

Bilateral research project “Digital transformation of quantitative data collection in social science research: Integrating survey data collection in social science research: Integrating survey data collection with big data and paradata for identifying social behaviour” (NI-0004)

Affiliated institutions:

- [Centre for Social Informatics](#) (CSI), Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia
- [The Samuel Neaman Institute for National Policy Research](#) (SNI), [Technion-Israel Institute of Technology](#), Haifa, Israel

## **Deliverable: Questionnaire in “scrolling” layout**

Online version available at <https://www.1ka.si/a/350465&preview=on>. Scrolling layout displays items one after another on same page. Respondents scroll vertically to navigate through the items. This avoids horizontal scrolling and improves the focus on each item. However, compared to grid, it increases the number of scrolling interactions.

Thank you for choosing to participate in the survey. Your answers will make an important contribution to understanding the attitude of internet users towards online shopping, online privacy, and internet usage habits.

Completing the questionnaire will take you about 20 minutes.

Your answers are confidential and will be carefully protected in accordance with the Personal Data Protection Act and the General Data Protection Regulation. The data will be used for research purposes, statistically processed in anonymized form.

Click the "Next page" button to start the questionnaire.

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TransitA - The first few questions are about online privacy and information security.

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**Q1 - How often on average did you use the internet in the last 12 months?**

- ☐ Several times a day
  - ☐ Every day or almost every day
  - ☐ 3–4 times a week
  - ☐ 1–2 times a week
  - ☐ At least once a month
  - ☐ Less than once a month
- 

**Q2 - Did you use any of the following devices to browse the web in the last 12 months?**

Multiple answers are possible

- ☐ Desktop or laptop computer
  - ☐ Tablet computer
  - ☐ Mobile phone or smartphone
  - ☐ Smart TV (web browsing through a browser app on TV)
  - ☐ Other devices (e.g. media or games player, e-book reader, smart watch)
- 

**Q3 - Do you use a smartphone for private purposes?**

- ☐ Yes
  - ☐ No
-

**Q1 - In the last 12 months, which of the following Internet activities did you perform using a computer or mobile phone?**

Do not take into account any activities you have performed through any device other than your computer or mobile phone.

**Q2 - Sent or received email**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q3 - Used e-banking**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q4 - Searched the Internet for information about products or services**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q5 - I searched for health related information on the Internet, e.g. about injuries, illnesses, nutrition**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q6 - I made a call or video call using a webcam via the Internet, e.g. using Skype, Viber, FaceTime, WhatsApp**

- ☐ Only via mobile
- ☐ Only via PC or other device
- ☐ Via mobile and other device

☐ Didn't perform this activity

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**Q7 - Exchanged messages through programs like Viber, WhatsApp, Skype, Messenger, Snapchat**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q8 - Sold products or services over the Internet, e.g. via bolha.com, e-bay.com, letgo apps**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q9 - Read online news, online newspapers or online magazines**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q10 - Sent messages, posted pictures, edited a profile, etc. on online social networks, e.g. on Snapchat, Facebook, Instagram, Twitter**

- ☐ Only via mobile
  - ☐ Only via PC or other device
  - ☐ Via mobile and other device
  - ☐ Didn't perform this activity
- 

**Q11 - Listened to music over the Internet, e.g. via web radio, YouTube, Deezer apps, Apple Music, Google Play Music, Spotify**

- ☐ Only via mobile
- ☐ Only via PC or other device
- ☐ Via mobile and other device
- ☐ Didn't perform this activity

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**Q12 - In the last 12 months, how often did you carry out the following actions to protect your online privacy, anonymity and information security?**

**Q13 - I used nonidentical passwords to login to various apps and web services (e.g. email, bank account, social networks)**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q14 - I used a designated software for password management**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q15 - I read privacy policy statements before providing my personal data**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q16 - I restricted or refused access to my geographical (GPS) location**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

☐ I'm not aware of this option

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**Q17 - I refused allowing the use of my personal data for advertising purposes**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
  - ☐ I'm not aware of this option
- 

