

# GWI USA data coverage

Last updated April 2023

80,000  
Sample (annual)

42,000  
Profiling points

3,000+  
Brands

50  
States + DC

GWI.



## Demographics

### Personal demographics

Age  
Gender identity  
Sexual orientation  
Educational attainment  
Generational status  
(including birthplace and family origin)

### Race & ethnicity

Ethnicity and racial identity  
Country of family heritage  
Connections to heritage  
Parent/child heritage activities  
Heritage/culture attitudes  
Hispanics media consumption  
Language preferences

### Location

Region, State, DMA & County  
Living environment

### Household & family composition

Relationship status  
Household composition  
Number/age of children  
Grandchildren  
Pets in household  
Life events in next six months (15+ options including *get engaged, get a new pet*)



## Attitudes & interests

### Interests

80+ total interests including:  
Arts & culture interests  
Current affairs & business interests  
Entertainment interests  
Environment & nature interests  
Food & drink interests  
Home interests  
Lifestyle interests  
Mind, body & self interests  
Technology & science interests

### Attitudes & self-perceptions

Risk taking  
Standing out  
Character qualities  
Self-perceptions

### Aspirations, priorities & concerns

Hopes & aspirations  
Fears & worries

### Expectations in next six months

Personal/household financing  
The environment/climate change  
US economy

### Religious views

Political views  
Voting habits/intentions  
Trust in organizations



## Sports & exercise

### Sports & exercise behaviors

Engagement with sports & sporting activities (25+ sports played, followed, watched)  
Gym, running & exercise frequency  
Fitness services used

### Sports leagues & events

Frequency of watching sports games  
Engagement with leagues & events (45+ options across American football, basketball, baseball, ice-hockey, soccer, tennis and more)

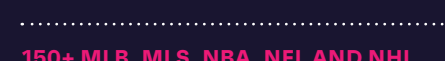
### Sports teams

150 teams across MLB, BLS, NBA, NFL, NHL

### Sports brands & retailers

Frequency of purchasing sports items  
50+ sports brands owned  
Sports retailers

### 50+ SPORTS BRANDS, INCLUDING:



## Lifestyle

### Home & property

Property ownership and type  
Property plans & home purchases in next six months

### Travel

Travel & vacation behaviors (frequency, vacation types and destinations)  
85+ travel/vacation brands (travel services, hotel, airline, cruise, theme parks & resorts)  
Travel attitudes

### Automotive & Transport

Frequency of transport types  
Auto ownership  
Number of vehicles in household  
Vehicle(s) ownership status  
Vehicle brand(s) in household (45+ brands)  
Vehicle(s) fuel & model type  
Auto purchases in next six months  
Vehicle brands considered  
Auto retailers  
Ride hailing/sharing brands  
Auto attitudes

### Charitable giving & good causes

Frequency of giving/volunteering  
Causes supported

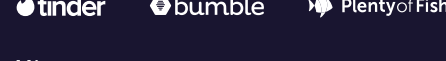
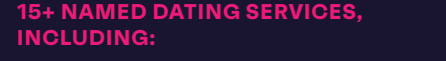
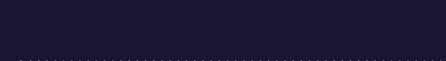
### Dating

Usage of dating services  
15+ named dating services

### Betting/gambling behaviors

Smoking, CBD & Cannabis  
Smoking type & frequency

### 85+ TRAVEL BRANDS, INCLUDING:



## Professional life & finances

### Income

Annual income (14+ brackets, 4 segments)

### Financial products & investments

Type and value of assets & investments  
Financial products  
10+ online trading platforms  
Financial attitudes & behaviors  
20+ financial attitudes  
Financial/insurance plans in next six months  
Insurance brand drivers  
Online money behaviors  
Insurance policies & brands  
120+ brands from auto insurance, homeowners or personal property insurance, life insurance, medical/health insurance

### Professional life

Working status & role  
Number of jobs  
Industry/sector  
Company size  
Work/education plans in the next six months  
Veteran status/military interest  
Gig economy workers

### 45+ PAYMENT AND BANKING BRANDS, INCLUDING:



## Marketing & brand touchpoints

### Brand discovery channels

(35+ options including TV commercials and search engines)

### Brand qualities

(15+ options including sustainable and socially responsible)

### Brand initiatives

(7 options including make you feel valued and improve your day-to-day life)

### Brand attitudes

(15 options including the brands I buy reflect my values and when I find a brand I like, I stay loyal to it)

### 85+ CPG RETAILERS, INCLUDING:



## Retailers & shopping

### Retail behaviors & attitudes

CPG shopping behaviors  
Shopping responsibility  
Frequency of shopping by store type  
Coupon usage by category  
Organic purchasing by products  
Own label products by category  
Extent of mobile shopping

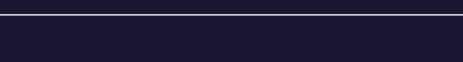
### In-store/online purchase influencers

Frequency of online shopping behaviors  
Retail attitudes  
Intended products, policies and purchases in next six months

### Retailers

85+ CPG retailers including:  
Beauty stores  
Convenience stores  
Discount & dollar stores  
Drugstore retailers  
Health stores  
Mass merchandiser & wholesale retailers  
Supermarket/grocery stores  
25+ home and hardware retailers  
9 electronics & office supply retailers  
12 online-only retailers  
120+ named retailers

### 95+ DESIGNER BRANDS, INCLUDING:



## Gaming

### Gaming devices & behaviors

Time spent & frequency of gaming  
Devices used for gaming  
Games consoles  
Primary gaming device  
Gaming activities

