

GlobalWebIndex

Core Survey | Q1 2021

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Methodology & Sample Size

Each quarter, GWI fields its full Core survey in 43 markets. In addition, it runs a shorter mobile version of the same survey in 47 markets (including Ghana, Kenya, Morocco and Nigeria).

The minimum sample sizes for both surveys are outlined in the table.

Some questions within the full survey are only asked to a representative subset of respondents. These questions are included in what is referred to as the 'Brand & Media' module.

Throughout this document, questions included in the Mobile survey are indicated with an asterisk (*), whilst the questions included within Brand & Media are indicated by two asterisks (**).

MARKET	CORE	MOBILE	TOTAL
Argentina	1,000	500	1,500
Australia	2,750	1,250	4,000
Austria	1,000	250	1,250
Belgium	1,000	250	1,250
Brazil	4,000	1,500	5,500
Canada	3,375	1,375	4,750
China	16,500	7,500	24,000
Colombia	1,750	750	2,500
Denmark	1,250	250	1,500
Egypt	1,250	500	1,750
France	3,500	1,500	5,000
Germany	3,500	1,500	5,000
Greece	1,000	250	1,250
Ghana	-	1,000	1,000
Hong Kong	1,250	250	1,500
India	9,500	4,000	13,500
Indonesia	3,500	1,500	5,000
Ireland	1,000	250	1,250
Israel	1,000	500	1,500
Italy	3,500	1,500	5,000
Japan	2,250	1,000	3,250
Kenya	-	1,000	1,000
Malaysia	1,875	875	2,750
Mexico	3,000	1,250	4,250
Morocco	-	1,000	1,000
Netherlands	1,000	250	1,250
New Zealand	1,000	250	1,250
Nigeria	-	1,000	1,000
Philippines	2,000	1000	3,000
Poland	1,500	500	2,000
Portugal	1,000	250	1,250
Romania	1,000	250	1,250
Russia	2,500	1,000	3,500
Saudi Arabia	750	750	1,500
Singapore	1,875	875	2,750
South Africa	1,000	500	1,500
South Korea	1,500	375	1,875
Spain	3,500	1,500	5,000
Sweden	1,875	625	2,500
Switzerland	1,250	250	1,500
Taiwan	1,375	875	2,250
Thailand	2,250	1,500	3,750
Turkey	1,500	500	2,000
United Arab Emirates	1,250	500	1,750
United Kingdom	7,000	3,000	10,000
USA	17,500	7,500	25,000
Vietnam	1,750	750	2,500
TOTAL	121,625	55,125	176,750

Questions marked with * are seen by all respondents, including those who answer the shorter version of the Core survey via mobile.
Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

Note

Throughout this document, you can click on any question name to view the corresponding data in the Platform

DEVICE IMPORTANCE

Which of these would you say is the most important device you use to access the internet, whether at home or elsewhere?

- Desktop PC
- Laptop
- Smartphone / Mobile
- Tablet

Device	Responses
Desktop PC	178
Laptop	2545
Smartphone / Mobile	4018
Tablet	235

Demographics

Personal Demographics

GENDER*	Which of the following best describes your gender?	Male Female
AGE (INDIVIDUAL) / AGE (GROUPS) *	How old are you?	16-24 25-34 35-44 45-54 55-64
		NOTE: Respondents enter their age (in years) in a free-text box. Responses are then grouped together to form the following age groups.
GENERATIONS*	Respondents are assigned to their generation based on their age when they completed the survey, with respondents classified as follows:	Gen Z Gen Y (Millennials) Gen X Baby Boomers
		NOTE: Respondents enter their age (in years) in a free-text box. Responses are then grouped together to form the following age groups.
SEXUAL ORIENTATION*	Which best describes your sexual orientation?	<ul style="list-style-type: none"> • Heterosexual / straight • Homosexual / gay / lesbian • Bisexual • Other • Prefer Not to Say
		NOTE: This question is asked only in North America, Australia, New Zealand, Israel, South Africa and Europe (excluding Poland, Turkey, Romania and Russia)
EDUCATION *	What best describes the highest level of education you have achieved?	<ul style="list-style-type: none"> • Schooling until age 16 • Schooling until age 18 • Trade / technical school or college • University degree • Postgraduate degree
		NOTE: Respondents are shown education levels / options relevant to their own market. All of them correspond to the International Standard Classification of Education (ISCED).

TYPE OF STUDENT COURSE	What type of course / qualification are you currently studying for?	<ul style="list-style-type: none"> Undergraduate degree Postgraduate degree Short course (e.g. certificates) Trade / technical course Other
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NOTE: This question is asked only to those who say they are currently in education

Location

COUNTRY OF RESIDENCE*	<ul style="list-style-type: none"> Argentina Australia Austria Belgium Brazil Canada China Colombia Egypt France Germany Ghana Greece Hong Kong India Indonesia Denmark Israel Ireland Italy Japan Kenya Malaysia Mexico Morocco Netherlands New Zealand Nigeria Philippines Poland Portugal Romania Russia Saudi Arabia Singapore South Africa South Korea Spain Sweden Romania Taiwan Thailand Turkey UAE UK USA Vietnam Switzerland
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COUNTRY LOCAL REGIONS*	In what city or region of the country do you live?	Respondents see a list appropriate to their country of residence
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WORLD REGION (WORLD)*	<ul style="list-style-type: none"> APAC Europe Latin America Middle East & Africa North America 	<ul style="list-style-type: none"> Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam Austria, Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, UK Argentina, Brazil, Colombia, Mexico Egypt, Ghana, Kenya, Israel, Morocco, Nigeria, Saudi Arabia, South Africa, UAE Canada, USA
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NOTE: Responses to this question are auto-generated from panel information, with respondents then grouped into world regions

WORLD REGION (ECONOMIC)*	<ul style="list-style-type: none"> • APEC • ASEAN • BRIC • BRICS • EU5 • G7 • G8 • G20 • OECD • Emerging Markets 	<p>Australia, Canada, China, Hong Kong, Indonesia, Japan, Malaysia, Mexico, New Zealand, Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, USA, Vietnam</p> <p>Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam</p> <p>Brazil, China, India, Russia</p> <p>Brazil, China, India, Russia, South Africa</p> <p>France, Germany, Italy, Spain, UK</p> <p>Canada, France, Germany, Italy, Japan, UK, USA</p> <p>Canada, France, Germany, Italy, Japan, Russia, UK, USA</p> <p>Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Spain, Turkey, UK, USA</p> <p>Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Italy, Japan, Italy, Japan, Mexico, Netherlands, New Zealand, Poland, Portugal, South Korea, Spain, Sweden Switzerland, Turkey, UK, USA</p> <p>Argentina, Brazil, China, Egypt, Ghana, India, Indonesia, Kenya, Malaysia, Mexico, Morocco, Nigeria, Philippines, Poland, Russia, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey, Vietnam</p>
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NOTE: Responses to this question are auto-generated from panel information, with respondents then grouped into economic regions

URBAN CONTEXT*	Where is your household located?	Urban Environment Suburban Environment Rural Environment
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ETHNICITY*	What best describes your ethnicity?	Australia	New Zealand
		<ul style="list-style-type: none"> • European • Aboriginal / Torres Strait Islander / Indigenous Australian • Chinese • Indian • Other Asian • Other ethnicity / background • Prefer not to say 	<ul style="list-style-type: none"> • New Zealand European • Chinese • Indian • Māori • Middle Eastern / Latin American / African • Pacific Islander • Other Asian • Other Ethnicity • Prefer not to say
		Canada	Singapore
		<ul style="list-style-type: none"> • Chinese • Indian • Malay • Other • Prefer not to say 	<ul style="list-style-type: none"> • Chinese • Indian • Malay • Other • Prefer not to say

- White
- Black
- Hispanic
- South Asian
- Chinese
- First Nations
- Other
- Prefer not to say

Israel

- Arab
- Jewish
- Other
- Prefer not to say

South Africa

- Black African
- Coloured
- Indian or Asian
- White
- Other
- Prefer not to say

Malaysia

- Chinese
- Indian
- Malay
- Other Bumiputra
- Prefer not to say

UK

Asian / Asian British

- Black / African / Caribbean / Black British
- Mixed / Multiple Ethnic Groups
- White
- Other
- Prefer not to say

NATIONALITY*

What best describes your nationality?

Saudi Arabia and UAE only

- Bangladeshi
- Egyptian
- European / American
- Filipino
- Indian
- Jordanian
- Pakistani
- Palestinian
- Saudi
- Sudani
- Syrian
- UAE Local
- Yemani
- Other Asian
- Other Nationality
- Prefer not to say

RACIAL IDENTITY* Which of these best describe your race?

USA only

- American Indian or Alaska Native
- Asian
- Black / African American
- Mixed race
- Native Hawaiian or Other Pacific Islander
- White / Caucasian
- Other
- Prefer not to say

HISPANIC / LATINO IDENTITY* Do you identify as Hispanic or Latino?

USA only

- Yes
- No
- Prefer not to Say

Finances

INCOME (BY SEGMENT) / INCOME (BY HOUSEHOLD)*	What is your yearly household income before tax or any other deductions? <i>When answering please think about the income of your entire household each year (not each month).</i>	Once the responses are received, they are divided into the following groups: Top 10%* Top 25% Mid 50% Bottom 25% Prefer not to say <i>*this segment is included in the Top 25% too</i>
FINANCIAL PRODUCTS**	Do you currently have any of the following? <ul style="list-style-type: none">• A bank account• A credit card• A short-term loan	Yes No Prefer Not to Say NOTE: Under 18s are not asked about credit cards or short-term loans.
TYPE OF SAVINGS / INVESTMENTS*	What savings / investments do you have? <ul style="list-style-type: none">• Annuities• Art / antiques• Bonds• Cash / savings• Cryptocurrency (e.g. Bitcoin)• Gold• Mutual / managed investment funds• Pension• Real estate / property (<i>other than the house you live in</i>)• Stocks / shares• Other• Prefer not to say• I don't have any savings / investments	
VALUE OF SAVINGS / INVESTMENTS*	Approximately how much are your savings and investments worth? <ul style="list-style-type: none">• Under \$25,001• \$25,001 - \$50,000• \$50,001 - \$100,000• \$100,001 - \$250,000• \$250,001 - \$500,000	<ul style="list-style-type: none">• \$500,001 - \$1 million• \$1 million+• Don't know• Prefer not to state NOTE: Respondents see values in their own currency, which correspond approximately to the US \$ amounts listed above

BANKS / FINANCIAL	Which of these banks have you heard of?	<ul style="list-style-type: none"> • ABN AMRO <i>Netherlands only</i> • ABSA Bank <i>South Africa only</i> • Abu Dhabi Commercial Bank <i>UAE only</i> • African Bank <i>South Africa only</i> • Aegeon Baltic Bank A.T <i>Greece Only</i> • Agribank <i>Vietnam only</i> • Agricultural Bank of China <i>China only</i> • Akbank <i>Turkey only</i> • Albaraka Türk Katılım Bankası <i>Turkey only</i> • Alpha Bank <i>Greece only</i> • Al Rajhi Bank <i>Saudi Arabia only</i> • Alfa Bank <i>Russia only</i> • Allied Irish Banks <i>Ireland only</i> • ANZ Bank <i>Australia and New Zealand only</i> • Arbejdernes Landsbank <i>Denmark only</i> • ASB Bank <i>New Zealand only</i> • Attica Bank <i>Greece Only</i> • Axis Bank <i>India only</i> • Banamex <i>Mexico only</i> • Bancolombia <i>Colombia only</i> • Banca Comerciala Romana (BCR) <i>Romania only</i> • Banca Transilvania <i>Romania only</i> • Banco Agrario <i>Colombia only</i> • Banco Azteca <i>Mexico only</i> • Banco Bilbao Vizcaya Argentaria (BBVA) <i>Colombia, Spain only</i> • Banco BPM <i>Italy only</i> • Banco Bradesco <i>Brazil only</i> • Banco Comercial Português <i>Portugal only</i> • Banco de Bogota <i>Colombia only</i> • Banco de Galicia <i>Argentina only</i> • Banco de la Nacion Argentina <i>Argentina only</i> • Banco de Occidente <i>Colombia only</i> • Banco do Brasil <i>Brazil only</i> • Banco Marco <i>Argentina only</i> • Banco Popular <i>Colombia only</i> • Banco Português de Investimento <i>Portugal only</i> • Banco Safra <i>Brazil only</i> • Bangkok Bank <i>Thailand only</i> • Bank Austria <i>Austria only</i> • Bank BTPN <i>Indonesia only</i> • Bank Central Asia <i>Indonesia only</i> • Bank Danamon <i>Indonesia only</i> • Bank Hapoalim <i>Israel only</i> • Bank Leumi <i>Israel only</i> • Bank Negara Indonesia <i>Indonesia only</i> • Bank OCBC NISP <i>Indonesia only</i> • Bank of America <i>USA only</i> • Bank of China <i>China and Hong Kong only</i> • Bank of Greece <i>Greece only</i> • Bank of Ireland <i>Ireland only</i> • Bank of Montreal <i>Canada only</i>
BANKS / FINANCIAL	Have you had an account or card with any of these banks?	
INSTITUTIONS:		
ENGAGEMENT**		
	<ul style="list-style-type: none"> • Have one now • Had one previously • Never had one 	
BANKS / FINANCIAL	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family/friends)?	
INSTITUTIONS:		
ADVOCACY**		

- **Bank of New York Mellon** USA only
- **Bank of Scotland** UK only
- **Banorte** Mexico only
- **Banque Cantonale de Genève (BCGE)** Switzerland only
- **Bank of New Zealand (BNZ)** New Zealand only
- **Bank Massad Ltd** Israel only
- **Bank Mizrahi-Tefahot** Israel only
- **Bank of Taiwan** Taiwan only
- **Bank of Greece** Greece Only
- **Bank Otsar Ha-Hayal** Israel only
- **Bank Pekao** Poland only
- **Bank Permata** Indonesia only
- **Bank Poaley Agudat Israel Ltd** Israel only
- **Bank Rakyat Indonesia** Indonesia only
- **Bankia** Spain only
- **Banque Du Caire** Egypt only
- **Banque Misr** Egypt only
- **Banque Populaire** France only
- **Banque Saudi Fransi** Saudi Arabia only
- **Barclays** Not Argentina, Belgium, France, Indonesia, New Zealand, Philippines, Poland, Saudi Arabia, Spain, Thailand, Turkey, Vietnam
- **BAWAG P.S.K.** Austria only
- **BBVA Banco Frances** Argentina only
- **BBVA Bancomer** Mexico only
- **BDO Unibank** Philippines only
- **Belfius** Belgium only
- **Beobank** Belgium only
- **BIDV** Vietnam only
- **BMPS** Italy only
- **BNP Paribas** Belgium and France only
- **BPCE** France only
- **BPI** Philippines only
- **BRD - Group Societe Generale** Romania only
- **BTG Pactual** Colombia only
- **Caixa Econômica Federal** Brazil only
- **Caixa Geral de Depósitos** Portugal only
- **Caixabank** Spain only
- **Canadian Imperial Bank** Canada only
- **Capital One** USA only
- **Capitec** South Africa only
- **Cathay United Bank** Taiwan only
- **CEC Bank** Romania only
- **China Construction Bank** China only
- **Chinatrust Commercial Bank** Taiwan only
- **CIMB** Select Markets only
- **CIMB Niaga** Indonesia only
- **Citigroup** Not Saudi Arabia
- **Commercial International Bank** Egypt only
- **Commerzbank** Germany only
- **Commonwealth Bank** Australia only
- **Cooperative Bank of Chania** Greece Only

- **CorpBanca** *Colombia only*
- **Credit Agricole** *France only*
- **Crédit Industriel et Commercial** *France only*
- **Crédit Mutuel** *France only*
- **Credit Suisse** *Switzerland only*
- **Crelan** *Belgium only*
- **Danske Bank** *Denmark, Ireland only*
- **DBS Bank** *Singapore, Taiwan only*
- **De Volksbank** *Netherlands only*
- **Deutsche Bank** *Germany only*
- **Dubai Islamic Bank** *UAE only*
- **DZ Bank** *Germany only*
- **EBS** *Ireland only*
- **Emirates NBD** *UAE only*
- **Epirus Bank** *Greece Only*
- **Erste Bank Sparkasse** *Switzerland only*
- **Eurobank** *Greece Only*
- **First Commercial Bank** *Taiwan only*
- **First Gulf Bank** *UAE only*
- **First International Bank of Israel** *Israel Only*
- **First National Bank** *South Africa only*
- **FirstRand Bank** *South Africa only*
- **Garanti Bank** *Turkey only*
- **Gazprombank** *Russia only*
- **Halifax UK** *UK only*
- **Hana Bank** *South Korea only*
- **Hang Seng Bank** *Hong Kong only*
- **HDFC Bank** *India only*
- **Hong Leong Bank** *Malaysia only*
- **HSBC** *Not Belgium, Germany, Ireland, Italy, Netherlands, Portugal, Russia, South Africa, Spain, Sweden, Vietnam*
- **Hypobanken** *Austria only*
- **ICICI Bank** *India only*
- **Industrial & Commercial Bank of China** *China only*
- **ING Bank** *Belgium, France, Netherlands and Poland only*
- **Intesa Sanpaolo** *Italy only*
- **Israel Discount Bank** *Israel only*
- **Itaú Unibanco** *Brazil only*
- **Japan Post Bank** *Japan only*
- **JP Morgan Chase** *USA only*
- **Julius Baer Group** *Switzerland only*
- **Jutlander Bank** *Denmark only*
- **Jyske Bank** *Denmark only*
- **Kasikornbank** *Thailand only*
- **KBC Bank** *Belgium only*
- **Kfw** *Germany only*
- **Kookmin Bank** *South Korea only*
- **Kotak Mahindra Bank** *India only*
- **Krung Thai Bank** *Thailand only*
- **La Banque Postale** *France only*
- **Land Bank of the Philippines** *Philippines only*

- **Liberbank Spain**
- **Lloyds Bank UK only**
- **Malayan Banking Berhad (Maybank) Malaysia only**
- **mBank Poland only**
- **Mercantile Discount Bank Israel only**
- **Metrobank Philippines only**
- **Mitsubishi UFJ Japan only**
- **Mizuho Financial Group Japan only**
- **Morgan Stanley USA only**
- **National Australia Bank Australia only**
- **National Bank of Abu Dhabi UAE only**
- **National Bank of Egypt Egypt only**
- **National Bank of Greece Greece Only**
- **National Commercial Bank Saudi Arabia only**
- **Natwest UK only**
- **Nedbank South Africa only**
- **Nordea Bank AB Sweden only**
- **Nordjyske Bank Denmark only**
- **Novo Banco Portugal only**
- **Nubank Argentina, Brazil, Mexico**
- **Nykredit Bank Denmark only**
- **Oberbank Austria only**
- **OCBC Bank Singapore only**
- **Permanent TSB Ireland only**
- **Optima Bank Greece Only**
- **Piraeus Bank Greece Only**
- **Ping An China only**
- **PKO Bank Polski Poland only**
- **PNB Philippines only**
- **PNC USA only**
- **Postfinance Switzerland only**
- **Promsvyazbank Russia only**
- **Public Bank Berhad Malaysia only**
- **Punjab National Bank India only**
- **Rabobank Netherlands only**
- **Raiffeisen Banken Austria only**
- **Rand Merchant Bank South Africa only**
- **RCBC Philippines only**
- **RHB Bank Malaysia only**
- **Riyad Bank Saudi Arabia only**
- **Royal Bank of Canada Canada only**
- **Royal Bank of Scotland UK only**
- **Samba Financial Group Saudi Arabia only**
- **Santander Not Canada, Egypt, India, Indonesia, Ireland, Malaysia, Netherlands, New Zealand, Philippines, Russia, Saudi Arabia, South Africa, Sweden, Thailand, Turkey, UAE, Vietnam**
- **Sberbank Russia only**
- **Scotiabank Canada, Colombia only**
- **Security Bank Philippines only**
- **Shinhan Bank South Korea only**
- **Siam Commercial Bank Thailand only**

- **Skandinaviska Enskilkda Banken AB** *Sweden only*
- **Societe Generale** *France only*
- **Spar Nord Bank** *Denmark only*
- **Standard Bank** *South Africa only*
- **Standard Chartered Hong Kong** *Hong Kong only*
- **State Bank of India** *India only*
- **Sumitomo Mitsui** *Japan only*
- **Sydbank** *Denmark only*
- **Svenska Handelsbanken AB** *Sweden only*
- **Swedbank AB** *Sweden only*
- **Taishin** *Taiwan only*
- **TD Bank** *Canada only*
- **TMB Thai Military Bank** *Thailand only*
- **TSB** *UK only*
- **Türkiye İş Bankası** *Turkey only*
- **UBS** *Switzerland only*
- **UBI Banca** *Italy only*
- **Ulster Bank** *Ireland only*
- **UniCredit** *Italy only*
- **Union Bank** *China only*
- **United Overseas Bank** *Singapore only*
- **Vietcombank** *Vietnam only*
- **VietinBank** *Vietnam only*
- **Volksbanken** *Austria only*
- **Vontobel** *Switzerland only*
- **Votorantim** *Brazil only*
- **Viva Bank** *Greece Only*
- **VTB Bank** *Russia only*
- **Wells Fargo** *USA only*
- **Westpac (WBC)** *Australia and New Zealand only*
- **Woori Bank** *South Korea only*
- **Yapı Kredi** *Turkey only*
- **Ziraat Bankası** *Turkey only*
- **Zurich Cantonal Bank (ZKB)** *Switzerland only*

Household & Family Composition

HOUSEHOLD LIVING What best describes your **ARRANGEMENT*** current living situation?

- My partner / spouse
- My child(ren)
- Other family member(s)
- Roommate(s) / friend(s)
- Others
- I live alone

RELATIONSHIP STATUS* What best describes your marital status?

- Single
- In a relationship ("Engaged" in Egypt, Morocco, Saudi Arabia and UAE)
- Married
- Divorced / widowed
- Other

PREGNANCY* Are either you or your partner currently pregnant? Yes | No | Prefer not to say

NOTE: This question is asked to 16-54 year-olds only.

It is not asked in Egypt, Saudi Arabia and UAE.

NUMBER OF CHILDREN* How many children do you have? 0 | 1 | 2 | 3+

AGE OF CHILDREN* How old are your children? • 0-6 months old
• 7-12 months old
• 1 year old
• 2 years old
• 3-5 years old
• 6-11 years old
• 12-16 years old
• 17-18 years old
• 19-21 years old
• 21+ years old
• Prefer not to say

GRANDCHILDREN* Do you have any grandchildren? • Yes
• No

NOTE: This question is asked to all respondents aged 35+ who have children aged 17 years or over.

PETS IN HOUSEHOLD* Does your household have pets? • Cats
• Dogs
• Other Pets
• I don't have any pets

Attitudes & Interests

Attitudes

ATTITUDES: BRAND	Which of the following do you feel describes you?	<ul style="list-style-type: none"> • I am loyal to the brands I like • I buy products / services to access the community built around them • I feel represented in the advertising I see • I look for expert opinions before buying expensive products • I research a product online before buying it • I spend time looking for the best deals • I tell my friends and family about new products • I tend to buy brands I have seen advertised • I tend to buy the premium version of products • I trust what online reviews say about products / services • I try to avoid all types of advertising • I use discount codes or coupons • I use loyalty / reward programs
ATTITUDES: CHARACTER*	Which of the following do you feel describes you?	<ul style="list-style-type: none"> • Adventurous • Affluent • Ambitious • Career-focused • Confident • Creative • Fashion-conscious • Health-conscious • Money-driven • Open-minded • Price-conscious • Social / Outgoing • Traditional
ATTITUDES: FUTURE OUTLOOK*	In the next 6 months, how do you think the following will change?	<ul style="list-style-type: none"> • The economy of the country where you live • Your personal finances • The environment <ul style="list-style-type: none"> • Stay the same • Get Better • Get worse

ATTITUDES: SELF Which of the following do you feel describes you?

- I always try to recycle
- I am comfortable talking about my mental health
- I am interested in other cultures / countries
- I am prone to anxiety
- I believe all people should have equal rights
- I feel overworked
- I like to be the first to try new things
- I like to explore the world
- I like to know what is going on in the world
- I make decisions quickly
- I seek out alternative medicines and therapies
- I take care of my appearance
- I take risks
- I think immigration is good for my country
- I'm good at managing money

ATTITUDES: TECH & TRENDS* Which of the following do you feel describes you?

- I am comfortable with my apps tracking my activity (e.g. walking, sleeping)
- I am confident using new technology
- I am using social media less than I used to
- I buy new tech products as soon as they are available
- I feel in control of my personal data online
- I feel using social media causes me anxiety
- I follow the latest technology trends and news
- I prefer being anonymous online
- I think social media is good for society
- I trust new technology to improve my health
- I worry about how companies use my personal data online
- I worry about how my government tracks me online
- I worry I spend too much time on my smartphone
- I worry I spend too much time on social media

ATTITUDES: VALUES* Which of the following things are important to you?

- Important to me
- Neutral
- Not important to me

- Being financially secure
- Being successful
- Challenging myself
- Contributing to my community
- Feeling accepted by others
- Having a positive attitude
- Helping others before myself
- Helping the environment
- Learning new skills
- Maintaining traditional gender roles
- My faith / spirituality
- Spending time with my family
- Standing out in a crowd

ATTITUDES: BRAND & PRODUCT PREFERENCES	Typically, which of the following would you rather do?	Ownership vs Access	• Own a product / service	• Pay to access a product / service
		In-Store vs Online	• Shop online	• Shop in-store
		Cash vs Card	• Pay in cash	• Pay without using cash
		Products vs Experiences	• Spend more money on an experience	• Spend money on a new product
		Familiarity vs Price	• Pay more for a brand you know	• Pay less for a cheaper own-brand product
		Full Price vs Sale	• Buy a product now at full price	• Wait for a product to be on sale
		Big vs Local retailers	• Buy from big retailers	• Buy from local / independent retailers
		Eco-Friendly vs Price	• Pay more for an eco-friendly product	• Pay less for a non eco-friendly version
		Data Privacy vs Price	• Exchange your personal data for free services	• Keep your personal data and pay for services
		Save Up vs Sacrifice Spending	• Save up and wait to buy a product	• Sacrifice other spending to buy a product sooner

Voting Intention

AUSTRALIA VOTING INTENTION*	If there were a General Election tomorrow, which party would you vote for?	• Australian Labor Party	• One Nation
		• Liberal Party of Australia	• Another party
UK VOTING INTENTION*	If there were a General Election tomorrow, which party would you vote for?	• National Party of Australia	• Undecided / unsure
		• Australian Greens	• I would not vote
		• Centre Alliance	• Prefer not to say
		• Katter's Australia Party	
		• Brexit Party	• Another party
		• Conservative	• Undecided / unsure
		• Green Party	• I would not vote
		• Labour	• Prefer not to say
		• Liberal Democrats	
		• Plaid Cymru	
		• SNP (Scottish National Party)	

NORTHERN IRELAND If there were a General VOTING INTENTION* Election tomorrow, which party would you vote for?

NOTE: asked to UK Respondents saying they live in Northern Ireland (if age 18+)

- Democratic Unionist Party (DUP)
- Sinn Féin (SF)
- Social Democratic and Labour Party (SDLP)
- Ulster Unionist Party (UUP)
- Alliance Party of Northern Ireland (APNI)
- Aontú
- NI Conservatives
- Green Party in Northern Ireland (GPNI)
- People Before Profit Alliance (PBPA)
- Another party
- Undecided / unsure
- I would not vote
- Prefer not to say

USA VOTING INTENTION* If there were an election tomorrow, which type of political candidate would you support?

- Republican
- Democrat
- Independent
- None of the above
- Undecided / unsure
- I would not vote
- Prefer not to say

CANADA VOTING INTENTION If there were an election tomorrow, which type of political candidate would you support?

- Liberal Party
- Conservative Party
- New Democratic Party (NDP)
- Bloc Québécois
- Green Party of Canada
- The People's Party of Canada (PPC)
- Another party
- Undecided / unsure
- I would not vote
- Prefer not to say

Interests

PERSONAL INTERESTS*	Which of these things are you interested in?	<ul style="list-style-type: none"> Adventure / extreme sports Beauty / cosmetics Books / literature Board Games Business Cars / motoring Celebrity news / gossip Charities / volunteering Computers / coding Cooking Dance (<i>ballet, street dance, salsa etc</i>) DIY / home improvements Eating out Economy / finance Entrepreneurship Environmental issues E-sports Fashion Films / cinema Fine art Fitness & exercise Food & drink Gadgets Gambling Gaming Gardening Handicrafts Health foods / drinks History Investments Live events (<i>e.g. music festivals</i>) Local issues Museums / galleries Music News / current affairs Outdoor activities (<i>e.g. camping, hiking</i>) Personal healthcare Pets / pet care Photography Playing sport Politics / social issues Reality TV Science Technology Television Theater Travel Urban / modern art Vegan food Vegetarian food Watching sport Wildlife / nature
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PERSONAL INTERESTS SEGMENTATION*	This question is auto-generated based on responses to the Interests question.	<p>Arts & Culture Enthusiasts</p> <p>Those who say they are strongly interested in at least three of the following:</p> <ul style="list-style-type: none"> Books / literature Dance (<i>ballet, street dance, salsa etc</i>) Fine art History Live events (<i>e.g. music festivals</i>) Museums / galleries Theater Urban / modern art <p>Current Affairs & Causes Enthusiasts</p> <p>Those who say they are strongly interested in at least three of the following:</p> <ul style="list-style-type: none"> Business Charities / volunteering Economy / finance Entrepreneurship Environmental issues Local issues News / current affairs Politics / social issues
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Health, Fitness & Beauty Those who say they are strongly interested in at least three of the following:

Enthusiasts

- Adventure / extreme sports
- Personal healthcare
- Beauty / cosmetics
- Playing sport
- Fitness & exercise
- Vegetarian food
- Health foods / drinks
- Watching sport

Home & Lifestyle

Enthusiasts

Those who say they are strongly interested in at least three of the following:

- Cooking
- Gardening
- DIY / home improvements
- Handicrafts
- Food & drink
- Pets / pet care
- Gambling
- Travel

Popular Culture & Leisure Enthusiasts

Those who say they are strongly interested in at least three of the following:

- Celebrity news / gossip
- Gaming
- Eating out
- Music
- Fashion
- Reality TV
- Films / cinema
- Television

Science, Tech & Nature Those who say they are strongly interested in at least three of the following:

Enthusiasts

- Cars / motoring
- Photography
- Computers / coding
- Science
- Gadgets
- Technology
- Outdoor activities (e.g. camping, hiking)
- Wildlife / nature

Sport & Exercise

Sports Played/Viewed

SPORTS & SPORTING ACTIVITIES Which of these sports / sporting activities do you regularly play or take part in? Which of them do you regularly follow, watch or have any interest in?

- Play / Take Part In
- Follow / Interested In
- Watch on TV
- Watch online
- Watch / attend in person

- American football
- Athletics
- Aussie rules football *Australia only*
- Badminton
- Baseball
- Basketball
- Boxing
- Cricket
- Cycling
- Exercise classes (e.g. yoga, Zumba, spinning)
- Field hockey
- Football / soccer
- Gaelic football *Ireland only*
- Golf
- Gymnastics
- Handball *Select Markets Only*
- Horse-riding / equestrian
- Hurling *Ireland Only*
- Ice hockey
- Long-distance running (e.g. marathons)
- Martial arts
- Motor sports
- Netball
- Rowing
- Rugby
- Sailing
- Squash
- Surfing
- Swimming
- Table tennis
- Tennis
- Triathlon
- Volleyball
- Winter sports (e.g. skiing)
- None of these

NOTE: Exercise classes are only asked in the Play / Take Part In section

NUMBER OF SPORTS PLAYED / PARTICIPATED IN Based on their responses to the Sports & Sporting Activities question, respondents are automatically assigned to one of these groups

- 0
- 1
- 2
- 3
- 4
- 5
- 6+

NUMBER OF SPORTS EVENTS / LEAGUES FOLLOWED Based on their responses to the Sporting Events & Leagues question, respondents are automatically assigned to one of these groups

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- 11+

SPORTING EVENTS & LEAGUES Which of these sporting events / leagues do you regularly follow or have an interest in?

Which of them do you watch regularly on broadcast TV?

Which of them do you watch regularly online?

- Follow / Interested In
- Watch on TV
- Watch Online

Watch on a TV explained as "This could include live coverage, highlights packages or any other content you watch on a broadcast TV channel".

Watch online explained as "This could include live coverage you stream, highlights, clips, coverage on a social media service or any other content you access via the internet".

General

- AFL (Australian Football League) *Australia only*
- Americas Cup (Sailing)
- BWF World Championships (Badminton)
- BWF World Tour (Badminton)
- College Football *USA only*
- EHF European Cup *Austria, Brazil, Denmark, Egypt, France, Germany, Poland, Portugal, Romania, Russia, Turkey, Spain, Sweden, and Switzerland only*
- European Handball Champions League *Austria, Denmark, France, Germany, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland and Turkey only*
- FIS Skiing World Cup *Europe, USA, Canada, Japan, China and South Korea only*
- GAA (Gaelic Athletic Association) *Ireland only*
- MLB (Major League Baseball)
- NFL (National Football League)
- NHL (National Hockey League)
- Nippon Professional Baseball *Japan only*
- ONE Championship (Martial arts) *Asia Pacific and USA only*
- Professional Boxing
- Summer Olympics
- Triathlon - Ironman / Ironman 70.3
- UFC (Ultimate Fighting Championship)
- Winter Olympics

Basketball

- College Basketball
- EuroLeague Basketball *Europe and Israel only*
- FIBA Basketball World Cup/Qualifiers
- Greek A1 Basketball League
- Greek A2 Basketball League
- NBA (National Basketball Association)

Cricket

- ICC Cricket World Cup
- ICC World Twenty20
- ICC Women's Cricket World Cup
- ICC Women's World Twenty20
- Indian Premier League (IPL)
- International Test Match Cricket
- International One Day Cricket
- Mzansi Super League *South Africa*
- The Ashes
- Twenty20 Big Bash
- Vitality T20 Blast *UK Only*

Cycling

- Giro d'Italia
- Tour de France

- Vuelta a Espana

Football / Soccer

- A-League *Australia, New Zealand only*
- AFC Asian Cup *APAC only*
- AFC Champions League *APAC only*
- AFF Suzuki Cup *APAC only*
- Allsvenskan *Sweden only*
- Arabian Gulf League *UAE only*
- Austrian Football Bundesliga *Austria only*
- Belgian Pro League *Belgium only*
- Bundesliga
- 2. Bundesliga *Germany only*
- CAF (Confederation of African Football) *Egypt and South Africa only*
- Campeonato Brasileiro Série A *Brazil only*
- Chinese Super League
- CONCACAF Champions League *North and Latin America only*
- Copa Libertadores *North and Latin America only*
- Danish Superliga *Denmark only*
- Egyptian Premier League *Egypt only*
- Ekstraklasa *Poland only*
- English Football League *UK only*
- English Football League (UK) *Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, Australia, Canada, Poland, Romania, Turkey, Argentina, Brazil, Colombia, Mexico, Egypt, China, Hong Kong, India, Indonesia, Japan, Philippines, Russia, Malaysia, South Africa, New Zealand, Singapore, South Korea, Taiwan, Thailand, Vietnam, Saudi Arabia, UAE, Egypt, USA*
- Eredivisie *Netherlands only*
- FA Cup *UK only*
- FIFA World Cup
- FIFA Women's World Cup
- I-League *India only*
- Israeli Premier League *Israel Only*
- J-League *Japan only*
- K-League *South Korea only*
- LaLiga
- Liga Dimayor / Categoría Primera A *Colombia only*
- Liga 1 *Indonesia only*
- Liga I *Romania only*
- Liga Super *Malaysia Malaysia only*
- Ligue 1
- MLS (Major League Soccer)
- Philippines Football League *Philippines only*
- Premeira Liga *Portugal only*
- Premier League
- Russian Football Premier League *Russia only*
- S. League *Singapore only*
- Saudi Professional League *Saudi Arabia only*

- Segunda Division *Spain only*
- Serie A
- Serie B *Italy only*
- South African Premier Division *South Africa only*
- SPFL (Scottish Professional Soccer League) *UK only*
- Super Lig *Turkey only*
- Super League *Greece Greece Only*
- Superliga *Argentina only*
- Swiss Super League *Switzerland only*
- Taiwan Football Premier League *Taiwan only*
- Thai League 1 *Thailand only*
- UEFA Champions League
- UEFA Europa League
- UEFA Euros / European Championship
- UEFA Women's Champions League
- V. League 1 *Vietnam only*

Golf

- European Tour
- LPGA (Ladies Golf Tour)
- PGA Championship
- PGA Tour
- The Masters Tournament
- The Open Championship
- The PLAYERS Championship
- The Ryder Cup
- US Open (Golf)
- World Golf Championships (WGC)

Motor Sports

- DTM *Europe only*
- Formula 1
- Formula E (Electric Street Racing)
- IndyCar
- MotoGP
- NASCAR
- World Endurance Championship (WEC)
- World Rally Championship (WRC)

Rugby

- 6 Nations *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Currie Cup *South Africa*
- European Rugby Champions Cup *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Four Nations (Southern Hemisphere National Competition) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- NRL (National Rugby League) *Australia and New Zealand only*

- Premiership Rugby (English Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Guinness Pro 14 (Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Super League *UK and France only*
- Super Rugby (Southern Hemisphere Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Top 14 (French Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Rugby World Cup
- World Rugby Sevens
- Women's Rugby World Cup *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*

Tennis

- Australian Open
- Davis Cup
- French Open
- US Open
- Wimbledon

Sports Teams

SPORTS TEAMS: EUROPEAN FOOTBALL / SOCCER**	Do you support, follow or have an interest in any of these European football / soccer clubs?	<ul style="list-style-type: none"> • Support as a Main Club • Support as a Secondary Club • Have Interest In • Any Support / Interest 	<ul style="list-style-type: none"> • A.S. Monaco • A.S. Roma • AC Milan • AFC Ajax • Arsenal • Atletico Madrid • Bayer Leverkusen • Bayern Munich • Borussia Dortmund • Celtic FC • Chelsea • Everton • FC Barcelona • FC Schalke 04 • Galatasaray • Inter Milan • Juventus • Leicester City • Liverpool • Manchester City • Manchester United • Newcastle United • Olympique de Marseille • Paris Saint-Germain • Real Madrid • S.L. Benfica • S.S.C. Napoli • Southampton FC • Tottenham Hotspur • Valencia • Wolverhampton Wanderers
SPORTS TEAMS: NBA**	Thinking about the National Basketball Association (NBA) in the US, do you follow any of these teams (e.g. watch their games in full or via highlight clips, check results, keep up with them on social media or read news about them)?	<ul style="list-style-type: none"> • Atlanta Hawks • Boston Celtics • Brooklyn Nets • Charlotte Hornets • Chicago Bulls • Cleveland Cavaliers • Dallas Mavericks • Denver Nuggets • Detroit Pistons • Golden State Warriors • Houston Rockets • Indiana Pacers • LA Clippers • Los Angeles Lakers • Memphis Grizzlies • Miami Heat • Milwaukee Bucks • Minnesota Timberwolves • New Orleans Pelicans • New York Knicks • Oklahoma City Thunder 	<ul style="list-style-type: none"> • Orlando Magic • Philadelphia Sixers • Phoenix Suns • Portland Trail Blazers • Sacramento Kings • San Antonio Spurs • Toronto Raptors • Utah Jazz • Washington Wizards

SPORTS TEAMS: NFL**	Thinking about the National Football League (NFL) in the US, do you follow any of these teams (e.g. watch their games in full or via highlight clips, check results, keep up with them on social media or read news about them)?	<ul style="list-style-type: none"> Arizona Cardinals Atlanta Falcons Baltimore Ravens Buffalo Bills Carolina Panthers Chicago Bears Cincinnati Bengals Cleveland Browns Dallas Cowboys Denver Broncos Detroit Lions Green Bay Packers New Orleans Houston Texans Indianapolis Colts Jacksonville Jaguars Kansas City Chiefs Las Vegas Raiders Los Angeles Chargers Los Angeles Rams Miami Dolphins Minnesota Vikings New England Patriots Saints New York Giants New York Jets Philadelphia Eagles Pittsburgh Steelers San Francisco 49ers Seattle Seahawks Tampa Bay Buccaneers Tennessee Titans Washington Football Team
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Sports Brands

SPORTS BRANDS** Have you purchased anything from these sports brands?

