GlobalWebIndex Data Coverage 2015

PERSONAL PROFILING

Demographics
World Region
Country
Age
Gender
Income Segments
Education Levels
Urban Context
Living Status
Marital Status
Children in Household
Age of Children
Food Shopping Power
Economic Regions
Ethnic Background (S. Africa/US Only)
Political Views (UK/US Only)
Location of Birth (UAE/Saudi Only)

Local Regions
Specific Regional Breaks for all Countries

Household Income
Income Brackets Tailored to all Countries

Professional Life
Work Sector
Areas of Responsibility
Employment Status
Company Size
Current Position
Decision Making Power

Attitudes & Lifestyle
60+ Attitudinal Statements Covering:
Self-Perceptions
Outlook on the World
Views on Tech/the Internet

Interests
30 Different Areas of Interest, from
Sport, Beauty, Cooking and Celebrities
to Travel, TV and Cars

Travel Frequency
Vacation in Home Country
Vacation Abroad
Travel for Business Abroad

Wealth Measures
Property Ownership
Car Ownership
Wealth Range (Total Value of Assets)

Forms Of Savings/Investments:
Cash/Savings/Pension Funds
Stocks/Shares/Bonds
Property (Other than Main House)
Art/Antiques
Gold
Other

Interest In Further Education
Interest in Further Education and
Qualifications

Sports
Watching/Following 25+ Global
Sporting Leagues and Competitions

Participation in 20 Different Sporting
Activities

INTERNET LANDSCAPE

Access Points
Internet Device Access
Internet Connection Type
Device Sharing

Device Ownership:
PC/Laptop
Smartphone
Tablet
Games Console
Smart TV
Smartwatch
Smart Wristband
Mobile/Cell Phone (Not a Smartphone)

Online Privacy Measures:
Delete Cookies
Use Private Browsing Windows
Use Ad-Blockers
Use Anti-Tracking Tools

Internet Usage Motivations
Change Other People's Opinions
Education
Entertainment (E.g. Gaming, Films, TV)
Express Myself
Feedback on Companies and Brands
Fill Up Spare Time
Meet New People
Networking for Work
Organize my Life
Research for Work
Research How to Do Things
Research/Find Products to Buy
Share & Promote my Business Expertise
Share Content
Share my Opinion
Stay in Touch with Friends
Stay Up to Date on News/Events
Take on a Different Personality
To Get Inspired/Get Ideas
Update Friends With my Life

VPNs and Proxy Servers
Usage
Motivations

SOCIAL MEDIA

Social Platforms
Membership
Active Usage
People/Organizations "Followed" via
Social Media

Behavioral Segmentation
Commenters
Creators
Passives
Reviewers
Sharers
Socializers

Social Media Time Spent
Time Spent on Blogs
Time Spent Micro-Blogging
Time Spent Social Networking

Social Platform Usage Frequency
Frequency of Visits on 40 Platforms

Motivations for Using a Social Network
Because a Lot of my Friends are on it
General Networking with Other People
It's Just One of the Sites I Always Visit
To Fill Up Spare Time
To Find Funny/Entertaining Content
To Follow Celebrities/Celebrity News
Don't Miss Out on Anything
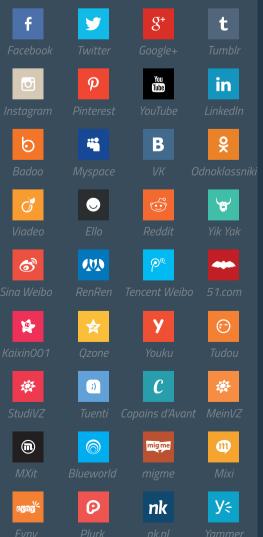To Meet New People
To Network for Work
To Promote my Work
To Research What I Do in my Daily Life
To Share My Opinion
To Share Photos or Videos with Others
To Stay in Touch With my Friends Do
To Stay Up to Date with News & Events

