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CONSUMERS & BRANDS

Mobile carriers: Vodafone customers in Germany

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Vodafone customers in Germany: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Vodafone customers in Germany ("brand users") against German smartphone users in general ("category users"), and the overall German consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Germany)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

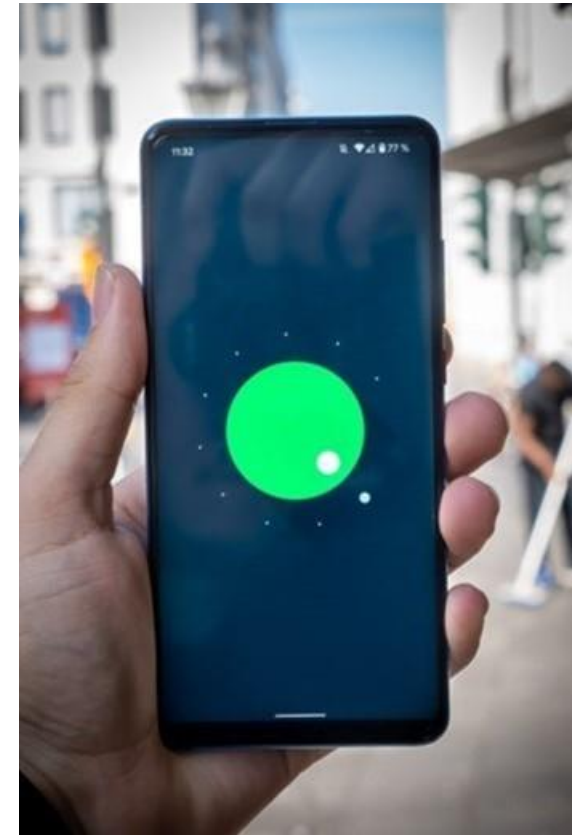
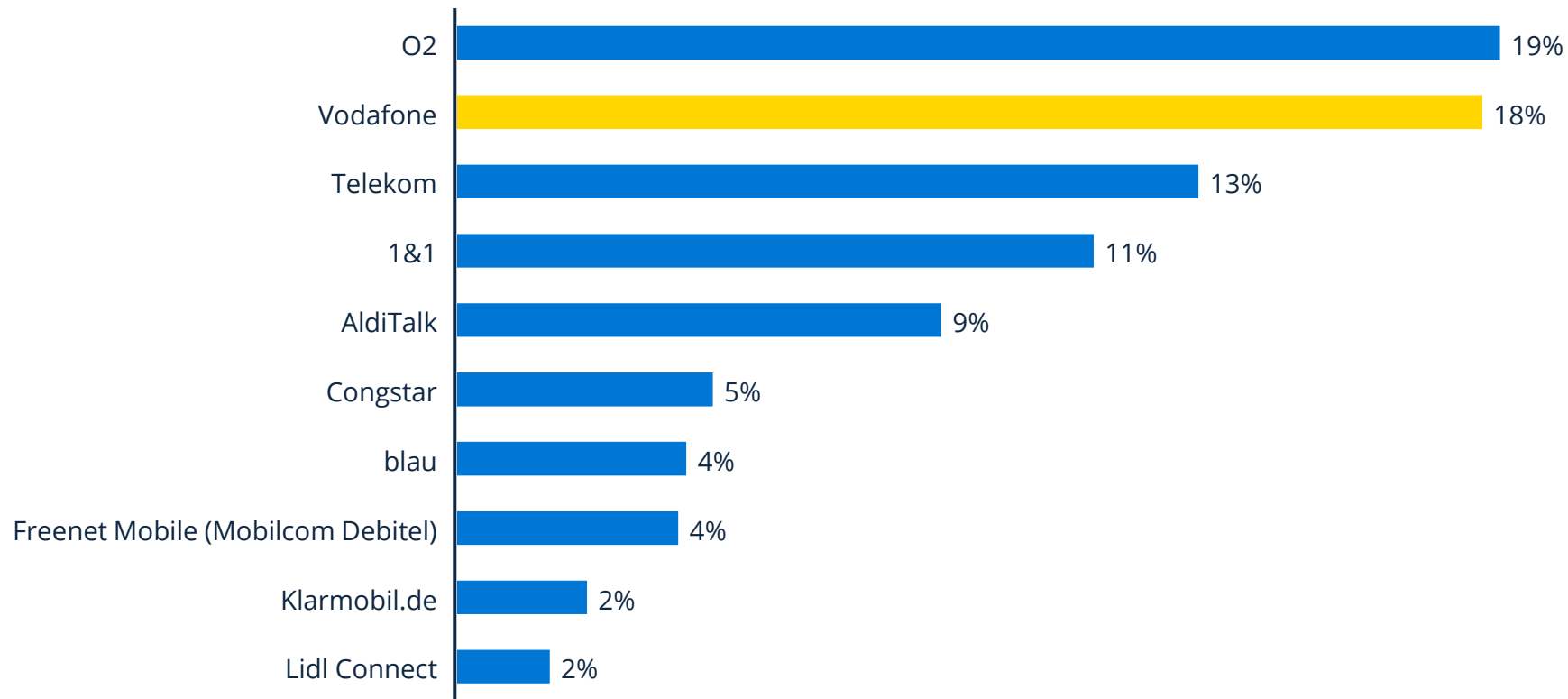
- Brand usage
- Key insights



