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 & e-Health
- 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
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Republic of Korea
- Mexico
- Morocco
- Netherlands
- Nigeria
- Poland
- Russian Federation
- South Africa
- Spain
- Sweden
- Turkey
- United Kingdom
- United States of America

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

1 Extended survey

For more information, go to www.statista.com/global-consumer-survey
### Characteristics & Demographics

- Demographics
- Education & Employment
- Income
- Living Situation
- Life Values
- Consumption
- Internet & Media
- Typologies

### Marketing & Social Media

- Customer Journey
- Typologies
- Internet & Media
- Living Situation
- Income
- Characteristics & Demographics

### Websites & Apps

- Websites & Apps
- eCommerce & Retail
- Social Media & Word of Mouth

### eCommerce & Retail

- Shopping Behavior
- 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
- Purchasing second-hand goods by category

### Retail & FMCG

- Intention of purchasing items by category

### Online Shopping

- Online Shopping
- Attitudes towards online shopping
- Purchase of apparel by brand
- Usage of personal care categories

### Food & Nutrition

- Food & Nutrition
- Attitudes towards food
- Grocery shopping channels by store brand
- Online purchase of food by category
- Drivers of online food shopping

### Internet & Devices

- Internet & Devices
- Primary used smartphone brand
- Operating system of primarily used smartphone
- Mobile data plan
- Smartphone activities
- Usage: internet and / or telephone (mobile)
- Satisfaction: internet and / or telephone (mobile)
- Willingness to change: internet and / or telephone (mobile)

### Digital Media

- Digital Media
- Attitudes towards digital media
- Digital Music
- Purchase of digital music
- Purchase of music streaming / downloads by brand
- Video on Demand
- Purchase of video on demand
- Purchase of video on demand by brand
ePublishing
- Purchase of ePublishing products by type
- Purchase of eBooks by provider

### Video Games

- Video Games
- Usage of devices for playing video games
- Spending on video games
- Spending on online video games by brand / stores

### Mobility

- Mobility
- Car Ownership & Purchase
- Usage of main car by brand
- Primarily used car by brand
- Primarily used car by type
- Reasons for changing a car
- Drivers of purchasing a new car
- Considered propulsion types
- Ownership of car
- Satisfaction: car
- Willingness to change: car

### Mobility Services

- Mobility Services
- Attitudes towards mobility
- Online mobility service bookings

### Smart Car Features

- Smart Car Features
- Features of primarily used car
- Online-based features of primarily used car
- Usage of smartphone connectivity in the car

### Health Care & Health Insurance

- Health Care & Health Insurance
- 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

### Pharmacies & Medication

- Pharmacies & Medication
- Frequency of medication intake
- Shopping frequency in physical / stationary pharmacies
- Shopping frequency in online pharmacies
- Drivers of online pharmacy shopping

### Health

- Health
- 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

### Health Care & Health Insurance

- Relevance of digital services offered by doctors
- Relevance of digital services offered by health insurance providers

### Smart Home

- Device Ownership
- Ownership of smart home devices
- Ownership of smart home devices by brand
- Ownership of smart speakers by brand

### Accommodation

- Accommodation
- Intention to move in a new home
- Total living space at home
- Usage / ownership: electricity supplier
- Satisfaction: electricity supplier
- Willingness to change: electricity supplier

### Travel

- Private & Business Travel
- Attitudes towards travelling
- Frequency of travel
- Frequency of business travel
- Intention to travel
eTravel
- 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

### eServices

- Ticket Bookings
- Online purchase of event tickets by provider

### Food Delivery

- Online purchase of food delivery by provider

### Online Dating

- Online dating
- Frequency of use online dating
- Usage of online dating by brand

### Brands (Selection)

- OVER 700 BRANDS