

APPENDICES



Table 1 - How would you rate the current general situation in your country on a scale of 1 to 10?

Average score

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AU	BG	SU	NO	17-country aver.
Average score	6,4	5,9	4,5	5,1	4,5	5,4	5,6	4,1	5,1	5,3	4,5	4,1	6,7	6,5	3,6	6,2	7,2	5,3

Table 2 - How would you currently rate your personal circumstances on a scale of 1 to 10?

Average score

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Average score	6,2	6,4	5,7	5,9	5,6	5,6	6,5	4,6	5,3	5,5	5,3	5,5	6,6	6,4	5	6,6	6,5	5,8

Table 3 - Over the next 12 months, do you expect to save more?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Yes, definitely	8%	8%	8%	4%	11%	14%	12%	8%	6%	7%	9%	11%	14%	8%	7%	16%	18%	10%
Yes, probably	32%	33%	42%	31%	45%	46%	39%	35%	31%	33%	29%	35%	42%	35%	29%	45%	48%	37%
No, probably not	36%	44%	37%	43%	35%	32%	35%	41%	40%	40%	42%	39%	34%	38%	41%	33%	30%	38%
No, definitely not	24%	15%	13%	22%	8%	8%	14%	16%	23%	20%	21%	14%	10%	19%	23%	6%	4%	15%
Sub-Total Yes	39%	41%	50%	36%	56%	60%	51%	43%	37%	39%	37%	47%	56%	43%	36%	61%	65%	47%
Sub-Total No	61%	59%	50%	64%	44%	40%	49%	57%	63%	61%	63%	53%	44%	57%	64%	39%	35%	53%

Table 4 - Over the next 12 months, do you expect to spend more?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Yes, definitely	5%	4%	5%	4%	5%	4%	7%	3%	11%	17%	25%	18%	4%	6%	16%	10%	6%	9%
Yes, probably	32%	29%	43%	29%	34%	29%	35%	25%	53%	51%	48%	49%	24%	32%	53%	35%	34%	37%
No, probably not	51%	54%	46%	52%	50%	55%	47%	51%	32%	28%	25%	27%	60%	49%	26%	48%	52%	44%
No, definitely not	12%	12%	6%	15%	12%	12%	11%	21%	5%	4%	2%	5%	12%	13%	5%	7%	8%	10%
Sub-Total Yes	37%	33%	48%	34%	39%	33%	42%	28%	64%	69%	73%	67%	28%	38%	69%	45%	40%	46%
Sub-Total No	63%	67%	52%	66%	61%	67%	58%	72%	36%	31%	27%	33%	72%	62%	31%	55%	60%	54%

Table 1a - How would you rate the current general situation in your country on a scale of 1 to 10?

Average score

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Average score	6,7	6,3	4,6	5,7	4,9	5,2	6	4,5	5,5	5,9	4,6	4,4	6,7	6,6	3,9	6,7	7,3	5,6

Table 2a - How would you currently rate your personal circumstances on a scale of 1 to 10?

Average score

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Average score	6,5	6,5	6	6,2	6	5,7	6,4	5,5	5,8	6,1	5,8	6,1	6,5	6,6	5,5	6,6	6,5	6,1

Table 3a - Over the next 12 months, do you expect to save more?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Yes, definitely	17%	18%	13%	9%	15%	30%	21%	13%	11%	15%	13%	20%	27%	17%	11%	28%	27%	18%
Yes, probably	46%	46%	58%	51%	58%	51%	46%	55%	45%	45%	41%	50%	49%	45%	45%	53%	52%	46%
No, probably not	30%	31%	24%	32%	24%	17%	25%	29%	34%	32%	35%	26%	21%	31%	34%	17%	19%	27%
No, definitely not	7%	5%	5%	7%	2%	2%	7%	3%	10%	8%	11%	5%	2%	8%	10%	2%	2%	6%
Sub-Total Yes	63%	64%	71%	60%	74%	80%	68%	68%	56%	59%	54%	69%	76%	61%	56%	81%	79%	67%
Sub-Total No	37%	36%	29%	40%	26%	20%	32%	32%	44%	41%	46%	31%	24%	39%	44%	19%	21%	33%

Table 4a - Over the next 12 months, do you expect to spend more?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Yes, definitely	10%	6%	7%	6%	6%	6%	12%	5%	15%	16%	24%	20%	10%	8%	16%	16%	11%	12%
Yes, probably	37%	37%	45%	35%	39%	39%	39%	36%	56%	48%	43%	49%	33%	40%	55%	39%	39%	42%
No, probably not	50%	48%	43%	50%	47%	45%	41%	54%	26%	33%	30%	29%	50%	44%	27%	41%	44%	41%
No, definitely not	3%	9%	5%	8%	8%	10%	9%	5%	3%	4%	2%	3%	7%	9%	2%	4%	6%	6%
Sub-Total Yes	47%	43%	52%	41%	45%	45%	50%	40%	71%	63%	68%	69%	43%	48%	71%	55%	50%	54%
Sub-Total No	53%	57%	48%	59%	55%	55%	50%	60%	29%	37%	32%	31%	57%	52%	29%	45%	50%	46%



Table 5 - Regarding your spending, would you say that...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
You don't want to spend and you can't afford to	18%	24%	28%	26%	20%	29%	23%	42%	28%	30%	31%	17%	19%	18%	18%	17%	20%	24%
You don't want to spend, even though you can afford to	20%	26%	20%	19%	20%	15%	29%	14%	17%	21%	17%	14%	24%	22%	18%	31%	31%	21%
You want to spend, even though you can't always afford to	46%	40%	39%	48%	40%	48%	23%	37%	40%	42%	47%	54%	25%	45%	49%	23%	28%	40%
You want to spend and you can afford to	16%	11%	13%	7%	19%	8%	24%	7%	15%	7%	5%	15%	31%	15%	15%	29%	21%	15%

Table 6 - Over the last 12 months, would you say that your spending power...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Has increased significantly	2%	3%	3%	2%	2%	3%	4%	3%	3%	5%	4%	6%	4%	3%	4%	8%	5%	4%
Has increased somewhat	20%	18%	22%	11%	10%	23%	16%	19%	26%	26%	26%	31%	22%	20%	24%	31%	30%	22%
Has remained stable	48%	42%	46%	39%	52%	45%	54%	49%	41%	42%	43%	33%	51%	43%	39%	42%	35%	44%
Has fallen somewhat	22%	26%	18%	35%	24%	20%	21%	17%	20%	18%	20%	22%	17%	22%	24%	13%	21%	21%
Has fallen significantly	7%	11%	10%	13%	11%	10%	4%	13%	9%	9%	8%	8%	7%	12%	9%	7%	9%	9%
Sub-Total Has increased	22%	21%	25%	13%	13%	26%	21%	22%	29%	30%	29%	37%	26%	23%	28%	38%	35%	26%
Sub-Total Has fallen	30%	37%	29%	48%	36%	29%	25%	29%	30%	27%	28%	30%	23%	34%	34%	20%	30%	31%

Table 7 - Are you currently paying back...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
A student loan	4%	2%	2%	3%	2%	2%	10%	6%	2%	1%	1%	2%	10%	2%	1%	20%	25%	6%
A consumer loan (to pay for a car or home improvements, excluding student loans)	23%	25%	23%	31%	25%	25%	15%	25%	29%	27%	32%	37%	34%	25%	37%	27%	32%	28%
A home loan	14%	35%	31%	30%	24%	29%	25%	15%	13%	13%	22%	11%	33%	19%	10%	47%	48%	25%
Another type of loan	6%	4%	3%	2%	3%	5%	3%	9%	6%	8%	6%	9%	7%	7%	7%	4%	4%	5%
Not currently paying back a loan	59%	47%	51%	46%	55%	51%	58%	55%	55%	59%	49%	50%	37%	53%	52%	29%	25%	49%
Sub-total Other loans	83%	87%	86%	81%	83%	85%	93%	82%	75%	79%	77%	70%	83%	80%	69%	91%	89%	82%
Sub-total Currently paying back a loan	41%	53%	49%	54%	45%	49%	42%	45%	45%	41%	51%	50%	63%	47%	48%	71%	75%	51%

Table 5a - Regarding your spending, would you say that...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
You don't want to spend and you can't afford to	12%	18%	20%	20%	17%	26%	22%	23%	18%	18%	19%	12%	19%	16%	16%	16%	20%	18%
You don't want to spend, even though you can afford to	24%	31%	26%	22%	21%	17%	30%	24%	26%	28%	29%	16%	24%	24%	20%	28%	33%	25%
You want to spend, even though you can't always afford to	46%	42%	37%	51%	42%	49%	23%	42%	38%	42%	44%	54%	26%	44%	45%	24%	27%	40%
You want to spend and you can afford to	18%	9%	16%	7%	20%	7%	25%	11%	19%	13%	7%	19%	30%	15%	19%	32%	20%	17%

Table 6a - Over the last 12 months, would you say that your spending power...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Has increased significantly	5%	6%	7%	2%	4%	6%	10%	6%	5%	10%	7%	10%	8%	7%	8%	12%	9%	7%
Has increased somewhat	31%	30%	33%	22%	18%	28%	24%	31%	35%	34%	34%	40%	29%	27%	29%	37%	37%	31%
Has remained stable	41%	42%	44%	43%	55%	42%	49%	45%	42%	39%	44%	34%	45%	40%	41%	36%	26%	41%
Has fallen somewhat	16%	16%	11%	24%	16%	18%	13%	13%	13%	12%	11%	11%	13%	18%	15%	11%	19%	15%
Has fallen significantly	7%	6%	5%	8%	7%	7%	5%	6%	4%	5%	4%	5%	6%	8%	7%	4%	10%	6%
Sub-Total Has increased	37%	36%	40%	24%	22%	34%	34%	36%	41%	44%	41%	50%	36%	34%	38%	49%	45%	38%
Sub-Total Has fallen	22%	22%	16%	32%	23%	25%	17%	19%	17%	17%	15%	16%	19%	26%	22%	15%	28%	21%

Table 7a - Are you currently paying back...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
A student loan	13%	5%	6%	7%	4%	5%	28%	13%	4%	2%	2%	3%	18%	4%	3%	30%	37%	11%
A consumer loan (to pay for a car or home improvements, excluding student loans)	22%	21%	18%	20%	16%	15%	18%	18%	24%	23%	25%	31%	24%	18%	30%	21%	25%	22%
A home loan	9%	31%	18%	27%	19%	9%	24%	9%	13%	15%	23%	11%	21%	13%	11%	32%	29%	19%
Another type of loan	3%	2%	2%	1%	2%	3%	3%	5%	4%	7%	4%	6%	4%	2%	6%	2%	3%	3%
Not currently paying back a loan	61%	51%	61%	54%	64%	71%	45%	64%	60%	62%	58%	55%	49%	65%	58%	38%	32%	56%
Sub-total Other loans	85%	88%	87%	88%	89%	88%	92%	88%	80%	85%	85%	75%	87%	84%	77%	93%	89%	86%
Sub-total Currently paying back a loan	39%	49%	39%	46%	36%	29%	55%	36%	40%	38%	42%	45%	51%	35%	42%	62%	68%	44%

Table 8 - Have you used a bank overdraft in the last 12 months?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Every month or almost	10%	11%	6%	17%	5%	7%	11%	7%	12%	8%	10%	10%	5%	8%	8%	18%	7%	9%
Several times a year	8%	10%	9%	12%	7%	5%	5%	4%	9%	7%	9%	10%	8%	5%	3%	11%	8%	8%
Very rarely	14%	15%	21%	19%	12%	17%	13%	14%	19%	13%	22%	17%	21%	13%	17%	21%	21%	17%
Never	68%	63%	64%	53%	76%	71%	71%	75%	61%	73%	59%	63%	66%	75%	72%	49%	64%	66%
Sub-Total Yes	32%	37%	36%	47%	24%	29%	29%	25%	39%	27%	41%	37%	34%	25%	28%	50%	36%	34%

Table 9 - Are you considering buying any of the following products and services over the next 12 months? Sub-Total "Yes, definitely" + "Yes, probably"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Travel or leisure	54%	60%	59%	53%	64%	52%	60%	51%	48%	16%	14%	19%	66%	63%	68%	76%	77%	53%
Household appliances	36%	38%	37%	33%	44%	38%	41%	47%	66%	36%	35%	46%	38%	40%	62%	46%	31%	42%
Furniture	34%	27%	33%	30%	38%	31%	32%	36%	36%	30%	23%	29%	41%	39%	46%	51%	44%	35%
Smartphone	32%	23%	44%	26%	41%	29%	32%	32%	37%	19%	15%	25%	32%	34%	40%	38%	38%	31%
TV, Hi-Fi equipment	26%	15%	24%	17%	35%	18%	24%	19%	25%	55%	43%	64%	21%	24%	30%	28%	30%	29%
Home improvement and renovations	40%	34%	15%	35%	27%	21%	26%	45%	15%	7%	9%	17%	20%	46%	54%	33%	38%	28%
Home computer	21%	18%	30%	18%	33%	22%	19%	21%	22%	20%	14%	39%	22%	21%	17%	26%	27%	23%
DIY or gardening equipment	20%	27%	15%	22%	32%	16%	34%	28%	24%	3%	4%	6%	27%	25%	29%	31%	29%	22%
Sports equipment	15%	14%	16%	13%	22%	13%	14%	17%	20%	26%	29%	49%	21%	22%	16%	26%	30%	21%
Tablet	17%	13%	21%	14%	28%	16%	19%	16%	16%	17%	27%	54%	19%	18%	14%	24%	22%	21%
Paid subscription to an online video streaming platform	18%	13%	24%	11%	29%	10%	27%	14%	17%	11%	8%	18%	30%	20%	8%	38%	44%	20%
Used car	12%	13%	15%	17%	21%	22%	17%	17%	24%	9%	11%	18%	15%	17%	24%	20%	21%	17%
Motorcycle or scooter	5%	6%	9%	6%	11%	5%	8%	5%	8%	61%	43%	69%	6%	6%	3%	8%	10%	16%
New car	13%	12%	25%	18%	32%	11%	18%	9%	16%	7%	4%	14%	13%	12%	11%	21%	19%	15%
Real estate	7%	12%	11%	12%	13%	9%	11%	14%	11%	22%	16%	29%	10%	11%	10%	16%	17%	14%
Games console	11%	9%	16%	12%	17%	7%	15%	7%	11%	13%	11%	23%	12%	13%	4%	19%	19%	13%
Video equipment, camera	9%	10%	13%	13%	17%	10%	13%	10%	16%	8%	5%	11%	11%	10%	10%	17%	16%	12%

