

## GUÍA DE USO DE STATISTA

[Introducción a Statista: qué es, qué información contiene y qué nos ofrece](#)

[Cómo acceder](#)

[Cómo buscar](#)

[Navegar por las categorías](#)

[Statistics](#)

[Reports](#)

[Expert tools](#)

[Infografías](#)

[Buscador](#)

[Manejar los resultados](#)

[Ordenación de resultados](#)

[Filtros](#)

[Información en cada resultado](#)

[Exportar datos](#)

[Citar datos](#)

[Ver el origen de los datos](#)

[Ayudas y videotutoriales](#)

### Introducción a Statista: qué es, qué información contiene y qué nos ofrece

**Descripción:** Portal estadístico internacional que recopila en una única plataforma datos sobre más de 80.000 temas, procedentes de más de 18.000 fuentes, dando acceso a más de un millón y medio de estadísticas, previsiones, estudios de mercado, encuestas de opinión y demográficas, dossieres, informes e infografías de 21 sectores, informes de países, etc. El tiempo de cobertura normalmente es de diez años, variando por sector, materia o país.

**Fuentes:** Los datos son recopilados de unas 18.000 fuentes internacionales entre las que destacamos fuentes gubernamentales, organizaciones internacionales, revistas científicas, instituciones de investigación de mercados, estudios sobre grupos de consumo, informes comerciales, libros y otras publicaciones estadísticas relevantes. Statista muestra la información de manera más amigable y ordenada para facilitar su interpretación.

<https://www.statista.com/sources/1/>

Para cada resultado se indica la fuente de la que ha sido obtenida y en algunos casos se enlaza a la fuente original.

## Qué permite:

La información conseguida se puede descargar en varios formatos: imagen, PDF, Excel y PowerPoint. Esta información puede ser utilizada y publicada para ilustrar en una presentación, en un trabajo, etc.

Dispone de una ayuda para facilitar la cita de los datos en diferentes estilos bibliográficos (APA, Chicago, Harvard, ...).

## Cómo acceder

Desde la web de la Biblioteca en la pestaña de "Bases de datos" busque por Statista.



The screenshot shows the University of Navarra Library website. At the top, there is a red header with the university logo and name, and a navigation bar with links like "Biblioteca accesible", "FAQs", "Mi cuenta", and "English". Below the header is a banner image of bookshelves. The main navigation menu includes sections: "CONÓCENOS", "BIBLIOTECAS", "SERVICIOS", and "INV". The "BIBLIOTECAS" section lists "Salas de Trabajo en Grupo", "Hemeroteca / Mediateca. Ciencias", and "Sala de Lectura. Campus Madrid". The "SERVICIOS" section lists "Petición de libros. Préstamo", "Préstamo interbibliotecario", and "Impresoras, portátiles y wifi".

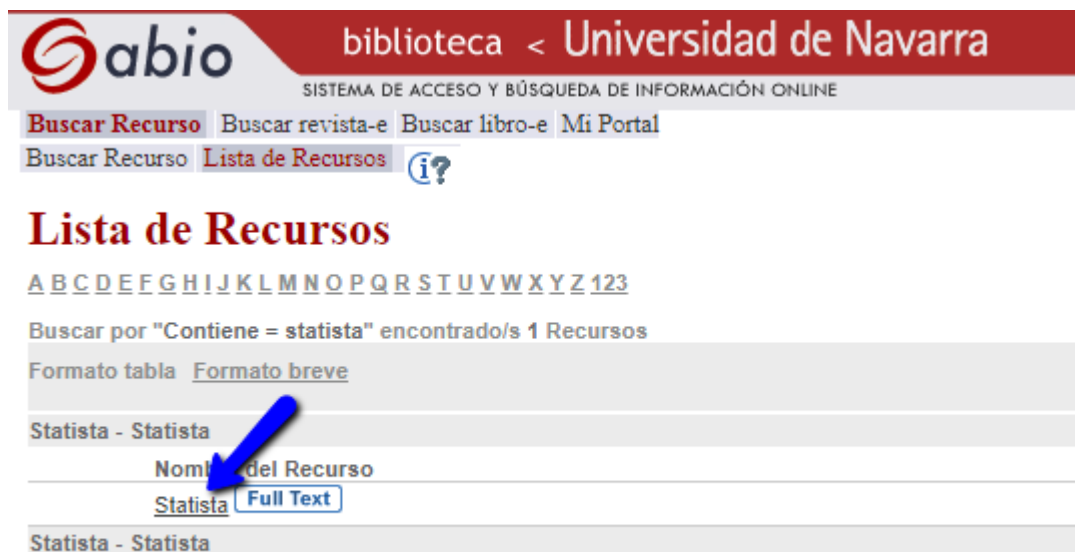
Below the navigation menu, there is a breadcrumb trail: "Estás en: Universidad de Navarra. Biblioteca". A blue arrow points to the "BASES DE DATOS" tab in the search bar, which is highlighted in red. The search bar also includes tabs for "UNIKA", "LIBROS Y MÁS", "REVISTAS", "DADUN", and "MIS ASIGNATURAS".

Under the "BASES DE DATOS" tab, there is a search form with the text "El título de la base de datos" and two radio buttons: "Empieza por" and "Contiene". The "Contiene" radio button is selected. The search input field contains the word "statista" and is highlighted with a blue box. A "BUSCAR" button is next to the input field. Below the search bar, there are links for "Saber" and "Bases de datos por materias".

At the bottom of the page, there is a section titled "La Biblioteca informa" and a "Servicios" section with a carousel of images.


Haga clic sobre el nombre de la base de datos para acceder.

**NOTA:** si se encuentra fuera del campus previamente le pedirá identificarse con su usuario y contraseña de la Universidad.



**abio** biblioteca < Universidad de Navarra  
SISTEMA DE ACCESO Y BÚSQUEDA DE INFORMACIÓN ONLINE

[Buscar Recurso](#)
[Buscar revista-e](#)
[Buscar libro-e](#)
[Mi Portal](#)

[Buscar Recurso](#)
[Lista de Recursos](#)


