



@Home with Technology

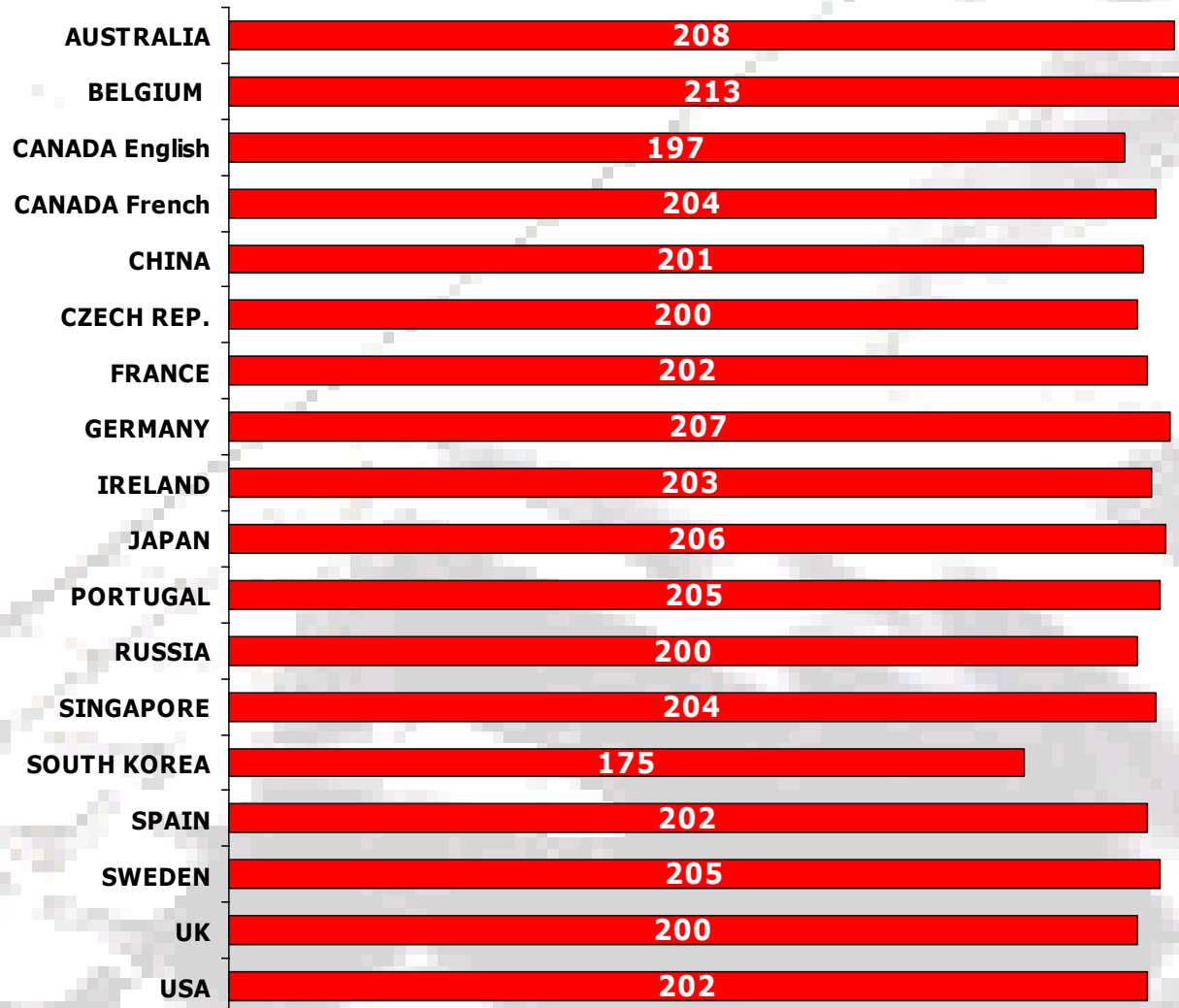
Online Survey – All Markets

John Urpeth
June 2007

Sample profile

Markets included

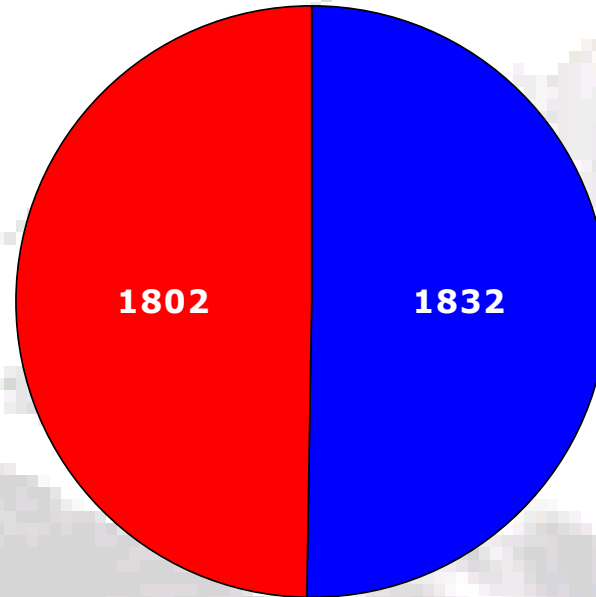
Number of interviews per market



Base: Total online sample N = 3634

Gender

Number of men and women

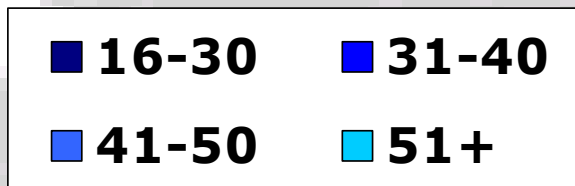
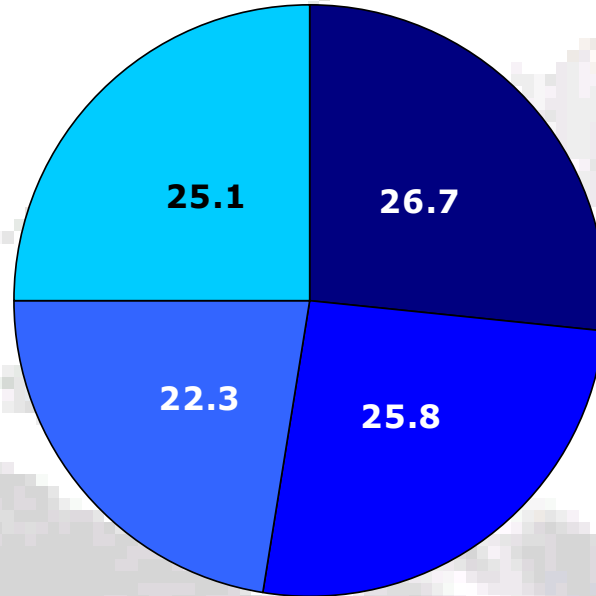


