

# European Media & Marketing Survey 2007



Thank you for agreeing to help in the European Media & Marketing Survey.

The questionnaire is addressed to you personally and it is your response that will ensure a representative view of Europe's opinion formers. So it is most important that you complete it yourself.

We can assure you that the information you provide will be treated confidentially, in accordance with national and European laws. You will not be contacted for sales promotions.

You make your answers by putting a cross in the appropriate box . Correct mistakes by circling the wrong box  and fully shading the correct box .

In appreciation of your completed questionnaire, we will either enter your name in our competition, or send a € 3 donation to a charity of your choice (please see details below).

Your prompt response will be much appreciated. If you would like to know more about our survey, please visit our website:  
[www.interview-nss.com/ems](http://www.interview-nss.com/ems)

Once again, thank you for your participation.

Reinier Schaper, Director Media

To show our appreciation for your help, we invite you to make a choice from the options below.

**Either (a)**  Win a valuable prize in our EMS competition (see enclosure)

**or (b)** Please tick the charity you would like to receive the € 3 donation (one choice please):

- Donation to UNICEF
- Donation to Red Cross
- Donation to World Wildlife Fund
- Donation to Cancer Foundation
- Donation to Médecins sans Frontières

# EUROPEAN MEDIA AND MARKETING SURVEY

## A. Your personal activities and opinions

**1** Please indicate for every sport listed below:  
a) whether you are interested in following them  
– in the media, or by attending events; and  
b) which, if any, do you actively take part in  
regularly.

	interested take part in regularly		
	a	b	
Athletics	<input type="checkbox"/>	<input type="checkbox"/>	1
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	2
Boating/sailing	<input type="checkbox"/>	<input type="checkbox"/>	3
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	4
Equestrian sports	<input type="checkbox"/>	<input type="checkbox"/>	5
Extreme sports	<input type="checkbox"/>	<input type="checkbox"/>	6
Figure skating	<input type="checkbox"/>	<input type="checkbox"/>	7
Golf	<input type="checkbox"/>	<input type="checkbox"/>	8
Horse racing	<input type="checkbox"/>	<input type="checkbox"/>	9
Jogging / aerobics / keeping fit	<input type="checkbox"/>	<input type="checkbox"/>	10
Formula 1	<input type="checkbox"/>	<input type="checkbox"/>	11
Other 4 wheel motor sports	<input type="checkbox"/>	<input type="checkbox"/>	12
Other 2 wheel motor sports	<input type="checkbox"/>	<input type="checkbox"/>	13
Rambling/hiking	<input type="checkbox"/>	<input type="checkbox"/>	14
Rugby	<input type="checkbox"/>	<input type="checkbox"/>	15
Scuba diving	<input type="checkbox"/>	<input type="checkbox"/>	16
Skiing/snowboarding	<input type="checkbox"/>	<input type="checkbox"/>	17
Soccer (European football)	<input type="checkbox"/>	<input type="checkbox"/>	18
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	19
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	20

**2** Please indicate for each of the subjects listed below:  
a) whether you are interested in them and  
b) which, if any, do you actively take part in  
regularly.

	interested take part in regularly		
	a	b	
Business/Economics	<input type="checkbox"/>	<input type="checkbox"/>	1
Computing	<input type="checkbox"/>	<input type="checkbox"/>	2
Cooking for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	3
Do It Yourself	<input type="checkbox"/>	<input type="checkbox"/>	4
Fashion	<input type="checkbox"/>	<input type="checkbox"/>	5
Fishing/hunting/shooting	<input type="checkbox"/>	<input type="checkbox"/>	6
Gardening	<input type="checkbox"/>	<input type="checkbox"/>	7
Home decor/interior design	<input type="checkbox"/>	<input type="checkbox"/>	8
Literature	<input type="checkbox"/>	<input type="checkbox"/>	9
Motoring & cars	<input type="checkbox"/>	<input type="checkbox"/>	10
Music	<input type="checkbox"/>	<input type="checkbox"/>	11
Painting, drawing, sculpture	<input type="checkbox"/>	<input type="checkbox"/>	12
Photography	<input type="checkbox"/>	<input type="checkbox"/>	13
Sports	<input type="checkbox"/>	<input type="checkbox"/>	14
Travel	<input type="checkbox"/>	<input type="checkbox"/>	15

**3** Please indicate how strongly you agree  
or disagree with the following statements.

	strongly agree tend to agree tend to disagree strongly disagree				
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I am very interested in learning about other cultures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
I would be interested to live in another country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
I enjoy reading foreign newspapers and magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
I enjoy watching foreign TV channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
I would like to learn another language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
I am always interested in new products on the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
I am very interested in fashion trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
I am willing to make an extra effort to achieve my career goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
I like cars with progressive styling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
I am always one of the first to have technologically innovative products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
I like to stand out in a crowd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
I think it is important to contribute to the community I live in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
My work is a career not just a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
I am comfortable with what I have achieved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
I like to be well dressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
I am very interested in international political issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
I follow the developments in technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
I like trying out new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
I'm not afraid to take risks to achieve my goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
I often donate money to charity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Spending quality time with family and friends is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
I only buy something, if I really need it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
I'm involved with environmental/ conservation groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
I am very committed to my job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
I enjoy it when people see how successful I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25

