

Opinions split on the subject of consumption; clear majorities only seen in a few areas

Agreement with selected consumption trend sensor profiles

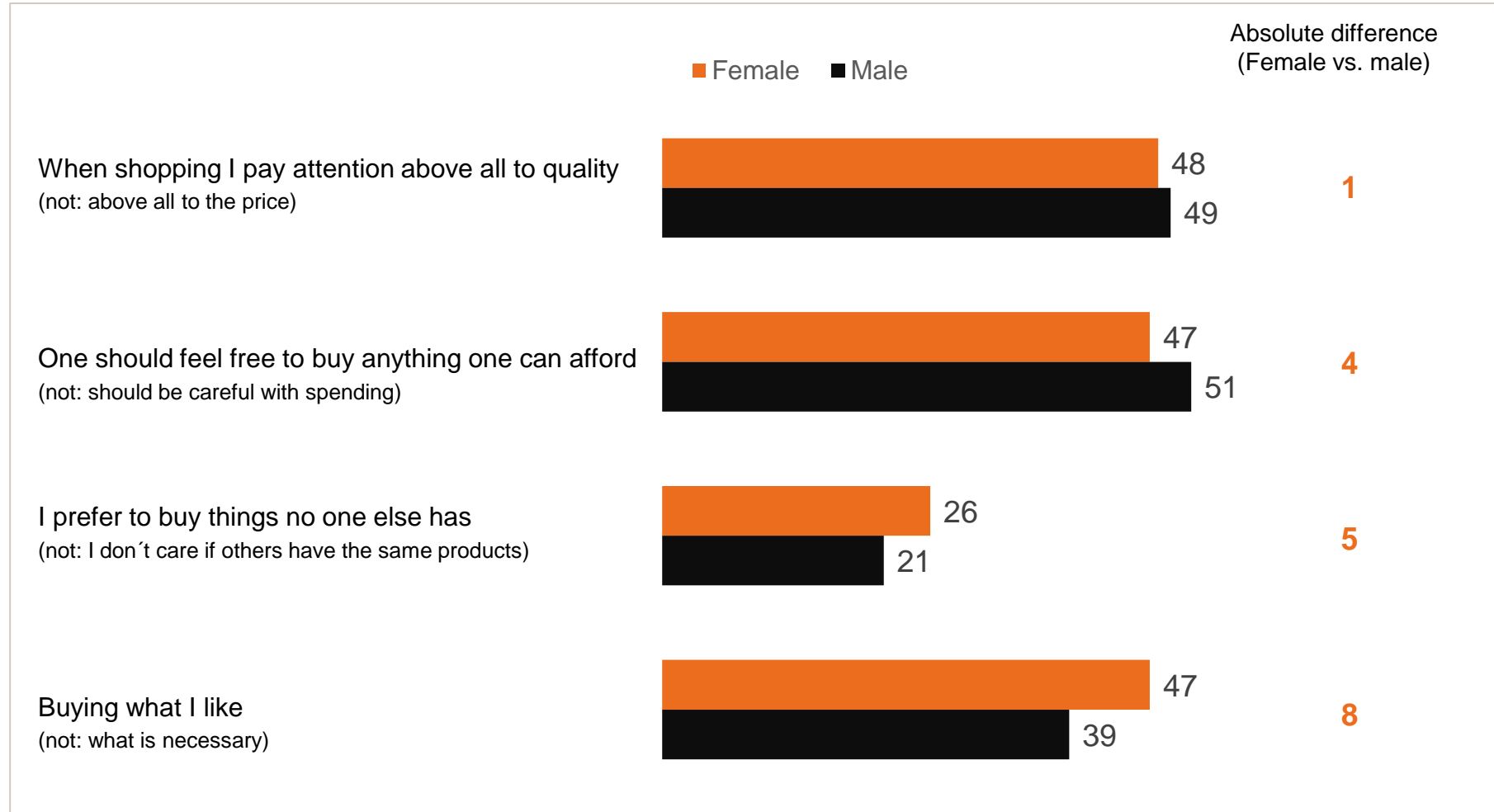
Four-stage-scale (1+2 = Agreement with left statement; 3+4= Agreement with right statement); in %, rounded figures



No gender difference in awareness of quality, although clear variance in attitudes regarding pure functionality

Agreement with selected consumption trend sensor profiles (Top2Box)

Answers in % (rounded figures), in brackets: counterpart to the respective statement