**Q18 - I checked that the website where I provided my personal data is secure (e.g. use of HTTPS, safety logo or certificate)**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
  - ☐ I'm not aware of this option
- 

**Q19 - I asked public or private sector organizations why they need my information**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
  - ☐ I'm not aware of this option
- 

**Q20 - I deleted my browsing history**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q21 - I used the "private/Incognito" option while browsing**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q22 - I deleted cookies when done browsing**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q23 - I used two step verification to protect my account**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q24 - I used the Tor browser to browse the web**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ I'm not aware of this option

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**Q25 - I used a VPN when browsing the web**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
  - ☐ I'm not aware of this option
- 

**Q5 - Which social networking sites did you use in the last 12 months?**

Multiple answers are possible

- ☐ Facebook
  - ☐ Twitter
  - ☐ LinkedIn
  - ☐ Instagram
  - ☐ Snapchat
  - ☐ YouTube
  - ☐ TikTok
  - ☐ Tumblr
  - ☐ Flickr
  - ☐ Pinterest
  - ☐ Reddit
  - ☐ Other, please specify:
  - ☐ I did not use any social networking site
- 

**IF (21) Q5 ≠ [-1, -96]**

**Q26 - How often did you use the following social networking sites in the last 12 months?**

**IF (21) Q5 ≠ [-1, -96]**

**IF (26) Q5 = [Q5a]**

**Q27 - Facebook**

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (21) Q5 ≠ [-1, -96]**

**IF (27) Q5 = [Q5b]**



### Q28 - Twitter

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (28) O5 = [O5c]

### Q29 - LinkedIn

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (29) O5 = [O5d]

### Q30 - Instagram

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (30) O5 = [O5e]

### Q31 - Snapchat

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (31) O5 = [O5f]

### Q32 - YouTube

- ☐ Less than once a month

- ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (21) O5 ≠ [-1, -96]**

**IF (32) O5 = [O5g]**

**Q33 - TikTok**

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (21) O5 ≠ [-1, -96]**

**IF (33) O5 = [O5h]**

**Q34 - Tumblr**

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (21) O5 ≠ [-1, -96]**

**IF (34) O5 = [O5i]**

**Q35 - Flickr**

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (21) O5 ≠ [-1, -96]**

**IF (35) O5 = [O5j]**

**Q36 - Pinterest**

- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week

- ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (36) O5 = [O5k]

Q37 - Reddit

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (21) O5 ≠ [-1, -96]

IF (37) O5 = [O5l]

Q38 - Other

- ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (67) O5 ≠ [-1, -96]

O6 - In general, which of the following personal details would you willingly disclose publicly (i.e. to all users) on social networking sites?

Multiple answers are possible

- ☐ My real name
- ☐ My sex
- ☐ My age
- ☐ My personal/marital status
- ☐ My address
- ☐ My personal email address
- ☐ My mobile phone number
- ☐ My hobbies and personal interests
- ☐ My field of work, occupation or field of studies
- ☐ Family photos and clips
- ☐ Other personal photos and clips
- ☐ Information about my daily routine
- ☐ Geographical location
- ☐ None of the above

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TransitB - This section of the survey is about online shopping.

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**Q7 - When did you last buy or order goods or services over the internet (e.g. products from Amazon, flights, hotel bookings, tickets, clothes, food ...)?**

- ☐ Within the last week
  - ☐ Within the last month
  - ☐ Within the last 3 months
  - ☐ Within the last 12 months
  - ☐ More than 12 months ago
  - ☐ I've never bought or ordered over the internet
- 

**IF (69) Q7 = [1, 2, 3, 4]**

**Q8 - Please estimate how much did you spend on online shopping on Slovenian and foreign websites in the last 12 months?**

- ☐ Up to 25 EUR
  - ☐ 26–125 EUR
  - ☐ 126–500 EUR
  - ☐ 501–1250 EUR
  - ☐ 1251–2500 EUR
  - ☐ More than 2500 EUR
- 

**IF (69) Q7 = [1, 2, 3, 4]**

**Q39 - Please indicate the frequency of visiting the following online shops in the last 12 months (regardless of buying or ordering goods or not).**

