

Personal Interests Segmentation – GWI USA

Within the GWI USA survey, respondents are shown a list of interests and asked to select those that are important to them. Based on their responses to this question, we assign respondents into the following groups:

Arts & Culture Enthusiasts

Those who say they are interested in at least **five** of the following:

- Architecture
- Ballroom Dancing
- Books / literature
- Dance
- Fine art
- History
- Live Theater
- Museums / galleries
- Opera / Ballet
- Photography
- Urban / modern art
- Live Events
- Music concerts
- Music Festivals

Current Affairs & Causes Enthusiasts

Those who say they are interested in at least **four** of the following:

- Charities / volunteering
- Social Justice / equality
- Environmental issues
- Local issues
- News / current affairs
- Politics
- Social Issues
- Animal welfare
- Climate Change / Carbon emissions

Health, Fitness & Beauty Enthusiasts

Those who say they are interested in at least **three** of the following:

- Individual Sports
- Adventure and extreme sports
- Team sports
- Outdoor activities
- Alternative medicines / therapies
- Exercise / keeping fit
- Meditation
- Personal healthcare

Home & Lifestyle Enthusiasts

Those who say they are interested in at least **seven** of the following:

- Beers / breweries
- Cocktails / cocktail bars
- Eating out / restaurants
- Food / drink festivals
- Health foods / drinks
- Wine / wineries
- Painting / drawing
- Travel
- Baking
- Cars / motoring
- Cooking
- DIY / home improvements
- Entertaining at home
- Gardening
- Grilling / barbequing
- Handicrafts / sewing
- Interior design
- Parenting / childcare
- Pets / pet care

Popular Culture & Leisure Enthusiasts

Those who say they are interested in at least **three** of the following:

- Celebrity news / gossip
- Comics / animation
- Influencers
- Listening to music
- Movies
- Television

Science, Tech & Nature Enthusiasts

Those who say they are interested in at least **four** of the following

- Wildlife / animals
- Artificial Intelligence (AI)
- Coding / programming
- Computers
- Gadgets
- Science
- Smart homes
- Technology
- Virtual reality (VR)

Spirituality Enthusiasts

Those who say they are interested in at least **two** of the following

- Astrology
- Religion
- Spirituality

Gaming Enthusiasts

Those who say they are interested in at least **two** of the following

- Esports
- Gaming
- Virtual reality (VR)

Business and Money Enthusiasts

Those who say they are interested in at least **three** of the following

- Business
- Entrepreneurship
- Investment
- Personal finances
- Economy

Beauty and Fashion Enthusiasts

Those who say they are interested in at least **two** of the following

- Beauty / cosmetics
- Fashion: accessories
- Fashion: clothing

Nature Enthusiasts

Those who say they are interested in at least **three** of the following

- Outdoor activities (e.g. hiking, camping)
- Animal welfare
- Climate change / carbon emissions
- Environmental issues
- Gardening
- Wildlife / animals