



GlobalWebIndex Guide

This guide provides everything you need to know about
GWI and how it can drive your digital business.



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What is GlobalWebIndex?

GlobalWebIndex is home of the world's largest ongoing study on the digital consumer.

Our survey into the world's internet population spans 40 countries worldwide and represents over 2 billion internet users, which we leverage to create 20,000 data points for marketers to better understand their audiences. We are the only study to provide quarterly global data. Currently, we are interviewing more than 350,000 unique individuals annually.

Part of our vision is to make our data as accessible as possible, which is why we deliver it in a visual, drag and drop revolutionary analysis platform. We also make our data available via an API for clients to integrate into their own tools and dashboards, in 3rd party analysis platforms, as well as offering a range of trend reports and content. This model ensures that anyone can extract value from our data regardless of research skill set or use case.

The Data

2BN INTERNET USERS

40 COUNTRIES

350K ONLINE INTERVIEWS PER YEAR

Our goal is to be the global standard for audience insight. As part of that process we are committed to linking our core survey data to third party digital data. This is achieved by linking our respondents via cookie synching and tags to existing sources of third party data.

Methodology

We have revolutionized digital audience research by providing global, up-to-date insights on a massive scale. Our methodology guarantees total coverage of all aspects of digital behavior on any platform. We use stratified sampling techniques to ensure we have samples that are representative of the internet population aged 16 to 64 in each country that is researched. To do this, we conduct thorough research into the latest official figures from the International Telecommunications Union (ITU), Eurostat, Federal Communications Commission (FCC), and relevant national statistics sources.

With this research, we are able to construct quotas on the sampling to ensure that the correct proportions of respondents take the survey in each country based on the gender, age and educational attainment profiles of the internet populations. This same data is also used to determine the appropriate weights for each country in order to calculate universe estimates.

Clients





GlobalWebIndex Data Coverage 2017

40 COUNTRIES | 350,000+ INTERVIEWS A YEAR | 20,000 DATAPPOINTS

Demographics



Gender
Age
Income
Education
Interest in Further Education
Local Region
Urban Context
Household Living Arrangement
Relationship Status
Pregnancy*
Number of Children
Age of Children
Sexual Orientation*
Ethnicity/Nationality*
* Selected Markets Only

INTERESTS & ATTITUDES

INTERESTS

Beauty • Books • Business • Cars • Celebrity
News • Decorating/DIY • Economy/Finance
• Environment • Fashion • Film • Fine Arts/
Culture • Food/Cooking • Gadgets • Gambling
• Gaming • Gardening • Health & Fitness
• History • Music • News/Current Affairs •
Personal Finance • Personal Healthcare • Pets •
Photography • Playing Sport • Politics • Reality
TV • Technology • Television • Travel • Charity
Work • Watching Sport • Wildlife/Nature

ATTITUDES & PERCEPTIONS

Achievement • Adventure • Advertising •
Affluence • Anonymity • Brand Awareness
Career • Challenge • Community • Connectivity
• Cosmopolitan • Creativity • Data Concerns
• Decision-Making • Discovery • Economy
• Environment • Equality • Exclusivity •
Experiences • Family • Fashion • Image
• Individuality • Influence • Innovations •
Knowledge • Loyalty • Money • Ownership
• Personalization • Price • Privacy •
Recommendations • Respect • Risk • Status
• Tech Overload • Tech Worries • Time
Management

Attitudes and Lifestyle



PERSONAL/HOUSEHOLD ASSETS

Car Ownership
Property Ownership / Rental
Types & Value of Savings / Investments

LIFESTYLE INDICATORS

Driving a Car / Using Public Transport
Donating to Charity
Drinking Alcohol
Eating Fast Food / Eating Out at a Restaurant
Visiting the Cinema

PROFESSIONAL LIFE

Employment Status
Sector / Industry
Current Position / Role
Company Size
Areas of Responsibility / Decision Making Power

RESPONSIBILITY FOR FOOD SHOPPING ATTITUDES & INTERESTS

INTERNET USAGE MOTIVATIONS
*17 reasons for using the internet, including
entertainment, sharing, research, news & commerce*

