

Statista Global Consumer Survey 2021

Questionnaire - International Version (English)

February 2021

Method: Online Survey

Region: Global

Number of countries/territories: 56 (21 extended & 35 basic countries/territories)

Respondents: 18-64 years old residential online population

Demographics

Introduction (text display, basic questionnaire)

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Age (open question, basic questionnaire)

How old are you?

- [input] years

Gender (single pick, basic questionnaire)

What is your gender?

- Female
- Male

Region (detailed) - Algeria (single pick, basic questionnaire)

Where do you currently live?

[regional list]

Internet usage by device (multi pick, basic questionnaire)

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

- Desktop PC
- Laptop with touch screen
- Regular laptop (without touch screen)
- Streaming device (e.g. Apple TV, Chromecast)
- Smartphone
- Smart TV
- Tablet
- Smartwatch
- Smart speakers (e.g. Amazon Echo)
- Gaming console (e.g. PS4, Xbox)
- None of the above (exclusive)

Health

Attitudes towards healthcare (multi pick, basic 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
- I could imagine consulting doctors via an app or an online chat
- I can imagine taking medical cannabis for treatment
- None of the above (exclusive)

Satisfaction with personal health (detailed) (single pick, basic questionnaire)

How satisfied or dissatisfied are you personally with your health?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Prefer not to say

Medical symptoms registered (multi pick, extended questionnaire)

Have you experienced any of the following medical symptoms in the past 12 months?

- Cold symptoms (e.g. runny nose, cough, sore throat)
- Skin problems (e.g. skin rash, neurodermatitis)
- Pain (e.g. backpain, headache, joint pain)
- Sleep disorders (e.g. problems sleeping through, problems falling asleep)
- Digestive complaints (e.g. diarrhea, gas and bloating, heartburn)
- Mental health problems (e.g. stress, depression, anxiety)
- I have not experienced any of these medical symptoms (exclusive)

Healthcare behaviors (multi pick, basic 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
- Consulted an alternative practitioner
- Underwent a medical check-up
- Underwent surgery
- None of the above (exclusive)

Number of taken sick days (single pick, basic questionnaire)

How many days did you miss at work or school / university due to ill health in the past 12 months?

- 0 days
- 1 day
- 2-3 days
- 4-5 days
- 6-10 days

- 11-20 days
- More than 20 days
- I do not work / go to school / university

Medication purchases (detailed) (multi pick, basic questionnaire)

Where have you bought medication in the past 12 month (prescription / over the counter)?

- Local pharmacy
- Local retail store
- Online pharmacy
- Online store
- Other
- I did not buy any medication in the past 12 months (exclusive)

Food supplement users (multi pick, extended questionnaire)

Which types of food supplements have you taken in the past 12 months?

- Animal supplements (e.g. fish oil)
- Plant based supplements (e.g. algal oil)
- Herbs or herbal products
- Minerals
- Proteins
- Vitamins
- Other
- I have not taken any food supplements (exclusive)

Health app purchases (detailed) (multi pick, basic questionnaire)

Have you spent money on health apps (e.g. medication reminders, symptom checkers, nutrition apps) in the past 12 months?

- Yes, on downloads
- Yes, on a subscription
- Yes, on in-app purchases
- No, I only use free-of-charge / advertising-based offers (exclusive)
- No, I have not used a health app in the past 12 months (exclusive)

Health apps by type (multi pick, extended questionnaire)

Which types of health apps have you spent money on in the past 12 months?

- Apps to measure bodily functions
- Apps to set up routines (e.g. non-smoking app)
- Nutrition apps
- Medication checkers / reminders
- Meditation / mindfulness
- Patient apps
- Symptom checkers
- Menstruation, contraception or fertility apps
- Sleep tracking apps
- Apps to manage allergies
- Other
- I did not spend money on health apps (exclusive)

Digital service usage 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 (exclusive)

Finance

Attitudes towards personal finances (multi pick, basic 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 or Apple
- 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 (exclusive)

Financial product usage (multi pick, basic questionnaire)

Which of these financial products and investments do you currently use / own?

- Equity investment (stocks / investment funds)
- Construction loan
- Precious metals (e.g. gold)
- Certificate of deposit (time deposit) [hidden item]
- Real estate
- Cryptocurrency (e.g. Bitcoin)
- Overnight deposit [hidden item]
- Insurance with an investment character (e.g. life insurance)
- Checking account
- Loan
- Credit card
- Other capital investment
- Savings account (short / long term)
- Don't know (exclusive)
- I do not use / own any financial products or investments (exclusive)

Financial product purchase intention (multi pick, extended questionnaire)

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

- Equity investment (stocks / investment funds)
- Construction loan
- Precious metals (e.g. gold)
- Certificate of deposit (time deposit) [hidden item]

- Real estate
- Cryptocurrency (e.g. Bitcoin)
- Overnight deposit [hidden item]
- Insurance with an investment character (e.g. life insurance)
- Checking account
- Loan
- Credit card
- Other capital investment
- Savings account (short / long term)
- Don't know (exclusive)
- I do not plan to acquire any financial products or investments (exclusive)

Primary bank by company (single pick, extended questionnaire)

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

[regional list]

- Other
- I do not have a bank account (exclusive)

Processes in banking affairs (multi pick, basic questionnaire)

How do you process your banking matters with the bank that you primarily use (e.g. transactions)?

- In person in a branch
- Online (PC / laptop)
- Mobile (smartphone / tablet)
- Telephone banking
- Other
- Don't know (exclusive)

Sources of inspiration for primary bank (multi pick, 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
- Recommendations in a magazine
- Other
- Don't know (exclusive)

Strengths of primary bank (multi pick, 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 (exclusive)
- None of the above (exclusive)

Satisfaction with primary bank (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your primarily used bank?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change primary bank (detailed) (single pick, extended questionnaire)

How likely are you going to change your primarily used bank on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Financial product changes/acquisitions (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 (stocks / investment funds)
- Construction loan
- Precious metals (e.g. gold)
- Certificate of deposit (time deposit) [hidden item]
- Real estate
- Cryptocurrency (e.g. Bitcoin)
- Overnight deposit [hidden item]
- Insurance with an investment character (e.g. life insurance)
- Checking account
- Loan
- Credit card
- Other capital investment
- Savings account (short / long term)
- I have not acquired any financial products or changed providers (exclusive)

Reasons for changing financial service provider (multi pick, extended questionnaire)

What would be the main reasons for you to change a financial service provider (e.g. bank)?

- 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 of assets
- Don't know (exclusive)
- None of the above (exclusive)

Financial consulting service usage (multi pick, extended questionnaire)

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

- Banking transactions
- Financial investments
- Loans
- Insurances
- None of the above (exclusive)

RoboAdvisor usage (prospective) (single pick, extended questionnaire)

Have you ever used a RoboAdvisor (algorithm-based digital program) for finance issues and investments?

- Yes [hidden item]
- Yes, in the past 12 months
- Yes, but longer than 12 months ago
- No, but I could imagine consulting a RoboAdvisor
- No, I don't consider consulting a RoboAdvisor
- Don't know

Online payments by type (multi pick, basic questionnaire)

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

- Prepaid cards / vouchers
- Credit card
- Direct debit
- Cash on delivery
- Online payment (e.g. PayPal, Amazon Pay)
- By invoice
- Cash in advance
- Debit card
- Other
- I have not conducted any payments online (exclusive)

Online payments by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not used any online payment services (exclusive)

Peer-to-peer payments (multi pick, basic questionnaire)

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

- By bank transfer (national)
- By bank transfer (international)
- Using a direct money transfer service (e.g. PayPal, Western Union) (national)

- Using a direct money transfer service (e.g. PayPal, Western Union) (international)
- Not at all (exclusive)

Payments at points of sale by type (multi pick, basic 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
- I have not paid at any point of sale (exclusive)

Mobile payments 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 (exclusive)
- 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 (exclusive)
- I don't want to pay with my smartphone at all (exclusive)

Mobile payments by brand (multi pick, 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?

