



global**webindex**

G W I . 7 P R E V I E W R E P O R T

GLOBALWEBINDEX is the most detailed global research study into online consumers attitudes, motivations and behavior across all Internet platforms.

31 Countries | **150,000 Respondents** | **7 Waves** | **150 Questions**

WAVE 7 BRINGS SOME GREAT UPDATES

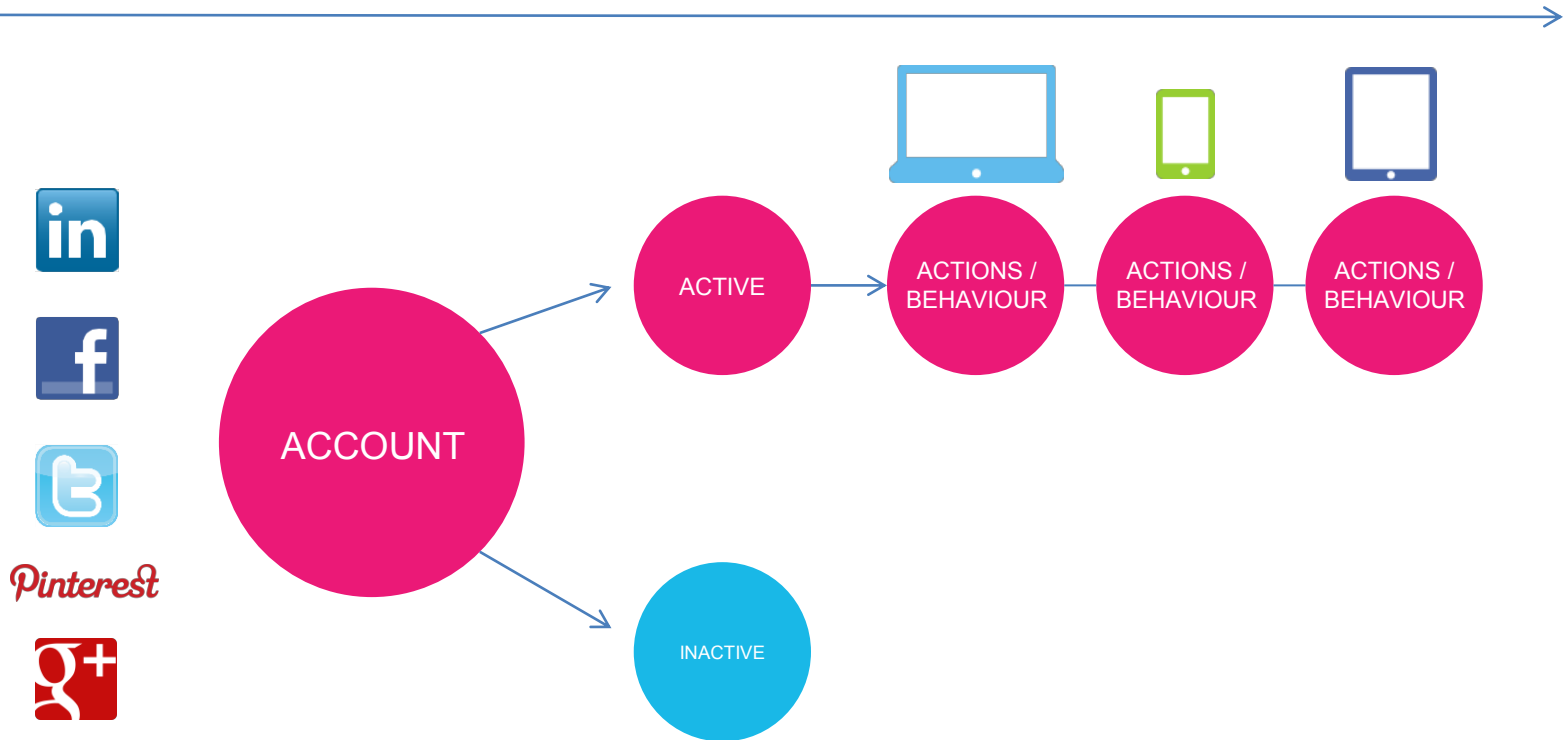
CROSS DEVICE
SOCIAL PLATFORM
DATA

SINGLE VIEW
SOCIAL PLATFORM
ACTIVITY

4 NEW MARKETS

GWI EVOLVING WITH CONSUMER BEHAVIOUR

We have evolved our social media questions to explore social platforms in one single question that enables the comparison between any type of social platform, and also enables distinction between PC, Mobile and Tablet behaviours.