**IF (69) Q7 = [1, 2, 3, 4]**

**Q40 - Amazon**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) Q7 = [1, 2, 3, 4]**

Q41 - eBay

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) O7 = [1, 2, 3, 4]

Q42 - AliExpress

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) O7 = [1, 2, 3, 4]

Q43 - Asos

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) O7 = [1, 2, 3, 4]

Q44 - BigDeal

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) O7 = [1, 2, 3, 4]

Q45 - Next

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q46 - iHerb**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q47 - Etsy**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q48 - Strawberrynet**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q49 - Dealextreme**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q50 - iGoodDeal**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q51 - Samsung**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q52 - Bestbuy**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q53 - H&M**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) **Q7** = [1, 2, 3, 4]

Q54 - **Zara**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
  - ☐ Several times a day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

Q55 - **Please indicate how often you bought or ordered goods from the following online shops in the last 12 months.**

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (78) **Q40** ≠ [-1, 1]

Q56 - **Amazon**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (79) **Q41** ≠ [-1, 1]

Q57 - **eBay**

- ☐ Never
- ☐ Less than once a month



- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (80) **Q42** ≠ [-1, 1]

Q58 - **AliExpress**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (81) **Q43** ≠ [-1, 1]

Q59 - **Asos**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (82) **Q44** ≠ [-1, 1]

Q60 - **BigDeal**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (83) **Q45** ≠ [-1, 1]

Q61 - **Next**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

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IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (84) **Q46** ≠ [-1, 1]

Q62 - iHerb

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

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IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (85) **Q47** ≠ [-1, 1]

Q63 - Etsy

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

---

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (86) **Q48** ≠ [-1, 1]

Q64 - Strawberry.net

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

---

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]  
IF (87) **Q49** ≠ [-1, 1]

Q65 - **Dealextreme**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
- 

IF (69) **O7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (88) **Q50** ≠ [-1, 1]

Q66 - **iGoodDeal**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
- 

IF (69) **O7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (89) **Q51** ≠ [-1, 1]

Q67 - **Samsung**

- ☐ Never
  - ☐ Less than once a month
  - ☐ At least once a month
  - ☐ At least one a week
  - ☐ (Almost) every day
- 

IF (69) **O7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (90) **Q52** ≠ [-1, 1]

Q68 - **Bestbuy**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

---

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (91) **Q53** ≠ [-1, 1]

Q69 - **H&M**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

---

IF (69) **Q7** = [1, 2, 3, 4]

IF (77) **Q40** ≠ [-1, 1] OR **Q41** ≠ [-1, 1] OR **Q42** ≠ [-1, 1] OR **Q43** ≠ [-1, 1] OR **Q44** ≠ [-1, 1] OR **Q45** ≠ [-1, 1] OR **Q46** ≠ [-1, 1] OR **Q47** ≠ [-1, 1] OR **Q48** ≠ [-1, 1] OR **Q49** ≠ [-1, 1] OR **Q50** ≠ [-1, 1] OR **Q51** ≠ [-1, 1] OR **Q52** ≠ [-1, 1] OR **Q53** ≠ [-1, 1] OR **Q54** ≠ [-1, 1]

IF (92) **Q54** ≠ [-1, 1]

Q70 - **Zara**

- ☐ Never
- ☐ Less than once a month
- ☐ At least once a month
- ☐ At least one a week
- ☐ (Almost) every day

---

IF (69) **Q7** = [1, 2, 3, 4]

Q71 - **Please estimate the number of times that you bought or ordered online the following products or services during the last 12 months.**

IF (69) **Q7** = [1, 2, 3, 4]

Q72 - **Clothes (including sport clothing), shoes or accessories (e.g. bags, jewelry)**

- ☐ Never
- ☐ 1–5 times
- ☐ 6–10 times
- ☐ 11–20 times
- ☐ More than 20 times

---

IF (69) **Q7** = [1, 2, 3, 4]

Q73 - **Children toys or childcare items (e.g. nappies, bottles, baby strollers)**

