



GfK Roper Reports Worldwide

The most comprehensive source of intelligence and analysis on the mindset of global consumers.

Since 1995, the world's leading brands have relied on *GfK Roper Reports® Worldwide* as their window to consumer trends around the globe.

Among the questions we've addressed on their behalf:

- How much influence do bloggers really have in the global consumer space?
- What are consumer attitudes around the world on getting good deals and buying on sale?
- How far does the word-of-mouth phenomenon extend around the globe? What other information sources are trusted by global consumers?
- How do Islamic and Western cultures perceive one another? How do these perceptions shape their business activities and communications?

DID YOU KNOW?

70%

of global consumers trust friends, family and others when searching for information or ideas on products to buy, followed by advertising (59%), editorial (55%) and online resources (18%).

TV

is the medium preferred most in Thailand; People in India read the most; Those in Argentina listen to radio the most; and people in Taiwan spend the most time on computers.

Internet

and computer use is highest among consumers in Taiwan, Thailand and Spain and lowest in Mexico, Italy and Germany.

Bargain

hunting is greatest among Brazilians, Americans and South Africans, while Russian, Japanese and Polish consumers are least likely to look for or be satisfied by deals.

Accessing the word-of-mouth network is no longer optional—either in the US or abroad.

Source: GfK Roper Reports® Worldwide

Our clients use *GfK Roper Reports Worldwide* in a variety of ways:

A global manufacturer, making its first foray outside its home markets, uses our insights as a primer on Chinese business consumers, leading to its successful launch in that country.

An automobile maker relies on our frequent updates on the attitudes of Category INFLUENTIALSSM Segmentation to discern future trends in the worldwide luxury auto market.

A global advertising agency depends on our breadth of coverage for developments affecting its clients around the world, and to know where it should dig deeper with custom research.



“Cutting-edge indicators of shifts in the consumer psyche.”

—Harvard Business Review



The World's Richest Source of Consumer Insight

GfK Roper Reports® Worldwide conducts annual studies throughout the world, giving us a range of global, national and local perspectives that we turn into compelling insights for clients. Our worldwide surveys cover:

- 25+ countries on five continents per wave
- 30,000 respondents age 13+ per wave, representing sampling projectable to over 1.1 billion global consumers
- 1,000-1,500 (in top ten markets) one-hour, in-home, face-to-face, closed-ended interviews per country
- Survey instruments with 1,000+ answer categories
- Data comparability across all countries going back to 1997—the longest-running database of its kind

Argentina	Egypt	Mexico	Sweden
Australia	France	Netherlands	Switzerland
Belgium	Germany	Poland	Taiwan
Brazil	Hungary	Portugal	Thailand
Canada	India	Romania	Turkey
China	Indonesia	Russia	Ukraine
Colombia	Italy	South Africa	UK
Croatia	Japan	Spain	US
Czech Republic	Korea		

*Countries in bold covered in every study

Please contact us for more information.

What GfK Roper Reports Worldwide Lets You Do

GfK Roper Reports Worldwide helps you understand and leverage the attitudes that drive the global marketplace.

- Enhance your knowledge of global consumers
- Monitor global trends affecting your business
- Anticipate consumer trends earlier in the adoption cycle
- Identify trends you may need to explore further
- Access our experts' insights on trends and shifts in consumer opinions

What GfK Roper Reports Worldwide Measures

GfK Roper Reports Worldwide provides definitive snapshots of consumers around the world—from stimulating broad themes to action-oriented behavioral overviews.

- Deeper knowledge of your core targets, their personal values, mood and confidence, changing definitions of work and leisure
- Discovering how consumers interact with key product categories, from automotive to beverages, from health and beauty to technology
- Understanding how to better engage with consumers-how they shop, their relationship with advertising, locating and learning about your most influential consumers
- Our annual overview of worldwide consumers. The theme for 2007 is Participation 2.0-new routes, new forms, new rules for participation

GfK Roper Reports Worldwide Deliverables

A full range of services and insights, delivered with a consultative approach, including:

- Full access to the complete *GfK Roper Reports® Worldwide* database, including historical data with trending and other analytical capabilities as well as our online portal containing up-to-date presentations from GfK Roper Consulting
- Several timely publications throughout the year, including twice-monthly **Global Pulse®** Newsletters, **Mood of the World** Reports, **Country Overview** and **Values Factbook**
- Live presentations including quarterly catch-up meetings, sector and thematic overview presentations, and our annual presentation on key consumer trends for the year, delivered at your location by a GfK Roper Consulting executive
- A dedicated client services team that knows your industry 140 hours of annual consulting time

Unlock the secrets of your consumers with *TrendKEY*

GfK Roper Reports Worldwide clients also have access to our *TrendKEY*SM suite of hardcopy and online resources.

- *TrendKEY*—a tool-kit for using 18 major global consumer trends for competitive advantage that uses *GfK Roper Reports Worldwide* data to reveal the importance of each trend for standard demographic/geographic groups
- *TrendKEY TARGET*—extending the insights of *TrendKEY* to your firm's key consumers and targets based on custom-built definitions
- *TrendACTIONS*—our systematic consulting approach that identifies key trends, hones in on those trends important to your business, and helps you develop new ideas that leverage those trends

How Can I Learn More about *GfK Roper Reports Worldwide*?

For more information about the ways in which *GfK Roper Reports Worldwide* can help you seize your richest opportunities in every region of the world, please contact:

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