THIS CHANGE WAS MADE IN RESPONSE TO THESE TRENDS:

All social platforms
losing unique
distinction – e.g. is
Google+ a Social
Network or a
Micro-blog?

Increasing
integration
between services
e.g. apps and
single sign on

Global
harmonisation of
social services

Growth of cross
device usage

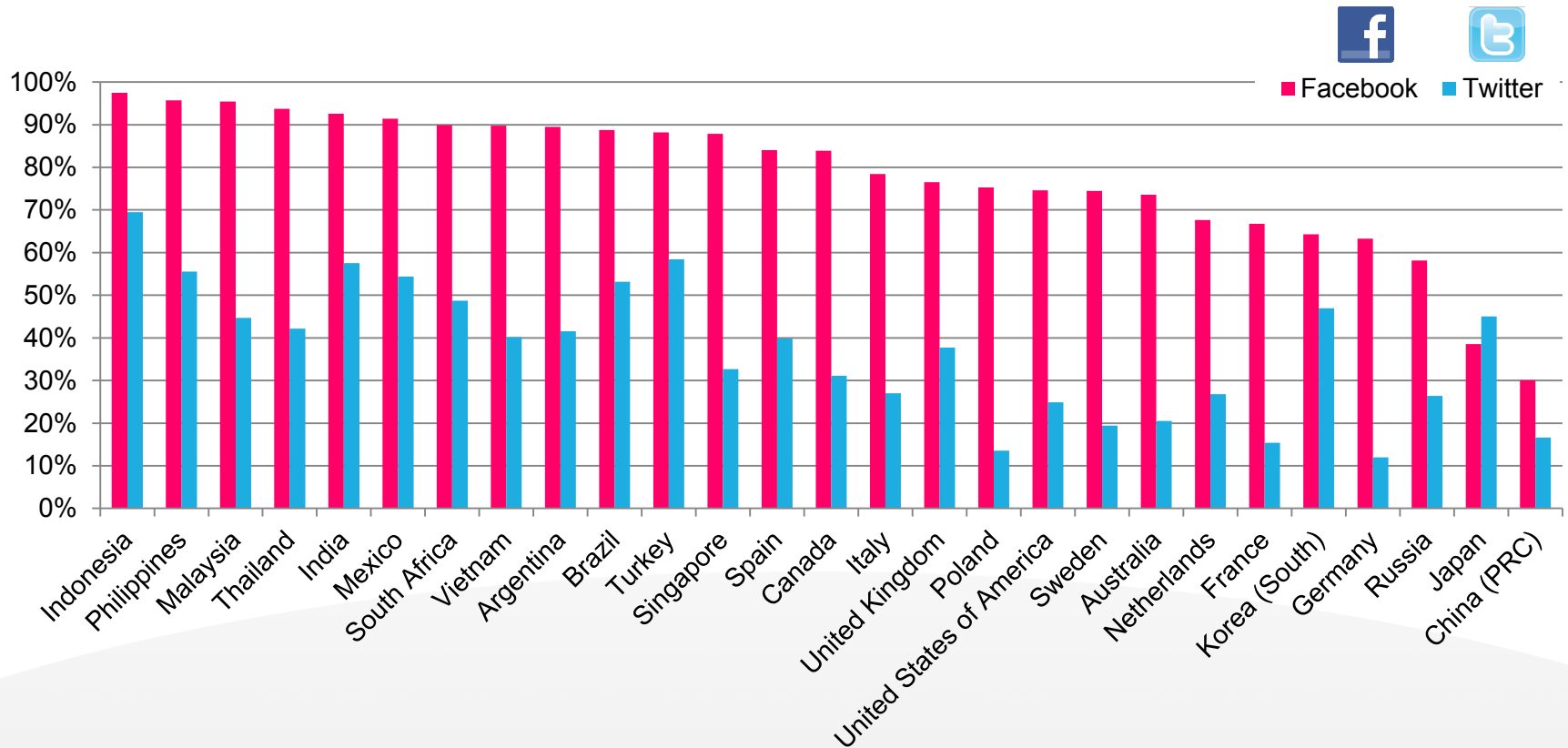
GLOBAL COVERAGE – LOCALISED PLATFORMS



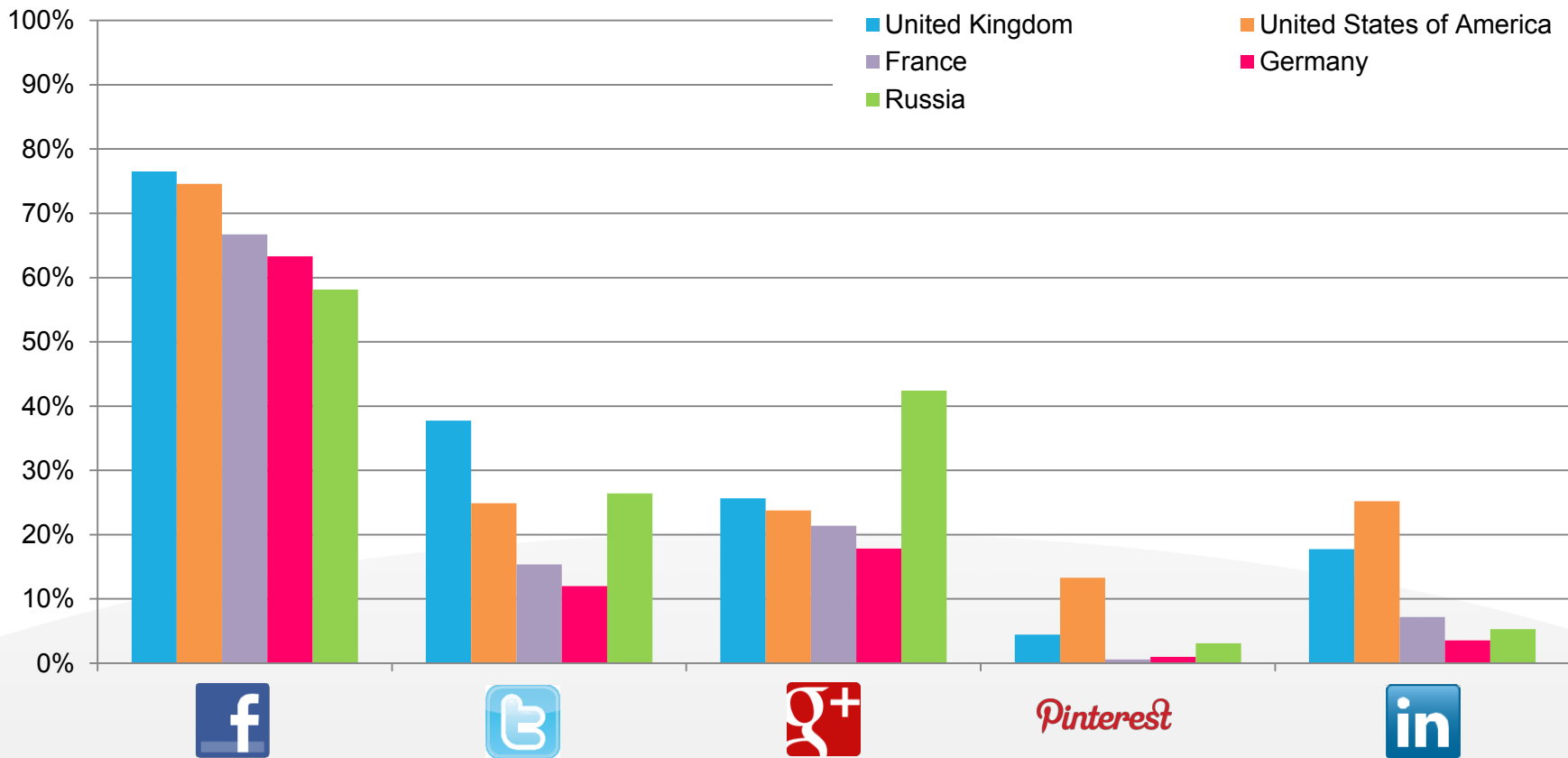
THIS DATA IS A GLOBAL FIRST and provides subscribers with a unique vision on the impact and opportunities of social