## Lista de Recursos

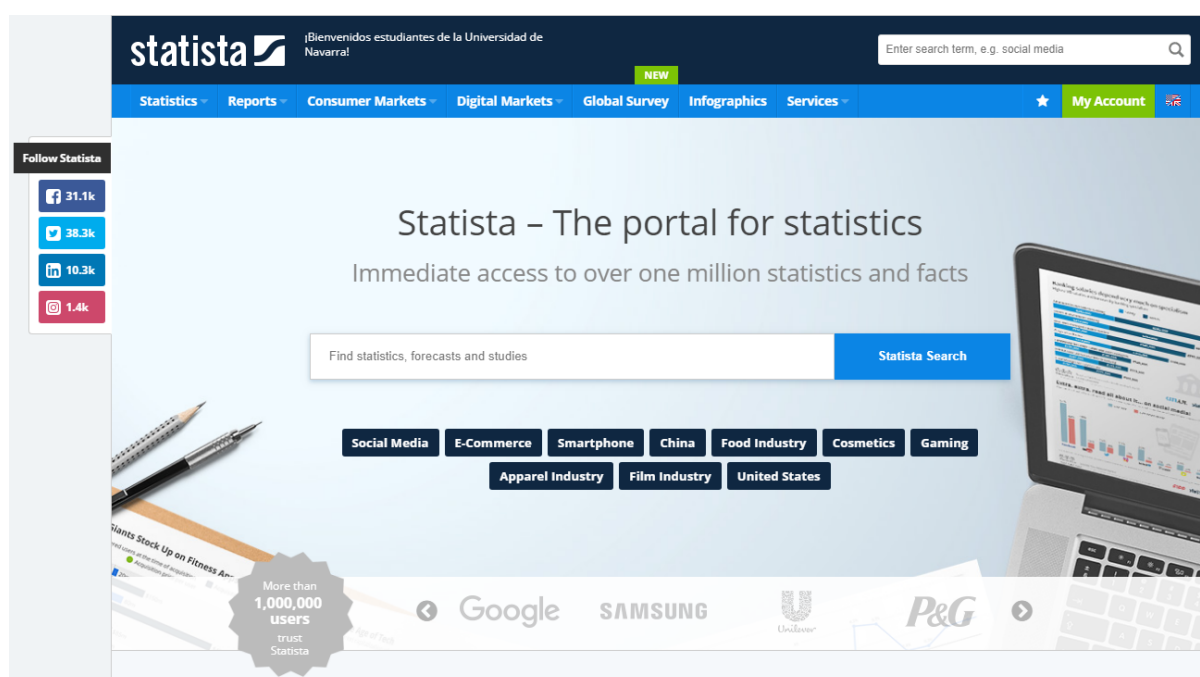
[A](#)
[B](#)
[C](#)
[D](#)
[E](#)
[F](#)
[G](#)
[H](#)
[I](#)
[J](#)
[K](#)
[L](#)
[M](#)
[N](#)
[O](#)
[P](#)
[Q](#)
[R](#)
[S](#)
[T](#)
[U](#)
[V](#)
[W](#)
[X](#)
[Y](#)
[Z](#)
[123](#)

Buscar por "Contiene = statista" encontrado/s 1 Recursos

Formato tabla [Formato breve](#)

Statista - Statista
<p>Nombr del Recurso</p> <p>Statista <a href="#">Full Text</a></p>

Statista - Statista



**statista** ¡Bienvenidos estudiantes de la Universidad de Navarra!

Enter search term, e.g. social media

NEW

[Statistics](#)
[Reports](#)
[Consumer Markets](#)
[Digital Markets](#)
[Global Survey](#)
[Infographics](#)
[Services](#)
[My Account](#)

Follow Statista

Facebook 31.1k  
 Twitter 38.3k  
 LinkedIn 10.3k  
 Instagram 1.4k

## Statista – The portal for statistics

Immediate access to over one million statistics and facts

Find statistics, forecasts and studies

**Statista Search**

[Social Media](#)
[E-Commerce](#)
[Smartphone](#)
[China](#)
[Food Industry](#)
[Cosmetics](#)
[Gaming](#)

[Apparel Industry](#)
[Film Industry](#)
[United States](#)

More than 1,000,000 users trust Statista

Google SAMSUNG Unilever P&G

## Cómo buscar

Para encontrar información en Statista tenemos 2 opciones: utilizar el buscador o navegar por las categorías o materias.

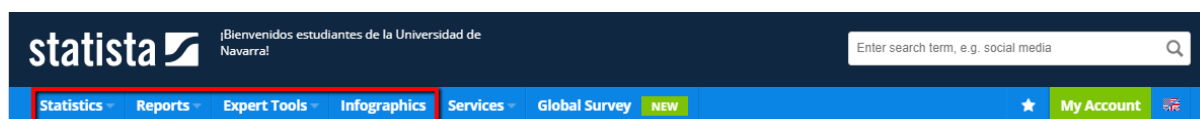
## Navegar por las categorías

Statista tiene varios apartados según el tipo de información o dato que estemos buscando. Además, dentro de cada una de estas opciones encontraremos más subdivisiones. Por ej. de diferentes mercados. Cada área se subdivide en otras categorías e iremos navegando hasta encontrar lo que nos interesa. En algunas ocasiones también nos encontraremos un buscador que nos permitirá acotar la búsqueda a ese área.  
Por ejemplo: Reports → Industry reports.

Las grandes áreas son:

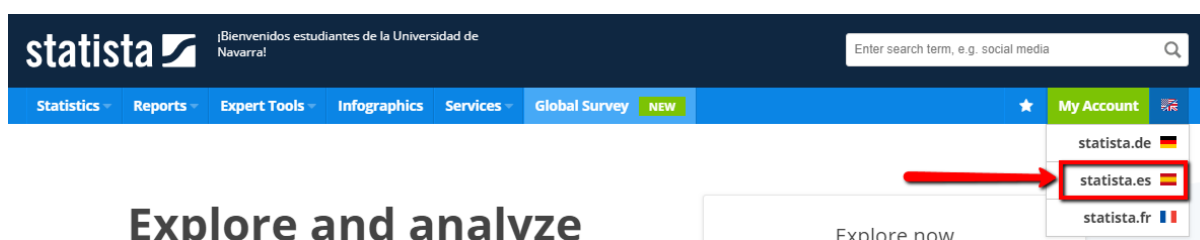
- Statistics
- Reports
- Consumer markets
- Digital Markets
- Infographics

Podemos acceder a ellas debajo del banner.



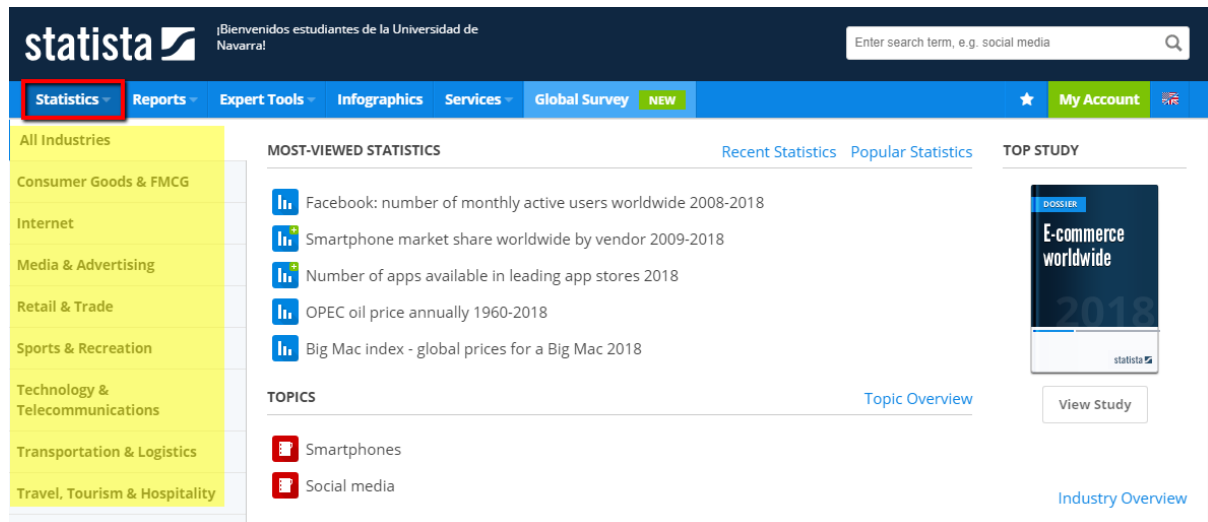
**NOTA:** La Biblioteca no tiene acceso a “Global Survey”.

Podemos cambiar el idioma y ver los menús en español. Recomendamos utilizar la versión inglesa que es más completa.



