



DATA SNAPSHOT

Global Study: Online Momentum Across 13 Activities

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of our latest global consumer study, consumers from 24 countries told us how they expected their online activities to change in the next few months compared to the time of the survey. In this data snapshot, we show the view across all countries for each activity. From our analysis, we found that:

- + **Globally, online activity will increase.** There is positive online momentum for all activities globally, from a high of 41-percentage points for paying bills and reviewing bank accounts to a low of 5-percentage points for taking online exercise classes.
- + **Vietnamese consumers expect to increase online activity significantly.** Vietnamese consumers have the most online momentum for 11 of the 13 activities surveyed. Indian consumers have the most online momentum for the remaining two activities.
- + **Germany has low online momentum.** German consumers have the least online momentum for five of the 13 activities surveyed, and an average momentum across all activities of 0%. French, Canadian, and Japanese consumers have the least online momentum for two activities each.
- + **Financial activities have high online momentum.** Globally, consumers expect to each pay bills and check their banks account balances online 41-percentage points more in the next few months. The activity with the next highest online momentum is watching TV and movies online, with an expected increase of 38-percentage points.

STUDY KEY FACTS

- Global Online Study
- Conducted in Q3 of 2021
- 24 countries
- 24,000 consumers
- 1,000 consumers/country

Global Study: Online Momentum Across 13 Activities

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2021. Using an online survey, XM Institute collected data from 24,000 consumers across 24 countries: Australia, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Thailand, the United Kingdom, the United States, and Vietnam.

XM Institute surveyed 1,000 consumers from each of the countries. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

FIGURES IN THE REPORT

1. Online Momentum: Average Across Activities
2. Online Momentum: Across Countries
3. Online Momentum: Educational Courses
4. Online Momentum: Medical Advice
5. Online Momentum: Exercise Classes
6. Online Momentum: Purchasing Clothes
7. Online Momentum: Purchasing Electronics
8. Online Momentum: Paying Bills
9. Online Momentum: Bank Accounts
10. Online Momentum: Sending Money
11. Online Momentum: Meal Delivery
12. Online Momentum: Videoconferencing
13. Online Momentum: Technical Support
14. Online Momentum: Issues with Bills
15. Online Momentum: TV and Movies

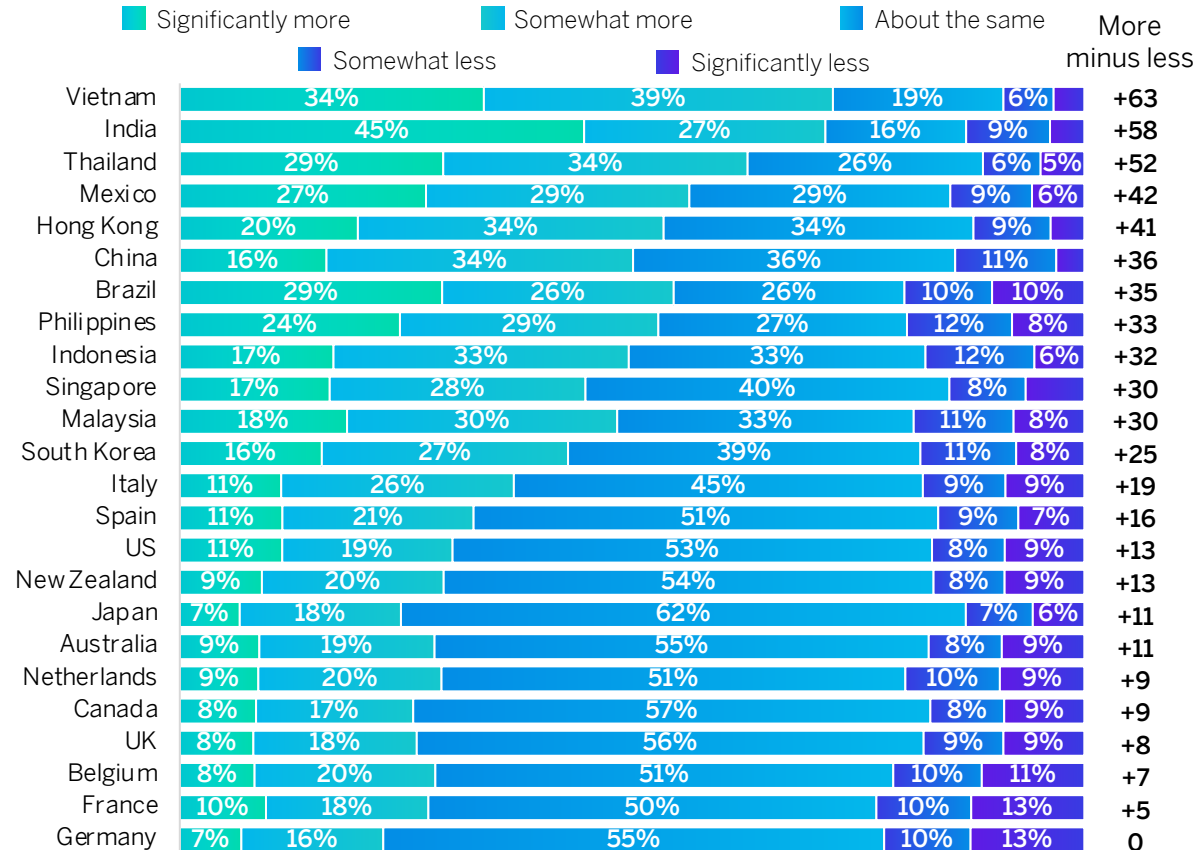
Methodology

Online Momentum: Average Across Activities

KEY TAKEAWAYS

- + In 23 of 24 countries, online activities is on average expected to increase.
- + Vietnamese consumers have the most online momentum, expecting to increase their participation in online activities an average of 63-percentage points.
- + Over one-third of Vietnamese and Indian consumers expect to do online activities “significantly more”.
- + German consumers, on average across all activities, do not expect their online participation to change.

Average online momentum by country for all activities



ABOUT

This chart shows the average percentage of consumers, across all online activities, that will perform online activities more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do an activity more minus the percentage intending to do an activity less.

Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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Online Momentum: Average Across Countries