**B. Your travel**

**1** Which of the following airports have you 'used' (visited / departed from / arrived at / transited at) ?

	in the past month	in the last 3 months (not in last month)	in the last 6 months (not in last 3 months)	in the last 12 months (not in last 6 months)	
Barcelona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Frankfurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Gatwick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Heathrow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Lisbon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Malaga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Milano-Linate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Milano-Malpensa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Palma de Mallorca	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Paris Orly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Paris Roissy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Roma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Stansted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Stockholm Arlanda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Other, please write in .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16

**2** In the last 12 months, did you buy any of the following duty free products?

Cognac/Brandy	<input type="checkbox"/>	1
Liqueurs	<input type="checkbox"/>	2
Scotch/other whiskey	<input type="checkbox"/>	3
Wine/champagne	<input type="checkbox"/>	4
Other spirits	<input type="checkbox"/>	5
Audio/Electrical equipment	<input type="checkbox"/>	6
Books	<input type="checkbox"/>	7
Clothing	<input type="checkbox"/>	8
Food	<input type="checkbox"/>	9
Jewellery/Watches	<input type="checkbox"/>	10
Perfume/cosmetics/skin care	<input type="checkbox"/>	11
Press	<input type="checkbox"/>	12
Other, please write in .....	<input type="checkbox"/>	13

**3** What class do you usually travel these days by air, both *within* Europe and to destinations *outside* Europe, when on business or travelling for pleasure?

**Class of travel**

	no travel	First	Business/Club	Economy/Tourist	other	
<i>Domestic flights</i>						
- On business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
- For pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
<i>Within Europe</i>						
- On business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
- For pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
<i>Outside Europe</i>						
- On business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
- For pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6

	strongly agree	tend to agree	tend to disagree	strongly disagree	
I will not make a decision, if I'm not well-informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
I believe a woman's first priority should be her family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
People like me are responsible for today's society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28
Soft drugs like marijuana should be legalised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
There is not enough time in a day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
I am a broad-minded and liberal thinker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31
I value exploration and discovery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32
I enjoy learning new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33
A company's commitment to corporate and social responsibility is important to me when I buy products or services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34
Gaining knowledge and becoming better informed is a priority to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35
I often discuss news about other countries with people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36
I do not mind paying for extra quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	37

**4** How often, if at all, have you attended or visited any of the following in the last 12 months?

	not in last 12 months	number of visits				
		1-2	3-5	6-10	11+	
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Ballet/Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Classical concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Non classical concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Museums / galleries / art exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Quality restaurants for dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Sports events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8

# EUROPEAN MEDIA AND MARKETING SURVEY

**4** Please indicate, for each airline listed:  
 a) how familiar you are with it,  
 b) if you would recommend it to someone else and  
 c) which one you use.

	only heard of quite familiar would recommend use				
	a	b	c		
Aer Lingus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Air France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Alitalia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
American Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Austrian Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
British Airways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Cathay Pacific	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
CSA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Delta Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Easy Jet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Emirates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Etihad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Finnair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Gulf Air	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Iberia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
KLM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
LOT Polish Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Lufthansa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Malaysian Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Qantas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Qatar Airways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Ryanair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
SAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
Saudi Arabian Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
Singapore Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25
South African Airways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
SriLankan Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
Swiss International Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28
TAP Air Portugal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
Virgin Atlantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
Virgin Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31
United Airlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32

**5** To what extent do each of the following statements apply when you choose an airline?  
 a) for business trips  
 b) for pleasure trips

	applies fully partly applies applies fully partly applies				
	business		pleasure		
I leave choice to travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Company policy dictates a particular airline/airline alliance	<input type="checkbox"/>	<input type="checkbox"/>			2
I stay with the same airline because of their frequent flyer programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
I go for the cheapest fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
I choose on the basis of airline service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
I choose the best time schedule for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6

**6** What kind of holidays have you taken in the last 12 months, first in your own country and then abroad and which do you expect to take in the next 12 months?

	last 12 months		next 12 months		
	your own country	abroad	your own country	abroad	
Short city break	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Cultural tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Winter sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Winter sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Summer sun/beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Walking/countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Cruise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Safari/adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Self-drive touring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Active sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Theme parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
None of these	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12

**7** Which areas have you visited by air in the last 12 months,  
 a) mainly for business and  
 b) mainly for pleasure;  
 and which would you expect to visit in the next 12 months?

