



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



Device usage

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

Mobile phone or Smartphone

Desktop PC (a non-portable PC)

Laptop or Notebook

Netbook or Webbook (an inexpensive, smaller, lighter, less powerful computer than a regular Laptop/Notebook, but still suitable for web-browsing or word processing and with a keyboard)

Tablet Computer / Pad (like an iPad etc. with a touchscreen)

MP3 / portable media player with Internet access (like an iPod Touch etc.)

Handheld gaming device (like a Nintendo DS)

eReader (eReader: a device primarily used for reading books, with minimal Internet or app functionality)

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

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?

- Mobile phone or Smartphone
- Personal computer / Laptop
- Tablet Computer / Pad (like an iPad ect. with a touchscreen)

One

Two

Three

Four or more

Don't know

No answer

Mobile phone brand

What is the brand of your mobile phone? If you are not sure please have a look at your 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 [(BRAND)] have?

- Touchscreen
- Full keypad (QWERTY like on a PC)
- Large display (e.g. like size of an iPhone)
- Equipped with One Seg TV [\[show only in Korea and Japan\]](#)
- Equipped with high pixel camera (8 million pixel) [\[show only in Korea and Japan\]](#)
- Equipped with Osaifu-keitai (mobile wallet) [\[show only in Korea and Japan\]](#)
- Possibility to download and install apps

Yes

No

Not sure

Not applicable

Mobile phone type - self-classified

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

- Mobile phone – a basic mobile phone without advanced capabilities or PC-like functionality
- Smartphone – a mobile phone offering advanced capabilities, often with PC-like functionality or ability to download apps (such as BlackBerry, iPhone, Droid, Palm Pre)
- High-spec/feature phone – a mobile phone without PC-like capabilities but can access mobile specific sites, has GPS, wallet-function and/or MP3 capabilities [show only in Japan and Korea]

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

Internet-Enabled TV Usage

Is one or more TV sets in your home Internet enabled? A TV would be Internet enabled if it is actually connected to the Internet via your home network and you can access not only TV catch-up services, but other select internet sites, e.g. weather or video sites such as YouTube, or browse the Internet.

- Yes
- No
- Don't know
- No answer

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? Please think about your usage habits during the last month.

- 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 usage habits during the last month. How often do you – through your web browser or apps -...?

- use search engines
- visit social networks
- do online gaming
- watch video content
- purchase products or services online
- check my emails



look for product information online
check news, sports and weather
check maps & directions
listen to music 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

Frequency of Internet activities for Personal Reasons per Device Category

[Relevant **device types**]

- Smartphone
- Personal computer / Laptop
- Tablet computer

Please think about your usage habits during the last month. How often do you – through your web 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
do online gaming
watch video content
purchase products or services online
check my emails
look for product information online
check news, sports and weather
check maps & directions
listen to music 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

Frequency of Website visits for Personal Reasons

How often do you use the following websites for personal reasons? If you use an App for a specific site, please include that as well.

Youtube

[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 Website visits for Personal Reasons per Device Category

[Relevant **device types**]

- Smartphone
- Personal computer / Laptop
- Tablet computer

How often do you use the following websites for personal reasons via ...? If you use an App for a specific site, please include that as well.

[Frequency of each YouTube usage asked for users of each **device type in turn**]

[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

Usage History

For how long have you been using..?

- Your smartphone
- Your tablet

1 month or less
1 to less than 3 months
3 to less than 6 months
6 to less than 12 months
12 months or more
Don't know
No answer



Parallel Internet Usage

During the time you were watching [TV viewing type] in the past month, did you go online through another device (e.g. computer, smartphone, tablet) at least once?

[TV viewing types - filtered from a prior question]

- 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 through a games console
- 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
- on your Internet enabled TV through apps

[Answer options for each relevant viewing type]

- Yes
- No
- Don't know
- No answer

Parallel Internet Usage - Device Used Last Time

When you think about the last time you were using the Internet while watching TV at the same time, which of the following devices did you use for going online?

- Personal computer / Laptop
- Mobile Phone or Smartphone
- Tablet computer
- Other Internet enabled device
- Don't know
- No answer

Parallel Internet Usage - Program Related Use

Still thinking about the last time you were using the Internet while you were watching TV at the same time: was your internet usage related the TV program you were watching in parallel?

Yes, the last time I was using the Internet while watching TV, my Internet usage was related to the TV program I was watching (e.g. I was searching for further information about actors, the program or products just seen on TV)

No, the last time I was using the Internet while watching TV, my Internet usage was 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

