

# The U.S. Consumer 2021 Report

Global Consumer Survey

December 2020



**EVERISE**

# A comprehensive portrait of the evolving American consumer

## Introduction

### The U.S. consumer 2021 report

This report offers a snapshot of U.S. consumers<sup>1</sup> in 2021. Each chapter provides you with an edited selection of the most relevant results from the Statista Global Consumer Survey. The results include attitudes, usage and ownership data, as well as brand preferences from consumer perspectives on the following topics:

- Marketing & social media
- eCommerce & retail
- Food & nutrition
- Internet & devices
- Media & digital media
- Mobility
- Finance & insurance
- Health
- Housing & household equipment
- Travel
- Services & eServices

### About the survey

Covering the offline and online world, the Statista Global Consumer Survey offers a global perspective on consumption and media usage. Based on more than 1,000,000 online interviews<sup>2</sup>, it enables you to draw actionable insights from consumers on industries and markets worldwide.

**statista** 

### About Everise

Everise offers enterprises the solutions and technology they need to rapidly scale their brands across markets, and to evolve their offering through the product or service lifecycle. Learn why some of the world's most loved brands have products and services that are tested, protected, supported and sold by Everise.

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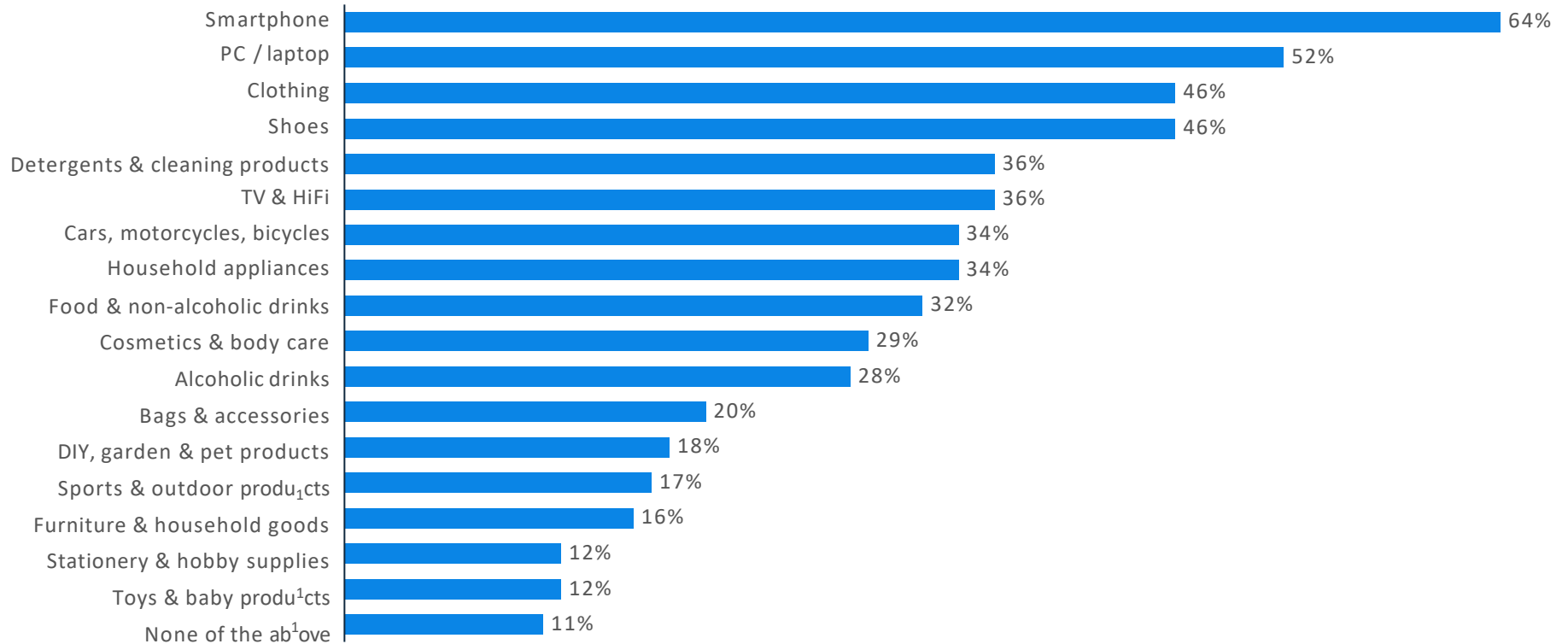
[weareeverise.com](https://weareeverise.com)

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# Smartphones and PC brands are more important to U.S. consumers than clothing or shoe brands

The U.S. consumer: brand awareness

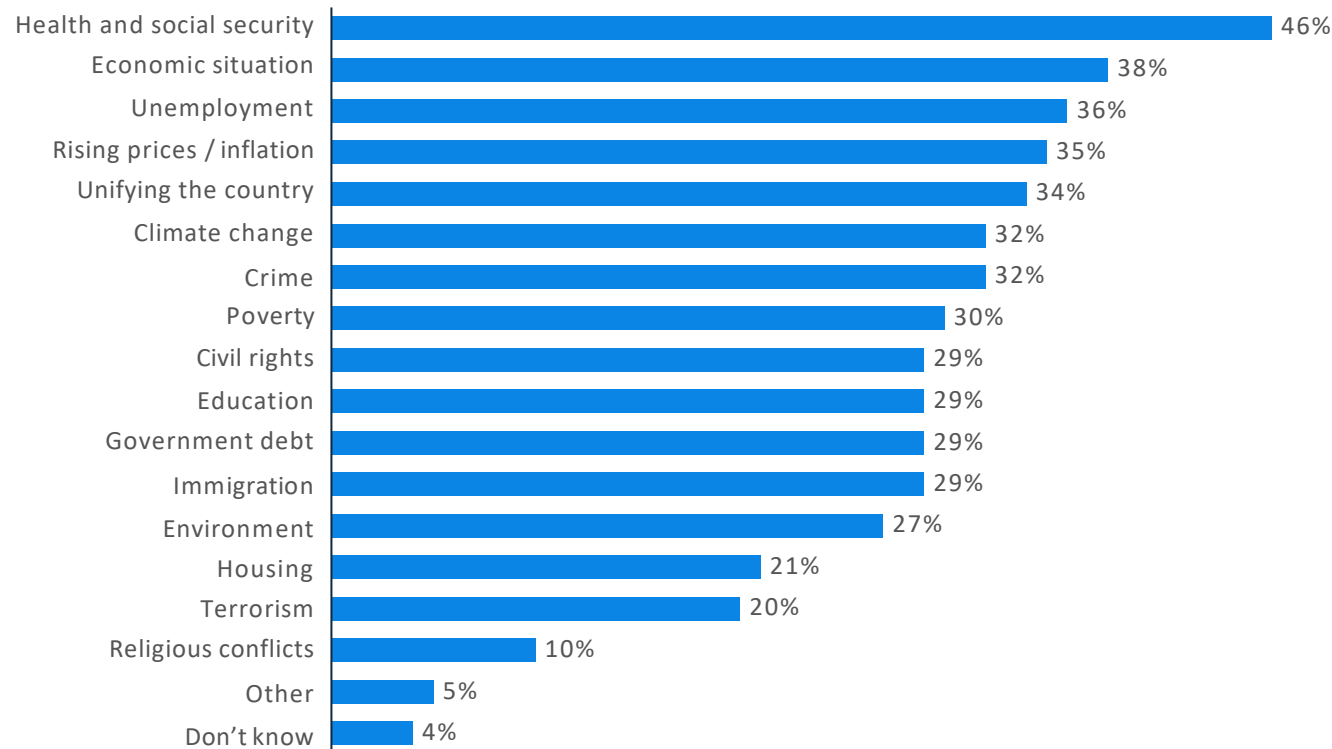
## U.S. consumers' brand awareness by category



# For U.S. consumers, health and social security are the biggest challenges facing their country

The U.S. consumer: challenges for the country

## Biggest challenges the country is facing at the moment



According to 46% of U.S. consumers, health and social security are viewed as the biggest challenges that the U.S. is facing at the moment. The topics of the economic situation (38%) in the U.S. and unemployment (36%) follow. Terrorism and religious conflicts are regarded as the least important issues in the U.S.



# MARKETING & SOCIAL MEDIA

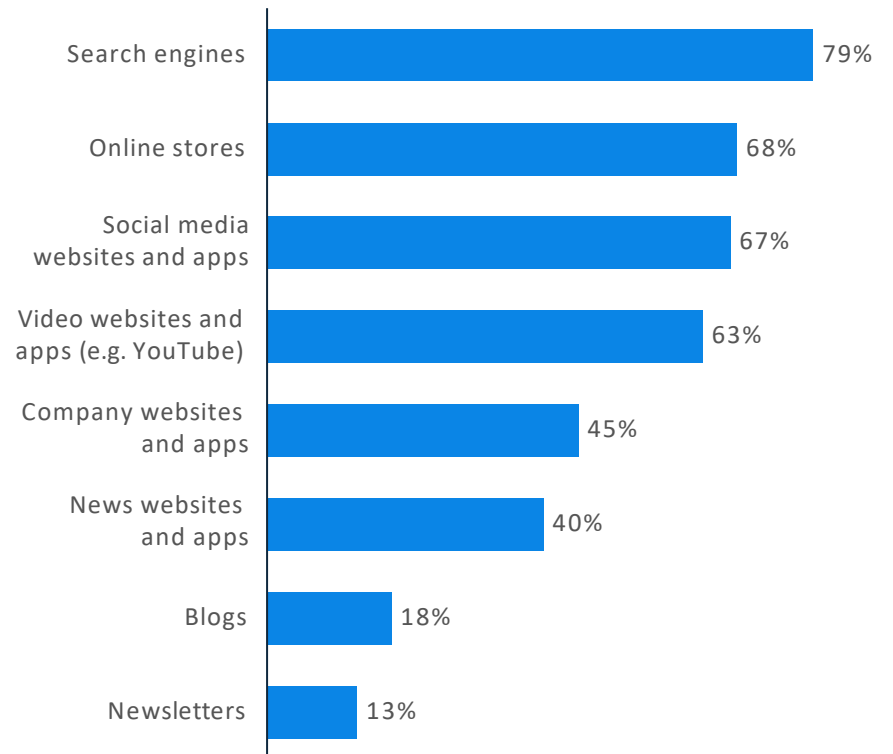


# Search engines, online stores, and social media are the most used types of websites in the U.S.

Marketing & social media: website types



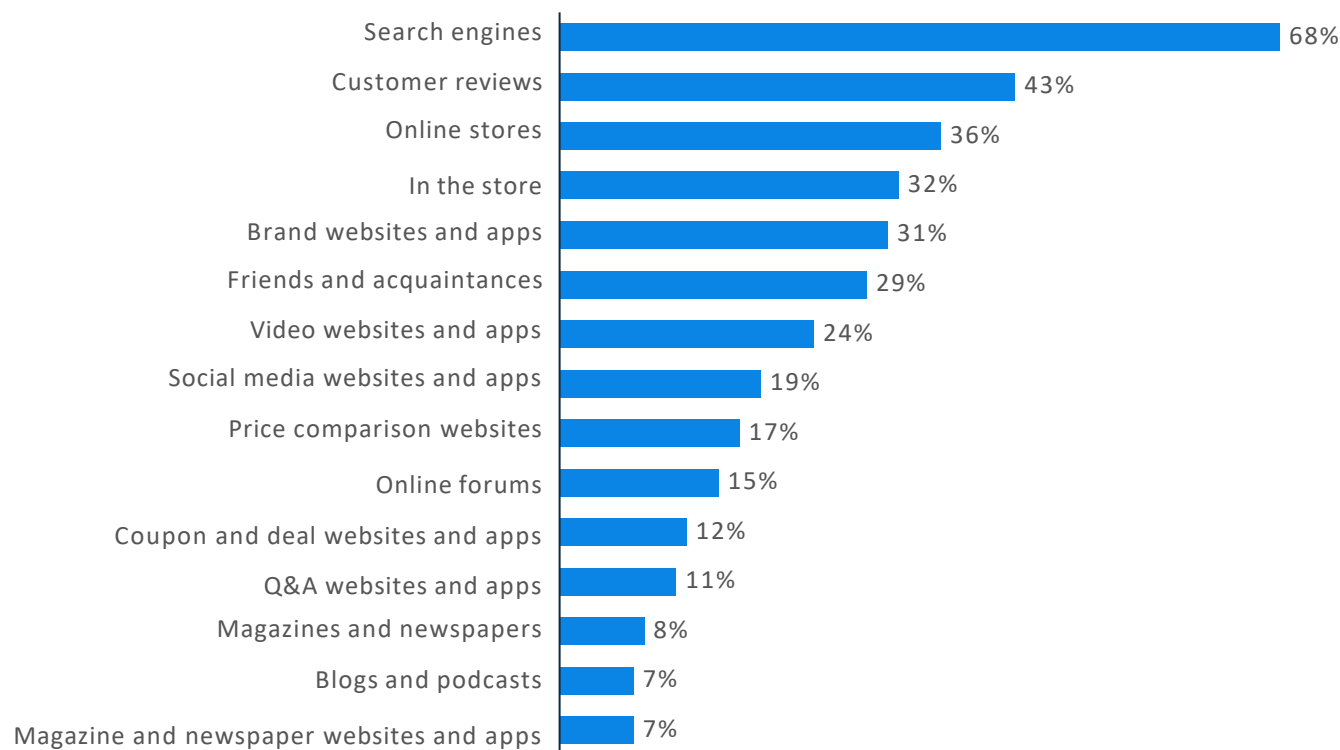
## Websites and online services used in the past 4 weeks



# The biggest share of consumers uses search engines when looking for specific information on a product

Marketing & social media: sources of information

## Most frequented channels for product information



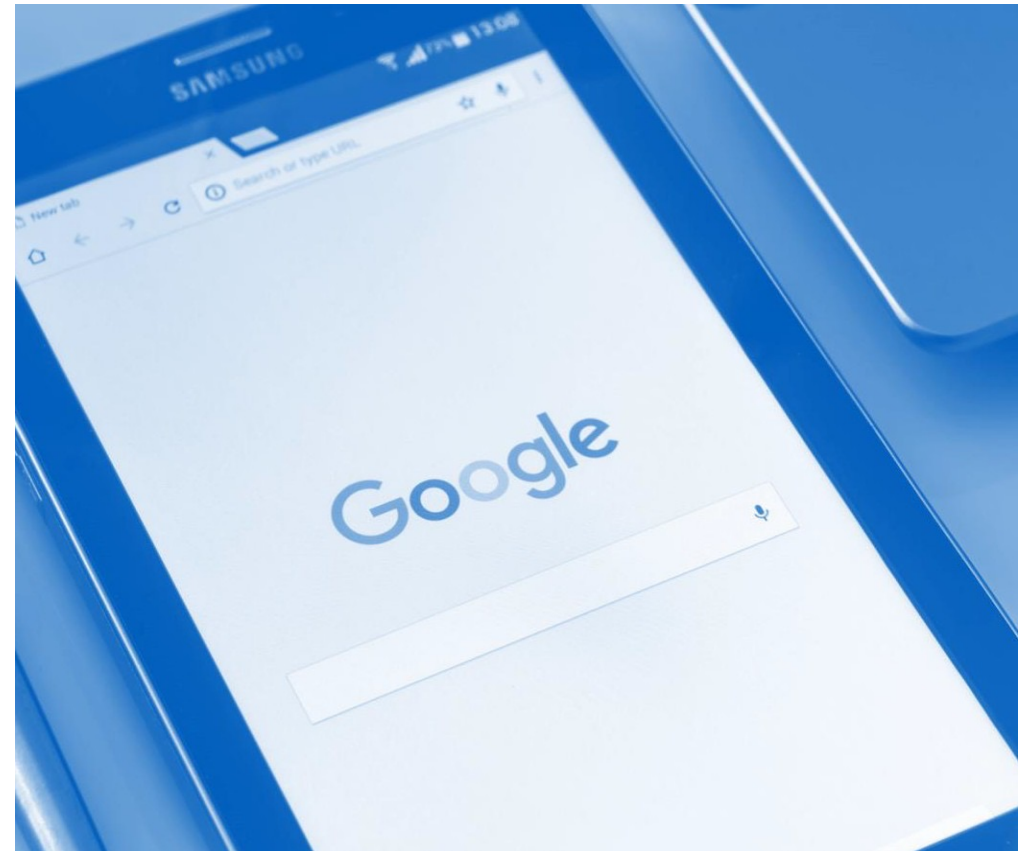
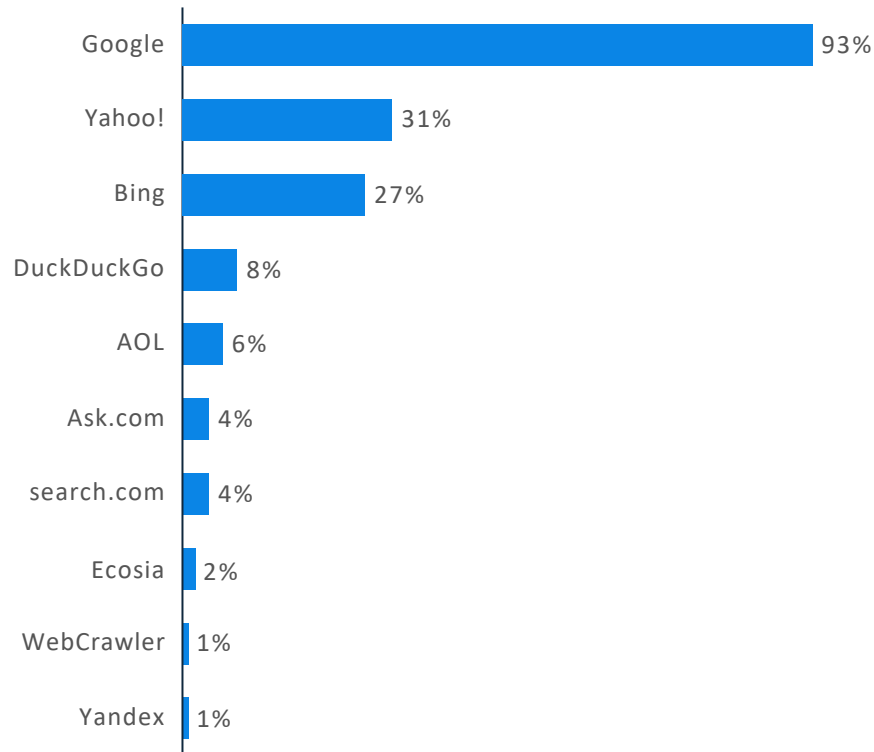
When it comes to sources of information about products, U.S. consumers heavily rely on the internet: Only two out of the ten most frequented channels of information are not online channels: stores; and friends or acquaintances.

Among the online sources of product information, customer reviews surpass online stores as well as brand websites and apps.

# Google is used much more often by U.S. consumers than its close competitors, Yahoo! and Microsoft Bing

Marketing & social media: search engines

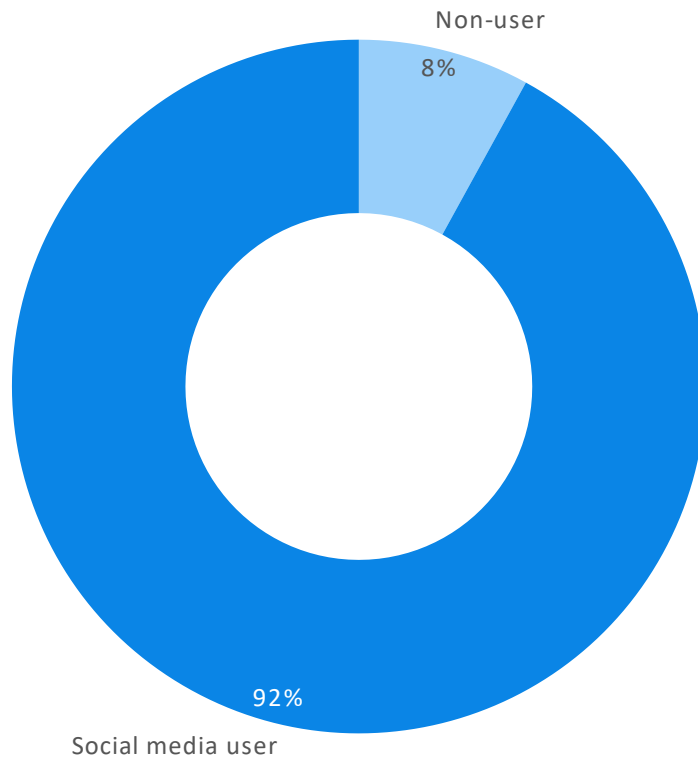
## Top 10 most used search engines in the U.S.



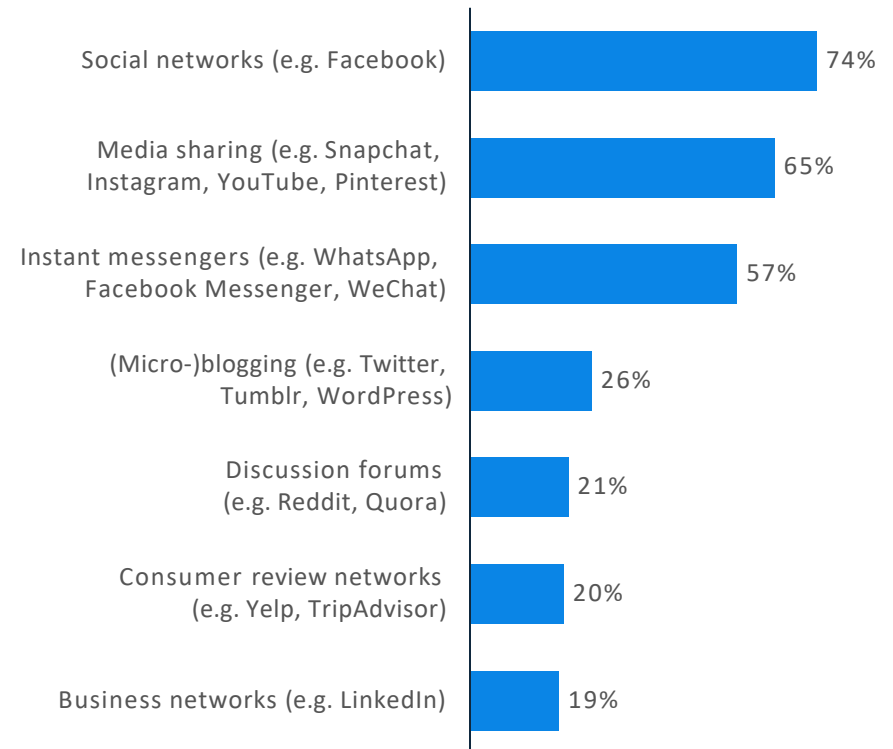
# Nearly all U.S. consumers use social media, and social networks and media sharing sites get the most use

Marketing & social media: social media

## Share of social media users



## Most regularly used kinds of social media

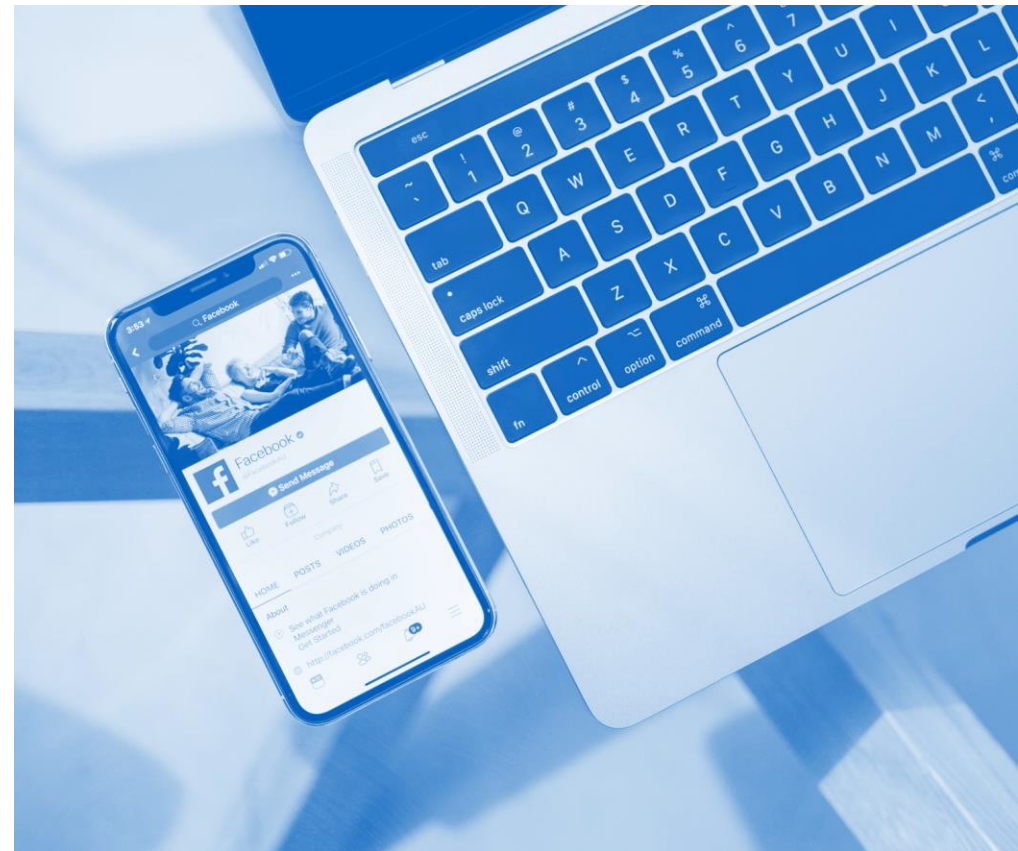
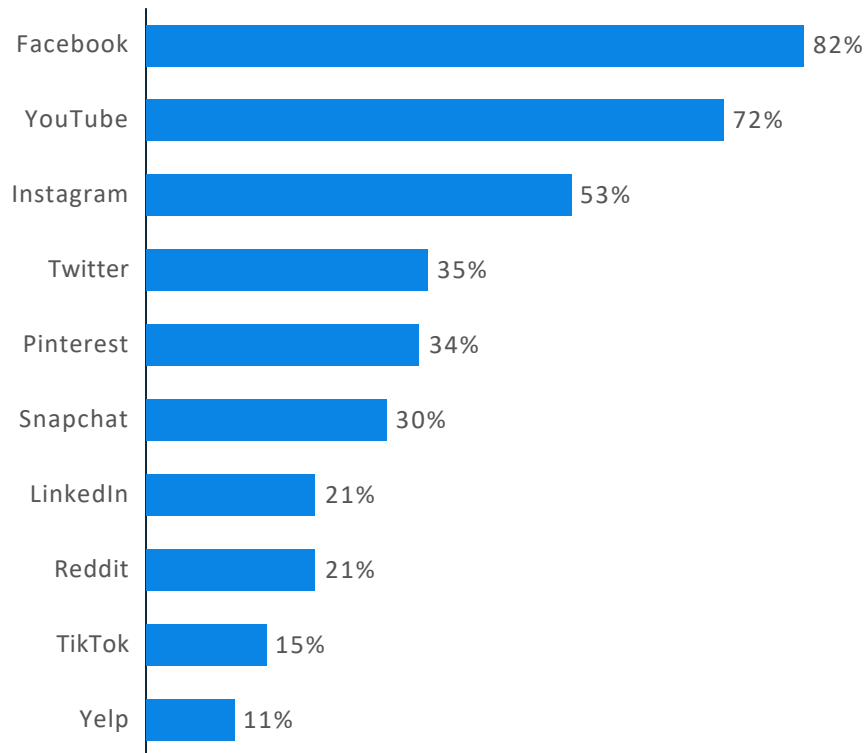


“Recode based on “Social media usage by platform type” (incl. instant messaging)” Single Pick; Base: n=4,184 all respondents; “What kinds of social media do you use regularly?”; Multi Pick; Base: n=4,184 all respondents; Sources: [Global Consumer Survey](#) as of November 2020

# More than 80% of social network users in the United States use Facebook

Marketing & social media: social network brands

## Top 10 most regularly used social networks in the U.S.

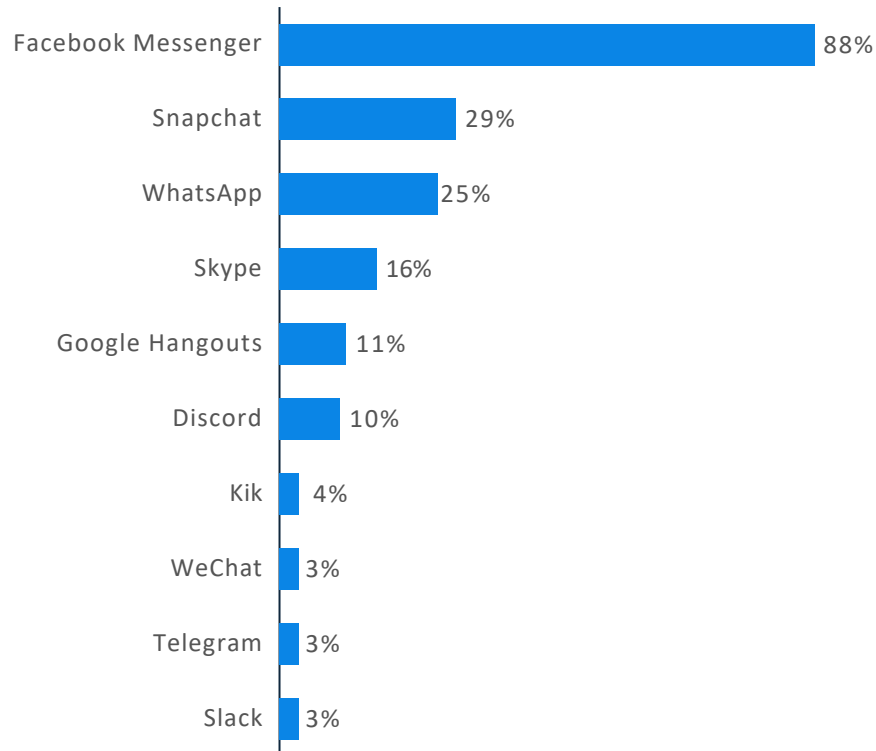




# Snapchat is more popular than WhatsApp, but Facebook Messenger is in a league of its own

Marketing & social media: instant messenger brands

## Top 10 instant messenger apps in the U.S.



# ECOMMERCE & RETAIL



# Most U.S. consumers keep an eye out for special offers when shopping

eCommerce & retail: attitudes (1/2)

## Selected attitudes towards shopping in general in the U.S.



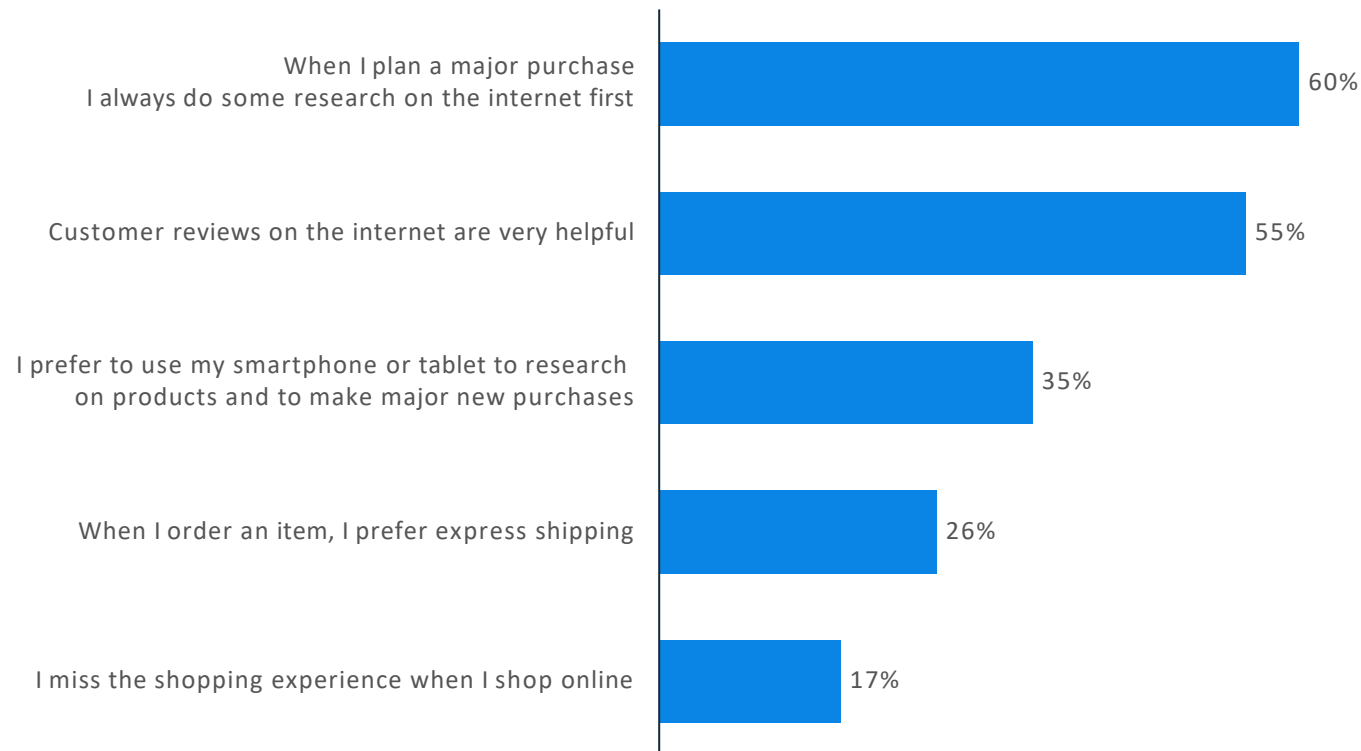
Over three quarters (77%) of U.S. consumers keep an eye out for special offers when shopping. Another important consideration for consumers while shopping is finding items that meet their daily needs, with 66% of U.S. consumers stating that they want apparel and footwear to be comfortable and practical. However, 38% say that dressing well is very important to them.

The U.S. consumer likes familiarity, with around half of (47%) preferring to shop at the same stores. 27% also like to use the same online store to purchase items from different sellers.

# Most U.S. consumers will conduct online research before making any major purchases

eCommerce & retail: attitudes (2/2)

## Selected attitudes towards online shopping in the U.S.



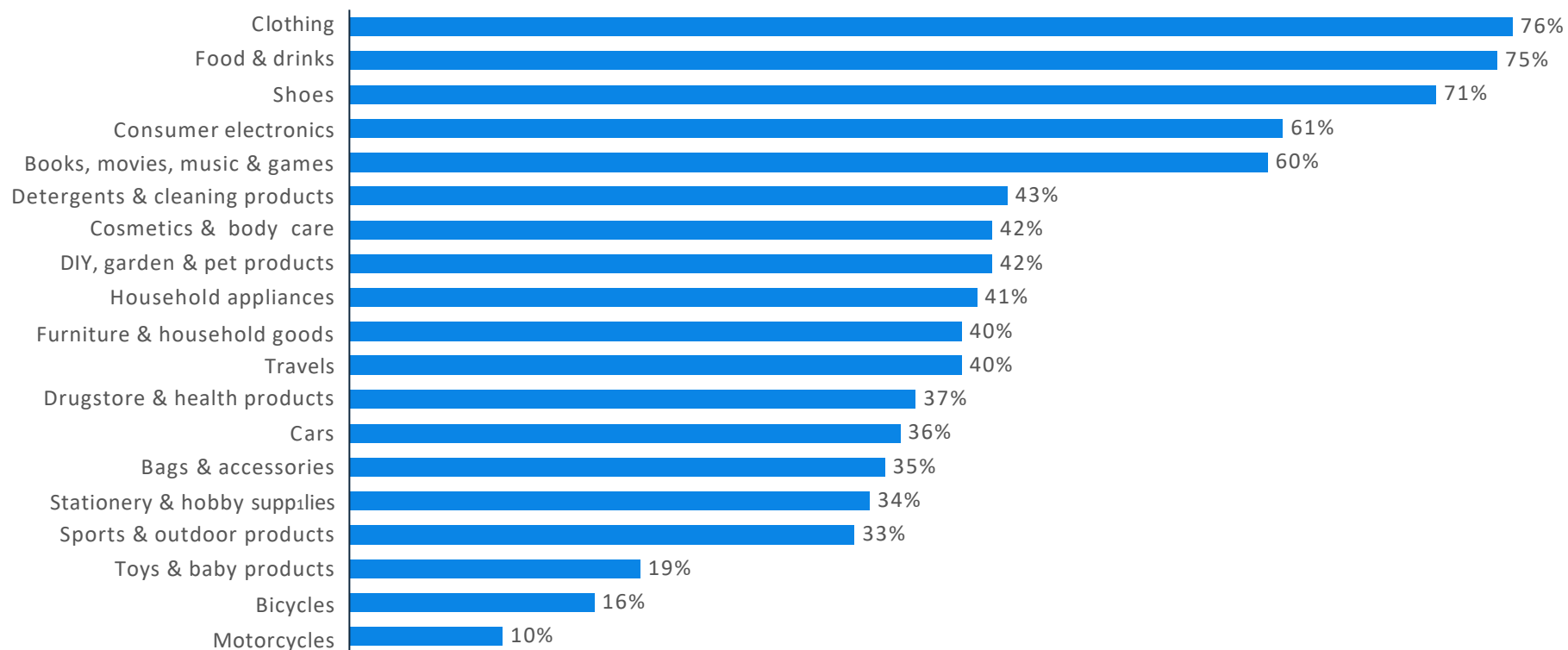
When considering making a major purchase 60% of U.S. consumers research on the internet, with 55% saying they find customer reviews very helpful. Over a third (35%) prefer to use their smartphone or tablet to research and shop online.

When ordering online, just over a quarter (26%) prefer express shipping and only 17% miss the general shopping experience.

# The product categories that interest U.S. consumers the most are clothing, shoes, and food and drinks

eCommerce & retail: product categories

## Level of consumer interest in products and/or services in the U.S.

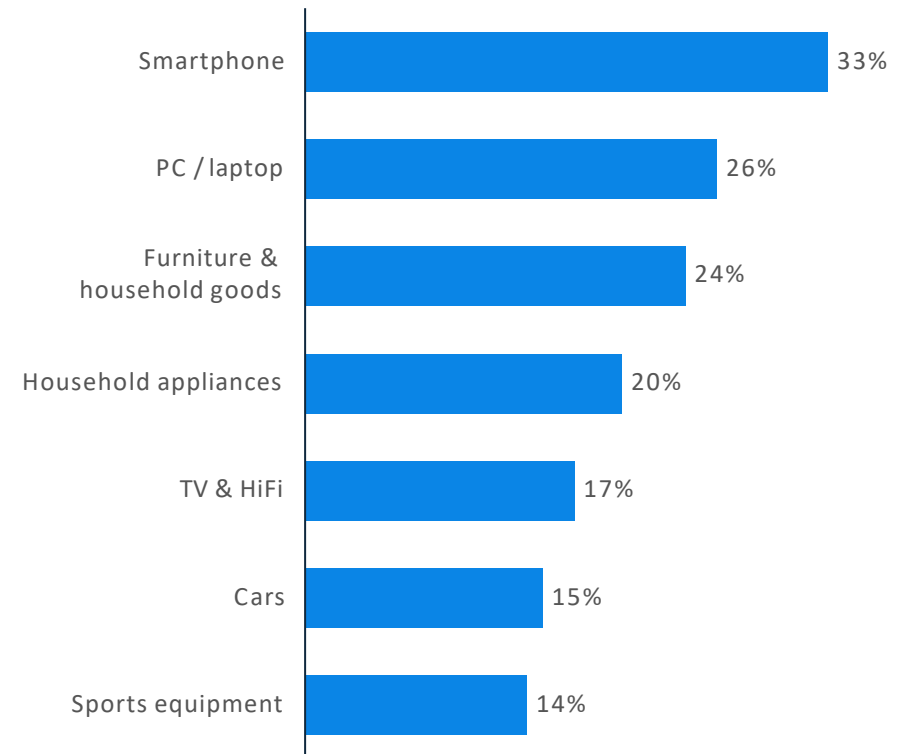


# One out of every three U.S. consumers plans to purchase a smartphone within the next 12 months

eCommerce & retail: purchase intention



Purchase intention of selected product categories



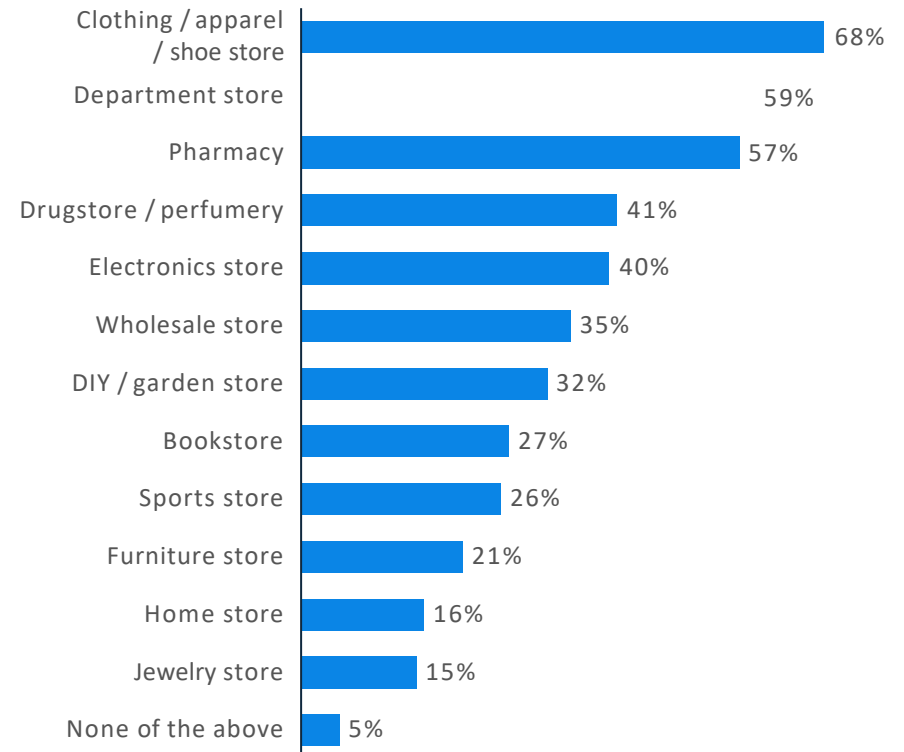


# Clothing, apparel, and shoes have been the most popular offline purchases in the past 12 months

eCommerce & retail: offline purchase channels

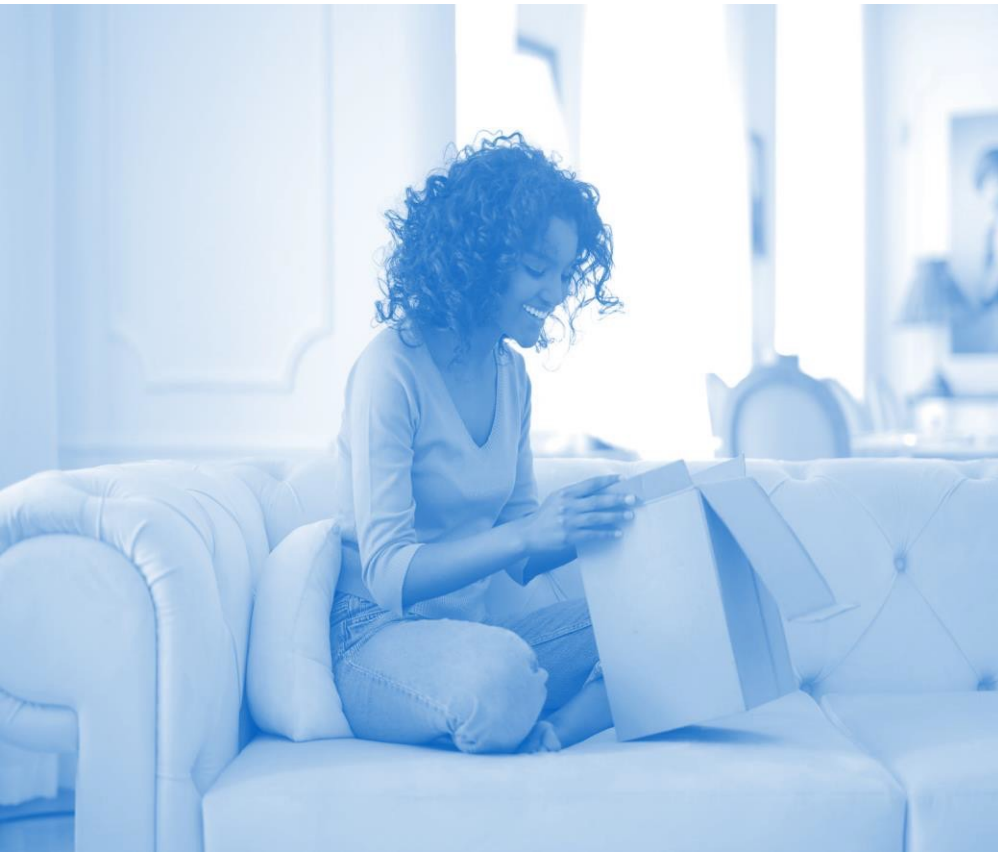


## Stores where consumers have visited/purchased items



# Direct delivery and cheaper prices are the most compelling reasons for U.S. consumers to buy online

eCommerce & retail: drivers of online purchases



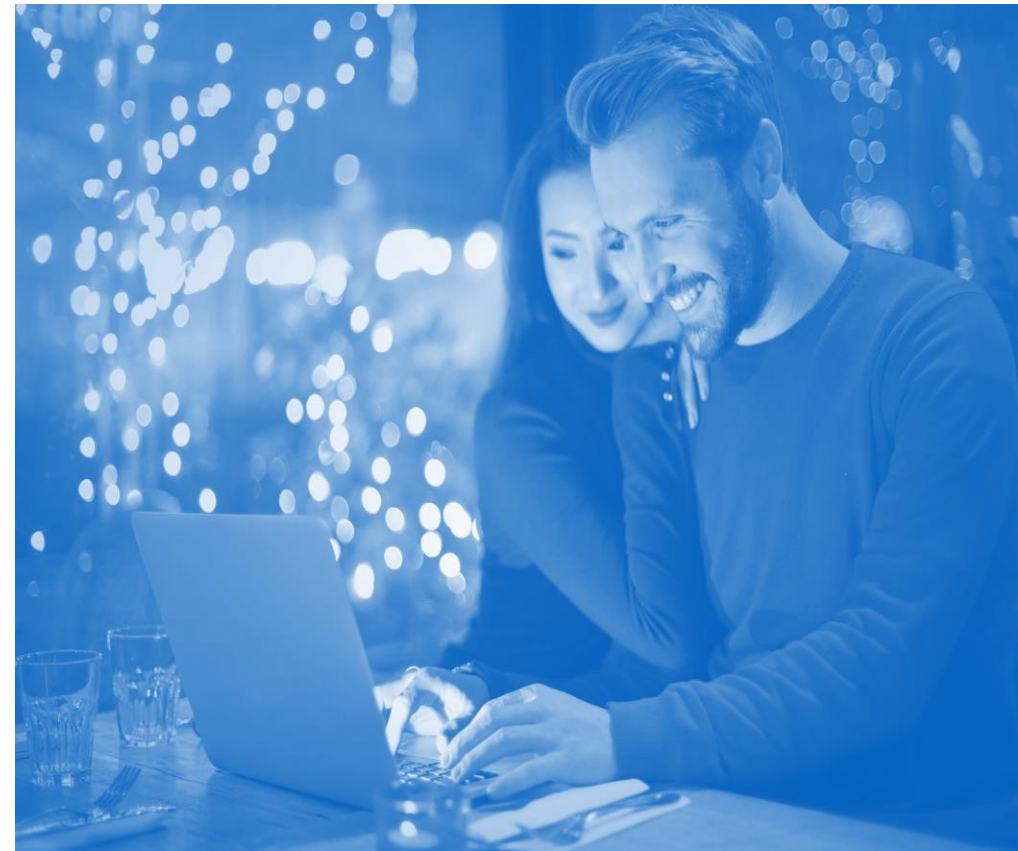
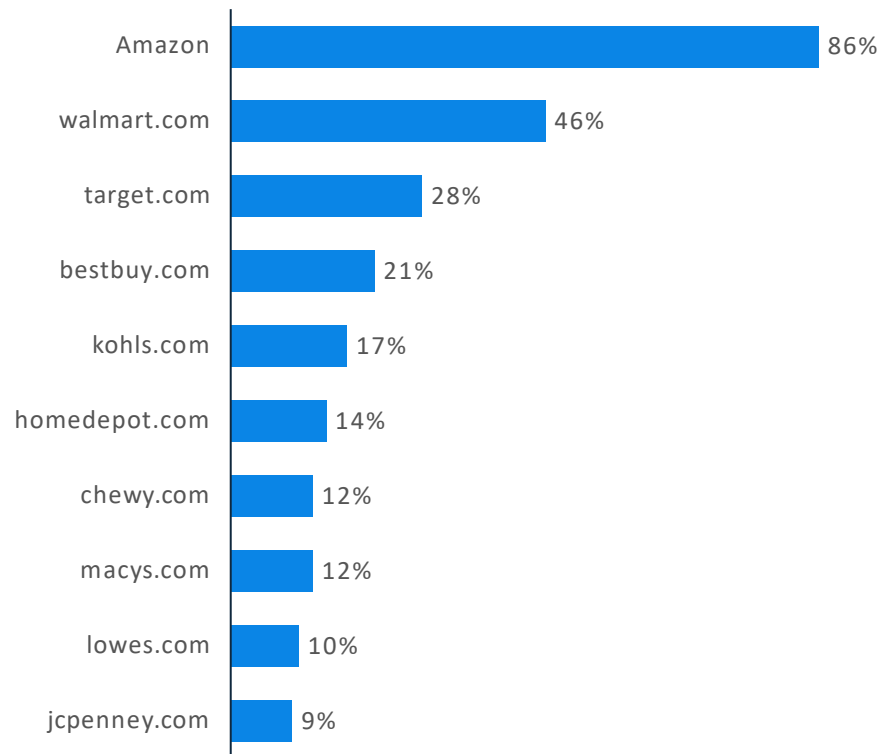
## Reasons for consumers to buy items online



# Amazon is by far the most popular online shop in the U.S., followed by walmart.com

eCommerce & retail: online shops

## Top 10 most frequently used online shops in the U.S.



# FOOD & NUTRITION



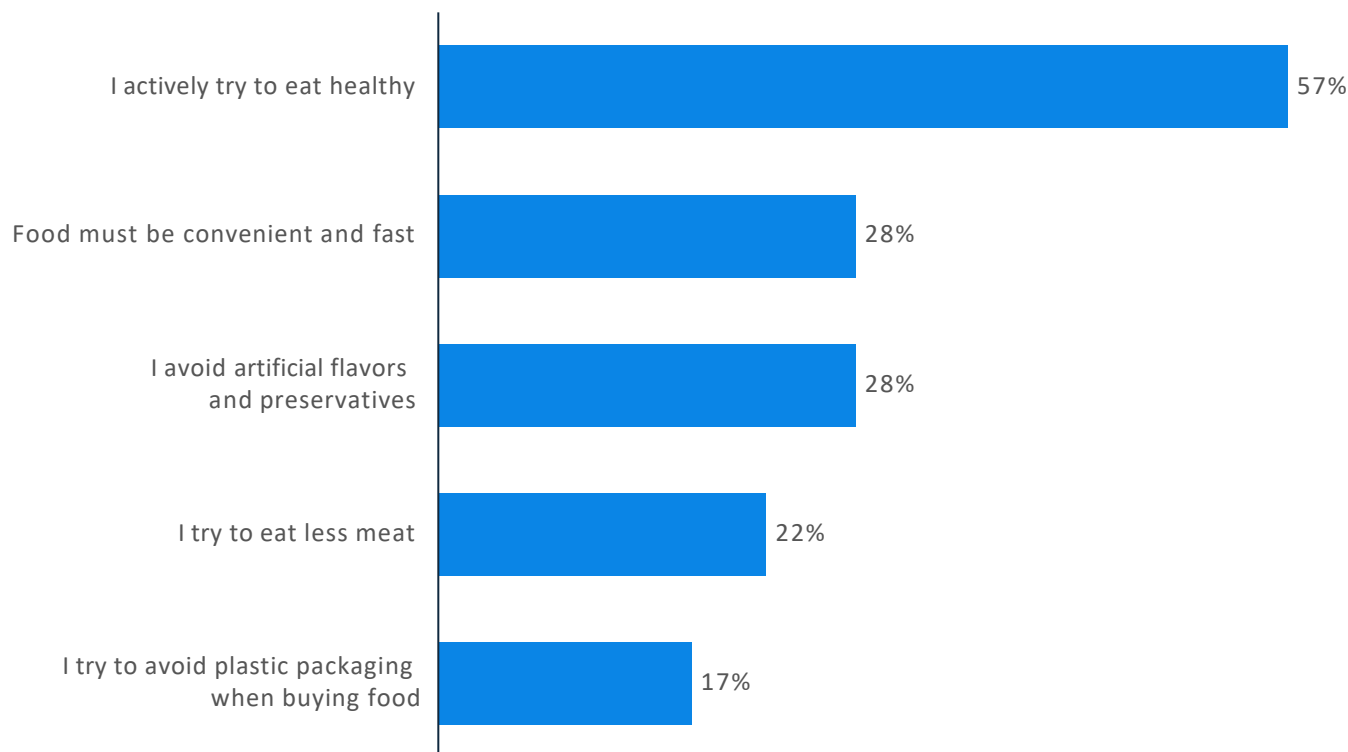
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# The majority of U.S. consumers state that they actively try to eat healthily

Food & nutrition: attitudes (1/2),

## Selected attitudes towards food and nutrition in the U.S.



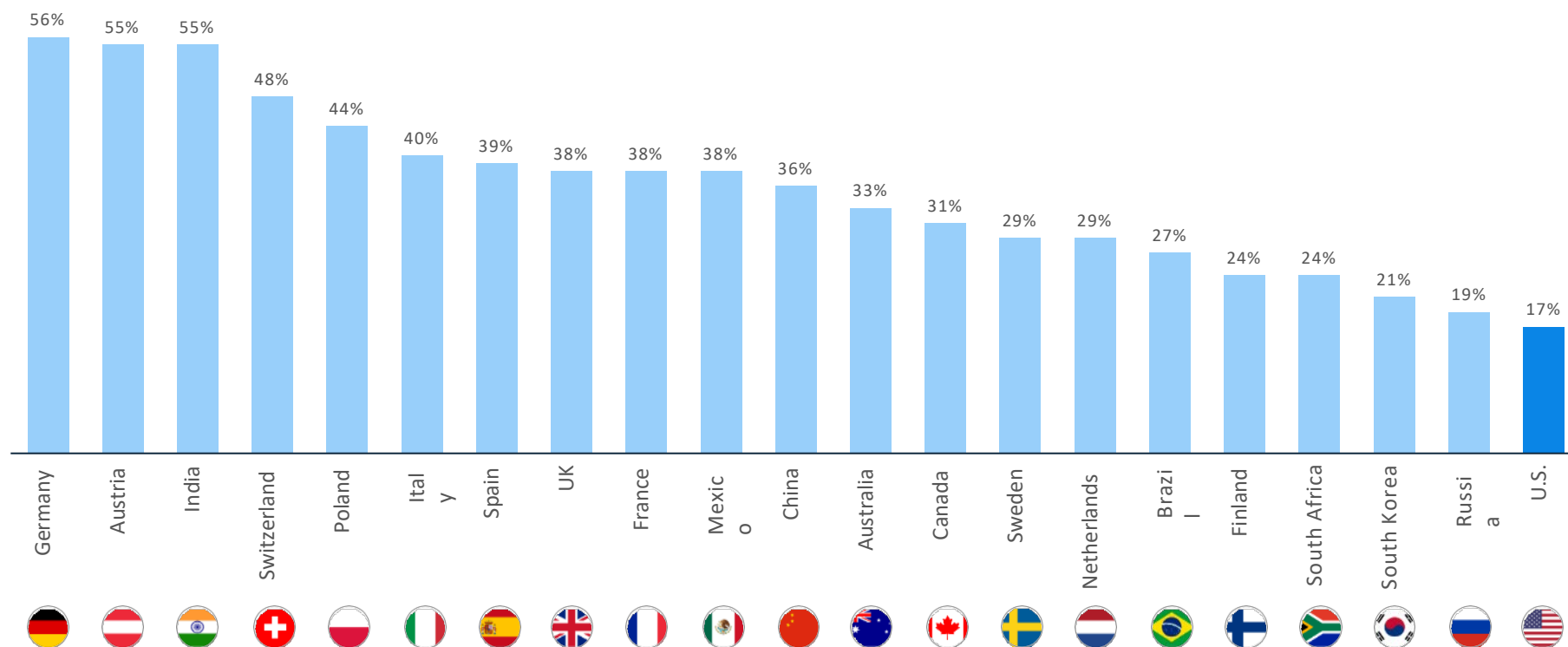
A majority (57%) of consumers in the U.S. are trying to be healthier about their food choices. This can be observed in more detail when looking at specific attitudes. Over a quarter (28%) of U.S. consumers choose to avoid artificial flavorings and preservatives, and an additional 22% now opt to eat less meat. However, 28% of Americans also expect their food to be fast and convenient in order to meet their needs. Sustainability also does not appear to be a primary concern of U.S. consumers, with only 17% stating that they try to avoid plastic packaging when purchasing food.



