

GWI.

GWI Core Q4 2023

Questionnaire

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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Alcohol: Cider**

Alcohol: Spirits**

Drinks Brands**

Convenience Brands / QSRS**

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Frequency of Drinks Consumption**

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Employment Status*

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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Methodology

Each quarter, we field our main Core survey in 49 markets. We also run a shorter mobile version of the same survey in 53 markets (including Ghana, Kenya, Morocco and Nigeria).

Most respondents see the main Core survey, with the rest seeing the shorter mobile version, which has been optimized for smaller screens and contains slightly fewer questions. Around half of the main survey respondents then go on to complete the brand & media module - a recontact survey containing additional questions on brand engagement and media consumption. These three components make up our Core study, and are combined and presented as a single data set in our platform.

Throughout this document, questions asked in both the mobile and the main survey are marked by an asterisk *, while questions asked in brand & media are indicated by two asterisks **.

Demographics

Personal demographics

Gender*

Which of the following best describes your gender?

- Female
- Male

Gender Identity*

Which of the following best describes your gender?

- Female
- Male
- Other gender

Gender Identity*

Which of the following best describes your gender?

- Agender/ gender-neutral
- Genderqueer/ Bigender
- Gender fluid/ non-binary/ non-confirming
- Transgender
- Other
- Prefer not to say

Note: Gender identity questions are only asked in Argentina, Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Netherlands, New Zealand, Sweden, UK, USA

Age (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

Age (Groups) / Age (Individual)*

How old are you?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64

Note: Respondents enter their age in years. Responses are then grouped together to form the age groups in the above 2 questions.

Sexual Orientation*

Which best describes your sexual orientation?

- 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, Japan, Taiwan, Thailand and Europe (excluding Poland, Turkey, Romania and Russia)

Education*

What best describes the highest level of education you have achieved?

- 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?

- Highschool diploma or equivalent
- Associate degree or equivalent
- Vocational degree or equivalent
- Bachelor degree or equivalent
- Master's degree
- MBA
- Research Master's degree
- Doctorate (PhD)
- Any Master's degree (auto-generated option combining all ISCED 7 options)
- Any Postgraduate (auto-generated option combining all ISCED 7-8 options)
- Other

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Note: This question is asked only to those who say they are currently in education (students). Respondents are shown education levels / options relevant to their own market. All of them correspond to the International Standard Classification of Education (ISCED).

Life Events*

Do you expect any of these things to happen to you within the next 6 months?

- Start dating *Select Markets only*
- Get engaged
- Get married
- Have a child
- Get a new pet
- Have a child move away from home
- Have a child graduate from college
- Have a child get married
- Quit my current job
- Retire from my job
- Have a grandchild
- Have a major medical procedure / treatment
- None of these

Life events in the next 6 months

Do you expect any of these things to happen to you within the next 6 months?

- Start dating (Not UAE, Saudi Arabia and Egypt)
- Get engaged
- Get married
- Have a child
- Get a new pet
- Have a child move away from home
- Have a child graduate from college
- Have a child get married
- Quit my current job
- Retire from my job
- Have a grandchild
- Have a major medical procedure / treatment
- None of these

Location

Country of Residence*

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Croatia
- Czech Republic
- Egypt
- France
- Germany
- Ghana
- Greece
- Hong Kong
- Hungary
- India
- Indonesia

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Denmark
- Israel
- Ireland
- Italy
- Japan
- Kenya
- Malaysia
- Mexico
- Morocco
- Netherlands
- New Zealand

- Nigeria
- Norway
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea

- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- UAE
- UK
- USA
- Vietnam

Note: Respondents are assigned a country of residence when they enter the survey, this is not self selected

Country Local Regions*

In what city or region of the country do you live?

Respondents see a list appropriate to their country of residence.

Regions (World)*

APAC

- | | | |
|-------------|---------------|---------------|
| ● Australia | ● Japan | ● South Korea |
| ● China | ● Malaysia | ● Taiwan |
| ● Hong Kong | ● New Zealand | ● Thailand |
| ● India | ● Philippines | ● Vietnam |
| ● Indonesia | ● Singapore | |

Europe

- | | | |
|------------------|---------------|---------------|
| ● Austria | ● Greece | ● Romania |
| ● Belgium | ● Hungary | ● Russia |
| ● Bulgaria | ● Ireland | ● Spain |
| ● Croatia | ● Italy | ● Sweden, |
| ● Czech Republic | ● Netherlands | ● Switzerland |
| ● Denmark | ● Norway | ● Turkey |
| ● France | ● Poland | ● UK |
| ● Germany | ● Portugal | |

Latin America

- | | | |
|-------------|------------|----------|
| ● Argentina | ● Colombia | ● Mexico |
| ● Brazil | ● Chile | |

Middle East & Africa

- | | | |
|---------|---------|---------|
| ● Egypt | ● Ghana | ● Kenya |
|---------|---------|---------|

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Israel
- Morocco

- Nigeria
- Saudi Arabia

- South Africa
- UAE

North America

- Canada
- USA

Note: Responses to this question are auto-generated from panel information, with respondents then grouped into world regions

Regions (Economic)*

APEC

- Australia
- Canada
- Chile
- China
- Hong Kong
- Indonesia
- Japan
- Malaysia
- Mexico
- New Zealand
- Philippines
- Russia
- Singapore
- South Korea
- Taiwan
- Thailand
- USA
- Vietnam

ASEAN

- Indonesia
- Malaysia
- Philippines
- Singapore
- Thailand
- Vietnam

BRIC

- Brazil
- Russia
- India
- China

EU5

- France
- Germany
- Italy
- Spain
- UK

G7

- Canada
- France
- Germany
- Italy
- Japan
- UK
- USA

G8

- Canada
- France
- Germany
- Italy
- Japan
- Russia
- UK
- USA

G20

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Canada
- China
- Croatia
- Czech Republic
- Denmark
- France
- Germany
- Greece
- Hungary
- India

- Indonesia
- Italy
- Japan
- Mexico
- Netherlands
- Poland
- Portugal
- Romania
- Russia
- Saudi Arabia

- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- USA

OECD

- Australia
- Austria
- Belgium
- Canada
- Chile
- Czech Republic
- Denmark
- France
- Germany
- Greece

- Hungary
- Ireland
- Italy
- Japan
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- Norway

- Poland
- Portugal
- South Korea,
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- USA

Note: Responses to this question are auto-generated from panel information, with respondents then grouped into world regions

Urban Context*

Where is your household located?

- Urban Environment
- Suburban Environment
- Rural Environment

Ethnicity*

What best describes your ethnicity? *Different lists are given in each of the following markets, in markets not included below - this question is not asked.*

Australia

- European
- Aboriginal / Torres Strait Islander /
- Indigenous Australian
- Chinese
- Indian
- Other Asian
- Other ethnicity / background
- Prefer not to say

Canada

- White
- Black

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Hispanic
- South Asian
- Chinese
- First Nations
- Inuit

- Métis
- Arab
- Filipino
- Other
- Prefer not to say

Hong Kong

- Chinese
- Filipino
- Indonesian
- South Asian (e.g. Indian, Pakistani, Bangladeshi)

- Other Asian
- White
- Other
- Prefer not to say

Indonesia

- Jawa
- Sunda
- Batak
- Madura
- Betawi
- Minangkabau
- Bugis
- Melayu
- Suku asal Sumatera Selatan

- Suku asal Banten
- Banjar
- Suku asal Aceh
- Bali
- Sasak
- Cina
- Makassar
- Other
- Prefer not to say

Ireland

- White
- Traveler
- Roma
- Black
- South Asian (e.g. Indian, Pakistani, Bangladeshi)

- East Asian (e.g. Chinese, Korean, Japanese)
- Arab or Persian
- Other
- Prefer not to say

Israel

- Arab
- Jewish

- Other
- Prefer not to sa

Malaysia

- Chinese
- Indian
- Malay

- Other Bumiputra
- Prefer not to say

New Zealand

- New Zealand European

- Chinese

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Indian
- Māori
- Middle Eastern / Latin American / African

- Pacific Islander
- Other Asian
- Other Ethnicity
- Prefer not to say

Singapore

- Chinese
- Indian
- Malay

- Other
- Prefer not to say

South Africa

- Black African
- Coloured
- Indian or Asian

- White
- Other
- Prefer not to say

Thailand

- Thai
- Chinese
- Malay
- Khmer

- Karen
- Other
- Prefer not to say

UK

- Asian / Asian British
- Black / African / Caribbean / Black
- British
- Mixed / Multiple Ethnic Groups

- White
- Other
- Prefer not to say

Vietnam

- Khmer
- Kinh
- Mong
- Nung

- Tay
- Thai
- Other
- Prefer not to say

Nationality*

What best describes your nationality? *Asked only in Saudi Arabia and UAE*

- 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*

What best describes your race? *Asked only in USA*

- 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? *Asked only in USA*

- Yes
- No
- Prefer not to say

Finances

Household Income*

What is your yearly household income before tax or any other deductions? When answering please think about the income of your entire household each year (not each month).

Respondents see a list of income brackets appropriate to their country of residence.

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Household Income (By Segment)*

Household Income segments are divided into the following groups, based on the relative income within their market, with Low, Medium and High containing approximate thirds of the population. Full information can be found in the segmentation document.

- Low
- Medium
- High
- Highest (subset of high)
- Don't Know / Prefer not to say

Global Purchasing Power Segmentation*

Household income segments are divided into five groups, based on the relative purchasing power each respondents income represents in their market. This segmentation is international, meaning that wealthier countries will have more respondents in the higher segments. Full information can be found in the segmentation document.

Financial Products**

Do you currently have any of the following?

Yes / No / Prefer Not to Say

- A bank account
- A credit card
- A short-term loan

Type of Savings / Investments*

What savings / investments do you have?

- Annuities
- Art / antiques
- Bonds
- Cash / savings
- Cryptocurrency (e.g. Bitcoin)
- Gold
- Mutual / managed investment funds
- Pension
- Real estate / property (other than the house you live in)
- 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?

Respondents see a list of savings / investment brackets appropriate to their country of residence.

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Banks / Financial Institutions Awareness**

Which of these banks have you heard of?

Banks / Financial Institutions Engagement**

Have you had an account or card with any of these banks?

Have one now / Had one previously / Never had one

- ABANCA *Spain only*
- ABN AMRO *Netherlands only*
- ABSA Bank *South Africa only*
- Abu Dhabi Commercial Bank *UAE only*
- Abu Dhabi Islamic Bank *UAE only*
- Addiko banka *Croatia only*
- African Bank *South Africa only*
- Agribank *Vietnam only*
- Agricultural Bank of China *China only*
- Air Bank *Czech Republic only*
- Akbank *Turkey only*
- Albaraka Türk Katılım Bankası *Egypt, Turkey only*
- Alinma Bank *Saudi Arabia only*
- Alpha Bank *Greece only*
- Al Rajhi Bank *Saudi Arabia only*
- Alfa Bank *Russia only*
- Allied Irish Banks *Ireland only*
- Ambank *Malaysia only*
- ANZ Bank *Australia and New Zealand only*
- Arab National Bank *Saudi Arabia only*
- Arbejdernes Landsbank *Denmark only*
- ASB Bank *New Zealand only*
- Attica Bank *Greece Only*
- AV Villas *Colombia only*
- Axis Bank *India only*
- Banamex *Mexico only*
- Banco AlJazira *Saudi Arabia only*
- Bancolombia *Colombia only*
- Banca Comerciala Romana (BCR) *Romania only*
- Banca Transilvania *Romania only*
- Banco Azteca *Mexico only*
- Banco BPM *Italy only*
- Banco Bradesco *Brazil only*
- Banco Ciudad *Argentina only*
- Banco Comercial Português *Portugal only*
- Banco Credito e Inversiones (BCI) *Chile only*
- Banco Davivienda *Colombia only*
- Banco de Bogota *Colombia only*
- Banco de Chile *Chile only*
- Banco Galicia *Argentina only*
- Banco Nación *Argentina only*
- Banco Provincia *Argentina only*
- Banco do Brasil *Brazil only*
- BancoEstado *Chile only*
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- Banco Português de Investimento *Portugal only*
- Banco Sabadell *Norway only*
- Banco Safra *Brazil only*
- Bangkok Bank *Thailand only*
- Bank Albilad *Saudi Arabia only*
- Bank Austria *Austria only*
- Bank BTPN *Indonesia only*
- Bank Central Asia *Indonesia only*
- Bank Danamon *Indonesia only*
- Bank Hapoalim *Israel only*
- Bank Leumi *Israel only*
- Bank Negara *Indonesia only*
- Bank OCBC NISP *Indonesia only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Bank of America *USA only*
- Bank of Baroda *India only*
- Bank of China *China, Hong Kong and Singapore only*
- Bank of Greece *Greece only*
- Bank of Ireland *Ireland only*
- Bank of Montreal *Canada only*
- 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*
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- Bank Rakyat Indonesia *Indonesia only*
- Banka Creditas *Czech Republic only*
- Bankinter *Spain only*
- Banque Du Caire *Egypt only*
- Banque Misr *Egypt only*
- Banque Populaire *France only*
- Banque Saudi Fransi *Saudi Arabia only*
- BAWAG P.S.K. *Austria only*
- Bankwest *Australia only*
- Barclays *Select Markets only*
- BBVA *Select Markets only*
- BDO Unibank *Philippines only*
- Belfius *Belgium only*
- Bendigo Bank *Australia only*
- Beobank *Belgium only*
- BIDV *Vietnam only*
- BMPS *Italy only*
- BNP Paribas *Bulgaria, Belgium and France only*
- BPCE *France only*
- BPI *Philippines only*
- BRD - Groupe Societe Generale *Romania only*
- Caixa Econômica Federal *Brazil only*
- Caixa Geral de Depósitos *Portugal only*
- Caixabank *Spain only*
- Canadian Imperial Bank *Canada only*
- Canara Bank *India only*
- Capital One *USA only*
- Capitec *South Africa only*
- Cathay United Bank *Taiwan only*
- CCB (Central Cooperative Bank) *Bulgaria only*
- CEC Bank *Romania only*
- Česká spořitelna *Czech Republic only*
- China Construction Bank *China only*
- Chinatrust Commercial Bank *Taiwan only*
- CIB Bank *Hungary only*
- CIMB *Select Markets only*
- CIMB Niaga *Indonesia only*
- Citibank *Select Markets only*
- Commercial International Bank *Egypt only*
- Commerzbank *Germany only*
- Commonwealth Bank *Australia only*
- Cooperative Bank of Chania *Greece Only*
- Credit Agricole *France only*
- Crédit Industriel et Commercial *France only*
- Crédit Mutuel *France only*
- Credit Suisse *Select Markets only*
- Crelan *Belgium only*
- ČSOB (Ceskoslovenska Obchodni Banka) *Czech Republic only*
- Danske Bank *Denmark, Ireland only*
- DBS Bank *Select Markets only*
- De Volksbank *Netherlands only*
- Denizbank *Turkey only*
- Deutsche Bank *Germany only*
- DNB Bank *Norway only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- DSK Bank *Bulgaria only*
- Dubai Islamic Bank *UAE only*
- E. Sun Commercial Bank *Taiwan only*
- Eastwest Bank *Philippines only*
- EBS *Ireland only*
- Emirates NBD *UAE only*
- Epirus Bank *Greece Only*
- Erste Bank *Austria, Croatia, Hungary only*
- Eurobank *Greece only*
- Fibank *Bulgaria only*
- Fio banka *Czech Republic 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 BBVA *Turkey only*
- Gazprombank *Russia only*
- Grupo Financiero Inbursa *Mexico only*
- Halifax UK *UK only*
- Hana Bank *Indonesia & South Korea only*
- Hang Seng Bank *Hong Kong only*
- Haspa (Hamburger Sparkasse) *Germany only*
- HDFC Bank *India only*
- Hello banka *Czech Republic only*
- Hong Leong Bank *Malaysia only*
- Hrvatska poštanska banka *Croatia only*
- HSBC Select Markets *only*
- HYPO NOE *Austria only*
- ICBC *Argentina only*
- ICICI Bank *India only*
- Ikano Bank *Select markets only*
- IndusInd Bank *India Only*
- Industrial & Commercial Bank of China *China only*
- ING Bank *Select Markets 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*
- K&H Bank *Hungary only*
- Kasikornbank *Thailand only*
- KBC Bank *Belgium only*
- KBC/UBB/Raiffeisen bank *Bulgaria only*
- Kfw *Germany only*
- Komerční banka *Czech Republic 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*
- LCL *France only*
- Lloyds Bank *UK only*
- Malayan Banking Berhad (Maybank) *Malaysia and Singapore only*
- Maritime Commercial Joint Stock Bank (Maritime Bank) *Vietnam only*
- Mashreq Bank *UAE only*
- mBank *Czech Republic and Poland only*
- Mercantile Discount Bank *Israel only*
- Metrobank *Philippines only*
- Military Bank *Vietnam only*
- Mitsubishi UFJ *Japan only*
- Mizuho Financial Group *Japan only*
- MKB Bank *Hungary only*
- Moneta Money Bank *Czech Republic only*
- Morgan Stanley *USA only*
- National Australia Bank *Australia only*
- National Bank of Egypt *Egypt only*
- National Bank of Greece *Greece Only*
- Nationwide *UK only*
- Natwest *UK only*
- Nedbank *South Africa only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Nordea Bank AB
Denmark, Norway, Sweden only
- Nordjyske Bank
Denmark only
- Nova Hrvatska banka
Croatia only
- Novo Banco Portugal
only
- Nykredit Bank Denmark
only
- Openbank Spain
only
- Oberbank Austria
only
- OCBC Bank Singapore
only
- Optima Bank Greece
only
- OTP Bank Croatia and Hungary
only
- Permanent TSB Ireland
only
- Piraeus Bank Greece
only
- Ping An China
only
- PKO Bank Polski Poland
only
- PNB Philippines
only
- PNC USA
only
- PostBank Bulgaria
only
- Postbank Germany
only
- Postfinance Switzerland
only
- Privredna Banka (PBZ)
Croatia only
- Promsvyazbank Russia
only
- Public Bank Berhad
Malaysia only
- Punjab National Bank
India only
- QNB Turkey
only
- Rabobank Netherlands
only
- Raiffeisen Bank
Select markets only
- RAKBANK UAE
only
- Rand Merchant Bank
South Africa only
- Rappi Card Mexico
only
- RCBC Philippines
only
- RHB Bank Malaysia
only
- Riyadh Bank Saudi Arabia and UAE
only
- Royal Bank of Canada
Canada only
- Royal Bank of Scotland
UK only
- Saigon Commercial Bank (SCB) Vietnam
only
- Saigon-Hanoi Commercial Joint Stock Bank (SHB) Vietnam
only
- Santander Not Australia, Canada, Croatia, Egypt, India, Indonesia, Ireland, Malaysia, Netherlands, New Zealand, Philippines, Russia, Saudi Arabia, Singapore, South Africa, Sweden, Thailand, Turkey, UAE, Vietnam
- Saudi National Bank
Saudi Arabia only
- Sberbank Czech Republic and Russia
only
- Scotiabank Select Markets
only
- Security Bank Philippines
only
- Shinhan Bank Japan, South Korea, Vietnam
only
- Siam Commercial Bank
Thailand only
- Skandinaviska Enskilda Banken AB Sweden
only
- Societe Generale
France only
- Spar Nord Bank
Denmark only
- Standard Bank South Africa
only
- Standard Chartered
Singapore and UAE only
- Saudi British Bank Saudi Arabia
only
- Saudi Investment Bank
Saudi Arabia only
- SBanken Norway
only
- SpareBank 1 SMN
Norway only
- SpareBank 1 SR-Bank
Norway only
- State Bank of India (SBI)
India only
- Storebrand Bank ASA
Norway only
- Sumitomo Mitsui Japan
only
- Suncorp Australia
only
- Sydbank Denmark
only
- Svenska Handelsbanken AB
Sweden only
- Swedbank AB Sweden
only
- Taipei Fubon Commercial Bank
Taiwan only
- Taishin Taiwan
only
- Takarékk Bank Hungary
only
- TD Bank Canada
only
- Techcombank Vietnam
only
- TMBThanachart Bank
Thailand only
- TSB UK
only

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Türk Ekonomi Bankası (TEB) *Turkey only*
- Türkiye İş Bankası *Turkey only*
- UBS *Switzerland only*
- Ulster Bank *Ireland only*
- Unicaja Banco *Spain only*
- UniCredit *Select markets only*
- Union Bank *China only*
- Union Bank of India (UBI) *India only*
- UnionBank *Philippines only*
- United Overseas Bank *Singapore only*
- VakifBank *Turkey only*
- Vietcombank *Vietnam only*
- VietinBank *Vietnam only*
- Volksbank *Germany 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 *Philippines, South Korea, Vietnam only*
- Zagrebačka Banka *Croatia only*
- Yapı Kredi *Turkey only*
- Ziraat Bankasi *Turkey only*
- Zurich Cantonal Bank (ZKB) *Switzerland only*

Household & Family Composition

Household Living Arrangement*

What best describes your current living situation?

- My partner / spouse
- My child(ren)
- My parent(s)
- 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

Number of Children*

How many children do you have?

- 0
- 1
- 2
- 3+

Age of Children*

How old are your children?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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

Pets in Household*

Does your household have pets?

- Cats
- Dogs
- Other Pets
- I don't have any pets

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Attitudes & Interests

Attitudes

Attitudes: Brand Relationships*

Which of the following do you feel describes you?

- 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?

Describes me / Neutral / Does not describe me

- 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?

Stay the same / Get Better / Get worse

- The economy of the country where you live
- Your personal finances
- The environment

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Attitudes: Self Perceptions*

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 consider myself an opinion leader
- 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
- I prefer thinking about the past, rather than the future

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 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Attitudes: Emerging Technology*

Which of these technologies are you excited about?

- Artificial Intelligence
- Augmented Reality (AR)
- Blockchain (e.g. cryptocurrency)
- The Internet of Things (IoT) (e.g. smart home products)
- Metaverse
- Personalized Medicine
- Robotics
- Virtual Reality (VR)
- None of these

Attitudes: Brand & Product Preferences*

Typically, which of the following would you rather do?

Ownership vs Access

- Own a product / service

In-store vs Online

- Shop online

Cash vs Card

- Pay in cash

Products vs Experiences

- Spend more money on an experience

Familiarity vs Price

- Pay more for a brand you know

Full Price vs Sale

- Buy a product now at full price

Big vs Local Retailers

- Buy from big retailers

Eco-Friendly vs Price

- Pay more for an eco friendly product

Data Privacy vs Price

- Exchange your personal data for free services

Save Up vs Sacrifice Spending

- Save up and wait to buy a product

- Pay to access a product /service

- Shop in-store

- Pay without using cash

- Spend money on a new product

- Pay less for a cheaper own-brand product

- Wait for a product to be on sale

- Buy from local / independent retailers

- Pay less for a non eco friendly version

- Keep your personal data and pay for services

- Sacrifice other spending to buy a product sooner

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Interests

Personal Interests*

Which of these things are you interested in?

- Adventure / extreme sports
- Beauty / cosmetics
- Books / literature
- Board Games
- Business
- Cars / motoring
- Celebrity news / gossip
- Charities / volunteering
- Computers / coding
- Cooking
- Dance (ballet, street dance, salsa etc)
- DIY / home improvements
- Eating out
- Economy / finance
- Entrepreneurship
- Environmental issues
- E-sports
- Fantasy Sports
- Fashion
- Films / cinema
- Fine art
- Fitness & exercise
- Food & drink
- Gadgets
- Gambling
- Gaming
- Gardening
- Handicrafts
- Health foods / drinks
- History
- Investments
- Live events (e.g. music festivals)
- Local issues
- Museums / galleries
- Music
- News / current affairs
- Nutrition
- Outdoor activities (e.g. camping, hiking)
- 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

Personal Interests Segmentation*

Segmentation based on the answers given to Personal Interests. Full information can be found in the segmentation document.

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Sport & Exercise

Sports Played/Viewed

Sports & Sporting Activities*

Which of these sports / sporting activities do you follow, watch or have any interest in?

Follow

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

Which of these sporting activities do you take part in?

Play / Take Part In

- American football *USA only*
- Badminton *Select Markets only*
- Baseball / Softball
Select Markets only
- Basketball *Select Markets only*
- Boxing *Select Markets only*
- Cricket *Select Markets only*
- Cycling
- Dance and exercise classes (e.g. ballet, spinning, yoga) *Select Markets only*
- Football / soccer *Select Markets only*
- Gaelic football *Ireland only*
- Gaelic hurling *Ireland only*
- Golf *Select Markets only*
- Gymnastics *Select Markets only*
- Gym workout / crossfit
- Horse-racing / equestrian *Select Markets only*
- Ice hockey *Canada, Czech Republic, Russia only*
- Martial arts *Select Markets only*
- Motor sports *Select Markets only*
- Netball *Select Markets only*

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- Rugby *Morocco, New Zealand, South Africa only*
- Running / jogging
- Skateboarding *Select Markets only*
- Snooker / pool *Brazil, China, UK only*
- Swimming / diving
- Table tennis *Select Markets only*
- Tennis
- Volleyball *Select Markets only*
- Winter sports (e.g. skiing) *Select Markets only*
- None of these

Sporting Events & Leagues*

Which of these sporting events / leagues do you follow, watch or have any interest in?

Which of these do you watch live coverage of on a TV channel?

Which of these do you watch live coverage of using a streaming service, app or online player?

Which of these do you watch highlights of, or more actively follow news about?

Follow / Interested in, Watch live on a TV channel, Watch live on a Streaming service, Watch highlight / Follows news

- 1.divisjon / OBOS-ligaen (Norway Only)
- A-League Men
- AFC Asian Cup
- AFC Champions League
- AFL
- Africa Cup of Nations
- Allsvenskan
- Aquatics World Championships
- ATP Tour
- Australian Open
- Austrian Football Bundesliga
- Basketball World Cup
- Belgian Pro League
- Botola Pro
- Bundesliga
- 2. Bundesliga
- BWF World Tour
- CAF Champions League
- Campeonato AFP PlanVital
- Campeonato Brasileiro Serie A
- Campeonato Nacional de Rodeo chileno
- Canadian Football League
- Chinese Basketball Association
- Chinese Professional Baseball League
- Chinese Super League / CSL
- CONCACAF Champions League
- CONCACAF Gold Cup
- Copa America
- Copa Libertadores
- Cricket World Cup / World Twenty20
- Croatian Football League - HNL
- Currie Cup
- Danish Superliga
- Efbet League (BG National League)
- Egyptian Premier League
- Ekstraklasa
- Eliteserien
- English Football League
- English Premier League
- Eredivisie
- EuroLeague Basketball
- European Handball Champions League
- European Tour
- FIFA Club World Cup
- FIFA Football World Cup (Men's)
- FIFA Football World Cup (Women's)
- FIS Skiing World Cup
- Formula 1
- Formula E
- Fortuna Národní Liga
- French Open
- GAA
- Ghana Premier League
- Giro d'Italia

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Golf Majors
- Greek A1 Basketball League
- Hong Kong Premier League
- ICF Canoe Sprint World Championships
- Indian Super League
- International Cricket
- IPL
- Israeli Premier League
- J1 League
- r / Categoría Primera A
- Liga I
- Liga Mexicana de Béisbol
- Liga MX
- Liga Nacional de Básquet
- Ligat HaAl
- Ligue 1
- LPGA Tour
- Major League Soccer / MLS
- Malaysia Hockey League
- Malaysia Super League
- Men's Volleyball Thailand League
- MLB
- Morocco Royal Tour
- MotoGP
- NASCAR
- National Women's Soccer League
- NBA
- NFL
- NHL
- Nigeria Professional Football League
- Nippon Professional Baseball
- ONE Championship (Martial Arts)
- OTP Bank Liga
- PGA Tour
- Philippine Basketball Association
- Philippines Football League
- Primeira Liga
- Professional Boxing
- Rhythmic Gymnastics World Championships
- Rugby World Cup
- Russian Premier League
- Ryder Cup
- Saudi Professional League
- K League 1
- KBO League
- Kenyan Premier League
- LaLiga
- League of Ireland Premier Division
- Liga 1
- Liga Bola Basket Indonesia
- Liga Dimayo
- Serie A
- Singapore Premier League
- Six Nations Rugby
- South African Premier Division
- Summer Olympics / Paralympics
- Super League Greece 1
- Süper Lig
- Super Rugby Pacific
- Superliga
- Superliga Brasileira de Voleibol
- Swiss Super League
- Taiwan Football Premier League
- Thai League 1
- Tour de France
- UAE Pro League
- UEFA Champions League
- UEFA Conference League
- UEFA Europa League
- UEFA EUROs European Championships (Men's)
- UEFA EUROs European Championships (Women's)
- UEFA Nations League
- UEFA Women's Champions League
- UFC
- US Open (Tennis)
- V.League 1
- Vuelta a Espana
- Wimbledon
- Winter Olympics / Paralympics
- WNBA
- World Athletics Championship
- World Handball Championship
- World Marathon Majors
- World Rally Championship

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- World Table Tennis Championships
- WTA Tour
- WWE

Number of Sports Events / Leagues Followed*

Based on their responses to the Sporting Events and Leagues question, respondents are automatically assigned to one of these groups.

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

Sports Event Interest*

How interested are you in these events? / Which of these events have you heard of?

Unaware, Aware, not interested, a little interested, somewhat interested, very interested

- Bundesliga
- English Premier League
- LaLiga
- Ligue 1
- Major League Soccer / MLS
- Serie A
- UEFA Champions League
- NBA
- EuroLeague Basketball *Select Markets only*
- NFL
- MLB
- NHL
- ATP / WTA Tennis Tours
- ONE Championship (Martial Arts)
- UFC
- WWE
- IPL *Select Markets only*
- Tour de France

Sports Teams

Sports Teams: European Football / Soccer**

Do you support, follow or have an interest in any of these European football /soccer clubs?

