

CONSUMERS & BRANDS

# Target audience: Science and technology enthusiasts in Germany

Consumer Insights report

**Consumer** Insights  
by **statista** 

March 2026



# Statista Consumer Insights Target Audience Report

## Introduction







### Report overview

This report analyses consumers who answered the question "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"

This report offers the reader a comprehensive overview of Science and technology enthusiasts: who they are; what they like; what they think; and how to reach them. It provides insights on their demographic lifestyle, opinions, and marketing touchpoints. Additionally, the report allows the reader to benchmark Science and technology enthusiasts ("target audience") against the average German consumer, labelled as "all respondents" in the charts.

This report is updated quarterly and is based on data from the Statista Consumer Insights Global survey.

### Consumer Insights Global methodology <sup>1</sup>

 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	32 countries
 Number of respondents	1,700+ for all the countries
 Sample	Internet users, aged 18 – 64, quotas set on gender and age
 Fieldwork	Continuous from January to December



<sup>2</sup> **Notes:** <sup>1</sup> See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Summary

Management summary: key insights



## Demographic profile

38% of gen x are science and technology enthusiasts

Women make up a smaller share of science and technology enthusiasts than men

The highest share of science and technology enthusiasts lives in high-income households



## Consumer lifestyle

A happy relationship is the top priority for science and technology enthusiasts

100% of science and technology enthusiasts enjoy science and technology



## Consumer attitudes

41% of science and technology enthusiasts state that they like trying out innovative products

Political preferences of science and technology enthusiasts reflect the overall political landscape in Germany

Science and technology enthusiasts share the same level of optimism about their financial position as the average consumer



## Marketing touchpoints

84% of science and technology enthusiasts have consumed tv content in the past four weeks

Ads on social media resonate strongly with science and technology enthusiasts

## CHAPTER 01

# Demographic profile

- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- Living situation
- LGBTQ+



# 38% of gen x are science and technology enthusiasts

Demographic profile: life stages

## Age of consumers in Germany

Target audience



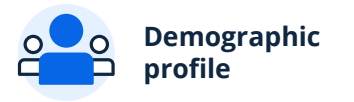
All respondents



■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers



# Women make up a smaller share of science and technology enthusiasts than men



Demographic profile: gender

## Gender of consumers in Germany

Target audience



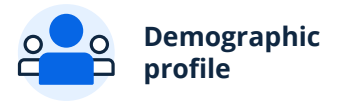
All respondents



■ Female ■ Male



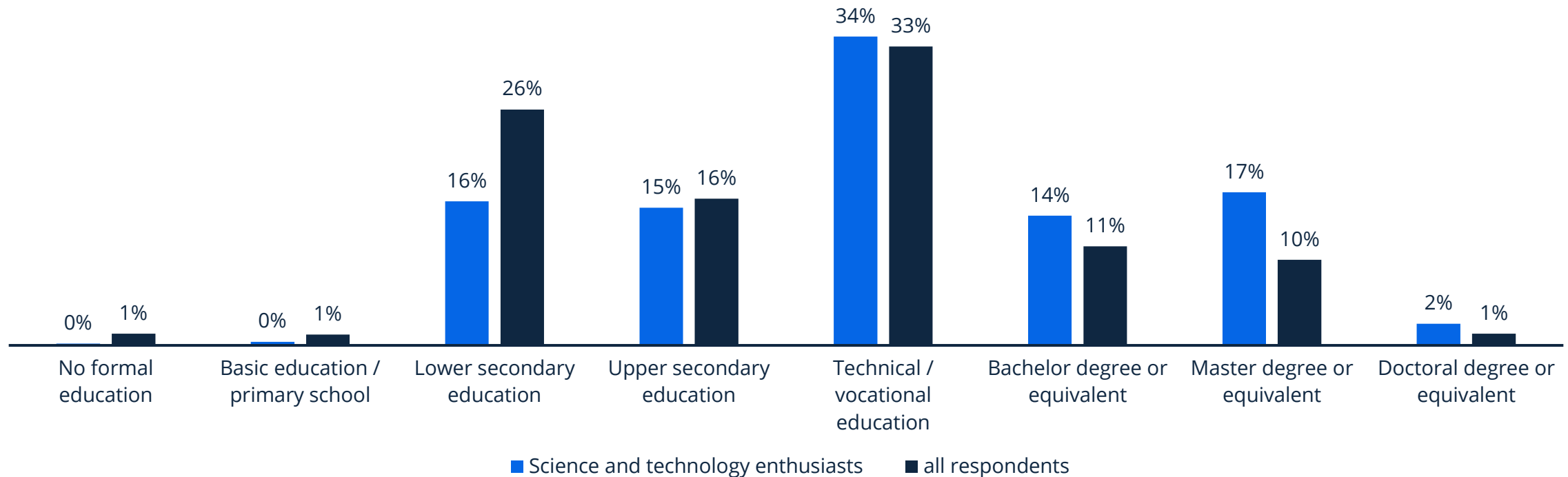
# 34% of science and technology enthusiasts in Germany hold a technical / vocational education



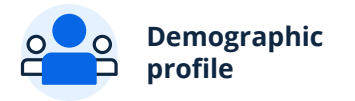
Demographic profile

Demographic profile: education

## Level of education in Germany



# The highest share of science and technology enthusiasts lives in high-income households



Demographic profile

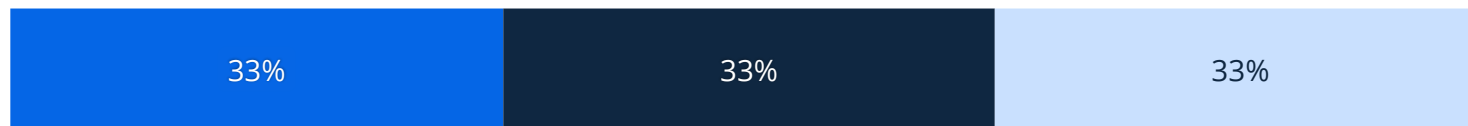
Demographic profile: income

## Share of consumers in Germany in the high, middle, and low thirds of household gross income

Target audience



All respondents



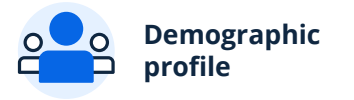
■ High ■ Middle ■ Low



8 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 8,597 science and technology enthusiasts, n= 30,683 all respondents