Vodafone is the second most used mobile carrier in Germany after O2 and has a user share of 18%

Management summary: brand usage and competition

Top 10 most used mobile carriers in Germany



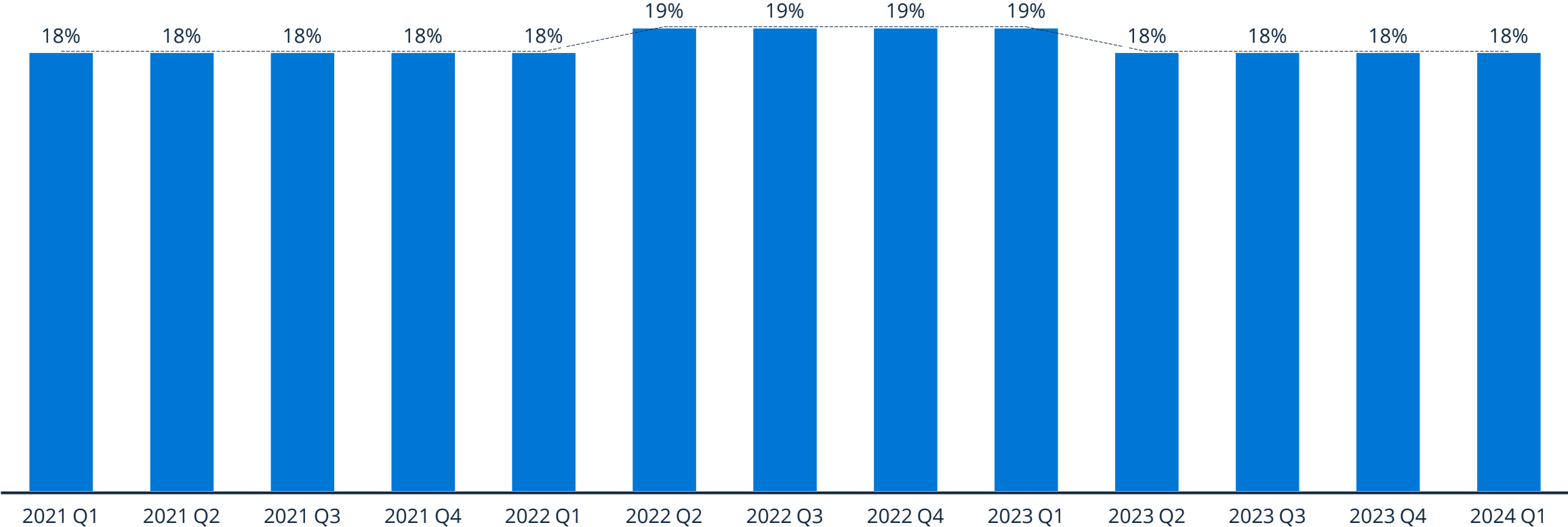
4 **Notes:** "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=5,780 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

The current share of smartphone users using Vodafone is fairly similar to Q1 of 2021

Management summary: brand usage timeline

Timeline of smartphone users using Vodafone



5 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=459 - 1096 Vodafone customers, n=2505 - 5811 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

Vodafone customers in Germany

Management summary: key insights

Demographic profile

36% of Vodafone customers are Millennials.

There is a fairly even split of male and female Vodafone customers.

Vodafone customers have a similar income distribution as smartphone users in general.

Smartphone users in general and Vodafone customers specifically, live in similar type of communities.

Consumer lifestyle

A happy relationship is less important to Vodafone customers than to other smartphone users.

Sports is a relatively prevalent interest of Vodafone customers.

Sports and fitness are relatively popular hobbies among Vodafone customers.

Consumer attitudes

It stands out that 29% of Vodafone customers say having access to the latest cellular network technology (5G) is important to them.

