

Statista Global Consumer Survey Brand List 2021

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Global Consumer Survey

Global Consumer Survey / Finance / Primary bank / Primary bank by company

Banks

At which of these banks is the account held that you primarily use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Abanca								ESP														
ABN AMRO																	NLD					
Absa																						ZAF
Achmea Bank																	NLD					
Actinver																MEX						
Afirme																MEX						
African Bank																						ZAF
Agibank																						
Agricultural Bank of China						CHN																
Ak Bars																						
Aktia Pankki									FIN													
Ålandsbanken									FIN													
Alfa Bank																			RUS			
Alior Bank																		POL				
Alliance & Leicester											GBR											
American Express Bank																						
AMP Bank	AUS																					
ASN Bank																	NLD					
Australia and New Zealand Banking Group (ANZ)	AUS																					
Avanza Bank																				SWE		
AXA Banque										FRA												
Axis Bank												IND										
Axos Bank																						USA
BanBajío																MEX						
Banca Carige													ITA									
Banca d'Alba																						
Banca Mediolanum													ITA									
Banca Monte dei Paschi di Siena (MPS)													ITA									
Banca Nazionale del Lavoro (BNL)													ITA									
Banca Popolare (BP)													ITA									
Banca Popolare di Milano (BPM)													ITA									
Banca Popolare di Sondrio													ITA									
Banco Azteca																MEX						
Banco BASE																MEX						
Banco Bradesco			BRA																			
Banco BTG			BRA																			
Banco del Bajío																						
Banco di Desio e Della Brianza SpA																						
Banco do Brasil			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Banco Inter			BRA																				
Banco Itaú			BRA																				
Banco Next			BRA																				
Banco Original																							
Banco Popular																							
Banco Safra			BRA																				
Banco Santander			BRA																				
Banco Votorantim			BRA																				
BancoPosta													ITA										
BanCoppel																MEX							
Bank Australia	AUS																						
Bank CIC (Schweiz) / Banque CIC (Suisse)					CHE																		
Bank Cler					CHE																		
Bank für Tirol und Vorarlberg																							
Bank Millennium																		POL					
Bank Norwegian									FIN											SWE			
Bank of America																						USA	
Bank of Baroda												IND											
Bank of China						CHN																	
Bank of Communications						CHN																	
Bank of East Asia																							
Bank of India												IND											
Bank of Melbourne	AUS																						
Bank of New York Mellon																							
Bank of Queensland	AUS																						
Bank of Scotland											GBR												
Bank of the West																						USA	
Bank Pekao																			POL				
Bank Pocztowy																			POL				
Bank Russia																				RUS			
Bank Vontobel																							
Bank99		AUT																					
BankAustria		AUT																					
Bankia								ESP															
Bankinter								ESP															
Bankwest	AUS																						
Banorte																							
Banregio																MEX							
Barclays											GBR											USA	
Barinsil			BRA																				
Bawag P.S.K.		AUT																					
BBVA								ESP								MEX						USA	
BCC (Credito Cooperativo)													ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Bendigo Bank	AUS																					
BforBank																						
BGŻ BNP Paribas																		POL				
Bidvest Bank																						ZAF
BKS Bank		AUT																				
BMN																						
BMO				CAN																		
BNP Paribas					CHE					FRA												
BOŚ																			POL			
Boursorama										FRA												
BRED										FRA												
bunq																		NLD				
Busan Bank																KOR						
Caixa Econômica Federal			BRA																			
CaixaBank								ESP														
Caja Rural								ESP														
Cajamar								ESP														
Canadian Western Bank				CAN																		
Canara Bank												IND										
Capital One																					USA	
Capitec																						ZAF
Cassa Depositi e Prestiti (cdp)																						
Cembra Money Bank					CHE																	
Central Bank of India												IND										
Chase																					USA	
Che Banca!																						
China CITIC Bank						CHN																
China Construction Bank						CHN																
China Everbright Bank						CHN																
China Guangfa Bank						CHN																
China Merchants Bank						CHN																
China Minsheng Bank						CHN																
China Zheshang Bank																						
CIBC				CAN																		
CIC										FRA												
Citi																					RUS	
Citi Handlowy																						POL
CitiBanamex																MEX						
Citibank			BRA																			USA
Citizens Bank																						USA
Clydesdale											GBR											
comdirect								DEU														
Commerzbank								DEU														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Commonwealth Bank	AUS																					
Compartamos Banco																MEX						
Consorsbank																						
Corporation Bank																						
CREDEM																						
Credit Agricole													ITA					POL				
Credit Bank of Moscow																				RUS		
Crédit Coopératif																						
Crédit du Nord										FRA												
Credit Europe Bank																	NLD					
Crédit mutuel Arkéa 6										FRA												
Credit Suisse					CHE																	
Credit Union Australia (CUA)	AUS																					
DADAT		AUT																				
Danske Bank									FIN											SWE		
Desjardins				CAN																		
Deutsche Bank							DEU															
DGB Daegu Bank															KOR							
DHB Bank																	NLD					
Discovery Bank																						ZAF
DKB							DEU															
easybank		AUT																				
EFG International					CHE																	
EFS Euro Finanz Service																						
EQ Bank				CAN																		
Erste Bank Österreich		AUT																				
Eurobank																						
Evo Banco								ESP														
First National Bank																						ZAF
FirstRand																						ZAF
Forex Bank																				SWE		
Fortuneo																						
Gazprombank																						RUS
Getin																						POL
Groupe BPCE										FRA												
Groupe Crédit Agricole										FRA												
Groupe Crédit mutuel - CM 11										FRA												
Halifax											GBR											
Handelsbanken									FIN													SWE
HDFC Bank														IND								
Hello Bank		AUT																				
HSBC Bank	AUS			CAN	CHE	CHN				FRA	GBR				KOR	MEX						USA
HuaXia Bank						CHN																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hypo																						
Hypo Landesbank Vorarlberg																						
Hypo Noe Landesbank		AUT																				
Ibercaja								ESP													SWE	
ICA Banken																					SWE	
Iccrea Banca													ITA									
ICICI Bank												IND										
IDBI Bank												IND										
Idea Bank																	NLD					
IKANO																					SWE	
Inbursa																MEX						
Industrial and Commercial Bank of China						CHN																
Industrial Bank																						
Industrial Bank of Korea															KOR							
ING	AUS	AUT					DEU	ESP		FRA			ITA				NLD	POL				
ING Bank Šljaski																						
ING Direct																						
ING-DiBa Bank																						
Inteligo																						
Interacciones																						
Intesa Sanpaolo													ITA									
Investect																						ZAF
Jeonbuk Bank																						
Julius Bär					CHE																	
K Bank																						
Kakao Bank															KOR							
Kantonalbank					CHE																	
KB Kookmin Bank															KOR							
KEB Hana Bank															KOR							
KNAB																	NLD					
Kotak Mahindra bank												IND										
Kutxabank								ESP														
Kwangju Bank															KOR							
Kyongnam Bank																						
La Banque Postale										FRA												
Länsförsäkringar Bank																					SWE	
Laurentian Bank of Canada				CAN																		
LCL										FRA												
Liberbank								ESP														
Lloyds Bank											GBR											
M&T Bank																					USA	
Macquarie Bank	AUS																					
Marginalen Bank																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
mBank																		POL				
Mediobanca																						
Mercedes-Benz Bank																						
Metro Bank																						
Migros Bank					CHE																	
Monabanq																						
Monzo																						
Motusbank				CAN																		
N26							DEU															
National Australian Bank (NAB)	AUS																					
National Bank of Canada				CAN																		
National Westminster Bank (NatWest)											GBR											
Nationwide Building Society											GBR											
Nedbank																						ZAF
Neon			BRA																			
Nest																		POL				
NH Nonghyup Bank															KOR							
NIBC																		NLD				
NN Bank																		NLD				
Nordea									FIN											SWE		
Nordnet																				SWE		
Norisbank							DEU															
Nubank			BRA																			
Oberbank		AUT																				
Oma Säästöpankki									FIN													
OP Ryhmä									FIN													
Otkritie																			RUS			
PC Financial				CAN																		
PKO BP																			POL			
PNC Bank																						USA
Pochta Bank																						
POP Pankki									FIN													
Post Office Money																						
Postal Savings Bank of China						CHN																
Postbank							DEU															
PostFinance					CHE																	
Promsvjazbank																				RUS		
PSD Bank							DEU															
Punjab National Bank												IND										
Rabobank																			NLD			
Raiffeisenbank		AUT			CHE																	
Rand Merchant Bank (RMB)																						ZAF
RBC				CAN																		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
RegioBank																	NLD					
Resurs Bank																					SWE	
Rogers Bank																						
Rosbank																					RUS	
Royal Bank of Scotland											GBR											
Säästöpankki									FIN													
Sabadell								ESP														
Sainsbury's Bank																						
Santander		AUT					DEU	ESP			GBR					MEX		POL				
Sberbank																					RUS	
SBI Savings bank																KOR						
Scotiabank				CAN												MEX						
SEB																					SWE	
Shanghai Pudong Development Bank						CHN																
Shenzhen Ping An Bank																						
Shinhan Bank																KOR						
Sicoob			BRA																			
Simplii Financial				CAN																		
Skandia																					SWE	
Smile																						
SNS Bank																	NLD					
Société Générale										FRA												
Sofisa Direto																						
Sovcombank																					RUS	
S-Pankki									FIN													
Sparbankerna																					SWE	
Sparda-Bank							DEU															
Sparkasse		AUT					DEU															
St. George	AUS																					
Standard Bank																						ZAF
Standard Chartered Korea																KOR						
State Bank Of India												IND										
State Street Bank																						
Suhyup Bank																KOR						
Suncorp Bank	AUS																					
SunTrust																						USA
Swedbank																					SWE	
Syndicate Bank												IND										
Tangerine				CAN																		
Targobank							DEU															
TD Bank				CAN																		USA
Tesco Bank											GBR											
The Co-operative Bank											GBR											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
The People's Bank of China						CHN																
TIAA Bank																						USA
Tinkoff Bank																						RUS
Triodos Bank																	NLD					
Tyme Bank																						ZAF
U.S. Bank																						USA
Ubank																						ZAF
UBI Banca													ITA									
UBS					CHE				FIN													
UCO Bank												IND										
Unicaja								ESP														
UniCredit							DEU						ITA									RUS
Union Bancaire Privée					CHE																	
Union Bank												IND										
Uralsib																						RUS
Valiant Bank					CHE																	
Van Lanschot																						
Virgin Money																						
Volksbank		AUT																				
Volksbank Raiffeisenbank							DEU															
Volkswagen Bank																						
VTB																						RUS
Walser Privatbank																						
Wells Fargo																						USA
WesBank																						ZAF
Westpac Bank	AUS																					
Woori Bank																						KOR
Yapi Kredi Bank NL																						
YES Bank													IND									
Yorkshire Bank																						GBR
ZAO Raiffeisenbank																						RUS

Global Consumer Survey / Finance / Online & mobile payment / Online payments by brand

Online payment services

Which online payment services have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
11 pay																							
1qianbao						CHN																	
2Checkout																							
99Bill						CHN																	
Adyen																							
AfterPay	AUS						DEU		FIN								NLD						
airpay												IND											
Alfa Bank																							RUS
Alipay					CHE	CHN																	
Amazon Pay		AUT					DEU	ESP		FRA	GBR	IND	ITA				NLD				SWE	USA	
Apple Pay		AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE	USA		
Atos																							
Authorize.Net																							
Baofu						CHN																	
Beanstream / Bambora																							
bestpay						CHN																	
Billetto																							
BillPay		AUT			CHE		DEU																
BlueMedia																							POL
BluePay																							
boon.																							
BPAY	AUS																						
Bpoint	AUS																						
CashBill																							POL
Cashfree												IND											
CCAvenue												IND											
Citrus Pay												IND											
Clip																							MEX
CM-CIC										FRA													
CoinsBank																							
DiracPay												IND											
DotPay																							POL
Ebanx				BRA																			
eCard																							POL
eEWAY																							
ePaisa												IND											
eps Überweisung		AUT																					
Facilpay																							
FasterPay		AUT																					
giropay					CHE		DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Google Pay	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
GoPay																		POL				
Huawei pay						CHN																
iDEAL																	NLD					
Ingenico																						
InstaMojo												IND										
Interac				CAN																		
lips																						
jdpay						CHN																
JusPay												IND										
K Pay																KOR						
kakaopay																KOR						
Kash																						
Klarna		AUT			CHE		DEU	ESP	FIN				ITA				NLD			SWE		
Konfio																						
Kueski																MEX						
L.pay																KOR						
lakala						CHN																
Lianlian Pay																						
Masterpass		AUT		CAN	CHE			ESP		FRA	GBR		ITA			MEX		POL		SWE	USA	ZAF
Mercado Pago			BRA													MEX						
Mi pay						CHN																
Mobicred																						ZAF
MobiKwik												IND										
MobilePay									FIN													
Moneris				CAN																		
Money Mail.ru																					RUS	
MoneyGram							DEU															
MTS																					RUS	
MyBank													ITA									
Naver Pay																KOR						
Neteller		AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR		ITA						POL			USA
Nexi Pay																						
Nordea Siirto									FIN													
nuvei																						
Openpay																					MEX	
Pagamobil																					MEX	
Paganza																						
Pagseguro			BRA																			
Paybox										FRA												
PayByNet																						
Payco																					KOR	
paydirekt							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Payex																				SWE		
PayFast																						ZAF
Paygate																						ZAF
PayLane																						
Paylib										FRA												
Payment Express	AUS																					
Paymento																						
PAYMILL																						
Paynet																MEX						
Paynova																				SWE		
Paynow																						KOR
Payoneer			BRA																			
PayOnline																						
PayPal	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Paysafecard		AUT						ESP														
PaySend																						
Payson									FIN												SWE	
Paytm												IND										
PayU			BRA													MEX		POL				ZAF
PayUbiz												IND										
PayUMoney												IND										
PayZen																						
Payzippy																						
PicPay			BRA																			
Pivotal Payments																						
POLi	AUS																					
Przelewy24																					POL	
Qiwi																					RUS	
Qkr																						
Qliro																					SWE	
Rappit																MEX						
RazorPay												IND										
RBK Money																						
Robokassa																					RUS	
Russian Standard Bank																						
SagePay																						
Samsung Pay																KOR						
Sberbank Online																					RUS	
SecurePay	AUS																					
shengpay																						
Skrill		AUT	BRA		CHE		DEU	ESP		FRA	GBR		ITA								POL	USA
SmilePay																KOR						
SnapScan																						ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Square				CAN																		
SSG Pay															KOR							
Stripe	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA									USA
Swish																					SWE	
Tenpay						CHN																
Tikkie																	NLD					
Tinaba													ITA									
Tinkoff Bank																					RUS	
Tmon Pay															KOR							
Tpay																					POL	
Transecute																						
TransferWise			BRA				DEU						ITA									
Trustly		AUT			CHE		DEU	ESP	FIN		GBR		ITA								SWE	
TWINT					CHE																	
UMF																						
UnionPay						CHN																
Unipagos																MEX						
Venmo																						USA
Visa Checkout										FRA	GBR											USA
VK Pay																					RUS	
VTB																					RUS	
WebMoney																					RUS	
WeChat Pay						CHN																
Wirecard			BRA																			ZAF
Worldpay																						
XME Pay													ITA									
Yandex.Money																					RUS	
Yeepay						CHN																
Zip Pay	AUS																					

Global Consumer Survey / Finance / Online & mobile payment / Mobile payments by brand

Mobile payment services

Which of these services have you used in the past 12 months to pay in stores, restaurants or other points of sale with your smartphone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
11 pay																KOR						
1qianbao						CHN																
99Bill						CHN																
Abanca Pay								ESP														
Afterpay	AUS																					
Airtel Thanks												IND										
Alipay	AUS				CHE	CHN			FIN				ITA									
Amazon Pay																						
AME			BRA																			
Amex Pay				CAN																		
ANZ Tap and Pay	AUS																					
Apple Pay	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE	USA	
baifubao						CHN																
Ban Bajío																						MEX
Bancomat Pay													ITA									
Bank Australia Tap and Pay	AUS																					
Bank Austria Mobile Geldbörse		AUT																				
BankCard Mobil (Erste Bank)		AUT																				
Bankia Wallet								ESP														
Baofu																						
Barclays bPay							DEU															
Bawag P.S.K. Smartpay		AUT																				
BBVA Wallet								ESP														MEX
Beamwallet																						
bestpay						CHN																
Betalo																						SWE
BHIM												IND										
bitpay							DEU				GBR											USA
Blik																						POL
Blue Code		AUT																				
Bluecode							DEU															
boon.							DEU				GBR		ITA									
bunq																						NLD
CaixaBank Pay								ESP														
CarPay																						SWE
Cash App																						USA
Chase Pay											GBR											USA
CIBC Mobile Payment App				CAN																		
Circle																						
CommBank Tap & Pay	AUS																					

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Desjardins Mobile Payment				CAN																		
ELBA-pay (Raiffeisen)		AUT																				
Fitbit Pay	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	ZAF
Fivory																						
FNB Pay																						ZAF
FreeCharge												IND										
Garmin Pay	AUS	AUT			CHE		DEU	ESP	FIN		GBR		ITA			MEX		POL	RUS	SWE	USA	ZAF
Glase																						
Google Pay	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL	RUS	SWE	USA	
Hana 1Q Pay																KOR						
Huawei Pay						CHN																
Hyundai Card Appcard																						KOR
ICA Handla																						
iDEAL																						NLD
iKasa																						
IKO																						POL
ING Mobile Banking App																						NLD
Ips						CHN																
ISP/paybooc																						KOR
Jiffy													ITA									
JioMoney												IND										
kakaopay																						KOR
Kix (BNP Paribas)																						
Klarna																						SWE
Koho				CAN																		
kWallet																						
L.pay																						KOR
lakala						CHN																
LG Pay																						KOR
Lianlian Pay						CHN																
LK-Pay / LABORAL Kutxa Pay								ESP														
Lydia										FRA												
Lyf Pay										FRA												
Masterpass	AUS		BRA	CAN	CHE					FRA	GBR	IND	ITA			MEX		POL	RUS	SWE	USA	ZAF
m-carte (Crédit Mutuel)										FRA												
Mercado Pago			BRA														MEX					
Meridian Mobile Pay																						
Microsoft Pay / Microsoft Wallet																						USA
Migros App					CHE																	
Mobiilmaksu									FIN													
MobiKwik												IND										
MobilePay									FIN													
mSwipe																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
NAB Pay	AUS																					
Naver Pay															KOR							
Neteller			BRA																			
Ola Money												IND										
OneSecPay																						
OP Pivo									FIN													
Open Pay	AUS																					
Orange Cash								ESP		FRA												
Oxigen												IND										
Pademobile																MEX						
Pagamobil																MEX						
Pagseguro			BRA																			
Paiement Mobile sans contact (Société Générale)																						
Payback Pay		AUT					DEU						ITA					POL				
paybox																						
Payco															KOR							
payconiq																	NLD					
PayCui																MEX						
Paylib										FRA												
Paymit																						
PayPal			BRA				DEU										NLD					
Paytm												IND										
PayZapp												IND										
PeoPay																		POL				
PhonePe												IND										
PicPay			BRA																			
Pingit											GBR											
Plick													ITA									
Pockets												IND										
PostFinance App					CHE																	
Rabobank Mobile Banking App																	NLD					
RBC Wallet				CAN																		
RecargaPay			BRA																			
Ruralvía Pay								ESP														
Sabadell Wallet								ESP														
Samsung Pay	AUS		BRA	CAN	CHE	CHN		ESP		FRA	GBR	IND	ITA		KOR	MEX			RUS	SWE	USA	ZAF
Santander Wallet								ESP														
Satispay													ITA									
SBI Buddy												IND										
Scotiabank My Mobile Wallet				CAN																		
Seqr Go																						
Shinhan Pay Fan															KOR							
Siirto.									FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SkyCash																		POL				
SmilePay															KOR							
SnapScan																						ZAF
Sparkasse - Mobiles Bezahlen							DEU															
SSG Pay															KOR							
St. George Tap and Pay	AUS																					
Swap																						
SwatchPAY!		AUT			CHE																	
Swish																				SWE		
Swiss Wallet					CHE																	
T Pay																						
Tapit																						
TD Mobile Payment				CAN																		
Telcel Pay																MEX						
Tenpay						CHN																
Tikkie																	NLD					
Tinaba													ITA									
Toss															KOR							
TWINT					CHE																	
TWYP								ESP														
UGO Wallet																						
uKheshe																						ZAF
UnionPay						CHN																
Up2pay										FRA												
Vcpay																						ZAF
Volksbank Raiffeisenbank - Digitale Karten							DEU															
Wannappay't																						
WeChat Pay	AUS					CHN																
WeChat Wallet																						ZAF
XME Pay													ITA									
Yeepay						CHN																
Yepex																						
Zapper																						ZAF
ZipPay	AUS																					

Global Consumer Survey / Insurance / Car insurance / Car insurance ownership by brand

Car insurances

From which of the following providers have you taken out your car insurance?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1st for women																						ZAF
a.s.r.																	NLD					
AA											GBR											
AA Insurance																						ZAF
AAA Auto Insurance																						USA
AAMI	AUS																					
ABN AMRO																	NLD					
ACE American Fire and Marine Insurance																						
ACKO												IND										
Admiral											GBR											
Aegon																	NLD					
Afirme																MEX						
AIG																MEX						
Aktsam																				SWE		
Alberta Motor Association																						
Alfa Insurance																			RUS			
Allianz	AUS	AUT	BRA		CHE	CHN	DEU	ESP		FRA			ITA				NLD	POL				
Allstate																						USA
Allturst Insurance						CHN																
American Family Insurance																						USA
Ana Seguros																MEX						
Anbang Insurance						CHN																
ANWB																	NLD					
APIA																						
Astro Volga																				RUS		
Atlas																						
Australia Post	AUS																					
Auto & General																						ZAF
Auto Owners Group																						
Auto-Owners Insurance																						USA
Autoweek																						
Avero Achmea																						
Aviva				CAN						FRA	GBR									POL		
AXA					CHE	CHN	DEU	ESP		FRA	GBR		ITA		KOR	MEX			POL			
Azul Seguros			BRA																			
Bajaj Allianz												IND										
Banorte																				MEX		
Basler					CHE																	
BB Seguro			BRA																			
BBVA								ESP									MEX					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Belairdirect				CAN																		
Bene Assicurazioni													ITA									
Benefia																						
Bharti AXA												IND										
Bidvest Insurance																						
Bingle																						
BNP Paribas																						
BOC						CHN																
Bradesco Seguros			BRA																			
Budget Direct	AUS																					
Budget Insurance																						ZAF
Caisse d'Epargne										FRA												
Caixa			BRA																			
Cardif			BRA																			
Carrot Insurance															KOR							
Caser								ESP														
Catalana Occidente								ESP														
Centraal Beheer																	NLD					
China Continent						CHN																
China Insurance						CHN																
China Life						CHN																
China Taiping						CHN																
Chubb																MEX					USA	
Churchill											GBR											
CIC																						
Click2Drive.ch																						
Coles	AUS																					
Compensa																		POL				
ConTe													ITA									
CosmosDirekt							DEU															
Countrywide											GBR											
Covéa																						
CPIC						CHN																
Crédit Agricole										FRA												
Crédit Mutuel										FRA												
CSS																						
DA Direkt																						
DB Insurance															KOR							
De Goudse																						
Debeka							DEU															
Delta Lloyd																						
Desjardins				CAN																		
DEVK							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Dextra					CHE																	
Dial Direct																						ZAF
die Mobiliar					CHE																	
Dina Försäkringar																				SWE		
Direct Assurance										FRA												
Direct Line											GBR											
Discovery																						ZAF
Ditzo																	NLD					
Donau Versicherung		AUT																				
Dotsure																						ZAF
Economical Insurance Group				CAN																		
ELVIA					CHE																	
emmental versicherung					CHE																	
Endsleigh											GBR											
Ergo		AUT					DEU															
Ergo Hestia																				POL		
Eurofil										FRA												
Farmers																						USA
FBTO																	NLD					
Fennia									FIN													
FIARC								ESP														
FNB Insurance																						ZAF
Folksam																					SWE	
Future Generali												IND										
G.N.P																MEX						
Gaide																				RUS		
Geico																						USA
General de Seguros																MEX						
Generali		AUT			CHE		DEU	ESP					ITA								POL	
Genertel													ITA									
Genialloyd													ITA									
GIO	AUS																					
Gjensidige																						SWE
GMF										FRA												
Gothaer							DEU														POL	
Grazer Wechselseitige Versicherung		AUT																				
Groupama										FRA			ITA									
Halifax											GBR											
HanseMercur							DEU															
Hanwha General Insurance																KOR						
Hastings											GBR											
HDFC Ergo												IND										
HDI		AUT														MEX					POL	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hedvig																				SWE		
Helvetia		AUT			CHE																	
HEMA																	NLD					
Heungkuk Fire & Marine Insurance															KOR							
Hollard																						ZAF
HuaTai																						
Huk24							DEU															
Huk-Coburg							DEU															
Hyundai Marine & Fire Insurance															KOR							
ICA Försäkring																				SWE		
ICICI Lombard												IND										
If																				SWE		
If Vahinkovakuutus									FIN													
IFFCO Tokio												IND										
Inbursa																MEX						
Industrial Alliance				CAN																		
ING																	NLD					
Ingosstrakh																			RUS			
Inshared																	NLD					
Intact				CAN																		
Intact Financial																						
Interpolis																	NLD					
InterRisk																						
Italiana													ITA									
Itaú Seguros			BRA																			
iWyze																						ZAF
Johnson Insurance				CAN																		
Kamux Kasko																						
KB Insurance															KOR							
King Price																						ZAF
Klaverblad																	NLD					
La Capitale				CAN																		
LähiTapiola									FIN													
Länsförsäkringar																				SWE		
Liberty			BRA																			
Liberty Mutual																						USA
Línea Directa								ESP														
Link4																		POL				
L'olivier Assurance										FRA												
Lotte Insurance															KOR							
LV=											GBR											
LVM							DEU															
M&S											GBR											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
MAAF										FRA												
Macif										FRA												
MACSF																						
MAIF										FRA												
Mapfre			BRA					ESP								MEX						
Matmut										FRA												
Meritz Fire & Marine Insurance															KOR							
Metlife																						USA
MG Non-Life Insurance															KOR							
Miway																						ZAF
MMA										FRA												
MMT Seguros																						
Moderna Försäkringar																					SWE	
Momentum																						ZAF
MORE TH>N											GBR											
MTU24																					POL	
MuKi Versicherungsverein		AUT																				
Mutua Madrileña								ESP														
MySwissInsurance					CHE																	
National Car Insurance												IND										
Nationale Nederlanden																	NLD					
Nationwide																						USA
NFU Mutual																						
Niederösterreichische Versicherung		AUT																				
NongHyup Property & Casualty Insurance															KOR							
Nowgo																	NLD					
NRMA	AUS																					
Oberösterreichische Versicherung		AUT																				
OHRA																	NLD					
Old Mutual																						ZAF
OUTsurance																						ZAF
Paydrive																					SWE	
Pelayo								ESP														
PICC						CHN																
Ping An of China						CHN																
Pohjantähti									FIN													
Pohjola Vakuutus									FIN													
POP Vakuutus									FIN													
Porto Seguro			BRA																			
Prime Meridian																						ZAF
Privilege											GBR											
Progressive																						USA
Provinzial																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
PZU																		POL				
Quáilitas																MEX						
R+V							DEU															
Rabobank																	NLD					
RACC								ESP														
RACQ	AUS																					
RACV	AUS																					
RBC Insurance				CAN																		
Real Car Insurance																						
Reale								ESP														
Reliance General												IND										
Renaissance																					RUS	
RESO-Garantia																					RUS	
RIAS																						
Rosgosstrakh																						RUS
Royal Sundaram												IND										
Säästöpankin vakuutukset																						
Säästöpankki									FIN													
SafeAuto																						USA
Safeco																						USA
SafeTown																						SWE
Saga											GBR											
SAKA																						
Samsung Fire & Marine Insurance																						KOR
Santam																						ZAF
Santander									FIN													
Sara													ITA									
Sberbank																						RUS
Seniors Car Insurance	AUS																					
Seoul Guarantee Insurance																						KOR
Sheila's Wheels																						
Shriram General												IND										
Smile Direct					CHE																	
Societa Cattolica													ITA									
Societa Reale Mutua													ITA									
Société Générale																						
Sogaz																						RUS
Soglasie																						RUS
Sonnet				CAN																		
Sovcombank Insurance																						RUS
SSQ Insurance				CAN																		
St. George																						
State Farm																						USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Suhai			BRA																			
SulAmérica			BRA																			
Suncorp	AUS																					
Sunshine						CHN																
Sura																MEX						
Svedea																					SWE	
Sveland Sakförsäkringar																					SWE	
Sympany																						
TATA AIG												IND										
TCS					CHE																	
TD Insurance				CAN																		
Tesco Bank											GBR											
The Co-operators				CAN																		
The General																						USA
The New India Assurance Company												IND										
The Oriental Insurance Company												IND										
The Personal				CAN																		
The-K non-Life Insurance																KOR						
TianAn						CHN																
Tinkoff																					RUS	
Tokio Marine Seguradora			BRA																			
Travelers																						USA
Tre kronor																					SWE	
Trygg-Hansa																					SWE	
Turva									FIN													
TUW																						POL
TUZ																						POL
Ugoria																						
UnipolSai													ITA									
UNIQA		AUT																				POL
United India Insurance												IND										
Univé																						NLD
Universal Sompo General Insurance																						
Uralsib																						
USAA																						USA
Vardia																						SWE
Vaudoise					CHE																	
VAV		AUT																				
Verti							DEU	ESP					ITA									
VHV							DEU															
Virgin Money																						
Visana																						
Vittoria													ITA									

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
VSK																			RUS			
VTB Insurance																			RUS			
Warta																		POL				
WaterCircles																					SWE	
Wawanesa Mutual Insurance				CAN																		
Westpac																						
Wiener Städtische Versicherung		AUT																				
Woolworths	AUS																					
Württembergische							DEU															
Wüstenrot Versicherung		AUT																				
YAIC																						
YongAn Insurance						CHN																
Youi	AUS																					
Youse																						
zetta (Zurich)																						
Zurich		AUT			CHE			ESP			GBR		ITA			MEX						

Global Consumer Survey / Insurance / Personal liability insurance / Personal liability insurance ownership by brand

Personal liability insurances

From which of the following providers have you taken out your personal liability insurance?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
a.s.r.																						
ABA																						
ABN AMRO																						
Aegon																						
AIA																						
AIG																						
Aktsam																						
Aliro																						
Allianz																						
Allstate																						
AmTrust																						
Anbang Insurance																						
Aseguradora Banorte																						
Aspen																						
Aviva																						
AXA																						
Azul Seguros																						
Azzurra Seguros																						
Bajaj Allianz																						
BB MAPFRE																						
BBVA																						
Benefia																						
Bharti AXA																						
BNP Paribas Cardif																						
Bradesco Seguros																						
Caixa Seguradora																						
Caser																						
Catalana Occidente																						
Cattolica																						
Centraal Beheer																						
China Insurance																						
China Life																						
China Taiping																						
Cholamandalam General Insurance Company																						
Chubb																						
CNA																						
Compensa																						
Concordia																						
CosmosDirekt																						
Covéa																						

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
CPIC																						
Crédit Agricole Assurances																						
DB Insurance																						
Debeka																						
DEVK																						
Dina Försäkringar																						
Ditzo																						
Donau Versicherung																						
Easy Cover																						
El Águila																						
Ergo																						
Ergo Hestia																						
Europa Assistance																						
Farmers Insurance																						
FBTO																						
Folksam																						
Geico																						
General Insurance Corporation of India																						
Generali																						
Genialloyd																						
Gjensidige																						
GNP																						
Gothaer																						
Grazer Wechselseitige Versicherung																						
Groupama																						
Groupe des Assurances du Crédit Mutuel (ACM)																						
Groupe Macif																						
Groupe Matmut																						
HanseMerkur																						
Hanwha General Insurance																						
HDFC Ergo																						
HDI																						
Heungkuk Fire & Marine Insurance																						
HuaXia Life																						
Huk24																						
Huk-Coburg																						
Hyundai Marine & Fire Insurance																						
ICA Försäkring																						
ICICI Lombard																						
If																						
Iffco-Tokyo																						
Inbursa																						
Intact																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Interpolis																						
InterRisk																						
Itas																						
Itaú Seguros																						
KB Insurance																						
La Banque Postale Assurances IARD																						
Länsförsäkringar																						
Liberty																						
Liberty Mutual																						
Link4																						
Lotte Insurance																						
MAIF																						
Mapfre																						
Meritz Fire & Marine Insurance																						
Metlife																						
MG Non-Life Insurance																						
Minsheng Life Insurance																						
Moderna Försäkringar																						
Mutua Madrileña																						
National Farmers Union Mutual Insurance Society																						
National Insurance Company																						
Nationale Nederlanden																						
Nationwide																						
Natixis Assurances																						
NCI-New China Life																						
New India Insurance																						
NongHyup Property & Casualty Insurance																						
oriental insurance																						
Ping An of China																						
Porto Seguro																						
Progressive																						
Provinzial																						
PZU																						
QBE																						
Quálitás																						
R+V																						
Rabobank																						
Raheja QBE																						
Reaal																						
Reale																						
Reliance General																						
SafeTown																						
Samsung Fire & Marine Insurance																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Santa Lucía																						
Sara																						
Seguros Afirme																						
Seguros Banamex																						
Seguros Markel																						
Sino Life																						
Société Générale																						
Sompo																						
State Farm																						
Suhai																						
SulAmérica																						
Sunshine Insurance																						
Sura																						
Svedea																						
Sveland Sakförsäkringar																						
Taikang Life																						
TATA AIG																						
The Co-operators																						
The Hartford																						
The-K non-Life Insurance																						
Towarzystwo Ubezpieczeń Wzajemnych																						
Travelers																						
Tre kronor																						
Trygg-Hansa																						
Unigarant																						
Unipol																						
UNIQA																						
United India Insurance																						
Univé																						
Universal Sompo General Insurance																						
USAA																						
Vardia																						
Verti																						
VHV																						
Vittoria																						
Warta																						
WaterCircles																						
WGV																						
Wiener Städtische Versicherung																						
Wüstenrot Versicherung																						
Zurich																						

Global Consumer Survey / Insurance / Home insurance / Home insurance ownership by brand

Home insurances

From which of the following providers have you taken out your home insurance (buildings)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1st for women																						ZAF
a.s.r.																	NLD					
AA											GBR											
AachenMünchener							DEU															
ABN AMRO																	NLD					
ACE American Fire and Marine Insurance																						
Admiral											GBR											
Aegon																	NLD					
Afirme																MEX						
Age Co																						
AlG															KOR							ZAF
Aktsam																				SWE		
Alfa Insurance																			RUS			
Allianz	AUS	AUT	BRA		CHE	CHN	DEU	ESP		FRA			ITA			MEX	NLD	POL	RUS			
Allstate				CAN																		USA
American Family Insurance																						USA
Amica																						USA
ANWB																	NLD					
ANZ Home Insurance	AUS																					
AON																	NLD					
APIA	AUS																					
ARAG																						
Assurances du Crédit Mutuel										FRA												
Atlantis								ESP														
Australia Post	AUS																					
Australian Unity	AUS																					
Aviva				CAN						FRA	GBR		ITA						POL			
AXA					CHE		DEU	ESP		FRA	GBR		ITA		KOR	MEX			POL			
Azul Seguros																						
Bajaj Allianz												IND										
Banco del Bajío																MEX						
Banorte																MEX						
Barclays											GBR											
Basler					CHE																	
BB Seguro			BRA																			
BBVA								ESP								MEX						
Belairdirect				CAN																		
Bharti AXA												IND										
Bidvest Insurance																						
BNP Paribas Cardif										FRA												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
BOQ	AUS																					
Bradesco Seguros			BRA																			
Budget Direct	AUS																					
Budget Insurance																						ZAF
Bupa	AUS																					
Caixa Seguradora			BRA																			
Caser								ESP														
Catalana Occidente								ESP														
Cattolica													ITA									
Centraal Beheer																	NLD					
China Continent						CHN																
China Life						CHN																
China Taiping						CHN																
Chola MS												IND										
Chubb																						USA
Churchill											GBR											
CIC						CHN																
Coles	AUS																					
CommInsure (Commbank)	AUS																					
Compensa																		POL				
Concordia																						
CosmosDirekt							DEU															
Countrywide											GBR											
CPIC						CHN																
Crédit Agricole Assurances										FRA												
CSS					CHE																	
DB Insurance																						KOR
De Goudse																						
Debeka							DEU															
Delta Lloyd																						NLD
Desjardins				CAN																		
DEVK							DEU															
Dextra																						
Dial Direct																						ZAF
die Mobiliar					CHE																	
Digit General																						
Dina Försäkringar																						SWE
Direct Assurance										FRA												
Direct Line											GBR											
Discovery																						ZAF
Donau Versicherung		AUT																				
Economical Insurance Group				CAN																		
ELVIA					CHE																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
emmental versicherung																						
Endsleigh											GBR											
Ergo		AUT					DEU															
Ergo Hestia																		POL				
Farmers																					USA	
FBTO																	NLD					
Fennia									FIN													
FIATC								ESP														
FNB Insurance																						ZAF
Folksam																				SWE		
Fortum									FIN													
Future Generali												IND										
Gaide																			RUS			
Geico																					USA	
General de Seguros																						
Generali		AUT	BRA		CHE		DEU	ESP		FRA			ITA					POL				
Genertel													ITA									
Genialloyd													ITA									
Gjensidige																					SWE	
Gothaer																			POL			
Grazer Wechselseitige Versicherung		AUT																				
Groupama										FRA			ITA									
Grupo Mexicano de Seguros																						MEX
Guild Insurance																						
Halifax											GBR											
Hana Insurance																						KOR
HanseMercur							DEU															
Hanwha General Insurance																						KOR
HDFC Ergo												IND										
HDI		AUT	BRA										ITA			MEX	NLD					
Hedvig																						SWE
Helen									FIN													
Helvetia		AUT			CHE																	
Heungkuk Fire & Marine Insurance																						KOR
Hollard																						ZAF
HSBC																						MEX
Huk24							DEU															
Huk-Coburg							DEU															
Hyundai Marine & Fire Insurance																						KOR
ICA Försäkring																						SWE
ICICI Lombard												IND										
If																						SWE
If Vahinkovakuutus									FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
IFFCO Tokio												IND											
IMB																							
Inbursa																MEX							
Industrial Alliance				CAN																			
ING																	NLD						
Ingosstrakh																			RUS				
Inshared																	NLD						
Intact				CAN																			
Intact Financial																							
InterRisk																			POL				
Italiana													ITA										
Itas													ITA										
Itaú Seguros			BRA																				
iWyze																							ZAF
John Lewis																							
KB Insurance																KOR							
King Price																							
Klaverblad																		NLD					
La Banque Postale Assurances IARD										FRA													
La Capitale				CAN																			
LähiTapiola									FIN														
Länsförsäkringar																				SWE			
Liberty			BRA																				ZAF
Liberty Mutual																						USA	
Línea Directa								ESP															
Link4																			POL				
Lotte Insurance																							
LV=												GBR											
LVM							DEU																
MAAF										FRA													
Macif										FRA													
MACSF																							
MAIF										FRA													
Mapfre			BRA					ESP								MEX							
Matmut										FRA													
Meritz Fire & Marine Insurance																				KOR			
Merkur		AUT																					
MetLife																						USA	
Metropolitan																							
MG Non-Life Insurance																							
Miway																							ZAF
MMT Seguros																							
Moderna Försäkringar																							SWE

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Momentum																							ZAF
MORE TH>N											GBR												
MTU																		POL					
MuKi Versicherungsverein		AUT																					
Mutua Madrileña								ESP															
National General																							USA
National Insurance Company												IND											
Nationale Nederlanden																	NLD						
Nationwide																							USA
Nationwide Building Society											GBR												
New China Life						CHN																	
Niederösterreichische Versicherung		AUT																					
NongHyup Property & Casualty Insurance																							KOR
Nowgo																							
Oberösterreichische Versicherung		AUT																					
Ocaso								ESP															
Old Mutual																							ZAF
Old Republic																							
OP Vakuutus									FIN														
OUTsurance																							ZAF
Pelayo								ESP															
PICC						CHN																	
Ping An of China						CHN																	
PlusUltra								ESP															
Pohjantähti									FIN														
POP Vakuutus									FIN														
Porto Seguro			BRA																				
Post Office											GBR												
Proama																							POL
Progressive																							USA
Provinzial							DEU																
PZU																							POL
R+V							DEU																
Rabobank																		NLD					
RBC Insurance				CAN																			
Reaal																		NLD					
Reliance General												IND											
Renaissance																							RUS
RESO-Garantia																							RUS
RIAS																							
Rosgosstrakh																							RUS
Royal Sundaram												IND											
RSA Insurance																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Säästöpankin vakuutukset									FIN													
SafeTown																					SWE	
Samsung Fire & Marine Insurance															KOR							
Santalucía								ESP														
Santam																						ZAF
Santander																MEX						
Sara																						
Sberbank																					RUS	
SBI												IND										
Seguros Atlas																MEX						
Seoul Guarantee Insurance															KOR							
Sheila's Wheels																						
Shriram General												IND										
SinoSafe Insurance						CHN																
Smile Direct					CHE																	
SNS																	NLD					
Società Reale Mutua													ITA									
Société Générale										FRA												
Sogaz																					RUS	
Soglasie																						
Sompo			BRA																			
Sovcombank Insurance																					RUS	
Square One				CAN																		
SSQ Insurance																						
State Farm																						USA
SulAmérica			BRA																			
Suncorp	AUS																					
Sunshine						CHN																
Sura																MEX						
SV SparkassenVersicherung							DEU															
Sympany					CHE																	
Taikang						CHN																
TATA AIG												IND										
TCS																						
TD Insurance				CAN																		
Tesco Bank											GBR											
The Co-operators				CAN																		
The Hartford																						USA
The New India Assurance Company												IND										
The Oriental Insurance Company												IND										
The Personal				CAN																		
The-K non-Life Insurance																						
Tinkoff																						RUS

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tiroler Versicherung																						
Tokio Marine Seguradora			BRA																			
Travelers																						USA
Tre kronor																				SWE		
Trygg-Hansa																				SWE		
Turva									FIN													
TUW																						POL
TUZ																						
Ugoria																						
Union Life																						
UnipolSai													ITA									
UNIQA		AUT																				POL
Univé																						NLD
Uralsib																						
USAA																						USA
Vardia																						
Vaudoise																						CHE
Verti																						ESP
Virgin Money																						
Visana																						
Vittoria																						ITA
VSK																						RUS
VTB Insurance																						RUS
Warta																						POL
WaterCircles																						SWE
Wawanesa Mutual Insurance																						CAN
Westpac																						AUS
Wiener Städtische Versicherung																						AUT
Woolworths Insurance																						AUS
Württembergische																						DEU
Wüstenrot Versicherung																						AUT
Youi																						AUS
Youse																						BRA
zetta (Zurich)																						RUS
ZhongAn																						CHN
Zurich																						AUT
																						BRA
																						CHE
																						ITA
																						MEX

Global Consumer Survey / Health / Health care & health insurance / Statutory health insurance provider (Austria)

Statutory health insurance provider (Austria)

Who is your health insurance provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Burgenländische Gebietskrankenkasse																								
Kärntner Gebietskrankenkasse																								
Niederösterreichische Gebietskrankenkasse																								
Oberösterreichische Gebietskrankenkasse																								
Pflichtversicherung BKK																								
Salzburger Gebietskrankenkasse																								
Sozialversicherungsanstalt																								
Steiermärkische Gebietskrankenkasse																								
Tiroler Gebietskrankenkasse																								
Vorarlberger Gebietskrankenkasse																								
Wiener Gebietskrankenkasse																								

Global Consumer Survey / Health / Health care & health insurance / Health insurance provider

Health insurance provider

Who is your health insurance provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
aetna																								
AG2R La Mondiale																								
Alberta Blue Cross																								
Allianz																								
Anthem																								
AOK																								
APRIL UK																								
Asisa																								
Asistencia Sanitaria Colegial																								
Assura																								
Atupri																								
Aviva																								
AXA																								
Barmenia																								
Barmer																								
Blue Cross Blue Shield																								
Bupa																								
Cargeas Assicurazioni																								
Caser																								
Catalana Occidente																								
Cattolica Assicurazioni																								
Centene																								
Central																								
China Life Insurance																								
Cigna																								
Concordia																								
Continentale																								
Covéa																								
CS HealthCare																								
CSS																								
DAK																								
Debeka																								
Desjardins																								
Divina Pastora																								
DKV																								
Donau Versicherung																								
EGK-Gesundheitskasse																								
Empire Life																								
Equitable																								
Ergo Direkt																								

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
FIATC																							
Freedom																							
General & Medical																							
Generali																							
Great West Life																							
Green Shield																							
Groupama																							
Groupe Apicil																							
Groupe BTP Prévoyance																							
Groupe Humanis																							
Groupe Istya																							
Groupe Malakoff-Médéric																							
HanseMerkur																							
Health Net																							
HealthCare Service Corp.																							
Health-on-Line																							
Helsana																							
Hexie Health Insurance																							
Humana																							
Independence Health Group Inc.																							
Industrial Alliance																							
Intesa Sanpaolo																							
Intras																							
Kaiser Permanente (Kaiser Foundation)																							
Klesia																							
Knappschaft																							
KPT / CPT																							
Kunlun Health Insurance																							
La Capitale																							
La Mutuelle générale																							
Línea Directa																							
Magellan Health																							
Manitoba Blue Cross																							
Manulife																							
Mapfre																							
Medavie Blue Cross																							
Merkur																							
Molina Healthcare																							
MuKi Versicherungsverein																							
Mutua Madrileña																							
Mutuel Assurance																							
National Assurance																							
ÖKK																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pacific Blue Cross																							
People's Insurance Company of China																							
Philos																							
Ping An of China																							
Progrès																							
Public basic health insurance																							
RBM Assicurazione Salute																							
Reale Mutua																							
Saga																							
Sanitas																							
Santalucia																							
Segurcaixa Adeslas																							
Signal Iduna																							
SSQ																							
Sun Life																							
SWICA																							
Swiss Life Prévoyance et Santé																							
Techniker Krankenkasse (TK)																							
The Co-operators																							
The Exeter																							
Union Harmonie Mutuelles																							
UnipolSai																							
Uniprévoyance																							
UNIQA																							
Unisalute																							
UnitedHealth																							
Visana																							
Vitality																							
WellCare Health Plans																							
Wiener Städtische Versicherung																							
WPA																							
Wüstenrot Versicherung																							
Zurich																							

Global Consumer Survey / Housing & household equipment / Consumer electronics / TV ownership by brand

TVs

What brand is your main TV?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AIWA																							ZAF
Akai													ITA				NLD						
Amoi						CHN																	
AOC			BRA																				
Blaupunkt									FIN														
BPL																							
Bush											GBR												
CCE			BRA																				
Cello											GBR												
Changhong						CHN																	
CHiQ	AUS				CHE		DEU	ESP		FRA							NLD	POL					
Cloudwalker																							
coocaa																							
Daewoo																				RUS			
Denver									FIN														
DEXP																							
DigiHome																					SWE		
Dyon																							
ECCO																							ZAF
estla																KOR							
Ewo								ESP															
Ffalcon																							
Finlux									FIN									NLD					
FunTV						CHN																	
Gradiente			BRA																				
Grundig		AUT			CHE		DEU	ESP	FIN	FRA			ITA				NLD				SWE		
Haier						CHN						IND	ITA							RUS			
Hisense	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Hitachi	AUS				CHE				FIN	FRA	GBR		ITA			MEX	NLD						
Huawei						CHN																	
Infiniton																							
Inkel																KOR							
innos																KOR							
Insignia																	MEX					USA	
Inves								ESP															
JVC	AUS				CHE				FIN		GBR		ITA			MEX	NLD	POL				ZAF	
Kodak																							
Kogan	AUS																						
Konka						CHN																	
LeTV						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
LG	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Linsar																						
Loewe										FRA			ITA									
Lucoms															KOR							
Makena																MEX						
Manta											GBR											
Medion		AUT					DEU			FRA							NLD					
Micromax																						
Mitsubishi																						
Nabo		AUT																				
Nordmende																						
ok.		AUT			CHE		DEU															
OnePlus												IND										
Onida												IND										
Panasonic	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE		ZAF
Philco			BRA																			
Philips	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Pioneer																MEX						
Polarline																			RUS			
Polaroid																						
Prism Korea																KOR						
Proline																						
RCA																MEX						
Rolsen																						
Rubin																						
Saba																						
Salora																						
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sansui																						ZAF
Sanyo												IND										USA
Schneider																						
Seiki																						
Semp TCL			BRA																			
Sharp		AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Sinotec																						ZAF
Skymaster																						
Skyworth						CHN																ZAF
Soniq	AUS																					
Sony	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Supra																						
SWEDX																					SWE	
TCL	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
TD Systems								ESP														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Teac	AUS																					
Technisat																						
Techwood																						
Telefunken		AUT			CHE		DEU						ITA					POL	RUS			ZAF
theham															KOR							
Thomson		AUT						ESP		FRA								POL	RUS	SWE		
Toshiba		AUT		CAN	CHE	CHN	DEU	ESP			GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	
Tsinghua Tongfang																						
umax															KOR							
Veltech											GBR											
Vestel																						
Vito																						ZAF
Vizio	AUS			CAN							GBR					MEX						USA
Vu	AUS											IND										
Wasabi Mango																						
Westinghouse													ITA									
Xiaomi/Mi		AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA		IND	ITA				NLD	POL	RUS	SWE		
Xoro																						

Global Consumer Survey / Housing & household equipment / Consumer electronics / Speaker ownership by brand

Speakers

What brands are the speakers in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acoustic Audio				CAN																		
Acoustic Energy											GBR											
Altec Lansing																						
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	
Amphion Loudspeakers									FIN													
Amplify																						ZAF
Anker		AUT			CHE		DEU			FRA												
Apple	AUS	AUT														MEX				SWE		
Artis												IND										
Audio Pro									FIN	FRA											SWE	
Audip Engine																						
Aukey																						
Bang & Olufsen		AUT			CHE	CHN	DEU		FIN	FRA	GBR	IND	ITA		KOR		NLD			SWE	USA	
Beats	AUS					CHN		ESP														
boAt												IND										
Bosch													ITA									
Bose	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Boston Acoustics																						
Bowers & Wilkins	AUS			CAN	CHE					FRA							NLD				USA	
Britz															KOR							
Cabasse										FRA												
Cambridge Audio											GBR						NLD					
Canston															KOR							
Canton																						
Coocheer																						
Coral Indiana line																						
Creative												IND	ITA		KOR			POL				
Daewoo																MEX						
Dali																	NLD					
Dayton Audio																						
Defender																					RUS	
Definitive Technology																						
Dell												IND										
Denon					CHE																	
Devialet										FRA												
Diapason													ITA									
Earise						CHN																
Edifier			BRA			CHN						IND										
Energy System								ESP														
Envent																						

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
F&D												IND											
Fenda																							
Focal										FRA													
Genelec									FIN														
Geneva															KOR								
Genius																		POL	RUS				
GoClever																		POL					
Golden Field																							
Gradiente			BRA																				
Harman Kardon		AUT				CHN	DEU		FIN	FRA					KOR	MEX			RUS	SWE	USA		
Hificonsult																							
Hisense																							ZAF
HiVi						CHN																	
HP																			POL				
iBall												IND											
Ik Multimedia																							
Intex												IND											
Jabra																			POL				
Jam																							
Jamo																		NLD					
JB.lab																							
JBL	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
JVC																							ZAF
KEF																		NLD				USA	
Kenwood																							
Kharma International																							
Klipsch		AUT		CAN																		USA	
Kruger&Matz																			POL				
Lenovo																							
LG	AUS		BRA	CAN				ESP	FIN				ITA			MEX	NLD					ZAF	
Libratone							DEU																
Loewe																							
Logitech	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Magnat		AUT																					
Manta																			POL				
Marley	AUS																						
Marshall	AUS	AUT			CHE	CHN	DEU		FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE		ZAF	
Marshall Stanmore																							
Maxtill																							
media-tech																							
MG TEC																KOR							
Microlab						CHN													POL				
MINIRIG											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Misik																MEX						
Modecom																						
Monitor Audio																						
Multilaser			BRA																			
Novel View																						
Opera													ITA									
Panasonic		AUT						ESP					ITA									ZAF
Paradigm				CAN																		
Philips	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Pioneer					CHE			ESP	FIN				ITA				NLD		RUS		USA	ZAF
Polaroid																						ZAF
Polk Audio				CAN																	USA	
Pulse																						
Pyle Audio																						
Pylon Audio																					POL	
Q Acoustics																						
Razer																						
Reconnect												IND										
Richter	AUS																					
Roberts																						
Rombica																					RUS	
Samji IT																						
Samsung				CAN				ESP	FIN		GBR					MEX					SWE	ZAF
Sansui						CHN																
Scythe																						
Sennheiser	AUS										GBR											
Shox																						ZAF
Sinotec																						ZAF
Sonos	AUS	AUT				CHN	DEU	ESP	FIN	FRA	GBR		ITA			MEX					SWE	
Sonus Faber													ITA									
Sony	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SPC																						
Sunstech																						
Sven																					RUS	
Takstar																						
Technics																						
Teufel		AUT			CHE		DEU															
Tibo																						
Tonsil																					POL	
Tracer																					POL	
TreLab																						
Tribit																						
Tronsmart																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Trust													ITA						RUS			
UE																						
Ultimate Ears				CAN	CHE		DEU	ESP		FRA										SWE		
Vizio				CAN																		
Volkano																						ZAF
Wharfedale																						
Xiaomi/Mi															KOR	MEX			RUS			
Yamaha	AUS	AUT	BRA			CHN	DEU	ESP	FIN		GBR				KOR		NLD		RUS	SWE	USA	
Zamkol					CHE																	
Zebronics																						
Zook																						IND

Global Consumer Survey / Housing & household equipment / Consumer electronics / Laptop ownership by brand

Laptops

What brands are the laptops in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acer	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Adol																						
Alienware	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Apple (MacBook)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Archos																						
Asus	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Cepter									FIN													
Chuwi								ESP														
Compaq			BRA																			
Connex																						ZAF
Dell	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Denver Electronics																						
Dicle															KOR							
Dream Machines																						
Eluktronics																						
Evoo																						
EZBook																						
Foryoudigital															KOR							
Fujitsu		AUT			CHE		DEU			FRA	GBR		ITA				NLD	POL		SWE		
Gateway																MEX						
Gigabyte																						
Google																						
Google Chromebook																						
Haier																						RUS
Hansung															KOR							
Hasee						CHN																
Honor	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE		
HP	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Huawei	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
iBall												IND										
IGNIQ															KOR							
Irbis																						RUS
Jooyon Tech															KOR							
Jumper								ESP														
Kiano																						
Lava																						
LDLC																						
Lenovo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
LG	AUS		BRA								GBR	IND			KOR							
Manta																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mecer																							ZAF
Mechrevo																							
Medion		AUT					DEU				GBR						NLD						
Micromax																							
Microsoft	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mobicel																							ZAF
MSI	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ordissimo																							
Panasonic	AUS																						
Positivo			BRA																				
Prestigio																							
Prostar/Clevo																							
Razer																							
ROG																							
Samsung	AUS	AUT	BRA		CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Slimbook																							
Sony	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ThinkPad																							
Thomson										FRA													
Thunderobot																							
Toshiba	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Trekstor																						SWE	
Vaio																							
VANT																							
Xiaomi/Mi						CHN							ITA					POL					
XIDU																							

Global Consumer Survey / Housing & household equipment / Consumer electronics / Desktop PC ownership by brand

Desktop PCs

What brands are the desktop PCs in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acer	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
ACPEC										FRA												
Alienware	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Ankermann																						
Apple (Mac)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Asus	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Beelink																						
Bqeel																						
Certo PC																						
Compaq			BRA																			
Compugear																	NLD					
Corsair	AUS	AUT		CAN	CHE		DEU		FIN	FRA	GBR				KOR			POL		SWE	USA	
CyberPowerPC	AUS										GBR											USA
Cybertron																						
Dell	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
DEPO																						RUS
DEXP																						RUS
Dicle															KOR							
Digital Storm	AUS																					USA
Dilc																						
DiPai																						
EasyPC			BRA																			
EXKOREA																KOR						
foryoucomputer																KOR						
freeflow																KOR						
Fujitsu	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL	RUS	SWE	USA	ZAF
G-Fire																						
Ghia																MEX						
Gigabyte										FRA						MEX			RUS			ZAF
Haier						CHN																
Hansung																						KOR
Hasee						CHN																
HCL												IND										
HP	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
HyperPC																						RUS
Hyrican							DEU		FIN													
iBall												IND										
Intel NUC	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	ZAF
Ipason						CHN																
iRU																						RUS

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ITsale																							
Jooyon Tech															KOR								
Kodlix																							
Komplett																					SWE		
Kraftway																							
Lenovo	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
LG			BRA					ESP			GBR				KOR		NLD						
Liontech																							
Maingear																							
May																							
Mechrevo																							
Medion		AUT			CHE		DEU	ESP	FIN								NLD	POL		SWE			
Megaport																							
Microsoft	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	ZAF	
Monstargear															KOR								
MSI	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Neologic																							
Net2World																							
NonSoloInformatica													ITA										
NTT																					POL		
NZXT BLD	AUS																						
OLDI																					RUS		
One																							
Optimus																					POL		
Ordissimo																							
Origin																						USA	
Packard Bell								ESP			GBR												
PCSpecialist									FIN														
PJ Digitalstore													ITA										
Positivo			BRA																				
Proline																							ZAF
RGDigital																							
ROG																							
Rolltop																							
Samsung			BRA					ESP							KOR	MEX	NLD						
Scan											GBR												
Sedatech													ITA										
SeeKool																							
Shinobee																							
Shuttle																							
Sony																							
Stormforce											GBR												
terra							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TG Sambo															KOR								
Thunderobot						CHN																	
TongFang						CHN																	
Velocity																							
Vibox																							
Vorago																MEX							
Xidas																							
Xtreme PC Gamer																MEX							
Zebion																							
Zebronics												IND											
Zotac																							

Global Consumer Survey / Housing & household equipment / Consumer electronics / Tablet ownership by brand

Tablets

What brands are the tablets in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
51 cube																							
Acer	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA		
Alcatel								ESP	FIN			IND	ITA			MEX	NLD				SWE		ZAF
Amazon / Amazon Fire	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	ZAF	
Apple (iPad)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Archos										FRA	GBR						NLD	POL					
Arian																							
Asus	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
BlackBerry																							
Blow																							
BQ								ESP												RUS			
Chuji							DEU	ESP															
Colorovo																							
Cube	AUS							ESP															
Datawind												IND											
Dell							DEU					IND					NLD		RUS		USA	ZAF	
Denver									FIN								NLD						
DEXP																				RUS			
Dicle															KOR								
Digma																				RUS			
Dragon Touch																							
eben						CHN																	
Estar																							
For you digital															KOR								
Fujitsu				CHN																			
Fusion 5																							
Getac																							
Haier																				RUS			
Hasee						CHN																	
Honor						CHN																	
HP	AUS	AUT		CAN	CHE		DEU			FRA						MEX	NLD		RUS	SWE		ZAF	
HTC										FRA													
Huawei	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
I Kall												IND											
I. Onik																							
iBall												IND											
ibowin																							
Iconia Tab																							
iLife																							ZAF
Irbis																				RUS			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Jumper						CHN																
Kiano																			POL			
Kruger&Matz																			POL			
Kubi mofang						CHN																
Kurio																						
Lamina									FIN													
Laser	AUS																					
Lenovo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Leotec																						
LG								ESP							KOR	MEX		POL				
Lnmbbs																						
Manta																			POL			
Mecer																						ZAF
Medion		AUT					DEU															
Micromax												IND										
Microsoft	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF
Mobicel																						ZAF
Modecom																						
mpgio															KOR							
Multilaser			BRA																			
Navitel																						
Neon IQ																						ZAF
Ninetec																						
Odys							DEU															
Onda																						
Overmax																						POL
Panasonic		AUT																NLD				
Peaq					CHE																	
Positivo			BRA																			
Prestigio																						
Prology																			POL	RUS		
QOOQ																						RUS
RCA																						
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Soniq	AUS																					
Sony	AUS				CHE			ESP			GBR	IND	ITA			MEX	NLD	POL				
SPC								ESP														
Teclast	AUS					CHN		ESP					ITA		KOR							
Telefunken																						ZAF
Telstra Essentials	AUS																					
ThinkPad																						
Thinkware															KOR							
TrekStor					CHE		DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Turbo																							
TYD																							
Vankyo										FRA													
Verizon																						USA	
Vizmo																							
Vodafone																							ZAF
Voyo																						POL	
Wacom							DEU																
Xiaomi/Mi						CHN						IND	ITA		KOR			POL	RUS				
Xoro																							
Yotopt								ESP		FRA													
Zebra		AUT			CHE																		
Zhiboxing						CHN																	

Global Consumer Survey / Housing & household equipment / Consumer electronics / Headphone usage by brand

Headphones

What brand are your personal headphones?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1 More																							
AfterShokz																				RUS			
AKG	AUS	AUT				CHN					GBR		ITA		KOR		NLD		RUS				
Amplify																							ZAF
Anker				CAN									ITA									USA	
Apking						CHN																	
Apple	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Arkas																							
Audeze																							
Audio Technica						CHN					GBR		ITA					POL	RUS		USA		
Aukey													ITA										
Bang & Olufsen	AUS	AUT		CAN	CHE		DEU	ESP	FIN		GBR		ITA		KOR		NLD		RUS	SWE		ZAF	
Beats	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
beatsaudio						CHN																	
Beyerdynamic						CHN	DEU					IND			KOR		NLD						
Billboard																MEX							
Blukar																							
boAt												IND											
Bose	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Bowers & Wilkins				CAN			DEU										NLD					USA	
Bragi																							
Britz															KOR								
Creative																			POL				
Denon																							
Easy Mobile																							
EasySMX																							
Edifier			BRA			CHN																	
Energy System								ESP															
Fio						CHN																	
Focal																							
Fortrek																							
Fostex																				NLD			
Fresh 'n Rebel																				NLD			
GAL																							
Grado																				NLD			
Happy Plugs																							
Harman Kardon										FRA													ZAF
House of Marley																							
HP		AUT																					
Huawei						CHN										MEX			RUS				ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
HyperX			BRA																			
iBall												IND										
Iriver															KOR							
ISK Audio																						
Jabra				CAN			DEU		FIN				ITA				NLD	POL		SWE		ZAF
Jam																						
Jaybird				CAN																	SWE	USA
Jays																			POL		SWE	
JBL	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
JVC								ESP			GBR								POL			
Jwcom																						
KEF																						
KLIM																						
Klipsch																						
Kmart	AUS																					
Kogan																						
Koss								ESP	FIN													
Kruger&Matz																					POL	
Kygo																						
LG																						USA
Logitech	AUS								FIN	FRA		IND									SWE	ZAF
Magnat																						
Marshall					CHE				FIN	FRA	GBR		ITA			MEX	NLD		RUS	SWE	USA	
Maxtill																						
MG TEC																						
mifo																						
Motorola																						
Mpow				CAN									ITA									
Multilaser			BRA																			
Nokia									FIN													
OneOdio																						
OPPO						CHN																
Panasonic	AUS	AUT			CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Philips	AUS	AUT	BRA		CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Pioneer		AUT						ESP								MEX						
Plantronics				CAN			DEU			FRA		IND										
Polaroid																						
Pulse																						
Razer																						
Redlemon																						
Rha																						
Samsung	AUS		BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sennheiser	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Shox																							
SHURE															KOR								
Skullcandy	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL			USA	ZAF	
SOMic																							
Sony	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
SoundMagic																							
SPC																							
SteelSeries																							
Stereoboomm																							
Superlux																							
Technics																							
Teufel		AUT					DEU																
Thomson										FRA													
T'nB																							
TreLab																							
Turtle Beach																							
Urbanears																					SWE		
Vivanco		AUT																					
Volkano																							ZAF
Xiaomi/Mi			BRA	CAN		CHN						IND	ITA			MEX			RUS				
Yamaha															KOR								
Zebronics																							

Global Consumer Survey / Housing & household equipment / Consumer electronics / eHealth tracker / smart watch ownership by brand

eHealth trackers / smart watches

What brands are your personal smart watches / fitness trackers?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
adidas							DEU															
Amazfit			BRA	CAN		CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR					SWE	USA	
Apple	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Armani	AUS																					
Asus			BRA	CAN	CHE		DEU	ESP		FRA	GBR		ITA									USA
Bakeey																						ZAF
Beurer									FIN											SWE		
Bfit																						ZAF
Casio																			RUS			
Coa															KOR							
Coros									FIN													
Denver		AUT																				
dido						CHN																
Dofit																						ZAF
Fastrack												IND										
Fitbit	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
FOREVER																		POL				
Fossil	AUS	AUT			CHE				FIN		GBR	IND	ITA			MEX	NLD		RUS	SWE		ZAF
Garett																	NLD			SWE		
Garmin	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Genius Fit Watch																						ZAF
GoClever																			POL			
GOQii												IND										
Goral																						ZAF
Havit															KOR							
HETP													ITA									
Honor		AUT		CAN		CHN	DEU	ESP		FRA	GBR		ITA			MEX	NLD	POL	RUS		USA	
Huawei	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
I-Life																						
InBody															KOR							
INF									FIN													
Infomark															KOR							
iTouch																						ZAF
iVooMi																						
iwown																						
Jawbone					CHE					FRA												
Jet																						
Kiwi Plus																						
Kruger&Matz																						
LaTEC													ITA						POL			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Lenovo						CHN						IND				MEX		POL				
LG				CAN	CHE			ESP		FRA	GBR		ITA		KOR		NLD					USA
LifeBee								ESP														
Lifesense																						
M4			BRA																			
Maxcom																						POL
media-tech																						POL
Meizu						CHN																
Michael Kors	AUS															MEX	NLD				SWE	
Misfit	AUS		BRA	CAN	CHE	CHN	DEU			FRA	GBR						NLD					USA
Mobvoi																						
Mont Blanc																						
Moochies	AUS																					
Moov				CAN							GBR	IND										USA
Motorola											GBR					MEX						
MyKronoz																MEX						
Neki								ESP														
Nixon																						
OPPO												IND										
Opta												IND										
Overmax																						POL
Pace						CHN																
Pebble																	NLD					USA
PHICOMM																						
Polar	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Realme												IND										
Redlemon																MEX						
Relógio Multilaser			BRA																			
Ritmix																						RUS
Runtastic																						
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sigma		AUT																				
Skagen																						
Smartera																						
Sonata												IND										
Sony			BRA		CHE		DEU	ESP		FRA			ITA		KOR							
Spacetalk	AUS																					
SPC								ESP														
Suunto		AUT							FIN											RUS	SWE	
Swisstone		AUT																				
Tag Heuer																MEX						
TCL																						
Tic Tock Track	AUS																					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Ticwatch						CHN																
Tomate			BRA																			
TomTom		AUT		CAN	CHE		DEU			FRA	GBR						NLD	POL		SWE		
Under Armour																						
Voice Caddie																						
Volkano																						ZAF
Vtech	AUS																					
WeLoop																						
Wiko										FRA												
Withings / Nokia		AUT			CHE		DEU		FIN	FRA							NLD					
Xiaomi/Mi	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Xplora									FIN												SWE	
X-Watch		AUT																				
Yamay								ESP					ITA									
Zikto																						

Global Consumer Survey / Housing & household equipment / Household appliances / Refrigerator ownership by brand

Refrigerators

What brand is the (main) refrigerator in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acros																MEX						
AEG		AUT					DEU	ESP	FIN		GBR		ITA				NLD			SWE		ZAF
AIM																						ZAF
Amica		AUT					DEU											POL				
Ascoli																				RUS		
Aspes																						
Atag																	NLD					
Atlant																				RUS		
AUX						CHN																
Avanti																						
Balay								ESP														
Bauknecht		AUT			CHE		DEU															
Beko	AUS	AUT					DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE	USA	
Bertazzoni																						
Biryusa																				RUS		
Blomberg																					SWE	
Bomann					CHE		DEU															
Bompani													ITA									
Bosch	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
BPL												IND										
Brandt										FRA												
Brastemp			BRA																			
Candy													ITA				NLD	POL				
Carrier															KOR							
Casarte						CHN																
Changhong															KOR							
CHiQ	AUS						DEU			FRA							NLD					
Comfee																						
Consul			BRA																			
COOING															KOR							
COSTEL															KOR							
Cylinda									FIN												SWE	
Daewoo															KOR	MEX						
Dako			BRA																			
Danby				CAN												MEX						
Dayou Winia																						
Defy																						ZAF
Edesa								ESP														
Electrolux	AUS		BRA		CHE			ESP	FIN	FRA		IND	ITA			MEX		POL	RUS	SWE	USA	
Elektra Bregenz		AUT																				

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Elektro Helios																							SWE
Esmaltec			BRA																				
Etna																	NLD						
Exquisit		AUT					DEU																
Festivo									FIN														
Fisher & Paykel	AUS																						
Frigidaire				CAN												MEX						USA	
Gaggenau																							
GE				CAN												MEX						USA	
Godrej												IND											
Goldair																							ZAF
Gorenje		AUT			CHE		DEU												POL	RUS	SWE		
Gourmia																							
Gram									FIN														
Grand Woosung																							
Gree						CHN																	
Grundig							DEU				GBR												ZAF
Haier	AUS	AUT		CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND			KOR	MEX	NLD	POL	RUS			USA	
Hisense	AUS				CHE	CHN		ESP		FRA	GBR					MEX							ZAF
Hitachi												IND											USA
Homa						CHN																	
Hoover											GBR												
Hotpoint										FRA	GBR		ITA								POL		
Hotpoint-Ariston																							RUS
Indesit		AUT								FRA	GBR		ITA				NLD	POL	RUS				
John Lewis																							
Kelvinator	AUS																						
Kenmore				CAN																			USA
Kenwood																							
KIC																							ZAF
KitchenAid			BRA	CAN												MEX							USA
Klarstein																							
Koenic																							ITA
Konka						CHN																	
Koryo																							
Lassele																							
LG	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Liebherr		AUT			CHE		DEU	ESP	FIN	FRA			ITA				NLD	POL	RUS	SWE			
LOGIK											GBR												
Mabe																MEX							
Matsui																							SWE
Maytag				CAN												MEX							USA
Meireles																							ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
MeLing						CHN																
Midea			BRA			CHN						IND										
Miele	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA			ITA				NLD	POL		SWE	USA	
Mitashi																						
Mitsubishi Electric	AUS																					
Neff		AUT																				
Nordfrost																				RUS		
OK													ITA									
ok.		AUT					DEU															
Panasonic	AUS		BRA			CHN						IND										
Pelgrim																		NLD				
Proline																						
RCA																						
Reconnect												IND										
Ronshen						CHN																
Rosenlew									FIN													
Russell Hobbs																						
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sansui																						
Schneider																						
Sharp																						
Sibir																						
Siemens		AUT			CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL	RUS	SWE		ZAF
Skyworth						CHN																
Smeg	AUS				CHE		DEU			FRA			ITA		KOR	MEX	NLD			SWE		
SnoMaster																						ZAF
Stinol																				RUS		
Swan											GBR											
Swiss Bar																						ZAF
TCL						CHN																
Teka																						
Thermador																						
Thomson																						
UltraTrip																						
UNIVA																						ZAF
Upo									FIN		GBR											
Vestfrost																						
Videocon												IND										
Viking																						USA
Viomi																						
Voltas												IND										
V-ZUG					CHE																	
Westinghouse	AUS																					

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Whirlpool			BRA	CAN	CHE			ESP	FIN	FRA		IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Whynter																						
Zanussi					CHE		DEU	ESP			GBR		ITA				NLD	POL				
Zelmer																						

Global Consumer Survey / Housing & household equipment / Household appliances / Washing machine ownership by brand

