

# GlobalWebIndex Data Coverage 2020



## Demographics

**Gender**  
**Age**  
**Income**

**Education**  
**Type of course**

**Local region**  
**Survey language**  
**Urban context**

**Household living arrangement**  
**Relationship status**  
**Pregnancy**  
**Number of children**  
**Age of children**  
**Children in household**  
**Family stage**  
**Grandchildren**  
**Pets in household**

**Sexual orientation**  
(Select markets only)

**Ethnicity/nationality**  
(Select markets only)



## Marketing touchpoints

**Brand discovery**  
30 Offline and online sources, including: 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 · Online ads · Brand websites · TV shows/films · Consumer reviews · Product comparison sites · In-store promotions

**Brand discovery segmentation**

**Brand role in consumer's life**  
10+ Actions/qualities valued from brands

**Brand advocacy**  
10 Reasons to promote a brand, including: High-quality products · Rewards/discounts · Exclusive content · Love for the brand · Personal relationship with brand · Customer service

**Healthcare brand influencers**  
Primary influencers over buying healthcare items

**Online product research**  
15+ Channels, including: Search engines · Consumer reviews · Social networks · Product/brand websites · Price comparison sites · Mobile apps · Video sites

**Online Brand Interactions in Last Month**  
20+ Options, including: Visited website · Read email/newsletter · Watched video · Visited social network page · Downloaded/used app · Clicked online ad · Used live chat · Used social share button

**Online Purchase Drivers**  
15 Options, including: Free delivery · Easy checkout · Rewards/coupons · Returns · Easy returns policy · Loyalty points · Next-day delivery



## Attitudes and lifestyle

**Attitudes**  
40 Self-perceptions  
10 Technology perceptions  
10 Outlook on the world perceptions  
Future outlook on the economy, the environment, and personal finances  
Attitudinal segmentation  
All statements: any agreement  
All statements: any disagreement

**Frequency of drinks consumption**

**Health conditions**

**Interests**  
50 Personal interests  
Personal interests segmentation

**Internet usage motivations**  
20 Reasons for using the internet, including entertainment, sharing, research, news and commerce

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

**Lifestyle segmentation**

**Personal/household assets**  
Car ownership · Car fuel type  
Property ownership · Property rental · Financial products · Types of savings/investments · Value of savings/investments

**Professional life**  
Employment status · Sector/industry  
Current position/role · Company size · Areas of responsibility · Decision making power · B2B purchase influencers

**Responsibility for food shopping**

**Social grading segmentation**



## Sport and exercise

**Sport and exercise**  
Gym, running and exercise frequency  
30+ Sports and sporting activities  
120+ Sporting events & leagues  
No. Sports played  
No. Sports events followed

**Travel**  
Staying in hotels · Renting accommodation · Rental Cars · Flying business · Business trips (domestic, short-haul, long-haul) · Vacations (domestic, short-haul, long-haul) · Travel behavior segmentation

**Voting intention (UK and USA only)**

**INTERESTS**  
Adventure/extreme sports · Beauty/cosmetics · Books/literature · Business · Cars/motoring · Celebrity news/gossip · Charities/volunteering · Computers/coding · Cooking · Dance (ballet, street dance, salsa etc.) · DIY/home improvements · Eating out · Economy/finance · Entrepreneurship · Environmental issues · Fashion · Films/cinema · Fine art · Fitness & exercise · Food & drink · Gadgets · Gambling · Gaming · Gardening · Handicrafts · Health foods/drinks · History · Live events (e.g. music festivals) · Local issues · Museums/galleries · Music · News/current affairs · Outdoor activities (e.g. camping, hiking) · Personal healthcare · Pets/pet care · Photography · Playing sport · Politics/social issues · Reality TV · Science · Technology · Television · Theater · Travel · Urban/modern art · Vegetarian food · Watching sport · Wildlife/nature

**SPORTS**  
American football · Athletics · Badminton · Baseball · Basketball · Boxing · Cricket · Cycling · Exercise classes · Field hockey · Football/soccer · Golf · Gymnastics · Horse-riding/equestrian · Ice hockey · Long-distance running · Martial arts · Motor sports · Netball · Rowing · Rugby · Sailing · Squash · Surfing · Swimming · Table tennis · Tennis · Triathlon · Volleyball · Winter sports



## Device ownership and access

**Device ownership & usage**  
Ownership of 15 devices  
Devices used to access web  
Mobile usage segmentation  
Device sharing  
Device satisfaction  
Device importance  
Number of devices owned  
Number of devices used to get online

