SUMMARY OF RESEARCH CAPABILITIES

# Research & methodology

globalwebindex

# What's inside?

SUMMARY OF RESEARCH CAPABILITIES

# Key numbers

# Key numbers

**46**

Countries across the globe

**700,000**

Core interviews completed per year

**Over 2 billion**

Representative of over 2bn internet users

**Over 40,000**

Profiling data points

**Over 4,000**

Brands covered

**Over 100,000**

Interviews per year in the US

SUMMARY OF RESEARCH CAPABILITIES

# Research & methodology

# Core research

GlobalWebIndex began its ongoing research back in 2009, in response to what was a clear need in the market for a harmonized, global survey on how internet behaviors were evolving.

Starting with an annual study in the first year, it became bi-annual throughout 2010, 2011 and 2012 before being run each quarter from the start of 2013 onwards. **At the end of 2020, we will have run 40 separate waves of research**.

Over time, our country coverage has increased. Beginning with 16 markets in 2009, we were running our harmonized study in 36 countries by the end of 2016. **We incorporated 6 new markets in 2017, added 3 more in 2018, and added 1 more in 2019, to bring our total to 46.**

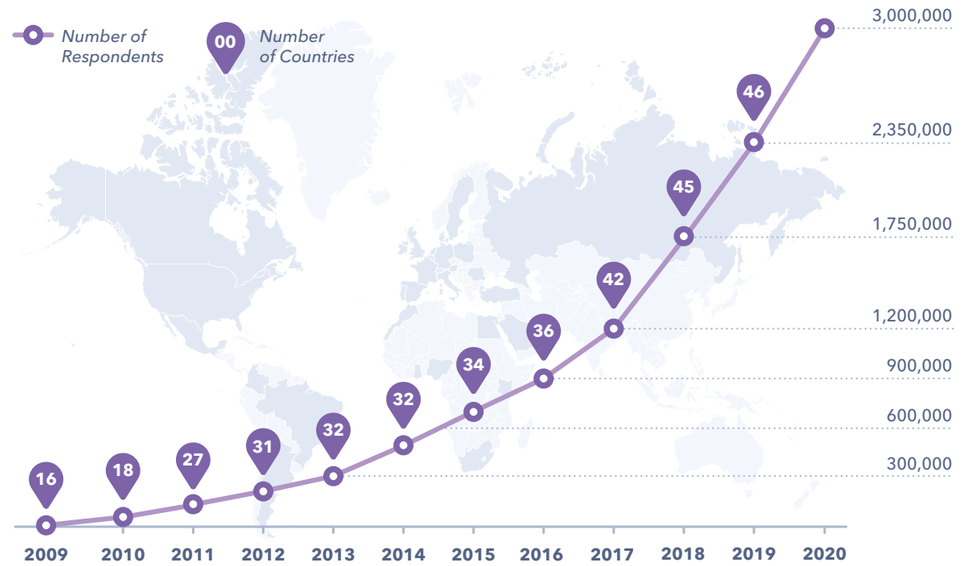
GlobalWebIndex offers a co-launch option for new markets. For more information, please contact your account manager.

# Mobile surveys

Up until the end of 2016, GlobalWebIndex ran its Core study in 36 countries, with the vast majority of respondents completing it via PCs, laptops and tablets. As a relatively long survey where questions were developed with the larger screens of PCs / laptops in mind, it was not suitable for mobile (where surveys need to be short and include relatively simple question formats). This had made it difficult to launch into new emerging markets, especially in Africa, where most internet users are mobile-first (and where significant minorities might be mobile-only).

In 2017, GlobalWebIndex launched a mobile version of its Core study. It contains a selection of questions from the full Core study, but in a mobile-compatible format. This survey is run alongside the longer version on other devices, with the results of both being merged together and then published as one dataset.

**Evolution of Globalwebindex response count**




## Market coverage

**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.

**Americas:** Argentina, Brazil, Canada, Colombia, Mexico, USA.

**APAC:** Australia, China, Hong Kong, India, Indonesia, Japan, New Zealand, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.

