

GlobalWebIndex Data Coverage 2017

40 COUNTRIES | 350,000+ INTERVIEWS A YEAR | 8,500 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	ATTITUDES & PERCEPTIONS
Beauty	Achievement
Books	Adventure
Business	Advertising
Cars	Celebrity News
Celebrity News	Decorating/DIY
Decorating/DIY	Economy/Finance
Economy/Finance	Environment
Environment	Fashion
Fashion	Film
Film	Fine Arts/Culture
Fine Arts/Culture	Food/Cooking
Food/Cooking	Gadgets
Gadgets	Gambling
Gambling	Gaming
Gaming	Gardening
Gardening	Health & Fitness
Health & Fitness	History
History	Music
Music	News/Current Affairs
News/Current Affairs	Personal Finance
Personal Finance	Personal Healthcare
Personal Healthcare	Pets
Pets	Photography
Photography	Playing Sport
Playing Sport	Politics
Politics	Reality TV
Reality TV	Technology
Technology	Television
Television	Travel
Travel	Charity Work
Charity Work	Watching Sport
Watching Sport	Wildlife/Nature
Wildlife/Nature	

Attitudes and Lifestyle

PERSONAL/HOUSEHOLD ASSETS

- Car Ownership
- Property Ownership
- Property 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

- 30 Personal Interests
- 40 Self-Perceptions
- 10 Technology Perceptions
- 10 Outlook on the World Perceptions
- All Statements: Any Agreement
- All Statements: Any Disagreement

INTERNET USAGE MOTIVATIONS

17 reasons for using the internet, including entertainment, sharing, research, news & commerce

SPORTS

American Football • Athletics • Baseball • Basketball • Boxing • Cricket • Cycling • Equestrian • Field Hockey • Football/Soccer • Golf • Ice Hockey • Motor Racing • Rowing • Rugby • Sailing • Swimming • Table Tennis • Tennis • Volleyball • Winter Sports

SPORTS LEAGUES

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 • Major League Baseball • National Basketball Association • National Football League • National Hockey League • Olympics • Professional Boxing • Tour de France • Ultimate Fighting Championship • 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)

DEVICES

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

Online Activities and Behaviors

ONLINE ACTIVITIES IN LAST MONTH

- Auction sites
- Banking
- Devices Used to Access Web
- 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

TV CHANNELS

- Bloomberg
- CNBC
- CNN
- Discovery Channel
- ESPN
- euronews
- ESPN
- nickelodeon
- NATIONAL GEOGRAPHIC

MOBILE BRANDS

- Samsung
- Apple iPhone
- Huawei
- Xiaomi
- Sony
- LG
- HTC
- Motorola
- Microsoft
- Lenovo
- ZTE
- BlackBerry
- ASUS
- OnePlus
- Coolpad
- Alcatel
- Cromax
- Nokia
- OPPO

+ 10 LOCAL MARKET BRANDS

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

- World News
- Bloomberg
- CNBC
- CNN
- Discovery Channel
- ESPN
- euronews
- ESPN
- nickelodeon
- NATIONAL GEOGRAPHIC

CONTENT SERVICES

- Amazon Music
- Audible
- BBC iPlayer
- Crackle
- iHeartRadio
- Disney Life
- Google Play
- Google Play Music
- HBO GO
- Hulu
- iTunes
- Musify
- Netflix
- Pandora
- Spotify
- Tidal
- Vimeo

+ OVER 60 LOCAL MARKET SERVICES

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

SOCIAL PLATFORMS/SERVICES

- Facebook
- FB Mgr
- YouTube
- Twitter
- Snapchat
- WeChat
- WhatsApp
- Instagram
- LinkedIn
- Tumblr
- Line
- Google+
- Pinterest
- Reddit
- Sina Weibo
- Twitch
- Imgur
- Tencent Weibo
- Viber
- YOUKU

+ OVER 20 COUNTRY-SPECIFIC SERVICES

WEB BRANDS

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

- Airbnb
- Ask
- BuzzFeed
- Expedia
- The Guardian
- MSN
- VICE
- 支付宝
- Alipay.com
- 百度
- Baidu
- Dailymotion
- FINANCIAL TIMES
- THE HUFFINGTON POST
- skype
- WALL STREET JOURNAL
- amazon
- BBC
- ebay
- Flipkart
- IMDb
- The New York Times
- WIKIPEDIA The Free Encyclopedia
- Aol.
- bing
- The Economist
- Google
- mail Online
- 淘宝网 Taobao.com
- YAHOO!

COUNTRY COVERAGE

AMERICAS
Argentina • Brazil • Canada
Mexico • USA

EMEA
Belgium • Egypt • France • Ghana
Germany • Ireland • Italy • Kenya
Morocco • Netherlands • Nigeria
Poland • Portugal • Russia • Saudi Arabia
South Africa • Spain • Sweden
Turkey • UAE • UK

APAC
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New Zealand • Malaysia • Philippines
Singapore • South Korea • Taiwan
Thailand • Vietnam

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

- Facebook
- FB Mgr
- YouTube
- Twitter
- Snapchat
- WeChat
- WhatsApp
- Instagram
- LinkedIn
- Tumblr
- Line
- Google+
- Pinterest
- Reddit
- Sina Weibo
- Twitch
- Imgur
- Tencent Weibo
- Viber
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- amazon
- BBC
- ebay
- Flipkart
- IMDb
- The New York Times
- WIKIPEDIA The Free Encyclopedia
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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

ONLINE PRODUCT RESEARCH

- Search engines
- Consumer reviews
- Social networks
- Product/brand websites
- Price comparison sites
- Mobile apps
- Video sites
- Discount sites
- + 8 more