# By global comparison, avoiding plastic packaging when buying food is not a priority for U.S. consumers

Food & nutrition: attitudes (2/2)

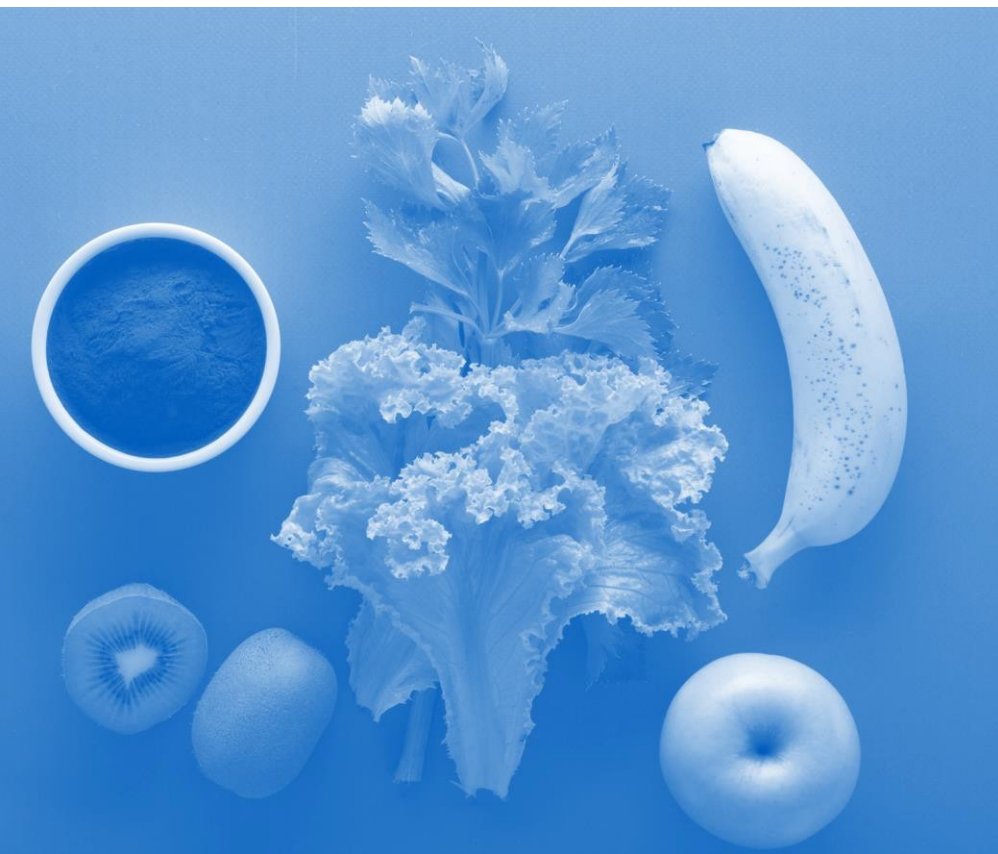
Percentage of respondents who try to avoid plastic packaging when buying food



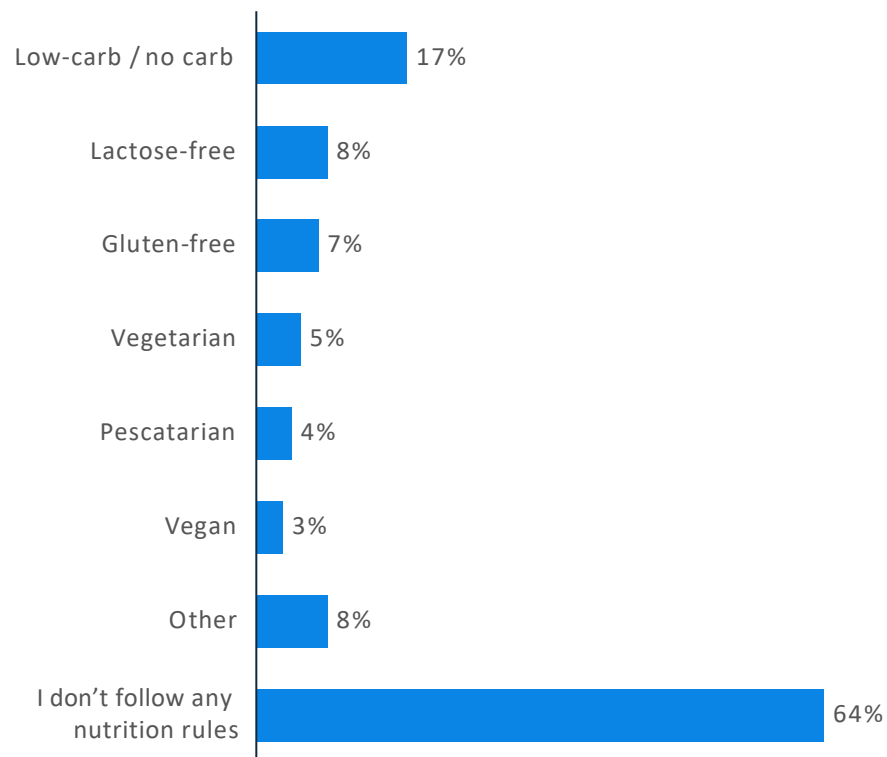


# 64% of U.S. consumers do not follow any nutrition rules, but the most popular regimen is low or no carb

Food & nutrition: diet



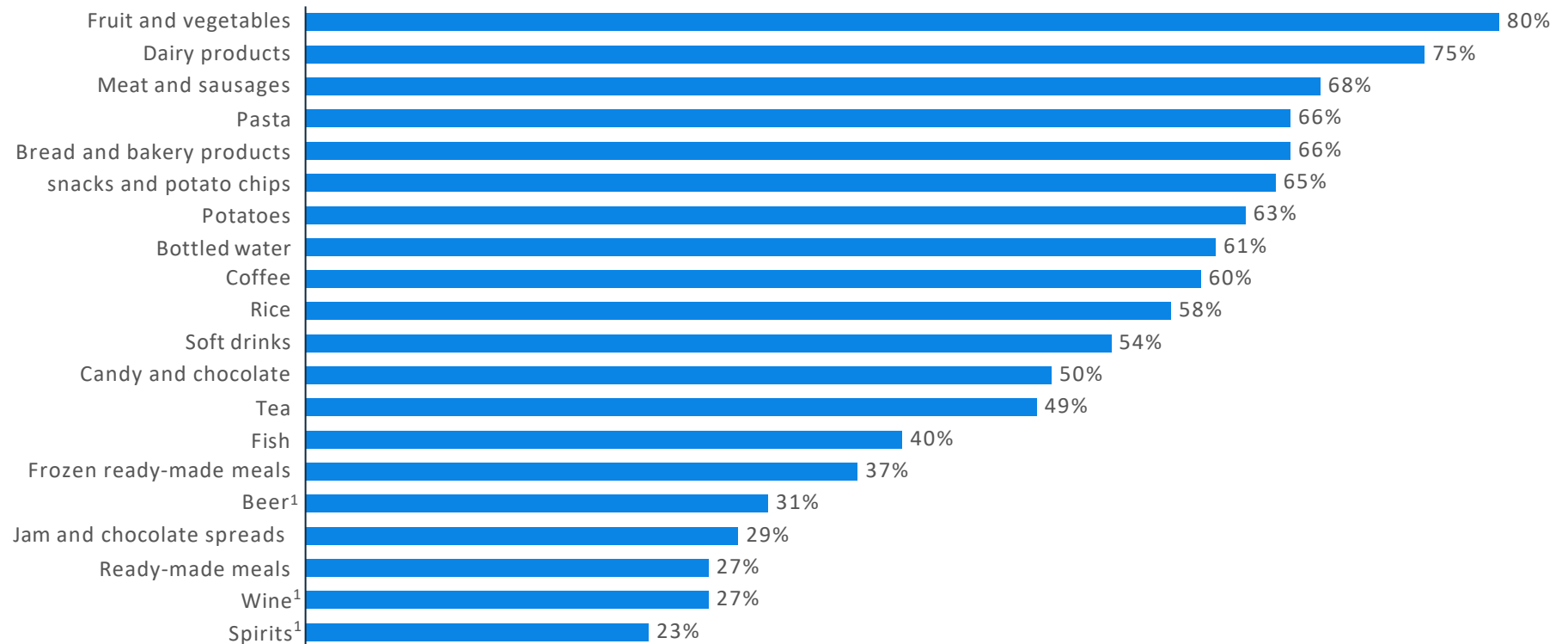
Nutrition rules that U.S. consumers follow



# Fruits and vegetables are the most regularly consumed items among U.S. consumers

Food & nutrition: product categories

## Items consumed regularly



1: Option available only to respondents over the legal drinking age

"Which of these groceries and beverage products do you consume regularly?"; Multi Pick; Base: n=4,185 all respondents

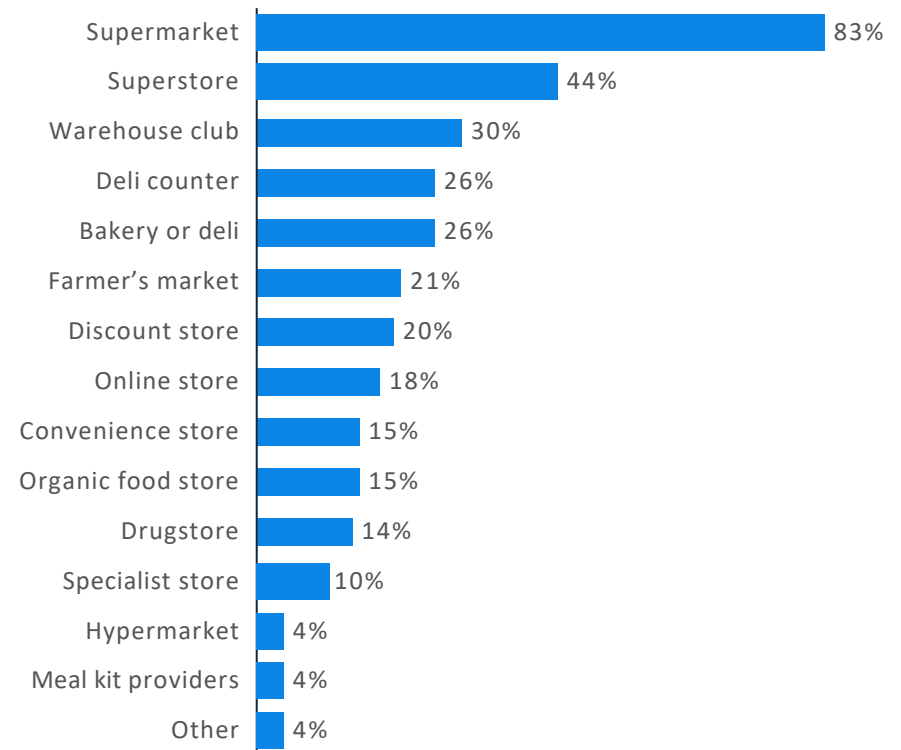
Sources: [Global Consumer Survey](#), as of November 2020

# Supermarkets are by far the most popular place for U.S. consumers to buy their everyday food products

Food & nutrition: purchase locations



## Where consumers buy food products for everyday use

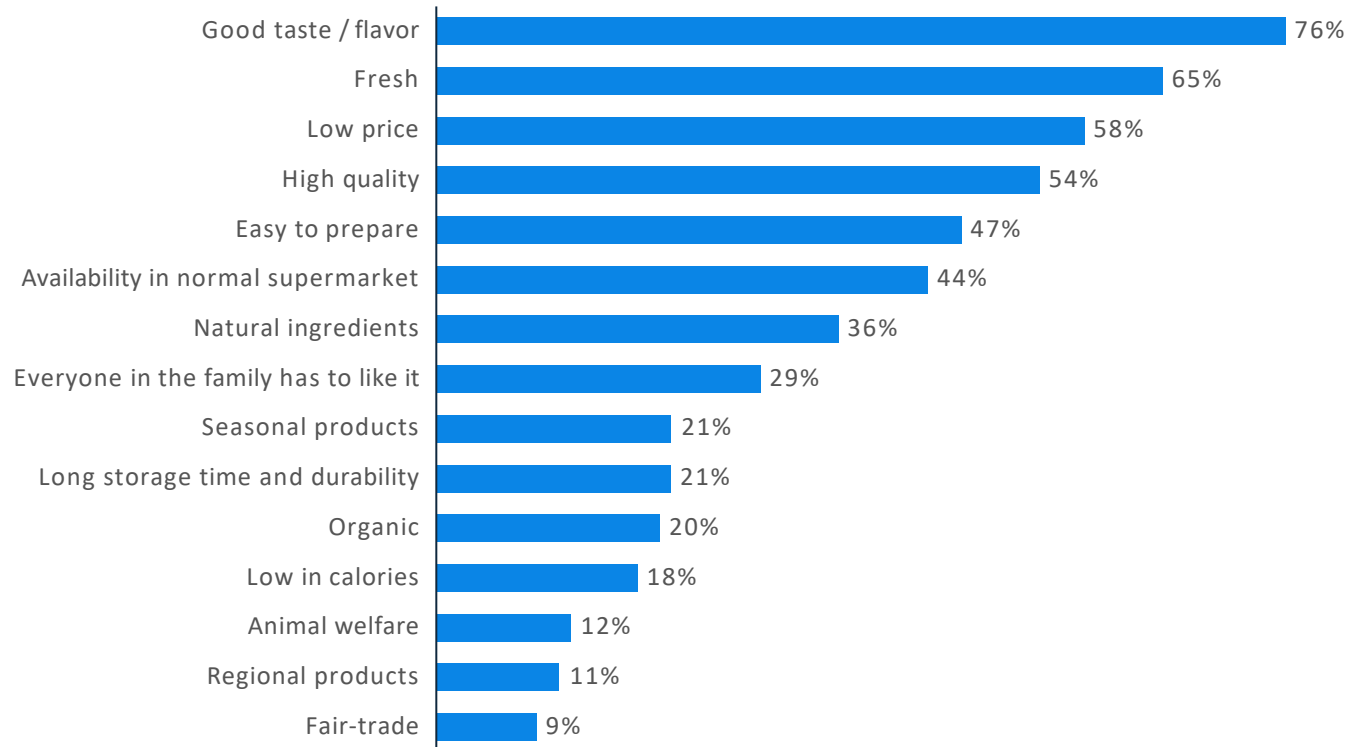


1: Option available only to respondents over the legal drinking age  
"Where do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=4,185 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

# Good taste and/or flavor is the primary purchase criteria for U.S. consumers

Food & nutrition: purchase criteria

## Most important aspects when choosing food products



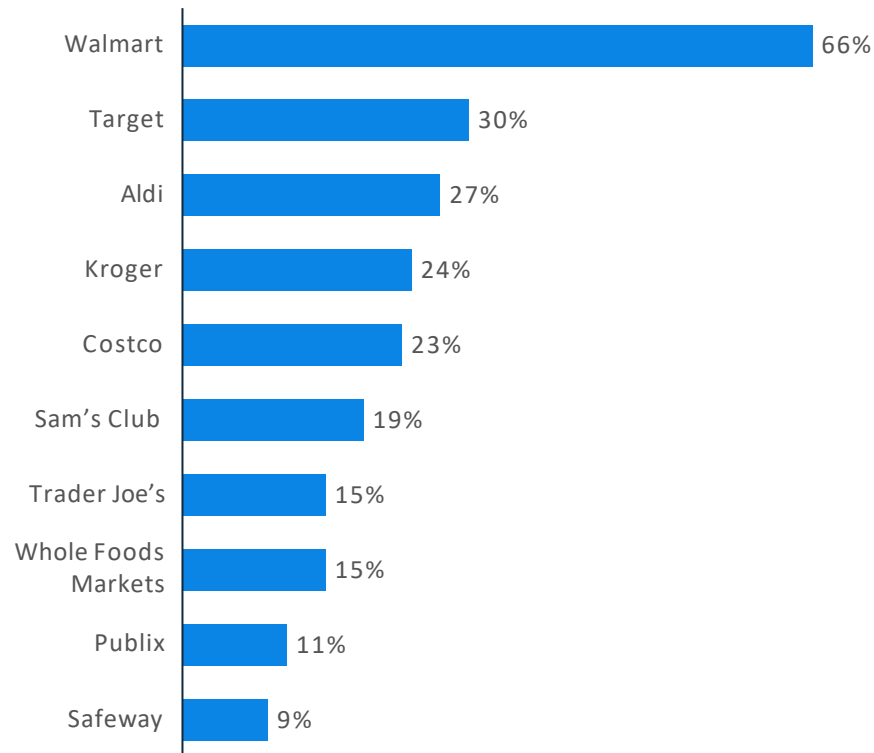
Product excellence is at the top of the consumers mind when purchasing food products, with three-quarters of U.S. consumers stating that good taste and/or flavor is the most important criteria for their food purchasing choices. An additional 65% of U.S. consumers state that the freshness of food produce is a major factor. Sustainability on the other hand is the least important factor when buying food: animal welfare (12%), regional products (11%) and fair-trade (9%) remain the least-selected criteria.



# Walmart is the most popular grocery store brand for U.S. consumers

Food & nutrition: grocery store brands

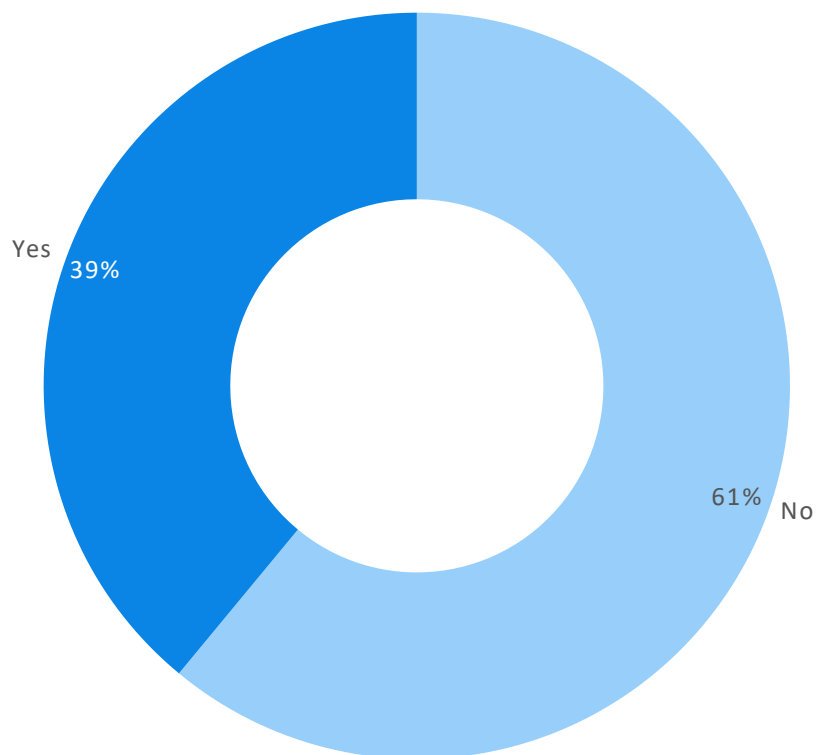
## Top 10 grocery store brands in the U.S.



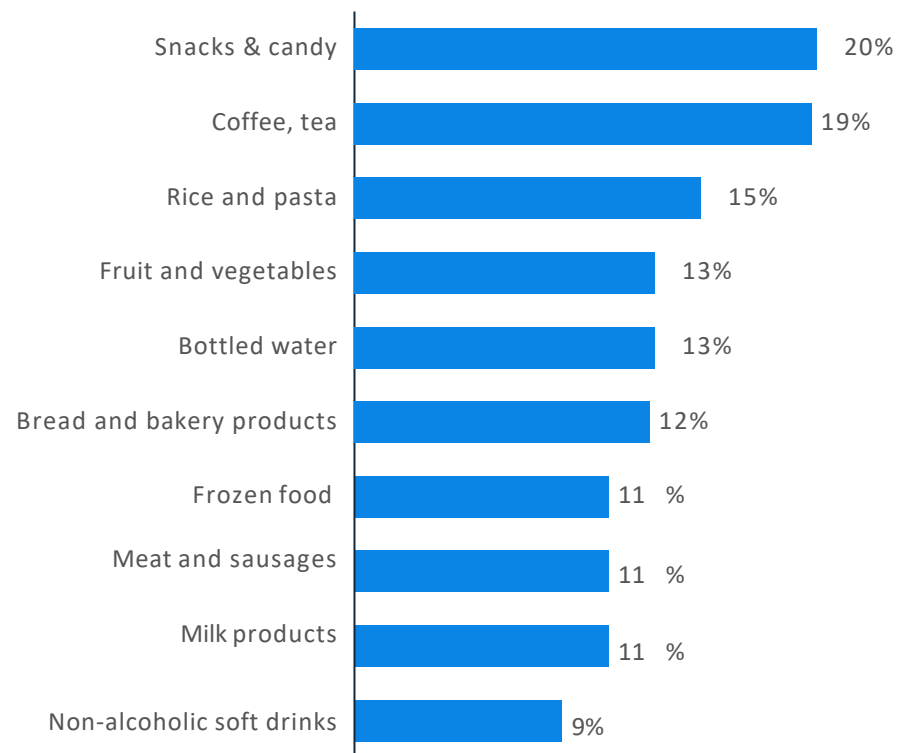
# 39% of U.S. consumers purchased food online, with snacks and coffee or tea as the most popular items

Food & nutrition: online shopping

## Online food shopper



## Top 10 food and drink items purchased online



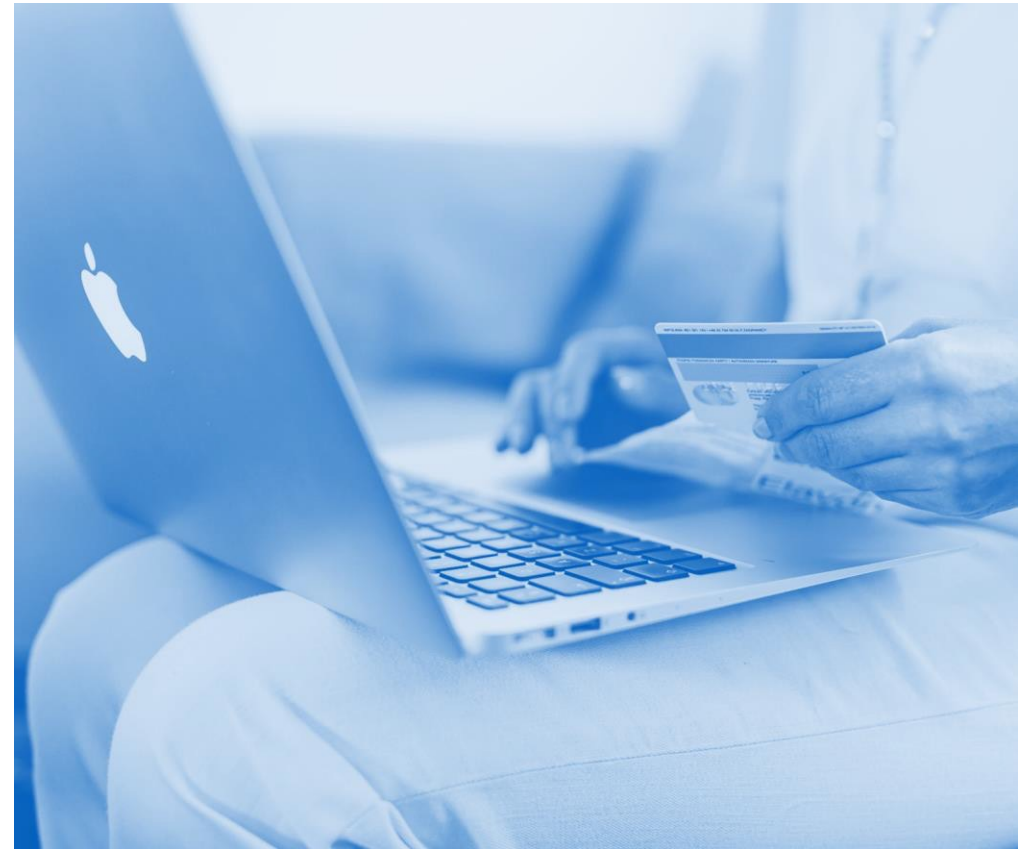
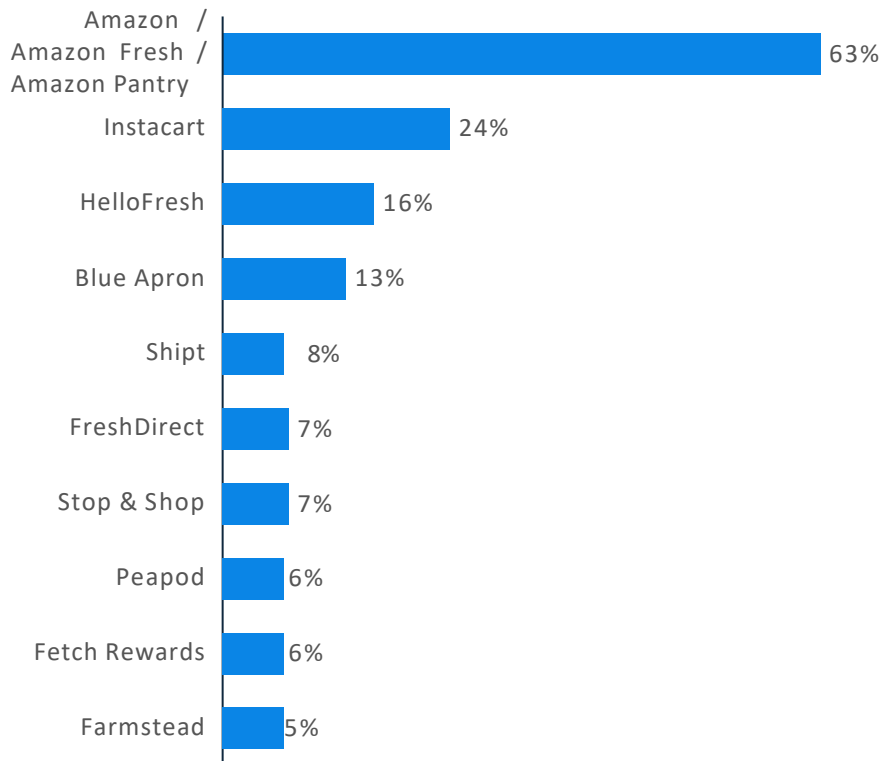
Recode based on "Food purchased online by category"; Single Pick; Base: n=4,185 all respondents "Which of these groceries or beverages have you ordered online and had delivered to your home in the past 12 months?"; Multi Pick; Base: n=4,185 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020



# Amazon is the go-to brand for U.S. consumers when purchasing food or groceries online

Food & nutrition: online food store brands

## Top 10 stores consumers purchased groceries online



"From which of these providers have you ordered groceries, beverages, or meal kits online in the past 12 months?"; Multi Pick; Base: n=1,643 respondents who ordered groceries or beverages online

Sources: [Statista Global Consumer Survey](#) as of November 2020

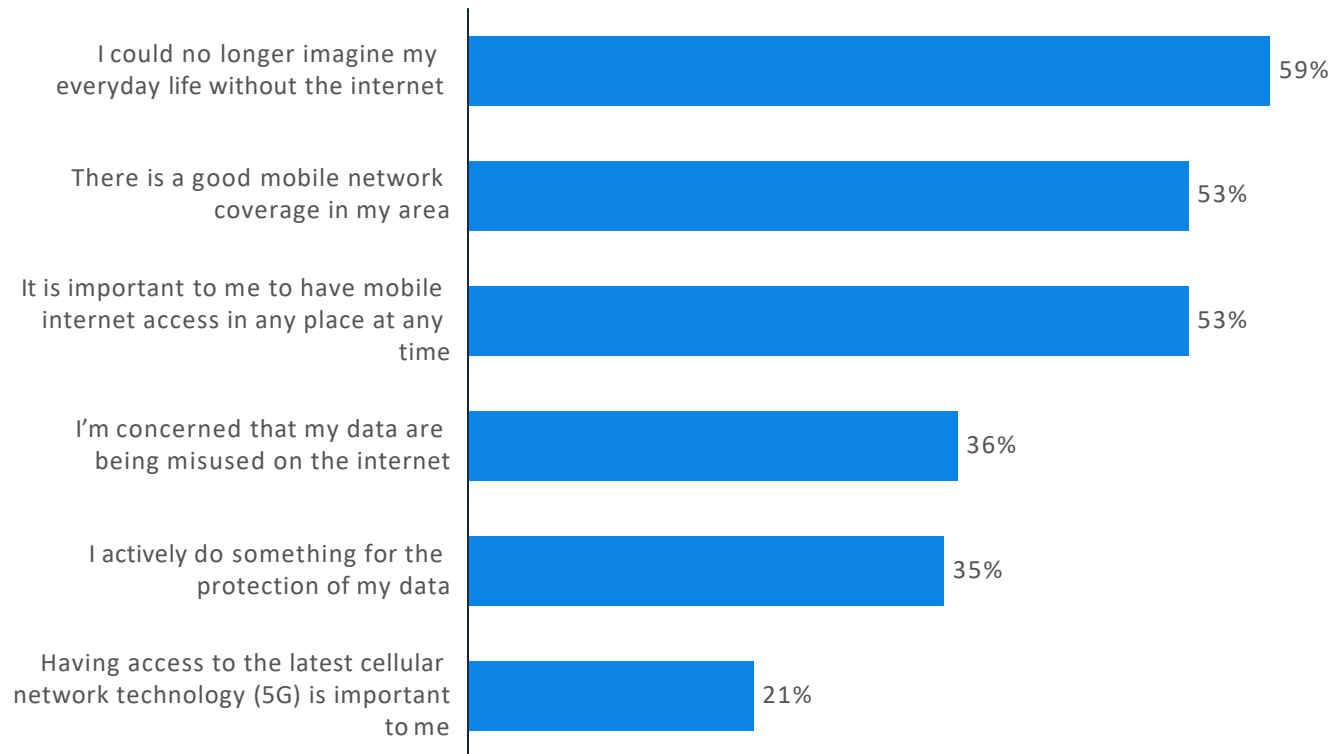
# INTERNET & DEVICES



# Having access to the latest technology is only important to one in five U.S. consumers

Internet & devices: attitudes (1/2)

## Selected attitudes towards food and nutrition in the U.S.



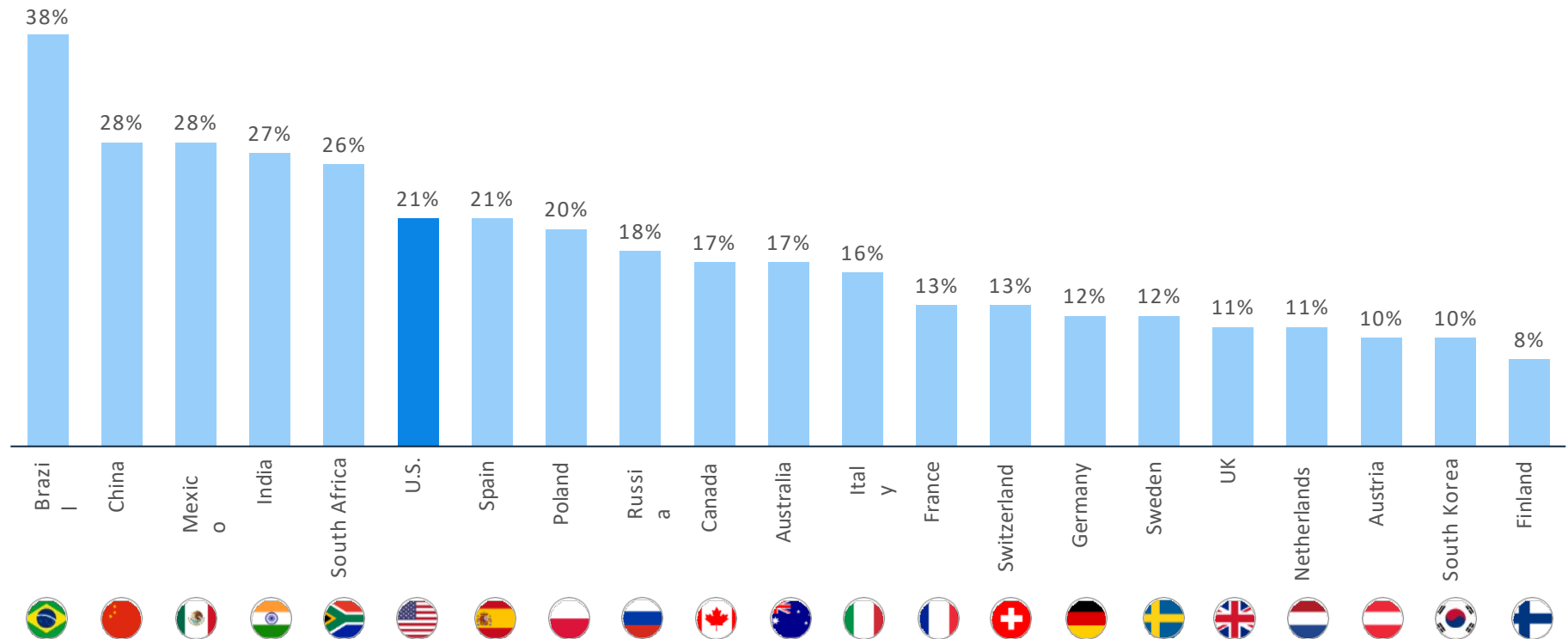
59% of U.S. consumers can no longer imagine their everyday life without the internet and a further 53% of consumers state it is important for them to have access to the internet in any place at any time. However, having access to the latest cellular technology, in particular 5G, is only important to 21% of U.S. consumers. This may be the so because a majority (53%) of U.S. consumers already report having good mobile network coverage in their area.

When it comes to U.S. consumer attitudes about data privacy, 36% are concerned with how their data is being used, and 35% actively do something to protect their data.

# Access to 5G is more important to consumers in emerging markets such as Brazil, China, and India

Internet & devices: attitudes (2/2)

Percentage of respondents stating that access to the latest cellular network technology (5G) is important to them



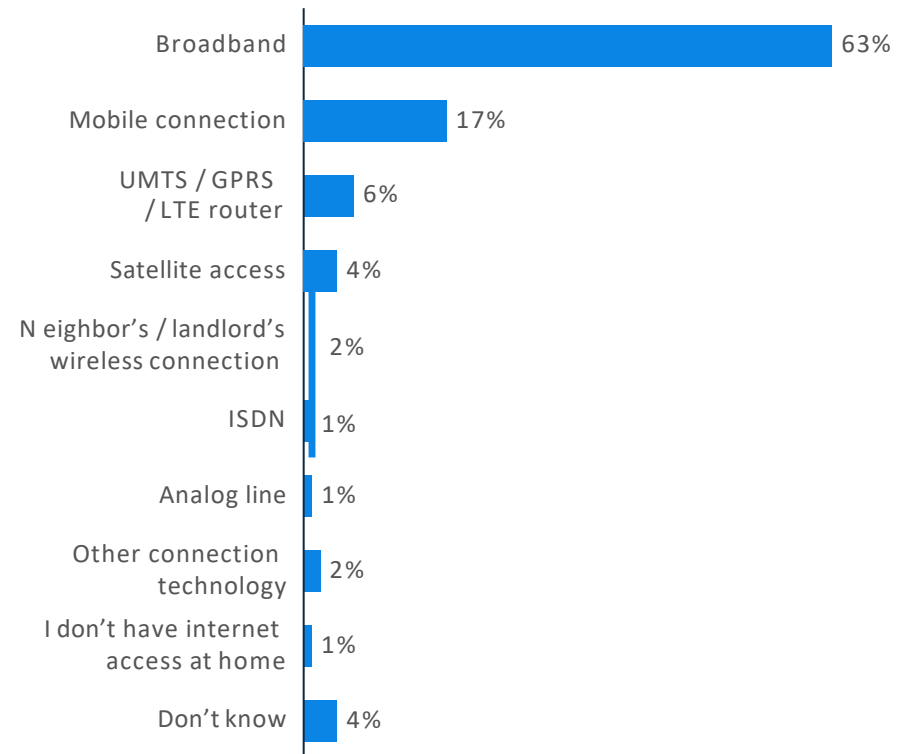
"Which of these statements apply to you?", "Having access to the latest cellular network technology (5G) is important to me"; Multi Pick; Base: n=4,183 all respondents  
Sources: [Statista Global Consumer Survey](#) as of November 2020

# In the U.S., consumers generally use broadband to access the internet at home

Internet & devices: home access



## How consumers access the internet at home

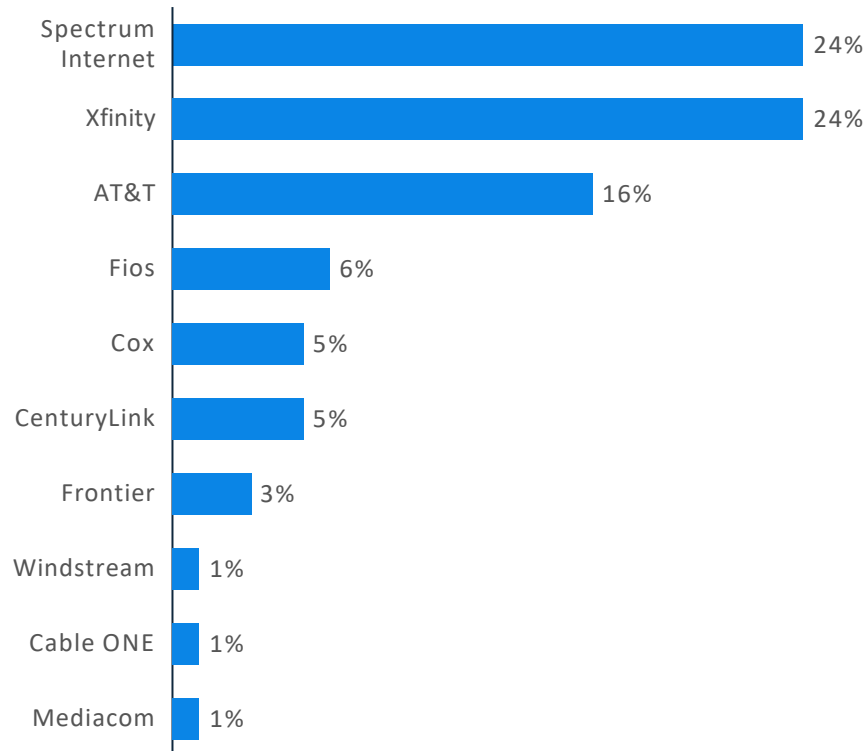




# The top two brands, Spectrum Internet and Xfinity, have captured close to half of the market share

Internet & devices: internet provider brands (1/2)

## Top 10 most-used internet provider brands in the U.S.



"Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=3,109 respondents who have access to the internet via an internet provider

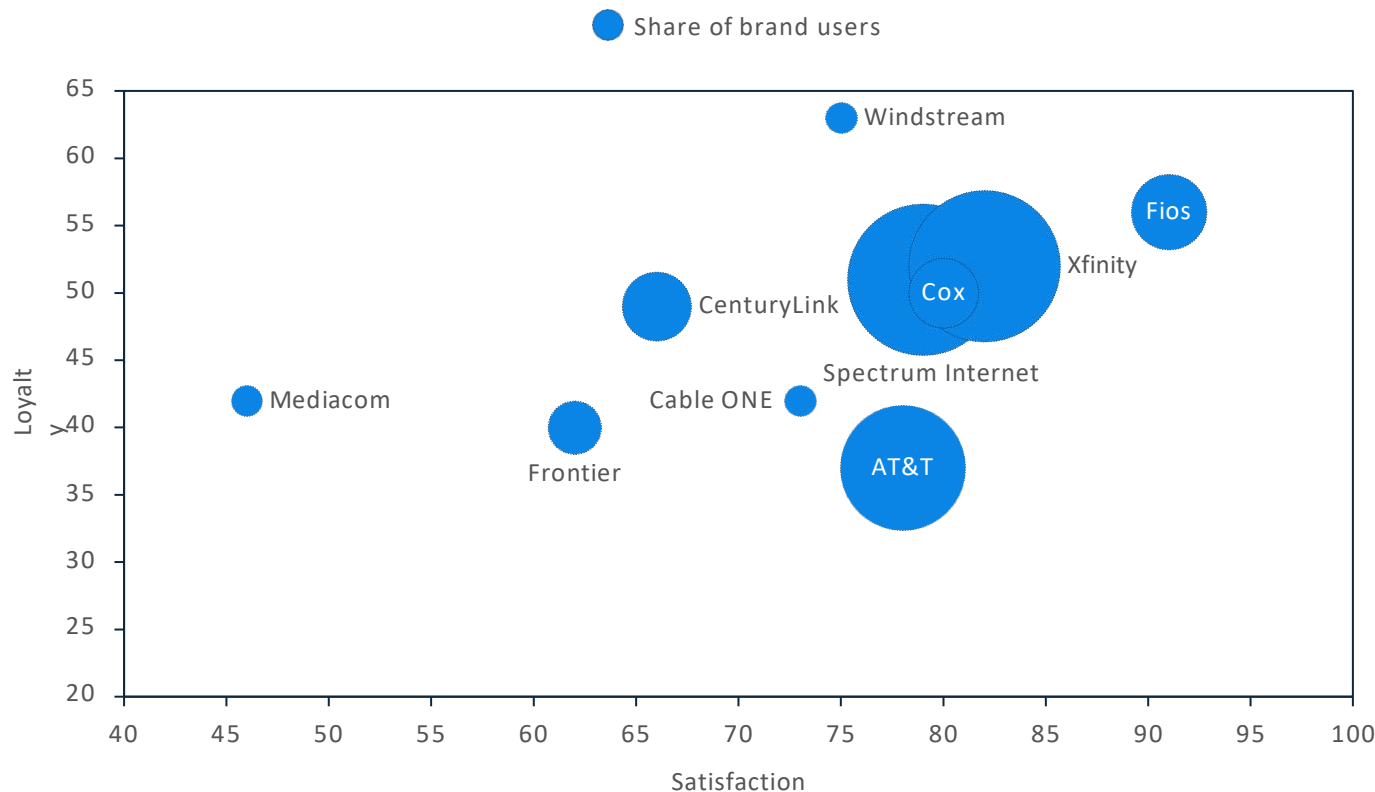
Sources: [Statista Global Consumer Survey](#) as of November 2020



# Market shares as well as satisfaction and loyalty scores are very close with the top two brands

Internet & devices: internet provider brands (2/2)

## Satisfaction with and loyalty towards internet providers in the U.S. (Top 10)



Fios has with 91% the highest level of satisfaction of any internet provider, and Windstream has been given the highest loyalty score, with 63% of their customers saying they are unlikely to change their internet provider at the next possible opportunity. The two largest brands, Spectrum Internet and Xfinity, have similar satisfaction scores of 79% and 82% respectively and loyalty scores of 51% and 52%. Although Xfinity is slightly ahead for both scores, both brands can attest to having a majority of loyal and satisfied consumers. On the other hand, the third-largest provider AT&T only has a loyalty score of 37% despite customers being relatively satisfied.

"Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=3,109 home internet users; "How satisfied are you currently with your internet provider at home?" ("very satisfied", "satisfied"); Single Pick; Base: n=3,109 home internet users; "How likely are you going to change your internet provider at home on the next possible occasion?" ("unlikely", "very unlikely"); Single Pick; Base: n=3,109 home internet users

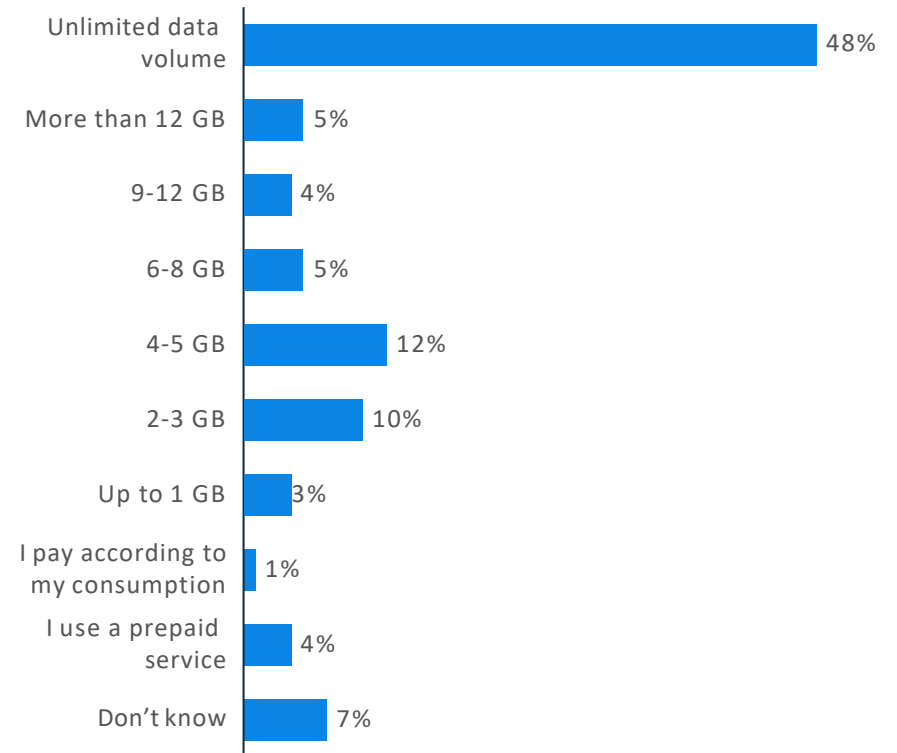
Sources: [Statista Global Consumer Survey](#) as of November 2020

# Nearly half of smartphone users in the U.S. have unlimited data packages

Internet & devices: mobile internet data



## Size of monthly data allowance on primary smartphone



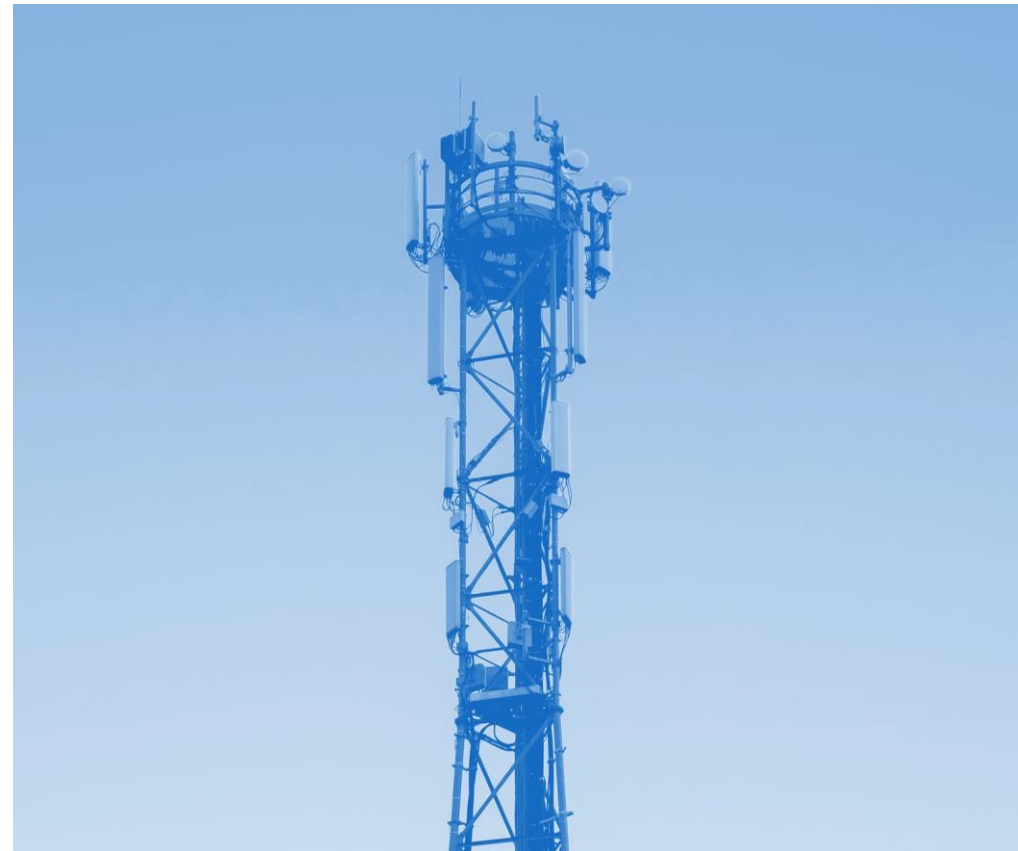
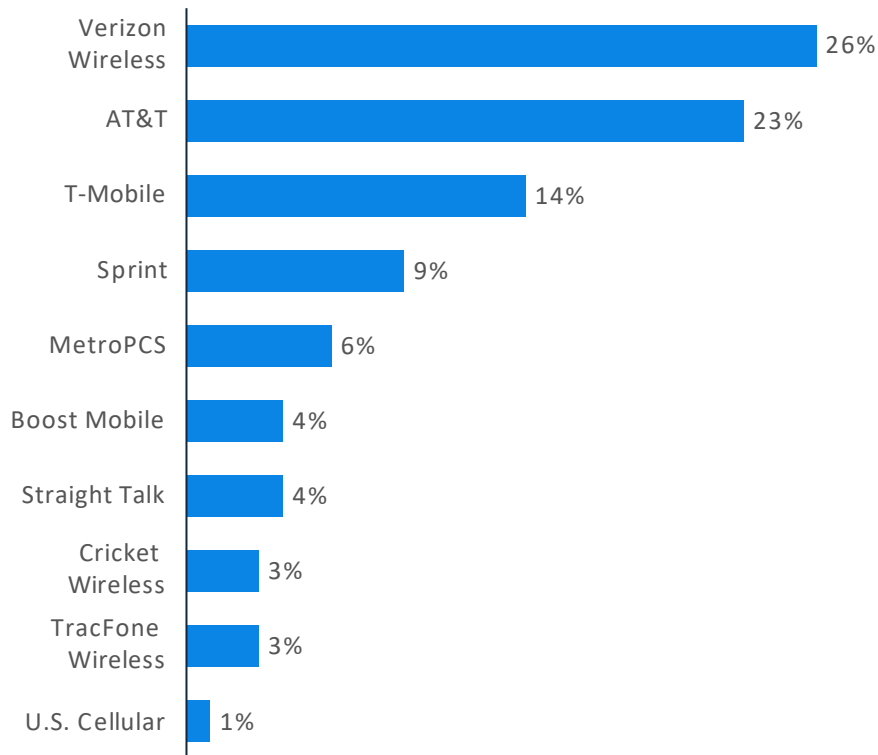
"How large is your monthly data volume according to your main smartphone contract?"; Single Pick; Base: n=4,011 respondents who use a smartphone

Sources: [Global Consumer Survey](#) as of November 2020

# Just over a quarter of consumers use Verizon Wireless for their primary smartphones, followed by AT&T

Internet & devices: mobile internet carrier brands (1/2)

## Top 10 mobile internet carrier brands in the U.S.



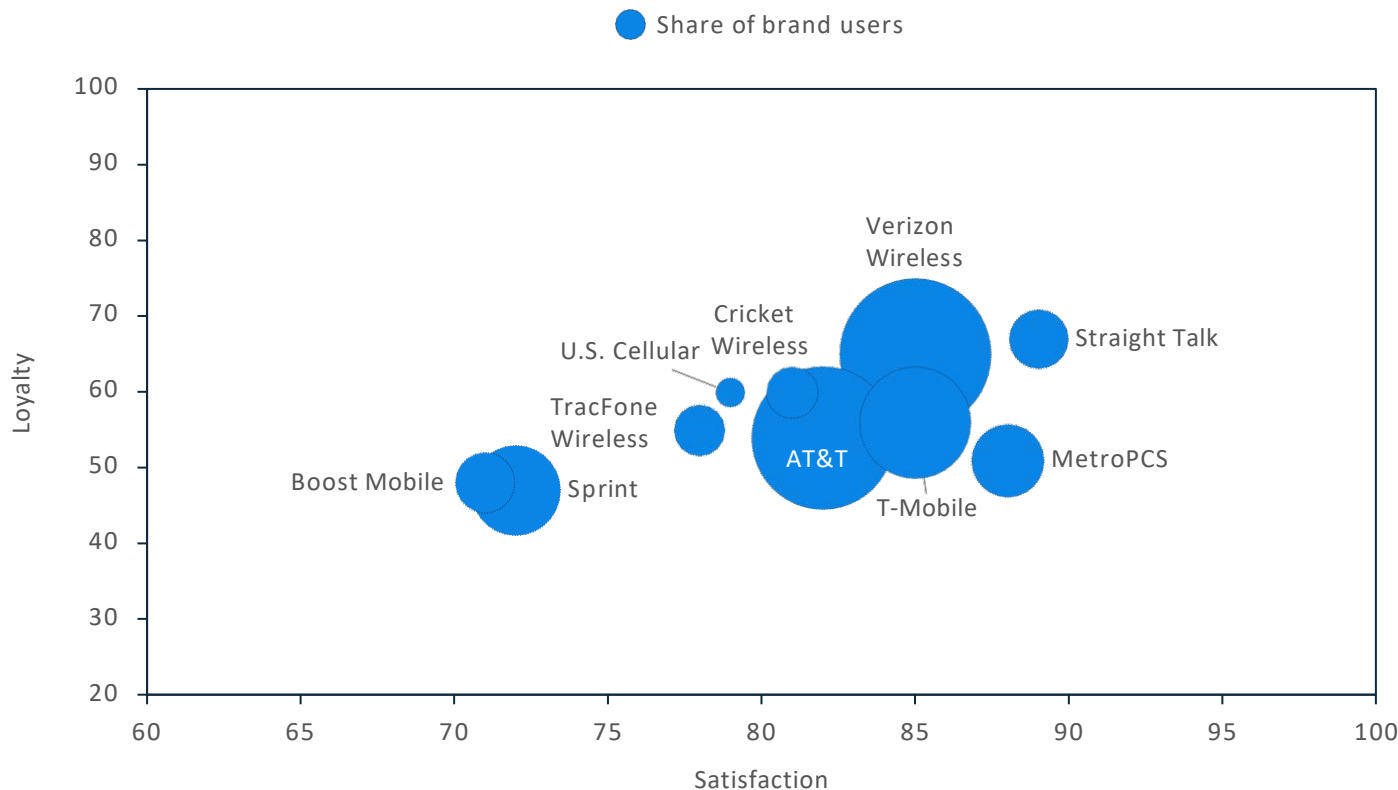
"Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=4,011 respondents who use a smartphone

Sources: [Statista Global Consumer Survey](#) as of November 2020

# In general, consumers are satisfied, and most are loyal to their mobile internet providers

Internet & devices: mobile internet carrier brands (2/2)

## Satisfaction with and loyalty to mobile internet providers in the U.S. (Top 10)



Straight Talk and MetroPCS customers report the highest satisfaction scores: 89% and 88% respectively. Straight Talk was also given the highest loyalty score with 67% of customers saying they would be unlikely to change at the next opportunity. Of the 3 biggest brands, Verizon Wireless is slightly ahead of the others with a satisfaction score of 85% and a loyalty score of 65% as compared to AT&T scoring 82% for satisfaction and 54% for loyalty. Although T-Mobile has an identical satisfaction score (85%) to Verizon Wireless, their loyalty score is lower at 56%. Boost Mobile and Sprint are the only brands with loyalty scores less than 50% (48% and 47% respectively)

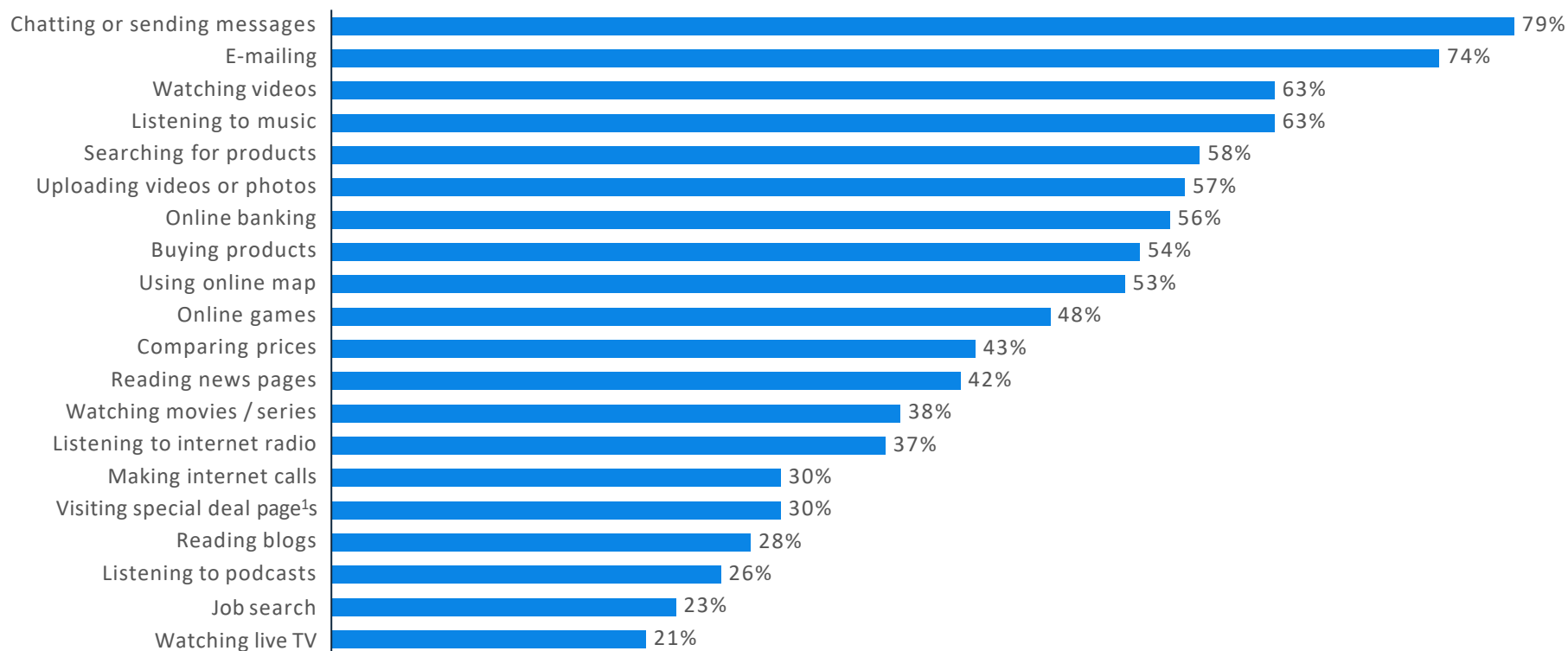
"Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=4,011 smartphone users; "How satisfied are you currently with your main mobile carrier?" ("very satisfied", "satisfied"); Single Pick; Base: n=3,994 smartphone users with a mobile plan; "How likely are you going to change your main mobile carrier on the next possible occasion?" ("unlikely", "very unlikely"); Single Pick; Base: n=3,994 smartphone users with a mobile plan

Sources: [Statista Global Consumer Survey](#) as of November 2020

# Communication and digital media are the main areas of smartphone activity among U.S. consumers

Internet & devices: smartphone behaviors

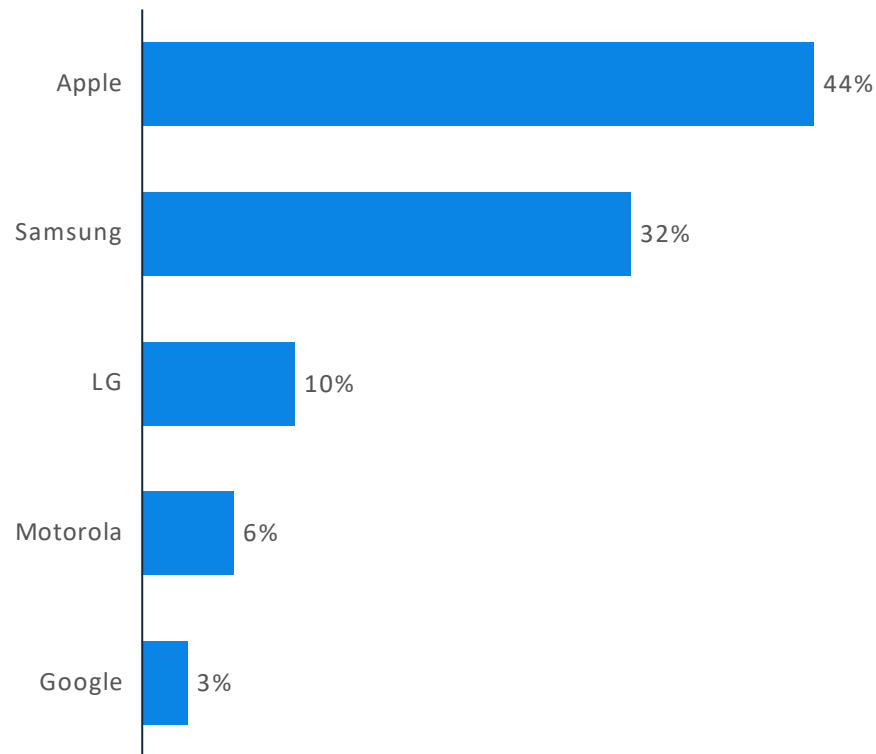
## Top 20 consumer behaviors with smartphones



# U.S. consumers choose Apple or Samsung, which jointly occupy over 75% of the smartphone market

Internet & devices: smartphone brands (1/2)

## Top 5 smartphone provider brands in the U.S.

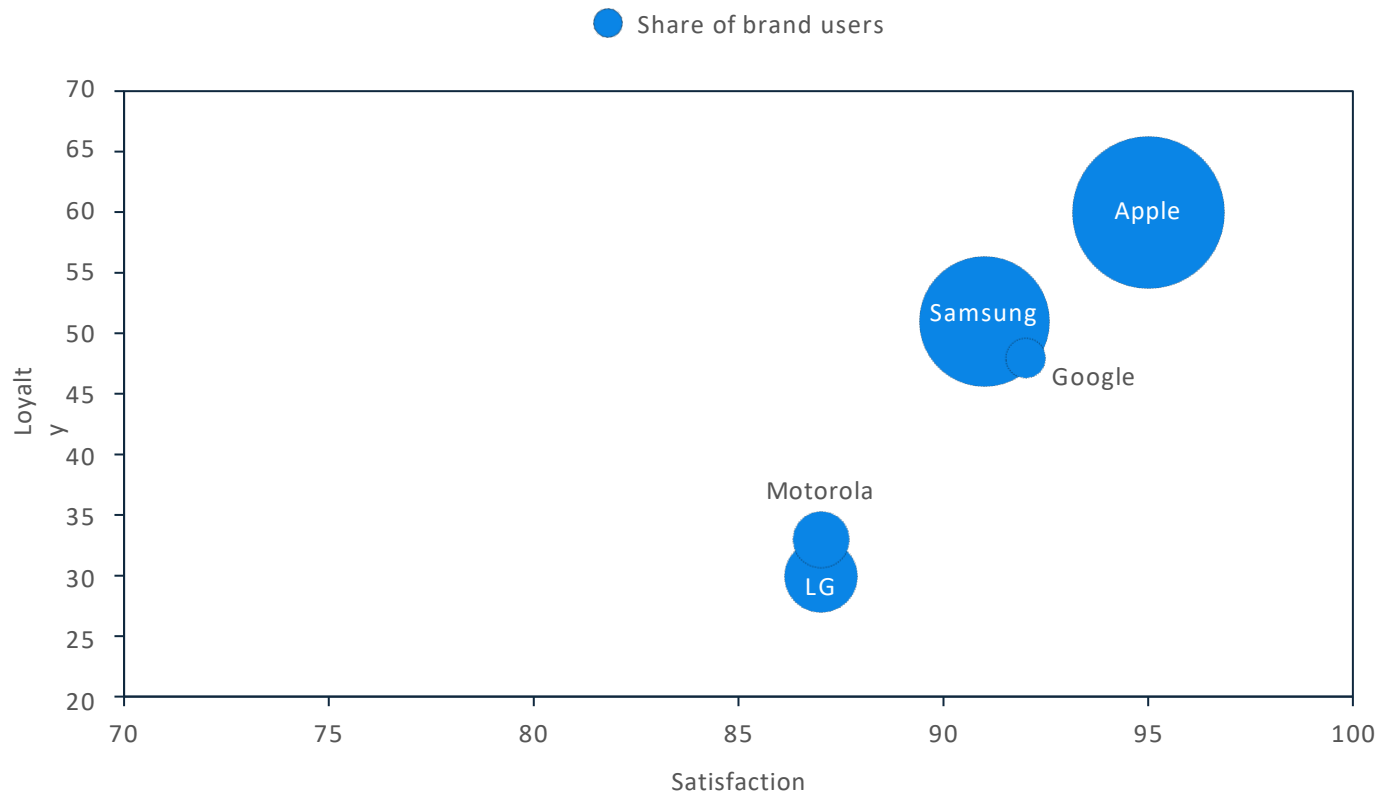




# U.S. Apple customers are the most loyal and satisfied compared to other brand customers

Internet & devices: smartphone brands (2/2)

## Satisfaction with and loyalty to smartphone brand in the U.S. (Top 5)



Apple leads the way in the smartphone market. Apple has the highest share of users with 44%, the highest satisfaction score with 95%, and in terms of loyalty, 60% of customers say they would be unlikely to change brands at the next opportunity. Samsung customers are also generally satisfied with a score of 91%. However, their loyalty score (51%) is lower than Apple's, although this still represents most of their customers. Motorola and LG customers, despite being quite satisfied at 87% each, tend to be less loyal, with only a third or less saying they would be unlikely to change at the next opportunity.

"What brand is your (primarily used) smartphone?"; Single Pick; Base: n=4,011 smartphone users; "How satisfied are you currently with your (primarily used) smartphone brand?" ("very satisfied", "satisfied"); Single Pick; Base: n=4,011 smartphone users; "How likely are you going to change your (primarily used) smartphone brand on the next possible occasion?" ("unlikely", "very unlikely"); Single Pick; Base: n=4,011 smartphone users

Sources: [Statista Global Consumer Survey](#), as of November 2020

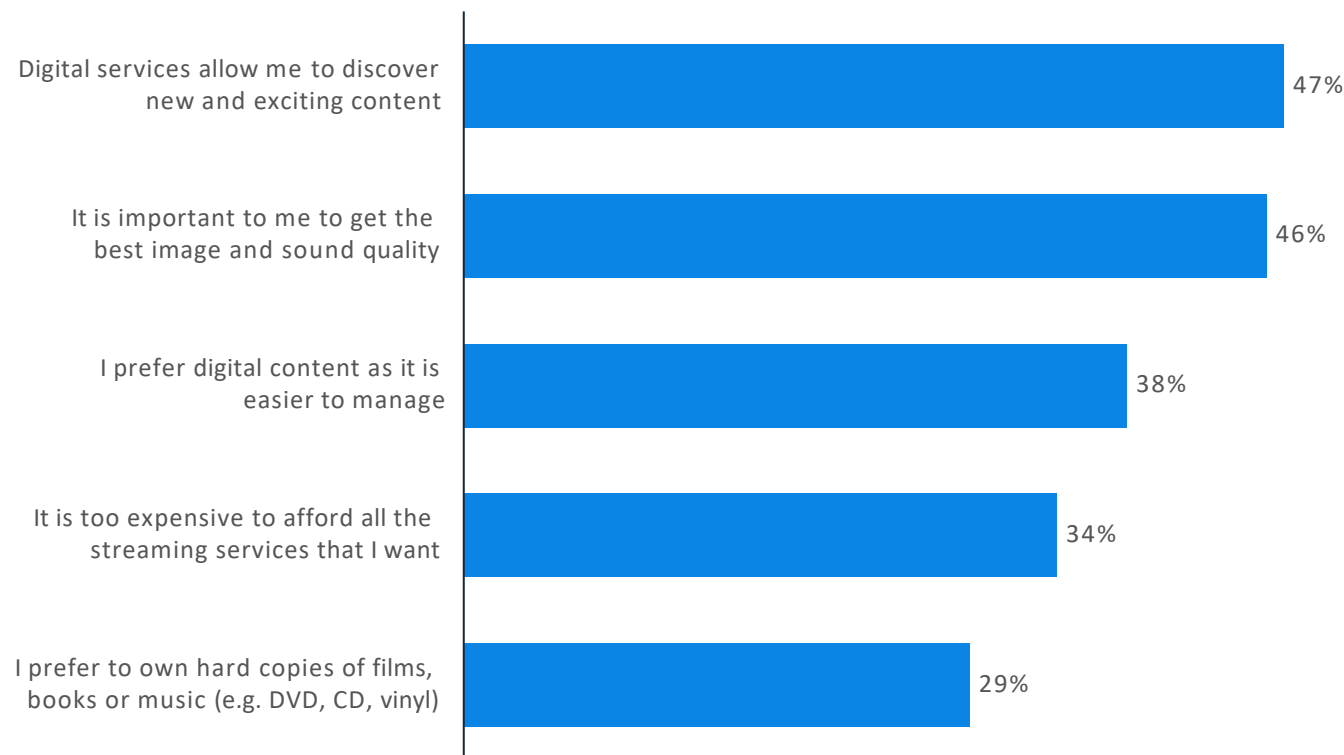
# MEDIA & DIGITAL MEDIA



# Over a third of consumers find it too expensive to access all the content they want

Media & digital media: attitudes (1/2)

## Selected attitudes towards media and digital media in the U.S.

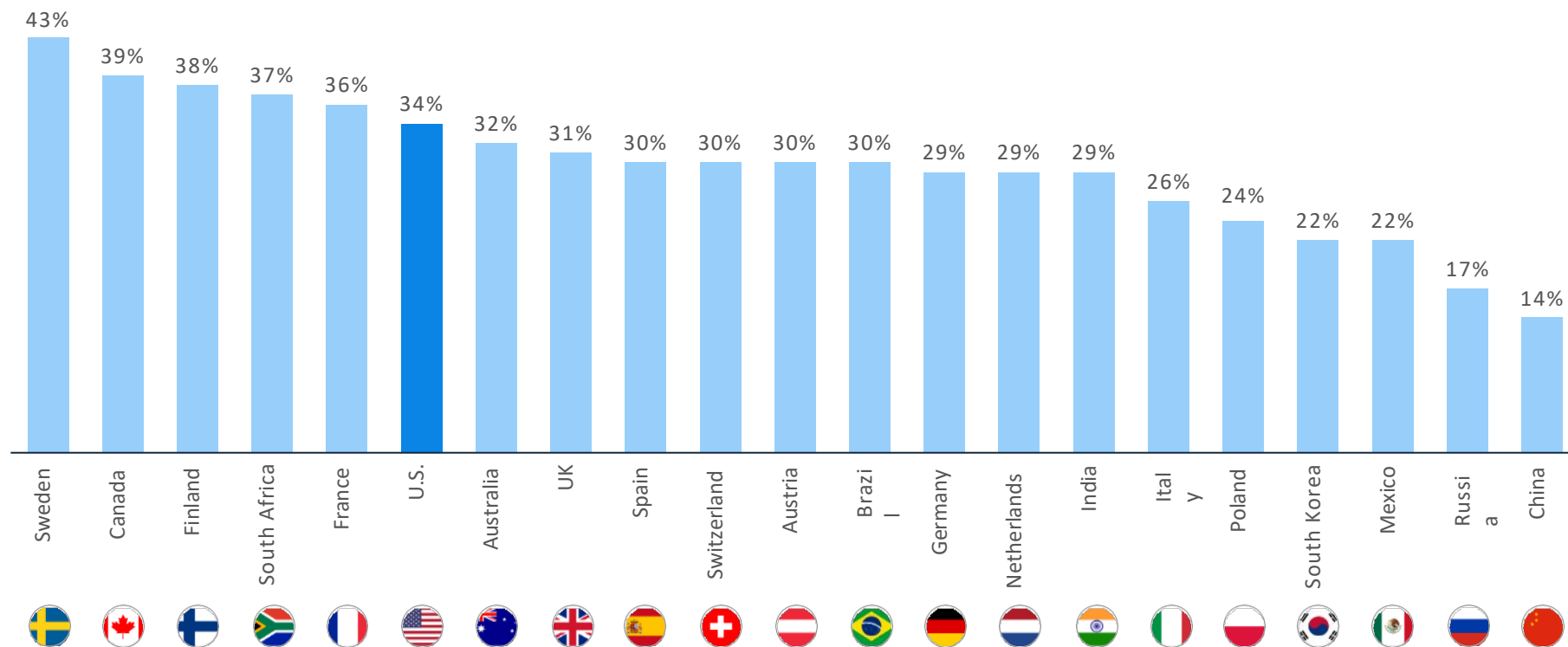


Overall, U.S. consumers find digital media services helpful as it allows them to discover new and exciting content (47%). In addition to this, an additional 38% prefer digital content due to the fact it is easier to manage. This is further exemplified by only 29% of U.S. consumers reporting that they prefer to own hard copies of films, books, or music. However, U.S. consumers have difficulties accessing all this new digital content. Over one-third (34%) of U.S. consumers state it is too expensive to afford all the streaming services they want.

# By global comparison, the affordability of streaming services concerns slightly more U.S. consumers

Media & digital media: attitudes (2/2)

Percentage of respondents who think it is too expensive to afford all the streaming services they want



"Which of these statements apply to you?", "It is too expensive to afford all the streaming services that I want"; Multi Pick; Base: n=4,189 all respondents

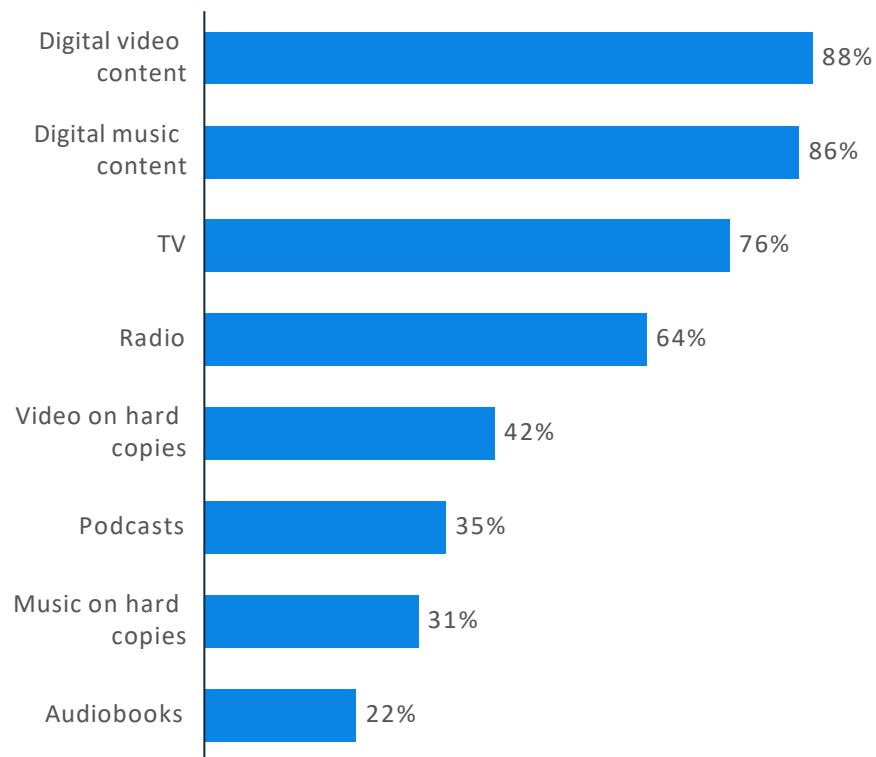
Sources: [Statista Global Consumer Survey](#) as of November 2020

# Digital video and music content were used more than their traditional counterparts, TV and radio

Media & digital media: media usage



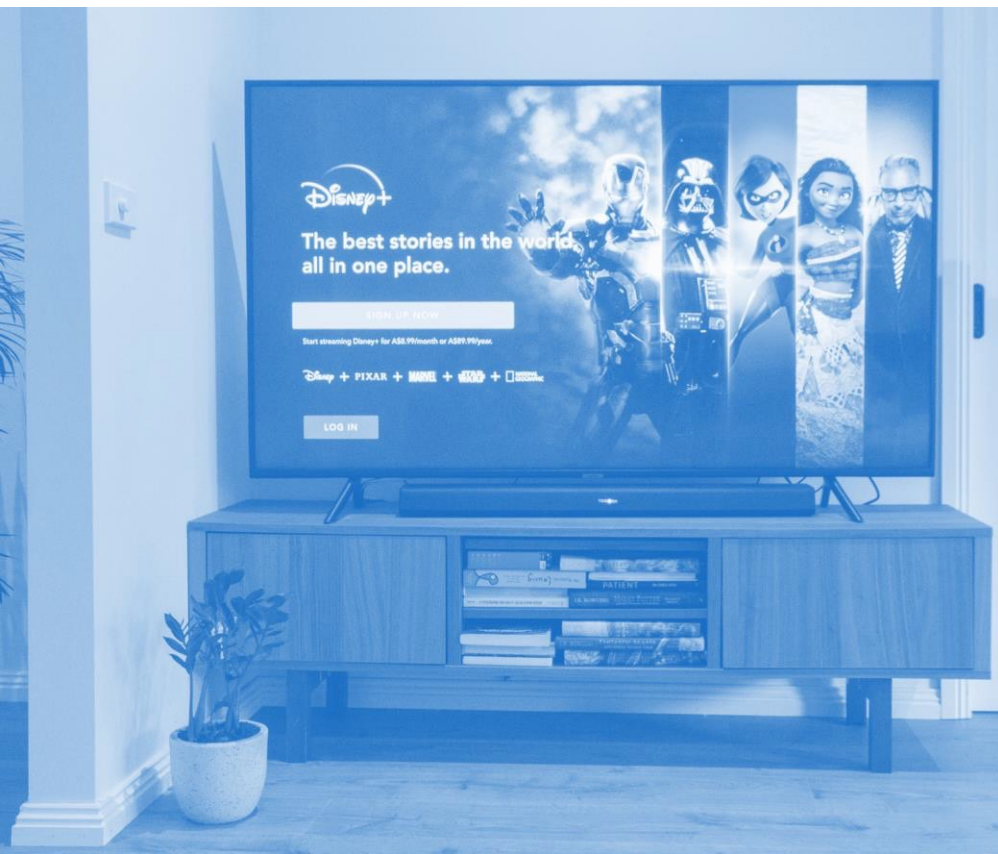
Types of media used in the past 12 months



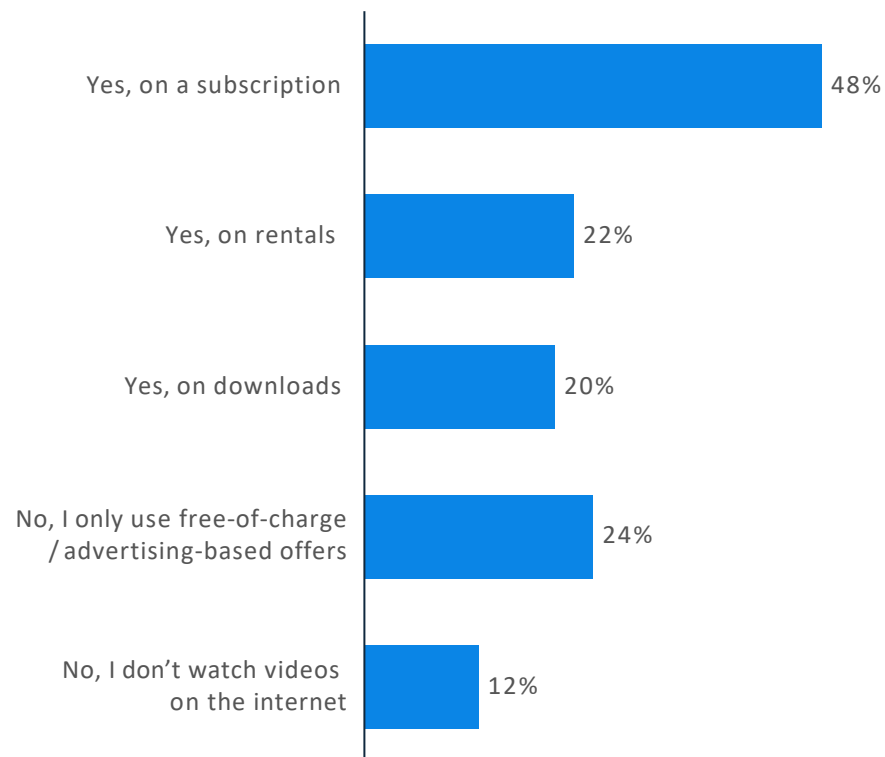


# Nearly half of U.S consumers subscribe to digital video streaming services

Media & digital media: digital video purchases (1/2)



## Purchases of digital video content in the past 12 months

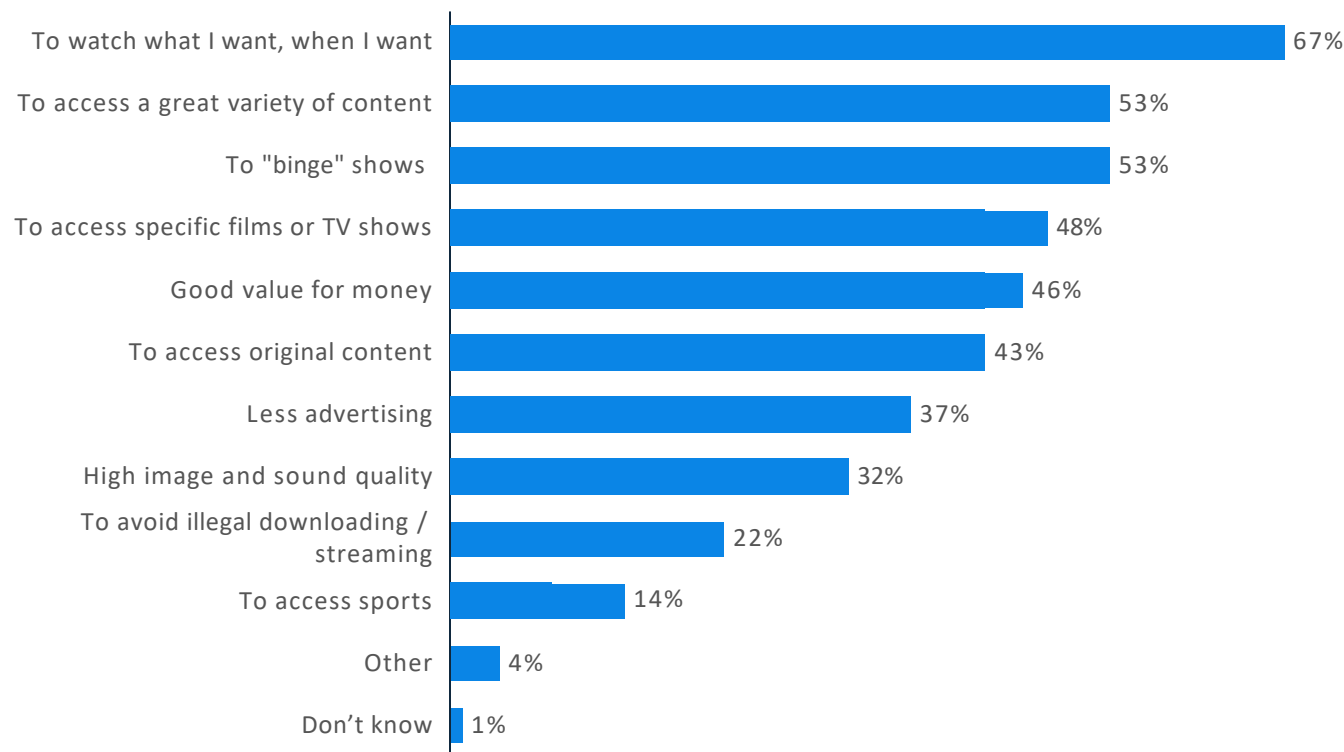




# The main purchase driver for U.S. consumers is the ability to control how they watch their content

Media & digital media: digital video purchases (2/2)

## Drivers of digital video purchases for U.S. consumers

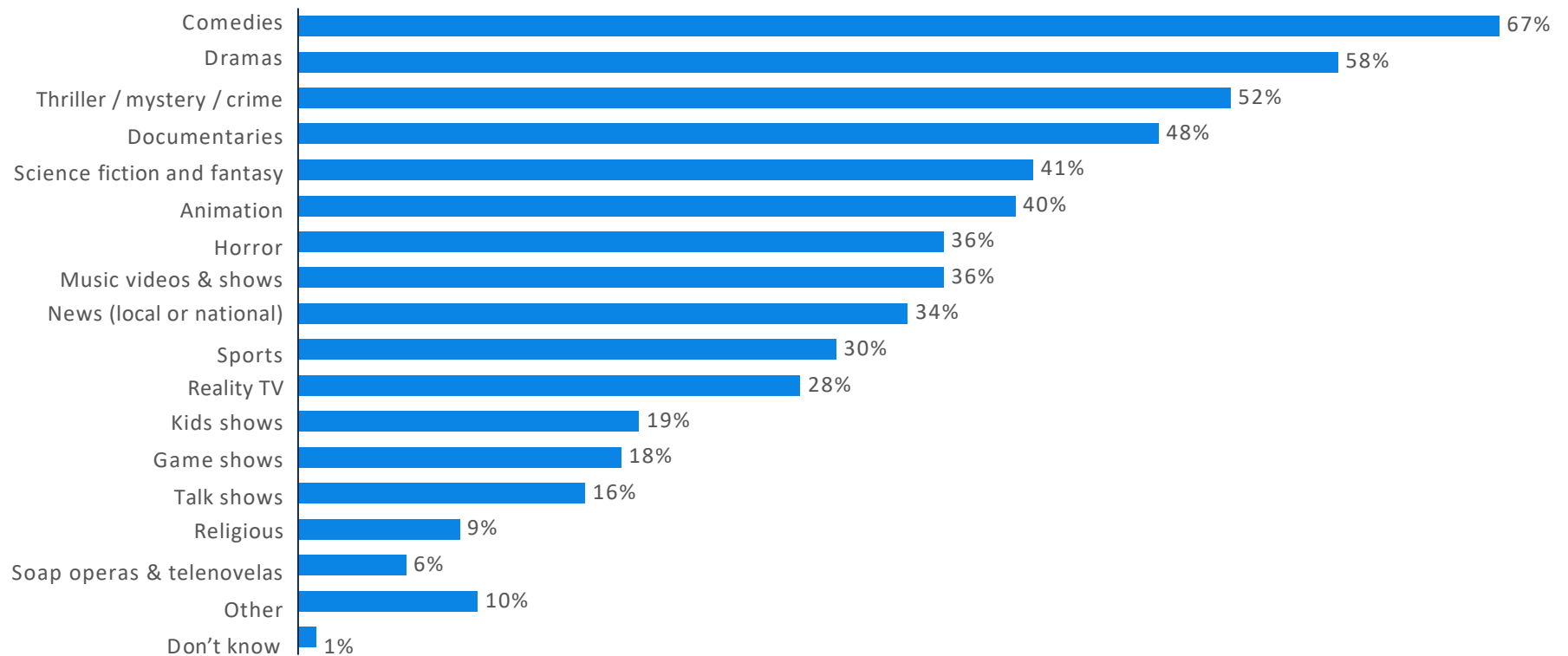


67% of U.S. consumers want to watch what they want, when they want. This ability to have more choices about their viewing options is the main driver when it comes to spending money on digital video content. This desire for more control over viewing content is also shown by the third-most important driver: 53% stated they purchased video content so they could “binge” episodes. Access to a variety of content (53%) and specific content (48%) are also very important factors that encourage consumers to pay for digital video content.

# U.S. consumers watch comedies more than any other genre when viewing online videos

Media & digital media: digital video genres

## Genres watched by digital video users



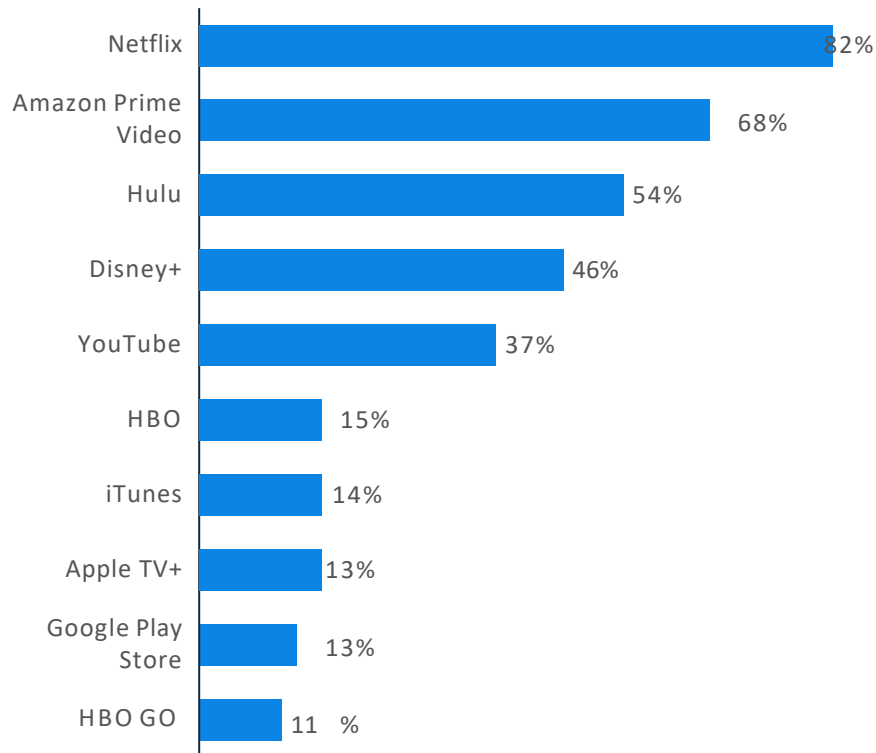
"In general, which types of films or shows do you watch as online content?"; Multi Pick; Base: n=3,674 respondents who spent money on digital video content

Sources: [Global Consumer Survey](#), as of November 2020

# 82% of digital video purchasers in the U.S. have subscriptions with Netflix

Media & digital media: Video-on-demand brands

## Top 10 most-used video-on-demand providers in the U.S.

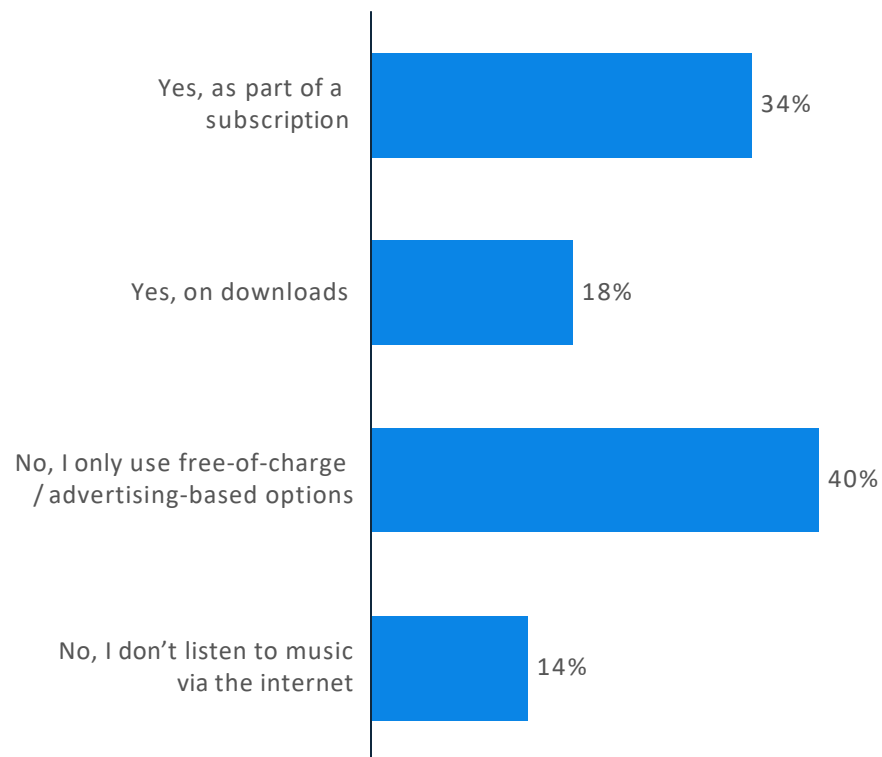


# 34% of U.S. consumers subscribe to music streaming services; 40% opt for free-of-charge versions

Media & digital media: digital music purchases (1/2)



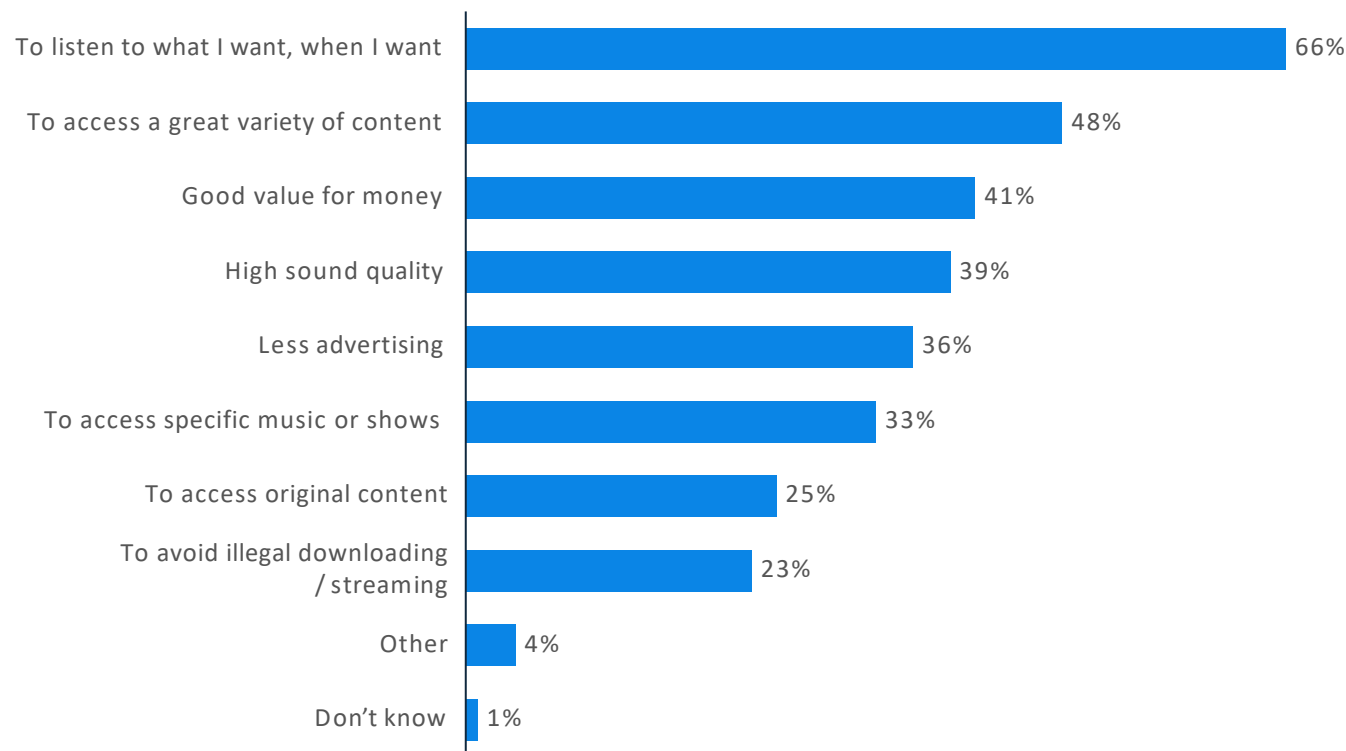
Purchases of digital video content in the past 12 months



# 66% of digital music purchasers spend money to listen to what they want, when they want it

Media & digital media: digital music purchases (2/2)

## Drivers of digital music purchases for U.S. consumers

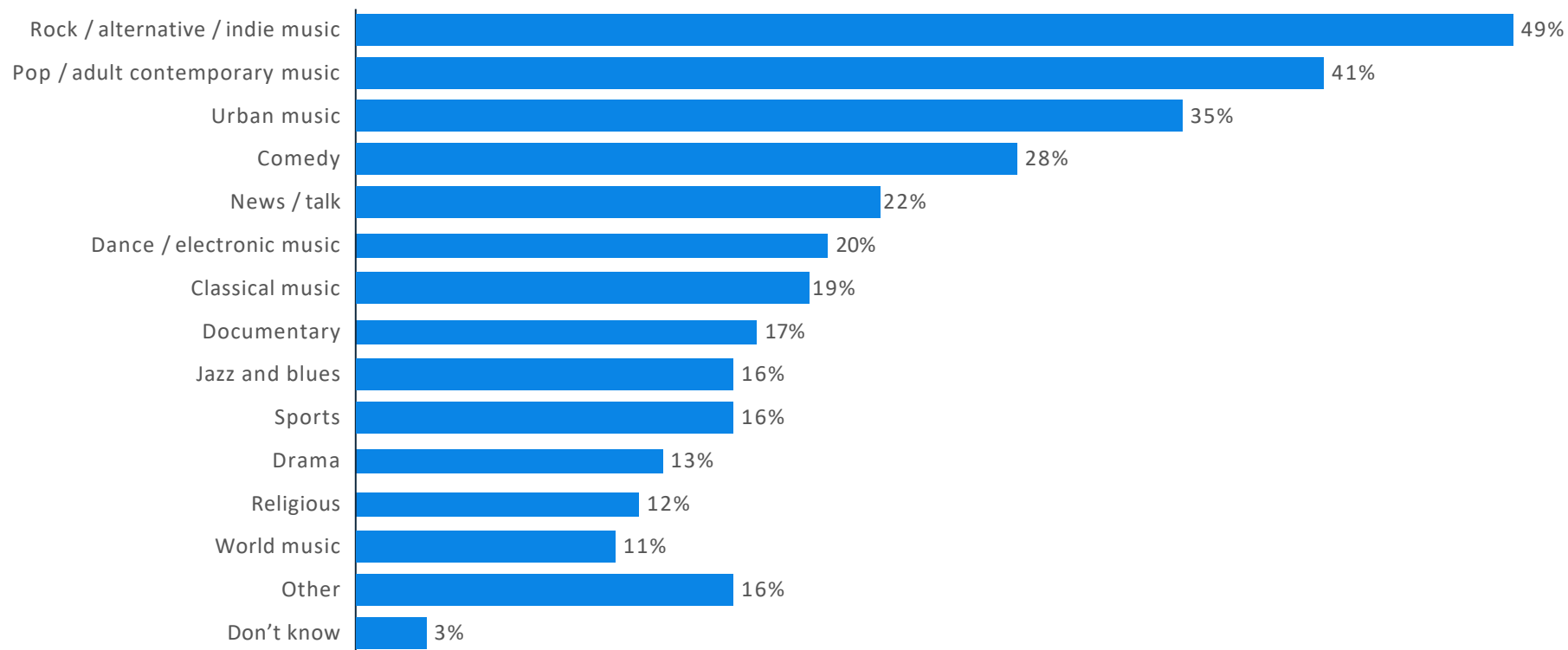


The main driver for digital music purchases for U.S. consumers is access: being able to play what they want when they want (66%) and being able to access a variety of content (48%). The next most important driver is value for money, with 41% of purchasers stating they felt it was good value for money. Less advertising was also an important factor according to 36% of U.S. consumers.