## Annual sample size

| EMEA | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| UK | 2,300 | 4,000 | 6,000 | 4,000 | 24,500 | 30,000 | 30,000 | 30,000 | 31,000 | 31,000 | 40,000 | 40,000 |
| France | 1,000 | 2,050 | 3,000 | 2,000 | 4,050 | 4,000 | 8,000 | 8,000 | 9,000 | 13,000 | 20,000 | 20,000 |
| Germany | 1,050 | 2,000 | 3,000 | 2,000 | 4,000 | 4,000 | 8,000 | 8,000 | 9,000 | 11,000 | 20,000 | 20,000 |
| Italy | 1,050 | 2,000 | 3,000 | 2,000 | 4,050 | 4,050 | 8,000 | 8,000 | 9,000 | 11,000 | 20,000 | 20,000 |
| Spain | 1,000 | 2,000 | 3,050 | 3,000 | 4,200 | 4,200 | 8,000 | 8,000 | 9,000 | 11,000 | 20,000 | 20,000 |
| Russia | 750 | 1,500 | 2,800 | 2,500 | 5,000 | 5,000 | 5,000 | 5,000 | 9,000 | 9,000 | 9,000 | 14,000 |
| Netherlands | 750 | 1,500 | 2,250 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Poland | – | 800 | 2,300 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 7,000 | 7,000 | 7,000 |
| UAE | – | – | 1,500 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 7,000 | 7,000 | 7,000 |
| Saudi Arabia | – | – | 1,500 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 6,000 | 6,000 | 6,000 |
| South Africa | – | – | 1,500 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| Turkey | – | – | 1,500 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 8,000 |
| Sweden | – | – | 1,500 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Ireland | – | – | – | – | 2,000 | 4,000 | 4,000 | 4,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Belgium | – | – | – | – | – | – | 3,000 | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Portugal | – | – | – | – | – | – | 2,250 | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Egypt | – | – | – | – | – | – | – | 1,250 | 5,000 | 7,000 | 7,000 | 7,000 |
| Austria | – | – | – | – | – | – | – | – | 1,250 | 5,000 | 5,000 | 5,000 |
| Switzerland | – | – | – | – | – | – | – | – | 1,250 | 5,000 | 5,000 | 5,000 |
| Ghana | – | – | – | – | – | – | – | – | 3,000 | 4,000 | 4,000 | 4,000 |
| Kenya | – | – | – | – | – | – | – | – | 3,000 | 4,000 | 4,000 | 4,000 |
| Morocco | – | – | – | – | – | – | – | – | 3,000 | 4,000 | 4,000 | 4,000 |
| Nigeria | – | – | – | – | – | – | – | – | 3,000 | 4,000 | 4,000 | 4,000 |
| Denmark | – | – | – | – | – | – | – | – | – | 3,750 | 5,000 | 5,000 |
| Romania | – | – | – | – | – | – | – | – | – | 1,250 | 5,000 | 5,000 |
| Israel | – | – | – | – | – | – | – | – | – | – | 2500 | 5,000 |

| Americas | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| USA | 2,100 | 4,000 | 6,000 | 4,000 | 24,500 | 30,000 | 30,000 | 30,000 | 63,000 | 63,000 | 100,000 | 100,000 |
| Mexico | 750 | 1,500 | 2,550 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 10,000 | 10,000 | 17,000 |
| Brazil | 750 | 1,500 | 2,500 | 2,000 | 4,000 | 4,000 | 4,000 | 4,000 | 9,000 | 9,000 | 9,000 | 22,000 |
| Canada | 1,000 | 1,500 | 3,000 | 2,000 | 4,000 | 4,000 | 4,500 | 6,000 | 9,000 | 9,000 | 9,000 | 19,000 |
| Argentina | – | 1,500 | 1,600 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| Colombia | – | – | – | – | – | – | – | – | – | 3,750 | 5,000 | 5,000 |

| APAC | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| China | 1,000 | 2,000 | 4,000 | 4,000 | 8,000 | 8,000 | 14,000 | 20,000 | 43,000 | 60,000 | 60,000 | 96,000 |
| India | 750 | 1,500 | 2,800 | 2,550 | 5,100 | 5,100 | 5,000 | 5,000 | 12,000 | 16,000 | 30,000 | 54,000 |
| Australia | 750 | 1,500 | 2,250 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 9,000 | 16,000 | 16,000 |
| Japan | 900 | 1,500 | 2,250 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 7,000 | 7,000 | 7,000 | 13,000 |
| South Korea | 750 | 1,500 | 2,250 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Malaysia | – | 750 | 2,300 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| Singapore | – | – | 2,300 | 1,600 | 3,150 | 3,150 | 3,000 | 3,000 | 6,000 | 10,000 | 12,000 | 11,000 |
| Hong Kong | – | – | 2,300 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 7,000 | 7,000 | 7,000 |
| Indonesia | – | – | 2,300 | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 7,000 | 7,000 | 7,000 | 20,000 |
| Philippines | – | – | 2,300 | 1,550 | 3,100 | 3,100 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 12,000 |
| Taiwan | – | – | – | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 5,000 | 7,000 | 7,000 | 9,000 |
| Thailand | – | – | – | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 15,000 |
| Vietnam | – | – | – | 1,500 | 3,000 | 3,000 | 3,000 | 3,000 | 6,000 | 6,000 | 6,000 | 10,000 |
| New Zealand | – | – | – | – | – | – | – | 1,250 | 5,000 | 5,000 | 5,000 | 5,000 |

## Global sample size

| 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 16,650 | 34,600 | 73,600 | 60,200 | 153,650 | 166,600 | 193,750 | 204,500 | 364,500 | 438,750 | 550,500 | 689,000 |