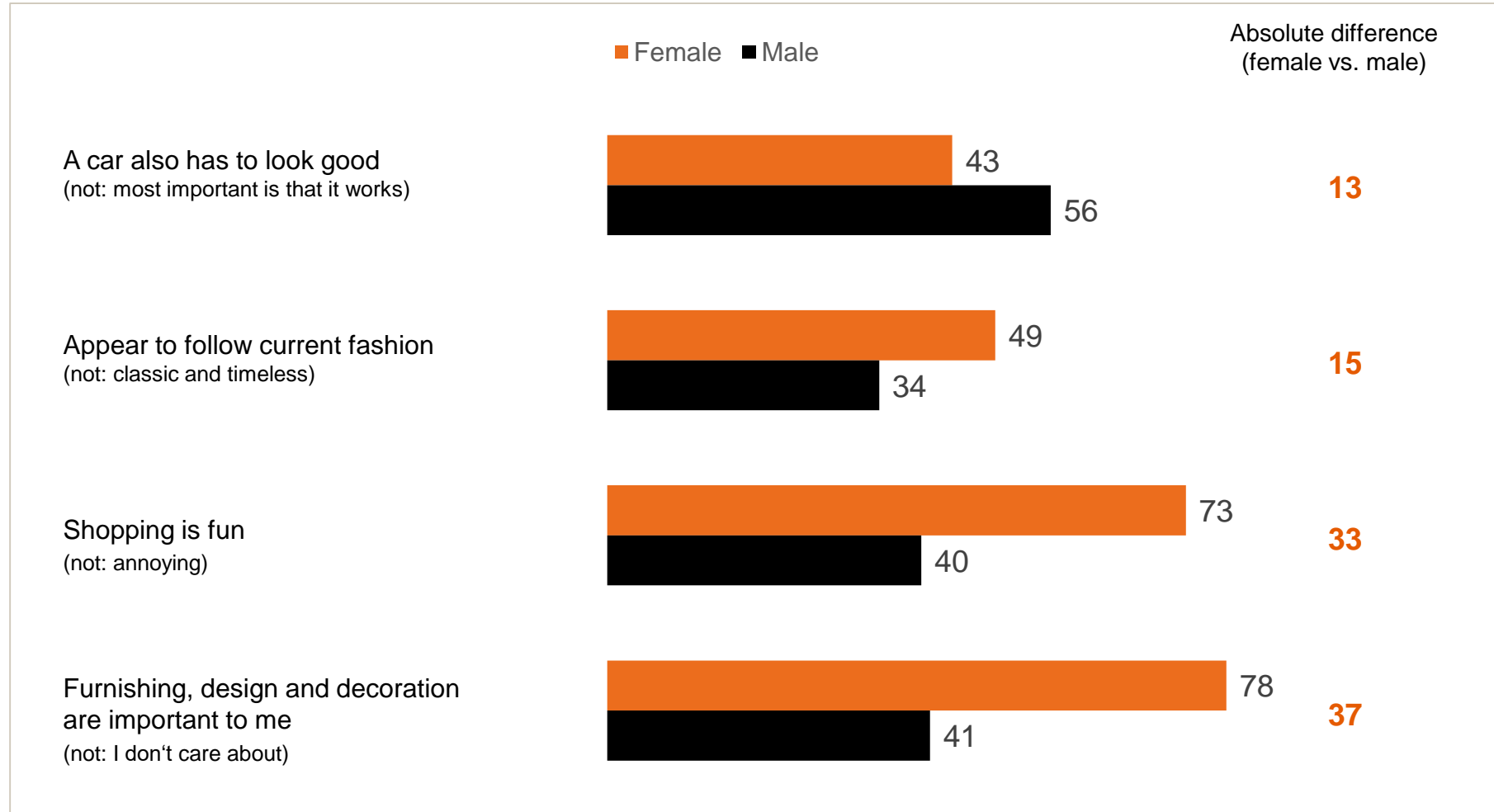


Source: Consumer Study 2018 –Consumption Trend Sensor, a study published by the GfK Verein; n = 2045 respondents in Germany aged 14 years and above; out of these n=987 male and n=1058 female respondents

Huge gender difference in shopping pleasure and attitude towards style

Agreement with selected consumption trend sensor profiles (Top2Box)

Answers in % (rounded figures), in brackets: counterpart to the respective statement

