GWI Core:
Research & methodology

GWI.

Your step by step guide to how we collect our data

Last updated in June 2024

Key numbers

53
markets

3BN
internet users
represented

Learn more

4
updates a year

6M
total sample to date

960K
total annual sample

100K
USA annual sample

50K+
profiling points

5K
brands covered

01

Introducing GWI Core

GWI Core is our flagship data set on the attitudes and behaviors of online consumers.

Launched as an annual survey in 2009, it ran bi-annually throughout 2010-2012 and has been running quarterly since 2013.

Originally fielded in 16 markets, it has grown almost every year since and now features over 50 markets.

Already our most expansive data set, GWI Core is now supported by two free add-ons:

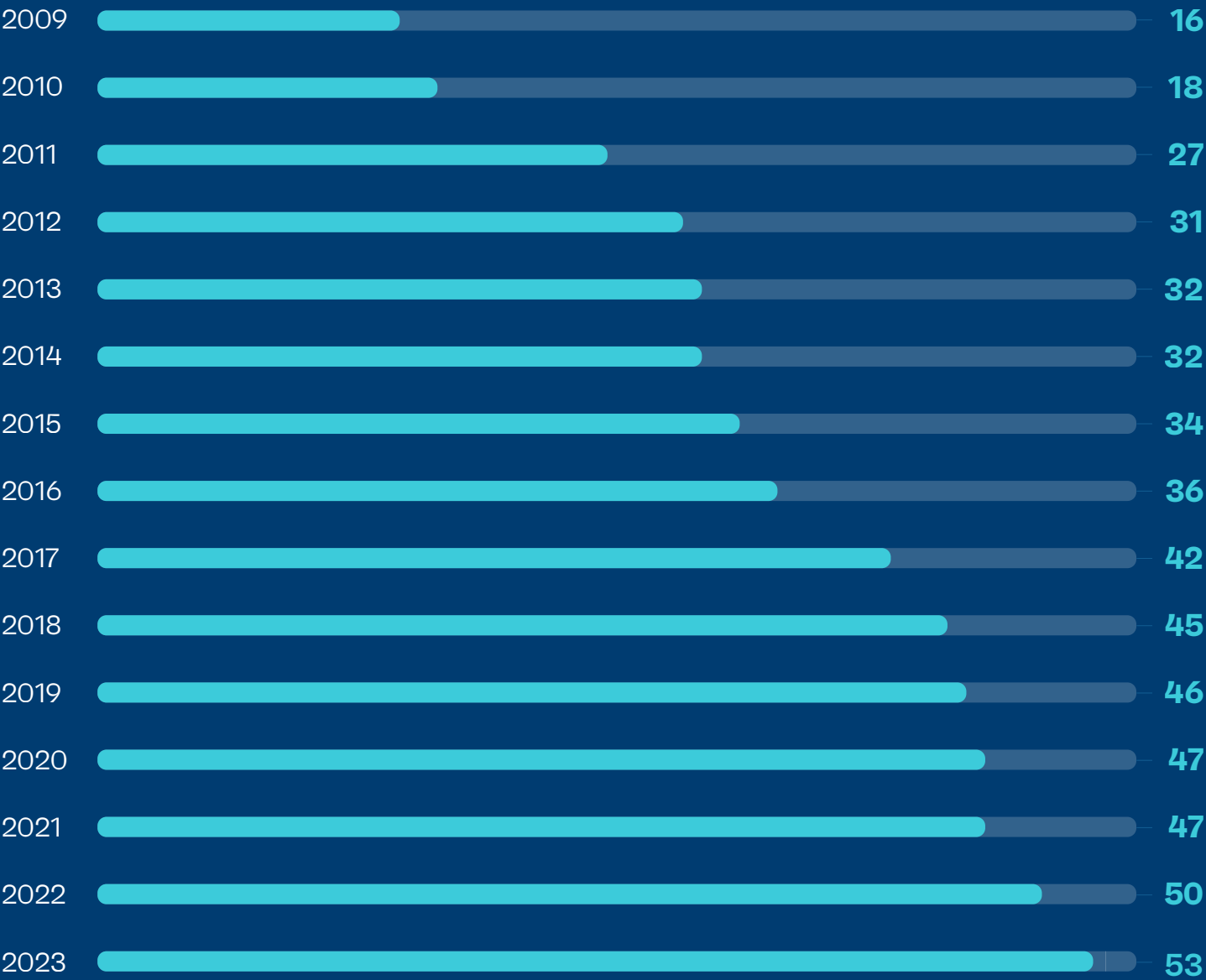**GWI Zeitgeist** - a monthly survey exploring the most pressing topics of the day.

GWI Core Plus - a biannual study featuring additional categories and brands across a selection of markets.