# Nearly half of U.S. consumers who use digital music services listen to rock, alternative, or indie music

Media & digital media: digital music genres

## Genres of music or shows listened to by digital music users



"In general, which of the following genres, shows or podcasts do you listen to via digital music services?"; Multi Pick; Base: n=3,606 respondents who listen to digital music content

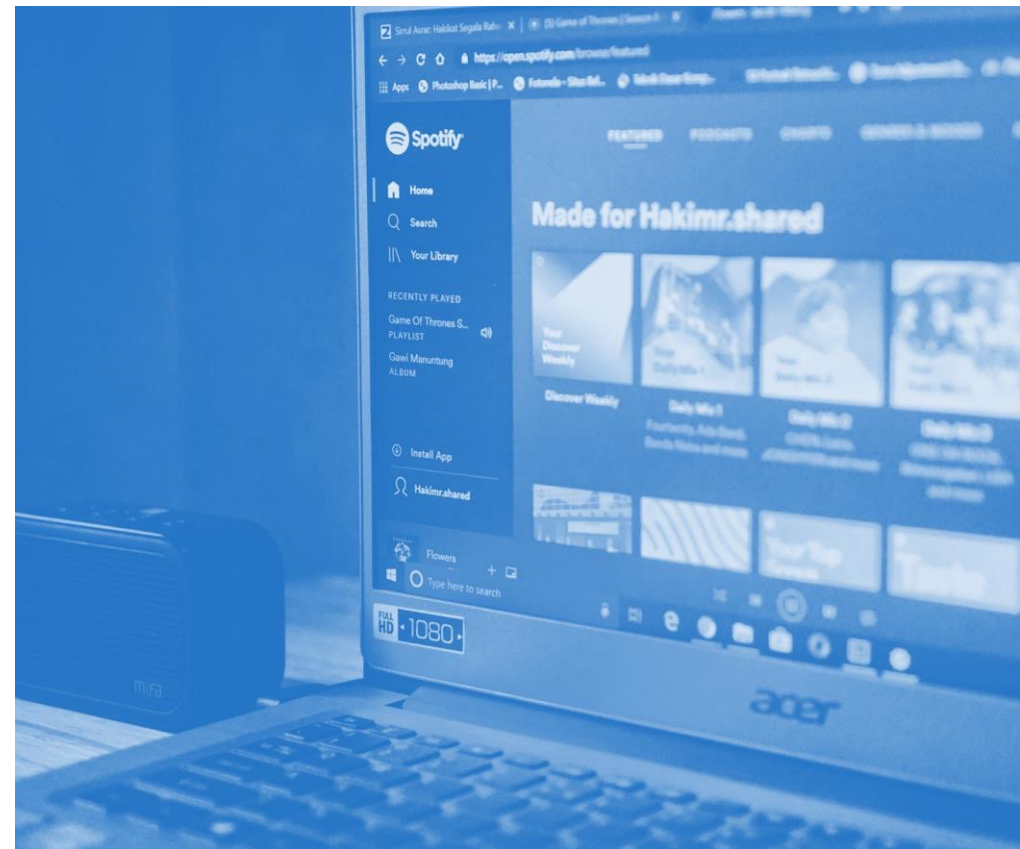
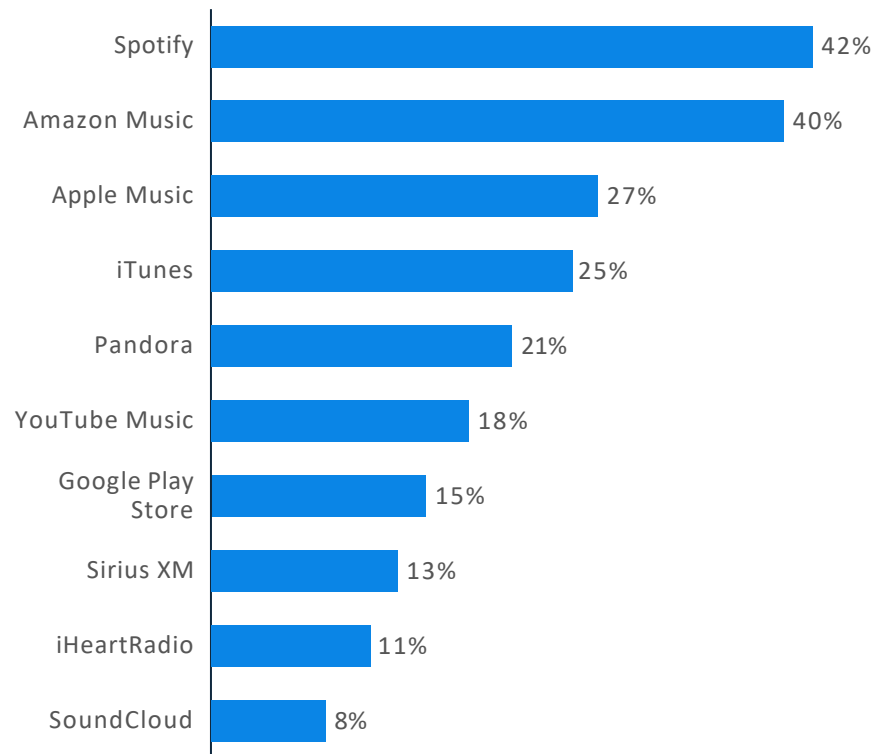
Sources: [Global Consumer Survey](#) as of November 2020



# Spotify and Amazon music are the preferred choices of digital music services for U.S. consumers

Media & digital media: digital music brands

## Top 10 most-used digital music providers in the U.S.

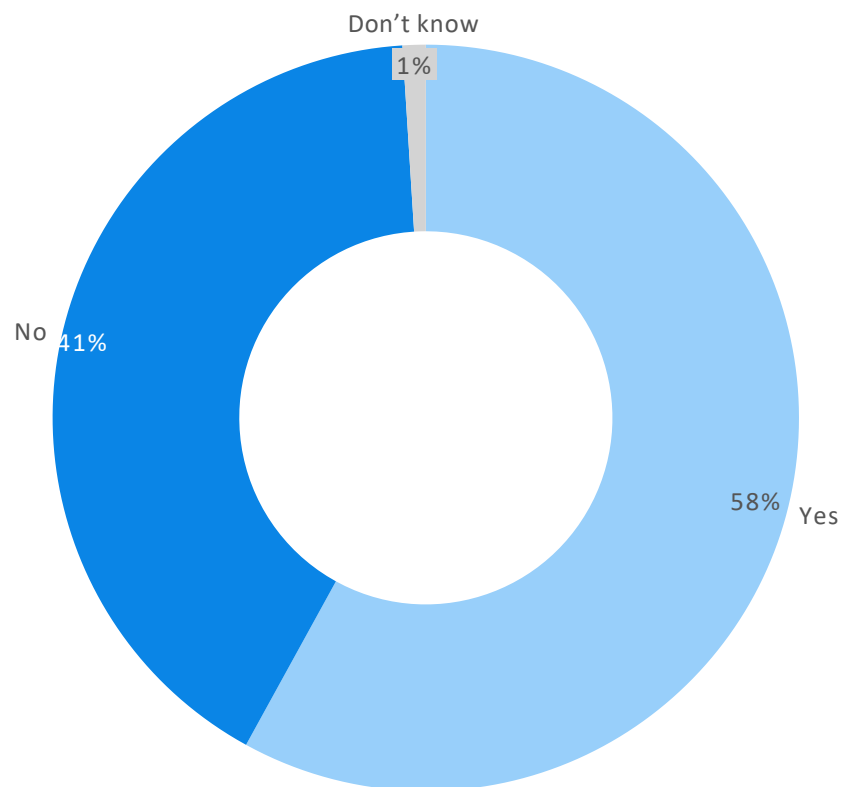


"Which of these providers have you bought music downloads or streaming services from in the past 12 months?"; Multi Pick; Base: n=1,930 respondents who spent money on digital music content  
Sources: [Global Consumer Survey](#) as of November 2020

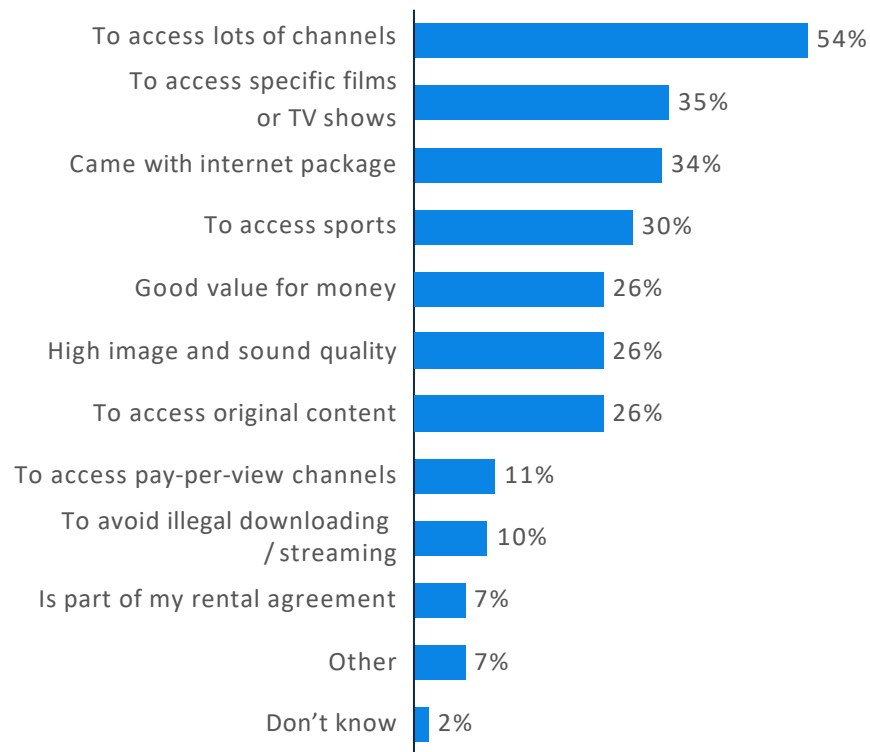
# 58% of U.S. consumers pay for a TV subscription mainly in order to gain more access to content

Media & digital media: television purchases

## U.S. consumers who subscribe to cable or satellite TV



## Main drivers for purchasing cable or satellite TV

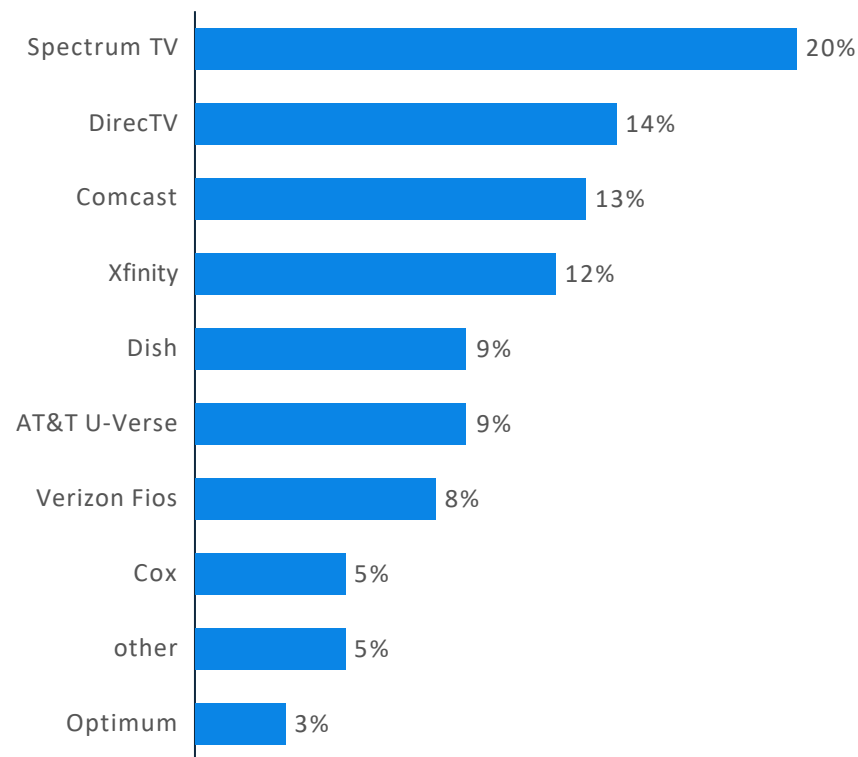


"Do you currently pay for a TV subscription (cable/satellite)?"; Single Pick; Base: n=4,189 all respondents; "Why do you pay for a TV subscription (cable/satellite)?"; Multi Pick; Base: n=2,434 respondents who pay for a TV subscription  
Sources: [Global Consumer Survey](#) as of November 2020

# Spectrum TV is the paid TV service most used by U.S. consumers, followed by DirecTV and Comcast

Media & digital media: Cable and satellite brands

## Top 10 most-used U.S. TV cable and satellite brands



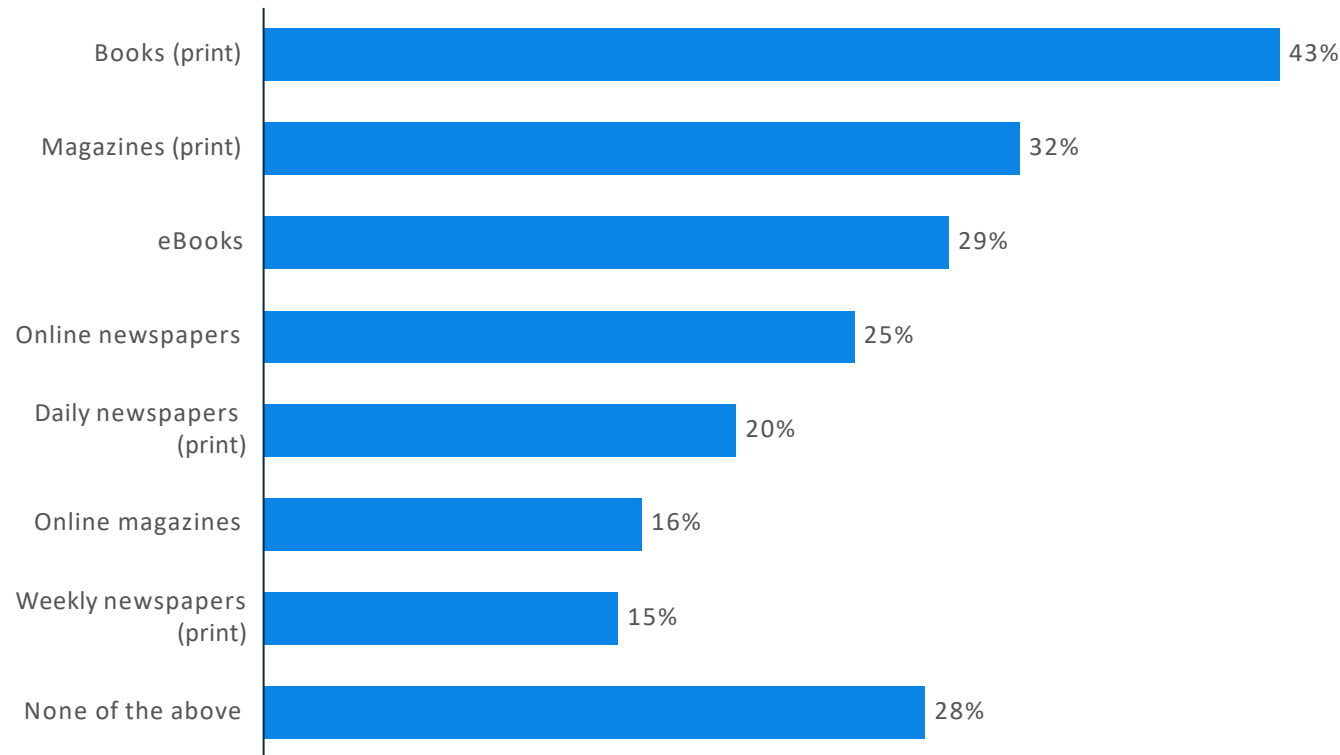
"With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=2,434 respondents who pay for a TV subscription

Sources: [Global Consumer Survey](#) as of November 2020

# Printed books and magazines are the most used forms of published media by U.S. consumers

Media & digital media: print media & ePublishing

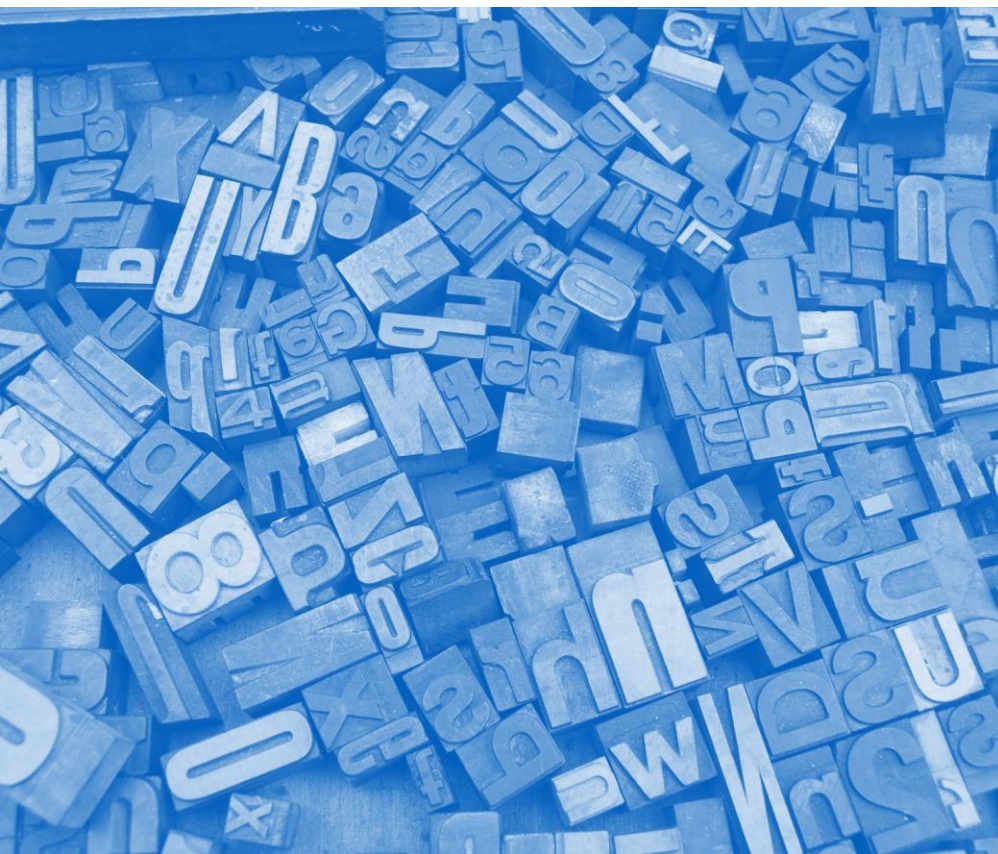
## Print and ePublishing media most used in the past 12 months



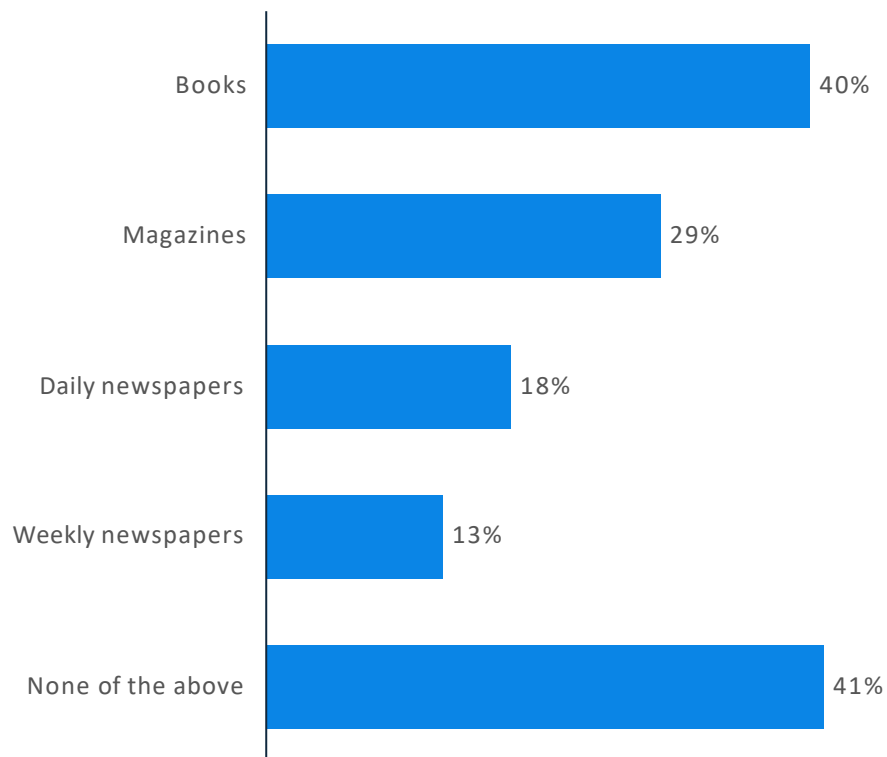
When it comes to published media, print still leads the way with 43% of U.S. consumers stating that they have been reading books in the past 12 months. Printed books are followed by printed magazines, with just under a third (32%) of U.S. consumers reading these. The most popular form of ePublishing is eBooks, with 29% of U.S. consumers using these in the past 12 months. Online newspapers are more popular than print versions, with a quarter of people (25%) going online for their news but only 20% reading daily newspapers and 15% reading weekly newspapers.

# 40% of U.S. consumers have bought books in the past 12 months, yet newspapers are not in demand

Media & digital media: print media purchases



Purchases of print media in the past 12 months



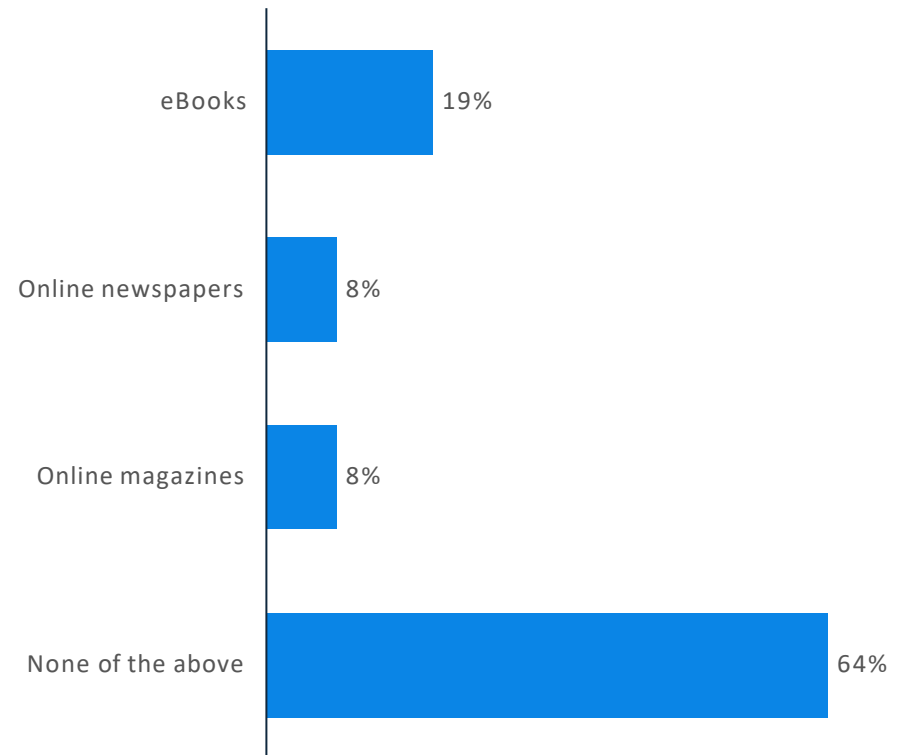


# eBooks were the most purchased products, but only 8% of consumers paid for newspapers and magazines

Media & digital media: ePublishing purchases



Purchases of ePublishing products in the past 12 months





# MOBILITY

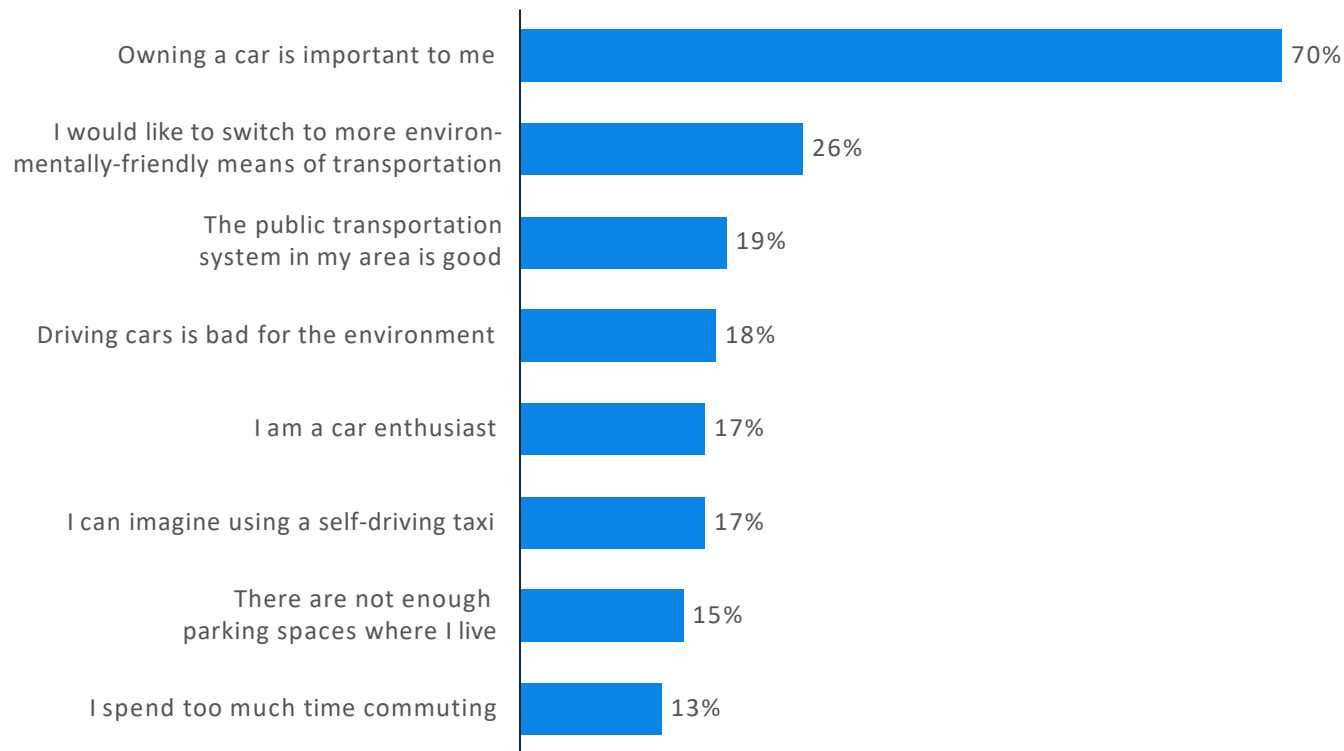
**EVERISE**



# Around a quarter of Americans would like to be more environmentally friendly about their transportation

Mobility: attitudes (1/2)

## Selected attitudes towards mobility in the U.S.



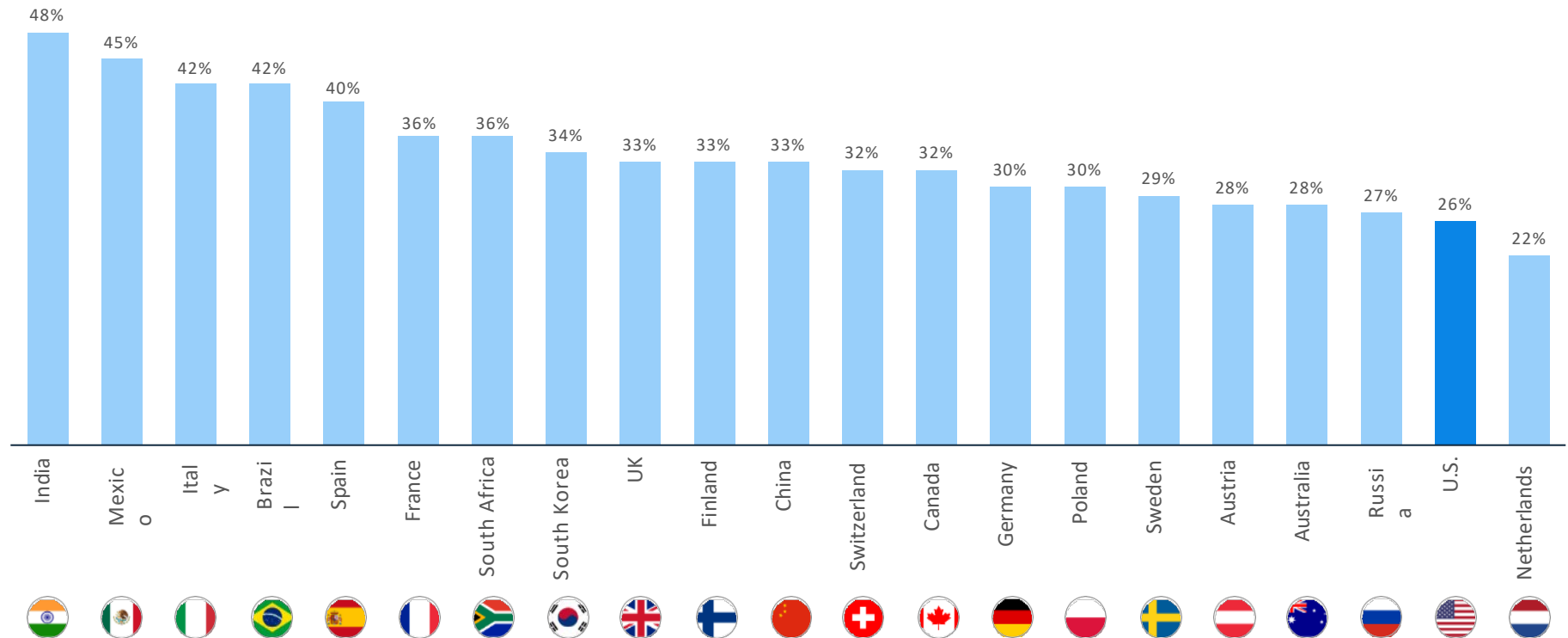
Cars appear to be more of a necessity than a passion for Americans: 70% say that owning a car is important to them, while only 17% describe themselves as car enthusiasts.

Less than one fifth of U.S. consumers say that the public transportation system in their area is good, and more than one quarter would like to switch to more environmentally-friendly means of transportation.

# Compared to the U.S., sustainable transportation is more of a concern in other countries, especially India

Mobility: attitudes (2/2)

## Percentage of respondents who would like to switch to more environmentally-friendly means of transportation



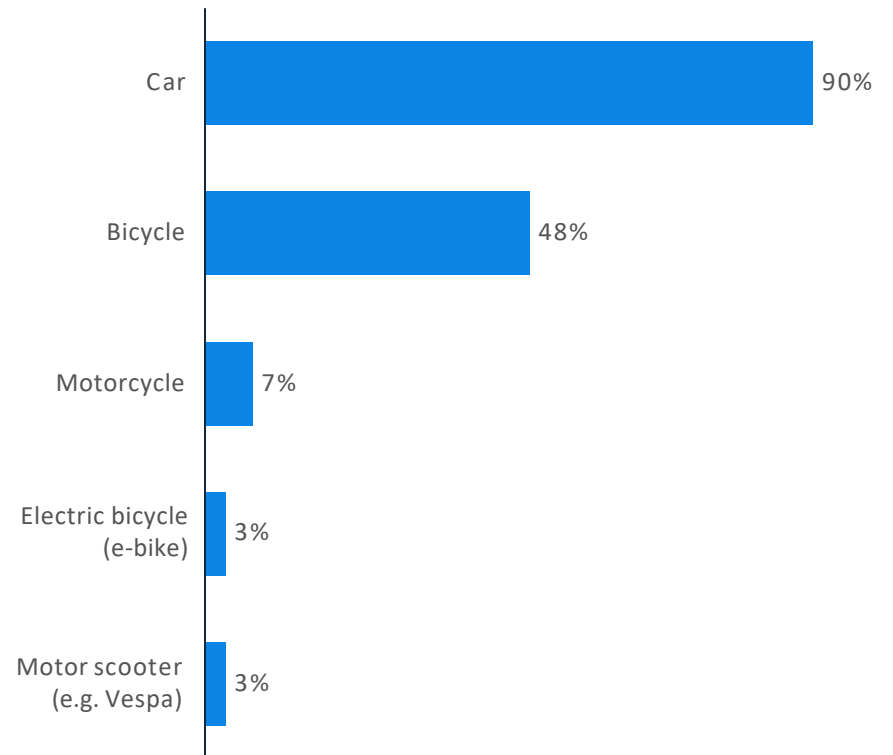
"Which of these statements apply to you?", "I would like to switch to more environmentally-friendly means of transportation"; Multi Pick; Base: n=4,196 all respondents  
Sources: [Statista Global Consumer Survey](#) as of November 2020

# Less than half of U.S. consumers own a bicycle, whereas almost everyone owns a car

Mobility: vehicle ownership



Ownership of selected vehicles in the U.S.

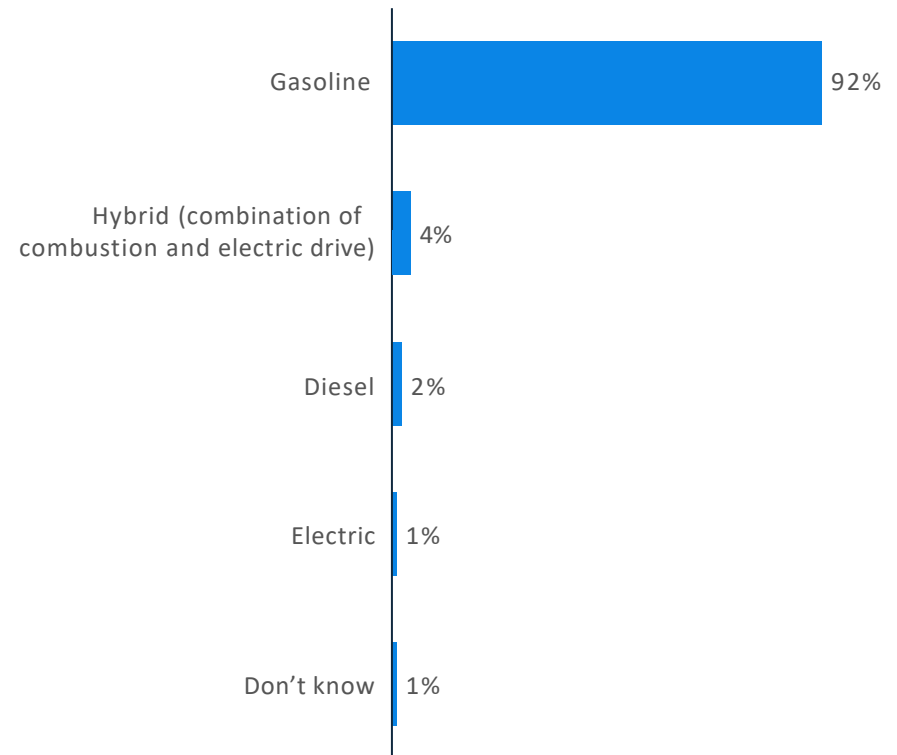


# Although more U.S. car owners drive hybrids than diesel cars, gasoline is by far more common

Mobility: car propulsion systems



Distribution of car propulsion systems in the U.S.



"Which of these propulsion types does your primarily used car use?"; Single Pick; Base: n=3,781 respondents who have a car available in their household

Sources: [Global Consumer Survey](#) as of November 2020

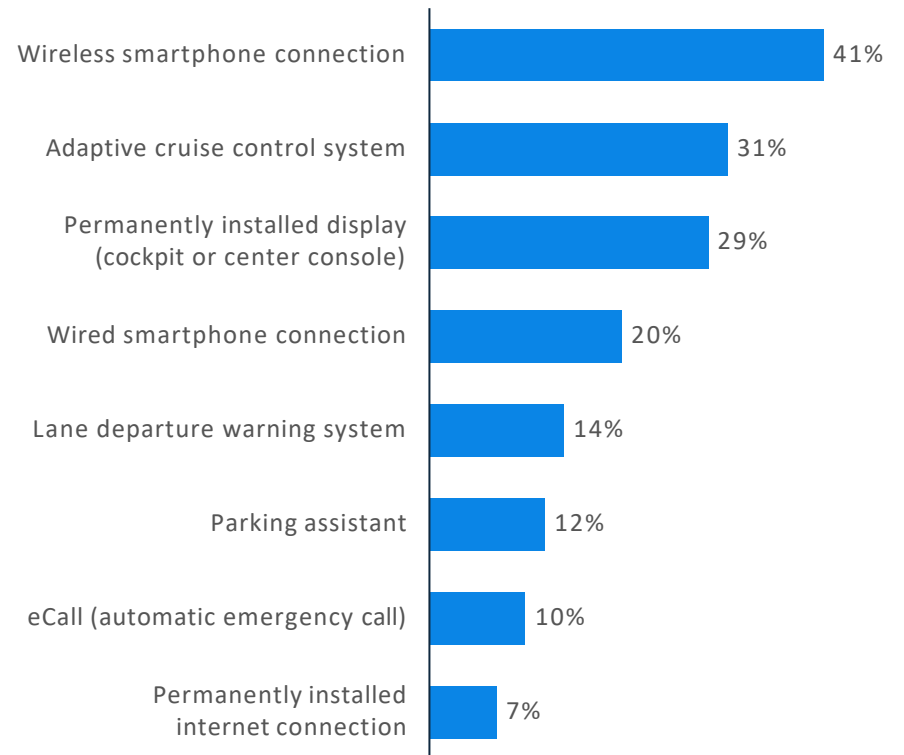


# 41% of U.S. consumers have wireless smartphone connections in their vehicles

Mobility: car features



## Availability of car features in the U.S.



"Which of these features does your primarily used car provide?"; Single Pick; Base: n=3,781 respondents who have a car available in their household

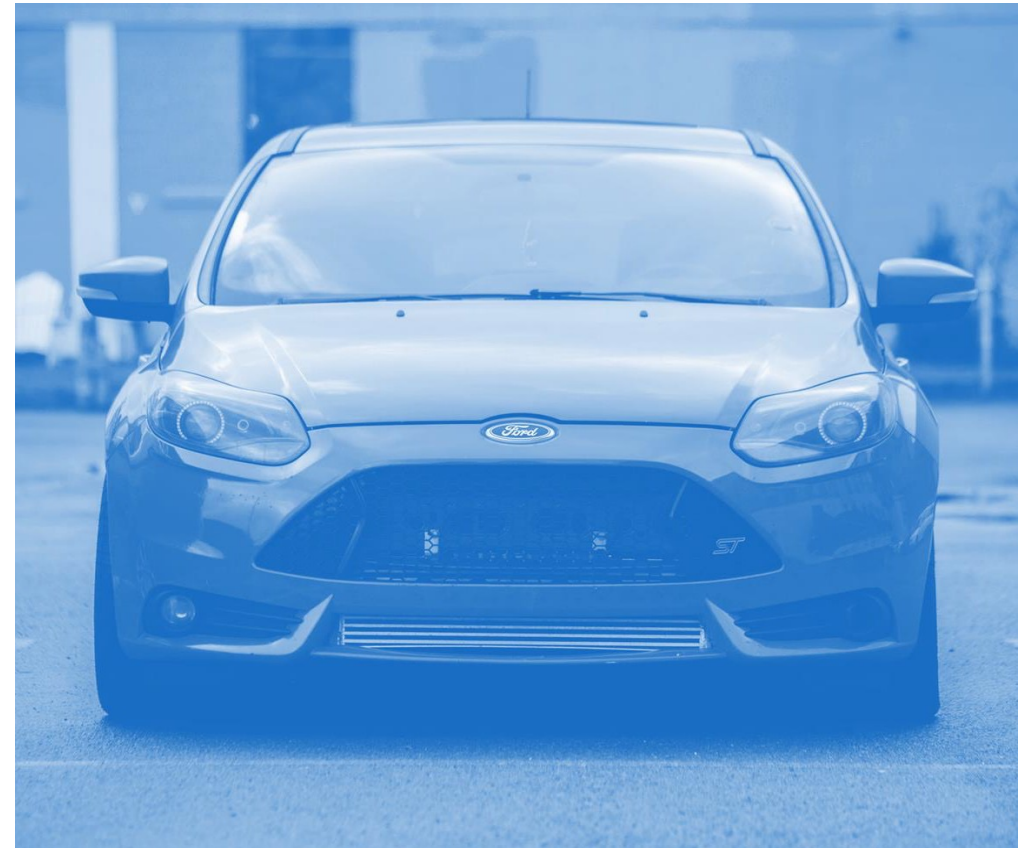
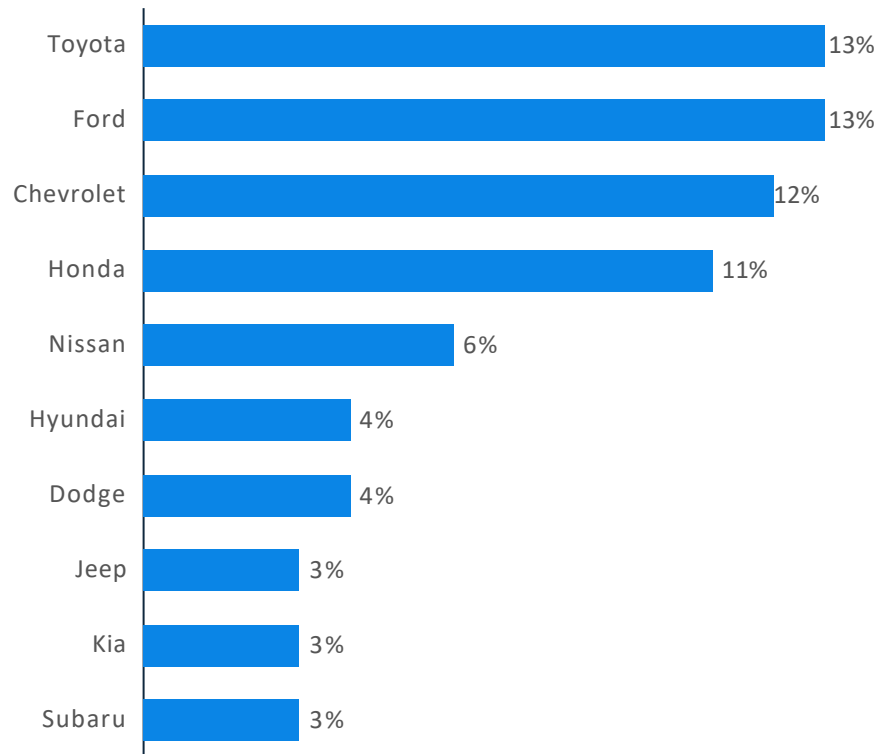
Sources: [Global Consumer Survey](#) as of November 2020



# Ford, Toyota, and Chevrolet constitute more than one third of cars driven in the U.S.

Mobility: car makes (1/2)

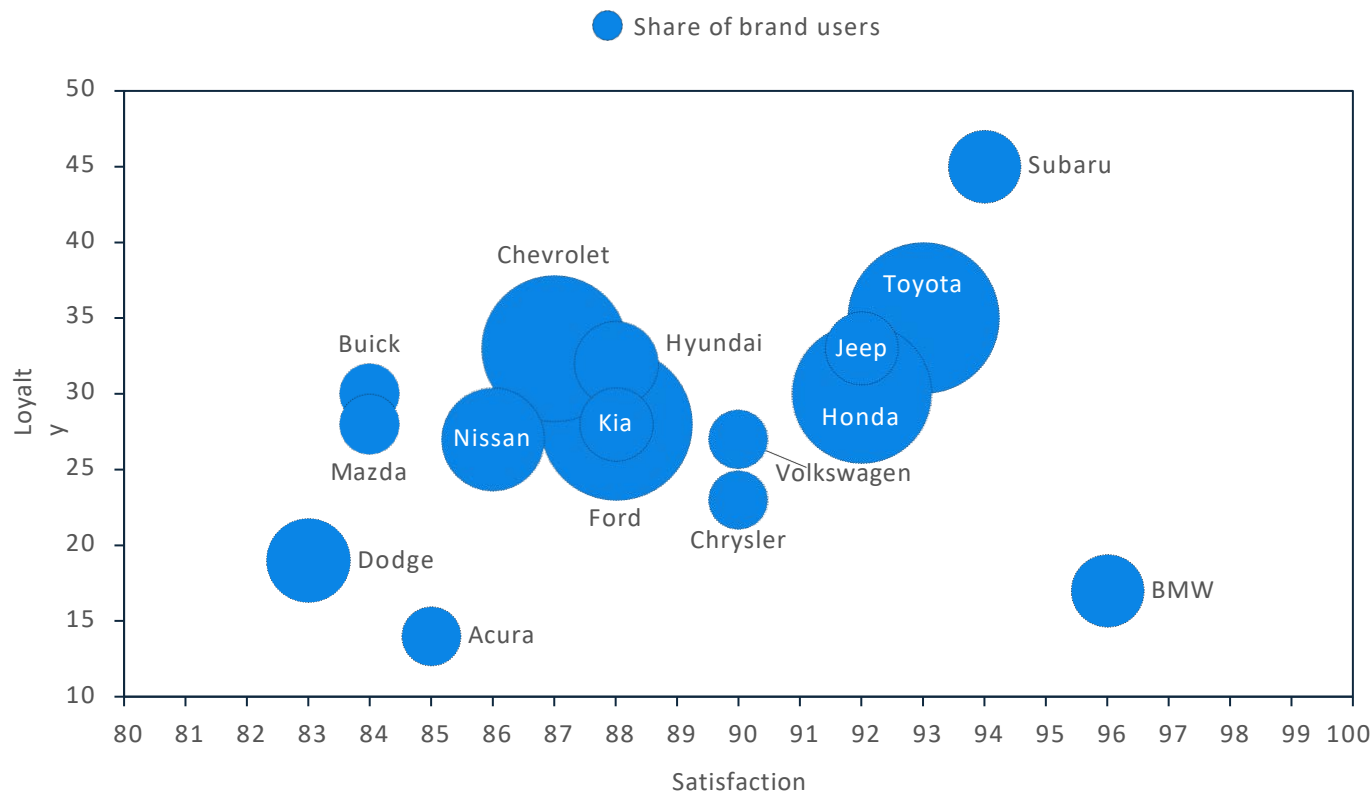
## Top 10 car makes in the U.S.



# BMW drivers display little loyalty to their brand, despite being very satisfied with their cars

Mobility: car makes (2/2)

## Satisfaction with and loyalty to primarily driven car in the U.S. (top 15 car makes)



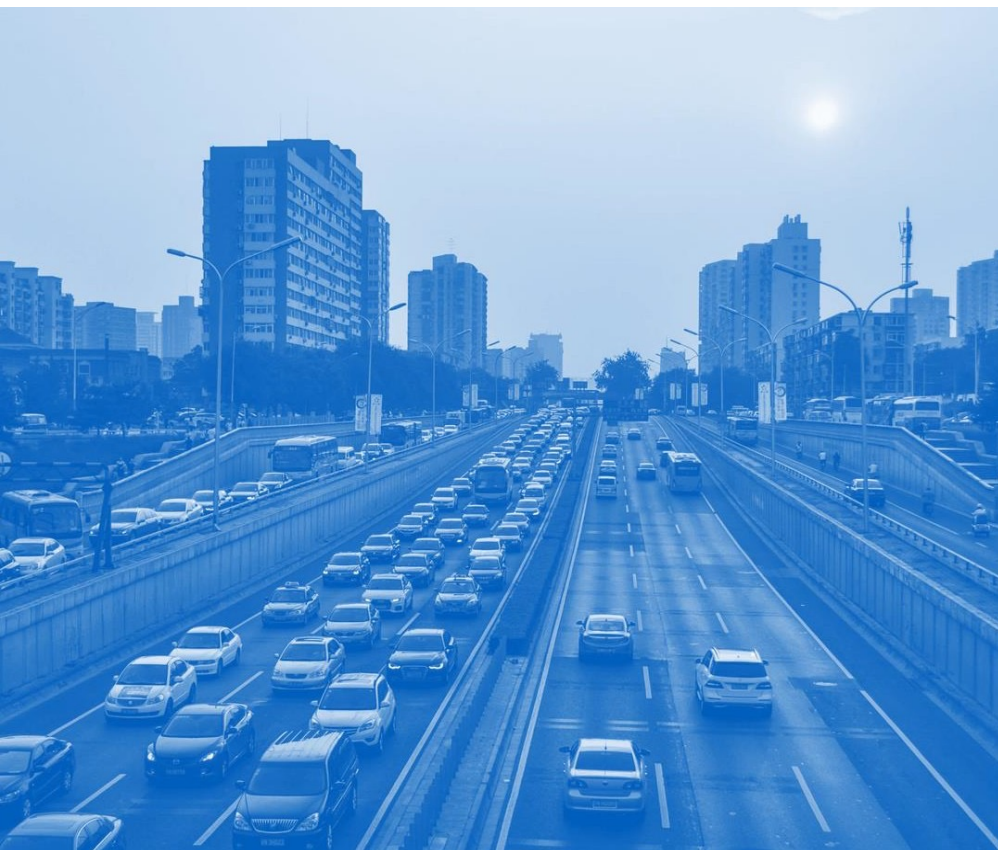
As one of the top 15 car makes in the United States, BMW drivers are the most satisfied with their car. Yet at the same time, less than 20% of them say that they are unlikely to change their car make at the next possible opportunity.

Subaru car owners not only indicate a high satisfaction rating (94%), but they also have the highest loyalty to their brand (45%).