38% of Vodafone customers are in the early majority of innovation adopter types.

54% of Vodafone customers think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

Facebook is more popular among Vodafone customers than the average smartphone user.

Digital advertising touchpoints of Vodafone customers are similar to those of all smartphone users.

CHAPTER 02

Demographic profile

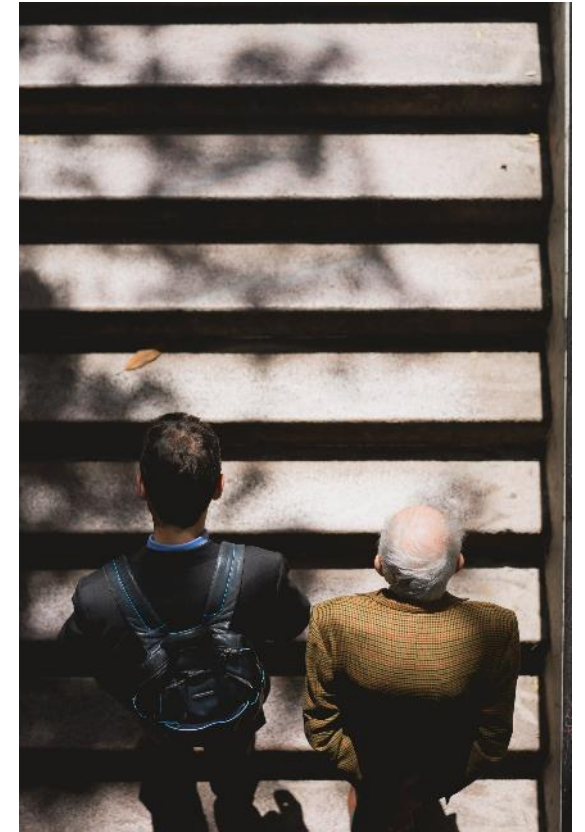
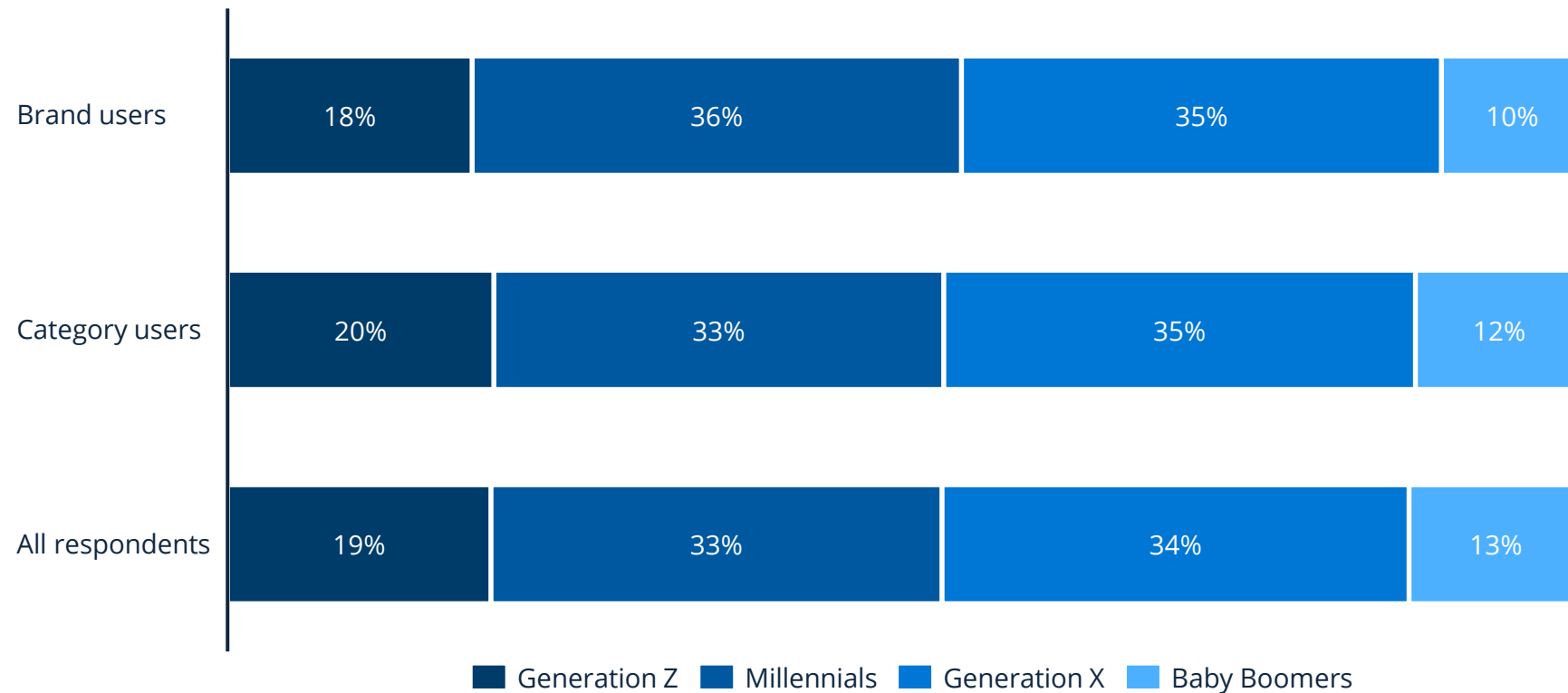
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



