

## Classification Data

**E** = available in Affluent Europe 2016 / **M** = available in Affluent Middle East 2016 / **A** = available in Affluent Africa 2016 / **L** = available in Affluent Latin America 2015

### Demographics

Day of week	EMAL
Country	EMAL
Top 3% Select	E
Language interview	EL
Gender	EMAL
Age in years: 21-74	EMAL
Age in categories	EMAL
Household type	EMAL
Number of persons living in household	EMAL
Number of children under 16 living in household	EMAL
Lifestage of household *	EMAL
Young Affluent Metropolitans (YAMs) *	EMAL
Household income per year	EMA

Number of Main Income Earners	E
Personal income per year	EMAL
Foreign languages	EMAL
Number of foreign languages	EMAL
Urbanisation	E
Language in which respondent prefers reading [Belgium & Switzerland only]	E
Highest level education	EMAL
Abroad: lived for at least 6 months	EMAL
Abroad: worked for at least 6 months	EMAL
Abroad: education/job training for at least 6 months	EMAL
Citizen of country residence	EMAL

### Business

Present occupational position	EMAL
Former occupational position	E
Establishment other	EMAL
Establishment abroad	EMAL
Number of employees at establishment	EMAL
Number of employees in total worldwide	EMAL
Number of employees responsible for	EMAL
Main activity: general	EMAL
Main activity: detailed	EMAL
Job function	EMAL
C-suite executives/directors 50/+ employees worldwide *	EMAL
Job position: head of	EMAL
Involvement capital expenditure > €30K	EMAL
Involvement capital expenditure > €30K level	EMAL
Decision making area: information and communication technology	EMAL
Decision making area: car fleets, vans, trucks	EMAL

Decision making area: travel services	EMAL
Decision making area: contracts for freight or courier services	EMAL
Decision making area: raw materials or construction equipment	EMAL
Decision making area: advertising or marketing	EMAL
Decision making area: management consultancy	EMAL
Decision making area: corporate finance or investment	EMAL
Decision making area: other banking, finance or insurance services	EMAL
Decision making area: relocation or property services	EMAL
Decision Maker *	EMAL
Decision making responsibilities	EMAL
Average number working hours per week	E
Average number of working hours per week: categories	E
Business activities in last 12 months	EMAL
Influential Opinion Leader *	EMAL

### Financial

Home ownership: rented or owned	E
Second home in country of residence	E
Second home abroad	E
Credit/charge cards type - personally	EMAL
Credit/charge cards type - corporate	EMAL
Credit/charge cards recode	EMAL
Credit cards private	E
Credit cards corporate	E
Investments owned personally	EMAL
Trade in stocks/shares last 12 months: personally/third party	E
Trade in stocks/shares last 12 months: professionally	E
Frequency of trading in stocks/shares: personally	E
Frequency of trading in stocks/shares: transaction by full service broker/banker on my behalf	E

Frequency of trading in stocks/shares: transaction by discount broker on my behalf	E
Frequency of trading in stocks/shares: transaction by online broker	E
Frequency of trading in stocks/shares: transaction by other accredited body	E
Frequency of trading in stocks/shares: rights/other direct issue	E
Frequency of trading in stocks/shares: other	E
Frequency of trading in stocks/shares: recode total	E
Value private investments, excluding home/mortgage	E
Financial services used past 12 months	E
Banking/Investments - Awareness	EM
Banking/Investments - Used personally	EM
Banking/Investments - Recommended	EM