	last 12 months		next 12 months		
	business	pleasure	business	pleasure	
Austria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Baltics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Belgium/ Luxembourg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Bulgaria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Croatia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Cyprus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Czech Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Denmark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Finland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Germany	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Gibraltar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Greece	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Hungary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Ireland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Malta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Netherlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Norway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Poland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Portugal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Roumania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
Russia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
Sweden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25

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	last 12 months		next 12 months		
	business	pleasure	business	pleasure	
Switzerland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
United Kingdom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28
Other Southern Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
Other Eastern Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31
Caribbean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32
Central America	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33
South America	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34
USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35
Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36
China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	37
Hong Kong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	38
Japan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	39
New Zealand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	40
Singapore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	41
India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	42
Malaysia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	43
Maldives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	44
Pakistan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45
Sri Lanka	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	46
Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	47
Elsewhere in Asia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	48
Egypt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	49
Lebanon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	50
Morocco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	51
Qatar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	52
Saudi Arabia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	53
United Arab Emirates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	54
Other Middle East	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	55
Nord Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	56
South Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	57
Other Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	58

**8** a) How many nights have you spent in total in a hotel in the past 12 months, either in your own country or abroad?  
 b) How many of these were mainly for business and  
 c) mainly for personal reasons?

Hotel nights	none	1-5	6-10	11-20	21-30	31+
Total	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mainly for business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mainly for pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9** Please indicate, for each hotel group listed:  
 a) how familiar you are with it,  
 b) if you would recommend it to someone else and  
 c) which one you use.

	only heard of quite familiar would recommend use			
	a	b	c	
Best Western	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Dorint Hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Hilton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Holiday Inn/ Crowne Plaza Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Hyatt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Inter-Continental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Kempinski Hotels and resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Le Méridien	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Mandarin Oriental Hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Marriott	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Mercure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Monte Carlo Bay Hotels and resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Novotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Relais & Château	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Ritz-Carlton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
SAS Radisson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Sheraton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Sofitel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Sol Melia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Starwood Hotels and resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Swissotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Westin Hotels and resorts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22

C. Your business life

1 How would you describe your present occupational status?

- Self-employed/own business  please answer this section on BUSINESS LIFE
- In paid employment  please answer this section on BUSINESS LIFE
- Temporarily not working  please skip to the next section on PRODUCT USAGE & OWNERSHIP
- Retired/not working  please skip to the next section on PRODUCT USAGE & OWNERSHIP

2 What is the main activity carried out at or administered from the establishment where you work?

**Primary industry**

- Agriculture  1
- Mining/Extraction/Energy/Water  2

**Manufacturing/refining/engineering**

- Oil/Chemicals/Pharmaceuticals/Plastics  3
- Metals  4
- IT/Computing equipment  5
- Telecommunications equipment  6
- Construction/Civil engineering/Building materials  7
- Vehicles/Transport equipment  8
- Food/Drink/Tobacco  9
- Textiles/Clothing  10
- Other manufacturing/Refining/Engineering  11

**Professions**

- Law  12
- Accounting and other professions  13

**Healthcare/Medicine**

- 14

**Education**

- 15

**Government**

- Central/Regional/Local/Diplomatic services  16

**Finance**

- Insurance/Pension  17
- Banking/Investment  18

**Services**

- IT/Internet/Software/Computer services  19
- Telecommunications services  20
- Marketing/Management services  21
- Media/Advertising  22
- Printing/Publishing/Broadcasting  23
- Transport/Logistics/Distribution  24
- Import/Export/W/wholesale/Retail  25
- Travel/Tourism/Leisure Services  26
- Other services  27

- Other sectors** (including Police/Armed forces)  28

3 Of the following activities, which have you done in the past 12 months?

	in past 12 months
Been interviewed on TV, radio or by the press	<input type="checkbox"/> 1
Had an article, paper or book published	<input type="checkbox"/> 2
Addressed a conference or public meeting	<input type="checkbox"/> 3
Formulated a strategic business plan	<input type="checkbox"/> 4
Sat on an industrial/professional committee	<input type="checkbox"/> 5
Set up a new company	<input type="checkbox"/> 6
Worked on international business strategies	<input type="checkbox"/> 7
Lobbied or advised members of national/local government	<input type="checkbox"/> 8
Taken executive decisions which affect own organisation's operations in other countries	<input type="checkbox"/> 9
Received business visitors from other countries	<input type="checkbox"/> 10
Attended meetings abroad with executives from other countries	<input type="checkbox"/> 11
None of the above	<input type="checkbox"/> 12

D. Product usage & ownership

1 a) What is the approximate value of your main watch; and  
 b) Do you intend to buy a watch in the next 12 months?  
 c) if you plan to buy a watch in the next 12 months (either for yourself or as a gift) what would you be likely to spend?

