

GLOBAL CONSUMER SURVEY

GCS Methodology

Concept and research design



Understand what drives consumers

Mission



Do you want to make business decisions based on the latest consumer information? Do you need a convincing data story for your current project? What if you could create your own analyses from a vast treasure trove of global survey data with just a few clicks in an easily accessible tool? Well, we have it all for you.

Understand your target groups and have a global overview

Tap into markets, track brands, and compare global and regional trends of consumer behavior. Focus on the people that matter most to you, and gain industry-specific insights on the world's most important markets. Make the right decisions and tell convincing stories based on tailored data. Understand, explore, compare, track, focus, decide, and act.

We give you the tools to do all this and more

The Statista Global Consumer Survey captures attitudes, consumer behavior, and media usage of consumers worldwide, covering both the online and offline world. Up-to-date, representative, comprehensive, detailed, and inclusive.

The Global Consumer Survey stands for transparent quality from questionnaire to result

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CHAPTER 01

Concept

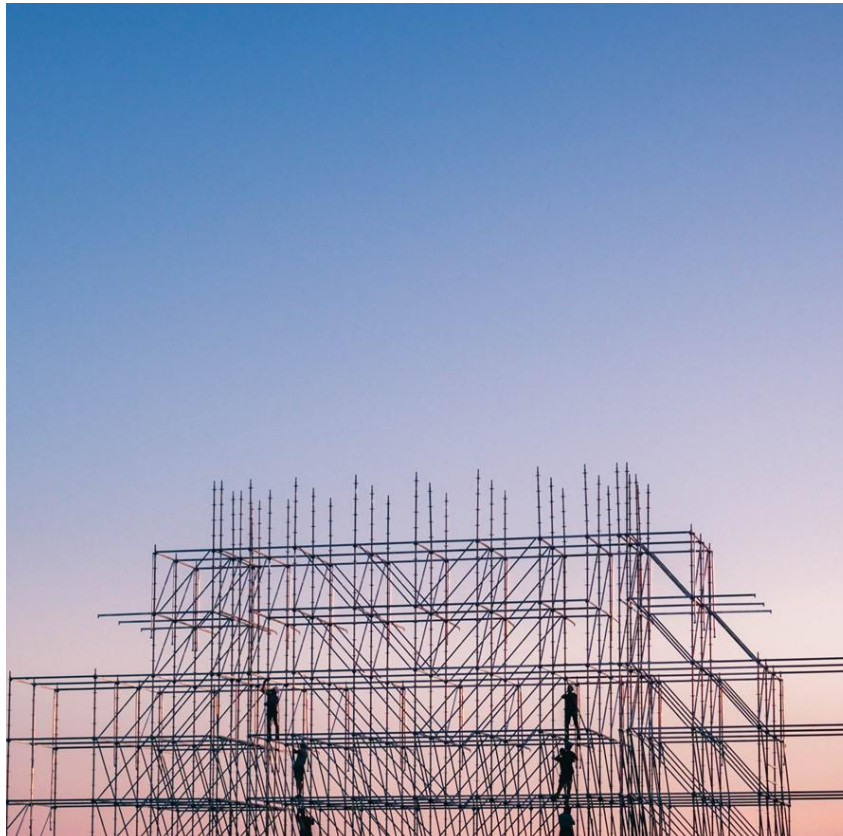
Every really good survey starts with a good questionnaire. Wrong, it starts way before that, with a clear idea and intelligent research design. Our concept is all about your needs, and the Global Consumer Survey is effective, international, regional, up to date, versatile and inclusive.

- Research design
- Countries and regions
- Brands
- GCS Specials
- Inclusion



The research design of the Global Consumer Survey (GCS)

Concept: research design



Type of survey

- Online survey
- Questionnaire design with splits
- Length of interview 15 minutes up to max. 20 minutes

Languages

- Survey in the respective national languages
- English each available as an alternative

Countries and regions

- 55+ countries, incl. 20+ countries with brands (up to date list always [here](#))

Number of respondents

- Target number 12,000+ for countries with brands
- Target number 2,000+ for all other countries

Sample

- Internet users
- 18 to 64 years
- Quotas on gender, age, and region⁽¹⁾

Survey period

- All year rolling wave system

Updates

- Countries with brands get four updates per year
- All other countries get at least one update per year

The Global Consumer Survey is a truly global survey

Concept: countries and regions

In the GCS, you will find survey results from more than 55 countries and regions. Compare regional and global trends in worldwide consumer behavior.

To give you maximum depth of analysis, we also survey brand usage in more than 20 countries and regions across 50 industries from the online and offline world.

Countries with brands receive four updates per year, while all other countries receive at least one update per year.

North America






With brands

-  Canada
-  Mexico
-  United States

SOUTH AMERICA & CARIBBEAN

With brands

-  Brazil
- Without brands*

-  Argentina
-  Chile
-  Colombia
-  Dominican Republic
-  Peru

CENTRAL & WESTERN EUROPE

With brands

-  Austria
-  France
-  Germany
-  Netherlands
-  Poland
-  Switzerland
-  United Kingdom
- Without brands*

-  Belgium
-  Czechia
-  Ireland
-  Hungary

SOUTHERN EUROPE

With brands

-  Italy
-  Spain
- Without brands*
-  Greece
-  Portugal
-  Turkey

NORTHERN & EASTERN EUROPE

With brands

-  Finland
-  Russia
-  Sweden
- Without brands*
-  Denmark
-  Lithuania
-  Norway
-  Romania
-  Serbia



















AFRICA

With brands

-  South Africa
- Without brands*
-  Egypt
-  Kenya
-  Morocco
-  Nigeria

ASIA & AUSTRALIA

With brands

-  Australia
-  China (Mainland)
-  India
-  South Korea
- Without brands*
-  Hong Kong
-  Indonesia
-  Israel
-  Japan
-  Malaysia
-  New Zealand
-  Pakistan
-  Philippines
-  Saudi Arabia
-  Singapore
-  Taiwan
-  Thailand
-  United Arab Emirates
-  Vietnam

Brands make markets and markets make brands

Concept: brands



Brands are at the heart of consumer behavior worldwide. That's why the Global Consumer Survey includes usage data from more than 14,500 brands from 50 industries for over 20 countries and regions around the globe.

Brand research for the GCS is collected regionally





















In order to provide you with the best possible, most exciting and most complete brand experience, we do not conduct the brand research for the GCS entirely ourselves. Of course, we know the global megabrands and have detailed market expertise at Statista. But for the depth and sharpness with which we map local brand landscapes in the Global Consumer Survey, we need local knowledge. That's why we employ local experts for each country and region in which we survey brand usage, who help us to accurately capture the brand landscape of their region.

The next time you conduct a brand analysis with the GCS, you know: behind it are locals, Statista's market experts, years of market research experience and intensive feedback. Our brand research is local, global and up-to-date.

Here's the full [GCS brand list](#).

Do you want the big picture or is the devil in the detail for you? Well, you can have both at the same time

Concept: GCS Specials

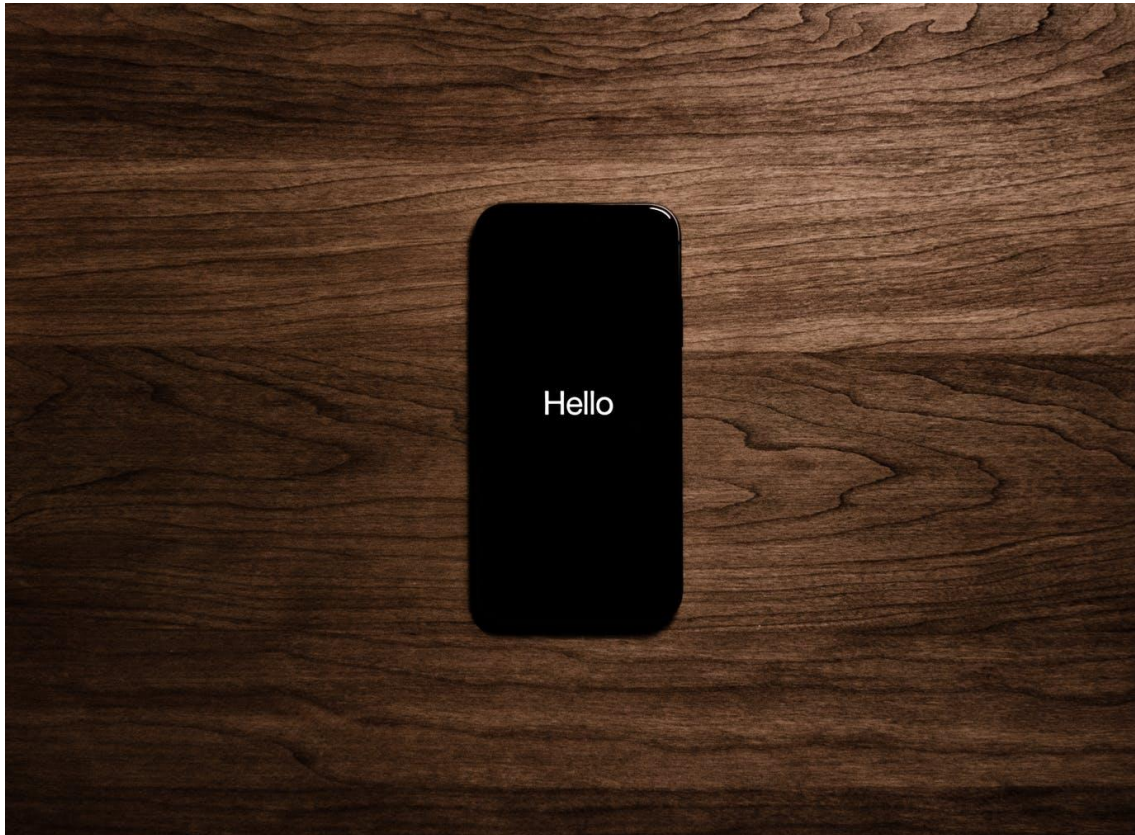
 <p>Travel & Tourism</p> <p>Survey among travelers on attitudes, preferences, and usage behavior with regard to travel. From travel planning and booking to the journey and the vacation itself, destinations, tourist offers, booking portals, flights, airports, and more.</p>	 <p>Food & Nutrition</p> <p>This survey provides you with everything you need to know about nutrition and grocery shopping, including cooking, eating habits, prepared and frozen foods, and snacks. Also, we put a special focus on plant-based alternatives to dairy and meat, as well as grocery and meal deliveries.</p>	 <p>Hot Drinks</p> <p>This survey probably answers everything you could possibly ask about the consumption of hot beverages such as coffee, tea, and cocoa. Get detailed information on consumption habits, favorite brands, and attitudes towards the topic.</p>	 <p>Holiday Special</p> <p>This survey gives insight into the holiday season and Christmas. It covers habits, traditions and behaviors during the holidays season and explores gift-giving, dining, and activities during the holidays. Additional topics include Black Friday, New Year's Eve and Thanksgiving (U.S. only).</p>	 <p>Sports & Fitness</p> <p>The study covers attitudes and consumer behavior in the sportswear market, as well as detailed survey results on the most popular sports, individual and outdoor sports, favorite brands, and attitudes towards the topic.</p>	 <p>E-commerce</p> <p>Statista's exclusive e-commerce survey offers detailed insights into consumer shopping behavior online. This study examines the online customer journey, consumer attitudes and the online stores consumers use. Consumers were also given the chance to rate the top e-commerce brands by key characteristics, satisfaction, and NPS, to give a detailed overview of the current online landscape, while also providing the opportunity for benchmarking against these established brands in each country.</p>	 <p>Schumacher & Statista U.S. Interior Design Monitor</p> <p>Schumacher and Statista conducted a joint survey among interior design professionals and interior design enthusiasts. The resulting "U.S. Interior Design Monitor 2021" serves as a trend and trend barometer of the interior design sector in the United States and paints a comprehensive picture of the market situation while identifying current developments and trends.</p>
 <p>Digital Advertising</p> <p>This exclusive survey provides insights into consumer behavior and preferences with regard to digital advertising. Topics include internet and social media usage, content and product discovery, advertising acceptance, personalization and tracking on different channels, paid content and subscriptions, and more.</p>	 <p>OTC & Pharmaceuticals</p> <p>This survey provides insight into health-related topics, such as arthritis, medical cannabis and CBD, and mental health. It lets you compare pre- and post-pandemic data from 2019 and 2021. Explore the purchasing and usage habits of OTC products for colds, skin disorders, pain, sleep disorders and digestive problems. In addition, the study gives valuable consumer insights on health trends and more than 100 healthcare brands.</p>	 <p>Beauty & Cosmetics</p> <p>This study sheds light on the beauty market from the perspective of female consumers. It shows attitudes, spending, product preferences and brand loyalty in the areas of color cosmetics and facial care. It also includes insights into beauty and self-care routines, beauty tech and natural cosmetics.</p>	 <p>European Football Benchmark 2021</p> <p>A close-up of clubs, sponsors and fans in 2021. The Statista European Football Benchmark lets you compare fan opinions on the 5 big European leagues and other trending topics. This survey contains exclusive insights from each biggest domestic fan as well as fans in the U.S. and China.</p>	 <p>Luxury Shopping</p> <p>The luxury shopping study offers exciting insights into the world of luxury customers, such as consumer attitudes and behavior towards premium and luxury products. Discover detailed opinions on luxury goods such as watches, jewelry, cosmetics, fashion, and accessories. Furthermore, understand brand awareness and purchases across 6 different markets, worldwide.</p>	 <p>Sustainable Consumption</p> <p>The study provides insights into attitudes, consumer behavior and brand perception with regard to sustainability in the categories of food & beverages, fashion and beauty & personal care. It addresses sustainable eCommerce as well as drivers and barriers of sustainable consumption. Additionally, it sheds light on behavioral changes due to the influence of the COVID-19 pandemic.</p>	 <p>Cancel Culture</p> <p>Results of our exclusive survey regarding the online phenomenon of Cancel Culture. This survey will give exclusive insights into our research on reasons and effects of (social) boycotts. Providing much needed data on how brands and companies can combat increasingly being exposed to the danger of negative attention online.</p>
 <p>Digital Lifestyles</p> <p>Results of our exclusive survey regarding Digital Lifestyles. This study provides exclusive insight into the online behavior and digital literacy of consumers across four different countries, and detailed information about preferred social media channels, attitudes towards the digital world and how and where consumers shop online.</p>	 <p>Finance & Assets</p> <p>This survey offers exciting insights into the saving and investing habits of consumers. Find out how much consumers are saving each month, where they get their information, and when they consult for advice.</p>	 <p>Pets</p> <p>Results of our exclusive survey on all topics concerning pets. This study provides insights into the attitudes, purchase behavior and popular brands of pet owners. This consumer survey focuses on nutrition, health, and all the latest trends about animal companions.</p>	 <p>Motorcycles & Scooters</p> <p>This survey offers insights into the motorcycle & scooter market. It shows what bikers look for when buying a motorcycle and how the top brands are positioned in terms of satisfaction, customer habits, and brand image. Further, it focuses on motorcycle equipment and insurances.</p>	 <p>Toys & Games</p> <p>This survey provides you a deep dive into the world of toys and games. Discover the true drivers behind toy purchases, find out about the relevance of different toy categories such as card and board games or electronic toys and games, and reveal about the role of age, appropriateness and toy purchase situations in general.</p>	 <p>Tech Giants & Digital Services</p> <p>The large tech companies have a huge influence on our everyday lives. This special examines consumer attitudes to these organizations and their impact on society. As well as delving into usage of brands, digital services and devices.</p>	<p>All GCS Specials...</p>