[regional list]

- Other
- I have not used any mobile payment services (exclusive)

Insurance

Attitudes towards insurances (multi pick, basic questionnaire)

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

- Managing my personal insurances is too complicated for me
- I could imagine managing my insurances exclusively online
- I could imagine getting all my insurances from an internet company like Google or Apple
- I could imagine consulting a algorithm-based digital program (RoboAdvisor) for advice on insurances
- I'm worried that I might not have the right kind of insurances
- I'm well informed about my personal insurances
- I could benefit if I took advice by an insurance expert (e.g. on premiums, coverage)

- I am willing to automatically share information about my behavior with my insurance in exchange for better rates
- None of the above (exclusive)

Insurances by type (multi pick, basic questionnaire)

Which of these insurances do you currently have?

- Car insurance
- Personal liability insurance
- Legal expenses insurance
- Contents insurance
- Home insurance (buildings)
- Accident insurance
- Private health insurance
- Statutory health insurance
- Life insurance
- Other
- Don't know (exclusive)
- I do not have any insurances (exclusive)

Insurances taken out online by type (multi pick, basic questionnaire)

Which of these insurances have you taken out online?

- Car insurance
- Personal liability insurance
- Legal expenses insurance
- Contents insurance
- Home insurance (buildings)
- Accident insurance
- Private health insurance
- Statutory health insurance
- Life insurance
- Other
- Don't know (exclusive)
- I have not taken out any insurances online (exclusive)

Car insurance ownership by brand (single pick, extended questionnaire)

From which of the following providers have you taken out your car insurance?

[regional list]

- Other
- I have not taken out any car insurance (exclusive)

Sources of inspiration for car insurance (multi pick, extended questionnaire)

How did you find out about your car insurance provider?

- Recommendations in a newspaper
- Recommendations by an insurance advisor
- Personal recommendations
- Online comparison portals
- Online advertising
- TV advertising
- Newspaper and magazine advertising
- Recommendations in a magazine
- Other

- Don't know (exclusive)

Strengths of car insurance (multi pick, extended questionnaire)

Which of the following services is your car insurance provider especially good at?

- Range of products and insurance offers
- Good value for money
- Quality of advice
- Range of digital services (app, notification of claim, etc.)
- Terms and conditions
- Personal service (including telephone, e-mail)
- Transparency
- Fairness in the event of a claim
- Don't know (exclusive)
- None of the above (exclusive)

Satisfaction with car insurance (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your car insurance provider?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change car insurance (detailed) (single pick, extended questionnaire)

How likely are you going to change your car insurance provider on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Home insurance ownership by brand (single pick, extended questionnaire)

From which of the following providers have you taken out your home insurance (buildings)?

[regional list]

- Other
- I have not taken out any home insurance (exclusive)

Sources of inspiration for home insurance (multi pick, extended questionnaire)

How did you find out about your home insurance provider (buildings)?

- Recommendations in a newspaper
- Recommendations by an insurance advisor
- Personal recommendations
- Online comparison portals
- Online advertising
- TV advertising
- Newspaper and magazine advertising
- Recommendations in a magazine

- Other
- Don't know (exclusive)

Strengths of home insurance (multi pick, extended questionnaire)

Which of the following services is your home insurance provider (buildings) especially good at?

- Range of products and insurance offers
- Good value for money
- Quality of advice
- Range of digital services (app, notification of claim, etc.)
- Terms and conditions
- Personal service (including telephone, e-mail)
- Transparency
- Fairness in the event of a claim
- Don't know (exclusive)
- None of the above (exclusive)

Satisfaction with home insurance (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your home insurance provider (buildings)?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change home insurance (detailed) (single pick, extended questionnaire)

How likely are you going to change your home insurance provider (buildings) on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Consumer Electronics

Attitudes towards consumer electronics (multi pick, basic questionnaire)

The following questions are about consumer electronics (e.g. TVs, laptops, smartphones): Which of the following statements apply to you?

- I would love to control my home via smartphone or voice
- I could not live without my smartphone
- Electronics are a status symbol for me
- I want the best audio and cinematic experience from all my devices
- I buy new electronics, even when my old model still works
- None of the above (exclusive)

Consumer electronics ownership (multi pick, basic questionnaire)

Which of the following electronic devices does your household own?

- TV

- Radio
- Digital camera
- Music center (Hifi/stereo)
- Speakers
- Headphones
- Laptop
- Tablet
- Desktop PC
- Printer / copier
- Wearables (e.g. smart watch, health / fitness tracker)
- eReader
- Smartphone
- None of the above (exclusive)

Consumer electronics usage (multi pick, basic questionnaire)

Which of the following electronic devices do you personally use?

- Headphones
- Tablet
- Wearables (e.g. smart watch, health / fitness tracker)
- eReader
- Smartphone
- None of the above (exclusive)

TV ownership by brand (single pick, extended questionnaire)

The following questions are about the electronics in your household: What brand is your main TV?

[regional list]

- Other
- Don't know (exclusive)
- There is no TV in my household (exclusive)

TV features (multi pick, extended questionnaire)

Which of the following features does your main TV have?

- Smart TV
- 3D
- Curved display
- Don't know (exclusive)
- None of the above (exclusive)

TV resolution (single pick, extended questionnaire)

Which of the following features does your main TV have?

- HD (720p / 1080p)
- 4k Ultra HD
- 8k Ultra HD
- Other
- Don't know

TV display (single pick, extended questionnaire)

Which of the following features does your main TV have?

- Plasma display
- LED display

- LCD display
- OLED display
- QLED display
- Other
- Don't know

Speaker ownership by brand (multi pick, extended questionnaire)

What brands are the speakers in your household?

[regional list]

- Other
- Don't know (exclusive)
- There are no speakers in my household (exclusive)

Laptop ownership by brand (multi pick, extended questionnaire)

What brands are the laptops in your household?

[regional list]

- Other
- Don't know (exclusive)
- There are no laptops in my household (exclusive)

Desktop PC ownership by brand (multi pick, extended questionnaire)

What brands are the desktop PCs in your household?

[regional list]

- Other
- Don't know (exclusive)
- There are no desktop PCs in my household (exclusive)

Desktop activities (multi pick, 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 deal pages
- Writing comments in forums
- E-mailing
- Watching movies / series
- Listening to internet radio
- Making internet calls
- None of the above (exclusive)

Desktop activities (multi pick, 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 (exclusive)

Tablet ownership by brand (multi pick, extended questionnaire)

What brands are the tablets in your household?

[regional list]

- Other
- Don't know (exclusive)
- There are no tablets in my household (exclusive)

Headphone usage by brand (multi pick, extended questionnaire)

The following questions are about your personal electronics: What brand are your personal headphones?

[regional list]

- Other
- Don't know (exclusive)
- I do not have any headphones (exclusive)

eHealth tracker / smart watch ownership by brand (multi pick, extended questionnaire)

What brands are your personal smart watches / fitness trackers?

[regional list]

- Other
- Don't know (exclusive)
- I do not have any smart watches / fitness trackers (exclusive)

Household appliances ownership (multi pick, basic questionnaire)

Now for another topic: Which of the following household appliances does your household own?

- Refrigerator
- Freezer (stand-alone)
- Dishwashing machine
- Washing machine
- Cooker / oven
- Vacuum cleaner
- Small kitchen appliances (e.g. blender, food processor, juicer)
- Toaster
- Microwave
- Coffee machine
- None of the above (exclusive)

Refrigerator ownership by brand (single pick, extended questionnaire)

What brand is the (main) refrigerator in your household?

[regional list]

- Other
- Don't know
- There is no refrigerator in my household

Washing machine ownership by brand (single pick, extended questionnaire)

What brand is the washing machine in your household?