36% of Vodafone customers are Millennials

Demographic profile: generations

Age of consumers in Germany

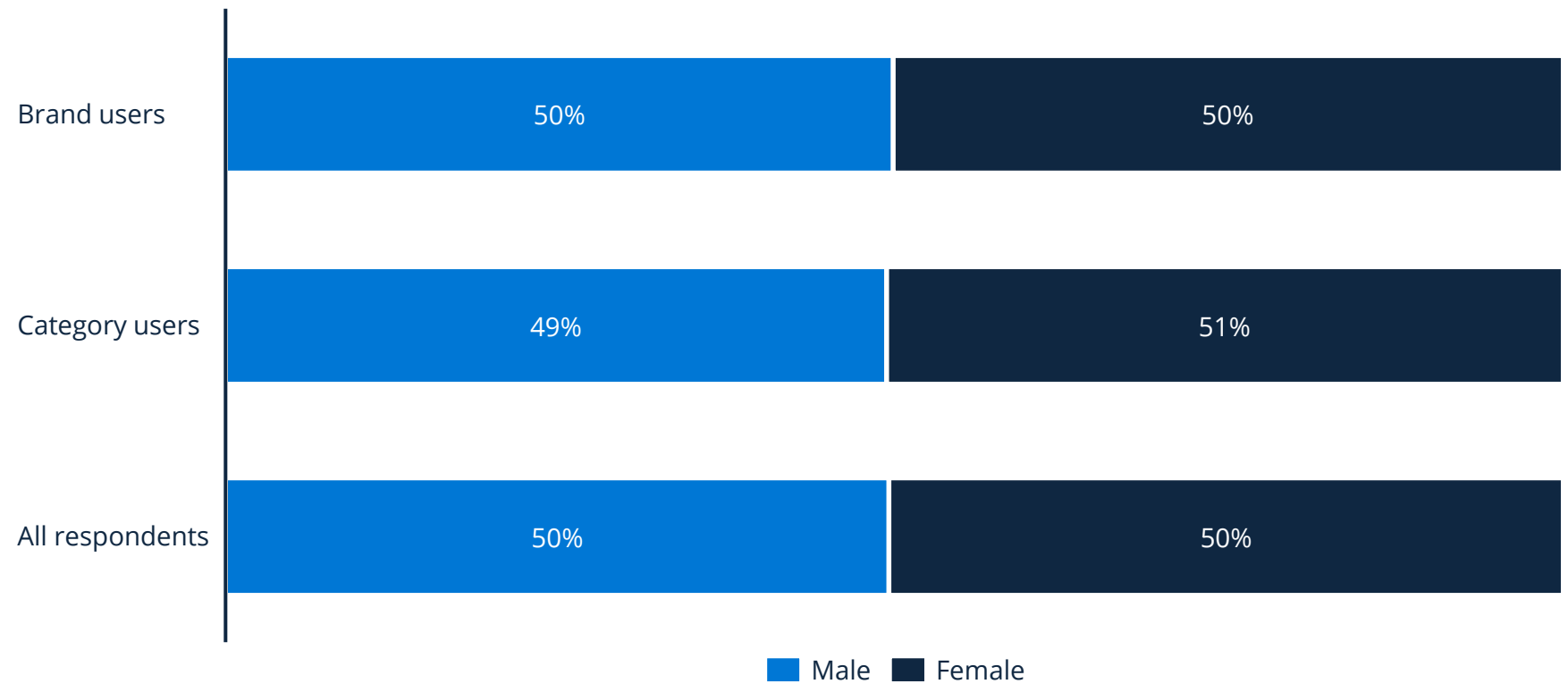


There is a fairly even split of male and female Vodafone customers

Demographic profile: gender



