Global Consumer Survey 2021

Overview & Method

statista⊿

OVERVIEW

The Global Consumer Survey 2021: 56 countries & territories, 11,500+ brands,1,000,000+ interviews

Overview: introduction

Global consumption, attitudes, and behaviors

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

More than 50 industries and topics

The Global Consumer Survey contains data on more than 50 industries and topics including social media, eCommerce & retail, internet and device usage, digital media, traditional media, mobility, finance, insurance, smart home, travel, eServices, and others.

More than 11,500 consumer brands

The survey including Content Specials covers more than 11,500 brands from categories such as social networks, messenger services, search engines, online and offline store brands, smartphones, music streaming, VoD, car makes, online and mobile payment, etc.

Browser-based DIY analyses

The data from the Global Consumer Survey comes alive in an interactive browser-based analysis tool on the Statista platform. Users can create their individual target groups and analyses and export their findings into Excel or PowerPoint.
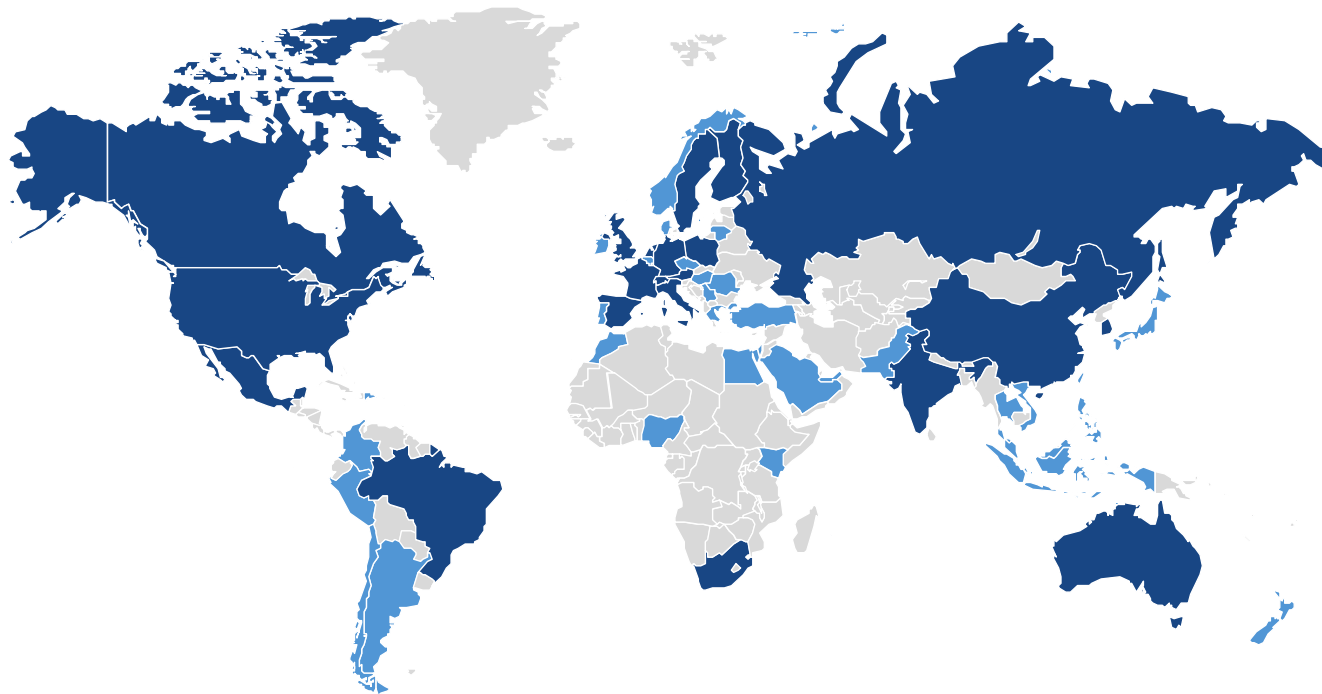
With 56 countries & territories the Global Consumer Survey covers more than 90% of the global GDP

Overview: country and territory selection 2021 (1/2)

Country and territory coverage 2021

■ Extended Survey   ■ Basic Survey

Extended Survey – 4 updates / year

A total of 21 countries and territories receive the extended version of the survey. In addition to the basic survey this version contains brand usage as well as some in-depth questions. For each country/territory more than 12,000 additional consumers will be interviewed in 2021.

Basic Survey – 1 update / year

A total of 35 countries and territories receive the basic version of the survey in 2021. The basic version of the survey covers all industries and topics but does not include brands. In each country/territory, more than 2,000 people will be interviewed this year.

In 2021, over 400,000 interviews from 56 countries & territories will be added to the existing data set

Overview: country and territory selection 2021 (2/2)

Extended Survey 2021[1]

Africa
- South Africa

Americas
- Brazil
- Canada
- Mexico
- United States of America

Asia
- Australia
- Mainland China
- India
- South Korea

Europe
- Austria
- Finland
- France
- Germany
- Italy
- Netherlands
- Poland
- Russia
- Spain
- Sweden
- Switzerland
- United Kingdom

Basic Survey 2021

Africa
- Egypt
- Kenya
- Morocco
- Nigeria

Americas
- Argentina
- Chile
- Colombia
- Dominican Republic
- Peru

Asia & Oceania
- Hong Kong new
- Indonesia
- Israel
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Saudi Arabia
- Singapore
- Taiwan (Province of China)
- Thailand
- Vietnam
- United Arab Emirates

Europe
- Belgium
- Czechia
- Denmark
- Greece
- Hungary
- Ireland
- Lithuania
- Norway
- Portugal
- Romania
- Serbia
- Turkey

1: The extended questionnaire comprises more detailed questions and includes brands. In the countries/territories where the extended questionnaire is used, we interview up to 40,000 (United States), and at least 3,500 persons per year.

The data contain attitudes and behaviors of consumers regarding 50+ industries and topics

