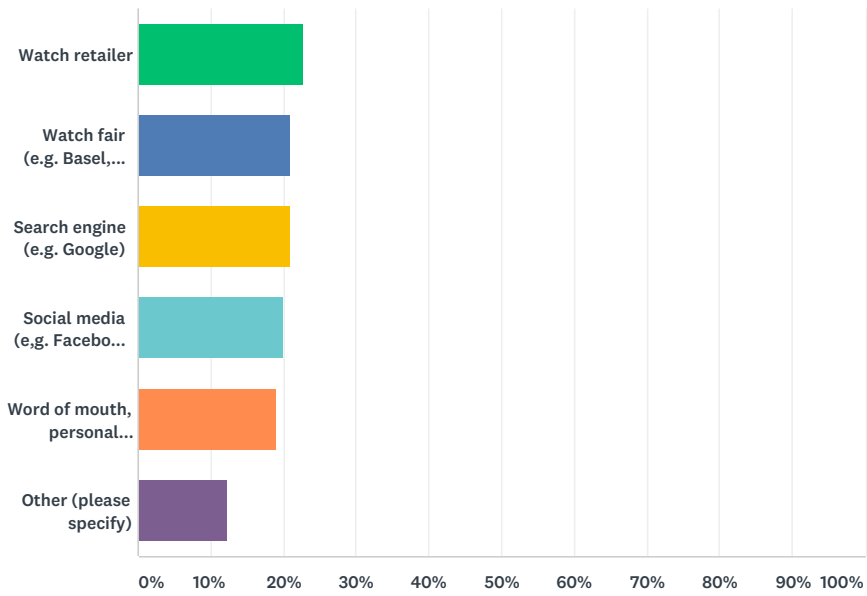


Q1 How did you learn about Europa Star?

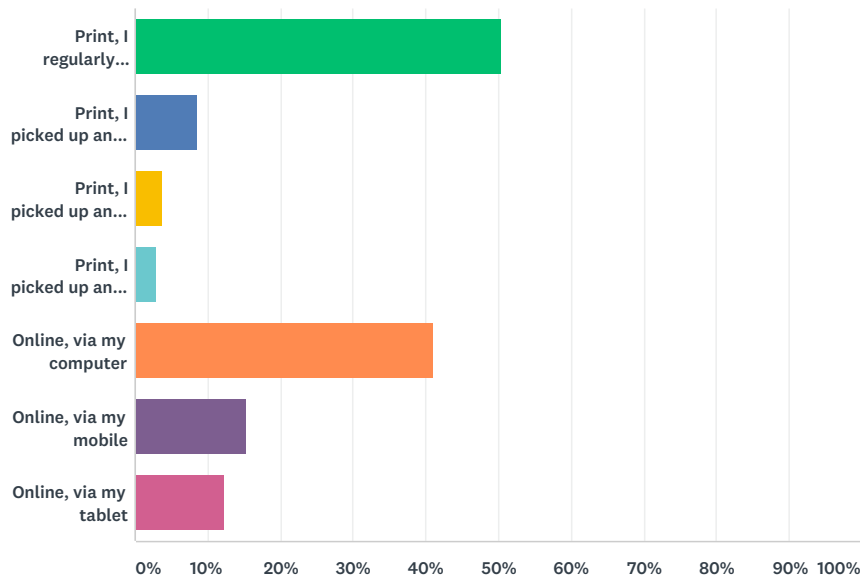
Answered: 105 Skipped: 4



ANSWER CHOICES	RESPONSES	
Watch retailer	22.86%	24
Watch fair (e.g. Basel, Geneva, Las Vegas, Hong Kong, Miami, Mexico)	20.95%	22
Search engine (e.g. Google)	20.95%	22
Social media (e.g. Facebook, Instagram)	20.00%	21
Word of mouth, personal recommendation	19.05%	20
Other (please specify)	12.38%	13
Total Respondents: 105		

Q2 In which format do you read Europa Star?