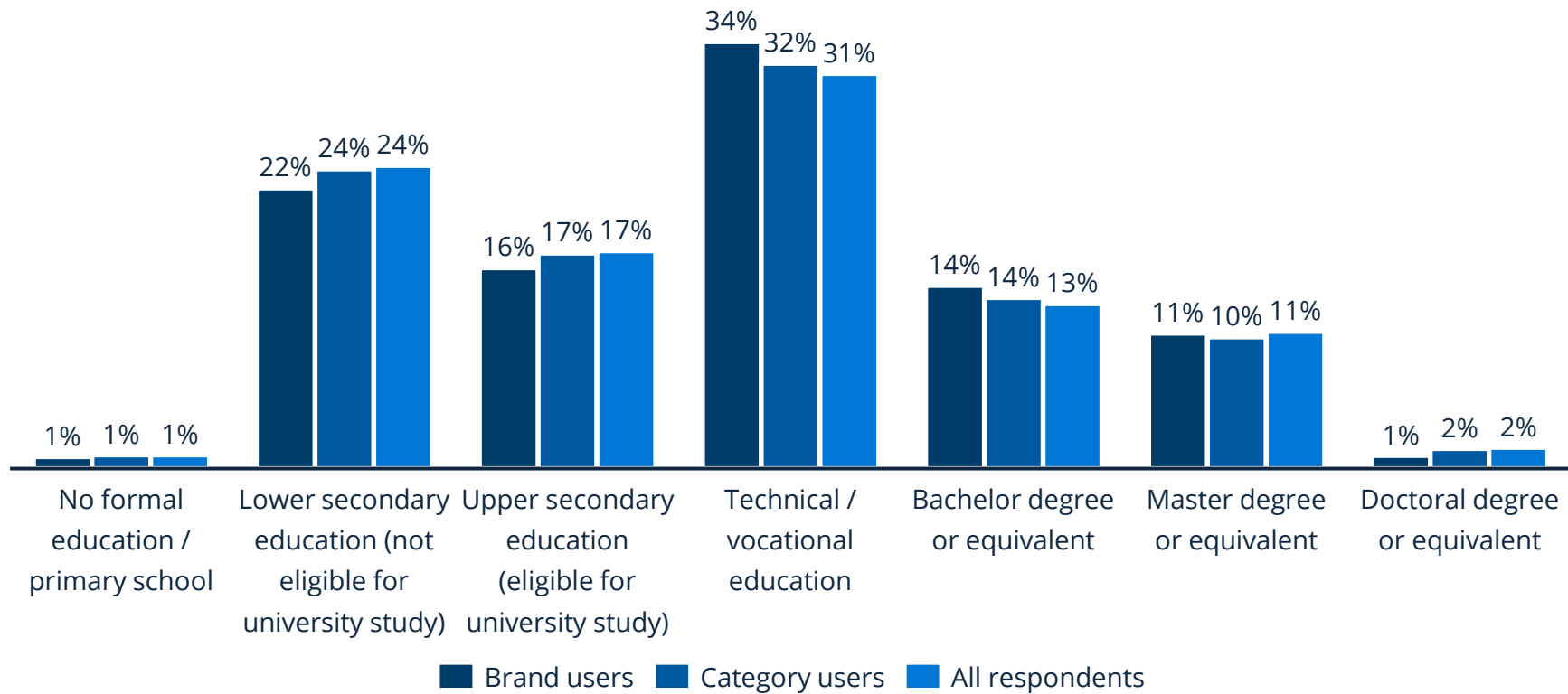
Gender of consumers in Germany



26% of Vodafone customers have a college degree

Demographic profile: education

Consumer's level of education in Germany

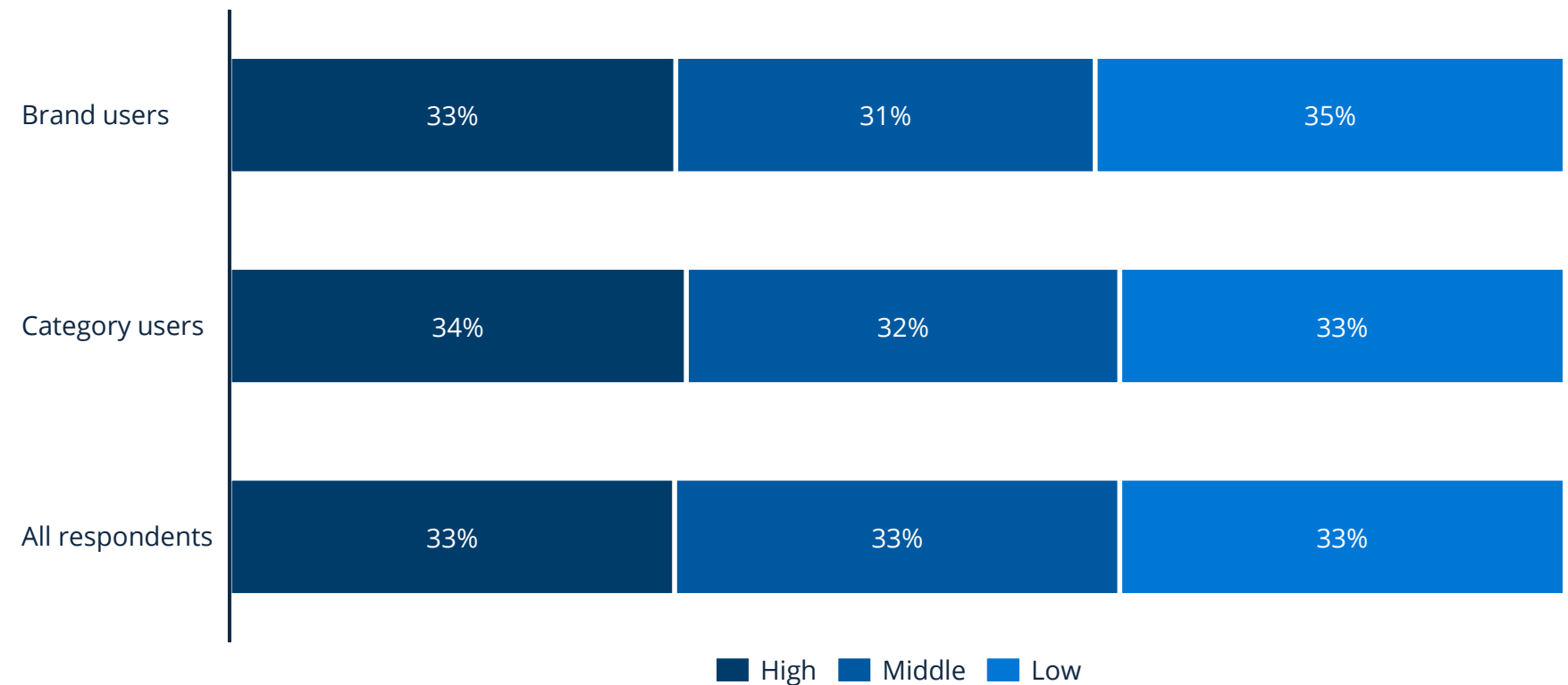


