

MACH Consumer 2016

	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	6565			100.0	4712			100.0	1555			100.0	298
Sample Size	9241	9241			6426	6633			2262	2189			553	419		
GENDER																
Men	4428	4571	49.5	3247	3095	3300	49.8	2345	1076	1066	48.7	757	257	205	48.8	145
Women	4813	4670	50.5	3318	3331	3333	50.2	2368	1186	1122	51.3	797	296	215	51.2	153
AGE (IN GROUPS OF 20 YEARS)																
14-34 years	2307	2868	31.0	2037	1578	2058	31.0	1462	604	697	31.9	495	125	113	26.9	80
35-54 years	3397	3287	35.6	2335	2364	2354	35.5	1672	810	781	35.7	555	223	152	36.3	108
55++ years	3537	3086	33.4	2192	2484	2221	33.5	1578	848	710	32.5	505	205	154	36.8	110
AGE (IN GROUPS OF 10 YEARS)																
14-19 years	686	728	7.9	517	479	512	7.7	364	170	186	8.5	132	37	29	7.0	21
20-29 years	1065	1395	15.1	991	714	1005	15.2	714	287	335	15.3	238	64	55	13.1	39
30-39 years	1314	1487	16.1	1057	910	1064	16.0	756	332	361	16.5	257	72	62	14.8	44
40-49 years	1781	1732	18.7	1231	1237	1240	18.7	881	438	411	18.8	292	106	82	19.5	58
50-59 years	1659	1498	16.2	1064	1171	1091	16.4	775	387	339	15.5	241	101	68	16.3	48
60-69 years	1369	1170	12.7	831	945	842	12.7	599	331	270	12.3	192	93	57	13.7	41
70-79 years	1014	892	9.7	634	710	629	9.5	447	243	212	9.7	151	61	51	12.1	36
80++ years	353	339	3.7	241	260	250	3.8	178	74	74	3.4	52	19	15	3.5	11
EDUCATION LEVEL (GROUPED)																
Compulsory (primary and low secondary level)	935	1922	20.8	1365	544	1242	18.7	882	300	576	26.3	409	91	104	24.9	74
Medium (high secondary level)	4720	4592	49.7	3262	3461	3460	52.2	2458	986	930	42.5	661	273	202	48.1	143
High (tertiary level)	3586	2728	29.5	1938	2421	1931	29.1	1372	976	683	31.2	485	189	113	27.1	81

MACH Consumer 2016

	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	6565			100.0	4712			100.0	1555			100.0	298
Sample Size	9241	9241			6426	6633			2262	2189			553	419		
EMPLOYMENT																
Full-time worker	3379	3473	37.6	2467	2390	2551	38.5	1812	803	773	35.3	549	186	149	35.6	106
Part-time worker	2014	1925	20.8	1367	1454	1429	21.5	1015	466	432	19.7	307	94	64	15.3	46
Student / trainee	993	1120	12.1	795	668	773	11.6	549	269	300	13.7	213	56	47	11.2	34
Non-employed	2854	2723	29.5	1934	1913	1879	28.3	1335	724	685	31.3	486	217	159	37.9	113
No answer	1	1	*	1	1	1	*	1								
OCCUPATIONAL STATUS																
Self-employed	648	583	6.3	414	443	415	6.3	295	159	132	6.0	94	46	36	8.5	25
Employed	4736	4806	52.0	3414	3396	3559	53.7	2529	1106	1069	48.8	759	234	178	42.4	126
- Employed, with supervisor duties	1321	1251	13.5	889	990	985	14.9	700	276	228	10.4	162	55	37	8.9	26
- Employe, without supervisor duties	3415	3555	38.5	2526	2406	2574	38.8	1829	830	841	38.4	597	179	141	33.5	100
TYPE OF NON-EMPLOYMENT																
Out of work	247	282	3.0	200	120	155	2.3	110	100	104	4.7	74	27	23	5.5	16
Retired	2015	1819	19.7	1292	1400	1281	19.3	910	493	445	20.3	316	122	94	22.3	66
Housewife / househusband	476	483	5.2	343	324	345	5.2	245	94	102	4.6	72	58	36	8.6	26
other	116	139	1.5	99	69	99	1.5	70	37	35	1.6	25	10	6	1.4	4
GROSS HOUSEHOLD INCOME ("no answers" replaced)																
Up to Fr. 1,999	213	236	2.6	168	121	145	2.2	103	72	76	3.5	54	20	15	3.6	11
Between Fr. 2,000.- and Fr. 3,999.-	1095	1178	12.7	837	698	768	11.6	545	311	339	15.5	241	86	71	16.8	50
Between Fr. 4,000.- and Fr. 5,999.-	1928	1961	21.2	1393	1244	1324	20.0	941	532	521	23.8	370	152	115	27.4	82
Between Fr. 6,000.- and Fr. 7,999.-	1999	2030	22.0	1442	1460	1533	23.1	1089	423	411	18.8	292	116	86	20.5	61
Between Fr. 8,000.- and Fr. 9,999.-	1733	1666	18.0	1184	1205	1186	17.9	843	428	407	18.6	289	100	74	17.5	52
Between Fr. 10,000.- and Fr. 14,999.-	1647	1608	17.4	1142	1239	1247	18.8	886	354	319	14.6	226	54	42	10.1	30
More than Fr. 15,000.-	626	562	6.1	399	459	430	6.5	305	142	115	5.3	82	25	17	4.0	12