Support as a Main Club, Support as a Secondary Club, Have Interest In, Any Support / Interest

- 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
- Inter Milan
- Juventus
- Leicester City
- Liverpool
- Manchester City
- Manchester United
- Newcastle United
- Olympique de

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Marseille
- Paris Saint-Germain
- Real Madrid
- Sevilla FC
- S.L. Benfica
- S.S.C. Napoli
- Southampton FC
- Tottenham Hotspur
- Valencia
- West Ham
- 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)?

- 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
- 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)?

- 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

Sports Brands

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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
- Castore
- Champion
- Columbia
- Converse
- Diadora
- FILA
- Gymshark
- Hummel
- Jordan (inc. Air Jordan)
- Kappa
- Lotto
- Lululemon
- Mizuno
- New Balance
- Nike
- Oakley
- On (On Running)
- Patagonia
- Puma
- Reebok
- Saucony
- Skechers
- Speedo
- Supreme
- The North Face
- Under Armour
- Vans
- Wilson

Argentina

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- Mammut
- New Era
- Peak
- Umbro
- Yonex

Australia

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- New Era
- Peak
- Sail Racing
- Umbro
- Yonex

Austria

- Athleta (Gap)
- Atomic Skis
- Blizzard Sport
- Brooks
- Fabletics
- Fischer Sports
- Hi-Tec
- Kneissl
- Le Coq Sportif
- Mammut
- New Era
- Peak
- Umbro
- Yonex

Belgium

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- Mammut
- New Era
- Patrick
- Peak
- Umbro
- Yonex

Brazil

- Athleta (Gap)
- Brooks
- CCM

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- Fabletics
- Hi-Tec
- Lauf

- New Era
- Olympikus
- Oxer

- Peak
- Umbro
- Yonex

Bulgaria

- Athleta (Gap)
- Brooks
- Diel
- Fabletics

- Flair
- Hi-Tec
- New Era
- Peak

- Runners
- Tashev
- Umbro

Canada

- Athleta (Gap)
- Brooks
- Fabletics
- Helly Hansen

- Hi-Tec
- New Era
- Peak
- Sail Racing

- Umbro
- Yonex

Chile

- Amundsen
- Athleta (Gap)
- Botas
- Brooks
- Fabletics
- Hannah

- Hi-Tec
- Lippi
- Loap
- Mammut
- New Era
- Nordblanc

- Peak
- Salomon
- Umbro
- Yonex

China

- 361°
- Anta
- Athleta (Gap)
- Brooks
- Erke
- Fabletics

- Feiyue
- Hi-Tec
- Li Ning
- Mammut
- New Era
- North Face

- Onitsuka Tiger
- Peak
- Salomon
- Xtep
- Yonex

Croatia

- Brooks
- Peak

Colombia

- Athleta (Gap)
- Brooks
- Fabletics

- Hi-Tec
- New Era
- Peak

- Yonex

Czech Republic

- Alpine Pro

- Athleta (Gap)

- Botas

- Brooks
- Fabletics
- Hi-Tec
- Hannah

- Loap
- New Era
- Nordblanc
- Peak

- Salomon
- Umbro
- Yone

Denmark

- Arc`Teryx
- Athleta (Gap)
- Brooks
- Fabletics

- Hi-Tec
- Mammut
- New Era
- Peak

- Salomon
- Umbro
- Yonex

Egypt

- Athleta (Gap)
- Brooks
- Erke
- Fabletics

- Gym Apparel
- Hi-Tec
- New Era
- Peak

- Umbro
- Yonex

France

- Arc`Teryx
- Athleta (Gap)
- Brooks
- Fabletics
- Helly Hansen

- Hoka
- Le Coq Sportif
- Mammut
- New Era
- North Sails

- Salomon
- Umbro
- Yonex

Germany

- Arc`Teryx
- Athleta (Gap)
- Bergans
- Brooks
- Ellesse
- Fabletics
- Hi-Tec

- Jako
- Helly Hansen
- Hoka
- Mammut
- New Era
- North Sails
- Reusch

- Salomon
- Uhlsport
- Umbro
- Vökl
- Yonex

Greece

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec

- Mammut
- New Era
- Peak

- Yonex

Hong Kong

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec

- K.Swiss
- Le Coq Sportif
- New Era

- Onitsuka Tiger
- Peak
- Umbro

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Yonex

Hungary

- Athleta (Gap)
- Brooks
- Peak
- Tisza
- Umbro
- Yonex

India

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- HRX
- New Era
- Nivia
- Peak
- Proline
- Seven
- Sparx
- Umbro
- Yepme
- Yonex

Indonesia

- Athleta (Gap)
- Airwalk
- Brooks
- Eagle
- Erke
- Fabletics
- Hi-Tec
- League
- Mundo
- New Era
- North Face
- Peak
- Piero
- Speed
- Umbro
- Yonex

Ireland

- Athleta (Gap)
- Brooks
- Ellesse
- Fabletics
- Hi-Tec
- Mammut
- New Era
- North Face
- Peak
- Umbro
- Yonex

Israel

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- New Era
- Peak
- Yonex

Italy

- Athleta (Gap)
- Brooks
- Ellesse
- Fabletics
- Helly Hansen
- Hi-Tec
- Hoka
- Legea
- Mammut
- New Era
- North Sails
- Umbro
- Yonex

Japan

- Athleta (Gap)
- Brooks
- Descente
- Ellesse
- Fabletics
- Hi-Tec
- Mammut
- New Era
- Onitsuka
- Peak
- Tiger
- Umbro

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Yonex

Malaysia

- | | | |
|-----------------|-------------|---------|
| ● Athleta (Gap) | ● Fabletics | ● Peak |
| ● Brooks | ● Hi-Tec | ● Umbro |
| ● Erke | ● New Era | ● Yonex |

Mexico

- | | | |
|-----------------|-------------|---------|
| ● Athleta (Gap) | ● Fabletics | ● Peak |
| ● Brooks | ● Hi-Tec | ● Yonex |
| ● Desigual | ● New Era | |

Netherlands

- | | | |
|-----------------|-----------------|-----------|
| ● Athleta (Gap) | ● Mammut | ● Salomon |
| ● Brooks | ● New Era | ● Umbro |
| ● Fabletics | ● Peak | ● Yonex |
| ● Hi-Tec | ● Q1905 (Quick) | |

New Zealand

- | | | |
|-----------------|-------------|---------|
| ● Athleta (Gap) | ● Hi-Tec | ● Peak |
| ● Brooks | ● Kathmandu | ● Umbro |
| ● Fabletics | ● New Era | ● Yonex |

Norway

- | | | |
|-----------------|----------------|---------------|
| ● Arc`Teryx | ● Helly Hansen | ● Norrøna |
| ● Athleta (Gap) | ● Henri Lloyd | ● Peak |
| ● Bergans | ● Hi-Tec | ● Regatta |
| ● Berghaus | ● KJUS | ● Sail Racing |
| ● Brooks | ● Mammut | ● Salomon |
| ● Didriksons | ● Marmot | |
| ● Hagfløfs | ● New Era | |

Philippines

- | | | |
|-----------------|--------------|-----------------|
| ● Athleta (Gap) | ● Hi-Tec | ● Umbro |
| ● Brooks | ● New Era | ● World Balance |
| ● Erke | ● North Face | ● Yonex |
| ● Fabletics | ● Peak | |

Poland

- | | | |
|-----------------|-----------|---------|
| ● Athleta (Gap) | ● Hi-Tec | ● Umbro |
| ● Brooks | ● Mammut | ● Yonex |
| ● 4f | ● New Era | |
| ● Fabletics | ● Peak | |

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Portugal

- Athleta (Gap)
- Brooks
- Ellesse
- Fabletics
- Hi-Tec
- Mammut
- New Era
- Peak
- Umbro
- Yonex

Romania

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- Mammut
- New Era
- Peak
- Umbro
- Yonex

Russia

- Athleta (Gap)
- Brooks
- Demix
- Fabletics
- Hi-Tec
- Joma
- Mammut
- New Era
- Peak
- Speedo
- Umbro
- Yonex

Saudi Arabia

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

Singapore

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

South Africa

- Athleta (Gap)
- Brooks
- Fabletics
- Grays
- Hi-Tec
- Hurley
- Maxed
- New Era
- Peak
- Rip Curl
- Umbro
- Yonex

South Korea

- Athleta (Gap)
- Brooks
- Ellesse
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

Spain

- Arc`Teryx
- Athleta (Gap)
- Didriksons
- Ellesse
- Fabletics
- Helly Hansen
- Hi-Tec
- Mammut
- New Era
- North Sails
- Peak
- Salomon
- Umbro
- Yonex

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Sweden

- Athleta (Gap)
- Bergans
- Brooks
- Craft of Scandinavia
- Didriksons
- Fabletics
- Hagflöfs
- Helly Hansen
- Hi-Tec
- Mammut
- New Era
- Peak
- SalmingSports
- Salomon
- Umbro
- Yonex

Switzerland

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- KJUS
- Le Coq Sportif
- Mammut
- New Era
- Peak
- Sail Racing
- Umbro
- Yonex

Taiwan

- Athleta (Gap)
- Brooks
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

Thailand

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

Turkey

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- Lescon
- Mammut
- New Era
- Peak
- Umbro
- Yonex

UAE

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

UK

- Arc`Teryx
- Athleta (Gap)
- Bergans
- Berghaus
- Brooks
- Ellesse
- Fabletics
- Helly Hansen
- Hi-Tec
- Hoka
- Le Coq Sportif
- Mammut
- New Era
- North Sails
- Regatta
- Salomon
- Umbro
- Yonex

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USA

- Arc`Teryx
- Athleta (Gap)
- ARIAT
- Berghaus
- Brooks
- Clothing
- Fabletics
- Helly Hansen
- Hi-Tec
- Mammut
- Marmot
- New Era
- North Sails
- Peak
- Sergio Tacchini
- Starter
- Umbro
- Yonex

Vietnam

- Athleta (Gap)
- Brooks
- Erke
- Fabletics
- Hi-Tec
- New Era
- Peak
- Umbro
- Yonex

Lifestyle

Lifestyle Segmentation

Respondents are classified as Regular, Semi-Regular, Occasional or Non-Engagers across each of the lifestyle activities. The definitions for each activity are the same and can be found in the segmentation document.

Lifestyle Indicators

On average, how often would you say you do the following things?

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More than once a week, At least once a week, At least once every 2 weeks, At least once a month, Less often, Never

- 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

Socio Economic Segmentation

Respondents are classified as belonging to one of five socio economic segments based on their answers to a range of questions relating to their lifestyles, professional lives and personal circumstances. The definitions and technical specifications of this can be found in the segmentation document.

Food & Drink

Alcohol: Beer (i.e. Lager, Ale)**

When did you last drink these alcohol brands?

Drunk in Last Month, Drunk in Last Year, Have Not Drunk

- 333 Beer *Vietnam only*
- 5th Element *Croatia only*
- ABC Stout *Singapore only*
- Åbro *Sweden only*
- Affligem *Spain only*
- Aguila *Colombia only*
- Albacher *Romania only*
- Alhambra *Spain only*
- Alpha *Greece only*
- Ambar *Spain only*
- Amstel Select Markets *only*
- Anchor *Malaysia, Singapore only*
- Andina *Colombia only*
- Anker Bir *Indonesia only*
- Antarctica *Brazil only*
- Asahi Select Markets *only*
- Baltika *Russia, Spain only*
- Barrilito *Mexico only*
- Bavaria Select Markets *only*
- Beck's Select Markets *only*
- Bergenbier *Romania only*
- Bernard *Bulgaria, Czech Republic only*
- Bieckert *Argentina only*
- Bintang *Indonesia only*
- Bios 5 *Greece only*
- BIRA *India only*
- Birell *Czech Republic only*
- Bitburger *Germany only*
- Blue Girl *China, Hong Kong, Taiwan only*
- Bohemia *Brazil only*
- Bomonti *Turkey only*
- Borg *Norway only*
- Brahma Select Markets *only*
- Brand *Netherlands only*
- Brewdog *Japan and UK only*
- Buckler *Spain only*
- Budějovický Budvar *Czech Republic only*
- Bud Light Select Markets *only*
- Budweiser
- Cafri *South Korea only*
- Carling Black Label *South Africa only*
- Carling *Canada, UK only*
- Carlsberg Select Markets *only*
- Carlton (e.g. Draught, Dry, Cold, Mid) *Australia only*
- Carta Blanca *Mexico only*
- Cass *South Korea only*
- Castle *South Africa only*
- Castle Lite *South Africa only*
- Ceres *Denmark, Italy only*
- Cergal *Portugal only*
- Chang *Thailand only*
- Chopfab *Switzerland only*
- Ciuc *Romania only*
- Ciucas *Romania only*
- Club Colombia *Colombia only*
- Colorado *Brazil only*
- Cooper's *Australia only*

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- Coors Light *Select Markets only*
- Corona
- Costena *Colombia only*
- Cristal *Select Markets only*
- Crown *Australia only*
- Cruzcampo *Spain only*
- Crystal *Brazil only*
- Desperados *Belgium, Czech Republic, 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, Greece only*
- Estrella Damm *Spain, UK only*
- Estrella Galicia *Spain only*
- Eza *Greece only*
- Falcon *Sweden only*
- Federbrau *Thailand only*
- Feldschlösschen *Switzerland only*
- Fem Komma Tvåan *Sweden only*
- Fix *Greece only*
- Foster's *Select Markets only*
- Gambrinus *Czech Republic only*
- Golden Brau *Romania only*
- Golden Eagle *India only*
- Goldstar *Israel only*
- Gösser *Austria, Hungary, Russia only*
- Great Northern *Australia only*
- Grimbergen *Belgium, France only*
- Grolsch *Australia, New Zealand, Netherlands, UK, US*
- Guinness
- Hanmac *South Korea only*
- Hanoi Beer *Vietnam only*
- Hansa *Norway, South Africa only*
- Harbin *China only*
- Harp *Ireland only*
- Hasseröder *Germany only*
- Haywards *India only*
- Heineken
- Hertog Jan *Netherlands only*
- Hite *South Korea only*
- Hoegaarden *Select Markets only*
- Holba *Czech Republic only*
- Holsten *Romania only*
- Hop House 13 *Ireland, UK only*
- Hunter's *South Africa only*
- Ichnusa *Italy only*
- Imperial *Select Markets only*
- Isenbeck *Argentina only*
- Itaipava *Brazil only*
- James Boag's *Australia only*
- John Smith's *UK only*
- Jupiler *Belgium, Netherlands Only*
- Kaiser *Greece only*
- Kalyani *India only*
- Karlovačko *Croatia only*
- Kingfisher *India, Singapore Only*
- Kirin Ichiban *Japan only*
- Klinskoe *Russia only*
- Kloud *South Korea only*
- Knock Out *India only*
- Kozel *Select Markets only*
- Krombacher *Germany only*
- Kronenbourg *Select Markets only*
- Krušovice *Czech Republic, Russia only*
- Kung *Sweden only*
- Labatt *Canada only*
- Larue Beer *Vietnam only*
- Lech *Poland only*
- Leffe *Select Markets only*
- Leo Beer *Singapore, Thailand only*
- Lion *New Zealand only*
- Lucky Lager *Canada only*
- Maccabee *Israel Only*
- Maes Pils *Belgium only*
- Mahou *Spain only*
- Mamos *Greece only*
- Mariestads *Sweden only*
- Marina *Portugal only*
- Max *South Korea only*
- Michelob *Colombia, USA only*
- Miller *Select Markets only*
- Miller Light *Canada, USA only*
- Mixta *Spain only*
- Modelo Especial *Mexico, USA only*
- Molson *Canada, Ireland only*
- Moretti *Select Markets only*
- Mythos *Greece only*
- Negra Modelo *Mexico, USA only*
- Neumarkt *Romania only*
- Noroc *Romania only*
- Nova Schin *Brazil only*
- OB Golden *South Korea only*
- Oettinger *Germany only*
- Okocim *Poland only*
- Orion *Select Markets only*
- Ostravar *Czech Republic only*
- Ottakringer *Austria only*
- Ožujsko *Croatia only*
- Pacifico *Mexico only*
- Palermo *Argentina only*
- Patagonia *Argentina only*
- Paulaner *Germany only*
- Pelforth *France only*
- Perla *Poland only*
- Peroni *Australia, Italy, Singapore, UK*
- Pilsen *Colombia only*
- Pils Hellas *Greece only*

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- Pilsner Urquell *Czech Republic only*
- Pirisko *Bulgaria only*
- Poker *Colombia only*
- Primátor *Czech Republic only*
- Pripps *Sweden only*
- Pure Blonde *Australia only*
- Quilmes *Argentina only*
- Quöllfrisch *Switzerland only*
- Radeberger *Germany only*
- Radegast *Czech Republic only*
- Red Horse *Philippines only*
- Redd's *South Africa only*
- Ringnes *Norway only*
- Royal *Denmark only*
- Sagres *Portugal only*
- Saigon Beer *Vietnam only*
- Salta *Argentina only*
- San Miguel *Select Markets only*
- Sapporo *Select Markets only*
- Schneider *Argentina only*
- Sedrin *China only*
- Silva *Romania only*
- Singha *Singapore, Thailand only*
- Skol *Brazil, Hong Kong, Romania only*
- Småland *Sweden only*
- Snow *China only*
- Sofiero *Sweden only*
- Sol *Argentina, Mexico, South Africa only*
- Spar Pilsner *Denmark only*
- Spaten *Russia only*
- Speight's *New Zealand only*
- Starobrno *Bulgaria, Czech Republic only*
- Staro Češko *Croatia only*
- Staropramen *Select Markets only*
- Steinlager *New Zealand only*
- Svijany *Czech Republic only*
- Stella Artois
- Stiegl *Austria only*
- Stockholm *Sweden only*
- Suntory *Japan only*
- Super Bock *Portugal only*
- Superior *Mexico only*
- Taiwan Beer *Taiwan, Singapore*
- Tecate *Mexico, Colombia*
- Terra *South Korea only*
- Tropical *Spain only*
- Truc Bach Beer *Vietnam only*
- 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 *Select Markets only*
- Tui *New Zealand only*
- Tyskie *Poland only*
- UB Export *India only*
- Ursus *Romania only*
- Van Pur *Poland only*
- Velebitsko *Croatia only*
- Veltins *Germany only*
- Vergina *Greece only*
- Victoria Bitter *Australia only*
- Victoria *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 *Bulgaria, Russia only*
- Zipfer *Austria only*
- Zubr *Poland only*
- Zywiec *Poland only*
- Zhta *Greece only*
- Zlatopramen *Czech Republic only*
- Zlatý bažant *Czech Republic only*
- None of these

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, Indonesia, Malaysia and Thailand and 20+ in Japan and South Korea)

Alcohol: Cider**

When did you last drink these alcohol brands?

Drunk in Last Month, Drunk in Last Year, Have Not Drunk

- Angry Orchard *USA only*
- Aspell *Select Markets only*
- Brothers *Select Markets only*
- Bulmers *Select Markets only*
- Carling *Hungary only*
- Dan Kellys Cider *Ireland only*
- Edel *Norway only*
- Frisco *Czech Republic only*
- Grevens Cider *Norway only*
- Kingswood *Czech Republic only*

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- Kopparberg *Select Markets only*
- Magners *Select Markets only*
- Orchard Thieves *Select Markets only*
- Rekorderlig *Select Markets only*
- Rockshore *Ireland only*
- Savanna Dry *South Africa, UK only*
- Somersby *Select Markets only*
- Stella Artois Cidre *Select Markets only*
- Stibitzer *Austria only*
- Strongbow *Select Markets only*
- Thatchers *Australia, UK, USA only*
- Woodchuck *USA only*

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, Indonesia, Malaysia and Thailand and 20+ in Japan and South Korea)

Alcohol: Spirits**

When did you last drink these alcohol brands?

Drunk in Last Month, Drunk in Last Year, Have Not Drunk

Baijiu *China only*

- Maotai
- Shui Jing Fang
- Wuliangye

Brandy / Cognac

- Camus
- Courvoisier
- Dreher *Select Markets only*
- Emperador *Select Markets only*
- Gatsios *Greece only*
- Hennessy
- Klipdrift *South Africa only*
- Martell
- Meridian *Thailand only*
- Metaxa *Bulgaria, Croatia, Greece only*
- McDowell's No.1 Brandy *Select Markets only*
- Napoleon *Bulgaria only*
- Napoleon Ambassador *Czech Republic only*
- Old Admiral Brandy *Select Markets only*
- Old Kenigsberg *Russia only*
- Paul Masson *Select Markets Only*
- Pilska *Bulgaria only*
- Regency *Thailand only*

- Richelieu *South Africa only*
- Rémy Martin
- Stock 84 *Croatia, Czech Republic and Italy only*
- Tyrnavou *Greece only*
- Tsipouro Dekaraki *Greece Only*
- Tsililis *Greece Only*
- Wellington *South Africa only*
- Zrinski *Croatia only*

Liqueurs

- Aguardiente Antioqueño *Colombia only*
- Aguardiente Nectar *Colombia only*
- Amaro Lucano *Italy only*
- Amarula *Select Markets only*
- Aperol *Select Markets only*
- Bailey's
- Becherovka *Croatia, Czech Republic only*
- Campari *Select Markets only*
- Cinzano *Czech Republic only*
- Cointreau *Select Markets only*
- Jägermeister *Select Markets only*
- Kahlua *Select Markets only*

- Karnobatska *Bulgaria only*
- Limoncetta di Sorrento *Italy only*
- Limoncè *Italy only*
- Lucano Limoncello *Italy only*
- Lysholm Linie Aquavit *Norway only*
- Malibu
- Ouzo Plomariou *Bulgaria, Greece only*
- Ouzo Tyrnavou *Greece only*
- Palinka *Hungary only*
- Pelinkovac Antique *Croatia only*
- Pelinkovac Badel 1862 *Croatia only*
- Peshterska *Bulgaria only*
- Pisco Alto del Carmen *Chile only*
- Pisco Capel *Chile only*
- Pisco Mistral *Chile only*
- Pitsaldi *Greece only*
- Stará myslivecká *Czech Republic only*
- Stock - Božkov *Czech Republic only*
- Stock - Fernet Stock *Czech Republic only*
- Stock - Magister *Czech Republic only*

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- Tatratea *Czech Republic only*
- Unicum *Hungary only*
- Varvagianni *Greece only*
- Yeni Raki *Turkey only*

Rum

- Appleton Jamaica Rum
- Bacardi
- Barcelo *Select Markets only*
- Božkov *Republica Czech Republic only*
- Božkov Tuzemský *Czech Republic only*
- Bundaberg *Australia only*
- Cacique *Select Markets only*
- Captain Morgan
- Contessa *Select Markets only*
- Diplomatico *Czech Republic only*
- Havana Club
- Heffron *Czech Republic only*
- Key *Czech Republic only*
- Kraken *Select Markets only*
- Legendario *Czech Republic only*
- McDowell's No.1 Celebration *Select Markets only*
- Negrita *France, Spain, UK only*
- Mount Gay
- Old Monk *India only*
- Old Port Rum *India only*
- Pampero *Czech Republic only*
- Professore *Czech Republic only*
- Sailor Jerry *Select Markets only*
- Ron Medellin *Select Markets only*
- Tanduay *Select Markets only*

- Tuzemák Fruko Schulz Jindřichův Hradec *Czech Republic only*
- Zacapa *Croatia, Czech Republic only*

Gin

- Bareksten *Norway only*
- Beefeater
- Bombay Sapphire
- Bulldog
- Citadelle *Select Markets only*
- Dynybyl *Czech Republic only*
- Gin Mare *Select Markets only*
- G.S.M. Blue *Philippines only*
- Gordon's
- Hendrick's
- Inverroche *South Africa only*
- Kalumba *Hungary only*
- Kantal *Chile only*
- Larios *Spain only*
- Monkey 47
- Old Pilot's Gin *Croatia only*
- Plymouth
- Roku *Japan, UK and USA only*
- Sax Gin *Croatia only*
- Savoy *Bulgaria only*
- Seagram's
- Sipsmith *Select Markets only*
- Tanqueray

Tequila

- 1800
- 818
- 7 Leguas *Mexico only*
- Cabeza *Select Markets only*
- Casamigos
- Cazadores
- Cimarron *Select Markets only*
- Don Julio
- El Jimador
- Espolon *Select Markets only*

- Fortaleza *Select Markets only*
- Herradura
- Hornitos
- Jose Cuervo
- Maestro Dobel Tequila *Select Markets only*
- Oilava *Greece Only*
- Olmeca Altos
- Patron
- Sauza
- Tapatio
- Teremana
- Tres Generaciones *Mexico, USA Only*

Whisky / Whiskey

- 100 Pipers *India, Thailand only*
- Alberta Premium *USA only*
- Ballantine's *Select Markets only*
- Balvenie *Taiwan only*
- Bells *Select Markets only*
- Black and White
- Black Velvet *Select Markets only*
- Blender Pride *India only*
- Buchanan *Select Markets only*
- Bulleit *Select Markets only*
- Bushmills *Select Markets only*
- Canadian Club *Select Markets only*
- Chita *Japan only*
- Chivas Regal
- Connemara *Ireland only*
- Crown Royal *Select Markets only*
- Dewar's *Select Markets only*
- Evan Williams *USA only*
- Forty Creek *Canada only*
- Glenfiddich *Select Markets only*

- Glenlivet *Select Markets only*
- Glenmorangie *Select Markets only*
- Grace O'Malley *Select Markets only*
- Grant's *Select Markets only*
- Hakushu *Japan only*
- Hibiki *Select Markets only*
- Imperial Blue *India only*
- J&B *Select Markets only*
- Jack Daniel's
- Jameson *Select Markets only*
- Jim Beam *Select Markets only*
- Johnnie Walker
- Kilbeggan *Ireland only*
- Knob Creek *Canada and USA only*
- Label 5 *Select Markets only*
- Laphroaig *Select Markets only*
- Macallan
- Maker's Mark *Select Markets only*
- McDowell's No.1 Whisky *India only*
- Monkey Shoulder
- Nikka *Croatia, Japan only*
- Officer's Choice *India only*
- Old Pulteney *Sweden only*
- Old Parr *Select Markets only*
- Printer's *Czech Republic only*
- Proper 12 *Select Markets only*
- Royal Challenge *India only*
- Royal Salute *Select Markets only*
- Royal Stag *India only*
- Scottish Leader *South Africa, Taiwan only*

- Sexton *Select Markets only*
- Singleton *Select Markets only*
- Suntory Kakubin *Select Markets only*
- Talisker *Croatia, UK only*
- Teacher's *Select Markets*
- The Famous Grouse *Select Markets only*
- Toki *USA only*
- Topi Miring Whiskey *Indonesia only*
- Tullamore Dew *Select Markets only*
- William Lawson's *Select Markets only*
- William Peel *France and Poland only*
- Woodford Reserve
- Yamazaki *Select Markets only*

Vodka

- Absolut
- Amundsen *Czech Republic only*
- Belenkaya *Russia only*
- Belvedere *Not Russia*
- Blend 42 *Czech Republic only*
- Božkov Vodka *Czech Republic only*
- Božkov Republica Vodka *Czech Republic only*
- Cîroc
- Crystal Head *Brazil only*

- Dworker *Norway, Sweden only*
- Eristoff *Select Markets only*
- Finlandia *Select Markets only*
- Grey Goose
- Hanácká *Czech Republic only*
- Hanoi Vodka *Vietnam only*
- Kalinka *Hungary only*
- Keglevich *Croatia, Italy only*
- Ketel One *Canada, Mexico, USA only*
- Khlibnyi Dar *Russia only*
- Khortytza *Select Markets only*
- Krupnik *Poland, Russia, UK only*
- Lua Moi *Vietnam only*
- Nep Moi *Vietnam only*
- Nemiroff *Select Markets only*
- Nordic Ice *Czech Republic only*
- Pražská *Czech Republic only*
- Pyat Ozer *Russia only*
- Royal *Hungary*
- Russian Standard *Bulgaria, Czech Republic only*
- Skyy
- Smirnoff
- Stalinskaya *Romania only*
- Stolichnaya *Bulgaria only*
- Svedka *Select Markets only*
- Tazovsky *Romania only*
- Titos *Select Markets only*
- Trojka *Croatia only*
- VIGOR *Croatia only*
- Vikingfjord *Norway only*
- Żubrówk

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, Indonesia, Malaysia and Thailand and 20+ in Japan and South Korea)

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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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 / CocaCola 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
- 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
- Cascade 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
- Forever New
- Gatorade
- Glaceau
- Smartwater
- Hype Energy Drinks
- Irn Bru
- Lipton Iced Tea
- 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
- 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 Drinks
- 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 / DietDr 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

- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schin
- Schweppes
- Soda Antarctica
- Sprite
- Tropicana
- Vitamin Water
- Volvic
- Xamego
- Zico Coconut Water

Bulgaria

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- 7UP
- Bankya
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Devin
- Diet Coke / Coca-Cola Light
- Diet Pepsi
- Dr Pepper
- Evian

- Fanta
- Fuze Tea
- Gatorade
- Gorna banya
- Lipton Iced Tea
- Mirinda
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Oasis
- Olympos

- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Queens's
- Red Bull
- Schweppes
- Sprite
- Tropicana
- Velingrad
- Vitamin 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

Chile

- 7UP
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet Dr Pepper

- Evian
- Fanta
- Gatorade
- Lipton Iced Tea
- Mirinda
- Mizone
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea

- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Schweppes
- Sprite
- Tropicana
- Vitamin Water

