

GlobalWebIndex

Core Survey | Q4 2019

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Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

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

Methodology & Sample Size

Each quarter, GWJ fields its full Core survey in 42 markets. In addition, it runs a shorter 43-question mobile version of the same survey in 46 markets (including Ghana, Kenya, Morocco and Nigeria).

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

Some questions within the full survey are only asked to a representative subset of respondents, these are often referred to as 'Brand & Media' modules.

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

MARKET	CORE	MOBILE	TOTAL
Argentina	1,000	500	1,500
Australia	3,500	500	4,000
Austria	1,000	250	1,250
Belgium	1,000	250	1,250
Brazil	4,000	1,500	5,500
Canada	4,000	750	4,750
China	20,000	4,000	24,000
Colombia	1,000	250	1,250
Denmark	1,000	250	1,250
Egypt	1,250	500	1,750
France	4,500	500	5,000
Germany	4,500	500	5,000
Ghana	-	1,000	1,000
Hong Kong	1,500	250	1,750
India	12,500	1,000	13,500
Indonesia	4,000	1,000	5,000
Ireland	1,000	250	1,250
Israel	750	500	1,250
Italy	4,500	500	5,000
Japan	2,500	750	3,250
Kenya	-	1,000	1,000
Malaysia	1,000	500	1,500
Mexico	3,500	750	4,250
Morocco	-	1,000	1,000
Netherlands	1,000	250	1,250
New Zealand	1,000	250	1,250
Nigeria	-	1,000	1,000
Philippines	2,000	1000	3,000
Poland	1,500	250	1,750
Portugal	1,000	250	1,250
Romania	1,000	250	1,250
Russia	3,000	500	3,500
Saudi Arabia	750	750	1,500
Singapore	2,250	500	2,750
South Africa	1,000	500	1,500
South Korea	1,000	250	1,250
Spain	4,500	500	5,000
Sweden	1,000	250	1,250
Switzerland	1,000	250	1,250
Taiwan	2,000	250	2,250
Thailand	2,250	1,500	3,750
Turkey	1,500	500	2,000
United Arab Emirates	1,250	500	1,750
United Kingdom	9,500	500	10,000
USA	23,000	2,000	25,000
Vietnam	1,750	750	2,500
TOTAL	141,250	31,000	172,250

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

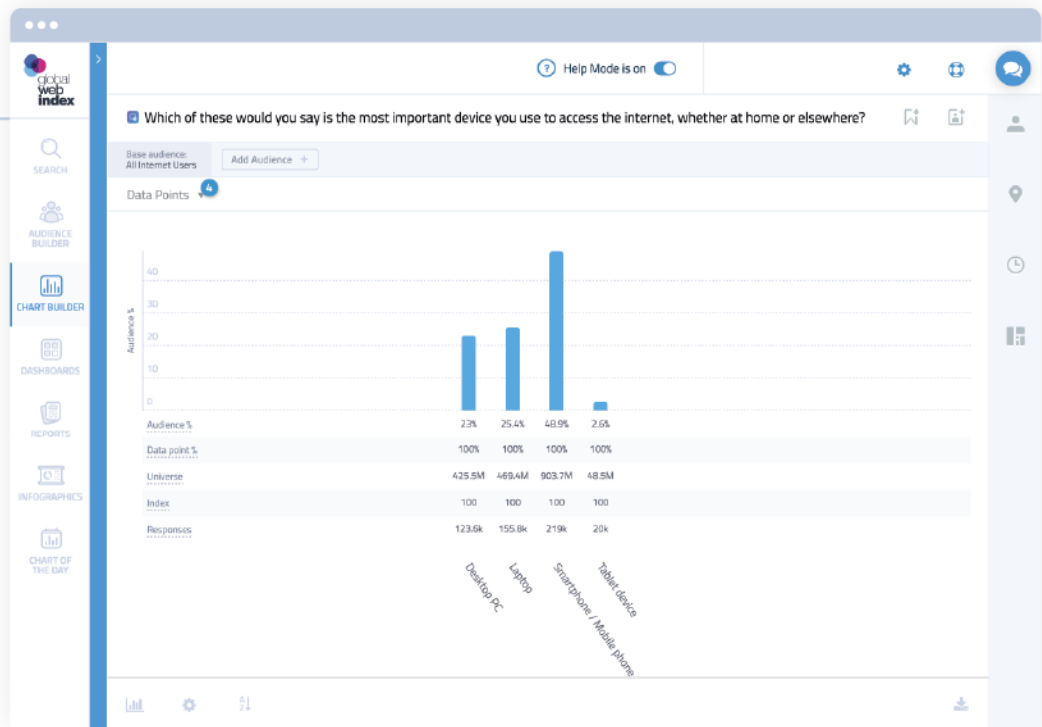
Note

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

DEVICE IMPORTANCE

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

- Desktop PC
- Laptop
- Smartphone / Mobile
- Tablet



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Demographics

GENDER*	Which of the following best describes your gender?	Male Female
AGE (INDIVIDUAL) / AGE (GROUPS) *	How old are you?	16-24 25-34 35-44 45-54 55-64 NOTE: Respondents enter their age (in years) in a free-text box. Responses are then grouped together to form the following age groups.
GENERATIONS*	Respondents are assigned to their generation based on their age when they completed the survey, with respondents classified as follows:	Gen Z Gen Y (Millennials) Gen X Baby Boomers NOTE: Respondents enter their age (in years) in a free-text box. Responses are then grouped together to form the following age groups.
INCOME (BY SEGMENT) / INCOME (BY HOUSEHOLD) *	What is your yearly household income before tax or any other deductions? <i>When answering please think about the income of your entire household each year (not each month).</i>	Once the responses are received, they are divided into the following groups: Top 10%* Top 25% Mid 50% Bottom 25% Prefer not to say <i>*this segment is included in the Top 25% too</i> NOTE: Since Q4 2016, respondents have selected a household income range from a list of options (whereas previously, they entered an exact amount in a free-text box). We changed this in order to reduce the number of people selecting "Prefer not to say".
EDUCATION *	What best describes the highest level of education you have achieved?	<ul style="list-style-type: none"> • Schooling until age 16 • Schooling until age 18 • Trade / technical school or college • University degree • Postgraduate degree NOTE: Respondents are shown education levels / options relevant to their own market. All of them correspond to the International Standard Classification of Education (ISCED).
TYPE OF STUDENT COURSE	What type of course / qualification are you currently studying for?	<ul style="list-style-type: none"> • Undergraduate degree • Postgraduate degree • Short course (e.g. certificates) • Trade / technical course • Other NOTE: This question is asked only to those who say they are currently in education

COUNTRY OF RESIDENCE*	• Argentina	• Denmark	• Israel	• Netherlands	• Saudi Arabia	• Thailand
	• Australia	• Egypt	• Ireland	• New Zealand	• Singapore	• Turkey
	• Austria	• France	• Italy	• Nigeria	• South Africa	• UAE
	• Belgium	• Germany	• Japan	• Philippines	• South Korea	• UK
	• Brazil	• Ghana	• Kenya	• Poland	• Spain	• USA
	• Canada	• Hong Kong	• Malaysia	• Portugal	• Sweden	• Vietnam
	• China	• India	• Mexico	• Romania	• Switzerland	
	• Colombia	• Indonesia	• Morocco	• Russia	• Taiwan	

COUNTRY LOCAL REGIONS* In what city or region of the country do you live? Respondents see a list appropriate to their country of residence

WORLD REGION (WORLD)*	• APAC	Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam
	• Europe	Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, UK
	• Latin America	Argentina, Brazil, Colombia, Mexico
	• Middle East & Africa	Egypt, Ghana, Kenya, 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

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

URBAN CONTEXT* Where is your household located? Urban Environment | Suburban Environment | Rural Environment

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

- Live by myself
- Live with friends / roommates
- Live with my parent(s)
- Live with my partner / spouse
("Live with my spouse" in Egypt, Morocco, Saudi Arabia and UAE)
- Other

RELATIONSHIP STATUS* What best describes your marital status?

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

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PREGNANCY	Are either you or your partner currently pregnant?	Yes No Prefer not to say
		NOTE: This question is asked to 16-54 year-olds only. It is not asked in Egypt, Saudi Arabia and UAE.
NUMBER OF CHILDREN*	How many children do you have?	0 1 2 3+
AGE OF CHILDREN*	How old are your children?	<ul style="list-style-type: none"> <li style="width: 50%;">• 0-6 months old <li style="width: 50%;">• 12-16 years old <li style="width: 50%;">• 7-12 months old <li style="width: 50%;">• 17-18 years old <li style="width: 50%;">• 1 year old <li style="width: 50%;">• 19-21 years old <li style="width: 50%;">• 2 years old <li style="width: 50%;">• 21+ years old <li style="width: 50%;">• 3-5 years old <li style="width: 50%;">• Prefer not to say <li style="width: 50%;">• 6-11 years old
CHILDREN IN HOUSEHOLD	Does your child live with you? / Do your children live with you?	<ul style="list-style-type: none"> • Yes • One of them does • Some of them do • No
		NOTE: This question has variable wording in the question text and answer options, depending on whether the respondent said they had 1 or 2+ children.
FAMILY STAGE	Based on their answers to the Household Living Arrangement, Number of Children, Age of Children and Children in Household questions, respondents are automatically assigned to one of these groups.	<ul style="list-style-type: none"> • Live alone (have no children) • Live alone (children left home) • Live with children (16 or under) • Live with children (over 16) • Live with children (mix of under- and over-16s) • Live with children (youngest at home is 16 or under, older children left home) • Live with partner (have no children) • Live with partner (children left home) • Live with partner and children (16 or under) • Live with partner and children (over 16) • Live with partner and children (mix of under- and over-16s) • Live with partner and children (youngest at home is 16 or under, older children left home) • Live with parents (have no children) • Live with parents (children left home) • Live with parents and children (16 or under) • Live with parents and children (over 16) • Live with parents and children (mix of under- and over-16s) • Live with parents and children (youngest at home is 16 or under, older children left home)

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

- Live in a shared household (have no children)
- Live in a shared household with my children (16 or under)
- Live in a shared household with my children (over 16)
- Live in a shared household with my children (mix of under- and over-16s)
- Live in a shared household with my children (youngest at home is 16 or under, older children left home)
- Other

GRANDCHILDREN Do you have any grandchildren?

- Yes
- No

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

PETS IN HOUSEHOLD Does your household have pets?

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

SEXUAL ORIENTATION Which best describes your sexual orientation?

- Heterosexual
- Homosexual (e.g. gay or lesbian)
- Bisexual
- Other
- Prefer Not to Say

NOTE: This question is asked only in North America, Australia, New Zealand and Europe (excluding Poland, Turkey, Romania and Russia)

ETHNICITY* What best describes your ethnicity?

Israel

- Arab
- Jewish
- Other
- Prefer not to say

Malaysia

- Chinese
- Indian
- Malay
- Other Bumiputra
- Prefer Not to Say

Singapore

- Chinese
- Indian
- Malay
- Other
- Prefer Not to Say

New Zealand

- New Zealand European
- Chinese
- Indian
- Māori
- Middle Eastern / Latin American / African
- Pacific Islander
- Other Asian
- Other Ethnicity
- Prefer Not to Say

South Africa

- Black African
- Coloured
- Indian or Asian
- White
- Other
- I'd rather not say

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

UK

- Asian / Asian British
- Black / African / Caribbean / Black British
- Mixed / Multiple Ethnic Groups
- White
- Other
- Prefer Not to Say

USA

- Asian / Pacific Islander
- Black / African American
- Hispanic
- Native American
- White / Caucasian non-Hispanic
- Other
- I'd rather not say

NATIONALITY*

What best describes your nationality?

Saudi Arabia and UAE only

- | | |
|---|---|
| <ul style="list-style-type: none"> • Bangladeshi • Egyptian • European / American • Filipino • Indian • Jordanian • Pakistani • Palestinian | <ul style="list-style-type: none"> • Saudi • Sudani • Syrian • UAE Local • Yemani • Other Asian • Other Nationality • Prefer Not to Say |
|---|---|

Attitudes & Lifestyle

Personal / Household Assets

VEHICLE OWNERSHIP* How many cars/vans does your household own? 0 | 1 | 2 | 3+

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

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

NUMBER OF PROPERTIES OWNED Respondents do not answer this question directly; it is auto-generated based on their responses to the Property Ownership question. 0 | 1 | 2 | 3+

PROPERTY BY TYPE OF OWNERSHIP How many houses / properties do you own? 0 | 1 | 2 | 3+

- Outright
- With a Mortgage

PROPERTY RENTAL Do you rent the property / room you live in? Yes | No

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

NOTE: Under 18s are not asked about credit cards or short-term loans.

TYPE OF SAVINGS / INVESTMENTS*

What savings / investments do you have?

- Annuities
- Art / antiques
- Bonds
- Cash / savings / pension
- Cryptocurrency (e.g. Bitcoin)
- Gold
- Mutual / managed investment funds
- 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?

- | | |
|-------------------------|---------------------------|
| • Under \$25,001 | • \$500,001 - \$1 million |
| • \$25,001 - \$50,000 | • \$1 million+ |
| • \$50,001 - \$100,000 | • Don't know |
| • \$100,001 - \$250,000 | • Prefer not to state |
| • \$250,001 - \$500,000 | |

NOTE: Respondents see values in their own currency, which correspond approximately to the US \$ amounts listed above

Lifestyle Indicators

LIFESTYLE SEGMENTATION

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

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

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

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

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

LIFESTYLE INDICATORS

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

- 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

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

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
- Bottled water
- Brandy / cognac
- Cider
- Coffee
- Energy drinks (e.g. Red Bull, Monster)
- Fruit juice
- Gin
- Iced tea
- Liqueurs (e.g. Baileys, Cointreau)
- Non-alcoholic beer
- Rum
- Soft drinks (e.g. Cola, Lemonade etc)
- Sparkling wine (e.g. Champagne)
- Tea
- Tequila
- Vodka
- Wine
- Whiskey

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

Professional Life

EMPLOYMENT STATUS*

What is your current working status?

- Full-time worker
- Part-time worker
- 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
- 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
- Transport, Logistics or Distribution
- Travel, Tourism or Leisure Services
- Other

**WORK
POSITION / ROLE**

What best describes your
current position / role?

Asked to all:

- CEO / President / MD / C-Suite
- Director
- Senior Manager
- Mid-level Manager
- Entry-level Manager
- Non-Managerial
- Consultant
- Volunteer
- Accountant
- Other

Asked to certain sectors:

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

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

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

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

- **Scientist** *Only if Agriculture / Forestry, Mining / Oil / Gas or Research / Science*
- **SEO analyst** *Only if Marketing / PR*
- **Social media analyst** *Only if Marketing / PR*
- **Software Developer** *Only if IT / Telecommunications or Software Development / Computer Engineering*
- **Solicitor** *Only if Legal Services*
- **Store manager** *Only if Retail / Fashion*
- **Stylist** *Only if Retail / Fashion*
- **Surveyor** *Only if Building & Construction or Engineering*
- **Systems Analyst** *Only if IT / Telecommunications or Software Development / Computer Engineering*
- **Teaching assistant** *Only if Education*
- **Tech Support** *Only if IT / Telecommunications or Software Development / Computer Engineering*
- **Technician** *Only if Military / Armed forces or Mining / Oil / Gas*
- **Tour guide / operator** *Only if Travel, Tourism or Leisure Services*
- **Traffic Consultant / Engineer** *Only if Transport / Logistics / Distribution or Engineering*
- **Training & development officer / manager** *Only if Education or HR & Training*
- **Travel agent / rep** *Only if Travel, Tourism or Leisure Services*
- **Underwriter** *Only if Insurance*
- **Veterinarian** *Only if Healthcare / Medical services*
- **Waiting staff** *Only if Hospitality or Travel, Tourism or Leisure Services*
- **Welfare officer / counsellor** *Only if Education*
- **Writer / Journalist** *Only if Media / Journalism*

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

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

WORK AREAS OF RESPONSIBILITY	Do you have responsibility for any of the following?	<ul style="list-style-type: none"> • 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 as follows:	<ul style="list-style-type: none"> • Senior Decision-Makers Responsible for Company strategy or were the Company founder • Decision-Makers Responsible for: managing budgets or company purchases of products / services, for general management, or for direct reports / team management • Purchasers Responsible for: company purchases of products / services • Operations Responsible for: HR / training / office support or recruiting new employees
B2B PURCHASE INFLUENCERS	When purchasing items for your business department, how do you typically find out about new brands, products or services?	<ul style="list-style-type: none"> • 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
VETERAN	Are you a US veteran?	<p>Yes No</p> <p>NOTE: This question is asked in the US only</p>
RESPONSIBILITY FOR FOOD SHOPPING	Are you the main or joint food shopper in your household?	<p>Main Joint Do not do the shopping</p>

Attitudes & Interests

ATTITUDINAL SEGMENTATION

Based on their responses to the attitudinal questions, respondents are classified into the following segments:

- Altruists
- Aspirational
- Cosmopolitan
- Economical
- Image-Conscious
- Informed
- Privacy-Conscious
- Spontaneous
- Status-Seekers
- Technophiles

Altruists	Those who somewhat / strongly agree with all of the following statements: I think it is very important to contribute to the community I live in; I think we should all strive for equality; I would pay more for sustainable / eco-friendly products.
Aspirational	Those who somewhat / strongly agree with the statement that they always strive to achieve more in life, as well as strongly agreeing with at least two of the following statements: I am very career orientated; It is important to me to continue to develop new skills throughout life; I like to challenge and push myself to be the best I can be in life; Money is the best measure of success; You should seize opportunities when they arise.
Cosmopolitan	Those who somewhat / strongly agree with all of the following statements: I am interested in other cultures and countries; I like to be surrounded by different people, cultures, ideas and lifestyles; I like to explore the world around me; I regularly try new foods from other countries; I would like to work and live abroad.
Economical	Those who somewhat / strongly disagree with the statement that they tend to buy the premium version of the product, as well as somewhat/strongly agreeing with at least one of the following statements: When buying a product, the price is more important for me than the brand name; I always try to find the best deals for products that I want to buy.
Image-Conscious	Those who somewhat / strongly disagree with the statement that they are indifferent to what is 'in' right now / what is popular, as well as somewhat / strongly agreeing with at least one of the following statements: I like to keep up with the latest fashions; I like to stand out in the crowd; I look after my appearance / image; It is important for me to feel respected by my peers.
Informed	Those who somewhat / strongly agree with at least two of the following statements: I find that I am easily swayed by other people's opinion; It is important to be well informed about things; It is important to stay in touch with what is going on in the world; When buying products and services, I always like to seek an expert opinion before purchasing. In addition, they also strongly / somewhat disagree with both of the following: I tend to make decisions quickly based on 'gut' feeling; Other people view me as adventurous.
Privacy-Conscious	Those who somewhat / strongly agree with at least two of the following statements: I am concerned about the Internet eroding my personal privacy; I prefer to be anonymous when using the internet; I worry about my how my personal data is being used by companies.

Spontaneous	Those who somewhat/strongly agree with at least two of the following statements: I always like to try new products; I am a risk taker; I like to pursue a life of challenge, novelty and change; I tend to make decisions quickly, based on 'gut feeling'; Other people view me as adventurous. They also strongly / somewhat disagree with both of the following: It is important to be well informed about things; When buying products and services, I always like to seek an expert opinion before purchasing.
Status-Seekers	Those who somewhat/strongly agree with at least four of the following statements: I always strive to achieve more in life; I tend to buy the premium version of the product; I would consider myself to be much more affluent than the average; I am a brand conscious person; It is important for me to feel respected by my peers.
Technophiles	those who somewhat/strongly agree with at least two of the following statements: Having the latest technological products is very important to me; I am constantly connected online; It's critical for me to be contactable at all times in terms of my private life; The internet makes me feel closer to people. They also somewhat/strongly disagree with both of the following statements: I just don't understand computers and new technology; Technology makes life more complicated.

ATTITUDES: SELF-PERCEPTIONS

To what extent do you agree/disagree with the statements below on your perception of yourself?

- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- Family is the most important thing in my life
 - I always like to try new products
 - I always strive to achieve more in life
 - I always try to find the best deals for products that I want to buy
 - I am a brand conscious person
 - I am a risk taker
 - I am comfortable borrowing money
 - I am indifferent to what is 'in' right now/what is popular
 - I am proactive about investing money
 - I am very career orientated
 - I find that I am easily swayed by other people's opinion
 - I like to challenge and push myself to be the best I can be in life
 - I like to keep up with the latest fashions
 - I like to pursue a life of challenge, novelty and change
 - I like to stand out in a crowd
 - I look after my appearance/image
 - I regularly inform friends and family on new products/services
 - I tend to buy brands I see advertised
 - I tend to buy the premium version of a product
 - I tend to make decisions quickly, based on 'gut feeling'
 - I tend to opt in for personalized loyalty rewards from brands
 - I think we should all strive for equality
 - I try to buy natural / organic products
 - I try to fit as much into my day as possible
 - I would buy a product/service simply for the experience of being part of the community built around it
 - I would consider myself to be a creative person
 - I would consider myself to be much more affluent than the average
 - I would pay more for sustainable/eco-friendly products
 - I would rather spend money on a unique experience than a status brand
 - I'd rather sign up for a membership to a product/service than pay extra to own it
 - It is important for me to feel respected by my peers
 - It is important to be well informed about things
 - It is important to me to continue to develop new skills throughout life
 - Money is the best measure of success
 - Once I find a brand I like I tend to stick to it
 - Other people view me as adventurous
 - When buying a product, the price is more important for me than the brand name
 - When buying products and services, I always like to seek an expert opinion before purchasing
 - You should seize opportunities when they arise

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

ATTITUDES: TECHNOLOGY & THE WEB To what extent do you agree / disagree with the statements below on your outlook on technology and the web?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

- Having the latest technological products is very important to me
- I am concerned about the internet eroding my personal privacy
- I am constantly connected online
- I feel more insecure without my mobile phone than my wallet
- I just don't understand computers and new technology
- I prefer to be anonymous when using the internet
- I worry about how my personal data is being used by companies
- It's critical for me to be able to be contactable at all times in terms of my private life
- Technology makes life more complicated
- The internet makes me feel closer to people
- There is too much choice online
- When I need information, the first place I look is the internet

ATTITUDES: WORLD OUTLOOK To what extent do you agree / disagree with the statements below?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

- I am interested in international events
- I am interested in other cultures and countries
- I feel positive about the future of the environment
- I feel positive about the global economy
- I like to be surrounded by different people, cultures, ideas and lifestyles
- I like to explore the world around me
- I regularly try new foods from other countries
- I think it is very important to contribute to the community I live in
- I would like to work and live abroad
- It is important to stay in touch with what is going on in the world

PERCEPTIONS / VALUES*

MOBILE
RESPONDENTS
ONLY

Which of the following words describe you?

- Adventurous
- Affluent
- Brand-conscious
- Career-oriented
- Constantly connected online
- Creative
- Fashion-Conscious
- Money-Driven
- Price-Conscious
- Risk-taker
- Social / Outgoing
- Technology-lover

Which of the following things are important to you?

- Being respected by others
- Gaining new skills
- Seizing opportunities
- My family
- Helping the environment
- Standing out in the crowd
- Challenging myself
- Exploring the world
- Equality
- Finding the best deals
- Contributing to my community
- Having the latest products

Please select all the things that you would say you do

- Make decisions quickly
- Tell friends / family about new products
- Stick to my favorite brands
- Strive to achieve more
- Look after your appearance
- Try to buy natural / organic products
- Buy premium versions of a product
- Have an interest in other cultures / countries
- Seek expert opinions before I buy
- Prefer being anonymous online
- Worry about my personal data online
- Feel positive about the economy

NOTE: These questions are asked in the Mobile version of the study only, and are designed to proxy as many of the attitudes asked in the full version as possible.

PERSONAL INTERESTS*

Which of these things are you interested in?

- Adventure / extreme sports
- Beauty / cosmetics
- Books / literature
- 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
- 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
- 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*

This question is auto-generated based on responses to the Interests question.

Arts & Culture Enthusiasts

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

- Books / literature
- Dance (*ballet, street dance, salsa etc*)
- Fine art
- History
- Live events (*e.g. music festivals*)
- Museums / galleries
- Theater
- Urban / modern art

Current Affairs & Causes Enthusiasts

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

- Business
- Charities / volunteering
- Economy / finance
- Entrepreneurship
- Environmental issues
- Local issues
- News / current affairs
- Politics / social issues

Health, Fitness & Beauty Enthusiasts Those who say they are strongly interested in at least three of the following:

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

Home & Lifestyle Enthusiasts Those who say they are strongly interested in at least three of the following:

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

Popular Culture & Leisure Enthusiasts Those who say they are strongly interested in at least three of the following:

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

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

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

REASONS FOR USING INTERNET

Which of these things are important reasons for you using the internet?

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

Travel

ALL TRAVEL BEHAVIORS

How often do you typically do the following?

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

Accommodation & Travel

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

Business Trips

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

Vacations

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

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

TRAVEL BEHAVIOR SEGMENTATION

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

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

Definitions

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

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
- Diabetes
- High blood pressure
- High cholesterol
- Mental health conditions
- Hay fever or other allergies
- Migraines
- Physical disability
- Skin-related conditions
- Sleep-related conditions

Sport and Exercise

GYM, RUNNING & OTHER EXERCISE FREQUENCY

How often do you typically do the following?

- Most days
 - 2 - 3 times a week
 - Once a week
 - Once every two weeks
 - Once a month
 - Less often
 - Never
- Go to a gym
 - Go running
 - Do other forms of exercise
 - NET: Any form of exercise

SPORTS & SPORTING ACTIVITIES

Which of these sports / sporting activities do you regularly play or take part in?

Which of them do you regularly follow, watch or have any interest in?

- Play / Take Part In
 - Follow / Interested In
 - Watch on TV
 - Watch online
 - Watch / attend in person
- American football
 - Athletics
 - Badminton
 - Baseball
 - Basketball
 - Boxing
 - Cricket
 - Cycling
 - Exercise classes (e.g. yoga, Zumba, spinning)
 - Field hockey
 - Football / soccer
 - Golf
 - Gymnastics
 - Handball *Select Markets Only*
 - Horse-riding / equestrian
 - Ice hockey
- Long-distance running (e.g. marathons)
 - Martial arts
 - Motor sports
 - Netball
 - Rowing
 - Rugby
 - Sailing
 - Squash
 - Surfing
 - Swimming
 - Table tennis
 - Tennis
 - Triathlon
 - Volleyball
 - Winter sports (e.g. skiing)
 - None of these

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

SPORTING EVENTS & LEAGUES

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

Which of them do you watch regularly on broadcast TV?

Which of them do you watch regularly online?

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

Watch on a TV explained as

“This could include live coverage, highlights packages or any other content you watch on a broadcast TV channel”.