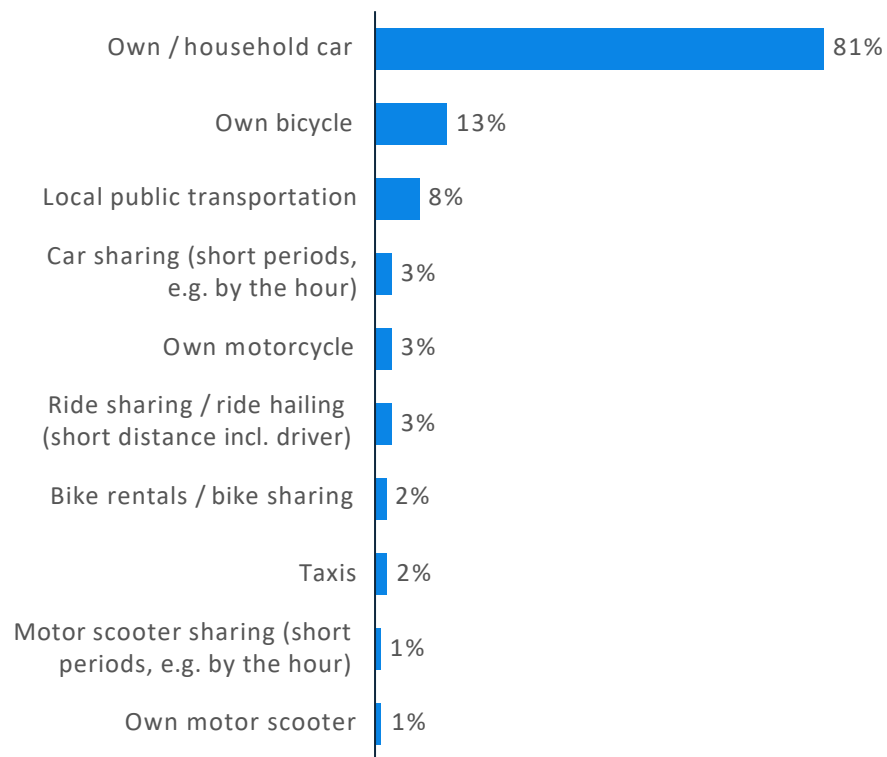
“What brand is your primarily used car?”; Single Pick; Base: n=3,781 respondents who have a car available in their household; “How satisfied are you currently with your primarily used car make?” (“very satisfied”, “satisfied”); Single Pick; Base: n=3,781 respondents who have a car available in their household; “How likely are you going to change your (primarily used) car make on the next possible occasion?” (“unlikely”, “very unlikely”); Single Pick; Base: n=3,781 respondents who have a car available in their household  
Sources: [Global Consumer Survey](#) as of November 2020

# U.S. consumers heavily rely on their cars for transportation

Mobility: transportation



## Frequently used modes of transportation



# FINANCE & INSURANCE

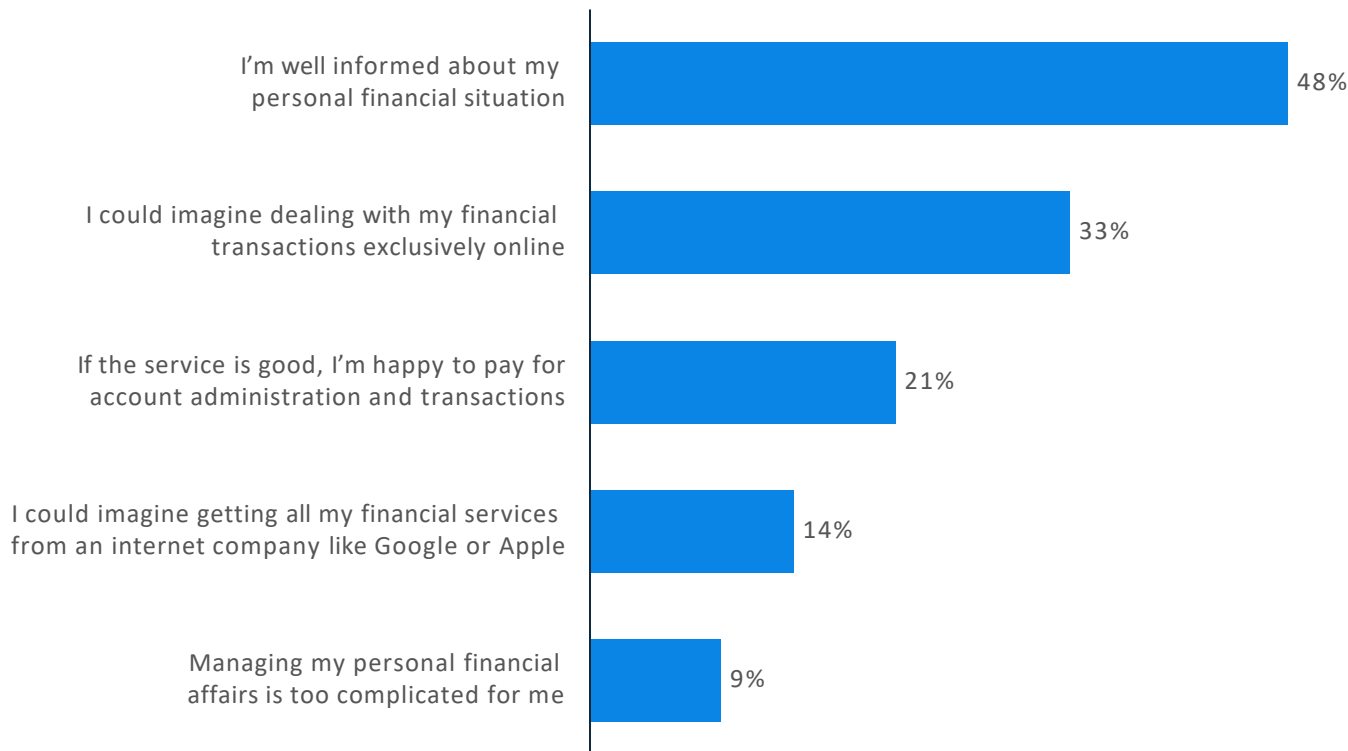
**EVERISE**



# About half of U.S. consumers state that they are well informed about their personal finances

Finance & insurance: financial attitudes (1/2)

## Selected attitudes towards personal finances in the U.S.

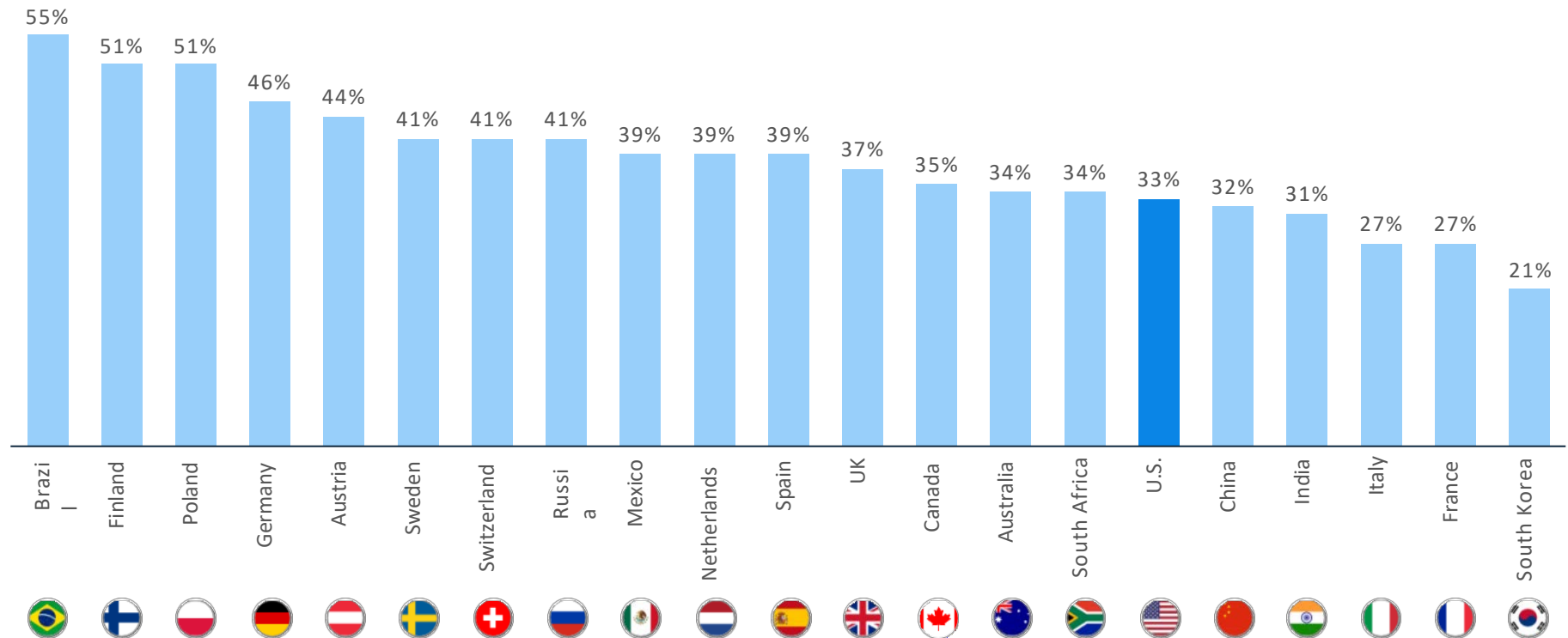


About half (48%) of consumers in the U.S. are well informed about their personal financial situations. By contrast, only 9% of Americans say that managing their personal financial affairs is too complicated for them. A third (33%) of U.S. consumers can conceive of dealing with their financial transactions exclusively online. However, only 14% can see themselves receiving all their financial services from an internet company like Google or Apple. About a fifth (21%) of consumers in the U.S. are willing to pay fees in exchange for good service.

# Compared to other countries, U.S. consumers are less willing to deal with their finances exclusively online

Finance & insurance: financial attitudes (2/2)

Percentage of respondents who can conceive of dealing with their financial transactions exclusively online



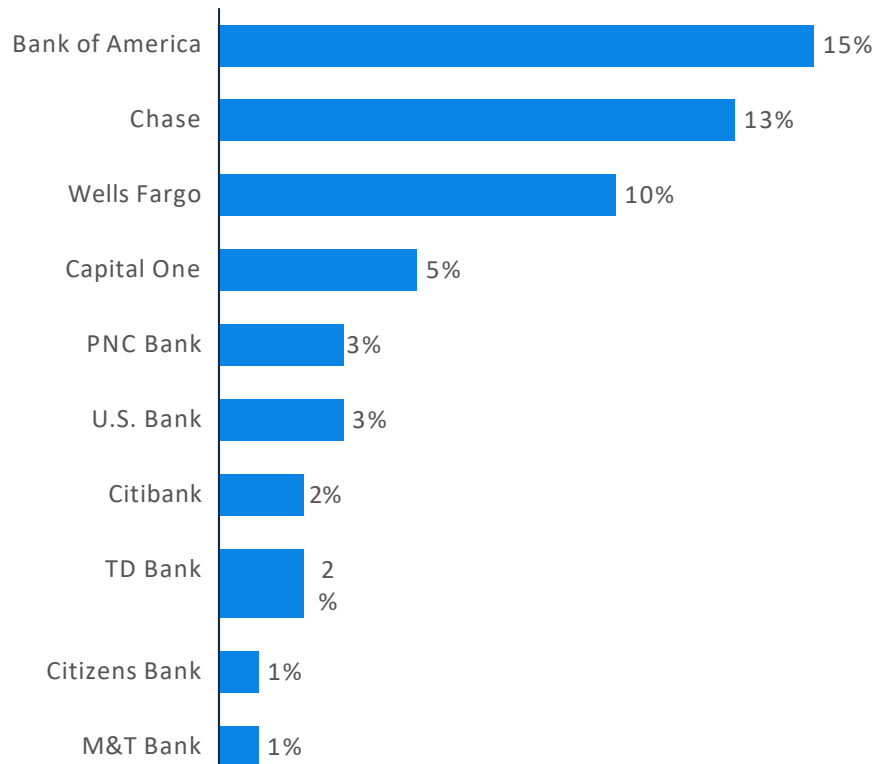
“Which of these statements apply to you?”, “I could imagine dealing with my financial transactions exclusively online”; Multi Pick; Base: n=4,173 all respondents  
Sources: [Statista Global Consumer Survey](#) as of November 2020



# Bank of America is the most popular bank for U.S. consumers, followed closely by Chase

Finance & insurance: banking brands (1/2)

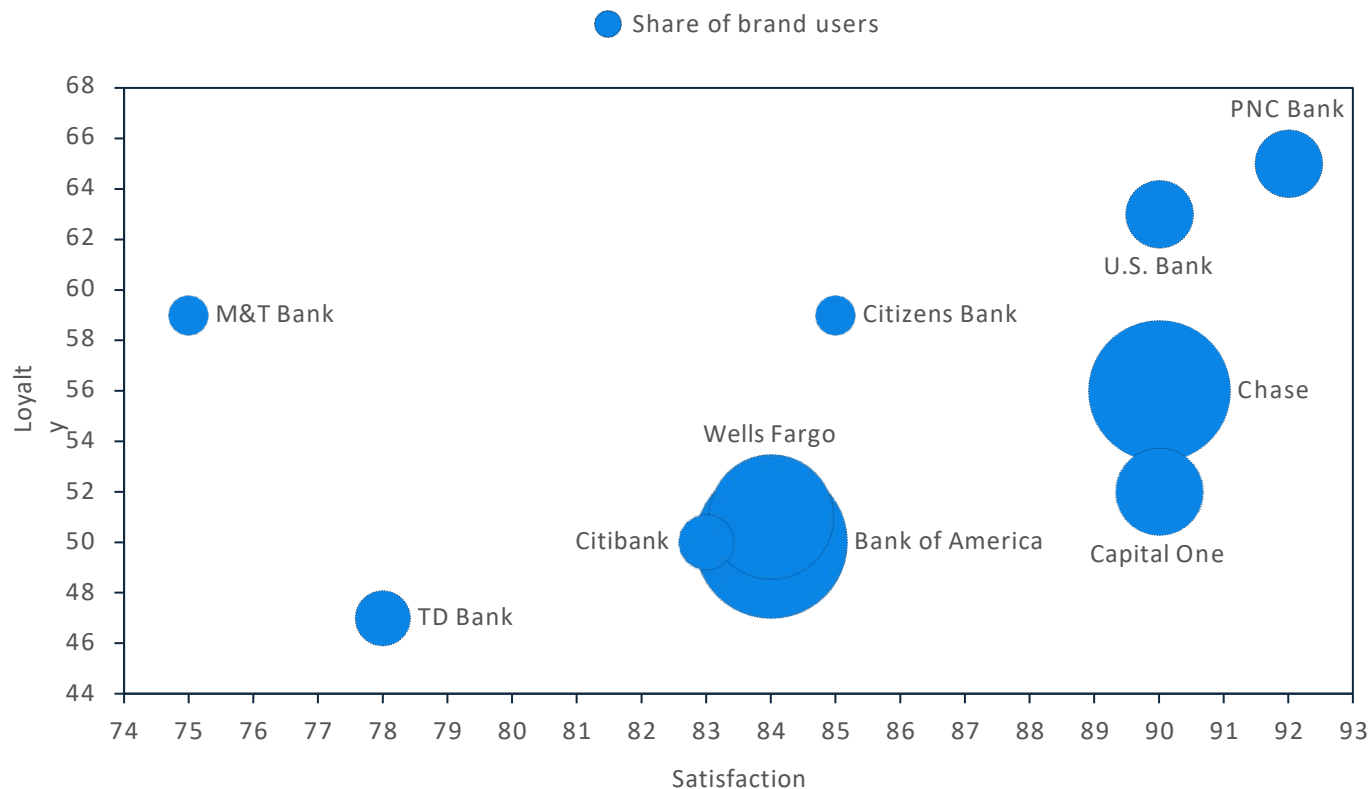
## Top 10 primarily used banks in the U.S.



# PNC Bank has the most satisfied and loyal customers among banks in the U.S.

Finance & insurance: banking brands (2/2)

## Satisfaction with and loyalty to primary bank in the U.S. (selection)



PNC Bank customers are the most satisfied (92%) and the most loyal (65%) among the top ten banks in the United States. Customers at U.S. Bank, Chase, and Capital One all report satisfaction levels of 90%. U.S. Bank, Citizens Bank, and M&T Bank customers are also relatively loyal, as evidenced by their figures of 63%, 59%, and 59%, respectively. The least loyal customers (47%) are at TD Bank, where the number of customers unlikely to leave are less than half.

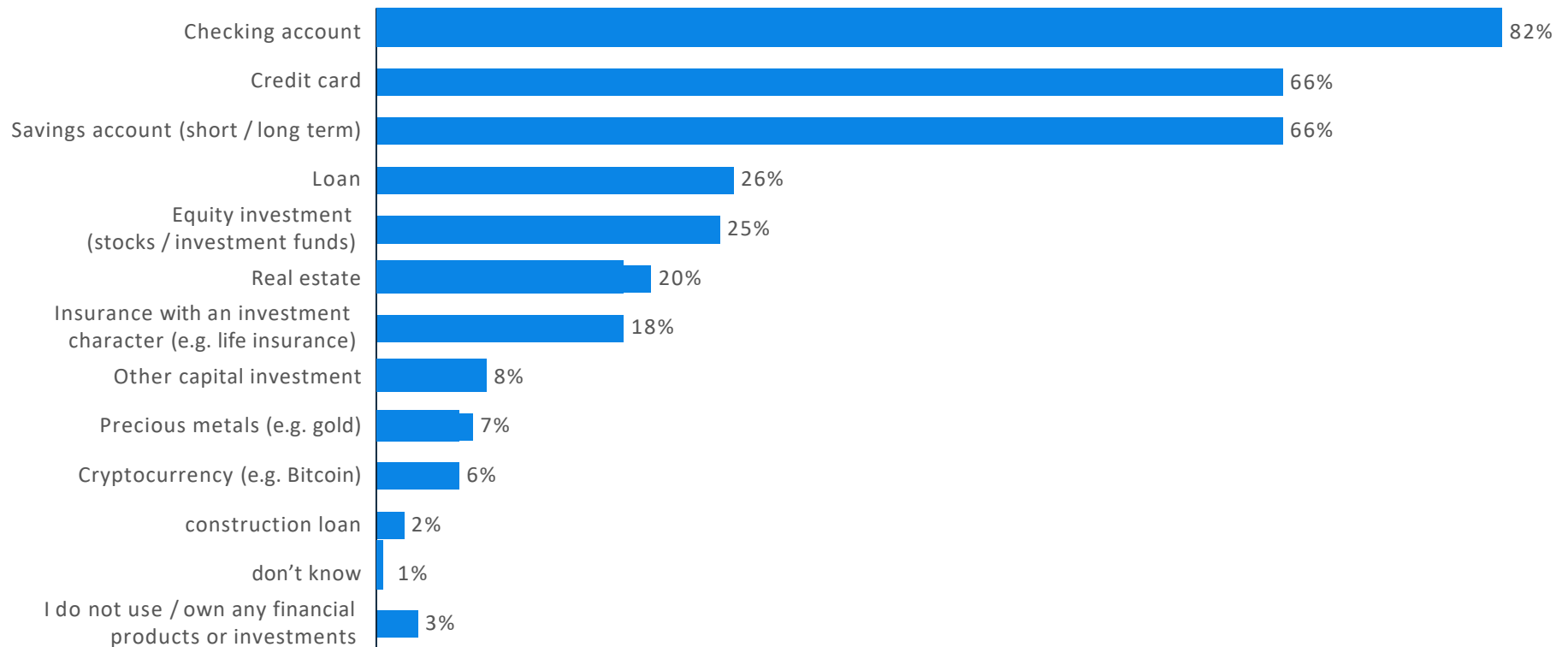
"At which of these banks is the account held that you primarily use?"; Single Pick; Base: n=4,173 respondents who have a bank account; "How satisfied are you currently with your primarily used bank?" ("very satisfied", "satisfied"); Single Pick; Base: n=4,173 respondents who have a bank account; "How likely are you going to change your (primarily used) bank on the next possible occasion?" ("unlikely", "very unlikely"); Single Pick; Base: n=4,173 respondents who have a bank account

Sources: [Statista Global Consumer Survey](#), as of November 2020

# Checking accounts are the most frequently used financial products among U.S. consumers

Finance & insurance: financial products

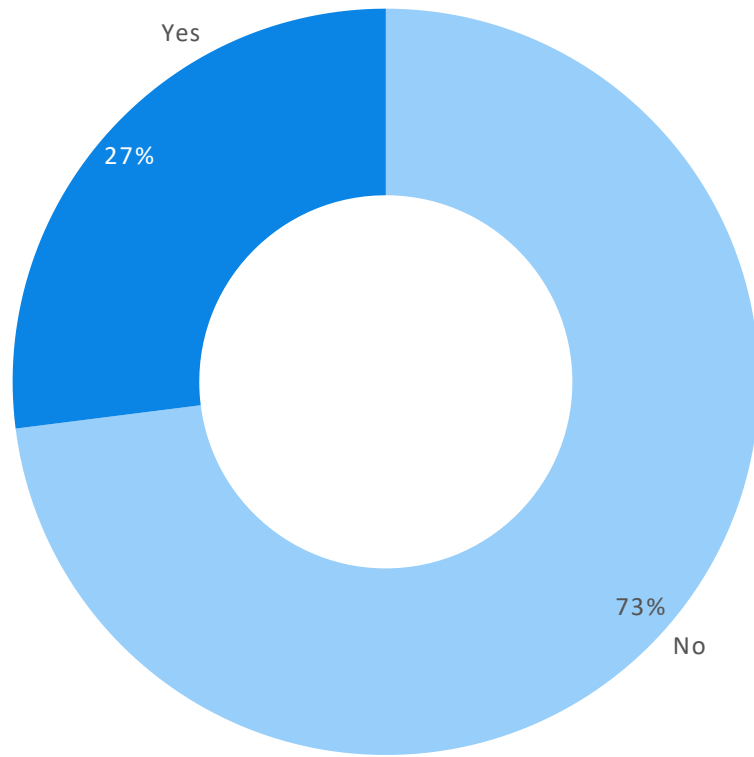
## Financial products currently owned by U.S. consumers



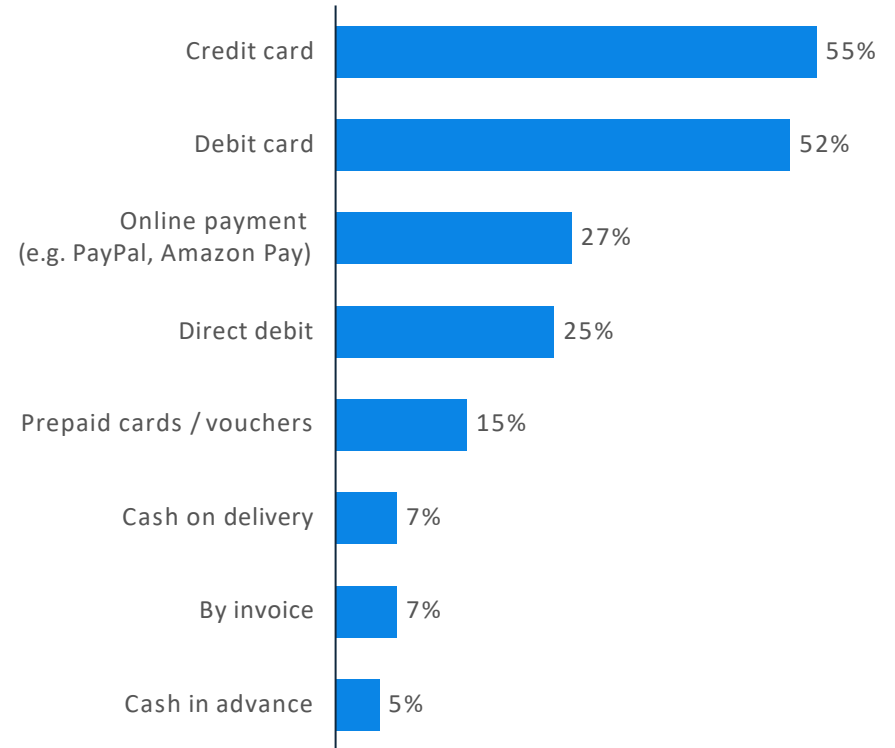
# Over a quarter of U.S. consumers use online payment systems, credit and debit cards are the most used

Finance & insurance: online payments

## Conducted payments online



## How consumers make payments online

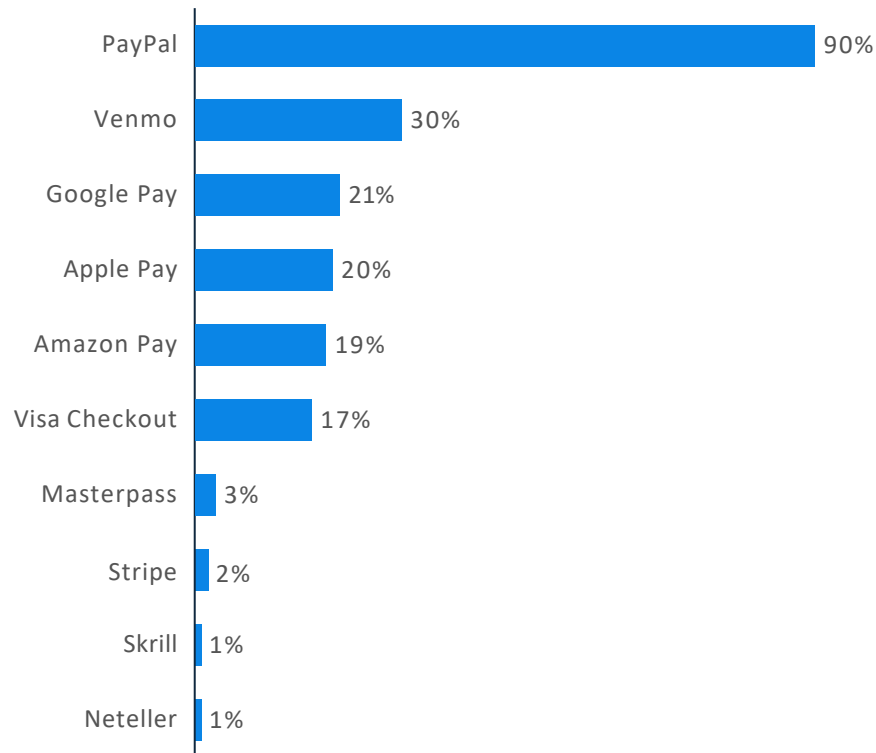


Recode based on "Online payments by type"; Single Pick; Base: n=4,173 all respondents; "How have you conducted payments online in the past 12 months?"; Multi Pick; Base: n=4,173 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

# Nearly all of U.S. consumers who use online payments rely on PayPal for their services

Finance & insurance: online payment brands

## Top 10 online payment brands in the U.S.



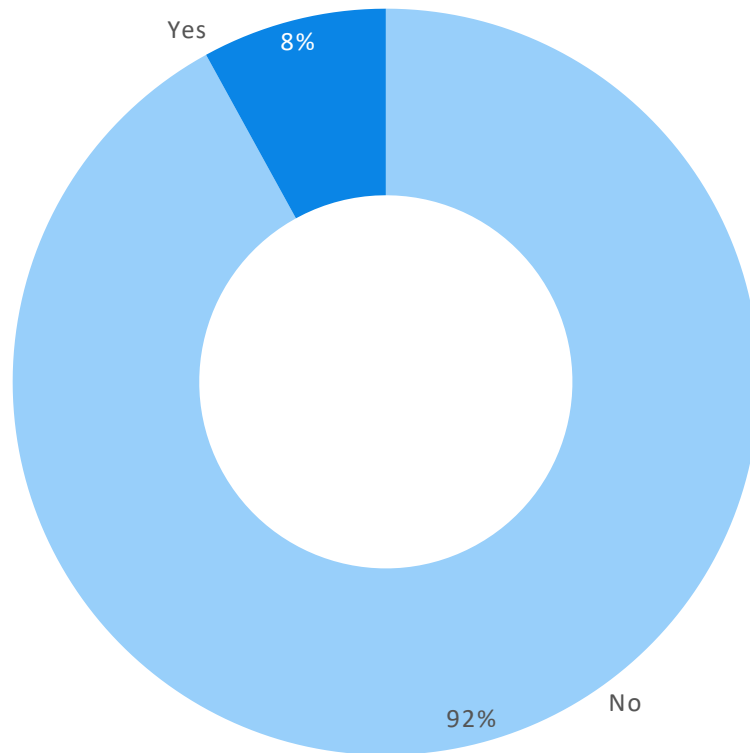
"Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=2,366 respondents who used online payment methods

Sources: [Statista Global Consumer Survey](#) as of November 2020

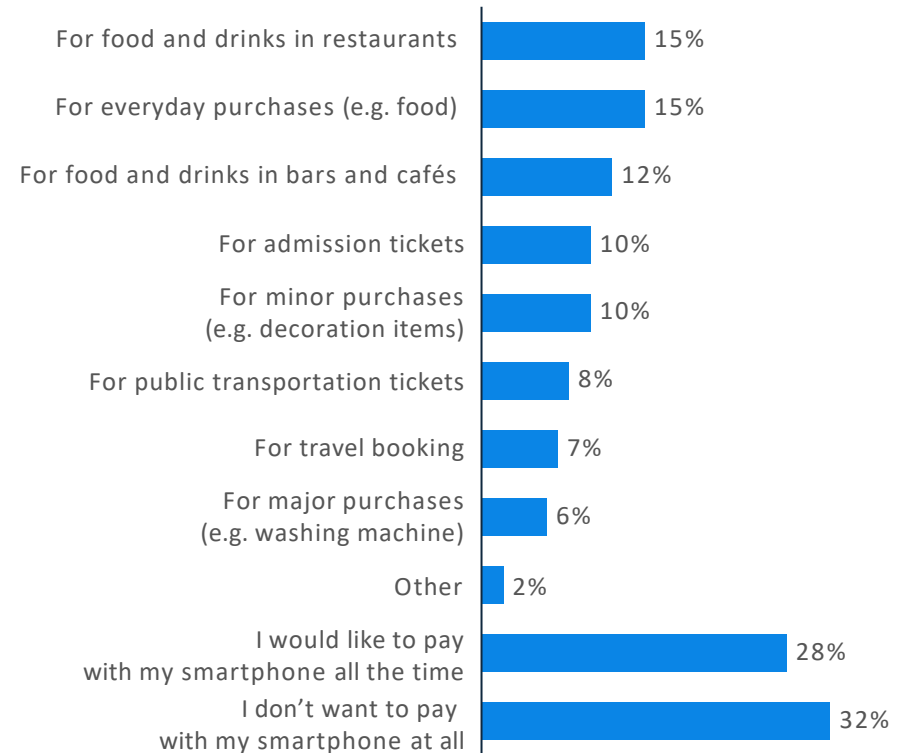
# Currently only 8% use mobile payments, but 28% of consumers would like to be able to do so all the time

Finance & insurance: mobile payments

## Mobile payment users



## Where consumers would like to use mobile payments



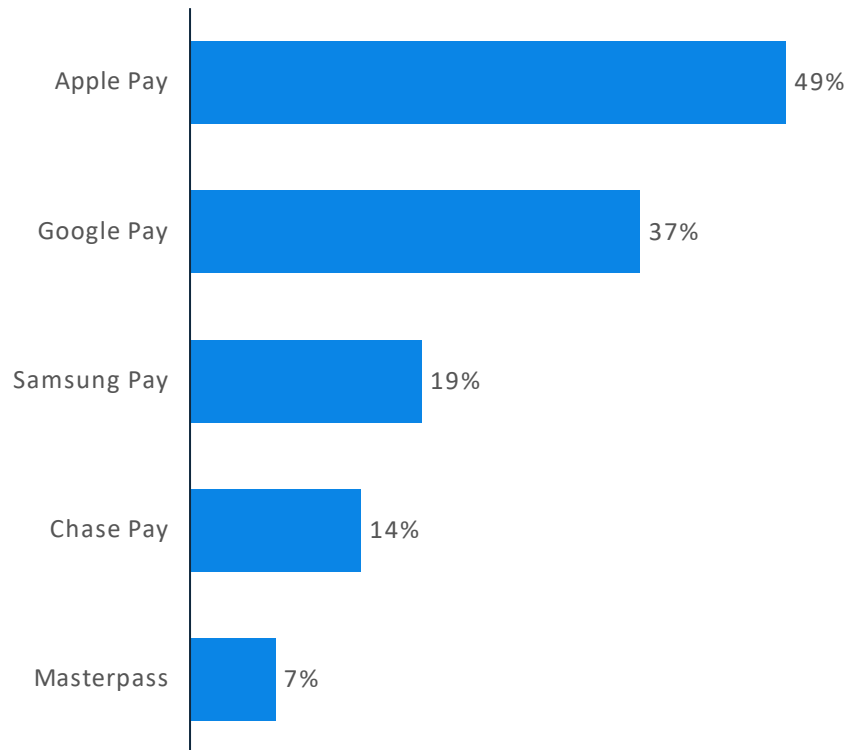
Recode based on "Payments at points of sale by type"; Single Pick; Base: n=4,173 all respondents; "In what situations would you like to be able to pay with your smartphone (without debit/credit card or cash)?"; Multi Pick; Base: n=4,173 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020



# Apple Pay is the most popular mobile payment service, followed by Google Pay

Finance & insurance: mobile payment brands

## Top 5 mobile payment brands in the U.S.

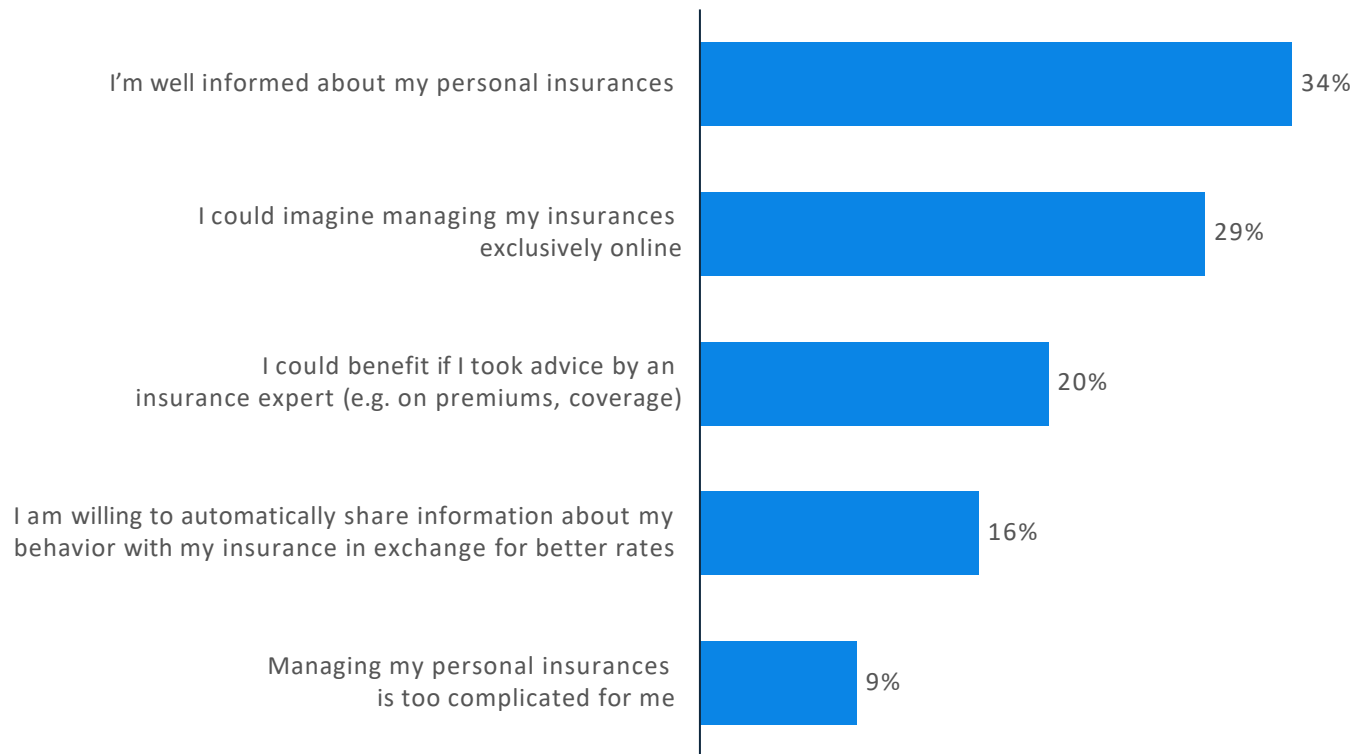


"Which of these services have you used in the past 12 months to pay in stores, restaurants, or other points of sale with your smartphone?"; Multi Pick; Base: n=684 respondents who used mobile payment in restaurants, stores and other points of sale in the past 12 months  
Sources: [Statista Global Consumer Survey](#) as of November 2020

# Over a third of U.S. consumers feel well informed about their personal insurance

Finance & insurance: insurance attitudes (1/2)

## Selected attitudes towards insurances in the U.S.



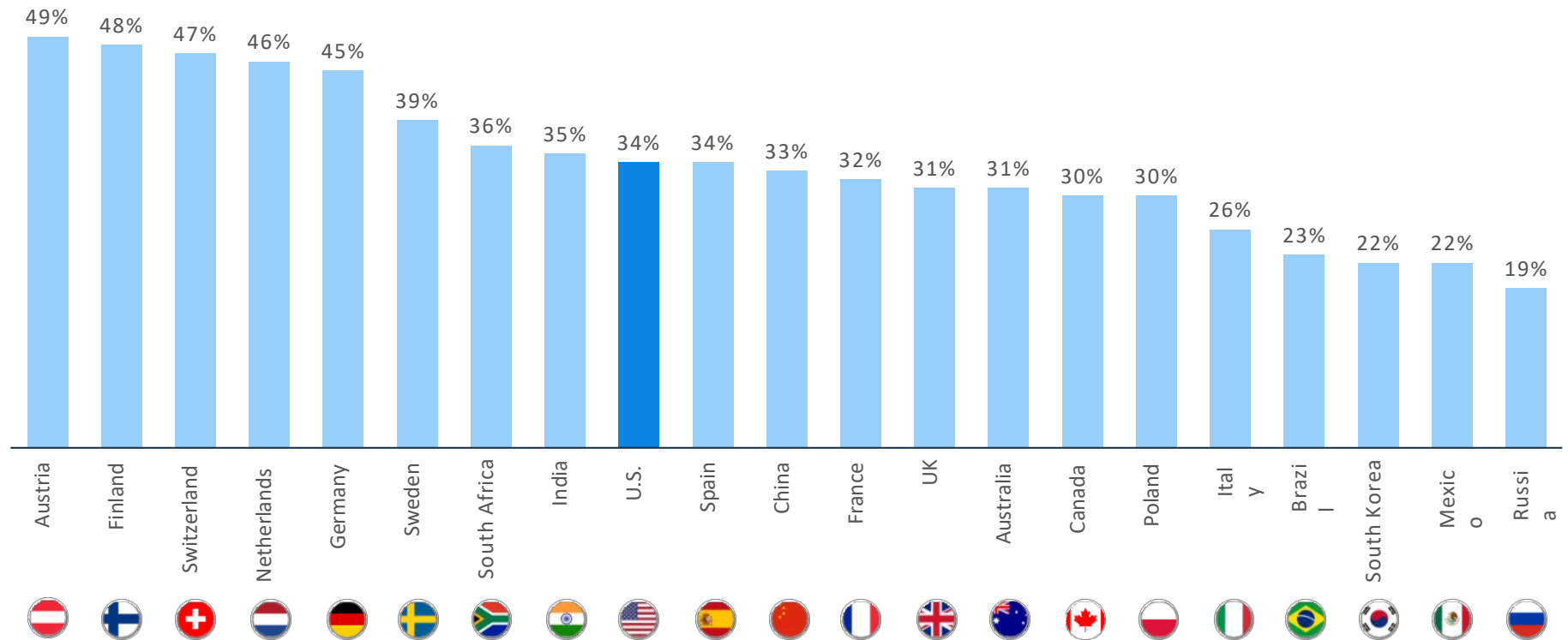
34% of U.S. consumers feel well informed about their personal insurance policies and 29% also believe that they can manage their insurance exclusively online. In fact only 9% feel that managing their insurance is too complicated for them. However, 20% do believe they would benefit from advice from an insurance expert on topics such as premiums and coverage.

Only 16% would be willing to automatically share information about their behavior to their insurance companies in exchange for better rates.

# U.S. consumers feel less informed than their central and Northern European counterparts

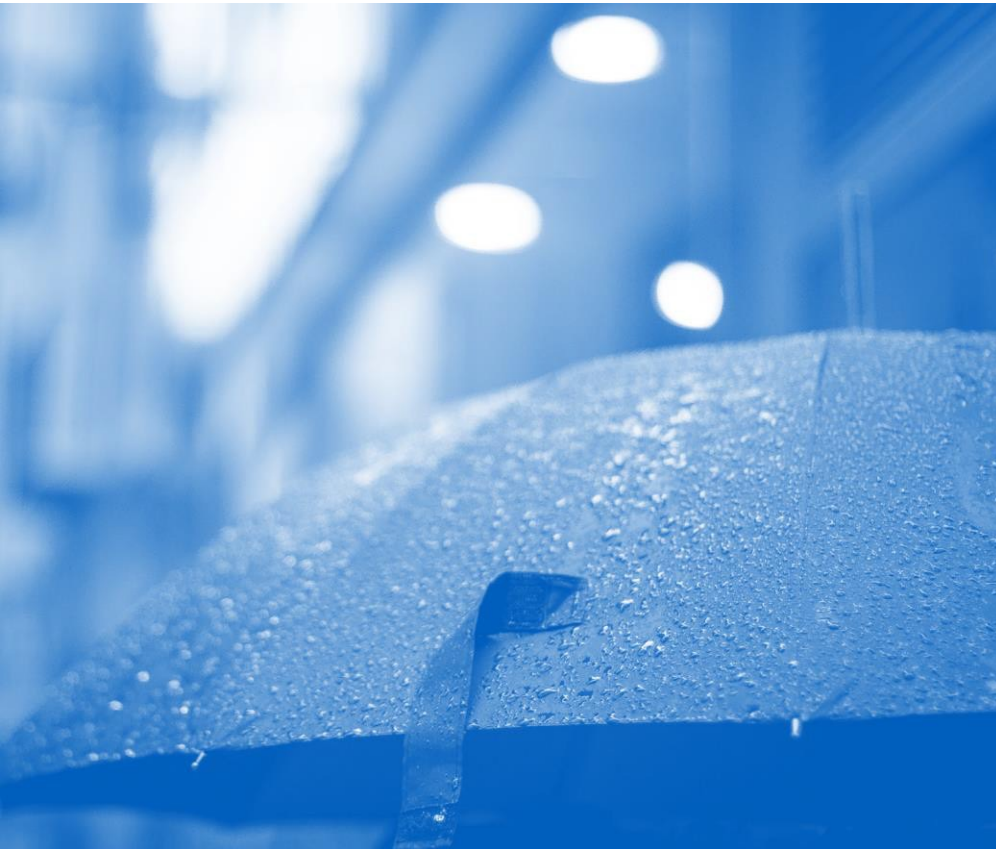
Finance & insurance: insurance attitudes (2/2)

Percentage of respondents who feel well informed about their personal insurance policies

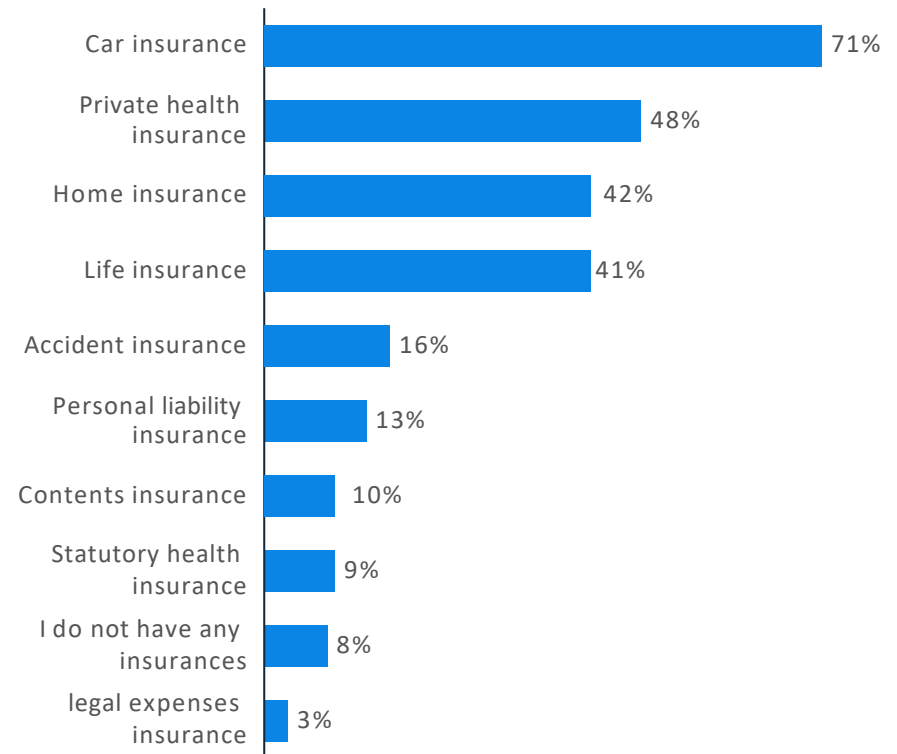


# 71% of U.S. consumers currently have car insurance, and just under half have private health insurance

Finance & insurance: Insurance ownership



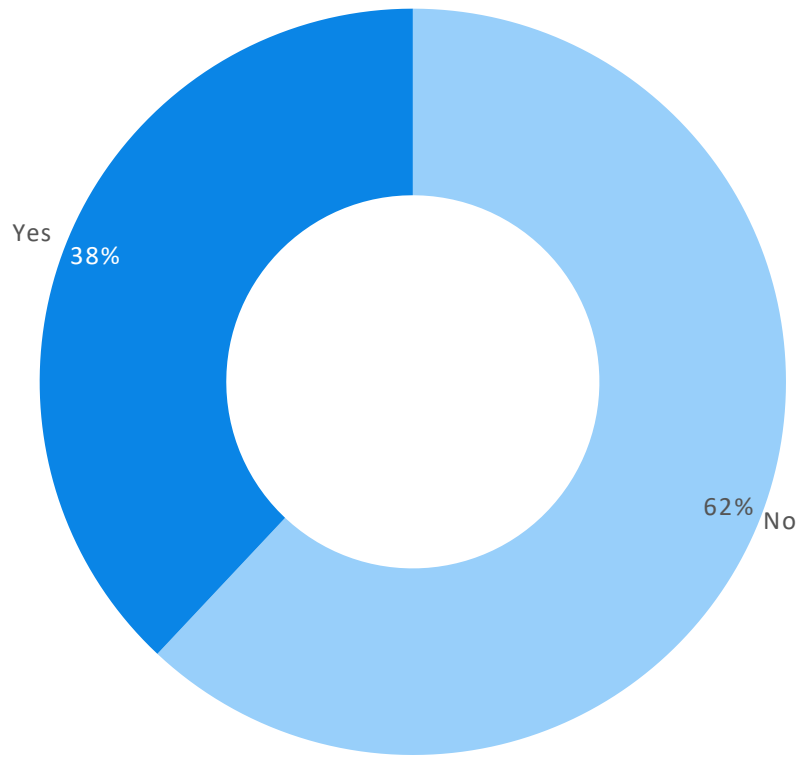
Types of insurance U.S. consumers currently own



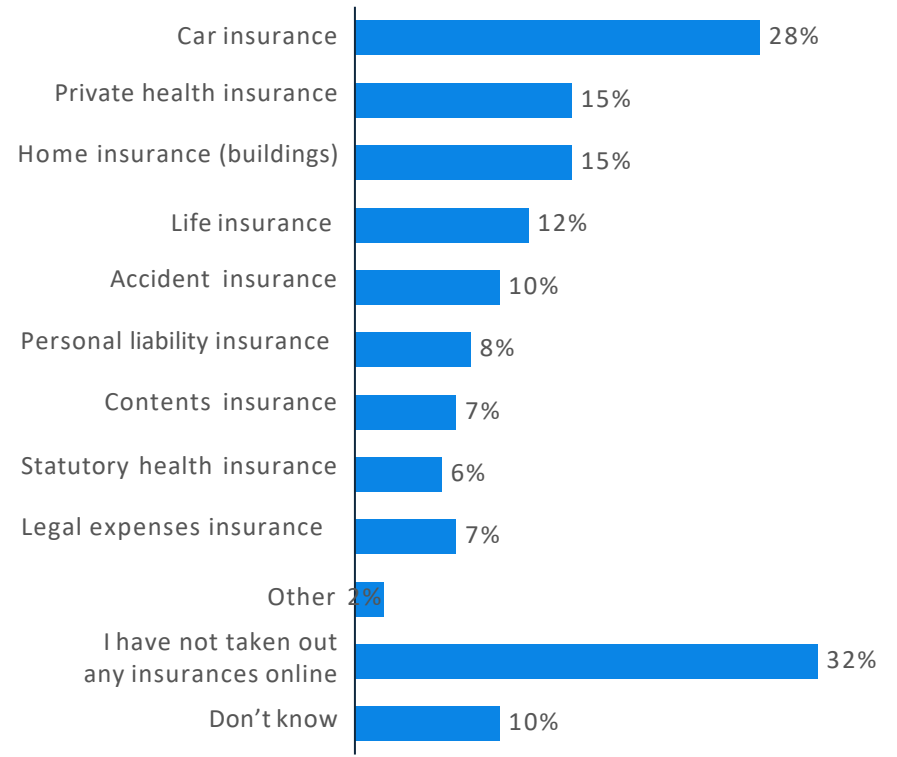
# 38% of U.S. consumers took out insurance policies online, with car insurance as the top purchase type

Finance & insurance: insurance purchase

## Insurance taken out online



## Types of insurance consumers took out online

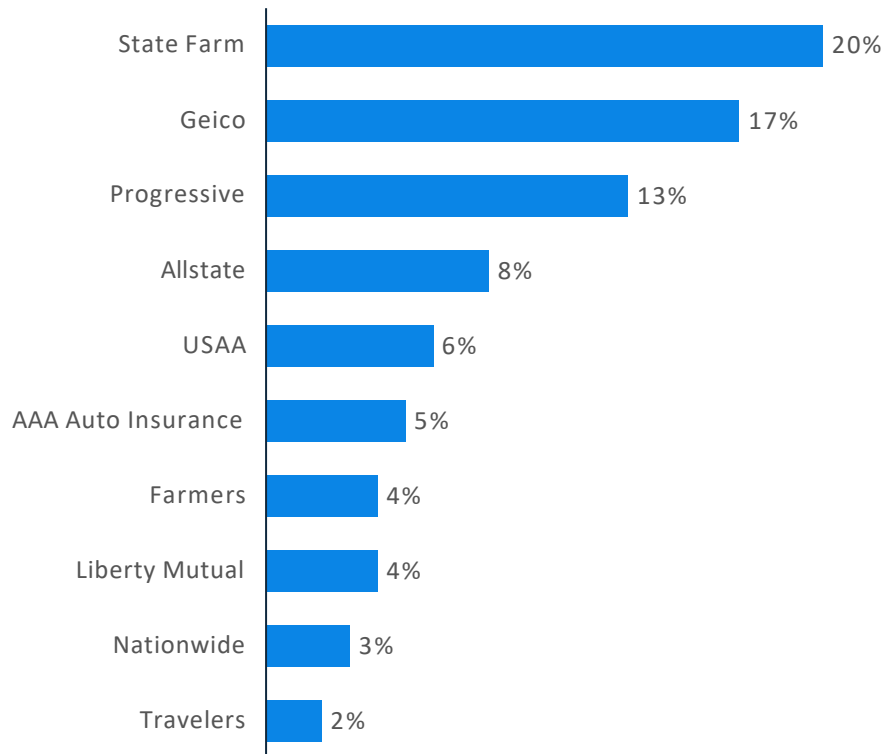


Recode based on "Insurances taken out online by type"; Single Pick; Base: n=4,173 all respondents; "Which of these insurances have you taken out online?"; Base: n=4,173 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