## Sample size by quarter

| Market | Quarterly sample size |
|---|---|
| Argentina | **1,500** |
| Australia | **4,000** |
| Austria | **1,250** |
| Belgium | **1,250** |
| Brazil | **5,500** |
| Canada | **4,750** |
| China | **24,000** |
| Colombia | **1,250** |
| Denmark | **1,250** |
| Egypt | **1,750** |
| France | **5,000** |
| Germany | **5,000** |
| Ghana | **1,000** |
| Hong Kong | **1,750** |
| India | **13,500** |
| Indonesia | **5,000** |
| Ireland | **1,250** |
| Israel | **1,250** |
| Italy | **5,000** |
| Japan | **3,250** |
| Kenya | **1,000** |
| Malaysia | **1,500** |
| Mexico | **4,250** |

| Market | Quarterly sample size |
|---|---|
| Morocco | **1,000** |
| Netherlands | **1,250** |
| New Zealand | **1,250** |
| Nigeria | **1,000** |
| Philippines | **3,000** |
| Poland | **1,750** |
| Portugal | **1,250** |
| Romania | **1,250** |
| Russia | **3,500** |
| Saudi Arabia | **1,500** |
| Singapore | **2,750** |
| South Africa | **1,500** |
| South Korea | **1,250** |
| Spain | **5,000** |
| Sweden | **1,250** |
| Switzerland | **1,250** |
| Taiwan | **2,250** |
| Thailand | **3,750** |
| Turkey | **2,000** |
| UAE | **1,750** |
| UK | **10,000** |
| USA | **25,000** |
| Vietnam | **2,500** |

# Our respondents

To interview internet users at such a vast scale, we work with a number of industry-leading panel providers such as Dynata, Toluna, Kantar, DataSpring, Prodege and OnDevice. These providers manage the relationships with respondents on their respective panels, from the initial recruitment process through to the distribution of invitations to take part in one of our surveys. In some countries, these partners will also engage further panels to help fulfil our sample needs; practically, that means our respondents are typically sourced from between 2-5 panels in the majority of markets.

Although each panel provider will have its own precise systems in place, they will typically be inviting people to sign up for their panels via online ads, sponsored posts, online messaging and partnerships with sites. Anyone who expresses an interest is then **required to undergo a joining process, which involves verification of their email address and submission of basic demographic information** (which would normally include metrics such as age, gender, location and so on).

Each time we launch fieldwork, we will supply our panel partner(s) with demographic information about the respondents we require in order for our sample to be representative. Part of this involves instructing them on the number of women vs men, the number from each age group, the proportion with secondary vs tertiary education, and so on.

All of our panel partners offer a variety of incentives to respondents to take part, which include:

- **Monetary payments / PayPal credit**
- **Loyalty points**
- **Vouchers**
- **Charity donations**
- **Competition / sweepstake entry**

These incentives are designed to appeal to respondents of all backgrounds, including wealthier segments who might be most motivated by the chance to help good causes.

The value of incentives will vary between markets, and will sometimes vary between demographics within a particular country.

# Sample structure

There are two key points to note about our sample structure.

## We represent 16-64 year-olds

We don't interview anyone aged 15 or under because parental consent would be needed, and because a parent or guardian would technically need to observe them filling out any survey. This makes it slow and expensive to conduct fieldwork, and it's possible that some minors would not answer all questions accurately if being observed by an adult.

We don't interview people aged 65+ because it's very challenging to find enough people in this age bracket in certain markets – particularly emerging markets where internet penetration rates are low and online populations are therefore dominated by younger age groups. As we want our data to be representative and harmonized across markets, we therefore set an upper age limit. A long-term ambition is to remove this limit and begin surveying older internet users, but this is unlikely to become a reality in the short- or medium-term future.

## We represent online populations

Because internet penetration rates can vary significantly between countries (from a high of 90%+ in parts of Europe and North America to lows of around 20% in parts of APAC), the nature of our samples is impacted accordingly.

**Where a market has a high internet penetration rate, its online population will be relatively similar to its total population** and hence we will see good representation across all age, gender and education breaks. This is typically the case in North America, much of Europe and places in APAC such as Japan and Australia.

Where a market has a medium to low internet penetration, its online population can be very different to its total population; broadly speaking, **the lower the country's overall internet penetration rate, the more likely it is that its internet users will be young, urban, affluent and educated**. In some Middle Eastern, African and Asian countries (e.g. India, Indonesia), we would also expect a gender-based skew towards males.

To ensure that our research is representative of a country's online population aged 16-64, we **set quotas on age, gender and education**. To set these, we conduct thorough research across a range of international and national sources.

At a global level, these include the **World Bank, the ITU, the International Labour Organization, the CIA Factbook and the US Bureau of Labor Statistics**; within individual markets, we are typically taking data from **national statistics sources, government departments, Eurostat or other credible and robust third-party sources**.

