

Global Consumer Survey – Simmons comparison

		Global Consumer Survey (Statista)	Simmons Insights (Experian Simmons)
Methodology	More than 50,000 respondents	✓	120,000+ ?
	More than 25 countries	✓	28 ✗ USA only
	Data quality / transparency	✓	High ✗ Low
	Newest data immediately available (Embargo)	✓	yes ?
Content	More than 50 topics / industries	✓	50 ✓ 500+
	Brands	✓	1.400 ✓ 8.000
	Offline behavior / consumption	✓	Yes ✓ Yes
	Attitudes / values	✓	Yes ✓ Yes
Features	Reports / white papers	✓	Weekly short reports ✓ Yes
	Browser-based tool	✓	Yes ✓ Yes
	DIY-analysis / chart builder	✓	Yes ✓ Yes
	Customized target groups	✓	Yes ?
	Export function	✓	Yes ✓ Yes
	Customized content	✓	Optional ✗ No
	Terms & Conditions	Right to publish	✓
Pricing		Included in EA / Campus-Licence	?

Global Consumer Survey (Statista)

Key Functionalities

- DIY online analysis (browser based)
- Cross-tabs
- Filtering and selection of specific (customized) target groups
- CSV export

Good to know

- Content Specials: exclusive additional survey data on interesting subtopics for custom analyses of industries and topics, in addition to the main study. The Content Specials are continually extended and cover various topics.

Simmons Insights (Experian Simmons)

Key Functionalities

- Browser-based analyses tool
- Advanced search function
- Cross-tabs, vertical & horizontal percent, index, weighting
- Automated visualization
- CSV export

Good to know

- Simmons offers clients to upload their individual data to the Simmons OneView DIY analysis platform
- Furthermore, Simmons offers a variety of studies under the umbrella of 'consumer insights', e.g. Multicultural, LGBT Consumer Study, Kids and Teens studies, etc.