



Primary data sets



GWI Core add-ons



GWI Core extensions



GWI USA

A deep dive into internet users aged 16+ in the USA



GWI Core

Our global study of internet users aged 16-64



GWI Kids

An overview of child internet users aged 8-15



GWI Zeitgeist

A monthly view of the latest trends



GWI Core Plus

Additional categories and brands in a selection of core markets



GWI Work

A study of the world of work and business professionals



GWI Sports

A detailed view of sports fandom and participation



GWI Gaming

A detailed view of gamers and gaming



Click on the dots to learn more about our data sets