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

General

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

Basketball

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

Cricket *Australia, Egypt, India, New Zealand, Saudi Arabia, South Africa, UK, UAE only*

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

Cycling

- Giro d'Italia
- Tour de France
- Vuelta a Espana

Football / Soccer

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

- Superliga *Argentina only*
- Swiss Super League *Switzerland only*
- Taiwan Football Premier League *Taiwan only*
- Thai League 1 *Thailand only*
- UEFA Champions League
- UEFA Europa League
- UEFA Euros / European Championship
- UEFA Women's Champions League
- V. League 1 *Vietnam only*

Golf

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

Motor Sports

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

Rugby

- 6 Nations *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- European Rugby Champions Cup *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Four Nations (Southern Hemisphere National Competition) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- NRL (National Rugby League) *Australia and New Zealand only*
- Premiership Rugby (English Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Guinness Pro 14 (Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Super League *UK and France only*
- Super Rugby (Southern Hemisphere Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*

- Top 14 (French Club League) *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*
- Rugby World Cup
- World Rugby Sevens
- Women's Rugby World Cup *Argentina, Australia, New Zealand, South Africa, Japan, USA + Europe*

Tennis

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

NUMBER OF SPORTS PLAYED / PARTICIPATED IN	Based on their responses to the Sports & Sporting Activities question, respondents are automatically assigned to one of these groups	• 0	• 4
		• 1	• 5
		• 2	• 6+
		• 3	

NUMBER OF SPORTS EVENTS / LEAGUES FOLLOWED	Based on their responses to the Sporting Events & Leagues question, respondents are automatically assigned to one of these groups	• 0	• 7-8
		• 1-2	• 9-10
		• 3-4	• 11+
		• 5-6	

Voting Intention

UK VOTING INTENTION	If there were a General Election tomorrow, which party would you vote for?	• Brexit Party	• Another party
		• Conservative	• Undecided / unsure
		• Green Party	• I would not vote
		• Labour	• Prefer not to say
		• Liberal Democrats	
		• Plaid Cymru	
		• SNP (Scottish National Party)	

USA VOTING INTENTION	If there were an election tomorrow, which type of political candidate would you support?	• Republican	• Undecided / unsure
		• Democrat	• I would not vote
		• Independent	• Prefer not to say
		• None of the above	

Social Grading Segmentation

SOCIAL GRADING SEGMENTATION

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

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

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

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

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

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

There are a total of 180 points available for each respondent, and they were allocated as follows:

Income <i>(one score per respondent; max 20 points)</i>	Top 25%	20	Car Ownership <i>(one score per respondent; max 15 points)</i>	0 cars in household	1
	Mid 50%	8		1 car in household	5
	Bottom 25%	1		2 cars in household	10
	Prefer not to say	5		3+ cars in household	15
Educational Achievement <i>(one score per respondent; max 15 points)</i>	Schooling until 16	1	Device Ownership <i>(one score per respondent; max score 10 points)</i>	0 Devices owned	0
	Schooling until 18	2		1-2 Devices owned	1
	Trade / Technical School	5		3-4 Devices owned	3
	University	10		5-6 Devices owned	8
	Post-graduate	15		7+ Devices owned	10

Number of devices owned from a list of: smartphone, PC / laptop, tablet, smart TV, games console, smart wristband, smartwatch, TV streaming stick, VR device, e-reader

Vacations <i>(one score per respondent for foreign vacations, one for domestic; max score 30 points)</i>	Take Foreign Vacations		Savings and Investments <i>(cumulative score based on responses selected; max score 75 points)</i>	Real estate / property	15
	At least once a month	15		Stocks / shares	10
	Once every 2 or 3 months	12		Bonds	10
	Once every 6 months	8		Annuities	10
	Once a year	6		Mutual / managed investment funds	10
	Less often	4		Art/antiques	5
	I don't do this	1		Cryptocurrency	5
	Take Domestic Vacations			Gold	5
	At least once a month	15		Cash / savings / pension	3
	Once every 2 or 3 months	12		Other	2
	Once every 6 months	8		Prefer not to say	3
	Once a year	6		None	0
	Less often	4			
	I don't do this	1			
Working Status <i>(one score per respondent; max 15 points)</i>	In employment		Cabin crew/pilot/airline worker	5	
	CEO / President / MD / C-Suite	15	Non-Managerial / Other	4	
	Director	12	Bartender	4	
	Lawyer / Judge	10	Beauty Therapist	4	
	Architect	10	Lecturer / Teacher	4	
	Doctor/Dentist	10	Nurse / Healthcare worker	4	
	Financial Advisor / CFP	10	Fashion Designer / Merchandiser	4	
	Broker / Trader / Dealer	10	Artist / Actor / Musician	4	
	Investment Banker	10	Fitness Trainer	4	
	Accountant	10	Hairdresser	4	
	Senior Manager	8	Make-up artist	4	
	Solicitor	8	Masseur	4	
	Financial / Securities Analyst	8	Electrician / Tradesman	4	
	Scientist	8	Farmer	4	
Registered Investment Advisor	8	Volunteer	4		
Pharmacist	8				
Mid-level Manager	6	Not in employment			
Writer / Journalist	6	Full-time Parent	4		
Paralegal, Arbitrator etc	6	Student	2		
Psychologist / Counselor	6	Unemployed	2		
Engineer	6	Retired	2		
Entry-level Manager	5	Other	2		
Consultant	5				

Once these points have been allocated, all respondents will have a score ranging from 0-180. These scores are then divided into five groups, and become the five social grade quintiles.

Device Ownership & Access

Device Ownership & Usage

DEVICE OWNERSHIP*

Which of the following devices do you personally own?

- e-Reader (a digital reading device, e.g. Amazon Kindle, Kobo, Nook etc)
- Feature phone
- Games console
- PC / Laptop
- Smart home product (e.g. voice-controlled speaker, remotely-controlled lightbulb, plug, doorbell etc)
- Smart TV (by which we mean a television that can connect to the internet)
- Smart wristband (a digital wristband which typically tracks your health and fitness levels. Popular examples include Nike Fuelband, Jawbone Up and Fitbit)
- Smartphone (an internet and app-enabled phone such as the iPhone, a BlackBerry or Android phones like the Galaxy S series)
- Smartwatch (a watch which allows you to connect to the internet and use apps. Popular smartwatches include, Sony Smartwatch, Samsung Galaxy Gear and the Apple Watch)
- Tablet device (e.g. an Apple iPad, Samsung Galaxy Tab, Microsoft Surface, Google Nexus tablet)
- TV streaming stick / device (a digital media device which streams web content to your TV set, e.g. Apple TV, Amazon Fire TV Stick, Google Chromecast, Roku Streaming Player)
- Virtual reality headset / device (a device that immerses users into simulated environments. Popular examples include PlayStation VR, Samsung Gear VR, Google Cardboard and Deepoon VR)
- None of the above

DEVICES USED TO ACCESS WEB*

Which of these do you use to access the internet?

- Feature phone
- Games console
- Personal PC / Laptop
- Smartphone
- Tablet device
- Television
- Work PC / Laptop

DEVICE SATISFACTION

How satisfied are you with your device?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Your PC / laptop
- Your Smartphone
- Your Smartwatch *UK and US only*
- Your Tablet

DEVICE IMPORTANCE*	Which of these would you say is the most important device you use to access the internet, whether at home or elsewhere?	<ul style="list-style-type: none"> • Mobile • PC / Laptop • Tablet 	
NUMBER OF DEVICES OWNED*	Based on their responses to the Device Ownership question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 0 • 1 • 2 • 3 	<ul style="list-style-type: none"> • 4 • 5 • 6+
NUMBER OF DEVICES USED TO GET ONLINE*	Based on their responses to the Devices Used to Access Web question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5+ 	
MOST UTILIZED DEVICES	This question is auto-generated based on responses to the Time Spent question.	<ul style="list-style-type: none"> • Games console • Mobile • PC/Laptop/Tablet • Television 	
SMART HOME PRODUCTS	Which of these smart home devices do you own?	<ul style="list-style-type: none"> • Smart security product (e.g. remotely controlled doorbell or security camera) • Smart speaker (e.g. Apple HomePod, Amazon Echo, Google Home) • Smart utility product (e.g. remotely controlled thermostat, light, plug or sensor) • Other 	

Gaming Devices and Activities

DEVICES USED FOR GAMING**	Which of these devices do you use to play games?	<ul style="list-style-type: none"> • Feature Phone • Games console • Handheld gaming device • Media streaming device 	<ul style="list-style-type: none"> • Personal PC / Laptop • Smartphone • Tablet device • NET: Any Device
NUMBER OF GAMING DEVICES USED**	Based on their responses to the Devices Used for Gaming question, respondents are automatically assigned to one of these groups	<ul style="list-style-type: none"> • 0 • 1 • 2 • 3 • 4+ 	

CONSOLE BRANDS**

Thinking about these gaming devices, can you tell us which of them you currently use, are interested in purchasing, and would recommend to others?

- Use now
- Interested in Purchasing
- Would Recommend

- Nintendo Wii
- Nintendo Wii U
- Nintendo Switch
- PlayStation 3
- PlayStation 4
- Xbox 360
- Xbox One
- None of the Above

NOTE: If respondents have indicated that they use a games console in the previous question, they are asked about usage, purchase consideration and recommendation. If respondents indicated that they do not use a games console, they are asked only about their interest in purchasing.

GAMING ACTIVITIES**

Thinking about gaming, which of these things have you done?

- In the last year?
- In the last month?

- 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 a game add-on or DLC
- Purchased a physical video game
- Purchased a video game from an online store/digital platform (*i.e. Steam/Origin/Epic*)
- Shared an image/video of your gameplay online
- Used a subscription service such as XBOX LIVE, PlayStation Plus or Steam
- Watched a live gaming stream (*e.g. on Twitch, YouTube Gaming, PandaTV etc*)
- Watched an esports tournament (*Organized multiplayer video game competitions*)
- None of the above

GAMING FRANCHISES**

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

- Apex Legends
- Assassin's Creed
- Batman
- Battlefield
- Bubble Witch
- Call of Duty
- Clash of Clans
- Company of Heroes
- Counter Strike
- Defense of the Ancients (DotA)
- Destiny
- Diablo
- Dragonball Z
- Endless (Space/Legend)
- F1
- Fallout
- Far Cry
- Farm Heroes
- FIFA
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Gears of War
- Ghost Recon
- Gran Turismo
- Grand Theft Auto
- Halo
- Hearthstone
- Heroes of the Storm
- League of Legends
- Lego
- Madden Mario
- Mass Effect
- Metal Gear Solid
- Minecraft
- NBA 2K
- Need for Speed

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- Overwatch
- Plants vs. Zombies
- PlayerUnknown Battlegrounds
- Pro Evolution Soccer
- Project Cars
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Rocket League
- SimCity
- Splatoon
- Star Wars
- Starcraft
- Street Fighter
- Super Smash Bros
- Tekken
- The Division
- The Sims
- Total War
- Two Point (Hospital)
- Uncharted
- World of Tanks
- World of Warcraft
- Zelda

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

- Action Adventure (e.g. *Assassin 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, Pro Evolution Soccer*)
- Shooter (e.g. *Halo, Call of Duty, Gears of War*)
- Strategy/Real Time Strategy (e.g. *Warcraft, Civilization, Command & Conquer*)
- None of these

Operating Systems & Web Browsers

PC / LAPTOP OPERATING SYSTEMS

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

- Chrome OS
- Linux
- OS X (for Macs)
- Windows XP
- Windows Vista
- Windows 7
- Windows 8
- Windows 10
- Other / Don't Know

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

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**TABLET
OPERATING
SYSTEMS**

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

- Android
- BlackBerry Tablet OS (QNX)
- Chrome OS
- Firefox OS
- iOS (*for iPad*)
- Linux
- Windows XP
- Windows 7
- Windows (RT) 8
- Windows 10
- Tizen
- Other / Don't know

Mobile Carriers

MOBILE CARRIERS / Which mobile network do you use

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

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- 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*
- Rami Levy *Israel only*
- Republika ng TM *Philippines only*
- Ringo Mobile *Italy only*
- Rogers *Canada only*
- Salt *Switzerland only*
- SaskTel *Canada only*
- Scarlet *Belgium only*
- SFFR *France only*
- Sim Sim *Russia only*
- Simpel *Netherlands only*
- Simyo *Netherlands only*
- Singtel *Singapore only*
- SK Telecom *South Korea only*
- Sky Mobile *UK only*
- Smart *Philippines only*
- Smartfren *Indonesia only*
- SmartMobile *South Africa only*
- SmarTone *Hong Kong only*
- SoftBank Mobile *Japan only*
- Sprint *USA only*
- Starhub *Singapore only*
- Starhub *Saudi Arabia only*
- Straight Talk *USA only*
- Sun Cellular *Philippines only*
- Sunrise *Switzerland only*
- T Star *Taiwan only*
- Taiwan Mobile *Taiwan only*
- Talk N Text *Philippines only*
- TDC *Denmark only*
- Telcel *Mexico only*
- Tele2 *Netherlands, Russia, Sweden only*
- Telecom Egypt *Egypt only*
- Telefonica *Germany only*
- Telekom *Germany, Romania only*
- Telenet *Belgium only*
- Telenor *Denmark, Sweden only*
- Telesur *Netherlands only*
- Telfort *Netherlands only*
- Telia *Denmark, Sweden only*
- Telkom *Indonesia only*
- Telkom *South Africa only*
- Telkomsel *Indonesia only*
- Teltmore *Denmark only*
- Telstra *Australia only*
- Telus *Canada only*
- Tesco Mobile *Ireland, UK only*
- Tigo *Colombia only*
- TIM *Brazil, Italy only*
- Ting *USA only*
- Tiscall *Italy only*
- T-Mobile *Select Markets*
- TOT *Thailand only*
- TPG Telecom *Singapore only*
- TracFone *USA only*
- TrueMove H *Thailand only*
- Tuenti *Argentina only*
- Turk Telecom *Turkey only*
- Turkcell *Turkey only*
- U mobile *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*
- Vinaphone *Vietnam only*
- Virgin Mobile *Select Markets*
- Vodacom *South Africa only*
- Vodafone *Select Markets*
- VOImobil *Austria only*
- VTX *Switzerland only*
- Wind Tre *Italy only*
- XL Axiata *Indonesia only*
- XOX *Malaysia only*
- Y!mobile *Japan only*
- YES *Malaysia only*
- Yoigo *Spain only*
- YouPhone *Israel only*
- Zain *Saudi Arabia only*
- Zero Mobile *Singapore only*
- Zero1 *Singapore only*
- Other

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- *Swisscom Switzerland only*

Mobile Brands

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

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

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

- Advan *Indonesia Only*
- Alcatel
- Allview *Romania Only*
- ASUS
- BHG *Argentina Only*
- BlackBerry
- Blackview *Egypt Only*
- Blu *Select Markets Only*
- BQ *Portugal, Russia and Spain Only**
- Cherry Mobile *Philippines Only*
- Cloudfone *Philippines Only*
- Coolpad
- Crosscall *France Only*
- Cubot *Kenya Only**
- Doogee *Spain Only*
- Evolio *Romania Only*
- Fero *Ghana Only**
- Fly Mobile *Russia Only*
- Fujitsu *Japan Only*
- GiONEE *Select Markets Only*
- Google Pixel *Select Markets Only*
- HiSense *South Africa Only*
- Hotwave *Ghana and Kenya Only**
- HTC
- Huawei
- iBRIT *Kenya Only**
- IKU *Egypt Only*
- Infinix *Select Markets Only*
- Innjoo *Nigeria Only**
- Intex *India Only*
- iPhone
- iTel *Ghana Morocco and Nigeria Only**
- Karbonn *India Only*
- Kyocera *Japan Only*
- Lanix *Mexico Only*
- Lava *India Only*
- Lenovo
- LG
- Logicom *Morocco Only**
- Micromax
- Microsoft
- Motorola
- Multilaser *Brazil Only*
- Nasco *Ghana Only*
- NEC Casio *Japan Only*
- Nokia
- Nuu Mobile *Morocco Only**
- OneClick *Egypt Only*
- OnePlus
- Oppo
- Owoo *Kenya Only**
- Panasonic *Japan Only*
- Philips *Argentina Only*
- Positivo *Brazil Only*
- Qbex *Brazil Only*
- Samsung
- Sharp *Japan Only*
- Sony
- TCL *Argentina Only*
- Tecno *Select Markets Only*
- TP-Link *Mexico Only*
- UTOK *Romania Only*
- Vi *Brazil Only*
- Vivo *Select Markets Only*
- Vsun *Kenya Only**
- Wiko *Select Markets Only*
- Xiaomi
- X-Tigi *Kenya Only**
- ZTE
- Other / None of the above

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 BRANDS: CONSIDERATION	Which brand(s) would be your top choice when you next upgrade or buy a new mobile phone?	<ul style="list-style-type: none"> • Advan <i>Indonesia only</i> • Alcatel • Allview <i>Romania only</i> • ASUS • BHG <i>Argentina only</i> • BlackBerry • Blackview <i>Egypt only</i> • Blu <i>Argentina, Brazil and Mexico only</i> • BQ <i>Portugal, Russia and Spain only</i> • Cherry Mobile <i>Philippines only</i> • Cloudfone <i>Philippines only</i> • Coolpad • Crosscall <i>France only</i> • Doogee <i>Spain only</i> • Evolio <i>Romania only</i> • Fly Mobile <i>Russia only</i> • Fujitsu <i>Japan only</i> • GiONEE <i>Select Markets only</i> • Google Pixel <i>Select Markets only</i> • HiSense <i>South Africa only</i> • HTC • Huawei • Infinix <i>Select Markets only</i> • IKU <i>Egypt only</i> • Intex <i>India only</i> • iPhone • Karbonn <i>India only</i> • Kyocera <i>Japan only</i> • Lanix <i>Mexico only</i> • Lava <i>India only</i> • Lenovo • LG • Micromax • Microsoft • Motorola • Multilaser <i>Brazil only</i> • NEC Casio <i>Japan only</i> • Nokia • OneClick <i>Egypt only</i> • OnePlus • Oppo • Panasonic <i>Japan only</i> • Philips <i>Argentina only</i> • Positivo <i>Brazil only</i> • Qbex <i>Brazil only</i> • Samsung • Sharp <i>Japan only</i> • Sony • TCL <i>Argentina only</i> • Techno <i>Select Markets only</i> • TP-Link <i>Mexico only</i> • UTOK <i>Romania only</i> • Vi <i>Brazil only</i> • Vivo <i>APAC Markets only</i> • Wiko <i>Select Markets only</i> • Xiaomi • ZTE • Other / None of the above
LENGTH OF MOBILE OWNERSHIP	How long have you had your current mobile phone for? If you have more than one phone, please answer in relation to your main handset	<ul style="list-style-type: none"> • Less than 6 months • 6 months - 1 year • 1 - 2 years • More than 2 years • Don't know / not sure
MOBILE PURCHASE TIMEFRAME*	When do you plan to buy a new mobile phone or upgrade your existing phone?	<ul style="list-style-type: none"> • Within the next 6 months • In 6 to 12 months • In 12 to 18 months • In 18 to 24 months • After 24 months

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

Mobile Handset Models

HTC MODELS

Which HTC handset do you have?

- Butterfly S
- Desire
- Desire 310
- Desire 600
- Desire 816
- Desire HD
- Desire X
- HTC 10
- One M8
- One M9
- One M9s
- One Mini 2
- One S
- One X
- One A9
- U11
- Other

HUAWEI MODELS

Which Huawei handset do you have?

- Ascend G510
- Ascend G525
- Ascend G6
- Ascend G620S
- Ascend G730
- Ascend Mate7
- Ascend P6
- Ascend P7
- Ascend Y530
- Ascend Y550
- Ascend Y625
- Ascend Y635
- G Play mini
- Honor 3C
- Honor 4C
- Honor 4X
- Honor 6
- Honor 6plus
- Honor 7
- Honor 9
- Honor 10
- Mate 8
- Mate 9
- Mate 20
- Mate S
- P8
- P8lite
- P8max
- P9
- P9 Lite
- P9 Plus
- P Smart
- P10
- P10 Plus
- P20
- P20 Pro
- Y7
- Other

IPHONE MODELS*

What iPhone do you have?

- 4 or earlier
- 4S
- 5
- 5C
- 5S
- 6
- 6 Plus
- 6S
- 6S Plus
- SE
- 7
- 7 Plus
- 8
- 8 Plus
- X
- XS
- XS Max
- XR
- 11
- 11 Pro
- 11 Pro Max

LG MODELS

Which LG handset do you have?

- G Flex 2
- G2
- G2 Mini
- G2 S
- G3
- G3 S
- G4
- G5
- G6
- G7 ThinQ
- K3
- K4
- K8
- L20
- L30
- L70
- L90
- LG V20
- LG V30
- Nexus 4
- Nexus 5
- Nexus 5X
- Optimus 3D
- Optimus 4X HD
- Optimus Black
- Optimus G
- Optimus G Pro
- Optimus GT540
- Optimus L3
- Optimus L5
- Optimus L7
- Stylus 2
- X Power
- X Screen
- V40 ThinQ
- Other

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

SAMSUNG MODELS

Which Samsung handset do you have?

- Galaxy A3
- Galaxy A5
- Galaxy A6
- Galaxy A8
- Galaxy A7
- Galaxy J3
- Galaxy J5
- Galaxy S
- Galaxy S II
- Galaxy S III
- Galaxy S4
- Galaxy S5
- Galaxy S6
- Galaxy S6 Edge
- Galaxy S6 Edge+
- Galaxy S7
- Galaxy S7 Edge
- Galaxy S8
- Galaxy S8+
- Galaxy S9
- Galaxy S9+
- Galaxy S10
- Galaxy Note II
- Galaxy Note 3
- Galaxy Note 4
- Galaxy Note Edge
- Galaxy Note 7
- Galaxy Note 8
- Galaxy Note 9
- Other

SONY MODELS

Which Sony handset do you have?

- Xperia C series
- Xperia E series
- Xperia L series
- Xperia M series
- Xperia R1 Plus
- Xperia X / X Performance
- Xperia X Compact
- Xperia XA series
- Xperia XA Ultra series
- Xperia XA1 Plus
- Xperia XA2 Plus
- Xperia XZ / XZs / XZ Premium
- Xperia XZ1
- Xperia XZ1 Compact
- Xperia XZ2
- Xperia XZ2 Compact
- Xperia XZ3
- Xperia Z series (Compact)
- Xperia Z series (non-Compact)
- Other

MOBILE ACTIONS IN LAST MONTH*

Which of these have you done on your mobile in the last month?

- Made a video call or used FaceTime
- Tracked your screen time or set limits for certain apps
- Tracked your spending
- Transferred money to family / friends
- Used / scanned a QR code
- Used a mobile payment service such as Apple Pay or Samsung Pay
- Used an image search tool
- Used your phone as a ticket or boarding pass
- Watched content on a TV by mirroring / casting it via your phone
- None of the above

SMARTWATCH BRANDS

Which brand is your smartwatch?

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

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

Online Activities/Behaviors

Online Activities in Last Month

ONLINE ACTIVITIES IN LAST MONTH Which of the following things have you done in the last month?

- Any Device
- PC / Laptop
- Mobile
- Tablet

- Checked the weather online
- Listened to an online radio station / service
- Listened to or watched a Podcast
- Posted a comment in a forum
- Posted a review of a product, company or service
- Purchased a product online
- Searched for a product or service you want to buy
- Sold a product online
- Uploaded / shared a photo
- Uploaded / shared a Video

ONLINE ACTIVITIES IN LAST MONTH SEGMENTATION Which of the following things have you done in the last month?

- PC / Laptop only
- Mobile only
- Tablet only
- Multi Device

- Used a chat or instant messaging service / app
- Used a map or directions service / app
- Used a music-streaming service
- Used a price comparison service
- Used a Virtual Private Network (VPN) or Proxy Server
- Used a VOIP or other service to make phone calls over the internet
- Used a webmail service to access, read or send emails
- Used an app / website to order take-away food for delivery
- Used an internet banking service
- Used an online dating service / app (*Hidden from Egypt, Morocco, Saudi and UAE*)
- Used an online encyclopedia such as Wikipedia
- Used voice search or voice command tools (*e.g. Siri, Cortana*)
- Visited / used a social network
- Visited a business news website
- Visited a group-buying / deal site such as Groupon
- Visited a job / recruitment site
- Visited a news website / app / service
- Visited a travel / vacation website
- Visited an online auction site
- Visited an online casino, gambling, betting or lottery service (*Hidden from Egypt, Morocco, Saudi and UAE*)
- Visited an online retail site or store such as Amazon / Taobao
- Visited/used a blogging service
- Visited/used a search engine
- Watched a video clip or visited a video-sharing site
- Watched a vlog (*a video of a blogger*)
- Watched sports coverage or highlights online

Note: Respondents do not answer this question directly; their answers to the "Online Activities in Last Month" are used to attribute them to segments. Whereas "Online Activities in Last Month" is multi-coded, respondents are attributed to a single code in this segmentation.

Privacy, Ad-Blocking and VPNs

ONLINE PRIVACY & BROWSING BEHAVIORS

Which of the following have you done in the last month?

- Used a private browsing window (e.g. Chrome Incognito, Microsoft InPrivate window)
- Deleted cookies from your internet browser
- Used an ad-blocker to stop ads being displayed
- Used a Virtual Private Network (VPN) or Proxy Server

MOTIVATIONS FOR AD-BLOCKING

Why do you block ads when using the internet?

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

AD-BLOCKING SEGMENTATION

Based on their ad-blocking behaviors and motivations, respondents are classified as:

- Frustrated Ad-Blockers
- Privacy Ad-Blockers
- Practical Ad-Blockers
- Selective Ad-Blockers
- Single-Device Ad-Blockers
- Multi-Device Ad-Blockers

Frustrated Ad-Blockers

Those who block ads for at least two of the following reasons:
 Ads are too intrusive
 Ads take up too much screen space
 There are too many ads on the internet
 Too many ads are annoying or irrelevant

Privacy Ad-Blockers

Those who block ads for at least two of the following reasons:
 To stop ads being personalized based on my browsing history
 Ads might compromise my online privacy
 Ads are too intrusive
 Ads sometimes contain viruses or bugs

Practical Ad-Blockers

Those who block ads for at least two of the following reasons:
 To avoid having to see video ads before watching clips / shows
 To stop my data allowance from being used up
 To stop my device's battery life being drained
 To speed up page loading times

Selective Ad-Blockers

Those who have blocked ads in the past month but who say they discover brands/products through ads seen online, through ads seen before online videos/TV shows start to play, or who say they have clicked on an online ad in the past month

Single-Device Ad-Blockers Those who have blocked ads in the last month on one device only

Multi -Device Ad-Blockers Those who have blocked ads in the last month on two or more devices

Web Brands Visited in Last Month

WEB BRANDS VISITED IN LAST MONTH

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

- Any Device
- PC / Laptop
- Mobile
- Tablet

All Markets	<ul style="list-style-type: none"> • Airbnb • Alibaba • Aliexpress.com • Amazon • AOL • Ask.com • Badoo • Baidu • BBC.com / BBC.co.uk • Bing 	<ul style="list-style-type: none"> • Booking.com • Comedy Central • Dailymotion • Deutsche Welle • Disney Channel • E! Online • eBay • Engadget • Expedia • Flickr • Google 	<ul style="list-style-type: none"> • Hotels.com • IMDb • MSN • MTV • Nickelodeon • OLX • Outlook.com • Quora • Skyscanner • Taobao • TechCrunch 	<ul style="list-style-type: none"> • TripAdvisor • Viadeo • Wikipedia • Yahoo • Yahoo! Mail
Argentina	<ul style="list-style-type: none"> • Clarin.com • Infobae.com 	<ul style="list-style-type: none"> • Heute.at • lanacion.com 	<ul style="list-style-type: none"> • MercadoLibre • Ole.com.ar 	
Australia	<ul style="list-style-type: none"> • Abc.net • Agoda • CricInfo • Daily Mail Australia 	<ul style="list-style-type: none"> • Gumtree • LADBible • news.com.au • ninemsn 	<ul style="list-style-type: none"> • Rakuten • Sydney Morning Herald • The Age <i>(theage.com.au)</i> 	<ul style="list-style-type: none"> • The Australian • The Herald Sun • Yahoo!7
Austria	<ul style="list-style-type: none"> • chip.de • DerStandard • Geizhals 	<ul style="list-style-type: none"> • GMX • Heute.at • Kayak 	<ul style="list-style-type: none"> • Krone.at • Kurier.at • oe24.at 	<ul style="list-style-type: none"> • ORF • Willhaben • Zalando
Belgium	<ul style="list-style-type: none"> • 2ememain / 2dehands • Hln.be • Immoweb • Kayak 	<ul style="list-style-type: none"> • Nieuwsblad.be • Pages d'Or / • Gouden Gids • Rtbf.be • Skynet 	<ul style="list-style-type: none"> • Standaard.be 	
Brazil	<ul style="list-style-type: none"> • Abril.com.br • Globo.com 	<ul style="list-style-type: none"> • lg.com.br • Mercadolivre 	<ul style="list-style-type: none"> • R7 • Terra 	<ul style="list-style-type: none"> • UOL • Walmart.com

Canada	<ul style="list-style-type: none"> • Canada.com • Canoe 	<ul style="list-style-type: none"> • Cbc.ca • Craigslist 	<ul style="list-style-type: none"> • CTV • Kijiji.ca 	<ul style="list-style-type: none"> • Sympatico • Travelocity
China	<ul style="list-style-type: none"> • 2345.com • Agoda • Alipay.com • Baidu Tieba • CCTV • Douyu 	<ul style="list-style-type: none"> • Douban.com • Etao.com • Kuaishou • Huya • Ifeng.com • JD.com 	<ul style="list-style-type: none"> • LeEco • Meipai • Meitu • NetEase 163.com • Rakuten • Sina 	<ul style="list-style-type: none"> • Sogou.com • Sohu • Soku.com • Tencent (QQ) • Tmall • Yizhibo
Colombia	<ul style="list-style-type: none"> • El Tiempo • Caracol TV 	<ul style="list-style-type: none"> • El Espectador • Semana 	<ul style="list-style-type: none"> • Minuto30 • CanalRCN 	<ul style="list-style-type: none"> • Las2Orillas
Denmark	<ul style="list-style-type: none"> • Ekstra Bladet • Dr.dk • Elgiganten 	<ul style="list-style-type: none"> • GulogGratis • Jyllands-Posten • Kayak 	<ul style="list-style-type: none"> • Krak.dk • Politiken • TV2.dk 	
Egypt	<ul style="list-style-type: none"> • CricInfo 			
France	<ul style="list-style-type: none"> • AlloCine • Aufeminin.com • Cdiscount.com • Kayak 	<ul style="list-style-type: none"> • L'Express • Le Point • Les EchosLe Monde • Leboncoin.fr 	<ul style="list-style-type: none"> • Lefigaro.fr • Lequipe.fr • Programme-tv.net • TF1 . fr 	<ul style="list-style-type: none"> • WeTransfer
Germany	<ul style="list-style-type: none"> • Bild.de • Focus.de • Gmx.net 	<ul style="list-style-type: none"> • Mobile.de • ProSieben.de • Spiegel.de 	<ul style="list-style-type: none"> • t-online.de • web.de • WeTransfer 	
Hong Kong	<ul style="list-style-type: none"> • Agoda • Discuss.com.hk • Kayak 	<ul style="list-style-type: none"> • Nextmedia.com • On.cc • Rakuten 	<ul style="list-style-type: none"> • Scmp.com • Tmall • Tvb.com 	
India	<ul style="list-style-type: none"> • Agoda • CricInfo • Flipkart • In.com • India Today 	<ul style="list-style-type: none"> • Indiatimes • Jabong • Justdial.com • Moneycontrol • Myntra.com 	<ul style="list-style-type: none"> • Ndtv.com • Quikr • PayTM • Rakuten • Rediff 	<ul style="list-style-type: none"> • Sify • Snapdeal • Zovi.com
Indonesia	<ul style="list-style-type: none"> • Agoda • BliBli • Bukalapak.com • Detik.com • Dinomarket 	<ul style="list-style-type: none"> • Elevenia • JD.id • Kaskus.co.id • Kompas.com • Kompasiana.com 	<ul style="list-style-type: none"> • Lazada • Merdeka.com • Rakuten • Shopee • Tokopedia.com 	<ul style="list-style-type: none"> • Traveloka • Tribunnews.com • Viva.co.id
Ireland	<ul style="list-style-type: none"> • Adverts.ie • Donedeal.ie 	<ul style="list-style-type: none"> • Irishtimes.com • Kayak 	<ul style="list-style-type: none"> • Rte.ie 	
Israel	<ul style="list-style-type: none"> • Haaretz • Israel Info • Maariv 	<ul style="list-style-type: none"> • mako • MIGnews • Panet 	<ul style="list-style-type: none"> • Walla! • Yad2 • Ynetnews 	<ul style="list-style-type: none"> • Zap