In addition to the main Global Consumer Survey, we regularly conduct trend surveys in the world's most relevant markets. Coffee, e-commerce, Christmas, sports, digital advertising, pharma, beauty, football⁽¹⁾, luxury, sustainability, cancel culture, pets, digital lifestyles, finance, motorbikes, toys, travel, tech giants - okay okay, you heard us, we'll stop listing already.

GCS Specials give you in-depth insights into trending, specialized or just generally exciting topics. These Specials usually get an update every 2 years, and more are being added all the time.

Conviction is just one of many good reasons for inclusion

Concept: inclusion (1/2)



Behind the Global Consumer Survey is a multicultural team with diverse beliefs and orientations. In order to be on the pulse of consumers worldwide, to represent global and regional markets, and out of conviction, the GCS must be as inclusive as possible.

Always in local language

In order to enable as many consumers as possible to participate in the survey, the questionnaire for each country is available in the respective main languages as well as in English. We survey the [GCS in a total of 39 languages](#). You receive accurate market analyses because all market participants are potential GCS participants.

Optimized for mobile

We are talking about an online survey and the vast majority of internet users are mobile. To do justice to this, the GCS survey is optimized for mobile devices: wherever possible, no [matrix/rating questions](#) and no more than 15 possible answers to a question. This way, our results are not random, but accurate.

Markets as they are: dynamic and colorful

Concept: inclusion (2/2)



LGBTQ+

In addition to the binary gender question, where it is legal and unproblematic for the respondents, we collect self-identification with the LGBTQ+ community, gender identity (female, male, trans female, trans male, genderqueer / genderfluid, non-binary) and sexual orientation (heterosexual, homosexual, bisexual, pansexual, asexual, queer). The world is colorful, people are colorful, markets are colorful, and consumption is colorful too.

Migration und ethnicity

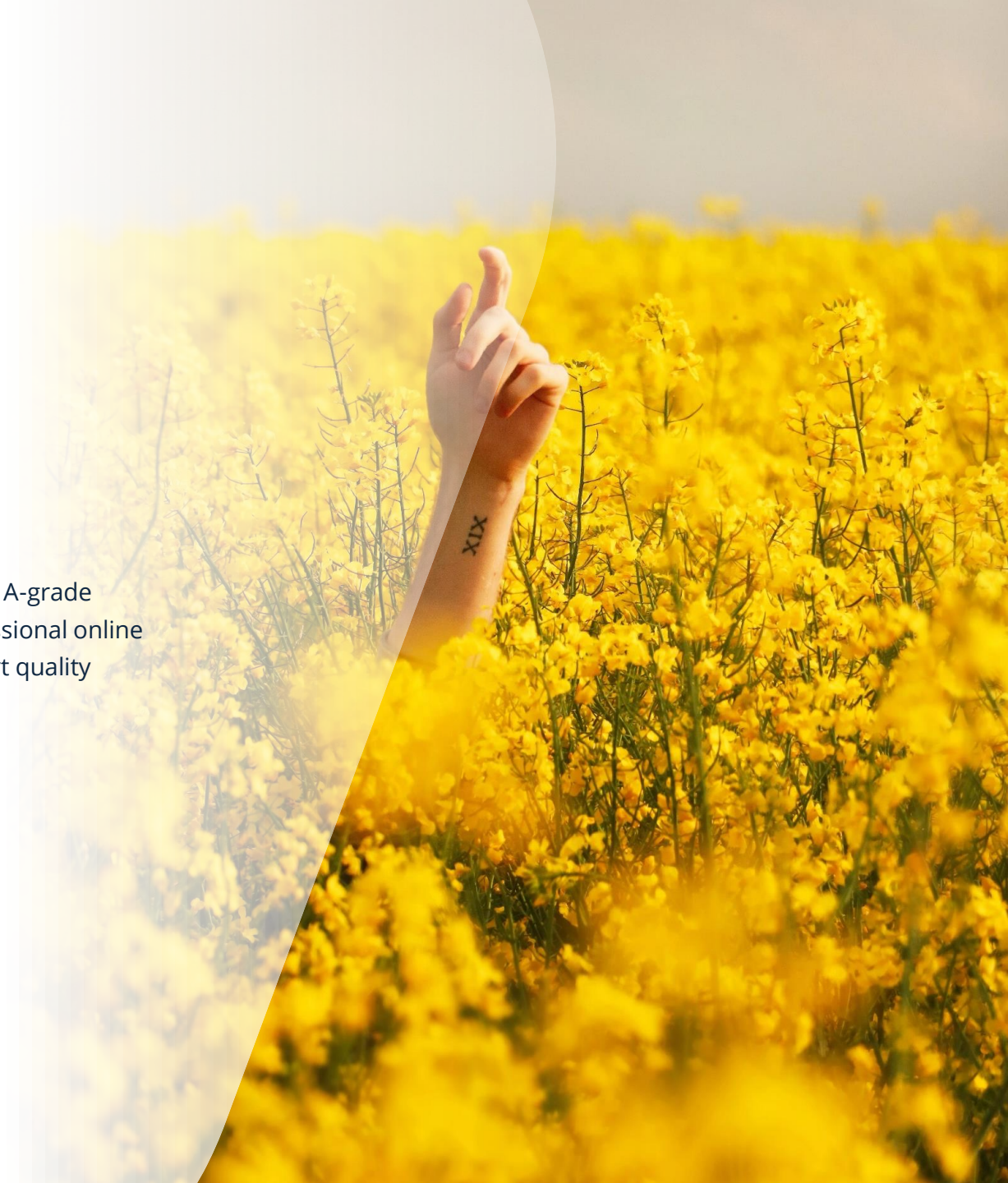
People not only move markets, but also move themselves. Migration is a global normality and in order for you to be able to accurately analyze the markets you are interested in, we collect the migration background and the country of birth of respondents in the GCS, as well as their [ethnicity](#), according to the standards of the respective official census.

CHAPTER 02

Online survey

What do online research and farming have in common? Meticulous fieldwork ensures an A-grade product. We guarantee the quality of the Global Consumer Survey results through professional online panel service providers, a split questionnaire design, quota sampling, rolling waves, smart quality assurance, and transparent data cleaning.

- Representativeness
- Split design
- Panel partners
- Quotas
- Rolling waves
- Sample sizes and error margins
- Quality assurance



Are the results of the GCS representative?

Online survey: representativeness



Of course, you are not only interested in what the respondents answered in our survey, but also in whether these results can be generalized. That's the question of [representativeness](#): Are the results a reflection of the world out there?

This is exactly the claim we have for the GCS, and it starts with the wording of the [questionnaire](#). Our questions strive for simple but precise language, and are designed to allow respondents to answer objectively. Our [split design](#) also ensures refreshingly short survey durations, so respondents don't get tired.

The second element of a generalizable survey is a sample that is similar to the selected [population](#). In the case of the GCS, this is internet users (online survey!) between the ages of 18 and 64 in each country. To ensure that the composition of our sample meets this criterion, we set [quotas](#) for age, gender, and region⁽¹⁾. Established panel service providers put us in touch with respondents.

And in parallel to all this, we conduct ongoing meticulous [quality assurance](#) before, during and after the surveys.

How long can you answer questions without getting tired?

Online survey: split design

All respondents	Demographics, media usage, and general consumer behavior	
Split 1	Finance & insurance	Health
Split 2	E-Commerce & retail	Food & nutrition
Split 3	Housing & household equipment	Internet & devices
Split 4	Travel	Mobility
Split 5	Media & digital media	
Split 6	Services & e-services	Marketing & social media

Questionnaire splits

The [questionnaire of the Global Consumer Survey](#) is divided into topic groups. Up to two of these topic groups form a questionnaire split. Each respondent initially answers the same questions on demographics, media usage, and general consumer behavior. Additionally, each respondent answers one split.

Why do we split the questionnaire? It's all about data quality: splits avoid respondent fatigue. Answering our questionnaires should take no longer than 15, maximum 20 minutes. This ensures that all questions are answered with the same attention. Only in this way do all answers to all questions have the same validity. If a respondent answered all questions from all splits, large parts of the results would be qualitatively questionable, which is why we don't make any compromises here.

Do splits affect possible cross-tabulation?

Yes. Questions can only be cross-tabulated within the same split. The good news is: You can cross-tab questions from demographics, media usage, and general consumer behavior with all splits. Same goes for [target group analyses](#).

We use online panels to successfully conduct the GCS

Online survey: panel partners



Every year, we ask more than 400,000 consumers worldwide to complete the GCS questionnaire so that we can offer you regular updates with the highest possible number of respondents. In order to do this successfully, we commission panel service providers. Our panel service providers meet the established quality assurance requirements and ethical market research principles according to standards such as [ESOMAR](#), [MRS](#), [ARF](#), [MRIA](#), [AMA](#) and [ISO 20252](#).

What do panel service providers do?