Overview: industries and topics

Marketing & social media

Customer journey

Social media & word of mouth

Websites & apps

Media & digital media

Radio & digital music

Print media & ePublishing

TV & video-on-demand

Video games

Finance & insurance

Personal finance

Banking & financial services

Online & mobile payment

Insurance

Travel

Private & business travel

eTravel

eCommerce & retail

Shopping behavior

Retail & FMCG

Online shopping

Internet & devices

Smartphone

Access at home

Mobile internet access

Health

Health care & health insurance

Pharmacies & medication

eHealth

Services & eServices

Ticket bookings

Food delivery

Online dating

Fitness & health services

Food & nutrition

Grocery shopping

Online shopping

Smoking

Mobility

Ownership & purchase

Smart car features

Mobility services

Household equipment

Consumer electronics

Household appliances

Smart home devices

Accommodation

Characteristics & demographics

Education & employment

Economic situation
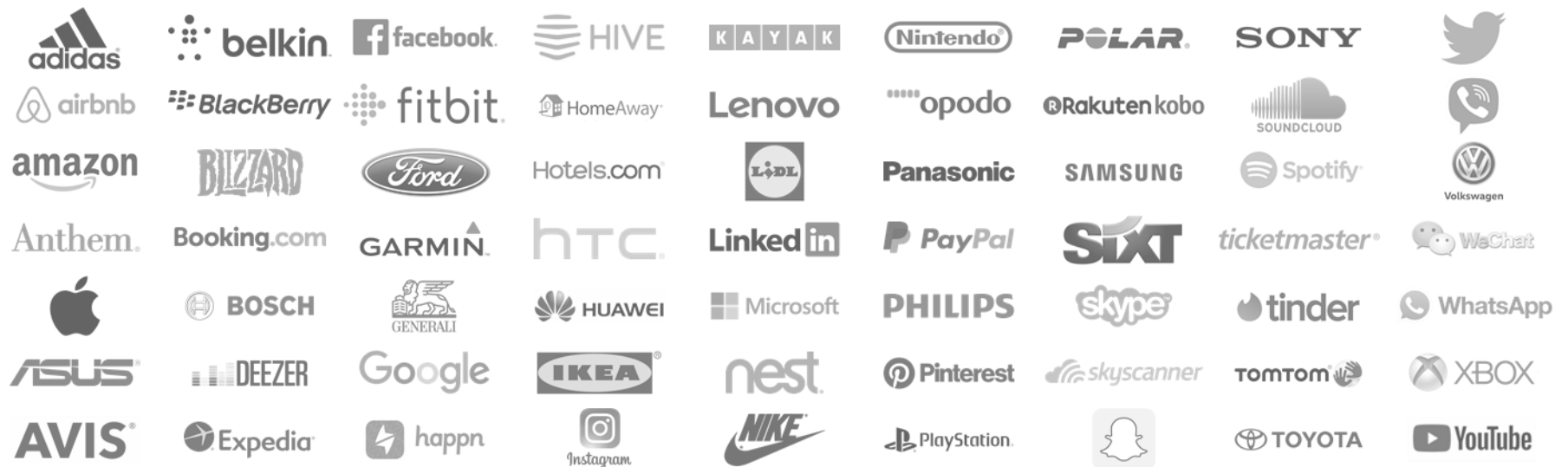
Values & attitudes

Consumption

The Global Consumer Survey features more than 11,500 international brands

Overview: brands

The extended survey covers more than 11,500 different brands

You can find the entire list of brands here.

Selection of international brands covered by the Global Consumer Survey

Content Specials provide unique insights into specific markets from exclusive consumer surveys
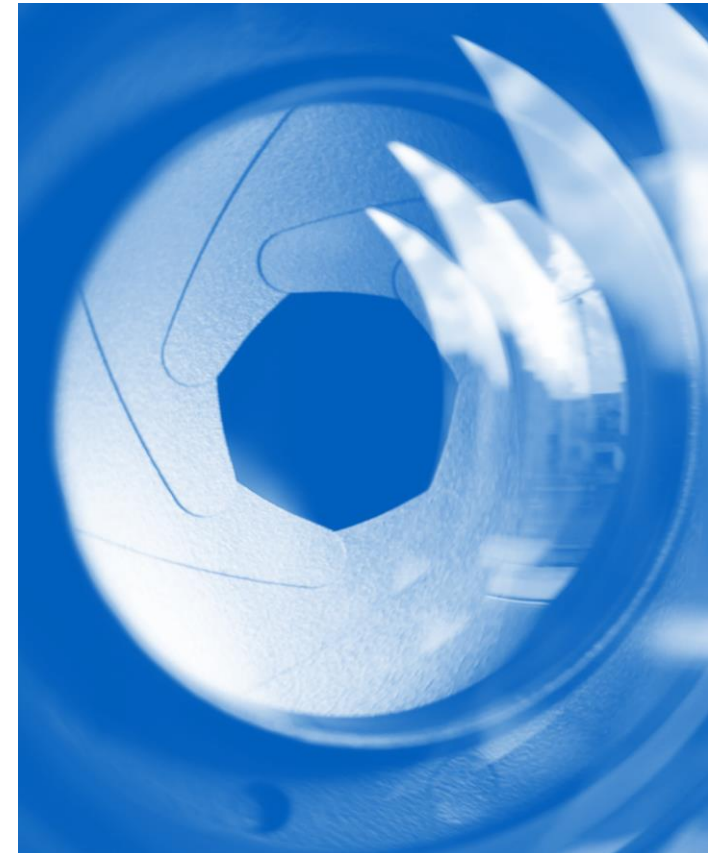
Overview: Content Specials

Exclusive additional survey data on special topics

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

Find the up-to-date Global Consumer Survey release calendar including Content Specials here.

Content Specials for 2021 will include:

- Sustainability new
- Sport & Fitness new
- European Football Benchmark update
- OTC & Pharma update
- Digital Advertising new
- Online Shopping new
- Luxury Shopping update
- Decorative Cosmetics & Facial Care update
- Food & Hot Drinks update
- Holiday Season & New Year update

Overview: available Content Specials (1/3)

Cancel Culture

Results of our exclusive survey regarding the online phenomenon of Cancel Culture. This survey will give exclusive insights into our research on reasons and effects of (digital) boycotts. Providing much needed data on how brands and companies can combat increasingly being exposed to the danger of negative attention online.

Coronavirus/Covid-19

Statista's Covid-19 Daily Barometer measures mood, attitudes, and economic impact of coronavirus on citizens from four of the world's major markets. This continuous survey was conducted daily, allowing you to identify key insights from specific points in time during the pandemic.

Cybersecurity & Cloud

Results from Statista's exclusive survey on attitudes, behaviors, and brands in the sphere of cybersecurity. Topics: Perception of risks, experience with hacking and identity theft, awareness of brands for protection software, and much more.

Decorative Cosmetics and Facial Care

Survey covering attitudes, purchase behavior, expenses, brand loyalty, and more of female consumers for decorative cosmetics and facial care products.

Digital Lifestyles

Results of our exclusive survey regarding digital lifestyles. This study provides exclusive insight into the online behavior and digital literacy of consumers across four different countries. Find detailed information about preferred social media channels, attitudes towards the digital world and how and where consumers shop online.

European Football Benchmark

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

Overview: available Content Specials (2/3)

Finance & Assets

This survey offers exciting insights into the saving and investing habits of consumers. Find out how much consumers are saving each month, where they get their information, and who they consult for advice.

Food & Hot Drinks

This survey contains everything you need to know about nutrition and grocery shopping, including cooking and eating habits, convenience food, organic food, and snacks. Additionally, it pays special attention to the hot drinks market, coffee, tea, and cocoa, providing detailed results on consumption habits, favorite brands and more.

Holiday Special

This survey gives insight into the Holiday season and Christmas. It covers habits, traditions, and behaviors during the holiday season by exploring gift shopping, dining, and activities during that time. Additional topics include Black Friday, New Year's Eve and Thanksgiving (U.S. only).

Luxury & Counterfeiting

The survey offers exciting insights into the world of luxury buyers. The contents include luxury products and premium brands in the fields of fashion, accessories, watches, cosmetics, and jewelry, as well as attitudes towards luxury and a spotlight on the topic of product and brand counterfeiting.

Motorcycles & Scooters

This survey offers insights into the motorcycle & scooter market. It shows what bikers look for when buying a motorcycle and how the top brands are positioned in terms of satisfaction, customer loyalty, and brand image. Further, it focuses on motorcycle equipment and insurances.

OTC & Pharmaceuticals

This survey provides insight into the buying and usage habits of OTC products for colds, skin disorders, pain, sleep disorders, and digestive problems. In addition, the study gives valuable consumer insights on health trends and more than 100 healthcare brands.

Overview: available Content Specials (3/3)

Pets

Results of our exclusive survey on all topics concerning pets. This study provides insights into the attitudes, purchase behavior and popular brands of pet owners. This consumer survey focuses on nutrition, health, and all the latest trends about animal companions.

Purchase Channels

The results of Statista's consumer survey focusing on the purchase channels of consumers. This study provides exclusive insight into shopping behavior across 18 different industries. Find detailed information about preferred shopping channels, expenditures, and attitudes regarding shopping.

Tech Giants & Digital Services

The large tech companies have a huge influence on our everyday lives. This special examines consumer attitudes towards these organizations and their impact on society. As well as delving into usage of brands, digital services, and devices.