China

- 7UP
- Burn

- C'estbon
- Capri-Sun

- Carabao
- Coca-Cola

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- Coke Zero
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet Dr Pepper
- Evian
- Fanta
- Fever Tree
- Ganten
- Gatorade
- Genki Forest
- HeyTea
- Hui Yuan
- Hype Energy
- Drinks
- Jia Duo Bao

- Lipton Iced Tea
- Lucozade
- Master Kong
- Minute Maid
- Mirinda
- Mizone
- Monster
- Nayuki
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Nongfu
- Oasis
- Orangina
- Pepsi
- Pepsi Max

- Perrier
- Pocari Sweat
- Powerade
- President Juice
- President Tea
- Red Bull
- Robust
- Maidong
- Schweppes
- Scream
- Sprite
- Tropicana
- Vitamin Water
- Wahaha
- Wang Lao Ji
- Weiquan
- Zico Coconut Water

Colombia

- 7UP
- Agua Brisa
- Agua Cristal
- Agua Manantial
- 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
- Evian
- Fanta
- Fever Tree

- Fuze Tea
- Gatorade
- Hatsu
- Hit
- Hype Energy
- Drinks
- Jugos del Valle
- Lipton Iced Tea
- Lucozade
- Manzana
- Pony Malta
- 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

Croatia

- Cappy
- Cedevita Vitamin Water
- Cetina

- Coca-Cola
- Cockta
- Coke Zero

- Diet Coke / Coca-Cola Light
- Evian
- Fanta

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- Fuze Tea
- Franck
- Jana
- Jana Ice Tea
- Juicy
- Kala
- Lipton Ice Tea

- Nescafe
- Nespresso
- Nestea Ice Tea
- Orangina
- Pepsi
- PIPI
- Powerade

- Schweppes
- Sky Cola
- Sprite
- Studena
- Toco
- Tropicana
- Vitamin 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
- Gevalia
- Harboe
- Hype Energy
- Drinks
- Jolly Cola
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Mountain Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Nikoline appelsinvand
- Oasis

- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Squash appelsinvand
- Supermalt
- Tropicana
- Vita Coco
- Vitamin Water
- Volvic
- X-ray energydrink
- Zico CoconutWater

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

- 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 Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Tropicana

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- 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
- 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
- Stradivarius
- Tropicana
- Vita Coco
- Vitamin Water
- Volvic
- Zico Coconut
- Wate

Germany

- 7UP
- Apfelschorle
- Bang Energy
- 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
- Evian

- Fanta
- Fassbrause
- Fever Tree
- Gatorade
- Hype Energy Drinks
- Irn Bru
- Lipton Iced Tea
- Lucozade
- Mezzo Mix
- Mirinda
- Mountain Dew
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Orangina

- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Schwip Schwap
- Spezi
- Sprite
- Tropicana
- Vita Coco
- Vitamin Water
- Volvic
- Zico Coconut Water

Greece

- 7UP
- Amita
- Arizona
- Avra
- Burn

- Christodoulou
- Coke Zero
- Coca-Cola
- Danone Aqua
- Dr Pepper

- Diet Pepsi / PepsiLight
- Diet Coke / Coca-Cola Light
- Epsa
- Evian

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- Fanta
- Frulite
- Fusetea
- Green Cola
- Gatorade
- Ioli
- Ivi
- Kampos Chiou
- Lakonia
- Life
- Life Tsai

- Loux
- Oasis
- Olympos
- Pepsi
- Sprite
- Nescafe
- Nespresso
- Nestea Ice Tea
- Olympos Tsa
- Mirinda
- Perrier

- Pepsi Max
- Powerade
- Red Bull
- San Pellegrino
- Schweppes
- Souroti
- Sprite
- Tuvunu
- Vikos
- Vitamin Water

Hong Kong

- 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
- Hi-C

- Hype Energy Drinks
- Lipton Iced Tea
- Lucozade
- Master Kong
- Mirinda
- Monster
- Mr. Juicy
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier

- Pocari Sweat
- Powerade
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- TAO TI
- Tropicana
- Uni-President
- Vita Coco
- Vitamin Water
- Volvic
- Zico Coconut Water

Hungary

- 7UP
- Burn
- Cappy
- Capri-Sun
- Coca-Cola
- Coke Zero
- Diet Coke / Coca-Cola Light
- Diet Pepsi
- Dr Pepper
- Evian

- Fanta
- Fuze Tea
- Gatorade
- Lipton Iced Tea
- Marka
- Mirinda
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Oasis

- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Schweppes
- Sio
- Sprite
- Tropicana
- Vitamin Water
- Xixo

India

- 7UP
- Appy

- Appy Fizz
- Bailley

- Bnatural Fruit Juice
- Burn

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- Campa Cola
- 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
- Hell Energy
- Hype Energy Drinks
- Kingfisher
- Radler
- Limca
- Lipton Iced Tea
- 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
- Sting
- Thums Up
- Thums Up Charged
- 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

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- YOU C100

- Zico Coconut Water

Ireland

- 7UP
- Barry's Tea
- Burn
- Capri-Sun
- Cidona
- Club Lemon
- Club Orange
- Club Rock
- Shandy
- 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 EnergyDrinks
- Ireland
- Lipton Iced Tea
- 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
- Tropicana
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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 Life
- Oasis
- Orangina
- Pepsi
- Pepsi Japan Cola

- Pepsi Max
- 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
- Mirinda
- Monster
- Mountain Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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 EnergyDrinks
- 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
- 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 / Diet Dr Pepper
- Evian
- Fanta
- Fever Tree
- Foxtan Fizz
- Gatorade
- Hopt
- Hype Energy Drinks
- Irn Bru
- Lipton Iced Tea
- L & P (Lemon & Paeroa)
- Lucozade
- Master Kong
- Mirinda
- Monster
- Mountain Dew
- Nescafe

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- 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

Norway

- 7UP
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet Dr Pepper

- Evian
- Fanta
- Gatorade
- Lipton Iced Tea
- Mirinda
- Mizone
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea

- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Red Bull
- Schweppes
- Sprite
- Tropicana
- Vitamin 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 EnergyDrinks
- Le Minerale
- Lipton Iced Tea
- Lucozade
- Master Kong
- Mirinda
- Minute Maid
- Mogu MoguJuice
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet Dr Pepper
- Evian
- Fanta
- Fever Tree
- Frugo
- 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
- 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
- Evian
- Fanta

- Fever Tree
- Frisumo
- Gatorade
- Hype Energy Drinks
- IKA
- Kima
- Laranjada
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- 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
- Amaro
- Amigo
- Aqua Carpatica
- Borsec
- Bucovina
- Burn
- Cappy
- Capri-Sun
- Coca-Cola
- Coca Cola Lime
- Coke Zero

- Dallmayr
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Nova Brasilia
- 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 CoconutWater
- 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
- Nestea Ice Tea
- Nestle Pure Life
- 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
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Mountain Dew
- 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
- Vitamin Water
- Volvic
- Zico Coconut Water

Singapore

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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 Life
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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
- 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
- Bang Energy
- 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
- 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
- Fruksoda

- Gatorade
- Gevalia
- Hype Energy Drinks
- Jaffa
- Julmust
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Mountain Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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
- 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
- Dr Pepper / Diet Dr Pepper
- Est
- Evian
- Fanta
- Fever Tree
- Gatorade
- Hype Energy Drinks
- Ichitan
- Kopiko
- Lipton Iced Tea

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Lucozade
- Malee
- Mansome
- Master Kong
- 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
- Evian
- Evian

- Fanta
- Fever Tree
- Gatorade
- Hype Energy
- Drinks
- Lipton Iced Tea
- Lucozade
- Monster
- Mirinda
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life Oasis
- Orangina
- Pepsi

- Pepsi Max
- Perrier
- Powerade
- Red Bull
- 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

UK

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 7UP
- Appletiser
- Boost
- 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
- Irn Bru
- Lavazza
- Lipton Iced Tea
- Lucozade
- Mirinda
- Monster
- Mountain Dew Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max

- Perrier
- Powerade
- PRIME
- Red Bull
- Rich Energy
- Rockstar
- San Pellegrino
- Schweppes
- Sprite
- Tropicana
- V
- Vimto
- Vita Coco
- Vitamin Water
- Volvic
- Zico Coconut Water

USA

- 7UP
- Aquafina
- Arizona Iced Tea
- A&W
- Bai
- Barq's
- Bang Energy
- Boylan's
- Burn
- Canada Dry
- Capri-Sun
- Carabao
- Coca-Cola
- Coke Zero
- Danone Aqua
- Dasani
- Diet Coke / Coca-Cola Light
- Diet Pepsi /Pepsi Light
- Diet Rite
- Dr Pepper / DietDr Pepper
- Evian

- Fanta
- Fever Tree
- Fuze Tea
- Gatorade
- Glaceau
- Smartwater
- Hi-ball
- Hype Energy Drinks
- LaCroix
- Mirinda
- Mountain Dew /
- Diet Mountain Dew
- Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Lipton Iced Tea

- Lucozade
- Minute Maid
- Monster
- Naked Juice
- Poland Springs
- Polar Seltzer
- Powerade
- PRIME
- Red Bull
- Rich Energy
- Rockstar
- San Pellegrino
- Schweppes
- Sierra Mist
- Simply
- Sprite
- Tropicana
- Vita Coco
- Vitamin Water
- Volvic
- Zico Coconut Water

Vietnam

- 7UP
- Burn
- C2 Iced Tea
- Capri-Sun
- Carabao
- Coca-Cola

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- Coke Zero
- Danone Aqua
- Diet Coke / Coca-Cola Light
- Diet Pepsi / Pepsi Light
- Dr Pepper / Diet Dr Pepper
- Dr Thanh Tea
- Evian
- Fanta
- Fever Tree
- Gatorade
- Hype Energy Drinks
- Lipton Iced Tea
- Lucozade

- Master Kong
- Mirinda
- Monster
- Mountain Dew
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Number1
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Pocari Sweat

- Powerade
- Red Bull
- Rockstar
- Rong Do
- San Pellegrino
- Schweppes
- Sprite
- Sting
- Tea+
- Tropicana
- Vitamin Water
- Volvic
- Zico Coconut Water

Convenience Brands / QSRs**

Which of these places would you normally visit / buy something from?

Weekly, Monthly

Argentina

- Burger King
- Domino's
- KFC
- McDonald's
- MOSTAZA
- Krispy Kreme
- Starbucks
- Subway
- Wendy's

Australia

- Baskin-Robbins
- Boost Juice
- Domino's
- Donut King
- Grill'd
- Guzman y Gomez
- Haagen-Dazs
- Hungry Jack's
- Joe and the Juice
- KFC
- Krispy Kreme
- McDonald's
- Nando's
- Oporto
- Pizza Hut
- Red Rooster
- Starbucks
- Subway
- Zambrero

Austria

- Aida
- Burger King
- Coffee Shop
- Company
- Domino's
- Dunkin' Donuts
- KFC
- Krispy Kreme
- McDonald's
- Nordsee
- Pizza Hut
- Starbucks
- Subway
- Wienerwald
- Le Coq Sportif

Belgium

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Burger King
- Delifrance
- Domino's
- Doner
- Company
- Exki

- Haagen-Dazs
- Krispy Kreme
- La Croissanterie
- McDonald's
- Paul
- Pizza Hut

- Point Chaud
- Quick
- Starbucks
- Subway
- Sushi Shop

Brazil

- Bob's
- Burger King
- Domino's
- Dunkin' Donuts
- Giraffas
- Habib's

- KFC
- Krispy Kreme
- McDonald's
- Oxxo
- Pizza Hut
- Rei do Mate

- Spoleto
- Starbucks
- Subway
- Taco Bell

Bulgaria

- Burger King
- Domino's
- Happy
- Hessburger

- KFC
- McDonald's
- Pizza Hut
- Skapto

- Starbucks
- StreetChefs
- Subway

Canada

- A&W
- Baskin-Robbins
- Burger King
- Chipotle
- Dairy Queen
- Domino's
- Dunkin' Donuts
- Five Guys
- Freshii
- Jollibee

- KFC
- Krispy Kreme
- Little Caesars
- McDonald's
- Nando's
- Papa John's
- Papa Murphy's
- Pizza
- Panera Bread
- Peet's Coffee

- Pizza Hut
- Potbelly
- Popeyes
- Sandwich Shop
- Qdoba
- Starbucks
- Subway
- Taco Bell
- Tim Hortons
- Wendy'

Chile

- Burger King
- Doggis
- Domino's
- Juan Maestro

- KFC
- McDonald's
- Papa John's
- Pizza Hut

- Starbucks
- Subway
- Taco Bell
- Telepizza

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Starbucks
- Subway

- Taco Bell
- Tim Hortons

- Yong He
- Yoshinoya

Colombia

- AS Watson
- Burger King
- Cafe Coffee Day
- CHAMATE
- CoCo
- ICHIBANYA
- Coles
- Dairy Farm
- Dairy Queen
- Dicos Domino's
- Dunkin' Donuts

- Haagen-Dazs
- J.CO Donuts
- J-kungfu
- Joe & the Juice
- Juan Valdez Café
- KFC
- Luckin coffee
- McDonald's
- Mimo's
- Mister Donut
- Papa John's

- Pizza Hut
- Popsy
- Shake shack
- Starbucks
- Subway
- Taco Bell
- Tim Hortons
- Woolworths
- Yong He
- Yoshinoya

Croatia

- Ali Kebaba
- Batak Grill
- Burger Bar

- Burger King
- Domino's
- Good Food

- KFC
- McDonald's
- Submarine Burger

Czech Republic

- Bageterie Boulevard
- Burger King
- Burger Ranch
- Burrito Loco
- Costa Coffee
- CrossCafe

- KFC
- Potrefená Husa
- Pizza Hut
- Puzzle Salads
- Starbucks

- Subway
- Telepizza
- Vapiano

Denmark

- Banana Joe
- Baskin-Robbins
- Burger King
- Domino's
- Gasoline Grill

- Jagger Fast
- Food
- Joe & the Juice
- KFC
- Krispy Kreme

- McDonald's
- Pizza Hut
- Starbucks
- Subway
- Yoburger

Egypt

- Baskin-Robbins
- Buffalo Burger
- Burger Fuel
- Burger King
- Caffè Nero
- Caribou
- Cook Door
- Costa Coffee

- Dairy Queen
- Domino's
- Dunkin' Donuts
- Five Guys
- Hardee's
- Joe & the Juice
- Johnny Rockets
- KFC

- Krispy Kreme
- Little Caesars
- Man'oushe
- street
- McDonald's
- Papa John's
- Mo'men
- Pizza Hut

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Starbucks
- Subway

- Texas Chicken
- Tim Horton

France

- Buffalo Grill
- Burger King
- Chipotle
- Del Arte
- Domino's
- Exki
- Five Guys
- Flunch

- 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

- Burger King
- Goody's
- Simply Burger
- Everest
- Gregory's

- Coffee Island
- Coffee Lab
- Coffeebrands
- Chillbox
- Aroma Caffè

- KFC
- Beat
- Mikel Coffee
- Pizza Fan
- McDonald's

Hong Kong

- Burger King
- Cafedecoral
- CoCo
- ICHIBANYA
- Domino's
- Fairwood
- Haagen-Dazs

- J.CO Donuts
- Joe & the Juice
- Jollibee
- KFC
- Krispy Kreme
- Little Caesars
- Maxim's MX

- McDonald's
- Pizza Hut
- Starbucks
- Subway
- Yoshinoya

Hungary

- Burger King
- Don Pepe

- KFC
- McDonald's

- Padthai Wokbar
- Zing Burger

India

- Barista

- Baskin Robbins

- BigBazaar

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Burger King
- Cafe Coffee Day
- Costa Coffee
- Domino's
- Dunkin' Donuts
- Gelato
- KFC

- Krispy Kreme
- McDonald's
- More (store)
- Nando's
- Pizza Hut
- Potbelly
- Sandwich Shop

- Taco Bell
- Reliance Fresh (store)
- Starbucks
- Subway

Indonesia

- Ayam Geprek
- Bensus
- Bakmi GM
- Baskin Robbins
- Break Talk
- Burger King
- CoCo
- ICHIBANYA
- 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)
- Pizza Hut
- Restoran
- Sederhana
- Solaria
- Starbucks
- Wendy's
- Wingstop

Ireland

- Abrakebabra
- Baskin-Robbins
- Burger King
- Caffè 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

- Aroma
- BBB
- Burger Ranch
- Burgas Bar
- Burger King
- Domino's

- Hoka
- KFC
- Krispy Kreme
- Lehem Haarz
- McDonald's
- Papa John's

- Pizza Hut
- Starbucks
- Subway
- Tony Vespa

Italy

- Burger King
- Exki
- Five Guys
- Flunch

- Jollibee
- KFC
- Krispy Kreme
- McDonald's

- Subway
- Sushi Shop

Japan

- Baskin-Robbins

- Burger King

- CoCo

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- ICHIBANYA
- Domino's
- Dunkin Donuts
- (Mister Donut)
- KFC

- Krispy Kreme
- McDonald's
- MOS Burger
- Pizza Hut
- Shake shack

- Starbucks
- Subway
- Taco Bell
- Tully

Malaysia

- A&W
- Baskin-Robbins
- Burger King
- CoCo
- Coffee Bean & Tea Leaves
- ICHIBANYA
- Domino's

- Dunkin' Donuts
- J.CO Donuts
- Jollibee
- Kenny Rogers
- Roasters
- KFC
- Krispy Kreme
- Marrybrown

- McDonald's
- Nando's
- Pizza Hut
- Starbucks
- Subway
- Surgarbus
- Texas Chicken
- Wingstop

Mexico

- Baskin-Robbins
- Burger King
- Carl's Jr
- Dairy Queen
- Domino's
- Dunkin' Donuts

- Haagen-Dazs
- KFC
- Krispy Kreme
- McDonald's
- Oxxo
- Papa John's

- Pizza Hut
- Starbucks
- Subway
- Tim Hortons
- Wingstop

Netherlands

- Baskin-Robbins
- Burger King
- Domino's
- Doner Company
- Dunkin' Donuts
- Exki
- FEBO

- Joe & the Juice
- KFC
- Krispy Kreme
- Kwalitaria
- McDonald's
- New York Pizza
- Papa John's

- Pizza Hut
- Smullers
- Snackpoint
- Starbucks
- Subway
- Sushi Shop
- Taco Mund

New Zealand

- Burger Fuel
- Burger King
- Carl's Jr
- Domino's
- Dunkin' Donuts
- Haagen-Dazs

- Hell Pizza
- KFC
- Krispy Kreme
- McDonald's
- Nando's
- Pita Pit

- Pizza Hut
- Starbucks
- Subway
- Woolworths
- Zambrer

Norway

- Burger King
- Carl's Jr
- Deli De Luca

- Domino's
- Egon
- MAX Burgers

- McDonald's
- Peppes Pizza
- Pizza Hut

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Starbucks

- Subway

Philippines

- 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
- Jollibee
- Kenny Rogers
- KFC
- Krispy Kreme
- Mang Inasal
- Max's
- McDonald's

- Panda Express
- Papa John's
- Pizza Hut
- Shakey's
- Smashburger
- Starbucks
- Subway
- Tim Hortons
- Wendy's
- Yellow Cab Pizza

Poland

- Burger King
- Caffè Nero
- Costa Coffee
- Domino's
- Flunch
- KFC

- Krispy Kreme
- McDonald's
- Mr Hamburger
- Papa John's
- Pizza Hut
- Salad Story

- Starbucks
- Subway
- Telepizza
- Tim Horton

Portugal

- Baskin-Robbins
- Burger King
- Domino's
- H3
- Haagen-Dazs

- KFC
- Krispy Kreme
- McDonald's
- Pizza Hut
- Starbucks

- Subway
- Sushi Shop
- Telepizza

Romania

- 5toGo
- Burger King
- Chopstix
- Domino's
- Filicory
- Jerry'S Pizza
- Joe & the Juice
- KFC
- Krispy Kreme

- Manufaktura by Doncafe
- McDonald's
- OroToro
- Paul
- Petru Simigerie
- Pizza Hut
- SaladBox
- Spartan

- Spring Time
- Starbucks
- Subway
- Taco Bell
- Tip Top
- Trenta Pizza
- WuXing

Russia

- Baskin-Robbins
- Burger King

- Coffee House
- Coffee ShopCompany

- Costa Coffee
- Domino's

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- Dunkin' Donuts
- KFC
- Kroshka Kartoshka
- Krispy Kreme

- McDonald's
- Papa John's
- Pizza Hut
- Shokoladnitsa

- Starbucks
- Stardogs
- Subway
- Traveler's Coffee

Saudi Arabia

- Albaik
- Baskin-Robbins
- Burger Fuel
- Burger King
- Caffè Nero
- Caribou
- ChickKing
- Cone Zone
- Costa Coffee
- Dairy Queen
- Domino's
- Dunkin' Donuts

- Five Guys
- Freedom pizza
- Hardee's
- Herfy
- Joe & the Juice
- Johnny Rockets
- Jollibee
- KFC
- Krispy Kreme
- Kudu
- Little Caesars
- Man'oushe street

- McDonald's
- Papa John's
- Paavos
- Papa Murphy's
- Pizza
- Pizza Hut
- Shake shack
- Starbucks
- Subway
- Texas Chicken
- Tim Hortons

Singapore

- A&W
- Baskin-Robbins
- Burger King
- Carl's Jr
- Chic-A-Boo
- CoCo ICHIBANYA
- Coffee Bean & Tea Leaves
- Coffee Club
- Delifrance
- Domino's

- Haagen-Dazs
- J.CO Donuts
- Joe & the Juice
- Jollibee
- KFC
- Krispy Kreme
- Little Caesars
- Long John Silver
- McDonald's
- MOS Burger
- Nando's

- Pizza Hut
- Popeyes Louisiana Kitchen
- Shake shack
- Starbucks
- Subway
- Texas Chicken
- The Coffee Connoisseur (TCC)
- Wingstop

South Africa

- Burger King
- Butler's Pizza
- Chicken Licken
- Debonairs Pizza
- Domino's
- Kauai
- KFC

- Krispy Kreme
- McDonald's
- Milky Lane
- Mugg & Bean
- Nando's
- Pizza Hut
- Roman's Pizza

- Simply Asia
- Starbucks
- Steers
- St Elmo's pizza
- Subway
- Wimp

South Korea

- Baskin-Robbins
- Burger King
- CoCo
- ICHIBANYA
- Domino's

- Dunkin Donuts (Mister Donut)
- Joe & the Juice
- KFC
- Krispy Kreme

- McDonald's
- Papa John's
- Pelicana Chicken
- Pizza Hut
- Shake shack

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Starbucks

- Subway

Spain

- 100 Montaditos
- Baskin-Robbins
- Burger King
- Dehesa Santa
- Maria
- Domino's
- Five Guys
- FrescCo
- Haagen-Dazs
- KFC

- Krispy Kreme
- Flunch
- Foster's
- Hollywood
- McDonald's
- Pans &
- Company
- Papa John's
- Pizza Hut
- Ribs

- Rodilla
- Starbucks
- Subway
- Sushi Shop
- Taco Bell
- Telepizza
- Tim Hortons
- Viena
- VIPS

Sweden

- Burger King
- Caffè Nero
- Domino's
- Frasses
- Joe & the Juice
- KFC

- Krispy Kreme
- Max
- Hamburgers
- McDonald's
- Pizza Hut
- Redfellas

- Sibylla
- Starbucks
- Subway
- Wayne's Coffee

Switzerland

- Brezelkönig
- Burger King
- Domino's
- Dunkin' Donuts
- Hitzberger
- Joe & the Juice

- KFC
- Krispy Kreme
- McDonald's
- Nordsee
- Pizza Hut
- Starbucks

- Subway
- Sushi Shop
- Telepizza
- Yoojis

Taiwan

- Baskin-Robbins
- Burger King
- Dandan
- Hamburg
- Dante Coffee
- Dicos
- Domino's
- Dunkin Donuts

- (Mister Donut)
- Family Mart
- FatDaddy
- Haagen-Dazs
- Ikari Coffee
- KFC
- Krispy Kreme
- Louisa Coffee

- McDonald's
- MOS Burger
- Pizza Hut
- Starbucks
- Subway
- TKK

Thailand

- After You
- Au bon pain
- Baskin-Robbins
- Barbecue Plaza
- Burger King

- Chester Grill
- CoCo
- ICHIBANYA
- Dairy Queen
- Domino's

- Dunkin' Donuts
- Fuji
- Hot Pot
- Jollibee
- KFC

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Krispy Kreme
- McDonald's
- MK
- Pizza Hut

Turkey

- Baydöner
- Burger King
- Caffè Nero
- Costa Coffee
- Domino's
- KFC
- Krispy Kreme
- Köfteci Ramiz

- S&P
- Starbucks
- Subway
- Swensen

- Texas Chicken
- The Pizza

- Little Caesars
- McDonald's
- Papa John's
- Pizza Hut
- PizzaPizza
- Popeyes
- Chicken &
- Biscuits

- Sampiyon
- Kokoreç Shake
- Shack
- Simit Sarayi
- Starbucks
- Subway
- Tim Hortons

UAE

- Albaik
- Baskin-Robbins
- Burger Fuel
- Burger King
- Caffè Nero
- Caribou
- ChickKing
- Costa Coffee
- Debonairs Pizza
- Domino's
- Exki
- Five Guys

- Freedom pizza
- Hardee's
- Joe & the Juice
- Johnny Rockets
- Jollibee
- KFC
- Krispy Kreme
- Little Caesars
- Man'oushe
- street
- McDonald's
- Paavos

- Papa John's
- Papa Murphy's
- Pizza
- Pizza Hut
- Shake shack
- Starbucks
- Subway
- Sushi Shop
- Taco Bell
- Texas Chicken
- Tim Hortons
- Wingstop

UK

- Baskin-Robbins
- Burger King
- Caffè Nero
- Chipotle
- CoCo
- ICHIBANYA
- Costa Coffee
- Domino's
- Dunkin' Donuts
- Eat

- Five Guys
- Greggs
- Haagen-Dazs
- Joe & the Juice
- Jollibee
- KFC
- Krispy Kreme
- McDonald's
- Nando's
- Papa John's

- Pizza Hut
- Pret a Manger
- SFC Plus
- Shake Shack
- Starbucks
- Subway
- Sushi Shop
- Taco Bell
- Tim Hortons
- Wingstop

USA

- Arbys
- Baskin-Robbins
- Burger King
- Caffè Nero
- Carl's Jr

- Chick-fil-A
- Chipotle
- CoCo ICHIBANYA
- Cracker Barrel
- Dairy Queen

- Denny's
- Domino's
- Dunkin' Donuts
- Exki
- Five Guys

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Haagen-Dazs
- Hardee's
- IHOP
- In-N-Out
- Joe & the Juice
- Jollibee
- KFC
- Krispy Kreme
- Little Caesars
- McDonald's

- Nando's Panda Express
- Panera Bread
- Papa John's
- Papa Murphy's Pizza
- Peet's Coffee
- Pizza Hut
- Popeyes
- Potbelly Sandwich Shop
- Pret a Manger
- Qdoba

- Shake Shack
- Sonic Drive-In
- Starbucks
- Stumptown
- Subway
- Taco Bell
- Waffle House
- Wendy's

Vietnam

- Baskin-Robbins
- Burger King
- CoCo ICHIBANYA
- Domino's
- Highlands Jollibee
- KFC

- Krispy Kreme
- Lotteria
- McDonald's
- Papa John's
- Phuc Long
- Pizza Hut

- Starbucks
- Subway
- Trung Nguyen
- The Coffee House
- Woolworths

Supermarkets / Convenience stores: Awareness**

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

Supermarkets / Convenience stores: Engagement**

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

Argentina

- Carrefour
- Coto
- Dia

- Disco
- Jumbo
- La Anónima

- Vea
- Walmart

Australia

- 7-Eleven
- Aldi

- Coles
- IGA

- Woolworths

Austria

- ADEG
- Billa
- Hofer

- Lidl
- MPreis
- Penny Markt

- SPAR
- Unimarkt
- Le Coq Sportif

Belgium

- Albert Heijn
- Aldi

- Bio-Planet
- Carrefour

- Colruyt
- Cora

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Delhaize
- Intermarché

- Leader Price
- Lidl

- Match
- Spar

Brazil

- Carrefour
- Dia
- Extra

- Loblaws
- Lojas Americanas
- Walmart

- Pão de Açúcar
- Via Varejo
- Grupo Big

Bulgaria

- Billa
- e-bag
- Fantastico

- Kaufland
- Lidl
- METRO

- Pepco
- Promarket
- T Market

Canada

- 7-Eleven
- Costco

- Circle K
- Metro

- Sobeys
- Walmart

Chile

- Club Alvi Mayorista
- Jumbo
- Lider
- Montserrat

- Santa Isabel
- Super Bodega aCuenta
- Supermercado Mayorista 10

- Tottus
- Unimarc

China

- 7-Eleven
- AEON
- Carrefour
- CR Vanguard
- Easy Joy
- Jingkelong

- Lianhua
- Supermarket
- Lotte Mart
- LOTUS
- Meiyijia
- ParknShop

- RT-Mart / Auchan
- uSmile
- Walmart
- Wumart
- Yonghui

Colombia

- Ara
- Carulla
- D1
- Exito

- Ísimo
- Jumbo
- Makro Cash & Carry

- SuperInter
- Surtifruver
- Surtimax

Croatia

- Eurospin
- Kaufland
- Konzum

- Lidl
- METRO
- Plodine

- SPAR
- Studenac
- Tommy

Czech Republic

- Albert
- Auchan

- Biedronka

- Billa

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Carrefour
- COOP
- Enapo

- Globus
- Kaufland
- Lidl
- Makro Cash & Carry

- Norma
- Penny Market
- Pepco
- Tesco

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
- Spinney

France

- Aldi
- Auchan
- Carrefour
- Casino

- Cora
- E.Leclerc
- Intermarché
- Leader Price

- Lidl
- Monoprix
- Netto
- Super U

Germany

- Aldi
- Edeka
- Kaufland

- Lidl
- Netto
- Penny

- REWE
- Selgros
- Spar

Greece

- AB Vassilopoulos
- Bazaar
- Carrefour
- Efresh
- Galaxias

- Kritikos
- Lidl
- MarketIn
- Masoutis
- My Market

- OK Market
- Sklavenitis
- Xalkiadakis

Hong Kong

- 759 Store
- 7-Eleven
- Circle K
- Jasons Marketplace

- ParknShop
- Vanguard
- Wellcome

- Yata

Hungary

- Aldi
- Auchan
- CBA

- Lidl
- Penny Market
- Pepco

- Real
- SPAR
- Tesco

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

India

- Big Bazaar
- D-Mart
- Godrej's Nature
- Basket
- HyperCity
- In & Out
- More
- Reliance Fresh
- Safal
- Spar
- Spencer's
- Star
- Twenty Four Seven
- Vishal Mega Mart