FREQUENCY OF TRAVEL

Domestic / Foreign Vacations
Business Trips

SPORT AND EXERCISE VOTING INTENTION (UK/USA ONLY)

SPORTS | SPORTS LEAGUES

Participation in and viewership of 21 sports
Football | Bundesliga • Chinese Super League • FIFA
World Cup • La Liga • Ligue 1 • Major League Soccer •
Premier League • Serie A • UEFA Champions League
• UEFA Europa League • UEFA Euros
Racing | Formula 1 • MotoGP • NASCAR
Tennis | Australian Open • French Open • US Open
• Wimbledon
Other | 6 Nations • British Open • MLB • NBA • NFL
• NHL • Olympics • Professional Boxing • Tour de
France • UFC • World Rugby 7s

Device Ownership and Access



DEVICE OWNERSHIP & USAGE

Device Ownership
Devices Used to Access Web
Device Sharing
Device Satisfaction
Device Importance

GAMING DEVICES

Devices Used for Gaming
Console Brands | PS3 | PS4 |
Wii | Wii U | Xbox 360 | Xbox One
Gaming Activities

PRIVACY, AD-BLOCKING & VPNs

Online Privacy Measures
Mobile Ad-Blocking
Motivations for Ad-Blocking
VPN/Proxy Usage
Motivations for Using VPNs/Proxy Servers
Frequency of VPN/Proxy Usage

OPERATING SYSTEMS & WEB BROWSERS

PC/Laptop Operating Systems
PC/Laptop Web Browsers
Mobile Operating Systems
Tablet Operating Systems

MOBILE NETWORK PROVIDERS (UK/USA ONLY)

MOBILE BRANDS
Previous Ownership
Current Ownership
Purchase Consideration

MOBILE HANDSET MODELS

HTC Models
Huawei Models
iPhone Models
LG Models
Samsung Models
Sony Models

MOBILE PURCHASE TIMEFRAME

MOBILE ACTIONS IN LAST MONTH

SMARTWATCH BRANDS (UK/USA ONLY)

Online Activities and Behaviors



ONLINE ACTIVITIES IN LAST MONTH

Auction sites
Banking
Blogging
Business news
Catch-up/live TV
Checking weather
Commerce
Dating
Encyclopedias
Gambling
Gaming
Group-buying
Job sites
Maps
Messaging services
Music streaming
News
Online radio
OTT services
Podcasts
Posting comments
Price comparison
Product research
Q&A services
Retail sites
Reviews
Search engines
Selling products
Sharing photos/videos
Social networking
Travel sites
Vlogs
VOIP calling
Watching sport
Watching videos
Webmail

WEB BRANDS VISITED IN LAST MONTH

Blogs & Forums
Commerce
Gaming
News & Media
Search / General Portal
Social Media
Sports
Travel
TV, Entertainment & Content

Media Consumption



DAILY TIME SPENT ON MEDIA

Mobile
PC / Laptop / Tablet
Linear TV
Online TV / Streaming
Broadcast Radio
Online Radio / Music Streaming
Physical Print Press
Online Press
Games Consoles
Social Networks / Services

SECOND-SCREENING

Second-Screen Devices
Second-Screen Activities

TELEVISION

Types Watched
Devices Used
Times Watched

TV CHANNELS

Viewing Frequency
Channel Reach

PAY TV SUBSCRIPTIONS

CONTENT SERVICES

General
TV, Film & Video
Music

TV CHANNELS



DEVICES

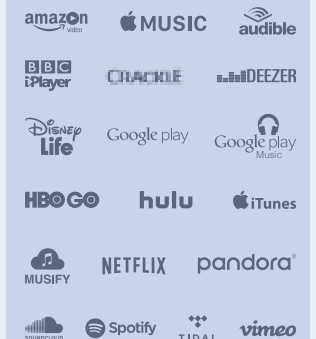
Smartphone • PC/Laptop • Tablet • Games
Console • E-Reader • TV • Smartwatch
• Smart Wristband • Streaming Device •
Feature Phone • VR Headsets