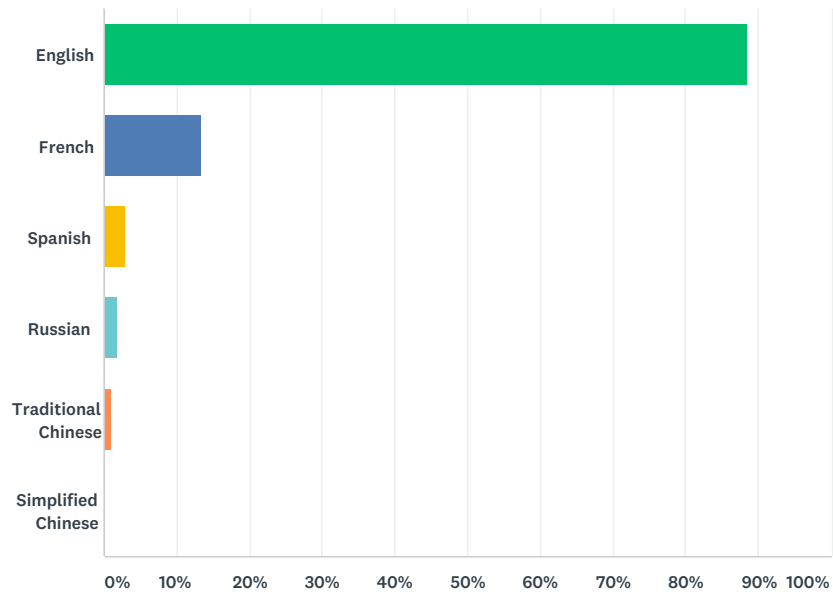
Answered: 105 Skipped: 4



ANSWER CHOICES	RESPONSES	
Print, I regularly receive an issue	50.48%	53
Print, I picked up an issue at an event or watch fair	8.57%	9
Print, I picked up an issue at a watch store	3.81%	4
Print, I picked up an issue through a personal connection	2.86%	3
Online, via my computer	40.95%	43
Online, via my mobile	15.24%	16
Online, via my tablet	12.38%	13
Total Respondents: 105		

Q3 What is your preferred language for reading Europa Star?

Answered: 104 Skipped: 5



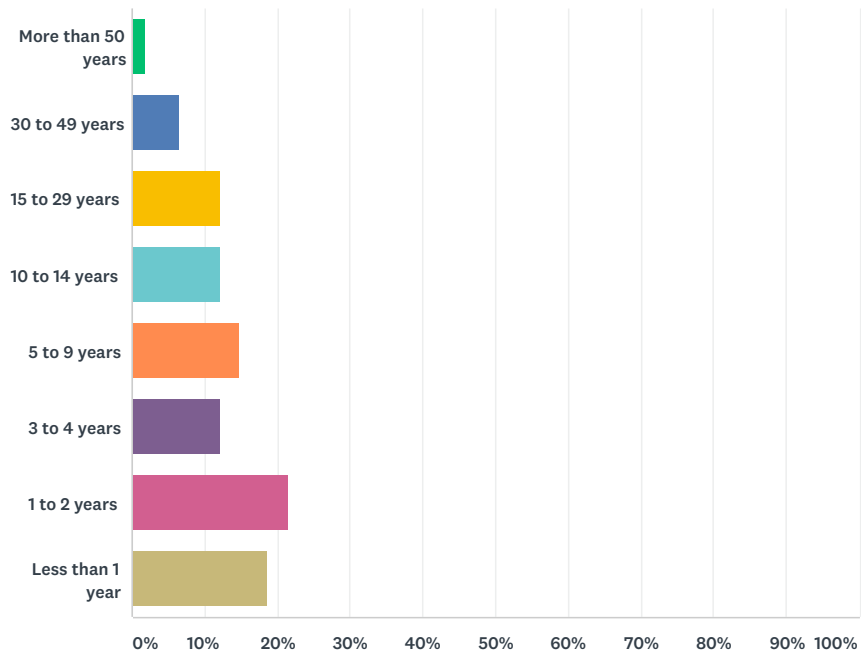
ANSWER CHOICES	RESPONSES	
English	88.46%	92
French	13.46%	14
Spanish	2.88%	3
Russian	1.92%	2
Traditional Chinese	0.96%	1
Simplified Chinese	0.00%	0
Total Respondents: 104		

Q4 In which city and country are you reading us?

Answered: 100 Skipped: 9

Q5 How long have you been reading Europa Star?

