

---

## Ergebnisse

### Umfrage 511734

---

Anzahl der Datensätze in dieser Abfrage:	216
Gesamtzahl der Datensätze dieser Umfrage:	216
Anteil in Prozent:	100.00%

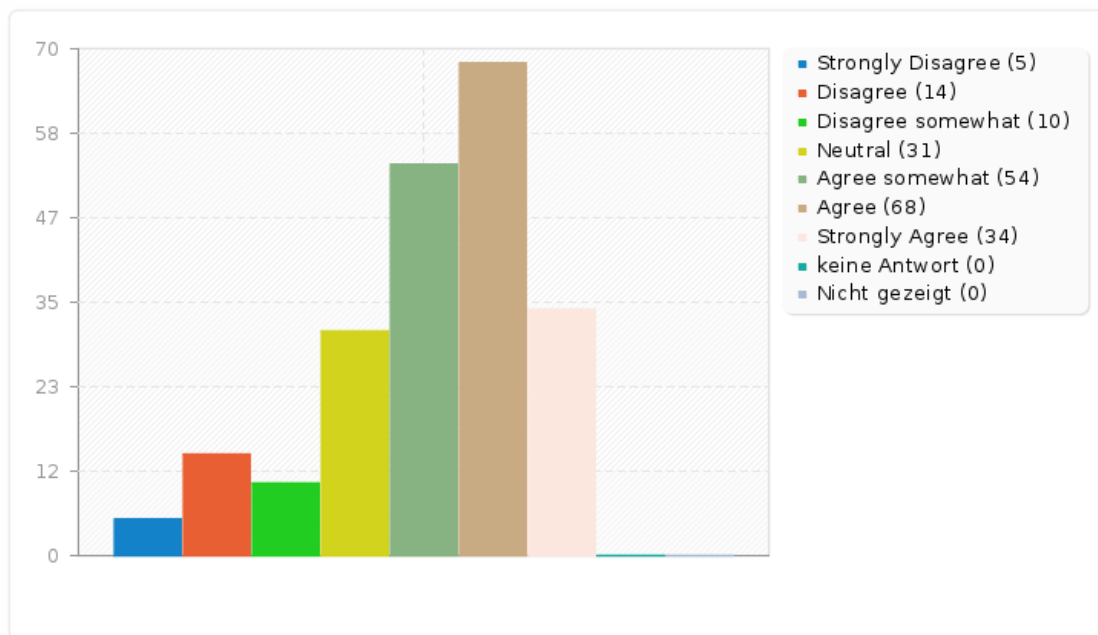
**Feld-Zusammenfassung für Sz1RES(SQ001)**

Please indicate the degree to which you agree with these statements: [I will think about ending the relationship with this restaurant.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	5	2.31%
Disagree (A2)	14	6.48%
Disagree somewhat (A3)	10	4.63%
Neutral (A4)	31	14.35%
Agree somewhat (A5)	54	25.00%
Agree (A6)	68	31.48%
Strongly Agree (A7)	34	15.74%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz1RES(SQ001)

Please indicate the degree to which you agree with these statements: [I will think about ending the relationship with this restaurant.]



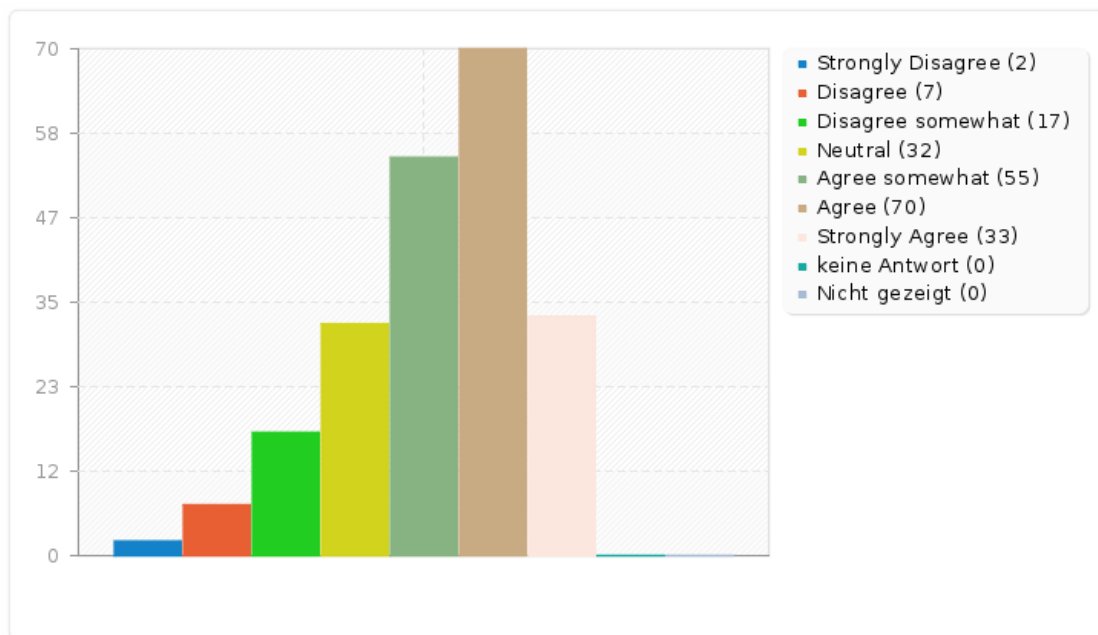
**Feld-Zusammenfassung für Sz1RES(SQ002)**

Please indicate the degree to which you agree with these statements: [I not likely to continue the relationship with this restaurant.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	7	3.24%
Disagree somewhat (A3)	17	7.87%
Neutral (A4)	32	14.81%
Agree somewhat (A5)	55	25.46%
Agree (A6)	70	32.41%
Strongly Agree (A7)	33	15.28%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

**Feld-Zusammenfassung für Sz1RES(SQ002)**

Please indicate the degree to which you agree with these statements: [I not likely to continue the relationship with this restaurant.]



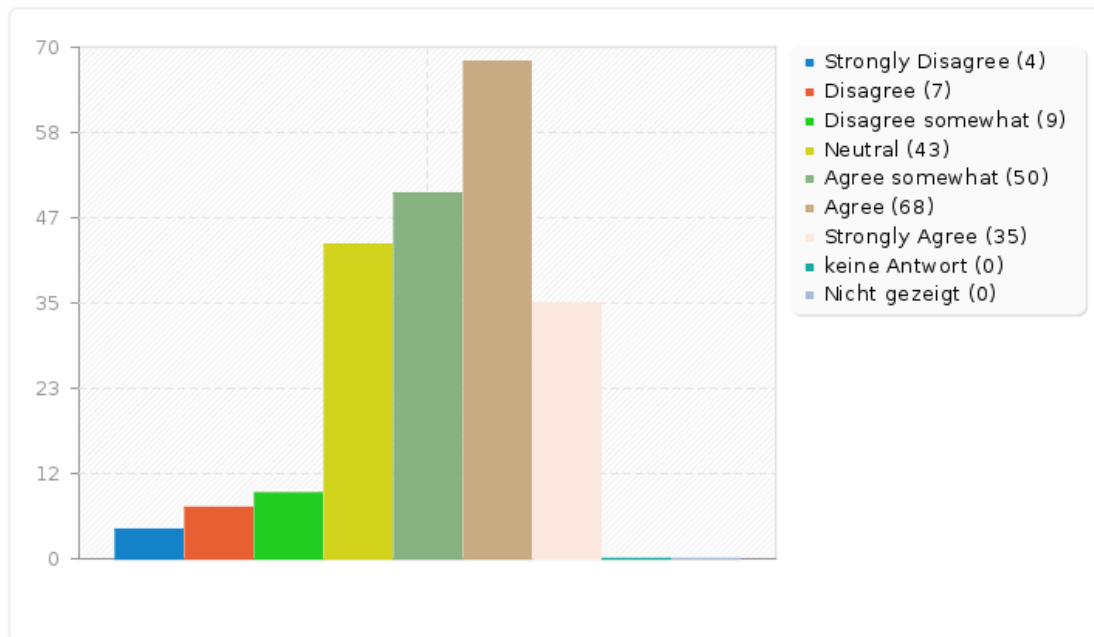
**Feld-Zusammenfassung für Sz1RES(SQ003)**

Please indicate the degree to which you agree with these statements: [I will probably consider a replacement in the near future.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	4	1.85%
Disagree (A2)	7	3.24%
Disagree somewhat (A3)	9	4.17%
Neutral (A4)	43	19.91%
Agree somewhat (A5)	50	23.15%
Agree (A6)	68	31.48%
Strongly Agree (A7)	35	16.20%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz1RES(SQ003)

Please indicate the degree to which you agree with these statements: [I will probably consider a replacement in the near future.]



**Feld-Zusammenfassung für Sz2AVO(SQ001)**

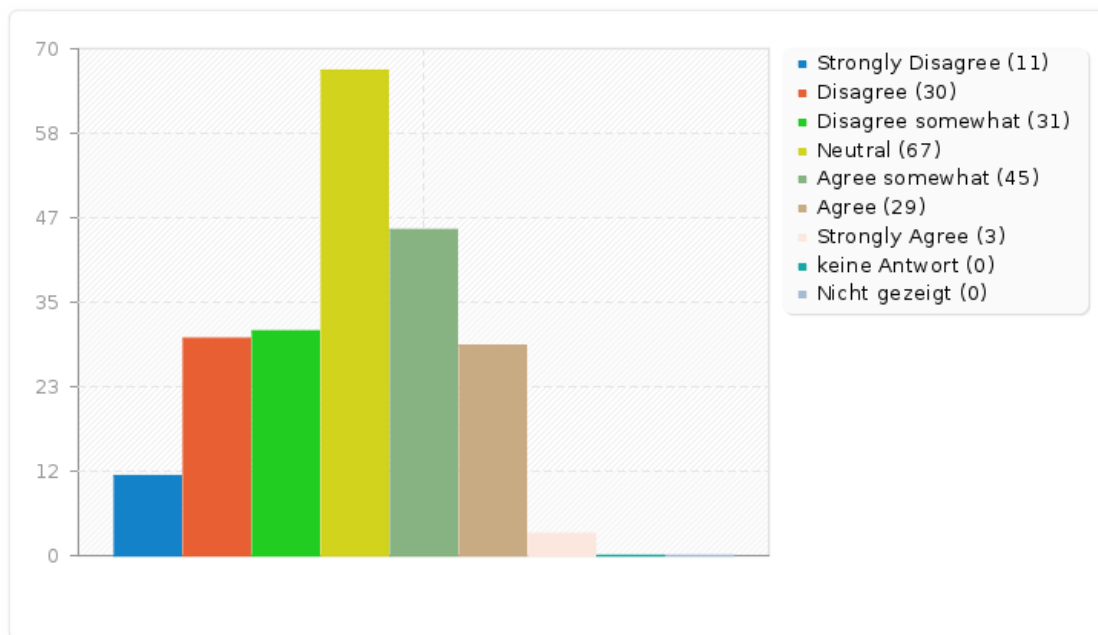
Please indicate the degree of which you agree with the statements: [It is comfortable to be depend on my product/service provider.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	11	5.09%
Disagree (A2)	30	13.89%
Disagree somewhat (A3)	31	14.35%
Neutral (A4)	67	31.02%
Agree somewhat (A5)	45	20.83%
Agree (A6)	29	13.43%
Strongly Agree (A7)	3	1.39%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für Sz2AVO(SQ001)

Please indicate the degree of which you agree with the statements: [It is comfortable to be depend on my product/service provider.]



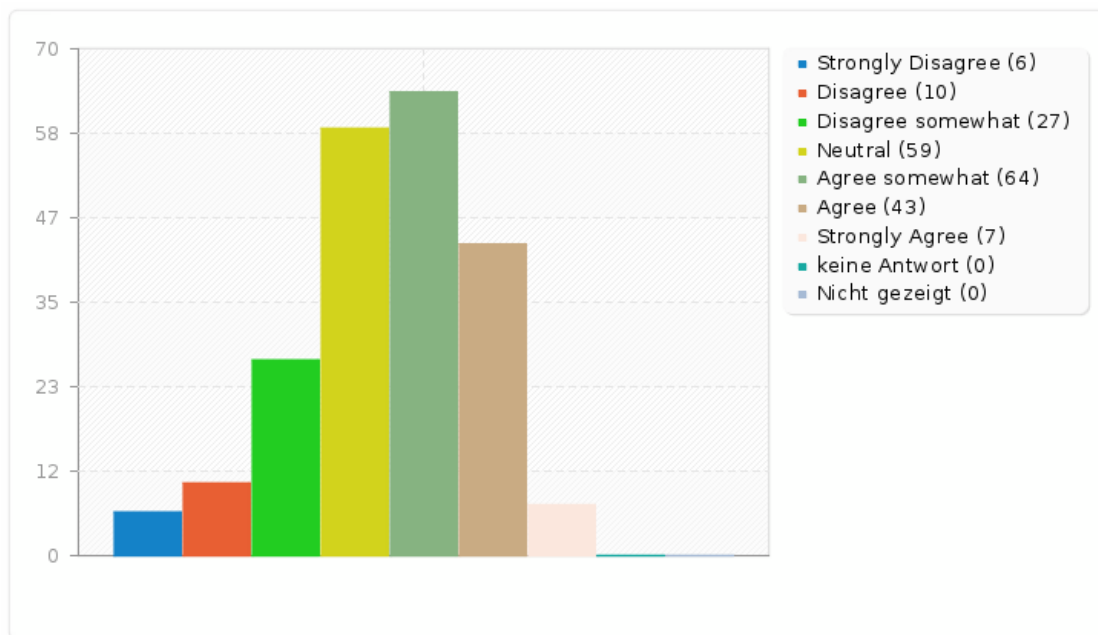
**Feld-Zusammenfassung für Sz2AVO(SQ002)**

Please indicate the degree of which you agree with the statements: [I am comfortable with having a close relationship with my product/service provider.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	6	2.78%
Disagree (A2)	10	4.63%
Disagree somewhat (A3)	27	12.50%
Neutral (A4)	59	27.31%
Agree somewhat (A5)	64	29.63%
Agree (A6)	43	19.91%
Strongly Agree (A7)	7	3.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ002)

Please indicate the degree of which you agree with the statements: [I am comfortable with having a close relationship with my product/service provider.]



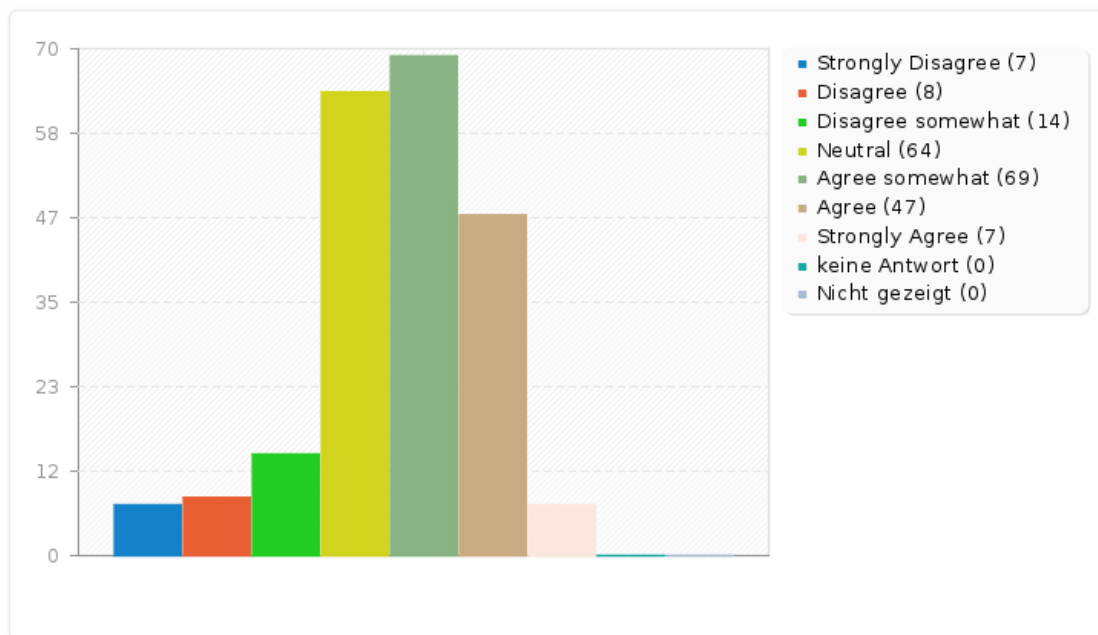
**Feld-Zusammenfassung für Sz2AVO(SQ003)**

Please indicate the degree of which you agree with the statements: [It is easy for me to feel warm and friendly toward my service/product provider.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	7	3.24%
Disagree (A2)	8	3.70%
Disagree somewhat (A3)	14	6.48%
Neutral (A4)	64	29.63%
Agree somewhat (A5)	69	31.94%
Agree (A6)	47	21.76%
Strongly Agree (A7)	7	3.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ003)

Please indicate the degree of which you agree with the statements: [It is easy for me to feel warm and friendly toward my service/product provider.]



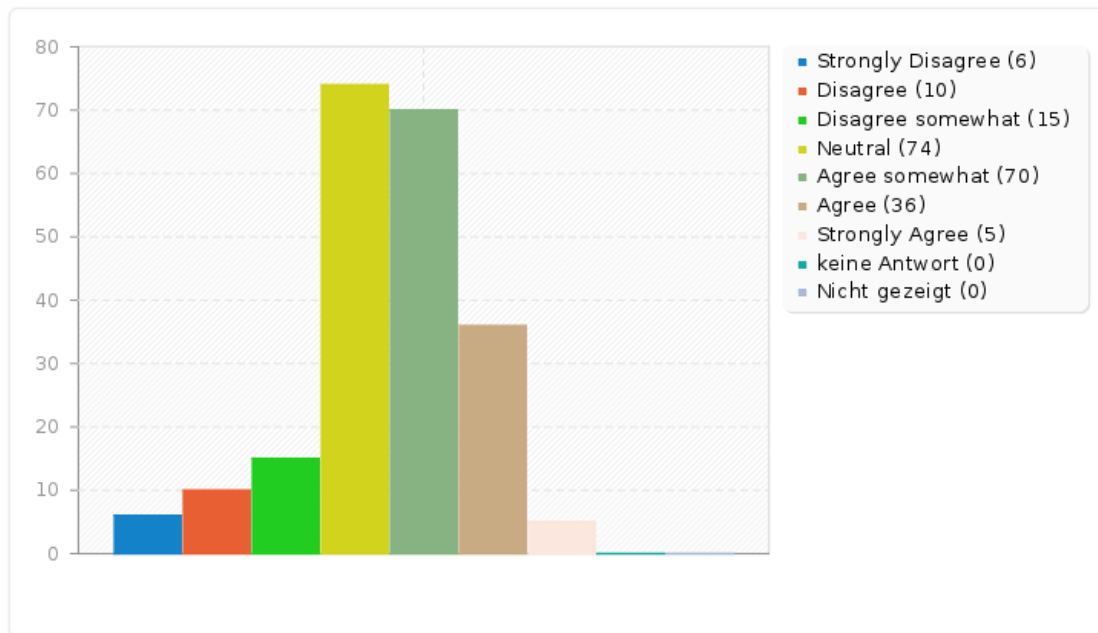
**Feld-Zusammenfassung für Sz2AVO(SQ004)**

Please indicate the degree of which you agree with the statements: [It helps to turn my service/product provider in times of need.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	6	2.78%
Disagree (A2)	10	4.63%
Disagree somewhat (A3)	15	6.94%
Neutral (A4)	74	34.26%
Agree somewhat (A5)	70	32.41%
Agree (A6)	36	16.67%
Strongly Agree (A7)	5	2.31%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ004)

Please indicate the degree of which you agree with the statements: [It helps to turn my service/product provider in times of need.]