We cover 50+ markets

● GWI Core ● GWI Core Plus ● GWI Zeitgeist

Market	Core	Core Plus	Zeitgeist	Market	Core	Core Plus	Zeitgeist	Market	Core	Core Plus	Zeitgeist
Argentina	✔			Hong Kong	✔			Portugal	✔		
Australia	✔		✔	Hungary	✔			Romania	✔		
Austria	✔			India	✔	✔		Russia	✔		
Belgium	✔			Indonesia	✔			Saudi Arabia	✔		
Bulgaria	✔			Ireland	✔			Singapore	✔		✔
Brazil	✔		✔	Israel	✔			South Africa	✔		
Canada	✔	✔	✔	Italy	✔	✔	✔	South Korea	✔		
Chile	✔			Japan	✔			Spain	✔	✔	
China	✔			Kenya	✔			Sweden	✔		
Colombia	✔			Malaysia	✔		✔	Switzerland	✔		
Croatia	✔			Mexico	✔			Taiwan	✔		
Czech Republic	✔			Morocco	✔			Thailand	✔		
Denmark	✔			Netherlands	✔			Turkey	✔		
Egypt	✔			New Zealand	✔			UAE	✔		
France	✔	✔	✔	Nigeria	✔			UK	✔	✔	✔
Germany	✔	✔	✔	Norway	✔			USA	✔		✔
Ghana	✔			Philippines	✔		✔	Vietnam	✔		
Greece	✔			Poland	✔						

We offer a co-launch option for new markets. For more information please contact your account manager.

GWI Core market coverage

Year	Count
2009	16
2010	18
2011	27
2012	31
2013	32
2014	32
2015	34
2016	36
2017	42
2018	45
2019	46
2020	47
2021	47
2022	50
2023	53

Markets added every year

2009: AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, NL, RU, KR, ES, UK, US

2010: MY, PL

2011: AR, HK, ID, PH, SA, SG, ZA, SE, TR

2012: TW, TH, AE, VN

2013: IE

2015: BE, PT

2016: EG, NZ

2017: AT, GH, KE, MA, NG, CH

2018: CO, DK, RO

2019: IL

2020: GR

2022: CL, CZ, NO

2023: BG, HU, CR

See appendix for a full list of sample sizes by market by year.

02

Representing audiences accurately

GWI Core represents internet users

Why internet users?

We represent online populations - not national populations - because all of our surveys are fielded online. People who don't use the internet are often very different to those who do, so we don't seek to represent these people in our data sets.

What does this mean for our data?

As the percentage of people with internet access varies globally (see the appendix for full table), the online population may look very different from one country to the next. For example, if 99% of people in a given country use the internet (the "internet penetration rate"), the online population will resemble the national population. If, on the other hand, only 50% of people use the internet, the online population will look very different to the national population. In most cases, the online population will be younger and more affluent, educated and urban than the national average.

What's the age range?

From 2009 to Q4 2023, our GWI Core data represented internet users aged 16-64 across all markets. Starting in Q1 2024, we began including respondents aged 65+ in Canada, Hong Kong, Israel, Japan, Singapore, the UK, and the US. We don't survey people aged 65+ everywhere because lower internet penetration among this group make it challenging to find enough respondents, especially in emerging markets. As internet use among 65+ increases, we plan to expand this to more markets. For more details on this approach and what it means for our data, visit our Help center.

We don't survey people aged **15 and under** as parental consent would be needed and many of the questions we ask wouldn't be relevant or suitable for children to answer. Instead, we run a survey called GWI Kids, which looks specifically at internet users aged 8-15.

Making our data representative involves a number of steps

Step 1: Setting accurate quotas

In most markets, we set quotas on age, gender and educational attainment. For example, if 10% of the online population in a given country was comprised of women aged 25-34, we'd ensure that 10% of our sample was from this group. This is an example of a quota.

Some studies set quotas on other criteria, such as income, region and ethnicity. Because this information about a country's online population isn't always readily available or accurate, we stick to age, gender and education in most countries, with education acting as a proxy for income. Overall, we find that this approach allows us to

recruit respondents from a good mix of backgrounds.

How do we know what the online population in each country looks like?

We use a range of international and national sources (including the World Bank, the UN Population Division, the OECD, Eurostat, government departments and national statistics sources) to inform our quotas. When recent data isn't available, we examine past trends and generate forecasts for the current year. For a detailed breakdown of this calculation, see the appendix.

