Google Consumer Barometer

Connected Consumer Survey

Source questions for data displayed on www.consumerbarometer.com

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

Google

Device usage

Which, if any, of the following devices do you currently use?

Basic mobile phone which makes calls, as well as sends and receives text messages (SMS)

Smartphone (<localized examples>), which is a phone that has advanced capabilities, such as the ability to download apps, go online to browse websites or send and receive emails

Desktop PC (a non-portable PC)

Laptop or Notebook computer

Netbook, which is a small laptop primarily used to access the Internet

Tablet (<localized examples>)

eReader, a device primarily used for reading books (<localized examples>)

Portable media player with Internet access that plays music, videos, etc. (<localized examples>)

Television, TV

A digital device used to record television programs to, e.g. a digital video recorder or set-top box that has this built in

A digital device that can stream content from the Internet on your TV screen (like an Apple TV, Chromecast, or Amazon FireTV)

Apps on a Smart TV

A wearable digital device (like an activity wristband, smart watch or smart glasses)

Number of Devices

Please tell me how many of the following devices [do] you currently use?

- Basic mobile phone
- Smartphone
- Desktop PC / Laptop or Notebook computer / Notebook
- Tablet

One
Two
Three
Four or more
Don't know
No answer

Mobile phone brand

What is the brand of your mobile phone?

<Localized lists>

[Question repeated for up to 4 of the respondents' devices]

Mobile phone features

Which of the following features or functions does your [first/second/third/fourth] mobile phone have?

- Ability to download and install apps
- GPS Navigation
- Ability to watch videos from the Internet
- Can access the Internet also via Wifi
- Ability to read email file attachments
-

Yes
No
Not sure
Not applicable

Mobile Phone Type Self Categorization

Which of the following terms best describes your [first/second/third/fourth] mobile phone?

Basic mobile phone which makes calls, as well as sends and receives text messages (SMS)
Smartphone, which is a phone that has advanced capabilities, such as the ability to download apps, go online to browse websites or send and receive emails

Mobile phone brand, features and self-categorization question responses are combined to derive a precise definition of smartphone users

Frequency of Internet Usage for Personal Reasons
How often do you access the internet for personal reasons, i.e. all non-business or work related purposes? This includes accessing websites or apps from any device and any form of connectivity (like mobile data or WiFi).
Please think about your usage habits during the last month.

[Frequency scale]
Several times a day
Once a day
2-6 times a week
Once a week
2-3 times a month
Once a month
Less than once a month
Never
Don't know
No answer

Frequency of Internet activities for Personal Reasons
Please think about your Internet usage habits for personal reasons during the last month.
How often do you do the following activities online, on any device, via browser or apps?
use search engines
visit social networks
play games online
watch video content
online
purchase products or
services online
look for product information online

**Frequency of Internet activities for Personal Reasons per Device Category
[Relevant device types**]
- Smartphone
- Desktop PC / Laptop or Notebook computer / Notebook
- Tablet

Please think about your Internet usage habits for personal reasons during the last month.
How often do you do the following activities online, via browser or apps on a [computer /
smartphone / tablet]?

[Frequency of each online behavior asked for users of each **device type in
        turn**]
        use search engines
        visit social networks
        play games online
        watch video content online
        purchase products or services online
        look for product information online

[Frequency scale]
        Several times a
        day
        Once a day
        2-6 times a week
        Once a week
        2-3 times a month
        Once a month
        Less than once a month
        Never
        Don't know
        No answer

TV Usage

How often did you watch TV via any of the following options within the past month?

- on a TV set viewing "regular" TV, i.e. watching TV programs at the time they are broadcast
- on a TV set viewing TV programming that you had previously saved or recorded (e.g. by your TV set top box or using a digital video recorder)
- on a TV set using a catch up or on demand service where you can start watching the program at any time
- on a TV set connected to your computer (or tablet or smartphone) viewing TV content streamed online
- on another device (e.g. computer, tablet, smartphone) viewing TV content streamed online or through a TV tuner
- in any other way

[Answer options for each relevant viewing type]

> Yes
> No
> Don't know
> No answer

Parallel Internet Usage

While you were watching TV in the past month, how often did you go online in parallel through another device (e.g. computer, smartphone, tablet)?

[Frequency scale]

> Several times a
> day
> Once a day
> 2-6 times a week
> Once a week
> 2-3 times a month
> Once a month
> Less than once a month
> Never
> Don't know
> No answer

Parallel Internet Usage - Program Related Use

The last time you were using the Internet while you were watching TV at the same time:
Was your Internet usage related or unrelated to the TV program you were watching?

> Related e.g. I was searching for further information about actors, the program or products just seen on TV
> NOT related to the TV program I was watching
> Don't know
> No answer

Technology Attitudes

Please evaluate each of the following statements on a scale from 1 – strongly agree to 5 –strongly disagree.

- I often post content online
- I often show other people how to do things online
- When I need information, the first place I look is the Internet
- Using the Internet is fun to me
- If I have the opportunity to do a task digitally, I prefer doing it that way
- New technologies offer more opportunities than risks
- Data privacy and data protection are very important to me personally

Strongly agree
Agree
Neutral
Disagree
Strongly disagree
Don't know
No answer