Global Consumer Survey 2020

Content & Methodology

March 2020
OVERVIEW
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 6,500 consumer brands

The survey covers more than 6,500 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 55 countries the Global Consumer Survey 2020 covers more than 90% of the global GDP.

Overview: country selection 2020 (1/2)

**Country coverage 2020**

- **Extended Survey**
- **Basic Survey**

**Extended Survey – 2 updates / year**

A total of 21 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 2020.

**Basic Survey – 1 update / year**

A total of 34 countries receive the basic version of the survey in 2020. 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.
In 2020, more than 300,000 interviews from 55 countries will be added to the existing data set

Overview: country selection 2020 (2/2)

### Extended Survey 2020

<table>
<thead>
<tr>
<th>Africa</th>
<th>Europe</th>
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<td>South Africa</td>
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<th>Americas</th>
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<td>South Korea</td>
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### Basic Survey 2020

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<td>United Arab Emirates</td>
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<td>Turkey</td>
<td>Switzerland</td>
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</tbody>
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1: The extended questionnaire comprises more detailed questions and includes brands. In the countries where the extended questionnaire is used, we interview an average of 12,000+ people per year. Upgraded countries received the basic questionnaire in 2019 and receive the extended questionnaire in 2020.
The data contain attitudes and behaviors of consumers regarding 50+ industries and topics

Overview: industries and topics

- **Marketing & social media**
  - Customer journey
  - Social media & word of mouth
  - Websites & apps

- **Media & digital media**
  - Radio & digital music
  - Print media & ePublishing
  - TV & video-on-demand
  - Video games

- **Finance & insurance**
  - Personal finance
  - Banking & financial services
  - Online & mobile payment
  - Insurance

- **Travel**
  - Private & business travel
  - eTravel

- **eCommerce & retail**
  - Shopping behavior
  - Retail & FMCG
  - Online shopping

- **Internet & devices**
  - Smartphone
  - Access at home
  - Mobile internet access

- **Health**
  - Health care & health insurance
  - Pharmacies & medication
  - eHealth

- **Services & eServices**
  - Ticket bookings
  - Food delivery
  - Online dating
  - Fitness & health services

- **Food & nutrition**
  - Grocery shopping
  - Online shopping
  - Smoking

- **Mobility**
  - Ownership & purchase
  - Smart car features
  - Mobility services

- **Household equipment**
  - Consumer electronics
  - Household appliances
  - Smart home devices
  - Accommodation

- **Characteristics & demographics**
  - Education & employment
  - Economic situation
  - Values & attitudes
  - Consumption
The Global Consumer Survey features more than 6,500 international brands

Overview: brands

The extended survey covers more than 6,500 different brands

The Global Consumer Survey contains 48 product and service categories. You can find the entire list of brands [here](#).

Selection of international brands covered by the Global Consumer Survey

![Image of various brands logos]
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.

Find the up-to-date Global Consumer Survey release calendar including content specials here.

Content specials for 2020 will include:

- European Football Benchmark update
- Fashion & Retail new
- Finance, Assets, Real Estate new
- Holiday Season & New Year new
- Online Shopping new
- Pets new
- Sport & Fitness new
- Sustainability new
- Toys & Games update
Content specials provide unique insights into specific markets from exclusive consumer surveys

Overview: available content specials

- **European Football Benchmark**
  Clubs, sponsors and fans of the 5 big European leagues

- **Food & Hot Drinks**
  Nutrition and grocery shopping, including cooking and eating habits, convenience food, organic food, and snacks as well as consumption habits and favorite brands in the hot drinks market

- **Luxury & Counterfeiting**
  Luxury products and premium brands in the fields of fashion, accessories, watches, cosmetics and jewelry, as well as attitudes towards luxury and a spotlight on the topic of product and brand counterfeiting

- **Media, Sports & Lifestyle**
  Attitudes, behaviors and brand usage within media, sports and lifestyle sectors including media consumption, hobbies and caring for pets

- **OTC & Pharmaceuticals**
  Buying and usage habits of OTC products for colds, skin disorders, pain, sleep disorders and digestive problems as well as health trends and more than 100 healthcare brands

- **Toys and Games**
  Brands, purchase criteria, attitudes and trends

- **Tech Giants & Digital Services**
  Consumer attitudes towards the large tech companies and their impact on society, as well as usage of brands, digital services and devices

- **Cybersecurity & Cloud**
  Attitudes, behaviors and brands in the sphere of cybersecurity, topics such as perception of risks, experience with hacking and identity theft, awareness of brands for protection software, and many more

- **Travel & Tourism**
  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

- **Decorative Cosmetics and Facial Care**
  Attitudes, purchase behavior, expenses, brand loyalty, etc. of female consumers for decorative cosmetics and facial care products

- **Eating & Drinking**
  Survey results delving into people’s eating and drinking habits, from the brands they use to the restaurants they visit. Including areas such as fast food, soft drinks and alcoholic beverages, along with general attitudes and behavior.
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/

Contact (United States)

Melissa Cesarano
Customer Relations Manager
TEL +1 212-419-8283
E-Mail clientservice@statista.com

Contact (Europe)

Lodovica Biagi
Operations Manager UK
TEL +44 203 709 9963
E-Mail eu.support@statista.com

Contact (Asia)

Ziyan Zhang
Customer Relations Manager
TEL +91 80 490 146 28
E-Mail asia.support@statista.com

Contact (Germany)

Christina Elsing
Customer Relations Manager
TEL +49 40 28 48 41 0
E-Mail kundenservice@statista.com
INTERACTIVE ANALYSES
The Global Consumer Survey in the Statista Customer Cloud®

Interactive analyses: Customer Cloud® introduction

Statista’s 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: Global Consumer Survey features (1/5)

Selecting a country

When logging in to the Global Consumer Survey you are forwarded to our browser-based analysis tool. 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.