In most markets, we set quotas on age, gender and educational attainment

Total population

Online population 16+ (who we represent)

Male internet users aged 16-24 (quota group)
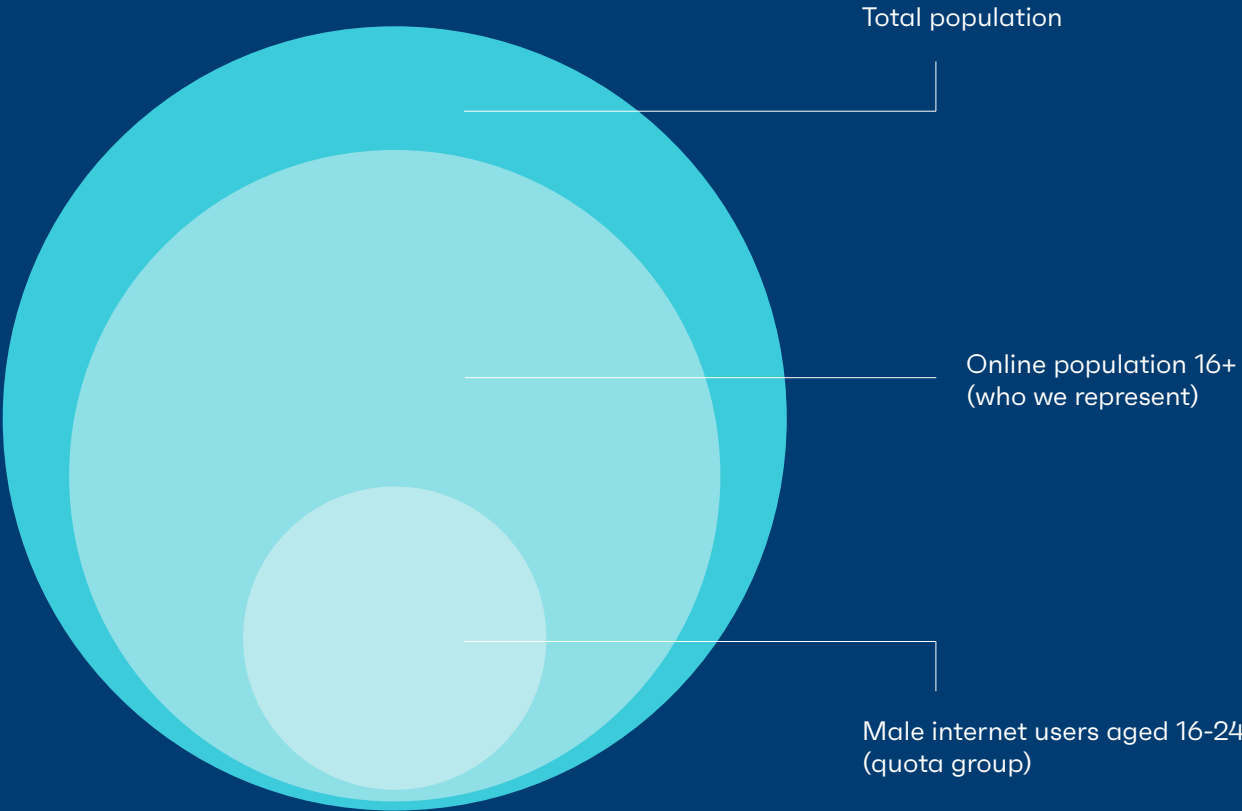
Step 2: Recruiting the right respondents

Once we know who we need to recruit to achieve a representative sample, we instruct our panel partners accordingly. Our panel partners are experts at recruiting and managing large panels of respondents. In each market, we typically work with 2-5 panel partners at any given time.

Our panel partners each have their own approach to incentivizing respondents to take part in studies like ours. This could include:

- ✅ Monetary payments
- ✅ Loyalty points
- ✅ Vouchers
- ✅ Charity donations
- ✅ Competition/sweepstake entry

These incentives are designed to appeal to people of all backgrounds, and will sometimes vary between demographic groups within a particular country. To find out more about our panel partners and respondents, check out this Help Center article.

Reaching mobile-first respondents

But it's not all down to our panel partners. Recruiting the right respondents means keeping our surveys accessible, and we do this by making them as mobile-friendly as possible. Until 2016, the GWI Core survey could only be taken on computers and tablets. From 2017, we've been fielding a mobile version of the survey in parallel to the main survey. The mobile survey contains fewer questions in a format optimized for smaller screens. This helps us reach a more diverse range of internet users globally, but particlarly in emerging markets, where many internet users are mobile-first and significant minorities might be mobile-only. **In Ghana, Kenya, Morocco and Nigeria, we only run the mobile version of the survey**. In all other markets, the mobile survey is run alongside the main survey and the results are combined and presented as a single data set in our platform.

Speaking to respondents in their own language

Respondents complete our surveys in their local language. In most markets, this will be the dominant language for that market, but in more linguistically diverse markets, such as Malaysia, we offer multiple languages. A full list can be found in the appendix. To ensure our surveys are translated accurately, we work with expert translation agencies and double check each translation.

Step 3: Weighting our data accurately

We assign a "weight" to every respondent. In most markets, this is based on their age, gender and education profile. For example, we might know that a female respondent aged 16-24 represents 10,000 similar individuals in a given country. So, each time that respondent selects an option, the corresponding universe size for that option is increased by 10,000.