Italy	<ul style="list-style-type: none"> • Ansa.it • corriere.it • Gazzetta.it 	<ul style="list-style-type: none"> • Kayak • libero.it • Mediaset.it 	<ul style="list-style-type: none"> • Repubblica • Subito.it • virgilio.it 	<ul style="list-style-type: none"> • WeTransfer
Japan	<ul style="list-style-type: none"> • Asahi Shimbun • Agoda • 2ch.net • Biglobe • fc2.com 	<ul style="list-style-type: none"> • Goo • Hatena • Infoseek-Rakuten • Kakaku • livedoor.com 	<ul style="list-style-type: none"> • Naver.jp • Nicovideo.jp • Nifty • Nikkei.com • Pixiv 	<ul style="list-style-type: none"> • Rakuten
Malaysia	<ul style="list-style-type: none"> • Agoda • Cari.com.my • ETtoday • Hmetro.com.my • Lazada 	<ul style="list-style-type: none"> • Lelong.com.my • Lowyat.net • Malaysia Kini • Mudah.my • Nuffnang Blog network 	<ul style="list-style-type: none"> • Rakuten • Sinarharian.com.my • Sinchew.com.my • Thestar.com.my • Traveloka 	<ul style="list-style-type: none"> • Utusan.com.my
Mexico	<ul style="list-style-type: none"> • CNN Expansion • El Universal • Esmas.com 	<ul style="list-style-type: none"> • Linio • Medio Tiempo • MercadoLibre 	<ul style="list-style-type: none"> • Reforma • Segundamano.mx • Terra 	
Netherlands	<ul style="list-style-type: none"> • Bol.com • Dumpert • Kayak 	<ul style="list-style-type: none"> • Marktplaats • Nos.nl • Npo.nl 	<ul style="list-style-type: none"> • Nu.nl • Telegraaf.nl • Voetbalzone 	<ul style="list-style-type: none"> • WeTransfer
New Zealand	<ul style="list-style-type: none"> • 1-day • Agoda • autotrader • Driven.co.nz 	<ul style="list-style-type: none"> • Eventfinda • GrabOne • Homes.co.nz • mylotto 	<ul style="list-style-type: none"> • Neighbourly • nzherald.co.nz • Seek • Pricespys 	<ul style="list-style-type: none"> • Rakuten • Realestate.co.nz • Stuff.co.nz • Trade Me
Philippines	<ul style="list-style-type: none"> • Abs-cbnnews.com • Agoda • BeautyMNL • Deal Grocer • Galleon • Inquirer.net 	<ul style="list-style-type: none"> • InterAksyon.com • Kimstore • Lazada • Metrodeal.com • Pep.ph • Philstar.com 	<ul style="list-style-type: none"> • Rakuten • Rappler.com • Shopee • silit.ph • Sunstar.com.ph • Traveloka 	<ul style="list-style-type: none"> • zalora.com.ph
Poland	<ul style="list-style-type: none"> • Allegro • Cda.pl • Ceneo.pl • Filmweb.pl • Gazeta.pl 	<ul style="list-style-type: none"> • Gumtree • Interia.pl • Kayak • Onet.pl • Pudelek.pl 	<ul style="list-style-type: none"> • Tvn24.pl • Wp.pl • Zalukaj.pl 	
Portugal	<ul style="list-style-type: none"> • Abola.pt • Desporto.sapo.pt • Dinheirovivo.pt • Dn.pt • Economico.pt • Expresso.pt 	<ul style="list-style-type: none"> • iol.pt • ionline.pt • Kayak • Negocios.pt • Observador.pt • Ojogo.pt 	<ul style="list-style-type: none"> • Proteste.pt • Publico.pt • Record.xl.pt • Rtp.pt • Sapo.pt • Sicnoticias.sapo.pt 	<ul style="list-style-type: none"> • Sol.pt • Tvi24.pt • Xl.pt

Romania	<ul style="list-style-type: none"> A1.ro Antena3.ro Bzi.ro 	<ul style="list-style-type: none"> Cancan.ro Digi24.ro Gsp.ro 	<ul style="list-style-type: none"> Kayak Libertatea.ro Stirileprotv.ro
Russia	<ul style="list-style-type: none"> Avito.ru Gazeta.ru Habrahabr Kayak Kinopoisk 	<ul style="list-style-type: none"> Lenta.ru Livejournal.com Mail.ru Ozon.ru rambler.ru 	<ul style="list-style-type: none"> Rbc.ru Ria.ru Ulmart Vesti.ru Yandex
Saudi Arabia	<ul style="list-style-type: none"> Alarabiya.net alriyadh.com CricInfo 	<ul style="list-style-type: none"> Haraj Kooora.com Mbc.net 	<ul style="list-style-type: none"> Sabq.org Souq.com
Singapore	<ul style="list-style-type: none"> Agoda siaone.com Gumtree 	<ul style="list-style-type: none"> Lazada Qoo10 Raktuen 	<ul style="list-style-type: none"> Stomp.com.sg Straitstimes.com Traveloka
South Africa	<ul style="list-style-type: none"> Bidorbuy.co.za CricInfo Gumtree 	<ul style="list-style-type: none"> iol.co.za Junkmail.co.za News24.com 	<ul style="list-style-type: none"> Pricecheck.co.za Takealot.com Timeslive.co.za
South Korea	<ul style="list-style-type: none"> 11St.co.kr Agoda Auction.co.kr Chosun.com 	<ul style="list-style-type: none"> Daum Donga.com Gmarket.co.kr Ilbe.com 	<ul style="list-style-type: none"> Interpark.com Inven.co.kr Nate Naver Rakuten Nexon.com Zum.com
Spain	<ul style="list-style-type: none"> Abc.es Antena 3 As.com El Pais 	<ul style="list-style-type: none"> Elmundo.es Kayak Marca.com Milanuncios.com 	<ul style="list-style-type: none"> Terra Vibbo.com <i>(previously Segundamano.es)</i> WeTransfer
Sweden	<ul style="list-style-type: none"> Aftonbladet.se Blocket.se Dn.se Expressen.se 	<ul style="list-style-type: none"> Flashback.org Kayak Svd.se Svt.se 	<ul style="list-style-type: none"> Tradera.com Tv.nu
Switzerland	<ul style="list-style-type: none"> 20min.ch Anibis.ch Blick.ch Bluewin 	<ul style="list-style-type: none"> Comparis.ch Digitec.ch Kayak Local.ch 	<ul style="list-style-type: none"> Ricardo.ch Sbb.ch Search.ch Tagesanzeiger.ch Zalando
Taiwan	<ul style="list-style-type: none"> Appledaily.com.tw Agoda Bid.yahoo.com.tw Books.com.tw BuzzHand Chinatimes.com 	<ul style="list-style-type: none"> Ck101.com ETtoday Gamer.com.tw Life.com.tw Ltn.com.tw Mall.yahoo.com.tw 	<ul style="list-style-type: none"> Momoshop.com.tw Nownews.com PChome.com/tw Pixnet PTT Rakuten Ruten.com.tw Shopee Teep.com Udn.com Xuite.net

Thailand	<ul style="list-style-type: none"> • Agoda • Bangkokpost.com • BlogGang.com • Dek-D.com • Kaidee.com 	<ul style="list-style-type: none"> • Kapook • Khaosod.co.th • Lazada • Manager.co.th • Mthai.com 	<ul style="list-style-type: none"> • Ohozaa.com • Pantip • Rakuten • Sanook • Thairath.co.th 	<ul style="list-style-type: none"> • Traveloka • tvpoolonline.com • Weloveshopping.com
Turkey	<ul style="list-style-type: none"> • CricInfo • eksisozluk.com • Gameforge.com • Gazetevatan.com • gittigidiyor.com 	<ul style="list-style-type: none"> • Haberturk.com • hepsiburada.com • Hurriyet.com.tr • Kayak • Milliyet.com.tr 	<ul style="list-style-type: none"> • mynet.com • Onedio.com • Sabah.com.tr • sahibinden.com • Sozcu.com.tr 	<ul style="list-style-type: none"> • sporx.com
UAE	<ul style="list-style-type: none"> • Alarabiya.net • CricInfo 	<ul style="list-style-type: none"> • Dubizzle • Gulfnews.com 	<ul style="list-style-type: none"> • Khaleejtimes.com • Manoramaonline.com 	<ul style="list-style-type: none"> • Souq.com
United Kingdom	<ul style="list-style-type: none"> • CricInfo • Channel 4 • Empire Online • Gumtree 	<ul style="list-style-type: none"> • ITV • Kayak • LADBible • Mirror 	<ul style="list-style-type: none"> • Nextdoor • Sky Sports • Telegraph • The Times 	<ul style="list-style-type: none"> • WeTransfer
USA	<ul style="list-style-type: none"> • Craigslist • CBS News • CricInfo 	<ul style="list-style-type: none"> • Hulu • LADBible • Nextdoor 	<ul style="list-style-type: none"> • Travelocity • Walmart.com • WeTransfer 	
Vietnam	<ul style="list-style-type: none"> • 24h.com.vn • Agoda • Chotot.vn • Coccoc.com • Dan Tri • Foody.vn 	<ul style="list-style-type: none"> • Kenh14.vn • Lazada • Ngoisao.net • Rakuten • Ringring.vn • Somo.vn 	<ul style="list-style-type: none"> • Tiki.vn • Traveloka • Vatgia.com • Vietnamnet.vn • Vn Express • Webtretho.com 	<ul style="list-style-type: none"> • Yan.vn • Zing

Digital Behaviors Segmentation

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

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

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

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

Followers	Follow brands they like on social media, or follow brands they are thinking of buying something from on social media, or have liked/followed a brand on a social network in the last month, or have visited a brand's social network page in the last month.
Listeners	Have listened to an online radio station / service, or have listened to or watched a podcast, or have used a music-streaming service in the last month.
Reviewers	Have left feedback or a review on a brand's website in the last month, or have posted a review of a product, company or service online in the last month.
Sharers	Say that sharing content is a very important reason for using the internet (to Q2 2018) or that sharing photos/videos is a main reason for using social media (from Q3 2018); or have used a "social share" button on a website in order to share something with their social network contacts in the last month, or have shared a brand's post on a social network in the last month.
Shoppers	Say that researching/finding products to buy is a very important reason for using the internet (to Q2 2018) or that researching products/brands is a reason for them using the internet (from Q3 2018); or have purchased a product online in the last month, or have searched online for a product or service they want to buy in the last month, or have used a price comparison service in the last month, or have visited an online auction site in the last month, or have visited an online retail site or store such as Amazon in the last month.
Viewers	Say that entertainment (e.g. gaming, films) is a very important reason for using the internet (to Q2 2018) or watching videos, TV shows or movies is a reason for them using the internet (from Q3 2018); or have used a streaming service to watch live television in the last month, or have used an on-demand / catch-up TV service in the last month, or have used an online TV / film subscription service in the last month, or have watched a vlog (a video of a blogger) in the last month.
Workers	Say that researching for work, networking for work or sharing their business expertise are very important reasons for using the internet (to Q2 2018); or that business-related networking or business-related research are important reasons for them using the internet (from Q3 2018), or that networking for work is a main reason for them using social media.
Unengaged	Fall into none of segmentations outlined above.

Media Consumption

Daily Time spent on Media

MEDIA CONSUMPTION SEGMENTATION

Based on how frequently they engage with various forms of media, all respondents are now classified as Heavy, High, Medium, Light or Non-Users across the following areas:

- Cinema
- Games Consoles
- Linear Television
- Music Streaming Services
- Online on Mobile*
- Online on PC/Laptop/Tablet
- Online Press
- Online Television
- Print Press
- Radio
- Social Networks / Services*

Option marked * were added in Q3 2018.

<p>Cinema</p> <ul style="list-style-type: none"> • Non-Users Never • Light Users Less often • Medium Users Monthly • High Users Once a week / Once every two weeks • Heavy Users More than once a week 	<p>Games Consoles</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-3 hours • Heavy Users 3+ hours
<p>Linear Television</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users 0-1 hour • Medium Users 1-2 hours • High Users 2-6 hours • Heavy Users 6+ hours 	<p>Music Streaming Services <i>(from Q1 2017)</i></p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-4 hours • Heavy Users 4+ hours
<p>Online on Mobile</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users 0-1 hour • Medium Users 1-3 hours • High Users 3-6 hours • Heavy Users 6+ hours 	<p>Online on PC/Laptop/Tablet</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users 0-1 hour • Medium Users 1-3 hours • High Users 3-6 hours • Heavy Users 6+ hours
<p>Online Press</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-3 hours • Heavy Users 3+ hours 	<p>Online Television / Streaming</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-3 hours • Heavy Users 3+ hours
<p>Print Press</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-4 hours • Heavy Users 4+ hours 	<p>Radio</p> <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-4 hours • Heavy Users 4+ hours

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

- | | |
|----------------------------|---|
| Social Networks / Services | <ul style="list-style-type: none"> • Non-Users Do not use • Light Users Less than 30 mins • Medium Users 30 mins to 1 hour • High Users 1-2 hours • Heavy Users 2 hours+ |
|----------------------------|---|

DAILY TIME SPENT ON MEDIA

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

Television Behaviors

FREQUENCY OF WATCHING TV**

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

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

- NET: Watch any type of TV
- Watch television live as it is broadcast on a TV channel
- Watch shows that you have recorded from TV
- Watch a TV channel's catch-up / on-demand service
- Watch subscription services such as Netflix

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

TV WATCHING BY DEVICE**

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

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

- NET: Watch any type of TV
- Watch television live as it is broadcast on a TV channel
- Watch a TV channel's catch-up / on-demand service
- Watch subscription services such as Netflix

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

BINGE WATCHING*

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

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

TV GENRES**

In a typical week, which of these genres will you have watched on television?

- Children's
- Comedy
- Culture/Arts & Music
- Documentaries/Factual
- Drama
- Education
- Entertainment/Variety
- Films/Movies
- Game/Quiz shows
- Lifestyle (eg. cooking/gardening)
- News/Current affairs
- Reality
- Science/Nature
- Soap operas/Telenovelas
- Sports
- Talk shows
- Other

NOTE: Respondents are shown genres that they have NOT previously indicated an interest in by selecting a channel in the previous question

International Television Channels

INTERNATIONAL TV CHANNEL AWARENESS** Which of these international television channels have you heard of?

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

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

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Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

- History Channel All markets exc. China, Russia
- H2 Brazil, Canada, Ireland, Mexico, Philippines, Poland, Russia, Singapore, Sweden, Thailand, UK
- Lifetime Brazil, Canada, Hong Kong, Indonesia, Ireland, Malaysia, Mexico, Philippines, Poland, Singapore, South Africa, South Korea, Thailand, Turkey, UK, USA only
- MTV All markets
- National Geographic All markets exc. New Zealand
- Nickelodeon All markets
- Paramount All markets
- Sky News Austria, Belgium, France, Germany, Hong Kong, Indonesia, Ireland, Italy, Malaysia, Netherlands, Poland, Portugal, Romania, Singapore, South Africa, Spain, Switzerland, Turkey, UK only
- Sky Sports Austria, Germany, Ireland, Italy and UK
- Sony ONE Indonesia, Malaysia and Singapore
- Syfy All markets exc. APAC
- TLC All markets exc. China, Egypt, France, Italy, Japan and Spain
- Travel Channel Australia, Austria, Belgium, Canada, Denmark, Germany, Israel, Japan, Malaysia, Netherlands, New Zealand, Poland, Portugal, Russia, Singapore, South Africa, Sweden, Switzerland, Turkey, UAE, US, UK
- TV5MONDE All markets exc. China
- Universal TV Argentina, Australia, Brazil, Colombia, Germany, Mexico, South Africa, UK
- Viceland Australia, Canada, France, Germany, Italy, New Zealand, Spain, UK, USA
- None of these

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

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

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

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

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

**DEVICES USED
TO WATCH
INTERNATIONAL TV
CHANNELS****

Which devices have you used to watch these channels in the last 30 days?

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

NOTE: Respondents answer this question about all channels they watch on a monthly basis

International TV Channel Dayparts

INTERNATIONAL TV CHANNEL DAYPARTS** *This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. Between which times of the day do you typically watch each of these channels?*

- Any Day
- Weekdays
- Weekends

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

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

WEEKDAY INTERNATIONAL TV CHANNEL DAYPARTS** *This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?*

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

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

WEEKEND INTERNATIONAL TV CHANNEL DAYPARTS** *This question is exclusive to clients who have subscribed to the TV Channel Reach & Frequency module. At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?*

- 6am - 9am
- 9am - 12pm
- 12pm - 2pm
- 2pm - 5pm
- 5pm - 7pm
- 7pm - 10pm
- 10pm - 12am
- 12am - 2am
- 2am - 6am
- Don't watch at the weekend

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

TV, Film and Video Services

TV, FILM AND VIDEO SERVICES: In the last month, which of these services have you used to watch/download TV shows, films or videos?

ENGAGEMENT** Please think about any sort of TV, video or film content that you have watched, streamed, downloaded or accessed in any other way.

Argentina	<ul style="list-style-type: none"> • Amazon Prime Video • Arnet Play • Blim • Claro Video 	<ul style="list-style-type: none"> • Crackle • Google Play • iTunes • MUBI • NBA League Pass 	<ul style="list-style-type: none"> • Netflix • NFL Game Pass • Studio+ • Vimeo
Australia	<ul style="list-style-type: none"> • 7plus • 9Now • ABC iview • Amazon Prime Video • Crackle 	<ul style="list-style-type: none"> • Foxtel Play • Google Play • iTunes • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Quikflix • SBS On Demand • Stan.com.au • Ten Play • Vimeo

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Austria	<ul style="list-style-type: none"> • 7tv.at • Amazon Prime Video • Dazn • Flimmit • Google Play 	<ul style="list-style-type: none"> • iTunes • Maxdome • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • ORF TVthek • Plus 4 Mediathek • Rakuten TV • Sky Online # • Sky Ticket • Vimeo 	
Belgium	<ul style="list-style-type: none"> • Amazon Prime Video • CanalPlay Infinity • Google Play • iTunes • MUBI 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Proximus TV Replay • Rakuten TV • RTL À L'Infini 	<ul style="list-style-type: none"> • Stievie / Stievie Free • Telenet Play • Trace Play • Videoland • Vimeo 	<ul style="list-style-type: none"> • VOOmotion • VRT NU
Brazil	<ul style="list-style-type: none"> • Amazon Prime Video • Claro Video • Crackle • Dazn 	<ul style="list-style-type: none"> • Google Play • iTunes • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Studio+ • Telecine Play • Vimeo 	
Canada	<ul style="list-style-type: none"> • Amazon Prime Video • Club Illico • Crackle • Crave TV 	<ul style="list-style-type: none"> • Dazn • Google Play • iTunes • MUBI • NBA League Pass 	<ul style="list-style-type: none"> • Netflix • NFL Game Pass • TOU.TV Extra • Vimeo 	
China	<ul style="list-style-type: none"> • BesTV • China Mobile Migu • Google Play • iQiyi • iTunes 	<ul style="list-style-type: none"> • LeTV • MangoTV • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • PPTV • Sohu • T Mall Box Office • Tencent Hollywood VIP 	<ul style="list-style-type: none"> • Vimeo • YOU On Demand • Youku & Tudou
Colombia	<ul style="list-style-type: none"> • Amazon Prime Instant Video • Blim • Crackle 	<ul style="list-style-type: none"> • ETB • Google Play • iTunes • Movistar Play 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Tigo Play • Vimeo
Denmark	<ul style="list-style-type: none"> • Amazon Prime Instant Video • Blockbuster • Boxer Play • C More • DK4.tv • Dplay • Filmcentralen 	<ul style="list-style-type: none"> • Google Play • HBO Nordic on Demand • iTunes • MinBio • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • NUTV • SF Anytime • TV2Play • TV3Play • TV4Play • Viaplay • Vimeo 	<ul style="list-style-type: none"> • YouSee Play • Zatto.com

Egypt	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • iFlix • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass • Nile TV 	<ul style="list-style-type: none"> • ONTV • Shahid.net • Vimeo • Viu 	
France	<ul style="list-style-type: none"> • 6play • Amazon Prime Video • Arte VOD • BFMTV • CanalPlay Infinity • Canal+ à la demande 	<ul style="list-style-type: none"> • Francetv Pluzz • Google Play • iTunes • Molotov • MUBI • MyTF1 • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • OCS Go • Orange VOD • Rakuten TV • Studio+ • Trace Play • Vimeo • Zive 	
Germany	<ul style="list-style-type: none"> • Amazon Prime Video • ARD Mediathek • Chili TV • Clipfish • Dazn • Google Play 	<ul style="list-style-type: none"> • iTunes • Maxdome • MUBI • NBA League Pass • Netflix • NFL Game Pass • Rakuten TV 	<ul style="list-style-type: none"> • Realeyz • RTL TV Now • Sky Online • Sky Ticket • Vimeo • Watchever • Zatto.com 	<ul style="list-style-type: none"> • ZDF Mediathek
Hong Kong	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • HKTV 	<ul style="list-style-type: none"> • iTunes • MUBI • MangoTV • myTV Super 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Vimeo 	<ul style="list-style-type: none"> • Viu
India	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • HOOQ • Hotstar 	<ul style="list-style-type: none"> • iTunes • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Sony Liv • Vimeo • Viu • VOOT 	
Indonesia	<ul style="list-style-type: none"> • Amazon Prime Video • CatchPlay • Google Play • HOOQ 	<ul style="list-style-type: none"> • iFlix • iTunes • MNC Play Media • MUBI • MyFirstMedia 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Tribe • Vimeo 	<ul style="list-style-type: none"> • Viu
Ireland	<ul style="list-style-type: none"> • Virgin Media Player • Amazon Prime Video • BBC iPlayer • DisneyLife 	<ul style="list-style-type: none"> • Filmbox • Google Play • iTunes • ITV Hub • MUBI 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Rakuten TV • RTE Player 	<ul style="list-style-type: none"> • Sky Go • Vimeo
Israel	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play 	<ul style="list-style-type: none"> • HOT • iTunes • MUBI 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Shahid.net • Vimeo • Yes

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 Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

Italy	<ul style="list-style-type: none"> • Amazon Prime Video • Chili TV • Dazn • Dplay • Google Play 	<ul style="list-style-type: none"> • Infinity • iTunes • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Now TV • Rai Play • Rakuten TV • Sky Online • TIM Vision • Video.Mediaset 	<ul style="list-style-type: none"> • Viewster • Vimeo
Japan	<ul style="list-style-type: none"> • AbemaTV • AcTVila • Amazon Prime Video • Dazn 	<ul style="list-style-type: none"> • Dtv • Google Play • Hulu • Love TV Show Sites • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass • OpenRec 	<ul style="list-style-type: none"> • Vimeo
Malaysia	<ul style="list-style-type: none"> • Amazon Prime Video • Astro on the go • Google Play 	<ul style="list-style-type: none"> • iFlix • iTunes • MUBI • NBA League Pass 	<ul style="list-style-type: none"> • Netflix • NFL Game Pass • Vimeo • Viu 	
Mexico	<ul style="list-style-type: none"> • Amazon Prime Video • Blim • Claro Video • Crackle 	<ul style="list-style-type: none"> • Google Play • iTunes • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Studio+ • Vimeo • Vudu 	
Netherlands	<ul style="list-style-type: none"> • Amazon Prime Video • Film1 VoD service • Google Play • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass • NPO Start 	<ul style="list-style-type: none"> • Rakuten TV • RTL XL • Videoland • Vimeo 	
New Zealand	<ul style="list-style-type: none"> • Amazon Prime Video • Choice TV • Google Play • iTunes 	<ul style="list-style-type: none"> • Lightbox • MUBI • NBA League Pass • Neon • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Quikflix • TVNZ • Vimeo 	
Philippines	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • HOOQ • iFlix 	<ul style="list-style-type: none"> • iTunes • iWantTV • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Tribe • Vimeo • Viu 	
Poland	<ul style="list-style-type: none"> • Amazon Prime Video • Chili TV • Filmbox • Google Play • Ipla 	<ul style="list-style-type: none"> • iTunes • MUBI • Multimedia VOD • NC+ VoD+ / Seriale + SVOD 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Player.pl • PlayPuls 	<ul style="list-style-type: none"> • ShowMax • TVN Player • TVP VOD • Vimeo • VOD.pl

Portugal	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Rakuten TV • TVI Player • Vimeo 	
Romania	<ul style="list-style-type: none"> • Antenaplay • Digi Online • Google Play 	<ul style="list-style-type: none"> • iTunes • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • Orange TV GO • Telekom TV • Trilulilu 	<ul style="list-style-type: none"> • Vimeo • Voyo
Russia	<ul style="list-style-type: none"> • Amazon Prime Video • Amediateka • Filmbox • Google Play 	<ul style="list-style-type: none"> • iTunes • Ivi.ru • Kino1TV • Megogo.net • MUBI 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Now.ru • Okko 	<ul style="list-style-type: none"> • TV1000Play • Tvigle.ru • Vimeo • VK • Zoomby.ru
Saudi Arabia	<ul style="list-style-type: none"> • Amazon Prime Video • beIN Connect • Google Play • Icflix 	<ul style="list-style-type: none"> • iFlix • iTunes • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • Shahid.net • StarzPlay • Vimeo • Viu 	
Singapore	<ul style="list-style-type: none"> • Amazon Prime Video • CatchPlay • Google Play 	<ul style="list-style-type: none"> • HOOQ • iTunes • MUBI • NBA League Pass 	<ul style="list-style-type: none"> • Netflix • NFL Game Pass • Singtel TV Go • Starhub Go 	<ul style="list-style-type: none"> • Toggle • Vimeo • Viu
South Africa	<ul style="list-style-type: none"> • Amazon Prime Video • Google Play • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • ShowMax • Vimeo 	
South Korea	<ul style="list-style-type: none"> • Amazon Prime Video • EveryOn TV • Google Play • iTunes 	<ul style="list-style-type: none"> • Love TV Show Sites • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Olleh TV • POOQ • Tving • U+ • Vimeo 	
Spain	<ul style="list-style-type: none"> • Amazon Prime Video • AtresPlayer • Dazn • Dplay • Google Play • iTunes 	<ul style="list-style-type: none"> • MiTele • Movistar+ • MUBI • NBA League Pass • Netflix • NFL Game Pass • Ono TV Videoclub 	<ul style="list-style-type: none"> • Rakuten TV • RTVE a la carta • TotalChannel • Videoclub Orange TV • Vimeo • Zatto.com 	
Sweden	<ul style="list-style-type: none"> • Amazon Prime Video • Boxer Play • C More • Dplay 	<ul style="list-style-type: none"> • Google Play • iTunes • HBO Nordic On Demand • MUBI 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • SF Anytime • SVT Play 	<ul style="list-style-type: none"> • TV3 Play • TV4 Play • Viaplay • Vimeo

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

Switzerland	<ul style="list-style-type: none"> • Amazon Prime Video • Dazn • Google Play • iTunes 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass • Play SRF 	<ul style="list-style-type: none"> • Rakuten TV • Teleboy.ch • Vimeo • Wilmaa.com • Zattoo.com 	
Taiwan	<ul style="list-style-type: none"> • Amazon Prime Video • CatchPlay • CHOCOTV • FriDay.tw Video • Gamer.com.tw • Google Play 	<ul style="list-style-type: none"> • iQiyi • iTunes • KKTV • LeTV • LiTV • Line.me TV • Love TV Show Sites 	<ul style="list-style-type: none"> • MangoTV • MUBI • myVideo.net • NBA League Pass • Netflix • NFL Game Pass • Sohu 	<ul style="list-style-type: none"> • Tribe • Vimeo • Youku & Tudou
Thailand	<ul style="list-style-type: none"> • Amazon Prime Video • ch7HD • Google Play 	<ul style="list-style-type: none"> • HOOQ • iFlix • iTunes • Line.me TV 	<ul style="list-style-type: none"> • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Vimeo • Viu
Turkey	<ul style="list-style-type: none"> • Amazon Prime Video • BluTV • Filmbox • Google Play 	<ul style="list-style-type: none"> • iTunes • MUBI • NBA League Pass • Netflix • NFL Game Pass 	<ul style="list-style-type: none"> • Puhu TV • Tivibu • TRT TV • Turkcell • Vimeo 	
UAE	<ul style="list-style-type: none"> • Amazon Prime Video • beIN Connect • Filmbox • Google Play • icflix 	<ul style="list-style-type: none"> • iTunes • MUBI • NBA League Pass • Netflix • NFL Game Pass • Shahid.net 	<ul style="list-style-type: none"> • StarzPlay • Vimeo • Viu 	
United Kingdom	<ul style="list-style-type: none"> • All 4 • Amazon Prime Video • BBC iPlayer • Chili TV • Demand 5 	<ul style="list-style-type: none"> • Disney Life • Google Play • iTunes • ITV Hub • MUBI • My5 	<ul style="list-style-type: none"> • NBA League Pass • Netflix • NFL Game Pass • Now TV • Rakuten TV • Sky Go 	<ul style="list-style-type: none"> • TV Catchup • Vimeo • Zattoo.com
USA	<ul style="list-style-type: none"> • Amazon Prime Video • CBS All Access • Crackle • Dazn • Filmbox • Google Play 	<ul style="list-style-type: none"> • HBO Go • HBO Now • Hulu • iTunes • MUBI • NBA League Pass • Netflix 	<ul style="list-style-type: none"> • NFL Game Pass • PlayStation Vue • Showtime • Sling TV • StarzPlay • Trace Play • Vimeo 	<ul style="list-style-type: none"> • Vudu • WWE

- Vietnam
- Amazon Prime Video
 - Google Play
 - iFlix
 - iTunes
 - MUBI
 - NBA League Pass
 - Netflix
 - NFL Game Pass
 - Vimeo
 - Viu

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

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

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

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

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

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

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

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

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

Second-Screening

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
- e-Reader
- Laptop PC
- Mobile phone
- Tablet device
- None of the above

**SECOND-SCREEN
ACTIVITIES****

When watching TV, which of these things do you often do on another device at the same time?

