

Questionnaire Group 1. Sequence: CEOs first, celebrities second

This survey is about VIPs.

We are a research team and we would like to learn more about public opinion of very important persons (VIPs). To do this, we will show you a selection of VIPs, and you will choose one of them. After this, we will ask you some questions.

Thank you for your participation.

Part I CEOs

Some questions about the chairmen and Chief Executive Officers (CEOs) of large corporations in general and your opinion of their annual incomes.

How much do you think a chairman of a large national corporation earns per year?

Please fill in an amount.

A chairman earns \$ per year.

How much do you think a chairman of a large national company should earn per year?

Please fill in an amount.

A chairman should earn \$ per year.

CEO portraits

Here, you will find the CEOs of 24 global corporations. We would like to ask you some questions about these people. Please choose one of these top executives by clicking on the respective portrait, and then click Continue at the bottom of the page.



Brian Moynihan, CEO Bank of America



Howard D. Schultz, CEO Starbucks



Joe Kaeser, CEO Siemens





Bob Dudley, CEO BP



Norbert Reithofer, CEO BMW



David Cote, CEO Honeywell

Honeywell



Leslie Moonves, CEO CBS



Martine Rothblatt
CEO United Therapeutics



Marissa Mayer, CEO Yahoo

YAHOO!



Ginni Rometty, CEO IBM



Robert Iger, CEO Walt Disney



Tim Cook, CEO Apple



James Dimon, CEO JPMorgan Chase



Rex Tillerson, CEO Exxon Mobile



Sheri McCoy, CEO Avon





Dieter Zetsche
CEO Mercedes-Benz



Mercedes-Benz



Mary T. Barra, CEO General Motors



Satya Nadella, CEO Microsoft



Indra Nooyi, CEO PepsiCo



Meg Whitman, CEO Hewlett Packard

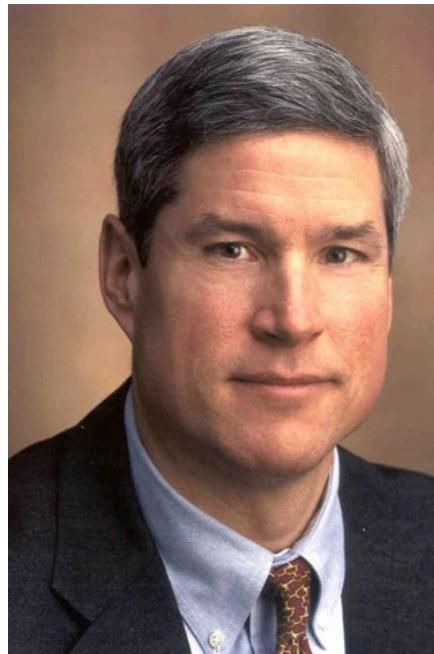


Safra A. Catz, CEO Oracle





Ben van Beurden, CEO Shell



Jeffrey Boyd, CEO Priceline

priceline.com®



Sergio Ermotti, CEO UBS



How much do you think this CEO earns per year?

Please fill in an amount.

This CEO earns \$ per year.

How much do you think this CEO should earn per year?

Please fill in an amount.

This CEO should earn \$ per year.

This CEO actually has an annual income of \$... million [see appendix in the article]? This is \$... per day!

The size of the salary is:

Too low

Just right

Too high



Imagine you could take up this chairman's job. How do you think you would perform?

Inferior to this chairman

Similar to this chairman

Superior to this chairman



The salaries of chairmen and CEOs are sometimes 400 times higher than those of unskilled workers in a factory. The ratio 400:1 is called the pay ratio of CEOs to unskilled workers. Some politicians advocate an upper limit on these pay ratios, so that, by law, they may not be exceeded. What do you think? Should there be an upper limit on the pay ratio of CEOs to unskilled workers in a factory?

Yes

No

Part II Celebrities

Some questions about famous celebrities in general and your opinion of their annual incomes.

How much do you think a famous celebrity earns per year?

Please fill in an amount.

A famous celebrity earns \$ per year.

How much do you think a famous celebrity should earn per year?

Please fill in an amount.

A famous celebrity should earn \$ per year.

