

GWI Core Plus data coverage

10,000
Sample
(2,500 per market)

3,000+
Brands



- France
- Germany
- Spain
- UK



Utilities & fuel

Energy
110+ Energy suppliers
Energy switch intention
Energy provider purchase influencers

Broadband
49+ Broadband suppliers
Broadband switch intention
Broadband purchase influencers

Fuel
Petrol station purchase influencers

50+ PETROL STATIONS, INCLUDING:



Food & drinks

Diet type and requirements
Reasons for diet
Food qualities preferred

Savoury foods
Types of produce in household
Fruit types
Milk types
Breakfast in household
Frequency of eating savory biscuits, crisps and snacks

Food purchase behavior
Coupon/Special offer frequency
Organic food purchase frequency

YOGURT TYPES AND 55 BRANDS, INCLUDING:



65+ SNACK BRANDS, INCLUDING:



25+ CEREAL/BREAKFAST BRANDS
And all cereal types for Kellogg's, Nestle

Candy/sweets
Frequency of eating chocolate
Types of chocolate
Frequency of eating candy
Frequency of eating frozen desert
Types of ice cream and ice cream formats
Frequency of eating biscuits/cookies

110+ CHOCOLATE BRANDS, INCLUDING:



60+ CANDY BRANDS, INCLUDING:



65+ ICE CREAM BRANDS, INCLUDING:



40+ BISCUIT/COOKIE BRANDS, INCLUDING:



Frequency of eating gum

20+ CHEWING GUM BRANDS, INCLUDING:



25+ MEAL KIT DELIVERY SERVICES, INCLUDING:



Drinks
Frequency of drinking coffee
Types of coffee drunk in home / out of home
Frequency of drinking tea
Types of tea

70+ COFFEE BRANDS, INCLUDING:



35+ TEA BRANDS, INCLUDING:



Household

Household purchase responsibility and purchase factors

Cleaning products

45+ LAUNDRY DETERGENT BRANDS USED, INCLUDING:



35+ Toilet paper brands used

25+ WASHING UP LIQUID BRANDS USED, INCLUDING:



Pets
Types of pet food bought
Pet food purchase influencers

65+ DOG FOOD BRANDS AND 40+ CAT FOOD BRANDS, INCLUDING:



Household appliances
Kitchen appliances owned

75+ HOUSEHOLD APPLIANCE BRANDS, INCLUDING:



Personal care products & health

Personal care purchase responsibilities
Reasons for using skincare products

Dental
Toothbrushing frequency
Toothpaste qualities
Extra dental products used

60+ TOOTHPASTE AND MOUTHWASH BRANDS, INCLUDING:



Deodorants/antiperspirants
Types of deodorant/antiperspirant

80+ DEODORANT/ANTIPERSPIRANT BRANDS INCLUDING:



Feminine care
Feminine care products used

25+ FEMININE CARE BRANDS, INCLUDING:



Haircare
Type of facial hair/hair
Hair conditions
Hair product factors

Fragrances
Types of fragrances used

Nails
Types of nail products used

40+ NAIL POLISH/CARE BRANDS, AND 75+ FRAGRANCE BRANDS, INCLUDING:



Health
Types of healthcare products and treatments used
Alternative/complementary treatments used
Vitamin/supplements used
Medicine purchase factors
Doctors visited

85+ COLD TREATMENT BRANDS USED, INCLUDING:



55+ STOMACH PAIN TREATMENT BRANDS USED, INCLUDING:



Media consumption

Newspapers
Frequency of reading newspapers
Format for reading newspapers

195+ NEWSPAPERS READ EVER/ REGULARLY, INCLUDING:



Magazines
Frequency of reading magazines
Magazine topics
Format for reading magazines

600+ MAGAZINES READ EVER/ REGULARLY, INCLUDING:



Television

200+ TELEVISION CHANNELS WATCHED EVER/REGULARLY, INCLUDING:



Radio
180+ Radio stations listened to ever/ regularly
Weekday and weekend listening times



Travel

Destinations intended to visit
Types of vacation planned
Length of planned vacation
Planned vacation spend
Cruise intention
Vehicle rental factors considered

80+ TRAVEL WEBSITES, USED AND FIRST CHOICE, INCLUDING:



75+ HOTEL/ACCOMMODATION BRANDS USED AND CONSIDERED INCLUDING:



25+ CRUISE OPERATORS, INCLUDING:



25+ VEHICLE RENTAL COMPANIES, INCLUDING:



45+ AIRLINES USED, INCLUDING:



Insurance

Insurance purchase factors
100+ Life insurance brands
95+ Home/Contents insurance brands
120+ Car/Automotive insurance brands

100+ HEALTH/MEDICAL INSURANCE BRANDS INCLUDING:



Smoking, CBD & cannabis

Smoking, CBD and cannabis behaviors/ frequency
Amount smoked per day/week/methods/ considered to quit smoking
CBD frequency
CBD products used
Vaping frequency

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