	value main watch	plan to buy/ will spend
	a	c
Under € 150 / £100	<input type="checkbox"/>	<input type="checkbox"/> 1
€ 150-750 / £100-£500	<input type="checkbox"/>	<input type="checkbox"/> 2
€ 750-1,500 / £500-£1,000	<input type="checkbox"/>	<input type="checkbox"/> 3
€ 1,500-4,000 / £1,000-£2,750	<input type="checkbox"/>	<input type="checkbox"/> 4
€ 4,000-7,500 / £2,750-£5,000	<input type="checkbox"/>	<input type="checkbox"/> 5
Over € 7,500 / £5,000	<input type="checkbox"/>	<input type="checkbox"/> 6
	<b>b</b>	
Intend to buy a watch in next 12 months	Yes	<input type="checkbox"/> 1
	Maybe	<input type="checkbox"/> 2
	No	<input type="checkbox"/> 3

# EUROPEAN MEDIA AND MARKETING SURVEY

**2** Which of the following items have you bought in the past 12 months?

	bought in last 12 months
A fragrance costing over € 75 /£50	<input type="checkbox"/> 1
A designer suit or dress costing over € 750 /£500	<input type="checkbox"/> 2
A briefcase or handbag over € 300 / £200	<input type="checkbox"/> 3
A pair of shoes/boots over € 300 / £200	<input type="checkbox"/> 4
Jewellery over € 1,500 /£1,000 (not a watch)	<input type="checkbox"/> 5

**3** Please indicate, for each watch brand listed:

a) how familiar you are with it,  
b) which brand you own.  
c) Finally, which one watch would you like to own the most.

	only heard of				quite familiar				own				most like to own					
	a		b		c		a		b		c		a		b		c	
Audemars Piguet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Baume & Mercier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Breguet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Breitling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Cartier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Ebel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
IWC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Jaeger-Le Coultre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Longines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Omega	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Patek Philippe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Piaget	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Rado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Raymond Weil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Rolex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Seiko	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Swatch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Tag Heuer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Tissot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Zenith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20

**4** Please indicate, for each brand of luxury goods listed:  
a) how familiar you are with it,  
b) which brand you have bought in the last 12 months  
c) which you expect to buy in the next 12 months.

	only heard of				quite familiar				bought in last 12 months				expect to buy in next 12 months					
	a		b		c		a		b		c		a		b		c	
Armani	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Bottega Veneta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Burberry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Celine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Chanel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Christian Dior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Delsey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Donna Karan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Fendi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Gucci	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Hermes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Hugo Boss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Lacoste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Lancel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Louis Vuitton	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Mont-Blanc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Nespresso	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Paul Smith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Prada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Ralph Lauren	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Samsonite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Tiffany	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
Van Cleef	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
Versace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
Yves Saint Laurent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25

**5** Do you have a second home either in the country where you live or abroad?

	in country of residence		abroad	
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6** Which of the following features are the most important to you when choosing your PC and/or laptop?  
Indicate the 3 most important.

	PC		laptop	
Performance/speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graphic capabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecom devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# EUROPEAN MEDIA AND MARKETING SURVEY

**7** a) Which of the following items do you or other members of your household own,  
 b) which have you bought in the last 12 months and  
 c) which do you expect to buy in the next 12 months?

	own personally or in household	bought in last 12 months	expect to buy in next 12 months	
	a	b	c	
Digital camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
SLR camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Digital SLR camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Digital video camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Desktop computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Laptop/notebook computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Handheld/palmtop computer/ PDA (personal digital assistant)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Multimedia (e.g. speakers, sound card, video software)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Computer printer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Scanner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Combination printer/copier/ scanner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Wide screen TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
LCD Plasma screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
HDTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Home Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
DVD player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
DVD recorder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
PVR (Personal Video Recorder)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Game console	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Mini disc player/recorder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
MP3 player/iPod	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Blackberry (or equivalent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
In-car DVD player	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
In-car navigation system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24

**8** Please indicate which of the following applications on your mobile phone you use regularly?

E-mail	<input type="checkbox"/>	1
Picture Messaging	<input type="checkbox"/>	2
MMS	<input type="checkbox"/>	3
Internet access	<input type="checkbox"/>	4
Company intranet access	<input type="checkbox"/>	5
Satellite navigation	<input type="checkbox"/>	6
TV reception	<input type="checkbox"/>	7
GPRS	<input type="checkbox"/>	8
Blue tooth	<input type="checkbox"/>	9
Infra red	<input type="checkbox"/>	10

**9** Is your mobile phone bill paid by yourself or the company you work for? If your company pays the bill, does it dictate which network supplier to use?

	paid by myself	paid by company	company dictates network supplier	
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2

**10** Please indicate, for each telecommunications network supplier and brand of mobile/cell phone listed:

- how familiar you are with it,
- if you would recommend it to someone else
- whether you think it is innovative and
- whether you use it yourself.