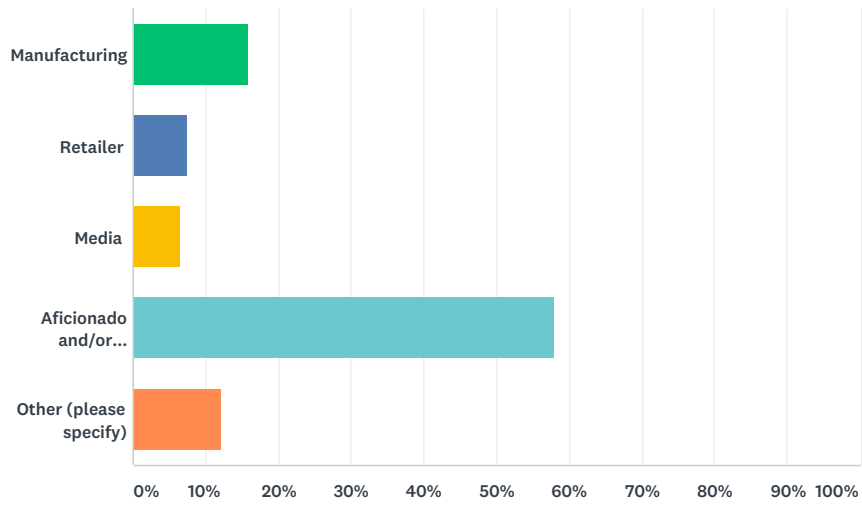
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
More than 50 years	1.87%	2
30 to 49 years	6.54%	7
15 to 29 years	12.15%	13
10 to 14 years	12.15%	13
5 to 9 years	14.95%	16
3 to 4 years	12.15%	13
1 to 2 years	21.50%	23
Less than 1 year	18.69%	20
TOTAL		107

Q6 What is your connection to the watch industry?

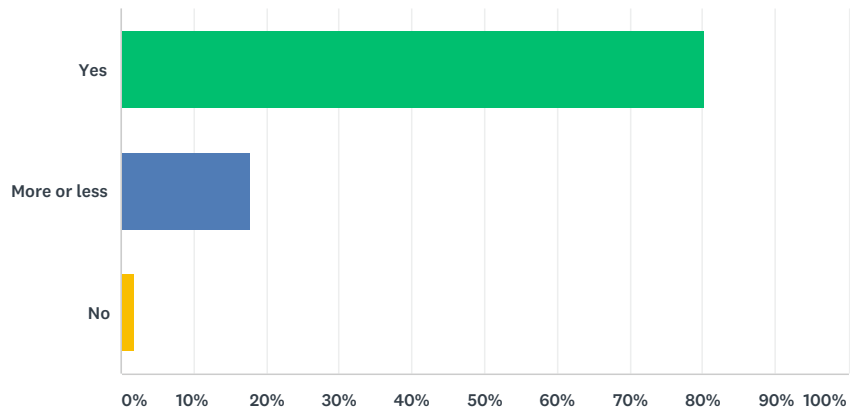
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Manufacturing	15.89%	17
Retailer	7.48%	8
Media	6.54%	7
Aficionado and/or collector	57.94%	62
Other (please specify)	12.15%	13
TOTAL		107

Q7 Are you satisfied with Europa Star's editorial content?

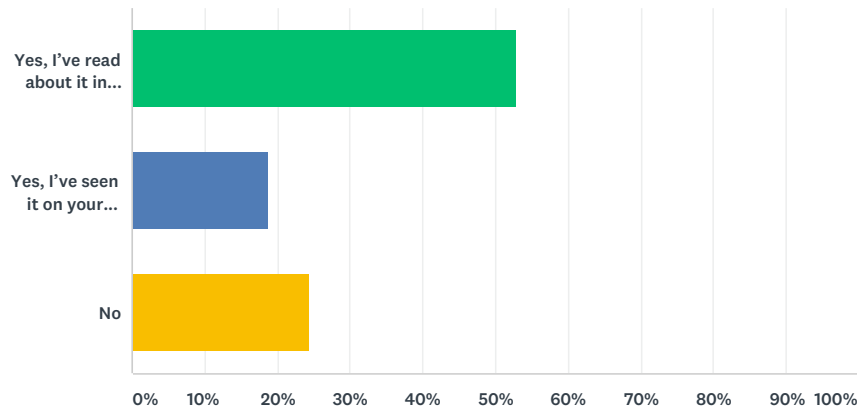
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	80.37%	86
More or less	17.76%	19
No	1.87%	2
TOTAL		107

Q8 Are you aware of our project to digitise all our publications since 1927?