MOBILE BRANDS



CONTENT SERVICES





GlobalWebIndex Data Coverage 2017

40 COUNTRIES | 350,000+ INTERVIEWS A YEAR | 20,000 DATAPOINTS

Social Media



REACH

Members
Visitors / Users
Engagers / Contributors

PLATFORM-SPECIFIC BEHAVIORS

Facebook Actions
Facebook Messenger Actions
Instagram Actions
Snapchat Actions
Twitter Actions
WeChat Actions
WhatsApp Actions
YouTube Actions

TIME SPENT ON SOCIAL NETWORKS OR SERVICES

TYPES OF PEOPLE FOLLOWED ON SOCIAL MEDIA

15 people/organizations followed

REASONS FOR USING SOCIAL MEDIA

15 reasons, including news, content, work, sharing, product research and 'FOMO'

USAGE FREQUENCY

Frequency of usage for 15 of the biggest global services

Apps



APP TYPES USED

25 different categories, including social, news, health, food, TV, music and banking

NAMED APPS USED

100 apps, across the following categories:
Commerce
Messaging/VoIP
News
Social
Travel/Travel/Maps
TV & Music

SOCIAL PLATFORMS/SERVICES



+ OVER 20 COUNTRY-SPECIFIC SERVICES

Commerce



PURCHASE BEHAVIOR & INTENTION ONLINE PURCHASING/RESEARCH

Automotive
Electronics
Entertainment
Financial Products
Grocery Products
Health / Beauty
Home
Personal Effects / Gifts
Travel

DIGITAL CONTENT

15 types, including downloads, streaming services, apps, e-books and in-app purchases

MOBILE PAYMENT SERVICES

Apple Pay
Alipay
Samsung Pay
+ 30 other services

PRODUCTS/TOPICS TALKED ABOUT ONLINE

30 different topics, including music, mobiles, fashion, sport, food

Marketing Touchpoints



BRAND DISCOVERY

Search engines
Social networks
Ads on TV
Ads online
Ads in an app
Ads before videos / clips
Ads in print press
Ads on billboards / posters
Ads in the cinema
Word-of-mouth recommendations
+ 14 more

BRAND ROLE IN CONSUMER'S LIFE

16 qualities valued from brands

BRAND ADVOCACY

11 reasons to promote a brand, including:
High-quality products
Rewards/Discounts
Exclusive content
Love for the brand
Customer service

ONLINE PRODUCT RESEARCH

Search engines
Consumer reviews
Social networks
Product/brand websites
Price comparison sites
Mobile apps
+ 10 more

ONLINE BRAND INTERACTIONS IN LAST MONTH

Visited website
Read email/newsletter
Watched video
Visited social network page
Clicked online ad
+ 13 more

ONLINE PURCHASE DRIVERS

Free delivery
Easy checkout
Rewards / coupons
Next-day delivery
+ 10 more

B2B MARKETING INFLUENCERS

Brand



ENGAGEMENT / RECOMMENDATION / PERCEPTIONS

Airlines
Alcohol
Automotive
Banks
Convenience
Drinks
Fast-Fashion
Haircare/Skincare/Cosmetics
Luxury Fashion
Payment Services
Retail
Sports
Technology Products
Technology Services

MUSIC GENRES MUSIC ATTITUDES ELITE FOOTBALL TEAMS

HEALTH CONDITIONS
HEALTHCARE SOURCES OF ADVICE
FILM FRANCHISES
GAMING FRANCHISES
NBA & NFL TEAMS

250+ BRANDS



Segmentations



LIFESTYLE

REGULARS | SEMI-REGULARS
OCCASIONALS | NON-ENGAGERS

Donating to Charity
Driving a Car
Drinking Alcohol
Eating Fast Food
Eating Out at a Restaurant
Exercising
Traveling Abroad for Business
Using Public Transport
Vacations in Home Country
Vacations Abroad
Visiting the Cinema