### Telecommunications network supplier

	only heard of	quite familiar	would recommend	innovative	use myself	
	a	b	c	d		
Alcatel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
AT&T	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
British Telecom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Cable and Wireless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Cisco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
France Télécom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Freemove	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
FT Equant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
I-Mode	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Lucent Technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
MCI Worldcom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Nortel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
O2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Orange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Siemens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
TIM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Telefónica Móviles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
T-Mobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Vodafone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19

### Mobile/cell phone

Alcatel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
BenQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Ericsson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
LG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Mitsubishi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Motorola	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
NEC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Nokia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Philips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Samsung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Siemens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Sony Ericsson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13

# EUROPEAN MEDIA AND MARKETING SURVEY

**11** Please indicate, for each brand of electronic office equipment and computer system/services company listed:

- a) how familiar you are with it,
- b) if you would recommend its services to someone else,
- c) whether you think it is innovative and
- d) if it is used by your company.

**Electronic office equipment**

	only heard of quite familiar would recommend innovative use by company				
	a	b	c	d	
Brother	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Canon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Epson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Hewlett Packard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
IBM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
InFocus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Konica Minolta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Kyocera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Oki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Philips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Ricoh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Xerox	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13

**Computer system/ Services company**

Accenture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
3COM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Cap Gemini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Cisco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
CMG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Computer Associates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
EDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Getronics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
IBM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
ICL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Intel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
HP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
KPMG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Lucent Technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Oracle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
PriceWaterhouseCoopers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
SAP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Sun Microsystems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Unisys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19

**12** Please indicate for each brand of camera or camera related products listed:

- a) how familiar you are with it,
- b) if you would recommend it to someone else,
- c) if you consider it a high quality product and
- d) which brands you own.

	only heard of quite familiar would recommend high quality product own				
	a	b	c	d	
Agfa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
BenQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Canon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Casio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Fuji	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Kodak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Konica Minolta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Leica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Nikon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Olympus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Pentax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Ricoh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Rollei	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Samsung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Sony	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16

**13** Please indicate for each brand of personal electronics listed:

- a) how familiar you are with it,
- b) if you would recommend it to someone else,
- c) if you consider it a high quality product and
- d) which brands you have in your home.

**Household appliance**

	only heard of quite familiar would recommend high quality product have in home				
	a	b	c	d	
AEG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Ariston	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Bauknecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
BEKO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Bosch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Braun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Electrolux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Gorenje	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Haier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Hoover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Indesit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
LG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Liebherr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Miele	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Philips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Samsung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Siemens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Whirlpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18

# EUROPEAN MEDIA AND MARKETING SURVEY

**14** Please indicate, for each drink brand listed:

- a) whether you are familiar with it,
- b) if you would recommend it to someone else,
- and
- c) which one you consume.

## Audio/Video

	<div style="display: flex; justify-content: space-around; text-align: center;"> <span>only heard of</span> <span>quite familiar</span> <span>would recommend</span> <span>high quality product</span> </div>				
	a	b	c	d	
Bang & Olufsen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Bose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Daewoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Grundig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Hitachi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
JVC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
LG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Philips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Pioneer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Samsung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Sanyo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Sharp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Sony	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Thomson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Toshiba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16

## Computers

	a	b	c	d	
Apple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
BenQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Dell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Fujitsu / Fujitsu Siemens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Hewlett Packard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
IBM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Lenovo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
NEC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Olivetti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Packard Bell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Sony	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Toshiba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13

## Spirits

	<div style="display: flex; justify-content: space-around; text-align: center;"> <span>only heard of</span> <span>quite familiar</span> <span>would recommend</span> </div>			
	a	b	c	
Aberlour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Bacardi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Ballantine's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Bushmills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Chivas Regal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Courvoisier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Famous Grouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Glenfiddich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Hennessy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Jack Daniel's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Jim Beam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Johnnie Walker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Laphroaig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Martell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Rémy Martin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Tullamore Dew	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16

## Champagne

	a	b	c	
Bollinger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Charles Heidsieck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Dom Perignon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Lanson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Moët & Chandon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Mumm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Perrier Jouet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Piper Heidsieck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Pommery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Taittinger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Veuve Cliquot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11

## Beers and lager

	a	b	c	
Beck's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Budweiser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Carlsberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Corona	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Foster's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Guinness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Heineken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Kronenbourg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Stella Artois	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Tuborg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10

## E. Your motoring

The following questions are about the cars that are available to you and other members of your household, whether they are your own or company-owned.

**1** How many cars do you have in your household?

none	1	2	3	4+
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer each of the following questions for your main car (1st column) and for the second car, if applicable (2nd column).

