Global Consumer Survey 2019

Content & Methodology

March 2019
OVERVIEW
The Statista Global Consumer Survey 2019: 46 countries, 5,000+ brands and 400,000+ consumers

Overview: introduction

Global 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, traditional media, mobility, finance, insurance, smart home, travel, eServices and others.

More than 5,000 consumer brands

The survey covers more than 5,000 brands from categories such as social networks, messenger services, search engines, online and offline store brands, smartphones, music streaming, VoD, car makes, online and mobile payment, etc.

Browser-based DIY analyses

The data from the Global Consumer Survey comes alive in an interactive browser-based analysis tool on the Statista platform. Users can create their individual target groups and analyses and export their findings into Excel or PowerPoint.
With 46 countries the Global Consumer Survey 2019 covers 90% of the global GDP

Overview: country selection 2019 (1/2)

Country coverage 2019

Basic Survey – 1 update / year
A total of 29 countries receive the basic version of the survey in 2019. The basic version of the survey covers all industries and topics but does not include brands. In each country more than 2,000 people will be interviewed this year.

Extended Survey – 2 updates / year
A total of 16 countries receive the extended version of the survey. In addition to the basic survey this version contains brand usage as well as some in-depth questions. For each country more than 12,000 additional consumers will be interviewed in 2019¹.

¹: The 2018 wave of the Global Consumer Survey includes 8,500 respondents from Switzerland. No update in 2019.
In 2019, more than 280,000 interviews from 45 countries will be added to the existing data set

Overview: country selection 2019 (2/2)

Extended Survey 2019

**Americas**
- Brazil <upgraded>
- Canada
- Mexico <new>
- United States of America

**Asia**
- China
- India <upgraded>
- South Korea <upgraded>

**Europe**
- Austria
- France
- Germany
- Italy
- Netherlands <upgraded>
- Poland <upgraded>
- Spain
- Sweden <upgraded>
- Switzerland<sup>2</sup>
- United Kingdom

**Africa**
- Kenya <new>
- Morocco
- Nigeria
- South Africa

**Latin America**
- Argentina
- Chile <new>
- Colombia
- Dominican Republic <new>
- Peru <new>

**Asia & Oceania**
- Australia
- Indonesia
- Japan
- New Zealand <new>
- Pakistan <new>
- Saudi Arabia <new>
- Thailand <new>
- Vietnam

**Europe**
- Belgium <new>
- Czechia <new>
- Denmark <new>
- Finland <new>
- Greece <new>
- Ireland <new>
- Lithuania <new>
- Norway <new>
- Portugal <new>
- Russia
- Serbia <new>
- Turkey

1: Upgraded countries received the basic questionnaire in 2018 and now receive the extended questionnaire
2: The 2018 wave of the Global Consumer Survey includes 8,500 respondents from Switzerland, no update in 2019
The data contain attitudes and behaviors of consumers regarding 50+ industries and topics

Overview: industries and topics

<table>
<thead>
<tr>
<th>Marketing &amp; social media</th>
<th>Media &amp; digital media</th>
<th>Finance &amp; insurance</th>
<th>Travel</th>
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<td>Print media &amp; ePublishing</td>
<td>Banking &amp; financial services</td>
<td>eTravel</td>
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<td>Online &amp; mobile payment</td>
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<th>Household equipment</th>
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<td>Smart car features</td>
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<td>Smart home devices</td>
<td>Values &amp; attitudes</td>
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<td>Accommodation</td>
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Countries of the extended survey are updated twice per year

Overview: timing

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The Global Consumer Survey features more than 5,000 international brands

Overview: brands

The extended survey covers more than 5,000 different brands

The Global Consumer Survey contains 48 product and service categories with a total of 5,470 brands. You can find the entire list here.

Selection of international brands covered by the Global Consumer Survey
Content specials provide unique insights into specific markets from exclusive consumer surveys

Overview: content specials

Exclusive additional survey data on special topics
In addition to the main study, the Global Consumer Survey features exclusive additional survey data on subtopics for custom analyses of industries and topics. These content specials are only available for selected countries and enable a deep-dive into specific samples and markets.