## Internet penetration estimates 2019

| Market | Penetration estimate |
|---|---|
| Argentina | 78 |
| Australia | 88 |
| Austria | 88 |
| Belgium | 89 |
| Brazil | 71 |
| Canada | 94 |
| China | 59 |
| Colombia | 66 |
| Denmark | 97 |
| Egypt | 54 |
| France | 85 |
| Germany | 88 |
| Ghana | 48 |
| Hong Kong | 91 |
| India | 42 |
| Indonesia | 39 |
| Ireland | 87 |
| Israel | 85 |
| Italy | 62 |
| Japan | 92 |
| Kenya | 43 |
| Malaysia | 83 |
| Mexico | 69 |

| Market | Penetration estimate |
|---|---|
| Morocco | 65 |
| Netherlands | 93 |
| New Zealand | 93 |
| Nigeria | 36 |
| Philippines | 64 |
| Poland | 79 |
| Portugal | 78 |
| Romania | 72 |
| Russia | 80 |
| Saudi Arabia | 83 |
| Singapore | 85 |
| South Africa | 62 |
| South Korea | 95 |
| Spain | 87 |
| Sweden | 96 |
| Switzerland | 96 |
| Taiwan | 83 |
| Thailand | 58 |
| Turkey | 71 |
| UAE | 95 |
| UK | 96 |
| USA | 80 |
| Vietnam | 55 |

Note, GlobalWebIndex uses the latest available World Bank Data to forecast internet penetration rates for the present year. These figures are for the total population, whereas our research in conducted among 16-64s, who will have a higher internet penetration rate.

In an ideal world, most researchers would probably decide to set quotas on income too. However, **details of income can be a sensitive matter for many people**, and some will always prefer not to disclose this information.

**As a proxy for this, we set quotas on educational attainment** – distinguishing between those who have achieved primary, secondary or tertiary level education. An additional benefit of this is that educational achievement is a relatively stable metric, whereas household or personal income can be subject to considerable short-term changes and fluctuations.

# Universe size

To explain how we calculate the figure, we can look at the UK in 2019 as an example. The UN World Population prospects estimates that the total population of the UK in 2018 was 67.14 million. It also estimates that 64% of these individuals – or 42.92m – were aged 16-64. When forecast forward to 2019 by GlobalWebIndex, the age/gender breakdown of this 16-64 population is as follows:

| | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 |
|---|---|---|---|---|---|
| **Males** | 4,096,090 | 4,470,870 | 4,234,263 | 4,599,551 | 3,741,123 |
| **Females** | 3,924,002 | 4,464,171 | 4,281,755 | 4,729,833 | 3,852,482 |

Using data from the Office for National Statistics in the UK, we can estimate the percentage in each of these groups who use the internet (via any device). These figures for 2019 are as follows:

| | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 |
|---|---|---|---|---|---|
| **Males** | 99% | 100% | 100% | 100% | 98% |
| **Females** | 99% | 100% | 100% | 100% | 95% |

By multiplying these two datasets together, we know that 99% of 16-64s in the UK are internet users in 2018. This equates to 42.06m people.

During each wave of research, **we then assign a "weight" to every respondent based on their age, gender and education profile.** This allows us to calculate approximately how many people are represented by their responses, and to forecast overall audience sizes accordingly.

For example, we might know that a response from a young male aged 16-24 represents 8,000 similar individuals in their market. So, each time that respondent answers positively to a question, the corresponding audience size for that question is increased by 8,000.

## Number of internet users represented by a GlobalWebIndex respondent

| Market | Number (thousands) |
|---|---|
| Singapore | 1 |
| Ireland | 2 |
| New Zealand | 2 |
| Denmark | 3 |
| Hong Kong | 3 |
| Israel | 4 |
| Australia | 4 |
| UK | 4 |
| Austria | 4 |
| Switzerland | 4 |
| UAE | 4 |
| Portugal | 5 |
| Sweden | 5 |
| Canada | 5 |
| Belgium | 6 |
| Spain | 6 |
| Italy | 6 |
| Taiwan | 7 |
| France | 8 |
| Thailand | 8 |
| USA | 8 |
| Romania | 9 |
| Netherlands | 9 |

| Market | Number (thousands) |
|---|---|
| Ghana | 9 |
| Germany | 10 |
| Saudi Arabia | 13 |
| Poland | 13 |
| Malaysia | 13 |
| Morocco | 16 |
| Mexico | 16 |
| Philippines | 16 |
| Argentina | 17 |
| Kenya | 17 |
| Vietnam | 18 |
| South Africa | 18 |
| Colombia | 20 |
| Egypt | 20 |
| Turkey | 21 |
| Indonesia | 21 |
| Brazil | 22 |
| Japan | 22 |
| India | 24 |
| Russia | 24 |
| South Korea | 29 |
| China | 29 |
| Nigeria | 58 |

# Localization

As a harmonized survey, we place a strong emphasis on all Core respondents answering all questions. However, there are some cultural and legal exceptions to this:

- We do not ask under-18s (or under-21s in the US) about alcohol. There are also age-restrictions relating to behaviors such as gambling.

- In Middle Eastern countries, some options are localized in line with prevailing cultural customs. Examples of this include asking if someone is living with their spouse rather than their partner, or whether they are engaged rather than in a relationship. We also do not ask about pregnancy in the Saudi Arabia, Egypt or the UAE.

- We only ask about sexual orientation in Australia, New Zealand, North America and in a select number of Western European markets.