**Feld-Zusammenfassung für Sz2AVO(SQ005)**

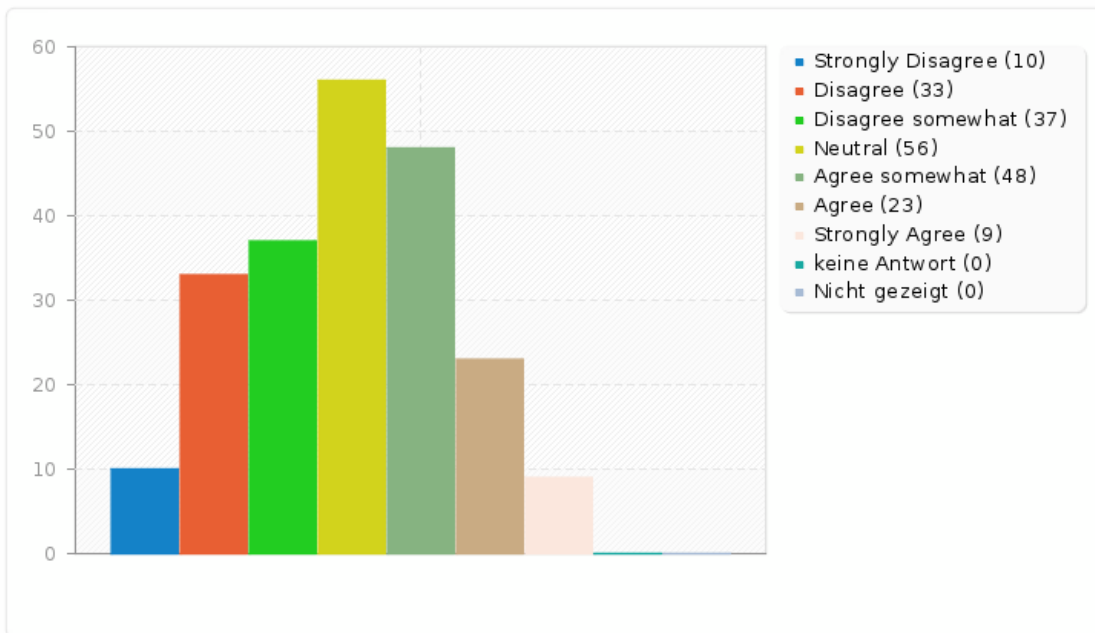
Please indicate the degree of which you agree with the statements: [I worry about being abandoned by my service/product provider as a customer.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	10	4.63%
Disagree (A2)	33	15.28%
Disagree somewhat (A3)	37	17.13%
Neutral (A4)	56	25.93%
Agree somewhat (A5)	48	22.22%
Agree (A6)	23	10.65%
Strongly Agree (A7)	9	4.17%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für Sz2AVO(SQ005)

Please indicate the degree of which you agree with the statements: [I worry about being abandoned by my service/product provider as a customer.]



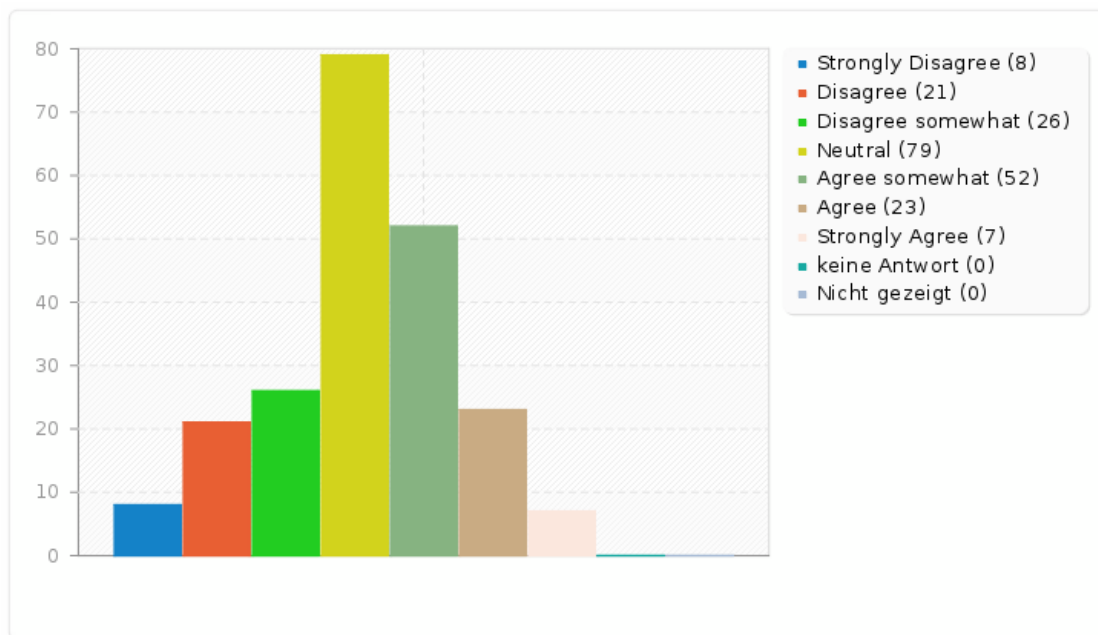
**Feld-Zusammenfassung für Sz2AVO(SQ006)**

Please indicate the degree of which you agree with the statements: [My service/product provider changes how it treats me for no apparent reason.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	8	3.70%
Disagree (A2)	21	9.72%
Disagree somewhat (A3)	26	12.04%
Neutral (A4)	79	36.57%
Agree somewhat (A5)	52	24.07%
Agree (A6)	23	10.65%
Strongly Agree (A7)	7	3.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ006)

Please indicate the degree of which you agree with the statements: [My service/product provider changes how it treats me for no apparent reason.]



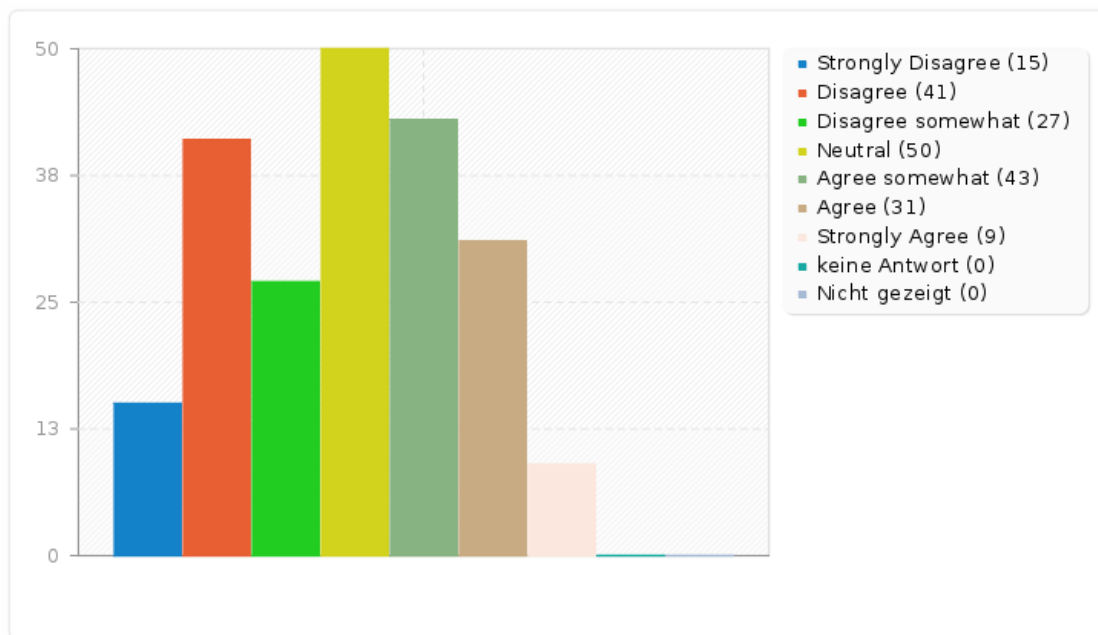
**Feld-Zusammenfassung für Sz2AVO(SQ007)**

Please indicate the degree of which you agree with the statements: [I worry that my service/product providers do not really like me as a customer.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	15	6.94%
Disagree (A2)	41	18.98%
Disagree somewhat (A3)	27	12.50%
Neutral (A4)	50	23.15%
Agree somewhat (A5)	43	19.91%
Agree (A6)	31	14.35%
Strongly Agree (A7)	9	4.17%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ007)

Please indicate the degree of which you agree with the statements: [I worry that my service/product providers do not really like me as a customer.]



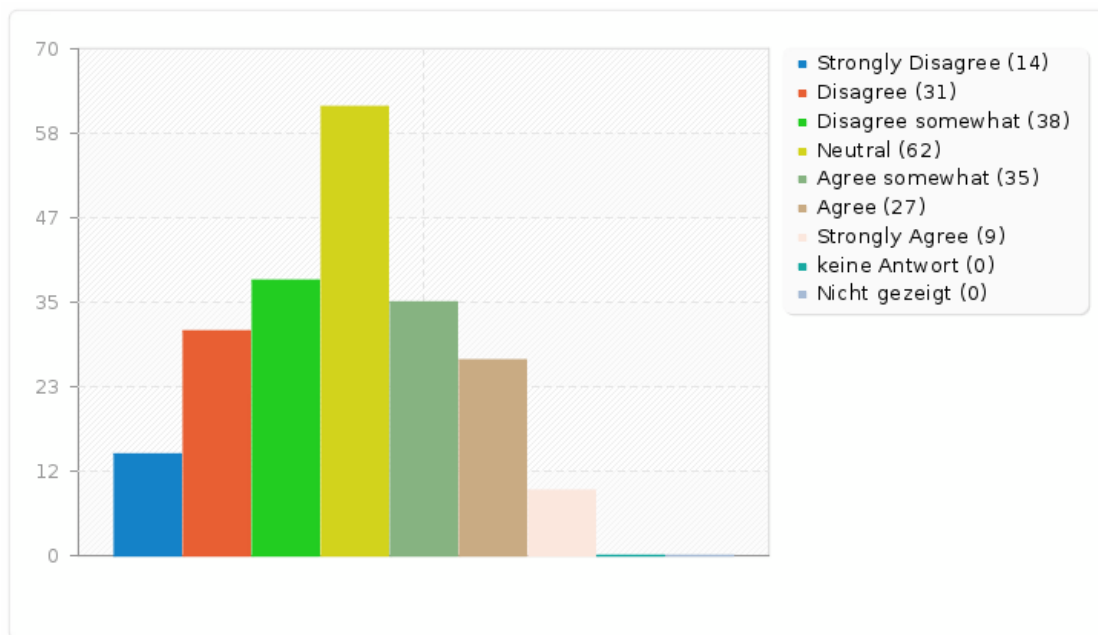
**Feld-Zusammenfassung für Sz2AVO(SQ008)**

Please indicate the degree of which you agree with the statements: [I worry that my service/product provider do not care about me as much as I care about them.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	14	6.48%
Disagree (A2)	31	14.35%
Disagree somewhat (A3)	38	17.59%
Neutral (A4)	62	28.70%
Agree somewhat (A5)	35	16.20%
Agree (A6)	27	12.50%
Strongly Agree (A7)	9	4.17%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz2AVO(SQ008)

Please indicate the degree of which you agree with the statements: [I worry that my service/product provider do not care about me as much as I care about them.]



**Feld-Zusammenfassung für Sz3ANX(SQ001)**

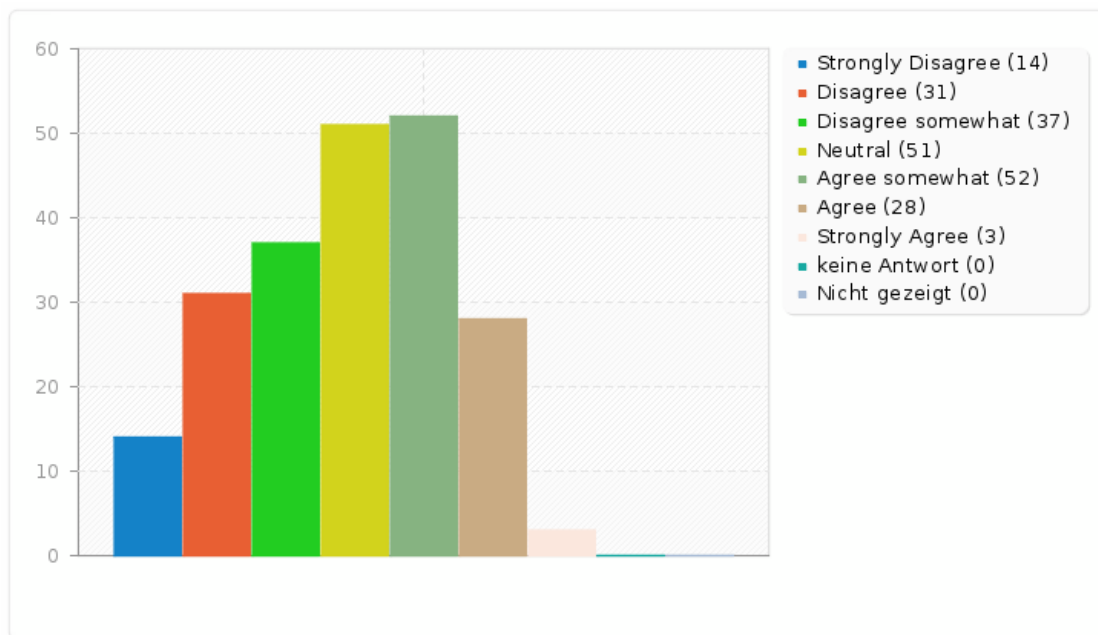
Please indicate the degree of which you agree with the statements: [I worry about being abandoned by my service/product providers as a customer.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	14	6.48%
Disagree (A2)	31	14.35%
Disagree somewhat (A3)	37	17.13%
Neutral (A4)	51	23.61%
Agree somewhat (A5)	52	24.07%
Agree (A6)	28	12.96%
Strongly Agree (A7)	3	1.39%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für Sz3ANX(SQ001)

Please indicate the degree of which you agree with the statements: [I worry about being abandoned by my service/product providers as a customer.]



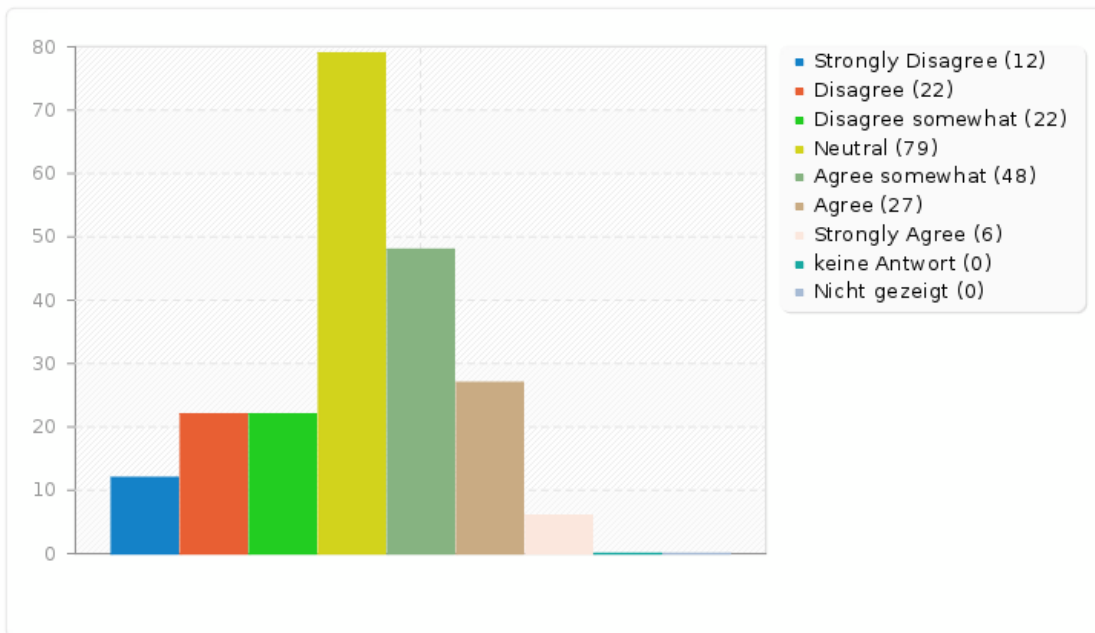
**Feld-Zusammenfassung für Sz3ANX(SQ002)**

Please indicate the degree of which you agree with the statements: [My service/product providers change how it treats me for no apparent reason.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	12	5.56%
Disagree (A2)	22	10.19%
Disagree somewhat (A3)	22	10.19%
Neutral (A4)	79	36.57%
Agree somewhat (A5)	48	22.22%
Agree (A6)	27	12.50%
Strongly Agree (A7)	6	2.78%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz3ANX(SQ002)

Please indicate the degree of which you agree with the statements: [My service/product providers change how it treats me for no apparent reason.]



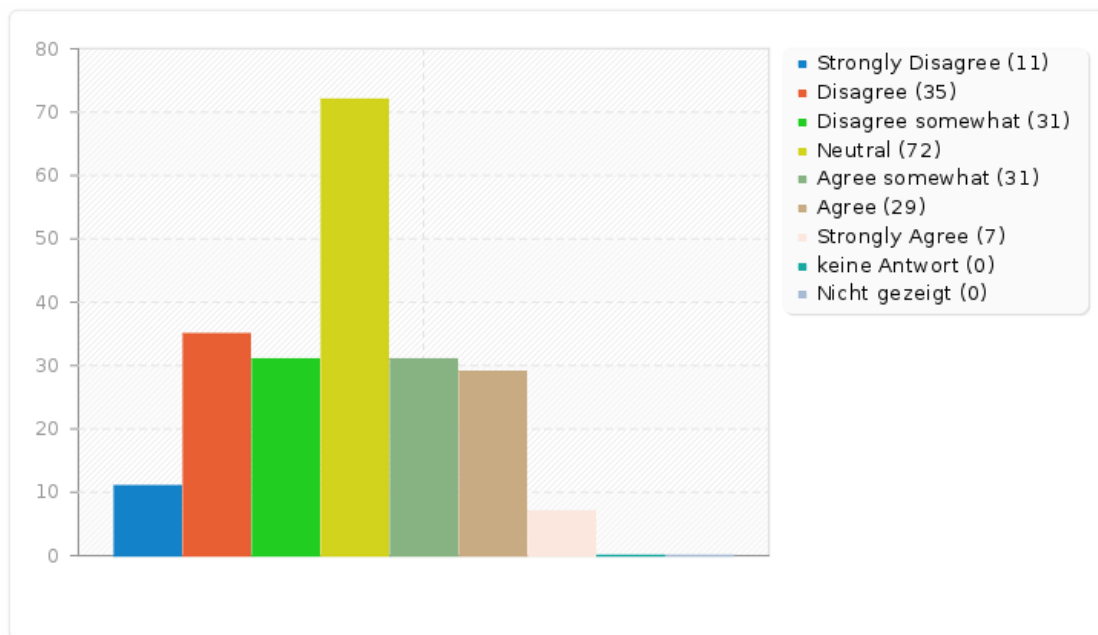
**Feld-Zusammenfassung für Sz3ANX(SQ003)**

Please indicate the degree of which you agree with the statements: [I worry that my service/product providers do not care about me as much as I care about them.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	11	5.09%
Disagree (A2)	35	16.20%
Disagree somewhat (A3)	31	14.35%
Neutral (A4)	72	33.33%
Agree somewhat (A5)	31	14.35%
Agree (A6)	29	13.43%
Strongly Agree (A7)	7	3.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für Sz3ANX(SQ003)

Please indicate the degree of which you agree with the statements: [I worry that my service/product providers do not care about me as much as I care about them.]