MEDIA CONSUMPTION HEAVY | HIGH | MEDIUM LIGHT | NON-USERS

Cinema • TV • Online TV •
Physical Press • Online Press • Radio •
Online Radio / Music • Games Consoles •
Social Networks / Services

ATTITUDINAL

10 segments based on internet users' attitudes and self-perceptions

DIGITAL BEHAVIORS

10 segments outlining internet users' general online activities

AD-BLOCKING

8 segments based on how and why internet users are blocking ads

MOBILE

11 segments based on consumers' activities on mobile

SOCIAL MEDIA

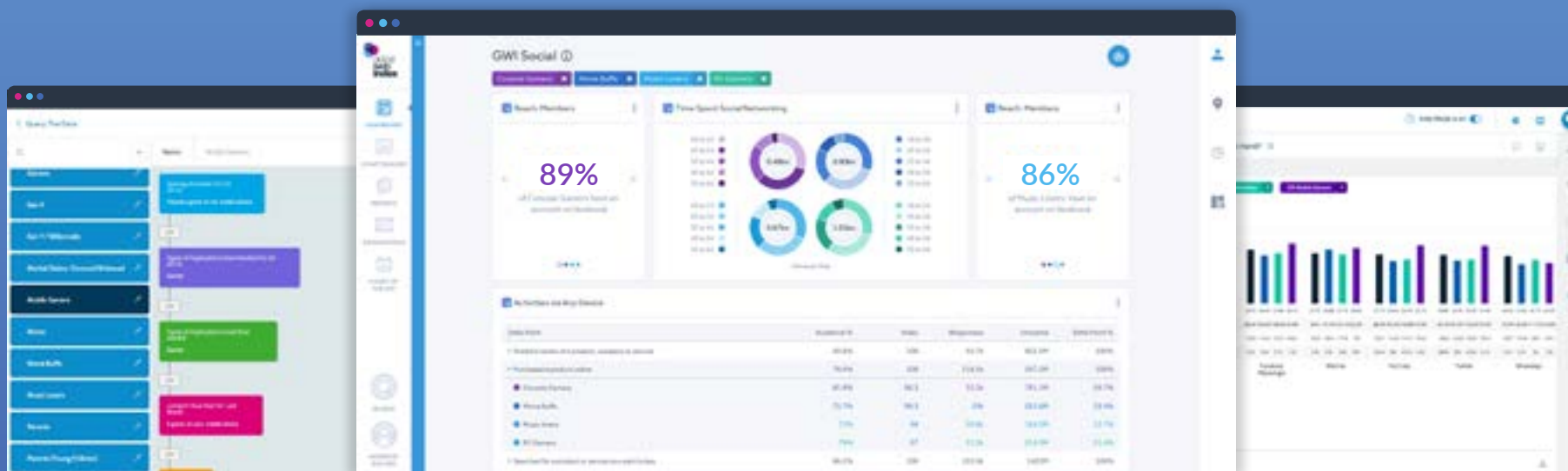
12 segments based on categories of social media usage

SOCIAL GRADE

Based on income, education, professional life, vacations, savings/investments and device ownership

WEB BRANDS | OVER 400 GLOBAL AND LOCAL SITES, INCLUDING ALL MAJOR SOCIAL NETWORKS





The ultimate data source for digital consumer insight

PRO PLATFORM



Tailor the data to meet your insight needs through GWI's beautifully designed, intuitive and easy-to-use analysis platform.

- Build and compare audience segments from 20,000 variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 40 markets
- Trend over 7 years

CUSTOM DATA



Tap in to the world's largest study on the digital consumer, using custom research studies for detailed and highly targeted custom research solutions.

- Fast, flexible & cost-efficient
- Synchronize the core data with the custom re-contact data
- Brand tracking, concept testing, and more

REPORTS & INFOGRAPHICS



Stay up-to-date on the latest digital consumer trends as referenced by leading media sources, news outlets and CEOs.