# One in five car insurance owners in the U.S. opted for the car insurance provider State Farm

Finance & insurance: car insurance companies

## Top 10 car insurance providers in the U.S.

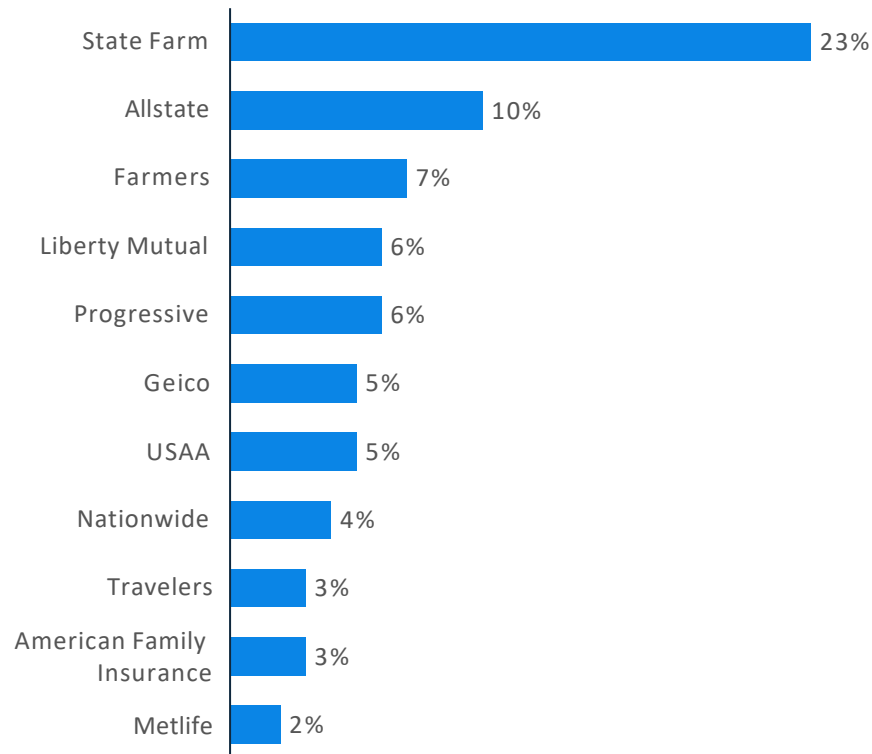




# Nearly a quarter of U.S. consumers with home insurance use State Farm

Finance & insurance: home insurance companies

## Top 10 home insurance providers in the U.S.



"From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=1,753 respondents who have a home insurance

Sources: [Global Consumer Survey](#) as of November 2020

# HEALTH

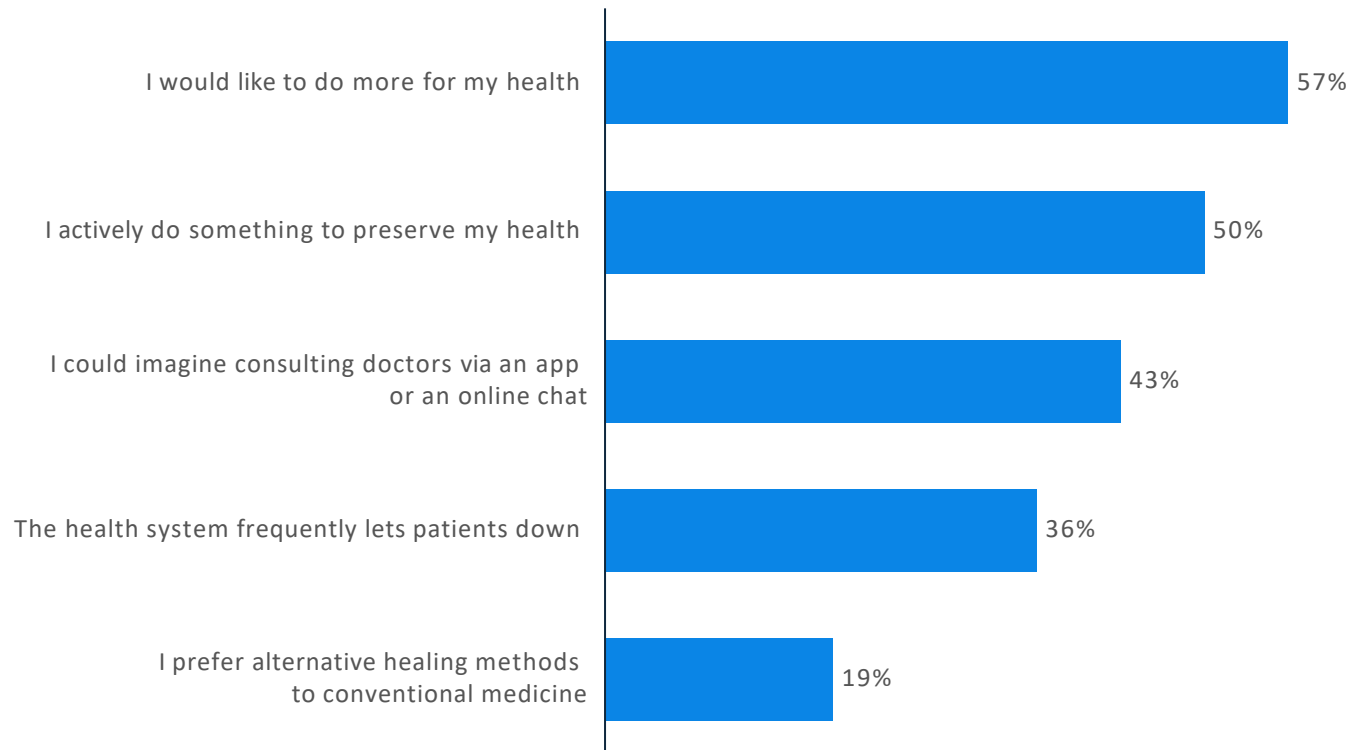
**EVERISE**



# Half of U.S. consumers state that they actively do something to preserve their health

Health: attitudes (1/2)

## Selected attitudes towards health care in the U.S.



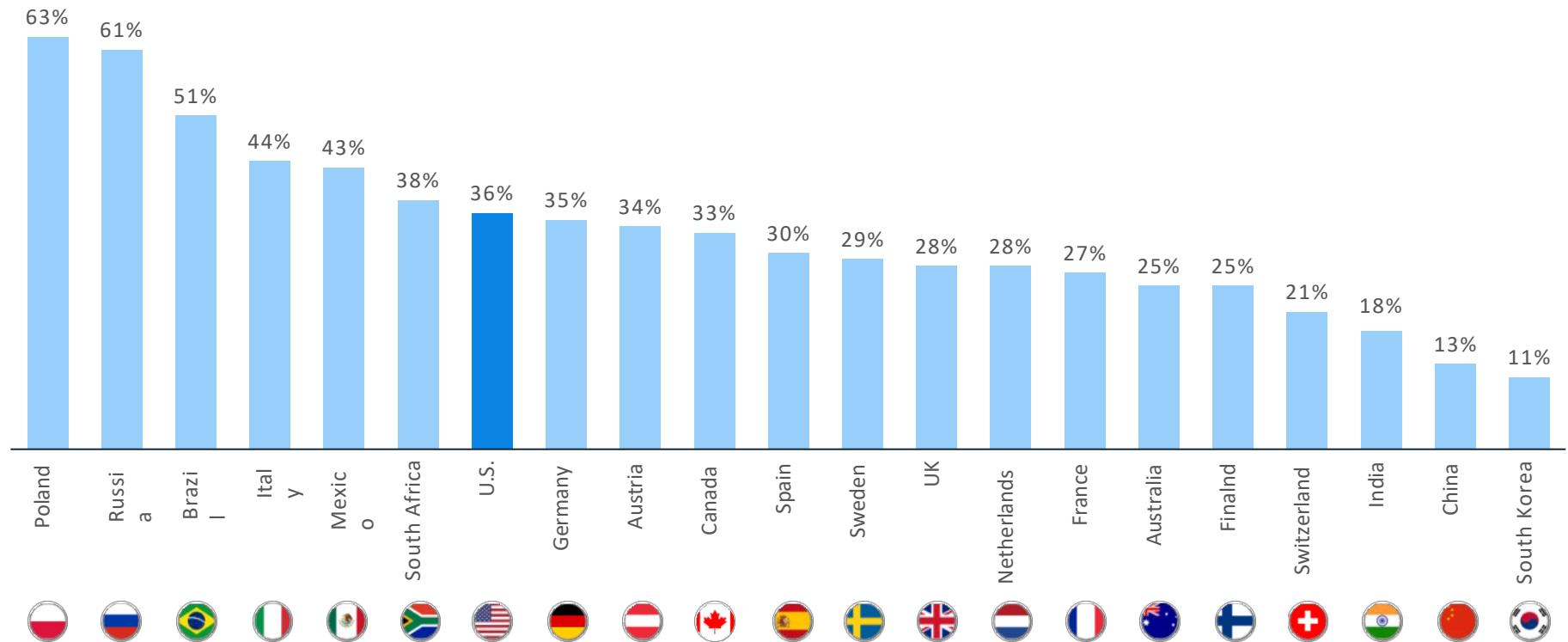
Half of U.S. consumers state that they actively do something to preserve their health, and 57% of them say that they would like to do more for their health.

In terms of health services, 43% of U.S. consumers could imagine consulting doctors via an app or an online chat. More than a third (36%) state dissatisfaction with the health system in that it frequently lets people down. When seeking other forms of help, only 19% prefer alternative healing methods over conventional medicine.

# Polish and Russian consumers are more concerned about their health systems than U.S. consumers

Health: attitudes (2/2)

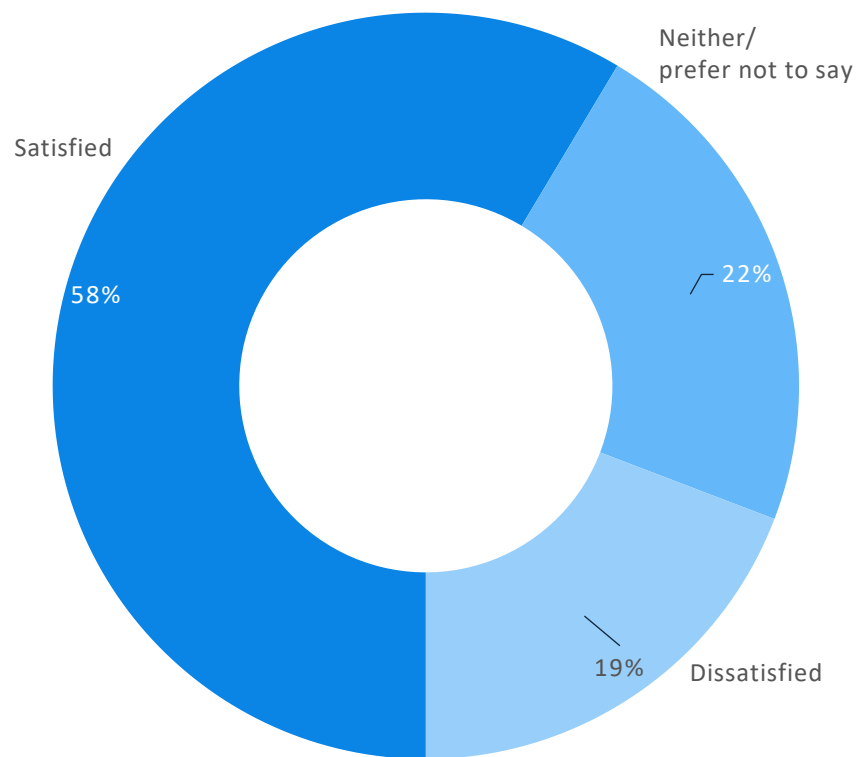
Percentage of respondents who think the healthcare system frequently lets patients down



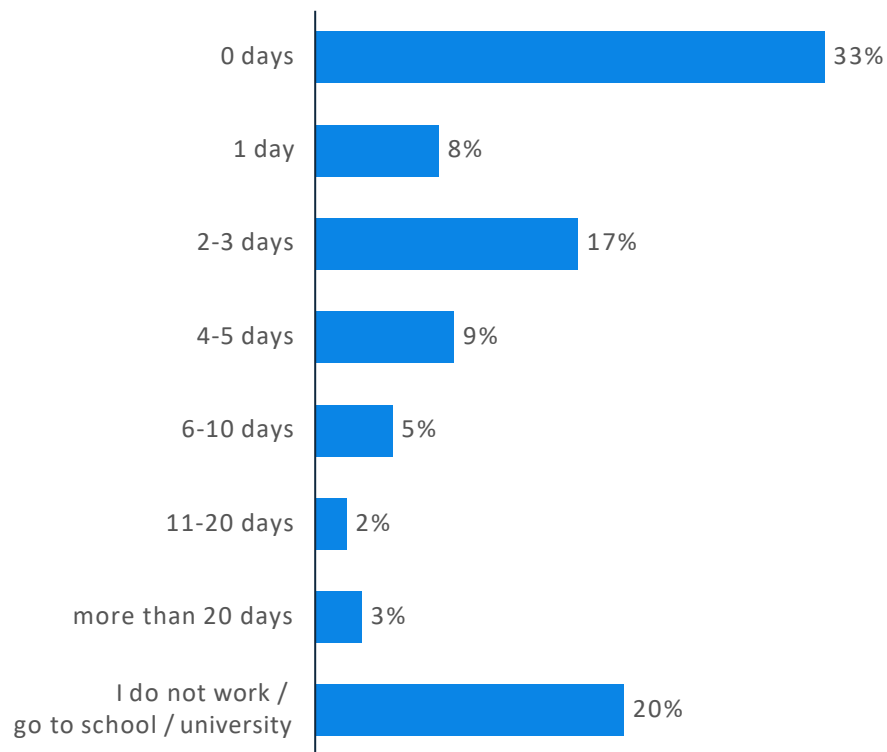
# 58% of U.S. consumers are satisfied with their health and 33% have not taken any sick days in the last year

Health: personal health

## Satisfaction with personal health



## Number of sick days taken

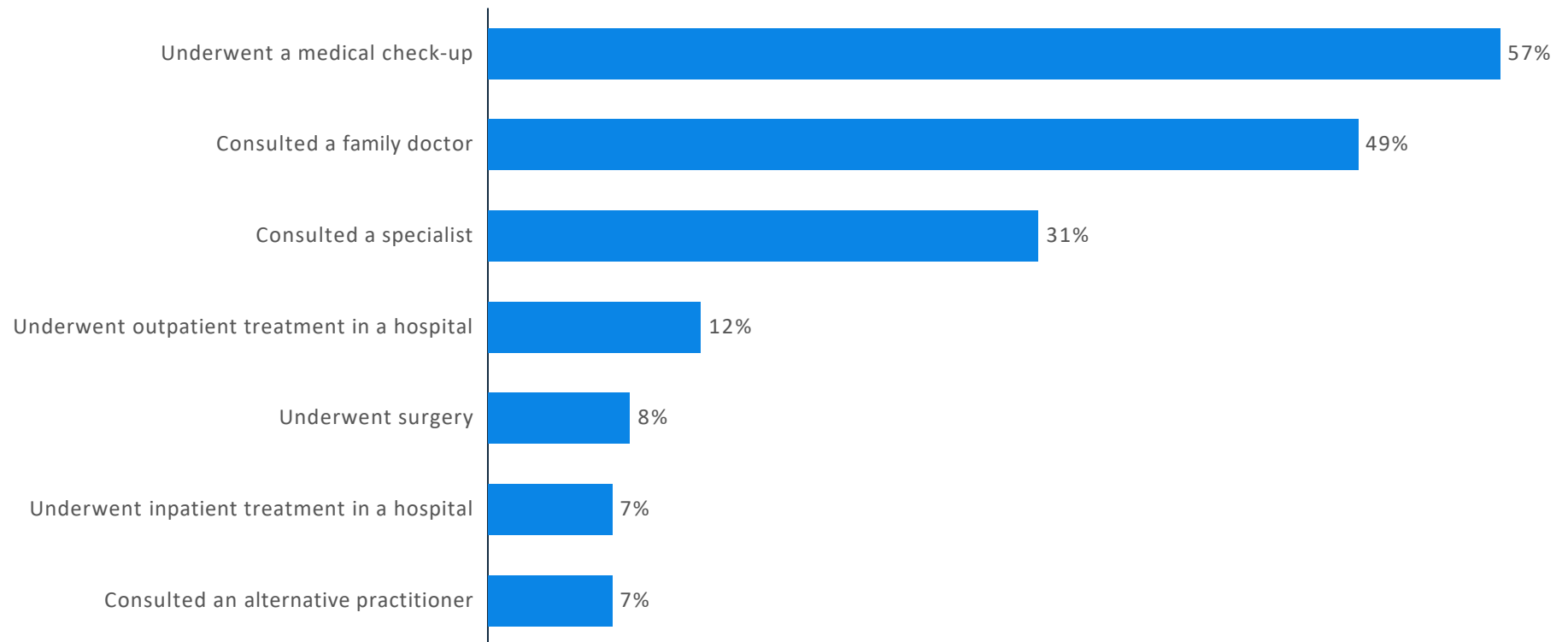


"How satisfied or dissatisfied are you personally with your health?"; Single Pick; Base: n=4,173 all respondents; "How many days did you miss at work or school / university due to ill health in the past 12 months?"; Single Pick; Base: n=4,173 all respondents  
Sources: [Statista Global Consumer Survey](#) as of November 2020

# More than half of the U.S. consumers underwent a medical checkup in the past 12 months

Health: healthcare behaviors

## Actions U.S. consumers have taken to address their health in the past 12 months



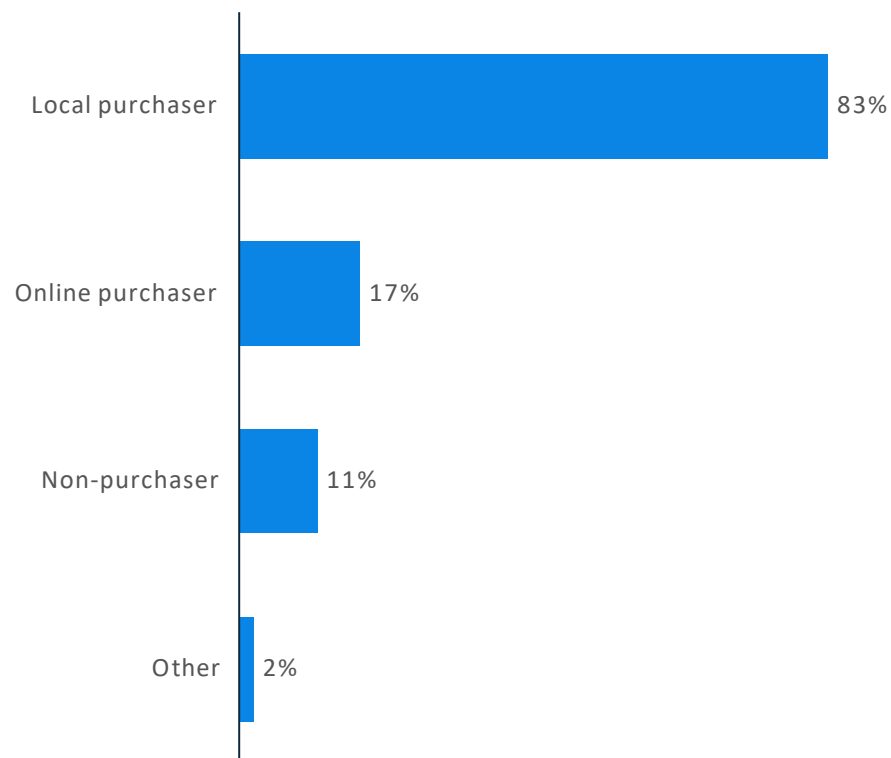


# 17% of U.S. consumers purchase online, whereas 83% visit their local pharmacies or stores

Health: medication purchases



Where consumers have purchased medicine



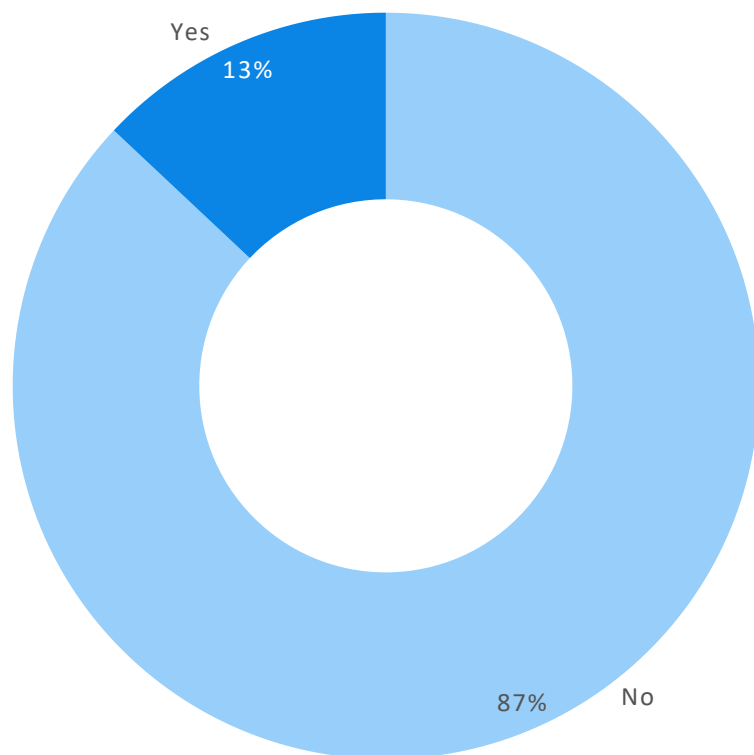
Recoded based on "Where have you bought medication in the past 12 month (prescription / over the counter)?"; Multi Pick; Base: n=4,173 all respondents

Sources: [Global Consumer Survey](#) as of November 2020

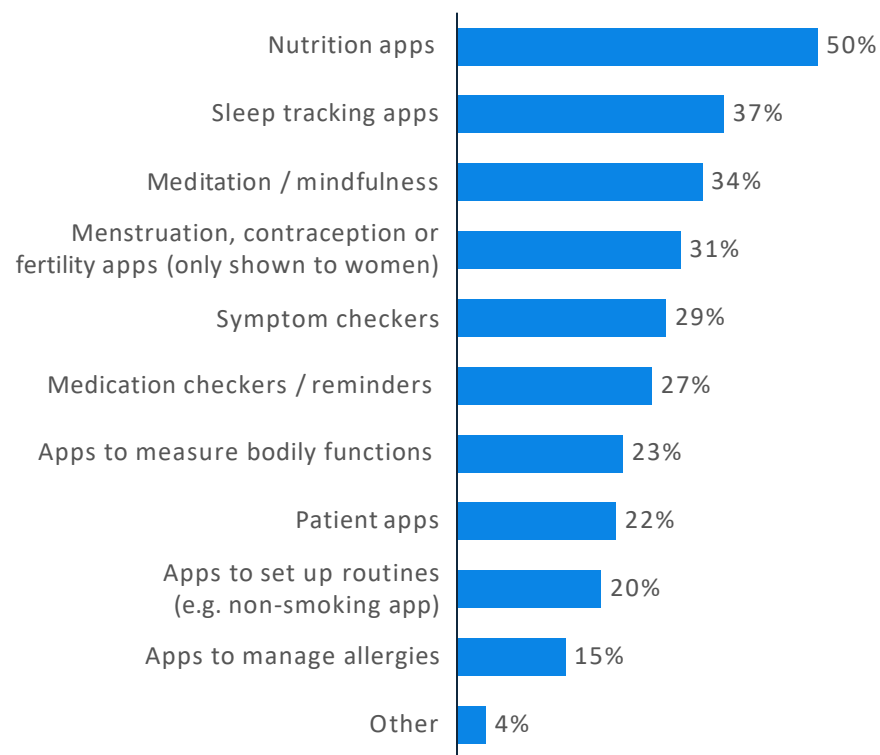
# 13% of U.S. consumers purchased health apps, of which nutrition apps were the most popular

Health: apps

### Health app purchaser



### Types of health apps purchased



"Have you spent money on health apps (e.g., medication reminders, symptom checkers, nutrition apps) in the past 12 months?"; Single Pick; Base: n=4,173 all respondents; "Which types of health apps have you spent money on in the past 12 months?"; Base: n=549 respondents which spent money on health apps on downloads, on a subscription or on in-app purchases  
Sources: [Global Consumer Survey](#) as of November 2020

# HOUSING & HOUSEHOLD EQUIPMENT

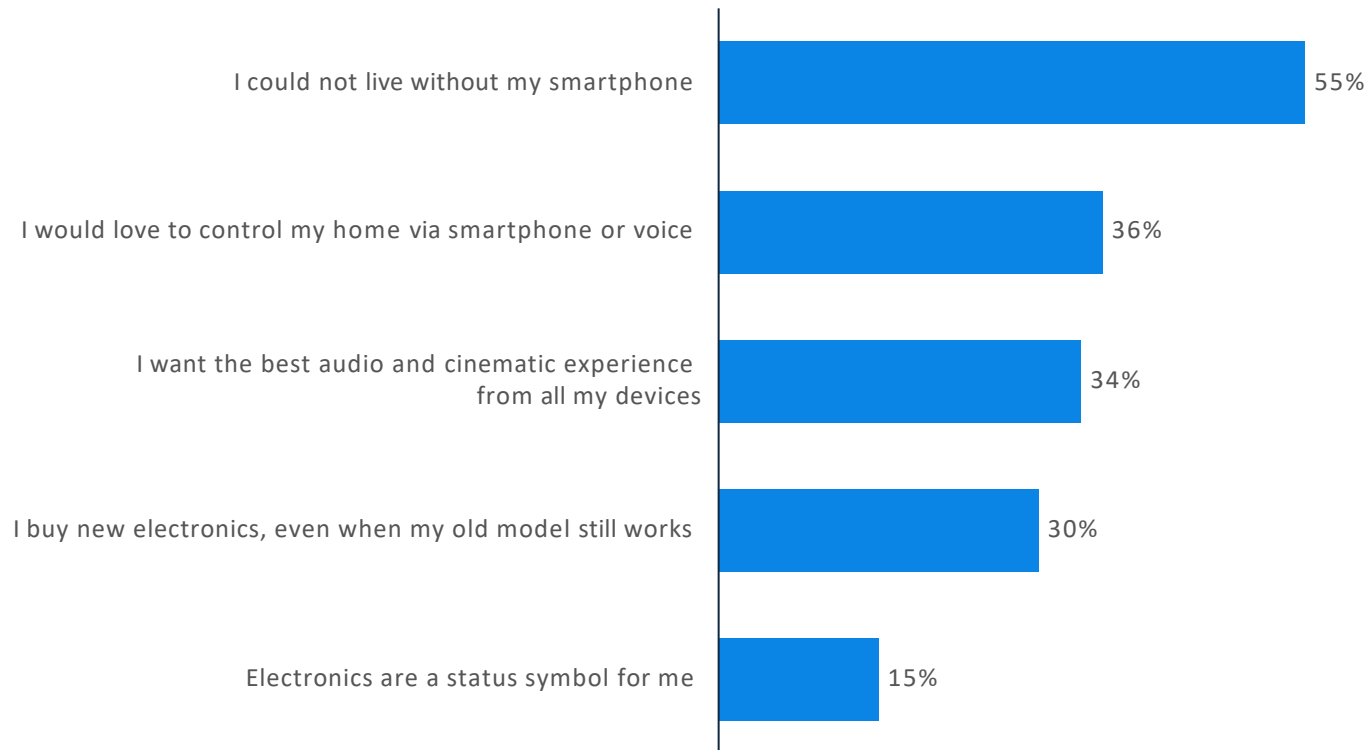
**EVERISE**



# Over a third of consumers would like to control their home via their smartphones or with voice commands

Housing & household equipment: attitudes

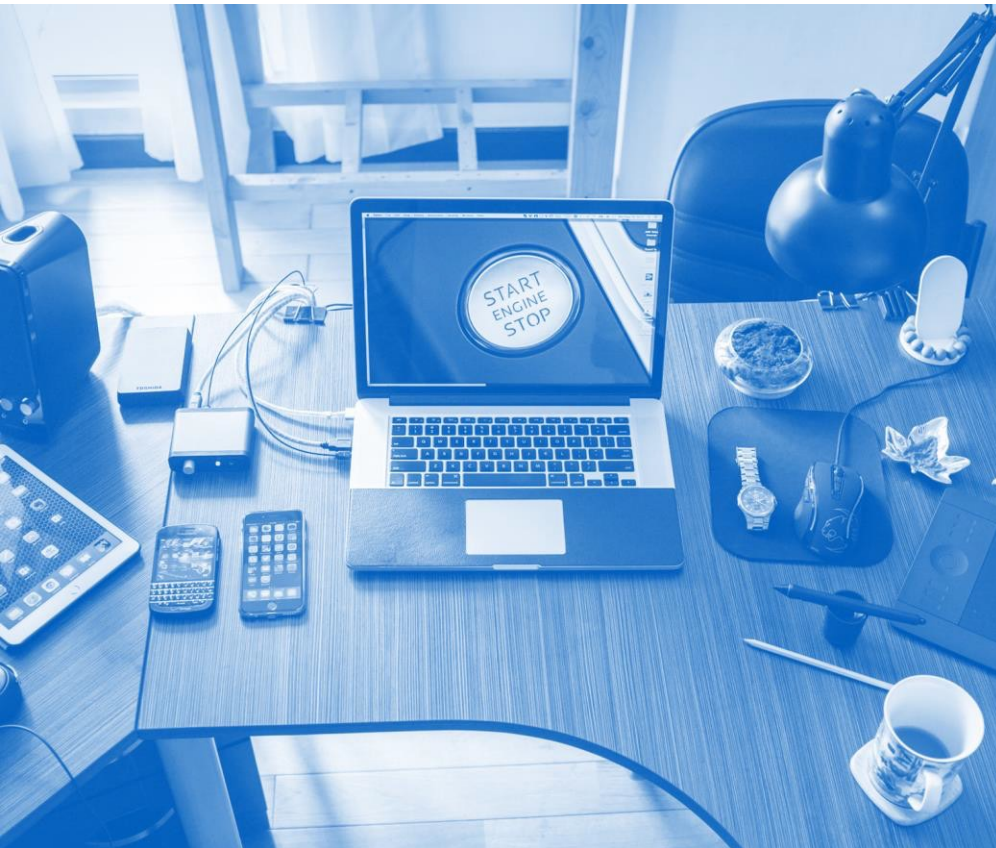
## Selected attitudes towards consumer electronics in the U.S.



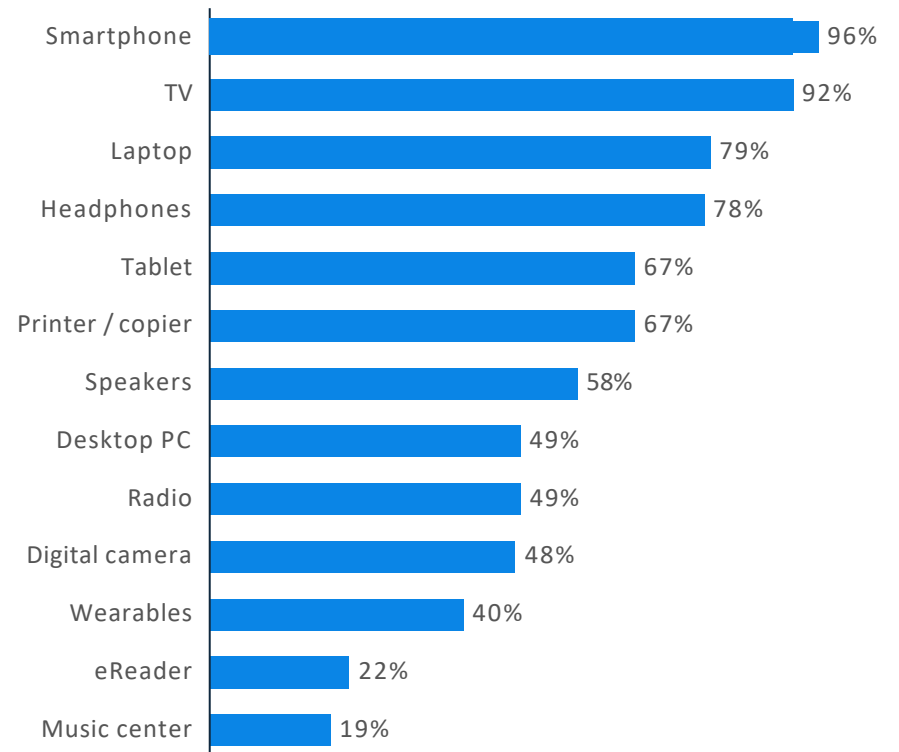
More than half (55%) of U.S. consumers state they could not live without their smartphone. About 36% state they would love to control their home using their smartphones or with voice commands. For 15%, electronics function as a status symbol, and 30% state that they buy new electronics even when their old devices still work.

# Almost every U.S. household owns a smartphone and a TV

Housing & household equipment: consumer electronics



## Consumer electronic ownership in the U.S.

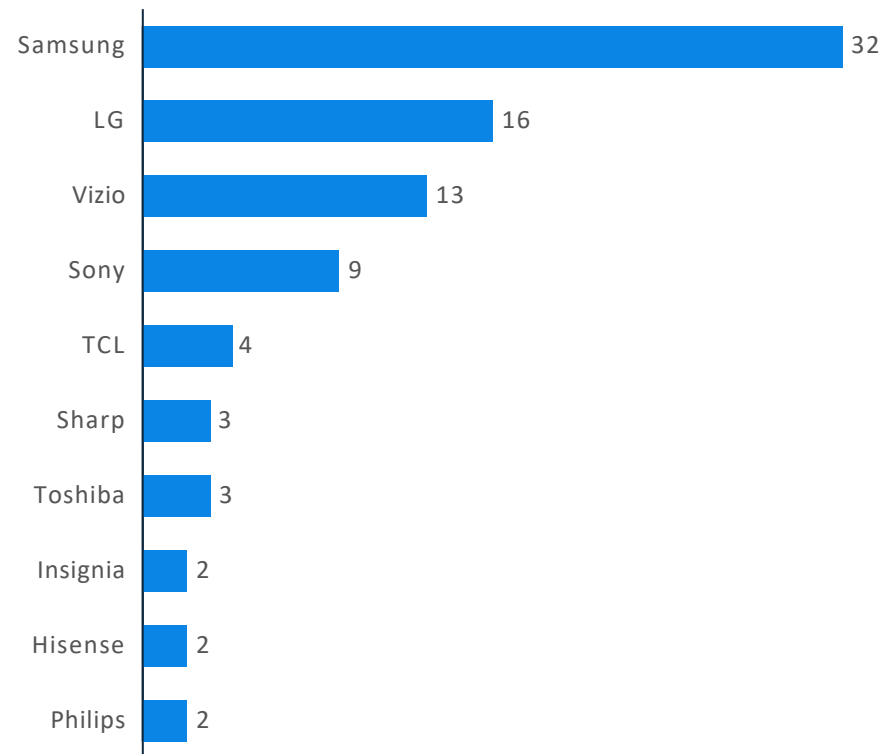




# Samsung has the biggest market share for TVs in the U.S. and is followed by LG and Vizio

Housing & household equipment: TV brands

## Top 10 most owned TV brands in the U.S.

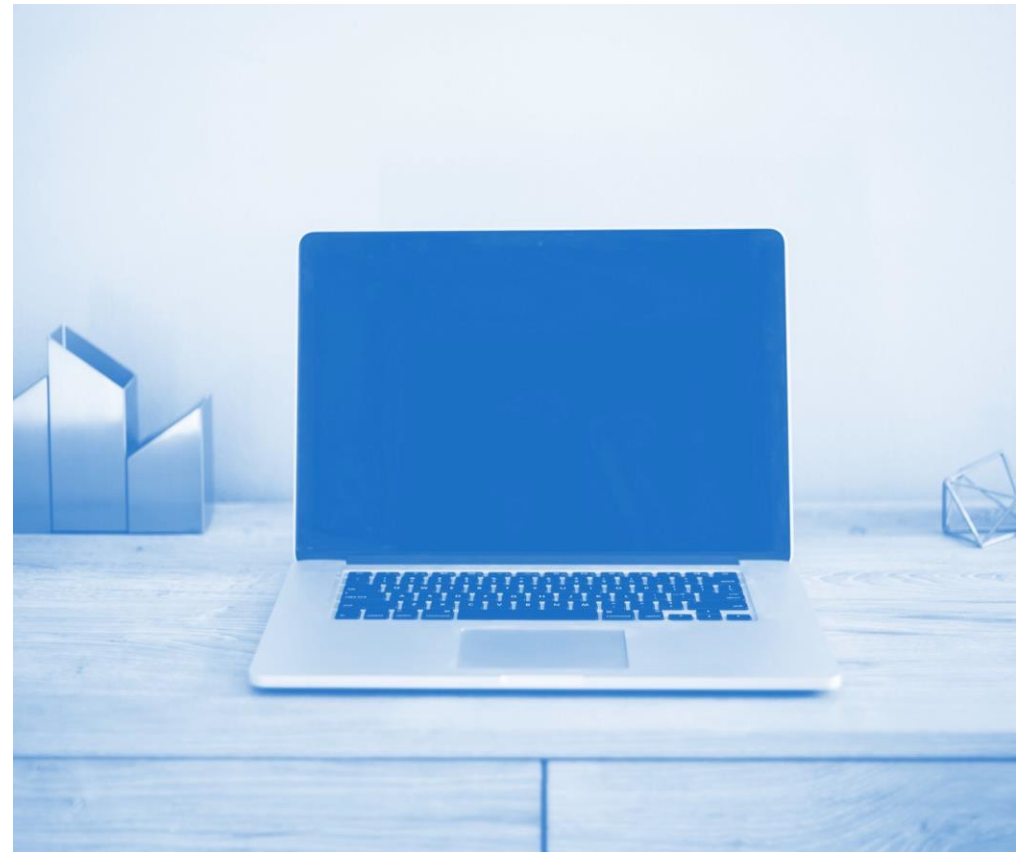
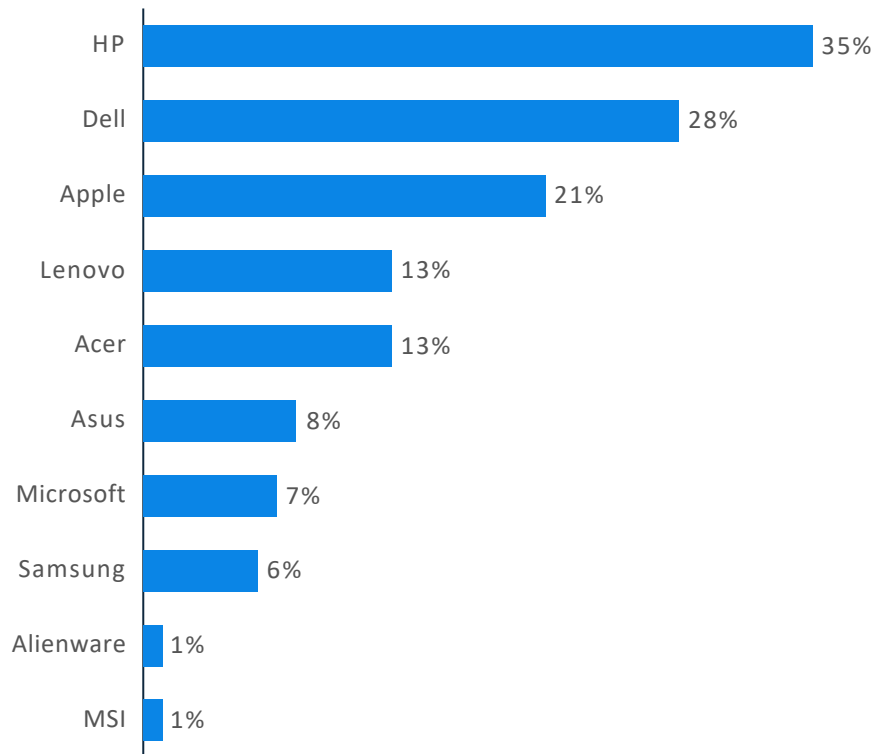




# Over a third of laptops owned by U.S. consumers are manufactured by HP

Housing & household equipment: laptop brands

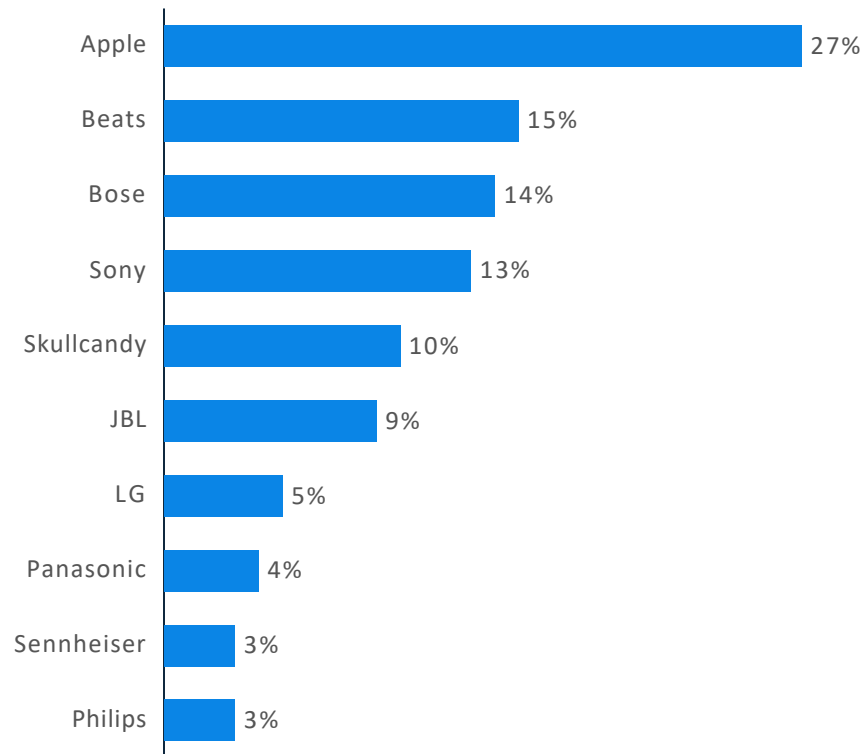
## Top 10 most owned laptop brands in the U.S.



# Apple are the most popular headphone brands in the U.S., followed by Beats, Bose, and Sony

Housing & household equipment: headphone brands

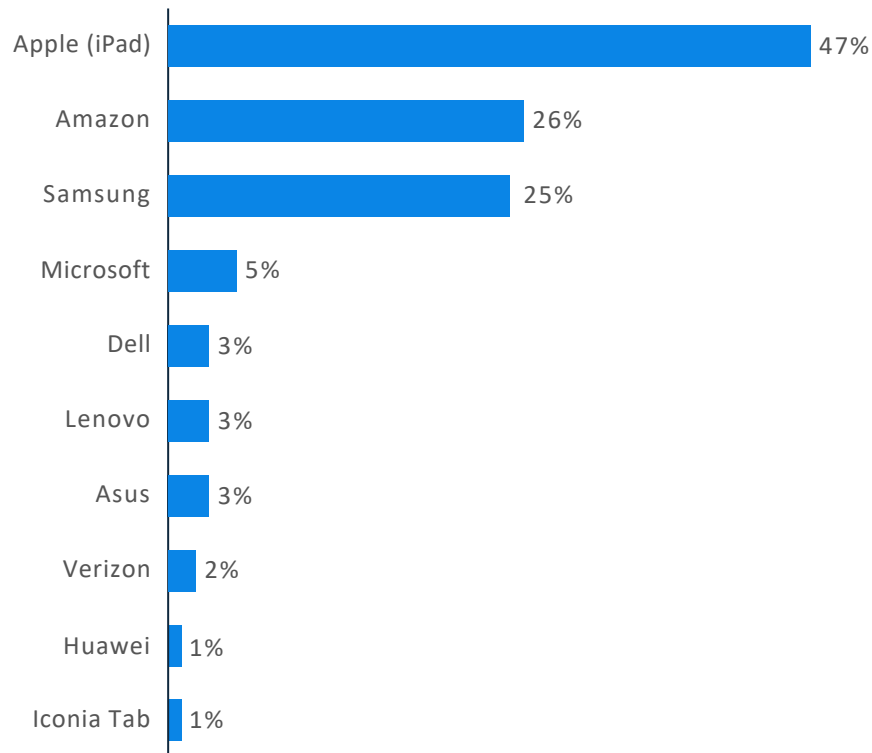
## Top 10 most owned headphone brands in the U.S.



# Having secured nearly half of the market share, Apple is the favored tablet brand for U.S. consumers

Housing & household equipment: tablet brands

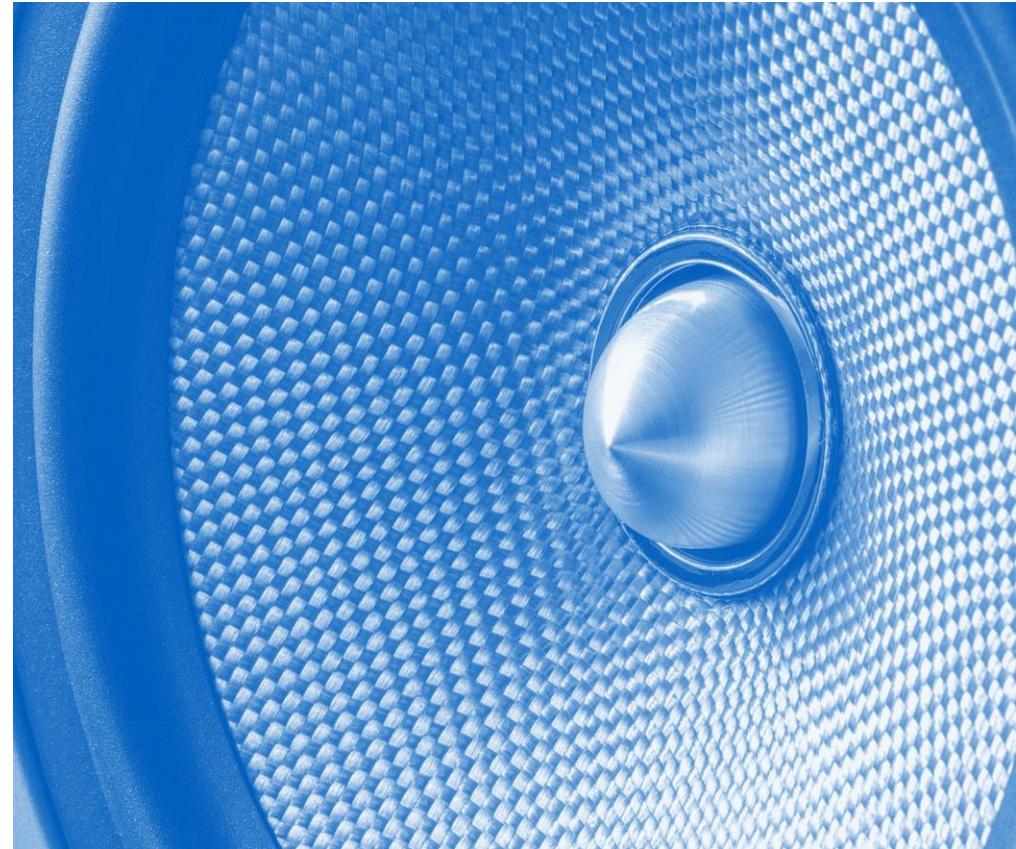
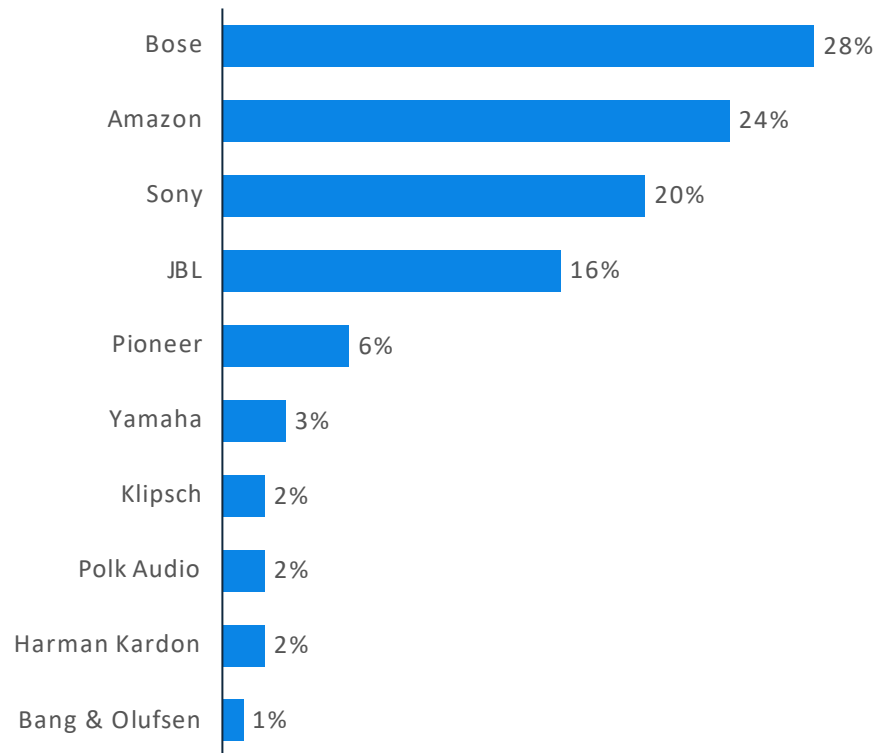
## Top 10 most owned tablet brands in the U.S.



# Bose, Amazon, and Sony are the leading brands in the U.S. speaker market

Housing & household equipment: speaker brands

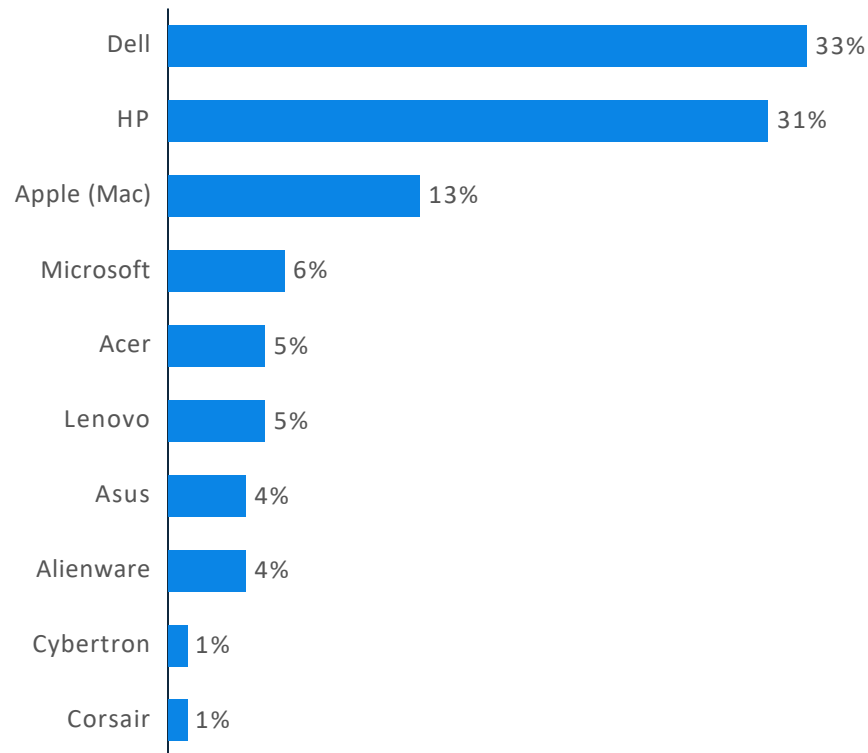
## Top 10 most owned speaker brands in the U.S.



