

Reports



GW SOCIAL

Which social platforms are growing the fastest? And how are social behaviors changing? Find out here in our latest quarterly update on major social networking trends.



GW DEVICE

What devices are we using, how do we engage with them and how much time are we spending online per day on each of our devices? Our quarterly look at the most up-to-date figures will reveal all.



GW COMMERCE

What motivates a consumer to buy online, what devices do they use and what are they buying? GWI Commerce examines the current state of online commerce and analyzes what the future holds for online retailers.



GW ENTERTAINMENT

Covering music, video, games and more, this report examines which entertainment platforms are performing best; the role that different devices are playing in online entertainment; and the impact of entertainment on the consumer-brand relationship.



MOBILE PAYMENTS

Examining the rise of services like Apple Pay and Android Pay, and how they are impacting the world of commerce.



NFL FANS

Examining the reach of the NFL via TV and online channels, and the digital lives of its fans.



SOCIAL MEDIA ENGAGEMENT

A detailed investigation into how users are engaging with social platforms, how frequently they access and what exactly they do on social media.



TEENS

Exposing the attitudes, interests, social media activities, entertainment behaviors and brand engagement of 16-19 year-olds.

Infographics

CINEMAGOERS



How do regular cinemagoers behave online and how do they engage with brands?

BRAND FOLLOWERS



Here we profile the social media followers that can be so key to expanding a brand's reach.

SNAPCHAT USERS



As Snapchat prepares for IPO, we look at the foundation of its success – it's users.

LINKEDIN USERS



Now that Microsoft owns LinkedIn, the professional social network is changing. But who are its current users?