**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

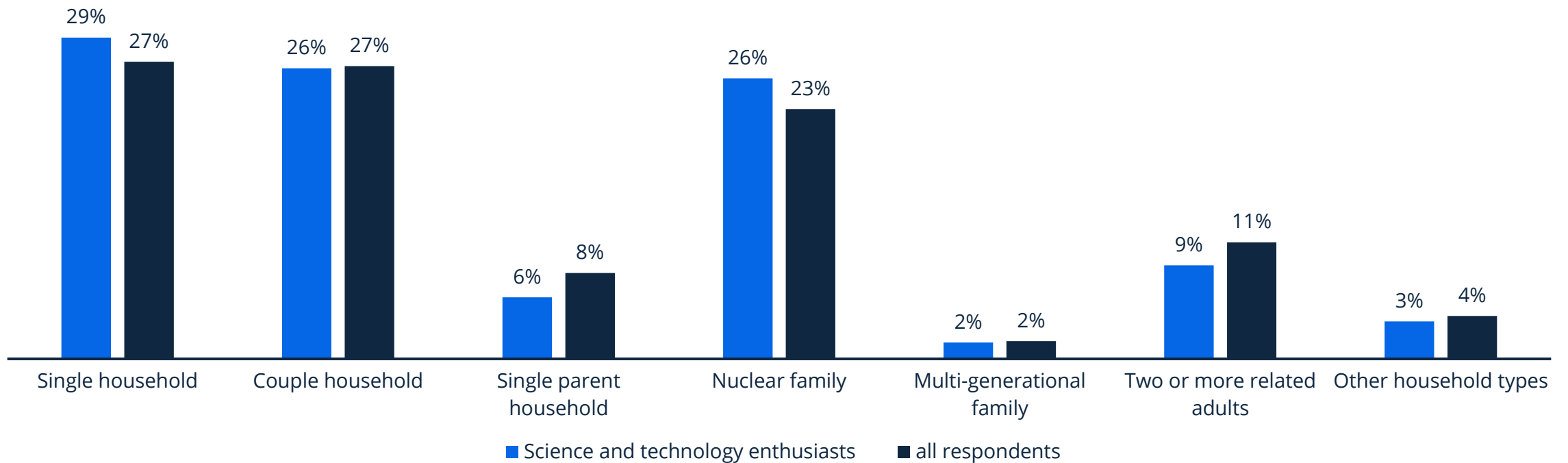
# 29% of science and technology enthusiasts live in a single household



Demographic profile

Demographic profile: household classification

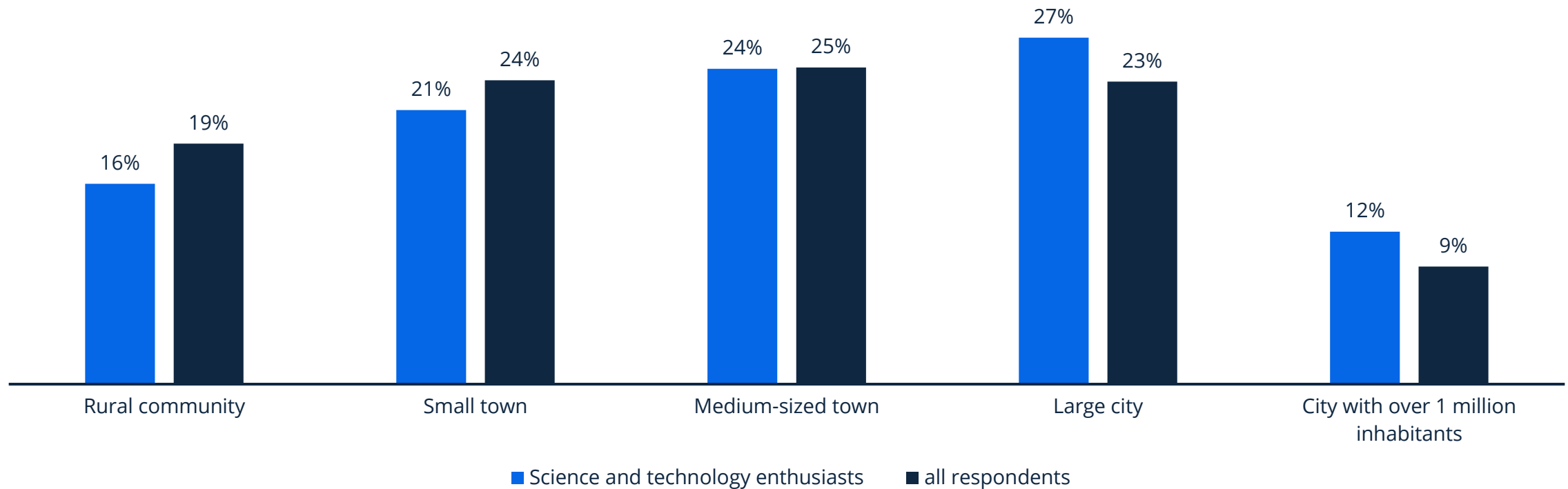
## Type of households in which consumers in Germany live



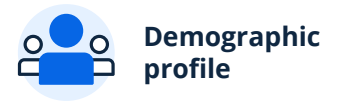
# 27% of science and technology enthusiasts live in large cities

Demographic profile: type of community

## Communities where consumers live in Germany



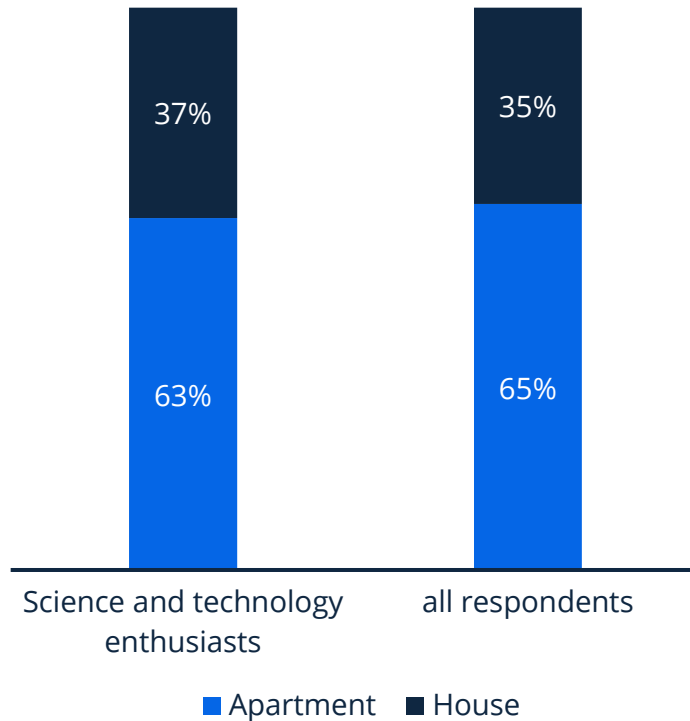
# Among science and technology enthusiasts, 63% are living in an apartment