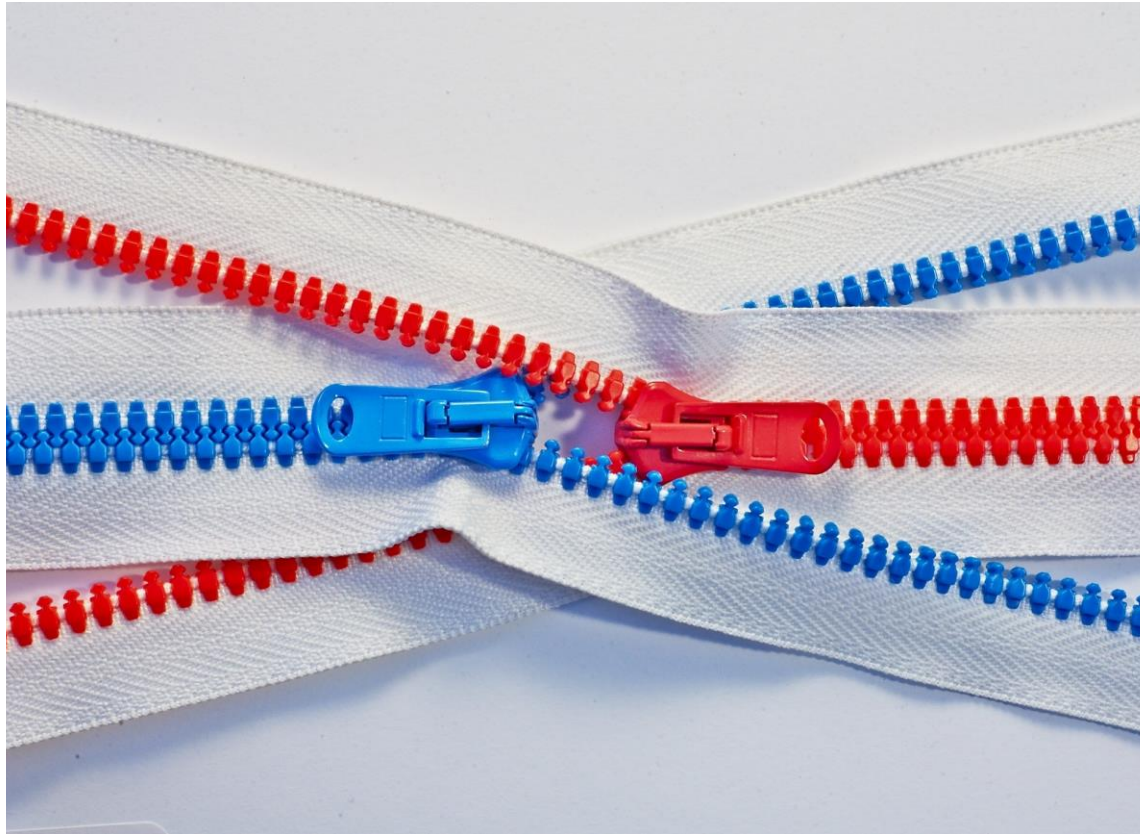
Panel service providers enable us market researchers to have a predefined number of people complete online surveys. We can specify selection criteria for these people, such as "52 percent female, 48 percent male". More on this in the [section on our quotas](#). In addition, panel service providers offer a variety of services and tools that make it easier for us to conduct the surveys and perform quality checks at every step.

Where do the panelists come from?

Panel service providers recruit their panelists online, through channels such as sponsored posts, advertising, or partnerships with websites. Panelists provide the panel service provider with basic personal information such as age, gender, income, marital status and more. Panelists then receive invitations to participate in matching surveys via mail or app. Once they have completed a survey, they receive a small compensation for their participation.

Representation matters, that's why we set quotas on respondents by age and gender

Online survey: quotas



To guarantee that the results of the GCS are representative of the online population (18 to 64 years) of a country or region, we apply quotas on age, gender and - where possible - region when selecting respondents. The quotas are based on the official census of the respective country as well as on the respective share of internet users. Our experienced quota experts combine the best available sources, such as [Eurostat](#), [World Bank](#), or the [International Telecommunication Union \(ITU\)](#), to precisely determine the share of internet users.

To maximize the quality of our data for you, our quotas are additionally "interlocked". This means, we take into account that the distributions of age, gender, and internet usage in the individual countries and regions are not independent of each other and quote these characteristics in dependence on each other.

In line with the underlying sources, our quotas are updated annually.

Surf the GCS with the most up to date consumer data

Online survey: rolling waves



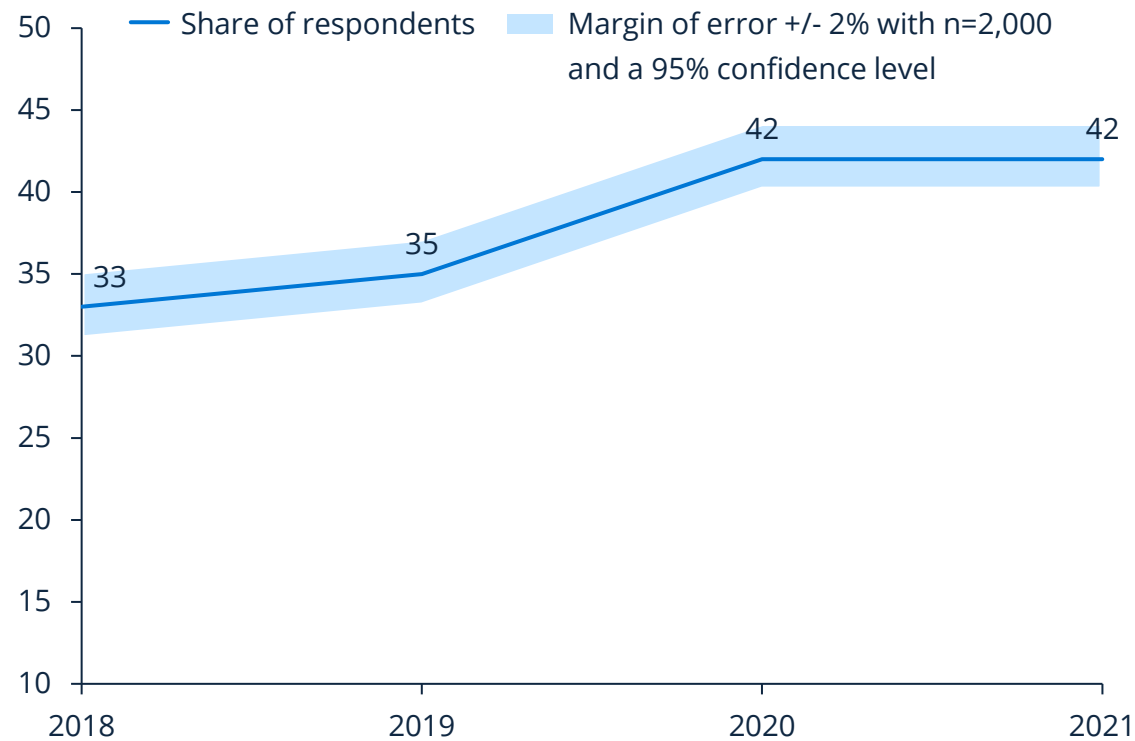
For our more than 20 [countries with brands](#) we use a survey system with rolling waves: Each update contains the interviews of the four most recent survey waves or, in other words, the interviews of the last 12 months. This ensures trend stability in your analyses and a higher number of interviews per update, allowing you to adequately evaluate smaller target groups, brands and markets.

We ensure that no respondent can participate in the survey twice within a 12-month period. Thus, there are never two interviews of the same person in one update / data set.

Sample up - yes, size matters

Online survey: sample sizes and error margins

"I try to eat less meat", Germany, in %



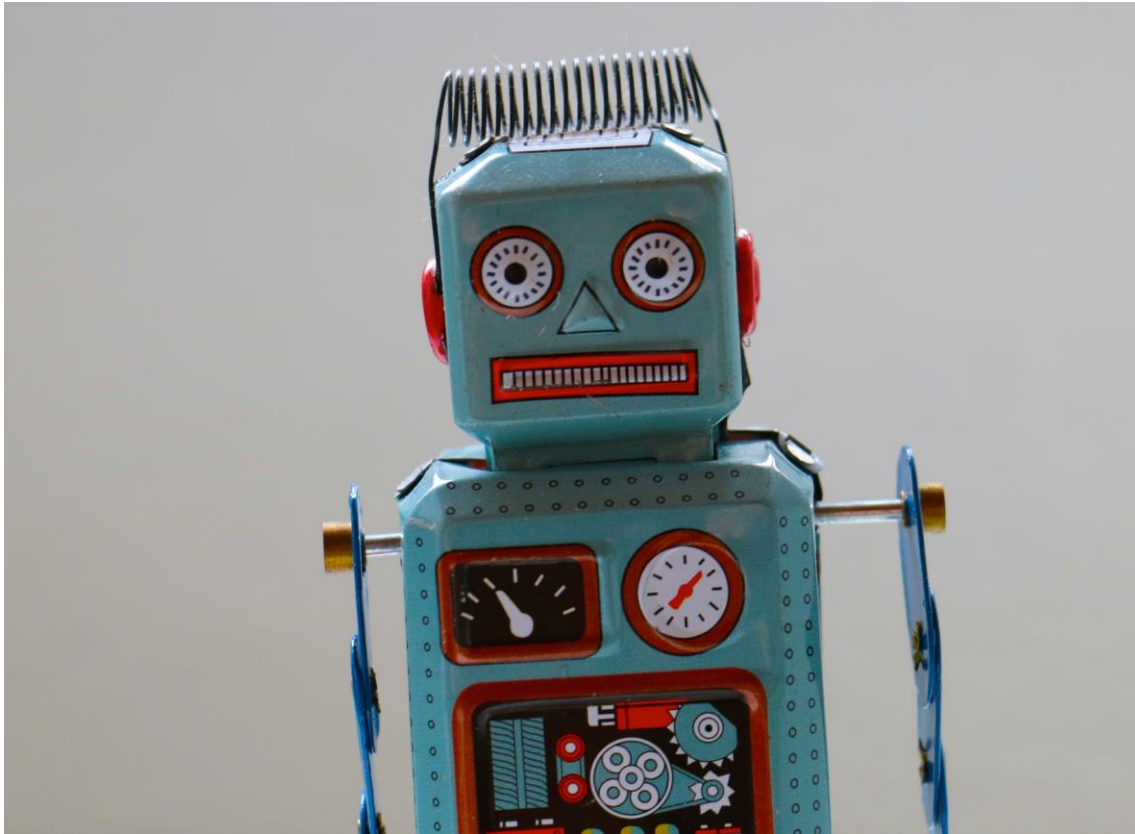
Some countries and regions covered by the Global Consumer Survey have up to 60,000 respondents per year, but some studies have only 1,000. Is that enough interviews for the results to be representative? In fact, the sheer size of the [sample](#) has nothing to do with the [representativeness](#) or generalizability of the results. What is important is that the sample is as accurate a reflection as possible of the general [population](#).

The sample size, on the other hand, determines how much the measured value - e.g. "42% of respondents try to eat less meat" - differs from the real value in the world out there. Here, the larger, the more accurate. The possible inaccuracy is typically referred to as the [margin of error](#)⁽¹⁾ and can be calculated.

Let's stick with the 60,000 respondents per year. This gives a margin of error of less than half a percent. In some surveys, the number of respondents is only 1,000; here, the margin of error is plus or minus 3%. In terms of accuracy, therefore, size does matter; larger is generally more accurate. For practical analyses, however, sample sizes of 1,000 and above are usually sufficiently accurate⁽²⁾.

The GCS offers a lot of everything, but most of all quality

Online survey: quality assurance (1/3)



A complex data project like the Global Consumer Survey requires smart, effective quality assurance measures. And in our case, these take effect during the selection of respondents, during fieldwork, and then once again during data cleaning.

Quality assurance during the selection of respondents

It goes without saying that our panel service providers comply with common quality norms and standards such as [ESOMAR](#), [MRS](#), [ARF](#), [MRIA](#), [AMA](#) and [ISO 20252](#). In addition, our service providers employ a range of technical measures to effectively detect and prevent fraudulent behavior - such as the use of the notorious bots. This includes digital "fingerprinting" just as much as IP address checking. In addition, a number of proprietary security solutions are employed, including [RelevantID®](#), [MaxMind](#), [Firehol](#), [reCAPTCHA](#) and [SmartyStreets](#). This is how we make sure that behind every interview in the Global Consumer Survey there is a real consumer. Too bad, bots!

Slow and steady wins the race

Online survey: quality assurance (2/3)



Quality controls during the survey

Bots can be cute, but we really don't want them in our survey. For a second bot check during the survey, for example, we use "input questions" and check the answers for bot-typical patterns.

But we also check that our human participants fill out the survey truthfully and attentively. First, we screen out all participants who finish answering the questionnaire too quickly, the so-called "speeders". The lower limit is 40% of the median interview length of all respondents in the previous waves.

During the questionnaire, we then check respondents' attention using test questions such as "Which one of the following is a fruit? Cat, horse, dog, apple, mouse". Also, we build in consistency checks: We ask certain questions a second time at a different point in the questionnaire and then expect the same answer twice.

Within the responses, we also check for clustered occurrences of traits that tend to be rare in the population and sort out respondents with conspicuous response behavior.

