# Global Consumer Survey

Content & Methodology

statista

# OVERVIEW

# The Statista Global Consumer Survey: 28 countries, >1,400 brands, and >120,000 consumers

Introduction

## A global perspective on consumption, attitudes, and behaviors

The Statista Global Consumer Survey offers a global perspective on consumption and media usage, covering the offline and online world of the consumer. It is designed to help marketers, planners and product managers understand consumer behavior and consumer interactions with brands.

## More than 50 industries and topics

The Global Consumer Survey contains data on more than 50 industries and topics including social media, eCommerce & retail, internet and device usage, digital media, mobility, finance, health, smart home, travel, eServices and others.

## More than 1,400 brands from 25 consumer goods categories

The survey covers more than 700 topics from categories such as social networks, messenger services, search engines, apparel, online and offline store brands, smartphones, music streaming, VoD, games, car makes, online and mobile payment, eHealth devices, smart speakers, etc..

## Browser-based DIY analyses

The data from the Global Consumer Survey comes alive in the Statista Customer Cloud®. With this interactive browser-based evaluation tool users can create their individual target groups and analyses.

# Compare survey data from 28 countries – covering 84% of the global GDP[1]

Country coverage

## Extended version of the survey

The extended version of the survey comprises a total of 158 dimensions. For each country 8,500 to 20,000 consumers were interviewed. This extended survey version was conducted in:

- Austria
- Canada
- China
- France
- Germany
- Italy
- Spain
- Switzerland
- United Kingdom[2]
- United States of America[2]

## Basis version of the survey

The basis version of the survey comprises 73 dimensions. In each country roundabout 1,000 inhabitants were interviewed:

- Argentina
- Australia
- Brazil
- Colombia
- Finland
- India[3]
- Indonesia
- Republic of Korea
- Mexico
- Morocco
- Netherlands
- Nigeria
- Poland
- Russian Federation
- South Africa
- Sweden
- Turkey
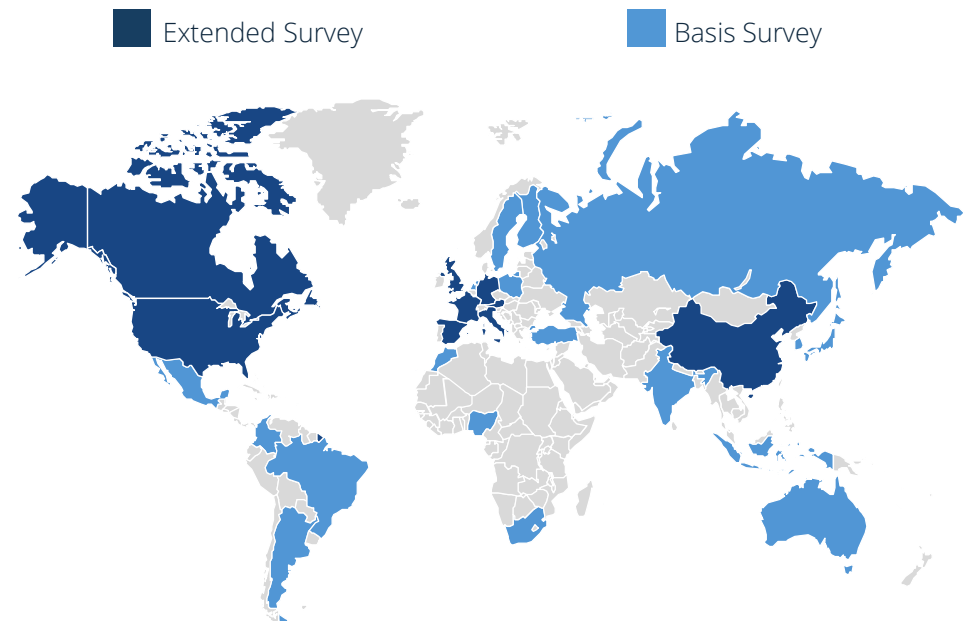
■ Extended Survey          ■ Basis Survey

# Explore the attitudes and behaviors of consumers regarding more than 50 industries and topics

Industries and topics

## Marketing & Social Media
- Customer Journey
- Social Media & Word of Mouth
- Websites & Apps

## Digital Media
- Digital Music
- Video on Demand
- ePublishing
- Video Games

## Health
- Health Care & Health insurance
- Pharmacy & Medication
- eHealth

## eServices
- Ticket Bookings
- Food Delivery
- Online Dating

## eCommerce & Retail
- Shopping Behavior
- Retail & FMCG
- Online Shopping
- Food & Nutrition

## Mobility
- Car Ownership & Purchase
- Mobility Services
- Smart Car Features

## Smart Home
- Ownership & Intention
- Accommodation

## Characteristics & Demographics
- Demographics
- Life Values
- Consumption
- Typologies
- Etc.

## Internet & Devices
- Internet Usage & Attitudes
- Mobile Internet Usage

## Finance
- Personal Finance
- Banking & Financial Services
- Online & Mobile Payment

## Travel
- Private & Business Travel
- eTravel

## Additional Characteristics
- Work Life
- Hobbies & Interest
- Retail & Purchases
- Etc.

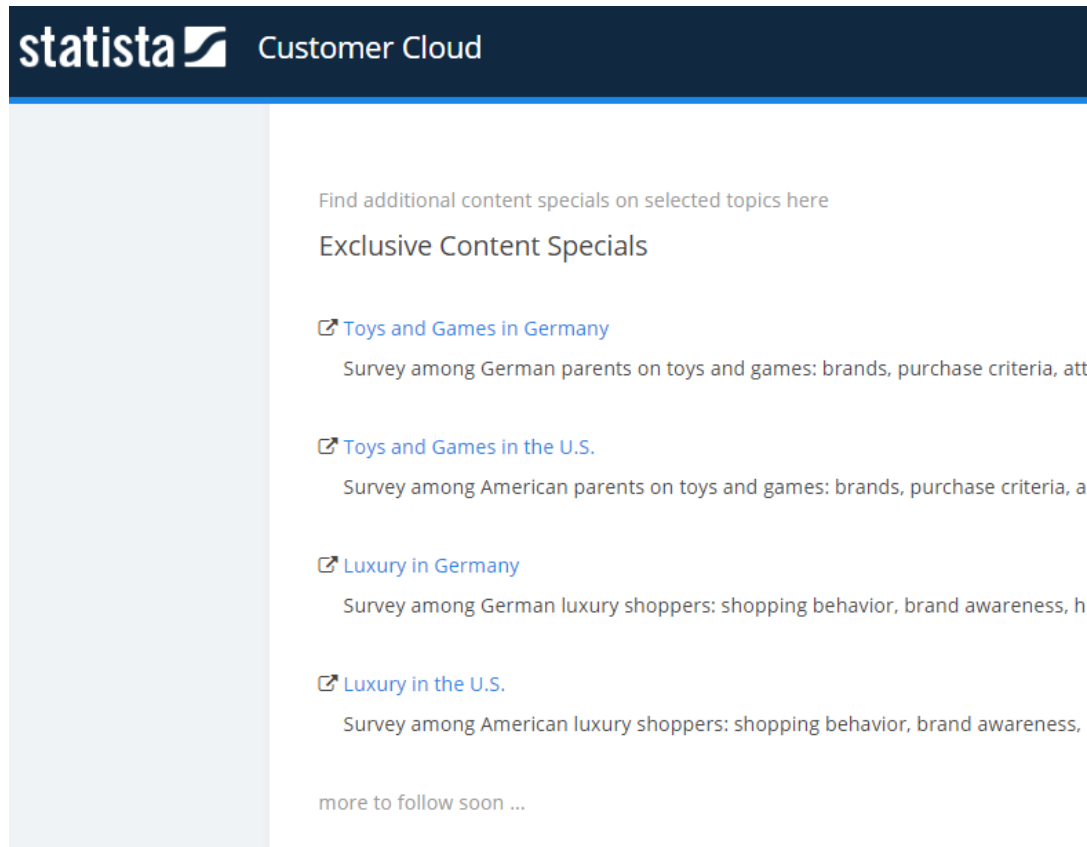# Insights into topics and markets of special interest

Content Specials

**The Global Consumer Survey covers additional survey data on interesting subtopics for custom analyses of industries and topics.**

We generate new content with the latest trends and current consumer insights on a day-to-day basis. These surveys are smaller in terms of regional scope and number of respondents – compared to the main Global Consumer Survey – but still

- generate in-depth information on a market
- cover special interest topics and markets
- provide deep dives into affected and/or interested target groups

Not every market is relevant to each and every onliner: Our Content Specials are conducted among those who are actually affected and/or interested, instead of covering a general online population. They are independent from our main survey and do not follow the yearly update cycle.

statista ◢ Customer Cloud

Find additional content specials on selected topics here

## Exclusive Content Specials

☑ Toys and Games in Germany

Survey among German parents on toys and games: brands, purchase criteria, att

☑ Toys and Games in the U.S.