# Dell and HP are the leading brands in the U.S. desktop PC market

Housing & household equipment: desktop PC brands

## Top 10 most owned desktop PC brands in the U.S.

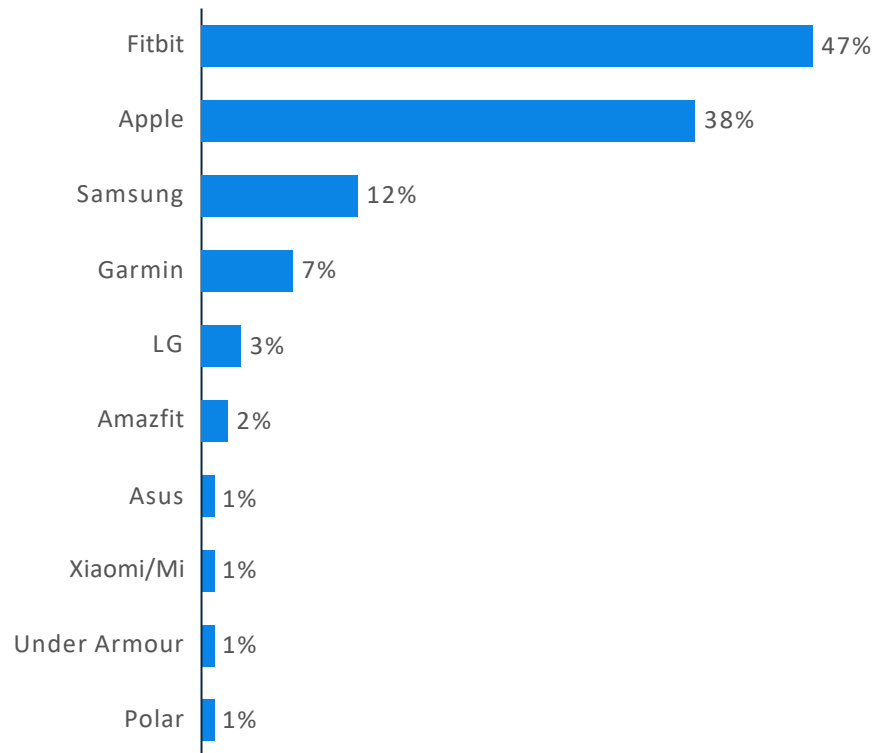




# Fitbit is the leading fitness tracker brand in the U.S., followed by Apple

Housing & household equipment: fitness tracker / smartwatch brands

## Top 10 fitness tracker / smartwatch brands in the U.S.

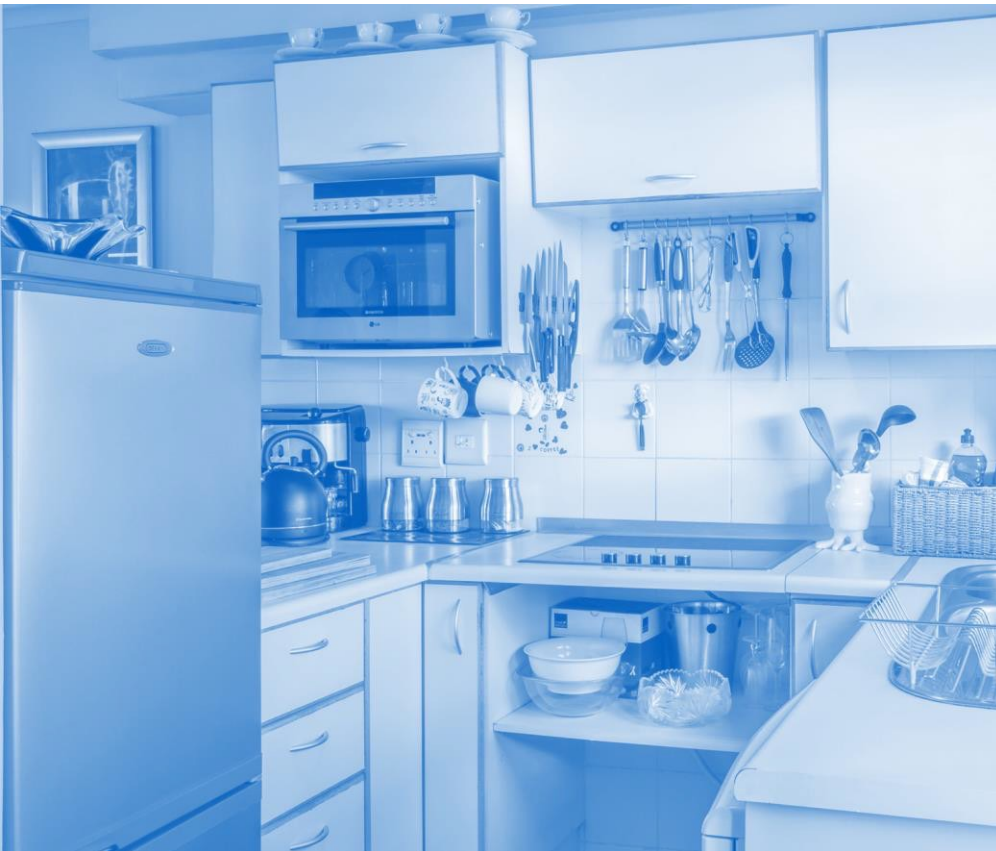


"What brands are your personal smart watches / fitness trackers?"; Multi Pick; Base: n=1,290 respondents who used fitness trackers, smartwatches with fitness function, motion trackers or sleep tracking systems  
Sources: [Statista Global Consumer Survey](#), as of November 2020

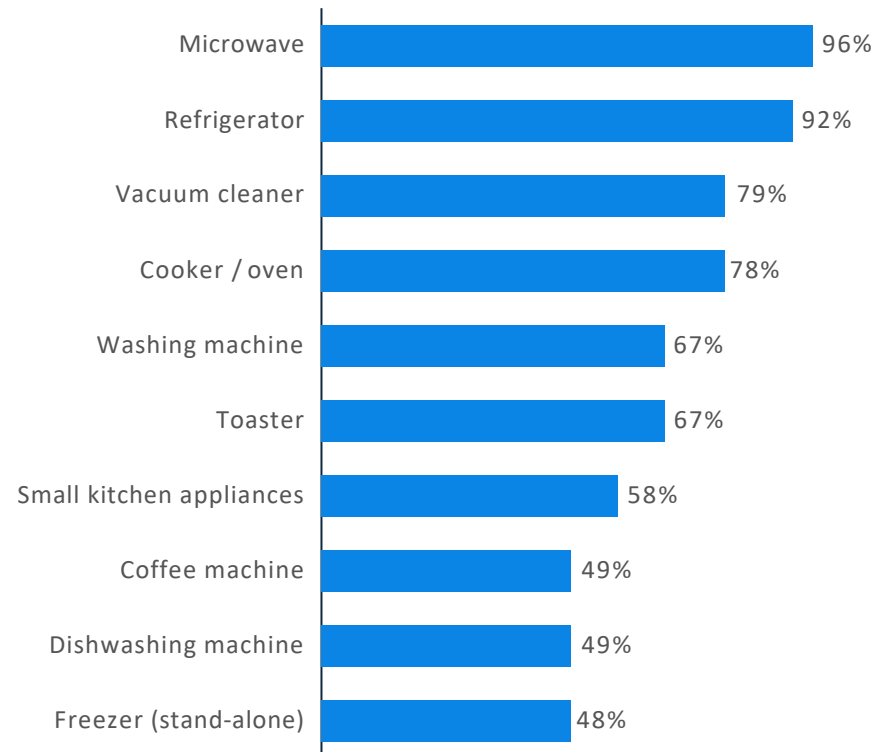


# Microwaves and refrigerators are the most common household appliances in U.S. households

Housing & household equipment: household appliances



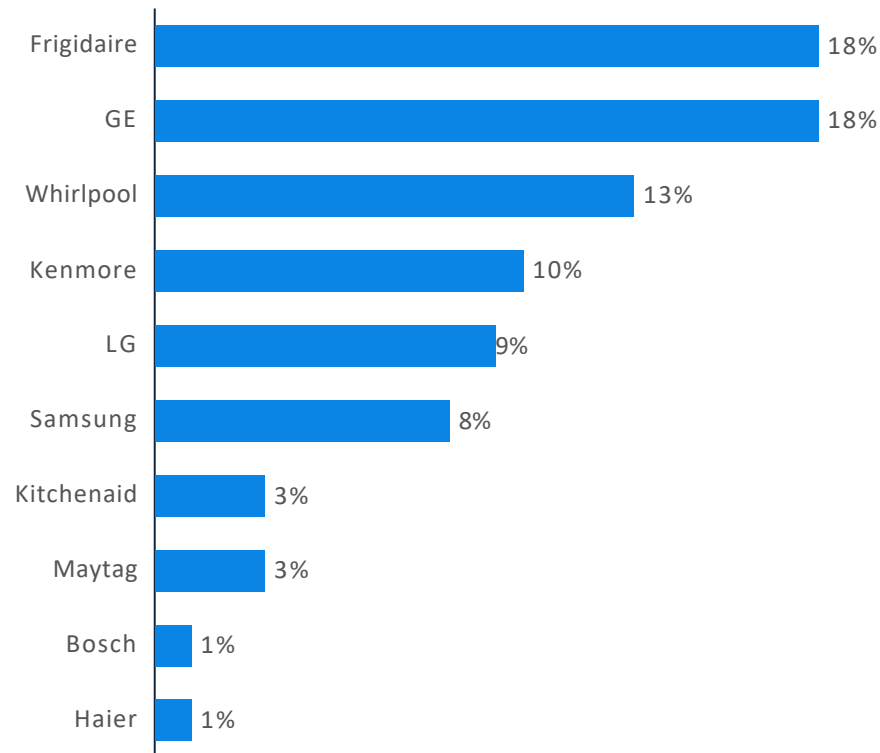
## Ownership of household appliances in the U.S.



# Frigidaire and GE are the most popular refrigerator brands in the U.S.

Housing & household equipment: refrigerator brands

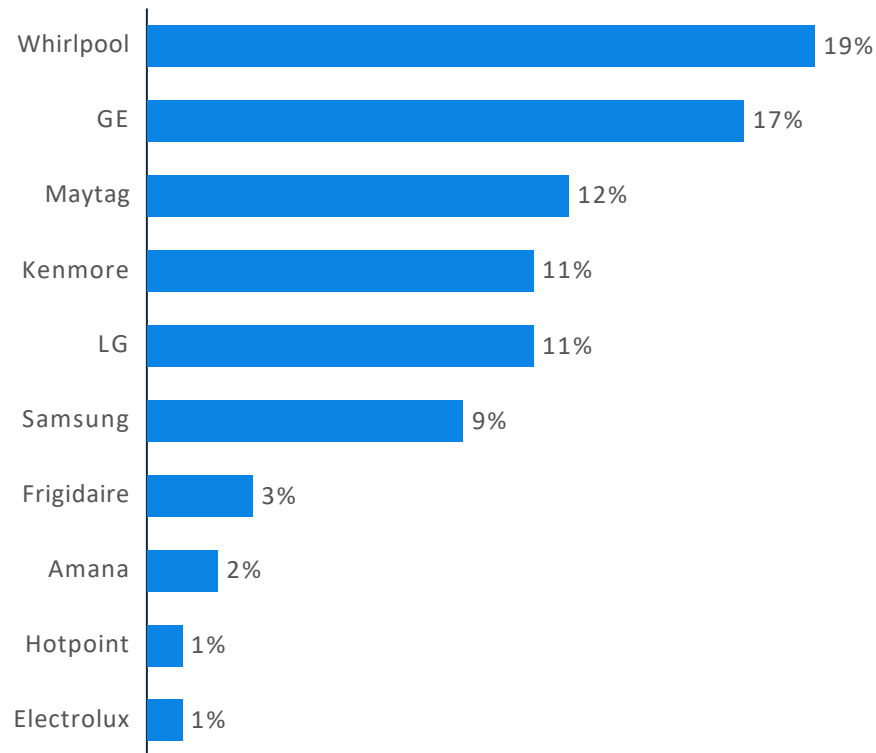
## Top 10 most owned refrigerator brands in the U.S.



# Whirlpool has the largest share in the U.S. washing machine market and is closely followed by GE

Housing & household equipment: washing machine brands

## Top 10 most owned washing machine brands in the U.S.



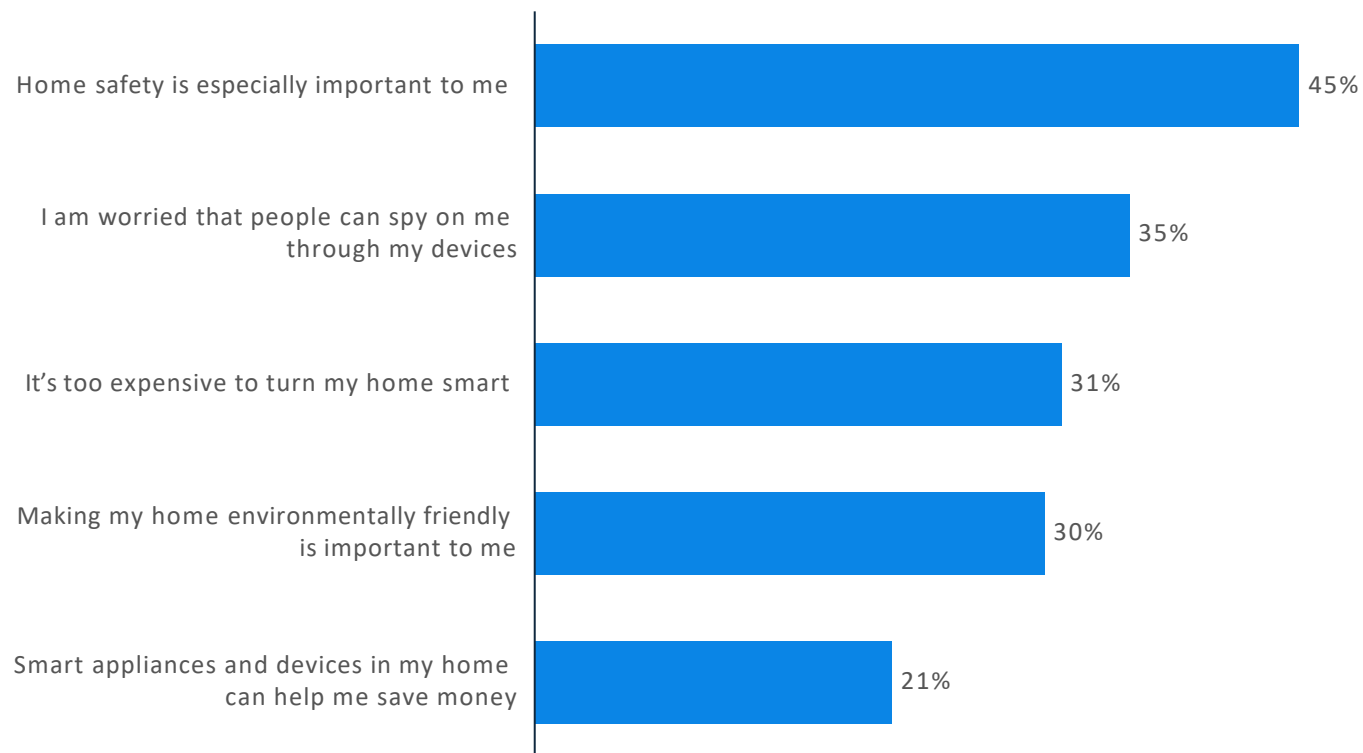
"What brand is the (main) washing machine in your household?"; Multi Pick; Base: n=3,384 respondents who have a washing machine in their household

Sources: [Statista Global Consumer Survey](#) as of November 2020

# Home safety is an important aspect of smart home technology for 45% of U.S. consumers

Housing & household equipment: Smart home attitudes

## Selected attitudes towards smart home in the U.S.

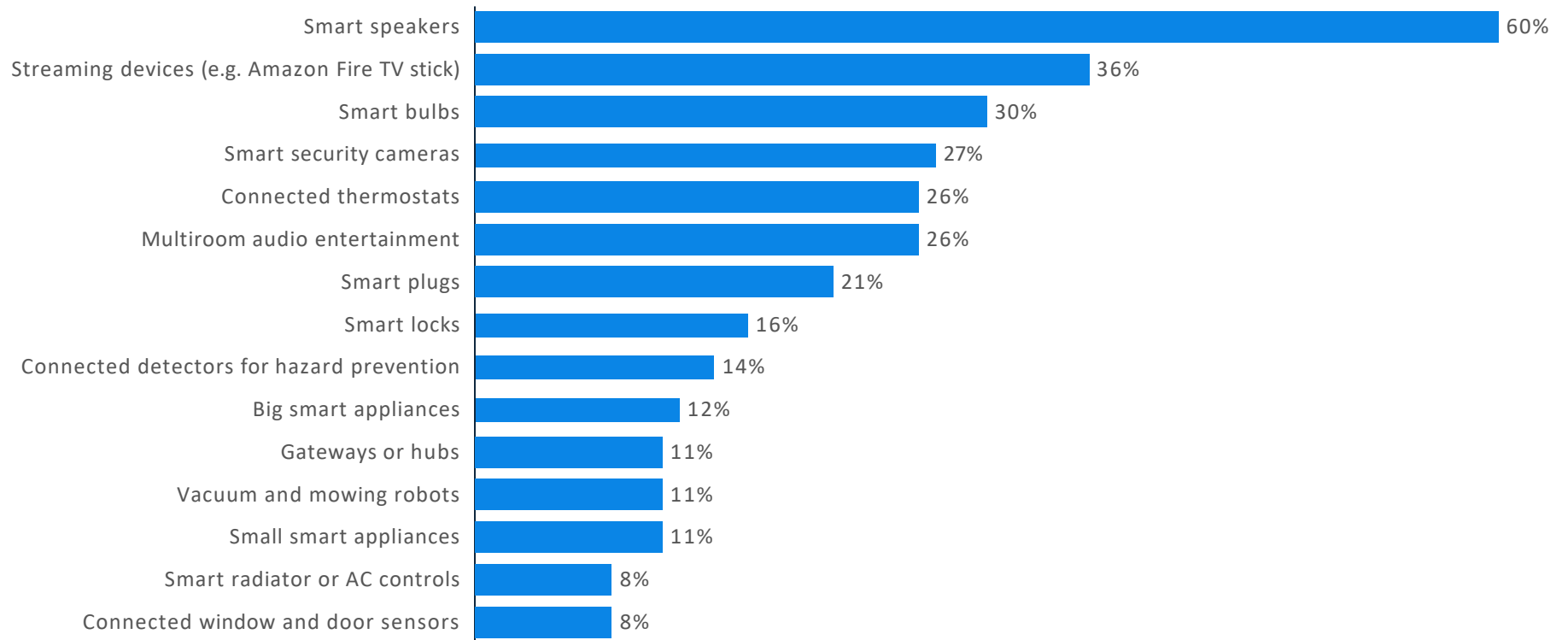


Home safety is an important topic for 45% of U.S. consumers. About 21% state that smart appliances in their home can help them save money, whereas 31% state that converting their home into a smart home is too expensive. Making their home environmentally friendly is important for 30% of respondents.

# Smart speakers are by far the most common smart home devices in U.S. households

Housing & household equipment: smart home devices

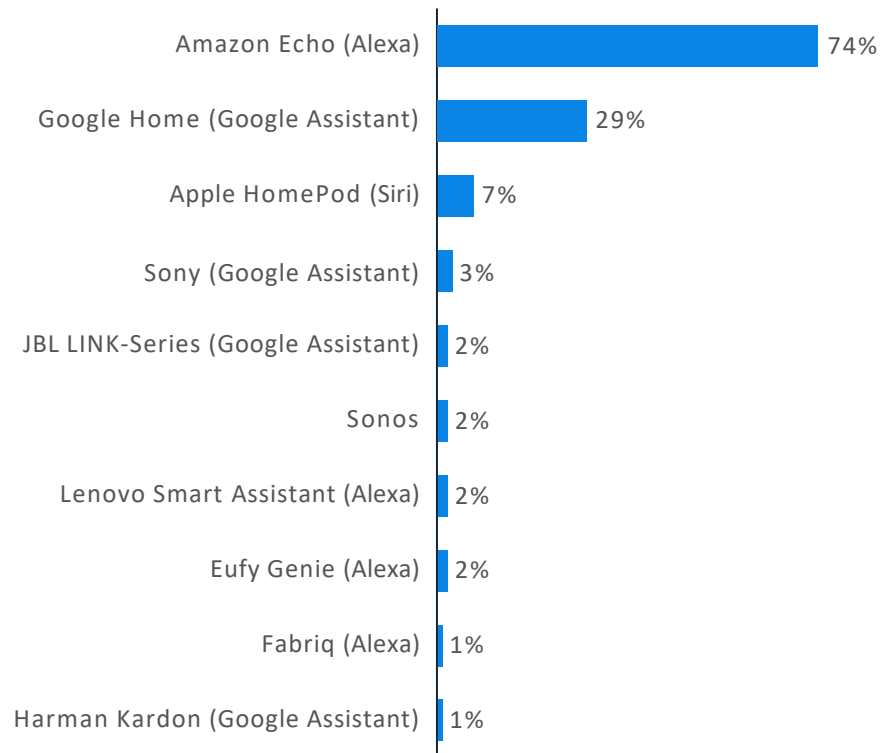
## Ownership of smart home devices in the U.S.



# Amazon commands the smart speaker market in the U.S.

Housing & household equipment: smart speaker brands

## Top 10 most-used smart speaker brands in the U.S.

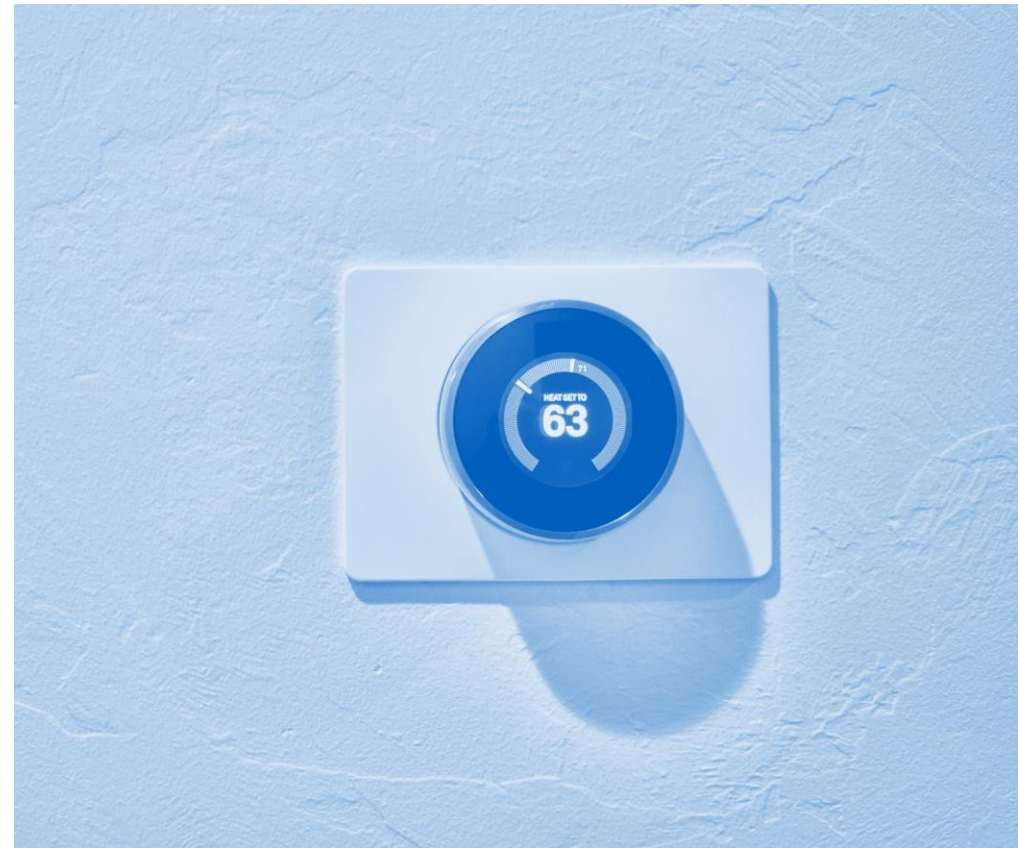
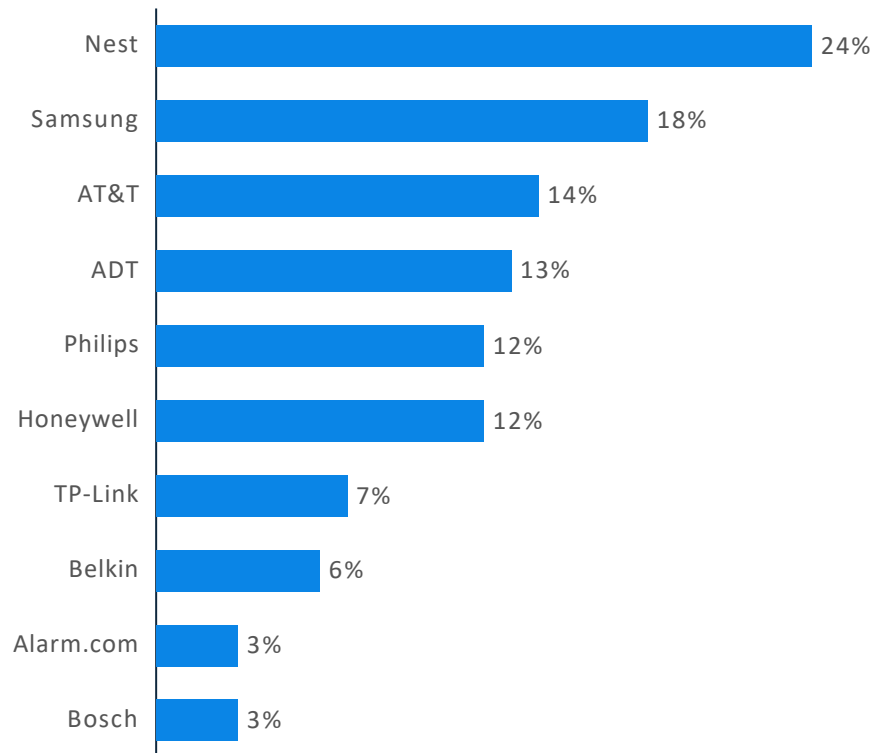




# Google Nest and Samsung are the most popular smart home devices among U.S. consumers

Housing & household equipment: smart home device brands

## Top 10 smart home device brands in the U.S.



"Which of these providers do you own Smart Home devices from?" Multi Pick; Base: n=1,643 respondents who ordered groceries or beverages online

Sources: [Statista Global Consumer Survey](#) as of November 2020

# TRAVEL

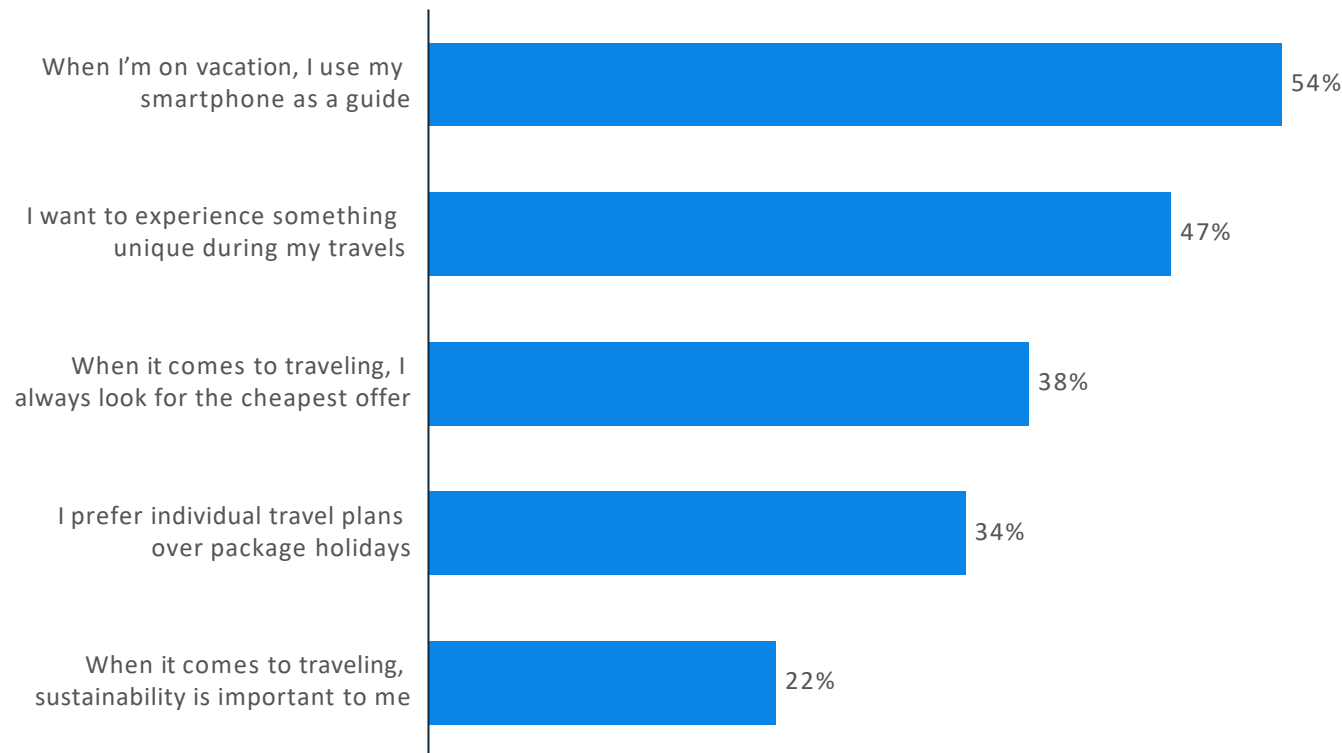
**EVERISE**



# Over half of U.S. consumers use their smartphone to help guide them on their vacation

Travel: attitudes (1/2)

## Selected attitudes in the U.S. towards travel

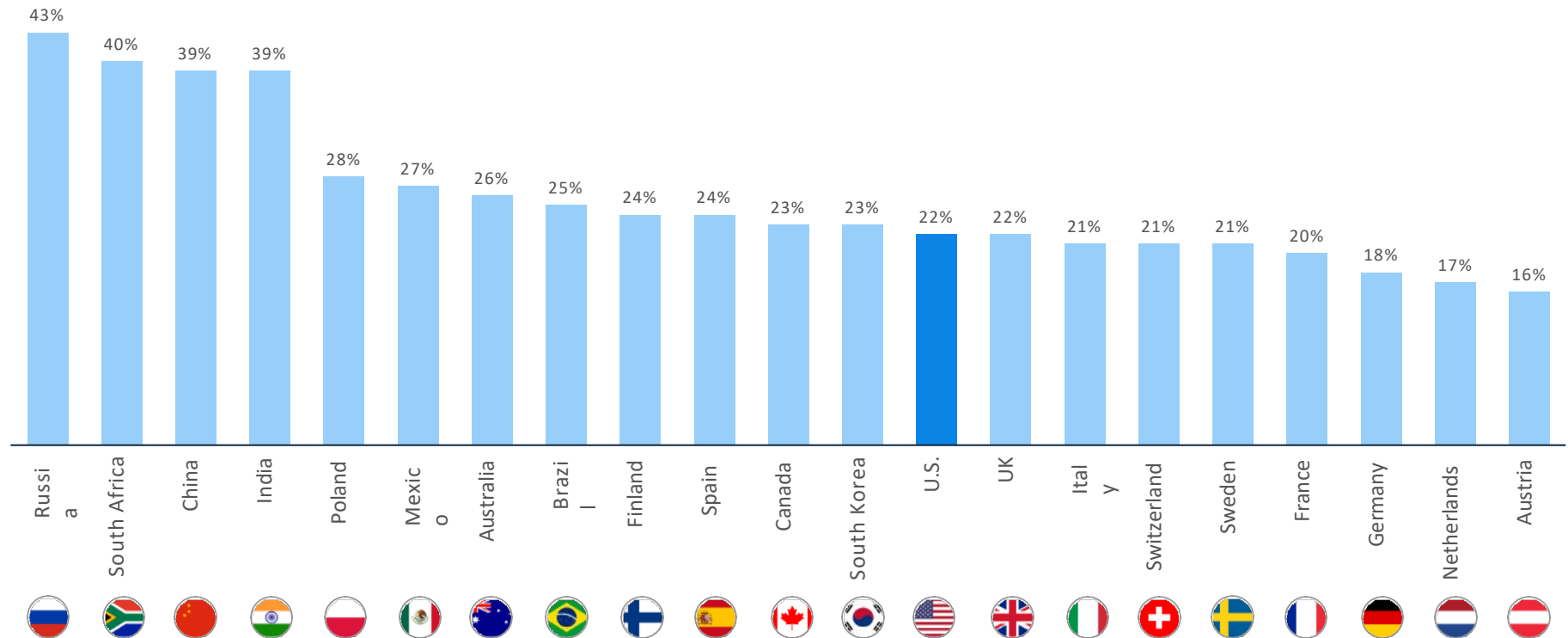


U.S. consumers are looking to have a special vacation experience. Nearly half (47%) of U.S. consumers want a unique experience and over a third prefer making individual plans instead of relying on package holidays. To help them achieve that experience, the majority (54%) of U.S. consumers use their smartphones for guidance while on vacation.

# In general, consumers in the U.S. and Europe show little concern about sustainable travel

Travel: attitudes (2/2)

Percentage of respondents that believe sustainability is important when it comes to traveling



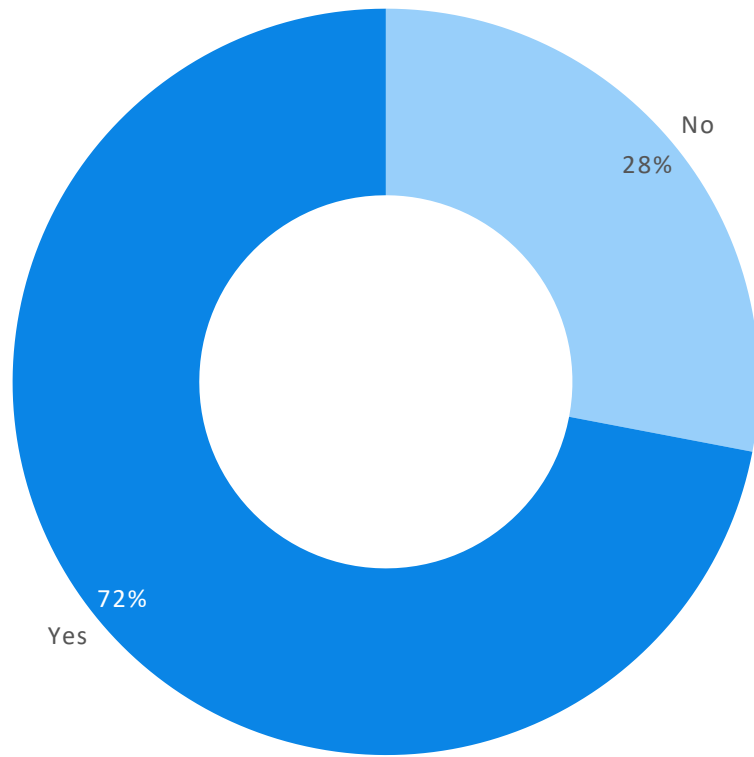
"Which of these statements apply to you?", "When it comes to traveling, sustainability is important to me"; Multi Pick; Base: n=4,196 all respondents

Sources: [Statista Global Consumer Survey](#) as of November 2020

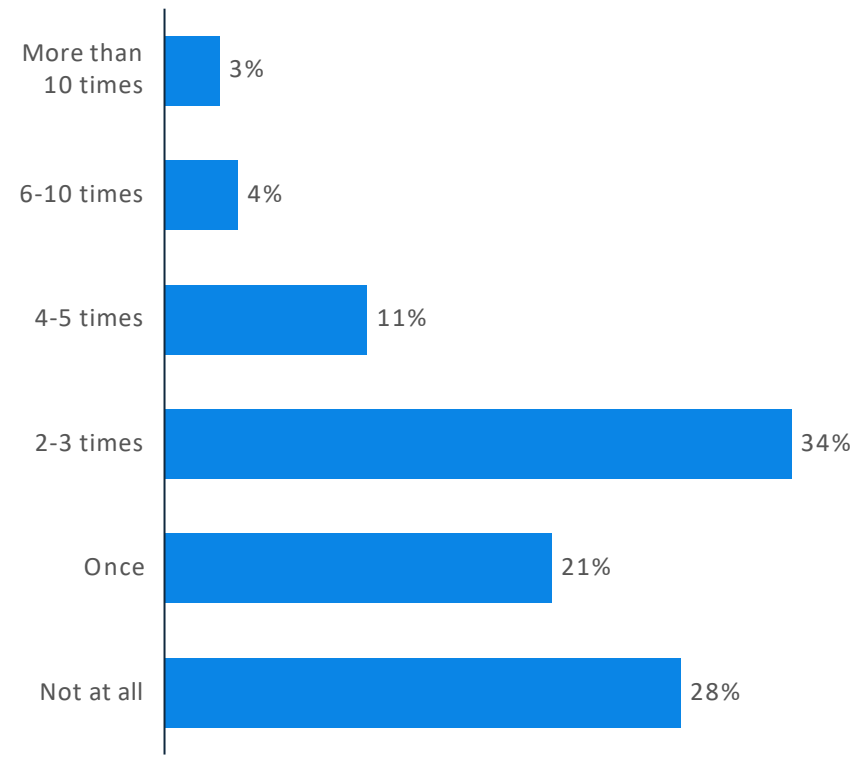
# More than a third of U.S. consumers have undertaken personal travel 2- 3 times in the past 12 months

Travel: private travel

## Traveled for personal reasons



## Frequency of traveling for personal reasons

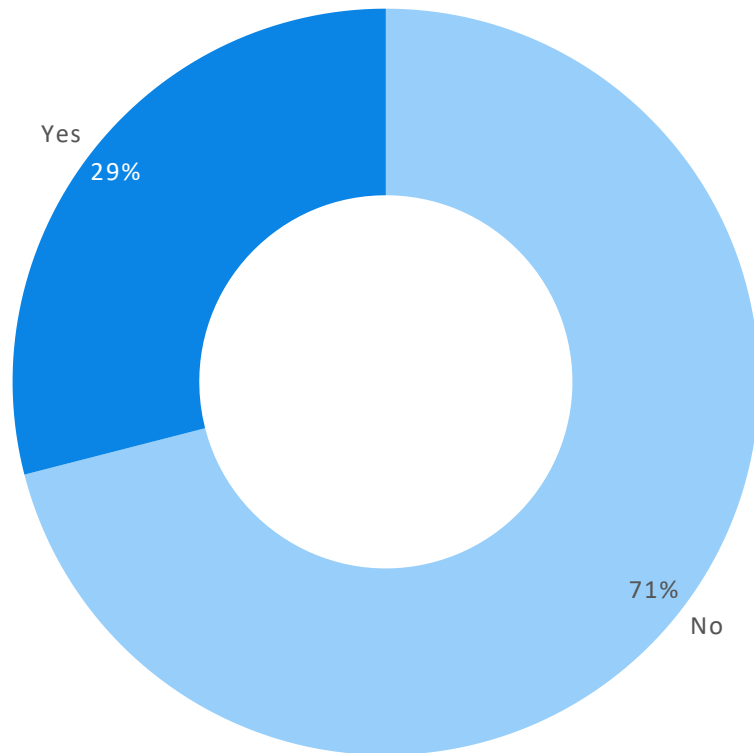


Recode based on "Travel frequency for private purposes"; Single Pick; Base: n=4,196 all respondents; "How often have you traveled for private purposes in the past 12 months?"; Single Pick; Base: n=4,196 all respondents  
Sources: [Global Consumer Survey](#), as of November 2020

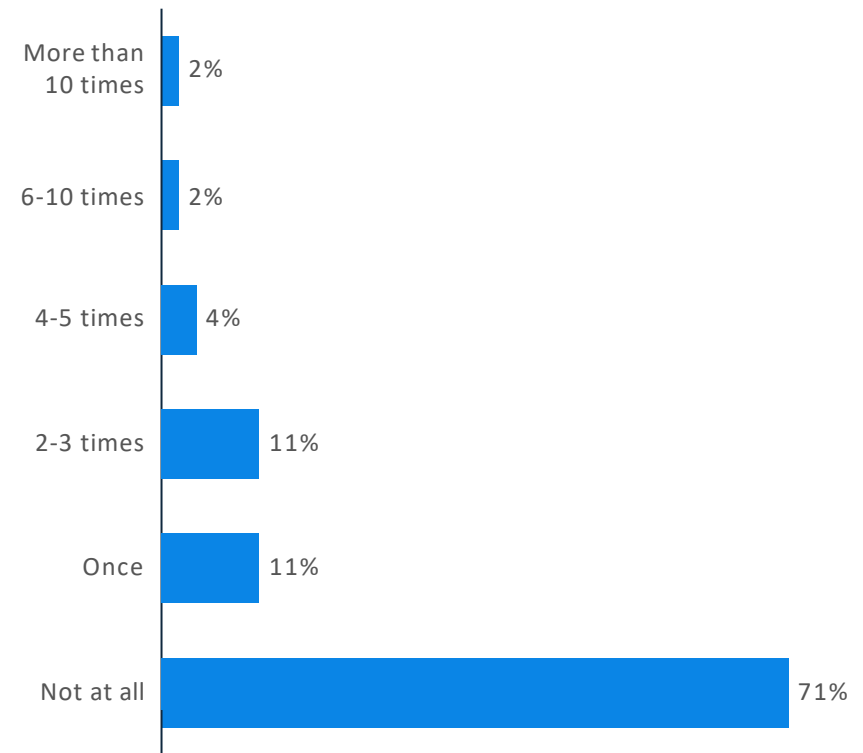
# U.S. consumers who travel for business generally tend to do so at least once and up to three times per year

Travel: business travel

## Traveled for business purposes



## Frequency of traveling for business purposes



Recode based on "Travel frequency for business purposes"; Single Pick; Base: n=4,196 all respondents; "How often have you traveled for business purposes in the past 12 months?"; Single Pick; Base: n=4,196 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

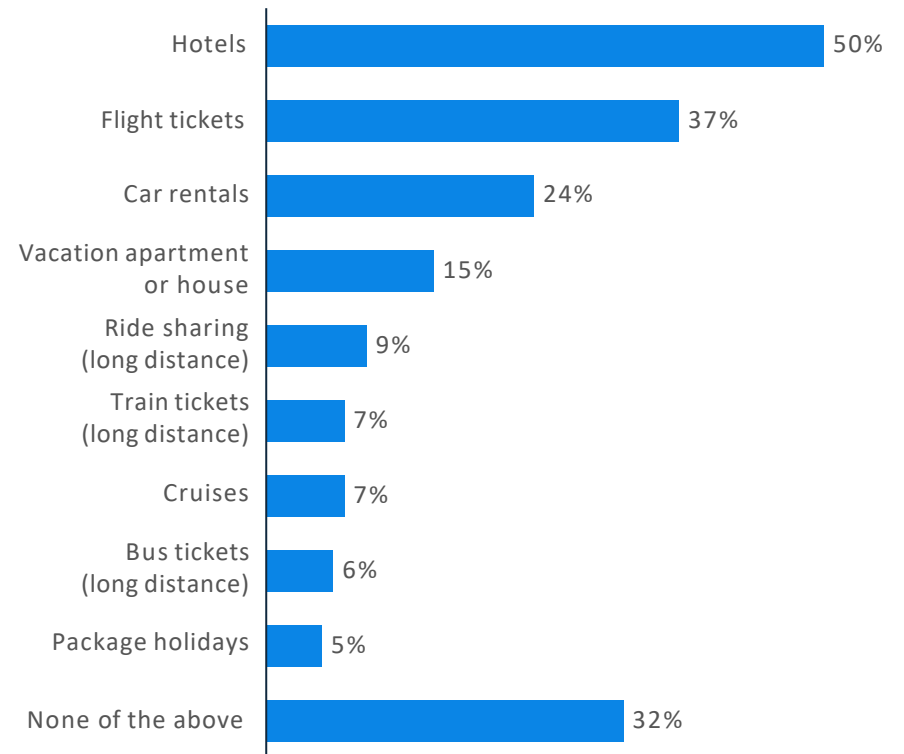


# Half of U.S. consumers booked hotels in the past 12 months

Travel: Product bookings



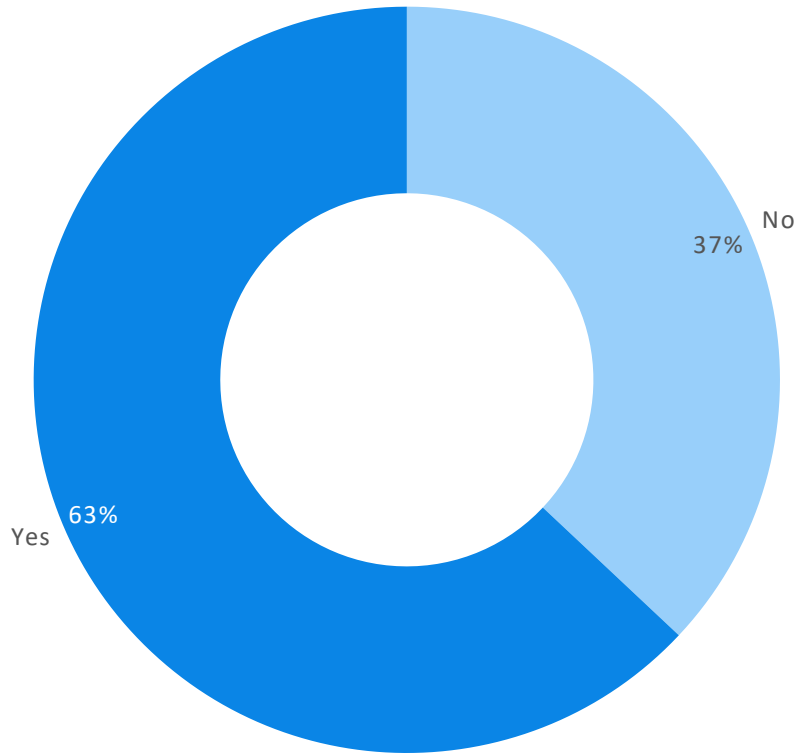
Travel products booked in the past 12 months



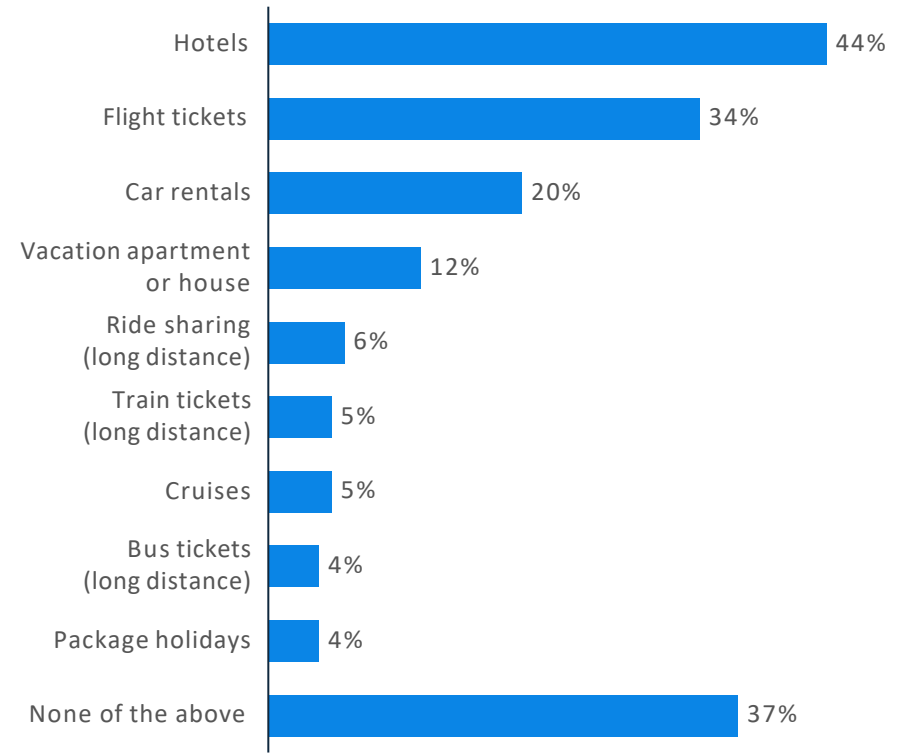
# Most U.S. consumers used online methods to book their travel products

Travel: online bookings

## Booked travel products online



## Frequency of traveling for business purposes

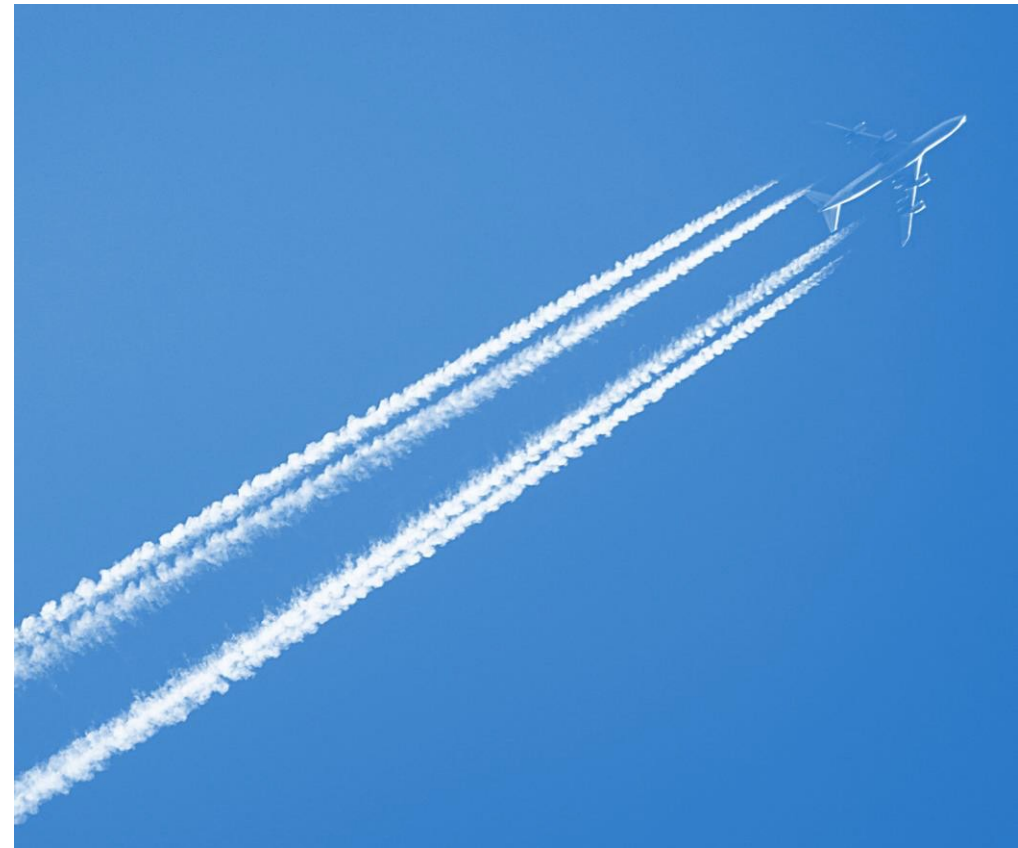
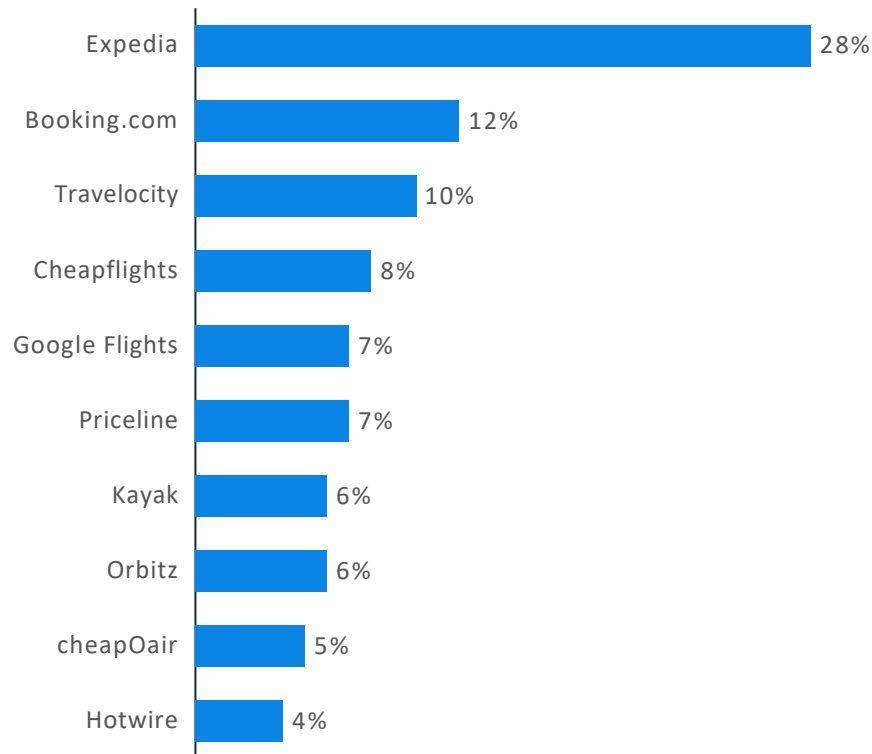