- Purchased in the last 2 years
- Purchased longer ago

Never purchased

All markets

- Adidas
- Asics
- Athleta (Gap)
- Brooks
- Canterbury
- Champion
- Columbia
- Converse
- Diadora
- Fabletics
- FILA
- Gymshark
- Hi-Tec
- Hummel
- Jordan (inc. Air Jordan)
- Kappa
- Lotto
- Lululemon
- Mitchell & Ness
- Mizuno
- New Balance
- New Era
- Nike
- Oakley
- Peak
- Puma
- Reebok
- Riddell
- Saucony
- Skechers
- Speedo
- Supreme
- The North Face
- Umbro
- Undefeated
- Under Armour
- Uniqlo
- Vans
- Wilson
- Yonex

Austria

- Atomic Skis
- Blizzard Sport
- Fischer Sports
- Kneissl
- Le Coq Sportif

Belgium

- Patrick

Brazil

- CCM
- Lauf
- Olympikus
- Oxer

China

- 361°
- Anta
- Feiyue
- Li Ning
- North Face
- Onitsuka Tiger

Canada

- Helly Hansen

Egypt

- Erke
- Gym Apparel
- Vans

France	• Le Coq Sportif	• Helly Hansen		
Germany	• Ellesse • Jako	• Helly Hansen	• Reusch • Sport-Saller	• Uhlsport • Völkl
Hong Kong	• Aigle • K.Swiss • Le Coq Sportif	• Onitsuka Tiger • Vans		
India	• Cosco • HRX	• Nivia • Power	• Proline • Seven	• Sparx • Yepme
Indonesia	• Airwalk • Eagle	• Erke • League	• Mundo • North Face	• Piero • Speedo
Ireland	• Canterbury	• Ellesse	• North Face	• O'Neills
Italy	• Ellesse	• Helly Hansen	• Legea	
Japan	• Descente • Ellesse	• Onitsuka Tiger		
Malaysia	• Ak-Ikhsan Sports • Erke	• FitnessConcept • Royal Sporting House	• Sports Empire • World of Sports	
Mexico	• Desigual			
Netherlands	• Hi-Tec	• Maple Skate	• Mogema	• Q1905 (Quick)
New Zealand	• Kathmandu			
Philippines	• Erke	• North Face	• World Balance	
Poland	• 4f	• Martes Sport	• Vans	
Portugal	• Ellesse			

Romania	• Gant	• Levi's	• Vans	
Russia	• Demix	• Joma	• Speedo	
Saudi Arabia	• Erke	• Sun&Sand Sports	• Vans	
Singapore	• Erke	• Vans		
South Africa	• Canterbury • CapeUnionMart	• Grays • Hi-Tek • Hurley	• K-Way • Maxed • Rip Curl	
South Korea	• Ellesse			
Spain	• Ellesse	• Helly Hansen		
Sweden	• Craft of Scandinavia	• Helly Hansen	• Jofa • SalmingSports	
Switzerland	• KJUS	• Le Coq Sportif	• On	
Thailand	• Erke			
Turkey	• Erke	• Lescon		
UAE	• Erke	• Van		
UK	• Ellesse	• Helly Hansen	• Le Coq Sportif	• Salomon
USA	• ARIAT Clothing	• Helly Hansen	• Sergio Tacchini • Starter	• Vans
Vietnam	• Erke			

Exercise

GYM, RUNNING & How often do you typically do the following?

OTHER EXERCISE • Most days

FREQUENCY • 2 - 3 times a week

• Once a week

• Once every two weeks

• Once a month

• Less often

• Never

- Go to a gym
- Go running
- Do other forms of exercise
- NET: Any form of exercise

Lifestyle

LIFESTYLE Based on how frequently they undertake various lifestyle activities, all respondents are classified as Regular, Semi-Regular, Occasional or Non-Engagers across the following areas:

- Donating to Charity
- Drinking Alcohol
- Driving a Car
- Eating Fast Food
- Eating Out at a Restaurant
- Running / Jogging
- Going to a Gym
- Other forms of Exercising
- Using Public Transport
- Visiting the cinema

Donate to Charity	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Drink Alcohol	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Drive a Car	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Eat Fast Food	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once every two weeks
	Regulars	Once a week / More than once a week
Eat Out at a Restaurant	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Go Running / Jogging	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Go to a Gym	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week

Other forms of exercise	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Use Public Transport	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week
Visit the Cinema	Non-Engagers	Never
	Occasionals	Less often / Once a month
	Semi-Regulars	Once a week / Once every two weeks
	Regulars	More than once a week

NOTE: In Q3 2018, a new segmentation was introduced to cover Travel behaviors. See the Travel section.

LIFESTYLE	On average, how often would you say you do the following things?	
INDICATORS		<ul style="list-style-type: none">• Donate to charity• Drink alcohol• Drive a car• Eat fast food (e.g. McDonalds, KFC, Subway, Burger King or similar)• Eat out at a restaurant• Use public transport (e.g. a train, bus or metro)• Visit the cinema

NOTE: Alcohol is hidden from Egypt, Saudi Arabia & UAE and is age-sensitive.

Socio Economic Segmentation

SOCIO-ECONOMIC SEGMENTATION To allow a way to compare socioeconomics across countries, GlobalWebIndex has a system whereby respondents receive points based on their answers to a number of questions relating to their **lifestyles, professional lives and personal circumstances**.

Once these points have been allocated to all respondents in a country, that market is divided into five quintiles - with the 1st quintile containing those of the highest social grade and the 5th quintile comprising those at the other end of the spectrum. The global segmentation then aggregates the quintiles from each country; so, the 1st quintile at a global level comprises those respondents who are in the 1st quintile within each market. This ensures that no market will be unfairly impacted by a behavior which could be important globally but which might have less relevance locally (such as car ownership in places like Hong Kong and Singapore).

As a result of this approach, the nature of respondents in the 1st quintile is likely to vary between countries, depending on each market's economic prosperity and level of development. In short, 1st quintile respondents in a market like the US are likely to be more affluent than

those in fast-growth markets. However, this was a deliberate decision on GWI's part, as otherwise the top quintiles globally would be dominated by mature markets across North America, Western Europe and parts of APAC such as Japan.

For similar reasons, **points relating to someone's wealth levels are awarded relative to their position within their own market**. Put another way, we allocated income-related points based on whether someone is in the Top 25%, Mid 50% or Lower 25% of their own country in terms of declared income. That means a Top 25% person in the US could earn far more than their Top 25% counterparts in fast-growth markets.

For questions relating to income or wealth where we offer a "prefer not to say" option, those who selected it were awarded a neutral score designed not to up- or down-weight their overall ranking. Only a small minority of respondents select this option, however, and analysis suggests that they come from a range of financial backgrounds.

There are a total of 115 points available for each respondent, and they were allocated as follows:

Income	High	17	Car Ownership	0 cars in household	1	Device Ownership	7+ Devices owned	10
One score, max 17 pts	Mid	10	Ownership	1 car in household	5	Ownership	5-6 Devices owned	8
	Low	2	One score, max 15 pts	2 cars in household	10	One score, max 10 pts	3-4 Devices owned	3
	Prefer not to say	5		3+ cars in household	15		1-2 Devices owned	1
<hr/>								
Educational Achievement	Post-graduate	15	Long-Haul Vacations (Abroad)	At least once a month	15	Vacations (Domestic)	At least once a month	15
One score, max 15 pts	University	10	Vacations	Once every 2 or 3 months			Once every 2 or 3 months	
	Trade / Technical School	5			12	One score, max 15 pts		12
	Schooling until age 18	3	One score, max 15 pts	Once every 6 months	8		Once every 6 months	8
	Schooling until age 16	1		Once a year	6		Once a year	6
				Less often	4		Less often	4
				I don't do this	1		I don't do this	1
<hr/>								
Work Seniority	Executive Management	8	Property Ownership			Yes		
One score, max 8 pts	Senior Management	6	One score, max 5 pts			No		
	Management	4						
	Project Manager	3						
	Supervisor / Junior Manager	2	Savings and Investments			High		
	Junior Team Member	1	One Score, max 15 points			Mid		
	Entry Level Position	1				Low		
						None		
						Don't Know		
						/Prefer not to Say		
						5		

Working Status	Score	Job Title	Score	Job Title	Score
One score, max 10 pt		Lawyer / Judge	10	Ad Sales Rep	5
		Architect	10	Designer	5
		Doctor/Dentist	10	Media Buyer	5
		Financial Advisor / CFP	10	Bank clerk / Teller / Manger	5
		Broker / Trader / Dealer	10	Loan Officer	5
		Investment Banker	10	Conservationist	5
		Accountant	10	Fundraiser	5
		Elected Representative	10	Charity Administrator	5
		Software Developer	9	Development assistant /	
		Computer Scientist	9	Manager	5
		Systems Analyst	9	Campaign assistant /	
		Programmer	9	Manager	5
		Solicitor	8	Welfare officer / counselor	5
		Financial / Securities		Librarian	5
		Analyst	8	Educational administrator	5
		Scientist	8	Admissions officer	5
		Registered Investment		Researcher	5
		Advisor	8	Public service worker	5
		Pharmacist	8	Actuary	5
		Veterinarian	8	Adjuster	5
		Editor	8	Recruiter / Talent Manager	5
		Lobbyist	7	Claims clerk	5
		Risk Consultant	7	Tech Support	5
		Network Engineer	7	Web Developer	5
		Writer / Journalist	6	Police / Law Enforcement	
		Paralegal, Arbitrator etc	6	Officer	5
		Psychologist / Counselor	6	Emergency Services	
		Engineer	6	Worker	5
		Chef / Catering Staff	6	Assembler / Fabricator	5
		Marketing Exec / Manager		Production manager	5
			6	Social media analyst	5
		Landscaper	6	Content marketer / writer	5
		Policy researcher	6	Event Manager	5
		Grant officer / advisor	6	PR assistant / Exec	5
		Criminologist	6	Copy writer / Editor	5
		Criminologist	6	Officer / Soldier	5
		Machinist	6	Technician	5
		SEO Analyst	6	Technician	5
		Intelligence Officer	6	Realtor / estate agent	5
		Surveyor	6	Store manager	5
		Budget Analyst	6	Distribution manager	5
		Producer	6	Volunteer	4
		Cabin crew/pilot/airline		Electrician / Plumber /	
		worker	5	Mechanic	4
		Payroll Clerk	5	Builder / Other tradesman	4
		Accounts Assistant / Clerk		Bartender	4
			5	Beauty Therapist	4
		Planner	5	Lecturer / Teacher	4

NOTE: This segmentation excludes people who completed the survey via a mobile device

Questions marked with * are seen by all respondents, including those who answer the shorter version of the Core survey via mobile.
 Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

Food & Drink

DRINKS BRANDS Which of these brands do you drink at least once a week?

Argentina

- 7UP
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Danone Aqua
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet
- Dr Pepper
- Evian
- Fanta
- Fever Tree
- Gatorade
- Hype Energy Drinks
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Tropicana
- Vitamin Water
- Volvic
- Zico Coconut Water

Australia

- 7UP
- Burn
- Capri-Sun
- Cascade Lemon and Lime
- Cascasde Ginger Beer
- Coca-Cola
- Coke Zero
- Cool Ridge Spring Water
- Danone Aqua
- Dare
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet
- Dr Pepper
- Evian
- Fanta
- Fever Tree
- Gatorade
- Glaceau
- Smartwater
- Hype Energy Drinks
- Irn Bru
- Lipton Iced Tea
- Lucozade
- Mirinda
- Lucozade
- Master Kong
- Mirinda
- Monster
- Mountain Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Pocari Sweat
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Tropicana
- V
- Vitamin Water
- Volvic
- Zico Coconut Water

Austria

- 7UP
- Almdudler
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Danone Aqua
- Dark Dog
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet
- Dr Pepper
- Evian
- Fanta
- Fever Tree
- Frucade
- Gatorade
- Hype Energy Drinks
- Lattela
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pago
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Power Horse
- Red Bull
- Red Bull Simply Cola
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Tropicana
- Vitamin Water
- Volvic
- Zico Coconut Water

Belgium	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Frutonic • Gatorade • Hype Energy • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda • Monster	• Nalu • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Brazil	• 7UP • Bavária • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Convenção • Cotuba • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dolly	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fusion • Gatorade • Guaraná • Antarctica • H2OH! • Hype Energy • Drinks • Itubaína • Kuat	• Lipton Iced Tea • Lucozade • Matte Leão • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier	• Powerade • Red Bull • Rockstar • San Pellegrino • Schin • Schweppes • Soda Antarctica • Sprite • Tropicana • Vitamin Water • Volvic • Xamego • Zico Coconut Water
Canada	• 7UP • Burn • Canada Dry • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Glaceau • Smartwater • Hype Energy • Drinks • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

China	• 7UP • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Fanta	• Fever Tree • Gatorade • Hui Yuan • Hype Energy Drinks • Jia Duo Bao • Lipton Iced Tea • Lucozade • Master Kong • Minute Maid • Mirinda • Mizone • Monster • Nescafe • Nespresso	• Nestea Ice Tea • Nestle Pure Life • Nongfu • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • President Juice • President Tea • Red Bull • Robust	• Maidong • Rockstar • San Pellegrino • Schweppes • Scream • Sprite • Tropicana • Vitamin Water • Volvic • Wang Lao Ji • Weiquan • Zico Coconut Water
Colombia	• 7UP • Agua Brisa • Agua Cristal • Agua Manantia • Big Cola • Burn • Capri-Sun • Coca-Cola • Coke Zero • Colombiana • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Dr Pepper • Evian • Fanta • Fever Tree • Fuze Tea • Gatorade • Hatsu • Hit • Hype Energy Drinks • Jugos del Valle • Lipton Iced Tea • Lucozade	• Manzana Postobon • Mirinda • Monster • Mr Tea • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Quatro • Red Bull • Rockstar • San Pellegrino • Schweppes • Sporade • Sprite • Sr Toronjo • Tropicana • Vitamin Water • Vive 100 • Volvic • Zico Coconut Water

Denmark	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • CULT Energy Drink • Danone Aqua • Dansk Citronvand • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Faxe Kondi • Fever Tree • Gatorade • Harboe Drinks • Jolly Cola • Lipton Iced Tea • Lucozade • Mirinda • Monster • Mountain Dew	• Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Nikoline • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • Rockstar	• San Pellegrino • Schweppes • Sprite • Squash • appelsinvand • Supermalt • Tropicana • Vita Coco • Vitamin Water • Volvic • X-ray • energydrink • Zico Coconut Water
Egypt	• 7UP • Aquafina • Baraka • Barbican • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Dasani • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Glaceau • Smartwater • Holsten • Hype Energy • Drinks • Kabisa • Lipton Iced Tea	• Lucozade • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vimto • Vitamin Water • Volvic • Zico Coconut Water
France	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Dark Dog • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy • Drinks • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

Greece	<ul style="list-style-type: none"> • 7UP • Amita • Arizona • Avra • Burn • Capri-Sun • Christodoulou • Coke Zero • Coca-Cola • Danone Aqua • Dr Pepper • Diet Pepsi / Pepsi Light • Diet Coke / Coca-Cola Light • Epsa • Evian • Fanta • Frulite • Fusetea • Green Cola • Gatorade • Ioli • Ivi • Kampos Chiou • Lakonia 	<ul style="list-style-type: none"> • Diet Coke / Coca-Cola Light • Epsa • Evian • Fanta • Frulite • Fusetea • Green Cola • Gatorade • Ioli • Ivi • Kampos Chiou • Lakonia • Life • Loux • Oasis • Olympos • Pepsi • Sprite • Nescafe • Nespresso • Nestea Ice Tea • Olympos Tsa • Mirinda 	<ul style="list-style-type: none"> • Life Tsai • Loux • Oasis • Olympos • Pepsi • Sprite • Nescafe • Nespresso • Nestea Ice Tea • Olympos Tsa • Mirinda 	<ul style="list-style-type: none"> • Perrier • Pepsi Max • Powerade • Red Bull • San Pellegrino • Schweppes • Souroti • Sprite • Tropicana • Tuvunu • Vitamin Water
Germany	<ul style="list-style-type: none"> • 7UP • Apfelschorle • Bionade • Burn • Capri-Sun • Carabao • Club Mate • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Fassbrause • Fever Tree • Gatorade • Hype Energy • Drinks • Irn Bru • Lipton Iced Tea • Lucozade • Mezzo Mix • Nespresso • Nespresso • Mountain Dew • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade 	<ul style="list-style-type: none"> • Mirinda 	<ul style="list-style-type: none"> • Red Bull • Rockstar • San Pellegrino • Schweppes • Schwip Schwap • Spezi • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
Hong Kong	<ul style="list-style-type: none"> • 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Fanta • Fever Tree • Gatorade • Hi-C • Hype Energy • Drinks • Lipton Iced Tea • Lucozade • Master Kong • Mirinda • Monster • Mr. Juicy • Nescafe 	<ul style="list-style-type: none"> • Nespresso 	<ul style="list-style-type: none"> • San Pellegrino • Schweppes • Sprite • TAO TI • Tropicana • Uni-President • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water 	

India	• 7UP • Appy • Appy Fizz • Bailey • Bnatural Fruit Juice • Burn • Campa Cola • Campa Lemon • Campa Orange • Campa Water • Capri-Sun • Coca-Cola • Coke Zero • Dabur Real • Danone Aqua • Diet Coke / Coca-Cola Light	• Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Frooti • FruitsUp • Gatorade • Glaceau • Smartwater • Hype Energy Drinks • Kingfisher Radler • Limca • Lipton Iced Tea	• LMN • Lucozade • MangoSip • Master Kong • Mazaa • Minute Maid • Mirinda • Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Nimbooz • Oasis • Orangina • Paperboat • Pepsi	• Pepsi Max • Perrier • Pocari Sweat • Powerade • Real Fruit Juice • Red Bull • Rockstar • San Pellegrino • Schweppes • Slice • Sprite • Thums Up • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Indonesia	• 7UP • Ades • Buavita • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Extra Joss • Fanta • Fever Tree • Floridina	• Gatorade • Good Day • Good Mood • Hemaviton • Energy • Hype Energy Drinks • Ichi Ocha • Ichitan • Kratingdaeng • Kukubima • EnerG • Le Minerale • Lipton Iced Tea • Lucozade • M150 • Frestea • Fruit tea • Master Kong	• Minute Maid • Mirinda • Mizone • Monster • MYTEA • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Nu Green Tea • Nutriboost • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade	• Prim-a • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Teh Botol • Teh Gelas • Teh Javana • Teh Kotak • Teh Pucuk • Tropicana • VIT • Vitamin Water • Volvic • YOU C100 • Zico Coconut Water

Ireland	• 7UP • Barry's Tea • Burn • Capri-Sun • Cidona • Club Lemon • Club Orange • Club Rock • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke /	• Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Ireland • Lilt • Lipton Iced Tea Coca-Cola Light	• Mirinda • Mountain Dew • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Monster • Nescafe	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vimto • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
Israel	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Mirinda • Monster • Nescafe • Nespresso	• Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Prigat • Primor • Red Bull	• Rockstar • San Pellegrino • Schweppes • Soda club • Sprite • Tapozina;Spring • Vitamin Water • Volvic • Zico Coconut Water
Italy	• 7UP • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lavazza • Lipton Iced Tea • Lucozade • Mirinda • Monster • Mountain Dew	• Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Mountain Dew • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Zico Coconut Water

Japan	• 7UP • BOSS • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Dekavita C • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Maximus • Mirinda • Mountain Dew • Monster • Natchan!	• Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Japan Cola • Perrier • Pocari Sweat • Powerade • Red Bull	• Rockstar • San Pellegrino • Schweppes • Sprite • Suntory Oolong Tea • Suntory Tennensui • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
Malaysia	• 7UP • 100 Plus • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Maximus • Mirinda • Mountain Dew • Monster	• Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Red Bull	• Ribena • Sparkling • Rockstar • San Pellegrino • Schweppes • Sprite • Spritzer • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Mexico	• 7UP • Be Light • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fuze Tea • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

Netherlands	• 7UP • AA Drink • Burn • Capri-Sun • Carabao • Cassis • Coca-Cola • Coke Zero • Danone Aqua • Diet Pepsi / Pepsi Light • Diet Coke / Coca-Cola Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Dr Foots • Gatorade • Hype Energy Drinks • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • Royal Club • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
New Zealand	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Pepsi / Pepsi Light • Diet Coke / Coca-Cola Light • Dr Pepper / Dr Pepper • Evian • Fanta	• Fever Tree • Foxton Fizz • Gatorade • Hopt • Hype Energy Drinks • Irn Bru • Lipton Iced Tea • L & P (Lemon & Coca-Cola Light Paeroa) • Lucozade • Master Kong • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Petes Lemonade • Pocari Sweat	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • V • Vitamin Water • Volvic • Wests • Zico Coconut Water
Philippines	• 100 Plus • 7UP • Absolute • Aquafina • Burn • C2 Iced Tea • Capri-Sun • Cobra • Coca-Cola • Coke Zero • Danone Aqua • Del Monte Juice Drink • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Le Minerale • Lipton Iced Tea • Lucozade • Master Kong • Mirinda • Minute Maid • Mogu Mogu • Juice • Monster	• Mountain Dew • Nature Spring • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • RC Cola • Red Bull • Rockstar	• Royal Tru • Orange • San Pellegrino • Schweppes • Smart C • Sprite • Summit • Thunder Super • Soda • Tropicana • Vitamin Water • Volvic • Wilkins • Zest-O Juice • Zico Coconut Water

Poland	• 7UP • Ariva Ice tea • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Frugo • Gatorade • Hype Energy • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tiger • Tropicana • Vimto • Vitamin Water • Volvic • Zico Coconut Water
Portugal	• 7UP • Atlântida • Brisa • BriSol • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Mirinda • Evian • Fanta • Fever Tree • Frisumo • Gatorade • Hype Energy • Drinks • IKА • Kima • Laranjada • Lipton Iced Tea	• Lucozade • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Snappy • Sprite • SUCOL • Sumol • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Romania	• 7UP • Adria • Amaroy • Amigo • Aqua Carpatica • Beanz Cafe • Borsec • Bucovina • Burn • Cappy • Capri-Sun • Coca-Cola • Coca Cola Lime • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light	• Diet Pepsi / Pepsi Light • Doncafe • Dorna • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fortuna • Frutti Fresh • Gatorade • Giusto • Granini • Hell Energy • Hype Energy • Drinks • Jacob	• Lavazza • Lipton Iced Tea • Lucozade • Mirinda • Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Nova Brasilia • Oasis • Orangina • Pepsi • Pepsi Max • Pepsi Twist • Perrier • Powerade	• Prigat • Red Bull • Rockstar • San Pellegrino • Santal • Schweppes • Sprite • Tchibo • Tedi • Tiger • Tropicana • Tymbark • Vitamin Water • Volvic • Zico Coconut Water • Zizin

Russia	• 7UP • Burn • Capri-Sun • Chernogolovka • Chernogolovka Baikal • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fruktime • Gatorade • Hype Energy • Drinks • Irn Bru • Lipton Iced Tea • Lucozade	• Mirinda • Monster • Mountain Dew • Nescafe • Nespresso • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Saudi Arabia	• 7UP • Almarai • Al Rabie • Barbican • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Glaceau • Smartwater • Holsten • Hype Energy • Drinks	• Mirinda • Monster • Mountain Dew • Nadec • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vimto • Vitamin Water • Volvic • Zico Coconut Water
Singapore	• 100 Plus • 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian	• Fanta • Fever Tree • F&N • Fruit Tree Fresh • Gatorade • Heaven & Earth • Hype Energy • Drinks • Lipton Iced Tea • Lucozade • Marigold • Master Kong • Minute Maid • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Peel Fresh • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Pokka	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Yeo's • Zico Coconut Water

South Africa	• 7UP • Appletiser • Aqua Vita • Bonaqua • Burn • Capri-Sun • Carabao • Ceres Fruit Juice • Coca-Cola • Coke Zero • Crème Soda • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Energade • Evian • Fanta • Fever Tree • Five Roses tea • Freshpak Rooibos tea • Gatorade • Grapetiser • Hype Energy Drinks • Iron Brew • Joko tea • Lipton Iced Tea	• Liqui fruit • Lucozade • Mirinda • Monster • Mountain Dew / Diet Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Oros • Pepsi • Pepsi Max • Perrier	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Stoney Ginger Beer • Tab • Tropicana • Valpre • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
South Korea	• 2% • 7UP • Bacchus-D • Burn • Capri-Sun • Carabao • Cheon Yeon Cider • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light	• Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong	• Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade	• Red Bull • Rockstar • Sac Sac • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
Spain	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Pepsi / Pepsi Light • Diet Coke / Coca-Cola Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda • Monster • Mountain Dew	• Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull	• Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

Sweden	• 7UP • Burn • Capri-Sun • Champis • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper	• Evian • Fanta • Fever Tree • Fruktsoda • Gatorade • Gevalia • Hype Energy • Drinks • Jaffa • Julmust • Lipton Iced Tea • Lucozade • Mirinda	• Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pommac • Powerade	• Red Bull • Rockstar • San Pellegrino • Schweppes • Sockerdricka • Sprite • Trocadero • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
Switzerland	• 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Elmer Citro	• Evian • Fanta • Fever Tree • Flauder • Gatorade • Gazosa • Hype Energy • Drinks • Lipton Iced Tea • Lucozade • Migros Ice Tea • Mirinda • Monster	• Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Oasis • Orangina • Passaia • Pepita • Pepsi • Pepsi Max • Perrier • Powerade • Nestle Pure Life	• Red Bull • Rivella • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
Taiwan	• 7UP • Bomy • Burn • Capri-Sun • Chai Li Won • Cheers • Chun Chih Cha • Coca-Cola • Coke Fiber • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • HeySong Sarsae • Hype Energy • Drinks • Kochakaden • Lipton Iced Tea • Lucozade • Master Kong • Mirinda	• Mine Shine • Minute Maid • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade	• Real Leaf • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Yu Cha Yuan • Zico Coconut Water

Thailand	• 100 Plus • 7UP • Birdy • Bireley's • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Est • Evian • Fanta • Fever Tree • Gatorade • Hype Energy • Drinks • Ichitan • Kopiko • Lipton Iced Tea • Lucozade • Malee	• Dr Pepper / Diet • Dr Pepper • Master Kong • Mirinda • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Oishi • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat	• Mansome • Rockstar • Mirinda Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Oishi • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat	• Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sponsor • Sprite • Tipco • Tropicana • Unif • Vitamin Water • Volvic • Zico Coconut Water
Turkey	• Burn • Café Crown • Cappy • Capri-Sun • Coca-Cola • Coke Zero • Cola Turka • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light	• Dr Pepper / Diet • Dr Pepper • ElvanSalgam • Evian • Fanta • Fever Tree • Gatorade • Hype Energy • Drinks • Lipton Iced Tea	• Mirinda • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier	• Rockstar • San Pellegrino • Schweppes • Sira • Sprite • Tropicana • Uludağ Gazoz • Vitamin Water • Volvic • Zico Coconut Water	• Rockstar • San Pellegrino • Schweppes • Sira • Sprite • Tropicana • Uludağ Gazoz • Vitamin Water • Volvic • Zico Coconut Water
UAE	• 7UP • Barbican • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet • Dr Pepper	• Evian • Fanta • Fever Tree • Gatorade • Glaceau • Smartwater • Holsten • Hype Energy • Drinks • Lipton Iced Tea • Lucozade • Mirinda • Monster	• Nadec • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull	• Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vimto • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water	• Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vimto • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

United Kingdom	<ul style="list-style-type: none"> • 7UP • Appletiser • Boost • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy • Drinks • Irn Bru • Lavazza • Lilt • Lipton Iced Tea • Lucozade • Mirinda 	<ul style="list-style-type: none"> • Monster • Mountain Dew • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull 	<ul style="list-style-type: none"> • Rich Energy • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • V • Vimto • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
United States	<ul style="list-style-type: none"> • 7UP • Aquafina • Arizona Iced Tea • A&W • Bai • Barq's • Boylan's • Burn • Canada Dry • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Dasani • Diet Coke / Coca-Cola Light 	<ul style="list-style-type: none"> • Diet Pepsi / Pepsi Light • Diet Rite • Dr Pepper / Diet Dr Pepper • Dr Pepper • Evian • Fanta • Fever Tree • Fuze Tea • Gatorade • Glaceau • Smartwater • Hi-ball • Hype Energy • Drinks • Irn Bru • LaCroix • Mirinda 	<ul style="list-style-type: none"> • Mountain Dew / Diet Mountain Dew • Diet Rite • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Lipton Iced Tea • Lucozade • Minute Maid • Monster • Naked Juice 	<ul style="list-style-type: none"> • Poland Springs • Polar Seltzer • Powerade • Red Bull • Rich Energy • Rockstar • San Pellegrino • Schweppes • Sierra Mist • Simply • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water

Vietnam	<ul style="list-style-type: none">• 7UP• Burn• C2 Iced Tea• Capri-Sun• Carabao• Coca-Cola• Coke Zero• Danone Aqua• Diet Coke / Coca-Cola Light• Diet Pepsi / Pepsi Light• Dr Pepper / Diet Dr Pepper	<ul style="list-style-type: none">• Dr Thanh Tea• Evian• Fanta• Fever Tree• Gatorade• Hype Energy• Drinks• Lipton Iced Tea• Lucozade• Master Kong• Mirinda• Monster• Mountain Dew	<ul style="list-style-type: none">• Nescafe• Nespresso• Nestea Ice Tea• Nestle Pure Llfe• Number1• Oasis• Orangina• Pepsi• Pepsi Max• Perrier• Pocari Sweat• Powerade• Red Bull
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ALCOHOL: When did you last drink these alcohol brands?

- Drunk in Last Month
- Drunk in Last Year
- Have Not Drunk

NOTE: This question is not asked in Egypt, Saudi Arabia or UAE. In all other markets, it is asked to those 18+ (or 21+ in the US)

- **333 Beer** Vietnam only
- **ABC Stout** Singapore only
- **Åbro** Sweden only
- **Afligem** Spain only
- **Aguila** Colombia only
- **Albacher** Romania only
- **Alhambra** Spain only
- **Ambar** Spain only
- **Amstel**
- **Anchor** Malaysia, Singapore only
- **Anker Bir** Indonesia only
- **Antarctica** Brazil only
- **Asahi** Australia, Japan, Malaysia, South Korea, Singapore, Thailand
- **Baltika** Russia, Spain, UK only
- **Barrilito** Mexico only
- **Bavaria** Brazil, Colombia, Netherlands, Singapore only
- **Beck's** Germany, Italy, Singapore, Turkey, UK
- **Bergenbier** Romania only
- **Bieckert** Argentina only
- **Bintang** Indonesia only
- **BIRA** India only
- **Bitburger** Germany only
- **Blue Girl** Hong Kong only
- **Bohemia** Brazil only
- **Bomonti** Turkey only
- **Brahma** Argentina, Brazil
- **Brand** Netherlands only
- **Buckler** Spain only
- **Bud Light**
- **Budweiser**
- **Cafri** South Korea only
- **Carling Black Label** South Africa only
- **Carling** Canada, UK
- **Carlsberg**
- **Carlton (e.g. Draught, Dry, Cold, Mid)** Australia only
- **Carta Blanca** Mexico only
- **Cass** South Korea, Singapore
- **Castle** South Africa only
- **Castle Lite** South Africa only
- **Ceres** Denmark, Italy only
- **Cergal** Portugal only
- **Chang** Thailand only
- **Chopfab** Switzerland only
- **Hite** South Korea
- **Ciuc** Romania only
- **Ciucas** Romania only
- **Club Colombia** Colombia only
- **Colorado** Brazil only
- **Cooper's** Australia only
- **Coors Light**
- **Corona**
- **Costena** Colombia only
- **Cristal** Belgium, Portugal only
- **Crown** Australia only
- **Cruzcampo** Spain only
- **Crystal** Brazil only
- **D Dry Finish** South Korea only
- **Desperados** Belgium, France, UK only
- **Dester** Singapore only
- **Devassa** Brazil only
- **Dommelsch** Netherlands only
- **Dorada** Spain only
- **Dos XX** Mexico only
- **Dreher** Italy only
- **Dutch Gold** Ireland only
- **Efes** Russia, Turkey only
- **Erdinger** Germany, Singapore only
- **Estrella Damm** Spain, UK only
- **Estrella Galicia** Spain only
- **Falcon** Sweden only
- **Federbrau** Thailand only
- **Feldschlösschen** Switzerland only
- **Fem Komma Tvåan** Sweden only
- **Foster's** India, Italy, UK only
- **Golden Eagle** India only
- **Goldstar** Israel only
- **Gösser** Austria, Russia only
- **Great Northern** Australia only
- **Grimbergen** Belgium, France only
- **Grolsch** Australia, New Zealand, Netherlands, UK, US
- **Guinness**
- **Hanoi Beer** Vietnam only
- **Hansa** South Africa only
- **Harbin** China only
- **Harp** Ireland only
- **Hasseröder** Germany only
- **Haywards** India only
- **Heineken**
- **Hertog Jan** Netherlands only
- **Neumarkt** Romania only

- **Hoegaarden** Belgium, France, Malaysia, Singapore
- **Holsten** Romania only
- **Hop House 13** Ireland only
- **Hunter's** South Africa only
- **Ichnusa** Italy only
- **Imperial** Argentina, Portugal
- **Indio** Mexico only
- **Isenbeck** Argentina only
- **Itaipava** Brazil only
- **James Boag's** Australia only
- **John Smith's** UK only
- **Jupiler** Belgium, Netherlands
- **Kaiser** Brazil only
- **Kalyani** India only
- **Kingfisher** India, Singapore
- **Kirin Ichiban** Japan only
- **Klinskoe** Russia only
- **Knock Out** India only
- **Kozel** Russia only
- **Krombacher** Germany only
- **Kronenbourg** Australia, France, Italy, Singapore, UK
- **Krusovice** Russia only
- **Kung** Sweden only
- **Labatt** Canada only
- **Larue Beer** Vietnam only
- **Lech** Poland only
- **Leffe** Belgium, France, Italy only
- **Leo Beer** Singapore, Thailand only
- **Lion** New Zealand only
- **Lucky Lager** Canada only
- **Maccabee** Israel Only
- **Marina** Portugal only
- **Max** South Korea only
- **Michelob** USA only
- **Miller** Argentina, Russia, Turkey only
- **Miller Light** Canada, US only
- **Mixta** Spain only
- **Modelo Especial** Mexico only
- **Molson** Canada, Ireland only
- **Moretti** Australia, Italy only
- **Maes Pils** Belgium only
- **Mahou** Spain only
- **Mariestads** Sweden only
- **Negra Modelo** Mexico only
- **Steinlager** New Zealand, Singapore only
- **Noroc** Romania only
- **Nova Schin** Brazil only
- **OB Golden** South Korea only
- **Oettinger** Germany only
- **Okocim** India Poland only
- **Orion** Japan only
- **Ottakringer** Austria only
- **Pacifico** Mexico only
- **Palermo** Argentina only
- **Palma Cristal** Brazil only
- **Patagonia** Argentina only
- **Paulaner** Germany only
- **Pelforth** France only
- **Perla** Poland only
- **Peroni** Australia, Italy, Singapore, UK
- **Pilsen** Colombia only
- **Poker** Colombia only
- **Pripps** Sweden only
- **Pure Blonde** Australia only
- **Quilmes** Argentina only
- **Quöllfrisch** Switzerland only
- **Radeberger** Germany only
- **Red Horse** Philippines only
- **Redd's** South Africa only
- **Royal** Denmark only
- **S Beer** South Korea only
- **Sagres** Portugal only
- **Saigon Beer** Vietnam only
- **Salta** Argentina only
- **San Miguel**
- **Sapporo** Australia, Malaysia, Japan, South Korea only
- **Savanna** South Africa only
- **Schneider** Argentina only
- **Sedrin** China only
- **Silva** Romania only
- **Singha** Singapore, Thailand only
- **Skol** Brazil, Hong Kong only
- **Småland** Sweden only
- **Snow** China only
- **Sofiero** Sweden only
- **Sol** Argentina, Mexico only
- **Spar Pilsner** Denmark only
- **Spaten** Russia only
- **Speight's** New Zealand only
- **Staropramen** Sweden only
- **Tropical** Spain only
- **Truc Bach Beer** Vietnam only

- **Stella Artois**
- **Stiegl** Austria only
- **Stockholm** Sweden only
- **Suntory** Japan only
- **Super Bock** Portugal only
- **Superior** Mexico only
- **Voll Damm** Spain only
- **Warsteiner** Germany only
- **Windhoek** South Africa only
- **XXXX (e.g. Gold, Summer Bright Lager, Bitter)** Australia only
- **Yanjing** China only
- **Žatecký Gus** Russia only
- **Zipfer** Austria only
- **Zubr** Poland only
- **Zywiec** Poland only
- **Taiwan Beer** Taiwan, Singapore
- **Tecate** Mexico, Colombia
- **Thunderbolt** India only
- **Tiger** Malaysia, Singapore, Vietnam only
- **Timisoreana** Romania only
- **Tooheys (e.g. Tooheys New, Extra Dry, Old)** Australia only
- **Tsingtao** China, Hong Kong
- **Tuborg** Denmark, India, Italy, Russia, Turkey only
- **Tui** New Zealand only
- **Tyskie** Poland only
- **UB Export** India only
- **Ursus** Romania only
- **Van Pur** Poland only **Veltins** Germany only
- **Victoria Bitter** Australia only
- **Victoria** Mexico only **Fix** Greece only
- **Mythos** Greece only
- **Vergina** Greece only
- **Alpha** Greece only
- **Kaiser** Greece only
- **Eza** Greece only
- **Zhta** Greece only
- **Mamos** Greece only
- **Bios 5** Greece only
- **Pils Hellas** Greece only
- **None of these**

**ALCOHOL:
CIDER****

When did you last drink these alcohol brands?