**Facebook, Twitter And Google+
Activities**
20+ Behaviors Specific to Each Platform

Social Platforms Tracked
Facebook Twitter Google+ Tumblr
Instagram Pinterest Youtube LinkedIn
Badoo Myspace VK Odnoklassniki
Vkadeo Ello Reddit Yik Yak
Sina Weibo RenRen Tencent Weibo 51.com
Kaixin001 Qzone Youku Tudou
StudiVZ Tuenti Copains d'Avant MeinVZ
Mxit Blueworld migme Mxit
Eyny Plurk nk Yammer
Quora Mobago Gree

COMMERCE

Purchasing Behavior and Intention
Major Purchases
Minor Purchases
Financial Products

Online Purchasing and Research
Products Purchased Online
Products Researched Online

Influence and Advocacy
Products Talked about Online
Influence Power by Category

Paid Content
Content Have Paid For

Product Categories Tracked
Cars and Motorcycles

Digital Content, including e-Books,
In-App Purchases, Mobile Apps, Mobile
Games, Multiplayer Games, Music/
TV downloads, Music/TV Streaming
Services, Web Services, Digital Gifts,
Dating Services

Digital Goods, including Mobiles,
Tablets, Desktops, Laptops, Games
Consoles, Digital Cameras, DVD Players,
e-Readers, TVs

Entertainment Products, including
Books, Films, Music and Subscriptions to
Netflix or Spotify

Fashion and Beauty Items, including
Clothes, Shoes, Fragrances, Personal
Items e.g. Watches/Handbags

Financial Products, including Annuities,
Bonds, Foreign Currency, Mortgages,
Current Accounts, Short-Term Loans

FMCG/CPG Products, including Baby
Products, Beer, Chocolate, Ready Meals,
Cleaning Products, Shampoo, Snacks,
Wine/Spirits

Healthcare & Pharmaceutical Products

Insurance, including Automotive,
Contents, Health, Home Owners,
Landlord, Life, Travel

Major Domestic Purchases, including
Dishwashers, Vacuum Cleaners,
Furniture, Satellite/Cable TV, Broadband

Property

Travel Products, including Foreign
and Domestic Vacations, Plane
Tickets/Hotels

MEDIA CONSUMPTION

Cross-Media Consumption
Time Spent...
Online via Mobile
Online via PC/Laptop/Tablet
Watching Linear TV
Watching Online TV
Listening to Radio
Listening to Online Radio
Reading Physical Press
Reading Online Print/Press
Playing Games Consoles

Second-Screen Consumption
Digital Multi-Tasking by Device
Second-Screen Behaviors

TV Channels
Viewing Frequency
Channel Reach

On-Demand Media Services

Gaming by Device

TV Channels Tracked
BBC WORLD NEWS CNBC NATIONAL GEOGRAPHIC
Eurosport euronews Discovery
MTV ESPN Nickelodeon
Comedy Central CNN Bloomberg

On-Demand Services Tracked
Spotify NETFLIX
amazon instant video iTunes
NOW TV HBO GO
Google play hulu
BBC iPlayer vudu SOUNDCLOUD
+ 50 Local Brands

Gaming Devices Tracked
XBOX 360 Wii U
XBOX ONE Wii
PS3 PS4
Handheld Gaming Device
PC, Laptop, Smartphone, Tablet

PC/LAPTOP

Types Of Website Visited
Blog/Weblog • Business News • Chatroom/Forum/Message Board • Government • Group Buying or Local Deal Sites • Job/Employment Site • Map Website
or Service • Micro-blog Sites (e.g. Twitter) • News Site • Online Auction Site • Online Casino/Betting Site • Online Dating Site • Online Encyclopedia • Price
Comparison Site • Question and Answer Service • Retail/Online Store • Search Engine • Site Specific to my Job/Sector of Work • Social Networking Website •
Travel/Destinations Info • Video/TV Streaming Site/Service • Video Sharing Site