Recode based on "Travel frequency for business purposes"; Single Pick; Base: n=4,196 all respondents; "How often have you traveled for business purposes in the past 12 months?"; Single Pick; Base: n=4,196 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

# For booking flight tickets, Expedia is the online travel portal used most among U.S. consumers

Travel: online flight ticket provider brands

## Top 10 online travel portals for bookings



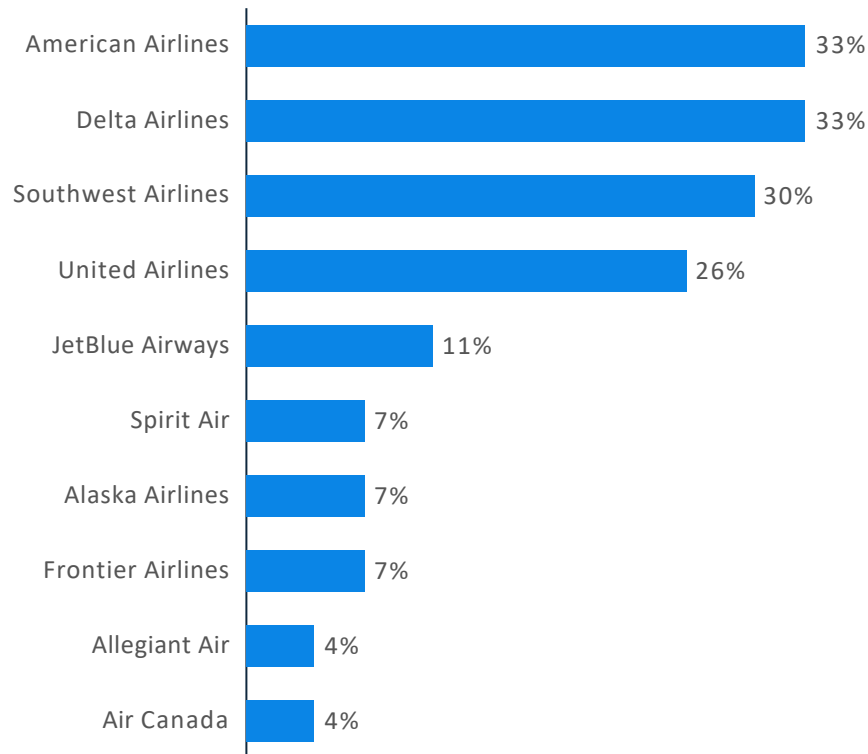
"Which of these providers have you booked a flight from in the past 12 months (online booking via a website or app)?"; Multi Pick; Base: n=1,436 respondents who booked a flight

Sources: [Global Consumer Survey](#) as of November 2020

# American and Delta Airlines were both used by a third of airline customers in the past 12 months

Travel: airlines brands

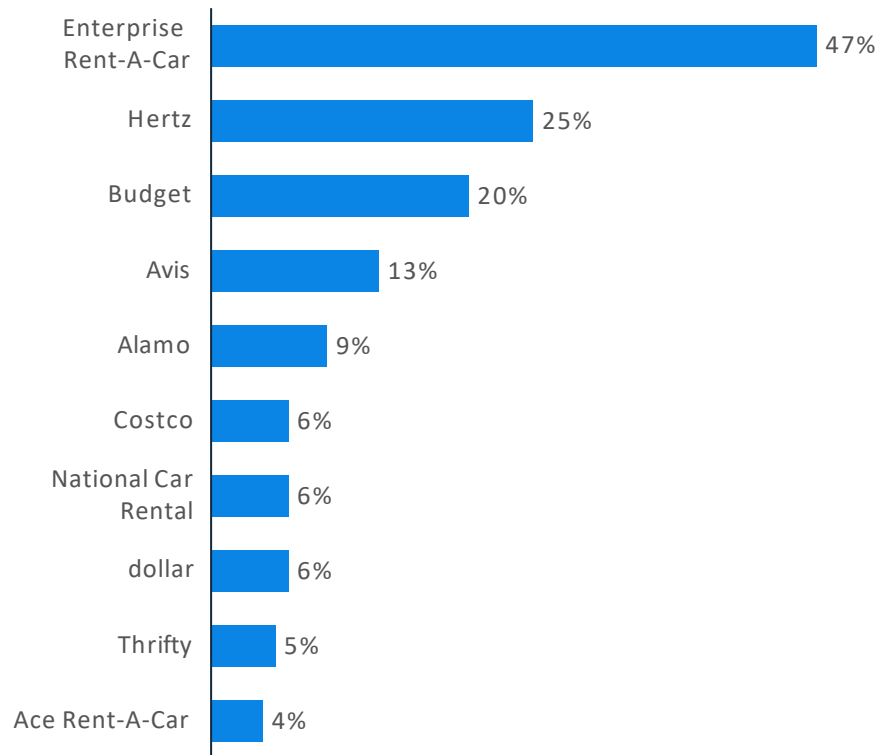
## Top 10 airlines most used when booking a ticket



# Enterprise Rent-A-Car was used by almost half of U.S. consumers who rented a car in the past 12 months

Travel: car rental brands

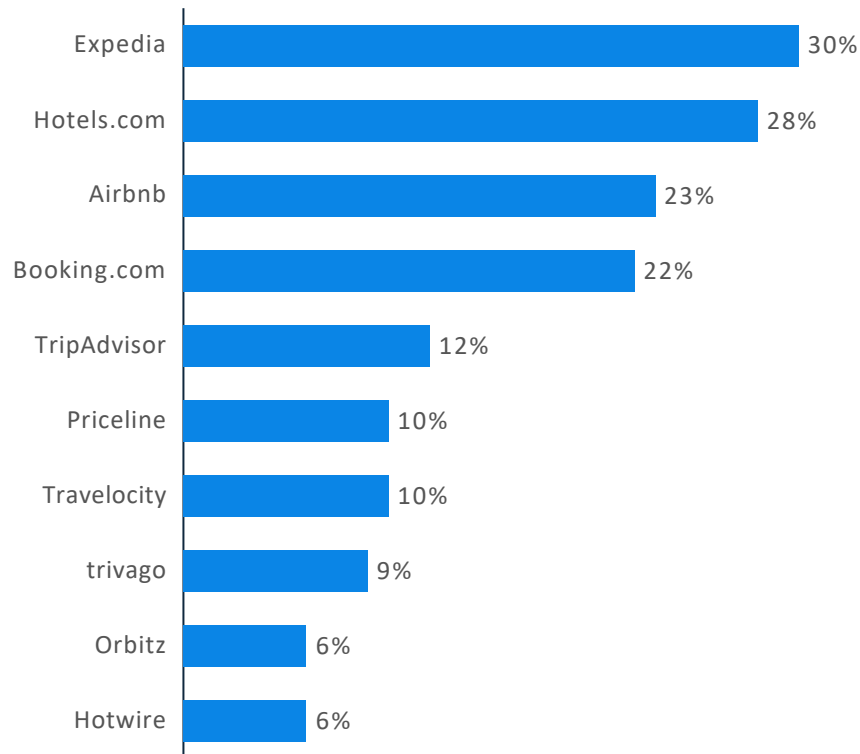
## Top 10 most popular car rental companies in the U.S.



# Expedia and Hotels.com were the two most popular online portals for accommodation bookings

Travel: online accommodation brands

## Top 10 online travel portals used for accommodation



"From which of these online providers have you booked an accommodation (hotel or private accommodation) in the past 12 months (website or app)?"; Multi Pick; Base: n=2,018 respondents who booked accommodation online in the past 12 months

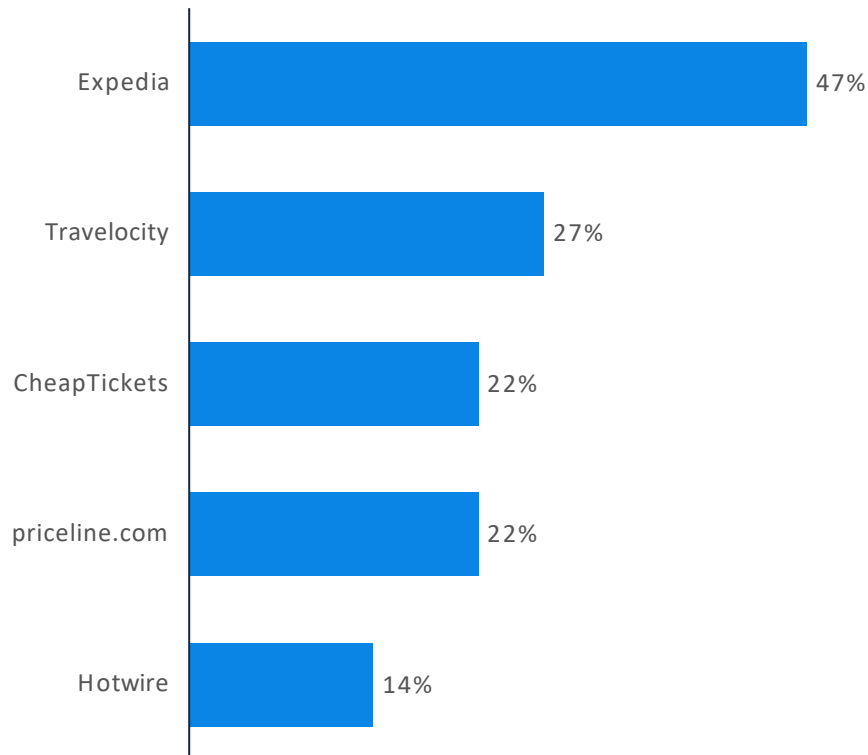
Sources: [Global Consumer Survey](#) as of November 2020



# Expedia was the top choice for U.S. consumers for booking package holidays in the past 12 months

Travel: package holiday brands

## Top 5 most used package holiday providers



"Which of these providers have you booked a package holiday from in the past 12 months?"; Multi Pick; Base: n=207 respondents who booked package holidays

Sources: [Global Consumer Survey](#) as of November 2020

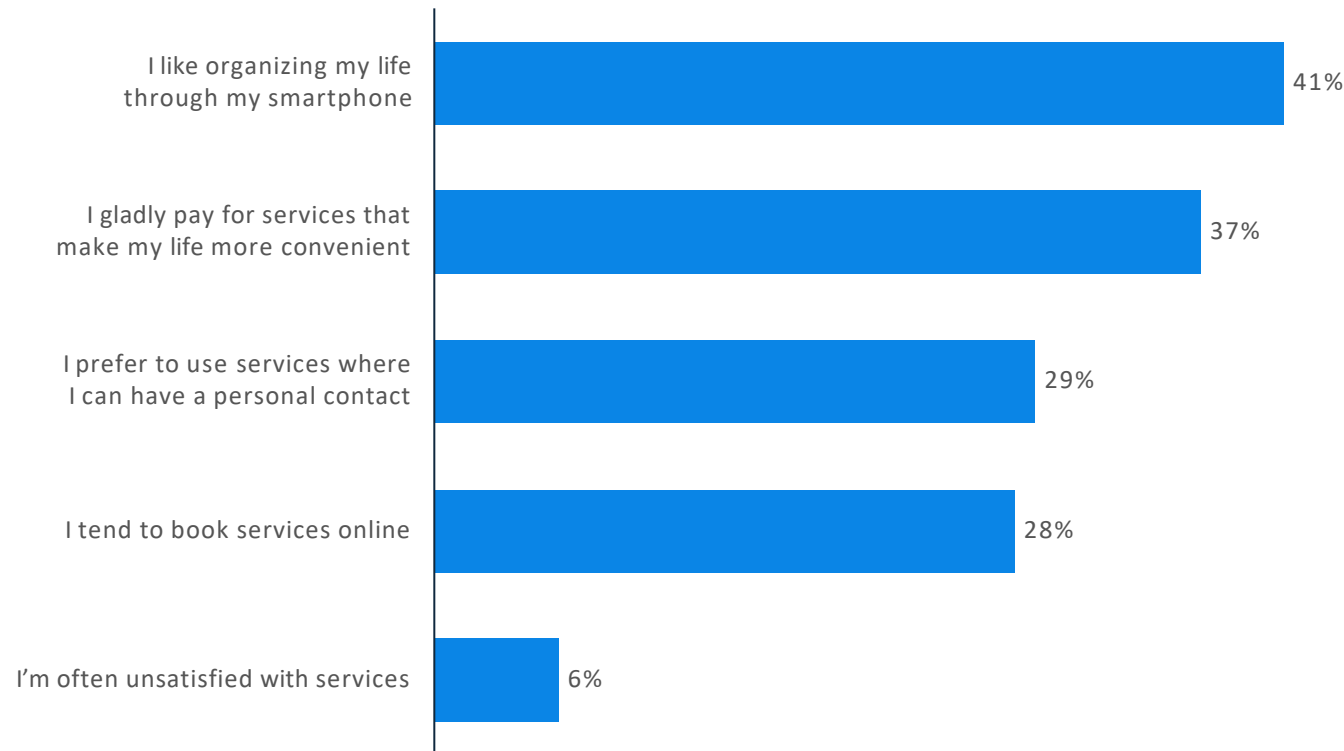
# SERVICES & eSERVICES



# More than a third of U.S. consumers will gladly pay for services that make life more convenient

Services & eServices: attitudes (1/2)

## Selected attitudes towards services in the U.S.



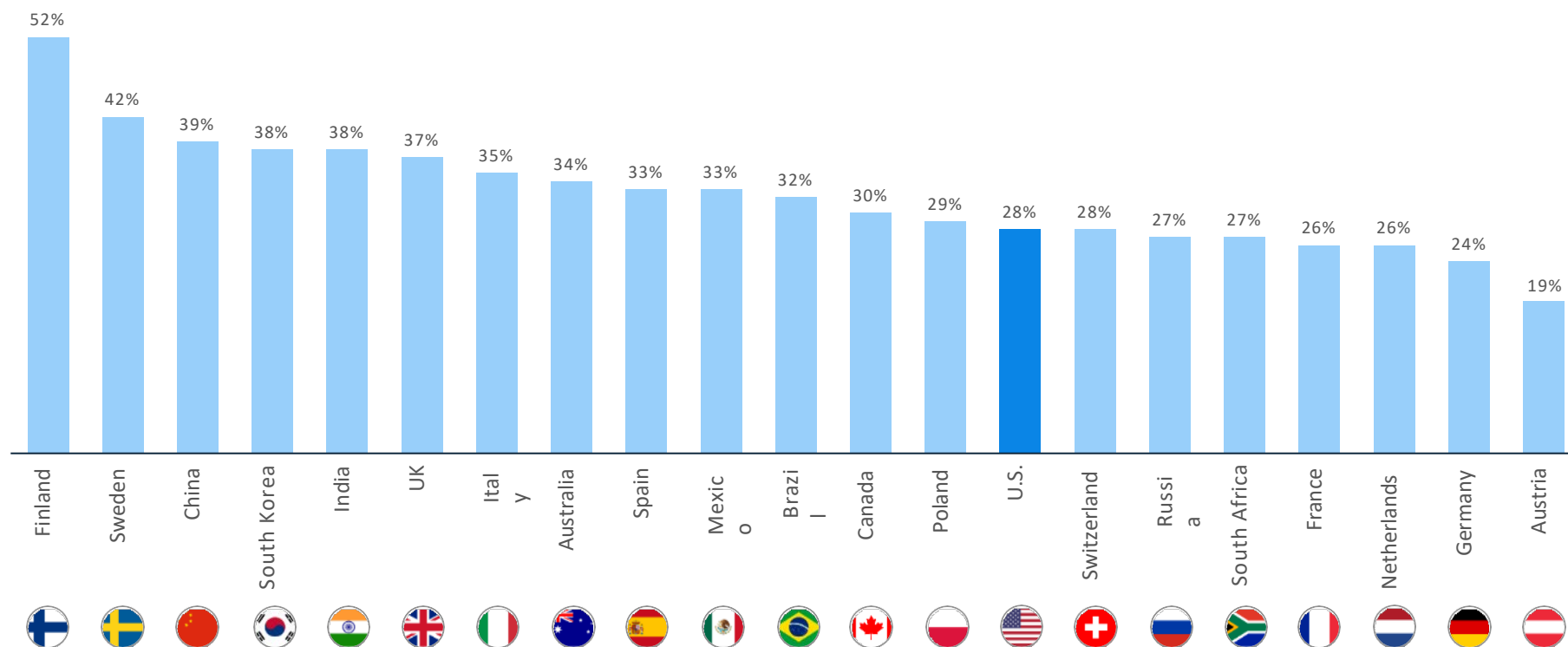
Only 6% of U.S. consumers are often unsatisfied with services, whereas the percentage of U.S. consumers who prefer services with a personal contact (29%) is nearly the same as those who use online booking services (28%).

41% of Americans like organizing their life through their smartphones.

# Scandinavian consumers have the most experience in booking services online; U.S. consumers have less

Services & eServices: attitudes (2/2)

## Percentage of respondents tending to book services online

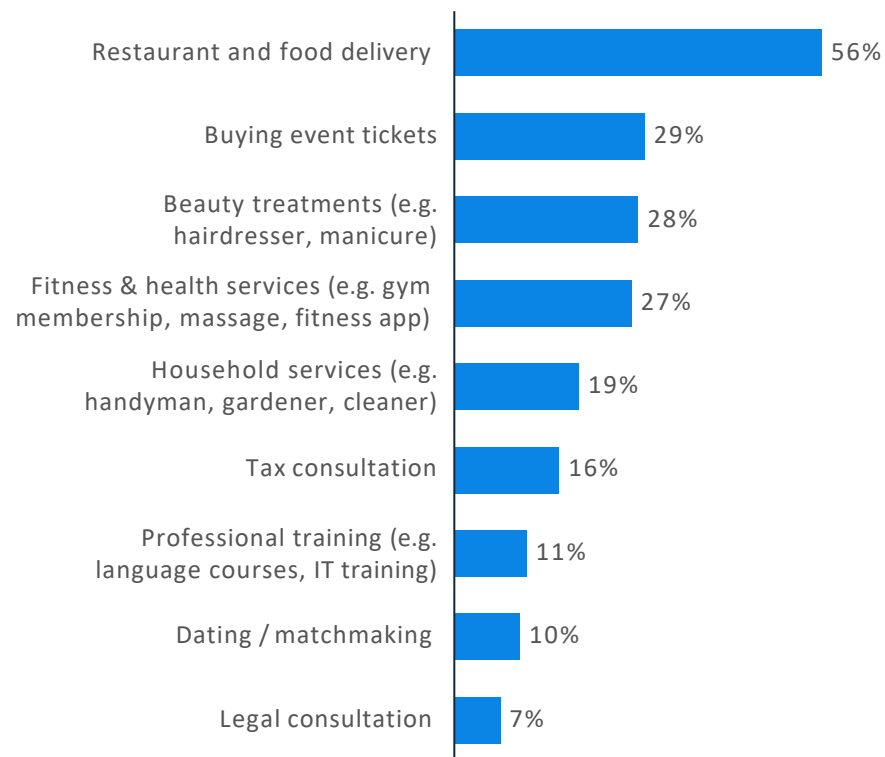


# A majority of consumers in the U.S. use restaurant and/or food delivery services

Services & eServices: service usage



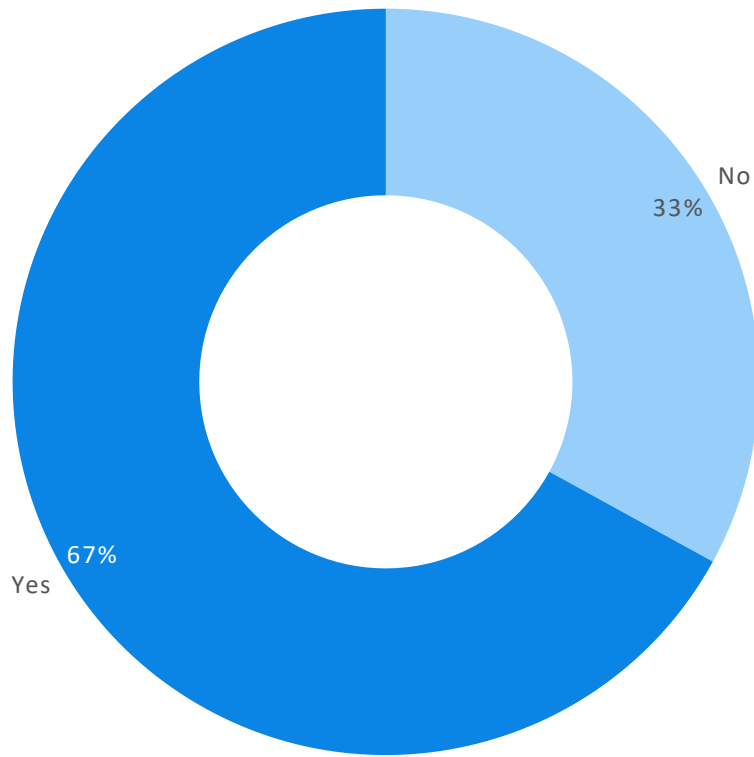
Share of consumers using selected services in the U.S.



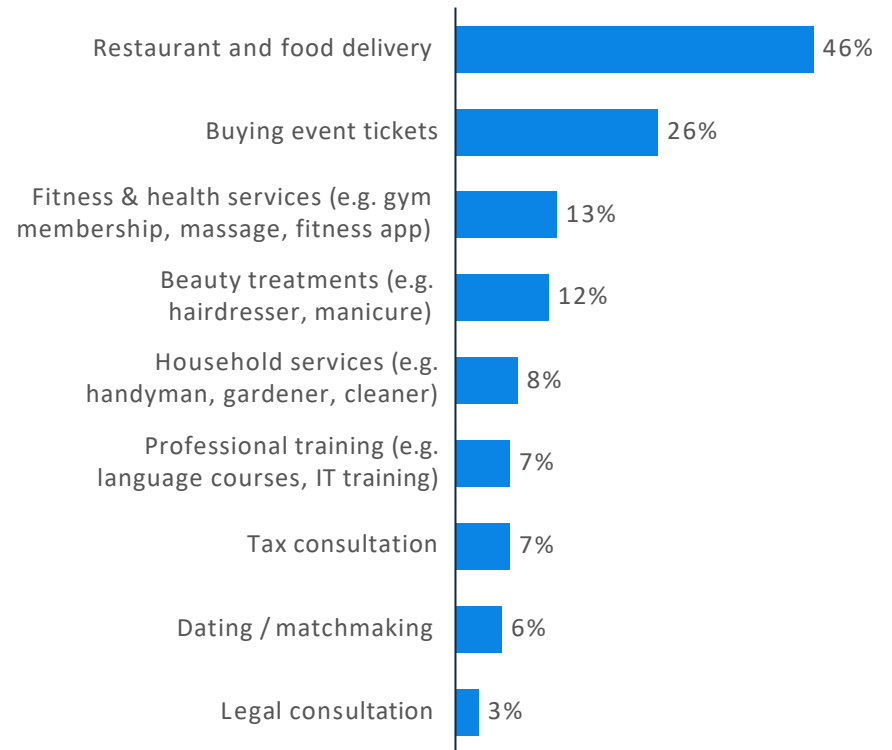
# Two thirds of U.S. consumers booked services online, and nearly half booked their food deliveries online

Services & eServices: online bookings

## Booked services online



## Services booked online in the past 12 months



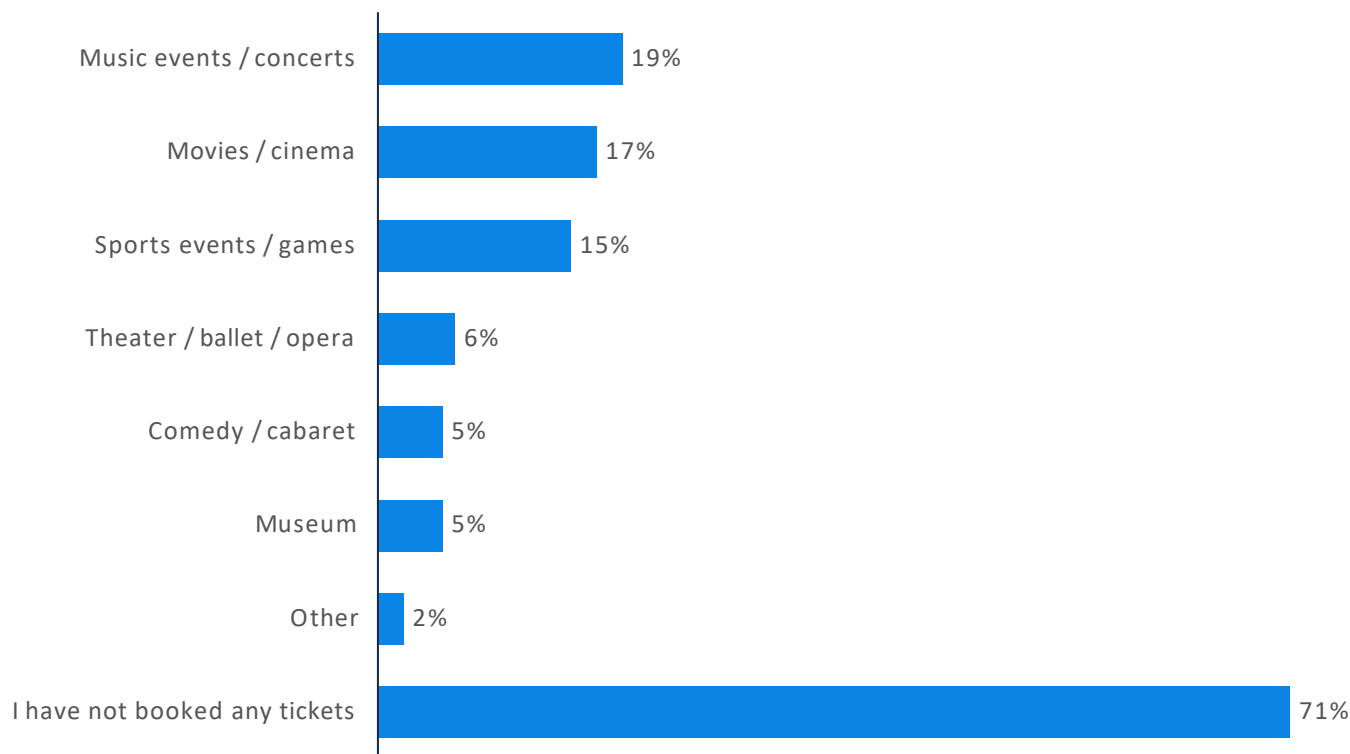
Recode based on "Service online bookings"; Single Pick; Base: n=4,184 all respondents; "Which of the following services have you booked online in the past 12 months?"; Multi Pick; Base: n=4,184 all respondents  
Sources: [Global Consumer Survey](#), as of November 2020



# One fifth of U.S. consumers booked tickets for music events/concerts in the past 12 months

Services & eServices: event tickets

## Booking of event tickets by type

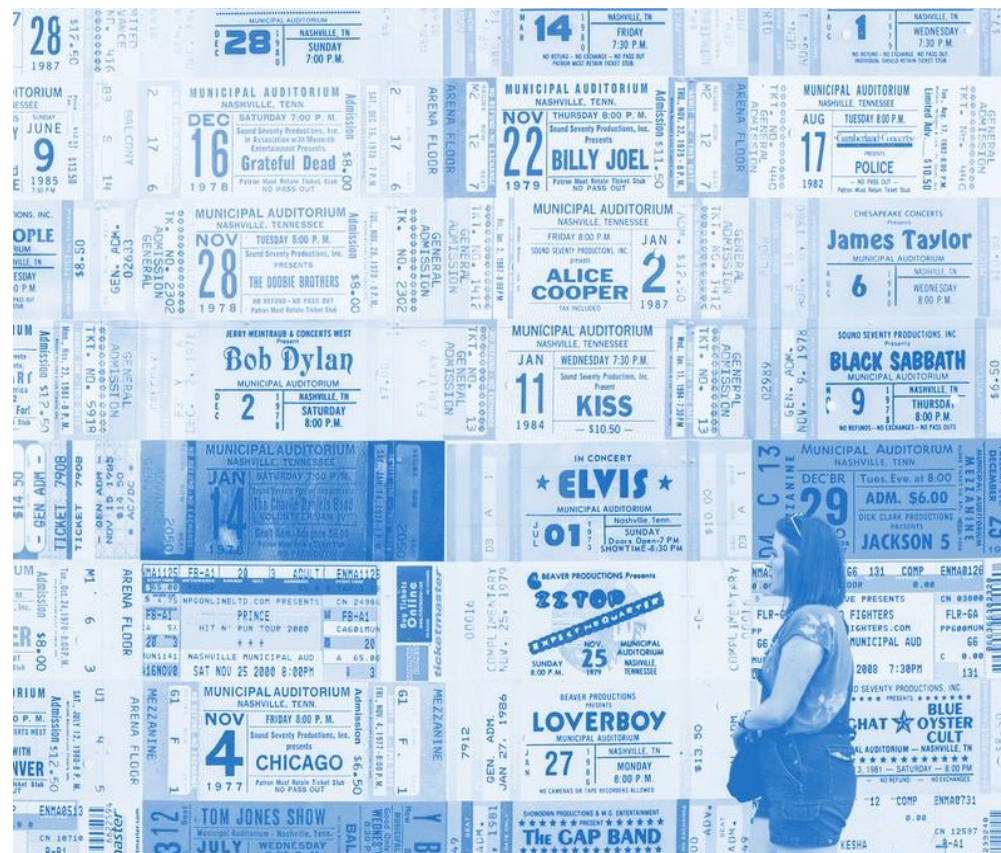
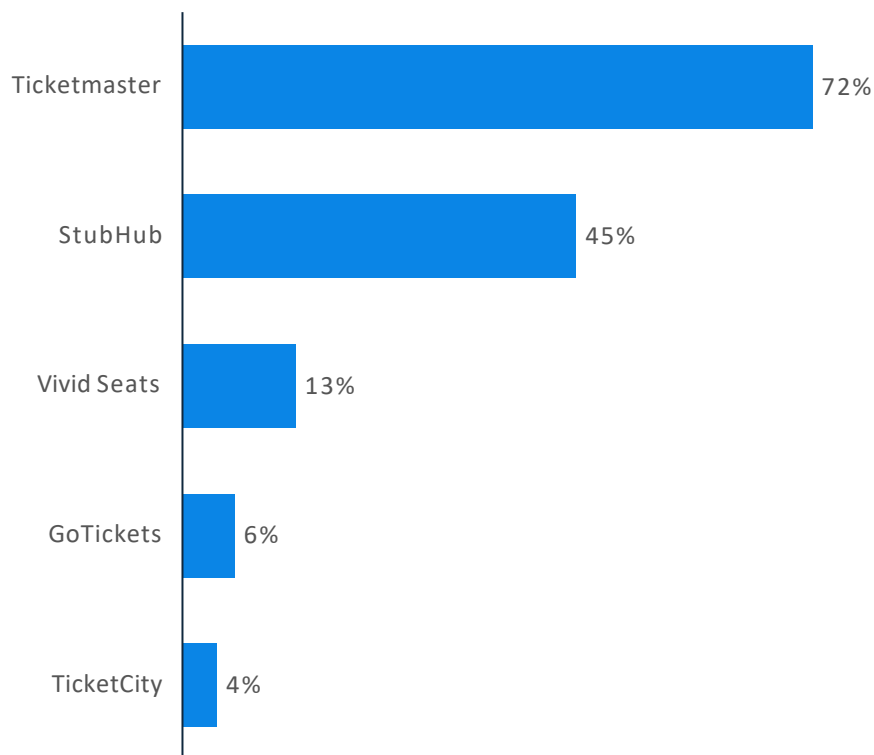


Whereas the majority of Americans didn't book any event tickets in the past 12 months, nearly 20% booked tickets for a concert or music event. Movies and cinema rank second and appear to have a broader appeal than sports events and games.

# Ticketmaster is used by a wide majority of U.S. consumers to book event tickets

Services & eServices: online event ticket brands

## Top 5 online event ticket providers in the U.S.

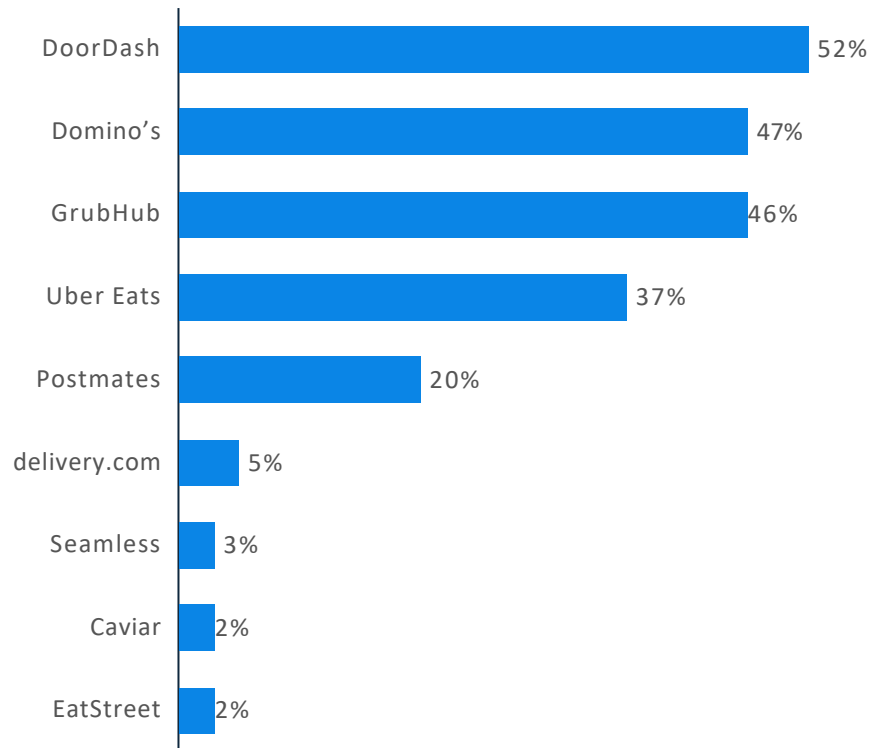


“Which of these online providers have you bought event tickets from (website or app) in the past 12 months?”; Multi Pick; Base: n=1,071 respondents who bought event tickets online  
Sources: [Global Consumer Survey](#) as of November 2020

# DoorDash is the most used online food/restaurant delivery provider in the United States

Services & eServices: online food delivery brands

## Top 10 online food delivery providers in the U.S.



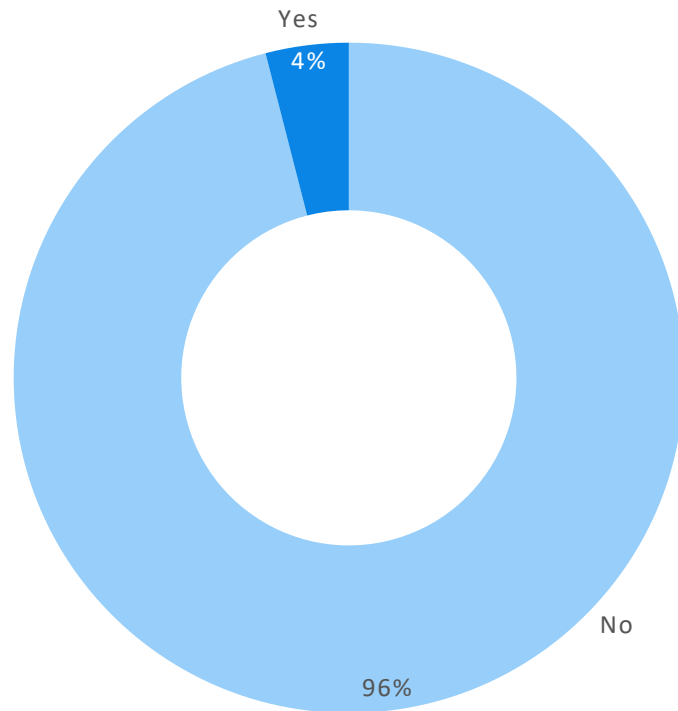
"Which of these online providers of restaurant and food delivery have you used in the past 12 months?"; Multi Pick; Base: n=1,942 respondents who ordered restaurant and food delivery online

Sources: [Global Consumer Survey](#) as of November 2020

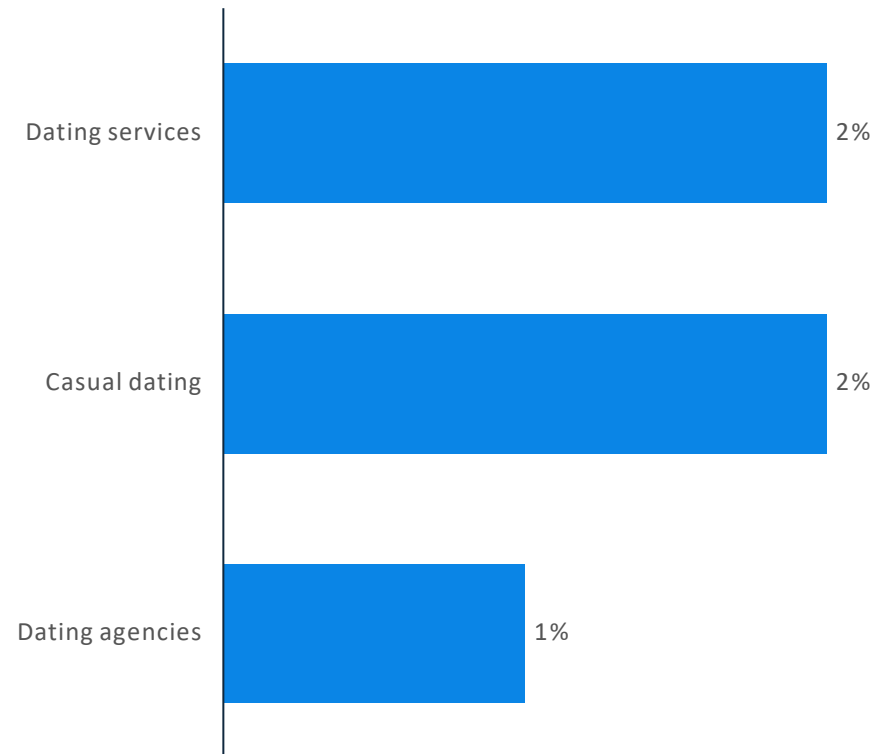
# Only a small share of U.S. consumers uses fee-based online dating

Services & eServices: fee-based online dating

## Spent money on online dating



## Fee-based online dating, by type

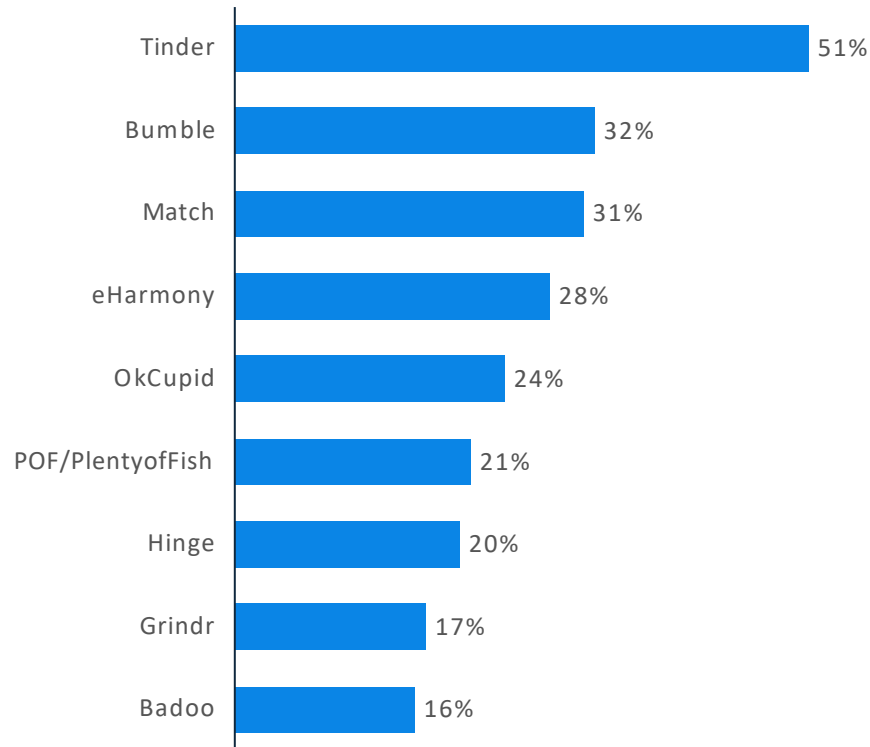


Recode based on "Fee-based online dating usage"; Single Pick; Base: n=4,184 all respondents; "Have you spent money on online dating (website or app) in the past 12 months?"; Multi Pick; Base: n=4,184 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020

# More than half of U.S. consumers who pay for online dating use Tinder

Services & eServices: online food delivery brands

## Top 10 online dating brands in the U.S.

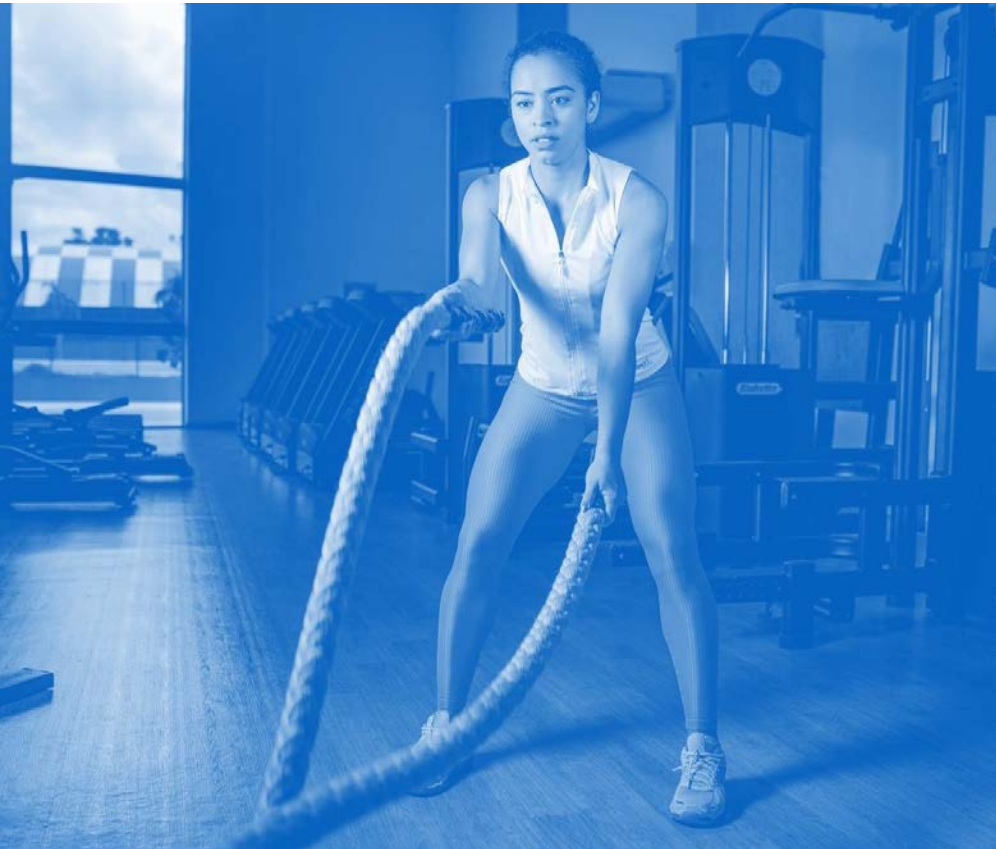


"Which of these online dating providers (website or app) have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=148 respondents who used and spent money on online dating  
Sources: [Global Consumer Survey](#) as of November 2020

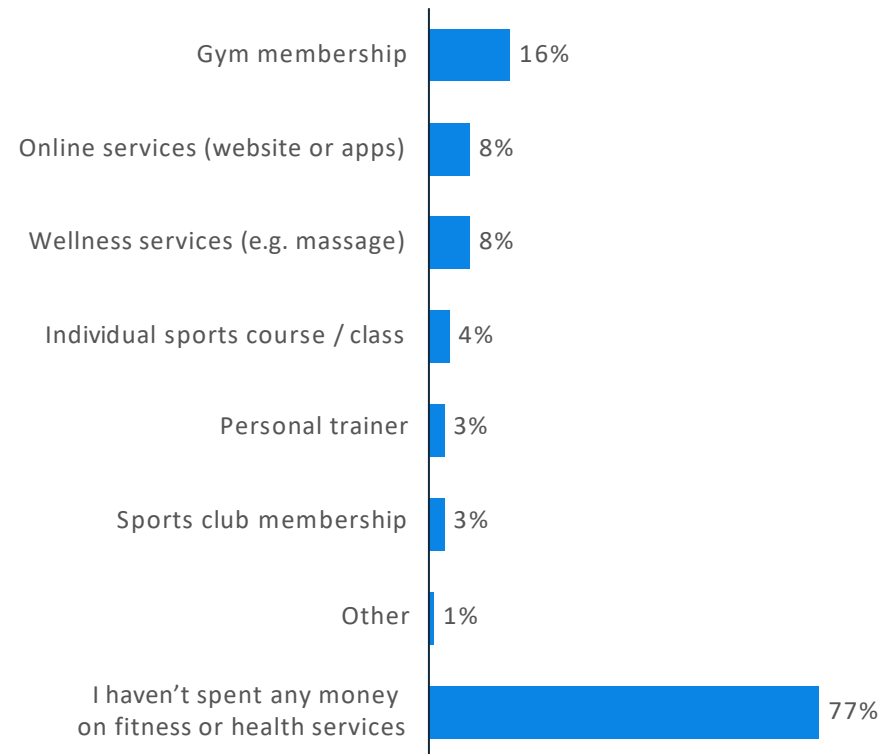


# A gym membership is the fee-based fitness and health service type used most among U.S. consumers

Services & eServices: fitness and health services



## Usage of selected fee-based fitness and health services

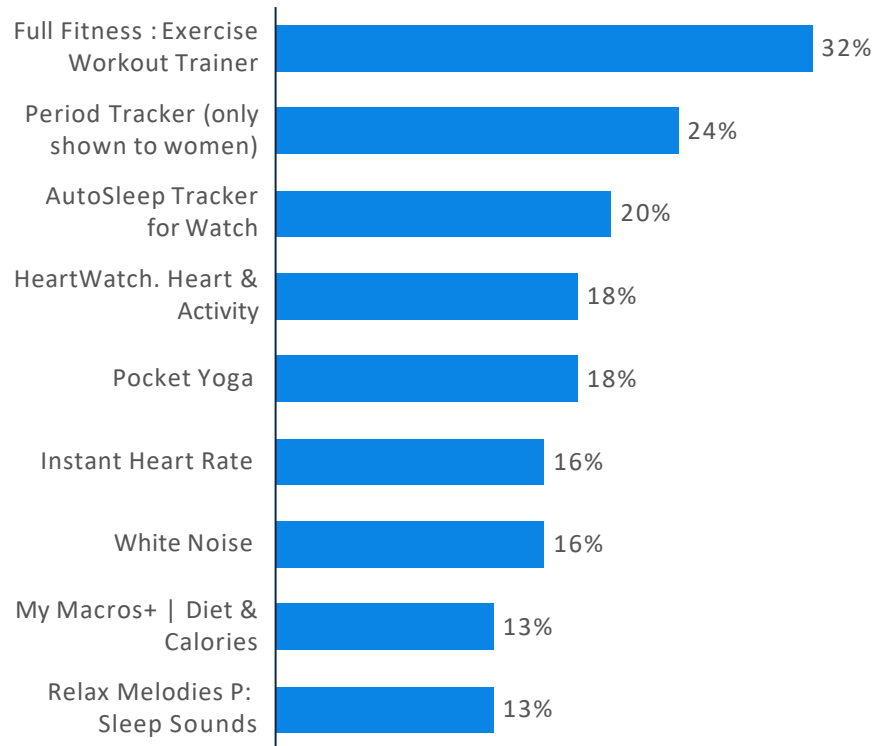




# The most popular fee-based fitness and health services show a diverse range of usage scenarios

Services & eServices: health and fitness websites/apps

## Top 10 health and fitness services (websites & apps)



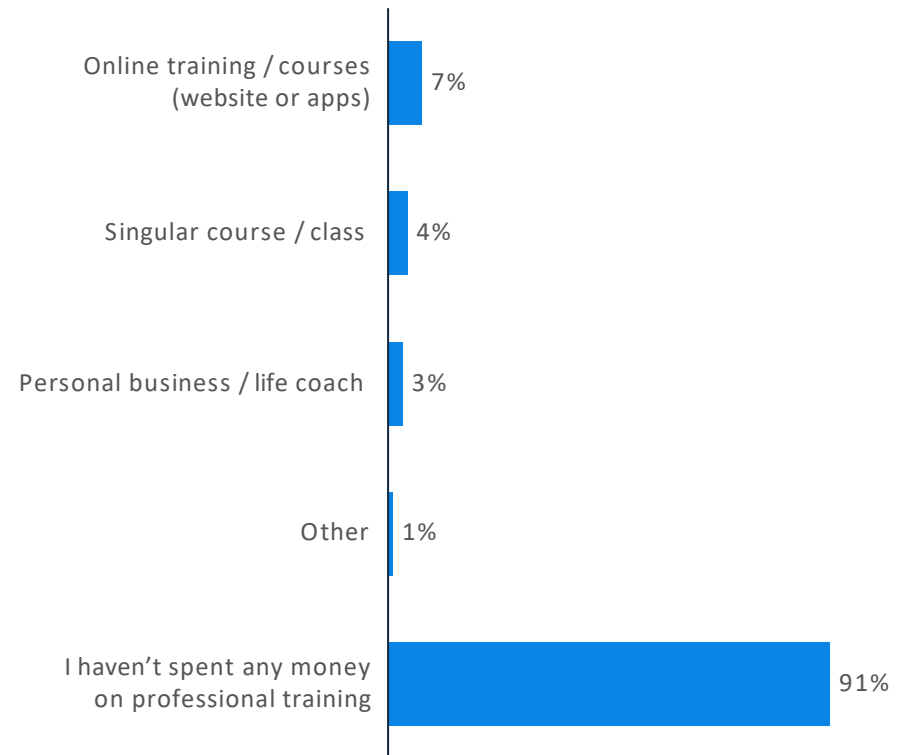
"Which of these fitness or health services (website or app) have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=337 respondents who spent money on online fitness & health services (websites and apps)  
Sources: [Global Consumer Survey](#) as of November 2020

# Most U.S. consumers have not spent money on professional training services in the past 12 months

Services & eServices: professional training services



Share of consumers using selected services in the U.S.



"Which of the following professional training services have you spent money on in the past 12 months (e.g., language courses, IT training)?"; Multi Pick; Base: n=4,184 all respondents  
Sources: [Global Consumer Survey](#) as of November 2020



Our partners choose us because we have deep domain expertise that allows us to solve their toughest problems – we want to solve yours.

**[weareeverise.com](http://weareeverise.com)**

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