**Gaming devices**  
Devices used for gaming  
No. of devices used  
Console brands: PS3 · PS4 · Wii · Wii U · Switch  
Xbox 360 · Xbox One  
Gaming activities  
60 Gaming franchises  
Gaming genres

**Operating systems**  
PC/Laptop operating systems  
Mobile operating systems  
Tablet operating systems

**Mobile carriers**

**Mobile brands**  
Previous & current ownership of 60 brands  
Number of mobile brands owned  
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

**App types used**  
25 different categories, including social, news, health, food, TV, music and banking

**Named Apps Used**  
120+ different apps, across the following categories: Commerce · Messaging/VOIP · News · Social · Travel/Travel maps · TV & music · Other

**Online Activities in Last Month**  
Auction sites · Banking · Blogging · Business news · Checking weather · Commerce · Dating encyclopedias · Food ordering · Gambling · Group-buying · Job sites · Maps · Messaging services · Music streaming · News · Online radio · 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

**Online activities segmentation**

**Web brands visited in last month**  
All sites  
Blogs and forums  
News  
TV/media  
Entertainment and lifestyle  
Retail  
Commerce and classifieds  
Search  
Mail and general portals  
Travel and leisure

**Privacy, ad-blocking and VPNs**  
Online privacy measures  
Frequency of ad-blocking  
Motivations for ad blocking  
Ad-blocking segmentation  
Frequency of vpn/proxy usage

**Digital behavior segmentation**



## Social media

**Reach**  
Members  
Visitors/users  
Number of social media services visited

**Platform-specific behaviors**  
Facebook actions  
Facebook Messenger actions  
Instagram actions  
Snapchat actions  
Twitter actions  
WeChat actions  
WhatsApp actions  
YouTube actions

**Time spent on social media**

**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 media segmentation**



## Media consumption

**Daily time spent on media**  
Mobile  
PC · Laptop · Tablet  
Linear TV  
Online TV/streaming  
Broadcast radio  
Music streaming  
Physical print press  
Online press  
Games consoles  
Social media

**Media consumption segmentation**

**TV behaviors**  
Frequency of watching TV  
TV watching by device  
Binge watching  
TV genres

**International TV channels**  
40+ Channels tracked for: Awareness · Watched in the last year · Frequency of watching · Devices used to Watch · Dayparts watched

**TV, film & video services**  
Engagement with 200+ services  
Account type  
Account sharing  
Devices used to watch TV, film and video services

**Pay TV subscriptions**  
Second-screen devices/activities

**News services**  
Over 40 services tracked for: Awareness  
Engagement  
Places viewed  
Perceptions

**Music**  
Music attitudes  
70 Music genres  
Engagement with 20 music services  
Account type  
Account sharing



## Purchase behavior and intention

**Major purchases**  
45 categories tracked for purchasing, purchasing online, research online, Purchase intention across: Automotive and transport · Electronics · Financial products · Home & furniture · Personal items · Travel & leisure

**Minor purchases**  
75 categories tracked for purchasing, purchasing online, research online across: Alcohol · Baby products · Groceries · Household products · Leisure & entertainment items · Medicines/healthcare items · Personal care items · Personal effects

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

**Mobile payment services**  
Amazon payments  
Apple Pay  
Alipay  
Google Pay  
JD Wallet  
PayPal  
Samsung Pay  
WeChat Pay  
+ 100 other services

