

REPORTS



GWI 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.



GWI 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.



GWI COMMERCE

What motivates a consumer to buy online, what devices do they use and what are they buying? GWI Commerce examines the current state of online commerce and analyzes what the future holds for online retailers.



GWI ENTERTAINMENT

Covering music, video, games and more, this report examines which entertainment platforms are performing best; the role that different devices are playing in online entertainment; and the impact of entertainment on the consumer-brand relationship.



SOCIAL MEDIA ENGAGEMENT

A detailed investigation into how users are engaging with social platforms, how frequently they access and what exactly they do on social media.



VIRTUAL REALITY

VR is predicted to be the new consumer craze but how many digital consumers are actually interested in virtual reality headsets?



HOLIDAY BUYERS

What online research channels are prospective holiday buyers using and what other digital activities impact their travel choices?



PREMIER LEAGUE FANS

What social channels are PL Fans using, how can brands engage these football fans online and what makes a Premier League Fan promote their favorite brand?



NFL FANS

Examining the reach of the NFL via TV and online channels, and the digital lives of its fans.



SOCIAL NETWORKING MOTIVATIONS

What are networkers using their social platforms for and are these reasons changing?



AD-BLOCKING

In-depth analysis of the rise of ad-blocking and the driving factors of this important trend.



STUDENTS

In the UK & USA, over 60% of Students have a Snapchat account. What else are this trend-setting group doing online?

INFOGRAPHICS



THE RISE OF AD-BLOCKING

Tracking the growth of ad-blocking and the groups leading this trend.



GEN X

Outlining the digital lives of online 33-51 year-olds.



BABY BOOMERS

How are the oldest digital consumers engaging with the internet?



TUMBLR USERS

Examining the demographic profile and online behaviors of Tumblr users.



SHAZAM USERS

What groups are using Shazam and how are they engaging with music online?



VACATIONERS

Profiling regular vacationers and their digital habits.



THE SMARTPHONE MARKETPLACE

Who is winning the battles in the mobile industry? Android or iOS? Samsung or Apple?



THE ONLINE POPULATION

Outlining the demographic composition of the global internet population.