Table 8a - Have you used a bank overdraft in the last 12 months?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Every month or almost	8%	7%	6%	15%	4%	2%	17%	5%	11%	7%	8%	5%	5%	6%	6%	14%	9%	8%
Several times a year	8%	15%	9%	16%	8%	4%	9%	2%	11%	4%	8%	8%	13%	5%	3%	16%	13%	9%
Very rarely	13%	10%	22%	18%	9%	10%	14%	10%	13%	10%	18%	13%	25%	10%	13%	17%	26%	15%
Never	70%	68%	63%	50%	79%	83%	59%	82%	65%	77%	66%	73%	57%	80%	78%	51%	50%	67%
Sub-Total Yes	30%	32%	37%	50%	21%	16%	40%	18%	34%	22%	34%	26%	43%	20%	22%	47%	49%	32%

Table 9a - Are you considering buying any of the following products and services over the next 12 months? Sub-Total "Yes, definitely" + "Yes, probably"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Travel or leisure	64%	62%	69%	60%	70%	61%	59%	71%	59%	21%	22%	25%	67%	67%	78%	77%	72%	58%
Household appliances	44%	41%	39%	40%	45%	39%	45%	53%	71%	51%	48%	56%	50%	49%	67%	58%	36%	49%
Furniture	45%	38%	39%	45%	42%	40%	43%	50%	46%	29%	26%	26%	54%	47%	53%	66%	54%	43%
Smartphone	45%	31%	51%	42%	45%	33%	46%	44%	46%	19%	17%	30%	45%	42%	47%	45%	47%	39%
TV, Hi-Fi equipment	36%	22%	30%	27%	39%	19%	36%	24%	31%	60%	50%	68%	36%	30%	36%	34%	37%	37%
Sports equipment	29%	23%	28%	27%	27%	16%	26%	29%	32%	37%	34%	59%	34%	34%	26%	36%	40%	32%
Paid subscription to an online video streaming platform	38%	26%	41%	24%	42%	15%	46%	18%	28%	15%	11%	28%	46%	35%	12%	53%	60%	31%
Home computer	29%	25%	38%	26%	35%	27%	28%	26%	30%	23%	15%	43%	33%	26%	22%	36%	35%	29%
Home improvement and renovations	37%	30%	20%	30%	25%	16%	30%	45%	20%	12%	14%	21%	21%	43%	50%	34%	33%	27%
Tablet	26%	17%	30%	22%	30%	20%	33%	18%	21%	19%	29%	50%	28%	22%	17%	30%	31%	26%
Used car	21%	21%	27%	28%	26%	30%	29%	28%	32%	11%	14%	23%	24%	22%	34%	29%	27%	25%
Motorcycle or scooter	12%	12%	14%	12%	15%	7%	18%	8%	13%	73%	58%	79%	13%	10%	4%	15%	20%	24%
Games console	26%	21%	28%	28%	25%	9%	32%	16%	19%	15%	13%	30%	26%	24%	10%	30%	35%	23%
DIY or gardening equipment	22%	28%	21%	25%	30%	16%	32%	32%	27%	6%	6%	9%	29%	25%	28%	34%	29%	23%
Real estate	16%	18%	18%	21%	18%	14%	22%	20%	18%	34%	23%	38%	18%	19%	16%	26%	26%	22%
Video equipment, camera	21%	19%	24%	21%	22%	17%	28%	17%	25%	14%	9%	20%	22%	16%	16%	27%	28%	20%
New car	18%	17%	26%	20%	33%	16%	28%	17%	23%	5%	5%	13%	21%	11%	21%	25%	26%	19%

Table 10 - Over the last 12 months, would you say that prices have generally...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17- country aver.
Increased significantly	23%	17%	16%	13%	15%	14%	12%	35%	40%	31%	36%	31%	9%	31%	25%	12%	10%	22%
Increased somewhat	59%	60%	56%	57%	52%	58%	63%	55%	46%	53%	53%	61%	54%	56%	63%	56%	61%	57%
Remained stable	17%	22%	26%	29%	32%	27%	24%	8%	12%	14%	10%	7%	35%	13%	11%	30%	25%	20%
Fallen somewhat	-	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	2%	3%	1%
Fallen significantly	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	1%	2%	-
Sub-Total Have increased	82%	77%	72%	70%	66%	71%	75%	91%	86%	84%	88%	92%	63%	87%	88%	68%	71%	78%
Sub-Total Have fallen	1%	2%	2%	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	-	1%	2%	5%	2%

Table 10a - Over the last 12 months, would you say that prices have generally...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17- country aver.
Increased significantly	17%	11%	13%	7%	11%	15%	13%	24%	34%	26%	27%	31%	8%	20%	23%	11%	11%	18%
Increased somewhat	56%	54%	54%	55%	48%	57%	50%	63%	46%	48%	58%	61%	48%	58%	58%	53%	54%	54%
Remained stable	25%	32%	31%	36%	38%	27%	34%	13%	17%	23%	14%	7%	41%	22%	19%	34%	27%	25%
Fallen somewhat	1%	2%	2%	1%	2%	2%	1%	1%	3%	2%	1%	1%	3%	-	-	2%	4%	2%
Fallen significantly	1%	-	-	1%	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	-	3%	1%
Sub-Total Have increased	73%	65%	66%	62%	59%	72%	64%	86%	80%	74%	84%	91%	56%	78%	81%	63%	65%	72%
Sub-Total Have fallen	2%	2%	3%	2%	3%	2%	2%	1%	4%	3%	2%	1%	4%	1%	-	2%	8%	2%

Table 11 - Which of the following terms do you think best describe the current generation of 18-34 year olds?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Materialistic	36%	38%	34%	25%	26%	35%	37%	57%	51%	34%	45%	48%	47%	37%	49%	41%	46%	40%
Immature	24%	24%	41%	28%	41%	42%	26%	41%	28%	34%	29%	40%	25%	30%	37%	31%	25%	32%
Self-centred, selfish	25%	32%	27%	29%	27%	36%	29%	24%	37%	26%	23%	29%	45%	28%	25%	41%	38%	31%
Impatient	21%	30%	20%	22%	23%	24%	32%	57%	42%	28%	40%	26%	25%	22%	34%	26%	28%	29%
Lazy, tired	21%	22%	27%	26%	39%	20%	20%	40%	20%	37%	34%	30%	18%	25%	33%	36%	23%	28%
Jaded, resigned	29%	24%	26%	26%	36%	24%	14%	28%	11%	26%	37%	34%	15%	30%	17%	16%	15%	24%
Aggressive	20%	16%	18%	19%	21%	16%	20%	35%	29%	35%	36%	35%	13%	25%	49%	9%	11%	24%
Oblivious	27%	24%	30%	24%	10%	20%	12%	8%	25%	27%	21%	13%	21%	29%	19%	19%	23%	21%
Unambitious	28%	13%	22%	18%	25%	27%	11%	9%	16%	18%	23%	31%	10%	30%	32%	15%	9%	20%
Intolerant	13%	12%	18%	13%	14%	16%	17%	25%	20%	31%	41%	14%	15%	18%	32%	9%	7%	18%
Concerned	12%	24%	8%	32%	28%	20%	19%	30%	6%	6%	13%	20%	10%	13%	16%	8%	13%	17%
Creative, inventive	13%	14%	13%	12%	9%	22%	12%	20%	17%	12%	13%	15%	19%	17%	17%	17%	15%	15%
Ambitious	13%	15%	12%	10%	11%	15%	14%	13%	17%	20%	16%	14%	21%	11%	18%	17%	22%	15%
Enterprising, audacious	15%	12%	15%	7%	6%	21%	12%	16%	17%	10%	17%	14%	14%	16%	12%	12%	14%	13%
Idealistic	10%	13%	13%	9%	6%	11%	15%	9%	5%	12%	12%	8%	9%	8%	4%	10%	14%	10%
Dejected	9%	8%	6%	19%	12%	5%	9%	6%	6%	2%	15%	18%	4%	8%	12%	9%	5%	9%
Curious, willing to listen to others and to society	13%	8%	4%	7%	7%	11%	8%	4%	4%	7%	5%	4%	10%	12%	4%	6%	17%	8%
Hard working and unafraid of effort	7%	5%	12%	6%	5%	7%	9%	2%	9%	5%	4%	6%	10%	8%	7%	8%	14%	7%
Tolerant	12%	7%	11%	5%	4%	9%	10%	1%	6%	4%	2%	7%	7%	9%	2%	7%	12%	7%
Responsible, head screwed on	8%	6%	9%	7%	4%	7%	6%	3%	5%	5%	3%	5%	8%	7%	6%	5%	9%	6%
Conventional, ordinary	4%	5%	7%	7%	6%	3%	5%	1%	9%	3%	2%	5%	4%	7%	1%	2%	9%	5%
Peace-loving	9%	7%	5%	5%	4%	6%	5%	6%	5%	2%	1%	2%	2%	9%	2%	4%	2%	5%
Happy	4%	5%	3%	3%	2%	3%	5%	1%	3%	3%	3%	1%	13%	3%	3%	8%	14%	4%
Patient	2%	2%	5%	3%	2%	6%	1%	-	3%	1%	1%	4%	2%	2%	3%	1%	3%	2%
None from this list	6%	5%	3%	4%	3%	2%	11%	1%	2%	2%	1%	-	6%	2%	1%	5%	3%	3%
Sub-Total Positive terms	58%	61%	67%	55%	40%	59%	51%	44%	61%	62%	55%	51%	63%	61%	52%	56%	74%	57%
Sub-Total Negative terms	82%	84%	86%	89%	92%	86%	78%	98%	89%	91%	95%	94%	83%	85%	94%	83%	85%	88%

Table 11a - Which of the following terms best describe you?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Responsible, head screwed on	44%	35%	48%	40%	45%	58%	35%	42%	29%	37%	35%	46%	42%	47%	49%	34%	36%	41%
Hard working and unafraid of effort	18%	22%	42%	20%	29%	42%	36%	41%	37%	30%	49%	54%	33%	15%	46%	27%	25%	34%
Happy	27%	29%	30%	26%	16%	33%	28%	32%	24%	31%	31%	29%	39%	32%	33%	24%	31%	29%
Ambitious	36%	27%	21%	22%	30%	32%	23%	17%	30%	19%	26%	50%	31%	34%	37%	38%	20%	29%
Patient	24%	31%	24%	27%	26%	27%	23%	36%	27%	27%	32%	34%	30%	28%	32%	25%	32%	29%
Creative, inventive	28%	26%	28%	25%	24%	24%	20%	41%	25%	30%	34%	23%	30%	32%	28%	32%	36%	29%
Tolerant	34%	21%	32%	31%	23%	22%	23%	29%	32%	42%	39%	24%	23%	38%	24%	19%	26%	29%
Curious, willing to listen to others and to society	30%	34%	27%	31%	31%	39%	14%	20%	20%	19%	22%	28%	25%	30%	32%	19%	28%	26%
Peace-loving	34%	19%	22%	18%	21%	17%	6%	39%	28%	23%	4%	21%	7%	30%	22%	26%	6%	20%
Impatient	18%	17%	20%	17%	17%	20%	16%	19%	17%	18%	19%	18%	11%	25%	17%	12%	17%	18%
Enterprising, audacious	14%	14%	16%	9%	17%	15%	11%	14%	14%	29%	20%	14%	13%	16%	18%	13%	16%	15%
Concerned	12%	14%	2%	23%	12%	2%	9%	13%	19%	13%	23%	21%	24%	12%	22%	17%	17%	15%
Idealistic	16%	18%	15%	16%	21%	16%	16%	9%	10%	16%	14%	17%	14%	15%	22%	10%	13%	15%
Lazy, tired	13%	16%	13%	7%	10%	21%	12%	21%	13%	17%	17%	10%	14%	15%	9%	18%	17%	14%
Conventional, ordinary	6%	8%	9%	13%	7%	12%	11%	13%	7%	7%	12%	8%	6%	4%	14%	8%	13%	9%
Materialistic	6%	7%	6%	6%	9%	7%	5%	14%	7%	8%	9%	5%	11%	5%	5%	8%	9%	7%
Oblivious	7%	6%	8%	3%	6%	23%	11%	2%	5%	10%	7%	6%	7%	6%	5%	8%	7%	7%
Self-centred, selfish	9%	6%	3%	3%	10%	3%	8%	4%	12%	7%	6%	5%	6%	11%	7%	7%	7%	7%
Dejected	4%	5%	3%	3%	7%	4%	8%	7%	5%	5%	12%	6%	10%	4%	6%	12%	12%	7%
Jaded, resigned	7%	7%	7%	9%	10%	5%	6%	9%	7%	5%	4%	4%	7%	10%	3%	4%	10%	7%
Unambitious	7%	4%	9%	5%	5%	3%	4%	16%	4%	6%	5%	4%	4%	9%	2%	4%	4%	6%
Aggressive	2%	3%	3%	3%	6%	3%	3%	3%	3%	3%	4%	3%	4%	7%	4%	6%	7%	4%
Immature	2%	2%	3%	3%	5%	2%	4%	3%	4%	4%	4%	4%	2%	3%	2%	2%	5%	3%
Intolerant	3%	3%	2%	3%	7%	3%	4%	1%	4%	3%	2%	2%	2%	1%	-	3%	2%	3%
None from this list	3%	4%	2%	4%	1%	1%	11%	-	3%	1%	-	1%	4%	2%	1%	2%	3%	2%
Sub-Total Positive terms	93%	90%	94%	90%	92%	96%	79%	97%	91%	92%	96%	97%	90%	95%	97%	89%	90%	92%
Sub-Total Negative terms	54%	55%	51%	57%	58%	52%	53%	66%	58%	54%	63%	56%	59%	57%	59%	60%	65%	58%

Table 12 - Thinking about your life, what are the five things that are the most important to you today?