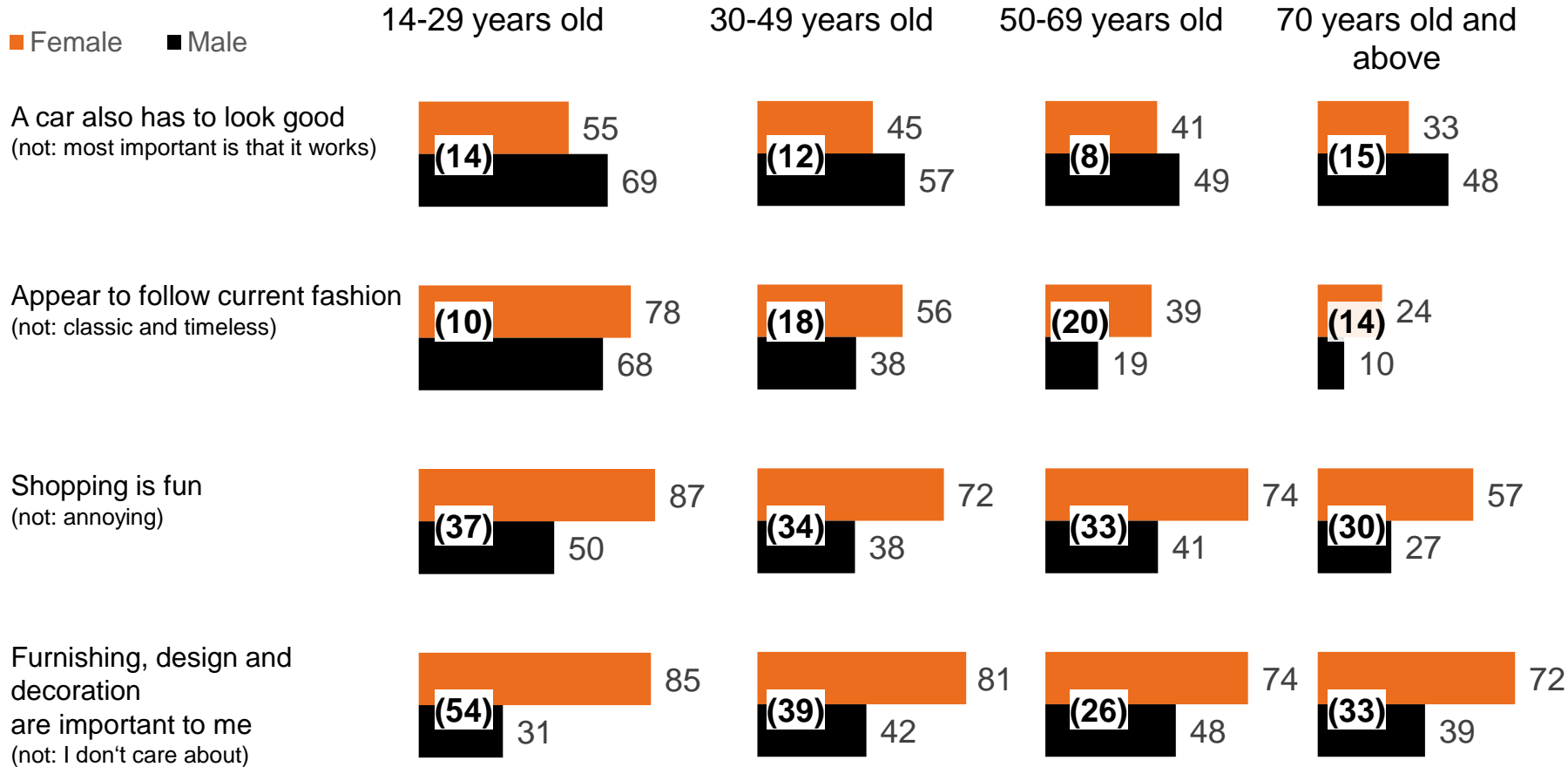


Source: Consumer Study 2018 –Consumption Trend Sensor, a study published by the GfK Verein; n = 2045 respondents in Germany aged 14 years and above; out of these n=987 male and n=1058 female respondents

The major differences between men and women transcend all age groups

Agreement with selected consumption trend sensor profiles (Top2Box)

Answers in % (rounded figures), text in brackets: counterpart to the respective statement, (figures in brackets: absolute difference female vs. male)



Source: Consumer Study 2018 –Consumption Trend Sensor, a study published by the GfK Verein; n = 2045 respondents in Germany aged 14 years and above, out of these n=987 male (14-29 n=240, 30-49 n=259, 50-69 n=302, 70+ n=186) and n=1058 female respondents(14-29 n=193, 30-49 n=324, 50-69 n=358, 70+ n=183)

Survey description

Method

Source:	Consumer Study 2017/2018 (Study of GfK Verein); area Germany		
Method:	Computer Assisted Personal Interviews (= Capi, 'face-to-face' survey)		
Survey period:	Autumn 2017		
Target group:	German population aged 14+ (representative)		
Sample size:	n = 2045		
Of which	All respondents	Male	Female
Aged 14-29	n = 433	n = 240	n = 193
Aged 30-49	n = 583	n = 259	n = 324
Aged 50-69	n = 660	n = 302	n = 358
Aged 70+	n = 369	n = 186	n = 183
Total	n = 2045	n = 987	n = 1058