- Drunk in Last Month
- Drunk in Last Year
- Have Not Drunk

NOTE: This question is not asked in Egypt, Saudi Arabia or UAE. In all other markets, it is asked to those 18+ (or 21+ in the US)

- **Angry Orchard** UK, USA only
- **Aspall** Australia, Austria, Germany, Russia, UK, USA
- **Brothers** Australia, Austria, Canada, Germany, Greece, Italy, Netherlands, Portugal, Russia, Spain, UK, USA
- **Bulmers** Australia, Ireland, New Zealand, UK
- **Kopparberg** Australia, Austria, Denmark, Germany, Ireland, New Zealand, Portugal, Spain, Sweden, UK, USA
- **Magners** Australia, Austria, Belgium, Canada, Denmark, Germany, Ireland, Italy, Netherlands, New Zealand, Poland, Portugal, Russia, Spain, Sweden, Turkey, UK, USA
- **Orchard Thieves** Austria, Germany, Greece, Ireland, Netherlands, Portugal, Spain, UK
- **Rekordelig** Australia, Canada, Denmark, Germany, Spain, Sweden, UK, USA
- **Savanna Dry** UK only
- **Somersby** Australia, Canada, Denmark, Germany, Portugal, Russia, Sweden, Switzerland, UK, USA
- **Stella Artois Cidre** Belgium, UK, USA
- **Strongbow** Australia, Austria, Belgium, Canada, France, Germany, Greece, Ireland, Italy, New Zealand, Poland, Portugal, Russia, Spain, UK, USA
- **Thatchers** Australia, UK, USA
- **Woodchuck** USA only

ALCOHOL:	When did you last drink these alcohol brands?	BAIJIU <i>China only</i>	RUM
SPIRITS**		<ul style="list-style-type: none"> • Maotai • Wuliangye 	<ul style="list-style-type: none"> • Appleton Jamaica Rum • Bacardi • Barcelo • Bundaberg • Cacique Spain, Latam only • Captain Morgan • Contessa • Havana Club • McDowell's No.1 Celebration • Negrita France, Spain only • Mount Gay • Old Monk India only • Old Port Rum India only • Ron Medellin Latam only • Sailor Jerry • Tanduay APAC only
		BRANDY / COGNAC	GIN
		<ul style="list-style-type: none"> • Camus • Courvoisier • Dreher • Emperador • Gatsios <i>Greece Only</i> • Hennessy • Klipdrift <i>South Africa only</i> • Martell • Meridian <i>Thailand</i> • McDowell's No.1 Brandy • Old Admiral Brandy • Old Kenigsberg <i>Russia only</i> • Paul Masson • Regency <i>Thailand</i> • Ricehlieu <i>South Africa only</i> • Rémy Martin • Stock 84 <i>Italy only</i> • Tyrnavou <i>Greece</i> • Tsipouro Dekaraki <i>Greece Only</i> • Tsivilis <i>Greece Only</i> • Wellington <i>South Africa only</i> 	<ul style="list-style-type: none"> • Beefeater • Bombay Sapphire • Citadelle <i>France, Spain only</i> • Gin Mare <i>Germany, Spain, UK only</i> • Ginebra San Miguel <i>Philippines only</i> • Gordon's • Hendrick's • Inverroche <i>South Africa only</i> • Larios <i>Spain only</i> • Seagram's • Sipsmith <i>Australia, UK, USA</i> • Tanqueray
		LIQUEUR	TEQUILA
		<ul style="list-style-type: none"> • Amaro Lucano <i>Italy only</i> • Amarula • Bailey's • Cointreau • Kahlua • Katsaros <i>Greece Only</i> • Limconcetta di Sorrento <i>Italy only</i> • Limoncè <i>Italy only</i> 	<ul style="list-style-type: none"> • 1800 • 7 Leguas <i>Mexico only</i> • Cabeza • Calle 23 • Cimarron • Don Julio • El Jimador • Espolon <i>Mexico, US only</i> • Fortaleza • Herradura • Hornitos • Jose Cuervo • Ocho
			WHISKY / WHISKEY
		<ul style="list-style-type: none"> • Olmeca Altos 	

- **Patron**
- **Sauza**
- **Tapatio**
- **Tres Generaciones** Mexico, USA Only
- **Lucano Limoncello** Italy only
- **Malibu**
- **Oilava** Greece Only
- **Ouzo Plomariou** Greece Only
- **Pitsiladi** Greece Only
- **Yeni Raki** Turkey
- **Varvagianni** Greece Only
- **100 Pipers** India, Thailand only
- **Ballantine's**
- **Basil Hayden's** Select Markets Only
- **Bells**
- **Black Velvet**
- **Blender Pride** India only
- **Bundaberg** Australia only
- **Canadian Club**
- **Chita** Japan only
- **Chivas Regal**
- **Crown Royal**
- **Dewar's**
- **Evan Williams**
- **Glenfiddich**
- **Glenlivet**
- **Glenmorangie**
- **Grant's**
- **Hakushu** Japan only
- **Hibiki**
- **Imperial Blue** India only
- **J&B**
- **Jack Daniel's**
- **Jameson**
- **Jim Beam**
- **Johnnie Walker**
- **Knob Creek** Select Markets Only
- **Label 5**
- **Macallan**
- **Maker's Mark**
- **McDowell's No.1 Whisky** India only
- **Nikka** Japan only
- **Officer's Choice** India only
- **Old Pulteney** Netherlands, Sweden, UK only
- **Royal Salute**
- **Royal Stag** India only
- **Teacher's** Australia, India, Singapore, UK only
- **The Famous Grouse** Hong Kong, Netherlands, New Zealand, Portugal, Sweden, UK only
- **Topi Miring Whiskey** Indonesia
- **Tullamore Dew**
- **William Lawson's**
- **William Peel**
- **Yamazaki** Japan only

CONVENIENCE**BRANDS / QSRS**** Which of these places would you normally visit / buy something from?

- Weekly
- Monthly

Argentina	<ul style="list-style-type: none"> • Burger King • Domino's • Glovo • KFC • 	<ul style="list-style-type: none"> • McDonald's • MOSTAZA • Papa John's • Krispy Kreme 	<ul style="list-style-type: none"> • Starbucks • Subway • Wendy's 	
Australia	<ul style="list-style-type: none"> • Baskin-Robbins • Domino's • Haagen-Dazs • Hungry Jack's 	<ul style="list-style-type: none"> • Joe and the Juice • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Nando's • Oporto • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Red Rooster • Starbucks • Subway • Zambrero
Austria	<ul style="list-style-type: none"> • Aida • Burger King • Coffee Shop • Company • 	<ul style="list-style-type: none"> • Domino's • Dunkin' Donuts • KFC • Krispy Kreme 	<ul style="list-style-type: none"> • McDonald's • Nordsee • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Starbucks • Subway • Wienerwald
Belgium	<ul style="list-style-type: none"> • Burger King • Delifrance • Domino's • Doner • Company • Exki 	<ul style="list-style-type: none"> • Haagen-Dazs • Krispy Kreme • La Croissanterie • McDonald's • Papa John's • Paul 	<ul style="list-style-type: none"> • Pizza Hut • Point Chaud • Quick • Starbucks • Subway • Sushi Shop 	
Brazil	<ul style="list-style-type: none"> • Bob's • Burger King • Domino's • Dunkin' Donuts • Giraffas 	<ul style="list-style-type: none"> • Habib's • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Oxxo • Papa John's • Pizza Hut • Rei do Mate 	<ul style="list-style-type: none"> • Spoleto • Starbucks • Subway • Taco Bell
Canada	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Chipotle • Dairy Queen • Domino's • Dunkin' Donuts • Five Guys 	<ul style="list-style-type: none"> • Jollibee • KFC • Krispy Kreme • Little Caesars • McDonald's • Nando's • Papa John's 	<ul style="list-style-type: none"> • Papa Murphy's • Pizza • Panera Bread • Peet's Coffee • Pizza Hut • Potbelly • Sandwich Shop 	<ul style="list-style-type: none"> • Qdoba • Starbucks • Subway • Taco Bell • Tim Hortons • Wendy's

China	• Baskin-Robbins • Burger King • CHAMATE • CoCo ICHIBANYA • Costa Coffee • Dairy Queen	• Dicos • Domino's • Dunkin Donuts (Mister Donut) • Haagen-Dazs • J-kungfu • KFC	• Krispy Kreme • Luckin coffee • McDonald's • Papa John's • Peet's Coffee • Pizza Hut • Shake shack	• Starbucks • Subway • Taco Bell • Tim Hortons • Yong He • Yoshinoya
Colombia	• AS Watson • Baskin-Robbins • Burger King • Cafe Coffee Day • CHAMATE • CoCo ICHIBANYA • Coles	• Dairy Farm • Dairy Queen • Dicos • Dunkin' Donuts • Haagen-Dazs • J.CO Donuts • J-kungfu • Joe & The Juice	• KFC Krispy Kreme • Luckin coffee • McDonald's • Mister Donut • Papa John's • Pizza Hut • Shake shack	• Starbucks • Subway • Taco Bell • Tim Hortons • Wingstop • Woolworths • Yong He • Yoshinoya
Denmark	• Banana Joe • Baskin-Robbins • Burger King • Domino's	• Gasoline Grill • Jagger Fast Food • Joe & The Juice	• KFC • Krispy Kreme • McDonald's • Papa John's	• Pizza Hut • Starbucks • Subway • Yoburger
Egypt	• Baskin-Robbins • Buffalo Burger • Burger Fuel • Burger King • Caffe Nero • Caribou • Cook Door	• Costa Coffee • Dairy Queen • Domino's • Dunkin' Donuts • Five Guys • Glovo • Hardee's	• Joe & The Juice • Johnny Rockets • KFC • Krispy Kreme • Little Caesars • Man'oushe street	• McDonald's Mo'men • Pizza Hut • Starbucks • Subway • Texas Chicken • Tim Hortons
France	• Buffalo Grill • Burger King • Chipotle • Del Arte • Domino's • Exki	• Five Guys • Flunch • Glovo • Haagen-Dazs • Joe & The Juice • KFC	• Krispy Kreme • La Mie Caline • McDonald's • Papa John's • Paul • Pizza Hut	• Planet Sushi • Quick • Starbucks • Subway • Sushi Shop • Wingstop
Germany	• Back Factory • Backwerk • Burger King • Chipotle • Ditsch • Domino's	• Dunkin' Donuts Five Guys • Haagen-Dazs • Joe & The Juice • Joey's Pizza • KFC	• Krispy Kreme • Kochlöffel • McDonald's • Nordsee • Papa John's	• Pizza Hut • Starbucks • Subway • Sushi Shop • Wienerwald

Greece	<ul style="list-style-type: none"> • Burger King • Goody's • Simply Burger • Everest • Gregory's • Coffee Island • Coffee Lab • Coffeebrands • Chillbox • Aroma Caffe • KFC • Beat • Mikel Coffee • Pizza Fan • McDonald's
Hong Kong	<ul style="list-style-type: none"> • Burger King • Cafedecorar • CoCo • ICHIBANYA • Domino's • Fairwood • Haagen-Dazs • J.CO Donuts • Joe & The Juice • Jollibee • KFC • Krispy Kreme • Little Caesars • Maximsmx • McDonald's • Papa John's • Pizza Hut • Starbucks • Subway • Yoshinoya
India	<ul style="list-style-type: none"> • Barista • Baskin Robbins • BigBazaar • Burger King • Cafe Coffee Day • Costa Coffee • Domino's • Dunkin' Donuts • Gelato • KFC • Krispy Kreme • McDonald's • More (store) • Nando's • Papa John's • Pizza Hut • Potbelly • Sandwich Shop • Taco Bell • Reliance Fresh (store) • Starbucks • Subway
Indonesia	<ul style="list-style-type: none"> • Ayam Geprek • Bensu • Bakmi GM • Baskin Robbins • Break Talk • Burger King • CoCo • Dairy Queen • D'cost • Domino's • Es Teier 77 • Fish & Co • Hoka hoka • bento • J.CO Donuts • KFC • Krispy Kreme • McDonald's • Mister Donut • (Dunkin' Donuts) • Papa John's • Pizza Hut • Restoran Sederhana • Solaria • Starbucks • Wendy's • Wingstop ICHIBANYA
Ireland	<ul style="list-style-type: none"> • Abrakebabra • Baskin-Robbins • Burger King • Caffe Nero • Costa Coffee • Domino's • Eddie Rocket's • Five Guys • Four Star Pizza • Haagen-Dazs • Insomnia • KFC • Krispy Kreme • McDonald's • Milano • Nando's • O'Briens Sandwich Bar • Papa John's • Pizza Hut • Starbucks • Subway • Supermacs
Israel	<ul style="list-style-type: none"> • Aroma • BBB • Burgar Runch • Burgas Bar • Burger King • Domino's • Hoka • KFC • Krispy Kreme • Lehem Haarz • McDonald's • Papa John's • Pizza Hut • Starbucks • Subway • tonyvespa

Italy	<ul style="list-style-type: none"> • Burger King • Domino's • Exki • Five Guys 	<ul style="list-style-type: none"> • Flunch • Glovo • Jollibee 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Papa John's • Subway • Sushi Shop
Japan	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • CoCo • ICHIBANYA • Domino's 	<ul style="list-style-type: none"> • Dunkin Donuts (Mister Donut) • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • MOS Burger • Papa John's • Pizza Hut • Shake shack 	<ul style="list-style-type: none"> • Starbucks • Subway • Taco Bell • Tully's
Malaysia	<ul style="list-style-type: none"> • A&W • Baskin-Robbins • Burger King • CoCo • ICHIBANYA • Domino's 	<ul style="list-style-type: none"> • Dunkin' Donuts • J.CO Donuts • Jollibee • Kenny Rogers Roasters • KFC 	<ul style="list-style-type: none"> • Krispy Kreme • Marrybrown • McDonald's • Nando's • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Starbucks • Subway • Surgarbun • Texas Chicken • Wingstop
Mexico	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Carl's Jr • Dairy Queen • Domino's 	<ul style="list-style-type: none"> • Dunkin' Donuts • Haagen-Dazs • KFC • Krispy Kreme 	<ul style="list-style-type: none"> • McDonald's • Oxxo • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Starbucks • Subway • Tim Hortons • Wingstop
Netherlands	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Domino's • Doner Company • Dunkin' Donuts 	<ul style="list-style-type: none"> • Exki • FEBO • Joe & The Juice • KFC • Krispy Kreme 	<ul style="list-style-type: none"> • Kwalitaria • McDonald's • New York Pizza • Pizza Hut • Smullers 	<ul style="list-style-type: none"> • Snackpoint • Starbucks • Subway • Sushi Shop • Taco Mundo
New Zealand	<ul style="list-style-type: none"> • Burger Fuel • Burger King • Carl's Jr • Domino's • Dunkin' Donuts 	<ul style="list-style-type: none"> • Haagen-Dazs • Hell Pizza • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Nando's • Papa John's • Pita Pit • Pizza Hut 	<ul style="list-style-type: none"> • Starbucks • Subway • Woolworths • Zambrero

Philippines	<ul style="list-style-type: none"> • Army Navy • Baskin-Robbins • Bon Chon Chicken • Bo's Coffee • Burger King • Chowking • CoCo ICHIBANYA • Coffee Bean & Tea Leaves • Dairy Queen • Domino's • Goldilocks • Foodshoppe • Greenwich • J.CO Donuts & More • Jollibee • Kenny Rogers • KFC • Krispy Kreme • Mang Inasal • Max's • McDonald's • Panda Express • Papa John's • Pizza Hut 	Poland	<ul style="list-style-type: none"> • Burger King • Caffe Nero • Costa Coffee • Domino's • Flunch • KFC • Krispy Kreme • McDonald's • Mr Hamburger • Papa John's • Pizza Hut • Salad Story 	Portugal	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Domino's • Glovo • H3 • Haagen-Dazs • KFC • Krispy Kreme • McDonald's • Papa John's • Pizza Hut • Starbucks 	Romania	<ul style="list-style-type: none"> • 5toGo • Burger King • Chopstix • Domino's • Filicory • Glovo • Jerry'S Pizza • Joe & The Juice • KFC • Krispy Kreme • Manufaktura by • Doncafe • McDonald's • OroToro • Paul • Papa John's • Petru Simigerie • Pizza Hut • SaladBox • Spartan • Spring Time 	Russia	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Coffee House • Coffee Shop Company • Costa Coffee • Domino's • Dunkin' Donuts • KFC • Kroshka Kartoshka • Krispy Kreme • McDonald's • Papa John's • Pizza Hut • Shake shack • Shokoladnitsa
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Saudi Arabia	• Albaik	• Domino's	• Jollibee	• Paavos
	• Baskin-Robbins	• Dunkin' Donuts	• KFC	• Papa Murphy's
	• Burger Fuel	• Five Guys	• Krispy Kreme	Pizza
	• Burger King	• Freedom pizza	• Kudu	• Pizza Hut
	• Caffe Nero	• Hardee's	• Little Caesars	• Shake shack
	• Caribou	• Herfy	• Man'oushe	• Starbucks
	• ChickKing	• Joe & The Juice	street	• Subway
	• Cone Zone	• Johnny Rockets	• McDonald's	• Texas Chicken
	• Costa Coffee	• Dairy Queen	• Papa John's	• Tim Hortons
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Singapore	• A&W	• Coffee Club	• Little Caesars	• Shake shack
	• Baskin-Robbins	• Delifrance	• Long John Silver	• Starbucks
	• Burger King	• Domino's	• McDonald's	• Subway
	• Carl's Jr	• Haagen-Dazs	• MOS Burger	• Texas Chicken
	• Chic-A-Boo	• J.CO Donuts	• Nando's	• The Coffee
	• CoCo	• Joe & The Juice	• Papa John's	Connoisseur
	ICHIBANYA	• Jollibee	• Pizza Hut	(TCC)
	• Coffee Bean & Tea Leaves	• KFC	• Popeyes	• Wingstop
		• Krispy Kreme	Louisiana Kitchen	
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South Africa	• Baskin-Robbins	• Kauai	• Pizza Hut	
	• Burger Fuel	• KFC	• Simply Asia	
	• Burger King	• Krispy Kreme	• Starbucks	
	• Butler's Pizza	• McDonald's	• Steers	
	• Chicken Licken	• Mugg & Bean	• St Elmo's pizza	
	• Debonairs Pizza	• Nando's	• Subway	
	• Domino's	• Papa John's	• Wimpy	
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South Korea	• Baskin-Robbins	• Dunkin Donuts	• Krispy Kreme	• Pizza Hut
	• Burger King	(Mister Donut)	• McDonald's	• Shake shack
	• CoCo	• Joe & The Juice	• Papa John's	• Starbucks
	ICHIBANYA	• KFC	• Pelicana Chicken	• Subway
	• Domino's			
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Spain	• 100 Montaditos	• Glovo	• Pans &	• Subway
	• Baskin-Robbins	• Haagen-Dazs	Company	• Sushi Shop
	• Burger King	• KFC	• Papa John's	• Taco Bell
	• Dehesa Santa Maria	• Krispy Kreme	• Pizza Hut	• Telepizza
	• Domino's	• Flunch	• Ribs	• Tim Hortons
	• Five Guys	• Foster's	• Rodilla	• Viena
	• FrescCo	Hollywood	• Starbucks	• VIPS
		• McDonald's		

Sweden	<ul style="list-style-type: none"> • Burger King • Caffe Nero • Domino's • Frasses • Joe & The Juice 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • Max • Hamburgers • McDonald's 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Redfellas • Sibylla • Starbucks 	<ul style="list-style-type: none"> • Subway • Wayne's Coffee
Switzerland	<ul style="list-style-type: none"> • Brezelkönig • Burger King • Domino's • Dunkin' Donuts • Hitzberger 	<ul style="list-style-type: none"> • Joe & The Juice • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Nordsee • Papa John's • Pizza Hut • Starbucks 	<ul style="list-style-type: none"> • Subway • Sushi Shop • Telepizza • Yoojis
Taiwan	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Dandan • Dandan Hamburg • Dante Coffee • Dicos 	<ul style="list-style-type: none"> • Domino's • Dunkin Donuts (Mister Donut) • Family Mart • FatDaddy • Haagen-Dazs 	<ul style="list-style-type: none"> • Ikari Coffee • KFC • Krispy Kreme • McDonald's • MOS Burger 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Starbucks • Subway • TKK
Thailand	<ul style="list-style-type: none"> • After You • Au bon pain • Baskin-Robbins • Barbecue Plaza • Burger King • Chester Grill • CoCo 	<ul style="list-style-type: none"> • ICHIBANYA • Dairy Queen • Domino's • Dunkin' Donuts • Fuji • Hot Pot 	<ul style="list-style-type: none"> • Jollibee • KFC • Krispy Kreme • McDonald's • MK • Papa John's 	<ul style="list-style-type: none"> • Pizza Hut • S&P • Starbucks • Subway • Swensen • The Pizza
Turkey	<ul style="list-style-type: none"> • Baydöner • Burger King • Caffe Nero • Costa Coffee • Domino's • Glovo 	<ul style="list-style-type: none"> • KFC Krispy Kreme • Köfteci Ramiz • Little Caesars • McDonald's • Papa John's 	<ul style="list-style-type: none"> • Pizza Hut • PizzaPizza • Popeyes • Chicken & Biscuits • Sampiyon 	<ul style="list-style-type: none"> • Kokoreç Shake Shack • Simit Saray • Starbucks • Subway • Tim Hortons
UAE	<ul style="list-style-type: none"> • Albaik • Baskin-Robbins • Burger Fuel • Burger King • Caffe Nero • Caribou • ChicKing • Costa Coffee • Debonairs Pizza 	<ul style="list-style-type: none"> • Domino's • Exki • Five Guys • Freedom pizza • Hardee's • Joe & The Juice • Johnny Rockets • Jollibee • KFC 	<ul style="list-style-type: none"> • Krispy Kreme • Little Caesars • Man'oushe • street • McDonald's • Paavos • Papa John's • Papa Murphy's • Pizza 	<ul style="list-style-type: none"> • Pizza Hut • Shake shack • Starbucks • Subway • Sushi Shop • Taco Bell • Texas Chicken • Tim Hortons • Wingstop

United Kingdom	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • Caffe Nero • Chipotle • CoCo ICHIBANYA • Costa Coffee • Domino's 	<ul style="list-style-type: none"> • Dunkin' Donuts • Eat • Five Guys • Greggs • Haagen-Dazs • Joe & The Juice • Jollibee • KFC 	<ul style="list-style-type: none"> • Krispy Kreme • McDonald's • Nando's • Papa John's • Pizza Hut • Pret a Manger • SFC Plus 	<ul style="list-style-type: none"> • Shake Shack • Starbucks • Subway • Sushi Shop • Taco Bell • Tim Hortons • Wingstop
USA	<ul style="list-style-type: none"> • Arbys • Baskin-Robbins • Burger King • Caffe Nero • Carl's Jr • Chick-fil-A • Chipotle • CoCo ICHIBANYA • Cracker Barrel • Dairy Queen • Denny's • 	<ul style="list-style-type: none"> • Domino's • Dunkin' Donuts • Exki • Five Guys • Haagen-Dazs • Hardee's • IHOP • In-N-Out • Joe & The Juice • Jollibee • KFC • Krispy Kreme 	<ul style="list-style-type: none"> • Little Caesars • McDonald's • Nando's Panda Express • Panera Bread • Papa John's • Papa Murphy's • Pizza • Peet's Coffee • Pizza Hut • Popeyes 	<ul style="list-style-type: none"> • Potbelly Sandwich Shop • Pret a Manger • Qdoba • Shake Shack • Sonic Drive-In • Starbucks • Stumptown • Subway • Taco Bell • Waffle House • Wendy's
Vietnam	<ul style="list-style-type: none"> • Baskin-Robbins • Burger King • CoCo ICHIBANYA • Domino's 	<ul style="list-style-type: none"> • Highlands Jollibee • KFC • Krispy Kreme • Lotteria 	<ul style="list-style-type: none"> • McDonald's • Papa John's • Phuc Long • Pizza Hut • Starbucks 	<ul style="list-style-type: none"> • Subway • Trung Nguyen • The Coffee House • Woolworths

SUPERMARKETS / Which of these supermarkets / convenience stores have you heard of?

CONVENIENCE

STORES: How frequently do you shop at these supermarkets / convenience stores? This could be online or in one of their stores.

AWARENESS** Weekly | Monthly | Less often | Never

SUPERMARKETS /

CONVENIENCE

STORES:

ENGAGEMENT**

Argentina	<ul style="list-style-type: none"> • Carrefour • Coto 	<ul style="list-style-type: none"> • Dia • Disco 	<ul style="list-style-type: none"> • Jumbo • La Anónima 	<ul style="list-style-type: none"> • Vea • Walmart 	•
Australia	<ul style="list-style-type: none"> • 7-Eleven • Aldi 	<ul style="list-style-type: none"> • Coles • IGA 	<ul style="list-style-type: none"> • Woolworths 		

Austria	• ADEG • Billa • Hofer	• Lidl • Merkur • MPreis	• Penny Markt • SPAR • Unimarkt	
Belgium	• Albert Heijn • Aldi • Bio-Planet	• Carrefour • Colruyt • Cora	• Delhaize • Intermarché • Leader Price	• Lidl • Match • Spar
Brazil	• Carrefour • Dia	• Extra • Lojas Americanas	• Walmart	
Canada	• Carrefour • Costco	• Circle K • Metro	• Sobeys • Walmart	
China	• 7-Eleven • AEON • Carrefour • CR Vanguard	• Jingkelong • Lianhua Supermarket • Lotte Mart	• LOTUS • ParknShop • RT-Mart / Auchan • Walmart	• Wumart • Yonghui
Colombia	• Ara • Carulla • D1	• Exito • Jumbo • Justo & Bueno	• Makro • Oxxo • SuperInter	• Surtifruver • Surtimax
Denmark	• 7-Eleven • Aldi • Brugsen	• Circle K • Fakta • Fotex	• Irma • Kvickly • Lidl	• Meny • REMA 100
Egypt	• Alfa Market • BIM • Carrefour	• Fathalla • Fresh Food Market • Hypermart	• Kheir Zaman • Metro • Oscar Grand Stores	• Panda • Ragab Sons • Spinneys
France	• Aldi • Auchan • Carrefour	• Casino • Cora • E.Leclerc	• Intermarché • Leader Price • Lidl	• Monoprix • Netto • Super U
Germany	• Aldi • Edeka	• Kaufland • Lidl	• Netto • Penny	• REWE • Spar •
Greece	• AB Vassilopoulos • Bazaar • Efresh • Galaxias	• Kritikos • Lidl • Marketin	• Masoutis • My Market • OK Market	• Sklaventis • Thanoloulos • Xalkiadakis
Hong Kong	• 759 Store • 7-Eleven • Circle K	• Jasons Marketplace • ParknShop	• Vanguard • Wellcome	

India	<ul style="list-style-type: none"> • Big Bazaar • D-Mart • Godrej's Nature Basket 	<ul style="list-style-type: none"> • HyperCity • In & Out • More 	<ul style="list-style-type: none"> • Reliance Fresh • Safal • Spar 	<ul style="list-style-type: none"> • Spencer's • Star • Twenty Four Seven
Indonesia	<ul style="list-style-type: none"> • 7-Eleven • Alfamart • Carrefour 	<ul style="list-style-type: none"> • Circle K • Farmers Market • Foodmart 	<ul style="list-style-type: none"> • Giant • Hero • Hypermart 	<ul style="list-style-type: none"> • Indomaret • Lotte Mart • Super Indo
Ireland	<ul style="list-style-type: none"> • Aldi • Centra 	<ul style="list-style-type: none"> • Circle K • Dunnes Stores 	<ul style="list-style-type: none"> • Lidl • Spa 	<ul style="list-style-type: none"> • SuperValu • Tesco
Israel	<ul style="list-style-type: none"> • AM:PM • Cofix 	<ul style="list-style-type: none"> • Hatzi Hinam Marketing 	<ul style="list-style-type: none"> • MEGA • Rami Levy Hashikma 	<ul style="list-style-type: none"> • Shufersal • Tiv Ta'am
Italy	<ul style="list-style-type: none"> • Carrefour • Conad • Co-op 	<ul style="list-style-type: none"> • Crai • Despar • Esselunga 	<ul style="list-style-type: none"> • Europsin • Iper • Lidl 	<ul style="list-style-type: none"> • Pam • Simply • Unes
Japan	<ul style="list-style-type: none"> • 7-Eleven • AEON • Daiei • FamilyMart 	<ul style="list-style-type: none"> • Gourmet City • Ito-Yokado • Lawson • Maxvalu 	<ul style="list-style-type: none"> • Ministop • Seiyu • The Garden • Jiyugaoka 	<ul style="list-style-type: none"> • York-Benimaru • York Mart
Malaysia	<ul style="list-style-type: none"> • 7-Eleven • Aeon BIG • Aeon Jusco 	<ul style="list-style-type: none"> • Cold Storage • Econsave • Family Mart 	<ul style="list-style-type: none"> • Giant • Mydin 	<ul style="list-style-type: none"> • NSK • Tesco
Mexico	<ul style="list-style-type: none"> • 7-Eleven • Bodega Aurrera • Chedraui 	<ul style="list-style-type: none"> • Circle K • Comercial Mexicana • Costco 	<ul style="list-style-type: none"> • Gigante • La Comer • Oxxo 	<ul style="list-style-type: none"> • Superama • Walmart • Zorro
Netherlands	<ul style="list-style-type: none"> • Albert Heijn 	<ul style="list-style-type: none"> • Aldi 	<ul style="list-style-type: none"> • Jumbo 	<ul style="list-style-type: none"> • Lidl
New Zealand	<ul style="list-style-type: none"> • Countdown 	<ul style="list-style-type: none"> • New World 	<ul style="list-style-type: none"> • Pak n Save 	
Philippines	<ul style="list-style-type: none"> • 7-Eleven • Alfamart • All Day • Circle K 	<ul style="list-style-type: none"> • Family Mart • Gaisano • Lawson • Landers 	<ul style="list-style-type: none"> • Metro Supermarket • Ministop • Puregold 	<ul style="list-style-type: none"> • SM • S&R • Walter Mart
Poland	<ul style="list-style-type: none"> • Aldi • Auchan • Biedronka 	<ul style="list-style-type: none"> • Carrefour • Circle K • E.Leclerc 	<ul style="list-style-type: none"> • Intermarché • Kauflandi • Lewiatan 	<ul style="list-style-type: none"> • Lidl Netto • Tesco

Portugal	• Aldi • Continente • Dia	• E.Leclerc • Intermarché • Jumbo	• Lidl • Makro • Minipreço	• Pingo Doce
Romania	• Auchan • Carrefour	• Cora • Kaufland	• Lidl • Mega Image	• Profi • Selgros
Russia	• Circle K • DIXY	• Radezh • SPAR		
Saudi Arabia	• Carrefour	• Danube	• Panda	
Singapore	• 7-Eleven • BigBox • Cheers • Cold Storage	• Fair Price • Giant • Jasons	• Marketplace • Prime • Sheng Siong	
South Africa	• Checkers • Choppies • Food Lovers Market	• OK • Pick n Pay • ShopRite	• SPAR • Woolworth	
South Korea	• 7-Eleven • Costco • Cspace	• CU • E-Mart • FamilyMart	• GS Super • Homeplus • Lotte Mart	• Top Mart • With Me
Spain	• Alcampo • Aldi • Carrefour • Consum	• Día • Eroski • Hipercor • Lidl	• Mercadona • Opencor • Supercor • Supermercados	• El Corte Inglés
Sweden	• 7-Eleven • Co-op	• Hemköp • ICA	• Lidl • Netto	• Willys
Switzerland	• Aldi • Co-op	• Denner • Lidl	• Migros • SPAR	
Taiwan	• 7-Eleven • A-Mart • Carrefour	• Costco • Family Mart • Hi-Life	• OK Mart • PX-mart • RT Mart	• Save & Safe • Sinon • Wellcome
Thailand	• 7-Eleven • Big C • Foodland	• Fresh Mart • Gourmet Market • MaxValu	• Tesco Lotus • Tops • Villa Market	
Turkey	• A101 • BIM • Çagri	• Carrefour • Hakmar • Kiler	• Kipa Ekspres • Makromarket • Metro	• Migros • Şok

UAE	<ul style="list-style-type: none"> 7-Eleven Carrefour 	<ul style="list-style-type: none"> Choithrams LuLu 	<ul style="list-style-type: none"> Spinneys
United Kingdom	<ul style="list-style-type: none"> Aldi ASDA Circle K Co-op 	<ul style="list-style-type: none"> Lidl Morrisons Ocado 	<ul style="list-style-type: none"> Sainsbury's Tesco Waitrose
USA	<ul style="list-style-type: none"> 7-Eleven Albertsons Aldi BJ's Circle K Costco 	<ul style="list-style-type: none"> Dollar General Family Dollar Kroger Meijer Publix 	<ul style="list-style-type: none"> Safeway Trader Joe's Walmart Whole Foods WinCo Foods
Vietnam	<ul style="list-style-type: none"> Aeon Citimart Big C 	<ul style="list-style-type: none"> Co.opmart Fivimart 	<ul style="list-style-type: none"> Lotte Mart Maximark
FREQUENCY OF DRINKS	How frequently do you drink the following?		
CONSUMPTION**	<ul style="list-style-type: none"> At least once a month Less than once a month Never 	<ul style="list-style-type: none"> Baijiu <i>China only</i> Beer / lager Bottled water Brandy / cognac Cider Coffee Energy drinks (<i>e.g. Red Bull, Monster</i>) Fruit juice Gin Iced tea 	<ul style="list-style-type: none"> Liqueurs (<i>e.g. Baileys, Cointreau</i>) Non-alcoholic beer Rum Soft drinks (<i>e.g. Cola, Lemonade etc</i>) Sparkling wine (<i>e.g. Champagne</i>) Tea Tequila Vodka Wine Whiskey Other alcoholic drinks, (<i>e.g White Claw, Smirnoff Ice, Redd's</i>) (<i>USA only</i>)

NOTE: Alcohol options are hidden from Egypt, Saudi Arabia & UAE and are age-sensitive.