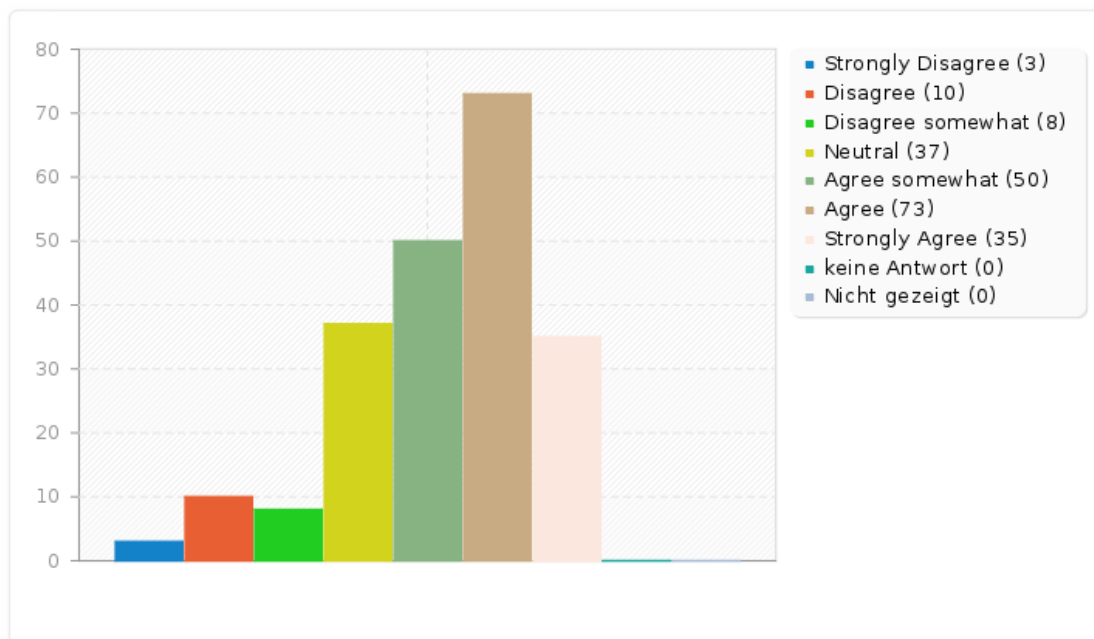
**Feld-Zusammenfassung für TZ1(SQ001)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Providing service as promised.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	10	4.63%
Disagree somewhat (A3)	8	3.70%
Neutral (A4)	37	17.13%
Agree somewhat (A5)	50	23.15%
Agree (A6)	73	33.80%
Strongly Agree (A7)	35	16.20%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ001)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Providing service as promised.]



**Feld-Zusammenfassung für TZ1(SQ002)**

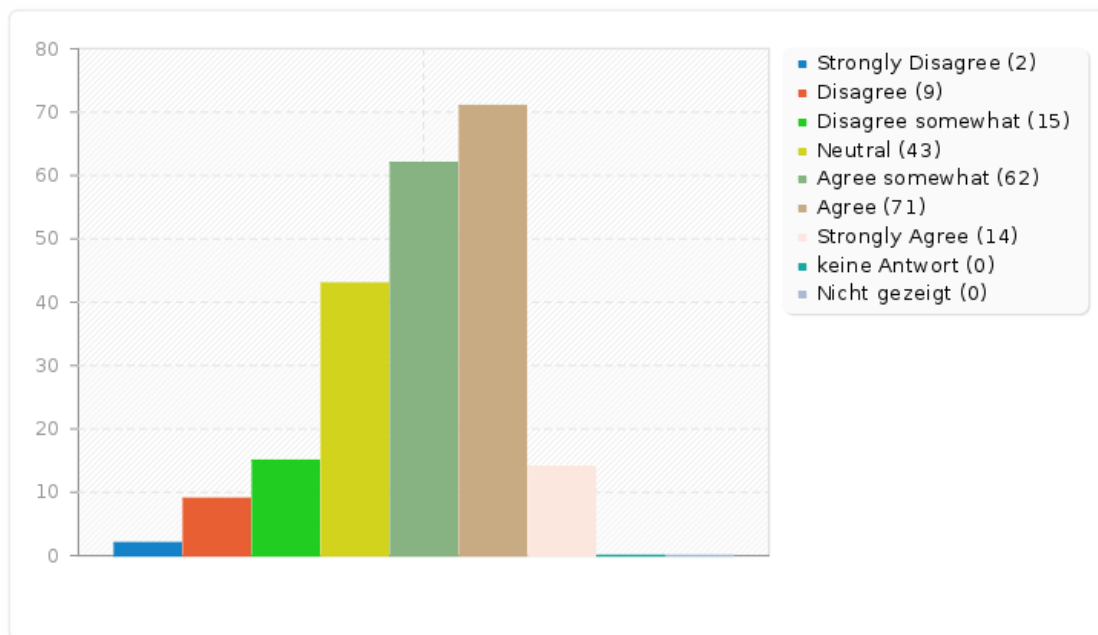
Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Performing service right the first time.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	9	4.17%
Disagree somewhat (A3)	15	6.94%
Neutral (A4)	43	19.91%
Agree somewhat (A5)	62	28.70%
Agree (A6)	71	32.87%
Strongly Agree (A7)	14	6.48%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für TZ1(SQ002)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Performing service right the first time.]



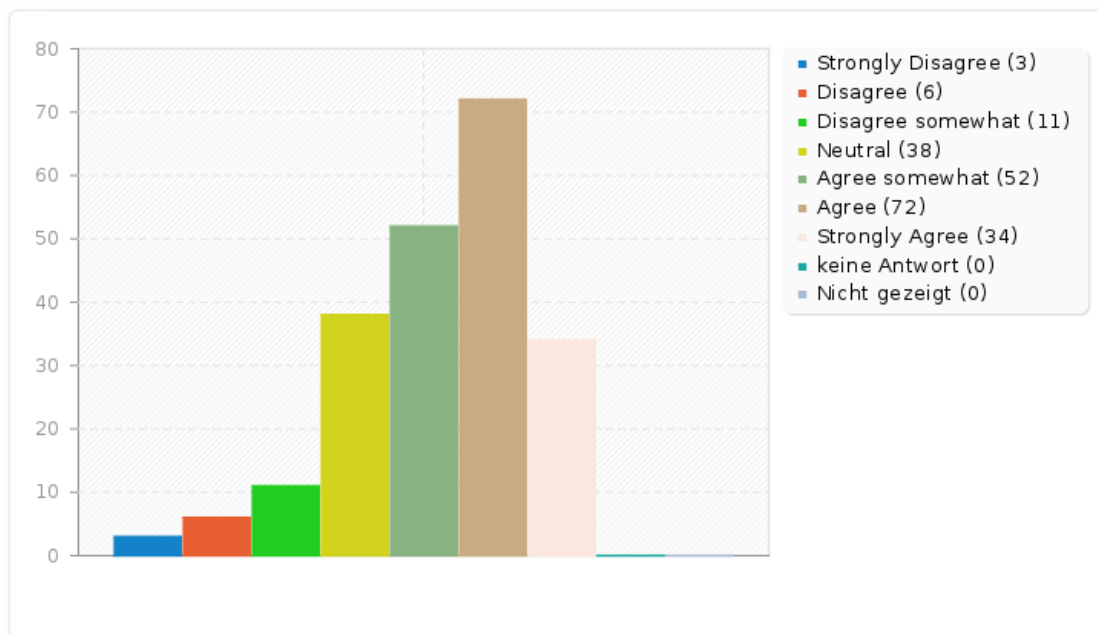
**Feld-Zusammenfassung für TZ1(SQ003)**

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Providing service at the promise time.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	6	2.78%
Disagree somewhat (A3)	11	5.09%
Neutral (A4)	38	17.59%
Agree somewhat (A5)	52	24.07%
Agree (A6)	72	33.33%
Strongly Agree (A7)	34	15.74%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ003)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Providing service at the promise time.]



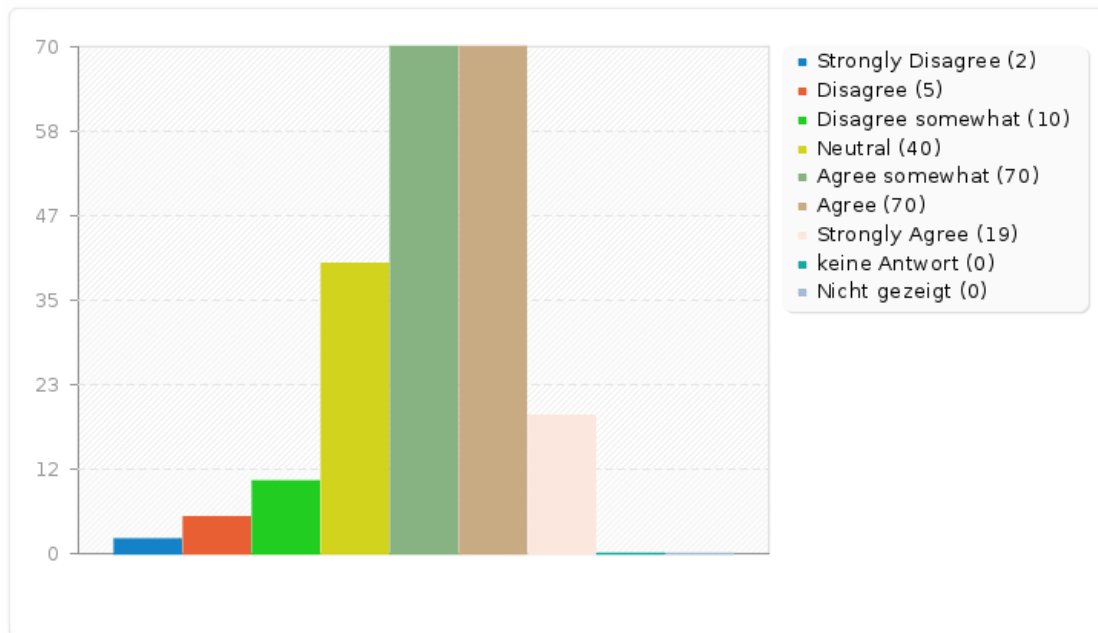
**Feld-Zusammenfassung für TZ1(SQ004)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Prompt service to customers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	5	2.31%
Disagree somewhat (A3)	10	4.63%
Neutral (A4)	40	18.52%
Agree somewhat (A5)	70	32.41%
Agree (A6)	70	32.41%
Strongly Agree (A7)	19	8.80%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ004)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Prompt service to customers.]



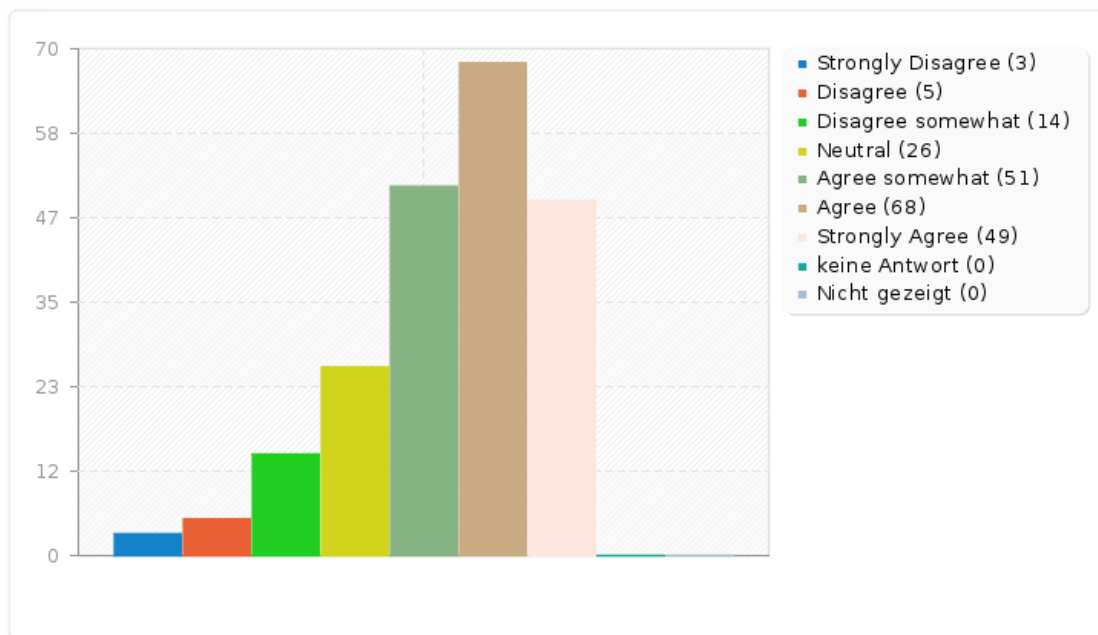
**Feld-Zusammenfassung für TZ1(SQ005)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Willingness to help customers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	5	2.31%
Disagree somewhat (A3)	14	6.48%
Neutral (A4)	26	12.04%
Agree somewhat (A5)	51	23.61%
Agree (A6)	68	31.48%
Strongly Agree (A7)	49	22.69%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ005)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Willingness to help customers.]



**Feld-Zusammenfassung für TZ1(SQ006)**

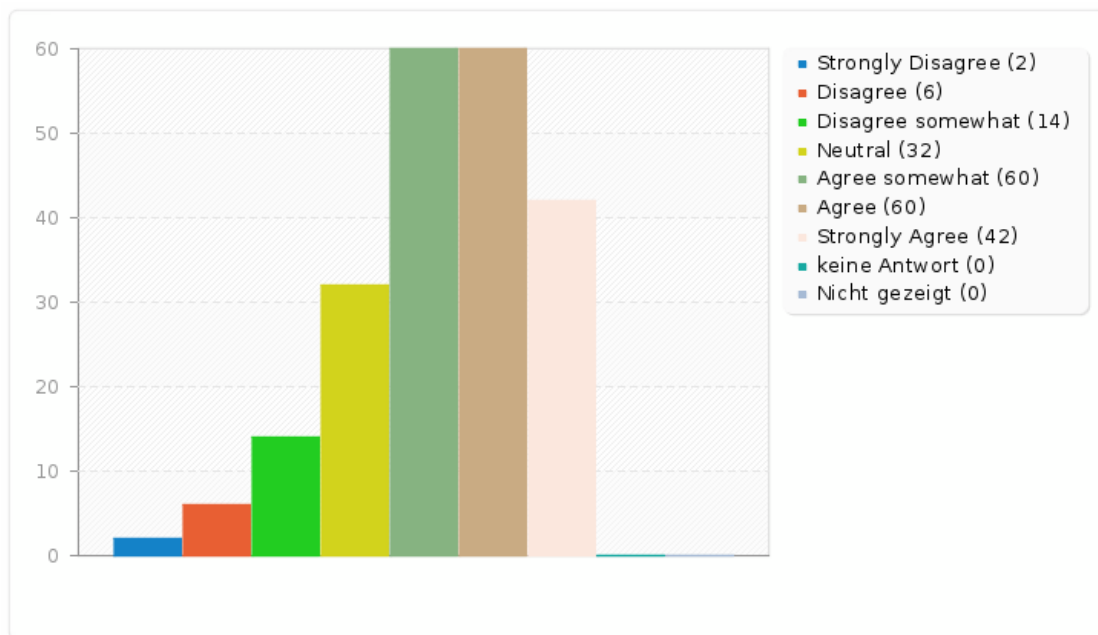
Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Readiness to help customers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	6	2.78%
Disagree somewhat (A3)	14	6.48%
Neutral (A4)	32	14.81%
Agree somewhat (A5)	60	27.78%
Agree (A6)	60	27.78%
Strongly Agree (A7)	42	19.44%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für TZ1(SQ006)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Readiness to help customers.]



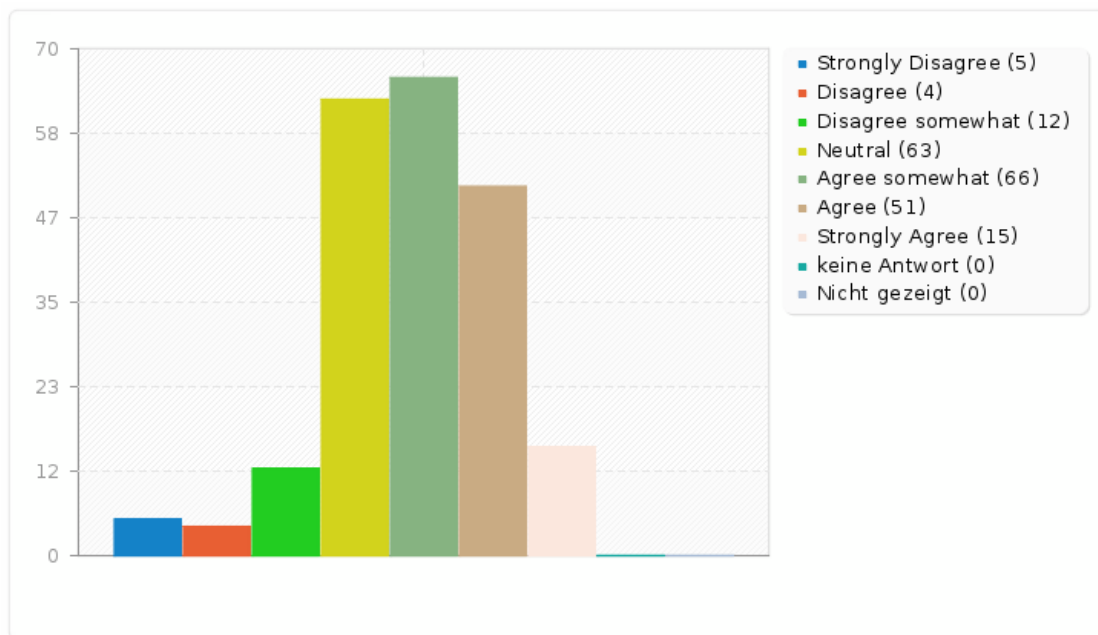
**Feld-Zusammenfassung für TZ1(SQ007)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Employees who are constantly courteous.]

Antwort	Anzahl	Prozent
Strongly Disagree (A1)	5	2.31%
Disagree (A2)	4	1.85%
Disagree somewhat (A3)	12	5.56%
Neutral (A4)	63	29.17%
Agree somewhat (A5)	66	30.56%
Agree (A6)	51	23.61%
Strongly Agree (A7)	15	6.94%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ007)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Employees who are constantly courteous.]



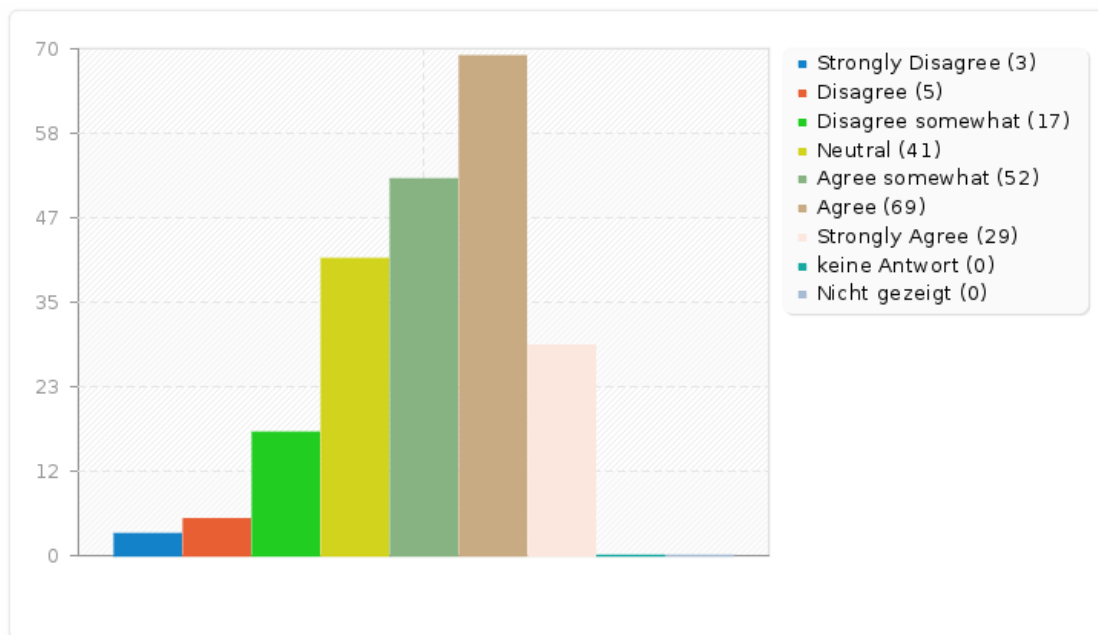
**Feld-Zusammenfassung für TZ1(SQ008)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Employees who have knowledge to answer customers' questions.]