Online Activities Done in Last Month
Asked or Answered a Question on a Q&A Service • Bought Through a Group-Buying Website • Checked Info about Music/Leisure/Entertainment • Checked
the Weather Online • Commented on a Story • Edited/Managed Own Website • Listened to/Watched a Podcast • Listened to Live Radio Online • Listened to
Music-Streaming Service • Made a Donation to a Charity/Foundation • Made a Phone Call Online/Used VOIP • Managed your Social Network Profile • Played an
Online Game • Posted a Comment on a Forum • Purchased a Product Online • Purchased an Online Service • Reviewed a Product or Brand Online • Searched
for Product or Service to Buy • Searched Using a Location-Based Service • Sold a Product Online • Streamed a Full-Length TV Show Live • Subscribed to an RSS
Feed • Uploaded a Video Online • Uploaded Photos Online • Used a Micro-Blogging Service • Used a Social Bookmark Service • Used a Social Networking Service
• Used an Aggregator • Used Instant Messenger • Used Internet Banking • Used Online Office Applications • Used Webmail • Watched a Full-length Film •
Watched a Full-Length Sports Program • Watched Video Clip • Watched a Vlog • Watched TV Shows On-Demand • Written a News Story/Article/Your Own Blog

Web Brands Visited Last Month
Alibaba.com amazon AOL BBC bing BuzzFeed Dailymotion cw ebay FINANCIAL TIMES flickr
Google THE HUFFINGTON POST Mail Online msn Outlook.com REUTERS The Economist theguardian TIME YAHOO! zawya

+ Social Networks and Over 110 Local Brands

PC Specifications
Operating Systems
Apple (OS X) Chrome OS Linux Windows Vista Windows XP Windows 8
Windows 7 Windows 8

Web Browser Used
Firefox Google Chrome Internet Explorer Yandex Browser Opera
Safari

TABLET

Tablet Specifications
Operating Systems
Android Chrome OS iOS Windows 7 Windows 8
Windows XP Linux BlackBerry OS (QNX) Firefox OS Tizen

MOBILE

Mobile Specifications
Operating Systems
Android iOS BlackBerry OS Firefox OS Windows Phone
Sailfish Symbian Tizen Ubuntu Touch

Mobile Connection Speeds
3G
4G
WiFi Only
GPRS

Mobile Handset Brands
Awareness
Ownership
Purchase Consideration
Recommendation
Previous Ownership
Handset Models (iPhone, Samsung, LG, HTC only)

Mobile Handset Brands
BlackBerry NOKIA LG HTC
MOTOROLA HUAWEI ZTE中兴
KYOCERA xiaomi iPhone
NEC CASIO lenovo OPPO
FUJITSU TOSHIBA SHARP SAMSUNG
Coolpad酷派 SONY Panasonic

APPS

Types of Applications Used
Augmented Reality
Banking/Financial Services
Books
Business
Chat/Messaging
Entertainment
Food/Restaurants
Gambling/Betting
Games
Health and Fitness
Location-Based Dating Apps
Location-Based Services
Loyalty
Maps
Music
News
Photo
Shopping
Social Networks
Sports
Travel
TV Application
Utilities
Work-Related Service

Specific Applications Used
All Major Social Networks, PLUS:
Snapchat WhatsApp Skype WeChat
LINE Kakao Talk kik Messenger Viber
Path BBM Zalo Nimbuzz
Tinder Tango Vine Flickr
Foursquare Yelp Google Maps Shazam
ebay Amazon Paper QQ Messenger
Facebook Messenger Hike Messenger Telegram Messenger Ovi/Nokia/Here maps

MARKETING IMPLICATIONS

Brand Role
Brand Role in Consumer's Life

Brand Discovery
Source of Brand Discovery
Advertisements
Brand Websites
Celebrity Endorsements
Consumer Reviews
Deals on a Group Buying Website
Expert Blogger Reviews
Forums/Message Boards
In-Store Product Displays/Promotions
Online Newspaper/Magazine Articles
Product Comparison Sites
Recommendations from friends
Search Engines
Social Networks
Stories in Physical Print Press
TV Shows/Film
Vlogs