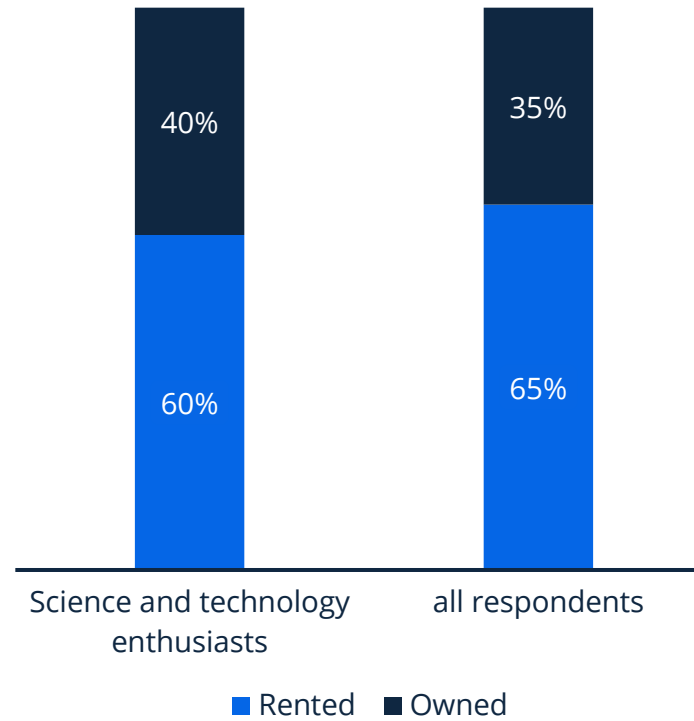
Demographic profile

Demographic profile: living situation

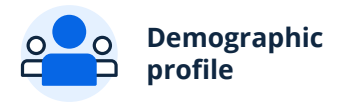
## Accommodation type in Germany



## Home ownership in Germany



# 7% of science and technology enthusiasts identify themselves as a part of the LGBTQ+ community

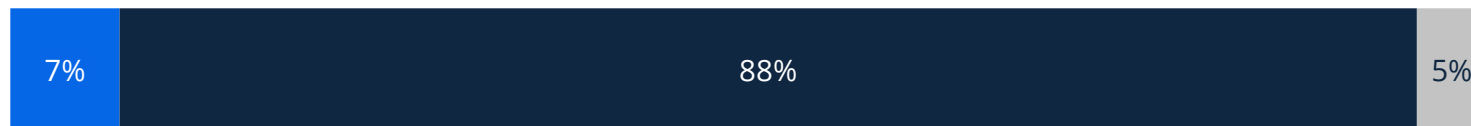


Demographic profile

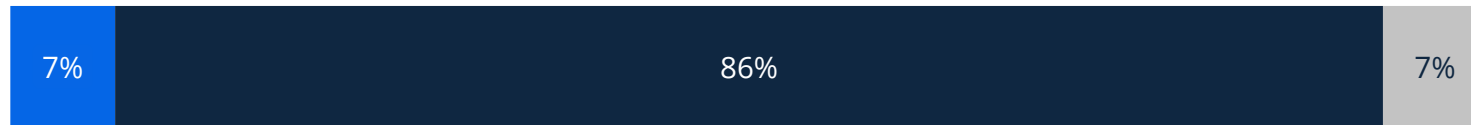
Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Germany