Sub-Total "Mentioned in the top 5"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Spending time with family and friends	64%	66%	63%	68%	49%	57%	71%	46%	56%	68%	67%	65%	68%	63%	54%	66%	66%	62%
Leading a healthy life	57%	61%	59%	53%	62%	67%	63%	58%	45%	51%	43%	77%	57%	57%	53%	58%	43%	57%
Being in good physical condition	76%	50%	48%	67%	70%	45%	55%	53%	38%	50%	55%	49%	41%	69%	29%	56%	47%	53%
Having a stable job	42%	39%	57%	37%	49%	56%	32%	48%	52%	46%	59%	46%	43%	41%	48%	30%	46%	45%
Helping and taking care of loved ones (children, parents, etc.)	34%	44%	44%	48%	38%	45%	40%	43%	45%	50%	50%	34%	36%	30%	53%	31%	41%	42%
Travelling, discovering the world	30%	40%	41%	38%	43%	41%	31%	21%	33%	31%	24%	36%	45%	41%	37%	45%	41%	36%
Cultivating knowledge, learning	41%	41%	30%	35%	23%	22%	27%	32%	26%	33%	28%	31%	26%	40%	33%	21%	24%	30%
Enjoying new and memorable experiences	43%	27%	22%	23%	17%	25%	34%	26%	29%	14%	24%	12%	47%	43%	37%	42%	45%	30%
Buying my own home	8%	19%	27%	21%	30%	27%	32%	23%	34%	50%	27%	23%	21%	10%	31%	28%	39%	26%
Succeeding socially, making money	33%	25%	21%	28%	26%	27%	21%	25%	31%	29%	30%	33%	11%	31%	28%	21%	22%	26%
Building assets	5%	10%	21%	12%	21%	20%	24%	32%	24%	7%	22%	10%	31%	4%	10%	28%	16%	17%
Starting a family	12%	18%	19%	19%	24%	15%	9%	18%	22%	17%	20%	23%	12%	13%	26%	12%	15%	17%
Growing spiritually	9%	9%	11%	9%	12%	14%	12%	32%	22%	21%	22%	18%	16%	12%	26%	11%	15%	16%
Having fun, partying	18%	23%	13%	18%	10%	18%	14%	7%	10%	8%	5%	10%	17%	17%	6%	18%	11%	13%
Starting a business, being my own boss	4%	7%	9%	5%	10%	10%	7%	15%	11%	11%	9%	17%	9%	7%	19%	8%	11%	10%
Going shopping	11%	9%	8%	8%	9%	5%	17%	10%	17%	8%	6%	11%	10%	7%	3%	12%	6%	9%
Being politically engaged, involved in charities	10%	7%	5%	8%	6%	3%	8%	4%	5%	2%	3%	4%	6%	9%	3%	10%	9%	6%

Table 13 - With regard to the future, are you...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very optimistic	7%	6%	9%	4%	4%	9%	11%	6%	9%	8%	7%	11%	13%	9%	9%	16%	14%	9%
Quite optimistic	58%	52%	57%	45%	52%	67%	54%	62%	58%	59%	61%	60%	70%	58%	62%	60%	65%	59%
Quite pessimistic	30%	37%	31%	41%	38%	18%	30%	22%	27%	27%	28%	26%	15%	28%	23%	20%	18%	27%
Very pessimistic	5%	5%	4%	10%	6%	6%	4%	10%	6%	6%	4%	3%	2%	5%	7%	5%	4%	5%
Sub-Total Optimistic	65%	58%	66%	49%	56%	76%	65%	68%	67%	67%	68%	71%	83%	67%	70%	75%	79%	68%
Sub-Total Pessimistic	35%	42%	34%	51%	44%	24%	35%	32%	33%	33%	32%	29%	17%	33%	30%	25%	21%	32%

Table 12a - Thinking about your life, what are the five things that are the most important to you today?

Sub-Total "Mentioned in the top 5"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Spending time with family and friends	55%	56%	55%	61%	46%	53%	59%	40%	53%	66%	66%	62%	60%	55%	51%	59%	59%	57%
Having a stable job	49%	44%	61%	46%	55%	64%	43%	51%	50%	48%	55%	57%	50%	48%	39%	36%	49%	50%
Leading a healthy life	44%	47%	45%	39%	49%	52%	49%	38%	29%	41%	33%	63%	50%	47%	37%	49%	38%	44%
Cultivating knowledge, learning	45%	42%	40%	32%	27%	28%	33%	47%	35%	39%	37%	33%	45%	52%	47%	44%	36%	39%
Travelling, discovering the world	40%	43%	44%	41%	48%	41%	31%	26%	34%	37%	27%	40%	37%	42%	39%	44%	35%	38%
Being in good physical condition	52%	32%	36%	46%	52%	28%	35%	31%	29%	30%	32%	32%	35%	47%	26%	38%	38%	36%
Succeeding socially, making money	44%	32%	26%	39%	32%	36%	31%	30%	37%	42%	37%	38%	18%	38%	34%	31%	34%	34%
Starting a family	29%	34%	30%	37%	41%	31%	22%	41%	36%	33%	37%	42%	25%	29%	48%	27%	26%	33%
Enjoying new and memorable experiences	45%	32%	31%	27%	23%	33%	38%	28%	32%	20%	31%	15%	40%	44%	30%	36%	42%	32%
Buying my own home	13%	25%	30%	27%	27%	38%	29%	29%	33%	43%	32%	33%	20%	14%	37%	24%	29%	29%
Helping and taking care of loved ones (children, parents, etc.)	22%	33%	28%	33%	25%	25%	29%	25%	34%	35%	33%	19%	20%	19%	35%	20%	29%	27%
Building assets	5%	10%	22%	12%	24%	25%	27%	44%	28%	11%	26%	13%	38%	6%	15%	24%	17%	21%
Having fun, partying	22%	29%	17%	23%	12%	15%	20%	12%	16%	11%	8%	11%	19%	20%	9%	23%	17%	16%
Starting a business, being my own boss	9%	11%	11%	10%	11%	11%	14%	21%	13%	15%	12%	20%	12%	12%	30%	9%	16%	14%
Growing spiritually	7%	9%	12%	8%	10%	11%	15%	27%	17%	16%	18%	11%	12%	12%	18%	13%	13%	14%
Going shopping	11%	12%	6%	13%	11%	6%	18%	7%	14%	8%	7%	9%	13%	7%	4%	15%	9%	10%
Being politically engaged, involved in charities	8%	6%	4%	6%	6%	2%	6%	3%	7%	3%	4%	1%	4%	7%	1%	7%	11%	5%

Table 13a - With regard to the future, are you...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very optimistic	13%	11%	15%	9%	7%	15%	22%	10%	15%	15%	11%	17%	24%	16%	18%	28%	23%	16%
Quite optimistic	62%	68%	61%	62%	63%	66%	56%	72%	63%	63%	65%	66%	62%	62%	65%	55%	58%	63%
Quite pessimistic	22%	19%	23%	25%	25%	15%	18%	16%	19%	19%	21%	14%	12%	18%	14%	15%	13%	18%
Very pessimistic	3%	2%	2%	3%	5%	4%	5%	2%	3%	2%	3%	3%	2%	4%	3%	3%	5%	3%
Sub-Total Optimistic	75%	79%	75%	71%	70%	81%	77%	82%	78%	78%	76%	83%	86%	78%	83%	82%	81%	79%
Sub-Total Pessimistic	25%	21%	25%	29%	30%	19%	23%	18%	22%	22%	24%	17%	14%	22%	17%	18%	19%	21%

Table 14 - Regarding your consumption habits today, which of the following statements do you agree with?

Sub-Total "Agree totally" + "Agree somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I like to see and touch products before I make a purchase	77%	78%	88%	84%	82%	85%	78%	87%	87%	93%	90%	85%	80%	79%	92%	78%	76%	83%
I limit my spending to what is truly useful, to the essentials	81%	79%	85%	80%	80%	89%	79%	77%	81%	84%	84%	85%	78%	81%	80%	78%	70%	81%
I like to try out products before I make a purchase	68%	68%	83%	77%	79%	81%	73%	78%	82%	92%	90%	87%	74%	71%	87%	76%	75%	79%
I buy less, but I choose high-quality products	58%	66%	73%	66%	70%	69%	68%	80%	80%	78%	70%	86%	66%	64%	90%	75%	80%	73%
I like buying online	75%	59%	65%	66%	75%	60%	78%	65%	73%	70%	66%	70%	75%	65%	73%	78%	75%	70%
Rather than spending, I put money aside to prepare for the future	50%	61%	79%	59%	68%	74%	71%	70%	72%	70%	70%	65%	72%	53%	62%	73%	75%	67%
I try to spend less, because I believe that consumerism is not the best model	54%	66%	71%	71%	57%	75%	53%	87%	70%	74%	71%	65%	60%	62%	71%	65%	69%	67%
I choose the cheapest offers/entry-level products	84%	65%	78%	60%	57%	76%	50%	57%	59%	72%	73%	47%	59%	84%	53%	47%	63%	64%
I like to receive advice from sales assistants in stores regarding products/services	38%	63%	75%	55%	56%	67%	41%	72%	66%	83%	71%	64%	66%	45%	65%	67%	61%	62%
I prefer to shop in independent stores, local shops, artisan shops and markets	48%	46%	66%	54%	58%	58%	56%	62%	64%	58%	56%	54%	57%	53%	70%	66%	62%	58%

Table 14a - Regarding your consumption habits today, which of the following statements do you agree with?

Sub-Total "Agree totally" + "Agree somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I like to see and touch products before I make a purchase	79%	73%	84%	83%	79%	86%	75%	85%	84%	91%	88%	85%	75%	79%	90%	76%	75%	82%
I like to try out products before I make a purchase	67%	69%	80%	78%	81%	83%	75%	80%	83%	91%	88%	88%	71%	70%	88%	76%	73%	79%
I like buying online	82%	73%	77%	82%	85%	72%	81%	80%	82%	77%	73%	78%	80%	71%	75%	83%	80%	78%
I limit my spending to what is truly useful, to the essentials	70%	74%	82%	79%	72%	84%	76%	71%	75%	78%	77%	78%	71%	78%	73%	79%	68%	76%
Rather than spending, I put money aside to prepare for the future	61%	71%	83%	68%	78%	80%	73%	76%	82%	70%	68%	73%	72%	63%	74%	79%	77%	73%
I buy less, but I choose high-quality products	62%	64%	71%	66%	68%	66%	71%	82%	78%	77%	64%	85%	62%	65%	88%	70%	78%	72%
I choose the cheapest offers/entry-level products	83%	69%	79%	65%	66%	79%	65%	54%	61%	71%	75%	49%	63%	85%	55%	61%	69%	67%
I try to spend less, because I believe that consumerism is not the best model	52%	63%	64%	67%	53%	61%	58%	84%	68%	64%	63%	61%	54%	59%	58%	65%	65%	63%
I like to receive advice from sales assistants in stores regarding products/services	36%	56%	71%	49%	56%	64%	49%	65%	62%	78%	68%	57%	61%	38%	62%	64%	61%	59%
I prefer to shop in independent stores, local shops, artisan shops and markets	47%	47%	60%	55%	57%	51%	59%	62%	64%	52%	55%	52%	53%	48%	77%	61%	61%	56%

Table 15 - When buying a product, whose recommendations/advice do you trust the most?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
The people close to you (e.g. family, friends, colleagues)	56%	55%	54%	49%	41%	61%	42%	53%	50%	54%	62%	46%	54%	59%	69%	48%	44%	53%
The advice and comments posted by consumers on the web	36%	32%	38%	36%	49%	48%	44%	40%	49%	52%	58%	59%	39%	43%	47%	43%	49%	45%
Comparison websites	36%	32%	24%	23%	34%	33%	31%	35%	33%	41%	35%	29%	31%	39%	26%	32%	42%	33%
Sales staff in shops	23%	33%	35%	30%	26%	34%	13%	21%	27%	25%	36%	31%	27%	29%	26%	18%	26%	27%
Brand websites	10%	16%	17%	17%	15%	14%	23%	21%	21%	15%	18%	29%	14%	11%	18%	17%	30%	18%
Blogs and specialist forums	9%	15%	22%	14%	23%	22%	12%	22%	18%	10%	17%	30%	14%	11%	31%	17%	10%	17%
Specialist magazines (written press)	18%	17%	10%	16%	15%	19%	11%	13%	11%	5%	8%	11%	13%	18%	11%	22%	14%	14%
None of these suggestions	11%	9%	8%	11%	7%	5%	19%	10%	8%	8%	5%	5%	8%	6%	6%	7%	9%	8%