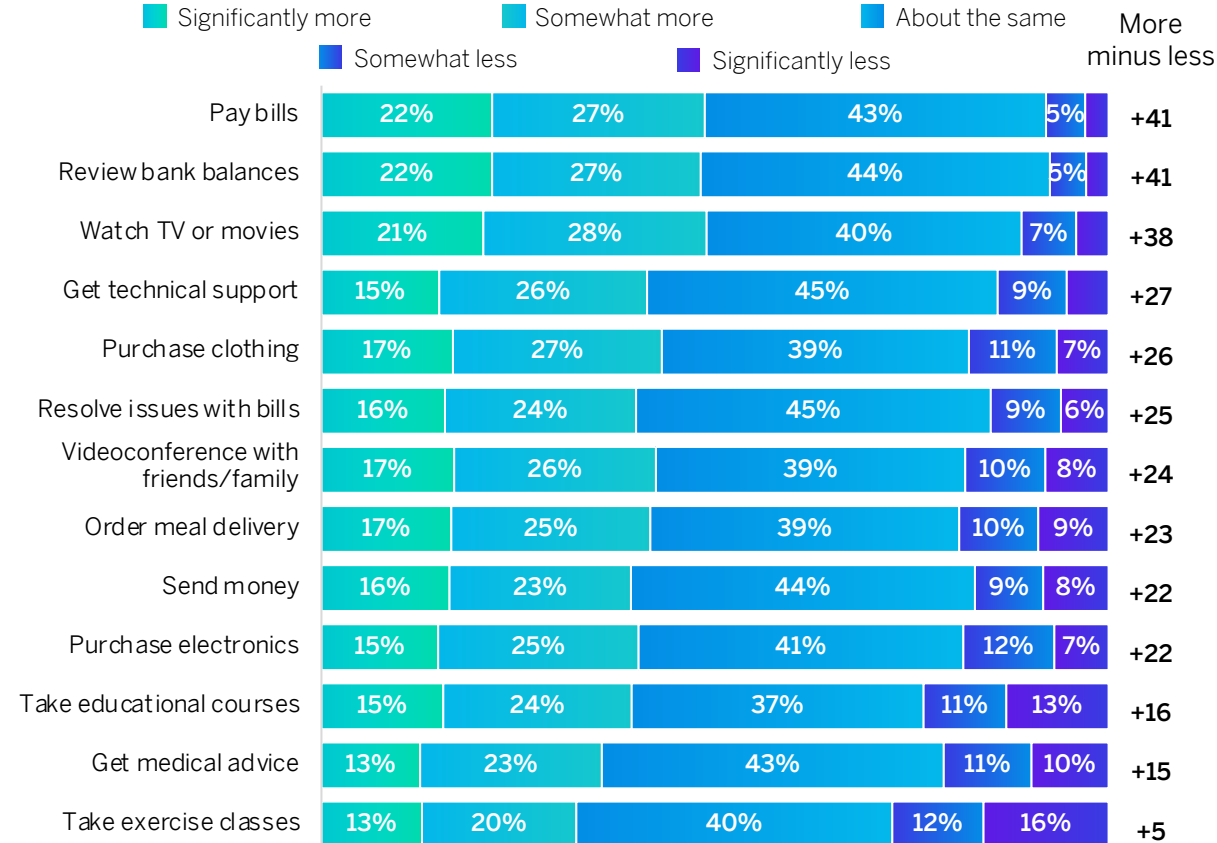
KEY TAKEAWAYS

- + All online activities can expect positive momentum in the next few months.
- + Paying bills and reviewing bank account balances online have the greatest momentum, each facing a 41-percentage point increase the next few months.
- + Taking exercise classes online has the least momentum, expecting just a 5-percentage point increase in the next few months.

ABOUT

This chart shows the percentage of consumers from all countries that will perform each online activity more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do an activity more minus the percentage intending to do an activity less.

Compared to what you are currently doing, to what degree do you expect to do more or less of these online activities in the next few months?



Base: 24,000 consumers across 24 countries
Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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Online Momentum: Educational Courses

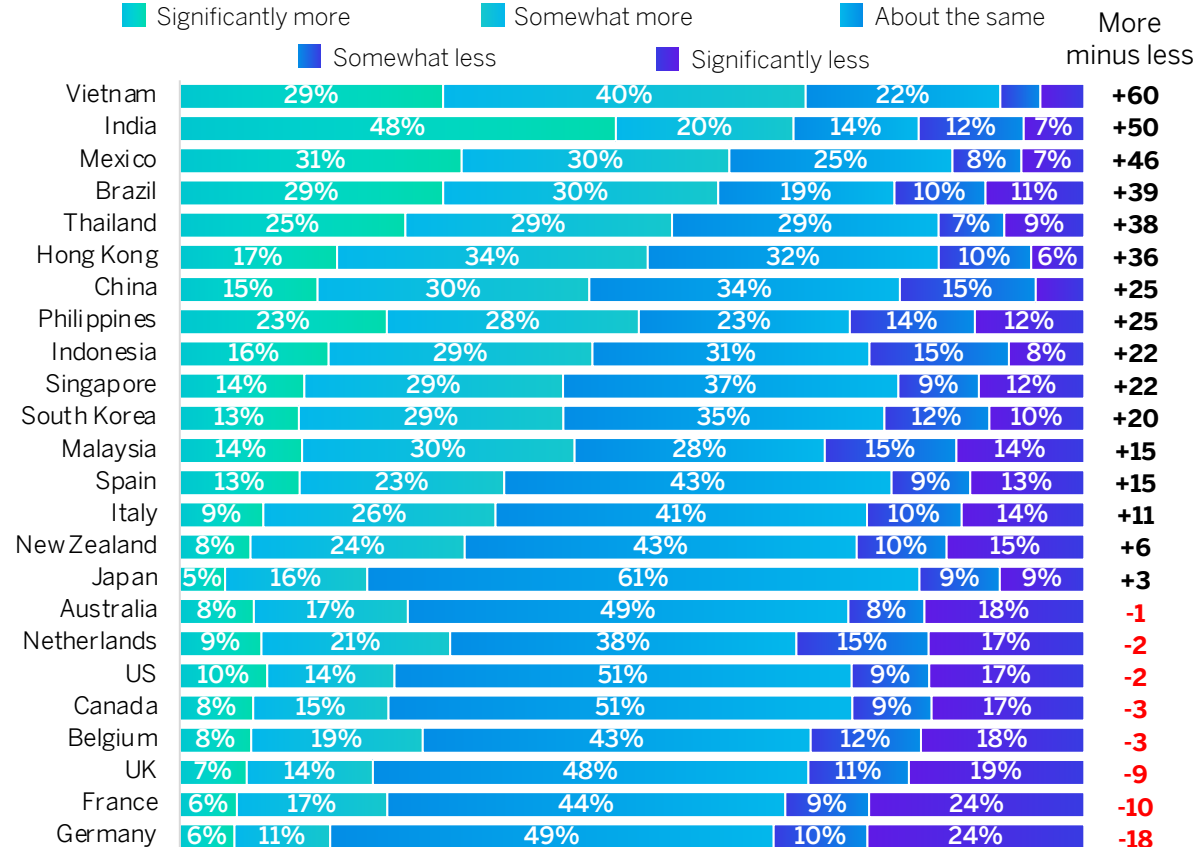
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to take educational courses online, with 69% expecting to do so more and just 9% expecting to do so less.
- + German consumers have the least amount of momentum to take educational courses online, with an intended 18-percentage point decrease in online participation.
- + Nearly half of Indian consumers plan to take significantly more online classes
- + Overall, there is a 16-percentage point intended increase in participation in online educational courses.

