



*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 INFLUENTIALS<sup>SM</sup> 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 15+ 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

\*Countries in bold covered in every study

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

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

## 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 and 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*<sup>SM</sup> suite of hardcopy and online resources.

- *TrendKEY*—a tool-kit for using 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:

- **Tyson Ormerod, Client Service Director, at +44 (0)20 7890 9837 or [info-roperconsulting@gfk.com](mailto:info-roperconsulting@gfk.com)**
- **June Wallach, Senior Vice President, at (212) 240-5522 or [june.wallach@gfk.com](mailto:june.wallach@gfk.com)**
- **Toni Shields, Senior Vice President, at (212) 240-5512 or [toni.shields@gfk.com](mailto:toni.shields@gfk.com)**