Survey among American parents on toys and games: brands, purchase criteria, a

☑ Luxury in Germany

Survey among German luxury shoppers: shopping behavior, brand awareness, h

☑ Luxury in the U.S.

Survey among American luxury shoppers: shopping behavior, brand awareness,
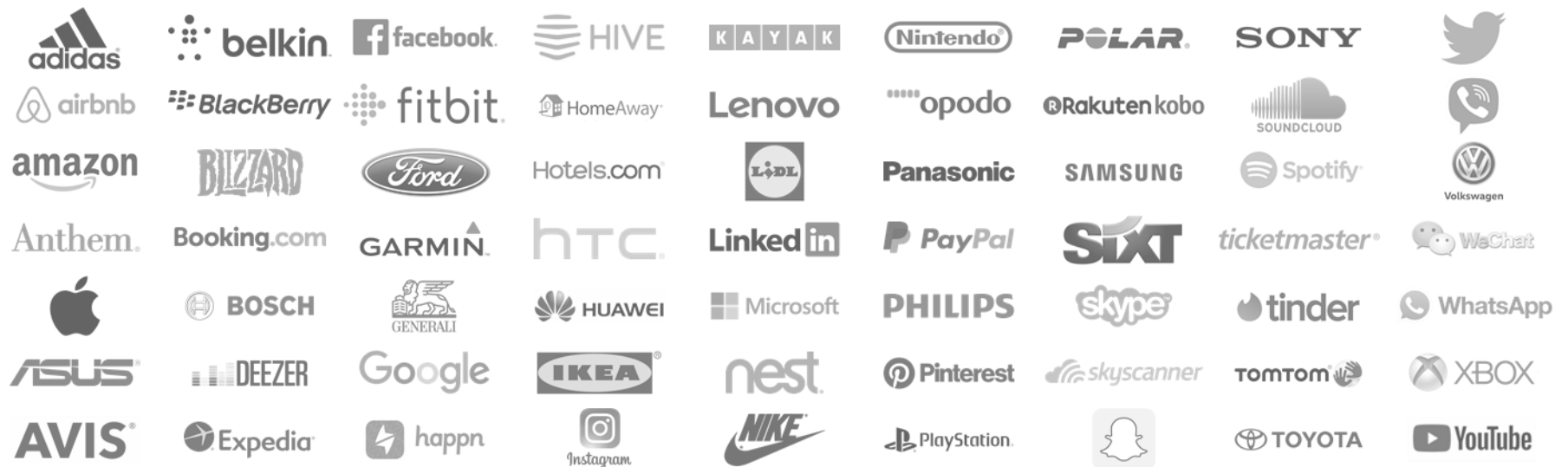
more to follow soon …

# Get information on more than 1,400 international brands

Brands

## The extended survey covers more than 1,400 different brands

The Global Consumer Survey contains 25 product and service categories with a total of 1,430 brands. You can find the entire list here.

## Selection of international brands covered by the Global Consumer Survey

# TARGET GROUPS

# Select and combine target groups from 24 internationally comparable dimensions

Characteristics and demographics

## Choose from 24 dimensions

The survey covers 24 dimensions that can be used to select and combine target groups.

The set of indicators includes demographics, various value- and lifestyle-related topics and some composite indicators that have been constructed from multiple dimensions through scoring, clustering, and other statistical means.

## Demographics

- Age
- Gender
- Ethnicity[1]
- Education
- Household income
- Employment

## Living situation

- Region[2]
- Size of community
- Type of community
- Household size
- Marital status
- Children in household

## Internet & media

- Frequency of private internet usage
- Devices used for internet access
- Advertising touchpoints
- Social media activities
- Media consumption
- Social media activities
- Brand awareness by categories

## Attitudes and values

- Life values
- Lead user segments[2]

## Segmentations/typologies

- Purchase decision makers[2]
- Brand-aware consumers
- Customer satisfaction / loyalty typology

1: U.S. and UK only
2: in the extended survey only

# Define more specific target groups by using 100+ additional characteristics

Additional characteristics from profiling data

## More than 100 dimensions to choose from

In addition to the survey data, the Global Consumer Survey contains characteristics from the most recent profiling data available for each respondent.

## What is profiling data?

Participants in market research online panels frequently take standardized profiling surveys in order to get invited to more suitable market research studies.

Taking part in profiling surveys is optional, e.g. a dog owner might be more likely to take part in a survey on pet ownership than a non-owner[1].

## Our approach

To provide as much data as possible for the Global Consumer Survey, we preferably but not exclusively send out invitations to respondents with profiling data available.

A positive side effect: Profiled respondents have undergone more quality checks and generally provide higher data quality.

## Additional Profiling Data Categories

**Personal Information**, e.g. birth year and gender of children

**Household Situation**, e.g. pet ownership, planned home improvements

**Work Life & Decision Making**, e.g. field of expertise, position in organization

**Smoking**, e.g. cigarette brands

**Health**, e.g. usage of spectacles and hearing aids

**Finances & Insurances**, e.g. insurance coverage, participation in stock trading

**Politics**, e.g. political party, frequency of voting

**Retail & Purchase Behavior**, e.g. purchase of children's clothing

**Food & Nutrition**, e.g. frequency of fast food consumption

**Traveling**, e.g. preferred types of vacations, airlines flown with

**Vehicles**, e.g. ownership of motorcycles

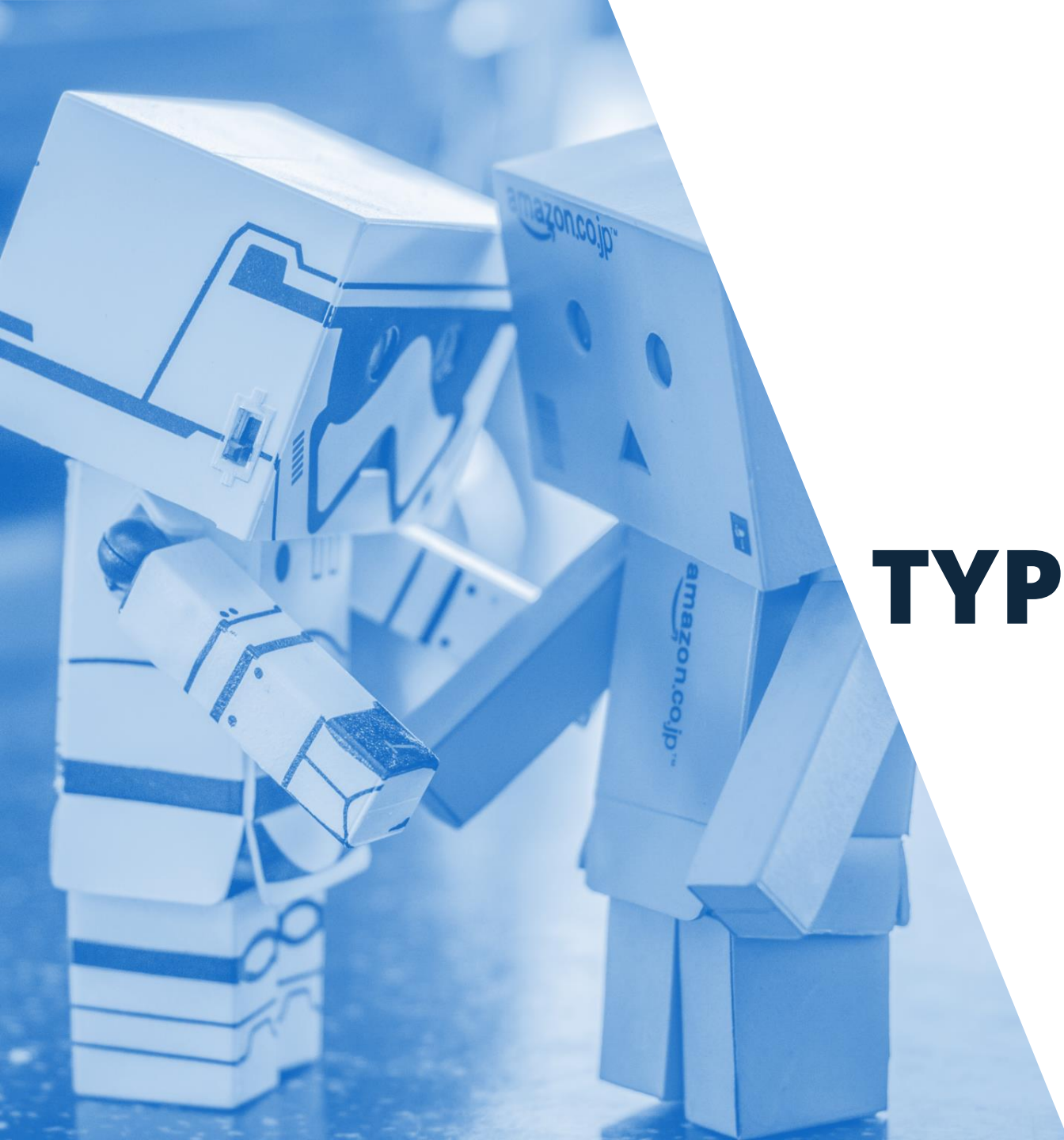**Consumer Electronics**, e.g. ownership of electronic products