Antwort	Anzahl	Prozent
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	5	2.31%
Disagree somewhat (A3)	17	7.87%
Neutral (A4)	41	18.98%
Agree somewhat (A5)	52	24.07%
Agree (A6)	69	31.94%
Strongly Agree (A7)	29	13.43%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ008)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Employees who have knowledge to answer customers' questions.]



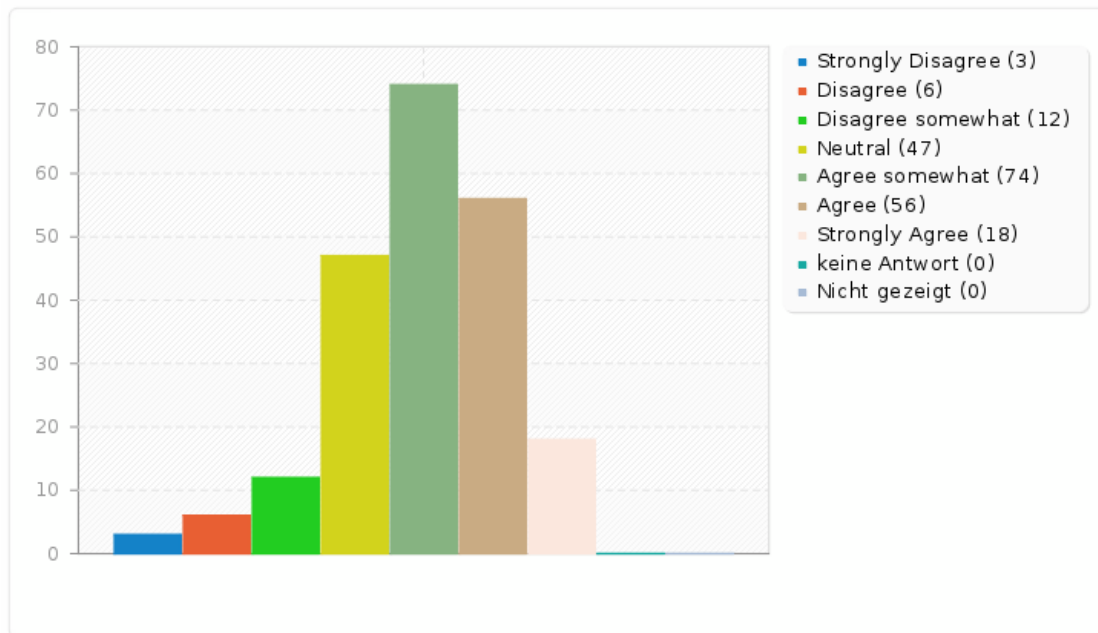
**Feld-Zusammenfassung für TZ1(SQ009)**

Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Giving customers individual attention.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	6	2.78%
Disagree somewhat (A3)	12	5.56%
Neutral (A4)	47	21.76%
Agree somewhat (A5)	74	34.26%
Agree (A6)	56	25.93%
Strongly Agree (A7)	18	8.33%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ009)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Giving customers individual attention.]



**Feld-Zusammenfassung für TZ1(SQ010)**

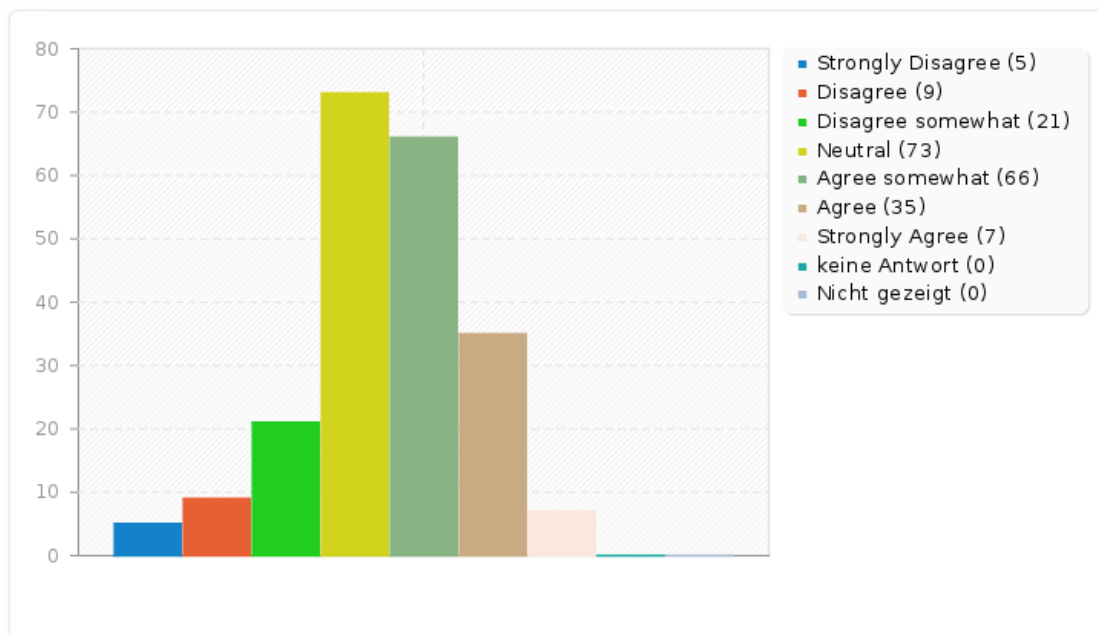
Please indicate your minimum expected level of service performance you consider adequate, when it comes to: [Employees who deal with customers caring fashion.]

Antwort	Anzahl	Prozent
Strongly Disagree (A1)	5	2.31%
Disagree (A2)	9	4.17%
Disagree somewhat (A3)	21	9.72%
Neutral (A4)	73	33.80%
Agree somewhat (A5)	66	30.56%
Agree (A6)	35	16.20%
Strongly Agree (A7)	7	3.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für TZ1(SQ010)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Employees who deal with customers caring fashion.]



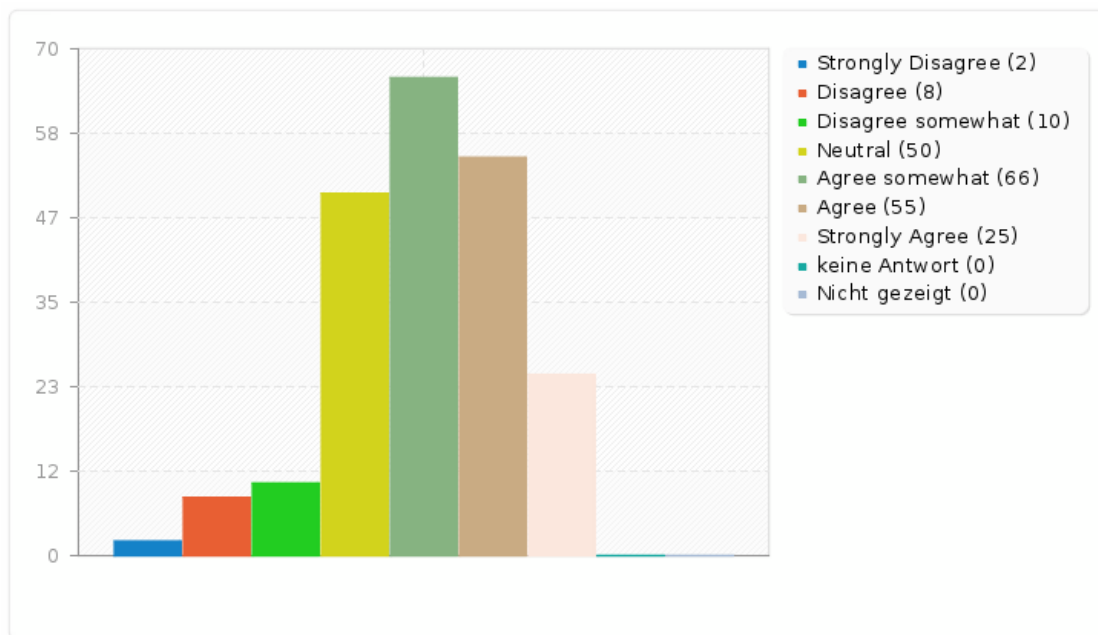
**Feld-Zusammenfassung für TZ1(SQ011)**

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Having the customers best interest at heart.]

Antwort	Anzahl	Prozent
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	8	3.70%
Disagree somewhat (A3)	10	4.63%
Neutral (A4)	50	23.15%
Agree somewhat (A5)	66	30.56%
Agree (A6)	55	25.46%
Strongly Agree (A7)	25	11.57%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ1(SQ011)

Please indicate your minimum expected level of service performance you consider adequat, when it comes to: [Having the customers best interest at heart.]



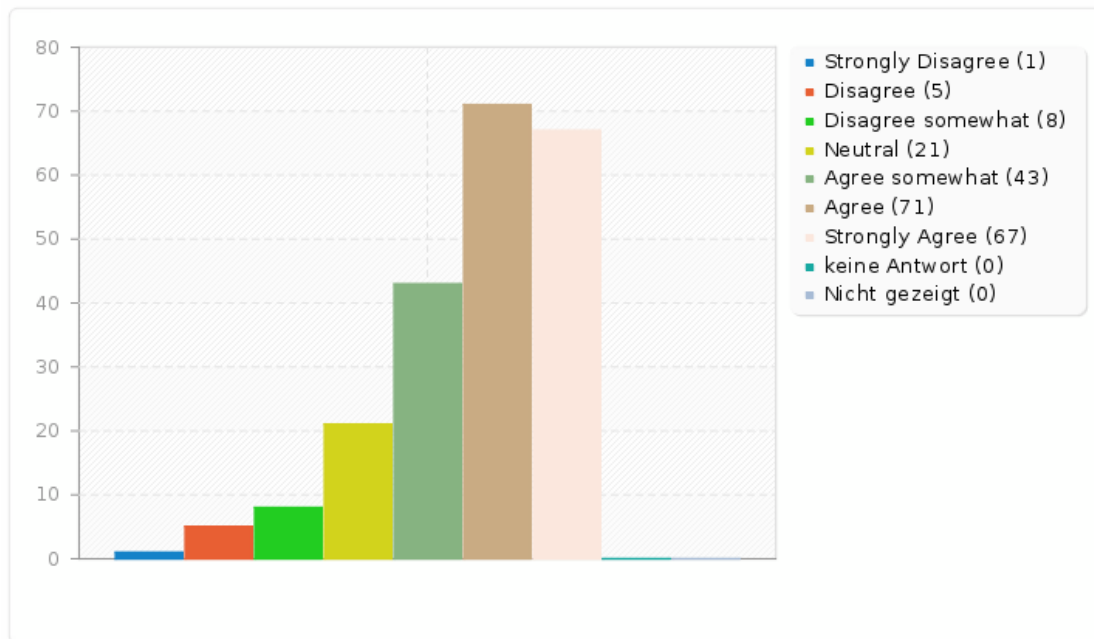
**Feld-Zusammenfassung für TZ2(SQ001)**

Indicate your desired service level, when it comes to: [Providing service as promised.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	1	0.46%
Disagree (A2)	5	2.31%
Disagree somewhat (A3)	8	3.70%
Neutral (A4)	21	9.72%
Agree somewhat (A5)	43	19.91%
Agree (A6)	71	32.87%
Strongly Agree (A7)	67	31.02%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ2(SQ001)

Indicate your desired service level, when it comes to: [Providing service as promised.]



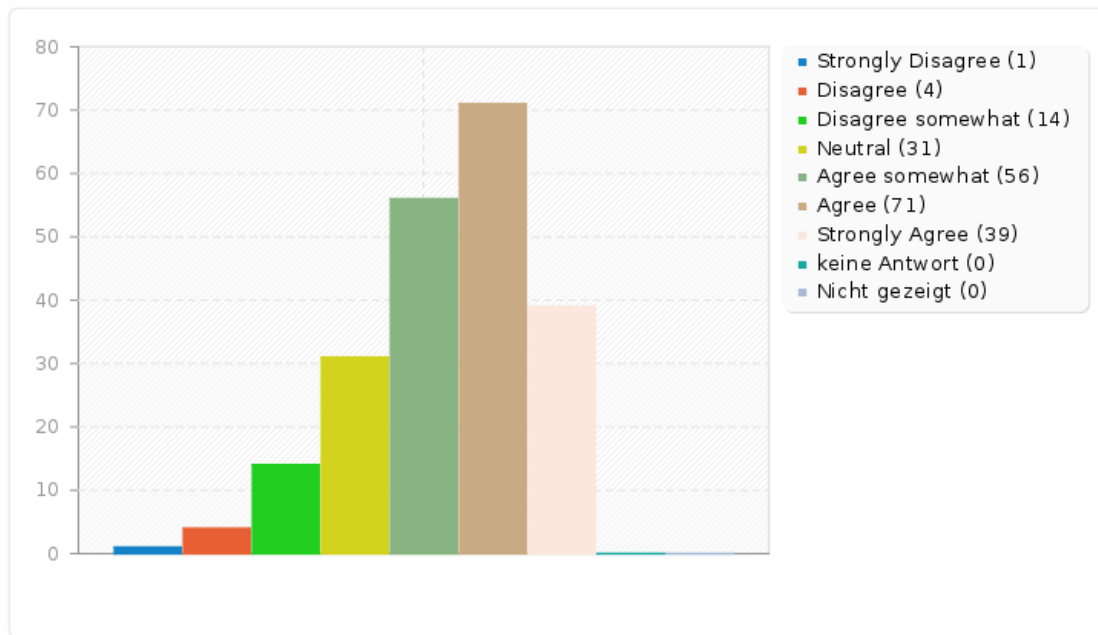
**Feld-Zusammenfassung für TZ2(SQ002)**

Indicate your desired service level, when it comes to: [Performing service right the first time.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	1	0.46%
Disagree (A2)	4	1.85%
Disagree somewhat (A3)	14	6.48%
Neutral (A4)	31	14.35%
Agree somewhat (A5)	56	25.93%
Agree (A6)	71	32.87%
Strongly Agree (A7)	39	18.06%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ2(SQ002)

Indicate your desired service level, when it comes to: [Performing service right the first time.]



**Feld-Zusammenfassung für TZ2(SQ003)**

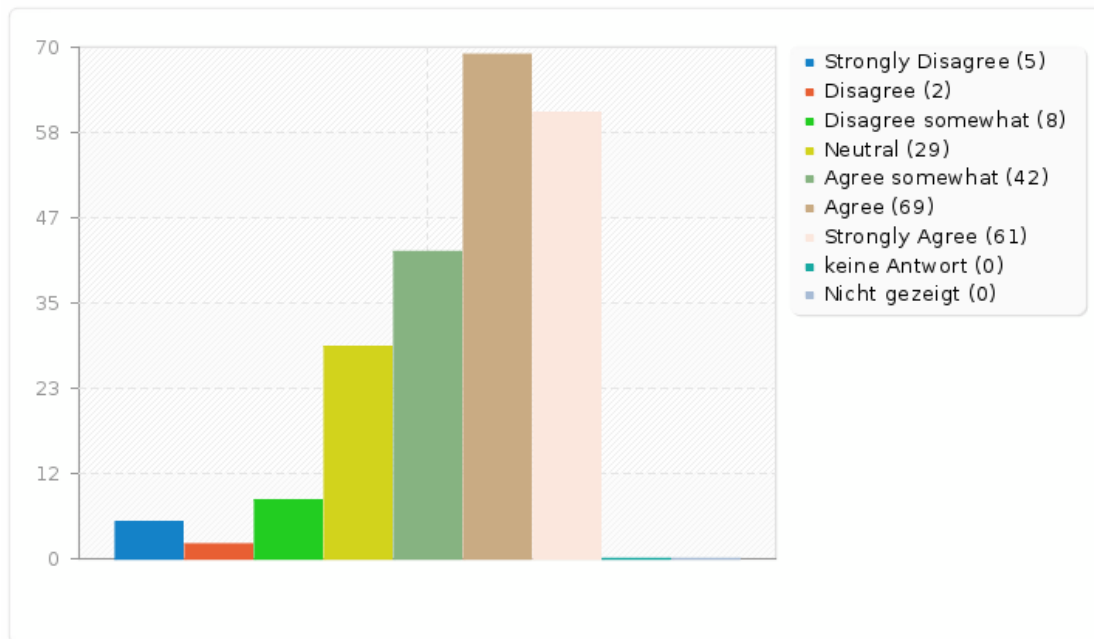
Indicate your desired service level, when it comes to: [Providing service at promised time.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	5	2.31%
Disagree (A2)	2	0.93%
Disagree somewhat (A3)	8	3.70%
Neutral (A4)	29	13.43%
Agree somewhat (A5)	42	19.44%
Agree (A6)	69	31.94%
Strongly Agree (A7)	61	28.24%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für TZ2(SQ003)

Indicate your desired service level, when it comes to: [Providing service at promised time.]



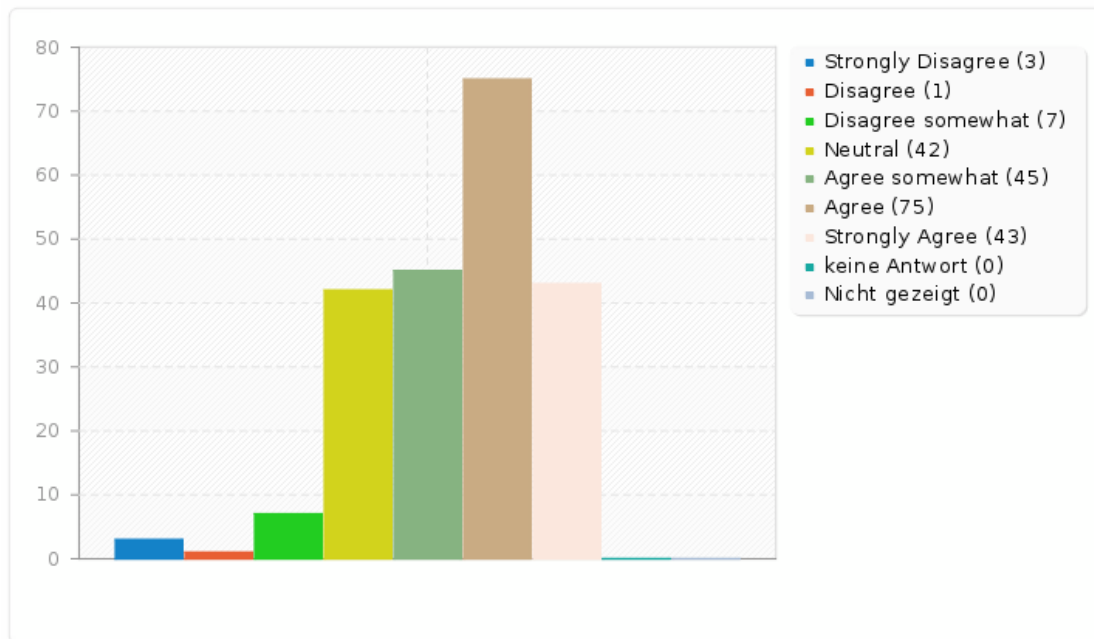
**Feld-Zusammenfassung für TZ2(SQ004)**

Indicate your desired service level, when it comes to: [Prompt service to customers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	3	1.39%
Disagree (A2)	1	0.46%
Disagree somewhat (A3)	7	3.24%
Neutral (A4)	42	19.44%
Agree somewhat (A5)	45	20.83%
Agree (A6)	75	34.72%
Strongly Agree (A7)	43	19.91%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ2(SQ004)

Indicate your desired service level, when it comes to: [Prompt service to customers.]