■ Male ■ Female

Base: Total online sample N = 3634

Age

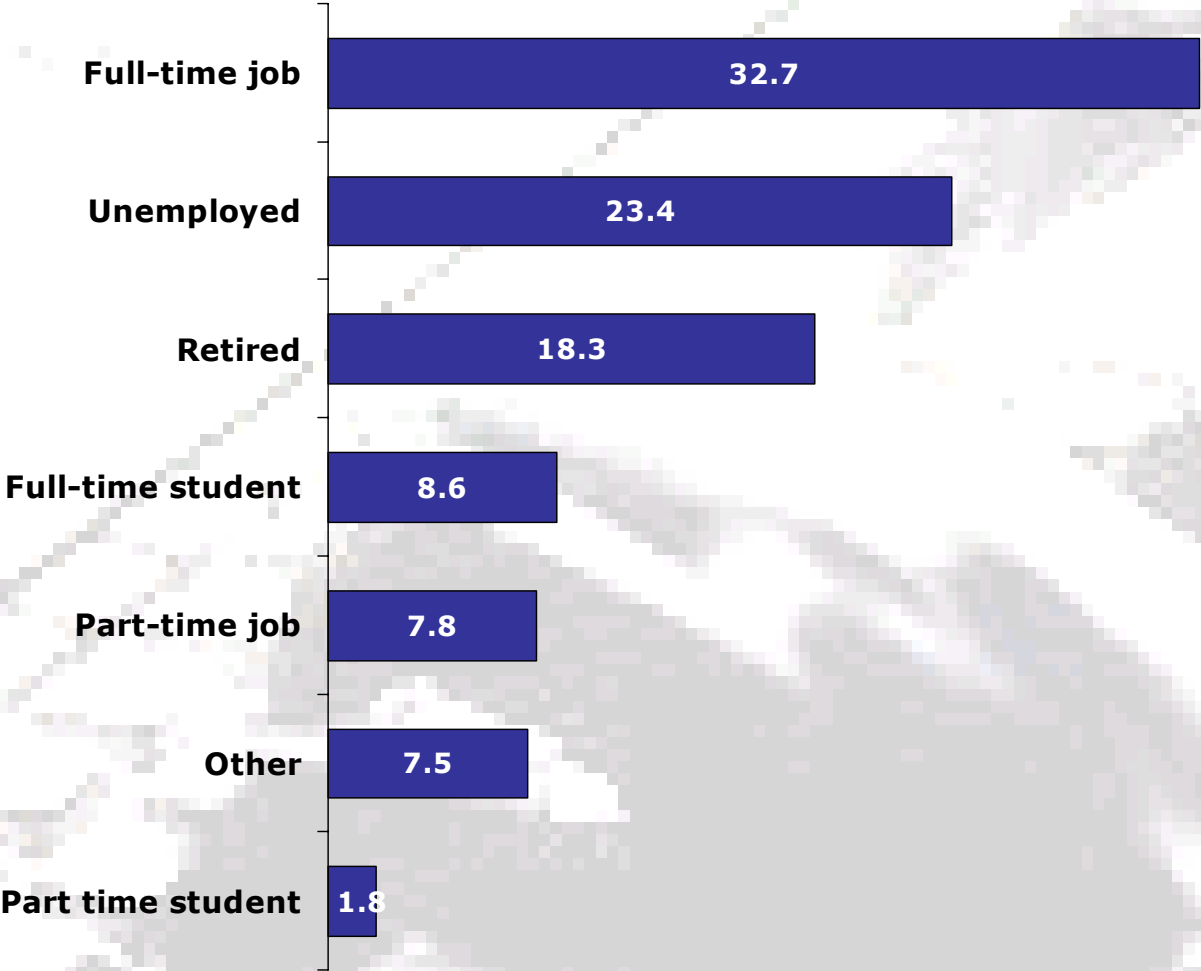
Percentage by age group



Base: Total online sample N = 3634

Employment status

Percentage by status



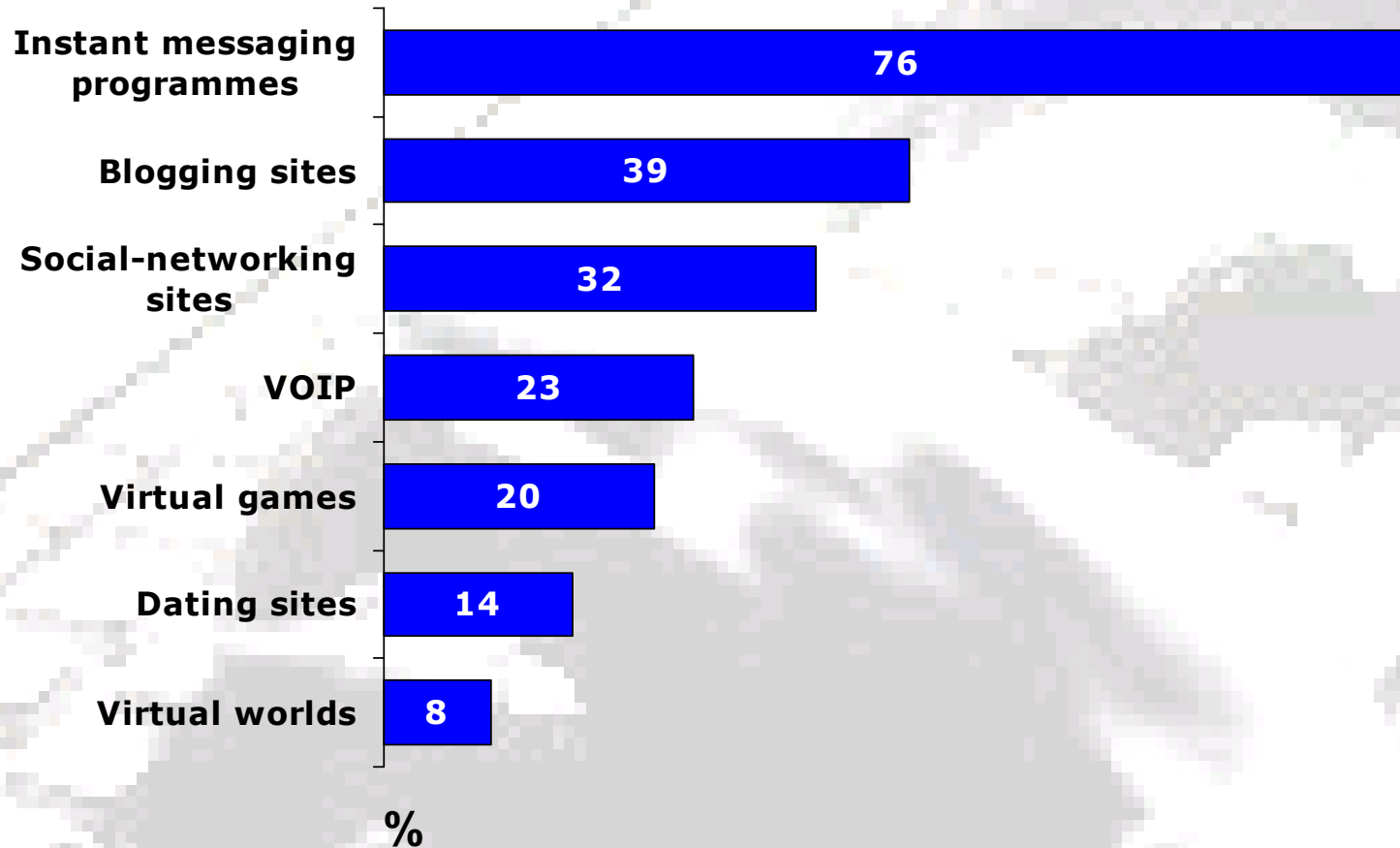
Base: Total online sample N = 3634



Online behaviour

Online sites visited

Q1. Which, if any, of the following types of website do you regularly visit (i.e. at least once a week)?