### Gaming services

Gaming franchises  
Gaming motivations

### 70 GAMING FRANCHISES, INCLUDING:



## Food & drink

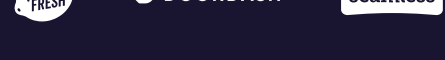
### Food, cooking & diet behaviors

Meat consumption, vegetarianism and veganism  
Food and cooking behaviours (including recipe inspiration and food attitudes)  
Dietary and food requirements  
Dieting/Food control  
Food product requirements/qualities

### Food

Candy/chocolate/ice cream (including frequency of consumption, types and brands)  
Spreads (including frequency of consumption, types and brands)  
Breakfast foods  
Chips & savoury items  
Milk types  
Food delivery (food box/kit subscription services and food delivery brands)  
60+ QSR Brands by eating occasions  
55+ restaurant brands by frequency

### 15+ FOOD DELIVERY / FOOD BOX BRANDS INCLUDING:



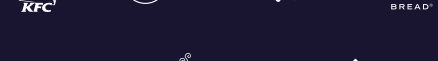
### Alcohol

10+ alcohol types  
Frequency of drinking alcohol (at home/outside of home)  
Reasons for not drinking alcohol  
Alcohol purchase locations by type  
140+ spirits brands  
Wine (types and varieties)  
120+ beer, cider & flavored beverages

### Soft drinks

Frequency of beverage consumption  
Frequency of beverages (at home/outside of home)

### 115+ QSR / RESTAURANT BRANDS INCLUDING:



## Health

### Personal health

Perception of health  
Perception of weight  
Frequency of feeling unwell  
40+ healthcare attitudes

### 40 shorter-term health conditions

Frequency of shorter-term conditions  
Treatment for shorter-term conditions

### 35+ longer-term health conditions

Side-effects of longer-term conditions  
Non-prescription products used for longer-term conditions  
Treatment plans for longer-term conditions  
Support sources for longer-term conditions

### Health behaviors

Treatment preferences  
Actions taken when feeling unwell  
Medical websites visited  
Frequency of medical visits  
Types of specialist doctor visited  
Online healthcare behaviors

### Treatments & medicines

Frequency of treatments  
Medicine/drug/treatment discovery channels  
Medicine/drug/treatment influencers  
Medicine/drug/treatment purchase methods  
Medicine/drug/treatment locations  
Alternative/complementary treatments  
Vitamin/mineral/supplement types

### Shorter-term medicine/drug brands

80+ brands including:  
Internal medicine  
External medicine  
Digestive medicine  
Allergy medicine  
Cough/cold/flu medicine  
Sleep medicine

### Healthcare products

Frequency of using healthcare products  
Frequency of using sunscreen

### Caregivers

Conditions cared for (30+ options including Alzheimer's, asthma and psoriasis)  
Caregiver duties



## Online activities & behaviors

### Online behaviors

Online search behaviors  
Online behaviors (25+ options including listen to podcasts and use online banking)

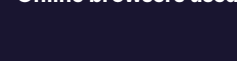
### Types of online sites/services used

Frequency of online sites use  
Named search engines/tools  
Information and maps tools

### Data & privacy

Online privacy behaviors/worries/attitudes

### Online browsers used



### Device

### Device ownership & usage

Devices owned/used  
Most important device

### Device purchases & attitudes

Device purchases in next six months  
Device/tech brands considered  
Device/tech brands influencers  
Device/tech attitudes

### PC/desktop

PC/desktop brands owned



## Social media

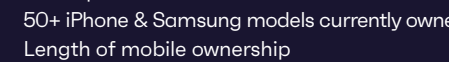
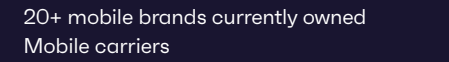
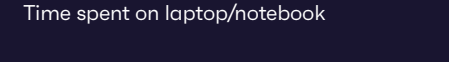
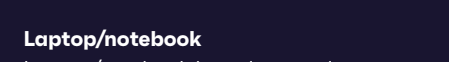
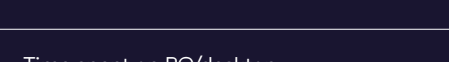
### Social media usage

30 social media services used

### Social media attitudes and behaviors

Time spent on social & messaging services  
Content posted/consumed on social media  
Favorite social media accounts  
Reasons for using social media  
Social media attitudes

### 30 NAMED SOCIAL MEDIA SERVICES, INCLUDING:



### Platform specific features

Social media actions by platform  
Platform specific features /actions for Facebook/Facebook Messenger · Instagram · LinkedIn · Pinterest · Reddit · Snapchat · TikTok · Twitter

Mobile brands (previous, considered, historical/future loyalty)  
Mobile purchase timeframe

### Tablet

Tablet brands owned  
Time spent on tablet

Smart speaker/hub brands, Smartwatch brands, TV streaming device brands, Voice assistants, Tracking apps/services

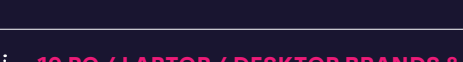
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## Media

### TV & movies

Frequency of watching TV types  
Frequency of going to the movies  
Time spent watching broadcast TV & streaming  
Cord cutters & nevers  
Second-screen devices & behaviors  
TV attitudes  
30+ TV & movie genres  
120+ TV channels  
30+ Streaming & SVOD services

### News, content & print media

Frequency of engagement with news, content & print media  
Time spent on content types  
75+ online news & content services used  
Frequency of reading named newspapers (20+ titles)  
Frequency of reading named magazines (100+ titles)  
News attitudes

### Music & audio

Time spent & frequency of music & audio behaviors  
Music genres  
Music & audio services used / account type  
Podcast genres  
Podcast platforms  
850+ radio stations