Table 16 - Generally speaking, do you view shopping as...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
A pleasure	41%	47%	49%	50%	72%	43%	45%	35%	53%	39%	38%	59%	54%	41%	53%	39%	37%	47%
A chore	22%	32%	9%	18%	9%	37%	29%	59%	39%	44%	42%	5%	14%	27%	34%	29%	29%	28%
Neither	37%	21%	42%	31%	19%	20%	26%	6%	8%	17%	20%	36%	32%	31%	12%	32%	34%	25%

Table 15a - When buying a product, whose recommendations/advice do you trust the most?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
The people close to you (e.g. family, friends, colleagues)	56%	52%	58%	46%	44%	67%	41%	54%	52%	56%	68%	49%	52%	63%	69%	52%	48%	55%
The advice and comments posted by consumers on the web	42%	36%	44%	41%	54%	60%	41%	55%	49%	59%	68%	68%	45%	50%	54%	49%	50%	51%
Comparison websites	37%	27%	26%	25%	34%	35%	30%	34%	30%	41%	39%	29%	28%	35%	25%	28%	37%	32%
Blogs and specialist forums	16%	19%	29%	16%	31%	29%	16%	26%	23%	13%	20%	32%	21%	15%	31%	22%	12%	22%
Sales staff in shops	20%	24%	20%	19%	18%	24%	11%	17%	20%	19%	28%	21%	26%	25%	22%	18%	27%	21%
Brand websites	14%	18%	18%	20%	16%	16%	24%	19%	20%	9%	16%	24%	15%	14%	9%	17%	26%	18%
Specialist magazines (written press)	12%	15%	8%	9%	11%	13%	10%	11%	8%	5%	9%	7%	10%	14%	7%	13%	12%	10%
None of these suggestions	11%	11%	6%	13%	5%	3%	19%	8%	7%	8%	4%	4%	7%	7%	7%	5%	7%	8%

Table 16a - Generally speaking, do you view shopping as...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
A pleasure	51%	58%	57%	68%	73%	58%	59%	39%	59%	54%	48%	65%	62%	48%	61%	58%	46%	57%
A chore	21%	27%	8%	10%	11%	23%	20%	57%	35%	34%	35%	6%	15%	25%	30%	25%	30%	24%
Neither	28%	15%	35%	22%	16%	20%	21%	4%	6%	12%	16%	28%	23%	26%	9%	17%	23%	19%



Table 17 - Do you enjoy visiting the following stores?

Sub-total "Very much" + "Somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Large food stores (hypermarkets, supermarkets, etc.)	79%	81%	79%	76%	86%	81%	70%	82%	76%	69%	81%	90%	67%	79%	90%	71%	69%	78%
Large specialist stores (DIY, home decoration, furniture, household appliances, etc.)	68%	66%	73%	76%	81%	64%	63%	76%	69%	48%	60%	85%	70%	70%	82%	70%	66%	70%
Local shops and boutiques	54%	69%	69%	75%	65%	78%	63%	67%	68%	56%	69%	70%	85%	55%	65%	82%	80%	69%
Large shopping centres with shops and leisure facilities in one location (cinemas, restaurants, etc.)	57%	54%	79%	65%	78%	74%	62%	56%	66%	51%	63%	82%	63%	55%	69%	63%	65%	65%
City centre department stores	59%	60%	73%	58%	73%	71%	62%	56%	64%	57%	67%	78%	56%	51%	68%	65%	59%	63%
Outlet malls offering items at factory prices	38%	41%	77%	53%	78%	84%	60%	52%	72%	40%	68%	66%	63%	45%	75%	67%	70%	62%
Suburban shopping malls	57%	62%	59%	68%	66%	72%	63%	60%	61%	46%	53%	53%	61%	59%	47%	65%	65%	60%

Table 18 - In your opinion, to counter competition from online retailers, "traditional" stores should...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
... Change radically	11%	7%	14%	12%	16%	14%	15%	16%	11%	11%	14%	17%	13%	13%	22%	14%	13%	14%
... Change significantly	55%	52%	42%	57%	40%	32%	32%	36%	48%	37%	45%	35%	33%	51%	39%	54%	46%	43%
... Change a little	25%	31%	37%	25%	35%	47%	36%	37%	26%	31%	35%	44%	41%	27%	35%	25%	29%	33%
... Stay the same	9%	9%	8%	6%	8%	7%	17%	11%	15%	21%	6%	4%	13%	9%	4%	8%	12%	10%
Sub-Total Change (radically + significantly + a little)	91%	91%	92%	94%	92%	93%	83%	89%	85%	79%	94%	96%	87%	91%	96%	92%	88%	90%
Sub-Total TOP 2 (radically + significantly)	66%	60%	55%	69%	56%	46%	47%	52%	60%	49%	59%	52%	46%	64%	61%	67%	59%	57%

Table 17a - Do you enjoy visiting the following stores?

Sub-total "Very much" + "Somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Large food stores (hypermarkets, supermarkets, etc.)	75%	77%	78%	78%	82%	81%	76%	81%	78%	69%	79%	89%	67%	77%	86%	81%	72%	78%
Large shopping centres with shops and leisure facilities in one location (cinemas, restaurants, etc.)	65%	64%	83%	78%	78%	84%	73%	70%	73%	68%	70%	87%	69%	62%	78%	74%	72%	74%
Local shops and boutiques	59%	67%	67%	76%	64%	75%	68%	71%	70%	64%	69%	75%	78%	60%	72%	81%	76%	70%
Large specialist stores (DIY, home decoration, furniture, household appliances, etc.)	67%	63%	70%	73%	74%	61%	63%	78%	72%	56%	61%	81%	65%	66%	78%	74%	65%	69%
City centre department stores	60%	73%	75%	67%	71%	77%	70%	67%	66%	65%	68%	76%	64%	55%	71%	75%	61%	68%
Outlet malls offering items at factory prices	51%	53%	75%	66%	78%	85%	68%	53%	75%	49%	68%	70%	63%	52%	76%	73%	73%	67%
Suburban shopping malls	62%	65%	65%	78%	69%	75%	67%	61%	65%	53%	55%	57%	59%	59%	51%	70%	71%	64%

Table 18a - In your opinion, to counter competition from online retailers, "traditional" stores should...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
... Change radically	12%	7%	14%	10%	16%	14%	12%	20%	11%	12%	19%	17%	14%	12%	21%	11%	16%	14%
... Change significantly	55%	53%	46%	56%	44%	32%	40%	40%	51%	34%	44%	35%	40%	50%	41%	52%	46%	44%
... Change a little	24%	35%	36%	27%	35%	47%	29%	32%	29%	38%	33%	42%	36%	31%	34%	30%	28%	33%
... Stay the same	8%	6%	4%	7%	4%	7%	18%	8%	9%	16%	4%	7%	10%	7%	4%	7%	10%	8%
Sub-Total Change (radically + significantly + a little)	92%	94%	96%	93%	96%	93%	82%	92%	91%	84%	96%	93%	90%	93%	96%	93%	90%	92%
Sub-Total TOP 2 (radically + significantly)	68%	59%	60%	66%	60%	46%	53%	60%	62%	46%	63%	51%	54%	62%	62%	63%	62%	59%



Table 19 - Which of the following statements apply to your current purchasing habits?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I search for the nearest stores (to my home, workplace, etc.) that offer the products I am looking for	51%	70%	64%	65%	73%	68%	63%	68%	65%	62%	63%	59%	69%	65%	55%	75%	75%	65%
I research products on the internet and then buy them in a shop	48%	60%	70%	70%	65%	67%	60%	72%	66%	65%	64%	56%	65%	62%	62%	69%	61%	64%
I buy products online without first looking in shops	75%	59%	50%	67%	64%	45%	67%	55%	65%	59%	57%	50%	67%	70%	52%	69%	67%	61%
I go to shops to see products and then buy them online	40%	36%	45%	54%	62%	34%	51%	45%	57%	48%	45%	33%	42%	41%	37%	51%	41%	45%
I compare prices online while I am in a store	28%	32%	41%	36%	53%	43%	35%	59%	61%	50%	38%	58%	41%	35%	38%	53%	42%	44%
I order meals from restaurants to be delivered to my home	30%	27%	48%	25%	39%	34%	40%	48%	49%	35%	34%	35%	48%	32%	40%	40%	46%	38%
I use "click and collect" to do my shopping (you shop online, a member of staff prepares your order and you pick it up in your car)	11%	19%	44%	31%	39%	19%	51%	55%	39%	33%	27%	22%	42%	16%	15%	52%	53%	33%
When I am in a store, I take pictures of items and send them to friends or family in real time to seek their opinion	22%	26%	41%	32%	43%	25%	21%	29%	30%	20%	22%	30%	23%	26%	32%	36%	26%	29%
I provide personal information to points of sale so that they can offer me products that really cater for my tastes and needs in real time	15%	26%	33%	22%	44%	20%	21%	26%	31%	38%	40%	17%	29%	20%	38%	31%	33%	28%
I pay with my smartphone	10%	22%	19%	14%	29%	15%	17%	23%	23%	22%	14%	19%	42%	13%	19%	36%	34%	22%
I scan the barcodes/QR codes of products to access additional information	17%	21%	25%	19%	30%	26%	15%	21%	24%	19%	16%	26%	22%	19%	15%	25%	20%	21%

Table 19a - Which of the following statements apply to your current purchasing habits?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I search for the nearest stores (to my home, workplace, etc.) that offer the products I am looking for	60%	73%	67%	71%	76%	77%	64%	73%	75%	71%	64%	65%	69%	69%	65%	77%	73%	70%
I buy products online without first looking in shops	78%	69%	62%	78%	73%	56%	71%	66%	71%	74%	68%	56%	73%	72%	56%	77%	73%	69%
I research products on the internet and then buy them in a shop	56%	63%	72%	70%	69%	80%	64%	77%	71%	69%	66%	65%	65%	67%	72%	76%	58%	68%
I compare prices online while I am in a store	47%	49%	55%	51%	66%	57%	55%	63%	68%	53%	42%	62%	56%	52%	40%	66%	59%	56%
I go to shops to see products and then buy them online	52%	48%	51%	63%	71%	42%	60%	55%	68%	52%	54%	36%	54%	52%	44%	64%	54%	54%
I order meals from restaurants to be delivered to my home	47%	45%	60%	42%	50%	35%	60%	67%	68%	52%	46%	51%	57%	46%	58%	49%	54%	52%
When I am in a store, I take pictures of items and send them to friends or family in real time to seek their opinion	44%	47%	55%	44%	59%	40%	43%	50%	46%	32%	32%	43%	40%	43%	45%	55%	40%	44%
I use "click and collect" to do my shopping (you shop online, a member of staff prepares your order and you pick it up in your car)	21%	30%	53%	42%	46%	28%	57%	70%	51%	47%	38%	26%	51%	23%	23%	62%	55%	43%
I provide personal information to points of sale so that they can offer me products that really cater for my tastes and needs in real time	22%	34%	35%	30%	49%	24%	38%	27%	43%	37%	37%	19%	31%	24%	31%	37%	41%	33%
I pay with my smartphone	21%	37%	28%	22%	42%	25%	35%	31%	36%	30%	22%	24%	50%	22%	29%	46%	45%	32%
I scan the barcodes/QR codes of products to access additional information	25%	27%	29%	25%	36%	25%	30%	27%	31%	22%	18%	24%	28%	22%	19%	29%	29%	26%



Table 20 - Which of the following social media activities have you previously partaken in?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Followed a retailer on social media (Facebook, Instagram, Snapchat, etc.)	20%	34%	42%	22%	46%	57%	24%	49%	36%	37%	43%	53%	42%	30%	47%	40%	50%	39%
Watched a video posted on social media by a retailer	23%	32%	43%	25%	46%	52%	24%	40%	42%	29%	32%	50%	38%	30%	49%	40%	41%	37%
Asked a retailer a question via social media (Facebook, Instagram, Snapchat, etc.)	14%	22%	28%	18%	35%	35%	18%	33%	24%	19%	20%	33%	24%	18%	34%	27%	30%	25%
Joined or taken part in a discussion about a retailer on social media (Facebook, Instagram, Snapchat, etc.)	13%	23%	21%	18%	30%	22%	18%	23%	26%	19%	23%	25%	17%	17%	27%	24%	23%	22%
Bought a product/service via social media (Facebook, Instagram, etc.)	11%	17%	21%	12%	24%	22%	14%	24%	20%	16%	12%	22%	21%	16%	26%	24%	27%	19%

Table 20a - Which of the following social media activities have you previously partaken in?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Followed a retailer on social media (Facebook, Instagram, Snapchat, etc.)	38%	55%	58%	39%	61%	77%	51%	59%	56%	47%	50%	66%	60%	45%	59%	58%	63%	55%
Watched a video posted on social media by a retailer	39%	50%	55%	43%	57%	67%	46%	45%	56%	35%	33%	55%	51%	37%	54%	58%	57%	49%
Asked a retailer a question via social media (Facebook, Instagram, Snapchat, etc.)	26%	38%	39%	30%	48%	47%	37%	37%	37%	27%	23%	38%	34%	25%	49%	41%	43%	36%
Joined or taken part in a discussion about a retailer on social media (Facebook, Instagram, Snapchat, etc.)	22%	36%	28%	25%	42%	28%	36%	25%	34%	24%	24%	30%	25%	23%	32%	32%	33%	29%
Bought a product/service via social media (Facebook, Instagram, etc.)	22%	29%	28%	22%	33%	31%	30%	26%	32%	23%	15%	27%	31%	21%	32%	34%	39%	28%