Washing machines

What brand is the washing machine in your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acros																MEX						
AEG	AUS	AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR		NLD	POL		SWE		ZAF
Amana																						USA
Amica																		POL				
Ardo													ITA									
Ariston																						
Arno			BRA																			
Asko	AUS								FIN								NLD			SWE		
Astivita																						
Atlant																				RUS		
AUX						CHN																
Balay								ESP														
Bauknecht		AUT			CHE		DEU															
Beko	AUS	AUT			CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR		NLD	POL	RUS	SWE		
Blomberg																	NLD					
Bompani													ITA									
Bosch	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
BPL																						
Brandt										FRA												
Brastemp			BRA																			
Candy							DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE		ZAF
Casarte																						
Colormaq			BRA																			
Consul			BRA																			
Cooing															KOR							
croma												IND										
Cylinda																					SWE	
Daewoo																MEX	NLD					
Daiwa																						
Dayou Winia															KOR							
Defy																						ZAF
Domestic																						
Easy																MEX						
Ecowell															KOR							
Electrolux	AUS		BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	
Elektra Bregenz		AUT																				
Esmaltec			BRA																			
Eudora																						
Evvo																						
Exquisit							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Fagor								ESP														
Faure										FRA												
Fisher & Paykel	AUS																					USA
Frigidaire																MEX						USA
Gaggenau		AUT																				
GE				CAN												MEX						USA
Godrej												IND										
Goldair																						ZAF
Gorenje		AUT			CHE		DEU		FIN	FRA									RUS	SWE		
Gram																						
Gree						CHN																
Grundig											GBR											ZAF
Haier	AUS				CHE	CHN	DEU			FRA		IND			KOR		NLD		RUS			USA
Hisense	AUS	AUT		CAN	CHE	CHN	DEU			FRA						MEX			RUS			ZAF
Hoover	AUS	AUT			CHE		DEU	ESP			GBR											
Hotpoint	AUS			CAN					FIN	FRA	GBR		ITA						POL	RUS		USA
Hotpoint-Ariston																						
Husqvarna																						SWE
IFB												IND										
Ignis													ITA									
Indesit		AUT						ESP		FRA	GBR		ITA				NLD	POL	RUS			
Kenmore				CAN																		USA
Kenny																						
Kenwood																						
Kleenmaid																						
Koblenz																MEX						
Kogan	AUS																					
Korting																						
Koryo																						
LG	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Littleduck						CHN																
Littleswan						CHN																
Luoms																KOR						
Mabe																MEX						
Maytag				CAN												MEX						USA
Midea			BRA			CHN						IND			KOR							
Miele	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR		NLD	POL	RUS	SWE		ZAF
Montpellier											GBR											
Mueller																						
Neff																						
OCEAN													ITA									
ok.		AUT					DEU															
Onida																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Panasonic			BRA			CHN						IND				MEX	NLD				USA	ZAF
Privileg					CHE																	
Reconnect												IND										
Rosenlew									FIN													
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
San Giorgio													ITA									
Sanyo						CHN																
Scandomestic																					SWE	
Schulthess					CHE																	
Seiki	AUS																					
Sharp																						
Siemens		AUT			CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE		ZAF
Simpson	AUS																					
Skyworth						CHN																
Smeg									FIN							MEX						
SpeedQueen																						USA
Suggar																						
TCL																						
Upo									FIN													
Vestfrost																					RUS	
Videocon												IND										
Viomi																						
V-ZUG					CHE																	
Whirlpool	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
White Knight																						
Winia															KOR							
Xiaomi/Mi																						
Zanussi		AUT			CHE		DEU	ESP	FIN		GBR							POL		SWE		
Zelmer																						

Global Consumer Survey / Internet & devices / Internet access at home / Internet usage by provider

Internet providers

Which of these service providers is the provider of your internet access at home?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1&1							DEU															
1330 EASY ISP																						
3		AUT																				
A1																						
A3																					SWE	
Acado																				RUS		
Acanac																						
Acantho													ITA									
ACT - Atria Convergence Technologies												IND										
Adamo								ESP														
Aero2																		POL				
Afrihost																						ZAF
Airlink																						
Algar Telecom			BRA																			
Almatel																				RUS		
Alterna								ESP														
Altima Telecom																						
Amena																						
At home																				RUS		
AT&T																						USA
Aussie Broadband	AUS																					
Axtel																						
Axxess																						ZAF
Bahnhof																					SWE	
Beactive																						
Beanfield Metroconnect																						
Beeline Internet																					RUS	
Bell Aliant				CAN																		
Belong	AUS																					
Bharti Airtel												IND										
Big Blu										FRA												
BLC Valo																						
Blue Telecomm																						MEX
Bouygues Telecom										FRA												
Boxer																						SWE
Bredband2																						SWE
Bredbandsson																						
Brisanet			BRA																			
BSNL - Bharat Sanchar Nigam Ltd												IND										
BT											GBR											

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Budget																							
Cable One																						USA	
Cabo Telecom			BRA																				
Caiway																		NLD					
Canal Digitaal																		NLD					
Cell C																							ZAF
CenturyLink																						USA	
Cheapnet																							
China Mobile						CHN																	
China Telecom						CHN																	
China Teltetron						CHN																	
China Unicom						CHN																	
Coextro																							
Colosseum Online				CAN																			
Com Hem																					SWE		
Comviq																					SWE		
Congstar																							
Cool Ideas																							
Copel Telecom																							
Coriolis										FRA													
Cox																						USA	
Cricket Wireless																							
Cybersmart																							
Cyfrowy Polsat																					POL		
Delta																		NLD					
Den Boomband												IND											
Desktop			BRA																				
Diallog Telecommunications																							
Digimobil																							
Direct Save Telecom											GBR												
Dish																						MEX	USA
Distributel																							
ditt																						POL	
DNA										FIN													
Dodo	AUS																						
Domru																						RUS	
Dotto-One				CAN																			
D-VoiS																							
Eastlink				CAN																			
Easybell																							
Eazy																							
EE											GBR												
Ehiweb														ITA									

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ehomenet																							
Elisa									FIN														
Eolo													ITA										
Ertelecom																			RUS				
Europasat																							
Euskaltel								ESP															
EWE							DEU																
Excede Internet																							
Fastweb													ITA										
Fiber																							
Fibracat								ESP															
Finetwork								ESP															
Fios																						USA	
fonial							DEU																
fonira																							
Founferbn																							
Foxtel	AUS																						
Free										FRA													
Frontier																						USA	
Gehua CATV						CHN																	
Gemstelecom																							
Gigatel												IND											
Glide																							
Google Fiber																							
GreatWall BroadBand						CHN																	
Green																							
Halebop																					SWE		
Hathway Cable & Datacom												IND											
Hayai												IND											
HFO																							
Home Connect																							
HughesNet																							
iiNet	AUS																						
Inea																					POL		
Init7																							
innonet		AUT																					
Internet Solutions																							
Internode																							
iPrimus	AUS																						
iWay																							
Izzi																MEX							
Japo									FIN														
Jazztel								ESP															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Jetspot												IND											
John Lewis Broadband											GBR												
Joister												IND											
Jonaz																							
kabelplus		AUT																					
Kaisanet									FIN														
Komster																						POL	
Korbank																							POL
KPN																							NLD
kraftcom		AUT																					
KT																							KOR
La Poste Mobile										FRA													
Launtel																							
LG Hello vision																							KOR
LG Uplus																							KOR
Linkem													ITA										
Liquid Telecom																							
Liwest		AUT																					
Lowi								ESP															
Magenta		AUT																					
Más Móvil								ESP															
Mate																							
Maxcom																							MEX
M-Budget					CHE																		
Mediacom																							
Megacable																							MEX
Megafon																							RUS
Metro Fibre																							ZAF
Mint Telecom																							
M-Net							DEU																
MOI									FIN														
Movistar								ESP															
MTN																							ZAF
MTNL - Mahanagar Telephone Nigam Ltd												IND											
MTS Internet																							RUS
Multimedia Polska																							POL
Multiplay Telecom																							
MWEB																							ZAF
NET			BRA																				
Net at once																							
Net.Cologne							DEU																
Net+					CHE																		
Net1																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Netia																			POL			
NLE																	NLD					
Nordnet										FRA												
novus																						
Now Broadband																						
O2							DEU															
Oi Internet			BRA																			
OnLime																						
Online																			RUS			
online.nl																	NLD					
Ono																						
Optus	AUS																					
Orange								ESP		FRA									POL			
Origin											GBR											
OVH Telecom																						
Ownit																					SWE	
Oxxio																						
Ozone																						
Penny																					SWE	
Pepe Phone								ESP														
Petrus																						
Play																			POL			
Plus																			POL			
Plusnet											GBR											
POP Telecom											GBR											
Post Office																						
primacall							DEU															
Pyur							DEU															
Quickline					CHE																	
Qwerty																						
R Telecomunicaciones								ESP												RUS		
Rain																						ZAF
reach broadband												IND										
RED by SFR										FRA												
Rogers				CAN																		
RomaCabo			BRA																			
Rostelecom																				RUS		
RSAWEB																						
Salt					CHE																	
Salzburg AG		AUT																				
Sappa																						
SAT																						
Sercomtel																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SFR										FRA												
Shaw				CAN																		
SIPORTAL													ITA									
SK Broadband															KOR							
SKY																						
SKY Brasil																						
SKY BROADBAND											GBR											
SkyNet																						
SmartLink Broadband												IND										
Solcon																						
SolNet					CHE																	
Sosh										FRA												
Spectra												IND										
Spectrum																					USA	
SpinTel	AUS																					
SSE																						
Stipte																						
Sumcity																						
Sunrise					CHE																	
Supersonic																						ZAF
Swisscom					CHE																	
TalkTalk					CHE						GBR											
Tangerine Telecom	AUS																					
Tata Docomo																						
Tata Teleservices																						
T-Broad																						
TDS Telecom																						USA
TekSavvy				CAN																		
Telcel																MEX						
Tele2																	NLD		RUS			
Teleboy					CHE																	
Telecable								ESP														
TeleKing					CHE																	
Telekom							DEU															
Telematica																						
Telenor																					SWE	
Telfort																	NLD					
Telia									FIN												SWE	
Telkom																						ZAF
Telmex Infnitum																MEX						
Telnor																MEX						
Telstra	AUS																					
Telus				CAN																		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tikona Infinet Ltd												IND										
Tim													ITA									
Tim Live			BRA																			
Tiscali													ITA									
T-Mobile																	NLD	POL				
Tooway													ITA					POL				
Topway						CHN																
Totalplay																MEX						
Toya																						
TPG	AUS																					
Transat Telecom																						
Tre																				SWE		
Trikolor TV																						
TTK (Transtelecom)																			RUS			
Tuenti																						
Ultranet																MEX						
Unifique																						
Unitymedia							DEU															
UPC					CHE														POL			
Vectra																			POL			
Verizon																					USA	
Vialis										FRA												
Viasat								ESP														
Videofutur																						
Virgin				CAN							GBR											
Vivo			BRA																			
Vodacom																						ZAF
Vodafone	AUS						DEU	ESP			GBR		ITA									
Vodafone Kabel Deutschland GmbH																						
Vox																						ZAF
VTX																						
Vuma																						ZAF
Webafrica																						ZAF
Westnet	AUS																					
Wifire																			RUS			
Wind																						
Windstream																						USA
WindTre													ITA									
Wingo																						
Wnet																						
Xfinity																						USA
XS4ALL																	NLD					
Yallo					CHE																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Yoigo								ESP															
Yota																				RUS			
YOU Broadband India Ltd												IND											
Youfone																							
Zen											GBR												
Ziggo																				NLD			

Global Consumer Survey / Internet & devices / Smartphone / Smartphone by brand

Smartphones

What brand is your (primarily used) smartphone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acer																							
Alcatel			BRA					ESP	FIN		GBR					MEX				SWE			
Apple	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Asus			BRA									IND						POL	RUS	SWE			
BlackBerry																							
BLU			BRA																				
BQ								ESP					ITA										
Brondi																							
CAT									FIN														
Cubot																							ZAF
DEXP																							
Doro																							
Fairphone																	NLD						
Fly																			RUS				
Gigaset																							
Gionee																							
Google	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD		RUS	SWE	USA		
Hisense																MEX							ZAF
HMD Global																							
Honor	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
HTC	AUS	AUT		CAN	CHE		DEU				GBR					MEX	NLD	POL		SWE	USA		
Huawei	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Infinix																							
Itel																							ZAF
K-touch						CHN																	
Lanix																							
Lenovo																							
LG	AUS	AUT	BRA	CAN			DEU	ESP		FRA	GBR	IND	ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF	
M4																							
Manta																							
Meitu									FIN														
Meizu			BRA			CHN																	
Microsoft																							
Mirage																							
Mobicel																							ZAF
Motorola	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA		
Multilaser																							
myPhone																							
neffos																MEX							
Nokia	AUS	AUT	BRA	CAN	CHE		DEU		FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Nubia						CHN																
OnePlus	AUS	AUT		CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	
OPPO	AUS	AUT		CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD	POL	RUS		USA	ZAF
Optus																						
Pantech																						KOR
Philips																						
Positivo			BRA																			
Quantum																						
Razer																						
Realme	AUS	AUT			CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL	RUS	SWE		
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sky															KOR							
Sony	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tecno																						POL
Ulefone									FIN													
Vivo	AUS					CHN				FRA		IND										ZAF
Wiko					CHE					FRA			ITA									
Xiaomi/Mi	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
ZTE		AUT		CAN	CHE		DEU				GBR				KOR	MEX						USA

Global Consumer Survey / Internet & devices / Smartphone / Smartphone by operating system

Smartphone operating systems

What operating system does your (primarily used) smartphone run on?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Android OS	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
BlackBerry OS	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Firefox OS	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
iOS (Apple)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
KaiOS												IND										
Linux	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Symbian OS	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tizen																						ZAF
Windows	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF

Global Consumer Survey / Internet & devices / Mobile internet access / Smartphone by mobile carrier

Mmobile carriers

Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1&1							DEU															
3	AUS	AUT																				
A Mobile															KOR							
A1		AUT																				
a2mobile																		POL				
A3																				SWE		
Afrihost																						ZAF
AH Mobiel																		NLD				
Airtel												IND										
Aldi Mobile	AUS				CHE																	
AldiTalk							DEU															
Algar Telecom			BRA																			
Aló																MEX						
Amaysim	AUS																					
Amena																						
ASDA Mobile											GBR											
AT&T																MEX					USA	
Auchan Mobile													ITA									
Auchan Telecom										FRA												
B&You										FRA												
BCE Inc.				CAN																		
Beeline																				RUS		
Bell				CAN																		
Belong Mobile	AUS																					
Ben																				NLD		
blau							DEU															
Bob		AUT																				
BokSel																						ZAF
Boost Mobile	AUS																				USA	
Bouygues Telecom										FRA												
BSNL Mobile												IND										
BT											GBR											
Budget Mobiel																				NLD		
Cdicount Mobile										FRA												
Cell C																						ZAF
Chatr Mobile				CAN																		
Chilimobil																					SWE	
China Broadcasting Network																						
China Mobile						CHN																
China Telecom						CHN																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
China Unicom						CHN																
CIC Mobile																						
Cierto																MEX						
Circles.Life	AUS																					
Claro			BRA																			
Com Hem																						
Comviq																				SWE		
Congstar							DEU															
Consumer Cellular																					USA	
Coop Mobile					CHE																	
CoopVoce													ITA									
Coriolis Telecom																						
Correios Celular																						
Crédit Mutuel Mobile																						
Cricket Wireless																					USA	
Cyfrowy Polsat																						
DailyTelecom																						
Danycom																						
DasAbo					CHE																	
DaTang																						
Digimobil								ESP														
digitec connect					CHE																	
DNA									FIN													
Dodo	AUS																					
Eastlink				CAN																		
Econet Wireless																						ZAF
Educom		AUT																				
EE										GBR												
eety		AUT																				
El Telecom																						
EkoMobile																					RUS	
Elisa									FIN													
EPOST																KOR						
ERG mobile																						
Euskaltel								ESP														
Fakt Mobile																					POL	
Fastweb													ITA									
Fello																					SWE	
FIDO				CAN																		
Flash Mobile																MEX						
FNB Connect																						ZAF
Free										FRA												
Freedom Mobile				CAN																		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Freedompop																MEX						
Freenet																						
GiffGaff											GBR											
Globetel									FIN													
H3C																						
Halebop																					SWE	
Hallon																					SWE	
Hello Mobile																KOR						ZAF
Heyah																					POL	
HO													ITA									
hollandsnieuwe																					NLD	
HoT Hofer Telekom		AUT																				
Huawei																						
ID Mobile																						
Iliad														ITA								
iPrimus Mobile	AUS																					
iSmart																						ZAF
Jazztel								ESP														
Jio												IND										
Kabelplus Mobile																						
Keewaytinook Mobile																						
Kena Mobile														ITA								
Klarmobil.de							DEU															
Kogan Mobile	AUS																					
Koodo Mobile				CAN																		
KPN																					NLD	
KT M mobile																KOR						
La Poste Mobile										FRA												
Lajt Mobile																					POL	
Lebara	AUS				CHE						GBR										NLD	
Lebara Mobile France																						
LG Uplus																						KOR
Lidl Connect		AUT			CHE		DEU															
LivM																						KOR
Llamaya								ESP														
Lowi								ESP														
Lucky mobile				CAN																		
Lycamobile		AUT					DEU	ESP		FRA	GBR		ITA					NLD	POL		SWE	ZAF
Magenta		AUT																				
Más Móvil								ESP														
Maz Tiempo																						
M-Budget					CHE																	
Me&You Mobile																						ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
MegaFon																			RUS			
MetroPCS																						USA
MGTS																			RUS			
Miio																MEX						
Mint Mobile																						USA
Mobilcom Debitel							DEU															
Mobile Vikings																			POL			
Moi Mobilli									FIN													
Moose Mobile																						
Motiv Telecom																			RUS			
Movistar								ESP								MEX						
Mr Price Mobile																						
Mtel		AUT																				
MTN																						ZAF
MTNL																						
MTS																			RUS			
My Beat																					SWE	
NAU Mobile																			POL			
Net+																						
Netia																						
Nextel			BRA																			
nju mobile																			POL			
Noitel													ITA									
Nokia-Sbell																						
NRJ Mobile										FRA												
O2							DEU	ESP			GBR											
Oi			BRA																			
Onlime																				RUS		
Optus	AUS																					
Orange								ESP		FRA												
Otelo							DEU															
OTVARTA																						POL
Oui																MEX						
Ovo																						
Penny																						SWE
Penny Mobil							DEU															
Pennytel																						
Pepe Phone																						
Play																						POL
Plus																						POL
Plus Net											GBR											
Poste Mobile													ITA									
Potevio																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Premium Mobile																		POL				
Prixtel										FRA												
Public Mobile				CAN																		
QBO Cel																MEX						
Quickline					CHE																	
Rabona Mobile													ITA									
Rain																						ZAF
RCOM																						
Red Bull Mobile																						
RED by SFR										FRA												
República Móvil																						
Robin Mobile																		NLD				
Rogers Communications				CAN																		
Rostelecom																						
S1 Mobile																						
Salt					CHE																	
SaskTel				CAN																		
Sbermobile																						RUS
Sercomtel																						
Sevmobile																						RUS
SFR										FRA												
simpel																						NLD
Simplii																						MEX
Simply Mobile																						
Simyo								ESP														NLD
SK Telecom																						KOR
SK Telink																						
Sky Mobile																						GBR
smartmobil.de							DEU															
Smarty																						
Sogetel				CAN																		
Sosh										FRA												
Spar S-Budget		AUT																				
Sprint																						USA
spusu		AUT																				
Stipte																						
Straight Talk																						USA
Sunrise					CHE																	
Suop																						
Swisscom					CHE																	
Syma Mobile										FRA												
T - Mobile																						
T Plus																						KOR

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Talkmobile											GBR												
TalkTalk					CHE																		
Tata Docomo																							
Tattelecom																				RUS			
Tbaytel																							
Tchibo mobil																							
Telcel																MEX							
Tele2																	NLD		RUS		SWE		
Telekom							DEU																
Telematica																							
Telenor																					SWE		
Telfort																	NLD						
Telia									FIN												SWE		
Telkom																							ZAF
Telstra	AUS																						
Telus Corporation				CAN																			
Tesco Mobile											GBR												
Three											GBR												
Tim			BRA										ITA										
Ting																						USA	
Tinkoff Mobile																							
Tiscali mobile																							
T-Mobile																	NLD	POL				USA	
TNW Networks																							
Tokamóvil																MEX							
TracFone Wireless																						USA	
Transatel										FRA													
Tre													ITA								SWE		
tuBiedronka																		POL					
Tuenti								ESP															
U.S. Cellular																						USA	
Unefon																MEX							
Universal																					SWE		
Unomobile																							
UPC					CHE																		
Uplus Alddie Mobile																							
UTStarcom																							
Vainahtelecom																				RUS			
Vaynakhtelekom																				RUS			
Veek Operadora Digital																							
Verizon Wireless																						USA	
Very Mobile													ITA										
vi												IND											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Vidéotron				CAN																		
Vimla																				SWE		
Virgin Mobile	AUS			CAN						FRA	GBR					MEX		POL			USA	ZAF
Virgin Telco								ESP														
Vivo			BRA																			
Vodacom																						ZAF
Vodafone	AUS						DEU	ESP			GBR		ITA				NLD					
Voxi											GBR											
Walmart Family Mobile																						USA
Weex																MEX						
Win Mobile																				RUS		
Wind													ITA									
Wingo					CHE																	
Woolworths Mobile	AUS																					
Yallo					CHE																	
yesss!		AUT																				
Yoigo								ESP														
Yooopi		AUT																				
Youfone																	NLD					
Yourfone							DEU															
ZTE																						

Global Consumer Survey / Housing & household equipment / Smart home devices / Smart home device ownership by brand

Smart home devices

Which of these providers do you own Smart Home devices from?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
A1 Smart Home		AUT																				
ABB			BRA	CAN		CHN	DEU	ESP	FIN	FRA	GBR	IND			KOR	MEX	NLD			SWE		
ADT	AUS			CAN							GBR					MEX					USA	
Aeotec																						ZAF
AirThings									FIN													
Alarm.com				CAN																	USA	
Amazon homee		AUT																				
Anchor												IND										
Anjubao						CHN																
Apple Homekit		AUT																				
Aqara																						ZAF
Arduino																						
Arlo											GBR											
AT&T																					USA	
Bang & Olufsen																						
BASS Automação			BRA																			
Bechamp																						
Belkin			BRA	CAN	CHE			ESP		FRA	GBR		ITA				NLD	POL		SWE	USA	ZAF
Beluni			BRA																			
Bosch (Smart Home)		AUT			CHE		DEU			FRA	GBR									SWE	USA	
Brilliant	AUS																					
Broadlink																MEX						
Brunt																						
Bticino													ITA			MEX						
Buildtrack												IND										
Commax																KOR						
Control4				CAN							GBR											USA
crabtree												IND										
Crestron						CHN																
Danfoss																						
Delta Dore								ESP														
Deltaco																					SWE	
DeLUMO																						
Digma																					RUS	
D-Link												IND						POL				
Ecobee	AUS																					
Edimax																						
Elan Systems																						ZAF
Elari																					RUS	
Eneco																	NLD					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Erunsun						CHN																
eTiger																						
Eve																					SWE	
Ezviz																						
Fibaró									FIN	FRA								POL		SWE		
Frontpoint	AUS																					
Gewiss													ITA									
Gira					CHE		DEU	ESP		FRA												
Google Home									FIN		GBR											
Google Nest	AUS	AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR		ITA		KOR	MEX	NLD	POL		SWE	USA	
Grenton Smart Home																						POL
Griesser								ESP														
Haier U-home						CHN																
HDC iControls																						
Henry			BRA																			
Hihome																		NLD				
Hikvision																						
Hive				CAN	CHE		DEU				GBR		ITA									USA
Homematic		AUT			CHE		DEU															
Homey									FIN													NLD
Honeywell		AUT		CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND	ITA					NLD	POL		SWE	USA
Hornbach		AUT																				
Huawei HiLink						CHN																
iHouse			BRA																			
Ikea Trådfri		AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA					NLD		RUS	SWE	USA
Innogy					CHE		DEU															
Innr																						
Insteon				CAN																		USA
iOli																						
iRobot			BRA																			
JD smartcloud						CHN																
Jung Korea																						KOR
Kakaohome																						KOR
KD Navien																						KOR
Kocom																						KOR
KT GiGA IoT																						KOR
Kupiix																						
Legrand																						
Lenovo																						MEX
LG																						KOR
LifeSmart																						MEX
Lifx																						ZAF
Linksys																						ZAF
																						ZAF
																						MEX

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Logitech									FIN														ZAF
Loxone																							
Magenta																							
Midea M-Smart						CHN																	
MiMiSmart																							
Munddo			BRA																				
Naver Clova															KOR								
Nedis																					SWE		
Netatmo				CAN	CHE		DEU	ESP		FRA			ITA					POL				USA	
Neuwill																							
Nexa																					SWE		
Nexwell																		POL					
Oakter Smart Plugs												IND											
Opus		AUT																					
Orno																							
Orvito																							
Osram				CAN	CHE		DEU	ESP		FRA	GBR		ITA			MEX	NLD				SWE		
Panasonic								ESP															
Pax Calima																							
Pert																							
Philips	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Qualitel																							ZAF
Qubino																							
Redmond																						RUS	
Ring	AUS										GBR						NLD						
Rostelecom																						RUS	
S-1															KOR								
Samsung	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Schlage																							
Schneider									FIN			IND											
Sengled	AUS																						
Sensibo	AUS																						
Shelly									FIN													SWE	
SimpliSafe	AUS																						
SK Telecom																							KOR
Smappee																							
Smartecno									FIN														
SmartHome Austria																							
Solucenter																							
Somfy		AUT	BRA	CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND	ITA		KOR	MEX	NLD	POL			SWE	ZAF	
Sonoff																							ZAF
Sonos																		NLD					
Syska												IND											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
tado																							
Techzone																MEX							
Telekom					CHE		DEU																
Telldus																					SWE		
Tenda																							
Tianmao jingling						CHN																	
Touch Home Automation																							
TP-Link	AUS	AUT	BRA	CAN		CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TRENDnet																							ZAF
Trust																							
Ultra Sound & Vision																							
Vallox																							
Verisure									FIN														
Vimar													ITA										
Viomi						CHN																	
vivint.SmartHome	AUS																						
Warmup			BRA																				
Wattle																					SWE		
Winix																							
Xiaomi/Mi	AUS	AUT	BRA			CHN				FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS				ZAF
Yale																							ZAF
Yeelight	AUS																						
Z-Wave	AUS											IND											

Global Consumer Survey / Housing & household equipment / Smart home devices / Smart speaker ownership by brand

Smart speakers

Which smart speaker with an integrated virtual assistant do you own?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
AI-Speaker																		POL				
Amazon Echo (Alexa)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Anker (Eufy Genie)			BRA																			
Apple HomePod (Siri)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Audio Pro (Alexa/Google Assistant)									FIN											SWE		
Bang & Olufsen (Google Assistant)		AUT							FIN								NLD					ZAF
Belkin					CHE				FIN													
Bose (Google Assistant / Alexa)	AUS								FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE		ZAF
Bowers & Wilkins Formation Duo (Amazon Alexa)	AUS																					
Denon (Amazon Alexa, Google Assistant)	AUS																NLD			SWE		
DEXP Smartbox (Alisa)																			RUS			
Doss (Baidu Duer OS)						CHN																
Elari SmartBeat (Alisa)																			RUS			
Eufy Genie (Alexa)		AUT		CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA								USA	
Fabriq (Alexa)		AUT		CAN	CHE		DEU			FRA	GBR		ITA								USA	
Google Home (Google Assistant)	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Google Nest (Google Assistant)	AUS	AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA		KOR		NLD			SWE	USA	
Hama Sirium (Alexa)																						
Harman Kardon (Cortana)	AUS																					
Harman Kardon (Google Assistant)		AUT		CAN	CHE		DEU		FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	
Himedia (Tencent Xiaowei)						CHN																
Honor (YOYO)						CHN																
Huawei AI						CHN							ITA						POL			
Ikea Symfonisk (Siri)										FRA												
iLive (Alexa)							DEU															
iLuv Aud Click (Alexa)		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA								USA	
Irbis A (Alisa)																			RUS			
Jays (Google Assistant / Siri)									FIN											SWE		
JBL Charge (Google Assistant/Siri)								ESP														
JBL LINK-Series (Google Assistant)	AUS	AUT		CAN	CHE		DEU		FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
JD DingDong						CHN																
Kakao Mini															KOR							
KEF LSX (Siri)	AUS																					
KT (GiGA Genie)															KOR							
Kygo (Google Assistant)																						
Lenovo Smart Assistant (Alexa)		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA								USA	
LG (Alisa)																			RUS			
LG ThinQ (Google Assistant)								ESP		FRA		IND			MEX	NLD	POL			SWE		ZAF
Libratone (Alexa)		AUT							FIN											SWE		
Mail.ru (Marusya)																			RUS			

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Marshall	AUS							ESP	FIN	FRA	GBR					MEX				SWE		
Mi Pocket Speaker Xiaomi (Xiao AI)			BRA																			
Microsoft (Cortana)									FIN										POL			
Mobvoi (Google Assistant)																	NLD					
Naim Mu-so (Siri)	AUS																					
Naver Wave (Clova)															KOR							
Netgear (Alexa)								ESP														
Onkyo (Google Assistant)																						
Panasonic SC-GA10 (Google Assistant)		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA									USA
PolkAudio (Google assistant)					CHE																	
Prestigio Smartmate (Alisa)																					RUS	
Pure (DiscovR Smarter)																	NLD					
Redmi						CHN																
Riva Concert (Alexa)	AUS																					
Rokid						CHN																
Samsung Galaxy Home (Bixby)																						
SKT (Nugu)															KOR							
Sonos (Google Assistant / Alexa)	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Sony (Google Assistant)		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA							SWE	USA	
Telekom (Alexa)					CHE																	
Tencent Tingting (Tencent Xiaowei)						CHN																
Teufel (Alexa)							DEU															
Tianmao Jingling (AliGenie)						CHN																
Tic Home Mini (Google Assistant)																						
Ultimate Ears (Alexa)	AUS							ESP				IND					NLD	POL				
Xiaodu at home (Baidu Duer OS)						CHN																
Xiaomi speaker (Orion OS)						CHN													POL	RUS		
Yamaha (Alexa)	AUS								FIN								NLD					ZAF
Yandex.Station (Alisa)																				RUS		
Zolo Mojo (Google Assistant)					CHE		DEU	ESP		FRA	GBR		ITA									USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SEAT	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Škoda	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Smart	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Soueast	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SSangYong	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Subaru	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Suzuki	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tata	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tesla	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Toyota	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Troller Veículos Especiais	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Trumpchi	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Uz-Daewoo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Vauxhall	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Volkswagen	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Volvo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
VTB	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Wuling	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Zotye	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF

Global Consumer Survey / Mobility / Mobility services / Car sharing usage by brand

Car sharing services

Which of these car sharing providers have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
24Go									FIN													
24Rent									FIN													
2EM					CHE																	
4mobility																		POL				
4USMOBILE													ITA									
ADA										FRA												
Adduma car													ITA									
Amber Mobility																	NLD					
Amicarnapoli													ITA									
amiGO													ITA									
Amovens								ESP														
Anytime																						
App2drive							DEU															
Auting													ITA									
Autoriders												IND										
Avis																						
beepbeep			BRA																			
Belkacar																			RUS			
Bilpoolen.nu																				SWE		
Bipi								ESP														
Blox Car									FIN													
Bluecub																						
Bluey																						
BlueTorino													ITA									
bumerang																				RUS		
cambio carsharing							DEU															
Camplify	AUS																					
Car Next Door	AUS																					
car2go																						
Car4you																				RUS		
Car5																				RUS		
Carenda																						
Carengo																MEX						
Carrot																MEX						
Carsharing								ESP														
carsharing24/7																						
CarSmile																				RUS		
Carssum																				KOR		
Caruso Carsharing		AUT																				
Carzonrent												IND										

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
CarzUp				CAN																			
Changan Travel						CHN																	
Citiz (City Roul)										FRA													
City Car Club									FIN														
CityBee																		POL					
Clem'										FRA													
Click2Go																							
colesa																				RUS			
Communauto				CAN						FRA													
ConnectCar																		NLD					
Corrente														ITA									
Darenta																				RUS			
Deal Car																							
Delimobil																				RUS			
Drive My Car	AUS																						
DriveNow																							
Drivezy													IND									USA	
Drivy																							
Eakey						CHN																	
easyCar Club																							
EasyShare																				POL			
eHai																							
EkoRent																							
ELOOP		AUT																					
emov								ESP															
Enjoy														ITA									
Enterprise																							
Enterprise CarClub																							
Enterprise CarShare				CAN																			
Eppy																							
E-Vai														ITA									
EVCARD						CHN								ITA									
FAMILY OF POWER		AUT																					
FIGO Mobility																				NLD			
Flexicar	AUS																						
Flinkster								DEU															
floMOBIL		AUT																					
Ford Carsharing								DEU															
Free2Move								DEU		FRA													
Getaround		AUT					DEU	ESP		FRA	GBR											USA	
GirACI														ITA									
go now!									FIN														
GoFun						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
GoGet	AUS																					
GoMore																						
Green Car															KOR							
GreenGo						CHN																
GreenGoo																		POL				
GreenShareCar	AUS																					
Greenwheels							DEU										NLD					
Happycar															KOR							
Hasee																						
Heimo									FIN													
Hertz 24/7	AUS						DEU	ESP			GBR		ITA									
Hiyacar											GBR											
IGO						CHN																
Izzie																						
JustShareIt																						USA
Juuve																	NLD					
Karusel																			RUS			
KINTO Share																					SWE	
Koolicar										FRA												
LD						CHN																
Liftshare																						
M (Volvo Car Mobility)																						SWE
MatreshCar																			RUS			
Maven																						
MILES							DEU															
MO.Point		AUT																				
mobility					CHE																	
MoObi			BRA																			
Morefun						CHN																
Move About																					SWE	
MyChoize														IND								
MylesCars														IND								
MyWheels																	NLD					
NeiVee															KOR							
NEVS SHARE																					SWE	
O2autocomparte																	MEX					
ÖBB Rail&Drive		AUT																				
Omago									FIN													
Oply Carsharing							DEU															
Orbitz				CAN																		
OuiCar										FRA												
Pand Auto						CHN																
Panek Car Sharing																			POL			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
People Car															KOR							
PonyCar						CHN																
Popcar	AUS																					
Renault Mobility										FRA												
Rent Now																						
Rentmee																			RUS			
Revv												IND										
Sambil																					SWE	
Selfdrive												IND										
SHARE NOW		AUT					DEU	ESP		FRA			ITA				NLD					
Sharemobil																						
Sharengo													ITA									
Sharetoo		AUT																				
Sharoo																						
Sixt Share							DEU										NLD					
SnappCar							DEU										NLD			SWE		
Socar															KOR							
Socialcar								ESP														
Soda						CHN																
stadtmobil							DEU															
Stapp.in																	NLD					
StudentCar																	NLD					
Sunfleet																					SWE	
TaxiElectric																						
tim		AUT																				
TOGO						CHN																
TomaTuCar																MEX						
Traficar																		POL				
TravelCar										FRA												
Turo	AUS	AUT		CAN	CHE			ESP		FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	
U Drive												IND										
Ubeeqo					CHE			ESP		FRA	GBR		ITA									
UbiGo																					SWE	
Urbano			BRA																			
ur-car						CHN																
URentCar																						
Veho Go																						
Virtuo										FRA												
Volercars												IND										
Vozilla																		POL				
WarmCar						CHN																
WeeShare					CHE																	
WeiGongjiao						CHN																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
WIBLE								ESP															
Witkar																	NLD						
Wukong																							
XiaoMing						CHN																	
XrentY																MEX							
Yandex.Drive																				RUS			
YiDu						CHN																	
YouDrive																					RUS		
Yuko													ITA										
Zazcar																							
Zero Car																							
Zimride																						USA	
Zipcaars												IND											
Zipcar				CAN							GBR											USA	
ZITY								ESP		FRA													
Zoomcar												IND											

Global Consumer Survey / Mobility / Mobility services / Ride sharing/hailing usage by brand

Ride sharing/hailing services

Which of these ride sharing / ride hailing providers have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
	99																					
Aamchi Drive												IND										
ADAC Mitfahrclub							DEU															
Addision Lee																						
Airly	AUS																					
Amovens								ESP														
appAcab																	NLD					
appTaxi													ITA									
Autostrade carpooling													ITA									
Avant																						
Bambilo																				RUS		
Bananacar																				RUS		
Beat																MEX						
BeepCar																				RUS		
BerlKönig							DEU															
BesserMitfahren.de							DEU															
Bird																					USA	
BlaBlaCar		AUT	BRA		CHE		DEU	ESP		FRA		IND	ITA			MEX	NLD	POL	RUS			
Bolt		AUT						ESP		FRA	GBR					MEX	NLD	POL	RUS	SWE		ZAF
Boombilla																				RUS		
Bynd																						
Cab4You																			POL			
Cabify								ESP								MEX						
Callbus																						
Caocao						CHN				FRA												
Carona Phone																						
Caronetas																						
Carpling																						
Carpool Canada				CAN																		
Carpooling								ESP														
Caruso Carsharing																						
Carzonrent												IND										
chacha																KOR						
Citygo										FRA												
Citymobil																				RUS		
CLACSOON													ITA									
CleverShuttle							DEU															
Co-op Cabs				CAN																		
Cowboy Taxi				CAN																		
Curb																					USA	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
De Caronas			BRA																			
Diamond				CAN																		
DidaChuxing						CHN																
DiDi	AUS		BRA			CHN										MEX						
Dovezu																				RUS		
Drive2day							DEU															
Driver Hub													ITA									
Dublway																					RUS	
Easy Taxi																MEX						
Easycabs												IND										
e-carpooling.ch					CHE																	
e-covoiturage					CHE																	
edem.rf																					RUS	
Facedrive				CAN																		
Fahrgemeinschaft.de							DEU															
FixuTaxi									FIN													
Flash Taxi				CAN																		
FlixCar										FRA												
Flywheel Software																					USA	
Foahstmit		AUT																				
FREE NOW		AUT					DEU	ESP			GBR		ITA					POL		SWE		
G7 Taxi										FRA												
Geekydriver													ITA									
Gett											GBR										RUS	
Gocarshare											GBR											
GoCatch	AUS																					
GoMore										FRA												
Gopili																						
Greendrive		AUT					DEU															
GroundLink																						USA
Hasee Tailored Car						CHN																
Heetch													ITA									
HELLOGLOBAL						CHN																
Hippocabs												IND										
Hire PTP				CAN																		
HitchHike					CHE																	
Hoop Carpool								ESP														
hopcar.pl																					POL	
HopHop Ride	AUS																					
IDOSH					CHE																	
iDVroom																						
iHail	AUS																					
inDriver																MEX						ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
InGoGo	AUS																					
InOneCar																		POL				
InstaRyde																						
inTaxi													ITA									
iTaxi																		POL				
itTaxi													ITA									
JedziemyRazem																		POL				
Jekalo																						
Joinup								ESP														
Joopin																		POL				
Journify								ESP														
Jugnoo												IND										
Jumpin rides																						ZAF
Kabbee											GBR											
Kakao T															KOR							
Kapten																						USA
Karos										FRA												
Karzoo																						
Klaxit										FRA												
La Roue Verte										FRA												
Lähitaksi									FIN													
LeCab										FRA												
Liftshare											GBR											
Lime																						USA
Limos.com																						USA
Lyft				CAN																		USA
Macaron Taxi															KOR							
Maxi mobility																						
Maxim																						RUS
Me leva			BRA																			
Mega cabs												IND										
MeiTuan Dache						CHN																
Menevä									FIN													
Menoksi																						
Meru												IND										
mifaz.de							DEU															
Mio Autista																						
Mobicoop										FRA												
Mobility-Carpool					CHE																	
MOIA							DEU															
Moovit Carpool			BRA																			
muve	AUS																					
Mvmant													ITA									

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
MyEcoCar										FRA												
MyTaxi																						
Ncc Italy													ITA									
NTL TAXI												IND										
Ola	AUS										GBR	IND										
ON TIME						CHN																
Onecab																					SWE	
OTAXI Oulu									FIN													
OuiHop'										FRA												
PAPA																						KOR
Pendlerportal.de							DEU															
Pidetaxi								ESP														
Pjatjorotschka																						
Pocatili																						RUS
Poolus																						KOR
Poparide				CAN																		
Poputchiki																						RUS
Quick Ride												IND										
RACC Hop								ESP														
Radio Taxi Catalana								ESP														
Ren Mai Tuan																						
ReRyde				CAN																		
RoulezMalin										FRA												
Royal				CAN																		
Rydo	AUS																					
Sameneenrit																						NLD
SavaariCar rentals												IND										
Scooti																						
Shebah	AUS																					
Shofer																						
ShouQi						CHN																
Skjutsgruppen																						SWE
Smart Ncc Mobile													ITA									
sRide												IND										
Staxi																						NLD
Stretch																						
Summon																						
Sverigetaxi																						SWE
T map Taxi																						KOR
TABcab																						
TADA																						KOR
Taksi Helsinki									FIN													
Taksini									FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TangoRide											GBR												
Taxi Direct																	NLD						
Taxi Electric																	NLD						
Taxi Göteborg																					SWE		
Taxi Skåne																					SWE		
Taxi Stockholm																					SWE		
Taxi Väst																					SWE		
Taxi.eu																	NLD						
TaxiClick								ESP															
TaxiClick Easy													ITA										
Taxify																							
TaxiKurir																					SWE		
Taxito					CHE																		
TaxiUapp																	NLD						
TCA - Taxicentrale Amsterdam																	NLD						
tictactrip										FRA													
Toogethr																	NLD						
TOPCAB																					SWE		
Twogo							DEU																
Uber	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Upauto																							
UpperBus																							
Urbvan																MEX							
Vado e Vengo													ITA										
Valopilkku									FIN														
Vezet																			RUS				
Viajest								ESP															
Viavan											GBR												
wvipone						CHN																	
Waave																						USA	
Waygo Blue																							
Waze Carpool			BRA																				
WeRide																					SWE		
Wetaxi													ITA										
Wheely											GBR												
Whim									FIN														
xooox											GBR												
YandexTaxi																				RUS			
Yangguang						CHN																	
Yango									FIN														
Yeller																	NLD						
Yongche						CHN																	
YooKoo																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Zagster																							
Zego																							
Zify												IND											

Global Consumer Survey / Travel / eTravel / Hotel / private accommodation online bookings by brand

Hotel / private accommodation online bookings

From which of these online providers have you booked an accommodation – hotel or private accommodation – in the past 12 months (website or app)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
9flats																							
AccorHotels										FRA								POL					
Afristay																							ZAF
Agoda	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR				RUS	SWE	USA	ZAF	
Airbnb	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Airtours																					SWE		
Almundo																MEX							
Amoma.com																							
Apollo																					SWE		
Atrápalo								ESP															
Aviasales																				RUS			
BedyCasa																							
Bestday																MEX							
Booking.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
CaseVacanza.it													ITA										
checkfelix		AUT																					
Cleartrip												IND											
Ctrip						CHN																	
CVC			BRA																				
Daily Hotel															KOR								
De Vakantie Discounter																		NLD					
Decolar.com			BRA																				
Despegar México																MEX							
D-reizen																		NLD					
ebookers					CHE				FIN														
ebooking.com											GBR												
eDestinos			BRA																				
eDreams								ESP		FRA			ITA			MEX							
eholiday.pl																						POL	
ehotel																							
eLong						CHN																	
eSky.pl																						POL	
E-turysta.pl																						POL	
Expedia	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD			SWE	USA		
fajnewczaszy.pl																						POL	
FeWo-direkt							DEU																
Flipkey	AUS			CAN																			
getaroom																							
Goibibo												IND											
GreenTree Inn						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Hana Tour															KOR								
HolidayCheck		AUT					DEU																
Holidayguru																	NLD						
holidu																							
Home Inn						CHN																	
HomeAway	AUS																						
Homelidays																							
Homestay				CAN							GBR											USA	
hometogo																							
Hostelbookers																							
Hostelworld				CAN			DEU				GBR		ITA				NLD						
Hoteis.com			BRA																				
Hotel Urbano			BRA																				
Hotel.ch					CHE																		
Hotel.info																							
hoteles.com								ESP															
Hoteles-Mexico																	MEX						
Hotelhunter																							
Hotellook																						RUS	
Hotelpass																							KOR
Hotelreservation																							
hotelreservierung.at																							
Hotels Combine																							
Hotels.com	AUS	AUT		CAN	CHE	CHN	DEU		FIN	FRA	GBR	IND	ITA		KOR		NLD	POL	RUS	SWE	USA	ZAF	
Hotels.nl																	NLD						
HotelsCombined											GBR				KOR								
HotelSpecials																	NLD						
Hotwire				CAN																			USA
HRS		AUT					DEU										NLD						
Huazhu						CHN																	
Ice lolly																							
Interpark Tour																							KOR
ixigo												IND											
Jetcost									FIN														
KAYAK	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
KidandCoe																							
Kras																							NLD
Kurzurlaub.at		AUT																					
lastminute	AUS				CHE		DEU	ESP		FRA	GBR		ITA										
liligo										FRA													
Logitravel								ESP															
Mafengwo						CHN																	
MakeMyTrip												IND											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Matkapörssi																							
Mayi																							
Meituan						CHN																	
meteor24.pl																							
MisterBandB																							
momondo																							
MrJet.se																							
Nocowanie.pl																			POL				
Nordic Choice Hotels																					SWE		
Oktogo																							
OneTravel																							
Opodo		AUT		CAN	CHE		DEU			FRA	GBR		ITA										
Orbitz																						USA	
Ostrovok																				RUS			
Oui.sncf										FRA													
Oyo Rooms												IND											
Peixe Urbano			BRA																				
Plateno						CHN																	
PolskieSzlaki.pl																							
Priceline																						USA	
Pricetravel																MEX							
Qunar						CHN																	
Rantapallo									FIN														
Resia																					SWE		
Roomguru																							
RoomsForAfrica																							ZAF
Ruefa																							
Rumbo								ESP															
SafariNow																							ZAF
SA-Venues.com																							ZAF
SeeTrip																							
Sembo																							
Sleeping-OUT																							ZAF
Stayz.com.au	AUS																						
Submarino Viagens			BRA																				
Sunweb																					NLD		
Supersaver									FIN														
Swishotels.com					CHE																		
Travel Supermarket											GBR												
Travelground																							ZAF
Travelist																				POL			
Travelocity				CAN																		USA	
TravelPlanet																				POL			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Travelstart																							ZAF
Trip.com	AUS																						
TripAdvisor	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
trivago	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TUI		AUT			CHE		DEU			FRA													
Tujia						CHN																	
TVIL																				RUS			
VakantiePiraten																	NLD						
Viajala																MEX							
Ving																					SWE		
Voordeeltjes																	NLD						
VoyagesSNCF																							
Vrbo		AUT	BRA	CAN				ESP	FIN				ITA		MEX					SWE	USA		
Wakacje.pl																					POL		
Weekendesk																							
Wego												IND											
WhereToStay																							ZAF
wimdu																							
Wotif	AUS																						
Xiaozhu						CHN																	
Yanolja																	KOR						
Yatra												IND											
Yeogiottae																	KOR						
Zarpo			BRA																				

Global Consumer Survey / Travel / Travel products / Car rental bookings by brand

Car rental bookings

Which of these providers have you rented a car from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1Hai						CHN																	
24Rent									FIN														
99rent																		POL					
Ace Rent-A-Car											GBR											USA	
Acorn Rentals	AUS																						
ADA										FRA													
Advantage Rent-A-Car																						USA	
Airport Vienna Car Rental		AUT																					
AJ Rent-A-Car																KOR							
Alamo	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL		SWE	USA		
Alpha Car Hire	AUS																						
Amazon Car																							
America Car Rental																	MEX						
Apex Car Rentals	AUS																						
atzuche						CHN																	
Auto Europe		AUT											ITA				NLD				SWE		
Autoescape										FRA													
Autoeurope.fi																							
Autoprokat 24																				RUS			
AutoRent																	NLD						
Autovia													ITA										
AviaRent									FIN														
Avis	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Azul Viagens			BRA																				
Bidvest Car Rental																							ZAF
biluthyrning.nu																						SWE	
Buchbinder		AUT					DEU																
Budget	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
BYOJet	AUS																						
CAR						CHN																	
Car Net																						POL	
CarDelMar																	NLD						
Carfree																						POL	
Carmore																KOR							
CarNGo																							
Carzonrent												IND											
Centauro Rent a Car								ESP					ITA										
CheapCars																	NLD						
CICAR								ESP															
Circle K																						SWE	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Compass Corp																							
Costco																							USA
CSD						CHN																	
Ctrip Car						CHN																	
Dafang						CHN																	
Dazhong																							
Decolar.com			BRA																				
Delimobil																							
Diks Autoverhuur																	NLD						
Discount Car and Truck Rentals				CAN																			
dollar				CAN	CHE		DEU				GBR					MEX						USA	
Dongbu Rent Car																KOR							
Drive South Africa																							ZAF
Drivezy												IND											
Drivy																							
Easirent											GBR												
East Coast Car Rentals	AUS																						
easycar													ITA				NLD						
Eco Rent a Car												IND											
eDestinos			BRA																				
eDreams																							
Enterprise Rent-A-Car	AUS	AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR					MEX	NLD	POL		SWE	USA		
Europcar	AUS	AUT	BRA		CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
Eurorent									FIN														
Expedia	AUS		BRA																				
Express Car Rental																						POL	
ezucoo																							
Firefly								ESP			GBR					MEX							
FIRENT																							
First Car Rental																							ZAF
Foco			BRA																				
Fox Rent a Car																	MEX						
France Cars										FRA													
Getaround																							
Global Rent-a-Car		AUT																					
Gogo Rent A Car																KOR							
Goldcar								ESP											RUS				
Green Motion							DEU		FIN		GBR					MEX				SWE	USA		
Griffin-Auto																							
Hanjin Rent-A-Car																							KOR
happy car																							
Helsingin autovuokraamo									FIN														
Hertz	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Hi Rent a Car															KOR								
Hotwire																							
Hyrbil24																							
Hyundai Capital																							
Interrent							DEU	ESP															
izuche						CHN																	
Jeju Star Rent a Car															KOR								
KAV Autoverhuur																	NLD						
KAYAK																							
Keddy By Europcar																							
Kia																							
Kulula																						ZAF	
Localiza			BRA																				
Lotte Rental															KOR								
Mabi																					SWE		
Maggiore													ITA										
Mex Rent a Car																MEX							
Movida			BRA																				
Mundi																							
MyChoize												IND											
Myles												IND											
Naprokat																			RUS				
National Car Rental	AUS			CAN	CHE		DEU	ESP		FRA	GBR					MEX	NLD					USA	
No Birds Car Rental																							
North India Car Rental												IND											
OK autorent									FIN														
OK Rent a Car								ESP															
OKQ8																						SWE	
Panek																						POL	
Paylesscar																							
Pepocar								ESP															
Quicar																							
Record go								ESP															
RedCap Rent-A-Car															KOR								
Referência																							
Renault Rent																							
Rent-A-Car										FRA													
Rentalcars.com				CHE					FIN	FRA	GBR		ITA								SWE	USA	ZAF
Rent-a-Wreck																							
Rentcarus																						RUS	
Rentis																						POL	
Rentmotors																						RUS	
Reocar						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Revv												IND											
Right2Drive																							
Rolf																			RUS				
Routes Car Rental				CAN																			
S.s.Travels												IND											
Samsung Card																							
Scandia Rent									FIN														
SHM Car Hire																							
SicilybyCar													ITA										
Sixt	AUS	AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
SK rent-a-car															KOR								
Starcar							DEU																
Submarino Viagens			BRA																				
sunnycars		AUT			CHE		DEU										NLD						
Swiss Rent Car					CHE																		
Tempest Car Hire																							ZAF
Thrifty	AUS	AUT		CAN	CHE		DEU		FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	ZAF	
Top1						CHN																	
TopCars																							POL
Travelocar												IND											
Troyka																							RUS
Ucar										FRA													
Unidas			BRA																				
U-Save																							
ViajaNet			BRA																				
Volercars																							IND
Vroom Drive																							IND
Wotif																							
Wukong						CHN																	
Xtreme Car Rental																							ZAF
Yodo																							RUS
Yongche																							
Zoomcar																							IND
Zuzuche						CHN																	
zyppys																							IND

Global Consumer Survey / Travel / eTravel / Flight search engine online bookings by brand

Flight search engine online bookings

Which of these providers have you booked a flight from in the past 12 months (online booking via a website or app)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
123 Milhas			BRA																				
1-2-fly.ch																							
Aero.pl																		POL					
Agoda													ITA									ZAF	
Alibabuy																							
Anywayanyday																						RUS	
Atrápalo								ESP															
Auction Tour																KOR							
Aunt Betty	AUS																						
Aviakassa																						RUS	
Aviapoisk																						RUS	
Aviasales																						RUS	
Bestday																	MEX						
billigflieger.de							DEU																
billig-reise.ch					CHE																		
Blue Sky																						POL	
Booking.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
BravoFly																							
BudgetAir	AUS																					NLD	
BYOjet	AUS																						
Cheapflights				CAN							GBR											USA	ZAF
cheapOair	AUS			CAN																		USA	
CheapTickets.ca				CAN																			
CheapTickets.com																							
CheapTickets.nl																						NLD	
Check24																							
checkfelix		AUT																					
Cleartrip												IND											
Computicket																						ZAF	
Corendon																						NLD	
Ctrip						CHN																	
CVC			BRA																				
dealchecker											GBR												
Decolar.com			BRA																				
Despegar México																						MEX	
discountfluege.ch																							
dohop.com					CHE																		
Domestic Flights South Africa																						ZAF	
D-reizen																						NLD	
EaseMyTrip												IND											

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Easyvoyage										FRA														
ebookers					CHE		DEU		FIN	FRA											SWE			
eDestinos			BRA																					
eDreams			BRA					ESP		FRA			ITA			MEX		POL						
eLong						CHN																		
ePrzeloty.pl																					POL			
eSky									FIN												POL			
Eticket.fi									FIN															
Expedia	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA			
FareCompare											GBR													
Fliggy						CHN																		
Flight Centre	AUS																						ZAF	
Flightfinder																								
FlightSite																							ZAF	
Flipo																								
fluege.ch																								
fluege.de					CHE		DEU																	
flugbuchung.at																								
Flugladen.at		AUT																						
fly.pl																						POL		
flybuys travel	AUS																							
FlygCity																								
Flygresor.se																							SWE	
Fru.pl																						POL		
Gmarket Tour															KOR									
GO Voyages										FRA														
Goibibo												IND												
Google Flights	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA			
Goomo												IND												
Gruber																								
Halvat lennot									FIN															
Hana Tour															KOR									
hang ban guan jia						CHN																		
Happyeasygo												IND												
Helloworld Travel	AUS																							
Hipmunk																								
Holidayguru																								
Hopper				CAN																			USA	
Hotwire				CAN																			USA	
Hyundai Privia Travel																								
I-Avion																								
idealo							DEU	ESP																
Illico Travel										FRA														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Interpark Tour																							
IRCTC												IND											
Jetabroad																							
Jetcost			BRA						FIN		GBR												
KAYAK	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP		FRA	GBR		ITA		KOR	MEX		POL				USA	
Kelkoo																							
kiwi																							
Kiwi.com													ITA			MEX	NLD					SWE	
Klook						CHN																	
Kupibilet																						RUS	
lastminute	AUS	AUT			CHE		DEU	ESP		FRA	GBR		ITA										
liligo										FRA													
Logitravel													ITA										
lvmama						CHN																	
LY.com						CHN																	
Mafengwo						CHN																	
MakeMyTrip												IND											ZAF
Max Milhas			BRA																				
Meituan Travel						CHN																	
Mode Tour																							
momondo		AUT	BRA	CAN	CHE		DEU	ESP	FIN		GBR		ITA			MEX	NLD	POL	RUS	SWE	USA		
Mundi																							
Mundo Joven																MEX							
myrealtrip																							
Mytrip.com																							
Odenresor																							
Omio										FRA			ITA										
OneTravel																							USA
OneTwoTrip																						RUS	
Online Tour																							
Opodo		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA										
Orbitz																MEX							USA
OZON.Travel																						RUS	
Paytm												IND											
Pirati in viaggio																							
Playwings																							
Priceline																							USA
Pricetravel																MEX							
Qunar						CHN																	
Rantapallo									FIN														
RCG																							SWE
Refly																							
Reseguiden																							SWE

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Rozetka Travel																							
Rumbo								ESP															
SchipholTickets.nl																	NLD						
Seat24																					SWE		
Sembo																							
skiplagged																							
Sky4Fly																		POL					
skycheck.at																							
Skyscanner	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Submarino Viagens			BRA																				
Supersaver									FIN														
Supersavertravel																					SWE		
Svyaznoy.Travel																			RUS				
swoodoo		AUT			CHE		DEU																
Tanie-Loty.pl																		POL					
Thomas Cook India												IND											
Ticket									FIN												SWE		
Ticket.fi																							
Tickets.ru																			RUS				
Tix.nl																	NLD						
Trabber																							
Travel How																							
Travel Supermarket											GBR												
travel.ch																							
Travelgenio								ESP								MEX							
Travellink									FIN												SWE		
Travelmarket																					SWE		
Travelocity				CAN																		USA	
Travelpartner																							
Travelstart																					SWE		ZAF
Trip.com																							
TripAdvisor		AUT		CAN	CHE		DEU	ESP		FRA	GBR		ITA										
Tripmonster																							
ttangcheori.com																KOR							
TUI																		NLD					
Tuniu						CHN																	
Tutu.ru																					RUS		
Via												IND											
Viajala																	MEX						
ViajaNet			BRA																				
Viajes El Corte Inglés								ESP															
Vliegtickets																		NLD					
Vliegwinkel																		NLD					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
volagratis													ITA										
Voopter																							
Voyagemoinscher																							
Web Tour															KOR								
Webjet	AUS																						
WhyPayMore																							
Wotif	AUS																						
WTC.nl																	NLD						
Yatra												IND											
Yellow Baloon Tour															KOR								
Zupper																							

Global Consumer Survey / Travel / Travel products / Flight bookings by airline brand

Airlines

Which of these airlines have you booked a flight from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Aer Lingus											GBR											
Aeroflot									FIN										RUS			
Aerolineas Argentinas			BRA																			
Aeromar																MEX						
Aeromexico																MEX						
Air Astana																			RUS			
Air Busan															KOR							
Air Canada		AUT		CAN																	USA	
Air China						CHN									KOR							
Air Creebec																						
Air Europa								ESP														
Air France		AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	
Air France HOP										FRA												
Air India												IND										
Air Italy																						
Air New Zealand	AUS																					
Air Nostrum								ESP														
Air Seoul															KOR							
Air Transat				CAN																		
AirAsia	AUS											IND										
airBaltic									FIN													
Airlink																						ZAF
AirMoldova																						
Alaska Airlines				CAN																	USA	
Alitalia			BRA				DEU						ITA									
Allegiant Air																					USA	
Alliance Airlines	AUS																					
ALROSA Airlines																			RUS			
American Airlines			BRA	CAN							GBR					MEX					USA	
Asiana Airlines															KOR							
Aurora																						
Austrian Airlines		AUT																				
Avianca			BRA													MEX						
Azul			BRA																			
Binter Canarias								ESP														
Blue Panorama													ITA									
BRA																				SWE		
British Airways		AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL			USA	ZAF
Brussels Airlines					CHE																	
Buffalo Airways																						

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Calm Air																						
Capital Airlines						CHN																
Cathay Pacific	AUS					CHN					GBR				KOR							
CemAir																						ZAF
Central Mountain Air																						
Chair Airlines					CHE																	
China Eastern Airlines						CHN									KOR							
China Southern Airlines	AUS					CHN									KOR							
Condor							DEU															
Copa Airlines																MEX						
Corendon Airlines																	NLD					
Croatia Airlines																						
Czech Airlines																						
Delta Air Lines			BRA	CAN									ITA			MEX	NLD				USA	
Dragon Air						CHN																
Easter Jet															KOR							
easyJet		AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL		SWE		
Edelweiss Air					CHE																	
Emirates	AUS			CAN	CHE		DEU			FRA	GBR	IND	ITA				NLD	POL		SWE	USA	
Endeavor Air																						
Enter Air																					POL	
Etihad																						
Etihad Airways	AUS						DEU															
Eurowings		AUT			CHE		DEU	ESP									NLD					
ExpressJet Airlines																						
Fastjet																						
Fiji Airways																						
Finnair		AUT							FIN										POL		SWE	
First Air																						
Flybe											GBR											
FlySafair																						ZAF
Frontier Airlines																						USA
GoAir												IND										
Gol			BRA																			
Hainan Airlines						CHN																
Helijet																						
Helvetic Airways					CHE																	
Iberia			BRA				DEU	ESP		FRA			ITA			MEX						
Iberia Express								ESP														
Icelandair									FIN													
Indigo												IND										
Interjet																MEX						
IrAero																					RUS	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Jazz				CAN																		
Jeju Air															KOR							
Jet Airways																						
Jet2											GBR											
JetBlue Airways																					USA	
Jetstar	AUS																					
Jin Air															KOR							
Juneyao Air						CHN																
KLM		AUT			CHE		DEU		FIN	FRA						MEX	NLD	POL		SWE	USA	ZAF
Korean Air															KOR							
Kulula																						ZAF
LATAM			BRA													MEX						
Laudamotion																						
LOT Polish Airlines																					POL	
Lucky Air																						
Lufthansa		AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL		SWE	USA	
Magnicharters																MEX						
Malaysia Airlines		AUS										IND										
Mango Airlines																						ZAF
Mesa Airlines																						
NordStar																					RUS	
NordWind Airlines																						RUS
Norra									FIN													
Northwestern Air																						
Norwegian								ESP	FIN	FRA	GBR							POL		SWE		
PALairlines																						
Passaredo																						
Pegasus Airlines																						SWE
Pobeda																						RUS
PSA Airlines																						
Qantas	AUS																					
Qatar Airways	AUS	AUT							FIN	FRA			ITA				NLD				SWE	
Red Wings																						RUS
Republic Airlines																						
Rex (Regional Express)	AUS																					
Rossiya																						RUS
Royal Air Maroc																						
Ryanair		AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL		SWE		
S7 Airlines																						RUS
SA Airlines																						ZAF
SAS		AUT							FIN												POL	SWE
Scandinavian Airlines																						
Shandong Airlines						CHN																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ShangHai Air																							
Shenzhen Airlines						CHN																	
Sichuan Airlines						CHN																	
Singapore Airlines	AUS											IND											
SKY Airline			BRA																				
SkyWest Airlines																							
Smartavia / Nordavia																			RUS				
Smartwings																		POL					
South African Airways (SAA)																							ZAF
Southwest Airlines				CAN																		USA	
SpiceJet												IND											
Spirit Air																						USA	
Spring Airlines						CHN																	
Star Air												IND											
Sunclass Airlines																					SWE		
Sunwest Aviation																							
SWISS		AUT			CHE							IND							POL				
TAAG																							
Tap Portugal			BRA		CHE				FIN														
TAR																							
Thai Airways												IND				KOR							
Thomas Cook																							
Tianjin Airlines						CHN																	
Tigerair	AUS																						
Transavia										FRA								NLD					
Trujet												IND											
TUI							DEU		FIN		GBR							NLD					
Turkish Airlines		AUT					DEU		FIN	FRA			ITA						RUS		SWE		
T'way Air																KOR							
United Airlines			BRA	CAN													MEX					USA	
Universal Helicopters																							
Ural Airlines																				RUS			
Utair																				RUS			
VietJet Air																KOR							
Vietnam Airlines																KOR							
Virgin Atlantic											GBR												
Virgin Australia	AUS																						
Vistara Airlines												IND											
VivaAerobus																	MEX						
Volaris																	MEX						
Volotea								ESP					ITA										
Vueling								ESP		FRA			ITA						NLD				
Wasaya Airways																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
West Air						CHN																
West Wind Aviation																						
Westjet				CAN																		
Wizz Air		AUT			CHE		DEU	ESP		FRA	GBR		ITA				NLD	POL		SWE		
XiaMen Air						CHN																
XL Airways France																						
Yamal Airlines																						RUS
Zoom Air												IND										

Global Consumer Survey / Travel / Travel products / Package holiday bookings by brand

Package holiday bookings

Which of these providers have you booked a package holiday from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1001tur																			RUS			
54traveler						CHN																
Ab-in-den-urlaub		AUT			CHE		DEU															
Airtours																				SWE		
Aktiv-Resor																						
alltours		AUT			CHE		DEU															
Almundo																						
Alpitour													ITA									
Alpresor																				SWE		
American Express																MEX						
Anex Tour																			RUS			
ANWB																	NLD					
Aoyou						CHN																
Apollo									FIN											SWE		
Apollomatkat																						
Atrápalo								ESP														
Aunt Betty	AUS																					
Aurinkomatkat									FIN													
Azul Viagens			BRA																			
Best Reisen																					POL	
Bestday																	MEX					
Billa Reisen		AUT																				
billigweg.at																						
Bluvacanze																						
Booking.com																	MEX					USA
Buscounchollo.com								ESP														
CheapTickets				CAN																		USA
checkfelix		AUT																				
Cleartrip												IND										
Club Mahindra Holidays																						
ClubMed													ITA									
cncn																						
Computravel																						ZAF
Coppel Viajes																	MEX					
Coral Travel																					POL	RUS
Corendon																				NLD		
Cox and Kings												IND										
Ctrip						CHN																
CVC			BRA																			
De Vakantie Discounter																						NLD

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
De Vakantie Discounter																	NLD					
Decolar.com			BRA																			
Descapada.com								ESP														
Despegar México																MEX						
Destina								ESP														
Detur									FIN											SWE		
D-reizen																	NLD					
EaseMyTrip												IND										
easyJet Holidays											GBR											
ebookers					CHE		DEU			FRA	GBR	IND										
Ecco Holiday																		POL				
eDreams	AUS			CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD		RUS		USA	ZAF
eLong						CHN																
Evvai																						
Exim Tours																		POL				
Expedia	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD			SWE	USA	
ferienhelden.ch					CHE																	
Ferienpiraten					CHE																	
First Choice											GBR											
Fliggy						CHN																
Flight Centre	AUS			CAN							GBR											ZAF
Flight Network				CAN																		
Flugbuchung.com																						
FlygCity																						
FOX.nl																	NLD					
FTI Touristik		AUT			CHE		DEU										NLD					
Funclub																		POL				
Futura Vacanze													ITA									
Goibibo																						
GoVoyages										FRA												
Gran Plan																MEX						
Greco Holiday																					POL	
Grupa Almatour																					POL	
Gulet		AUT																				
Hana Tour																					KOR	
Hanjin Tour																					KOR	
Helloworld	AUS																					
Helvetic Tours					CHE																	
Hofer Reisen		AUT																				
HolidayCheck		AUT			CHE		DEU															
Holidayguru					CHE												NLD					
HolidayPirates											GBR											
Hotel Urbano			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hotelplan					CHE																	
Hotwire	AUS			CAN																		USA
ICS Travel																				RUS		
Ikaalisten matkatoimisto									FIN													
Indian Holiday												IND										
Interjet Vacations																MEX						
Interpark Tour															KOR							
Intourist																				RUS		
IRCTC												IND										
Itaka																					POL	
Jet2 Holidays											GBR											
Kalevatravel.fi																						
KAYAK				CAN				ESP			GBR		ITA				NLD					ZAF
Kesari Tours												IND										
Konsorcjum PBP																					POL	
Kras																	NLD					
Kulula																						ZAF
KUONI					CHE																	
lastminute	AUS	AUT	BRA				DEU	ESP		FRA	GBR		ITA				NLD			SWE	USA	
Lastminuteclick													ITA									
LastMinutes																						
LevelTravel																					RUS	
Liverpool																MEX						
L'Officiel des Vacances										FRA												
Logitravel								ESP					ITA									
Logos Tour																					POL	
Look Voyage																						
Lotte JTB																					KOR	
Lotte Tour																					KOR	
l'tur		AUT			CHE		DEU															
lv mama						CHN																
LY.com						CHN																
Mafengwo						CHN																
Magnicharters																MEX						
MakeMyTrip												IND										
Mango City						CHN																
Matkapojat									FIN													
Matkavekka																						
Megatravel																MEX						
Mode Tour																KOR						
momondo			BRA						FIN	FRA											SWE	
MrJet.se																					SWE	
Mundi			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mundo Joven																MEX							
My Holiday Centre	AUS																						
Nazar																					SWE		
Neckermann																							
Net Holiday																							
Nexus Holidays	AUS																						
Nix-wie-weg.de																							
Olympia																							
OneTwoTrip																					RUS		
Online Tour																KOR							
Onlinetours																					RUS		
onthebeach.co.uk											GBR												
Opodo	AUS						DEU	ESP	FIN	FRA			ITA								SWE	USA	
Oui sncf										FRA													
Oyo Rooms																							
PartirPasCher.com										FRA													
Pegas Touristik																					RUS		
Pentravel																							ZAF
PerfectStay																							
PiratinViaggio													ITA										
priceline.com				CAN																			USA
Pricetravel																MEX							
PrijsVrij.nl																	NLD						
Prima Holiday																					POL		
PromoVacances										FRA													
Qunar						CHN																	
Rainbow Tours																						POL	
Red Tag Vacations				CAN																			
Redcap Tour																							
Ruefa		AUT																					
Rumbo								ESP															
Ryanair																							
Secret Escapes														ITA									
Sembo																							
Solresor																					SWE		
Sonnenklar.tv							DEU																
SOTC												IND											
Springtour						CHN																	
STA Travel	AUS																						ZAF
Statravel																							
Submarino Viagens			BRA																				
Sun&Fun																					POL		
Sunmar																					RUS		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Sunweb																	NLD					
Sunwing Vacations				CAN																		
Supersaver																						
Suretravel																						ZAF
SWISS Holidays					CHE																	
Tez Tour																			RUS			
Thomas Cook																						
Thomas Cook India												IND										
Thompsons Holidays																						ZAF
Thomson																					SWE	
Ticket																						
Tjäreborg									FIN													
Tour 2000																						
Trafalgar																						ZAF
Travel Baksa																						
Travel Online	AUS																					
Travel Supermarket											GBR											
Travel.co.za																						ZAF
travel24.at																						
Travelata																					RUS	
Traveldream																						
TravelGuru												IND										
Travellink																					SWE	
Travelocity				CAN				ESP														USA
Travelogy India												IND										
TravelPirates																						USA
Travelstart																						ZAF
Travelzoo				CAN																		USA
Tripadeal	AUS																					
TripAdvisor																						NLD
TUI		AUT			CHE		DEU	ESP	FIN	FRA	GBR											NLD
Tuniu						CHN																
Tutu																						RUS
UCPA											FRA											
Urlaubsguru		AUT					DEU															
Urlaubspiraten		AUT					DEU															
VakantiePiraten																						NLD
Vakanties.nl																						
Veratour																						ITA
Very Good Tour																						KOR
ViajaNet				BRA																		
Viajar Barato				BRA																		
Viajes El Corte Inglés								ESP														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Viking Line																							SWE	
Ving																								SWE
Virgin Australia																								
Virgin Holidays											GBR													
Volagratis													ITA											
Volaris																MEX								
Voyage Privé										FRA														
voyagespirates										FRA														
VoyagesPrivés																								
VoyagesSNCF																								
Webjet	AUS																							
weg.de							DEU																	
Wotif	AUS																							
Wygoda Travel																								POL
Yallayalla																								
Yatra												IND												
Yellow Baloon Tour																								KOR

Global Consumer Survey / Food & nutrition / Grocery shopping / Grocery shopping by store brand