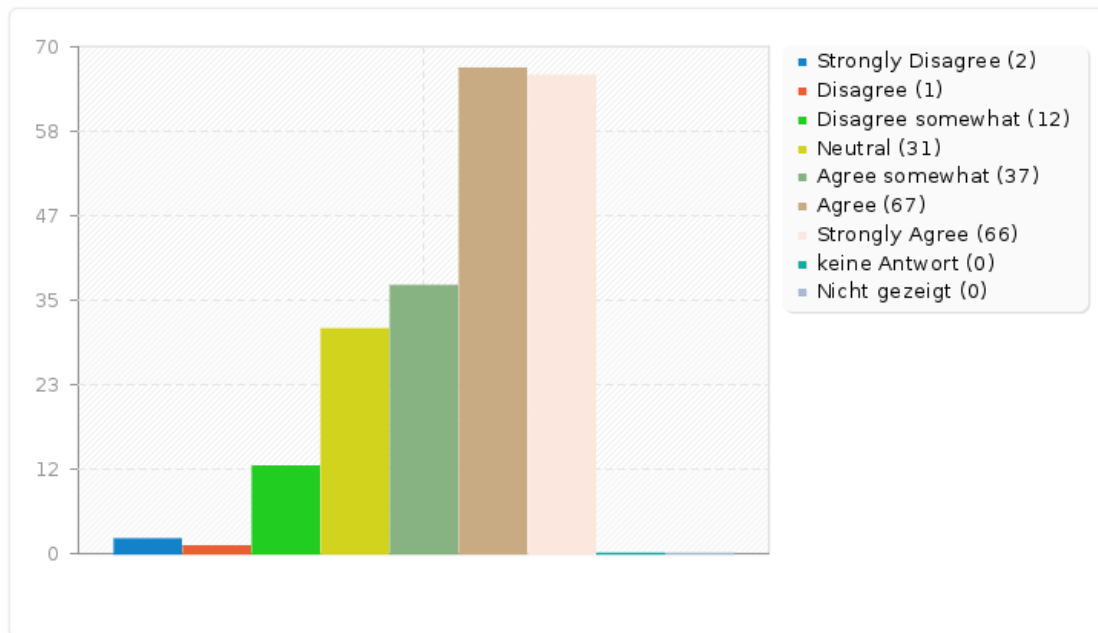
**Feld-Zusammenfassung für TZ2(SQ005)**

Indicate your desired service level, when it comes to: [Willingness to help customers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	1	0.46%
Disagree somewhat (A3)	12	5.56%
Neutral (A4)	31	14.35%
Agree somewhat (A5)	37	17.13%
Agree (A6)	67	31.02%
Strongly Agree (A7)	66	30.56%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ2(SQ005)

Indicate your desired service level, when it comes to: [Willingness to help customers.]



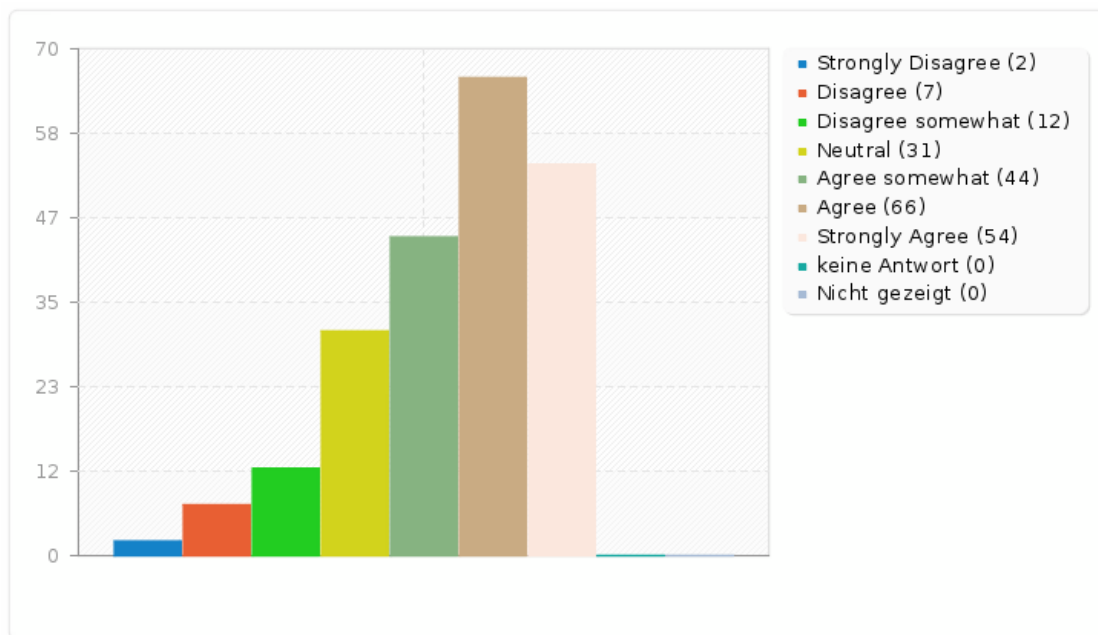
**Feld-Zusammenfassung für TZ2(SQ006)**

Indicate your desired service level, when it comes to: [Readiness to respond to customer's requests.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	2	0.93%
Disagree (A2)	7	3.24%
Disagree somewhat (A3)	12	5.56%
Neutral (A4)	31	14.35%
Agree somewhat (A5)	44	20.37%
Agree (A6)	66	30.56%
Strongly Agree (A7)	54	25.00%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für TZ2(SQ006)

Indicate your desired service level, when it comes to: [Readiness to respond to customer's requests.]



---

**Feld-Zusammenfassung für SMC1**

Did you visit one of the listed social media platforms in the past months to aquire information on some product, service or activity you were interested in? Facebook Instagram Snapchat Youtube

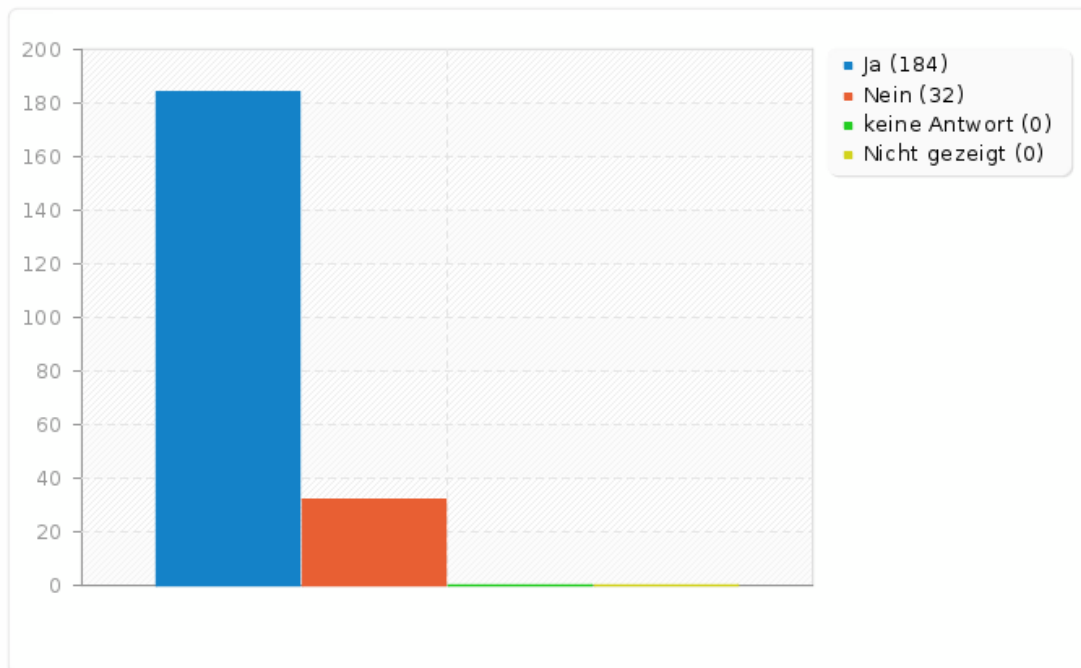
---

Antwort	Anzahl	Prozent
Ja (Y)	184	85.19%
Nein (N)	32	14.81%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für SMC1

Did you visit one of the listed social media platforms in the past months to aquire information on some product, service or activity you were interested in? Facebook Instagram Snapchat Youtube



---

**Feld-Zusammenfassung für SMC2(SQ001)**

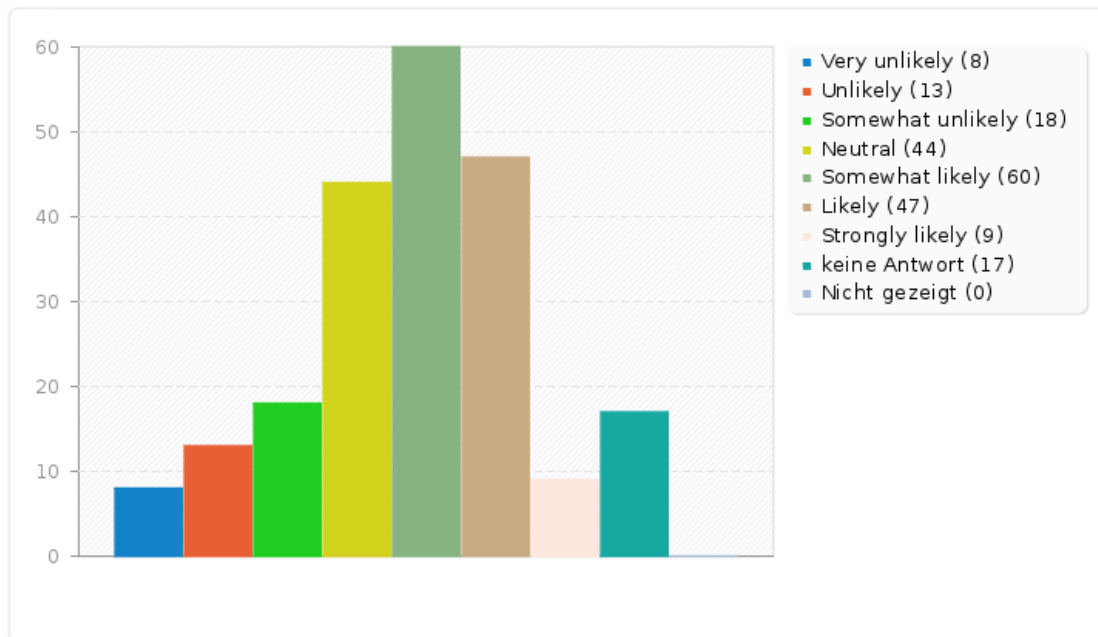
Please indicate the likelihood of each statement: [How likely would you share personal confidences with your peer?]

---

Antwort	Anzahl	Prozent
Very unlikely (A1)	8	3.70%
Unlikely (A2)	13	6.02%
Somewhat unlikely (A3)	18	8.33%
Neutral (A4)	44	20.37%
Somewhat likely (A5)	60	27.78%
Likely (A6)	47	21.76%
Strongly likely (A7)	9	4.17%
keine Antwort	17	7.87%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC2(SQ001)

Please indicate the likelihood of each statement: [How likely would you share personal confidences with your peer?]



---

**Feld-Zusammenfassung für SMC2(SQ002)**

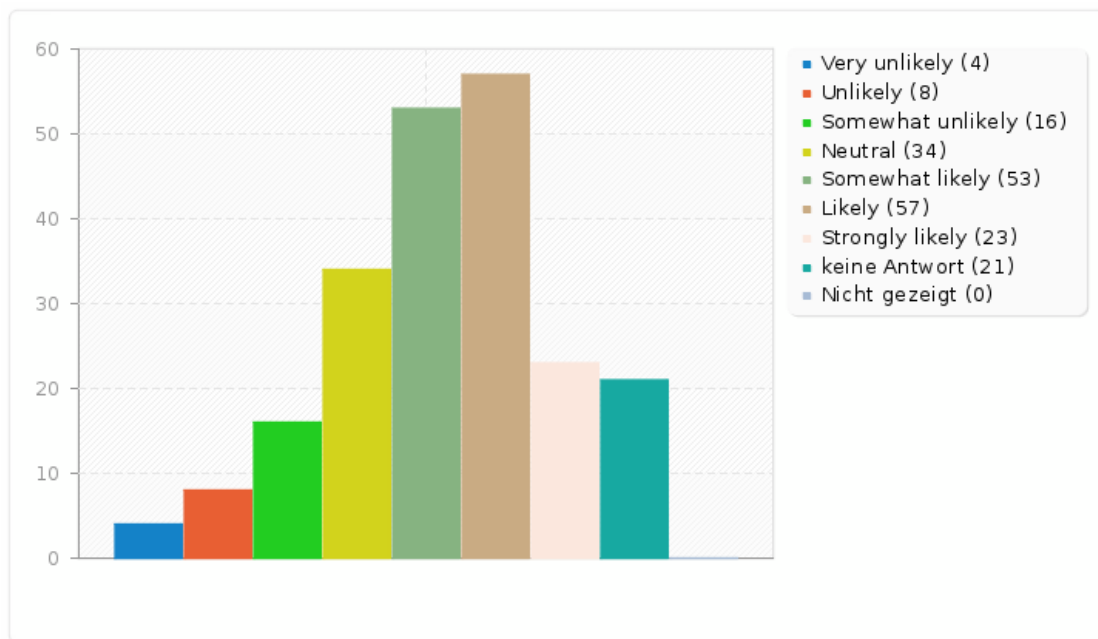
Please indicate the likelihood of each statement: [How likely would you spend some free time socializing with your peers?]

---

Antwort	Anzahl	Prozent
Very unlikely (A1)	4	1.85%
Unlikely (A2)	8	3.70%
Somewhat unlikely (A3)	16	7.41%
Neutral (A4)	34	15.74%
Somewhat likely (A5)	53	24.54%
Likely (A6)	57	26.39%
Strongly likely (A7)	23	10.65%
keine Antwort	21	9.72%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC2(SQ002)

Please indicate the likelihood of each statement: [How likely would you spend some free time socializing with your peers?]



---

**Feld-Zusammenfassung für SMC2(SQ003)**

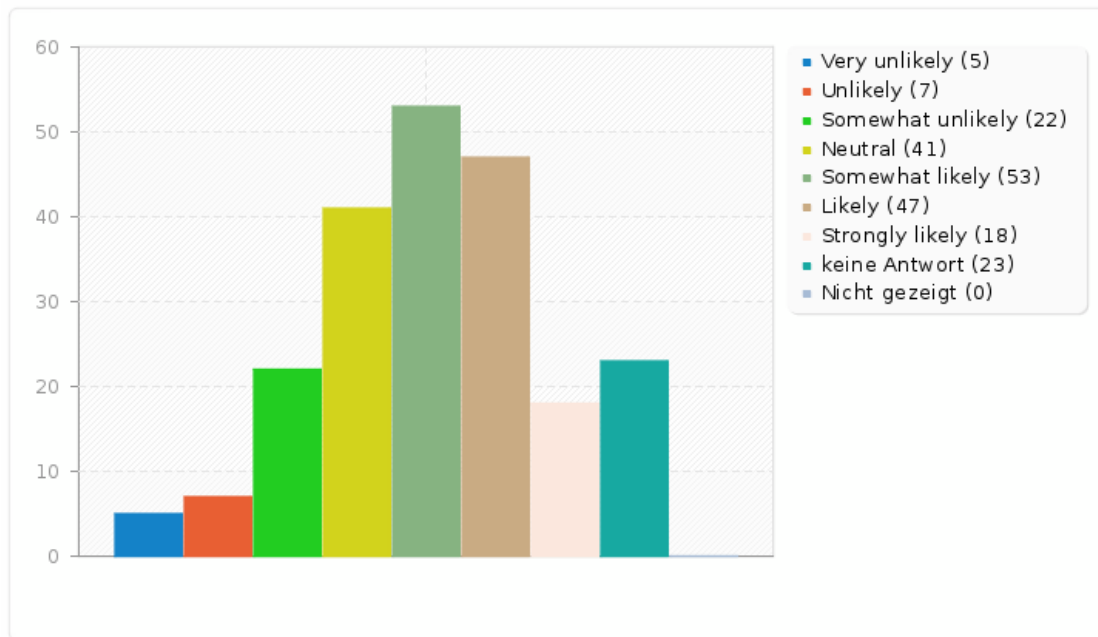
Please indicate the likelihood of each statement: [How likely would you spend more free time with your peers?]

---

Antwort	Anzahl	Prozent
Very unlikely (A1)	5	2.31%
Unlikely (A2)	7	3.24%
Somewhat unlikely (A3)	22	10.19%
Neutral (A4)	41	18.98%
Somewhat likely (A5)	53	24.54%
Likely (A6)	47	21.76%
Strongly likely (A7)	18	8.33%
keine Antwort	23	10.65%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC2(SQ003)

Please indicate the likelihood of each statement: [How likely would you spend more free time with your peers?]



---

**Feld-Zusammenfassung für SMC2(SQ004)**

Please indicate the likelihood of each statement: [How likely would you perform a large favour for your peers?]

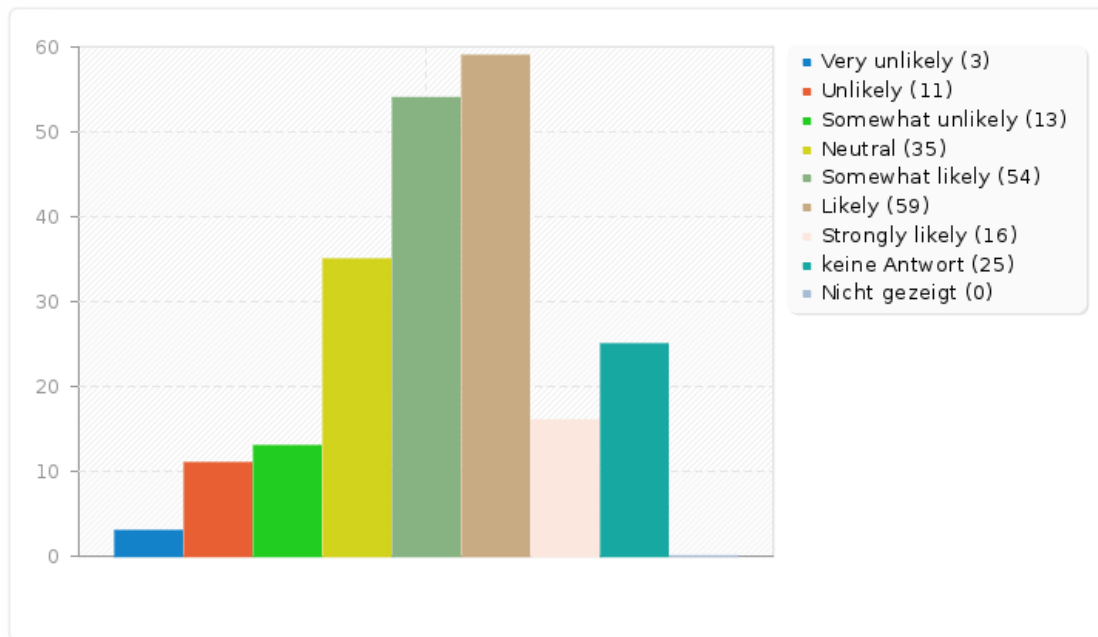
---

Antwort	Anzahl	Prozent
Very unlikely (A1)	3	1.39%
Unlikely (A2)	11	5.09%
Somewhat unlikely (A3)	13	6.02%
Neutral (A4)	35	16.20%
Somewhat likely (A5)	54	25.00%
Likely (A6)	59	27.31%
Strongly likely (A7)	16	7.41%
keine Antwort	25	11.57%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für SMC2(SQ004)

Please indicate the likelihood of each statement: [How likely would you perform a large favour for your peers?]