Content specials for 2019 include:
- Food
- Travel
- Health

Available Content Specials

**European Football Benchmark**: A close-up of clubs, sponsors and fans – The Statista European Football Benchmark is the first football survey that compares the 5 big European leagues.

**Eating & Drinking**: Survey results on eating and drinking habits. Including areas such as fast food, soft drinks and alcoholic beverages, along with general attitudes and behavior.

**Media, Sports & Lifestyle**: Survey results exploring attitudes, behaviors and brand usage within media, sports and lifestyle sectors. Including media consumption, hobbies and pets.

**Luxury**: Survey of luxury shoppers: purchase behavior, brand awareness, high-end second hand clothes store, etc.

**Toys & Games**: Survey of parents about toys and games: brands, purchase criteria, attitudes, etc.

**Cybersecurity & Cloud**: Survey on attitudes, behaviors and brands in the sphere of cybersecurity.

**Tech Giants & Digital Services**: This special examines usage of brands, digital services and devices as well as consumer attitudes towards tech giants and their impact on society.
Access to the Global Consumer Survey

Overview: 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
DIY analysis with the Statista Customer Cloud®

Interactive analyses: 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.

You can select your 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 or PowerPoint format.

**Browser-based solution**

Features of the browser-based Statista Customer Cloud®:

- Cross-tabulation
- Customized target groups
- Trend and country comparisons
- Export in Excel (CSV) or PowerPoint format
Country & topic selection
Interactive analyses: Customer Cloud® features (1/4)

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.
Lists, cross-tabs and custom target groups

Interactive analyses: Customer Cloud® features (2/4)

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 styling and sorting of the output

Interactive analyses: Customer Cloud® features (3/4)

**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.

**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.

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

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.
New 2019: PowerPoint Export

Interactive analyses: Customer Cloud® features (4/4)

The download function now offers:

- Graphical representation of the data
- Tailored target group analysis
- A slide deck in PowerPoint format
- Document suitable for further processing or editing
- Emailed directly to your inbox
How to make best use of the Global Consumer Survey
Interactive analyses: Customer Cloud® tutorial

Check out our tutorial video
The tutorial video\(^1\) provides a step-by-step guide through the Statista Customer Cloud®. It explains how to use the various features and functions available for analyzing different research questions.

1: https://vimeo.com/281818078
TARGET GROUPS
Customized target groups for unique analyses

Target groups: characteristics and demographics

Users can use target groups for tailored in-depth analyses. They can use either pre-defined standard target groups or use a set of dimensions like demographics, living situation, internet & media, values & attitudes and much more to create and customize their own target groups for unique analyses.

Demographics
- Gender
- Age
- Education
- Household income
- Migrant background
- Ethnicity
- Economic situation

Internet & Media
- Internet usage by frequency
- Internet usage by device
- Mobile vs. stationary user
- Advertising touchpoints
- Social media activities
- Brand awareness

Values & attitudes
- Hobbies & interests
- View on personal future
- Important life aspects
- Innovation adopter types

Living Situation
- Region
- Type of community
- Marital status
- Children in household
- Household size

1: U.S. and UK only
2: in the extended survey only
Possible target groups range from sociodemographic targets to lifestyles and values

Target groups: examples

**Sociodemographic example**

**Gen Y / Millennials**

Generation Y is the generation of people who are between 25 and 34 years old in 2019. Their postmodern values and strong ethical orientation are changing consumption patterns in Western economies.

[Explore the target group](#)

**Lifestyle example**

**Suburban families**

They are married, well educated, and affluent. Suburban families have the financial stability to value quality and pay for it.

[Explore the target group](#)

**Brand profiling example**

**Netflix users**

From relatively humble beginnings as a DVD-by-mail service, Netflix has grown into one of the most influential media streaming services in the world. Especially young and small families use Netflix and tend to invest even more in other digital media products.

[Explore the target group](#)

**Shopper typology example**

**Luxury fashion shoppers**

Luxury fashion shoppers do not just buy a product, but purchase a shopping experience and set trends. Top-tier brands have to cater to their specific expectations and lifestyles.

[Explore the target group](#)

**Decision maker profiling example**

**Real estate decision makers**

Buying real estate is a major life decision. Decision makers are aware of what they want and know how to reach it. They are involved in almost every household purchase decision. Find out what channels they use and how to address them.