Toys and Games

This survey provides you a deep dive into the world of toys and games. Discover the true drivers behind toy purchases, find out about the relevance of different toy categories such as card and board games or electronic toys and games, and read about the role of age appropriateness and toy purchase situations in general.

Travel & Tourism

Survey among travelers on attitudes, preferences, and usage behavior regarding travel. From travel planning and booking to the journey and the vacation itself: destinations, tourist offers, booking portals, flights, airports, and more.

Access to the Global Consumer Survey

Overview: contact

Expert tool with exclusive global survey data

With the Global Consumer Survey, Statista adds a new expert tool with data from an exclusive global survey to the existing statistics. All customers with a Statista Enterprise account will have access to this tool after activation.

An overview of the Statista Enterprise account can be found here:

https://www.statista.com/accounts/corporate/

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* Sternchentext, Quellenangabe, Bemerkungen

RESEARCH DESIGN

The Global Consumer Survey is a worldwide online survey among internet users between 18 and 64

Methodology: research design

The Global Consumer Survey is based on an online survey in 56 countries/territories among the online population between 18 and 64 years of age.

The survey topics are:

- Characteristics & demographics
- Consumer electronics
- Digital media & media
- eCommerce & retail
- Finance & insurance
- Food & Nutrition
- Health
- Internet & devices
- Marketing & social media
- Mobility
- Services & eServices
- Smart home
- Travel

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

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

Source
- Statista

Region
- 56 countries and territories
- See detailed list in the overview section of this document

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

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

Survey period
- Continuous fieldwork from January to December every year
- Countries/territories receiving the extended survey are updated four times per year

Countries/territories that receive the extended questionnaire are updated four times per year

Methodology: fieldwork and update cycle

Extended questionnaire

Data from the 21 countries/territories that receive the extended questionnaire will be updated four times during the year.

Fieldwork in Q1, Q2, Q3 & Q4	
Austria	Australia
Canada	Brazil
Finland	Mainland China
France	India
Germany	Mexico
Italy	Netherlands
Russian Federation	Poland
Spain	South Africa
Switzerland	South Korea
United Kingdom	Sweden
United States of America	

For countries/territories receiving the extended questionnaire the Global Consumer Survey utilizes a rolling survey system with four survey waves per year: The most recent data set contains the interviews of the last 12 months[1]. This ensures trend stability and a higher number of interviews available for analysis, allowing you to adequately analyze smaller target groups, media and brands.

Basic questionnaire

Data for the 35 countries/territories that receive the basic questionnaire will be surveyed once during the year.

Fieldwork in Q1	Fieldwork in Q2
Argentina	Chile
Belgium	Colombia
Egypt	Czechia
Hong Kong	Denmark
Indonesia	Dominican Republic
Ireland	Greece
Israel	Hungary
Japan	Kenya
Malaysia	Lithuania
Morocco	Peru
New Zealand	Philippines
Nigeria	Portugal
Norway	Serbia
Pakistan	Thailand
Romania	Taiwan
Saudi Arabia	Vietnam
Singapore	
Turkey	
United Arab Emirates	

1: No respondent can participate twice within 12 months. Thus it is impossible that two interviews from the same respondent are included in one dataset.
Q1 is January to March, Q2 is April to June, Q3 is July to September and Q4 is October to December

A survey design with split questionnaires enables an extended range of topics without fatigue effects

Methodology: split questionnaire design

Split samples avoid fatigue effects and enable longer surveys

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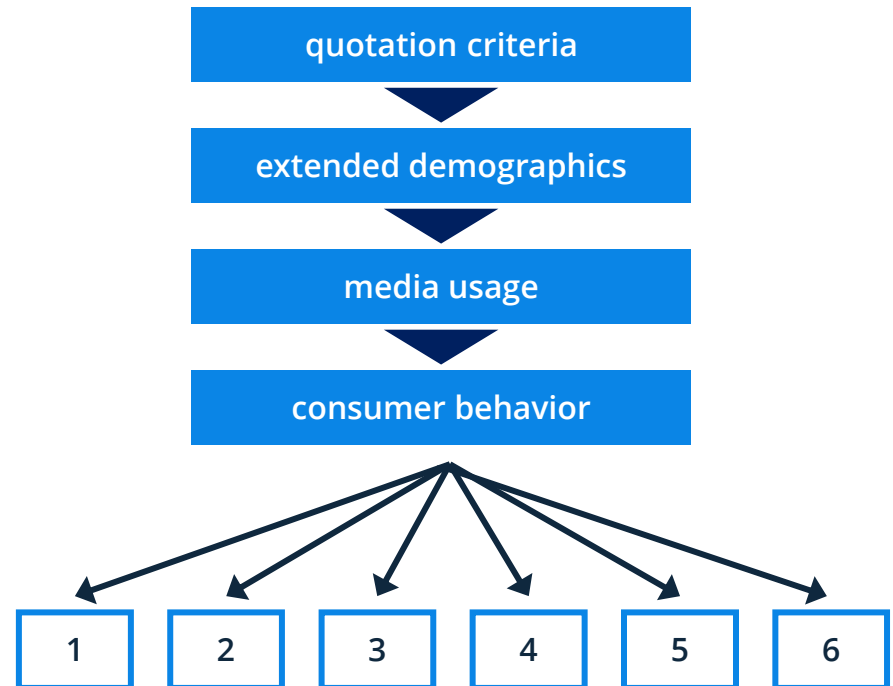
What is a split questionnaire design?

Every respondent answers to the same standardized set of items concerning demographics, media usage, and general consumption behavior. Additionally, every respondent views one of several additional groups of items (e.g., consumer electronics or finance). The items in each split are focused on one or several topics and industries. Within each split, the distribution of gender and age is still representative.

Demographics, media usage, and consumer behavior can be cross tabulated with all other dimensions

Dimensions from the standardized part of the survey can be cross-tabulated with all dimensions from the split samples.

Split sample structure of the extended survey

| quotation criteria |
| extended demographics |
| media usage |
| consumer behavior |

| 1 | 2 | 3 | 4 | 5 | 6 |

Note: dimensions from a split group cannot be cross-tabulated with dimensions from another split group

Background: Split groups by topic

Methodology: split groups by topic

Characteristics and additional characteristics can be cross-tabulated with all other dimensions

The Global Consumer Survey contains answers of every single respondent to the items in the categories 'Characteristics & demographics'. Therefore, these items can be cross-tabulated with any other dimension in the survey.

'Additional characteristics' come from earlier surveys. This group can be cross-tabulated with any other dimension in the questionnaire as well but may not contain information for every single respondent. Please note: Data from the 'Additional Characteristics' category are not representative.

Split Topics: cross-tabulation only within the same split plus 'Characteristics & demographics'

Each respondent only sees one split group, splits can therefore not be cross-tabulated with each other. Nevertheless, every dimension from a split group can be cross-tabulated with all 'Characteristics & Demographics' and 'Additional characteristics' dimensions. If you choose a non-valid combination of dimensions for cross-tabulation, you will get an error message.