Everyone loves the crime scene cleaner

Online survey: quality assurance (3/3)



Quality assurance during data cleaning

Some people are only too happy to let the cleaning of the collected [data](#) go by the wayside. But not us. Here you can find out what criteria we apply to clean the Global Consumer Survey data.

Our main criterion is the consistency of your evaluations: Your cross-tabulations and target group analyses should be free of contradictions. In complex studies like the GCS, it can happen that participants contradict themselves. For example, when asked about the mobility services they use, they state that they use car sharing. A little later, they are asked which car sharing brands they use, and answer "I don't use car sharing".

We then correct the first answer to match the second, because the respondent also corrected themselves – perhaps they confused car sharing with ride sharing and only realized this from the list of brands.

If respondents contradict themselves too often, we remove their answers from the data set. This rarely happens, and that in turn speaks for the quality of respondents and the GCS questionnaire.

CHAPTER 03

From data to insights

Data is one thing, what you make out of it is another. There are hundreds of thousands of stories and data-driven decision aids waiting for you to discover in the GCS. Here are some little helpers to assist you in discovering, analyzing, and storytelling.

- Target groups
- Recodes
- Typologies
- Income quantiles
- Index
- Total share of all respondents
- Raw data
- Brand Reports



Target group evaluations are what you want when you reach limits with crosstabs

From data to insights: target groups (1/2)



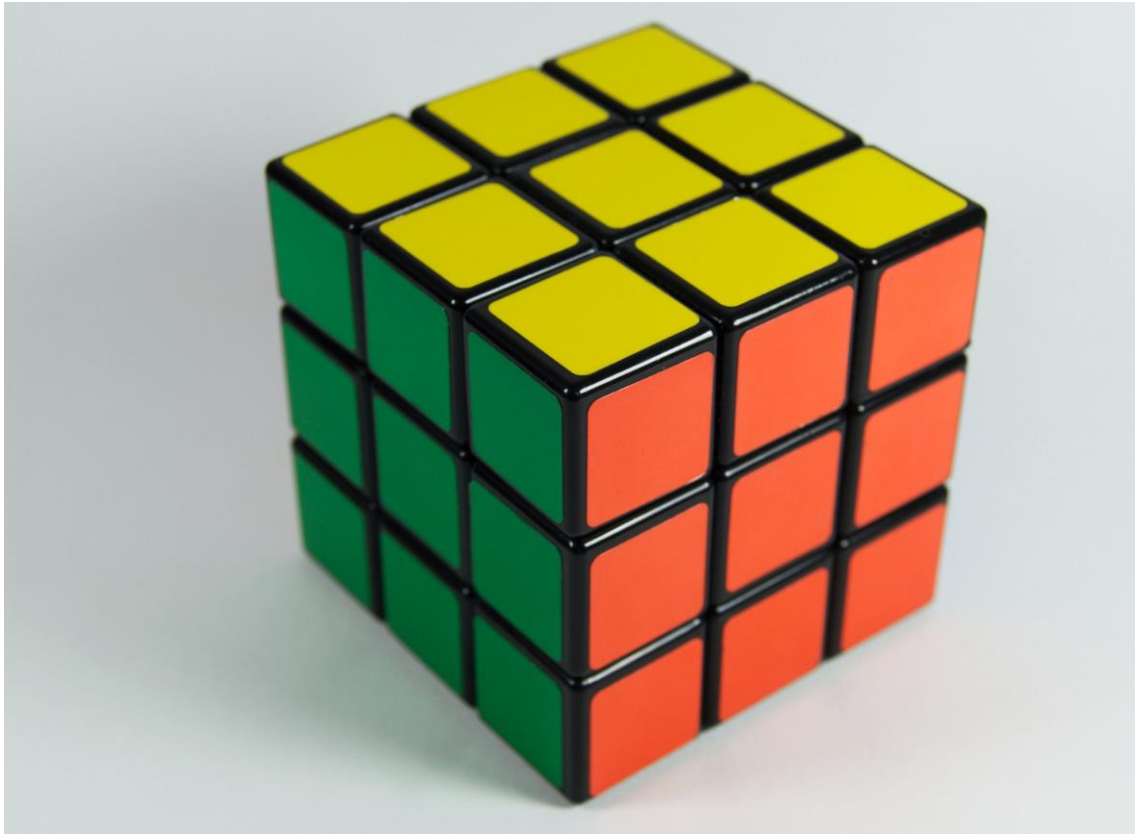
Whenever you want to analyze a specific population group in detail in the GCS, you have at least two options: crosstabs and target groups. For inspiring and informative crosstabs, items like the [innovator classes](#) are ideal, but you can of course cross-tabulate with all items to your heart's content. The only limit here are splits.

Want more than an overview? Well our target group function is for you!

While crosstabs are excellent for giving you a quick overview of a topic based on a more basic differentiation (e.g. most popular video game genres by gender⁽¹⁾), detailed target groups allow for a consumer-analytical GCS deep dive. Whether it's the most important values of millennials in the United States, the best marketing touchpoints for high-earners in Germany, or the most popular dating apps among trendy-savvy Douyin users in China - demographic target groups can be applied to all splits in the GCS, while target groups from the topic splits can be applied within the same split. That's why our [splits are smartly set](#).

Good to know: How to link characteristics within target groups

From data to insights: target groups (2/2)



You can fully customize, name and save your target groups for future use in the GCS by using the target group editor. When you select multiple characteristics to define your customized target group, the following operations are performed:

Two characteristics from the same item are combined with "or"

If you select the answers "Apple" and "Samsung" from the question "What brand is your smartphone from?" in the target group editor, your target group will contain all people whose phone is from Apple **or** from Samsung.

Two characteristics from different items are combined with "and"

In the target group editor, if you select "Apple" from the smartphone brand question and "T-Mobile" from the mobile carrier question, your target group will contain all people whose phone is from Apple **and** whose mobile carrier is T-Mobile.

Lost in the GCS? Our recodes provide structure and help you to recognize patterns

From data to insights: recodes



As of 2022, the Global Consumer Survey comprises more than 1.7 million interviews - it's clear that sometimes it's not easy to find sweet insights in the data candy shop. To make it easier, the GCS contains more than 600 recodes.

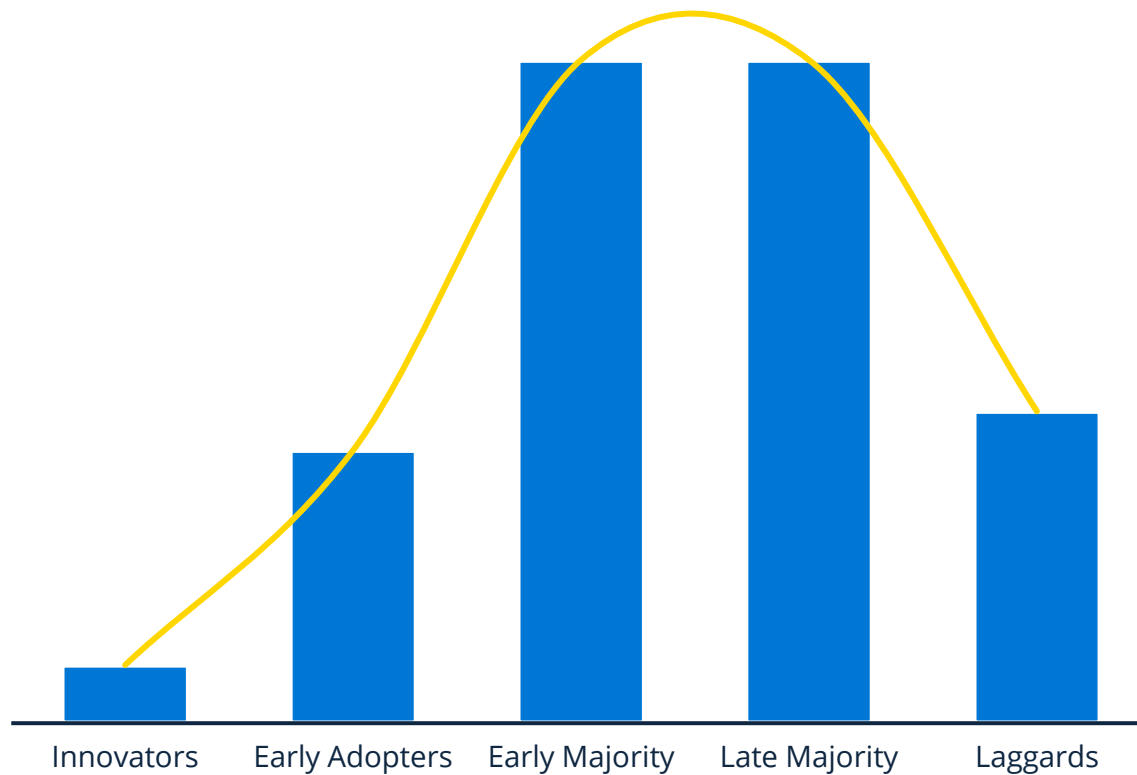
Recodes usually sum up information that is distributed among different answers within an item. For example, "Age (generations)" is a recode based on the age of the respondent.

In more abstract terms, recodes turn implicit information into explicit information: the information about whether someone is an online shopper is implicit in the answers to the question "Which of these things have you bought online in the last 12 months?". The recode "Online shopper" (Yes/No) makes that information explicit.

This is useful for you, because many ideas for which you would otherwise build target groups can be found in the GCS recodes for direct use.

The early bird catches the worm

From data to insights: typologies



Among your friends, are you always at the forefront of testing the next big thing? In 2015, someone said to you "You have a nice smartwatch"? Then you probably belong to the group of innovators. Or at least to the early adopters.

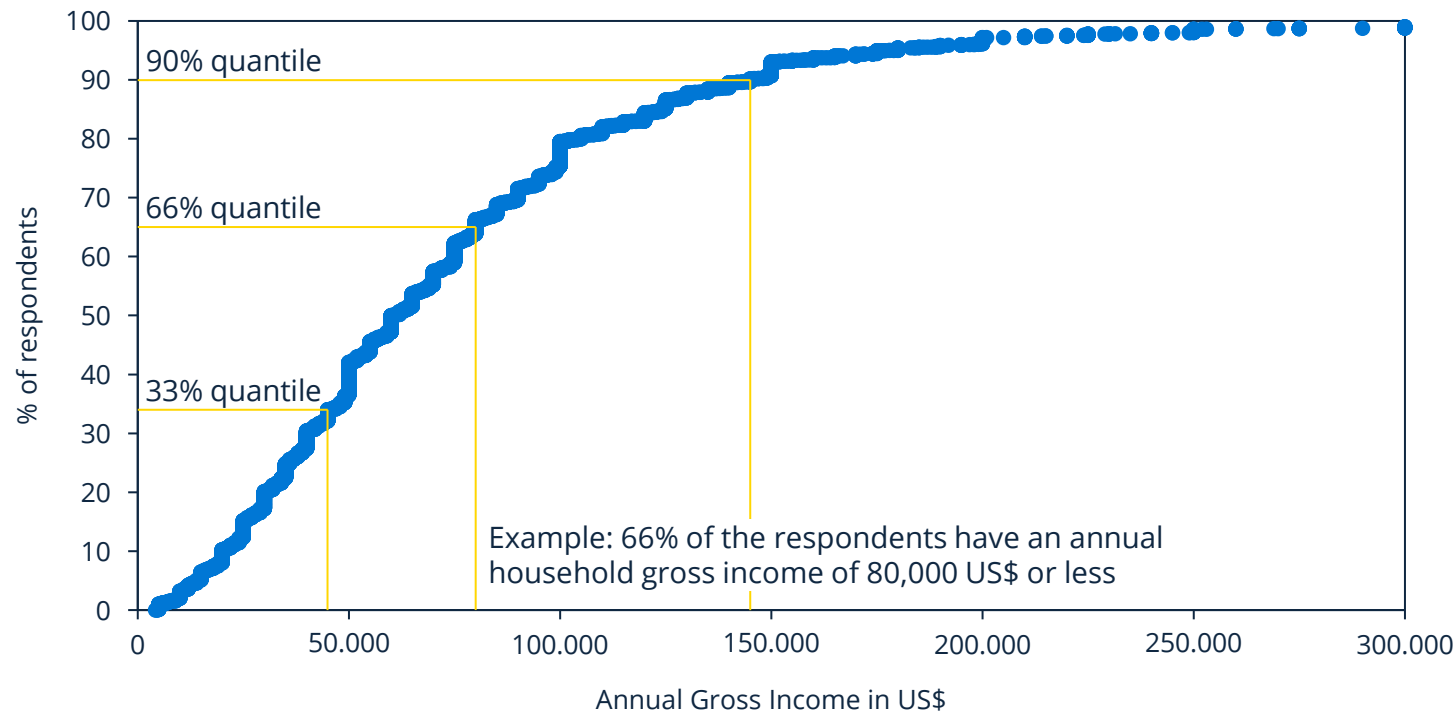
In order to provide you with an innovator typology in the GCS, we assign all respondents to the classes of the [diffusion of innovations theory](#) on the basis of a number of questions relating to the topic of innovation. And in which class are there probably the most smartwatch owners? Right.