[Explore the target group](#)

**Ideology & value example**

**Early adopter & innovators**

Young, male, and always online: Early adopters & innovators of technology will pave the way for future consumer behavior and digitalization. They are the ones that need to be convinced of future products.

[Explore the target group](#)
100+ additional characteristics from respondent profiling data for even more specific target groups

Target groups: 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.

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

**Work life & education**, e.g. field of expertise, university education by major

**Personal information**, e.g. gender of children, pet ownership

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

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

**Housing conditions**, e.g. electricity supply, planned home improvements

**Retail & purchase behavior**, e.g. jewelry purchases, department store shopping

**Food & Nutrition**, e.g. food allergies, visits to fast food restaurants

**Media**, e.g. movie theater visits, online and virtual gaming

**Vehicles**, e.g. car purchases

**Finances**, e.g. savings, participation in stock trading

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

**Travel**, e.g. preferred vacation types, travels by country

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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.
METHODOLOGY
The Global Consumer Survey is a worldwide online survey among internet users between 18 and 64 years of age.

Methodology: research design

The Global Consumer Survey is based on an online survey in 46 countries among the online population between 18 and 64 years of age. The survey topics are:
- Characteristics & demographics
- Consumer electronics
- Digital media & media
- eCommerce & retail
- Finance & insurance
- Food & Nutrition
- Health
- Internet & devices
- Marketing & social media
- Mobility
- Services & eServices
- Smart home
- Travel

### Method
- Online Survey, split questionnaire design
- Duration approx. 15 minutes

### Languages
- Survey conducted in the official language(s) of each country
- American English was partly available as an alternative

### Source
- Statista

### Region
- 46 countries
- See detailed list in the overview section of this document

### Number of respondents
- Target number of n=12,000+ for the extended survey
- Target number of n=2,000+ for the basic survey
- Please see appendix for detailed overview

### Sample
- Internet users, age 18 – 64
- Sample quotas (net) on gender and age

### Survey period
- Continuous fieldwork from January to September 2019
- Countries that receive the extended survey are updated twice per year
# Countries that receive the extended questionnaire are updated twice per year

Methodology: fieldwork and update cycle

## Extended questionnaire

Data from the 16 countries that receive the extended questionnaire will be updated twice during the year. One set of countries is surveyed in Q1 and updated in Q3. Fieldwork in the second set of countries takes place in Q2 and Q4.

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<thead>
<tr>
<th>Fieldwork in Q1 &amp; Q3</th>
<th>Fieldwork in Q2 &amp; Q4</th>
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<td>South Korea</td>
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<td>United States of America</td>
<td>Sweden</td>
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## Basic questionnaire

Data for the 29 countries that receive the basic questionnaire will be surveyed once during the year.

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<th>Fieldwork in Q1</th>
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<tr>
<td>Chile</td>
<td>Greece</td>
</tr>
<tr>
<td>Denmark</td>
<td>Kenya</td>
</tr>
<tr>
<td>Finland</td>
<td>Lithuania</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Morocco</td>
</tr>
<tr>
<td>Ireland</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Japan</td>
<td>Pakistan</td>
</tr>
<tr>
<td>New Zealand</td>
<td>Peru</td>
</tr>
<tr>
<td>Norway</td>
<td>Portugal</td>
</tr>
<tr>
<td>Russia</td>
<td>Saudi Arabia</td>
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<tr>
<td>South Africa</td>
<td>Serbia</td>
</tr>
<tr>
<td>Turkey</td>
<td>Thailand</td>
</tr>
<tr>
<td>Vietnam</td>
<td></td>
</tr>
</tbody>
</table>
A survey design with split questionnaires enables an extended range of topics without fatigue effects

Methodology: split questionnaire design

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

Both versions of the Global Consumer Survey questionnaire – extended and basic – use a split questionnaire design in order to avoid fatigue effects among the respondents.

What is a split questionnaire 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 several additional groups of items (e.g. consumer electronics or 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.

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.