ABOUT

This chart shows the percentage of consumers from each country that expect to take educational courses online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to take educational courses online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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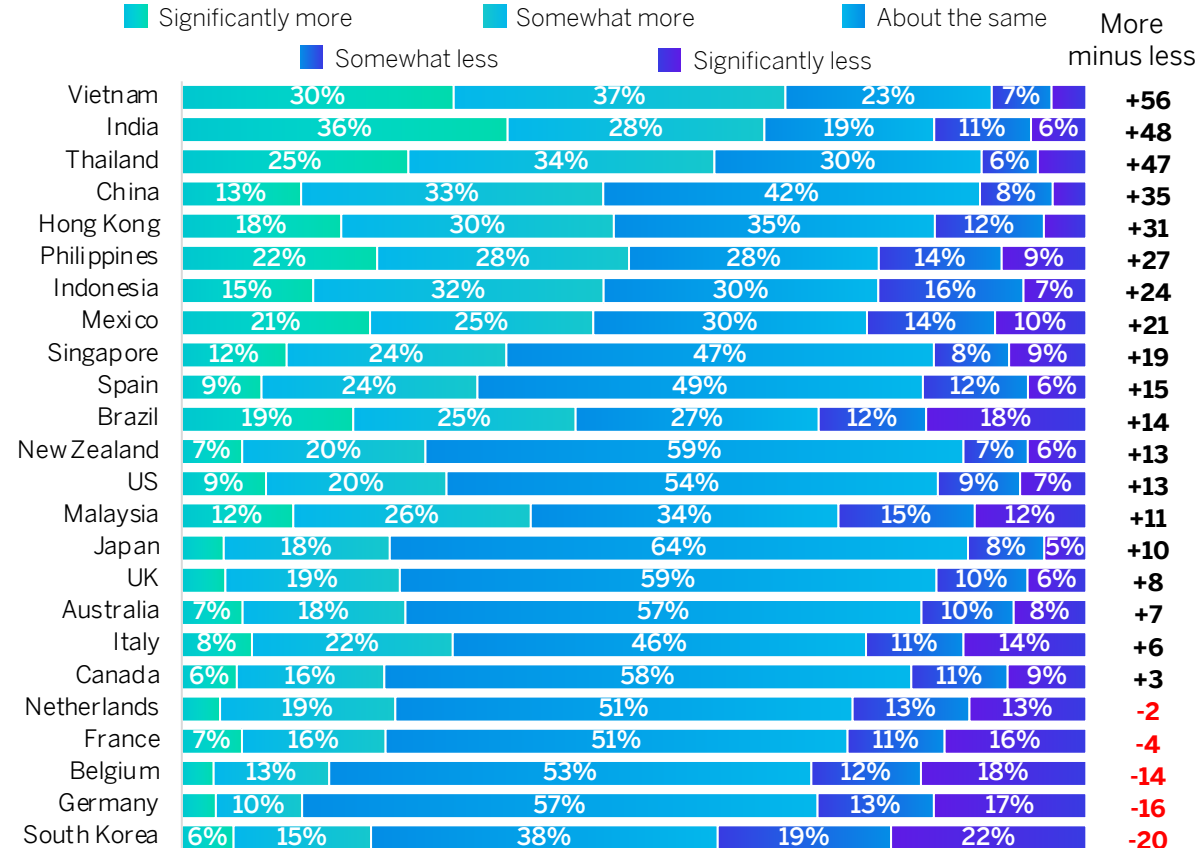
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Online Momentum: Medical Advice

KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to get medical advice online, with 67% expecting to do so more and just 11% expecting to do so less.
- + South Korean consumers have the least amount of momentum to get medical advice online, with an intended 20-percentage point decrease in online participation.
- + Overall, there is a 15-percentage point intended increase in getting medical advice from a nurse or doctor online.

Compared to what you are currently doing, to what degree do you expect to get medical advice from a nurse/doctor online in the next few months?



Base: 24,000 consumers across 24 countries

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ABOUT

This chart shows the percentage of consumers from each country that expect to get medical advice online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Online Momentum: Exercise Classes

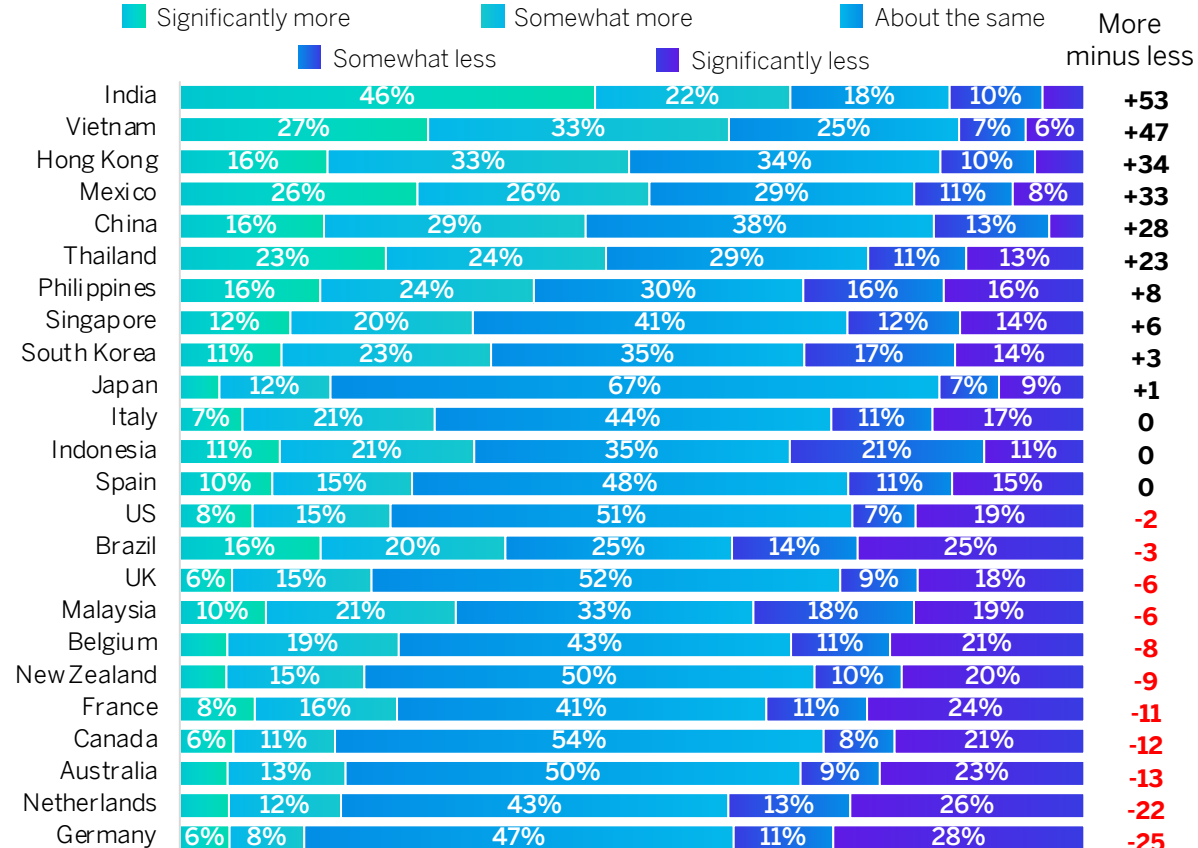
KEY TAKEAWAYS

- + Indian consumers have the greatest amount of momentum to take exercise classes online, with 68% expecting to do so more and just 15% expecting to do so less.
- + German consumers have the least amount of momentum to take exercise classes online, with an intended 25-percentage point decrease in online participation.
- + Overall, there is a 5-percentage point intended increase in taking exercise classes online.

