

MACH Consumer 2018

	TOTAL UNIVERSE				GERMAN-SPEAKING UNIVERSE				FRENCH-SPEAKING UNIVERSE				ITALIAN-SPEAKING UNIVERSE			
	Interviews unweighted	Interviews	Percentage	Projection	Interviews unweighted	Interviews	Percentage	Projection	Interviews unweighted	Interviews	Percentage	Projection	Interviews unweighted	Interviews	Percentage	Projection
	n	n	%	1000	n	n	%	1000	n	n	%	1000	n	n	%	1000
Universe			100.0	6713			100.0	4805			100.0	1604			100.0	304
Sample Size	9065	9065			6256	6488			2299	2166			510	411		
GENDER																
Men	4344	4491	49.5	3326	3004	3232	49.8	2393	1099	1059	48.9	784	241	200	48.7	148
Women	4721	4574	50.5	3387	3252	3256	50.2	2411	1200	1107	51.1	820	269	211	51.3	156
AGE (IN GROUPS OF 20 YEARS)																
14-34 years	2332	2796	30.8	2071	1657	1991	30.7	1474	547	697	32.2	516	128	109	26.4	80
35-54 years	3380	3183	35.1	2357	2349	2279	35.1	1688	852	757	34.9	560	179	148	35.9	109
55++ years	3353	3086	34.0	2285	2250	2219	34.2	1643	900	713	32.9	528	203	155	37.6	115
AGE (IN GROUPS OF 10 YEARS)																
14-19 years	792	694	7.7	514	542	481	7.4	356	205	184	8.5	136	45	29	7.0	21
20-29 years	969	1360	15.0	1007	707	970	15.0	719	210	337	15.6	250	52	52	12.7	39
30-39 years	1431	1469	16.2	1088	1060	1055	16.3	781	305	354	16.4	262	66	59	14.5	44
40-49 years	1753	1628	18.0	1205	1181	1162	17.9	860	479	388	17.9	287	93	78	19.0	58
50-59 years	1517	1530	16.9	1133	1041	1108	17.1	821	393	352	16.2	261	83	70	17.0	52
60-69 years	1247	1139	12.6	843	830	820	12.6	608	339	263	12.1	194	78	56	13.6	41
70-79 years	1002	873	9.6	647	665	615	9.5	455	269	205	9.5	152	68	53	12.9	39
80++ years	354	374	4.1	277	230	277	4.3	205	99	82	3.8	61	25	14	3.4	10
EDUCATION LEVEL (GROUPED)																
Compulsory (primary and low secondary level)	960	1786	19.7	1323	546	1139	17.6	843	354	549	25.3	407	60	98	24.0	73
Medium (high secondary level)	4319	4405	48.6	3262	3115	3324	51.2	2462	948	890	41.1	659	256	191	46.5	142
High (tertiary level)	3786	2873	31.7	2128	2595	2025	31.2	1500	997	727	33.6	538	194	121	29.5	90

