

CONSUMERS & BRANDS

Target audience: consumers in North West, England (United Kingdom)

Consumer Insights Report

Consumer Insights
by **statista** 

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Consumer Insights Target Audience Report

Introduction

Report overview

This report analyses consumers who live in North West, England and compares them to the average consumer in the United Kingdom.

The report offers the reader a comprehensive overview of consumers in North West, England (United Kingdom): 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 consumers in North West, England ("region") against the average UK consumer, labelled as "country" in the charts.

The report is updated regularly and is based on data from the Consumer Insights Global survey.

Consumer Insights Global 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

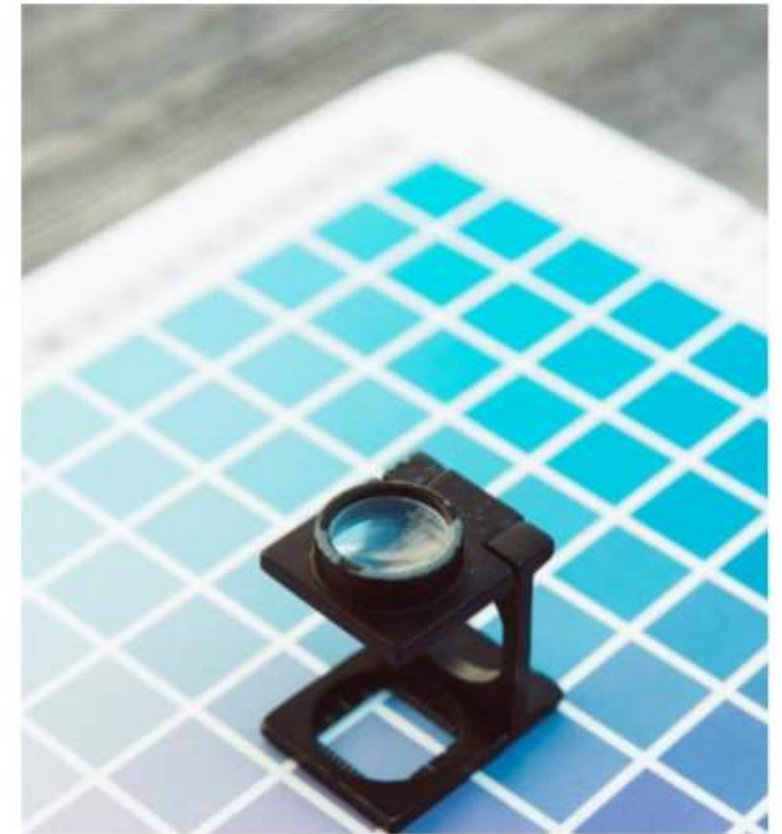
Number of respondents:

- 12,000+ for countries with the extended survey (including United Kingdom)
- 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



Consumers in North West, England (United Kingdom)

Management summary: key insights

General demographics

33% of consumers in North West, England are part of Generation X.

38% of consumers in North West, England have a low household income.

58% of consumers in North West, England live in small towns and rural communities.

North West, England has a rather small migrant community.

Consumer lifestyle

Consumers in North West, England value similar aspects of life as the average consumer in the United Kingdom.

A relatively high share of consumers in North West, England are interested in movies, TV shows and music.

Consumers in North West, England have similar hobbies as the average consumer in the United Kingdom.

33% of consumers in North West, England follow soccer.

Perspective and outlook

A relatively high share of consumers in North West, England think that poverty is an issue that needs to be addressed.

27% of consumers in North West, England have more left leaning political views.

Consumers in North West, England see the economic situation of the United Kingdom more negatively than the average consumer in the United Kingdom.

Consumers in North West, England are more pessimistic about their personal future than the average consumer in the United Kingdom.

Marketing touchpoints

80% of consumers in North West, England watched TV in the past 4 weeks.

63% of consumers in North West, England are active on YouTube.

51% of consumers in North West, England remember seeing advertising on TV.

Digital advertising touchpoints of consumers in North West, England are similar to those of the average consumer in the United Kingdom.

CHAPTER 01

General demographics

- Age and household composition
- Employment and income
- Living situation
- Diversity