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 topics 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: Global Consumer Survey features (2/5)

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: Global Consumer Survey features (3/5)

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 is only shown to car owners. By default, you will see the data of those who responded to the question.

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 is not available for the crosstab view.

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

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’.
Compare trends and countries

The comparison feature of the Global Consumer Survey can be accessed via the 'Compare' button. This tool, combined with regular updates of the data, enables you to compare survey waves and any number of countries. The addition of these valuable dimensions will help you dive deeper into the data and view trends over time and across markets. For extra analysis, our export function will provide the results in a CSV format, allowing further processing in Excel.

Use the switch button to switch from a country comparison to a trend comparison and vice versa.
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: Global Consumer Survey tutorial

Check out our tutorial video

The tutorial video¹ provides a step-by-step guide through the Statista Global Consumer Survey. It explains how to use the various features and functions available for analyzing different research questions.

¹ https://vimeo.com/281818078
TARGET GROUPS
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

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

**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
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

<table>
<thead>
<tr>
<th>Work life &amp; education</th>
<th>e.g. field of expertise, university education by major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal information</td>
<td>e.g. gender of children, pet ownership</td>
</tr>
<tr>
<td>Hobbies &amp; interest</td>
<td>e.g. sports activities</td>
</tr>
<tr>
<td>Politics</td>
<td>e.g. political party, frequency of voting</td>
</tr>
<tr>
<td>Housing conditions</td>
<td>e.g. electricity supply, planned home improvements</td>
</tr>
<tr>
<td>Retail &amp; purchase behavior</td>
<td>e.g. jewelry purchases, department store shopping</td>
</tr>
<tr>
<td>Food &amp; Nutrition</td>
<td>e.g. food allergies, visits to fast food restaurants</td>
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<tr>
<td>Media</td>
<td>e.g. movie theater visits, online gaming</td>
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<tr>
<td>Vehicles</td>
<td>e.g. car purchases</td>
</tr>
<tr>
<td>Finances</td>
<td>e.g. savings, participation in stock trading</td>
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<tr>
<td>Health</td>
<td>e.g. usage of spectacles and hearing aids</td>
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<tr>
<td>Travel</td>
<td>e.g. preferred vacation types, travels by country</td>
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</tbody>
</table>

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.
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 55 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
- 55 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 December every year
- 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 21 countries that receive the extended questionnaire will be updated twice during the year.

<table>
<thead>
<tr>
<th>Fieldwork in Q1 &amp; Q3</th>
<th>Fieldwork in Q2 &amp; Q4</th>
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<tbody>
<tr>
<td>Austria</td>
<td>Australia</td>
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<td>Canada</td>
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<td>United Kingdom</td>
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<td>United States of America</td>
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</table>

For countries receiving the extended questionnaire the Global Consumer Survey utilizes a rolling survey system with two survey waves per year: The most recent data set contains the interviews of the two most recent waves. This ensures trend stability and a higher number of interviews available for analysis, allowing you to adequately analyze smaller target groups, media and brands.

Basic questionnaire

Data for the 34 countries that receive the basic questionnaire will be surveyed once during the year.

<table>
<thead>
<tr>
<th>Fieldwork in Q1</th>
<th>Fieldwork in Q2</th>
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<tbody>
<tr>
<td>Argentina</td>
<td>Colombia</td>
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<td>Turkey</td>
<td>Serbia</td>
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<td>United Arab Emirates</td>
<td>Taiwan (Province of China)</td>
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<td>Thailand</td>
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<td></td>
<td>Vietnam</td>
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</tbody>
</table>

1: The data set 2019-1 contains half of the interviews of the data set 2018. No respondent can participate in successive waves of the survey. Thus it is impossible that two interviews from the same respondent are included in one dataset. Q1 is January to March, Q2 is April to June, Q3 is July to September and Q4 is October to December
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

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 ‘Characteristics & Demographics’ and ‘Additional characteristics’ 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>Characteristics &amp; demographics</th>
<th>Additional characteristics</th>
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<tbody>
<tr>
<td>1</td>
<td>Finance &amp; insurance</td>
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<td>2</td>
<td>eCommerce &amp; retail</td>
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<td>3</td>
<td>Consumer electronics, internet &amp; devices</td>
<td>Smart home</td>
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<td>4</td>
<td>Travel</td>
<td>Mobility</td>
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<td>5</td>
<td>Media &amp; digital media</td>
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<td>6</td>
<td>Services &amp; eServices</td>
<td>Marketing &amp; social media</td>
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</tbody>
</table>
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 PovcalNet1 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

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Example from 2019 Q1: 66% of the respondents have an annual household income of 80,000 US$ or less

Methodology: income (2/2)

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

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.¹

Respondents provided by Cint

- The same panel management source covering all countries
- Invitations sent out via e-mail and panel routing²
- Respondents receive a monetary incentive
- Preference given to respondents with background information (profiling data)

Additional partners

To reach our target number of respondents, in some cases we had to expand to multiple fieldwork partners, e.g. Dynata, Gapfish, Splendid Research and others.

