

## Study Contents

### Information on the Internet

For the internet facts study data are collected on the following characteristics regarding searching for information on the Internet:

#### Information on the Internet

Frequency of use of information sources on the Internet  
(Often / Occasionally / Rarely / Never, not specified / No Internet use)

- Current TV programme
- Chats and forums
- Food, Drink and Enjoyment
- Family and children
- Fitness and Wellness
- Flirting and socialising
- Movies, cinema listing
- Messenger
- News on current international affairs
- Online banking
- Online Shopping
- Send and receive private emails
- Regional or local news
- Research through search engines/web catalogues
- Sports scores/sports reports
- Stars and celebrities

Searched for information on the Internet regarding...  
(Yes / No, not specified / No Internet use)

- 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

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- 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
- Other flight tickets
- Andere Flugtickets
- Tickets for cinema, theatre, classical concerts, pop concerts or sport events
- Betting
- Competitions
- Chargeable lotteries
- 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
- Car financing