Fashion & Personal Care

HAIRCARE /	Which of these	• Albion~ <i>Asia Pacific only</i>	• Maybelline
SKINCARE /	haircare/skincare/cosmetics	• Aussie~	• NARS~
COSMETICS	brands do you use at least once a	• Aveeno <i>Germany, UK, USA</i>	• Natura
BRANDS**	week?	• Avene	• Neutrogena
		• Avon	• <i>Nexus USA only</i>
		• Apivita <i>Greece Only</i>	• Nivea~
	NOTE: Options marked with ~ are	• AXE / Lynx	• o Boticário
	asked to women only	• bareMinerals~ <i>North America only</i>	• Olay
	Just for Men is asked to men only.	• Bifesta~ <i>Asia Pacific only</i>	• Oriflame <i>Romania only</i>
		• Bioderma	• Origins
		• Biore	• Palmolive - <i>Select markets only</i>
		• Bio-Oil	• Pantene~
		• Bioten <i>Greece Only</i>	• Pechoin <i>Asia Pacific only</i>
		• Biotherm	• Powerhealth <i>Greece Only</i>
		• Bobbi Brown~	• Revlon~
		• Bodyfarm <i>Greece Only</i>	• Rimmel
		• Caudalie~	• Romano ~ <i>Vietnam only</i>
		• Chando <i>Asia Pacific only</i>	• Sari Ayu~ <i>Indonesia, Malaysia only</i>
		• Chanel~ <i>Select markets only</i>	• Estee Lauder
		• Clarins	• FANCL~ <i>Asia Pacific only</i>
		• Clean & Clear	• Farcom <i>Greece Only</i>
		• Clear	• Farmec <i>Romania only</i>
		• Clinique	• For Beloved One~ <i>Taiwan only</i>
		• Covergirl <i>France, Germany, UK, USA</i>	• Frezyderm <i>Greece Only</i>
		• Curel~ <i>Asia Pacific only</i>	• Garnier
		• DHC~ <i>Asia Pacific only</i>	• Gerovital <i>Romania only</i>
		• Dior ~ <i>Select markets only</i>	• Gillette
		• Dove~	• Givenchy~ <i>Select markets only</i>
		• Dr Ci:Labo~ <i>Asia Pacific only</i>	• Guerlain
		• Dr Wu <i>Asia Pacific only</i>	• Had Laba <i>Asia Pacific only</i>
		• Dust and Cream <i>Greece Only</i>	• Head & Shoulders
		• Elizabeth Arden~	• Herborist <i>China only</i>
		• Elmiplant <i>Romania only</i>	• Innisfree <i>Asia Pacific only</i>
		• L'Occitane	• Intermed <i>Greece Only</i>
		• L'Oreal~	• IPSA~ <i>Hong Kong only</i>
		• Lancome	• Just for Men <i>Argentina, Australia, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, Ireland, Italy, Netherlands, New Zealand, Portugal, Spain, Turkey, UK, USA only</i>
		• Laneige <i>Asia Pacific only</i>	
		• LUSH~	
		• Lux~	
		• M.A.C.~	
		• Make Up Forever~	
		• Mary Kay~	
		• Mastic Spa <i>Greece Only</i>	
		• Max Factor~	
		• Kiehls	

- Kose~ *Asia Pacific only*
- Korres *Greece Only*
- La Mer~
- La Prairie~
- La Roche-Posay
- Schwarzkopf
- Shea Moisture
- Shiseido
- Simple *UK only*
- Sisley
- SK-II
- Smashbox~ *North America only*
- Sostar *Greece Only*
- Sulwhasoo *Asia Pacific only*
- Sunsilk ~ *Select Markets only*
- Syoss~
- Tarte Cosmetics~ *North America only*
- The Body Shop
- Too Faced~ *North America only*
- TRESemme
- Tsubaki~ *China, Hong Kong, Japan, South Korea, Taiwan only*
- Urban Decay~
- Vichy
- VO5
- VS (Vidal Sassoon)
- Wardah~ *Indonesia only*
- Wash & Go *Romania only*
- Youthlab *Greece Only*
- Xmen ~ *Vietnam only*
- None of these

LUXURY FASHION: When did you last make a

ENGAGEMENT** purchase from these luxury fashion brands?

- Purchased in Last Year
- Purchased in Last 5 Years

Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family / friends)?

- Armani
- Balenciaga
- Bottega Veneta
- Bulgari
- Burberry
- Cacharel
- Calvin Klein
- Canali
- Carolina Herrera
- Cartier
- Celine
- Chanel
- Chloe
- Chow Sang Sang *China, Hong Kong, Taiwan only*
- Chow Tai Fook *China, Hong Kong, Taiwan only*
- Christian Lacroix
- Coach
- Davidoff
- Dior
- Dolce & Gabbana
- Dunhill
- Escada
- Fendi
- Furla
- Givenchy
- Gucci
- Hermes
- Hugo Boss
- Jean Paul Gaultier
- Jimmy Choo
- Kate Spade
- Kenzo
- Lacoste
- Lanvin
- Loewe
- Longchamp
- Louis Vuitton
- Luxury watch brand (*e.g. Rolex, TAG*)
- Marc Jacobs
- Max Mara
- Michael Kors
- Moschino
- Narciso Rodriguez
- Nina Ricci
- Paco Rabanne
- Pandora
- Paul Smith
- Prada
- Ralph Lauren
- Ray-Ban
- Roberto Cavalli
- Rochas
- Shanghai Tang *China, Hong Kong, Taiwan only*
- Stella McCartney
- Swarovski
- Theory
- Thierry Mugler
- Tiffany
- Tod's
- Tom Ford
- Tommy Hilfiger
- Trussardi
- Valentino
- Versace
- YSL / Saint Laurent
- Zegna
- None of these

LUXURY FASHION:

ADVOCACY**

RETAILERS**

Which of these retailers / stores have you shopped at in the last 3 months?

This could be online or in one of their stores

Argentina

● Alto Palermo	● Farmacity	● Patio Bullrich	● Unicenter
● Arredo	● Kevingston	● Recoleta Mall	● Vantage
● Dot	● Legacy	● Selma	● Wanama
● Easy	● Levi's	● Sodimac	● Zara
● Falabella	● Paseo Alcorta	● Staples	● Zona Vital

Australia	<ul style="list-style-type: none"> • Amcal • ASOS • BCF • Bonds • Bunnings • Chemist Warehouse • Cotton On • Country Road 	<ul style="list-style-type: none"> • David Jones • H&M • Harris Scarfe • Home Timber & Hardware • IKEA • Katies • Kmart 	<ul style="list-style-type: none"> • Lorna Jane • Millers • Mitre 10 • Myer • Officeworks • Portmans • Priceline • Rebel Sports 	<ul style="list-style-type: none"> • Staples • Sussan • Suzanne Grae • Target • The Iconic • TK Maxx • UNIQLO • Zara
Austria	<ul style="list-style-type: none"> • Action • Bauhaus • Bershka • BIPA • Blue Tomato • Bonita • C & A • Deichman • DM • Esprit • Flying Tiger 	<ul style="list-style-type: none"> • H&M • Hagebaumarkt • Hervis • Hornbach • Humanic • IKEA • Interio • JD Sports • Kastner & Öhler • Kaufhaus Lutz • Kaufhaus Schiepek 	<ul style="list-style-type: none"> • Kaufhaus Tyrol • KIKA • Kleider Bauer • Leiner • Levi's • Mango • Marionnaud • MediaMarkt • Müller-Drogerie • New Yorker • Obi 	<ul style="list-style-type: none"> • Orsay • Pro Kaufland • s.Oliver • Saturn • Stiefelkönig • Tally Weijl • Vero Moda / Jack & Jones • XXXLutz • Zara
Belgium	<ul style="list-style-type: none"> • Action • Bel&Bo • Blokker • BOBO • Bol • Brico • C&A • Camber • Casa 	<ul style="list-style-type: none"> • Desigual • E5-Mode • Esprit • Flying Tiger • Galeria Inno • Gamma • FNAC • Footlocker • H&M 	<ul style="list-style-type: none"> • HEMA • Heytens • IKEA • JBC • JD Sports • Kräfel • Kruidvat • Leenbakker • Mango 	<ul style="list-style-type: none"> • Media Markt • Trafic • UNIQLO • Urban Outfitters • Vanden Borre • Weba • Zalando • Zara • Zeeman
Brazil	<ul style="list-style-type: none"> • C&A • Casas Bahia • Centauro • Drogaria Raia • Drogaria Pacheco • Drogaria São Paulo • ETNA 	<ul style="list-style-type: none"> • GAP • Hering • Kalunga • Levi's • Magazine Luiza • Malwee • Marisa 	<ul style="list-style-type: none"> • Mobly • Mundo Verde • Netshoes • Onofre • Papelaria Real • Pernambucanas 	<ul style="list-style-type: none"> • Ponto Frio • Renner • Riachuelo • Sam's Club • Ultrafarma • Zara

Canada	<ul style="list-style-type: none"> • Abercrombie & Fitch • Aritzia • Best Buy • Canadian Tire • GAP • H&M • Hollister • Holt Renfrew • Home Depot • Home Hardware 	<ul style="list-style-type: none"> • Home Outfitters • Hudson's Bay Company • IKEA • Jean Coutu • Leon's • Levi's • London Drugs • Lowe's • Mark's Work 	<ul style="list-style-type: none"> • Nordstrom • Old Navy • Pharmasave • Reitmans • Rexall • Rona • Saks • Sears • Shoppers Drug Mart / 	<ul style="list-style-type: none"> • Pharmaprix • Staples • The Brick • The Source • Uniprix • Urban Outfitters • Wearhouse • Winners • Zara
China	<ul style="list-style-type: none"> • b+ab • Baleno • Bench • Boloni • Cabbeen • Dashenlin • E-Land • Esprit 	<ul style="list-style-type: none"> • G2000 • GAP • Giordano • Guoda • H&M • HOBA • IKEA • La Chapelle 	<ul style="list-style-type: none"> • LaoBaiXing • Levi's • Mango • Me&City • Meters / bonwe • METRO • Muji • Nepstar Drugstore 	<ul style="list-style-type: none"> • Q&U Furniture Red • Star Macalline • Sam's Club • Tong Ren Tang • UNIQLO • Watsons • Yishion • Zara
Colombia	<ul style="list-style-type: none"> • Agaval • Alkosto • Americanino • Bershka • Chevignon 	<ul style="list-style-type: none"> • Desigual • Falabella • Flamingo • H&M • Hogar Y Moda 	<ul style="list-style-type: none"> • Homecenter • Levi's • Mango • Office Depot • Pepe Ganga 	<ul style="list-style-type: none"> • PriceSmart • Pull & Bear • Stradivarius • Zara
Denmark	<ul style="list-style-type: none"> • Apotek • Apoteket • Arnold Busck • BabySam • Bahne • Bauhaus • Bog & Ide • Bolia • Bygma 	<ul style="list-style-type: none"> • GameStop • GAP • H&M • Hastens • Helsemin • HIFI Klubben • IKEA • Ilva • Imerco 	<ul style="list-style-type: none"> • Jem & fix • JD Sports • Jysk • Levi's • Magasin • Matas • Normal • Panduro • Power 	<ul style="list-style-type: none"> • Sephora • Silvan • Skousen • Sostrene Grene • Tiger • Urban Outfitters • XL-BYG • Zara
Egypt	<ul style="list-style-type: none"> • Al-Tawhid Wal Nour • Bella Donna • Bershka • Cottonil • D Store • Debenhams 	<ul style="list-style-type: none"> • Ego • Embrator • Etam • GAP • H&M 	<ul style="list-style-type: none"> • Home Centre • IKEA • Image Furniture • Levi's • Mango 	<ul style="list-style-type: none"> • Marks & Spencer • Omar Effendi • Pull & Bear • Tid Lamond • Zara

France	<ul style="list-style-type: none"> • Action • Alinea • Armand Thiery • Asos • Boohoo • BUT • C&A • Cache-Cache • Camaieu 	<ul style="list-style-type: none"> • Celio • Conforama • Decathlon • Etam • Flying Tiger • FNAC • Galeries Lafayette • GÉMO • H&M 	<ul style="list-style-type: none"> • IKEA • JD Sports • Jules Kiabi • La Halle • Maisons du Monde • Mango • Marionnaud • Nocibé • Pimkie 	<ul style="list-style-type: none"> • Printemps • Promod • Sephora • UNIQLO • Urban Outfitters • Yves Rocher • Zalando • Zara
Greece	<ul style="list-style-type: none"> • Attica • Germanos • Hondos Center • Kotsovolos 	<ul style="list-style-type: none"> • Jumbo • Leroy Merlin • Media Markt 	<ul style="list-style-type: none"> • Plaisio • Public • Praktiker 	
Germany	<ul style="list-style-type: none"> • Action • ASOS • Bauhaus • Bershka • Bonprix • Boohoo • Breuninger • Butlers • C&A • Depot • dm-drogerie markt • Douglas 	<ul style="list-style-type: none"> • Esprit • Flying Tiger • Galeria Kaufhof • Footlocker • H&M • Hornbach • IKEA • JD Sports • Karstadt • KiK • Levi's • Mango 	<ul style="list-style-type: none"> • Media Markt • Mömax • Müller • New Yorker • Obi • OTTO • Peek & Cloppenburg • Primark • real,- • Reserved • Rossmann 	<ul style="list-style-type: none"> • s.Oliver • Saturn • Staples • TK Maxx • toom • Urban Outfitters • Vero Moda / Jack & Jones • Woolworth • Zalando • Zara • Zero
Hong Kong	<ul style="list-style-type: none"> • ASOS • Aeon • Angel Cosmetics • Aster • Bonjour • Bossini • Colournix • Cotton On • CR Care 	<ul style="list-style-type: none"> • Daiso • Esprit • G2000 • GAP • Giordano • H&M • IKEA • Levi's • Mango 	<ul style="list-style-type: none"> • Mannings • Marks & Spencer • Muji • Pricerite • Sasa • Sincere • SOGO • Topshop / Topman 	<ul style="list-style-type: none"> • UNIQLO • Watsons • Wing On • YATA • Yue Hwa Chinese Products • Zalora • Zara
India	<ul style="list-style-type: none"> • 98.4 • ACE Hardware • Allen Solly • And • Apollo Pharmacy • Being Human • Color Plus • Da Milano • Fab India Homes 	<ul style="list-style-type: none"> • Fabindia • Flying Machine • Fortis Healthworld • Franco Leone • Global Desi • Guardian • HiDesign • Home Centre • Home Tow 	<ul style="list-style-type: none"> • Lakme • Lifestyle • Louis Phillippe • Max • Medlife • Monte Carlo • Nykaa • Pantaloons • Park Avenue 	<ul style="list-style-type: none"> • Raymond • Reliance Trends • Shoppers Stop • Spykar • The Collective • Vishal Mega Mart • W • Westside

Indonesia	<ul style="list-style-type: none"> • Ace Hardware • Bata • Berrybenka • Bershka • Bossini • Centro • Century • Cotton On • Courts • Daiso 	<ul style="list-style-type: none"> • Debenhams • Esprit • G2000 • GAP • Giordano • Guardian • H&M • IKEA • Informa • K-24 	<ul style="list-style-type: none"> • Kawan Lama • Kimia Farma • Lazada • Levi's • Mango • Marks & Spencer • Matahari • Metro • Mitra10 • Planet Sports 	<ul style="list-style-type: none"> • Pull & Bear • Ramayana • SOGO • Sport Station • The Executive • Topshop / Topman • UNIQLO • Watsons • Zalora • Zara
Ireland	<ul style="list-style-type: none"> • Arnotts • B&Q • Boots • Brown Thomas • Debenhams • Flying Tiger 	<ul style="list-style-type: none"> • GAP • H&M • Harvey Norman • IKEA • JD Sports • Marks & Spencer 	<ul style="list-style-type: none"> • Office • Offspring • Penneys • River Island • Sports Direct • TK Maxx 	<ul style="list-style-type: none"> • Topshop / Topman • Urban Outfitters • Vero Moda / Jack & Jones • Woodies • Zara
Israel	<ul style="list-style-type: none"> • ACE • Bershka • Cassidy • Castro • Flying Tiger • Fox • Golf 	<ul style="list-style-type: none"> • H&M • H&O • Hamashbir • Lazarchan • Home Center • Honigman • KARE 	<ul style="list-style-type: none"> • Levi's • Mango • Next • ONOT • Pull & Bear • Renuar 	<ul style="list-style-type: none"> • Super-Pharm • TNT • Topshop / Topman • United Colors of Benetton • Zara
Italy	<ul style="list-style-type: none"> • Acqua&Sapone • Alcott • Asos • Bershka • Bricocenter • Calzedonia • Camicissima • Coin • Desigual • Flying Tiger • GAP 	<ul style="list-style-type: none"> • Golden Point • Footlocker • H&M • IKEA • Intersport • JD Sports • Kasanova • La Rinascente • Leroy Merlin • Levi's • Lillapois 	<ul style="list-style-type: none"> • Maisons du Monde • Mango • Max&Co. • MediaMarkt • Motivi • Muji • Naracamicie • OVS • Pimkie 	<ul style="list-style-type: none"> • Pull & Bear • Sisley • Terranova • Tigotà • United Colors of Benetton • Upim • Urban Outfitters • Zara
Japan	<ul style="list-style-type: none"> • AEON • ASKUL • Cawachi • Cocokara Fine • Cosmos • Daimaru • Flying Tiger • GAP 	<ul style="list-style-type: none"> • H&M • Hankyu • IKEA • Isetan • Levi's • Matsumoto Kiyoshi • Matsuya • Matsuzakaya 	<ul style="list-style-type: none"> • Mitsukoshi • Muji • Nitori • Office Depot • Seibu • Sugi • Sundrug 	<ul style="list-style-type: none"> • Takashimaya Tokyu • Tsuruha • UNIQLO • Vivre • Watsons • Welcia • Zara

Malaysia	<ul style="list-style-type: none"> • Ace Hardware • Aeon Wellness • Bonia • Brands Outlet • Caring • CJ Wow Shop • Cosway • Cotton On • Courts 	<ul style="list-style-type: none"> • Daiso • Esprit • GAP • Giordano • GoShop • Guardian • H&M • Health Lane • IKEA 	<ul style="list-style-type: none"> • Isetan • Levi's • Mango • Marks & Spencer • Metrojaya • MR DIY • Muji • Padini • Parkson 	<ul style="list-style-type: none"> • Robinsons • Department Store • Studio R • Tangs • Topshop / Topman • UNIQLO • Watsons • Zalora • Zara
Mexico	<ul style="list-style-type: none"> • Coppel • Elektra • Fabricas de francia • Farmacia San Pablo • Farmacias del Ahorro 	<ul style="list-style-type: none"> • GAP • H&M • Home Depot • Levi's • Liverpool 	<ul style="list-style-type: none"> • Martí • Office Depot • OfficeMax • Sam's Club • Sanborns 	<ul style="list-style-type: none"> • Sears • Suburbia • UNIQLO • Zara
Netherlands	<ul style="list-style-type: none"> • Action • Blokker • Bol • C&A • Etos • Flying Tiger 	<ul style="list-style-type: none"> • FNAC • Footlocker • Gamma • H&M • HEMA • Hunkemoller 	<ul style="list-style-type: none"> • IKEA • Intersport • JD Sports • Kruidvat • MediaMarkt • Praxis 	<ul style="list-style-type: none"> • Urban Outfitters • Van Haren • We • Xenos • Zalando
New Zealand	<ul style="list-style-type: none"> • Amcal • Bed, Bath & Beyond • Briscoes • Bunnings • Cotton On • Farmers 	<ul style="list-style-type: none"> • Glassons • H&M • Hallensteins • Kathmandu • K-Mart • Levi's 	<ul style="list-style-type: none"> • Life Pharmacy • Mitre 10 • Noel Leeming • Paper Plus • Rebel Sports • The Warehouse 	<ul style="list-style-type: none"> • Topshop / Topman • Unichem Pharmacy • Warehouse • Stationery • Whitcoulls • Zara
Philippines	<ul style="list-style-type: none"> • Abenson • ACE Hardware • Anson's • Bench • Celio • Cotton On • Cyberzone • Daiso • Debenhams • Esprit • Folded & Hung • Furniture Repuclic 	<ul style="list-style-type: none"> • G2000 • GAP • Giordano • H&M • Handyman • Human • IKEA • Isetan • Kamiseta • Levi's • Mango • Marks & Spencer 	<ul style="list-style-type: none"> • Mercury Drug • Muji • PC Gilmore • Computer Center • Penshoppe • Promod • Robinsons • Department Store • Rose Pharmacy • Rustan's • Department Store • Sephora 	<ul style="list-style-type: none"> • SM Department Store • SM Home • The Generics • Pharmacy (TGP) • The Landmark • Topshop / Topman • UNIQLO • Watsons • Wilcon • Zalora • Zara

Poland	<ul style="list-style-type: none"> • Abra • Action • Agata meble • Apteka Bliska • BRW (Black Red White) • C&A • Castorama 	<ul style="list-style-type: none"> • Decathlon • Esprit • Eurocash • Flying Tiger • H&M • IKEA • Intersport • JD Sports 	<ul style="list-style-type: none"> • Jysk • KappAhl • Levi's • Makro Cash & Carry • Mango • MediaMarkt • Moja Apteka 	<ul style="list-style-type: none"> • Natura Drogerie • Rossmann • Selgros • Super-Pharm • VOX • Zara • Ziko Apteka
Portugal	<ul style="list-style-type: none"> • AKI • Area • Bershka • Bricomart • C&A • Casa • Conforama • Cortefiel • DeBorla • El Corte Ingles • Espaço Casa 	<ul style="list-style-type: none"> • Espaço Saúde e Bem • Estar (Jumbo) • Farmácia Holon • Flying Tiger • FNAC • H&M • IKEA • JD Sports • Lanidor • Leroy Merlin 	<ul style="list-style-type: none"> • Levi's • Mango • Massimo Dutti • MediaMarkt • MO (Modalfa) • Papelaria Fernandes • Primark • Pull & Bear • Quebramar 	<ul style="list-style-type: none"> • Sacoor Brothers • Salsa • Springfield • Staples • Stradivarius • Tiffosi • United Colors of Benetton • Well's (Continente) • Zara
Romania	<ul style="list-style-type: none"> • Bershka • Brico Depot • C&A • Catena • Dedeman • Dona • Farmacia Punkt 	<ul style="list-style-type: none"> • Farmacille • Belladonna • HelpNet • H&M • IKEA • Intersport 	<ul style="list-style-type: none"> • JD Sports • Kenvelo • Leroy Merlin • LK Waikiki • Mango • Mobexpert 	<ul style="list-style-type: none"> • New Yorker • Praktiker • Pull & Bear • Sensiblu • Somproduct • Zara
Russia	<ul style="list-style-type: none"> • 220 volt • Castorama • Colin's • GAP • Gloria Jeans • GUM • H&M • IKEA 	<ul style="list-style-type: none"> • InCity • Intersport • JD Sports • Komus • Leroy Merlin • Levi's • Mega • Obi 	<ul style="list-style-type: none"> • Officemag • Oodji • O'Stin • Pharmacor • Posuda tsentr • Rigla • Samson-Pharma 	<ul style="list-style-type: none"> • Savage • Saturn • Sela • Shatura • TSUM • Zara • Zolla
Saudi Arabia	<ul style="list-style-type: none"> • Bershka • BHS • Bloomingdale's • Debenhams • Esprit • Galeries Lafayette 	<ul style="list-style-type: none"> • GAP • H&M • Mango • Marks & Spencer • Promod • River Island 	<ul style="list-style-type: none"> • Topshop / Topman • United Colors of Benetton • Vero Moda / Jack & Jones • Zara 	

Singapore	<ul style="list-style-type: none"> ACE Hardware ASOS Bench BHG Bossini Cotton On Crate and Barrel Courts Daiso Decathlon Esprit 	<ul style="list-style-type: none"> Fox G2000 GAP Giordano Guardian H&M Hang Ten Home-Fix IKEA Isetan • 	<ul style="list-style-type: none"> Kinokuniya Levi's Mango Marks & Spencer Muji Pull & Bear Robinsons Department Store Sephora • 	<ul style="list-style-type: none"> Spotlight Takashimaya Tangs Topshop / Topman UNIQLO Unity Watsons Yishion Zalora Zara
South Africa	<ul style="list-style-type: none"> Builders Warehouse Clicks Dis-Chem Edgars Forever New 	<ul style="list-style-type: none"> Foschini Game H&M Levi's • 	<ul style="list-style-type: none"> Makro Pep Spree Takealot • 	<ul style="list-style-type: none"> Truworths Yuppiechef Zando Zara •
South Korea	<ul style="list-style-type: none"> 8Seconds AK Plaza Daiso Galleria Department GAP Giordano H&M 	<ul style="list-style-type: none"> Hyundai Department IKEA Jaju Kosney at Home Levi's LOHB • 	<ul style="list-style-type: none"> Lotte Department Marks & Spencer Mixxo Muji Olive Young • 	<ul style="list-style-type: none"> Shinsegae Department Spao Topten UNIQLO Watsons Zara
Spain	<ul style="list-style-type: none"> AKI Asos Bershka Bodybell Boohoo Bricomart C&A Casa Conforama 	<ul style="list-style-type: none"> Cortefiel Desigual Douglas El Corte Ingles Flying Tiger FNAC Footlocker H&M • 	<ul style="list-style-type: none"> IKEA Intersport JD Sports Juteco Leroy Merlin Mango MediaMarkt Oysho • 	<ul style="list-style-type: none"> Primark Pull & Bear Sephora Sfera Springfield Stradivarius Women's Secret Zara •
Sweden	<ul style="list-style-type: none"> Åhléns Apotek Hjärtat Apoteket Apoteksgruppen Bauhaus Biltema Clas Ohlson Flying Tiger 	<ul style="list-style-type: none"> H&M Hornbach IKEA Indiska Intersport JD Sports Jula • 	<ul style="list-style-type: none"> Jysk KappAhl Kicks Kronans Apotek Lindex MediaMarkt MQ • 	<ul style="list-style-type: none"> NK ÖoB Rusta Urban Outfitters Vero Moda / Jack & Jones Zara •

Switzerland	• C&A • Esprit • Flying Tiger • FNAC	• H&M • IKEA • Intersports	• JD Sports • Mango • Massimo Dutti	• MediaMarkt • We • Zara
Taiwan	• ASOS • Bossini • Chungyo • Cosmed • Daiso • Esprit • Far Eastern • G2000	• GAP • Giordano • H&M • Hang Ten • Hanshin • HOLA • IKEA • Japan Medical	• Levi's • Mango • Medfirst • Muji • NET • Nitori • Shin Kong Mitsukoshi	• SOGO • UNIQLO • Uni-Ustyle • Watsons • Working House • Zalora • Zara
Thailand	• B2S • Boots • Bossini • Central • Cotton On • Daiso • Esprit • Fascino • G2000 • GAP	• Giordano • H&M • HomeWorks • HomePro • IKEA • Index Living Mall • Isetan • Jaspal • Kinokuniya • Levi's	• Mango • Marks & Spencer • Muji • P&F Super Drug • Pure by Big C • Robinsons Department Store • SB Design Square • SB Furniture	• Siam Paragon • The EmQuartier • The Mall • Topshop / Topman • UNIQLO • Watsons • Zalora • Zara • Zen
Turkey	• Bellona • Bershka • Beymen • Boyner • C&A • Çarsi • Çetinkaya • Collezione • De Facto • Debenhams	• Ender • English Home • Evkur • Gencallar • Gratis • H&M • IKEA • Intersports • İstikbal • JD Sports	• Koçtaş • Koton • LC Waikiki • Levi's • Madame Coco • Mango • Marks & Spencer • Mavi Jeans • MediaMarkt • Zara	• Özidlek • Özidlek Park • Rossmann • Seven Hill • T-Shop • Vakko • Watsons • YKM • Zara
UAE	• Bershka • BHS • Bloomingdale's • Debenhams • Esprit • Galeries Lafayette	• GAP • H&M • Mango • Marks & Spencer • Promod • River Island	• Topshop / Topman • United Colors of Benetton • Vero Moda / Jack & Jones • Zara	

United Kingdom	<ul style="list-style-type: none"> • Abercrombie & Fitch • Argos • ASOS • B&Q • Boohoo • Boots • Debenhams • DFS • Dreams • Dunelm 	<ul style="list-style-type: none"> • Esprit • Flying Tiger • Footlocker • Foot Asylum • Furniture Village • GAP • H&M • Holland & Barrett • Hollister • Homebase • House of Fraser 	<ul style="list-style-type: none"> • IKEA • Intersport • JD Sports • John Lewis • Levi's • Littlewoods • Lloyd's Pharmacy • Mango • Marks & Spencer • Next • Office 	<ul style="list-style-type: none"> • Offspring • Primark • River Island • Size? • Sports Direct • Superdrug • TK Maxx • Topshop / Topman • UNIQLO • Urban Outfitters • Zara
USA	<ul style="list-style-type: none"> • Abercrombie & Fitch • Ace Hardware • ASOS • Banana Republic • Bed, Bath & Beyond • Best Buy • Bloomingdale's • Boohoo • Burlington Stores • CVS • Dick's Sporting Goods 	<ul style="list-style-type: none"> • Duane Reade • Famous Footwear • Fanatics • Finish Line • Flying Tiger • Footlocker • GAP • H&M • Hollister • Home Depot • IKEA • J.C. Penney • Kohl's • Levi's 	<ul style="list-style-type: none"> • Loft • Lord and Taylor • Lowe's • Macy's • Marshalls • Neiman Marcus • Nordstrom • Office Depot • Old Navy • Ross Dress for Less • Rite Aid • Saks Fifth Avenue 	<ul style="list-style-type: none"> • Saks Off Fifth • Sam's Club • Sephora • Staples • Target • TJ Maxx • True Value • UNIQLO • Urban Outfitters • USA Sports • Walgreens • Zara
Vietnam	<ul style="list-style-type: none"> • Bossini • Crescent Mall • Diamond Plaza • G2000 • GAP 	<ul style="list-style-type: none"> • Guardian • Mango • Marks & Spencer • MyChau Pharmacy • Parkson 	<ul style="list-style-type: none"> • Phano Pharmacy • Pharmacity • Takashimaya • Topshop / Topman 	<ul style="list-style-type: none"> • Vistar Pharmacy • Vivo City • Zalora • Zara

Travel

ALL TRAVEL BEHAVIORS

How often do you typically do the following?

- Once a month
- Once every 2-3 months
- Once every 6 months
- Once a year
- Less often
- Never

Accommodation & Travel

- Fly in business or first class
- Hire a rental car
- Stay in a hotel
- Stay in rented accommodation (e.g. Airbnb)

Business Trips

- Have a domestic business trip
- Have a short-haul business trip abroad
- Have a medium-/long-haul business trip abroad

Vacations

- Have a domestic vacation
- Have a short-haul vacation abroad
- Have a medium-/long-haul vacation abroad

NOTE: Respondents do not see "short-haul" or "medium-/long-haul" in the question text; instead, they are asked to think about places "less than 3 hours away by plane" for short-haul, and "more than 3 hours away by plane" for medium-/long-haul.

TRAVEL BEHAVIOR SEGMENTATION

Based on how frequently they undertake travel activities, all respondents are classified as Regular, Semi-Regular, Occasional or Non-Engagers across the following areas:

- Fly in business or first class
- Have a domestic business trip abroad
- Have a short-haul business trip abroad
- Have a medium/long-haul business trip abroad
- Have a domestic vacation
- Have a short-haul vacation abroad
- Have a medium/long-haul vacation abroad
- Hire a rental car
- Stay in a hotel
- Stay in rented accommodation (e.g. Airbnb)

Definitions

Non-Engagers	I don't do this
Occasionals	Less often
Semi-Regulars	Once a year / Once every 6 months
Regulars	Once every 2-3 months / Once a month

**TRAVEL
INFLUENCES**

Which of these have the most impact on where you travel for a vacation?

Please select up to 3

- Once in a lifetime experience
- Being able to visit friends / family
- Ease of travelling e.g. direct journey, no visa / vaccinations needed
- Familiarity with the destination i.e. places you've visited before
- Good facilities for children / families
- Holiday brochures
- Online reviews from other travellers
- Outdoor adventure activities
- Reading an article about the destination
- Recommendation from a travel agent
- Recommendation from friends / family
- Relaxing experience
- Seeing / hearing an advertisement
- Seeing the destination featured in a TV show or movie
- Somewhere with great photo opportunities
- Special offers / deals
- Cultural experience
- Distance required to travel
- Transportation available on the trip
- Value for money
- Weather / time of year
- Other / something else

AIRLINES:	Have you flown with any of these airlines?	<ul style="list-style-type: none"> • Aer Lingus Belgium, Ireland, Portugal, Spain, Switzerland and UK only • Aeroflot Greece, Israel, Poland, Russia, China only • Aerolíneas Argentinas Argentina, Brazil, Colombia and Mexico only • Aeromar Mexico only • Aeromexico Argentina, Brazil, Colombia and Mexico only • Aegean Airlines Greece Only • Air Arabia UAE only • Air Busan South Korea only • Air Cairo Egypt only • Air Canada Greece, Israel and Canada only • Air China China, Japan, South Korea, USA and Vietnam only • Air France Not Indonesia, Malaysia, New Zealand, Philippines or Taiwan • Air India India only • AirMediterranean Greece Only • Air New Zealand Australia, New Zealand, Singapore and UK only • AirAsia Select markets only • AirLink South Africa only • Alaska Airlines USA and Canada only • Alitalia Select markets only • All Nippon Airways Select markets only • American Airlines All markets except Indonesia, Malaysia, Russia and Taiwan • AnadoluJet Turkey only • Arkia Israel only • Asiana Airlines Select markets only • Austrian Airlines Select Markets only • Avianca Argentina, Brazil, Colombia and Mexico only • Azul Brazilian Airlines Brazil only • Bamboo Airways Vietnam only • Bangkok Airways Thailand only • Batik Air Indonesia only • Bearskin Airlines Canada only • Blue Air Romania only • Bluebird Airways Greece Only • British Airways • Brussels Airlines Select markets only • Buffalo Airways Canada only • Canadian North Canada only • Carpatair Romania only • Cathay Dragon Hong Kong and Taiwan only • Cathay Pacific Select markets only • Cebu Pacific Philippines and Singapore only • China Airlines Select markets only • China Eastern Select markets only • China Express Airlines China and Hong Kong only • China Southern All APAC markets except India, Indonesia, Japan and Philippines
AIRLINES: ADVOCACY**	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family / friends)?	

- Citilink *Indonesia only*
- Condor *Germany only*
- CopaAirlines *Colombia only*
- Corendon Airlines *Netherlands and Turkey only*
- Danish Air Transport *Denmark only*
- Delta *All markets except Indonesia, Malaysia, Portugal and Russia*
- Easter Jet *Ireland only*
- EasyFly *Colombia only*
- EasyJet *All European markets except Romania and Russia*
- Edelweiss Air *Switzerland only*
- EgyptAir *Egypt and Greece only*
- El Al *Israel only*
- Emirates *All markets except Israel*
- EnterAir *Poland only*
- Etihad *Select markets only*
- Ellinair *Greece Only*
- Eurowings *Select European markets only*
- EVA Air *Select markets only*
- Fiji Airways *New Zealand only*
- Finnair *Select markets only*
- Firefly *Malaysia only*
- Flydubai *UAE only*
- Flynas *Saudi Arabia only*
- FlySafair *South Africa only*
- Freebird Airlines *Turkey only*
- Garuda Indonesia *Select APAC markets only*
- GoAir *India only*
- Gol *Argentina, Brazil, Colombia and Mexico only*
- Hainan Airlines *China only*
- Hawaiian Airlines *USA only*
- Hong Kong Airlines *China, Hong Kong and Japan only*
- Iberia *Select markets only*
- Icelandair *Denmark and Sweden only*
- IndiGo *India only*
- Interjet *Mexico only*
- Israir *Israel only*
- Japan Airlines *Select markets only*
- Jeju Air *South Korea only*
- Jet2 *Italy, Netherlands, Poland, Portugal, Spain and UK only*
- JetBlue *Colombia and Hong Kong only*
- Jetstar Pacific Airlines *All APAC markets except China, India, Philippines, South Korea and Thailand*
- Jin Air *South Korea only*
- KLM *All markets except Brazil, Philippines and Thailand*
- Korean Air *Select markets only*

- *kulula South Africa only*
- *LATAM Argentina, Brazil, Colombia, Mexico and USA only*
- *Lion Air Indonesia and Thailand only*
- *LOT Israel, Poland, Russia, Spain, Sweden, Switzerland, UK Only*
- *Lufthansa*
- *Magnicharters Mexico only*
- *Malaysia Airlines Select markets only*
- *Malindo Air Malaysia only*
- *Mandarin Airlines Taiwan only*
- *Mango South Africa only*
- *Nesma Airlines Saudi Arabia only*
- *Nile Air Egypt only*
- *Nok Air Thailand only*
- *Norwegian Airlines All European markets expect Romania and Russia*
- *Novair Sweden only*
- *Olympus Airways Greece Only*
- *Olympic Air Greece Only*
- *Onur Air Turkey only*
- *orange2fly Airlines Greece Only*
- *Pacific Coastal Airlines Canada only*
- *PAL Express Philippines only*
- *Peach Select Markets only*
- *Pegasus Turkey only*
- *Philippine Airlines Philippines, Singapore and Vietnam only*
- *Qantas Select markets only*
- *Qatar All markets except Brazil, Canada, Colombia, Israel, Italy, Mexico, Poland, Portugal, South Korea, Sweden and Taiwan*
- *Rossiya Russia only*
- *Royal Air Maroc France only*
- *Ryanair All European markets except Romania and Russia*
- *S7 Airlines Russia only*
- *SATENA Colombia only*
- *Saudia Saudi Arabia only*
- *SaudiGulf Airlines Saudi Arabia only*
- *Scandinavian Airlines Belgium, Denmark, Germany, Greece, Italy, Japan, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and UK only*
- *Scoot Australia, Hong Kong, Indonesia, Malaysia, Singapore and Taiwan only*
- *Shanghai Airlines China only*
- *Singapore Airlines All markets except Colombia, Egypt, Mexico, Portugal and Russia*
- *Sky Express Greece Only*
- *South African Airways South Africa only*
- *Southwest Airlines Mexico and USA only*
- *Spicejet India only*
- *Spring Airlines China only*

- Sriwijaya Air *Indonesia only*
- SunExpress *Turkey only*
- Sun d'Or *Israel only*
- SWISS *Belgium, Denmark, Germany, Greece, Israel, Italy, Netherlands, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, UK and USA only*
- Tailwind Airlines *Germany and Turkey only*
- TAP Portugal *Brazil, France, Israel, Italy, Poland, Portugal, Russia, Spain, Sweden, Switzerland and UK only*
- TAROM *Romania only*
- Thai Airways *Australia, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, UK and Vietnam only*
- Thai Smile *Thailand only*
- Transavia *France and Netherlands only*
- TUI *Belgium, Germany, Greece, Italy, Netherlands, Portugal, Spain, Sweden and UK only*
- Turkish Airlines *Select markets only*
- T'way Air *South Korea only*
- Uni Air *Taiwan only*
- United Airlines *All markets except India, Indonesia, Malaysia, Portugal and Russia*
- Ural Airlines *Russia only*
- UTAir *Russia only*
- Vanilla Air *Hong Kong and Taiwan only*
- VietJet Air *Vietnam only*
- Vietnam Airlines *Malaysia, Singapore, South Korea and Vietnam only*
- Virgin *Australia, Greece, Hong Kong, India, New Zealand, UK and USA only*
- Vistara *India only*
- Viva Air Colombia *Colombia only*
- VivaAerobus *Mexico only*
- Voepass *Brazil only*
- Volaris *Mexico only*
- Volotea *France, Greece, Italy and Spain only*
- Vueling *All European markets except Romania*
- WestJet *Canada only*
- Wingo *Colombia only*
- Wings Air *China, Indonesia and Malaysia only*
- Wizz Air *Italy, Netherlands and Poland only*
- XiamenAir *China only*

Automotive

VEHICLE OWNERSHIP*	How many of the following do you have in your household?		None 1 2 3+
		<ul style="list-style-type: none"> • Cars / Vans • Motorcycles / Mopeds • Bicycles 	

VEHICLE FUEL TYPE* What type of car(s)/van(s)?