## Statistics

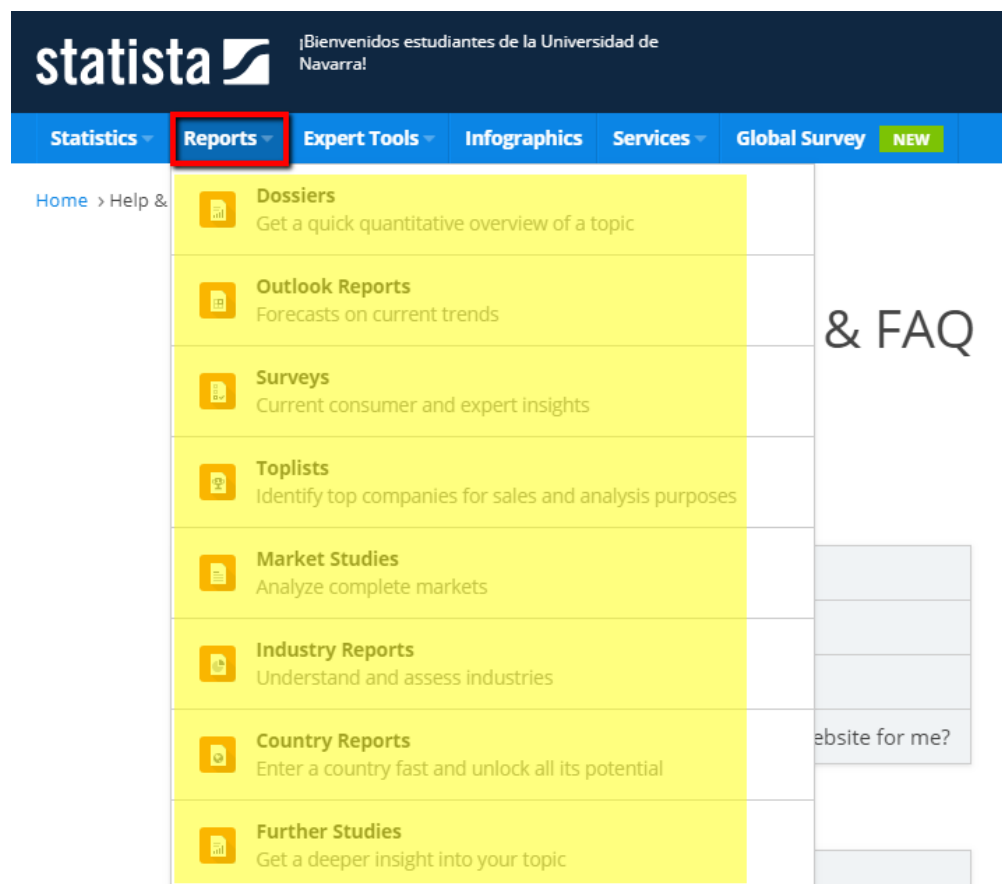
Si situamos el ratón sobre el menú “Statistics” nos mostrará más subcategorías temáticas de diferentes sectores de los que obtener datos.



The screenshot shows the Statista website homepage. The header includes the Statista logo, a welcome message for University of Navarra students, a search bar, and navigation links: Statistics, Reports, Expert Tools, Infographics, Services, Global Survey, and a NEW button. A sidebar on the left lists various industries. The main content area features 'MOST-VIEWED STATISTICS' with a list of trending topics like Facebook users and smartphone market share. There are also links for 'TOP STUDY' and 'TOPICS'.

## Reports

En el menú “Reports” encontraremos estudios de mercado, informes de industrias, pronósticos y tendencias, informes de países, etc.



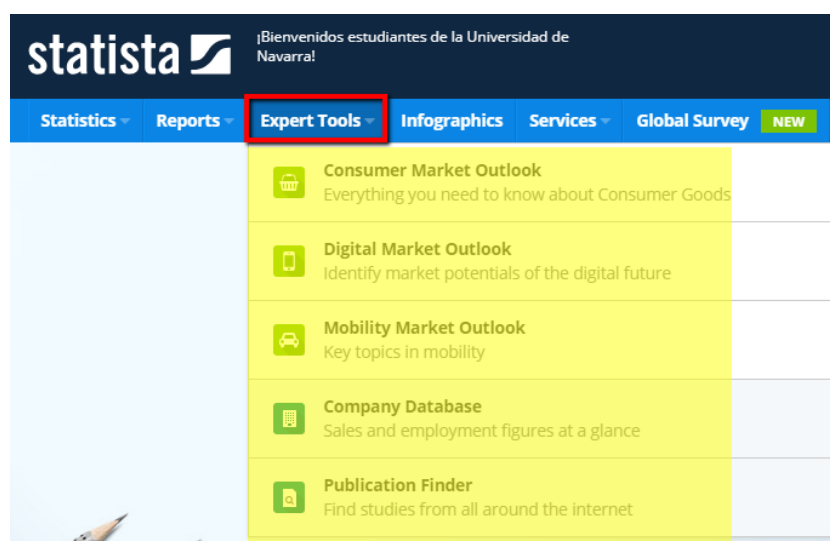
This screenshot shows the 'Reports' dropdown menu from the Statista website. The menu is highlighted with a red box. It lists several report categories with brief descriptions:

- Dossiers**: Get a quick quantitative overview of a topic
- Outlook Reports**: Forecasts on current trends
- Surveys**: Current consumer and expert insights
- Toplists**: Identify top companies for sales and analysis purposes
- Market Studies**: Analyze complete markets
- Industry Reports**: Understand and assess industries
- Country Reports**: Enter a country fast and unlock all its potential
- Further Studies**: Get a deeper insight into your topic

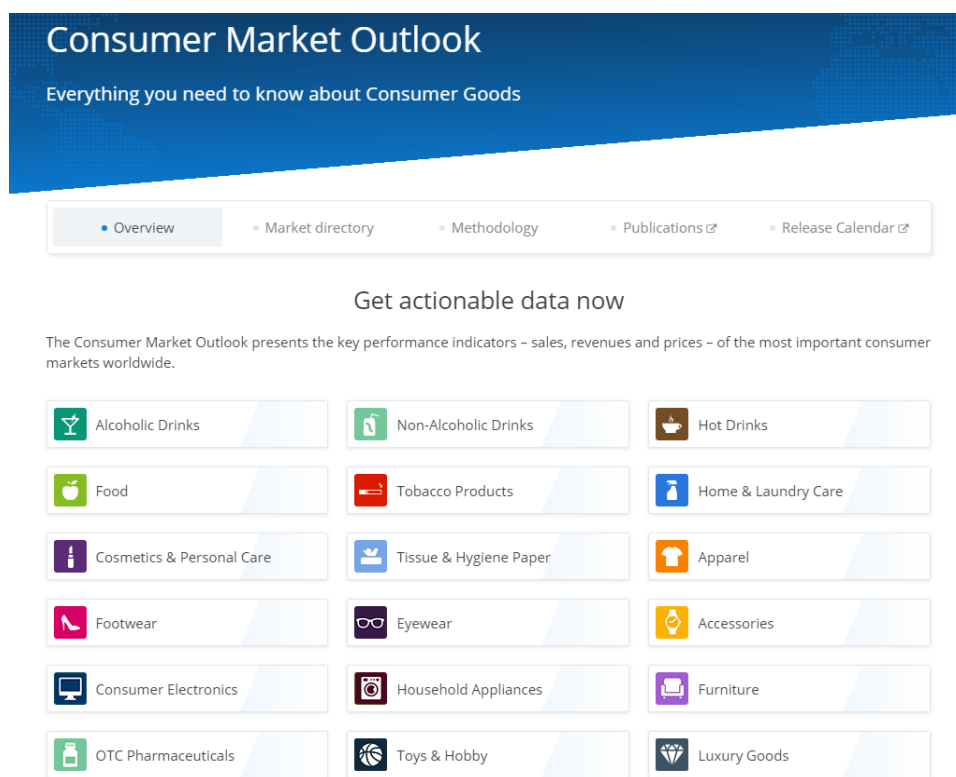
To the right of the menu, the text '& FAQ' is visible, along with a partially obscured text 'ebsite for me?'.