## General media

Average internet time weekdays	<b>EMAL</b>
Average internet time weekend days	<b>EMAL</b>
Average internet hours per week	<b>EMAL</b>
Average internet time per day in minutes	<b>EMAL</b>
Average internet time per day in minutes: categories	<b>EMAL</b>
Overall internet usage *	<b>EMAL</b>
Average reading time weekdays	<b>EMAL</b>
Average reading time weekend	<b>EMAL</b>
Average reading hours per week	<b>EMAL</b>
Average reading time per day in minutes	<b>EMAL</b>
Average reading time per day in minutes: categories	<b>EMAL</b>
Overall Print readership *	<b>EMAL</b>
Watched TV yesterday	<b>E</b>
General viewing frequency	<b>EMAL</b>
Devices watching TV	<b>E</b>
Average viewing time weekdays	<b>EMAL</b>
Average viewing time weekend days	<b>EMAL</b>
Average hours viewed per week	<b>EMAL</b>
Average viewing time per day in minutes	<b>EMAL</b>
Average viewing time per day in minutes: categories	<b>EMAL</b>
Overall TV viewership *	<b>EMAL</b>
Weekday TV watched in timeslot	<b>EMAL</b>
Weekend TV watched in timeslot	<b>EMAL</b>
TV receive signal	<b>EMAL</b>
Satellite provider	<b>M</b>
Time Spent Yesterday: Reading newspapers (in paper format)	<b>E</b>
Time Spent Yesterday: Reading magazines (in paper format)	<b>E</b>
Time Spent Yesterday: Reading newspapers and magazines (in digital format)	<b>E</b>
Time Spent Yesterday: Watching TV channels (not online)	<b>E</b>
Time Spent Yesterday: Watching video from a recorded source (DVD, BluRay or Hard Disk Recorder, Digital Video Recorder)	<b>E</b>
Time Spent Yesterday: Watching live TV on PC, tablet or mobile phone	<b>E</b>
Time Spent Yesterday: Watching TV via replay or internet catch up service	<b>E</b>
Time Spent Yesterday: Listening to radio stations (not online)	<b>E</b>
Time Spent Yesterday: Listening to radio stations online	<b>E</b>
Time Spent Yesterday: Listening to recorded music	<b>E</b>
Time Spent Yesterday: Listening to podcasts	<b>E</b>
Time Spent Yesterday: Making phone calls	<b>E</b>
Time Spent Yesterday: SMS texting	<b>E</b>

Time Spent Yesterday: Using email	<b>E</b>
Time Spent Yesterday: Online social networking, chat, or instant messaging	<b>E</b>
Time Spent Yesterday: Using the Internet for personal purposes (excl. email, chat & instant messaging)	<b>E</b>
Time Spent Yesterday: Using the Internet for work/study purposes (excl. email, chat & instant messaging)	<b>E</b>
Time Spent Yesterday: Reading blogs or weblogs	<b>E</b>
Time Spent Yesterday: Contributing any kind of content to the Internet (like blog entries, comments, tags, or uploading of pictures)	<b>E</b>
Time Spent Yesterday: Playing games on game console, computer, or mobile device (excl online)	<b>E</b>
Time Spent Yesterday: Playing online games on game console, computer, or mobile device (paid or free)	<b>E</b>
Watching foreign TV channels - subtitles: yes	<b>E</b>
Watching foreign TV channels - subtitles: no	<b>E</b>
Foreign language TV programmes watched – in English	<b>EMAL</b>
Foreign language TV programmes watched – in French	<b>EMAL</b>
Foreign language TV programmes watched – in German	<b>E</b>
Foreign language TV programmes watched – in Portuguese	<b>L</b>
Foreign language TV programmes watched – in Spanish	<b>L</b>
Foreign language TV programmes watched – in other foreign language	<b>EMAL</b>
Types of TV programmes watched - regularly	<b>EMA</b>
Types of TV programmes watched - favorite	<b>E</b>
First source of information: news/current affairs	<b>EMAL</b>
First source of information: business/financial	<b>E</b>
First source of information: sports	<b>E</b>
First source of information: entertainment	<b>E</b>
First source of information: travel	<b>E</b>
Advertising - useful source info new products: television	<b>E</b>
Advertising - useful source info new products: newspapers	<b>E</b>
Advertising - useful source info new products: magazines	<b>E</b>
Advertising - useful source info new products: internet	<b>E</b>
Sites used past 30 days for social/professional networking	<b>EMAL</b>
Frequency of using social networking sites	<b>EMAL</b>