Target audience



All respondents



■ Yes ■ No ■ Would rather not say



## CHAPTER 02

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed
- Pets

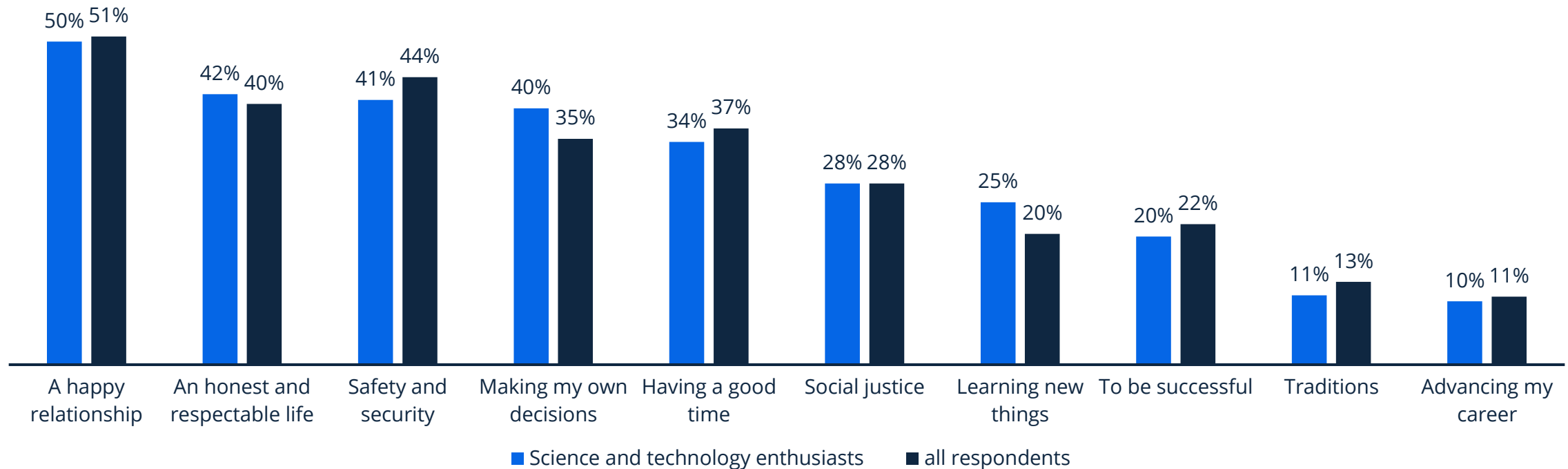


# A happy relationship is the top priority for science and technology enthusiasts



Consumer lifestyle: life values

## Most important aspects of life for consumers in Germany

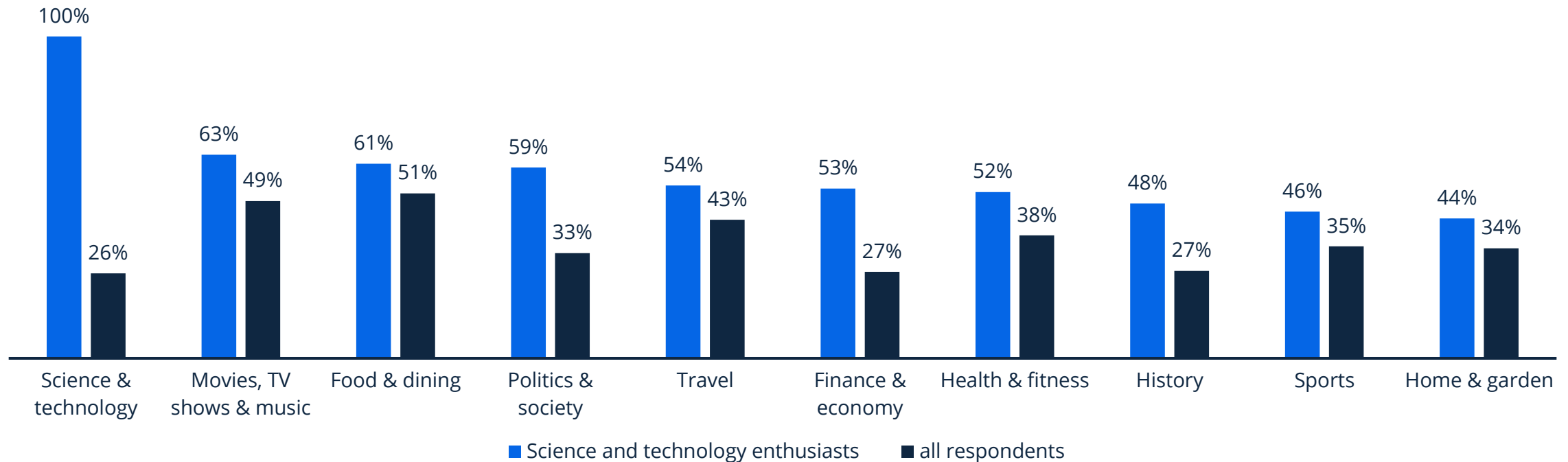


# 100% of science and technology enthusiasts enjoy science and technology



Consumer lifestyle: main interests

## Top 10 interests of science and technology enthusiasts in Germany



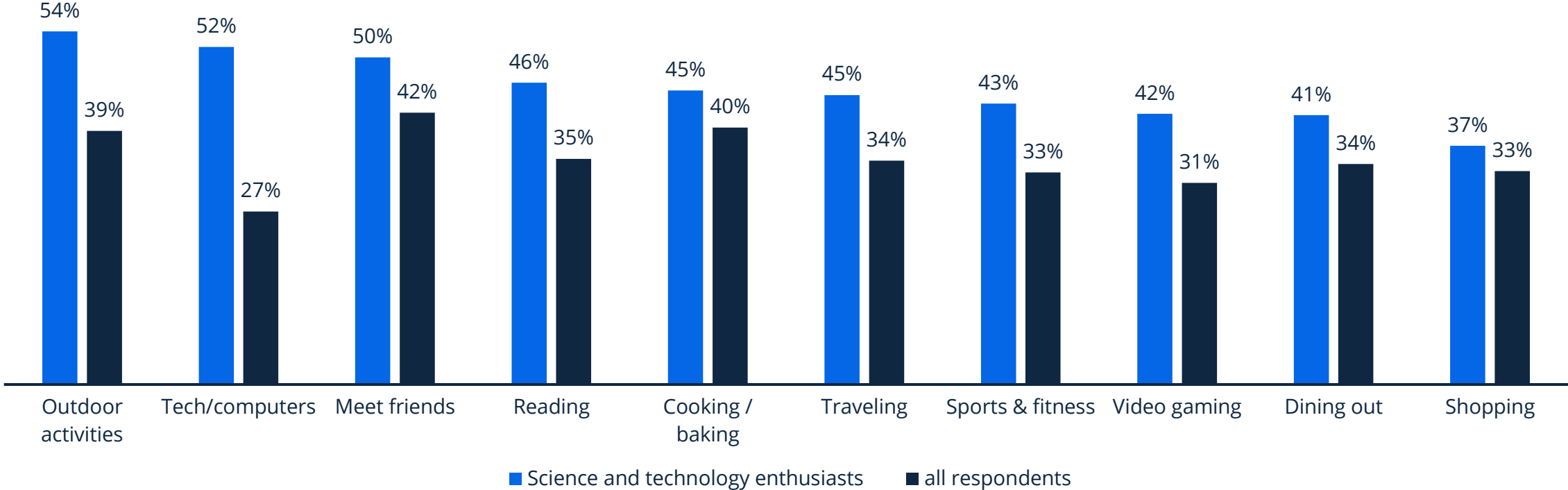
15 **Notes:** "What topics are you personally interested in?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Gamers are more common among science and technology enthusiasts than among average consumers



Consumer lifestyle: hobbies and leisure activities

## Top 10 hobbies and leisure activities of science and technology enthusiasts in Germany



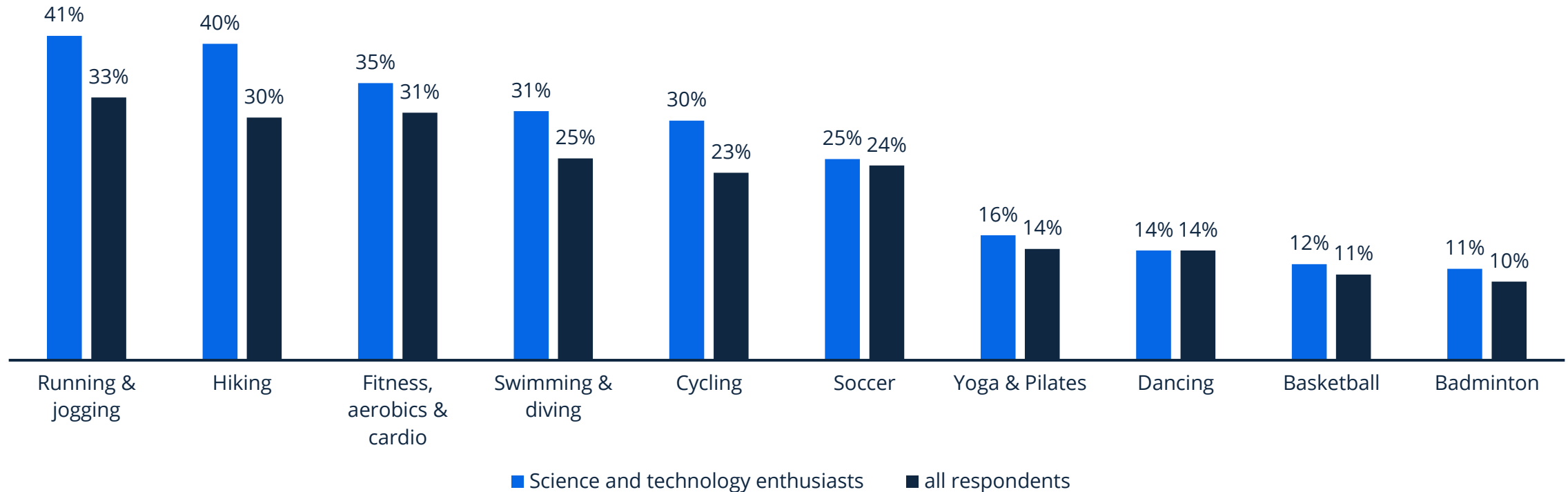
16 Notes: "What are your personal hobbies and activities?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
Sources: [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Science and technology enthusiasts prioritize running and jogging