CELEB portraits

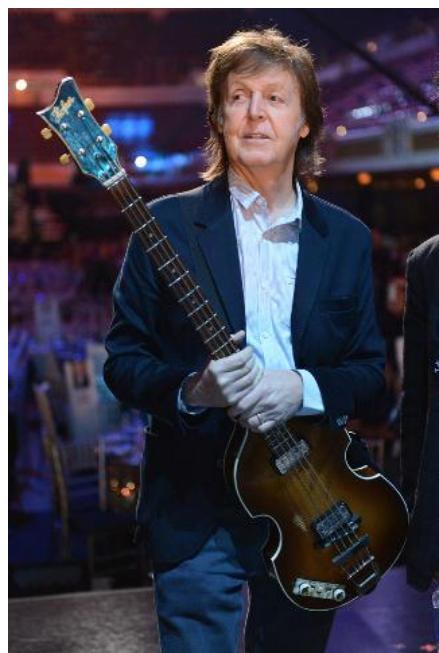
Here, you will find 24 famous celebrities. We would like to ask some questions about these people. Please choose one of these by clicking on the respective portrait, and then click Continue at the bottom of the page.



Ben Roethlisberger, Athlete - Football



Franck Ribery, Athlete - Soccer



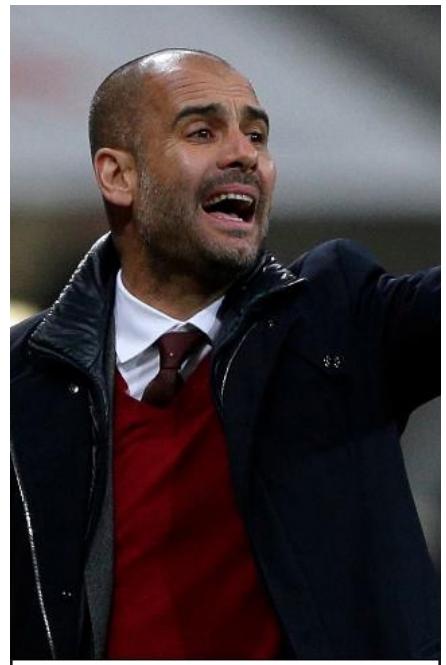
Paul McCartney, Musician



Beyoncé Knowles, Musician



Gisele Bündchen, Supermodel



Pep Guardiola, Soccer Coach



Britney Spears, Musician



Heidi Klum, Supermodel



Roger Federer, Athlete - Tennis



Christiano Ronaldo, Athlete - Soccer



Jackie Chan, Actor



Neymar, Athlete - Soccer



Dirk Nowitzki, Athlete - Basketball



Katy Perry, Musician



Sebastian Vettel, Athlete - Racing



Elton John, Musician



Lady Gaga, Musician



Taylor Swift, Musician



Fernando Alonso, Athlete - Racing



Lewis Hamilton, Athlete - Racing



Tiger Woods, Athlete - PGA



Floyd Mayweather, Athlete - Boxing



Lionel Messi, Athlete - Soccer



Tom Cruise, Actor

How much do you think this celebrity earns per year?

Please fill in an amount.

This celebrity earns \$ per year.

How much do you think this celebrity should earn per year?

Please fill in an amount.

This celebrity should earn \$ per year.

This celebrity actually has an annual income of \$... million [see appendix in the article]? This is \$... per day!

The size of the salary is:

Too low

Just right

Too high



Imagine you could take up this celebrity's job. How do you think you would perform?

Inferior to this
celebrity

Similar to this
celebrity

Superior to this
celebrity



The salaries of celebrities are sometimes 400 times higher than those of unskilled workers in a factory. The ratio 400:1 is called the pay ratio of celebrities to unskilled workers. Some politicians advocate an upper limit on these pay ratios, so that, by law, they may not be exceeded. What do you think? Should there be an upper limit on the pay ratio of celebrities to unskilled workers in a factory?

Yes

No

There are three more questions, but your reply is optional for these.

You are:

- Under 20
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70 to 79
- Over 80

You are:

- Female
- Male

If you have any comments or suggestions, please include them here:

Thank you very much. You can close the browser now.