**Screener – Kaspersky New Brand Platform Pillars B2C**

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| **Country** | 1) India2) Indonesia 3) Brazil4) Mexico5) UAE / Saudi Arabia 6) France7) Germany |
| **Quantity of respondents** | 12 respondents for each country |
| **Gender** | Male (at least 8 respondents) / Female (at least 4 respondents) |
| **Age** | 1. 18-29 y.o. (at least 3 respondents);
2. 30-44 y.o. (at least 3 respondents);
3. 45+ y.o. (at least 3 respondents)
 |
| **Children** | Respondents have children of 5-12 y.o. (at least 4 respondents) |
| **Games** | Respondents spend at least 5 hours per week playing games on PC / mobile devices (at least 4 respondents) |
| **Online payment** | Respondents make online payments at least 2 times a month.«At least once a month» frequency is acceptable if the respondent meets all of the other criteria |
| **Other features** | If possible, at least 2 respondents who meet the criteria «spend at least 5 hours per week playing games on PC / mobile devices» should not overlap with those who have children 5-12 y.o. |
| **Owner of the device** | Respondents have a PC / laptop, mobile devices (smartphone / tablet) for personal use (at least one of the devices listed) |
| **Awareness / antivirus usage** | Respondents are aware of what an antivirus is; they are familiar with several brands.They use at least one of them in a paid version on any of their devicesFor Germany: from 3 to 6 Kaspersky usersFor other countries it is also desirable to comply with the requirement (best effort)All respondents independently made the decision to purchase a paid antivirus product; At least 9 respondents who have independently chosen the vendor of their antivirus based on personal experience or collected information. |

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| **N** | **Question** | **Answer** |
| Q1 | In which country do you live now?(*open question*) | 1) India2) Indonesia 3) Brazil4) Mexico5) UAE / Saudi Arabia 6) France7) Germany 8) Other (DISMISS)**QUOTA:** onlyrespondents living in countries from the list |
| Q2 | Do you work as a journalist or for an antivirus company?(*one answer*) | 1. Yes (DISMISS)
2. No

**QUOTA:** none of the respondents work as a journalist / in an anti-virus company |
| Q3 | What is your age?*(one answer)* | 1. Less than 18 y.o. (DISMISS)
2. 18-29
3. 30-44
4. 45 y.o. and older

**QUOTA:** at least 3 respondents in each age group |
| Q4 | What is your gender?*(one answer)* | 1. Female
2. Male

**QUOTA:** at least 4 women |
| Q5 | Which of the following devices do you personally use?*(multiple answer)* | 1. Desktop (Windows/ iMac PC )
2. Windows Notebook / MacBook
3. Android Smartphone / iPhone
4. Android Tablet / iPad
5. Other (specify) (DISMISS IF ONLY THIS ANSWER IS MENTIONED)
6. No devices for personal use (DISMISS)

**QUOTA:** there is at least one device from the listed in personal use |
| Q6 | Do you know what is an antivirus software? *(one answer)* | 1. Yes
2. No (DISMISS)

**QUOTA:**  all respondents know what an antivirus is |
| Q7 | What antivirus brands do you know? *(open question)* | 1. Specify, please: \_\_\_\_\_\_
2. I don't know any brands (DISMISS)

**QUOTA:**  all respondents know several (at least 2) antivirus brands |
| Q8 | Do you personally use any antivirus software at the moment?*(one answer)* | 1. Yes, only one
2. Yes, several
3. No (DISMISS)

**QUOTA:** all respondents use at least one antivirus on any of their devices; |
| Q9 | What version of antivirus software do you use at the moment? If you use several versions of antivirus software, select all that apply*(multiple answer)* | 1. Paid
2. Trial (DISMISS IF V1 IS NOT CHOSEN)
3. Free (DISMISS IF V1 IS NOT CHOSEN)

**QUOTA:** all respondents use the paid version of the antivirus |
| Q10 | Specify the brand of paid antivirus you use at the moment. If you use several brands of paid antivirus, select all that apply*(multiple answer)* | 1. Avast
2. ESET
3. Avira
4. AVG
5. Kaspersky
6. Norton
7. McAfee
8. Other (specify)

