



# Consumer Barometer Survey

Source questions for data displayed on [www.consumerbarometer.com](http://www.consumerbarometer.com)

NB question titles (**in bold**) are for ease of reading, they were not displayed to respondents



Google

## Products purchased within the past 3/ 12 months

Which of these products have you purchased within the **past 3 months**? Please consider that you may have bought these items in-store, online, via phone or through other methods.

- Clothing or footwear
- Make-up
- Groceries
- None of these

Which of these products have you purchased within the **past 12 months**? Please consider that you may have bought these items in-store, online, via phone or through other methods.

- Cinema tickets
- A mobile phone or smartphone handset
- A TV set
- Large home appliances (eg washing machines, fridges, ovens)
- Car insurance
- A hotel stay for leisure purposes
- A flight (ticket) for leisure purposes
- None of these

## Number of items purchased

How many items did you purchase?

- 1
- 2
- 3
- 4 items or more
- Don't know

## Factors in purchase decision

Which of the following apply to / were factors in your purchase decision? It was ...

[Options appear based on product selection]

- A personal treat
- A gift
- An impulse purchase
- A regular purchase / re-fill
- Discounted / on promotion
- An urgent need

For an occasion  
A chance to spend time with people  
A chance to collect or spend loyalty points  
A holiday trip  
A contract renewal / upgrade offered by the operator  
For a newly insured person  
For a new / different car  
Triggered by a change of address  
A change in circumstances (eg recent claim)  
None of the above  
Don't know

### **Purchase method**

[If not flight or hotel]

Where did you make your purchase?

[If flight or hotel]

Where did you make your booking?

In a store / showroom / agency / market or kiosk  
In a cinema / agency or kiosk  
Over the phone  
By mail  
Online via website or app  
By email  
Other  
Don't know

### **Detailed purchase method (i) [If purchased in store / cinema]**

Where exactly was that?

[Options appear based on product selection]

Brand's own store  
Direct with hotel  
Direct with airline (eg ticket desk)  
Insurer's own store / office  
Product brand's own store  
Department store  
Supermarket  
Hypermarket / "big box" retailer  
General store

Convenience store  
General / convenience store  
Market / stall / kiosk  
Members' warehouse / club / wholesaler  
Apparel / footwear store  
Electronics retailer  
Mobile operator store  
Mobile specialist retailer store  
Through travel agent / tour operator store  
Tourist office  
With a broker / other 3rd party  
Pharmacy / drugstore  
Beauty salon  
Perfumery  
Doctor / Dermatologist  
Other  
Don't know

**Detailed purchase method (ii)** [If purchased online]

On which website or app did you make the purchase? On the website / app of ....

[Options appear based on product selection]

Apparel / footwear brand  
Make up brand  
Mobile phone brand  
TV brand  
Appliance brand  
Hotel / hotel chain  
Airline  
Insurer (direct)  
Product brand  
Department store  
Supermarket  
Hypermarket / "big box" retailer  
Auction / classifieds site (eg ebay)  
General online retailer (eg Amazon)  
Price comparison site  
Apparel / footwear retailer  
Cosmetics retailer  
Mobile operator  
Mobile retailer  
Electronics retailer

Travel agent / tour operator  
Tourist board / destination  
Broker / other third party site  
Grocery retailer  
Members' warehouse / club / wholesaler  
Other  
Don't know

**Device used for purchasing** [If purchase method = online]

Which device did you use to make your purchase?

Smartphone  
PC / Laptop  
Tablet  
Other Internet-enabled device  
Don't know

**Number of brands considered**

[If clothing, make-up, mobile phones, TV sets]  
How many brands did you consider before your purchase?

[If cinemas]  
How many films did you consider before your purchase?

[If groceries, home appliances]  
How many shops did you consider before your purchase?

[If car insurance]  
How many insurance companies did you consider before your purchase?

[If hotels]  
How many hotels did you consider before your purchase?

[If flights]  
How many airlines did you consider before your purchase?

One  
Two  
Three  
Four  
Five or more  
None in particular

Don't know

### **Length of research phase**

When - if at all - did you start collecting information or gathering input to inform your purchase?

I didn't collect information or gather input on my purchase

A few moments before my purchase

A few hours before

A few days before

A few weeks before

A few months before

More than a few months before

Don't remember

### **Awareness source of product / offer**

Which statement best describes how you heard about the product / offer you purchased?

Already knew about it from my previous experiences

Heard about it from someone who knows me (eg family, friends, colleagues)

First came across it during product research / shopping

Remember seeing advertising for it

Other

Don't know

### **Detailed awareness source (someone who knows me)**

How exactly did you hear about the product / offer from someone who knows you?

Talking to them

Reading on a social network

Email / text / other messaging method

Other

Don't know

### **Detailed awareness source (during research)**

How exactly did you first come across this product / offer during product research / shopping?