Vodafone customers have a similar income distribution as smartphone users in general

Demographic profile: income



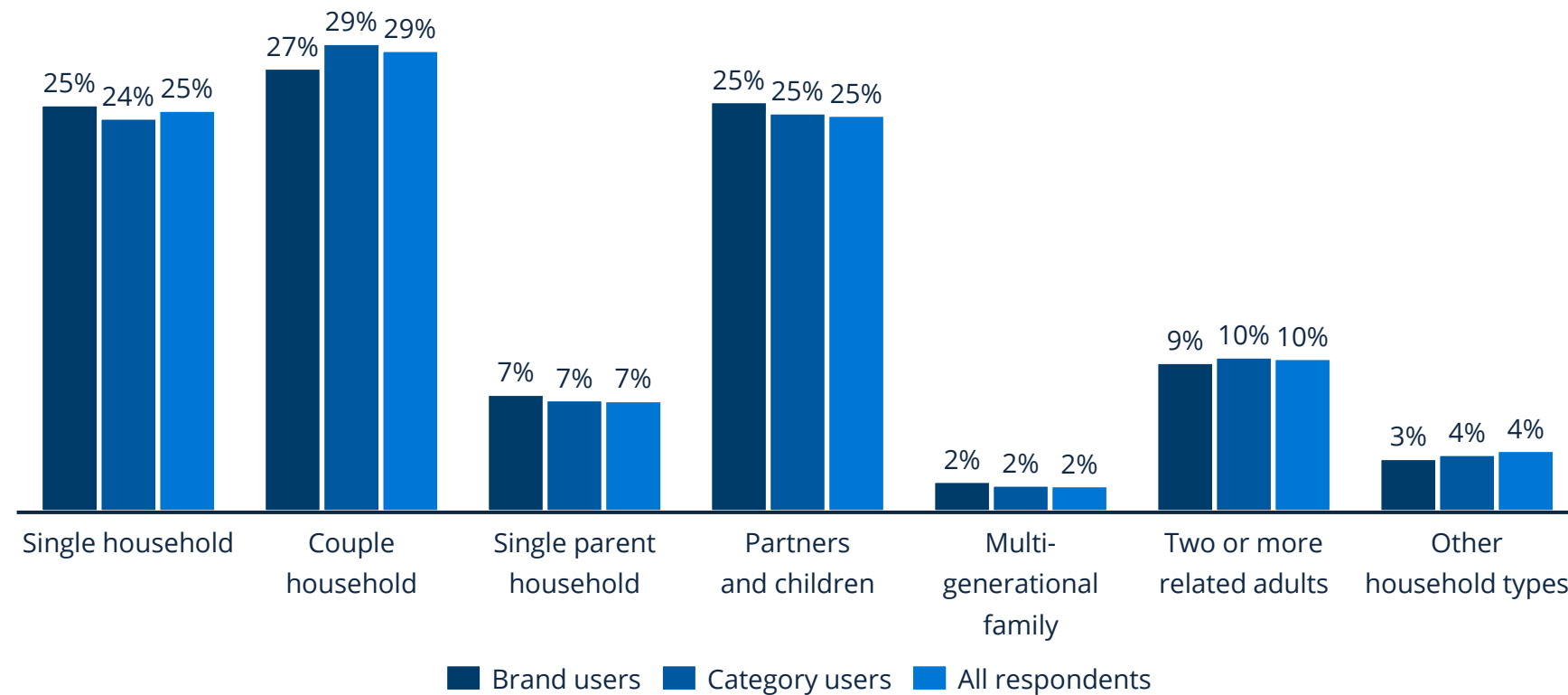
Share of consumers in Germany in the high, middle, and low thirds of monthly household gross income