**2** a) What is the make of your car and  
b) what is the model of your car?

	main car	second car
Make:		
Model:		

**3** What amount did you spend on the car?

	main car	second car	
Less than € 25.000 / £ 15.000	<input type="checkbox"/>	<input type="checkbox"/>	1
€ 25.000-€ 40.000 / £ 15.000-£ 25.000	<input type="checkbox"/>	<input type="checkbox"/>	2
€ 40.000-€ 55.000 / £ 25.000-£ 35.000	<input type="checkbox"/>	<input type="checkbox"/>	3
€ 55.000-€ 70.000 / £ 35.000-£ 45.000	<input type="checkbox"/>	<input type="checkbox"/>	4
€ 70.000-€ 85.000 / £ 45.000-£ 55.000	<input type="checkbox"/>	<input type="checkbox"/>	5
€ 85.000 / £ 55.000 or more	<input type="checkbox"/>	<input type="checkbox"/>	6

**4** Is the car owned or leased by:

	main car	second car	
You	<input type="checkbox"/>	<input type="checkbox"/>	1
Another household member	<input type="checkbox"/>	<input type="checkbox"/>	2
Employer – yours or another household member	<input type="checkbox"/>	<input type="checkbox"/>	3
Someone else	<input type="checkbox"/>	<input type="checkbox"/>	4

**5** a) When do you expect to buy a car?

	main car	second car	
In the next 12 months	<input type="checkbox"/>	<input type="checkbox"/>	1
Later	<input type="checkbox"/>	<input type="checkbox"/>	2
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	3

b) When you next buy a car will you buy a new car or a second hand?

New	<input type="checkbox"/>	<input type="checkbox"/>	1
Second hand	<input type="checkbox"/>	<input type="checkbox"/>	2

**6** When you next buy a car, will you consider buying a different brand?

	main car	second car	
Yes	<input type="checkbox"/>	<input type="checkbox"/>	1
No	<input type="checkbox"/>	<input type="checkbox"/>	2

**7** Please indicate for each make of car listed:

- a) how familiar you are with it,
- b) if you would recommend it to someone else,
- c) whether it offers good value for money,
- d) whether this make will definitely feature on your short list when buying your first/next car.

	<div style="display: flex; justify-content: space-around; font-size: small;"> <span>only heard of</span> <span>quite familiar</span> <span>would recommend</span> <span>good value for money</span> <span>will be on my short list</span> </div>				
	a	b	c	d	
Alfa Romeo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Audi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
BMW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Cadillac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Chevrolet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Chrysler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Citroën	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Daimler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Fiat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Ford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Honda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Hyundai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Jaguar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
Jeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
Kia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Lancia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
Land/Range Rover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
Lexus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Mazda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Mercedes-Benz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Mini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Mitsubishi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
Nissan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
Opel/Vauxhall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
Peugeot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25
Porsche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
Renault	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
Rover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28
SAAB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
Seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
Skoda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31
Smart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32
Subaru	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33
Toyota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34
Volkswagen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35
Volvo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36

**8** Which of the following factors are the most important in choosing your car?  
Indicate the 3 *most important*.

	main car	second car	
Country of origin/preference	<input type="checkbox"/>	<input type="checkbox"/>	1
Design of the car	<input type="checkbox"/>	<input type="checkbox"/>	2
Engine performance	<input type="checkbox"/>	<input type="checkbox"/>	3
Safety (airbags/ABS)	<input type="checkbox"/>	<input type="checkbox"/>	4
Environmentally friendly	<input type="checkbox"/>	<input type="checkbox"/>	5
Fuel economy	<input type="checkbox"/>	<input type="checkbox"/>	6
Enjoyable to drive	<input type="checkbox"/>	<input type="checkbox"/>	7
Level of standard equipment	<input type="checkbox"/>	<input type="checkbox"/>	8
Car interior	<input type="checkbox"/>	<input type="checkbox"/>	9
Car security (alarm etc.)	<input type="checkbox"/>	<input type="checkbox"/>	10
Price	<input type="checkbox"/>	<input type="checkbox"/>	11
Technology	<input type="checkbox"/>	<input type="checkbox"/>	12
Reputation	<input type="checkbox"/>	<input type="checkbox"/>	13

**9** Do you own a motorbike?

Yes	<input type="checkbox"/>	1
No	<input type="checkbox"/>	2

**10** Please indicate for each make of motorbike listed:

- a) how familiar you are with it,
- b) if you would recommend it to someone else
- c) whether it offers good value for money,
- d) whether this make will definitely feature on your short list when buying your first/next motorbike.

	<div style="display: flex; justify-content: space-around; text-align: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">only heard of</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">quite familiar</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">would recommend</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">good value for money</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">will be on my short list</div> </div>				
	a	b	c	d	
BMW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Ducatti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Harley Davidson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Honda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Kawasaki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Suzuki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Triumph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Yamaha	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8

**F. You and the media**

**1** a) How often do you watch the following types of TV programmes in your own language and b) which do you ever watch in a foreign language - without translation?

**In your own language (including subtitled programmes)**

	often	sometimes	rarely/never	
News and current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Documentaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Cartoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Commercials and Teleshopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7

**In a foreign language**

	French	German	other foreign language	
News and current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Documentaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Cartoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Commercials and Teleshopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7

**2** Nowadays many European homes receive extra TV channels via cable, satellite or a traditional aerial. Also, more and more homes subscribe to specific channels or packages of TV channels.

