



# Statista Database Guide

AC Library 2020

# What is Statista

- Statista specializes in market and consumer data. Statista contains over 1 million statistics on more than 80,000 topics from more than 22,500 sources and 170 different industries
- Statista is most useful for COMM, ECON, and SOCI

Statista

COMM, ECON, SOCI

Reports

# How Do I Access Statista?

To navigate to AC's databases, navigate to the "[Articles and Databases](#)" page on the Library website:



[HOME](#) / [STUDENT SUCCESS](#) / [LIBRARY](#) / [ARTICLES AND DATABASES](#)

[Library Home](#)

[Articles and Databases](#)

[Research Help](#)


[Services](#)


[About the Library](#)

[Distance Learning](#)

# Searching Statista

The image shows a screenshot of the Statista website homepage. The background is dark blue. At the top left is the Statista logo and the text "Welcome, Alexander College!". Below this is a navigation menu with items: Statistics, Reports, Outlooks, Tools, Infographics, Services, Global Survey (with a "NEW" badge), and My Account. A red arrow points from a yellow text box to the "Outlooks" menu item. Below the navigation is the main heading "Global No.1 Data Platform" and the sub-heading "Insights and facts across...". A search bar is located below the heading, with the placeholder text "Find statistics, forecasts and studies". A red arrow points from a yellow text box to the search bar. Below the search bar are several topic tags: Coronavirus, Social Media, E-Commerce, Smartphone, and China.

statista  Welcome, Alexander College!


Statistics ▾ Reports ▾ Outlooks ▾ Tools ▾ Infographics Services ▾ Global Survey **NEW**  My Account ▾

Statista offers different kinds of resources, all of which can be explored here.

## Global No.1 Data Platform

Insights and facts across

Keywords can be entered into the search bar. Trending or common searches are offered here as well.

*Find statistics, forecasts and studies* Statista Search 

Coronavirus Social Media E-Commerce Smartphone China

# Searching Statista cont.

The screenshot displays the Statista search interface. At the top, there is a search bar with a magnifying glass icon and a circular arrow icon for search history. Below the search bar, there are two dropdown menus: 'Sort by' set to 'Relevance' and 'Location Focus' set to 'Canada'. On the left side, there is a sidebar with various filter categories, each with a checkbox and a sub-count:

- Statistics
  - Statistics (> 1,000)
  - Forecasts & surveys (> 1,000)
  - Infographics (> 1,000)
  - Topics (> 1,000)
- Studies & Reports
  - Dossiers (> 1,000)
  - Statista studies (590)
  - Industry & country reports (601)
  - Additional studies (> 1,000)
- Expert tools
  - Consumer Markets (> 1,000)
  - Mobility Markets (> 1,000)
  - Country Outlooks (786)
  - Technology Markets (795)
  - Advertising & Media (> 1,000)
  - Industry Outlooks (> 1,000)
  - Digital Markets (> 1,000)

The main content area shows 'SEARCH RESULTS (> 1,000)' with a list of results. Each result includes a green checkmark, a mobile device icon, a title, a subtitle, and a list of regions. The first result is 'Digital Media | Digital Markets' with the subtitle 'Market forecast for Digital Media in the World through 2024' and regions 'United States · United Kingdom · Asia · Europe · worldwide'. Other results include 'Pay-per-View (TVoD) | Digital Markets', 'Video Streaming (SVoD) | Digital Markets', 'Music Streaming | Digital Markets', and 'Mobile Games | Digital Markets', all with similar subtitles and region lists.