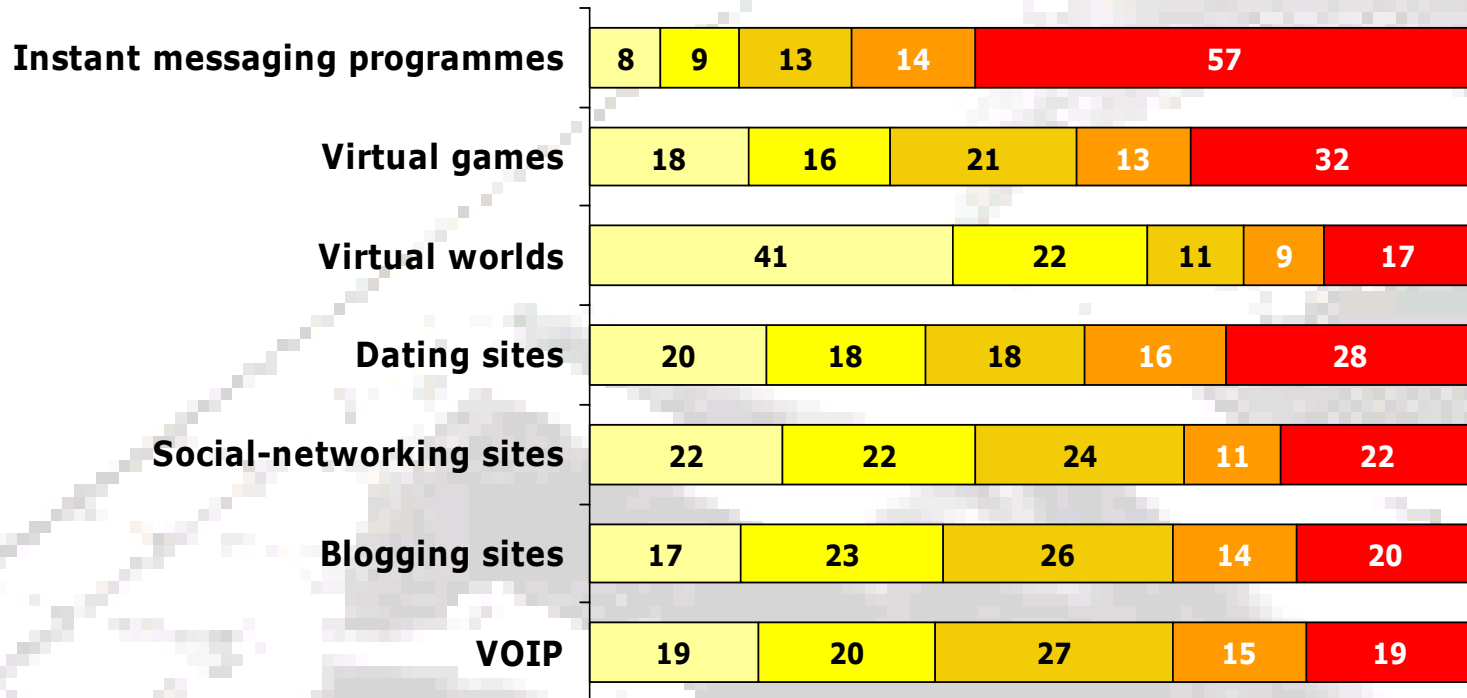


Base: Total online sample N = 3634

Online sites

Length of time visiting

Q2. And how long have you been playing / visiting these online sites?



Legend: Less than 6 months (light yellow), 6 months - 1 year (yellow), 1- 2 years (gold), 2 - 3 years (orange), More than 3 years (red)

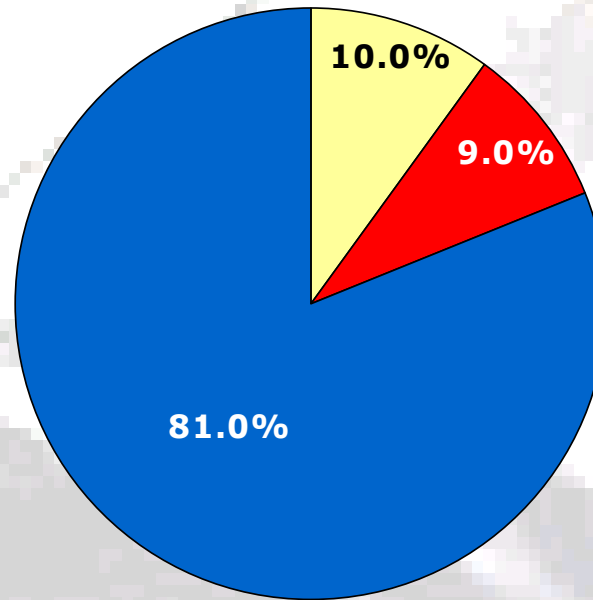
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Base: Total online sample N = 3634

Online sites

Location when visiting sites

Q3. In a typical week, what proportion of the time you spend visiting your online sites is at work / college or at home?



- I spend more time visiting my online sites at work / college than at home**
- I spend about the same amount of time visiting my online sites at work / college than at home**
- I spend more time visiting my online sites at home than elsewhere**

Base: Total online sample N = 3634

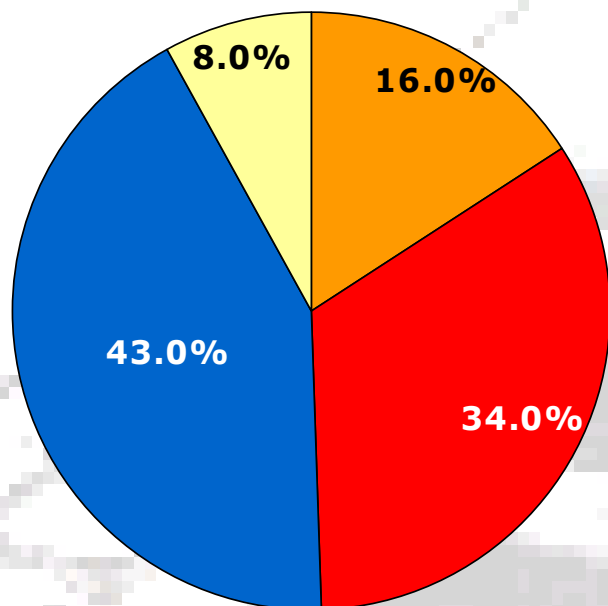


Online relationships

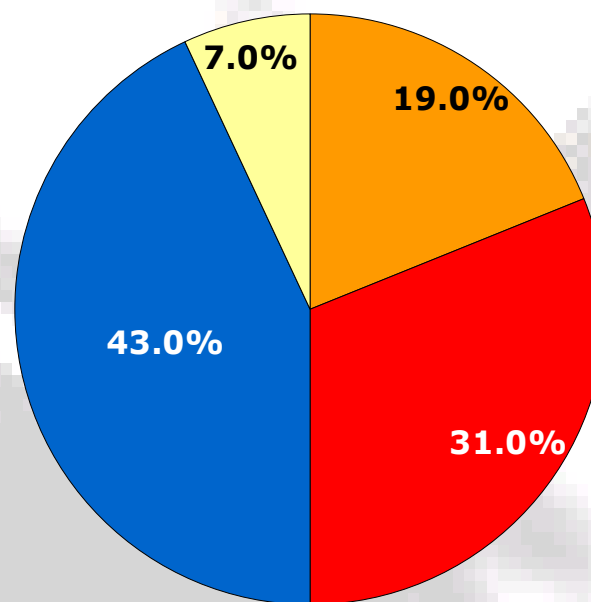
Online friendships

Q4. These days, some people have both online and offline friends. Which of the following best applies to you?

Male



Female



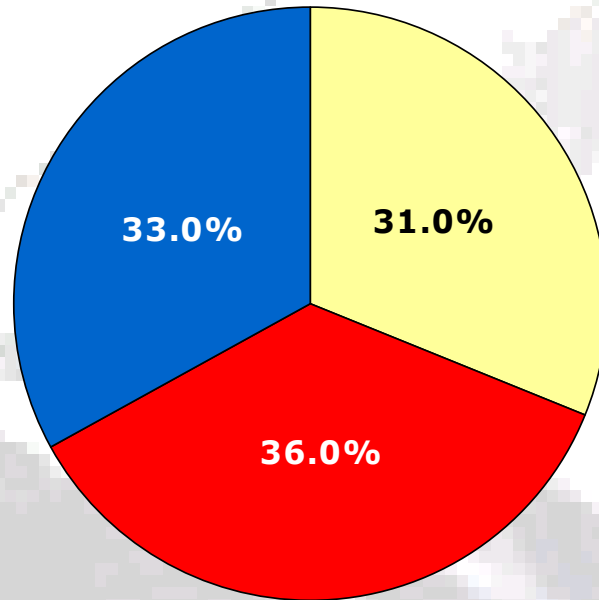
- I don't have any friends or acquaintances online
- I have some online acquaintances but wouldn't say I've made any friends online
- I have a mix of online and offline friends and acquaintances
- I probably have more online friends than offline friends

Base: Total online sample N = 3634

Online friendships

Meeting up

Q5. And which of these statements best applies to you?



