

GWI Core data coverage

960k

Sample (annual)

50k+

Profiling points

5k

Brands

53

Countries

+ Free access to even more localized insights in 7 markets through Core Plus. [Click here](#) for more details



Demographics

Personal demographics

Gender
Gender identity
Age
Sexual orientation
Ethnicity & nationality
Education
Type of student course

Location

Country
Country local regions
Regions (economic)
Regions (world)
Urban context

Finances

Household income
Financial products
Type of savings/investments
Value of savings/investments
Banks/financial institutions (270+ brands)

Household & family composition

Household living arrangement
Relationship status
Number of children
Age of children
Grandchildren
Life events
Pets in household



Attitudes & interests

Attitudes

Brand & product preferences
Brand relationships
Character
Future outlook
Self-perceptions
Tech & trends
Values
Emerging technologies

Interests

55+ personal interests including:
Arts & culture interests
Current affairs, business & societal interests
Health, fitness & beauty interests
Home & lifestyle interests
Popular culture & leisure interests
Science, tech & nature interests



Sport & exercise

Sports played/followed (35+ sports)

Sports events & leagues (130+ events/leagues)

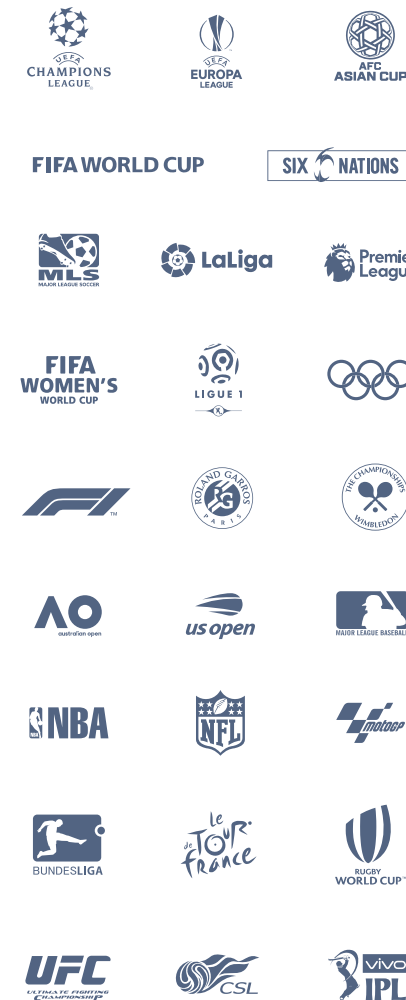
Baseball
Basketball
Cricket
Cycling
Football/soccer
Martial arts
Golf
Motor sports
Rugby
Tennis
Other sports
Sports events interest
Number of sports events/leagues followed

Sports teams

European football/soccer (30+ teams)
NBA
NFL

Sports brands (120+ brands)

130+ SPORTING EVENTS & LEAGUES FOLLOWED, INCLUDING:



Lifestyle

Lifestyle

Lifestyle indicators

Food & drink

Alcohol (450+ brands) · Baijiu, beer/lager, brandy/cognac, cider, gin, liqueurs, rum, tequila, vodka, whisky/whiskey
Drinks brands (380+ brands)
Convenience brands/QSRS (300+ brands)
Supermarkets/convenience stores (290+ brands)
Frequency of drinks consumption

Fashion & personal care

Luxury fashion brands (70+ brands)
Haircare/skincare/cosmetics brands (80+ brands)
Haircare/skincare/cosmetic products used in the last week (50+ products)

Retailers (700+ brands)

Sports retailers
Fashion retailers
Other retailers

Travel

Travel influences
Airlines used (20+ international airlines)
Vacation types preferences
Number of business trips
Number of vacations taken

Automotive

Type of vehicle(s) owned
Vehicle(s) fuel type
Vehicle(s) fuel grade
Next vehicle purchase timeframe
Next vehicle fuel type
Current & next vehicle brands (60+ options)

Property

Property rental
Property ownership
Number of properties owned/type of ownership

Health

Health conditions
Healthcare brand influencers

4,000+ BRANDS ACROSS ALL FEATURED CATEGORIES, INCLUDING:



Purchase behavior

Responsibility for food shopping

Major purchases

Automotive & transport
Electronics
Financial products
Home & furniture items
Personal items
Travel & leisure

Minor purchases

Alcohol
Baby products
Groceries
Household products
Leisure & entertainment items
Medicines/healthcare items
Personal care items
Personal effects

Online purchases

Digital content purchased
Products/topics talked about online

Payment providers/services (130+ brands)

130+ PAYMENT SERVICES USED, INCLUDING:



Work & professional life

Personal employment

Employment status
Work position/role (120+options)
Job seniority
Company size
Work sector/industry (30+ options)

Responsibility

Work areas of responsibility
Work decision-making power
B2B purchase influencers



Marketing touchpoints

Brand discovery/engagement

Brand discovery
Brand advocacy
Brand role in consumers life: qualities
Brand role in consumers life: actions

Online purchase journey

Online product research (15+ channels including consumer reviews and vlogs)
Online brand interactions in last month (20+ options including read a branded blog and visited a brand's website)
Online purchase drivers (15+ options including free delivery and loyalty points)



Social media

Daily time spent on social media

Social media & messaging usage

Social media services used (40+ brands)
Named messaging services used (20+ brands)
Number of social media/messaging services used