**Mobile Device Usage**, e.g. used smartphone features

**Hobbies & Interest**, e.g. sports activities

**Movies & TV**, e.g. preferred music genres

**Smartphone**, e.g. used smartphone features

**Video Gaming**, e.g. time spent playing video games, types of video games

1: since respondents choose questions based on the individual relevance of the topics, profiling data does not meet the requirements for a representative sample and is not available for every respondent.

# TYPOLOGIES

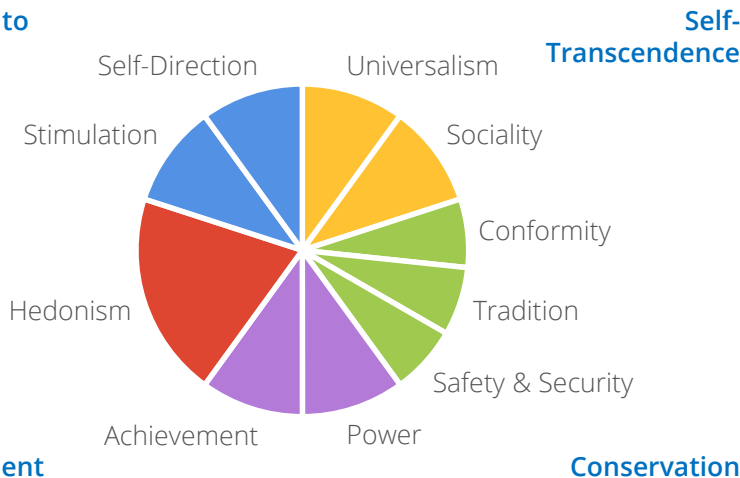# Use the Life Value Types to target consumers by what matters to them most
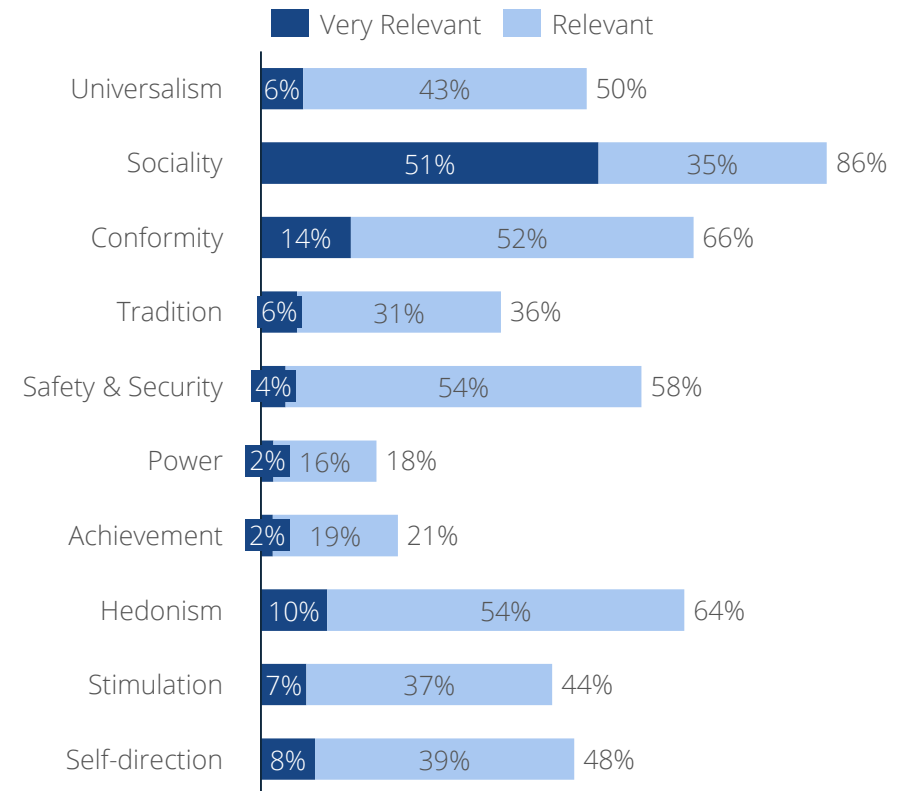
Example (1/3)

## Life Values

Our values influence how we react to advertising appeals or product offerings. Therefore, international marketing and product managers need to understand their target audience's values and beliefs.

The Global Consumer Survey features 10 life values, inspired by the theory of basic human values[1], which are recognized throughout all major cultures. They let users analyze the value profiles of individual target groups or make cross-country comparisons.

**Openness to Change**

**Self-Transcendence**

Self-Direction

Universalism

Stimulation

Sociality

Conformity

Hedonism

Tradition

Achievement

Power

Safety & Security

**Self-Enhancement**

**Conservation**

## Life Values in the U.S.[2]

■ Very Relevant　■ Relevant

| | Very Relevant | Relevant | Total |
|---|---|---|---|
| Universalism | 6% | 43% | 50% |
| Sociality | 51% | 35% | 86% |
| Conformity | 14% | 52% | 66% |
| Tradition | 6% | 31% | 36% |
| Safety & Security | 4% | 54% | 58% |
| Power | 2% | 16% | 18% |
| Achievement | 2% | 19% | 21% |
| Hedonism | 10% | 54% | 64% |
| Stimulation | 7% | 37% | 44% |
| Self-direction | 8% | 39% | 48% |

12

# Use Customer Satisfaction Types to analyze the competitive landscape in 8 key markets
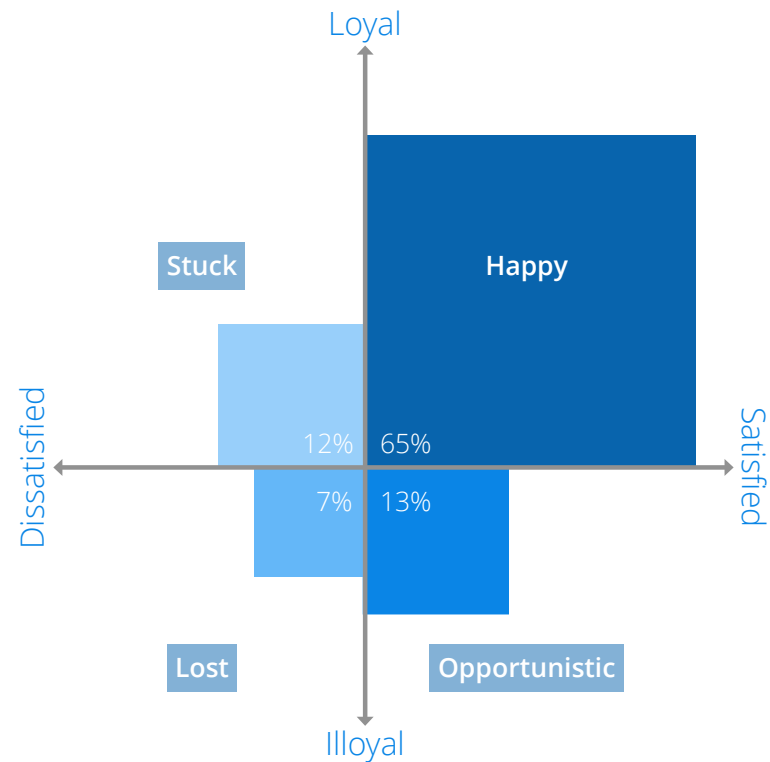
Example (2/3)

## Customer Satisfaction Types

In industries that have reached a stage of displacement competition – significant market gains can only be achieved by wooing customers away from a competitor – it is important to know which targets can and which cannot be won over, and whether there is a current dissatisfaction that can be addressed.