- I have never met my online friends in real life
- I meet some of my online friends in real life
- Most or all of my online friends are also friends in real life

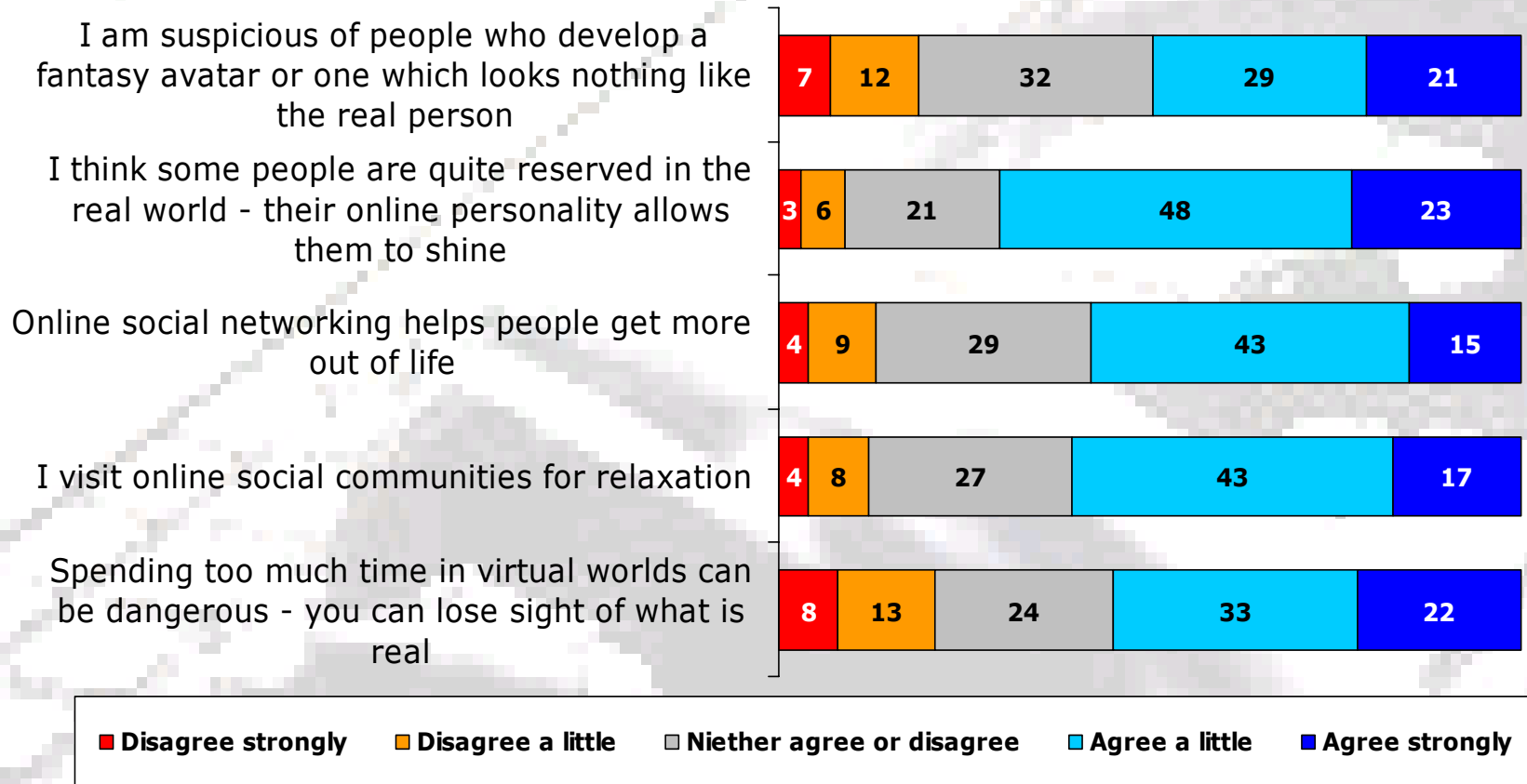
Base: Total online sample N = 3634



Online attitudes and motivations

Online attitudes and motivations (1)

Q6. Here are some statements from other people about their online feelings and experiences. How much do you agree or disagree with each one?

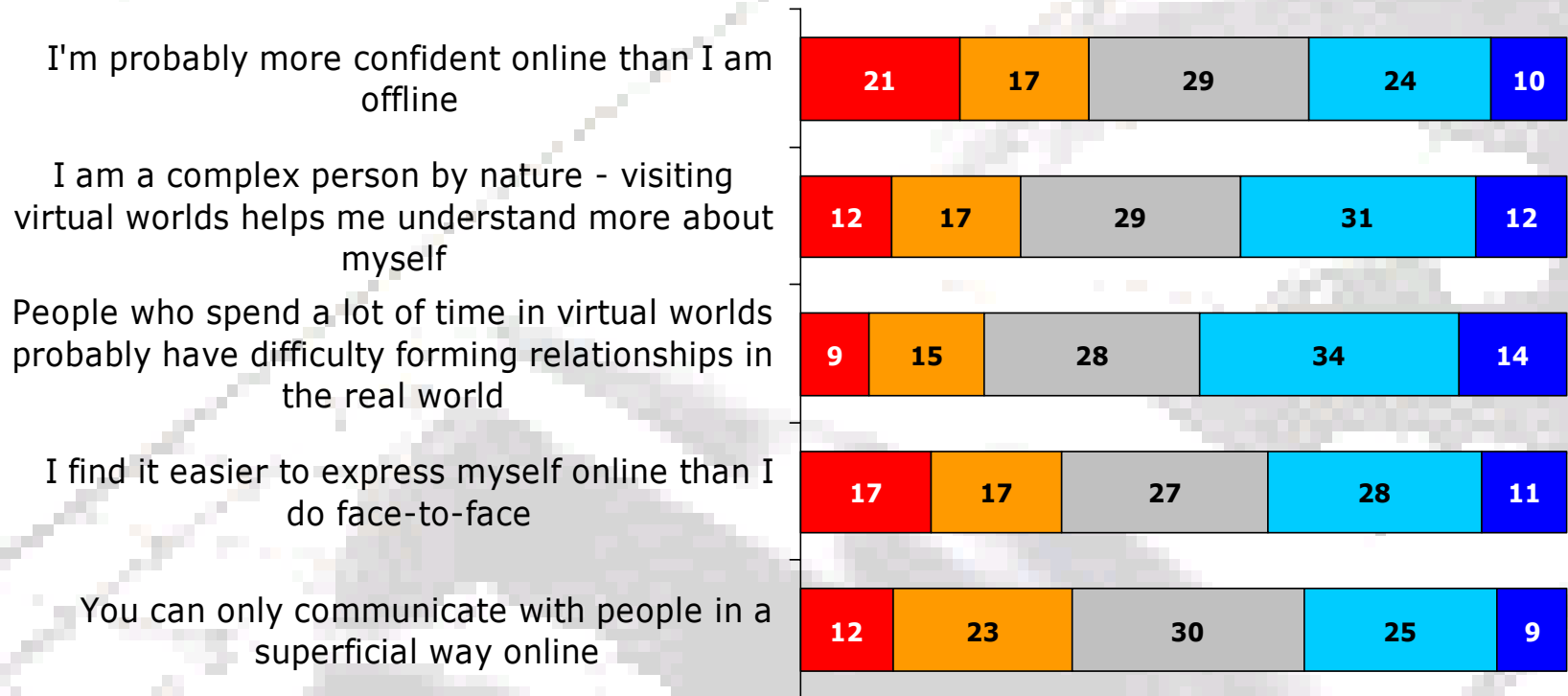


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Base: Total online sample N = 3634

Online attitudes and motivations (2)

Q6. Here are some statements from other people about their online feelings and experiences. How much do you agree or disagree with each one?