ABOUT

This chart shows the percentage of consumers from each country that expect to take exercise classes online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to take exercise classes online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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Online Momentum: Purchasing Clothes

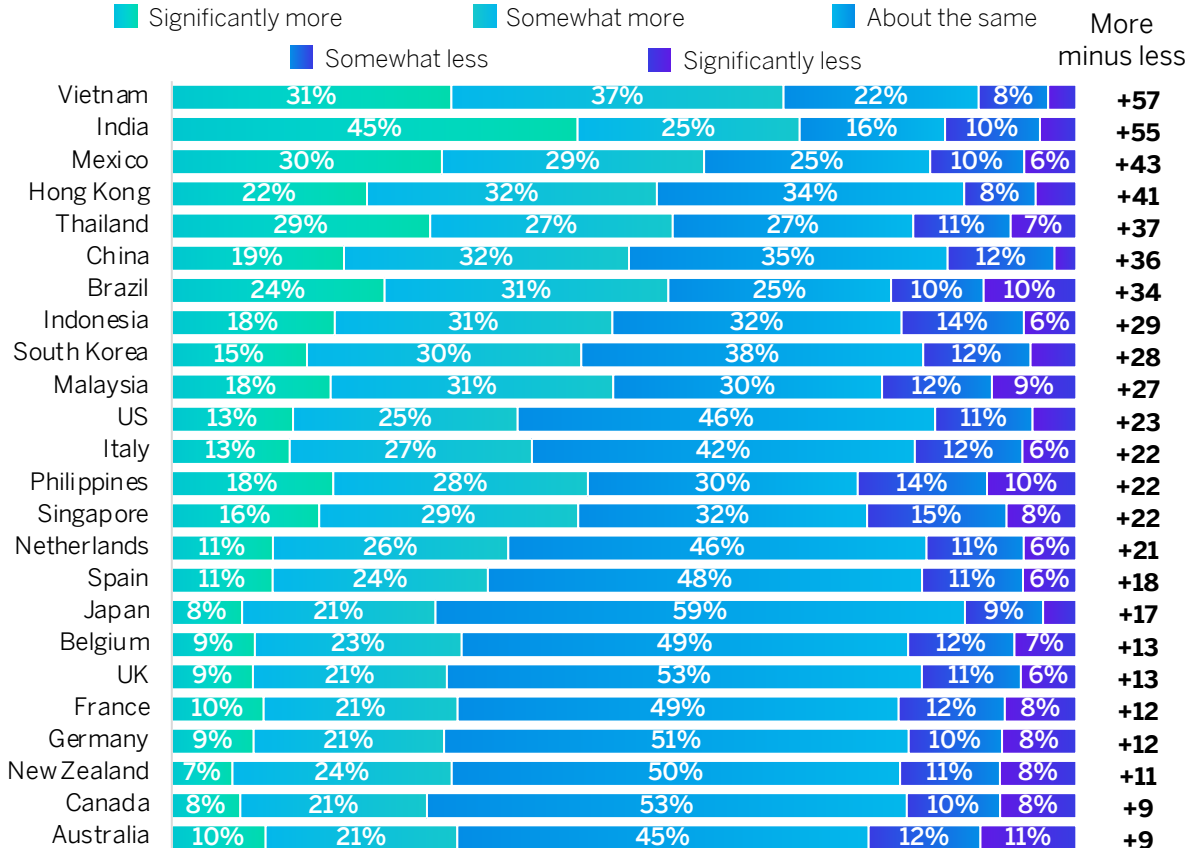
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to take purchase clothes online, with 68% expecting to do so more and just 11% expecting to do so less.
- + Canadian and Australian consumers have the least amount of momentum to purchase clothes online, each with an intended 9-percentage point increase in online participation.
- + Overall, there is a 26-percentage point intended increase in purchasing clothing online.

ABOUT

This chart shows the percentage of consumers from each country that expect to purchase clothes online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to purchase clothing online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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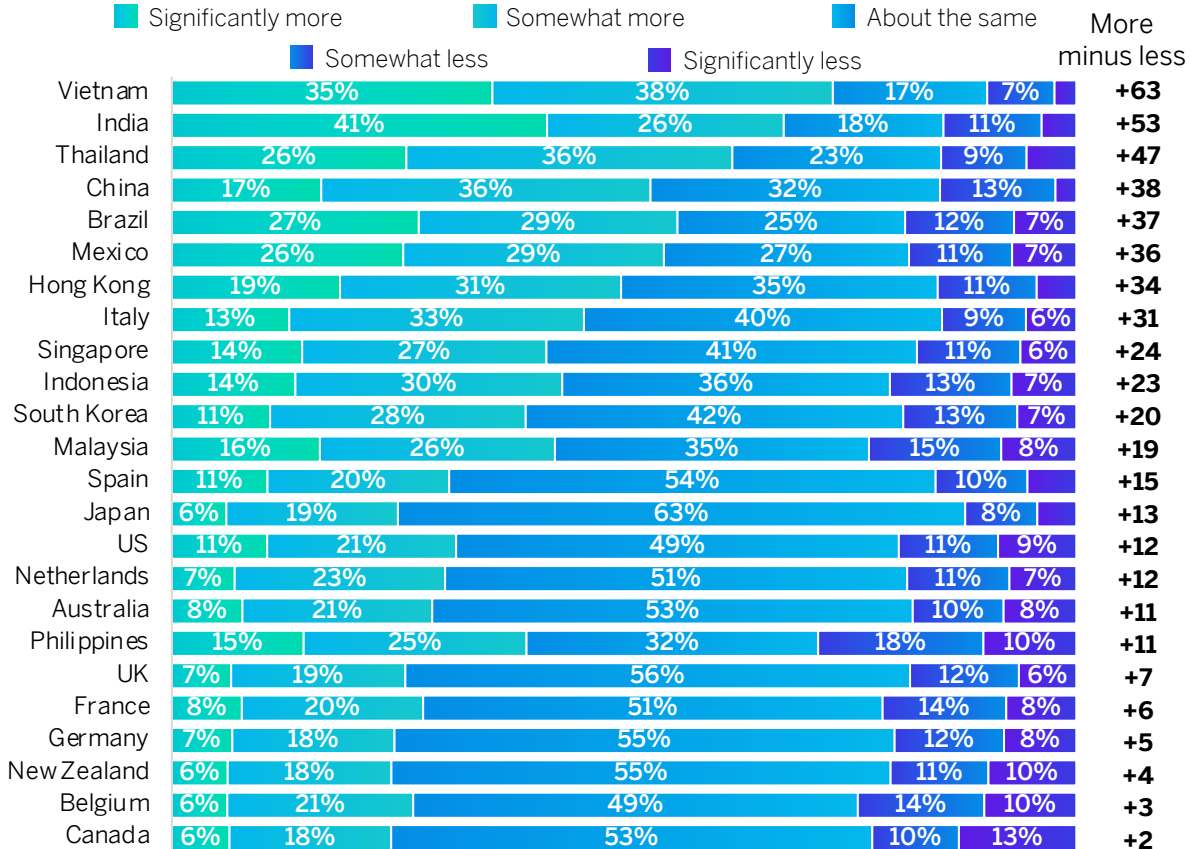
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Online Momentum: Purchasing Electronics

KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to take purchase electronics online, with 73% expecting to do so more and just 10% expecting to do so less.
- + Canadian consumers have the least amount of momentum to purchase electronics online, with an intended 2-percentage point increase in online participation.
- + Overall, there is a 22-percentage point intended increase in purchasing clothing online.

Compared to what you are currently doing, to what degree do you expect to purchase electronics online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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ABOUT

