



50+ TOPICS & INDUSTRIES | 27 COUNTRIES | 64,000+ CONSUMERS | 700+ BRANDS

Understand consumer behavior and their interactions with brands in the **off- and online world**.

Expert tool: DIY analysis, cross-tabulation, customized target groups, export to CSV

You can combine any number of factors from a variety of demographic characteristics, target audience characteristics, topics, and industries.

TOPICS & INDUSTRIES

- › Consumption & lifestyle
- › Retail & eCommerce
- › Digital media & marketing touchpoints
- › Cars, transportation & mobility
- › Personal finance and fintech
- › Health care & eHealth
- › Etc.



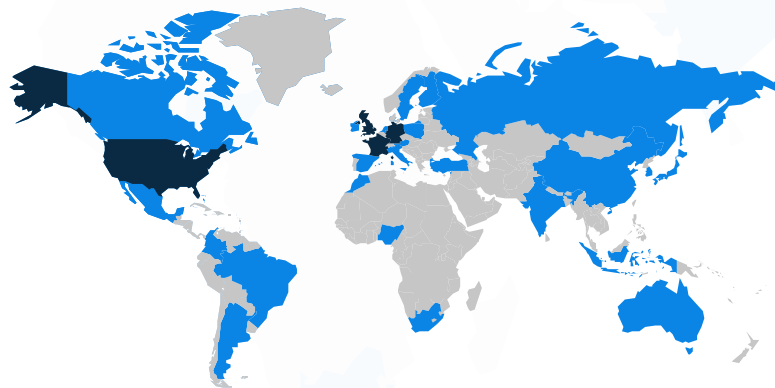
DEMOGRAPHICS & TARGET GROUPS

- › Age, gender, profession, etc.
- › Frequency of internet usage
- › Devices used
- › Lead users & followers
- › Premium / luxury relevance
- › Brand loyalty
- › Etc.

MARKET COVERAGE

Compare between **27 different countries**:

Argentina ▪ Austria ▪ Australia ▪ Brazil ▪ Canada ▪ China ▪ Colombia ▪ Finland ▪ France¹ ▪ Germany¹ ▪ India ▪ Indonesia ▪ Italy ▪ Japan ▪ Republic of Korea ▪ Mexico ▪ Morocco ▪ Netherlands ▪ Nigeria ▪ Poland ▪ Russian Federation ▪ South Africa ▪ Spain ▪ Sweden ▪ Turkey ▪ United Kingdom¹ ▪ United States of America¹



The **Global Consumer Survey** is part of the **Statista Enterprise Account**.