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Universe			100.0	6713			100.0	4805			100.0	1604			100.0	304
Sample Size	9065	9065			6256	6488			2299	2166			510	411		
EMPLOYMENT																
Full-time worker	3290	3671	40.5	2719	2312	2642	40.7	1957	814	881	40.7	653	164	147	35.8	109
Part-time worker	1946	2103	23.2	1557	1452	1621	25.0	1200	409	407	18.8	302	85	75	18.2	55
Student / trainee	1064	640	7.1	474	710	400	6.2	296	289	204	9.4	151	65	35	8.6	26
Non-employed	2762	2648	29.2	1961	1779	1822	28.1	1349	787	673	31.1	498	196	154	37.4	114
No answer	3	4	*	3	3	4	0.1	3								
OCCUPATIONAL STATUS																
Self-employed	655	666	7.3	493	463	463	7.1	343	157	172	8.0	128	35	30	7.3	22
Employed	4570	5090	56.1	3769	3294	3790	58.4	2807	1064	1112	51.4	824	212	187	45.6	139
- Employed, with supervisor duties	1248	1190	13.1	881	937	948	14.6	702	256	202	9.3	150	55	40	9.6	29
- Employe, without supervisor duties	3322	3900	43.0	2888	2357	2842	43.8	2105	808	910	42.0	674	157	148	35.9	109
TYPE OF NON-EMPLOYMENT																
Out of work	251	300	3.3	222	120	145	2.2	108	108	127	5.9	94	23	28	6.8	21
Retired	1975	1776	19.6	1315	1306	1267	19.5	938	547	417	19.3	309	122	92	22.3	68
Housewife / househusband	426	373	4.1	277	272	253	3.9	187	107	89	4.1	66	47	32	7.7	23
other	110	199	2.2	147	81	156	2.4	116	25	41	1.9	30	4	2	0.6	2
GROSS HOUSEHOLD INCOME ("no answers" replaced)																
Up to Fr. 1,999	258	253	2.8	187	152	157	2.4	116	81	74	3.4	55	25	22	5.4	16
Between Fr. 2,000.- and Fr. 3,999.-	1098	1214	13.4	899	706	827	12.7	613	297	297	13.7	220	95	89	21.7	66
Between Fr. 4,000.- and Fr. 5,999.-	1736	1825	20.1	1351	1136	1259	19.4	933	474	456	21.1	338	126	109	26.6	81
Between Fr. 6,000.- and Fr. 7,999.-	1946	1952	21.5	1446	1326	1364	21.0	1010	509	509	23.5	377	111	79	19.1	58
Between Fr. 8,000.- and Fr. 9,999.-	1704	1631	18.0	1208	1197	1176	18.1	871	419	390	18.0	289	88	65	15.9	48
Between Fr. 10,000.- and Fr. 14,999.-	1691	1609	17.7	1191	1274	1258	19.4	931	371	318	14.7	236	46	33	8.0	24
More than Fr. 15,000.-	632	582	6.4	431	465	447	6.9	331	148	122	5.6	90	19	14	3.3	10