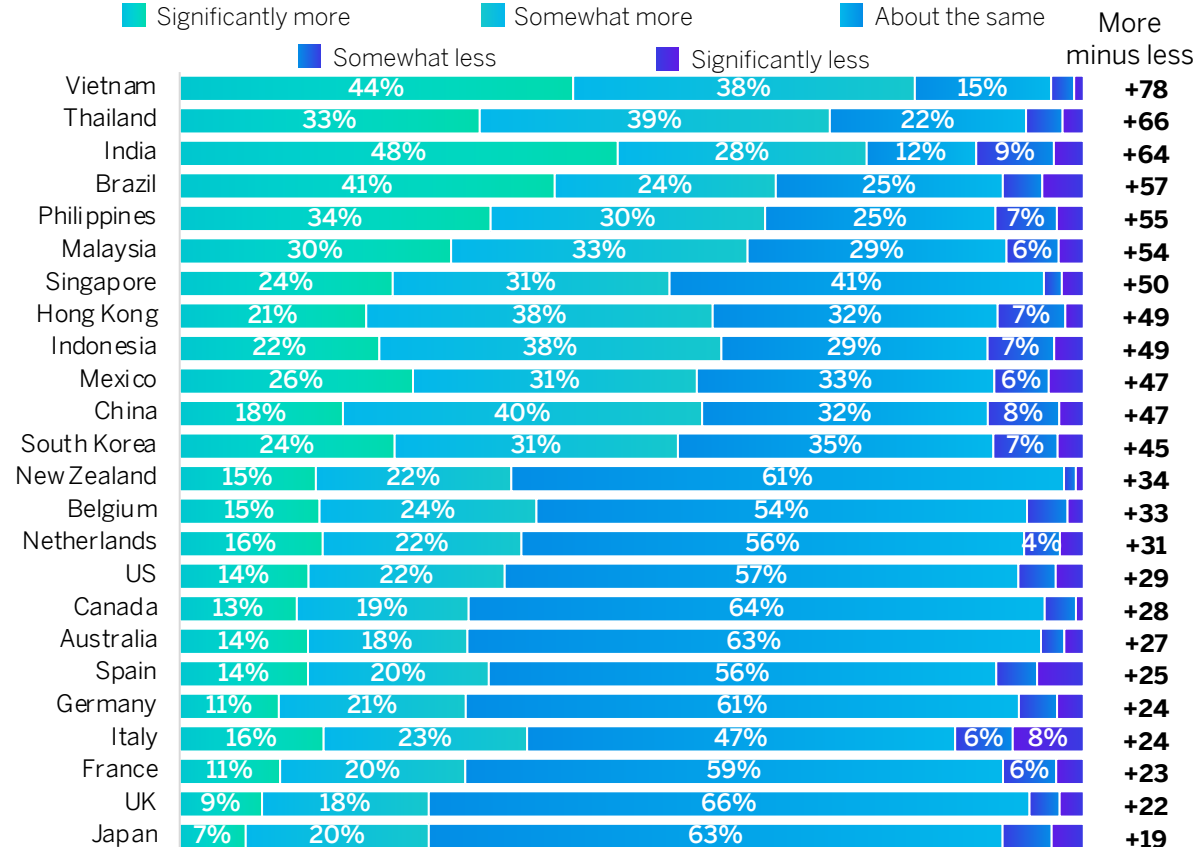
This chart shows the percentage of consumers from each country that expect to purchase electronics online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Online Momentum: Paying Bills

KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to pay bills online, with 82% expecting to do so more and just 4% expecting to do so less.
- + Japanese consumers have the least amount of momentum to pay bills online, with an intended 19-percentage point increase in online participation.
- + Overall, there is a 41-percentage point intended increase in paying bills online.

Compared to what you are currently doing, to what degree do you expect to pay bills online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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ABOUT

This chart shows the percentage of consumers from each country that expect to pay bills online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Online Momentum: Bank Accounts

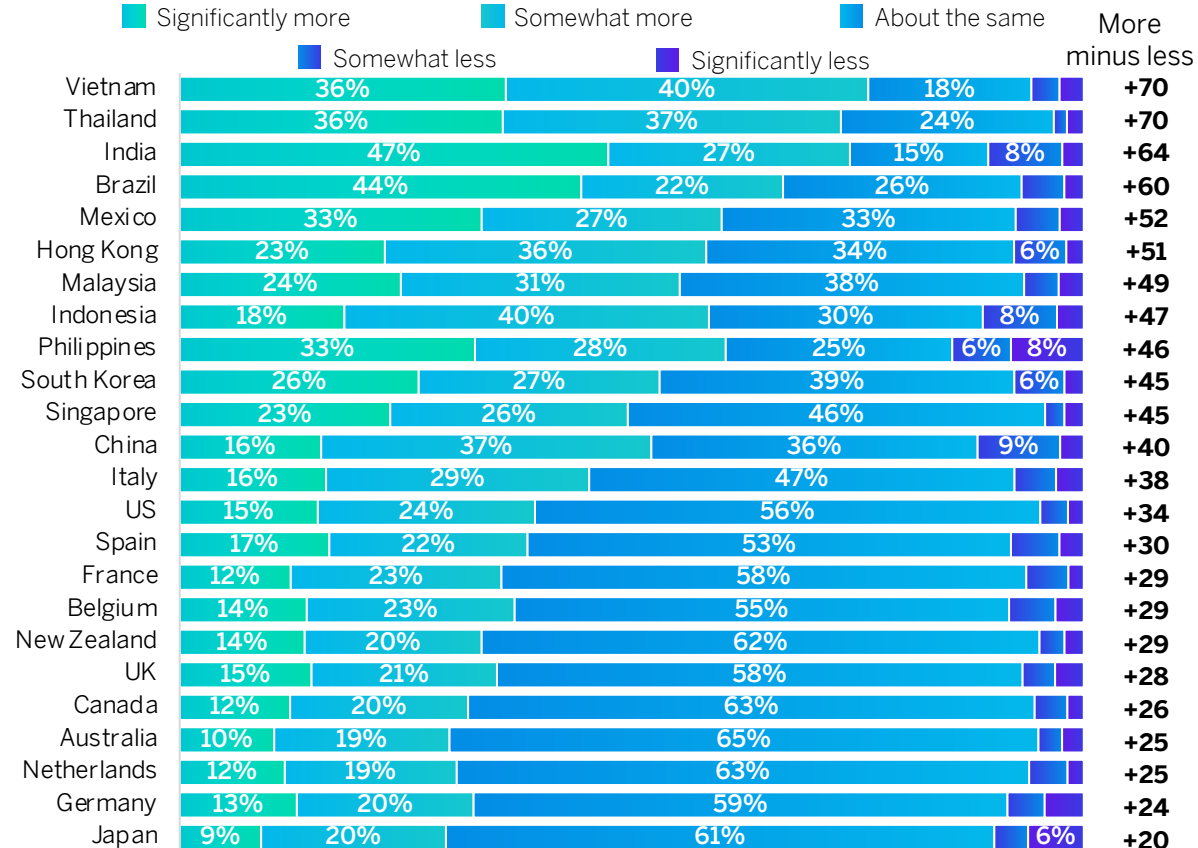
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to review bank account balances online, with 76% expecting to do so more and just 6% expecting to do so less.
- + Japanese consumers have the least amount of momentum to review bank account balances online, with an intended 20-percentage point increase in online participation.
- + Overall, there is a 41-percentage point intended increase in reviewing bank account balances online.

