

## **PROCOIN – PRomotionCOnsumerINsights 2017**

International comparison for food-, drug-, electro- and diy-trade

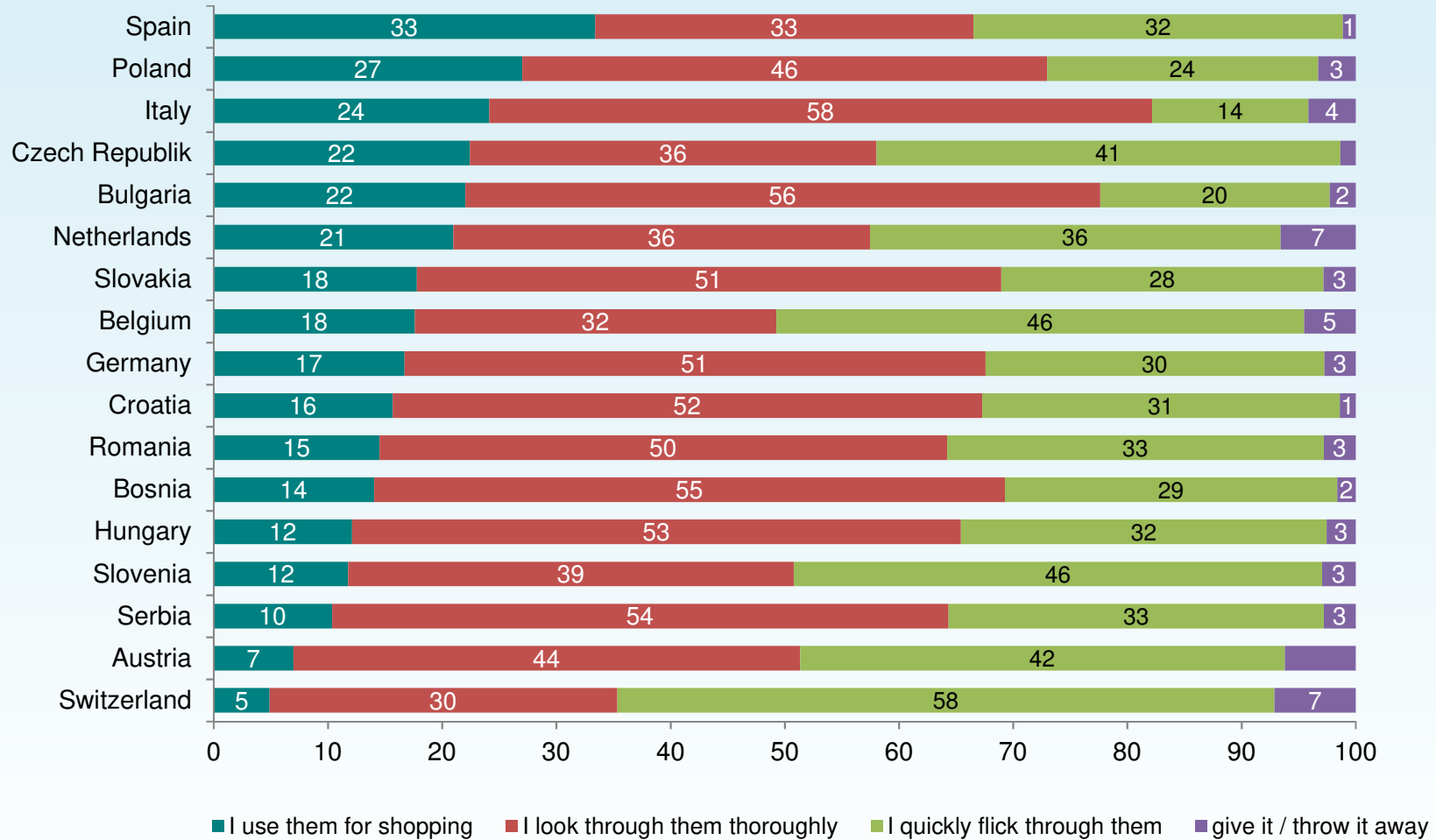
## I DESCRIPTION OF SURVEY

|                  |  |
|------------------|--|
| target:          | usage and efficiency leaflets  |
| methode:         | online interview   |
| size of sample:  | 9000 interviews (500 interviews per country)   |
| target group:    | population over 15 years, representative of gender & age   |
| field work:      | May 2017   |
| countries:       | Austria, Belgium, Bosnia, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Italy, Netherlands, Poland, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland |
| price of survey: | € 1.400, - (excl. 20% VAT)   |

## MAIN RESULTS

## 1. Usage of leaflets

Qu: How do you use leaflets or catalogues in general?