- Chat to / message friends
- Interact with the online content of the TV show
- Play games
- Read my emails
- Read the news
- Search for information related to what I'm watching
- Search for products to buy
- Share my opinion of a TV show
- Use social networks
- None of the above

News Services

**NEWS SERVICES:
AWARENESS****

Which of these news services
have you heard of?

- BBC News All markets
- Bleacher Report All markets
- Bloomberg All markets
- Business Insider All markets
- BuzzFeed All markets
- CNBC All markets
- CNN All markets
- CNN Arabic Egypt, Saudi Arabia, UAE only
- CNN Espanol Argentina, Brazil, Colombia, Mexico, Spain, USA only
- Deutsche Welle Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Africa, South Korea, Taiwan, UK, USA, Vietnam only
- Discovery All markets
- Economist All markets
- ESPN All markets
- Euronews All markets
- Eurosport All markets
- Financial Times All markets
- Forbes All markets
- France 24 All markets
- Guardian All markets
- Huffington Post All markets
- International Business Times All markets
- Konbini All markets exc. China
- MailOnline All markets
- MSNBC All markets
- National Geographic All markets
- NBC News All markets
- Newsweek All markets
- Quartz All markets
- Reuters All markets
- Sky News Austria, Belgium, France, Germany, Indonesia, Hong Kong, Ireland, Italy, Malaysia, Netherlands, Poland, Portugal, Romania, Singapore, South Africa, Spain, Switzerland, Turkey, UK only
- TIME.com All markets
- The New York Times All markets
- The Telegraph UK Only
- The Times UK Only
- Vice All markets
- Wall Street Journal All markets
- Washington Post All markets
- None of these

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

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

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

NEWS SERVICES: 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

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

**NEWS SERVICES:
PERCEPTIONS****

Please could you select the qualities that you would associate with each of these news brands?

- Gives expert opinion/analysis
- Is trustworthy and accurate
- Is relevant to me
- None of these
- Haven't heard of

NOTE: This question is asked for all services that respondents have heard of

• BBC News	All markets exc. China
• Bleacher Report	All markets exc. China
• Bloomberg	All markets exc. China
• Business Insider	All markets exc. China
• BuzzFeed	All markets exc. China
• CNBC	All markets exc. China
• CNN	All markets exc. China
• CNN Arabic	Egypt, Saudi Arabia, UAE only
• CNN Espanol	Argentina, Brazil, Colombia, Mexico, Spain, USA only
• Deutsche Welle	Germany, Hong Kong, India, Indonesia, Malaysia, Mexico, Poland, Romania, Russia, Singapore, South Africa, South Korea, Taiwan, UK, USA, Vietnam
• Economist	All markets exc. China
• Euronews	All markets exc. China
• France 24	All markets exc. China
• Guardian	All markets exc. China
• Huffington Post	All markets exc. China
• Konbini	All markets exc. China
• MailOnline	All markets exc. China
• MSNBC	All markets exc. China
• NBC News	All markets exc. China
• Newsweek	All markets exc. China
• Quartz	All markets exc. China
• Reuters	All markets exc. China
• Sky News	Austria, Belgium, France, Germany, Indonesia, Hong Kong, Ireland, Italy, Malaysia, Netherlands, Poland, Portugal, Romania, Singapore, South Africa, Spain, Switzerland, Turkey, UK only
• The New York Times	All markets exc. China
• The Telegraph	UK only
• The Times	UK only
• Vice	All markets exc. China
• Wall Street Journal	All markets exc. China

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

Music

MUSIC ATTITUDES**

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

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

MUSIC SERVICES: ENGAGEMENT**

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

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

- Amazon Music Unlimited Austria, Belgium, Colombia, Germany, Netherlands, Poland, Portugal, Sweden, UK, USA
- Amazon Prime Music Austria, Canada, France, Germany, India, Italy, Japan, Spain, Switzerland, UK, USA
- Anghami Egypt, Israel, Saudi Arabia, UAE
- Apple Music All markets
- Audible All markets
- Deezer All markets
- Google Play Music All markets
- iHeartRadio Australia, Canada, New Zealand and USA
- iTunes All markets
- JOOX Hong Kong, Indonesia, Malaysia, South Africa, Thailand
- Juke Music Austria
- Kugou China, Hong Kong, Taiwan
- Kuwo China, Hong Kong, Taiwan
- Music Pocket Egypt
- Musify All markets
- Nile FM Egypt
- Nogoum FM Egypt
- Pandora USA
- QQ Music China, Hong Kong, Taiwan
- Shiri Israel
- SoundCloud All markets
- Spotify All markets
- Tidal Argentina, Australia, Austria, Belgium, Brazil, Canada, Colombia, Denmark, France, Germany, Hong Kong, Ireland, Israel, Italy, Malaysia, Mexico, Netherlands, New Zealand, Poland, Portugal, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Kingdom, USA
- Xiami China
- YouSee Musik Denmark
- YouTube Music Australia, Mexico, New Zealand, South Korea and USA only
- None of these

MUSIC SERVICES: ACCOUNT TYPE**

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

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

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

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

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

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

MUSIC GENRES** Thinking about music, which of the following genres do you enjoy listening to?

- '60s Music
- '70s Music
- '80s Music
- '90s Music
- '00s Music
- Acoustic
- African Language *South Africa only*
- Afrikaans *South Africa only*
- Afro-House *South Africa only*
- Afro-Soul *South Africa only*
- Alternative Rock
- Ambient
- Bhangra / Bollywood
- Big Band / Swing
- Blues
- Chanson Française *France only*
- Classic Rock
- Classic Soul
- Classical & Opera
- Contemporary Christian
- Country
- Dance
- Death Metal
- Disco
- Drum 'N' Bass
- Dubstep
- Easy-Listening
- EDM
(Electronic Dance Music)
- Electro Pop
- Electronic / Techno
- Emo Rock
- Folk
- Funk
- Gospel
- Gothic
- Gqom *South Africa only*
- Grunge
- Hard Rock
- Heavy Metal
- Hip-Hop
- Holiday / Christmas
- House
- Indie Pop
- Indie Rock
- Jazz
- Kawaii *South Africa only*
- Latin
- Local / Vernacular Hip-Hop / Rap
South Africa only
- Maskandi *South Africa only*
- Motown
- Oldies / Rock & Roll
- Pop / Top 40
- Punk
- Rap
- Rap Français *France only*
- Reggae / Ska
- Reggaeton
- R'n'B
- Rock
- Salsa
- Singer Songwriter
- Soft Rock
- Soul
- Soundtracks / Original Scores
- Techno
- Trance
- Variété Française *France only*
- World
- None of these

Social Media

Reach

- SOCIAL MEDIA REACH: MEMBERS*** On which of the following services do you have an account? And
- SOCIAL MEDIA REACH: ENGAGERS / CONTRIBUTORS** which have you actively engaged with or contributed to in the past month via any device?
- Ameblo *Japan Only*
 - Badoo
 - Copains d'Avant *France Only*
 - Douban *China Only*
 - Douyu *China Only*
 - Eyny *Taiwan Only*
 - Facebook
 - Facebook Messenger
 - hike *India Only*
 - Huya *China Only*
 - Imgur
 - Instagram
 - Kakao Story *South Korea Only*
 - Kakao Talk *South Korea Only*
 - Kuaishou *China Only*
 - LINE
 - LinkedIn
 - Meipai *China Only*
 - Meitu *China Only*
 - migme *Indonesia Only*
 - Neighbourly *New Zealand Only*
 - nk.pl *Poland Only*
 - Odnoklassniki *Russia Only*
 - Path *Indonesia Only*
 - Pinterest
 - Qzone *China Only*
 - Reddit
 - RenRen *China Only*
 - Sina Weibo
 - Skype
 - Slack
 - Snapchat
 - Taringa *Select Markets Only*
 - Tencent QQ *China Only*
 - Tencent Weibo
 - TikTok
 - Tudou *China Only*
 - Tumblr
 - Twitch
 - Twitter
 - Viadeo
 - Viber
 - VK *Russia Only*
 - WeChat
 - WhatsApp
 - Xiaohongshu *China Only*
 - XING *Austria and Germany Only*
 - Yammer
 - Yizhibo *China Only*
 - Youku *China and Hong Kong Only*
 - YouTube
 - Zalo *Vietnam Only*
 - Other
 - None of the above

SOCIAL MEDIA REACH: VISITORS / USERS*

Which of the following sites / applications have you visited in the past month via your PC / Laptop, Mobile or Tablet?

- Baidu Tieba *China only*
- Copains d'Avant *France only*
- Douban *China only*
- Douyu *China only*
- Facebook
- Facebook Messenger
- Hike *India only*
- Huya *China only*
- Imgur
- Instagram
- Kaokeo Talk *South Korea only*
- KaokaoStory *South Korea only*
- Kuaishou *China only*
- LINE
- LinkedIn
- Meipai *China only*
- Meitu *China only*
- Neighbourly *New Zealand only*
- nk.pl *Poland only*
- Odnoklassniki *Russia only*
- Pinterest
- Reddit
- RenRen *China only*
- Sina Weibo
- Skype
- Slack
- Snapchat
- Tencent QQ *China only*
- Tencent Weibo
- Tiktok
- Tumblr
- Twitch
- Twitter
- Viadeo
- Viber
- VK *Russia only*
- WeChat
- WhatsApp
- Xiaohongshu *China only*
- Xing *Germany only*
- Yammer
- Yizhibo *China only*
- Youku *China and Hong Kong only*
- YouTube
- Zalo *Vietnam only*

NUMBER OF SOCIAL MEDIA SERVICES VISITED / USED*

Based on their responses to the Social Media Reach: Visitors / Users question, respondents are automatically assigned to one of these groups

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

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

Platform-Specific Behaviors

FACEBOOK ACTIONS

Which of these have you done within the last month on Facebook?

- Clicked the "like" or a "reaction" button
- Commented about a sports event or match I'm watching
- Commented about a TV show I'm watching
- Commented on a friend's profile status or photo / video
- Created or viewed a story
- Logged in to see what is happening without posting / commenting on anything
- Messaged a friend on a 1-to-1 basis
- Posted a comment about a product or brand
- Posted a question or comment on a company, brand or product's Facebook page
- Read a news story
- Read an article
- Read or clicked on the Trending Topics
- Researched a product I'm interested in buying
- Shared a photo/ video or post / article from a company or brand
- Started following a new product or brand
- "Un-liked" a product or brand - i.e. stopped following them
- Updated my profile status / posted a comment about what I'm doing
- Uploaded and shared my own photos
- Uploaded and shared my own videos
- Visited a company, brand or product's Facebook page
- Watched a video
- Watched something on Facebook Live

FACEBOOK MESSENGER ACTIONS

Which of these have you done within the last month on Facebook Messenger?

- Had a conversation with an automated response bot
- Made a video call
- Made a voice call
- Sent or received a message from a brand / company
- Sent a message
- Sent a photo
- Sent a sticker
- Sent a video
- Sent a voice recording
- Used messenger.com on a PC / laptop

**INSTAGRAM
ACTIONS**

Which of these have you done within the last month on Instagram?

- Clicked on a product tagged by a brand / seller
- Clicked on a sponsored post (*e.g. used the Shop Now or Learn More buttons*)
- Commented on a brand's photo or video clip
- Commented on a photo or video clip
- Created or viewed a Story
- Entered a competition by sharing a photo or using a hashtag related to a brand
- Followed a brand or company
- Liked a photo or video clip
- Logged in to see what's happening without posting / commenting on anything
- Shared an Instagram photo on another social network (*e.g. Facebook, Twitter*)
- Shared someone else's photo
- Swiped up on a user / brand's story to see more
- Uploaded a photo of my own
- Uploaded a video clip
- Used Instagram Direct to send a photo or message to a friend on a 1-to-1 basis
- Used the Live feature
- Visited a celebrity's Instagram page
- Visited a company, brand or product's Instagram page
- Watched a video clip
- Watched something on IGTV

**SNAPCHAT
ACTIONS**

Which of these have you done within the last month on Snapchat?

- Added a friend
- Applied a GeoFilter (*location-based filter*) to my photo or video Snap
- Applied a Lens ("Face Filter") to my Snap
- Contributed to or viewed a Live Story
- Created a Story
- Edited a Snap (*e.g. sticker, caption, bitmoji, doodle*)
- Followed a brand or company
- Followed a celebrity or famous person
- Saved a Snap
- Sent a chat message
- Sent a photo Snap
- Sent a video Snap
- Submitted a Snap to a Live Story (*e.g. Olympics, New Year's Eve*)
- Swiped up on a user / brand's story to see more
- Used Group chat with friends
- Used the Snapchat camera
- Viewed "Discover" content from providers like DailyMail, CNN, etc.
- Viewed a Live Story (*e.g. Olympics, New Year's Eve*)
- Viewed a Snapchat Show (*e.g. "Good Luck America"*)
- Viewed a User Story

TWITTER ACTIONS

Which of these have you done within the last month on Twitter?

- Clicked on a link inside a tweet
- Liked a tweet
- Logged in to see what is happening without posting / commenting on anything
- Looked at the trending topics
- Read a news story
- Sent a direct message to another user
- Started following a product, brand or company
- Stopped following / unfollowed a product, brand or company
- Tweeted a comment about my daily life
- Tweeted a photo or video link
- Tweeted a question or comment about a company, brand or product
- Tweeted about a sports event or match I'm watching
- Tweeted about a TV show I'm watching
- Tweeted about an event I'm at
- Tweeted or retweeted a celebrity
- Tweeted or retweeted a company, brand or product
- Tweeted or retweeted a friend
- Used the Moments or Explore section
- Visited a celebrity's Twitter feed
- Visited a product, brand or company's Twitter feed
- Watched a live stream (*a video feed being broadcast live, e.g. via Periscope*)

WECHAT ACTIONS

Which of these have you done within the last month on WeChat?

- Created a Group chat
- Downloaded a game
- Downloaded a sticker
- Followed an Official Account
- Made a voice call
- Scanned a QR code to add a friend
- Sent a message
- Sent a photo
- Sent a Sight video
- Shared a song link
- Shared pictures or videos via Moments
- Shared your location
- Used the people nearby feature
- Used the Shake feature
- Used the Walkie Talkie feature to chat with a friend
- Video chatted with a friend
- Viewed a post from an Official Account

WHATSAPP ACTIONS

Which of these have you done within the last month on WhatsApp?

- Made a video call
- Made a voice call
- Sent a message
- Sent a payment (*India Only*)
- Sent a photo
- Sent a video
- Sent a voice recording
- Sent or received a message from a brand / company
- Used the status feature
- Used the group chat feature
- Used WhatsApp Web on a PC / laptop

YOUTUBE ACTIONS

Which of these have you done within the last month on YouTube?

- Liked or disliked a video
- Live-streamed a video
- Posted a comment about a video
- Rented / purchased a film
- Used YouTube Red *US only*
- Watched a consumer review of a product
- Watched a film trailer
- Watched a music video
- Watched a news clip or story
- Watched a sports video or clip
- Watched a trailer for a game
- Watched a tutorial video which explained how to do something
- Watched a TV show or clip
- Watched a video or ad made by a brand
- Watched a video posted by a celebrity or vlogger
- Watched an educational video

TYPES OF PEOPLE FOLLOWED ON SOCIAL MEDIA

Who do you follow on social media?

- Actors
- Bloggers
- Brands you are thinking of buying something from
- Brands you like
- Charities / good causes
- Comedians
- Contacts relevant to your work
- Entrepreneurs / business people
- Journalists
- News / media organizations
- People you know in real life
- Politicians
- Singers, musicians or bands
- Sports stars
- TV Presenters
- Vloggers (*bloggers who record their posts in video form*)

TIME SPENT ON SOCIAL MEDIA*

Roughly how many hours do you spend engaging with / connected to social media during a typical day?

- 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

REASONS FOR USING SOCIAL MEDIA

What are your main reasons for using social media?

- Because a lot of my friends are on them
- General networking with other people
- To fill up spare time
- To find funny or entertaining content (*i.e. articles, videos*)
- To follow celebrities / celebrity news
- To make sure I don't miss out on anything
- To meet new people
- To network for work
- To promote/support charitable causes
- To research / find products to buy
- To share details of what I'm doing in my daily life
- To share my opinion
- To share photos or videos with others
- To stay in touch with what my friends are doing
- To stay up-to-date with news and current events
- To watch / follow sports events

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SOCIAL MEDIA PLATFORMS: USAGE FREQUENCY

How frequently do you visit / use these?

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

- Facebook
- Facebook Messenger
- Instagram
- LINE
- LinkedIn
- Pinterest
- Snapchat
- Tiktok
- Tumblr
- Twitch
- Twitter
- Viber
- WeChat
- WhatsApp
- YouTube

Social Media Segmentation

SOCIAL MEDIA SEGMENTATION

This segmentation is auto-generated from the “Reasons for Using Social Media”, “Types of People Followed on Social Media”, “Online Product Research”, “Brand Discovery”, “Online Brand Interactions” and “Online Purchase Drivers” questions.

Brand Followers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They follow brands they like on social media • They follow brands they are thinking of buying something from on social media • They discover products through updates on a brand’s social network page • They have visited a brand’s social network page in the last month
Brand Interactors	<p>People who say they have done any of the following within the last month:</p> <ul style="list-style-type: none"> • They have asked a question to a brand on a social network • They have clicked on a promoted / sponsored post on a social network • They have interacted with a brand on a messaging app • They have liked / followed a brand on a social network • They have shared a brand’s post on a social network • They have uploaded a photo / video on a brand’s social network page
Celebrity Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media to keep up with celebrities / celeb news • They follow actors, comedians, singers or TV presenters on social media
Charity Networkers	<p>People who say either of the following:</p> <ul style="list-style-type: none"> • They use social media to support charitable causes • They follow charities / good causes on social media
Content Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media to find funny / entertaining content • They use social media to watch / follow sports events • They follow vloggers on social media
FOMO Networkers	<p>People who use social media for any of the following reasons:</p> <ul style="list-style-type: none"> • Because their friends are on them • To stay in touch with what their friends are doing • To make sure they don’t miss out on anything

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News Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media to stay up-to-date with current events • They follow journalists on social media • They follow news / media organizations on social media
Personal Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media for general networking with other people • They use social media to meet new people • They follow people they know on social media
Professional Networkers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media to network for work • They follow work contacts on social media • They follow entrepreneurs / business people on social media
Sharers	<p>People who use social media for any of the following reasons:</p> <ul style="list-style-type: none"> • To share details of what they are doing in their daily life • To share their opinion • To share photos / videos with others
Shoppers	<p>People who say any of the following:</p> <ul style="list-style-type: none"> • They use social media to research / find products to buy • Social media is one of the main sources they use when looking for more information about a product, brand or service • The option to use a “buy” button on social media would make them more likely to buy something online
Non-Networkers	<p>People who do not have a social media account and have not visited / used a social network in the last month.</p>

Apps

APP TYPES USED*

Thinking about mobile / tablet apps, which of the following categories have you used in the past month?

- Augmented reality
- Banking / financial services
- Books
- Business
- Calendar
- Chat / messaging
- Cloud storage (e.g. Dropbox)
- Collaborative working (e.g. Slack)
- Dating and Friendship
- Education
- Entertainment
- Food / restaurants
- Gambling / betting / lottery (Hidden from Egypt, Morocco, Saudi Arabia and UAE)
- Games
- Health and fitness
- Maps
- Music
- News
- Shopping
- Social networks
- Sports
- Taxi or Ride-Sharing
- Travel
- TV
- VR (Virtual Reality)
- Work-related service

NAMED APPS USED*

In the last month, which of these apps have you used?

All Markets	<ul style="list-style-type: none"> • Airbnb • AliExpress Shopping • Amazon • Apple TV • Apple Wallet • Badoo • Baidu • Candy Crush • eBay • Facebook • Facebook Messenger • Flickr 	<ul style="list-style-type: none"> • Flipboard • Foursquare • Google Hangouts • Google Maps • Instagram • Kik Messenger • Lasso • LINE • LinkedIn • Nike+ Run Club • Periscope • Pinterest • Reddit • Shazam 	<ul style="list-style-type: none"> • Skype • Slack • Snapchat • Strava • Tango • Telegram Messenger • TikTok • Tinder (not Egypt, Saudi Arabia, UAE) • Tumblr • Twitch • Twitter • Viber 	<ul style="list-style-type: none"> • Waze • WeChat • WhatsApp • Wish • Yelp • YouTube
Argentina	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • MercadoLibre • MyFitnessPal 	<ul style="list-style-type: none"> • OLX • Uber 	
Australia	<ul style="list-style-type: none"> • Apple News • Calm • Citymapper 	<ul style="list-style-type: none"> • Didi Australia • Fitbit • Gumtree 	<ul style="list-style-type: none"> • MyFitnessPal • Ola Cabs • SNOW 	<ul style="list-style-type: none"> • Uber
Austria	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut • Shpock 	<ul style="list-style-type: none"> • Uber • XING
Belgium	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut • Uber 	

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Brazil	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MercadoLivre 	<ul style="list-style-type: none"> • MyFitnessPal • OLX 	<ul style="list-style-type: none"> • Uber
Canada	<ul style="list-style-type: none"> • Apple News • Calm 	<ul style="list-style-type: none"> • Citymapper • Fitbit 	<ul style="list-style-type: none"> • MyFitnessPal 	
China	<ul style="list-style-type: none"> • Alipay.com • Baidu Tieba • Calm • Didi Chuxing • Fitbit • Iqiyi 	<ul style="list-style-type: none"> • JD.com • Nice • Momo • Pinduoduo • Qzone • RenRen 	<ul style="list-style-type: none"> • Sina Weibo • SNOW • Taobao • Tencent Weibo • Tmall • Toutiao 	<ul style="list-style-type: none"> • Tudou • Uber • Xiaohongshu • Yinke • Youku
Colombia	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • MercadoLibre • MyFitnessPal 	<ul style="list-style-type: none"> • OLX • Tappsi 	<ul style="list-style-type: none"> • Uber
Denmark	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut 	
Egypt	<ul style="list-style-type: none"> • Anghami • Calm • Careem 	<ul style="list-style-type: none"> • Fitbit • Music Pocket • MyFitnessPal 	<ul style="list-style-type: none"> • Nile FM • Nogoum FM • OLX 	<ul style="list-style-type: none"> • SHAREit • SOMA Messenger
France	<ul style="list-style-type: none"> • BFMTV • Calm 	<ul style="list-style-type: none"> • Citymapper • Fitbit 	<ul style="list-style-type: none"> • Le Monde • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut • Uber
Germany	<ul style="list-style-type: none"> • Calm • Citymapper • Fitbit 	<ul style="list-style-type: none"> • MyFitnessPal • LOVOO • Revolut 	<ul style="list-style-type: none"> • Shpock • Tagesschau • Uber 	<ul style="list-style-type: none"> • Uber • XING
Hong Kong	<ul style="list-style-type: none"> • Calm • Citymapper • Fitbit 	<ul style="list-style-type: none"> • HKTV • JOOX • MyFitnessPal 	<ul style="list-style-type: none"> • myTV • SNOW • Taobao 	<ul style="list-style-type: none"> • Tmall • Youku • Uber
India	<ul style="list-style-type: none"> • Calm • Fitbit • Flipkart • Hike Messenger 	<ul style="list-style-type: none"> • MyFitnessPal • NewsDog • Ola Cabs • Oyo 	<ul style="list-style-type: none"> • Quikr • Snapdeal • SNOW • OLX 	<ul style="list-style-type: none"> • Uber
Indonesia	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • GO-JEK • Grab 	<ul style="list-style-type: none"> • JOOX • MyFitnessPal 	<ul style="list-style-type: none"> • OLX • SNOW
Ireland	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • MyFitnessPal • Revolut 	<ul style="list-style-type: none"> • RTE News Now • Uber 	
Israel	<ul style="list-style-type: none"> • Calm • Gett 	<ul style="list-style-type: none"> • Tinder • Uber 	<ul style="list-style-type: none"> • Yango 	
Italy	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut • Shpock 	<ul style="list-style-type: none"> • Uber

Japan	<ul style="list-style-type: none"> • Citymapper • DeNa 	<ul style="list-style-type: none"> • MyFitnessPal • SNOW 	<ul style="list-style-type: none"> • Uber
Netherlands	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Nu.nl • Revolut • Uber
New Zealand	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • iHeartRadio • MyFitnessPal 	<ul style="list-style-type: none"> • Neighbourly • Realestate.co.nz • Trademe Property • Uber
Philippines	<ul style="list-style-type: none"> • Odnoklassniki • Fitbit 	<ul style="list-style-type: none"> • VK • Grab • MyFitnessPal 	<ul style="list-style-type: none"> • Yandex • SNOW
Poland	<ul style="list-style-type: none"> • Allegro • Calm • Gadu-Gadu (GG) 	<ul style="list-style-type: none"> • Gumtree • MyFitnessPal • Nk.pl 	<ul style="list-style-type: none"> • OLX • Revolut • Uber
Portugal	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • OLX • Revolut • Uber
Romania	<ul style="list-style-type: none"> • Calm • Clever Taxi 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • StarTaxi
Russia	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • Gett 	<ul style="list-style-type: none"> • MyFitnessPal • Odnoklassniki Taxi • Yandex Taxi • VK
Saudi Arabia	<ul style="list-style-type: none"> • Calm • Careem 	<ul style="list-style-type: none"> • Dubizzle • Fitbit 	<ul style="list-style-type: none"> • Libon • My FitnessPal • OLX • Uber
Singapore	<ul style="list-style-type: none"> • Calm • Carousell • Fitbit 	<ul style="list-style-type: none"> • Grab • Gumtree • MyFitnessPal 	<ul style="list-style-type: none"> • Qoo10 • SNOW • Toggle
South Africa	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • Gumtree • MyFitnessPal 	<ul style="list-style-type: none"> • OLX • Uber
South Korea	<ul style="list-style-type: none"> • Citymapper • KakaoStory 	<ul style="list-style-type: none"> • Kakao Talk • Naver 	<ul style="list-style-type: none"> • SNOW • Uber
Spain	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Revolut • Uber • Wallapop
Sweden	<ul style="list-style-type: none"> • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • Shpock • Uber
Switzerland	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • MyFitnessPal • Revolut 	<ul style="list-style-type: none"> • Uber
Taiwan	<ul style="list-style-type: none"> • Buy123 • Carousell 	<ul style="list-style-type: none"> • Fitbit • MyFitnessPal 	<ul style="list-style-type: none"> • SNOW • Tmall • Uber

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Thailand	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • Grab • JOOX 	<ul style="list-style-type: none"> • MyFitnessPal • OLX 	<ul style="list-style-type: none"> • SNOW
Turkey	<ul style="list-style-type: none"> • Calm 	<ul style="list-style-type: none"> • Citymapper 	<ul style="list-style-type: none"> • Fitbit 	<ul style="list-style-type: none"> • MyFitnessPal
UAE	<ul style="list-style-type: none"> • Calm • Careem • Dubizzle 	<ul style="list-style-type: none"> • Fitbit • Imo • Libon 	<ul style="list-style-type: none"> • MyFitnessPal • OLX • Uber 	
United Kingdom	<ul style="list-style-type: none"> • Apple News • Atom • Bumble • Calm • Citymapper 	<ul style="list-style-type: none"> • Fitbit • Gett • Gumtree • Happn • Monzo 	<ul style="list-style-type: none"> • MyFitnessPal • Nextdoor • Ola Cabs • Revolut • Shpock 	<ul style="list-style-type: none"> • Starling • Uber
USA	<ul style="list-style-type: none"> • Apple News • Bumble • Calm 	<ul style="list-style-type: none"> • Citymapper • Fitbit • Happn 	<ul style="list-style-type: none"> • Lyft • MyFitnessPal • Nextdoor 	<ul style="list-style-type: none"> • Uber
Vietnam	<ul style="list-style-type: none"> • Calm • Fitbit 	<ul style="list-style-type: none"> • Grab • MyFitnessPal 	<ul style="list-style-type: none"> • SNOW • Uber 	<ul style="list-style-type: none"> • Zalo

Purchase Behavior and Intention

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?