Note: dimensions from a split group cannot be cross-tabulated with dimensions from another split group
**Background: Split groups by topic**

**Methodology: split groups by topic**

### 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 & 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.

<table>
<thead>
<tr>
<th>Split Group</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Finance &amp; insurance</td>
</tr>
<tr>
<td>2</td>
<td>eCommerce &amp; retail</td>
</tr>
<tr>
<td>3</td>
<td>Internet &amp; devices, Household equipment</td>
</tr>
<tr>
<td>4</td>
<td>Travel, Mobility</td>
</tr>
<tr>
<td>5</td>
<td>Media &amp; digital media, Marketing &amp; social media</td>
</tr>
<tr>
<td>6</td>
<td>Services &amp; eServices</td>
</tr>
</tbody>
</table>
Income brackets use quantiles to make annual gross income comparable across countries

Methodology: income (1/2)

**Annual gross income in local currency units (LCU)**

In the questionnaire we ask for the annual household gross income in local currency in an open ended numerical question:

*If you add up everything: About how high is the annual gross income that your total household disposes of, before tax and contributions?*

Respondents who do not want to state their income are asked to choose one of several categories, that vary from country to country. Income brackets are based on data from PovcalNet by the World Bank:

*Alternatively, which of these income ranges does your household’s annual gross income fall within?*

**Output in currency units**

- **Annual household income (local currency)**
  incomes as given by the respondents. Data is being cleaned and numerical incomes are converted into the respective categories.

- **Annual household income (in US$)**
  Incomes were converted from the local currency into US$ with the latest available annual mean exchange rate at the time of fieldwork.

**Output as quantiles**

- **Household income (low, medium, high)**
  Respondents are grouped in three income groups. The “low” group contains all incomes up to the 33.3% quantile, the “medium” bracket contains all incomes between the 33.3% and the 66.6% quantile. The “high” group contains all incomes above the 66.6% quantile.

- **Top income households (percentiles)**
  Respondents are additionally grouped into different income groups that include the highest incomes.
  - top 10% of households
  - top 25% of households (includes top 10%)
  - top 50% of households (includes top 10% and top 25%)
  - bottom 50% of households
Example from 2019 Q1: 66% of the respondents have an annual household income of 80,000 USD or less

Methodology: income (2/2)

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

Example: 66% of the respondents have an annual household gross income of less than 80,000 USD

1: This example includes only respondents who were interviewed in Q1 2019 who stated their income as numerical values, visual x-cutoff at 300,000
Panel and respondent selection

Methodology: fieldwork partners

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.

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
- Respondents receive a monetary incentive
- Preference given to respondents with background information (profiling data)

Additional partner: Dynata & Gapfish

To reach up to 20,000 respondents, in some cases we had to expand to multiple fieldwork partners: For Switzerland, we teamed up with Cint, Dynata and Gapfish. 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. avoiding grid-questions where possible, 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 (international version) here.

Download the complete brand list here.
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 (Senior Research Manager)

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.

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.
Team

**Eugenia Kirienko (Research Manager)**

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.

**Johanna Regenthal (Research Manager)**

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.

**Jack Spearman (Research Manager)**

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, where he helped lead the development of the company’s online survey offer.
# Definitions of regions (1/4) – Americas