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, Dynata 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

1 See ESOMAR and BVM
Download detailed information on our survey

Methodology: questionnaire & brand list

Download the complete questionnaire (international version) here.

Download the complete brand list here.
### Overview of countries and quotas (1/2)

**Appendix: 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 2020</th>
<th>Quotas on gender</th>
<th>Quotas on age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>ARG</td>
<td>2,050 (planned) Spanish</td>
<td>Q1</td>
<td>(male; female)</td>
<td>49 / 51</td>
<td>(18-24; 25-34; 35-44; 45-54; 55-64)</td>
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<tr>
<td>Australia</td>
<td>AUS</td>
<td>12,600 (planned) British English</td>
<td>Q2&amp;Q4</td>
<td>50 / 50</td>
<td>15 / 25 / 23 / 20 / 16</td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>AUT</td>
<td>12,600 (planned) German</td>
<td>Q1&amp;Q3</td>
<td>50 / 50</td>
<td>13 / 23 / 22 / 24 / 18</td>
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</tr>
<tr>
<td>Belgium</td>
<td>BEL</td>
<td>2,050 (planned) Dutch, French, German</td>
<td>Q1</td>
<td>50 / 50</td>
<td>14 / 22 / 22 / 20 / 20</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>BRA</td>
<td>12,600 (planned) Portuguese</td>
<td>Q2&amp;Q4</td>
<td>49 / 51</td>
<td>21 / 29 / 26 / 17 / 8</td>
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</tr>
<tr>
<td>Canada</td>
<td>CAN</td>
<td>12,600 (planned) American English, French</td>
<td>Q1&amp;Q3</td>
<td>50 / 50</td>
<td>14 / 23 / 22 / 20 / 20</td>
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<tr>
<td>Chile</td>
<td>CHL</td>
<td>2,050 (planned) Spanish</td>
<td>Q1</td>
<td>50 / 50</td>
<td>17 / 27 / 23 / 19 / 13</td>
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</tr>
<tr>
<td>Mainland China</td>
<td>CHN</td>
<td>12,600 (planned) Simplified Chinese</td>
<td>Q2&amp;Q4</td>
<td>52 / 48</td>
<td>17 / 31 / 24 / 22 / 7</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>COL</td>
<td>2,050 (planned) Spanish</td>
<td>Q2</td>
<td>49 / 51</td>
<td>24 / 31 / 24 / 15 / 6</td>
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</tr>
<tr>
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<td>CZE</td>
<td>2,050 (planned) Czech</td>
<td>Q2</td>
<td>50 / 50</td>
<td>11 / 22 / 28 / 23 / 16</td>
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<tr>
<td>Denmark</td>
<td>DNK</td>
<td>2,050 (planned) Danish</td>
<td>Q1</td>
<td>50 / 50</td>
<td>15 / 22 / 20 / 23 / 20</td>
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<tr>
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<td>DOM</td>
<td>2,050 (planned) Spanish</td>
<td>Q2</td>
<td>50 / 50</td>
<td>23 / 30 / 23 / 16 / 9</td>
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<tr>
<td>Egypt</td>
<td>EGY</td>
<td>2,050 (planned) Arabic</td>
<td>Q1</td>
<td>56 / 44</td>
<td>29 / 37 / 25 / 10 / 0</td>
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<td>FIN</td>
<td>12,600 (planned) Finnish</td>
<td>Q1&amp;Q3</td>
<td>50 / 50</td>
<td>14 / 22 / 22 / 21 / 21</td>
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<tr>
<td>France</td>
<td>FRA</td>
<td>12,600 (planned) French</td>
<td>Q1&amp;Q3</td>
<td>49 / 51</td>
<td>15 / 21 / 22 / 23 / 19</td>
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</tr>
<tr>
<td>Germany</td>
<td>DEU</td>
<td>12,600 (planned) German</td>
<td>Q1&amp;Q3</td>
<td>51 / 49</td>
<td>13 / 21 / 21 / 24 / 22</td>
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<tr>
<td>Greece</td>
<td>GRC</td>
<td>2,050 (planned) Greek</td>
<td>Q2</td>
<td>49 / 51</td>
<td>14 / 21 / 27 / 24 / 14</td>
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<tr>
<td>Hungary</td>
<td>HUN</td>
<td>2,050 (planned) Hungarian</td>
<td>Q2</td>
<td>48 / 52</td>
<td>13 / 23 / 27 / 22 / 15</td>
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</tr>
<tr>
<td>India</td>
<td>IND</td>
<td>12,600 (planned) British English</td>
<td>Q2&amp;Q4</td>
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<td>Indonesia</td>
<td>IDN</td>
<td>2,050 (planned) Indonesian</td>
<td>Q1</td>
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<td>25 / 31 / 27 / 15 / 2</td>
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<td>Ireland</td>
<td>IRL</td>
<td>2,050 (planned) British English</td>
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<tr>
<td>Israel</td>
<td>ISR</td>
<td>2,050 (planned) Hebrew, Arabic</td>
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<td>Italy</td>
<td>ITA</td>
<td>12,600 (planned) Italian</td>
<td>Q1&amp;Q3</td>
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<td>Japan</td>
<td>JPN</td>
<td>2,050 (planned) Japanese</td>
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<td>KEN</td>
<td>2,050 (planned) British English</td>
<td>Q2</td>
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<td>KOR</td>
<td>12,600 (planned) Korean</td>
<td>Q2&amp;Q4</td>
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<td>Q1</td>
<td>53 / 47</td>
<td>21 / 30 / 23 / 16 / 10</td>
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</tbody>
</table>
## Overview of countries and quotas (2/2)