ABOUT

This chart shows the percentage of consumers from each country that expect to review their bank account balances online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to review bank account balances online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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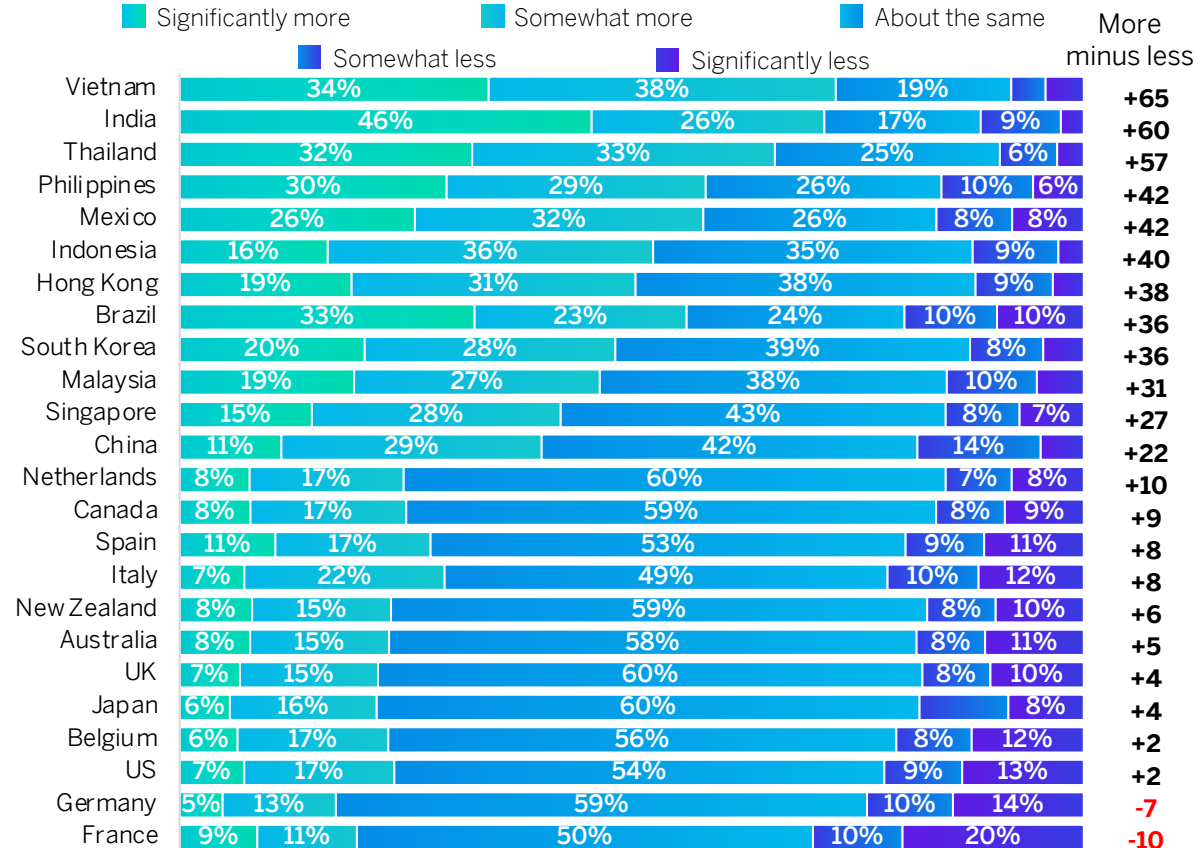
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Online Momentum: Sending Money

KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to send money to others online, with 72% expecting to do so more and just 7% expecting to do so less.
- + French consumers have the least amount of momentum to send money to others online, with an intended 10-percentage point decrease in online participation.
- + Overall, there is a 22-percentage point intended increase in sending money to others online.

Compared to what you are currently doing, to what degree do you expect to send money to another person online in the next few months?



ABOUT

This chart shows the percentage of consumers from each country that expect to send money to others online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Base: 24,000 consumers across 24 countries

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Online Momentum: Meal Delivery

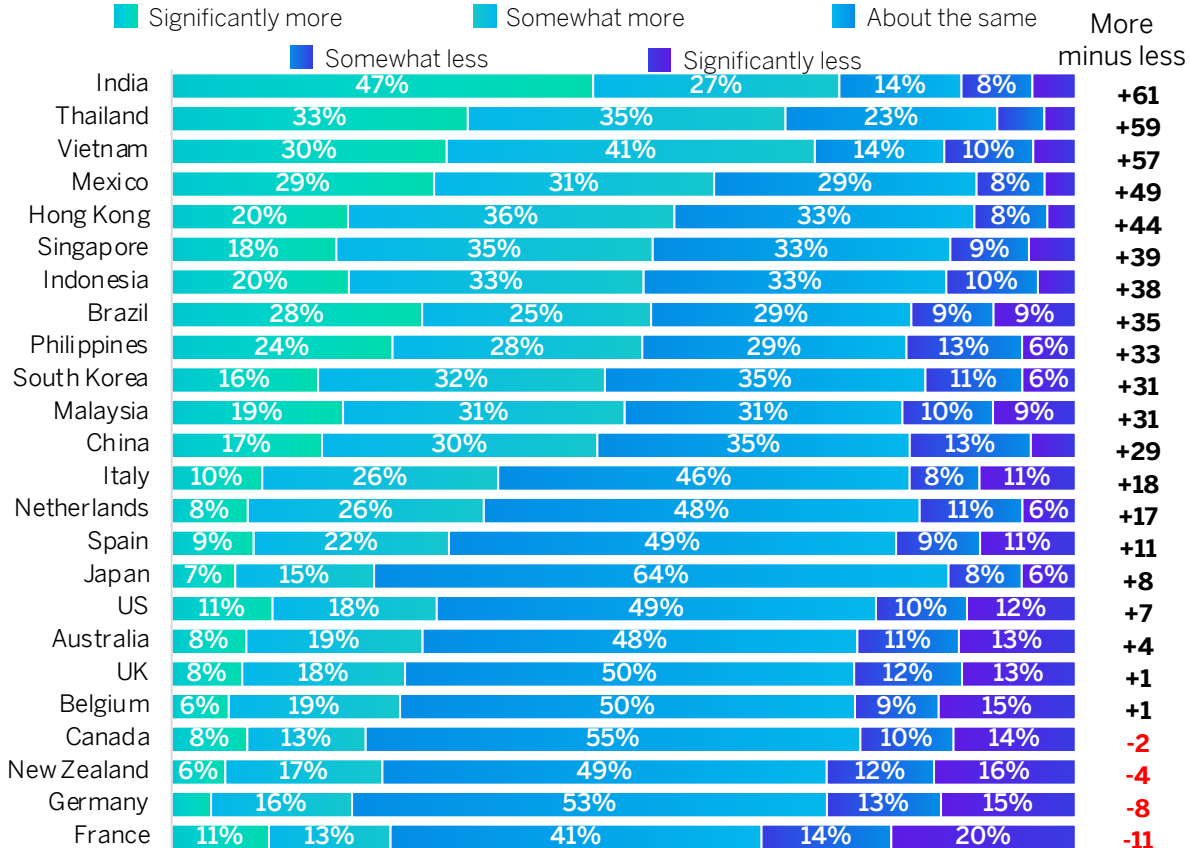
KEY TAKEAWAYS

- + Indian consumers have the greatest amount of momentum to order meals for delivery online, with 74% expecting to do so more and just 13% expecting to do so less.
- + French consumers have the least amount of momentum to order meals for delivery online, with an intended 11-percentage point decrease in online participation.
- + Overall, there is a 23-percentage point intended increase in ordering meals for delivery online.

ABOUT

This chart shows the percentage of consumers from each country that expect to order meals online for delivery online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to order meals online for delivery in the next few months?