Consumer lifestyle: sports activities

## Top 10 sports activities of science and technology enthusiasts in Germany

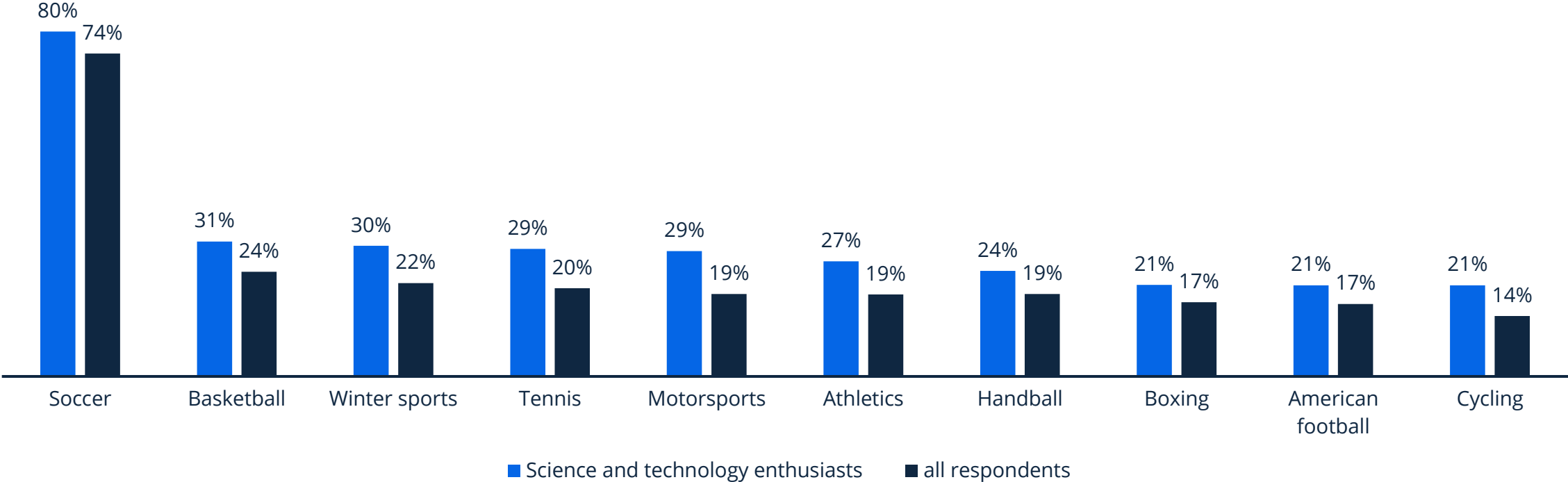


# Soccer is the most popular sport among science and technology enthusiasts



Consumer lifestyle: sports followed

## Top 10 sports followed by science and technology enthusiasts in Germany



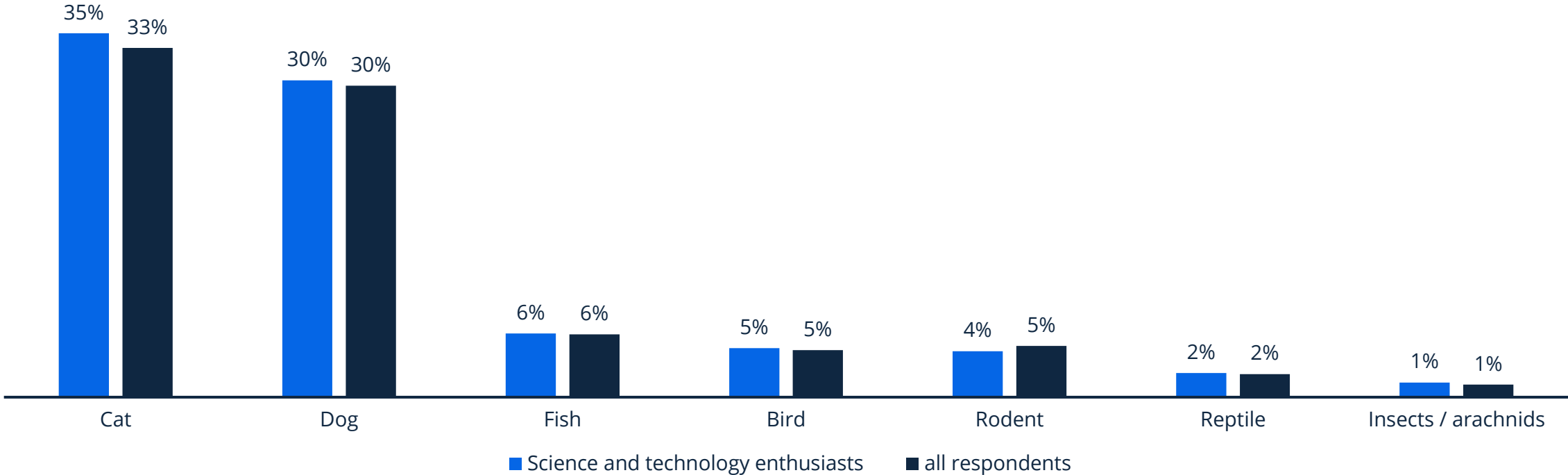
18 | Notes: "In which of these sports do you follow competitions, leagues or teams?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 4,333 science and technology enthusiasts, n= 12,542 respondents, who follow sports  
Sources: [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Cats are the furry best friends of science and technology enthusiasts



Consumer lifestyle: pets

## Pets living with science and technology enthusiasts in Germany



19 **Notes:** "Which of these pets live with you in your household?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

## CHAPTER 03

# Consumer attitudes

- Consumer attitudes
- Challenges facing the country
- Politics
- Innovation adoption
- View on country's economic situation
- View on personal economic situation
- Economic concerns