## Media

International Print, Awareness	EMAL
Print, Read in last 12 months	EMAL
Print, Frequency of reading	EMAL
Print, Probability Average Issue Reading (/1000)	EMAL
International TV, Awareness	EMAL
TV, Viewed in last 12 months	EMAL
TV, Frequency of viewing	EMAL
International TV, viewing place	EMAL
TV, Viewed in last 30 days	EMAL
TV, Probability week (/1000)	EMAL
TV, Probability day (/1000)	EMAL
Digital: website/mobile site/app last 30 days	EMAL
Digital: website/mobile site/app, Probability week (/1000)	EMAL
Digital: website/mobile site/app, Probability day (/1000)	EMAL
Mobile: site/apps (smartphone/tablet) last 30 days	E
Mobile: site/apps (smartphone/tablet), Probability week (/1000)	E
Mobile: site/apps (smartphone/tablet), Probability day (/1000)	E
Website: website (pc/laptop/tablet) last 30 days	EMAL
Website: website (pc/laptop/tablet), Frequency of visiting	EMAL
Website: website (pc/laptop/tablet), Probability week	EMAL

(/1000)	
Website: website (pc/laptop/tablet), Probability day (/1000)	EMAL
Mobile site: mobile site (smartphone) in last 30 days	EMAL
Mobile site: mobile site (smartphone), Probability week (/1000)	EMAL
Mobile site: mobile site (smartphone), Probability day (/1000)	EMAL
Apps: apps (tablet/smartphone/pc/laptop) in last 30 days	EMAL
Apps: apps (tablet/smartphone/pc/laptop), Probability week (/1000)	EMAL
Apps: apps (tablet/smartphone/pc/laptop), Probability day (/1000)	EMAL
Tablet app: app (tablet/pc/laptop) in last 30 days	EMAL
Tablet app: app (tablet/pc/laptop) , Probability week (/1000)	EMAL
Tablet app: app (tablet/pc/laptop) , Probability day (/1000)	EMAL
Mobile app: app (smartphone) , Used via mobile in last 30 days	EMAL
Mobile app: app (smartphone) , Probability week (/1000)	EMAL
Mobile app: app (smartphone) , Probability day (/1000)	EMAL

## Travel

Air trips last 12 months	EMAL
Number of return air trips last 12 months for business: domestic	EMAL
Number of return air trips last 12 months for business: international under 4 hours	EMAL
Number of return air trips last 12 months for business: international 4 hours or more	EMAL
Number return air trips business international total	EMAL
Number return air trips business total	EMAL
Number of return air trips last 12 months for pleasure: domestic	EMAL
Number of return air trips last 12 months for pleasure: international under 4 hours	EMAL
Number of return air trips last 12 months for pleasure: international 4 hours or more	EMAL
Number return air trips pleasure international total	EMAL
Number return air trips pleasure total	EMAL
Number return air trips domestic total	EMAL
Number return air trips international under 4 hours total	EMAL
Number return air trips international 4 hours or more total	EMAL
Number return air trips international total	EMAL
Number return air trips total	EMAL
Airport used - Past month	EM
Airport used - Last 12 months	EM
Duty free products bought at airport/on board	E
Class travel usually on business air trips	E
Class travel usually on private air trips	E
Airlines - Awareness	EMAL
Airlines - Used	EMAL
Airlines - Recommended	EMAL
Choice airline - Business: leave choice to travel agent	E
Choice airline - Business: company policy airline, alliance	E
Choice airline - Business: frequent flyer program	E
Choice airline - Business: cheapest fare	E
Choice airline - Business: airline service	E