- For the following areas of the survey, respondents are asked about their engagement with a number of local names/brands in addition to the global ones asked in all markets:

  - Airlines
  - Alcohol
  - Apps
  - Banks
  - Mobile Handset Brands
  - Mobile Payment Services
  - On-Demand Media Services
  - Retailers
  - Social Networks
  - Supermarkets
  - Web Brands
  - QSR Brands
  - Cosmetics
  - Drinks Brands
  - Sports Brands

# Localization

As outlined above, we also employ routing to ensure that respondents are not asked questions which would be irrelevant to them. For example, if someone says they do not use any social networks, then they are not asked follow-up questions about this behavior. Similarly, if they do not own/use a mobile or a tablet, then they will not be asked further questions about these devices.

The survey itself is divided into thematic "blocks" of questions. These blocks are rotated on a random basis to ensure sections do not always appear in the same position within the survey.

With the launch of a Mobile version of the study in 2017, respondents completing this version of the survey answer a sub-set of questions – concentrating on demographics, lifestyle, attitudes, device ownership, online activities and social media.

We also localize the following questions:

**Educational Attainment**

Respondents see locally appropriate education stages, based on levels specified in the International Standard Classification of Education (ISCED).

**Income & savings**

Respondents are asked to select or enter monetary values in their own local unit of currency.

# Translations

**All respondents complete the survey in their local language**. In most countries we offer one language only but, as per the table below, there are two or three languages available in the following markets: Austria, Belgium, Canada, Egypt, Israel, Malaysia, Morocco, Saudi Arabia, Switzerland, UAE and USA.

To ensure that all text is translated accurately – and with appropriate digital context – we work with an **expert translation company**. Each quarter, any changes/additions are sent to this company, which then employs local and digitally savvy translators in order to update the survey.

Once a year, we ask different translators to proof the entire questionnaire to double-check its accuracy and relevance.

| Market | Language(s) available |
|---|---|
| **Argentina** | Latin American Spanish |
| **Australia** | American English |
| **Austria** | Austrian German |
| **Belgium** | Flemish, Belgian French |
| **Brazil** | Brazilian Portuguese |
| **Canada** | American English, Canadian French |
| **China** | Mandarin |
| **Colombia** | Latin American Spanish |
| **Denmark** | Danish |
| **Egypt** | American English, Arabic |
| **France** | French |
| **Germany** | German |
| **Ghana** | American English |
| **Hong Kong** | American English, Cantonese |
| **India** | American English |
| **Indonesia** | Indonesian |
| **Ireland** | American English |
| **Isreal** | Arabic, Hebrew |
| **Italy** | Italian |
| **Japan** | Japanese |
| **Kenya** | American English |
| **Malaysia** | American English, Malay, Mandarin |
| **Mexico** | Latin American Spanish |

| Market | Language(s) available |
|---|---|
| **Morocco** | French, Arabic |
| **Netherlands** | Dutch |
| **New Zealand** | American English |
| **Nigeria** | American English |
| **Philippines** | American English, Tagalog |
| **Poland** | Polish |
| **Portugal** | Portuguese |
| **Romania** | Romanian |
| **Russia** | Russian |
| **Saudi Arabia** | American English, Arabic |
| **Singapore** | American English |
| **South Africa** | American English |
| **South Korea** | Korean |
| **Spain** | Spanish |
| **Sweden** | Swedish |
| **Switzerland** | French, German, Italian |
| **Taiwan** | Taiwanese Mandarin Chinese |
| **Thailand** | Thai |
| **Turkey** | Turkish |
| **UAE** | American English, Arabic |
| **UK** | American English |
| **USA** | American English, LATAM Spanish |
| **Vietnam** | Vietnamese |

# Data checks

Before they complete a GlobalWebIndex survey, all panelists will have undergone quality checks conducted by their panel. However, GlobalWebIndex then runs stringent testing both during and after the fieldwork to ensure a high-quality and robust sample. These include:

**Checking completion time**

By running high volumes of automatic "test" respondents through the survey, we know approximately how long it should take the "average" person to complete (information which is supplemented by the knowledge we have gained from running similar surveys in previous quarters). Based on this, we have a minimum completion time – if anyone finishes more quickly than this, they are removed.

**Detecting patterned answers**

If a respondent starts answering questions in a certain way, we will review their answers across the survey and, if they appear to be suspicious, we will remove them. Examples of this might include answering a set of agreement questions (*where 1=strongly disagree and 5=strongly agree*) in the following way: 1, 2, 3, 4, 5, 1, 2, 3, 4, 5.

**Removing straight-liners**

Within our survey, we have a number of "grid" or "list" style questions which invite people to enter a level of agreement across a number of different categories. For example, we might ask you a series of statements and ask you to say how much you agree with them – using a 5-point scale from "strongly disagree" all the way to "strongly agree".

If someone answers in a uniform fashion throughout a list or grid, they will be flagged as a potential "straight-liner" – someone who might not be answering accurately. If someone does this on just one question in isolation, we will review their answer to see if this response pattern could be plausible or logical (for example, it could be the case that someone genuinely has not used any services/platforms within a particular type of list). However, if this behavior is detected in two or more questions, they are automatically removed from the sample.