Grocery stores

From which of these stores do you regularly buy food and products for everyday use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
7-Eleven	AUS					CHN																
A&O													ITA									
ADEG		AUT																				
Ahorramas								ESP														
Albert Heijn																	NLD					
Albertsons																						USA
Alcampo								ESP														
Aldi	AUS				CHE	CHN		ESP		FRA	GBR		ITA				NLD	POL				USA
Aldi Nord							DEU															
Aldi Süd							DEU															
Alepa									FIN													
Alnatura							DEU															
Alsuper																MEX						
Asda											GBR											
Assaí Atacadista			BRA																			
Atacadão			BRA																			
Auchan										FRA			ITA					POL	RUS			
Azbuka Vkusa																			RUS			
Bahamas			BRA																			
Bailian						CHN																
Bennet													ITA									
Biedronka																		POL				
Big Bazaar												IND										
Big W																						
Billa		AUT																				RUS
BIO COMPANY							DEU															
BJ's																						USA
Bodega Aurrerá																MEX						
Bompreço			BRA																			
bonÀrea								ESP														
Boni																	NLD					
Bonpreu								ESP														
Booths											GBR											
Boxer Superstores																						ZAF
Bretas			BRA																			
Budgens											GBR											
Calimax																MEX						
Cambridge Food																						ZAF
Caprabo								ESP														
Carrefour			BRA			CHN		ESP		FRA			ITA								POL	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Carvalho e Fernandes																							
Casa Ley																MEX							
Casino										FRA													
Cencosud																							
Century Mart						CHN																	
Checkers																							ZAF
Chedraui																MEX							
City Gross																					SWE		
City Market																MEX							
Coles	AUS																						
Conad														ITA									
Condor			BRA																				
Coop					CHE								ITA			NLD				SWE			
Co-op											GBR												
Cora										FRA													
Costa Azul Supermercados			BRA																				
Costco	AUS			CAN							GBR				KOR	MEX						USA	
Couche-Tard				CAN																			
Covirán								ESP															
CR Vanguard						CHN																	
Crai														ITA									
David Jones																							
D'Avó Supermercados			BRA																				
Deen Supermarkten																	NLD						
Dekamarkt																	NLD						
Delikatesy Centrum																			POL				
Denner					CHE																		
denn's Biomarkt		AUT					DEU																
Despar														ITA									
DIA			BRA					ESP															
Dino																						POL	
Dirk																	NLD						
DIXY																						RUS	
D-Mart													IND										
Dollarama				CAN																			
Drakes	AUS																						
E.Leclerc										FRA												POL	
Easy Joy																							
Easyday														IND									
Edeka							DEU																
Eko																							
Ekoplaza																						NLD	
El Corte Inglés								ESP															

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Emart															KOR							
Emart Everyday															KOR							
Emté Supermarkten																						
Eroski								ESP														
Esselunga													ITA									
Eurocash																				SWE		
Eurospin													ITA									
Extra			BRA																			
famila							DEU						ITA									
FamilyMart																						
Farmfoods											GBR											
Food Basics				CAN																		
Food Lovers Market																						ZAF
Food Works	AUS																					
Foodland	AUS																					
Formosa Supermercados			BRA																			
Franprix										FRA												
Fred Meyer																					USA	
FreshCo.				CAN																		
Fresko																MEX						
Friendly Grocer	AUS																					
Gadis								ESP														
Game																						ZAF
Giassi & Cia																						
Globus																			RUS			
Grand Frais										FRA												
GS Supermarket															KOR							
Halpa-Halli									FIN													
Hanaro Mart															KOR							
Handlar'n																				SWE		
H-E-B																MEX						
Hemköp																				SWE		
Heritage Foods												IND										
Hipercor								ESP														
Hofer		AUT																				
Homeplus															KOR							
Homeplus Express															KOR							
Hoogvliet																	NLD					
Hortifruti			BRA																			
HyperCITY												IND										
Hy-Vee																						USA
ICA																				SWE		
Iceland											GBR											

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
IGA	AUS			CAN																		
Intermarché										FRA								POL				
Inzone						CHN																
Iper, La grande i													ITA									
Jan Linders																	NLD					
Jumbo																	NLD					
Karusel																			RUS			
Kaufland							DEU												POL			
K-Citymarket									FIN													
Kim's Club Mart																KOR						
K-Market									FIN													
Kmart																						
Krasnoe & Beloe																			RUS			
Kroger																					USA	
K-Supermarket									FIN													
L. Delhaize																						
La Comer																	MEX					
Leader Price										FRA						KOR						
Lenta																			RUS			
Lewiatan																			POL			
Lidl		AUT			CHE		DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL		SWE	USA	
Lifvs																				SWE		
Loblaws				CAN																		
Longo's				CAN																		
Lotte Mart																KOR						
Lotte Premium Market																KOR						
Lucky 7																						
Mac's Convenience Stores				CAN																		
Magnit																			RUS			
Magnolia																			RUS			
Makro			BRA															NLD				ZAF
Margin Free Market												IND										
Marks & Spencer											GBR											
MARKTKAUF							DEU															
Match										FRA												
Mercadona								ESP														
Mercatò													ITA									
Merco																MEX						
Merkur		AUT																				
Merza																MEX						
Metro				CAN																		
Metro Cash And Carry												IND							RUS			
Migros					CHE																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Mila																		POL				
M-kauppa									FIN													
Monetka																			RUS			
Monoprix										FRA												
More												IND										
Morrisons											GBR											
MPREIS																						
Nah&Frisch																						
Namdharis Fresh												IND										
Nära dej																				SWE		
NaturaSi													ITA									
NETTO							DEU											POL				
Netto - Markendiscout							DEU															
NGS						CHN																
Nilgiris												IND										
Norma		AUT					DEU															
Ocado																						
O'Key Market																			RUS			
Pam Panorama													ITA									
Panorama																						
Pão de Açúcar			BRA																			
Penny		AUT					DEU						ITA									
Perekrjostok																			RUS			
Picard										FRA												
Pick n Pay																						ZAF
Piotr i Paweł																			POL			
Plus																	NLD					
POLOmarket																			POL			
Pressbyrån																						
Prisma									FIN										RUS			
Publix																						USA
Pyaterochka																			RUS			
real							DEU															
Real Canadian Superstores				CAN																		
Reliance fresh												IND										
Ren Ren Le						CHN																
Rewe							DEU															
R-Kiosk									FIN													
RT-Mart						CHN																
Safeway				CAN																		USA
Sainsbury's											GBR											
Sale									FIN													
Sam's Club																						USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Saruga															KOR							
Save-On-Foods				CAN																		
Shoprite																						ZAF
Simply													ITA									
Sligro																	NLD					
S-market									FIN													
S-Mart																MEX						
Sobeys				CAN																		
Soriana																MEX						
SPAR	AUS	AUT			CHE			ESP		FRA	GBR	IND					NLD	POL	RUS			ZAF
Spar / Eurospar / Interspar																						
Spencer's												IND										
Spolem																		POL				
Star Bazaar												IND										
Stockmann									FIN													
Sumesa																MEX						
Super del Norte																MEX						
Superama																MEX						
Supermarket Land																				RUS		
Supermercado Bahamas			BRA																			
Supermercados BH			BRA																			
Supermercados Inter			BRA																			
Supermercados Irmãos Lopes																						
SuperSol								ESP														
SuperValu																						
Sutterlüty		AUT																				
Système U										FRA												
Tai Industries												IND										
Target																						USA
Tarmo Lähikauppa									FIN													
tegut							DEU															
Tempo																					SWE	
Tesco											GBR							POL				
Todis													ITA									
Tokmanni									FIN													
Trader Joe's																						USA
Treffpunkt / Rendez-vous																						
Unidasul Distribuidora Alimentícia																						
Unimarkt		AUT																				
Verno																						RUS
VkusVill																						RUS
VOI					CHE																	
Volg					CHE																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Vomar Voordeelmarkt																	NLD						
Waitrose											GBR												
Walmart				CAN		CHN										MEX						USA	
Whole Foods Markets				CAN																		USA	
Willys																					SWE		
Woolworths	AUS																						ZAF
Wumart						CHN																	
YH						CHN																	
Żabka																						POL	
Zaffari			BRA																				

Global Consumer Survey / Food & nutrition / Online shopping / Online grocery shopping by store brand

Online grocery stores

From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
A.pl																							POL
Abel and Cole											GBR												
Adamah		AUT																					
Ahorramas								ESP															
Albert Heijn																	NLD						
Alcampo								ESP															
Aldi																							
Alfies		AUT																					
Allerhande Box																	NLD						
Alles-vegetarisch.de							DEU																
Amazon / Amazon Fresh / Amazon Pantry	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE		USA	
Anton & Anton									FIN														
API Market																			POL				
Arkana Smaku																			POL				
Årstiderna																					SWE		
Asda											GBR												
Auchan										FRA			ITA					POL	RUS				
Austrian Supermarket		AUT																					
Azbuka Vkusa																			RUS				
BaeMin Fresh																KOR							
Bailian						CHN																	
BazaarCart												IND											
bdsklep.pl																			POL				
Beelivery											GBR												
Beerwulf																	NLD						
Bienmanger										FRA													
Big W																							
bigbasket												IND											
Billa		AUT																					
Bipa		AUT																					
Blue Apron																							USA
BM								ESP															
BoFrost							DEU						ITA										
Bottles																							ZAF
bringmeister.de							DEU																
BurgundyBox												IND											
Burpy																							USA
Caprabo								ESP															
Carrefour			BRA			CHN		ESP		FRA			ITA					POL					
Century Mart						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
C'est Frais										FRA												
Checkers / Checkers Sixty60																						ZAF
Chedraui																MEX						
CHEFMARKET																			RUS			
Cicalia													ITA									
City Gross																				SWE		
City Market																MEX						
Coles	AUS																					
Condisline								ESP														
Confiança Delivery			BRA																			
Cook Angels										FRA												
Coop					CHE								ITA				NLD			SWE		
Co-op											GBR											
Coops																						
Cornershop																MEX						
Cortilia													ITA									
CosìComodo													ITA									
Costco	AUS			CAN							GBR										USA	
CR Vanguard						CHN																
dailydish																						ZAF
DangDang						CHN																
David Jones																						
Deen Supermarkten																	NLD					
Deliberry								ESP														
Deliv																					USA	
Delizie a Casa													ITA									
Despar													ITA									
DIA								ESP														
Dietlicious	AUS																					
Dinnerly	AUS																					
DIXY																					RUS	
Dodomku																						POL
E.Leclerc										FRA												POL
Easycoop													ITA									
Easyday												IND										
Edeka							DEU															
Eismann							DEU						ITA									
El Corte Inglés								ESP														
Elementaree																						
Emart																						KOR
Empire				CAN																		
Epicery										FRA												
Eroski								ESP														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Esselunga													ITA										
EveryPlate	AUS																					USA	
Extra			BRA																				
Farmdrop											GBR												
Farmstead																						USA	
Farmy.ch					CHE																		
Feelia ruokakauppa									FIN														
Fetch Rewards																						USA	
Fiksuruoka.fi									FIN														
Flipkart												IND											
Food Connect																	NLD						
Food Market Herkku									FIN														
food.de							DEU																
Foodette										FRA													
Foodie									FIN														
Fresh Hema						CHN																	
FreshDirect																						USA	
Fresko																MEX							
Frichti										FRA													
Frisko.pl																		POL					
Fruiterie Milano				CAN																			
G Table																							
Gadisline								ESP															
Game																							ZAF
Gastrofy																					SWE		
Glovo			BRA																				
Golama																							
Good Eggs																							USA
Good Shopping													ITA										
Gourmondo							DEU																
Gousto											GBR												
GrocerKey																							USA
Grocery Gateway				CAN																			
Grofers												IND											
GS Fresh															KOR								
H-E-B																MEX							
hello nature															KOR								
HelloFresh	AUS	AUT		CAN	CHE		DEU			FRA	GBR						NLD			SWE		USA	
Hemköp																					SWE		
Hethey					CHE																		
Hipercor								ESP															
Homeplus															KOR								
Hoogvliet																	NLD						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hortifruti			BRA																			
Houra										FRA												
ICA																				SWE		
Iceland Foods											GBR											
ichef																						
IGA				CAN																		
igoods																				RUS		
Illico Fresco										FRA												
Indo-Asian Grocery Store	AUS																					
Instacart				CAN																		USA
instamart																						
Intermarché										FRA												
Interspar		AUT																				
JD Mart						CHN																
Jingjie Fresh						CHN																
JioMart												IND										
Jumbo																				NLD		
Jüsto																				MEX		
Kauppahalli24.fi									FIN													
Kauppakassi.com									FIN													
KDV																						RUS
Khorak Supermarket				CAN																		
KitchenTrotter										FRA												
knoweats!								ESP														
Kochhaus							DEU															
Kochzauber																						
Kökets box																						
Komero Food									FIN													
K-Ruoka									FIN													
La Comer																						MEX
La Maison du Rôti				CAN																		
La Ruche qui dit Oui !										FRA												
Lalaji24X7												IND										
Lebensmittel.de							DEU															
Lemall						CHN																
Les Commis																						
LeShop.ch					CHE																	
Lidl																						
LikeAChef																						ZAF
Linas Matkasse																					SWE	
Lite N Easy	AUS																					
Loblaw				CAN																		
Logam					CHE																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Lola Market								ESP															
Lotte Mart															KOR								
Mambo Delivery			BRA																				
Market Kurly															KOR								
markta		AUT																					
Marleen Kookt																	NLD						
Marley Spoon	AUS						DEU										NLD						
Mat & Ro																					SWE		
Mat.se																					SWE		
MatHem																					SWE		
Matsmart									FIN												SWE		
Mealizy																							
Megasam24																		POL					
Menulog	AUS																						
Mercadona								ESP															
Mercadoni																							
Merkado																							
Metro				CAN																			
Meu Mercado em Casa			BRA																				
Miacar					CHE																		
Middagsfrid																					SWE		
Monoprix										FRA													
Morrisons											GBR												
MPREIS		AUT																					
Muscle Food											GBR												
My Muscle Chef	AUS																						
myproduct.at		AUT																					
MyTime.de							DEU																
Naturally Yours												IND											
Nature's Basket												IND											
Nuzhen uzhin																							
Oasis															KOR								
Ocado											GBR												
O'KEY																				RUS			
Olé						CHN																	
OneCart																							ZAF
Ozon																				RUS			
Pantry Box																							ZAF
Pão de Açúcar			BRA																				
Peapod																						USA	
Peck													ITA										
Penny		AUT					DEU																
Pepper Leaf	AUS																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pick n Pay																						ZAF	
PicNic																	NLD						
Piddelo																MEX							
Pieni Ruokakauppa									FIN														
Pinduoduo						CHN																	
Piotr i Paweł																			POL				
Planet organic											GBR												
Plated																						USA	ZAF
Plus																	NLD						
Polski Koszyk																			POL				
Pratico Supermercado Online			BRA																				
Pronto Spesa													ITA										
Provigo				CAN																			
Quitoque										FRA													
Rappi			BRA																				
Recettes & Cabas																							
Reliance Smart																							
Rewe							DEU																
RT Mart						CHN																	
Ruoka.net																							
Ruokaa kotiovelle									FIN														
Ruokaboksi									FIN														
Rutabago										FRA													
Sainsbury's											GBR												
Samokat																						RUS	
Sannan ruokakassi									FIN														
SberMarket																						RUS	
Shipt																							USA
shöpping.at		AUT																					
Simple & Bon										FRA													
simplyfresh																							ZAF
Soriana																							MEX
Soulara	AUS																						
SPAR		AUT										IND						NLD					
Spencer												IND											
Spesa sul Web													ITA										
Stokrotka																						POL	
Stop & Shop																							USA
Sumesa																							MEX
Super Species						CHN																	
Superama																							MEX
Supermercadonow			BRA																				
Supermercato24													ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Superprix			BRA																			
Takealot																						ZAF
Tesco											GBR							POL				
Tmall Mart						CHN																
Tmon SuperMart															KOR							
Ucook																						ZAF
Uitgekookt																	NLD					
Ulabox								ESP														
Unimarkt		AUT																				
Utkonos																					RUS	
Uzhin doma																					RUS	
Verdecchia Store													ITA									
Victoria																					RUS	
VkusVill																					RUS	
Waitrose											GBR											
Walmart				CAN		CHN						IND				MEX						USA
Wal-mart China																						
Willys																					SWE	
Woolworths																						ZAF
Woolworths Supermarkets	AUS																					
Workout Meals	AUS																					
Wu Mart						CHN																
Yandex.Chef																						
Yandex.Lavka																						RUS
yebofresh																						
Yeseatis													ITA									
Yipbee.at																						
YongHui						CHN																
Youfoodz	AUS																					
Zona Sul			BRA																			
ZopNow												IND										

Global Consumer Survey / eCommerce & retail / Retail & FMCG / Apparel purchases by brand

Apparel

Which of these brands do you usually buy when it comes to clothing, shoes and accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
adidas																							
ANTA																							
Calvin Klein																							
Converse																							
Diesel																							
Esprit																							
Forever21																							
GAP																							
H&M																							
HLA																							
Hotwind																							
Lacoste																							
Levi's																							
Li-Ning																							
Mango																							
MUJI																							
Nike																							
Peacebird																							
Ralph Lauren																							
Tommy Hilfiger																							
Under Armour																							
UNIQLO																							
xtep																							
Youngor																							
Zara																							

Note: Brands in grey are no longer surveyed in current data updates

Global Consumer Survey / eCommerce & retail / Online shopping / Online purchases by brand

Online shops

Which of these online shops have you bought something from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
11st.co.kr															KOR								
1688.com						CHN																	
adlibris.com									FIN														
ah.nl																		NLD					
ajio.com												IND											
alibaba.com																							
allopneus.com																							
alternate.de																							
alternate.nl																							
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
americanas.com.br			BRA																				
ao.com											GBR												
apmex.com																						USA	
apotea.se																					SWE		
apoteket.se																					SWE		
apple.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL				USA	
Apteka																				RUS			
argos.co.uk											GBR												
asda.com											GBR												
asos.com	AUS							ESP			GBR		ITA				NLD		RUS			ZAF	
asos.fr																							
auchan.fr										FRA													
auction.co.kr															KOR								
barateiro.com.br																							
baur.de																							
bestbuy.ca				CAN																			
bestbuy.com																						USA	
bigbasket.com												IND											
bj.jumei.com						CHN																	
bol.com																		NLD					
Bonprix																							
bonprix.at																							
bonprix.ch					CHE																		
bonprix.de							DEU																
bonprix.fr																							
bonprix.it													ITA										
bonprix.nl																	NLD						
bonprix.pl																			POL				
bookdepository.com																							ZAF
boozt.com																					SWE		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
boulanger.com										FRA												
br.privalia.com																						
brack.ch					CHE																	
builders.co.za																						ZAF
bunnings.com.au	AUS																					
carrefour.com.br			BRA																			
carrefour.es								ESP														
casasbahia.com.br			BRA																			
castorama.pl																		POL				
cdiscout.com										FRA												
cdon.fi									FIN													
cdon.se																				SWE		
chemistwarehouse.com.au	AUS																					
chewy.com																						USA
Citilink																			RUS			
clasohlson.com									FIN											SWE		
clicks.co.za																						ZAF
coles.com.au	AUS																					
conforama.fr										FRA												
conrad.at		AUT																				
conrad.de							DEU															
conrad.nl																						
coolblue.nl																	NLD					
coop.se																				SWE		
coopathome.ch																						
coppel.com																MEX						
costco.ca				CAN																		
costco.com																						USA
costco.com.mx																MEX						
cottonon.com																						ZAF
coufang.com															KOR							
currys.co.uk											GBR											
cyberport.at																						
cyberport.de																						
dafiti.com.br			BRA																			
dangdang.com						CHN																
danmurphys.com.au	AUS																					
darty.com										FRA												
debenhams.com																						
decathlon.es																						
decathlon.fr																						
decathlon.it																						
dell.com			BRA	CAN								IND										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
digitec.ch					CHE																		
dionwired.co.za																							
display.cjmall.com															KOR								
DNS																				RUS			
docmorris.de							DEU																
ebay.com																							
edgars.co.za																							ZAF
eduscho.at		AUT																					
elcorteingles.es								ESP															
Eldorado																				RUS			
electronic4you.at		AUT																					
elgiganten.se																					SWE		
ello.se																					SWE		
empik.com																			POL				
eobuwie.com.pl																			POL				
epocacosmeticos.com.br																							
eprice.it														ITA									
esprit.de																							
esselungaacasa.it													ITA										
e-tec.at		AUT																					
euro.com.pl																			POL				
evetech.co.za																							
exlibris.ch					CHE																		
extra.com.br			BRA																				
firstcry.com												IND											
flipkart.com												IND											
fnac.com										FRA													
g9.co.kr															KOR								
galaxus.ch					CHE																		
game.co.za																							ZAF
gearbest.com			BRA					ESP								MEX			RUS				
gigantti.fi									FIN														
gmarket.co.kr															KOR								
gome.com.cn						CHN																	
grofers.com												IND											
gsshop.com															KOR								
harveynorman.com.au																							
hc360.com																							
hihonor.com																							
hm.com		AUT		CAN	CHE		DEU	ESP	FIN	FRA		IND	ITA				NLD		RUS	SWE			
homechoice.co.za																							ZAF
homedepot.ca				CAN																			
homedepot.com																							USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
homedepot.com.mx																MEX						
houseoffraser.co.uk																						
hyundaihmall.com															KOR							
ibs.it													ITA									
ifolor.ch																						
iga.net																						
ikea.com	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA				NLD	POL	RUS	SWE	USA	
incredible.co.za																						ZAF
indiamart.com																						
interdiscount.ch					CHE																	
interpark.com															KOR							
iperfumy.pl																		POL				
jabong.com																						
jbhifi.com.au	AUS																					
jcpenney.com																						
jd.com						CHN																
jd.hk						CHN																
johnlewis.com											GBR											
jula.se																						
karkkainen.com									FIN													
kjell.com																				SWE		
kmart.com.au	AUS																					
kogan.com	AUS																					
kohls.com																						USA
komplett.se																						
kruidvat.nl																	NLD					
k-ruoka.fi									FIN													
Lamoda																			RUS			
laredoute.fr										FRA												
ldlc.com																						
leroymerlin.es																						
leroymerlin.it																						
LeShop.ch					CHE																	
lidl.de							DEU															
lidl-shop.nl																	NLD					
lindex.com																						
lindex.se																						SWE
linio.com.mx																						
liverpool.com.mx																MEX						
lotte.com															KOR							
lotteimall.com															KOR							
lowes.com																						USA
macys.com																						USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
magazineluiza.com.br			BRA																			
makro.co.za																						ZAF
marksandspencer.com											GBR											
mediaexpert.pl																		POL				
mediamarkt.at		AUT																				
mediamarkt.ch					CHE																	
mediamarkt.de							DEU															
mediamarkt.es								ESP														
mediamarkt.nl																	NLD					
mediamarkt.pl																		POL				
mediamarkt.se																						
mediaworld.it													ITA									
meituan.com						CHN																
mercadolibre.com.mx																MEX						
mercadona.es								ESP														
mex.privalia.com																						
microspot.ch					CHE																	
midea.cn																						
monoprix.fr																						
morrison.com											GBR											
motonet.fi									FIN													
Mvideo																				RUS		
mx.aliexpress.com																MEX						
mx.gearbest.com																						
myer.com.au	AUS																					
myToys.de																						
nespresso.com					CHE																	
netonnet.se																					SWE	
netrauta.fi																						
netshoes.com.br			BRA																			
nettoshop.ch																						
newegg.ca				CAN																		
newegg.com																MEX						
newlook.com																						
next.co.uk											GBR											
nike.com				CAN								IND										ZAF
nordstrom.com																						
notebooksbilliger.de							DEU															
nykaa.com												IND										
obi.at		AUT																				
ocado.com																						
officedepot.com																						
olx.in																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
OnlineTrade																			RUS			
oponeo.pl																		POL				
oscaro.com										FRA												
otto.de							DEU															
ottoversand.at		AUT																				
Ozon																			RUS			
ozsale.com.au																						
pandora.net																						
paytm.com												IND										
pccomponentes.com								ESP														
Petrovich																						
pontofrio.com.br			BRA																			
power.fi									FIN													
prisma.fi									FIN													
privalia.com								ESP					ITA									
pullandbear.com								ESP														
quelle.at		AUT																				
qvc.com																					USA	
raru.co.za																						
real.de							DEU															
redcitylar.com.br																						
reliancedigital.in												IND										
ricardoeletro.com.br																						
rona.ca																						
ruedocommerce.fr										FRA												
sainsburys.co.uk											GBR											
saksoff5th.com																						
sams.com.mx																MEX						
samsung.com	AUS																					
saq.com																						
saturn.at		AUT																				
saturn.de							DEU															
screwfix.com											GBR											
sears.ca																						
sephora.com				CAN																		
sephora.pl																				POL		
shein.com							DEU															
shopclues.com												IND										
shopping.naver.com																KOR						
shoptime.com.br			BRA																			
showroomprive.com										FRA												
snapdeal.com												IND										
soubarato.com.br																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
ssg.com															KOR							
staples.ca				CAN																		
submarino.com.br			BRA																			
suning.com						CHN																
superbalist.com																						ZAF
supercheapauto.com.au																						
Svyaznoy																			RUS			
takealot.com																						ZAF
taloon.com																						
taobao.com						CHN																
target.com																						USA
target.com.au	AUS																					
tchibo.ch																						
tchibo.de							DEU															
tchibo.pl																			POL			
Technopoint																				RUS		
tesco.com																						
thebay.com											GBR											
theiconic.com.au				CAN																		
ticketmonster.co.kr																						
tmall.com						CHN																
tmall.hk																						
toysrus.at																						
toysrus.ca																						
unieuro.it													ITA									
universal.at		AUT																				
Utkonos																						
vente-privee.com																						
Verkkokauppa.com									FIN													
very.co.uk											GBR											
vip.com						CHN																
vmall.com						CHN																
volaris.mx																						MEX
Vse Instrumenti																						
waitrose.com																						
walmart.ca				CAN																		
walmart.com																						USA
walmart.com.br			BRA																			
walmart.com.mx																						MEX
wantitall.co.za																						
wayfair.ca				CAN																		
wayfair.com																						USA
webhallen.com																						SWE

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
wehkamp.nl																	NLD					
wemakeprice.com															KOR							
Wildberries																			RUS			
wish.com					CHE								ITA			MEX		POL		SWE		
woolworths.co.za																						ZAF
woolworths.com.au	AUS																					
Yandex Market																			RUS			
yhd.com						CHN																
yoox.com													ITA									
zalando.at		AUT																				
zalando.ch					CHE																	
zalando.de							DEU															
zalando.es								ESP														
zalando.fi									FIN													
zalando.fr										FRA												
zalando.it													ITA									
zalando.nl																	NLD					
zalando.pl																		POL				
zalando.se																				SWE		
zando.co.za																						ZAF
zara.com								ESP											POL			
zattini.com.br																						
zooplus.pl																			POL			
zurrose.ch																						

Global Consumer Survey / Media & digital media / TV & video on demand / Digital video purchases by brand

Digital video services

Which of these video on demand providers have you used in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
10 All Access	AUS																					
Acorn TV																						ZAF
ALTBalaji												IND										
Amazon Prime Video	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Amediateka																			RUS			
Anime Digital Network										FRA												
Apple TV+	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Axtel TV Apps																						
Baofeng						CHN																
beIN CONNECT																						
Bigflix												IND										
bilibili						CHN																
Blackpills										FRA												
Blim																MEX						
Blockbuster									FIN												SWE	
BritBox											GBR											
C More									FIN												SWE	
Canal Play																						
Canal VOD										FRA												
CBS All Access				CAN																		
CDA Premium																					POL	
Chili		AUT					DEU						ITA								POL	
chili.com																						
Cinema Uno																						
Cinéma(s) à la Demande										FRA												
Cinepolis Klic																						MEX
CJ Hello TV																KOR						
Claro Video			BRA																			MEX
Club illico				CAN																		
Crackle																						
CraveTV				CAN																		
Crunchyroll	AUS												ITA			MEX						
CTC Media																						RUS
Curiosity Stream																						ZAF
Cyfrowy Polsat GO																						POL
DAZN																						
DEOD																						
Disney+	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN		GBR	IND	ITA				NLD			SWE	USA	
DisneyLife																						
DNA TV									FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
DPlay Plus													ITA										
Draken Film																				SWE			
DStv Now																							ZAF
Elisa Viihde Aitio									FIN														
Eros Now												IND											
Eurosport Player									FIN														
Euskaltel TV								ESP															
Fetch	AUS																						
Film1																	NLD						
Filmin								ESP															
FilmoTV										FRA													
Flimmit																							
Flix Olé								ESP															
Fnac Play																							
Footters								ESP															
Fox Premium																MEX							
Fox Sports																	NLD						
Foxtel	AUS																						
France TV Pluzz V&D																							
Fun TV																							
Funshion						CHN																	
Google Play Store	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
HayU	AUS								FIN		GBR												
HBO / HBO Max / HBO Go / HBO Now			BRA			CHN		ESP	FIN			IND			KOR	MEX	NLD	POL		SWE	USA		
HBO GO																							
HBO NOW																							
Hollystar					CHE																		
HOOQ																							
Horizon Go																		POL					
Hotstar				CAN							GBR	IND										USA	
Hulu																						USA	
Hungama Play												IND											
Infinity TV													ITA										
ipla																						POL	
iQiyi						CHN																	
iTunes	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
ivi																				RUS			
iWantTFC	AUS																						
kakao TV																KOR							
Kayo	AUS																						
Kpn ITV																		NLD					
LeTV						CHN																	
Looke																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
LTE Video Portal																							
Mango TV						CHN																	
Maxdome		AUT					DEU																
Megafon.TV																				RUS			
Megogo																				RUS			
Microsoft Store	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
Movistar+								ESP															
MTS TV																					RUS		
Mubi			BRA						FIN		GBR					MEX							
mymovieslive																							
MyTF1 VOD										FRA													
Naver V-Live																KOR							
NC+ GO																			POL				
NET Now			BRA																				
Netflix	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Netmovies																							
Netzkino																							
NLZiet																		NLD					
Now TV											GBR		ITA										
NPO Start																		NLD					
OCS										FRA													
Okko																				RUS			
oksusu																KOR							
Ole Mobile																KOR							
Orange								ESP		FRA													
Pantaflix																							
PelisPLUS																							
Player																			POL				
PlayStation Video	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA								SWE	USA	
Plejmo																							
POOQ																KOR							
PopCorn TV																							
PPTV						CHN																	
premiumonline																							
QQ Video																							
Quibi																							ZAF
R Televisión																							
Rakuten TV		AUT						ESP			GBR		ITA										
Rostelecom																				RUS			
Rtl XL																		NLD					
Rutube																				RUS			
Ruutu+									FIN														
SBS On air																KOR							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Seezn															KOR							
Series On															KOR							
SF Anytime																				SWE		
SF Kids																				SWE		
SFR Club Vidéo																						
SFR Play										FRA												
ShowMax																						ZAF
Sky Go		AUT			CHE		DEU	ESP			GBR		ITA									
Sky Online			BRA																			
Sling TV																						USA
Sohu Video						CHN																
SonyLIV												IND										
Sportsnet Now				CAN																		
Spuul																						
Stan	AUS																					
Stingray				CAN																		
Telecine			BRA																			
Teleclub PLAY					CHE																	
Telekom Entertain TV							DEU															
Telstra TV	AUS																					
Tencent Video						CHN																
TIMVision													ITA									
TMN Go																						
TNT-Premier																				RUS		
TriArt																						
Tudou																						
Tvigle																						
Tving															KOR							
TVP VOD																				POL		
Tvzavr																					RUS	
Unitymedia							DEU															
UniversCiné																						
UPC MyPrime					CHE																	
Viaplay										FIN											SWE	
Videociety																						
Videoland																				NLD		
Videoload		AUT					DEU															
Viu												IND										ZAF
Vivo Play			BRA																			
VOD.pl																					POL	
Vodacom Video Play																						ZAF
Voetbal Inside																				NLD		
Vudu																						USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
WWWID																								
Watcha Play																								KOR
WatchBox						CHE																		
WP Video																								POL
Xbox Games Store / Microsoft Store																								
Yandex.Video																								RUS
Youku						CHN																		
YouTube Premium	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
YuppTV																								
Zee5																								IND
Ziggo Go																								NLD

Global Consumer Survey / Media & digital media / TV & video on demand / TV subscription by brand

TV subscriptions

With which company do you currently have a paid TV subscription (cable/satellite)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1&1							DEU															
A1 TV		AUT																				
Airecable																MEX						
Airtel Digital TV												IND										
Akado																			RUS			
Algar			BRA																			
Algar Telecom			BRA																			
Asak Kabelmedien																						
Asianet Digital TV												IND										
Asta-Net																		POL				
AT&T U-Verse																					USA	
Austar	AUS																					
Avatel Telecom								ESP														
Axion Digital TV				CAN																		
Axtel TV																MEX						
Beanfield Metroconnect				CAN																		
Beijing Tianyu						CHN																
BeIN								ESP														
Bell				CAN																		
Bis										FRA												
BLC									FIN													
Bouygues Telecom										FRA												
Boxer																				SWE		
Broadstripe																					USA	
BT											GBR											
BTV															KOR							
Buckeye Broadband																					USA	
Budget Alles in 1																	NLD					
C More																				SWE		
Cabo Telecom			BRA																			
Caiway																	NLD					
Canal Digitaal																	NLD					
Canal Digital									FIN											SWE		
Canal+	AUS									FRA												
Chili																						
China Astacom						CHN																
China Broadcast Network						CHN																
China Cable						CHN																
China Mobile						CHN																
China Telecom						CHN																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
China Unicom						CHN																
Chongqing Youxian						CHN																
Claro TV			BRA																			
CMB															KOR							
Cogeco				CAN																		
Com Hem																				SWE		
Comcast										FRA												USA
Cox																						USA
Cyfrowy Polsat																						POL
DAZN																						
Delta																		NLD				
DEN Networks												IND										
Deutsche Glasfaser TV							DEU															
Digicon																						
Digital +																						
DirecTV																						USA
Discovery Italia																						
Dish																MEX						USA
Dish TV												IND										
DLive															KOR							
DNA									FIN													
Dplay																					SWE	
DStv																						ZAF
Elisa									FIN													
Elmonet									FIN													
Elsat																						POL
ER-Telecom																						RUS
Euskaltel								ESP														
Eutelsat																						
EWE TV							DEU															
Excom								ESP														
Execulink Telecom				CAN																		
Fetch TV	AUS																					
Foxtel	AUS																					
fransat										FRA												
Free										FRA												
Gehua CATV						CHN																
GGA Maur					CHE																	
Gigacable																MEX						
Green					CHE																	
Härkätien puhelin									FIN													
HD Austria		AUT																				
Hello TV																						KOR

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Henan Cable						CHN																
Hyundai HCN															KOR							
IKB		AUT																				
InCablenet												IND										
Inea																			POL			
Infinity TV																						
Init7					CHE																	
Inmarsat																						
Intelsat																						
Izzi																MEX						
Jambox																			POL			
Jonaz																						
JSCN						CHN																
kabelplus		AUT																				
Kaisanet									FIN													
KPN																		NLD				
KT Skylife															KOR							
Liwest Kabelmedien		AUT																				
Lounea									FIN													
LPOnet									FIN													
Magenta		AUT																				
Más Móvil TV								ESP														
M-Budget					CHE																	
Mediacom Cable																						USA
Mediaset Premium																						
Megacable																MEX						
MGTS																				RUS		
Movistar+								ESP														
MPY									FIN													
MTC																					RUS	
MultiChoice																						ZAF
Multimedia Polska																					POL	
MySat	AUS																					
Nanjing Tianwang																						
Naxoo																						
NC+																						POL
NET			BRA																			
Net+					CHE																	
NetCologne							DEU															
Netia																						POL
Nivos									FIN													
NLE																						NLD
Nossa TV Brasileira			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
NowTv																							
NTW Plus																			RUS				
OCN						CHN																	
Oi TV			BRA																				
Olleh TV															KOR								
online.nl																	NLD						
Optimum																						USA	
Orange								ESP		FRA													
Orion																							
Ownit																							
Oxxio																	NLD						
Partel									FIN														
Petrus																			POL				
Plus Net TV																							
Promax																			POL				
Pyur							DEU																
Quickline					CHE																		
R								ESP															
Raduga TV																							
RCA TV			BRA																				
RCN																						USA	
Reliance Digital TV																							
Rogers				CAN																			
RomaCabo																							
Rostelecom																			RUS				
Salt					CHE																		
Salzburg AG		AUT																					
Sappa																						SWE	
SASAG																							
SaskTel				CAN																			
SAT																							
SCTV																							
SES																							
SFR										FRA													
Shaw				CAN																			
simpliTV		AUT																					
SITI Cable												IND											
SKP																							
Sky		AUT	BRA		CHE		DEU	ESP			GBR		ITA			MEX							
SKY Brasil			BRA																				
Sky Choice				CAN																			
SolNet					CHE																		
Spectrum TV																							USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Star TV																MEX							
StarSat																							
Suddenlink																						USA	
Sumangali Cable Vision												IND											
Sumcity																							
Sun Direct												IND											
Sunrise					CHE																		
Swisscom					CHE																		
TalkTalk											GBR												
Tata Sky												IND											
T-Broad															KOR								
Tele2																	NLD						
Teleboy					CHE																		
Telecable								ESP															
Telekarta																						RUS	
Telekom Magenta TV							DEU																
Telenor																						SWE	
Telfort																	NLD						
Telia									FIN													SWE	
Tel-Pol																						POL	
Telus				CAN																			
Tim Vision																							
tivùsat																							
T-Mobile																						NLD	
Top TV																							ZAF
Topway						CHN																	
Totalplay																MEX							
Toya																						POL	
TV Cable Digital																							
TV Rey de Occidente																							
Unifique																							
Unitymedia/Easy							DEU																
UPC		AUT			CHE																	POL	
Uplus TV															KOR								
Vectra																						POL	
Verizon Fios																						USA	
VeTV																MEX							
Viasat									FIN	FRA												SWE USA	
Videocon D2H												IND											
Videotron				CAN																			
VIEWING																						KOR	
Virgin Media											GBR												
Vivo TV			BRA																				

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Vmedia				CAN																		
Vodafone							DEU															
Vodafone TV								ESP														
VSP									FIN													
waipu.tv							DEU															
Wasu						CHN																
wilhelm.tel							DEU															
Williams Services																						
Wilmaa					CHE																	
Wizz																MEX						
Xfinity																						USA
XS4ALL																						NLD
Youfone																						NLD
Ziggo																						NLD

Global Consumer Survey / Media & digital media / Radio & digital music / Digital music purchases by brand

Digital music services

Which of these providers have you bought music downloads or streaming services from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
7digital				CAN																		
Amazon Music	AUS	AUT	BRA	CAN			DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Apple Music	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Baidu Music																						
Beeline Music																						RUS
Boom (Vk Music)																						RUS
Bugs															KOR							
Claro Música																MEX						
Deezer	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Douban FM						CHN																
Duomi Music						CHN																
Empik																						POL
eMusic				CAN																		
Flo															KOR							
Fnac Jukebox																						
Gaana												IND										
Genie															KOR							
Google Play Music	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Groove Musik																						
Grooveshark																						
Hofer life																						
Hungama												IND										
IDAGIO - Classical Music	AUS				CHE																	
iHeartRadio	AUS			CAN												MEX						USA
iTunes	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
jiosaavn												IND										
JOOX																						ZAF
Juke																						
kakaomusic															KOR							
KuGou						CHN																
Kuwo						CHN																
Liedjie																						
LiveXLive	AUS																					USA
Melon															KOR							
Migu Music						CHN																
Mnet															KOR							
Moo						CHN																
MTN MusicTime!																						ZAF
MTS Music																			RUS			
Napster		AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD				SWE	USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Naver Music															KOR							
NetEase						CHN																
Pandora								ESP								MEX						USA
Primephonic	AUS																NLD					
Qobuz		AUT			CHE		DEU	ESP		FRA	GBR		ITA				NLD					USA
QQ Music						CHN																
Raaga												IND										
Rdio																						
Samsung Music															KOR							
SaReGaMa												IND										
SberZvuk																						RUS
Schlager Charts																						
Simfy Africa																						ZAF
Sirius XM	AUS																					USA
Slacker Radio				CAN																		
Soribada															KOR							
SoundCloud	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD		RUS	SWE	USA	
Spotify	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Stingray Music	AUS			CAN																		
Stingray Qello																						
Stitcher																						
Taihe Music						CHN																
Tidal	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	ZAF
Tim Music													ITA									
Tuneln			BRA		CHE		DEU	ESP					ITA			MEX	NLD					
Vibe															KOR							
Wynk												IND										
Xiami Music						CHN																
Yandex Music																						RUS
YinYueTai						CHN																
YouTube Music	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Z Digital	AUS																					
Zaycev.net																						RUS
Zvooq																						RUS

Global Consumer Survey / Media & digital media / Print media & ePublishing / eBook purchases by store brand

eBook stores

Which of these providers have you bought eBooks from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
7switch										FRA												
Adlibris									FIN											SWE		
AKO																	NLD					
Aladin															KOR							
Aldebaran																			RUS			
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	ZAF
Angus & Robertson	AUS																					
Apple Books	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Auction															KOR							
Audible																						
bajalibros.com																MEX						
Bandi&Luni's															KOR							
Barnes & Noble	AUS			CAN							GBR										USA	ZAF
Beam		AUT			CHE		DEU															
Beobachter					CHE																	
Bezdroža																						
Bider & Tanner					CHE																	
Blackwell's											GBR											
Blinkist	AUS																					
Blz.nl																						
Boeken.com																	NLD					
boekenwereld																	NLD					
Bokon																					SWE	
Bokus																					SWE	
bol.com																	NLD					
Boniers Bokklubb																						
Book Cube															KOR							
BookBeat									FIN												SWE	
BookButler																						
Bookeen										FRA												
BookFor																					RUS	
Bookland																					RUS	SWE
Bookmate																					RUS	
BookRepublic													ITA									
Books.ru																					RUS	
BookSpot																	NLD					
Booktopia	AUS																					
Booky.fi									FIN													
BorrowBox	AUS																					
Bruna																	NLD					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Bubok								ESP								MEX						
Bücher.de							DEU															
Casa del Libro								ESP														
Casadellibro.com																MEX						
Casas Bahia			BRA																			
CDON									FIN											SWE		
Chapitre										FRA												
Collins Booksellers	AUS																					
Cultura										FRA												
Dailyhunt												IND										
Dangdang						CHN																
Decitre										FRA												
Diesel-ebooks.com																						
Digibok																				SWE		
Digitaltextbooks.com																					USA	
Douban						CHN																
Duokan						CHN																
Dymocks	AUS																					
ebook.de		AUT					DEU															
eBook.nl																	NLD					
eBookit					CHE																	
Ebookpoint																		POL				
eBooks.com	AUS																					
ebooksitalia													ITA									
ebooks-store.ch					CHE																	
Ebrolis								ESP														
Educal																MEX						
El Corte Inglés								ESP														
El Sótano																MEX						
Elibris									FIN													
Elisa Kirja									FIN													
Ellibs																				SWE		
Empik																		POL				
Espace Culturel E.Leclerc										FRA												
Ex Libris					CHE																	
Extra			BRA																			
Feedbooks										FRA												
Flipkart												IND										
Fnac								ESP		FRA												
Follet																						
Fondo de Cultura Económica																MEX						
fontis-shop.ch					CHE																	
Framabook										FRA												

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Free-Ebooks.net																						USA	
Gandalf																			POL				
Gandhi																MEX							
genialokal							DEU																
Gmarket															KOR								
Google Play Store	AUS	AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF	
Harlequin											GBR											USA	
Helion																							
Hibook															KOR								
Hive											GBR												
Hoepli.it													ITA										
Hofer life		AUT																					
Hugendubel							DEU																
ibs.it													ITA										
Il Giardino dei Libri													ITA										
iMobilco																							
IndiaBookStore												IND											
Infibeam																							
Interpark															KOR								
iReader						CHN																	
iTunes																	NLD						
iTuring						CHN																	
JDREAD						CHN																	
Jinjiang						CHN																	
Juggernaut												IND											
Knigogo																			RUS				
Kobo / RakutenKobo	AUS	AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD			SWE	USA	ZAF	
Kobobooks																	NLD						
Kopykitab												IND											
Kyobo Book Centre															KOR								
laFeltrinelli													ITA										
Legimi							DEU											POL					
Lehmanns					CHE		DEU																
Lektu								ESP															
Libreria moderna								ESP															
Libreria Rizzoli													ITA										
Librerías Gonvill																MEX							
Libris																	NLD						
Libroroom																			RUS				
Literanda								ESP															
LitRes																			RUS				
Livraria Cultura			BRA																				
Loot																							ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Lüthy Balmer Stocker / Buchhaus.ch					CHE																	
macro libararsi																						
Managementboek																	NLD					
megustaleer.com																MEX						
Mercado del libro																MEX						
MIF																				RUS		
Millie's Library															KOR							
Mintbook												IND										
Mondadori Store													ITA									
Moscow																				RUS		
Muve																						
Muza																					POL	
Mybook																					RUS	
mybooks.ch					CHE																	
NetEase						CHN																
Nexto																					POL	
Nextory									FIN													SWE
Nolim																						
Nubico								ESP														
Numilog										FRA												
OnePress																						POL
Orell Füssli					CHE																	
Ozon																						RUS
Paytm Mall												IND										
Penguin Random House																						ZAF
Ponto Frio			BRA																			
Popular Libros								ESP														
Porrua																MEX						
Publio																						POL
Qidian						CHN																
QQ Reading						CHN																
Ravelo																						
Ridibooks															KOR							
Routledge												IND										
RuLit																						RUS
Sanborns																MEX						
SapnaOnline												IND										
Saraiva			BRA																			
Scuolabook													ITA									
Sina						CHN																
Skoobe							DEU															
Smashwords	AUS			CAN							GBR											USA
Storytel									FIN													SWE

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Street Lib													ITA										
Submarino			BRA																				
Suomalainen kirjakauppa									FIN														
Świat Książki																		POL					
Takealot																							ZAF
Tania Książka																		POL					
Thalia		AUT					DEU																
Todoebook								ESP															
Tyrolia		AUT																					
Virtualo																							
Walmart																							USA
Waterstones											GBR												
Weltbild		AUT			CHE		DEU																
Weread						CHN																	
WHSmith											GBR												
Woblink																							POL
Woniu reading						CHN																	
Yes24																							
Youngpoong Bookstore																							KOR
Yourbookstall.com																							
YourScribe										FRA													

Global Consumer Survey / Media & digital media / Print media & ePublishing / ePaper purchases by brand

ePapers

Which of these online newspapers have you spent money on in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
24 heures					CHE																		
Aamulehti									FIN														
Aargauer Zeitung					CHE																		
abc.es								ESP															
ad.nl (Algemeen Dagblad)																	NLD						
aftonbladet.se																				SWE			
allehanda.se																				SWE			
animalpolitico.com																MEX							
Argumenti i fakti																				RUS			
Argumenti nedeli																				RUS			
aristeguinoticias.com																MEX							
as.com								ESP															
asiae.co.kr															KOR								
Australian Financial Review	AUS																						
azcentral.com																						USA	
Berner Zeitung					CHE																		
bild.de						DEU																	
Blick					CHE																		
bostonglobe.com																						USA	
Business Day																							ZAF
business.financialpost.com				CAN																			
business-standard.com												IND											
Canberra Times	AUS																						
cbc.ca				CAN																			
Channel24																							ZAF
chicagotribune.com																						USA	
chosun.com															KOR								
Citizen																							ZAF
citynews.it																							
Coopzeitung					CHE																		
correio braziliense.com.br			BRA																				
corriere.it										ITA													
Courier-Mail	AUS																						
ctvnews.ca				CAN																			
dagen.se																					SWE		
Daily Express						CHN																	
dailymail.co.uk											GBR												
dailypioneer.com												IND											
dailyrecord.co.uk											GBR												
dailystar.co.uk											GBR												

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Dailysun																						ZAF
dallasnews.com																						USA
dc.clicrbs.com.br			BRA																			
deccanchronicle.com												IND										
deccanherald.com												IND										
denverpost.com																						USA
derstandard.at		AUT																				
di.se (Dagens Industri)																						SWE
diariodenavarra.es								ESP														
diariovasco.com								ESP														
diepresse.com		AUT																				
dn.se (Dagens Nyheter)																						SWE
dnaindia.com												IND										
donga.com															KOR							
dziennik.pl																						POL
dziennikbaltycki.pl																						POL
dzienniklodzki.pl																						POL
dziennikpolski24.pl																						POL
dziennikwschodni.pl																						POL
dziennikzachodni.pl																						POL
economictimes.indiatimes.com												IND										
edmontonjournal.com				CAN																		
elcorreo.com								ESP														
eldiario.es								ESP														
eleconomista.com.mx																MEX						
elespanol.com								ESP														
elfinanciero.com.mx																MEX						
elmundo.es								ESP														
elpais.com								ESP														
elperiodico.com								ESP														
eluniversal.com.mx																MEX						
em.com.br			BRA																			
estadao.com.br			BRA																			
Etelä-Saimaa									FIN													
Etelä-Suomen Sanomat									FIN													
Evening Moscow																						RUS
EWN																						ZAF
expansion.com								ESP														
express.co.uk											GBR											
express.de							DEU															
expressen.se																						SWE
expressilustrowany.pl																						POL
extra.globo.com			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Eyewitness News																						ZAF
fakt.pl																		POL				
fanpage.it																						
faz.net							DEU															
fd.nl (Financieel Dagblad)																	NLD					
financialexpress.com												IND										
focus.de							DEU															
folha.uol.com.br			BRA																			
folhape.com.br			BRA																			
fr-online.de							DEU															
ft.com											GBR											
Gazeta.ru																			RUS			
gazetadopovo.com.br			BRA																			
gazetaprawna.pl																			POL			
gazetawroclawska.pl																			POL			
gazzetta.it													ITA									
globalnews.ca				CAN																		
gloswielkopolski.pl																			POL			
Gold Coast Bulletin	AUS																					
gp.se (Göteborgs Posten)																				SWE		
handelsblatt.com							DEU															
hani.co.kr															KOR							
hankookilbo.com															KOR							
hankyung.com															KOR							
hd.se (Helsingborgs Dagblad)																				SWE		
Helsingin Sanomat									FIN													
heute.at		AUT																				
hindustantimes.com												IND										
Hourly News						CHN																
houstonchronicle.com																					USA	
huffingtonpost.ca				CAN																		
huffingtonpost.es								ESP														
ifeng.com						CHN																
ig.com.br			BRA																			
ilfattoquotidiano.it													ITA									
ilgazzettino.it																						
ilgiornale.it													ITA									
ilmattino.it													ITA									
ilmessaggero.it													ITA									
ilrestodelcarlino.it													ITA									
ilsole24ore.com													ITA									
ltaalehti									FIN													
lta-Sanomat									FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
imirante.com/oestadoma			BRA																			
independent.co.uk											GBR											
indianexpress.com												IND										
iol																						ZAF
izvestiya																				RUS		
jb.com.br			BRA																			
joongang Joins.com															KOR							
jornada.com.mx																MEX						
Kainuun Sanomat									FIN													
Kaleva									FIN													
Keskipohjanmaa																						
Keskisuomalainen									FIN													
khan.co.kr															KOR							
kleinezeitung.at		AUT																				
Kommersant																					RUS	
Komsomolskaya pravda																					RUS	
Kouvola Sanomat									FIN													
krone.at		AUT																				
kurier.at		AUT																				
ladepeche.fr										FRA												
lanetnoticias.com																MEX						
lastampa.it													ITA									
latimes.com																					USA	
lavanguardia.com								ESP														
laverita.info													ITA									
lavoixdunord.fr										FRA												
lavozdegacia.es								ESP														
Le Matin					CHE																	
Le Nouvelliste					CHE																	
Le Temps					CHE																	
ledauphine.com										FRA												
lefigaro.fr										FRA												
lemonde.fr										FRA												
Lenta.ru																					RUS	
leparisien.fr										FRA												
lepoint.fr										FRA												
leprogres.fr										FRA												
lequipe.fr										FRA												
lesechos.fr										FRA												
lexpress.fr										FRA												
liberation.fr										FRA												
liberoquotidiano.it													ITA									
livehindustan.com												IND										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Luzerner Zeitung					CHE																	
Maaseudun Tulevaisuus									FIN													
macleans.ca																						
Mail & Guardian																						ZAF
marca.com								ESP														
Meduza																			RUS			
Mercury	AUS																					
mirror.co.uk											GBR											
mk.co.kr															KOR							
montrealgazette.com				CAN																		
mopo.de							DEU															
mt.co.kr															KOR							
myzaker.com						CHN																
nachrichten.at		AUT																				
nacion321.com																MEX						
nationalpost.com				CAN																		
nd.nl (Nederlands Dagblad)																	NLD					
Netwerk24																						ZAF
Neue Zürcher Zeitung					CHE																	
Newcastle Herald	AUS																					
News - E						CHN																
news.163.com						CHN																
News.com.au	AUS																					
news1.kr															KOR							
News24																						ZAF
nexojournal.com.br			BRA																			
Nezavisimaya gazeta																			RUS			
nouvelobs.com										FRA												
Novaya gazeta																			RUS			
nowiny24.pl																			POL			
nrc.nl																	NLD					
NT News	AUS																					
nu.nl																	NLD					
nydailynews.com																						USA
nypost.com																						USA
nytimes.com																						USA
odia.ig.com.br			BRA																			
oe24.at		AUT																				
oglobo.globo.com			BRA																			
opopular.com.br			BRA																			
ottawacitizen.com				CAN																		
ouest-france.fr										FRA												
parool.nl																	NLD					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
pb.pl																		POL				
polskatimes.pl																		POL				
proceso.com.mx																						
przegladsportowy.pl																		POL				
quotidiano.net													ITA									
radioformula.com.mx																MEX						
rd.nl (Reformatorich Dagblad)																	NLD					
record.com.mx																MEX						
reforma.com																MEX						
repubblica.it													ITA									
Rossiyskaya Gazeta																				RUS		
rp.pl																		POL				
rp-online.de							DEU															
Satakunnan Kansa									FIN													
Savon Sanomat									FIN													
sdpnoticias.com																MEX						
se.pl																			POL			
segye.com																KOR						
seoul.co.kr																KOR						
sfchronicle.com																					USA	
ShaoQuan Lin						CHN																
sinembargo.mx																MEX						
sn.at		AUT																				
Sowetanlive																						ZAF
spectator.co.uk											GBR											
spiegel.de							DEU															
St. Galler Tagblatt					CHE																	
sudouest.fr										FRA												
sueddeutsche.de							DEU															
Sunday Times	AUS																					
svd.se (Svenska Dagbladet)																				SWE		
sydsvenskan.se																				SWE		
Tages-Anzeiger					CHE																	
taz.de							DEU															
telegraaf.nl																	NLD					
telegraph.co.uk											GBR											
telegraphindia.com												IND										
tgcom24.mediaset.it																						
The Advertiser	AUS																					
The Age	AUS																					
The Australian	AUS																					
The Daily Telegraph	AUS																					
The Herald Sun	AUS																					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
The Saturday Paper	AUS																					
The Sydney Morning Herald	AUS																					
theglobeandmail.com				CAN																		
theguardian.com											GBR											
thehindu.com												IND										
theprovince.com				CAN																		
TheSouthAfrican																						ZAF
thestar.com				CAN																		
thesun.co.uk											GBR											
thetimes.co.uk											GBR											
TimesLive																						ZAF
timesofindia.indiatimes.com												IND										
torontosun.com				CAN																		
toutiao.com						CHN																
trouw.nl																	NLD					
tt.com		AUT																				
Turun Sanomat									FIN													
tuttomercatoweb.com																						
tuttosport.com													ITA									
unotv.com																MEX						
unt.se (Upsala Nya Tidning)																				SWE		
usatoday.com																						USA
vancouver.sun.com				CAN																		
Vedomosti																						RUS
volkskrant.nl																	NLD					
wallstreetcn.com						CHN																
washingtonpost.com																						USA
waz.de											DEU											
welt.de											DEU											
West Australian	AUS																					
wiwo.de											DEU											
wsj.com																						USA
wyborcza.pl																						POL
zeit.de											DEU											

Global Consumer Survey / Media & digital media / Print media & ePublishing / eMagazine purchases by brand

eMagazines

Which of these online magazines have you spent money on in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
01net.com										FRA												
11freunde.de							DEU															
7days																			RUS			
ad-italia.it													ITA									
allurekorea.com															KOR							
amica.it													ITA									
anamarial.uol.com.br			BRA																			
angora.com.pl																					POL	
Anna									FIN													
Annabelle					CHE																	
Apu									FIN													
architecturaldigest.in												IND										
Australian Geographic	AUS																					
Australian Women's Weekly	AUS																					
automovilonline.com.mx																MEX						
Avtomir																					RUS	
baywatch.cn						CHN																
bbcgoodfood.com											GBR											
beleggersbelangen.nl																	NLD					
Belle	AUS																					
Beobachter					CHE																	
Better Homes and Garden	AUS																					
Bilanz					CHE																	
blendle.com																	NLD					
Bona																						ZAF
brigitte.de							DEU															
businessinsider.com																						USA
businesstoday.in												IND										
buzzfeed.com							DEU															USA
canadianarchitect.com				CAN																		
canadianbusiness.com				CAN																		
canadiancontractor.ca				CAN																		
capital.fr										FRA												
CAR																						ZAF
caras.uol.com.br			BRA																			
chatelaine.com				CAN																		
chilango.com																MEX						
cicero.de							DEU															
cine21.com															KOR							
closermag.fr										FRA												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
condenasttraveller.co.uk											GBR											
cosmopolitan.co.kr															KOR							
cosmopolitan.com								ESP														USA
cosmopolitan.fr										FRA												
cosmopolitan.in												IND										
cyclingmagazine.ca				CAN																		
dasbiber.at		AUT																				
datum.at		AUT																				
Die Weltwoche					CHE																	
diezminutos.es								ESP														
digital.mathrubhumi.com												IND										
donnamoderna.com													ITA									
dooland.com						CHN																
dorzeczy.pl																						POL
dqindia.com												IND										
economist.com											GBR											
economy.chosun.com															KOR							
economy.mk.co.kr															KOR							
egouz.com						CHN																
eljueves.es								ESP														
elle.com								ESP					ITA									
elle.fr										FRA												
elle.se																						SWE
ellecanada.com				CAN																		
elperiodico.com																						
empireonline.com											GBR											
emprendedores.es								ESP														
entrepreneur.com																						USA
espresso.repubblica.it													ITA									
Esquire																						RUS
esquire.com.uk											GBR											
esquirekorea.co.kr															KOR							
ET-lehti									FIN													
expansion.mx																MEX						
Expert																						RUS
expressen.se																						
F&W					CHE																	
Fair Lady																						ZAF
falter.at		AUT																				
fashionmagazine.com				CAN																		
fastcompany.com																						USA
fedeltadelsuono.net																						
femina.se																						SWE

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
femmeactuelle.fr										FRA												
flare.com				CAN																		
focus.de																						
focus.it													ITA									
focus.pl																		POL				
Forbes																			RUS			
forbes.com																						USA
forbes.com.mx																MEX						
fortune.com																						USA
fortuneespanol.com																MEX						
fortunekorea.co.kr															KOR							
gala.fr										FRA												
ganzeweche.at		AUT																				
gazetapolska.pl																			POL			
Glamour																				RUS		
glamour.es								ESP														
glamour.mx																MEX						
Good Health	AUS																					
Good Housekeeping																				RUS		
gosc.pl																				POL		
gqitalia.it													ITA									
gqkorea.co.kr															KOR							
gq-magazine.co.uk											GBR											
grazia.it													ITA									
Handelszeitung					CHE																	
hant.se																					SWE	
hellomagazine.com				CAN																		
hemtrevligt.se																					SWE	
HEV Schweiz					CHE																	
historyextra.com											GBR											
hola.com								ESP														
home-comfort.it													ITA									
Huisgenoot																						ZAF
idziemy.pl																			POL			
indiatoday.in												IND										
instyle-abo.de							DEU															
intoday.in												IND										
istoe.com.br			BRA																			
Kaksplus									FIN													
kicker.de							DEU															
Kodin Kuvalehti									FIN													
Kotiliesi									FIN													
Kuier																						ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
lacucinaitaliana.it													ITA									
lwmedia.at		AUT																				
m3.idg.se																				SWE		
macformat.com											GBR											
macleans.ca				CAN																		
madonna.oe24.at		AUT																				
magasinetfilter.se																				SWE		
magazine.hankyung.com															KOR							
mall.cnki.net						CHN																
manager-magazin.de							DEU															
Marie Claire																			RUS			
marieclaire.fr										FRA												
mashable.com																						USA
Me Naiset									FIN													
Men's Health																			RUS			
menshealth.com											GBR											
menshealthkorea.com															KOR							
micasarevista.com								ESP														
Mikrobitti									FIN													
millionaire.it													ITA									
minhanovela.com.br			BRA																			
m-magasin.se																				SWE		
moneysense.ca				CAN																		
monthly.chosun.com															KOR							
Move!																						ZAF
muyinteresante.com.mx																MEX						
muyinteresante.es								ESP														
myself.de							DEU															
National Geographic	AUS																					
nationalgeographic.com.es								ESP														
nautica.it													ITA									
New Idea Magazine	AUS																					
news.at																						
newscientist.com											GBR											
newscientist.nl																	NLD					
newsweek.com																						USA
newsweek.pl																					POL	
nie.com.pl																					POL	
nowe-panstwo.pl																					POL	
on-sitemag.com				CAN																		
openthemagazine.com												IND										
outlookbusiness.com												IND										
outlookindia.com												IND										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
parismatch.com										FRA												
pcquest.com												IND										
People																						ZAF
polityka.pl																		POL				
proceso.com.mx																MEX						
profil.at		AUT																				
programme.tv (Télé 2 semaines)										FRA												
programme-tv.net (Télé-Loisirs)										FRA												
pronto.es								ESP														
przekroj.com.pl																		POL				
psychologieheute.de							DEU															
public.fr										FRA												
qikan.com.cn						CHN																
quattroruote.it													ITA									
quemedices.es								ESP														
quien.com																MEX						
quimamme.it													ITA									
radar.avrotros.nl																	NLD					
radron.se																				SWE		
RBK																			RUS			
Reader's Digest Australia	AUS																					
Real Living	AUS																					
rollingstone.com																						USA
rollingstone.com.mx																MEX						
Rooi Rose																						ZAF
runnersworld.com											GBR											
runningmagazine.ca				CAN																		
SA Garden and Home																						ZAF
sabervivirtv.com								ESP														
santemagazine.fr										FRA												
Sarie																						ZAF
Schweizer Illustrierte					CHE																	
Seiska									FIN													
Seura									FIN													
sisapress.com																KOR						
skiesmag.com				CAN																		
slimmingworld.co.uk											GBR											
smartphotography.in												IND										
smlounge.co.kr																KOR						
spiegel.de																						
starlunwen.cn						CHN																
Super Food Ideas	AUS																					
Take 5	AUS																					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Talouselämä									FIN													
taste.com.au	AUS																					
techcrunch.com																						
Tekniikan Maaailma									FIN													
Tekniikka & Talous									FIN													
Tele					CHE																	
telerama.fr										FRA												
theathletic.com				CAN							GBR										USA	
thewalrus.ca																						
theweek.co.uk											GBR											
Tiede									FIN													
tijdschrift.nl																	NLD					
time.com											GBR									SWE	USA	
Tivi									FIN													
topgear.com											GBR											
topphalsa.se																					SWE	
travandleisure.com												IND										
travronden.se																					SWE	
trend.at		AUT																				
Tuis/Home																						ZAF
TV Week Close Up	AUS																					
tygodnikpowszechny.pl																					POL	
tygodnikprzeglad.pl																					POL	
vanidades.com																MEX						
vanityfair.com																						USA
vanityfair.it													ITA									
Vauva									FIN													
veja.abril.com.br			BRA																			
vibilagare.se																					SWE	
vice.com							DEU															USA
Vogue Australia	AUS																					
vogue.co.kr																						KOR
vogue.co.uk											GBR											
vogue.com																						USA
vogue.es								ESP														
vogue.in												IND										
voici.fr										FRA												
Vroue Keur																						ZAF
weekend.at		AUT																				
Weg/Go																						ZAF
which.co.uk											GBR											
wiener-online.at		AUT																				
wired.com											GBR											USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
wired.it													ITA										
wiwo.de																							
woman.chosun.com															KOR								
Woman's Day	AUS																						
Women and Home																							ZAF
womenshealthmag.com											GBR												
wprost.pl																							POL
wsieciprawdy.pl																							POL
wuxizazhi.cnki.net						CHN																	
YOU																							ZAF
Za Rulem																							RUS
zazhahui.net						CHN																	
zeit.de																							
zinio.com/nl																							NLD
zurzeit.at		AUT																					

Global Consumer Survey / Media & digital media / Print media & ePublishing / Book purchases by store brand

Book stores

Where have you purchased printed books in the past 12 months (in-store or website)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
99bookscart												IND											
Abacus								ESP															
Abbonamenti.it													ITA										
AbeBooks											GBR												
Adlibris									FIN												SWE		
Akademibokhandeln																					SWE		
Akateeminen kirjakauppa									FIN														
AKO																	NLD						
Aladin															KOR								
Alfaomega SI																							
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
Angus & Robertson	AUS																						
Another Story Bookshop				CAN																			
Aros.pl																					POL		
Athenaeum																		NLD					
Auction															KOR								
Australian Geographic	AUS																						
Bandi&Luni's															KOR								
Bargain Books																							ZAF
Barnes & Noble																							USA
Beijing Books Building						CHN																	
Bely Gorod (White City)																				RUS			
Bergli Books					CHE																		
Better World Books	AUS			CAN																			
Biblio Globus																				RUS			
Bider & Tanner					CHE																		
Big W	AUS																						
Blackwell's											GBR												
blz.																		NLD					
BMV Books				CAN																			
Boekenkraam.nl																		NLD					
BoekenVoordeel																		NLD					
boekenwereld.com																		NLD					
Böhnert							DEU																
Bokextra																					SWE		
Bokus																					SWE		
bol.com																		NLD					
Bolsa Books								ESP															
Bonito																					POL		
Bonniers Bokklubb																						SWE	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Book City				CAN																		
Book Depository					CHE															SWE		
Book Face	AUS																					
Book Outlet																				SWE		
book.conects.com															KOR							
Book24																			RUS			
Bookcity																						
BOOKK															KOR							
Booklet													ITA									
booklooker							DEU															
Bookmans																					USA	
Bookmark																						ZAF
Books 11th Street															KOR							
Books.ru																			RUS			
Books-A-Million				CAN																	USA	
BooksChina						CHN																
Booksmela												IND										
bookspot.nl																	NLD					
Bookswagon												IND										
Booktopia	AUS																					
Bookuu						CHN																
Bookvoed																			RUS			
Booky.fi									FIN													
bookzhop												IND										
Boomerang Books	AUS																					
Bridge Books																						ZAF
Bruna																	NLD					
Bücher Eule					CHE																	
Bücherwurm		AUT																				
buecher.de							DEU															
BuyBooks India															IND							
BXMedia						CHN																
C N A																						ZAF
Campusbokhandeln																				SWE		
Casa del Libro																MEX						
Casas Bahia			BRA																			
Cdiscount										FRA												
CDON									FIN											SWE		
Chapitre.com										FRA												
Chapters				CAN																		
Chitai Gorod																			RUS			
Cia. dos Livros			BRA																			
City Gross																				SWE		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Coles				CAN																		
Collins Booksellers	AUS																					
Companhia das Letras			BRA																			
Cultura										FRA												
CUM Books																						ZAF
Czytam																						POL
Dangdang						CHN																
De Slegte																						NLD
De Vries Van Stockum																						NLD
Decitre										FRA												
Deseret Book Company																						USA
Deutsche-Buchhandlung.de							DEU															
Docendo									FIN													
Dussmann das KulturKaufhaus							DEU															
Dymocks	AUS																					
Edicolè													ITA									
Educal																						MEX
eKsięgarnia																						POL
El Corte Inglés								ESP														
El Palacio de Hierro																						MEX
El Péndulo																						MEX
Elkar								ESP														
Empik																						POL
Espace Culturel E.Leclerc										FRA												
Estante Virtual			BRA																			
Ex Libris					CHE																	
Exclusive Books																						ZAF
Finlandia Kirja									FIN													
Fishpond	AUS																					
Flipkart												IND										
Fnac					CHE			ESP		FRA												
Follett Corporation																						USA
Fondo de Cultura Económica																						MEX
Fopp											GBR											
Foyles											GBR											
France Loisirs										FRA												
Frick Bücher		AUT																				
Furet du Nord										FRA												
Gandalf																						POL
Gibert Joseph										FRA												
ginza.se																						SWE
Giunti Al Punto													ITA									
Glad Day Bookshop																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Gmarket															KOR							
Gulliver													ITA									
Half Price Books																					USA	
Herder		AUT																				
Heyn		AUT																				
Hive											GBR											
Hoepli.it													ITA									
Hudson Booksellers																					USA	
Hugendubel		AUT					DEU															
Iberlibro								ESP														
ibs.it													ITA									
ICA																				SWE		
Ici Librairie										FRA												
Il Giardino dei Libri													ITA									
Il Libraccio													ITA									
Il libraio																						
inbook																						
IndiaBookStore												IND										
Indigo				CAN																		
Infibeam																						
INFO Kirjakaupat									FIN													
Interpark																KOR						
Jawahar Book Centre												IND										
JD						CHN																
Jokers							DEU															
Joseph-Beth Booksellers																						
Karisto									FIN													
K-Citymarket									FIN													
Kinokuniya USA																						
Kirjakauppa									FIN													
Kirjaverkko																						
Kmart	AUS																					
Kongfuzi						CHN																
Kyobo Book Centre																KOR						
La Casa del Libro								ESP														
La Central								ESP														
La Feltrinelli													ITA									
La Ventana Librería																MEX						
Labirint																				RUS		
Laie								ESP														
Lalibrairie.com										FRA												
Lehmanns					CHE																	
Leslibraires.fr										FRA												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Librairie Avant-Garde						CHN																
Librairie Eyrolles										FRA												
Librairie Mollat										FRA												
Libreria COMCE																MEX						
libreria delle donne																						
Libreria dello Sport																						
Librería el Sótano																MEX						
Librería Porrúa																MEX						
Libreria Rizzoli													ITA									
Libreria Universitaria													ITA									
Librerías Gandhi																MEX						
Librerías Gonvill																MEX						
Librerías Troa								ESP														
libri liberi																						
Libris																	NLD					
Libro		AUT																				
Libros Alcaná								ESP														
LifeWay Christian Resources																						USA
Liverpool																MEX						
Livraria Cultura			BRA																			
Livraria da Folha			BRA																			
Livraria da Travessa			BRA																			
Livro																		POL				
Lojas Americanas			BRA																			
Loot																						ZAF
LOTTE ON															KOR							
Lüthy Balmer Stocker / Buchhaus.ch					CHE																	
Macrolibrarsi													ITA									
Magazine Luiza			BRA																			
Managementboek																	NLD					
Mayersche							DEU															
McNally Robinson				CAN																		
Mercado Libre																MEX						
Merlin																		POL				
mestro.pl																		POL				
Miabbono																						
MIF (Mann, Ivanov and Ferber)																						
Mightyape	AUS																					
Mondadori													ITA									
Mondolibri													ITA									
Morawa		AUT																				
Moscow																					RUS	
My-shop																					RUS	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Nicebook															KOR							
niePrzeczytane																		POL				
Norma Comics								ESP														
ÖBV																						
Orell Füssli					CHE																	
Osiander							DEU															
Oxfam											GBR											
Ozon																			RUS			
P&B (Press and Books)							DEU															
Pasajes																						
Payot Libraire					CHE																	
Paytm Mall												IND										
Penguin												IND										
Planeta de Libros								ESP								MEX						
Plusbok																				SWE		
Pocket Shop																				SWE		
Ponto Frio			BRA																			
Powell's Books																					USA	
PrimaEdicola																						
Prisma									FIN													
Profit24																						
Protea Bookshop																						ZAF
QBD Books	AUS																					
RakutenKobo					CHE					FRA												
Raru																						ZAF
Ravelo																						
Reader's Warehouse																						ZAF
Readings	AUS																					
Readme.fi									FIN													
rediff BOOKS												IND										
Relay							DEU															
Relibrea																						
Renaud-Bray				CAN																		
Respublica																			RUS			
Riemer Boekhandels																	NLD					
Rosebud									FIN													
Rupprecht							DEU															
Sam's Club																					USA	
Sanborns																MEX						
SapnaOnline												IND										
Saraiva			BRA																			
Scheltema																	NLD					
Schmitt & Hahn							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Schuler Books																						USA
SDX Joint						CHN																
Selexyz																						
Selkar																						
Shakespeare and Company																						
ShopClues												IND										
Shoptime			BRA																			
Snapdeal												IND										
ssg.com															KOR							
St. Petersburg Dom Knigi																			RUS			
Stora Coop																					SWE	
Submarino			BRA																			
Suning						CHN																
Suomalainen kirjakauppa									FIN													
Świat Książki																			POL			
Takealot.com																						ZAF
Tania Książka																			POL			
Taoshu						CHN																
Target	AUS																					USA
Tattered Cover																						
Thalia		AUT					DEU															
The Book Depository											GBR											
The Book People											GBR											ZAF
The Co-Op	AUS																					
The Read Shop																		NLD				
The Works											GBR											
Tik Books								ESP														
Tmall						CHN																
TMON																						KOR
Todostuslibros								ESP														
Top Livros			BRA																			
Type Books																						
Tyrolia		AUT																				
Ubik													ITA									
Ugglan																					SWE	
Ukazka																						
Unilibro																						
Van Schaik																						ZAF
Walmart			BRA	CAN																		USA
Waterstones											GBR											
Weltbild		AUT			CHE		DEU															
wemakeprice.com																						KOR
Werner & Jarl																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
WHSmith											GBR												
Wildberries																			RUS				
Winxuan						CHN																	
Wordery	AUS																					USA	
Wordsworth																							ZAF
World Book																							
XinHua						CHN																	
Yes24																							KOR
Youngpoong Bookstore																							KOR
Znak.com.pl																							POL