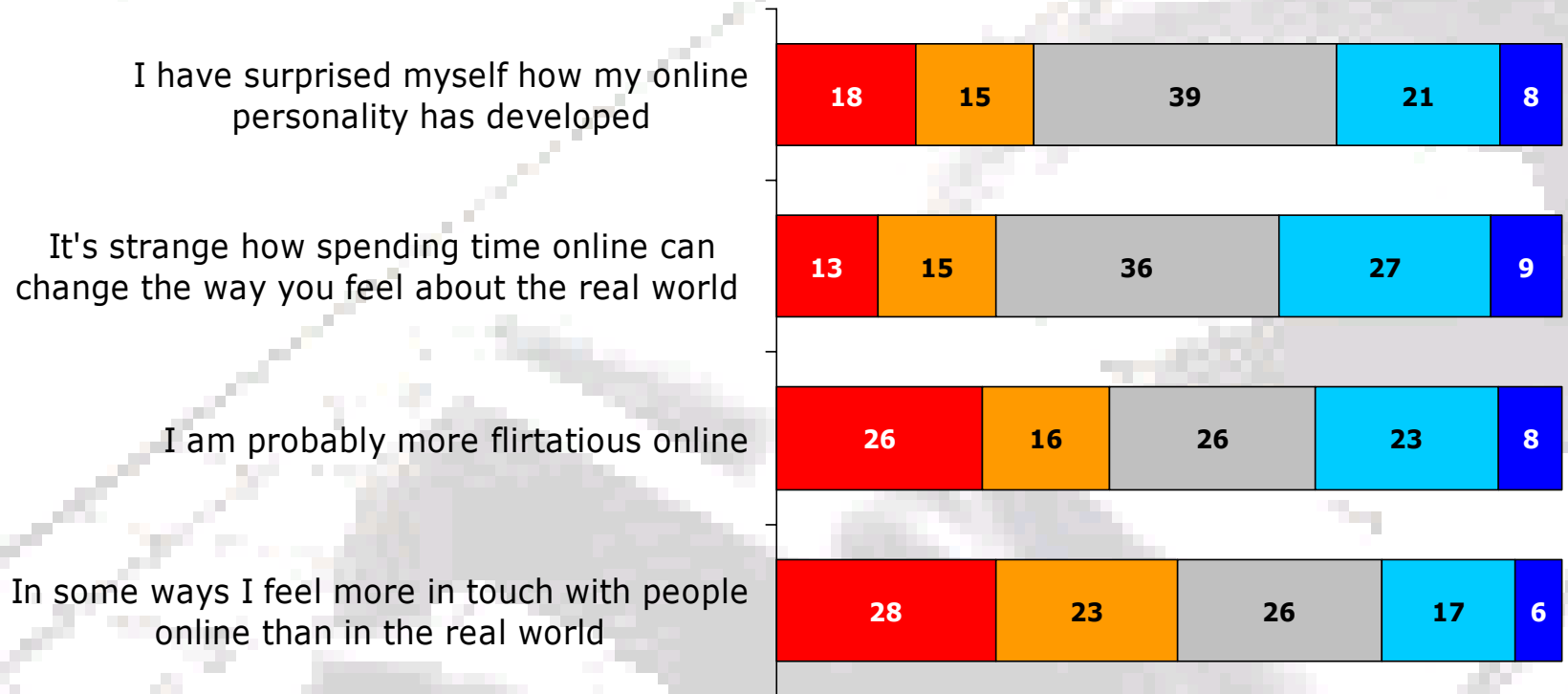
■ Disagree strongly ■ Disagree a little ■ Neither agree or disagree ■ Agree a little ■ Agree strongly

%

Base: Total online sample N = 3634

Online attitudes and motivations (3)

Q6. Here are some statements from other people about their online feelings and experiences. How much do you agree or disagree with each one?



■ Disagree strongly ■ Disagree a little ■ Neither agree or disagree ■ Agree a little ■ Agree strongly

%

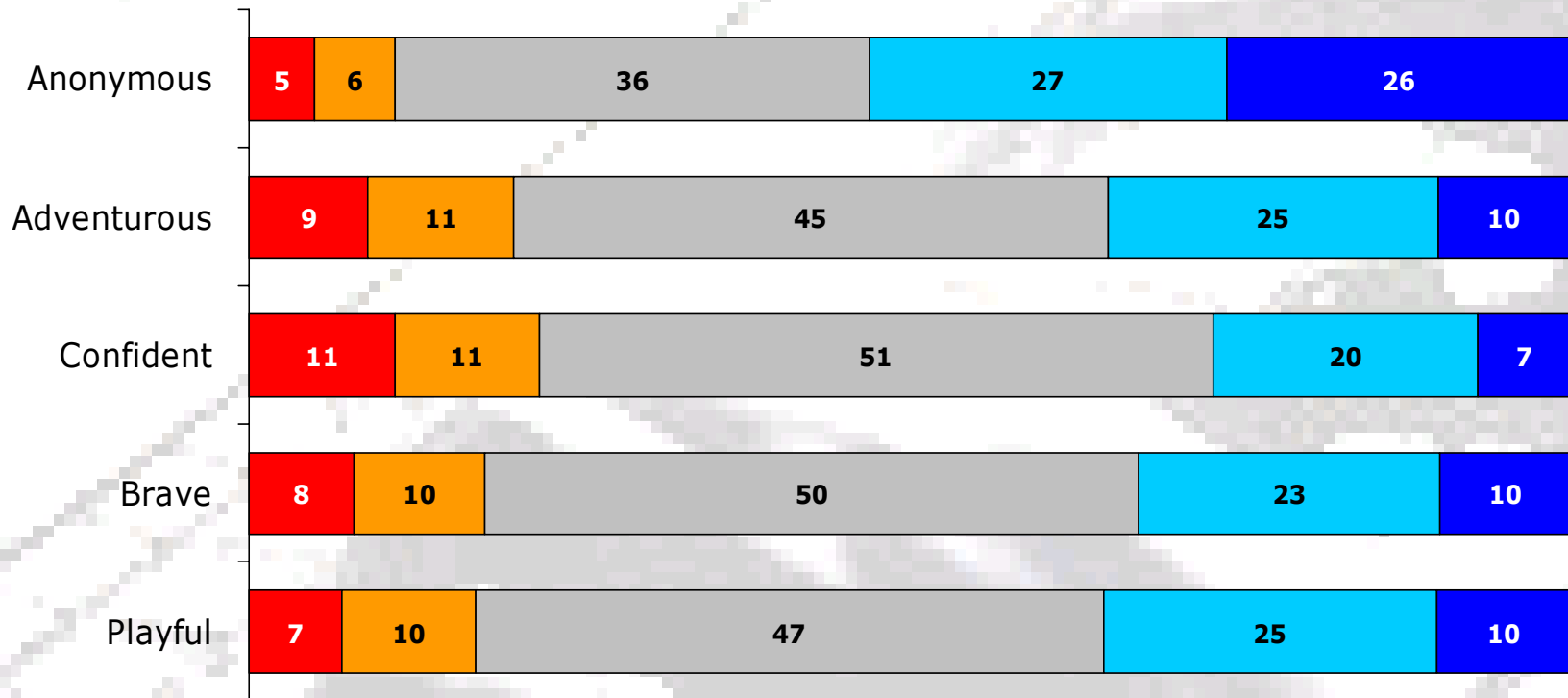
Base: Total online sample N = 3634



Online feelings and emotions

Online feelings and emotions (1)

Q7. Thinking now about your feelings and emotions, where do you feel most ...