## Expert tools

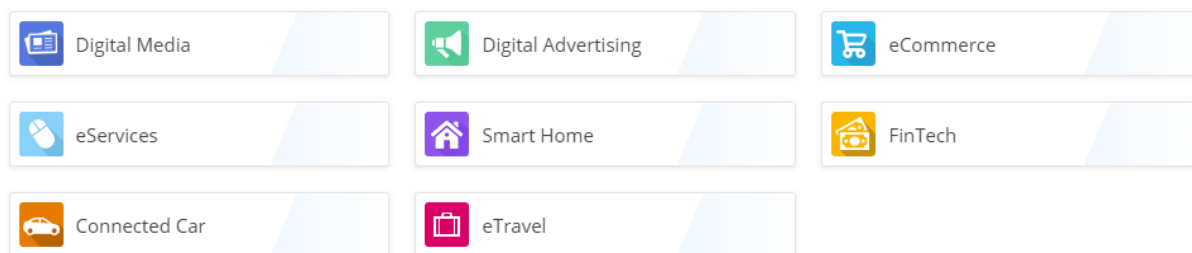
Dentro de la opción “Expert tools” podemos encontrar información sobre bienes de consumo así como mercados digitales y mercado de la movilidad, información sobre empresas (trabajadores y ventas) y un buscador de publicaciones (informes anuales y estudios).



Cada una de estas áreas se va subdividiendo en otras categorías. Por ejemplo, en el caso de “Consumer Market Outlook”:



En cuanto a los mercados digitales nos encontramos estas categorías.



## Infografías

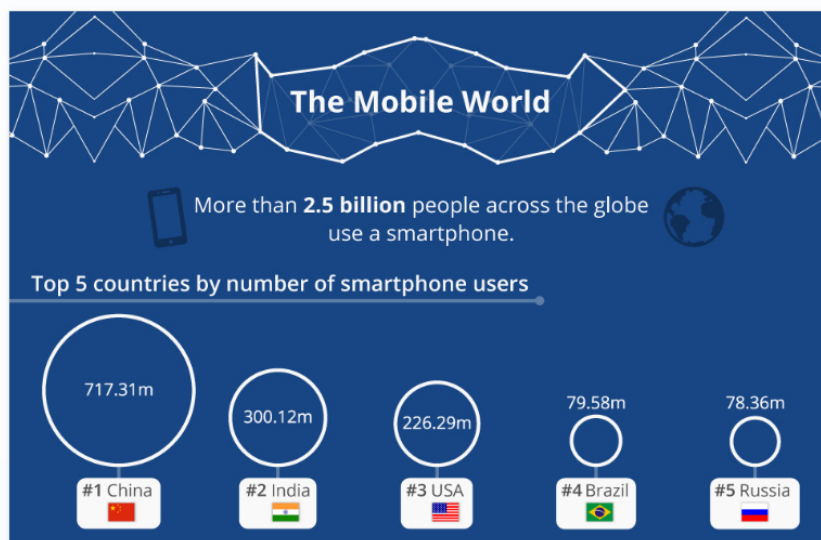
### The Mobile World

by [Felix Richter](#), Feb 23, 2018

More than 100,000 people are expected to come together in Barcelona next week for the [GSMA Mobile World Congress](#). Phone manufacturers, mobile carriers and other industry players will show off and discuss the latest trends at what is the world's largest exhibition for the mobile industry. The following chart sums up some key facts about the [smartphone market](#) and takes a look at several trends that are expected to play a role at this year's event.



**Felix Richter**  
Data Journalist  
[felix.richter@statista.com](mailto:felix.richter@statista.com)  
+49 (40) 284 841 557



#### DESCRIPTION

This chart sums up a couple of interesting facts about the mobile phone industry.

Report

Download Chart



#### URL TO BE USED AS REFERENCE LINK:

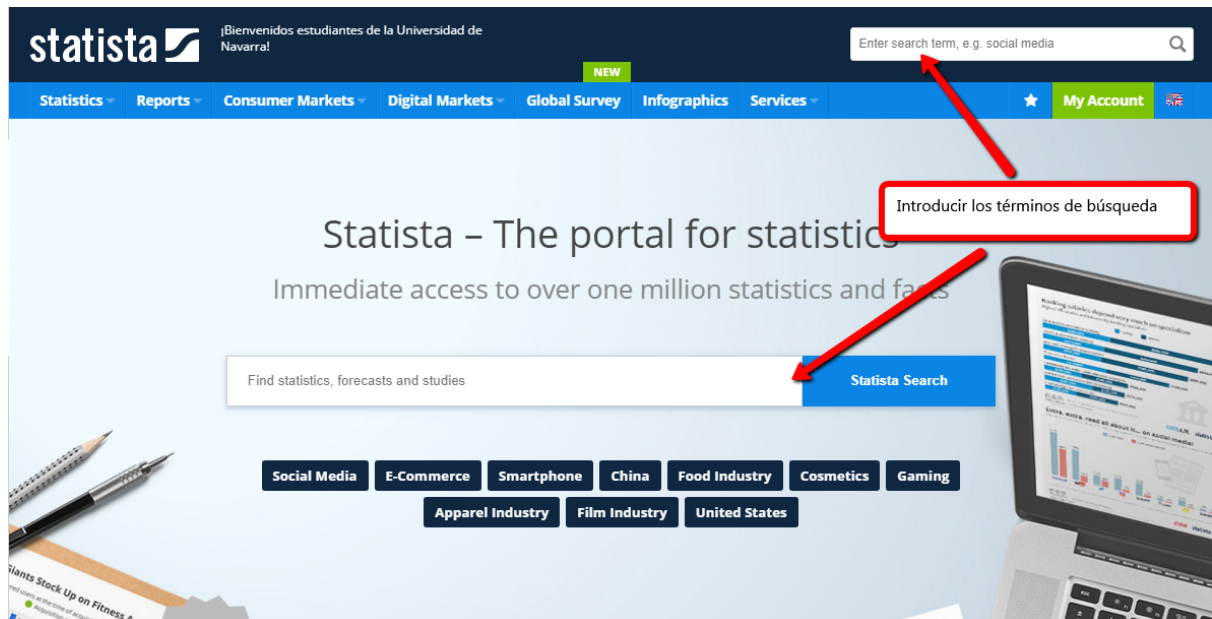
<https://www.statista.com/chart/13037/key-facts-about-the-mobile-phone-industry/>