[regional list]

- Other
- Don't know
- There is no washing machine in my household

Internet & Devices

Attitudes towards the internet (multi pick, basic 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
- There is a good mobile network coverage in my area (e.g. data speed, call stability)
- Having access to the latest cellular network technology (5G) is important to me
- None of the above (exclusive)

Internet access by type (single pick, basic 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

Internet usage by provider (single pick, extended questionnaire)

Which of these service providers is the provider of your internet access at home?

[regional list]

- Other
- Don't know
- I don't have internet access at home

Satisfaction with internet provider (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your internet provider at home?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change internet provider (detailed) (single pick, extended questionnaire)

How likely are you going to change your internet provider at home on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Smartphone by brand (single pick, extended questionnaire)

What brand is your (primarily used) smartphone?

[regional list]

- Other
- Don't know

Smartphone by operating system (single pick, extended questionnaire)

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

[regional list]

- Other
- Don't know

Smartphone acquisition (single pick, basic questionnaire)

How did you acquire your primarily used smartphone?

- Bought at retail price
- Received as part of a mobile subscription
- Hand-me-down
- Bought secondhand
- From my employer
- Other
- Don't know

Private vs. business smartphone usage (single pick, basic questionnaire)

How do you use your primarily used smartphone?

- Private use only
- More private than business use
- Equally private and business use
- More business than private use
- Business use only
- Don't know

Satisfaction with smartphone brand (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your (primarily used) smartphone brand?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change smartphone brand (detailed) (single pick, extended questionnaire)

How likely are you going to change your (primarily used) smartphone brand on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Smartphone by mobile carrier (single pick, extended questionnaire)

Which of these mobile carriers is the provider of your primarily used smartphone / mobile phone?

[regional list]

- Other
- Don't know
- I do not have a mobile plan

Mobile data plan (single pick, basic questionnaire)

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

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

Satisfaction with mobile carrier (detailed) (single pick, extended questionnaire)

How satisfied are you currently with your main mobile carrier?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change mobile carrier (detailed) (single pick, extended questionnaire)

How likely are you going to change your main mobile carrier on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Smartphone activities (multi pick, 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 deal pages
- Writing comments in forums
- E-mailing
- Watching movies / series
- Listening to internet radio
- Making internet calls
- None of the above (exclusive)

Smartphone activities (multi pick, 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 (exclusive)

Cloud service usage (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 (exclusive)

Smart Home

Attitudes towards smart home (multi pick, basic questionnaire)

The following questions are about Smart Home: Which of the following statements apply to you?

- Smart appliances and devices in my home can help me save money
- Making my home environmentally friendly is important to me
- Home safety is especially important to me
- Having a Smart Home provides an extra sense of comfort to me
- I am worried that people can spy on me through my devices
- It's too expensive to turn my home smart
- I like being able to connect my home appliances to the internet

- None of the above (exclusive)

Smart home device ownership (multi pick, basic questionnaire)

Do you own Smart Home devices – i.e. devices that you can control via a smartphone / an internet connection?

- Yes, for electricity and lighting (e.g. smart plugs, connected lightbulbs)
- Yes, for building safety / security (e.g. connected smoke detectors, connected cameras)
- Yes, for entertainment (e.g. Bluetooth speakers, Smart TVs, streaming devices)
- Yes, smart speakers with an integrated virtual assistant (e.g. Amazon Echo)
- Yes, smart appliances (e.g. robot vacuums, smart microwaves)
- Yes, for energy management (e.g. connected thermostats, temperature sensors)
- Other
- I do not own any Smart Home devices (exclusive)

Smart home device ownership (detailed) (multi pick, extended questionnaire)

Which Smart Home devices does your household own?

- Electricity and lighting[interviewer]
- Gateways or hubs
- Smart bulbs
- Smart plugs
- Building safety / security[interviewer]
- Connected detectors for hazard prevention (e.g. smoke, flood or motion detectors)
- Smart locks
- Smart security cameras
- Entertainment[interviewer]
- Bluetooth speakers without a virtual assistant
- Streaming devices (e.g. Amazon Fire TV stick, Google Chromecast)
- Smart appliances[interviewer]
- Big smart appliances (e.g. refrigerator, washing machine)
- Small smart appliances (e.g. coffee machines, microwaves)
- Vacuum and mowing robots
- Energy management[interviewer]
- Connected thermostats
- Connected window and door sensors or shadowing devices
- Smart radiator or AC controls
- Other[interviewer]
- Other
- I do not have any connected devices in my household (exclusive)

Smart home device ownership by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I do not own any Smart Home devices (exclusive)

Smart speaker ownership by brand (multi pick, extended questionnaire)

Which smart speaker with an integrated virtual assistant do you own?

[regional list]

- Other
- I do not own any smart speakers (exclusive)

Total living space at home (in square feet) (single pick, basic questionnaire)

How much living space does your home offer in total?

- [input] feet²
- Don't know

Total living space at home (in square meters) (single pick, basic questionnaire)

How much living space does your home offer in total?

- [input] m²
- Don't know

Mobility

Attitudes towards mobility (multi pick, basic questionnaire)

The following questions are about cars and mobility: Which of these statements do you agree with?

- I am a car enthusiast
- I would like to switch to more environmentally-friendly means of transportation
- Owning a car is important to me
- Driving cars is bad for the environment
- I spend too much time commuting
- The public transportation system in my area is good
- I can imagine using a self-driving taxi
- There are not enough parking spaces where I live
- None of the above (exclusive)

Car ownership (multi pick, basic 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 (exclusive)

Car usage by make (single pick, basic questionnaire)

What make is your primarily used car?

[regional list]

- Other
- Don't know

Car by type (single pick, basic questionnaire)

What vehicle type is your primarily used car?

- Microcar (e.g. Volkswagen Up)
- Subcompact car (e.g. Volkswagen Polo, Ford Fiesta)
- Compact car (e.g. Volkswagen Golf, BMW 1 Series)
- Mid-size car (e.g. Volkswagen 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. Volkswagen Tiguan, Audi Q5)
- Sports car (e.g. Audi TT, Porsche 911)

- Minivan (e.g. Mercedes B-Class)
- Pickup truck (e.g. Volkswagen Amarok, Nissan Navara)
- Large van (e.g. Volkswagen Touran, Seat Alhambra)
- Light commercial vehicle (e.g. Volkswagen Transporter, Ford Transit)
- Campervan (e.g. Fiat Ducato, Mercedes V-Class)
- Other
- Don't know

Car propulsion systems by type (single pick, basic questionnaire)

Which of these propulsion types does your primarily used car use?

- Gasoline
- Diesel
- Hybrid (combination of combustion and electric drive)
- Electric
- Other
- Don't know

Car features (multi pick, basic 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
- Permanently installed display (cockpit or center console)
- Don't know (exclusive)
- None of the above (exclusive)

Car-smartphone connection usage (multi pick, 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 (on in-car display)
- To have information on gas stations, restaurants and other locations
- Real-time traffic information
- None of the above (exclusive)

Online-based car features (multi pick, extended questionnaire)

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

- Navigation (e.g. online real-time traffic information and map updates)
- Comfort services (e.g. remote or online assistance)
- Maintenance & diagnostics (e.g. web-based monthly report about the car parts)
- Safety & security (e.g. automated notification of roadside assistance)
- Remote services (e.g. vehicle localization or remote control of doors or heating)
- None of the above (exclusive)

Satisfaction with car make (detailed) (single pick, basic questionnaire)

How satisfied are you currently with your primarily used car make?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

Willingness to change car make (detailed) (single pick, basic questionnaire)

How likely are you going to change your (primarily used) car make on the next possible occasion?

- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely
- Don't know

Car purchase intention (single pick, basic questionnaire)

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

- Yes, a new car
- Yes, a used car
- Yes, a new or a used car
- No
- Don't know

Propulsion systems in consideration by type (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 (exclusive)
- Buying a car is not an option for me (exclusive)

Purchase criteria for cars (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
- Propulsion type
- Other
- Buying a car is not an option for me (exclusive)

Vehicle ownership (multi pick, basic questionnaire)

Now for another topic: Which of these items do you permanently have available in your household?