This is what then gives us the **universe figure** seen in our platform:

Add an attribute +		Data point %	Universe	Responses	Audience %
💬 **Which of the following do you feel describes you?**					
☐ **Adventurous** Describes me	⚠ ⋮	100%	948.86M	318.28k	34.8%
☐ **Affluent** Describes me	⚠ ⋮	100%	432.75M	113.9k	15.8%
☐ **Ambitious** Describes me	⚠ ⋮	100%	893.91M	301.21k	32.7%
☐ **Career-focused** Describes me	⚠ ⋮	100%	1.04B	294.38k	38%

The average weight applied to each respondent varies by country, and is largely defined by the size of the sample and the size of the population being represented. In other words, countries with smaller samples but big populations will need higher weights.

Check out the appendix for a full breakdown of average weight by country.

What if additional quotas or weights are needed?

When the make-up of the population means that additional quotas or weights are particularly important for understanding audiences, we adjust our approach accordingly. In the USA, we set quotas on age, gender, race and ethnicity, income and region, and weight by the same criteria (except for region). We use the same approach in GWI USA - our separate data set focussed on today's America. In the UAE, we set quotas on nationality, while in Saudi Arabia we've developed a specific weighting framework featuring interlocking age, gender and nationality quotas.

To find out more about our quotas and weights, check out this Help Center article.

03

Keeping our data clean

All of our respondents are pre-screened for quality by their respective panel. We also run stringent testing both during and after fieldwork to ensure a high-quality and robust sample.

This includes:

✅ **Checking completion times**
We know how long it takes to complete our surveys. If someone gets to the end too fast, we know they're unlikely to have responded accurately, so we remove them.

✅ **Looking for patterned answers and straight-liners**
We look for respondents who answer questions in a uniform fashion, such as by selecting all items in a list or the same option in each row of a grid. If they do this just once, we'll check their response to see if it's plausible (e.g. if they really could have done all of the activities in a list). If they do it multiple times, we'll remove them.

✅ **Detecting multiple "None of the above" answers**
In line with standard research practice, most behavioral questions (e.g. "Have you done the following?") include a "none of the above" option at the end. If someone selects this option too frequently, we'll review their answers to make sure they aren't answering in a superficial manner.

✅ **Including logic traps**
We check to see if respondents' answers are consistent across a number of questions where poor-quality respondents could contradict themselves. For instance, if a respondent tells us that they're 16 years old and have a PhD, we'll review their answers.

✅ **3x rule**
Respondents who're identified as being potentially suspicious on three or more criteria are automatically removed without any further consideration.
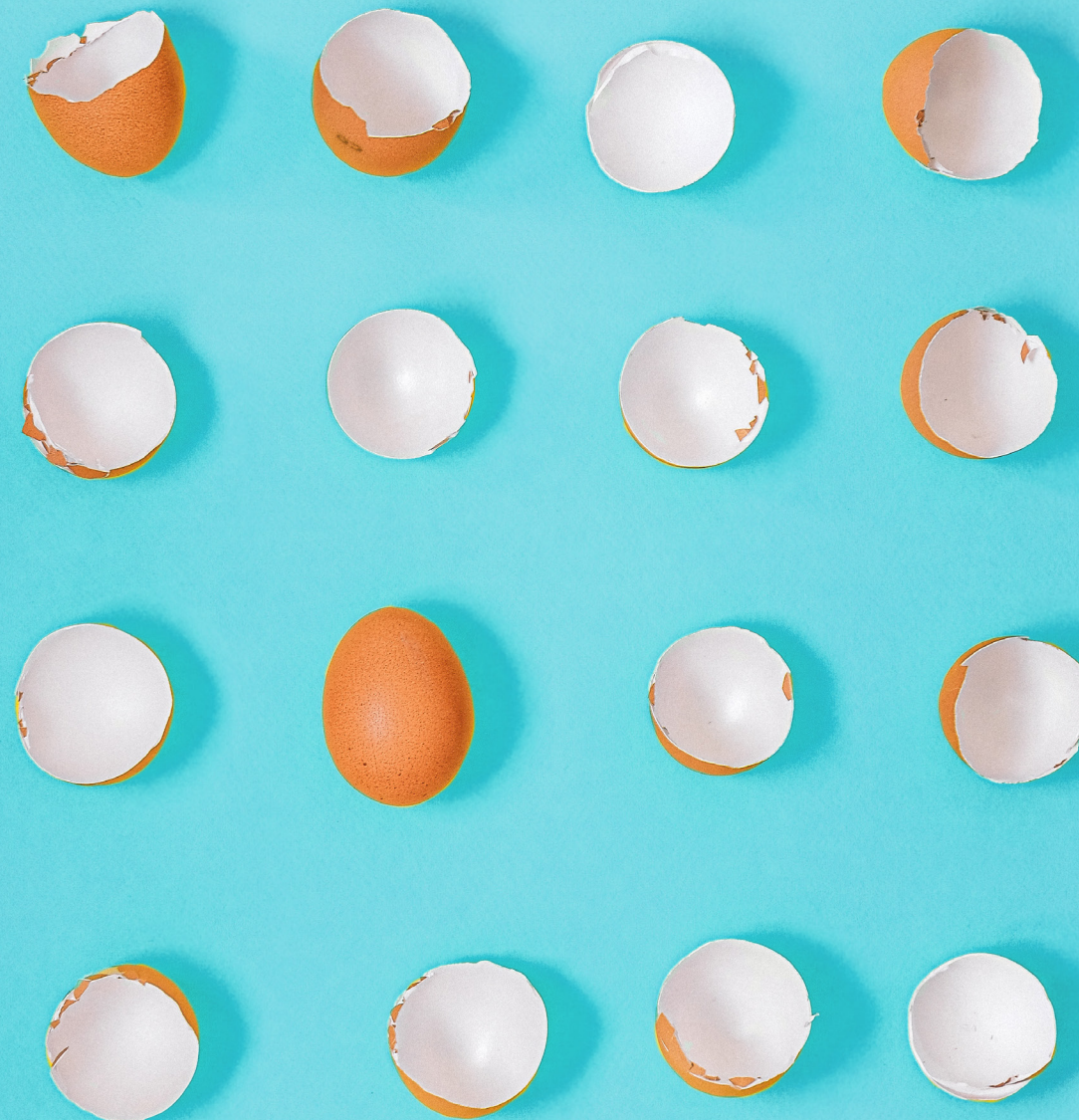
04