#### HTML CODE TO EMBED CHART

```
<a href="https://www.statista.com/chart/13037/key-facts-about-the-mobile-"
```

## Buscador

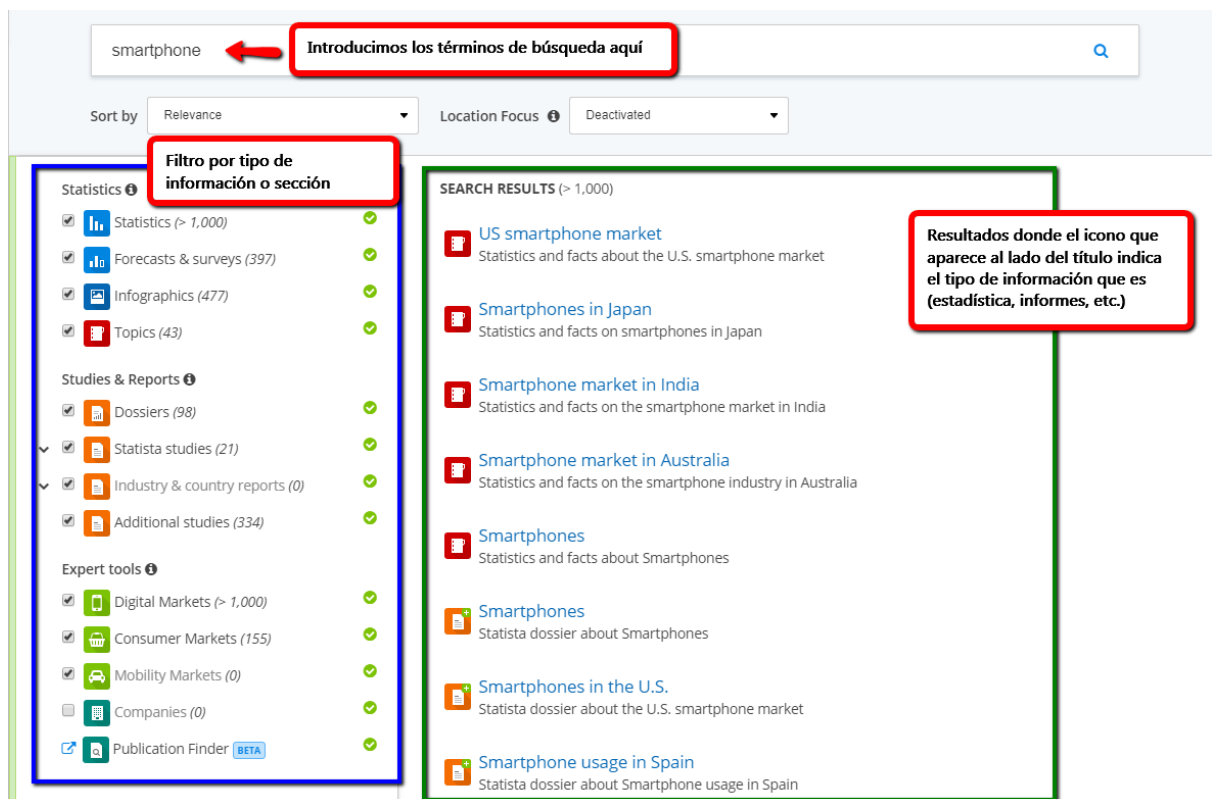
Para buscar información en Statista introducimos las palabras clave en el cajetín de búsqueda.



## Manejar los resultados

Si optamos por el buscador recuperaremos varios resultados de tipologías diferentes que podremos ir filtrando hasta llegar a la información que nos interesa.

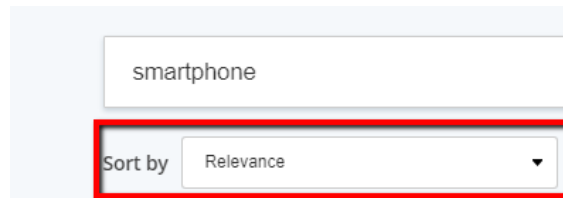
Una vez buscamos así se distribuye la información en la pantalla de resultados.





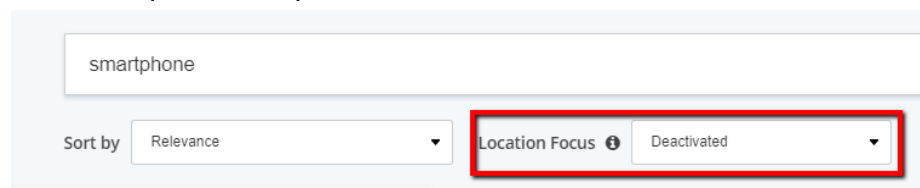
## Ordenación de resultados

Podemos ordenar los resultados por relevancia, fecha de publicación o popularidad.



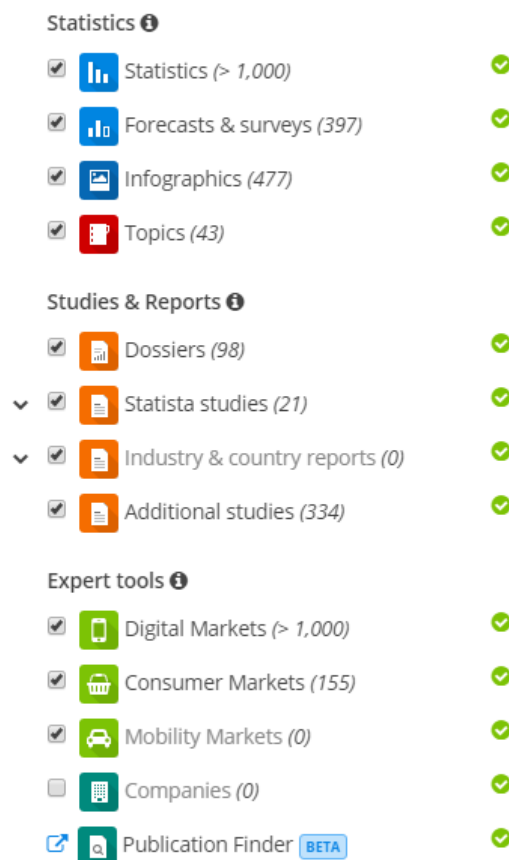
## Filtros

Podemos enfocar la búsqueda a un país concreto.



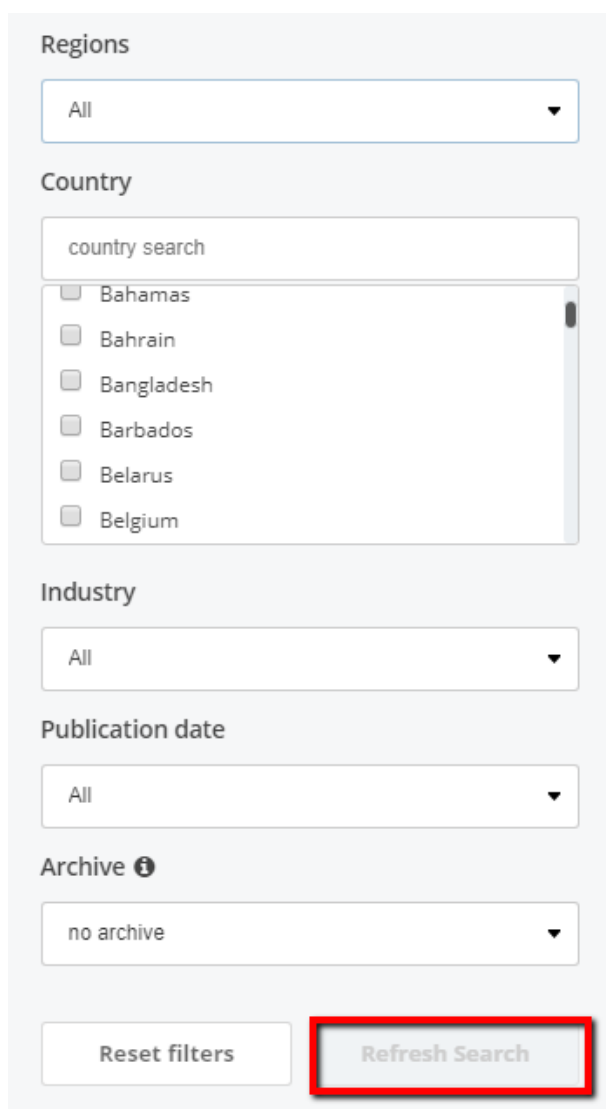
A la izquierda de la pantalla podemos añadirle filtros.