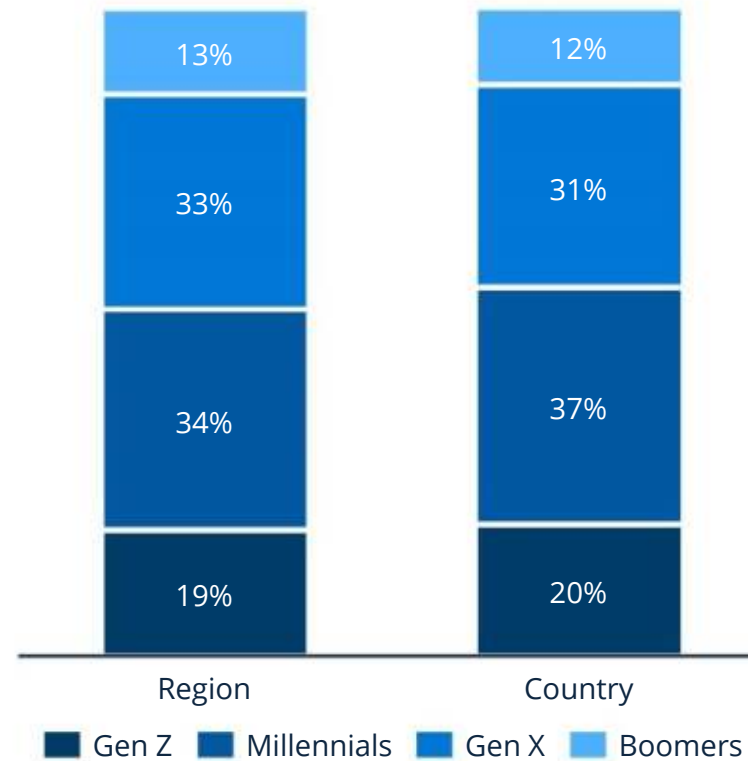


33% of consumers in North West, England are part of Generation X

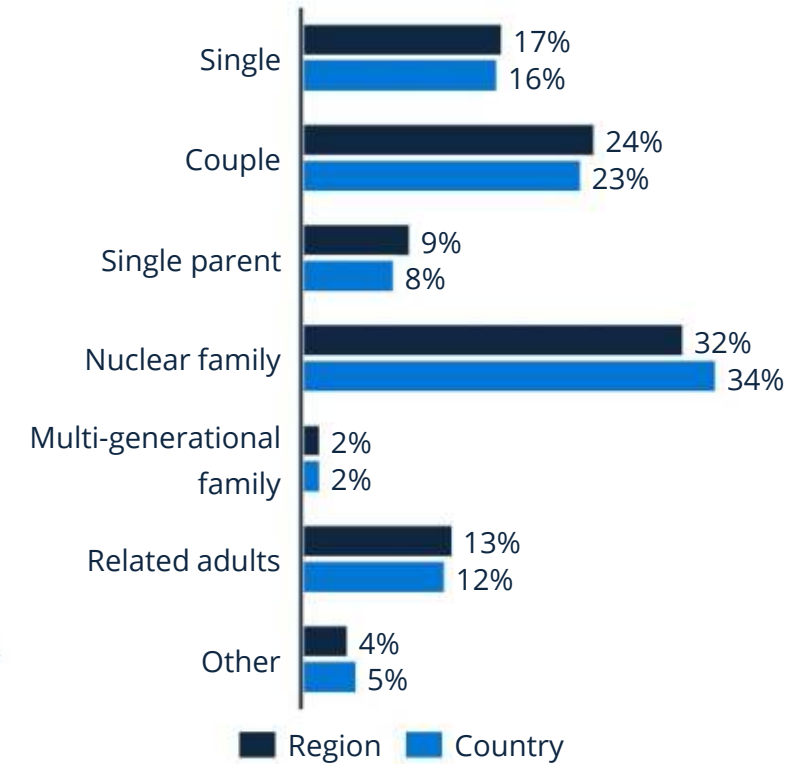
General demographics: age & household composition