Your search history can be viewed here

Search results be sorted in various ways and the country focus can be changed here

# Statista Search Limiters

- Statistics
  - Statistics (> 1,000) ✓
  - Forecasts & surveys (> 1,000) ✓
  - Infographics (> 1,000) ✓
  - Topics (> 1,000) ✓
- Studies & Reports
  - Dossiers (> 1,000) ✓
  - Statista studies (590) ✓
  - Industry & country reports (601) ✓
  - Additional studies (> 1,000) ✓
- Expert tools
  - Consumer Markets (> 1,000) ✓
  - Mobility Markets (> 1,000) ✓
  - Country Outlooks (786) ✓
  - Technology Markets (795) ✓
  - Advertising & Media (> 1,000) ✓
  - Industry Outlooks (> 1,000) ✓
  - Digital Markets (> 1,000) ✓
- Global Consumer Survey (> 1,000) ✗
- Company DB ✓
- Business Plan Export ✓
- Publication Finder BETA ✓

Statista has many limiters to filter your search results

You can select what kind of resources show up in your search results here

Scroll further down the search page to find more limiters such as country focus, industry, and publication date.

**Important:** Need help figuring out what the filters do? Use the [AC Library's guide to searching databases](#).

Search accuracy  
 Wide  Normal  High

Regions  
All

Countries & Territories  
country search  
 Bulgaria  
 Burkina Faso  
 Burundi  
 Cambodia  
 Cameroon

Industry  
All

Publication date  
All

Archive  
no archive

Reset filters Refresh Search

# Statista Source Types: Graphs

When looking for statistics, you can explore by topic by clicking the drop-down menu.

Clicking a topic will take you to collection of statistical graphs related to it

Clicking a topic overview will provide background information on a topic, including facts and relevant graphs

The screenshot displays the Statista website interface. At the top left is the Statista logo and a navigation menu with items: Statistics, Reports, Outlooks, Tools, Infographics, Services, and Global Survey (marked as NEW). A search bar labeled 'Search Statistics' is on the top right. Below the navigation, a sidebar lists various industries: All Industries, Consumer Goods & FMCG, Internet, Media & Advertising, Retail & Trade, Sports & Recreation, Technology & Telecommunications, Transportation & Logistics, and Travel, Tourism & Hospitality. The main content area shows a list of statistics: 'Number of apps available in leading app stores 2020', 'OPEC oil price annually 1960-2020', and 'Big Mac index - global prices for a Big Mac 2020'. Below this is a 'TOPICS' section with 'Smartphones - Statistics & Facts' and 'Social media - Statistics & Facts'. On the right, there is a 'TOP STUDY' section featuring a 'DOSSIER' titled 'E-commerce worldwide 2020' with a 'View Study' button and a link to 'Industry Overview'.

# Statista Source Types: Graphs cont.

## Internet

Statistics and Market Data about the Internet



This page provides statistics, facts and market data related to internet. This includes information on segments and industries such as social media, online search, user-generated content, online advertising and marketing as well as statistics on demographics and use. [Show more](#)

### INDUSTRY OVERVIEW

Internet

- Advertising & Marketing
- Cyber Crime
- Demographics & Use
- Mobile Internet & Apps
- Online Video & Entertainment
- Reach & Traffic
- Search Engines & SEO
- Social Media & User-Generated Content

The topic page will provide a breakdown of the topic into sub-topics, which can be explored by clicking the links here

Popular graphs can be found here

### POPULAR STATISTICS

- Number of worldwide internet users 2009-2020, by region
- Magazines with largest mobile audience in the U.S. 2019
- Most viewed YouTube channels in Romania 2020, by number of subscribers
- Countries with the fastest average mobile internet speed 2020
- Countries with the fastest average fixed broadband internet speed 2020

### POPULAR STUDIES

- Social media usage in the United Kingdom (UK)
- Social media usage worldwide
- Internet usage worldwide
- Mobile payment usage in the United States
- App stores
- Gaming in the U.S.
- Media use in the U.S.
- Streaming in the U.S.

Popular studies can be found here. Studies provide a collection of related graphs.