Answered: 106 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes, I've read about it in your magazine	52.83%	56
Yes, I've seen it on your social media	18.87%	20
No	24.53%	26
TOTAL		106

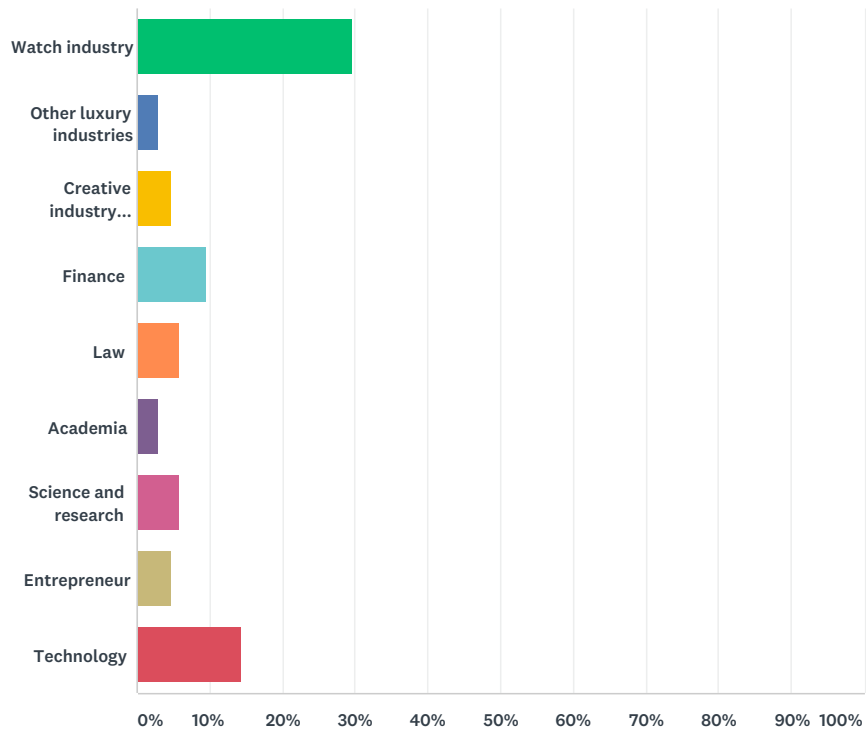
Q9 Are you a member of the Europa Star Club, which provides access to our archives, magazines and online articles? If so, why did you subscribe to the Europa Star Club? If not, what might encourage you to subscribe?

Answered: 80 Skipped: 29

ANSWER CHOICES	RESPONSES	
Yes, I am a member because	18.75%	15
No, but I will become a member if	81.25%	65

Q10 What is your field of activity?

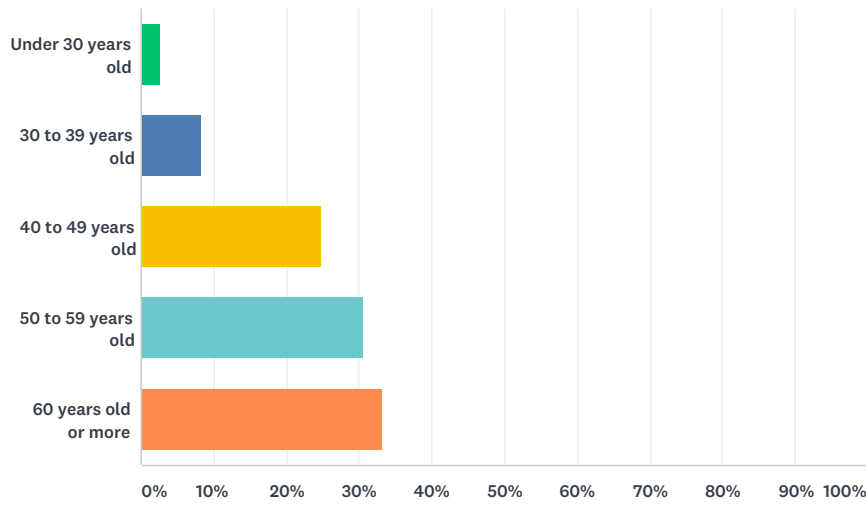
Answered: 104 Skipped: 5



ANSWER CHOICES	RESPONSES	
Watch industry	29.81%	31
Other luxury industries	2.88%	3
Creative industry (design, arts)	4.81%	5
Finance	9.62%	10
Law	5.77%	6
Academia	2.88%	3
Science and research	5.77%	6
Entrepreneur	4.81%	5
Technology	14.42%	15
TOTAL		104

Q11 How old are you?

