

BDO Survey

This is a survey regarding some of your activities in Black Desert Online. The responses collected will be used for conducting an analysis on monetisation methods used in BDO.

No personal information that can be traced back to you will be present in the final paper.

***Required**

1. What is your age? (in numbers) *

2. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Other

Characters and Playtime

3. How many characters do you have in total in Black Desert Online? *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10
- ☐ 10+

4. How many female characters do you have in Black Desert Online? (excluding Tamer and Shai) *

Mark only one oval.

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10
- ☐ 10+

5. What is your total playtime in Black Desert Online? (in hours) *

6. What is your playtime on your main (favourite) character? (in hours) *

7. What is the gender of your main character? *

Mark only one oval.

- ☐ Male
- ☐ Female

Packages
and
Value
Packs

Answers to money-related questions can be found by accessing your account dashboard on the official website for Black Desert Online: <https://www.naeu.playblackdesert.com>.
Records go as far back as 90 days ago.

8. Which packages have you purchased for Black Desert Online? (Select all that apply) *

Tick all that apply.

- ☐ Traveler Edition
- ☐ Explorer Edition
- ☐ Conqueror Edition
- ☐ Eternal Winter Edition
- ☐ Got the game for free

9. How important is having a Value Pack active to your enjoyment of the game? *

Mark only one oval.

| | | | | | | | | | | | |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Not important at all | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very important |

10. How important are having Blessing of Kamasylve and Secret Book of Old Moon active to your enjoyment of the game? *

Mark only one oval.

| | | | | | | | | | | | |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Not important at all | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very important |

11. How many 30 day Value Packs have you successfully purchased from the Central Market before? *

Enter 0 if never purchased one from the Central Market before

12. How many 30 day Blessings of Kamasylve and Secret Books of Old Moon have you successfully purchased from the Central Market before? *

Enter 0 if never purchased one from the Central Market before

13. How much money (in \$USD) have you spent on purchasing Value Packs in the Pearl Shop for Black Desert Online? *

Enter 0 if never purchased one before. Assume the ratio of \$10 to 1000 Pearls.

14. How much money (in \$USD) have you spent on purchasing Blessings of Kamasylve and Secret Books of Old Moon in the Pearl Shop for Black Desert Online? *

Enter 0 if never purchased one before. Assume the ratio of \$10 to 1000 Pearls.

Cosmetic vs. Functional

Rough estimates are fine if you cannot recall details clearly! Thank you!

15. How many character outfits have you successfully purchased from the Central Market in Black Desert Online? *

Only include outfit/costumes that you purchased purely for cosmetic reasons (purchasing outfits to melt for Cron Stones will be included in the next question). Enter 0 if never purchased one before.

16. How much money (in \$USD) have you spent on purchasing cosmetic items (e.g., outfits/costumes, horse armor, furnitures, decorations, etc) in the Pearl Shop in Black Desert Online? *

Only include outfit/costumes that you purchased purely for cosmetic reasons (purchasing outfits to melt for Cron Stones will be included in the next question). Enter 0 if never purchased one before. Assume the ratio of \$10 to 1000 Pearls.

17. How much money (in \$USD) have you spent on purchasing functional items (e.g., pet, campsite, weight limit, transaction/storage maid, inventory/storage expansion, artisan's memory, etc) in the Pearl Shop in Black Desert Online? *

For the purpose of this question, exclude Value Pack, Blessing of Kamasylve, and Secret Book of Old Moon purchases. If you purchased an outfit to melt it into Cron Stones then please include it in this section. Enter 0 if never purchased one before. Assume the ratio of \$10 to 1000 Pearls.

18. How much money (in \$USD) have you spent in-game on Black Desert Online in total? *

For the purpose of this question, please exclude the amount spent on game package purchases.

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