- Petrol / Gasoline
- Diesel
- Hybrid
- Electric
- Other / Don't know

AUTOMOTIVE: ENGAGEMENT**	Has your household ever owned cars from any of these brands? This includes any cars owned / leased by you personally, or by anyone else in your household.	<ul style="list-style-type: none"> • Have this car brand now • Had this car brand previously • Never had this car brand 	<ul style="list-style-type: none"> • Alfa Romeo Spain, UK, Italy and Greece only • Audi • Bajaj India only • Baojun China only • BMW • Buick Canada, China, Mexico, US only • Cadillac Canada, Egypt, Saudi Arabia, UAE, US only • Changan China only • Chevrolet Not Australia or New Zealand • Citroen Not US or Canada • Dacia Romania only • Daihatsu China, Indonesia, Japan only • Dodge Canada, Egypt, Saudi Arabia, UAE, US only • Fiat • Ford • GAC China only • GMC Egypt, Saudi Arabia, UAE, US only • Great Wall Haval China • Hero India only • Hino Hong Kong only • Honda • Hyundai • Infiniti Egypt, Saudi Arabia, UAE, US only • Jaguar Select Markets only • Jeep Australia, Egypt, Saudi Arabia, UAE and US only • KIA • Lada Russia only • Land Rover Select Markets • Lexus • Mahindra India only • Maruti Suzuki India only • Maxus China, Hong Kong only • Mazda • Mercedes-Benz • MINI • Mitsubishi • Nissan • Opel Europe, China, Egypt, Israel, Singapore, South Africa, UAE only. Displayed as Vauxhall in UK • Peugeot Not US or Canada • Perodua Malaysia only • Porsche Select Markets only • Proton Malaysia only • Ram Egypt, Saudi Arabia, UAE, US only • Renault Not US or Canada • Royal Enfield India only • Seat • Skoda • Smart Germany only • Subaru • Suzuki • Tata Motors India, Indonesia, South Korea, South Africa, Thailand, UK • Tesla • Toyota • TVS India only • Volkswagen • Volvo • Wuling China, Indonesia • Yamaha • Other
AUTOMOTIVE: ADVOCACY**	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family/friends)?		

Property

NUMBER OF PROPERTIES OWNED*	Respondents do not answer this question directly; it is auto-generated based on their responses to the Property Ownership question.	0 1 2 3+	
PROPERTY BY TYPE OF OWNERSHIP*	How many houses / properties do you own?	0 1 2 3+	
PROPERTY RENTAL*	• Outright • With a Mortgage	Do you rent the property/room you live in?	Yes No

Health

HEALTH CONDITIONS	Do you personally, or does anyone in your household, currently have any of the following?	<ul style="list-style-type: none"> • I have this • Someone else in my household has this • No / Prefer not to say 	<ul style="list-style-type: none"> • Asthma • Arthritis • Diabetes • Gastro conditions • Hearing conditions • High blood pressure • High cholesterol • Mental health conditions • Hay fever or other allergies • Migraines • Physical disability • Skin-related conditions • Sleep-related conditions
HEALTHCARE BRAND INFLUENCERS**	When choosing medicines/drugs for everyday ailments (e.g. a cold, sore throat, headache, etc), how important are the following things for you when deciding which brand to buy?	<ul style="list-style-type: none"> • Very important • Somewhat important • Not important 	<ul style="list-style-type: none"> • Information or recommendations found online • Picking a brand of medicine I've used before • Recommendations from a GP / Doctor / Pharmacist • Recommendations from friends / family / colleagues • The cost of the medicine

Work and Professional Life

EMPLOYMENT	What is your current working status?	<ul style="list-style-type: none"> Full-time worker Part-time worker Self-employed / Freelancer Full-time parent / Stay-at-home parent Student Unemployed Retired Other
STATUS*		
WORK SECTOR / INDUSTRY	Which of the following best describes the current sector of your work?	<ul style="list-style-type: none"> Accounting Advertising Agriculture / Forestry Arts & Entertainment Banking Building / Construction Charity / Non-Profit Education Engineering Financial Services / Investment Government (<i>national or local</i>) Healthcare / Medical services Health & Beauty Hospitality HR & Training Insurance IT / Telecommunications Law Enforcement / Police services Legal Services Management consulting Manufacturing Marketing / PR Media, Journalism & Publishing Military / Armed forces Mining / Oil / Gas Real estate / Property Research / Science Retail / Fashion Software Development / Computer Engineering Transport, Logistics or Distribution Travel, Tourism or Leisure Services Other

WORK POSITION / ROLE What best describes your current position / role?

Asked to all:

- Consultant
- Volunteer
- Accountant
- Other

Asked to certain sectors:

- Accounts Assistant / Clerk *Only if Accounting*
- Actuary *Only if Insurance*
- Ad Sales Rep *Only if Advertising*
- Adjuster *Only if Insurance*
- Administrator *Only if Government (national or local), Healthcare / Medical services or HR & Training*
- Admissions officer *Only if Education*
- Agricultural worker *Only if Agriculture / Forestry*
- Architect *Only if Building / Construction or Real Estate / Property*
- Artist / Actor / Musician *Only if Arts and Entertainment*
- Assembler / Fabricator *Only if Manufacturing*
- Bank Clerk / Teller / Manager *Only if Investment or Banking*
- Barista *Only if Hospitality*
- Bartender *Only if Hospitality*
- Beauty Therapist *Only if Health & Beauty*
- Border patrol staff *Only if Law Enforcement / Police services*
- Brazer / welder / cutter / solderer *Only if Manufacturing*
- Broker / Dealer / Trader *Only if Financial Services / Investment, Banking or Real Estate / Property*
- Budget Analyst *Only if Investment or Banking*
- Business Analyst *Only if IT / Telecommunications*
- Buyer *Only if Retail / Fashion*
- Campaign assistant / manager *Only if Charity / Non-Profit*
- Cashier / clerk *Only if Retail / Fashion*
- Charity administrator *Only if Charity / Non-Profit*
- Chef / catering staff *Only if Hospitality or Travel, Tourism or Leisure Services*
- Claims clerk *Only if Insurance*
- Coach *Only if Education*
- Computer Scientist *Only if IT / Telecommunications or Software Development / Computer Engineering*
- Concierge staff *Only if Hospitality or Travel, Tourism or Leisure Services*
- Conservationist *Only if Agriculture / Forestry*
- Construction worker *Only if Building & Construction or Mining / Oil / Gas*
- Content marketer / writer *Only if Marketing / PR*
- Copy writer / editor *Only if Media, Journalism & Publishing*
- Courier *Only if Transport, Logistics or Distribution*
- Criminologist *Only if Law Enforcement / Police Services*
- Customer service assistant *Only if Retail / Fashion*
- Dentist *Only if Healthcare / Medical Services*
- Design Engineer *Only if Healthcare / Medical Services, Transport / Logistics / Distribution, Travel / Tourism / Leisure Services, Research / Science, Agriculture /*

Forestry, Building / Construction, Engineering, Manufacturing or Mining / Oil / Gas

- Designer Only if Advertising, Arts & Entertainment, Building & Construction, Engineering, Manufacturing or Real Estate / Property
- Development assistant / manager Only if Charity / Non-Profit
- Distribution manager Only if Transport, Logistics or Distribution
- Doctor Only if Healthcare / Medical Services
- Driver Only if Transport, Logistics or Distribution or Travel, Tourism or Leisure Services
- Editor Only if Media, Journalism & Publishing
- Editorial assistant Only if Media, Journalism & Publishing
- Educational administrator Only if Education
- Elected representative Only if Government (national or local)
- Electrician / Plumber / Mechanic / Builder / Other tradesman Only if Building / Construction or Real Estate / Property
- Emergency services worker Only if Law Enforcement / Police Services
- Engineer Only if Engineering or Agriculture / Forestry or Mining / Oil / Gas
- Event manager Only if Marketing / PR
- Facilities Manager Only if Retail / Fashion, Healthcare / Medical Services, Government (national or local), Transport / Logistics / Distribution, Travel / Tourism / Leisure Services, Agriculture / Forestry or Manufacturing
- Farmer Only if Agriculture / Forestry
- Fashion Designer / Merchandiser Only if Retail / Fashion
- Financial / Securities Analyst Only if Financial Services / Investment or Banking
- Financial Advisor / CFP Only if Financial Services / Investment or Banking
- Fitness Trainer / Instructor Only if Health & Beauty
- Forester Only if Agriculture / Forestry
- Fundraiser Only if Charity / Non-Profit or Government (national or local)
- Grant officer / advisor Only if Charity / Non-profit
- Hairdresser / Stylist / Technician Only if Health & Beauty
- Hotel staff Only if Hospitality or Travel, Tourism or Leisure Services
- Intelligence officer Only if Military / Armed forces
- Interior Designer Only if Real estate / property or Building / Construction
- Investment Banker Only if Financial Services / Investment or Banking
- Landscaper Only if Agriculture / Forestry or Real estate / Property
- Lawyer / Judge Only if Legal Services
- Lecturer / Teacher Only if Education
- Librarian Only if Education
- Loan Officer Only if Investment or Banking
- Lobbyist Only if Government (national or local)
- Machinist Only if Manufacturing
- Make-up Artist / Nail Technician Only if Health & Beauty
- Marketing Exec / Manager Only if Advertising or Marketing / PR
- Masseur Only if Health & Beauty
- Media Buyer Only if Advertising
- Network Engineer Only if IT / Telecommunications or Software Development / Computer Engineering
- Nurse / Healthcare worker Only if Healthcare / Medical Services

- Nursery worker *Only if Education*
- Officer / soldier *Only if Military / Armed forces*
- Operations Manager *Only if Retail / Fashion, Government (national or local), Transport / Logistics / Distribution, Travel / Tourism / Leisure, Agriculture / Forestry, Banking, Building / Construction, Engineering, IT / Telecommunications, Manufacturing or Mining / Oil / Gas*
- Other Legal (Paralegals, Arbitrators, etc.) *Only if Legal Services*
- Payroll Clerk *Only if Accounting*
- Pharmacist *Only if Retail or Healthcare / Medical Services*
- Photographer *Only if Arts & Entertainment*
- Physiotherapist / Osteopath *Only if Healthcare / Medical services*
- Pilot / Cabin Crew / Airline worker *Only if Travel, Tourism or Leisure Services*
- Planner *Only if Advertising*
- Policy / law enforcement officer *Only if Law Enforcement / Police services*
- Policy researcher *Only if Charity / Non-Profit*
- PR assistant / exec *Only if Marketing / PR*
- Process Engineer *Only if Healthcare / Medical Services, Transport / Logistics / Distribution, Travel / Tourism / Leisure Services, Research / Science, Agriculture / Forestry, Building / Construction, Engineering, Manufacturing or Mining / Oil / Gas*
- Producer *Only if Arts & Entertainment*
- Production assistant *Only if Media, Journalism & Publishing*
- Production manager *Only if Manufacturing*
- Programmer *Only if IT / Telecommunications or Software Development / Computer Engineering*
- Psychologist / Therapist / Counselor *Only if Healthcare / Medical Services or Government or Education*
- Public service worker *Only if Government (national or local)*
- Purchasing Manager *Only if Retail / Fashion, Transport / Logistics / Distribution, Travel / Tourism / Leisure Services, Charity / Non-Profit, Building / Construction, Insurance, Manufacturing, Marketing / PR or Hospitality*
- Quality control inspector *Only if Manufacturing*
- Realtor / estate agent *Only if Real Estate / Property*
- Recruiter / Talent manager *Only if HR & Training*
- Registered Investment Advisor (RIA) *Only if Financial Services / Investment or Banking*
- Researcher *Only if Education, Engineering, Government (national or local) or Research / Science*
- Risk consultant *Only if Insurance*
- Safety Manager / Operational Health & Safety *Only if Healthcare / Medical Services, Transport / Logistics / Distribution, Travel / Tourism / Leisure Services, Agriculture / Forestry, Building / Construction, Engineering, Manufacturing or Mining / Oil / Gas*
- Scientist *Only if Agriculture / Forestry, Mining / Oil / Gas or Research / Science*
- SEO analyst *Only if Marketing / PR*
- Social media analyst *Only if Marketing / PR*
- Software Developer *Only if IT / Telecommunications or Software Development / Computer Engineering*

- Solicitor *Only if Legal Services, it's not displayed in USA*
- Store manager *Only if Retail / Fashion*
- Stylist *Only if Retail / Fashion*
- Surveyor *Only if Building & Construction or Engineering*
- Systems Analyst *Only if IT / Telecommunications or Software Development / Computer Engineering*
- Teaching assistant *Only if Education*
- Tech Support *Only if IT / Telecommunications or Software Development / Computer Engineering*
- Technician *Only if Military / Armed forces or Mining / Oil / Gas*
- Tour guide / operator *Only if Travel, Tourism or Leisure Services*
- Traffic Consultant / Engineer *Only if Transport / Logistics / Distribution or Engineering*
- Training & development officer / manager *Only if Education or HR & Training*
- Travel agent / rep *Only if Travel, Tourism or Leisure Services*
- Underwriter *Only if Insurance*
- Veterinarian *Only if Healthcare / Medical services*
- Waiting staff *Only if Hospitality or Travel, Tourism or Leisure Services*
- Welfare officer / counsellor *Only if Education*
- Writer / Journalist *Only if Media / Journalism*

NOTE: Bartender is hidden from Egypt, Saudi Arabia & UAE.

JOB SENIORITY	Which of these best describes your role?	<ul style="list-style-type: none"> • Entry level position • Junior team member/ staff • Intermediate team member/ staff • Supervisor / Junior Manager • Project Manager (e.g. Project Director, Team Leader) • Management (e.g. Department / Group Manager, VP) • Senior Management (e.g. Executive VP, Senior VP) • Executive Management (e.g. President / Partner, CEO, CFO, C-Suite) • Other 	
COMPANY SIZE*	What size is your company / the company you work for?	<ul style="list-style-type: none"> • Under 10 employees • 10 - 50 employees • 50 - 250 employees • 250 - 1000 employees • 1000 - 2000 employees • 2000 - 5000 employees • Over 5000 employees 	

WORK AREAS OF RESPONSIBILITY Do you have responsibility for any of the following?

- Advertising and marketing
- Client or account management
- Company owner or Founder
- Company strategy
- Direct reports / team management
- General management
- HR / Training / Office support
- Managing budgets
- Purchasing of IT, telecoms or technology products and services
- Purchasing of any other products and services
- Recruiting new employees
- Sales
- Software development / Computer engineering
- None of the above

WORK DECISION-MAKING POWER This segmentation is automatically generated based on answers to the Areas of Responsibility question, with respondents classified as follows:

- Senior Decision-Makers Responsible for Company strategy or were the Company founder
- Decision-Makers Responsible for: managing budgets or company purchases of products / services, for general management, or for direct reports / team management
- Purchasers Responsible for: company purchases of products / services
- Operations Responsible for: HR / training / office support or recruiting new employees

B2B PURCHASE INFLUENCERS When purchasing items for your business department, how do you typically find out about new brands, products or services?

- Ads seen in non-trade / traditional media
- Ads seen via trade magazines / websites
- Brand pages or posts on social media
- Brochures / other information received by post
- Direct contact from brand representatives (e.g. emails, calls, social media)
- Emails from brands
- News / opinion articles in trade magazines or websites
- Recommendations / endorsements from industry experts
- Recommendations from colleagues / business contacts
- Search engines
- Other sources
- I do not purchase for my business / department

Marketing Touchpoints

Brand Discovery / Engagement

BRAND	In which of the following ways	• Ads heard on the radio
DISCOVERY*	are you most likely to find out about new brands, products, or services?	• Ads in magazines or newspapers
		• Ads on billboards or posters
		• Ads on messaging apps
		• Ads on music-streaming services
		• Ads seen at the cinema
		• Ads seen before online videos or TV show start to play
		• Ads seen on mobile/tablet apps
		• Ads seen on public transport
		• Ads seen on social media
		• Ads seen on TV
		• Ads seen on websites
		• Ads / sponsored content on podcasts
		• Brand / product websites
		• Consumer review sites
		• Emails or letters / mailshots from companies
		• Endorsements by a celebrity or well-known individual
		• Forums / message boards
		• In-store product displays or promotions
		• Online retail websites
		• Personalized purchase recommendations on a website
		• Posts or reviews from expert bloggers
		• Product brochures / catalogues
		• Product comparison websites
		• Product samples or trials
		• Recommendations / comments on social networks
		• Search engines
		• Stories / articles in printed editions of newspapers or magazines
		• Stories / articles on news or magazine website
		• TV shows / films
		• Updates on brands' social network pages
		• Vlogs
		• Word-of-mouth recommendations from friends or family members

BRAND This segmentation is auto-generated, based on responses to the Brand Discovery question.

DISCOVERY

SEGMENTATION

	<p>Paid Media</p> <p>This segment includes respondents who say they discover brands via any of the following channels:</p> <ul style="list-style-type: none"> • Ad heard on the radio • Ad in a magazine or newspaper • Ad on a billboard or poster • Ad seen at the cinema • Ad seen on a mobile/tablet app • Ad seen on TV • Ad seen online • Ads seen on public transport • Search engines
	<p>Owned Media</p> <p>This segment includes respondents who say they discover brands via any of the following channels:</p> <ul style="list-style-type: none"> • Ability to pay with cash on delivery • Emails or letters / mailshots from companies • In Brand / product websites • In-store product displays or promotions • Product brochures / catalogues • Product samples or trials • Update on a brand's social network page
	<p>Earned Media</p> <p>This segment includes respondents who say they discover brands via any of the following channels:</p> <ul style="list-style-type: none"> • Consumer review sites • Endorsement by a celebrity or well-known individual • Forums / message boards • Personalized purchase recommendations on a website • Post or review from an expert blogger • Product comparison websites • Recommendation / comment on a social network • Stories / articles in a printed edition of a newspaper or magazine • Stories / articles on a newspaper or magazine's website • TV shows / films • Vlogs • Word-of-mouth recommendation from a friend or family member
BRAND ADVOCACY	<p>What would most motivate you to promote your favorite brand online?</p> <ul style="list-style-type: none"> • Access to exclusive content or services (e.g. music, videos, etc) • Having insider knowledge about the brand or its products • High-quality products • Love for the brand • Rewards (e.g. discounts, free gifts, etc) • The feeling of taking part / being involved • When I have a personal / one-on-one relationship with a brand • When I've received great customer service • When something enhances my online reputation / status • When something is relevant to my friends' interests • When something is relevant to my own interests

BRAND ROLE IN CONSUMER'S LIFE:	Which of these do you want brands to be?	<ul style="list-style-type: none"> Authentic Bold Exclusive Funny Innovative Reliable Smart Traditional Trendy / cool Young
BRAND ACTIONS	Which of these things do you want brands to do?	<ul style="list-style-type: none"> Be eco-friendly Be socially responsible Be transparent about how they collect and use your data Help you improve your image / reputation Help you improve your knowledge / skills Help you organize / simplify your life Listen to customer feedback Make you feel valued Offer customized / personalized products Run customer communities / forums Support charities Support local suppliers

Online Purchase Journey

ONLINE PRODUCT RESEARCH*	Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?	<ul style="list-style-type: none"> Blogs on products / brands Consumer reviews Discount voucher / coupon sites Forums / message boards Messaging / live chat services Micro-blogs (e.g. Twitter) Mobile apps Online pinboards (e.g. Pinterest) Price comparison websites Product / brand sites Question & Answer sites Search engines Social networks Specialist / independent review sites Video sites Vlogs (<i>blogs recorded in video form</i>)
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ONLINE BRAND INTERACTIONS IN LAST MONTH	Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?	<ul style="list-style-type: none"> Asked a question to a brand on a social network Used a company's live-chat service on a website Clicked on a promoted/sponsored post on a social network Clicked on an online ad on the top or side of a website Downloaded / used a branded app Interacted with a brand on a messaging app Left feedback or a review on a brand's website Liked / followed a brand on a social network Played a branded game Provided ideas for a new product / service or for a new brand design Read a branded blog Read an email / newsletter from a brand Shared a brand's post on a social network Unliked / stopped following a brand on a social network Uploaded a photo / video to a brand's social network page Used a social networking "share" button on a website Used a QR code provided by a company or brand Visited a brand's social network page Visited a brand's website Watched a video made by a brand
ONLINE PURCHASE DRIVERS	When shopping online, which of these features would most increase your likelihood of buying a product?	<ul style="list-style-type: none"> Ability to pay with cash on delivery Ability to spread payments over time without added interest Click & Collect delivery Coupons or discounts Easy returns policy Entry into competitions Exclusive content or services Free delivery "Guest" check-out (with no sign-in required) Knowing the product / company is environmentally friendly Live-chat box so you can speak to the company Lots of "likes" or good comments on social media Loyalty points Next-day delivery Option to use "buy" button on a social network Quick / easy online checkout process Reviews from other consumers

Purchase Behavior

MAJOR PURCHASES	Which of these things have you / your household purchased in the last 3-6 months?	Electronics / entertainment	Personal items
	Which of these things are you / your household thinking about purchasing in the next 3-6 months?	<ul style="list-style-type: none"> • 2-in-1 laptop / tablet • Broadband / fiber optic • Computer / video games • Desktop PC • Digital camera • Flat-screen TV • Games console • Headphones / earphones • Laptop • Smart wearable device (e.g. smartwatch, fitness band) • Tablet 	<ul style="list-style-type: none"> • Glasses / spectacles • Handbag / Bag • Jewellery • Purse / wallet • Wristwatch
	Which of these items did you purchase online?	Home items	Financial Products
	Which of these items did you research online before purchasing?	<ul style="list-style-type: none"> • Air conditioning unit • Bed • Dishwasher • Garden furniture • Home exercise equipment • Household furniture • Housing / property • Iron • Microwave • Refrigerator • Sofa • Vacuum cleaner • Washing machine / tumble dryer 	<ul style="list-style-type: none"> • Car / automotive insurance • Foreign currency • Health insurance • Home contents insurance • Home-owners / building insurance • Life insurance • Mortgage • Pet insurance • Travel insurance
		Automotive & Transport	Travel & Leisure items
		<ul style="list-style-type: none"> • Car / automobile • Motorcycle • Bicycle • Electric-powered scooter 	<ul style="list-style-type: none"> • Concert tickets • Experience (e.g. spa trip, day out) • Travel tickets (e.g. a flight) • Vacation (abroad) • Vacation (domestic)

RESPONSIBILITY FOR FOOD SHOPPING*	Are you the main or joint food shopper in your household?	Main Joint Do not do the shopping
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MINOR PURCHASES	Which of these products have you or your household purchased in the last month?	Alcohol	Household items
	Which of these items did you purchase online?	<ul style="list-style-type: none"> Beer (any) Champagne / sparkling wine Cider Pre-mixed / ready-to-drink cocktails Spirits Wine (any) Wine (red) Wine (white) 	<ul style="list-style-type: none"> Air freshener / deodorizer Cleaning products Dishwasher tablets Fabric conditioner Laundry detergent / washing powder Pet food (dry) Ask if have dogs or cats Pet food (wet) Ask if have dogs or cats Pet food Ask if have other pets
	Which of these items did you research online before purchasing?	Groceries	Medicines / Healthcare items
	NOTE: Alcohol options are asked to those aged 18+ (or 21+ in the USA); they are not asked in Egypt, KSA or UAE.	<ul style="list-style-type: none"> Bottled water Breakfast cereal Candy / sweets CBD-infused products (USA and Canada Only) Cheese Chewing gum (not asked in Singapore) Chocolate Coffee Cookies / biscuits Crisps / potato chips Fresh ready meals Frozen food / ready meals Health foods Ice cream Milk alternatives (e.g. soy, almond, oat, etc.) Organic fruit / vegetables Snack foods Soft drinks Tea Vitamins / supplements 	<ul style="list-style-type: none"> Cough / cold / flu medicine First-aid items Headache / migraine medicine Heartburn / stomach medication Heart medication Mouth / oral care treatment Pain relief medicine Skin problem treatment Other medicines / pharmaceutical items
	CBD-infused products are asked in USA (not asked to Idaho, Nebraska, or South Dakota) and Canada to those aged 19+ (or 18+ in Alberta, and 21+ in Quebec)	Personal Effects	Leisure & Entertainment items
		<ul style="list-style-type: none"> Clothing Fragrance (e.g. perfume, aftershave) Gift / present for someone Gift card Shoes Sports clothing / equipment 	<ul style="list-style-type: none"> Book(s) Film(s) or boxset(s) Music album(s) Magazine(s) Newspaper(s)
			Personal Care items
			<ul style="list-style-type: none"> Beauty products Conditioner Deodorant Exfoliating products Hair colouring products Hair styling products Hair styling Tools Toothpaste Mouthwash Make-up / cosmetics Moisturizer Other skincare products Personal grooming products (e.g. razors) Shampoo

Baby Products

- Baby clothes
- Baby food (jars)
- Baby food (pouches / sachets)
- Baby food (other)
- Baby milk / powdered milk
- Baby moisturizer
- Baby rice
- Baby shampoo
- Baby toys
- Baby wipes

Nappies / diapers

PAYMENT SERVICES	Which of these services have you used in the last month?				
	All Markets	Argentina	Australia	Austria	Belgium
	<ul style="list-style-type: none"> • American Express • Mastercard 	<ul style="list-style-type: none"> • Google Pay • MercadoPago 	<ul style="list-style-type: none"> • PayPal • PayU 	<ul style="list-style-type: none"> • Recargapay • TodoPago 	<ul style="list-style-type: none"> • Masterpass • Visa
			<ul style="list-style-type: none"> • AliPay • Apple Pay • Cash App 	<ul style="list-style-type: none"> • Google Play • Klarna • Mobile Bankomatkarte 	<ul style="list-style-type: none"> • Visa Checkout • Visa Checkout • WeChat Pay / Tenpay
			<ul style="list-style-type: none"> • 3Geldbörse • Apple Pay • Blue Code 	<ul style="list-style-type: none"> • Google Pay • Klarna • Mobile Bankomatkarte 	<ul style="list-style-type: none"> • PayPal • Paysafe • Viva Wallet • WeChat Pay / Tenpay
			<ul style="list-style-type: none"> • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • Klarna • PayPal 	<ul style="list-style-type: none"> • Viva Wallet • WeChat Pay / Tenpay • Zapper
			<ul style="list-style-type: none"> • Amazon Pay • Apple Pay • Banco do Brasil • Cielo 	<ul style="list-style-type: none"> • ELO • Google Pay • MercadoPago • MoiP 	<ul style="list-style-type: none"> • PagSeguro • PayPal • PayU • Recargapay • Samsung Pay
			<ul style="list-style-type: none"> • Apple Pay • Cash App 	<ul style="list-style-type: none"> • Google Pay • PayPal 	<ul style="list-style-type: none"> • PayTM • Samsung Pay
					<ul style="list-style-type: none"> • Visa Checkout • WeChat Pay / Tenpay
China			<ul style="list-style-type: none"> • AliPay • Apple Pay • Baidu Wallet 	<ul style="list-style-type: none"> • Boku • Huawei Pay • JD Wallet 	<ul style="list-style-type: none"> • PayPal • Samsung Pay • Union Pay • Visa Checkout • WeChat Pay / Tenpay • Xiaomi Mi Pay

Colombia	<ul style="list-style-type: none"> Aval Pay BBVA Wallet Billetera Movil 	<ul style="list-style-type: none"> Google Pay MercadoPago Nequi 	<ul style="list-style-type: none"> PayPal PayU RB Movil 	<ul style="list-style-type: none"> SmartWallet Visa Checkout
Denmark	<ul style="list-style-type: none"> AliPay Apple Pay 	<ul style="list-style-type: none"> Klarna Mobile Pay 	<ul style="list-style-type: none"> Google Pay PayPal 	<ul style="list-style-type: none"> Visa Checkout WeChat Pay / Tenpay
Egypt	<ul style="list-style-type: none"> ABK Wallet Etisalat Cash 	<ul style="list-style-type: none"> Google Pay mVisa 	<ul style="list-style-type: none"> Orange Money PayPal 	<ul style="list-style-type: none"> Vodafone Cash
France	<ul style="list-style-type: none"> AliPay Amazon Pay Apple Pay 	<ul style="list-style-type: none"> Google Pay PayPal 	<ul style="list-style-type: none"> Visa Checkout Viva Wallet 	<ul style="list-style-type: none"> WeChat Pay / Tenpay Zapper
Germany	<ul style="list-style-type: none"> AliPay Amazon Pay Apple Pay 	<ul style="list-style-type: none"> Blue Code Deutsche Bank Mobile 	<ul style="list-style-type: none"> Google Pay Klarna PayPal 	<ul style="list-style-type: none"> Viva Wallet WeChat Pay / Tenpay Zapper
Hong Kong	<ul style="list-style-type: none"> AliPay Amazon Pay Apple Pay Blue Code 	<ul style="list-style-type: none"> Octopus O! Deutsche Bank Mobile Google Pay Klarna 	<ul style="list-style-type: none"> Samsung Pay Mobicash PayPal Tap&Go 	<ul style="list-style-type: none"> Visa checkout Viva Wallet WeChat Pay / Tenpay Zapper
India	<ul style="list-style-type: none"> Amazon Pay Baku Google Pay 	<ul style="list-style-type: none"> M-Pesa Mobikwik mVisa 	<ul style="list-style-type: none"> PayPal PayTM PayU 	<ul style="list-style-type: none"> Samsung Pay Visa checkout
Indonesia	<ul style="list-style-type: none"> AliPay Boku DANA ECPay 	<ul style="list-style-type: none"> Go-Pay Google Pay Jenius 	<ul style="list-style-type: none"> LinkAja mVisa OVO 	<ul style="list-style-type: none"> PayPal TrueMoney WeChat Pay / Tenpay
Ireland	<ul style="list-style-type: none"> Apple Arcade Calm Deliveroo 	<ul style="list-style-type: none"> Fitbit Hinge Just Eat 	<ul style="list-style-type: none"> MyFitnessPal Revolut 	<ul style="list-style-type: none"> RTE News Now Uber
Israel	<ul style="list-style-type: none"> AliPay Google Pay 	<ul style="list-style-type: none"> PayBox PayPal 	<ul style="list-style-type: none"> Pepper Pay 	
Italy	<ul style="list-style-type: none"> AliPay Amazon Pay 	<ul style="list-style-type: none"> Apple Pay Google Pay 	<ul style="list-style-type: none"> PayPal Samsung Pay 	<ul style="list-style-type: none"> Viva Wallet WeChat Pay / Tenpay

Japan	• AliPay • Amazon Pay • Apple Pay	• Cash App • Google Pay • J-Coin Pay	• Line Pay • PayPal	• PayPay • WeChat Pay / Tenpay
Malaysia	• AliPay • Boost • Google Pay	• GrabPay • Maybankpay • PayPal	• Samsung Pay • Touch'n Go	• Visa checkout • WeChat Pay / Tenpay
Mexico	• BBVA Wallet • Citibanamex Movil	• Google Pay • PayPal	• PayU • Recargapay	• Samsung Pay • Visa checkout
Netherlands	• Apple Pay • Google Pay • ING Mobile Payments App	• Klarna • PayPal • Viva Wallet	• WeChat Pay / Tenpay • Zapper	
New Zealand	• AliPay • Apple Pay • Google Pay	• ING Mobile Payments App • Klarna	• PayPal • Samsung Pay • Visa Wallet	• WeChat Pay / Tenpay • Zapper
Philippines	• AliPay • Google Pay • SmartPadala	• Gcash • GrabPay • PayPal	• PayMaya • TrueMonaey	• WeChat Pay / Tenpay
Poland	• Apple Pay • BLIK	• Google Pay • PayPal	• PayU • Visa Checkout	• Viva Wallet • WeChat Pay / Tenpay
Portugal	• Apple Pay • Google Pay	• MB Way • PayPal	• Viva Wallet • WeChat Pay / Tenpay	
Romania	• Apple Pay • BT Pay • CEC Bank Mobile Banking	• Google Pay • MobilPay • ING Mobile Payments App	• mobilPay • Orange Money • PayPal	• Telekom Banking • Viva Wallet • WeChat Pay / Tenpay
Russia	• Apple Pay • Google Pay	• PayPal • PayU	• Samsung Pay • Visa QIWI Wallet	• WeChat Pay / Tenpay • Yandex.Money
Saudi Arabia	• Apple Pay • Google Pay	• mada Pay • PayPal	• Riyad Pay • Visa Checkout	

Singapore	• AliPay • Apple Pay • Google Pay	• GrabPay • PayLah • PayPal	• Samsung Pay • Visa Checkout	• WeChat Pay / Tenpay • Yoyo Wallet
South Africa	• FNB Pay • Google Pay • M-Pesa	• PayPal • PayU	• SnapScan • Visa checkout	• WeChat Pay / Tenpay • Zapper
South Korea	• Kakao Pay • LG Pay • Mobicash	• Naver Pay • PayPal • Samsung Pay	• SSG • Tmoney	• Toss • WeChat Pay / Tenpay
Spain	• Amazon Pay • Apple Pay • CaixaBank Pay	• Google Pay • Klarna • PayPal	• Recargapay • Samsung Pay • Visa Checkout	• Viva Wallet • WeChat Pay / Tenpay • Zapper
Sweden	• AliPay • Apple Pay	• Google Pay • Klarna	• PayPal • Swish	• WeChat Pay / Tenpay • Zapper
Switzerland	• Apple Pay • Google Pay	• Klarna • PayPal	• Samsung Pay • Swiss Wallet	• WeChat Pay / Tenpay • TWINT
Taiwan	• AliPay • Apple Pay • Google Pay	• JKO Pay • Line Pay • PayPal	• Samsung Pay • Taiwan Mobile Payment Co	• WeChat Pay / Tenpay
Thailand	• Advanced Mpay • Alipay • Google Pay	• Line Pay • PayPal	• Samsung Pay • TrueMoney	• WeChat Pay / Tenpay
Turkey	• BKM Express • Google Pay	• Mobiexpress • Papara	• Paycell • PayU	• WeChat Pay / Tenpay
UAE	• Apple Pay • Etislat Mobile NFC	• Google Pay • PayBy	• PayPal • Samsung Pay	• Visa checkout

United Kingdom	<ul style="list-style-type: none"> AliPay Amazon Pay Apple Pay Barclays Pay 	<ul style="list-style-type: none"> Cash App Google Pay Klarna PayPal 	<ul style="list-style-type: none"> Samsung Pay Visa checkout Viva wallet 	<ul style="list-style-type: none"> WeChat Pay / Tenpay Zapper
USA	<ul style="list-style-type: none"> AliPay Amazon Pay Apple Pay Boku 	<ul style="list-style-type: none"> Cash App ChasePay Google Pay 	<ul style="list-style-type: none"> Klarna PayPal Samsung Pay 	<ul style="list-style-type: none"> Venmo Visa checkout Zelle
Vietnam	<ul style="list-style-type: none"> AliPay Google Pay MoMo 	<ul style="list-style-type: none"> mVisa Ngan Luong PayPal 	<ul style="list-style-type: none"> Samsung Pay TrueMoney WeChat Pay / Tenpay 	

Online Purchases

DIGITAL CONTENT PURCHASED* Which of the following types of online content have you paid for in the past month?

- Dating service** (Hidden from Egypt, Morocco, Saudi Arabia and UAE)
- Digital gifts** (e.g. stickers, badges, avatars, etc.)
- e-Book**
- In-app purchases** (e.g. in-game upgrades, add-ons, etc.)
- Mobile app**
- Mobile game**
- Movie or TV download**
- Movie or TV streaming service**
- Music download**
- Music streaming service**
- News service**
- Premium web service** (e.g. email / online storage)
- Software Package** (e.g. Microsoft Office, Adobe Photoshop etc.)
- Study programs / learning materials**
- Subscription to an online version of a magazine**
- None of the above**

PRODUCTS / TOPICS TALKED ABOUT ONLINE** Which of the following products, services or topics have you posted opinions about online in the past month?