Generations



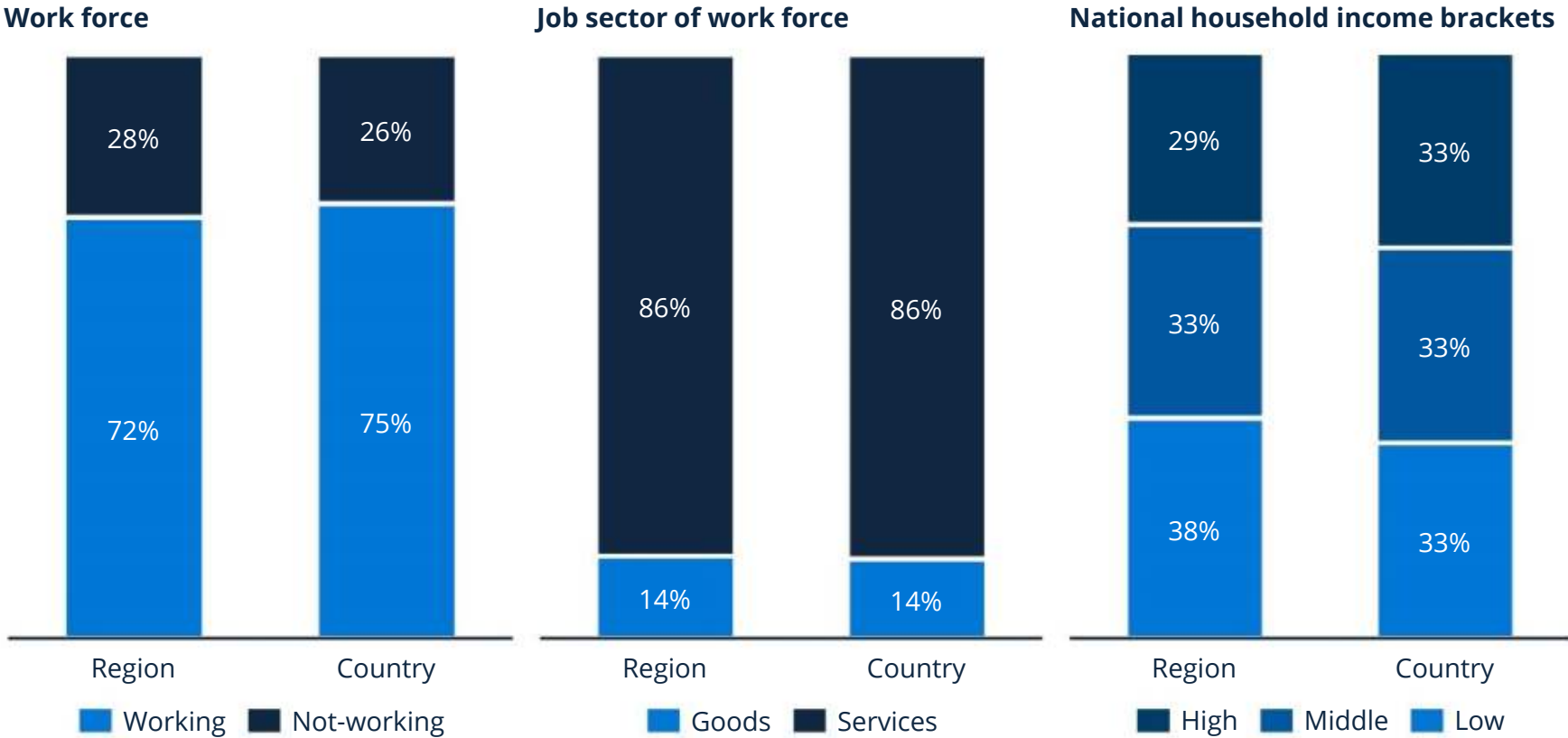
Household type



5 **Notes:** "How old are you?"; Single Pick; Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; Where do you currently live?; Single Pick; Base: n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of February 2024

38% of consumers in North West, England have a low household income

General demographics: employment and income



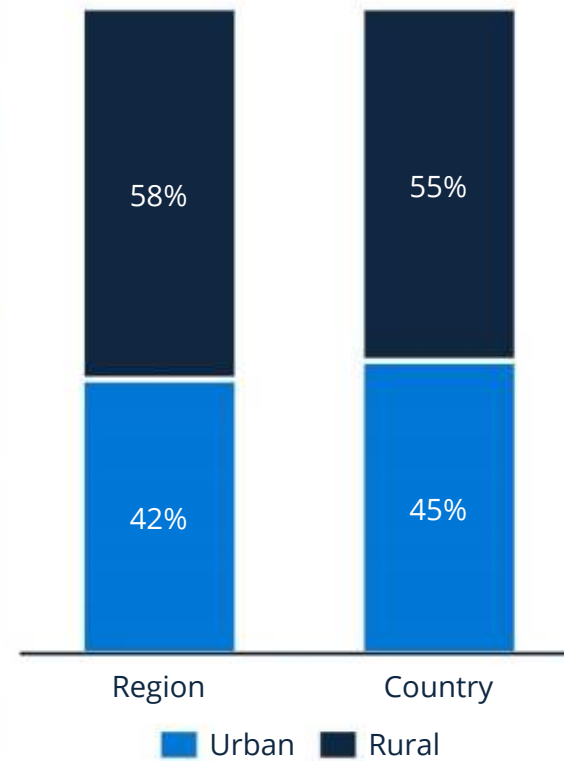
6 **Notes:** Recodes based on: "Which of the following categories best describes your current employment status?"; Single Pick; "Which of the following categories best describes your current job sector?"; Single Pick; "Monthly/annual household income (local currency)"; Single Pick; Where do you currently live?; Single Pick n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of February 2024

A relatively large share of consumers in North West, England live in a house rather than an apartment