<table>
<thead>
<tr>
<th>United States (detailed)</th>
<th>United States (short)</th>
<th>Canada</th>
<th>Mexico</th>
<th>Brazil</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New England:</strong> Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont</td>
<td><strong>Northeast:</strong> Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont</td>
<td><strong>West:</strong> Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Northwest:</strong> Baja California, Baja California Sur, Chihuahua, Durango, Sinaloa, Sonora</td>
<td><strong>North:</strong> Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
</tr>
<tr>
<td><strong>Mid-Atlantic:</strong> New Jersey, New York, Pennsylvania</td>
<td><strong>Midwest:</strong> Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin</td>
<td><strong>East:</strong> New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec</td>
<td><strong>North-Central:</strong> Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas</td>
<td><strong>Northeast:</strong> Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte, Sergipe</td>
</tr>
<tr>
<td><strong>East North Central:</strong> Illinois, Indiana, Michigan, Ohio, Wisconsin</td>
<td><strong>South:</strong> Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia</td>
<td><strong>West:</strong> Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>North-Central:</strong> Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas</td>
<td><strong>Central-West:</strong> Goiás, Mato Grosso, Mato Grosso do Sul, Distrito Federal</td>
</tr>
<tr>
<td><strong>West North Central:</strong> Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota</td>
<td><strong>West:</strong> Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming</td>
<td><strong>South:</strong> Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia</td>
<td><strong>Southeast:</strong> Campeche, Quintana Roo, Tabasco, Yucatán</td>
<td><strong>South:</strong> Paraná, Rio Grande do Sul, Santa Catarina</td>
</tr>
<tr>
<td><strong>South Atlantic:</strong> Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia</td>
<td><strong>South:</strong> Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia</td>
<td><strong>South:</strong> Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia</td>
<td><strong>South:</strong> Chiapas, Guerrero, Oaxaca</td>
<td><strong>South:</strong> Paraná, Rio Grande do Sul, Santa Catarina</td>
</tr>
<tr>
<td><strong>Pacific:</strong> Alaska, California, Hawaii, Oregon, Washington</td>
<td><strong>Pacific:</strong> Alaska, California, Hawaii, Oregon, Washington</td>
<td><strong>South:</strong> Chiapas, Guerrero, Oaxaca</td>
<td><strong>West:</strong> Colima, Jalisco, Michoacán, Nayarit</td>
<td><strong>South:</strong> Paraná, Rio Grande do Sul, Santa Catarina</td>
</tr>
</tbody>
</table>
## Definitions of regions (2/4) – Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Austria</th>
<th>Italy</th>
<th>Spain</th>
<th>France</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>Burgenland, Niederösterreich, Wien</td>
<td>Central: Lazio, Marche, Tuscany, Umbria</td>
<td>Community of Madrid: Community of Madrid</td>
<td>Central: Centre-Val de Loire</td>
<td>East: Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony, Lower Saxony, Thuringia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South: Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise</td>
<td>Centre: Castile and León, Castilla-La Mancha</td>
<td>West: Bretagne, Pays de la Loire</td>
<td>South: Baden-Württemberg, Bavaria, Hesse</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East: Balearic Islands, Catalonia, Region of Valencia</td>
<td>East: Bourgogne-Franche-Comté, Grand Est</td>
<td>East: Bourgogne-Franche-Comté, Grand Est</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>South: Andalusia, Region of Murcia, Ceuta, Melilla</td>
<td>South: Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d’Azur</td>
<td>South: Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d’Azur</td>
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<tr>
<td></td>
<td></td>
<td>Canary Islands</td>
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<td></td>
<td>Canary Islands</td>
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</table>
## Definitions of regions (3/4) – Europe

<table>
<thead>
<tr>
<th>UK</th>
<th>Poland</th>
<th>Sweden</th>
<th>Netherlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland: Scotland</td>
<td>Northwest: Greater Poland, Lubusz, West Pomerania</td>
<td>East: Flevoland, Gelderland, Overijssel</td>
<td>East: Flevoland, Gelderland, Overijssel</td>
</tr>
<tr>
<td>Wales: Wales</td>
<td>Southwest: Lower-Silesia, Opole</td>
<td>West: North Holland, South Holland, Utrecht, Zeeland</td>
<td>West: North Holland, South Holland, Utrecht, Zeeland</td>
</tr>
<tr>
<td></td>
<td>Central: Łódz, Masovia</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>East: Holy Cross Province, Lublin, Podlaskie, Subcarpathia</td>
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<td></td>
</tr>
</tbody>
</table>