	Characteristics & demographics	Additional characteristics
1	Finance & insurance	Health
2	eCommerce & retail	Food & nutrition
3	Household & household equipment	Internet & devices
4	Travel	Mobility
5	Media & digital media	
6	Services & eServices	Marketing & social media

Income brackets use quantiles to make annual gross income comparable across countries & territories

Methodology: income (1/2)

Annual gross income in local currency units (LCU)

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

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

Respondents who do not want to state their income are asked to choose one of several categories, that vary from country/territory to country/territory. Income brackets are based on data from PovcalNet[1] by the World Bank:

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

Output in currency units

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

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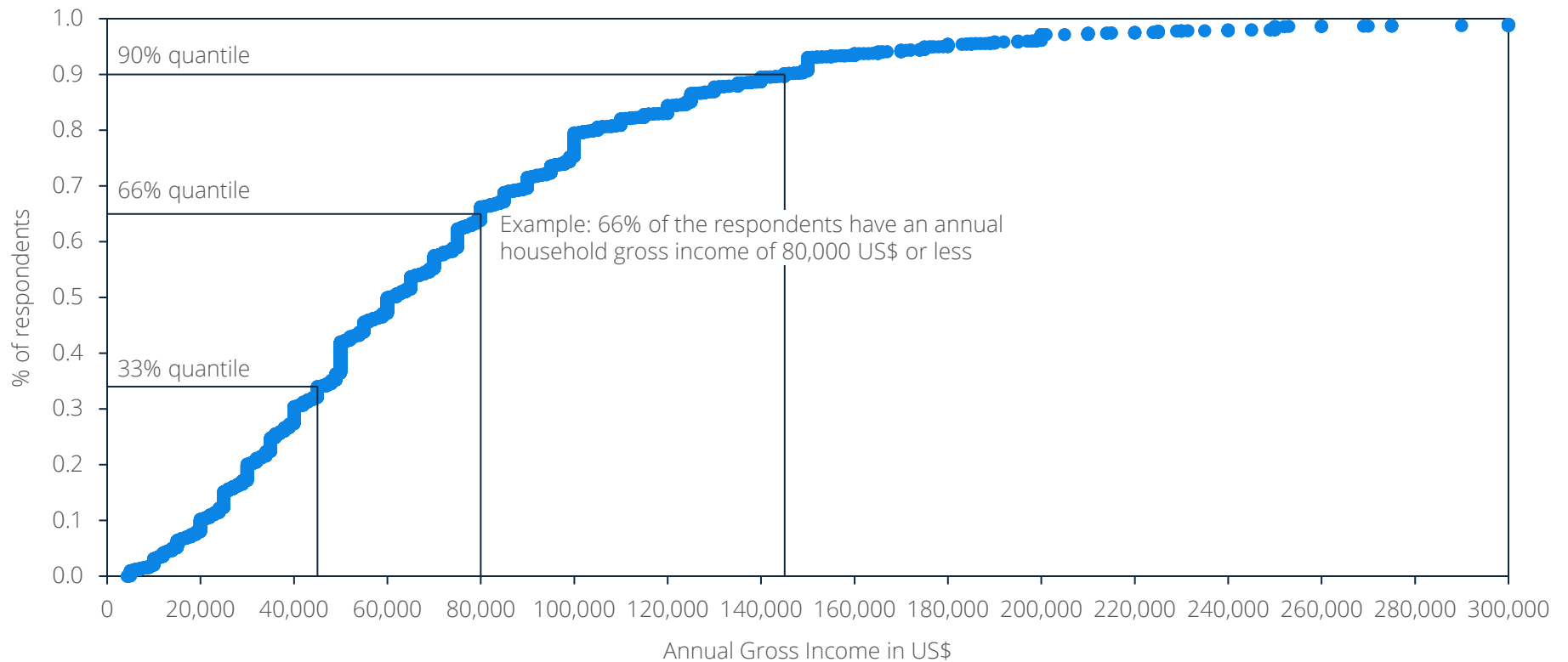
Output as quantiles

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

▪ **Top income households (percentiles)**
Respondents are additionally grouped into different income groups that include the highest incomes.

  – top 10% of households

  – top 25% of households (includes top 10%)

  – top 50% of households (includes top 10% and top 25%)

  – bottom 50% of households

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

Methodology: income (2/2)

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

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

% of respondents

Annual Gross Income in US$

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

100+ additional characteristics from respondent profiling data

Target groups: additional characteristics from profiling data

More than 100 dimensions to choose from

In addition to the survey data, the Global Consumer Survey contains characteristics from the most recent profiling data available for each respondent.

What is profiling data?

Participants in market research online panels frequently take standardized profiling surveys in order to get invited to more suitable market research studies.

Taking part in profiling surveys is optional, e.g. a dog owner might be more likely to take part in a survey on pet ownership than a non-owner[1].

Our approach

To provide as much data as possible for the Global Consumer Survey, we preferably but not exclusively send out invitations to respondents with profiling data available.

A positive side effect: Profiled respondents have undergone more quality checks and generally provide higher data quality.

Additional Profiling Data Categories

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

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

Hobbies & interest, e.g. sports activities

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

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

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

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

Media, e.g. movie theater visits, online gaming

Vehicles, e.g. car purchases

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

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

Travel, e.g. preferred vacation types, travels by country/territory

1: Since respondents choose questions based on the individual relevance of the topics, profiling data does not meet the requirements for a representative sample and is not available for every respondent.

Panel and respondent selection

Methodology: fieldwork partners

Our main fieldwork partner: Cint

Cint is the main sample provider for the Global Consumer Survey. Essential to the Cint platform are the quality standards and controls built into its research-quality-focused processes. All of Cint's systems and procedures comply with the requirements set forth in Cint's certification to ISO 20252, which defines the requirements in a Quality Management System for organizations conducting market, opinion, and social research[1].

Respondents provided by Cint

- The same panel management source covering all countries/territories

- Invitations sent out via e-mail and panel routing[2]

- Respondents receive a monetary incentive

- Preference given to respondents with background information (profiling data)

Additional partners

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

1: Please find more information on Cint's quality standards here: https://www.cint.com/esomar-28-questions/
2: Forwarding from another survey if respondents don't fit the criteria

An international online survey with quality controls in each step of the way

Methodology: quality management

Panel quality

- Quality management mechanisms by Cint, Lucid and Gapfish, including quarantine times for respondents, continuous quality checks over different surveys, exclusion after repetitive bad survey behavior, etc.

Survey quality

- Sample quotas on age, gender and region[1]

- Mobile-optimized questionnaires (e.g., avoiding grid-questions where possible, limited number of items, etc.) with item randomization

Statista quality checks

- Measures to ensure data quality include checks for speeders, straight liners and non-response, logic and repetition tests, open questions for bot-identification, etc.

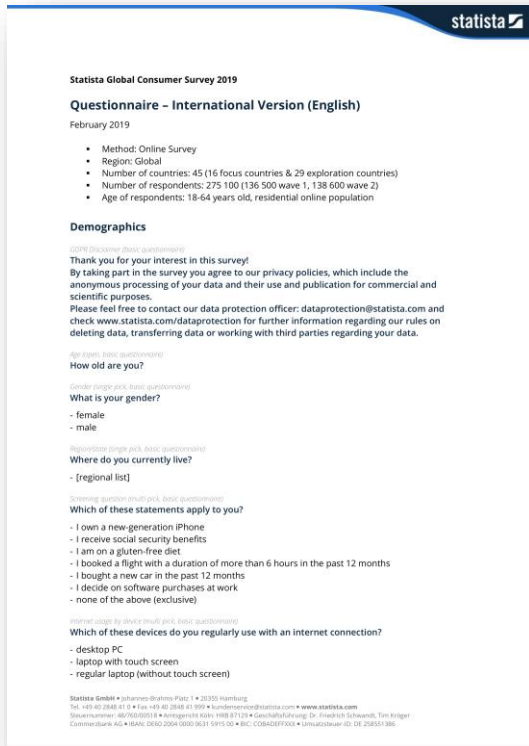- Our work complies with the guidelines set out by BVM/ADM (Germany) and ESOMAR[2]