The living arrangements of Vodafone customers and smartphone users overall are similar

Demographic profile: household classification

Type of households in which consumers in Germany live

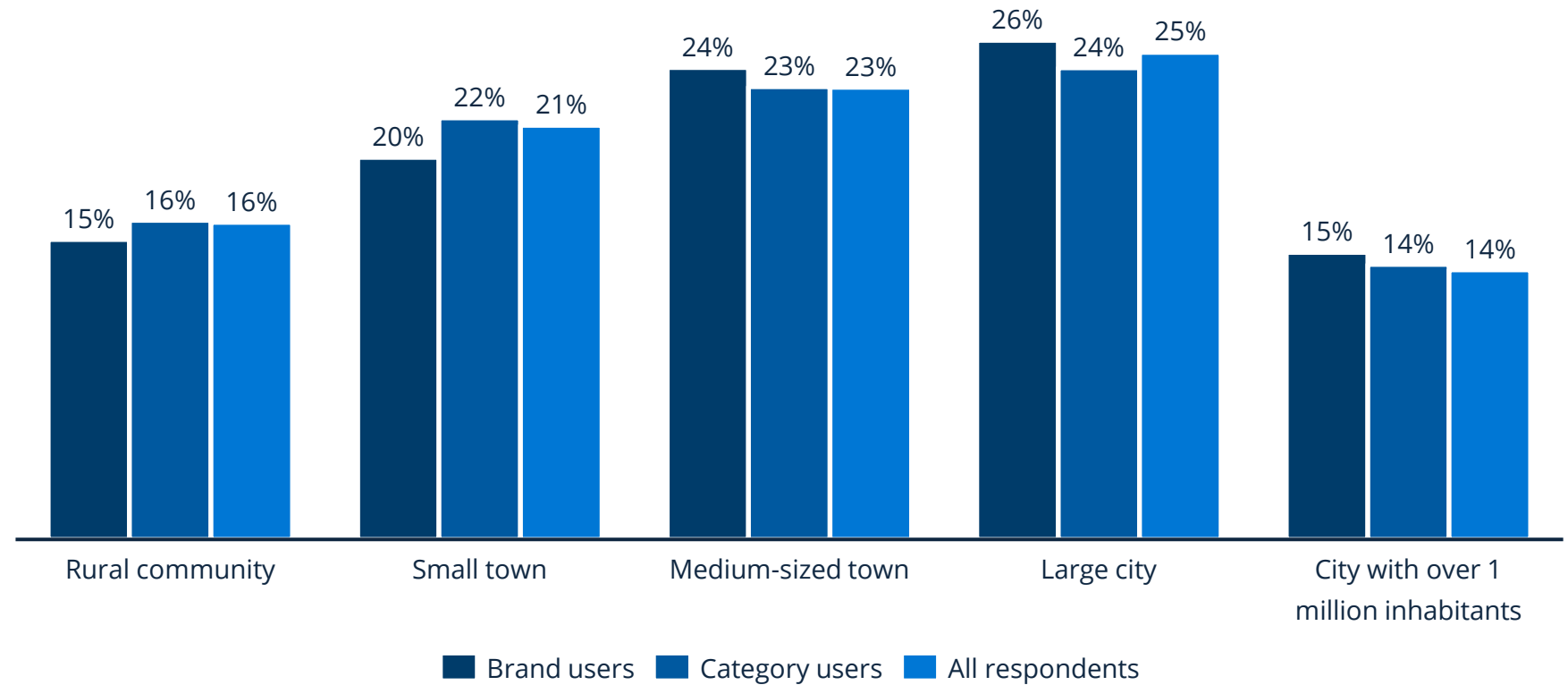


Smartphone users in general and Vodafone customers specifically, live in similar type of communities

Demographic profile: type of community



