

## Study Contents

### Buying Behaviour

For the internet facts study data are collected on the following characteristics with regard to the last purchase of products and services:

#### Last Purchase

(Bought within the last 14 days / Bought within the last 3 months / Bought more than 3 months ago, not specified / Have never bought it)

- Soft drinks
- Beer
- Other alcoholic beverages and spirits
- Frozen foods and ready meals
- Dairy products
- Sweets and salty snacks
- Women's cosmetics
- Men's cosmetics
- Perfumes, fragrances for Women or Men
- Hair care products
- Personal care products
- Dental care products
- Detergents or cleaning products
- Baby supplies
- Pet supplies
- Wellness products
- Health care products or drugs
- Ladieswear
- Menswear
- Shoes
- Books
- Computer and video games
- Computer software (no games)
- Computer hardware or equipment
- Chargeable music or films downloaded from the Internet
- Rail tickets
- Flight tickets (low cost carriers)
- Other flight tickets
- Tickets for cinema, theatre, classical concerts, pop concerts or sport events
- Betting
- Competitions
- Chargeable lotteries

#### Purchase / order intended within the next 12 months

## Study Contents

(Yes, definitely / Yes, maybe / No, not specified)

- Used cars
- New cars
- Hire cars
- DIY supplies and appliances
- Furniture or home decoration
- Toys
- Sporting goods, sports equipment
- Telecommunications products, e.g. mobile or ...
- Rates, contracts for mobile phones
- Triple Play services (TV, telephone, Internet by one provider)
- DSL or other broadband Internet access
- Flat screen TVs (LCD, plasma)
- DVD player, DVD recorder, hard disk recorder
- Home cinema/surround system
- Digital cameras
- GPS systems
- Household appliances, e.g. refrigerator, washing machine, cooker
- Films on DVD, videos
- Music CDs
- Holiday travel, also Last Minute travel
- Hotel accommodation for holiday/business
- Health insurance
- Life insurance and private pension schemes
- Other insurances, e.g. car, household contents, liability
- Financial investments, shares, stocks, funds
- Loans
- Car financing