Table 21 - Regarding collaborative consumption, do you already engage in the following?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Repairing damaged or broken products rather than replacing them with new ones	62%	64%	61%	65%	69%	68%	58%	81%	70%	52%	54%	63%	64%	66%	63%	64%	65%	64%
Buying products directly from local producers	55%	58%	56%	62%	69%	64%	44%	73%	58%	57%	62%	75%	49%	65%	75%	52%	54%	60%
Purchasing second-hand goods, books or clothing from private individuals (e.g., eBay, car boot sales, etc.)	59%	54%	43%	57%	51%	44%	55%	56%	46%	39%	32%	43%	60%	59%	48%	57%	56%	51%
Selling second-hand goods, books or clothing to private individuals (e.g., eBay, car boot sales, etc.)	57%	56%	43%	59%	55%	44%	43%	43%	41%	31%	27%	36%	58%	62%	41%	56%	58%	48%
Exchanging goods or services with private individuals	13%	23%	22%	24%	30%	28%	18%	28%	28%	21%	19%	28%	30%	20%	24%	31%	35%	25%
Renting property from/to a private individual (Airbnb, Aritel, Homelidays, etc.)	20%	18%	25%	28%	34%	25%	17%	16%	19%	12%	10%	20%	21%	23%	19%	21%	26%	21%
Making purchases via group buying websites	10%	27%	18%	25%	25%	18%	19%	20%	26%	15%	20%	16%	17%	11%	41%	18%	21%	20%
Jointly purchasing/sharing a product with others	19%	21%	19%	16%	25%	16%	14%	19%	25%	14%	14%	17%	18%	24%	22%	19%	21%	19%
Renting rather than buying a product	13%	19%	13%	20%	19%	10%	13%	11%	12%	8%	31%	14%	17%	14%	27%	16%	16%	16%
Ride sharing with people you don't know who you meet via the web (BlaBlaCar, etc.)	9%	14%	18%	23%	18%	7%	11%	26%	21%	8%	11%	12%	11%	11%	9%	12%	16%	14%

Table 22 - Generally speaking, what is your opinion on collaborative consumption?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very positive	6%	9%	18%	11%	11%	9%	10%	4%	10%	7%	6%	8%	20%	9%	6%	13%	26%	11%
Quite positive	55%	68%	65%	71%	67%	73%	58%	60%	60%	53%	59%	61%	60%	54%	56%	59%	60%	61%
Quite negative	35%	20%	16%	16%	19%	16%	28%	31%	28%	36%	33%	26%	16%	33%	30%	25%	12%	25%
Very negative	5%	3%	1%	1%	3%	2%	4%	5%	2%	4%	2%	5%	3%	4%	9%	4%	2%	3%
Sub-Total Positive image	60%	77%	83%	83%	79%	82%	68%	64%	70%	60%	65%	69%	81%	63%	62%	72%	86%	72%
Sub-Total Negative image	40%	23%	17%	17%	21%	18%	32%	36%	30%	40%	35%	31%	19%	37%	38%	28%	14%	28%

Table 21a - Regarding collaborative consumption, do you already engage in the following?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Repairing damaged or broken products rather than replacing them with new ones	53%	57%	59%	57%	64%	61%	52%	78%	69%	46%	56%	61%	56%	65%	57%	60%	63%	60%
Purchasing second-hand goods, books or clothing from private individuals (e.g., eBay, car boot sales, etc.)	58%	57%	48%	57%	57%	49%	56%	66%	60%	52%	47%	53%	62%	64%	60%	65%	59%	57%
Selling second-hand goods, books or clothing to private individuals (e.g., eBay, car boot sales, etc.)	61%	62%	49%	61%	57%	49%	56%	56%	56%	44%	41%	45%	66%	68%	53%	63%	64%	56%
Buying products directly from local producers	52%	48%	53%	49%	60%	60%	41%	65%	57%	53%	60%	67%	45%	61%	66%	48%	48%	55%
Exchanging goods or services with private individuals	23%	29%	31%	29%	40%	34%	33%	34%	41%	31%	27%	38%	39%	32%	29%	39%	44%	34%
Renting property from/to a private individual (Airbnb, Aritel, Homelidays, etc.)	31%	28%	36%	39%	42%	33%	33%	29%	34%	20%	17%	28%	31%	36%	31%	32%	38%	31%
Jointly purchasing/sharing a product with others	33%	31%	28%	25%	34%	24%	30%	30%	40%	23%	22%	24%	32%	36%	33%	30%	36%	30%
Making purchases via group buying websites	19%	29%	23%	30%	34%	23%	34%	31%	39%	25%	27%	22%	27%	21%	50%	29%	32%	29%
Ride sharing with people you don't know who you meet via the web (BlaBlaCar, etc.)	22%	23%	30%	38%	27%	12%	24%	35%	32%	16%	21%	18%	20%	20%	14%	22%	28%	24%
Renting rather than buying a product	20%	24%	18%	23%	22%	13%	24%	18%	21%	15%	21%	15%	23%	17%	33%	26%	27%	21%

Table 22a - Generally speaking, what is your opinion on collaborative consumption?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very positive	11%	13%	21%	18%	14%	11%	20%	7%	15%	12%	9%	11%	27%	16%	8%	22%	35%	16%
Quite positive	63%	70%	66%	70%	70%	73%	63%	58%	63%	56%	65%	67%	58%	57%	67%	61%	56%	64%
Quite negative	23%	14%	13%	11%	16%	14%	14%	31%	21%	30%	24%	20%	13%	23%	20%	15%	8%	18%
Very negative	3%	3%	-	1%	-	2%	3%	5%	1%	2%	2%	1%	2%	4%	5%	2%	1%	2%
Sub-Total Positive image	74%	83%	86%	88%	84%	84%	83%	64%	78%	68%	74%	78%	85%	73%	75%	83%	91%	80%
Sub-Total Negative image	26%	17%	14%	12%	16%	16%	17%	36%	22%	32%	26%	22%	15%	27%	25%	17%	9%	20%

Table 23 - For the following types of product, which situation would best suit you?

Household electrical appliances

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	79%	79%	81%	83%	82%	84%	82%	76%	66%	82%	75%	83%	81%	78%	86%	80%	81%	80%
Buying and sharing the product with others	15%	14%	10%	9%	13%	9%	11%	18%	28%	12%	20%	13%	10%	15%	9%	12%	10%	13%
Using the product on a long-term subscription or lease basis, rather than purchasing it	4%	5%	7%	5%	4%	4%	5%	3%	5%	4%	3%	3%	6%	4%	4%	5%	5%	4%
Renting the product as and when required, rather than purchasing it	3%	3%	3%	3%	1%	3%	2%	3%	2%	2%	2%	2%	3%	3%	1%	3%	3%	2%
Sub-Total Buy	93%	92%	91%	92%	94%	93%	92%	94%	94%	94%	95%	96%	91%	94%	95%	92%	92%	93%
Sub-Total Rent	7%	8%	9%	8%	6%	7%	8%	6%	6%	6%	5%	4%	9%	6%	5%	8%	8%	7%

Table 24 - For the following types of product, which situation would best suit you?

DIY/gardening equipment

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	52%	52%	60%	53%	69%	61%	77%	70%	60%	67%	59%	68%	62%	48%	64%	57%	62%	61%
Buying and sharing the product with others	27%	25%	16%	25%	22%	15%	13%	18%	28%	17%	25%	22%	20%	33%	17%	26%	25%	22%
Using the product on a long-term subscription or lease basis, rather than purchasing it	5%	7%	10%	6%	5%	8%	5%	5%	7%	5%	4%	4%	6%	5%	7%	6%	6%	6%
Renting the product as and when required, rather than purchasing it	16%	16%	14%	16%	3%	17%	5%	6%	4%	11%	12%	5%	12%	14%	11%	11%	8%	11%
Sub-Total Buy	79%	77%	76%	78%	91%	76%	90%	89%	89%	84%	83%	91%	83%	81%	82%	83%	87%	83%
Sub-Total Rent	21%	23%	24%	22%	9%	24%	10%	11%	11%	16%	17%	9%	17%	19%	18%	17%	13%	17%

Table 23a - For the following types of product, which situation would best suit you?

Household electrical appliances

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	58%	62%	66%	73%	70%	76%	64%	57%	46%	69%	61%	73%	62%	65%	75%	65%	64%	65%
Buying and sharing the product with others	31%	26%	19%	18%	22%	17%	20%	34%	44%	22%	33%	20%	21%	26%	18%	24%	21%	25%
Using the product on a long-term subscription or lease basis, rather than purchasing it	6%	8%	10%	7%	6%	5%	11%	5%	8%	5%	3%	4%	13%	6%	5%	6%	8%	7%
Renting the product as and when required, rather than purchasing it	5%	3%	5%	3%	2%	3%	5%	4%	1%	4%	3%	2%	4%	3%	1%	5%	7%	3%
Sub-Total Buy	89%	89%	85%	91%	92%	93%	84%	91%	91%	91%	94%	94%	83%	91%	94%	90%	85%	90%
Sub-Total Rent	11%	11%	15%	9%	8%	7%	16%	9%	9%	9%	6%	6%	17%	9%	6%	10%	15%	10%

Table 24a - For the following types of product, which situation would best suit you?

DIY/gardening equipment

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	35%	41%	48%	44%	57%	58%	61%	51%	46%	55%	49%	60%	47%	35%	54%	43%	48%	49%
Buying and sharing the product with others	41%	35%	27%	32%	29%	21%	23%	36%	41%	28%	34%	29%	28%	44%	28%	36%	31%	32%
Using the product on a long-term subscription or lease basis, rather than purchasing it	8%	10%	13%	8%	8%	8%	10%	8%	9%	5%	5%	6%	10%	8%	7%	9%	10%	8%
Renting the product as and when required, rather than purchasing it	16%	13%	12%	16%	6%	13%	6%	6%	4%	12%	12%	5%	16%	14%	11%	12%	12%	11%
Sub-Total Buy	76%	76%	76%	76%	86%	79%	84%	86%	87%	82%	83%	89%	75%	79%	82%	80%	79%	81%
Sub-Total Rent	24%	24%	24%	24%	14%	21%	16%	14%	13%	18%	17%	11%	25%	21%	18%	20%	21%	19%



Table 25 - For the following types of product, which situation would best suit you?

TV, Hi-Fi, IT, technology products

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	83%	82%	79%	85%	84%	85%	82%	78%	68%	81%	76%	83%	83%	82%	85%	83%	81%	81%
Buying and sharing the product with others	10%	10%	11%	7%	12%	7%	11%	16%	25%	12%	18%	12%	8%	12%	8%	9%	11%	12%
Using the product on a long-term subscription or lease basis, rather than purchasing it	4%	6%	7%	5%	4%	5%	4%	3%	6%	3%	3%	3%	5%	4%	6%	5%	6%	5%
Renting the product as and when required, rather than purchasing it	3%	2%	3%	3%	1%	3%	3%	3%	1%	4%	3%	2%	4%	3%	1%	3%	3%	3%
Sub-Total Buy	93%	92%	90%	92%	96%	92%	93%	94%	93%	93%	94%	94%	91%	94%	93%	92%	92%	93%
Sub-Total Rent	7%	8%	10%	8%	4%	8%	7%	6%	7%	7%	6%	6%	9%	6%	7%	8%	8%	7%

Table 26 - For the following types of product, which situation would best suit you?

Sports/leisure equipment

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	68%	69%	69%	64%	73%	72%	76%	75%	62%	71%	64%	76%	74%	67%	65%	70%	73%	70%
Buying and sharing the product with others	17%	14%	14%	16%	18%	11%	9%	14%	26%	13%	15%	15%	10%	16%	10%	14%	14%	14%
Using the product on a long-term subscription or lease basis, rather than purchasing it	5%	6%	8%	7%	5%	8%	5%	5%	8%	5%	4%	6%	6%	5%	7%	8%	6%	6%
Renting the product as and when required, rather than purchasing it	11%	11%	9%	13%	4%	9%	9%	7%	5%	11%	17%	4%	10%	13%	18%	8%	7%	10%
Sub-Total Buy	85%	83%	83%	80%	91%	83%	85%	88%	87%	84%	79%	90%	84%	83%	75%	84%	87%	84%
Sub-Total Rent	15%	17%	17%	20%	9%	17%	15%	12%	13%	16%	21%	10%	16%	17%	25%	16%	13%	16%

Table 25a - For the following types of product, which situation would best suit you?

TV, Hi-Fi, IT, technology products

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	63%	69%	65%	76%	73%	79%	65%	62%	47%	69%	63%	75%	67%	69%	77%	68%	66%	68%
Buying and sharing the product with others	25%	20%	21%	12%	18%	14%	23%	28%	43%	21%	30%	17%	16%	23%	17%	19%	21%	22%
Using the product on a long-term subscription or lease basis, rather than purchasing it	7%	10%	11%	7%	7%	5%	8%	6%	9%	5%	4%	4%	12%	5%	5%	7%	8%	7%
Renting the product as and when required, rather than purchasing it	4%	2%	3%	4%	2%	2%	4%	4%	1%	5%	3%	3%	5%	2%	1%	6%	5%	3%
Sub-Total Buy	89%	88%	86%	88%	91%	93%	88%	90%	90%	90%	93%	93%	83%	92%	93%	87%	87%	90%
Sub-Total Rent	11%	12%	14%	12%	9%	7%	12%	10%	10%	10%	7%	7%	17%	8%	7%	13%	13%	10%

Table 26a - For the following types of product, which situation would best suit you?