1: Regional quotas where possible
2: See ESOMAR and BVM
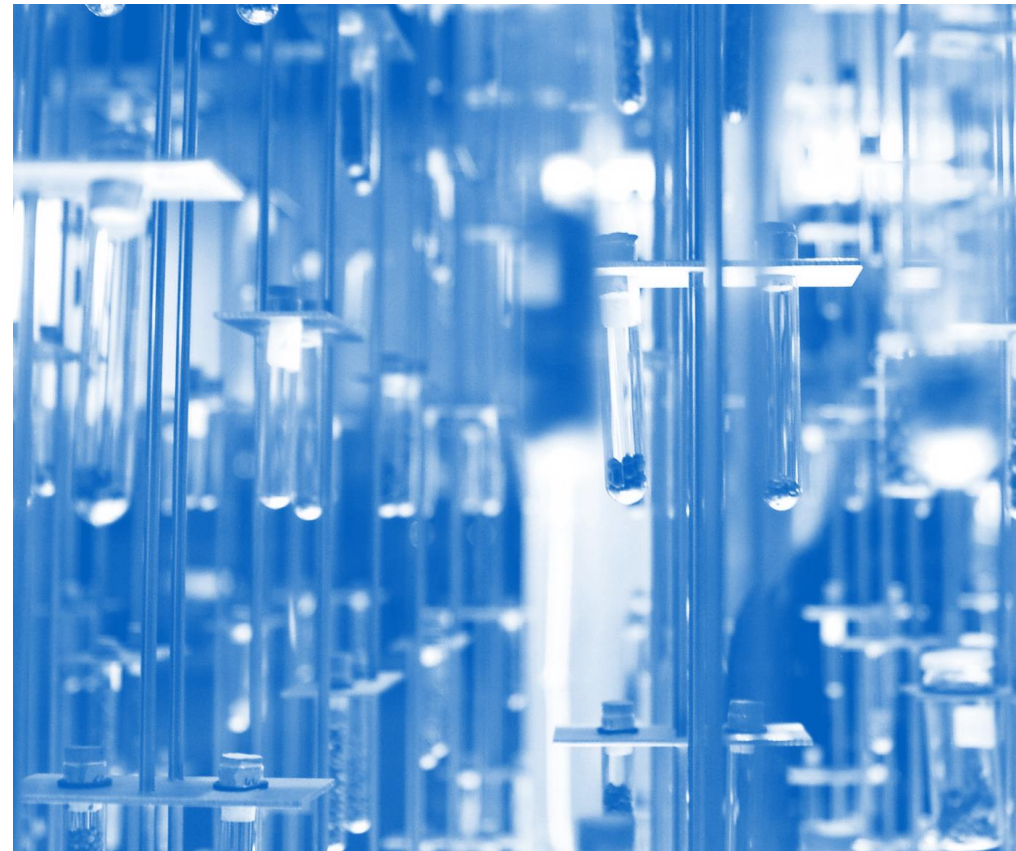
Download detailed information on our survey

Methodology: questionnaire & brand list

Download the complete questionnaire (international version) here.

Download the complete brand list here.

APPENDIX

Overview of countries/territories and quotas (1/2)

Appendix: Overview of countries/territories and quotas (1/2)

Country/territory	ISO code	No. of respondents per quarter	Questionnaire language(s)	Fieldwork 2021	Quotas on gender	Quotas on age
					(male; female)	*(18-24; 25-34; 35-44; 45-54; 55-64)*
Argentina	ARG	2,100	Spanish	Q1	49 / 51	21 / 28 / 24 / 17 / 10
Australia	AUS	3,150	British English	Q1, Q2, Q3, Q4	50 / 50	15 / 25 / 23 / 20 / 16
Austria	AUT	3,150	German	Q1, Q2, Q3, Q4	50 / 50	13 / 23 / 22 / 23 / 20
Belgium	BEL	2,100	Dutch, French, German	Q1	50 / 50	14 / 22 / 22 / 22 / 20
Brazil	BRA	3,150	Portuguese	Q1, Q2, Q3, Q4	49 / 51	20 / 28 / 26 / 17 / 8
Canada	CAN	3,150	American English, French	Q1, Q2, Q3, Q4	50 / 50	14 / 24 / 22 / 20 / 20
Chile	CHL	2,100	Spanish	Q2	50 / 50	17 / 27 / 23 / 19 / 14
Mainland China	CHN	6,300	Simplified Chinese	Q1, Q2, Q3, Q4	52 / 48	18 / 32 / 25 / 21 / 4
Colombia	COL	2,100	Spanish	Q2	49 / 51	23 / 30 / 24 / 16 / 7
Czechia	CZE	2,100	Czech	Q2	51 / 49	11 / 21 / 27 / 24 / 17
Denmark	DNK	2,100	Danish	Q2	50 / 50	15 / 22 / 19 / 23 / 21
Dominican Republic	DOM	2,100	Spanish	Q2	50 / 50	23 / 29 / 23 / 16 / 9
Egypt	EGY	2,100	Arabic	Q1	57 / 43	26 / 34 / 25 / 12 / 3
Finland	FIN	3,150	Finnish	Q1, Q2, Q3, Q4	50 / 50	14 / 22 / 22 / 20 / 22
France	FRA	3,150	French	Q1, Q2, Q3, Q4	49 / 51	14 / 21 / 22 / 23 / 19
Germany	DEU	6,300	German	Q1, Q2, Q3, Q4	53 / 47	12 / 21 / 21 / 23 / 23
Greece	GRC	2,100	Greek	Q2	50 / 50	14 / 20 / 26 / 24 / 16
Hong Kong	HKG	2,100	British English	Q1	47 / 53	11 / 21 / 23 / 23 / 22
Hungary	HUN	2,100	Hungarian	Q2	48 / 52	13 / 22 / 26 / 23 / 15
India	IND	6,300	British English, Hindi	Q1, Q2, Q3, Q4	60 / 40	31 / 38 / 26 / 5 / 0
Indonesia	IDN	2,100	Indonesian	Q1	53 / 47	27 / 32 / 28 / 13 / 0
Ireland	IRL	2,100	British English	Q1	49 / 51	15 / 20 / 27 / 22 / 15
Israel	ISR	2,100	Hebrew, Arabic	Q1	51 / 49	20 / 25 / 24 / 19 / 13
Italy	ITA	3,150	Italian	Q1, Q2, Q3, Q4	50 / 50	13 / 19 / 23 / 26 / 20
Japan	JPN	2,100	Japanese	Q1	46 / 54	13 / 20 / 24 / 26 / 18
Kenya	KEN	2,100	British English, Swahhili	Q2	62 / 38	41 / 39 / 20 / 0 / 0
Korea (Republic of)	KOR	3,150	Korean	Q1, Q2, Q3, Q4	51 / 49	13 / 20 / 23 / 25 / 21
Lithuania	LTU	2,100	Lithuanian	Q2	46 / 54	12 / 25 / 20 / 22 / 20
Malaysia	MYS	2,100	Malay	Q1	53 / 47	20 / 29 / 24 / 16 / 10

Overview of countries/territories and quotas (2/2)