Indonesia

- Alfamart
- Carrefour
- Circle K
- Farmers Market
- Foodmart
- Giant
- Hero
- Hypermart
- Indomaret
- Lotte Mart
- Super Indo

Ireland

- Aldi
- Centra
- Circle K
- Dunnes Stores
- Lidl
- Spa
- SuperValu
- Tesco

Israel

- AM:PM
- Carrefour
- Cofix
- Hatzi Hinam Marketing
- MEGA
- Rami Levy Hashikma
- Shufersal
- Tiv Ta'am

Italy

- Carrefour
- Conad
- Co-op
- Crai
- Deco
- Despar
- Esselunga
- Europsin
- Iper
- Lidl
- Pam
- Une

Japan

- 7-Eleven
- AEON
- Daiei
- FamilyMart
- Gourmet City
- Ito-Yokado
- Lawson
- MaxValu
- Ministop
- Seiyu
- The Garden Jiyugaoka
- York-Benimaru
- York Mark

Malaysia

- 7-Eleven
- Aeon BIG
- Aeon Jusco
- Econsave
- Family Mart
- Giant
- Jaya Grocer
- Lotus's
- Mydin
- myNEWS
- NSK
- 99 Speedmart

Mexico

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 7-Eleven
- Bodega Aurrera
- Chedraui
- Circle K

- Comercial Mexicana
- Costco
- Gigante
- La Comer

- Superama
- Walmart
- Zorr

Netherlands

- Albert Heijn
- Aldi

- Jumbo
- Lidl

- PLUS

New Zealand

- Countdown

- New World

- Pak n Save

Norway

- Bunpris
- Circle K
- Coop

- Extra
- Kiwi
- Meny

- OBs
- REMA 1000
- SPAR

Philippines

- 7-Eleven
- Alfamart
- All Day
- Circle K
- Family Mart

- Gaisano
- Lawson
- Landers
- Metro Supermarket
- Puregold

- SM
- S&R
- Walter Mart

Poland

- Aldi
- Auchan
- Biedronka
- Carrefour

- E.Leclerc
- Eurocash
- Intermarché
- Kaufland

- Lewiatan
- Lidl Netto
- Selgros
- Żabka

Portugal

- Aldi
- Auchan
- Continente
- Dia

- E.Leclerc
- Intermarché
- Lidl
- Makro

- Minipreço
- Pingo Doce

Romania

- Auchan
- Carrefour
- Cora

- Kaufland
- Lidl
- La 2 Pasi

- Mega Image
- Profi
- Selgros

Russia

- DIXY

- Radezh

- SPAR

Saudi Arabia

- Carrefour

- Danube

- Panda

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Singapore

- 7-Eleven
- Cheers
- Cold Storage
- Fair Price
- Giant
- Jasons
- Marketplace
- Prime
- Sheng Siong

South Africa

- Checkers
- Choppies
- Food Lovers Market
- OK
- Pick n Pay
- ShopRite
- SPAR

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
- Willys

Switzerland

- Aldi
- Co-op
- Denner
- Lidl
- Migros
- SPA

Taiwan

- 7-Eleven
- A-Mart
- Carrefour
- Costco
- Family Mart
- Hi-Life
- OK Mart
- PX-mart
- RT Mart
- Save & Safe
- Sinon

Thailand

- 7-Eleven
- Big C
- Foodland
- Fresh Mart
- Gourmet Market
- MaxValu
- Tesco Lotus
- Tops
- Villa Market

Turkey

- A101
- BIM
- Çagri
- Carrefour
- Hakmar
- Kiler

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- Kipa Ekspres

- Metro
- Migros

- Şok

UAE

- 7-Eleven
- Carrefour

- Choithrams
- LuLu

- Spinneys

UK

- Aldi
- ASDA
- Co-op

- Lidl
- Morrisons
- Ocado

- Sainsbury's
- Tesco
- Waitrose

USA

- 7-Eleven
- Albertsons
- Aldi
- BJ's
- Circle K
- Costco

- Dollar General
- Family Dollar
- Kroger
- Meijer
- Publix
- Safeway

- Trader Joe's
- Walmart
- Whole Foods
- WinCo Foods

Vietnam

- Aeon Citimart
- Big C
- Co.opmart

- Fivimart
- Lotte Mart
- Maximark

- Vinmart

Frequency of Drinks Consumption**

How frequently do you drink the following?

At least once a month, Less than once a month, Never

- Baijiu *China only*
- Beer / Lager Beer (i.e. Lager, Ale)
- Bottled Still Water
- Bottled Sparkling Water
- Brandy / cognac
- Cider *Select Markets only*
- Coffee
- Energy drinks (e.g. Red Bull, Monster)

- Fruit juice
- Gin
- Iced tea
- Liqueurs (e.g. Baileys, Cointreau)
- Non-alcoholic beer
- No / low alcohol spirits
- Rum
- Soft drinks (e.g. Cola, Lemonade etc)

- Sparkling wine (e.g. Champagne)
- Tea
- Tequila
- Vodka
- Wine
- Whiskey
- Other alcoholic drinks, (e.g pre-mixed drinks, alcopops, hard seltzer)

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Fashion & Personal Care

Luxury Fashion: Engagement**

When did you last make a purchase from these luxury fashion brands?

Purchased in Last Year, Purchased in Last 5 Years

- AlphaTauri *Select Markets only*
- Armani
- Balenciaga
- Balmain
- Barbour *China, Croatia, UK only*
- Bottega Veneta
- Bulgari
- Burberry
- Calvin Klein
- Canali
- Cartier
- Celine
- Chanel
- Chloe
- Chow Sang Sang *Select Markets only*
- Chow Tai Fook *Select Markets only*
- Christian Louboutin
- Coach
- Davidoff
- Dior
- Dolce & Gabbana
- Dunhill
- Escada
- Fay
- Fendi
- Ferragamo
- Furla
- GANT
- Givenchy
- Gucci
- Hermes
- Hogan
- Hugo Boss
- Jean Paul Gaultier
- Jimmy Choo
- Kate Spade
- Kenzo
- Lacoste
- Lanvin
- Loewe
- Longchamp
- Louis Vuitton
- Luxury watch brand (e.g. Breitling, Rolex, TAG)
- Marc Jacobs
- Max Mara
- Michael Kors
- Moncler
- Moschino
- Nina Ricci
- Paco Rabanne
- Pandora
- Paul Smith
- Prada
- Ralph Lauren
- Ray-Ban
- Roberto Cavalli
- Roger Vivier
- Rochas
- Shanghai Tang *Select Markets only*
- Stella McCartney
- Swarovski
- Ted Baker *Select markets only*
- Tiffany
- Tod's
- Tom Ford
- Tommy Hilfiger
- Trussardi
- Valentino
- Van Cleef & Arpels
- Versace
- YSL / Saint Laurent
- Zegna
- None of these

Haircare / Skincare / Cosmetics Products Used in the Last Week**

Which of these have you used in the last week?

- Body skincare products (e.g. lotion, oil)
- Eye makeup (e.g. eyeliner, mascara)
- Face makeup (e.g. foundation, powder)
- Face massage tools (e.g. contour rollers, massage stones)

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- Facial skincare products (e.g. cleanser, moisturizer)
- Hair coloring products (e.g. dye, highlighter)
- Hairstyling products (e.g. hairspray, gel, mousse, wax)
- Lip makeup (eg. lipstick, lip balm)
- Nail products (e.g. nail polish)
- Other hair products (e.g. rollers, straighteners)
- Other skincare products (e.g. suncream, shaving cream)
- Shampoo/ conditioner
- None of these/ Prefer not to say

Haircare Products Used in the Last Week**

Which of these haircare products have you used in the last week?

- Anti-dandruff shampoo
- Anti-frizz shampoo
- Anti-thinning shampoo
- Conditioner
- Dry Shampoo
- Everyday / regular shampoo
- Heated rollers
- Gel
- Highlighter
- Mousse
- Oil
- Permanent hair dye
- Relaxer
- Serum
- Spray
- Straighteners
- Temporary hair dye
- Toner
- Volumizing shampoo
- Wax
- None of these/ Prefer not to say

Skincare Products Used in the Last Week**

Which of these skincare products have you used in the last week?

- Anti-aging cream / serum
- Anti-cellulite / firming
- Body butter
- Body moisturizer
- Body oil
- Body scrub / exfoliator
- Face mask
- Eye cream
- Facial cleanser / toner
- Facial moisturizer (non-SPF)
- Facial moisturizer (SPF)
- Facial oil (e.g. cleansing oil, rose oil)
- Facial scrub / exfoliator
- Foot cream / lotion
- Hand cream / lotion
- Self-tan
- Shaving cream
- Suncream
- None of these/ Prefer not to say

Cosmetic Products Used in the Last Week**

Which of these makeup products have you used in the last week?

- BB cream
- Blusher
- Bronzer
- CC (color corrector) cream
- Concealer
- Eye liner
- Eyebrow products (e.g. gel, pencil, powder)
- Eye shadow
- Foundation
- Highlighter
- Lip balm
- Lip gloss
- Lipstick / lip liner
- Makeup remover
- Mascara
- Powder (e.g. loose, pressed, setting)
- Primer

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- None of these/ Prefer not to say

Cosmetic Brands Used in the Last Week**

Which of these have you used in the last week?

- Afrodita Croatia only
- Apivita Greece only
- Aroma Bulgaria Only
- Astrid Czech Republic only
- Aveeno USA only
- Avène Select Markets only
- Avon Select Markets only
- AXE Not Australia, China, Ireland, New Zealand, UK
- Baba Hungary Only
- Ballerina Chile only
- Benefit Cosmetics Select Markets only
- Biobaza Croatia only
- Bio-Oil Australia, India, Malaysia, New Zealand, South Africa
- Bioderma Select Markets only
- Biore Select Markets only
- Biotherm Select Markets only
- Borotalco Croatia only
- CeraVe Croatia only
- Chando China only
- Chanel Select Markets only
- Cicatricure Chile only
- Clarins Select Markets only
- Clean & Clear Select Markets only
- Clear Not Greece, Portugal
- Clinique
- Covergirl Australia, Canada, Colombia, Mexico, USA only
- Dermacol Czech Republic only
- Dior Select Markets only
- Dove
- Essence Croatia only
- Estée Lauder Not Brazil or Hungary
- Familand Chile only
- Farmec Romania only
- Frezyderm Greece only
- Garnier Select Markets only
- Gerovital Romania only
- Gillette
- Givenchy Select Markets only
- Guerlain Select Markets only
- Hada Labo Czech Republic and Japan only
- Head and Shoulders
- Innisfree Select Markets only
- Herbal Essences Croatia only
- Immortella Croatia only
- Kiehl's Select Markets only
- Korres Greece only
- Kose Select Markets only
- Kylie Cosmetics USA only
- La Mer China, Egypt, Thailand only
- La Roche-Posay Select Markets Only
- Lancome
- Laneige Select Markets only
- Linc Portugal only
- L'Adria Croatia only
- L'Occitane
- L'Oreal
- Lux Select Markets only
- Lynx Australia, China, Ireland, New Zealand, UK only
- MAC
- Max Factor Select Markets only
- Maybelline
- MIXA Croatia only
- Natura Select Markets only
- Neutrogena Select Markets only
- Nexxus USA only
- Nivea
- o Boticário Brazil only
- Olay Select Markets only
- Olival Croatia only
- Oriflame Bulgaria, Czech Republic, Hungary only
- Origins Select Markets only
- Palmers Select Markets
- Palmolive Select Markets
- Pantene

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- Pond's *India, Indonesia, Philippines, Thailand, Vietnam only*
- Rare Beauty *Select Markets Only*
- Rejoice *China, Philippines, Thailand, Vietnam only*
- Revlon *Select Markets only*
- Rexona *Hungary Only*
- Rimmel *Select Markets only*
- Romano *Vietnam only*
- Rosal *Croatia only*
- Ryor *Czech Republic only*
- Safi *Indonesia, Malaysia only*
- Schwarzkopf *Select Markets only*
- Sedal *Chile only*
- Shiseido *Select Markets only*
- Simple *Croatia only*
- SK-II *Select Markets only*
- Subrina *Croatia only*
- Sulwhasoo *Select Markets only*
- Sunsilk *Select Markets only*
- Syoss *Croatia only*
- Tarte *Cosmetics USA only*
- The Body Shop *Select Markets only*
- Too Faced *Canada, USA only*
- TRESemme *Select Markets only*
- Ultrex *Greece only*
- Urban Decay *Select Markets only*
- Vichy *Select Markets only*
- VS *China, Hong Kong, Japan, South Korea, Taiwan*
- Yves Rocher *Czech Republic, Hungary only*
- Zdrave *Bulgaria Only*
- Ziaja *Croatia only*

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

Sports Retailers

- Al-Ikhsan Sports *Malaysia Only*
- Bata *Select Markets Only*
- Cape Union Market *South Africa Only*
- CCC *Bulgaria, Czech Republic and Hungary Only*
- Centauro *Brazil Only*
- Central Sports *Thailand Only*
- Cisalfa Sport *Italy Only*
- Cosco *India Only*
- Cosmos sport *Greece Only*
- Courir *Select Markets Only*
- Decathlon *Select Markets Only*
- Dexter *Argentina Only*
- Dick's Sporting Goods *USA Only*
- Dorko (DRK) *Hungary Only*
- Falabella Sports *Argentina, Chile and Colombia Only*
- Famous Footwear *Canada and USA Only*
- Fanatics *USA Only*
- Finish Line *Mexico and USA Only*
- Fitness Concept *Malaysia Only*
- Foot Asylum *UK Only*
- Footlocker *Select Markets Only*
- G-Sport/ G-MAX *Norway Only*
- GigaSports *Hong Kong Only*
- Go Sport *Select Markets Only*
- Hervis *Austria, Romania and Croatia Only*
- Hudy *Czech Republic Only*
- Humanic *Austria, Bulgaria and Hungary Only*
- Innovasport *Mexico Only*
- Intersport *Select Markets Only*
- JD Sports *Select Markets Only*
- Kant *Russia Only*
- Kolon Sport *Hong Kong and South Korea Only*

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- Lorna Jane *Australia and New Zealand Only*
- Mall Sport *Chile Only*
- Martes Sport *Poland Only*
- Martí *Mexico Only*
- Mega Sport *Israel Only*
- Netshoes *Brazil Only*
- O'Neills *Ireland Only*
- Office *Ireland and UK Only*
- Offspring *Ireland Only*
- Olympic Village *Philippines Only*
- Paquetá Sports *Brazil Only*
- People Plays *Colombia Only*
- Perry Sport *Netherlands Only*
- Planet Sports *Indonesia, Philippines and Vietnam Only*
- Rebel Sports *Australia and New Zealand Only*
- Rikushet *Israel Only*
- Royal Sporting House *Select Markets Only*
- Snipes *Germany Only*
- Solo Deportes *Argentina Only*
- Sport 1 *Norway Only*
- Sport 2000 *Select Markets Only*
- Sport Chek *Canada Only*
- Sport Life *Chile, Colombia Only*
- Sport Station *Indonesia Only*
- Sport24 *Denmark Only*
- Sportdepot *Bulgaria and Croatia Only*
- Sportissimo *Czech Republic and Romania Only*
- Sportline *Argentina and Colombia Only*
- Sportmaster *Denmark and Russia Only*
- Sports Authority *Japan Only*
- Sports Depo *Japan Only*
- Sports Direct *Select Markets Only*
- Sports Empire *Malaysia Only*
- Sports Mall *Egypt Only*
- Sports Market *UAE Only*
- Sports Vision *Croatia Only*
- Sports World *Thailand Only*
- Sportsmans Warehouse *South Africa Only*
- SportXX *Switzerland Only*
- SportZone *Portugal Only*
- Sprinter *Spain Only*
- Stadium *Sweden Only*
- Stiefelkönig *Austria Only*
- Stirling Sports *New Zealand Only*
- Stock Center *Argentina Only*
- Studio R *Malaysia Only*
- Sun & Sand Sports *Saudi Arabia and UAE Only*
- Super Sports *Thailand and Vietnam Only*
- Super Sports Xebio *Japan Only*
- Thegioidotap *Vietnam Only*
- Toby's Sports *Philippines Only*
- Topsports *China Only*
- Torpedo7 *New Zealand Only*
- Totalsports *South Africa Only*
- Trial Sport *Russia Only*
- USA Sports *USA Only*
- World of Sports *Malaysia Only*
- XXL Sport & Villmark *Norway and Sweden Only*

Fashion Retailers

- 8Seconds *South Korea Only*
- Abercrombie & Fitch *Canada, UK and USA Only*
- Aigle *Hong Kong Only*
- Alcott *Italy Only*
- Allen Solly *India Only*
- AllSaints *UK and USA Only*
- American Eagle *USA Only*
- Americanino *Chile and Colombia Only*
- And *India Only*
- Aritzia *Canada Only*
- Armani EA7 *UK Only*
- ASOS *Select Markets Only*
- b+ab *China Only*
- Bahne *Denmark Only*
- Baleno *China Only*
- Banana Republic *USA Only*
- Bayo *Philippines Only*
- BCF *Australia Only*
- Being Human *India Only*
- Bel&Bo *Belgium Only*
- Bella Donna *Egypt Only*

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- Bench *China, Philippines and Singapore Only*
- BerryBenka *Indonesia Only*
- Bershka *Select Markets Only*
- Blue Tomato *Austria Only*
- Bonds *Australia Only*
- Bonia *Malaysia Only*
- Bonprix *Germany Only*
- Bontia *Austria Only*
- Bossini *Select Markets Only*
- Brands Outlet *Malaysia Only*
- C&A *Select Markets Only*
- Cabbeen *China Only*
- Cache-Cache *France Only*
- Calzedonia *Select Markets Only*
- Camicissima *Italy Only*
- Cassidi *Israel Only*
- Castro *Israel Only*
- Celio *France and Philippines Only*
- Chevignon *Colombia Only*
- Coin *Italy Only*
- Colin's *Russia Only*
- Collezione *Turkey Only*
- Color Plus *India Only*
- Cortefiel *Portugal and Spain Only*
- Cotton On *Select Markets Only*
- Cottonil *Egypt Only*
- Country Road *Australia Only*
- D Store *Egypt Only*
- Da Milano *India Only*
- David Jones *Australia Only*
- De Facto *Turkey Only*
- Dedoles *Czech Republic Only*
- Deichman *Select Markets Only*
- Desigual *Select Markets Only*
- E5-Mode *Belgium Only*
- ECCO *Select Markets Only*
- Ego *Egypt Only*
- Ellos *Norway Only*
- Embrator *Egypt Only*
- Esprit *Select Markets Only*
- Etam *Egypt and France Only*
- Fashion Nova *USA Only*
- Fashion&Friends *Croatia Only*
- Flying Machine *India Only*
- Folded & Hung *Philippines Only*
- Forever New *Australia and South Africa Only*
- Foschini *South Africa Only*
- Fox *Singapore and Israel Only*
- G2000 *Select Markets Only*
- GAP *Select Markets Only*
- GÉMO *France Only*
- Giordano *Select Markets Only*
- Glassons *New Zealand Only*
- Global Desi *India Only*
- Gloria Jeans *Russia Only*
- Golden Point *Italy Only*
- Golf *Israel Only*
- H&M *Select Markets Only*
- H&O *Israel Only*
- Hallensteins *New Zealand Only*
- Hang Ten *Singapore and Taiwan Only*
- Hering *Brazil Only*
- HiDesign *India Only*
- Hollister *Select Markets Only*
- Honigman *Israel Only*
- Human *Philippines Only*
- Hunkemoller *Netherlands Only*
- InCity *Russia Only*
- Indiska *Sweden Only*
- Jaju *South Korea Only*
- Jaspal *Thailand Only*
- JBC *Belgium Only*
- Jules *France Only*
- Kamiseta *Philippines Only*
- KappAhl *Poland and Sweden Only*
- Kathmandu *New Zealand Only*
- Katies *Australia Only*
- Kenvelo *Romania Only*
- Kevingston *Argentina Only*
- Kiabi *France Only*
- KiK *Select Markets Only*
- Kleider Bauer *Austria Only*
- Koton *Turkey Only*
- La chapelle *China Only*
- La Halle *France Only*
- La Redoute *France Only*
- La Rinascente *Italy Only*
- Lanidor *Portugal Only*
- LC Waikiki *Select Markets Only*
- Levi's *Select Markets Only*

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- Lifestyle *India Only*
- Lindex *Sweden Only*
- Littlewoods *UK Only*
- Loft *USA Only*
- Louis Phillipe *India Only*
- Malwee *Brazil Only*
- Mango *Select Markets Only*
- Mania *Bulgaria Only*
- Marisa *Brazil Only*
- Mark's Work Wearhouse *Canada Only*
- Marks & Spencer *Select Markets Only*
- Marshalls *USA Only*
- Massimo Dutti *Select Markets Only*
- Mavi Jeans *Turkey Only*
- Max *India Only*
- Max&Co. *Italy Only*
- Me&City *China Only*
- Meters/bonwe *China Only*
- Metrojaya *Malaysia Only*
- Millers *Australia Only*
- Mixxo *South Korea Only*
- MO (Modalfa) *Portugal Only*
- Monte Carlo *India Only*
- Motivi *Italy Only*
- MQ *Sweden Only*
- Mr Price *South Africa Only*
- Naracamicie *Italy Only*
- NET *Taiwan Only*
- New Look *UK Only*
- New Yorker *Select Markets Only*
- Next *Israel, Norway and UK Only*
- O'Stin *Russia Only*
- Old Navy *Canada and USA Only*
- ONOT *Israel Only*
- Oodji *Russia Only*
- Orsay *Austria Only*
- OVS *Italy Only*
- Oysho *Greece and Spain Only*
- Padini *Malaysia Only*
- Pantaloons *India Only*
- Park Avenue *India Only*
- Peek & Cloppenburg *Germany Only*
- Penneys *Ireland Only*
- Penshoppe *Philippines Only*
- Pep *South Africa Only*
- Pimkie *France and Italy Only*
- Primark *Select Markets Only*
- Promod *Select Markets Only*
- Pull & Bear *Select Markets Only*
- Quebramar *Portugal Only*
- Raymond *India Only*
- Reitmans *Canada Only*
- Reliance Trends *India Only*
- Remix *Bulgaria Only*
- Renuar *Israel Only*
- Reserved *Bulgaria, Germany and Hungary Only*
- Riachuelo *Brazil Only*
- River Island *Select Markets Only*
- Ross Dress For Less *USA Only*
- s.Oliver *Austria and Germany Only*
- Sacoor Brothers *Portugal Only*
- Salsa *Portugal Only*
- Savage *Russia Only*
- Sela *Russia Only*
- Sfera *Spain Only*
- Sisley *Italy Only*
- Spao *South Korea Only*
- Springfield *Portugal and Spain Only*
- Spykar *India Only*
- Stradivarius *Select Markets Only*
- Sussan *Australia Only*
- Suzanne Grae *Australia Only*
- Tally Weijl *Austria Only*
- Terranova *Italy Only*
- The Collective *India Only*
- The Executive *Indonesia Only*
- The Iconic *Australia Only*
- Tid Lamond *Egypt Only*
- Tiffosi *Portugal Only*
- Topten *South Korea Only*
- Truworths *South Africa Only*
- UNIQLO *Select Markets Only*
- United Colors of Benetton *Select Markets Only*
- Upim *Italy Only*
- Urban Outfitters *Select Markets Only*
- Vakko *Turkey Only*
- Van Haren *Netherlands Only*
- Vero Moda / Jack & Jones *Select Markets Only*
- Victoria's Secret *Select Markets Only*

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- *Wanama Argentina Only*
- *We Netherlands and Switzerland Only*
- *Westside India Only*
- *Women's Secret Spain Only*
- *Yishion China and Singapore Only*
- *Zalando Select Markets Only*

- *Zalora Select Markets Only*
- *Zando South Africa Only*
- *Zara Select Markets Only*
- *Zeeman Belgium Only*
- *Zero Germany Only*
- *Zolla Russia Only*

Other Retailers

- *98.4 India Only*
- *220 volt Russia Only*
- *ABCDIN Chile Only*
- *Abenson Philippines Only*
- *Abra Poland Only*
- *ACE Hardware Select Markets Only*
- *Acqua&Sapone Italy Only*
- *Action Select Markets Only*
- *Aeon Hong Kong Only*
- *Aeon Wellness Malaysia Only*
- *Agata meble Poland Only*
- *Agaval Colombia Only*
- *Åhléns Sweden Only*
- *Aiko Bulgaria Only*
- *AK Plaza South Korea Only*
- *AKI Portugal and Spain Only*
- *Al-Tawhid Wal Nour Egypt Only*
- *Alkosto Colombia Only*
- *Altex Romania Only*
- *Alto Palermo Argentina Only*
- *Amcal Australia and New Zealand Only*
- *Anson's Philippines Only*
- *Apollo Pharmacy India Only*
- *Apotek 1 Norway Only*
- *Apotek Hjärtat Sweden Only*
- *Apoteket Sweden Only*
- *Apoteksgruppen Sweden Only*
- *Apteka Bliska Poland Only*
- *Area Portugal Only*
- *Argos UK Only*
- *Arnotts Ireland Only*
- *Arredo Argentina Only*
- *ASKO Nábytek Czech Republic Only*
- *ASKUL Japan Only*
- *Aster Hong Kong Only*
- *Attica Greece Only*
- *B&Q Ireland and UK Only*
- *B2S Thailand Only*

- *BabySam Denmark Only*
- *Bambule Czech Republic Only*
- *Bauhaus Select Markets Only*
- *Bellona Turkey Only*
- *Benu Czech Republic Only*
- *Best Buy Canada and USA Only*
- *Beymen Turkey Only*
- *BHG Singapore Only*
- *Biltema Sweden Only*
- *BIPA Austria Only*
- *Blokker Belgium and Netherlands Only*
- *Bloomingdale's Saudi Arabia, UAE and USA Only*
- *Bog & Ide Denmark Only*
- *Bol Belgium and Netherlands Only*
- *Bolia Denmark Only*
- *Boloni China Only*
- *Bonjour Hong Kong Only*
- *Boots Ireland, Thailand and UK Only*
- *Breuninger Germany Only*
- *Brico Belgium Only*
- *Brico Depot Romania Only*
- *Bricocenter Italy Only*
- *Bricomart Spain Only*
- *Briscoes New Zealand Only*
- *Brown Thomas Ireland Only*
- *BRW (Black Red White) Poland Only*
- *Builders Warehouse South Africa Only*
- *Bunnings Australia and New Zealand Only*
- *Burlington Stores USA Only*
- *BUT France Only*
- *Butlers Germany Only*
- *Bygma Denmark Only*
- *Canadian Tire Canada Only*
- *Caring Malaysia Only*
- *Casa Belgium, Portugal and Spain Only*
- *Casas Bahia Brazil Only*
- *Castorama Poland and Russia Only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- *Catena Romania Only*
- *Cawachi Japan Only*
- *Central Thailand Only*
- *Centro Indonesia Only*
- *Century Indonesia Only*
- *Çetinkaya Turkey Only*
- *Chemist Warehouse Australia Only*
- *Chungyo Taiwan Only*
- *CJ Wow Shop Malaysia Only*
- *Clas Ohlson Sweden Only*
- *Clicks South Africa Only*
- *Cocokara Fine Japan Only*
- *Colourmix Hong Kong Only*
- *Conforama France, Portugal and Spain Only*
- *Coppel Mexico Only*
- *Cosmed Taiwan Only*
- *Cosmos Japan Only*
- *Cosway Malaysia Only*
- *Courts Indonesia, Malaysia and Singapore Only*
- *CR Care Hong Kong Only*
- *Crescent mall Vietnam Only*
- *CVS USA Only*
- *Cyberzone Philippines Only*
- *Daimaru Japan Only*
- *Daiso Select Markets Only*
- *Dashenlin China Only*
- *DATART Czech Republic Only*
- *De Bijenkorf Netherlands Only*
- *Debenhams Select Markets Only*
- *DeBorla Portugal Only*
- *Dedeman Romania Only*
- *Delirium Bulgaria Only*
- *Depot Germany Only*
- *DFS UK Only*
- *Diamond Plaza Vietnam Only*
- *Dis-Chem South Africa Only*
- *DM Select Markets Only*
- *Dona Romania Only*
- *Dot Argentina Only*
- *Douglas Select Markets Only*
- *Dr. Max Czech Republic Only*
- *Dreams UK Only*
- *Droga Raia Brazil Only*
- *Drogaria Pacheco Brazil Only*
- *Drogaria São Paulo Brazil Only*
- *Dunelm UK Only*
- *Easy Argentina and Chile Only*
- *Edgars South Africa Only*
- *El Corte Ingles Portugal and Spain Only*
- *El Palacio de Hierro Mexico Only*
- *Electro World Czech Republic Only*
- *Elektra Mexico Only*
- *Elkjob Norway Only*
- *Ender Turkey Only*
- *English Home Turkey Only*
- *Espaço Casa Portugal Only*
- *Espaço Saúde e Bem Estar (Jumbo) Portugal Only*
- *Etos Netherlands Only*
- *Euronics Czech Republic and Hungary Only*
- *Evkur Turkey Only*
- *Fabindia India Only*
- *Falabella Argentina, Colombia and Chile Only*
- *FAnn Czech Republic Only*
- *Far Eastern Taiwan Only*
- *Farmácia Holon Portugal Only*
- *Farmacia San Pablo Mexico Only*
- *Farmacias del Ahorro Mexico Only*
- *Farmaciile Belladonna Romania Only*
- *Farmacity Argentina Only*
- *Farmers New Zealand Only*
- *Fascino Thailand Only*
- *Flamingo Colombia Only*
- *FNAC Select Markets Only*
- *Furniture Republic Philippines Only*
- *Galeria Germany Only*
- *Galeria Inno Belgium Only*
- *Galleries Lafayette France, Saudi Arabia and UAE Only*
- *Galleria Department South Korea Only*
- *Game South Africa Only*
- *GameStop Denmark Only*
- *Gamma Belgium and Netherlands Only*
- *Gencallar Turkey Only*
- *Germanos Greece Only*
- *GoShop Malaysia Only*
- *Gratis Turkey Only*
- *Guardian Select Markets Only*