### Appendix: Overview of countries and quotas (2/2)

<table>
<thead>
<tr>
<th>Country</th>
<th>ISO code</th>
<th>Number of respondents</th>
<th>Questionnaire language(es)</th>
<th>Fieldwork 2020</th>
<th>Quotas on gender</th>
<th>Quotas on age</th>
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</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>MEX</td>
<td>12,600 (planned) Spanish</td>
<td>Q2&amp;Q4</td>
<td>50 / 50</td>
<td>24 / 30 / 24 / 16 / 6</td>
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<tr>
<td>Morocco</td>
<td>MAR</td>
<td>2,050 (planned) Arabic, French</td>
<td>Q2</td>
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<td>23 / 31 / 24 / 15 / 7</td>
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<td>Netherlands</td>
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<td>12,600 (planned) Dutch</td>
<td>Q2&amp;Q4</td>
<td>50 / 50</td>
<td>14 / 21 / 19 / 24 / 22</td>
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<tr>
<td>New Zealand</td>
<td>NZL</td>
<td>2,050 (planned) British English</td>
<td>Q1</td>
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<td>16 / 24 / 20 / 22 / 18</td>
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<tr>
<td>Nigeria</td>
<td>NGA</td>
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<td>Q2</td>
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<td>37 / 36 / 21 / 7 / 0</td>
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<td>Norway</td>
<td>NOR</td>
<td>2,050 (planned) Norwegian</td>
<td>Q1</td>
<td>50 / 50</td>
<td>14 / 23 / 21 / 23 / 19</td>
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</tr>
<tr>
<td>Pakistan</td>
<td>PAK</td>
<td>2,050 (planned) British English</td>
<td>Q2</td>
<td>65 / 35</td>
<td>43 / 42 / 15 / 0 / 0</td>
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<tr>
<td>Peru</td>
<td>PER</td>
<td>2,050 (planned) Spanish</td>
<td>Q2</td>
<td>52 / 48</td>
<td>25 / 34 / 26 / 14 / 1</td>
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<tr>
<td>Philippines</td>
<td>PHL</td>
<td>2,050 (planned) Filipino, British English</td>
<td>Q2</td>
<td>52 / 48</td>
<td>28 / 32 / 23 / 13 / 0</td>
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</tr>
<tr>
<td>Poland</td>
<td>POL</td>
<td>12,600 (planned) Polish</td>
<td>Q2&amp;Q4</td>
<td>49 / 51</td>
<td>13 / 26 / 28 / 18 / 14</td>
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<tr>
<td>Portugal</td>
<td>PRT</td>
<td>2,050 (planned) Portuguese</td>
<td>Q2</td>
<td>48 / 52</td>
<td>15 / 21 / 26 / 24 / 14</td>
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</tr>
<tr>
<td>Romania</td>
<td>ROU</td>
<td>2,050 (planned) Romanian</td>
<td>Q1</td>
<td>49 / 51</td>
<td>14 / 25 / 25 / 23 / 13</td>
<td></td>
</tr>
<tr>
<td>Russian Federation</td>
<td>RUS</td>
<td>12,600 (planned) Russian</td>
<td>Q1&amp;Q3</td>
<td>47 / 53</td>
<td>12 / 27 / 25 / 19 / 17</td>
<td></td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>SAU</td>
<td>2,050 (planned) Arabic</td>
<td>Q2</td>
<td>59 / 41</td>
<td>15 / 28 / 31 / 19 / 8</td>
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<tr>
<td>Serbia</td>
<td>SRB</td>
<td>2,050 (planned) Serbian (Cyrillic)</td>
<td>Q2</td>
<td>51 / 49</td>
<td>16 / 26 / 25 / 21 / 13</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>SGP</td>
<td>2,050 (planned) British English, Malay, Simplified Chinese</td>
<td>Q1</td>
<td>53 / 47</td>
<td>13 / 22 / 23 / 23 / 19</td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>ZAF</td>
<td>12,600 (planned) British English</td>
<td>Q2&amp;Q4</td>
<td>49 / 51</td>
<td>25 / 36 / 25 / 12 / 2</td>
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</tr>
<tr>
<td>Spain</td>
<td>ESP</td>
<td>12,600 (planned) Spanish</td>
<td>Q1&amp;Q3</td>
<td>49 / 51</td>
<td>12 / 19 / 27 / 25 / 17</td>
<td></td>
</tr>
<tr>
<td>Sweden</td>
<td>SWE</td>
<td>12,600 (planned) Swedish</td>
<td>Q2&amp;Q4</td>
<td>49 / 51</td>
<td>13 / 23 / 21 / 23 / 20</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>CHE</td>
<td>12,600 (planned) German, French, Italian</td>
<td>Q1&amp;Q3</td>
<td>51 / 49</td>
<td>13 / 22 / 22 / 24 / 19</td>
<td></td>
</tr>
<tr>
<td>Taiwan (Province of China)</td>
<td>TWN</td>
<td>2,050 (planned) Traditional Chinese</td>
<td>Q2</td>
<td>46 / 54</td>
<td>12 / 22 / 23 / 23 / 20</td>
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<tr>
<td>Thailand</td>
<td>THA</td>
<td>2,050 (planned) Thai</td>
<td>Q2</td>
<td>50 / 50</td>
<td>20 / 27 / 27 / 21 / 5</td>
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<tr>
<td>Turkey</td>
<td>TUR</td>
<td>2,050 (planned) Turkish</td>
<td>Q1</td>
<td>54 / 46</td>
<td>22 / 29 / 25 / 16 / 7</td>
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<tr>
<td>United Arab Emirates</td>
<td>ARE</td>
<td>2,050 (planned) Arabic</td>
<td>Q1</td>
<td>69 / 31</td>
<td>11 / 39 / 29 / 15 / 6</td>
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</tr>
<tr>
<td>United Kingdom</td>
<td>GBR</td>
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<td>Q1&amp;Q3</td>
<td>49 / 51</td>
<td>14 / 23 / 22 / 22 / 19</td>
<td></td>
</tr>
<tr>
<td>United States of America</td>
<td>USA</td>
<td>12,600 (planned) American English</td>
<td>Q1&amp;Q3</td>
<td>49 / 51</td>
<td>16 / 24 / 21 / 20 / 19</td>
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</tr>
<tr>
<td>Vietnam</td>
<td>VNM</td>
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<td>Q2</td>
<td>51 / 49</td>
<td>18 / 31 / 25 / 17 / 9</td>
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</tr>
</tbody>
</table>
# Definitions of regions (1/10) – Americas