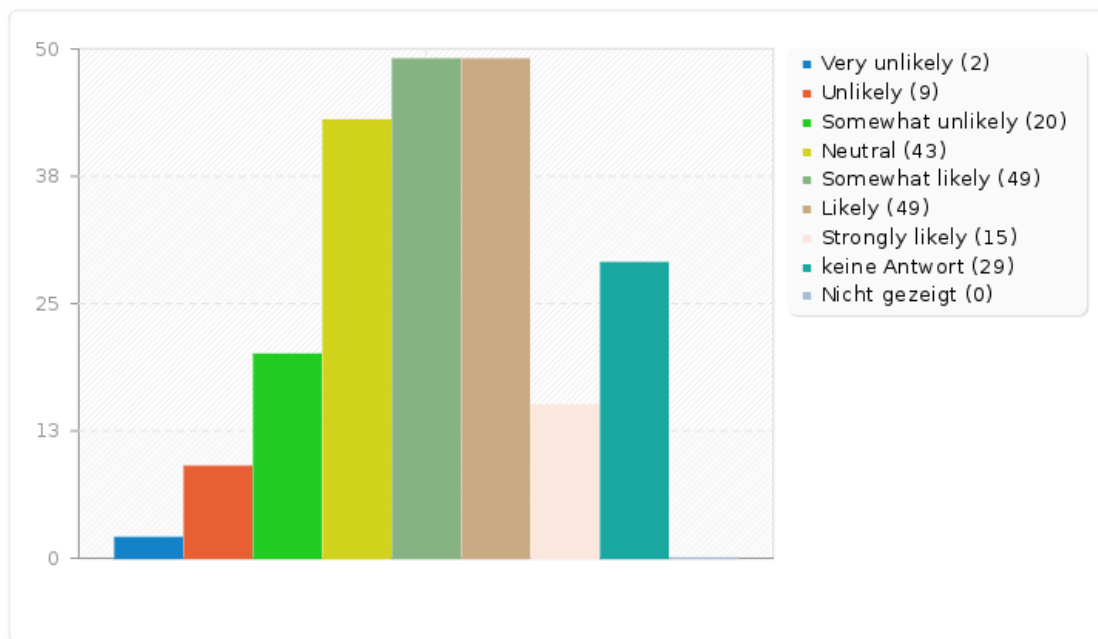
**Feld-Zusammenfassung für SMC2(SQ005)**

Please indicate the likelihood of each statement: [How likely would your peers perform a large favor for you?]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Very unlikely (A1)	2	0.93%
Unlikely (A2)	9	4.17%
Somewhat unlikely (A3)	20	9.26%
Neutral (A4)	43	19.91%
Somewhat likely (A5)	49	22.69%
Likely (A6)	49	22.69%
Strongly likely (A7)	15	6.94%
keine Antwort	29	13.43%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC2(SQ005)

Please indicate the likelihood of each statement: [How likely would your peers perform a large favor for you?]



---

**Feld-Zusammenfassung für SMC3(SQ001)**

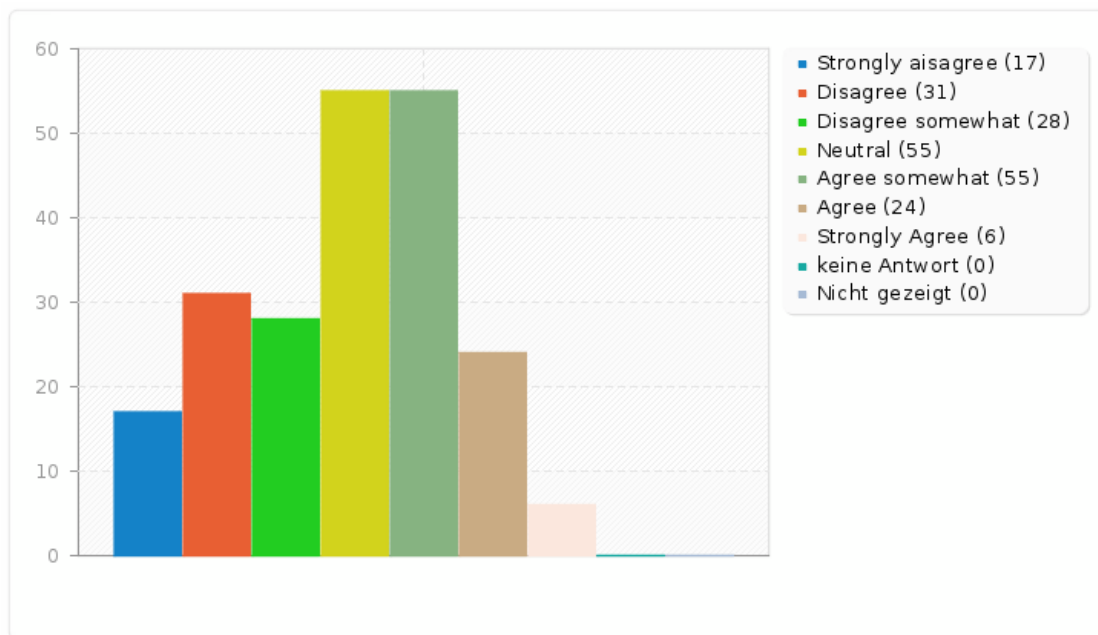
Please indicate the degree to which you agree with these statements: [I talked with my peers about the product in social media.]

---

Antwort	Anzahl	Prozent
Strongly disagree (A1)	17	7.87%
Disagree (A2)	31	14.35%
Disagree somewhat (A3)	28	12.96%
Neutral (A4)	55	25.46%
Agree somewhat (A5)	55	25.46%
Agree (A6)	24	11.11%
Strongly Agree (A7)	6	2.78%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC3(SQ001)

Please indicate the degree to which you agree with these statements: [I talked with my peers about the product in social media.]



---

**Feld-Zusammenfassung für SMC3(SQ002)**

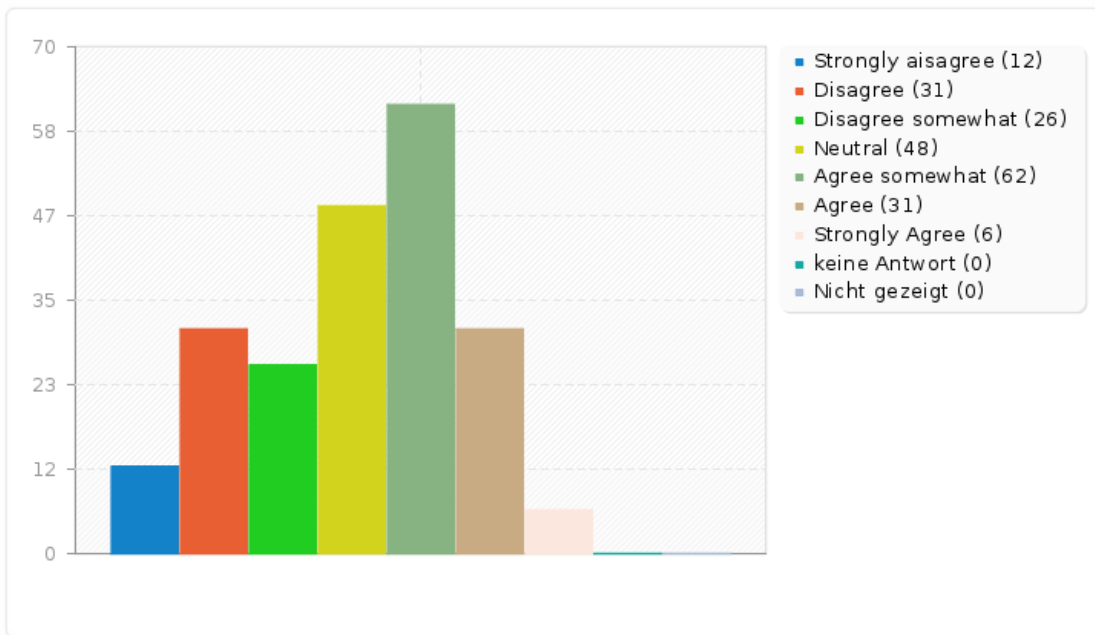
Please indicate the degree to which you agree with these statements: [I talked with my peers about buying the product on the internet.]

---

Antwort	Anzahl	Prozent
Strongly disagree (A1)	12	5.56%
Disagree (A2)	31	14.35%
Disagree somewhat (A3)	26	12.04%
Neutral (A4)	48	22.22%
Agree somewhat (A5)	62	28.70%
Agree (A6)	31	14.35%
Strongly Agree (A7)	6	2.78%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC3(SQ002)

Please indicate the degree to which you agree with these statements: [I talked with my peers about buying the product on the internet.]



---

**Feld-Zusammenfassung für SMC3(SQ003)**

Please indicate the degree to which you agree with these statements: [I asked my peers for advise about the product.]

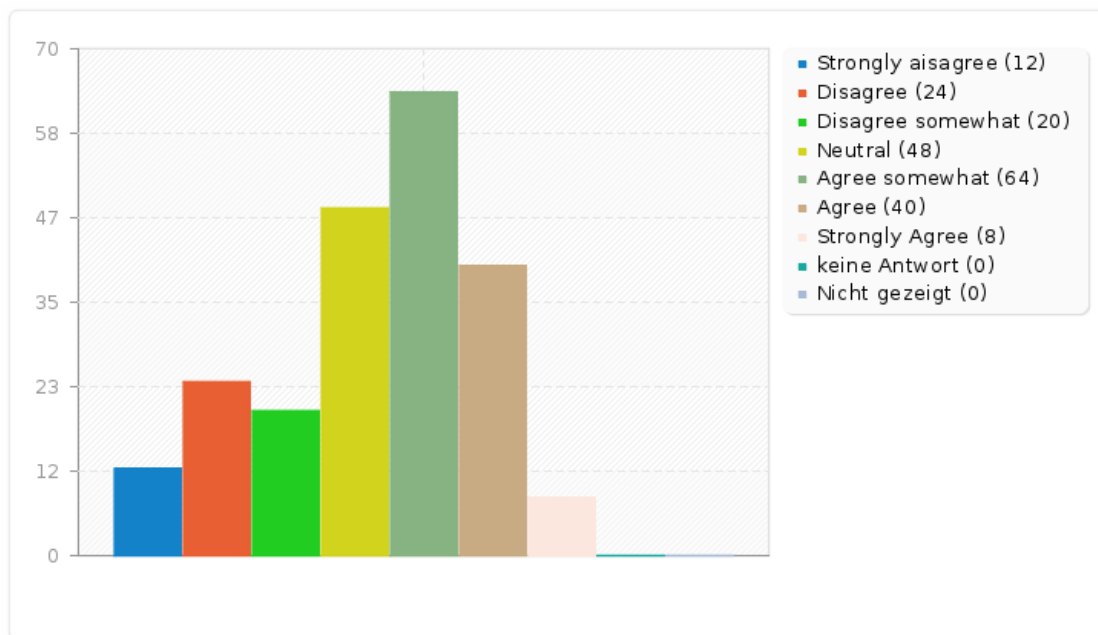
---

Antwort	Anzahl	Prozent
Strongly disagree (A1)	12	5.56%
Disagree (A2)	24	11.11%
Disagree somewhat (A3)	20	9.26%
Neutral (A4)	48	22.22%
Agree somewhat (A5)	64	29.63%
Agree (A6)	40	18.52%
Strongly Agree (A7)	8	3.70%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für SMC3(SQ003)

Please indicate the degree to which you agree with these statements: [I asked my peers for advise about the product.]



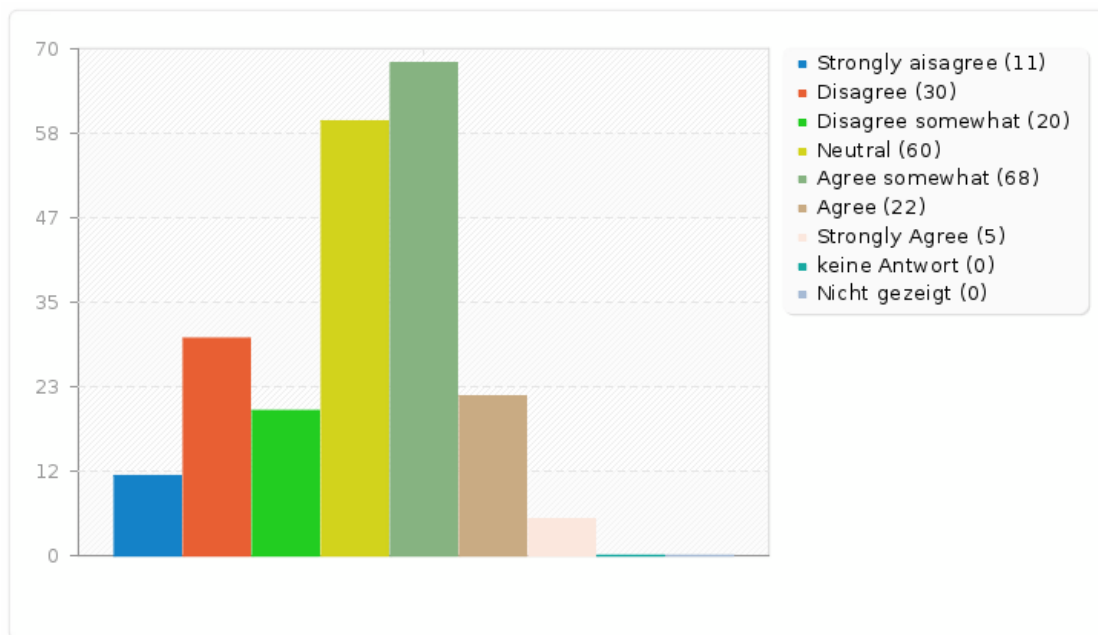
**Feld-Zusammenfassung für SMC3(SQ004)**

Please indicate the degree to which you agree with these statements: [I obtained the product information from my peers.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly disagree (A1)	11	5.09%
Disagree (A2)	30	13.89%
Disagree somewhat (A3)	20	9.26%
Neutral (A4)	60	27.78%
Agree somewhat (A5)	68	31.48%
Agree (A6)	22	10.19%
Strongly Agree (A7)	5	2.31%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC3(SQ004)

Please indicate the degree to which you agree with these statements: [I obtained the product information from my peers.]



---

**Feld-Zusammenfassung für SMC3(SQ005)**

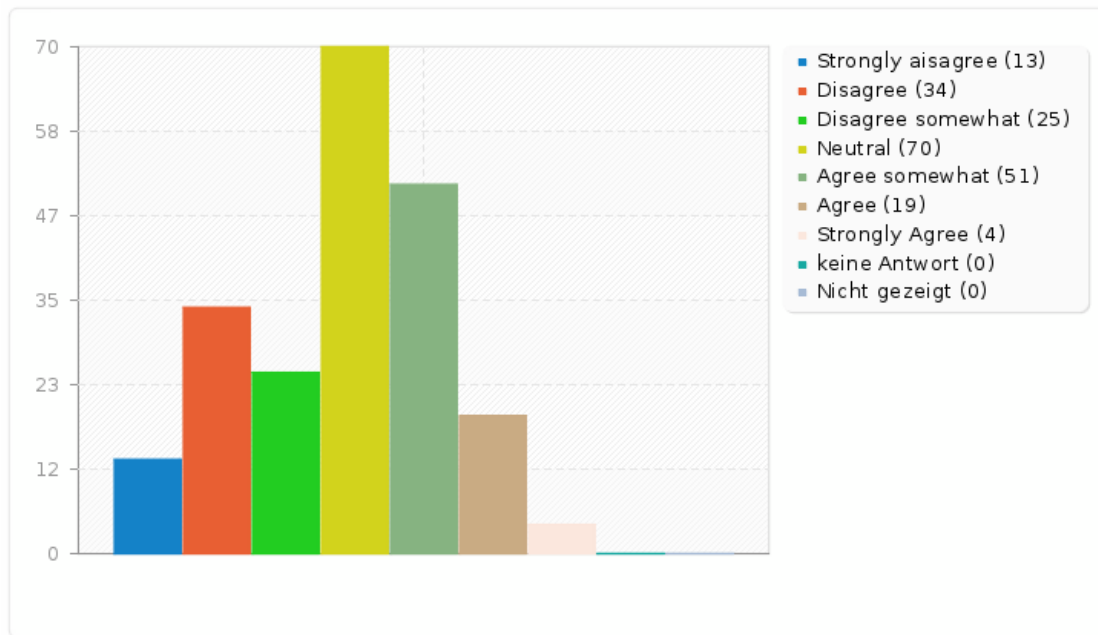
Please indicate the degree to which you agree with these statements: [My peers encouraged me to buy the product.]

---

Antwort	Anzahl	Prozent
Strongly disagree (A1)	13	6.02%
Disagree (A2)	34	15.74%
Disagree somewhat (A3)	25	11.57%
Neutral (A4)	70	32.41%
Agree somewhat (A5)	51	23.61%
Agree (A6)	19	8.80%
Strongly Agree (A7)	4	1.85%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC3(SQ005)

Please indicate the degree to which you agree with these statements: [My peers encouraged me to buy the product.]



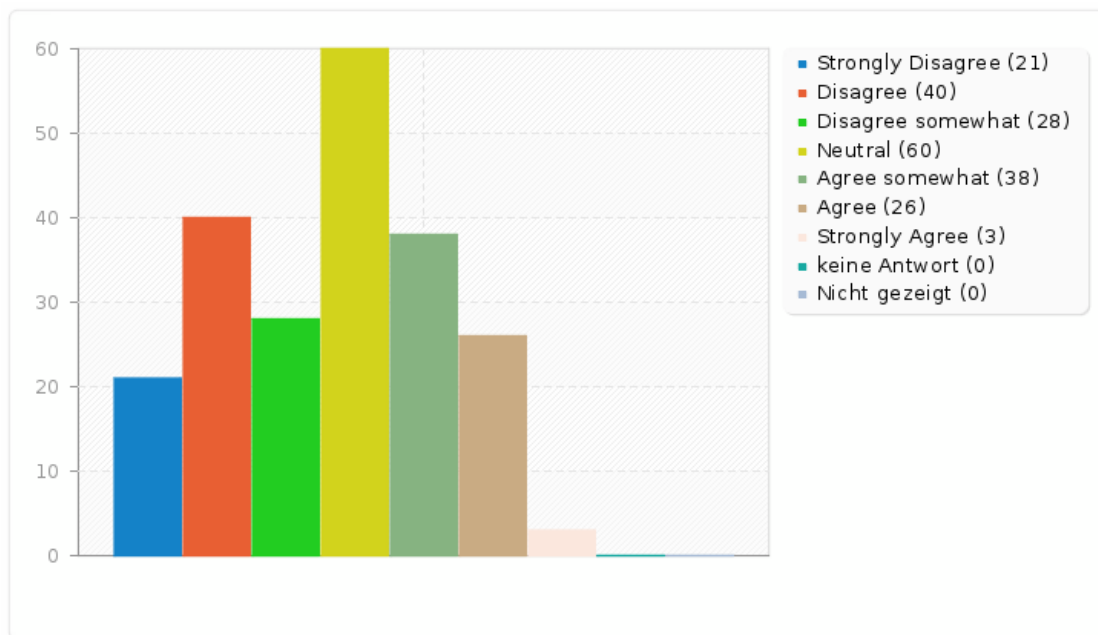
**Feld-Zusammenfassung für SMC4(SQQ001)**

Please indicate the degree to which you agree with these statements: [I am very attached to the peer group on social media.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	21	9.72%
Disagree (A2)	40	18.52%
Disagree somewhat (A3)	28	12.96%
Neutral (A4)	60	27.78%
Agree somewhat (A5)	38	17.59%
Agree (A6)	26	12.04%
Strongly Agree (A7)	3	1.39%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC4(SQQ001)

Please indicate the degree to which you agree with these statements: [I am very attached to the peer group on social media.]