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- GUM *Russia Only*
- Guoda *China Only*
- Hagebaumarkt *Austria Only*
- Hamashbir Lazarchan *Israel Only*
- Handyman *Philippines Only*
- Hankyu *Japan Only*
- Hanshin *Taiwan Only*
- Harris Scarfe *Australia Only*
- Harvey Norman *Ireland Only*
- Hästens *Denmark Only*
- Havan *Brazil Only*
- Healthlane *Malaysia Only*
- HelpNet *Romania Only*
- Helsemin *Denmark Only*
- HEMA *Belgium and Netherlands Only*
- HIFI Klubben *Denmark Only*
- HOBA *China Only*
- Hogar Y Moda *Colombia Only*
- HOLA *Taiwan Only*
- Holland & Barrett *UK Only*
- Holt Renfrew *Canada Only*
- Home Center *Israel Only*
- Home Centre *Egypt and India Only*
- Home Depot *Canada, Mexico and USA Only*
- Home Hardware *Canada Only*
- Home Timber & Hardware *Australia Only*
- Home-Fix *Singapore Only*
- Homebase *UK Only*
- Homecenter *Colombia Only*
- HomePro *Thailand Only*
- Homesense *Canada Only*
- Hometown *India Only*
- Hondos Center *Greece Only*
- Hornbach *Select Markets Only*
- House of Fraser *UK Only*
- Hudson's Bay *Canada Only*
- Hyundai Department *South Korea Only*
- IKEA *Select Markets Only*
- Ilva *Denmark Only*
- Image Furniture *Egypt Only*
- Imerco *Denmark Only*
- Index Living Mall *Thailand Only*
- Informa *Indonesia Only*
- Interio *Austria Only*
- Isetan *Select Markets Only*
- Istikbal *Turkey Only*
- Japan Medical *Taiwan Only*
- JCPenney *USA Only*
- Jean Coutu *Canada Only*
- jem & fix *Denmark Only*
- John Lewis *UK Only*
- Jula *Sweden Only*
- Jumbo *Greece and Bulgaria Only*
- Jysk *Select Markets Only*
- K-24 *Indonesia Only*
- K-Mart *New Zealand Only*
- Kalunga *Brazil Only*
- KARE *Israel Only*
- kasanova *Italy Only*
- Kastner & Öhler *Austria Only*
- Kaufhaus Lutz *Austria Only*
- Kaufhaus Tyrol *Austria Only*
- Kawan Lama *Indonesia Only*
- Kicks *Sweden Only*
- KIKA *Austria and Romania Only*
- Kimia Farma *Indonesia Only*
- Kinokuniya *Singapore and Thailand Only*
- Kmart *Australia Only*
- Koçtaş *Turkey Only*
- Kohl's *USA Only*
- Komus *Russia Only*
- Kosney at Home *South Korea Only*
- Kotsovolos *Greece Only*
- Krēfel *Belgium Only*
- Kronans Apotek *Sweden Only*
- Kruidvat *Belgium and Netherlands Only*
- La Polar *Chile Only*
- Lakme *India Only*
- LaoBaiXing *China Only*
- Lazada *Indonesia Only*
- Leenbakker *Belgium Only*
- Leiner *Austria Only*
- Leon's *Canada Only*
- Leroy Merlin *Select Markets Only*
- Life Pharmacy *New Zealand Only*
- Lillapoio *Italy Only*
- Lilly *Bulgaria Only*
- Liverpool *Mexico Only*
- Lloyds Pharmacy *UK Only*
- London Drugs *Canada Only*
- Lotte Department *South Korea Only*

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- *Lowe's Canada and USA Only*
- *Macy's USA Only*
- *Madame Coco Turkey Only*
- *Magasin Denmark Only*
- *Magazine Luiza Brazil Only*
- *Maisons du Monde France and Italy Only*
- *Makro South Africa Only*
- *Mannings Hong Kong Only*
- *Mareshki Bulgaria Only*
- *Marionnaud Select Markets Only*
- *Matahari Indonesia Only*
- *Matas Denmark Only*
- *Matsumoto Kiyoshi Japan Only*
- *Matsuya Japan Only*
- *Matsuzakaya Japan Only*
- *Medea Bulgaria Only*
- *Medfirst Taiwan Only*
- *Media Markt Select Markets Only*
- *Mega Russia Only*
- *Mercury Drug Philippines Only*
- *Metro Indonesia Only*
- *METRO China Only*
- *Mitra10 Indonesia Only*
- *Mitre 10 Australia and New Zealand Only*
- *Mitsukoshi Japan Only*
- *Möbelix Czech Republic and Hungary Only*
- *Mobexpert Romania Only*
- *Moja Apteka Poland Only*
- *Mömax Bulgaria and Germany Only*
- *MR DIY Malaysia Only*
- *Muji Select Markets Only*
- *Müller Germany Only*
- *Müller-Drogerie Austria Only*
- *Mundo Verde Brazil Only*
- *MyChau Pharmacy Vietnam Only*
- *Myer Australia Only*
- *Natura Drogerie Poland Only*
- *Neiman Marcus USA Only*
- *Nepstar Drugstore China Only*
- *Nitori Japan and Taiwan Only*
- *NK Sweden Only*
- *Nocibé France Only*
- *Noel Leeming New Zealand Only*
- *Nordstrom Canada and USA Only*
- *Normal Denmark Only*
- *Nykaa India Only*
- *Obi Select Markets Only*
- *Officemag Russia Only*
- *OfficeMax Mexico Only*
- *Officeworks Australia Only*
- *OKAY Czech Republic Only*
- *Olive Young South Korea Only*
- *Omar Effendi Egypt Only*
- *ÖoB Sweden Only*
- *OTTO Germany Only*
- *Özdilek Turkey Only*
- *Özdilek Park Turkey Only*
- *P&F Super Drug Thailand Only*
- *Panduro Denmark Only*
- *Papelaria Fernandes Portugal Only*
- *Paper Plus New Zealand Only*
- *Paris Chile Only*
- *Parkson Malaysia and Vietnam Only*
- *Paseo Alcorta Argentina Only*
- *Patio Bullrich Argentina Only*
- *PC Gilmore Computer Center Philippines Only*
- *Pepe Ganga Colombia Only*
- *Pernambucanas Brazil Only*
- *Phano Pharmacy Vietnam Only*
- *Pharmacy Vietnam Only*
- *Pharmasave Canada Only*
- *Plaisio Greece Only*
- *Planeo Czech Republic Only*
- *Pompo Czech Republic Only*
- *Ponto Frio Brazil Only*
- *Posuda tseentr Russia Only*
- *Power Denmark and Norway Only*
- *Praktiker Select Markets Only*
- *Praxis Netherlands Only*
- *Priceline Australia Only*
- *Pricerite Hong Kong Only*
- *PriceSmart Colombia Only*
- *Pro Kaufland Austria Only*
- *Public Greece Only*
- *Pure by Big C Thailand Only*
- *Ramayana Indonesia Only*
- *real,- Germany Only*
- *Recoleta Mall Argentina Only*
- *Red Star Macalline China Only*
- *Renner Brazil Only*
- *Rexall Canada Only*

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- *Rigla Russia Only*
- *Ripley Chile Only*
- *Rite Aid USA Only*
- *Robinsons Department Store Select Markets Only*
- *Romstal Romania Only*
- *Rona Canada Only*
- *Rose Pharmacy Philippines Only*
- *Rossmann Select Markets Only*
- *Rusta Sweden Only*
- *Rustan's Department Store Philippines Only*
- *Saks Fifth Avenue Canada and USA Only*
- *Saks Off 5th USA Only*
- *Sam's Club Select Markets Only*
- *Samson-Pharma Russia Only*
- *Sanborns Mexico Only*
- *Sancta Domenica Croatia Only*
- *Sasa Hong Kong Only*
- *Saturn Austria, Germany and Russia Only*
- *SB Design Square Thailand Only*
- *Sconto Nábytek Czech Republic Only*
- *Sears Canada and Mexico Only*
- *Seibu Japan Only*
- *Selma Argentina Only*
- *Sensiblu Romania Only*
- *Sephora Select Markets Only*
- *Shatura Russia Only*
- *Shin Kong Mitsukoshi Taiwan Only*
- *Shinsegae Department South Korea Only*
- *Shoppers Drug Mart/Pharmaprix Canada Only*
- *Shoppers Stop India Only*
- *Siam Paragon Thailand Only*
- *Silvan Denmark Only*
- *Sincere Hong Kong Only*
- *Skousen Denmark Only*
- *SM Department Store Philippines Only*
- *Sodimac Argentina and Chile Only*
- *SOGO Hong Kong, Indonesia and Taiwan Only*
- *SoPharmacy Bulgaria Only*
- *Soriana Mexico Only*
- *Sostrene Grene Denmark Only*
- *Spotlight Singapore Only*
- *Staples Select Markets Only*
- *Suburbia Mexico Only*
- *Sugi Japan Only*
- *Sundrug Japan Only*
- *Super-Pharm Israel and Poland Only*
- *Superdrug UK Only*
- *T-Shop Turkey Only*
- *Takashimaya Japan, Singapore and Vietnam Only*
- *Takealot South Africa Only*
- *Tangs Malaysia and Singapore Only*
- *Target Australia and USA Only*
- *Tchibo Czech Republic Only*
- *Techmart Bulgaria Only*
- *Technomarket Bulgaria Only*
- *Technopolis Bulgaria Only*
- *Teta Drogerie Czech Republic Only*
- *The Brick Canada Only*
- *The EmQuartier Thailand Only*
- *The Generics Pharmacy (TGP) Philippines Only*
- *The Landmark Philippines Only*
- *The Mall Thailand Only*
- *The Source Canada Only*
- *The Warehouse New Zealand Only*
- *Tigotà Italy Only*
- *TJ Maxx USA Only*
- *TK Maxx Select Markets Only*
- *Tokyu Japan Only*
- *Tong Ren Tang China Only*
- *toom Germany Only*
- *Trafic Belgium Only*
- *True Value USA Only*
- *TSUM Russia Only*
- *Tsuruha Japan Only*
- *Ultrafarma Brazil Only*
- *Uni-Ustyle Taiwan Only*
- *Unicenter Argentina Only*
- *Unichem Pharmacy New Zealand Only*
- *Uniprix Canada Only*
- *Unity Singapore Only*
- *Vanden Borre Belgium Only*
- *Vantage Argentina Only*
- *Videnov Bulgaria Only*
- *Vivre Bulgaria, Japan and Romania Only*
- *VOX Poland Only*
- *Walgreens USA Only*
- *Warehouse Stationery New Zealand Only*

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- *Watsons Select Markets Only*
- *Weba Belgium Only*
- *Welcia Japan Only*
- *Well's (Continente) Portugal Only*
- *Whitcoulls New Zealand Only*
- *Wilcon Philippines Only*
- *Wilko UK Only*
- *Wing On Hong Kong Only*
- *Winners Canada Only*
- *Woodies Ireland Only*
- *Woolworth Germany Only*
- *Woolworths South Africa Only*
- *Working House Taiwan Only*
- *Xenos Netherlands Only*
- *XL-BYG Denmark Only*
- *XXXLutz Austria, Czech Republic and Hungary Only*
- *Yue Hwa Chinese Products Hong Kong Only*
- *Yuppiechef South Africa Only*
- *Yves Rocher France Only*
- *Ziko Apteka Poland Only*
- *Zona Vital Argentina Only*
- *Zora Bulgaria Only*

Travel

Travel Behavior Segmentation

Based on how frequently they undertake travel activities, all respondents are classified as Regular, Semi-Regular, Occasional or Non-Engagers across each travel type. Full definitions can be found in the segmentation document.

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 traveling 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
- Local food & beverage experience
- Online reviews from other travelers
- Outdoor adventure activities
- Reading an article about the destination
- Recommendation from a travel agent
- Recommendation from friends / family
- Relaxing experience
- 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 Used*

Which of these airlines have you flown with in the last 3 years?

- Air Canada
- Air China
- Air France
- ANA (All Nippon Airways)
- American Airlines
- British Airways
- Cathay Pacific
- China Eastern
- China Southern
- Delta
- Emirates
- Iberia
- Etihad
- Hainan Airlines
- KLM
- LATAM
- Lufthansa
- Qantas
- Qatar
- Singapore Airlines
- Southwest Airlines
- Turkish Airlines
- United Airlines
- Japan Airlines

Vacation Type

Which types of vacation do you enjoy?

- Action / adventure
- Beach / resort
- City Break
- Cruise
- Road trip
- Spa / retreat
- Staycation
- Theme park
- Winter sports
- Other
- I never take vacations

Vacations in a Foreign Country

In the last 12 months how many vacations have you taken in a foreign country?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

Vacations in Country of Residence

In the last 12 months how many vacations have you taken in the country where you live?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

International Business Trips*

In the last 12 months how many business trips have you taken in a foreign country?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

Domestic Business Trips*

In the last 12 months how many business trips have you taken in the country where you live?

- 0
- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Automotive

Type of Vehicle owned*

Which of the following types of vehicles do you have in your household?

- Car(s)
- Van(s)
- Motorcycle(s)
- Moped(s)
- None of the above

Brand Ownership

Which brands do you currently have in your household? Please select all that apply.

Next Vehicle Brand Consideration

Which brands would be your top choice for your next vehicle? Please select all that apply.

- Alfa Romeo *Select Markets only*
- Audi
- Bajaj *India only*
- Baojun *China only*
- BMW
- Buick *Select Markets only*
- Cadillac *Select Markets only*
- Changan *China only*
- Chevrolet *Select Markets only*
- Citroen *Select Markets only*
- Dacia *Select Markets only*
- Daihatsu *China, Indonesia, Japan only*
- Dodge *Select Markets only*
- DS *Czech Republic only*
- Fiat
- Ford
- GAC *China only*
- Genesis *South Korea, UK, USA only*
- GMC *Select Markets only*
- Great Wall Haval *China and Australia only*
- Haval *China and South Africa only*
- Hero *India only*
- Hino *Hong Kong only*
- Honda
- Hyundai
- Infiniti *Select Markets only*
- Jaguar *Select Markets only*
- Jeep *Select Markets only*
- KIA
- Lada *Bulgaria and Russia only*
- Land Rover *Select Markets only*
- Lexus
- Lincoln *USA only*
- Mahindra *India and South Africa only*
- Maruti Suzuki *India only*
- Maxus *China and Hong Kong only*
- Mazda
- Mercedes-Benz
- MG *Select Markets only*
- MINI
- Mitsubishi
- Nissan
- Opel *Select Markets only, Displayed as Vauxhall in UK*
- Peugeot *Select Markets only*
- Perodua *Malaysia only*
- Polestar *Select Markets only*
- Porsche *Select Markets only*
- Proton *Malaysia only*
- Ram *Select Markets only*
- Renault *Select Markets only*
- Royal Enfield *India only*
- Seat *Select Markets only*
- Skoda *Select Markets only*

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- Smart *Bulgaria, Germany and Greece only*
- SsangYong *Bulgaria and Czech Republic only*
- Subaru
- Suzuki
- Tata Motors *Select Markets only*
- Tesla
- Toyota
- TVS *India only*
- Volkswagen
- Volvo
- Wuling *China and Indonesia only*
- Other

Vehicle Purchase Timeframe

When are you next looking to purchase a car / van?

- I have recently purchased a car / van
- In the next 6 months
- In the next 7-12 months
- In the next 2 years
- Longer than 2 years
- I have no plans to purchase a car / can

Next Vehicle Type

What type(s) of car / van would be your top choice for your next vehicle?

- Convertible
- Coupe
- Crossover
- Hatchback
- Luxury
- Minivan / MPV
- Sedan / Saloon
- Sports car
- SUV
- Truck
- Van
- Wagon / Estate
- Not sure

Next Vehicle Fuel Type

What sort of vehicle are you thinking of purchasing?

- Petrol / gasoline
- Diesel
- Hybrid
- Plug-in hybrid

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- Electric
- Other / I don't know

Vehicle Fuel Type*

What type of car(s)/van(s)?

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

Vehicle Fuel Grade*

Does your household usually purchase standard or premium fuel for your car / van?

- Standard
- Premium
- I don't know

Property

Property Rental*

Do you rent the property/room you live in?

- Yes
- No

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?

Outright, With a mortgage

- 0
- 1
- 2
- 3+

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Health

Health Conditions

Do you personally, or does anyone in your household, currently have any of the following?

I have this, Someone else in my household has this, No / Prefer not to say

- Asthma
- Arthritis
- Cancer
- Diabetes
- Gastro conditions
- Hearing conditions
- Heart Disease
- 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?

Very important, Somewhat important, Not important

- 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

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Work and Professional Life

Employment Status*

What is your current working status?

- Full-time worker
- Full-time worker with a side venture (Freelancing, entrepreneurship)
- Part-time worker
- Part-time worker with with a side venture (Freelancing, entrepreneurship)
- Self-employed / Freelancer
- Full-time parent / Stay-at-home parent
- Student
- Unemployed
- Retired
- Other

Work Sector / Industry*

Which of the following best describes the current sector of your work?

- Accounting
- Advertising
- Agriculture / Forestry
- Arts & Entertainment
- Automotive
- Banking
- Building / Construction
- Charity / Non-Profit
- Education
- Engineering
- Financial Services / Investment
- Government (national or local)
- 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
- Sports
- Transport, Logistics or Distribution
- Travel, Tourism or Leisure Services
- Veterinary/Animal Care
- Other

Work Position / Role*

What best describes your current position / role?

Asked to all:

- Consultant
- Volunteer
- Accountant
- Influencer/ content creator
- Other

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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*
- Athlete *Only if Sports*
- 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 or Sports*
- 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*

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- 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 or Sports
- 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, Marketing / PR or Sports
- Masseur Only if Health & Beauty or Sports
- 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 /

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- *Telecommunications, Manufacturing or Mining / Oil / Gas*
- Other Legal (Paralegals, Arbitrators, etc.) *Only if Legal Services*
- Payroll Clerk *Only if Accounting*
- People and Culture Manager/Advisor *Only if HR & Training*
- Pharmacist *Only if Retail or Healthcare / Medical Services*
- Photographer *Only if Arts & Entertainment*
- Physiotherapist / Osteopath *Only if Healthcare / Medical services or Sports*
- 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*
- Product Manager *Only if IT/Telecommunications or Software Development / Computer Engineering*
- 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*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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, Arts / & Entertainment, Marketing / PR or Sports*

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

Job Seniority*

Which of these best describes your role?

- 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?

- Under 10 employees
- 10 – 50 employees
- 50 – 250 employees
- 250 – 1000 employees
- 1000 – 2000 employees
- 2000 – 5000 employees
- Over 5000 employees

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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 auto generated based on answers to the Areas of Responsibility question, with respondents classified into groupings based on their influence on decision making. Full definitions can be found in the segmentation document.

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 Discovery*

How do you typically find out about new brands and products?

- Ads heard on the radio
- Ads in magazines or newspapers
- Ads on billboards or posters
- Ads on music-streaming services
- Ads seen at the cinema
- Ads seen before online videos or TV shows start to play
- Ads seen in video / mobile games
- Ads seen in virtual spaces (e.g VR/AR)
- 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 celebrities or an influencer
- In-store product displays or promotions
- Online retail websites
- Personalized purchase recommendations on a website
- Posts or reviews from expert bloggers
- Product brochures / catalogs
- 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 Discovery Segmentation

The segmentation is auto-generated based on the brand discovery question, splitting options into paid, owned and earned media.

Brand Advocacy

What would most motivate you to promote your favorite brand online?

- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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 Consumers Life: Brand Qualities

What would most motivate you to promote your favorite brand online?

- Authentic
- Bold
- Exclusive
- Funny
- Innovative
- Reliable
- Smart
- Traditional
- Trendy / cool
- Young

Brand Role in Consumers Life: Brand Action

What would most motivate you to promote your favorite brand online?

- 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?

- Blogs on products / brands
- Consumer reviews
- Discount voucher / coupon sites
- Forums / message boards
- Messaging / live chat services
- Micro-blogs (e.g. X)
- 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 (blogs recorded in video form)

Online Brand Interactions in Last Month

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?

- 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?

- 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
- Exclusive content or services
- Free delivery
- "Guest" check-out (with no sign-in required)
- Knowing the product / company is environmentally friendly
- Lots of "likes" or good comments on social media
- Loyalty points
- Next-day delivery
- Option to use "buy" button on a social network
- To be able to pay with cash on delivery
- Quick / easy online checkout process
- Recommendations for the product / company from influencers on social media
- Reviews from other consumer

Purchase Behavior

Responsibility for Food Shopping*

Which of these things have you / your household purchased in the last 3-6 months?

- Main
- Joint
- Do not do the shopping

Major Purchases

Which of these things have you / your household purchased in the last 3-6 months?

Which of these things are you / your household thinking about purchasing in the next 3-6 months?

Which of these items did you purchase online?

Electronics / Entertainment

- 2-in-1 laptop / tablet
- Audio system / speakers
- Broadband / fiber optic
- Desktop PC
- Drone
- E-reader
- Games console
- Headphones / earphones
- Laptop
- Monitor / COMPUTER MONITOR
- Smart home appliance
- Smart home assistant (e.g. Amazon Alexa, Google Assistant)
- Smart TV
- Smart wearable device (e.g. smartwatch, fitness band)
- Tablet

Home Items

- Air conditioning unit
- Air purifier / dehumidifier
- Dishwasher
- DIY equipment (ie. home repair tools)
- Garden furniture
- Home exercise equipment
- Housing / property
- Iron
- Mattress

- Microwave
- Oven
- Refrigerator
- Robot vacuum cleaner
- Sofa
- Vacuum cleaner
- Washing machine / tumble dryer

Automotive & Transport

- Car / automobile
- Motorcycle
- Bicycle
- Electric-powered scooter

Personal Items

- Electric toothbrush
- Electric trimmers / shavers
- Glasses / spectacles
- Hair styling tools
- Handbag / Bag
- Jewelry
- Purse / wallet
- Wristwatch

Financial Products

- Car / automotive insurance
- Cyber Insurance (addition not available for 'thinking about purchasing' question in Q4 2023)

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Foreign currency
- Health Insurance
- Home contents insurance
- Home-owners / building insurance
- Life insurance
- Mobile Insurance
- Mortgage
- Pet insurance

- Travel insurance

Travel & Leisure Items

- Concert tickets
- Experience (e.g. spa trip, day out)
- Travel tickets (e.g. a flight)
- Vacation (abroad)
- Vacation (domestic)

Minor Purchases

Which of these products have you or your household purchased in the last month?

Which of these items did you purchase online?

Alcohol

- Beer (any)
- Champagne
- Other sparkling wines (e.g. Prosecco, Cava)
- Cider
- Pre-mixed / ready-to-drink cocktails
- Spirits
- Wine (any)
- Wine (red)
- Wine (rose)
- Wine (white)

- Ice cream
- Meat
- Meat substitutes
- Milk (incl. fresh, long-life, powdered)
- Milk alternatives (e.g. soy, almond, oat, etc.)
- Organic fruit / vegetables
- Seafood
- Soft drinks
- Tea

Groceries

- Bottled water
- Breakfast cereal
- Candy / sweets
- CBD-infused products *USA and Canada Only*
- Cheese
- Chewing gum
- Chocolate
- Coffee
- Cookies / biscuits
- Cooking Oil
- Crisps / potato chips
- Fresh ready meals
- Frozen food / ready meals
- Gluten free products

Personal Effects

- Clothing
- Fragrance (e.g. perfume, aftershave)
- Gift / present for someone
- Gift card
- Shoes (not sneakers / trainers)
- Sneakers / trainers
- Sports clothing / equipment

Household Items

- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Medicines / Healthcare Items

- 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
- Vitamins/ supplements

Leisure & Entertainment Items

- Book(s)
- Computer / video games
- Film(s) or boxset(s)
- Music album(s)
- Magazine(s)
- Newspaper(s)

Personal Care Items

- Beauty products
- Conditioner
- Deodorant
- Exfoliating products
- Hair coloring products
- Hair styling products
- Handwash / soap
- Toothpaste
- Mouthwash
- Make-up / cosmetics
- Moisturizer
- Personal grooming products (e.g. razors)
- Shampoo
- Shower gel

- Sanitary products

Payment Services

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

All Markets

- American Express
- Mastercard
- Masterpass
- Visa

Argentina

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 / diaper

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Google Pay
- MercadoPago
- PayPal

- PayU
- Recargapay
- TodoPago

- Visa Checkout

Australia

- AliPay
- Apple Pay
- Cash App

- Google Play
- Klarna
- PayPal

- Samsung Pay
- Visa Checkout
- WeChat Pay / Tenpay

Austria

- Apple Pay
- Blue Code
- Google Pay

- Klarna
- Mobile Bankomatkarte
- PayPal

- Paysafe
- Viva Wallet
- WeChat Pay / Tenpay

Belgium

- Apple Pay
- Google Pay
- Klarna

- PayPal
- Viva Wallet
- WeChat Pay / Tenpay

- Zapper

Brazil

- Amazon Pay
- Apple Pay
- Banco do Brasil
- Cielo
- ELO
- Google Pay

- MercadoPago
- MoiP
- PagSeguro
- PayPal
- PayU
- Pix

- Recargapay
- Samsung Pay
- Stone
- Visa Checkout

Bulgaria

- Apple Pay
- Borica / B-Card
- Diners Club

- ePay.bg
- Google Pay
- Maestro

- PayU

Canada

- Afterpay
- Apple Pay
- Cash App

- Google Pay
- PayPal
- PayTM

- Samsung Pay
- Visa Checkout
- WeChat Pay / Tenpay

Chile

- Apple Pay
- Fpay
- Google Pay
- MACH

- MercadoPago
- PayPal
- PayU
- Samsung Pay

- Tenpo
- Visa Checkout

China

- AliPay
- Apple Pay

- Baidu Wallet
- Boku

- Huawei Pay
- JD Wallet

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- PayPal
- Samsung Pay

- Union Pay
- Visa Checkout

- WeChat Pay / Tenpay
- Xiaomi Mi Pay

Colombia

- Aval Pay
- BBVA Wallet
- Billetera Movil
- Google Pay

- MercadoPago
- Nequi
- PayPal
- PayU

- RB Movil
- SmartWallet
- Visa Checkout

Croatia

- Air Cash
- American Express
- Apple Pay
- Diners Club
- Google Pay

- IziPay
- Keks Pay
- Klik Pay
- Maestro
- Mastercard

- PayPal
- PBZ withPAY
- Visa

Czech Republic

- Alipay
- Apple Pay
- Global Payments

- Google Pay
- Mobikwik
- PayU

- Qerko

Denmark

- AliPay
- Apple Pay
- Klarna

- Mobile Pay
- Google Pay
- PayPal

- Visa Checkout
- WeChat Pay / Tenpay

Egypt

- ABK Wallet
- Etisalat Cash
- Google Pay

- mVisa
- Orange Money
- PayPal

- Vodafone Cash

France

- AliPay
- Amazon Pay
- Apple Pay

- Google Pay
- PayPal
- Visa Checkout

- Viva Wallet
- WeChat Pay / Tenpay
- Zapper

Germany

- AliPay
- Amazon Pay
- Apple Pay
- Blue Code

- Deutsche Bank Mobile
- Google Pay
- Klarna
- PayPal

- Viva Wallet
- WeChat Pay / Tenpay
- Zapper

Greece

- Apple Pay
- Google Pay

- I-bank Pay
- PayPal

- Payzy

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Viva Wallet

Hong Kong

- AliPay
- Amazon Pay
- Apple Pay
- Blue Code
- Octopus O!
- Deutsche Bank Mobile
- Google Pay
- Klarna
- Samsung Pay
- Mobicash
- PayPal
- Tap&Go
- Visa checkout
- Viva Wallet
- WeChat Pay / Tenpay
- Zapper

Hungary

- Apple Pay
- Barion
- Google Pay
- K&H Mobilbank
- Maestro
- OTP Bank App
- PayU

India

- Amazon Pay
- Baku
- BHIM
- Google Pay
- M-Pesa
- Mobikwik
- mVisa
- PayPal
- PayTM
- PayU
- PhonePe
- Samsung Pay
- Visa checkout

Indonesia

- AliPay
- Boku
- DANA
- ECPay
- Fpay
- Go-Pay
- Google Pay
- Jenius
- LinkAja
- mVisa
- OVO
- PayPal
- TrueMoney
- WeChat Pay / Tenpay

Ireland

- Apple Pay
- Google Pay
- Visa checkout
- Viva Wallet
- WeChat Pay / Tenpay

Israel

- AliPay
- Google Pay
- PayBox
- PayPal
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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
- Zappe

Norway

- Apple Pay
- Google Pay
- PayPal

- PayU
- Samsung Pay
- Visa Checkout

- Vipps

Philippines

- AliPay
- Google Pay
- SmartPadala

- GrabPay
- PayPal
- PayMaya

- TrueMoney
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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

- Riyadh Pay
- Visa Checkout

Singapore

- AfterPay
- AliPay
- Apple Pay
- Fpay

- 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

- AfterPay
- 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

Sweden

- AliPay
- Apple Pay
- Google Pay

- Klarna
- PayPal
- Swish

- WeChat Pay / Tenpay
- Zapper

Switzerland

- Apple Pay

- Google Pay

- Klarna

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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
- Samsung Pay
- TrueMoney

- WeChat Pay / Tenpay

Turkey

- BKM Express
- Google Pay
- Mobiexpress

- Papara
- Paycell
- PayU

- WeChat Pay / Tenpay

UAE

- Apple Pay
- Etilat Mobile NFC
- Google Pay

- PayBy
- PayPal
- Samsung Pay

- Visa checkout

UK

- AliPay
- Amazon Pay
- Apple Pay
- Barclays Pay
- Cash App

- ClearPay
- Google Pay
- Klarna
- PayPal
- Samsung Pay

- Visa checkout
- Viva wallet
- WeChat Pay / Tenpay
- Zapper

USA

- Afterpay
- AliPay
- Amazon Pay
- Apple Pay
- Boku

- Cash App
- ChasePay
- Google Pay
- Klarna
- PayPal

- Samsung Pay
- Venmo
- Visa checkout
- Zelle

Vietnam

- AliPay
- Google Pay
- MoMo

- mVisa
- Ngan Luong
- PayPal

- 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.)
- Digital movies (purchase or rental)
- e-Book
- In-app purchases (e.g. in-game upgrades, add-ons, etc.)
- Mobile app
- Mobile game
- Music download
- 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 a movie or TV streaming service
- Subscription to a music streaming service
- Subscription to an online 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Online Activities

Online Activities in Last Week

Online Activities in Last Week: Watched / Listened

Which of these have you watched / listened to online in the past week?