- Por tipo de información



- Por región (África, Europa, OCDE, etc.)
- Por país
- Industria
- Fecha de publicación

Para aplicar los filtros, una vez seleccionado alguno hacemos clic en “Refresh search”.



**Regions**

All ▼

**Country**

country search

- ☐ Bahamas
- ☐ Bahrain
- ☐ Bangladesh
- ☐ Barbados
- ☐ Belarus
- ☐ Belgium

**Industry**

All ▼

**Publication date**

All ▼

**Archive ⓘ**

no archive ▼

Reset filters Refresh Search

## Información en cada resultado

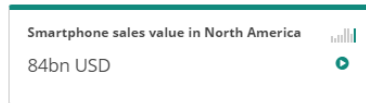
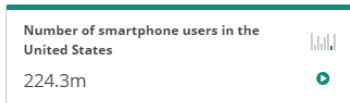
La información que ofrece varía en función del tipo de contenido.

**Topic:** Recoge información de todo tipo tanto estudios como estadísticas y las enlaza.

## Smartphones in the U.S. - Statistics & Facts

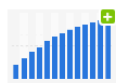
The United States is one the largest smartphone markets in the world with one of the highest [smartphone penetration rates](#) worldwide. In 2017, 68.4 percent of the U.S. population use a smartphone. This is a significant increase from the 2012 figure, when the country's penetration rate stood at almost 40 percent. The [number of U.S. smartphone users](#) is estimated to grow to more than 230 million in 2018, which roughly corresponds to ten percent of the estimated number of all [smartphone users worldwide](#) for that year.

[Read more](#)



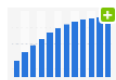
### SMARTPHONES IN THE U.S. - IMPORTANT STATISTICS

#### 1. Users & penetration



##### Smartphone users in the United States 2010-2022

Number of smartphone users in the United States from 2010 to 2022 (in millions)\*



##### Smartphone penetration in the U.S. as share of population 2010-2022

Smartphone penetration rate as share of the population in the United States from 2010 to 2021\*

### THE WHOLE TOPIC IN ONE DOCUMENT



- ✓ Edited and prepared
- ✓ Download in PPT/PDF format
- ✓ Instant access
- ✓ From \$365-  
**Free of charge with your account**

[View dossier](#)

#### Users & penetration

**Number of smartphone users in the United States** 224.3m

**Share of U.S. population that uses a smartphone** 67.3%

**Smartphone household penetration in the U.S.** 74%

**Number of iPhone users in the United States** 90m

#### Sales & shipments

**Smartphone sales value in North America** 84bn USD

**Dossier:** incluye un breve resumen, la tabla de contenidos, opciones de descarga, etc.

## Smartphone usage in Spain



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

Statista dossier about Smartphone usage in Spain

This dossier presents a selected range of statistics and data about smartphone consumption in Spain. Particular emphasis is placed on reach, penetration, operative systems and market size. Additional data and facts about consumer habits and attitudes are also included.

### Table of contents



#### 1. Smartphone market

- Western Europe smartphone sales value 2013-2017
- Central & Eastern Europe smartphone sales value 2013-2017
- Share of mobile phone shipments in Europe 2015-2018, by vendor
- Western Europe smartphone unit shipments 2013-2017

### Dossier Details

#### Smartphone usage in Spain

**Source(s):** Statista

**Pages:** 81

**Document:** PPTX,  
 PDF

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

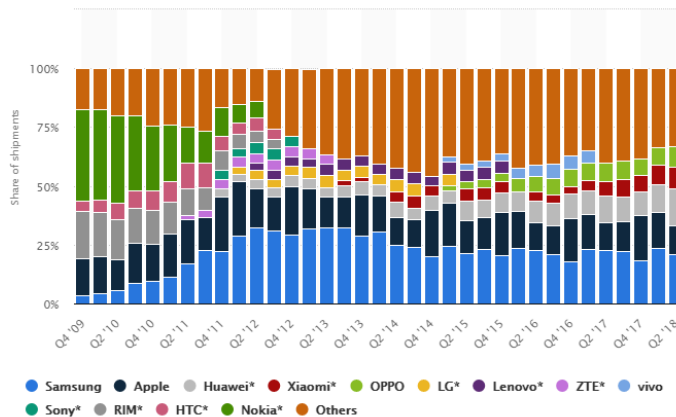
~~\$365.00~~  
**Free of charge**  
with your account

PowerPoint (PPTX)

PDF

**Estadísticas:** gráfico visual, opciones de descarga, descripción de los datos, fuente, otras estadísticas, informes y “topics” relacionados disponibles ...

## Global market share held by leading smartphone vendors from 4th quarter 2009 to 2nd quarter 2018



**Additional Information:** Worldwide; IDC; 4th quarter 2009 to 2nd quarter 2018

© Statista 2018

Source: IDC

DOWNLOAD SETTINGS SHARE

PNG PDF XLS PPT

CITATION (FAQ)

Select citation

DESCRIPTION SOURCE MORE INFORMATION

This statistic shows the global market share (in shipments) held by smartphone vendors worldwide, from the fourth quarter of 2009 to the second quarter of 2018. In the second quarter of 2018, Samsung's market share was 20.9 percent. In 2017, [Samsung shipped more than 317.3 million smartphones worldwide](#).

### Smartphone market share - additional information

Samsung, known for consumer products such as mobile devices and home entertainment systems, is the global leading smartphone vendor. Since 2012,

Show more



## Further Content: Statistics, Studies, and Topic Pages

### Statistics

- Smartphone shipments share in China 2015-2017, by vendor
- Smartphone brands purchase consideration in the U.S. 2017
- Smartphone sales in China until 2015, by brand
- Market share of smartphones based on sales to distributors 2011
- Market share of 3G smartphone providers in China 2013
- Global smartphone shipments

### Topics

- Apple
- iPhone
- Mobile internet usage worldwide
- Samsung Electronics
- Mobile Communications
- Mobile Communications in the United States
- US smartphone market
- Telecommunication services

### Studies

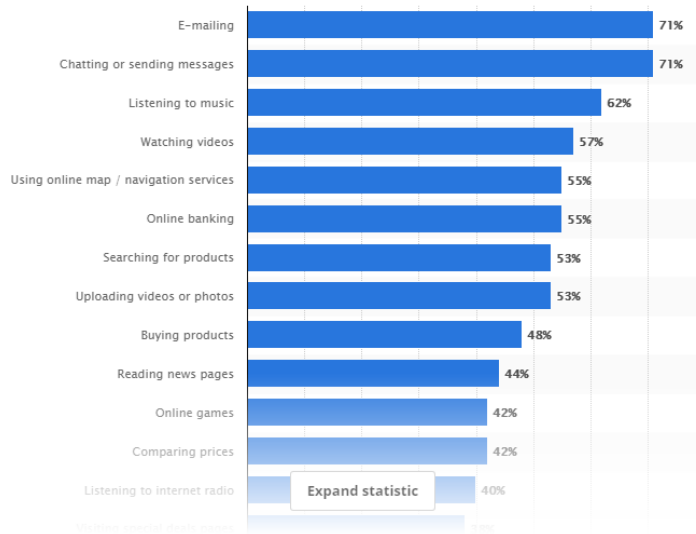
- Smartphone market in India
- Smartphone usage in Spain
- Smartphone market in Japan
- Smartphone market in Europe
- Smartphone market in China
- Smartphone market in Australia
- Smartphone users in France
- Smartphones in the U.S.