But would you also know which social media channels are used most frequently by innovators and early adopters? Or which challenges this group finds particularly urgent for their country? Just take a look - it's only a few clicks away in the GCS.

Money is (not) a matter of class

From data to insights: income quantiles

Empirical Cumulative [Distribution Function](#) (ECDF) of the incomes in the U.S. ⁽¹⁾



The GCS is about consumption behavior, and thus, of course, also about money. Our questionnaire therefore includes an open-ended, numerical question on households' annual gross income in local currency⁽²⁾. Respondents who do not wish to report their income we ask to choose one of several categories, which vary from country to country.

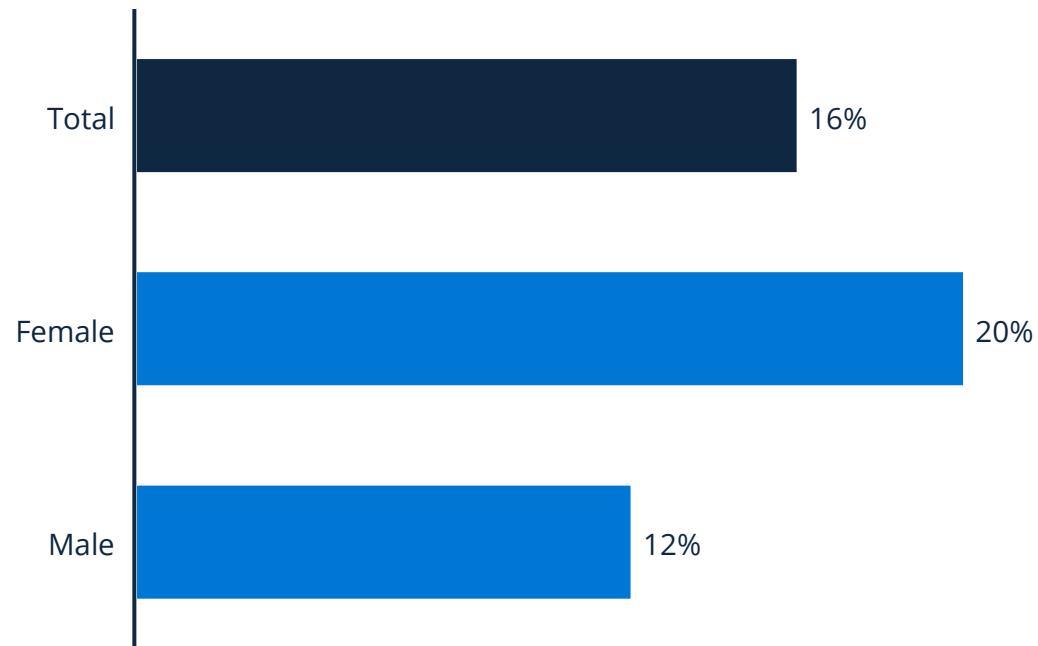
We have defined the three income classes "low", "medium" and "high" using the concept of [quantiles](#), namely the 33 percent and 66 percent quantiles. We categorize income into three groups, a lower third, a middle third and an upper third. Accordingly, all groups have the same number of respondents, namely 33 percent of all respondents.

To affinity and beyond: using the index function to find out what makes a target group tick

From data to insights: index

Attitudes towards healthcare, Germany, 2021 - Update 4

"I prefer alternative healing methods to conventional medicine"



The affinity index is a concept from media planning. It is used there to select the optimal advertising media for a target group, but the index can be used in many ways. Which statements does my target group agree with more often than others?

Index Which brands and which media do they use more often? To answer questions like these as simply as possible, you can activate an index column in the GCS for crosstabs.

100 How does the index work?

The index value is a measure of the relevance a survey item has for a target group. In the GCS tool, it is calculated from the column value compared to Total. Example: In Germany, 16 percent of all respondents agree with the statement "I prefer alternative healing methods to conventional medicine". Among women it is 20 percent. This gives them an index of 125, which means that among the people who agree with this statement, women are overrepresented by 25% compared to all internet users.

125

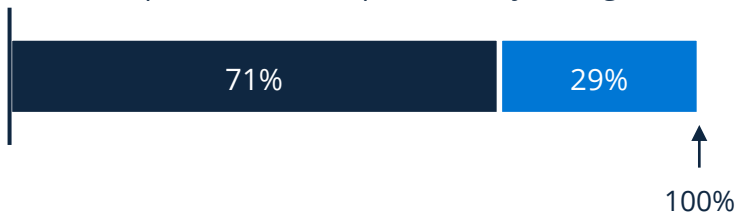
75 By the way: Index and sorting function are an unbeatable duo. Why not sort by index and see where your target group is particularly strongly represented?

Would you like a little more? Calculate tables with and without filters

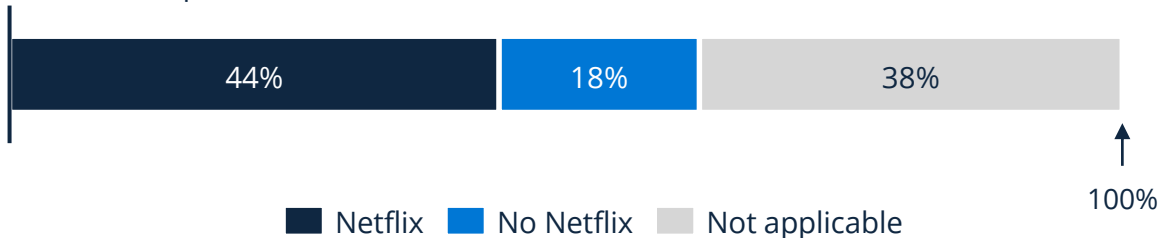
From data to insights: total share of all respondents

Usage of paid digital video services by brand, Germany, 2021 – Update 4 „Netflix“

Base: respondents who spent money on digital video content



Base: all respondents



■ Netflix ■ No Netflix ■ Not applicable

Not everyone should be asked every question. This is just as true in a survey as it is in real life. That's why we use so-called filters: we hide some questions if a respondent can't answer them meaningfully. For example, we only ask car owners about their car make, only gamers about their favorite genres in video games and only parents about the age of their children.

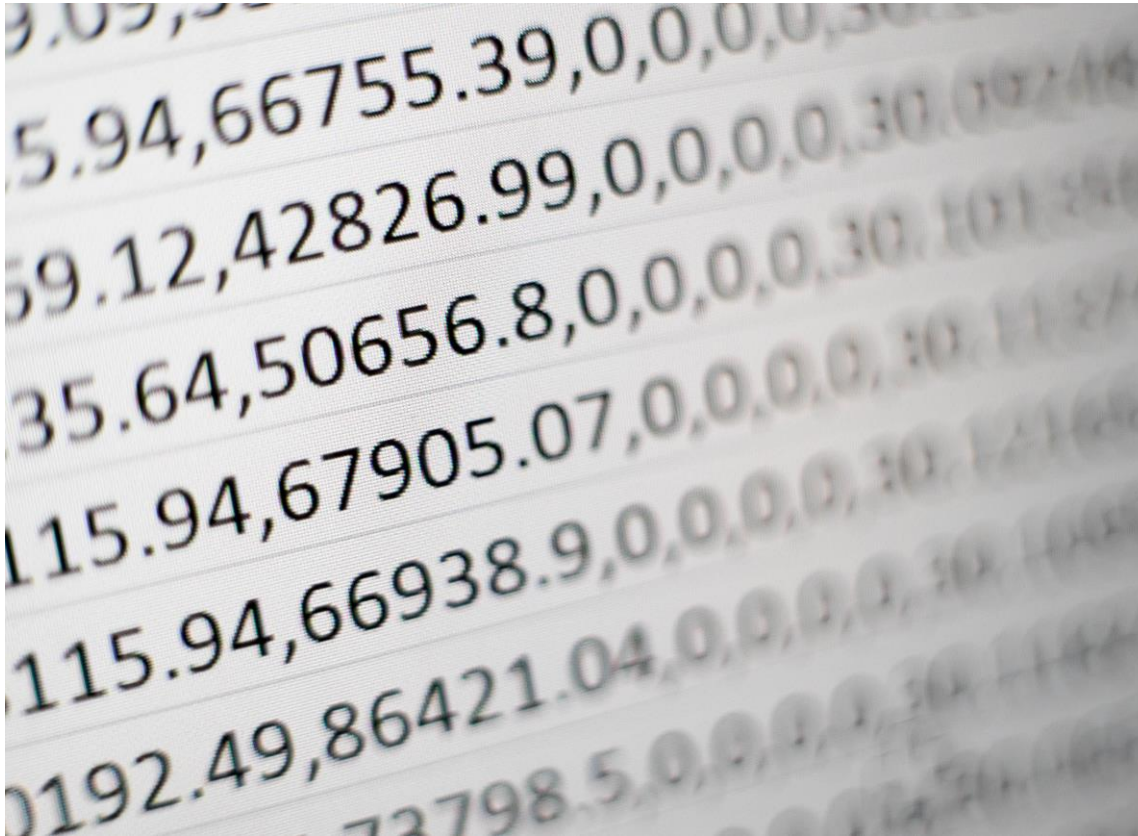
For example, 71 percent of the video streaming customers surveyed say they have a paid subscription to Netflix. Under each question we write exactly which base we took. In this case, it is all those who have spent money on digital video content in the last 12 months.

Calculating with extended base

71 percent of video streaming customers in Germany are on Netflix? That sounds like a lot. How high is the share of all German internet users who use Netflix? You can get the answer to this question by activating "Total share of all respondents" in the analysis options. The tool then calculates the values in relation to the share of all respondents, not just the ones who answered the question. We see: 44% of German internet users have a Netflix subscription.

We give you deep insights, with raw data

From data to insights: raw data



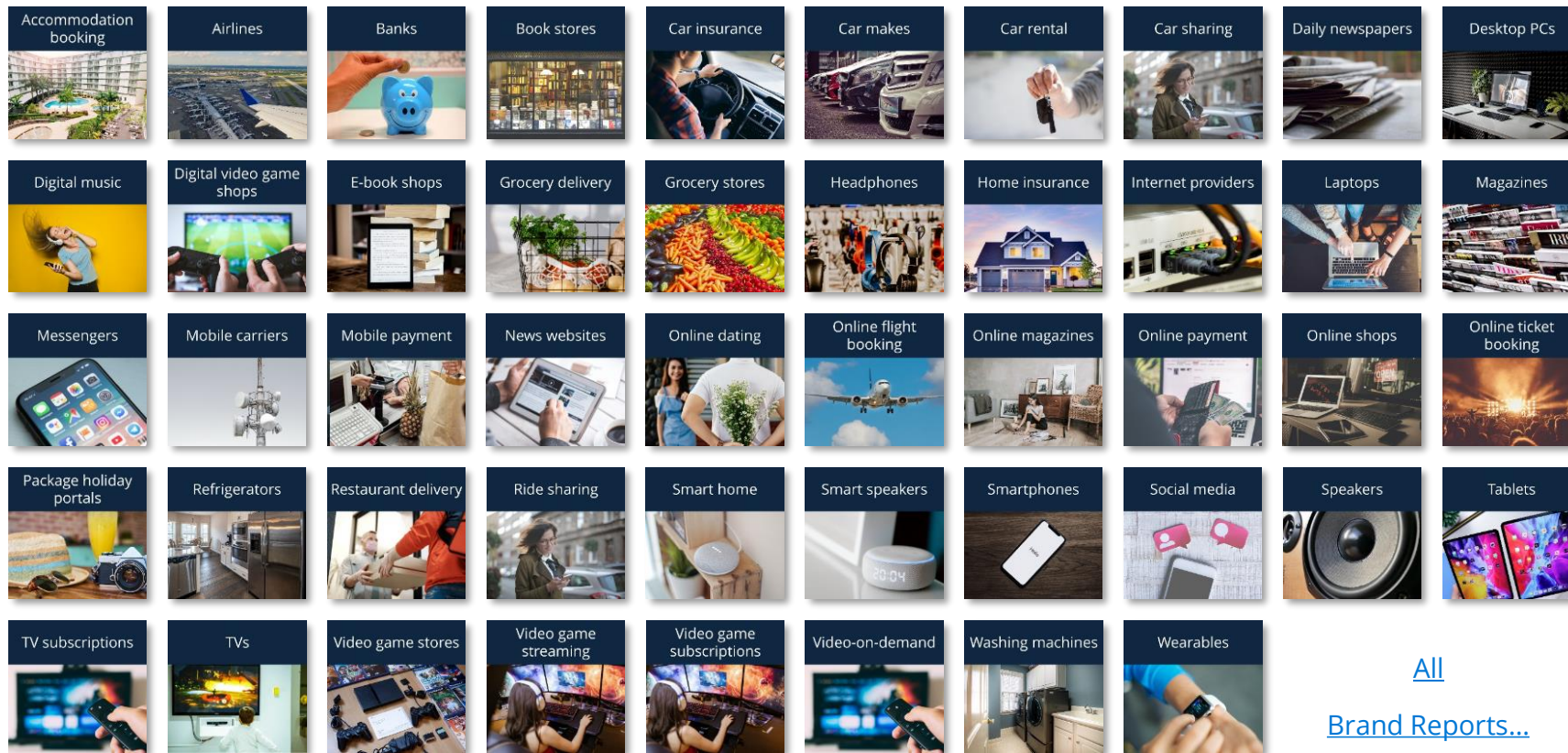
We are particularly proud of our quality controls and our data cleaning. So proud, in fact, that we let you look really deep into the data: Upon request, we also provide interested parties with the raw GCS data, the datasets that form the backbone of the Global Consumer Survey.