- A Beauty / make-up tutorial
- 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
- Other short video (Under 10 mins)
- Other long video (10 mins+)

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
- Ordered a meal by a food delivery service
- Written a review of a product / service
- Visited a neighborhood / community forum
- Shared your own blog post or video
- Used a meditation tool
- Accessed government services
- Checked health symptoms
- Used a meditation tool
- 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)
- Read / watched food recipes

Online Activities in Last Month

Which of these have you done online in the past month?

- Taken out a loan
- Used a financial investment tool

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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?

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

Reasons for Using Ad-Blocking

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)

Web Brands and Apps

Types of Websites and Apps

Which of these types of website or apps have you used in the last month?

- 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 (e.g., Google Yahoo) *Select Markets only*
- Search Engines e.g., Google, Baidu) *China only*
- Coupons, Deals or Price Comparisons
- Weather
- Sports
- Taxi, Ride Sharing, Bike or Scooter hire
- Social Networks
- Books
- Dating
- Entertainment
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Business / Work / Collaborative Working (e.g. Quickbooks, Trello, Slack)
- Tickets / Events
- Chat / Messaging
- Takeaways / Takeout

Named Websites and Apps Used

Which of the following websites / services have you visited or used in the last month?

Any Device, PC / Laptop, Mobile, Tablet

Blogs & Forums

- Ameba
- Architectural Digest
- BlogGang.com
- ChatGPT
- CK101.com
- Coolinarika
- Douban.com
- Eyny
- FC2.com
- Flashback.org
- Forum.hr
- Gloria.hr
- Habr
- Index Forum
- Kaskus.co.id
- Kompasiana.com
- Letterboxd
- LiveJournal.com
- Miss7
- missMAMA - 24sata Forum
- Ordinacija.vecernji.hr
- Pantip
- Pixnet
- PTT
- Quora
- Rankia.cl
- Roda
- Tapataalk
- Webtretho.com
- jWykop.pl
- Zenski recenziraj

- Bike 3D Configurator
- Blood Pressure App
- Calciomercato
- Calm
- Contra.gr
- Cricbuzz
- Desporto.sapo.pt
- Dongqiudi
- ESPN CricInfo
- FilGoal.com
- Fitbit
- Fitness.com.hr
- Gazzetta.gr
- Gazzetta.it
- Goal.com
- Gol.hr
- Gr.askmen.com
- GSP.ro
- Headspace
- Hupu
- ibis paint x
- Index Sport
- Kaloricke Tabulky
- Kooora.com
- LEquipe.fr
- Livescore
- MARCA.com
- MedioTiempo
- MyFitnessPal
- Nike+
- Norbi Update
- Ole.com.ar
- OneFootball
- onmed.gr
- Premier League App
- Record.xl.pt

- RedGol
- Rezultati.hr
- SDNA.gr
- Sketchbook
- Sport24.gr
- Spox
- Shape.gr
- Sky Sports
- Sofascore
- sport-fm.gr
- Sporx.com
- Strava
- The Athletic
- Voetbalzone
- Yahoo Sports

Lifestyle

- AirFood Asia
- Apple Arcade
- argiro.gr
- Baemin
- Bank Norwegian AS
- Big Basket
- Bolt Food
- BOX
- Bubble Witch
- Bumble
- Candy Crush
- caruso.gr
- Clash of Clans
- Cornershop by Uber
- Dame Jidlo
- Deliveroo
- DeNa
- Didi Food
- DoorDash

Health & Fitness

- Beres Alexandra

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- Drizly
- e-food
- Ele.me
- Eventfinda
- Fandango
- Farm Heroes
- Flickr
- FlirtMe
- Foodora
- Foodpanda
- Foody.vn
- Fruitz
- Gameforge.com
- Gamer.com.tw
- Games.gr
- GCash
- Glovo
- Grab Food
- Greek Dates
- Grindr
- Happn
- Hinge
- Honfoglalo
- Hrvatska lutrija
- iFood
- Ingresso
- Inven.co.kr
- Just Eat
- Lego
- Lineman
- LOVOO
- Match.com
- Mapy.cz
- McDonald's app
- Meetic
- Meituan
- Momo
- MyLotto.co.nz
- My Perfect Hotel
- Nexon.com
- Nice
- Nickelodeon
- Nubank
- OkCupid
- OPAP
- Pixiv

- Plenty of Fish
- PSK
- Shazam
- Somo.vn
- Stumble Guys
- Stoiximan
- Supersport
- Takeaway.com
- Talabat
- Tazz
- Tinder
- Transbank
- Uber Eats
- Uala
- Ulike
- Wolt
- Yahoo Finance
- YemekSepeti
- Zoo.Gr

- AppleDaily.com.tw
- AS.com
- Asahi Shimbun
- Ashraq News
- AsiaOne.com
- astrology.gr
- AthensVoice.gr
- athinorama.gr
- Aufeminin.com
- Australian Financial Review
- Axios
- BaBe
- Bangkokpost.com
- BÁO MỚI
- BBC
- BBC Arabic
- BBC Brazil
- BBC Chinese
- BBC Hausa
- BBC Hindi
- BBC Indonesia
- BBC Mundo
- BBC Swahili
- BBC Turkish
- BBC Vietnam
- Berita Harian
- Bild.de
- BioBioChile
- Blick.ch
- Blesk
- Bluewin.ch
- breakingnews.ie
- BT.dk
- BusinessTech
- BuzzHand
- Bzi.ro
- Canada.com
- CanalRCN
- Cancan.ro
- Canoe.com
- Capital.gr
- Caracol TV
- CBC.ca
- CBS News
- CCTV

News & Entertainment

- 20min
- 24h.com.vn
- 24horas.cl
- 24.hu
- 24sata.hr
- A1.ro
- Abc.es
- Abc.net
- Abola.pt
- Abril.com.br
- Abs-cbnnews.com
- AD (Algemeen Dagblad)
- Aftenposten.no
- Aftonbladet.se
- Aktualne.cz
- Alarabiya.net
- AlloCine
- Alriyadh.com
- ANSA.it
- Antena 3
- Antena3.ro
- antenna.gr
- Apple News
- Apple TV

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Cda.pl
- Channel 4.com
- China Press
- Chinatimes.com
- chip
- Chosun.com
- Clarin.com
- clickatlife.gr
- CNBC Indonesia
- CNet
- CNN Expansion
- CNN Indonesia
- Comedy Central
- Complex
- Correio Braziliense
- Corriere.it
- CSFD.CZ
- CT24
- CTV.ca
- CultureNow.gr
- Dagbladet.no
- Daily Mail Australia
- DanTri.com.vn
- Dek-D.com
- derStandard
- Detik.com
- DiceFM
- Digi24.ro
- Dinheirovivo.pt
- Discuss.com.hk
- Disney Channel
- DN.pt
- DN.se
- Donga.com
- DR.dk
- Dnevnik.hr
- E! Online
- E15
- E24.no
- Ekstra Bladet
- El Confidencial
- El Espectador
- El Mundo
- El Pais
- El Espanol
- El Tiempo
- EL UNIVERSAL
- elbalad.news
- EleftherosTypos.gr
- EMOL
- Empire Online
- Engadget
- EON TV
- Esmas.com
- Estado de Minas
- ETtoday.net
- EWN
- Expressen.se
- Expresso.pt
- Filmweb.pl
- Flipboard
- Focus.de
- Gazeta.pl
- Gazeta.ru
- Gazetevatan.com
- Globe and Mail
- Globo.com
- GMX
- Goo
- Gossip-tv.gr
- gr.k24.net
- GQ
- Gulfnews.com
- Haaretz
- Haberturk.com
- Herald Sun
- Heute.at
- Hln.be
- Hmetro.com.my
- Hospodářské noviny (HN)
- Hurriyet.com.tr
- Idnes
- Ifeng.com
- Ig.com.br
- IMDb
- in.gr
- Independent.ie
- Index
- Index.hr
- India Today
- Indiatimes
- Infobae.com
- Inquirer.net
- InterAksyon.com
- Interia.pl
- IOL.co.za
- IOL.pt
- ionline.sapo.pt
- Irishtimes.com
- Israel Info
- ITV
- Jornaleconomico.sapo.pt
- Journal.hr
- Jutarnji.hr
- Jyllands-Posten
- Kapook
- Kathimerini.gr
- Kenh14.vn
- KhaleejTimes.com
- Khaosod.co.th
- Kinopoisk
- Kompas.com
- Krone.at
- Kurier.at
- L'Express
- LADbible
- LaNacion.com
- Las2Orillas
- La Tercera
- La Vanguardia
- Le Monde
- Le Point
- LeFigaro.fr
- Lenta.ru
- Les Echos
- lesoir.be
- libero.it
- Libertatea.ro
- Life.com.tw
- Lifo.gr
- Livedoor.com
- Lowyat.net
- Ltn.com.tw
- Maariv
- Mad.Gr
- mako

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Malaysiakini
- ManoramaOnline.com
- Masrawy.com
- MBC.net
- Mediaset.it
- Meganoticias.cl
- Merdeka.com
- mgronline.com
- MIGnews
- Milliyet.com.tr
- MinutaN.cz
- Minuto30
- Mirror
- mothership.sg
- MSN / Microsoft News
- Mthai.com
- MTV
- MyBroadband
- Mynet.com
- Naftemporiki.Gr
- Nation.co.ke
- nau.ch
- NDTV.com
- Negocios.pt
- Net.hr
- netwix.gr
- news.com.au
- news.gr
- News18.com
- News24.com
- newsbeast
- Newsbomb
- NewsDog
- Newshub.co.nz
- Newsit.Gr
- NextDigital.com
- Nettavisen.no
- Ngoisao.net
- Nieuwsblad.be
- Nikkei.com
- Nine.com.au
- NOS.nl
- Nova.Gr
- Novinky
- NOWnews.com
- Npo.nl
- Nu.nl
- NZHerald.co.nz
- O2 TV
- O Dia
- Observador.pt
- oe
- Ojogo.pt
- On.cc
- Onedio.com
- Onet.pl
- ORF
- oroskopos.gr
- Otago Daily Times
- pagina12.com.ar
- Panet
- PEP.ph
- Philstar.com
- Politiken
- Programme-tv.net
- ProSieben.de
- protothema.gr
- Publico.pt
- Publimetro.cl
- Pudelek.pl
- queen.gr
- R7
- Rambler.ru
- Rappler.com
- Rbc.ru
- Rediff
- Refinery29
- Reforma
- Repubblica.it
- Ria.ru
- Ringring.vn
- RTBF.be
- RTE.ie
- rtlnieuws.nl
- RTP.pt
- Sabah.com.tr
- Sabq.org
- Sanook
- SAPO.pt
- Scmp.com
- Semana
- Seznam zprávy
- Sicnoticias.sapo.pt
- Sify
- Sina
- Sinarharian.com.my
- Sinchew.com.my
- Skai.Gr
- Sky News
- Sohu
- SOL.pt
- Sozcu.com.tr
- Spiegel.de
- Standaard.be
- Star.gr
- Stirileprotv.ro
- Stomp.com.sg
- Story.hr
- Straitstimes.com
- Strartsiden.no
- Stuff.co.nz
- Sulit.ph
- Sunstar.com.ph
- SvD.se
- SVT Nyheter
- Sydney Morning Herald
- Sympatico
- T-Online.de
- T13.cl
- Tagesanzeiger
- Tasty
- TechCentral
- TechCrunch
- TEEPR.com
- Telecinco
- Telegraaf.nl
- Telegram.hr
- Telegraph
- Terra
- TF1.fr
- Thairath.co.th
- The Age /
theage.com.au
- The Australian
- The South African
- The SuThe Times
- The Times of India
- thejournal.ie

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- thespinoff.co.nz
- Thestar.com.my
- Time Out
- TimesLive.co.za
- TN.cz
- TODAYonline.com
- Tportal.hr
- Toutiao
- tovima.gr
- Tribunnews.com
- TV.nu
- TV2.dk
- TVB.com
- TVN24.pl
- tvpoolonline.com
- Udn.com
- Uloz.to
- UOL
- Utusan.com.my
- Vesti.ru
- VG
- VietNamNet.vn
- Virgilio.it
- Viva.co.id
- Vn Express
- Vogue
- Walla!
- Web.de
- WIRED
- WP.pl
- Xinhua News
- Xuite
- Yahoo Lifestyle Australia
- Yahoo Lifestyle Singapore
- Yahoo News
- Yallakora.com
- Yan.vn
- Ynetnews
- Youm7.com
- Yr.no
- Yupiii.gr
- Zadolvoljna.hr
- Zalukaj.pl
- ZDNet

- Zing
- Zougla.Gr
- Zum.com

Retail, Commerce & Classifieds

- 1-day
- 11street
- 2ememain / 2dehands
- About you
- Adverts.ie
- Alibaba
- Aliexpress.com
- Allegro
- Alza
- Amazon
- Anibis.ch
- Answear
- Auction.co.kr
- Avito.ru
- Bazaar
- Bazos.cz
- BeautyMNL
- bid.Yahoo.com.tw
- bidorbuy.co.za
- BliBli
- Bezrealitky
- Blocket.se
- Bol.com
- Books.com.tw
- Bukalapak.com
- Buy123
- Carousell
- Cars.bg
- Cdiscount.com
- Ceneo.pl
- Chotot.vn
- comparis
- Craigslist
- CZC
- Deco.Proteste.pt
- Delivery Courier
- Depop
- Deporvillage
- Digitec.ch
- DoneDeal.ie

- Dubizzle
- eBay
- E kupa
- Elevenia
- Elgiganten
- eMAG
- Etao.com
- Etsy
- Farfetch
- Fashion days
- Flipkart
- Geizhals
- Gmarket.co.kr
- GrabOne
- GulogGratis
- Gumtree
- Haraj
- Hasznaltauto
- Heureka
- Hepsiburada.com
- Homes.co.nz
- Immoweb
- Imot.bg
- Index oglasi
- Ingatlan.com
- Interpark.com
- JD.com
- JD.id
- Jofogas
- Jumia
- JunkMail.co.za
- Kabum
- Kaidee.com
- Kakaku
- Kaufland - Shopping & Offers
- Kifli.hu
- Kijiji.ca
- Kimstore
- Lazada
- Leboncoin.fr
- Lelong.com.my
- Lidl PLUS
- Linio
- Lukoil Club Bulgaria
- Mall.cz

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- Mall.hr
- Marktplaats
- MercadoLibre
- Mercadolivre
- Metrodeal.com
- Milanuncios.com
- momoshop.com.tw
- Mudah.my
- Myntra.com
- Nana
- Neostar
- Noon.com
- Notino
- Njuskalo.hr
- Oglasnik.hr
- OLX
- Ozon.ru
- PChome.com.tw
- PharmEasy
- Pinduoduo
- PrestoMall
- Price Comparison
- PriceCheck.co.za
- PriceSpy
- Qoo10
- Quikr
- Rakuten
- Rappi
- Realestate.co.nz
- Ricardo
- Ruten.com.tw
- Sahibinden.com
- Segundamano.mx
- SHEIN
- Shopee
- Shpock
- Skroutz
- Skynet
- Snapdeal
- Spitogatos
- Sreality
- Subito.it
- Takealot.com
- Taobao
- Tiki
- Tmall

- Tokopedia.com
- Trade Me
- Trademe Property
- Tradera.com
- UNiDAYS
- Vatgia.com
- VeePee
- Viator
- Vibbo.com
- Vinted
- Wallapop
- Walmart.com
- Weitao
- Weloveshopping.com
- Willhaben
- Wish
- xe.gr
- Yad2
- Yapo.cl
- Zalora
- Zap
- Zbozi.cz
- Zomato
- Zovi.com

- Google Mail
- Indeed
- Jobbnorge
- Jobs.bg
- Jobs.cz
- Justdial.com
- Karrierestart
- Krak.dk
- Mail.ru
- Modry Konik
- Mojpasao.hr
- Nate
- Naver
- NetEase163.com
- NRK
- OAED.gr
- Outlook
- Pages d'Or / Gouden Gids
- Profession
- Posao.hr
- Rakuten Infoseek
- Search
- Seek
- Seznam.cz
- Sogou.com
- Soku.com
- Startlap
- Trabajando.com
- Vrisko.gr
- Wayfair
- Wikipedia
- Yahoo
- Yahoo! Mail
- Yandex
- Yelp
- ZipRecruiter
- Zoopla

Search, Mail & General Portals

- 2345.com
- abv.bg
- AOL
- Ask.com
- Baidu
- Bing
- Cari.com.my
- Catawiki
- Citromail
- Coccoc.com
- Coupang
- Daum
- DuckDuckGo
- Ecosia
- Encyclopedia (by Farlex)
- Eksisozluk.com
- Fandom
- Glassdoor
- Google

Transport & Travel

- 99
- Agoda
- Airbnb
- Anytime
- Apple Maps
- Bird

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- BlaBlaCar
 - Bolt
 - Booking.com
 - Cabify
 - Careem
 - CDG Zig
 - Citymapper
 - Culture Trip
 - Deal Grocer
 - Despegar.com
 - Didi
 - ebookers.com
 - Expedia
 - Finn
 - Foursquare
 - FREE NOW (mytaxi)
 - Gett
 - GetYourGuide
 - Glympse
 - GO-JEK
 - Google Maps
 - GPS (Appstar Studio)
 - Grab
 - GreenGo
 - Grin
 - Hilton
 - Hotels.com
 - Hyatt
 - InDrive
 - Kayak
 - Kiwi.com
 - Letuska.cz
 - Lime
 - Line Bank
 - Liftago
 - Lyft
 - Maps
 - Marriott
 - Maxim
 - MOL Limo
 - Momondo
 - Moovit
 - Ola Cabs
 - OYO
 - Parkaround
 - Pubtran
 - Ryde
 - SBB
 - ShareNow
 - Spark
 - Skyscanner
 - StarTaxi
 - Szallas.hu
 - T3 Chuxing
 - Tada
 - Travelocity
 - Traveloka
 - Trendyol
 - TripAdvisor
 - Trivago
 - Uber
 - Vrbo
 - Waze
 - Yandex Taxi
 - Yango
- Other**
- Apple Wallet
 - Asana
 - Atom
 - Credissimo
 - Discovery Bank
 - Easy Credit
 - eToro
 - Google Chat
 - Google Meet
 - Microsoft Teams
 - Moneycontrol.com
 - MoneyWeb
 - Monzo
 - N26
 - Neon
 - PayTM
 - RappiPay
 - Revolut
 - SHAREit
 - Slack
 - Starling
 - Splitwise
 - Tonik
 - Truecaller
 - Tyme Bank
 - WeTransfer
 - Yammer
 - Zoom

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- products
- Researching how to do things
- Researching places / vacations / travel
- Researching products / brands

- Sharing your opinion
- Staying in touch with friends / family
- Watching videos

Technology & Devices

Device Ownership and Usage

Device Ownership and Usage*

Which of the following devices do you personally own?

- e-Reader (a digital reading device, e.g. Amazon Kindle, Kobo, Nook etc)
- Feature phone (a mobile / cellphone that is not a smartphone e.g. Nokia 105, Nokia 3310)
- 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)

Devices Used to Access Web*

Which of these do you use to access the internet?

- Feature phone (a mobile / cellphone that is not a smartphone e.g. Nokia 105, Nokia 3310)
- Games console
- Personal PC / Laptop
- Smartphone
- Smart home device (e.g. Amazon Echo/ Google Home)
- Tablet device
- Television
- Virtual Reality headset / device (e.g. Oculus/ Meta Quest/ PlayStation VR)
- Work PC / Laptop

Device Importance*

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

- Mobile
- PC / Laptop
- Tablet

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Number of Devices Owned*

Based on their responses to the Device Ownership question, respondents are automatically assigned to one of these groups.

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

Number of Devices Used to Get Online*

Based on their responses to the Device Ownership question, respondents are automatically assigned to one of these groups.

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

Most Utilized Devices

This question is auto generated based on responses to the Time Spent question.

- Games console
- Mobile
- PC/Laptop/Tablet
- Television

Smart Home Products

Which of these smart home devices do you own?

- Smart security product (e.g. remotely controlled doorbell or security camera)
- Smart speaker (e.g. Apple HomePod, Amazon Echo, Google Nest)
- Smart utility product (e.g. remotely controlled thermostat, light, plug or sensor)
- Other

Operating Systems

Mobile Operating Systems*

What operating system(s) do you use on the following device: Smartphone / mobile phone?

- Android
- iOS (for iPhone)
- Windows Phone / Windows 10
- Other/ Don't Know

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Tablet Operating Systems

What operating system(s) do you use on the following device: Tablet?

- Android
- Chrome OS
- iPadOS
- Linux
- Windows
- Other / Don't know

PC / Laptop Operating Systems

What operating system(s) do you use on the following device: PC / laptop?

- Chrome OS
- Linux
- macOS
- Windows (earlier versions e.g. Windows XP, Windows 7 etc.)
- Windows 10
- Windows 11
- Other / Don't Know

Mobile & Smartwatch

Mobile Carriers / Service Providers

Which mobile network do you use?

- 012 Mobile *Israel only*
- 1Mobile *Italy only*
- 2degrees *New Zealand only*
- 3 *Select Markets*
- AI *Austria, Bulgaria, Croatia 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*
- BonBon *Croatia only*
- Boost Mobile *USA only*
- Bouygues Telecom *France only*
- BT *UK only*
- CBB Mobil *Denmark only*
- Celcom *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 *Czech Republic, UK only*
- Claro *Select Markets 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 Mobil *Hungary, Italy, Romania only*
- Digi Prepaid *Malaysia only*
- Digi Postpaid *Malaysia only*
- DTAC *Thailand only*
- du *UAE only*
- EE *UK only*
- Eir *Ireland only*
- Ello Mobile *Belgium only*
- Entel *Chile 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*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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*
- HT / Hrvatski Telekom *Croatia only*
- Ice *Norway Only*
- iD Mobile *UK only*
- Iliad *Italy only*
- Inalan *Greece Only*
- SoftBank Mobile *Japan only*
- Indosat Ooredoo *Indonesia only*
- Iskon *Croatia 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 *Select Markets 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*
- Nordic Telecom *Czech Republic only*
- NOS *Portugal only*
- Nova *Greece only*
- NTT DoCoMo *Japan only*
- Vinaphone *Vietnam only*
- Oi *Brazil only*
- OK Mobile *Denmark only*
- Olleh *South Korea only*
- Optus *Australia only*
- Orange *Belgium, Egypt, France, Israel, Poland, Romania, Spain only*
- Pelephone *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*
- Salam *Saudi Arabia 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*
- SmartTone *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, Hungary, Romania only*
- Telemach *Croatia only*
- Telenet *Belgium only*
- Telenor *Denmark, Norway and Sweden only*
- Telesur *Netherlands only*
- Telfort *Netherlands only*
- Telia *Denmark, Norway and Sweden only*
- Telkom *South Africa only*
- Telkom *Indonesia 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*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Ting *USA only*
- Tiscali *Italy only*
- T-Mobile *Select Markets*
- Tomato *Croatia only*
- TOT *Thailand only*
- TPG Telecom *Singapore only*
- Tuenti *Argentina only*
- Tune Talk Prepaid *Malaysia only*
- Turk Telekom *Turkey only*
- Turkcell *Turkey only*
- UMobile Prepaid *Malaysia only*
- UMobile Postpaid *Malaysia only*
- Unifi Mobile Prepaid *Malaysia only*
- Unifi Mobile Postpaid *Malaysia only*
- U.S. Cellular *USA only*
- Uff! *Colombia only*
- UPC *Austria only*
- Vaya *Australia only*
- Verizon Wireless *USA only*
- Videotron *Canada only*
- Vietnamobile *Vietnam only*
- Viettel *Vietnam only*
- Virgin Mobile *Select Markets Only*
- Vivo *Brazil only*
- Vivacom *Bulgaria only*
- Vodacom *South Africa only*
- Vodafone *Select Markets only*
- Vodafone CU *Greece Only*
- VOImobil *Austria only*
- VTX *Switzerland only*
- What's Up *Greece Only*
- Wind Tre *Italy only*
- WOM *Chile Only*
- Xfinity Mobile *USA only*
- XL Axiata *Indonesia only*
- XOX *Malaysia only*
- XPAX *Malaysia only*
- Y!mobile *Japan only*
- Yettel *Bulgaria, Hungary only*
- YouPhone *Israel only*
- Zain *Saudi Arabia only*
- Zero Mobile *Singapore only*
- Zero1 *Singapore only*

Mobile Brands: Previous Ownership

Have you owned these mobile brands?

Mobile Brands: Current Ownership*

Which of the following mobile brands do you currently own?

Mobile Brands: Consideration

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

- Advan *Indonesia Only*
- Alcatel
- Aligator *Czech Republic only*
- Allview *Romania Only*
- ASUS
- BlackBerry
- Blackview *Hong Kong, Egypt Only*
- Blu *Select Markets Only*
- BQ *Portugal, Russia and Spain Only**
- Cherry Mobile *Philippines Only*
- Cloudfone *Philippines Only*
- Coolpad *Select Markets Only*
- 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 *Mexico, 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
- Micromax
- Microsoft
- MLS *Greece Only*
- Motorola
- Multilaser *Brazil Only*
- NEC Casio *Japan Only*
- Nokia

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- OneClick *Egypt Only*
- OnePlus
- Oppo
- Panasonic *Japan Only*
- Philips *Argentina, Russia Only*
- Positivo *Brazil Only*
- Qnet *Philippines Only*
- Realme *Select Markets Only*
- Samsung
- Sharp *Japan Only*
- Sony
- T-Phone *Croatia Only*
- 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

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

Number of Mobile Brands Owned*

Based on their responses to the Mobile Brands: Current Ownership question, respondents are automatically assigned to one of these groups.

- 1
- 2
- 3
- 4+

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

Huawei Models

Which Huawei handset do you have?

- Mate 20 / Mate 20 Lite / Mate 20 X / Mate 20 Pro
- Mate 30
- Mate 30 Lite
- Mate 40
- Mate 40 Pro
- Mate 50
- Mate 50 Pro
- Mate X
- Mate Xs
- Mate Xs 2
- Nova 7
- Nova 7 Pro
- Nova 8
- Nova 8 Pro
- Nova 9
- Nova 9 Pro
- Nova 10
- Nova 10 Pro
- P Smart
- P Smart 2021
- P Smart 2022
- P smart Pro
- P smart Z
- P10
- P10 Plus
- P20
- P20 Lite
- P20 Pro
- P30
- P30 Lite
- P30 Pro
- P40
- P40 Lite
- P40 Pro
- P40 Pro+
- P50
- P50 Pocket
- P50 Pro
- Y5
- Y7
- Y8
- Y9
- Y9s
- Other

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

iPhone Models*

What iPhone do you have?

- 7 / 7 Plus or earlier
- 8
- 8 Plus
- X
- XR
- XS
- XS Max
- 11
- 11 Pro
- 11 Pro Max
- 12
- 12 Mini
- 12 Pro
- 12 Pro Max
- 13
- 13 Mini
- 13 Pro
- 13 Pro Max
- 14
- 14 Plus
- 14 Pro
- 14 Pro Max
- SE 2020
- SE 2022
- Other

Oneplus Models

Which Oneplus handset do you have?