**Feld-Zusammenfassung für SMC4(SQQ002)**

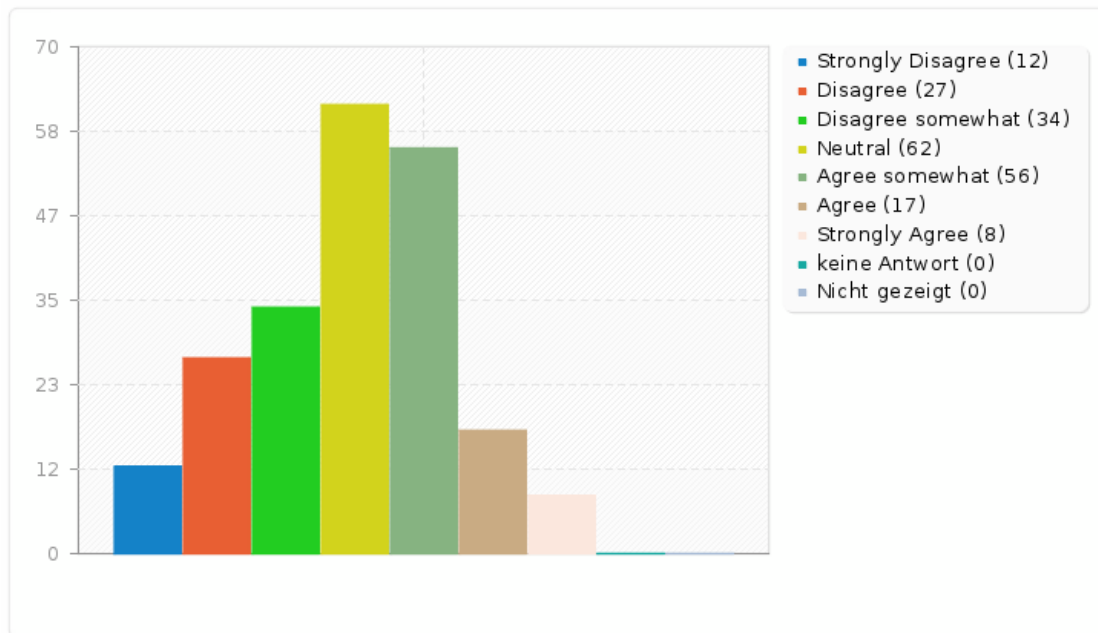
Please indicate the degree to which you agree with these statements: [My peers on social media and I share the same objectives.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	12	5.56%
Disagree (A2)	27	12.50%
Disagree somewhat (A3)	34	15.74%
Neutral (A4)	62	28.70%
Agree somewhat (A5)	56	25.93%
Agree (A6)	17	7.87%
Strongly Agree (A7)	8	3.70%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für SMC4(SQQ002)

Please indicate the degree to which you agree with these statements: [My peers on social media and I share the same objectives.]



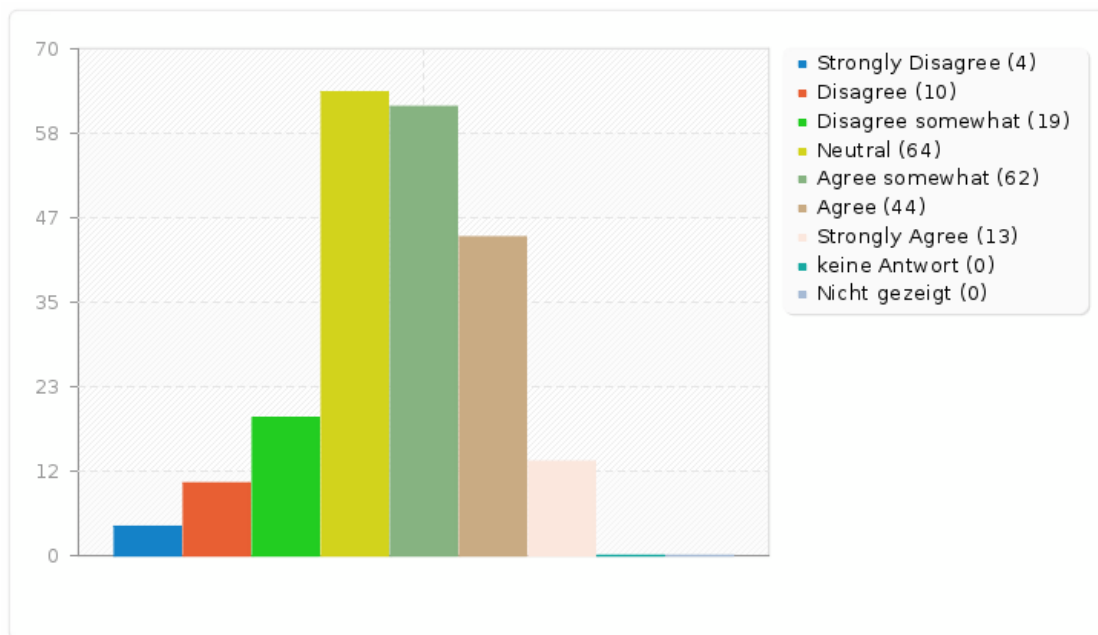
**Feld-Zusammenfassung für SMC4(SQQ003)**

Please indicate the degree to which you agree with these statements: [The friendships I have with my peers mean a lot to me.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	4	1.85%
Disagree (A2)	10	4.63%
Disagree somewhat (A3)	19	8.80%
Neutral (A4)	64	29.63%
Agree somewhat (A5)	62	28.70%
Agree (A6)	44	20.37%
Strongly Agree (A7)	13	6.02%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC4(SQQ003)

Please indicate the degree to which you agree with these statements: [The friendships I have with my peers mean a lot to me.]



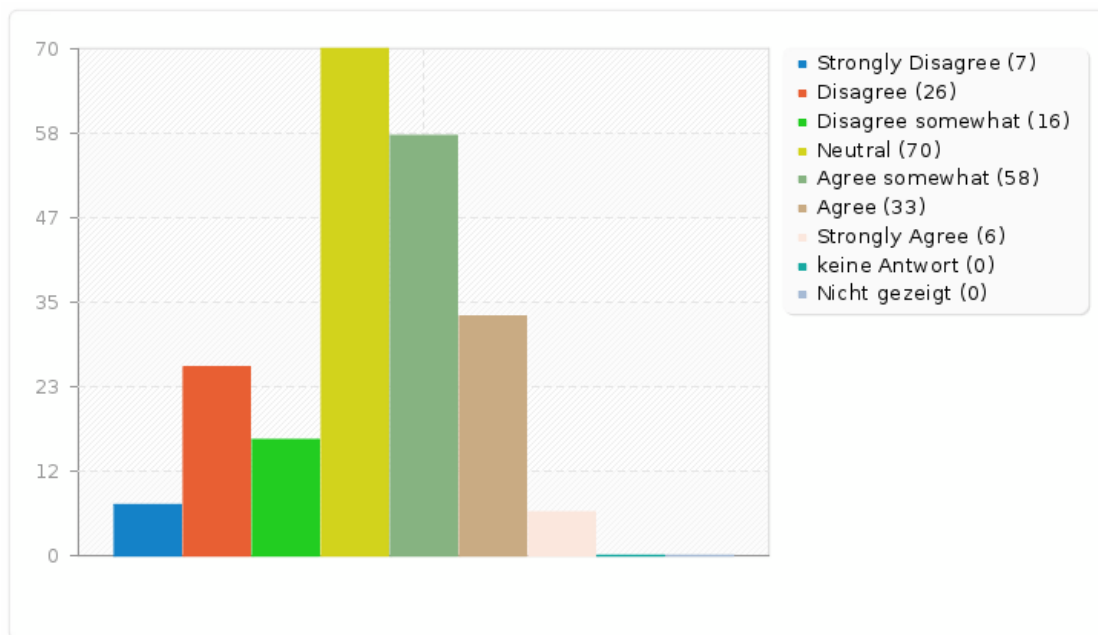
**Feld-Zusammenfassung für SMC4(SQQ004)**

Please indicate the degree to which you agree with these statements: [If my peers planned something, I'd think of it as something "we" would do rather than "they" would do.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	7	3.24%
Disagree (A2)	26	12.04%
Disagree somewhat (A3)	16	7.41%
Neutral (A4)	70	32.41%
Agree somewhat (A5)	58	26.85%
Agree (A6)	33	15.28%
Strongly Agree (A7)	6	2.78%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC4(SQQ004)

Please indicate the degree to which you agree with these statements: [If my peers planned something, I'd think of it as something "we" would do rather than "they" would do.]



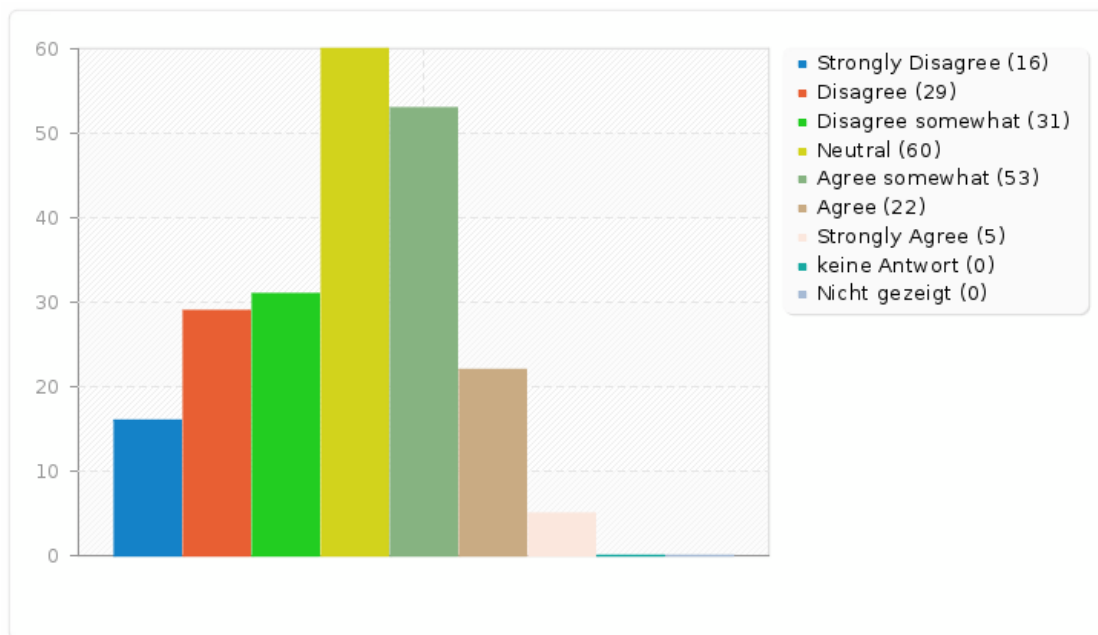
**Feld-Zusammenfassung für SMC4(SQQ005)**

Please indicate the degree to which you agree with these statements: [I see myself as a part of the peer group on social media.]

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly Disagree (A1)	16	7.41%
Disagree (A2)	29	13.43%
Disagree somewhat (A3)	31	14.35%
Neutral (A4)	60	27.78%
Agree somewhat (A5)	53	24.54%
Agree (A6)	22	10.19%
Strongly Agree (A7)	5	2.31%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für SMC4(SQQ005)

Please indicate the degree to which you agree with these statements: [I see myself as a part of the peer group on social media.]



---

**Feld-Zusammenfassung für ISMU**

---

Do you use social media?

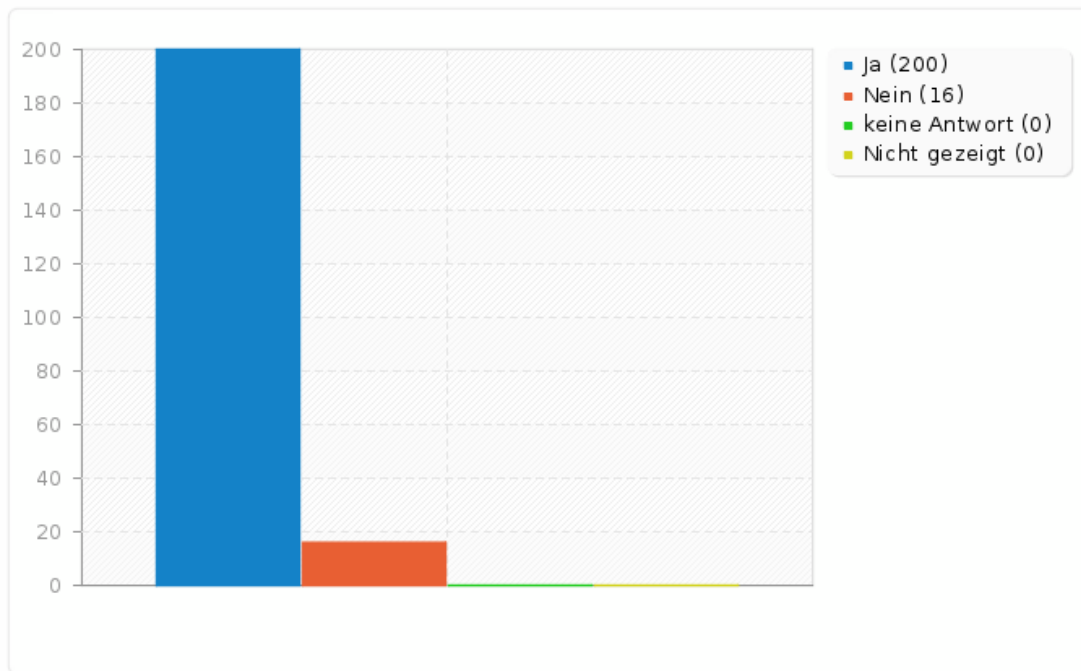
---

Antwort	Anzahl	Prozent
Ja (Y)	200	92.59%
Nein (N)	16	7.41%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für ISMU

Do you use social media?



---

## Feld-Zusammenfassung für ISMU2

Which Social Media platforms do you use once a week?

---

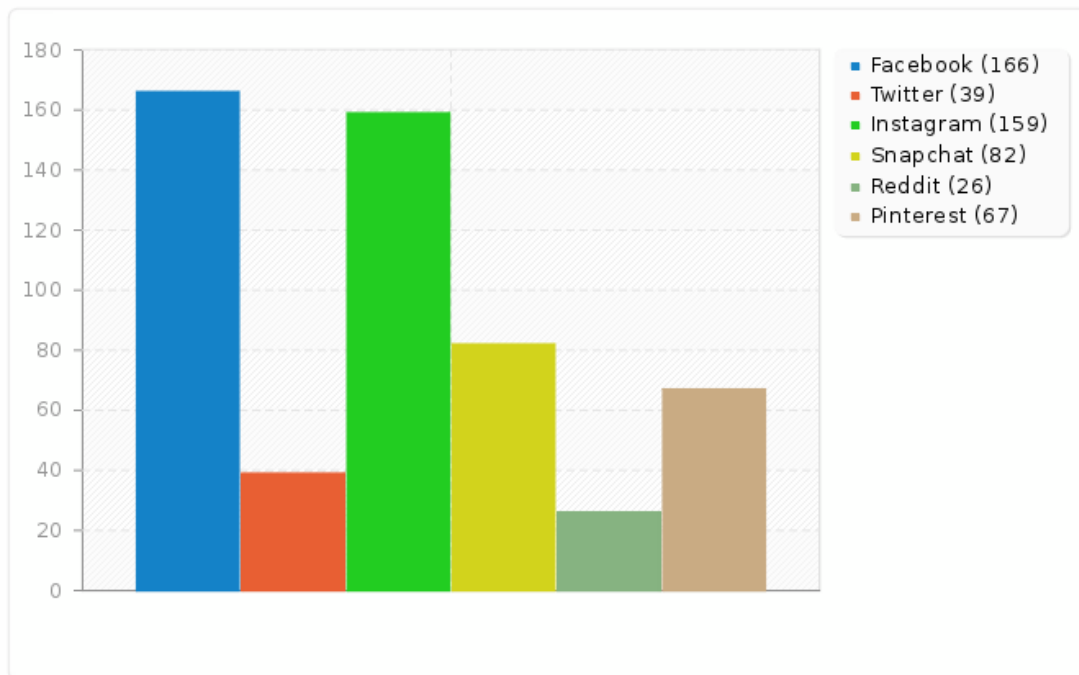
Antwort	Anzahl	Prozent
Facebook (SQ001)	166	76.85%
Twitter (SQ002)	39	18.06%
Instagram (SQ003)	159	73.61%
Snapchat (SQ004)	82	37.96%
Reddit (SQ005)	26	12.04%
Pinterest (SQ006)	67	31.02%

---

## Feld-Zusammenfassung für ISMU2

Which Social Media platforms do you use once a week?

---



---

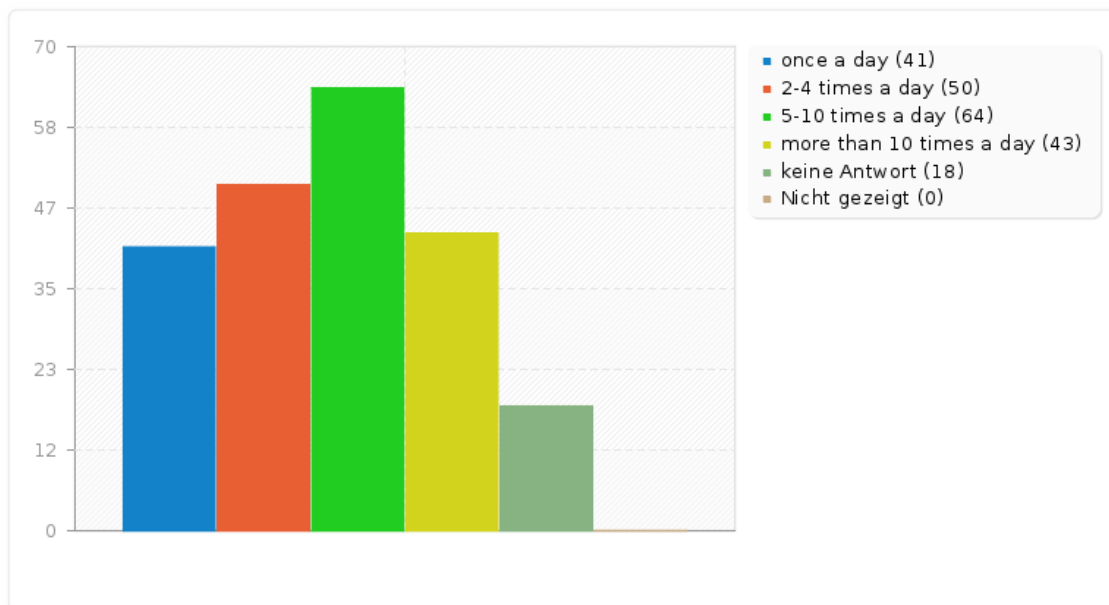
**Feld-Zusammenfassung für ISMU3****How often do you use social media daily?**

---

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
once a day (A1)	41	18.98%
2-4 times a day (A2)	50	23.15%
5-10 times a day (A3)	64	29.63%
more than 10 times a day (A4)	43	19.91%
keine Antwort	18	8.33%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für ISMU3

How often do you use social media daily?



---

**Feld-Zusammenfassung für ISMU4****How long do you use social media daily?**

---

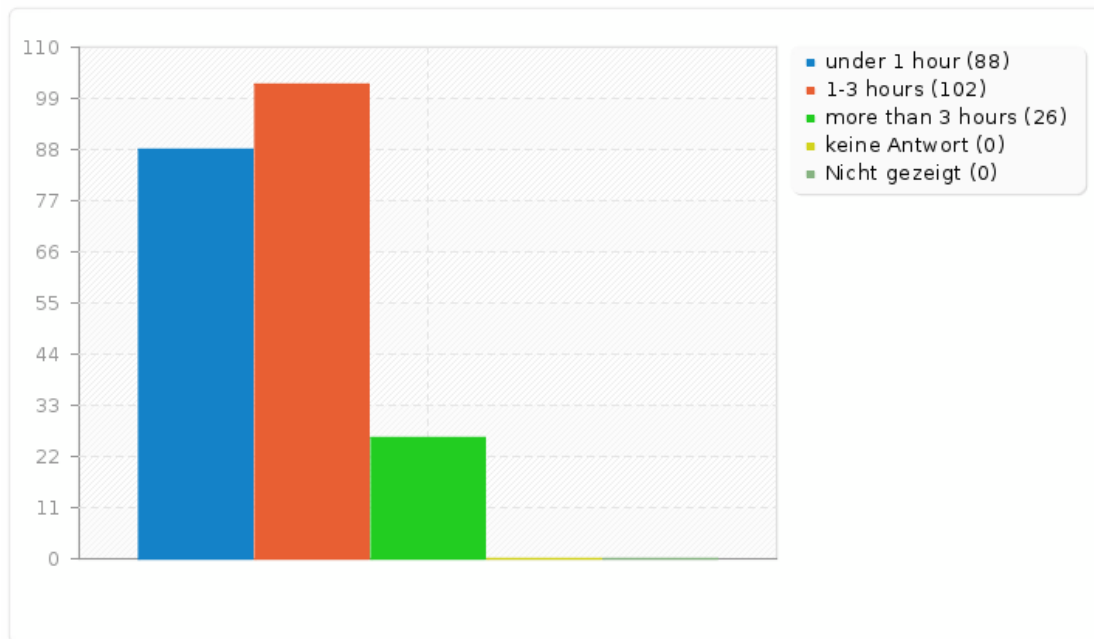
<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
under 1 hour (A1)	88	40.74%
1-3 hours (A2)	102	47.22%
more than 3 hours (A3)	26	12.04%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

---

## Feld-Zusammenfassung für ISMU4

How long do you use social media daily?