Appendix: Definitions of regions (1/10)

<table>
<thead>
<tr>
<th>Argentina</th>
<th>Brazil</th>
<th>Canada</th>
<th>Chile</th>
<th>Colombia</th>
<th>Domenican Republic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cuyo</strong>: La Rioja, Mendoza, San Juan, San Luis</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>Central</strong>: Araucanía, Biobío Region, Coquimbo Region, Libertador General Bernardo O’Higgins Region, Los Ríos Region, Maule Region, Ñuble Region, Santiago Metropolitan Region, Valparaíso Region</td>
<td><strong>Central</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>North</strong>: Cibao, Este</td>
<td><strong>North</strong>: Cibao, Este</td>
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<tr>
<td><strong>Gran Chaco</strong>: Chaco, Formosa, Santiago del Estero</td>
<td><strong>Northeast</strong>: Alagoas, Bahia, Ceará, Maranhão, Pará, Pernambuco, Piauí, Rio Grande do Norte, Sergipe</td>
<td><strong>East</strong>: New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec</td>
<td><strong>East</strong>: Arauca, Casanare, Guainía, Vichada, Vichada</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South</strong>: Sur</td>
</tr>
<tr>
<td><strong>Mesopotamia</strong>: Corrientes, Entre Ríos, Misiones</td>
<td><strong>Central-West</strong>: Goiás, Mato Grosso, Mato Grosso do Sul, Distrito Federal</td>
<td><strong>North</strong>: Antofagasta Region, Arica and Parinacota Region, Atacama Region, Tarapacá Region</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South East</strong>: Boyacá, Cesar, La Guajira, Norte de Santander, Santander</td>
<td><strong>South West</strong>: Amazonas, Caquetá</td>
</tr>
<tr>
<td><strong>Noroeste Argentino</strong>: Catamarca, Jujuy, Salta, Tucumán</td>
<td><strong>Southeast</strong>: Espírito Santo, Minas Gerais, Rio de Janeiro, São Paulo</td>
<td><strong>South</strong>: Aysén del General Carlos Ibáñez del Campo Region, Los Lagos Region, Region of Magallanes</td>
<td><strong>South-East</strong>: Amazonas, Caquetá</td>
<td><strong>South East</strong>: Boyacá, Cesar, La Guajira, Norte de Santander, Santander</td>
<td><strong>South</strong>: Amazonas, Caquetá</td>
</tr>
<tr>
<td><strong>Pampas</strong>: Buenos Aires, Córdoba, Distrito Federal, La Pampa, Santa Fe</td>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>South</strong>: Paraná, Río Grande do Sul, Santa Catarina</td>
<td><strong>Central</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South West</strong>: Chocó, Valle del Cauca</td>
<td><strong>South</strong>: Sur</td>
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<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South</strong>: Sur</td>
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<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South East</strong>: Guaviare, Vaupés</td>
</tr>
<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South East</strong>: Guaviare, Vaupés</td>
</tr>
<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
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<td><strong>South East</strong>: Guaviare, Vaupés</td>
</tr>
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<td><strong>South</strong>: Sur</td>
<td><strong>South East</strong>: Guaviare, Vaupés</td>
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<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South East</strong>: Guaviare, Vaupés</td>
</tr>
<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
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</tr>
<tr>
<td><strong>Patagonia</strong>: Chubut, Neuquén, Río Negro, Santa Cruz, Tierra del Fuego</td>
<td><strong>North</strong>: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima, Tocantins</td>
<td><strong>West</strong>: Alberta, British Columbia, Manitoba, Saskatchewan</td>
<td><strong>Central-West</strong>: Bogotá, Caldas, Cundinamarca, Meta, Quindio, Risaralda, Tolima</td>
<td><strong>South</strong>: Sur</td>
<td><strong>South East</strong>: Guaviare, Vaupés</td>
</tr>
</tbody>
</table>
## Definitions of regions (2/10) – Americas