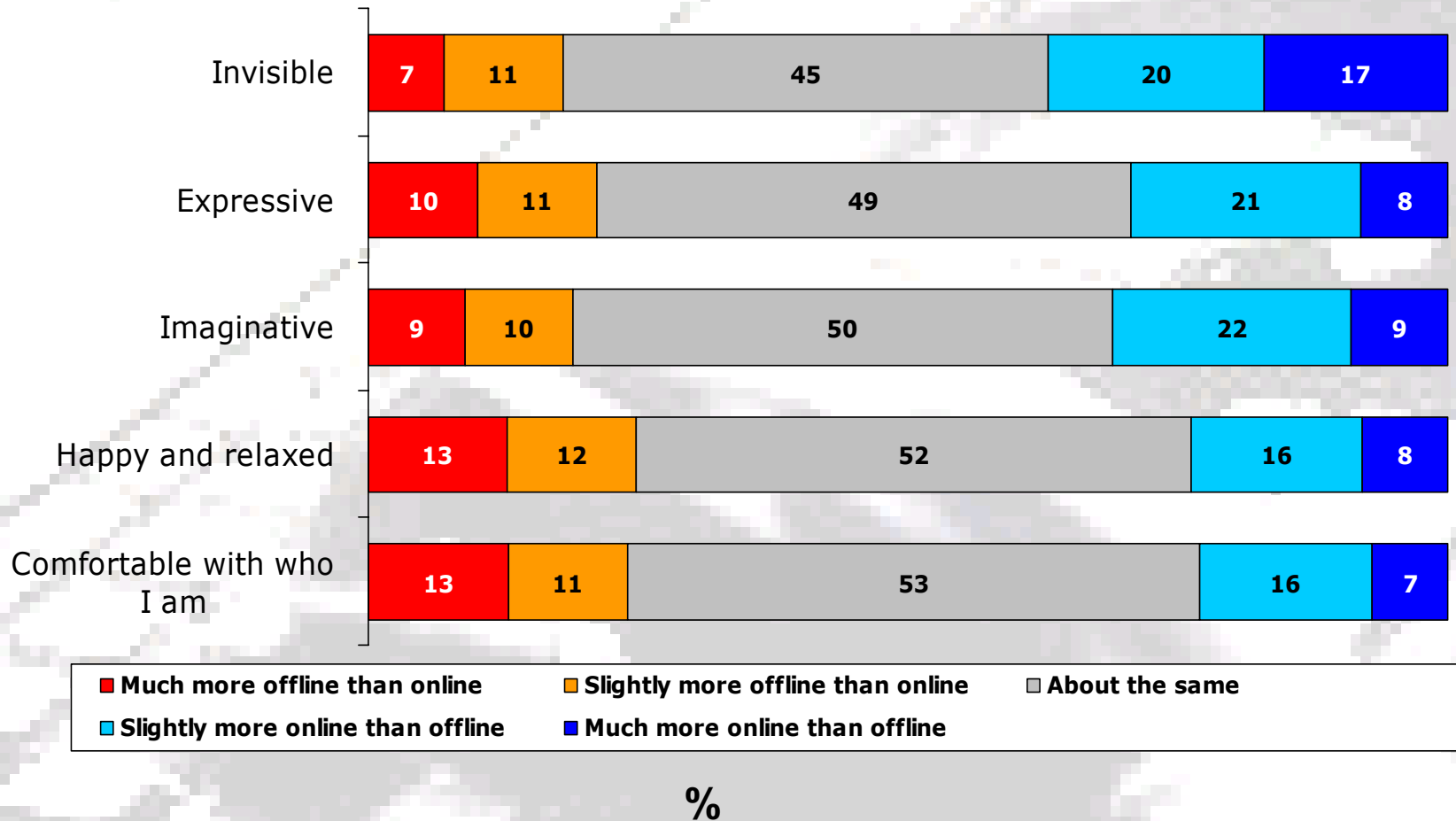
■ Much more offline than online ■ Slightly more offline than online □ About the same
■ Slightly more online than offline ■ Much more online than offline

%

Base: Total online sample N = 3634

Online feelings and emotions (2)

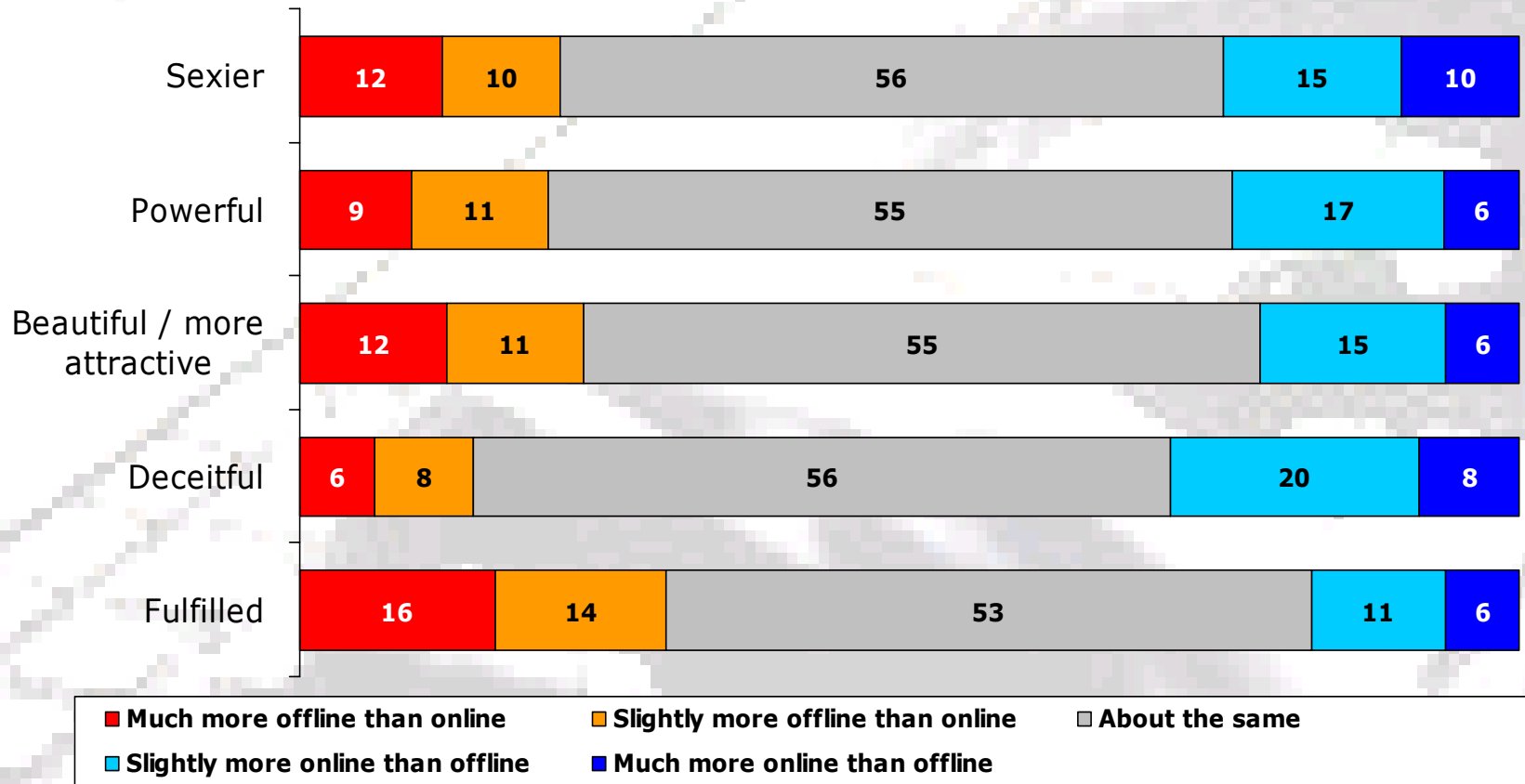
Q7. Thinking now about your feelings and emotions, where do you feel most ...



Base: Total online sample N = 3634

Online feelings and emotions (3)

Q7. Thinking now about your feelings and emotions, where do you feel most ...