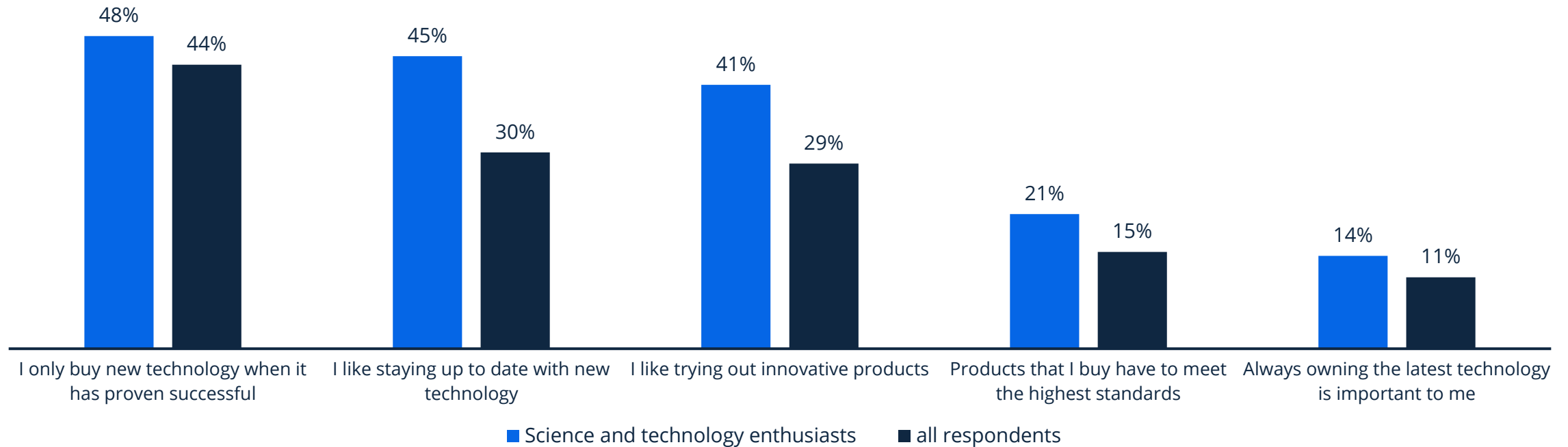


# 41% of science and technology enthusiasts state that they like trying out innovative products



Consumer attitudes

## Agreement with statements in Germany

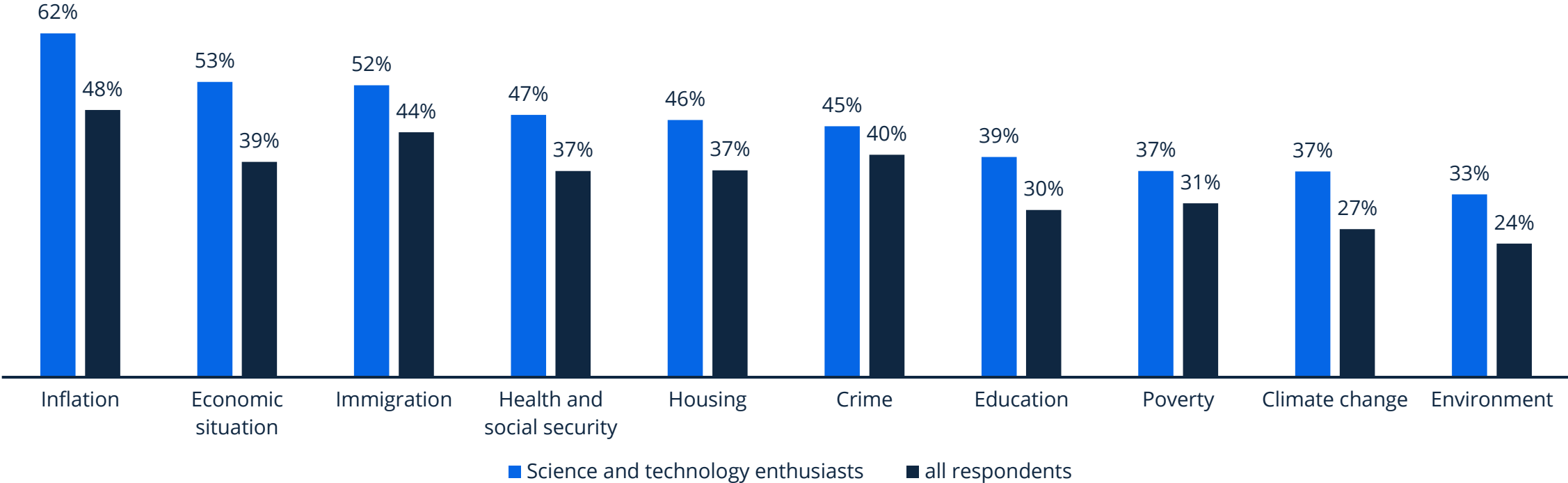


# Science and technology enthusiasts are more concerned about immigration than the average consumer



Consumer attitudes: challenges facing the country

## The 10 most important issues facing Germany according to science and technology enthusiasts



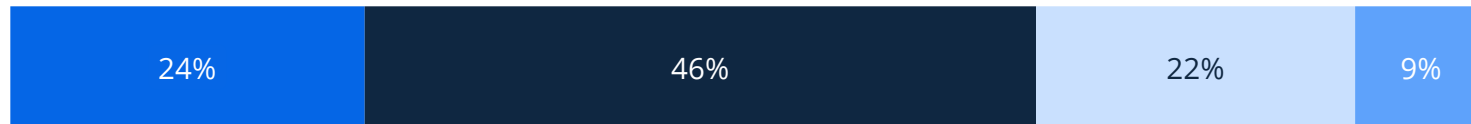
Notes: "What do you personally think are the most important issues in your country of residence that need to be addressed?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
Sources: [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Political preferences of science and technology enthusiasts reflect the overall political landscape in Germany

Consumer attitudes: politics

## Political attitudes of consumers in Germany

Target audience



All respondents



■ Left ■ Center ■ Right ■ Prefer not to answer

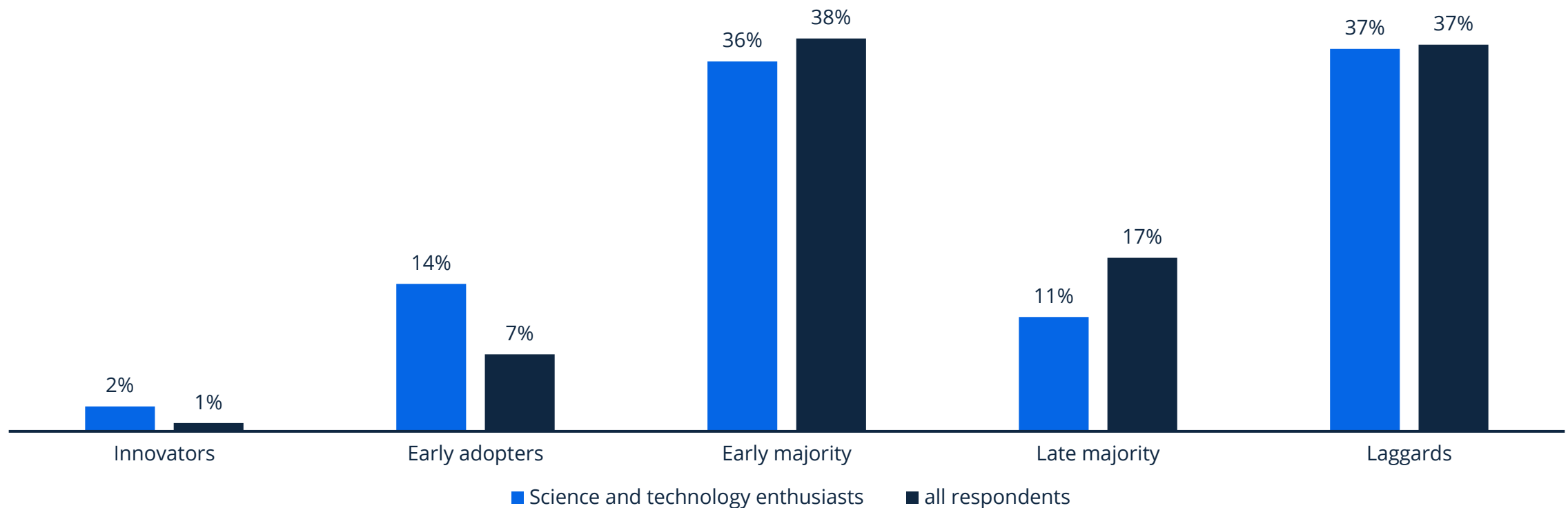


23 **Notes:** Recode based on "Many people use the terms left and right when they want to describe political views. Where would you place yourself on a scale from left to right?"; Single Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# 37% of science and technology enthusiasts are laggards when it comes to innovation adoption

Consumer attitudes: innovation adaption

## Innovation adopter types based on statements towards innovation by consumers in Germany



# Science and technology enthusiasts in Germany are more concerned about the economy than the average consumer

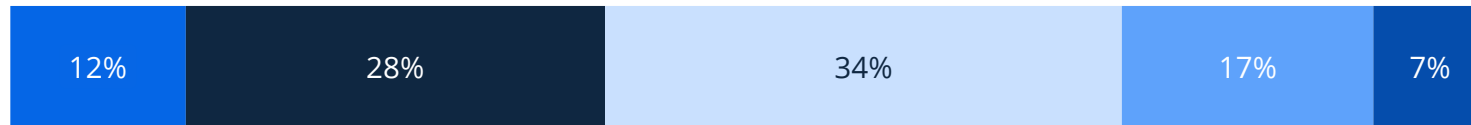
Consumer attitudes: view on the country's economic situation

## Economic situation in Germany as perceived by science and technology enthusiasts

Target audience



All respondents



■ Very positive ■ Positive ■ Neither positive nor negative ■ Negative ■ Very negative

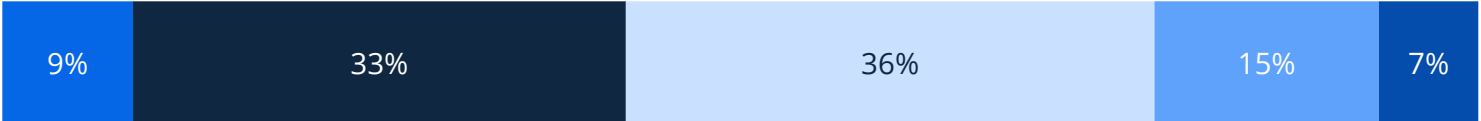


# Science and technology enthusiasts share the same level of optimism about their financial position as the average consumer

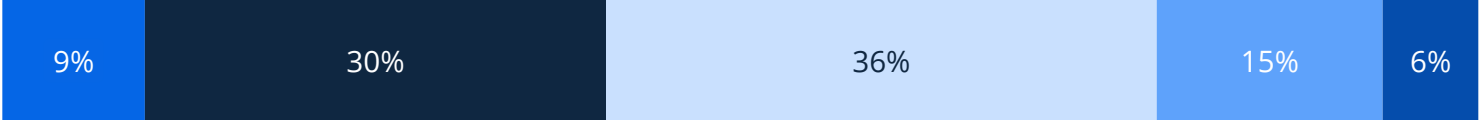
Consumer attitudes: view on personal economic situation

## Perceived personal economic situation of science and technology enthusiasts

Target audience



All respondents



■ Very positive 
 ■ Positive 
 ■ Neither positive nor negative 
 ■ Negative 
 ■ Very negative