The Statista Global Consumer Survey classifies customers for 8 major industries by their satisfaction with the current brand/supplier and their willingness to change at the next occasion.

This classification is available for all 27 countries for the following industries:

- Banking
- Internet and/or telephone provider (landline)
- Internet and/or telephone provider (mobile)
- Health insurance

- Cars
- Smartphones
- Electricity supplier
- Insurances

## Customer Satisfaction of car owners in the U.S.[1]

Loyal

Stuck

Happy

Dissatisfied

Satisfied

12%   65%

7%   13%

Lost

Opportunistic

Illoyal

1: Data from: June 2018

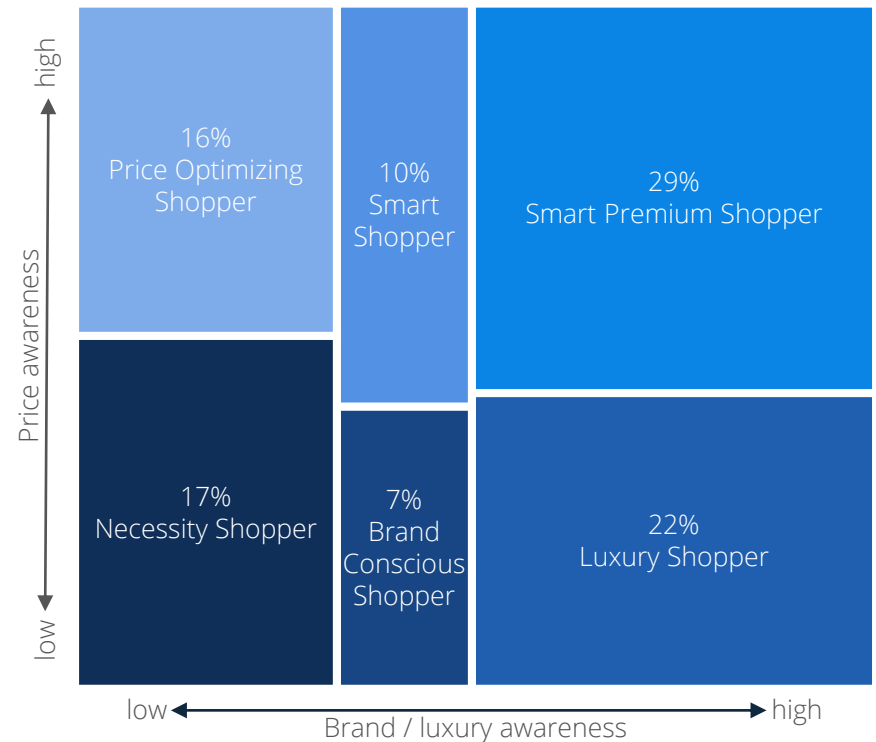# Analyzing the relevance of brand, luxury and low-priced products

Example (3/3)

## Shopper Types

Brand, price or luxury? It is important to know what your customers value when placing a product on the market. The Statista Global Consumer Survey classifies customers' shopping preferences for 6 major product categories by their shopping behavior.

This classification is available for all countries with extended survey for the following categories:

- Bags & accessories
- Clothing & shoes
- Consumer electronics
- Household appliances
- Cosmetics & body care

- Alcoholic drinks
- Food & non-alcoholic drinks
- Furniture & household goods
- Cars, motorcycles, bicycles

## Shopping preferences for clothing and shoes in the U.S.[1]



Price awareness (high / low)

16%
Price Optimizing Shopper

10%
Smart Shopper

29%
Smart Premium Shopper

17%
Necessity Shopper

7%
Brand Conscious Shopper

22%
Luxury Shopper

low ← Brand / luxury awareness → high

1: Data from: June 2018

# METHODOLOGY

# General survey set-up

## Online survey

The Global Consumer Survey was conducted as an interactive online survey.

The target population are internet users between 18 and 64 years of age.

Respondents in each country were sampled according to representative quotas for age, gender and region[1].

## Language

The survey was conducted in the official language(s) of each country. In the basis survey additionally in American English.

## Timing

Respondents took on average 20 minutes to complete the questionnaire in the basis version. For the extended survey the respondents took on average 11.5 minutes.

1: Respondents in China were sampled according to representative quotas for age and gender, no quotas on region

# A survey design with split samples enables an extended range of topics without fatigue effects

Split sample design in the extended survey

## Split samples avoid fatigue effects and enable longer surveys (extended survey only)

The extended survey of the Global Consumer Survey with 8,500+ respondents per country used a split sample design in order to avoid fatigue effects among the respondents.
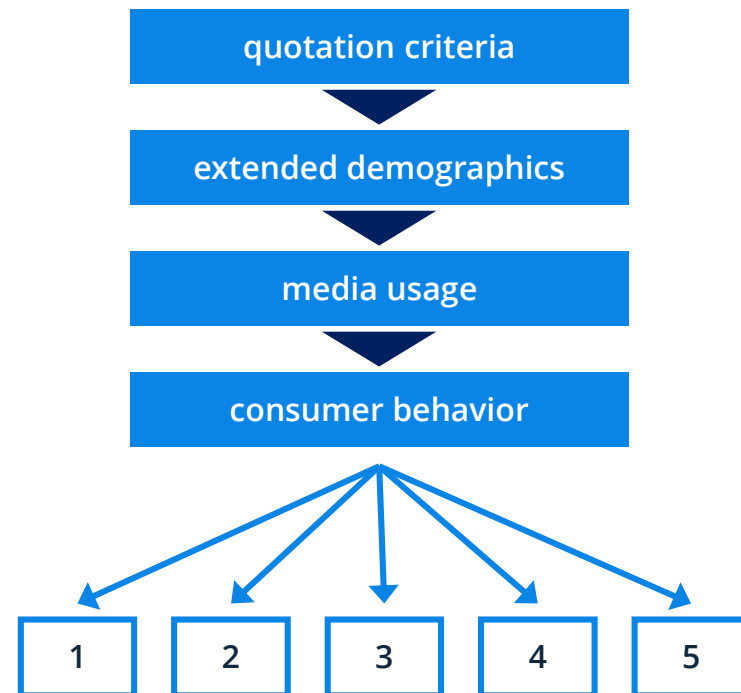
### What is a split sample design?

Every respondent answers to the same standardized set of items concerning demographics, media usage and general consumption behavior. Additionally, every respondent views one of five additional groups of items (e.g. healthcare and finance). The items in each split are focused on one or several topics and industries. Within each split, the distribution of gender and age is still representative and each split group contains at least 1,700 respondents.

### Demographics, media usage and consumer behavior can be cross tabulated with all other dimensions

Dimensions from the standardized part of the survey can be cross-tabulated with all dimensions from the split samples.

## Split sample structure of the extended survey



| quotation criteria |
| extended demographics |
| media usage |
| consumer behavior |

| 1 | 2 | 3 | 4 | 5 |

Note: dimensions from a split group cannot be cross-tabulated with dimensions from another split group

# Background: Split groups by topic

Split groups by topic[1]

## Characteristics and additional characteristics can be cross-tabulated with all other dimensions

The Global Consumer Survey contains answers of every single respondent to the items in the categories 'Characteristics & Demographics'. Therefore, these items can be cross-tabulated with any other dimension in the survey.

'Additional characteristics' come from earlier surveys. This group can be cross-tabulated with any other dimension in the questionnaire as well, but may not contain information for every single respondent. Please note: Data from the 'Additional Characteristics' category are not representative.

## Split Topics: cross-tabulation only within the same split plus 'Characteristics and Demographics'

Each respondent only saw one split group, splits can therefore not be cross-tabulated with each other. Nevertheless, every dimension from a split group can be cross-tabulated with all target group and profiling dimensions.