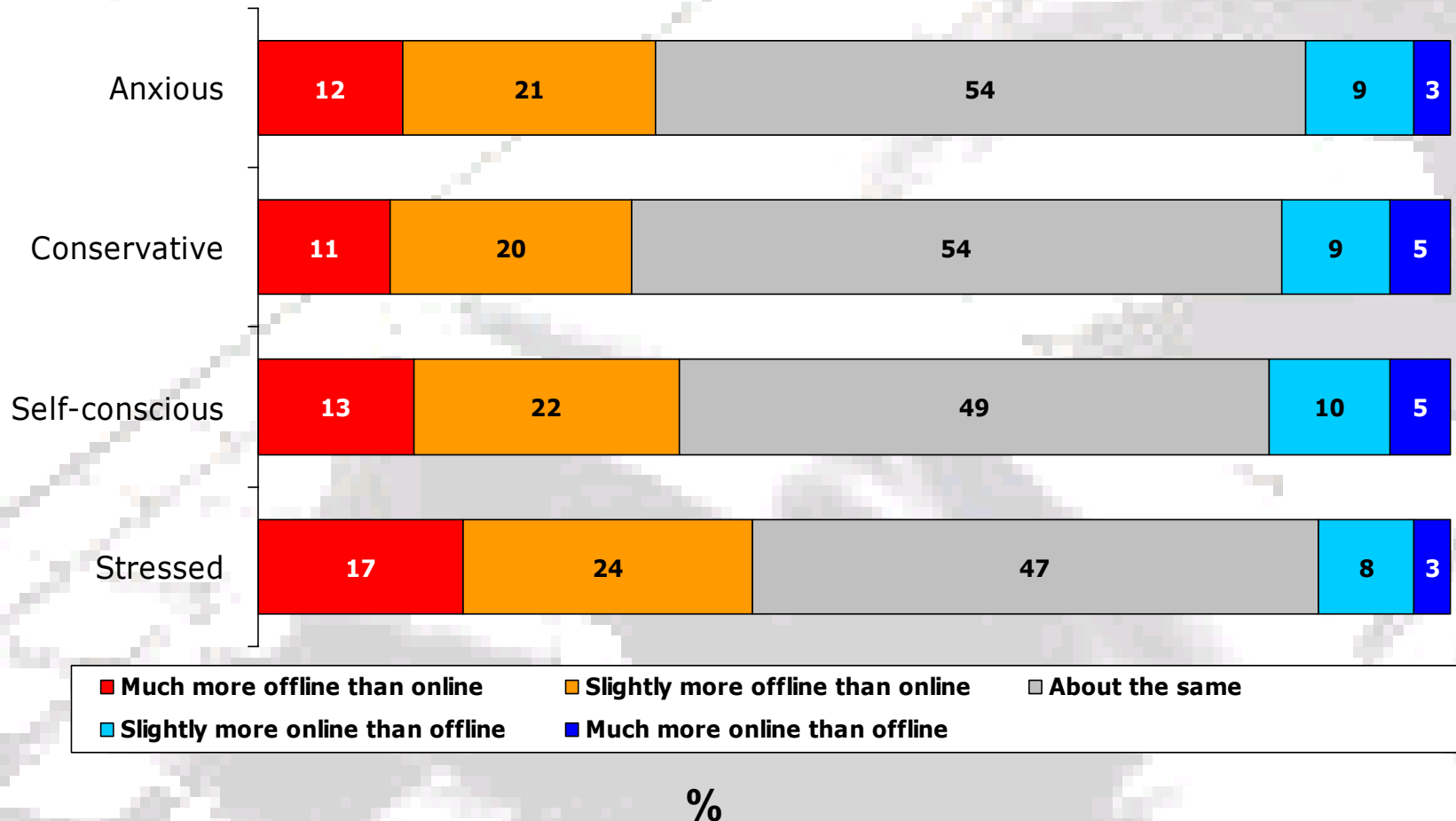


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Base: Total online sample N = 3634

Online feelings and emotions (4)

Q7. Thinking now about your feelings and emotions, where do you feel most ...



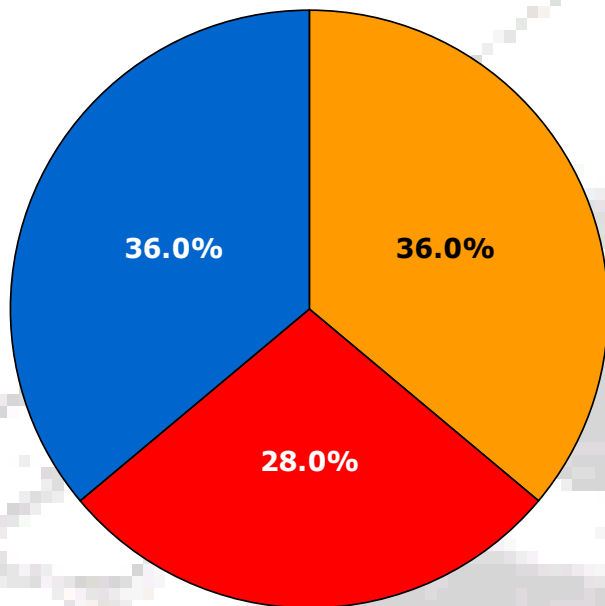
Base: Total online sample N = 3634

Online brands

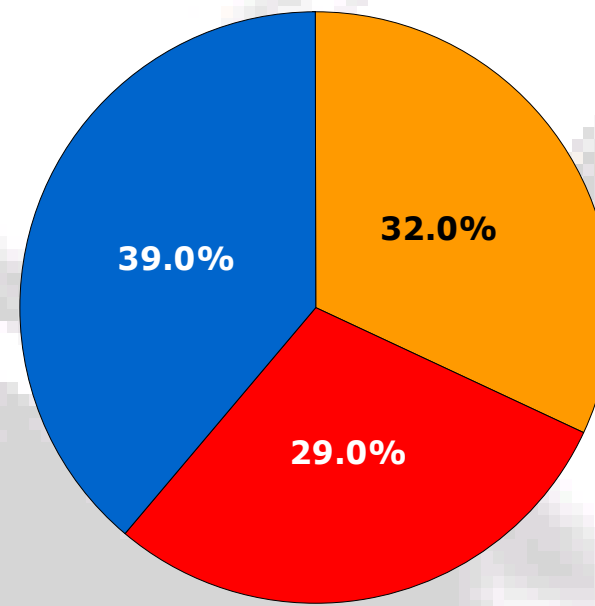
Attitudes towards brands online (1)

Q8. Thinking about some of the brands you use in real life which of these statements best applies to you?