- Bicycle
- Electric bicycle (e-bike)
- Motor scooter (e.g. Vespa)
- Motorcycle
- None of the above (exclusive)

Mobility service usage (multi pick, basic questionnaire)

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

- Bike sharing (short periods, e.g. by the hour)
- Car sharing (short periods, e.g. by the hour)
- Ride sharing / ride hailing (short distance incl. driver)
- Taxis
- Bike rentals
- Bus (local)
- Train (local)
- Motor scooter sharing (short periods, e.g. by the hour)
- None of the above (exclusive)

Mobility service online bookings (multi pick, basic questionnaire)

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

- Local public transportation tickets
- Ride sharing / ride hailing (short distance incl. driver)
- Taxis
- Bike rentals
- None of the above (exclusive)

Modes of transportation by frequency (rating question: (Almost) daily, 2-5 times per week, 1-4 times per month, every 2-3 months, Less often, Not at all, extended questionnaire)

How often do you use the following modes of transportation?

- Bike rentals / bike sharing
- Car sharing (short periods, e.g. by the hour)
- Own motorcycle
- Own motor scooter
- Own bicycle
- Own / household car
- Local public transportation
- Ride sharing / ride hailing (short distance incl. driver)
- Taxis
- Motor scooter sharing (short periods, e.g. by the hour)

Car sharing usage by brand (multi pick, extended questionnaire)

Which of these car sharing providers have you used in the past 12 months?

[regional list]

- Other
- I have not used any car sharing providers (exclusive)

Ride sharing/hailing usage by brand (multi pick, extended questionnaire)

Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?

[regional list]

- Other
- I have not used any ride sharing / ride hailing or online taxi providers (exclusive)

Duration of daily commute (single pick, basic questionnaire)

On average, how long is your daily commute to work / school / university (one way)?

- Less than 15 minutes
- 15 to 29 minutes
- 30 to 59 minutes
- 60 to 119 minutes
- 120 minutes and more
- I do not commute

Modes of transportation for commuting (multi pick, extended questionnaire)

And which modes of transportation do you use for your daily commute to work / school / university?

- Bike rentals / bike sharing
- Car sharing (short periods, e.g. by the hour)
- Own motorcycle
- Own motor scooter
- Own bicycle
- Own / household car
- Local public transportation
- Ride sharing / ride hailing (short distance incl. driver)
- Taxis
- Motor scooter sharing (short periods, e.g. by the hour)
- Other

Travel

Attitudes towards traveling (multi pick, basic 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 it comes to traveling, sustainability is important to me
- 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
- The fear of terror attacks and political crises influences my traveling behavior
- I prefer individual travel plans over package holidays
- None of the above (exclusive)

Travel frequency for private purposes (single pick, basic 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

Travel frequency for business purposes (single pick, basic 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

Travel product bookings (multi pick, basic questionnaire)

Which of these travel products have you booked in the past 12 months?

- Train tickets (long distance)
- Bus tickets (long distance)
- Vacation apartment or house
- Flight tickets
- Hotels
- Car rentals
- Package holidays
- Cruises
- Ride sharing / carpooling (long distance travel)
- None of the above (exclusive)

Travel product online bookings (multi pick, basic 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
- Cruises
- Ride sharing / carpooling (long distance travel)
- None of the above (exclusive)

Hotel / private accommodation online bookings by brand (multi pick, 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)?

[regional list]

- Directly with the hotel or private accommodation
- Other portal

- I have not booked any accommodations online (exclusive)

Car rental bookings by brand (multi pick, extended questionnaire)

Which of these providers have you rented a car from in the past 12 months?

[regional list]

- Other
- I have not rented a car (exclusive)

Flight search engine online bookings by brand (multi pick, extended questionnaire)

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

[regional list]

- Directly with the airline
- Other portal
- I have not booked a flight (exclusive)

Flight bookings by airline brand (multi pick, extended questionnaire)

Which of these airlines have you booked a flight from in the past 12 months?

[regional list]

- Other
- I have not booked a flight (exclusive)

Package holiday bookings by brand (multi pick, extended questionnaire)

Which of these providers have you booked a package holiday from in the past 12 months?

[regional list]

- Other
- I have not booked a package holiday (exclusive)

eCommerce & Retail

Attitudes towards shopping (multi pick, basic questionnaire)

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

- Apparel and footwear have to be, above all, comfortable and practical
- I always shop at the same stores
- Dressing well is very important for me
- When strolling through stores, I tend to buy items spontaneously
- When shopping, I look out for special offers
- I prefer to purchase goods from various sellers through the same online shop (market place)
- None of the above (exclusive)

Interest in product categories (multi pick, basic questionnaire)

Which of these products and services are you interested in?

- Bags & accessories
- Clothing
- Shoes
- Consumer electronics (e.g. TV, smartphones)
- Household appliances
- Drugstore & health products

- Cosmetics & body care
- Food & drinks
- Books, movies, music & games
- Furniture & household goods
- Cars
- Bicycles
- Motorcycles
- Travels
- Detergents & cleaning products
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Importance of low-priced products by category (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
- PC / laptop
- Household appliances
- Cosmetics & body care
- Alcoholic drinks
- Food & non-alcoholic drinks
- Furniture & household goods
- Cars, motorcycles, bicycles
- Detergents & cleaning products
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Importance of luxury/premium products by category (multi pick, extended questionnaire)

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

- Bags & accessories
- Clothing
- Shoes
- TV & HiFi
- Smartphone
- PC / laptop
- Household appliances
- Cosmetics & body care
- Alcoholic drinks

- Food & non-alcoholic drinks
- Furniture & household goods
- Cars, motorcycles, bicycles
- Detergents & cleaning products
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Offline purchases by type (multi pick, basic questionnaire)

Which of these types of physical 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 / shoe store
- Sports store
- Wholesale store
- Department store
- Furniture store
- Jewelry store / jeweler
- None of the above (exclusive)

Attitudes towards food (multi pick, basic questionnaire)

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

- I have one or more food intolerances
- I avoid artificial flavors and preservatives
- I try to eat less meat
- I actively try to eat healthy
- I do not enjoy cooking
- I am on a restricted diet for health reasons
- Food must be convenient and fast
- I rarely have time for a proper meal
- I try to avoid plastic packaging when buying food
- None of the above (exclusive)

Diets and nutrition (summary) (multi pick, basic questionnaire)

Do you follow one or more of the following nutrition rules?

- Gluten-free (e.g. no wheat products)
- Lactose-free (e.g. no dairy products)
- Low-carb / no carb
- Pescatarian (not eating meat, but eating fish)
- Vegan (not eating any animal products)
- Vegetarian (not eating meat and fish)
- Other

- I don't follow any nutrition rules (exclusive)

Grocery shopping by 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
- Organic food store
- Online store / online retail
- Meal kit providers
- Specialist store (e.g. butcher shop)
- Supermarket
- Hypermarket
- Superstore / big-box store
- Warehouse club
- Other
- I do not buy food or products for everyday use (exclusive)

Purchase criteria for food (multi pick, basic questionnaire)

Out of the following, which are the most important aspects when choosing your food?

- Animal welfare
- Available in the normal supermarket
- Easy to prepare
- Everyone in the family has to like it
- Fair-trade
- Fresh
- Good taste / flavor
- High quality
- Long storage time and durability
- Low in calories
- Low price
- Natural ingredients
- Organic
- Regional products
- Seasonal products
- Other
- Don't know (exclusive)

Regularly consumed food and beverages (multi pick, basic questionnaire)

Which of these groceries and beverage products do you consume regularly?