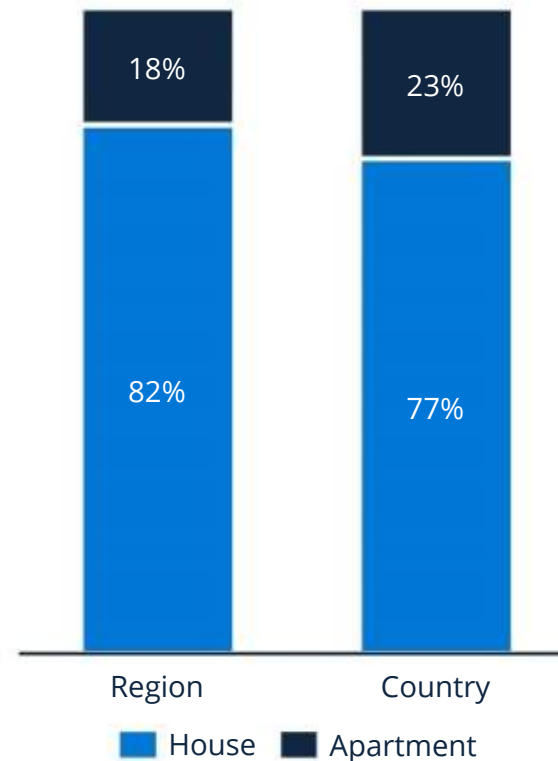
General demographics: living situation



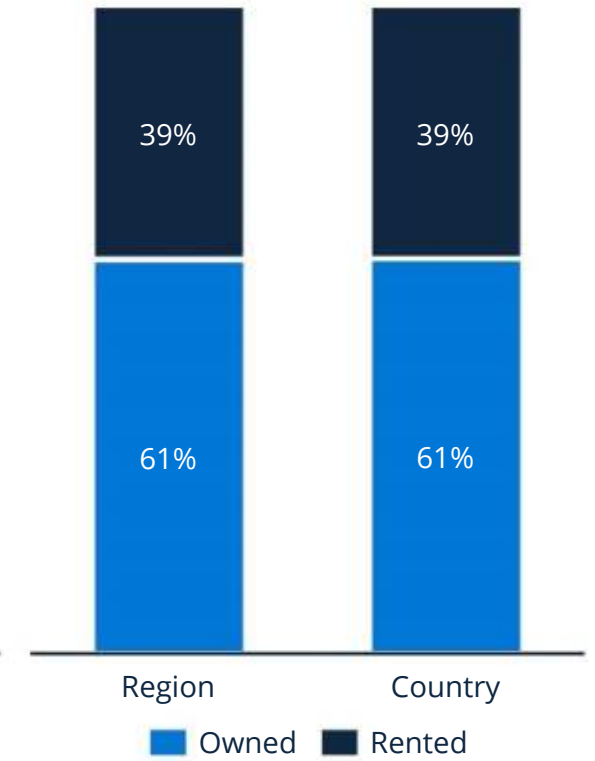
Type of community



Accommodation type



Home ownership

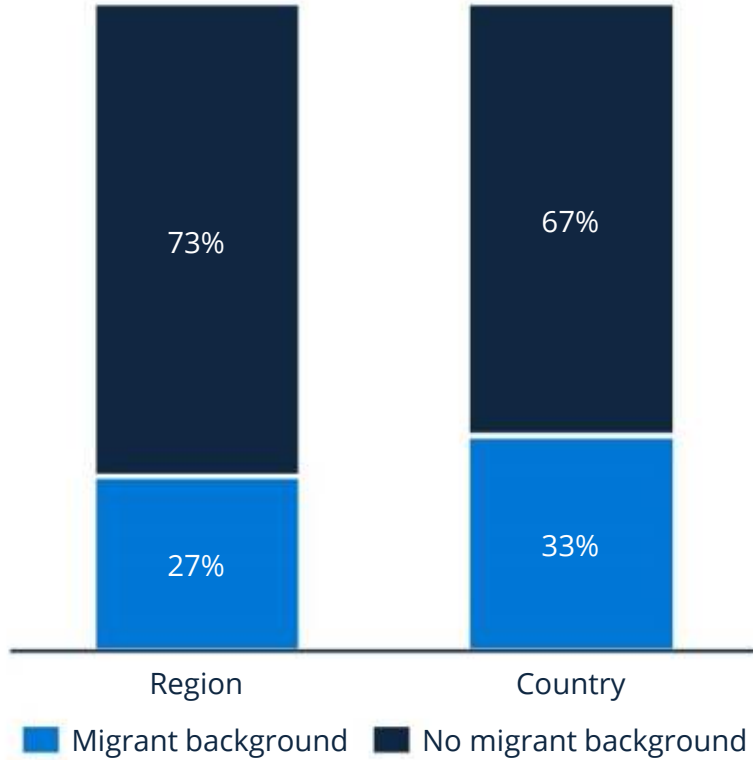


North West, England has a rather small migrant community

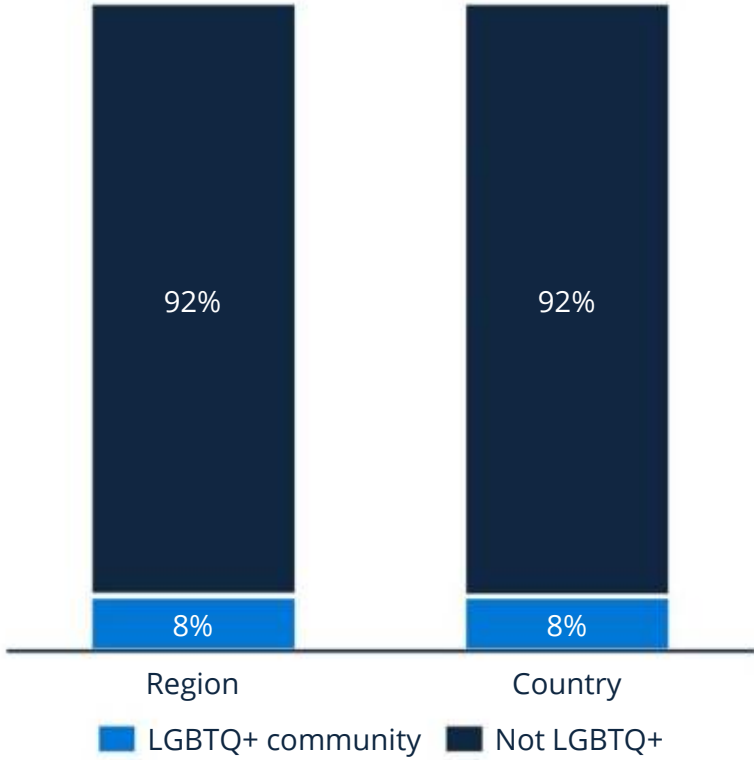
General demographics: diversity



Migrant background



LGBTQ+ community



8 Notes: "Were you or your parents born outside of your current country of residence?"; Multi Pick; "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; Where do you currently live?; Single Pick; Base: n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom
Sources: [Consumer Insights Global](#) as of February 2024