Which of these items did you research online before purchasing?

Electronics / entertainment

- 2-in-1 laptop / tablet
- Broadband / fiber optic
- Computer / video games
- Desktop PC
- Digital camera
- Flat-screen TV
- Games console
- Headphones / earphones
- Laptop
- Smart wearable device (e.g. smartwatch, fitness band)
- Tablet

Home items

- Bed
- Dishwasher
- Garden furniture
- Home exercise equipment
- Household furniture
- Housing / property
- Iron
- Microwave
- Refrigerator
- Sofa
- Vacuum cleaner
- Washing machine / tumble dryer

Automotive & Transport

- Car / automobile
- Motorcycle
- Bicycle

Personal items

- Glasses / spectacles
- Handbag / Bag
- Jewellery
- Purse / wallet
- Wristwatch

Financial Products

- Car / automotive insurance
- Foreign currency
- Health insurance
- Home contents insurance
- Home-owners / building insurance
- Life 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?

Which of these items did you research online before purchasing?

NOTE: Alcohol options are asked to those aged 18+ (or 21+ in the USA); they are not asked in Egypt, KSA or UAE.

Alcohol

- Beer (any)
- Champagne / sparkling wine
- Cider
- Pre-mixed / ready-to-drink cocktails
- Spirits
- Wine (any)
- Wine (red)
- Wine (white)

Groceries

- Bottled water
- Breakfast cereal
- Candy / sweets
- Cheese
- Chewing gum
- Chocolate
- Coffee
- Cookies / biscuits
- Crisps / potato chips
- Fresh ready meals
- Frozen food / ready meals
- Health foods
- Ice cream
- Organic fruit / vegetables
- Snack foods
- Soft drinks
- Tea
- Vitamins / supplements

Leisure & Entertainment items

- Book(s)
- Film(s) or boxset(s)
- Music album(s)
- Magazine(s)
- Newspaper(s)

Personal Effects

- Clothing
- Fragrance (e.g. perfume, aftershave)
- Gift / present for someone
- Gift card
- Shoes
- 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*

Medicines / Healthcare items

- Cough / cold / flu medicine
- First-aid items
- Headache / migraine medicine
- Heart medication
- Mouth / oral care treatment
- Pain relief medicine
- Skin problem treatment
- Other medicines / pharmaceutical items

Personal Care items

- Beauty products
- Conditioner
- Deodorant
- Exfoliating products
- Hair coloring products
- Hair styling products
- Make-up / cosmetics
- Moisturizer
- Other skincare products
- Personal grooming products (e.g. razors)
- Shampoo

Baby Products

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

MOBILE PAYMENT SERVICES

Which of these mobile payment services have you used?

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

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

- Telekom Banking (Romania)
- Tmoney (South Korea)
- Toss (South Korea)
- TrueMoney (Indonesia, Philippines, Thailand, Vietnam)
- tWallet (Taiwan)
- TWINT (Switzerland)
- Venmo (USA)
- Visa checkout (Argentina, Australia, Brazil, Canada, China, Colombia, Denmark, France, Hong Kong, India, Ireland, Malaysia, New Zealand, Poland, Singapore, South Africa, Spain, UAE, UK, USA)
- Visa QIWI Wallet (Russia)
- Wallet ABN Amro (Netherlands)
- WeChat Pay / Tenpay (Australia, Canada, China, Europe, Hong Kong, Indonesia, Israel, Malaysia, Philippines, Romania, Singapore, South Africa, South Korea, Taiwan, Thailand, Vietnam)
- Xiaomi Mi Pay (China)
- Yandex.Money (Russia)
- Yoyo Wallet (Singapore)
- Zapp (UK and Ireland)
- Zapper (Belgium, France, Germany, Netherlands, South Africa, Spain, Sweden, UK)
- Zuum (Brazil)
- Other

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

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

**PRODUCTS /
TOPICS TALKED
ABOUT ONLINE****

Which of the following products, services or topics have you posted opinions about online in the past month?

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

Marketing Touchpoints

Brand Discovery / Engagement

BRAND DISCOVERY*

In which of the following ways are you most likely to find out about new brands, products, or services?

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

**BRAND
DISCOVERY
SEGMENTATION**

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

- Paid Media** This segment includes respondents who say they discover brands via any of the following channels:
- Ad heard on the radio
 - Ad in a magazine or newspaper
 - Ad on a billboard or poster
 - Ad seen at the cinema
 - Ad seen on a mobile/tablet app
 - Ad seen on TV
 - Ad seen online
 - Ads seen on public transport
 - Search engines
- Owned Media** This segment includes respondents who say they discover brands via any of the following channels:
- Ability to pay with cash on delivery
 - Emails or letters / mailshots from companies
 - In Brand / product websites
 - In-store product displays or promotions
 - Product brochures / catalogues
 - Product samples or trials
 - Update on a brand's social network page
- Earned Media** This segment includes respondents who say they discover brands via any of the following channels:
- Consumer review sites
 - Endorsement by a celebrity or well-known individual
 - Forums / message boards
 - Personalized purchase recommendations on a website
 - Post or review from an expert blogger
 - Product comparison websites
 - Recommendation / comment on a social network
 - Stories / articles in a printed edition of a newspaper or magazine
 - Stories / articles on a newspaper or magazine's website
 - TV shows / films
 - Vlogs
 - Word-of-mouth recommendation from a friend or family member

BRAND ADVOCACY 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
- When I've received great customer service
- When something enhances my online reputation / status
- When something is relevant to my friends' interests
- When something is relevant to my own interests

BRAND ROLE IN CONSUMER'S LIFE: BRAND QUALITIES

Which of these do you want brands to be?

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

BRAND ROLE IN CONSUMER'S LIFE: BRAND ACTIONS

Which of these things do you want brands to do?

- Be eco-friendly
- Be socially responsible
- 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

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

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. Twitter)
- Mobile apps
- Online pinboards (e.g. Pinterest)
- Price comparison websites
- Product / brand sites
- Question & Answer sites
- Search engines
- Social networks
- Specialist / independent review sites
- Video sites
- Vlogs (blogs recorded in video form)

ONLINE BRAND INTERACTIONS IN LAST MONTH

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

- 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
- Click & Collect delivery
- Coupons or discounts
- Easy returns policy
- Entry into competitions
- Exclusive content or services
- Free delivery
- "Guest" check-out (with no sign-in required)
- Knowing the product / company is environmentally friendly
- Live-chat box so you can speak to the company
- Lots of "likes" or good comments on social media
- Loyalty points
- Next-day delivery
- Option to use "buy" button on a social network
- Quick / easy online checkout process
- Reviews from other consumers

Brand

AIRLINES: AWARENESS**

Which of these airlines have you heard of?

- ADA *Colombia only*
- Aer Lingus *Belgium, Ireland, Portugal, Spain, Switzerland and UK only*
- Aeroflot *Israel, Poland, Russia only*

AIRLINES: ENGAGEMENT**

Have you flown with any of these airlines?

- Aerolíneas Argentinas *Argentina, Brazil, Colombia and Mexico only*
- Aeromar *Mexico only*

AIRLINES: ADVOCACY**

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

- Aeromexico *Argentina, Brazil, Colombia and Mexico only*
- Air Arabia *UAE only*
- Air Busan *South Korea only*
- Air Cairo *Egypt only*
- Air Canada *Israel and Canada only*
- Air China *China, Japan, South Korea, USA and Vietnam only*
- Air France *Not Indonesia, Malaysia, New Zealand, Philippines or Taiwan*
- Air India *India only*
- Air New Zealand *Australia, New Zealand, Singapore and UK only*
- AirAsia *Select markets only*
- AirLink *South Africa only*
- Alaska Airlines *USA and Canada only*
- Alitalia *Select markets only*
- All Nippon Airways *Select markets only*
- American Airlines *All markets except Indonesia, Malaysia, Russia and Taiwan*
- AnadoluJet *Turkey only*
- Arkia *Israel only*
- Asiana Airlines *Select markets only*
- AtlasGlobal *Turkey only*
- Austral *Argentina only*
- Austrian Airlines *Select Markets only*
- Avianca *Argentina, Brazil, Colombia and Mexico only*
- Azul Brazilian Airlines *Brazil only*
- Bangkok Airways *Thailand only*
- Batik Air *Indonesia only*
- Bearskin Airlines *Canada only*
- BRA *Sweden only*
- Blue Air *Romania only*
- British Airways
- Brussels Airlines *Select markets only*
- Buffalo Airways *Canada only*
- Canadian North *Canada only*
- Carpatair *Romania only*
- Cathay Dragon *Hong Kong and Taiwan only*
- Cathay Pacific *Select markets only*
- Cebu Pacific *Philippines and Singapore only*
- China Airlines *Select markets only*
- China Eastern *Select markets only*

Questions marked with * are seen by all respondents, including those who answer the shorter version of the Core survey via mobile.

Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

- China Express Airlines *Hong Kong only*
- China Southern *All APAC markets except India, Indonesia, Japan and Philippines*
- Citilink *Indonesia only*
- Condor *Germany only*
- CopaAirlines *Colombia only*
- Corendon Airlines *Netherlands and Turkey only*
- Danish Air Transport *Denmark only*
- Delta *All markets except Indonesia, Malaysia, Portugal and Russia*
- Direktflyg *Sweden only*
- Easter Jet *Ireland only*
- EasyFly *Colombia only*
- EasyJet *All European markets except Romania and Russia*
- Edelweiss Air *Switzerland only*
- EgyptAir *Egypt only*
- El Al *Israel only*
- Emirates *All markets except Israel*
- EnterAir *Poland only*
- Etihad *Select markets only*
- Eurowings *Select European markets only*
- EVA Air *Select markets only*
- Far Eastern Air *Taiwan only*
- Fiji Airways *New Zealand only*
- FinnAir *Select markets only*
- Firefly *Malaysia only*
- Flybe *Belgium, Ireland, Poland, Portugal, Spain, Switzerland and UK only*
- Flydubai *UAE only*
- Flynas *Saudi Arabia only*
- FlySafair *South Africa only*
- Freebird Airlines *Turkey only*
- Garuda Indonesia *Select APAC markets only*
- Go Air *India only*
- Gol *Argentina, Brazil, Colombia and Mexico only*
- Hainan Airlines *China only*
- Hawaiian Airlines *USA only*
- Hong Kong Airlines *China and Hong Kong only*
- HOP! *France only*
- Iberia *Select markets only*
- Icelandair *Denmark and Sweden only*
- IndiGo *India only*
- Interjet *Mexico only*
- Israir *Israel only*
- Izair *Turkey only*
- Japan Airlines *Select markets only*
- Jeju Air *South Korea only*

- Jet2 *Italy, Netherlands, Poland, Portugal, Spain and UK only*
- JetBlue *Colombia only*
- Jetstar Pacific Airlines *All APAC markets except China, India, Philippines, South Korea and Thailand*
- Jin Air *South Korea only*
- Kingfisher Airlines *India only*
- KLM *All markets except Brazil, Philippines and Thailand*
- Korean Air *Select markets only*
- kulula *South Africa only*
- LATAM *Argentina, Brazil, Colombia, Mexico and USA only*
- Lion Air *Indonesia and Thailand only*
- LOT *Israel, Poland, Russia, Spain, Sweden, Switzerland, UK Only*
- Lufthansa
- Magnicharters *Mexico only*
- Malaysina Airlines *Select markets only*
- Malindo Air *Malaysia only*
- Mandarin Airlines *Taiwan only*
- Mango *South Africa only*
- Nesma Airlines *Saudi Arabia only*
- New Gen Airways *Thailand only*
- Nile Air *Egypt only*
- Nok Air *Thailand only*
- Norwegian Airlines *All European markets except Romania and Russia*
- Novair *Sweden only*
- Onur Air *Turkey only*
- Pacific Coastal Airlines *Canada only*
- PAL Express *Philippines only*
- Passaredo *Brazil only*
- Peach *Hong Kong, Japan, South Korea and Taiwan only*
- Pegasus *Turkey only*
- Philippine Airlines *Philippines, Singapore and Vietnam only*
- Qantas *Select markets only*
- Qatar *All markets except Brazil, Canada, Colombia, Israel, Italy, Mexico, Poland, Portugal, South Korea, Sweden and Taiwan*
- Rossiya *Russia only*
- Royal Air Maroc *France only*
- Ryanair *All European markets except Romania and Russia*
- S7 / Siberian Airlines *Russia only*
- SATENA *Colombia only*
- Saudia *Saudi Arabia only*
- SaudiGulf *Saudi Arabia only*
- Scandinavian Airlines *Belgium, Denmark, Germany, Italy, Japan, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and UK only*
- Scoot *Australia, Hong Kong, Indonesia, Malaysia, Singapore and Taiwan only*
- Shanghai Airlines *China only*

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

**ALCOHOL:
BEER / LAGER****

When did you last drink these alcohol brands?

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

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

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

- Holsten *Romania only*
- Hop House 13 *Ireland only*
- Hunter's *South Africa only*
- Ichnusa *Italy only*
- Imperial *Argentina, Portugal*
- Indio *Mexico only*
- Isenbeck *Argentina only*
- Itaipava *Brazil only*
- James Boag's *Australia only*
- John Smith's *UK only*
- Jupiler *Belgium, Netherlands*
- Kaiser *Brazil only*
- Kalyani *India only*
- Kingfisher *India, Singapore*
- Kirin Ichiban *Japan only*
- Klinskoe *Russia only*
- Knock Out *India only*
- Kozel *Russia only*
- Krombacher *Germany only*
- Kronenbourg *Australia, France, Italy, Singapore, UK*
- Krusovice *Russia only*
- Kung *Sweden only*
- Labatt *Canada only*
- Larue Beer *Vietnam only*
- Lech *Poland only*
- Leffe *Belgium, France, Italy only*
- Leo Beer *Singapore, Thailand only*
- Lion *New Zealand only*
- Lucky Lager *Canada only*
- Maccabee *Israel Only*
- Maes Pils *Belgium only*
- Mahou *Spain only*
- Mariestads *Sweden only*
- Marina *Portugal only*
- Max *South Korea only*
- Michelob *USA only*
- Miller *Argentina, Russia, Turkey only*
- Miller Light *Canada, US only*
- Mixta *Spain only*
- Modelo Especial *Mexico only*
- Molson *Canada, Ireland only*
- Moretti *Australia, Italy only*
- Negra Modelo *Mexico only*
- Neumarkt *Romania only*
- Noroc *Romania only*
- Nova Schin *Brazil only*
- OB Golden *South Korea only*
- Oettinger *Germany only*
- OkocimIndia *Poland only*
- Orion *Japan only*
- Ottakringer *Austria 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*
- Poker *Colombia only*
- Pripps *Sweden only*
- Pure Blonde *Australia only*
- Quilmes *Argentina only*
- Quöllfrisch *Switzerland only*
- Radeberger *Germany only*
- Red Horse *Philippines only*
- Redd's *South Africa only*
- Royal *Denmark only*
- S Beer *South Korea only*
- Sagres *Portugal only*
- Saigon Beer *Vietnam only*
- Salta *Argentina only*
- San Miguel
- Sapporo *Australia, Malaysia, Japan, South Korea only*
- Savanna *South Africa only*
- Schneider *Argentina only*
- Sedrin *China only*
- Silva *Romania only*
- Singha *Singapore, Thailand only*
- Skol *Brazil, Hong Kong only*
- Småland *Sweden only*
- Snow *China only*
- Sofiero *Sweden only*
- Sol *Argentina, Mexico only*
- Spar Pilsner *Denmark only*
- Spaten *Russia only*
- Speight's *New Zealand only*
- Staropramen *Sweden only*
- Steinlager *New Zealand, Singapore 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*
- Thunderbolt *India only*
- Tiger *Malaysia, Singapore, Vietnam only*
- Timisoreana *Romania only*
- Tooheys (e.g. Tooheys New, Extra Dry, Old) *Australia only*
- Tropical *Spain only*
- Truc Bach Beer *Vietnam only*
- Tsingtao *China, Hong Kong*
- Tuborg *Denmark, India, Italy, Russia, Turkey only*
- Tui *New Zealand only*
- Tyskie *Poland only*
- UB Export *India only*
- Ursus *Romania only*
- Van Pur *Poland only* Veltins *Germany only*
- Victoria Bitter *Australia only*
- Victoria *Mexico only*
- Voll Damm *Spain only*
- Warsteiner *Germany only*
- Windhoek *South Africa only*
- XXXX (e.g. Gold, Summer Bright Lager, Bitter) *Australia only*
- Yanjing *China only*
- Žatecký Gus *Russia only*
- Zipfer *Austria only*
- Zubr *Poland only*
- Zywiec *Poland only*
- None of these

**ALCOHOL:
CIDER****

When did you last drink these alcohol brands?

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

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

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

**ALCOHOL:
SPIRITS****

When did you last drink these alcohol brands?

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

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

BAIJIU *China only*

- Maotai
- Wuliangye

BRANDY / COGNAC

- Camus
- Courvoisier
- Dreher
- Emperador
- Hennessy
- Martell
- McDowell's No.1 Brandy
- Old Admiral Brandy
- Old Kenigsberg *Russia only*
- Paul Masson
- Rémy Martin
- Stock 84 *Italy only*

GIN

- Beefeater
- Bombay Sapphire
- Citadelle *France, Spain only*
- Gin Mare *Germany, Spain, UK only*
- Ginebra San Miguel *Philippines only*
- Gordon's
- Hendrick's
- Larios *Spain only*
- Seagram's
- Tanqueray

LIQUEUR

- Amaro Lucano *Italy only*
- Amarula
- Bailey's
- Cointreau
- Kahlua
- Limconcetta di Sorrento *Italy only*
- Limoncè *Italy only*
- Lucano Limoncello *Italy only*
- Malibu

RUM

- Appleton Jamaica Rum
- Bacardi
- Barcelo
- Cacique *Spain, Latam only*
- Captain Morgan
- Contessa
- Havana Club
- McDowell's No.1 Celebration
- Negrita *France, Spain only*
- Old Monk *India only*
- Old Port Rum *India only*
- Ron Medellin *Latam only*
- Sailor Jerry
- Tanduay *APAC only*

TEQUILA

- 7 Leguas *Mexico only*
- Cabeza
- Calle 23
- Cimarron
- Don Julio
- El Jimador
- Espolon *Mexico, US only*
- Fortaleza
- Herradura
- Jose Cuervo
- Ocho
- Olmeca Altos
- Patron
- Sauza
- Tapatio

When did you last drink these alcohol brands?

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

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

VODKA

- Absolut
- Belenkaya *Russia only*
- Belvedere
- Cîroc
- Finlandia *Romania only*
- Grey Goose
- Hanoi Vodka *Vietnam only*
- Keglevich *Italy only*
- Khlebny Dar *Poland, Russia only*
- Khortytza
- Krupnik *Poland, Russia only*
- Lua Moi *Vietnam only*
- Nep Moi *Vietnam only*
- Pyat Ozer *Russia only*
- Skyy
- Smirnoff
- Svedka *Germany, Poland, Russia, South Korea, Sweden, US only*
- Żubrówka

WHISKY / WHISKEY

- 100 Pipers *India, Thailand only*
- Ballatine's
- Bells
- Black Velvet
- Blender Pride *India only*
- Bundaberg *Australia only*
- Canadian Club
- Chita *Japan only*
- Chivas Regal
- Crown Royal
- Dewar's
- Evan Williams

- Glenfiddich
- Glenlivet
- Glenmorangie
- Grant's
- Hakushu *Japan only*
- Hibiki
- Imperial Blue *India only*
- J&B
- Jack Daniel's
- Jameson
- Jim Beam
- Johnnie Walker
- Label 5
- Macallan
- Maker's Mark
- McDowell's No.1 Whisky *India only*
- Nikka *Japan only*
- Officer's Choice *India only*
- Old Pulteney *Netherlands, Sweden, UK only*
- Royal Salut
- Royal Stag *India only*
- Teacher's *Australia, India, Singapore, UK only*
- The Famous Grouse *Hong Kong, Netherlands, New Zealand, Portugal, Sweden, UK only*
- Topi Miring Whiskey *Indonesia only*
- Tullamore Dew
- William Lawson's
- William Peel
- Yamazaki *Japan only*

**AUTOMOTIVE:
ENGAGEMENT****

Has your household ever owned cars from any of these brands? This includes any cars owned / leased by you personally, or by anyone else in your household.

- Have this car brand now
- Had this car brand previously
- Never had this car brand

- Alfa Romeo
- Audi
- Bajaj *India only*
- Baojun *China only*
- BMW
- Buick *Canada, China, Mexico, US only*
- Cadillac *US only*
- Changan *China only*
- Chevrolet *Not Australia or New Zealand*
- Citroen *Not US or Canada*
- Dacia *Romania only*
- Daihatsu *China, Indonesia, Japan only*
- Dodge
- Fiat
- Ford
- GAC *China only*
- GMC *USA only*
- Great Wall Haval *China only*
- Hero *India only*
- Hino *Hong Kong only*
- Honda
- Hyundai
- Infiniti *US only*
- Jaguar *Select Markets only*
- Jeep *Australia and US only*
- KIA
- Lada *Russia only*
- Land Rover *Select Markets only*
- Lexus
- Mahindra *India only*
- Maruti Suzuki *India only*
- Maxus *China, Hong Kong only*
- Mazda
- Mercedes-Benz
- MINI
- Mitsubishi
- Nissan
- Opel *Europe, China, Egypt, Israel, Singapore, South Africa, UAE only. Displayed as Vauxhall in UK*
- Peugeot *Not US or Canada*
- Perodua *Malaysia only*
- Porsche *Select Markets only*
- Proton *Malaysia only*
- Ram *US only*
- Renault *Not US or Canada*
- Royal Enfield *India only*
- Seat
- Skoda
- Smart *Germany only*
- Subaru
- Suzuki
- Tata Motors *India, Indonesia, South Korea, South Africa, Thailand, UK only*
- Toyota
- TVS *India only*
- Volkswagen
- Volvo
- Wuling *China, Indonesia only*
- Yamaha *India only*
- Other

**AUTOMOTIVE:
ADVOCACY****

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

**BANKS / FINANCIAL INSTITUTIONS:
AWARENESS****

Which of these banks have you heard of?

- ABN AMRO *Netherlands only*
- Abu Dhabi Commercial Bank *UAE only*
- Agribank *Vietnam only*
- Agricultural Bank of China *China only*
- Akbank *Turkey only*
- Al Rajhi Bank *Saudi Arabia only*
- Alfa Bank *Russia only*
- Allied Irish Banks *Ireland only*
- ANZ Bank *Australia and New Zealand only*
- Arbejdernes Landsbank *Denmark only*
- ASB Bank *New Zealand only*
- Axis Bank *India only*
- Banamex *Mexico only*

**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

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

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

- Bancolombia *Colombia only*
- Banca Comerciala Romana (BCR) *Romania only*
- Banca Transilvania *Romania only*
- Banco Agrario *Colombia only*
- Banco Azteca *Mexico only*
- Banco Bilbao Vizcaya Argentaria (BBVA) *Colombia, Spain only*
- Banco BPM *Italy only*
- Banco Bradesco *Brazil only*
- Banco Comerical Português *Portugal only*
- Banco de Bogota *Colombia only*
- Banco de Galicia *Argentina only*
- Banco de la Nacion Argentina *Argentina only*
- Banco de Occidente *Colombia only*
- Banco do Brasil *Brazil only*
- Banco Marco *Argentina only*
- Banco Popular *Colombia only*
- Banco Português de Investimento *Portugal only*
- Bangkok Bank *Thailand 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 *Indonesia only*
- Bank OCBC NISP *Indonesia only*
- Bank of America *USA only*
- Bank of China *China and Hong Kong 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*
- Bank Massad Ltd *Israel only*
- Bank Mizrahi-Tefahot *Israel only*
- Bank of Taiwan *Taiwan only*
- Bank Otsar Ha-Hayal *Israel only*
- Bank Pekao *Poland only*
- Bank Permata *Indonesia only*
- Bank Poaley Agudat Israel Ltd *Israel only*
- Bank Rakyat Indonesia *Indonesia only*
- Bankia *Spain only*
- Banque Du Caire *Egypt only*
- Banque Misr *Egypt only*
- Banque Populaire *France only*
- Banque Saudi Fransi *Saudi Arabia only*
- Barclays *Not Argentina, Belgium, France, Indonesia, New Zealand, Philippines, Poland, Saudi Arabia, Spain, Thailand, Turkey, Vietnam*
- BAWAG P.S.K. *Austria only*

Questions marked with * are seen by all respondents, including those who answer the shorter version of the Core survey via mobile.

Questions marked with ** appear in the Brand and Media modules of the Core survey, and are asked to a representative sub-set of the sample

- BBVA Banco Frances *Argentina only*
- BBVA Bancomer *Mexico only*
- BDO Unibank *Philippines only*
- Belfius *Belgium only*
- BIDV *Vietnam only*
- BMPS *Italy only*
- BNP Paribas *Belgium and France only*
- BPCE *France only*
- BPI *Philippines only*
- BRD - Group Societe Generale *Romania only*
- BTG Pactual *Colombia only*
- Caixa Econômica Federal *Brazil only*
- Caixa Geral de Depósitos *Portugal only*
- Caixabank *Spain only*
- Canadian Imperial Bank *Canada only*
- Capital One *USA only*
- Cathay United Bank *Taiwan only*
- CEC Bank *Romania only*
- China Construction Bank *China only*
- Chinatrust Commercial Bank *Taiwan only*
- CIMB *Malaysia only*
- CIMB Niaga *Indonesia only*
- Citigroup *Not Saudi Arabia*
- Commercial International Bank *Egypt only*
- Commerzbank *Germany only*
- Commonwealth Bank *Australia only*
- CorpBanca *Colombia only*
- Credit Agricole *France only*
- Crédit Industriel et Commercial *France only*
- Crédit Mutuel *France only*
- Credit Suisse *Switzerland only*
- Danske Bank *Denmark, Ireland only*
- DBS Bank *Singapore, Taiwan only*
- De Volksbank *Netherlands only*
- Deutsche Bank *Germany only*
- Dubai Islamic Bank *UAE only*
- DZ Bank *Germany only*
- Emirates NBD *UAE only*
- Erste Bank Sparkasse *Switzerland only*
- First Commercial Bank *Taiwan only*
- First Gulf Bank *UAE only*
- First International Bank of Israel *Israel Only*
- FirstRand Bank *South Africa only*
- Garanti Bank *Turkey only*
- Gazprombank *Russia only*
- Halifax UK *UK only*
- Hana Bank *South Korea only*
- Hang Seng Bank *Hong Kong only*
- HDFC Bank *India only*
- Hong Leong Bank *Malaysia only*

- HSBC *Not Belgium, Germany, Ireland, Italy, Netherlands, Portugal, Russia, South Africa, Spain, Sweden, Vietnam*
- Hypobanken *Austria only*
- ICICI Bank *India only*
- Industrial & Commercial Bank of China *China only*
- ING Bank *Belgium, France, Netherlands and Poland only*
- Intesa Sanpaolo *Italy only*
- Israel Discount Bank *Israel only*
- Itaú Unibanco *Brazil only*
- Japan Post Bank *Japan only*
- JP Morgan Chase *USA only*
- Julius Baer Group *Switzerland only*
- Jutlander Bank *Denmark only*
- Jyske Bank *Denmark only*
- Kasikornbank *Thailand only*
- KBC Bank *Belgium only*
- Kfw Bankgruppe *Germany only*
- Kookmin Bank *South Korea only*
- Kotak Mahindra Bank *India only*
- Krung Thai Bank *Thailand only*
- La Banque Postale *France only*
- Land Bank of the Philippines *Philippines only*
- Lloyds Bank *UK only*
- Malayan Banking Berhad (Maybank) *Malaysia only*
- mBank *Poland only*
- Mercantile Discount Bank *Israel only*
- Metrobank *Philippines only*
- Mitsubishi UFJ *Japan only*
- Mizuho Financial Group *Japan only*
- Morgan Stanley *USA only*
- National Australia Bank *Australia only*
- National Bank of Abu Dhabi *UAE only*
- National Bank of Egypt *Egypt only*
- National Commercial Bank *Saudi Arabia only*
- Natwest *UK only*
- Nedbank *South Africa only*
- Nordea Bank AB *Sweden only*
- Nordjyske Bank *Denmark only*
- Novo Banco *Portugal only*
- Nykredit Bank *Denmark only*
- Oberbank *Austria only*
- OCBC Bank *Singapore only*
- PKO Bank Polski *Poland only*
- PNB *Philippines only*
- PNC *USA only*
- Postfinance *Switzerland only*
- Promsvyazbank *Russia only*
- Public Bank Berhad *Malaysia only*
- Punjab National Bank *India only*
- Rabobank *Netherlands only*
- Raiffeisen Banken *Austria only*