**Surveys:** gráficos, datos, información sobre el nº de respuestas, etc.

Technology & Telecommunications > Telecommunications > Mobile activities via smartphone in the U.S. 2017

[Back to search](#)

## Which of these things have you used a smartphone for in the past 4 weeks?



DOWNLOAD SETTINGS SHARE



CITATION (FAQ)

Select citation

DESCRIPTION SOURCE MORE INFORMATION

The displayed data on mobile activities via smartphone shows results of the [Statista Global Consumer Survey](#) conducted in the United States in 2017. Some 71 percent of respondents stated that they had used a smartphone for chatting and sending messages in the past 4 weeks.

The [Statista Global Consumer Survey](#) offers a global perspective on consumption and media usage, covering the offline and online world of the consumer.

© Statista 2018

**Additional Information:** United States; Nov 22 to Dec 27, 2017; 1,695 respondents; 18 to 64 years; respondents who use a smartphone regularly

**Source:** Statista Survey (Global Consumer Survey)

## Digital markets

### Mobile Games

worldwide

\$ USD

Download

HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE REPORTS SPECIAL

- Revenue in the Mobile Games segment amounts to US\$42,192m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 5.9%, resulting in a market volume of US\$52,992m by 2022.
- User penetration is 26.3% in 2018 and is expected to hit 31.4% by 2022.
- The average revenue per user (ARPU) currently amounts to US\$31.20.

[Show more](#)

Global Revenue Ranking (2018) #1  
China

Quick navigation

Revenue User ARPU Global Comparison Key Market Indicators

Revenue  
in million US\$

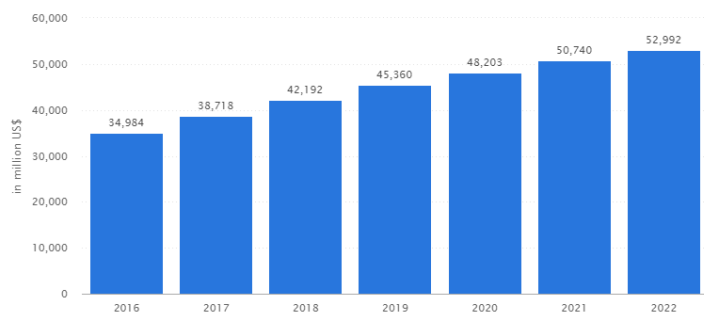
Reading Support

Revenue in the Mobile Games segment amounts to US\$42,192m in 2018.

PNG Download

Revenue

Revenue Growth



Source: Statista, June 2018; Selected region only includes countries listed in the Digital Market Outlook

Info

## Infografías

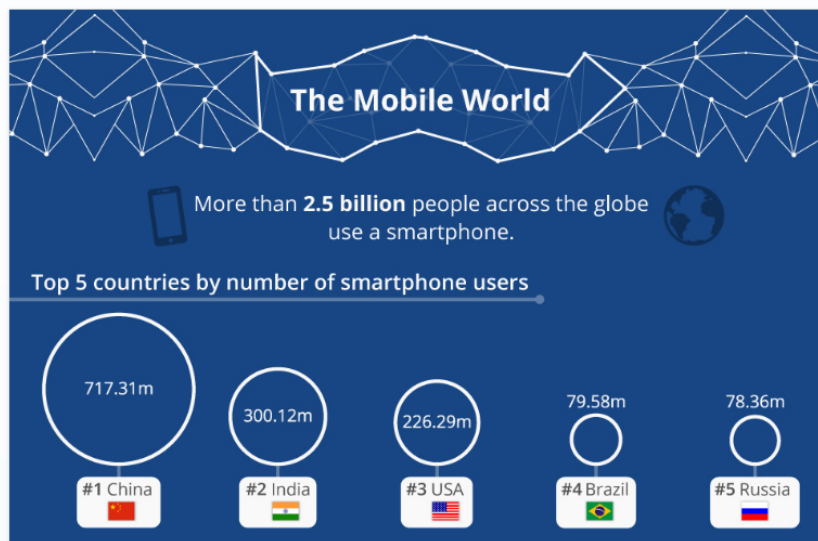
### The Mobile World

by [Felix Richter](#), Feb 23, 2018

More than 100,000 people are expected to come together in Barcelona next week for the [GSMA Mobile World Congress](#). Phone manufacturers, mobile carriers and other industry players will show off and discuss the latest trends at what is the world's largest exhibition for the mobile industry. The following chart sums up some key facts about the [smartphone market](#) and takes a look at several trends that are expected to play a role at this year's event.



**Felix Richter**  
Data Journalist  
[felix.richter@statista.com](mailto:felix.richter@statista.com)  
+49 (40) 284 841 557



#### DESCRIPTION

This chart sums up a couple of interesting facts about the mobile phone industry.

[Report](#)

[Download Chart](#)



#### URL TO BE USED AS REFERENCE LINK:

<https://www.statista.com/chart/13037/key-facts-about-the-mobile-phone-industry/>

#### HTML CODE TO EMBED CHART

```
<a href="https://www.statista.com/chart/13037/key-facts-about-the-mobile-
```

- tags → relanza búsqueda

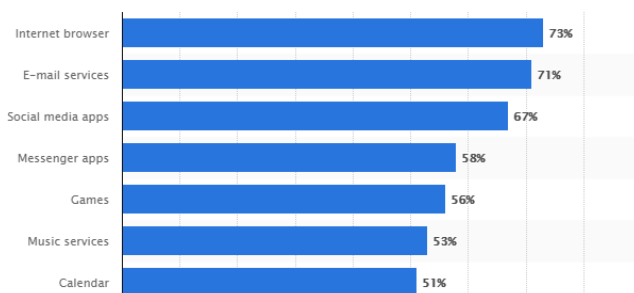
## Exportar datos

Statista permite descargarse en varios formatos la información (.xls, PDF, .png y .ppt). Los formatos dependerá del tipo de información.

Por ejemplo, los informes y dossiers suele ser en pdf y a veces en ppt.

Las estadísticas, forecast y surveys permiten exportar los datos brutos a excel y los gráficos tanto en pdf como en formato imagen y PowerPoint.