Choice airline - Business: best time schedule	E
Onboard watch video long-haul flights	E
Onboard watch video long-haul flights - type	E
Number of holidays taken last 12 months: own country	E
Number of holidays taken last 12 months: abroad	E
Hotel nights spent last 12 months business own country	EMAL
Hotel nights spent last 12 months business abroad	EMAL
Hotel nights spent last 12 months pleasure own country	EMAL
Hotel nights spent last 12 months pleasure abroad	EMAL
Hotel nights spent last 12 months business	EMAL
Hotel nights spent last 12 months pleasure	EMAL
Hotel nights spent last 12 months total	EMAL
Type of hotels used, for business	EMAL
Type of hotels used, for leisure	EMAL
Kind holidays last 12 months own country	E
Kind holidays last 12 months abroad	E
Kind holidays last 12 months total	E
Type holiday booking - Last 12 months	E
Continents visited by air last 12 months business	EMAL
Continents visited by air last 12 months pleasure	EMAL
Continents expect to visit by air next 12 months business	EMAL
Continents expect to visit by air next 12 months pleasure	EMAL
Countries visited by air last 12 months business	E
Countries visited by air last 12 months pleasure	E
Countries expect to visit by air next 12 months business	E
Countries expect to visit by air next 12 months pleasure	E
Countries visited last 12 months by other means of transport - Business	E
Countries visited last 12 months by other means of transport - Pleasure	E

## Lifestyle

Sports personally interested	<b>EMAL</b>
Sports actively taken part	<b>EMAL</b>
Subjects personally interested	<b>EA</b>
Visiting frequency last 12 months: theatre	<b>EMAL</b>
Visiting frequency last 12 months: classical concerts/ballet/opera	<b>EMAL</b>
Visiting frequency last 12 months: cinema	<b>EMAL</b>

Visiting frequency last 12 months: museums/galleries/art exhibitions	<b>EMAL</b>
Visiting frequency last 12 months: gastronomic restaurants for dining	<b>EMAL</b>
Visiting frequency last 12 months: sports events	<b>EMAL</b>
Visiting frequency last 12 months: casino	<b>EMAL</b>
Visiting frequency last 12 months: non classical concerts/music festivals	<b>EMAL</b>

## Statements

Gaining knowledge and becoming better informed is a priority to me	<b>EMAL</b>
I am always one of the first to have technologically innovative products	<b>EMAL</b>
I am very committed to my job	<b>E</b>
I like trying out new things	<b>EMAL</b>
I often discuss news about other countries	<b>EMAL</b>
I value exploration and discovery	<b>EMAL</b>
I prefer products made in my own country	<b>E</b>
Mobile technology is crucial in my everyday activities	<b>EMAL</b>
I do everything I can to help the environment	<b>E</b>
I do not mind paying for extra quality	<b>EMAL</b>
I enjoy it when people see how successful I am	<b>E</b>
I prefer to buy well-known brands	<b>EMAL</b>
I think it is important to contribute to the community I live in	<b>EMAL</b>
Sometimes I like to treat myself to something special, even though I don't need it	<b>E</b>
Sports play a big role in my life	<b>EMAL</b>
I express who I am with what I wear	<b>E</b>
I am confident about the future of my standard of living	<b>EMAL</b>
I am actively involved in the management of my personal finances	<b>EMAL</b>
A company's commitment to corporate and social responsibility is important to me when I buy products or services.	<b>EMAL</b>
I like to stand out in a crowd	<b>EMAL</b>
I value the recommendations of other consumers	<b>E</b>
I will not make a decision, if I'm not well-informed	<b>E</b>
Other people seek and respect my opinion	<b>EMAL</b>
I am always interested in new products on the market	<b>EMAL</b>
I am very interested in learning about foreign countries	<b>EMAL</b>
I am willing to make an extra effort to achieve my career goals	<b>EMAL</b>
I enjoy watching sports events in public places (bar,	<b>E</b>

