

# User Demographics

## Preliminary questionnaire

User ID: \_\_\_\_\_

Age: \_\_\_\_\_y/o

How often do you shop online?      ☐ everyday  
☐ once a week  
☐ once every other week  
☐ once a month  
☐ once a year  
☐ never

What is your highest degree of education?      ☐ elementary school  
☐ secondary school (Sekundarschule)  
☐ apprenticeship (Lehrabschluss)  
☐ Matura/BMS  
☐ Bachelor  
☐ Master  
☐ Ph.D.