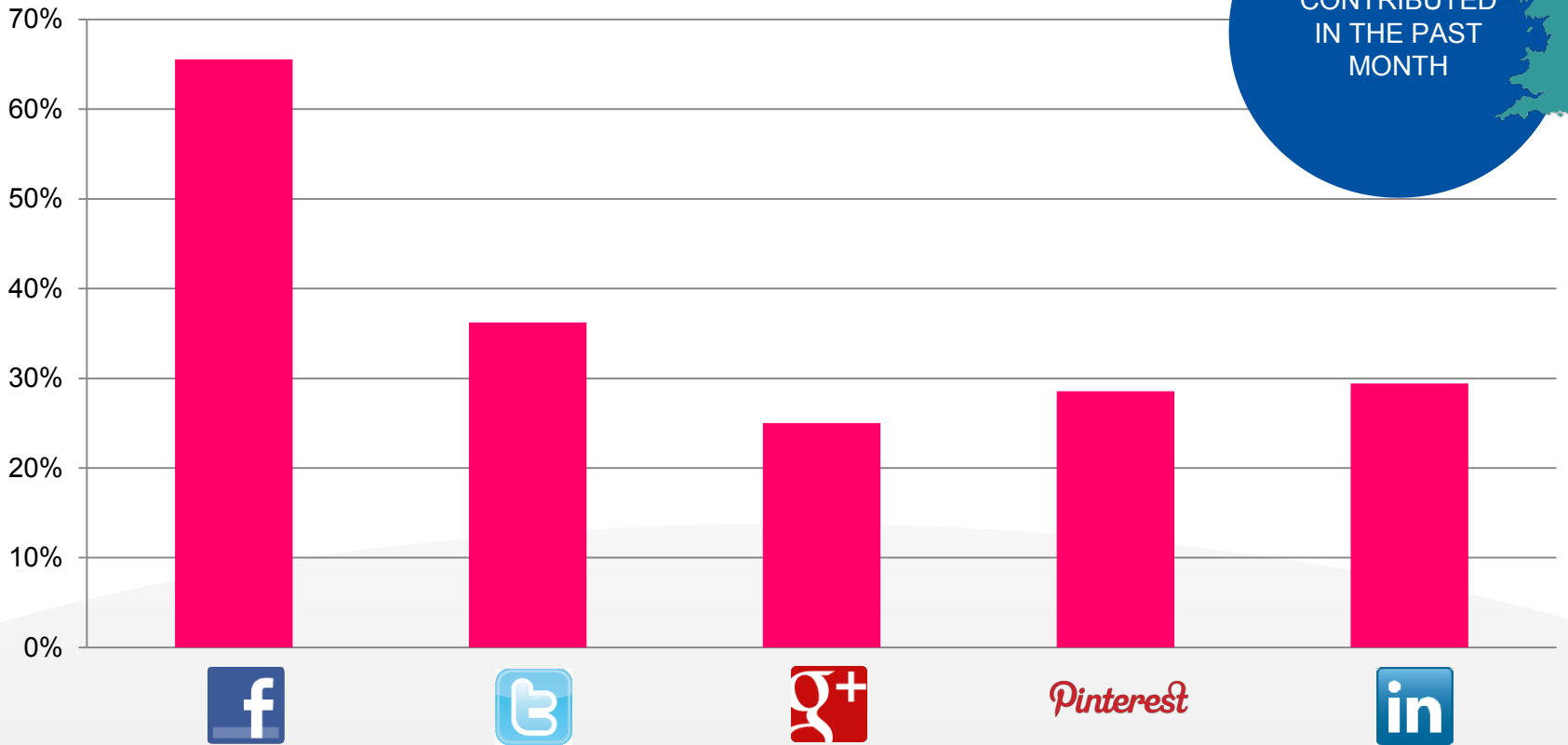
TRACK ACCOUNT OWNERSHIP: ALL SOCIAL PLATFORMS



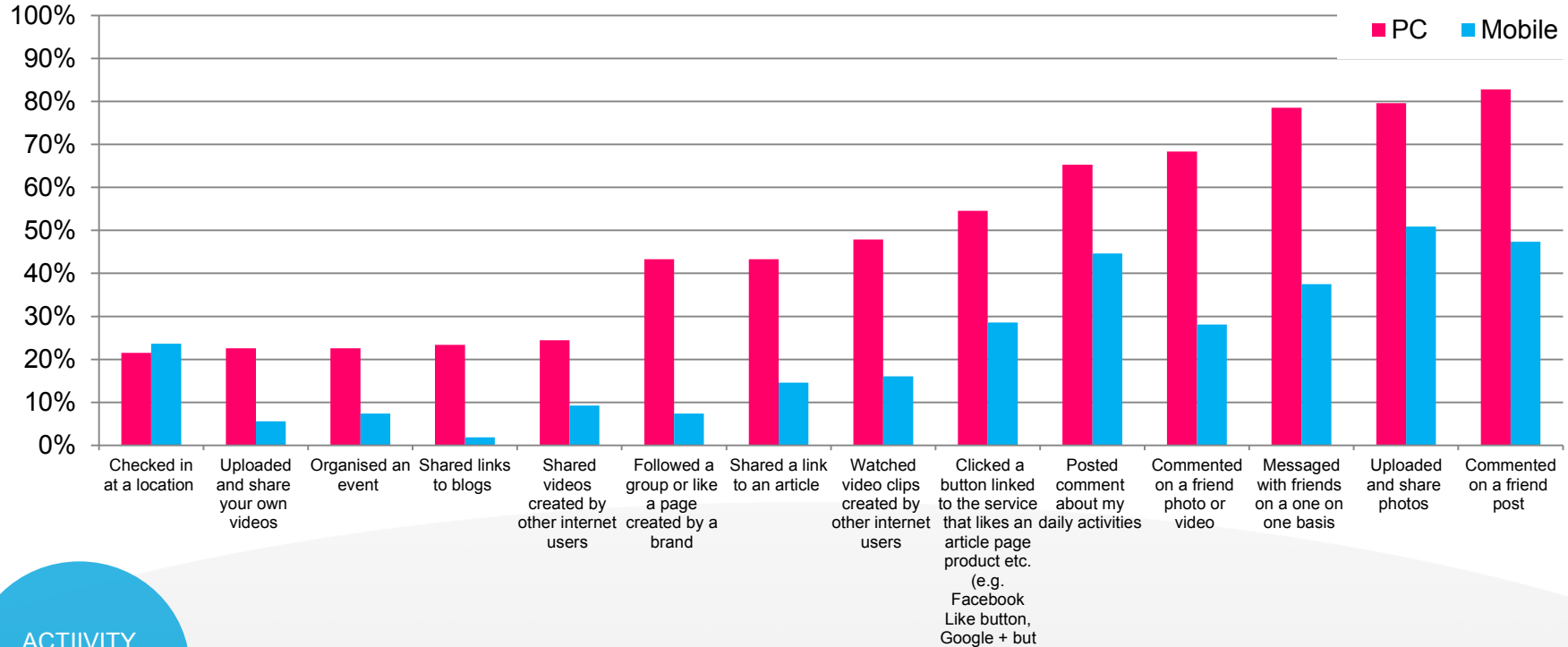
BENCHMARK ALL SOCIAL PLATFORMS REGARDLESS OF CORE PURPOSE



EXPLORE ACTIVE USAGE



COMPARE BEHAVIOUR ACROSS PC, MOBILE AND TABLET

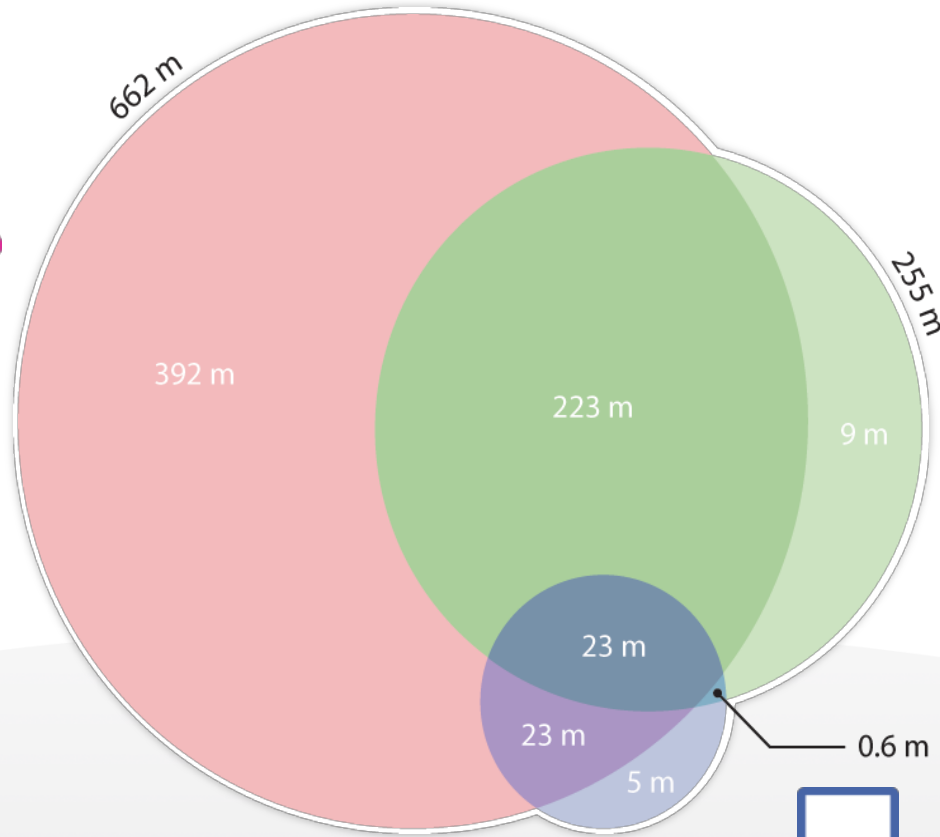


ACTIVITY
LAST
MONTH

BENCHMARK CROSS DEVICE FOOTPRINTS



PC



Mobile



51 m

Tablet



CONTRIBUTED
IN THE PAST
MONTH

CONTINUED GLOBAL EXPANSION

VIETNAM



TAIWAN



THAILAND



UNITED ARAB EMIRATES



NEW MARKETS SAMPLE DISTRIBUTION – VERSUS ORIGINAL MARKETS

	NEW MARKETS					COMPARISON		
	Taiwan	Thailand	UAE	Vietnam		Germany	USA	UK
Male	50%	50%	74%	49%		54%	48%	51%
Female	50%	50%	26%	51%		46%	52%	49%
16-24	17%	20%	17%	32%		23%	17%	21%
25-34	23%	23%	39%	28%		19%	20%	21%
35-44	22%	23%	28%	21%		27%	24%	25%
45-54	22%	20%	12%	11%		21%	21%	20%
55-64	16%	14%	4%	8%		10%	18%	14%
Primary Education (ISCED Levels 0 & 1)	10%	10%	30%	30%		5%	5%	5%
Secondary Education	60%	70%	60%	60%		70%	45%	60%
Tertiary Education (ISCED Levels 5 & 6)	30%	20%	10%	10%		25%	50%	35%