All raw respondent-level data sets are 1:1 as we use them in GCS. Analyses of this data provide exactly the same results as the GCS platform, but with greater depth and even more possibilities.

While the GCS tool already enables individual analyses, the raw data opens the doors to a whole range of sophisticated statistical procedures. If keywords like data fusion, target group segmentations and causal analytical models give you goosebumps, [get in touch with us](#).

Case study for target group analyses: The GCS Brand Reports

From data to insights: Brand Reports



[All
Brand Reports...](#)

We work hard to bring GCS data treasures to light for you to make your job easy.

A good example of the possibilities of [GCS target group analyses](#) and an invitation to storytelling are our Brand Reports. Each Brand Report lets you compare GCS results for customers of a specific brand (e.g., [Instagram](#)) in a specific country with all users in the same category, as well as the general online population of the country.

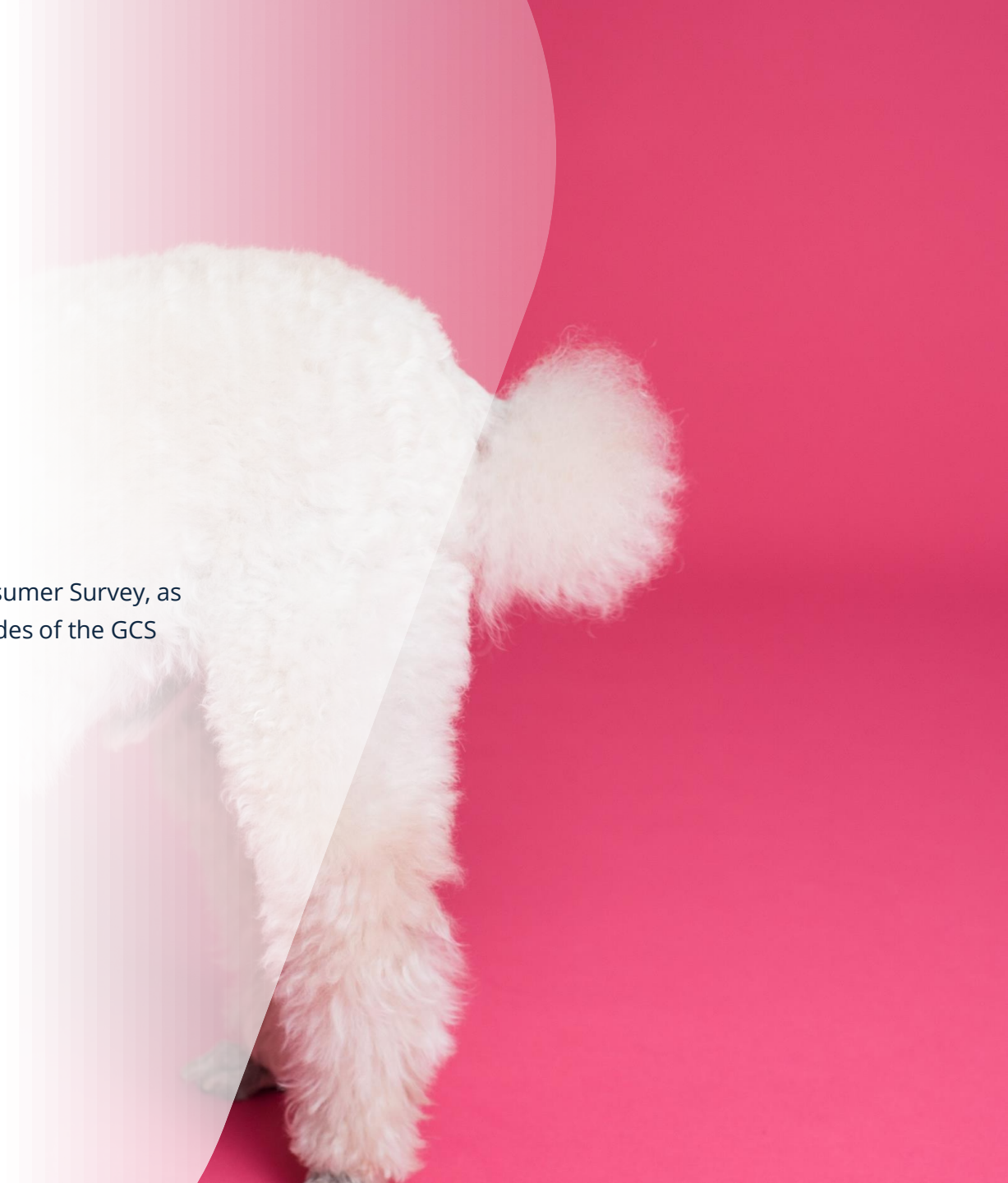
There are over 7,000 Brand Reports⁽¹⁾ and they are updated up to four times a year. You don't believe us? Why not click on your favorite topic on the left...

CHAPTER 04

First things last: appendix

Here you will find answers to the most frequently asked questions about the Global Consumer Survey, as well as some links that we encourage you to visit. We also show you how the region recodes of the GCS are composed, and where we got all the nice pictures from.

- [FAQ](#)
- [Important GCS links](#)
- [Countries & regions](#)
- [Image credits](#)



Questions and answers – general

Appendix: FAQ (1/7)

Who has access to the Global Consumer Survey?

The GCS can be booked as an upgrade to our Statista accounts for corporate customers, as well as a stand-alone product. Please [ask us about the available options](#).

If you already have an account, log in to the Statista platform as usual, and [click here to access the GCS](#).

What topics are covered by the Global Consumer Survey?

The Global Consumer Survey contains exclusive data on more than 50 industries and topics. Get an [overview of the topics](#). Our main survey's [questionnaire](#) gives even more details.

The [GCS Specials](#) (topic-specific trend surveys) may also be of interest to you. You can view the individual questionnaires in the respective study under "Show survey details".

Can I download the data?

You can easily download your individual analyses as CSV files or PowerPoint presentations, and start working on them immediately. You will find the download buttons in the top right corner of the GCS tool.

What specials and updates are planned?

We update the data for countries with brands with new interviews four times a year. All other countries of the GCS receive at least one update per year. In addition, we continuously publish topic-specific trend surveys, our specials. An overview of planned expansions and updates can be found in our [release calendar](#).

Questions and answers – data & methodology

Appendix: FAQ (2/7)

What are the sources of the Global Consumer Survey?

The Global Consumer Survey data comes from worldwide online surveys conducted exclusively by Statista.

Who is asked as part of the survey?

The GCS contains interview data from respondents worldwide. Participation requires internet access and registration for online survey participation with one of our supplying [panels](#).

When are the interviews conducted?

The data for countries with the extended survey (countries with brands) is collected on an ongoing basis and published once a quarter.

Surveys for countries with the basic version of the survey (countries without brands) take place in the first half of each year.

The exact survey periods for each individual data set can be found in the GCS tool under "View survey details".

Can I get the raw data?

We offer respondent-level GCS data ("raw data") independently of our online tool.

When you get raw data from us, you get exactly what we use on the platform. The data has gone through the same quality controls, and analytics deliver exactly the same results as the platform, but with more depth and [much more possibilities](#).

If you are interested in this offer, you are a professional. Here's more [information about our raw data](#). We look forward to hearing from you.

Is the GCS representative?

Short answer: Yes.

More elaborate answer [here](#).

To ensure the GCS is representative for internet users in each individual country, we set quotas for age, gender and - where possible - region of the respondents.

You can find out more about our quotas [here](#).

Questions and answers – data & methodology

Appendix: FAQ (3/7)

How does the rolling wave system work in detail?

For countries and regions with brands, the Global Consumer Survey employs a rolling survey system with [several survey waves per year](#).

The most recent dataset contains all interviews from the last 12 months.

Update 1 for 2019 deviates somewhat from the norm, as this was the first year in which we applied this system.

The system of rolling waves provides trend stability and a higher number of interviews available for analysis.

And we are in illustrious company: other major consumer studies (e.g. Kantar TGI, b4p, AWA, MACH Consumer, etc.) also use this principle and sometimes even combine two survey years.

What's the advantage for you? You can analyze smaller target groups, media and brands in detail.

In order for you to still have full transparency and also be able to analyze short-term trends, we provide the survey item "Survey period", that holds the exact time of when an interview was conducted. You can use this information in crosstabs and when creating target groups.

How often can respondents take the survey?

Respondents are invited to our survey by our panel providers and can participate at most once every 12 months. This way, we guarantee that no respondent appears twice in any dataset.

Questions and answers – questionnaire & definitions

Appendix: FAQ (4/7)

What does it mean when the term "regularly" is used in the questionnaire?

In the vast majority of questions, we specify very specific time periods, so the questions leave little room for interpretation.

In a few cases, we intentionally use more general terms such as "regularly" when we anticipate that more precise information would be difficult for respondents to provide. In such cases, we do not further define the term "regular" but leave the interpretation to the respondents' self-assessment.

Examples include questions such as "Where do you regularly buy food and products for everyday use?" or "What kinds of social media do you use regularly?"

The legal drinking age is over 18 in some countries - how can I be sure that respondents in my analysis can drink legally?

Alcohol-related questions and answers are only displayed in our survey to people who have reached the legal age for alcohol consumption in the respective country. In the United States, these questions therefore only include people who are 21 years and older, for example.

By the way, this is exactly how we do it with the legal age for tobacco consumption.

How are terms and topics defined in the questionnaire?

We do not give respondents any additional definition. The questions and answers are asked as indicated in the [questionnaire](#). For topics that could be ambiguous, we provide examples in the questionnaire or narrow down what the question refers to.

What do "single-pick" and "multi-pick" mean?

We use the term "single-pick" for questions in which respondents can give only one answer, for example, "What is the highest level of education you have completed?"

"Multi-pick" are questions where multiple answers are possible, for example, "Which search engines have you used in the past 4 weeks?"

The complete response shares of a single-pick question add up to 100 percent. The response shares of a multi-pick question usually add up to more than 100 percent.

Questions and answers – questionnaire & definitions

Appendix: FAQ (5/7)

How are the ethnic backgrounds surveyed?

We have researched in depth what is considered a common and appropriate way in each country to ascribe ethnicity to the local population and ask them about it. Since this is a sensitive issue or even illegal in some countries and is handled very differently around the globe, the list of answers may also vary greatly from country to country.

For each ethnicity question, we offer "Other" as an answering option.

In this way, respondents who do not classify themselves as belonging to any of the listed options are also taken into account. Additionally, we recode all ethnicities that account for less than 1 percent as "Other".

How are the ethnic groups defined?

When asked about ethnicity, respondents are asked to self-identify with the category they feel best describes them. We do not give respondents additional definitions. The questions and answers are asked as they appear in the [questionnaire](#).

How do you define innovators?

The categories "Innovator" etc. refer to the item "Attitudes towards innovation". We have six statements in this item, one of which is negative ("I buy new technologies only if they are proven") and must be negated for the respondent to be classified as an innovator.