CHAPTER 02

Consumer lifestyle

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

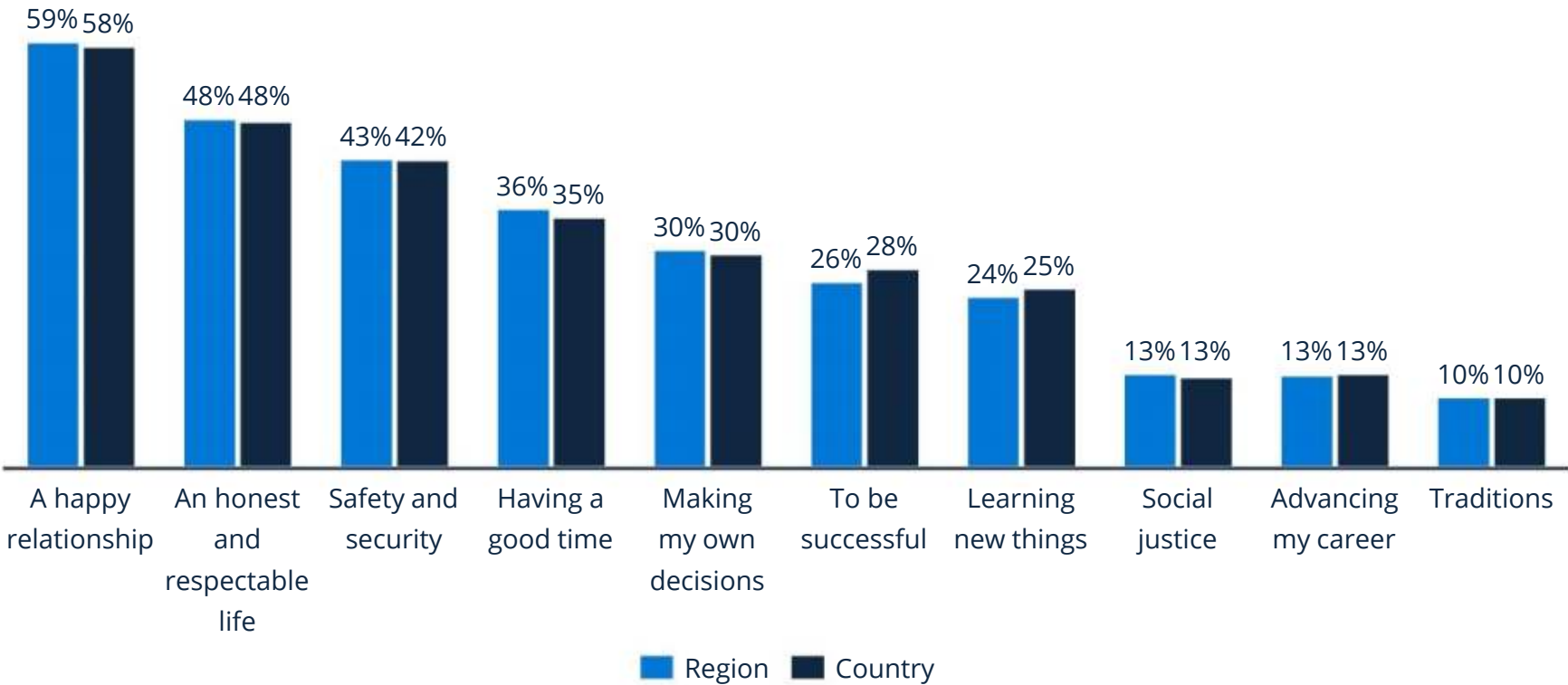


Consumers in North West, England value similar aspects of life as the average consumer in the United Kingdom

Consumer lifestyle: life values



Most important aspects of life for consumers in North West, England



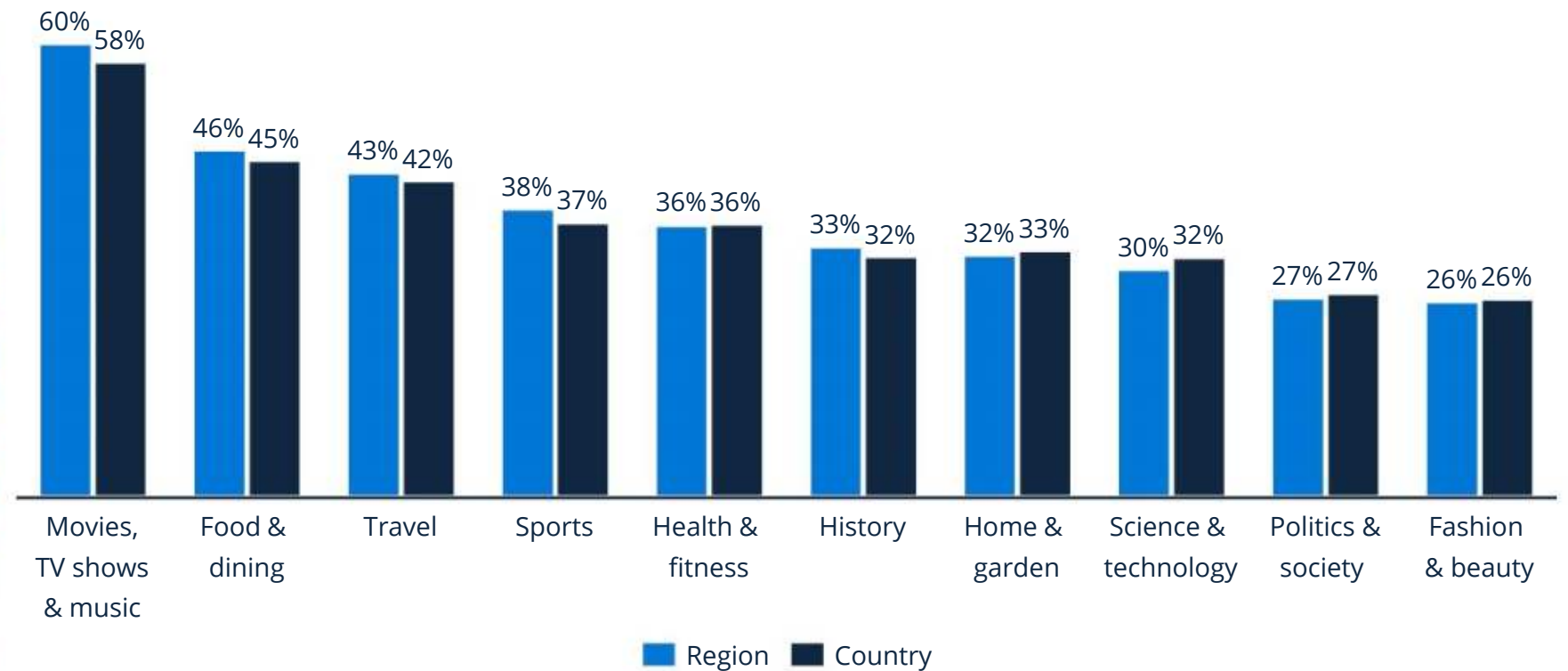
10 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; Where do you currently live?; Single Pick; Base: n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom
Sources: [Consumer Insights Global](#) as of February 2024