Providing a 360-degree view

Primary data sets   **Add-ons**   **Free add-ons**

GWI USA Plus

GWI USA
A deep dive into American internet users

GWI Core
Our global study of internet users

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 Alcohol
A detailed view of alcohol consumers' purchase behavior

GWI Automotive
A detailed view of car attitudes and the car purchase journey

GWI Consumer Tech
A detailed view of consumer electronic device ownership

GWI Gaming
A detailed view of gamers and gaming

GWI Sports
A detailed view of sports fandom and participation

GWI Travel
A detailed view of the travel habits of internet users

GWI Work
A study of the world of work and business professionals

GWI Luxury
A detailed view of preferences, habits and usage of luxury brands

Our add-ons provide further depth to GWI Core

GWI Core is only part of our data ecosystem. Since 2019, we've launched a number of add-ons which use GWI Core as their foundation but explore a particular subject area in greater depth.

Our free add-ons can be compared directly with GWI Core, while our sector-specific add-ons (in light-blue) have compatible questions appended to their respective taxonomies.

Find out more about how this works on our Help Center.

GWI Core represents internet users aged 16-64 across 50+ markets. In some markets, it includes 16+ with no upper age cap. **GWI Core Plus, GWI Zeitgeist, GWI Travel, GWI Luxury,** and **GWI Consumer Tech** represent the same universe of internet users as Core. **GWI Work, GWI Gaming, GWI Sports, GWI Alcohol,** and **GWI Automotive** represent specific groups (e.g., business professionals, gamers, sports fans, etc.). To represent these audiences, we recontact respondents based on their Core survey information.

Click on the dots to learn more about our data sets

Respondents from each add-on are recontacted from our Core sample. This means they've already completed both the main core survey and the brand & media module.

This means you can compare questions from each add-on with those from Core, giving your analysis depth and breadth.

We use a recontact methodology to cover more topics than one survey would allow

GWI Core is powered by multiple surveys. The first is the main survey - everyone completes it or its mobile-friendly equivalent. It covers key questions on demographics, attitudes, internet usage and device ownership.

Then there's the brand & media module - a recontact module completed by approximately half of the main survey sample. It focuses on, you guessed it, brand and media engagement.

Finally, there's GWI Core's add-ons - each of which are based on an

additional survey completed by a subset of respondents who've completed both the main survey and the brand & media module.

Results from each section are weighted to represent the relevant overall universe (in most cases, internet users aged 16-64) and can be used in conjunction with each other in our platform, giving your analysis both breadth and depth.

This approach means we're able to give you lots of data without exhausting our respondents with excessively long surveys, or compromising the ability to compare questions from one section with another.

**Main Core
survey sample**

**Brand & media
module sample**

**Add-on
sample**

Released together as
GWI Core

Released separately
as GWI Sports/
GWI Gaming

05

GWI Custom: Going bespoke to get the exact insights you need

We can conduct custom research on your behalf in two ways:

Recontacting from Core

We can recontact participants who completed Core and ask them specific questions defined by you. As this is a recontact, you can combine your custom insights with existing data points from Core.