### Definitions of regions (4/4) – Asia

<table>
<thead>
<tr>
<th>China</th>
<th>India</th>
<th>Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northwest</strong>: Gansu Province, Ningxia Hui Autonomous Region, Qinghai Province, Shaanxi Province, Xinjiang Uyghur Autonomous Region</td>
<td><strong>North</strong>: Haryana, Himachal Pradesh, Jammu &amp; Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand</td>
<td><strong>Seoul &amp; Gyeonggi</strong>: Seoul, Gyeonggi-do, <strong>Gangwon</strong>: Gangwon-do</td>
</tr>
<tr>
<td><strong>North</strong>: Beijing Municipality, Hebei Province, Inner Mongolia Autonomous Region, Shanxi Province, Tianjin Municipality</td>
<td><strong>East</strong>: Bihar, West Bengal, Odisha, Jharkand</td>
<td><strong>Chungcheong</strong>: Chungcheongbuk-do, Chungcheongnam-do</td>
</tr>
<tr>
<td><strong>Northeast</strong>: Heilongjiang Province, Jilin Province, Liaoning Province,</td>
<td><strong>Central India</strong>: Madhya Pradesh, Chhattisgarh,</td>
<td><strong>Gyeongsan</strong>: Gyeongsangbuk-do, Gyeongsangnam-do</td>
</tr>
<tr>
<td><strong>East</strong>: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shandong Province, Shanghai Municipality, Zhejiang Province</td>
<td><strong>West</strong>: Goa, Gujarat, Maharashtra, Rajasthan</td>
<td><strong>Jeolla</strong>: Jeollabuk-do, Jeollanam-do</td>
</tr>
<tr>
<td><strong>Central and South</strong>: Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Henan Province, Hubei Province, Hunan Province</td>
<td><strong>South</strong>: Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Telangana</td>
<td><strong>Jeju</strong>: Jeju Special Self-Governing Province</td>
</tr>
<tr>
<td><strong>Southwest</strong>: Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Overview of countries and quotas (1/2)