- Soft drinks
- Beer
- Bread and bakery products
- Ready-made meals
- Fish
- Meat and sausages
- Milk products (milk, yoghurt, cheese, etc.)
- Fruit and vegetables

- Spirits
- Frozen ready-made meals
- Wine
- Bottled water
- Coffee
- Snacks and potato chips
- Jam and chocolate spreads
- Candy and chocolate
- Tea
- Rice
- Pasta
- Potatoes
- None of the above (exclusive)

Tobacco product usage (multi pick, basic questionnaire)

Which tobacco products do you smoke/consume at least occasionally?

- Cigarettes
- Roll-your-own tobacco
- Cigars
- Pipe tobacco
- E-cigarettes
- Vaporizer / vape pen
- Hookah
- Chewing tobacco
- Oral nicotine pouches (snus)
- Other
- I don't consume any tobacco products (exclusive)

Cigarettes smoked per day (single pick, basic questionnaire)

How many cigarettes a day do you smoke? Please exclude smokeless tobacco, e-cigarettes and e-liquids.

- I only smoke occasionally
- 1 to 5 cigarettes
- 6 to 10 cigarettes
- 11 to 20 cigarettes
- 21 to 30 cigarettes
- 31 cigarettes or more
- Don't know

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

From which of these stores do you regularly buy food and products for everyday use?
[regional list]

- Other
- I do not buy food or products of everyday use (exclusive)

Food purchased online by category (multi pick, extended questionnaire)

Which of these groceries or beverages have you ordered online and had delivered to your home in the past 12 months?

- Non-alcoholic soft drinks
- Beer
- Bread and bakery products

- Ready-made meals
- Fish products
- Meat and sausages
- Coffee, tea
- Milk products
- Fruit and vegetables
- Rice and pasta
- Spirits
- Snacks & candy
- Frozen food
- Wine
- Vegetable or fruit boxes
- Prepared ingredients and recipes (meal kit)
- Bottled water
- Other
- I have not ordered any groceries or beverages online (exclusive)

Online grocery shopping by store brand (multi pick, extended questionnaire)

From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?

[regional list]

- Other
- I have not ordered any groceries, beverages or meal kits online (exclusive)

Personal care product usage by category (multi pick, basic questionnaire)

Which of these body care and cosmetics products 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 (toothpaste, mouthwash, etc.)
- Perfume, fragrances
- None of the above (exclusive)

Purchase criteria for personal care (multi pick, extended questionnaire)

Based on which criteria do you usually select your body care and cosmetics products?

- Brand
- Habit
- Ingredients (e.g. no silicone, no allergens)
- Low price
- Organic / natural cosmetics
- Packaging
- Promised effects
- Quality
- Recommendations of friends / acquaintances
- Reviews
- Scent
- Skin compatibility
- Sustainability / eco-friendliness
- Other

- Don't know (exclusive)
- [regional list]

Attitudes towards online shopping (multi pick, basic 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 (exclusive)

Online vs. offline product research by category (multi pick, basic questionnaire)

For which of these products do you mostly look for information online rather than offline?

- Bags & accessories
- Clothing
- Shoes
- Consumer electronics (e.g. TV, smartphones)
- Household appliances
- Drugstore & health products
- Cosmetics & body care
- Food & drinks
- Books, movies, music & games
- Furniture & household goods
- Cars, motorcycles, bicycles
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Online vs. offline purchases by category (multi pick, basic questionnaire)

Which of these products do you mostly buy / order online rather than offline?

- Bags & accessories
- Clothing
- Shoes
- Consumer electronics (e.g. TV, smartphones)
- Household appliances
- Drugstore & health products
- Cosmetics & body care
- Food & drinks
- Books, movies, music & games

- Furniture & household goods
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Drivers of online purchases (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
- Don't know (exclusive)
- There are no good reasons to buy items online (exclusive)

Online purchases by category (multi pick, basic questionnaire)

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

- Bags & accessories
- Clothing
- Shoes
- Consumer electronics (e.g. TV, smartphones)
- Household appliances
- Drugstore & health products
- Cosmetics & body care
- Food & drinks
- Books, movies, music & games (excluding downloads)
- Furniture & household goods
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- Other
- I have not bought anything online (exclusive)

Purchase intention by category (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
- Don't know (exclusive)
- None of the above (exclusive)

Online purchases by device (multi pick, extended questionnaire)

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

- Desktop PC
- Streaming device (e.g. Apple TV, Chromecast)
- Smartphone
- Smart TV
- Tablet
- Smart speakers (e.g. Amazon Echo)
- Laptop
- None of the above (exclusive)

Online purchases by brand (multi pick, extended questionnaire)

Which of these online shops have you bought something from in the past 12 months?
[regional list]

- Other
- I have not bought anything online (exclusive)

Returns of online purchases by category (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 (e.g. TV, smartphones)
- Household appliances
- Cosmetics & body care
- Food & drinks
- Books, movies, music & games (excluding downloads)
- Furniture & household goods
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- Other
- I did not send anything back (exclusive)

Second-hand purchases by category (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 (e.g. TV, smartphones)
- Household appliances
- Books, movies, music & games (excluding downloads)
- Furniture & household goods
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- Other
- I did not buy anything second hand (exclusive)

Product rentals in consideration (multi pick, extended questionnaire)

Which of these products would you also consider to rent instead of buying them?

- TV & HiFi
- Smartphone
- PC / laptop
- Household appliances
- Furniture & household goods
- Cars
- Bicycles
- Motorcycles
- Sports equipment
- Other
- I would not rent anything (exclusive)

Multichannel service relevance (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 (exclusive)

Media & Digital Media

Attitudes towards digital media (multi pick, basic questionnaire)

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

- I use alternative websites and apps to watch paid content for free
- It is important to me to get the best image and sound quality
- I want to access my music / movies on all my devices (TV, smartphone, tablet, etc.)
- I prefer to own hard copies of films, books or music (e.g. DVD, CD, vinyl)
- I prefer digital content as it is easier to manage

- Digital services allow me to discover new and exciting content
- It is too expensive to afford all the streaming services that I want
- None of the above (exclusive)

Media service usage (multi pick, basic questionnaire)

Which of the following media services have you used in the past 12 months?

- TV (broadcast / cable / satellite)
- Digital video content (download / streaming)
- Radio
- Digital music content (download / streaming)
- Audiobooks (download / streaming)
- Podcasts
- Video on hard copies (e.g. DVD, Blu-ray)
- Music on hard copies (e.g. CD, vinyl)
- None of the above (exclusive)

Digital video purchases (detailed) (multi pick, basic questionnaire)

The following questions are about digital video content, excluding hard copies, such as DVDs or Blurays. Have you spent money on digital video content in the past 12 months?

- Yes, on a subscription
- Yes, on downloads
- Yes, on rentals (e.g. video content for 48hrs)
- No, I only use free-of-charge / advertising-based offers (exclusive)
- No, I don't watch videos on the internet (exclusive)

Digital video usage by devices (multi pick, extended questionnaire)

Which devices do you use to watch digital video content?

- Desktop PC
- Streaming device (e.g. Apple TV, Chromecast)
- Smartphone
- Smart TV
- Tablet
- Gaming console (e.g. PS4, Xbox)
- Laptop
- Don't know (exclusive)

Digital video preferences by genre (multi pick, extended questionnaire)

In general, which types of films or shows do you watch as online content?

- Animation (cartoons, anime, etc.)
- Comedies
- Documentaries
- Dramas
- Game shows
- Horror
- Kids shows
- Music videos & shows
- News (local or national)
- Reality TV
- Religious
- Science fiction and fantasy

- Soap operas & telenovelas
- Sports
- Talk shows
- Thriller / mystery / crime
- Other
- Don't know (exclusive)

Drivers of digital video purchases (multi pick, extended questionnaire)

Why do you pay for digital video content?