- ☐ Never
- ☐ 1–5 times
- ☐ 6–10 times

- ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q74 - Furniture, home accessories (e.g. carpets or curtains) or gardening products (e.g. tools, plants)**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q75 - Music as CDs, vinyls etc.**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q76 - Films or series as DVDs, Blu-ray etc.**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q77 - Printed books, magazines or newspapers**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
-

**IF (69) O7 = [1, 2, 3, 4]**

**Q78 - Computers, tablets, mobile phones or accessories**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q79 - Consumer electronics (e.g. TV-sets, stereos, cameras) or household appliances (e.g. washing machines)**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q80 - Deliveries from restaurants, fast-food chains, catering services**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q81 - On-line supermarkets and food chains**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q82 - Cosmetics, beauty or wellness products**

- ☐ Never

- ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q83 - Food and equipment for pets**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q84 - Tickets (sport, cultural events) and booking (hotels, airplane)**

- ☐ Never
  - ☐ 1–5 times
  - ☐ 6–10 times
  - ☐ 11–20 times
  - ☐ More than 20 times
- 

**IF (69) O7 = [1, 2, 3, 4]**

**IF (95) Q72 ≠ [-1, 1] OR Q73 ≠ [-1, 1] OR Q74 ≠ [-1, 1] OR Q75 ≠ [-1, 1] OR Q76 ≠ [-1, 1] OR Q77 ≠ [-1, 1] OR Q78 ≠ [-1, 1] OR Q79 ≠ [-1, 1] OR Q80 ≠ [-1, 1] OR Q81 ≠ [-1, 1] OR Q82 ≠ [-1, 1] OR Q83 ≠ [-1, 1] OR Q84 ≠ [-1, 1]**

**Q85 - Please estimate the total amount of money you spent for buying or ordering online the following products or services in the last 12 months.**

**IF (69) O7 = [1, 2, 3, 4]**

**IF (95) Q72 ≠ [-1, 1] OR Q73 ≠ [-1, 1] OR Q74 ≠ [-1, 1] OR Q75 ≠ [-1, 1] OR Q76 ≠ [-1, 1] OR Q77 ≠ [-1, 1] OR Q78 ≠ [-1, 1] OR Q79 ≠ [-1, 1] OR Q80 ≠ [-1, 1] OR Q81 ≠ [-1, 1] OR Q82 ≠ [-1, 1] OR Q83 ≠ [-1, 1] OR Q84 ≠ [-1, 1]**

**IF (96) Q72 ≠ [-1, 1]**

**Q86 - Clothes (including sport clothing), shoes or accessories (e.g. bags, jewelry)**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
-

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (97) **Q73** ≠ [-1, 1]

**Q87 - Children toys or childcare items (e.g. nappies, bottles, baby strollers)**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (98) **Q74** = [2, 3, 4, 5]

**Q88 - Furniture, home accessories (e.g. carpets or curtains) or gardening products (e.g. tools, plants)**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (99) **Q75** ≠ [-1, 1]

**Q89 - Music as CDs, vinyls etc.**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (100) **Q76** ≠ [-1, 1]

**Q90 - Films or series as DVDs, Blu-ray etc.**

- ☐ Up to 30 EUR
- ☐ 30–150 EUR
- ☐ 151–750 EUR
- ☐ 751–2500 EUR
- ☐ More than 2500 EUR



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IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (101) **Q77** ≠ [-1, 1]

**Q91 - Printed books, magazines or newspapers**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (102) **Q78** ≠ [-1, 1]

**Q92 - Computers, tablets, mobile phones or accessories**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (103) **Q79** ≠ [-1, 1]

**Q93 - Consumer electronics (e.g. TV-sets, stereos, cameras) or household appliances (e.g. washing machines)**

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (104) **Q80** ≠ [-1, 1]

**Q94 - Deliveries from restaurants, fast-food chains, catering services**

- ☐ Up to 30 EUR
- ☐ 30–150 EUR

- ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (105) **Q81** ≠ [-1, 1]