Global Consumer Survey / Media & digital media / Print media & ePublishing / Daily newspaper consumption by brand

Daily newspapers

Which of the following printed daily newspapers have you read in the past 2 weeks?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
20 Minuten					CHE																	
20 Minutes										FRA												
20 Minutos								ESP														
24 heures					CHE																	
Aamulehti									FIN													
Aargauer Zeitung					CHE																	
ABC								ESP														
Adelaide Advertiser	AUS																					
AFR (The Australian Financial Review)	AUS																					
Aftonbladet																				SWE		
Algemeen Dagblad																	NLD					
Amar Ujala												IND										
As								ESP														
Aujourd'hui en France										FRA												
Avvenire													ITA									
B.Z.							DEU															
Basler Zeitung					CHE																	
Beeld																						ZAF
Beijing News						CHN																
Beijing Youth Daily						CHN																
Berner Zeitung					CHE																	
Bild							DEU															
Blick					CHE																	
Business Day																						ZAF
Business Standard												IND										
Cairns Post	AUS																					
Calgary Herald				CAN																		
Cape Times																						ZAF
Chicago Tribune																					USA	
China business news						CHN																
China Daily						CHN																
China Youth News						CHN																
Chosun Ilbo															KOR							
City AM											GBR											
CNews										FRA												
Correio Braziliense			BRA																			
Correio do Povo			BRA																			
Corriere della Sera													ITA									
Corriere dello Sport													ITA									
Dagen																					SWE	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Dagens Industri (Di)																				SWE		
Dagens Nyheter (DN)																				SWE		
Daily Dispatch																						ZAF
Daily Express											GBR											
Daily Herald	AUS																					
Daily Mail											GBR											
Daily Mirror											GBR											
Daily News																					USA	ZAF
Daily Record											GBR											
Daily Star											GBR											
Daily Thanthi												IND										
Dainik Bhaskar												IND										
Dainik Jagran												IND										
De Gelderlander																	NLD					
De Kanttekening																	NLD					
De Limburger																	NLD					
De Stentor																	NLD					
De Telegraaf																	NLD					
De Volkskrant																	NLD					
Delovoy Peterburg (Business Peterburg)																			RUS			
Der Bund					CHE																	
Der Standard		AUT																				
Die Burger																						ZAF
Die Presse		AUT																				
Die Tagespresse		AUT																				
die tageszeitung (taz)							DEU															
Die Welt							DEU															
Dong-a Ilbo															KOR							
Dziennik Gazeta Prawna																				POL		
Dziennik Trybuna																				POL		
Economic Daily						CHN																
Eenadu												IND										
El Correo								ESP														
El Diaria de Navarra																						
El Diario Vasco								ESP														
El Economista																				MEX		
El Financiero																				MEX		
El Gráfico																				MEX		
El Informador																				MEX		
El Mundo								ESP														
El Norte																				MEX		
El País								ESP														
El Periódico								ESP														

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
El Sol de México																MEX						
El Universal																MEX						
Estadão			BRA																			
Etelä-Saimaa									FIN													
Etelä-Suomen Sanomat									FIN													
Evening Moscow																			RUS			
Excélsior																MEX						
Expansión								ESP														
Expressen																					SWE	
Extra			BRA																			
Fakt Gazeta Codzienna																			POL			
Financial Times											GBR											
Folha de São Paulo			BRA																			
Frankfurter Allgemeine Zeitung (FAZ)							DEU															
Frankfurter Rundschau							DEU															
Freie Presse							DEU															
Gazeta do Povo			BRA																			
Gazeta Polska Codziennie																				POL		
Gazeta Wyborcza																				POL		
Global Times						CHN																
Gold Coast Bulletin	AUS																					
Göteborgs-Posten (GP)																					SWE	
Göteborgs-Tidningen (GT)																					SWE	
Guangming Daily						CHN																
Guangzhou Daily						CHN																
Hamburger Abendblatt							DEU															
Hamburger Morgenpost																						
Hämeen Sanomat									FIN													
Handelsblatt							DEU															
Handelszeitung					CHE																	
Hankook Ilbo															KOR							
Hankyoreh															KOR							
Helsingborgs Dagblad (HD)																					SWE	
Helsingin Sanomat									FIN													
Herald Sun	AUS																					
Heraldo de Aragón								ESP														
Het Financieele Dagblad																	NLD					
Het Parool																	NLD					
Heute		AUT																				
Hindustan Times												IND										
Houston Chronicle																					USA	
Hufvudstadsbladet									FIN													
i											GBR											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Il Fatto Quotidiano													ITA										
Il Gazzettino													ITA										
Il Giornale													ITA										
Il Giorno													ITA										
Il Mattino													ITA										
Il Messaggero													ITA										
Il Resto del Carlino													ITA										
Il Sole 24 Ore													ITA										
Ilkka																							
Ilkka-Pohjalainen									FIN														
Ilta-lehti									FIN														
Ilta-Sanomat									FIN														
Isolezwe																							ZAF
Italia Oggi																							
Izvestiya																				RUS			
JoongAng Ilbo															KOR								
Journal Metro																							
Kaleva									FIN														
Karjalainen									FIN														
Kauppalehti									FIN														
Kleine Zeitung		AUT																					
Kölner Express																							
Kölner Stadt-Anzeiger							DEU																
Kommersant																				RUS			
Komsomol Pravda																				RUS			
Korea Economic Daily															KOR								
Kouvolan Sanomat																							
Kronen Zeitung		AUT																					
Kukmin Ilbo															KOR								
Kurier		AUT																					
Kvällsposten (KvP)																					SWE		
Kyunghyang Shinmun															KOR								
La Croix																							
La Dépêche du Midi										FRA													
La Gazzetta dello Sport													ITA										
La Jornada																MEX							
La Nazione													ITA										
La Nueva España								ESP															
La Prensa																MEX							
La Presse				CAN																			
La Razón								ESP															
La Repubblica													ITA										
La Stampa													ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
La Vanguardia								ESP														
La Verdad																						
La Verità													ITA									
La Voix du Nord										FRA												
La Voz de Galicia								ESP														
Lance!			BRA																			
Lapin Kansa									FIN													
Le Dauphiné Libéré																						
Le Figaro										FRA												
Le Journal de Montréal				CAN																		
Le Journal de Québec				CAN																		
Le Monde										FRA												
Le Nouvelliste						CHE																
Le Parisien										FRA												
Le Progrès										FRA												
Le Temps						CHE																
L'Equipe										FRA												
Les Echos										FRA												
L'Humanité										FRA												
Libération										FRA												
Liberation Army Daily						CHN																
Libero													ITA									
Lokmat												IND										
London Evening Standard											GBR											
Los Angeles Times																					USA	
Maeil Business News Korea																KOR						
Malayala Manorama												IND										
Marca								ESP														
Mathrubhumi												IND										
Metro											GBR					MEX			RUS			
Metro Toronto																						
Miami Times																					USA	
Milenio																MEX						
Money Today																KOR						
Montreal 24 heures																						
Moscow Pravda																					RUS	
Moskovskiy Komsomolets																					RUS	
Mundo Deportivo								ESP														
Munhwa Ilbo																KOR						
Nasz Dziennik																					POL	
Nasze Miasto																					POL	
National Business Daily						CHN																
National Post				CAN																		

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Nederlands Dagblad																	NLD					
Neue Luzerner Zeitung					CHE																	
Neue Vorarlberger Tageszeitung		AUT																				
Neue Westfälische							DEU															
Neue Zürcher Zeitung					CHE																	
Neues Deutschland																						
Neues Volksblatt		AUT																				
New York Post																						USA
Newcastle Herald	AUS																					
Newsday																						USA
Noordhollands Dagblad																	NLD					
Northern Territory News	AUS																					
NRC Handelsblad																	NLD					
NRC Next																	NLD					
Nya Wermlands-Tidningen (NWT)																						SWE
O Dia			BRA																			
O Estado de Minas			BRA																			
O Estado de S. Paulo			BRA																			
O Globo			BRA																			
Oberösterreichische Nachrichten		AUT																				
OE24		AUT																				
Oesterreich		AUT																				
Östgöta Correspondenten (Corren)																						SWE
Ouest-France										FRA												
Ovaciones																						
Parkiet																						
People's Daily						CHN																
Pohjalainen																						
Przegląd Sportowy																						POL
Publimetro																MEX						
Puls Biznesu																						POL
Qilu Evening News						CHN																
Rajasthan Patrika												IND										
RBK (newspaper)																						RUS
Récord																MEX						
Reference News						CHN																
Reforma																MEX						
Reformatörisch Dagblad																						NLD
Reporte Indigo																						
Rheinische Post																						
Rossiyskaya Gazeta																						RUS
Rzeczpospolita																						POL
Sächsische Zeitung							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Salzburger Nachrichten		AUT																				
San Francisco Chronicle																						USA
Satakunnan Kansa									FIN													
Savon Sanomat									FIN													
Segye Ilbo																KOR						
Seoul Daily																KOR						
Son																						ZAF
Sonntagszeitung					CHE																	
Southern Urban Daily						CHN																
Sowetan																						ZAF
Sowetski Sport																			RUS			
Sport								ESP														
Sport-Express																			RUS			
Sports Chosun																KOR						
Sports Dong-A																KOR						
St. Galler Tagblatt					CHE																	
Sud Ouest										FRA												
Süddeutsche Zeitung							DEU															
Südostschweiz					CHE																	
Südwest-Presse							DEU															
Super Express																			POL			
Super Notícia			BRA																			
Svenska Dagbladet (SvD)																					SWE	
Sydney Morning Herald	AUS																					
Sydsvenskan																					SWE	
Tages-Anzeiger					CHE																	
Tampa Bay Times																						USA
The Age	AUS																					
The Arizona Republic																						USA
The Australian	AUS																					
The Boston Globe																						USA
The Cape Argus																						ZAF
The Citizen																						ZAF
The Courier Mail	AUS																					
The Daily Sun																						ZAF
The Daily Telegraph	AUS										GBR											
The Dallas Morning News																						USA
The Economic Times												IND										
The Examiner	AUS																					
The Globe and Mail				CAN																		
The Guardian											GBR											
The Hamilton Spectator				CAN																		
The Herald																						ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
The Hindu												IND											
The Indian Express												IND											
The Mercury	AUS																						ZAF
The New York Times																						USA	
The Province				CAN																			
The Star																							ZAF
The Star-Ledger																							
The Sun											GBR												
The Times											GBR												
The Times of India												IND											
The Toronto Sun				CAN																			
The Tribune																							
The Vancouver Sun				CAN																			
The Wall Street Journal																						USA	
The Washington Post																						USA	
Tiroler Tageszeitung		AUT																					
Toronto Star				CAN																			
Trouw																	NLD						
Turun Sanomat									FIN														
Tuttosport													ITA										
Upsala Nya Tidning (UNT)																						SWE	
USA Today																							USA
Vedomosti																						RUS	
Vesti																						RUS	
Vorarlberger Nachrichten		AUT																					
West Australian	AUS																						
Westdeutsche Allgemeine Zeitung							DEU																
Wiener Zeitung		AUT																					
Winnipeg Free Press				CAN																			
Yangtse Evening Post						CHN																	
Zero Hora			BRA																				

Note: Brands in grey are no longer surveyed in current data updates

Global Consumer Survey / Media & digital media / Print media & ePublishing / Magazine / weekly newspaper consumption by brand

Magazine / weekly newspapers

Which of the following printed magazines or weekly newspapers have you read in the past 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
¡Qué me dices!								ESP														
1000 secrets																			RUS			
15 a 20																						
20 Minuten Friday																						
7 Dnei																			RUS			
91.an																				SWE		
AARp The Magazine																						
Aku Anka									FIN													
Allerhande																	NLD					
Allers																				SWE		
Anna									FIN													
Apu									FIN													
Året Runt																					SWE	
Argumenti i fakti																			RUS			
Auto Motor & Sport																					SWE	
Auto Plus										FRA												
Auto Touring											AUT											
Autoreview																			RUS			
Bamse																					SWE	
Bamse för de yngsta																					SWE	
Banyuetan												CHN										
Beobachter							CHE															
Better Homes and Gardens																						USA
Betty Bossi							CHE															
Biber																						
Bild am Sonntag																						
Bild der Frau																						
Bilsport																						SWE
Bona																						ZAF
Bosom friend																						
Brigitte																						DEU
Bunte																						DEU
Business																						CHN
Business India																						IND
Business Today																						IND
Café																						SWE
Caijing																						CHN
Canadian House & Home																						CAN
Canadian Living																						CAN
Car and Driver																						CAN

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Caras			BRA													MEX						
Casa			BRA																			
Chatelaine				CAN																		
Chilango																MEX						
Chinese National Geography						CHN																
Chwila dla Ciebie																		POL				
Cine 21															KOR							
Cine Premiere																MEX						
Claudia			BRA																			
Closer										FRA												
Coopzeitung					CHE																	
Correio Braziliense																						
Cosmopolitan	AUS			CAN			DEU	ESP			GBR		ITA				NLD		RUS		USA	
Country Style	AUS																					
Cuore								ESP														
Daehaknaeil															KOR							
Das Haus							DEU															
Das Magazin					CHE																	
Das neue Blatt																						
Datum																						
De Tijd																		NLD				
Der Spiegel							DEU															
Di Più													ITA									
Diamond Cricket Today												IND										
Die Ganze Woche		AUT																				
Die Zeit							DEU															
Diez Minutos								ESP														
D-La Repubblica delle Donne													ITA									
Dobre Rady																					POL	
Dobry Tydzień																					POL	
Donna Moderna													ITA									
Drogistenstern					CHE																	
DRUM																						ZAF
Duzhe						CHN																
Economic Review															KOR							
Economist															KOR							
Eigen Huis																	NLD					
El Jueves								ESP														
Elle	AUS							ESP		FRA										RUS	SWE	
Entrepreneur																MEX						
Época			BRA																			
ESPN The Magazine																						USA
Esquire																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Estadão																						
ET-lehti									FIN													
Exame			BRA																			
Expansión																MEX						
Expert																			RUS			
F Magazine													ITA									
Falter		AUT																				
Famiglia Cristiana													ITA									
Family Circle																					USA	
Femme Actuelle										FRA												
Filmfare Magazine												IND										
Financial Mail																						ZAF
Finanz & Luxus Kombination					CHE																	
Focus							DEU												POL			
Folha de São Paulo																						
Food Network Magazine				CAN																		
Forbes India												IND										
Forbes México																MEX						
Frankfurter Allgemeine Sonntagszeitung																						
frankie	AUS																					
Freizeit Revue																						
Futbol Total																MEX						
Gala							DEU			FRA												
Game Informer																					USA	
Gastronom																			RUS			
General Knowledge Today												IND										
Gente													ITA									
Geo		AUT			CHE																	
Glamour													ITA				NLD	POL			USA	
Goal																						
Good Housekeeping											GBR										USA	
GQ											GBR										USA	
Grazia													ITA									
Grihshobha												IND										
Gusto		AUT																				
H para Hombres																MEX						
Hankyoreh21																KOR						
Hankyung Business																KOR						
Hänt Extra																					SWE	
Happinez																	NLD					
Harper's Bazaar	AUS																					
Health				CAN																		
Hemmets Journal																					SWE	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hemmets Veckotidning																				SWE		
Hola								ESP														
Hörzu							DEU															
Huisgenoot																						ZAF
Hyvä Terveys									FIN													
Ideas Magazine						CHN																
ILANGA																						ZAF
Illustrerad Vetenskap																				SWE		
India Today												IND										
Inside Sport	AUS																					
InStyle				CAN																		
Internazionale													ITA									
Io Donna													ITA									
Isto é			BRA																			
Jagran Josh												IND										
JoongAng Sunday															KOR							
Julia																						
Kalle Anka & C:o																				SWE		
Kampioen																	NLD					
Kamratposten																						
Karavan istoriy																					RUS	
kicker							DEU															
KING																						
Kobieta i Życie																					POL	
Kodin Kuvalehti									FIN													
Kotiliesi									FIN													
Ktipp					CHE																	
Kuier																						ZAF
L'Express										FRA												
Le Point										FRA												
Lecturas								ESP														
L'Espresso													ITA									
Libelle																	NLD					
Linda.																	NLD					
L'Obs										FRA												
Lonely Planet						CHN																
Maaseudun Tulevaisuus									FIN													
Maclean's				CAN																		
Madame Figaro										FRA												
Magazine DongA															KOR							
Mail & Guardian																						ZAF
Manequim			BRA																			
Margriet																		NLD				

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Marie Claire	AUS									FRA			ITA									
Max Magazine																	NLD					
Me Naiset									FIN													
Men's Health	AUS										GBR										USA	
Mía								ESP														
Migros-Magazin					CHE																	
Migusto					CHE																	
Mikro gids																	NLD					
Milenio																MEX						
Min Häst																						
MK Economy																KOR						
MK-Region																						
Montreal Times																						
Motto						CHN																
Move!																						ZAF
Moya semiya																			RUS			
Mundo Estranho			BRA																			
Muy Interesante								ESP														
Na Żywo																		POL				
National Geographic	AUS			CAN				ESP								MEX			RUS		USA	
Neue Post																						
New Weekly						CHN																
News		AUT																				
NewsWeek																	KOR					
Notre Temps																						
O Estado de Minas																						
O Globo																						
O, The Oprah Magazine																						USA
Oggi													ITA									
OK!	AUS																					
Orakul																			RUS			
Organiser												IND										
Outlook Money												IND										
Panchjanya												IND										
Panorama													ITA									
Paris Match										FRA												
People				CAN																		USA
Phoenix Weekly						CHN																
Placar			BRA																			
Plus Magazine																	NLD					
Poradnik Domowy																			POL			
Post																						ZAF
Pratiyogita Darpan												IND										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Privé																	NLD					
Proceso																MEX						
Profil		AUT																				
Pronto								ESP														
Quatro Rodas			BRA																			
Quest																	NLD					
Quién																MEX						
Radio Times											GBR											
Rapport																						ZAF
Rayli						CHN																
Reader's Digest																						
Reader's Digest				CAN																		
Rewia																		POL				
Runners World											GBR											
Saber Vivir								ESP														
Saga Magazine																						
Sanlian Lifeweek						CHN																
Saras Salil																						
Sarie																						ZAF
Schreibkraft																						
Schweiz.Hauseigentümer					CHE																	
Schweizer Familie					CHE																	
Schweizer Illustrierte					CHE																	
Schweizer Landliebe					CHE																	
Seiska									FIN													
Semana								ESP														
Servus		AUT																				
Seura									FIN													
Sisa IN																KOR						
Sisa Journal																KOR						
Slimming World Magazine											GBR											
Soan Meeraas																						
SonntagsZeitung					CHE																	
South Reviews						CHN																
Southern Living																						USA
Sport Bild							DEU															
SPORT WEEK													ITA									
Sports Illustrated				CAN																		USA
Stern							DEU															
Sunday Express																						
Sunday Herald Sun	AUS																					
Sunday Mirror											GBR											
Sunday Telegraph	AUS																					

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Suomen kuvalehti									FIN													
Super Notícia			BRA																			
Superillu																						
Superinteressante			BRA																			
Świat & Ludzie																					POL	
Świat Kobiety																					POL	
Take 5	AUS																					
Take a Break											GBR											
Talouselämä									FIN													
Tekniikan Maaailma									FIN													
Télé 7 Jours										FRA												
Télé Star										FRA												
Tele Tydzień																					POL	
Télé-Loisirs										FRA												
Teleprogramma																						RUS
Telesette													ITA									
The Coast																						
The Costco Connection																						
The Economist											GBR											
The Garden																						
The Georgia Straight																						
The Globe																						
The Hockey News				CAN																		
The Independent on Sunday											GBR											
The Mail on Sunday											GBR											
The New Yorker																						USA
The Observer											GBR											
The Red Bulletin		AUT																				
The Sun on Sunday											GBR											
The Sunday Guardian												IND										
The Sunday Standard												IND										
The Sunday Telegraph											GBR											
The Sunday Times											GBR											
Tiede									FIN													
Time																						USA
Time Out																						
To & Owo TV																						POL
Touring					CHE																	
Travel Sketch																						
Trend		AUT																				
Tuis/Home																						ZAF
TV Choice											GBR											
TV Digital							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TV Guide Magazine																						USA	
TV Sorrisi e Canzoni													ITA										
TV Spielfim							DEU																
TV Times											GBR												
TV-Media		AUT																					
TVNotas																MEX							
TVyNovelas																MEX							
Twój Styl																					POL		
Twoje Imperium																					POL		
Tygodnik Angora																					POL		
Universum		AUT																					
Us Weekly																							USA
Valor Económico			BRA																				
Vanidades																MEX							
Vanity Fair													ITA										
Världens Historia																							SWE
Veja			BRA																				
Venerdi di Repubblica													ITA										
Veronica Magazine																							NLD
Version Femina										FRA													
Vi i Villa																							SWE
Vista						CHN																	
Viva Saúde			BRA																				
Você S/A			BRA																				
Vogue	AUS							ESP															RUS
Voici										FRA													
Vokrug sveta																							RUS
Vriendin																							NLD
Vroue Keur																							
Vrouw																							NLD
Weekend		AUT																					
Weekly Chosun																KOR							
Weekly Kyunghyang																KOR							
Weg/Go																							ZAF
Welt am Sonntag (+kompakt)																							
Wiener		AUT																					
Woman		AUT																					
Woman & Home											GBR												ZAF
Woman Chosun																KOR							
Woman's Day	AUS																						USA
Women's Weekly	AUS																						
XL Semanal								ESP															
YOU																							ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Youth Digest						CHN																	
Za Rulem																			RUS				
Zur Zeit																							
Życie na Gorąco																			POL				

Global Consumer Survey / Media & digital media / Video games / Digital video game purchases by store brand

Digital video game stores

Where have you spent money online on digital video games in the past 12 months (downloads, in-app purchases, subscriptions)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
11 pingtai																							
1C Interes																				RUS			
3dmgame						CHN																	
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Apple App Store	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Argos											GBR												
Bethesda Launcher	AUS																						
Blizzard / Battle.net	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
BUKA																				RUS			
CDKeys																			POL				
CDON									FIN												SWE		
CGA.COM.CN																							
Claners																							
Com2us																KOR							
Coolshop											GBR												
Cube Game						CHN																	
Desura																							
Digicodes												IND											
Direct Games																KOR							
Direct2Drive																							ZAF
Discord																							
DLGamer										FRA													
DNS																				RUS			
EA / Origin	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
EB Games	AUS																						
Elgiganten																					SWE		
Epic Games Store	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Fanatical																			POL				
Flipkart												IND											
Fxstore													ITA										
G2A	AUS		BRA									IND				MEX		POL					
G2A México																							
Gamazavr																							
GAME								ESP			GBR												
GameBuy																							
GameMania																		NLD					
GamePark																				RUS			
Gameray																							
GamersGate		AUT	BRA				DEU			FRA													ZAF
GamersGift																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Games The Shop												IND											
GameStop																							
GameSync																	NLD						
Gamivo																			POL				
Geforce Now																							
GOG.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Google Play Store	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Green Man Gaming	AUS	AUT	BRA				DEU		FIN			IND				MEX				SWE		ZAF	
Humble Bundle	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF	
IgroMagaz																							
itch.io									FIN				ITA										
Kinguin																							
Komplett																					SWE		
Level Up Games			BRA																				
Line games																KOR							
Livekort.se																							
M.Video																				RUS			
Malavida													ITA										
Microsoft Store	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Muve																			POL				
Nedgame																		NLD					
NetEase Game						CHN																	
Netmarble																KOR							
Nintendo eShop	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA		
Nuuvem			BRA																				
Oriental Pearl Game Platform						CHN																	
Otogami																							
Pelikone.fi									FIN														
Perfect World																							
Planeta Igr (Games Planet)																				RUS			
Playasia	AUS																						
Playo																							
PlayStation Store	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Raru																							ZAF
Razer Game Store																							
Reapershop												IND											
SanQi						CHN																	
Shockwave												IND											
Snapdeal												IND											
Soft Club																				RUS			
softonic													ITA										
Sonkwo						CHN																	
Spelbutiken.se																					SWE		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Steam	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Steambuy																			RUS			
Stone						CHN																
Taoba																						
Tencent WeGame						CHN																
Ubisoft / Uplay																						
Uplay / Ubisoft Store / Ubisoft Connect	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Wasd.TV																						
WinGameStore																					POL	
xtralife								ESP														

Global Consumer Survey / Media & digital media / Video games / Video game purchases by store brand

Video game stores

Where have you purchased video games on a data medium / hard copy in the past 12 months (in-store or website)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
11st 11															KOR								
1C Interes																			RUS				
3kropki.pl																		POL					
4Players		AUT																					
A&C Games				CAN																			
A&D gaming													ITA										
Ali213						CHN																	
Allegro																					POL		
AllYourGames																					NLD		
Alternate																					NLD		
AmazinGames					CHE																		
Amazon	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS		USA	ZAF	
Argos											GBR												
Asda											GBR												
AT Game															KOR								
Avans																					POL		
Base								ESP															
BCC																					NLD		
Beslist.nl																					NLD		
Best Buy				CAN																	MEX		USA
Big W	AUS																						
bigboygames			BRA																				
Blokker																					NLD		
bol.com																					NLD		
BookSpot																					NLD		
Boulangier										FRA													
Brians gameshop					CHE																		
BT Games																						ZAF	
C N A																						ZAF	
Casas Bahia			BRA																				
Cdiscount										FRA													
CDON									FIN													SWE	
CeX											GBR										MEX		
Chollogames								ESP															
Classicgamestore.ch					CHE																		
Coin-op					CHE																		
Coolblue																					NLD		
Coolshop									FIN													SWE	
Coppel																					MEX		
Costco																						USA	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Cube Game						CHN																
Cultura										FRA												
Currys PC World											GBR											
Damage Unlimited Games Center		AUT																				
Dangdang						CHN																
Dick Smith																						
Digitec					CHE																	
Dion Wired																						ZAF
discshop									FIN											SWE		
DNA									FIN													
DNS																			RUS			
DracheNäscht					CHE																	
Dustin home																				SWE		
DVplay																						
EB Games	AUS			CAN																		
El Corte Inglés								ESP														
El Palacio de Hierro																MEX						
Eldorado																			RUS			
Electro.pl																			POL			
Elektra																MEX						
Elgiganten																				SWE		
Elisa									FIN													
Empik																			POL			
ePrice													ITA									
Espace Culturel E.Leclerc										FRA												
Euronics							DEU						ITA									
Expert							DEU															
Extra.com			BRA																			
FHYX						CHN																
Flipkart												IND										
Fnac								ESP		FRA												
Fruugo.de							DEU															
Fry's Electronics																						USA
Fyndiq																				SWE		
Gambio.de																						
GAME								ESP			GBR											ZAF
Game & Life																KOR						
Game Mania																KOR						
game MOL																KOR						
Game Shack				CAN																		
Game Stock					CHE																	
Game Stop																						
Game2Buy																KOR						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
game4game.at																						
Game4U																						ZAF
GameBox															KOR							
GameBuy																			RUS			
Gamecash										FRA												
Gamecet					CHE																	
GameCool!																MEX						
Gamehouse									FIN													
GameLoot												IND										
GameMania																	NLD					
Gamepara															KOR							
Gameparadise					CHE																	
GamePark																			RUS			
Gamepia															KOR							
Gameplanet																MEX						
Gamers																MEX						
Games And Gizmos																						ZAF
Games The Shop												IND										
Games2Game		AUT																				
Gameshock													ITA									
GameShop		AUT																		SWE		
gameslife													ITA									
GamesOnly.at		AUT																				
gamestart													ITA									
GameStop		AUT			CHE		DEU			FRA			ITA						RUS	SWE	USA	
game-up																						
Gameware		AUT																				
GameWooRi															KOR							
GameWorld		AUT																				
Gamexs												IND										
GAMEZONE																			RUS			
GameZstore												IND										
GD Games Australia	AUS																					
Gigantti									FIN													
ginza.se																				SWE		
Girafa			BRA																			
Gmarket															KOR							
Go2Games											GBR											
Golddisk																			RUS			
Good Deals Games	AUS																					
GovX																						USA
Harvey Norman Australia	AUS																					
HD GameShop		AUT																				

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Hi Mart															KOR							
HMV											GBR											
HomePlus															KOR							
IgroMagaz																			RUS			
Inet																				SWE		
Infibeam																						
Instant Gaming										FRA												
Intertoys																	NLD					
iShop Mixup																MEX						
JB Hi-Fi	AUS																					
JD						CHN																
Jeux Video and Co										FRA												
John Lewis											GBR											
Just For Games										FRA												
KaBum			BRA																			
Karen.pl																			POL			
Kärkkäinen									FIN													
King Sales					CHE																	
Kogan	AUS																					
Komplett																				SWE		
Komputronik																			POL			
Konsolinet									FIN													
La Redoute										FRA												
Last Gen Toronto				CAN																		
LDLC										FRA												
Libro		AUT																				
Linio																MEX						
Littlewoods											GBR											
Liverpool																MEX						
Lojas Americanas			BRA																			
Loot																						ZAF
Lozman Games																						
M.Video																			RUS			
Magazine Luiza			BRA																			
Makro																						ZAF
Maxxi-Games										FRA												
Mcubegames												IND										
Media Expert																			POL			
Media Markt																						
Media World													ITA									
MediaMarkt		AUT			CHE		DEU	ESP									NLD	POL	RUS	SWE		
Mercado Livre			BRA																			
Merlin.pl																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Micro Center																						USA
Micromania-Zing										FRA												
Mightyape	AUS																					
Moluna.de							DEU															
Momox										FRA												
Monclick																						
Monkeygames								ESP														
Morele.net																		POL				
Mueller							DEU															
Multiplayer.com													ITA									
myToys.de							DEU															
Nedgame																	NLD					
NEO24.PL																		POL				
Neonet																		POL				
NetOnNet																					SWE	
Newegg																						USA
Nexus Hub																						ZAF
Nintendo eShop													ITA									
OleOle!																		POL				
Olx												IND										
opengames																						
Otto							DEU										NLD					
Ozgameshop	AUS																					
Ozon																			RUS			
Paytm Mall												IND										
PC Componentes								ESP														
Pelimies									FIN													
Play N Trade																						USA
play-asia.com																KOR						
PlayGames																			RUS			
Ponto Frio			BRA																			
Power									FIN												SWE	
PrezzoForte													ITA									
Prisma									FIN													
Proshop									FIN													
PS																						
PS Shop																						KOR
Puolenkuun Pelit									FIN													
Pwned Games																						ZAF
Quikr												IND										
Radioshack																						MEX
Rakuten							DEU			FRA												
Raru																						ZAF

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
real							DEU															
Redbox																						USA
redcoon.pl																		POL				
Rediff																						
Respublica Igr (Game republic)																					RUS	
Retrogameworld					CHE																	
Rice Digital								ESP														
Rihappy			BRA																			
Roo Games						CHN																
RTV Euro AGD																					POL	
Sainsbury's											GBR											
Sam's Club																						USA
Sanborns																						
Saraiva			BRA																			
Saturn							DEU															
Sears																						MEX
Sferis.pl																						POL
ShopClues												IND										
Shoptime			BRA																			
Shopto											GBR											
Snapdeal												IND										
Sofrano																						KOR
Softridge					CHE																	
Sonkwo						CHN																
Sony	AUS																					
Sotmarket																						RUS
Spel & Sânt																						SWE
Spelbutiken.se																						SWE
Spielegrotte							DEU															
Sports Direct											GBR											
ssg.com																						KOR
START GAMES																						MEX
Submarino			BRA																			
Subotron																						
Suning						CHN																
Svyaznoy																						RUS
Swamp									FIN													
Takealot																						ZAF
Taobao						CHN																
Target	AUS																					USA
Telia																						
Tesco											GBR											
Thalia							DEU															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
The Game Collection								ESP			GBR											
The Gamesmen	AUS																					
TigerDirect																						USA
Tmall						CHN																
Toys "R" Us				CAN				ESP														
Trony													ITA									
TTDV								ESP														
TTGame															KOR							
Tu Consola								ESP														
Tweakers																	NLD					
ubuy												IND										ZAF
u-buy.ch					CHE																	
unieuro													ITA									
UZGames			BRA																			
V&D																	NLD					
Verkkokauppa.com									FIN													
Very											GBR											
Video Gamestore		AUT																				
VideoGamesPlus				CAN																		
Vision UIC															KOR							
Vobis																			POL			
VPD									FIN													
Walmart			BRA	CAN		CHN										MEX						USA
Webhallen																					SWE	
Wehkamp																	NLD					
World of Games					CHE																	
Worldgame								ESP														
Worten								ESP														
XGames The Games World		AUT																				
x-kom																						POL
xtralife								ESP														
Yambalú								ESP														
Yandex.Market																						RUS
Yeppon													ITA									
YHD						CHN																
Zaka-zaka																						RUS
ZapsOnline																						ZAF
Zatu Games											GBR											
Zavvi																						

Global Consumer Survey / Media & digital media / Video games / Digital video game subscription service by brand

Digital video game subscription services

Which of these video game subscriptions have you used as a paying customer in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Prime Gaming / Amazon Luna	AUS	AUT	BRA	CAN			DEU	ESP		FRA	GBR		ITA			MEX	NLD					USA	
Apple Arcade	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Blacknut										FRA													
EA Play / Play Pro	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
GeForce Now		AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA		
Google Play Pass	AUS			CAN			DEU	ESP		FRA			ITA									USA	
Humble Choice	AUS	AUT	BRA				DEU	ESP		FRA						MEX		POL	RUS	SWE			
Nintendo Switch Online	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
PlayStation Plus / PlayStation Now / PS Now	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Stadia (Google)		AUT		CAN			DEU	ESP	FIN	FRA	GBR		ITA				NLD				SWE	USA	
Uplay+	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD	POL	RUS	SWE	USA	ZAF	
Utomik	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
Vortex											GBR		ITA				NLD						
Xbox Game Pass / Xbox Game Pass Ultimate / Xbox Live Gold	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	

Note: Brands in grey are no longer surveyed in current data updates

Global Consumer Survey / Media & digital media / Video games / Video game streaming sites usage by brand

Video game streaming sites

Which video game streaming sites have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Afreeca TV															KOR					SWE		
Bigo Live	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
bilibili						CHN																
Caffeine							DEU		FIN	FRA	GBR								RUS	SWE	USA	
Chushou						CHN																
Cube TV			BRA																	SWE		
Dailymotion Games	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF
DiscoMelee												IND							RUS			ZAF
Dlive					CHE							IND				MEX	NLD		RUS	SWE		ZAF
Douyu						CHN																
ESL Play												IND										
Facebook Gaming	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Gaming TV								ESP														
GoodGame																				RUS		
Gosugamers					CHE							IND	ITA						RUS			ZAF
HuoMao						CHN																
Huya						CHN																
Inke						CHN																
Instagib		AUT			CHE							IND							RUS	SWE		ZAF
Loco												IND										
Longzhu						CHN																
Mirrativ	AUS										GBR						NLD					
Mixer																						
MLG								ESP												SWE	USA	ZAF
Mobcrush																					USA	
Naver TV															KOR							
Netease CC						CHN																
Nimo			BRA													MEX						
Omlet Arcade															KOR					SWE		
Periscope																						
Project Stream																						
QQ egame						CHN																
QQ now						CHN																
SGETHER															KOR							
Smashcast	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
SteamTV		AUT					DEU	ESP	FIN								NLD			SWE	USA	
Streamago																				SWE		
Teamliquid.net				CAN																		
Twitch	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Vk Live																				RUS		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Wasd.TV																				RUS			
Yandex.Efir																				RUS			
YouTube Gaming	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
YY Live							CHN																
Zhanqi							CHN																

Global Consumer Survey / Marketing & social media / Websites & apps / Search engine usage by brand

Search engines

Which search engines have you used in the past 4 weeks?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
AOL	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Arianna																						
Ask.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Baidu						CHN																
Bing	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Busca Uol			BRA																			
Daum																						
Dogpile												IND										
DuckDuckGo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Ecosia	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Epicsearch												IND										
Ezilon India												IND										
Findouter												IND										
Google	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Interia Katalog																						POL
Jeeves												IND										
libero.it													ITA									
Lycos												IND										
MSN																						
MyWay																						SWE
Nate																						KOR
Naver																						KOR
Qihoo360						CHN																
Quora										FRA												
Qwant										FRA												
Rediff												IND										
search.com	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
sm						CHN																
Sogou						CHN																
soso						CHN																
StartPage													ITA									SWE
virgilio.it													ITA									
WebCrawler	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Yahoo!	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Yandex	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
youdao						CHN																
ZapMeta																						SWE

Global Consumer Survey / Marketing & social media / Social media & word of mouth / Social network usage by brand

Social networks

Which social networks do you use regularly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ASKfm																		POL					
Baidu Tieba						CHN																	
Band															KOR								
Between.us																							
Bharat Student												IND											
Blind															KOR								
byte																	NLD						
CuriousCat																							
Douban						CHN																	
Douyin						CHN																	
Everytime															KOR								
Facebook	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Familjeliv																					SWE		
Flashback																					SWE		
Flickr	AUS	AUT	BRA	CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD				USA		
Foursquare				CAN							GBR					MEX	NLD				USA		
GoldenLine																			POL				
Google+																							
Hello			BRA																				
Hi5																							
hupu						CHN																	
Instagram	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Jodel							DEU		FIN												SWE		
Kakao Story																							
Kuaishou						CHN									KOR								
LinkedIn	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL		SWE	USA	ZAF	
Little Red Book						CHN																	
LiveJournal																					RUS		
Meetup																							
Meipai						CHN																	
MeWe			BRA																				
Moi Mir (My World)																					RUS		
Naver																							
newsmth						CHN																	
nk																					POL		
Odnoklassniki																						RUS	
Periscope																							
Pinterest	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Quora			BRA									IND	ITA										ZAF
Qzone						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Reddit	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD			RUS	SWE	USA	ZAF
Renren						CHN																	
Sina Weibo						CHN																	
Snapchat	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Steemit																							
Styleshare																							
Suomi24									FIN														
Swarm																							
Telegram																							
Tencent Weibo						CHN																	
Tianya						CHN																	
TikTok	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
TripAdvisor																							
Tumblr	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Twitch																							
Twitter	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Twoo																							
Vauva.fi									FIN														
Viadeo										FRA													
VK		AUT																		RUS			
Waze																MEX							
WeChat	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
WordPress	AUS												ITA										ZAF
Wykop																							POL
Xing		AUT			CHE		DEU																
Yandex.Zen																							RUS
Yelp	AUS			CAN	CHE					FRA	GBR												USA
YouTube	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
YY						CHN																	
Zhihu						CHN																	

Global Consumer Survey / Marketing & social media / Social media & word of mouth / Messenger usage by brand

Messengers

Which messenger services do you use regularly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
160by2												IND											
Ayoba!																							ZAF
BBM																							
BlackBerry Messenger																							
ddchong						CHN																	
DingTalk						CHN																	
Discord	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Facebook Messenger	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
FaceTime	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Fishchat																							
Flowdock																							
Franz																							
Gadu-Gadu																						POL	
Google Allo																							
Google Hangouts	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF	
GroupMe																							
Hefeixin						CHN																	
Hike												IND											
Houseparty	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ICQ																						RUS	
iMessage	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
imo																							
Indian Messenger												IND											
JioChat												IND											
KakaoTalk	AUS		BRA	CAN	CHE		DEU	ESP	FIN	FRA			ITA		KOR								
Kik				CAN	CHE		DEU		FIN		GBR					MEX	NLD				SWE	USA	
LINE	AUS	AUT	BRA	CAN	CHE			ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX				RUS		USA	ZAF
Messenger Kids																MEX							
Messenger Lite																						SWE	
Milio						CHN																	
Momo						CHN																	
Moya																							ZAF
NateOn UC																							
Nimbuzz																							
QQ Mobile																							
Renren																							
Riot.IM																							
Signal	AUS	AUT		CAN				ESP	FIN	FRA			ITA					NLD		RUS	SWE	USA	
Skout																							
Skype	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Slack										FRA												
Snapchat	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Surespot																						
Tango																						
Teamspeak																						POL
Telegram	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA		IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Tencent QQ						CHN		ESP									NLD	POL				
Threema		AUT			CHE		DEU															
TT						CHN																
twinme								ESP														
Viber	AUS	AUT	BRA	CAN	CHE		DEU			FRA	GBR	IND	ITA				NLD	POL	RUS	SWE	USA	ZAF
VK Messenger																						RUS
Voxer																						
WeChat	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
WhatsApp	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Wickr																						
Wickr Me																						
Wire																						
Yixin						CHN																
YY						CHN																
Zoom	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF

Global Consumer Survey / Services & eServices / Fitness & health services / Online fitness and health service (website or app) purchases by brand

Online fitness and health services

Which of these fitness or health services (website or app) have you used as a paying customer in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
30 Day Fitness Challenge																							
7 mind meditation																							
7 Minute Workout																							
7 Minutos Treino																							
8fit																							
Aaptiv																							
Abs Workout - Home Workout, Tabata, HIIT																							
adidas Running																							
Asana Rebel																							
AutoSleep Tracker for Watch																							
BetterMe Weight Loss																							
Blue Light Filter																							
Boohee																							
Breethe																							
buddhify - mindfulness meditation on the go																							
Calendário WomanLog Pro																							
Calm																							
Carbs & Cals - Diabetes & Diet																							
Carrot Rewards																							
Clue																							
codoon																							
Contador de Calorías																							
Contrôle des Règles (Period Tracker)																							
Correr para Adelgazar de Verv																							
Couch to 5k																							
Couch to 5k (C25K)																							
Daily Workout Music																							
Daily Yoga																							
Desafio 30 Dias Fitness																							
Diet Alba																							
Drink Water Reminder																							
Endomondo																							
Entraînement en 7 minutes																							
Feel																							
Fitbit																							
FITMOST																							
Fitness Buddy																							
Fitness para Adelgazar de Verv																							
FitNotes Supporter																							
Fitocracy																							

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
FitStar Yoga																						
FitTime																						
Five Minutes Journal																						
Flexter																						
Flo Period & Ovulation Tracker																						
Fooducate																						
Freeletics																						
Full Fitness : Exercise Workout Trainer																						
G Move																						
Garmin Connect																						
Gymondo																						
Headspace																						
HeartWatch. Heart & Activity																						
Hercule																						
Hotbody																						
HRV4Training																						
Hydro Coach PRO																						
iEatWell Premium																						
iMuscle 2																						
InstaFit																						
Instant Heart Rate																						
Intimind																						
Jabra Sport Life																						
Jefit																						
JianShen BaoDian																						
Keelo																						
Keep																						
Ledongli																						
Lifesum																						
Livestrong																						
Lose It																						
Low Carb & Jejum																						
Luci - Dream Journal																						
Mabo meditation																						
ManFIT																						
Mango Health																						
Map My Fitness																						
MapMyRun																						
MediSafe																						
Meditation 108 Bows																						
Mi Fit																						
miCoach																						
Mized																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
My Daily Bits																						
My Macros+ Diet & Calories																						
MyFitnessPal																						
MyMed																						
MyPlate																						
MyTracks																						
Natural Cycles - Birth Control																						
Nike Training Club																						
Noom																						
Nootric																						
Pacer																						
Perfect prisoner fitness																						
Period Tracker																						
Playbook																						
Pocket Yoga																						
Powerlift																						
Pregnancy and Due Date Tracker																						
Push Ups Workout																						
Rejoice Sport																						
Relax Melodies P: Sleep Sounds																						
Runkeeper																						
Runkeeper																						
Running Slimming																						
Runtastic																						
Runtastic Push Ups																						
Runtastic Results Bodyweight																						
Seconds																						
Seven																						
Six Abs Practice																						
Sleep as Android Unlock																						
Sleep Better																						
Sleep Cycle																						
SleepTown																						
Smokenote Pro																						
Sports Tracker																						
Squats																						
Strava																						
Streaks Workout																						
Stronglift																						
Sweat: Kayla Itsines Fitness																						
Sweatcoin																						
Sworkit																						
SyncMyTracks																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
The Blood Type Diet																						
The Mindfulness App: relax, calm, focus and sleep																						
The Wonder Weeks																						
Tools & Amazfit																						
Tools & Mi Band																						
Virtuagym																						
WalkLogger																						
Waterlogged																						
WaterMinder																						
WeCroak																						
Weight Loss Fitness by Verv																						
White Noise																						
WomanLog Pro Calendar																						
WORKOUT TRAINER																						
WW (Weight Watchers)																						
Yazio																						
Yoga																						
Yoga - Track Yoga																						
Yoga Au Quotidien																						
Yoga Sequencing Assistant																						
Yoga Studio																						
Yoga Studio: Mind & Body																						
Yoga.co. Studio																						
Yogaia																						
Yogobe																						
YOU																						
YunDongjia																						

Global Consumer Survey / Services & eServices / Ticket bookings / Event ticket online bookings by brand

Event ticket online bookings

Which of these online providers have you bought event tickets from (website or app) in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
ADTicket							DEU															
Afisha.Yandex																			RUS			
AleBilet																		POL				
Allegro																		POL				
Allshow																						
Ataquilla.com								ESP														
Atrápalo								ESP														
Auchan billetterie										FRA												
Auction Ticket															KOR							
AXS																				SWE		
Big Concerts																						ZAF
Biglietti Concerti Online													ITA									
Bileter																			RUS			
Bileti v Teatr																			RUS			
Biletmarket																			RUS			
Biletomat.pl																			POL			
Bilety24																			POL			
biletyna.pl																			POL			
Bilheteria digital			BRA																			
Biljett Nu																				SWE		
Billeto																				SWE		
BilletReduc.com										FRA												
Blueticket			BRA																			
Boletia																MEX						
Boletópolis																MEX						
Bolettos																MEX						
BookingShow													ITA									
BookMyEvent												IND										
BookMyShow												IND										
Boxol													ITA									
Carrefour Spectacles										FRA												
Chal Cinema																						
Chinapiao						CHN																
Chinaticket						CHN																
Coast to Coast Tickets																						
Computicket																						ZAF
Concert																			RUS			
Cultura										FRA												
damai.cn						CHN																
Digilippu.fi									FIN													

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Digitick										FRA												
dongfang						CHN																
Drei Ticket		AUT																				
Easy Movies												IND										
eBilet																					POL	
El Corte Inglés								ESP														
Empik																					POL	
Ennakkolippu.com									FIN													
Entradas.com								ESP														
entradasatualcance.com								ESP														
eTicket																						MEX
Eticket4																						
Event Cinema	AUS																					
Event Tickets Center																						USA
Eventbrite	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD					USA
eventbueroTickets							DEU															
Eventfinda	AUS																					
Eventfrog					CHE																	
Eventim			BRA				DEU			FRA	GBR						NLD	POL		SWE		
EventsNOW																						
Explara																						
Festeja																						
Fever										FRA												
Fnac					CHE			ESP		FRA												
France Billet										FRA												
getgo							DEU															
Gewara						CHN																
Going.																						POL
GoTickets																						USA
Hana Ticket																						KOR
Happyticket																						ITA
Howler																						ZAF
Hoyts Cinema																						
Humanitix	AUS																					
Il Botteghino																						ITA
Ingresse			BRA																			
Ingresso certo			BRA																			
Ingresso mais			BRA																			
Ingresso rápido			BRA																			
Interpark																						KOR
iTickets																						ZAF
Julius Biljettservice																						SWE
Juooo						CHN																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Justickets												IND											
Kassa.Rambler																			RUS				
Kassir																			RUS				
Kassy																			RUS				
KIWIPortal																		POL					
konzertkasse.de							DEU																
Kronen Zeitung Tickets		AUT																					
KudaGo																			RUS				
Kulturbiljetter																				SWE			
kulturticket.ch					CHE																		
KupBilecik																			POL				
lastminute											GBR												
Leclerc Billetterie										FRA													
Lippu.fi									FIN														
Lippuagentti.fi									FIN														
Live Nation	AUS										GBR		ITA					POL		SWE			
Livepass			BRA																				
Mecena Ticket																							
Meituan						CHN																	
Melon Ticket															KOR								
MeraEvents												IND											
Mi-id																							ZAF
Mojo																		NLD					
Moretickets						CHN																	
Mosh						CHN																	
Moshtix	AUS																						
m-style																							
My way ticket																							
myticket.de							DEU																
Netticket									FIN														
Nortic																				SWE			
nutickets																							ZAF
oeticket.com		AUT																					
Official London Theatre											GBR												
Parter																			RUS				
Paytm												IND											
PETZI					CHE																		
Piaofun																							
piaowu																							
Ponominalu																			RUS				
Prontoticket													ITA										
PVR Cinemas												IND											
Quicket																							ZAF

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
RazorGator																						USA
Redkassa																			RUS			
Redtickets																						
reservix							DEU															
Resident Advisor											GBR											
Riksteatern																				SWE		
Rockol													ITA									
SeatGeek																						USA
See Tickets											GBR											
servientradas								ESP														
Sesc																						
Showgogo																				RUS		
Showtic																					SWE	
Skiddle											GBR											
Stager																				NLD		
Starticket					CHE																	
StubHub	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Superboletos																MEX						
Sympla			BRA																			
Taquilla.com								ESP														
Teamworld																						
Teleticket-service																				NLD		
Theticket																						
tibbaa																				NLD		
Ticket 11 St.																KOR						
Ticket 360			BRA																			
Ticket Bay																KOR						
Ticket Link																KOR						
Ticket Liquidator	AUS			CAN																		USA
Ticket online							DEU															
Ticket suda																KOR						
ticket.at		AUT																				
ticket24		AUT																				
Ticket4u												IND										
TickeTak																						
Ticketbis																						
ticketboerse.ch																						
ticketbooth	AUS																					
TicketCity				CAN																		USA
Ticketcorner					CHE																	
Ticketea								ESP														
Ticketebo	AUS																					
Ticketek	AUS																					

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Ticketflow																	NLD					
Ticketfly				CAN																		
Ticketforfun			BRA																			
Ticketgenie												IND										
TICKETINO					CHE																	
TicketIQ																					USA	
Ticketland																			RUS			
Ticketline											GBR											
Ticketmaster	AUS	AUT		CAN	CHE		DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL		SWE	USA	
TicketNetwork																						USA
TicketNew												IND										
Ticketone													ITA									
Ticketpoint																	NLD					
Ticketpro																						ZAF
Tickets.co.uk											GBR											
Tickets.de							DEU															
Ticketsite																	NLD					
TicketsNow																						USA
Ticketswap										FRA												
Ticketweb				CAN																		
Tickster																					SWE	
tictac tickets								ESP														
Tiketti									FIN													
Time ticket																						KOR
Timon																						KOR
TIWO																						
tixsa																						ZAF
Tixstar	AUS																					
TomaTicket								ESP														
topticketshop																		NLD				
Townscript												IND										
Twickets	AUS																					
vente-privee.com																						
Viagogo	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR		ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Vivaticket													ITA									
Vivid Seats																						USA
Vivoconcerti													ITA									
Webtickets																						ZAF
Wegow								ESP														
wien-ticket		AUT																				
xdpwt						CHN																
xishiqu						CHN																
yanchupiao						CHN																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Yes24															KOR								
yongle						CHN																	
yrpiao						CHN																	
Zignia Live																MEX							
Zoonga												IND											

Global Consumer Survey / Services & eServices / Food delivery / Online food delivery bookings by brand

Online food delivery bookings

Which of these online providers of restaurant and food delivery have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
123pronto													ITA									
akakiko		AUT																				
Allo Hector										FRA												
Allo resto																						
Amazon Restaurants																						
Apetito							DEU										NLD					
Appetite																						ZAF
Baedal 365																KOR						
Baedaltong																KOR						
BaeMin																KOR						
Baidu Delivery																						
bbq																KOR						
Bedal 114																KOR						
Behrouz Biryani												IND										
Benlai																						
BeyondMenu																						
Blue Apron																						
Bob's Delivery			BRA																			
Bolt Food																				SWE		
Box8												IND										
Brasileirinho Delivery			BRA																			
Burger King																						
burgerme							DEU															
Call a Pizza							DEU															
Cater2.me																						
Caviar																						USA
Chef's Plate				CAN																		
ChefsClub			BRA																			
Chibbis																				RUS		
China In Box			BRA																			
Chronorest																						
Cook it																						
Cook it																						
Cosaordino													ITA									
Coupang eats																KOR						
Cropbox																						
Cure.fit												IND										
De Beren																				NLD		
Debonairs Pizza																						ZAF
Deliveroo	AUS							ESP		FRA	GBR		ITA				NLD					

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
deliverum								ESP														
Delivery Club																				RUS		
Delivery Much			BRA																			
delivery.com																						USA
Delivr	AUS																					
DianPing						CHN																
DiDi Food																MEX						
Dieci					CHE																	
Dingdong																						
Dodo Pizza																				RUS		
Domino's	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
DoorDash	AUS			CAN																		USA
Dostaevskiy																				RUS		
Dunzo												IND										
Easi	AUS																					
EAT.ch					CHE																	
Eat24																						
eatclever							DEU															
Eatsready																						
EatStreet																						USA
Ele Me						CHN																
eleme																						
Epic																						
Faasos												IND										
Fasteda																				RUS		
Fittaste																						
Food Connect																						
Food racers																						
FOOD welove																						
Fooda																						
Foodarena.ch																						
FoodChéri										FRA												
Foodhub											GBR											
Foodin																						
Foodinho																						
Foodora									FIN												SWE	
Foodpanda												IND										
Foodracers													ITA									
Foodtoeat																						
FoodY.at		AUT																				
Foodys													ITA									
Foorban																						
Forkable																						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Foster's Hollywood																							
Freshhema																							
FreshMenu												IND											
Frichti										FRA													
Ginza Delivery Service																			RUS				
Glodny.pl																		POL					
Glovo			BRA					ESP		FRA			ITA					POL					
godsmak.se																					SWE		
Goodfood				CAN																			
Grazie Ristorante																							
Grow Food																			RUS				
GrubHub																						USA	
Habbib's Delivery			BRA																				
HabGusta																							
habhunger																							
HelloFresh																							
Hemkört&Klart																					SWE		
Hesburger																							
Hotmat.se																					SWE		
Hungrig.se																							
hungryhouse																							
ifood			BRA																				
InnerChef												IND											
Italy Home																							
JD Fresh																							
Just Eat								ESP		FRA	GBR		ITA										
KakaoTalk Order																							
KFC	AUS			CAN		CHN						IND				MEX	NLD	POL	RUS			USA	
Kloopr	AUS																						
Kotipizza									FIN														
KouBei						CHN																	
Kyochon															KOR								
La Culinia																							
Landhaus Küche							DEU																
L'étoile des gourmets																							
Lieferando		AUT					DEU																
Lieferheld																							
Lieferservice.at		AUT																					
linqu						CHN																	
LivraisonResto.fr										FRA													
Loblaw home delivery																							
L'Osteria							DEU																
Lunching.pl																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Max																				SWE		
McDelivery (McDonald's delivery service)			BRA			CHN						IND			KOR							
McDonald's																						
Meituan																						
MeiTuan Waimai						CHN																
Menulog	AUS																					
Meyer Menü							DEU															
MissFresh				CAN																		
mjam.at		AUT																				
MOJO Pizza												IND										
Moovenda																						
Mr D Food																						ZAF
Mr. Eat													ITA									
Munchery																						
My Menu													ITA									
My RestoBox										FRA												
Nando's											GBR											
Nestor										FRA												
New York Pizza																				NLD		
Nos Bons plats chez vous																						
Ollis																					RUS	
One Delivery											GBR											
Onlinepizza																						
Oz Food Hunter	AUS																					
Page jaune resto																						
PAI																						
Papa John's Pizza								ESP			GBR					MEX	NLD		RUS		USA	
Piddelo																MEX						
Pizza Hut	AUS		BRA	CAN		CHN	DEU	ESP		FRA	GBR	IND			KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Pizza Max							DEU															
pizza on tour		AUT																				
pizza.de																						
Pizza-online.fi									FIN													
PizzaPortal																					POL	
pizzeria.at		AUT																				
Plated																						
Plus Delivery																						
Popchef																						
Postmates																						USA
Prepd																						
Prestofood																						
Pyszne.pl																					POL	
Quero Delivery			BRA																			

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Rappi			BRA													MEX						
Red Rooster	AUS																					
Resto Malin																						
restoln																						
Resto-in																						
Restomalin										FRA												
Revitasize																						
Ritual				CAN																		USA
Robin Food			BRA																			
Rolltation																						
Room Saveurs																						
Schnitz'l Land		AUT																				
Scootsy																						
Seamless																						USA
Sin Delantal																MEX						
SkipTheDishes				CAN																		
Skubacz.pl																						POL
Smacznie i Szybko																						POL
Smiley's							DEU															
smood.ch					CHE																	
smunch.co																						
Spare Rib Express																						NLD
Speed Burger										FRA												
Spicy Dragon																						
Spoonrocket																						
Starbucks																						
Stasin ruokataksi																						
Steers																						ZAF
SUMO																						NLD
Swiggy												IND										
Swiss Food Delivery					CHE																	
Taco Mundo																						NLD
Take2me																						ITA
Takeaway.com																						
Telepizza					CHE			ESP														
The Flying Pan																						
The Jolly Table																						
Theelivery																						
Thuisbezorgd.nl																						NLD
Tok Tok Tok																						
Toqueville																						
Trattoria Nervosa																						
Twigly																						IND

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Uber Eats	AUS		BRA	CAN	CHE			ESP		FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	ZAF
Vapiano					CHE		DEU															
Vienna Breakfast																						
Wemakeprice															KOR							
Wetaca								ESP														
What About Leo																						
Wolt									FIN									POL		SWE		
Womai																						
Yakitoria																					RUS	
Yandex.Eda																					RUS	
Yiguo																						
Yogiyo															KOR							
Yumbi																						
ZakaZaka																					RUS	
ZeroCater																						
zjemy.co																					POL	
Zomato												IND										
Zushi													ITA									

Global Consumer Survey / Services & eServices / Online dating / Fee-based online dating usage by brand

Online dating services

Which of these online dating providers (website or app) have you used as a paying customer in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
50plusmatch									FIN													
Academic Singles	AUS								FIN				ITA					POL				
AdoptaUnChico																MEX						
AdoptaUnTio								ESP														
AdopteUnMec										FRA												
AdoteUmCara			BRA																			
Adultfriendfinder				CAN																		
Afrointroductions																						
Aisle												IND										
Amanda															KOR							
Amor & Classe			BRA																			
Anastasia Date																						ZAF
Ashley Madison		AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA				NLD		RUS	SWE	USA	ZAF
Attractive World										FRA												
Azar												IND										
Badoo	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Baihe						CHN																
Baroyeon															KOR							
Be2			BRA		CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA					POL	RUS		USA	ZAF
BeLinked																						
Bez kompleksov																			RUS			
Blendr																						
Bloomy												IND										
Blued						CHN																
Bumble	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
buziak.pl																						POL
Candidate																						
CasualClub																						
C-date		AUT	BRA				DEU				GBR											USA
Choice of Love																						
christianmingle.com																						USA
Clover																						
Coffee meets Bagel	AUS			CAN							GBR				KOR							USA
Daemyung With One																						
Datingbuzz																						ZAF
Deitti.net									FIN													
DrugVokrug																						
Duo															KOR							
eDarling		AUT		CAN	CHE		DEU			FRA							NLD	POL		SWE		ZAF
eHarmony	AUS			CAN							GBR											USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
E-kontakti.fi									FIN													
Eliittikumppani																						
Elite Singles	AUS										GBR											ZAF
Elitedating																	NLD					
ElitePartner					CHE		DEU															
EliteRencontre										FRA												
Elitsinglar																				SWE		
Elmaz.pl																						
e-Matching.nl																	NLD					
Find Real Love																						
Flirt.com																		POL				
Fotostrana																					RUS	
Friendfinder													ITA									
Gayeon															KOR							
Gleeden										FRA												
Grindr	AUS	AUT	BRA	CAN			DEU	ESP	FIN	FRA	GBR		ITA			MEX	NLD	POL	RUS	SWE	USA	ZAF
Happn	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD		RUS	SWE	USA	
HappyPancake									FIN													
HER																	NLD					
Hinge	AUS			CAN							GBR	IND										USA
Honglan CP						CHN																
Hornet																MEX						
Hot or Not													ITA				NLD					
HugAvenue										FRA												
iSoohyun																						
Jaumo							DEU															
Jdate.com																						
Jnoble																						KOR
JOYclub																						
Joyride								ESP														
Kassir																						
kochaj.pl																						POL
KristenDate																						
lavalife.com																						
Lexa																	NLD					
LinkYou																						
Loveaholics																						
Loveeto																						RUS
Lovepedia													ITA									
LovePlanet																						RUS
Lovepoint																						
LoveScout24		AUT			CHE		DEU															
Lovoo		AUT			CHE		DEU	ESP					ITA									

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Mamba																			RUS			
Match	AUS		BRA	CAN					FIN		GBR	IND				MEX				SWE	USA	
matchmaker																						ZAF
Mazily																				SWE		
Meetic					CHE			ESP		FRA			ITA			MEX						
Mexicancupid																MEX						
Millionaire Match																						
Momo						CHN																
Mötesplatsen																					SWE	
MyLove																			RUS			
Neorang Narang															KOR							
Netease Huatian						CHN																
NEU.CH																						
NEU.DE							DEU															
NextLove									FIN													
Nnoble															KOR							
Noon Date															KOR							
OkCupid	AUS	AUT	BRA	CAN				ESP		FRA	GBR		ITA			MEX				SWE	USA	ZAF
Once													ITA				NLD					
OneAmour																			RUS			
Ongdalsam																						
Ourtime																					SWE	
ParPerfeito			BRA																			
Parship		AUT			CHE		DEU	ESP		FRA						MEX	NLD			SWE		
Pepper																	NLD					
Plenty of Fish				CAN	CHE		DEU	ESP		FRA	GBR	IND	ITA			MEX	NLD	POL		SWE	USA	ZAF
POF/Plentyoffish																						
Przeznaczeni.pl																					POL	
Purples															KOR							
Qingchifan						CHN																
Qingliao						CHN																
QuackQuack												IND										
QuickFlirt																					POL	
RandoChat																						
Relatieplanet																		NLD				
RSVP	AUS																					
Rusdate																						
Seeking Arrangement																						
seuraajokaiselle.fi																						
Shijijiyuan						CHN																
SilverSingles	AUS																					
Singles 50																				POL		ZAF
Singles50	AUS								FIN													

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Sirfcoffee												IND												
S-klub																								
Solteros con nivel								ESP																
Solteros50			BRA																					
SouthAfricanCupid																							ZAF	
Spotted		AUT																						
Sunwoo																								
Suomi24 Treffit									FIN															
swissflirt.ch					CHE																			
swissfriends.ch					CHE																			
Sympatia																							POL	
Tagged																							MEX	
Tantan						CHN																		
Teamo																								
TheSimkoong																							KOR	
Tinder	AUS	AUT	BRA	CAN	CHE		DEU	ESP	FIN	FRA	GBR	IND	ITA		KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Truly Madly												IND												
Verlieb dich																								
Victoria Milan			BRA																					
Wapo / Wapa								ESP																
Yeoboya																							KOR	
Yeonwu																							KOR	
yoomee		AUT																						
Youjia																								
YouNow																								
Youyuan						CHN																		
Yuanlai						CHN																		
Yuehuiba						CHN																		
Zhen'ai						CHN																		
Zoosk		AUT		CAN							GBR												USA	ZAF

Content Special: Cancel Culture

Cancel Culture / Political views / Voting behavior / Voting intent by political party (Germany)

Political party (Germany)

If there were to be federal elections (Bundestagswahl) next Sunday, for which party would you vote?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AfD							DEU																
CDU/CSU							DEU																
Die Linke							DEU																
FDP							DEU																
Grüne							DEU																
SPD							DEU																

Cancel Culture / Political views / Voting behavior / Voting intent by political party (United Kingdom)

Political party (United Kingdom)

If there were to be a General Election in the United Kingdom in the near future, for which party would you vote?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Conservative											GBR												
Green											GBR												
Labour											GBR												
Liberal Democrat											GBR												
Scottish National Party											GBR												

Cancel Culture / Ethical consumption and cancel culture / Participation against brands / Platforms used when acted against a brand / company

Platforms used when acted against a brand / company

Which of these platforms did you use when you acted against a brand / company?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Discord							DEU				GBR											USA		
Facebook Messenger							DEU				GBR												USA	
Facebook							DEU				GBR												USA	
Google Hangout							DEU				GBR												USA	
Instagram							DEU				GBR												USA	
Kik							DEU				GBR												USA	
Slack							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
Telegram							DEU				GBR												USA	
TikTok							DEU				GBR												USA	
Twitter							DEU				GBR												USA	
WhatsApp							DEU				GBR												USA	
YouTube							DEU				GBR												USA	

Cancel Culture / Ethical consumption and cancel culture / Participation against public personalities / Platforms used when acted against a public personality

Platforms used when acted against a public personality

Which of these platforms did you use when you acted against a public personality?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Discord							DEU				GBR											USA		
Facebook Messenger							DEU				GBR												USA	
Facebook							DEU				GBR												USA	
Google Hangout							DEU				GBR												USA	
Instagram							DEU				GBR												USA	
Kik							DEU				GBR												USA	
Slack							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
Telegram							DEU				GBR												USA	
TikTok							DEU				GBR												USA	
Twitter							DEU				GBR												USA	
WhatsApp							DEU				GBR												USA	
YouTube							DEU				GBR												USA	

Cancel Culture / Ethical consumption and cancel culture / Participation against politicians and political parties / Platforms used when acted against a political party / politician

Platforms used when acted against a political party / politician

Which of these platforms did you use when you acted against a political party or politician?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Discord							DEU				GBR										USA	
Facebook Messenger							DEU				GBR										USA	
Facebook							DEU				GBR										USA	
Google Hangout							DEU				GBR										USA	
Instagram							DEU				GBR										USA	
Kik							DEU				GBR										USA	
Slack							DEU				GBR										USA	
Snapchat							DEU				GBR										USA	
Telegram							DEU				GBR										USA	
TikTok							DEU				GBR										USA	
Twitter							DEU				GBR										USA	
WhatsApp							DEU				GBR										USA	
YouTube							DEU				GBR										USA	

[Cancel Culture](#) / [Top brands](#) / [Used top brands](#)

Used top brands

Which of these brands have you used or bought products and services from in the past?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Adidas							DEU				GBR											USA	
Allianz							DEU																
Amazon							DEU				GBR												USA
American Airlines																							USA
Apple							DEU				GBR												USA
AT&T																							USA
Bank of America																							USA
Barclays											GBR												
BMW							DEU																
British Airways											GBR												
BT											GBR												
Cadbury											GBR												
Coca-Cola																							USA
Deutsche Bank							DEU																
Deutsche Telekom							DEU																
Dr. Oetker							DEU																
Facebook							DEU				GBR												USA
Google							DEU				GBR												USA
HSBC											GBR												
IKEA							DEU				GBR												USA
Lufthansa							DEU																
McDonald's							DEU				GBR												USA
Mercedes-Benz							DEU																
Microsoft							DEU				GBR												USA
Nike							DEU				GBR												USA
REWE							DEU																
Samsung							DEU				GBR												USA
Shell											GBR												
Starbucks							DEU				GBR												USA
Tesco											GBR												
United Airlines																							USA
Vauxhall											GBR												
Verizon																							USA
Vodafone											GBR												
Volkswagen							DEU																
Walmart																							USA
Walt Disney																							USA
Wells Fargo																							USA

Note: Brands in grey are no longer surveyed in current data updates

[Cancel Culture](#) / [Top brands](#) / [Favorite top brands](#)

Favorite top brands

Which of these brands would you consider to be among your favorite brands?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Adidas							DEU				GBR											USA	
Allianz							DEU																
Amazon							DEU				GBR												USA
American Airlines																							USA
Apple							DEU				GBR												USA
AT&T																							USA
Bank of America																							USA
Barclays											GBR												
BMW							DEU																
British Airways											GBR												
BT											GBR												
Cadbury											GBR												
Coca-Cola																							USA
Deutsche Bank							DEU																
Deutsche Telekom							DEU																
Dr. Oetker							DEU																
Facebook							DEU				GBR												USA
Google							DEU				GBR												USA
HSBC											GBR												
IKEA							DEU				GBR												USA
Lufthansa							DEU																
McDonald's							DEU				GBR												USA
Mercedes-Benz							DEU																
Microsoft							DEU				GBR												USA
Nike							DEU				GBR												USA
REWE							DEU																
Samsung							DEU				GBR												USA
Shell											GBR												
Starbucks							DEU				GBR												USA
Tesco											GBR												
United Airlines																							USA
Vauxhall											GBR												
Verizon																							USA
Vodafone											GBR												
Volkswagen							DEU																
Walmart																							USA
Walt Disney																							USA
Wells Fargo																							USA

Note: Brands in grey are no longer surveyed in current data updates

[Cancel Culture / Top brands / Least favorite top brands](#)

Least favorite top brands

Which of these brands would you consider to be among your least favorite brands?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Adidas							DEU				GBR											USA	
Allianz							DEU																
Amazon							DEU				GBR												USA
American Airlines																							USA
Apple							DEU				GBR												USA
AT&T																							USA
Bank of America																							USA
Barclays											GBR												
BMW							DEU																
British Airways											GBR												
BT											GBR												
Cadbury											GBR												
Coca-Cola																							USA
Deutsche Bank							DEU																
Deutsche Telekom							DEU																
Dr. Oetker							DEU																
Facebook							DEU				GBR												USA
Google							DEU				GBR												USA
HSBC											GBR												
IKEA							DEU				GBR												USA
Lufthansa							DEU																
McDonald's							DEU				GBR												USA
Mercedes-Benz							DEU																
Microsoft							DEU				GBR												USA
Nike							DEU				GBR												USA
REWE							DEU																
Samsung							DEU				GBR												USA
Shell											GBR												
Starbucks							DEU				GBR												USA
Tesco											GBR												
United Airlines																							USA
Vauxhall											GBR												
Verizon																							USA
Vodafone											GBR												
Volkswagen							DEU																
Walmart																							USA
Walt Disney																							USA
Wells Fargo																							USA