If you choose a non-valid combination of dimensions for cross-tabulation you will get an error message ('This cross table contains one or more invalid combinations of indicators/dimensions not collected in the same survey. Details can be found in the detailed methodology for this survey.')

| | Characteristics & Demographics | | Additional Characteristics |
|---|---|---|---|

| 1 | Travel | Health |
|---|---|---|
| 2 | eCommerce & Retail | |
| 3 | eServices | Finance |
| 4 | Digital Media | Marketing & Social Media |
| 5 | Internet & Devices | Mobility | Smart Home |

1: in the extended survey

# Panel and respondent selection

Fieldwork

## Our main fieldwork partner: Cint

Cint is the main sample provider for the Global Consumer Survey. Essential to the Cint platform are the quality standards and controls built into its research-quality-focused processes. All of Cint's systems and procedures comply with the requirements set forth in Cint's certification to ISO 20252, which defines the requirements in a Quality Management System for organizations conducting market, opinion and social research[1].

## Respondents provided by Cint

- The same panel management source covering all countries
- No use of push-panels
- Invitations sent out via e-mail and panel routing[2]
- Respondents receive a monetary incentive
- Preference given to respondents with background information (profiling data)

## Additional partner: research now SSI & Gapfish

To reach up to 20,000 respondents, in some cases we had to expand to multiple fieldwork partners: For Switzerland, we teamd up with Cint, research now SSI and Gapfisch. For Canada, we worked with Cint and Splendid Panels.

1: please find more information on Cint's quality standards here: https://www.cint.com/esomar-28-questions/
2: forwarding from another survey If respondents don't fit the criteria

# An international online survey with quality controls in each step of the way

Methodology – Quality Management

### Panel quality

- Quality management mechanisms by Cint, research now SSI and Gapfish, including quarantine times for respondents, continuous quality checks over different surveys, exclusion after repetitive bad survey behavior, etc.

### Survey quality

- Sample quotas on age, gender and region

- Mobile-optimized questionnaires (e.g. no grid-questions, limited number of items, etc.) with item randomization

### Statista quality checks

- Measures to ensure data quality include checks for speeders, straight liners and non-response, logic and repetition tests, open questions for bot-identification, etc.

- Our work complies with the guidelines set out by BVM/ADM (Germany) and ESOMAR
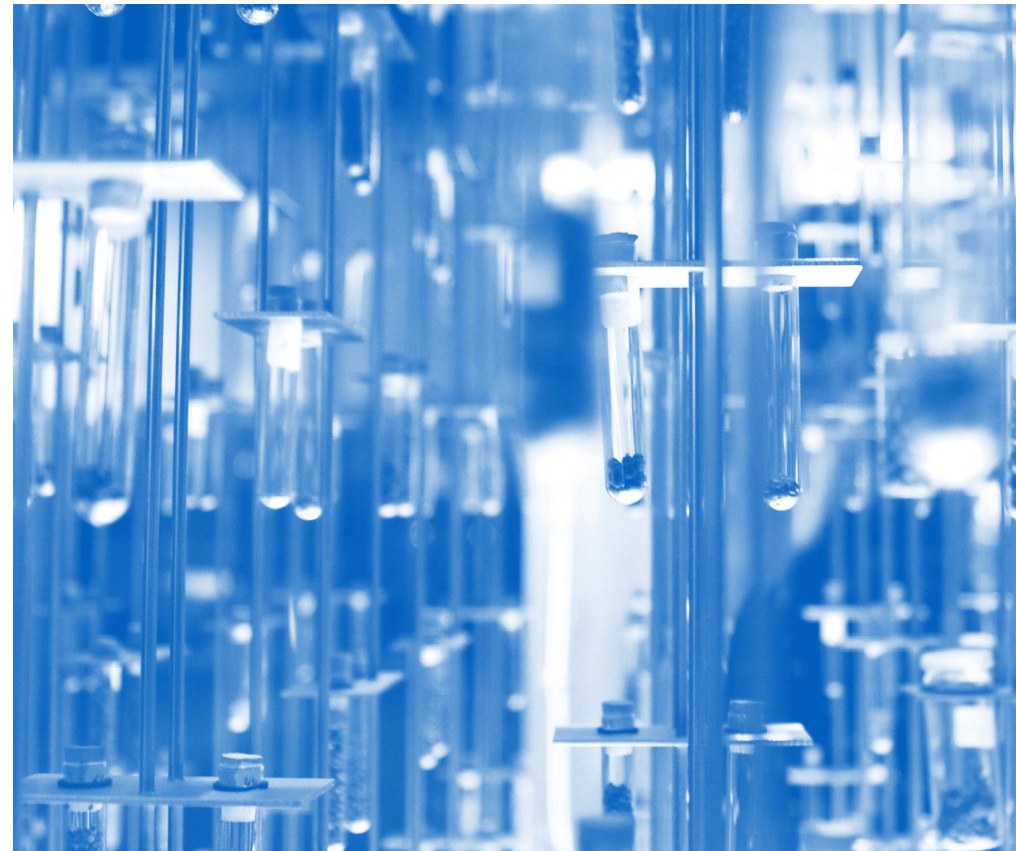
# Download detailed information on our survey

Methodology – Questionnaire & Brand List

Download the complete questionnaire here. The document includes all items and filters from the original Global Consumer Survey.

Download the complete brand list here. The document includes all brands in context with their indicator and country.



**statista**

## Global Consumer Survey

Questionnaire
**January 2018**

### Demographics

*v0012 Age (open question, basis questionnaire)*
**How old are you?**
• _____ years

*v0013 Age (detailed) (single pick, hidden question, basis questionnaire)*
**Age, categorial**
• under 18
• 18 - 24 years
• 25 - 34 years
• 35 - 44 years
• 45 - 54 years
• 55 - 64 years
• 65 and older

*v0014 Gender (single pick, basis questionnaire)*
**What is your gender?**
• female
• male

*v0015 - v0046 Region (single pick, basis questionnaire)*
**Where do you currently live?**
• (Country specific lists included in appendix)

*v0048 Frequency of private internet usage (detailed) (single pick, basis questionnaire)*
**How often do you use the internet for private purposes? This includes all online services regardless of the device used (e.g. computer, smartphone).**
• daily
• several times a week
• once a week
• several times a month
• once a month
• less often
• never



**statista**

## Global Consumer Survey

List of Brands
**June 2018**

| Brand | Global Consumer Indicator | Countries |
|---|---|---|
| 11pingtai | Purchase of online video games by brand / stores (past 12 months) | China |
| 1688.com | Online purchase channels by store brand (past 12 months) | China |
| 1Hai | Online car rental bookings by provider (past 12 months) | China |
| 1qianbao | Usage of mobile payment methods by brand (past 12 months) | China |
| 1qianbao | Usage of online payment methods by brand (past 12 months) | China |
| 2Checkout | Usage of online payment methods by brand (past 12 months) | Austria, Canada, Germany, Switzerland, United Kingdom, USA |
| 7switch | Purchase of eBooks by provider (past 12 months) | France |
| 99Bill | Usage of mobile payment methods by brand (past 12 months) | China |
| 99Bill | Usage of online payment methods by brand (past 12 months) | China |
| A&O | Grocery shopping channels by store brand | Italy |
| A1 Smart Home | Ownership of smart home devices by brand | Austria |
| Abanca | Primary bank by provider | Spain |
| Abarth | Primarily used car by brand | all countries |
| Ab-in-den-urlaub | Online package holiday bookings by provider (past 12 months) | Austria, Germany, Switzerland |
| Academic Singles | Usage of online dating by provider (past 12 months) | Italy |
| AccorHotels | Online hotel bookings by provider (past 12 months) | France |
| Ace Rent-A-Car | Online car rental bookings by provider (past 12 months) | United Kingdom, USA |
| Acura | Primarily used car by brand | all countries |
| ADA | Online car rental bookings by provider (past 12 months) | France |
| ADEG | Grocery shopping channels by store brand | Austria |
| adidas | Ownership of eHealth trackers / smart watches by brand | Germany |

Search

Characteristics & Demographics
- Gender
- Demographics
- Education & Employment
- Income
- Living Situation
  - Size of community
  - Type of community
  - Current living situation
  - Rented vs. owned living situtation
  - Appartment vs. house living situation
  - Household size
  - Children below 14 years in household
- Life Values
- Consumption
- Internet & Media
- Typologies
- Marketing & Social Media
- eCommerce & Retail
- Internet & Devices
- Digital Media
- Mobility
- Finance

Globa

Selecte

Size of com

Manage Target gr

Size of commun

"How big is the town you live
Base: all respondents

**Answers**

under 5,000 inhabitants

5,000 to 20,000 inhabitants

20,000 to 100,000 inhabitants

100,000 to 500,000 inhabitants

# INTERACTIVE ANALYSES

# DIY analysis with the Statista Customer Cloud®

Customer Cloud® – introduction

## Statista Online Do-It-Yourself Analysis Tool

The customized Statista Customer Cloud® is an interactive online evaluation tool: via mouse click you can carry out your own evaluation of the data available in the database.