#### Q95 - On-line supermarkets and food chains

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (106) **Q82** ≠ [-1, 1]

#### Q96 - Cosmetics, beauty or wellness products

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (107) **Q83** ≠ [-1, 1]

#### Q97 - Food and equipment for pets

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (95) **Q72** ≠ [-1, 1] OR **Q73** ≠ [-1, 1] OR **Q74** ≠ [-1, 1] OR **Q75** ≠ [-1, 1] OR **Q76** ≠ [-1, 1] OR **Q77** ≠ [-1, 1] OR **Q78** ≠ [-1, 1] OR **Q79** ≠ [-1, 1] OR **Q80** ≠ [-1, 1] OR **Q81** ≠ [-1, 1] OR **Q82** ≠ [-1, 1] OR **Q83** ≠ [-1, 1] OR **Q84** ≠ [-1, 1]

IF (108) **Q84** ≠ [-1, 1]

#### Q98 - Tickets (sport, cultural events) and booking (hotels, airplane)

- ☐ Up to 30 EUR
  - ☐ 30–150 EUR
  - ☐ 151–750 EUR
  - ☐ 751–2500 EUR
  - ☐ More than 2500 EUR
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q99 - Please specify the importance of the following factors when deciding to shop online.**

**IF (69) O7 = [1, 2, 3, 4]**

**Q100 - Ease of payment (e.g. with Paypal or credit card)**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q101 - Lower cost of the product in the online shop compared to alternatives**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q102 - Free shipment of the product**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q103 - My ability to save valuable time compared to ordinary store**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q104 - High rating (and/or good reviews, reputation) of the online seller**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q105 - Large variety of products offered on the website**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q106 - The ability to compare prices of identical products in different websites**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

**IF (69) O7 = [1, 2, 3, 4]**

**Q107 - The option of returning the product at no cost**

- ☐ Not at all important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important

☐ Extremely important

---

IF (69) O7 = [1, 2, 3, 4]

Q108 - **Special shopping days such as Black Friday and the Chinese Singles Day**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

IF (69) O7 = [1, 2, 3, 4]

Q109 - **The option to purchase products that are not available in Slovenia**

- ☐ Not at all important
  - ☐ Slightly important
  - ☐ Moderately important
  - ☐ Very important
  - ☐ Extremely important
- 

IF (69) O7 = [1, 2, 3, 4]

Q110 - **In the last 12 months, how often did you use the following sources to find the goods or services that you bought or ordered online?**

IF (69) O7 = [1, 2, 3, 4]

Q111 - **Search engines (e.g. Google search)**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

IF (69) O7 = [1, 2, 3, 4]

Q112 - **Price comparison websites**

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often

☐ Always

---

IF (69) O7 = [1, 2, 3, 4]

Q113 - **Online shopping websites (e.g. Amazon, eBay)**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

IF (69) O7 = [1, 2, 3, 4]

Q114 - **Customer reviews on websites or blogs**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

IF (69) O7 = [1, 2, 3, 4]

Q115 - **Personalized or targeted advertisements that appear when I'm browsing the web**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

IF (69) O7 = [1, 2, 3, 4]

Q116 - **Advertising or marketing information that I receive by e-mail**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

IF (69) O7 = [1, 2, 3, 4]

Q117 - **Information and recommendations that I receive from friends or family**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

**IF (69) O7 = [1, 2, 3, 4]**

Q118 - **Please specify the device from which you bought or ordered the following type of items or services in the last 12 months.**

**IF (69) O7 = [1, 2, 3, 4]**

Q119 - **Items under 25 EUR**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

**IF (69) O7 = [1, 2, 3, 4]**

Q120 - **Items from 26–100 EUR**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

**IF (69) O7 = [1, 2, 3, 4]**

Q121 - **Items from 101–250 EUR**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

**IF (69) O7 = [1, 2, 3, 4]**

Q122 - **Items over 250 EUR**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
-

IF (69) **Q7** = [1, 2, 3, 4]

IF (112) **Q78** ≠ [-1, 1]

