

# GWI USA

## Meet the new U.S. consumer

GWI.

### What is GWI USA?

GWI USA is a new quarterly study that offers a 360-degree view of American consumers.

**Representing 240 million Americans**, this in-depth study is launching with an initial annual sample size of 80,000 people across all 50 states.

GWI USA allows you to uncover crucial insight into everything from demographics, attitudes and lifestyles, to brand relationships, perceptions and world view.

A global leader in audience profiling, GWI has been at the forefront of bringing knowledge and innovation to the market research industry since 2009.

Our U.S. study is unlike any other in its **contemporary, reactive and consumer-first approach**. It ensures you keep pace with today's fast-changing landscape in even the most disruptive categories. Together with our ability to conduct custom research through recontacting, no audience is out of reach for brands.

### Why is this insight needed?

The U.S. consumer landscape is changing fast. This fluctuating environment, coupled with the lack of relevant, timely data offered by more traditional research providers poses strategic challenges. This significantly slows down your ability to react to developments in the market at the right time.

GWI USA helps you uncover **what your consumers care about now**, so you know what moves to make, when it matters the most.

With topical and detailed insight into categories like healthcare/pharma, old and new media, CPG, travel and finance, this study covers a whole host of U.S. brands, along with emerging trends in contemporary topics such as:

- ✓ **Gig economy**
- ✓ **Gaming**
- ✓ **Podcast consumption**



### What makes this study different?

Unlike most data sets exclusive to the U.S., this was built to be reactive. With fast turnarounds on even the most emerging topics or trends, we've created a survey that truly reflects **the new America**. Here's what makes it unique:

#### It's bigger.

The quality of your insight depends largely on the size of your sample. Our annual sample of 80,000 respondents makes it more than three times the size of most U.S. data sets.

#### It's fresher.

We want to help you react to fast changes in the market. We're doing this by including questions around new and emerging trends, and over 600 psychographic data points that track everything from hopes and aspirations to fears and worries.

#### It's faster.

With new research every quarter, you get the most consistent, recent and stable data on the market. Dig into the new American mindset and understand the role that race and ethnicity plays in the lives of your consumers.



### A new approach to surveys

At GWI, we know the importance of an engaging survey experience in guaranteeing high quality data. We're offering a new kind of survey to ensure no more respondent fatigue or outdated techniques. With mobile-first, online, dynamic surveys that are tailored to each individual, your responses are as clear and reliable as possible.

For custom surveying and analytics, GWI USA respondents are recontacted using the same engaging approach. Brands can then go further and dig even deeper to get exact figures and unique insights on their market and customers.

### All your data, under one roof

Get the latest U.S. insights without introducing another tool. GWI USA is accessible on the same easy-to-use platform as GWI Core. Use it in tandem with our global study – for profiling consumers inside and outside the U.S. – or as a standalone study.

For more information, get in touch with your account manager, or email us at: [sales@globalwebindex.com](mailto:sales@globalwebindex.com)