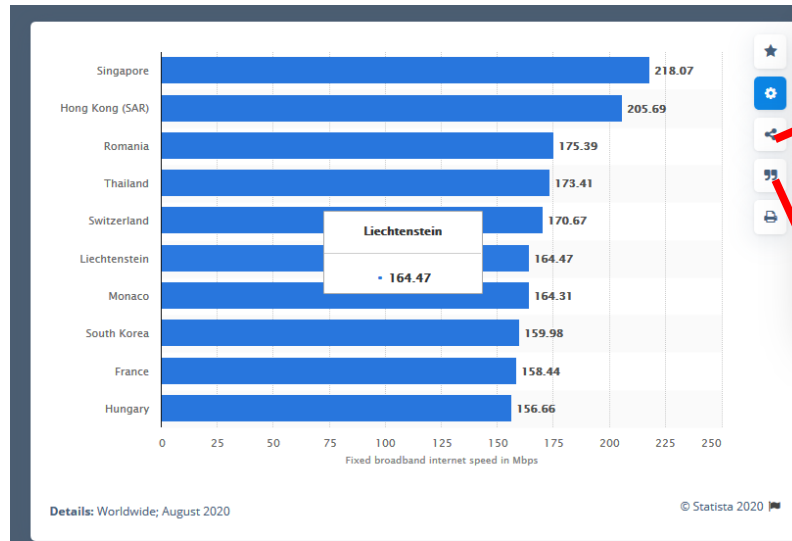


- ✓ Edited and prepared
- ✓ Download in PPT/PDF format
- ✓ Instant access

[Go to report](#)



# Statista Graph Tools



### CHART TYPE

Rotate 90°

Show tooltip

### DATALABELS

Default

All

None

Custom

### Countries with the fastest average fixed broadband internet speeds as of August 2020

SHARE THIS STATISTIC

[f](#) [in](#) [t](#) [✉](#)

EMBED THIS STATISTIC (FAQ)

```
<a href="https://library.alexandercollege.ca:2100/statistics/896772/countries-fastest-average-fixed-broadband-internet-speeds">
```

The share tool lets you post or share the graph in different ways, including e-mail

You change the graph style here to view the data in different ways

The citation tool provides citations in different styles for the graph being viewed.

### SELECT CITATION (FAQ)

APA

” Speedtest. (October 2, 2020). Countries with the fastest average fixed broadband internet speeds as of August 2020 (in Mbps) [Graph]. In *Statista*. Retrieved October 19, 2020, from <https://library.alexandercollege.ca:2100/statistics/896772/countries-fastest-average-fixed-broadband-internet-speeds/>

**Important:** Never copy and paste the citations from a database without checking them against [AC's citation style guides!](#)

# Statista Source Types: Reports

The screenshot shows the Statista website interface. At the top left, the Statista logo is displayed next to the text 'Welcome, Alexander College!'. Below this, a navigation menu includes 'Statistics', 'Reports', 'Outlooks', 'Tools', 'Infographics', 'Services', and 'Global Survey' with a 'NEW' badge. A red arrow points from the 'Reports' menu item to a yellow callout box. The callout box contains the text: 'Reports, or studies, can be found here. Reports provide a collection of related graphs under a given topic'. Below the navigation menu, a large banner features a blue suit and the title '2020 Presidential Election'. To the right of the banner, there are category tags: 'Consumers', 'Politics & Society', and 'Digital & Trends', along with a price tag '\$495'. Below the banner, a section titled 'EXPLOR OUR REPORT CATEGORIES' contains six buttons: 'Digital & Trends', 'Industries', 'Brands & Companies', 'Consumers', 'Politics & Society', and 'Countries'. A red arrow points from the 'Consumers' button to another yellow callout box that says 'Categories can be explored here'. At the bottom of the page, there is a search bar with the text 'Search in all reports'.

statista Welcome, Alexander College!

Statistics Reports Outlooks Tools Infographics Services Global Survey NEW

Reports, or studies, can be found here. Reports provide a collection of related graphs under a given topic

Consumers Politics & Society Digital & Trends \$495

**2020 PRESIDENTIAL ELECTION**

Americans go to the polls to vote for the president of the United States on November 3. The 2020 election takes place against the backdrop of a global pandemic, a damaged U.S. economy, and national protests over racial inequality. This dossier provides structured information on the candidates, the state of the nation, key campaign issues, financial disclosures made by the candidates, and follows up with polling data and voter opinions.