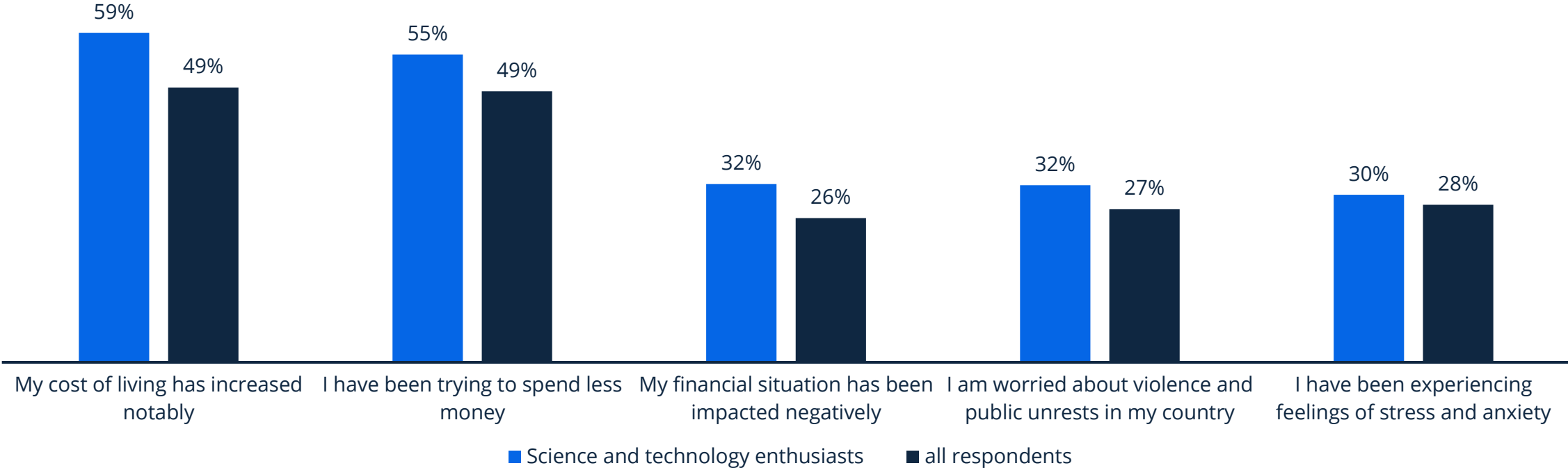
26 **Notes:** "How would you evaluate your personal economic situation?"; Single Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Science and technology enthusiasts are feeling the effects of the cost-of-living crisis more than the average consumer



Consumer attitudes: economic concerns

## Agreement with statements regarding the economic concerns of science and technology enthusiasts



27 **Notes:** "Which of these statements apply to you when you consider your everyday life in the past 12 months?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

## CHAPTER 04

# Marketing touchpoints

- Media usage
- Social media usage
- Digital advertising touchpoints
- Non-digital advertising touchpoints

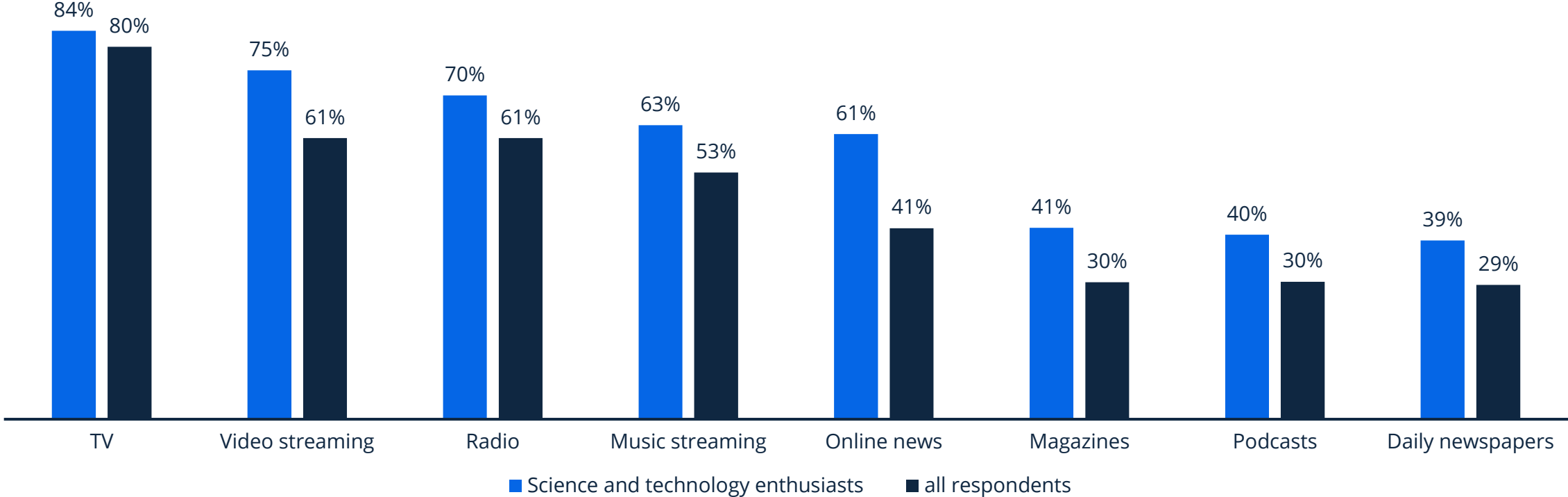


# 84% of science and technology enthusiasts have consumed tv content in the past four weeks



Marketing touchpoints: media usage

Type of media consumers in Germany have been using in the past 4 weeks



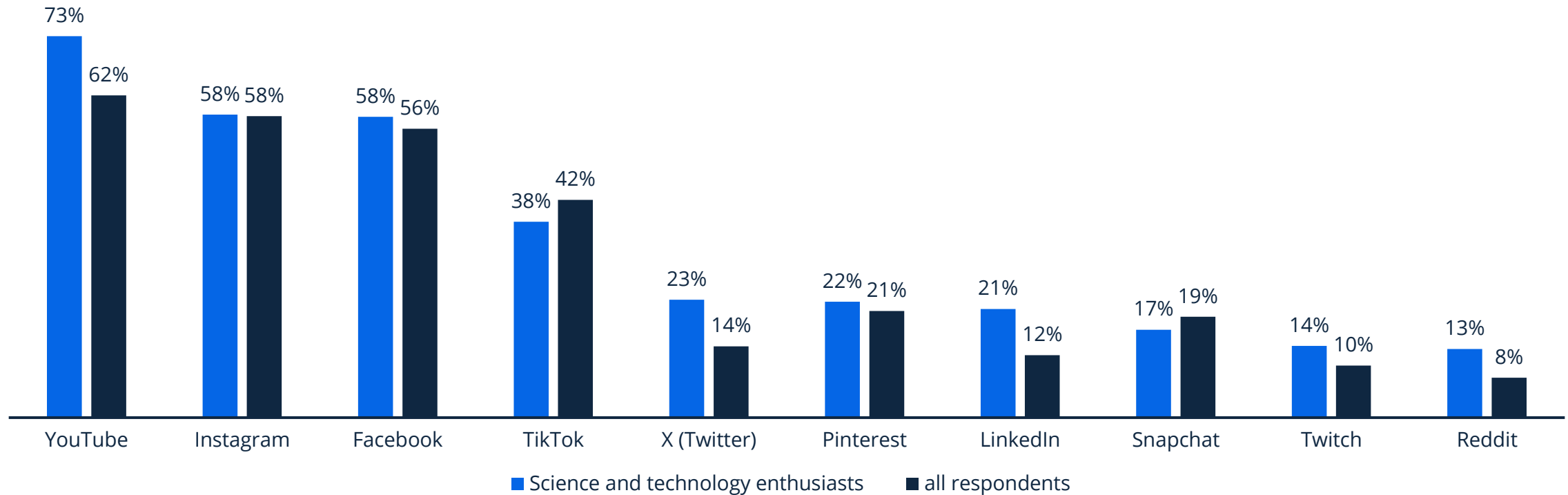
29 **Notes:** "What kind of media have you used in the past 4 weeks?"; Multi Pick; "What topics are you personally interested in? Please think of topics that you read about or watch / listen to"; Base: n= 9,500 science and technology enthusiasts, n= 35,991 all respondents  
**Sources:** [Statista Consumer Insights Global](#) as of March 2026  
[Request Respondent Level Data](#)