Note: Brands in grey are no longer surveyed in current data updates

Cancel Culture / Social Media / Social media usage by brand

Social media services

What social media do you use regularly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Facebook							DEU				GBR											USA		
Flickr							DEU				GBR												USA	
Foursquare											GBR												USA	
Instagram							DEU				GBR												USA	
Jodel							DEU																	
LinkedIn							DEU				GBR												USA	
Pinterest							DEU				GBR												USA	
Quora							DEU																	
Reddit							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
TikTok							DEU				GBR												USA	
Tumblr							DEU				GBR												USA	
Twitter							DEU				GBR												USA	
Vimeo											GBR													
We Chat							DEU				GBR												USA	
Xing							DEU																	
Yelp											GBR												USA	
YouTube							DEU				GBR												USA	

Cancel Culture / Social Media / Social media used to express political opinion

Social media used to express political opinion

And which social media platforms do you use to express your political opinion?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Facebook							DEU				GBR											USA		
Flickr							DEU				GBR												USA	
Foursquare											GBR												USA	
Instagram							DEU				GBR												USA	
Jodel							DEU																	
LinkedIn							DEU				GBR												USA	
Pinterest							DEU				GBR												USA	
Quora							DEU																	
Reddit							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
TikTok							DEU				GBR												USA	
Tumblr							DEU				GBR												USA	
Twitter							DEU				GBR												USA	
Vimeo											GBR													
We Chat							DEU				GBR												USA	
Xing							DEU																	
Yelp											GBR												USA	
YouTube							DEU				GBR												USA	

Cancel Culture / Social Media / Communication platform usage by brand

Communication platforms

Which communication platforms do you use regularly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Discord							DEU				GBR											USA		
Facebook Messenger							DEU				GBR												USA	
Google Hangouts							DEU				GBR												USA	
Houseparty											GBR												USA	
imo							DEU																	
KakaoTalk							DEU				GBR												USA	
Kik							DEU				GBR												USA	
LINE							DEU				GBR												USA	
Signal							DEU				GBR												USA	
Skype							DEU				GBR												USA	
Slack							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
Telegram							DEU				GBR												USA	
Tencent QQ							DEU				GBR												USA	
Threema							DEU				GBR												USA	
Viber							DEU				GBR												USA	
WeChat							DEU				GBR												USA	
WhatsApp							DEU				GBR												USA	
Zoom							DEU				GBR												USA	

Cancel Culture / Social Media / Communication platforms used to express political opinion

Communication platforms used to express political opinion

And which communication platforms do you use to express your political opinion?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Discord							DEU				GBR											USA		
Facebook Messenger							DEU				GBR												USA	
Google Hangouts							DEU				GBR												USA	
Houseparty											GBR												USA	
imo							DEU																	
KakaoTalk							DEU				GBR												USA	
Kik							DEU				GBR												USA	
LINE							DEU				GBR												USA	
Signal							DEU				GBR												USA	
Skype							DEU				GBR												USA	
Slack							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
Telegram							DEU				GBR												USA	
Tencent QQ							DEU				GBR												USA	
Threema							DEU				GBR												USA	
Viber							DEU				GBR												USA	
WeChat							DEU				GBR												USA	
WhatsApp							DEU				GBR												USA	
Zoom							DEU				GBR												USA	

Content Special: COVID-19/Coronavirus

COVID-19/Coronavirus / Economic impact / Subscription services acquired since lockdown

Subscription services acquired since lockdown

Have you subscribed to any of the following services since the lockdown in your country?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Music							DEU				GBR											USA	
Amazon Prime Video							DEU				GBR											USA	
Apple Music							DEU				GBR											USA	
Badoo							DEU				GBR											USA	
Disney+							DEU				GBR											USA	
eHarmony											GBR											USA	
ElitePartner							DEU																
Hulu																						USA	
iTunes							DEU				GBR											USA	
Match											GBR											USA	
Netflix							DEU				GBR											USA	
Now TV											GBR												
Parship							DEU				GBR												
Sky GO							DEU				GBR												
Spotify							DEU				GBR											USA	
Tinder							DEU				GBR											USA	
YouTube							DEU				GBR											USA	
Youtube Music							DEU				GBR											USA	

COVID-19/Coronavirus / Economic impact / Food and grocery delivery usage by brand

Food and grocery delivery services

Are you using any of the following food / grocery delivery services during the lockdown in your country?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Amazon / Amazon Fresh / Amazon Pantry							DEU				GBR										USA	
asda.com											GBR											
Blue Apron																						USA
BoFrost							DEU															
Deliveroo							DEU				GBR											
Domino's							DEU				GBR											USA
DoorDash																						USA
Edeka24							DEU															
Eismann							DEU															
Foodora							DEU															
GrubHub																						USA
HelloFresh							DEU				GBR											USA
Iceland Foods											GBR											
Instacart																						USA
Just Eat											GBR											
Lieferando							DEU															
Lieferheld							DEU															
Nando's											GBR											
Postmates																						USA
Rewe Lieferservice							DEU															
sainsburys.co.uk											GBR											
Tesco											GBR											
Uber Eats											GBR											USA

Content Special: Cybersecurity & Cloud

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for professional purposes / Work laptop brand

Work laptop brand

Which brand is your work laptop/detachable/convertible?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Acer							DEU				GBR											USA		
Apple							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Dell							DEU				GBR												USA	
HP							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
Medion							DEU																	
Microsoft							DEU				GBR												USA	
MSI							DEU				GBR												USA	
Razer							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Toshiba							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for professional purposes / Work PC brand

Work PC brand

Which brand is your work PC?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Acer							DEU				GBR											USA		
Apple							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Dell							DEU				GBR												USA	
HP							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
Medion							DEU																	
Microsoft							DEU				GBR												USA	
MSI							DEU				GBR												USA	
Razer							DEU				GBR												USA	
Toshiba							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for professional purposes / Work tablet brand

Work tablet brand

Which brand is your work tablet?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acer							DEU				GBR											USA	
Amazon							DEU				GBR											USA	
Apple							DEU				GBR											USA	
Archos							DEU				GBR											USA	
Asus							DEU				GBR											USA	
Google							DEU				GBR											USA	
Huawei							DEU				GBR											USA	
Lenovo							DEU				GBR											USA	
Microsoft							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Sony							DEU				GBR											USA	
Xiaomi							DEU				GBR											USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for professional purposes / Work smartphone brand

Work smartphone brand

Which brand is your work smartphone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Apple							DEU				GBR											USA	
Blackberry							DEU				GBR											USA	
HTC							DEU				GBR											USA	
Huawei							DEU				GBR											USA	
LG Electronics							DEU				GBR											USA	
Motorola							DEU				GBR											USA	
Nokia							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Sony (Ericsson)							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for professional purposes / Work printer brand

Work printer brand

Which brand is your work printer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Brother							DEU				GBR											USA		
Canon							DEU				GBR												USA	
Epson							DEU				GBR												USA	
HP							DEU				GBR												USA	
Kyocera							DEU				GBR												USA	
Ricoh							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Xerox							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for private purposes / Private laptop brand

Private laptop brand

Which brand is your private laptop/detachable/convertible?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Acer							DEU				GBR											USA		
Apple							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Dell							DEU				GBR												USA	
HP							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
Medion							DEU																	
Microsoft							DEU				GBR												USA	
MSI							DEU				GBR												USA	
Razer							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Toshiba							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for private purposes / Private PC brand

Private PC brand

Which brand is your private PC?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Acer							DEU				GBR											USA		
Apple							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Dell							DEU				GBR												USA	
HP							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
Medion							DEU																	
Microsoft							DEU				GBR												USA	
MSI							DEU				GBR												USA	
Razer							DEU				GBR												USA	
Toshiba							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for private purposes / Private tablet brand

Private tablet brand

Which brand is your private tablet?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Acer							DEU				GBR											USA		
Amazon							DEU				GBR												USA	
Apple							DEU				GBR												USA	
Archos							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Google							DEU				GBR												USA	
Huawei							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
Microsoft							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Sony							DEU				GBR												USA	
Xiaomi							DEU				GBR												USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for private purposes / Private smartphone brand

Private smartphone brand

Which brand is your private smartphone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Apple							DEU				GBR											USA	
Blackberry							DEU				GBR											USA	
HTC							DEU				GBR											USA	
Huawei							DEU				GBR											USA	
LG Electronics							DEU				GBR											USA	
Motorola							DEU				GBR											USA	
Nokia							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Sony (Ericsson)							DEU				GBR											USA	

Cybersecurity & Cloud / Usage of internet-enabled devices / Device usage for private purposes / Private printer brand

Private printer brand

Which brand is your private printer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Brother							DEU				GBR											USA	
Canon							DEU				GBR											USA	
Epson							DEU				GBR											USA	
HP							DEU				GBR											USA	
Kyocera							DEU				GBR											USA	
Ricoh							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Xerox							DEU				GBR											USA	

Cybersecurity & Cloud / Protective software / Awareness of protective software brands

Awareness of protective software brands

Which brand of protective software (e.g anti-virus software packages) do you think is most well known?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Avast							DEU				GBR										USA	
AVG							DEU				GBR										USA	
Avira							DEU				GBR										USA	
Bitdefender							DEU				GBR										USA	
Comodo							DEU				GBR										USA	
Emsisoft							DEU				GBR										USA	
ESET							DEU				GBR										USA	
F-Secure							DEU				GBR										USA	
G Data							DEU				GBR										USA	
Kaspersky							DEU				GBR										USA	
Malwarebytes							DEU				GBR										USA	
McAfee							DEU				GBR										USA	
Microsoft Windows (Defender)							DEU				GBR										USA	
Panda Security											GBR										USA	
Sophos							DEU				GBR										USA	
Symantec NORTON							DEU				GBR										USA	
Trend Micro							DEU				GBR										USA	

Note: Brands in grey are no longer surveyed in current data updates

Cybersecurity & Cloud / Protective software / Trust in protective software brands

Trust in protective software brands*Which brand of protective software do you trust most?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Avast							DEU				GBR										USA	
AVG							DEU				GBR										USA	
Avira							DEU				GBR										USA	
Bitdefender							DEU				GBR										USA	
Comodo							DEU				GBR										USA	
Emsisoft							DEU				GBR										USA	
ESET							DEU				GBR										USA	
F-Secure							DEU				GBR										USA	
G Data							DEU				GBR										USA	
Kaspersky							DEU				GBR										USA	
Malwarebytes							DEU				GBR										USA	
McAfee							DEU				GBR										USA	
Microsoft Windows (Defender)							DEU				GBR										USA	
Panda Security											GBR										USA	
Sophos							DEU				GBR										USA	
Symantec NORTON							DEU				GBR										USA	
Trend Micro							DEU				GBR										USA	

Cybersecurity & Cloud / Protective software / Protective software brand used at work

Protective software brand used at work

From which provider is the protective software that you use for business purposes?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Avast							DEU				GBR										USA	
AVG							DEU				GBR										USA	
Avira							DEU				GBR										USA	
Bitdefender							DEU				GBR										USA	
Comodo							DEU				GBR										USA	
Emsisoft							DEU				GBR										USA	
ESET							DEU				GBR										USA	
F-Secure							DEU				GBR										USA	
G Data							DEU				GBR										USA	
Kaspersky							DEU				GBR										USA	
Malwarebytes							DEU				GBR										USA	
McAfee							DEU				GBR										USA	
Microsoft Windows (Defender)							DEU				GBR										USA	
Panda Security											GBR										USA	
Sophos							DEU				GBR										USA	
Symantec NORTON							DEU				GBR										USA	
Trend Micro							DEU				GBR										USA	

Note: Brands in grey are no longer surveyed in current data updates

Cybersecurity & Cloud / Protective software / Protective software brand used in private context

Protective software brand used in private context

From which provider is the protective software that you use for private purposes?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Avast							DEU				GBR										USA	
AVG							DEU				GBR										USA	
Avira							DEU				GBR										USA	
Bitdefender							DEU				GBR										USA	
Comodo							DEU				GBR										USA	
Emsisoft							DEU				GBR										USA	
ESET							DEU				GBR										USA	
F-Secure							DEU				GBR										USA	
G Data							DEU				GBR										USA	
Kaspersky							DEU				GBR										USA	
Malwarebytes							DEU				GBR										USA	
McAfee							DEU				GBR										USA	
Microsoft Windows (Defender)							DEU				GBR										USA	
Panda Security											GBR										USA	
Sophos							DEU				GBR										USA	
Symantec NORTON							DEU				GBR										USA	
Trend Micro							DEU				GBR										USA	

Note: Brands in grey are no longer surveyed in current data updates

Cybersecurity & Cloud / Passwords / Usage of password manager / Awareness of password manager brands

Awareness of password manager brands

Which password managers do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1Password							DEU				GBR										USA	
Blur											GBR										USA	
Dashlane							DEU				GBR										USA	
Enpass							DEU				GBR										USA	
F-Secure Key Premium							DEU				GBR										USA	
Kaspersky Password Manager							DEU				GBR										USA	
KeePass											GBR										USA	
Keeper Security							DEU				GBR										USA	
Lastpass							DEU				GBR										USA	
RoboForm											GBR										USA	
Safe In Cloud							DEU				GBR										USA	
Sticky Password											GBR										USA	
True Key							DEU				GBR										USA	

Cybersecurity & Cloud / Passwords / Usage of password manager / Password manager brand used

Password manager brand used

Which password manager do you use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
1Password							DEU				GBR											USA		
Blur											GBR												USA	
Dashlane							DEU				GBR												USA	
Enpass							DEU				GBR												USA	
F-Secure Key Premium							DEU				GBR												USA	
Kaspersky Password Manager							DEU				GBR												USA	
KeePass											GBR												USA	
Keeper Security							DEU				GBR												USA	
Lastpass							DEU				GBR												USA	
RoboForm											GBR												USA	
Safe In Cloud							DEU				GBR												USA	
Sticky Password											GBR												USA	
True Key							DEU				GBR												USA	

Cybersecurity & Cloud / Hacking & identity theft / Hacked social media account / messenger brands

Hacked social media account / messenger brands

Which of these social media accounts / messengers was hacked?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Discord							DEU				GBR											USA		
Facebook							DEU				GBR												USA	
Facebook Messenger							DEU				GBR												USA	
FindNow							DEU				GBR												USA	
Google Hangouts							DEU				GBR												USA	
Google+							DEU				GBR												USA	
iMessage							DEU				GBR												USA	
Instagram							DEU				GBR												USA	
LinkedIn							DEU				GBR												USA	
Messenger by Google							DEU				GBR												USA	
Pinterest							DEU				GBR												USA	
reddit							DEU				GBR												USA	
Skype							DEU				GBR												USA	
Snapchat							DEU				GBR												USA	
StumbleUpon / Mix							DEU				GBR												USA	
Telegram Messenger							DEU				GBR												USA	
Tumblr							DEU				GBR												USA	
Twitter							DEU				GBR												USA	
Viber Messenger							DEU				GBR												USA	
Vimeo							DEU				GBR												USA	
WhatsApp Messenger							DEU				GBR												USA	
YouTube							DEU				GBR												USA	

Cybersecurity & Cloud / Internet usage / Internet access / Internet service provider at home

Internet service provider at home

Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1 & 1 Versatel							DEU																
'3'											GBR												
AT&T Internet Services											GBR											USA	
Cable One											GBR											USA	
CenturyLink											GBR											USA	
Charter (includes Time Warner Cable and Bright House Networks)											GBR											USA	
Comcast											GBR											USA	
Cox Communications											GBR											USA	
Frontier Communications											GBR											USA	
Mediacom											GBR											USA	
Tds Telecom											GBR											USA	
Verizon											GBR											USA	
Windstream (including Earthlink)											GBR											USA	
WOW (WideopenWest)											GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Cybersecurity & Cloud / Internet usage / Internet usage behavior / Used internet browsers

Used internet browsers

Which of the following internet browsers do you use at least once a month?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Chrome							DEU				GBR											USA	
Edge							DEU				GBR											USA	
Facebook In-App Browser							DEU				GBR											USA	
Firefox							DEU				GBR											USA	
Internet Explorer							DEU				GBR											USA	
Opera							DEU				GBR											USA	
Safari							DEU				GBR											USA	

Cybersecurity & Cloud / Cloud services / Cloud services usage / Private cloud services brands

Private cloud services brands

From which provider is your privately used cloud service?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Adobe							DEU				GBR										USA	
Amazon Drive							DEU				GBR										USA	
Amazon Web Services							DEU				GBR										USA	
Box							DEU				GBR										USA	
Dropbox							DEU				GBR										USA	
Google							DEU				GBR										USA	
IBM							DEU				GBR										USA	
iCloud							DEU				GBR										USA	
IDrive							DEU				GBR										USA	
Magenta							DEU															
Mega							DEU				GBR										USA	
Microsoft OneDrive							DEU				GBR										USA	
Oracle							DEU				GBR										USA	
pCloud							DEU				GBR										USA	
SpiderOak							DEU				GBR										USA	
Web.de (GMX)							DEU															

Cybersecurity & Cloud / Cloud services / Cloud services usage / Work cloud services brands

Work cloud services brands

From which provider is your professionally used cloud service?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Adobe							DEU				GBR											USA		
Amazon Drive							DEU				GBR												USA	
Amazon Web Services							DEU				GBR												USA	
Box							DEU				GBR												USA	
Dropbox							DEU				GBR												USA	
Google							DEU				GBR												USA	
IBM							DEU				GBR												USA	
iCloud							DEU				GBR												USA	
IDrive							DEU				GBR												USA	
Magenta							DEU																	
Mega							DEU				GBR												USA	
Microsoft Azure							DEU				GBR												USA	
Microsoft OneDrive							DEU				GBR												USA	
NextCloud							DEU				GBR												USA	
Oracle							DEU				GBR												USA	
pCloud							DEU				GBR												USA	
Salesforce.com							DEU				GBR												USA	
SAP							DEU				GBR												USA	
ServiceNow							DEU				GBR												USA	
SpiderOak							DEU				GBR												USA	
Vmware							DEU				GBR												USA	
Web.de (GMX)							DEU																	
Workday							DEU				GBR												USA	
Zoho							DEU				GBR												USA	

Content Special: Decorative Cosmetics and Facial Care

Decorative Cosmetics and Facial Care / Decorative cosmetics / Brand awareness & usage / Decorative cosmetics awareness by brand

Decorative cosmetics awareness

Which of the following brands in the area of decorative cosmetics (make-up, lipstick, mascara, etc.) do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Almay																						USA	
Astor							DEU																
Avon																						USA	
Bare Minerals																						USA	
Chanel							DEU																
Clinique							DEU																
CoverGirl																						USA	
Dior							DEU																
Essence							DEU																
Estée Lauder							DEU																
Garnier							DEU																
Lancôme							DEU																
L'Oréal Paris							DEU																
L'Oréal Paris																						USA	
M.A.C.																						USA	
Manhattan							DEU																
Mary Kay																						USA	
Max Factor							DEU																
Maybelline Jade							DEU																
Maybelline New York																						USA	
Neutrogena																						USA	
Revlon																						USA	
Rimmel																						USA	
Sephora																						USA	
Urban Decay																						USA	
Vichy							DEU																
Wet'n'Wild																						USA	
Yves Rocher							DEU																
Yves Saint Laurent							DEU																

Decorative Cosmetics and Facial Care / Decorative cosmetics / Brand awareness & usage / Decorative cosmetics usage by brand

Decorative cosmetics

Which of the following brands in the area of decorative cosmetics (make-up, lipstick, mascara, etc.) do you normally use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Almay																						USA	
Astor							DEU																
Avon																						USA	
Bare Minerals																						USA	
Chanel							DEU																
Clinique							DEU																
CoverGirl																						USA	
Dior							DEU																
Essence							DEU																
Estée Lauder							DEU																
Garnier							DEU																
Lancôme							DEU																
L'Oréal Paris							DEU																
L'Oréal Paris																						USA	
M.A.C.																						USA	
Manhattan							DEU																
Mary Kay																						USA	
Max Factor							DEU																
Maybelline Jade							DEU																
Maybelline New York																						USA	
Neutrogena																						USA	
Revlon																						USA	
Rimmel																						USA	
Sephora																						USA	
Urban Decay																						USA	
Vichy							DEU																
Wet'n'Wild																						USA	
Yves Rocher							DEU																
Yves Saint Laurent							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Decorative Cosmetics and Facial Care / Decorative cosmetics / Brand awareness & usage / Nail polish awareness by brand

Nail polish awareness

Which of the following brands in the area of nail polish do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Artdeco							DEU																
Astor							DEU																
Avon																						USA	
Chanel							DEU																
Cover Girl																						USA	
Dior							DEU																
Essence							DEU																
Essie																						USA	
Lancôme							DEU																
L'Oréal Paris							DEU																
Manhattan							DEU																
Max Factor							DEU																
Maybelline							DEU																
Maybelline New York																						USA	
N.Y.C. New York Color																						USA	
O.P.I.																						USA	
Revlon																						USA	
Sally Hansen																						USA	
Sinful Color																						USA	
Wet'n'Wild																						USA	

Decorative Cosmetics and Facial Care / Decorative cosmetics / Brand awareness & usage / Nail polish usage by brand

Nail polish

Which of the following brands in the area of nail polish do you normally use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Artdeco							DEU																
Astor							DEU																
Avon																						USA	
Chanel							DEU																
Cover Girl																						USA	
Dior							DEU																
Essence							DEU																
Essie																						USA	
Lancôme							DEU																
L'Oréal Paris							DEU																
Manhattan							DEU																
Max Factor							DEU																
Maybelline							DEU																
Maybelline New York																						USA	
N.Y.C. New York Color																						USA	
O.P.I.																						USA	
Revlon																						USA	
Sally Hansen																						USA	
Sinful Color																						USA	
Wet'n'Wild																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Decorative Cosmetics and Facial Care / Facial care / Brand awareness & usage / Facial care awareness by brand

Facial care awareness

Which of the following brands in the area of facial care (wipes, micellar water, moisturizing cream, etc.) do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AOK							DEU																
Aveeno Active Naturals																							USA
Avon																							USA
Balea							DEU																
Bare Minerals																							USA
bebe							DEU																
Bioré																							USA
Cetaphil																							USA
Clean & Clear																							USA
clearasil							DEU																USA
Clinique																							USA
Diadermine							DEU																
Eucerin							DEU																
Florena							DEU																
Garnier							DEU																
L' Oreal Paris							DEU																USA
Neutrogena																							USA
Nivea							DEU																USA
Noxzema																							USA
Oil of Olaz							DEU																
Olay																							USA
Penaten							DEU																
Pond's																							USA
Vichy							DEU																
Weleda							DEU																
Yves Rocher							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Decorative Cosmetics and Facial Care / Facial care / Brand awareness & usage / Facial care usage by brand

Facial care

Which of the following brands in the area of facial care (wipes, micellar water, moisturizing cream, etc.) do you normally use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AOK							DEU																
Aveeno Active Naturals																						USA	
Avon																						USA	
Balea							DEU																
Bare Minerals																						USA	
bebe							DEU																
Bioré																						USA	
Cetaphil																						USA	
Clean & Clear																						USA	
clearasil							DEU															USA	
Clinique																						USA	
Diadermine							DEU																
Eucerin							DEU																
Florena							DEU																
Garnier							DEU																
L' Oreal Paris							DEU															USA	
Neutrogena																						USA	
Nivea							DEU															USA	
Noxzema																						USA	
Oil of Olaz							DEU																
Olay																						USA	
Penaten							DEU																
Pond's																						USA	
Vichy							DEU																
Weleda							DEU																
Yves Rocher							DEU																

Note: Brands in grey are no longer surveyed in current data updates

*Decorative Cosmetics and Facial Care / Health & beauty stores / Health & beauty store awareness by brand***Health & beauty store awareness***Which drugstores do you know at least by name?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Budnikowsky							DEU																
Costco																						USA	
CVS																						USA	
dm							DEU																
Kroger																						USA	
Müller							DEU																
Rite Aid																						USA	
Rossmann							DEU																
Walgreens																						USA	
Walmart																						USA	

Decorative Cosmetics and Facial Care / Health & beauty stores / Health & beauty shopping by store brand

Health & beauty stores

In which drugstores do you usually buy?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Budnikowsky							DEU																
Costco																						USA	
CVS																						USA	
dm							DEU																
Kroger																						USA	
Müller							DEU																
Rite Aid																						USA	
Rossmann							DEU																
Walgreens																						USA	
Walmart																						USA	

Decorative Cosmetics and Facial Care / Health & beauty stores / Online health & beauty store awareness by website

Online health & beauty store awareness

Which online stores that sell beauty products do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
amazon.com																						USA		
beautyencounter.com																							USA	
birchbox.com																							USA	
bitiba.de							DEU																	
buymebeauty.com																							USA	
cvs.com																							USA	
dm.de							DEU																	
drogeriedepot.de							DEU																	
flaconi.de							DEU																	
glossybox.com																							USA	
glossybox.de							DEU																	
imagebeauty.com																							USA	
ipsy.com																							USA	
kosmetik4less.de							DEU																	
kultkosmetik.de							DEU																	
makeupmania.com																							USA	
mueller.de							DEU																	
online-kosmetikshop.de							DEU																	
overstock.com																							USA	
parfumdreams.de							DEU																	
promofarma.com							DEU																	
rossmann.de							DEU																	
ruelala.com																							USA	
sephora.com																							USA	
shop.nordstrom.com																							USA	
sk-kosmetik-shop.de							DEU																	
sommertraum-kosmetik.de							DEU																	
us.cosme-de.com																							USA	
walgreens.com / beauty.com																							USA	
zentraldrogerie.de							DEU																	

Decorative Cosmetics and Facial Care / Health & beauty stores / Online health & beauty shopping by website

Online health & beauty stores

In which online stores that sell beauty products do you usually buy?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com																						USA	
beautyencounter.com																						USA	
birchbox.com																						USA	
bitiba.de							DEU																
buymebeauty.com																						USA	
cvs.com																						USA	
dm.de							DEU																
drogeriedepot.de							DEU																
flaconi.de							DEU																
glossybox.com																						USA	
glossybox.de							DEU																
imagebeauty.com																						USA	
ipsy.com																						USA	
kosmetik4less.de							DEU																
kultkosmetik.de							DEU																
makeupmania.com																						USA	
mueller.de							DEU																
online-kosmetikshop.de							DEU																
overstock.com																						USA	
parfumdreams.de							DEU																
promofarma.com							DEU																
rossmann.de							DEU																
ruelala.com																						USA	
sephora.com																						USA	
shop.nordstrom.com																						USA	
sk-kosmetik-shop.de							DEU																
sommertraum-kosmetik.de							DEU																
us.cosme-de.com																						USA	
walgreens.com / beauty.com																						USA	
zentraldrogerie.de							DEU																

Content Special: Digital Lifestyles

Digital Lifestyles / Digital socializing / Social media brands / Social media platform awareness by brand

Social media platform awareness

Which of the following social media platforms do you know (even if just by name)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Baidu Tieba						CHN																	
Douban						CHN																	
Douyin						CHN																	
Facebook							DEU				GBR											USA	
Flickr							DEU				GBR											USA	
Foursquare											GBR											USA	
hupu						CHN																	
Instagram							DEU				GBR											USA	
Jodel							DEU																
Kuaishou						CHN																	
LinkedIn							DEU				GBR											USA	
Meipai						CHN																	
Pinterest							DEU				GBR											USA	
Quora							DEU																
Qzone						CHN																	
Reddit							DEU				GBR											USA	
Sina Weibo						CHN																	
Snapchat							DEU				GBR											USA	
Tencent Weibo						CHN																	
TikTok							DEU				GBR											USA	
Tumblr							DEU				GBR											USA	
Twitter							DEU				GBR											USA	
Vimeo											GBR												
WeChat						CHN	DEU				GBR											USA	
Xiaohongshu						CHN																	
Xing							DEU																
Yelp											GBR											USA	
YouTube							DEU				GBR											USA	
YY						CHN																	
Zhihu						CHN																	

Digital Lifestyles / Digital socializing / Social media brands / Social media platform usage by brand

Social media platforms

Which of these social media platforms do you use regularly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Baidu Tieba						CHN																	
Douban						CHN																	
Douyin						CHN																	
Facebook							DEU				GBR											USA	
Flickr							DEU				GBR											USA	
Foursquare											GBR											USA	
hupu						CHN																	
Instagram							DEU				GBR											USA	
Jodel							DEU																
Kuaishou						CHN																	
LinkedIn							DEU				GBR											USA	
Meipai						CHN																	
Pinterest							DEU				GBR											USA	
Quora							DEU																
Qzone						CHN																	
Reddit							DEU				GBR											USA	
Sina Weibo						CHN																	
Snapchat							DEU				GBR											USA	
Tencent Weibo						CHN																	
TikTok							DEU				GBR											USA	
Tumblr							DEU				GBR											USA	
Twitter							DEU				GBR											USA	
Vimeo											GBR												
WeChat						CHN	DEU				GBR											USA	
Xiaohongshu						CHN																	
Xing							DEU																
Yelp											GBR											USA	
YouTube							DEU				GBR											USA	
YY						CHN																	
Zhihu						CHN																	

Digital Lifestyles / Digital socializing / Social media usage intensity / Social media intensity by brand

Social media intensity

Approximately, how long do you spend on the following social media platforms in an average week?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Baidu Tieba						CHN																	
Douban						CHN																	
Douyin						CHN																	
Facebook							DEU				GBR											USA	
Flickr							DEU				GBR											USA	
Foursquare											GBR											USA	
hupu						CHN																	
Instagram							DEU				GBR											USA	
Jodel							DEU																
Kuaishou						CHN																	
LinkedIn							DEU				GBR											USA	
Meipai						CHN																	
Pinterest							DEU				GBR											USA	
Quora							DEU																
Qzone						CHN																	
Reddit							DEU				GBR											USA	
Sina Weibo						CHN																	
Snapchat							DEU				GBR											USA	
Tencent Weibo						CHN																	
TikTok							DEU				GBR											USA	
Tumblr							DEU				GBR											USA	
Twitter							DEU				GBR											USA	
Vimeo											GBR												
WeChat						CHN	DEU				GBR											USA	
Xiaohongshu						CHN																	
Xing							DEU																
Yelp											GBR											USA	
YouTube							DEU				GBR											USA	
YY						CHN																	
Zhihu						CHN																	

Digital Lifestyles / Digital socializing / Other digital platforms / Digital platform awareness by brand

Digital platform awareness

Which of the following digital platforms do you know, even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
DingTalk						CHN																	
Discord							DEU				GBR											USA	
Duoshan						CHN																	
Facebook Messenger							DEU				GBR											USA	
Facetime							DEU				GBR											USA	
Fetion						CHN																	
Google Duo							DEU				GBR											USA	
Google Hangouts							DEU				GBR											USA	
Houseparty											GBR											USA	
imo							DEU																
Jitsi						CHN	DEU				GBR											USA	
Kik							DEU				GBR											USA	
Miliao						CHN																	
Momo						CHN																	
Skype							DEU				GBR											USA	
Slack							DEU				GBR											USA	
Snapchat							DEU				GBR											USA	
Tantan						CHN																	
Telegram							DEU				GBR											USA	
Tencent QQ						CHN																	
Threema							DEU																
Viber							DEU				GBR											USA	
WeChat						CHN	DEU				GBR											USA	
WhatsApp							DEU				GBR											USA	
YY						CHN																	
Zoom						CHN	DEU				GBR											USA	

Digital Lifestyles / Digital socializing / Other digital platforms / Digital platform usage by brand

Digital platforms

Which of the following digital platforms did you use for personal purposes in the last 4 weeks?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
DingTalk						CHN																	
Discord							DEU				GBR											USA	
Duoshan						CHN																	
Facebook Messenger							DEU				GBR											USA	
Facetime							DEU				GBR											USA	
Fetion						CHN																	
Google Duo							DEU				GBR											USA	
Google Hangouts							DEU				GBR											USA	
Houseparty											GBR											USA	
imo							DEU																
Jitsi						CHN	DEU				GBR											USA	
Kik							DEU				GBR											USA	
Miliao						CHN																	
Momo						CHN																	
Skype							DEU				GBR											USA	
Slack							DEU				GBR											USA	
Snapchat							DEU				GBR											USA	
Tantan						CHN																	
Telegram							DEU				GBR											USA	
Tencent QQ						CHN																	
Threema							DEU																
Viber							DEU				GBR											USA	
WeChat						CHN	DEU				GBR											USA	
WhatsApp							DEU				GBR											USA	
YY						CHN																	
Zoom						CHN	DEU				GBR											USA	

Digital Lifestyles / Digital media consumption / Audiobooks & eBooks / Audiobook purchases by brand

Audiobook stores

Which platform(s) have you used to listen to audiobooks (streamed/downloaded) in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Apple Books							DEU				GBR											USA		
Audible						CHN	DEU				GBR												USA	
Audiobooks.com											GBR												USA	
Dedao						CHN																		
Douban						CHN																		
Downpour							DEU				GBR												USA	
Google Play Books											GBR												USA	
Google Play Bücher							DEU																	
iGet						CHN																		
Qingting						CHN																		
Rakuten Kobo/Kobo Audiobooks							DEU				GBR												USA	
Scribd							DEU																USA	
Thalia							DEU																	
Ximalaya						CHN																		

Digital Lifestyles / Digital media consumption / Audiobooks & eBooks / eBooks purchases by brand

eBook stores

Which platform(s) have you used to get eBooks in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
AbeBooks											GBR													
alibris											GBR													
Amazon						CHN	DEU				GBR											USA		
Apple Books							DEU				GBR											USA		
Barnes & Noble																						USA		
Beam							DEU																	
Blackwell's											GBR													
Bol.de							DEU																	
Buecher.de							DEU																	
Dangdang						CHN																		
Digitaltextbooks.com																						USA		
Douban						CHN																		
Duokan						CHN																		
ebook.de							DEU																	
Foyles											GBR													
Golden Hare Books											GBR													
Google Play Books											GBR											USA		
Google Play Bücher							DEU																	
hive											GBR													
Hugendubel							DEU																	
iReader						CHN																		
iTuring						CHN																		
JD cread						CHN																		
London Review BOOK SHOOP											GBR													
mostly Books											GBR													
NetEase						CHN																		
Qidian						CHN																		
QQ Reading						CHN																		
Rakuten Kobo/Kobo Audiobooks							DEU				GBR											USA		
Smash Words																						USA		
Thalia							DEU																	
The great british book shop											GBR													
The white horse bookshop											GBR													
Watersones											GBR													
Weltbild							DEU																	
Weread						CHN																		
Woniu reading						CHN																		
wordery											GBR													

Note: Brands in grey are no longer surveyed in current data updates

Digital Lifestyles / Digital media consumption / Audiobooks & eBooks / eReader usage by brand

eReaders

What brand of eReader is it? If you have more than one, please select the brand you generally use more often.

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Kindle						CHN	DEU				GBR											USA	
iReader						CHN																	
JDRead1						CHN																	
Kobo							DEU				GBR												USA
Mi Reader						CHN																	
Nook						CHN					GBR												USA
Onyx Boox						CHN	DEU				GBR												USA
PocketBook							DEU																
Tolino							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Digital Lifestyles / Digital media consumption / Digital music / Digital music purchases by brand

Digital music platforms

Which of these music streaming platform(s) have you used in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Music							DEU				GBR											USA	
Apple Music						CHN	DEU				GBR												USA
Deezer							DEU				GBR												USA
Douban FM						CHN																	
Google Play Music							DEU				GBR												USA
iHeart Radio																							USA
iTunes Store						CHN	DEU				GBR												USA
KuGou						CHN																	
Kuwo						CHN																	
Migu Music						CHN																	
Napster							DEU				GBR												USA
NetEase						CHN																	
Pandora																							USA
Qobuz							DEU				GBR												USA
QQ Music						CHN																	
Sirius XM																							USA
SoundCloud							DEU				GBR												USA
Spotify							DEU				GBR												USA
Stitcher																							USA
Taihe Music						CHN																	
Tidal							DEU				GBR												USA
Xiami Music						CHN																	
YinYueTai						CHN																	
Youtube Music							DEU				GBR												USA

Digital Lifestyles / Digital media consumption / Digital video / Digital video purchases by brand

Digital video platforms

Which platform(s) have you used to watch video content (streaming/downloading) in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Prime Video							DEU				GBR											USA	
Anime on Demand							DEU																
Apple TV+						CHN	DEU				GBR											USA	
Baofeng						CHN																	
Bilibili						CHN																	
Britbox											GBR												
Chili							DEU																
Crunchyroll							DEU				GBR											USA	
Disney+							DEU				GBR											USA	
Funshion						CHN																	
Google Play Filme & Serien							DEU																
Google Play Movies and TV shows											GBR											USA	
Hayu											GBR												
HBO											GBR											USA	
HBO GO											GBR											USA	
HBO NOW											GBR											USA	
Hulu																						USA	
iQiyi						CHN																	
iTunes Store						CHN	DEU				GBR											USA	
MagentaTV							DEU																
Mango TV						CHN																	
Maxdome							DEU																
Netflix							DEU				GBR											USA	
Now TV											GBR												
Pantaflix							DEU				GBR											USA	
Playstation Store							DEU				GBR											USA	
PPTV						CHN																	
Sky							DEU				GBR												
Sling TV											GBR											USA	
Sohu Video						CHN																	
Tencent Video						CHN																	
Videoload							DEU																
Vudu											GBR											USA	
Xbox Games Store / Microsoft Store							DEU				GBR											USA	
Youku						CHN																	
YouTube							DEU				GBR											USA	

Digital Lifestyles / Digital media consumption / Podcasts & online radio / Podcast purchases by brand

Podcast platforms

Which platform(s) did you use to stream/download podcasts in the past 12 months as a paying customer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acast											GBR												
Apple Podcasts						CHN	DEU				GBR											USA	
Audioboom											GBR												
AudioNow							DEU																
BBC Sounds											GBR												
Blubrry											GBR												
BuzzSprout											GBR												
Castbox							DEU				GBR											USA	
Castro							DEU				GBR											USA	
De Dao						CHN																	
Deezer							DEU																
Dragonfly FM						CHN																	
Google Podcasts							DEU				GBR											USA	
iHeartRadio							DEU															USA	
Laughable																						USA	
libsyn											GBR												
Lizhi						CHN																	
NetEase Cloud Music						CHN																	
NPR																						USA	
Overcast							DEU															USA	
Pocket Casts						CHN	DEU				GBR											USA	
Podbean							DEU				GBR											USA	
PodcastAddict							DEU															USA	
Qingting						CHN																	
Radio Public																						USA	
Soundcloud							DEU				GBR											USA	
Spotify							DEU				GBR											USA	
Stitcher							DEU				GBR											USA	
Ximalaya						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Digital Lifestyles / Digitalization of shopping / Online shopping / Online purchases by brand

Online shops

Which online shopping or marketplace websites have you purchased any products from in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alibaba						CHN																	
Amazon						CHN	DEU				GBR											USA	
apple						CHN	DEU				GBR											USA	
Argos																							
Asda											GBR												
Asos											GBR												
bestbuy																						USA	
Bonprix							DEU																
Boohoo											GBR												
chewy																						USA	
Conrad							DEU																
costco																						USA	
Currys PC World											GBR												
Cyberport							DEU																
dangdang						CHN																	
ebay																						USA	
eBay							DEU																
eBay UK											GBR												
etsy																						USA	
Farfetch											GBR												
Gome						CHN																	
H&M							DEU																
homedepot																						USA	
Idealo							DEU																
jcpenny																						USA	
JD						CHN																	
jd.hk						CHN																	
John Lewis & Partners											GBR												
Jumei						CHN																	
kohls																						USA	
Lidl							DEU																
lowes																						USA	
macys																						USA	
Marks & Spencer											GBR												
MediaMarkt							DEU																
Meituan-Dianping						CHN																	
Next											GBR												
notebooksbilliger							DEU																
ocado											GBR												
Otto							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
qvc																						USA	
Sainsbury's											GBR												
Saturn							DEU																
Screwfix											GBR												
Suning						CHN																	
Taobao						CHN																	
target																						USA	
Tchibo							DEU																
Tesco											GBR												
Tmall						CHN																	
vip						CHN																	
walmart																						USA	
wayfair																						USA	
yhd						CHN																	
Zalando							DEU																

Digital Lifestyles / Digitalization of shopping / Online shopping / Online payment system usage by brand

Online payment systems

Which of the following online payment systems have you used in the past 12 months to purchase these products online?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1qianbao						CHN																	
2Checkout							DEU				GBR											USA	
99Bill						CHN																	
Adyen											GBR												
Alipay						CHN																	
Amazon Pay							DEU				GBR											USA	
Apple Pay							DEU				GBR											USA	
Baofu						CHN																	
bestpay						CHN																	
BillPay							DEU																
Braintree											GBR												
giropay							DEU																
Google Pay							DEU				GBR											USA	
Ips						CHN																	
jdpay						CHN																	
Klarna							DEU				GBR											USA	
lakala						CHN																	
Lianlian Pay						CHN																	
Masterpass							DEU				GBR											USA	
Neteller							DEU				GBR											USA	
paydirekt							DEU																
payoneer											GBR												
PayPal						CHN	DEU				GBR											USA	
QQ Pay						CHN																	
shengpay						CHN																	
Skrill							DEU				GBR											USA	
Square											GBR												
Stripe							DEU				GBR											USA	
Tenpay						CHN																	
TransferWise							DEU																
Trustly							DEU				GBR												
UnionPay						CHN																	
Venmo																						USA	
Visa Checkout											GBR											USA	
WeChat Pay						CHN																	
wepay											GBR												
WorldPay Online											GBR												
Yeepay						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Digital Lifestyles / Digital hobbies & leisure time / Health and Fitness / Tracking device usage by brand

Tracking devices

Which of the following tracking devices / smartwatches with fitness functions do you own?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Adidas							DEU																
Amazfit						CHN	DEU				GBR											USA	
Apple						CHN	DEU				GBR											USA	
Asus							DEU				GBR											USA	
Fitbit						CHN	DEU				GBR											USA	
Garmin						CHN	DEU				GBR											USA	
Honor						CHN	DEU				GBR											USA	
Huawei						CHN	DEU				GBR											USA	
Keep						CHN																	
Lenovo						CHN																	
LG											GBR											USA	
Meizu						CHN																	
Misfit						CHN	DEU				GBR											USA	
Moov											GBR											USA	
MyKronoz							DEU																
Pace						CHN																	
Polar							DEU				GBR											USA	
Samsung						CHN	DEU				GBR											USA	
Sony							DEU																
Ticwatch						CHN																	
TomTom							DEU				GBR												
Under Armour																						USA	
WeLoop						CHN																	
Withings / Nokia							DEU																
Xiaomi/Mi						CHN	DEU				GBR											USA	

Digital Lifestyles / Digital hobbies & leisure time / Online Dating / Online dating platform usage by brand

Online dating platforms

Which of the following platforms have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Badoo							DEU				GBR											USA	
Baihe						CHN																	
Beautifulpeople.com											GBR												
Blued						CHN																	
Bumble							DEU				GBR											USA	
C-date							DEU				GBR											USA	
christianmingle.com							DEU				GBR											USA	
Coffee meets Bagel							DEU				GBR											USA	
Dating direct											GBR												
eDarling							DEU																
eHarmony											GBR											USA	
Elite Singles											GBR												
ElitePartner							DEU																
Grindr							DEU				GBR											USA	
Happn							DEU				GBR											USA	
Her											GBR												
Hinge											GBR											USA	
Jaumo							DEU																
Jdate.com																						USA	
Jiayuan						CHN																	
LoveScout24							DEU																
Lovoo							DEU																
Lumen											GBR												
Match											GBR											USA	
Momo						CHN																	
mysinglefriend.com											GBR												
Netease Huatian						CHN																	
NEU.de							DEU																
OKCupid											GBR											USA	
Parship							DEU																
POF/Plentyoffish																						USA	
Qingchifan						CHN																	
Tantan						CHN																	
Tinder							DEU				GBR											USA	
Youyuan						CHN																	
Yuanlai						CHN																	
Yuehuiba						CHN																	
Zhen'ai						CHN																	
Zoosk																						USA	

Digital Lifestyles / Digital hobbies & leisure time / Online Dating / Online dating platform fee-based usage by brand

Fee-base online dating platforms

For which of these services did you pay?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Badoo							DEU				GBR											USA	
Baihe						CHN																	
Beautifulpeople.com											GBR												
Blued						CHN																	
Bumble							DEU				GBR											USA	
C-date							DEU				GBR											USA	
christianmingle.com							DEU				GBR											USA	
Coffee meets Bagel							DEU				GBR											USA	
Dating direct											GBR												
eDarling							DEU																
eHarmony											GBR											USA	
Elite Singles											GBR												
ElitePartner							DEU																
Grindr							DEU				GBR											USA	
Happn							DEU				GBR											USA	
Her											GBR												
Hinge											GBR											USA	
Jaumo							DEU																
Jdate.com																						USA	
Jiayuan						CHN																	
LoveScout24							DEU																
Lovoo							DEU																
Lumen											GBR												
Match											GBR											USA	
Momo						CHN																	
mysinglefriend.com											GBR												
Netease Huatian						CHN																	
NEU.de							DEU																
OKCupid											GBR											USA	
Parship							DEU																
POF/Plentyoffish																						USA	
Qingchifan						CHN																	
Tantan						CHN																	
Tinder							DEU				GBR											USA	
Youyuan						CHN																	
Yuanlai						CHN																	
Yuehuiba						CHN																	
Zhen'ai						CHN																	
Zoosk																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Digital Lifestyles / Products & devices / Operating systems / Desktop / laptop operating system by brand

Desktop / laptop operating systems

Which operating systems do you use on your computer (e.g., desktop or laptop)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Chrome OS							DEU				GBR											USA	
FYDEOS						CHN																	
Linux						CHN	DEU				GBR											USA	
MacOS						CHN	DEU				GBR											USA	
Microsoft Windows						CHN	DEU				GBR											USA	
Ubuntu							DEU				GBR												
Ubuntu Kylin						CHN																	

Digital Lifestyles / Products & devices / Operating systems / Mobile device operating system by brand

Mobile device operating systems

Which operating systems do you use on your mobile devices (e.g., tablet or smartphone)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Android OS						CHN	DEU				GBR											USA	
Blackberry OS						CHN	DEU				GBR											USA	
Firefox OS						CHN					GBR											USA	
Harmony OS						CHN	DEU				GBR											USA	
iOS						CHN	DEU				GBR											USA	
Linux						CHN	DEU				GBR											USA	
Windows						CHN	DEU				GBR											USA	

Digital Lifestyles / Products & devices / Operating systems / Virtual assistant by brand

Virtual assistants

Which virtual assistants do you use with your smart speakers?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alexa						CHN	DEU				GBR											USA	
AliGenie						CHN	DEU				GBR											USA	
Bixby						CHN					GBR											USA	
Cortana						CHN	DEU				GBR											USA	
Duer							DEU															USA	
Google Assistant							DEU				GBR											USA	
Hound						CHN	DEU				GBR												
Siri						CHN	DEU				GBR											USA	
Tmall Genie						CHN																	
Xiaodu						CHN																	

*Digital Lifestyles / Products & devices / Account set up / Account setup service usage***Account setup services***Which account do you mainly use when logging into a new digital service, platform, or product?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alipay account						CHN	DEU				GBR											USA	
Apple account						CHN	DEU				GBR											USA	
Facebook account							DEU				GBR											USA	
Google account						CHN	DEU				GBR											USA	
Microsoft account						CHN	DEU				GBR											USA	
QQ account						CHN																	
WeChat account						CHN	DEU				GBR											USA	
Weibo account						CHN																	

Digital Lifestyles / Products & devices / Cloud storage solutions / Cloud storage solution by brand

Cloud storage solutions

Do you use any of these cloud storage solutions for personal use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Ali Yun						CHN	DEU				GBR											USA		
Amazon Drive Cloud						CHN	DEU				GBR												USA	
Apple iCloud						CHN	DEU				GBR												USA	
Baidu Yun/Wangpan						CHN	DEU				GBR												USA	
Box						CHN	DEU				GBR												USA	
Degoo							DEU				GBR													
Dropbox						CHN	DEU				GBR												USA	
Google One/Google Drive						CHN	DEU				GBR												USA	
Jianguoyun						CHN																		
Kingsoft KuaiPan						CHN	DEU				GBR												USA	
Mega						CHN	DEU				GBR												USA	
Microsoft OneDrive						CHN	DEU				GBR												USA	
Nextcloud						CHN	DEU				GBR												USA	
OpenDrive							DEU				GBR													
pCloud							DEU				GBR													
Sync.com							DEU				GBR													
Tencent Weiyun						CHN																		

[Digital Lifestyles / Products & devices / Office suites / Office suites brands](#)

Office suites brands

Do you use any of these services and/or software to create and/or edit word, spreadsheet, and/or presentation files for personal tasks?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
FreeOffice											GBR												
G Suite							DEU				GBR											USA	
Google Docs / G Suite						CHN	DEU				GBR											USA	
iWork						CHN	DEU				GBR											USA	
LibreOffice						CHN	DEU				GBR											USA	
Microsoft Office						CHN	DEU				GBR											USA	
OpenOffice						CHN	DEU				GBR											USA	
WPS Office						CHN	DEU				GBR											USA	
Yozosoft						CHN	DEU				GBR											USA	
Zoho Office Suite						CHN	DEU				GBR											USA	
Zoho Workplace						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Content Special: European Football Benchmark

European Football Benchmark / Sponsors / Sponsor brand awareness / Brand awareness of kit sponsors

Brand awareness of kit sponsors

Which of the following brands do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Avia								ESP															
betway								ESP			GBR												
BLU								ESP															
CroisiEurope										FRA													
Cuatro Rayas								ESP															
Emirates							DEU	ESP		FRA	GBR		ITA										
Estrella Galicia								ESP															
Gran Canaria								ESP															
Huesca La Magia								ESP															
kutxabank								ESP															
Marathon Bet								ESP															
OTC Desks								ESP															
Pamesa Ceramica								ESP															
Playtika								ESP															
Plus500								ESP															
Rakuten								ESP															
Riviera Maya								ESP															
Suez										FRA													
Tecnocasa								ESP															
Tesesa								ESP															

European Football Benchmark / Sponsors / Sponsor brand awareness / Kit sponsor awareness of favorite club

Kit sponsor awareness of favorite club

Which of the following brands do you know at least by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Avia								ESP															
betway								ESP			GBR												
BLU								ESP															
Cuatro Rayas								ESP															
Emirates							DEU	ESP		FRA	GBR		ITA										
Estrella Galicia								ESP															
Gran Canaria								ESP															
Huesca La Magia								ESP															
kutxabank								ESP															
Marathon Bet								ESP															
OTC Desks								ESP															
Pamesa Ceramica								ESP															
Playtika								ESP															
Plus500								ESP															
Rakuten								ESP															
Riviera Maya								ESP															
Tecnocasa								ESP															
Tesesa								ESP															

European Football Benchmark / Sponsors / Sponsor brand awareness / Preferences for kit sponsors by brand

Preferences for kit sponsors

Which of the following brands do you personally like?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Avia								ESP															
betway								ESP			GBR												
BLU								ESP															
Cuatro Rayas								ESP															
Emirates							DEU	ESP		FRA	GBR		ITA										
Estrella Galicia								ESP															
Gran Canaria								ESP															
Huesca La Magia								ESP															
kutxabank								ESP															
Marathon Bet								ESP															
OTC Desks								ESP															
Pamesa Ceramica								ESP															
Playtika								ESP															
Plus500								ESP															
Rakuten								ESP															
Riviera Maya								ESP															
Tecnocasa								ESP															
Tesesa								ESP															

European Football Benchmark / Sponsors / Sponsor Images / Characteristics of kit sponsor

Characteristics of kit sponsor

Which of the following are the main characteristics that are typical of this brand? Please choose a maximum of 5

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Avia								ESP															
betway								ESP			GBR												
BLU								ESP															
Cuatro Rayas								ESP															
Emirates							DEU	ESP		FRA	GBR		ITA										
Estrella Galicia								ESP															
Gran Canaria								ESP															
Huesca La Magia								ESP															
kutxabank								ESP															
Marathon Bet								ESP															
OTC Desks								ESP															
Pamesa Ceramica								ESP															
Playtika								ESP															
Plus500								ESP															
Rakuten								ESP															
Riviera Maya								ESP															
Tecnocasa								ESP															
Tesesa								ESP															

European Football Benchmark / International football / Leagues & clubs / Interest in Bundesliga clubs

Interest in Bundesliga clubs

Which of the following Bundesliga clubs (Germany) are you especially interested in (e.g. results, transfers, news)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
1. FC Köln							DEU	ESP		FRA	GBR		ITA											
1. FC Nürnberg							DEU	ESP		FRA	GBR		ITA											
1. FSV Mainz 05							DEU	ESP		FRA	GBR		ITA											
Bayer 04 Leverkusen							DEU	ESP		FRA	GBR		ITA											
Borussia Dortmund							DEU	ESP		FRA	GBR		ITA											
Borussia Mönchengladbach							DEU	ESP		FRA	GBR		ITA											
Eintracht Frankfurt							DEU	ESP		FRA	GBR		ITA											
FC Augsburg							DEU	ESP		FRA	GBR		ITA											
FC Bayern München							DEU	ESP		FRA	GBR		ITA											
FC Schalke 04							DEU	ESP		FRA	GBR		ITA											
Fortuna Düsseldorf							DEU	ESP		FRA	GBR		ITA											
Hamburger SV							DEU	ESP		FRA	GBR		ITA											
Hannover 96							DEU	ESP		FRA	GBR		ITA											
Hertha BSC							DEU	ESP		FRA	GBR		ITA											
RB Leipzig							DEU	ESP		FRA	GBR		ITA											
SC Freiburg							DEU	ESP		FRA	GBR		ITA											
SV Werder Bremen							DEU	ESP		FRA	GBR		ITA											
TSG 1899 Hoffenheim							DEU	ESP		FRA	GBR		ITA											
VfB Stuttgart							DEU	ESP		FRA	GBR		ITA											
VfL Wolfsburg							DEU	ESP		FRA	GBR		ITA											

European Football Benchmark / International football / Leagues & clubs / Interest in Premier League clubs

Interest in Premier League clubs

Which of the following Premier League clubs (England) are you especially interested in (e.g. results, transfers, news)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AFC Bournemouth							DEU	ESP		FRA	GBR		ITA										
Brighton & Hove Albion							DEU	ESP		FRA	GBR		ITA										
Cardiff City							DEU	ESP		FRA	GBR		ITA										
Crystal Palace							DEU	ESP		FRA	GBR		ITA										
FC Arsenal							DEU	ESP		FRA	GBR		ITA										
FC Burnley							DEU	ESP		FRA	GBR		ITA										
FC Chelsea							DEU	ESP		FRA	GBR		ITA										
FC Everton							DEU	ESP		FRA	GBR		ITA										
FC Fulham							DEU	ESP		FRA	GBR		ITA										
FC Liverpool							DEU	ESP		FRA	GBR		ITA										
FC Southampton							DEU	ESP		FRA	GBR		ITA										
FC Watford							DEU	ESP		FRA	GBR		ITA										
Huddersfield Town							DEU	ESP		FRA	GBR		ITA										
Leicester City							DEU	ESP		FRA	GBR		ITA										
Manchester City							DEU	ESP		FRA	GBR		ITA										
Manchester United							DEU	ESP		FRA	GBR		ITA										
Newcastle United							DEU	ESP		FRA	GBR		ITA										
Stoke City							DEU	ESP		FRA	GBR		ITA										
Swansea City							DEU	ESP		FRA	GBR		ITA										
Tottenham Hotspur							DEU	ESP		FRA	GBR		ITA										
West Bromwich Albion							DEU	ESP		FRA	GBR		ITA										
West Ham United							DEU	ESP		FRA	GBR		ITA										
Wolverhampton Wanderers							DEU	ESP		FRA	GBR		ITA										

Note: Brands in grey are no longer surveyed in current data updates

European Football Benchmark / International football / Leagues & clubs / Interest in Primera División/La Liga clubs

Interest in Primera División/La Liga clubs

Which of the following Primera División/La Liga clubs (Spain) are you especially interested in (e.g. results, transfers, news)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Athletic Bilbao							DEU	ESP		FRA	GBR		ITA										
Atlético Madrid							DEU	ESP		FRA	GBR		ITA										
CD Leganés							DEU	ESP		FRA	GBR		ITA										
Celta Vigo							DEU	ESP		FRA	GBR		ITA										
Deportivo Alavés							DEU	ESP		FRA	GBR		ITA										
Deportivo La Coruña							DEU	ESP		FRA	GBR		ITA										
Espanyol Barcelona							DEU	ESP		FRA	GBR		ITA										
FC Barcelona							DEU	ESP		FRA	GBR		ITA										
FC Getafe							DEU	ESP		FRA	GBR		ITA										
FC Girona							DEU	ESP		FRA	GBR		ITA										
FC Málaga							DEU	ESP		FRA	GBR		ITA										
FC Sevilla							DEU	ESP		FRA	GBR		ITA										
FC Valencia							DEU	ESP		FRA	GBR		ITA										
FC Villarreal							DEU	ESP		FRA	GBR		ITA										
Rayo Vallecano							DEU	ESP		FRA	GBR		ITA										
Real Betis Sevilla							DEU	ESP		FRA	GBR		ITA										
Real Madrid							DEU	ESP		FRA	GBR		ITA										
Real Sociedad San Sebastian							DEU	ESP		FRA	GBR		ITA										
Real Valladolid							DEU	ESP		FRA	GBR		ITA										
SD Eibar							DEU	ESP		FRA	GBR		ITA										
SD Huesca							DEU	ESP		FRA	GBR		ITA										
UD Las Palmas							DEU	ESP		FRA	GBR		ITA										
UD Levante							DEU	ESP		FRA	GBR		ITA										

Note: Brands in grey are no longer surveyed in current data updates

European Football Benchmark / International football / Leagues & clubs / Interest in Serie A clubs

Interest in Serie A clubs

Which of the following Serie A clubs (Italy) are you especially interested in (e.g. results, transfers, news)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AC Chievo Verona							DEU	ESP		FRA	GBR		ITA										
AC Florenz							DEU	ESP		FRA	GBR		ITA										
AC Mailand							DEU	ESP		FRA	GBR		ITA										
AS Rom							DEU	ESP		FRA	GBR		ITA										
Atalanta Bergamo							DEU	ESP		FRA	GBR		ITA										
Benevento Calcio							DEU	ESP		FRA	GBR		ITA										
Cagliari Calcio							DEU	ESP		FRA	GBR		ITA										
CFC Genua 1983							DEU	ESP		FRA	GBR		ITA										
FC Bologna							DEU	ESP		FRA	GBR		ITA										
FC Crotone							DEU	ESP		FRA	GBR		ITA										
FC Turin							DEU	ESP		FRA	GBR		ITA										
Frosinone Calcio							DEU	ESP		FRA	GBR		ITA										
Hellas Verona							DEU	ESP		FRA	GBR		ITA										
Inter Mailand							DEU	ESP		FRA	GBR		ITA										
Juventus Turin							DEU	ESP		FRA	GBR		ITA										
Lazio Rom							DEU	ESP		FRA	GBR		ITA										
Parma Calcio 1913							DEU	ESP		FRA	GBR		ITA										
Sampdoria Genua							DEU	ESP		FRA	GBR		ITA										
Sassuolo Calcio							DEU	ESP		FRA	GBR		ITA										
SPAL Ferrara							DEU	ESP		FRA	GBR		ITA										
SSC Neapel							DEU	ESP		FRA	GBR		ITA										
Udinese Calcio							DEU	ESP		FRA	GBR		ITA										

Note: Brands in grey are no longer surveyed in current data updates

European Football Benchmark / International football / Leagues & clubs / Interest in Ligue 1 clubs

Interest in Ligue 1 clubs

Which of the following Ligue 1 clubs (France) are you especially interested in (e.g. results, transfers, news)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Angers SCO							DEU	ESP		FRA	GBR		ITA										
AS Monaco							DEU	ESP		FRA	GBR		ITA										
AS St. Étienne							DEU	ESP		FRA	GBR		ITA										
Dijon FCO							DEU	ESP		FRA	GBR		ITA										
EA Guingamp							DEU	ESP		FRA	GBR		ITA										
ES Troyes AC							DEU	ESP		FRA	GBR		ITA										
FC Metz							DEU	ESP		FRA	GBR		ITA										
FC Nantes							DEU	ESP		FRA	GBR		ITA										
FC Toulouse							DEU	ESP		FRA	GBR		ITA										
Girondins Bordeaux							DEU	ESP		FRA	GBR		ITA										
Lille OSC							DEU	ESP		FRA	GBR		ITA										
Montpellier HSC							DEU	ESP		FRA	GBR		ITA										
OGC Nizza							DEU	ESP		FRA	GBR		ITA										
Olympique Lyon							DEU	ESP		FRA	GBR		ITA										
Olympique Marseille							DEU	ESP		FRA	GBR		ITA										
Olympique Nîmes							DEU	ESP		FRA	GBR		ITA										
Paris Saint-Germain							DEU	ESP		FRA	GBR		ITA										
Racing Strasbourg							DEU	ESP		FRA	GBR		ITA										
SC Amiens							DEU	ESP		FRA	GBR		ITA										
SM Caen							DEU	ESP		FRA	GBR		ITA										
Stade Reims							DEU	ESP		FRA	GBR		ITA										
Stade Rennes							DEU	ESP		FRA	GBR		ITA										

European Football Benchmark / Information behavior / Fequency / Media brands used to get information about football

Media brands used to get information about football

Which of the following providers do you use at least occasionally to get information about football (web and print offerings)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
11Freunde / 11freunde.de							DEU																
20minutes.fr										FRA													
90min.com							DEU																
ABC / abc.es								ESP															
ansa.it													ITA										
As / as.com								ESP															
Bild / bild.de							DEU																
cahiersdufootball.net										FRA													
calciofinanza.it													ITA										
calciomercato.com													ITA										
Corriere della Sera / corriere.it													ITA										
Corriere dello Sport / corrieredellosport.it													ITA										
Daily Mail											GBR												
Daily Mirror											GBR												
Daily Star											GBR												
Daily Telegraph											GBR												
diariogol.com								ESP															
El Correo / elcorreo.com								ESP															
El Mundo / elmundo.es								ESP															
El País / elpais.es								ESP															
El Periódico / elperiodico.es								ESP															
eldesmarque.es								ESP															
espn.com											GBR												
Estadio Deportivo / estadiodeportivo.com								ESP															
eurosport.com													ITA										
eurosport.fr										FRA													
fantagazzetta.com													ITA										
fff.fr										FRA													
fichajes.com								ESP															
figc.it													ITA										
foot01.com										FRA													
football.co.uk											GBR												
football365.com											GBR												
football365.fr										FRA													
footmercato.net										FRA													
FourFourTwo											GBR												
France Football / francefootball.fr										FRA													
franceinfo.fr										FRA													
givemesport.com											GBR												
goal.it													ITA										

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Il Giornale / ilgiornale.it													ITA										
it.yahoo.com													ITA										
La Gazzetta dello Sport / gazzetta.it													ITA										
La Razón / larazon.es								ESP															
La Repubblica / repubblica.it													ITA										
La Stampa / lastampa.it													ITA										
La Vanguardia / lavanguardia.es								ESP															
La Voz de Galicia / lavozdeg Galicia.es								ESP															
laliga.es								ESP															
Le Figaro / lefigaro.fr										FRA													
Le Monde / lemonde.fr										FRA													
Le Parisien / leparisien.fr										FRA													
le10sport.com										FRA													
legaseriea.it													ITA										
L'Equipe / lequipe.fr										FRA													
lfp.fr										FRA													
Libération / liberation.fr										FRA													
Libero / libero.it													ITA										
linternaute.com										FRA													
Marca / marca.es								ESP															
maxifoot.fr										FRA													
Mundo Deportivo / mundodeportivo.es								ESP															
orange.fr										FRA													
raisport.rai.it/													ITA										
rfef.es								ESP															
sfr.fr										FRA													
skysports.com											GBR												
soccernews.com											GBR												
spielverlagerung.de							DEU																
Sport / sport.es								ESP															
sport.sky.it													ITA										
sportbuzzer.de							DEU																
Sporting Life											GBR												
sportmediaset.mediaset.it													ITA										
sports.fr										FRA													
sports.yahoo.com										FRA													
spox.com							DEU																
Süddeutsche / sueddeutsche.de							DEU																
superdeporte.es								ESP															
The Independent											GBR												
The Sun											GBR												
The Times											GBR												
transfermarkt.es								ESP															

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
transfermarkt.fr										FRA													
transfermarkt.it													ITA										
tribalfootball.com											GBR												
tuttomercatoweb.com													ITA										
Tuttosport / tuttosport.it													ITA										
virgilio.it													ITA										
weltfussball.de							DEU																
whoscored.com							DEU				GBR												
World Soccer											GBR												

European Football Benchmark / Football games in the media / Football shows / Football shows watched

Football shows watched

Which of the following football shows have you watched in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
19h30 pm (Canal+ Sport)										FRA			ITA										
20h Foot (CNEWS)										FRA			ITA										
90° minuto (Rai 2)										FRA			ITA										
Aktuelles Sportstudio (ZDF)							DEU																
Aspettando Calciomercato (Sportitalia)										FRA			ITA										
Breaking Foot (SFR Sport1)										FRA			ITA										
Bundesliga Aktuell (Sport1)							DEU																
Bundesliga Pur (Sport1)							DEU																
Calciomercato Live (Sportitalia)										FRA			ITA										
Canal Football Club - CFC (Canal+ Sport)										FRA			ITA										
Champions Arena (beIN)										FRA			ITA										
Dimanche Ligue 1 Le Mag (beIN)										FRA			ITA										
Directo GOL (GOL TV)								ESP		FRA			ITA										
Diretta stadio... ed è subito goal! (7 Gold)										FRA			ITA										
Doppelpass (Sport1)							DEU																
Dribbling (Rai 2)										FRA			ITA										
El Chiringuito de Jugones (Mega)								ESP		FRA			ITA										
El Día Después (#0)										FRA			ITA										
El Golazo de Gol (GOL TV)								ESP		FRA			ITA										
Estudio Estadio (TDP)								ESP		FRA			ITA										
Eurosport Bundesliga (Eurosport)							DEU																
Fast & Fut (TDP)								ESP		FRA			ITA										
J+1 (Canal+ Sport)										FRA			ITA										
Jour de foot (Canal+ Sport)										FRA			ITA										
Jugones (laSexta)								ESP		FRA			ITA										
La Domenica Sportiva (Rai 3)										FRA			ITA										
La Goleada (Trece)								ESP		FRA			ITA										
La tribù del calcio (Italia 2, Premium Sport)										FRA			ITA										
l'after (RMC Sport)										FRA			ITA										
Late Football Club (Canal+ Sport)										FRA			ITA										
Le décrassage de Luis (beIN)										FRA			ITA										
Le tour des stades (beIN)										FRA			ITA										
Le Vestiaire (RMC Sport 1)										FRA			ITA										
L'ÉQUIPE du soir (l'Équipe)										FRA			ITA										
Los Lunes al Gol (GOL TV)								ESP		FRA			ITA										
Match of the Day (BBC)										FRA	GBR		ITA										
Match of the Day 2 (BBC)										FRA	GBR		ITA										
Monday Night Football (Sky)										FRA	GBR		ITA										
MultiLigue 1 (beIN)										FRA			ITA										
PL Zone (SFR Sport 1)										FRA			ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pressing (Canale 5)										FRA			ITA										
Quelli che il calcio (Rai 2)										FRA			ITA										
Sfide (Rai 3)										FRA			ITA										
Sky Calcio Club (Sky)										FRA			ITA										
Soccer Saturday (Sky)										FRA	GBR		ITA										
Speciale Calciomercato (Sportitalia)										FRA			ITA										
Speciale Champions League (Canale 5, Italia 1, Rete 4)										FRA			ITA										
Sportitalia Mercato (Sportitalia)										FRA			ITA										
Stade 2 (France 2)										FRA			ITA										
Téléfoot (TF1)										FRA			ITA										
The Premier League Show (BBC)										FRA	GBR		ITA										
Tiki Taka - Il calcio è il nostro gioco (Italia 1)										FRA			ITA										
Tout le sport (France 3)										FRA			ITA										
UEFA Champions League Magazine (BT)										FRA	GBR		ITA										
Vendredi Ligue 1 (beIN)										FRA			ITA										
Vox Populi (Sportitalia)										FRA			ITA										
Zona 11 pm (Rai Sport)										FRA			ITA										

European Football Benchmark / Football games in the media / Football shows / Favorite football show

Favorite football show

And which is your favorite football show?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
19h30 pm (Canal+ Sport)										FRA			ITA										
20h Foot (CNEWS)										FRA			ITA										
90° minuto (Rai 2)													ITA										
Aspettando Calciomercato (Sportitalia)													ITA										
Breaking Foot (SFR Sport1)										FRA			ITA										
BT Sport Score (BT)											GBR		ITA										
Calciomercato Live (Sportitalia)													ITA										
Canal Football Club - CFC (Canal+ Sport)										FRA			ITA										
Champions Arena (beIN)										FRA			ITA										
Dimanche Ligue 1 Le Mag (beIn)										FRA			ITA										
Directo GOL (GOL TV)								ESP					ITA										
Diretta stadio... ed è subito goal! (7 Gold)													ITA										
Dribbling (Rai 2)													ITA										
El Chiringuito de Jugones (Mega)								ESP					ITA										
El Día Después (#0)								ESP					ITA										
El Golazo de Gol (GOL TV)								ESP					ITA										
Estudio Estadio (TDP)								ESP					ITA										
Fast & Fut (TDP)								ESP					ITA										
Final Score (BBC)											GBR		ITA										
Football Focus (BBC)											GBR		ITA										
Football on 5 (Channel 5)											GBR		ITA										
Goals on Sunday (Sky)											GBR		ITA										
J+1 (Canal+ Sport)										FRA			ITA										
Jour de foot (Canal+ Sport)										FRA			ITA										
Jugones (laSexta)								ESP					ITA										
La Domenica Sportiva (Rai 3)													ITA										
La Goleada (Trece)								ESP					ITA										
La tribù del calcio (Italia 2, Premium Sport)													ITA										
l'after (RMC Sport)										FRA			ITA										
Late Football Club (Canal+ Sport)										FRA			ITA										
Le décrochage de Luis (beIN)										FRA			ITA										
Le tour des stades (beIN)										FRA			ITA										
Le Vestiaire (RMC Sport 1)										FRA			ITA										
L'ÉQUIPE du soir (l'Équipe)										FRA			ITA										
Los Lunes al Gol (GOL TV)								ESP					ITA										
Match of the Day (BBC)											GBR		ITA										
Match of the Day 2 (BBC)											GBR		ITA										
Monday Night Football (Sky)											GBR		ITA										
MultiLigue 1 (beIN)										FRA			ITA										
PL Zone (SFR Sport 1)										FRA			ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pressing (Canale 5)													ITA										
Quelli che il calcio (Rai 2)													ITA										
Sfide (Rai 3)													ITA										
Sky Calcio Club (Sky)													ITA										
Soccer Saturday (Sky)											GBR		ITA										
Speciale Calciomercato (Sportitalia)													ITA										
Speciale Champions League (Canale 5, Italia 1, Rete 4)													ITA										
Sportitalia Mercato (Sportitalia)													ITA										
Stade 2 (France 2)										FRA			ITA										
Téléfoot (TF1)										FRA			ITA										
The Premier League Show (BBC)											GBR		ITA										
Tiki Taka - Il calcio è il nostro gioco (Italia 1)													ITA										
Tout le sport (France 3)										FRA			ITA										
UEFA Champions League Magazine (BT)											GBR		ITA										
Vendredi Ligue 1 (beIN)										FRA			ITA										
Vox Populi (Sportitalia)													ITA										
Zona 11 pm (Rai Sport)													ITA										

European Football Benchmark / Merchandise / Sportswear brands / Purchased sportswear brand

