## [Appendix 1]

## **IMPORTANT** [ Survey for Adults +18 years old ]

- 1. HOUSEHOLD No.: RESIDENT No.:
  - 1.1- NUMBER OF RESIDENTS (per household):
  - 1.2- PERSONAL INFORMATION

Age:

Gender (Male, Female):

Marital Status (Single, Married):

Vehicle Ownership (Type, How many):

Approximate Income per month:

- 1.3- PRIMARY EMPLOYMENT:
- 1.4- **SECONDARY EMPLOYMENT** (if any):
- 1.5- TRAVEL SCHEDULE (24-Hour itinerary of a common weekday):

1.6- HOME ADDRESS (Locate on map)

1.7- LIVING PREFERENCES (Please choose one from each column):

Housing Neighborgood

A- Attractivenes A- Crime Rate

B- Space Supply B- Green Areas Supply

C- Building State C- Surroundings

D- Buy / Rent a House D- Social neighborhood

E- Centrality (near Job)

F- Education facility

Example					
Number	Time	Activity	Location (Exact Place / Map Location / Address / Coordinates)	Travel Mode (how?)	
1	7:30 am	Work	"B" District, in front of market, street "", no. 25-5	bus	
2	12:00 pm	Lunch	"C" District, restaurant, 1 block north of work	walk	
3	5:00 pm	Friend's house	"E" District, street "", no. 10-2	taxi	
4	7:00 pm	Home	"A" District, street "", no. 109-1	bus	
Weekday Travel Schedule					
Number	Time	Activity	Location (Exact Place / Map Location / Address / Coordinates)	Travel Mode (how?)	

## 2. LIFESTYLES (ARELLANO online: https://www.arellano.pe/estilos-de-vida/los-estilos-de-vida-en-latinoamerica/)

## 2.1- What is your main occupation now?

- **(A)** Dependent worker (I work for a company, I like to buy the latest technology products, and I am not the owner)
- **(B)** Independent worker (i have my own business or company)
- (C) my home (I dedicate myself to my home most of the time)
- (D) Student (I study most of the time)
- (E) Eventful (I work from time to time)
- **(F)** Pension
- (G) unemployed (more than 6 months)
- (H) live from rents / receive donations

#### 2.2- What is the last degree of study you reached?

- (A) primary school
- **(B)** incomplete middle school
- (C) complete middle school
- (D) incomplete high school
- (E) complete high school
- (F) short career (less than 2 years)
- (G) higher technical career incomplete
- (H) higher technical career complete (more than 3 years)
- (I) superior university career incomplete
- (J) superior university career complete
- (K) master's degree (2 years)
- (L) doctoral degree (PhD)
- (M) Post bachelor courses (specialized courses)
- (N) none (didn't study)

## 2.3- Now, how do you perceive?

Your personal laboral situation:	Personal economic situation:
<b>(A)</b> 0 (very bad)	<b>(A)</b> 0 (very bad)
<b>(B)</b> 1	<b>(B)</b> 1
(C) 2	(C) 2
<b>(D)</b> 3	<b>(D)</b> 3
<b>(E)</b> 4	(E) 4
<b>(F)</b> 5	<b>(F)</b> 5
(G) 6	( <b>G</b> ) 6
(H) 7 (very good)	(H) 7 (very good)

## 2.4- How much do you agree or disagree with the following phrases?

I like to buy the latest technologies (...)

- (A) 3 (strongly disagree)
- **(B)** 2 (very much disagree)
- (C) 1 (a little disagree)
- **(D)** 1 (a little agree)
- (E) 2 (very much agree)
- (F) 3 (strongly agree)

I usually buy products at lower prices (...)

- (A) 3 (strongly disagree)
- **(B)** 2 (very much disagree)
- (C) 1 (a little disagree)
- **(D)** 1 (a little agree)
- **(E)** 2 (very much agree)
- **(F)** 3 (strongly agree)

#### 2.5- According to the next phrases: how often do you?

Keep up with the latest fashion (...)