Online Research Channels Used

Brand Activation
Online Purchase Drivers
Co-Creation Opportunities
Customer Reviews
Financial Rewards (Coupons/Discounts)
Free Delivery
Loyalty Points
Online Customer Service
Personalized Purchase
Recommendations
Quick and Easy Checkout
Retail Stores on Social Networks
Videos about the Brand

Interactions in Past Month

Motivations to Advocate Favorite Brand
Being Rewarded
Enhance Status
Exclusive Content
Great Customer Service
Personal Relationship with Brand
High-Quality Products
Insider Knowledge on the Brand
Relevance to Friends' Interests
Relevance to Own Interests
Love for the Brand
Feeling of Taking Part/Being Involved

B2B Marketing
B2B Purchase Influence

INTERESTS AND ATTITUDES

Areas of Interest
Adventure Sports • Beauty Products • Books/Reading • Business • Cars/Automobiles • Celebrity News/Gossip • Decorating/DIY/Home Improvements
• Economy/Finance • Environmental Issues • Fashion and Style • Films/Movies • Fine Arts/Culture • Food/Restaurants/Cooking • Gadgets • Gaming •
Health and Fitness • Music • Personal Finance/Investment • Personal Health Care • Pets/Pet Care • Photography • Playing Sport • Politics • Science
and Technology • Small/Micro Business • The Internet/Websites • Travel/Exploring New Places • TV Shows/TV Series • Watching Sport • Wildlife/Nature
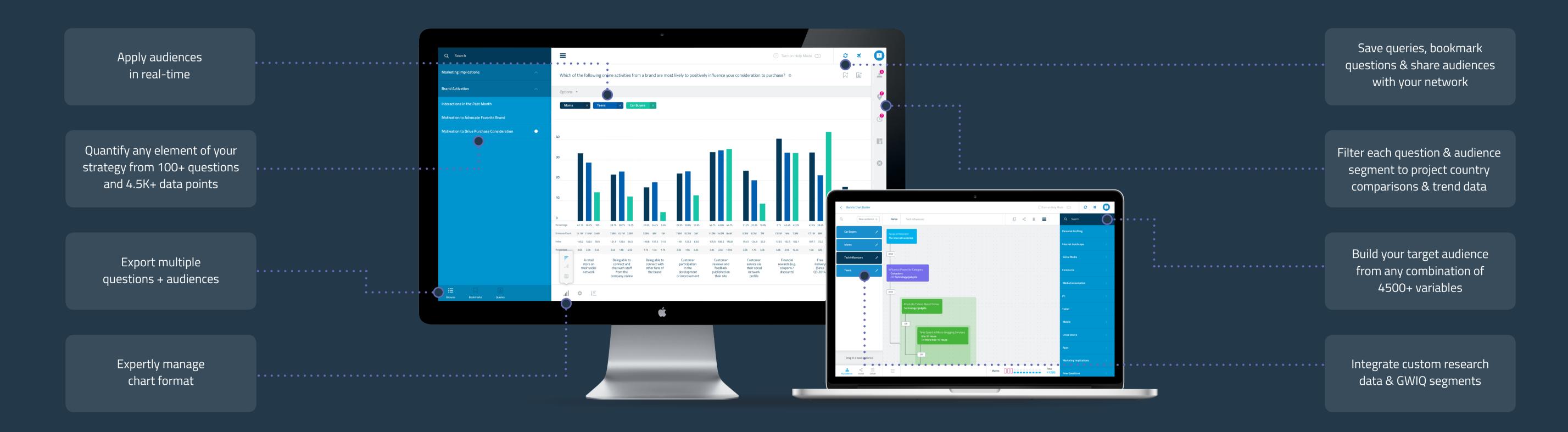
Attitudes
Being Adventurous • Being Anonymous Online • Being Brand Conscious • Being Career Orientated • Being Confused by New Tech • Being Constantly
Connected • Being Fashionable • Being Part of a Community • Being Permanently Contactable • Being Positive about Economy • Being Positive about
Environment • Being Swayed by Opinions • Being Well Informed • Borrowing/Investing Money • Buying Brands Seen Advertised • Buying Premium Versions
of Products • Challenging Oneself • Choosing Personalized Rewards • Contributing to Community • Developing New Skills • Embracing Different Cultures/
Lifestyles • Exploring the World • Favoring Face-to-Face Communication • Feeling Insecure without a Mobile • Feeling More Affluent than Average •
Finding Best Deals • Having Interest in International Events • Having Interest in Other Cultures/Countries • Linking Money to Success • Looking After One's
Appearance • Looking Online for Information • Making Quick Decisions • Multi-Tasking • Paying for Eco-Friendly Products • Pursuing Challenges • Seeing
Family as Most Important Thing • Seeking Expert Opinions • Seizing Opportunities • Spending Money on Experiences • Standing Out in Crowd • Staying in
Touch with News • Sticking to Brands • Striving for Equality • Striving to Achieve More • Taking Risks • Talking About New Products • Thinking Price is More
Important than Brand Name • Trying New Foods • Trying New Products • Valuing Creativity • Wanting Latest Tech Products • Wanting Respect from Peers
• Working and Living Abroad • Worrying about Data • Worrying about Online Privacy