- Alcoholic drinks
- Books
- Business
- Cars / automobiles
- Celebrity news / gossip
- Charity / good causes
- Computers
- Environmental issues
- Fashion/clothing
- Fast food
- Films
- Fine arts / culture
- Food / restaurants
- Games / gaming
- Grocery products (food)
- Healthcare / pharmaceuticals
- Home appliances (white goods)
e.g. refrigerator, washing machine
- Mobile phones
- Music
- Nights out / socializing
- Non-alcoholic drinks / soft drinks
- Parenting / childcare
- Personal finance / investment
- Politics
- Skincare / haircare / beauty products
- Snack products
- Sports
- Technology
- Television
- Travel / vacations
- None of the above

Online Activities & Brand Visitation

Online Activities in Last Week

ONLINE ACTIVITIES IN LAST WEEK:	Which of these have you watched / listened to online in the past week?	<ul style="list-style-type: none"> • Short video (Under 10 mins) • Long video (10 mins+) • How-to / tutorial video • Live-video stream • Vlog / influencer video • Product Review Video • Gaming video • Educational video • Comedy / meme / viral video 	<ul style="list-style-type: none"> • Music-streaming service • Music video • Podcast • Audio-book / E-book • Radio show / station • Sports highlights / clips • Sports match / commentary
ONLINE ACTIVITIES IN LAST WEEK*	Which of these have you done online in the past week?	<ul style="list-style-type: none"> • Used a buy now, pay later service (e.g. Klarna, LazyPlus, Addi, Fen Fu) • Used a price comparison tool • Purchased a product / service • Ordered groceries • Purchased secondhand / preowned items • Shopped / browsed for products online • Written a review of a product / service • Visited a neighbourhood / community forum • Shared your own blog post or video • Checked health symptoms • Used a meditation tool 	<ul style="list-style-type: none"> • Accessed government services • Checked health symptoms • Used a meditation tool • Accessed government services • Attended a conference / video • Taken a fitness class • Used a voice assistant (e.g. Siri, Alexa) to find information • Used a voice assistant to complete an action (e.g. play a song) • Translated text into a different language • Used a paid-for membership site for following creators / influencers (e.g. Patreon, Podia)
ONLINE ACTIVITIES IN LAST MONTH	Which of these have you done online in the past week?	<ul style="list-style-type: none"> • Taken out a loan • Used a financial investment tool • Sent money to a different country • Sent money to friends / family • Donated to charity 	

Privacy, Ad-Blocking and VPNs

PRIVACY, AD- BLOCKING AND VPNS	How often do you do the following?	<ul style="list-style-type: none"> • Use a private browsing mode / window • Clear your browsing history • Decline cookies on a website • Use an ad-blocker • Use a VPN
PRIVACY, AD- BLOCKING AND VPNS	Which of the following describes why you use an ad blocker?	<ul style="list-style-type: none"> • To protect my privacy • To stop companies collecting data about me • Ads get in the way • There are too many ads • Ads aren't relevant to me • To stop any inappropriate content being shown • To improve my device's performance (e.g. battery life, page load times)
LENGTH OF MOBILE OWNERSHIP	<p>How long have you had your current mobile phone for?</p> <p>If you have more than one phone, please answer in relation to your main handset</p>	<ul style="list-style-type: none"> • Less than 6 months • 6 months - 1 year • 1 - 2 years • More than 2 years • Don't know / not sure

TYPES OF WEBSITES AND APPS	Which of these types of website or apps have you used in the last month?	<ul style="list-style-type: none"> • Banking, investing or insurance • Motoring / Automotive • Education • Email • File Transfers or Cloud storage e.g. Dropbox • Maps, Parking or location-based services • News • Property, Real Estate or Renting • Recruitment or Job Search • Reviews • Search Engines or Web Portals • Coupons, Deals or Price Comparisons • Weather • Sports • Taxi, Ride Sharing, Bike or Scooter hire • Social Networks • Books • Dating • Entertainment • Food, Recipes, Restaurants or Takeaways • Blogging, Forums or Message Boards • Gambling, Betting or Lottery • Games • Health and Fitness • Music • Photography, Illustrations or Art • Lifestyle and Fashion • Shopping, Auctions or Classifieds • Travel • Business / Work / Collaborative Working (e.g. Quickbooks, Trello, Slack) • Tickets / Events • Chat / Messaging
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NAMED	Which of the following	<i>Blogging</i>	<i>Shopping, Auctions or Classifieds</i>	● JD.com
WEBSITES AND APPS USED	websites / services have you visited or used in the last month?	<ul style="list-style-type: none"> ● Ameba ● BlogGang.com ● FC2.com ● Habr ● Kompasiana.com ● Livejournal.com ● Wykop.pl 	<ul style="list-style-type: none"> ● 11Street ● PrestoMall ● 2ememain / 2dehands ● Adverts.ie ● Alibaba ● Aliexpress.com ● Allegro ● Amazon ● Anibis.ch ● Auction.co.kr ● Avito.ru ● BeautyMNL ● Bid.yahoo.com.tw ● Bidorbuy.co.za ● BliBli ● Blocket.se ● Bol.com ● Books.com.tw ● Bukalapak.com ● Buy123 ● Carousell ● Cdiscount.com ● Ceneo.pl ● Chotot.vn ● Craiglist ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com 	<ul style="list-style-type: none"> ● JD.Id ● Jumia ● Junkmail.co.za ● Kabum ● Kaidee.com ● Kijiji.ca ● Kimstore ● Lazada ● Leboncoin.fr ● Lelong.com.my ● Linio ● Marktplaats ● MercadoLibre ● MercadoLivre ● Milanuncios.com ● Momoshop.com.tw ● Mudah.my ● Myntra.com ● Noon.com ● OLX ● Ozon.ru ● PChome.com.tw ● Pinduoduo ● Qoo10 ● Quikr ● Rakuten ● Rappi ● Ricardo ● Ruten.com.tw ● Sahibinden.com ● Segundamano.mx ● Shopee ● Shpock ● Snapdeal ● Souq.com ● Subito.it ● Takealot.com ● Taobao ● Tiki ● Tmall ● Tokopedia.com ● Trade Me ● Tradera.com ● Vatgia.com ● Vibbo.com ● Wallapop
		<i>Call Blocking or Caller Identification</i>		
		<i>Directories or Public Records</i>		
		<ul style="list-style-type: none"> ● Pages d'Or / Gouden Gids ● Krak.dk ● local ● vrisko.gr 	<ul style="list-style-type: none"> ● Avito.ru ● BeautyMNL ● Bid.yahoo.com.tw ● Bidorbuy.co.za ● BliBli ● Blocket.se ● Bol.com ● Books.com.tw ● Bukalapak.com ● Buy123 ● Carousell ● Cdiscount.com ● Ceneo.pl ● Chotot.vn ● Craiglist ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com 	<ul style="list-style-type: none"> ● Linio ● Marktplaats ● MercadoLibre ● MercadoLivre ● Milanuncios.com ● Momoshop.com.tw ● Mudah.my ● Myntra.com ● Noon.com ● OLX ● Ozon.ru ● PChome.com.tw ● Pinduoduo ● Qoo10 ● Quikr ● Rakuten ● Rappi ● Ricardo ● Ruten.com.tw ● Sahibinden.com ● Segundamano.mx ● Shopee ● Shpock ● Snapdeal ● Souq.com ● Subito.it ● Takealot.com ● Taobao ● Tiki ● Tmall ● Tokopedia.com ● Trade Me ● Tradera.com ● Vatgia.com ● Vibbo.com ● Wallapop
		<i>Forums & Message Boards</i>		
		<ul style="list-style-type: none"> ● Ck101.com ● Douban.com ● Eyny ● Fandom ● Flashback.org ● Kaskus.co.id ● Pantip ● PTT ● Quora ● Webtretho.com 	<ul style="list-style-type: none"> ● Bidorbuy.co.za ● BliBli ● Blocket.se ● Bol.com ● Books.com.tw ● Bukalapak.com ● Buy123 ● Carousell ● Cdiscount.com ● Ceneo.pl ● Chotot.vn ● Craiglist ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com 	<ul style="list-style-type: none"> ● Bidorbuy.co.za ● BliBli ● Blocket.se ● Bol.com ● Books.com.tw ● Bukalapak.com ● Buy123 ● Carousell ● Cdiscount.com ● Ceneo.pl ● Chotot.vn ● Craiglist ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com
		<i>Reviews</i>		
		<ul style="list-style-type: none"> ● Empire Online ● IMDb 	<ul style="list-style-type: none"> ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com 	<ul style="list-style-type: none"> ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com
		<i>Search Engine</i>		
		<ul style="list-style-type: none"> ● 2345.com ● Ask.com ● Baidu ● Bing ● Cari.com.my ● Coccoc.com ● Daum ● DuckDuckGo ● Google ● Justdial.com ● Rakuten Infoseek ● Search ● Sogou.com ● Soku.com ● Yandex ● Yelp ● Walmart.com 	<ul style="list-style-type: none"> ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com 	<ul style="list-style-type: none"> ● Deco.Proteste.pt ● Digitec.ch ● Dinomarket ● Donedeal.ie ● Dubizzle ● eBay ● Elevenia ● Elgiganten ● eMAG ● Etao.com ● Farfetch ● Flipkart ● Galleon ● Gittigidiyor.com ● Gmarket.co.kr ● GulogGratis ● Gumtree ● Haraj ● Hepsiburada.com ● Interpark.com
		<i>Banking or financial services News</i>		

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- Sport24.gr
- Entertainment*
- AlloCine
- Antena 3
- Apple TV
- athinorama.gr
- CanalRCN
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- CCTV
- Cda.pl
- Channel 4.com
- clickatlife.gr
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- Slack
- Yammer
- Zoom
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- TF1.fr
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- TV.nu
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- Xuite
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- BBC
- RTE.ie
- astrology.gr
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- Music*
- Shazam
- Tickets or Events*
- Eventfinda
- Fandango
- Ingresso
- Travel*
- Agoda
- Airbnb
- Booking.com
- Culture Trip
- Deal Grocer
- ebookers.com
- Expedia
- GetYourGuide
- Hotels.com
- Kayak
- Oyo
- sbb
- Skyscanner
- Travelocity
- Traveloka
- TripAdvisor
- Trivago
- Waze
- Parking*
- Parkaround
- Taxi, Ride Sharing, Bike or Scooter hire*
- 99
- beat
- Bird
- BlaBlaCar
- Bolt
- Cabify
- Careem
- Clever Taxi
- Didi
- FREE NOW (mytaxi)
- Gett
- Glovo
- GO-JEK
- Grab
- Grin
- Lime
- Lyft
- Ola Cabs
- ShareNow
- StarTaxi
- T3 Chuxing
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- Google Meet
- Microsoft Teams
- Eksisozluk.com
- Email*
- Mail.ru
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- Outlook
- Yahoo! Mail
- Encyclopedia*
- Wikipedia
- File transfer*
- SHAREit
- WeTransfer
- Property, Real Estate or Renting*
- Homes.co.nz
- Immoweb
- Realestate.co.nz
- Spitogatos
- Trademe Property
- Recruitment or Job Search*
- Glassdoor
- Indeed
- oaed.gr
- Seek
- ZipRecruiter

REASONS FOR USING INTERNET Which of these things are important reasons for you using the internet?

- Accessing / listening to music
- Business-related networking
- Business-related research
- Education / study-related purposes
- Filling up spare time / general browsing
- Finding information
- Finding new ideas or inspiration
- Gaming
- Keeping up-to-date with news / events
- Managing finances / savings
- Meeting new people / making new connections
- Organizing your day-to-day life
- Researching health issues / healthcare products
- Researching how to do things
- Researching places / vacations / travel
- Researching products / brands
- Sharing your opinion
- Staying in touch with friends / family
- Watching videos, TV shows or movies
- None of these

Digital Behaviours Segmentation

DIGITAL BEHAVIOURS SEGMENTATION Based on their responses to various attitudinal and behavioural questions, respondents are classified into the following segments:

- Commenters
- Creators
- Followers
- Listeners
- Reviewers
- Sharers
- Shoppers
- Viewers
- Workers
- Unengaged

Commenters

Say that sharing their opinion is an important reason for using the internet, or have asked a question to a brand on a social network in the last month, or have posted a comment in a forum in the last month.

Creators

Have uploaded / shared a photo online in the last month, or have uploaded / shared a video online in the last month, or have uploaded a photo or video to a brand's social network page in the last month, or have provided ideas for a new product / service or for a new brand design in the last month.

Followers

Follow brands they like on social media, or follow brands they are thinking of buying something from on social media, or have liked/followed a brand on a social network in the last month, or have visited a brand's social network page in the last month.

Listeners

Have listened to an online radio station / service, or have listened to or watched a podcast, or have used a music-streaming service in the last month.

Reviewers

Have left feedback or a review on a brand's website in the last month, or have posted a review of a product, company or service online in the last month.

Sharers

Say that sharing content is a very important reason for using the internet (to Q2 2018) or that sharing photos/videos is a main reason for using social media (from Q3 2018); or have used a "social share" button on a website in order to share something with their social network contacts in the last month, or have shared a brand's post on a social network in the last month.

Shoppers	Say that researching/finding products to buy is a very important reason for using the internet (to Q2 2018) or that researching products/brands is a reason for them using the internet (from Q3 2018); or have purchased a product online in the last month, or have searched online for a product or service they want to buy in the last month, or have used a price comparison service in the last month, or have visited an online auction site in the last month, or have visited an online retail site or store such as Amazon in the last month.
Viewers	Say that entertainment (e.g. gaming, films) is a very important reason for using the internet (to Q2 2018) or watching videos, TV shows or movies is a reason for them using the internet (from Q3 2018); or have used a streaming service to watch live television in the last month, or have used an on-demand / catch-up TV service in the last month, or have used an online TV / film subscription service in the last month, or have watched a vlog (a video of a blogger) in the last month.
Workers	Say that researching for work, networking for work or sharing their business expertise are very important reasons for using the internet (to Q2 2018); or that business-related networking or business-related research are important reasons for them using the internet (from Q3 2018), or that networking for work is a main reason for them using social media.
Unengaged	Fall into none of segmentations outlined above.

Technology & Devices

Device Ownership and Usage

DEVICE OWNERSHIP*	Which of the following devices do you personally own?	<ul style="list-style-type: none"> • e-Reader (a digital reading device, e.g. Amazon Kindle, Kobo, Nook etc) • Feature phone • Games console • PC / Laptop • Smart home product (e.g. voice-controlled speaker, remotely-controlled lightbulb, plug, doorbell etc) • Smart TV (by which we mean a television that can connect to the internet) • Smart wristband (a digital wristband which typically tracks your health and fitness levels. Popular examples include Nike Fuelband, Jawbone Up and Fitbit) • Smartphone (an internet and app-enabled phone such as the iPhone, a BlackBerry or Android phones like the Galaxy S series) • Smartwatch (a watch which allows you to connect to the internet and use apps. Popular smartwatches include, Sony Smartwatch, Samsung Galaxy Gear and the Apple Watch) • Tablet device (e.g. an Apple iPad, Samsung Galaxy Tab, Microsoft Surface, Google Nexus tablet) • TV streaming stick / device (a digital media device which streams web content to your TV set, e.g. Apple TV, Amazon Fire TV Stick, Google Chromecast, Roku Streaming Player) • Virtual reality headset / device (a device that immerses users into simulated environments. Popular examples include PlayStation VR, Samsung Gear VR, Google Cardboard and Deepoon VR) • None of the above
DEVICES USED TO ACCESS WEB*	Which of these do you use to access the internet?	<ul style="list-style-type: none"> • Feature phone • Games console • Personal PC / Laptop • Smartphone • Smart home device (e.g Amazon Echo / Google Home) • Tablet device • Television • Work PC / Laptop

DEVICE SATISFACTION	How satisfied are you with your device?	<ul style="list-style-type: none"> • Your PC / laptop • Your Smartphone • Your Smartwatch <i>UK and US only</i> • Your Tablet <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neither satisfied nor dissatisfied • Somewhat dissatisfied • Very dissatisfied
DEVICE IMPORTANCE*	Which of these would you say is the most important device you use to access the internet, whether at home or elsewhere?	<ul style="list-style-type: none"> • Mobile • PC / Laptop • Tablet
NUMBER OF DEVICES OWNED*	Based on their responses to the Device Ownership question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 0 • 1 • 2 • 3 • 4 • 5 • 6+
NUMBER OF DEVICES USED TO GET ONLINE*	Based on their responses to the Devices Used to Access the Web question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5+
MOST UTILIZED DEVICES	This question is auto-generated based on responses to the Time Spent question.	<ul style="list-style-type: none"> • Games console • Mobile • PC/Laptop/Tablet • Television
SMART HOME PRODUCTS	Which of these smart home devices do you own?	<ul style="list-style-type: none"> • Smart security product (e.g. <i>remotely controlled doorbell or security camera</i>) • Smart speaker (e.g. <i>Apple HomePod, Amazon Echo, Google Home</i>) • Smart utility product (e.g. <i>remotely controlled thermostat, light, plug or sensor</i>) • Other

Operating Systems

PC / LAPTOP OPERATING SYSTEMS	What operating system(s) do you use on the following device: PC / laptop?	<ul style="list-style-type: none"> • Chrome OS • Linux • OS X (for Macs) • Windows (earlier versions e.g. Windows XP, Windows 7 etc.) • Windows 10 • Other / Don't Know
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MOBILE OPERATING SYSTEMS*	What operating system(s) do you use on the following device: Smartphone / mobile phone?	<ul style="list-style-type: none"> Android iOS (for iPhone) Windows Phone / Windows 10 Other / Don't Know
TABLET OPERATING SYSTEMS	What operating system(s) do you use on the following device: Tablet?	<ul style="list-style-type: none"> Android Chrome OS iOS (for iPad) / iPadOS Linux Windows Other / Don't know

Mobile and Smartwatch

MOBILE ACTIONS Which of these have you done **IN LAST MONTH*** on your mobile in the last month?

- Made a video call or used FaceTime
- Tracked your screen time or set limits for certain apps
- Tracked your spending
- Used / scanned a QR code
- Used an app to access a bike / scooter (e.g. Lime, Bird, Uber, JUMP)
- Used a mobile payment service such as Apple Pay or Samsung Pay
- Used an image recognition tool (e.g. Google Lens, Pinterest Lens)
- Used your phone as a ticket or boarding pass
- Watched content on a TV by mirroring / casting it via your phone
- None of the above

MOBILE CARRIERS Which mobile network do
/ SERVICE you use?
PROVIDERS

- 012 Mobile *Israel only*
- 1Mobile *Italy only*
- 2degrees *New Zealand only*
- 3 Select Markets
- A1 *Austria only*
- Afrihost Mobile *South Africa only*
- Airtel *India only*
- AIS *Thailand only*
- Aldi Talk *Netherlands only*
- ALDImobile *Australia only*
- Algar *Brazil only*
- Amaysim *Australia only*
- Asia Pacific Telecom *Taiwan, USA*
- AT&T *Mexico, USA only*
- BASE *Belgium only*
- Beeline *Russia only*
- Bell Canada *only*
- BEN *Netherlands only*
- Bendigo Bank Telco *Australia only*
- Blueface *Ireland only*
- Bob *Austria only*
- Boost Mobile *USA only*
- Bouygues Telecom *France only*
- BT UK *only*
- CBB Mobil *Denmark only*
- Celecom *Malaysia only*
- Cell C *South Africa only*
- Cellcom *Israel only*
- China Mobile *China, Hong Kong only*
- China Telecom *China only*
- China Unicom *China only*
- Chunghwa Telecom *Taiwan only*
- Circles.Life *Singapore only*
- O2 UK *only*
- Claro Argentina, *Brazil, Colombia only*
- Congstar *Germany only*
- Consumer Cellular *USA only*
- Coop Mobile *Switzerland only*
- CoopVoce *Italy only*
- Cosmote *Greece Only*
- Cricket Wireless *USA only*
- CSL Hong Kong *only*
- Dialog Telekom *Austria only*
- Digi Malaysia *only*
- Digi Mobil *Italy, Romania only*
- DTAC Thailand *only*
- du UAE *only*
- EE UK *only*
- Eir Ireland *only*
- Ello Mobile *Belgium only*
- ETB Colombia *only*
- Etisalat Egypt, *UAE only*
- EUTV Brazil *only*
- F2G Greece *Only*
- FarEasTone Taiwan *only*
- FastWeb Italy *only*
- Fenercell Turkey *only*
- FNB Connect South Africa *only*
- Free France *only*
- Freedom Mobile *Canada only*
- giffgaff UK *only*
- Globe Telecom *Philippines only*
- Google Fi USA *only*
- Golan Telecom *Israel Only*
- Heyah Poland *only*
- HOT Mobile *Israel only*
- Hotlink Malaysia *only*
- Illiad Italy *only*
- Inalan Greece *Only*
- SoftBank Mobile *Japan only*
- Indosat Ooredoo *Indonesia only*
- Jio India *only*
- KDDI Japan *only*
- Kogan Mobile *Australia only*
- Koodo Mobile *Canada only*
- KPN Netherlands *only*
- Lebara Select Markets
- LG U+ South Korea *only*
- Line Mobile *Taiwan only*
- Lowl Spain *only*
- Lycamobile Select Markets
- M1 Singapore *only*
- Maxis Malaysia *only*
- Me&You South Africa *only*
- MegaFon Russia *only*
- MEO Portugal *only*
- Metro by T-Mobile *USA only*
- Metrotel Colombia *only*
- Mobifone Vietnam *only*
- Mobile Vikings *Belgium only*
- Mobily Saudi Arabia *only*
- Movil Exito Colombia *only*
- Movistar Argentina, *Mexico, Spain only*
- Mr Price Mobile *South Africa only*
- MTN South Africa *only*
- MTS Russia *only*
- Multicell Turkey *only*
- My By CAT Thailand *only*
- myRepublic Singapore *only*
- NOS Portugal *only*
- Nova Mobile Greece *Only*
- NTT DoCoMo Japan *only*
- Vinaphone Vietnam *only*

- Oi Brazil only
- OK Mobile Denmark only
- Olleh South Korea only
- Optus Argentina only
- Orange Belgium, Egypt, France, Israel, Poland, Romania, Spain only
- Telephone Israel only
- Pepephone Spain only
- Personal Argentina only
- Phone-ix Portugal only
- Play Poland only
- Plus Poland only
- Porto Seguro Conecta Brazil only
- PosteMobile Italy only
- Postfone Ireland only
- Proximus Belgium only
- Q-Telecom Greece Only
- Rain Mobile South Africa only
- Rami Levy Israel only
- Republika ng TM Philippines only
- Ringo Mobile Italy only
- Rogers Canada only
- Salt Switzerland only
- SaskTel Canada only
- Scarlet Belgium only
- SFR France only
- Sim Sim Russia only
- Simpel Netherlands only
- Simyo Netherlands only
- Singtel Singapore only
- SK Telecom South Korea only
- Sky Mobile UK only
- Smart Philippines only
- Smartfren Indonesia only
- SmartMobile South Africa only
- SmarTone Hong Kong only
- YES Malaysia only
- Yoigo Spain only
- Starhub Singapore only
- STC Saudi Arabia only
- Straight Talk USA only
- Sun Cellular Philippines only
- Sunrise Switzerland only
- Swisscom Switzerland only
- T Star Taiwan only
- Taiwan Mobile Taiwan only
- Talk N Text Philippines only
- TDC Denmark only
- Telcel Mexico only
- Tele2 Netherlands, Russia, Sweden only
- Telecom Egypt Egypt only
- Telefonica Germany only
- Telekom Germany, Romania only
- Telenet Belgium only
- Telenor Denmark, Sweden only
- Tune Talk Prepaid Malaysia only
- Tune Talk Postpaid Malaysia only
- U mobile Malaysia only
- Unifi Mobile Prepaid Malaysia only
- Unifi Mobile Postpaid Malaysia only
- Uff! Colombia only
- UPC Austria only
- Vaya Australia only
- Verizon Wireless USA only
- Videotron Canada only
- Vietnamobile Vietnam only
- Viettel Vietnam only
- Zain Saudi Arabia only
- Zero Mobile Singapore only
- Virgin Mobile Select Markets
- Vivo Brazil only
- Vodacom South Africa only
- Vodafone Select Markets
- Vodafone CU Greece Only
- VOlmobil Austria only
- VTX Switzerland only
- What's Up Greece Only
- Telesur Netherlands only
- Telfort Netherlands only
- Telkom South Africa only
- Telkomsel Indonesia only
- Telia Denmark, Sweden only
- Telkom Indonesia only
- Telkomsel Indonesia only
- Telmore Denmark only
- Telstra Australia only
- Telus Canada only
- Tesco Mobile Ireland, UK only
- Tigo Colombia only
- TIM Brazil, Italy only
- Ting USA only
- Tiscall Italy only
- T-Mobile Select Markets
- TOT Thailand only
- TPG Telecom Singapore only
- U.S. Cellular USA only
- Turk Telecom Turkey only
- Tuenti Argentina only
- Turkcell Turkey only
- Wind Tre Italy only
- Wind Greece Only
- Xfinity Mobile USA only
- XL Axiata Indonesia only
- XOX Malaysia only
- Y!mobile Japan only
- Zero1 Singapore only
- Other

- YouPhone *Israel only*

MOBILE BRANDS: Have you owned these mobile
PREVIOUS brands?
OWNERSHIP

Which of the following mobile

MOBILE BRANDS: brands do you currently own?

CURRENT
OWNERSHIP*

NOTE: Options marked with a *
only have data for current
ownership. Previous ownership
is not asked on the mobile
survey.

- Advan *Indonesia Only*
- Alcatel
- Allview *Romania Only*
- ASUS
- BlackBerry
- Blackview *Egypt Only*
- Blu *Select Markets Only*
- BQ *Portugal, Russia and Spain Only**
- Cherry Mobile *Philippines Only*
- Cloudfone *Philippines Only*
- Coolpad
- Crosscall *France Only*
- Doogee *Spain Only*
- Evolio *Romania Only*
- Fly Mobile *Russia Only*
- Fujitsu *Japan Only*
- GiONEE *Select Markets Only*
- Google Pixel *Select Markets Only*
- HiSense *South Africa Only*
- Honor
- HTC
- Huawei
- IKU *Egypt Only*
- Infinix *Select Markets Only*
- Intex *India Only*
- iPhone
- iTel *Select Markets Only*
- Karbonn *India Only*
- Kyocera *Japan Only*
- Lanix *Mexico Only*
- Lava *India Only*
- Lenovo
- LG
- Micromax
- Microsoft
- MLS *Greece Only*
- Motorola
- Multilaser *Brazil Only*
- NEC Casio *Japan Only*
- Nokia
- OneClick *Egypt Only*
- OnePlus
- Oppo
- Panasonic *Japan Only*
- Philips *Argentina Only*
- Positivo *Brazil Only*
- Qnet *Philippines Only*
- Realme *Select Markets Only*
- Samsung
- Sharp *Japan Only*
- Sony
- TCL *Argentina and Brazil Only*
- Tecno *Select Markets Only*
- TP-Link *Mexico Only*
- Turbo X *Greece Only*
- UTOK *Romania Only*
- Vi *Brazil Only*
- Vivo *Select Markets Only*
- Wiko *Select Markets Only*
- Xiaomi
- ZTE
- Other
- None of the above

NUMBER OF Based on their responses to
MOBILE BRANDS the Mobile Brands: Current
OWNED* Ownership question,
respondents are automatically
assigned to one of these
groups

- 1
- 2
- 3
- 4+

MOBILE BRANDS: Which brand(s) would be your top choice when you next upgrade or buy a new mobile phone?

- Advan *Indonesia only*
- Alcatel
- Allview *Romania only*
- ASUS
- BlackBerry
- Blackview *Egypt only*
- Blu *Argentina, Brazil and Mexico only*
- BQ *Portugal, Russia and Spain only*
- Cherry Mobile *Philippines only*
- Cloudfone *Philippines only*
- Coolpad
- Crosscall *France only*
- Doogee *Spain only*
- Evolio *Romania only*
- Fly Mobile *Russia only*
- Fujitsu *Japan only*
- GiONEE *Select Markets only*
- Google Pixel *Select Markets only*
- HiSense *South Africa only*
- HTC
- Huawei
- Infinix *Select Markets only*
- IKU *Egypt only*
- Intex *India only*
- iPhone
- iTel *Select Markets Only*
- Karbonn *India only*
- Kyocera *Japan only*
- Lanix *Mexico only*
- Lava *India only*
- Lenovo
- LG
- Micromax
- Microsoft
- Motorola
- Multilaser *Brazil only*
- NEC Casio *Japan only*
- Nokia
- OneClick *Egypt only*
- OnePlus
- Oppo
- Panasonic *Japan only*
- Philips *Argentina only*
- Positivo *Brazil only*
- Qnet *Philippines Only*
- Realme *Select Markets Only*
- Samsung
- Sharp *Japan only*
- Sony
- TCL *Argentina and Brazil only*
- Techno *Select Markets only*
- TP-Link *Mexico only*
- UTOK *Romania only*
- Vi *Brazil only*
- Vivo *APAC Markets only*
- Wiko *Select Markets only*
- Xiaomi
- ZTE
- Other / None of the above

LENGTH OF MOBILE OWNERSHIP How long have you had your current mobile phone for? If you have more than one phone, please answer in relation to your main handset

- Less than 6 months
- 6 months - 1 year
- 1 - 2 years
- More than 2 years
- Don't know / not sure

MOBILE PURCHASE TIMEFRAME* When do you plan to buy a new mobile phone or upgrade your existing phone?

- Within the next 6 months
- In 6 to 12 months
- In 12 to 18 months
- In 18 to 24 months
- After 24 months

Mobile Handset Models

HONOR MODELS	Which Honor handset do you have?	<ul style="list-style-type: none"> • 9 • 9X • 10 • 10 Lite • 20 • 20 Pro • 20e • 10 Lite • View 10 • View 20 • View 30 • View 30 Pro • Play • 9X Lite • 9X Pro • 30 • 30 Pro • 9a • 8a 2020 • Other
HUAWEI MODELS	Which Huawei handset do you have?	<ul style="list-style-type: none"> • Mate 20 • Mate 20 Lite • Mate 20 Pro • Mate 20 X • Mate 30 • Mate 30 Lite • Mate S • P20 Pro • Mate X • Nova 7 • Nova 7 Pro • P Smart • P smart Pro • P smart Z • P smart+ • P10 • P10 Plus • P20 • P20 Lite • P30 • P30 Lite • P30 Pro • P40 • P40 Lite • P40 Pro • P40 Pro+ • Y5 • Y7 • Y8 • Y9 • Y9s • Other
IPHONE MODELS*	What iPhone do you have?	<ul style="list-style-type: none"> • 5 or earlier • 6 • 6 Plus • 6S • 6S Plus • SE • 7 • 7 Plus • 8 • 8 Plus • X • XS • XS Max • XR • 11 • 11 Pro • 11 Pro Max • 12 • 12 Pro

SAMSUNG MODELS	Which Samsung handset do you have?	<ul style="list-style-type: none"> • Galaxy S6 / S6 Edge / S6 Edge+ or earlier • Galaxy S7 / S7 Edge • Galaxy S8 / S8+ • Galaxy S9 / S9+ • Galaxy J Series • Galaxy M Series (M10 / M20 / M30) • Galaxy M Series (M11 / M21 / M31) • Galaxy M40 • Galaxy A8 or earlier • Galaxy A series (A10 / A20/ A30) • Galaxy A series (A40 / A50) • Galaxy A series (A11 / A21/ A31) • Galaxy A41 • Galaxy A51 • Galaxy A60 • Galaxy A70 • Galaxy A71 • Galaxy A80 • Galaxy A90 • Galaxy S10 • Galaxy S10e • Galaxy S10+ • Galaxy S20 • Galaxy S20+ • Galaxy S20 Ultra • Galaxy Note 8 or earlier • Galaxy Note 9 • Galaxy Note 10 • Galaxy Note 10+ • Galaxy Note 20 • Galaxy Note 20+ • Galaxy Fold • Galaxy Z Flip • Galaxy Z Fold 2
OPPO MODELS	Which Oppo handset do you have?	<ul style="list-style-type: none"> • A5 2020 • A9 2020 • A72 • Find X • Find X2 • Find X2 Pro • Find X2 Lite • Find X2 Neo • R17 • R17 Neo • R17 Pro • Reno 10x Zoom • Reno 5G • Reno Z • Reno2 • Reno2 Z • Reno3 • Reno3 Pro • Other
ONEPLUS MODELS	Which OnePlus handset do you have?	<ul style="list-style-type: none"> • 5 or earlier • 6 • 6T • 7 • 7 Pro • 7T • 7T Pro • 8 • 8 Pro • Nord • Other
XIAOMI MODELS	Which Xiaomi handset do you have?	<ul style="list-style-type: none"> • POCO F2 Pro • Mi Note 10 • Mi 10 • Mi 10 Pro • Mi 10 Lite • Mi 9 series (9 / 9 Lite / 9 SE / 9T / 9T Pro) • Mi Mix 3 • Mi MIX Alpha • Mi 8 or earlier • Mi A3 • Redmi Note 9S • Redmi Note 9 • Redmi Note 9 Pro • Redmi 9 • Redmi 8 / Redmi 8A • Redmi Note 8 series (Note 8 / Note 8T / Note 8 Pro) • Redmi 7 or earlier • Black Shark 3 • Black Shark 2
MOBILE PHONE FEATURES*	Which of the following features are you most looking for when purchasing your next phone?	<ul style="list-style-type: none"> • 5G enabled - capable for faster speeds via the 5G network • Augmented reality functionalities • Biometric security features e.g. fingerprint scanners • Enhanced camera capabilities e.g. dual-camera, better resolution • Something else • None of these

SMARTWATCH BRANDS	Which brand is your smartwatch?	<ul style="list-style-type: none"> • Apple • Fitbit • Garmin • Huawei • LG • Motorola • Samsung • Sony • Xiaomi • Other
NOTE: This question is asked to smartwatch owners in the UK and US only.		
TECHNOLOGY BRANDS: ENGAGEMENT**	Which technology brands do you currently use products or services from?	<ul style="list-style-type: none"> • Acer • Amazon • Apple • Arçelik Turkey • Asus • Beats by Dre • Beko Select Markets Only • Bosch • BOSE • Canon • Dell • Fisher & Paykel Singapore only • Godrej India only • Google • Hisense China, UK • Hitachi • HP • Huawei • Intel • Lenovo • LG • Mi Hong Kong only • Microsoft • Midea Singapore only • Miyako Indonesia only • Panasonic • Philips • Polyton Indonesia only • Realme Select Markets Only • Samsung • Sharp • Siemens • Sony • Toshiba • Vestel Turkey • Videocon India only • Xiaomi • None of these
TECHNOLOGY BRANDS: CONSIDERATION**	Which of these brand(s) would be your top choice when you next buy an electrical item (e.g. home appliance, TV, laptop)?	
TECHNOLOGY BRANDS: ADVOCACY**	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family / friends)?	

NOTE: Intel asked for current usage only

Social Media

NAMED SOCIAL	How often do you visit or	• Badoo	• Baidu Tieba <i>China</i>	• Kakao Talk <i>South Korea</i>
MEDIA SERVICES	use these services?	• Bigo <i>UAE</i>	• Copains d'Avant <i>France</i>	• kik Messenger
USED *		• Facebook	• Douyin <i>China</i>	• LINE
	• Monthly	• Helo <i>India</i>	• Douyin Huoshan <i>China</i>	• Skype
	• Weekly	• Imgur	• Hike <i>India</i>	• SNOW <i>Selected Markets</i>
	• Daily	• KakaoStory <i>South Korea</i>	• Instagram	• SOMA Messenger <i>Egypt</i>
	• More than once a day	• Likee <i>Selected Markets</i>	• LinkedIn	• Tango
		• Meipai <i>China</i>	• Nextdoor <i>UK, USA</i>	• Telegram Messenger
		• Neighbourly <i>New Zealand</i>	• Odnoklassniki <i>Russia</i>	• Tencent QQ <i>China</i>
		• nk.pl <i>Poland</i>	• Qzone <i>China</i>	• Triller <i>USA</i>
		• Pinterest	• Reddit	• Viber
		• Sina Weibo <i>China</i>	• Snapchat	• WeChat <i>Selected Markets</i>
		• Tumblr	• Taringa <i>Selected Markets</i>	• Weixin <i>China</i>
		• Twitter	• TikTok	• WhatsApp
		• VK <i>Russia</i>	• Viadeo	• Zalo <i>Vietnam</i>
		• Xiaohongshu <i>China</i>	• Yizhibo <i>China</i>	• Apple iMessage
		• XING <i>Austria, Germany</i>	• Facebook Messenger	• Byte <i>Selected Markets</i>
		• Inke <i>China</i>	• Gadu-Gadu (GG) <i>Poland</i>	• Discord
		• 5channel <i>Japan</i>	• Hike Messenger <i>India</i>	• Signal <i>Selected Markets</i>
			• Houseparty	

ACCOUNTS FOLLOWED ON SOCIAL MEDIA *	Which social media accounts do you follow or subscribe to?	<ul style="list-style-type: none"> Actors, comedians or other performers TV shows or channels Authors or literary groups Bands, singers or other musicians Beauty experts Charities or non-profit organizations Companies and brands you purchase from Companies and brands you're considering purchasing from Contacts relevant to your work Companies relevant to your work Entertainment, memes or parody accounts Events you're attending Fitness experts or organizations Friends, family or other people you know Gaming experts or gaming studios Influencers or other experts Journalists or news companies Magazines / publications you read Politicians, royalty and other people of standing Restaurants, chefs or food personalities Sports people and teams Travel writers and companies Wildlife organizations or animals Other types of people or organizations
REASONS FOR USING SOCIAL MEDIA *	Which social media accounts do you follow or subscribe to?	<ul style="list-style-type: none"> Avoiding missing out on things Filling spare time Finding content (e.g. articles, shows, videos, memes, etc) Finding inspiration for things (e.g. places to visit, things to buy, etc) Finding like-minded communities / interest groups Finding products to purchase Following celebrities or influencers Keeping in touch with friends / family Making new contacts Posting about your life (e.g. food, pets, vacations, etc) Reading news stories Seeing updates / content from favorite brands Seeing what's trending / what's being talked about Sharing / discussing opinions with others Supporting / connecting with good causes Watching / following sports Watching live streams (e.g. events, shows, etc) Work-related networking / research

FACEBOOK /	What have you done on Facebook / Facebook	<ul style="list-style-type: none">• Click on a sponsored / promoted post or ad
FACEBOOK	Messenger in the last month?	<ul style="list-style-type: none">• Facebook Dating• Facebook Events• Facebook Gaming• Facebook Groups• Facebook Live (broadcasting real-time video)• Facebook Marketplace• Facebook Messenger Rooms• Facebook Stories• Facebook Watch (a video-on-demand service)• Watched a video• None of these
MESSENGER		
FEATURES /		
ACTIONS *		
INSTAGRAM	What have you done on Instagram in the last month?	<ul style="list-style-type: none">• Click on a sponsored / promoted post or ad
FEATURES /		<ul style="list-style-type: none">• Created Stories
ACTIONS *		<ul style="list-style-type: none">• Posted polls / questions on Stories• Reacted to polls / questions on Stories• Swiped up on Stories to see more• Used filters• Used IGTV• Used Instagram Discovery• Used Instagram Shopping Bag• Watched / uploaded content to Instagram Reels• Watched a video• None of these
SNAPCHAT	What have you done on Snapchat in the last month?	<ul style="list-style-type: none">• Click on a sponsored / promoted post or ad
FEATURES /		<ul style="list-style-type: none">• Created a Story
ACTIONS *		<ul style="list-style-type: none">• Swiped up on Stories to see more• Used bitmoji• Used filters / geofilters• Used Lenses• Used Memories• Used Snapchat Discover• Used Snapmap• Viewed a Story• Watched a video• None of these

REDDIT FEATURES What have you done on Reddit in the last month?
/ ACTIONS *

- Checked messages / notifications
- Checked Trending Today
- Click on a sponsored / promoted post or ad
- Created posts / public broadcasts
- Given awards / bought coins
- Joined communities
- Left comments / replies
- Up-voted / down-voted posts
- Used Reddit Chat
- Watched a video
- Watched or created a broadcast
- None of these

TWITTER FEATURES / ACTIONS * What have you done on Twitter in the last month?