ONLINE BRAND INTERACTIONS IN LAST MONTH

- Visited website
- Read email/newsletter
- Watched video
- Visited social network page
- Downloaded/used app
- Clicked online ad
- Used live chat
- Used social share button
- + 10 more

ONLINE PURCHASE DRIVERS

- Free delivery
- Easy checkout
- Rewards / coupons
- Reviews
- Easy returns policy
- Loyalty points
- Next-day delivery
- + 7 more

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B2B MARKETING INFLUENCERS

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
- Ads on the radio
- Word-of-mouth recommendations
- Brand websites
- TV shows/films
- Consumer reviews
- Product comparison sites
- In-store promotions
- + 8 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
- Personal relationship with brand
- Customer service

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B2B MARKETING INFLUENCERS

Brand

ENGAGEMENT / RECOMMENDATION / PERCEPTIONS

- Airlines
- Alcohol
- Automotive
- Banks
- Convenience Food
- 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 BRAND INFLUENCERS

FILM FRANCHISES

GAMING FRANCHISES

NBA & NFL TEAMS

250+ BRANDS

- American Airlines
- BRITISH AIRWAYS
- HEINEKEN
- Carlsberg
- Ford
- HONDA
- TOYOTA
- VW
- BARCLAYS
- HSBC
- Domino's
- McDonald's
- KFC
- Coca-Cola
- pepsi
- LV
- Levi's
- RALPH LAUREN
- ZARA
- NIKE
- adidas
- NIVEA
- Dove
- P&G
- U
- MasterCard
- VISA
- IKEA
- SONY
- SAMSUNG
- facebook
- Apple
- Microsoft
- YouTube
- Disney
- STAR WARS
- Harry Potter
- CALL-DUTY
- Grand Theft Auto
- FIFA 17

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- P&G
- U
- MasterCard
- VISA
- IKEA
- SONY
- SAMSUNG
- facebook
- Apple
- Microsoft
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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

- Commenters
- Creators
- Followers
- Listeners
- Reviewers
- Sharers
- Shoppers
- Unengaged
- Viewers
- Workers

AD-BLOCKING

- Frustrated
- Practical
- Privacy
- Selective
- Desktop-Only
- Mobile-Only
- Cross-Device
- Device-Sharing

MOBILE

11 segments based on consumers' activities on mobile

SOCIAL MEDIA

- Brand-Engaged Networkers
- Celeb-Fan Networkers
- Entertainment Networkers
- Multi-Networkers
- News Networkers
- Non-Facebookers
- Non-Networkers
- Passive Networkers
- Personal Sharers
- Social Commerce Fans
- Social Second-Screeners
- Work Networkers

SOCIAL GRADE

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

250+ BRANDS

- American Airlines
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- Ford
- HONDA
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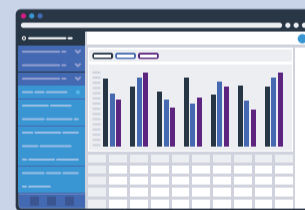
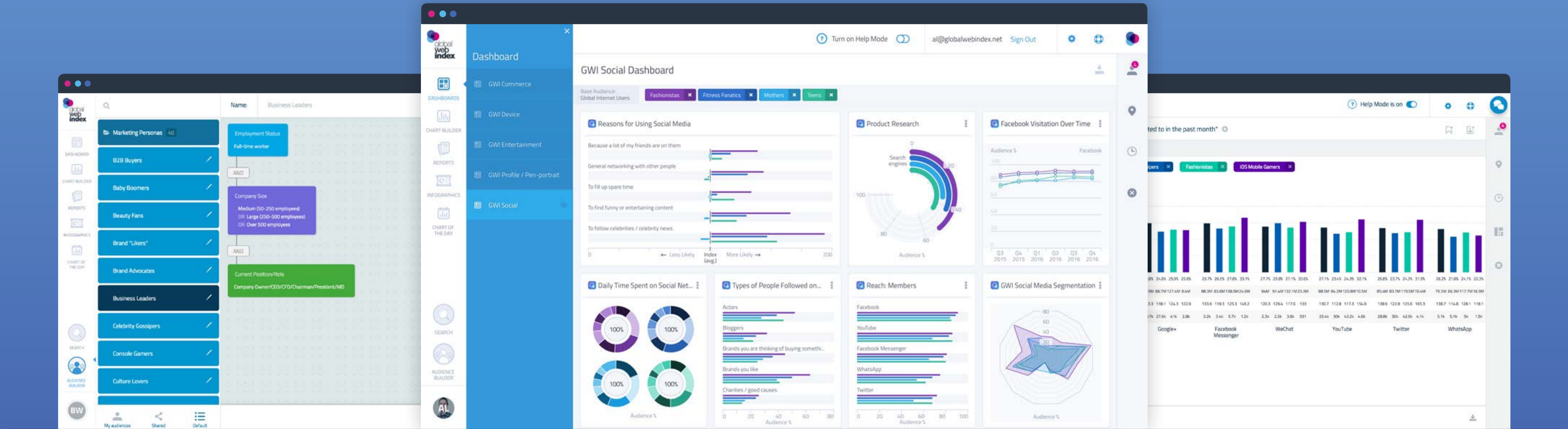
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The #1 Data Source for Digital Audience Profiling



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 8,500 variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 40 markets
- Trend over 6 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 core data with 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 studies 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 8,500 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 can't function without it. There is no other product that even comes close"

MEDIACOM

"GlobalWebIndex has bridged a significant gap in consumer knowledge"

PUBLICIS MEDIA

globalwebindex

"Using PRO Platform we were able to do twice the analysis in half the time"

Google

"We all just got a little bit smarter"

AKQA