- 8 / 8T or earlier
- 9
- 9T India, China only
- 9 Pro
- 9 Pro 5G
- 9 RT 5G
- 10
- 10 Pro
- 10 Pro 5G
- 10 T
- 10 T 5G
- Nord 2 5G
- Nord CE 5G
- Nord N10
- Nord N20
- Nord N100
- Nord N200
- Nord CE
- Nord CE 2 5G
- Nord CE 2 Lite 5G
- Other

Oppo Models

Which Oppo handset do you have?

- Ace / Ace2
- A92 / A92s
- A91
- A94
- A8
- A54 / A45s
- Other A series
- Find X
- Find X2
- Find X2 Pro
- Find X3 Neo
- Find X3 Lite
- Find X3 Pro
- Find X5
- Find X5 Lite
- Find X5 Pro
- F11 / F15 / F17
- K3 / K5
- R17
- R17 Neo
- R17 Pro
- Reno3 / Reno4
- Reno3 Pro / Reno4 Pro
- Reno5
- Reno5 Pro
- R15 / R15x / R15 Neo
- Other

Samsung Models*

Which Samsung handset do you have?

- Galaxy A8 or earlier
- Galaxy A series (A10 / A20 / A30 / A40 / A50)
- Galaxy A series (A11 / A21/ A31)

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Galaxy A series (A41 / A51 / A61)
- Galaxy A52
- Galaxy A60 / A70 / A80 / A90
- Galaxy A72
- Galaxy M Series (M10 / M20 / M30)
- Galaxy M Series (M11 / M21 / M31)
- Galaxy M Series (M12 / M62)
- Galaxy M series 2022 (M13 / M23 / M33 / M53)
- Galaxy M40
- Galaxy Note 10/ 10+ or earlier
- Galaxy Note 20
- Galaxy Note 20 Ultra
- Galaxy S10/ S10e/ S10+ or earlier
- Galaxy S20
- Galaxy S20+
- Galaxy S20 Ultra
- Galaxy S21
- Galaxy S21+
- Galaxy S21 Ultra
- Galaxy S22
- Galaxy S22 FE
- Galaxy S22+
- Galaxy S22 Ultra
- Galaxy S23
- Galaxy S23+
- Galaxy S23 Ultra
- Galaxy Z Flip
- Galaxy Z Flip 3
- Galaxy Z Flip 4
- Galaxy Fold
- Galaxy Z Fold
- Galaxy Z Fold 3
- Galaxy Z Fold 4
- Other

Xiaomi Models

Which Xiaomi handset do you have?

- Black Shark 3 / 3S / 3 Pro or earlier
- Black Shark 4 / 4 Pro / 4S / 4S Pro
- Black Shark 5 / 5RS / 5 Pro
- Mi 10 / 10 Pro / 10 Lite or earlier
- Mi Note 10
- Mi 11
- Mi 11i
- Mi 11 Lite
- Mi 11 Lite NE 5G
- Mi 11T Pro
- Mi 11 Ultra
- Mi 11T Pro
- Mi 11X
- Mi 11X Pro
- MI 11T
- POCO F2 Pro
- POCO M4/ M4 5G
- POCO M4 Pro
- POCO F4 Pro
- POCO F4 / F4 GT
- POCO X4 Pro 5G
- POCO X4 GT / F4 GT Pro
- POCO M5/ M5s
- Redmi 8 or earlier
- Redmi 9
- Redmi Note 9 series (Note 9 / Note 9S / Note 9 Pro) or earlier
- Redmi Note 10
- Redmi Note 10 Pro
- Redmi Note 10
- Redmi Note 11
- Redmi Note 11 Pro / 11 Pro 5G
- Redmi 10
- Xiaomi 12
- Xiaomi 12 Pro
- Xiaomi 12 Lite
- Xiaomi 12T
- Xiaomi 12T Pro

Honor Models

Which Honor handset do you have?

- 8 / 8X / 8C / 8a 2020
- 9 / 9a / 9C
- 9X / 9a / 9C
- 9X / 9X Lite / 9X Pro
- 10 / 10 Lite
- 20 / 20e / 20 Lite / 20 Pro
- 30 / 30 Pro / 30 Pro+
- 50
- 50 Lite
- 70
- 70 5G
- 70 Lite
- 90
- 90 Lite

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Magic / Magic V
- Magic Vs
- Magic V2
- Magic3 / Magic3 Pro / Magic3 Pro+
- Magic4
- Magic4 Pro
- Magic4 Ultimate
- Magic5
- Magic5 Pro
- Magic5 Ultimate
- View 10 / 20 / 30 / 30 Pro
- X6 / X6a / X7 / X7a
- X8 / X8 5G
- X8a
- X8a 5G
- X9 / X9 5G
- X9a
- Other

Finance-Focused Mobile Actions in the Last Month

In the last month, which of these activities have you done on your mobile?

- Sent money to a different country
- Sent money to friends / family
- Tracked your spending
- Used a mobile payment service such as Apple Pay or Samsung Pay

Mobile Actions in the Last Month

In the last month, which of these activities have you done on your mobile?

- Made a video call or used FaceTime
- Tracked your screen time or set limits for certain apps
- Used an app to access a bike / scooter (e.g. Lime, Bird, Uber, JUMP)
- Used an image recognition tool (e.g. Google Lens, Pinterest Lens)
- Used / scanned a QR code

Smartwatch Brands

What brand is your smartwatch?

- Apple
- Fitbit
- Garmin
- Google
- Huawei
- LG
- Motorola
- Samsung
- Sony
- Xiaomi
- Other

Note: This question is asked to smartwatch owners in the UK and US only.

Technology Brands

Technology Brands: Engagement**

Which technology brands do you currently use products or services from?

- Acer
- Amazon
- Apple
- Arçelik Turkey Only
- Asus
- Bang & Olufsen Denmark Only
- Beats by Dre

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Beko *Turkey Only*
- Bosch
- BOSE
- Canon
- Dell
- Dyson *UK Only*
- Fisher & Paykel
Singapore Only
- Godrej *India Only*
- Google
- Hisense
- Hitachi
- Honor *Select Markets Only*
- HP
- Huawei
- Lenovo
- LG
- Logitech
- *Mi Hong Kong only*
- Microsoft
- Midea *China and Singapore Only*
- Miyako *Indonesia Only*
- Panasonic
- Philips
- Polytron *Indonesia Only*
- Realme *Select Markets Only*
- Roku *Select Markets Only*
- Samsung
- Sharp *Select Markets Only*
- Siemens
- Sony
- Toshiba
- Vestel *Turkey Only*
- Videocon *India Only*
- Vizio *Canada, Mexico and USA 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)

- Acer
- Amazon
- Apple
- Arçelik *Turkey Only*
- Asus
- Bang & Olufsen
Denmark Only
- Beats by Dre
- Beko *Select Markets Only*
- Bosch
- BOSE
- Canon
- Dell
- Dyson *UK Only*
- Fisher & Paykel
Singapore Only
- Godrej *India Only*
- Google
- Hisense
- Hitachi
- Honor *Select Markets Only*
- HP
- Huawei
- Lenovo
- LG
- *Mi Hong Kong only*
- Microsoft
- Midea *China and Singapore Only*
- Miyako *Indonesia Only*
- Panasonic
- Philips
- Polytron *Indonesia Only*
- Realme *Select Markets Only*
- Roku *Select Markets Only*
- Samsung
- Sharp
- Siemens
- Sony
- Toshiba
- Vestel *Turkey Only*
- Videocon *India Only*
- Vizio *Canada, Mexico and USA Only*
- Xiaomi
- None of these

Connected TV Brands

Connected TV Brands: Smart TV

Which smart TV(s) do you currently use?

- HiSense
- LG
- Panasonic

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Samsung
- Sony
- TCL
- Vizio
- Xiaomi
- Another TV Brand

Connected TV Brands: Streaming Device

Which streaming device(s) / stick(s) do you currently use?

- Amazon Fire TV Stick / Cube
- Apple TV
- Google Chromecast
- Another TV streaming device

Social Media

Social and Messaging Usage

Named Social Media Services Used*

How often do you visit or use these services?

Monthly, Weekly, Daily, More than once a day

Favorite Social Media Service*

Which of these would you say is your favorite?

- 5channel *Japan only*
- Apple iMessage
- Badoo
- Baidu Tieba *China only*
- BeReal *Select Markets only*
- Bigo *UAE only*
- Byte *Select Markets only*
- Chingari *India only*
- Clubhouse
- Copains d'Avant *France only*
- Dewu *China Only*
- Discord
- Douyin *China Only*
- Douyin Huoshan *China Only*
- Facebook
- Facebook Messenger
- Gadu-Gadu (GG) *Poland only*
- Helo *India only*
- Imgur
- Inke *China only*
- Instagram
- Kakao Story *South Korea only*
- Kakao Talk *South Korea only*
- kik Messenger
- Koo *Bulgaria, India Only*
- Kuaishou *China only*
- Kwai *Brazil, Chile, Egypt and Russia Only*
- Kumu *Philippines only*
- Likee *Select Markets only*
- LINE
- LinkedIn
- Mastodon
- Meipai *China only*
- Moj *India only*
- MX Takatak *India only*
- Neighbourly *New Zealand only*
- Nextdoor *Select Markets Only*
- Odnoklassniki *Russia Only*
- Pinterest
- Qzone *China Only*
- Reddit
- ShareChat *India only*
- Signal *Selected Markets only*
- Sina Weibo *China only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Skype
- Snack Video *Indonesia only*
- Snapchat
- SOMA Messenger *Egypt only*
- Tango *Select Markets Only*
- Taringa *Select Markets Only*
- Telegram Messenger
- Tencent QQ *China only*
- Threads *Select Markets only*
- TikTok
- TikTok / Douyin *Hong Kong only*
- Triller *USA only*
- Tumblr
- X
- Viadeo *Select Markets only*
- Viber
- VK *Russia*
- WeAre8 *UK only*
- WeChat *Select Markets only*
- Weixin *China only*
- WhatsApp
- Xiaohongshu *China, Malaysia and Singapore only*
- XING *Austria, Germany only*
- Yalla *Selected Markets only*
- Yizhibo *China only*
- Zalo *Vietnam only*

Social Media Attitudes & Behaviors

Accounts Followed on Social Media*

Which social media accounts do you follow or subscribe to?

- 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*

What are your main reasons for using social media?

- 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)

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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

Preference for appearing Online as Self vs Persona*

Typically, which of the following would you rather do?

- Appear online as myself
- Appear online as a different persona

Platform Specific Features / Actions

Social Media Actions by Platforms*

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

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
- X

Facebook / Facebook Messenger Features / Actions*

What have you done on Facebook / Facebook Messenger in the last month?

- Click on a sponsored / promoted post or ad
- Facebook Dating *Select Markets Only*
- Facebook Events
- Facebook Gaming
- Facebook Groups
- Facebook Live (broadcasting real-time video)
- Facebook Marketplace
- Facebook Messenger Rooms
- Facebook Stories
- Sent an audio message
- Watched a video

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- None of these

Instagram Features / Actions*

What have you done on Instagram in the last month?

- Click on a sponsored / promoted post or ad
- Created Stories
- Clicked on a link sticker on Stories to see more
- Posted polls / questions on Stories
- Reacted to polls / questions on Stories
- Used filters
- Used Instagram Discovery
- Used Instagram Shopping Bag
- Watched / uploaded content to Instagram Reels
- Sent an audio message
- Watched a video
- None of these

LinkedIn Features / Actions*

What have you done on LinkedIn in the last month?

- 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 Features / Actions*

What have you done on Pinterest in the last month?

- 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

Reddit Features / Actions*

What have you done on Reddit in the last month?

- Checked messages / notifications
- Checked Trending Today
- Click on a sponsored / promoted post or ad
- Created posts
- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Snapchat Features / Actions*

What have you done on Snapchat in the last month?

- Click on a sponsored / promoted post or ad *Select Markets Only*
- Created a Story
- Swiped up on Stories to see more
- Used bitmoji
- Used filters / geofilters
- Used Lenses
- Used Memories
- Used Snapchat Discover
- Used Snapmap
- Used Snapchat Spotlight
- Viewed a Story
- Watched a video
- None of these

TikTok Features / Actions*

What have you done on TikTok in the last month?

- Click on a sponsored / promoted post or ad *Select Markets Only*
- 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
- Used TikTok Shop
- None of these

X Features / Actions*

What have you done on X in the last month?

- Click on a sponsored / promoted post or ad *Select Markets Only*
- Favorite button
- Notifications / mentions
- Retweet button
- Share Tweet function
- Twitter Lists
- Twitter Moments
- Twitter Topics
- Twitter Trending
- Watched a video
- Twitter Spaces
- Twitter Shops *USA only*
- None of these

Wechat Features / Actions*

What have you done on Wechat in the last month?

- Joined a group chat
- Looked at People Nearby
- Scanned a two-dimensional 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Weixin Features / Actions*

What have you done on Weixin in the last month? *China only*

- Joined a group chat
- Looked at People Nearby
- Scanned a two-dimensional 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 Segmentation*

Segmentation based on the answers given to the Social Media and Attitude questions. Full information can be found in the segmentation document.

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Media

Daily Time Spent on Media

On an average day, how long do you use these?

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

- 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

Media Consumption Segmentation

Based on how frequently they engage with various forms of media, all respondents are sorted across each media type. the brackets are as follows, and are the same for each media type:

- Do not use
- Less than 30 mins
- 30 mins to 2 hours
- 2 hours to 4 hours
- More than 4 hours

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?

Describes me, Doesn't describe me, Neutral

- I'm interested in streaming events

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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 theater shows

Music Attitudes: Reasons for Listening to Music**

Which of the following describe the reasons you listen to music?

Describes me, Doesn't describe me, Neutral

- 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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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 Free <i>Select Markets Only</i> | ● Musify <i>Select Markets Only</i> |
| ● Amazon Music Unlimited <i>Select Markets Only</i> | ● Naxos Music Library <i>Select Markets Only</i> |
| ● Amazon Prime Music <i>Select Markets Only</i> | ● NetEase Cloud Music <i>China Only</i> |
| ● Anghami <i>Select Markets Only</i> | ● Nhạc Của Tui <i>Vietnam Only</i> |
| ● Apple Music | ● Nile FM <i>Egypt Only</i> |
| ● Audible | ● Nogoum FM <i>Egypt Only</i> |
| ● Deezer <i>Select Markets Only</i> | ● Pandora <i>USA Only</i> |
| ● Google Play Music | ● Soundcloud |
| ● Idagio <i>Select Markets Only</i> | ● Spotify |
| ● iHeartRadio <i>Select Markets Only</i> | ● Tidal <i>Selected Markets Only</i> |
| ● iTunes <i>Select Markets Only</i> | ● VK Music <i>Russia Only</i> |
| ● JOOX <i>Select Markets Only</i> | ● Xplore Music (A1) <i>Bulgaria only</i> |
| ● Melon <i>South Korea Only</i> | ● YouSee Musik <i>Denmark Only</i> |
| ● Mixcloud <i>Hungary only</i> | ● Youtube Music <i>Select Markets Only</i> |
| ● Music Pocket <i>Egypt Only</i> | ● Zing MP3 <i>Vietnam Only</i> |

Music Services: Account Type**

For each of these services, could you tell us which type of account you use?

Music Services: Account Usage**

For each of these services, could you tell us how many people use / share your account?

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

- | | |
|---|--|
| ● Anghami <i>Select Markets Only</i> | ● iHeart Radio <i>Select Markets only</i> |
| ● Amazon Music Unlimited <i>Select Markets Only</i> | ● SoundCloud |
| ● Amazon Prime Music <i>Select Markets Only</i> | ● Spotify |
| ● Apple Music | ● Pandora <i>USA Only</i> |
| ● Deezer | ● Tidal <i>Select Markets Only</i> |
| ● Google Play Music | ● VK Music <i>Russia Only</i> |
| ● HBO Max | ● YouTube Music <i>Select Markets Only</i> |

Preferred Music / Audio Contents**

Which types of music / audio content do you most like to listen to?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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
- Afrobeats
- American Country
- American Folk
- R&B / Soul
- Latin Music
- Singer-Songwriter
- Pop / Top40
- Classical & Opera
- EDM / Dance
- Indie / Alternative
- 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
- Sertanejo Brazil only
- Música popular
brasileira (MPB) Brazil
only
- Gospel Brazil only
- Regional music (folk,
country, rural etc.)

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Television

TV Channel Awareness**

Which of these television channels have you heard of?

TV Channels Watched in Past Month**

Which of these television channels have you watched in the last month?

Asked about all TV channels the respondent is aware of.

Note: The above 2 questions are also asked in mobile only markets.

TV Channels: Viewing Frequency**

How frequently do you typically watch these channels?

Asked for all TV channels the respondent has watched in the past month.

Every day / most days, 4-5 times a week, 2-3 times a week, Once a week, 2-3 times a month, Monthly

- BBC News *Select markets only*
- Bloomberg Television
- Cartoon Network *Select Markets only*
- CNN *Select Markets only*
- CNN J *Japan only*
- CNN News 18 *India only*
- CNN Espanol *Select Markets Only*
- CNBC *Select Markets only*
- CNBC World *USA only*
- Class CNBC *Italy only*
- Deutsche Welle *Select Markets only*
- France24 *Select Markets only*
- Nikkei CNBC *Japan only*
- SBS-CNBC *South Korea only*
- Euronews
- Eurosport
- FOX *Select Markets only*
- FOX News *Select Markets only*
- FOX Sports *Select Markets only*
- Sky News *Select Markets only*
- Sky Sports *Select Markets only*
- Sky Sport *Italy only*
- ESPN *Select Markets only*
- Discovery Channel
- History Channel *Select Markets only*
- History 2 *Select Markets only*
- National Geographic Channel
- A&E *Select Markets only*
- Asian Food Network *Select Markets only*
- AXN *Select markets only*
- BET
- Blaze *Select Markets only*
- CI *Select Markets only*
- Comedy Central
- Disney Channel *Select Markets only*
- E! *Select Markets only*
- ESPN Brazil *Brazil only*
- Food Network *Select Markets only*
- HGTV *Select markets only*
- Lifetime *Select Markets only*
- MSNBC *USA only*
- MTV
- Nickelodeon
- ONE *Indonesia, Malaysia, Singapore only*
- Paramount
- Sony Channel *Select Markets Only*
- Star *Select markets only*
- Syfy *Select markets only*
- Scifi Universal *Poland only*
- Telemundo *Select Markets only*
- TLC *Select markets only*
- Travel Channel *Select Markets only*
- TV5MONDE *Select Markets only*
- Universal TV *Select Markets only*
- Viceland *Select Markets only*
- NBC *USA only*

- Bravo USA only
- Oxygen USA only

- USA USA only

International TV Channel Dayparts**

Between which times of the day do you typically watch each of these channels?

- | | | |
|--------------|---------------|---------------------------|
| ● 6am - 9am | ● 5pm - 7pm | ● 2am - 6am |
| ● 9am - 12pm | ● 7pm - 10pm | ● Don't watch on weekdays |
| ● 12pm - 2pm | ● 10pm - 12am | |
| ● 2pm - 5pm | ● 12am - 2am | |

Note: Respondents answer this question about all channels they watch every day or 4-5 times a week

Weekday International TV Channel Dayparts**

On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?

- | | | |
|--------------|---------------|---------------------------|
| ● 6am - 9am | ● 5pm - 7pm | ● 2am - 6am |
| ● 9am - 12pm | ● 7pm - 10pm | ● Don't watch on weekdays |
| ● 12pm - 2pm | ● 10pm - 12am | |
| ● 2pm - 5pm | ● 12am - 2am | |

Note: Respondents answer this question about all channels they watch every day or 4-5 times a week

Weekend International TV Channel Dayparts**

At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?

- | | | |
|--------------|---------------|---------------------------|
| ● 6am - 9am | ● 5pm - 7pm | ● 2am - 6am |
| ● 9am - 12pm | ● 7pm - 10pm | ● Don't watch on weekdays |
| ● 12pm - 2pm | ● 10pm - 12am | |
| ● 2pm - 5pm | ● 12am - 2am | |

Note: Respondents answer this question about all channels they watch every day or 4-5 times a week

The above 3 questions are exclusive to clients subscribed to the TV reach and frequency module

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.

- Yes
- No

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

TV and Film Behaviors

TV Behaviors: Types of TV**

Which of these have you watched in the last month?

- Live TV / a TV channel
- On-demand TV / a streaming service (e.g. Netflix)
- Recorded TV
- None of these

Devices Used to Watch TV**

Which of these devices do you use to watch live TV / TV channels?

Which of these devices do you use to watch on-demand TV / streaming services?

Live TV / TV Channels, On-demand TV / Streaming services

- TV set
- Laptop / Desktop
- Phone / Tablet
- Games Console
- Streaming Device / Smart Stick

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.

Movie Genres**

What kind of movies do you prefer to watch?

- Action
- Arts & culture & music
- Anime
- Comedy
- Crime
- Documentary
- Drama
- Family/ Kids
- Fantasy
- History/ war/ military
- Horror
- Martial arts
- Musicals
- Mystery
- Romance
- Sci-Fi / dystopian
- Sports
- Superhero
- Thriller
- Western
- I don't really watch movies

Podcast Genres**

Which are your preferred types of Podcasts?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Advice & Self-help
- Arts
- Business & Finance
- Comedy
- Education
- Fiction
- Food & drink
- Gaming
- Health & lifestyle
- History
- Parenting & family
- Music

- News & politics
- Religion & spirituality
- Science
- Society & culture
- Sports
- Talk shows / interviews
- Technology
- Travel
- True crime
- TV & Film
- I don't listen to/ watch podcasts

Series Genres**

What kind of series do you prefer to watch?

- Action
- Arts & culture & music
- Comedy
- Documentaries of any kind
- Drama
- Family/ Kids
- Fantasy
- Food & cooking shows
- Game shows
- History/ war/ military
- Horror
- Mystery

- Nature
- Reality shows
- Romance
- Science fiction
- Sitcoms
- Soaps
- Sports
- Superhero
- Thriller
- Travel
- True crime
- I don't really watch series

Second-Screen Devices**

Thinking about when you've watched TV recently, which of the following devices have you also used at the same time?

- | | | |
|--------------|----------------|---------------------|
| ● Desktop PC | ● Laptop PC | ● Tablet device |
| ● e-Reader | ● Mobile phone | ● 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?

- | | |
|---|---|
| ● Chat to / message friends | ● Read the news |
| ● Interact with the online content of the TV show | ● Search for information related to what I'm watching |
| ● Play games | ● Search for products to buy |
| ● Read my emails | ● Share my opinion of a TV show |

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Use social networks

- None of the above

Film Franchises**

Which of these film franchises / studios would you consider yourself to be a fan of?

- | | | |
|---------------------------|----------------------------|-----------------|
| ● Batman | ● Indiana Jones | ● Spider-Man |
| ● DC | ● James Bond | ● Star Wars |
| ● Despicable Me / Minions | ● Jurassic Park | ● Superman |
| ● Disney | ● Lord of the Rings | ● Toy Story |
| ● Fast and the Furious | ● Marvel | ● X-Men |
| ● Frozen | ● Pirates of the Caribbean | ● None of these |
| ● Harry Potter | ● Pixar | |

TV, Film and Video Services

TV, Film and Video Services: Engagement**

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: Engagement Regularity**

How regularly do you watch the following TV, Film and Video services?

More than once a day, Daily, Weekly, Less often

Argentina

- | | | |
|----------------------|-------------------|-------------------|
| ● Amazon Prime Video | ● HBO Max | ● Twitch |
| ● Apple TV+ | ● NBA League Pass | ● Vimeo |
| ● Arnet Play | ● Netflix | ● ViX |
| ● Claro Video | ● NFL Game Pass | ● YouTube |
| ● Dailymotion | ● Paramount+ | ● YouTube Kids |
| ● DirecTV | ● Pluto TV | ● YouTube Premium |
| ● Disney+ | ● Star+ | |
| ● Google TV | ● StarzPlay | |

Australia

- | | | |
|----------------------|---------------|-------------------|
| ● 7plus | ● Apple TV+ | ● Google TV |
| ● 9Now | ● Crunchyroll | ● NBA League Pass |
| ● ABC iview | ● Dailymotion | ● Netflix |
| ● Amazon Prime Video | ● Disney+ | ● NFL Game Pass |
| ● AMC+ | ● Foxtel Play | ● Paramount+ |

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Pluto TV
- SBS on Demand
- Stan.com.au

- Ten Play
- Twitch
- Vimeo

- YouTube
- YouTube Kids
- YouTube Premium

Austria

- 7tv.at
- Amazon Prime Video
- Apple TV+
- Dailymotion
- Dazn
- Flimmit
- Google TV
- Maxdome
- NBA League Pass

- Netflix
- NFL Game Pass
- ORF TVthek
- Paramount+
- Peacock
- Plus 4 Mediathek
- Pluto TV
- Rakuten TV
- Sky Ticket

- Sky X
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium
- Zattoo.com

Belgium

- Amazon Prime Video
- Apple TV+
- CanalPlay
- Dailymotion
- Disney+
- Google TV
- GoPlay
- NBA League Pass
- Netflix

- NFL Game Pass
- Proximus TV Replay
- Rakuten TV
- RTBF Auvio
- Streamz
- Trace Play
- RTL À L'Infini
- Stievie / Stievie Free
- Twitch

- Yelo Play
- Vimeo
- VOOmotion
- VRT NU
- VTM GO
- YouTube
- YouTube Kids
- YouTube Premium

Brazil

- Amazon Prime Video
- Apple TV+
- Claro Video
- Dailymotion
- Dazn
- DirecTV
- Disney+
- Discovery+
- Globoplay

- Google TV
- HBO Max
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- Pluto TV
- Star+

- Starzplay
- Telecine Play
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Bulgaria

- Apple TV+
- bTV Plus
- Disney+
- Google TV
- HBO Max

- NBA League Pass
- NFL Game Pass
- Netflix
- Nova Play
- Twitch

- Vimeo
- Voyo
- Youtube
- Youtube Kids
- Youtube Premium

Canada

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Amazon Prime Video
- AMC+
- Apple TV+
- Britbox
- CBC Gem
- Crave TV
- Crunchyroll
- Dailymotion
- Dazn

- Discovery+
- Disney+
- Fubo TV
- Google TV
- Hotstar
- Lumi
- NBA League Pass
- Netflix
- NFL Game Pass

- Paramount+
- Pluto TV
- TOU.TV Extra
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Chile

- Amazon Prime Video
- Apple TV+
- Dailymotion
- DirecTV
- Discovery+
- Disney+
- Google TV

- HBO Max
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- Pluto TV
- Star+

- StarzPlay
- Twitch
- Vimeo
- ViX
- YouTube
- YouTube Kids
- YouTube Premium

China

- Apple TV+
- BesTV
- Bilibili
- Dailymotion
- Disney+
- China Mobile Migu
- Google TV

- iQiyi
- LeTV
- MangoTV
- NBA League Pass
- NFL Game Pass
- PPTV
- Sohu

- T Mall Box Office
- Twitch
- YouTube
- YouTube Kids
- YouTube Premium
- Youku & Tudou

Croatia

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney+
- Google TV

- HBO Max
- NBA League Pass
- NFL Game Pass
- Netflix

- RTLplay
- Twitch
- YouTube
- YouTube Kids
- YouTube Premium

Colombia

- Amazon Prime Video
- Apple TV+
- Dailymotion
- DirecTV
- Disney+
- ETB
- Google TV

- HBO Max
- Movistar Play
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- Pluto TV

- Star+
- Tigo Play
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Czech Republic

- Amazon Prime Video
- Dailymotion
- Disney+
- HBO Max
- iprima
- iVysílání
- Google TV
- Mall.tv
- Netflix
- NBA League Pass
- NFL Game Pass
- Seznam
- Stream.cz
- Twitch
- Vimeo
- Voyo
- Youtube
- Youtube Kids
- YouTube Premium

Denmark

- Amazon Prime Video
- Apple TV+
- Boxer Play
- Britbox
- C More
- Pluto TV
- Dailymotion
- DK4.tv
- Dplay
- Disney+
- Discovery+
- Filmcentralen
- Google TV
- HBO Max
- NBA League Pass
- Netflix
- NFL Game Pass
- SF Anytime
- TV2 Play
- TV4Play
- Twitch
- Viaplay
- Vimeo
- YouSee Play
- YouTube
- YouTube Kids
- YouTube Premium

Egypt

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney+
- Google TV
- NBA League Pass
- Netflix
- NFL Game Pass
- Nile TV
- ONTV
- OSN+
- Shahid.net
- Twitch
- Vimeo
- Viu
- Watchit
- YouTube
- YouTube Kids
- YouTube Premium

France

- 6play
- Amazon Prime Video
- Arte VOD
- Apple TV+
- BFMTV
- Bloomberg Quicktake
- myCANAL
- CanalPlay
- Dailymotion
- Disney
- France TV
- Google TV
- Molotov
- MyTF1
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- OCS Go
- Orange VOD
- Pluto TV
- Rakuten TV
- Salto
- SFR Play Unlimited VOD
- StarzPlay
- Trace Play
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium
- Zive

Germany

- Amazon Prime Video
- ARD Mediathek
- Apple TV+
- Arte VOD
- Bloomberg Quicktake
- Dailymotion

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Dazn
- Disney+
- Freevee
- Google TV
- Joyn
- Maxdome
- NBA League Pass
- Netflix

- NFL Game Pass
- Paramount+
- Peacock
- Pluto TV
- Rakuten TV
- RTL TV Now
- Sky Ticket
- StarzPlay