- Click on a sponsored / promoted post or ad
- Favorite button
- Notifications / mentions
- Retweet button
- Share Tweet function
- Twitter Lists
- Twitter Moments
- Twitter Topics
- Twitter Trending
- Watched a video
- None of these

TIKTOK FEATURES What have you done on TikTok in the last month?
/ ACTIONS *

- Click on a sponsored / promoted post or ad
- Followed brand accounts
- Followed user or creator accounts
- Liked or commented on videos
- Participated in a Hashtag Challenge initiated by a brand
- Participated in a trend (e.g. using trending sounds & music)
- Shared a video with friends
- Uploaded videos
- Used the discover page / searched for something
- Watched a live stream
- Used an effect
- None of these

LINKEDIN	What have you done on LinkedIn in the last month?	<ul style="list-style-type: none"> Added / accepted new connections Attended an event or webinar Click on a sponsored / promoted post or ad Commented, liked or reacted to content (posts or articles) Followed a (company) page Followed a hashtag Looked for jobs Messaged recruiters or employers Shared content Started a course on LinkedIn Learning Watched a video None of these
PINTEREST	What have you done on Pinterest in the last month?	<ul style="list-style-type: none"> Health / fitness inspiration Home décor / design inspiration Recipe / food / meal ideas Style / clothing / beauty inspiration Travel inspiration Wedding / party / event inspiration Parenting / Family inspiration None of these
WECHAT	What have you done on Wechat in the last month? <i>Selected Markets</i>	<ul style="list-style-type: none"> Joined a group chat Looked at People Nearby Scanned a QR code Sent a video Sent an audio message Shared my location with someone Used Mini Programs to access third party apps Used the Moments feature Used the Shake function Watched a video None of these

WEIXIN FEATURES What have you done on Weixin in the last month?

/ ACTIONS * *China*

- Joined a group chat
- Looked at People Nearby
- Scanned a QR code
- Sent a video
- Sent an audio message
- Shared my location with someone
- Used Mini Programs to access third party apps
- Used the Moments feature
- Used the Shake function
- Watched a video
- None of these

SOCIAL MEDIA Which platforms / services do you use to do the following?

ACTIONS BY

PLATFORM *

- Post / share photos or videos
- Follow / find information about products and brands
- Keep up-to-date with news / the world
- Find funny / entertaining content
- Message friends / family

- Facebook / Facebook Messenger
- Instagram
- Linkedin
- Pinterest
- Reddit
- Snapchat
- TikTok
- Douyin
- Twitter

Media

Daily Time spent on Media

MEDIA	Based on how frequently they engage with various forms of media, all respondents are now classified as Heavy, High, Medium, Light or Non-Users across the following areas:	<ul style="list-style-type: none"> Games Consoles Linear / Broadcast TV Music Streaming Services Online on Mobile Online on PC / Laptop / Tablet Online Press 	<ul style="list-style-type: none"> Online TV / Streaming Physical Press Podcasts Radio Social Media
Games Consoles	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 	Linear / Broadcast TV	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours
Music Streaming	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 	Online on Mobile	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours
Online on PC / Laptop / Tablet	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 	Online Press	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours
Online TV / Streaming	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 	Physical Press	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours
Podcasts	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 	Radio	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours
Social Media	<ul style="list-style-type: none"> Do not use Less than 30 mins 30 mins to 2 hours 2 hours to 4 hours More than 4 hours 		

DAILY TIME SPENT ON MEDIA	On an average day, how long do you use these?	<ul style="list-style-type: none">• Games Consoles• Listening to Music Streaming Services• Listening to Radio• Online on a Mobile*• Online on a PC/Laptop/Tablet• Podcasts• Reading Online Press• Reading Physical Print Press• Social Media*• Watching Online TV• Watching TV
	<ul style="list-style-type: none">• Less than 30 minutes• 30 minutes to 1 hour• 1 to 2 hours• 2 to 3 hours• 3 to 4 hours• 4 to 6 hours• 6 to 10 hours• More than 10 hours• Do not use	

Music

MUSIC ATTITUDES**

We'd like to ask you about how you engage with music. For each of these sets of statements, please select the point on the scale that best describes you - are you at one end of the scale or somewhere in the middle?

- I typically prefer to control the music I listen to (e.g. by making playlists or choosing albums I like)
- I typically prefer to let music play in the background (e.g. by listening to the radio or playlists made by other people)
- I'm usually one of the first people to discover new music artists
- I usually start liking music artists later, after they have had lots more exposure
- I am passionate about a really wide range of music artists
- I am passionate about a small number of music artists
- For the music artists I'm passionate about, I prefer listening to a wide range of their songs
- For the music artists I'm passionate about, I prefer listening to a small selection of their songs
- I mainly listen to music artists that are less well-known / popular
- I mainly listen to music artists that are well-known / popular
- I enjoy the process of looking for new music artists / songs
- I am not very interested in making an effort to look for new music artists / songs
- I typically hear about new music from lots of different sources
- I typically hear about new music from the same few sources
- I prefer to access music via online services, without owning the songs themselves
- I prefer to own the songs I listen to (e.g. by purchasing albums or paying for downloads)
- I regularly attend live music concerts / events
- I never attend live music concerts / events

MUSIC	Which of the following describe you?	<ul style="list-style-type: none"> • I'm interested in streaming events • I typically prefer to be in control of the music I'm listening to (e.g. by making playlists or choosing albums I like) • I tend to discover new music artists / bands before they are well known / popular • I'm passionate about a really wide range of music artists / bands • For the music artists / bands I'm passionate about, I prefer listening to a wide range of their songs • I mainly listen to music artists / bands that are less well-known / popular • I enjoy the process of looking for new music artists or bands / new songs • I typically hear about new music from lots of different sources • I'm always on the lookout for new live music events • I love to support local artists or go to local gigs • I prefer to listen to music that's just come out • I prefer to listen to music through high-end audio equipment / software • I usually have music playing as I go about my daily activities • I am bothered by audio ads and avoid them when I can • I consider myself a musician or audio creator • I find it easy to discover podcasts I enjoy • I prefer to listen to music in as high audio quality as possible • It's important for me to get music I care about right as soon as it comes out • I find it easy to discover new music / music I like • I like to listen to music from a wide range of countries • I enjoy being in control of the music played at social events • I prefer listening to whole albums rather than mixed playlists • I believe that music can be a powerful agent for change in society • I like to listen to soundtracks of my favorite movies or theatre shows
REASONS FOR LISTENING TO MUSIC**	Which of the following describe the reasons you listen to music?	<ul style="list-style-type: none"> • To keep me motivated • To relax or to help me sleep • To listen to something on my commute or on long journeys • To exercise • To remind me of good memories / lift my mood • The joy of discovering new music/artists • To inspire my own music • To connect to my culture • To escape from reality • To be able to share with friends and family • To set a tone or atmosphere at events • To express my individuality • To help me concentrate • To have something on in the background • To support my favorite artists • It's part of my daily routine • To help me feel creative

MUSIC SERVICES: ENGAGEMENT** In the last month, which of these services have you used to listen to/download music, radio or audiobook content?

Please think about any sort of music, radio or audiobook content that you have listened to, streamed, downloaded or accessed in any other way.

- Amazon Music Unlimited Austria, Belgium, China, Colombia, Germany, Netherlands, Poland, Portugal, Sweden, UK, USA
- Amazon Prime Music Austria, Canada, France, Germany, India, Italy, Japan, Spain, Switzerland, UK, USA
- Anghami Egypt, Israel, Saudi Arabia, UAE
- Apple Music All markets
- Audible All markets
- Deezer All markets
- Google Play Music All markets
- iHeartRadio Australia, Canada, New Zealand and USA
- iTunes All markets
- Idagio All Markets
- JioSaavn India
- JOOX India
- JiaSaavn Hong Kong, Indonesia, Malaysia, South Africa, Thailand
- Juke Music Austria
- Kugou China, Hong Kong, Taiwan
- Kuwo China, Hong Kong, Taiwan
- Melon South Korea
- Musify All markets
- Naxos Music Library All Markets
- Nhạc Của Tui Vietnam
- Nile FM Egypt
- Nogoum FM Egypt
- Music Pocket Egypt
- Pandora USA
- Primephonic All Markets
- QQ Music China, Hong Kong, Taiwan
- Shiri Israel
- SoundCloud All markets
- Spotify All markets
- Tidal Argentina, Australia, Austria, Belgium, Brazil, Canada, Colombia, Denmark, France, Germany, Hong Kong, Ireland, Israel, Italy, Malaysia, Mexico, Netherlands, New Zealand, Poland, Portugal, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Kingdom, USA
- Xiami China
- YouSee Musik Denmark
- YouTube Music Argentina, Australia, Austria, Belgium, Brazil, Canada, Colombia, Denmark, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, UK, USA
- Zing MP3 Vietnam

MUSIC SERVICES: For each of these services, could you tell us which **ACCOUNT TYPE**** type of account you use?

- I use a free, trial or ad-supported account
- I use a premium, unlimited or paid-for account

- Amazon Music Unlimited *Select Markets Only*
- Amazon Prime Music *Select Markets Only*
- Anghami *Egypt, Israel, Saudi Arabia, UAE*
- Apple Music
- Deezer
- Gaana *India*
- Google Play Music
- JioSaavn *India*
- Kugou *China, Hong Kong, Taiwan*
- Kuwo *China, Hong Kong, Taiwan*
- QQ Music *China, Hong Kong, Taiwan*
- SoundCloud
- Spotify
- Pandora *USA Only*
- Tidal *Select Markets Only*

MUSIC SERVICES: For each of these services, could you tell us how **ACCOUNT** many people use / share your account?

USAGE**

- I am the only person who uses my account
- 1 other person uses my account
- 2 other people use my account
- 3+ other people use my account

- Amazon Music Unlimited *Select Markets Only*
- Amazon Prime Music *Select Markets Only*
- Apple Music
- Deezer
- Gaana *India*
- Google Play Music
- JioSaavn *India*
- SoundCloud
- Spotify
- Pandora *USA Only*
- Tidal *Select Markets Only*

PREFERRED Which types of music / audio content do you most
MUSIC / AUDIO like to listen to?
CONTENTS**

- Podcasts
- Audiobooks
- Playlists created by a music platform
- Playlists created by celebrities
- Playlists created by friends
- Radio shows
- Top of the charts / bestsellers
- My own playlists
- Remixes/covers
- DJ sets/mixes
- CD / Vinyl
- Other
- None of these

MUSIC GENRES** Which of these music genres do you like listening to?

- 50s & 60s & 70s music
- 80s music
- 90s music
- 00s music
- Hip-Hop/Rap
- Jazz
- Metal
- Alternative
- R&B/Soul
- Latin Music
- Singer-Songwriter
- Pop/Top40
- Classical & Opera
- EDM/Dance
- Indie
- Country
- Reggae/Ska
- K-pop
- Rock
- Chanson Française *France Only*
- Rap Français *France Only*
- Variété Française *France Only*
- Indonesian Pop *Indonesia Only*
- Dangdut *Indonesia Only*
- Folk Pop *Indonesia Only*
- Malaysian Pop *Malaysia Only*
- Malaysian Hip-Hop / Rap *Malaysia Only*
- Malaysian Irama *Malaysia Only*
- OPM Pop *Philippines Only*
- Pinoy Urban *Philippines Only*
- OPM Rock *Philippines Only*
- Cantopop *Singapore Only*
- Mandopop *Singapore Only*
- Tamil Music *Singapore Only*
- Bollywood OSTs *India Only*
- Indian Classical *India Only*
- Regional Music (Punjabi, Bhojpuri, Tamil etc.) *India Only*
- Arabic Pop *Egypt, Saudi Arabia, UAE Only*
- Arabic Hip-Hop *Egypt, Saudi Arabia, UAE Only*
- Arabic Rock *Egypt, Saudi Arabia, UAE Only*
- J-Pop *Thailand, Japan Only*
- Vietnamese Pop *Vietnam Only*
- Dan Gian *Vietnam Only*

Television

INTERNATIONAL Which of these international television channels have you heard of?

TV CHANNEL

AWARENESS**

NOTE: GWI's current policy is that channels are asked in all markets where they have official distribution, and TV channels are not currently asked about in GWI's mobile-only survey markets (Ghana, Kenya, Morocco, Nigeria)

- Asian Food Channel Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam
- AXN Austria, Brazil, Colombia, Germany, India, Indonesia, Japan, Malaysia, Mexico, Philippines, Poland, South Korea, Spain, Switzerland, Taiwan, Thailand, Vietnam
- A&E France, Germany, Argentina, Brazil, Canada, Mexico, USA, Australia
- BBC World News All markets exc. UK
- BET All markets
- Blaze Italy, Portugal, Spain, UK
- Bloomberg Television All markets
- CI Australia, Canada, France, Hong Kong, Ireland, Italy, Indonesia, Malaysia, Netherlands, New Zealand, Philippines, Poland, Portugal, Singapore, South Africa, Spain, Thailand, UK, USA
- CNBC All markets exc. Argentina, Brazil, Japan
- CNBC World USA
- CNN All markets
- CNN Espanol Argentina, Brazil, Colombia, Mexico, USA
- Comedy Central All markets
- Deutsche Welle Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Africa, South Korea, Taiwan, UK, USA, Vietnam
- Discovery Channel All markets
- Disney Channel All markets
- Diva Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
- E! Argentina, Australia, Brazil, Canada, France, Ireland, Mexico, Poland, Portugal, Singapore, UK & USA
- ESPN All markets exc. Austria, Belgium, Egypt, Ireland, Netherlands, Poland, Russia, Saudi Arabia, Sweden, Switzerland, Taiwan, Turkey, Vietnam
- Euronews All markets exc. China
- Eurosport All markets exc. Colombia
- Food Network Argentina, Belgium, Brazil, Colombia, Denmark, Egypt, Germany, Ireland, Malaysia, Netherlands, Philippines, Poland, Russia, Saudi Arabia, Singapore, South Korea, South Africa, Turkey, UAE, UK, USA
- FOX All markets exc. Australia, Canada, China, Colombia, Denmark, France, India, New Zealand, Australia, Brazil, Canada, China, Colombia, Egypt, France, Hong Kong, India, Italy, Japan, Mexico, Netherlands, New Zealand, Philippines, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Taiwan, Thailand, Turkey
- FOX News All markets exc. Austria, Belgium, Canada, Colombia, Denmark, France, Germany, India, Ireland, New Zealand, Poland, Portugal, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Taiwan, UAE, UK
- FOX Sports All markets exc. Austria, Belgium, Canada, Colombia, Denmark, France, Germany, India, Ireland, New Zealand, Poland, Portugal, Russia, Saudi Arabia, Spain, Sweden, Switzerland, Taiwan, UAE, UK
- France24 All markets
- HGTV Belgium, France, Denmark, Egypt, Indonesia, Malaysia, New Zealand, Poland, Philippines, Russia, Saudi Arabia, Singapore, Turkey, UAE and USA
- History Channel All markets exc. China
- H2 Brazil, Canada, Greece, Ireland, Mexico, Philippines, Poland, Russia, Singapore, Sweden, Thailand, UK

- Lifetime Brazil, Canada, Hong Kong, Indonesia, Ireland, Malaysia, Mexico, Philippines, Poland, Singapore, South Africa, South Korea, Thailand, Turkey, UK, USA only
- MTV All markets
- National Geographic All markets exc. New Zealand
- Nickelodeon All markets
- Paramount All markets
- Sky Atlantic Germany, Ireland, Italy, UK
- Sky Cinema Germany, Ireland, Italy, UK
- Sky News Austria, Belgium, France, Germany, Hong Kong, Indonesia, Ireland, Italy, Malaysia, Netherlands, Poland, Portugal, Romania, Singapore, South Africa, Spain, Switzerland, Turkey, UK only
- Sky Sports Austria, Germany, Ireland, Italy and UK
- Sony Channel Argentina, Brazil, Colombia, Mexico, UK
- Sony ONE Indonesia, Malaysia and Singapore
- Syfy All markets exc. APAC
- TLC All markets exc. China, Egypt, France, Italy, Japan and Spain
- Telemundo Argentina, Colombia, Mexico, South Africa, USA
- Travel Channel Australia, Austria, Belgium, Canada, Denmark, Germany, Israel, Japan, Malaysia, Netherlands, New Zealand, Poland, Portugal, Russia, Singapore, South Africa, Sweden, Switzerland, Turkey, UAE, US, UK
- TV5MONDE All markets exc. China
- Universal TV Argentina, Australia, Brazil, Colombia, Germany, Mexico, South Africa, UK
- Viceland Australia, Canada, France, Germany, Italy, New Zealand, Spain, UK, USA
- None of these

**INTERNATIONAL
TV CHANNELS
WATCHED
IN LAST YEAR**** In the last 12 months, which of these international television channels have you watched? This could be on a TV, a PC/laptop, a mobile, a tablet or any other device, and includes watching them in your own home, office, while traveling or in any other location

NOTE: Respondents answer this question about all channels they have heard of

**FREQUENCY
OF WATCHING
INTERNATIONAL
TV CHANNELS**** How frequently do you typically watch these channels? This could be on any device, and in any location.

- Every day / most days
- 4-5 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Less often

NOTE: Respondents answer this question about all channels they have watched in the last 12 months

DEVICES USED TO WATCH	Which devices have you used to watch these channels in the last 30 days?	NOTE: Respondents answer this question about all channels they watch on a monthly basis
INTERNATIONAL TV CHANNELS**	<ul style="list-style-type: none"> TV Mobile Phone PC / Laptop Tablet Other 	
INTERNATIONAL TV CHANNEL DAYPARTS**	<p><i>This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. Between which times of the day do you typically watch each of these channels?</i></p> <ul style="list-style-type: none"> Any Day Weekdays Weekends 	<ul style="list-style-type: none"> 6am - 9am 9am - 12pm 12pm - 2pm 2pm - 5pm 5pm - 7pm 7pm - 10pm 10pm - 12am 12am - 2am 2am - 6am Don't watch on weekdays <p>NOTE: Respondents answer this question about all channels they watch every day or 4-5 times a week</p>
WEEKDAY INTERNATIONAL TV CHANNEL DAYPARTS**	<p><i>This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?</i></p>	<ul style="list-style-type: none"> 6am - 9am 9am - 12pm 12pm - 2pm 2pm - 5pm 5pm - 7pm 7pm - 10pm 10pm - 12am 12am - 2am 2am - 6am Don't watch on weekdays <p>NOTE: Respondents answer this question about all channels they watch every day or 4-5 times a week</p>
WEEKEND INTERNATIONAL TV CHANNEL DAYPARTS**	<p><i>This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?</i></p>	<ul style="list-style-type: none"> 6am - 9am 9am - 12pm 12pm - 2pm 2pm - 5pm 5pm - 7pm 7pm - 10pm 10pm - 12am 12am - 2am 2am - 6am Don't watch at the weekend <p>NOTE: Respondents answer this question about all channels they watch every day or 4-5 times a week</p>

PAY TV SUBSCRIPTIONS Do you pay for a subscription TV service (e.g. cable, satellite TV or IPTV)? By this we mean a service which gives you access to broadcast television channels that are not available on free-to-air TV and which you would not be able to see without paying for them.

TV & Film Behaviours

FREQUENCY OF WATCHING TV** Thinking about television, how often would you say you do the following? This could be on any device and includes anything you watch in your home, office, while traveling or any other location

- Every day or nearly every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Less than once a month
- Never

NOTE: Respondents do not see the "Watch any type of TV" option". It is an aggregation of the four other options.

TV WATCHING BY DEVICE** In the past month, which devices have you used to do the following? Please include any TV you watch in your home, office, while traveling or any other location.

- TV
- PC/laptop
- Mobile
- Tablet
- Games console
- Media streaming device
- Other

NOTE: This question is asked to any respondents who say they watch TV live, via catch-up or via subscription services on at least a monthly basis.

BINGE WATCHING* We'd like to ask you about how you engage with television. Please select the point on the scale that best describes you - are you at one end of the scale or somewhere in the middle?

- 1. I regularly watch back-to-back episodes from the same TV show in one go (e.g. by using on-demand, box-set or streaming services)
- 2
- 3
- 4
- 5. I never watch back-to-back episodes from the same TV show in one go

TV GENRES**	In a typical week, which of these genres will you have watched on television?	<ul style="list-style-type: none"> • Animation • Anime • Children's • Comedy • Culture/Arts & Music • Documentaries/Factual • Drama • Education • Entertainment/Variety • Films/Movies • Game/Quiz shows • Horror • Lifestyle (eg. cooking/gardening) • News/Current affairs • Reality • Science/Nature • Soap operas/Telenovelas • Sports • Talk shows • Other
SECOND-SCREEN DEVICES**	Thinking about when you've watched TV recently, which of the following devices have you also used at the same time?	<ul style="list-style-type: none"> • Desktop PC • e-Reader • Laptop PC • Mobile phone • Tablet device • None of the above
SECOND-SCREEN ACTIVITIES**	When watching TV, which of these things do you often do on another device at the same time?	<ul style="list-style-type: none"> • Chat to / message friends • Interact with the online content of the TV show • Play games • Read my emails • Read the news • Search for information related to what I'm watching • Search for products to buy • Share my opinion of a TV show • Use social networks • None of the above
FILM FRANCHISES**	Which of these film franchises / studios would you consider yourself to be a fan of?	<ul style="list-style-type: none"> • Batman • DC • Despicable Me / Minions • Disney • Fast and the Furious • Frozen • Harry Potter • Indiana Jones • James Bond • Jurassic Park • Lord of the Rings • Marvel • Pirates of the Caribbean • Pixar • Spider-Man • Star Wars • Superman • Toy Story • X-Men • None of these

TV, Film and Video Services

TV, FILM AND VIDEO SERVICES: In the last month, which of these services have you used to watch/download TV shows, films or videos? Please think about any sort of TV, video or film content that you have watched, streamed, downloaded or accessed in any other way.

TV, FILM AND VIDEO SERVICES: How regularly do you watch the following TV, Film and Video services?

VIDEO SERVICES: More than once a day

ENGAGEMENT Daily

REGULARITY** Weekly

Less often

Argentina	<ul style="list-style-type: none"> • Amazon Prime Video • Apple TV+ • Arnet Play • Blim 	<ul style="list-style-type: none"> • Claro Video • Dailymotion • Crackle • Google Play • iTunes 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Periscope • Twitch 	<ul style="list-style-type: none"> • Vimeo • YouTube • YouTube Kids • YouTube Premium
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Australia	<ul style="list-style-type: none"> • 7plus • 9Now • ABC iview • Amazon Prime Video • Apple TV+ • Crackle 	<ul style="list-style-type: none"> • Crunchyroll • Dailymotion • Disney+ • Foxtel Play • Google Play • iTunes • NBA League Pass 	<ul style="list-style-type: none"> • Netflix • NFL Game Pass • Periscope • Quikflix • SBS On Demand • Stan.com.au 	<ul style="list-style-type: none"> • Ten Play • Twitch • Vimeo • YouTube • YouTube Kids • YouTube Premium
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Austria	<ul style="list-style-type: none"> • 7tv.at • Amazon Prime Video • Apple TV+ • Dailymotion • Dazn 	<ul style="list-style-type: none"> • Flimmit • Google Play • iTunes • Maxdome • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • ORF TVthek • Periscope • Plus 4 Mediathek • Rakuten TV • Sky Online 	<ul style="list-style-type: none"> • Sky Ticket • Twitch • Vimeo • YouTube • YouTube Kids • YouTube Premium
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Belgium	<ul style="list-style-type: none"> • Amazon Prime Video • Apple TV+ • CanalPlay Infinity • Dailymotion • Disney+ • Google Play • iTunes 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Periscope • Proximus TV Replay • Rakuten TV • RTBF Auvio • Streamz 	<ul style="list-style-type: none"> • Trace Play • Videoland • RTL À L'Infini • Stievie / Stievie Free • Twitch • Yelo Play • Vier.be • Vijf.be 	<ul style="list-style-type: none"> • Vimeo • VOOmotion • VRT NU • VTM GO • YouTube • YouTube Kids • YouTube Premium
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Brazil	<ul style="list-style-type: none"> • Amazon Prime Video • Apple TV+ • Claro Video • Crackle 	<ul style="list-style-type: none"> • Dailymotion • Dazn • Globoplay • Google Play • iTunes 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Periscope • Telecine Play 	<ul style="list-style-type: none"> • Twitch • Vimeo • YouTube • YouTube Kids • YouTube Premium
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Canada	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Britbox CBC Gem Club Illico Crackle 	<ul style="list-style-type: none"> Crave TV Crunchyroll Dailymotion Dazn Disney+ Funimation 	<ul style="list-style-type: none"> Google Play iTunes NBA League Pass Netflix NFL Game Pass Periscope 	<ul style="list-style-type: none"> TOU.TV Extra Twitch Vimeo YouTube YouTube Kids YouTube Premium
China	<ul style="list-style-type: none"> Apple TV+ BestV Dailymotion Disney+ China Mobile Migu Google Play iQiyi 	<ul style="list-style-type: none"> iTunes LeTV MangoTV NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Periscope PPTV Sohu T Mall Box Office Tencent Hollywood VIP 	<ul style="list-style-type: none"> Twitch Vimeo YOU On Demand YouTube YouTube Kids YouTube Premium
Colombia	<ul style="list-style-type: none"> Amazon Prime Instant Video Apple TV+ Blim Crackle 	<ul style="list-style-type: none"> Dailymotion ETB Google Play iTunes Movistar Play 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass Periscope Tigo Play 	<ul style="list-style-type: none"> Twitch Vimeo YouTube YouTube Kids YouTube Premium
Denmark	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Boxer Play C More Dailymotion DK4.tv Dplay 	<ul style="list-style-type: none"> Disney+ Filmcentralen Google Play HBO Nordic on Demand iTunes MinBio NBA League Pass 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope SF Anytime TV2Play TV3Play TV4Play Twitch 	<ul style="list-style-type: none"> Viaplay Vimeo YouSee Play YouTube YouTube Kids YouTube Premium Zatto.com
Egypt	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Google Play iTunes 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass Nile TV 	<ul style="list-style-type: none"> ONTV Periscope Shahid.net Twitch Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium
France	<ul style="list-style-type: none"> 6play Amazon Prime Video Arte VOD Apple TV+ BFMTV CanalPlay Infinity Canal+ à la demande 	<ul style="list-style-type: none"> Dailymotion Disney France TV Google Play iTunes Molotov MyTF1 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass OCS Go Orange VOD Rakuten TV SFR Play Unlimited VOD 	<ul style="list-style-type: none"> Trace Play Twitch Vimeo YouTube YouTube Kids YouTube Premium Zive

Germany	<ul style="list-style-type: none"> Amazon Prime Video ARD Mediathek Apple TV+ Arte VOD Chili TV Clipfish Dailymotion 	<ul style="list-style-type: none"> Dazn Disney+ Google Play iTunes Maxdome NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Periscope Rakuten TV Realeyz RTL TV Now Sky Online Sky Ticket Twtich 	<ul style="list-style-type: none"> Vimeo Watchever YouTube YouTube Kids YouTube Premium Zatto.com ZDF Mediathek
Greece	<ul style="list-style-type: none"> Art Alpha ANT1 Cosmote TV GO C+I Play Dailymotion ERT 	<ul style="list-style-type: none"> Extra Channel Ex HBO Go History Play Mad TV Makedonia TV 	<ul style="list-style-type: none"> MEGA NBA League Pass Novaflix Open Beyond Periscope Rise 	<ul style="list-style-type: none"> Star Skai Twitch Vodafone TV WIND Vision Youtube
Hong Kong	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Google Play 	<ul style="list-style-type: none"> Hayu iTunes MangoTV myTV Super NBA League Pass 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium
India	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Disney+ 	<ul style="list-style-type: none"> Google Play Hotstar iTunes NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Sony Liv Twitch Vimeo 	<ul style="list-style-type: none"> Viu VOOT YouTube YouTube Kids YouTube Premium
Indonesia	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ CatchPlay Google Play 	<ul style="list-style-type: none"> iFlix iTunes MNC Play Media MyFirstMedia MaXstream 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass Twitch 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium
Ireland	<ul style="list-style-type: none"> Virgin Media Player Amazon Prime Video Apple TV+ BBC iPlayer Dailymotion 	<ul style="list-style-type: none"> Disney+ Filmbox Google Play iTunes ITV Hub NBA League Pas 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Rakuten TV RTE Player Sky Go 	<ul style="list-style-type: none"> Twitch Vimeo YouTube YouTube Kids YouTube Premium
Israel	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Google Play 	<ul style="list-style-type: none"> HOT KAN iTunes NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Shahid.net Twitch Vimeo 	<ul style="list-style-type: none"> Yes YouTube YouTube Kids YouTube Premium

Italy	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Chili TV Dailymotion Dazn Disney+ 	<ul style="list-style-type: none"> Dplay Google Play Infinity iTunes Netflix NFL Game Pass 	<ul style="list-style-type: none"> Now TV Periscope Rai Play Rakuten TV Sky Online TIM Vision 	<ul style="list-style-type: none"> Twitch Video.Mediaset Vimeo YouTube YouTube Kids YouTube Premium
Japan	<ul style="list-style-type: none"> AbemaTV AcTVila Amazon Prime Video Apple TV+ Dailymotion 	<ul style="list-style-type: none"> Dazn Dtv Google Play Hulu iTunes Love TV Show Sites 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass OpenRec Periscope 	<ul style="list-style-type: none"> Twitch Vimeo YouTube YouTube Kids YouTube Premium
Malaysia	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Astro on the go Dailymotion 	<ul style="list-style-type: none"> Google Play iFlix iTunes NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium
Mexico	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Blim Claro Video 	<ul style="list-style-type: none"> Crackle Dailymotion Google Play iTunes NBA League Pass 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Vudu YouTube YouTube Kids YouTube Premium
Netherlands	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Disney+ 	<ul style="list-style-type: none"> Film1 VoD service Google Play iTunes NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> NPO Start Periscope Rakuten TV RTL XL Twitch 	<ul style="list-style-type: none"> Videoland Vimeo YouTube YouTube Kids YouTube Premium
New Zealand	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Choice TV Crunchyroll Dailymotion 	<ul style="list-style-type: none"> Disney+ Funimation Google Play iTunes NBA League Pass Neon 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Quikflix TVNZ 	<ul style="list-style-type: none"> Twitch Vimeo YouTube YouTube Kids YouTube Premium
Philippines	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Crunchyroll Dailymotion Funimation 	<ul style="list-style-type: none"> Google Play Hayu iFlix iTunes iWantTV NBA League Pass 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium

Poland	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Chili TV Dailymotion Filmbox Google Play 	<ul style="list-style-type: none"> Ipla iTunes Multimedia VOD NC+ VoD+ / Serial + SVOD NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Player.pl PlayPuls ShowMax TVN Player Twitch 	<ul style="list-style-type: none"> TVP VOD Vimeo VOD.pl YouTube YouTube Kids YouTube Premium
Portugal	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Disney + 	<ul style="list-style-type: none"> Google Play iTunes NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Periscope Rakuten TV RTP Play TVI Player Twitch 	<ul style="list-style-type: none"> Vimeo YouTube YouTube Kids YouTube Premium
Romania	<ul style="list-style-type: none"> Antenaplay Apple TV+ Dailymotion Digi Online Google Play 	<ul style="list-style-type: none"> iTunes NBA League Pass Netflix Periscope Orange TV GO 	<ul style="list-style-type: none"> Telekom TV TVR Plus Trilulilu Twitch Vimeo 	<ul style="list-style-type: none"> Voyo YouTube YouTube Kids YouTube Premium
Russia	<ul style="list-style-type: none"> Amazon Prime Video Amediateka Apple TV+ Dailymotion Filmbox Google Play 	<ul style="list-style-type: none"> iTunes Ivi.ru Kino1TV Megogo.net NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Now.ru Okko Periscope TV1000Play Tvigle.ru Twitch 	<ul style="list-style-type: none"> Vimeo VK YouTube YouTube Kids YouTube Premium Zoomby.ru
Saudi Arabia	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ beIN Connect Dailymotion 	<ul style="list-style-type: none"> Google Play iTunes MUBI NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Shahid.net StarzPlay Twitch 	<ul style="list-style-type: none"> Vimeo Viu Youtube YouTube Kids YouTube Premium
Singapore	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ CatchPlay Dailymotion Google Play 	<ul style="list-style-type: none"> Hayu iTunes NBA League Pass Netflix meWATCH NFL Game Pass 	<ul style="list-style-type: none"> Periscope Singtel TV Go Starhub Go Toggle Twitch 	<ul style="list-style-type: none"> Vimeo Viu YouTube YouTube Kids YouTube Premium
South Africa	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Google Play 	<ul style="list-style-type: none"> iTunes NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> ShowMax Vimeo YouTube Kids YouTube Premium 	<ul style="list-style-type: none"> Youtube Dailymotion Periscope Twitch

South Korea	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion EveryOn TV Google Play 	<ul style="list-style-type: none"> iTunes Love TV Show Sites NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Olleh TV Periscope POOQ Twitch Tving 	<ul style="list-style-type: none"> U+ Vimeo YouTube YouTube Kids YouTube Premium
Spain	<ul style="list-style-type: none"> Amazon Prime Video AtresPlayer Apple TV+ Dazn Disney+ Dplay Dailymotion 	<ul style="list-style-type: none"> Google Play HBO España iTunes MiTele Movistar+ NBA League Pass Netflix NBA League Pass 	<ul style="list-style-type: none"> NFL Game Pass Ono TV Videoclub Periscope Rakuten TV RTVE a la carta TotalChannel Twitch 	<ul style="list-style-type: none"> Videoclub Orange TV Vimeo YouTube YouTube Kids YouTube Premium Zatto.com
Sweden	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Boxer Play C More Dailymotion Dplay 	<ul style="list-style-type: none"> Disney+ Google Play iTunes HBO Nordic On Demand NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope SF Anytime SVT Play TV3 Play Twitch 	<ul style="list-style-type: none"> TV4 Play Viaplay Vimeo YouTube YouTube Kids YouTube Premium
Switzerland	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Dazn Disney+ 	<ul style="list-style-type: none"> Google Play iTunes NBA League Pass Netflix NFL Game Pass Periscope 	<ul style="list-style-type: none"> Play SRF Rakuten TV RTS Play Teleboy.ch Twitch Vimeo 	<ul style="list-style-type: none"> Wilmaa.com YouTube YouTube Kids YouTube Premium Zattoo.com
Taiwan	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ CatchPlay Dailymotion FriDay.tw Video Gamer.com.tw 	<ul style="list-style-type: none"> Google Play iQiyi iTunes KKTV LeTV LiTV Line.me TV 	<ul style="list-style-type: none"> Love TV Show Sites MangoTV myVideo.net NBA League Pass Netflix NFL Game Pass Periscope 	<ul style="list-style-type: none"> Sohu Twitch Vimeo YouTube YouTube Kids YouTube Premium
Thailand	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ cH7HD Dailymotion 	<ul style="list-style-type: none"> Google Play iFlix iTunes Line.me TV NBA League Pass 	<ul style="list-style-type: none"> Netflix NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Viu WeTV YouTube YouTube Kids YouTube Premium

Turkey	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ BluTV Dailymotion Filmbox 	<ul style="list-style-type: none"> Google Play iTunes NBA League Pass Netflix NFL Game Pass 	<ul style="list-style-type: none"> Periscope Puhu TV Tivibu TRT TV Turkcell TV+ 	<ul style="list-style-type: none"> Twitch Vimeo YouTube YouTube Kids YouTube Premium
UAE	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ beIN Connect Dailymotion 	<ul style="list-style-type: none"> Filmbox iTunes NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Shahid.net StarzPlay Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium
United Kingdom	<ul style="list-style-type: none"> All 4 Amazon Prime Video Apple TV+ BBC iPlayer Britbox C4I Play Chili TV 	<ul style="list-style-type: none"> Dailymotion Demand 5 Disney+ Funimation Google Play History Play iTunes 	<ul style="list-style-type: none"> ITV Hub My5 NBA League Pass Netflix NFL Game Pass Now TV Rakuten TV 	<ul style="list-style-type: none"> Sky Go Twitch Vimeo YouTube YouTube Kids YouTube Premium Zatto.com
USA	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Britbox CBS All Access Crackle Crunchyroll Dailymotion Dazn 	<ul style="list-style-type: none"> Disney+ Filmbox Funimation Google Play HBO Go HBO Now Hulu iTunes 	<ul style="list-style-type: none"> NBA League Pass Netflix NFL Game Pass Periscope Showtime Sling TV StarzPlay Trace Play 	<ul style="list-style-type: none"> Twitch Vimeo Vudu WWE YouTube YouTube Kids YouTube Premium YouTube TV
Vietnam	<ul style="list-style-type: none"> Amazon Prime Video Apple TV+ Dailymotion Google Play 	<ul style="list-style-type: none"> iFlix iTunes NBA League Pass Netflix 	<ul style="list-style-type: none"> NFL Game Pass Periscope Twitch Vimeo 	<ul style="list-style-type: none"> Viu YouTube YouTube Kids YouTube Premium

TV, FILM AND VIDEO SERVICES:	For each of these services, could you tell us how many people use / share your account?	<ul style="list-style-type: none"> Amazon Prime Video All Countries except China HBO Go Select Markets Only HBO Now USA Only Hulu Japan and USA Only Netflix
ACCOUNT USAGE**	<ul style="list-style-type: none"> I am the only person who uses my account 1 other person uses my account 2 other people use my account 3+ other people use my account 	

TV, FILM AND VIDEO SERVICES: Which devices have you used to watch these services in the last 30 days?