→ Show report details

**2020 Presidential Election**

Categories can be explored here

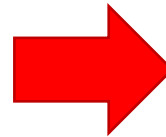
EXPLOR OUR REPORT CATEGORIES

Digital & Trends Industries Brands & Companies Consumers Politics & Society Countries

Search in all reports

# Statista Source Types: Reports cont.

Reports can be searched using keywords and filtered using limiters such as region, industry, and relevance



The screenshot displays the Statista website interface. At the top, the Statista logo is on the left, and a navigation menu includes 'Statistics', 'Reports', 'Outlooks', 'Tools', 'Infographics', 'Services', and 'Global Survey'. A search bar is on the right. Below the navigation, the breadcrumb 'Home > Studies & Reports > Industries' is visible. The main heading is 'Industries', with a sub-heading 'Comprehensive data on markets and industries, including market overviews, revenues, number of employees, as well as the latest information about the state of the industries, trends, and forecasts.'

On the left, a 'Filter' sidebar contains dropdown menus for 'REGIONS/COUNTRIES', 'INDUSTRY', 'LANGUAGE', and 'CONTENT TYPE', all set to 'All'. Below these are checkboxes for 'DOWNLOAD AS ...' with options for PPT, PDF, and XLS. A dark blue box at the bottom left states 'CORPORATE FLAT RATE' and 'All\* of our reports are included in your account.'

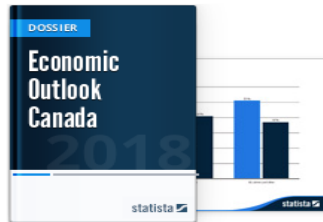
On the right, a search bar is present, along with 'SORT BY' (set to 'Relevance') and 'CHART TYP' (set to 'Table'). Below this, it shows 'Total results: 5,255'. Three report cards are displayed:

- Automotive industry worldwide**: Price \$495, Published in February 2020, Download as Powerpoint (PPTX), 76 pages.
- Wind power in the United States**: Price \$495, Published in April 2020, Download as Powerpoint (PPTX), 72 pages.
- E-books in the U.S.**: Price \$345, Published in November 2018, Download as Powerpoint (PPTX), 84 pages.

# Statista Source Types: Reports cont.

[Home](#) > [International](#) > [Canada](#)

## Economic Outlook Canada



- ✓ Detailed references
- ✓ Editorially prepared
- ✓ Download as PDF / PPT

Statista dossier - economic outlook on Canada

This dossier presents a comprehensive outlook on the economic status quo in Canada. An overview has been generated using key economic indicators paired with detailed Statista industry forecasts.



### Dossier Details

#### Economic Outlook Canada

**Source(s):** Statista  
**Pages:** 51  
**Document:** PPTX,  
 PDF

**Access after purchase:**  
Download from this page

PowerPoint (PPTX)

PDF

A report is made up of many different graphs. Graphs can be individually downloaded or downloaded together as a single report document.

Reports can be downloaded as a PDF or a PowerPoint presentation

- Distribution of gross domestic product (GDP) across economic sectors in Canada 2016
- Inflation rate in Canada 2021
- Unemployment rate in Canada 2021
- ^ 2. Manufacturing

# Statista Source Types: Infographics

Welcome, Alexander College!

Statistics ▾ Reports ▾ Outlooks ▾ Tools ▾ **Infographics** Services ▾ Global Survey **NEW**

**DAILY INFOGRAPHICS**  
Global stories vividly visualized

### Global Carbon Emissions Fall in 2020

% change in CO<sub>2</sub> emissions in 2020 compared to 2019\*

Country	% change
Spain	-17.2
India	-13.4
U.S.	-12.9
Germany	-12.8
UK	-12.0
Italy	-11.8
France	-11.6
Japan	-7.1
World	-6.5
China	-2.0

\* as of August 31.  
Source: Carbon Monitor

statista

**Devastating Arts Sector**

**THE APPS BRITS CAN'T LIVE WITHOUT**  
Share of people in the UK that could least do without the following apps (Q3 2020)  
WhatsApp 24%