# Youtube is the most popular social media brand among science and technology enthusiasts



Marketing touchpoints: social media usage

## Top 10 social networks used by Germany

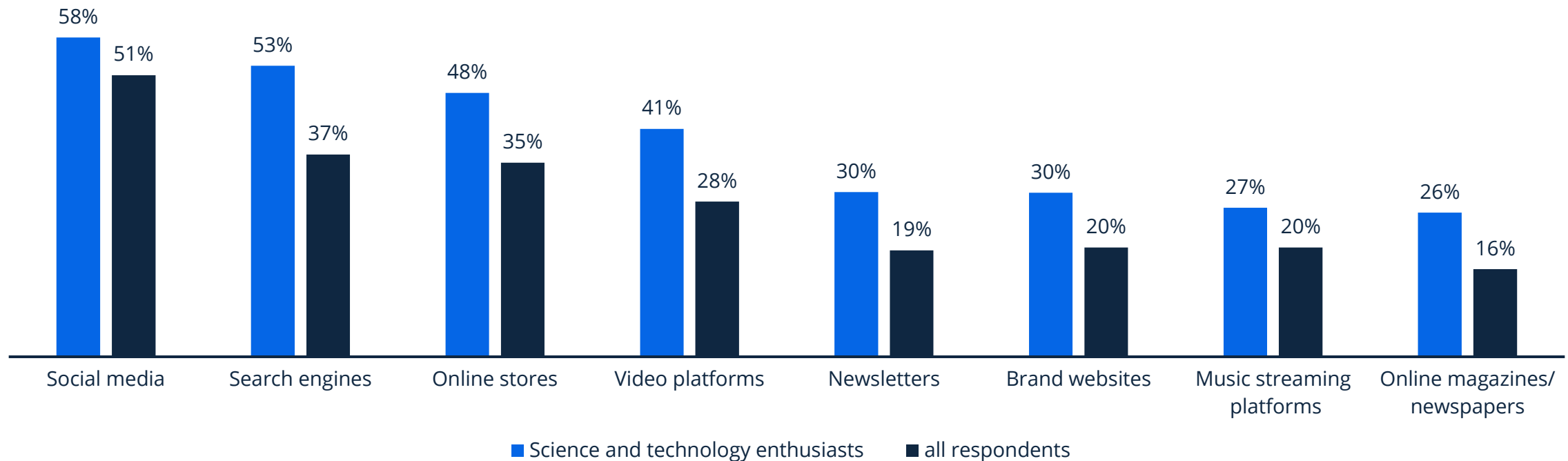


# Ads on social media resonate strongly with science and technology enthusiasts



Marketing touchpoints: digital advertising touchpoints

## Top places where science and technology enthusiasts in Germany have come across digital advertising in the past 4 weeks

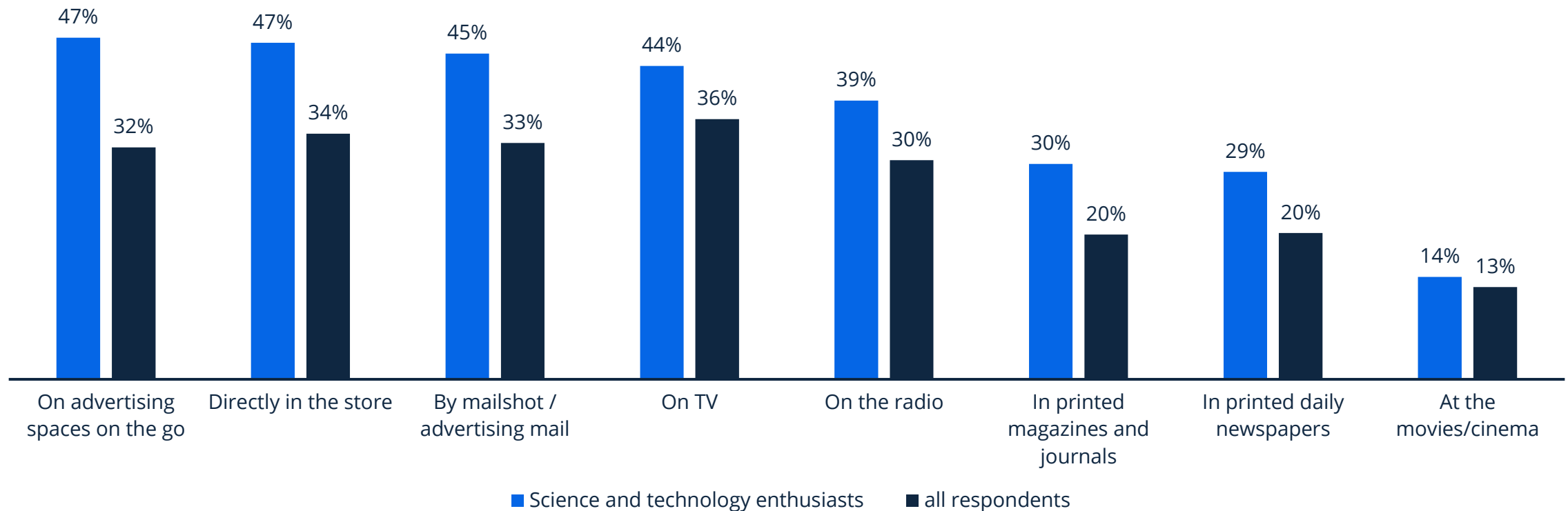


# Advertising on advertising spaces on the go receives the highest recall and recognition with science and technology enthusiasts



Marketing touchpoints: non-digital advertising touchpoints

## Top places where consumers in Germany have come across non-digital advertising in the past 4 weeks



## STATISTA CONSUMER INSIGHTS

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### MEDIA & ADVERTISING

Media usage by channel



### INTERNET & SOCIAL MEDIA

Internet usage by device



### COVID-19

COVID-19 vaccination

**Consumer Insights**  
by **statista** 

# Authors



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Umair Bashir has a background in Chemical Engineering combined with a keen interest in data. In his current role at Statista, he holds the role of preparing & publishing reports, statistics, and brand profile pages on the Statista platform.

Additionally, he is responsible for creating fresh content pieces across a diverse spectrum of consumer-focused topics.



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Jilson Varghese has a background in Financial Accounting & Auditing and Business Economics. Additionally, he pursued studies in Retail Banking Sales Management at ITM University, Raipur. During his studies, he interned at ICICI Bank.

In his current position within the Consumer Insights team, Jilson provides support with creating reports, as well as being the resident expert for quality assurance.