# Data checks

Typically, **we remove between 5-15% of respondents in the data-cleaning process**. During the fieldwork, we over-recruit in each market to ensure that we can still meet our quarterly sample size commitments once any poor-quality responses have been identified and removed.

**Detecting multiple "None of the above" answers**

In line with standard research practice, most behavioral questions (e.g. "*Have you done the following?*") will include a "none of the above" option at the end. We will monitor how frequently a respondent is selecting this option and remove them if we deem their "none of the above" responses to be excessively high.

**Logic traps**

Our survey contains a number of "logic traps" where poor-quality respondents could contradict themselves. An example of this might be a respondent who says their child's age is too high to be compatible with their own. Respondents who fail the logic traps are removed.

**2x Rule**

When undertaking our analysis, respondents who are identified as being potentially suspicious on two or more of the criteria outlined above are automatically removed without any further consideration.

SUMMARY OF RESEARCH CAPABILITIES

# Re-contact methodology

# Our Re-contact methodology allows us to interview Core respondents again providing two significant benefits

- **We can pre-target even difficult to reach audiences based on 40,000 profiling data points**
- **We can synchronize the Custom and Core datasets to allow a user access to a huge amount of data**

For example, a client wants to Re-contact B2B Decision Makers from our Core panel so they can better understand their purchase journey, from brand and product discovery through to usage and advocacy. Utilizing both datasets they can understand what influences their B2B purchasing decisions (Custom) and which online sources they spend most time on online (Core).

# A Re-contact can be used to...

Deep dive into the views of specific audiences identified in the Core survey

Explore answers that were only touched upon in Core

Measure the effectiveness of a product after it is released into the market

Create and integrate segmentation solutions into the Core data

Map purchase journeys

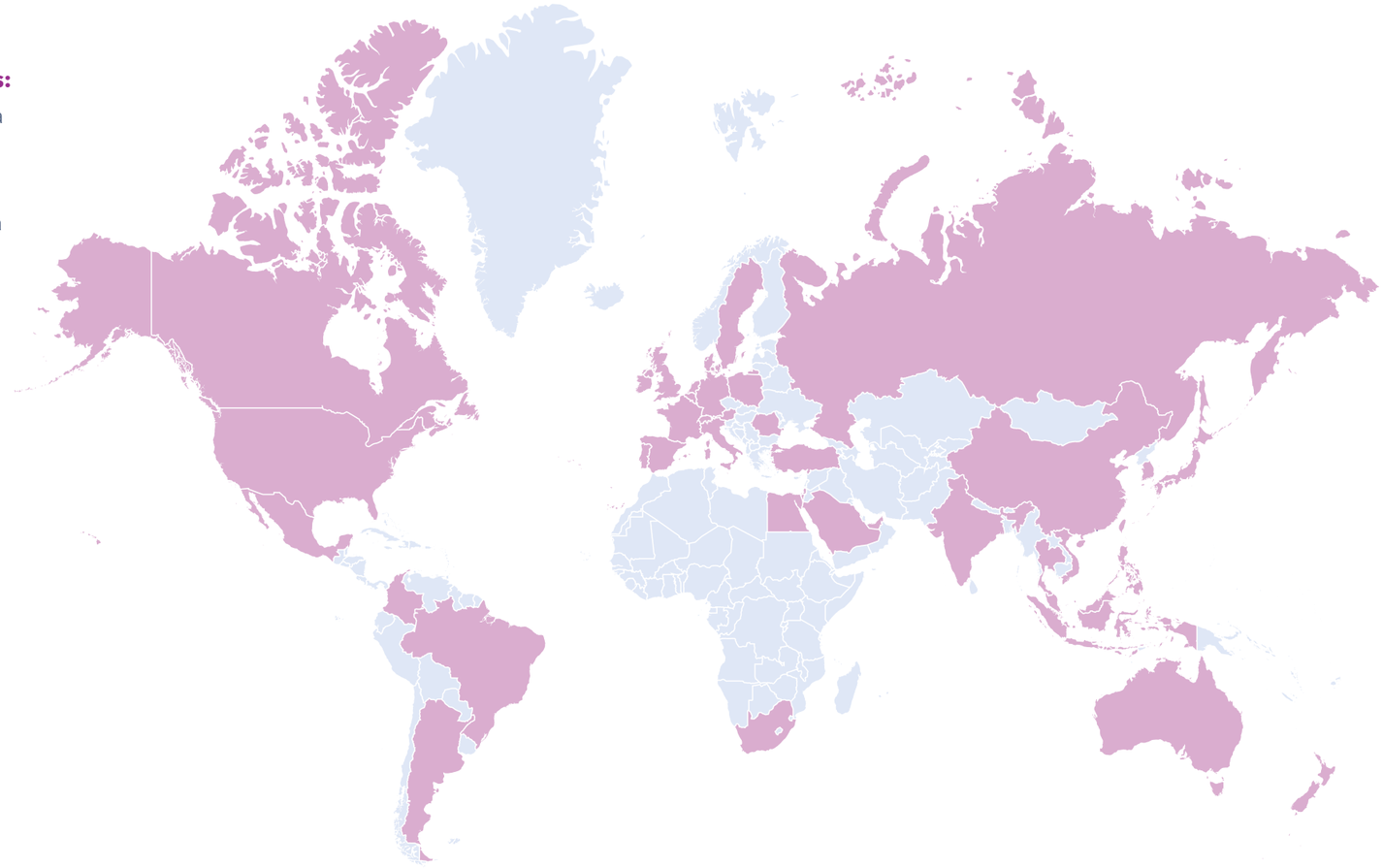
Understand how consumers currently value a brand's services