Q123 - **Small appliances/accessories such as phone chargers/cords, screen protectors, phone cases**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (113) **Q84** ≠ [-1, 1]

Q124 - **Airline tickets, hotel bookings or travel package**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (114) **Q78** ≠ [-1, 1]

Q125 - **Smartphone or a tablet**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (115) **Q72** ≠ [-1, 1]

Q126 - **Clothing or shoes**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (116) **Q80** ≠ [-1, 1]

Q127 - **Takeaway from restaurants/fast food**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) **Q7** = [1, 2, 3, 4]

IF (117) **Q79** ≠ [-1, 1]



Q128 - **Large consumer electronic products such as big screen tv, washing machine, dryer, refrigerators, iRobot etc.**

- ☐ Mostly from PC
  - ☐ Mostly from smartphone
  - ☐ No such purchase
- 

IF (69) O7 = [1, 2, 3, 4]

Q129 - **To what extent do you agree or disagree with the following statements?**

IF (69) O7 = [1, 2, 3, 4]

Q130 - **The variety and ease of online shopping sometimes leads me to make purchases that I later find unnecessary**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

IF (69) O7 = [1, 2, 3, 4]

Q131 - **User ratings and reviews of products and services can be trusted**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

IF (69) O7 = [1, 2, 3, 4]

O17 - **How often do you submit ratings or reviews of products or services to online shopping websites (e.g. Amazon, eBay, AliExpress) after making an online purchase?**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

Q132 - **To what extent do you agree or disagree with the following statements about online shopping?**

Q133 - **I prefer to tangibly test, see and "feel" the product that I buy**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q134 - **Long delivery times deter me from making an on-line purchase**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q135 - **I have trust concerns about receiving or returning goods**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q136 - **I'm unable to buy online because I do not have a credit card**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q137 - **I am concerned about website security while shopping online**

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree

- ☐ Agree
  - ☐ Strongly agree
- 

Q138 - **I am concerned about the privacy of personal data while shopping online**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q139 - **I lack the necessary digital skills to shop online**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

TransitC - **The next several questions are about your online activities and trust in computers.**

---

Q19 - **Excluding social networking sites (e.g. Facebook, Twitter), how often do you write comments in blogs and forums or in news, entertainment or online shopping websites?**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Always
- 

Q20 - **Please specify to what extent you agree or disagree with the following statement: "When I am searching for a product or service (e.g. a flight) in a particular website several times, I fear that my browsing history data is used to raise or manipulate its price."**

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree

☐ Strongly agree

---

Q140 - **Please specify to what extent do you agree or disagree that the computers can be trusted to carry out the following tasks.**

Q141 - **Auto completion of text**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q142 - **Spelling and grammar check**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q143 - **Selecting a playlist to match my musical preferences**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q144 - **Selecting the best and most efficient route in my GPS navigation app while driving**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
-

Q145 - **Autonomous driving of a motor vehicle**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q146 - **Diagnosis of my medical status by an AI system**

- ☐ Strongly disagree
  - ☐ Disagree
  - ☐ Neither agree nor disagree
  - ☐ Agree
  - ☐ Strongly agree
- 

Q147 - **In general, how often do you use the following websites to search for information?**

Q148 - **Wikipedia**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Very often
- 

Q149 - **Google search**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Very often
- 

Q150 - **YouTube**

- ☐ Never

- ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Very often
- 

**Q151 - Social networks (e.g. Facebook, LinkedIn, Twitter)**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Very often
- 

**Q152 - Forums or blogs**

- ☐ Never
  - ☐ Rarely
  - ☐ Sometimes
  - ☐ Often
  - ☐ Very often
- 

TransitD - The next topic relates to your everyday life.