- RHB Bank *Malaysia only*
- Riyad Bank *Saudi Arabia only*
- Royal Bank of Canada *Canada only*
- Royal Bank of Scotland *UK only*
- Samba Financial Group *Saudi Arabia only*
- Santander *Not Canada, Egypt, India, Indonesia, Ireland, Malaysia, Netherlands, New Zealand, Philippines, Russia, Saudi Arabia, South Africa, Sweden, Thailand, Turkey, UAE, Vietnam*
- Sberbank *Russia only*
- Scotiabank *Canada, Colombia only*
- Shinhan Bank *South Korea 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 Hong Kong *Hong Kong only*
- State Bank of India *India only*
- Sumitomo Mitsui *Japan only*
- Sydbank *Denmark only*
- Svenska Handelsbanken AB *Sweden only*
- Swedbank AB *Sweden only*
- Taishin *Taiwan only*
- TD Bank *Canada only*
- TMB Thai Military Bank *Thailand only*
- TSB *UK only*
- Türkiye İş Bankası *Turkey only*
- UBS *Switzerland only*
- UBI Banca *Italy only*
- Ulster Bank *Ireland only*
- UniCredit *Italy only*
- United Overseas Bank *Singapore only*
- Vietcombank *Vietnam only*
- VietinBank *Vietnam only*
- Volksbanken *Austria only*
- Vontobel *Switzerland only*
- VTB Bank *Russia only*
- Wells Fargo *USA only*
- Westpac (WBC) *Australia and New Zealand only*
- Woori Bank *South Korea only*
- Ziraat Bankasi *Turkey only*
- Zurich Cantonal Bank (ZKB) *Switzerland only*

CONVENIENCE BRANDS / QSRS**

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

- Weekly
- Monthly

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

China	<ul style="list-style-type: none"> AS Watson Burger King Cafe Coffee Day CHAMATE CoCo ICHIBANYA Coles Costa Coffee Dairy Farm Dairy Queen 	<ul style="list-style-type: none"> Dicos Domino's HÄgen-Dazs J.CO Donuts J-kungfu Joe & The Juice KFC Krispy Kreme Little Caesars Luckin coffee 	<ul style="list-style-type: none"> McDonald's Mister Donut Papa John's Peet's Cafe Pizza Hut Shake shack Starbucks Subway Taco Bell Tim Horton's 	<ul style="list-style-type: none"> Woolworths Yong He Yoshinoya
Colombia	<ul style="list-style-type: none"> AS Watson Burger King Cafe Coffee Day CHAMATE CoCo ICHIBANYA Coles Dairy Farm Dairy Queen Dicos 	<ul style="list-style-type: none"> Domino's HÄgen-Dazs J.CO Donuts J-kungfu Joe & The Juice KFC Krispy Kreme Little Caesars Luckin coffee McDonald's 	<ul style="list-style-type: none"> Mister Donut Papa John's Peet's Cafe Pizza Hut Shake shack Starbucks Subway Taco Bell Tim Horton's Woolworths 	<ul style="list-style-type: none"> Yong He Yoshinoya
Denmark	<ul style="list-style-type: none"> Banana Joe Burger King Domino's Gasoline Grill Jagger Fast Food 	<ul style="list-style-type: none"> Joe & The Juice KFC Krispy Kreme McDonald's Papa John's Pizza Hut 	<ul style="list-style-type: none"> Starbucks Subway Yoburger 	
Egypt	<ul style="list-style-type: none"> Buffalo Burger Burger Fuel Burger King Caffe Nero Caribou Cook Door Costa Coffee Dairy Queen Debonairs Pizza 	<ul style="list-style-type: none"> Domino's Five Guys Freedom pizza Glovo Hardee's Joe & The Juice Johnny Rockets Jollibee KFC 	<ul style="list-style-type: none"> Krispy Kreme Little Caesars Man'oushe street McDonald's Mo'men Paavos Papa Murphy's Pizza 	<ul style="list-style-type: none"> Pizza Hut Shake shack Starbucks Subway Texas Chicken Tim Horton's
France	<ul style="list-style-type: none"> Buffalo Grill Burger King Chipotle Domino's Exki Five Guys 	<ul style="list-style-type: none"> Flunch Glovo Joe & The Juice KFC Krispy Kreme McDonald's 	<ul style="list-style-type: none"> Papa John's Pizza Hut Planet Sushi Starbucks Subway Sushi Shop 	

Germany	<ul style="list-style-type: none"> • Back Factory • Backwerk • Burger King • Chipotle • Ditsch • Domino's • Five Guys 	<ul style="list-style-type: none"> • Joe & The Juice • Joey's Pizza • KFC • Krispy Kreme • Kochlöffel • McDonald's • Nordsee 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Starbucks • Subway • Sushi Shop • Wienerwald 	
Hong Kong	<ul style="list-style-type: none"> • AS Watson • Burger King • Cafe Coffee Day • Cafedecoral • CoCo • ICHIBANYA • Coles • Dairy Farm • Domino's 	<ul style="list-style-type: none"> • Fairwood • J.CO Donuts • Joe & The Juice • Jollibee • KFC • Krispy Kreme • Little Caesars • Maxismx • McDonald's 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Starbucks • Subway • Woolworths • Yoshinoya 	
India	<ul style="list-style-type: none"> • AS Watson • Barista • Baskin Robbins • BigBazaar • Burger King • Cafe Coffee Day • Coles • Costa Coffee • Dairy Farm 	<ul style="list-style-type: none"> • Domino's • Gelato • J.CO Donuts • Joe & The Juice • KFC • Krispy Kreme • Little Caesars • McDonald's • More (store) 	<ul style="list-style-type: none"> • Nando's • Papa John's • Pizza Hut • Potbelly • Sandwich Shop • Reliance Fresh (store) • Starbucks • Subway 	<ul style="list-style-type: none"> • Taco Bell • Woolworths
Indonesia	<ul style="list-style-type: none"> • AS Watson • Ayam Geprek Benu • Bakmi GM • Baskin Robbins • Break Talk • Burger King • Cafe Coffee Day • CoCo • ICHIBANYA • Coles • Dairy Farm 	<ul style="list-style-type: none"> • Dairy Queen • D'cost • Domino's • Es Teier 77 • Fish & Co • Hoka hoka bento • J.CO Donuts • Joe & The Juice • Jollibee • Kebab Turki Baba Rafi 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • Little Caesars • McDonald's • Mister Donut (Dunkin' Donuts) • Papa John's • Pizza Hut • Restoran Sederhana • Solaria • Starbucks 	<ul style="list-style-type: none"> • Wendy's • Woolworths

Ireland	<ul style="list-style-type: none"> • Abrakebabra • Burger King • Caffè Nero • Costa Coffee • Domino's • Eddie Rocket's • Five Guys 	<ul style="list-style-type: none"> • Four Star Pizza • Insomnia • Joe & The Juice • KFC • Krispy Kreme • McDonald's • Milano 	<ul style="list-style-type: none"> • Nando's • O'Briens • Sandwich Bar • Papa John's • Pizza Hut • Starbucks • Subway 	<ul style="list-style-type: none"> • Supermacs
Israel	<ul style="list-style-type: none"> • Aroma • BBB • Burgar Runch • Burgas Bar • Burger King 	<ul style="list-style-type: none"> • Domino's • Hoka • KFC • Krispy Kreme • Lehem Haarz 	<ul style="list-style-type: none"> • McDonald's • Papa John's • Pizza Hut • Starbucks • Subway 	<ul style="list-style-type: none"> • tonyvespa
Italy	<ul style="list-style-type: none"> • Burger King • Domino's • Exki • Five Guys 	<ul style="list-style-type: none"> • Flunch • Glovo • Joe & The Juice • Jollibee 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • McDonald's • Papa John's 	<ul style="list-style-type: none"> • Subway • Sushi Shop
Japan	<ul style="list-style-type: none"> • AS Watson • Burger King • Cafe Coffee Day • CoCo • ICHIBANYA • Coles • Dairy Farm • Domino's • J.CO Donuts 	<ul style="list-style-type: none"> • Joe & The Juice • KFC • Krispy Kreme • Little Caesars • McDonald's • MOS Burger • Mister Donut (Dunkin' Donuts) 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Shake shack • Starbucks • Subway • Taco Bell • Tully's • Woolworths 	
Malaysia	<ul style="list-style-type: none"> • AS Watson • A&W • Burger King • Cafe Coffee Day • CoCo • ICHIBANYA • Coles • Dairy Farm 	<ul style="list-style-type: none"> • Domino's • J.CO Donuts • Joe & The Juice • Jollibee • Kebab Turki Baba Rafi • Kenny Rogers Roasters 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • Little Caesars • Marrybrown • McDonald's • Nando's • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Starbucks • Subway • Surgarbun • Texas Chicken • Woolworths
Mexico	<ul style="list-style-type: none"> • Burger King • Carl's Jr • Dairy Queen • Domino's 	<ul style="list-style-type: none"> • Jollibee • KFC • Krispy Kreme • McDonald's 	<ul style="list-style-type: none"> • Oxxo • Papa John's • Pizza Hut • Starbucks 	<ul style="list-style-type: none"> • Subway • Tim Horton's

Netherlands	<ul style="list-style-type: none"> Burger King Domino's Doner Company Exki FEBO Joe & The Juice 	<ul style="list-style-type: none"> KFC Krispy Kreme Kwalitaria McDonald's New York Pizza Pizza Hut 	<ul style="list-style-type: none"> Smullers Snackpoint Starbucks Subway Sushi Shop Taco Mundo 	
New Zealand	<ul style="list-style-type: none"> AS Watson Burger Fuel Burger King Cafe Coffee Day Carl's Jr Coles Dairy Farm 	<ul style="list-style-type: none"> Domino's Hell Pizza J.CO Donuts Joe & The Juice KFC Krispy Kreme Little Caesars 	<ul style="list-style-type: none"> McDonald's Nando's Papa John's Pita Pit Pizza Hut Starbucks Subway 	<ul style="list-style-type: none"> Woolworths Zambrero
Philippines	<ul style="list-style-type: none"> Army Navy AS Watson Bon Chon Chicken Burger King Cafe Coffee Day Chowking CoCo ICHIBANYA Coles Dairy Farm Dairy Queen Domino's 	<ul style="list-style-type: none"> Goldilocks Foodshoppe Greenwich J.CO Donuts Joe & The Juice Jollibee Kebab Turki Baba Rafi Kenny Rogers KFC Krispy Kreme Little Caesars Mang Inasal 	<ul style="list-style-type: none"> McDonald's Mister Donut (Dunkin' Donuts) Papa John's Pizza Hut Shakey's Starbucks Subway Tim Horton's Wendy's Yellow Cab Pizza 	
Poland	<ul style="list-style-type: none"> Burger King Caffe Nero Costa Coffee Domino's Flunch 	<ul style="list-style-type: none"> Joe & The Juice KFC Krispy Kreme McDonald's Mr Hamburger 	<ul style="list-style-type: none"> Papa John's Pizza Hut Salad Story Starbucks Subway 	<ul style="list-style-type: none"> Telepizza Tim Horton's
Portugal	<ul style="list-style-type: none"> Burger King Domino's Glovo H3 	<ul style="list-style-type: none"> Joe & The Juice KFC Krispy Kreme McDonald's 	<ul style="list-style-type: none"> Papa John's Pizza Hut Starbucks Subway 	<ul style="list-style-type: none"> Sushi Shop Telepizza

Romania	<ul style="list-style-type: none"> • 5toGo • Burger King • Chopstix • Domino's • Filicory • Glovo • Jerry'S Pizza • Joe & The Juice 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • Manufaktura by Doncafe • McDonald's • OroToro • Paul • Papa John's 	<ul style="list-style-type: none"> • Petru Simigerie • Pizza Hut • SaladBox • Spartan • Spring Time • Starbucks • Subway • Taco Bell 	<ul style="list-style-type: none"> • Tip Top • Trenta Pizza • WuXing
Russia	<ul style="list-style-type: none"> • Burger King • Coffee House • Coffee Shop Company • Costa Coffee • Domino's • Joe & The Juice 	<ul style="list-style-type: none"> • KFC • Kroshka • Kartoshka • Krispy Kreme • McDonald's • Papa John's • Pizza Hut 	<ul style="list-style-type: none"> • Shake shack • Shokoladnitsa • Starbucks • Stardogs • Subway • Traveler's Coffee 	
Saudi Arabia	<ul style="list-style-type: none"> • Albaik • Burger Fuel • Burger King • Caffè Nero • Caribou • ChickKing • Cone Zone • Costa Coffee • Dairy Queen • Debonairs Pizza • Domino's 	<ul style="list-style-type: none"> • Five Guys • Freedom pizza • Hardee's • Herfy • Joe & The Juice • Johnny Rockets • Jollibee • KFC • Krispy Kreme • Kudu • Little Caesars 	<ul style="list-style-type: none"> • Man'oushe street • McDonald's • Papa John's • Paavos • Papa Murphy's Pizza • Pizza Hut • Shake shack • Starbucks • Subway 	<ul style="list-style-type: none"> • Texas Chicken • Tim Horton's
Singapore	<ul style="list-style-type: none"> • AS Watson • A&W • Burger King • Cafe Coffee Day • Carl's Jr • Chic-A-Boo • CoCo • ICHIBANYA • Coffee Bean & Tea Leaves • Coffee Club • Coles 	<ul style="list-style-type: none"> • Dairy Farm • Delifrance • Domino's • J.CO Donuts • Joe & The Juice • Jollibee • KFC • Krispy Kreme • Little Caesars • Long John Silver • McDonald's • MOS Burger 	<ul style="list-style-type: none"> • Nando's • Papa John's • Pizza Hut • Popeyes Louisiana Kitchen • Shake shack • Starbucks • Subway • Texas Chicken • Woolworths 	<ul style="list-style-type: none"> • The Coffee Connoisseur (TCC)

South Africa	<ul style="list-style-type: none"> • Burger Fuel • Burger King • Butler's Pizza • Chicken Licken • Debonairs Pizza • Domino's 	<ul style="list-style-type: none"> • Kauai • KFC • Krispy Kreme • McDonald's • Mugg & Bean • Nando's 	<ul style="list-style-type: none"> • Papa John's • Pizza Hut • Simply Asia • Starbucks • Steers • St Elmo's pizza 	<ul style="list-style-type: none"> • Subway • Wimpy 	
South Korea	<ul style="list-style-type: none"> • AS Watson • Burger King • Cafe Coffee Day • CoCo • ICHIBANYA • Coles • Dairy Farm • Domino's • J.CO Donuts • Joe & The Juice • KFC 	<ul style="list-style-type: none"> • Krispy Kreme • Little Caesars • McDonald's • Mister Donut • (Dunkin' Donuts) • Papa John's • Pelicana Chicken • Pizza Hut • Shake shack • Starbucks • Subway 	<ul style="list-style-type: none"> • Woolworths 		
Spain	<ul style="list-style-type: none"> • 100 Montaditos • Burger King • Dehesa Santa Maria • Domino's • Five Guys • Flunch • Foster's • Hollywood 	<ul style="list-style-type: none"> • Fresco • Glovo • Joe & The Juice • KFC • Krispy Kreme • McDonald's • Pans & Company • Papa John's 	<ul style="list-style-type: none"> • Pizza Hut • Ribs • Rodilla • Starbucks • Subway • Sushi Shop • Taco Bell • Telepizza • Tim Horton's 	<ul style="list-style-type: none"> • Viena • VIPS 	
Sweden	<ul style="list-style-type: none"> • Burger King • Caffè Nero • Domino's • Frasses • Joe & The Juice • KFC • Krispy Kreme 	<ul style="list-style-type: none"> • Max Hamburgers • McDonald's • Papa John's • Pizza Hut • Redfellas • Sibylla 	<ul style="list-style-type: none"> • Starbucks • Subway • Wayne's Coffee 		
Switzerland	<ul style="list-style-type: none"> • Brezelkönig • Burger King • Domino's • Hitzberger • Joe & The Juice 	<ul style="list-style-type: none"> • KFC • Krispy Kreme • McDonald's • Nordsee • Papa John's 	<ul style="list-style-type: none"> • Pizza Hut • Starbucks • Subway • Sushi Shop • Telepizza 	<ul style="list-style-type: none"> • Yoojis 	

Taiwan	<ul style="list-style-type: none"> AS Watson Burger King Cafe Coffee Day Coles Dairy Farm Dandan Hamburg Dante Coffee 	<ul style="list-style-type: none"> Dicos Domino's Family Mart FatDaddy Ikari Coffee J.CO Donuts Joe & The Juice KFC 	<ul style="list-style-type: none"> Krispy Kreme Little Caesars Louisa Coffee McDonald's Mister Donut MOS Burger Papa John's Pizza Hut 	<ul style="list-style-type: none"> Starbucks Subway TKK Woolworths
Thailand	<ul style="list-style-type: none"> After You AS Watson Au bon pain Barbecue Plaza Burger King Cafe Coffee Day Chester Grill CoCo ICHIBANYA 	<ul style="list-style-type: none"> Coles Dairy Farm Dairy Queen Domino's Dunkin' Donuts Fuji Hot Pot J.CO Donuts Joe & The Juice 	<ul style="list-style-type: none"> Jollibee KFC Krispy Kreme Little Caesars McDonald's Mister Donut MK Papa John's 	<ul style="list-style-type: none"> Pizza Hut S&P Starbucks Subway Swensen The Pizza Woolworths
Turkey	<ul style="list-style-type: none"> Baydöner Burger King Caffe Nero Costa Coffee Domino's Glovo Joe & The Juice 	<ul style="list-style-type: none"> KFC Krispy Kreme Köfteci Ramiz Little Caesars McDonald's Papa John's Pizza Hut 	<ul style="list-style-type: none"> PizzaPizza Popeyes Chicken & Biscuits Sampiyon Kokoreç 	<ul style="list-style-type: none"> Shake Shack Simit Saray Starbucks Subway Tim Horton's
UAE	<ul style="list-style-type: none"> Albaik Burger Fuel Burger King Caffe Nero Caribou ChicKing Costa Coffee Debonairs Pizza Domino's 	<ul style="list-style-type: none"> Exki Five Guys Freedom pizza Hardee's Joe & The Juice Johnny Rockets Jollibee KFC Krispy Kreme 	<ul style="list-style-type: none"> Little Caesars Man'oushe street McDonald's Paavos Papa John's Papa Murphy's Pizza Pizza Hut 	<ul style="list-style-type: none"> Shake shack Starbucks Subway Sushi Shop Taco Bell Texas Chicken Tim Horton's
United Kingdom	<ul style="list-style-type: none"> Burger King Caffe Nero Chipotle CoCo ICHIBANYA Costa Coffee Domino's 	<ul style="list-style-type: none"> Eat Five Guys Greggs Joe & The Juice Jollibee KFC Krispy Kreme 	<ul style="list-style-type: none"> McDonald's Nando's Papa John's Pizza Hut Pret a Manger SFC Plus Shake Shack 	<ul style="list-style-type: none"> Starbucks Subway Sushi Shop Taco Bell Tim Horton's

- USA
- Arby's
 - 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
 - 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
 - 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
- AS Watson
 - Burger King
 - Cafe Coffee Day
 - CoCo
 - ICHIBANYA
 - Coles
 - Dairy Farm
 - Domino's
 - Highlands
 - J.CO Donuts
 - Joe & The Juice
 - Jollibee
 - KFC
 - Krispy Kreme
 - Little Caesars
 - Lotteria
 - McDonald's
 - Papa John's
 - Phuc Long
 - Pizza Hut
 - Starbucks
 - Subway
 - Trung Nguyen
 - The Coffee House
 - Woolworths

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

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

Australia	<ul style="list-style-type: none"> • Burn • Capri-Sun • Cascade Lemon and Lime • Cascasde Ginger Beer • Coca-Cola • Coke Zero • Cool Ridge Spring Water • Danone Aqua • Dare • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Glaceau • Smartwater • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Monster • Nescafe • Nespresso 	<ul style="list-style-type: none"> • Nestea Ice Tea • Nestle Pure Llife • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • V 	<ul style="list-style-type: none"> • Vitamin Water • Volvic • Zico Coconut Water
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Austria	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fanta • Fever Tree • Frucade • Gatorade • Hype Energy Drinks • Lattela • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife 	<ul style="list-style-type: none"> • Oasis • Orangina • Pago • Pepsi • Pepsi Max • Perrier • Powerade • Power Horse • Red Bull • Red Bull Simply Cola • Rockstar • San Pellegrino • Schweppes 	<ul style="list-style-type: none"> • Sprite • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
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Belgium	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fever Tree • Frutonic • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Monster • Nalu • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Llife 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water 	<ul style="list-style-type: none"> • Volvic • Zico Coconut Water
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Brazil	• Burn	• Evian	• Nespresso	• Sprite
	• Capri-Sun	• Fanta	• Nestea Ice Tea	• Tropicana
	• Carabao	• Fever Tree	• Nestle Pure Life	• Vitamin Water
	• Coca-Cola	• Gatorade	• Oasis	• Volvic
	• Coke Zero	• Guaraná	• Orangina	• Xamego
	• Convenção	• Antarctica	• Pepsi	• Zico Coconut
	• Cotuba	• H2OH!	• Pepsi Max	Water
	• Danone Aqua	• Hype Energy	• Perrier	
	• Diet Coke /	• Drinks	• Powerade	
	• Coca-Cola Light	• Itubaína	• Red Bull	
	• Diet Pepsi /	• Kuat	• Rockstar	
	• Pepsi Light	• Lipton Iced Tea	• San Pellegrino	
	• Dolly	• Lucozade	• Schin	
	• Dr Pepper / Diet	• Monster	• Schweppes	
	• Dr Pepper	• Nescafe	• Soda Antarctica	

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

China	• 7UP	• Gatorade	• Nongfu	• Scream
	• Burn	• Hui Yuan	• Oasis	• Sprite
	• Capri-Sun	• Hype Energy	• Orangina	• Tropicana
	• Carabao	• Drinks	• Pepsi	• Vitamin Water
	• Coca-Cola	• Jia Duo Bao	• Pepsi Max	• Volvic
	• Coke Zero	• Lipton Iced Tea	• Perrier	• Wang Lao Ji
	• Danone Aqua	• Lucozade	• Pocari Sweat	• Weiquan
	• Diet Coke /	• Master Kong	• Powerade	• Zico Coconut
	• Coca-Cola Light	• Minute Maid	• President Juice	Water
	• Diet Pepsi /	• Mirinda	• President Tea	
	• Pepsi Light	• Mizone	• Red Bull	
	• Dr Pepper / Diet	• Monster	• Robust	
	• Dr Pepper	• Nescafe	• Maidong	
	• Evian	• Nespresso	• Rockstar	
	• Fanta	• Nestea Ice Tea	• San Pellegrino	
	• Fever Tree	• Nestle Pure Life	• Schweppes	

Colombia

- 7UP
- Agua Brisa
- Agua Cristal
- Agua Manantia
- Big Cola
- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- Colombiana
- Danone Aqua
- Diet Coke /
Coca-Cola Light
- Diet Pepsi /
Pepsi Light
- Dr Pepper /
Diet Dr Pepper
- Evian
- Fanta
- Fever Tree
- Fuze Tea
- Gatorade
- Hatsu
- Hit
- Hype Energy
Drinks
- Jugos del Valle
- Lipton Iced Tea
- Lucozade
- Manzana
- Postobon
- Monster
- Mr Tea
- Nescafe
- Nespresso
- Nestea Ice Tea
- Nestle Pure Life
- Oasis
- Orangina
- Pepsi
- Pepsi Max
- Perrier
- Powerade
- Quatro
- Red Bull
- Rockstar
- San Pellegrino
- Schweppes
- Sporade
- Sprite
- Sr Toronjo
- Tropicana
- Vitamin Water
- Vive 100
- Volvic
- Zico Coconut
Water

Denmark

- Burn
- Capri-Sun
- Coca-Cola
- Coke Zero
- CULT Energy
Drink
- Danone Aqua
- Dansk
Citronvand
- Diet Coke /
Coca-Cola Light
- Diet Pepsi /
Pepsi Light
- Dr Pepper / Diet
Dr Pepper
- Evian
- Fanta
- Faxe Kondi
- Fever Tree
- Gatorade
- Harboe
- Hype Energy
Drinks
- Jolly Cola
- Lipton Iced Tea
- Lucozade
- Monster
- 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 Coconut
Water

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

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

Germany	• Apfelschorle	• Dr Pepper / Diet	• Nescafe	• Schweppes
	• Bionade	• Dr Pepper	• Nespresso	• Schwip Schwap
	• Burn	• Evian	• Nestea Ice Tea	• Spezi
	• Capri-Sun	• Fanta	• Nestle Pure Llife	• Sprite
	• Carabao	• Fassbrause	• Oasis	• Tropicana
	• Club Mate	• Fever Tree	• Orangina	• Vita Coco
	• Coca-Cola	• Gatorade	• Pepsi	• Vitamin Water
	• Coke Zero	• Hype Energy	• Pepsi Max	• Volvic
	• Danone Aqua	• Drinks	• Perrier	• Zico Coconut
	• Diet Coke / Coca-Cola Light	• Lipton Iced Tea	• Powerade	• Water
	• Diet Pepsi / Pepsi Light	• Lucozade	• Red Bull	
		• Mezzo Mix	• Rockstar	
		• Monster	• San Pellegrino	

Hong Kong	<ul style="list-style-type: none"> • 7UP • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper • Evian • Fanta 	<ul style="list-style-type: none"> • Fever Tree • Gatorade • Hi-C • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Monster • Mr. Juicy • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • TAO TI • Tropicana 	<ul style="list-style-type: none"> • Uni-President • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
<hr/>				
India	<ul style="list-style-type: none"> • 7UP • Appy • Appy Fizz • Bailey • Bnatural Fruit Juice • Burn • Campa Cola • Campa Lemon • Campa Orange • Campa Water • Capri-Sun • Coca-Cola • Coke Zero • Dabur Real • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper 	<ul style="list-style-type: none"> • Evian • Fanta • Fever Tree • Frooti • FruitsUp • Gatorade • Glaceau • Smartwater • Hype Energy Drinks • Kingfisher • Radler • Limca • Lipton Iced Tea • LMN • Lucozade • MangoSip • Master Kong • Mazaa • Minute Maid • Mirinda • Monster 	<ul style="list-style-type: none"> • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Nimbooz • Oasis • Orangina • Paperboat • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Real Fruit Juice • Red Bull • Rockstar • San Pellegrino • Schweppes • Slice • Sprite • Thums Up • Tropicana 	<ul style="list-style-type: none"> • Vitamin Water • Volvic • Zico Coconut Water

Indonesia	<ul style="list-style-type: none"> • 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 • Frestea • Fruit tea 	<ul style="list-style-type: none"> • Gatorade • Good Day • Good Mood • Hemaviton • Energy • Hype Energy • Drinks • Ichi Ocha • Ichitan • Kratingdaeng • Kukubima • EnerG • Le Minerale • Lipton Iced Tea • Lucozade • M150 • Master Kong • Minute Maid • Mizone • Monster 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Teh Botol • Teh Gelas • Teh Javana • Teh Kotak • Teh Pucuk • Tropicana • VIT • Vitamin Water • Volvic • YOU C100 • Zico Coconut Water
Ireland	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy • Drinks • Lilt • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic 	<ul style="list-style-type: none"> • 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 Llife
 - 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
- 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
 - Monster
 - Nescafe
 - Nespresso
 - Nestea Ice Tea
 - Nestle Pure Llife
 - Oasis
 - Orangina
 - Pepsi
 - Pepsi Max
 - Perrier
 - Powerade
 - Red Bull
 - Rockstar
 - San Pellegrino
 - Schweppes
 - Sprite
 - Tropicana
 - Vitamin Water
 - Volvic
 - Zico Coconut Water

- Japan
- 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
 - Monster
 - Natchan!
 - Nescafe
 - Nespresso
 - Nestea Ice Tea
 - Nestle Pure Llife
 - 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	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fanta • Fever Tree • Gatorade • Hui Yuan • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Red Bull • Ribena • Sparkling • Rockstar • San Pellegrino • Schweppes 	<ul style="list-style-type: none"> • Sprite • Spritzer • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
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Mexico	<ul style="list-style-type: none"> • 7UP • Be Light • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fuze Tea • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Monster 	<ul style="list-style-type: none"> • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar 	<ul style="list-style-type: none"> • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
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Netherlands	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Evian • Fanta • Fever Tree • Dr Fouts • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • Royal Club • San Pellegrino • Schweppes • Sprite • Tropicana • Vita Coco 	<ul style="list-style-type: none"> • Vitamin Water • Volvic • Zico Coconut Water
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New Zealand	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Foxton Fizz • Gatorade • Hopt • Hype Energy Drinks • Lipton Iced Tea • L & P (Lemon & Paeroa) • Lucozade • Master Kong • Monster • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Petes Lemonade • Pocari Sweat • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite 	<ul style="list-style-type: none"> • Tropicana • V • Vitamin Water • Volvic • Wests • Zico Coconut Water
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Philippines	<ul style="list-style-type: none"> • 100 Plus • 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 	<ul style="list-style-type: none"> • Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Le Minerale • Lipton Iced Tea • Lucozade • Master Kong • Minute Maid Juice • Mogu Mogu • Monster • Nature Spring • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Thunder Super Soda • Tropicana • Vitamin Water • Volvic • Wilkins • Zest-O Juice • Zico Coconut Water
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Poland	<ul style="list-style-type: none"> • 7UP • Ariva Ice tea • Burn • Capri-Sun • Carabao • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light • Dr Pepper / Diet Dr Pepper 	<ul style="list-style-type: none"> • Evian • Fanta • Fever Tree • Frugo • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tiger • Tropicana • Vimto 	<ul style="list-style-type: none"> • Vitamin Water • Volvic • Zico Coconut Water
Portugal	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fanta • Fever Tree • Frisumo • Gatorade • Hype Energy Drinks • IKA • Kima • Laranjada • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Snappy • Sprite • SUCOL • Sumol 	<ul style="list-style-type: none"> • Tropicana • Vitamin Water • Volvic • Zico Coconut Water