Online via website or app

In a store / showroom / agency / market or kiosk

In a cinema / agency or kiosk

Over the phone

Other  
Don't know

### **Detailed awareness source (from advertising)**

Where do you remember seeing / hearing advertising for this product / offer first?

Online / on the internet (websites or apps)  
TV  
Radio  
Poster / outdoor  
Magazine / newspaper  
Email  
By mail  
In store ads  
Other  
Don't know

### **Offline information sources**

Which of these offline sources informed your recent purchase, at any stage from getting initial ideas to reaching a final decision?

[Options appear based on product selection]

Brand store or showroom  
Supermarket / hypermarket  
Retailer's store  
Grocery store  
Travel agency  
Mobile operator store  
Cinema  
Ticket shop  
Market / stall / kiosk  
Cosmetic studio / beauty salon  
Dermatologist / doctor  
Insurance broker  
Previous experience with the brand  
Previous experience with the hotel  
Previous experience with the airline  
Previous experience with the cinema  
Previous experience with the insurance company  
Previous experience with the store  
Text messages (eg offers)



Family / friends / colleagues etc.  
TV programs / ads  
Radio programs / ads  
Printed materials (eg magazines, newspapers, brochures, books, flyers, mailings)  
Salesperson / company representatives / consultant  
Billboards / posters etc.  
Other offline information source  
Didn't use any offline sources  
Don't know

### **Online information sources**

Which of these online sources informed your recent purchase, at any stage from getting initial ideas to reaching a final decision?

[Options appear based on product selection]

Brand or manufacturer websites / apps  
Airline websites / apps  
Hotel websites / apps  
Cinema websites / apps  
Insurance company websites / apps  
Supermarket or grocery websites / apps  
Retailer or store websites / apps  
Travel agency or tour operator websites / apps  
Travel portal or booking portal websites / apps  
Tourist board or destination websites / apps  
Mobile operator websites / apps  
Insurance broker websites / apps  
Auction or classifieds sites / apps  
Search engines (eg Google, Yahoo)  
Social networks (eg Google+, Facebook)  
Online video sites (eg YouTube)  
Brand pages on social network sites  
Advice sites / review sites / forums / blogs  
Online magazines / news sites  
Price comparison websites  
Email (eg offers, newsletters)  
Other online information source  
Didn't use any online sources  
Don't know

## Online activities related to purchase decision

Which of these did you do on the Internet / using apps in relation to your recent purchase decision?

- Got ideas, inspiration
- Discovered relevant brands
- Compared products / prices / features
- Sought opinions / reviews / advice online
- Watched relevant videos (eg product video / trailer / videos about the topic)
- Sought out / redeemed relevant offers, coupons, promotions
- Found where to buy / product availability
- Got store locations, directions
- Made contact / requested contact (with brands, retailers)
- Asked advice online
- Investigated financing options
- Other
- Don't know

## Devices used during online research

Which of your devices did you use at any stage of your research online?

- A smartphone
- A desktop PC or laptop
- A tablet
- Another Internet-enabled device
- Don't know

## Use of smartphones for online activities

Which of these did you do using a smartphone?

- Got ideas, inspiration
- Discovered new brands or choices
- Compare products / features / prices / choices
- Discover new films
- Compare film choices
- Sought opinions, reviews, advice online
- Watched relevant videos (eg product video / trailer / videos about the topic)
- Sought out / redeemed relevant offers, coupons, promotions
- Found where to buy / product availability
- Got store locations, directions
- Made contact / requested contact (with brands, retailers)
- Asked advice online

Investigated financing options

Other

Don't know

### **Use of smartphones while out shopping for recent purchase**

Which of these activities - if any - did you do while out shopping for your last purchase?

Found a location or store nearby with your smartphone while you were on a shopping trip

Scanned a QR code with your smartphone

Retrieved a coupon on your smartphone

Researched the product on your smartphone while in-store

Took a product photo on your smartphone to share with others

Other

None of the above

Don't know

### **Post purchase online activities**

After making your purchase did you do any of the following online?

Share experiences / what you bought with your social network(s)

Post reviews / ratings of your purchase

Look up help on set up / product usage\*

Look up help on product usage (eg instructions, tips, recipes)\*

Other

None of the above

Don't know

[\*Second of the two options shown for groceries buyers instead of the first one]

### **How product was received**

How did you receive your purchase?

By collecting it from a store / physical location

By delivery from within your country

By delivery from abroad

Other

Don't know

### **Problems while using smartphones for research or shopping**

In general, when researching products / shopping on a smartphone, do you encounter difficulties using

websites?