### Appendix: Definitions of regions (2/10)

<table>
<thead>
<tr>
<th>Mexico</th>
<th>Peru</th>
<th>United States (detailed)</th>
<th>United States (short)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Northwest</strong>: Baja California, Baja California Sur, Chihuahua, Durango, Sinaloa, Sonora</td>
<td><strong>Central</strong>: Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region</td>
<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>
</tr>
<tr>
<td><strong>North-Central</strong>: Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas</td>
<td><strong>North</strong>: Amazonas Region, Cajamarca Region, La Libertad Region, Lambayeque Region, Loreto Region, Piura Region, San Martín Region, Tumbes Region</td>
<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>
</tr>
<tr>
<td><strong>Northeast</strong>: Coahula, Nuevo León, Tamaulipas</td>
<td><strong>South</strong>: Apurímac Region, Arequipa Region, Ayacucho Region, Cusco Region, Department of Tacna, Huancavelica Region, Ica Region, Madre de Dios Region, Moquegua Region, Puno Region</td>
<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>
</tr>
<tr>
<td><strong>East</strong>: Hidalgo, Puebla, Tlaxcala, Veracruz</td>
<td><strong>Central</strong>: Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region</td>
<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>
</tr>
<tr>
<td><strong>Southeast</strong>: Campeche, Quintana Roo, Tabasco, Yucatán</td>
<td><strong>South Atlantic</strong>: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia</td>
<td><strong>East South Central</strong>: Alabama, Kentucky, Mississippi, Tennessee</td>
<td><strong>West</strong>: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming</td>
</tr>
<tr>
<td><strong>South-Central</strong>: México, México-City, Morelos</td>
<td><strong>East</strong>: Hidalgo, Puebla, Tlaxcala, Veracruz</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>: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming</td>
</tr>
<tr>
<td><strong>Southwest</strong>: Chiapas, Guerrero, Oaxaca</td>
<td><strong>Central</strong>: Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region</td>
<td><strong>West South Central</strong>: Arkansas, Louisiana, Oklahoma, Texas</td>
<td><strong>Mountain</strong>: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming</td>
</tr>
<tr>
<td><strong>West</strong>: Colima, Jalisco, Michoacán, Nayarit</td>
<td><strong>South</strong>: Apurímac Region, Arequipa Region, Ayacucho Region, Cusco Region, Department of Tacna, Huancavelica Region, Ica Region, Madre de Dios Region, Moquegua Region, Puno Region</td>
<td><strong>Pacific</strong>: Alaska, California, Hawaii, Oregon, Washington</td>
<td><strong>Pacific</strong>: Alaska, California, Hawaii, Oregon, Washington</td>
</tr>
</tbody>
</table>
Appendix: Definitions of regions (2/4)

Definitions of regions (3/10) – Europe

Europe

- **Austria**: Oberösterreich, Salzburg, Tirol, Vorarlberg
- **South**: Kärnten, Steiermark
- **East**: Burgenland, Niederösterreich, Wien

**Belgium**

- Flanders: Antwerp, East Flanders, Flemish Brabant, Limburg, West Flanders
- Walloonia: Hainaut, Liège, Luxembourg, Namur, Walloon Brabant

**Czechia**

- **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

**Denmark**

- **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

**Finland**

- **Central**: Central Finland, Northern Savonia, Pirkkala
- **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
### Definitions of regions (4/10) – Europe

<table>
<thead>
<tr>
<th>France</th>
<th>Germany</th>
<th>Greece</th>
<th>Hungary</th>
<th>Ireland</th>
<th>Italy</th>
</tr>
</thead>
</table>
### Definitions of regions (5/10) – Europe

#### Appendix: Definitions of regions (5/10)

<table>
<thead>
<tr>
<th>Lithuania</th>
<th>Netherlands</th>
<th>Norway</th>
<th>Poland</th>
<th>Portugal</th>
<th>Romania</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ North West: Klaipėda County, Šiauliai County, Tauragė County, Telšiai County</td>
<td>▪ East: Flevoland, Gelderland, Overijssel</td>
<td>▪ North: Finnmark, Northland, Troms</td>
<td>▪ Northeast: Greater Poland, Lubusz, West Pomerania</td>
<td>▪ Algarve: Faro</td>
<td>▪ Central: Alba, Brașov, Covasna, Harghita, Mureș, Sibiu</td>
</tr>
<tr>
<td>▪ South: Alytus County, Kaunas County, Marijampolė County, Vilnius County</td>
<td>▪ West: North Holland, South Holland, Utrecht, Zeeland</td>
<td>▪ South: East Agder, West Agder</td>
<td>▪ Southwest: Lower-Silesia, Opole</td>
<td>▪ Lisbon: Lisbon</td>
<td>▪ North East: Bacău, Botoșani, Iași, Neamț, Suceava, Vaslui</td>
</tr>
<tr>
<td>▪ North: Drenthe, Friesland, Groningen</td>
<td>▪ South: Limburg, North Brabant</td>
<td>▪ West: Hordaland, Møre and Romsdal, Rogaland, Sogn and Fjordane</td>
<td>▪ Central: Łódź, Masovia</td>
<td>▪ Central: Aveiro, Castelo Branco, Coimbra, Guarda, Leiria, Viseu</td>
<td>▪ Central: Alba, Brașov, Covasna, Harghita, Mureș, Sibiu</td>
</tr>
</tbody>
</table>
### Definitions of regions (6/10) – Europe