Base: 24,000 consumers across 24 countries

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Online Momentum: Videoconferencing

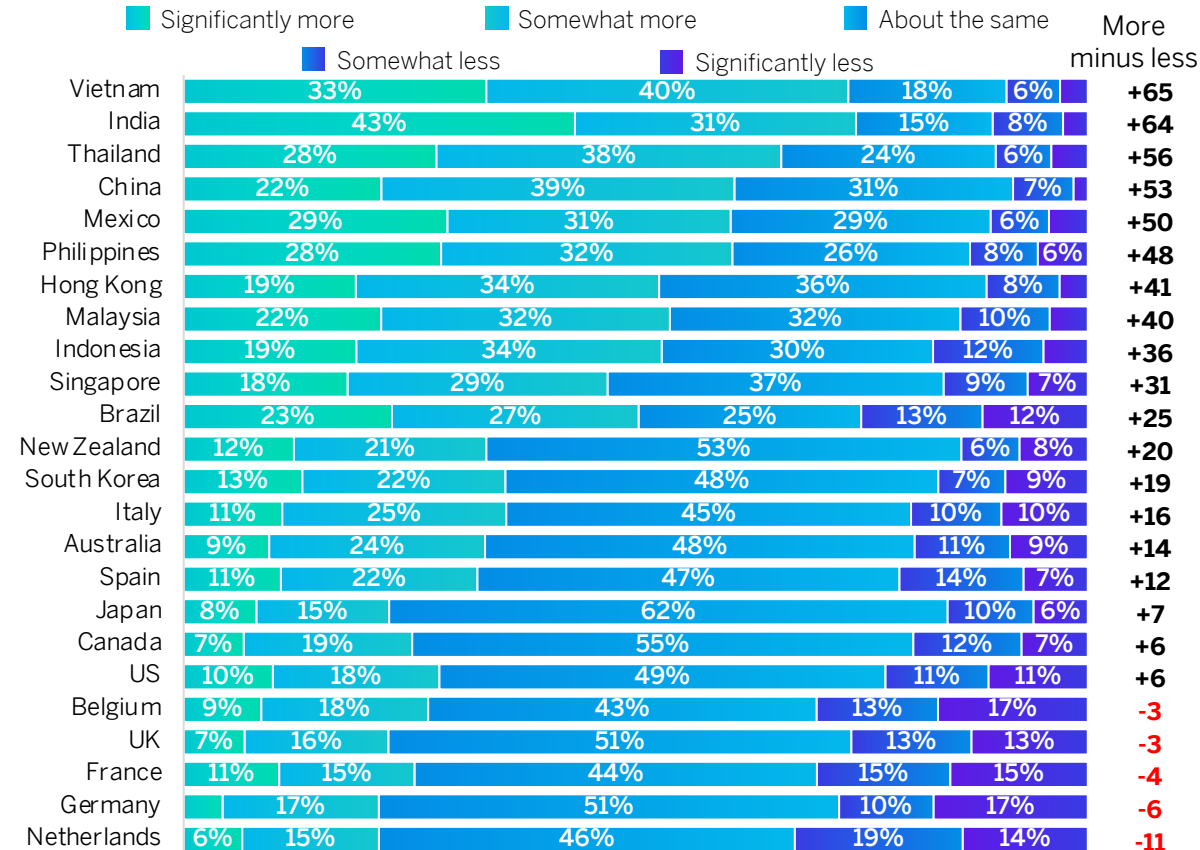
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to videoconference with friends and family online, with 73% expecting to do so more and just 8% expecting to do so less.
- + Dutch consumers have the least amount of momentum to videoconference with friends and family online, with an intended 11-percentage point decrease in online participation.
- + Overall, there is a 24-percentage point intended increase in videoconferencing with friends and family online.

ABOUT

This chart shows the percentage of consumers from each country that expect to videoconference with friends and family online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to videoconference with groups of friends and relatives in the next few months?



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Online Momentum: Technical Support

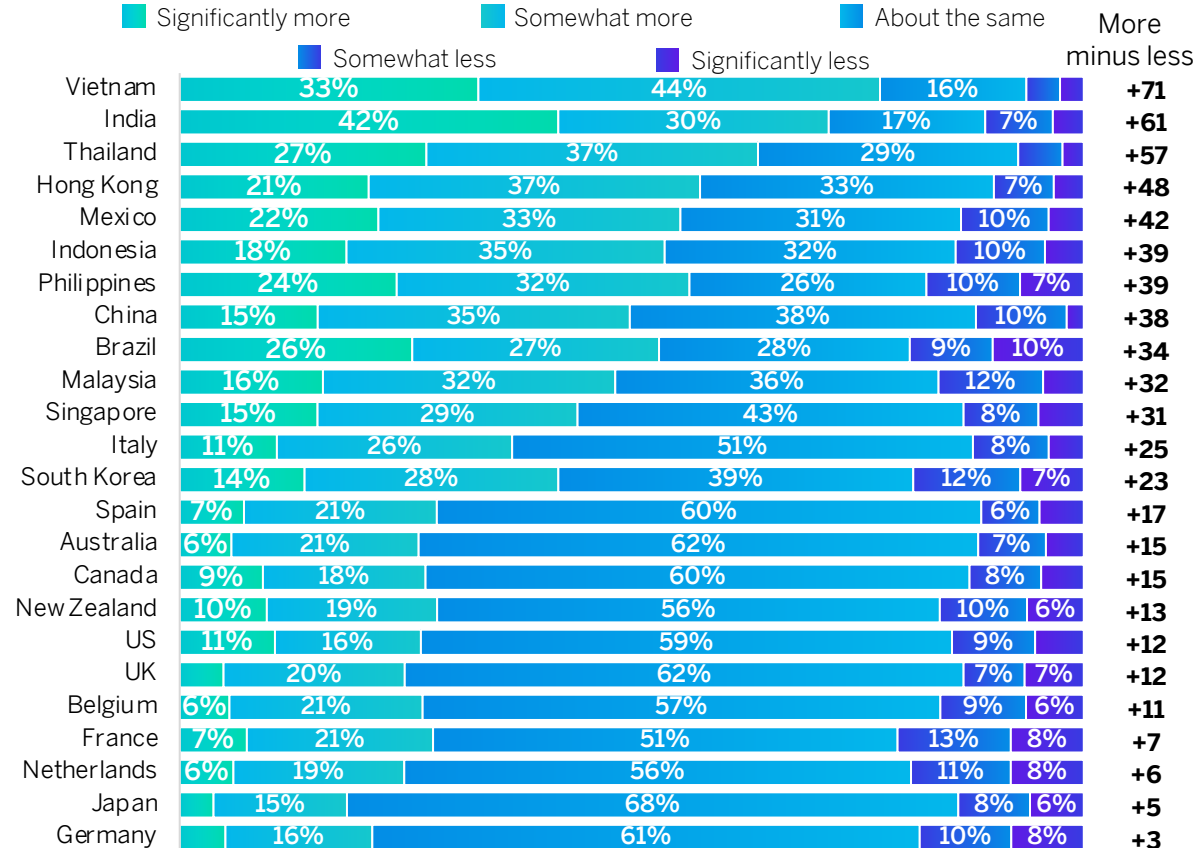
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to get technical support online, with 77% expecting to do so more and just 7% expecting to do so less.
- + German consumers have the least amount of momentum to get technical support online, with an intended 3-percentage point increase in online participation.
- + Overall, there is a 27-percentage point intended increase in getting technical support online.