Track consumer trends in more detail

Understand a brand in it's competitive context

# Available in 42 markets

**Americas:**
Argentina
Brazil
Canada
Colombia
Mexico
USA



**EMEA:**
Austria
Belgium
Denmark
Egypt
France
Germany
Ireland
Israel
Italy
Netherlands
Poland
Portugal
Romania
Russia
Saudi Arabia
South Africa
Spain
Sweden
Switzerland
Turkey
UAE
UK

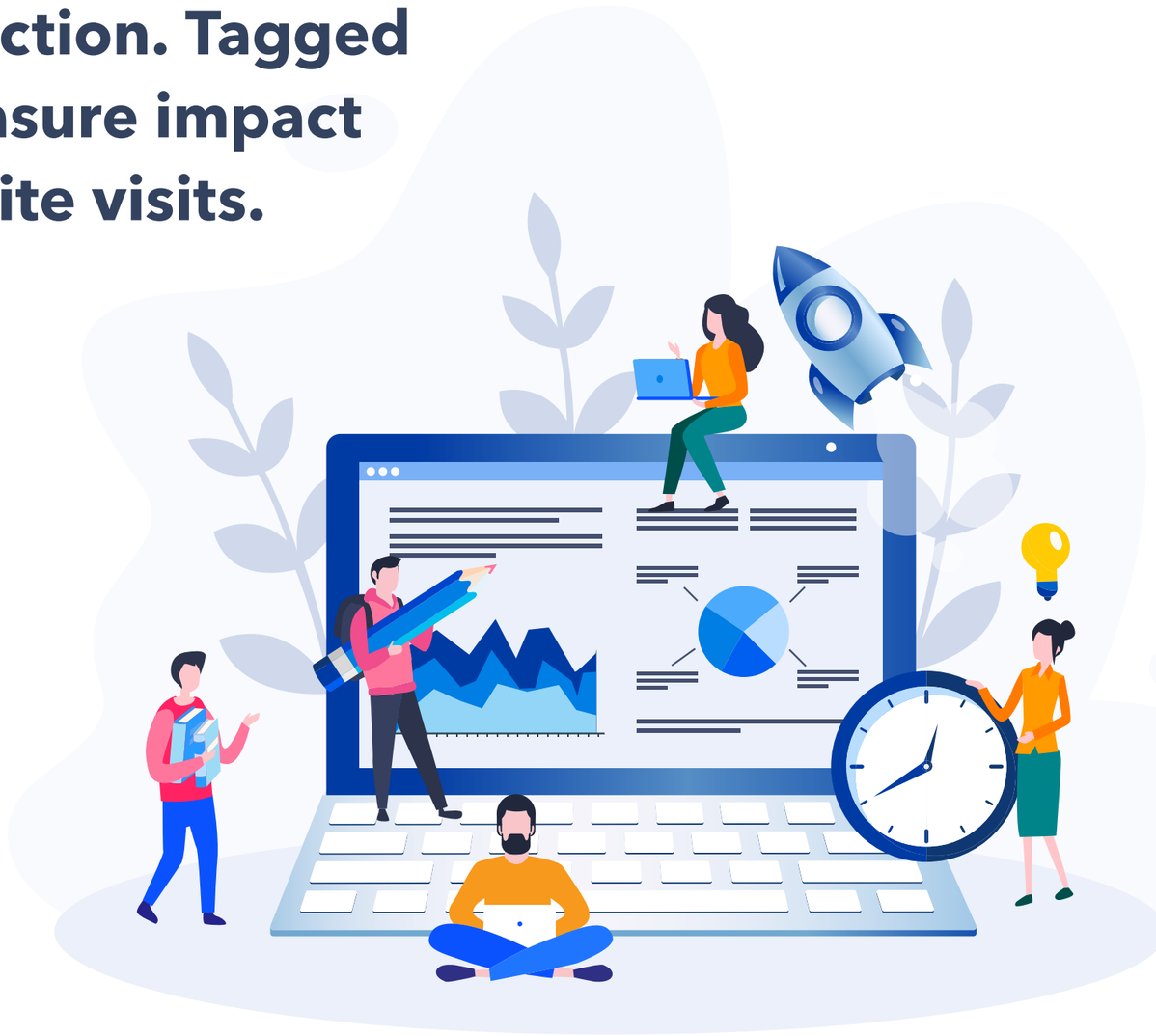
**APAC:**
Australia
China
Hong Kong
India
Indonesia
Japan
New Zealand
Malaysia
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

SUMMARY OF RESEARCH CAPABILITIES

# Measuring digital impact with GlobalWebIndex

# Our digital capabilities have all of the benefits of active and passive data collection. Tagged online content allows us to measure impact of digital advertising and website visits.