**Appendix: Definitions of regions (6/10)**

<table>
<thead>
<tr>
<th>Russia</th>
<th>Serbia</th>
<th>Spain</th>
<th>Sweden</th>
<th>Switzerland</th>
<th>Turkey</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>▪ East: Balearic Islands, Catalonia, Region of Valencia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ South: Andalusia, Region of Murcia, Ceuta, Melilla</td>
<td>▪ Nord West: Aargau, Basel-Landschaft, Basel-Stadt</td>
<td>▪ Ticino: Ticino</td>
<td>▪ Zürich: Zürich</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Canary Islands: Canary Islands</td>
<td>▪ Canary Islands</td>
<td>▪</td>
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</tr>
</tbody>
</table>
### Definitions of regions (7/10) – Asia & Australia

Appendix: Definitions of regions (7/10)

<table>
<thead>
<tr>
<th>Australia</th>
<th>Mainland China</th>
<th>India</th>
<th>Indonesia</th>
<th>Israel</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ <strong>External Territory</strong>: Ashmore and Cartier Islands, Australian Antarctic Territory, Christmas Island, Cocos (Keeling) Islands, Coral Sea Islands, Heard Island and McDonald Islands, Norfolk Island</td>
<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>Java</strong>: Banten, Central Java, East Java, Jakarta Special Capital Region, Special Region of Yogyakarta, West Java</td>
<td>▪ <strong>Center</strong>: Center, Tel Aviv</td>
</tr>
<tr>
<td>▪ <strong>North</strong>: Northern Territory</td>
<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, Jharkhand</td>
<td>▪ <strong>Kalimantan</strong>: Central Kalimantan, East Kalimantan, North Kalimantan, South Kalimantan, West Kalimantan</td>
<td>▪ <strong>Jerusalem</strong>: Jerusalem</td>
</tr>
<tr>
<td>▪ <strong>North East</strong>: Queensland</td>
<td>▪ <strong>Northeast</strong>: Heilongjiang Province, Jilin Province, Liaoning Province</td>
<td>▪ <strong>Central India</strong>: Madhya Pradesh, Chhattisgarh</td>
<td>▪ <strong>Lesser Sunda Islands</strong>: Bali, East Nusa Tenggara, West Nusa Tenggara</td>
<td>▪ <strong>Judea and Samaria Area</strong>: Judea and Samaria Area</td>
</tr>
<tr>
<td>▪ <strong>South</strong>: South Australia</td>
<td>▪ <strong>East</strong>: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shanghai Municipality, Zhejiang Province</td>
<td>▪ <strong>West</strong>: Goa, Gujarat, Maharashtra, Rajasthan</td>
<td>▪ <strong>Maluku Islands</strong>: Maluku, North Maluku</td>
<td>▪ <strong>North</strong>: Haifa, North</td>
</tr>
<tr>
<td>▪ <strong>South East</strong>: Australian Capital Territory, Jervis Bay Territory, New South Wales, Tasmania, Victoria</td>
<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>Sulawesi</strong>: Central Sulawesi, Gorontalo, North Sulawesi, South Sulawesi, Southeast Sulawesi, West Sulawesi</td>
<td>▪ <strong>South</strong>: South</td>
</tr>
<tr>
<td>▪ <strong>West</strong>: Western Australia</td>
<td>▪ <strong>Southwest</strong>: Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province</td>
<td>▪ <strong>Sumatra</strong>: Bangka–Belitung Islands, Bengkulu, Jambi, Lampung, North Sumatra, Riau, Riau Islands, South Sumatra, Special Region of Aceh, West Sumatra</td>
<td>▪ <strong>Western New Guinea</strong>: Special Region of Papua, Special Region of West Papua</td>
<td></td>
</tr>
</tbody>
</table>
Definitions of regions (8/10) – Asia & Australia

Appendix: Definitions of regions (8/10)

<table>
<thead>
<tr>
<th>Japan</th>
<th>Malaysia</th>
<th>New Zealand</th>
<th>Pakistan</th>
<th>Philippines</th>
<th>Saudi Arabia</th>
<th>Singapore</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>South: Asir, Bahah, Jizan, Najran</td>
<td>South West: South West</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>West: Madinah, Makkah, Tabuk</td>
<td>South East: South East</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>Central: Qassim, Riyadh</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>East: Eastern Province</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>North: Azad Jammu and Kashmir, Gilgit-Baltistan, Islamabad Capital Territory, Khyber Pakhtunkhwa</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Mindanao: Bangsamoro, Caraga, Davao, Northern Mindanao, Soccsksargen, Zamboanga Peninsula</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Visayas: Central Visayas, Eastern Visayas, Western Visayas</td>
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</table>
### Definitions of regions (9/10) – Asia & Australia