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

Country/territory	ISO code	No. of respondents per quarter	Questionnaire language(s)	Fieldwork 2021	Quotas on gender	Quotas on age
					(male; female)	*(18-24; 25-34; 35-44; 45-54; 55-64)*
Mexico	MEX	3,150	Spanish	Q1, Q2, Q3, Q4	50 / 50	22 / 29 / 24 / 17 / 8
Morocco	MAR	2,100	Arabic, French	Q1	52 / 48	20 / 29 / 24 / 16 / 10
Netherlands	NLD	3,150	Dutch	Q1, Q2, Q3, Q4	50 / 50	14 / 21 / 19 / 23 / 23
New Zealand	NZL	2,100	British English	Q1	50 / 50	16 / 24 / 20 / 21 / 18
Nigeria	NGA	2,100	British English, Hausa	Q1	59 / 41	36 / 35 / 22 / 7 / 0
Norway	NOR	2,100	Norwegian	Q1	50 / 50	14 / 22 / 21 / 23 / 19
Pakistan	PAK	2,100	British English, Urdu	Q1	71 / 29	40 / 41 / 18 / 0 / 0
Peru	PER	2,100	Spanish	Q2	52 / 48	22 / 32 / 26 / 15 / 5
Philippines	PHL	2,100	Filipino, British English	Q2	52 / 48	31 / 36 / 24 / 9 / 0
Poland	POL	3,150	Polish	Q1, Q2, Q3, Q4	49 / 51	13 / 25 / 28 / 19 / 15
Portugal	PRT	2,100	Portuguese	Q2	48 / 52	14 / 21 / 26 / 23 / 16
Romania	ROU	2,100	Romanian	Q1	49 / 51	14 / 23 / 25 / 24 / 14
Russian Federation	RUS	3,150	Russian	Q1, Q2, Q3, Q4	47 / 53	11 / 25 / 26 / 19 / 18
Saudi Arabia	SAU	2,100	Arabic	Q1	59 / 41	14 / 28 / 30 / 20 / 8
Serbia	SRB	2,100	Serbian (Cyrillic)	Q2	51 / 49	15 / 24 / 25 / 21 / 15
Singapore	SGP	2,100	British English, Malay, Simplified Chinese	Q1	53 / 47	13 / 22 / 23 / 23 / 19
South Africa	ZAF	3,150	British English, Zulu	Q1, Q2, Q3, Q4	49 / 51	24 / 35 / 26 / 12 / 3
Spain	ESP	3,150	Spanish	Q1, Q2, Q3, Q4	49 / 51	11 / 18 / 26 / 26 / 20
Sweden	SWE	3,150	Swedish	Q1, Q2, Q3, Q4	49 / 51	13 / 24 / 21 / 22 / 20
Switzerland	CHE	3,150	German, French, Italian	Q1, Q2, Q3, Q4	50 / 50	12 / 21 / 22 / 23 / 21
Taiwan (Province of China)	TWN	2,100	Traditional Chinese	Q2	46 / 54	12 / 22 / 23 / 23 / 19
Thailand	THA	2,100	Thai	Q2	49 / 51	18 / 24 / 25 / 22 / 12
Turkey	TUR	2,100	Turkish	Q1	54 / 46	21 / 28 / 26 / 17 / 8
United Arab Emirates	ARE	2,100	Arabic	Q1	69 / 31	11 / 40 / 28 / 14 / 6
United Kingdom	GBR	3,150	British English	Q1, Q2, Q3, Q4	49 / 51	14 / 23 / 22 / 22 / 19
United States of America	USA	11,025	American English	Q1, Q2, Q3, Q4	49 / 51	16 / 24 / 21 / 20 / 19
Vietnam	VNM	2,100	Vietnamese	Q2	51 / 49	18 / 31 / 25 / 17 / 9

Definitions of regions (1/10) – Americas

Appendix: Definitions of regions (1/10)

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

Definitions of regions (2/10) – Americas

Appendix: Definitions of regions (2/10)

Mexico	Peru	United States (detailed)	United States (short)
▪ **Northwest:** Baja California, Baja California Sur, Chihuahua, Durango, Sinaloa, Sonora ▪ **North-Central:** Aguascalientes, Guanajuato, Querétaro, San Luis Potosí, Zacatecas ▪ **Northeast:** Coahuila, Nuevo León, Tamaulipas ▪ **East:** Hidalgo, Puebla, Tlaxcala, Veracruz ▪ **Southeast:** Campeche, Quintana Roo, Tabasco, Yucatán ▪ **South- Central:** México, México-City, Morelos ▪ **Southwest:** Chiapas, Guerrero, Oaxaca ▪ **West**: Colima, Jalisco, Michoacán, Nayarit	▪ **Central:** Áncash Region, Callao Region, Huánuco Region, Junín Region, Lima Region, Pasco Region, Ucayali Region ▪ **North:** Amazonas Region, Cajamarca Region, La Libertad Region, Lambayeque Region, Loreto Region, Piura Region, San Martín Region, Tumbes Region ▪ **South:** Apurímac Region, Arequipa Region, Ayacucho Region, Cusco Region, Department of Tacna, Huancavelica Region, Ica Region, Madre de Dios Region, Moquegua Region, Puno Region	▪ **New England**: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont ▪ **Mid-Atlantic:** New Jersey, New York, Pennsylvania ▪ **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin ▪ **West North Central**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota ▪ **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia ▪ **East South Central**: Alabama, Kentucky, Mississippi, Tennessee ▪ **West South Central**: Arkansas, Louisiana, Oklahoma, Texas ▪ **Mountain**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming ▪ **Pacific**: Alaska, California, Hawaii, Oregon, Washington	▪ **Northeast**: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont ▪ **Midwest**: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin ▪ **South**: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia ▪ **West**: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Definitions of regions (3/10) – Europe

Appendix: Definitions of regions (2/4)

Austria	Belgium	Czechia	Denmark	Finland
▪ **West:** Oberösterreich, Salzburg, Tirol, Vorarlberg ▪ **South:** Kärnten, Steiermark ▪ **East:** Burgenland, Niederösterreich, Wien	▪ Flanders: Antwerp, East Flanders, Flemish Brabant, Limburg, West Flanders ▪ **Wallonia:** Hainaut, Liège, Luxembourg, Namur, Walloon Brabant	▪ **East:** Hradec Králové Region, Moravian-Silesian Region, Olomouc Region, Pardubice Region, South Moravian Region, Vysočina Region, Zlín Region ▪ **West:** Central Bohemian Region, Karlovy Vary Region, Liberec Region, Plzeň Region, Prague, South Bohemian Region, Ústí nad Labem Region	▪ **Hovedstaden:** Bornholm, Copenhagen City, Copenhagen surroundings, North Zealand ▪ **Midtjylland:** East Jutland, West Jutland ▪ **Nordjylland:** North Jutland ▪ **Sjælland:** East Zealand, West & South Zealand ▪ **Syddanmark:** Funen, South Jutland	▪ **Central:** Central Finland, Northern Savonia, Pirkanmaa ▪ **East:** Kainuu, North Karelia ▪ **North:** Lapland, Northern Ostrobothnia ▪ **South:** Åland Islands, Päijänne Tavastia, Tavastia Proper, Uusimaa ▪ **South East:** Kymenlaakso, South Karelia, Southern Savonia ▪ **South West:** Satakunta, Southwest Finland ▪ **West:** Central Ostrobothnia, Ostrobothnia, Southern Ostrobothnia

Appendix: Definitions of regions (4/10)