- To access a great variety of content
- Less advertising
- High image and sound quality
- To access original content
- To access specific films or TV shows
- To access sports
- To avoid illegal downloading / streaming
- To "binge" shows (watch lots of episodes back to back)
- To watch what I want, when I want
- Good value for money
- Other
- Don't know (exclusive)

Digital video purchases by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not paid for video on demand (exclusive)

TV content preferences by genre (multi pick, extended questionnaire)

The following questions are about TV: In general, which types of films or shows do you watch on TV (broadcast / cable / satellite)?

- Animation (cartoons, anime, etc.)
- Comedies
- Documentaries
- Dramas
- Game shows
- Horror
- Kids shows
- Music videos & shows
- News (local or national)
- Reality TV
- Religious
- Science fiction and fantasy
- Soap operas & telenovelas
- Sports
- Talk shows
- Thriller / mystery / crime
- Other
- Don't know (exclusive)

TV subscription payment (single pick, basic questionnaire)

Do you currently pay for a TV subscription (cable / satellite)?

- Yes
- No
- Don't know

Drivers of TV subscription payment (multi pick, extended questionnaire)

Why do you pay for a TV subscription (cable / satellite)?

- High image and sound quality
- To access original content
- To access specific films or TV shows
- To access sports
- To avoid illegal downloading / streaming
- Good value for money
- To access pay-per-view channels
- To access lots of channels
- Came with internet package
- Is part of my rental agreement
- Other
- Don't know (exclusive)

TV subscription by brand (single pick, extended questionnaire)

With which company do you currently have a paid TV subscription (cable / satellite)?

[regional list]

- Other
- Don't know (exclusive)
- I do not pay for a TV subscription (exclusive)

Digital music purchases (detailed) (multi pick, basic questionnaire)

The following questions are about digital music content or podcasts, excluding hard copies, such as CDs or vinyl records. Have you spent money on digital music content or podcasts in the past 12 months?

- Yes, as part of a subscription
- Yes, on downloads
- No, I only use free-of-charge / advertising-based options (exclusive)
- No, I don't listen to music via the internet (exclusive)

Digital music usage by device (multi pick, extended questionnaire)

Which devices do you use to listen to your digital music content or podcasts? This excludes hard copies, such as CDs, vinyl records, etc.

- Desktop PC
- Streaming device (e.g. Apple TV, Chromecast)
- Smartphone
- Smart TV
- Tablet
- Streaming speakers / smart speakers (e.g. Amazon Echo)
- Gaming console (e.g. PS4, Xbox)
- Laptop
- Music center (Hifi / stereo)
- Other
- Don't know (exclusive)

Digital music preferences by genre (multi pick, extended questionnaire)

In general, which of the following genres, shows or podcasts do you listen to via digital music services?

- Classical music
- Comedy
- Dance / electronic music
- Documentary
- Drama
- Jazz and blues
- News / talk
- Pop / adult contemporary music
- Religious
- Rock / alternative / indie music
- Sports
- Urban music (hip hop, R&B, etc.)
- World music
- Country music
- Folk music
- Schlager
- Other
- Don't know (exclusive)

Drivers of digital music purchases (multi pick, extended questionnaire)

What are the main reasons why you pay for digital music content or podcasts?

- To access a great variety of content
- Less advertising
- High sound quality
- To access original content
- To access specific music or shows
- To avoid illegal downloading / streaming
- To listen to what I want, when I want
- Good value for money
- Other
- Don't know (exclusive)

Digital music purchases by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not paid for music online (exclusive)

Radio content preferences by genre (multi pick, extended questionnaire)

Now for another topic: In general, which of the following genres and shows do you listen to on the radio?

- Classical music
- Comedy
- Dance / electronic music
- Documentary
- Drama

- Jazz and blues
- News / talk
- Pop / adult contemporary music
- Religious
- Rock / alternative / indie music
- Sports
- Urban music (hip hop, R&B etc.)
- World music
- Traffic
- Weather
- Country music
- Folk music
- Schlager
- Other
- Don't know (exclusive)

Types of media by frequency (rating question: Less than 1 hour, 1 to 5 hours, 6 to 10 hours, 11 to 15 hours, 16 to 20 hours, More than 20 hours, Don't know, basic questionnaire)

How many hours per week do you spend using the following services?

- TV (broadcast / cable / satellite)
- Digital video content (download / streaming)
- Radio
- Digital music content (download / streaming)
- Audiobooks (download / streaming)
- Podcasts
- Video on hard copies (e.g. DVD, Blu-ray)
- Music on hard copies (e.g. CD, vinyl)

Publishing media services usage (multi pick, basic questionnaire)

Now for another topic: Which of the following media services have you used in the past 12 months?

- Books (print)
- eBooks
- Daily newspapers (print)
- ePaper / online news websites
- Weekly newspapers (print)
- Magazines (print)
- eMagazines / online magazine websites (e.g. fashion, sports, entertainment)
- None of the above (exclusive)

ePublishing product purchases (detailed) (multi pick, basic questionnaire)

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

- Audiobooks (download / streaming)
- eBooks
- eMagazines / online magazine websites (e.g. fashion, sports, entertainment)
- ePaper / online news websites
- Podcasts
- None of the above (exclusive)

eBook purchases by store brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not bought any eBooks (exclusive)

*ePaper purchases by brand (multi pick, extended questionnaire)***Which of these online news websites have you spent money on in the past 12 months?**

[regional list]

- Other
- I have not paid for any online news websites (exclusive)

*eMagazine purchases by brand (multi pick, extended questionnaire)***Which of these online magazine websites (e.g. fashion, sports, entertainment) have you spent money on in the past 12 months?**

[regional list]

- Other
- I have not paid for any online magazine websites (exclusive)

*Print media purchases (detailed) (multi pick, basic questionnaire)***The following questions are about print media: Which of these print media products have you spent money on in the past 12 months?**

- Books
- Daily newspapers
- Weekly newspapers
- Magazines
- None of the above (exclusive)

*Book purchases by store brand (multi pick, extended questionnaire)***Where have you purchased printed books in the past 12 months (in-store or website)?**

[regional list]

- Other
- I have not bought any books (exclusive)

*Daily newspaper purchases by type (multi pick, extended questionnaire)***How do you usually buy printed daily newspapers?**

- As part of a subscription
- As single issues
- Don't know (exclusive)

*Daily newspaper consumption by brand (multi pick, extended questionnaire)***Which of the following printed daily newspapers have you read in the past 2 weeks?**

[regional list]

- Other
- I did not read any in the past 2 weeks (exclusive)

*Magazine / weekly newspaper purchases by type (multi pick, extended questionnaire)***How do you usually buy printed magazines or weekly newspapers?**

- As part of a subscription
- As single issues
- Don't know (exclusive)

Magazine / weekly newspaper consumption by brand (multi pick, extended questionnaire)

Which of the following printed magazines or weekly newspapers have you read in the past 3 months?

[regional list]

- Other
- I did not read any in the past 3 months (exclusive)

Video game usage by device (multi pick, basic questionnaire)

Now for another topic: 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
- Smart TV
- Streaming device (e.g. Apple TV, Chromecast)
- Other
- I don't play video games (exclusive)

Video game purchases (detailed) (multi pick, basic 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 [hidden item]
- Yes, on subscriptions
- Yes, on online games
- No (exclusive)

Hours spent on playing video games per week (single pick, basic questionnaire)

In general, how many hours per week do you spend playing video games?

- Less than 1 hour
- 1 to 5 hours
- 6 to 10 hours
- 11 to 15 hours
- 16 to 20 hours
- More than 20 hours
- Don't know

Video game preferences by genre (multi pick, extended questionnaire)

In general, which types of video games do you play?

- Action (e.g. platform games, fighting games)
- Action-adventure
- Adventure
- Casual
- MMO (massively multiplayer online games)
- MMORPG (massively multiplayer online role-playing games)
- MOBA (multiplayer online battle arenas)
- Role-playing
- Shooters (e.g. first-person shooters)

- Simulation
- Sports
- Strategy
- Other
- Don't know (exclusive)

Digital video game purchases by store brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not spent money online on digital video games (exclusive)

Video game purchases by store brand (multi pick, extended questionnaire)

Where have you purchased video games on a data medium / hard copy in the past 12 months (in-store or website)?