Sports/leisure equipment

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Buying and owning the product myself	57%	63%	60%	58%	63%	67%	64%	68%	50%	69%	62%	70%	59%	57%	62%	59%	61%	62%
Buying and sharing the product with others	23%	23%	23%	23%	23%	18%	20%	21%	37%	16%	20%	18%	19%	26%	18%	20%	22%	22%
Using the product on a long-term subscription or lease basis, rather than purchasing it	10%	8%	9%	10%	9%	8%	8%	6%	9%	6%	6%	7%	12%	7%	5%	12%	9%	8%
Renting the product as and when required, rather than purchasing it	10%	6%	7%	9%	5%	7%	8%	5%	4%	8%	12%	5%	9%	10%	15%	9%	7%	8%
Sub-Total Buy	79%	86%	83%	81%	86%	85%	84%	89%	86%	86%	82%	88%	79%	83%	80%	80%	84%	84%
Sub-Total Rent	21%	14%	17%	19%	14%	15%	16%	11%	14%	14%	18%	12%	21%	17%	20%	20%	16%	16%

Table 27 - For each of the following categories, specify whether you purchase products...

Sub-Total "Purchase in shops" + "Purchase both in shops and online"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Food/drinks	97%	95%	96%	97%	96%	98%	93%	98%	94%	97%	98%	98%	95%	97%	98%	94%	95%	96%
Furniture/home decoration	92%	95%	96%	95%	94%	98%	91%	96%	91%	94%	95%	97%	95%	96%	97%	93%	93%	95%
DIY/gardening equipment	90%	94%	95%	95%	93%	97%	90%	96%	91%	93%	96%	97%	93%	95%	98%	94%	93%	94%
Clothes/shoes	90%	93%	95%	93%	94%	97%	90%	98%	91%	95%	96%	97%	93%	94%	97%	92%	92%	94%
Hygiene/beauty products	94%	93%	95%	95%	93%	98%	91%	97%	92%	92%	96%	96%	93%	96%	97%	90%	90%	94%
Sports/leisure equipment	86%	94%	93%	94%	92%	97%	84%	96%	90%	94%	94%	95%	92%	93%	96%	91%	92%	93%
Electrical appliances	86%	93%	95%	92%	93%	98%	86%	95%	91%	91%	93%	93%	92%	92%	97%	90%	93%	92%
TV, Hi-Fi, IT, technology products	83%	93%	93%	91%	90%	98%	85%	93%	90%	88%	91%	91%	90%	91%	96%	88%	89%	91%
Cultural products (music, books, etc.)	77%	87%	87%	87%	86%	96%	78%	92%	87%	87%	89%	91%	83%	84%	95%	80%	84%	86%

Table 27a - For each of the following categories, specify whether you purchase products...

Sub-Total "Purchase in shops" + "Purchase both in shops and online"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Food/drinks	94%	90%	93%	93%	92%	97%	88%	95%	89%	97%	96%	96%	88%	95%	95%	90%	90%	93%
Furniture/home decoration	88%	92%	92%	91%	91%	96%	86%	93%	87%	94%	96%	95%	90%	94%	95%	89%	85%	91%
DIY/gardening equipment	88%	90%	90%	90%	89%	95%	87%	94%	88%	91%	95%	96%	88%	93%	96%	91%	87%	91%
Hygiene/beauty products	90%	90%	92%	92%	89%	97%	88%	93%	87%	89%	96%	95%	86%	95%	96%	90%	82%	91%
Clothes/shoes	89%	89%	91%	89%	91%	95%	87%	95%	85%	94%	94%	95%	87%	93%	95%	90%	86%	91%
Sports/leisure equipment	85%	90%	89%	89%	88%	96%	81%	94%	86%	93%	92%	94%	85%	91%	95%	87%	86%	89%
Electrical appliances	84%	88%	91%	88%	89%	96%	85%	92%	88%	88%	91%	92%	82%	91%	96%	84%	86%	89%
TV, Hi-Fi, IT, technology products	80%	89%	88%	88%	84%	96%	84%	89%	85%	83%	90%	91%	81%	90%	95%	85%	80%	87%
Cultural products (music, books, etc.)	76%	85%	84%	81%	84%	94%	79%	85%	81%	85%	88%	90%	76%	84%	93%	79%	76%	84%

Table 28 - For each of the following categories, specify whether you purchase products...

Sub-Total "Purchase online" + "Purchase both in shops and online"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Cultural products (music, books, etc.)	86%	71%	70%	76%	79%	57%	81%	65%	73%	70%	69%	64%	78%	81%	60%	78%	78%	73%
TV, Hi-Fi, IT, technology products	74%	47%	48%	61%	68%	38%	69%	55%	56%	62%	58%	68%	63%	65%	52%	63%	65%	60%
Clothes/shoes	72%	58%	53%	62%	61%	44%	71%	39%	62%	55%	51%	50%	61%	66%	56%	66%	67%	59%
Electrical appliances	74%	47%	38%	58%	55%	30%	73%	53%	58%	64%	58%	68%	59%	65%	55%	60%	43%	56%
Sports/leisure equipment	71%	47%	50%	52%	63%	38%	66%	46%	64%	60%	50%	51%	61%	63%	54%	60%	60%	56%
Hygiene/beauty products	42%	45%	47%	47%	55%	37%	56%	43%	51%	61%	47%	56%	61%	43%	50%	67%	62%	51%
DIY/gardening equipment	61%	35%	38%	43%	56%	28%	59%	44%	61%	54%	49%	46%	48%	48%	52%	43%	35%	47%
Furniture/home decoration	63%	35%	38%	46%	45%	22%	58%	39%	50%	53%	46%	39%	43%	51%	41%	50%	42%	45%
Food/drinks	20%	22%	24%	27%	27%	17%	43%	32%	26%	27%	13%	15%	26%	19%	18%	31%	26%	24%

Table 28a - For each of the following categories, specify whether you purchase products...

Sub-Total "Purchase online" + "Purchase both in shops and online"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Cultural products (music, books, etc.)	87%	76%	75%	81%	82%	66%	80%	79%	80%	77%	79%	76%	79%	86%	69%	78%	80%	78%
Clothes/shoes	74%	73%	65%	74%	71%	54%	79%	46%	75%	65%	59%	65%	72%	73%	64%	78%	79%	69%
TV, Hi-Fi, IT, technology products	74%	64%	62%	70%	74%	46%	72%	68%	64%	71%	68%	77%	71%	67%	59%	67%	72%	67%
Sports/leisure equipment	75%	62%	61%	62%	69%	48%	74%	55%	71%	68%	62%	60%	67%	67%	56%	68%	66%	64%
Electrical appliances	72%	59%	45%	63%	59%	33%	74%	61%	60%	72%	68%	76%	65%	63%	58%	65%	50%	61%
Hygiene/beauty products	47%	57%	59%	54%	64%	47%	68%	52%	61%	68%	48%	64%	67%	49%	49%	75%	72%	59%
Furniture/home decoration	66%	51%	46%	61%	50%	29%	70%	51%	58%	60%	52%	47%	51%	59%	47%	58%	52%	53%
DIY/gardening equipment	62%	47%	45%	49%	57%	38%	63%	47%	69%	58%	52%	48%	52%	48%	52%	49%	44%	52%
Food/drinks	29%	36%	31%	38%	30%	21%	55%	42%	38%	34%	19%	18%	35%	27%	31%	42%	37%	33%

Table 29 - What do you believe are the three main advantages of buying products in shops today, rather than online?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I can see and touch a product	67%	65%	69%	64%	59%	68%	67%	67%	67%	70%	67%	73%	64%	69%	71%	61%	64%	66%
It allows me to take the product home immediately	59%	52%	58%	49%	46%	63%	55%	60%	53%	53%	57%	61%	59%	58%	57%	56%	55%	56%
I can be given a demonstration or try out a product	34%	30%	36%	35%	46%	49%	28%	44%	36%	55%	58%	49%	44%	36%	65%	34%	39%	42%
I can receive advice from a sales assistant	24%	27%	23%	22%	23%	24%	9%	14%	17%	18%	28%	16%	23%	30%	17%	20%	19%	21%
It's a good opportunity to go for an outing	24%	19%	14%	23%	16%	9%	20%	15%	19%	10%	10%	21%	13%	19%	15%	13%	15%	16%
It makes it easier to gather information about a product/service	9%	24%	11%	15%	14%	23%	11%	20%	10%	17%	18%	22%	17%	11%	21%	15%	19%	16%
It allows me to make my purchases more quickly	19%	14%	15%	14%	15%	13%	14%	24%	20%	16%	16%	14%	15%	18%	12%	20%	13%	16%
It's more enjoyable	9%	14%	15%	15%	15%	11%	16%	14%	13%	10%	9%	12%	11%	9%	9%	16%	13%	12%
It's easier and more convenient for making purchases	10%	11%	10%	11%	11%	14%	12%	13%	13%	12%	13%	9%	12%	11%	8%	10%	14%	12%
I enjoy talking to sales assistants	8%	6%	11%	9%	9%	6%	5%	7%	14%	4%	4%	3%	6%	7%	6%	9%	8%	7%
None of these advantages	4%	4%	3%	5%	3%	1%	10%	2%	3%	3%	2%	1%	4%	3%	1%	4%	5%	4%

Table 29a - What do you believe are the three main advantages of buying products in shops today, rather than online?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
I can see and touch a product	59%	54%	62%	57%	53%	70%	50%	60%	62%	65%	69%	71%	54%	65%	64%	54%	53%	60%
It allows me to take the product home immediately	51%	49%	57%	41%	45%	67%	43%	65%	53%	53%	60%	63%	55%	54%	57%	54%	50%	54%
I can be given a demonstration or try out a product	35%	31%	36%	26%	42%	51%	22%	34%	32%	55%	54%	50%	39%	37%	59%	30%	34%	40%
It's a good opportunity to go for an outing	28%	20%	17%	30%	18%	11%	24%	21%	19%	17%	13%	26%	19%	24%	24%	19%	18%	20%
It allows me to make my purchases more quickly	19%	17%	16%	15%	16%	14%	15%	28%	21%	18%	16%	14%	13%	23%	14%	20%	17%	17%
I can receive advice from a sales assistant	21%	15%	18%	16%	20%	19%	9%	14%	16%	14%	23%	9%	18%	22%	15%	19%	16%	17%
It makes it easier to gather information about a product/service	10%	15%	9%	12%	12%	18%	10%	15%	10%	13%	16%	18%	14%	11%	23%	10%	15%	14%
It's more enjoyable	11%	13%	13%	19%	14%	8%	15%	15%	12%	10%	13%	11%	12%	10%	9%	17%	14%	13%
It's easier and more convenient for making purchases	13%	11%	10%	12%	13%	12%	14%	10%	11%	13%	12%	8%	10%	13%	10%	8%	14%	11%
I enjoy talking to sales assistants	7%	6%	11%	7%	7%	6%	6%	8%	11%	4%	4%	3%	6%	4%	4%	8%	10%	7%
None of these advantages	6%	8%	5%	9%	5%	2%	16%	2%	3%	3%	2%	2%	7%	4%	2%	5%	8%	5%



Table 30 - What do you believe are the three main drawbacks of buying products in shops today, rather than online?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Waiting times at the tills, it's too busy	34%	38%	40%	41%	39%	46%	34%	50%	44%	44%	38%	50%	34%	31%	36%	31%	28%	39%
Product unavailability	36%	26%	33%	29%	36%	31%	30%	37%	33%	22%	34%	35%	17%	32%	29%	23%	25%	30%
Issues of access (transport, parking, etc.)	32%	33%	28%	27%	28%	31%	33%	27%	30%	25%	23%	35%	20%	32%	26%	29%	30%	29%
Insufficiently qualified sales staff	23%	17%	15%	23%	22%	17%	17%	26%	16%	23%	28%	26%	27%	26%	36%	17%	20%	22%
Opening hours are too limited	29%	32%	20%	21%	20%	21%	18%	17%	19%	20%	24%	24%	14%	30%	25%	19%	19%	22%
There aren't enough local shops, they are too far from the city centre	29%	22%	16%	17%	11%	17%	11%	25%	12%	22%	26%	13%	20%	34%	17%	16%	16%	19%
Sales assistants are not as helpful as they could be	16%	13%	16%	19%	8%	17%	14%	21%	15%	17%	21%	9%	23%	18%	10%	15%	19%	16%
Not enough information is displayed on products	8%	12%	14%	12%	13%	15%	12%	13%	17%	17%	22%	24%	12%	12%	17%	13%	12%	14%
Customer service is unsatisfactory	13%	8%	10%	13%	10%	6%	15%	21%	14%	9%	12%	13%	18%	12%	28%	18%	20%	14%
Shops are too standardised and lack originality	9%	10%	14%	13%	15%	14%	13%	10%	12%	14%	7%	16%	14%	7%	15%	14%	12%	12%
Shops are not pleasant to be in/products are poorly presented	5%	7%	11%	9%	5%	5%	11%	16%	4%	6%	9%	9%	13%	6%	14%	11%	7%	9%
The products/services on offer are not sufficiently personalised	5%	7%	9%	7%	8%	9%	6%	7%	10%	11%	8%	8%	7%	6%	7%	8%	8%	8%
None of these drawbacks	11%	12%	12%	11%	12%	13%	17%	4%	11%	10%	9%	5%	14%	8%	7%	14%	14%	11%