- Flagship Quarterly Reports
- Trend Reports
- Audience Reports
- Market / Region Reports
- Insight Reports
- Infographics

AD EFFECTIVENESS



Run advertising effectiveness studies with exposed and control groups. Conduct in-flight or post-campaign to measure the impact of your communications.

- Measure uplifts in awareness, consideration, purchase intent and affinity
- Quantify custom metrics that are important to you and your clients
- Segment results based on media plan line items & ad units

AUDIENCE TARGETING VALIDATION



Use the GWIQ™ impression pixel to discover the accuracy of your media buying against the hyper-targeted segments you're trying to reach.

- Get a known-truth view on the accuracy of your targeting techniques
- Define your target audiences by combining 20,000 data points – not just age and gender
- Split results by media owner, data vendor and other targeting criteria

WEBSITE ANALYTICS



Discover new audiences for marketing with deep website analytics. Create visitor segments based on actions and goal completion.

- Profile your audience against properties, website sections, purchasing and more
- Capture any action such as page views, video views, clicks and conversions
- Segment using value-based attributes, such as products purchased or spend amounts

API



Create your own apps & dashboards using GlobalWebIndex data. Access the same API used to power our PRO Platform™ interface.

- Query our entire data set
- Retrieve countries, questions and data points
- Create and save audiences
- Receive data in JSON format
- Build your own custom applications

"We couldn't do our job without it"

SAATCHI LONDON

"@globalwebindex playing around with PRO Platform right now, it's blowing my mind"

PUBLICIS



"GlobalWebIndex has provided us with the ability to understand specific audience profiles with a new level of detail"

OGILVY

"By a mile, the most impressive platform we've seen"

GOOGLE



Trends: Reports & Infographics

All plans have access to the GlobalWebIndex Trend Reports featuring insight and data on-demand for marketing industry professionals.



Infographics

Beautiful infographics outlining key trends and user profiles for leading digital platforms.



Reports

Expert long-form analysis from our in-house analysts covering all aspects of the GlobalWebIndex data set.

GWl FLAGSHIP REPORTS

Looking at key global trends within the digital consumer landscape - presenting the latest insights and statistics on major topics such as social networking, device usage, online purchasing and brand engagement.

AUDIENCE REPORTS

In-depth examinations of particular groups, assessing their most important behaviors and motivations as well as what sets them apart from the wider online population.

PROFILE REPORTS

Key trends, numbers and audience profiles across the world's biggest social networks, apps and media providers.

MARKET REPORTS

Analyzing trends at a country-level, providing demographic insights as well as the latest national figures across measures such as digital adoption, social networking and online activities. Available for all 40 of GWI's markets.

TREND REPORTS

Deep-dives into topical themes of interest which combine our latest data with key implications and commercial examples of the trend in action.