Sportswear

From which of the following brands have you bought sports clothes in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acerbis								ESP		FRA			ITA										
Adidas							DEU	ESP		FRA	GBR		ITA										
ASICS							DEU	ESP		FRA	GBR		ITA										
Bench							DEU	ESP		FRA	GBR		ITA										
Billabong							DEU	ESP		FRA	GBR		ITA										
Bogner							DEU	ESP		FRA	GBR		ITA										
Erima							DEU	ESP		FRA	GBR		ITA										
Errea								ESP		FRA			ITA										
FG								ESP		FRA			ITA										
FILA							DEU	ESP		FRA	GBR		ITA										
Givova								ESP		FRA			ITA										
Hummel							DEU	ESP		FRA	GBR		ITA										
Hungaria								ESP		FRA			ITA										
Jako							DEU	ESP		FRA	GBR		ITA										
Joma								ESP		FRA	GBR		ITA										
Kappa							DEU	ESP		FRA	GBR		ITA										
Kelme								ESP		FRA			ITA										
Le Coq Sportif								ESP		FRA			ITA										
Lotto Sport Italia							DEU	ESP		FRA	GBR		ITA										
Macron								ESP		FRA	GBR		ITA										
New Balance								ESP		FRA	GBR		ITA										
Nike							DEU	ESP		FRA	GBR		ITA										
Patrick								ESP		FRA			ITA										
Puma							DEU	ESP		FRA	GBR		ITA										
Quiksilver							DEU	ESP		FRA	GBR		ITA										
Reebok							DEU	ESP		FRA	GBR		ITA										
Salomon							DEU	ESP		FRA	GBR		ITA										
Schöffel							DEU	ESP		FRA	GBR		ITA										
Uhlsport							DEU	ESP		FRA	GBR		ITA										
Umbro							DEU	ESP		FRA	GBR		ITA										
Under Armour							DEU	ESP		FRA	GBR		ITA										
Zeus								ESP		FRA			ITA										

European Football Benchmark / Merchandise / Sportswear brands / Preferred sportswear brand

Preferred sportswear brand

And which of the following sportswear manufacturers do you personally prefer?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acerbis								ESP		FRA			ITA										
Adidas							DEU	ESP		FRA	GBR		ITA										
ASICS							DEU	ESP		FRA	GBR		ITA										
Bench							DEU	ESP		FRA	GBR		ITA										
Billabong							DEU	ESP		FRA	GBR		ITA										
Bogner							DEU	ESP		FRA	GBR		ITA										
Erima							DEU	ESP		FRA	GBR		ITA										
Errea								ESP		FRA			ITA										
FG								ESP		FRA			ITA										
FILA							DEU	ESP		FRA	GBR		ITA										
Givova								ESP		FRA			ITA										
Hummel							DEU	ESP		FRA	GBR		ITA										
Hungaria								ESP		FRA			ITA										
Jako							DEU	ESP		FRA	GBR		ITA										
Joma								ESP		FRA	GBR		ITA										
Kappa							DEU	ESP		FRA	GBR		ITA										
Kelme								ESP		FRA			ITA										
Le Coq Sportif								ESP		FRA			ITA										
Lotto Sport Italia							DEU	ESP		FRA	GBR		ITA										
Macron								ESP		FRA	GBR		ITA										
New Balance								ESP		FRA	GBR		ITA										
Nike							DEU	ESP		FRA	GBR		ITA										
Patrick								ESP		FRA			ITA										
Puma							DEU	ESP		FRA	GBR		ITA										
Quiksilver							DEU	ESP		FRA	GBR		ITA										
Reebok							DEU	ESP		FRA	GBR		ITA										
Salomon							DEU	ESP		FRA	GBR		ITA										
Schöffel							DEU	ESP		FRA	GBR		ITA										
Uhlsport							DEU	ESP		FRA	GBR		ITA										
Umbro							DEU	ESP		FRA	GBR		ITA										
Under Armour							DEU	ESP		FRA	GBR		ITA										
Zeus								ESP		FRA			ITA										

Content Special: Finance & Assets

Finance & Assets / Banking / Primary bank account by brand (Traditional bank)

Traditional banks

Which financial institution do you hold your main bank account with?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Bank of America																						USA	
Bank of Scotland											GBR												
Barclays											GBR												
Capital One																						USA	
Citigroup																						USA	
Citizens Bank																						USA	
Commerzbank							DEU																
Degussa Bank							DEU																
Deutsche Bank							DEU																
Fifth Third Bank																						USA	
First Republic Bank																						USA	
Halifax											GBR												
HSBC Bank											GBR												
Huntington National Bank																						USA	
HypoVereinsbank (UniCredit)							DEU																
JP Morgan Chase & Co / Chase																						USA	
KeyBank																						USA	
Lloyds Bank											GBR												
M&T Bank																						USA	
Metro Bank											GBR												
National Westminster Bank (NatWest)											GBR												
Nationwide Building Society											GBR												
PNC Financial Services																						USA	
Post Office Money											GBR												
Postbank							DEU																
Regions Bank																						USA	
Regions Financial																						USA	
Royal Bank of Scotland											GBR												
Sainsburys Bank											GBR												
Santander							DEU																
Santander											GBR												
Sparda-Bank							DEU																
Sparkasse							DEU																
Standard Chartered											GBR												
Targobank							DEU																
TD Bank																						USA	
The Co-operative Bank											GBR												
Truist Financial																						USA	
TSB											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
U.S. Bancorp																						USA	
Virgin Money (Clydesdale Bank, Yorkshire Bank)											GBR												
Volksbank Raiffeisenbank							DEU																
Wells Fargo																						USA	

Finance & Assets / Banking / Primary bank account by brand (Direct bank)

Direct banks

Which financial institution do you hold your main bank account with?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
1822direkt							DEU															
Advanzia Bank							DEU															
Aldermore											GBR											
Alliant Credit Union																					USA	
Ally																					USA	
Atom Bank											GBR											
Bank of Scotland							DEU															
Bank5 Connect																					USA	
Boon Planet							DEU															
Charles Schwab																					USA	
Chime																					USA	
CIBC U.S.																					USA	
Comdirect Bank							DEU															
Consorsbank							DEU															
Discover Bank																					USA	
DKB							DEU															
E-Trade																					USA	
First Direct											GBR											
ING							DEU															
Mercedes-Benz Bank							DEU															
Monese											GBR											
Monzo Bank											GBR											
N26							DEU				GBR										USA	
nbkc Bank																					USA	
Norisbank							DEU															
RaboDirect							DEU															
Radius Bank																					USA	
Revolut											GBR											
Simple																					USA	
Starling Bank											GBR											
Synchrony Bank																					USA	
Tandem Bank											GBR											
Tesco Bank											GBR											
Varo																					USA	
Volkswagen Bank							DEU															

Finance & Assets / Information & advice / Financial consulting / Financial advisory firms by brand

Financial advisory firms

Which of these financial advisory firms have you consulted in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
A.S.I. Wirtschaftsberatung							DEU																
Ameriprise Financial																							USA
AXA Advisors LLC																							USA
Bartlett Wealth Management											GBR												
Bonnfinanz							DEU																
Cambridge Investment																							USA
CAPTRUST																							USA
Charles Schwab																							USA
Charley Stanley											GBR												
Close Brothers Asset Management											GBR												
Commonwealth Financial Network																							USA
Compexx Finanz							DEU																
Cullen Wealth											GBR												
Deutsche Beratungsgesellschaft für Finanzplanung							DEU																
Dr. Klein							DEU																
DVAG							DEU																
Edelman Financial Engines																							USA
Edward Jones																							USA
EFC AG							DEU																
Equilibrium											GBR												
Fidelity																							USA
Finum Gruppen							DEU																
First Republic																							USA
Fisher Investments																							USA
Formaxx AG							DEU																
Fort Washington Investment Advisors																							USA
Global-Finanz							DEU																
Grant Thornton											GBR												
Hazlewoods Financial Planning											GBR												
LEBC Group											GBR												
Lincoln Financial Group																							USA
LPL Financial																							USA
Ludlow											GBR												
Lunis							DEU																
Marsh Commercial											GBR												
MassMutual (MML)																							USA
Mayflower Capital							DEU																
Mazars											GBR												
Merrill																							USA
MLP							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Morgan Stanley																						USA	
Northwestern Mutual																						USA	
Openwork											GBR												
OVB							DEU																
Plansecur							DEU																
Punter Southall											GBR												
Quilter Financial Planning											GBR												
Raymond James																						USA	
RBC																						USA	
St. James's Place Wealth Management											GBR												
Stifel																						USA	
Swiss Life Select							DEU																
Telis Finanz							DEU																
Tenet Group											GBR												
The Fry Group											GBR												
The Progney Group											GBR												
Travistock Investments											GBR												
UBS																						USA	
Wells Fargo Advisors																						USA	

Finance & Assets / Information & advice / Financial apps / Financial app usage by brand

Financial apps

Which of these apps have you used in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
10bii Financial Calculator											GBR										USA	
Banking4							DEU															
Cash App																						USA
Check24							DEU															
Chime																						USA
Cleo											GBR											
Credit Karma																						USA
Credit Sesame																						USA
Currency Heatwave: Forex Tool											GBR											USA
Digit																						USA
Emma - Budget Planner											GBR											USA
Empower																						USA
eToro											GBR											
Every Dollar																						USA
Experian Credit Report																						USA
EZ Financial Calculators Pro																						USA
Finanzblick							DEU															
Finanzguru							DEU															
Finimize: Finance Simplified											GBR											
Guidants							DEU															
Haushaltsbuch MoneyControl							DEU															
Haushaltsbuch: Money Manager							DEU															
Home Budget with Sync											GBR											
Level Money																						USA
Mileage Tracker by MileIQ											GBR											
Mint: Personal Finance & Money											GBR											USA
Mobills																						USA
Moneyfy							DEU															
Moneyfy: Money Tracker											GBR											USA
Money Lover											GBR											
Money Manager											GBR											USA
MoneyPatrol																						USA
Monzo											GBR											
Motley Fool																						USA
MyWallSt: Invest in our Shortlist											GBR											
onvista							DEU															
Outbank							DEU															
PayPal											GBR											
Plus500							DEU				GBR											
PocketGuard											GBR											

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
QuickBooks Self-Employed											GBR												
Revolut											GBR												
Seeking Alpha																						USA	
smartsteuer xpress							DEU																
Spendee																						USA	
Splitwise							DEU																
StarMoney							DEU																
Steuererklärung							DEU																
TEO. Lifestyle-Banking							DEU																
Toshi																						USA	
Trade Republic							DEU																
Trading 212							DEU				GBR												
Truebill Budget Planner & Bill Tracker																						USA	
VectorVest Stock Advisory																						USA	
Wallet							DEU																
Wallit											GBR												
Webull: Stocks, Options & ETFs																						USA	
WISO steuer:App							DEU																
You Need a Budget / YNAB											GBR											USA	

Finance & Assets / Information & advice / Magazine & website / Financial website usage by website

Financial websites

On which of these websites have you informed yourself about financial topics in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Accounting and Business magazine											GBR												
BankingSense																						USA	
Bankrate																						USA	
Bloomberg							DEU															USA	
boerse.de							DEU																
Börse Online							DEU																
Börsennews							DEU																
City A.M											GBR												
Cnbc																						USA	
CNN Markets																						USA	
Der Aktionär							DEU																
Financial Times							DEU				GBR											USA	
finanzen.de							DEU																
finanzen.net							DEU																
Finanzen100							DEU																
FinanzNachrichten.de							DEU																
Finanztip							DEU																
finanztreff							DEU																
Forbes																						USA	
Fourtune																						USA	
ftd.de							DEU																
Google Finances											GBR												
Ib Times																						USA	
Independent											GBR												
Investing											GBR												
investment week											GBR												
Investopedia																						USA	
Kiplinger																						USA	
manager-magazin.de							DEU																
Market Watch											GBR											USA	
Masterinvestor											GBR												
Money advice service											GBR												
Money Facts											GBR												
Money Morning																						USA	
Moneysavingexpert											GBR												
Morning star																						USA	
Motley Fool																						USA	
Nasqad																						USA	
onvista							DEU																
Reuters											GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Seeking Alpha																						USA	
share buyers											GBR												
The Economist																						USA	
The Motley Fool											GBR												
The Street																						USA	
The Wall Street Journal																						USA	
This is Money											GBR												
wallstreet online							DEU																
Wired											GBR											USA	
WiseBread																						USA	
Yahoo Finanzen							DEU				GBR											USA	

Finance & Assets / Information & advice / Magazine & website / Financial magazines and newspapers by brand

Financial magazines and newspapers

Which of these magazines or newspapers have you read in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
€uro / €uro am Sonntag							DEU																
ACBJ (American City Business Journals)																							USA
Barron's																							USA
Bild							DEU																
Bloomberg											GBR												USA
Börse-Online							DEU																
Brand eins							DEU																
Business Punk							DEU																
Campaign											GBR												USA
Capital							DEU																
CFO																							USA
City A.M											GBR												
Consumer Reports																							USA
Der Aktionär							DEU																
Der Spiegel							DEU																
Entrepreneur																							USA
Euromoney											GBR												
Fast Company																							USA
Financial Advisor																							USA
Financial Management											GBR												
Financial News											GBR												
Financial Times											GBR												USA
Focus							DEU																
Focus Money							DEU																
Forbes																							USA
Fortune																							USA
Handelsblatt							DEU																
Harvard Business Manager							DEU				GBR												USA
Inc.																							USA
Inside Business																							USA
Investment Week											GBR												
Investor's Business Daily																							USA
Journal of Commerce																							USA
Kiplinger's Personal Finance																							USA
Manager Magazin							DEU																
Money											GBR												USA
Money Observer											GBR												
MoneyWeek											GBR												USA
Prospect											GBR												
Public Finance											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
SmartMoney																						USA	
Stern							DEU																
The Accountant											GBR												
The Banker																						USA	
The Economist							DEU				GBR											USA	
The New Economy											GBR												
TIAM							DEU																
Wall Street Journal											GBR											USA	
What Investment											GBR												
WirtschaftsWoche							DEU																
World Finance											GBR											USA	
Worth																						USA	

Finance & Assets / Information & advice / RoboAdvisor / RoboAdvisor by brand

RoboAdvisors

Which of these RoboAdvisor providers have you used in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acorns																						USA	
AvaTrade											GBR												
Betterment																							USA
bevestor							DEU																
bloom																							USA
Charles Schwab																							USA
cominvest							DEU																
Easyfolio							DEU																
Ellevest																							USA
Evergreen							DEU																
Evestor											GBR												
Fidelity											GBR												USA
Fintego							DEU																
Ginmon							DEU																
growney							DEU																
IG Smart Portfolios											GBR												
LIQID							DEU																
Merrill Edge																							USA
Minveo							DEU																
Moneyfarm							DEU																
Moneyfarm											GBR												
nutmeg											GBR												
Personal Capital																							USA
Quirion							DEU																
RebellionResearch.com																							USA
ROBIN / Deutsche Bank maxblue							DEU																
robinhood																							USA
Scalable Capital							DEU																
Scalable Capital											GBR												
SoFi																							USA
Solidvest							DEU																
Stash																							USA
Swanest											GBR												
T. Rowe Price																							USA
TD Ameritrade																							USA
True Potential											GBR												
Truevest							DEU																
Vanguard											GBR												USA
Visualvest							DEU																
VTB Invest							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Wealth Horizon											GBR												
Wealthfront																						USA	
Wealthify											GBR												
Wealthsimple											GBR											USA	
WeltInvest							DEU																
Whitebox							DEU																
worthy																						USA	
Zeedin							DEU																

Finance & Assets / Investments / Shares / Stock portfolio by brand

Stock portfolio providers

At which of these providers do you have a securities account or stock portfolio?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1822 direkt							DEU																
AGORA direct							DEU																
AJ Bell											GBR												
Ally Invest																						USA	
AvaTrade											GBR												
Aviva											GBR												
Banx							DEU																
Barclays Smart Investor											GBR												
Betterment																						USA	
Capital											GBR												
Charles Schwab																						USA	
Close Brothers											GBR												
comdirect							DEU																
Commerzbank							DEU																
Consorsbank							DEU																
Degiro											GBR												
Deka							DEU																
Deutsche Bank							DEU																
DKB							DEU																
E*TRADE																						USA	
Etoro							DEU				GBR												
Fidelity																						USA	
Firsttrade																						USA	
flatex							DEU																
Halifax											GBR												
Hargreaves Lansdown											GBR												
HSBC											GBR												
IG											GBR												
ING							DEU																
Interactive Brokers																						USA	
Interactive Investor											GBR												
iWeb											GBR												
Lloyds Bank											GBR												
Maxblue							DEU																
Merrill Edge																						USA	
Natwest											GBR												
onvista Bank							DEU																
Personal Capital																						USA	
Plus500											GBR												
Robinhood																						USA	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Saxo Bank											GBR												
Scalable Capital							DEU																
Smartbroker							DEU																
Sofi Invest																						USA	
Sparkassen Broker / S Broker							DEU																
Targobank							DEU																
TD Ameritrade																						USA	
Trade Republic							DEU																
TradeStation																						USA	
Trading 212							DEU				GBR												
USAA																						USA	
Vanguard																						USA	
Vanguard Investor											GBR											USA	
Wealthfront																						USA	
You Invest by J.P. Morgan																						USA	
Zacks Trade																						USA	

Finance & Assets / Insurance & retirement / Insurance / Insurance ownership by brand

Insurances

From which of these companies do you have an insurance product?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Admiral Group											GBR												
Aegon											GBR											USA	
Aetna																						USA	
Aflac																						USA	
ALG											GBR											USA	
Allianz							DEU				GBR											USA	
Allstate																						USA	
Alte Leipziger - Hallesche							DEU																
American International Group																						USA	
AON											GBR												
Aviva											GBR											USA	
Avon											GBR												
AXA							DEU				GBR												
Barmenia							DEU																
Basler Versicherungen							DEU																
Berkshire Hathaway																						USA	
Bupa											GBR												
Chubb											GBR											USA	
Cigna																						USA	
Co-op Insurance											GBR												
Covéa											GBR												
Debeka Versicherungen							DEU																
DEVK							DEU																
Direct Line Group											GBR												
Ergo							DEU																
Farmers Insurance Group																						USA	
Geico																						USA	
Generali (Deutschland)							DEU																
Gothaer							DEU																
Hastings											GBR												
HDI							DEU																
HUK-Coburg							DEU																
Legal & General											GBR												
Lincoln Financial Group																						USA	
Liverpool Victoria											GBR												
Lloyds											GBR												
LVM Versicherung							DEU																
MetLife																						USA	
Nationwide Mutual Insurance Company																						USA	
NFU Mutual											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
NHBC											GBR												
Northwestern Mutual																						USA	
Nürnberger							DEU																
Progressive																						USA	
Provinzial NordWest							DEU																
Prudential plc											GBR											USA	
R+V							DEU																
Signal Iduna							DEU																
State Farm																						USA	
Swiss Life							DEU																
The Hartford																						USA	
TIAA																						USA	
Travelers																						USA	
USAA																						USA	
Versicherungskammer Bayern							DEU																
VHV Gruppe							DEU																
Wüstenrot & Württembergische							DEU																
Zurich							DEU				GBR											USA	

Finance & Assets / Insurance & retirement / Retirement / Retirement plan by brand

Retirement plan providers

From which of these providers do you have a retirement plan product?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Aegon											GBR													
AjBell											GBR													
Allianz							DEU																	
Ally invest																						USA		
Alte Leipziger - Hallesche							DEU																	
AVIVA											GBR													
AXA							DEU																	
Barmenia							DEU																	
Basler Versicherungen							DEU																	
Bestinvest											GBR													
Betterment																						USA		
Cavendish online											GBR													
Charles Schwab IRA																						USA		
Commshare											GBR													
Debeka Versicherungen							DEU																	
DEVK							DEU																	
E*TRADE IRA																						USA		
Elevate Pension											GBR													
Ellevest																						USA		
embark											GBR													
Ergo							DEU																	
Fidelity											GBR											USA		
Firstrade																						USA		
Fundrise																						USA		
Generali (Deutschland)							DEU																	
Gothaer							DEU																	
Hargreaves Lansdown											GBR													
HDI							DEU																	
HUK-Coburg							DEU																	
Interactive Investor											GBR													
Liverpool victoria											GBR													
LVM Versicherung							DEU																	
Merill Edge																						USA		
Nürnbergger							DEU																	
nutmeg Pension											GBR													
PensionBee											GBR													
Provinzial NordWest							DEU																	
Prudential											GBR													
R+V							DEU																	
Schwab Intelligent																						USA		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Signal Iduna							DEU																
SoFi																						USA	
Swiss Life							DEU																
T.RowePrice																						USA	
TD Ameritrade																						USA	
true Potential investor											GBR												
Vanguard																						USA	
Versicherungskammer Bayern							DEU																
VHV Gruppe							DEU																
Wüstenrot & Württembergische							DEU																
You Invest by J.P.Morgan																						USA	
Zurich							DEU																

Finance & Assets / Insurance & retirement / Retirement / State-subsidized private retirement plan by brand

State-subsidized private retirement plan providers

From which of these providers do you have a state-subsidized private retirement plan product for retirement provision?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Allianz							DEU																
Ally invest																						USA	
Alte Leipziger							DEU																
AXA							DEU																
Betterment																						USA	
Charles Schwab																						USA	
Continentale							DEU																
CosmosDirekt							DEU																
Debeka							DEU																
E*TRADE																						USA	
Ellevest																						USA	
ERGO							DEU																
Fidelity																						USA	
Firstrade																						USA	
Fundrise																						USA	
Generali (Deutschland)							DEU																
Hannoversche							DEU																
Hanse Merkur							DEU																
HDI							DEU																
HUK-COBURG							DEU																
Merill Edge																						USA	
Provinzial							DEU																
R+V							DEU																
Schwab Intelligent																						USA	
SoFi																						USA	
Stuttgarter							DEU																
T.RowePrice																						USA	
TARGO							DEU																
TD Ameritrade																						USA	
Vanguard																						USA	
Volkswahl Bund							DEU																
Wüstenrot Bausparkasse							DEU																
WWK							DEU																
You Invest by J.P.Morgan																						USA	
Zurich							DEU																

Finance & Assets / Loan / Loan ownership from automotive bank by brand

Loans from automotive banks

From which of these automotive banks have you borrowed money or taken out a loan from in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Audi Bank							DEU															
AutoBank AG							DEU															
BMW Bank							DEU															
FCA Bank Deutschland							DEU															
Honda Bank							DEU															
Mercedes-Benz Bank							DEU															
Opel Bank							DEU															
Porsche Bank							DEU															
PSA Bank Deutschland							DEU															
Renault-Credit-Bank							DEU															
Seat Bank							DEU															
Toyota Kreditbank							DEU															
Volkswagen Bank (VW Bank)							DEU															

Note: Brands in grey are no longer surveyed in current data updates

Finance & Assets / Loan / Loan ownership from bank or financial institution by brand

Loans from banks or financial institutions

From which of these banks or financial institutions have you borrowed money or taken out a loan from in the past 2 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1822direkt							DEU																
1st stop											GBR												
Amigo loans											GBR												
Bamboo											GBR												
Bank of America																						USA	
Bank of Scotland											GBR												
Bank of Scotland							DEU																
barclaycard							DEU																
Barclays											GBR												
BNY Mellon																						USA	
Capital One																						USA	
Charles Schwab																						USA	
Citigroup																						USA	
Comdirect Bank							DEU																
Commerzbank							DEU																
Consorsbank							DEU																
Credit Plus							DEU																
Deutsche Bank							DEU																
DKB							DEU																
DSL Bank							DEU																
Fairway Independent Mortgage																						USA	
First Direct											GBR												
Goldman Sachs																						USA	
Halifax											GBR												
HSBC											GBR											USA	
HypoVereinsbank (UniCredit)							DEU																
ING							DEU																
JP Morgan Chase & Co / Chase																						USA	
Kredite24Sofort							DEU																
Lloyds Bank											GBR												
LoanDepot																						USA	
M&S Bank											GBR												
Metro Bank											GBR												
Morgan Stanley																						USA	
NatWest											GBR												
Norisbank							DEU																
PNC Financial Services																						USA	
Post Office Money											GBR												
Postbank							DEU																
Quicken Loans																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Royal Bank of Scotland											GBR												
Sainsbury's											GBR												
Santander							DEU				GBR											USA	
Sparda-Bank							DEU																
Sparkasse							DEU																
State Street Corporation																						USA	
swkbank							DEU																
Targobank							DEU																
TD Bank																						USA	
Tesco Bank											GBR												
The AA											GBR												
TIAA																						USA	
TSB											GBR												
U.S. Bancorp																						USA	
United Wholesale Mortgage																						USA	
Volksbank Raiffeisenbank							DEU																
Wells Fargo																						USA	
Zopa											GBR												

Content Special: Food & Hot Drinks

Food & Hot Drinks / Purchases & Groceries / Grocery shopping / Grocery shopping by store brand

Grocery stores

In which of these stores have you bought during the past 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
A&O													ITA										
Albert Heijn																	NLD						
Albertsons																						USA	
Aldi											GBR		ITA				NLD	POL				USA	
Aldi Nord							DEU																
Aldi Süd							DEU																
Asda											GBR												
Auchan													ITA										
Bailian						CHN																	
Bennet													ITA										
Biedronka																							POL
BJ's																							USA
Carrefour						CHN							ITA										POL
Conad													ITA										
Coop													ITA										
Co-op											GBR							NLD					
Costco											GBR												USA
Deen Supermarkten																							NLD
Dekamarkt																							NLD
Delikatesy Centrum																							POL
Despar													ITA										
Dino																							POL
Dirk																							NLD
Edeka							DEU																
Ekoplaza																							NLD
Emté Supermarkten																							NLD
Esselunga													ITA										
Eurospin													ITA										
famila													ITA										
Farmfoods											GBR												
Fred Meyer																							USA
Hoogvliet																							NLD
Iceland											GBR												
Intermarché																							POL
Inzone						CHN																	
Iper, La grande i													ITA										
Jan Linders																							NLD
Jumbo																							NLD
Kaufland							DEU																POL

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Kroger																						USA	
Lewiatan																			POL				
Lianhua						CHN																	
Lidl							DEU				GBR		ITA				NLD	POL				USA	
Marks & Spencer											GBR												
Morrisons											GBR												
NETTO							DEU												POL				
Netto - Markendiscout							DEU																
NGS						CHN																	
Norma							DEU																
Ocado											GBR												
Pam													ITA										
Penny							DEU						ITA										
Piotr i Paweł																						POL	
Plus																		NLD					
real							DEU																
Rewe							DEU																
RT-Mart						CHN																	
Safeway																							USA
Sainsbury's											GBR												
Sam's Club																							USA
Seven Eleven						CHN																	
SPAR																		NLD					
Spółem																							POL
SuperValu																							USA
Target																							USA
Tesco											GBR												POL
Trader Joe's																							USA
Vanguard						CHN																	
Vomar Voordeelmarkt																							NLD
Waitrose											GBR												
Walmart						CHN																	USA
Whole Foods Markets																							USA
Wumart						CHN																	
YH						CHN																	
Żabka																							POL

Food & Hot Drinks / Snacks / Purchases / Chips/crisps purchases by brand

Chips/crisps

Which of these brands of chips and/or crisps have you bought during the past 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amica Chips													ITA										
Bugles						CHN																	
Burts																	NLD						
Calbee						CHN																	
Cape Cod																						USA	
Capico						CHN																	
Cheetos																	NLD	POL					
Chio							DEU										NLD	POL					
Chipsletten																						POL	
Cracker Salati													ITA										
Crik Crok													ITA										
Croccantelle													ITA										
Croky																	NLD						
Cruly Chrupki																						POL	
Crunchips																						POL	
Doritos											GBR						NLD	POL					
Flips																						POL	
Flips Chrupki																						POL	
Fonzies													ITA										
funny-frisch (e.g., Chipsfrisch, Erdnuss Flippies, Kessel Chips)							DEU																
Golden Wonder											GBR												
goldfischli							DEU																
Herr's																						USA	
Hula Hoops											GBR												
I'believe						CHN																	
Jacobs Cracker Crisps											GBR												
Jays																						USA	
John John																	NLD						
Kettle																	NLD					USA	
Kp Nuts											GBR												
Krunchers																						USA	
Lay's						CHN	DEU				GBR		ITA				NLD	POL				USA	
Le Contadine													ITA										
Lorenz (e.g., Erdnuss Locken, NicNac's, Saltletts)							DEU																
Mackies											GBR												
McCoy's											GBR												
Monster Munch																						POL	
Munchos																							USA
Oishi						CHN																	
Orion						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
P.A.I. (Prodotti Alimentari Industriali);													ITA										
Peppies Chrupki																		POL					
POM-Bär							DEU																
Popchips																						USA	
Prażynki																			POL				
Pringles						CHN	DEU				GBR		ITA				NLD	POL				USA	
QinQin						CHN																	
Ritz Crisp & Thins											GBR												
Royce						CHN																	
Ruffles																						USA	
Sabritas																						USA	
Salati Preziosi													ITA										
San Carlo													ITA										
Seabrook											GBR												
Seeberger							DEU																
Shuyuan						CHN																	
Snyder's																						USA	
Sunbites																			POL				
Tom's																						USA	
Tuc							DEU																
Tygryski Chrupki																			POL				
Tyrells											GBR							NLD					
Ültje Nüsse							DEU																
Utz																						USA	
Walkers											GBR												
Wise																						USA	
Xiao Wangzi						CHN																	
Zidi						CHN																	

Food & Hot Drinks / Snacks / Purchases / Chocolate bar purchases by brand

Chocolate bars

Which of these brands of chocolate bars have you bought during the past 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
100 Grand Bar																						USA		
3 Musketeers																							USA	
5th Avenue																							USA	
Alpen Gold																			POL					
Amovo						CHN																		
Areo Mint											GBR													
Baci						CHN																		
Balisto							DEU																	
Baltyk																								POL
Bounty							DEU				GBR							NLD						
Cadbury						CHN					GBR													POL
Côte d'Or																			NLD					
Crunch																								USA
Crunchie											GBR													
Dove						CHN																		
Duplo							DEU																	
Ferrero						CHN																		
Flake											GBR													
Galaxy Ripple											GBR													
Godiva Chocolatier						CHN																		
Goplana																								POL
Guylian						CHN																		
Hanuta							DEU																	
Hershey's Bar						CHN																		USA
Kinder						CHN																		
Kinder Country							DEU																	
Kinder Pingui							DEU																	
Kinder Riegel							DEU						ITA					NLD						
KitKat							DEU				GBR		ITA					NLD						
Knoppers							DEU																	
Lindt						CHN							ITA					NLD	POL					
Lion																			NLD					
Mars							DEU				GBR		ITA					NLD						USA
Meiji						CHN																		
Milch-Schnitte							DEU																	
Milka						CHN							ITA					NLD	POL					
Milky Way							DEU												NLD					USA
Novi													ITA											
NutRageous																								USA
Perugina													ITA											

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pick Up!							DEU																
Reese's																							USA
Ritter Sport						CHN							ITA				NLD	POL					
Schogetten																			POL				
Smores																							USA
Snickers						CHN	DEU				GBR						NLD						USA
Take 5																							USA
Terravita																							POL
Toblerone						CHN					GBR						NLD	POL					
Tony's Choclonely																	NLD						
Torras																							POL
Twirl											GBR												
Twix							DEU				GBR		ITA				NLD	POL					USA
Venchi													ITA										
Verkade																	NLD						
Vivani																							POL
Wawel																							POL
Wedel																							POL
Wispa											GBR												
Zero Bar																							USA

Food & Hot Drinks / Snacks / Purchases / Ice cream purchases by brand

Ice cream

Which of these brands of ice cream have you bought during the past 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Algida													ITA					POL						
Antica Gelateria del Corso													ITA											
Baskin-Robbins																							USA	
BAXY						CHN																		
Ben & Jerry's							DEU				GBR			ITA				NLD	POL				USA	
Blue Bell																							USA	
Blue Bunny																							USA	
Bolero																							POL	
Bracia Koral																							POL	
Breyer's											GBR												USA	
Calippo																		NLD						
Carte D'Or											GBR												POL	
Cornetto							DEU				GBR							NLD						
Dairy Queen						CHN																		
Dreyer's / Edy's Grand											GBR												USA	
Festini																		NLD						
Galatelli																							POL	
Grycan																							POL	
Guangming						CHN																		
Häagen-Dazs						CHN	DEU						ITA					NLD	POL				USA	
Hertog																		NLD						
Kelly's											GBR													
Koral																							POL	
Łaciate																							POL	
Landliebe							DEU																	
Langnese Cremissimo							DEU																	
Langnese Vinnetta							DEU																	
Mackie's											GBR													
Magnum						CHN					GBR		ITA				NLD	POL					USA	
Manhattan																							POL	
Mars							DEU				GBR							NLD						
Mengniu						CHN																		
Middle street 1946						CHN																		
Milka																							POL	
Modern						CHN																		
Morrison's											GBR													
Motta													ITA											
Mövenpick							DEU																POL	
Nestlé Schöller						CHN	DEU						ITA										POL	
Ola																		NLD						

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Raket																	NLD							
Sammontana													ITA											
Schär													ITA											
Solero											GBR						NLD							
Split																	NLD							
Swirl's																	NLD							
Talenti																						USA		
Tesco											GBR													
TipTop							DEU																	
Tonitto													ITA											
Tre Marie													ITA											
Turkey Hill																						USA		
Twister																	NLD							
Valsoia													ITA											
Viennetta																	NLD							
Wall's							CHN																	
Yili							CHN																	
Zielona Budka																								POL

Food & Hot Drinks / Coffee / Purchases / Drip coffee purchases by brand

Drip coffee

Which of the following (drip) coffee brands do you usually purchase for your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Café Hag							DEU																
Café Intención							DEU																
Café Royal																	NLD						
Cafédirect											GBR												
Caferica						CHN																	
Caffè Borbone													ITA										
Caffe Gondoliere																	NLD						
Caffè Vergnano													ITA										
Caribou																						USA	
Chunguang						CHN																	
Colin						CHN																	
Costa											GBR												
Covim													ITA										
Dallmayr Prodomo							DEU											POL					
Davidoff Cafe							DEU											POL					
Douwe Egberts																	NLD						
Dunkin' Donuts																						USA	
Eight O'Clock																						USA	
Eilles Gourmet Kaffee							DEU																
Folgers																						USA	
French						CHN																	
Gala							DEU																
Geo Coffee						CHN																	
Gevalia																						USA	
Gimoka													ITA										
Green Mountain																						USA	
Idee Kaffee							DEU																
Illy						CHN					GBR		ITA				NLD	POL				USA	
Jacobs							DEU												POL				
Kanis & Gunnink																	NLD						
Kimbo													ITA						POL				
Kofno						CHN																	
La Brasiliana																						POL	
Lavazza							DEU				GBR		ITA				NLD	POL					
L'Or																	NLD						
Max Havelaar																	NLD						
Maxwell House																						USA	
Melitta							DEU																
Mocca						CHN																	
Mokate																						POL	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mövenpick							DEU																
Nescafé							DEU				GBR						NLD	POL				USA	
Onko							DEU																
Paca						CHN																	
Pacific Coffee						CHN																	
Peet's Coffee																						USA	
Pellini													ITA									POL	
Perla																	NLD						
Sainsbury's											GBR												
Sara Lee																						POL	
Seattle's Best																						USA	
Segafredo													ITA				NLD	POL					
Simon Lévelt																	NLD						
Socona						CHN																	
Splendid													ITA										
Starbucks						CHN					GBR						NLD					USA	
Strauss Group																						POL	
Stumpdown																						USA	
Tasogarede						CHN																	
Tassimo							DEU				GBR												
Taylors of Harrogate											GBR												
Tchibo							DEU															POL	
Tesco											GBR												
UBC Coffee						CHN																	
UCC						CHN																	

Food & Hot Drinks / Coffee / Coffee maker / Automatic coffee machine ownership by brand

Automatic coffee machines

From which brand is your automatic coffee machine (bean-to-cup coffee maker)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
ACA						CHN																		
Ariete													ITA											
Bialetti													ITA											
Bosch							DEU										NLD	POL						
Breville																							USA	
DeLonghi						CHN	DEU				GBR		ITA				NLD	POL					USA	
Donlim						CHN																		
Electrolux						CHN							ITA										POL	
Eupa						CHN																		
Gaggia											GBR		ITA										POL	USA
Illy						CHN											NLD							
Jura							DEU				GBR		ITA				NLD	POL						USA
Krups							DEU						ITA				NLD	POL						USA
Lavazza													ITA											
Magimix																	NLD							
Melitta							DEU				GBR						NLD	POL						
Miele							DEU																	
Mr. Coffee																								USA
Nivona																							POL	
Panasonic						CHN																		
Philips						CHN	DEU						ITA				NLD	POL						
Russell Hobbs											GBR													
Saeco						CHN							ITA				NLD	POL						USA
Sage											GBR													
Sencor																								POL
Severin							DEU																	POL
Siemens							DEU				GBR						NLD	POL						USA
WMF							DEU																	
Zelmer																								POL

Food & Hot Drinks / Coffee / Coffee maker / Drip coffee maker ownership by brand

Drip coffee makers

From which brand is your drip coffee maker?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AEG																	NLD						
Alessi													ITA										
Animo																	NLD						
Ariete													ITA										
Bartscher																	NLD						
Bear						CHN																	
Bella																						USA	
Bestron																	NLD						
Bialetti						CHN							ITA										
Black+Decker																						USA	
Bomann																	NLD						
Bonavita											GBR								POL			USA	
Bosch							DEU										NLD	POL					
Braun						CHN	DEU										NLD					USA	
Breville											GBR												
Bunn											GBR								POL			USA	
Clatronic							DEU																
Cuisinart																			POL			USA	
Delonghi						CHN							ITA				NLD	POL					
DonLim						CHN																	
Electrolux																			POL				
Giannini													ITA										
Grundig							DEU																
Hamilton Beach																			POL			USA	
Ilsa													ITA										
Keurig																						USA	
Krups						CHN	DEU															USA	
Lagostina													ITA										
Maybaum						CHN																	
Melitta							DEU				GBR						NLD	POL					
Midea						CHN																	
Moccamaster																			POL				
Moka Bra													ITA										
Morphy Richards						CHN					GBR												
Mr. Coffee																						USA	
Naliya						CHN																	
Nathome						CHN																	
Ninja											GBR											USA	
Panasonic						CHN																	
Pedrin													ITA										

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Philips						CHN	DEU				GBR		ITA				NLD	POL				
Princess											GBR											
Recolte						CHN																
Russel Hobbs							DEU				GBR										POL	
Severin							DEU				GBR										POL	
Siemens							DEU										NLD					
Swan											GBR											
Technivorm											GBR										POL	USA
Tefal							DEU										NLD					
Tristar																	NLD					
Wilfa																					POL	
WMF							DEU															

Food & Hot Drinks / Tea / Purchases / Tea purchases by brand

Tea

Which of the following tea brands do you usually purchase for your household?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
8 Horses						CHN																	
Ahmad Tea																			POL				
Asda											GBR												
Babcia Jagoda																			POL				
Bad Heilbrunner							DEU																
Big-Active																			POL				
Bigelow																						USA	
Bonomelli													ITA										
Bünting							DEU																
Celestial Seasonings																		NLD				USA	
ChinaTea (Zhong Cha)						CHN																	
Clipper											GBR		ITA					NLD					
Dilmah																		NLD	POL				
Eilles							DEU																
English Tea Store											GBR												
Everton													ITA										
Fair Trade Original																		NLD					
Goldmännchen							DEU																
Good Earth																						USA	
Great Value																						USA	
Herbapol																			POL				
Junshan						CHN																	
Kroger Tea																						USA	
Kusmi													ITA										
L'Angelica													ITA										
Lipton						CHN	DEU				GBR		ITA					NLD	POL			USA	
Lord Nelson																		NLD					
Loyd																			POL				
Luzianne																						USA	
Mayfair							DEU																
Meßmer							DEU																
Milford							DEU																
Minutka																						POL	
Nescafé																		NLD					
Nestea																						USA	
PG Tips											GBR												
Pickwick																			NLD				
Pompadour													ITA										
Pukka											GBR												
Pyramide																						NLD	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Saga																		POL				
Sainsbury's											GBR											
Salada																						USA
San Benedetto													ITA									
Simon Lévelt																	NLD					
Sir Winston Tea																		POL				
Star Tea													ITA									
Stash																						USA
TaeTea (Dayi)						CHN																
Tata																		POL				
Taylors of Harrogate											GBR											
Tazo																						USA
teapigs											GBR											
TeeGschwender							DEU															
Teehaus							DEU															
Teekanne							DEU											POL				
Tesco Finest											GBR											
Tetley											GBR							POL				USA
Tianfu						CHN																
Twinnings							DEU				GBR		ITA				NLD					USA
Typhoo											GBR											
Verdin																		POL				
Vitax																		POL				
Westminster																		NLD				
Windsor Castle							DEU															
Wuyutai						CHN																
Xiaoshi						CHN																
Xieyuda						CHN																
Yinkesong						CHN																
Yogi							DEU											NLD				USA
Yorkshire Tea/Gold											GBR											
Zhejiang Tea						CHN																
Zonnatura																		NLD				

Content Special: Holiday

[Holiday / Christmas gifts & trees / Christmas gifts / Christmas gifts online stores](#)

Christmas gifts online stores

From which online stores do you buy your Christmas gifts?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aboutyou.de							DEU																
Amazon							DEU				GBR											USA	
Apple							DEU				GBR											USA	
Argos.co.uk											GBR												
Asda.com											GBR												
Baur.de							DEU																
Bestbuy.com																						USA	
Buyagift.co.uk											GBR												
Chewy.com																						USA	
Costco.com																						USA	
Currys.co.uk											GBR												
Debenhams.com											GBR												
Ebay							DEU				GBR											USA	
Gap.com																						USA	
hm.com							DEU																
Homedepot.com																						USA	
Huckberry.com																						USA	
Ikea.com							DEU																
Johnlewis.com											GBR												
Kohls.com																						USA	
Kroger.com																						USA	
Lidl.de							DEU																
Lowe's.com																						USA	
Macys.com																						USA	
Marksandspencer.com											GBR												
Mediamarkt.de							DEU																
Mindfactory.de							DEU																
Morrisons.com											GBR												
Newegg.com																						USA	
Next.co.uk											GBR												
Otto.de							DEU																
Prezzybox.com											GBR												
Qvc.com																						USA	
Real.de							DEU																
Sainsburys.co.uk											GBR												
Saturn.de							DEU																
Target.com																						USA	
Tchibo.de							DEU																
Tesco.com											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Thomann.de							DEU																
Tkmaxx.com											GBR												
Very.co.uk											GBR												
Walmart.com																						USA	
Wayfair.com																						USA	
Zalando.de							DEU																

Holiday / Christmas gifts & trees / Christmas gifts / Christmas gifts offline stores

Christmas gifts offline stores

And from which offline stores do you buy your Christmas gifts?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Argos											GBR												
Asda											GBR												
BabyOne							DEU																
Barnes & Noble																						USA	
Bestbuy																						USA	
Biglots!																						USA	
Claire's											GBR												
Costco																						USA	
Debenhams											GBR												
Dm							DEU																
Dollar stores																						USA	
Douglas							DEU																
Early Learning Centre											GBR												
Famila							DEU																
Fat Brain Toys																						USA	
GALERIA Karstadt Kaufhof							DEU																
Globus							DEU																
Hamleys											GBR												
Homedepot																						USA	
JCPenney																						USA	
John Lewis											GBR												
Kaufland							DEU																
Kik							DEU																
Kohl's																						USA	
Kroger																						USA	
LEGO Store							DEU				GBR											USA	
Lidl							DEU																
Lowe's																						USA	
Macy's																						USA	
Media Markt							DEU																
Müller							DEU																
MyToys							DEU																
Real							DEU																
Rossmann							DEU																
Sainsbury's											GBR												
Saturn							DEU																
Sears																						USA	
Smyths							DEU																
Smyths											GBR												
Spiele Max							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Target																						USA	
TEDi							DEU																
Tesco											GBR												
Thalia							DEU																
The Entertainer											GBR												
Toymaster											GBR												
Walmart																						USA	
Waterstones											GBR												
Woolworth							DEU																

Holiday / New Year's Eve / New Year's champagne / sparkling wine by brand

New Year's champagne / sparkling wines

Which champagne / sparkling wine do you buy for New Year's Eve?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Allini							DEU																
André																							USA
ASDA											GBR												
Auerbach							DEU																
Barefoot Bubbly																							USA
Bollinger																							USA
Ca' Bolani Estate																							USA
Camel Valley											GBR												
Chandon																							USA
Chapel											GBR												
Cinzano asti							DEU																
Cook's																							USA
Cupcake Vineyards																							USA
Da Luca																							USA
Deinhard							DEU																
Digby											GBR												
Dom Pérignon																							USA
Drappier											GBR												
Faber							DEU																
Freixenet							DEU																USA
Fürst von Metternich							DEU																
Greyfriars											GBR												
Gusbourne											GBR												
Heidsieck											GBR												
Henkell							DEU																USA
Jules Mumm							DEU																
Korbel																							USA
Krimskoye							DEU																USA
Kupferberg Gold							DEU																
La Marca																							USA
Lanson											GBR												
Laurent Perrier											GBR												
Louvel Fontaine											GBR												
Marks and Spencer											GBR												
Martini & Rossi																							USA
Mionetto							DEU																
MM EXTRA							DEU																
Moët & Chandon							DEU				GBR												
Mumm																							
Nicolas Feuillatte											GBR												

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Nyetimber											GBR												
Ridgeview											GBR												
Rotkäppchen							DEU																
Ruffino																						USA	
Ruggeri																						USA	
SöhnleinBrillant							DEU																
Stella Rosa																						USA	
Taittinger											GBR												
Tesco / Tesco Finest											GBR												
Veuve Clicquot											GBR												
Veuve Clicquot Ponsardin							DEU															USA	
Zardetto																						USA	
Zonin							DEU															USA	

Content Special: Luxury & Counterfeiting

Luxury & Counterfeiting / Customer journey / Touchpoints / Luxury products in social media

Luxury products in social media

On which social media platforms have you noticed luxury brands?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Blogger							DEU				GBR											USA	
Facebook							DEU				GBR											USA	
Flickr							DEU				GBR											USA	
Instagram							DEU				GBR											USA	
Jodel							DEU																
LinkedIn							DEU				GBR											USA	
Pinterest							DEU				GBR											USA	
Reddit							DEU				GBR											USA	
Snapchat							DEU				GBR											USA	
TikTok							DEU				GBR											USA	
Tumblr							DEU				GBR											USA	
Twitter							DEU																
Xing							DEU																
YouTube							DEU															USA	

Luxury & Counterfeiting / Luxury fashion & accessories / Brand awareness & ownership / Premium fashion and accessories awareness by brand

Premium fashion and accessories awareness

Which of these luxury brands in the accessories and fashion sector do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Bally							DEU				GBR										USA	
Balmain							DEU				GBR										USA	
Carolina Herrera							DEU				GBR										USA	
Coach							DEU				GBR										USA	
DSQUARED2							DEU				GBR										USA	
Emporio Armani							DEU				GBR										USA	
Ermenegildo Zegna							DEU				GBR										USA	
Escada							DEU				GBR										USA	
Fay							DEU				GBR										USA	
HIDDEN: Calvin Klein							DEU				GBR										USA	
HIDDEN: Hugo Boss							DEU				GBR										USA	
HIDDEN: Karl Lagerfeld							DEU				GBR										USA	
HIDDEN: Marc Jacobs							DEU				GBR										USA	
HIDDEN: Marc O'Polo							DEU				GBR										USA	
HIDDEN: Michael Kors							DEU				GBR										USA	
HIDDEN: Ralph Lauren							DEU				GBR										USA	
HIDDEN: Tommy Hilfiger							DEU				GBR										USA	
Just Cavalli							DEU				GBR										USA	
Kenzo							DEU				GBR										USA	
Maison Margiela							DEU				GBR										USA	
MaxMara							DEU				GBR										USA	
MCM							DEU				GBR										USA	
Moncler							DEU				GBR										USA	
Montblanc							DEU				GBR										USA	
Moschino							DEU				GBR										USA	
Ray Ban							DEU				GBR										USA	
Tod's							DEU				GBR										USA	
Trussardi							DEU				GBR										USA	
Versace							DEU				GBR										USA	

Luxury & Counterfeiting / Luxury fashion & accessories / Brand awareness & ownership / Premium fashion and accessories ownership by brand

Premium fashion and accessories

And from which of these luxury brands do you own clothes or accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Bally							DEU				GBR										USA		
Balmain							DEU				GBR											USA	
Carolina Herrera							DEU				GBR											USA	
Coach							DEU				GBR											USA	
DSQUARED2							DEU				GBR											USA	
Emporio Armani							DEU				GBR											USA	
Ermenegildo Zegna							DEU				GBR											USA	
Escada							DEU				GBR											USA	
Fay							DEU				GBR											USA	
HIDDEN: Karl Lagerfeld							DEU				GBR											USA	
HIDDEN: Calvin Klein							DEU				GBR											USA	
HIDDEN: Hugo Boss							DEU				GBR											USA	
HIDDEN: Marc Jacobs							DEU				GBR											USA	
HIDDEN: Marc O'Polo							DEU				GBR											USA	
HIDDEN: Michael Kors							DEU				GBR											USA	
HIDDEN: Ralph Lauren							DEU				GBR											USA	
HIDDEN: Tommy Hilfiger							DEU				GBR											USA	
Just Cavalli							DEU				GBR											USA	
Kenzo							DEU				GBR											USA	
Maison Margiela							DEU				GBR											USA	
MaxMara							DEU				GBR											USA	
MCM							DEU				GBR											USA	
Moncler							DEU				GBR											USA	
Montblanc							DEU				GBR											USA	
Moschino							DEU				GBR											USA	
Ray Ban							DEU				GBR											USA	
Tod's							DEU				GBR											USA	
Trussardi							DEU				GBR											USA	
Versace							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Luxury & Counterfeiting / Luxury fashion & accessories / Brand awareness & ownership / Luxury fashion and accessories awareness by brand

Luxury fashion and accessories awareness

And which of these high-priced luxury brands in the accessories and fashion sector do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Alexander McQueen							DEU				GBR											USA		
Balenciaga							DEU				GBR												USA	
Bottega Veneta							DEU				GBR													
Brioni							DEU				GBR												USA	
Bulgari							DEU				GBR												USA	
Burberry							DEU				GBR												USA	
Céline							DEU				GBR												USA	
Chanel							DEU				GBR												USA	
CHLOÉ							DEU				GBR												USA	
Dior							DEU				GBR												USA	
Dolce & Gabbana							DEU				GBR												USA	
Fendi							DEU				GBR												USA	
Giorgio Armani							DEU				GBR												USA	
Gucci							DEU				GBR												USA	
Hermès							DEU				GBR												USA	
Loewe							DEU				GBR												USA	
Loro Pina							DEU				GBR												USA	
Louis Vuitton							DEU				GBR												USA	
Miu Miu							DEU				GBR												USA	
Prada							DEU				GBR												USA	
Saint Laurent							DEU				GBR												USA	

Luxury & Counterfeiting / Luxury fashion & accessories / Brand awareness & ownership / Luxury fashion and accessories ownership by brand

Luxury fashion and accessories

And from which of these high-priced luxury brands do you own clothes or accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Alexander McQueen							DEU				GBR											USA		
Balenciaga							DEU				GBR												USA	
Bottega Veneta							DEU				GBR													
Brioni							DEU				GBR												USA	
Bulgari							DEU				GBR												USA	
Burberry							DEU				GBR												USA	
Céline							DEU				GBR												USA	
Chanel							DEU				GBR												USA	
CHLOÉ							DEU				GBR												USA	
Dior							DEU				GBR												USA	
Dolce & Gabbana							DEU				GBR												USA	
Fendi							DEU				GBR												USA	
Giorgio Armani							DEU				GBR												USA	
Gucci							DEU				GBR												USA	
Hermès							DEU				GBR												USA	
Loewe							DEU				GBR												USA	
Loro Pina							DEU				GBR												USA	
Louis Vuitton							DEU				GBR												USA	
Miu Miu							DEU				GBR												USA	
Prada							DEU				GBR												USA	
Saint Laurent							DEU				GBR												USA	

Luxury & Counterfeiting / Luxury watches / Brand awareness & ownership / Premium watches awareness by brand

Premium watches awareness

Which of these watch brands in the middle and upper price range do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Apple							DEU				GBR											USA		
Balmain							DEU				GBR												USA	
Certina							DEU				GBR												USA	
Hamilton							DEU				GBR												USA	
Junghans							DEU				GBR												USA	
Longines							DEU				GBR												USA	
Mido							DEU				GBR												USA	
Nomos							DEU				GBR												USA	
Oris							DEU				GBR												USA	
Rado							DEU				GBR												USA	
Seiko							DEU				GBR												USA	
Sinn							DEU				GBR												USA	
TAG Heuer							DEU				GBR												USA	
Tissot							DEU				GBR												USA	
Union Glashütte							DEU				GBR												USA	

Luxury & Counterfeiting / Luxury watches / Brand awareness & ownership / Premium watches ownership by brand

Premium watches

And from which of these watch brands do you own a watch?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Apple							DEU				GBR											USA		
Balmain							DEU				GBR												USA	
Certina							DEU				GBR												USA	
Hamilton							DEU				GBR												USA	
Junghans							DEU				GBR												USA	
Longines							DEU				GBR												USA	
Mido							DEU				GBR												USA	
Nomos							DEU				GBR												USA	
Oris							DEU				GBR												USA	
Rado							DEU				GBR												USA	
Seiko							DEU				GBR												USA	
Sinn							DEU				GBR												USA	
TAG Heuer							DEU				GBR												USA	
Tissot							DEU				GBR												USA	
Union Glashütte							DEU				GBR												USA	

Note: Brands in grey are no longer surveyed in current data updates

*Luxury & Counterfeiting / Luxury watches / Brand awareness & ownership / Luxury watches awareness by brand***Luxury watches awareness***Which of these brands for prestige and luxury watches do you know?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Audemars Piguet							DEU				GBR											USA		
Baume & Mercier							DEU				GBR												USA	
Blancpain							DEU				GBR												USA	
Breitling							DEU				GBR												USA	
Cartier							DEU				GBR												USA	
Chopard							DEU				GBR												USA	
Glashütte Original							DEU				GBR												USA	
Hublot							DEU				GBR												USA	
IWC							DEU				GBR												USA	
Jaeger-LeCoultre							DEU				GBR												USA	
Montblanc							DEU				GBR												USA	
Omega							DEU				GBR												USA	
Panerai							DEU				GBR												USA	
Rolex							DEU				GBR												USA	
Tudor							DEU				GBR												USA	
Ulysse Nardin											GBR												USA	
Wempe Glashütte							DEU				GBR												USA	
Zenith							DEU				GBR												USA	

Luxury & Counterfeiting / Luxury watches / Brand awareness & ownership / Luxury watches ownership by brand

Luxury watches

And from which of these brands for luxury watches do you own a watch?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Audemars Piguet							DEU				GBR										USA	
Baume & Mercier							DEU				GBR										USA	
Blancpain							DEU				GBR										USA	
Breitling							DEU				GBR										USA	
Cartier							DEU				GBR										USA	
Chopard							DEU				GBR										USA	
Glashütte Original							DEU				GBR										USA	
Hublot							DEU				GBR										USA	
IWC							DEU				GBR										USA	
Jaeger-LeCoultre							DEU				GBR										USA	
Montblanc							DEU				GBR										USA	
Omega							DEU				GBR										USA	
Panerai							DEU				GBR										USA	
Rolex							DEU				GBR										USA	
Tudor							DEU				GBR										USA	
Ulysse Nardin											GBR										USA	
Wempe Glashütte							DEU				GBR										USA	
Zenith							DEU				GBR										USA	

Note: Brands in grey are no longer surveyed in current data updates

Luxury & Counterfeiting / Luxury cosmetics / Brand awareness & usage / Premium cosmetics awareness by brand

Premium cosmetics awareness

Which of these premium or luxury brands in the cosmetics and beauty segment do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
AHAVA							DEU				GBR											USA		
ANNEMARIE BÖRLIND							DEU				GBR												USA	
Aveda							DEU				GBR												USA	
Avène							DEU				GBR												USA	
BABOR							DEU				GBR												USA	
Bare Minerals							DEU				GBR												USA	
Biotherm							DEU				GBR												USA	
Bobbi Brown							DEU				GBR												USA	
Clinique							DEU				GBR												USA	
Darphin							DEU				GBR												USA	
Declaré							DEU				GBR												USA	
Estée Lauder							DEU				GBR												USA	
Eucerin							DEU				GBR												USA	
It's Skin							DEU				GBR												USA	
Kiehl's							DEU				GBR												USA	
La Roche-Posay							DEU				GBR												USA	
Lancôme							DEU				GBR												USA	
L'Occitane											GBR												USA	
MAC							DEU				GBR												USA	
SENSAI							DEU				GBR												USA	
Vichy							DEU				GBR												USA	
Yves Saint Laurent											GBR													

Luxury & Counterfeiting / Luxury cosmetics / Brand awareness & usage / Premium cosmetics usage by brand

Premium cosmetics

And which of these premium or luxury brands in the cosmetics and beauty segment do you use at least occasionally?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
AHAVA							DEU				GBR											USA	
ANNEMARIE BÖRLIND							DEU				GBR											USA	
Aveda							DEU				GBR											USA	
Avène							DEU				GBR											USA	
BABOR							DEU				GBR											USA	
Bare Minerals							DEU				GBR											USA	
Biotherm							DEU				GBR											USA	
Bobbi Brown							DEU				GBR											USA	
Clinique							DEU				GBR											USA	
Darphin							DEU				GBR											USA	
Declaré							DEU				GBR											USA	
Estée Lauder							DEU				GBR											USA	
Eucerin							DEU				GBR											USA	
It's Skin							DEU				GBR											USA	
Kiehl's							DEU				GBR											USA	
La Roche-Posay							DEU				GBR											USA	
Lancôme							DEU				GBR											USA	
L'Occitane											GBR											USA	
MAC							DEU				GBR											USA	
SENSAI							DEU				GBR											USA	
Vichy							DEU				GBR											USA	
Yves Saint Laurent											GBR												

Luxury & Counterfeiting / Luxury cosmetics / Brand awareness & usage / Luxury cosmetics awareness by brand

Luxury cosmetics awareness

Which of these high-priced luxury brands in the cosmetics and beauty segment do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Chanel							DEU				GBR										USA		
Clarins							DEU				GBR											USA	
Decléor							DEU				GBR											USA	
Dermalogica							DEU				GBR											USA	
Dermatologic Cosmetic Lab							DEU				GBR											USA	
Dior							DEU				GBR											USA	
Dr. Barbara Strum											GBR											USA	
Eisenberg							DEU				GBR											USA	
Giorgio Armani							DEU				GBR											USA	
Givenchy							DEU				GBR											USA	
Guerlain							DEU				GBR											USA	
Helena Rubinstein							DEU				GBR											USA	
La Mer							DEU				GBR											USA	
La Prairie							DEU				GBR											USA	
MBR Medical Beauty Research							DEU				GBR											USA	
Shiseido							DEU				GBR											USA	
Sisley							DEU				GBR											USA	
Urban Decay							DEU				GBR											USA	

Luxury & Counterfeiting / Luxury cosmetics / Brand awareness & usage / Luxury cosmetics usage by brand

Luxury cosmetics

And which of these high-priced luxury brands in the cosmetics and beauty segment do you use at least occasionally?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Chanel							DEU				GBR											USA		
Clarins							DEU				GBR												USA	
Decléor							DEU				GBR												USA	
Dermalogica							DEU				GBR												USA	
Dermatologic Cosmetic Lab							DEU				GBR												USA	
Dior							DEU				GBR												USA	
Dr. Barbara Strum											GBR												USA	
Eisenberg							DEU				GBR												USA	
Giorgio Armani							DEU				GBR												USA	
Givenchy							DEU				GBR												USA	
Guerlain							DEU				GBR												USA	
Helena Rubinstein							DEU				GBR												USA	
La Mer							DEU				GBR												USA	
La Prairie							DEU				GBR												USA	
MBR Medical Beauty Research							DEU				GBR												USA	
Shiseido							DEU				GBR												USA	
Sisley							DEU				GBR												USA	
Urban Decay							DEU				GBR												USA	

Luxury & Counterfeiting / Luxury jewelry / Brand awareness & ownership / Luxury jewelry awareness by brand

Luxury jewelry awareness

Which of these luxury brands in the field of jewelry do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Boucheron							DEU				GBR											USA		
Bulgari (BVLGARI)							DEU				GBR												USA	
BY KIM							DEU				GBR												USA	
Cartier							DEU				GBR												USA	
Chanel							DEU				GBR												USA	
Chopard							DEU				GBR												USA	
David Yurman							DEU				GBR												USA	
Dior							DEU				GBR												USA	
DoDo							DEU				GBR												USA	
Graff							DEU				GBR												USA	
H.Stern							DEU				GBR												USA	
Niessing							DEU				GBR												USA	
Piaget							DEU				GBR												USA	
Pomellato							DEU				GBR												USA	
Swarovski							DEU				GBR												USA	
Tiffany & Co.							DEU				GBR												USA	
Van Cleef & Arpels							DEU				GBR												USA	
Wellendorff							DEU				GBR												USA	
Wempe							DEU				GBR												USA	

Note: Brands in grey are no longer surveyed in current data updates

Luxury & Counterfeiting / Luxury jewelry / Brand awareness & ownership / Luxury jewelry ownership by brand

Luxury jewelry

And from which of these luxury brands do you own jewelry?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Boucheron							DEU				GBR										USA	
Bulgari (BVLGARI)							DEU				GBR										USA	
BY KIM							DEU				GBR										USA	
Cartier							DEU				GBR										USA	
Chanel							DEU				GBR										USA	
Chopard							DEU				GBR										USA	
David Yurman							DEU				GBR										USA	
Dior							DEU				GBR										USA	
DoDo							DEU				GBR										USA	
Graff							DEU				GBR										USA	
H.Stern							DEU				GBR										USA	
Hidden: Wellendorff							DEU				GBR										USA	
Niessing							DEU				GBR										USA	
Piaget							DEU				GBR										USA	
Pomellato							DEU				GBR										USA	
Swarovski							DEU				GBR										USA	
Tiffany & Co							DEU				GBR										USA	
Van Cleef & Arpels							DEU				GBR										USA	
Wempe							DEU				GBR										USA	

Luxury & Counterfeiting / Luxury second hand / Luxury second hand stores awareness by brand

Luxury second hand stores awareness

Which of these second-hand stores that specialize in luxury products do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
bachmann-scher.de							DEU																
bagborroworsteal.com																						USA	
bagista.co.uk											GBR												
brandalley.co.uk											GBR												
chronext.de							DEU				GBR												
chrono24.com							DEU				GBR											USA	
cocoundkarl.de							DEU																
cudoni.com											GBR												
editsecondhand.com											GBR												
fashionphile.com																						USA	
glueckundglanz.de							DEU																
hardlyeverwornit.com											GBR												
leprix.com																						USA	
luxussachen.com							DEU																
lxrco.com																						USA	
maedchenflohmarkt.de							DEU																
materialworld.com																						USA	
poshmark.com																						USA	
prelovee.de							DEU																
Rebag.com																						USA	
rebelle.com							DEU				GBR											USA	
resee.com																						USA	
rewindvintage.co.uk											GBR												
secondella.de							DEU																
therealreal.com																						USA	
tradesy.com																						USA	
ubup.com							DEU																
uhrenworld.com							DEU																
uk.designerexchange.com											GBR												
vestiairecollective.com							DEU															USA	
vestiairecollective.com											GBR												
videdressing.de							DEU																
vite-envogue.de							DEU																
whatgoesaroundnyc.com																						USA	
whoislouis.com							DEU																
zeitauktion.com							DEU																

Luxury & Counterfeiting / Counterfeits / Perceived risks / Online trading platforms awareness by website

Online trading platforms awareness

Which of the following e-commerce platforms do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ali Express							DEU				GBR											USA	
Alibaba							DEU				GBR											USA	
Amazon							DEU				GBR											USA	
banggood.com											GBR											USA	
Chronext							DEU				GBR											USA	
chrono24											GBR											USA	
eBay							DEU				GBR											USA	
Etsy											GBR											USA	
Hood.de							DEU																
Kleiderkreisel							DEU																
kohls.com											GBR											USA	
Luxuhria							DEU																
macys.com											GBR											USA	
Rakuten							DEU				GBR											USA	
walmart.com											GBR											USA	
Yatego							DEU				GBR											USA	

Luxury & Counterfeiting / Counterfeits / Perceived risks / Online trading platforms risk of counterfeits by website

Online trading platforms risk of counterfeits

What do you think: On which of these e-commerce platforms is there a risk of acquiring counterfeit products?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ali Express							DEU				GBR											USA	
Alibaba							DEU				GBR											USA	
Amazon							DEU				GBR											USA	
banggood.com											GBR											USA	
Chronext							DEU				GBR											USA	
chrono24											GBR											USA	
eBay							DEU				GBR											USA	
Etsy											GBR											USA	
Hood.de							DEU															USA	
Kleiderkreisel							DEU																
kohls.com											GBR											USA	
Luxuhria							DEU																
macys.com											GBR											USA	
Rakuten							DEU				GBR											USA	
walmart.com											GBR											USA	
Yatego							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Content Special: Media, Sports & Lifestyle

Media, Sports & Lifestyle / Media / TV shows / Broadcast television networks or stations watched

Broadcast television networks or stations watched

Which broadcast television networks or stations have you watched in the past month? (check all that apply)

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ABC																						USA	
Azteca																						USA	
CBS																						USA	
CW																						USA	
FOX																						USA	
Independent																						USA	
ION																						USA	
MyNetworkTV																						USA	
NBC																						USA	
PBS																						USA	
TeleFutura																						USA	
Telemundo																						USA	
The CW																						USA	
Univision																						USA	

Media, Sports & Lifestyle / Media / TV shows / Cable television networks or stations watched

Cable television networks or stations watched

Which of the following cable television networks or stations have you watched in the past month? (check all that apply)

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Adult Swim																						USA		
Animal Planet																							USA	
BET																							USA	
CN (Cartoon Network)																							USA	
CNN																							USA	
Comedy Central																							USA	
Discovery Channel																							USA	
Disney Channel																							USA	
ESPN																							USA	
Food Network																							USA	
Fox News																							USA	
Golf Channel																							USA	
GSN (Game Show Network)																							USA	
Hallmark Channel																							USA	
HBO																							USA	
HGTV																							USA	
Lifetime																							USA	
MLB Network																							USA	
MSNBC																							USA	
MTV																							USA	
National Geographic Channel																							USA	
NFL Network																							USA	
NHL Network																							USA	
Nick																							USA	
OWN (Oprah Winfrey Network)																							USA	
TCM (Turner Classic Movies)																							USA	
The Weather Channel																							USA	
TLC (The Learning Channel)																							USA	
Travel Channel																							USA	

[Media, Sports & Lifestyle](#) / [Media](#) / [TV shows](#) / [TV specials watched](#)

TV specials watched

Which of the following TV specials have you watched (in the past 12 months)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
American Music Awards																						USA		
BET Awards																							USA	
Billboard Music Awards																							USA	
Dick Clark's New Year's Rockin' Eve with Ryan Seacrest																							USA	
ESPYS																							USA	
Golden Globe Awards																							USA	
Grammy Awards																							USA	
Latin Grammy Awards																							USA	
Macy's Thanksgiving Day Parade																							USA	
Miss America Pageant																							USA	
Miss Universe Pageant																							USA	
Miss USA Pageant																							USA	
MTV Video Music Awards																							USA	
NAACP Image Awards																							USA	
National Dog Show																							USA	
Nikelodeon Kids' Choice Awards																							USA	
Rose Parade																							USA	
The Oscars (Academy Awards)																							USA	
Tony Awards																							USA	
Victoria's Secret Fashion Show																							USA	

Media, Sports & Lifestyle / Media / Sports on Television / Sports TV specials watched

Sports TV specials watched

Which of the following sports TV specials programs have you watched (in the past 12 months)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Australian Open (tennis)																						USA		
British Open (Golf)																							USA	
Daytona 500																							USA	
French Open																							USA	
Indianapolis 500																							USA	
Kentucky Derby																							USA	
National Finals Rodeo (NFR)																							USA	
NBA All-Star Game																							USA	
New York City Marathon																							USA	
NFL Draft																							USA	
Pro boxing Pay Per View																							USA	
Ryder Cup																							USA	
Super Bowl																							USA	
Tour de France																							USA	
UEFA Champions League																							USA	
UFC Pay Per View																							USA	
US Open (golf)																							USA	
US Open (tennis)																							USA	
Wimbledon																							USA	
World Cup soccer																							USA	
WWE Pay Per View																							USA	
X Games																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Media, Sports & Lifestyle / Media / Cable TV provider

Cable TV provider

Which of the following is your cable tv provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Altice USA																						USA		
Comcast Xfinity																							USA	
Cox Communications																							USA	
Frontier Communications																							USA	
HBO																							USA	
Mediacom																							USA	
Spectrum																							USA	
Verizon																							USA	
WOW!																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Media, Sports & Lifestyle / Media / Satellite TV provider

Satellite TV provider

Which of the following is your satellite tv provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Broadstripe																						USA		
Charter Spectrum																							USA	
Comcast																							USA	
Cox																							USA	
DIRECTV																							USA	
Dish Network																							USA	
HBO																							USA	
Mediacom																							USA	
Optimum																							USA	
Time Warner																							USA	
Verizon Fios																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Media, Sports & Lifestyle / Media / Video on demand service subscription

Video on demand service subscription

Which video on demand services are you subscribed to?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
ABC.com																						USA		
Amazon Prime																							USA	
FuboTV																							USA	
HBO Now																							USA	
Hulu																							USA	
iTunes																							USA	
Netflix																							USA	
Philo TV																							USA	
Sony Crackle																							USA	
Spectrum TV																							USA	
Twitch																							USA	
Vevo																							USA	
XFINITY On Demand																							USA	
YouTube																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Media, Sports & Lifestyle / Media / Video on demand service subscribed due to original content

Video on demand service subscribed due to original content

Do you use any video on demand service to specifically watch their original programs?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon video																						USA	
HBO Now																						USA	
Hulu																						USA	
Netflix																						USA	
Youtube																						USA	

[Media, Sports & Lifestyle / Media / Daily newspapers read](#)**Daily newspapers read***Have you read any of the following daily newspapers (printed Monday to Friday) in the past 2 weeks? (check all that apply)*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Chicago Tribune																							USA	
Los Angeles Times																								USA
New York Post																								USA
New York Times																								USA
Newsday																								USA
USA Today																								USA
Wall Street Journal																								USA
Washington Post																								USA

Content Special: Motorcycles & Scooters

[Motorcycles & Scooters](#) / [Motorcycles](#) / [Brands & brand image](#) / [Motorcycle customer service by brand](#)

Motorcycle customer service

Which brands represent good customer service for you?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																							USA
BMW							DEU																
Ducati							DEU																
Harley Davidson																							USA
Hero																							USA
Honda																							USA
Hyosung							DEU																
Indian																							USA
Kawasaki							DEU																
KTM							DEU																
Kymco																							USA
MV Agusta							DEU																
Piaggio																							USA
Polaris																							USA
Royal Enfield																							USA
Suzuki																							USA
Triumph																							USA
Yamaha																							USA

Motorcycles & Scooters / Motorcycles / Accessories & clothing / Protective clothing and accessories by brand

Protective clothing and accessories

From which of the following brands do you own protective clothing and accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
AGV																							USA	
AlpineStars																								USA
Arai																								USA
Bell																								USA
Cortech																								USA
Dainese																								USA
Dririder																								USA
Fox																								USA
Hedon																								USA
Helstons							DEU																	
Highway							DEU																	
IXS							DEU																	
Klim																								USA
Probiker							DEU																	
Revival																								USA
Rukka							DEU																	
Sedici																								USA
Shoei																								USA
Tour Master																								USA
Triumph																								USA

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle ownership by brand

Motorcycles

What brand is your motorcycle?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																							USA
BMW							DEU																
Ducati							DEU																
Harley Davidson																							USA
Hero																							USA
Honda																							USA
Hyosung							DEU																
Indian																							USA
Kawasaki							DEU																
KTM							DEU																
Kymco																							USA
MV Agusta							DEU																
Piaggio																							USA
Polaris																							USA
Royal Enfield																							USA
Suzuki																							USA
Triumph																							USA
Yamaha																							USA