Fresh sample

We can also conduct fresh sample research in over 100 countries, regardless of whether they're featured in Core or not. You'll be able to access this data in our platform and use it with all the same features as our syndicated data, such as charts, crosstabs and dashboards.

Measuring digital impact

Thanks to our tagged online content we can help you measure the impact of digital advertising and website visits including:

- ✓ Measuring the effectiveness of online campaigns
- ✓ Incorporating Opportunity To See (OTS) modeling for cross platform campaigns
- ✓ Evaluating online campaign targeting using 50K+ profiling points from GWI Core
- ✓ Understanding the profile of a website's visitation audience with GWI Core profiling points

For more information on any of the above please contact your account manager.

Appendix

Universe size

To explain how we calculate the universe size for each of our Core markets, let's take the UK as an example. According to UN estimates there are 53,570 million people aged 16+ in the UK. Here you can see this figure broken down by age group:

	16-24	25-34	35-44	45-54	55-64	65+
Male	3,607,949	4,567,178	4,432,194	4,100,313	4,208,995	5,441,226
Female	3,428,041	4,371,566	4,504,230	4,207,373	4,395,321	6,305,232

Using data from Eurostat, we can then find the percentage of each of these groups who use the internet (via any device):

	16-24	25-34	35-44	45-54	55-64	65+
Male	100%	100%	100%	99%	97%	88%
Female	100%	100%	100%	99%	97%	87%

By multiplying these two data sets together, we know that over 97% of 16+ in the UK are internet users. This equates to 51,963 million people.

Survey language

	First language	Secondary languages		First language	Secondary languages
Argentina	Latin American Spanish		Malaysia	American English	Malay, Mandarin
Australia	American English		Mexico	Latin American Spanish	
Austria	German		Morocco	Arabic	French
Belgium	Flemish	Belgian French	Netherlands	Dutch	
Brazil	Brazilian Portuguese		New Zealand	American English	
Bulgaria	Bulgarian		Nigeria	American English	
Canada	American English	Canadian French	Norway	Norwegian	
Chile	Latin American Spanish		Philippines	American English	Tagalog
China	Mandarin		Poland	Polish	
Colombia	Latin American Spanish		Portugal	Portuguese	
Croatia	Croatian		Romania	Romanian	
Czech Republic	Czech		Russia	Russian	
Denmark	Danish		Saudi Arabia	American English	Arabic
Egypt	American English	Arabic	Singapore	American English	
France	French		South Africa	American English	
Germany	German		South Korea	Korean	
Ghana	American English		Spain	Spanish	
Greece	Greek		Sweden	Swedish	
Hong Kong	American English	Cantonese	Switzerland	French	German, Italian
Hungary	Hungarian		Taiwan	Taiwanese Mandarin Chinese	
India	American English	Hindi	Thailand	Thai	
Indonesia	Indonesian		Turkey	Turkish	
Ireland	American English		UAE	American English	Arabic
Israel	Hebrew	Arabic	UK	American English	
Italy	Italian		USA	American English	Latin American Spanish
Japan	Japanese		Vietnam	Vietnamese	
Kenya	American English				

Annual sample sizes

Europe

Europe	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current
UK	25,000	30,000	30,000	30,000	30,000	33,000	40,000	40,000	40,000	40,000	40,000	40,000
France	4,000	4,000	8,000	8,000	9,000	15,000	20,000	20,000	31,000	40,000	40,000	40,000
Germany	4,000	4,000	8,000	8,000	9,000	13,000	20,000	20,000	31,000	40,000	40,000	40,000
Italy	4,000	4,000	8,000	8,000	9,000	13,000	20,000	20,000	26,000	40,000	40,000	40,000
Netherlands	3,000	3,000	3,000	3,000	5,000	5,000	5,000	5,000	5,000	10,000	10,000	10,000
Russia	5,000	5,000	5,000	5,000	9,000	9,000	11,000	14,000	16,000	16,500	16,500	16,500
Spain	4,000	4,000	8,000	8,000	9,000	13,000	20,000	20,000	31,000	40,000	40,000	40,000
Poland	3,000	3,000	3,000	3,000	5,000	7,000	7,000	8,000	9,000	12,000	12,000	12,000
Sweden	3,000	3,000	3,000	3,000	5,000	5,000	5,000	7,000	10,000	10,000	10,000	10,000
Turkey	3,000	3,000	3,000	3,000	6,000	6,000	7,000	8,000	8,000	8,000	8,000	8,000
Ireland	2,000	4,000	4,000	4,000	5,000	5,000	5,000	5,000	5,000	5,500	5,500	5,500
Belgium	–	–	2,000	3,000	5,000	5,000	5,000	5,000	5,500	8,000	8,000	8,000
Portugal	–	–	2,000	3,000	5,000	5,000	5,000	5,000	5,000	9,000	9,000	9,000
Austria	–	–	–	–	1,000	5,000	5,000	5,000	5,500	8,000	8,000	8,000
Switzerland	–	–	–	–	1,000	5,000	5,000	5,000	6,000	6,000	6,000	6,000
Denmark	–	–	–	–	–	3,000	5,000	5,000	6,000	6,000	6,000	6,000
Romania	–	–	–	–	–	1,000	5,000	5,000	5,000	5,000	5,000	5,000
Greece	–	–	–	–	–	–	–	–	5,000	5,000	5,000	5,000
Czech Republic	–	–	–	–	–	–	–	–	–	5,000	5,000	5,000
Norway	–	–	–	–	–	–	–	–	–	5,000	5,000	5,000
Bulgaria	–	–	–	–	–	–	–	–	–	–	5,000	5,000
Hungary	–	–	–	–	–	–	–	–	–	–	5,000	5,000
Croatia	–	–	–	–	–	–	–	–	–	–	5,000	5,000