**Products/topics talked about online**  
30 different topics, including music, mobiles, fashion, sport, food



## Brand

**Airlines**  
170 airlines tracked for awareness, engagement & advocacy

**Alcohol**  
320+ brands tracked

**Automotive**  
50+ brands tracked for ownership and advocacy

**Banks/financial institutions**  
200 Banks tracked for awareness, engagement and advocacy

**Convenience/QSR brands**  
270+ brands tracked

**Drinks brands**  
340+ brands tracked

**Film franchises**  
Fandom of 20+ global film franchises

**Haircare/skincare/cosmetics brands**  
Usage of 90+ brands

**Luxury fashion**  
60+ brands tracked for engagement and advocacy

**Payment providers**  
Awareness, usage and advocacy of leading payment brands

**Retailers**  
650+ retailers tracked

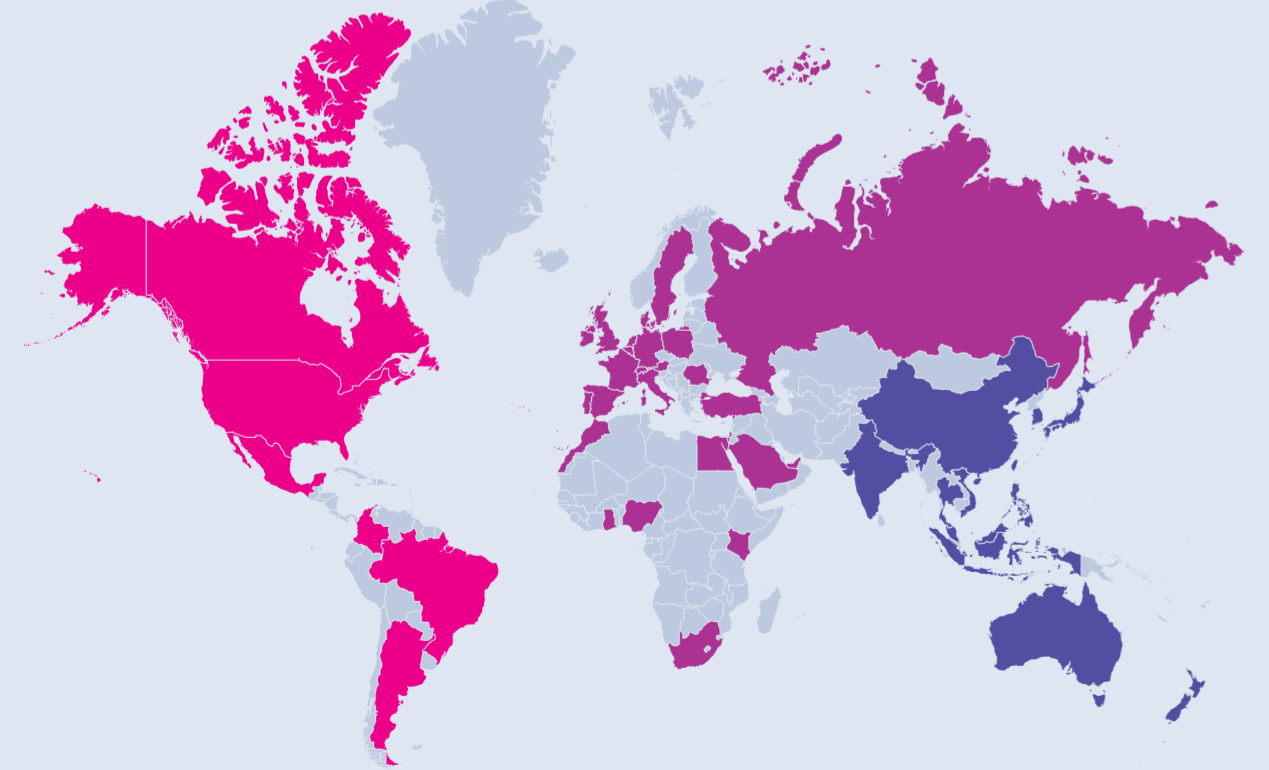
**Sports brands**  
120+ sports brands

**Sports teams followed**

**Supermarkets/convenience stores**  
Engagement with 240+ supermarkets

**Technology brands**  
Engagement, consideration and advocacy of 30 leading global brands

## COUNTRY COVERAGE

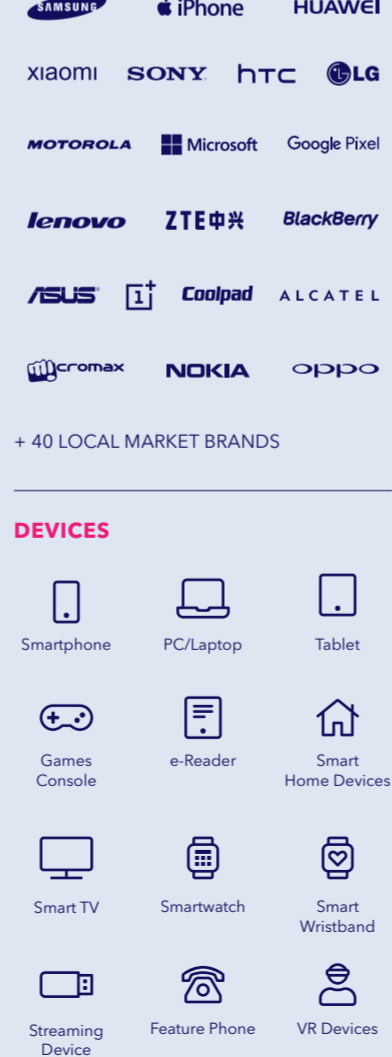


- AMERICAS**  
Argentina · Brazil · Canada  
Colombia · Mexico · USA
- EMEA**  
Austria · Belgium · Denmark · Egypt · France  
Ghana · Germany · Ireland · Israel · Italy · Kenya · Morocco · Netherlands · Nigeria  
Poland · Portugal · Romania · Russia  
Saudi Arabia · South Africa · Spain · Sweden · Switzerland · Turkey · UAE · UK
- APAC**  
Australia · China · Hong Kong  
India · Indonesia · Japan  
New Zealand · Malaysia · Philippines  
Singapore · South Korea · Taiwan  
Thailand · Vietnam