COUNTRY COVERAGE

AMERICAS
Argentina • Brazil • Canada • Mexico • USA

EMEA
Belgium • France • Germany • Ireland
Italy • Netherlands • Poland • Russia
Saudi Arabia • South Africa • Spain •
Sweden • Turkey • UAE • UK

APAC
Australia • China • Hong Kong • India
Indonesia • Japan • Malaysia •
Philippines • Singapore • South Korea •
Taiwan • Thailand • Vietnam

globalwebindex

The ultimate data source for digital consumer insight

globalwebindex

Apply audiences in real-time

Quantify any element of your strategy from 100+ questions and 4.5K+ data points

Export multiple questions + audiences

Expertly manage chart format

Save queries, bookmark questions & share audiences with your network

Filter each question & audience segment to project country comparisons & trend data

Build your target audience from any combination of 4500+ variables

Integrate custom research data & GWIQ segments

It's the only tool available that collects this type of data , it's user friendly, up to date and comes with great customer service

- Fanni David. Strategist. **360i**

GlobalWebIndex has bridged a significant gap in consumer knowledge and intelligence

- Prentice L. Meinerding
Associate Director, Integrated Insights. **Starcom MediaVest Group**

The PRO Platform Rocks!!!

- Amy Inzanti
SVP Branding and Insights Group. **Cohn & Wolfe**

REPORTS & INFOGRAPHICS

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

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

ANALYSIS 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 4,500 variables
- Analyze data on digital attitudes, motivations and behaviors
- Save and share audiences with your colleagues
- Compare across 33 markets
- Trend over 5 years

CUSTOM

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, Diary Studies, and more

GWIQ

Web analytics for deeper audience understanding – validate audiences engaging with your advertising campaigns and digital platforms, with deep segmentation and reporting of up to 4,500 attributes.

- Advertising Effectiveness
- Audience Targeting Validation
- Website Analytics
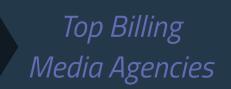- First-Party Data Enrichment

API

The GlobalWebIndex API is built on cutting-edge technology and powers our own PRO Platform™. As such, it contains everything you need to build robust analysis tools for your business.

- 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

GlobalWebIndex works with:

7/10 Top Global Media Owners

8/10 Top Global Tech Companies

8/10 Top Billing Media Agencies

6/10 Top Billing PR Agencies

10/20 Top Advertising Networks

7/20 Top Digital Agencies