Americas

Americas	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current
USA	24,500	30,000	30,000	30,000	63,000	72,000	100,000	100,000	100,000	100,000	100,000	100,000
Mexico	3,000	3,000	3,000	3,000	6,000	10,000	12,000	17,000	17,000	20,000	20,000	20,000
Canada	4,000	4,000	4,000	6,000	9,000	9,000	11,000	19,000	20,500	25,000	25,000	25,000
Chile	–	–	–	–	–	–	–	–	–	5,000	5,000	5,000
Brazil	4,000	4,000	4,000	4,000	9,000	9,000	12,000	22,000	22,000	35,000	35,000	35,000
Argentina	3,000	3,000	3,000	3,000	6,000	6,000	6,000	6,000	6,000	7,000	7,000	7,000
Colombia	–	–	–	–	–	4,000	5,000	7,000	10,000	15,000	15,000	15,000

MEA

MEA	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current
Saudi Arabia	3,000	3,000	3,000	3,000	5,000	5,000	6,000	6,000	6,000	7,000	7,000	7,000
South Africa	3,000	3,000	3,000	3,000	6,000	6,000	6,000	6,000	6,250	7,000	7,000	7,000
UAE	3,000	3,000	3,000	3,000	5,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
Egypt	–	–	–	750	5,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
Ghana	–	–	–	–	3,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Kenya	–	–	–	–	3,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Morocco	–	–	–	–	3,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Nigeria	–	–	–	–	3,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Israel	–	–	–	–	–	–	2,500	5,000	6,000	6,000	6,000	6,000

APAC

APAC	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current
Australia	3,000	3,000	3,000	3,000	5,000	10,000	16,000	16,000	16,500	30,000	30,000	30,000
China	8,000	8,000	13,000	22,000	43,000	61,000	70,000	96,000	96,000	96,000	96,000	96,000
India	5,000	5,000	5,000	6,000	12,000	20,000	35,000	54,000	55,000	58,000	58,000	58,000
Japan	3,000	3,000	3,000	4,000	7,000	7,000	8,000	14,000	26,000	40,000	40,000	40,000
South Korea	3,000	3,000	3,000	3,000	5,000	5,000	5,000	6,000	8,000	9,000	9,000	9,000
Malaysia	3,000	3,000	3,000	3,000	6,000	6,000	6,000	10,000	14,000	17,000	17,000	17,000
Hong Kong	3,000	3,000	3,000	3,000	5,000	7,000	7,000	7,000	7,000	8,000	8,000	8,000
Indonesia	3,000	3,000	3,000	3,000	7,000	7,000	10,000	20,000	20,000	25,000	25,000	25,000
Philippines	3,000	3,000	3,000	3,000	6,000	6,000	8,000	12,000	12,000	15,000	15,000	15,000
Singapore	3,000	3,000	3,000	3,000	6,000	10,000	10,000	11,000	12,500	13,500	13,500	11,000
Taiwan	3,000	3,000	3,000	3,000	5,000	7,000	8,000	9,000	9,500	10,500	10,500	10,500
Thailand	3,000	3,000	3,000	3,000	6,000	6,000	10,000	15,000	15,000	17,500	17,500	17,500
Vietnam	3,000	3,000	3,000	3,000	6,000	6,000	8,000	10,000	10,500	12,500	12,500	12,500
New Zealand	–	–	–	750	5,000	5,000	5,000	5,000	5,000	7,500	7,500	7,500