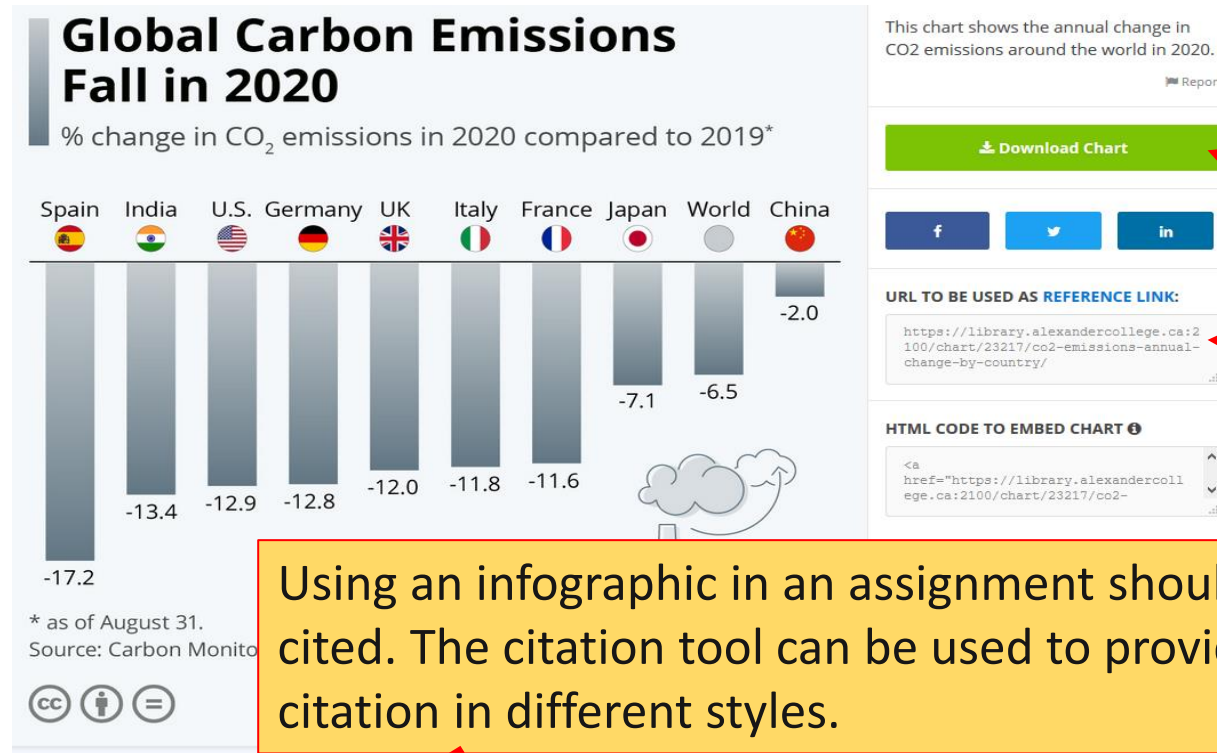
**Berlin is a pioneer of urban mobility**  
Public transport usage per resident (passenger-kilometre)

**THE APPS AMERICANS CAN'T LIVE WITHOUT**  
Share of people in the U.S. that could least do without the following apps (Q3 2020)  
Facebook 17%

**CURRENT TOPICS** > Statista Data COVID-19 Pandemic Recession Euro 2020 China Fed Primaries

Infographics can be useful for visualizing statistical data. Statista provides daily infographics as well as infographics on current or popular topics

# Statista Source Types: Infographics cont.



Infographics can be downloaded and shared here. The **reference link** can be used to share the infographic.

Using an infographic in an assignment should be cited. The citation tool can be used to provide a citation in different styles.

CITATION (FAQ)  
Select citation  
Chicago

**Important:** Never copy and paste the citations from a database without checking them against [AC's citation style guides!](#)

# Need more help?

## Ask a Librarian



Chat



Call



Email



Appt

- Email us at: [library@alexandercollege.ca](mailto:library@alexandercollege.ca)
- Call us on the student info line at: 604 435 5815
- Book a [one-on-one appointment](#) with a research expert
- Chat with a Librarian on our virtual reference service (AskAway)