- Measure the effectiveness of online campaigns across 40 countries digitally using a panel of over 17 million
- Incorporate Opportunity To See (OTS) modelling for cross platform campaigns
- Evaluate online campaign targeting using our 40,000 data points from our Core study
- Understand the profile of a website's visitation audience with the same data points



# What we can deliver

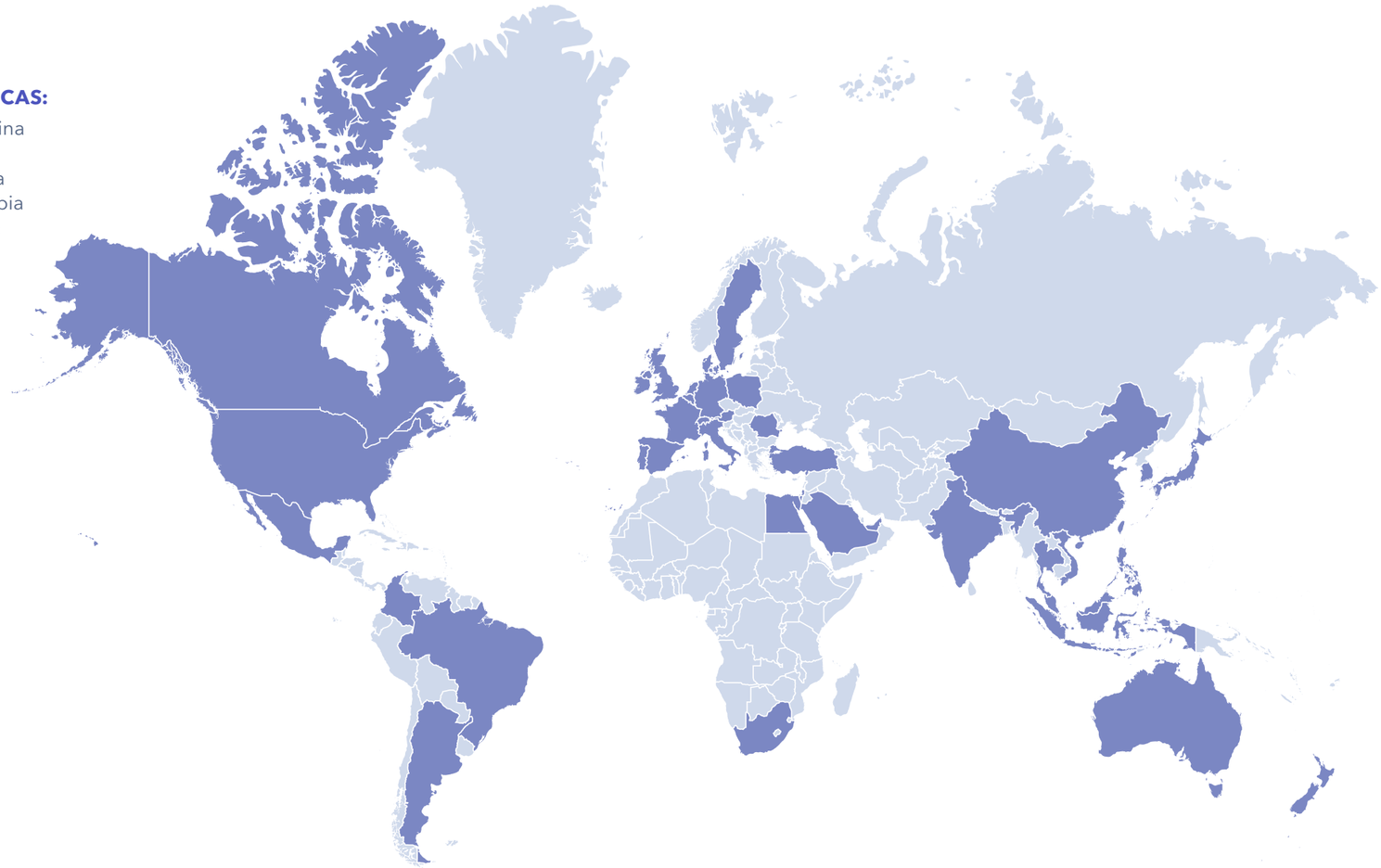
**Unparalleled profiling data** on an exposed audience, integrating our insights from the Core database

**Cross-platform campaign measurement**, utilizing our expertise in passive and active data collection

Access to data in our **intuitive and integrated Platform**

**Insight driven reporting** tailored to your precise needs

# We are globally consistent, locally relevant



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# Want to find out more?

**To get more information on our Ad Effectiveness approach, or to understand what other Custom solutions we offer, please get in touch.**

**sales@globalwebindex.com**
**+44 (0)207 731 1614**

globalwebindex