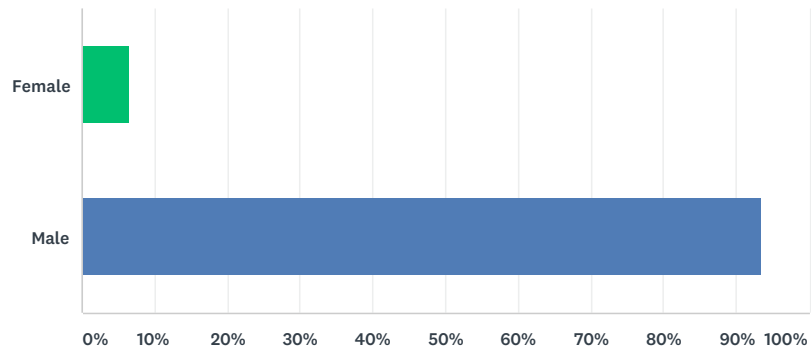
Answered: 108 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 30 years old	2.78%	3
30 to 39 years old	8.33%	9
40 to 49 years old	25.00%	27
50 to 59 years old	30.56%	33
60 years old or more	33.33%	36
TOTAL		108

Q12 What is your gender?

Answered: 107 Skipped: 2



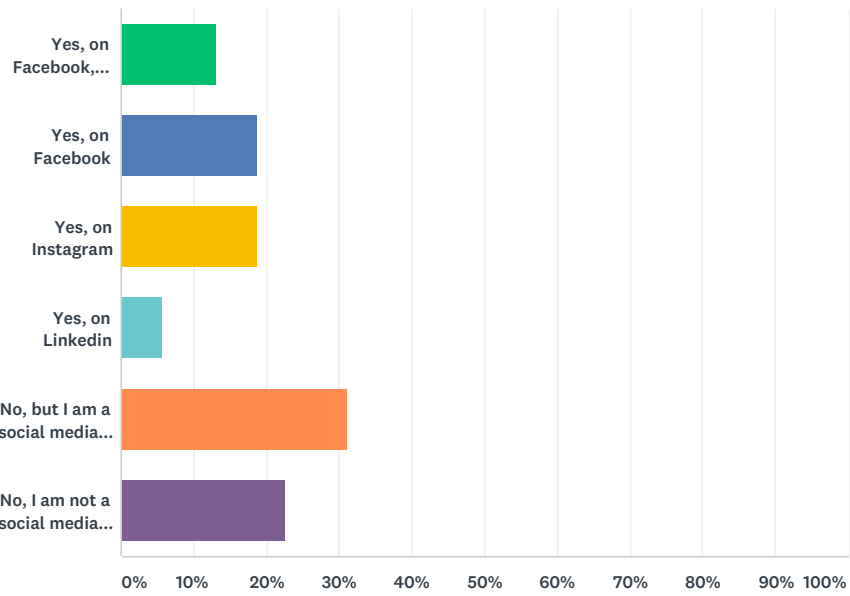
ANSWER CHOICES	RESPONSES	
Female	6.54%	7
Male	93.46%	100
TOTAL		107

Q13 What recommendations would you make to improve your experience with us?

Answered: 76 Skipped: 33

Q14 Do you follow us on social media?

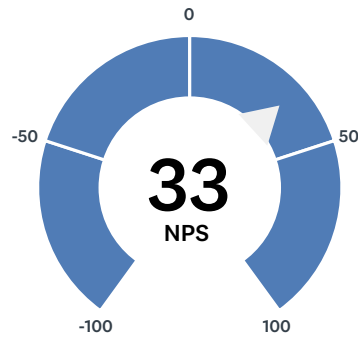
Answered: 106 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes, on Facebook, Instagram and LinkedIn	13.21%	14
Yes, on Facebook	18.87%	20
Yes, on Instagram	18.87%	20
Yes, on LinkedIn	5.66%	6
No, but I am a social media user	31.13%	33
No, I am not a social media user	22.64%	24
Total Respondents: 106		

Q15 How likely is it that you would recommend our website to a friend or colleague?

Answered: 102 Skipped: 7



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
19% 19	29% 30	52% 53	33