---

**Q153 - The following statements describe people's behaviors. Please use the rating scale next to each statement to describe how accurately each statement describes you.**

**Q154 - I'm the life of the party**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q155 - I sympathize with other's feelings**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q156 - I get chores done right away**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q157 - I have frequent mood swings**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q158 - I have a vivid imagination**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q159 - I don't talk a lot**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
-

**Q160 - I am not interested in other people's problems**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q161 - I often forget to put things back in their proper place**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q162 - I'm relaxed most of the time**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q163 - I'm not interested in abstract ideas**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q164 - I talk to a lot of different people at parties**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate
- ☐ Accurate
- ☐ Very accurate



---

**Q165 - I feel others' emotions**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate
- ☐ Accurate
- ☐ Very accurate

---

**Q166 - I like order**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate
- ☐ Accurate
- ☐ Very accurate

---

**Q167 - I get upset easily**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate
- ☐ Accurate
- ☐ Very accurate

---

**Q168 - I have difficulty understanding abstract ideas**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate
- ☐ Accurate
- ☐ Very accurate

---

**Q169 - I keep in the background**

- ☐ Very inaccurate
- ☐ Inaccurate
- ☐ Neither accurate nor inaccurate

- ☐ Accurate
  - ☐ Very accurate
- 

**Q170 - I'm not really interested in others**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q171 - I make a mess of things**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q172 - I seldom feel blue**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

**Q173 - I do not have a good imagination**

- ☐ Very inaccurate
  - ☐ Inaccurate
  - ☐ Neither accurate nor inaccurate
  - ☐ Accurate
  - ☐ Very accurate
- 

TransitE - **Now we would like to ask you some more questions about you and your household.**

---

O24 - Please specify your sex.

- ☐ Male
- ☐ Female

---

O25 - What is your age?

---

O26 - In what country were you born?

- ☐ Slovenia
- ☐ Croatia
- ☐ Bosnia and Herzegovina
- ☐ Serbia
- ☐ Other country, please specify:

---

O27 - What is your marital status?

- ☐ Single (never married)
- ☐ Married
- ☐ Legally divorced or separated
- ☐ Widowed

---

O28 - In which region do you live most of the time?

- ☐ Mura
- ☐ Drava
- ☐ Carinthia
- ☐ Savinja
- ☐ Central Sava
- ☐ Lower Sava
- ☐ Southeast Slovenia
- ☐ Littoral-Inner Carniola
- ☐ Central Slovenia
- ☐ Upper Carniola
- ☐ Gorizia

O29 - **Regardless of whether you belong to a particular religion, how religious would you say you are?**

- ☐ Not religious at all
  - ☐ Slightly religious
  - ☐ Moderately religious
  - ☐ Very religious
- 

O30 - **What is the highest level of formal education that you have completed?**

- ☐ Unfinished primary school
  - ☐ Finished primary school
  - ☐ Lower or secondary vocational education (2-3 year vocational program, NPK certificate)
  - ☐ Secondary professional education (secondary technical school, duration 4 years, matura)
  - ☐ Secondary general education (gymnasium, matura)
  - ☐ Higher professional education, higher education (previous higher school, 2 years + degree)
  - ☐ Higher university education (4 - can also be 6 years + degree )
  - ☐ Bologna master's degree, specialization
  - ☐ Master of Science, PhD
- 

O31 - **How many persons live in your household (including yourself)?**

O32 - **How many children under the age of 18 live in the household?**

O33 - **How many persons in the household work (including yourself)?**

O34 - **Please indicate your personal net monthly income (after taxes).**

- ☐ I do not have a personal income
  - ☐ Up to 250 EUR
  - ☐ Up to 500 EUR
  - ☐ Up to 750 EUR
  - ☐ Up to 1000 EUR
  - ☐ Up to 1500 EUR
  - ☐ Up to 2000 EUR
  - ☐ Up to 3000 EUR
  - ☐ Up to 5000 EUR
  - ☐ More than 5000 EUR
  - ☐ Prefer not to say
- 

Slincome1 - **How would you rate your personal income relative to the average personal income in Slovenia?**

- ☐ Well below average
  - ☐ Slightly below average
  - ☐ Similar to average
  - ☐ Slightly above average
  - ☐ Well above average
- 

O35 - **We would like to ask you to indicate total net income of your household (after taxes). This includes income from all sources: from salary, pension, transfer payments – e.g. social security, revenue from capital – rent, dividends, etc.**