MACH Consumer 2016

	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	6565			100.0	4712			100.0	1555			100.0	298
Sample Size	9241	9241			6426	6633			2262	2189			553	419		
HOUSEHOLD SIZE																
1 person	1933	1714	18.6	1218	1337	1220	18.4	867	494	414	18.9	294	102	80	19.1	57
2 persons	3191	2986	32.3	2121	2272	2239	33.7	1590	741	625	28.5	444	178	122	29.2	87
3 persons	1292	1627	17.6	1156	853	1126	17.0	800	340	410	18.7	291	99	91	21.7	65
4 persons	1900	1790	19.4	1272	1304	1257	18.9	893	469	448	20.5	318	127	85	20.3	61
5 and more persons	925	1124	12.2	799	660	792	11.9	562	218	292	13.3	207	47	41	9.7	29
HOUSEHOLD MANAGEMENT																
Yes, alone	3690	3374	36.5	2397	2561	2397	36.1	1703	919	814	37.2	578	210	163	38.9	116
Yes, with someone else	3797	4014	43.4	2851	2651	2929	44.2	2081	917	915	41.8	650	229	170	40.4	120
No / no answer	1754	1853	20.1	1317	1214	1308	19.7	929	426	459	21.0	326	114	87	20.7	62
RESIDENCE: TYPE OF HOUSING																
Agglomeration core / urban center	4469	4786	51.8	3400	2961	3281	49.5	2331	1141	1228	56.1	872	367	277	66.1	197
Agglomeration commuting zone / periphery	2839	2616	28.3	1859	1994	1918	28.9	1363	718	608	27.8	432	127	90	21.4	64
Outside agglomeration	1933	1839	19.9	1307	1471	1434	21.6	1019	403	353	16.1	251	59	52	12.5	37
RESIDENCE: SIZE OF MUNICIPALITY (real)																
More than 200,000 inhabitants	360	437	4.7	310	360	437	6.6	310								
Between 100,000 and 199,999 inhabitants	679	791	8.6	562	413	456	6.9	324	266	335	15.3	238				
Between 50,000 and 99,999 inhabitants	344	321	3.5	228	207	219	3.3	155	25	18	0.8	13	112	84	20.0	60
Between 20,000 and 49,999 inhabitants	920	1020	11.0	725	583	648	9.8	460	337	372	17.0	265				
Between 10,000 and 19,999 inhabitants	1486	1566	16.9	1112	1061	1151	17.3	817	354	356	16.3	253	71	59	14.1	42
Between 5,000 and 9,999 inhabitants	1694	1635	17.7	1162	1265	1273	19.2	905	360	312	14.2	221	69	50	12.0	36
Between 2,000 and 4,999 inhabitants	2199	2064	22.3	1467	1579	1533	23.1	1089	455	404	18.4	287	165	128	30.5	91
Between 1,000 and 1,999 inhabitants	912	835	9.0	594	597	568	8.6	403	235	212	9.7	151	80	56	13.3	40
Up to 999 inhabitants	647	571	6.2	406	361	349	5.3	248	230	179	8.2	128	56	42	10.0	30
RESIDENCE: REGIONS																
1 Suisse Romande	2227	2171	23.5	1542	18	15	0.2	11	2209	2156	98.5	1532				
2 Alpen und Voralpen	2080	2098	22.7	1491	2080	2098	31.6	1491								
3 Westmittelland	1959	1947	21.1	1383	1906	1914	28.9	1360	53	33	1.5	23				
4 Ostmittelland	2357	2563	27.7	1821	2357	2563	38.6	1821								
5 Svizzera italiana	553	419	4.5	298									553	419	100.0	298
6 Liechtenstein	65	43	0.5	30	65	43	0.6	30								

MACH Consumer 2016

	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	6565			100.0	4712			100.0	1555			100.0	298
Sample Size	9241	9241			6426	6633			2262	2189			553	419		
RESIDENCE: ECONOMIC ZONES																
11 Genève	520	558	6.0	396					520	558	25.5	396				
12 Vaud	740	716	7.8	509					740	716	32.7	509				
13 Neuchâtel	209	201	2.2	143					209	201	9.2	143				
14 Jura	175	137	1.5	97					175	137	6.2	97				
15 Fribourg	299	280	3.0	199	18	15	0.2	11	281	265	12.1	188				
16 Bas-Valais	284	280	3.0	199					284	280	12.8	199				
21 Luzern / OW / NW	522	539	5.8	383	522	539	8.1	383								
22 Berner Oberland	230	231	2.5	164	230	231	3.5	164								
23 Oberwallis	112	95	1.0	68	112	95	1.4	68								
24 Zug	117	129	1.4	92	117	129	1.9	92								
25 Uri / Schwyz	117	119	1.3	84	117	119	1.8	84								
26 St. Gallen / AI / AR	485	487	5.3	346	485	487	7.3	346								
27 Glarus / Obersee	195	203	2.2	144	195	203	3.1	144								
28 Bündner Unterland	183	194	2.1	138	183	194	2.9	138								
29 Bündner Oberland	119	102	1.1	73	119	102	1.5	73								
31 Basel	684	653	7.1	464	684	653	9.9	464								
32 Solothurn	440	421	4.6	299	440	421	6.3	299								
33 Berner Seeland	233	234	2.5	166	180	201	3.0	143	53	33	1.5	23				
34 Berner Mittelland	602	639	6.9	454	602	639	9.6	454								
41 Aargau	471	526	5.7	374	471	526	7.9	374								
42 Schaffhausen	116	107	1.2	76	116	107	1.6	76								
43 Zürich	1510	1637	17.7	1163	1510	1637	24.7	1163								
44 Thurgau	260	293	3.2	208	260	293	4.4	208								
51 Ticino	553	419	4.5	298									553	419	100.0	298
61 Liechtenstein	65	43	0.5	30	65	43	0.6	30								