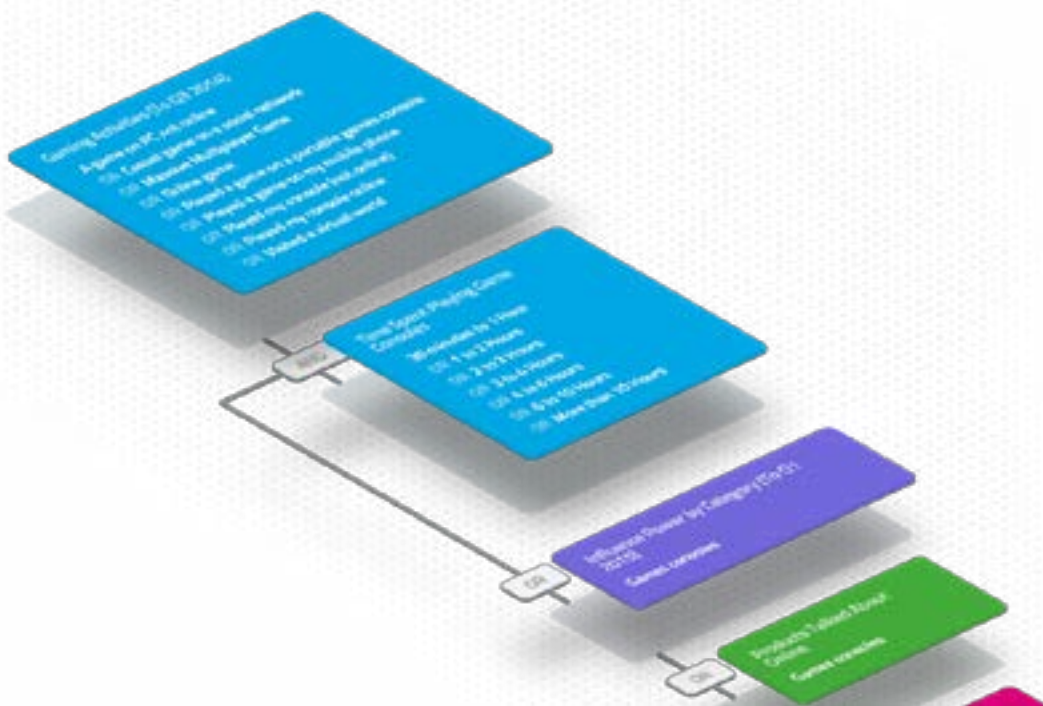
INSIGHT REPORTS

Detailed investigations into key digital topics and their implications for marketing and audience measurement. Examples include: The Missing Billion, Cross-Cultural Marketing In the US and Digital vs. Traditional Media Consumption.



PRO Platform™

PRO Platform™ is a revolutionary data analysis platform that enables anyone to create audience insights in seconds.



Tailor the data to meet your insight needs through GWI's beautifully designed, intuitive and easy-to-use analysis platform.

- Build and compare audience segments from 20,000 variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 40 markets
- Trend over 7 years



Save queries,
bookmark
questions &
share audiences



Export **multiple**
questions for
deep consumer
insight



A new &
enhanced set of
filters & query
parameters



Build your **target**
audience from any
combination of
20,000+ variables



Custom

Insight on demand from our team of expert analysts

GlobalWebIndex works with a wide range of our clients to deliver custom marketing strategy projects.

Get in touch to explore opportunities for global data collection, audience segmentations, channel planning and development of bespoke marketing frameworks.

TAILOR GLOBALWEBINDEX TO YOUR BRANDS:

CORE DATA INCLUSION

Add your audience variables, brands, media properties or special interest questions and directly link your data to all 20,000 data points at a global scale.

RE-CONTACTS

Target any GWI segment with your custom research study and append all 20,000 GWI data points to your custom survey.

IN-FLIGHT STUDIES

Survey GlobalWebIndex respondents in real-time when they visit your properties or get exposed to your advertising campaigns and content.



GWIQ™

Audience analytics for deep customer profiling

Implement our GWIQ™ tag in your ad campaigns and connected properties to segment engaged audiences based on channels, actions, exposure and more.

4 KEY USE CASES FOR GWIQ™

ADVERTISING EFFECTIVENESS

Send custom studies to GWI panellists that have been exposed to any online advertising campaign.

AUDIENCE TARGETING VALIDATION

Evaluate the effectiveness of media owner or third-party data for advertising targeting.

WEBSITE ANALYTICS

Tag connected platforms to segment visitors based on user actions.

FIRST-PARTY DATA ENRICHMENT

Request raw data on matched users, receiving up to 20,000 data points for modelling.



API

A robust, rapid API to power your applications

The GlobalWebIndex API is built on cutting-edge technology and powers our own PRO Platform™.

As such, it contains everything you need to build the data visualization and retrieval tools your business needs.

CREATE AUDIENCES AND QUERY OUR DATA PROGRAMMATICALLY

The API supports all the usual GET, POST, PATCH and DELETE requests that any developer would expect.

Create and save audiences and queries, retrieving data in JSON format for programmatic manipulation and visualization. Include filters such as custom audiences, locations (countries), waves of research (dates) and more to give you the granular control you need.

Combine any of the 20,000 data points in our study using boolean operators, to slice and dice the data in a practically infinite number of ways.

The API includes any private or custom data we have collected on your behalf, which is permissioned to you at the organizational level.



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