Table 30a - What do you believe are the three main drawbacks of buying products in shops today, rather than online?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Waiting times at the tills, it's too busy	36%	39%	37%	40%	40%	49%	30%	49%	43%	49%	42%	58%	34%	39%	39%	31%	28%	40%
Product unavailability	37%	30%	41%	31%	38%	39%	32%	44%	35%	30%	40%	37%	24%	37%	30%	26%	27%	34%
Issues of access (transport, parking, etc.)	26%	31%	30%	28%	28%	30%	30%	21%	30%	25%	27%	35%	23%	27%	27%	28%	31%	28%
Opening hours are too limited	34%	40%	22%	26%	21%	21%	21%	23%	25%	26%	28%	29%	23%	34%	32%	30%	27%	27%
There aren't enough local shops, they are too far from the city centre	25%	20%	15%	17%	15%	20%	10%	27%	14%	23%	25%	12%	21%	31%	12%	10%	15%	18%
Not enough information is displayed on products	12%	13%	16%	13%	12%	18%	15%	13%	15%	18%	25%	23%	16%	16%	16%	16%	16%	16%
Insufficiently qualified sales staff	18%	10%	15%	17%	15%	14%	8%	17%	13%	18%	21%	18%	20%	16%	27%	13%	12%	16%
Customer service is unsatisfactory	10%	9%	11%	10%	9%	8%	11%	18%	13%	10%	11%	12%	16%	9%	32%	15%	17%	13%
Shops are too standardised and lack originality	11%	9%	13%	11%	13%	14%	10%	11%	11%	13%	7%	14%	14%	9%	13%	13%	12%	12%
Sales assistants are not as helpful as they could be	11%	10%	11%	11%	5%	14%	11%	18%	10%	11%	18%	7%	14%	11%	10%	12%	13%	12%
Shops are not pleasant to be in/products are poorly presented	8%	7%	11%	10%	8%	7%	13%	16%	6%	7%	10%	9%	13%	8%	18%	13%	8%	10%
The products/services on offer are not sufficiently personalised	7%	7%	10%	9%	8%	9%	10%	7%	11%	10%	7%	8%	8%	9%	4%	10%	12%	9%
None of these drawbacks	10%	10%	8%	9%	9%	7%	17%	4%	7%	5%	5%	4%	10%	6%	6%	9%	13%	8%



Table 31 - Do you believe that sales assistants in these types of store are...

Sub-Total "Essential" + "Important"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
TV, Hi-Fi, IT, technology products	71%	77%	84%	80%	81%	87%	65%	76%	81%	83%	80%	80%	75%	77%	88%	82%	76%	79%
Electrical appliances	66%	74%	85%	77%	82%	88%	60%	76%	65%	78%	81%	78%	60%	72%	82%	76%	75%	75%
DIY/gardening equipment	57%	61%	72%	74%	62%	70%	43%	66%	67%	71%	71%	66%	57%	63%	74%	76%	50%	65%
Furniture/home decoration	40%	52%	67%	48%	73%	67%	51%	59%	66%	60%	61%	65%	57%	41%	69%	69%	60%	59%
Sports/leisure equipment	45%	47%	61%	58%	62%	63%	37%	52%	70%	64%	63%	54%	51%	60%	65%	69%	57%	58%
Hygiene/beauty products	29%	37%	69%	41%	65%	77%	35%	59%	80%	63%	70%	63%	52%	30%	77%	59%	49%	56%
Clothes/shoes	41%	43%	54%	41%	55%	55%	37%	47%	56%	55%	51%	41%	49%	39%	54%	59%	45%	48%
Cultural products (music, books, etc.)	27%	27%	41%	37%	45%	42%	26%	32%	42%	43%	38%	34%	28%	25%	61%	40%	31%	36%
Food/drinks	25%	24%	36%	23%	39%	37%	32%	42%	40%	42%	41%	27%	28%	24%	47%	44%	30%	34%

Table 31a - Do you believe that sales assistants in these types of store are...

Sub-Total "Essential" + "Important"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
TV, Hi-Fi, IT, technology products	65%	69%	76%	71%	77%	86%	61%	69%	80%	79%	75%	77%	69%	74%	84%	81%	73%	75%
Electrical appliances	62%	66%	78%	73%	78%	86%	60%	70%	63%	71%	76%	77%	55%	69%	84%	78%	73%	72%
DIY/gardening equipment	58%	61%	69%	68%	62%	67%	50%	64%	69%	65%	69%	66%	58%	64%	73%	77%	59%	65%
Sports/leisure equipment	50%	46%	63%	59%	62%	63%	48%	55%	72%	67%	63%	56%	56%	60%	71%	74%	62%	61%
Hygiene/beauty products	37%	46%	64%	44%	62%	78%	48%	55%	79%	53%	68%	64%	57%	36%	76%	73%	55%	59%
Furniture/home decoration	35%	56%	61%	47%	67%	70%	55%	56%	67%	48%	57%	66%	50%	36%	72%	72%	57%	57%
Clothes/shoes	41%	44%	51%	44%	52%	52%	45%	48%	60%	44%	45%	43%	49%	37%	55%	64%	47%	48%
Cultural products (music, books, etc.)	32%	34%	41%	40%	44%	41%	38%	31%	45%	39%	35%	37%	34%	32%	56%	50%	42%	39%
Food/drinks	33%	36%	39%	32%	43%	35%	44%	42%	44%	33%	39%	29%	33%	30%	46%	53%	41%	38%

Table 32 - Today, are you generally satisfied with sales assistants in stores?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very satisfied	11%	8%	20%	6%	5%	12%	13%	9%	11%	4%	9%	7%	29%	14%	3%	16%	26%	12%
Quite satisfied	69%	78%	67%	71%	71%	76%	64%	62%	79%	74%	72%	65%	59%	66%	70%	67%	59%	69%
Not very satisfied	18%	13%	11%	21%	21%	11%	19%	23%	9%	20%	15%	24%	9%	17%	21%	15%	13%	17%
Not at all satisfied	2%	2%	1%	3%	3%	1%	4%	7%	1%	2%	4%	4%	3%	3%	5%	2%	3%	3%
Sub-Total Very + Quite satisfied	80%	86%	87%	77%	77%	88%	77%	71%	89%	78%	81%	72%	88%	81%	73%	83%	84%	81%
Sub-Total Not very + Not at all satisfied	20%	14%	13%	23%	23%	12%	23%	29%	11%	22%	19%	28%	12%	19%	27%	17%	16%	19%

Table 32a - Today, are you generally satisfied with sales assistants in stores?

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Very satisfied	11%	9%	18%	7%	6%	13%	19%	10%	11%	6%	10%	8%	25%	13%	5%	22%	29%	13%
Quite satisfied	69%	77%	68%	73%	70%	75%	61%	62%	78%	71%	72%	70%	57%	66%	67%	60%	53%	68%
Not very satisfied	18%	12%	12%	17%	23%	11%	16%	21%	10%	20%	14%	18%	12%	18%	20%	15%	12%	16%
Not at all satisfied	1%	2%	2%	4%	1%	-	4%	6%	1%	2%	3%	4%	6%	3%	8%	3%	6%	3%
Sub-Total Very + Quite satisfied	80%	86%	86%	79%	76%	88%	80%	72%	89%	78%	83%	78%	82%	79%	72%	82%	82%	81%
Sub-Total Not very + Not at all satisfied	20%	14%	14%	21%	24%	12%	20%	28%	11%	22%	17%	22%	18%	21%	28%	18%	18%	19%

Table 33 - Again regarding sales assistants in stores, how satisfied are you with...

Sub-Total "Very satisfied" + "Quite satisfied"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Their hospitality and friendliness	77%	83%	87%	79%	77%	86%	80%	64%	84%	72%	76%	73%	85%	82%	66%	86%	85%	79%
Their ability to advise you and make suggestions	72%	76%	80%	68%	72%	76%	69%	59%	78%	67%	72%	67%	75%	71%	63%	76%	77%	72%
Their product knowledge	70%	75%	80%	67%	71%	76%	69%	58%	79%	63%	67%	69%	73%	67%	62%	73%	73%	70%
Their helpfulness	58%	74%	76%	63%	76%	78%	66%	56%	78%	63%	65%	67%	71%	58%	68%	69%	70%	68%

Table 33a - Again regarding sales assistants in stores, how satisfied are you with...

Sub-Total "Very satisfied" + "Quite satisfied"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Their hospitality and friendliness	76%	80%	82%	77%	74%	85%	77%	66%	82%	66%	72%	74%	82%	78%	63%	85%	84%	77%
Their ability to advise you and make suggestions	72%	77%	78%	74%	72%	77%	74%	63%	79%	69%	73%	71%	74%	69%	63%	76%	79%	73%
Their product knowledge	70%	74%	78%	75%	70%	78%	75%	62%	80%	64%	69%	77%	72%	68%	61%	75%	74%	72%
Their helpfulness	63%	75%	75%	71%	75%	81%	74%	64%	79%	65%	65%	71%	71%	64%	67%	74%	75%	71%

Table 34 - What would make you want to visit shops more frequently?

Sub-Total "Very much" + "Somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
The ability to pay as quickly as possible and without waiting	82%	78%	87%	82%	82%	89%	81%	90%	88%	87%	91%	93%	78%	80%	93%	83%	83%	85%
Original products you cannot find elsewhere	78%	76%	84%	83%	89%	90%	74%	76%	86%	79%	83%	89%	72%	81%	89%	70%	72%	81%
The same information in the store as on the website (best-selling products, highest-rated products, reviews, etc.)	68%	75%	84%	79%	81%	86%	76%	74%	86%	79%	87%	89%	73%	73%	89%	75%	81%	80%
Visually appealing and original premises	76%	70%	88%	71%	80%	83%	57%	70%	74%	72%	87%	90%	69%	78%	78%	66%	58%	74%
More areas for demonstrations and trying out products	65%	60%	80%	69%	78%	81%	56%	76%	79%	77%	82%	82%	61%	64%	83%	62%	65%	72%
Coaching and personalised advice before making a purchase	44%	63%	84%	51%	83%	82%	37%	75%	73%	80%	81%	81%	50%	52%	87%	76%	77%	69%
Longer opening hours	50%	69%	69%	65%	67%	70%	61%	72%	67%	63%	64%	79%	63%	55%	83%	67%	65%	66%
Receiving personalised offers in real time while you visit the store	44%	51%	74%	58%	69%	77%	42%	59%	66%	74%	75%	76%	50%	46%	77%	55%	64%	62%
The ability to scan the contents of your basket without having to remove the items	40%	50%	65%	49%	66%	61%	44%	60%	72%	58%	69%	77%	39%	42%	76%	49%	46%	57%
Receiving promotional offers from the store departments you are visiting in real time on your smartphone	39%	37%	72%	44%	71%	75%	45%	53%	61%	48%	57%	83%	42%	42%	58%	52%	60%	55%
Use of the latest clothes fitting technologies	55%	49%	60%	54%	60%	59%	37%	49%	65%	54%	59%	73%	39%	61%	63%	41%	42%	54%
The option of booking a parking space to make it easier to travel to the store	39%	48%	66%	49%	60%	73%	38%	59%	61%	47%	54%	74%	32%	37%	71%	38%	40%	52%
Surprising, fun and sensory experiences	41%	51%	66%	45%	62%	63%	38%	55%	50%	46%	53%	70%	44%	38%	52%	57%	53%	52%
The provision of rest areas (relaxation rooms, massage zones, etc.)	26%	32%	57%	38%	49%	50%	35%	39%	53%	41%	52%	66%	25%	23%	59%	27%	36%	42%
Leisure activities that suit the theme of the store (e.g., cooking lessons, sports, exhibitions, etc.)	27%	37%	56%	38%	55%	52%	33%	36%	55%	33%	43%	63%	26%	29%	53%	29%	36%	41%
Childcare while you shop	32%	28%	46%	32%	56%	39%	23%	45%	58%	40%	57%	64%	29%	31%	70%	24%	30%	41%

Table 34a - What would make you want to visit shops more frequently?

Sub-Total "Very much" + "Somewhat"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
The ability to pay as quickly as possible and without waiting	80%	80%	86%	80%	82%	87%	82%	89%	85%	83%	88%	91%	76%	79%	92%	81%	77%	83%
The same information in the store as on the website (best-selling products, highest-rated products, reviews, etc.)	73%	77%	85%	80%	82%	88%	75%	76%	85%	74%	87%	89%	77%	76%	88%	80%	77%	81%
Original products you cannot find elsewhere	75%	78%	84%	83%	87%	90%	75%	81%	85%	77%	81%	88%	72%	83%	86%	70%	72%	80%
Visually appealing and original premises	79%	73%	85%	76%	80%	83%	69%	72%	70%	78%	82%	89%	74%	78%	71%	71%	67%	76%
More areas for demonstrations and trying out products	68%	66%	81%	69%	76%	81%	63%	73%	79%	73%	80%	82%	68%	67%	83%	68%	67%	74%
Longer opening hours	60%	77%	70%	71%	66%	71%	72%	77%	72%	70%	62%	82%	70%	67%	82%	75%	71%	71%
Coaching and personalised advice before making a purchase	51%	61%	80%	53%	79%	83%	55%	65%	74%	75%	77%	76%	55%	50%	84%	74%	72%	69%
Receiving promotional offers from the store departments you are visiting in real time on your smartphone	54%	49%	78%	59%	75%	83%	69%	67%	70%	56%	65%	85%	58%	56%	63%	68%	68%	67%
Receiving personalised offers in real time while you visit the store	56%	56%	77%	62%	72%	78%	59%	56%	64%	72%	70%	76%	59%	54%	72%	62%	66%	66%
The ability to scan the contents of your basket without having to remove the items	52%	56%	70%	58%	70%	63%	58%	58%	73%	61%	67%	77%	46%	49%	71%	53%	53%	61%
Surprising, fun and sensory experiences	52%	63%	75%	57%	71%	69%	58%	64%	59%	54%	60%	72%	56%	47%	56%	61%	61%	61%
Use of the latest clothes fitting technologies	64%	54%	67%	60%	62%	63%	56%	51%	65%	54%	56%	72%	46%	67%	59%	52%	52%	59%
The option of booking a parking space to make it easier to travel to the store	47%	56%	67%	53%	59%	62%	55%	61%	62%	47%	55%	77%	41%	38%	65%	41%	47%	55%
Leisure activities that suit the theme of the store (e.g., cooking lessons, sports, exhibitions, etc.)	39%	54%	67%	52%	68%	63%	55%	48%	64%	42%	51%	64%	40%	34%	59%	41%	50%	53%
The provision of rest areas (relaxation rooms, massage zones, etc.)	40%	47%	67%	55%	56%	56%	53%	47%	65%	51%	57%	67%	39%	32%	54%	42%	48%	52%
Childcare while you shop	39%	41%	53%	45%	59%	42%	43%	47%	60%	45%	59%	68%	41%	40%	68%	35%	43%	49%

Table 35 - What are you most worried about when it comes to making purchases in shops?