Users can select their own criteria to create cross tables and customized target groups in order to analyze the available data with focus on your specific research question and marketing activities. All tables can be downloaded directly for further use in a CSV file format.

## Browser-based solution

Features of the browser-based Statista Customer Cloud®:

- DIY online analyses
- Cross-tabulation
- Filtering and selection of specific target audiences
- Export in CSV format
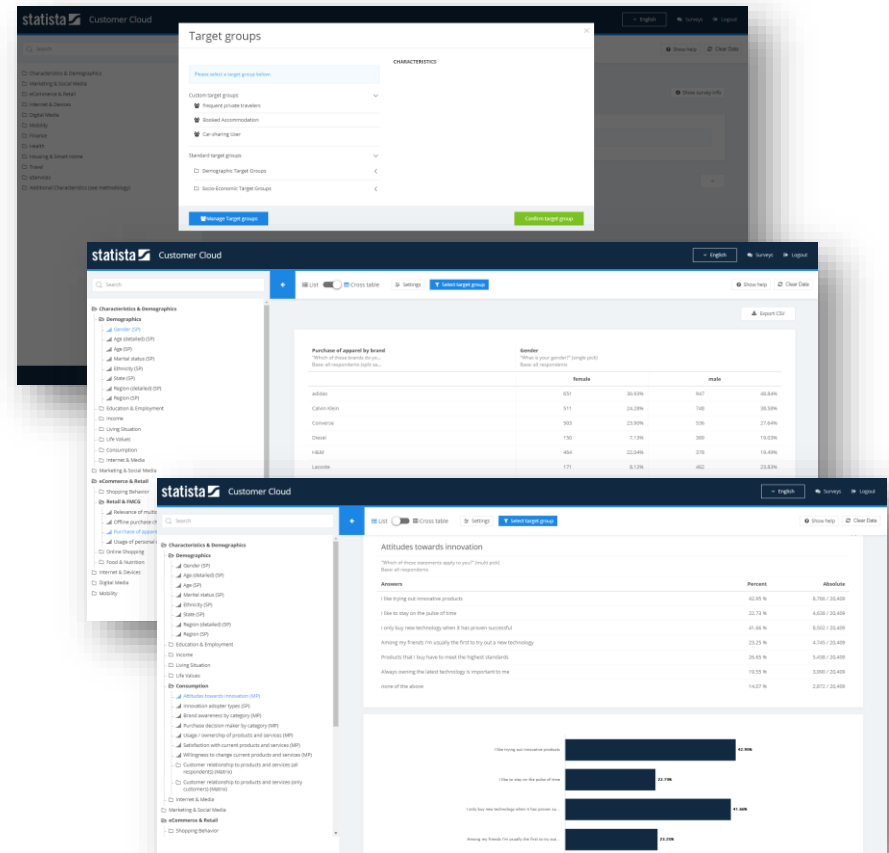
# Make the most of the data for your analysis

Customer Cloud® – features (1/3)

## Selecting a country

When logging in to the Global Consumer Survey you are forwarded to our browser-based analysis tool: The Statista Customer Cloud®. As a first step you are able to select the data set you are interested in: by topics, target groups or – most importantly – by country. For each country, you will see the number of respondents interviewed at first glance.

By clicking the name of a country, you will be forwarded to the data of this individual country. Each country contains the same set of indicators, so by taking a first look, you already understand the structure for every other country as well.

## Navigating the research topics

The navigation bar for indicators is located on the left-hand side of your screen. With each topic, the number of indicators is given. To see the indicated data, simply click on the indicator you are interested in.

To search for a specific item or field of interest, you can use the built-in search function. Simply enter a search string and receive all the indicators included in the survey matching your query.

You may exclude selected indicators by either re-clicking on them in the side navigation or deleting them from the 'Selected questions' section. To start a new analysis, use the "clear data" button in the upper right corner and start over with an empty screen.
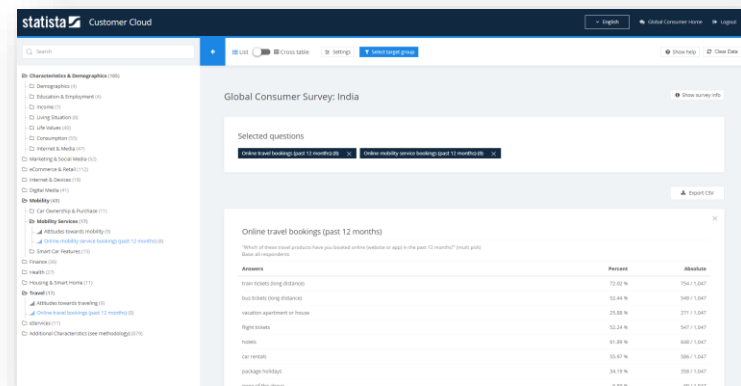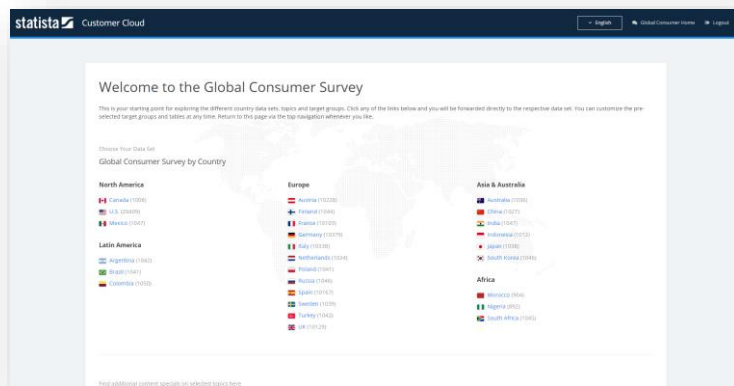
# Discover all features to create in-depth analyses

Customer Cloud® – features (2/3)

## List mode vs. cross table mode

By default, the data are displayed in list mode. You can switch to the cross table mode by using the according slider in the top tool bar. The Cross Table Mode allows you to analyze the data from different angles and get the answers to more complex research questions.

In cross table mode you will get the total numbers and the column percentage for your selected indicator combination. To switch rows and columns, rearrange your indicators in the 'Selected question' section.

## Adding custom target groups

The Global Consumer Survey enables you to select or build your own target groups. To create an individual target group, you can browse through all available indicators – from our demographic information as well as behavioral and attitudinal data. To build the subsegment exactly the way you need it, you can add as many characteristics as you like.

You can create your customized target groups individually for each survey. Thereby, you are able to focus on the sample you need in your analysis. Custom target groups are only available for the current country and only when using a personal log in.
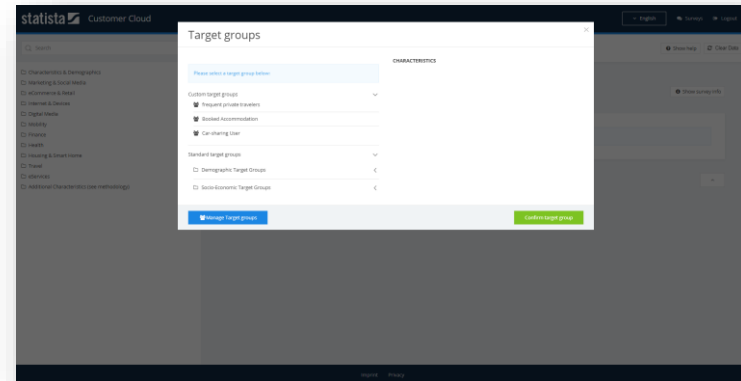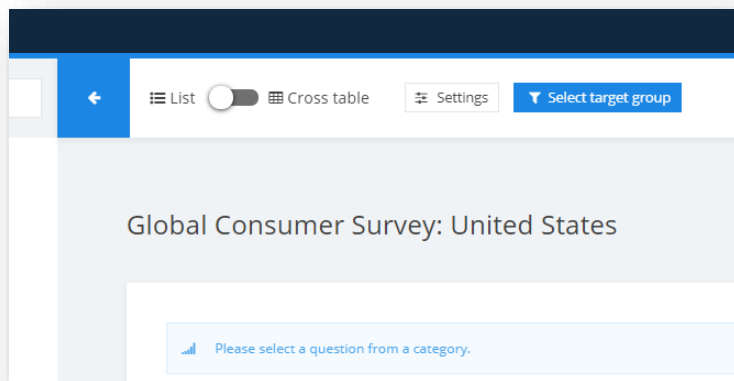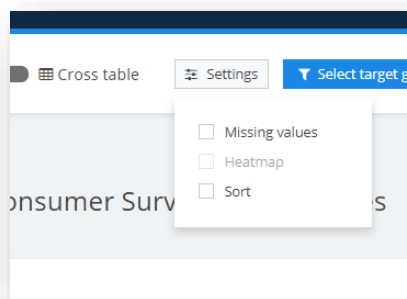
# Adjust the style and content to your preferences

Customer Cloud® – features (3/3)

## Settings menu

There are different options of how the data are displayed. You can access them via the settings button on top of the page.