[regional list]

- Other
- I have not bought any hard copies of video games (exclusive)

Digital video game subscription service by brand (multi pick, extended questionnaire)

Which of these video game subscriptions have you used as a paying customer in the past 12 months?

[regional list]

- Other
- I do not pay for a video game subscription (exclusive)

Video game streaming sites usage (multi pick, extended questionnaire)

Do you use any video game streaming sites (e.g. Twitch, YouTube Gaming)?

- Yes, I broadcast
- Yes, I watch channels
- No, I do not use these sites (exclusive)

Video game streaming site purchases (multi pick, extended questionnaire)

Have you spent money on video game streaming sites (e.g. Twitch, YouTube Gaming) in the past 12 months?

- Yes, on a subscription
- Yes, as a donation
- Yes, on event passes
- No (exclusive)

Video game streaming sites usage by brand (multi pick, extended questionnaire)

Which video game streaming sites have you used in the past 12 months?

[regional list]

- Other
- I have not used any video game streaming sites (exclusive)

Marketing & Social Media

Attitudes towards online advertising (multi pick, basic questionnaire)

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

- It annoys me when I receive online ads based on my search history
- I don't mind advertising if I get free content in return
- I have bought products because celebrities or influencers advertised them
- I use ad blockers when browsing the internet
- I am often annoyed by advertising on the internet
- I don't mind when companies use my personal data for advertising
- None of the above (exclusive)

Sources of inspiration for new products (multi pick, extended questionnaire)

How do you usually find out about new interesting products?

- Blogs and podcasts
- Online forums
- Question and 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
- Advertisements
- Magazines and newspapers
- None of the above (exclusive)

Sources of information about products (multi pick, basic questionnaire)

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

- Blogs and podcasts
- Online forums
- Question and answer websites and apps
- Friends and acquaintances
- Coupon and deal websites and apps
- In the store
- Customer reviews
- Online stores
- Price comparison websites
- 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 (exclusive)

Products/topics talked about online (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 (exclusive)

Drivers of online recommendations (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 (exclusive)

Website and online service usage by type (multi pick, basic 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 (exclusive)

Search engine usage by brand (multi pick, basic questionnaire)

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

[regional list]

- Other
- I have not used any search engines (exclusive)

Smartphone app usage by type (multi pick, extended questionnaire)

Which kind of smartphone apps do you use regularly?

- Dating apps
- E-mail services
- Fitness apps
- Internet browser
- Calendar
- Camera / photo editing apps
- Media archives
- Messenger apps
- Music services
- News services
- Traffic navigation apps
- Shopping apps
- Social media apps
- Games
- Video services
- Health apps
- None of the above (exclusive)

Social media usage by platform type (multi pick, basic questionnaire)

What kinds of social media do you use regularly?

- Business networks (e.g. LinkedIn)
- Media sharing (e.g. Snapchat, Instagram, YouTube, Pinterest)
- Instant messengers (e.g. WhatsApp, Facebook Messenger, WeChat)
- (Micro-)blogging (e.g. Twitter, Tumblr, WordPress)
- Social networks (e.g. Facebook)
- Discussion forums (e.g. Reddit, Quora)
- Consumer review networks (e.g. Yelp, TripAdvisor)
- Other
- I do not use social media regularly (exclusive)

Social network usage by brand (multi pick, extended questionnaire)

What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.

[regional list]

- Other
- I do not use social media regularly (exclusive)

Social network usage by frequency (single pick, basic questionnaire)

How often do you use social media like Facebook or Instagram? This does not include instant messengers such as WhatsApp.

- Daily
- Several times a week
- Once a week
- Several times a month

- Once a month
- Less often
- Never

Messenger usage by brand (multi pick, extended questionnaire)

Which instant messenger or video call services do you use regularly?

[regional list]

- Other
- I do not use messenger or video call services (exclusive)

Service & eServices

Attitudes towards services (multi pick, basic questionnaire)

The following questions are about various services you might use (e.g. beauty treatments, household help): Which of the following statements do you agree with?

- I like organizing my life through my smartphone
- I'm often unsatisfied with services
- I prefer to use services where I can have a personal contact
- I tend to book services online
- I gladly pay for services that make my life more convenient
- None of the above (exclusive)

Service usage (multi pick, basic questionnaire)

Have you used any of the following services in the past 12 months?

- Beauty treatments (e.g. hairdresser, manicure)
- Dating / matchmaking
- Buying event tickets
- Fitness & health services (e.g. gym membership, massage, fitness app)
- Restaurant and food delivery
- Household services (e.g. handyman, gardener, cleaner)
- Legal consultation
- Professional training (e.g. language courses, IT training)
- Tax consultation
- None of the above (exclusive)

Service online bookings (multi pick, basic questionnaire)

Which of the following services have you booked online in the past 12 months?

- Beauty treatments (e.g. hairdresser, manicure)
- Dating / matchmaking
- Buying event tickets
- Fitness & health services (e.g. gym membership, massage, fitness app)
- Restaurant and food delivery
- Household services (e.g. handyman, gardener, cleaner)
- Legal consultation
- Professional training (e.g. language courses, IT training)
- Tax consultation
- None of the above (exclusive)

Professional training purchases (multi pick, extended questionnaire)

Which of the following professional training services have you spent money on in the past 12 months (e.g. language courses, IT training)?

- Online training / courses (website or apps)
- Personal business / life coach
- Singular course / class
- Other
- I haven't spent any money on professional training (exclusive)

Fitness and health service purchases (multi pick, extended questionnaire)

Which of the following fitness and health services have you spent money on in the past 12 months?

- Online services (website or apps)
- Gym membership
- Sports club membership
- Personal trainer
- Individual sports course / class
- Wellness services (e.g. massage)
- Other
- I haven't spent any money on fitness or health services (exclusive)

Fitness and health service online purchases (multi pick, extended questionnaire)

What type of fitness or health online services (website or app) have you spent money on in the past 12 months?

- Contraception or fertility tracking
- Fitness, yoga and training
- Health tracking
- Medication checkers / reminders
- Meditation / mindfulness / sleeping apps
- Weight loss / healthy eating
- Other
- I have not paid for any fitness or health services online (exclusive)

Online fitness and health service (website or app) purchases by brand (multi pick, extended questionnaire)

Which of these fitness or health services (website or app) have you used as a paying customer in the past 12 months?

[regional list]

- Other
- I have not paid for any fitness or health services online (exclusive)

Event ticket bookings by event (multi pick, extended questionnaire)

Which of these events have you booked tickets for in the past 12 months?

- Theater / ballet / opera
- Movies / cinema
- Museum
- Music events / concerts
- Comedy / cabaret
- Sports events / games
- Other
- I have not booked any tickets (exclusive)

Event ticket online bookings by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not bought any event tickets online (exclusive)

Online food delivery bookings by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not used any online food delivery services (exclusive)

Fee-based online dating usage (multi pick, basic 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 (exclusive)

Fee-based online dating usage by brand (multi pick, extended questionnaire)

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

[regional list]

- Other
- I have not paid for any online dating services (exclusive)

Demographics

Education (international comparison) (single pick, basic questionnaire)

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

Employment status (single pick, basic 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

Marital status (single pick, basic questionnaire)

What is your marital status?

- Single / unmarried
- In a relationship
- Married
- Divorced / widowed
- Would rather not say

LGBTQ+ community (single pick, basic questionnaire)

Do you consider yourself part of the LGBTQ+ community?

- Yes
- No
- Would rather not say

Gender identity (single pick, basic questionnaire)

What is your gender identity?