Romania	<ul style="list-style-type: none"> • 7UP • Adria • Amaroy • Amigo • Aqua Carpatica • Beanz Cafe • Borsec • Bucovina • Burn • Cappy • Capri-Sun • Coca-Cola • Coca Cola Lime • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light 	<ul style="list-style-type: none"> • Doncafe • Dorna • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Fortuna • Frutti Fresh • Gatorade • Giusto • Granini • Hell Energy • Hype Energy • Drinks • Jacobs • Lavazza • Lipton Iced Tea • Lucozade 	<ul style="list-style-type: none"> • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Nova Brasilia • Oasis • Orangina • Pepsi • Pepsi Max • Pepsi Twist • Perrier • Powerade • Prigat • Red Bull • Rockstar • San Pellegrino • Santal 	<ul style="list-style-type: none"> • Schweppes • Sprite • Tchibo • Tedi • Tiger • Tropicana • Tymbark • Vitamin Water • Volvic • Zico Coconut Water • Zizin
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Russia	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Evian • Fanta • Fever Tree • Fruktime • Gatorade • Hype Energy • Drinks • Irn Bru • Lipton Iced Tea • Lucozade • Mirinda • Monster • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic 	<ul style="list-style-type: none"> • Zico Coconut Water
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Saudi Arabia	• 7UP	• Evian	• Nespresso	• Vimto	
	• Almarai	• Fanta	• Nestea Ice Tea	• Vitamin Water	
	• Al Rabie	• Fever Tree	• Nestle Pure Llife	• Volvic	
	• Barbican	• Gatorade	• Oasis	• Zico Coconut Water	
	• Burn	• Glaceau	• Orangina		
	• Capri-Sun	• Smartwater	• Pepsi		
	• Coca-Cola	• Holsten	• Pepsi Max		
	• Coke Zero	• Hype Energy	• Perrier		
	• Danone Aqua	• Drinks	• Powerade		
	• Diet Coke /	• Lipton Iced Tea	• Red Bull		
	Coca-Cola Light	• Lucozade	• Rockstar		
	• Diet Pepsi /	• Mirinda	• San Pellegrino		
	Pepsi Light	• Monster	• Schweppes		
	• Dr Pepper / Diet	• Nadec	• Sprite		
	Dr Pepper	• Nescafe	• Tropicana		
	Singapore	• 100 Plus	• Fever Tree	• Nestea Ice Tea	• Sprite
		• 7UP	• F&N	• Nestle Pure Llife	• Tropicana
• Burn		• Fruit Tree Fresh	• Oasis	• Vita Coco	
• Capri-Sun		• Gatorade	• Orangina	• Vitamin Water	
• Coca-Cola		• Heaven & Earth	• Peel Fresh	• Volvic	
• Coke Zero		• Hype Energy	• Pepsi	• Yeo's	
• Danone Aqua		• Drinks	• Pepsi Max	• Zico Coconut Water	
• Diet Coke /		• Lipton Iced Tea	• Perrier		
Coca-Cola Light		• Lucozade	• Pocari Sweat		
• Diet Pepsi /		• Marigold	• Pokka		
Pepsi Light		• Master Kong	• Powerade		
• Dr Pepper / Diet		• Minute Maid	• Red Bull		
Dr Pepper		• Monster	• Rockstar		
• Evian		• Nescafe	• San Pellegrino		
• Fanta		• Nespresso	• Schweppes		

South Africa	<ul style="list-style-type: none"> • Appletiser • 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 	<ul style="list-style-type: none"> • 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 • Monster 	<ul style="list-style-type: none"> • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Oros • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite 	<ul style="list-style-type: none"> • Stoney Ginger Beer • Tab • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
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South Korea	<ul style="list-style-type: none"> • 2% • Bacchus-D • Burn • Capri-Sun • Carabao • Cheon Yeon Cider • Coca-Cola • Coke Zero • Danone Aqua • Diet Coke / Coca-Cola Light • Diet Pepsi / Pepsi Light 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Master Kong • Monster • Nescafe • Nespresso 	<ul style="list-style-type: none"> • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Red Bull • Rockstar • Sac Sac • San Pellegrino • Schweppes 	<ul style="list-style-type: none"> • Sprite • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
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Spain	<ul style="list-style-type: none"> • Burn • Capri-Sun • Coca-Cola • Coke Zero • Danone Aqua • Diet Pepsi / Pepsi Light • Diet Coke / Coca-Cola Light • Dr Pepper / Diet Dr Pepper • Evian 	<ul style="list-style-type: none"> • Fanta • Fever Tree • Gatorade • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana 	<ul style="list-style-type: none"> • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
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Sweden	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fever Tree • Fruksoda • Gatorade • Gevalia • Hype Energy Drinks • Jaffa • Julmust • Lipton Iced Tea • Lucozade • Monster • Nescafe • Nespresso • Nestea Ice Tea 	<ul style="list-style-type: none"> • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pommac • Powerade • Red Bull • Rockstar • San Pellegrino • Schweppes • Sockerdricka • Sprite 	<ul style="list-style-type: none"> • Trocadero • Tropicana • Vita Coco • Vitamin Water • Volvic • Zico Coconut Water
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Switzerland	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Fever Tree • Flauder • Gatorade • Gazosa • Hype Energy Drinks • Lipton Iced Tea • Lucozade • Migros Ice Tea • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life 	<ul style="list-style-type: none"> • Oasis • Orangina • Passaia • Pepita • Pepsi • Pepsi Max • Perrier • Powerade • Red Bull • Rivella • Rockstar • San Pellegrino • Schweppes • Sprite 	<ul style="list-style-type: none"> • Tropicana • Vitamin Water • Volvic • Zico Coconut Water
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Taiwan	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Dr Pepper / Diet Dr Pepper • Evian • Fanta • Fever Tree • Gatorade • HeySong Sarsae • Hype Energy Drinks • Kochakaden • Lipton Iced Tea • Lucozade • Master Kong • Mine Shine 	<ul style="list-style-type: none"> • Minute Maid • Monster • Nescafe • Nespresso • Nestea Ice Tea • Nestle Pure Life • Oasis • Orangina • Pepsi • Pepsi Max • Perrier • Pocari Sweat • Powerade • Real Leaf 	<ul style="list-style-type: none"> • Red Bull • Rockstar • San Pellegrino • Schweppes • Sprite • Tropicana • Vitamin Water • Volvic • Yu Cha Yuan • Zico Coconut Water
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Thailand	• 100 Plus	• Evian	• Nestea Ice Tea	• Tipco
	• Birdy	• Fanta	• Nestle Pure Life	• Tropicana
	• Bireley's	• Fever Tree	• Oasis	• Unif
	• Burn	• Gatorade	• Oishi	• Vitamin Water
	• Capri-Sun	• Hype Energy	• Orangina	• Volvic
	• Carabao	Drinks	• Pepsi	• Zico Coconut
	• Coca-Cola	• Ichitan	• Pepsi Max	Water
	• Coke Zero	• Kopiko	• Perrier	
	• Danone Aqua	• Lipton Iced Tea	• Pocari Sweat	
	• Diet Coke /	• Lucozade	• Powerade	
	Coca-Cola Light	• Malee	• Red Bull	
	• Diet Pepsi /	• Mansome	• Rockstar	
	Pepsi Light	• Master Kong	• San Pellegrino	
	• Dr Pepper / Diet	• Monster	• Schweppes	
	Dr Pepper	• Nescafe	• Sponsor	
	• Est	• Nespresso	• Sprite	
	Turkey	• Burn	• Evian	• Oasis
• Capri-Sun		• Fanta	• Orangina	• Vitamin Water
• Coca-Cola		• Fever Tree	• Pepsi	• Volvic
• Coke Zero		• Gatorade	• Pepsi Max	• Zico Coconut
• Cola Turka		• Hype Energy	• Perrier	Water
• Danone Aqua		Drinks	• Powerade	
• Diet Coke /		• Lipton Iced Tea	• Red Bull	
Coca-Cola Light		• Lucozade	• Rockstar	
• Diet Pepsi /		• Monster	• San Pellegrino	
Pepsi Light		• Nescafe	• Schweppes	
• Dr Pepper / Diet		• Nespresso	• Sira	
Dr Pepper		• Nestea Ice Tea	• Sprite	
• ElvanSalgam		• Nestle Pure Life	• Tropicana	
UAE	• 7UP	• Fanta	• Nespresso	• Tropicana
	• Barbican	• Fever Tree	• Nestea Ice Tea	• Vimto
	• Burn	• Gatorade	• Nestle Pure Life	• Vita Coco
	• Capri-Sun	• Glaceau	• Oasis	• Vitamin Water
	• Coca-Cola	Smartwater	• Orangina	• Volvic
	• Coke Zero	• Holsten	• Pepsi	• Zico Coconut
	• Danone Aqua	• Hype Energy	• Pepsi Max	Water
	• Diet Coke /	Drinks	• Perrier	
	Coca-Cola Light	• Lipton Iced Tea	• Powerade	
	• Diet Pepsi /	• Lucozade	• Red Bull	
	Pepsi Light	• Mirinda	• Rockstar	
	• Dr Pepper / Diet	• Monster	• San Pellegrino	
	Dr Pepper	• Nadec	• Schweppes	
	• Evian	• Nescafe	• Sprite	

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

- 7UP
- Burn
- C2 Iced Tea
- Capri-Sun
- Carabao
- Coca-Cola
- Coke Zero
- Danone Aqua
- Diet Coke /
Coca-Cola Light
- Diet Pepsi /
Pepsi Light
- Dr Pepper / Diet
Dr Pepper
- Dr Thanh Tea
- Evian
- Fanta
- Fever Tree
- Gatorade
- Hype Energy
Drinks
- Lipton Iced Tea
- Lucozade
- Master Kong
- Mirinda
- Monster
- 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

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

- Batman
- DC
- Disney
- Fast and the Furious
- Harry Potter
- Hunger Games
- Indiana Jones
- Jurassic Park
- Lord of the Rings
- Marvel
- Pirates of the Caribbean
- Pixar
- Spider-Man
- Star Trek
- Star Wars
- Superman
- Toy Story
- Transformers
- Twilight
- X-Men
- None of these

**HAIRCARE /
SKINCARE /
COSMETICS
BRANDS****

Which of these
haircare/skincare/cosmetics
brands do you use at least once a
week?

NOTE: Options marked with ~ are
asked to women only
Just for Men is asked to men only.

- Albion~ *Asia Pacific only*
- Aussie~
- Aveeno Germany only
- Avene
- Avon
- AXE / Lynx
- bareMinerals~ *North America only*
- Bifesta~ *Asia Pacific only*
- Bioderma
- Biore
- Biotherm
- Bobbi Brown~
- Caudalie~
- Chando *Asia Pacific only*
- Chanel ~ *Select markets only*
- Clarins
- Clean & Clear
- Clear
- Clinique
- Curel~ *Asia Pacific only*
- DHC~ *Asia Pacific only*
- Dior ~*Select markets only*
- Dove~
- Dr Ci:Labo~ *Asia Pacific only*
- Dr Wu *Asia Pacific only*
- Elizabeth Arden~
- Elmiplant *Romania only*
- Estee Lauder
- FANCL~ *Asia Pacific only*
- Farmec *Romania only*
- For Beloved One~ *Taiwan only*
- Garnier
- Gerovital *Romania only*
- Gillette
- Givenchy ~*Select markets only*
- Guerlain
- Hado Laba *Asia Pacific only*
- Head & Shoulders
- Herborist *China only*
- Innisfree *Asia Pacific only*
- IPSA~ *Hong Kong only*
- Just for Men *Argentina, Australia, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, Ireland, Italy, Netherlands, New Zealand, Portugal, Spain, Turkey, UK, USA only*
- KanS~ *China, Hong Kong, Taiwan only*
- Kat Von D *North America only*
- Kiehls
- Kose~ *Asia Pacific only*
- La Mer~
- La Prairie~
- La Roche-Posay
- L'Occitane
- L'Oreal~
- Lancome
- Laneige *Asia Pacific only*
- LUSH~
- Lux~
- M.A.C. ~
- Make Up Forever~
- Mary Kay~
- Max Factor~
- Maybelline
- NARS~
- Natura
- Neutrogena
- Nivea~
- Olay
- Oriflame *Romania only*
- Origins
- Palmolive - *Select markets only*
- Pantene~
- Pechoin *Asia Pacific only*
- Revlon~
- Rimmel
- Romano ~ *Vietnam only*
- Sari Ayu~ *Indonesia, Malaysia only*
- Schwarzkopf
- Shea Moisture
- Shiseido
- Simple *UK only*
- Sisley
- SK-II
- Smashbox~ *North America only*
- Sulwhasoo *Asia Pacific only*
- Sunsilk ~ *Select Markets only*
- Syoss~
- Tarte Cosmetics~ *North America only*
- The Body Shop
- Too Faced~ *North America only*
- TRESemme

- Tsubaki~ *China, Hong Kong, Japan, South Korea, Taiwan only*
- Urban Decay~
- Vichy
- VO5
- VS (Vidal Sassoon)
- Wardah~ *Indonesia only*
- Wash & Go *Romania only*
- Xmen ~ *Vietnam only*
- None of these

LUXURY FASHION: ENGAGEMENT** When did you last make a purchase from these luxury fashion brands?

- Purchased in Last Year
- Purchased in Last 5 Years

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

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

PAYMENT PROVIDERS / SERVICES: AWARENESS**

Which of these payment services / providers have you heard of?

- Aware
- Haven't heard of
- Prefer not to say

- American Express *All markets except China*
- Mastercard *All markets except China*
- PayPal *All markets except China, Turkey*
- Union Pay *China only*
- Visa *All markets except China*

PAYMENT PROVIDERS / SERVICES: ENGAGEMENT**

Which of these payment services / providers have you used?

- Use now
- Used previously
- Never used

PAYMENT PROVIDERS / SERVICES: ADVOCACY**

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

RETAILERS**

Which of these retailers / stores have you shopped at in the last 3 months?
This could be online or in one of their stores

Argentina	<ul style="list-style-type: none"> • Alto Palermo • Arredo • Dot • Easy • Falabella 	<ul style="list-style-type: none"> • Farmacity • Kevingston • Legacy • Levi's • Paseo Alcorta 	<ul style="list-style-type: none"> • Patio Bullrich • Recoleta Mall • Selma • Sodimac • Staples 	<ul style="list-style-type: none"> • Unicenter • Vantage • Wanama • Zara • Zona Vital
Australia	<ul style="list-style-type: none"> • Amcal • ASOS • BCF • Bonds • Bunnings • Chemist Warehouse • Cotton On • Country Road 	<ul style="list-style-type: none"> • David Jones • H&M • Harris Scarfe • Home Timber & Hardware • IKEA • Katies • Kmart 	<ul style="list-style-type: none"> • Lorna Jane • Millers • Mitre 10 • Myer • Officeworks • Portmans • Priceline • Rebel Sports 	<ul style="list-style-type: none"> • Staples • Sussan • Suzanne Grae • Target • The Iconic • TK Maxx • UNIQLO • Zara
Austria	<ul style="list-style-type: none"> • Bauhaus • Bershka • BIPA • Blue Tomato • Bonita • C & A • Deichman • DM • Esprit • H&M 	<ul style="list-style-type: none"> • Hagebaumarkt • Hervis • Hornbach • Humanic • IKEA • Interio • JD Sports • Kastner & Öhler • Kaufhaus Lutz • Kaufhaus Schiepek 	<ul style="list-style-type: none"> • Kaufhaus Tyrol • KIKa • Kleider Bauer • Leiner • Levi's • Mango • Marionnaud • Müller-Drogerie • New Yorker • Obi 	<ul style="list-style-type: none"> • Orsay • Pro Kaufland • s.Oliver • Stiefelkönig • Tally Weijl • Vero Moda / Jack & Jones • XXXLutz • Zara

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

Belgium	<ul style="list-style-type: none"> Action Bel&Bo Blokker BOBO Bol Brico C&A Camber Casa 	<ul style="list-style-type: none"> Desigual E5-Mode Esprit Galeria Inno Gamma FNAC Footlocker H&M HEMA 	<ul style="list-style-type: none"> Heytens IKEA JBC JD Sports Kréfel Kruidvat Leenbakker Mango Media Markt 	<ul style="list-style-type: none"> Trafic UNIQLO Urban Outfitters Vanden Borre Weba Zalando Zara Zeeman
Brazil	<ul style="list-style-type: none"> C&A Casas Bahia Centauro Droga Raia Drogaria São Paulo ETNA 	<ul style="list-style-type: none"> GAP Hering Kalunga Levi's Magazine Luiza Malwee 	<ul style="list-style-type: none"> Marisa Mobly Netshoes Onofre Papelaria Real Pernambucanas 	<ul style="list-style-type: none"> Ponto Frio Renner Riachuelo Sam's Club Ultrafarma Zara
Canada	<ul style="list-style-type: none"> Abercrombie & Fitch Aritzia Best Buy Canadian Tire GAP H&M Hollister Holt Renfrew Home Depot Home Hardware 	<ul style="list-style-type: none"> Home Outfitters Homesense Hudson's Bay Company IKEA Jean Coutu Leon's Levi's London Drugs Lowe's Mark's Work 	<ul style="list-style-type: none"> Nordstrom Old Navy Pharmasave Reitmans Rexall Rona Saks Sears Shoppers Drug Mart / Pharmaprix 	<ul style="list-style-type: none"> Staples The Brick The Source Uniprix Urban Outfitters Wearhouse Winners Zara
China	<ul style="list-style-type: none"> b+ab Baleno Boloni Cabbeen Dashenlin E-Land Esprit G2000 	<ul style="list-style-type: none"> GAP Giordano Guoda H&M HOBA IKEA La Chapelle LaoBaiXing 	<ul style="list-style-type: none"> Levi's Mango Me&City Meters / bonwe METRO Muji Nepstar Drugstore Q&U Furniture 	<ul style="list-style-type: none"> Red Star Macalline Sam's Club Tong Ren Tang UNIQLO Watsons Yishion Zara
Colombia	<ul style="list-style-type: none"> Agaval Alkosto Americanino Bershka Chevignon 	<ul style="list-style-type: none"> Desigual Falabella Flamingo H&M Hogar Y Moda 	<ul style="list-style-type: none"> Homecenter Levi's Mango Office Depot Pepe Ganga 	<ul style="list-style-type: none"> PriceSmart Pull & Bear Stradivarius Zara

Denmark	<ul style="list-style-type: none"> • Apotek • Apoteket • Arnold Busck • BabySam • Bahne • Bauhaus • Bog & Ide • Bolia • Bygma 	<ul style="list-style-type: none"> • GameStop • GAP • H&M • Hastens • Helsemin • HIFI Klubben • IKEA • Ilva • Imerco 	<ul style="list-style-type: none"> • Jem & fix • JD Sports • Jysk • Levi's • Magasin • Matas • Normal • Panduro • Power 	<ul style="list-style-type: none"> • Sephora • Silvan • Skousen • Sostrene Grene • Tiger • Urban Outfitters • XL-BYG • Zara
Egypt	<ul style="list-style-type: none"> • Al-Tawhid Wal Nour • Bella Donna • Bershka • Cottonil • D Store • Debenhams 	<ul style="list-style-type: none"> • Ego • Embrator • Etam • GAP • H&M • Home Centre 	<ul style="list-style-type: none"> • IKEA • Image Furniture • Levi's • Mango • Marks & Spencer • Omar Effendi 	<ul style="list-style-type: none"> • Pull & Bear • Tid Lamond • Zara
France	<ul style="list-style-type: none"> • Alinea • Armand Thierry • Asos • BUT • C&A • Cache-Cache • Camaieu • Celio • Conforama 	<ul style="list-style-type: none"> • Decathlon • Etam • FNAC • Galeries Lafayette • GÉMO • H&M • IKEA • JD Sports • Jules 	<ul style="list-style-type: none"> • Kiabi • La Halle • Maisons du Monde • Mango • Marionnaud • Nocibé • Pimkie • Printemps • Promod 	<ul style="list-style-type: none"> • Sephora • UNIQLO • Urban Outfitters • Yves Rocher • Zalando • Zara
Germany	<ul style="list-style-type: none"> • ASOS • Bauhaus • Bershka • Bonprix • Breuninger • Butlers • C&A • Depot • dm-drogerie markt • Douglas • Esprit 	<ul style="list-style-type: none"> • Galeria Kaufhof • Footlocker • H&M • Hornbach • IKEA • JD Sports • Karstadt • KiK • Levi's • Mango • Media Markt 	<ul style="list-style-type: none"> • Mömax • Müller • New Yorker • Obi • OTTO • Peek & Cloppenburg • Primark • real,- • Reserved • Rossmann • s.Oliver 	<ul style="list-style-type: none"> • Saturn • Staples • TK Maxx • toom • Urban Outfitters • Vero Moda / Jack & Jones • Woolworth • Zara • Zero

Hong Kong	<ul style="list-style-type: none"> ASOS Aeon Angel Cosmetics Aster Bonjour Bossini Colourmix Cotton On CR Care 	<ul style="list-style-type: none"> Daiso Esprit G2000 GAP Giordano H&M IKEA Levi's Mango 	<ul style="list-style-type: none"> Mannings Marks & Spencer Muji Pricerite Sasa Sincere SOGO Topshop / Topman UNIQLO 	<ul style="list-style-type: none"> Watsons Wing On YATA Yue Hwa Chinese Products Zalora Zara
India	<ul style="list-style-type: none"> 98.4 Allen Solly And Apollo Pharmacy Being Human Color Plus Da Milano Fab India Homes Fabindia 	<ul style="list-style-type: none"> Flying Machine Fortis Healthworld Franco Leone Global Desi Guardian HiDesign Home Centre Home Town Lakme 	<ul style="list-style-type: none"> Lifestyle Louis Phillipe Max Medlife Monte Carlo Nykaa Pantaloons Park Avenue Raymond 	<ul style="list-style-type: none"> Reliance Trends Shoppers Stop Spykar The Collective Vishal Mega Mart W Westside
Indonesia	<ul style="list-style-type: none"> Ace Hardware Bata Berrybenka Bershka Bossini Centro Century Cotton On Courts Daiso Debenhams 	<ul style="list-style-type: none"> Esprit G2000 GAP Giordano Guardian H&M IKEA Informa K-24 Kawan Lama Kimia Farma 	<ul style="list-style-type: none"> Lazada Levi's Mango Marks & Spencer Matahari Metro Mitra10 Planet Sports Pull & Bear Ramayana SOGO 	<ul style="list-style-type: none"> Sport Station The Executive Topshop / Topman UNIQLO Watsons Zalora Zara
Ireland	<ul style="list-style-type: none"> Arnotts B&Q Boots Brown Thomas Debenhams 	<ul style="list-style-type: none"> GAP H&M Harvey Norman IKEA JD Sports 	<ul style="list-style-type: none"> Marks & Spencer Penneys River Island Sports Direct TK Maxx 	<ul style="list-style-type: none"> Topshop / Topman Urban Outfitters Vero Moda / Jack & Jones Woodies Zara
Israel	<ul style="list-style-type: none"> ACE Bershka Cassidi Castro Fox Golf H&M 	<ul style="list-style-type: none"> H&O Hamashbir Lazarchan Home Center Honigman KARE Levi's 	<ul style="list-style-type: none"> Mango Next ONOT Pull & Bear Renuar Super-Pharm TNT 	<ul style="list-style-type: none"> Topshop / Topman United Colors of Benetton Zara

Italy	<ul style="list-style-type: none"> • Acqua&Sapone • Alcott • Asos • Bershka • Bricocenter • Calzedonia • Camicissima • Coin • Desigual • GAP 	<ul style="list-style-type: none"> • Golden Point • Footlocker • H&M • IKEA • Intersport • JD Sports • Kasanova • La Rinascente • Leroy Merlin • Levi's 	<ul style="list-style-type: none"> • Lillapois • Maisons du Monde • Mango • Max&Co. • Motivi • Muji • Naracamicie • OVS • Pimkie • Pull & Bear 	<ul style="list-style-type: none"> • Sisley • Terranova • Tigotà • United Colors of Benetton • Upim • Urban Outfitters • Zara
Japan	<ul style="list-style-type: none"> • AEON • ASKUL • Cawachi • Cocokara Fine • Cosmos • Daimaru • GAP • H&M 	<ul style="list-style-type: none"> • Hankyu • IKEA • Isetan • Levi's • Matsumoto Kiyoshi • Matsuya • Matsuzakaya • Mitsukoshi 	<ul style="list-style-type: none"> • Muji • Nitori • Office Depot • Seibu • Sugi • Sundrug • Takashimaya • Tokyu 	<ul style="list-style-type: none"> • Tsuruha • UNIQLO • Vivre • Watsons • Welcia • Zara
Malaysia	<ul style="list-style-type: none"> • Ace Hardware • Aeon Wellness • Bonia • Brands Outlet • Caring • Cosway • Cotton On • Courts • Daiso 	<ul style="list-style-type: none"> • Esprit • GAP • Giordano • Guardian • H&M • Health Lane • IKEA • Isetan • Levi's 	<ul style="list-style-type: none"> • Mango • Marks & Spencer • Metrojaya • MR DIY • Muji • Padini • Parkson • Studio R • Robinsons 	<ul style="list-style-type: none"> • Department Store • Tangs • Topshop / Topman • UNIQLO • Watsons • Zalora • Zara
Mexico	<ul style="list-style-type: none"> • Coppel • Elektra • Fabricas de francia • Farmacia San Pablo • Farmacias del Ahorro 	<ul style="list-style-type: none"> • GAP • H&M • Home Depot • Levi's • Liverpool 	<ul style="list-style-type: none"> • Martí • Office Depot • OfficeMax • Sam's Club • Sanborns 	<ul style="list-style-type: none"> • Sears • Suburbia • UNIQLO • Zara
Netherlands	<ul style="list-style-type: none"> • Action • Blokker • Bol • C&A • Etos • FNAC 	<ul style="list-style-type: none"> • Footlocker • Gamma • H&M • HEMA • Hunkemoller • IKEA 	<ul style="list-style-type: none"> • Intersport • JD Sports • Kruidvat • Praxis • Urban Outfitters • Van Haren 	<ul style="list-style-type: none"> • We • Xenos • Zalando

New Zealand	<ul style="list-style-type: none"> • Amcal • Bed, Bath & Beyond • Briscoes • Bunnings • Cotton On • Farmers 	<ul style="list-style-type: none"> • Glassons • H&M • Hallensteins • Kathmandu • K-Mart • Levi's 	<ul style="list-style-type: none"> • Life Pharmacy • Mitre 10 • Noel Leeming • Paper Plus • Rebel Sports • The Warehouse 	<ul style="list-style-type: none"> • Topshop / Topman • Unichem Pharmacy • Warehouse Stationery • Whitcoulls • Zara
Philippines	<ul style="list-style-type: none"> • Celio • Cotton On • Cyberzone • Daiso • Debenhams • Esprit • Folded & Hung • G2000 • GAP • Giordano • H&M 	<ul style="list-style-type: none"> • Handyman • IKEA • Isetan • Kamiseta • Levi's • Mango • Marks & Spencer • Mercury Drug • Muji • PC Gilmore • Computer Center 	<ul style="list-style-type: none"> • Penshoppe • Promod • Robinsons • Department Store • Rose Pharmacy • Rustan's • Department Store • Sephora • SM Department Store • SM Home 	<ul style="list-style-type: none"> • The Generics • Pharmacy (TGP) • The Landmark • Topshop / Topman • UNIQLO • Watsons • Wilcon • Zalora • Zara
Poland	<ul style="list-style-type: none"> • Abra • Agata meble • Apteka Bliska • BRW (Black Red White) • C&A • Castorama • Decathlon 	<ul style="list-style-type: none"> • Esprit • Eurocash • H&M • IKEA • Intersport • JD Sports • Jysk • KappAhl 	<ul style="list-style-type: none"> • Levi's • Makro Cash & Carry • Mango • Moja Apteka • Natura Drogerie • Rossmann • Selgros • Super-Pharm 	<ul style="list-style-type: none"> • VOX • Zara • Ziko Apteka
Portugal	<ul style="list-style-type: none"> • AKI • Area • Bershka • Bricomart • C&A • Casa • Conforama • Cortefiel • DeBorla • El Corte Ingles 	<ul style="list-style-type: none"> • Espaço Casa Bem • Espaço Saúde e Bem • Estar (Jumbo) • Farmácia Holon • FNAC • H&M • IKEA • JD Sports • Lanidor 	<ul style="list-style-type: none"> • Leroy Merlin • Levi's • Mango • Massimo Dutti • MO (Modalfa) • Papelaria Fernandes • Primark • Pull & Bear • Quebramar 	<ul style="list-style-type: none"> • Sacoor Brothers • Salsa • Springfield • Staples • Stradivarius • Tiffosi • United Colors of Benetton • Well's (Continente) • Zara
Romania	<ul style="list-style-type: none"> • Bershka • Brico Depot • C&A • Catena • Dedeman • Dona • Farmacia Punkt 	<ul style="list-style-type: none"> • Farmacille • Belladonna • HelpNet • H&M • IKEA • Intersport • JD Sports 	<ul style="list-style-type: none"> • Kenvelo • Leroy Merlin • LK Waikiki • Mango • Mobexpert • New Yorker • Praktiker 	<ul style="list-style-type: none"> • Pull & Bear • Sensiblu • Somproduct • Zara