A relatively high share of consumers in North West, England are interested in movies, TV shows and music

Consumer lifestyle: main interests



Top 10 interests of consumers in North West, England

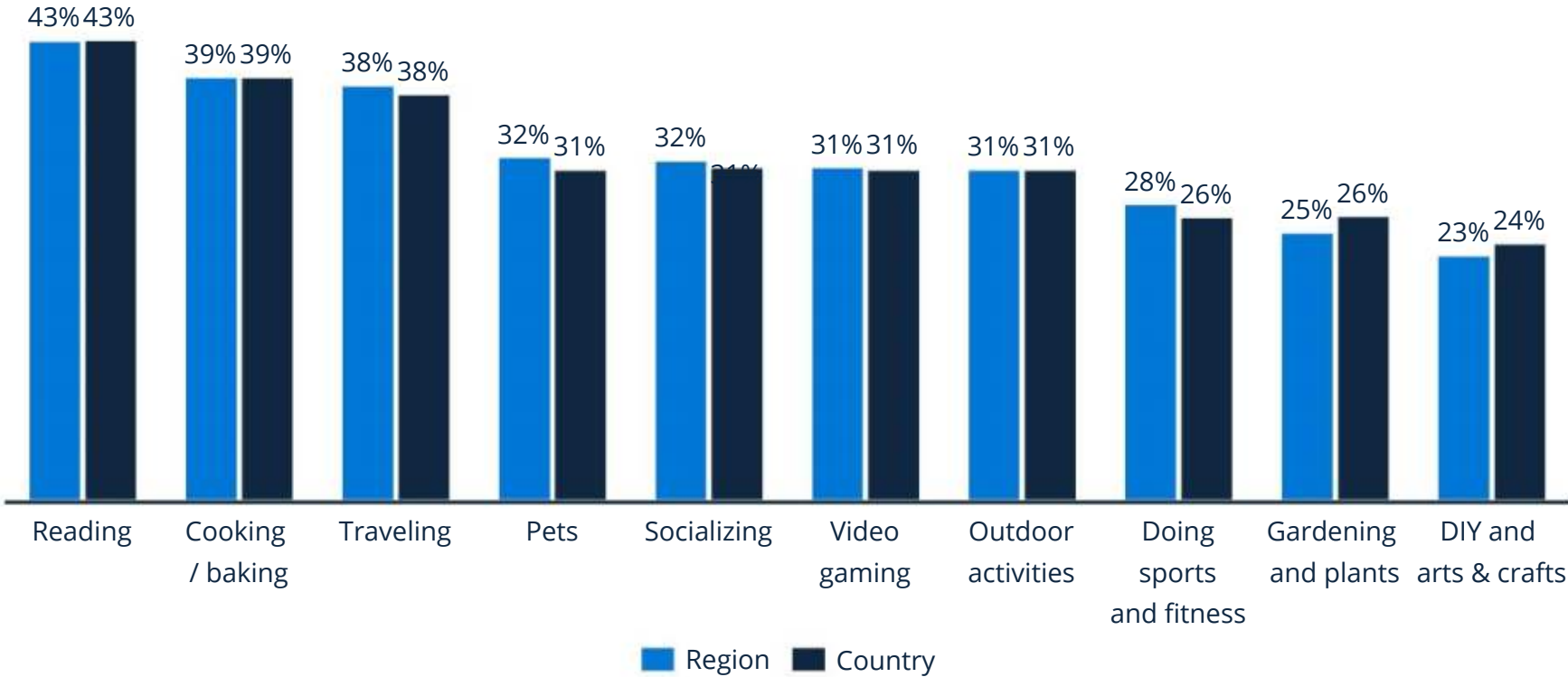


Consumers in North West, England have similar hobbies as the average consumer in the United Kingdom

Consumer lifestyle: hobbies & leisure activities



Top 10 hobbies and leisure activities of consumers in North West, England



12 Notes: "What are your personal hobbies and activities?"; Multi Pick; Where do you currently live?; Single Pick; Base: n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom

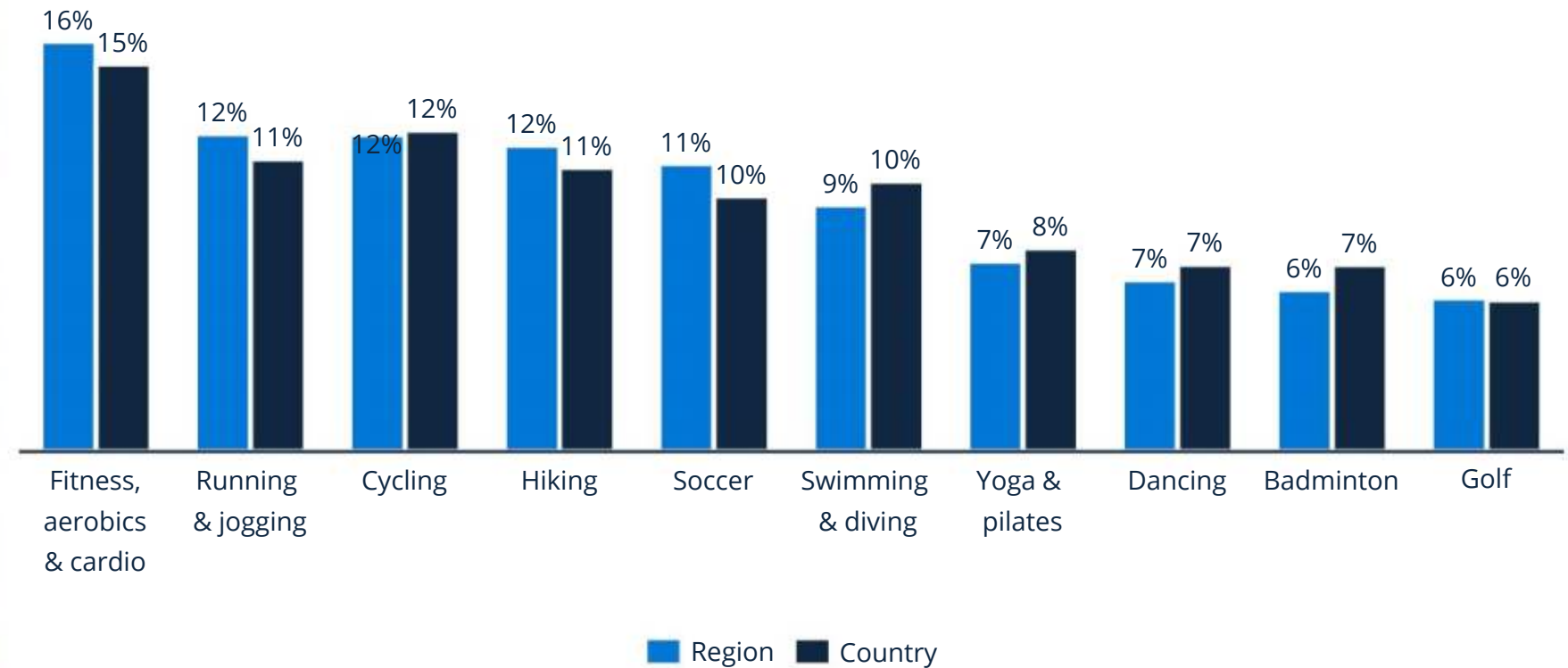
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of February 2024

Consumers in North West, England participate in similar sports and activities as the average consumer