<table>
<thead>
<tr>
<th>Country</th>
<th>ISO code</th>
<th>Number of respondents</th>
<th>Questionnaire language(es)</th>
<th>Fieldwork 2019</th>
<th>Quotas on gender</th>
<th>Quotas on age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>ARG</td>
<td>2,000 (planned)</td>
<td>Spanish</td>
<td>Q1</td>
<td>50 / 50</td>
<td>21 / 29 / 25 / 16 / 9</td>
</tr>
<tr>
<td>Australia</td>
<td>AUS</td>
<td>2,000 (planned)</td>
<td>British English</td>
<td>Q1</td>
<td>50 / 50</td>
<td>16 / 25 / 23 / 20 / 16</td>
</tr>
<tr>
<td>Austria</td>
<td>AUT</td>
<td>12,000 (planned)</td>
<td>German</td>
<td>Q1+Q3</td>
<td>51 / 49</td>
<td>13 / 22 / 21 / 25 / 18</td>
</tr>
<tr>
<td>Belgium</td>
<td>BEL</td>
<td>2,000 (planned)</td>
<td>Dutch, French, German</td>
<td>Q1</td>
<td>50 / 50</td>
<td>14 / 22 / 22 / 23 / 19</td>
</tr>
<tr>
<td>Brazil</td>
<td>BRA</td>
<td>12,000 (planned)</td>
<td>Portuguese</td>
<td>Q2+Q4</td>
<td>49 / 51</td>
<td>22 / 31 / 26 / 16 / 9</td>
</tr>
<tr>
<td>Canada</td>
<td>CAN</td>
<td>12,000 (planned)</td>
<td>American English, Canadian French</td>
<td>Q1+Q3</td>
<td>50 / 50</td>
<td>14 / 23 / 22 / 21 / 20</td>
</tr>
<tr>
<td>Chile</td>
<td>CHL</td>
<td>2,000 (planned)</td>
<td>Spanish</td>
<td>Q1</td>
<td>50 / 50</td>
<td>18 / 27 / 23 / 20 / 12</td>
</tr>
<tr>
<td>China</td>
<td>CHN</td>
<td>12,000 (planned)</td>
<td>Simplified Chinese</td>
<td>Q2+Q4</td>
<td>53 / 47</td>
<td>17 / 33 / 25 / 21 / 4</td>
</tr>
<tr>
<td>Colombia</td>
<td>COL</td>
<td>2,000 (planned)</td>
<td>Spanish</td>
<td>Q2</td>
<td>49 / 51</td>
<td>23 / 32 / 25 / 16 / 4</td>
</tr>
<tr>
<td>Czechia</td>
<td>CZE</td>
<td>2,000 (planned)</td>
<td>Czech</td>
<td>Q2</td>
<td>50 / 50</td>
<td>11 / 22 / 28 / 22 / 17</td>
</tr>
<tr>
<td>Denmark</td>
<td>DNK</td>
<td>2,000 (planned)</td>
<td>Danish</td>
<td>Q1</td>
<td>49 / 51</td>
<td>15 / 21 / 20 / 24 / 20</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>DOM</td>
<td>2,000 (planned)</td>
<td>Spanish</td>
<td>Q2</td>
<td>50 / 50</td>
<td>28 / 34 / 24 / 13 / 2</td>
</tr>
<tr>
<td>Finland</td>
<td>FIN</td>
<td>2,000 (planned)</td>
<td>Finnish</td>
<td>Q1</td>
<td>50 / 50</td>
<td>14 / 22 / 21 / 21 / 21</td>
</tr>
<tr>
<td>France</td>
<td>FRA</td>
<td>12,000 (planned)</td>
<td>French</td>
<td>Q1+Q3</td>
<td>49 / 51</td>
<td>15 / 22 / 22 / 22 / 19</td>
</tr>
<tr>
<td>Germany</td>
<td>DEU</td>
<td>12,000 (planned)</td>
<td>German</td>
<td>Q1+Q3</td>
<td>51 / 49</td>
<td>12 / 21 / 20 / 26 / 21</td>
</tr>
<tr>
<td>Greece</td>
<td>GRC</td>
<td>2,000 (planned)</td>
<td>Greek</td>
<td>Q2</td>
<td>49 / 51</td>
<td>14 / 22 / 27 / 23 / 14</td>
</tr>
<tr>
<td>India</td>
<td>IND</td>
<td>12,000 (planned)</td>
<td>British English</td>
<td>Q2+Q4</td>
<td>70 / 30</td>
<td>31 / 37 / 24 / 18 / 10</td>
</tr>
<tr>
<td>Indonesia</td>
<td>IDN</td>
<td>2,000 (planned)</td>
<td>Indonesian</td>
<td>Q1</td>
<td>54 / 46</td>
<td>35 / 40 / 25 / 10 / 10</td>
</tr>
<tr>
<td>Ireland</td>
<td>IRL</td>
<td>2,000 (planned)</td>
<td>British English</td>
<td>Q1</td>
<td>49 / 51</td>
<td>14 / 22 / 28 / 22 / 15</td>
</tr>
<tr>
<td>Italy</td>
<td>ITA</td>
<td>12,000 (planned)</td>
<td>Italian</td>
<td>Q1+Q3</td>
<td>52 / 48</td>
<td>13 / 19 / 23 / 26 / 18</td>
</tr>
<tr>
<td>Japan</td>
<td>JPN</td>
<td>2,000 (planned)</td>
<td>Japanese</td>
<td>Q1</td>
<td>50 / 50</td>
<td>12 / 19 / 24 / 24 / 20</td>
</tr>
<tr>
<td>Kenya</td>
<td>KEN</td>
<td>2,000 (planned)</td>
<td>British English</td>
<td>Q2</td>
<td>50 / 50</td>
<td>28 / 32 / 27 / 12 / 6</td>
</tr>
<tr>
<td>Korea (Republic of)</td>
<td>KOR</td>
<td>12,000 (planned)</td>
<td>Korean</td>
<td>Q2+Q4</td>
<td>52 / 48</td>
<td>14 / 21 / 23 / 24 / 18</td>
</tr>
<tr>
<td>Lithuania</td>
<td>LTU</td>
<td>2,000 (planned)</td>
<td>Lithuanian</td>
<td>Q2</td>
<td>46 / 54</td>
<td>16 / 24 / 22 / 21 / 17</td>
</tr>
<tr>
<td>Mexico</td>
<td>MEX</td>
<td>12,000 (planned)</td>
<td>Spanish</td>
<td>Q2+Q4</td>
<td>51 / 49</td>
<td>25 / 31 / 25 / 14 / 4</td>
</tr>
<tr>
<td>Morocco</td>
<td>MAR</td>
<td>2,000 (planned)</td>
<td>Arabic, French</td>
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### Overview of countries and quotas (2/2)

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<th>Country</th>
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<th>Questionnaire language(es)</th>
<th>Fieldwork 2019</th>
<th>Quotas on gender</th>
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</tr>
</tbody>
</table>

Note: Quotas on gender and age are provided in parentheses.
YOUR CONTACT

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