Quarterly sample sizes

Market	Main survey	Mobile survey	Total	Market	Main survey	Mobile survey	Total
Argentina	1,175	575	1,750	Malaysia	3,050	1,200	4,250
Australia	5,300	2,200	7,500	Mexico	3,525	1,475	5,000
Austria	1,600	400	2,000	Morocco	N/A	1,000	1,000
Belgium	1,600	400	2,000	Netherlands	2,000	500	2,500
Bulgaria	1,000	250	1,250	New Zealand	1,500	375	1,875
Brazil	6,375	2,375	8,750	Nigeria	N/A	1,000	1,000
Canada	4,450	1,800	6,250	Norway	1,000	250	1,250
Chile	1000	250	1,250	Philippines	2,500	1,250	3,750
China	16,500	7,500	24,000	Poland	2,250	750	3,000
Colombia	2,625	1,125	3,750	Portugal	1,800	450	2,250
Croatia	1,000	250	1,250	Romania	1,000	250	1,250
Czech Republic	1,000	250	1,250	Russia	2,950	1,175	4,125
Denmark	1,250	250	1,500	Saudi Arabia	875	875	1,750
Egypt	1,250	500	1,750	Singapore	1,950	900	2,850
France	7,000	3,000	10,000	South Africa	1,175	575	1,750
Germany	7,000	3,000	10,000	South Korea	1,800	450	2,250
Ghana	N/A	1,000	1,000	Spain	7,000	3,000	10,000
Greece	1,000	250	1,250	Sweden	1,875	625	2,500
Hong Kong	1,500	500	2,000	Switzerland	1,250	250	1,500
Hungary	1,000	250	1,250	Taiwan	1,650	975	2,625
India	10,300	4,200	14,500	Thailand	2,625	1,750	4,375
Indonesia	4,375	1,875	6,250	Turkey	1,500	500	2,000
Ireland	1,100	275	1,375	UAE	1,250	500	1,750
Israel	1,000	500	1,500	UK	7,000	3,000	10,000
Italy	7,000	3,000	10,000	USA	17,500	7,500	25,000
Japan	6,950	3,050	10,000	Vietnam	2,175	950	3,125
Kenya	N/A	1,000	1,000				

Internet penetration by market

Market	Ages represented	Internet penetration	Market	Ages represented	Internet penetration
Argentina	16-64	95%	Malaysia	16-64	98%
Australia	16-64	100%	Mexico	16-64	88%
Austria	16-64	98%	Morocco	16-64	94%
Belgium	16-64	97%	Netherlands	16-64	97%
Brazil	16-64	91%	New Zealand	16-64	98%
Bulgaria	16-64	92%	Nigeria	16-64	70%
Canada	16+	96%	Norway	16-64	100%
Chile	16-64	94%	Philippines	16-64	80%
China	16-64	79%	Poland	16-64	96%
Colombia	16-64	84%	Portugal	16-64	93%
Croatia	16-64	93%	Romania	16-64	95%
Czech Republic	16-64	98%	Russia	16-64	98%
Denmark	16-64	99%	Saudi Arabia	16-64	94%
Egypt	16-64	76%	Singapore	16+	95%
France	16-64	96%	South Africa	16-64	82%
Germany	16-64	97%	South Korea	16-64	100%
Ghana	16-64	75%	Spain	16-64	98%
Greece	16-64	94%	Sweden	16-64	98%
Hong Kong	16+	97%	Switzerland	16-64	99%
Hungary	16-64	96%	Taiwan	16-64	97%
India	16-64	54%	Thailand	16-64	93%
Indonesia	16-64	84%	Turkey	16-64	92%
Ireland	16-64	98%	UAE	16-64	100%
Israel	16+	93%	UK	16+	96%
Italy	16-64	93%	USA	16+	96%
Japan	16+	86%	Vietnam	16-64	84%
Kenya	16-64	69%			

The above internet penetration rates for 2024 are based on a range of international and national sources including government departments and national statistics sources. When recent data isn't available, we examine past trends and generate forecasts for the current year. Note that these figures refer to specific age groups (16-64s and 16+ in select markets), and general population internet penetration rates are usually lower.

Average weight per market

Number of internet users represented by a GWI Core respondent (000s)

Argentina	15		Malaysia	5
Australia	2		Mexico	14
Austria	3		Morocco	22
Belgium	4		Netherlands	4
Brazil	15		New Zealand	2
Bulgaria	3		Nigeria	82
Canada	5		Norway	3
Chile	10		Philippines	16
China	31		Poland	3
Colombia	8		Portugal	3
Croatia	2		Romania	9
Czech Republic	5		Russia	22
Denmark	2		Saudi Arabia	11
Egypt	28		Singapore	2
France	4		South Africa	18
Germany	5		South Korea	16
Ghana	13		Spain	3
Greece	5		Sweden	2
Hong Kong	3		Switzerland	4
Hungary	5		Taiwan	6
India	32		Thailand	10
Indonesia	22		Turkey	26
Ireland	2		UAE	4
Israel	4		UK	5
Italy	3		USA	10
Japan	9		Vietnam	17
Kenya	22			

GWI.