- ☐ Up to 1000 EUR
  - ☐ Up to 1500 EUR
  - ☐ Up to 2000 EUR
  - ☐ Up to 3000 EUR
  - ☐ Up to 4000 EUR
  - ☐ Up to 6000 EUR
  - ☐ More than 6000 EUR
  - ☐ Prefer not to say
- 

Slincome2 - **How would you estimate your household income in relation to the average household income in Slovenia?**

- ☐ Well below average
- ☐ Slightly below average
- ☐ Similar to average
- ☐ Slightly above average

☐ Well above average

---

TransitF - **We are almost at the end of the survey. To help us improve survey questionnaires in the future, please answer some final questions about your experience completing the survey.**

---

O36 - **How much did you work at providing the most accurate answers you can to the questions in this survey?**

- ☐ Not at all
  - ☐ A little
  - ☐ A moderate amount
  - ☐ A lot
  - ☐ A great deal
- 

O37 - **How burdensome was it to complete this survey?**

- ☐ Not at all burdensome
  - ☐ A little burdensome
  - ☐ Moderately burdensome
  - ☐ Very burdensome
  - ☐ Extremely burdensome
- 

O38 - **Where did you answer this survey? Please read all answers below and carefully select all that apply.**

Multiple answers are possible

- ☐ At home
  - ☐ At work
  - ☐ At school, university or library
  - ☐ At a café, pub or restaurant
  - ☐ While travelling by public transport
  - ☐ While travelling by car or taxi
  - ☐ While walking
  - ☐ Somewhere else:
- 

O39 - **Were there other people near you while you were answering this survey?**

- ☐ Yes
- ☐ No

---

IF (246) O39 = [1] ( Yes )

O40 - **Were these people you know or people you do not know?**

- ☐ People I know
- ☐ People I do not know
- ☐ Both people I know and I do not know

---

IF (246) O39 = [1] ( Yes )

O41 - **As far as you know, could any of these people see your answers?**

- ☐ Yes
- ☐ No

---

O42 - **We would like to ask you about what you were doing while you completed this survey. Sometimes people are busy and need to do multiple things at a time. While you were completing this questionnaire, which of the following activities did you also engage in?**

Please select all that apply. If you were not doing any other activities while completing this survey, please select 'I wasn't doing anything besides answering the survey'

- ☐ I wasn't doing anything besides answering the survey
- ☐ Talking to someone else face-to-face
- ☐ Listening to another person's speech (e.g. being present at a lecture)
- ☐ Having a conversation via phone or other device (includes video chat, e.g. Skype)
- ☐ Using short messages (SMS), instant messaging, or e-mail
- ☐ Using social networks (e.g. Facebook, Twitter)
- ☐ Visiting other websites
- ☐ Playing games (computer, video, web)
- ☐ Listening to music, radio, podcasts or other audio content (e.g. TV in the background)
- ☐ Watching TV or video content (such as movies, shows, news, YouTube clips)
- ☐ Working on text documents, presentations, spreadsheets, or similar activities
- ☐ Eating, drinking or preparing a meal
- ☐ Households chores (cooking, cleaning, watching a child etc.)
- ☐ Walking
- ☐ Using means of transport (e.g. car, bus, train)
- ☐ Shopping and similar tasks (e.g. the bank, post office)
- ☐ Something else:

---

SIdevice1 - **Did you ever use any of the following devices to participate in any web survey?**

Multiple answers are possible

- ☐ Desktop or laptop computer
  - ☐ Tablet computer
  - ☐ Mobile phone or smartphone
  - ☐ Smart TV (web browsing through a browser app on TV)
  - ☐ Other devices (e.g. media or games player, e-book reader, smart watch)
- 

Sldevice2 - **Which of the following types of devices did you use to select answers to questions in this questionnaire?**

Please select all types of devices that apply

- ☐ Computer mouse
  - ☐ Touchpad on a laptop
  - ☐ Touchscreen
  - ☐ Other devices (please specify):
- 

**You have finished the survey. Thank you.**

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