**QUOTA:** For Germany: from 3 to 6 Kaspersky users. For other countries it is also desirable to comply with the requirement (best effort) |
| Q11 | What type of paid antivirus software do you use at the moment? (for example., Avast Ultimate, Norton 360 Standard)*(open question)* | Specify, please: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**QUOTA:** The developer of the paid antivirus used in the past is different from the developer of the paid antivirus that is being used now |
| Q12 | How long have you been using this paid antivirus? If you use several, answer about the one you started using last.*(one answer)* | 1) Less than 1 year *(preferred)* 2) 1-2 years3) 2-4 years4) 4-5 years5) More than 5 years**NO QUOTA** |
| Q13 | Have you had any experience with paid antivirus before? Renewing a paid license does not count as using another product.*(one answer)* | 1) No, this is my first paid antivirus; never used anything before or had free solutions (MOVE TO Q15)2) Yes, I have previously used a paid antivirus product from another developer3) Yes, I have previously used another paid antivirus product from the same developer**NO QUOTA** |
| Q14 | Specify the name of paid antivirus you have used before (for example, Avast Ultimate, Norton 360 Standard) *(open question)* | Specify, please: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**NO QUOTA** |
| Q15 | Who made the decision to buy the antivirus product you are currently using?*(one answer)* | 1) I made it myself4) Someone from my family (DISMISS)5) It was pre-installed on my device (DISMISS)6) Other (DISMISS)**QUOTA:** All respondents independently made the decision to purchase a paid antivirus |
| Q16 | How did you choose the vendor of the paid antivirus product that you are currently using? *(one answer)* | 1) Chose the vendor independently based on personal experience or information found2) Chose the vendor on the friends’ or family members’ recommendation (NO MORE THAN 2 RESPONDENTS)3) Chose the vendor on the sales consultant’s recommendation (NO MORE THAN 1 RESPONDENT)**QUOTA:** At least 9 respondents who have independently chosen the vendor of their antivirus based on personal experience or collected information. |
| Q17 | Take screenshots for all types of paid antivirus software you use at the moment Take screenshots for:* Main screen of the antivirus
* License section where it is mentioned about license and its validity period

 And attach them here (possibility to attach multiple files) |  |
| Q18 | Do you play games on any of your personal devices? *(one answer)* | 1. Yes
2. No (MOVE TO Q21)

**QUOTA:** at least 4 respondents play games on at least one of their personal devices |
| Q19 | Which of your personal devices do you use for playing games? If you play on multiple devices, select all that apply *(multiple answer)*  | 1. Desktop (Windows/ iMac PC)
2. Windows Notebook / MacBook
3. Android Smartphone / iPhone
4. Android Tablet / iPad
5. Other (specify)

\*Devices marked in B5 are available for selection**QUOTA:** at least 4 respondents play games on at least one of their personal devices |
| Q20 | How often do you play games *on this device*?\* The question is asked about each of the devices marked in Q15 *(one answer)* | 1) 1-4 hours per week or less2) 5-9 hours per week3) 10 hours a week or more4) I don't play on this deviceIf possible, at least 2 respondents who meet the criteria «spend at least 5 hours per week playing games on PC / mobile devices» should not overlap with those who have children 5-12 y.o.**QUOTA:** at least 4 respondents play at least 5 hours a week. |
| Q21 | How often do you make purchases/pay for services online (including utility services, cellular communications, etc.)? *(one answer)* | 1) less than once in a month (DISMISS)2) once in a month3) two times a month4) three times a month or more5) I don`t make online payments (DISMISS)**QUOTA:** respondents make online payments at least 2 times a month.«At least once a month» frequency is acceptable if the respondent meets all of the other criteria |
| Q22 | Do you have any children? *(one answer)* | 1) Yes, and at least one child lives with me most of the time2) Yes, and most of the time the child/children do not live with me3) I have no children (MOVE TO Q24)**QUOTA:** at least 4 respondents have a child / children |
| Q23 | How old are your child/children living with you? If you have more than one child living with you, please list the age of each child. *(open question)* | Specify, please:\_\_\_\_\_**QUOTA:** at least 4 respondents have a child/children 5-12 y.o.\* If possible, at least 2 respondents who meet the criteria «spend at least 5 hours per week playing games on PC / mobile devices» should not overlap with those who have children 5-12 y.o. |
| Q24 | What other information security-related products do you use (besides antivirus)? *(multiple choice)* | 1. Password Manager
2. VPN
3. Wi-Fi network and router protection
4. Parental Control
5. Device performance, optimization and cleanup
6. Cloud Backup
7. Security of Smart Home devices
8. Identity theft protection
9. Privacy protection

10) Crypto wallet |
| Q25 | How would you define your level of English? *(one answer)* | 1) Just basics (DISMISS) 2) Can read with a dictionary (DISMISS)3) Read texts in English without a dictionary4) Can use professional software5) Communicate freely on professional topics**QUOTA:** all respondents have a level of English *Can read with a dictionary* |

**INVITATION TO PARTICIPATE**