Male



Female

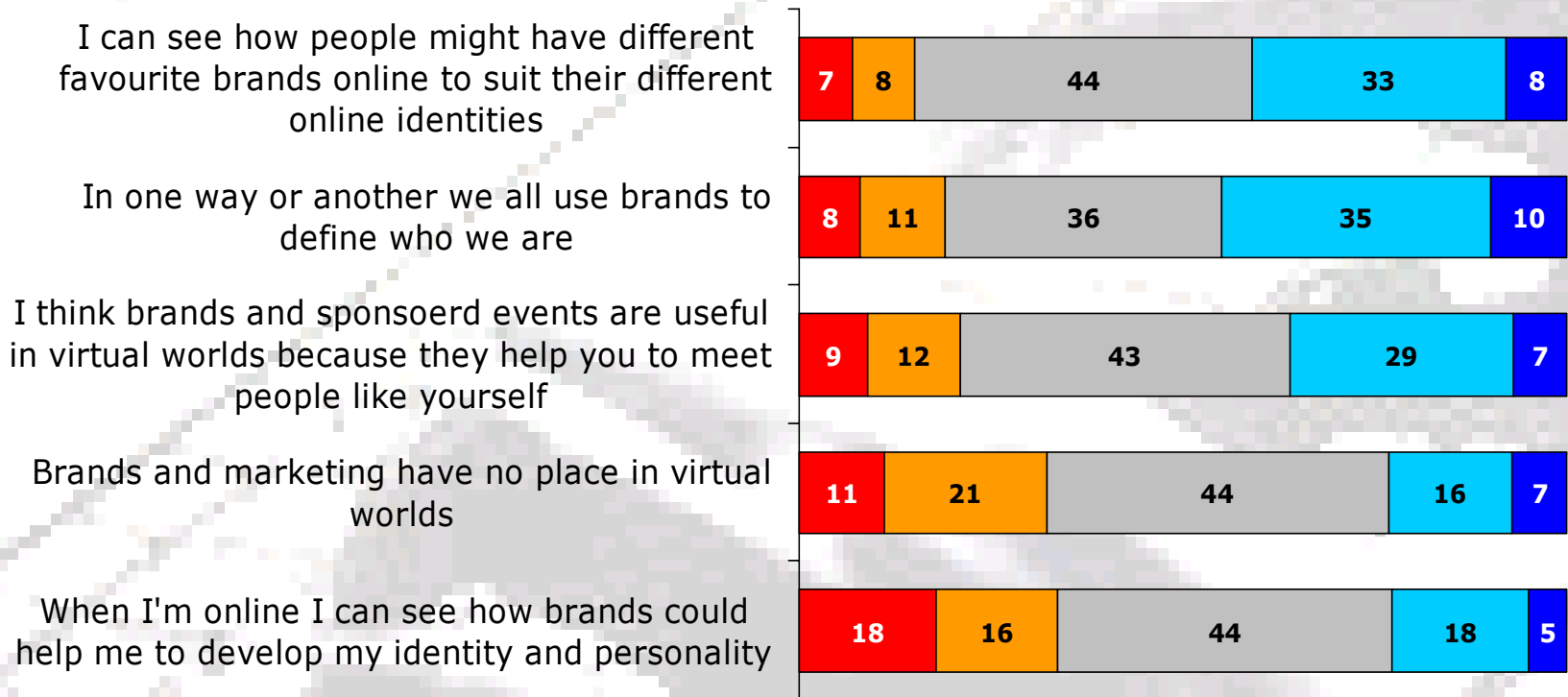


- I'm not really a person that has favourite brands
- I have favourite brands in the real world but don't necessarily want to see these when I'm online
- I don't mind if some of my favourite real life brands appear in the virtual worlds I visit

Base: Total online sample N = 3634

Attitudes towards brands online (2)

Q9. Here are some statements from other people about brands in the real world and the virtual world. How much do you agree or disagree with each one?



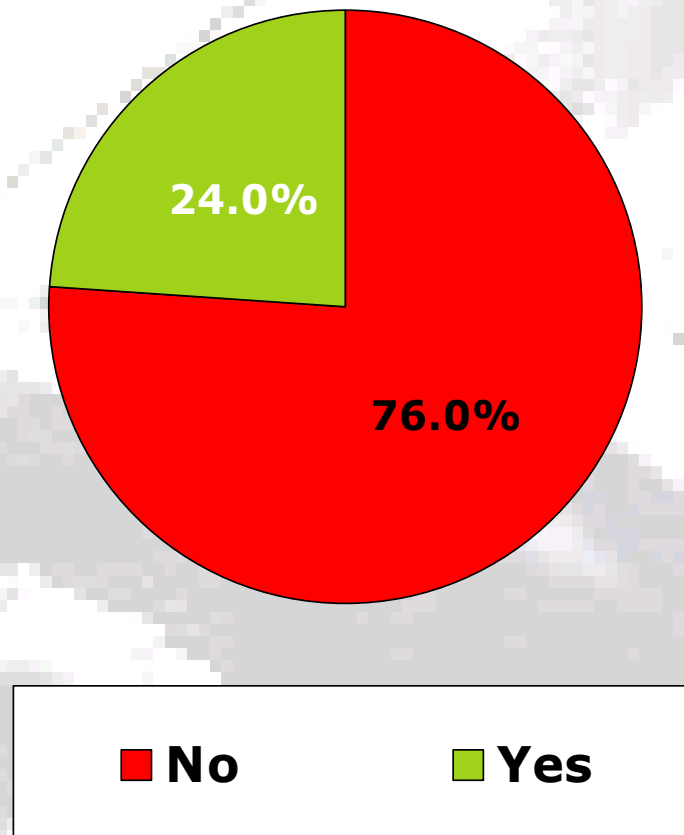
■ Disagree strongly ■ Disagree a little ■ Neither agree or disagree ■ Agree a little ■ Agree strongly

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Base: Total online sample N = 3634

Online brand purchasing

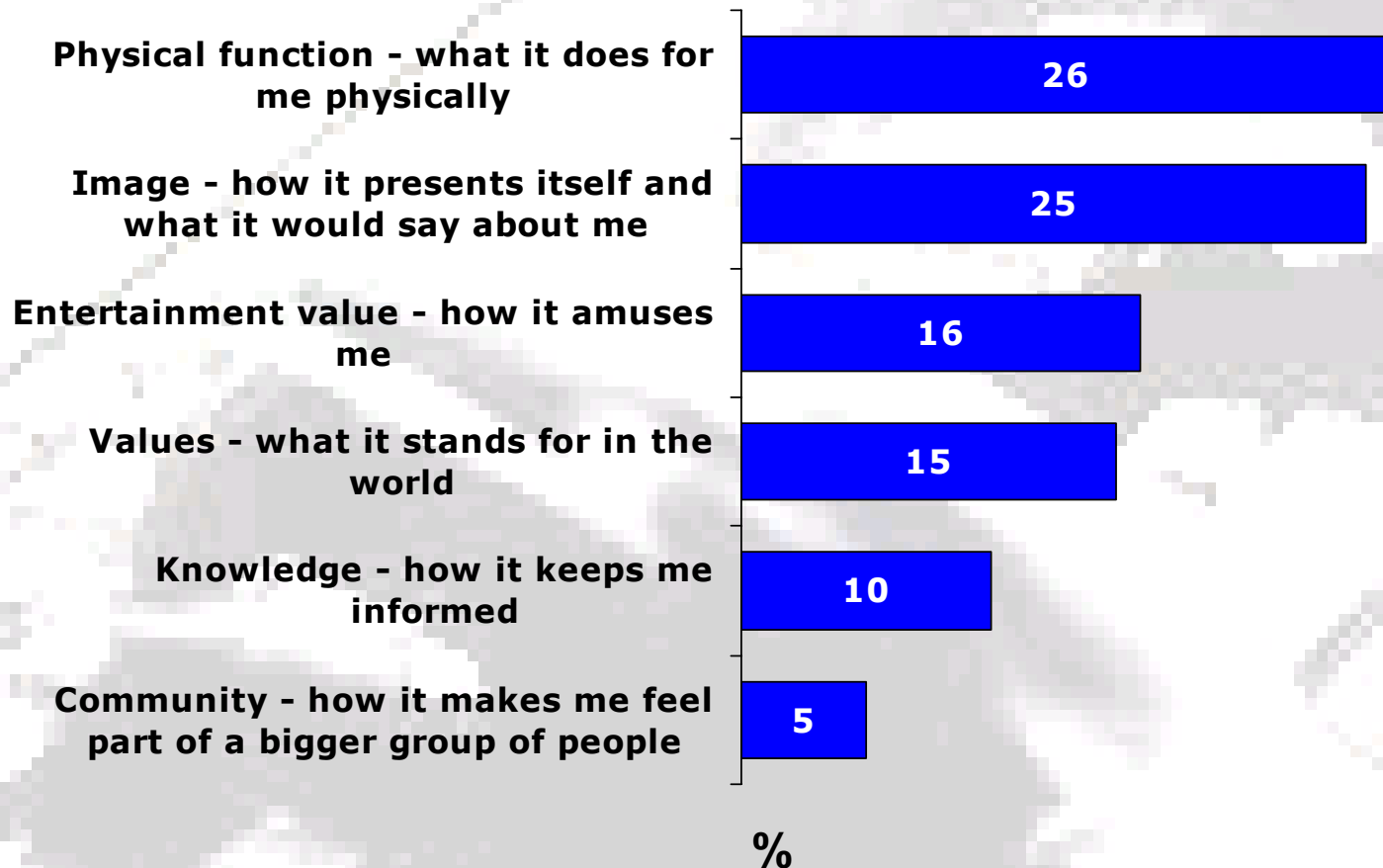
Q10. Have you ever purchased a brand as a result of a virtual world interaction that you have had with it?



Base: Total online sample N = 3634

Reasons for brand selection

Q12. And why would you take this brand with you? Please select the most important benefit the brand would bring for you by answering this question. I would take [brand] with me because



Base: Total online sample N = 3634