---



---

**Feld-Zusammenfassung für ISMU5**

---

How often do you post/share content on social media?

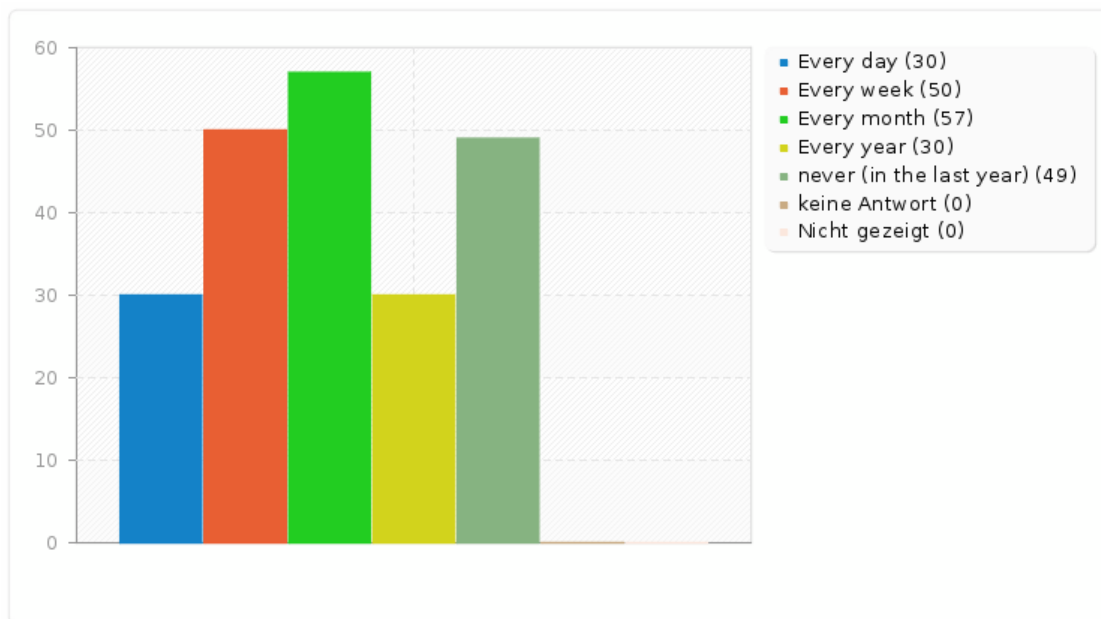
---

Antwort	Anzahl	Prozent
Every day (A2)	30	13.89%
Every week (A5)	50	23.15%
Every month (A1)	57	26.39%
Every year (A3)	30	13.89%
never (in the last year) (A4)	49	22.69%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für ISMU5

How often do you post/share content on social media?



---

**Feld-Zusammenfassung für ISMU6**

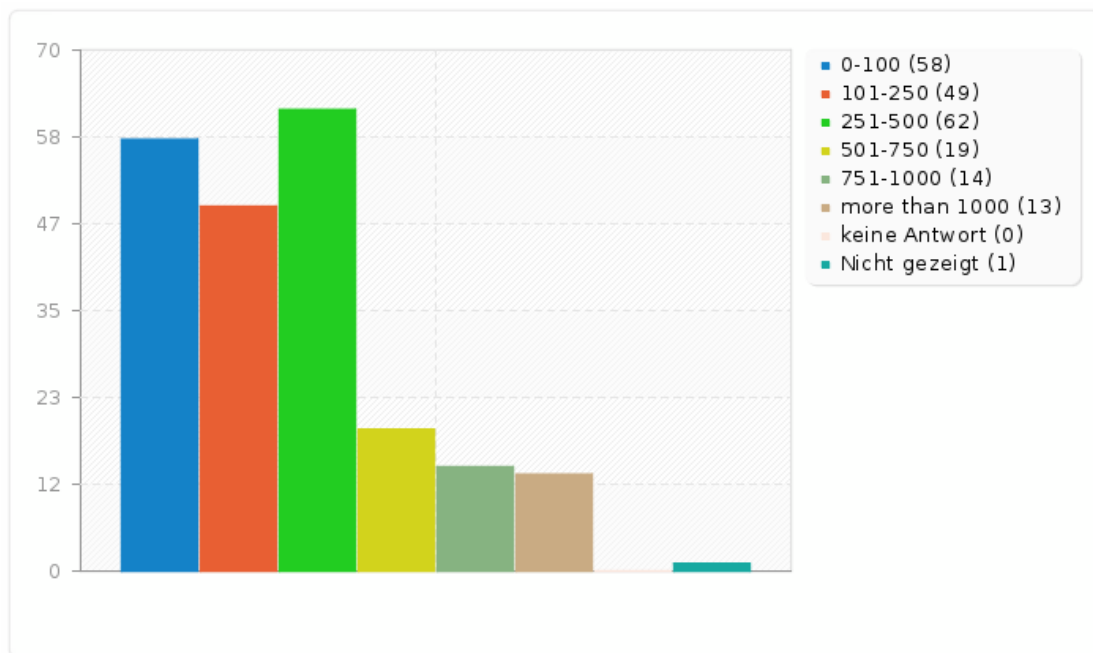
How many connected persons do you count in your social media networks?

---

Antwort	Anzahl	Prozent
0-100 (A1)	58	26.85%
101-250 (A2)	49	22.69%
251-500 (A3)	62	28.70%
501-750 (A4)	19	8.80%
751-1000 (A7)	14	6.48%
more than 1000 (A6)	13	6.02%
keine Antwort	0	0.00%
Nicht gezeigt	1	0.46%

## Feld-Zusammenfassung für ISMU6

How many connected persons do you count in your social media networks?



---

**Feld-Zusammenfassung für ISMU7**

---

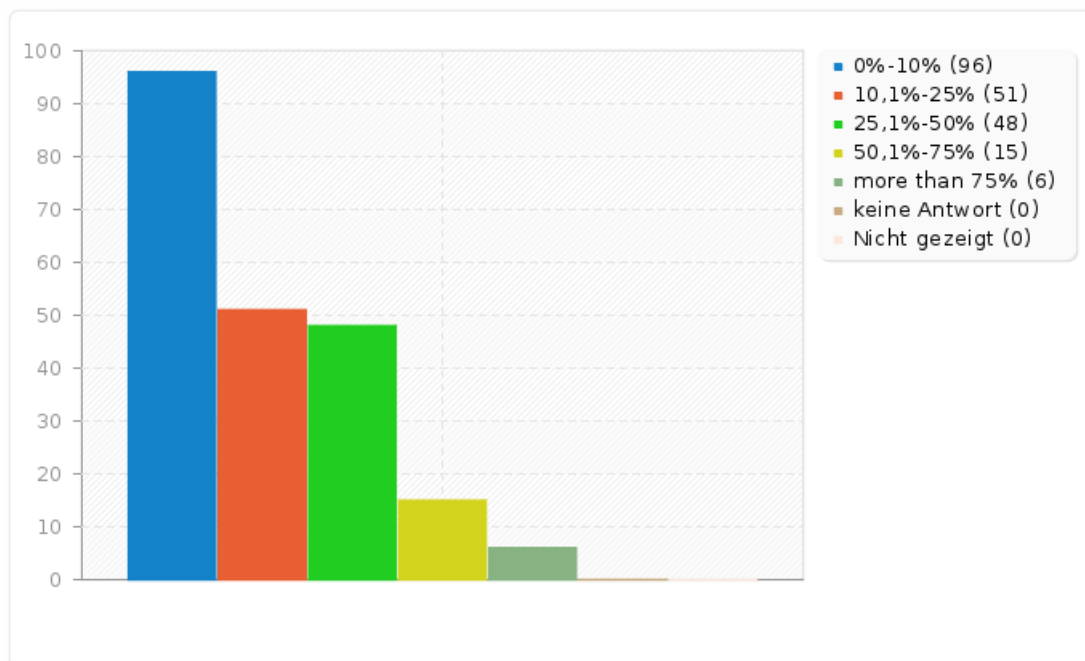
How many percents of your social media coumminty is international? (forgein "friends")

---

Antwort	Anzahl	Prozent
0%-10% (A1)	96	44.44%
10,1%-25% (A2)	51	23.61%
25,1%-50% (A3)	48	22.22%
50,1%-75% (A4)	15	6.94%
more than 75% (A5)	6	2.78%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für ISMU7

How many percents of your social media coumminty is international? (forgein "friends")



## Feld-Zusammenfassung für ISMU8

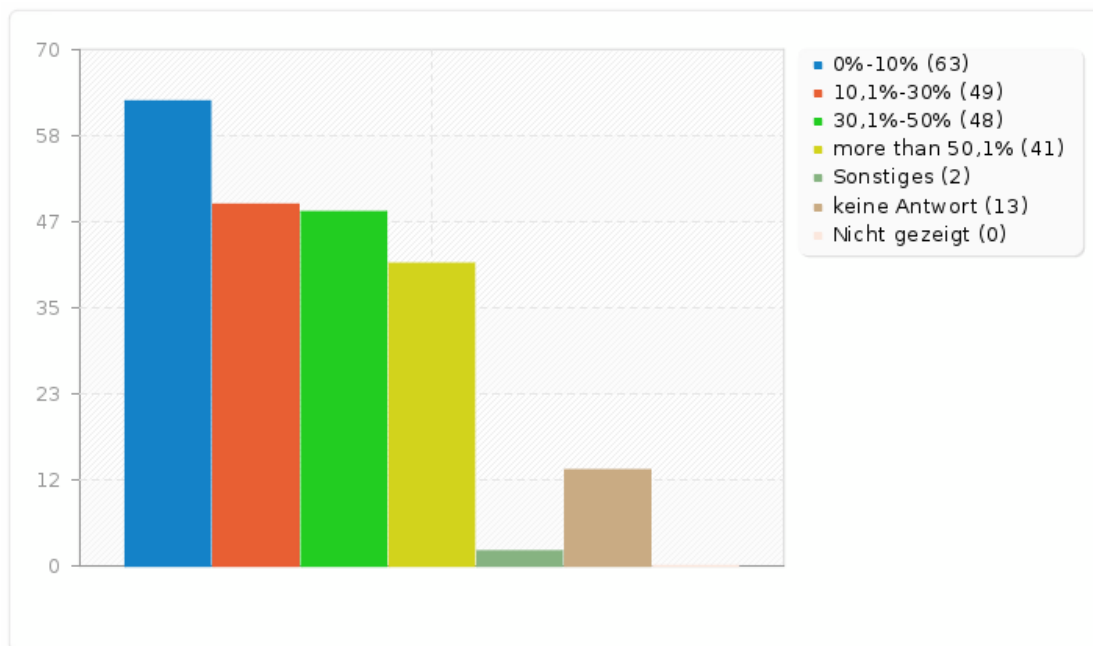
How much of the social media content is written in english?

Antwort	Anzahl	Prozent
0%-10% (A1)	63	29.17%
10,1%-30% (A2)	49	22.69%
30,1%-50% (A3)	48	22.22%
more than 50,1% (A4)	41	18.98%
Sonstiges	2	0.93%
keine Antwort	13	6.02%
Nicht gezeigt	0	0.00%

ID	Antwort
8	clickworker test, please delete my results
35	100%

## Feld-Zusammenfassung für ISMU8

How much of the social media content is written in english?



---

**Feld-Zusammenfassung für DQ3****Gender**

---

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Female (A1)	123	56.94%
Male (A2)	91	42.13%
Others (A6)	2	0.93%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

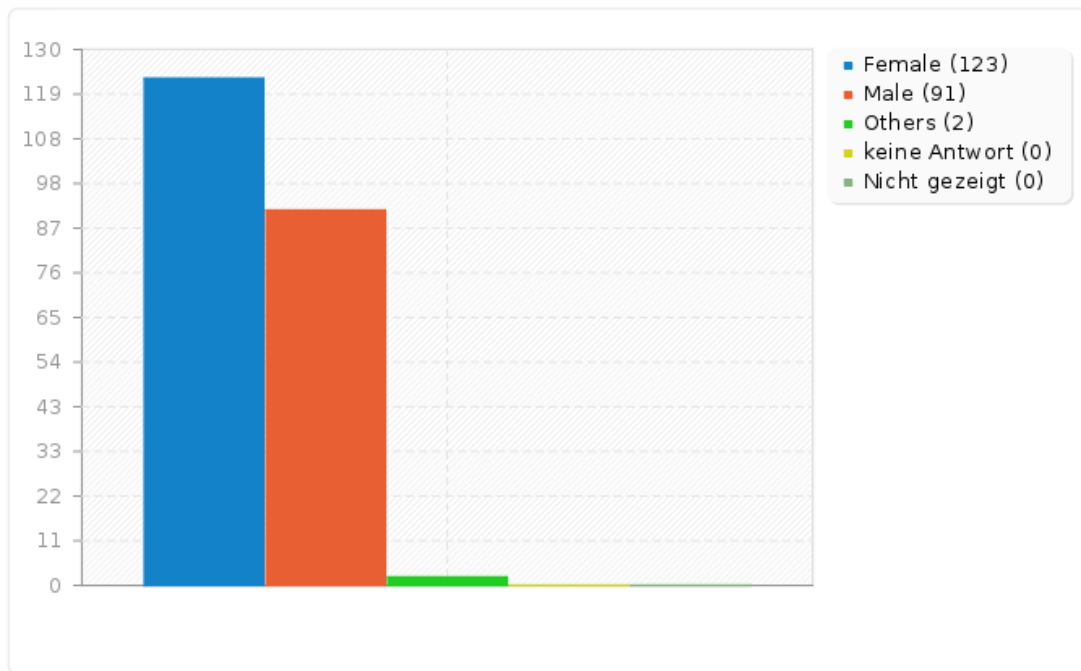


---

## Feld-Zusammenfassung für DQ3

### Gender

---



## Feld-Zusammenfassung für DQ1

How old are you?

Antwort	Anzahl	Prozent
Antwort	216	100.00%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

ID	Antwort
1	28
2	27
3	22
7	25
8	26
9	23
10	21
11	20
12	19
13	22
14	20
16	21
17	24
18	20
20	24
21	19
22	19
24	23
25	24
26	20
27	19
28	22
29	18
31	24
33	20
34	23
35	19
36	18
37	26
38	23
39	32
41	19
43	23
44	19
45	22
46	23
48	21
49	22
51	18
54	22
55	21
57	18
58	24
59	22
60	20
61	22
64	24
65	24
66	19
67	24
68	57

69	23
70	23
71	22
72	19
73	18
74	22
75	20
77	23
78	24
79	33
80	22
81	21
82	23
83	18
85	25
86	21
87	22
89	23
90	21
92	22
93	23
94	22
96	24
97	Penis
98	22
100	34
101	23
102	56
103	22
104	22
105	23
106	18
107	24
108	18
109	24
110	22
111	21
112	23
113	24
114	19
115	23
116	21
117	24
118	18
119	20
120	21
121	24
122	19
123	28
124	20
125	22
126	24
127	23
128	22
129	21
131	19
133	17
134	24
137	25
141	52
143	24
146	32
147	26
148	30
149	28

150	21
151	35
152	33
153	20
155	30
157	32
158	27
159	26
160	28
162	29
164	24
166	24
167	23
168	29
169	31
170	28
171	23
172	24
173	22
174	32
175	22
176	27
177	26
178	21
179	19
180	28
182	32
183	35
184	33
185	18
186	32
187	36
188	21
189	22
191	26
192	31
193	22
195	31
197	26
198	21
199	30
201	26
202	27
203	32
204	29
217	33
206	30
207	35
209	26
210	26
211	29
213	35
214	33
215	24
218	30
220	28
221	34
223	30
224	28
225	19
227	26
228	31
231	21
232	33
233	31

235	23
237	31
238	23
239	32
242	31
243	29
245	30
244	25
246	30
247	28
248	28
249	26
251	23
254	21
256	16
257	32
258	27
261	29
262	31
264	23
265	24
267	34
268	32
270	34
271	30
272	23
273	33
275	31
276	27
279	23
280	32
281	20
282	30
283	25
284	25

---

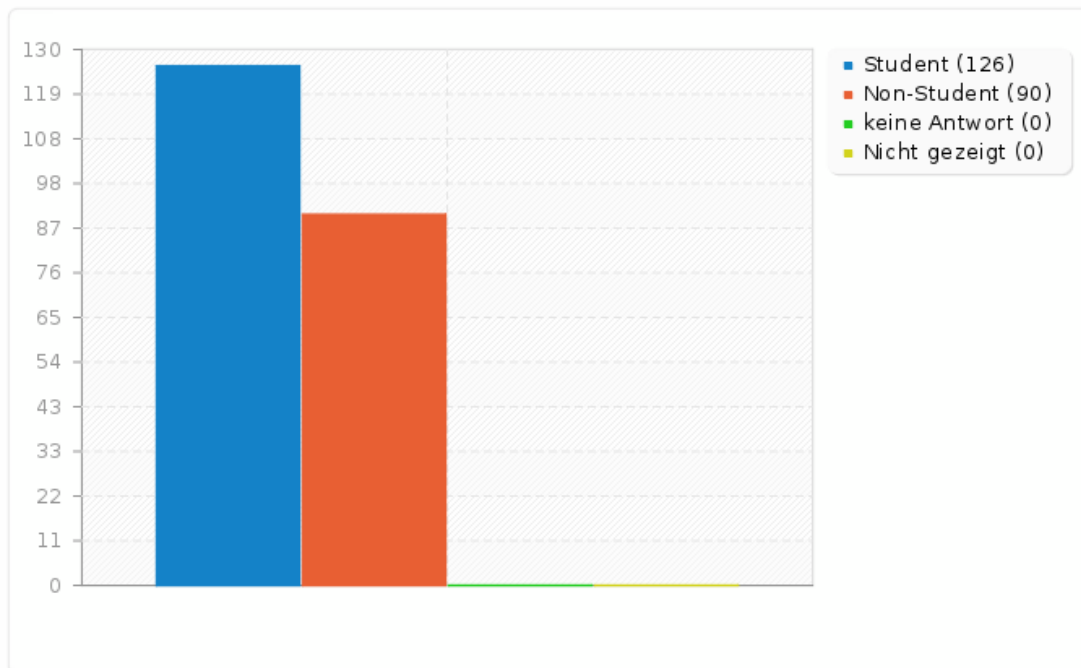
**Feld-Zusammenfassung für DQ2****Occupation**

---

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Student (A1)	126	58.33%
Non-Student (A2)	90	41.67%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%

## Feld-Zusammenfassung für DQ2

### Occupation



**Feld-Zusammenfassung für CHECK(SQ001)**

The service provided by the restaurent was satisfying. []

<b>Antwort</b>	<b>Anzahl</b>	<b>Prozent</b>
Strongly disagree (A1)	53	24.54%
Disagree (A2)	62	28.70%
Disagree somewhat (A3)	18	8.33%
Neutral (A4)	34	15.74%
Agree somewhat (A5)	24	11.11%
Agree (A6)	21	9.72%
Strongly agree (A7)	4	1.85%
keine Antwort	0	0.00%
Nicht gezeigt	0	0.00%



## Feld-Zusammenfassung für CHECK(SQ001)

The service provided by the restaurent was satisfying. []