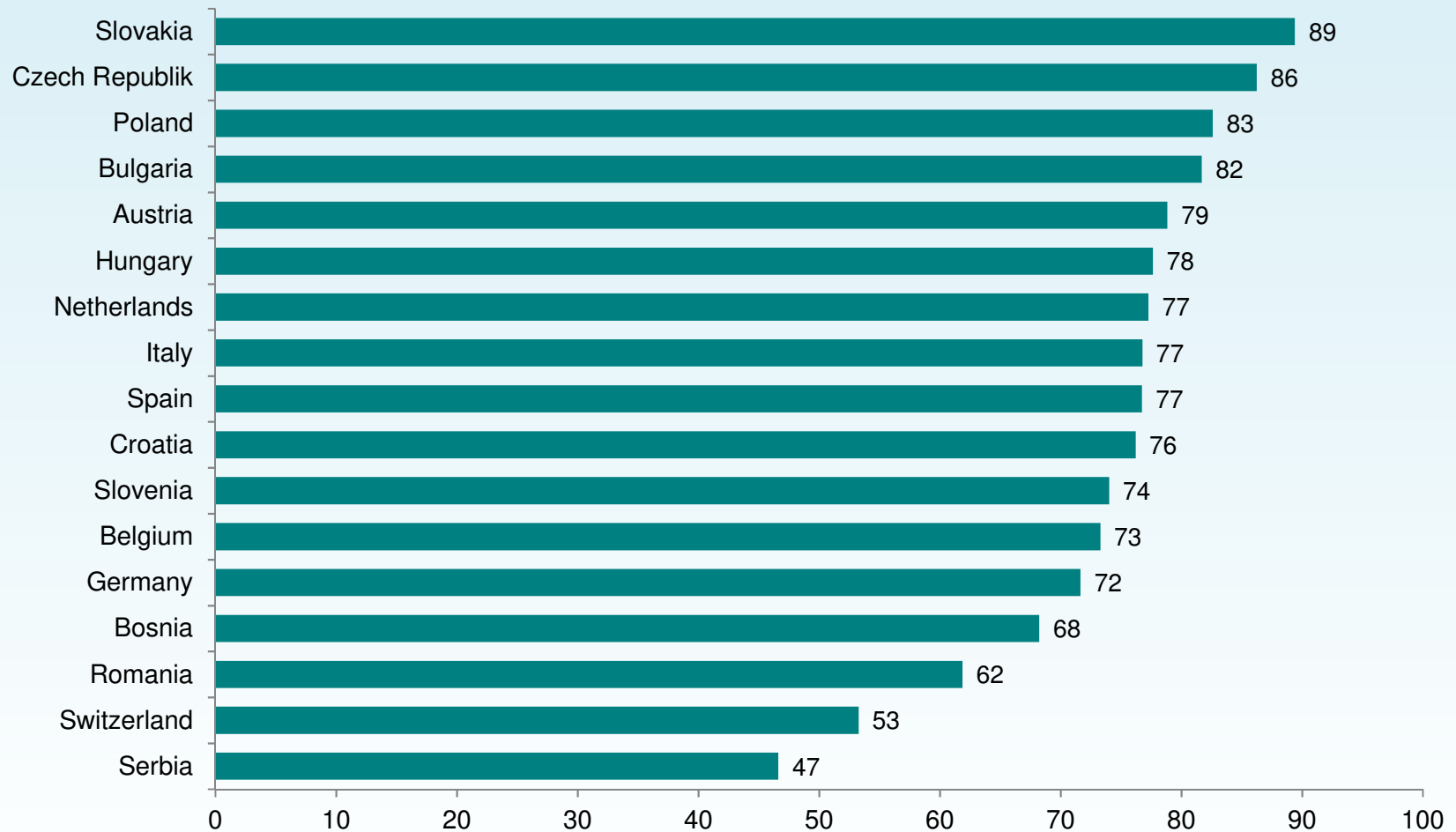
information in % - base: people who generally receive leaflets

## Food Trade

## 2.1. Usage of leaflets – Food trade

Which of the following media do you use if you want to inform yourself about special offers of certain products regarding?

By Media Leaflet in %



information in %

## QUESTIONNAIRE

## VII QUESTIONNAIRE

1. Which of the following media do you use if you want to inform yourself about special offers of certain products? (F1)
2. What kind of media motivates you the most to go shopping? (F2)
3. You just stated to use the Internet for informing yourself about special offers. Which of the following possibilities do you use exactly? (F3)
4. How do you normally receive leaflets or catalogues? (F4)
5. How do you use leaflets or catalogues in general? (F5)
6. How many persons in your household – except for yourself – normally read or look through leaflets or catalogues? (F6)
7. Below there are some sectors listed which often use leaflets or catalogues. What do you normally do with those leaflets or catalogues? (F7)
8. Below there are some commercial enterprises listed. Please select if and in which way you received leaflets or catalogues from this retailer within the last 4 weeks. (F8)
9. What did you do with the leaflet or catalogue? Please choose for each leaflet separately. (F9)
10. Which size of leaflets do you prefer? (F10)
11. How would you prefer receiving leaflets in the future? (F11)
12. Below there are some sectors of food trade listed. For which of those sectors do you regard special offers as especially attractive? (F12)
13. Which of the following criteria of shops are the most important for you? (F14)
14. Please choose in which way you prefer to be informed about special offer. (F15)