INCREASING RESEARCH FLEXIBILITY

QUARTELY DATA

Due to the growing scale and complexity of the data collection process, it is no longer possible to field inside one calendar month. This is why we have shifted to quarterly delivery and rolled GWI.7 fieldwork into Q2

There are many benefits to this. Not only will you receive 4 waves from 2013, taking up our total research sample to near 130K per year. Quarterly brings over benefits, making it much easier to compare and benchmark over time. It also makes it far easier to integrate tracking and run re-contact studies

RE- CONTACT

We are delivering a growing number of re-contact studies for clients, linking custom data to our core data set. These have been a mix of quantitative studies, online focus groups and one and one interviews . Not only do you get access to a massive data set, they are typically more cost effective than running an ad hoc study as you can run very short surveys only covering your core custom requirements.

CUSTOMISED TOOL

From GWI.7 we will be offering all clients who integrate custom data into the main survey a branded and designed page that delivers ultra simple analysis of your private data against the core data set

Delivery: From Now

EVOLVING DELIVERY

MONTHLY
THEMED
REPORTS



Every question will be available for instant download by clients, providing country comparisons, trend data and demographic profiles in over 4000 datapacks, which will be searchable by keywords, tags and meta data.

Delivery: **From Now**

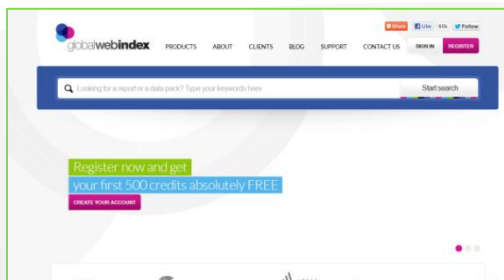
DATAPACKS

	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	
1	Issue	Issue: GlobalWebIndex, How's It Going, Action	Emerging	20%	20%	157	21	758	1,860																		
2	Issue#3	A brand or the place it represents	20%	20%	114	14	643	1,820																			
3	Issue#3	A face to face recommendation	20%	20%	114	14	643	1,820																			
4	Issue#3	A recommendation on-line from a user/peer	20%	20%	146	28	670	1,820																			
5	Issue#3	A website created by the brand	20%	20%	111	13	619	1,820																			
6	Issue#3	A brand or the place it represents	20%	20%	138	18	670	1,820																			
7	Issue#3	A face to face recommendation	20%	20%	140	19	680	1,820																			
8	Issue#3	A recommendation on-line from a user/peer	20%	20%	130	17	620	1,820																			
9	Issue#3	A recommendation on-line from someone you I	20%	20%	129	16	605	1,820																			
10	Issue#3	A website created by the brand	20%	20%	130	17	645	1,820																			
11	Issue#3	A face to face recommendation	40%	20%	157	20	1205	2,370																			
12	Issue#3	A recommendation on-line from a user/peer	40%	20%	134	17	1030	1,820																			
13	Issue#3	A recommendation on-line from someone you I	40%	20%	126	15	1030	1,820																			
14	Issue#3	A website created by the brand	40%	20%	141	17	1030	1,820																			
15	Issue#3	A face to face recommendation	40%	20%	215	26	1030	1,820																			
16	Issue#3	A recommendation on-line from a user/peer	20%	20%	131	17	1030	1,820																			
17	Issue#3	A recommendation on-line from someone you I	20%	20%	127	16	605	1,820																			
18	Issue#3	A website created by the brand	20%	20%	135	17	645	1,820																			

Every question will be available for instant download by clients, providing country comparisons, trend data and demographic profiles in over 4000 datapacks, which will be searchable by keywords, tags and meta data.

Delivery: **From September**

NEW CLIENT
HOMEPAGE



A New client portal will provide a rolling stream of insight, data, reports and content. There will also be instant access to all reports, data packs and training and support.

Delivery: **From September**



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