## SPORTS LEAGUES



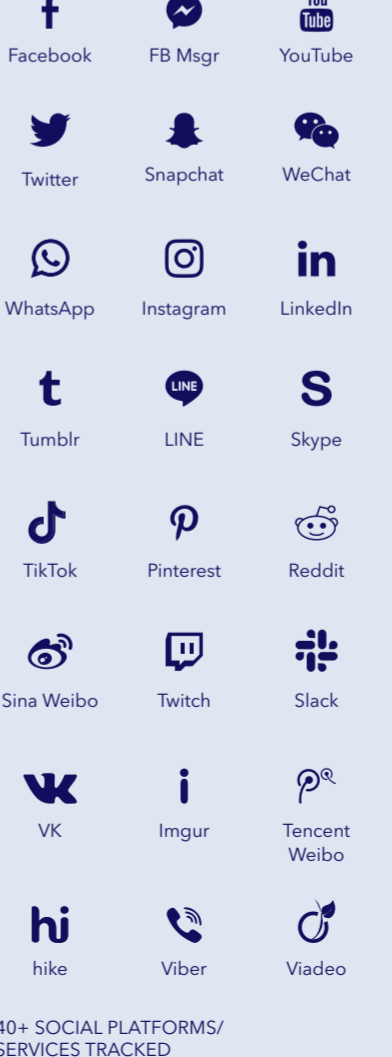
## MOBILE BRANDS



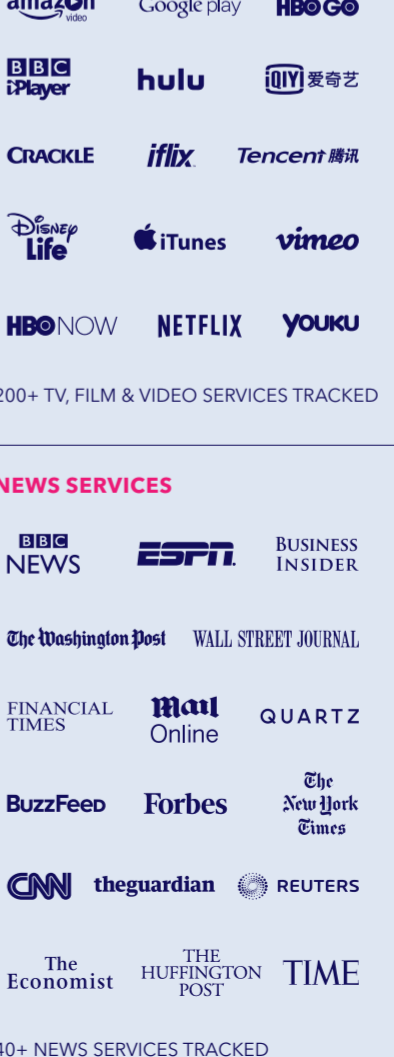
## WEB BRANDS



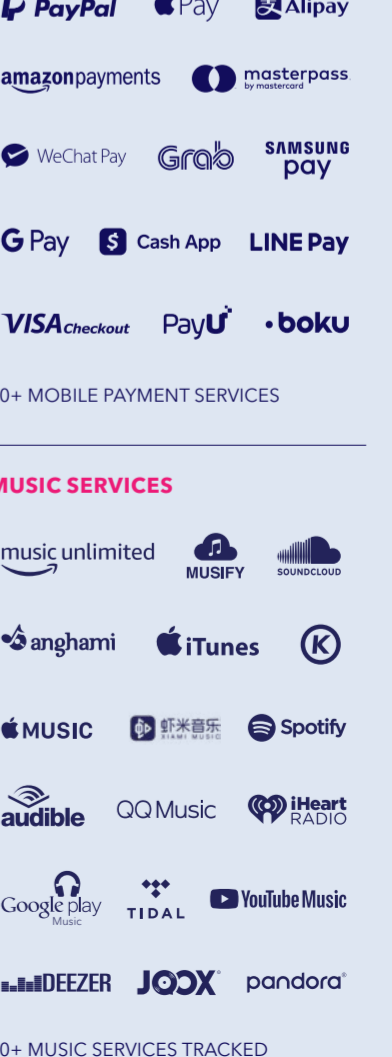
## SOCIAL PLATFORMS



## TV, FILM & VIDEO SERVICES



## MOBILE PAYMENT PROVIDERS



## 4,000+ BRANDS