- Female
- Male
- Trans female
- Trans male
- Genderqueer / genderfluid
- Non-binary
- Other
- Would rather not say

Sexual orientation (single pick, basic questionnaire)

Which of the following best describes you?

- Heterosexual / straight
- Homosexual
- Bisexual
- Pansexual
- Asexual
- Queer
- Other
- Would rather not say

Household size (single pick, basic 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

Children under 14 years of age in household (single pick, basic 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

Household members (multi pick, basic questionnaire)

Who do you currently live with?

- Partner / spouse
- Children
- Parents
- In-laws
- Siblings
- Grandparents
- Grandchildren
- Roommates
- Other

Current living situation (single pick, basic 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

Community size (single pick, basic 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

Community type (single pick, basic 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

Ethnicity (single pick, basic questionnaire)

Which of the following best describes you?

[regional list]

- Other
- Multiple ethnicities (exclusive)

- Would rather not say (exclusive)

Migrant background (multi pick, basic questionnaire)

Were you or your parents born outside of your current country of residence?

- Yes, me
- Yes, one parent
- Yes, both parents
- No (exclusive)
- Would rather not say (exclusive)

Country of birth (single pick, extended questionnaire)

What country where you born in?

- Afghanistan
- Albania
- Algeria
- Angola
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Belarus
- Belgium
- Belize
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Brazil
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Cambodia
- Cameroon
- Canada
- Chad
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Democratic Republic of the Congo
- Denmark
- Djibouti
- Dominican Republic
- Ecuador

- Egypt
- El Salvador
- Equatorial Guinea
- Estonia
- Ethiopia
- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Guatemala
- Guyana
- Haiti
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Ivory Coast
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Libya
- Lithuania
- Luxembourg
- Macedonia
- Malawi
- Malaysia
- Mali
- Malta
- Mexico
- Moldova
- Mongolia
- Montenegro

- Morocco
- Mozambique
- Myanmar
- Namibia
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- North Korea
- Norway
- Oman
- Pakistan
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Republic of the Congo
- Romania
- Russia
- Rwanda
- Saudi Arabia
- Senegal
- Serbia
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sudan
- Suriname
- Sweden
- Switzerland
- Syria
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste
- Tunisia
- Turkey
- Turkmenistan
- Uganda

- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Venezuela
- Vietnam
- Yemen
- Zambia
- Zimbabwe
- Åland Islands
- American Samoa
- Andorra
- Anguilla
- Antarctica
- Antigua and Barbuda
- Aruba
- Barbados
- Benin
- Bermuda
- Bonaire
- Bouvet Island
- British Virgin Islands
- Burundi
- Cabo Verde
- Christmas Island
- Curaçao
- Dominica
- Eritrea
- Eswatini
- Fiji
- French Guiana
- French Polynesia
- Gibraltar
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guernsey
- Guinea
- Guinea-Bissau
- Heard Island and McDonald Islands
- Isle of Man
- Jersey
- Kiribati
- Lesotho
- Liberia
- Liechtenstein
- Macau

- Madagascar
- Maldives
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Monaco
- Montserrat
- Nauru
- New Caledonia
- Niue
- Norfolk Island
- Palau
- Papua New Guinea
- Pitcairn
- Puerto Rico
- Réunion
- Saint Barthélemy
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Martin
- Saint Pierre and Miquelon
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Seychelles
- Sint Maarten
- Solomon Islands
- South Georgia and the South Sandwich Islands
- Sri Lanka
- State of Palestine
- Svalbard
- Taiwan
- The Bahamas
- The Cayman Islands
- The Central African Republic
- The Comoros
- The Cook Islands
- The Falkland Islands
- The Faroe Islands
- The French Southern Territories
- The Holy See
- The Marshall Islands
- The Northern Mariana Islands
- The Turks and Caicos Islands
- Togo
- Tokelau
- Tonga

- Trinidad and Tobago
- Tuvalu
- U.S. Virgin Islands
- Vanuatu
- Wallis and Futuna
- Western Sahara
- Other
- Would rather not say

Religion (single pick, basic questionnaire)

What is your religion?

- Christianity
- Islam
- Hinduism
- Buddhism
- Judaism
- Other religion
- I'm non-religious
- I am an atheist
- Would rather not say

Life value classification by relevance (multi pick, basic questionnaire)

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

- To be successful
- An honest and respectable life
- Having a good time
- Advancing my career
- Safety and security
- Making my own decisions
- A happy relationship
- Learning new things
- Traditions
- Social justice

Attitudes towards innovation (multi pick, extended questionnaire)

Which of these statements apply to you?

- I like trying out innovative products
- I like staying up to date with new technology
- 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 (exclusive)

Media usage by channel (multi pick, basic questionnaire)

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

- TV
- Radio
- Newspapers
- Magazines

- Movies / cinema
- None of the above (exclusive)

Social media activities (multi pick, basic questionnaire)

Which of these things have you done on social media 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 media only passively (exclusive)
- I haven't used social media (exclusive)

Advertising touchpoints (multi pick, basic 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 (exclusive)

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 (exclusive)

Brand awareness by category (multi pick, basic questionnaire)

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

- Bags & accessories
- Clothing
- Shoes
- TV & HiFi
- Smartphone
- PC / laptop
- Household appliances
- Cosmetics & body care
- Alcoholic drinks
- Food & non-alcoholic drinks
- Furniture & household goods
- Cars, motorcycles, bicycles
- Detergents & cleaning products
- Toys & baby products
- Sports & outdoor products
- DIY, garden & pet products [hidden item]
- Stationery & hobby supplies
- DIY & garden products
- Pet products
- None of the above (exclusive)

Country's economic situation (detailed) (single pick, basic questionnaire)

How would you evaluate the economic situation of your country of residence?

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative
- Don't know

Personal economic situation (detailed) (single pick, basic questionnaire)

How would you evaluate your personal economic situation?

- Very positive
- Positive
- Neither positive nor negative
- Negative
- Very negative
- Don't know

Political views (rating question: Left,,,,,,,,,Right,Prefer not to answer, basic questionnaire)

Many people use the terms 'left' and 'right' when they want to describe political views. Where would you place yourself on a scale from left to right?

- Political views

Challenges for the country (detailed) (multi pick, basic questionnaire)

What do you personally think are the most important issues in your country of residence that need to be addressed?

- Economic situation
- Unemployment
- Poverty
- Government debt
- Rising prices / inflation / cost of living
- Immigration
- Education
- Housing
- Health and social security
- Environment
- Unifying the country
- Civil rights
- Crime
- Religious conflicts
- Food and water security
- Terrorism
- Climate change
- Defense & foreign affairs
- Other
- Don't know (exclusive)

View on personal future (detailed) (single pick, basic questionnaire)

How do you feel about your personal future?

- Very optimistic
- Fairly optimistic
- Neither optimistic nor pessimistic
- Fairly pessimistic
- Very pessimistic
- Don't know

Attitudes towards COVID-19 pandemic (multi pick, basic questionnaire)

Please think about the impact of the COVID-19 pandemic on your everyday life in the past 12 months: Which of these statements do you agree with?

- My financial situation has been impacted negatively
- I have been experiencing feelings of stress and anxiety
- I have been trying to spend less money
- I have cancelled or changed vacation plans
- I have been working more from home
- I shop more online (e.g. products, services)
- I avoid in-person meetings with others
- None of the above (exclusive)

Hobbies & interests (multi pick, basic questionnaire)

What are your hobbies and interests?

- Arts and crafts
- Dancing
- Food
- Gardening
- Health and fitness

- Music
- Pets
- Photography
- Reading/writing
- Socializing
- Watching sports
- Technology/computers
- Travel
- Video games
- Playing sports
- Other
- Don't know (exclusive)

Annual household income (single pick, basic questionnaire)

If you add up everything: About how high is the annual gross income that your total household has at its disposal, before tax and contributions?

- Local Currency [input]
- Prefer not to say