- Twitch
- Vimeo
- Watchever
- YouTube
- YouTube Kids
- YouTube Premium
- Zattoo.com
- ZDF Mediathek

Greece

- Amazon Prime Video
- Art
- Alpha
- ANTI+
- Cosmote TV
- C+I Play
- Dailymotion
- ERTflix

- Extra Channel
- Ex
- Google TV
- History Play
- Mad TV
- MEGA
- NBA League Pass
- NOVA EON. EON/ EON+

- Open Beyond
- Rise
- Star
- Skai
- Twitch
- Vodafone TV
- WIND Vision
- Youtube

Hong Kong

- Amazon Prime Video
- Apple TV+
- Bilibili
- Bloomberg Quicktake
- Dailymotion
- Disney+
- Google TV

- MangoTV
- myTV Super
- NBA League Pass
- Netflix
- NFL Game Pass
- Twitch

- Vimeo
- Viu
- YouTube
- YouTube Kids
- YouTube Premium

Hungary

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney+
- Google TV
- HBO Max
- Indavideo

- Mediaklikk.hu
- Netflix
- NBA League Pass
- NFL Game Pass
- RTL Most+
- TB2 Play

- Twitch
- Vide.hu
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

India

- Amazon Prime Video
- AMC+
- Apple TV+
- Bloomberg Quicktake
- Dailymotion
- Discovery+
- Disney+ Hotstar

- Google TV
- NBA League Pass
- Netflix
- NFL Game Pass
- Sony Liv
- Twitch
- Vimeo

- Viu
- VOOT
- YouTube
- YouTube Kids
- YouTube Premium

Indonesia

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 20Detik
- Amazon Prime Video
- Apple TV+
- CatchPlay
- Disney+ Hotstar
- Dailymotion
- Google TV

- WeTV iFlix
- Kaskus
- MNC Play Media
- MyFirstMedia
- MaXstream
- NBA League Pass
- Netflix

- NFL Game Pass
- Twitch
- Vidio
- Viu
- YouTube
- YouTube Kids
- YouTube Premium

Ireland

- All 4
- Virgin Media Player
- Amazon Prime Video
- Apple TV+
- BBC iPlayer
- Dailymotion
- Discovery+
- Disney+
- Filmbox Live

- Google TV
- ITV Hub
- My5
- NBA League Pas
- Netflix
- NFL Game Pass
- Paramount+
- Pluto TV
- Peacock

- Rakuten TV
- RTE Player
- Sky Go
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Israel

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney+
- Google TV
- HOT

- KAN
- NBA League Pass
- Netflix
- NFL Game Pass
- OSN+
- Shahid.net

- Twitch
- Vimeo
- Yes
- YouTube
- YouTube Kids
- YouTube Premium

Italy

- Amazon Prime Video
- Apple TV+
- Chili TV
- Dailymotion
- Dazn
- Disney+
- Discovery+
- Dplay
- Google TV

- NBA League Pass
- Netflix
- NFL Game Pass
- Now TV
- Paramount+
- Peacock
- Pluto TV
- Rai Play
- Rakuten TV

- StarzPlay
- TIM Vision
- Twitch
- Video.Mediaset
- YouTube
- YouTube Kids
- YouTube Premium

Japan

- AbemaTV
- Amazon Prime Video
- Apple TV+
- Bloomberg Quicktake
- Dailymotion
- Discovery+
- Dazn

- Disney+
- Dtv
- Google TV
- Hulu
- Love TV Show Sites
- NBA League Pass
- Netflix

- NFL Game Pass
- Twitch
- Vimeo
- YouTube
- YouTube Kids

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- YouTube Premium

Malaysia

- Amazon Prime Video
- Apple TV+
- Astro go
- Dailymotion
- Disney+ Hotstar
- Google TV
- WeTV iFlix
- NBA League Pass
- Netflix
- NFL Game Pass
- Twitch
- Vimeo
- Viu
- YouTube
- YouTube Kids
- YouTube Premium

Mexico

- Amazon Prime Video
- Apple TV+
- Claro Video
- Dailymotion
- DirecTV
- Disney+
- Google TV
- HBO Max
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- Pluto TV
- Star+
- StarzPlay
- Twitch
- Vimeo
- ViX
- YouTube
- YouTube Kids
- YouTube Premium

Netherlands

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Discovery+
- Disney+
- Film1 VoD service
- Google TV
- NBA League Pass
- Netflix
- NFL Game Pass
- NPO Start
- RakutenTV
- RTL XL
- Twitch
- Viaplay
- Videoland
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

New Zealand

- Amazon Prime Video
- Apple TV+
- Crunchyroll
- Dailymotion
- Disney+
- Eden
- Google TV
- NBA League Pass
- Neon
- Netflix
- NFL Game Pass
- TVNZ
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Norway

- Amazon Prime Video
- Apple TV+
- Britbox
- Discovery+
- Disney+
- Google TV
- HBO Max
- NBA League Pass
- Netflix
- NFL Game Pass
- NRK TV
- Paramount+
- Pluto TV
- TV2 Play
- Twitch
- Viaplay
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Philippines

- Amazon Prime Video
- Apple TV+
- Crunchyroll
- Dailymotion
- Discovery+
- Disney+ Hotstar

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Google TV
- Hayu
- WeTV iFlix
- iWantTV
- NBA League Pass

- Netflix
- NFL Game Pass
- TapGO TV
- Twitch
- Vimeo

- Viu
- YouTube
- YouTube Kids
- YouTube Premium

Poland

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Discovery+
- Filmbox
- Google TV
- HBO Max
- Ipla

- Multimedia VOD
- NC+ VoD+ /
- Seriale + SVOD
- NBA League Pass
- Netflix
- NFL Game Pass
- Player.pl
- PlayPuls

- Twitch
- TVP VOD
- Vimeo
- VOD.pl
- YouTube
- YouTube Kids
- YouTube Premium

Portugal

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney +
- Google TV
- HBO Max

- NBA League Pass
- Netflix
- NFL Game Pass
- Opto
- Rakuten TV
- RTP Play

- TVI Player
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Romania

- Antenaplay
- Apple TV+
- Dailymotion
- Digi Online
- Disney+
- Google TV
- HBO Max

- NBA League Pass
- Netflix
- Megogo.net
- Orange TV GO
- Telekom TV
- TVR Plus
- Twitch

- Vimeo
- Voyo
- YouTube
- YouTube Kids
- YouTube Premium

Russia

- Amazon Prime Video
- Amediateka
- Apple TV+
- Dailymotion
- Filmbox
- Google TV
- Ivi.ru
- KinoITV

- Megogo.net
- NBA League Pass
- Netflix
- NFL Game Pass
- Now.ru
- Okko
- Paramount+
- TV1000Play

- Tvigle.ru
- Twitch
- Vimeo
- VK
- YouTube
- YouTube Kids
- YouTube Premium

Saudi Arabia

- Amazon Prime Video
- Apple TV+
- beIN Connect
- Dailymotion

- Disney+
- Google TV
- MUBI
- NBA League Pass

- Netflix
- NFL Game Pass
- OSN+
- Shahid.net

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- StarzPlay
- Twitch
- Vimeo

- Viu
- WatchIt
- Youtube

- YouTube Kids
- YouTube Premium

Singapore

- Amazon Prime Video
- Apple TV+
- Bloomberg Quicktake
- CatchPlay
- Dailymotion
- Disney+
- Google TV
- Hayu

- Hotstar
- iQiyi
- NBA League Pass
- Netflix
- meWATCH
- NFL Game Pass
- Singtel TV Go
- Starhub Go

- Toggle
- Twitch
- Vimeo
- Viu
- YouTube
- YouTube Kids
- YouTube Premium

South Africa

- Amazon Prime Video
- Apple TV+
- Britbox
- Disney+
- Google TV

- NBA League Pass
- Netflix
- NFL Game Pass
- ShowMax
- Vimeo

- YouTube Kids
- YouTube Premium
- Youtube
- Dailymotion
- Twitch

South Korea

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Disney+
- EveryOn TV
- Google TV
- Love TV Show Sites

- NBA League Pass
- Netflix
- NFL Game Pass
- Olleh TV
- Paramount+
- POOQ
- Twitch

- Tving
- U+
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Spain

- Amazon Prime Video
- AtresPlayer
- Apple TV+
- Dazn
- Disney+
- Discovery+
- Dplay
- Dailymotion
- Google TV
- HBO Max

- MiTele
- Movistar+
- NBA League Pass
- Netflix
- NBA League Pass
- NFL Game Pass
- Ono TV Videoclub
- Pluto TV
- Rakuten TV
- RTVE a la carta

- StarzPlay
- TotalChannel
- Twitch
- Videoclub Orange
- TV
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Sweden

- Amazon Prime Video
- Apple TV+
- Boxer Play
- Britbox

- C More
- Dailymotion
- Dplay
- Disney+

- Discovery+
- Google TV
- HBO Max
- On Demand

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- NBA League Pass
- Netflix
- NFL Game Pass
- Pluto TV
- SF Anytime

- SVT Play
- Twitch
- TV4 Play
- Viafree
- Viaplay

- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Switzerland

- Amazon Prime Video
- Apple TV+
- Dailymotion
- Dazn
- Disney+
- Google TV
- NBA League Pass
- Netflix

- NFL Game Pass
- Paramount+
- Peacock
- Plazn
- Pluto TV
- Rakuten TV
- RTS Play
- Teleboy.ch

- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium
- Zattoo.com

Taiwan

- Amazon Prime Video
- Apple TV+
- CatchPlay
- Dailymotion
- Disney+
- FriDay.tw Video
- Gamer.com.tw

- Google TV
- KKTv
- LiTV
- Line.me TV
- Love TV Show Sites
- myVideo.net
- NBA League Pass

- Netflix
- NFL Game Pass
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

Thailand

- Amazon Prime Video
- Apple TV+
- ch7HD
- Dailymotion
- Disney+ Hotstar
- Google TV

- iQIYI
- NBA League Pass
- Netflix
- NFL Game Pass
- Twitch
- Vimeo

- Viu
- WeTV iFlix
- YouTube
- YouTube Kids
- YouTube Premium

Turkey

- Amazon Prime Video
- Apple TV+
- BluTV
- Dailymotion
- Discovery+
- Disney+
- Filmbox

- Google TV
- NBA League Pass
- Netflix
- NFL Game Pass
- Puhu TV
- Tivibu
- TRT TV

- Turkcell TV+
- Twitch
- Vimeo
- Exxen
- YouTube
- YouTube Kids
- YouTube Premium

UAE

- Amazon Prime Video
- Apple TV+
- beIN Connect
- Dailymotion

- Disney+
- Filmbox
- Google TV
- NBA League Pass

- Netflix
- NFL Game Pass
- Paramount+
- OSN+

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Shahid.net
- StarzPlay
- Vimeo
- Viu
- YouTube
- YouTube Kids
- YouTube Premium

UK

- All 4
- Amazon Prime Video
- Apple TV+
- BBC iPlayer
- Bloomberg Quicktake
- Britbox
- C+I Play
- Dailymotion
- Dazn
- Demand 5
- Disney+
- Discovery+
- Freevee
- Google TV
- History Play
- Hotstar
- ITV Hub
- My5
- NBA League Pass
- Netflix
- NFL Game Pass
- Now TV
- Peacock
- Pluto TV
- Rakuten TV
- Sky Go
- StarzPlay
- Twitch
- Vimeo
- YouTube
- YouTube Kids
- YouTube Premium

USA

- Amazon Prime Video
- Apple TV+
- Bloomberg Quicktake
- Britbox
- Crunchyroll
- Dailymotion
- Dazn
- Discovery+
- Disney+
- Filmbox
- Freevee
- Fubo TV
- Google TV
- HBO Max
- Hotstar
- Hulu
- NBA League Pass
- Netflix
- NFL Game Pass
- Paramount+
- Peacock
- Pluto TV
- Showtime
- Sling TV
- StarzPlay
- Twitch
- Vimeo
- Vudu
- WatchIt
- WWE
- YouTube
- YouTube Kids
- YouTube Premium
- YouTube TV

Vietnam

- Amazon Prime Video
- Apple TV+
- Dailymotion
- FPT Play
- Google TV
- WeTV iFlix
- K+
- myTV
- NBA League Pass
- Netflix
- NFL Game Pass
- Twitch
- Vimeo
- Viu
- VTV Go
- YouTube
- YouTube Kids
- YouTube Premium

TV, Film and Video Services: Account Type**

For each of these services, could you tell us which type of account you use?

TV, Film and Video Services: Account Usage**

For each of these services, could you tell us how many people use / share your account?

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Amazon Prime Video *Select Markets Only*
- Apple TV+
- Hulu *Japan and USA Only*
- Disney+ *Select Markets Only*
- Disney+ *Hotstar Select Markets Only*
- HBO Max *Select Markets Only*
- iQiyi *Select Markets Only*
- Netflix
- Paramount+ *Select Markets Only*
- Shahid *Select Markets Only*
- Starzplay *Select Markets Only*

Note: Asked for services used.

News Services

News Services: Awareness**

Which of these news services have you heard of?

News Services: Engagement**

Whilst online, have you seen any articles, videos or news stories from any of the following services in the last month?

Asked about all services that the respondent has heard of.

Note: the above 2 questions are also asked in mobile only markets.

News Services: Places Viewed**

For these services, could you tell 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

Asked about all services that the respondent has heard of.

- Al Jazeera
- BBC News
- CNN
- CNN Arabic *Egypt, Morocco, Saudi Arabia, UAE Only*
- CNN Espanol
- Bleacher Report
- Insider/ Business Insider
- BuzzFeed
- CNBC *Select Markets Only*
- MSNBC
- NBC News
- Discovery Channel
- Economist
- ESPN *Egypt Only*
- Financial Times
- Forbes
- France24
- Guardian
- Huffington Post
- International Business Times
- Konbini *Canada and France Only*
- MarketWatch
- MailOnline
- News Week
- Quartz
- Reuters
- Sky News
- The New York Times
- Time

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- The Telegraph
- The Times

- Vice
- Wall Street Journal

- Washington Post

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Gaming

Devices Used for Gaming**

Which of these devices do you use to play games?

- Games console
- Handheld gaming device
- Media streaming device
- Personal PC / Laptop
- Smartphone
- Tablet device
- Virtual reality headset (e.g. Oculus/Meta Quest, PlayStation VR)

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.

- 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?

Use now, Interested in Purchasing, Would Recommend

- Nintendo Wii
- Nintendo Wii U
- Nintendo Switch
- PlayStation 3
- PlayStation 4
- PlayStation 5
- Xbox 360
- Xbox One
- Xbox Series X
- None of the Above

Gaming Franchises**

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

- Animal Crossing
- Apex Legends
- Lego
- Madden
- Assassin's Creed
- Batman
- Battlefield
- Borderlands
- Bubble Witch
- Call of Duty
- Civilization
- Clash of Clans
- Company of Heroes
- Counter Strike
- Defense of the Ancients (DotA)
- Destiny
- Diablo
- DiRT
- Dragonball Z
- EA Sports FC
- Elder Scrolls
- Endless (Space / Legend)
- F1
- Fallout
- Far Cry
- Farm Heroes
- FIFA
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Ghost Recon
- Gran Turismo
- Grand Theft Auto

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- Halo
- Hearthstone
- Heroes of the Storm
- Hogwarts Legacy
- League of Legends
- Mario
- Mass Effect
- Minecraft
- NBA 2K
- Need for Speed
- Overwatch
- Plants vs. Zombies
- PlayerUnknown Battlegrounds
- Pro Evolution Soccer / eFootball
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Roblox
- 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
- WWE 2K
- Zelda

Gaming Genres

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

- Action Adventure (e.g. Assassin 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, Pokemon)
- Simulation (e.g. Flight Simulator, the Sims)
- Sports (e.g. FIFA, NBA 2K and Pro Evolution Soccer / eFootball)
- 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

Gaming Activities**

Thinking about gaming, which of these things have you done?

In the last year? / in the last month?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- 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

Additions / Removals

Additions

Personal Interests*

Which of these things are you interested in?

- Fantasy Sports

Banks / Financial Institutions Awareness**

Which of these banks have you heard of?

Banks / Financial Institutions Engagement**

Have you had an account or card with any of these banks?

Have one now / Had one previously / Never had one

- Bank Albilad *Markets Added: Saudi Arabia*
- CIMB *Markets Added: Singapore*
- Hana Bank *Markets Added: Indonesia*
- Türk Ekonomi Bankası (TEB) *New Datapoint: Turkey*

Attitudes: Emerging Technology*

Which of these technologies are you excited about?

- Augmented Reality (AR)
- Personalized Medicine
- Virtual Reality (VR)

Sports & Sporting Activities*

Which of these sporting activities do you take part in?

Play / Take Part In

- Snooker / pool *Markets Added: UK*

Sporting Events & Leagues*

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Which of these sporting events / leagues do you follow, watch or have any interest in?

Which of these do you watch live coverage of on a TV channel?

Which of these do you watch live coverage of using a streaming service, app or online player?

Which of these do you watch highlights of, or more actively follow news about?

Follow / Interested in, Watch live on a TV channel, Watch live on a Streaming service, Watch highlight / Follows news

- 1.divisjon / OBOS-ligaen *New Datapoint: Norway Only*
- AFC Asian Cup *Markets Added: Australia, India, UAE*
- AFC Champions League *Markets Added: Japan*

Supermarkets / Convenience stores: Awareness**

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

Supermarkets / Convenience stores: Engagement**

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

- Auchan *Markets Added: Portugal*
- Carrefour *Markets Added: Israel*
- Deco *New Datapoint: Italy Only*
- Jaya Grocer *New Datapoint: Malaysia Only*
- Yata *New Datapoint: Hong Kong Only*
- Eurocash *New Datapoint: Poland Only*
- Pepco *New Datapoint: Bulgaria, Czech Republic, Hungary Only*
- NSK *New Datapoint: Malaysia Only*

Sports Brands**

Have you purchased anything from these sports brands?

Purchased in the last 2 years, Purchased longer ago, Never purchased

- Hoka *New Datapoint: France, Germany, Italy, UK Only*
- North Sails *Markets Added: France, Germany, Spain, UK, USA*

Alcohol: Beer (i.e. Lager, Ale)**

When did you last drink these alcohol brands?

Drunk in Last Month, Drunk in Last Year, Have Not Drunk

- Hoegaarden *Markets Added: Japan*

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Alcohol: Spirits**

When did you last drink these alcohol brands?

Vodka

- Ketel One New Datapoint: Canada, Mexico, USA Only

Baijiu China Only

- Shui Jing Fang

Drinks Brands**

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

Greece

- Vikos

Convenience Brands / QSRS**

Which of these places would you normally visit / buy something from?

Weekly, Monthly

- Coffee Bean and Tea Leaves Markets Added: Malaysia
- Selgros Markets Added: Germany
- Texas Chicken Markets Added: Thailand

Cosmetic Brands Used in the Last Week**

Which of these have you used in the last week?

- La Roche-Posay Markets Added: Turkey
- Rare Beauty New Datapoint: Australia, France, UK, USA only

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

Sports Retailers*

- Courir New Datapoint: Belgium, France, Portugal, Spain only

Travel Influences*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Which of these have the most impact on where you travel for a vacation? Please select up to 3

- Local food & beverage experience

Vacation Type

Which types of vacation do you enjoy?

- City break

Online Purchase Drivers

When shopping online, which of these features would most increase your likelihood of buying a product?

- Recommendations for the product / company from influencers on social media

Major Purchases

Which of these things have you / your household purchased in the last 3-6 months?

Which of these things are you / your household thinking about purchasing in the next 3-6 months?

Which of these items did you purchase online?

Home items

- Mattress

Financial Products

- Cyber Insurance (addition not available for 'thinking about purchasing' question in Q4 2023)

Minor Purchases

Which of these products have you or your household purchased in the last month?

Which of these items did you purchase online?

Groceries

- Gluten free products
- Meat

Personal Effects

- Sneakers / trainers
- Shoes (not sneakers / trainers)

Health Conditions

Do you personally, or does anyone in your household, currently have any of the following?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

I have this, Someone else in my household has this, No / Prefer not to say

- Cancer
- Heart Disease

Work Sector / Industry*

Which of the following best describes the current sector of your work?

- Sports

Work Position / Role*

What best describes your current position / role?

- Athlete
- People and Culture Manager/Advisor
- Product Manager

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?

- Ordered a meal by a food delivery service

Named Websites and Apps Used

Which of the following websites / services have you visited or used in the last month?

Lifestyle

- Drizly *New Datapoint: USA Only*
- Takeaway.com *Markets added: Belgium*

News & Entertainment

- Axios *New Datapoint: USA Only*
- BBC Swahili *New Datapoint: Kenya Only*
- BBC Vietnam *New Datapoint: Vietnam Only*
- DiceFM *New Datapoint: France, Germany, Italy, Spain, UK, USA Only*
- Yahoo Lifestyle Australia *New Datapoint: Australia Only*
- Yahoo Lifestyle Singapore *New Datapoint: Singapore Only*

Transport & Travel

- CDG Zig *New Datapoint: Singapore Only*
- Ryde *New Datapoint: Singapore Only*
- Tada *New Datapoint: Singapore Only*

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Other

- N26 Markets Added: Austria, Denmark, Germany, Hungary, Italy, Poland, Portugal, Sweden
- Line Bank New Datapoint: Indonesia

Honor Models

Which Honor handset do you have?

- 8 / 8X / 8C / 8a 2020
- 9 / 9a / 9C
- 9X / 9a / 9C
- 9X / 9X Lite / 9X Pro
- 10 / 10 Lite
- 20 / 20e / 20 Lite / 20 Pro
- 30 / 30 Pro / 30 Pro+
- 50
- 50 Lite
- 70 5G
- 70 Lite
- 90
- 90 Lite
- Magic / Magic V
- Magic Vs
- Magic V2
- Magic3 / Magic3 Pro / Magic3 Pro+
- Magic4
- Magic4 Pro
- Magic4 Ultimate
- Magic5
- Magic5 Pro
- Magic5 Ultimate
- View 10 / 20 / 30 / 30 Pro
- X6 / X6a / X7 / X7a
- X8 / X8 5G
- X8a
- X8a 5G
- X9 / X9 5G
- X9a

Technology Brands: Engagement**

Which technology brands do you currently use products or services from?

- Bang & Olufsen New Datapoint: Denmark Only
- Honor New Datapoint: China, Malaysia, Russia, Saudi Arabia Only
- Roku Markets Added: Chile

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)?

- Bang & Olufsen New Datapoint: Denmark Only
- Honor New Datapoint: China, Malaysia, Russia, Saudi Arabia Only

Mobile Carriers / Service Providers

Which mobile network do you use?

- Salam New Datapoint: Saudi Arabia

Named Social Media Services Used*

How often do you visit or use these services?

Monthly, Weekly, Daily, More than once a day

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Favorite Social Media Service*

Which of these would you say is your favorite?

- Xiaohongshu *Markets Added: Singapore*
- Threads

TikTok Features / Actions*

What have you done on TikTok in the last month?

- Used TikTok Shop *New Datapoint: Indonesia, Malaysia, Thailand, Vietnam, Philippines, Singapore*

Music Services: Account Type**

For each of these services, could you tell us which type of account you use?

- Anghami *New Datapoint: Belgium, Egypt, France, Germany, Israel, Netherlands, Saudi Arabia, UAE*

TV, Film and Video Services: Engagement**

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: Engagement Regularity**

How regularly do you watch the following TV, Film and Video services?

Canada

- Lumi

Greece

- NOVA EON/ EON+

Netherlands

- Viaplay

Norway

- TV2 Play
- NRK TV

Philippines

- Disney+ Hotstar

Portugal

- Opto

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Thailand

- iQIYI

TV, Film and Video Services: Account Type**

For each of these services, could you tell us which type of account you use?

TV, Film and Video Services: Account Usage**

For each of these services, could you tell us how many people use / share your account?

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

- Disney+ Hotstar *Markets Added: Philippines*
- iQIYI *Markets Added: Thailand*

News Services: Awareness**

Which of these news services have you heard of?

News Services: Engagement**

Whilst online, have you seen any articles, videos or news stories from any of the following services in the last month?

Asked about all services that the respondent has heard of.

Note: the above 2 questions are also asked in mobile only markets.

News Services: Places Viewed**

For these services, could you tell 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

Asked about all services that the respondent has heard of.

- Konbini *New Datapoint: Canada, France Only*

Gaming Franchises**

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- EA Sports FC

Removals

Attitudes: Emerging Technology*

Which of these technologies are you excited about?

- Cultured / Artificial Meat
- Non-fungible tokens (NFTs)

Banks / Financial Institutions Awareness**

Which of these banks have you heard of?

Banks / Financial Institutions Engagement**

Have you had an account or card with any of these banks?

Have one now / Had one previously / Never had one

- Aegean Baltic Bank A.T
- Citibank *Markets Removed: India, Indonesia, Malaysia, Thailand, Vietnam*
- State Bank of India *Markets Removed: Singapore*

Supermarkets / Convenience stores: Awareness**

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

Supermarkets / Convenience stores: Engagement**

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Weekly, Monthly, Less Often, Never

- 7-Eleven Markets Removed: Indonesia
- Aldi Markets Removed: Czech Republic
- Cold Storage Markets Removed: Malaysia
- Jumbo Markets Removed: Portugal
- Lewiatan Markets Removed: Czech Republic
- Wellcome Markets Removed: Taiwan
- Circle K Markets Removed: Czech Republic, Russia
- Intermarché Markets Removed: Czech Republic
- Ministop Markets Removed: Philippines
- Netto Markets Removed: Czech Republic, Sweden
- BigBox
- Makromarket
- Simply

Sports Brands**

Have you purchased anything from these sports brands?

Purchased in the last 2 years, Purchased longer ago, Never purchased

- Hi-Tec Markets Removed: France
- Brooks Markets Removed: Spain
- Peak Markets Removed: France, Germany, Italy, UK
- Sport-Saller

Alcohol: Beer (i.e. Lager, Ale)**

When did you last drink these alcohol brands?

Drunk in Last Month, Drunk in Last Year, Have Not Drunk

- Bud Light Markets Removed: Japan

Alcohol: Spirits**

When did you last drink these alcohol brands?

Vodka

- Khortytsa Markets Removed: Canada, USA

Drinks Brands**

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

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

- Capri Sun *Markets Removed: Greece*
- Tropicana *Markets Removed: Greece*

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

Other Retailers*

- Eurocash
- Makro Cash & Carry
- Pepco
- Selgros
- YATA

Convenience Brands / QSRS**

Which of these places would you normally visit / buy something from?

Weekly, Monthly

- CoCo ICHIBANYA *Markets Removed: Malaysia*
- Papa John's *Markets Removed: Argentina, Austria, Belgium, Brazil, Denmark, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Portugal, Romania, Singapore, Sweden, Switzerland, Taiwan*

Travel Influences*

Which of these have the most impact on where you travel for a vacation? Please select up to 3

- Seeing / hearing an advertisement

Major Purchases

Which of these things have you / your household purchased in the last 3-6 months?

Which of these things are you / your household thinking about purchasing in the next 3-6 months?

Which of these items did you purchase online?

Home Items

- Bed

Minor Purchases

Which of these products have you or your household purchased in the last month?

Which of these items did you purchase online?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Groceries

- Health Foods

Personal Effects

- Shoes

Payment Services

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

- PayPal *Markets Removed: Thailand*
- Gcash

Named Websites and Apps Used

Which of the following websites / services have you visited or used in the last month?

Lifestyle

- Uber Eats *Markets Removed: Italy*

News & Entertainment

- BBC Russia
- ZDNet *Markets Removed: Australia*

Transport & Travel

- Citymapper *Markets Removed: USA*
- Foursquare *Markets Removed: Singapore*
- Lime *Markets Removed: Singapore*

Mobile Carriers / Service Providers

Which mobile network do you use?

- Wind

Honor Models

Which Honor handset do you have?

- 7 / 7S
- 9
- 9C
- 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
- 50 / 50 Lite
- Magic / Magic V / Magic3 / Magic3 Pro+ / Magic4 Pro / Magic4 Ultimate / Magic 4 Pro
- X6 / X7 / X8 / X9

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

Technology Brands: Engagement**

Which technology brands do you currently use products or services from?

- *Mi Markets Removed: Croatia*

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)?

- *Mi Markets Removed: Croatia*

Facebook / Facebook Messenger Features / Actions*

What have you done on Facebook / Facebook Messenger in the last month?

- Facebook Watch (a video-on-demand service)

Instagram Features / Actions*

What have you done on Instagram in the last month?

- Used IGTV

TV Channel Awareness**

Which of these television channels have you heard of?

TV Channels Watched in Past Month**

Which of these television channels have you watched in the last month?

Asked about all TV channels the respondent is aware of.

Note: The above 2 questions are also asked in mobile only markets.

TV Channels: Viewing Frequency**

How frequently do you typically watch these channels?

Asked for all TV channels the respondent has watched in the past month.

Every day / most days, 4-5 times a week, 2-3 times a week, Once a week, 2-3 times a month, Monthly

- CNN News 18 *Markets Removed: Croatia*
- CNBC World: *Markets Removed: Croatia*

TV, Film and Video Services: Engagement**

In the last month, which of these services have you used to watch/download TV shows, films or videos?

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey

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: Engagement Regularity**

How regularly do you watch the following TV, Film and Video services?

Greece

- Novaflix

Netherlands

- StarzPlay

Norway

- Dailymotion

TV, Film and Video Services: Account Type**

For each of these services, could you tell us which type of account you use?

TV, Film and Video Services: Account Usage**

For each of these services, could you tell us how many people use / share your account?

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

Netherlands

- STARZPLAY

*Appears in both the mobile and main survey; **Appears in the brand & media module recontact survey