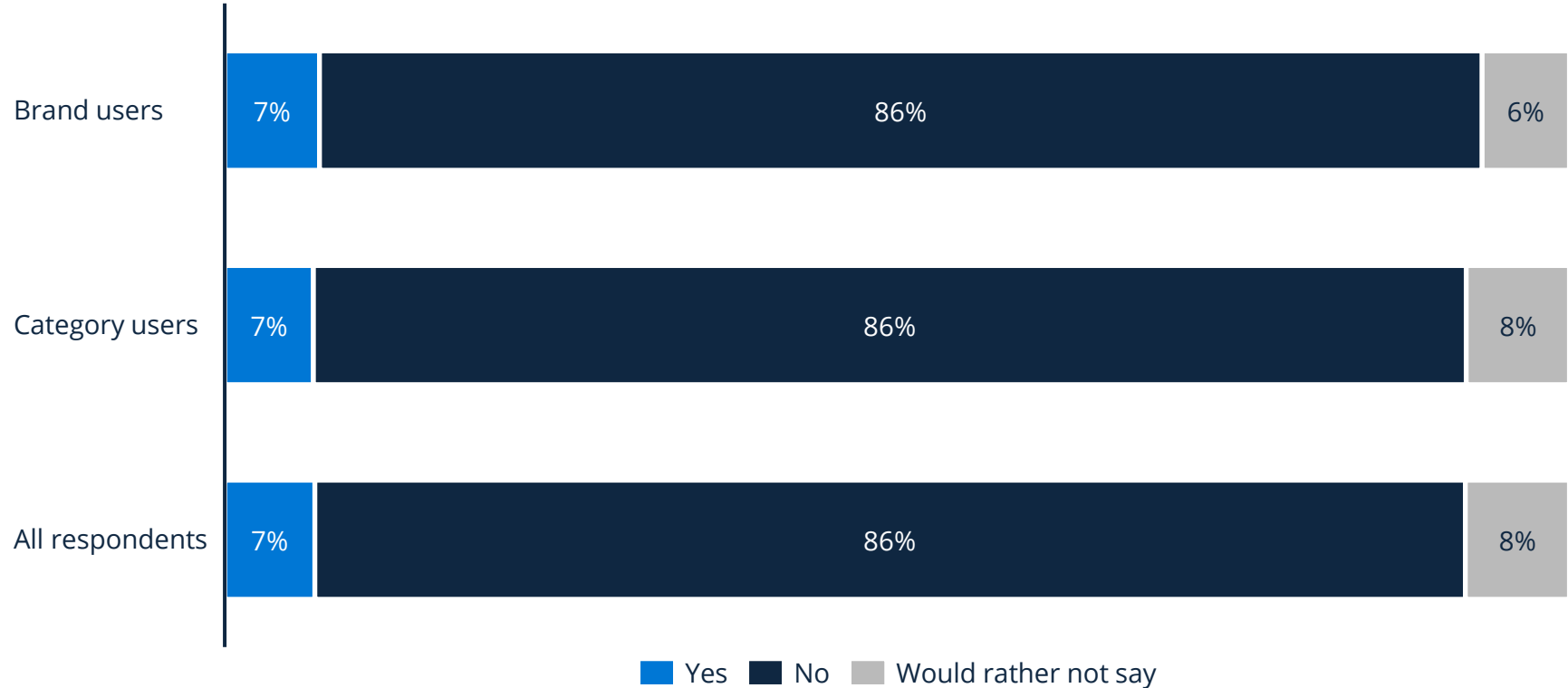
Communities where consumers live in Germany



7% of Vodafone customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Germany



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=1,064 Vodafone customers, n=5,780 smartphone users, n=35,985 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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