### Which kind of smartphone apps do you use regularly?



[DOWNLOAD](#) [SETTINGS](#) [SHARE](#)

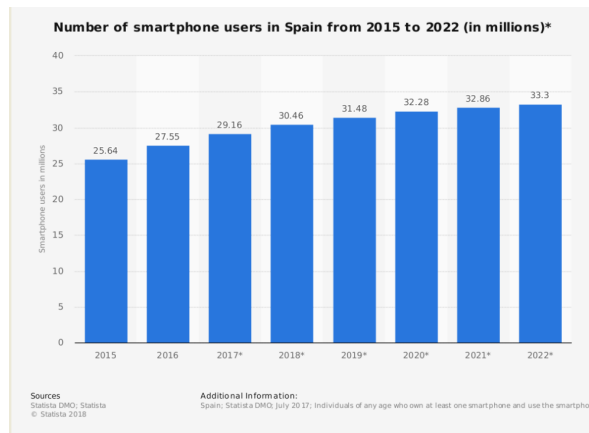


#### CITATION (FAQ)

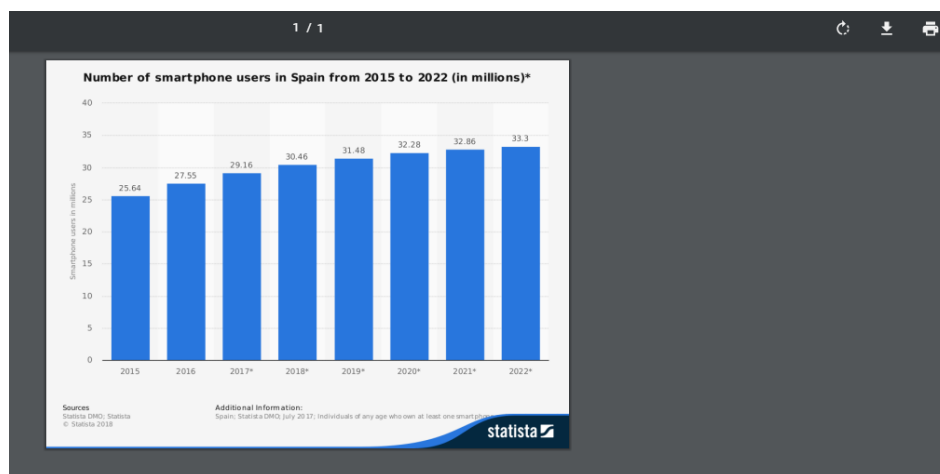
Select citation

[DESCRIPTION](#) [SOURCE](#) [MORE INFORMATION](#)

## Ej. Formato PNG



## Formato PDF



## Formato PowerPoint (ppt)

statistic\_id467185\_smartphone-users-in-spain-2015-2022 - Microsoft PowerPoint

Archivo Inicio Insertar Diseño Transiciones Animaciones Presentación con diapositivas Revisar Vista

Cortar Copiar Pegar Nueva diapositiva Copiar formato Portapapeles Fuente Párrafo Dibujar

1 2 3 4

1. Number of smartphone users in Spain from 2015 to 2022 (in millions)\*

2. Number of smartphone users in Spain from 2015 to 2022 (in millions)\*

3. Number of smartphone users in Spain from 2015 to 2022 (in millions)\*

4. Number of smartphone users in Spain from 2015 to 2022 (in millions)\*

Telecommunications

◆ Number of smartphone users in Spain from 2015 to 2022 (in millions)\*

© Statista, Inc. (NY)

statista

## Formato Excel (.xls)

**Statistic as Excel data file**  
Number of smartphone users in Spain from 2015 to 2022 (in millions)\*  
[Access data](#)

**Source**

Source	Statista DMO; Statista
Conducted by	Statista DMO
Survey period	July 2017
Region	Spain
Type of survey	n.a.
Number of respondents	n.a.
Age group	n.a.
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month. * Forecasted data.

**Note**  
This statistic presents exclusive data by Statista's Market Analytics team and is based on calculations and estimates derived from relevant primary data and third-party data analysis. See our Methodology section for more details.

**Publication**

Published by	Statista
Publication date	July 2017
Original source	Digital Market Outlook
ID	<a href="#">467185</a>

**Resumen e información sobre los datos**

**Datos**

Overview Data

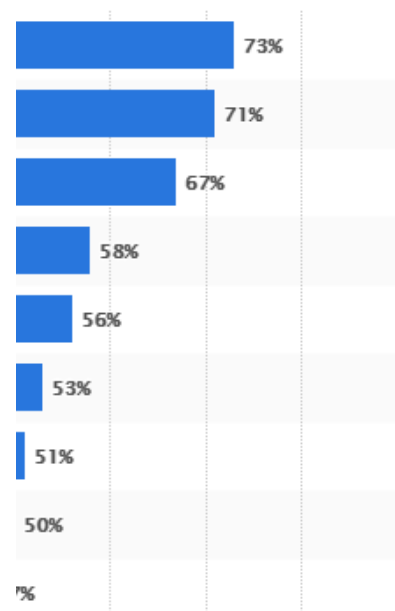
Year	Smartphone users in millions
2015	25.64
2016	27.55
2017*	29.16
2018*	30.46
2019*	31.48
2020*	32.28
2021*	32.86
2022*	33.3



## Citar datos

En el caso de datos estadísticos, Statista nos dice cómo citarlos en diferentes estilos bibliográficos.

### do you use regularly?



DOWNLOAD SETTINGS SHARE

PNG PDF XLS PPT

CITATION (FAQ)

Select citation

Select citation

APA

Chicago

Harvard

MLA

Bluebook

The displayed data on regularly used smartphones apps shows results of the [Statista Global Consumer Survey](#) conducted in the United States in 2017. Some

### CITATION (FAQ)

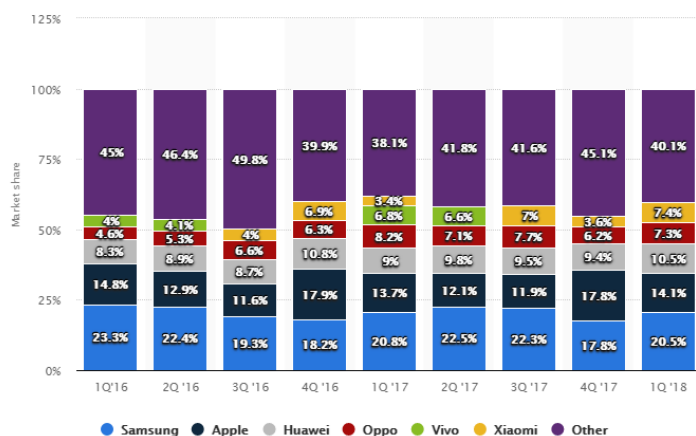
APA

” Statista. (n.d.). Which kind of smartphone apps do you use regularly?. In *Statista - The Statistics Portal*. Retrieved August 7, 2018, from <https://www.statista.com/forecasts/805867/regularly-used-smartphone-apps-in-the-us>.

## Ver el origen de los datos

Para ver el origen o fuente de los datos podemos hacerlo desde la información que proporciona sobre el registro.

## Share of smartphone unit sales to end users by vendor from the 1st quarter of 2016 to the 1st quarter of 2018



Additional Information: Worldwide; Gartner; 2016 to 2018

© Statista 2018

Source: Gartner

DOWNLOAD SETTINGS SHARE

PNG

PDF

XLS

PPT

CITATION (FAQ)

Select citation

DESCRIPTION

SOURCE

MORE INFORMATION

Source

Gartner

Survey by

Gartner

Published by

Gartner

Source link

gartner.com

Release date

May 2018

## Ayudas y videotutoriales

- Tutoriales <https://www.statista.com/statistic-portal/>
- Help & FAQ's <https://www.statista.com/help/>
- Getting started <https://www.statista.com/getting-started/welcome-to-statista>
- Folleto sobre Statista  
<https://www.statista.com/download/Statista-Company-Brochure.pdf>