If you want to change your settings, just click the preference manual and change the style for missing values, heatmaps and sorting.

## Missing values

Some questions are not shown to every respondent, e.g. the question about one's car make was only shown to car owners. By default, you will see the data of those who responded to the question.
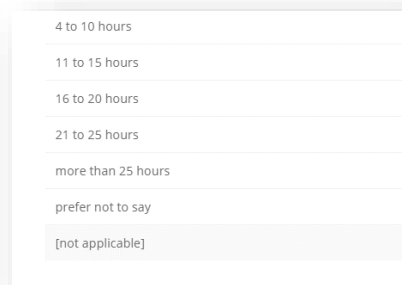


You can create the percentage of the general online population by checking 'missing values' in the settings bar. The remaining respondents will be labeled 'not applicable'.
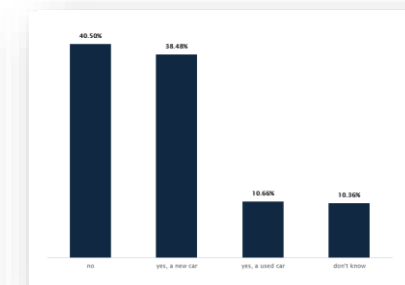
## Heatmap

The heatmap feature works only in cross table mode. It highlights the highest values and makes patterns in the data visible at first glance.
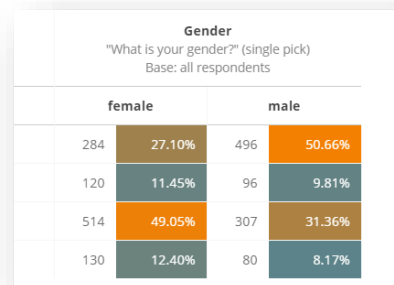


## Sort

If you want to display the answers to an item in descending order choose 'Sort'. This setting applies to both the list view as well as the bar charts, but has no effect in the crosstab view.

# Access to the Global Consumer Survey

Contact

## Expert tool with exclusive global survey data

With the Global Consumer Survey, Statista adds a new expert tool with data from an exclusive global survey to the existing statistics. All customers with a Statista Enterprise account will have access to this tool after activation.

An overview of the Statista Enterprise account can be found here: https://www.statista.com/accounts/corporate/

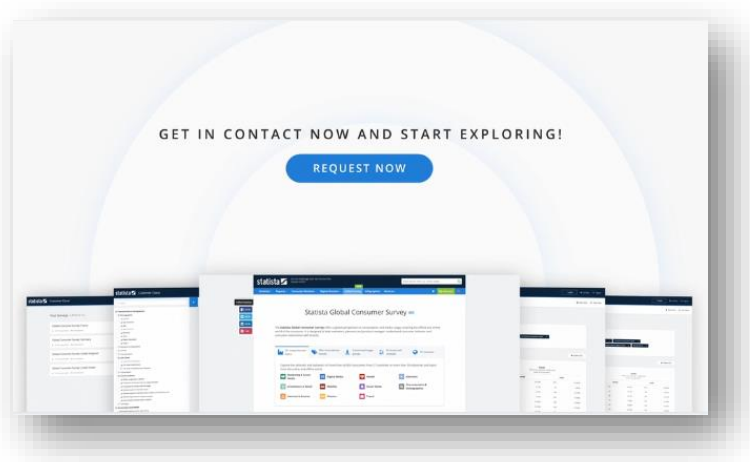**To find out whether your account includes the Global Consumer Survey, please contact:**

### Robin Juhl

Customer Relations Europe

Johannes-Brahms-Platz 1
20355 Hamburg

**TEL** +49 40 28 48 41 0

**E-MAIL** support@statista.com

# APPENDIX

# Team

## Nicolas Loose (Head of Market Research, Strategic Market Insights)

Nicolas Loose is in charge of the exclusive Statista surveys and the Consumer Market Outlook. He studied Communications and Strategic Planning at Berlin University of the Arts and Social Sciences at the Humboldt University of Berlin. After his studies he worked as a market researcher for customers in the FMCG and automotive industries and as Head of Market Research for AUTO BILD publishing group with Axel Springer publishing house.

## Ann-Kathrin Kohl (Market Researcher)

Ann-Kathrin Kohl studied Sociology at the University of Potsdam and specialized in methods of empirical social research and social structure analysis. Prior to joining Statista, she was a project manager for quantitative market and opinion research at the German research institute INFO GmbH Markt- und Meinungsforschung.

## Léonie Brandt (Market Researcher)

Léonie Brandt graduated in Communication Science at the University of Münster. In her studies she specialized in empirical research methods and statistical analyses. Prior to joining Statista she worked in journalism and gained experience at several PR and market research agencies.

# Team

## Johanna Regenthal (Market Researcher)

Johanna Regenthal graduated in Business Psychology from the Fresenius University of Applied Sciences in Hamburg. She specialized in International Management and Personnel Psychology. As CBI's newest team member she has become a full part of Statista, after she had already supported the team for a year as a student assistant gaining experience in study design, set-up and analysis.

## Alexander Kunst (Senior Researcher)

Alexander Kunst studied Sociology and Philosophy at the University of Hamburg, specializing in empirical methods and analytical philosophy. Having worked on pharma and chemicals topics in Statista's editorial team for several years, he has joined CBI and is now responsible for publishing CBI surveys as statistics on the Statista platforms.

## Jack Spearman (Market Researcher)

Jack Spearman studied Sociology at Kingston University in London, UK. After graduating, he went on to work at TNS and Ipsos in various project management and market research roles, where he developed his skills for over 7 years. He moved to Hamburg in 2016 and prior to joining Statista he worked as a Patient Insight Manager at Clariness, where he helped lead the development of the company's online survey offer.

# Sample Structure (1/2)

Statista Global Consumer Survey – Appendix

| | Country | Number of Dimensions | Number of Respondents | Questionnaire Language | Fieldwork start | Fieldwork end | Days in field | Quotas on gender (male / female) | Quotas on age (18-24 / 25-34 / 35-44 / 45-55 / 56-64) |
|---|---|---|---|---|---|---|---|---|---|
| | Argentina | 73 + | 1,042 | Latin American Spanish, American English | 5-Dec-17 | 21-Dec-17 | 16 | 49 / 51 | 22 / 29 / 25 / 16 / 9 |
| | Australia | 73 + | 1,036 | American English | 28-Nov-17 | 21-Dec-17 | 23 | 50 / 50 | 16 / 26 / 23 / 20 / 16 |
| | Austria | 158 + | 10,228 | German | 30-Apr-18 | 6-Jun-18 | 7 | 51 / 49 | 14 / 23 / 22 / 24 / 17 |
| | Brazil | 73 + | 1,041 | Brazilian Portuguese, American English | 11-Dec-17 | 18-Dec-17 | 7 | 50 / 50 | 23 / 31 / 26 / 15 / 6 |
| | Canada | 158 + | 10,149 | American English, Canadian French | 8-May-18 | 18-Jun-18 | 41 | 50 / 50 | 15 / 23 / 22 / 21 / 19 |
| | China | 158 + | 10,374 | Mandarin, American English | 12-Jun-18 | 25-Jun-18 | 13 | 52 / 48 | 18 / 33 / 24 / 19 / 5 |
| | Colombia | 73 + | 1,050 | Latin American Spanish, American English | 5-Dec-17 | 14-Dec-17 | 9 | 49 / 51 | 24 / 31 / 24 / 15 / 5 |
| | Finland | 73 + | 1,044 | Finnish, American English | 5-Dec-17 | 18-Dec-17 | 13 | 50 / 50 | 14 / 22 / 21 / 22 / 21 |
| | France | 158 + | 10,106 | French | 12-Dec-17 | 14-Jan-17 | 33 | 49 / 51 | 15 / 22 / 22 / 22 / 18 |
| | Germany | 158 + | 10,379 | German | 23-Nov-17 | 21-Dec-17 | 28 | 50 / 50 | 12 / 21 / 20 / 26 / 21 |
| | India | 73 + | 1,047 | British English | 29-Nov-17 | 8-Dec-17 | 9 | 52 / 48 | 37 / 41 / 22 / 0 / 0 |
| | Indonesia | 73 + | 1,012 | Indonesian, American English | 5-Dec-17 | 27-Dec-17 | 22 | 54 / 46 | 38 / 40 / 22 / 0 / 0 |
| | Italy | 158 + | 10,338 | Italian | 3-May-18 | 24-May-18 | 21 | 52 / 48 | 13 / 20 / 25 / 26 / 16 |