Russia	<ul style="list-style-type: none"> • 220 volt • Castorama • Colin's • GAP • Gloria Jeans • GUM • H&M • IKEA 	<ul style="list-style-type: none"> • InCity • Intersport • JD Sports • Komus • Leroy Merlin • Levi's • Mega • Obi 	<ul style="list-style-type: none"> • Officemag • Oodji • O'Stin • Pharmacor • Posuda tsentr • Rigla • Samson-Pharma • Savage 	<ul style="list-style-type: none"> • Sela • Shatura • TSUM • Zara • Zolla
Saudi Arabia	<ul style="list-style-type: none"> • BHS • Bloomingdale's • Debenhams • Esprit • Galeries Lafayette • GAP 	<ul style="list-style-type: none"> • H&M • Mango • Marks & Spencer • Promod • River Island • Topshop / Topman 	<ul style="list-style-type: none"> • United Colors of Benetton • Vero Moda / Jack & Jones • Zara 	
Singapore	<ul style="list-style-type: none"> • ASOS • BHG • Bossini • Cotton On • Crate and Barrel • Courts • Daiso • Decathlon • Esprit • Fox 	<ul style="list-style-type: none"> • G2000 • GAP • Giordano • Guardian • H&M • Hang Ten • Home-Fix • IKEA • Isetan • Kinokuniya 	<ul style="list-style-type: none"> • Levi's • Mango • Marks & Spencer • Muji • Pull & Bear • Robinsons Department Store • Sephora • Spotlight 	<ul style="list-style-type: none"> • Takashimaya • Tangs • Topshop / Topman • UNIQLO • Unity • Watsons • Yishion • Zalora • Zara
South Africa	<ul style="list-style-type: none"> • Builders Warehouse • Clicks • Dis-Chem • Edgars • Forever New 	<ul style="list-style-type: none"> • Foschini • Game • H&M • Levi's • Makro 	<ul style="list-style-type: none"> • Pep • Spree • Takealot • Truworths • Yuppiechef 	<ul style="list-style-type: none"> • Zando • Zara
South Korea	<ul style="list-style-type: none"> • 8Seconds • AK Plaza • Daiso • Galleria Department • GAP • Giordano • H&M 	<ul style="list-style-type: none"> • Hyundai Department • IKEA • Jaju • Kosney at Home • Levi's • LOHB • Lotte Department 	<ul style="list-style-type: none"> • Mango • Marks & Spencer • Mixxo • Muji • Olive Young • Shinsegae Department • Spao 	<ul style="list-style-type: none"> • Topten • UNIQLO • Watsons • Zara

Spain	<ul style="list-style-type: none"> • AKI • Asos • Bershka • Bodybell • Bricomart • C&A • Casa • Conforama 	<ul style="list-style-type: none"> • Cortefiel • Desigual • Douglas • El Corte Ingles • Footlocker • FNAC • H&M • IKEA 	<ul style="list-style-type: none"> • Intersport • JD Sports • Juteco • Leroy Merlin • Mango • Oysho • Primark • Pull & Bear 	<ul style="list-style-type: none"> • Sephora • Sfera • Springfield • Stradivarius • Women's Secret • Zara
Sweden	<ul style="list-style-type: none"> • Åhléns • Apotek Hjärtat • Apoteket • Apoteksgruppen • Bauhaus • Biltema • Clas Ohlson 	<ul style="list-style-type: none"> • H&M • Hornbach • IKEA • Indiska • Intersport • JD Sports • Jula 	<ul style="list-style-type: none"> • Jysk • KappAhl • Kicks • Kronans Apotek • Lindex • MQ • NK 	<ul style="list-style-type: none"> • ÖoB • Rusta • Urban Outfitters • Vero Moda / Jack & Jones • Zara
Switzerland	<ul style="list-style-type: none"> • C&A • Esprit • FNAC 	<ul style="list-style-type: none"> • H&M • IKEA • Intersports 	<ul style="list-style-type: none"> • JD Sports • Mango • Massimo Dutti 	<ul style="list-style-type: none"> • We • Zara
Taiwan	<ul style="list-style-type: none"> • ASOS • Bossini • Chungyo • Cosmed • Daiso • Esprit • Far Eastern • G2000 	<ul style="list-style-type: none"> • GAP • Giordano • H&M • Hang Ten • Hanshin • HOLA • IKEA • Japan Medical 	<ul style="list-style-type: none"> • Levi's • Mango • Medfirst • Muji • NET • Nitori • Shin Kong Mitsukoshi 	<ul style="list-style-type: none"> • SOGO • UNIQLO • Uni-Ustyle • Watsons • Working House • Zalora • Zara
Thailand	<ul style="list-style-type: none"> • B2S • Boots • Bossini • Central • Cotton On • Daiso • Esprit • Fascino • G2000 • GAP • Giordano 	<ul style="list-style-type: none"> • H&M • HomeWorks • HomePro • IKEA • Index Living Mall • Isetan • Jaspal • Kinokuniya • Levi's • Mango • Marks & Spencer 	<ul style="list-style-type: none"> • Muji • P&F Super Drug • Pure by Big C • Robinsons Department Store • SB Design Square • SB Furniture • Siam Paragon • The EmQuartier • The Mall 	<ul style="list-style-type: none"> • Topshop / Topman • UNIQLO • Watsons • Zalora • Zara • Zen

Turkey	<ul style="list-style-type: none"> • Bellona • Bershka • Beymen • Boyner • C&A • Çarsi • Çetinkaya • Collezione • De Facto • Debenhams 	<ul style="list-style-type: none"> • Ender • English Home • Evkur • Gencallar • Gratis • H&M • IKEA • Intersports • Istikbal • JD Sports 	<ul style="list-style-type: none"> • Koçtaş • Koton • LC Waikiki • Levi's • Madame Coco • Mango • Marks & Spencer • Mavi Jeans • Özdilek • Özdilek Park 	<ul style="list-style-type: none"> • Rossmann • Seven Hill • T-Shop • Vakko • Watsons • YKM • Zara
UAE	<ul style="list-style-type: none"> • BHS • Bloomingdale's • Debenhams • Esprit • Galleries Lafayette • GAP 	<ul style="list-style-type: none"> • H&M • Mango • Marks & Spencer • Promod • River Island • Topshop / Topman 	<ul style="list-style-type: none"> • United Colors of Benetton • Vero Moda / Jack & Jones • Zara 	
United Kingdom	<ul style="list-style-type: none"> • Abercrombie & Fitch • Argos • ASOS • B&Q • Boots • Debenhams • DFS • Dreams • Dunelm • Esprit 	<ul style="list-style-type: none"> • Footlocker • Foot Asylum • Furniture Village • GAP • H&M • Hollister • Homebase • House of Fraser • IKEA • Intersport 	<ul style="list-style-type: none"> • JD Sports • John Lewis • Levi's • Littlewoods • Mango • Marks & Spencer • Next • Primark • River Island • Size? 	<ul style="list-style-type: none"> • Sports Direct • Superdrug • TK Maxx • Topshop / Topman • UNIQLO • Urban Outfitters • Zara
USA	<ul style="list-style-type: none"> • Abercrombie & Fitch • Ace Hardware • ASOS • Banana Republic • Barneys • Bed, Bath & Beyond • Best Buy • Bloomingdale's • Burlington Stores • CVS • Duane Reade • Fanatics 	<ul style="list-style-type: none"> • Footlocker • GAP • H&M • Hollister • Home Depot • IKEA • J.C. Penney • Kohl's • Levi's • Loft • Lord and Taylor • Lowe's • Macy's 	<ul style="list-style-type: none"> • Marshalls • Neiman Marcus • Nordstrom • Office Depot • Old Navy • Rite Aid • Saks Fifth Avenue • Saks Off Fifth • Sam's Club • Sephora • Staples • Target • TJ Maxx 	<ul style="list-style-type: none"> • True Value • UNIQLO • Urban Outfitters • USA Sports • Walgreens • Zara

Vietnam	<ul style="list-style-type: none"> • Bossini • Crescent Mall • Diamond Plaza • G2000 • GAP 	<ul style="list-style-type: none"> • Guardian • Mango • Marks & Spencer • MyChau Pharmacy • Parkson 	<ul style="list-style-type: none"> • Phano Pharmacy • Pharmacy • Takashimaya • Topshop / Topman • Vistar Pharmacy 	<ul style="list-style-type: none"> • Vivo City • Zalora • Zara
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SPORTS BRANDS** Have you purchased anything from these sports brands?

- Purchased in the last 2 years
- Purchased longer ago
- Never purchased

All markets	<ul style="list-style-type: none"> • Adidas • Asics • Athleta (Gap) • Brooks • Champion • Columbia • Converse • Diadora • Fabletics 	<ul style="list-style-type: none"> • FILA • Hummel • Jordan (inc. Air Jordan) • Kappa • Lotto • Lululemon • Mitchell & Ness • Mizuno 	<ul style="list-style-type: none"> • New Balance • New Era • Nike • Oakley • Peak • Puma • Reebok • Riddell • Saucony 	<ul style="list-style-type: none"> • Skechers • Supreme • Umbro • Undefeated • Under Armour • Uniqlo • Wilson • Yonex
Austria	<ul style="list-style-type: none"> • Atomic Skis 	<ul style="list-style-type: none"> • Blizzard Sport 	<ul style="list-style-type: none"> • Fischer Sports 	<ul style="list-style-type: none"> • Kneissl
Belgium	<ul style="list-style-type: none"> • Patrick 			
Brazil	<ul style="list-style-type: none"> • CCM 	<ul style="list-style-type: none"> • Lauf 	<ul style="list-style-type: none"> • Olympikus 	<ul style="list-style-type: none"> • Oxer
China	<ul style="list-style-type: none"> • 361° • Anta 	<ul style="list-style-type: none"> • Feiyue • Li Ning 	<ul style="list-style-type: none"> • North Face • Onitsuka Tiger 	
Egypt	<ul style="list-style-type: none"> • Erke 	<ul style="list-style-type: none"> • Gym Apparel 	<ul style="list-style-type: none"> • Vans 	
France	<ul style="list-style-type: none"> • Le Coq Sportif 			
Germany	<ul style="list-style-type: none"> • Jako • Sport-Saller 	<ul style="list-style-type: none"> • Völkl • Reusch 	<ul style="list-style-type: none"> • Uhlsport 	
Hong Kong	<ul style="list-style-type: none"> • Aigle • K.Swiss 	<ul style="list-style-type: none"> • Le Coq Sportif • Tiger 	<ul style="list-style-type: none"> • Vans 	
India	<ul style="list-style-type: none"> • Cosco • HRX 	<ul style="list-style-type: none"> • Nivia • Power 	<ul style="list-style-type: none"> • Proline • Seven 	<ul style="list-style-type: none"> • Sparx • Yepme

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

Indonesia	<ul style="list-style-type: none"> • Airwalk • Eagle 	<ul style="list-style-type: none"> • Erke • League 	<ul style="list-style-type: none"> • Mundo • North Face 	<ul style="list-style-type: none"> • Piero • Speedo
Ireland	<ul style="list-style-type: none"> • Canterbury 	<ul style="list-style-type: none"> • Ellesse 	<ul style="list-style-type: none"> • North Face 	<ul style="list-style-type: none"> • O'Neills
Italy	<ul style="list-style-type: none"> • Legea 			
Japan	<ul style="list-style-type: none"> • Descente 	<ul style="list-style-type: none"> • Onitsuka Tiger 		
Malaysia	<ul style="list-style-type: none"> • Ak-Ikhsan Sports • Erke 	<ul style="list-style-type: none"> • FitnessConcept • Royal Sporting House 	<ul style="list-style-type: none"> • Sports Empire • World of Sports 	
Mexico	<ul style="list-style-type: none"> • Desigual 			
Netherlands	<ul style="list-style-type: none"> • Hi-Tec 	<ul style="list-style-type: none"> • Maple Skate 	<ul style="list-style-type: none"> • Mogema 	<ul style="list-style-type: none"> • Q1905 (Quick)
New Zealand	<ul style="list-style-type: none"> • Kathmandu 			
Philippines	<ul style="list-style-type: none"> • Erke 	<ul style="list-style-type: none"> • North Face 	<ul style="list-style-type: none"> • World Balance 	
Poland	<ul style="list-style-type: none"> • 4f 	<ul style="list-style-type: none"> • Martes Sport 	<ul style="list-style-type: none"> • Vans 	
Romania	<ul style="list-style-type: none"> • Gant 	<ul style="list-style-type: none"> • Levi's 	<ul style="list-style-type: none"> • Vans 	
Russia	<ul style="list-style-type: none"> • Demix 	<ul style="list-style-type: none"> • Joma 	<ul style="list-style-type: none"> • Speedo 	
Saudi Arabia	<ul style="list-style-type: none"> • Erke 	<ul style="list-style-type: none"> • Sun&Sand Sports 	<ul style="list-style-type: none"> • Vans 	
Singapore	<ul style="list-style-type: none"> • Erke 	<ul style="list-style-type: none"> • Vans 		
South Africa	<ul style="list-style-type: none"> • Canterbury • CapeUnion Mart 	<ul style="list-style-type: none"> • Grays • Hi-Tek • Hurley 	<ul style="list-style-type: none"> • K-Way • Maxed • Rip Curl 	
Sweden	<ul style="list-style-type: none"> • Craft of Scandinavia 	<ul style="list-style-type: none"> • Jofa • SalmingSports 		

Switzerland	• KJUS	• On
Thailand	• Erke	
Turkey	• Erke	• Lescon
UAE	• Erke	• Van
USA	• ARIAT Clothing	• Sergio Tacchini • Vans • Starter
Vietnam	• Erke	

SPORTS TEAMS: EUROPEAN FOOTBALL / SOCCER**

Do you support, follow or have an interest in any of these European football / soccer clubs?	<ul style="list-style-type: none"> • A.S. Monaco • A.S. Roma • AC Milan • AFC Ajax • Arsenal • Atletico Madrid • Bayer Leverkusen • Bayern Munich • Borussia Dortmund • Celtic FC • Chelsea 	<ul style="list-style-type: none"> • Everton • FC Barcelona • FC Schalke 04 • Galatasaray • Inter Milan • Juventus • Leicester City • Liverpool • Manchester City • Manchester United • Newcastle United 	<ul style="list-style-type: none"> • Olympique de Marseille • Paris Saint-Germain • Real Madrid • S.L. Benfica • S.S.C. Napoli • Southampton FC • Tottenham Hotspur • Valencia • West Ham
<ul style="list-style-type: none"> • Support as a Main Club • Support as a Secondary Club • Have Interest In • Any Support / Interest 			

SPORTS TEAMS: NBA**

Thinking about the National Basketball Association (NBA) in the US, do you follow any of these teams (e.g. watch their games in full or via highlight clips, check results, keep up with them on social media or read news about them)?	<ul style="list-style-type: none"> • Atlanta Hawks • Boston Celtics • Brooklyn Nets • Charlotte Hornets • Chicago Bulls • Cleveland Cavaliers • Dallas Mavericks • Denver Nuggets • Detroit Pistons • Golden State Warriors • Houston Rockets 	<ul style="list-style-type: none"> • Indiana Pacers • LA Clippers • Los Angeles Lakers • Memphis Grizzlies • Miami Heat • Milwaukee Bucks • Minnesota Timberwolves • New Orleans Pelicans • New York Knicks • Oklahoma City Thunder 	<ul style="list-style-type: none"> • Orlando Magic • Philadelphia Sixers • Phoenix Suns • Portland Trail Blazers • Sacramento Kings • San Antonio Spurs • Toronto Raptors • Utah Jazz • Washington Wizards
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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
- 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
- New Orleans Saints
- New York Giants
- New York Jets
- Philadelphia Eagles
- Pittsburgh Steelers
- San Francisco 49ers
- Seattle Seahawks
- Tampa Bay Buccaneers
- Tennessee Titans
- Washington Redskins

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	<ul style="list-style-type: none"> • Carrefour • Coto 	<ul style="list-style-type: none"> • Dia • Disco 	<ul style="list-style-type: none"> • Jumbo • La Anónima 	<ul style="list-style-type: none"> • Vea • Walmart
Australia	<ul style="list-style-type: none"> • 7-Eleven • Aldi 	<ul style="list-style-type: none"> • Coles • IGA 	<ul style="list-style-type: none"> • Woolworths 	
Austria	<ul style="list-style-type: none"> • ADEG • Billa • Hofer 	<ul style="list-style-type: none"> • Lidl • Merkur • MPreis 	<ul style="list-style-type: none"> • Penny Markt • SPAR • Unimarkt 	
Belgium	<ul style="list-style-type: none"> • Albert Heijn • Aldi • Bio-Planet 	<ul style="list-style-type: none"> • Carrefour • Colruyt • Cora 	<ul style="list-style-type: none"> • Delhaize • Intermarché • Leader Price 	<ul style="list-style-type: none"> • Lidl • Match • Spar
Brazil	<ul style="list-style-type: none"> • Carrefour • Dia 	<ul style="list-style-type: none"> • Extra • Lojas Americanas 	<ul style="list-style-type: none"> • Walmart 	
Canada	<ul style="list-style-type: none"> • Carrefour • Costco 	<ul style="list-style-type: none"> • Metro • Sobeys 	<ul style="list-style-type: none"> • Walmart 	
China	<ul style="list-style-type: none"> • 7-Eleven • AEON • Carrefour • CR Vanguard 	<ul style="list-style-type: none"> • Jingkelong • Lianhua Supermarket • Lotte Mart 	<ul style="list-style-type: none"> • LOTUS • ParknShop • RT-Mart / Auchan • Walmart 	<ul style="list-style-type: none"> • Wumart • Yonghui
Colombia	<ul style="list-style-type: none"> • Ara • Carulla • D1 	<ul style="list-style-type: none"> • Exito • Jumbo • Justo & Bueno 	<ul style="list-style-type: none"> • Makro • Oxxo • SuperInter 	<ul style="list-style-type: none"> • Surtifruver • Surtimax

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Denmark	<ul style="list-style-type: none"> • 7-Eleven • Aldi • Brugsen 	<ul style="list-style-type: none"> • Fakta • Fotex • Irma 	<ul style="list-style-type: none"> • Kvickly • Lidl • Meny 	<ul style="list-style-type: none"> • REMA 100
Egypt	<ul style="list-style-type: none"> • Alfa Market • BIM • Carrefour 	<ul style="list-style-type: none"> • Fathalla • Fresh Food Market • Hypermart 	<ul style="list-style-type: none"> • Kheir Zaman • Metro • Oscar Grand Stores 	<ul style="list-style-type: none"> • Panda • Ragab Sons • Spinneys
France	<ul style="list-style-type: none"> • Aldi • Auchan • Carrefour 	<ul style="list-style-type: none"> • Casino • Cora • E.Leclerc 	<ul style="list-style-type: none"> • Intermarché • Leader Price • Lidl 	<ul style="list-style-type: none"> • Monoprix • Netto • Super U
Germany	<ul style="list-style-type: none"> • Aldi • Edeka 	<ul style="list-style-type: none"> • Kaufland • Lidl 	<ul style="list-style-type: none"> • Netto • Penny 	<ul style="list-style-type: none"> • REWE • Spar
Hong Kong	<ul style="list-style-type: none"> • 759 Store • 7-Eleven 	<ul style="list-style-type: none"> • Circle K • Jasons Marketplace 	<ul style="list-style-type: none"> • ParknShop • Vanguard 	<ul style="list-style-type: none"> • Wellcome
India	<ul style="list-style-type: none"> • Big Bazaar • D-Mart • Godrej's Nature Basket 	<ul style="list-style-type: none"> • HyperCity • In & Out • More 	<ul style="list-style-type: none"> • Reliance Fresh • Safal • Spar 	<ul style="list-style-type: none"> • Spencer's • Star • Twenty Four Seven
Indonesia	<ul style="list-style-type: none"> • 7-Eleven • Alfamart • Carrefour 	<ul style="list-style-type: none"> • Circle K • Farmers Market • Foodmart 	<ul style="list-style-type: none"> • Giant • Hero • Hypermart 	<ul style="list-style-type: none"> • Indomaret • Lotte Mart • Super Indo
Ireland	<ul style="list-style-type: none"> • Aldi • Centra 	<ul style="list-style-type: none"> • Dunnes Stores • Lidl 	<ul style="list-style-type: none"> • Spar • SuperValu 	<ul style="list-style-type: none"> • Tesco
Israel	<ul style="list-style-type: none"> • AM:PM • Cofix 	<ul style="list-style-type: none"> • Hatzi Hinam Marketing 	<ul style="list-style-type: none"> • MEGA • Rami Levy Hashikma 	<ul style="list-style-type: none"> • Shufersal • Tiv Ta'am
Italy	<ul style="list-style-type: none"> • Carrefour • Conad • Co-op 	<ul style="list-style-type: none"> • Crai • Despar • Esselunga 	<ul style="list-style-type: none"> • Iper • Lidl • Pam 	<ul style="list-style-type: none"> • Simply • Unes
Japan	<ul style="list-style-type: none"> • 7-Eleven • AEON • Daiei • FamilyMart 	<ul style="list-style-type: none"> • Gourmet City • Ito-Yokado • Lawson • MaxValu 	<ul style="list-style-type: none"> • Ministop • Seiyu • The Garden Jiyugaoka 	<ul style="list-style-type: none"> • York-Benimaru • York Mart
Malaysia	<ul style="list-style-type: none"> • 7-Eleven • Aeon BIG • Aeon Jusco 	<ul style="list-style-type: none"> • Cold Storage • Eonsave • Family Mart 	<ul style="list-style-type: none"> • Giant • Mydin • NSK 	<ul style="list-style-type: none"> • Tesco

Mexico	<ul style="list-style-type: none"> • 7-Eleven • Bodega Aurrera • Chedraui 	<ul style="list-style-type: none"> • Circle K • Comercial Mexicana • Costco 	<ul style="list-style-type: none"> • Gigante • La Comer • Oxxo 	<ul style="list-style-type: none"> • Superama • Walmart • Zorro
Netherlands	<ul style="list-style-type: none"> • Albert Heijn 	<ul style="list-style-type: none"> • Aldi 	<ul style="list-style-type: none"> • Jumbo 	<ul style="list-style-type: none"> • Lidl
New Zealand	<ul style="list-style-type: none"> • Countdown 	<ul style="list-style-type: none"> • New World 	<ul style="list-style-type: none"> • Pak n Save 	
Philippines	<ul style="list-style-type: none"> • 7-Eleven • Alfamart • All Day 	<ul style="list-style-type: none"> • Circle K • Family Mart • Lawson 	<ul style="list-style-type: none"> • Ministop • Puregold • SM 	<ul style="list-style-type: none"> • Walter Mart
Poland	<ul style="list-style-type: none"> • Aldi • Auchan • Biedronka 	<ul style="list-style-type: none"> • Carrefour • E.Leclerc • Intermarché 	<ul style="list-style-type: none"> • Kauflandi • Lewiatan • Lidl 	<ul style="list-style-type: none"> • Netto • Tesco
Portugal	<ul style="list-style-type: none"> • Aldi • Continente • Dia 	<ul style="list-style-type: none"> • E.Leclerc • Intermarché • Jumbo 	<ul style="list-style-type: none"> • Lidl • Makro • Minipreço 	<ul style="list-style-type: none"> • Pingo Doce
Romania	<ul style="list-style-type: none"> • Auchan • Carrefour 	<ul style="list-style-type: none"> • Cora • Kaufland 	<ul style="list-style-type: none"> • Lidl • Mega Image 	<ul style="list-style-type: none"> • Profi • Selgros
Russia	<ul style="list-style-type: none"> • DIXY 	<ul style="list-style-type: none"> • Radezh 	<ul style="list-style-type: none"> • SPAR 	
Saudi Arabia	<ul style="list-style-type: none"> • Carrefour 	<ul style="list-style-type: none"> • Danube 	<ul style="list-style-type: none"> • Panda 	
Singapore	<ul style="list-style-type: none"> • 7-Eleven • BigBox • Cheers 	<ul style="list-style-type: none"> • Cold Storage • Fair Price • Giant 	<ul style="list-style-type: none"> • Jasons Marketplace • Prime • Sheng Siong 	
South Africa	<ul style="list-style-type: none"> • Checkers • OK 	<ul style="list-style-type: none"> • Pick n Pay • ShopRite 	<ul style="list-style-type: none"> • SPAR • Woolworth 	
South Korea	<ul style="list-style-type: none"> • 7-Eleven • Costco • Cspace 	<ul style="list-style-type: none"> • CU • E-Mart • FamilyMart 	<ul style="list-style-type: none"> • GS Super • Homeplus • Lotte Mart 	<ul style="list-style-type: none"> • Top Mart • With Me
Spain	<ul style="list-style-type: none"> • Alcampo • Aldi • Carrefour • Consum 	<ul style="list-style-type: none"> • Día • Eroski • Hipercor • Lidl 	<ul style="list-style-type: none"> • Mercadona • Opencor • Supercor • Supermercados 	<ul style="list-style-type: none"> • El Corte Inglés
Sweden	<ul style="list-style-type: none"> • 7-Eleven • Co-op 	<ul style="list-style-type: none"> • Hemköp • ICA 	<ul style="list-style-type: none"> • Lidl • Netto 	<ul style="list-style-type: none"> • Willys

Switzerland	<ul style="list-style-type: none"> • Aldi • Co-op 	<ul style="list-style-type: none"> • Denner • Lidl 	<ul style="list-style-type: none"> • Migros • SPAR 	
Taiwan	<ul style="list-style-type: none"> • 7-Eleven • A-Mart • Carrefour 	<ul style="list-style-type: none"> • Costco • Family Mart • Hi-Life 	<ul style="list-style-type: none"> • OK Mart • PX-mart • RT Mart 	<ul style="list-style-type: none"> • Save & Safe • Sinon • Wellcome
Thailand	<ul style="list-style-type: none"> • 7-Eleven • Big C • Foodland 	<ul style="list-style-type: none"> • Fresh Mart • Gourmet Market • MaxValu 	<ul style="list-style-type: none"> • Tesco Lotus • Tops • Villa Market 	
Turkey	<ul style="list-style-type: none"> • A101 • BIM • Çagri 	<ul style="list-style-type: none"> • Carrefour • Hakmar • Kiler 	<ul style="list-style-type: none"> • Kipa Ekspres • Makromarket • Metro 	<ul style="list-style-type: none"> • Migros • Şok
UAE	<ul style="list-style-type: none"> • 7-Eleven • Carrefour 	<ul style="list-style-type: none"> • Choithrams • LuLu 	<ul style="list-style-type: none"> • Spinneys 	
United Kingdom	<ul style="list-style-type: none"> • Aldi • ASDA • Co-op 	<ul style="list-style-type: none"> • Lidl • Morrisons • Ocado 	<ul style="list-style-type: none"> • Sainsbury's • Tesco • Waitrose 	
USA	<ul style="list-style-type: none"> • 7-Eleven • Albertsons • Aldi • BJ's • Costco • Dollar General 	<ul style="list-style-type: none"> • Family Dollar • Kroger • Meijer • Publix • Safeway • SuperValu 	<ul style="list-style-type: none"> • Trader Joe's • Walmart • Whole Foods • WinCo Foods 	
Vietnam	<ul style="list-style-type: none"> • Aeon Citimart • Big C 	<ul style="list-style-type: none"> • Co.opmart • Fivimart 	<ul style="list-style-type: none"> • Lotte Mart • Maximark 	<ul style="list-style-type: none"> • Vinmart

TECHNOLOGY BRANDS: ENGAGEMENT**

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

- Acer
- Apple
- Asus
- Bosch
- BOSE
- Canon
- Dell
- Fisher & Paykel *Singapore only*
- Godrej *India only*
- Hitachi
- HP
- Huawei
- Intel
- Lenovo
- LG
- Mi *Hong Kong only*
- Microsoft
- Midea *Singapore only*
- Miyako *Indonesia only*
- Panasonic
- Philips
- Polytan *Indonesia only*
- Samsung
- Sharp
- Siemens
- Sony
- Toshiba
- Videocon *India only*
- Xiaomi
- None of these

TECHNOLOGY BRANDS: CONSIDERATION**

Which of these brand(s) would be your top choice when you next buy an electrical item (e.g. home appliance, TV, laptop)

- Godrej *India only*
- Hitachi

TECHNOLOGY BRANDS: ADVOCACY**

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

NOTE: Intel asked for current usage only

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Q4 2019

Additions to the Core Survey

Q4 2019 Additions to the Core Survey

IPHONE MODELS*

What iPhone do you have?

- 11
- 11 Pro
- 11 Pro Max

ALCOHOL: BEER / LAGER**

When did you last drink these alcohol brands?

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

- Sedrin *China 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)

Q4 2019

Removals from the Core Survey

Q4 2019 Removals from the Core Survey

**AIRLINES:
AWARENESS**** Which of these airlines have you heard of? • Thomas Cook Airlines *Denmark, Italy, Portugal and UK only*

**AIRLINES:
ENGAGEMENT**** Have you flown with any of these airlines?

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



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