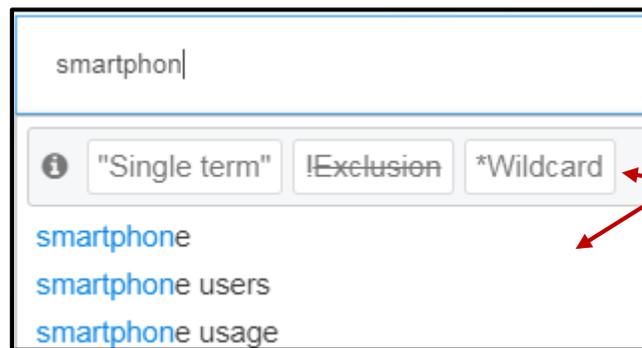


Quick Guide

Statista provides access to statistics on over 80,000 topics from 18,000 sources, making it one of the world's largest statistical portals. It is a key source of market and industry data with coverage of various societal topics as well (e.g., health, politics, etc.). Statista is accessible both on and off campus. You can link to Statista from the Statistics link on the Library's homepage. Links to Statista can also be found in the business subject guides and the *Statistics & Data* subject guide.

Search: You can search Statista by browsing the various categories at the top of the screen:



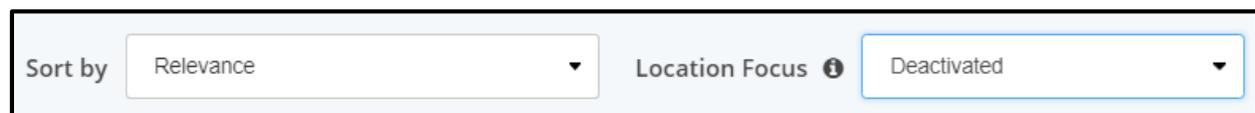
You can also search by entering key words into the search bar. This lets you find resources across the entire site.

Search options include: autocomplete suggestions, phrase searching (enclose terms in quotation marks to search an exact phrase), term exclusion (put an exclamation mark (!) in front of a search term to exclude it), and wildcard searching (put an asterisk before or

after a word to find terms that contain that word, e.g., *phone will find both smartphone and iphone).

Please note: &, +, |, AND, OR, and NOT do not function as search operators. A space between words is the equivalent of the Boolean AND.

Sort and filter: There are various options for sorting and filtering your results. Below the search box on the search results page, the Sort function allows you to sort by relevance, date of publication, or popularity. The Location Focus allows you to prioritize your results by country.

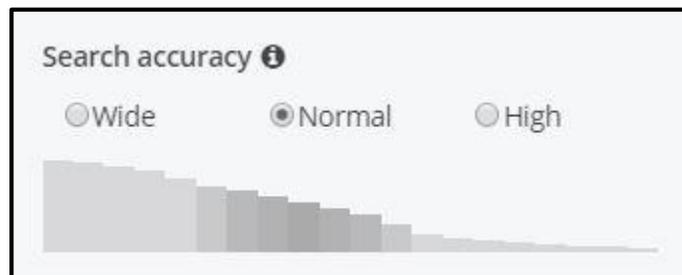


Filters along the left side of the results page, enable you to refine your search to specific types of content (e.g., statistics, infographics, studies & reports, etc.) or to adjust your search accuracy:

Normal: Terms are combined with AND and include word variants.

Wide: Terms are combined with OR and include word variants.

High: Terms are combined with AND and include only identical words.



Additional search filters include the ability to limit results by region or country, industry, or by publication date. After selecting or changing filters, you will need to click Refresh Search (located at the bottom of the search filters or in the initial search box at the top of the page).

Content is international in scope and is aggregated from a wide variety of sources including: trade organizations, market research companies, government departments and agencies, company reports, scientific journals, and more.

Depending on the search, your search results may include the following types of content:

Statistics in the form of a single graph or chart.

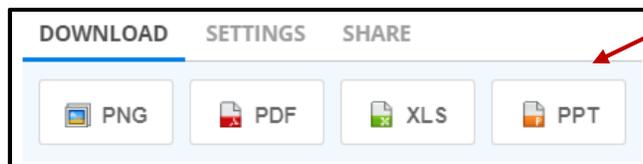
Infographics: Fancier graphs or charts, often including brief commentary from a data journalist at Statista.

Forecasts & Surveys: data on market trends for approximately 400 industries in 40 countries and data from consumer and expert surveys conducted by researchers at Statista.

Topics: topic pages are a good place to start your research as they provide an overview of all content on a specific topic.

Studies and Reports: such as Dossiers (compilations of top statistics on a topic), studies including market outlook reports, Toplists (top companies in a specific industry or region), and industry and country reports.

Content can be downloaded in various formats (e.g., PowerPoint, Excel, PDF, PNG). Detailed source information is provided for all content and citations can be automatically generated in major bibliographic formats.



Download options: PNG and PDF downloads pictures of a graph. PPT creates slides using chart objects, which can be more easily edited.

To download raw data, use the XLS download option.

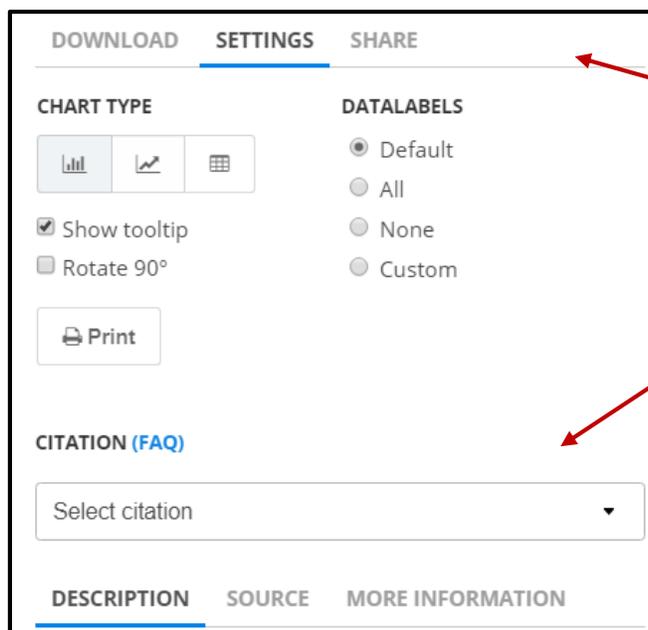


Chart settings: Allows you to show data values on the chart, change the chart type, or disable tooltips.

Citation options: APA, Chicago, MLA, etc.

Source description and details: Shows who collected the data and when. May include a link to the original source.