Consumer lifestyle: sports activities



Top 10 sports activities of consumers in North West, England

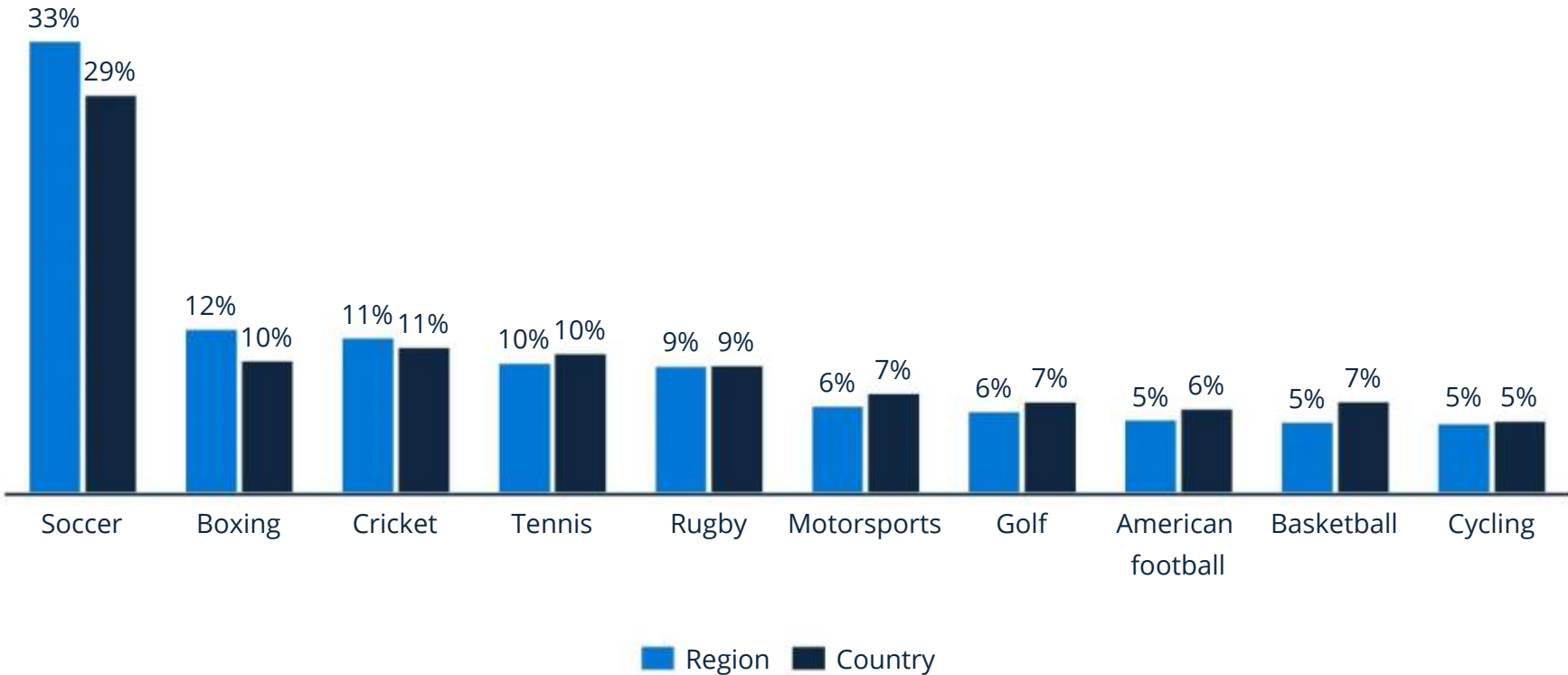


33% of consumers in North West, England follow soccer

Consumer lifestyle: sports followed



Top 10 sports followed by consumers in North West, England



14 Notes: "In which of these sports do you follow competitions, leagues or teams?"; Multi Pick; Where do you currently live?; Single Pick; Base: n=1038 respondents in North West, England, n=8831 respondents in the United Kingdom

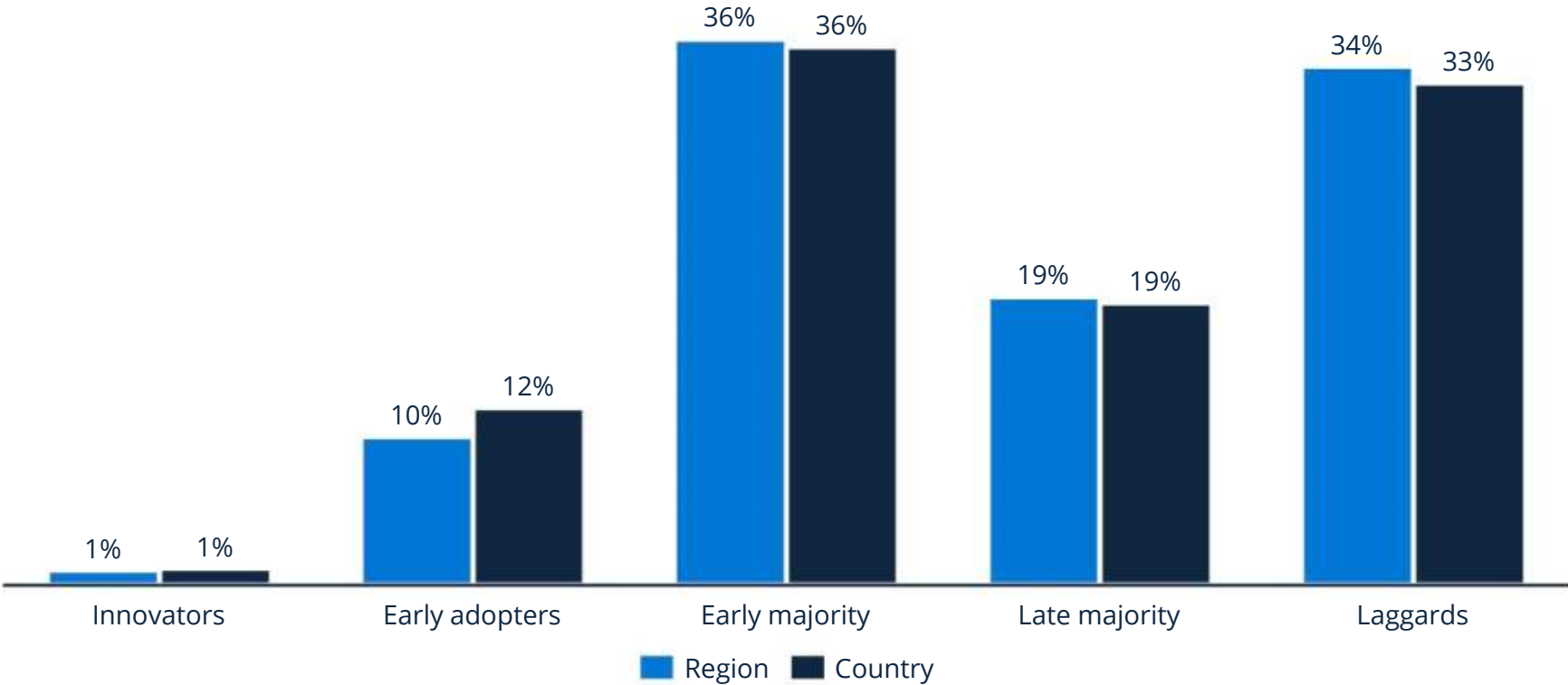
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of February 2024

53% of consumers in North West, England are laggards or in the late majority of innovation adoption

Consumer lifestyle: innovation adoption



Innovation adopter types based on statements towards innovation by consumers in North West, England



15 Notes: Recode based on "Which of these statements apply to you?"; Multi Pick; Where do you currently live?; Single Pick; Base: n=2709 respondents in North West, England, n=24187 respondents in the United Kingdom

Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of February 2024

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