table tennis |
| - figure skating, speed skating | - triathlon |
| - golf | - gymnastics |
| - handball | - volleyball |
| - martial arts | - other |
| - athletics | - none of the above |
| - motorcycle racing | - cycling |
| - cycling |

Which sports do you regularly practice?

| - American football | - hockey |
| - fishing/hunting | - martial arts |
| - badminton | - climbing/bouldering |
| - basketball | - running |
| - beach volleyball | - athletics |
| - biathlon | - cycling |
| - boating/sailing | - horseback riding |
| - boxing | - swimming |
| - ice hockey | - skateboarding/longboarding/inline skating |
| - ice skating | - ski/snowboard |
| fitness/weight lifting | - squash |
| - functional training (e.g. Crossfit, Freeletics) | - surfing/windsurfing/kitesurfing |
| - football | - dancing |
| - golf | - diving |
| - handball | - tennis |
Which was the first sport that you practiced as a child?

- ______

- table tennis
- triathlon
- gymnastics
- volleyball

- hiking
- yoga
- other
- none of the above
Club sports

Are you member of a sports club?
- yes, of my favourite Premier League club
- yes, of one or more other football clubs
- yes, of one or more other sports clubs
- no

Which sports do you regularly practice in a club?
- American football
- fishing/hunting
- badminton
- basketball
- beach volleyball
- biathlon
- boating/sailing
- boxing
- ice hockey
- ice skating
- fitness/weight lifting
- functional training (e.g. Crossfit, Freeletics)
- football
- golf
- handball
- hockey
- martial arts
- climbing/bouldering
- running

- athletics
- cycling
- horseback riding
- swimming
- skateboarding/longboarding/inline skating
- ski/snowboard
- squash
- surfing/windsurfing/kitesurfing
- dancing
- diving
- tennis
- table tennis
- triathlon
- gymnastics
- volleyball
- hiking
- yoga
- other
- none of the above

Are you actively involved in club work?
- Yes, I participate actively
- Yes, I have an official post
- no
Demographics

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

Which of the following categories best describes your current employment status?
- pupil (school)
- trainee / apprentice
- student (university)
- full-time employed
- part-time employed
- self-employed / freelancer
- maternal leave, parental leave
- retired
- unemployed
- other

What is your marital status?
- single / unmarried
- in a relationship
- married
- divorced / widowed
- would rather not say

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

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
What did you want to become when you were a child?
- ____

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

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

Which race / ethnicity best describes you?
- Arab
- Asian / Asian British
- Black / African / Caribbean / Black British
- Chinese
- White
- multiple ethnicity / other
- would rather not say

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

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
Politics are sometimes associated with "the left" and "the right". Where would you see yourself on a scale from 0 to 10 if 0 were "left" and 10 were "right"?

- 0 - Left
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Right
- prefer not to say

If a General Election were held today, which of the following parties would you vote for?

- Conservatives
- Labour
- Liberal Democrats
- UKIP
- Green
- other
- don't know
- would not vote
- prefer not to say

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

- TV
- radio
- newspapers
- journals
- (mobile) internet
- cinema
- none of the above

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

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

- _____