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Scooter / Brands / Scooter ownership by brand

Scooters

What brand is your scooter/moped?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
BMW							DEU																
Boxx																							USA
California																							USA
Daelim																							USA
Evolve																							USA
Genuine																							USA
Honda																							USA
Kawasaki																							USA
Piaggio																							USA
Suzuki																							USA
Vespa																							USA
Yamaha																							USA

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle brand awareness

Motorcycle brand awareness

Which of the following motorcycle brands do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																						USA	
BMW							DEU																
Ducati							DEU																
Harley Davidson																						USA	
Hero																						USA	
Honda																						USA	
Hyosung							DEU																
Indian																						USA	
Kawasaki							DEU																
KTM							DEU																
Kymco																						USA	
MV Agusta							DEU																
Piaggio																						USA	
Polaris																						USA	
Royal Enfield																						USA	
Suzuki																						USA	
Triumph																						USA	
Yamaha																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle purchase consideration by brand

Motorcycle consideration

Which of the following brands do you consider when buying a motorcycle?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																						USA	
BMW							DEU																
Ducati							DEU																
Harley Davidson																						USA	
Hero																						USA	
Honda																						USA	
Hyosung							DEU																
Indian																						USA	
Kawasaki							DEU																
KTM							DEU																
Kymco																						USA	
MV Agusta							DEU																
Piaggio																						USA	
Polaris																						USA	
Royal Enfield																						USA	
Suzuki																						USA	
Triumph																						USA	
Yamaha																						USA	

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle brand reliability

Motorcycle brand reliability

Which brands represent reliability for you?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																						USA	
BMW							DEU																
Ducati							DEU																
Harley Davidson																						USA	
Hero																						USA	
Honda																						USA	
Hyosung							DEU																
Indian																						USA	
Kawasaki							DEU																
KTM							DEU																
Kymco																						USA	
MV Agusta							DEU																
Piaggio																						USA	
Polaris																						USA	
Royal Enfield																						USA	
Suzuki																						USA	
Triumph																						USA	
Yamaha																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle latest technology by brand

Motorcycle latest technology

Which brands represent newest technology for you?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																							USA
BMW							DEU																
Ducati							DEU																
Harley Davidson																							USA
Hero																							USA
Honda																							USA
Hyosung							DEU																
Indian																							USA
Kawasaki							DEU																
KTM							DEU																
Kymco																							USA
MV Agusta							DEU																
Piaggio																							USA
Polaris																							USA
Royal Enfield																							USA
Suzuki																							USA
Triumph																							USA
Yamaha																							USA

Note: Brands in grey are no longer surveyed in current data updates

*Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle sportivity by brand***Motorcycle sportivity***Which brands represent sportivity for you?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																							USA
BMW							DEU																
Ducati							DEU																
Harley Davidson																							USA
Hero																							USA
Honda																							USA
Hyosung							DEU																
Indian																							USA
Kawasaki							DEU																
KTM							DEU																
Kymco																							USA
MV Agusta							DEU																
Piaggio																							USA
Polaris																							USA
Royal Enfield																							USA
Suzuki																							USA
Triumph																							USA
Yamaha																							USA

Motorcycles & Scooters / Motorcycles / Brands & brand image / Motorcycle prestige by brand

Motorcycle prestige

Which brands represent prestige for you?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia							DEU																
Bajaj																						USA	
BMW							DEU																
Ducati							DEU																
Harley Davidson																						USA	
Hero																						USA	
Honda																						USA	
Hyosung							DEU																
Indian																						USA	
Kawasaki							DEU																
KTM							DEU																
Kymco																						USA	
MV Agusta							DEU																
Piaggio																						USA	
Polaris																						USA	
Royal Enfield																						USA	
Suzuki																						USA	
Triumph																						USA	
Yamaha																						USA	

Motorcycles & Scooters / Scooter / Brands / Scooter brand awareness

Scooter brand awareness

Which of the following scooter/moped brands do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia																						USA	
BMW							DEU																
Boxx																							USA
California																							USA
Daelim																							USA
Evolve																							USA
Genuine																							USA
Honda																							USA
Kawasaki																							USA
Piaggio																							USA
Suzuki																							USA
Vespa																							USA
Yamaha																							USA

Motorcycles & Scooters / Scooter / Brands / Scooter purchase consideration by brand

Scooter consideration

Which of the following brands do you consider when buying a scooter/moped?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aprilia																						USA	
BMW							DEU																
Boxx																						USA	
California																						USA	
Daelim																						USA	
Evolve																						USA	
Genuine																						USA	
Honda																						USA	
Kawasaki																						USA	
Piaggio																						USA	
Suzuki																						USA	
Vespa																						USA	
Yamaha																						USA	

Motorcycles & Scooters / Motorcycles / Accessories & clothing / Protective clothing and accessories brand awareness

Protective clothing and accessories brand awareness

Which of the following brands for protective clothing and accessories do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
AGV																						USA		
AlpineStars																							USA	
Arai																							USA	
Bell																							USA	
Cortech																							USA	
Dainese																							USA	
Dririder																							USA	
Fox																							USA	
Hedon																							USA	
Helstons							DEU																	
Highway							DEU																	
IXS							DEU																	
Klim																							USA	
Probiker							DEU																	
Revival																							USA	
Rukka							DEU																	
Sedici																							USA	
Shoei																							USA	
Tour Master																							USA	
Triumph																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Motorcycles / Accessories & clothing / Online shops for motorcycle clothing and accessories

Online shops for motorcycle clothing and accessories

From which websites do you buy motorcycle clothing and accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
alibaba.com																							USA	
amazon.com																								USA
bikersgearonline.com																								USA
cyclegear.com																								USA
ebay.com																								USA
motorcyclehouse.com																								USA
motorcycle-superstore.com																								USA
motosport.com																								USA
revzilla.com																								USA
riderdiscount.com																								USA

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Motorcycles / Accessories & clothing / Offline shops for motorcycle clothing and accessories

Offline shops for motorcycle clothing and accessories

In which stores do you regularly buy motorcycle clothing and accessories?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Cycle Gear																						USA	
Harley Davidson																						USA	
Motorrad-Ecke							DEU																
Polo							DEU																

Motorcycles & Scooters / Motorcycles / Insurance & Rental / Motorcycle insurance provider

Motorcycle insurance provider

Who is your motorcycle insurance provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Allianz							DEU																
Axa							DEU																
DEVK							DEU																
ERGO							DEU																
Foremost																						USA	
GEICO																						USA	
HDI							DEU																
HUK-Coburg							DEU																
KRAVAG							DEU																
LVM							DEU																
Progressive																						USA	
Rider Insurance																						USA	
Safeco																						USA	
StateFarm																						USA	
USAA																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Motorcycles & Scooters / Scooter / Insurance & Rental / Scooter insurance provider

Scooter insurance provider

Who is your scooter/moped insurance provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ADAC							DEU																
American Family																						USA	
DEVK							DEU																
ERGO							DEU																
Gothaer							DEU																
GW							DEU																
HUK-Coburg							DEU																
R+V							DEU																
Sparkassen Versicherung							DEU																
USAA																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Content Special: OTC & Pharmaceuticals

OTC & Pharmaceuticals / Healthcare product purchase / Offline purchases / Healthcare product purchases by offline store brand

Offline healthcare stores

From which of these local providers have you obtained healthcare products in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Albertsons																						USA	
Aldi							DEU				GBR											USA	
Asda											GBR												
Boots											GBR												
Budnikowsky							DEU																
co-op											GBR												
Costco																						USA	
CVS Health																						USA	
Day Lewis Pharmacy											GBR												
DM							DEU																
Edeka							DEU																
Food Lion																						USA	
Globus							DEU																
Iceland											GBR												
Kaufland							DEU																
Kroger																						USA	
Lidl							DEU				GBR												
Lloyds Pharmacy											GBR												
Meijer																						USA	
Morrison's											GBR												
Müller							DEU																
Netto							DEU																
Norma							DEU																
Penny							DEU																
Publix																						USA	
Real							DEU																
Reformhaus/ Bio Supermarkt							DEU																
Rewe							DEU																
Rite Aid																						USA	
Rossmann							DEU																
Rowlands Pharmacy											GBR												
Sainsbury's											GBR												
Sam's Club																						USA	
ShopRite																						USA	
Southeastern Grocers																						USA	
Superdrug											GBR												
Target																						USA	
Tesco											GBR												
Trader Joe's																						USA	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Waitrose											GBR												
Walgreens																						USA	
Walmart																						USA	
Well Pharamcy											GBR												
Whole Foods																						USA	

OTC & Pharmaceuticals / Healthcare product purchase / Online purchases / Healthcare product purchases by online store brand

Online healthcare stores

From which of this online shops & pharmacies did you obtain healthcare products in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon							DEU				GBR											USA	
apodiscounter.de							DEU																
apo-rot.de							DEU																
apotal.de							DEU																
asda.com											GBR												
boots.com											GBR												
boxed.com																						USA	
chemistdirect.co.uk											GBR												
costco.com																						USA	
cvs.com																						USA	
dm.de							DEU																
Docmorris.de							DEU																
eurapon.de							DEU																
europa-apotheek.com							DEU																
express-scripts.com																						USA	
hebtouyou.com																						USA	
kroger.com																						USA	
lloydspharmacy.com											GBR												
medexpress.co.uk											GBR												
medikamente-per-klick.de							DEU																
medpex.com							DEU																
meijer.com																						USA	
morrison.com											GBR												
my.cigna.com																						USA	
ocado.com											GBR												
optumrx.com																						USA	
pharmacy2u.co.uk											GBR												
publix.com																						USA	
real.de							DEU																
rewe.de							DEU																
riteaid.com																						USA	
rossmann.de							DEU																
safeway.com																						USA	
sainsburys.co.uk											GBR												
sanicare.de							DEU																
shop-apotheke.com							DEU																
superdrug.com											GBR												
target.com																						USA	
tesco.com											GBR												
ukmeds.co.uk											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
waitrose.com											GBR												
walgreens.com																						USA	
walmart.com																						USA	
well.co.uk											GBR												
zurrose.de							DEU																

OTC & Pharmaceuticals / Health insurances / Health insurance by provider

Health insurance providers

Who is your [DEU: main] [USA, GBR: private] health insurance provider?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
aetna																						USA	
Allianz							DEU																
Anthem																						USA	
AOK							DEU																
APRIL UK											GBR												
Aviva											GBR												
Axa							DEU				GBR												
Barmer							DEU																
BKK Mobile Oils							DEU																
Blue Cross Blue Shield																						USA	
Bupa											GBR												
Centene																						USA	
Central							DEU																
Cigna																						USA	
CS HealthCare											GBR												
DAK							DEU																
Debeka							DEU																
DKV							DEU																
Freedom											GBR												
General & Medical											GBR												
Health Net																						USA	
HealthCare Service Corp.																						USA	
Health-on-Line											GBR												
Humana																						USA	
IKK							DEU																
Independence Health Group Inc.																						USA	
Kaiser Permanente (Kaiser Foundation)																						USA	
KKH Kaufmännische Krankenkasse							DEU																
Knabbschaft							DEU																
Knappschaft							DEU																
Magellan Health																						USA	
Metlife																						USA	
Molina Healthcare																						USA	
National Assurance											GBR												
Saga											GBR												
SBK							DEU																
Signal Iduna							DEU																
Techniker Krankenkasse (TK)							DEU																
The Exeter											GBR												
UnitedHealth																						USA	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Viaktiv							DEU																
Vitality											GBR												
WellCare Health Plans																						USA	
WPA											GBR												

OTC & Pharmaceuticals / Health insurances / Supplementary health insurance by provider

Supplementary health insurance providers

From which of those health insurance providers do you hold a supplementary insurance?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Allianz							DEU															USA	
AXA							DEU																
Barmenia							DEU																
Central							DEU																
Continentale							DEU																
Debeka							DEU																
DKV							DEU																
Envivas							DEU																
Ergo Direct							DEU																
HanseMerkur							DEU																
HUK-COBURG							DEU																
R+V							DEU																
Signal Iduna							DEU																
UKV (Union Krankenversicherung)							DEU																
Versicherungskammer Bayern							DEU																

OTC & Pharmaceuticals / Health insurances / Health insurance by provider within AOK

Health insurance provider within AOK

Who is your AOK health insurance provider exactly?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
AOK Baden-Württemberg							DEU															
AOK Bayern							DEU															
AOK Bremen/Bremerhaven							DEU															
AOK Hessen							DEU															
AOK Niedersachsen							DEU															
AOK Nordost							DEU															
AOK Nordwest							DEU															
AOK Plus							DEU															
AOK Rheinland/Hamburg							DEU															
AOK Rheinland-Pfalz/Saarland							DEU															
AOK Sachsen-Anhalt							DEU															

*OTC & Pharmaceuticals / Health insurances / Health insurance by provider within IKK***Health insurance provider within IKK***Who is your IKK health insurance provider exactly?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
IKK Brandenburg und Berlin							DEU																
IKK classic							DEU																
IKK gesund Plus							DEU																
IKK Nord							DEU																
IKK Südwest							DEU																

OTC & Pharmaceuticals / eHealth / Health apps / eHealth app awareness by brand

eHealth app awareness

Which of these health apps do you know, even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
BE-App							DEU																
betterMe							DEU				GBR											USA	
Blood Pressure monitor: BP app											GBR												
Calm							DEU				GBR											USA	
Calorie Counter +											GBR												
Couch to 5K							DEU				GBR											USA	
Endomono																						USA	
Fabulous							DEU				GBR											USA	
Freeletics							DEU				GBR											USA	
Headspace							DEU				GBR											USA	
Lifesum							DEU				GBR											USA	
Monash University FODMAP diet																						USA	
MyFitnessPal							DEU				GBR											USA	
mySugr							DEU				GBR											USA	
Runtastic							DEU				GBR											USA	
Seven-7 minutes Fitness Training							DEU				GBR											USA	
Sleep Cycle							DEU				GBR											USA	
Strava							DEU				GBR											USA	
Weight Watchers							DEU				GBR											USA	
YAZIO							DEU															USA	
You Are Your Own Gym by Mark Lauren							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / eHealth / Health apps / eHealth app purchases by brand

eHealth apps

From which of these health apps have you used a paid version in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
BE-App							DEU																
betterMe											GBR											USA	
Blood Pressure monitor: BP app											GBR												
Calm							DEU				GBR											USA	
Calorie Counter +											GBR												
Couch to 5K							DEU				GBR											USA	
Endomono																						USA	
Fabulous							DEU				GBR											USA	
Freeletics							DEU				GBR											USA	
Headspace							DEU				GBR											USA	
Lifesum							DEU				GBR											USA	
Monash University FODMAP diet																						USA	
MyFitnessPal							DEU				GBR											USA	
mySugr							DEU				GBR											USA	
Runtastic							DEU				GBR											USA	
Seven-7 minutes Fitness Training							DEU				GBR											USA	
Sleep Cycle							DEU				GBR											USA	
Strava							DEU				GBR											USA	
Weight Watchers							DEU				GBR											USA	
YAZIO							DEU															USA	
You Are Your Own Gym by Mark Lauren							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / eHealth / Smart health devices / eHealth device awareness by brand

eHealth device awareness

Which of these brands of a fitness or health tracker or a smart watch do you know even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Apple Watch							DEU				GBR											USA		
Asus Zen Watch																							USA	
Fitbit							DEU				GBR												USA	
Fossil							DEU				GBR												USA	
Garmin							DEU				GBR												USA	
Huawei							DEU				GBR												USA	
Jawbone											GBR													
LG							DEU				GBR												USA	
Michael Kors							DEU				GBR												USA	
Misfit							DEU				GBR												USA	
Moov																							USA	
Motorola							DEU																	
MyKronoz											GBR													
Nokia							DEU				GBR													
Polar							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Sony							DEU				GBR												USA	
TomTom							DEU				GBR												USA	
Xiaomi							DEU				GBR												USA	

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / eHealth / Smart health devices / eHealth device ownership by brand

eHealth devices

Which of these brands do you own a fitness or health tracker or a smart watch from?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Apple Watch							DEU				GBR											USA		
Asus Zen Watch																							USA	
Fitbit							DEU				GBR												USA	
Fossil							DEU				GBR												USA	
Garmin							DEU				GBR												USA	
Huawei							DEU				GBR												USA	
Jawbone											GBR													
LG							DEU				GBR												USA	
Michael Kors							DEU				GBR												USA	
Misfit							DEU				GBR												USA	
Moov																							USA	
Motorola							DEU																	
MyKronoz											GBR													
Nokia							DEU				GBR													
Polar							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Sony							DEU				GBR												USA	
TomTom							DEU				GBR												USA	
Xiaomi							DEU				GBR												USA	

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / Cold & cough remedies / Treatment with OTC products / OTC cold product awareness by brand

OTC cold product awareness

Which of these brands offering over-the-counter remedies against a cold or cold-related complaints do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
ACC akut							DEU																
Actifed											GBR												
Afrin																						USA	
Aspirin Complex							DEU																
Beechams											GBR												
Benylin											GBR												
Day&Night Nurse											GBR												
Dolo-Dobendan							DEU																
DoppelHerz							DEU																
equate																						USA	
Gelomyrtol							DEU																
Grippostad							DEU																
Halls											GBR											USA	
ipalat							DEU																
Jakemans											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Lemsip											GBR												
Luden's																						USA	
Mivolis/ das gesunde Plus							DEU																
Mucinex																						USA	
Mucosolvan							DEU																
Nasic							DEU																
Nasivin							DEU																
NeilMed Sinus Rinse											GBR											USA	
neo-angin							DEU																
Olbas											GBR												
Olynth							DEU																
Otrivine							DEU				GBR												
Ratiopharm							DEU																
Releev																						USA	
Sinupret							DEU																
Steromar											GBR												
Strepsils											GBR											USA	
Sudafed											GBR											USA	
tetesept							DEU																
Theraflu																						USA	
Tylenol																						USA	
Vicks																							

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Zicam																						USA	
zilactin																						USA	

OTC & Pharmaceuticals / Cold & cough remedies / Treatment with OTC products / OTC cold product awareness by brand

OTC cold product awareness

Which of these brands offering over-the counter remedies against a cold or cold- related complaints do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
ACC akut							DEU																
Actifed											GBR												
Afrin																						USA	
Aspirin Complex							DEU																
Beechams											GBR												
Benylin											GBR												
Day&Night Nurse											GBR												
Dolo-Dobendan							DEU																
DoppelHerz							DEU																
equate																						USA	
Gelomyrtol							DEU																
Grippostad							DEU																
Halls											GBR											USA	
ipalat							DEU																
Jakemans											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Lemsip											GBR												
Luden's																						USA	
Mivolis/ das gesunde Plus							DEU																
Mucinex																						USA	
Mucosolvan							DEU																
Nasic							DEU																
Nasivin							DEU																
NeilMed Sinus Rinse											GBR											USA	
neo-angin							DEU																
Olbas											GBR												
Olynth							DEU																
Otrivine							DEU				GBR												
Ratiopharm							DEU																
Releev																						USA	
Sinupret							DEU																
Steromar											GBR												
Strepsils											GBR											USA	
Sudafed											GBR											USA	
tetesept							DEU																
Theraflu																						USA	
Tylenol																						USA	
Vicks																							

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Zicam																						USA	
zilactin																						USA	

OTC & Pharmaceuticals / Skin problems / Treatment with OTC products / OTC skin product awareness by brand

OTC skin product awareness

Which of these brands offering over-the counter products for skin treatment do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acnecide											GBR												
Aveeno											GBR											USA	
Avene							DEU				GBR											USA	
Bioderma							DEU				GBR											USA	
CeraVe							DEU				GBR											USA	
Cetaphil							DEU				GBR											USA	
Clearasil							DEU				GBR											USA	
Clinique							DEU				GBR											USA	
Dermalex							DEU				GBR												
Dermarest																						USA	
Differin																						USA	
E45											GBR												
embryolisse											GBR												
Epaderm											GBR												
Eucerin							DEU				GBR											USA	
eumovate											GBR												
Eurax											GBR												
Fenistil							DEU																
Goldbond																						USA	
HC45											GBR												
Kneipp							DEU																
La Roche Posay							DEU				GBR											USA	
Lamisil																						USA	
Lanacane											GBR												
Linola							DEU																
MG217																						USA	
Neutrogena							DEU															USA	
Oilatum											GBR												
Physiogel							DEU																
Prosacea																						USA	
Psorent																						USA	
Sebamed							DEU																
Stridex																						USA	
Vichy							DEU				GBR												

OTC & Pharmaceuticals / Skin problems / Treatment with OTC products / OTC skin product usage by brand

OTC skin products

Which of these brands offering over-the-counter products for skin treatment have you used to treat your skin problems in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Acnecide											GBR												
Aveeno											GBR											USA	
Avene							DEU				GBR											USA	
Bioderma							DEU				GBR											USA	
CeraVe							DEU				GBR											USA	
Cetaphil							DEU				GBR											USA	
Clearasil							DEU				GBR											USA	
Clinique							DEU				GBR											USA	
Dermalex							DEU				GBR												
Dermarest																						USA	
Differin																						USA	
E45											GBR												
embryolisse											GBR												
Epaderm											GBR												
Eucerin							DEU				GBR											USA	
eumovate											GBR												
Eurax											GBR												
Fenistil							DEU																
Goldbond																						USA	
HC45											GBR												
Kneipp							DEU																
La Roche Posay							DEU				GBR											USA	
Lamisil																						USA	
Lanacane											GBR												
Linola							DEU																
MG217																						USA	
Neutrogena							DEU															USA	
Oilatum											GBR												
Physiogel							DEU																
Prosacea																						USA	
Psorent																						USA	
Sebamed							DEU																
Stridex																						USA	
Vichy							DEU				GBR												

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / Analgesics/pain / Treatment with OTC products / OTC pain product awareness by brand

OTC pain product awareness

Which of these brands offering over-the-counter products for pain do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
4head											GBR												
Advil																							USA
Aleve																							USA
Alka-Seltzer											GBR												
Anadin											GBR												
Anbesol																							USA
Aspercreme																							USA
Aspirin [showtext: demo_qcountry==3 {{Bayer}}]							DEU																USA
Bengay																							USA
Biofreeze																							USA
Cura-Heat											GBR												
Deep Heat											GBR												
Diclac							DEU																
Dolormin							DEU																
Doppel Spalt							DEU																
Excedrin																							USA
Feminax											GBR												
Ibu Hexal							DEU																
Ibuprofen							DEU																
IcyHot																							USA
Kanka-A																							USA
Klosterfrau							DEU																
Kneipp							DEU																
Kytta Salbe F							DEU																
Mobilat							DEU																
Motrin																							USA
Nurofen											GBR												
Orajel																							USA
Panadol											GBR												
Paramol											GBR												
Ratiopharm							DEU																
Salonpas											GBR												USA
Solpadeine											GBR												
SOS							DEU																
Spalt Tabletten							DEU																
Syndol											GBR												
tetesept							DEU																
Thermacare							DEU				GBR												USA
Thomapyrin							DEU																
Tylenol																							USA

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Voltaren							DEU																
Voltarol											GBR												

OTC & Pharmaceuticals / Analgesics/pain / Treatment with OTC products / OTC pain product usage by brand

OTC pain products

Which of these brands offering over-the-counter products for pain have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
4head											GBR												
Advil																							USA
Aleve																							USA
Alka-Seltzer											GBR												
Anadin											GBR												
Anbesol																							USA
Aspercreme																							USA
Aspirin [showtext: demo_qcountry==3 {{Bayer}}]							DEU																USA
Bengay																							USA
Biofreeze																							USA
Cura-Heat											GBR												
Deep Heat											GBR												
Diclac							DEU																
Dolormin							DEU																
Doppel Spalt							DEU																
Excedrin																							USA
Feminax											GBR												
Ibu Hexal							DEU																
Ibuprofen							DEU																
IcyHot																							USA
Kanka-A																							USA
Klosterfrau							DEU																
Kneipp							DEU																
Kytta Salbe F							DEU																
Mobilat							DEU																
Motrin																							USA
Nurofen											GBR												
Orajel																							USA
Panadol											GBR												
Paramol											GBR												
Ratiopharm							DEU																
Salonpas											GBR												USA
Solpadeine											GBR												
SOS							DEU																
Spalt Tabletten							DEU																
Syndol											GBR												
tetesept							DEU																
Thermacare							DEU				GBR												USA
Thomapyrin							DEU																
Tylenol																							USA

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Voltaren							DEU																
Voltarol											GBR												

OTC & Pharmaceuticals / Sleep disorder / Treatment with OTC products / OTC sleep product awareness by brand

OTC sleep product awareness

Which of these brands offering over-the counter products for sleep disorders do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
A. Vogel Dormeasan											GBR												
Abtei							DEU																
AdvilPM																						USA	
Alteril																						USA	
Bach Original Rescue							DEU																
Bach Rescue Night											GBR												
Baldriparan							DEU																
Braineffect Sleep											GBR												
Calmvalera Hevert							DEU																
Doppelherz							DEU																
Dudow											GBR												
Euvgal							DEU																
Feather & Down											GBR												
Hoggar Night							DEU																
Kalms											GBR												
Kira											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Kytta							DEU																
Lunox											GBR												
Midnite																						USA	
Mivolis/ das gesunde Plus							DEU																
Moradorm							DEU																
Motrin PM																						USA	
Natrol Melatonin																						USA	
Nature Made Sleep																						USA	
Nature's Bounty Sleep 3																						USA	
Neurexan							DEU																
NiteHerb											GBR												
Nytol											GBR												
olly sleep																						USA	
Peak Life Somnapure																						USA	
Pure essentials											GBR												
Ratiopharm							DEU																
Remfresh																						USA	
Schlafsterne							DEU																
Sedacur forte							DEU																
Simply Sleep																						USA	
Sominex											GBR												
This works											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Tisserand											GBR												
Tylenol PM																						USA	
Unisom																						USA	
Utmost Me Neuro Rest											GBR												
Vivinox							DEU																
Weleda							DEU																
ZzzQuil																						USA	

OTC & Pharmaceuticals / Sleep disorder / Treatment with OTC products / OTC sleep product usage by brand

OTC sleep products

Which of these brands offering over-the-counter products for sleep disorders have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
A. Vogel Dormeasan											GBR												
Abtei							DEU																
AdvilPM																						USA	
Alteril																						USA	
Bach Original Rescue							DEU																
Bach Rescue Night											GBR												
Baldriparan							DEU																
Braineffect Sleep											GBR												
Calmvalera Hevert							DEU																
Doppelherz							DEU																
Dudow											GBR												
Euvgal							DEU																
Feather & Down											GBR												
Hoggar Night							DEU																
Kalms											GBR												
Kira											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Kytta							DEU																
Lunox											GBR												
Midnite																						USA	
Mivolis/ das gesunde Plus							DEU																
Moradorm							DEU																
Motrin PM																						USA	
Natrol Melatonin																						USA	
Nature Made Sleep																						USA	
Nature's Bounty Sleep 3																						USA	
Neurexan							DEU																
NiteHerb											GBR												
Nytol											GBR												
olly sleep																						USA	
Peak Life Somnapure																						USA	
Pure essentials											GBR												
Ratiopharm							DEU																
Remfresh																						USA	
Schlafsterne							DEU																
Sedacur forte							DEU																
Simply Sleep																						USA	
Sominex											GBR												
This works											GBR												

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Tisserand											GBR												
Tylenol PM																						USA	
Unisom																						USA	
Utmost Me Neuro Rest											GBR												
Vivinox							DEU																
Weleda							DEU																
ZzzQuil																						USA	

OTC & Pharmaceuticals / Digestives & intestinal remedies / Treatment with OTC products / OTC digestive product awareness by brand

OTC digestive product awareness

Which of these brands offering over-the-counter products for digestive complaints do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
Alflorex											GBR												
Alka-Seltzer																						USA	
Bonine																						USA	
Buscopan							DEU				GBR												
Colpermin											GBR												
Doppelherz							DEU																
Dramamine																						USA	
Dulcolax							DEU				GBR											USA	
Dulcosoft							DEU				GBR												
Gas-X																						USA	
Gaviscon											GBR												
Iberogast							DEU																
Ibgard																						USA	
Imodium							DEU				GBR											USA	
Klosterfrau							DEU																
Kneipp							DEU																
Lefax							DEU																
Lopedium							DEU																
Miralax																						USA	
Mivolis/ das gesunde Plus							DEU																
Movicol											GBR												
Mutaflor							DEU																
Nauzene																						USA	
Nexium 24 HR																						USA	
Nexium Control											GBR												
omep Hexal							DEU																
Pepcid																						USA	
Pepto-Bismol											GBR											USA	
Perenterol							DEU																
Prilosec																						USA	
Remegel											GBR												
Rennie							DEU				GBR												
Senokot											GBR												
Talcid							DEU																
tetesept							DEU																
Tums																						USA	
Vomex A							DEU																
Zantac											GBR											USA	

OTC & Pharmaceuticals / Digestives & intestinal remedies / Treatment with OTC products / OTC digestive product usage by brand

OTC digestive products

Which of these brands offering over-the-counter products for digestive complaints have you used in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
Alflorex											GBR												
Alka-Seltzer																						USA	
Bonine																						USA	
Buscopan							DEU				GBR												
Colpermin											GBR												
Doppelherz							DEU																
Dramamine																						USA	
Dulcolax							DEU				GBR											USA	
Dulcosoft							DEU				GBR												
Gas-X																						USA	
Gaviscon											GBR												
Iberogast							DEU																
Ibgard																						USA	
Imodium							DEU				GBR											USA	
Klosterfrau							DEU																
Kneipp							DEU																
Lefax							DEU																
Lopedium							DEU																
Miralax																						USA	
Mivolis/ das gesunde Plus							DEU																
Movicol											GBR												
Mutaflor							DEU																
Nauzene																						USA	
Nexium 24 HR																						USA	
Nexium Control											GBR												
omep Hexal							DEU																
Pepcid																						USA	
Pepto-Bismol											GBR											USA	
Perenterol							DEU																
Prilosec																						USA	
Remegel											GBR												
Rennie							DEU				GBR												
Senokot											GBR												
Talcid							DEU																
tetesept							DEU																
Tums																						USA	
Vomex A							DEU																
Zantac											GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

OTC & Pharmaceuticals / Mental health / OTC products purchase / OTC mental health product awareness by brand

OTC mental health product awareness

Which of these brands offering over-the-counter products to support mental health do you know?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
Bach Rescue																							
Braineffect Mood											GBR												
bright mood ahead											GBR												
Doppelherz							DEU																
Estroven																						USA	
Gaia Herbs Mood Uplift																						USA	
Genexa																						USA	
HRI Good Mood											GBR												
Hyland's																						USA	
Jarsin							DEU																
Kalms Day											GBR												
KarmaMood											GBR												
Kira											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Laif							DEU																
Lasea							DEU																
Lioran							DEU																
Lumiday																						USA	
MenoMood											GBR												
Mivolis/ das gesunde Plus							DEU																
Natrol																						USA	
Natural Care																						USA	
Natural Vitality																						USA	
Nature Made																						USA	
Nature's Bounty																						USA	
Neurexan							DEU																
olly stress																						USA	
Pascoe Neurapas blanche							DEU																
Puressentiel											GBR												
RelaxHerb											GBR												
Sedariston							DEU																
Similasan																						USA	
Spring Valley																						USA	
Stressballs																						USA	
Sundown																						USA	
Sunny Mood																						USA	
tetesept							DEU																
Tisserand											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Weleda Neurodoron							DEU																
Well Roots Mood Up Stress Down																						USA	
Zenflore											GBR												

OTC & Pharmaceuticals / Mental health / OTC products purchase / OTC mental health product usage by brand

OTC mental health products

Which of these brands offering over-the-counter products to support mental health have you used to treat your mental health issues in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Abtei							DEU																
Bach Rescue																							
Braineffect Mood											GBR												
bright mood ahead											GBR												
Doppelherz							DEU																
Estroven																						USA	
Gaia Herbs Mood Uplift																						USA	
Genexa																						USA	
HRI Good Mood											GBR												
Hyland's																						USA	
Jarsin							DEU																
Kalms Day											GBR												
KarmaMood											GBR												
Kira											GBR												
Klosterfrau							DEU																
Kneipp							DEU																
Laif							DEU																
Lasea							DEU																
Lioran							DEU																
Lumiday																						USA	
MenoMood											GBR												
Mivolis/ das gesunde Plus							DEU																
Natrol																						USA	
Natural Care																						USA	
Natural Vitality																						USA	
Nature Made																						USA	
Nature's Bounty																						USA	
Neurexan							DEU																
olly stress																						USA	
Pascoe Neurapas blanche							DEU																
Puressentiel											GBR												
RelaxHerb											GBR												
Sedariston							DEU																
Similasan																						USA	
Spring Valley																						USA	
Stressballs																						USA	
Sundown																						USA	
Sunny Mood																						USA	
tetesept							DEU																
Tisserand											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Weleda Neurodoron							DEU																
Well Roots Mood Up Stress Down																						USA	
Zenflore											GBR												

Content Special: Pets

Pets / Pet supply shops / Online platform used for pet supply purchases by brand

Online pet supply platforms

From which of the following online platforms have you bought pet supplies in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1688.com						CHN																	
aliexpress							DEU				GBR			JPN								USA	
amazon						CHN	DEU				GBR			JPN								USA	
argos.co.uk											GBR												
buy-now.shopping							DEU																
costco.com																						USA	
dangdang.com						CHN																	
ebay							DEU				GBR			JPN								USA	
homedepot.com																						USA	
jd.com						CHN																	
kakaku.com														JPN									
kaola.com						CHN																	
kohls.com																						USA	
matsukiyo.co.jp														JPN									
ocado.com											GBR												
Otto							DEU																
rakuten							DEU				GBR			JPN								USA	
sainsburys.co.uk											GBR												
shopping.yahoo.co.jp														JPN									
suning.com						CHN																	
taobao.com						CHN																	
target.com																						USA	
tchibo							DEU																
tesco.com											GBR												
tmall.com						CHN																	
very.co.uk											GBR												
vip.com						CHN																	
walmart.com																						USA	
wayfair.com																						USA	
wowma.jp														JPN									
yhd.com						CHN																	
yodobashi.com														JPN									

Pets / Pet supply shops / Online shop that offers pet supply awareness by brand

Online pet supply shop awareness

Which of these online shops that offer pet supplies do you know, if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ai Chong You Pin						CHN																	
ASKUL														JPN									
bargon(BGSS)(Ba Gong Shu Shu)						CHN																	
BELLE MAISON														JPN									
Best Pets											GBR												
bitiba							DEU																
boqii (Bo Qi Wang)						CHN																	
CARE (Hao Zhu Ren)						CHN																	
cats shop														JPN									
Chewy																						USA	
CHUCK & DON'S PET FOOD																						USA	
CONCORD PET																						USA	
Crazy Dog (Feng Kuang De Xiao Gou)						CHN																	
d shopping														JPN									
Dehner							DEU																
Dinos														JPN									
E pet						CHN																	
fetch											GBR												
Fressnapf							DEU																
Futterplatz							DEU																
Garnelio							DEU																
Gua Zhou Mu						CHN																	
hipidog						CHN																	
hollywoodfeed.com																						USA	
hoopet						CHN																	
hundeland							DEU																
IDOG&ICAT														JPN									
Jin Duo Le						CHN																	
jollyes											GBR												
just for pets											GBR												
KAHOOTS PET STORE																						USA	
KERES (Kai Rui Si)						CHN																	
KRISER'S																						USA	
Le Le Mao						CHN																	
LOHACO														JPN									
MAISHI						CHN																	
McZoo							DEU																
Medpets							DEU																
MEGAZOO							DEU																
meintierdiscount.de							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
monster pets supplies											GBR											
MUD BAY																						USA
my pet hq											GBR											
myfoodie (Mai Fu Di)						CHN																
Navarch(Nai Wei Ke)						CHN																
Nourch						CHN																
Online dept., Mastuha animal medical														JPN								
PEPPY														JPN								
PET DEPOT																						USA
PET FOOD EXPRESS																						USA
pet go co ltd														JPN								
Pet Paradise														JPN								
PET PEOPLE																						USA
pet planet											GBR											
Pet Supermarket																						USA
Pet Valu																						USA
Pet will - pet Supplies and stuff														JPN								
Petco																						USA
PETLAND DISCOUNTS																						USA
PetMountain																						USA
pets at home											GBR											
pets corner											GBR											
Pet's Expert							DEU															
Pet's One														JPN								
PETSENSE																						USA
PetShop.co.uk											GBR											
petshop.de							DEU															
Petsmart																						USA
petstuffgalore											GBR											
pet-supermarket											GBR											
petyouhin.com														JPN								
purelypetsupplies											GBR											
Rakuten														JPN								
REGULUS														JPN								
Ru Yun						CHN																
Schecker							DEU															
Su Su						CHN																
tiiierisch.de							DEU															
Time for Paws											GBR											
uk pets company											GBR											
Webshop S&A														JPN								
Wo Ai De						CHN																
WOOF GANG BAKERY																						USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Yi Pin						CHN																	
Zheng Zheng						CHN																	
Zoo & Co.							DEU																
Zoo Zajac							DEU																
zoobio							DEU																
zooplus							DEU																
ZooRoyal							DEU																
Zoostore							DEU																

Pets / Pet supply shops / Online shop used for pet supply purchases by brand

Online pet supply shops

From which of these online shops have you bought pet supplies in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ai Chong You Pin						CHN																	
ASKUL														JPN									
bargon(BGSS)(Ba Gong Shu Shu)						CHN																	
BELLE MAISON														JPN									
Best Pets											GBR												
bitiba							DEU																
boqii (Bo Qi Wang)						CHN																	
CARE (Hao Zhu Ren)						CHN																	
cats shop														JPN									
Chewy																						USA	
CHUCK & DON'S PET FOOD																						USA	
CONCORD PET																						USA	
Crazy Dog (Feng Kuang De Xiao Gou)						CHN																	
d shopping														JPN									
Dehner							DEU																
Dinos														JPN									
E pet						CHN																	
fetch											GBR												
Fressnapf							DEU																
Futterplatz							DEU																
Garnelio							DEU																
Gua Zhou Mu						CHN																	
hipidog						CHN																	
hollywoodfeed.com																						USA	
hoopet						CHN																	
hundeland							DEU																
IDOG&ICAT														JPN									
Jin Duo Le						CHN																	
jollyes											GBR												
just for pets											GBR												
KAHOOTS PET STORE																						USA	
KERES (Kai Rui Si)						CHN																	
KRISER'S																						USA	
Le Le Mao						CHN																	
LOHACO														JPN									
MAISHI						CHN																	
McZoo							DEU																
Medpets							DEU																
MEGAZOO							DEU																
meintierdiscount.de							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
monster pets supplies											GBR												
MUD BAY																							USA
my pet hq											GBR												
myfoodie (Mai Fu Di)						CHN																	
Navarch(Nai Wei Ke)						CHN																	
Nourch						CHN																	
Online dept., Mastuha animal medical															JPN								
PEPPY															JPN								
PET DEPOT																							USA
PET FOOD EXPRESS																							USA
pet go co ltd															JPN								
Pet Paradise															JPN								
PET PEOPLE																							USA
pet planet											GBR												
Pet Supermarket																							USA
Pet Valu																							USA
Pet will - pet Supplies and stuff															JPN								
Petco																							USA
PETLAND DISCOUNTS																							USA
PetMountain																							USA
pets at home											GBR												
pets corner											GBR												
Pet's Expert							DEU																
Pet's One															JPN								
PETSENSE																							USA
PetShop.co.uk											GBR												
petshop.de							DEU																
Petsmart																							USA
petstuffgalore											GBR												
pet-supermarket											GBR												
petyouhin.com															JPN								
purelypetsupplies											GBR												
Rakuten															JPN								
REGULUS															JPN								
Ru Yun						CHN																	
Schecker							DEU																
Su Su						CHN																	
tiiierisch.de							DEU																
Time for Paws											GBR												
uk pets company											GBR												
Webshop S&A															JPN								
Wo Ai De						CHN																	
WOOF GANG BAKERY																							USA

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Yi Pin						CHN																	
Zheng Zheng						CHN																	
Zoo & Co.							DEU																
Zoo Zajac							DEU																
zoobio							DEU																
zooplus							DEU																
ZooRoyal							DEU																
Zoostore							DEU																

Pets / Pet supply shops / Offline shop that offers pet supply awareness by brand

Offline pet supply shop awareness

Which of these stores (not online) that offer pet supplies are known to you, even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ai Shang Chong Chong Wu						CHN																	
Baby Pets (Bao Bao Bei Bei)						CHN																	
Bargon(BGSS) (Ba Gong Shu Shu)						CHN																	
Big Mouth Dog (Da Zui Gou)						CHN																	
Breeders															JPN								
Century Pet															JPN								
Chewy																						USA	
CHUCK & DON'S PET FOOD																						USA	
CONCORD PET																						USA	
Coo & RIKU															JPN								
Cool (Ku Di Chong Wu)						CHN																	
Dehner							DEU																
find the pet (Xun Chong Ji)						CHN																	
Fressnapf							DEU																
Futterhaus							DEU																
hollywoodfeed																						USA	
Ji Chong Jia						CHN																	
jollyes											GBR												
just for pets											GBR												
KAHOOTS PET STORE																						USA	
Ken & One															JPN								
KOJIMA															JPN								
kowapets															JPN								
KRISER'S																						USA	
LeePet (Le Chong)						CHN																	
Males.Pet (Mai Le Si Chong Wu Dian)						CHN																	
Meet Dog (Mei Gou Dao)						CHN																	
MEGAZOO							DEU																
Mr.Bear (Chong Chong Xiong)						CHN																	
MUD BAY																						USA	
Noble Pet(Mu He Lin)						CHN																	
PET DEPOT																						USA	
PET FOOD EXPRESS																						USA	
Pet Kingdom															JPN								
PET PEOPLE																						USA	
PET PLANET																						USA	
pet plus															JPN								
Pet Supermarket																						USA	
Petco																						USA	
Petdog (Pai Duo Ge)						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Petkit (Xiao Pei Chong Wu)						CHN																	
pets at home											GBR												
pets corner											GBR												
Pets friends cooperation														JPN									
Pet's One														JPN									
PETSENSE																						USA	
Petshop Joker														JPN									
Petshop one love														JPN									
Petsmart																							USA
Poodle club (Gui Bin Zhi Jia)						CHN																	
P's first														JPN									
Ring Pai Pet Hospital(Rui Pai Chong Wu Yi Yuan)						CHN																	
scampers											GBR												
Schecker							DEU																
Sheng Chong Chong Wu						CHN																	
Snike(Si Nai Ke Chong Wu)						CHN																	
uk pets company											GBR												
WOOF GANG BAKERY																							USA
You Chong Chong Wu						CHN																	
Zhua Zhua						CHN																	
Zoo & Co.							DEU																
Zoo Zajac							DEU																
ZooRoyal							DEU																

Pets / Pet supply shops / Offline shop used for pet supply purchases by brand

Offline pet supply shops

In which of these stores (not online) for pet supplies have you shopped in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Ai Shang Chong Chong Wu						CHN																	
Baby Pets (Bao Bao Bei Bei)						CHN																	
Bargon(BGSS) (Ba Gong Shu Shu)						CHN																	
Big Mouth Dog (Da Zui Gou)						CHN																	
Breeders														JPN									
Century Pet														JPN									
Chewy																						USA	
CHUCK & DON'S PET FOOD																						USA	
CONCORD PET																						USA	
Coo & RIKU														JPN									
Cool (Ku Di Chong Wu)						CHN																	
Dehner							DEU																
find the pet (Xun Chong Ji)						CHN																	
Fressnapf							DEU																
Futterhaus							DEU																
hollywoodfeed																						USA	
Ji Chong Jia						CHN																	
jollyes											GBR												
just for pets											GBR												
KAHOOTS PET STORE																						USA	
Ken & One														JPN									
KOJIMA														JPN									
kowapets														JPN									
KRISER'S																						USA	
LeePet (Le Chong)						CHN																	
Males.Pet (Mai Le Si Chong Wu Dian)						CHN																	
Meet Dog (Mei Gou Dao)						CHN																	
MEGAZOO							DEU																
Mr.Bear (Chong Chong Xiong)						CHN																	
MUD BAY																						USA	
Noble Pet(Mu He Lin)						CHN																	
PET DEPOT																						USA	
PET FOOD EXPRESS																						USA	
Pet Kingdom														JPN									
PET PEOPLE																						USA	
PET PLANET																						USA	
pet plus														JPN									
Pet Supermarket																						USA	
Petco																						USA	
Petdog (Pai Duo Ge)						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Petkit (Xiao Pei Chong Wu)						CHN																	
pets at home											GBR												
pets corner											GBR												
Pets friends cooperation														JPN									
Pet's One														JPN									
PETSENSE																						USA	
Petshop Joker														JPN									
Petshop one love														JPN									
Petsmart																						USA	
Poodle club (Gui Bin Zhi Jia)						CHN																	
P's first														JPN									
Ring Pai Pet Hospital(Rui Pai Chong Wu Yi Yuan)						CHN																	
scampers											GBR												
Schecker							DEU																
Sheng Chong Chong Wu						CHN																	
Snike(Si Nai Ke Chong Wu)						CHN																	
uk pets company											GBR												
WOOF GANG BAKERY																						USA	
You Chong Chong Wu						CHN																	
Zhua Zhua						CHN																	
Zoo & Co.							DEU																
Zoo Zajac							DEU																
ZooRoyal							DEU																

Pets / Dog food / Brands / Private label dog food/snack purchases by brand

Private label dog food/snacks

From which of these supermarket or private label brands have you bought dog food or dog snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alnatura							DEU																
Baldo							DEU																
EDEKA							DEU																
Gut&Günstig							DEU																
ja!							DEU																
Orlando							DEU																
Pablo							DEU																
Romeo							DEU																
Sancho							DEU																
Wwuff							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Pets / Dog food / Brands / Dog food awareness by brand

Dog food awareness

Which of these brands of dog food do you know, if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1st Choice														JPN									
aatu											GBR												
Acana						CHN								JPN									
American Journey																						USA	
animonda (Gran Carno)							DEU																
Artemis														JPN									
bakers											GBR												
barking heads											GBR												
Blue Buffalo																						USA	
Bonzo							DEU																
Bosch							DEU																
CANAGAN														JPN									
Canidae																						USA	
Cesar						CHN	DEU							JPN									
chappie							DEU				GBR												
chudleys											GBR												
Crazy Dog						CHN																	
d.b.f														JPN									
DrsFosterSmith																						USA	
Eukanuba							DEU				GBR			JPN									
Farmers Choice																						USA	
Fish4Dogs						CHN					GBR												
Frolic							DEU																
Halo																						USA	
Happy Dog							DEU																
harringtons											GBR												
Healsher						CHN																	
Hill's						CHN	DEU				GBR			JPN								USA	
IAMS														JPN								USA	
instinct						CHN																USA	
james wellbeloved											GBR												
jollyes											GBR												
Josera							DEU																
k9 optimum											GBR												
Keres						CHN																	
Legend Sandy						CHN																	
Markus-Mühle							DEU																
Medycoat														JPN									
Merrick																						USA	
MjAMjAM							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mog Wan														JPN									
My Foodie						CHN																	
Native Dog														JPN									
Natural Balance																						USA	
Natural Bridge						CHN																USA	
Nature's Recipe																						USA	
Navarch						CHN																	
Nutro																						USA	
Only Natural Pet																						USA	
Orijen						CHN					GBR												
Pedigree						CHN	DEU				GBR												
Petjust						CHN																	
PJ Style														JPN									
Prescription Diet a/d														JPN									
Pure&Natural						CHN																	
Purich						CHN																	
Purina						CHN	DEU				GBR			JPN								USA	
Rachael Ray Nutrish																						USA	
ramical						CHN																	
REAL NATURE							DEU																
Rinti							DEU																
Rocco							DEU																
Royal Canin						CHN	DEU				GBR			JPN								USA	
Sakura Pet food														JPN									
SharlovY						CHN																	
Simply Nourish																						USA	
simpsons premiun											GBR												
skinners											GBR												
Solution						CHN																	
Stella & Chewys																						USA	
Styles														JPN									
Super Gold														JPN									
Supremo														JPN									
wafcol											GBR												
Wanpy						CHN																	
webbox											GBR												
Wellness																						USA	
Wolf of Wilderness							DEU																
Wolfsblut							DEU																
ZooRoyal							DEU																

Pets / Dog food / Brands / Dog food purchases by brand

Dog food

From which of these brands have you bought dog food in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1st Choice														JPN									
aatu											GBR												
Acana						CHN								JPN									
American Journey																						USA	
animonda (Gran Carno)							DEU																
Artemis														JPN									
bakers											GBR												
barking heads											GBR												
Blue Buffalo																						USA	
Bonzo							DEU																
Bosch							DEU																
CANAGAN														JPN									
Canidae																						USA	
Cesar						CHN	DEU							JPN									
chappie							DEU				GBR												
chudleys											GBR												
Crazy Dog						CHN																	
d.b.f														JPN									
DrsFosterSmith																						USA	
Eukanuba							DEU				GBR			JPN									
Farmers Choice																						USA	
Fish4Dogs						CHN					GBR												
Frolic							DEU																
Halo																						USA	
Happy Dog							DEU																
harringtons											GBR												
Healsher						CHN																	
Hill's						CHN	DEU				GBR			JPN								USA	
IAMS														JPN								USA	
instinct						CHN																USA	
james wellbeloved											GBR												
jollyes											GBR												
Josera							DEU																
k9 optimum											GBR												
Keres						CHN																	
Legend Sandy						CHN																	
Markus-Mühle							DEU																
Medycoat														JPN									
Merrick																						USA	
MjAMjAM							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Mog Wan														JPN									
My Foodie						CHN																	
Native Dog														JPN									
Natural Balance																						USA	
Natural Bridge						CHN																	
Nature's Recipe																						USA	
Navarch						CHN																	
Nutro																						USA	
Only Natural Pet																						USA	
Orijen						CHN					GBR												
Pedigree						CHN	DEU				GBR												
Petjust						CHN																	
PJ Style														JPN									
Prescription Diet a/d														JPN									
Pure&Natural						CHN																	
Purich						CHN																	
Purina						CHN	DEU				GBR			JPN								USA	
Rachael Ray Nutrish																						USA	
ramical						CHN																	
REAL NATURE							DEU																
Rinti							DEU																
Rocco							DEU																
Royal Canin						CHN	DEU				GBR			JPN								USA	
Sakura Pet food														JPN									
SharlovY						CHN																	
Simply Nourish																						USA	
simpsons premiun											GBR												
skinners											GBR												
Solution						CHN																	
Stella & Chewys																						USA	
Styles														JPN									
Super Gold														JPN									
Supremo														JPN									
wafcol											GBR												
Wanpy						CHN																	
webbox											GBR												
Wellness																						USA	
Wolf of Wilderness							DEU																
Wolfsblut							DEU																
ZooRoyal							DEU																

Pets / Dog food / Brands / Dog snacks purchases by brand

Dog snacks

From which of these brands have you bought dog snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
8in1							DEU																
Advantage																							USA
aniwell														JPN									
antos											GBR												
Authority																							USA
Benebone																							USA
Billy and Margot											GBR												USA
Blue Buffalo																							USA
Bocce's Bakery																							USA
bonio meaty											GBR												
Both						CHN																	
Cesar							DEU																
Chappi							DEU																
Charlee Bear																							USA
Chewies							DEU																
Cloud Star																							USA
coachies training treats											GBR												
Crazy Dog						CHN																	
d.b.f														JPN									
Dehner							DEU																
Dentley's																							USA
digby's diner											GBR												
Doggyman						CHN								JPN									
DOKAS							DEU																
Dot One														JPN									
feelwells											GBR												
fish4dogs											GBR												
Frolic							DEU																
good boy											GBR												
Greenies														JPN									USA
harringtons											GBR												
Health Guard						CHN																	
Healthy Animals														JPN									
Hill's							DEU																
hollings											GBR												
iliosmile														JPN									
IRIS						CHN																	
IRISOHYAMA														JPN									
Isle of Dogs																							USA
John's Farms						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
jollyes											GBR												
Josera							DEU																
JustFoodForDogs																							USA
K9Nature						CHN																	
Kaler						CHN																	
Keres						CHN																	
KONG														JPN									USA
lily's kitchen											GBR												
Luscious						CHN																	
Merrick																							USA
mis fits											GBR												
Mo Yuan						CHN																	
Monbob						CHN																	
Mookie														JPN									
My Foodie						CHN																	
Natural Balance																							USA
natures menu											GBR												
Navarch						CHN																	
Old Mother Hubbard																							USA
Only Natural Pet																							USA
Pedigree						CHN	DEU				GBR												
Perfect Fit							DEU																
pet munchies											GBR												
Petio														JPN									
PETKISS														JPN									
Pets Root														JPN									
Plano Pet																							USA
Pooch & Mutt											GBR												
Primo						CHN																	
Purich						CHN																	
PURINA (Adventuros)							DEU																
Rinti							DEU																
Royal Canin							DEU				GBR												
Sweet						CHN																	
Vitakraft							DEU																
VITA-ONE kun														JPN									
Wagg							DEU																
Wanpy						CHN																	
Wellness																							USA
whimzees											GBR												
WholeHearted																							USA
Wolfsblut							DEU																
Yaho						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Yeti														JPN									
ZiWiPeak														JPN									
ZooRoyal							DEU																

Pets / Dog food / Brands / Special dog food purchases by brand

Special dog food

From which of these brands have you bought special food / food supplements for dogs in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
8in1							DEU																
aatu											GBR												
advantage											GBR												
Akana														JPN									
animonda							DEU																
Authority																						USA	
AVODERM														JPN									
barkers											GBR												
Beaphar							DEU				GBR												
bosch							DEU																
Cesar							DEU																
Cheer Share						CHN																	
Cloud Star																						USA	
Cosequin																						USA	
crave											GBR												
Dog heart														JPN									
Dr. Care Wand Dogfood														JPN									
Dr. Clouder's						CHN																	
DrsFosterSmith																						USA	
Eukanuba							DEU				GBR			JPN									
Golden						CHN																	
G-pet						CHN																	
Halo																						USA	
Hann You						CHN																	
Happy Dog							DEU																
Head to Tail																						USA	
Heartgard																						USA	
Hill's						CHN	DEU				GBR			JPN								USA	
Holistic RECIPE														JPN									
HomeoPet																						USA	
IAMS														JPN									
in Vet						CHN																	
Instinct						CHN																	
johnson's											GBR												
K9Nature						CHN																	
Mirai dogfood														JPN									
Monge						CHN																	
Morinaga Milk SuperGold														JPN									
Natural Balance																						USA	
Natural Bridge						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Natural Choice														JPN									
naturdiet											GBR												
Nature's Recipe																						USA	
Nutram Number						CHN																	
Nutri-Vet																						USA	
Only Natural Pet																						USA	
otodex											GBR												
PetAlive																						USA	
Prescription Diet														JPN									
pro plan veterinary											GBR												
pro-fibre											GBR												
pro-kolin											GBR												
Proplan														JPN									
Pure & Natural						CHN																	
purebreds						CHN																	
Purina						CHN	DEU				GBR			JPN								USA	
Rinti							DEU																
Royal Canin						CHN	DEU				GBR			JPN								USA	
Solid gold																						USA	
Solution						CHN																	
Supremo														JPN									
Terra Canis							DEU																
UGLife						CHN																	
UMAKA Dogfood														JPN									
Vitakraft							DEU																
Wanpy						CHN																	
Weruva																						USA	
Zhong Cheng Xian Feng						CHN																	
zooplus bio							DEU																

Pets / Cat food / Brands / Private label cat food/snack purchases by brand

Private label cat food/snacks

From which of these supermarket private labels / own brands have you bought cat food or cat snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Bianca							DEU																
Coshida							DEU																
EDEKA							DEU																
Fine							DEU																
Gut & Günstig							DEU																
ja!							DEU																
LUX							DEU																
Schnucki/Cachet							DEU																
TOPIC							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Pets / Cat food / Brands / Cat food awareness by brand

Cat food awareness

Which of these cat food brands do you know, if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ACANA						CHN	DEU				GBR			JPN								USA	
advantage											GBR												
AIER						CHN																	
almo nature														JPN									
American Journey																							USA
animonda							DEU							JPN									
Applaws							DEU				GBR												USA
ARTEMIS														JPN									
AVODERM														JPN									
AWTH						CHN																	
beaphar											GBR												
Billy and Margot																							USA
Blue Buffalo																							USA
Both						CHN																	
CANAGAN Cat food														JPN									
Canidae																							USA
Carat														JPN									
Care						CHN																	
Cloud Star																							USA
country hunter											GBR												
Cupurera														JPN									
drontal											GBR												
DrsFosterSmith																							USA
Eugene						CHN																	
Felix							DEU				GBR												
FINEPET'S														JPN									
Freshpet																							USA
Friskies							DEU																
Happy Cat							DEU																
Healsher						CHN																	
Hill's							DEU				GBR												USA
IAMS							DEU																
instinct																							USA
Jaguar														JPN									
kalkan														JPN									
Kitekat							DEU																
lifestage											GBR												
Merrick																							USA
METZ						CHN																	
Miamor							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
MjAMjAM							DEU																
Mognyan														JPN									
my Foodie						CHN																	
Natural Balance																						USA	
Natural Bridge						CHN																	
natures menu											GBR												
Nature's Recipe																						USA	
Nutram Number						CHN																	
Nutro														JPN									
Only Natural Pet																						USA	
Orijen						CHN					GBR			JPN									
Perfect fit							DEU																
Petjust						CHN																	
PetMaster						CHN																	
Premiere							DEU																
Pure&Natural						CHN																	
Purina						CHN	DEU				GBR			JPN								USA	
Rachael Ray Nutrish																						USA	
ramical						CHN																	
Real Nature							DEU																
Regalie														JPN									
Royal Canin						CHN	DEU				GBR			JPN								USA	
SharlovY						CHN																	
Sheba							DEU				GBR												
Silver spoon														JPN									
Simply Nourish																						USA	
Solimo							DEU																
Stella & Chewys																						USA	
Symply														JPN									
Timber Wolf														JPN									
Vitakraft							DEU																
Wellness														JPN									
Whiskas						CHN	DEU				GBR			JPN									
ZooRoyal							DEU																

Pets / Cat food / Brands / Cat food purchases by brand

Cat food

From which of these brands have you bought cat food in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ACANA						CHN	DEU				GBR			JPN								USA	
advantage											GBR												
AIER						CHN																	
almo nature														JPN									
American Journey																							USA
animonda							DEU							JPN									
Applaws							DEU				GBR												USA
ARTEMIS														JPN									
AVODERM														JPN									
AWTH						CHN																	
beaphar											GBR												
Billy and Margot																							USA
Blue Buffalo																							USA
Both						CHN																	
CANAGAN Cat food														JPN									
Canidae																							USA
Carat														JPN									
Care						CHN																	
Cloud Star																							USA
country hunter											GBR												
Cupurera														JPN									
drontal											GBR												
DrsFosterSmith																							USA
Eugene						CHN																	
Felix							DEU				GBR												
FINEPET'S														JPN									
Freshpet																							USA
Friskies							DEU																
Happy Cat							DEU																
Healsher						CHN																	
Hill's							DEU				GBR												USA
IAMS							DEU																
instinct																							USA
Jaguar														JPN									
kalkan														JPN									
Kitekat							DEU																
lifestage											GBR												
Merrick																							USA
METZ						CHN																	
Miamor							DEU																

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
MjAMjAM							DEU																
Mognyan														JPN									
my Foodie						CHN																	
Natural Balance																						USA	
Natural Bridge						CHN																	
natures menu											GBR												
Nature's Recipe																						USA	
Nutram Number						CHN																	
Nutro														JPN									
Only Natural Pet																						USA	
Orijen						CHN					GBR			JPN									
Perfect fit							DEU																
Petjust						CHN																	
PetMaster						CHN																	
Premiere							DEU																
Pure&Natural						CHN																	
Purina						CHN	DEU				GBR			JPN								USA	
Rachael Ray Nutrish																						USA	
ramical						CHN																	
Real Nature							DEU																
Regalie														JPN									
Royal Canin						CHN	DEU				GBR			JPN								USA	
SharlovY						CHN																	
Sheba							DEU				GBR												
Silver spoon														JPN									
Simply Nourish																						USA	
Solimo							DEU																
Stella & Chewys																						USA	
Symply														JPN									
Timber Wolf														JPN									
Vitakraft							DEU																
Wellness														JPN									
Whiskas						CHN	DEU				GBR			JPN									
ZooRoyal							DEU																

Pets / Cat food / Brands / Cat snack purchases by brand

Cat snacks

From which of these brands have you bought cat snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
ADD. MATE														JPN									
American Journey																						USA	
animonda							DEU																
Applaws						CHN	DEU				GBR												
arden grange											GBR												
Beaphar							DEU				GBR												
Beyond																						USA	
Blue Buffalo																						USA	
bogadent							DEU																
Both						CHN																	
CANIDAE						CHN																	
Care						CHN																	
Carnilove											GBR												
catMOM														JPN									
CattyMan						CHN																	
Charm														JPN									
CIAO Churu														JPN									
COMBO Cat														JPN									
Cookeys						CHN																	
Country Roads														JPN									
Dreamies							DEU				GBR			JPN									
Fany Feast																						USA	
Feline Greenies																						USA	
Felix							DEU				GBR												
Fish4cats						CHN																	
Friskies																						USA	
Fujisawa														JPN									
GimCat							DEU																
Good Girl											GBR												
Green & Wilds											GBR												
Greenies														JPN									
Hagoromo														JPN									
harringtons											GBR												
Hartz																						USA	
INABA						CHN																	
Inaba petfood														JPN									
IRIS						CHN																	
Kaiseiki 2dish/4dish														JPN									
Kaler						CHN																	
KFcat						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Lickable Treats Squeeze Ups																						USA		
Life Essentials																							USA	
lifestage											GBR													
Luscious						CHN																		
Mama Cook														JPN										
miamor							DEU																	
Monbob						CHN																		
Mont Petit														JPN										
MultiFit							DEU																	
My Foodie						CHN																		
Natural Nosh											GBR													
Natures Menu											GBR													
Orijen											GBR													
OUENN						CHN																		
Perfect Fit							DEU																	
Pounce																							USA	
ProDen														JPN										
Pure Bites																							USA	
PURINA							DEU				GBR													
Riverd Pet														JPN										
Royal Canin							DEU																	
Sanabelle							DEU																	
Sheba						CHN	DEU				GBR			JPN									USA	
Smack														JPN										
SmartCat														JPN										
Temptations																							USA	
Thrive											GBR													
Trixie							DEU																	
Vetreska						CHN																		
Vitakraft							DEU																	
Wanpy						CHN																		
Webbox											GBR													
Wellness														JPN										
Whiskas						CHN	DEU				GBR													
Wishjer Lickin's																							USA	
Ziwi Peak						CHN																		
ZooRoyal							DEU																	

Pets / Cat food / Brands / Special cat food purchases by brand

Special cat food

From which of these brands have you bought special food / food supplements for cats in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
1st Choice														JPN									
advantage											GBR												
AkikA						CHN																	
animonda							DEU																
applaws											GBR												
auspice						CHN																	
Authority																						USA	
Beaphar							DEU																
Beauty Pro														JPN									
BLUE														JPN									
cdVet							DEU																
Cheer Share						CHN																	
COMBO														JPN									
Cosequin																						USA	
Dr. Clouder's						CHN																	
Dreamies							DEU																
drontal											GBR												
GimCat							DEU																
Golden						CHN																	
Grau/Hokamix							DEU																
Hill's						CHN	DEU				GBR			JPN								USA	
HomeoPet																						USA	
IAMS														JPN									
In Vet						CHN																	
Instinct																						USA	
Integra							DEU																
JP Style														JPN									
K9Nature						CHN																	
Kal Kan														JPN									
kattovit							DEU																
Kitekat							DEU																
Licks																						USA	
MAG						CHN																	
Medyfas														JPN									
Monge						CHN																	
Natural Bridge						CHN																	
Neko genki														JPN									
Nutram Number						CHN																	
Nutro														JPN									
Only Ninural Pet																						USA	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Oven-baked						CHN																	
Petjust						CHN																	
Prescription Diet														JPN									
pro-fibre											GBR												
pro-kolin											GBR												
Pure & Natural						CHN																	
Purina Pro Plan							DEU				GBR			JPN								USA	
Royal Canin Veterinary						CHN	DEU				GBR			JPN								USA	
Silver Spoon														JPN									
Solid gold																						USA	
Solution						CHN																	
UGLife						CHN																	
Vitakraft							DEU																
Wanpy						CHN																	
Whiskas							DEU																
yumove											GBR												
Zhong Cheng Xian Feng						CHN																	

Pets / Small animal food / Brands / Small animal food/snack awareness by brand

Small animal food/snack awareness

Which of these brands for small animal food and snacks do you know, even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alfavet							DEU																
All Living Things																						USA	
Angel Pet (An Ji Pai Te)						CHN																	
AniForte							DEU																
animal village rabbit food														JPN									
back-2-nature											GBR												
Beaphar							DEU				GBR												
bosch							DEU																
Brown's																						USA	
bucatsstate						CHN																	
Bugs Style														JPN									
Bunny						CHN	DEU																
burgess											GBR												
carefresh											GBR												
Carno						CHN																	
CHOCVN						CHN																	
chudleys											GBR												
country value											GBR												
Daichi no megumi La terra														JPN									
Dehner							DEU																
DR. BUNNY						CHN																	
Easter														JPN									
easyfeedz											GBR												
eCOTRITION																						USA	
Essential														JPN									
Feed one														JPN									
Fluker's																						USA	
GEX														JPN									
Greenwoods							DEU																
Grrreat Choice																						USA	
harringtons											GBR												
Higgings																						USA	
Hipet														JPN									
James Wellbeloved											GBR												
Jessie						CHN																	
Jolly						CHN																	
jollyes											GBR												
Jonsanty						CHN																	
JR Farm							DEU																
Kaytee																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
lfj millers											GBR												
Little One							DEU																
LM																							USA
Manna Pro																							USA
Marshall																							USA
Mazuri						CHN																	USA
meadow											GBR												
Mr Johnsons											GBR												
Mr.Hey						CHN																	
Mucki							DEU																
MultiFit							DEU																
nature feast											GBR												
nibblot											GBR												
Nippai hamster food														JPN									
Orimitsu														JPN									
Oxbow														JPN									USA
PANTO							DEU																
Peka							DEU																
pet munchies											GBR												
Petco																							USA
pet's 88						CHN																	
Rabbit Plus														JPN									
Rabbit Story						CHN																	
REAL NATURE							DEU																
Rosewood Naturals											GBR												
Run Around(Pao Lai Pao Qu)						CHN																	
saishoku kenkou														JPN									
Special Bloom														JPN									
spikes											GBR												
Sun Seed																							USA
Supreme Selective											GBR												
Supreme Service Diets																							USA
Trixie							DEU																
VegeDrop														JPN									
Versele-Laga						CHN	DEU																USA
Vilmie							DEU																
Vitakraft							DEU																USA
Wang Mu						CHN																	
Ware																							USA
Wei Bi						CHN																	
White Mill																							USA
YEE						CHN																	
Yimiaoge						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Zai Zai						CHN																	

Pets / Small animal food / Brands / Small animal food/snack purchases by brand

Small animal food/snacks

From which of these brands have you bought small animal food or snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alfavet							DEU																
All Living Things																						USA	
Angel Pet (An Ji Pai Te)						CHN																	
AniForte							DEU																
animal village rabbit food														JPN									
back-2-nature											GBR												
Beaphar							DEU				GBR												
bosch							DEU																
Brown's																						USA	
bucatsstate						CHN																	
Bugs Style														JPN									
Bunny						CHN	DEU																
burgess											GBR												
carefresh											GBR												
Carno						CHN																	
CHOCVN						CHN																	
chudleys											GBR												
country value											GBR												
Daichi no megumi La terra														JPN									
Dehner							DEU																
DR. BUNNY						CHN																	
Easter														JPN									
easyfeedz											GBR												
eCOTRITION																						USA	
Essential														JPN									
Feed one														JPN									
Fluker's																						USA	
GEX														JPN									
Greenwoods							DEU																
Grrreat Choice																						USA	
harringtons											GBR												
Higgings																						USA	
Hipet														JPN									
James Wellbeloved											GBR												
Jessie						CHN																	
Jolly						CHN																	
jollyes											GBR												
Jonsanty						CHN																	
JR Farm							DEU																
Kaytee																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
lfj millers											GBR												
Little One							DEU																
LM																						USA	
Manna Pro																						USA	
Marshall																						USA	
Mazuri						CHN																USA	
meadow											GBR												
Mr Johnsons											GBR												
Mr.Hey						CHN																	
Mucki							DEU																
MultiFit							DEU																
nature feast											GBR												
nibblot											GBR												
Nippai hamster food														JPN									
Orimitsu														JPN									
Oxbow														JPN								USA	
PANTO							DEU																
Peka							DEU																
pet munchies											GBR												
Petco																						USA	
pet's 88						CHN																	
Rabbit Plus														JPN									
Rabbit Story						CHN																	
REAL NATURE							DEU																
Rosewood Naturals											GBR												
Run Around(Pao Lai Pao Qu)						CHN																	
saishoku kenkou														JPN									
Special Bloom														JPN									
spikes											GBR												
Sun Seed																						USA	
Supreme Selective											GBR												
Supreme Service Diets																						USA	
Trixie							DEU																
VegeDrop														JPN									
Versele-Laga						CHN	DEU															USA	
Vilmie							DEU																
Vitakraft							DEU															USA	
Wang Mu						CHN																	
Ware																						USA	
Wei Bi						CHN																	
White Mill																						USA	
YEE						CHN																	
Yimiaoge						CHN																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Zai Zai						CHN																	

Pets / Bird food / Bird food/snack awareness by brand

Bird food/snack awareness

Which of these brands for bird food or bird snacks do you know, even if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Audubon Park																						USA	
basics											GBR												
Beaphar							DEU																
Brown's																							USA
bucktons											GBR												
C&S																							USA
Caitec																							USA
Chong Er Xin Jia						CHN																	
Chong Meng Duo						CHN																	
cj wild life											GBR												
Customlux														JPN									
Dehner							DEU																
Deng Pei						CHN																	
Drs Foster and Smith																							USA
Easter														JPN									
elles							DEU																
Erdtmanns							DEU																
exact											GBR			JPN									
Formula														JPN									
Great Choice																							USA
Gui Zhou Luo Shi Niao Shi						CHN																	
Happy Holiday's														JPN									
Happy Little Bird											GBR												
Harrison's														JPN									
Hartz																							USA
Higgins																							USA
honeyfeld's											GBR												
hutton mill											GBR												
Intune														JPN									
johnson & jeff											GBR												
jollyes wild bird											GBR												
Jonsanty						CHN																	
JR Farm							DEU																
Kai Yuan						CHN																	
Kaytee																							USA
Lafeber														JPN									USA
Lei Gong Shan						CHN																	
Li Shi Niao Shi						CHN																	
mania														JPN									
marriages											GBR												

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
mealworms											GBR												
Miao Ge						CHN																	
Mucki							DEU																
MultiFit							DEU																
Natural petfoods														JPN									
NESTOR							DEU																
Niu Chong						CHN																	
Panto							DEU																
Peckish											GBR												
Pet Master						CHN																	
Petco																						USA	
Pets At Home											GBR												
PSITTACUS														JPN									
Q-CHAN														JPN									
Qualis														JPN									
RIO							DEU																
Rosenlöcher							DEU																
RoudyBush														JPN								USA	
rspb											GBR												
San Zhi Xiao Niao						CHN																	
Scratch and Peck Feeds																						USA	
SUDO														JPN									
suet to go											GBR												
Tao Qi Bao Bei						CHN																	
Tian Guo Ai						CHN																	
Versele Laga							DEU				GBR												
Vita Prima														JPN									
Vitakraft							DEU																
Volkman																						USA	
Wagner'S																						USA	
Wang Mu						CHN																	
Wei Bi						CHN																	
White Mill																						USA	
Wild Delight																						USA	
Ying Le Bao						CHN																	
Zai Zai						CHN																	
Zhong Ke						CHN																	
Zhu Lao San						CHN																	
zoofaria											GBR												
ZuPreem														JPN								USA	