To receive subscription channels you need to buy or rent a TV decoder - either digital or non-digital (i.e. analogue).

Please indicate all that apply to you:

I currently subscribe to an analogue TV package	<input type="checkbox"/>	1
I currently subscribe to a digital TV package	<input type="checkbox"/>	2
I plan to subscribe to a TV package within the next 12 months	<input type="checkbox"/>	3
I plan to get a cable subscription within the next 12 months	<input type="checkbox"/>	4
I plan to buy a dish within the next 12 months	<input type="checkbox"/>	5
None of the above	<input type="checkbox"/>	6

**3** Teletext services are transmitted by some TV channels – users access them via a ‘text’ button on the TV remote control and use numbers to select the teletext pages of interest.

How often do you personally use teletext services?

Daily/almost daily	<input type="checkbox"/>	1
A few times a week	<input type="checkbox"/>	2
A few times a month	<input type="checkbox"/>	3
Less often	<input type="checkbox"/>	4
Never	<input type="checkbox"/>	5

**4** Please indicate how strongly you agree or disagree with the following statements on advertising.

I am more likely to buy/consider brands, which are advertised in international media

strongly agree  
tend to agree  
tend to disagree  
strongly disagree

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
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Advertising is a useful source of information on new products  
on television  
in newspapers  
in magazines  
on the Internet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5

Advertising sometimes makes me want to try a new product  
on television  
in newspapers  
in magazines  
on the Internet

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9

**G. You and the internet**

**1** Have you used the Internet or an on-line service to access the World Wide Web in the last week?

Yes  1  
No  2

**2** Please indicate for each of the following Internet navigation tools, whether it is your homepage and how often you use it.

is my home page  
use daily  
use weekly  
use less often  
never use

Alta Vista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
AOL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Excite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Overture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Google	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
HotBot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Liberty Surf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Lycos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
MSN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
T-Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Wanadoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Yahoo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12

**3** How often do you browse the web, on your computer or mobile phone, for each of the following features ?

daily/almost daily  
a few times a week  
less often  
never  
daily/almost daily  
a few times a week  
less often  
never

To gather information about:  
- a product or service

computer				mobile phone				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1

- company/research

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
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- financial topics

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
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- travelling

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
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For ticket reservations

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
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To read an electronic newspaper

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
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To read an electronic magazine

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
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To get news updates

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
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To check the weather

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
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To check the traffic

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
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To plan a journey

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
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To get sport results and information

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
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To participate in news groups/ bulletin boards

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
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To participate in chat rooms

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
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For general surfing

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
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For gaming

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
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For gambling

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
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For electronic banking

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
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For satellite navigation

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
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For live TV

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
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For blogging

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
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To check for job availabilities

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
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To check real estate pricing/availability

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
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# EUROPEAN MEDIA AND MARKETING SURVEY

**4** Thinking of an average weekday (Monday-Friday) and weekend (Saturday-Sunday), from where would you be accessing the internet and what would be approximately the length of time you would spend on-line?

Monday-Friday  
Saturday  
Sunday

	place on line			approximate time spent on-line (mins.)					
	home	office	elsewhere	0-30	30-60	60-120	120-180	180+	
Monday-Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 1
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 2
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 3

Please tick all that apply.

**5** a) First go down the list of newspapers, magazines and television channels and tick all those whose WEBSITES you have visited in the last 12 months.

b) Then, for each WEBSITE you have visited in the last 12 months: *how often* do you visit the WEBSITE? Tick which is the closest frequency.

c) Finally, when was the *last time* you visited the WEBSITE?

		a			b		c			
		visited website in last 12 months	once a week or more	1-3 times a month	less than once a month	yesterday	in last week (not yesterday)	in last month (not last week)	longer ago	
Financial Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
International Herald Tribune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
USA Today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Wall Street Journal Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Business Week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
The Economist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Euromoney	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
Forbes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Fortune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Harvard Business Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Newsweek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
Reader's Digest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Scientific American	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
TIME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
BBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
Bloomberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
CNBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
CNN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Discovery Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
EuroNews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Eurosport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Fashion TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
MTV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
National Geographic (channel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
Sky News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25
Travel Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
TV5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27

## H. Financial topics

**1** Which of the following credit/charge cards do you hold personally or through your company?

	personal	corporate	
American Express Blue	<input type="checkbox"/>	<input type="checkbox"/>	1
American Express Green	<input type="checkbox"/>	<input type="checkbox"/>	2
American Express Gold/Platinum	<input type="checkbox"/>	<input type="checkbox"/>	3
Carte Si	<input type="checkbox"/>	<input type="checkbox"/>	4
Carte Blue	<input type="checkbox"/>	<input type="checkbox"/>	5
Diners Club	<input type="checkbox"/>	<input type="checkbox"/>	6
Mastercard/Eurocard	<input type="checkbox"/>	<input type="checkbox"/>	7
Mastercard/Eurocard/Gold	<input type="checkbox"/>	<input type="checkbox"/>	8
Visa	<input type="checkbox"/>	<input type="checkbox"/>	9
Visa Premier/Gold	<input type="checkbox"/>	<input type="checkbox"/>	10
Other Gold/Platinum cards	<input type="checkbox"/>	<input type="checkbox"/>	11
Other credit cards (non store)	<input type="checkbox"/>	<input type="checkbox"/>	12
None of these	<input type="checkbox"/>	<input type="checkbox"/>	13

