

# Watches-Questionnaire

REMARKS ON THE DATA FILES: in the questionnaire, each question is marked with the corresponding column in the dataset(V1 to V104). The columns are numbered skipping the ID.

The coding of the labels can be found in the excel file.

You are kindly suggested to **import the data matrix from the text file**. In this way all variables will be identified as numeric. Pay attention to the fact that they are NOT all numeric variables, only the variables measured on scales can be considered as such. Therefore, before imputing variables such as Gender or other categorical variables into regressions, apply the factor function as we have done in classes.

## 1 Type of watch assessment

### 1. How many watches of the following types do you possess?

- **V1** Mechanical watch
- **V2** Quartz watch
- **V3** Smartwatch

### 2. Please divide 100 according to your frequency of use of the following types of watches (the largest the percentage, the higher the frequency of use)

- **V4** Mechanical watch
- **V5** Quartz watch
- **V6** Smartwatch

### 3. V7-What type of watch best represents your personality?

- ☐ Mechanical watch
- ☐ Quartz watch
- ☐ Smartwatch

### 4. Express on a scale from 1 to 7 how much each type of watch corresponds to the following characteristics:

		Mechanical Watch	Quartz Watch	Smartwatch
V8-V10	classy/elegant			
V11-V13	status symbol			
V14-V16	sophisticated			
V17-V19	evergreen			
V20-V22	desirable			
V23-V25	fun			
V26-V28	superfluous			
V29-V31	gratifying			
V32-V34	exciting			
V35-V37	trendy			
V38-V40	sporty			

5. Indicate, on a scale from 1 (extremely unimportant) to 7 (extremely important) which of the following characteristics you think are important for each of the listed type of watches

	Mechanical Watch	Quartz Watch	Smartwatch
V41-V43 design			
V44-V46 reliability			
V47-V49 functionality			
V50-V52 readability			
V53-V55 impermeability			
V56-V58 brand			
V59-V61 material			
V62-V64 price			

6. Indicate which of the listed type of watch you mainly use for the following activities

	Mechanical Watch	Quartz Watch	Smartwatch	no one
V65 job (or school/university)				
V66 free time				
V67 sport				
V68 holidays				
V69 formal occasions (ceremonies, events ...)				

## 2 Lifestyle/socio-demographic characteristics

7. Do you usually practice any of the following activities in your free time? (please mark them)

- ☐ V70 sport
- ☐ V71 outdoor activities
- ☐ V72 reading
- ☐ V73 TV
- ☐ V74 web surfing
- ☐ V75 social networks
- ☐ V76 youtube, netflix ...
- ☐ V77 relax
- ☐ V78 museums
- ☐ V79 cooking
- ☐ V80 videogames
- ☐ V81 hobbies (photography, painting, collectionism ...)
- ☐ V82 social occasions (going out with friends ...)

8. Please divide the watches you possess according to the following categories

	gift	bought	inherited
V83-V85 Mechanical Watch			
V86-V88 Quartz Watch			
V89-V91 Smartwatch			

9. **V92 How large is the city you live in? (please check the corresponding box )**
- ☐ less than 50,000 inhabitants
  - ☐ between 50,000 and 200,000 inhabitants
  - ☐ more than 200,000 inhabitants
10. **How do you usually move? (you can check more than one box)**
- ☐ **V93** by car or by moto
  - ☐ **V94** on foot
  - ☐ **V95** by bike
  - ☐ **V96** by public transport
11. **Please indicate your birth year**
- ☐ **V97**-----
12. **V98-What is your current employment position?**
- ☐ Unemployed
  - ☐ Student
  - ☐ Self employed
  - ☐ Employee (white or blue collar)
  - ☐ Retired
  - ☐ Other
13. **V99-Are you**
- ☐ female
  - ☐ male
14. **V100-What is your education level?**
- ☐ middle school
  - ☐ high school
  - ☐ bachelor degree
  - ☐ master degree
  - ☐ other
15. **V101-What is your income in pounds?**
- ☐ less than 15,000
  - ☐ 15,000-28,000
  - ☐ 28,000-55,000
  - ☐ 55,000-75,000
  - ☐ more than 75,000
16. **Are you willing to buy a watch in the next 12 months? (please check the correponding boxes)**
- ☐ **V102** Mechanical watch
  - ☐ **V103** Quartz watch
  - ☐ **V104** Smartwatch

Thank you!