Pets / Bird food / Bird food/snack purchases by brand

Bird food/snacks

From which of these brands have you bought bird food/snacks in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Audubon Park																						USA	
basics											GBR												
Beaphar							DEU																
Brown's																						USA	
bucktons											GBR												
C&S																						USA	
Caitec																						USA	
Chong Er Xin Jia						CHN																	
Chong Meng Duo						CHN																	
cj wild life											GBR												
Customlux														JPN									
Dehner							DEU																
Deng Pei						CHN																	
Drs Foster and Smith																						USA	
Easter														JPN									
elles							DEU																
Erdtmanns							DEU																
exact											GBR			JPN									
Formula														JPN									
Great Choice																						USA	
Gui Zhou Luo Shi Niao Shi						CHN																	
Happy Holiday's														JPN									
Happy Little Bird											GBR												
Harrison's														JPN									
Hartz																						USA	
Higgins																						USA	
honeyfeld's											GBR												
hutton mill											GBR												
Intune														JPN									
johnson & jeff											GBR												
jollyes wild bird											GBR												
Jonsanty						CHN																	
JR Farm							DEU																
Kai Yuan						CHN																	
Kaytee																						USA	
Lafeber														JPN								USA	
Lei Gong Shan						CHN																	
Li Shi Niao Shi						CHN																	
mania														JPN									
marriages											GBR												

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
mealworms											GBR												
Miao Ge						CHN																	
Mucki							DEU																
MultiFit							DEU																
Natural petfoods														JPN									
NESTOR							DEU																
Niu Chong						CHN																	
Panto							DEU																
Peckish											GBR												
Pet Master						CHN																	
Petco																						USA	
Pets At Home											GBR												
PSITTACUS														JPN									
Q-CHAN														JPN									
Qualis														JPN									
RIO							DEU																
Rosenlöcher							DEU																
RoudyBush														JPN								USA	
rspb											GBR												
San Zhi Xiao Niao						CHN																	
Scratch and Peck Feeds																						USA	
SUDO														JPN									
suet to go											GBR												
Tao Qi Bao Bei						CHN																	
Tian Guo Ai						CHN																	
Versele Laga							DEU				GBR												
Vita Prima														JPN									
Vitakraft							DEU																
Volkman																						USA	
Wagner'S																						USA	
Wang Mu						CHN																	
Wei Bi						CHN																	
White Mill																						USA	
Wild Delight																						USA	
Ying Le Bao						CHN																	
Zai Zai						CHN																	
Zhong Ke						CHN																	
Zhu Lao San						CHN																	
zoofaria											GBR												
ZuPreem														JPN								USA	

Pets / Fish food / Fish food awareness by brand

Fish food awareness

Which of these brands of fish food do you know, if only by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
API											GBR											USA		
aqua nutrition											GBR													
aquacare											GBR													
aquarian											GBR													
aquarium fish food														JPN										
Aqueon																							USA	
Bessn						CHN																		
Chao Ding Ji Hong						CHN																		
Characin														JPN										
Charm														JPN										
Chun Shang Cai						CHN																		
Cobalt																							USA	
COMET														JPN										
Deera						CHN																		
Dehner							DEU																	
DEL MARINE Food														JPN										
Elive																							USA	
Essentials																							USA	
Fluval Bug Bites																							USA	
Friendship Forever						CHN																		
Gamma																							USA	
GEX														JPN										
Glofish																							USA	
great and small											GBR													
Hikari											GBR			JPN									USA	
Hobby							DEU																	
Hong Jie						CHN																		
Imagitarium																							USA	
Itosui														JPN										
JBL							DEU																	
jollyes											GBR													
Jonsanty						CHN																		
JUN														JPN										
Kaytee																							USA	
King British											GBR													
Kyorin														JPN										
Lang Hua						CHN																		
love fish											GBR													
LXHERS						CHN																		
Marubeni Nisshin						CHN																		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
MORE FOR							DEU																
MultiFit							DEU																
New Life Spectrum																						USA	
Nichidou														JPN									
Omega One																						USA	
petna						CHN																	
PORPOISE						CHN																	
San You Chuang Mei						CHN																	
Sea Life SURE														JPN									
Sera							DEU															USA	
Shen Yang						CHN																	
Söll							DEU																
sonekemifa														JPN									
SUDO														JPN									
SUNSUN						CHN																	
supa											GBR												
Tetra							DEU				GBR			JPN								USA	
Top Fin																						USA	
Uni-president						CHN																	
Vitakraft							DEU																
Ya Feng						CHN																	
YEE						CHN																	
Yi Yang Hong						CHN																	
Yu Te Li						CHN																	
Zenith														JPN									

Pets / Fish food / Fish food purchases by brand

Fish food

From which of these brands have you bought fish food in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
API											GBR											USA		
aqua nutrition											GBR													
aquacare											GBR													
aquarian											GBR													
aquarium fish food															JPN									
Aqueon																							USA	
Bessn						CHN																		
Chao Ding Ji Hong						CHN																		
Characin															JPN									
Charm															JPN									
Chun Shang Cai						CHN																		
Cobalt																							USA	
COMET															JPN									
Deera						CHN																		
Dehner							DEU																	
DEL MARINE Food															JPN									
Elive																							USA	
Essentials																							USA	
Fluval Bug Bites																							USA	
Friendship Forever						CHN																		
Gamma																							USA	
GEX															JPN									
Glofish																							USA	
great and small											GBR													
Hikari											GBR			JPN									USA	
Hobby							DEU																	
Hong Jie						CHN																		
Imagitarium																							USA	
Itosui															JPN									
JBL							DEU																	
jollyes											GBR													
Jonsanty						CHN																		
JUN															JPN									
Kaytee																							USA	
King British											GBR													
Kyorin															JPN									
Lang Hua						CHN																		
love fish											GBR													
LXHERS						CHN																		
Marubeni Nisshin						CHN																		

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
MORE FOR							DEU															
MultiFit							DEU															
New Life Spectrum																						USA
Nichidou														JPN								
Omega One																						USA
petna						CHN																
PORPOISE						CHN																
San You Chuang Mei						CHN																
Sea Life SURE														JPN								
Sera							DEU															USA
Shen Yang						CHN																
Söll							DEU															
sonekemifa														JPN								
SUDO														JPN								
SUNSUN						CHN																
supa											GBR											
Tetra							DEU				GBR			JPN								USA
Top Fin																						USA
Uni-president						CHN																
Vitakraft							DEU															
Ya Feng						CHN																
YEE						CHN																
Yi Yang Hong						CHN																
Yu Te Li						CHN																
Zenith														JPN								

Pets / Litter & equipment / Pet litter / Cat litter purchases by brand

Cat litter

From which of these brands have you bought cat litter in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Arm & Hammer Litter																						USA		
armitage											GBR													
bio calotec											GBR													
Biokat's							DEU																	
Boxiecat																							USA	
breeder celect											GBR													
canac											GBR													
Care						CHN																		
Cat Forest						CHN																		
Cat's Best							DEU				GBR													
Catsan						CHN	DEU				GBR													
Chowsing						CHN																		
cj's wood pellet											GBR													
Classic							DEU																	
cleanpawns											GBR													
Cs Ishihara														JPN										
Dr. Elsey's																							USA	
Earth pet														JPN										
EVER CLEAN											GBR			JPN									USA	
ExquisitCat Micro																							USA	
fantasy world														JPN										
Feline pine																							USA	
Fresh Steps																							USA	
friendly											GBR													
Frisco																							USA	
Golden / Golden grey							DEU																	
Greenwoods							DEU																	
Grreat Choice																							USA	
Gua Zhou Mu						CHN																		
Hanpin-pets						CHN																		
Heart-Link						CHN																		
hitachi kakou															JPN									
intersand											GBR													
Iris Ohyama														JPN										
Ji Na Si						CHN																		
Kao														JPN										
KERES						CHN																		
kokoba											GBR													
LION														JPN										
Lorde						CHN																		

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
LyraCat							DEU																
Mao Chen						CHN																	
MultiFit							DEU																
Naturally Fresh																						USA	
Nature's Calling							DEU				GBR												
Navarch						CHN																	
Ökocat																						USA	
Pai Ke Wei						CHN																	
Pegtech														JPN									
peppy														JPN									
Pet kagukagu														JPN									
Petio														JPN									
petshy						CHN																	
pettex											GBR												
PREMIERE							DEU																
Sanicat							DEU																
Sanma						CHN																	
Scoop Away																						USA	
ScoopFree																						USA	
snowflake pet product														JPN									
SoPhersh																						USA	
ST Craft														JPN									
Super Benek							DEU																
sWheat Scoop																						USA	
theCAT														JPN									
thomas											GBR												
Tidy Cats																						USA	
Tigerino							DEU																
Trixie							DEU																
trixie											GBR												
Unicharm														JPN									
Wei Qun Mao						CHN																	
weiliya						CHN																	
World's best																						USA	
worlds best cat litter											GBR												
Xi Xi Mao						CHN																	
Xue Ban						CHN																	
Yesterday's News																						USA	
Yoken						CHN																	
ZooRoyal							DEU																

Pets / Litter & equipment / Pet litter / Small animal litter purchases by brand

Small animal litter

From which of these brands have you bought small animal litter in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
All Living Things																						USA		
Arata														JPN										
back to nature											GBR													
bucatsstate						CHN																		
Bunny							DEU																	
Carefresh																						USA		
CARNO						CHN																		
Cat's Best							DEU																	
Chipsi							DEU																	
CHOCVN						CHN																		
Dehner							DEU																	
DoggyMan														JPN										
emily pets						CHN																		
Fresh for Life																						USA		
GEX														JPN										
Grreat Choice																						USA		
Hansepet							DEU																	
heukoenig							DEU																	
heukorb							DEU																	
Heu-Tom							DEU																	
hitachi-kakou														JPN										
Hugro							DEU																	
IRIS OHYAMA														JPN										
Jex														JPN										
Jing Jing						CHN																		
Jolly						CHN																		
Jonsanty						CHN																		
JR Farm							DEU																	
Kaytee						CHN																USA		
kohcho														JPN										
kojima														JPN										
long John											GBR													
Marshall Pets Products																						USA		
MARUKAN														JPN										
Mi Bei Meng						CHN																		
Mi Mai Jia						CHN																		
Mini Animan														JPN										
Mu Shi						CHN																		
MultiFit							DEU																	
Naturhof Schröder							DEU																	

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
NRQ						CHN																	
ONO						CHN																	
Oxbow														JPN								USA	
Panto							DEU																
pet line														JPN									
Porta Pellis							DEU																
REAL NATURE							DEU																
rosewood											GBR												
Run Around (Pao Lai Pao Qu)						CHN																	
SANKO														JPN									
sharples and grant											GBR												
Shu Shu Sheng Huo Guan						CHN																	
So Phresh																						USA	
SUDO														JPN									
Supercat														JPN									
Vilmie							DEU																
Vitakraft							DEU																
Wang Mu						CHN																	
Wei Bi						CHN																	
Xing Xing Wen						CHN																	
Zai Zai						CHN																	
Zoho						CHN																	

Pets / Media & other / Pet-related magazine purchases by brand

Pet-related magazines

Which of the following pet-related print magazines have you bought in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Aiken no tomo														JPN									
All creatures																						USA	
Angel Woche							DEU																
Animal Sheltering																						USA	
Animal Tales																						USA	
Animal Wellness																						USA	
Animals & You Magazine											GBR												
Aqua life														JPN									
Aqua Style														JPN									
Aquarisitik Fachmagazin							DEU																
aquaristik							DEU																
Aquarium						CHN																	
BE-KUWA														JPN									
Best Friends Magazine																						USA	
Blinker							DEU																
BUHI														JPN									
Cage & Aviary Birds											GBR												
Cat														JPN									
Cat's feeling														JPN									
Catster																						USA	
CATStoday							DEU																
Catworld											GBR												
China Aquarium						CHN																	
Chinese Wolfhound						CHN																	
Critters USA® magazine																						USA	
Cuun														JPN									
David Alderton's World of Pets											GBR												
Dog Sign						CHN																	
Dog's feeling														JPN									
DOGFRIENDLY											GBR												
DOGS							DEU																
Dogs						CHN																	
Dogs Monthly											GBR												
Dogs today											GBR												
Dogster																						USA	
DOGStoday							DEU																
ESOX							DEU																
FISCH&FANG							DEU																
Gefiederte Welt							DEU																
Geliebte Katze							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Healthy Pet																						USA	
Herz für Tiere							DEU																
HundeWelt							DEU																
K9 Magazine											GBR											USA	
K9 Magazine																						USA	
Live with Rabbits														JPN									
Mein Hund & Ich							DEU																
modern cat																						USA	
Modern Dog Magazine																						USA	
My VIP (Pets at Home magazine)											GBR												
NECO REPAPER														JPN									
neko biyori														JPN									
neko gurashi														JPN									
Nekotomo														JPN									
PAPAGEIEN							DEU																
Parrots											GBR												
Partner Hund							DEU																
PE - CHA														JPN									
Peiku Magazine														JPN									
Pet Life Today											GBR												
Pet Pet						CHN																	
Pet Pie						CHN																	
Pet Pie-Cat Pie						CHN																	
Pet Tribe						CHN																	
Pet Zone						CHN																	
Petworld Cat Fan						CHN																	
Petworld Dog Fan						CHN																	
Petworld Fortune						CHN																	
Practical Fishkeeping											GBR												
Practical Reptile Keeping											GBR												
Redrover																						USA	
Reptiles Magazine																						USA	
RETRIEVER														JPN									
Shi-Ba														JPN									
Showsight																						USA	
The Bark																						USA	
The Labrador																						USA	
Times Pets						CHN																	
Total tierlieb!							DEU																
trim														JPN									
Tropical Fish Hobbyist Magazine																						USA	
wan														JPN									
Wellensittich & Papagei							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
WUFF Hundemagazin							DEU																
You Pet						CHN																	
Your Cat											GBR												
Your Dog											GBR												

Pets / Media & other / Pet-related website usage by brand

Pet-related websites

Which of the following pet-related websites have you visited in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
All Pet Voices											GBR											USA		
Animal Fair																							USA	
Animal Wellness																							USA	
Best Pets											GBR													
Bionic Basil											GBR													
boqii						CHN																		
bullio														JPN										
Canine Journal																							USA	
Cat's feeling														JPN										
CesarsWay																							USA	
Cha Bei Chong						CHN																		
Chong Bang						CHN																		
Chong Ye Jia						CHN																		
Coo														JPN										
Daily Dog Stuff																							USA	
Dog note														JPN										
Dog's feeling														JPN										
dog126						CHN																		
dogoo														JPN										
Everyone's breeder														JPN										
fidofriendly																							USA	
Gou Min						CHN																		
Gou Pu Zi						CHN																		
goupu						CHN																		
haustiere.de							DEU																	
Haustiermagazin							DEU																	
haustier-magazin.de							DEU																	
hunde.de							DEU																	
i chong						CHN																		
I love pets														JPN										
ixiupet						CHN																		
katze.net							DEU																	
Katzenworld											GBR													
Kitten's room														JPN										
Mao Mi Jiao Yi						CHN																		
Mao Mi Pu Zi						CHN																		
Maomaow						CHN																		
Mein Haustier							DEU																	
nyanpedia														JPN										
Pa Quan						CHN																		

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Pawsitively Pets											GBR												
Pecoas														JPN									
Pet Blog											GBR												
Pet Life Today																						USA	
Pet planet magazine																						USA	
Pet planet magazine														JPN									
pet times														JPN									
PetChina						CHN																	
Petcube																						USA	
PeTomorrow														JPN									
Petquan						CHN																	
pet's house														JPN									
petsky						CHN																	
Puppy's room														JPN									
Style Tails											GBR												
The Conscious Cat											GBR												
The Dogington Post																						USA	
The Dogington Post											GBR											USA	
The Dogvine											GBR												
The Paw Post Pet Blog											GBR												
The spruce pets																						USA	
The spruce pets											GBR											USA	
tierforum.de							DEU																
tierforum.net							DEU																
tierliebe							DEU																
Tier-Magazin.com							DEU																
VDH - Verband für das Deutsche Hundewesen							DEU																
vetStreet / Healthy Pet																						USA	
wanchan honpo														JPN									
wanpedia														JPN									
wgpet						CHN																	
Xiao Ke Ai						CHN																	
You Chong						CHN																	
Your Dog											GBR												
Zooplus Magazin							DEU																
ZooRoyal Haustier Magazin							DEU																

Pets / Media & other / Pet-related TV show watched by brand

Pet-related TV shows

Which of the following pet-related TV shows have you watched in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
10 Puppies and Us											GBR												
A Wen Yu Yong Chan Shi Guan						CHN																	
AMERICA'S CUTEST																						USA	
America's Top Dog																						USA	
animal peace														JPN									
Animal scoop 100														JPN									
Animal time														JPN									
Bad Dog																						USA	
Barkfest																						USA	
Boast about your cat														JPN									
Bondi Vet																						USA	
China Pet News						CHN																	
Crikey! It's the Irwins																						USA	
Critter Fixers: Country Vets																						USA	
Debating Animals											GBR												
der Haustier Check							DEU																
Der Hundeflüsterer							DEU																
Der Hundeprofi							DEU																
Der Hundeprofi unterwegs							DEU																
Der VIP-Hundeprofi							DEU																
Dog Whisperer														JPN									
Dogs																						USA	
Dogs and the City											GBR												
Dogs Behaving Badly											GBR												
Dogs: The untold Story																						USA	
DR. JEFF: ROCKY MOUNTAIN VET																						USA	
Everyday Cat Diary						CHN																	
Fei Zheng Chang Dong Wu Yan Jiu Suo						CHN																	
Genius! Shimura's zoo														JPN									
Harte Hunde							DEU																
Haustier sucht Herz							DEU																
Hund & Katz!							DEU																
hundkatzemaus							DEU																
I Love My Pet						CHN																	
Katzenjammer							DEU																
Little Mr.Pet						CHN																	
Lucky Dog																						USA	
Made for each other																						USA	
Magic Pets						CHN																	
Mao Nu De Ri Chang						CHN																	

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Meng Chong Da Shi Jian						CHN																	
Meng Chong Shuo						CHN																	
Meng Zai Meng Meng Zhai						CHN																	
Menschen, Tiere & Doktoren							DEU																
Miao Ke Di Guo						CHN																	
Mitsuaki Iwagou's looks for cats in the world														JPN									
Mountain Vets											GBR												
Paul O'Grady: For the Love of Dogs											GBR												
Pet Hospital						CHN																	
Pet in the Kitchen						CHN																	
Pet is different						CHN																	
Pit Bulls and Parolees																						USA	
Pupparazzi																						USA	
Puppy Bowl																						USA	
Puppy Bowl																						USA	
Sakagami animal kingdo,														JPN									
Send in the Dogs											GBR												
Short leg Duby						CHN																	
Stand By Me						CHN																	
Superpets							DEU																
The Dog House											GBR												
The Dog Whisperer											GBR												
The Meow Show With Ed Reardon and Elgar											GBR												
The New Guinea Singing Dog											GBR												
Tierärzte - Retter mit Herz							DEU																
Tiere suchen ein Zuhause							DEU																
Tierisch beste Freunde							DEU																
Tierisch, tierisch							DEU																
Too Cute																						USA	
Vgets Saving Pets																						USA	
Wang Xing Ren De Mi Mi						CHN																	
WE LOVE PUPPIES																						USA	
Wo Men De Peng You Zhi Chong Wu De Mi Mi Sheng Huo						CHN																	
Xiao Shou Qian Xiao Gou						CHN																	

Content Special: Purchase Channels

Purchase Channels / Non-alcoholic drinks / Non-alcoholic drink purchases by channel

Non-alcoholic drink purchase channels

Where have you purchased non-alcoholic drinks in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
amazon.com							DEU														USA	
ebay.com							DEU														USA	

Purchase Channels / Hot drinks / Hot drink purchases by channel

Hot drink purchase channels

Where have you purchased hot drinks in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

Purchase Channels / Food / Food purchases by channel

Food purchase channels

Where have you purchased food in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

Purchase Channels / Tobacco / Tobacco product purchases by channel

Tobacco purchase channels

Where have you purchased tobacco products in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	

Purchase Channels / Home & laundry care / Home & laundry care product purchases by channel

Home & laundry care purchase channels

Where have you purchased home and laundry care products in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

Purchase Channels / Beauty & personal care / Beauty & personal care product purchases by channel

Beauty & personal care purchase channels

Where have you purchased beauty and personal care products in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

Purchase Channels / Tissue & hygiene paper / Tissue & hygiene paper purchases by channel

Tissue & hygiene paper purchase channels

Where have you purchased tissue and hygiene papers in the last 3 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

Purchase Channels / Apparel / Apparel purchases by channel

Apparel purchase channels

Where have you purchased apparel in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
amazon.com							DEU														USA	
ebay.com							DEU														USA	

Purchase Channels / Footwear / Footwear purchases by channel

Footwear purchase channels

Where have you purchased footwear in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
amazon.com							DEU														USA	
ebay.com							DEU														USA	
Otto.de							DEU															

*Purchase Channels / Eyewear / Eyewear product purchases by channel***Eyewear purchase channels***Where have you purchased eyewear products in the last 12 months?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

Purchase Channels / Accessories / Accessories purchases by channel

Accessories purchase channels

Where have you purchased accessories in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU																
ebay.com							DEU															USA	
Otto.de							DEU															USA	

Purchase Channels / OTC pharmaceuticals / OTC pharmaceutical purchases by channel

OTC pharmaceutical purchase channels

Where have you purchased OTC pharmaceuticals in the last 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

*Purchase Channels / Household appliances / Household appliance purchases by channel***Household appliance purchase channels***Where have you purchased household appliances in the last 3 years?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

*Purchase Channels / Toys & hobby / Toys & hobby item purchases by channel***Toys & hobby item purchase channels***Where have you purchased toys and hobby items in the last 3 years?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

Purchase Channels / Furniture / Furniture purchases by channel

Furniture purchase channels

Where have you purchased furniture in the last 3 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

Purchase Channels / Consumer electronics / Consumer electronic purchases by channel

Consumer electronic purchase channels

Where have you purchased consumer electronics in the last 3 years?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	
Otto.de							DEU																

*Purchase Channels / Luxury / Luxury good purchases by channel***Luxury good purchase channels***Where have you purchased luxury goods in the last 3 years?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
amazon.com							DEU															USA	
ebay.com							DEU															USA	

Content Special: Eating & Drinking

Eating & Drinking / Restaurants / Sit-down restaurants usage by brand

Sit-down restaurants

Which of the following sit-down restaurants have you used (in the past 3 months, for breakfast, lunch or dinner)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Applebee's																						USA	
Bob Evans																						USA	
Bonefish Grill																						USA	
Buca di Beppo																						USA	
Carrabba's Italian Grill																						USA	
Chili's																						USA	
Chuck E Cheese's																						USA	
Cracker Barrel																						USA	
Denny's																						USA	
Golden Corral																						USA	
Hooters																						USA	
IHOP																						USA	
Logan's Roadhouse																						USA	
LongHorn Steakhouse																						USA	
Olive Garden																						USA	
Outback Steakhouse																						USA	
PF Chang's																						USA	
Red Lobster																						USA	
Ruby Tuesday																						USA	
The Cheesecake Factory																						USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Restaurants / Quick service restaurants usage by brand

Quick service restaurants

Which of the following quick service restaurants have you used (in the past 3 months, for breakfast, lunch or dinner)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Arby's																						USA		
Burger King																							USA	
Chick-fil-A																							USA	
Chipotle																							USA	
Cold Stone Creamery																							USA	
Dairy Queen																							USA	
Domino's Pizza																							USA	
Dunkin' Donuts																							USA	
Five Guys Burgers and Fries																							USA	
Hardee's																							USA	
KFC																							USA	
McDonald's																							USA	
Panera Bread																							USA	
Papa John's Pizza																							USA	
Pizza Hut																							USA	
Popeyes																							USA	
Starbucks																							USA	
Subway																							USA	
Taco Bell																							USA	
Wendy's																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Soft drinks / Bottled water consumed by brand

Bottled water

Which of the following bottled waters have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Aquafina																						USA		
Arrowhead																							USA	
Crystal Geyser																							USA	
Dasani																							USA	
Deer Park																							USA	
Evian																							USA	
Fiji																							USA	
Glacéau Smartwater																							USA	
Glacéau Vitaminwater																							USA	
Ice Mountain																							USA	
Nestlé Pure Life																							USA	
Oasis																							USA	
Ozarka																							USA	
Poland Spring																							USA	
Zephyrhills																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Soft drinks / Juice drinks consumed by brand

Juice drinks

Which of the following juices or juice drinks have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Arizona																						USA		
Campbell's/V8																							USA	
Capri Sun																							USA	
Dole																							USA	
Florida's Natural																							USA	
Fuze																							USA	
Langers																							USA	
Minute Maid																							USA	
Mott's																							USA	
Ocean Spray																							USA	
Simply																							USA	
Snapple																							USA	
Tropicana																							USA	
Veryfine																							USA	
Welch's																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Soft drinks / Regular soft drinks consumed by brand

Regular soft drinks

Which of the following regular soft drinks have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
7Up																						USA		
Barq's Root Beer																							USA	
Big Red																							USA	
Cactus Cooler																							USA	
Canada Dry																							USA	
Cherry Coke																							USA	
Coca-Cola																							USA	
Crush																							USA	
Dr Pepper																							USA	
Fanta																							USA	
Mello Yello																							USA	
Mountain Dew																							USA	
Mountain Dew Code Red																							USA	
Mug Root Beer																							USA	
Pepsi																							USA	
San Pellegrino																							USA	
Sierra Mist Natural																							USA	
Slice																							USA	
Sprite																							USA	
Sun Drop																							USA	
Sunkist																							USA	
Vauls																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Soft drinks / Diet soft drinks consumed by brand

Diet soft drinks

Which of the following diet soft drinks have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Coca-Cola Zero																						USA		
Diet 7Up																							USA	
Diet Barq's Root Beer																							USA	
Diet Cherry Coke																							USA	
Diet Coke																							USA	
Diet Dr Pepper																							USA	
Diet Mountain Dew																							USA	
Diet Mug Root Beer																							USA	
Diet Pepsi																							USA	
Diet Sierra Mist																							USA	
Diet Sunkist																							USA	
Fanta Zero																							USA	
Fresca																							USA	
Mello Yello Zero																							USA	
Pepsi Max																							USA	
Sprite Zero																							USA	

Eating & Drinking / Beverages / Soft drinks / Bottled and canned tea consumed by brand

Bottled and canned tea

Which of the following bottled or canned tea have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Arizona																							USA	
Gold Peak																								USA
Honest Tea																								USA
Lipton																								USA
Nestea																								USA
Snapple																								USA

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Soft drinks / Sports and energy drinks consumed by brand

Sports and energy drinks

Which of the following sports or energy drinks have you drunk (in the past 4 weeks)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
5-hour Energy																							USA	
AMP																								USA
Body Armor																								USA
Full Throttle																								USA
Gatorade																								USA
Monster																								USA
NOS																								USA
PowerAde																								USA
Red Bull																								USA
RockStar																								USA

Eating & Drinking / Beverages / Alcohol / Domestic beer consumed by brand

Domestic beer

Which of the following (domestic) beers have you drunk (in the past 3 months)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Blue Moon																						USA		
Budweiser																							USA	
Busch																							USA	
Coors Original																							USA	
Leinenkugel's																							USA	
Michelob																							USA	
Miller 64																							USA	
Miller Genuine Draft																							USA	
Miller High Life																							USA	
Milwaukee's Best																							USA	
Natural Ice																							USA	
Pabst Blue Ribbon																							USA	
Rolling Rock																							USA	
Samuel Adams																							USA	
Shock Top																							USA	
Sierra Nevada Pale Ale																							USA	
Yuengling Traditional Lager																							USA	

Note: Brands in grey are no longer surveyed in current data updates

Eating & Drinking / Beverages / Alcohol / Light beer consumed by brand

Light beer

Which of the following (domestic) light beers have you drank (in the past 3 months)?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Bud Light																						USA	
Bud Light Lime																						USA	
Bud Light Platinum																						USA	
Budweiser Select																						USA	
Busch Light																						USA	
Coors Light																						USA	
Keystone Light																						USA	
MGD 64																						USA	
Michelob Light																						USA	
Michelob Ultra																						USA	
Miller Lite																						USA	
Natural Light																						USA	
Sam Adams Light																						USA	

Note: Brands in grey are no longer surveyed in current data updates

*Eating & Drinking / Beverages / Alcohol / Imported beer consumed by brand***Imported beer***Which of the following imported beers have you drunk (in the past 3 months)?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Becks																						USA		
Corona Extra																							USA	
Corona Light																							USA	
Dos Equis																							USA	
Fosters																							USA	
Guinness																							USA	
Heineken																							USA	
Heineken Premium Light																							USA	
Labatt Blue																							USA	
Modelo																							USA	
Molson																							USA	
New Castle Brown Ale																							USA	
Sol																							USA	
Stella Artois																							USA	
Tecate																							USA	

Content Special: Tech Giants & Digital Services

Tech Giants & Digital Services / Tech giants brand awareness

Tech giants brand awareness

Which of these companies do you know, even if just by name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alibaba							DEU				GBR											USA	
Aliexpress							DEU				GBR											USA	
Amazon							DEU				GBR											USA	
Apple							DEU				GBR											USA	
Baidu							DEU				GBR											USA	
Cisco							DEU				GBR											USA	
Facebook							DEU				GBR											USA	
Google							DEU				GBR											USA	
Microsoft							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Tencent							DEU				GBR											USA	
Xiaomi / Mi							DEU				GBR											USA	

[Tech Giants & Digital Services](#) / [Tech giants](#) / [Overview](#) / [Tech giants products and services](#)

Tech giants products and services

And from which of these companies do you regularly use products and/or services?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alibaba							DEU				GBR										USA		
Aliexpress							DEU				GBR											USA	
Amazon							DEU				GBR											USA	
Apple							DEU				GBR											USA	
Baidu							DEU				GBR											USA	
Cisco							DEU				GBR											USA	
Facebook							DEU				GBR											USA	
Google							DEU				GBR											USA	
Microsoft							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Tencent							DEU				GBR											USA	
Xiaomi / Mi							DEU				GBR											USA	

Tech Giants & Digital Services / Tech giants by brand / Alibaba / Online shop usage by brand

Online shops

At which of these online shops have you ordered in the past 12 months?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alibaba							DEU				GBR											USA	
Aliexpress							DEU				GBR											USA	

[Tech Giants & Digital Services / Digital media / Overview / Media platform usage by brand](#)

Media platforms

Which of these platforms do you use to watch movies/series or listen to music?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Amazon							DEU				GBR										USA	
Apple Music							DEU				GBR										USA	
Deezer							DEU				GBR										USA	
Google Play Store							DEU				GBR										USA	
HBO go							DEU				GBR										USA	
Hulu							DEU				GBR										USA	
iQiyi							DEU				GBR										USA	
iTunes							DEU				GBR										USA	
Netflix							DEU				GBR										USA	
Qianqian Music							DEU				GBR										USA	
QQ Music							DEU				GBR										USA	
Sky							DEU				GBR										USA	
Soundcloud							DEU				GBR										USA	
Spotify							DEU				GBR										USA	
Tencent Video							DEU				GBR										USA	
Xiami Yinyun							DEU				GBR										USA	
Youku Tudou							DEU				GBR										USA	
YouTube							DEU				GBR										USA	

[Tech Giants & Digital Services](#) / [Cloud storage](#) / [Overview](#) / [Cloud storage solution usage by brand](#)

Cloud storage solutions

Do you use any of these cloud storage solutions for private use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Ali Yun							DEU				GBR											USA		
Amazon Drive Cloud							DEU				GBR												USA	
Baidu Yun / Wangpan							DEU				GBR												USA	
Box							DEU				GBR												USA	
Dropbox							DEU				GBR												USA	
Google One / Google Drive							DEU				GBR												USA	
iCloud							DEU				GBR												USA	
Kingsoft KuaiPan							DEU				GBR												USA	
Mega							DEU				GBR												USA	
Microsoft OneDrive							DEU				GBR												USA	
Nextcloud							DEU				GBR												USA	

Note: Brands in grey are no longer surveyed in current data updates

[Tech Giants & Digital Services](#) / [Digital finance & payments](#) / [Overview](#) / [Payment](#) / [finance service usage by brand](#)

Payment / finance services

Do you use any of these services to handle payments and/or finances?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Alipay							DEU				GBR											USA		
Amazon Payments							DEU				GBR												USA	
Apple Pay							DEU				GBR												USA	
Baidu Wallet							DEU				GBR												USA	
Facebook Payments							DEU				GBR												USA	
Google Pay							DEU				GBR												USA	
Paypal							DEU				GBR												USA	
QQ Wallet							DEU				GBR												USA	
Samsung Pay							DEU				GBR												USA	
WeChat Pay							DEU				GBR												USA	

[Tech Giants & Digital Services / Voice control & virtual payments / Overview / Virtual assistant usage by brand](#)

Virtual assistants

Do you regularly use any of these virtual assistants?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Alexa							DEU				GBR											USA	
AliGenie							DEU				GBR											USA	
Cortana							DEU				GBR											USA	
Duer							DEU				GBR											USA	
Google Assistant							DEU				GBR											USA	
Siri							DEU				GBR											USA	

*Tech Giants & Digital Services / Tech giant usage by brand***Tech giants***Do you use any of these services and/or software to create and/or edit word, table or presentation files for private use?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Google Docs							DEU				GBR											USA		
iWork (Pages, Numbers, Keynote)							DEU				GBR												USA	
LibreOffice							DEU				GBR												USA	
Microsoft Office (Excel, Word, Powerpoint)							DEU				GBR												USA	
OpenOffice							DEU				GBR												USA	
WPS Office							DEU				GBR												USA	
Yozosoft							DEU				GBR												USA	

Tech Giants & Digital Services / Smartphone / Smartphone overview / Smartphone usage by brand

Smartphones

What brand is your smartphone?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Alcatel							DEU				GBR											USA		
Apple							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Google							DEU				GBR												USA	
HTC							DEU				GBR												USA	
Huawei							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
LG							DEU				GBR												USA	
Mi / Xiaomi							DEU				GBR												USA	
Motorola							DEU				GBR												USA	
Oppo							DEU				GBR												USA	
Samsung							DEU				GBR												USA	
Sony							DEU				GBR												USA	
Vivo							DEU				GBR												USA	

Tech Giants & Digital Services / Convertible / Laptop / Laptop / convertible usage by brand

Laptops / convertibles

And what brand is your laptop / convertible?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acer							DEU				GBR										USA	
Apple							DEU				GBR										USA	
Asus							DEU				GBR										USA	
Dell							DEU				GBR										USA	
Hasee							DEU				GBR										USA	
HP							DEU				GBR										USA	
Huawei							DEU				GBR										USA	
Lenovo							DEU				GBR										USA	
Microsoft							DEU				GBR										USA	
MSI							DEU				GBR										USA	
Samsung							DEU				GBR										USA	
Sony							DEU				GBR										USA	
Teclast							DEU				GBR										USA	
Toshiba							DEU				GBR										USA	
Tsinghua Tongfang							DEU				GBR										USA	

Tech Giants & Digital Services / Other devices / Desktop PC / Desktop PC usage by brand

Desktop PCs

And what brand is your desktop PC?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
Acer							DEU				GBR										USA	
Apple							DEU				GBR										USA	
Asus							DEU				GBR										USA	
Dell							DEU				GBR										USA	
Hasee							DEU				GBR										USA	
HP							DEU				GBR										USA	
Huawei							DEU				GBR										USA	
Lenovo							DEU				GBR										USA	
Microsoft							DEU				GBR										USA	
MSI							DEU				GBR										USA	
Samsung							DEU				GBR										USA	
Sony							DEU				GBR										USA	
Teclast							DEU				GBR										USA	
Toshiba							DEU				GBR										USA	
Tsinghua Tongfang							DEU				GBR										USA	

Note: Brands in grey are no longer surveyed in current data updates

Tech Giants & Digital Services / Other devices / Smart speaker / Smart speaker usage by brand

Smart speakers

Which of these smart speakers do you use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Amazon Echo							DEU				GBR											USA	
Apple HomePod							DEU				GBR											USA	
Eufy Genie							DEU				GBR											USA	
Google Home							DEU				GBR											USA	
JBL Link							DEU				GBR											USA	
Lenovo Smart Assistant							DEU				GBR											USA	
Panasonic SC-GA10							DEU				GBR											USA	
Sonos One							DEU				GBR											USA	
Sony LF-S50G							DEU				GBR											USA	
Tmall Genie							DEU				GBR											USA	

Tech Giants & Digital Services / fitness tracker / Smart watch / Smart watch / fitness tracker usage by brand

Smart watches / fitness trackers

What brand is your smart watch / fitness tracker?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Apple							DEU				GBR											USA	
Fitbit							DEU				GBR											USA	
Garmin							DEU				GBR											USA	
Huawei							DEU				GBR											USA	
Okii							DEU				GBR											USA	
Samsung							DEU				GBR											USA	
Transtek							DEU				GBR											USA	
Xiaomi / Mi							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Tech Giants & Digital Services / Other devices / Streaming devices / Streaming device / set-top-box usage by brand

Streaming devices / set-top-boxes

Which of these streaming devices / set-top-boxes do you use?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Amazon Fire TV							DEU				GBR											USA		
Apple TV							DEU				GBR												USA	
Google Chromecast							DEU				GBR												USA	
Microsoft X-box							DEU				GBR												USA	
Nvida Shield							DEU				GBR												USA	
Xiaomi / Mi Box							DEU				GBR												USA	

*Tech Giants & Digital Services / Other devices / Tablet / Tablet usage by brand***Tablets***What brand is your tablet?*

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Amazon Fire							DEU				GBR											USA		
Apple iPad							DEU				GBR												USA	
Asus							DEU				GBR												USA	
Chuwi							DEU				GBR												USA	
Google Pixel							DEU				GBR												USA	
Huawei							DEU				GBR												USA	
Lenovo							DEU				GBR												USA	
LG							DEU				GBR												USA	
Mi / Xiaomi							DEU				GBR												USA	
Micromax Canvas							DEU				GBR												USA	
Microsoft Surface							DEU				GBR												USA	
Samsung							DEU				GBR												USA	

Content Special: Toys and Games

Toys and Games / Brands and Franchises / Dolls and stuffed animal ownership by brand

Dolls and stuffed animals

From which of the following doll and stuffed animal manufacturers/brands does your child / do your children own toys?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
American Girl																						USA		
Aurora							DEU			FRA	GBR												USA	
Baby Alive (Hasbro)																							USA	
Baby Born							DEU			FRA	GBR												USA	
Baby-Anabell							DEU			FRA	GBR												USA	
Barbie (Mattel)							DEU			FRA	GBR												USA	
Bratz (MGA Entertainment)										FRA	GBR												USA	
Cuddle Barn																							USA	
Dolls World										FRA	GBR													
Doudou et Compagnie										FRA														
Douglas																							USA	
Fisher-Price (Mattel)							DEU			FRA	GBR												USA	
Gipsy										FRA														
GUND																							USA	
Haba							DEU				GBR													
Hape							DEU																	
Histoire d'Ours										FRA														
Jellycat																							USA	
Kösener							DEU																	
L.O.L Surprise!							DEU			FRA	GBR												USA	
Lamaze (Tomy)											GBR													
Monster High (Mattel)																							USA	
My Little Pony (Hasbro)							DEU			FRA	GBR												USA	
Semo / Trigon							DEU																	
Simba							DEU			FRA														
Steiff							DEU				GBR												USA	
TY							DEU			FRA	GBR												USA	
Wild Republic							DEU			FRA	GBR												USA	

Toys and Games / Brands and Franchises / Toy figures and world ownership by brand

Toy figures and worlds

For which of these manufacturers/brands of toy figures and worlds are you at least familiar with the name?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Artsana / Chicco										FRA													
Bandai							DEU			FRA	GBR											USA	
Barbie (Mattel)							DEU			FRA	GBR											USA	
BIG (z.B. Bobby-Car, BIG-Bloxx)							DEU				GBR												
Bruder							DEU																
Bullyland							DEU			FRA	GBR											USA	
Dickie Toys							DEU																
Écoiffier										FRA													
Fisher-Price (Mattel)							DEU			FRA	GBR											USA	
FunKo										FRA												USA	
Hasbro							DEU			FRA	GBR											USA	
Heroes of Goo Jit Zu											GBR												
Hot Wheels							DEU			FRA	GBR											USA	
LEGO							DEU			FRA	GBR											USA	
Matchbox							DEU			FRA	GBR											USA	
My Little Pony (Hasbro)										FRA	GBR											USA	
Playmobil							DEU			FRA	GBR											USA	
Polly Pocket (Mattel)							DEU			FRA	GBR											USA	
Schleich							DEU			FRA	GBR											USA	
Siku							DEU			FRA	GBR											USA	
Simba							DEU			FRA	GBR												
Spin Master											GBR												
TOMY							DEU				GBR											USA	

Note: Brands in grey are no longer surveyed in current data updates

Toys and Games / Brands and Franchises / Models, building and construction toy ownership by brand

Models, building and construction toys

From which of these manufacturers/brands of models, building and construction toys does your child or your children own toys?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Baufix							DEU			FRA	GBR											USA	
Bigligs							DEU			FRA	GBR											USA	
Bosch							DEU			FRA	GBR											USA	
Brio							DEU			FRA	GBR											USA	
Clementoni										FRA													
duplo (LEGO)							DEU			FRA	GBR											USA	
Eichhorn							DEU			FRA	GBR											USA	
Fisher Price							DEU			FRA	GBR											USA	
Geomag							DEU			FRA	GBR											USA	
Gravitrax							DEU			FRA	GBR											USA	
Haba							DEU																
Hape							DEU			FRA	GBR											USA	
Hot Wheels							DEU			FRA	GBR											USA	
K'neX							DEU			FRA	GBR											USA	
LEGO							DEU			FRA	GBR											USA	
Little Tikes										FRA	GBR											USA	
Matchbox							DEU			FRA	GBR											USA	
Mega Construx							DEU			FRA	GBR											USA	
Melissa et Doug										FRA													
Play-Doh							DEU			FRA	GBR											USA	
Playmobil							DEU			FRA	GBR											USA	
Ravensburger							DEU			FRA	GBR											USA	
Supermag							DEU			FRA	GBR											USA	
TOMY							DEU			FRA	GBR											USA	

[Toys and Games / Brands and Franchises / Toy trend / franchise ownership by brand](#)

Toy trends / franchises

From which of the following franchise brands does your child / do your children own toys?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Angry Birds											GBR												
Barbie							DEU			FRA	GBR											USA	
Batman							DEU			FRA	GBR											USA	
Bob, der Baumeister							DEU																
Cars							DEU																
Disney Princess (z.B. Frozen) / (z.B. La Reine de Neiges)							DEU			FRA	GBR											USA	
Dora the Explorer																						USA	
Feuerwehrmann Sam							DEU																
Fortnite							DEU			FRA	GBR											USA	
Harry Potter							DEU			FRA	GBR											USA	
Hello Kitty							DEU			FRA	GBR											USA	
La Reine de Neiges II																							
LEGO (z.B. Ninjago)							DEU			FRA	GBR											USA	
Marvel (z.B. Spiderman, Avengers)							DEU			FRA	GBR											USA	
Mickey Mouse / Minnie Mouse							DEU			FRA	GBR											USA	
Minecraft							DEU			FRA	GBR											USA	
Minions							DEU			FRA	GBR											USA	
Miraculous										FRA													
Paddington											GBR												
PAW Patrol							DEU			FRA	GBR											USA	
Peppa Pig / Wutz							DEU			FRA	GBR											USA	
Pokemon							DEU			FRA	GBR											USA	
Prinzessin Lillifee							DEU																
Star Wars							DEU			FRA	GBR											USA	
Teletubbies											GBR												
The Simpsons											GBR											USA	
Toy Story										FRA	GBR											USA	
Transformers										FRA												USA	
Trolls							DEU			FRA													
Winnie the Pooh											GBR												

Toys and Games / Channels and Expenses / Online purchase channels by brand

Online purchase channels

At which of these (online) toy stores do you buy at least occasionally?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF
aldi.co.uk											GBR											
allobebe.fr										FRA												
Amazon							DEU			FRA	GBR										USA	
Argos.co.uk											GBR											
Asda.com											GBR											
auchan.fr										FRA												
Bargain MAX.co.uk											GBR											
BrightMinds.co.uk											GBR											
carrefour.fr										FRA												
cdiscout.com										FRA												
claire's / claires.com											GBR											
Debenhams.com											GBR											
ebay							DEU			FRA	GBR										USA	
FatBrainToys.com																					USA	
fnac.com										FRA												
HearthSong.com																					USA	
Jako-O.com							DEU															
Johnlewis.com											GBR											
Jouclub.fr										FRA												
king-jouet.com										FRA												
Kmart.com																					USA	
kohls.com																					USA	
lagranderecre.fr										FRA												
laredoute.fr										FRA												
lego.com							DEU			FRA	GBR										USA	
lidl.de							DEU															
maxi toys / maxitoys.fr										FRA												
myToys.com / mytoys.de							DEU														USA	
oompa.com																					USA	
otto.de							DEU															
overstock.com																					USA	
oxybul.com										FRA												
rewe.de							DEU															
Rofu Kinderland / mifus.de							DEU															
Rossmann.de							DEU															
Sainsburys.co.uk											GBR											
Smythstoys.com											GBR											
Spielemax.de							DEU															
Target.com																					USA	
tausendkind.de							DEU															

Note: Brands in grey are no longer surveyed in current data updates

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
tesco.com											GBR												
The Entertainer/TheToyShop.com											GBR												
TheWorks.co.uk											GBR												
toywiz.com																						USA	
Vedes.com							DEU																
vertbautdet.fr										FRA													
very.co.uk											GBR												
Walmart.com																						USA	

Toys and Games / Channels and Expenses / Offline purchase channels by brand

Offline purchase channels

At which of these (offline) toy stores do you buy at least occasionally?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Argos											GBR												
Asda											GBR												
Auchan										FRA													
BabyOne							DEU																
Best Buy																						USA	
Carrefour										FRA													
Cdiscount										FRA													
claire's											GBR												
Debenhams											GBR												
dm							DEU																
Dollar stores																						USA	
E.Leclerc										FRA													
Early Learning Centre											GBR												
famila							DEU																
Fat Brain Toys																						USA	
Fnac										FRA													
GALERIA Karstadt Kaufhof							DEU																
Globus							DEU																
Hamleys											GBR												
JCPenny																						USA	
John Lewis											GBR												
Joueclub										FRA													
kik							DEU																
King jouet										FRA													
Kohl's																						USA	
La Grande Récré										FRA													
Lego store							DEU			FRA	GBR											USA	
Lidl							DEU																
macy's																						USA	
maxi toys										FRA													
Müller							DEU																
myToys							DEU																
Oxybul										FRA													
Party City																						USA	
real							DEU																
Rossmann							DEU																
Sainsbury's											GBR												
Sears																						USA	
Smyths							DEU				GBR												
Spiele Max							DEU																

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Target																						USA	
TEDi							DEU																
Tesco											GBR												
The Entertainer											GBR												
Toymaster											GBR												
Vertbaudet										FRA													
Walmart																						USA	
Woolworth							DEU																

Toys and Games / Second-hand and Toy Rental / Second-hand toy purchases by store brand

Second-hand toy stores

At which of these second-hand stores have you purchased toys online?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF	
Cdiscount.com										FRA													
Craigslist.org																						USA	
ebay							DEU			FRA	GBR											USA	
ebay-kleinanzeigen.de							DEU																
Facebook							DEU			FRA	GBR											USA	
fnach / fnac.com										FRA													
freeads.co.uk											GBR												
friday-ad.co.uk											GBR												
gebraucht.de							DEU																
gumtree.com											GBR												
kalaydo.de							DEU																
kidizen.com																						USA	
Leboncoin.fr										FRA													
mamikreisel.de							DEU																
Mercari.com																						USA	
OfferUP.com																						USA	
once upon a child / onceuponachild.com																						USA	
oxfam.org.uk											GBR												
ParuVendu.fr										FRA													
preloved.co.uk											GBR												
quoka.de							DEU																
Rakuten / fr.shopping.rakuten.com										FRA													
secondwow.co.uk											GBR												
shopify.com																						USA	
shpock.de							DEU																
SWAP.com																							
troc.com										FRA													
vinted.fr										FRA													
zoxs.de							DEU																

Toys and Games / Card and Board Games / Card and board game ownership by brand

Card and board games

From which of the following card and board game manufacturers does your child / do your children own games?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Amigo							DEU			FRA	GBR											USA		
Asmodee							DEU			FRA	GBR												USA	
Bezier Games																							USA	
Bioviva										FRA														
Blue Orange																							USA	
Djeco										FRA														
Drumond											GBR													
Gigamic										FRA														
Goliath							DEU			FRA	GBR												USA	
Haba							DEU			FRA	GBR												USA	
Hans im Glück							DEU																	
Hasbro							DEU			FRA	GBR												USA	
iello										FRA														
Jumbo Spiele							DEU																	
Kosmos							DEU			FRA	GBR												USA	
LÜK							DEU																	
Mattel							DEU			FRA	GBR												USA	
Noris							DEU																	
Orchard											GBR												USA	
Pegasus							DEU				GBR													
Pressman																							USA	
Ravensburger							DEU			FRA	GBR												USA	
Rio Grande Games							DEU			FRA	GBR												USA	
Schmidt							DEU			FRA	GBR												USA	
Simba Toys							DEU																	
Smart Games										FRA														
Stronghold Games																							USA	
Thames & Kosmos											GBR													
TOMY							DEU																	
USAopoly											GBR												USA	
Wonder Forge																							USA	
Z-Man											GBR													

Toys and Games / Electronic toys & devices / Electronic toy ownership by brand

Electronic toys

From which of these manufacturers/brands of electronic toys does your child or do your children own toys?

Brands	AUS	AUT	BRA	CAN	CHE	CHN	DEU	ESP	FIN	FRA	GBR	IND	ITA	JPN	KOR	MEX	NLD	POL	RUS	SWE	USA	ZAF		
Anki (z.B. Cozmo, Overdrive)							DEU			FRA	GBR											USA		
Baby Einstein										FRA													USA	
Bandai							DEU			FRA	GBR												USA	
Carrera							DEU			FRA	GBR												USA	
Clementoni							DEU			FRA	GBR												USA	
Fisher Price							DEU			FRA	GBR												USA	
Hasbro (z.B. Furby)							DEU			FRA	GBR												USA	
Hexbug							DEU			FRA	GBR												USA	
Leap Frog							DEU			FRA	GBR												USA	
LEGO							DEU			FRA	GBR												USA	
Ravensburger (z.B. tiptoi)							DEU				GBR													
SOKY							DEU			FRA	GBR												USA	
Sphero							DEU			FRA	GBR												USA	
Spin Master (z.B. Hatchimals)							DEU			FRA	GBR												USA	
Splash Toys							DEU			FRA	GBR												USA	
Tiger Media (z.B. Tigerbox)							DEU			FRA														
TOMY							DEU			FRA	GBR												USA	
tonies (z.B. Toniebox)							DEU			FRA	GBR												USA	
Vtech							DEU			FRA	GBR												USA	

Toys and Games / Electronic toys & devices / Gaming devices / Gaming device usage by brand

Gaming devices

On which of the following devices does your child / do your children play games?

Nintendo 3DS
Nintendo DS
Nintendo Switch
Nintendo Switch Lite
Nintendo Wii
Nintendo Wii U
Sony PlayStation 3
Sony PlayStation 4 / 4 Pro
Xbox 360
Xbox One / One S
Xbox One X

Toys and Games / Educational & instructive toys / Educational value / instructive toy ownership by brand

Educational value / instructive toys

From which of the following manufacturers of toys with educational value / instructive toys does your child / do your children own games?

4M	DEU	FRA	GBR	USA
Asmodee			GBR	
Bandai		FRA		
Bigjigs			GBR	
Buki		FRA		
Clementoni (z.B. Mio der Roboter)	DEU	FRA		
Educational Insights				USA
Eichhorn	DEU			

Eitech GmbH	DEU			
Elegoo	DEU	FRA	GBR	USA
Fischertechnik	DEU	FRA	GBR	USA
Galt			GBR	
Geomag (z.B. Magicube, pro-L, Mechanics)	DEU		GBR	
Guidecraft				USA
Hape	DEU		GBR	
HCM Kinzel (z.B. Green Science)	DEU			
Kosmos	DEU	FRA	GBR	USA
Learning Resources			GBR	
LEGO (Technic / STEM)	DEU	FRA	GBR	USA
littleBits	DEU			
Melissa Doug			GBR	
Nathan		FRA		
Orchard			GBR	
Osmo	DEU	FRA	GBR	USA
OSOYOO		FRA		
Piper				USA
Ravensburger (z.B. tiptoi)	DEU	FRA	GBR	
Science4you (z.B. Metal Building, Mein Erster Garten)	DEU	FRA	GBR	USA
Scientific Explorer				USA
SmartLab				USA
Sphero		FRA		
Thames & Kosmos / little labs	DEU	FRA	GBR	USA
Think Fun				USA
VATOS		FRA		
vtech	DEU	FRA	GBR	USA
Wonder Workshop (Roboter)	DEU		GBR	USA

Content Special: Travel & Tourism

[Travel & Tourism](#) / [Travel bookings](#) / [Travel agencies & tour operators](#) / [Travel agency awareness by brand](#)

Travel agency awareness

Which travel agency chains do you know, even if only by name?

Alltours	CHN	DEU		USA
Alltours Reisecenter	CHN	DEU		USA
BCD Travel			GBR	
DER Touristik	CHN	DEU		USA
FIRST Reisebüro	CHN	DEU		USA
Flight Center			GBR	
Hapag-Lloyd Reisebüro	CHN	DEU		USA
Holiday Land Reisebüro	CHN	DEU		USA
Karstadt Reisen	CHN	DEU		USA
Lufthansa City Center	CHN	DEU		USA
Neckermann	CHN	DEU		USA
Reiseland Holding, z. B. Globetrotter Reisebüro	CHN	DEU		USA
RT-Reisen	CHN	DEU		USA
Schauinsland Reisen	CHN	DEU		USA

sonnenklar.tv Reisebüro	CHN	DEU		USA
STA Travel	CHN	DEU	GBR	USA
Thomas Cook	CHN	DEU	GBR	USA
Trailfinders			GBR	
TUI Deutschland	CHN	DEU		USA
TUI Holiday Store			GBR	
Virgin Holidays			GBR	

Travel & Tourism / Travel bookings / Travel agencies & tour operators / Travel agency bookings by brand

Travel agency bookings

With which travel agency chains have you made bookings in the past 2 years?

Alltours	CHN	DEU		USA
Alltours Reisecenter	CHN	DEU		USA
BCD Travel			GBR	
DER Touristik	CHN	DEU		USA
FIRST Reisebüro	CHN	DEU		USA
Flight Center			GBR	
Hapag-Lloyd Reisebüro	CHN	DEU		USA
Holiday Land Reisebüro	CHN	DEU		USA
Karstadt Reisen	CHN	DEU		USA
Lufthansa City Center	CHN	DEU		USA
Neckermann	CHN	DEU		USA
Reiseland Holding, z. B. Globetrotter Reisebüro	CHN	DEU		USA
RT-Reisen	CHN	DEU		USA
Schauinsland Reisen	CHN	DEU		USA
sonnenklar.tv Reisebüro	CHN	DEU		USA
STA Travel	CHN	DEU	GBR	USA
Thomas Cook	CHN	DEU	GBR	USA
Trailfinders			GBR	
TUI Deutschland	CHN	DEU		USA
TUI Holiday Store			GBR	
Virgin Holidays			GBR	

Travel & Tourism / Travel bookings / Travel agencies & tour operators / Tour operator awareness by brand

Tour operator awareness

Which specialist providers / travel agencies do you know, even if only by name?

Aardvark Safaris			GBR	
Alltours	CHN			
Alltours Reisecenter	CHN			
Andante Travels			GBR	
Audley Travel			GBR	
Backroads Travel				USA
Bambino Tours		DEU		
Berge & Meer Reisen		DEU		
boomerang-reisen.de		DEU		
Brightwater Holidays			GBR	
Discover the World			GBR	
Exodus Travels			GBR	
Fleewinter			GBR	
Frosch Sportreisen		DEU		

HF Holidays		GBR	
Holiday Land Reisebüro	CHN		
Karstadt Reisen	CHN		
Kiker Holidays		GBR	
Llama Travel		GBR	
Lufthansa City Center	CHN		
Mark Warner		GBR	
Martin Randall Travel		GBR	
McKinlay Kidd		GBR	
Natural Habitat Adventures			USA
Neckermann	CHN		
Red Savannah		GBR	
Reiseland Holding, z. B. Globetrotter Reisebüro	CHN		
Smithsonian Journeys			USA
Thomas Cook	CHN		
Titan Travel		GBR	
Wellbeing Escapes		GBR	

Travel & Tourism / Travel bookings / Travel agencies & tour operators / Tour operator bookings by brand

Tour operator bookings

With which specialist provider / travel agency have you made bookings in the past 2 years?

Aardvark Safaris		GBR	
Alltours	CHN		
Alltours Reisecenter	CHN		
Andante Travels		GBR	
Audley Travel		GBR	
Backroads Travel			USA
Bambino Tours	DEU		
Berge & Meer Reisen	DEU		
boomerang-reisen.de	DEU		
Brightwater Holidays		GBR	
Discover the World		GBR	
Exodus Travels		GBR	
Fleewinter		GBR	
Frosch Sportreisen	DEU		
HF Holidays		GBR	
Holiday Land Reisebüro	CHN		
Karstadt Reisen	CHN		
Kiker Holidays		GBR	
Llama Travel		GBR	
Lufthansa City Center	CHN		
Mark Warner		GBR	
Martin Randall Travel		GBR	
McKinlay Kidd		GBR	
Natural Habitat Adventures			USA
Neckermann	CHN		
Red Savannah		GBR	
Reiseland Holding, z. B. Globetrotter Reisebüro	CHN		
Smithsonian Journeys			USA
Thomas Cook	CHN		

Titan Travel	GBR
Wellbeing Escapes	GBR

Travel & Tourism / Flights & airlines / Airlines / Airline usage by brand

Airlines

Which of the following airlines have you flown with in the past 2 years?

Aegean Airlines		GBR	
Aer Lingus		GBR	
Air France		DEU	
Alaska Airlines	CHN		USA
Allegiant Air	CHN		USA
American Airlines	CHN		USA
Austrian Airlines		DEU	GBR
British Airways		DEU	GBR
Condor		DEU	
Delta Airlines	CHN		USA
easyJet		DEU	GBR
Emirates		DEU	GBR
Endeavor Air	CHN		USA
Etihad			GBR
Etihad Airways		DEU	GBR
EuroWings		DEU	
ExpressJet Airlines	CHN		USA
Finnair			GBR
Frontier Airlines	CHN		USA
Iberia		DEU	GBR
Jet2.com			GBR
JetBlue Airways	CHN		USA
KLM Royal Dutch Airlines		DEU	GBR
Lufthansa		DEU	GBR
Mesa Airlines	CHN		USA
PSA Airlines	CHN		USA
Republic Airlines	CHN		USA
Ryanair		DEU	GBR
Singapore Airlines			GBR
SkyWest Airlines	CHN		USA
Southwest Airlines	CHN		USA
Spirit Air	CHN		USA
Swiss			GBR
TUIfly		DEU	GBR
Turkish Airlines		DEU	
United Airlines	CHN	DEU	USA
Virgin Atlantic			GBR
Wizzair		DEU	GBR

Travel & Tourism / Flights & airlines / Airlines / Airline image

Airline image

Which of the following airlines do you perceive as having a positive image?

Aegean Airlines	GBR
Aer Lingus	GBR

Air France		DEU		
Alaska Airlines	CHN			USA
Allegiant Air	CHN			USA
American Airlines	CHN			USA
Austrian Airlines		DEU	GBR	
British Airways		DEU	GBR	
Condor		DEU		
Delta Airlines	CHN			USA
easyJet		DEU	GBR	
Emirates		DEU	GBR	
Endeavor Air	CHN			USA
Etihad			GBR	
Etihad Airways		DEU	GBR	
Eurowings		DEU		
ExpressJet Airlines	CHN			USA
Finnair			GBR	
Frontier Airlines	CHN			USA
Iberia		DEU	GBR	
Jet2.com			GBR	
JetBlue Airways	CHN			USA
KLM Royal Dutch Airlines		DEU	GBR	
Lufthansa		DEU	GBR	
Mesa Airlines	CHN			USA
PSA Airlines	CHN			USA
Republic Airlines	CHN			USA
Ryanair		DEU	GBR	
Singapore Airlines			GBR	
SkyWest Airlines	CHN			USA
Southwest Airlines	CHN			USA
Spirit Air	CHN			USA
Swiss			GBR	
TUIfly		DEU	GBR	
Turkish Airlines		DEU		
United Airlines		DEU		
Virgin Atlantic			GBR	
Wizzair		DEU	GBR	

Travel & Tourism / Cruises / Cruise operator awareness by brand

Cruise operator awareness

Which of the following cruise operators do you know, even if only by name?

1AVista Reisen		DEU		
advenation - adventure locations		DEU		
AIDA Cruises		DEU		
A-ROSA		DEU		
Carnival Cruise Line	CHN			USA
Celebrity Cruises	CHN	DEU		USA
Color Line		DEU		
Costa Kreuzfahrten		DEU		
Cruise & Maritime Voyages			GBR	
Crystal Cruises			GBR	

Cunard			GBR	
Cunard Line	CHN	DEU		USA
Disney Cruise Line	CHN			USA
Fred. Olsen Cruise Lines			GBR	
Hapag-Lloyd Cruises		DEU		
Holland America Cruises	CHN			USA
Hurtigruten		DEU		
Hurtigruten			GBR	
Marella Cruises			GBR	
MSC Cruises			GBR	
MSC Kreuzfahrten		DEU		
nicko cruises		DEU		
Norwegian Cruise Line	CHN			USA
Nowegian Cruise Line			GBR	
Oceania Cruises	CHN			USA
Oceania Cruises			GBR	
P&O Cruises			GBR	
Phoenix		DEU		
Princess Cruises	CHN	DEU		USA
Regent Seven Seas			GBR	
Regent Seven Seas Cruises	CHN			USA
Royal Caribbean			GBR	
Royal Caribbean International	CHN	DEU		USA
Saga Cruises			GBR	
Seabourn			GBR	
Seabourn Cruise Line	CHN			USA
Silversea			GBR	
TUI Cruises/Mein Schiff		DEU		
Victoria Cruises		DEU		
Viking			GBR	
Windstar Cruises	CHN			USA

Travel & Tourism / Cruises / Possible future cruise operator by brand

Possible future cruise operators

Which of the following cruise operators would be an option for you for future trips?

1AVista Reisen		DEU		
advenation - adventure locations		DEU		
AIDA Cruises		DEU		
A-ROSA		DEU		
Carnival Cruise Line	CHN			USA
Celebrity Cruises	CHN	DEU		USA
Color Line		DEU		
Costa Kreuzfahrten		DEU		
Cruise & Maritime Voyages			GBR	
Crystal Cruises			GBR	
Cunard			GBR	
Cunard Line	CHN	DEU		USA
Disney Cruise Line	CHN			USA
Fred. Olsen Cruise Lines			GBR	
Hapag-Lloyd Cruises		DEU		

Holland America Cruises	CHN			USA
Hurtigruten		DEU		
Hurtigruten			GBR	
Marella Cruises			GBR	
MSC Cruises			GBR	
MSC Kreuzfahrten		DEU		
nicko cruises		DEU		
Norwegian Cruise Line	CHN			USA
Nowegian Cruise Line			GBR	
Oceania Cruises	CHN			USA
Oceania Cruises			GBR	
P&O Cruises			GBR	
Phoenix		DEU		
Princess Cruises	CHN	DEU		USA
Regent Seven Seas			GBR	
Regent Seven Seas Cruises	CHN			USA
Royal Caribbean			GBR	
Royal Caribbean International	CHN	DEU		USA
Saga Cruises			GBR	
Seabourn			GBR	
Seabourn Cruise Line	CHN			USA
Silversea			GBR	
TUI Cruises/Mein Schiff		DEU		
Victoria Cruises		DEU		
Viking			GBR	
Windstar Cruises	CHN			USA

Travel & Tourism / Cruises / Cruise operator bookings by brand

Cruise operator bookings

Which of the following cruise operators have you used in the past 2 years?

1AVista Reisen		DEU		
advenation - adventure locations		DEU		
AIDA Cruises		DEU		
A-ROSA		DEU		
Carnival Cruise Line	CHN			USA
Celebrity Cruises	CHN	DEU		USA
Color Line		DEU		
Costa Kreuzfahrten		DEU		
Cruise & Maritime Voyages			GBR	
Crystal Cruises			GBR	USA
Cunard			GBR	
Cunard Line	CHN	DEU		USA
Disney Cruise Line	CHN			USA
Fred. Olsen Cruise Lines			GBR	
Hapag-Lloyd Cruises		DEU		
Holland America Cruises	CHN			USA
Hurtigruten		DEU		
Hurtigruten			GBR	
Marella Cruises			GBR	
MSC Cruises			GBR	

MSC Kreuzfahrten	DEU		
nicko cruises	DEU		
Norwegian Cruise Line	CHN		USA
Nowegian Cruise Line		GBR	
Oceania Cruises	CHN		USA
Oceania Cruises		GBR	
P&O Cruises		GBR	
Phoenix	DEU		
Princess Cruises	CHN	DEU	USA
Regent Seven Seas		GBR	
Regent Seven Seas Cruises	CHN		USA
Royal Caribbean		GBR	
Royal Caribbean International	CHN	DEU	USA
Saga Cruises		GBR	
Seabourn		GBR	
Seabourn Cruise Line	CHN		USA
Silversea		GBR	
TUI Cruises/Mein Schiff	DEU		
Victoria Cruises	DEU		
Viking		GBR	
Windstar Cruises	CHN		USA

Travel & Tourism / Travel insurance / Travel insurance providers / Travel insurance provider awareness by brand

Travel insurance provider awareness

Which travel insurance providers do you know, even if only by name?

AA Travel		GBR	
ADAC	DEU		
Age Co		GBR	
AIG Travel Guard	CHN		USA
Allianz	DEU		
Allianz Assistance		GBR	
Allianz Global Assistance	CHN		USA
Aviva		GBR	
AXA	DEU		
AXA UK		GBR	
Barclays Travel Insurance		GBR	
BarmeniaDirekt	DEU		
Berlin Direkt	DEU		
Columbus direct travel		GBR	
Direct Line		GBR	
Direct Travel		GBR	
ERGO Direkt	DEU		
ERV (Europäische Reiseversicherung)	DEU		
Europ Assistance	DEU		
Generali Global Assistance	CHN		USA
HanseMerkur	DEU		
InsureandGo	CHN		USA
LTA (Lifecard Travel Assistance)	DEU		
LV		GBR	
M&S Travel Insurance		GBR	

MDT travel	DEU		
PJ Hayman & Company Ltd		GBR	
Post Office		GBR	
Saga - Annual Travel Insurance		GBR	
Seven Corners	CHN		USA
Signal Iduna	DEU		
Staysure		GBR	
Travel Insured International	CHN		USA
Travelex	CHN		USA
TravelProtect	DEU		
TravelSafe	CHN		USA
TravelSecure	DEU		
TripAssure	CHN		USA
USI Affinity	CHN		USA

Travel & Tourism / Travel insurance / Travel insurance providers / Possible future travel insurance provider by brand

Possible future travel insurance providers

Which travel insurance providers would be an option for you?

AA Travel		GBR	
ADAC	DEU		
Age Co		GBR	
AIIG Travel Guard	CHN		USA
Allianz	DEU		
Allianz Assistance		GBR	
Allianz Global Assistance	CHN		USA
Aviva		GBR	
AXA	DEU		
AXA UK		GBR	
Barclays Travel Insurance		GBR	
BarmeniaDirekt	DEU		
Berlin Direkt	DEU		
Columbus direct travel		GBR	
Direct Line		GBR	
Direct Travel		GBR	
ERGO Direkt	DEU		
ERV (Europäische Reiseversicherung)	DEU		
Europ Assistance	DEU		
Generali Global Assistance	CHN		USA
HanseMerkur	DEU		
InsureandGo	CHN		USA
LTA (Lifecard Travel Assistance)	DEU		
LV		GBR	
M&S Travel Insurance		GBR	
MDT travel	DEU		
PJ Hayman & Company Ltd		GBR	
Post Office		GBR	
Saga - Annual Travel Insurance		GBR	
Seven Corners	CHN		USA
Signal Iduna	DEU		
Staysure		GBR	

Travel Insured International	CHN	USA
Travelex	CHN	USA
TravelProtect	DEU	
TravelSafe	CHN	USA
TravelSecure	DEU	
TripAssure	CHN	USA
USI Affinity	CHN	USA

Travel & Tourism / Travel insurance / Travel insurance providers / Travel insurance provider ownership by brand

Travel insurance providers

Which providers have you taken out a travel insurance from in the past 2 years?

AA Travel		GBR
ADAC	DEU	
Age Co		GBR
ALG Travel Guard	CHN	USA
Allianz	DEU	
Allianz Assistance		GBR
Allianz Global Assistance	CHN	USA
Aviva		GBR
AXA	DEU	
AXA UK		GBR
Barclays Travel Insurance		GBR
BarmeniaDirekt	DEU	
Berlin Direkt	DEU	
Columbus direct travel		GBR
Direct Line		GBR
Direct Travel		GBR
ERGO Direkt	DEU	
ERV (Europäische Reiseversicherung)	DEU	
Europ Assistance	DEU	
Generali Global Assistance	CHN	USA
HanseMercur	DEU	
InsureandGo	CHN	USA
LTA (Lifecard Travel Assistance)	DEU	
LV		GBR
M&S Travel Insurance		GBR
MDT travel	DEU	
PJ Hayman & Company Ltd		GBR
Post Office		GBR
Saga - Annual Travel Insurance		GBR
Seven Corners	CHN	USA
Signal Iduna	DEU	
Staysure		GBR
Travel Insured International	CHN	USA
Travelex	CHN	USA
TravelProtect	DEU	
TravelSafe	CHN	USA
TravelSecure	DEU	
TripAssure	CHN	USA
USI Affinity	CHN	USA

Travel & Tourism / Worries & considerations / Sustainable travel / Sustainable travel provider awareness by brand

Sustainable travel provider awareness

Which providers of sustainable travel do you know at least by name?

Accept Reisen	DEU		
Adventures in Good Company	CHN		USA
aito.com		GBR	
atmosfair	DEU		
Austin Adventures	CHN		USA
Bergführung	DEU		
BUND Reisen	DEU		
chandlerscoach.co.uk		GBR	
Ecco Reisen	DEU		
Ecocompanion	CHN		USA
ecomindtravel.com		GBR	
Forum Anders Reisen	DEU		
G Adventures	CHN		USA
Global Exchange	CHN		USA
hayesandjarvis.co.uk		GBR	
Interpid Travel	CHN		USA
Journeys Adventures	CHN		USA
MUKA Travel	DEU		
National Geographic Expeditions	CHN		USA
naturetrek.co.uk		GBR	
Neue Wege	DEU		
onthegotours.com		GBR	
Reisen mit Sinnen	DEU		
ReNatour	DEU		
Responsible Travel	CHN		USA
responsibletravel.com		GBR	
sawdays.co.uk		GBR	
Sento Wanderreisen	DEU		
Sumak Travel	CHN		USA
Sustainable Travel International	CHN		USA
Undiscovered Mountains	CHN		USA
Urlaub & Natur	DEU		
visit.org	CHN		USA
Wanderkompass	DEU		
Wikinger Reisen	DEU		
wildfrontierstravel.com		GBR	
Wildland Adventures	CHN		USA
Wir sind anderswo	DEU		
World Expeditions	CHN		USA
worldexpeditions.com		GBR	