Based on the number of selected answers, the respondents are classified into these categories:

- 1 Innovators
- 2 Early Adopters
- 3 Early Majority

- 4 Late Majority
- 5 Laggards

Respondents must have selected at least 5 of the 6 answers to be counted as innovators. The remaining categories are assigned based on the number of answers selected.

Questions and answers – questionnaire & definitions

Appendix: FAQ (6/7)

How are the shopper typologies in the GCS built?

The shopper typologies are recodes based on respondents' answers on brand awareness, price awareness and luxury/premium product orientation in 14 categories of products and services. Accordingly, the shopper typologies are only available for the countries in which we also survey brands.

We have identified the following shopper types for you:

- Brand conscious: brand-conscious, but without price or luxury/premium consciousness
- Price optimizing: Price-conscious, but without brand or luxury/premium consciousness
- Luxury shopper: luxury conscious, or brand and luxury conscious
- Smart shopper: both price and brand conscious
- Smart premium Shopper: price and luxury conscious, or price, brand and luxury conscious

Questions and answers – technical & support

Appendix: FAQ (7/7)

Can data from different countries be compared directly?

The methodological comparability of the data for individual countries is always guaranteed. For a direct comparison of individual indicators, click on "Compare" in your analysis. In the new window, you can add as many countries and time points to your analysis as you wish.

Who can I contact if I have questions about the content of the Global Consumer Survey?

For all support requests, please contact our [customer service](#). Your request will be forwarded directly to the analysts and experts in our team, who will be able to provide you with comprehensive information on your request.

Who can I contact if I have technical questions about the Global Consumer Survey?

If you are having trouble logging into GCS, please make sure you have GCS access and are logged into the Statista platform as usual. Only then will you have unrestricted access to all our exclusive data.

For all other technical support requests, please contact our [customer service](#). Your request will be forwarded directly to the responsible IT experts, who will solve all technical problems as quickly as possible.

Here you will find links to Global Consumer Survey publications, the brand list, and the GCS questionnaire in 39 languages

Appendix: important GCS links

Global Consumer Survey

[GCS at statista.com](#)

[GCS on LinkedIn](#) 

[GCS release calendar](#)

[GCS list of brands](#)

Additional content from the GCS

[GCS Brand Reports](#)

[GCS Consumer Reports](#)

[Infographics with GCS data](#)

[Statistics from the GCS](#)



Questionnaire

[Arabic](#)

[Cantonese](#)

[Chinese \(traditional\)](#)

[Chinese \(simplified\)](#)

[Czech](#)

[Danish](#)

[Dutch](#)

[English \(American\)](#)

[English \(British\)](#)

[Filipino](#)

[Finnish](#)

[French](#)

[German](#)

[Greek](#)

[Hausa](#)

[Hebrew](#)

[Hindi](#)

[Hungarian](#)

[Indonesian](#)

[Italian](#)

[Japanese](#)

[Korean](#)

[Lithuanian](#)

[Malay](#)

[Norwegian](#)

[Polish](#)

[Portuguese](#)

[Portuguese \(Brazilian\)](#)

[Romanian](#)

[Russian](#)

[Serbian](#)

[Spanish](#)

[Swahili](#)

[Swedish](#)

[Thai](#)

[Turkish](#)

[Urdu](#)

[Vietnamese](#)

[Zulu](#)



North & South America

Appendix: countries & regions (1/10)

Argentina	Brazil	Canada	Chile	Colombia	Dominican Republic
<ul style="list-style-type: none"> • Cuyo: La Rioja, Mendoza, San Juan, San Luis • Gran Chaco: Chaco, Formosa, Santiago del Estero • Mesopotamia: Corrientes, Entre Ríos, Misiones • Noroeste Argentino: Catamarca, Jujuy, Salta, Tucumán • Pampas: Buenos Aires, Córdoba, Distrito Federal, La Pampa, Santa Fe • Patagonia: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego 	<ul style="list-style-type: none"> • North: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins • Northeast: Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte, Sergipe • Centra-West: Goiás, Mato Grosso, Mato Grosso do Sul, Distrito Federal • Southeast: Espírito Santo, Minas Gerais, Rio de Janeiro, São Paulo • South: Paraná, Rio Grande do Sul, Santa Catarina 	<ul style="list-style-type: none"> • West: Alberta, British Columbia, Manitoba, Saskatchewan • East: New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec 	<ul style="list-style-type: none"> • Central: Araucanía, Biobío Region, Coquimbo Region, Libertador General Bernardo O'Higgins Region, Los Ríos Region, Maule Region, Ñuble Region, Santiago Metropolitan Region, Valparaíso Region • North: Antofagasta Region, Arica and Parinacota Region, Atacama Region, Tarapacá Region • South: Aysén del General Carlos Ibáñez del Campo Region, Los Lagos Region, Region of Magallanes 	<ul style="list-style-type: none"> • Central: Bogotá, Caldas, Cundinamarca, Meta, Quindío, Risaralda, Tolima • East: Arauca, Casanare, Guainía, Vichad, Vichada • North: Atlántico, Bolívar, Córdoba, Magdalena, Sucre • North East: Boyacá, Cesar, La Guajira, Norte de Santander, Santander • North West: Antioquia, San Andres, Providencia and Santa Catalina • South: Amazonas, Caquetá • South East: Guaviare, Vaupés • South West: Cauca, Huila, Nariño, Putumayo • West: Chocó, Valle del Cauca 	<ul style="list-style-type: none"> • North: Cibao, Este • South: Sur

North & South America

Appendix: countries & regions (2/10)

Mexico	Peru	United States (detailed)	United States (short)
<ul style="list-style-type: none"> • Northwest: Baja California, Baja California Sur, Chihuahua, Durango, Sinaloa, Sonora • North-Central: Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas • Northeast: Coahuila, Nuevo León, Tamaulipas • East: Hidalgo, Puebla, Tlaxcala, Veracruz • Southeast: Campeche, Quintana Roo, Tabasco, Yucatán • South-Central: México, México-City, Morelos • Southwest: Chiapas, Guerrero, Oaxaca • West: Colima, Jalisco, Michoacán, Nayarit 	<ul style="list-style-type: none"> • Central: Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region • North: Amazonas Region, Cajamarca Region, La Libertad Region, Lambayeque Region, Loreto Region, Piura Region, San Martín Region, Tumbes Region • South: Apurímac Region, Arequipa Region, Ayacucho Region, Cusco Region, Department of Tacna, Huancavelica Region, Ica Region, Madre de Dios Region, Moquegua Region, Puno Region 	<ul style="list-style-type: none"> • New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont • Mid-Atlantic: New Jersey, New York, Pennsylvania • East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin • West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota • South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia • East South Central: Alabama, Kentucky, Mississippi, Tennessee • West South Central: Arkansas, Louisiana, Oklahoma, Texas • Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming • Pacific: Alaska, California, Hawaii, Oregon, Washington 	<ul style="list-style-type: none"> • Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont • Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin • South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia • West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Europe

Appendix: countries & regions (3/10)

Austria	Belgium	Czechia	Denmark	Finland
<ul style="list-style-type: none"> • West: Oberösterreich, Salzburg, Tirol, Vorarlberg • South: Kärnten, Steiermark • East: Burgenland, Niederösterreich, Wien 	<ul style="list-style-type: none"> • Flanders: Antwerp, East Flanders, Flemish Brabant, Limburg, West Flanders • Wallonia: Hainaut, Liège, Luxembourg, Namur, Walloon Brabant 	<ul style="list-style-type: none"> • East: Hradec Králové Region, Moravian-Silesian Region, Olomouc Region, Pardubice Region, South Moravian Region, Vysočina Region, Zlín Region • West: Central Bohemian Region, Karlovy Vary Region, Liberec Region, Plzeň Region, Prague, South Bohemian Region, Ústí nad Labem Region 	<ul style="list-style-type: none"> • Hovedstaden: Bornholm, Copenhagen City, Copenhagen surroundings, North Zealand • Midtjylland: East Jutland, West Jutland • Nordjylland: North Jutland • Sjælland: East Zealand, West & South Zealand • Syddanmark: Funen, South Jutland 	<ul style="list-style-type: none"> • Central: Central Finland, Northern Savonia, Pirkanmaa • East: Kainuu, North Karelia • North: Lapland, Northern Ostrobothnia • South: Åland Islands, Päijänne Tavastia, Tavastia Proper, Uusimaa • South East: Kymenlaakso, South Karelia, Southern Savonia • South West: Satakunta, Southwest Finland • West: Central Ostrobothnia, Ostrobothnia, Southern Ostrobothnia

Europe

Appendix: countries & regions (4/10)

France	Germany	Greece	Hungary	Ireland	Italy
<ul style="list-style-type: none"> • North: Hauts-de-France, Normandie, • Île-de-France: Île-de-France • Central: Centre-Val de Loire • West: Bretagne, Pays de la Loire • East: Bourgogne-Franche-Comté, Grand Est • South: Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d'Azur 	<ul style="list-style-type: none"> • North: Bremen, Hamburg, Niedersachsen, Schleswig-Holstein • West: North Rhine-Westphalia, Rhineland-Palatinate, Saarland • East: Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony, Lower Saxony, Thuringia • South: Baden-Württemberg, Bavaria, Hessen 	<ul style="list-style-type: none"> • Central: Attica Region, Central Greece Region, Peloponnese region, Western Greece Region • North: Central Macedonia, Eastern Macedonia and Thrace, Epirus, Ionian Islands Region, North Aegean, Thessaly, Western Macedonia • South: Crete, South Aegean 	<ul style="list-style-type: none"> • Central Hungary: Budapest, Pest • Central Transdanubia: Fejér, Komárom-Esztergom, Veszprém • Northern Great Plain: Hajdú-Bihar, Jász-Nagykun-Szolnok, Szabolcs-Szatmár-Bereg • Northern Hungary: Borsod-Abaúj-Zemplén, Heves, Nógrád • Southern Great Plain: Bács-Kiskun, Békés, Csongrád • Southern Transdanubia: Baranya, Somogy, Tolna • Western Transdanubia: Győr-Moson-Sopron, Vas, Zala 	<ul style="list-style-type: none"> • Connacht: Galway, Galway City, Leitrim, Mayo, Roscommon, Sligo • Leinster: Carlow, Dublin City, Dún Laoghaire-Rathdown, Fingal, Kildare, Kilkenny, Laois, Longford, Louth, Meath, Offaly, South Dublin, Westmeath, Wexford, Wicklow • Munster: Clare, Cork, Cork City, Kerry, Limerick, Tipperary, Waterford • Ulster: Cavan, Donegal, Monaghan 	<ul style="list-style-type: none"> • Northwest: Aosta Valley, Liguria, Lombardy, Piedmont • Northeast: Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige / Südtirol, Veneto • Central: Lazio, Marche, Tuscany, Umbria • South: Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise • Islands: Sardinia, Sicily

Europe

Appendix: countries & regions (5/10)

Lithuania	Netherlands	Norway	Poland	Portugal	Romania	Russia
<ul style="list-style-type: none"> • North East: Panevėžys County, Utena County • North West: Klaipėda County, Šiauliai County, Tauragė County, Telšiai County • South: Alytus County, Kaunas County, Marijampolė County, Vilnius County 	<ul style="list-style-type: none"> • North: Drenthe, Friesland, Groningen • East: Flevoland, Gelderland, Overijssel • West: North Holland, South Holland, Utrecht, Zeeland • South: Limburg, North Brabant 	<ul style="list-style-type: none"> • East: Akershus, Buskerud, Hedmark, Oppland, Oslo, Østfold, Telemark, Vestfold • North: Finnmark, Northland, Troms • South: East Agder, West Agder • Trøndelag: Trøndelag • West: Hordaland, Møre and Romsdal, Rogaland, Sogn and Fjordane 	<ul style="list-style-type: none"> • North: Kuyavia-Pomerania, Pomerania, Warmia-Masuria • Northwest: Greater Poland, Lubusz, West Pomerania • Southwest: Lower-Silesia, Opole • South: Lesser Poland, Silesia • Central: Łódź, Masovia • East: Holy Cross Province, Lublin, Podlaskie, Subcarpathia 	<ul style="list-style-type: none"> • Alentejo: Beja, Évora, Portalegra, Santarém, Setúbal • Algarve: Faro • Central: Aveiro, Castelo Branco, Coimbra, Guarda, Leiria, Viseu • Lisbon: Lisbon • North: Braga, Bragança, Porto, Viana do Castelo, Vila Real 	<ul style="list-style-type: none"> • București - Ilfov: Bucharest, Ilfov • Central: Alba, Brașov, Covasna, Harghita, Mureș, Sibiu • North East: Bacău, Botoșani, Iași, Neamț, Suceava, Vaslui • North West: Bihor, Bistrița-Năsăud, Cluj, Maramureș, Sălaj, Satu Mare • South - Muntenia: Argeș, Călărași, Dâmbovița, Giurgiu, Ialomița, Prahova, Teleorman • South East: Brăila, Buzău, Constanța, Galați, Tulcea, Vrancea • South-West Oltenia: Dolj, Gorj, Mehedinți, Olt, Vâlcea • West: Arad, Caraș-Severin, Hunedoara, Timiș 	<ul style="list-style-type: none"> • East: Far East, Siberia • West: Central, North Caucasus, North-West, South, Ural, Volga