France	Germany	Greece	Hungary	Ireland	Italy
▪ **North:** Hauts-de-France, Normandie, ▪ **Île-de-France:** Île-de-France ▪ **Central:** Centre-Val de Loire ▪ **West:** Bretagne, Pays de la Loire ▪ **East:** Bourgogne-Franche-Comté, Grand Est ▪ **South:** Auvergne-Rhône-Alpes, Corse, Nouvelle-Aquitaine, Occitanie, Provence-Alpes-Côte d'Azur	▪ **North:** Bremen, Hamburg, Niedersachsen, Schleswig-Holstein ▪ **West**: North Rhine-Westphalia, Rhineland-Palatinate, Saarland ▪ **East**: Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony, Lower Saxony, Thuringia ▪ **South**: Baden-Württemberg, Bavaria, Hesse	▪ **Central:** Attica Region, Central Greece Region, Peloponnese region, Western Greece Region ▪ **North:** Central Macedonia, Eastern Macedonia and Thrace, Epirus, Ionian Islands Region, North Aegean, Thessaly, Western Macedonia ▪ **South:** Crete, South Aegean	▪ **Central Hungary:** Budapest, Pest ▪ **Central Transdanubia:** Fejér, Komárom-Esztergom, Veszprém ▪ **Northern Great Plain:** Hajdú-Bihar, Jász-Nagykun-Szolnok, Szabolcs-Szatmár-Bereg ▪ **Northern Hungary:** Borsod-Abaúj-Zemplén, Heves, Nógrád ▪ **Southern Great Plain:** Bács-Kiskun, Békés, Csongrád ▪ **Southern Transdanubia:** Baranya, Somogy, Tolna ▪ **Western Transdanubia:** Győr-Moson-Sopron, Vas, Zala	▪ **Connacht:** Galway, Galway City, Leitrim, Mayo, Roscommon, Sligo ▪ **Leinster:** Carlow, Dublin City, Dún Laoghaire–Rathdown, Fingal, Kildare, Kilkenny, Laois, Longford, Louth, Meath, Offaly, South Dublin, Westmeath, Wexford, Wicklow ▪ **Munster:** Clare, Cork, Cork City, Kerry, Limerick, Tipperary, Waterford ▪ **Ulster:** Cavan, Donegal, Monaghan	▪ **Northwest:** Aosta Valley, Liguria, Lombardy, Piedmont ▪ **Northeast**: Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige / Südtirol, Veneto ▪ **Central:** Lazio, Marche, Tuscany, Umbria ▪ **South**: Abruzzo, Apulia, Basilicata, Calabria, Campania, Molise ▪ **Islands:** Sardinia, Sicily

Definitions of regions (5/10) – Europe

Appendix: Definitions of regions (5/10)

Lithuania	Netherlands	Norway	Poland	Portugal	Romania
• **North East:** Panevėžys County, Utena County • **North West:** Klaipėda County, Šiauliai County, Tauragė County, Telšiai County • **South:** Alytus County, Kaunas County, Marijampolė County, Vilnius County	• **North:** Drenthe, Friesland, Groningen • **East:** Flevoland, Gelderland, Overijssel • **West:** North Holland, South Holland, Utrecht, Zeeland • **South:** Limburg, North Brabant	• **East:** Akershus, Buskerud, Hedmark, Oppland, Oslo, Østfold, Telemark, Vestfold • **North:** Finnmark, Northland, Troms • **South:** East Agder, West Agder • **Trøndelag:** Trøndelag • **West:** Hordaland, Møre and Romsdal, Rogaland, Sogn and Fjordane	• **North:** Kuyavia-Pomerania, Pomerania, Warmia-Masuria • **Northwest:** Greater Poland, Lubusz, West Pomerania • **Southwest:** Lower-Silesia, Opole • **South:** Lesser Poland, Silesia • **Central:** Łódź, Masovia • **East:** Holy Cross Province, Lublin, Podlaskie, Subcarpathia	• **Alentejo:** Beja, Évora, Portalegra, Santarém, Setúbal • **Algarve:** Faro • **Central:** Aveiro, Castelo Branco, Coimbra, Guarda, Leiria, Viseu • **Lisbon:** Lisbon • **North:** Braga, Bragança, Porto, Viana do Castelo, Vila Real	• **București - Ilfov:** Bucharest, Ilfov • **Central:** Alba, Brașov, Covasna, Harghita, Mureș, Sibiu • **North East:** Bacău, Botoșani, Iași, Neamț, Suceava, Vaslui • **North West:** Bihor, Bistrița-Năsăud, Cluj, Maramureș, Sălaj, Satu Mare • **South - Muntenia:** Argeș, Călărași, Dâmbovița, Giurgiu, Ialomița, Prahova, Teleorman • **South East:** Brăila, Buzău, Constanța, Galați, Tulcea, Vrancea • **South-West Oltenia:** Dolj, Gorj, Mehedinți, Olt, Vâlcea • **West:** Arad, Caraș-Severin, Hunedoara, Timiș

Definitions of regions (6/10) – Europe

Appendix: Definitions of regions (6/10)

Russia	Serbia	Spain	Sweden	Switzerland	Turkey	UK
▪ **East:** Far East, Siberia ▪ **West:** Central, North Caucasus, North-West, South, Ural, Volga	▪ **Belgrade:** City of Belgrade ▪ **North:** Vojvodina ▪ **South East:** Southern and Eastern Serbia ▪ **West:** Šumadija and Western Serbia	▪ **Northwest:** Asturias, Cantabria, Galicia ▪ **Northeast:** Aragon, Basque Country, La Rioja, Navarre ▪ **Community of Madrid:** Community of Madrid ▪ **Centre:** Castile and León, Castile-La Mancha ▪ **East:** Balearic Islands, Catalonia, Region of Valencia ▪ **South:** Andalusia, Region of Murcia, Ceuta, Melilla ▪ **Canary Islands:** Canary Islands	▪ **Götaland:** Bohuslän, Blekinge, Dalsland, Gotland, Halland, Öland, Östergötland, Skåne, Småland, Västergötland ▪ **Svealand:** Dalarna, Närke, Södermanland, Uppland, Värmland, Västmanland ▪ **Norrland:** Ångermanland, Gästrikland, Hälsinglandm, Härjedalen, Jämtland, Lappland, Medelpad, Norrbotten, Västerbotten	▪ **Central:** Luzern, Nidwalden, Obwalden, Schwyz, Uri, Zug ▪ **East:** Appenzell Ausserrhoden, Appenzell Innerrhoden, Glarus, Graubünden, Schaffhausen, St. Gallen, Thurgau ▪ **Espace Mittelland:** Bern, Fribourg, Jura, Neuchâtel, Solothurn ▪ **Lake Geneva:** Geneva, Valais, Vaud ▪ **Nord West:** Aargau, Basel-Landschaft, Basel-Stadt ▪ **Ticino:** Ticino ▪ **Zürich:** Zürich	▪ **Central:** Doğu Anadolu Bölgesi, Ege Bölgesi, İç Anadolu Bölgesi ▪ **North:** Karadeniz Bölgesi, Marmara Bölgesi ▪ **South:** Akdeniz Bölgesi, Güneydoğu Anadolu Bölgesi	▪ **Northern Ireland:** Northern Ireland ▪ **Scotland:** Scotland ▪ **Wales:** Wales ▪ **England:** East Midlands, East of England, London, North East, North West, South East, South West, West Midlands, Yorkshire and the Humber