outdoor big screens)	
I follow the developments in technology	<b>EMAL</b>
I like following sports to relax	<b>E</b>
I see myself as a global citizen	<b>EMAL</b>
I'm not afraid to take risks to achieve my goals	<b>EMAL</b>
Other cultures enrich our society	<b>E</b>
I like discovering off the beaten track places on holiday	<b>EMAL</b>
I would be willing to pay more for products that are environmentally friendly	<b>EMAL</b>
I like to pursue a life of challenge, novelty and change	<b>E</b>
People often ask my advice when they are looking to buy technology or electronic products	<b>EMAL</b>
People often ask my advice on fashion and what they should wear	<b>E</b>
People often ask my advice about financial issues and investing	<b>EMAL</b>
I keep up with the financial news	<b>EMAL</b>
I enjoy keeping up with the latest fashion and trends	<b>EMAL</b>
I am more likely to buy/consider brands, which are advertised in international media	<b>E</b>
I tend to go for premium rather than standard goods/services	<b>E</b>
People come to me for advice before buying new things	<b>E</b>
I tend to take the lead in decision-making	<b>EMAL</b>
I consider myself an entrepreneur	<b>E</b>
I feel financially secure	<b>E</b>
I enjoy work	<b>E</b>
I enjoy life	<b>E</b>
I enjoy going to new travel destinations	<b>E</b>
The economy is more important than the environment	<b>E</b>
I am interested in culture and the arts	<b>E</b>



## Products

Luxury items owned	E
Luxury items bought in last 12 months	EMAL
Luxury items (more expensive) bought last 12 months	EMAL
Watch main, value	E
Watch, plan to buy next 12 months	E
Watch, plan to buy next 12 months (expenditure)	E
Electronic items in household, owned	EMAL
Electronic items in household, expect to buy in next 12 months	E
Electronic items personal, owned	EMAL
Products - Types of mobile owned	E
Products - Types of tablet owned	E
Electronic items personal, expect to buy in next 12 months	E
Alcohol types consumed in last 4 weeks	E
Features used regularly - Devices - use email	E
Features used regularly - Devices - chat, instant messaging	E
Features used regularly - Devices - video chat, calling (like Skype or Viber)	E
Features used regularly - Devices - access, update social, professional networking site	E
Features used regularly - Devices - write weblog, micro-blog, like twitter	E
Features used regularly - Devices - upload audio or video content	E
Features used regularly - Devices - post comment on weblog	E
Features used regularly - Devices - post comment on news site	E
Features used regularly - Devices - access internet	E
Features used regularly - Devices - use apps	E
Features used regularly - Devices - get sports results and info	E
Features used regularly - Devices - follow news	E
Features used regularly - Devices - read RSS feed,	E

news alert	
Features used regularly - Devices - plan journey, holiday	E
Features used regularly - Devices - search financial, business info	E
Features used regularly - Devices - search info products, services	E
Features used regularly - Devices - buy products, services	E
Features used regularly - Devices - listen radio, recorded music, MP3	E
Features used regularly - Devices - read digital version newspaper	E
Features used regularly - Devices - read digital version magazine	E
Features used regularly - Devices - watch video clips video sharing site	E
Features used regularly - Devices - watch films, TV programs on demand (video on demand)	E
Features used regularly - Devices - watch live TV	E
Features used regularly - Devices - watch TV programmes Internet catch up	E
Features used regularly - Devices - post comments about TV programmes	E
Mobile features used regularly	EMAL
Purchases online last 6 months	E
Amount spent last 6 months in total (including shipping and handling) buying products online (excl. financial products)	E
Purchase decision maker groceries	E
Purchase decision maker electronic equipment	E
Purchase decision maker financial products/services	E
Purchase decision maker cars	E
Features used regularly - TV	E

## Cars

Number of cars in household	EMAL
Car types in household	EMAL
Car types: purchased last	E
Car last purchased - most important factors	E
Car expect to buy: when	EMAL
Car next buy: new or second hand	E
Hybrid/electric cars - consider	E

Car last: price	E
Car next: price	E
Makes of cars - owned	EMAL
Makes of cars - considered next car	EMAL

(\*): See Chapter 'Survey Description' for definitions of recodes