



Global Consumer Survey
il consumer panel globale
sviluppato dalla partnership tra
Cint e Statista

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Company profile - Statista



- Founded in **2007**
- One of the world's leading online statistics portal
- **22.6 million page views** and **8.5 million unique visitors** every month
- **1.5 million registered users**
- **23,000 corporate customers**
- More than **700 employees** from 57 nations
- **Headquartered in Hamburg, Germany**
- Regional headquarters in **New York City, London, Paris and Singapore**

Statista Platform



- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** and **170 industries**
- **Worldwide coverage** with a focus on data from Europe, North America & China
- **Over 2,000 international universities**
- Media partners include **Mashable.com, Business Insider and Forbes**

Cint | Vision

Be the technology backbone of
the world's most successful
insight companies.





Cint | Mission

Create the universal platform for gathering insights that empowers innovation and helps to build better products and services.

Cint | Values

Make things *efficient* by being



Innovative



Reliable




Collaborative



Why Cint

- *4,000 API or hosted panels in Open Exchange*
- *65mm respondents (+57% YoY)*
- *60m+ completed interviews per year*
- *1,600 customers worldwide*
- *80 + countries*
- *15,000 new survey projects per month*





Cint | Brand Proposition

Cint is the industry standard for automated insight gathering that powers innovation.

Cint accelerates the efficiency in handling diverse sampling needs and managing complex projects so companies can surface insights faster, in a cost-effective and scalable way to build better products and services.



Why



With ever-changing consumer behaviour, insights professionals need to be able to connect with diverse audiences across the globe, quickly, efficiently and accurately – to understand how to deliver the right products and services, at the right time, at the right price at the right place.

What



We are the industry-standard technology for automated insight gathering that redefines how insight professionals run market research.

How



We are a fully transparent, trusted exchange platform for accessing diverse audiences, managing complex projects and empowering innovations for the world's most successful insights companies.

Who



We collaborate with successful insights professionals, to help them efficiently reach the most diverse audiences, through intuitive technology to gather data/information to drive innovation in their business.

Key differentiator



We are the only platform that allows you to scale and manage multiple panel sources seamlessly (open, proprietary and private), with standardised processes and workflows across your entire market research supply-chain.



Cint's Quality Commitment

- As a European-headquartered business, Cint has built a culture that values and has a deep understanding of the challenges and complexities of multi-geographic data quality.
- Cint takes quality very seriously and comply fully with ESOMAR, MRS, Insights Association, ARF, MRIA, AMA and AMSRO standards often going above and beyond standard requirements
- Being a European based business Cint has from the start followed data privacy guidelines and are fully GDPR compliant
- Transparency is at the center of Cint's technology. All Clients get full and direct access to information about supply sources to allow them the ability to monitor and evaluate their recruitment source quality

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

Global consumption, attitudes, and behaviors

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

More than 50 industries and topics

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

More than 5,000 consumer brands

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

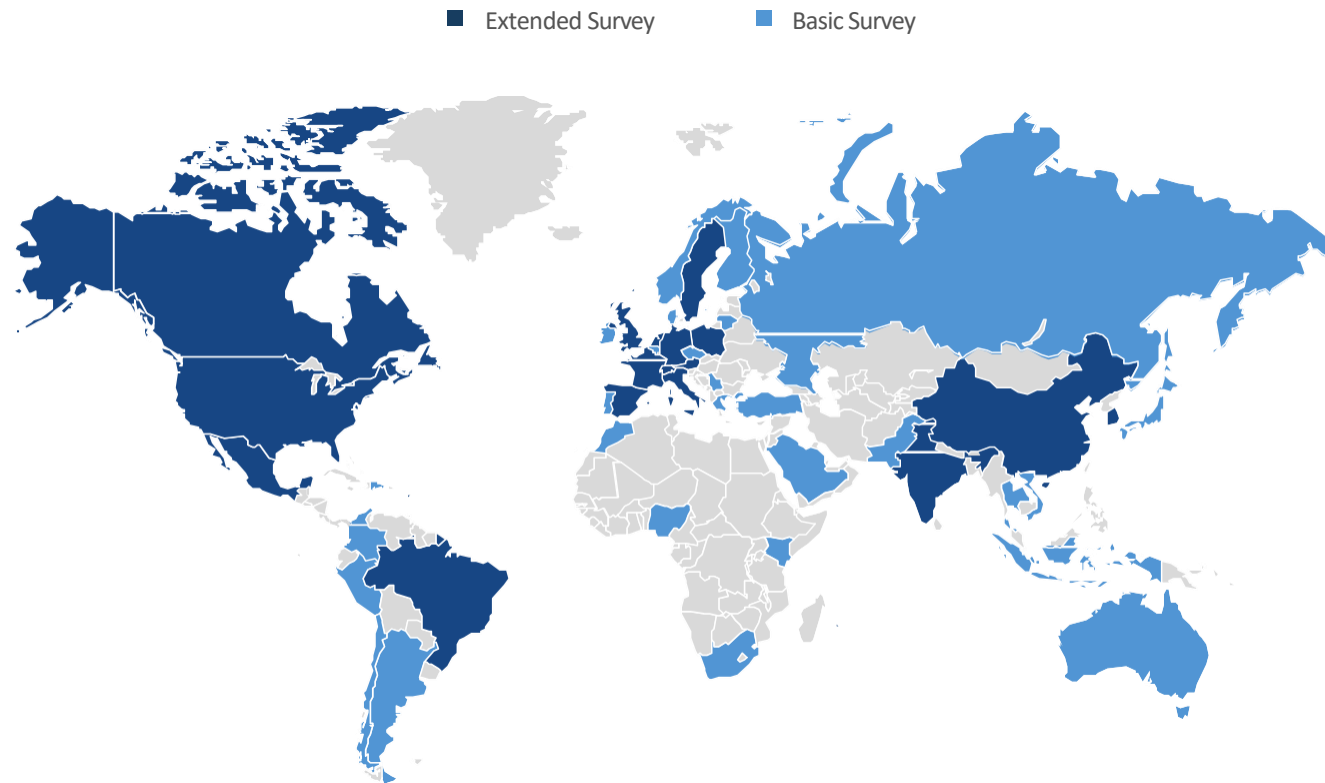
Browser-based DIY analyses

The data from the Global Consumer Survey comes alive in an interactive browser-based analysis tool on the Statista platform. Users can create their individual target groups and analyses and export their findings into Excel or PowerPoint.



With 46 countries the Global Consumer Survey 2019 covers 90% of the global GDP

Country coverage 2019



Basic Survey – 1 update / year

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

Extended Survey – 2 updates / year

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

1: The 2018 wave of the Global Consumer Survey includes 8,500 respondents from Switzerland. No update in 2019.

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
Etc.

 ASSIRM

MRF19

KNOWLEDGE,
NETWORKING,
GROWTH.