Definitions of regions (7/10) – Asia & Australia

Australia	Mainland China	Hong Kong	India	Indonesia	Israel
External Territory: Ashmore and Cartier Islands, Australian Antarctic Territory, Christmas Island, Cocos (Keeling) Islands, Coral Sea Islands, Heard Island and McDonald Islands, Norfolk Island **North:** Northern Territory **North East:** Queensland **South:** South Australia **South East:** Australian Capital Territory, Jervis Bay Territory, New South Wales, Tasmania, Victoria **West:** Western Australia	**Northwest:** Gansu Province, Ningxia Hui Autonomous Region, Qinghai Province, Shaanxi Province, Xinjiang Uyghur Autonomous Region **North**: Beijing Municipality, Hebei Province, Inner Mongolia Autonomous Region, Shanxi Province, Tianjin Municipality **Northeast:** Heilongjiang Province, Jilin Province, Liaoning Province **East**: Anhui Province, Fujian Province, Jiangsu Province, Jiangxi Province, Shandong Province, Shanghai Municipality, Zhejiang Province **Central and South**: Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Henan Province, Hubei Province, Hunan Province **Southwest:** Chongqing Municipality, Guizhou Province, Sichuan Province, Yunnan Province	**Hong Kong Island:** Central and Western, Eastern, Southern, Wan Chai **Kowloon:** Kowloon City, Kwun Tong, Sham Shui Po, Wong Tai Sin, Yau Tsim Mong **New Territories:** Islands, Kwai Tsing, North, Sai Kung, Sha Tin, Tai Po, Tsuen Wan, Tuen Mun, Yuen Long	**North:** Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Rajasthan, Chandigarh, Delhi, Ladakh **North East:** Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura **East:** Bihar, Jharkhand, Odisha, West Bengal, Andaman and Nicobar Islands **Central India:** Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Uttarakhand **West:** Goa, Gujarat, Maharashtra, Dadra and Nagar Haveli and Daman and Diu **South:** Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana, Lakshadweep, Puducherry	**Java:** Banten, Central Java, East Java, Jakarta Special Capital Region, Special Region of Yogyakarta, West Java **Kalimantan:** Central Kalimantan, East Kalimantan, North Kalimantan, South Kalimantan, West Kalimantan **Lesser Sunda Islands:** Bali, East Nusa Tenggara, West Nusa Tenggara **Maluku Islands:** Maluku, North Maluku **Sulawesi:** Central Sulawesi, Gorontalo, North Sulawesi, South Sulawesi, Southeast Sulawesi, West Sulawesi **Sumatra:** Bangka–Belitung Islands, Bengkulu, Jambi, Lampung, North Sumatra, Riau, Riau Islands, South Sumatra, Special Region of Aceh, West Sumatra **Western New Guinea:** Special Region of Papua, Special Region of West Papua	**Center:** Center, Tel Aviv **Jerusalem:** Jerusalem **Judea and Samaria Area:** Judea and Samaria Area **North:** Haifa, North **South:** South

Definitions of regions (8/10) – Asia & Australia

Appendix: Definitions of regions (8/10)

Japan	Malaysia	New Zealand	Pakistan	Philippines	Saudi Arabia	Singapore
▪ **North:** Chūbu, Hokkaidō, Kantō, Tōhoku ▪ **South:** Chūgoku, Kansai, Kyūshū, Shikoku	▪ **East:** Labuan, Sabah, Sarawak ▪ **Peninsular:** Johor Darul Ta'zim, Kedah Darul Aman, Kelantan Darul Naim, Kuala Lumpur, Malacca, Negeri Sembilan Darul Khusus, Pahang Darul Makmur, Penang, Perak Darul Ridzuan, Perlis Indera Kayangan, Putrajaya, Selangor Darul Ehsan, Terengganu Darul Iman	▪ **North:** Auckland, Bay of Plenty, Gisborne, Hawke's Bay, Manawatu-Wanganui, Northland, Taranaki, Waikato, Wellington ▪ **South:** Canterbury, Marlborough, Nelson, Otago, Southland, Tasman, West Coast	▪ **North:** Azad Jammu and Kashmir, Gilgit-Baltistan, Islamabad Capital Territory, Khyber Pakhtunkhwa ▪ **South:** Balochistan, Punjab, Sindh	▪ **Luzon:** Bicol, Cagayan Valley, Central Luzon, Cordillera, Ilocos, Manila, Southern Tagalog Mainland, Southwestern Tagalog ▪ **Mindanao:** Bangsamoro, Caraga, Davao, Northern Mindanao, Soccsksargen, Zamboanga Peninsula ▪ **Visayas:** Central Visayas, Eastern Visayas, Western Visayas	▪ **Central:** Qassim, Riyadh ▪ **East:** Eastern Province ▪ **North:** Ha'il, Jawf, Northern Borders ▪ **South:** Asir, Bahah, Jizan, Najran ▪ **West:** Madinah, Makkah, Tabuk	▪ **Central Singapore:** Central Singapore ▪ **North East:** North East ▪ **North West:** North West ▪ **South East:** South East ▪ **South West:** South West

Definitions of regions (9/10) – Asia & Australia

Appendix: Definitions of regions (9/10)

South Korea	Taiwan (Province of China)	Thailand	United Arab Emirates	Vietnam
▪ **Seoul & Gyeonggi:** Seoul, Gyeonggi-do, ▪ **Gangwon:** Gangwon-do ▪ **Chungcheong**: Chungcheongbuk-do, Chungcheongnam-do ▪ **Gyeongsan:** Gyeongsangbuk-do, Gyeongsangnam-do ▪ **Jeolla:** Jeollabuk-do, Jeollanam-do ▪ **Jeju:** Jeju Special Self-Governing Province	▪ **Central:** Changhua County, Miaoli County, Nantou County, Taichung, Yunlin County ▪ **East:** Hualien County, Taitung County ▪ **North:** Hsinchu City, Hsinchu County, Keelung City, New Taipei, Taipei, Taoyuan, Yilan County ▪ **Outer Islands:** Kinmen County, Lienchiang County ▪ **South:** Chiayi City, Chiayi County, Kaohsiung, Penghu County, Pingtung County, Tainan	▪ **Central:** Central Thailand, Western Thailand ▪ **North:** Northern Thailand ▪ **North East:** Eastern Thailand, Northeastern Thailand ▪ **South:** Southern Thailand	▪ **Abu Dhabi:** Abu Dhabi ▪ **Ajman:** Ajman ▪ **Dubai:** Dubai ▪ **Fujairah:** Fujairah ▪ **Ras Al Khaimah:** Ras Al Khaimah ▪ **Sharjah:** Sharjah ▪ **Umm Al Quwain:** Umm Al Quwain	▪ **Central:** Central Highlands, North Central, South Central Coast ▪ **North:** Northeast, Northwest, Red River Delta ▪ **South:** Mekong River Delta, Southeast

Definitions of regions (10/10) – Africa

Appendix: Definitions of regions (10/10)

Egypt	Kenya	Morocco	Nigeria	South Africa
▪ **Alexandria:** Alexandria, Beheira, Matruh ▪ **Asyut:** Asyut, New Valley ▪ **Delta:** Dakahlia, Damietta, Gharbia, Kafr El Sheikh, Monufia ▪ **Greater Cairo:** Cairo, Giza, Qalyubia ▪ **North Upper Egypt:** Beni Suef, Faiyum, Minya ▪ **South Upper Egypt:** Aswan, Luxor, Qena, Red Sea, Sohag ▪ **Suez Canal:** Ismailia, North Sinai, Port Said, Sharqia, South Sinai, Suez	▪ **East:** Coastal Kenya, East Kenya, Northeast Kenya ▪ **West:** Central Kenya, Nairobi, Nyanza, Rift Valley, West Kenya	▪ **Central:** Guelmim-Oued Noun, Souss-Massa ▪ **North:** Béni Mellal-Khénifra, Casablanca-Settat, Drâa-Tafilalet, Fès-Meknès, Marrakesh-Safi, Oriental, Rabat-Salé-Kénitra, Tanger-Tetouan-Al Hoceima ▪ **South:** Dakhla-Oued Ed-Dahab, Laâyoune-Sakia El Hamra	▪ **Middle Belt:** Benue, Federal Capital Territory, Ilorin, Kabba, Kogi, Kwara, Nasarawa, Niger, Plateau ▪ **Niger Delta:** Akwa Ibom, Bayelsa, Benin, Calabar, Cameroons, Cross River, Delta, Edo, Ogoja, Rivers, Warri ▪ **North East:** Adamawa, Bauchi, Borno, Bornu, Gombe, Taraba, Yobe ▪ **North West:** Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, Zamfara, Zaria ▪ **South East:** Abia, Anambra, Ebonyi, Enugu, Imo, Onitsha, Owerri ▪ **South West:** Abeokuta, Ekiti, Ijebu, Lagos, Ogun, Ondo, Osun, Oyo	▪ **East:** Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, Mpumalanga, North West ▪ **West:** Northern Cape, Western Cape

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