**2** Which, if any, of the investments listed below do you currently own personally?

Shares or options in the company for which you work	<input type="checkbox"/>	1
Other stocks or shares quoted on your national exchange	<input type="checkbox"/>	2
Other stocks or shares quoted only on exchanges abroad	<input type="checkbox"/>	3
Eurobonds/other bonds	<input type="checkbox"/>	4
Unit trusts/mutual funds	<input type="checkbox"/>	5
Commodity futures/options	<input type="checkbox"/>	6
Insurance & pension related investments	<input type="checkbox"/>	7
Bank/building society savings account	<input type="checkbox"/>	8
Property/real estate	<input type="checkbox"/>	9
Other collectibles as an investment	<input type="checkbox"/>	10
None of these	<input type="checkbox"/>	11

**3** Please indicate the number of times you traded stocks or shares in the past 12 months in each of the following ways:

	0	1-2	3-5	6-10	11+	
Transaction by a full service broker/banker on my behalf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Transaction by a discount broker on my behalf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Transaction by an online broker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Other transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4

**4** What is the approximate value of your private investments, including your mortgage?

Less than € 7.500 / £ 5.000	<input type="checkbox"/>	1
€ 7.500 - € 55.000 / £ 5.000 - £ 35.000	<input type="checkbox"/>	2
€ 55.000 - € 95.000 / £ 35.000 - £ 65.000	<input type="checkbox"/>	3
€ 95.000 - € 300.000 / £ 65.000 - £ 200.000	<input type="checkbox"/>	4
€ 300.000 - € 550.000 / £ 200.000 - £ 350.000	<input type="checkbox"/>	5
€ 550.000 - € 950.000 / £ 350.000 - £ 650.000	<input type="checkbox"/>	6
€ 950.000 - € 3.000.000 / £ 650.000 - £ 2.000.000	<input type="checkbox"/>	7
€ 3.000.000 / £ 2.000.000 or more	<input type="checkbox"/>	8

**5** Please indicate, for each company listed:

- a) how familiar you are with it,
- b) if you would recommend its services to someone else,
- c) whether you think it is innovative
- d) if it is used by yourself
- e) if it is used by your company.

### Banking/investment

	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>only heard of</span> <span>quite familiar</span> <span>would recommend</span> <span>innovative</span> <span>used by myself</span> <span>used by company</span> </div>					
	a	b	c	d	e	
ABN AMRO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Banco Santander	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Barclays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
BBVA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
BNP Paribas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
Citibank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
Crédit Suisse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
CommerzBank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8
Cortal Consors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
Deutsche Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
Dresdner Kleinwort Wasserstein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
DWS Investments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
Fortis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
HSBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
HypoVereinsbank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15
ING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16
JP Morgan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17
MeesPierson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18
Merrill Lynch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19
Royal Bank of Scotland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20
Rabobank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21
Robeco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22
Société Générale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
UBS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24

### Insurance

Allianz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Axa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Swiss Re	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
Winterthur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
Zurich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5

### Consultancy

Accenture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Deloitte & Touche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
Ernst & Young	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
KPMG	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
McKinsey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
PriceWaterhouseCoopers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6

**I. Statistics**

**1** Are you...

- male  1  
 female  2

**2** What is your marital status? Are you ...

- married/living together  1  
 single  2  
 separated/divorced/widowed  3

**3** What is the highest level of education you have attained?

- Pre-sixteen education  1  
 A-levels/ GNVQ/ (Technical) College  2  
 Higher vocational education/HND  3  
 University  4  
 Higher university degree  5

**4** Have you lived, worked or received any education or job training abroad, for at least 6 months?

	yes	no
Lived abroad	<input type="checkbox"/>	<input type="checkbox"/> 1
Worked abroad	<input type="checkbox"/>	<input type="checkbox"/> 2
Education/job training abroad	<input type="checkbox"/>	<input type="checkbox"/> 3

**5** What is your year of birth?

Please write in: 19 .....

**6** Are you a citizen of the country in which you reside?

yes	no
<input type="checkbox"/>	<input type="checkbox"/>

**Please can you help us further?**

If we were to conduct a further survey in the future, would you be willing to take part in such a survey?

Yes  1  
 Maybe  2  
 No  3

Please write in any comments you may have about this survey

.....  
 .....  
 .....  
 .....  
 .....  
 .....

Thank you very much for your co-operation

logo

**INTERVIEW·NSS**

RESEARCH BASED CONSULTANCY

EMS

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