ABOUT

This chart shows the percentage of consumers from each country that expect to get technical support online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to get technical support online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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Online Momentum: Issues with Bills

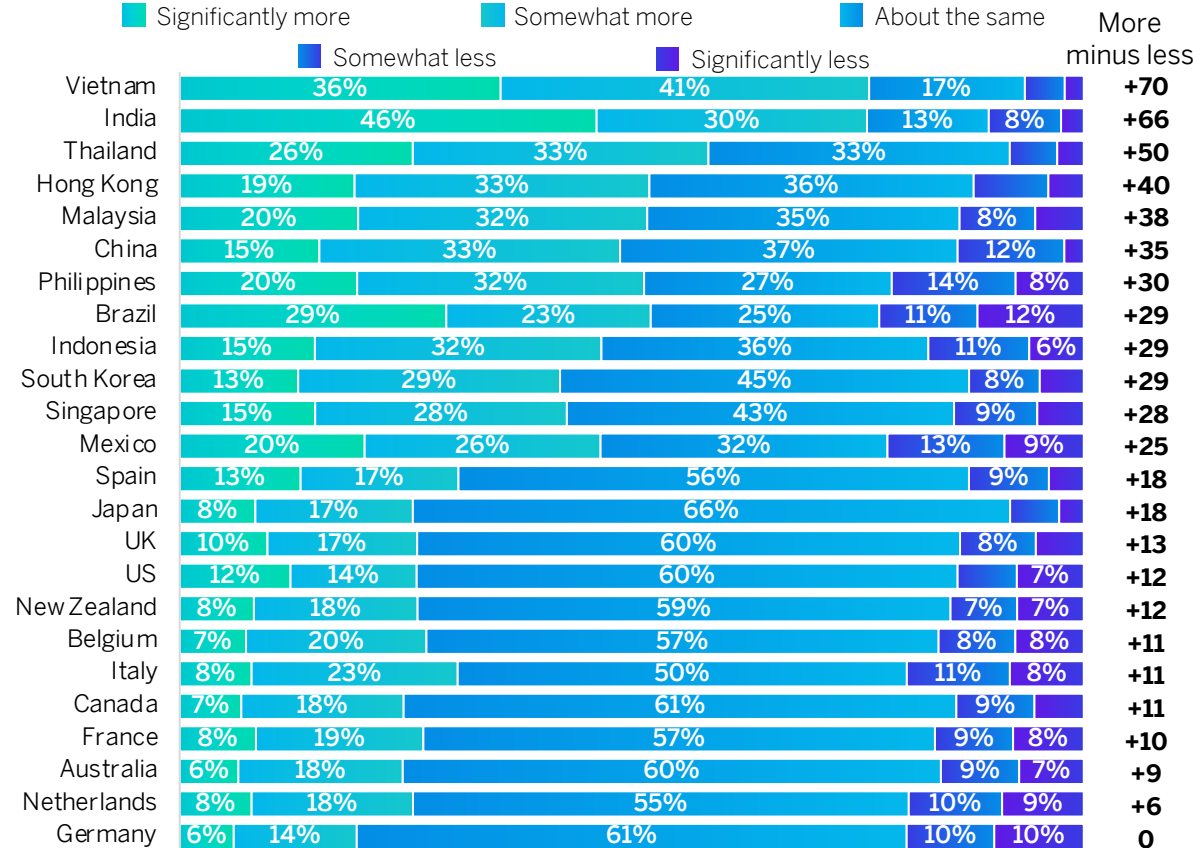
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to resolve issues with bills online, with 77% expecting to do so more and just 6% expecting to do so less.
- + German consumers have the least amount of momentum to resolve issues with bills online, with no intended change in online participation.
- + Overall, there is a 25-percentage point intended increase in resolving issues with bills online.

ABOUT

This chart shows the percentage of consumers from each country that expect to resolve issues with bills online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to resolve an issues with a bill online in the next few months?



Base: 24,000 consumers across 24 countries

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Online Momentum: TV and Movies

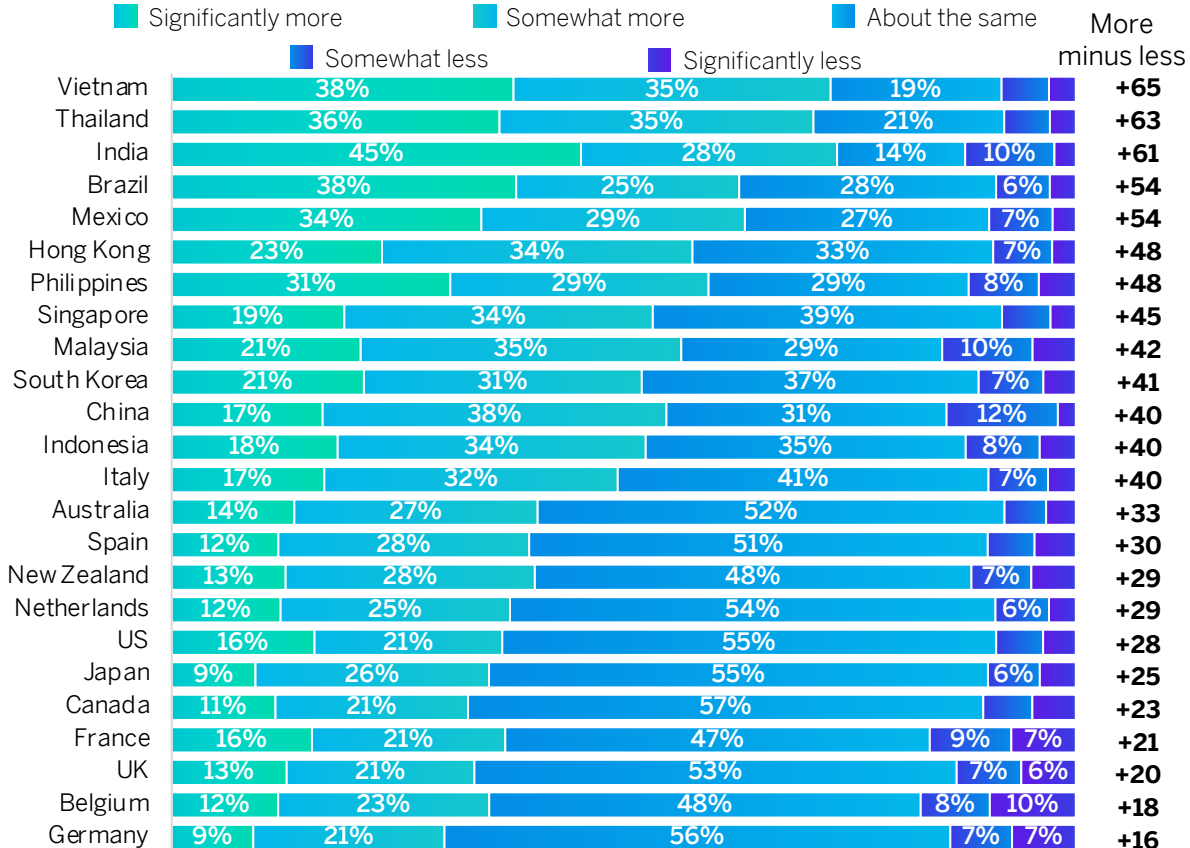
KEY TAKEAWAYS

- + Vietnamese consumers have the greatest amount of momentum to watch TV or movies online, with 73% expecting to do so more and just 8% expecting to do so less.
- + German consumers have the least amount of momentum to watch TV or movies online, with an intended 16-percentage point increase in online participation.
- + Overall, there is a 38-percentage point intended increase in watching TV or movies online.

ABOUT

This chart shows the percentage of consumers from each country that expect to watch TV and movies online more and less in the next few months compared to the time of the survey. The last column shows the difference between the percentage of consumers intending to do so more minus the percentage intending to do so less.

Compared to what you are currently doing, to what degree do you expect to watch TV shows or movies online in the next few months?



Base: 24,000 consumers across 24 countries

Source: Qualtrics XM Institute Q3 2021 Global Consumer Trends Study

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DATA CALCULATION

In **Figures 2-14**, the “more minus less” online momentum subtracts the total percentage of consumers from each country that expect to do each activity “significantly” and “somewhat less” from the total percentage of consumers from each country that expect to do each activity “significantly” and “somewhat more”.

In **Figure 1**, each percentage is calculated by dividing the total number of consumers across all countries that selected each option by the total number of consumers across all countries that responded to that question.

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