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Universe			100.0	6713			100.0	4805			100.0	1604			100.0	304
Sample Size	9065	9065			6256	6488			2299	2166			510	411		
HOUSEHOLD SIZE																
1 person	1774	1660	18.3	1230	1190	1181	18.2	874	494	400	18.5	297	90	80	19.3	59
2 persons	3034	3017	33.3	2234	2116	2262	34.9	1675	757	631	29.1	468	161	124	30.2	92
3 persons	1217	1577	17.4	1168	818	1088	16.8	806	308	403	18.6	298	91	86	21.0	64
4 persons	2032	1749	19.3	1295	1421	1226	18.9	908	483	440	20.3	326	128	83	20.3	62
5 and more persons	1008	1061	11.7	786	711	732	11.3	542	257	291	13.5	216	40	38	9.2	28
HOUSEHOLD MANAGEMENT																
Yes, alone	3427	3243	35.8	2402	2337	2308	35.6	1709	911	782	36.1	579	179	153	37.3	113
Yes, with someone else	3911	3979	43.9	2947	2739	2905	44.8	2151	950	905	41.8	670	222	169	41.1	125
No / no answer	1727	1843	20.3	1365	1180	1275	19.7	944	438	479	22.1	355	109	89	21.6	66
RESIDENCE: TYPE OF HOUSING																
Agglomeration core / urban center	4410	4693	51.8	3475	2902	3205	49.4	2373	1194	1216	56.1	900	314	272	66.3	202
Agglomeration commuting zone / periphery	2687	2578	28.4	1909	1882	1885	29.0	1396	671	605	28.0	448	134	88	21.5	65
Outside agglomeration	1968	1794	19.8	1329	1472	1399	21.6	1036	434	345	15.9	255	62	50	12.3	37
RESIDENCE: SIZE OF MUNICIPALITY (real)																
More than 200,000 inhabitants	396	430	4.7	319	396	430	6.6	319								
Between 100,000 and 199,999 inhabitants	760	813	9.0	602	451	471	7.3	349	309	341	15.7	253				
Between 50,000 and 99,999 inhabitants	294	320	3.5	237	189	222	3.4	165	25	20	0.9	15	80	77	18.8	57
Between 20,000 and 49,999 inhabitants	909	965	10.6	715	554	599	9.2	444	355	366	16.9	271				
Between 10,000 and 19,999 inhabitants	1520	1617	17.8	1197	1091	1221	18.8	904	354	332	15.3	246	75	63	15.4	47
Between 5,000 and 9,999 inhabitants	1767	1655	18.3	1225	1292	1245	19.2	922	406	358	16.5	265	69	51	12.5	38
Between 2,000 and 4,999 inhabitants	2068	2005	22.1	1485	1464	1477	22.8	1094	434	400	18.5	296	170	128	31.1	95
Between 1,000 and 1,999 inhabitants	871	824	9.1	610	560	550	8.5	408	234	209	9.6	155	77	65	15.7	48
Up to 999 inhabitants	480	437	4.8	324	259	270	4.2	200	182	140	6.5	104	39	27	6.5	20
RESIDENCE: REGIONS																
1 Suisse Romande	2271	2146	23.7	1589	17	13	0.2	10	2254	2132	98.5	1579				
2 Alpen und Voralpen	2006	2049	22.6	1517	2006	2049	31.6	1517								
3 Westmittelland	1853	1895	20.9	1404	1808	1862	28.7	1379	45	33	1.5	25				
4 Ostmittelland	2378	2523	27.8	1868	2378	2523	38.9	1868								
5 Svizzera italiana	510	411	4.5	304									510	411	100.0	304
6 Liechtenstein	47	42	0.5	31	47	42	0.6	31								

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RESIDENCE: ECONOMIC ZONES																
11 Genève	542	557	6.1	413					542	557	25.7	413				
12 Vaud	740	708	7.8	525					740	708	32.7	525				
13 Neuchâtel	204	195	2.1	144					204	195	9.0	144				
14 Jura	187	133	1.5	98					187	133	6.1	98				
15 Fribourg	314	276	3.0	204	17	13	0.2	10	297	263	12.1	195				
16 Bas-Valais	284	277	3.1	205					284	277	12.8	205				
21 Luzern / OW / NW	511	528	5.8	391	511	528	8.1	391								
22 Berner Oberland	221	228	2.5	169	221	228	3.5	169								
23 Oberwallis	95	92	1.0	68	95	92	1.4	68								
24 Zug	111	128	1.4	95	111	128	2.0	95								
25 Uri / Schwyz	107	116	1.3	86	107	116	1.8	86								
26 St. Gallen / AI / AR	477	471	5.2	349	477	471	7.3	349								
27 Glarus / Obersee	187	198	2.2	147	187	198	3.1	147								
28 Bündner Unterland	196	189	2.1	140	196	189	2.9	140								
29 Bündner Oberland	101	98	1.1	73	101	98	1.5	73								
31 Basel	611	636	7.0	471	611	636	9.8	471								
32 Solothurn	417	411	4.5	304	417	411	6.3	304								
33 Berner Seeland	227	226	2.5	167	182	192	3.0	142	45	33	1.5	25				
34 Berner Mittelland	598	623	6.9	461	598	623	9.6	461								
41 Aargau	489	517	5.7	383	489	517	8.0	383								
42 Schaffhausen	110	104	1.1	77	110	104	1.6	77								
43 Zürich	1516	1616	17.8	1197	1516	1616	24.9	1197								
44 Thurgau	263	285	3.1	211	263	285	4.4	211								
51 Ticino	510	411	4.5	304									510	411	100.0	304
61 Liechtenstein	47	42	0.5	31	47	42	0.6	31								