- Yes - often
- Yes - sometimes
- Yes - rarely
- No - never
- Don't research or shop on a smartphone
- Don't know

### **Consequences of smartphone website issues**

What do you tend to do when you run into problems using a website on a smartphone?

- Use the site despite the problems
- Use the site on another device
- Find another site that works better on my smartphone
- Call or visit the company / store instead
- Try the same site again later on my smartphone
- Other
- Don't know

### **Online video viewing in past 7 days**

Did you watch online video(s) via any of the following websites or apps in the past 7 days?

- On YouTube
- On another online video site / app (NOT YouTube)
- On a catch-up TV player
- On a social network
- On a news or magazine site / app
- On some other sort of site / app
- I have not watched online video(s) in the past 7 days
- None of these

### **Location of online video viewing in past 7 days**

In which of the following locations did you watch online video(s) in the past 7 days?

- At home
- At work / place of education
- In someone else's home (eg friend)
- Commuting / on transportation
- In a store
- In a bar / pub / restaurant / cinema

In playground / park / other public space  
Somewhere else  
Don't remember

### **Online video watching in past week – devices used**

When you think of all the times you watched online video **in the past week** - on which device(s) did you watch online video?

Desktop PC or laptop  
Smartphone  
Tablet  
Connected / smart TV  
Games Console  
Another internet enabled device  
Don't remember

[Next few questions relate to the most recent online video session on a computer, smartphone or tablet]

### **Video genres watched - last online video session**

What type(s) of video(s) did you watch that time?

Automotive and vehicles  
Beauty and fashion  
Education and schooling  
Food, cooking and recipes  
Gaming  
Health, fitness and exercise  
How-to / DIY (do-it-yourself)  
News and politics  
Personal or home videos  
Technology, electronics and gadgets  
Travel and tourism  
TV shows  
Movies  
Music  
Comedy  
Sport  
Other  
Don't know

### **Weekday or weekend - last online video session**

On what day did you watch online video(s)?

- On a weekday
- At the weekend
- Don't remember

### **Time of day - last online video session**

At what time of the day was that?

- First thing
- Morning
- Lunchtime
- Afternoon
- Evening
- Last thing
- Don't remember

### **Location - last online video session**

Where were you at that time?

- At home
- At work / place of education
- In someone else's home (eg friend)
- Commuting / on transportation
- In a store
- In a bar / pub / restaurant / cinema
- In playground / park / other public space
- Somewhere else
- Don't remember

### **Location in the home - last online video session** [filtered on at home responses above]

In what room was that?

- Living room
- Kitchen
- Bedroom
- Study / home office
- Bathroom
- Other room

Don't remember

### **Presence of others - last online video session**

Who, if anyone, was watching video(s) with you?

Partner / spouse

Other family (eg kids, parents)

Friends

Colleagues

Others

I was alone

Don't remember

### **Number of others watching - last online video session**

How many people were watching video(s) with you?

--

Don't remember

### **Focus of Attention - last online video session**

And how would you best describe the attention you gave to the video(s)?

Fully or mainly focused on the video(s)

Attention moved back and forth between activities

Video was a background activity

Don't remember

### **Relation to Parallel Activity - last online video session**

And were the videos you watched that time ....?

Mostly related to your surroundings / other activities

Mostly unrelated to your surroundings / other activities

Don't remember

### **Motives for last online video session**

Why did you watch the video(s) online?

To relax / escape daily routine / my surroundings

To be entertained / inspired

- To stay up to date / on top of trends
- To learn something new
- To feel connected with people / communicate
- To find out something / progress a task
- To pursue a hobby / interest
- To find information on products or services / shop
- To see something I can't find anywhere else
- Other
- Don't remember

### **Connection type - last online video session**

And how did you watch online video(s)?

- On wifi
- On a mobile network
- Using a fixed line Internet connection
- Don't remember

### **Length of videos watched - last online video session**

How long were the video(s) you watched?

- Short videos (<5 minutes)
- Videos of 5-10 minutes length
- Longer videos (>10 minutes)
- Don't remember

### **Role of Smartphone in Respondent's Life**

In general: for which of the following do you primarily use your mobile phone?

- Use alarm clock
- Tell time
- Track health / weight / diet / activity levels
- Create / manage to-do lists / shopping lists
- Manage diary / appointments
- Play games
- Take photos / videos
- Listen to music
- Check news
- Check weather
- Access travel / traffic / maps information
- Read books / magazines



None of these

## Age

How old are you?

[numeric box]

## Gender

Are you...?

Male

Female

## Parental status

Do you have children aged 18 or younger living in your household?

Yes

No

No answer

## D2 Age of Children

Do you have any children of the following ages in your household?

6 months or younger

7-12 months

1 year

2 years

3 years

4-5 years

6-9 years

10-14 years

15-18 years

No answer

## Income

Question varies according to local standard



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