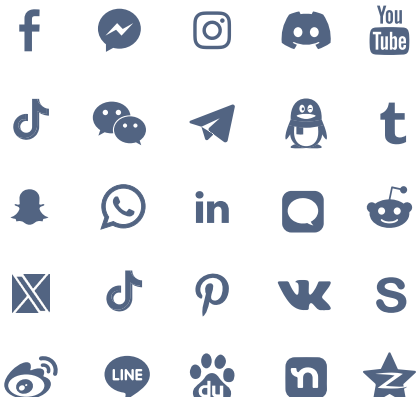
Social media attitudes & behaviors

Favorite social media/messaging services used
Reasons for using social media
Accounts followed on social media

Platform specific features/actions

Social media actions by platform
Features/actions for Facebook Messenger · Instagram · LinkedIn · Pinterest · Reddit · Snapchat · Tiktok · X · Wechat

50+ SOCIAL MEDIA / MESSAGING SERVICES USED, INCLUDING:



Technology & devices

Device ownership & usage

Device ownership
Devices used to access web
Device importance
Number of devices owned
Number of devices used to get online
Most utilized devices
Smart home products

Operating systems

Mobile/tablet/PC/laptop operating systems

Mobile & smartwatch

Mobile carriers/service providers (200+ brands)

Mobile brands (60+ brands)

Previous ownership, current ownership, number of brands owned, consideration, purchase timeframe
Mobile handset models
200+ Huawei, iPhone, OnePlus, Oppo, Samsung, Xiaomi and Honor models
Mobile actions in last month
Smartwatch brands owned
Finance-focused mobile actions

Technology brands

Tech brands: engagement
Tech brands: consideration

Connected TV brands

Smart tv brands
TV streaming devices/sticks brands

60+ MOBILE BRANDS OWNED, INCLUDING:



Online activities

Online activities in last week

Activities in last week: watched/listened

Online activities in last month

Privacy, ad-blocking and VPNs

Online privacy, ad-blocking and VPNs

Reasons for using ad-blocking

Web brands & apps

800+ websites & apps used
Types of website & app used

Reasons for using the internet

800+ WEBSITES & APPS USED, INCLUDING:



Media

Media genres

Movie genres
Podcast genres
Series genres

Daily time spent on media

Broadcast radio, podcasts, consoles, music streaming service, social media, online and print press, linear/broadcast TV, Online TV/Streaming
Time spent online on mobile
Time spent online on PC/laptop/tablet

Music

Music attitudes
Reasons for listening to music
Preferred music/audio content
Music services: engagement, account type & account usage (30+ brands)
Music genres

News services

News services (40+ brands)
Awareness, engagement, places viewed

Television, film & video

International TV channels (50+ channels)
Awareness, engagement, frequency, dayparts
Pay TV subscriptions
TV, film & behaviours
Devices used, types of TV, TV genres
Film franchises (20+ brands)
Second-screening
TV, film and video services (250+ brands)
Engagement, account type, account usage, engagement regularity



Gaming

Devices used for gaming

Number of gaming devices used
Console brands (10 brands)
Gaming franchises (60+ brands)
Gaming genres
Gaming activities

60+ GAMING FRANCHISES PLAYED, INCLUDING:

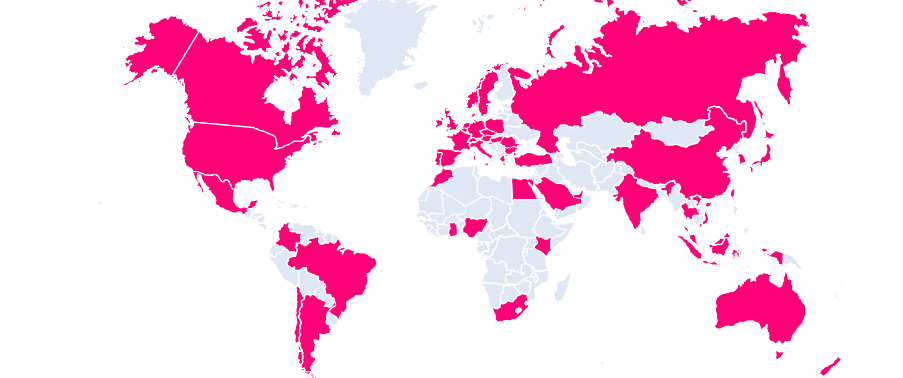


Segmentations

Brand discovery segmentation
Income segmentation
Global purchasing power segmentation
Socio-economic segmentation
Lifestyle segmentations
Media consumption segmentation

Social media segmentation
Travel behavior segmentation
Value of savings segmentation
Personal interests segmentation
Personas (tech & devices, lifestyle, parenting, social media)

COUNTRY COVERAGE



AMERICAS

Argentina
Brazil
Canada
Chile
Colombia
Mexico
USA

EUROPE

Austria
Belgium
Bulgaria
Croatia
Czech Republic
Denmark
France
Germany
Greece
Hungary
Ireland
Italy
Netherlands
Norway
Poland
Portugal
Romania
Russia
Spain
Sweden
Switzerland
Turkey
UK

MIDDLE EAST & AFRICA

Egypt
Ghana
Israel
Kenya
Morocco
Nigeria
Saudi Arabia
South Africa
UAE

ASIA PACIFIC

Australia
China
Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

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