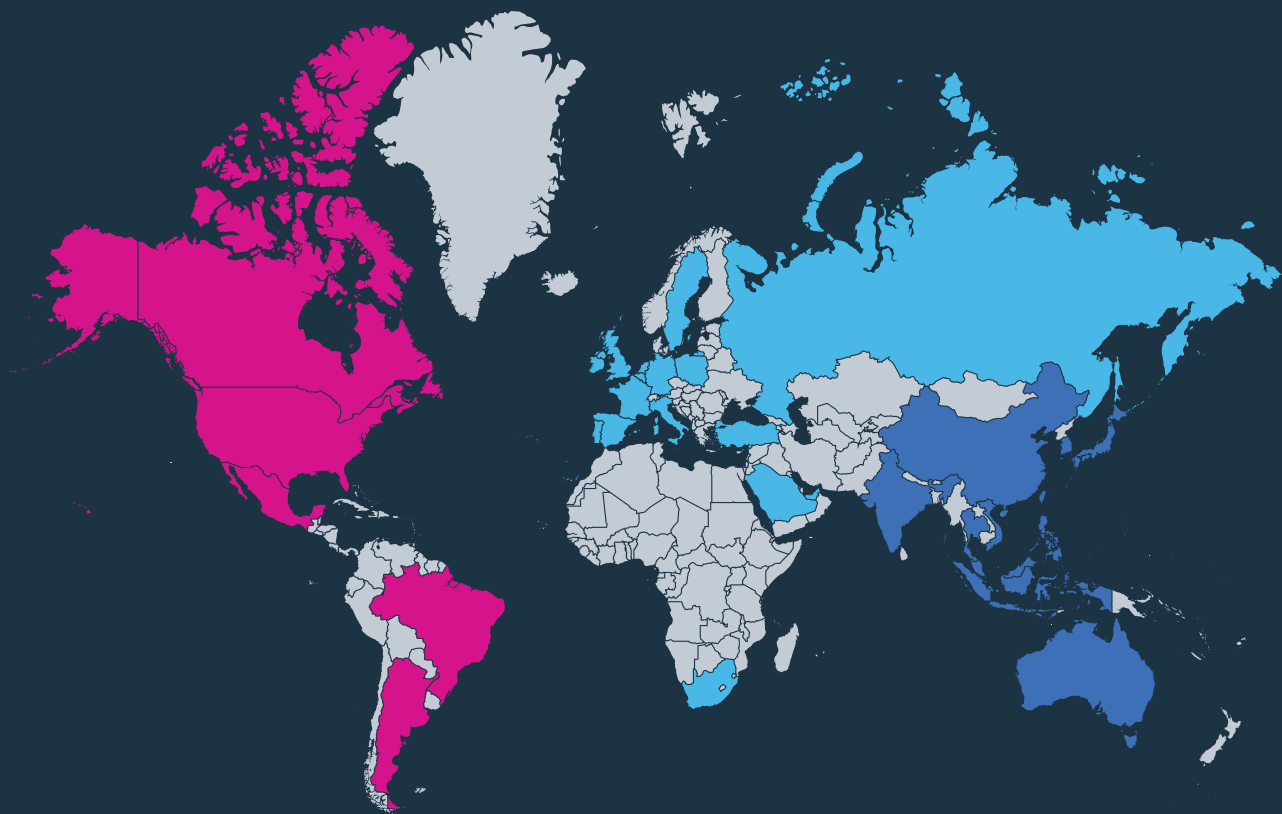


MARKET & REGION REPORTS

Tracking key digital behaviors, e-commerce activities and brand engagement rates over time and among key demographics in each of the 34 markets surveyed by GWI.



APAC

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- CHINA
- HONG KONG
- INDIA
- INDONESIA
- JAPAN
- MALAYSIA
- PHILIPPINES
- SINGAPORE
- SOUTH KOREA
- TAIWAN
- THAILAND
- VIETNAM

REGIONS

- ASIA-PACIFIC
- EUROPE
- LATIN AMERICA
- NORTH AMERICA

AMERICAS

- ARGENTINA
- BRAZIL
- CANADA
- MEXICO
- USA

EMEA

- BELGIUM
- FRANCE
- GERMANY
- IRELAND
- ITALY
- NETHERLANDS
- POLAND
- PORTUGAL
- RUSSIA
- SAUDI ARABIA
- SOUTH AFRICA
- SPAIN
- SWEDEN
- TURKEY
- UAE
- UK



GW SOCIAL

Which social platforms are growing the fastest? And how are social behaviors changing? Find out here in our latest quarterly update on major social networking trends.



GW DEVICE

What devices are we using, how do we engage with them and how much time are we spending online per day on each of our devices? Our quarterly look at the most up-to-date figures will reveal all.



SNAPCHATTERS

Our detailed investigation into the demographics, attitudes and online activities of Snapchat users. Is this audience changing and how are they engaging with brands?



MOTHERS

A deep dive into the attitudes, purchasing habits, brand engagement and online activities of mothers.



DIGITAL VS. TRADITIONAL MEDIA CONSUMPTION

How much time is devoted daily to digital and traditional forms of radio, print press and TV, and do mobiles command more online time than other devices? This comprehensive report looks at consumption trends over time and across demographics and markets.

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From brand discovery to purchase motivations and reasons for brand advocacy, this infographic identifies the 5 most important factors at each step of the purchase journey.

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Who is winning the battles in the social media space, what networks have the most engaged and youngest audiences, and what are the most popular activities on social media?

SMARTPHONE MARKETPLACE



This infographic explores GlobalWebIndex's most important insights on the smartphone marketplace, from the most popular OS and mobile models, to the spread of 4G and the most desired mobile brands.

THE ONLINE POPULATION



Exploring the distribution, demographics and engagement of the global adult online population.