- (A) Never
- **(B)** A few times
- (C) Sometimes yes, sometimes no
- **(D)** Almost always
- **(E)** Always

Blame your personal situation to the government

- (A) Never
- **(B)** A few times
- (C) Sometimes yes, sometimes no
- (D) Almost always
- **(E)** Always

Participate in promotions or in offers

- (A) Never
- **(B)** A few times
- (C) Sometimes yes, sometimes no
- **(D)** Almost always
- (E) Alwa

## LIFESTYLES (VALS online: <a href="http://www.strategicbusinessinsights.com/vals/presurvey.shtml">http://www.strategicbusinessinsights.com/vals/presurvey.shtml</a>)

#### 1. I am often interested in theories.

- o Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

# 2. I often ask people's advice about clothes, vacations and other spending decisions.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 3. A good negotiator doesn't just get food in the bowl, but the bowl itself.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 4. I love to make things I can use every day.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 5. I follow the latest trends and fashions.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 6. Just as the Bible says, the world literally was created in six days.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 7. I like being in charge of a group.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 8. I like to learn about art, culture, and history.

- Mostly disagree
- o Somewhat disagree
- Somewhat agree
- Mostly agree

#### 9. I often crave excitement.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 10. I am really interested in only a few things.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 11. I would rather make something than buy it.

- Mostly disagree
- o Somewhat disagree
- Somewhat agree
- Mostly agree

## 12. I dress more fashionably than most people.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 13. The federal government should encourage prayers in public schools.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 14. I have more ability than most people.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 15. I consider myself an intellectual.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 16. Only a fool gives more than they get.

- Mostly disagree
- o Somewhat disagree
- Somewhat agree
- Mostly agree

## 17. I like trying new things.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 18. I am very interested in how mechanical things, such as engines, work.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 19. I like to dress in the latest fashions.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 20. There is too much sex on television today.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 21. I like to lead others.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 22. People who think too much annoy me.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 23. I like a lot of excitement in my life.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 24. I must admit that my interests are somewhat narrow and limited.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 25. I like making things of wood, metal, or other such material.

- Mostly disagree
- o Somewhat disagree
- Somewhat agree
- Mostly agree

#### 26. I want to be considered fashionable.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 27. Religion is the most important way to know what's morally correct.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 28. I like the challenge of doing something I have never done before.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 29. No matter how much evil I see in the world, my faith in God is strong.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 30. I like to make things with my hands.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

## 31. I am always looking for a thrill.

- Mostly disagree
- Somewhat disagree
- o Somewhat agree
- o Mostly agree

## 32. I like doing things that are new and different.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 33. I like to look through hardware or automotive stores.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 34. I would like to understand more about how the universe works.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 35. I need to get the news everyday.

- Mostly disagree
- Somewhat disagree
- Somewhat agree
- Mostly agree

#### 36. **Sex:**

- Male
- Female

#### 37. **Age:**

- o 18-24
- o 25-29
- 0 30-34
- o 35–44
- o 45–54
- 55-6465-74
- o 75 or older

#### 38. Marital Situation/History:

- o Never married
- Now married
- Engaged
- Separated or divorced
- Widowed

## 39. What is the highest level of formal education you have completed?

- Grade 8 or less
- Grades 9–11
- High School or equivalent
- 1 to 3 years of college or technical school
- College graduation (4 years)
- Attended or completed graduate school

40. What was your total household income before taxes for the most recent calendar year (January through December)? By *your household*, we mean all persons living in your primary home who share basic finances with you.

(Please include income received by all members of your household and from all sources, including salaries, pensions, interest, dividends, bonuses, capital gains, and profits.)

- less than \$5,000
- o \$5,000 **-** \$9,999
- o \$10,000 \$14,999
- \$15,000 \$19,999
- o \$20,000 **-** \$24,999
- \$25,000 \$29,999
- o \$30,000 **-** \$34,999
- \$35,000 \$39,999
- o \$40,000 **-** \$44,999
- \$45,000 \$49,999
- \$50,000 \$59,999
- o \$60,000 **-** \$74,999
- \$75,000 **-** \$99,999
- o \$100,000 \$149,999
- o \$150,000 \$199,999
- o \$200,000 \$249,999
- \$250,000 or more

## 41. Are you a student currently enrolled at an institute or university?

- Yes
- No