#### Appendix: Definitions of regions (9/10)

<table>
<thead>
<tr>
<th>South Korea</th>
<th>Taiwan (Province of China)</th>
<th>Thailand</th>
<th>United Arab Emirates</th>
<th>Vietnam</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Seoul &amp; Gyeonggi: Seoul, Gyeonggi-do,</td>
<td>• Central: Changhua County, Miaoli County, Nantou County, Taichung, Yunlin County</td>
<td>• Central: Central Thailand, Western Thailand</td>
<td>• Abu Dhabi: Abu Dhabi</td>
<td>• Central: Central Highlands, North Central, South Central Coast</td>
</tr>
<tr>
<td>• Gangwon: Gangwon-do</td>
<td>• East: Hualien County, Taitung County</td>
<td>• North: Northern Thailand</td>
<td>• Ajman: Ajman</td>
<td>• North: Northeast, Northwest, Red River Delta</td>
</tr>
<tr>
<td>• Chungcheong: Chungcheongbuk-do, Chungcheongnam-do</td>
<td>• North: Hsinchu City, Hsinchu County, Keelung City, New Taipei, Taipei, Taoyuan, Yilan County</td>
<td>• North East: Eastern Thailand, Northeastern Thailand</td>
<td>• Dubai: Dubai</td>
<td>• South: Mekong River Delta, Southeast</td>
</tr>
<tr>
<td>• Gyeongsan: Gyeongsangbuk-do, Gyeongsangnam-do</td>
<td>• South: Hsinchun County, Lienchiang County</td>
<td>• South: Southern Thailand</td>
<td>• Fujairah: Fujairah</td>
<td></td>
</tr>
<tr>
<td>• Jeolla: Jeollabuk-do, Jeollanam-do</td>
<td>• Outer Islands: Kinmen County, Lienchiang County</td>
<td></td>
<td>• Ras Al Khaimah: Ras Al Khaimah</td>
<td></td>
</tr>
<tr>
<td>• Jeju: Jeju Special Self-Governing Province</td>
<td>• South: Chiayi City, Chiayi County, Kaohsiung, Penghu County, Pingtung County, Tainan</td>
<td></td>
<td>• Sharjah: Sharjah</td>
<td></td>
</tr>
<tr>
<td></td>
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<td>• Umm Al Quwain: Umm Al Quwain</td>
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<td>• Ramos: Ramos</td>
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</table>
## Definitions of regions (10/10) – Africa

### Appendix: Definitions of regions (10/10)

<table>
<thead>
<tr>
<th>Egypt</th>
<th>Kenya</th>
<th>Morocco</th>
<th>Nigeria</th>
<th>South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asyut</strong>: Asyut, New Valley</td>
<td><strong>West</strong>: Central Kenya, Nairobi, Nyanza, Rift Valley, West Kenya</td>
<td><strong>North</strong>: Béni Mellal-Khénifra, Casablanca-Settat, Drâa-Tafilalet, Fès-Meknès, Marrakesh-Safi, Oriental, Rabat-Salé-Kénitra, Tanger-Tetouan-Al Hoceima</td>
<td><strong>Niger Delta</strong>: Akwa Ibom, Bayelsa, Benin, Calabar, Cameroons, Cross River, Delta, Edo, Ogoja, Rivers, Warri</td>
<td><strong>West</strong>: Northern Cape, Western Cape</td>
</tr>
<tr>
<td><strong>Delta</strong>: Dakhalia, Damietta, Gharbia, Kafr El Sheikh, Monufia</td>
<td></td>
<td><strong>South</strong>: Dakhla-Oued Ed-Dahab, Laâyoune-Sakia El Hamra</td>
<td><strong>North East</strong>: Adamawa, Bauchi, Bornu, Gombe, Taraba, Yobe</td>
<td></td>
</tr>
<tr>
<td><strong>Greater Cairo</strong>: Cairo, Giza, Qalyubia</td>
<td></td>
<td></td>
<td><strong>North West</strong>: Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, Zamfara, Zaria</td>
<td></td>
</tr>
<tr>
<td><strong>North Upper Egypt</strong>: Beni Suef, Fayum, Minya</td>
<td></td>
<td></td>
<td><strong>South East</strong>: Abia, Anambra, Ebonyi, Enugu, Imo, Onitsha, Owerri</td>
<td></td>
</tr>
<tr>
<td><strong>South Upper Egypt</strong>: Aswan, Luxor, Qena, Red Sea, Sohag</td>
<td></td>
<td></td>
<td><strong>South West</strong>: Abeokuta, Ekiti, Ijebu, Lagos, Ogun, Ondo, Osun, Oyo</td>
<td></td>
</tr>
<tr>
<td><strong>Suez Canal</strong>: Ismailia, North Sinai, Port Said, Sharqia, South Sinai, Suez</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
YOUR CONTACTS

**United States**

Melissa Cesarano  
Customer Relations Manager  
TEL +1 212-419-8283  
E-Mail clientservice@statista.com

**Europe**

Lodovica Biagi  
Operations Manager UK  
TEL +44 203 709 9963  
E-Mail eu.support@statista.com

**Asia**

Ziyan Zhang  
Customer Relations Manager  
TEL +91 80 490 146 28  
E-Mail asi.support@statista.com

**Germany**

Christina Elsing  
Customer Relations Manager  
TEL +49 40 28 48 41 0  
E-Mail kundenservice@statista.com