DEVICES USED TO WATCH TV SERVICES**

- TV
- Mobile Phone
- PC / Laptop
- Tablet
- Other

- Amazon Prime Video *All Countries except China*
- HBO Go *Select Markets Only*
- HBO Now *USA Only*
- Hulu *Japan and USA Only*
- Netflix

News Services

NEW SERVICES:	Which of these news services	• Al Jazeera	All markets
AWARENESS**	have you heard of?	• BBC News	All markets
		• Bleacher Report	All markets
		• Bloomberg	All markets
		• Business Insider	All markets
		• Buzzfeed	All markets
		• CNBC	All markets
		• CNN	All markets
		• CNN Arabic	All markets
		• CNN Espanol	Egypt, Saudi Arabia, UAE only
		• Deutsche Welle	Argentina, Brazil, Colombia, Mexico, Spain, USA only
		• Discovery	Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Africa, South Korea, Taiwan, UK, USA, Vietnam only
		• Economist	All markets
		• ESPN	All markets
		• Euronews	All markets
		• Eurosport	All markets
		• Financial Times	All markets
		• Forbes	All markets
		• France 24	All markets
		• Guardian	All markets
		• Huffington Post	All markets
		• International Business Times	All markets exc. China
		• Konbini	Canada and USA only
		• MailOnline	All markets
		• Market Watch	Canada, USA
		• MSNBC	All markets
		• National Geographic	All markets
		• NBC News	All markets
		• Newsweek	All markets
		• Quartz	All markets
		• Reuters	Austria, Belgium, France, Germany, Indonesia, Hong Kong, Ireland, Italy, Malaysia, Netherlands, Poland, Portugal, Romania, Singapore, South Africa, Spain, Switzerland, Turkey, UK only
		• Sky News	
		• TIME.com	All markets
		• The New York Times	All markets
		• The Telegraph	UK Only
NOTE:	News services are not currently asked about in GWI's mobile-only survey markets (Ghana, Kenya, Morocco, Nigeria)	• The Times	UK Only
		• Vice	All markets
		• Wall Street Journal	All markets
		• Washington Post	All markets
		• None of these	

NEWS SERVICES: When using the internet in the last 30 days, have you seen an online article, video or news story from any of the **ENGAGEMENT**** following services? *This could be on any website or app, on social media, or anywhere else on the internet. Please select all that apply.*

NOTE: This question is asked in relation to all services that the respondent has heard of.

NEWS SERVICES: For these services, could you tell **PLACES VIEWED**** us where you have seen one of their videos, articles or stories online during the last 30 days?

- On their website or app
- On social media
- On a news app (e.g. *Flipboard / Apple News*)
- Somewhere else on the internet

NOTE: This question is asked for all services that respondents have seen stories / videos from in the last 30 days.

NEWS SERVICES: Please could you select the qualities that you would associate with each of these news brands?	<ul style="list-style-type: none"> • Gives expert opinion/analysis • Is trustworthy and accurate • Is relevant to me • None of these • Haven't heard of 	<ul style="list-style-type: none"> • BBC News • Bleacher Report • Bloomberg • Business Insider • Buzzfeed • CNBC • CNN • CNN Arabic • CNN Espanol • Deutsche Welle • Economist • Euronews • France 24 • Guardian • Huffington Post • Konbini • MailOnline • MSNBC • NBC News • Newsweek • Quartz • Reuters • Sky News • The New York Times • The Telegraph • The Times • Vice • Wall Street Journal 	<ul style="list-style-type: none"> All markets exc. China Egypt, Saudi Arabia, UAE only Argentina, Brazil, Colombia, Mexico, Spain, USA only Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Africa, South Korea, Taiwan, UK, USA, Vietnam All markets exc. China UK only UK only All markets exc. China All markets exc. China
PERCEPTIONS**			

NOTE: News services are not currently asked about in GWI's mobile-only survey markets (Ghana, Kenya, Morocco, Nigeria)

Gaming

DEVICES USED FOR GAMING**	Which of these devices do you use to play games?	<ul style="list-style-type: none"> • Feature Phone • Games console • Handheld gaming device • Media streaming device • NET: Any Device • Personal PC / Laptop • Smartphone • Tablet device • Virtual Reality Headset
NUMBER OF GAMING DEVICES USED**	Based on their responses to the Devices Used for Gaming question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 0 • 1 • 2 • 3 • 4+
CONSOLE BRANDS**	Thinking about these gaming devices, can you tell us which of them you currently use, are interested in purchasing, and would recommend to others?	<ul style="list-style-type: none"> • Nintendo Wii • Nintendo Wii U • Nintendo Switch • PlayStation 3 • PlayStation 4 • PlayStation 5 • Xbox 360 • Xbox One • Xbox Series X • None of the Above <p>NOTE: If respondents have indicated that they use a games console in the previous question, they are asked about usage, purchase consideration and recommendation. If respondents indicated that they do not use a games console, they are asked only about their interest in purchasing.</p>
GAMING ACTIVITIES**	Thinking about gaming, which of these things have you done? <ul style="list-style-type: none"> • In the last year? • In the last month? 	<ul style="list-style-type: none"> • Broadcast a live stream of your gameplay • Played a game online with your real-life friends • Played a game using cloud gaming platform/streaming service (i.e. Steam/Playstation Now/Google Stadia) • Played or downloaded a free-to-play video game • Purchased an in-game item/feature using a micro-transaction (e.g. character skins, in-game upgrades) • Purchased a game add-on or DLC • Purchased a physical video game • Purchased a video game from an online store/digital platform (i.e. Steam/Origin/Epic) • Shared an image/video of your gameplay online • Used a subscription service such as XBOX LIVE, PlayStation Plus or Steam • Watched a live gaming stream (e.g. on Twitch, YouTube Gaming, PandaTV etc) • Watched an esports tournament (Organized multiplayer video game competitions) • None of the above
GAMING FRANCHISES**	Which of these games / gaming franchises have	<ul style="list-style-type: none"> • Animal Crossing • Apex Legends • Lego • Madden

you played in the last 12 months?

- Assassin's Creed
- Batman
- Battlefield
- Bubble Witch
- Call of Duty
- Clash of Clans
- Company of Heroes
- Counter Strike
- Defense of the Ancients (DotA)
- Destiny
- Diablo
- DiRT
- Dragonball Z
- Endless (Space/Legend)
- F1
- Fallout
- Far Cry
- Farm Heroes
- FIFA
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Gears of War
- Ghost Recon
- Gran Turismo
- Grand Theft Auto
- Halo
- Hearthstone
- Heroes of the Storm
- League of Legends
- Mario
- Mass Effect
- Metal Gear Solid
- Minecraft
- NBA 2K
- Need for Speed
- Overwatch
- Plants vs. Zombies
- PlayerUnknown Battlegrounds
- Pro Evolution Soccer
- Project Cars
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Rocket League
- SimCity
- Sonic the Hedgehog
- Star Wars
- Starcraft
- Street Fighter
- Super Smash Bros
- Tekken
- The Division
- The Sims
- Total War
- Two Point (Hospital)
- Valorant
- Watch Dogs
- World of Tanks
- World of Warcraft
- Zelda

GAMING GENRES Which of these gaming genres have you played in the last 12 months?

- Action Adventure (e.g. *Assassin's Creed*, *Grand Theft Auto*)
- Action RPG (e.g. *The Witcher* series, *Dark Souls*)
- Action/Platform (e.g. *Super Mario Bros*)
- Battle Royale (e.g. *Fortnite*, *Apex Legends*)
- Beat'em Up (e.g. *Bayonetta*, *Devil May Cry*, *God of War*)
- Rhythm/music (e.g. *Rock Smith*, *Guitar Hero*, *Rock Band*, *Just Dance*)
- Fighting (e.g. *Soulcalibur*, *Street Fighter*)
- Survival/Horror (e.g. *Diablo*, *Resident Evil 7*, *Until Dawn*, *Evil Within*, *Dead Space*)
- MMO/Massively Multiplayer Online (e.g. *World of Warcraft*, *Warhammer Online*)
- MOBA - Multiplayer Online Battle Arena (e.g. *League of Legend*, *Defense of the Ancients*)
- Online Board/Card games (e.g. *Hearthstone*, *Gwent*)
- Party games (e.g. *Wii Sports*, *Buzz*, *Mario Party*)
- Puzzle/Platform (e.g. *Limbo*, *journey*, *Unravel*)
- Racing (e.g. *Gran Turismo*, *Need for Speed*)
- Role Playing (e.g. *Fallout*, *Mass Effect*, *Pokémon*)
- Simulation (e.g. *Flight Simulator*, *The Sims*)
- Sports (e.g. *FIFA*, *NBA 2K*, *Pro Evolution Soccer*)
- Shooter (e.g. *Halo*, *Call of Duty*, *Gears of War*)
- Strategy/Real Time Strategy (e.g. *Warcraft*, *Civilization*, *Command & Conquer*)
- Free-to-play Casino Games
- None of these

Q1 2021

Additions to the Core Survey

Q1 2021 Additions to the Core Survey

SEXUAL ORIENTATION* Which best describes your sexual orientation?

- Heterosexual / straight
- Homosexual / gay / lesbian
- Bisexual
- Other
- Prefer Not to Say

Added to Israel and South Africa

TYPE OF SAVINGS / INVESTMENTS What savings / investments do you have?

- Cash / Savings
- Pension

MOBILE BRANDS: PREVIOUS OWNERSHIP Have you owned these mobile brands?

- Turbo X *Greece Only*
- Honor

MOBILE BRANDS: CURRENT OWNERSHIP* Which of the following mobile brands do you currently own?

Which brand(s) would be your top choice when you next upgrade or buy a new mobile phone?

HONOR HANDSETS Which Honor handset do you have?

- 9
- 9X
- 10
- 10 Lite
- 20
- 20 Pro
- 20e
- 10 Lite
- View 10
- View 20
- View 30
- View 30 Pro
- Play
- 9X Lite
- 9X Pro
- 30
- 30 Pro
- 9a
- 8a 2020

WEB BRANDS VISITED IN LAST MONTH Which of the following websites / services have you visited or used in the last month?

- Fandom *India Only*
- Kabum *Brazil Only*

- Any Device
- PC / Laptop
- Mobile
- Tablet

NAMED SOCIAL How often do you visit or use these services? • Triller *USA Only*

MEDIA SERVICES USED

- Less than once a month
- Monthly
- Weekly
- Daily
- More than once a day

FAVORITE SOCIAL Which of these would you say is your favorite?

MEDIA SERVICE

ONLINE ACTIVITIES IN LAST WEEK: WATCHED / LISTENED Which of these have you watched / listened to online in the past week?

- Short video (Under 10 mins)
- Long video (10 mins+)
- How-to / tutorial video
- Live-video stream
- Vlog / influencer video
- Product Review Video
- Gaming video
- Educational video
- Comedy / meme / viral video

- Music-streaming service
- Music video
- Podcast
- Audio-book / E-book
- Radio show / station
- Sports highlights / clips
- Sports match / commentary

ONLINE ACTIVITIES IN LAST WEEK* Which of these have you done online in the past week?

Which of these have you done on your mobile in the past week?

- Used a buy now, pay later service (e.g. Klarna, LazyPlus, Addi, Fen Fu)
- Used a price comparison tool
- Purchased a product / service
- Ordered groceries
- Purchased secondhand / preowned items
- Shopped / browsed for products online
- Written a review of a product / service
- Visited a neighbourhood / community forum
- Shared your own blog post or video
- Checked health symptoms
- Used a meditation tool

- Accessed government services
- Checked health symptoms
- Used a meditation tool
- Accessed government services
- Attended a conference / video
- Taken a fitness class
- Used a voice assistant (e.g. Siri, Alexa) to find information
- Used a voice assistant to complete an action (e.g. play a song)
- Translated text into a different language
- Used a paid-for membership site for following creators / influencers (e.g. Patreon, Podia)

ONLINE ACTIVITIES IN LAST MONTH Which of these have you done online in the past week?

- Taken out a loan
- Used a financial investment tool
- Sent money to a different country
- Sent money to friends / family
- Donated to charity

PAYMENT SERVICES Which of these services have you used in the last month?

All Markets	<ul style="list-style-type: none"> • American Express • Mastercard 		<ul style="list-style-type: none"> • Masterpass • Visa 	
Argentina	<ul style="list-style-type: none"> • Google Pay • MercadoPago 	<ul style="list-style-type: none"> • PayPal • PayU 	<ul style="list-style-type: none"> • Recargapay • TodoPago 	<ul style="list-style-type: none"> • Visa Checkout
Australia	<ul style="list-style-type: none"> • AliPay • Apple Pay • Cash App 	<ul style="list-style-type: none"> • Google Play • Klarna 	<ul style="list-style-type: none"> • PayPal • Samsung Pay 	<ul style="list-style-type: none"> • Visa Checkout • WeChat Pay / Tenpay
Austria	<ul style="list-style-type: none"> • 3Geldbörse • Apple Pay • Blue Code 	<ul style="list-style-type: none"> • Google Pay • Klarna • Mobile 	<ul style="list-style-type: none"> • PayPal • Paysafe 	<ul style="list-style-type: none"> • Viva Wallet • WeChat Pay / Tenpay
Belgium	<ul style="list-style-type: none"> • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • Klarna • PayPal 	<ul style="list-style-type: none"> • Viva Wallet • WeChat Pay / Tenpay 	<ul style="list-style-type: none"> • Zapper
Brazil	<ul style="list-style-type: none"> • Amazon Pay • Apple Pay • Banco do Brasil • Cielo 	<ul style="list-style-type: none"> • ELO • Google Pay • MercadoPago • MoiP 	<ul style="list-style-type: none"> • PagSeguro • PayPal • PayU • Recargapay 	<ul style="list-style-type: none"> • Samsung Pay • Stone • Visa Checkout
Canada	<ul style="list-style-type: none"> • Apple Pay • Cash App 	<ul style="list-style-type: none"> • Google Pay • PayPal 	<ul style="list-style-type: none"> • PayTM • Samsung Pay 	<ul style="list-style-type: none"> • Visa Checkout • WeChat Pay / Tenpay
China	<ul style="list-style-type: none"> • AliPay • Apple Pay • Baidu Wallet 	<ul style="list-style-type: none"> • Boku • Huawei Pay • JD Wallet 	<ul style="list-style-type: none"> • PayPal • Samsung Pay • Union Pay 	<ul style="list-style-type: none"> • Visa Checkout • WeChat Pay / Tenpay • Xiaomi Mi Pay

Colombia	<ul style="list-style-type: none"> • Aval Pay • BBVA Wallet • Billetera Movil 	<ul style="list-style-type: none"> • Google Pay • MercadoPago • Nequi 	<ul style="list-style-type: none"> • PayPal • PayU • RB Movil 	<ul style="list-style-type: none"> • SmartWallet • Visa Checkout
Denmark	<ul style="list-style-type: none"> • AliPay • Apple Pay 	<ul style="list-style-type: none"> • Klarna • Mobile Pay 	<ul style="list-style-type: none"> • Google Pay • PayPal 	<ul style="list-style-type: none"> • Visa Checkout • WeChat Pay / • Tenpay
Egypt	<ul style="list-style-type: none"> • ABK Wallet • Etisalat Cash 	<ul style="list-style-type: none"> • Google Pay • mVisa 	<ul style="list-style-type: none"> • Orange Money • PayPal 	<ul style="list-style-type: none"> • Vodafone Cash
France	<ul style="list-style-type: none"> • AliPay • Amazon Pay • Apple Pay 	<ul style="list-style-type: none"> • Google Pay • PayPal 	<ul style="list-style-type: none"> • Visa Checkout • Viva Wallet 	<ul style="list-style-type: none"> • WeChat Pay / • Tenpay • Zapper
Germany	<ul style="list-style-type: none"> • AliPay • Amazon Pay • Apple Pay 	<ul style="list-style-type: none"> • Blue Code • Deutsche Bank • Mobile 	<ul style="list-style-type: none"> • Google Pay • Klarna • PayPal 	<ul style="list-style-type: none"> • Viva Wallet • WeChat Pay / • Tenpay • Zapper
Hong Kong	<ul style="list-style-type: none"> • AliPay • Amazon Pay • Apple Pay • Blue Code 	<ul style="list-style-type: none"> • Octopus O! • Deutsche Bank • Mobile • Google Pay • Klarna 	<ul style="list-style-type: none"> • Samsung Pay • Mobicash • PayPal • Tap&Go 	<ul style="list-style-type: none"> • Visa checkout • Viva Wallet • WeChat Pay / • Tenpay • Zapper
India	<ul style="list-style-type: none"> • Amazon Pay • Baku • Google Pay 	<ul style="list-style-type: none"> • M-Pesa • Mobikwik • mVisa 	<ul style="list-style-type: none"> • PayPal • PayTM • PayU 	<ul style="list-style-type: none"> • Samsung Pay • Visa checkout
Indonesia	<ul style="list-style-type: none"> • AliPay • Boku • DANA • ECPay 	<ul style="list-style-type: none"> • Go-Pay • Google Pay • Jenius 	<ul style="list-style-type: none"> • LinkAja • mVisa • OVO 	<ul style="list-style-type: none"> • PayPal • TrueMoney • WeChat Pay / • Tenpay
Ireland	<ul style="list-style-type: none"> • Apple Arcade • Calm • Deliveroo 	<ul style="list-style-type: none"> • Fitbit • Hinge • Just Eat 	<ul style="list-style-type: none"> • MyFitnessPal • Revolut 	<ul style="list-style-type: none"> • RTE News Now • Uber
Israel	<ul style="list-style-type: none"> • AliPay • Google Pay 	<ul style="list-style-type: none"> • PayBox • PayPal 	<ul style="list-style-type: none"> • Pepper Pay 	

Italy	• AliPay • Amazon Pay	• Apple Pay • Google Pay	• PayPal • Samsung Pay	• Viva Wallet • WeChat Pay / Tenpay
Japan	• AliPay • Amazon Pay • Apple Pay	• Cash App • Google Pay • J-Coin Pay	• Line Pay • PayPal	• PayPay • WeChat Pay / Tenpay
Malaysia	• AliPay • Boost • Google Pay	• GrabPay • Maybankpay • PayPal	• Samsung Pay • Touch'n Go	• Visa checkout • WeChat Pay / Tenpay
Mexico	• BBVA Wallet • Citibanamex Movil	• Google Pay • PayPal	• PayU • Recargapay	• Samsung Pay • Visa checkout
Netherlands	• Apple Pay • Google Pay • ING Mobile Payments App	• Klarna • PayPal • Viva Wallet	• WeChat Pay / Tenpay • Zapper	
New Zealand	• AliPay • Apple Pay • Google Pay	• ING Mobile Payments App • Klarna	• PayPal • Samsung Pay • Visa Wallet	• WeChat Pay / Tenpay • Zapper
Philippines	• AliPay • Google Pay • SmartPadala	• Gcash • GrabPay • PayPal	• PayMaya • TrueMonaey	• WeChat Pay / Tenpay
Poland	• Apple Pay • BLIK	• Google Pay • PayPal	• PayU • Visa Checkout	• Viva Wallet • WeChat Pay / Tenpay
Portugal	• Apple Pay • Google Pay	• MB Way • PayPal	• Viva Wallet • WeChat Pay / Tenpay	
Romania	• Apple Pay • BT Pay • CEC Bank Mobile Banking	• Google Pay • MobilPay • ING Mobile Payments App	• mobilPay • Orange Money • PayPal	• Telekom Banking • Viva Wallet • WeChat Pay / Tenpay

Russia	<ul style="list-style-type: none"> • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • PayPal • PayU 	<ul style="list-style-type: none"> • Samsung Pay • Visa QIWI Wallet 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • Yandex.Money
Saudi Arabia	<ul style="list-style-type: none"> • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • mada Pay • PayPal 	<ul style="list-style-type: none"> • Riyad Pay • Visa Checkout 	
Singapore	<ul style="list-style-type: none"> • AliPay • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • GrabPay • PayLah • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • Visa Checkout 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • Yoyo Wallet
South Africa	<ul style="list-style-type: none"> • FNB Pay • Google Pay • M-Pesa 	<ul style="list-style-type: none"> • PayPal • PayU 	<ul style="list-style-type: none"> • SnapScan • Visa checkout 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • Zapper
South Korea	<ul style="list-style-type: none"> • Kakao Pay • LG Pay • Mobicash 	<ul style="list-style-type: none"> • Naver Pay • PayPal • Samsung Pay 	<ul style="list-style-type: none"> • SSG • Tmoney 	<ul style="list-style-type: none"> • Toss • WeChat Pay / Tenpay
Spain	<ul style="list-style-type: none"> • Amazon Pay • Apple Pay • CaixaBank Pay 	<ul style="list-style-type: none"> • Google Pay • Klarna • PayPal 	<ul style="list-style-type: none"> • Recargapay • Samsung Pay • Visa Checkout 	<ul style="list-style-type: none"> • Viva Wallet • WeChat Pay / Tenpay • Zapper
Sweden	<ul style="list-style-type: none"> • AliPay • Apple Pay 	<ul style="list-style-type: none"> • Google Pay • Klarna 	<ul style="list-style-type: none"> • PayPal • Swish 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • Zapper
Switzerland	<ul style="list-style-type: none"> • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • Klarna • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • Swiss Wallet 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • TWINT
Taiwan	<ul style="list-style-type: none"> • AliPay • Apple Pay • Google Pay 	<ul style="list-style-type: none"> • JKO Pay • Line Pay • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • Taiwan Mobile Payment Co 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay
Thailand	<ul style="list-style-type: none"> • Advanced Mpay • Alipay • Google Pay 	<ul style="list-style-type: none"> • Line Pay • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • TrueMoney 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay

Turkey	<ul style="list-style-type: none"> • BKM Express • Google Pay 	<ul style="list-style-type: none"> • Mobiexpress • Papara 	<ul style="list-style-type: none"> • Paycell • PayU 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay
UAE	<ul style="list-style-type: none"> • Apple Pay • Etislat Mobile NFC 	<ul style="list-style-type: none"> • Google Pay • PayBy 	<ul style="list-style-type: none"> • PayPal • Samsung Pay 	<ul style="list-style-type: none"> • Visa checkout
United Kingdom	<ul style="list-style-type: none"> • AliPay • Amazon Pay • Apple Pay • Barclays Pay 	<ul style="list-style-type: none"> • Cash App • Google Pay • Klarna • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • Visa checkout • Viva wallet 	<ul style="list-style-type: none"> • WeChat Pay / Tenpay • Zapper
USA	<ul style="list-style-type: none"> • AliPay • Amazon Pay • Apple Pay • Boku 	<ul style="list-style-type: none"> • Cash App • ChasePay • Google Pay 	<ul style="list-style-type: none"> • Klarna • PayPal • Samsung Pay 	<ul style="list-style-type: none"> • Venmo • Visa checkout • Zelle
Vietnam	<ul style="list-style-type: none"> • AliPay • Google Pay • MoMo 	<ul style="list-style-type: none"> • mVisa • Ngan Luong • PayPal 	<ul style="list-style-type: none"> • Samsung Pay • TrueMoney • WeChat Pay / Tenpay 	

PRIVACY, AD-BLOCKING AND VPNS How often do you do the following?

- Use a private browsing mode / window
- Clear your browsing history
- Decline cookies on a website
- Use an ad-blocker
- Use a VPN

PRIVACY, AD-BLOCKING AND VPNS Which of the following describes why you use an ad blocker?

- To protect my privacy
- To stop companies collecting data about me
- Ads get in the way
- There are too many ads
- Ads aren't relevant to me
- To stop any inappropriate content being shown
- To improve my device's performance (e.g. battery life, page load times)

CANADA VOTING INTENTION If there were an election tomorrow, which type of political candidate would you support?

- Liberal Party
- Conservative Party
- New Democratic Party (NDP)
- Bloc Quebecois
- Green Party of Canada
- The People's Party of Canada (PPC)
- Another party
- Undecided / unsure
- I would not vote
- Prefer not to say

INTERNATIONAL TV CHANNELS**

- Sky Atlantic *Germany, Ireland, Italy, UK*
- Sky Cinema *Germany, Ireland, Italy, UK*

GAMING FRANCHISES**

Which of these games / gaming franchises have you played in the last 12 months?

- DiRT

ALCOHOL**

When did you last drink these alcohol brands?

- Drunk in Last Month
- Drunk in Last Year
- Have Not Drunk

NOTE: This question is not asked in Egypt, Saudi Arabia or UAE. In all other markets, it is asked to those 18+ (or 21+ in the US)

WHISKEY

- Basil Hayden's *Select Markets Only*
- Knob Creek *Select Markets Only*

GIN

- Sipsmith *Australia, UK, USA Only*

TEQUILA

- 1800
- Hornitos
- Tres Generaciones *Mexico, USA Only*

BEER

- Castle Lite *South Africa Only*

AIRLINES:	Have you flown with any of these airlines?	• Bamboo Airways <i>Vietnam Only</i>
ENGAGEMENT*		
*		
AIRLINES:	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family / friends)?	
ADVOCACY**		
HAIRCARE /	Which of these	• o Boticário <i>Brazil Only</i>
SKINCARE /	haircare/skincare/cosmetics brands	
BRANDS**	do you use at least once a week?	
TV, FILM AND VIDEO	In the last month, which of these services have you used to watch/download TV shows, films or videos?	• HBO España <i>Spain Only</i> • Crunchyroll <i>Australia, Canada, New Zealand Philippines, USA</i> • Funimation <i>Canada, New Zealand, Philippines, UK, USA</i> • Crime + Investigation Play <i>Germany, Greece, UK</i> • History Play <i>Germany, Greece, UK</i> • Streamz <i>Belgium Only</i>
SERVICES:		
ENGAGEMENT**		
TV, FILM AND VIDEO	How regularly do you watch the following TV, Film and Video services?	
SERVICES:		
ENGAGEMENT	<i>More than once a day</i>	
REGULARITY**	<i>Daily</i> <i>Weekly</i> <i>Less often</i>	
DRINKS	Which of these brands do you drink at least once a week?	• Fusion <i>Brazil Only</i>
BRANDS**		
TV GENRES**	In a typical week, which of these genres will you have watched on television?	• Anime • Horror • Animation
GAMING		
GENRES**	Which of these gaming genres have you played in the last 12 months?	• Free-to-play casino games

WEB BRANDS VISITED IN LAST MONTH	Which of the following websites / services have you visited or used in the last month?	<ul style="list-style-type: none"> • Hilton <i>Select Markets only</i> • Hyatt <i>Select Markets only</i> • Marriott <i>Select Markets only</i> • Softonic <i>France, Germany, Italy, Spain, UK, USA</i> • Times of India <i>India only</i>
MOBILE ACTIONS IN LAST MONTH	Which of these have you done on your mobile in the last month?	<ul style="list-style-type: none"> • Sent money to a different country • Sent money to friends / family
TECHNOLOGY BRANDS: ENGAGEMENT	Which technology brands do you currently use products or services from?	<ul style="list-style-type: none"> • Hisense <i>China, UK Only</i>
TECHNOLOGY BRANDS: ADVOCACY	Which of these brand(s) would be your top choice when you next buy an electrical item (e.g. home appliance, TV, laptop)	
SPORTS BRANDS**	Have you purchased anything from these sports brands?	<ul style="list-style-type: none"> • Helly Hansen <i>Canada, France, Germany, Italy, Spain, Sweden, UK, USA</i>
RETAILERS	Which of these retailers / stores have you shopped at in the last 3 months? This could be online or in one of their stores	<ul style="list-style-type: none"> • Lloyd's Pharmacy <i>UK only</i> • Holland & Barrett <i>UK only</i>

SUPERMARKETS / CONVENIENCE STORES: AWARENESS / ENGAGEMENT**

Which of these supermarkets / convenience stores have you heard of?

How frequently do you shop at these supermarkets / convenience stores? This could be online or in one of their stores.

Weekly | Monthly | Less often | Never

- Efresh *Greece only*

Q1 2021

Removals from the Core Survey

Q1 2021 Removals from the Core Survey

WEB BRANDS	Which of the following websites / services have you visited or used in the last month?	<ul style="list-style-type: none">• Mobile• Tablet
VISITED IN LAST MONTH	<ul style="list-style-type: none">• Any Device• PC / Laptop	
HUAWEI MODELS	Which Huawei handset do you have?	<ul style="list-style-type: none">• Honor 9x• Honor 10• Honor 20 Lite• Honor 20• Honor 20 Pro
GAMING FRANCHISES**	Which of these games / gaming franchises have you played in the last 12 months?	<ul style="list-style-type: none">• Uncharted

MOBILE PAYMENT SERVICES* Which of these mobile payment services have you used?

NOTE: This question is only asked to those who have previously indicated that they have used a mobile phone to pay for an item / service within the last month

- 3Geldbörse (Austria)
- Advanced Mpay (Thailand)
- AliPay (Australia, China, Germany, France, Italy, Indonesia, Israel, Japan, Malaysia, New Zealand, Philippines, Singapore, Sweden, Thailand, Taiwan, UK, USA, Vietnam)
- Amazon Pay (Brazil, France, Germany, India, Italy, Japan, Spain, UK, USA)
- Apple Pay (Australia, Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Hong Kong, Ireland, Italy, Japan, Netherlands, New Zealand, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, UAE, UK, USA)
- Aval Pay (Colombia)
- Baidu Wallet (China)
- Banco do Brasil (Brazil)
- Barclays Pay (UK)
- BBVA Wallet (Colombia, Mexico)
- Billetera Movil (Colombia)
- BKM Express (Turkey)
- BLIK (Poland)
- Blue Code (Austria)
- Boku
- BT Pay (Romania)
- CaixaBank Pay (Spain)
- Cash App
- CEC Bank Mobile Banking (Romania)
- Cielo (Brazil)
- Citibanamex Móvil (Mexico)
- ChasePay (USA)
- DANA (Indonesia)
- Deutsche Bank Mobile (Germany)
- ECPay (Indonesia)
- Etisalat Mobile NFC (UAE)
- FNB Pay (South Africa)
- GCash (Philippines)
- Google Pay (Formerly Android Pay) (Australia, Belgium, Brazil, Canada, Hong Kong, Ireland, Japan, New Zealand, Poland, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, UK, USA)
- Go-Pay (Indonesia)
- Grab Pay (Malaysia, Philippines, Singapore)
- Huawei Pay (China)
- i-bank Pay (Greece)
- ING Mobile Payments App (Netherlands, Romania)
- J-Coin Pay (Japan)
- JD Wallet (China)
- Jenius (Indonesia)
- JKO Pay (Taiwan)
- Kakao Pay (South Korea)
- Klarna (Australia, Austria, Belgium, Denmark, Germany, Netherlands, Spain, Sweden, Switzerland, UK, USA)
- LG Pay (South Korea)
- Line Pay (Japan, Taiwan, Thailand)
- LinkAja (Indonesia)
- Masterpass
- Maybankpay (Malaysia)
- MB WAY (Portugal)
- MercadoPago (Brazil, Colombia)
- Mobicash (South Africa, Hong Kong)
- Mobikwik (India)
- Mobile Bankomatkarde (Austria)
- MobilePay (Denmark)
- mobilPay (Romania)
- MoiP (Brazil)
- MoMo (Nigeria, Vietnam)
- M-Pesa (India, South Africa)
- mVisa (India)
- Naver Pay (South Korea)
- Nequi (Colombia)
- Ngan Luong (Vietnam)
- Octopus O! (Hong Kong)
- Orange Money (Romania)
- OVO (Indonesia)
- PagSeguro (Brazil)
- PayBox (Israel)
- PayLah (Singapore)
- PayMaya (Philippines)
- PayPal
- Paypay (Japan)
- Paysafe (Austria)
- PayTM (India, Canada)
- PayU (Argentina, Brazil, Colombia, India, Mexico, Nigeria, Poland, Russia, South Africa, Turkey)
- Pepper Pay (Israel)
- RB Movil (Colombia)
- Recargapay (Argentina, Brazil, Mexico, Spain)

- Samsung Pay (*Australia, Brazil, Canada, China, Hong Kong, India, Italy, Malaysia, Mexico, Russia, Singapore, South Korea, Spain, Switzerland, Taiwan, Thailand, UAE, UK, USA, Vietnam*)
- SmartMoney by PayMaya (*Philippines*)
- SmartWallet (*Colombia*)
- SnapScan (*South Africa*)
- SSG (*South Korea*)
- Stone (*Brazil*)
- Swish (*Sweden*)
- Swiss Wallet (*Switzerland*)
- Taiwan Mobile Payment Co (*Taiwan*)
- Tap&Go (*Hong Kong*)
- Telekom Banking (*Romania*)
- Tmoney (*South Korea*)
- Toss (*South Korea*)
- TrueMoney (*Indonesia, Philippines, Thailand, Vietnam*)
- TWINT (*Switzerland*)
- Venmo (*USA*)
- Visa checkout (*Argentina, Australia, Brazil, Canada, China, Colombia, Denmark, France, Hong Kong, India, Ireland, Malaysia, New Zealand, Poland, Singapore, South Africa, Spain, UAE, UK, USA*)
- Visa QIWI Wallet (*Russia*)
- WeChat Pay / Tenpay (*Australia, Canada, China, Europe, Hong Kong, Indonesia, Israel, Malaysia, Philippines, Romania, Singapore, South Africa, South Korea, Taiwan, Thailand, Vietnam*)
- Xiaomi Mi Pay (*China*)
- Yandex.Money (*Russia*)
- Yoyo Wallet (*Singapore*)
- Zapper (*Belgium, France, Germany, Netherlands, South Africa, Spain, Sweden, UK*)
- Zelle USA only
- Zuum (*Brazil*)
- Other

ONLINE ACTIVITIES IN LAST MONTH	Which of the following things have you done in the last month?	<ul style="list-style-type: none"> Checked the weather online Listened to an online radio station / service Listened to or watched a Podcast Posted a comment in a forum Posted a review of a product, company or service Purchased a product online Searched for a product or service you want to buy Sold a product online Uploaded / shared a photo Uploaded / shared a Video Used a chat or instant messaging service / app Used a map or directions service / app Used a music-streaming service Used a price comparison service Used a Virtual Private Network (VPN) or Proxy Server Used a VOIP or other service to make phone calls over the internet Used a webmail service to access, read or send emails Used an app / website to order take-away food for delivery Transferred money to another country / currency Used an internet banking service Used an online dating service / app (<i>Hidden from Egypt, Morocco, Saudi and UAE</i>) Used an online encyclopedia such as Wikipedia Used voice search or voice command tools (e.g. Siri, Cortana) Visited / used a social network Visited a business news website Visited a group-buying / deal site such as Groupon Visited a job / recruitment site Visited a news website / app / service Visited a travel / vacation website Visited an online auction site Visited an online casino, gambling, betting or lottery service (<i>Hidden from Egypt, Morocco, Saudi and UAE</i>) Visited an online retail site or store such as Amazon / Taobao Visited/used a blogging service Visited/used a search engine Watched a video clip or visited a video-sharing site Watched a vlog (<i>a video of a blogger</i>) Watched sports coverage or highlights online
ONLINE PRIVACY & BROWSING BEHAVIORS	Which of the following have you done in the last month?	<ul style="list-style-type: none"> Used a private browsing window (e.g. Chrome Incognito, Microsoft InPrivate window) Deleted cookies from your internet browser Used an ad-blocker to stop ads being displayed Used a Virtual Private Network (VPN) or Proxy Server

TYPE OF SAVINGS / INVESTMENTS What savings / investments do you have?

- Cash / savings / pension

MOBILE CARRIERS / SERVICE PROVIDERS Which mobile network do you use?

- Choozze
- Ooyko
- Sprint

MOBILE ACTIONS IN LAST MONTH Which of these have you done on your mobile in the last month?

- Used your phone as a ticket or boarding pass
- Watched content on a TV by mirroring / casting it via your phone

MUSIC SERVICES: ENGAGEMENT In the last month, which of these services have you used to listen to/download music, radio or audiobook content?

- Google Play Music

MUSIC SERVICES: ACCOUNT TYPE** For each of these services, could you tell us which type of account you use?

- I use a free, trial or ad-supported account
- I use a premium, unlimited or paid-for account

MUSIC SERVICES: ACCOUNT USAGE For each of these services, could you tell us how many people use / share your account?

- Google Play Music

- I am the only person who uses my account
- 1 other person uses my account
- 2 other people use my account
- 3+ other people use my account

AIRLINES:	Have you flown with any of these airlines?	<ul style="list-style-type: none"> ADA AtlasGlobal Austral BRA Direktflyg Far Eastern Air HOP! Izair Jet Airways New Gen Airways SilkAir
AIRLINES:	Which of these brands would you advocate to others (e.g. write / post positive reviews about, recommend to family / friends)?	
ADVOCACY**		
PAYMENT PROVIDERS	Which of these payment services /	
/ SERVICES:	providers have you heard of?	
AWARENESS**	<ul style="list-style-type: none"> Aware Haven't heard of Prefer not to say 	<ul style="list-style-type: none"> American Express <i>All markets except China</i> ELO Brazil Mastercard <i>All markets except China</i> PayPal <i>All markets except China, Turkey</i> Union Pay <i>China only</i> Visa <i>All markets except China</i>
PAYMENT PROVIDERS	Which of these payment services /	
/ SERVICES:	providers have you used?	
ENGAGEMENT**	<ul style="list-style-type: none"> Use now Used previously Never used 	
PAYMENT PROVIDERS	Which of these brands would you	
/ SERVICES:	advocate to others (e.g. write / post	
ADVOCACY**	positive reviews about, recommend	
	to family / friends)?	

**MOTIVATIONS
FOR AD-
BLOCKING**

Why do you block ads
when using the internet?

- Ads are too intrusive
- Ads might compromise my online privacy
- Ads sometimes contain viruses or bugs
- Ads take up too much screen space
- I try to avoid all ads, whether on TV or online
- I want to stop my data allowance from being used up
- There are too many ads on the internet
- To avoid having to see video ads before watching clips / shows
- To speed up page loading times
- To stop ads being personalised based on my browsing history
- To stop my device's battery life being drained
- Too many ads are annoying or irrelevant
- Other



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