¹ Extended survey

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|--|---|---|
| <p>Characteristics & Demographics</p> <p>Demographics</p> <p>Education & Employment</p> <p>Income</p> <p>Living Situation</p> <p>Life Values</p> <p>Consumption</p> <p>Internet & Media</p> <p>Typologies</p> | <p>Digital Media</p> <ul style="list-style-type: none"> Attitudes towards digital media <p>Digital Music</p> <ul style="list-style-type: none"> Purchase of digital music Purchase of music streaming / downloads by brand <p>Video on Demand</p> <ul style="list-style-type: none"> Purchase of video on demand Purchase of video on demand by brand <p>ePublishing</p> <ul style="list-style-type: none"> Purchase of ePublishing products by type Purchase of eBooks by provider <p>Video Games</p> <ul style="list-style-type: none"> Usage of devices for playing video games Spending on video games Spending on online video games by brand / stores | <ul style="list-style-type: none"> Relevance of digital services offered by doctors Relevance of digital services offered by health insurance providers <p>Smart Home</p> <p>Device Ownership</p> <ul style="list-style-type: none"> Ownership of smart home devices Ownership of smart home devices by brand Ownership of smart speakers by brand <p>Accommodation</p> <ul style="list-style-type: none"> Intention to move in a new home Total living space at home Total living space at home Usage / ownership: electricity supplier Satisfaction: electricity supplier Willingness to change: electricity supplier |
| <p>Marketing & Social Media</p> <p>Customer Journey</p> <ul style="list-style-type: none"> Attitudes towards online advertising Sources of inspiration about new products Sources of information about products Products / topics talked about online Reasons for recommending brands / companies online <p>Social Media & Word of Mouth</p> <ul style="list-style-type: none"> Usage of social media platforms by type Usage of social networks by brand Frequency of social network usage Usage of messenger service by brand Relevance of influencer on purchase decisions by category <p>Websites & Apps</p> <ul style="list-style-type: none"> Usage of websites and online services by type Usage of search engines by brand Usage of smartphone apps by type | <p>Mobility</p> <p>Car Ownership & Purchase</p> <ul style="list-style-type: none"> Car ownership Primarily used car by brand Primarily used car by type Intention of purchasing a car Drivers of purchasing a new car Considered propulsion types Ownership: car Satisfaction: car Willingness to change: car <p>Mobility Services</p> <ul style="list-style-type: none"> Attitudes towards mobility Online mobility service bookings <p>Smart Car Features</p> <ul style="list-style-type: none"> Features of primarily used car Online-based features of primarily used car Usage of smartphone connectivity in the car | <p>Travel</p> <p>Private & Business Travel</p> <ul style="list-style-type: none"> Attitudes towards travelling Frequency of travel Frequency of private travel Frequency of business travel Intention to travel <p>eTravel</p> <ul style="list-style-type: none"> Online travel bookings Online hotel bookings by provider Online car rental bookings by provider Online flight bookings by provider Online package holiday bookings by provider |
| <p>eCommerce & Retail</p> <p>Shopping Behavior</p> <ul style="list-style-type: none"> Relevance of product categories Relevance of low-priced product categories Relevance of premium or luxury product categories Shopping typology by brand, luxury and low-priced products Intention of purchasing items by category Relevance of consumer goods rentals by category Purchase of second hand goods by category <p>Retail & FMCG</p> <ul style="list-style-type: none"> Relevance of multichannel services Offline purchase channels Purchase of apparel by brand Usage of personal care categories <p>Online Shopping</p> <ul style="list-style-type: none"> Attitudes towards online shopping Product research online Drivers of online purchase Online purchase by category Devices used for online purchase Online purchase channels by type Online purchase channels by store brand Return of online purchases by category Share of return of last 10 online purchases Online purchases returned <p>Food & Nutrition</p> <ul style="list-style-type: none"> Attitudes towards food Grocery shopping channels by store type Consumption of food by category Grocery shopping channels by store brand Online purchase of food by category Drivers of online food shopping | <p>Finance</p> <p>Personal Finance</p> <ul style="list-style-type: none"> Attitudes towards personal finances Usage of financial products Intention of purchasing financial products Consideration of financial investments Change / acquisition of financial products <p>Banking & Financial Services</p> <ul style="list-style-type: none"> Primary bank by provider Sources of inspiration about primary bank Strengths of primary bank Potential for improvement of primary bank Reasons for changing primary bank Usage frequency of financial consulting service Personal consultant by financial product Usage: banking services Satisfaction: banking services Willingness to change: banking services Usage: insurance services (e.g. liability) Satisfaction: insurance (e.g. liability) Willingness to change: insurance (e.g. liability) <p>Online & Mobile Payment</p> <ul style="list-style-type: none"> Usage of online payment methods by type Usage of online payment methods by brand Usage of payment methods by type at POS Usage of mobile payment methods by brand Relevance of mobile payment methods by situation Usage of P2P payments | <p>eServices</p> <p>Ticket Bookings</p> <ul style="list-style-type: none"> Online purchase of event tickets by provider <p>Food Delivery</p> <ul style="list-style-type: none"> Online purchase of food delivery by provider <p>Online Dating</p> <ul style="list-style-type: none"> Fee-based use of online dating Usage of online dating by brand |
| <p>Internet & Devices</p> <p>Attitudes & Usage</p> <ul style="list-style-type: none"> Attitudes towards the internet Access to internet at home by type Desktop activities Usage of cloud services Ownership: internet and / or telephone (landline) Satisfaction: internet and / or telephone (landline) Willingness to change: internet and / or telephone (landline) <p>Mobile Devices & Activities</p> <ul style="list-style-type: none"> Primarily used smartphone brand Operating system of primarily used smartphone Mobile data plan Smartphone activities Ownership: smartphone Satisfaction: smartphone Willingness to change: smartphone Usage: internet and / or telephone (mobile) Satisfaction: internet and / or telephone (mobile) Willingness to change: internet and / or telephone (mobile) | <p>Health</p> <p>Health Care & Health Insurance</p> <ul style="list-style-type: none"> Attitudes towards healthcare Healthcare behaviors Drivers for choosing a hospital Current health insurance provider Usage / ownership: health insurance Satisfaction: health insurance Willingness to change: health insurance <p>Pharmacies & Medication</p> <ul style="list-style-type: none"> Frequency of medication intake Frequency of medication intake: regularity Shopping frequency in physical/stationary pharmacies Shopping frequency in online pharmacies Drivers of online pharmacy shopping <p>eHealth</p> <ul style="list-style-type: none"> Usage of eHealth devices and apps Usage of health / fitness apps Usage of connected eHealth devices Ownership of eHealth trackers / smart watches by brand Intention of purchasing eHealth smart devices | <p>Brands (Selection)</p> <p>OVER 700 BRANDS</p> |