# Sample Structure (2/2)

Statista Global Consumer Survey – Appendix

| | Country | Number of Dimensions | Number of Respondents | Questionnaire Language | Fieldwork start | Fieldwork end | Days in field | Quotas on gender (male / female) | Quotas on age (18-24 / 25-34 / 35-44 / 45-55 / 56-64) |
|---|---|---|---|---|---|---|---|---|---|
| | Japan | 73 + | 1,038 | Japanese, American English | 5-Dec-17 | 20-Dec-17 | 15 | 50 / 50 | 12 / 20 / 25 / 24 / 19 |
| | Republic of Korea | 73 + | 1,046 | Korean, American English | 30-Nov-17 | 14-Dec-17 | 14 | 50 / 50 | 14 / 21 / 24 / 24 / 18 |
| | Mexico | 73 + | 1,047 | Latin American Spanish, American English | 30-Nov-17 | 20-Dec-17 | 20 | 51 / 49 | 26 / 31 / 24 / 14 / 5 |
| | Morocco[1] | 73 + | 904 | Arabic, French | 13-Dec-17 | 31-Dec-17 | 18 | 54 / 46 | 25 / 33 / 23 / 14 / 5 |
| | Netherlands | 73 + | 1,024 | Dutch, American English | 30-Nov-17 | 21-Dec-17 | 21 | 51 / 49 | 14 / 20 / 20 / 25 / 22 |
| | Nigeria[1] | 73 + | 892 | American English | 7-Dec-17 | 31-Dec-17 | 24 | 51 / 49 | 34 / 34 / 21 / 9 / 2 |
| | Poland | 73 + | 1,041 | Polish, American English | 5-Dec-17 | 18-Dec-17 | 13 | 49 / 51 | 15 / 28 / 27 / 16 / 14 |
| | Russian Federation | 73 + | 1,046 | Russian, American English | 30-Nov-17 | 13-Dec-17 | 13 | 47 / 53 | 12 / 29 / 24 / 18 / 16 |
| | South Africa | 73 + | 1,046 | American English | 28-Nov-17 | 18-Dec-17 | 20 | 49 / 51 | 28 / 37 / 22 / 11 / 3 |
| | Spain | 158 + | 10,167 | Spanish | 8-May-18 | 28-May-18 | 20 | 50 / 50 | 12 / 20 / 28 / 25 / 16 |
| | Sweden | 73 + | 1,039 | Swedish, American English | 5-Dec-17 | 18-Dec-17 | 13 | 50 / 50 | 14 / 22 / 21 / 23 / 19 |
| | Switzerland | 158+ | 8,614 | German, French, Italian | 9-May-18 | 18-Jun-18 | 40 | 51 / 49 | 13 / 23 / 22 / 24 / 17 |
| | Turkey | 73 + | 1,042 | Turkish, American English | 4-Dec-17 | 18-Dec-17 | 14 | 57 / 43 | 25 / 33 / 25 / 12 / 5 |
| | United Kingdom | 159 + | 10,129 | British English | 23-Nov-17 | 21-Dec-17 | 28 | 49 / 51 | 14 / 23 / 21 / 23 / 18 |
| | United States of America | 159 + | 20,409 | American English | 22-Nov-17 | 27-Dec-17 | 35 | 49 / 51 | 18 / 25 / 22 / 20 / 15 |
| | | | | | 11-Apr-18 | 28-May-18 | 47 | | |

1: Distribution of age and gender in the sample deviates slightly from quotas due to actual sample size being lower than intended samples.

# Definitions of regions (1/3)

Statista Global Consumer Survey - Appendix

| United States (detailed) | United States | France | Germany | UK |
|---|---|---|---|---|
| • **New England**: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont<br>• **Mid-Atlantic:** New Jersey, New York, Pennsylvania,<br>• **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin<br>• **West North Central**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota<br>• **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia<br>• **East South Central**: Alabama, Kentucky, Mississippi, Tennessee<br>• **West South Central**: Arkansas, Louisiana, Oklahoma, Texas<br>• **Mountain**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming<br>• **Pacific**: Alaska, California, Hawaii, Oregon, Washington | • **Northeast**: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont<br>• **Midwest**: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin<br>• **South**: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia<br>• **West**: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming | • **North**: Hauts-de-France, Normandie,<br>• **Île-de-France**: Île-de-France<br>• **Central**: Centre-Val de Loire<br>• **West**: Bretagne, Pays de la Loire<br>• **East**: Bourgogne-Franche-Comté, Grand Est<br>• **South**: Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d'Azur | • **North:** Bremen, Hamburg, Niedersachsen, Schleswig-Holstein<br>• **West**: North Rhine-Westphalia, Rhineland-Palatinate, Saarland<br>• **East**: Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony, Lower Saxony, Thuringia<br>• **South**: Baden-Württemberg, Bavaria, Hesse | • **Northern Ireland**: Northern Ireland<br>• **Scotland**: Scotland<br>• **Wales**: Wales<br>• **England**: East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire and the Humber |

# Definitions of regions (2/3)

Statista Global Consumer Survey - Appendix

| Austria | Canada | China | Italy | Spain |
|---------|--------|-------|-------|-------|
| • **West**: Oberösterreich, Salzburg, Tirol, Vorarlberg<br>• **South**: Kärnten, Steiermark<br>• **East**: Burgenland, Niederösterreich, Wien | • **West**: Alberta, British Columbia, Manitoba, Saskatchewan<br>• **East**: New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec | • **Northwest:** Gansu Province, Ningxia Hui Autonomous Region, Qinghai Province, Shaanxi Province, Xinjiang Uyghur Autonomous Region<br>• **North**: Beijing Municipality, Hebei Province, Inner Mongolia Autonomous Region, Shanxi Province, Tianjin Municipality<br>• **Northeast:** Heilongjiang Province, Jilin Province, Liaoning Province,<br>• **East**: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shandong Province, Shanghai Municipality, Zhejiang Province<br>• **Central and South**: Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Henan Province, Hubei Province, Hunan Province<br>• **Southwest:** Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province | • **Northwest:** Aosta Valley, Liguria, Lombardy, Piedmont<br>• **Northeast:** Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige / Südtirol, Veneto<br>• **Central:** Lazio, Marche, Tuscany, Umbria<br>• **South**: Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise<br>• **Islands:** Sardinia, Sicily | • **Northwest:** Asturias, Cantabria, Galicia<br>• **Northeast:** Aragon, Basque Country, La Rioja, Navarre<br>• **Community of Madrid:** Community of Madrid<br>• **Centre:** Castile and León, Castile-La Mancha<br>• **East:** Balearic Islands, Catalonia, Region of Valencia<br>• **South:** Andalusia, Region of Murcia, Ceuta, Melilla<br>• **Canary Islands:** Canary Islands |

# Definitions of regions (3/3)

Statista Global Consumer Survey – Appendix

| Switzerland | | | | |
|---|---|---|---|---|

- **Northwest:** Aargau, Basel-Landschaft, Basel-Stadt,
- **East:** Appenzell Ausserrhoden, Appenzell Innerrhoden, Glarus, Graubünden, Schaffhausen, St. Gallen, Thurgau,
- **Espace Mittelland:** Bern, Fribourg, Jura, Neuchâtel, Solothurn
- **Lake Geneva Region:** Geneva, Valais, Vaud
- **Central:** Luzern, Nidwalden, Obwalden, Uri, Zug
- **Ticino:** Ticino
- **Zürich:** Zürich

# YOUR CONTACT

**Robin Juhl**

**Customer Relations Europe**

TEL +49 40 28 48 41 0

E-MAIL support@statista.com

**W W W . S T A T I S T A . C O M**