Sub-Total "I am very worried about" + "I am quite worried about"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Shops becoming ever more standardised and looking increasingly similar	77%	69%	72%	78%	82%	77%	76%	70%	81%	75%	80%	83%	73%	79%	84%	73%	75%	77%
The gradual disappearance of local shops	74%	82%	75%	83%	80%	76%	78%	70%	82%	79%	72%	72%	75%	72%	79%	76%	76%	77%
There being less and less choice and always from the same retailers	74%	64%	69%	77%	82%	72%	73%	69%	78%	71%	73%	79%	72%	74%	84%	70%	71%	74%
There being less and less human interaction	73%	75%	69%	76%	75%	70%	63%	76%	73%	62%	66%	66%	68%	77%	66%	64%	66%	70%
Identity theft becoming an increasing problem	63%	57%	67%	56%	72%	73%	68%	48%	77%	61%	61%	67%	60%	56%	78%	65%	63%	64%
The potential for shops to use your personal details to your detriment	58%	62%	63%	71%	70%	70%	64%	54%	77%	62%	59%	61%	51%	60%	74%	61%	62%	63%

Table 36 - Do you believe that in 10 years' time shops will have...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
... Changed radically	14%	14%	20%	15%	21%	23%	24%	20%	21%	18%	20%	26%	17%	15%	28%	24%	20%	20%
... Changed significantly	57%	58%	52%	52%	46%	47%	46%	55%	45%	40%	42%	46%	51%	57%	44%	56%	46%	49%
... Changed a little	27%	25%	24%	28%	27%	27%	24%	20%	29%	33%	31%	26%	29%	26%	24%	18%	30%	26%
... Remained the same	2%	3%	4%	5%	6%	3%	7%	5%	6%	10%	7%	2%	4%	1%	5%	2%	4%	4%
Sub-Total Will have changed (radically + significantly + a little)	98%	97%	96%	95%	94%	97%	93%	95%	94%	90%	93%	98%	96%	99%	95%	98%	96%	96%
Sub-Total TOP 2 (radically + significantly)	71%	72%	72%	67%	67%	70%	69%	75%	66%	58%	62%	72%	68%	72%	71%	80%	66%	69%

Table 35a - What are you most worried about when it comes to making purchases in shops?

Sub-Total "I am very worried about" + "I am quite worried about"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Shops becoming ever more standardised and looking increasingly similar	73%	64%	74%	72%	80%	79%	71%	69%	81%	71%	76%	82%	70%	76%	80%	70%	73%	74%
There being less and less choice and always from the same retailers	68%	64%	73%	74%	78%	74%	70%	66%	77%	68%	70%	81%	67%	71%	82%	65%	69%	72%
The gradual disappearance of local shops	66%	74%	72%	76%	75%	74%	71%	60%	82%	68%	69%	68%	68%	61%	78%	69%	72%	71%
There being less and less human interaction	66%	69%	66%	73%	70%	65%	62%	64%	75%	51%	65%	61%	64%	74%	63%	62%	65%	66%
The potential for shops to use your personal details to your detriment	60%	60%	63%	70%	69%	70%	62%	49%	79%	56%	59%	63%	56%	60%	74%	62%	60%	63%
Identity theft becoming an increasing problem	58%	53%	66%	57%	68%	68%	66%	48%	78%	51%	58%	66%	60%	52%	78%	61%	61%	62%

Table 36a - Do you believe that in 10 years' time shops will have...

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
... Changed radically	19%	12%	22%	14%	24%	26%	22%	25%	24%	20%	23%	30%	18%	15%	25%	28%	23%	22%
... Changed significantly	55%	56%	57%	53%	48%	47%	49%	52%	48%	43%	41%	45%	54%	59%	50%	51%	45%	50%
... Changed a little	23%	28%	19%	27%	24%	24%	17%	19%	25%	30%	28%	22%	23%	24%	19%	19%	26%	24%
... Remained the same	3%	4%	3%	6%	4%	3%	12%	3%	3%	7%	7%	3%	6%	3%	5%	3%	6%	5%
Sub-Total Will have changed (radically + significantly + a little)	97%	96%	97%	94%	96%	97%	88%	97%	97%	93%	93%	97%	94%	97%	95%	97%	94%	95%
Sub-Total TOP 2 (radically + significantly)	74%	67%	79%	67%	72%	73%	71%	77%	72%	63%	65%	75%	72%	73%	75%	79%	68%	72%

Table 37 - And over the next 10 years, which aspects of physical stores will change/evolve the most?
Sub-Total TOP 2 ("Change radically" + "Change a lot")

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Payment methods	70%	71%	78%	69%	73%	73%	66%	74%	68%	63%	73%	82%	70%	72%	81%	78%	67%	72%
Product delivery methods	51%	56%	61%	58%	63%	58%	50%	66%	58%	51%	65%	68%	49%	54%	74%	64%	51%	59%
The way in which stores advertise	56%	57%	63%	51%	55%	69%	49%	59%	55%	39%	58%	75%	51%	58%	75%	66%	56%	58%
The services offered in stores	54%	55%	63%	57%	59%	65%	51%	58%	58%	47%	57%	68%	50%	55%	72%	64%	53%	58%
The way in which stores provide information/advice	55%	49%	65%	52%	62%	60%	54%	59%	56%	47%	57%	68%	54%	58%	73%	65%	55%	58%
The way in which products are presented and displayed in stores	48%	45%	62%	51%	54%	63%	48%	58%	54%	45%	58%	68%	48%	50%	67%	66%	50%	55%
The visitor experience	53%	47%	61%	47%	56%	58%	49%	55%	49%	38%	49%	64%	46%	53%	57%	56%	48%	52%
Store layout	47%	53%	56%	53%	50%	58%	44%	54%	45%	39%	45%	69%	46%	47%	66%	60%	45%	52%
Trying out products and clothes	39%	45%	60%	51%	53%	58%	45%	54%	48%	47%	54%	62%	44%	41%	64%	58%	44%	51%
Opening times	44%	45%	50%	46%	50%	45%	42%	40%	42%	36%	42%	44%	46%	54%	50%	50%	42%	45%
Store locations (in city centres, in the suburbs, etc.)	48%	44%	49%	42%	45%	44%	40%	38%	41%	34%	44%	48%	36%	47%	51%	54%	41%	44%
The sales floor, the size of stores	44%	43%	54%	47%	48%	47%	37%	40%	44%	33%	38%	52%	34%	44%	50%	51%	37%	44%

Table 37a - And over the next 10 years, which aspects of physical stores will change/evolve the most?
Sub-Total TOP 2 ("Change radically" + "Change a lot")

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
Payment methods	70%	66%	76%	68%	70%	71%	64%	76%	72%	62%	72%	80%	71%	73%	75%	81%	71%	72%
The way in which stores advertise	59%	56%	67%	53%	57%	70%	53%	62%	63%	44%	61%	75%	58%	59%	73%	71%	61%	61%
Product delivery methods	53%	54%	63%	58%	67%	63%	52%	70%	62%	53%	67%	71%	58%	52%	70%	69%	58%	61%
The services offered in stores	57%	54%	63%	58%	57%	64%	51%	60%	62%	49%	56%	71%	56%	58%	65%	70%	57%	59%
The way in which stores provide information/advice	58%	49%	68%	50%	62%	60%	54%	61%	60%	49%	57%	71%	60%	57%	65%	68%	56%	59%
The way in which products are presented and displayed in stores	48%	47%	69%	53%	56%	64%	52%	62%	59%	48%	59%	69%	54%	49%	60%	69%	53%	57%
The visitor experience	58%	51%	65%	52%	61%	62%	56%	61%	58%	43%	51%	68%	55%	56%	52%	68%	54%	57%
Trying out products and clothes	44%	49%	63%	54%	56%	62%	51%	61%	55%	50%	57%	69%	53%	45%	61%	62%	54%	56%
Store layout	51%	51%	58%	47%	47%	55%	42%	63%	51%	41%	45%	71%	53%	52%	63%	66%	52%	53%
Opening times	49%	48%	50%	46%	52%	42%	47%	44%	49%	38%	44%	48%	55%	55%	44%	59%	51%	48%
The sales floor, the size of stores	44%	42%	59%	48%	47%	49%	46%	50%	50%	39%	39%	59%	43%	46%	49%	57%	44%	48%
Store locations (in city centres, in the suburbs, etc.)	45%	42%	54%	45%	42%	43%	45%	46%	49%	37%	42%	54%	43%	46%	52%	58%	50%	47%

Table 38 - Do you believe that in 10 years' time...

Sub-total "Definitely" + "Probably"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
It will be possible to shop in virtual reality, as if wandering around a real store	69%	73%	78%	72%	72%	72%	64%	58%	66%	57%	56%	67%	65%	65%	76%	68%	59%	67%
3D printers will allow all sorts of custom products to be made at home	64%	69%	75%	64%	65%	68%	55%	51%	71%	56%	63%	63%	56%	65%	74%	60%	60%	64%
Household appliances will be smart and will order everyday products on our behalf	78%	59%	74%	57%	64%	60%	63%	50%	58%	49%	62%	63%	58%	75%	68%	69%	59%	63%
Stores will be able to identify us automatically so that we can be sent personalised offers and advice	62%	69%	77%	66%	66%	68%	57%	50%	56%	47%	51%	63%	59%	61%	72%	66%	58%	62%
Own brands (products produced by retailers themselves) will have replaced traditional brands in stores	47%	45%	60%	46%	58%	58%	50%	50%	53%	43%	48%	60%	48%	53%	64%	51%	49%	52%
Sales assistants will have been replaced by virtual advisors or artificial intelligence	49%	48%	53%	50%	48%	47%	46%	42%	44%	30%	38%	59%	40%	45%	55%	45%	42%	46%
Purchases will be made online and shops will no longer exist	28%	31%	36%	28%	44%	26%	33%	28%	37%	25%	28%	36%	26%	25%	45%	37%	29%	32%

Table 38a - Do you believe that in 10 years' time...

Sub-total "Definitely" + "Probably"

	DE	BE	ES	FR	IT	PT	UK	HU	PL	CZ	SK	RO	DK	AT	BG	SU	NO	17-country aver.
It will be possible to shop in virtual reality, as if wandering around a real store	64%	69%	71%	65%	73%	68%	63%	60%	67%	53%	56%	68%	63%	62%	71%	70%	56%	64%
Household appliances will be smart and will order everyday products on our behalf	78%	61%	74%	61%	68%	58%	69%	59%	62%	54%	62%	68%	58%	69%	65%	70%	61%	64%
3D printers will allow all sorts of custom products to be made at home	60%	64%	77%	63%	66%	68%	60%	58%	70%	58%	61%	66%	55%	62%	66%	63%	64%	64%
Stores will be able to identify us automatically so that we can be sent personalised offers and advice	61%	62%	75%	59%	65%	64%	63%	52%	61%	45%	55%	64%	57%	60%	64%	66%	55%	60%
Own brands (products produced by retailers themselves) will have replaced traditional brands in stores	50%	46%	64%	50%	62%	58%	59%	58%	56%	44%	48%	63%	51%	52%	57%	57%	53%	55%
Sales assistants will have been replaced by virtual advisors or artificial intelligence	53%	52%	60%	52%	51%	50%	57%	53%	52%	37%	44%	62%	50%	49%	55%	55%	51%	52%
Purchases will be made online and shops will no longer exist	44%	43%	50%	41%	50%	32%	50%	41%	44%	31%	36%	44%	41%	34%	46%	48%	40%	42%



L'OBSERVATOIRE CETELEM

For more than 30 years, L'Observatoire Cetelem has conducted economic surveys in a number of areas, including the automotive sector and consumer spending. By publishing two surveys each year, one on the global automotive industry (15 countries), the other on European consumer spending (17 countries), L'Observatoire Cetelem has emerged as a leading light when it comes to knowledge and understanding of these sectors of activity.

The international nature of the surveys produced, bolstered by a presence in 24 countries – Austria, Belgium, Brazil, Bulgaria, China, Czech Republic, Denmark, France, Germany, Hungary, Italy, Japan, Mexico, Norway, Poland, Portugal, Romania, Slovakia, South Africa, Spain, Sweden, Turkey, United Kingdom and United States – also contributes to its global reach.

L'Observatoire Cetelem also provides analysis and consumer trend monitoring services with:

- *l'Œil: casting a light on the latest consumer developments.*
A look at new ways of addressing the market and new consumer attitudes.
- *les zOOMs, a glimpse of today's lifestyles.*
Triple-level surveys for an in-depth view of a given topic.