Europe

Appendix: countries & regions (6/10)

Serbia	Spain	Sweden	Switzerland	Turkey	United Kingdom
<ul style="list-style-type: none"> • Belgrade: City of Belgrade • North: Vojvodina • South East: Southern and Eastern Serbia • West: Šumadija and Western Serbia 	<ul style="list-style-type: none"> • Northwest: Asturias, Cantabria, Galicia • Northeast: Aragon, Basque Country, La Rioja, Navarre • Community of Madrid: Community of Madrid • Centre: Castile and León, Castile-La Mancha • East: Balearic Islands, Catalonia, Region of Valencia • South: Andalusia, Region of Murcia, Ceuta, Melilla • Canary Islands: Canary Islands 	<ul style="list-style-type: none"> • Götaland: Bohuslän, Blekinge, Dalsland, Gotland, Halland, Öland, Östergötland, Skåne, Småland, Västergötland • Svealand: Dalarna, Närke, Södermanland, Uppland, Värmland, Västmanland • Norrland: Ångermanland, Gästrikland, Hälsinglandm, Härjedalen, Jämtland, Lappland, Medelpad, Norrbotten, Västerbotten 	<ul style="list-style-type: none"> • Central: Luzern, Nidwalden, Obwalden, Schwyz, Uri, Zug • East: Appenzell Ausserrhoden, Appenzell Innerrhoden, Glarus, Graubünden, Schaffhausen, St. Gallen, Thurgau • Espace Mittelland: Bern, Fribourg, Jura, Neuchâtel, Solothurn • Lake Geneva: Geneva, Valais, Vaud • Nord West: Aargau, Basel-Landschaft, Basel-Stadt • Ticino: Ticino • Zürich: Zürich 	<ul style="list-style-type: none"> • Central: Doğu Anadolu Bölgesi, Ege Bölgesi, İç Anadolu Bölgesi • North: Karadeniz Bölgesi, Marmara Bölgesi • South: Akdeniz Bölgesi, Güneydoğu Anadolu Bölgesi 	<ul style="list-style-type: none"> • Northern Ireland: Northern Ireland • Scotland: Scotland • Wales: Wales • England: East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire and the Humber

Asia & Australia

Appendix: countries & regions (7/10)

Australia	Mainland China	Hong Kong	India	Indonesia	Israel
<ul style="list-style-type: none"> • External Territory: Ashmore and Cartier Islands, Australian Antarctic Territory, Christmas Island, Cocos (Keeling) Islands, Coral Sea Islands, Heard Island and McDonald Islands, Norfolk Island • North: Northern Territory • North East: Queensland • South: South Australia • South East: Australian Capital Territory, Jervis Bay Territory, New South Wales, Tasmania, Victoria • West: Western Australia 	<ul style="list-style-type: none"> • Northwest: Gansu Province, Ningxia Hui Autonomous Region, Qinghai Province, Shaanxi Province, Xinjiang Uyghur Autonomous Region • North: Beijing Municipality, Hebei Province, Inner Mongolia Autonomous Region, Shanxi Province, Tianjin Municipality • Northeast: Heilongjiang Province, Jilin Province, Liaoning Province • East: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shandong Province, Shanghai Municipality, Zhejiang Province • Central and South: Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Henan Province, Hubei Province, Hunan Province • Southwest: Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province 	<ul style="list-style-type: none"> • Hong Kong Island: Central and Western, Eastern, Southern, Wan Chai • Kowloon: Kowloon City, Kwun Tong, Sham Shui Po, Wong Tai Sin, Yau Tsim Mong • New Territories: Islands, Kwai Tsing, North, Sai Kung, Sha Tin, Tai Po, Tsuen Wan, Tuen Mun, Yuen Long 	<ul style="list-style-type: none"> • North: Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Rajasthan, Chandigarh, Delhi, Ladakh • North East: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura • East: Bihar, Jharkhand, Odisha, West Bengal, Andaman and Nicobar Islands • Central India: Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Uttarakhand • West: Goa, Gujarat, Maharashtra, Dadra and Nagar Haveli and Daman and Diu • South: Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana, Lakshadweep, Puducherry 	<ul style="list-style-type: none"> • Java: Banten, Central Java, East Java, Jakarta Special Capital Region, Special Region of Yogyakarta, West Java • Kalimantan: Central Kalimantan, East Kalimantan, North Kalimantan, South Kalimantan, West Kalimantan • Lesser Sunda Islands: Bali, East Nusa Tenggara, West Nusa Tenggara • Maluku Islands: Maluku, North Maluku • Sulawesi: Central Sulawesi, Gorontalo, North Sulawesi, South Sulawesi, Southeast Sulawesi, West Sulawesi • Sumatra: Bangka-Belitung Islands, Bengkulu, Jambi, Lampung, North Sumatra, Riau, Riau Islands, South Sumatra, Special Region of Aceh, West Sumatra • Western New Guinea: Special Region of Papua, Special Region of West Papua 	<ul style="list-style-type: none"> • Center: Center, Tel Aviv • Jerusalem: Jerusalem • Judea and Samaria Area: Judea and Samaria Area • North: Haifa, North • South: South

Asia & Australia

Appendix: countries & regions (8/10)

Japan	Malaysia	New Zealand	Pakistan	Philippines	Saudi Arabia	Singapore
<ul style="list-style-type: none"> • North: Chūbu, Hokkaidō, Kantō, Tōhoku • South: Chūgoku, Kansai, Kyūshū, Shikoku 	<ul style="list-style-type: none"> • East: Labuan, Sabah, Sarawak • Peninsular: Johor Darul Ta'zim, Kedah Darul Aman, Kelantan Darul Naim, Kuala Lumpur, Malacca, Negeri Sembilan Darul Khusus, Pahang Darul Makmur, Penang, Perak Darul Ridzuan, Perlis Indera Kayangan, Putrajaya, Selangor Darul Ehsan, Terengganu Darul Iman 	<ul style="list-style-type: none"> • North: Auckland, Bay of Plenty, Gisborne, Hawke's Bay, Manawatu-Wanganui, Northland, Taranaki, Waikato, Wellington • South: Canterbury, Marlborough, Nelson, Otago, Southland, Tasman, West Coast 	<ul style="list-style-type: none"> • North: Azad Jammu and Kashmir, Gilgit-Baltistan, Islamabad Capital Territory, Khyber Pakhtunkhwa • South: Balochistan, Punjab, Sindh 	<ul style="list-style-type: none"> • Luzon: Bicol, Cagayan Valley, Central Luzon, Cordillera, Ilocos, Manila, Southern Tagalog Mainland, Southwestern Tagalog • Mindanao: Bangsamoro, Caraga, Davao, Northern Mindanao, Soccsksargen, Zamboanga Peninsula • Visayas: Central Visayas, Eastern Visayas, Western Visayas 	<ul style="list-style-type: none"> • Central: Qassim, Riyadh • East: Eastern Province • North: Ha'il, Jawf, Northern Borders • South: Asir, Bahah, Jizan, Najran • West: Madinah, Makkah, Tabuk 	<ul style="list-style-type: none"> • Central Singapore: Central Singapore • North East: North East • North West: North West • South East: South East • South West: South West

Asia & Australia

Appendix: countries & regions (9/10)

South Korea	Taiwan	Thailand	United Arab Emirates	Vietnam
<ul style="list-style-type: none"> • Seoul & Gyeonggi: Seoul, Gyeonggi-do, • Gangwon: Gangwon-do • Chungcheong: Chungcheongbuk-do, Chungcheongnam-do • Gyeongsan: Gyeongsangbuk-do, Gyeongsangnam-do • Jeolla: Jeollabuk-do, Jeollanam-do • Jeju: Jeju Special Self-Governing Province 	<ul style="list-style-type: none"> • Central: Changhua County, Miaoli County, Nantou County, Taichung, Yunlin County • East: Hualien County, Taitung County • North: Hsinchu City, Hsinchu County, Keelung City, New Taipei, Taipei, Taoyuan, Yilan County • Outer Islands: Kinmen County, Lienchiang County • South: Chiayi City, Chiayi County, Kaohsiung, Penghu County, Pingtung County, Tainan 	<ul style="list-style-type: none"> • Central: Central Thailand, Western Thailand • North: Northern Thailand • North East: Eastern Thailand, Northeastern Thailand • South: Southern Thailand 	<ul style="list-style-type: none"> • Abu Dhabi: Abu Dhabi • Ajman: Ajman • Dubai: Dubai • Fujairah: Fujairah • Ras Al Khaimah: Ras Al Khaimah • Sharjah: Sharjah • Umm Al Quwain: Umm Al Quwain 	<ul style="list-style-type: none"> • Central: Central Highlands, North Central, South Central Coast • North: Northeast, Northwest, Red River Delta • South: Mekong River Delta, Southeast

Africa

Appendix: countries & regions (10/10)

Egypt	Kenya	Morocco	Nigeria	South Africa
<ul style="list-style-type: none"> • Alexandria: Alexandria, Beheira, Matruh • Asyut: Asyut, New Valley • Delta: Dakahlia, Damietta, Gharbia, Kafr El Sheikh, Monufia • Greater Cairo: Cairo, Giza, Qalyubia • North Upper Egypt: Beni Suef, Faiyum, Minya • South Upper Egypt: Aswan, Luxor, Qena, Red Sea, Sohag • Suez Canal: Ismailia, North Sinai, Port Said, Sharqia, South Sinai, Suez 	<ul style="list-style-type: none"> • East: Coastal Kenya, East Kenya, Northeast Kenya • West: Central Kenya, Nairobi, Nyanza, Rift Valley, West Kenya 	<ul style="list-style-type: none"> • Central: Guelmim-Oued Noun, Souss-Massa • North: Béni Mellal-Khénifra, Casablanca-Settat, Drâa-Tafilalet, Fès-Meknès, Marrakesh-Safi, Oriental, Rabat-Salé-Kénitra, Tanger-Tetouan-Al Hoceima • South: Dakhla-Oued Ed-Dahab, Laâyoune-Sakia El Hamra 	<ul style="list-style-type: none"> • Middle Belt: Benue, Federal Capital Territory, Ilorin, Kabba, Kogi, Kwara, Nasarawa, Niger, Plateau • Niger Delta: Akwa Ibom, Bayelsa, Benin, Calabar, Cameroons, Cross River, Delta, Edo, Ogoja, Rivers, Warri • North East: Adamawa, Bauchi, Borno, Bornu, Gombe, Taraba, Yobe • North West: Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, Zamfara, Zaria • South East: Abia, Anambra, Ebonyi, Enugu, Imo, Onitsha, Owerri • South West: Abeokuta, Ekiti, Ijebu, Lagos, Ogun, Ondo, Osun, Oyo 	<ul style="list-style-type: none"> • East: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, North West • West: Northern Cape, Western Cape

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GLOBAL CONSUMER SURVEY 2022

Understand what drives consumers

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

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format

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statista.com/global-consumer-survey

The screenshot shows the Statista website's landing page for the Global Consumer Survey. The header includes the Statista logo, navigation menus for Statistics, Reports, Outlooks, Company DB, Infographics, Services, and Global Survey, and a search bar. The main heading reads 'Welcome to the Global Consumer Survey' with a sub-heading 'Start exploring the different country and territory data sets, topics, and target groups.' A prominent blue button says 'Start your research'. Below this is a navigation bar with links for Overview, Getting started, Countries & Territories, Industries & Topics, Content Specials, Brand Reports, Releases, and Methodology. The 'GETTING STARTED' section is titled 'Learn how to use the tool' and includes a paragraph about the online tool and two buttons: 'Start the guided tour' and 'Request a webinar'. At the bottom, five statistics are presented with icons: 1,700,000+ interviews (speech bubble icon), 56 countries & territories (globe icon), 3.4bn.+ represented consumers (people icon), 14,500+ international brands (shopping bag icon), and 50+ topics & industries (line graph icon).

1,700,000+
interviews

56
countries &
territories

3.4bn.+
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14,500+
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brands

50+
topics &
industries