

Personas – GWI USA

GWI USA respondents are asked a range of questions about their demographics, attitudes and behaviors. The GWI USA personas are based on respondents' answers to these questions. Note that these groups are not mutually exclusive, and as such respondents may belong to multiple personas.

The personas are broken down into the following categories:

- [Tech & Devices](#)
- [Lifestyle](#)
- [Parenting](#)
- [Social Media](#)

You can find a short description of each persona below, followed by a technical definition for each group. Each persona includes all the conditions laid out in each bullet point.

Tech & Devices

Smart Connectors

Tech-engaged smart device owners

- Comfortable having smart devices in their home
- Interested in Smart Homes
- Use at least three smart home device
- Interested in technology

Mobile Dependents

Internet users reliant on their smartphones

- Couldn't live without their mobile device
- Check their mobile last thing at night, first thing in the morning
- Interested in technology

Tech Confident

Confident and enthusiastic tech users

- Confident using new technology
- Interested in at least 3 of AI, Coding, Computers, Gadgets, Science, Smart Homes, Technology and VR

Tech Skeptics

Internet users unenthusiastic about tech

- Actively make an effort to limit their time online
- Feel technology has more control over them than they have over it

Gamers

Gamers with an active interest in gaming

- Watch Gaming Videos online
- Interested in gaming
- Play games at least for 30 minutes a day

Health Technologists

People using tech to improve their health

- Interested in technology
- Track health or exercise using smart device
- Interested in Exercise or Personal healthcare

Smart Assistant Reliant

People who rely on their smart devices

- Own a smart home voice assistant / speaker
- Smart device is most important device
- Interested in technology

Early Adopters

People on the cutting edge of tech

- Buy tech products as soon as they are available
- Love new tech and gadgets or upgrade as soon as possible
- Interested in technology

Privacy Conscious

Privacy concerned internet users

- Concerned about the use of their data by at least three sources
- Don't like their browsing being tracked by companies
- Not comfortable exchanging their personal data for free services
- Do not trust social media companies

Tech Trackers

People using tech to keep track of their lives

- Track at least three aspects of their lives with technology
- Interested in technology

Esports Fans

People with an active interest in esports

- Follow esports
- Watch esports online
- Interested in esports

Lifestyle

Brand-loyalists

Internet users loyal to the brands they like

- Stay loyal to brands they like
- Have brands they will always buy from
- Brands they know and trust are a key driver in new tech products
- Follow brands they will purchase from on social media

Foodies

Connected food lovers

- Visit food and drink sites weekly
- Interested in at least two of: Beers / breweries, Cocktails / cocktail bars, Eating out / restaurants, Food / drink festivals, Health foods / drinks and Wine / wineries OR Cooking

Daredevils

People happy outside their comfort zone

- Describe themselves as two of: Daring, Rebellious and NOT Cautious
- Trying new things or Challenging themselves is important

Gig Workers

Internet users working non-traditional jobs

- Have delivered food or parcels, Driven for a ride share app, undertaken skills based temporary jobs or sold items they've made

Game Changers

Those looking to help change the world

- At least 3 of: Community Service, Diversity & Inclusion, Equal Rights, Helping the environment, making a difference and supporting good causes is important to them
- Want brands to do at least 2 of: Being socially responsible, Contributing to the local community, Producing recyclable packaging/products, Reduce their environmental impact, Support Charities, Support diversity and equality in the workplace and Support local suppliers

Go-Getters

Internet Users building their careers

- Plan to make a career change, start a new job, get a promotion or start a new business in the next year
- Doing well at work is important to them
- Feel described by at least two of: Ambitious, Determined and Driven.

Influencers / Trend Setters

Social media users who like to stand out

- Like standing out in a crowd
- Use social media to post about their lives, opinions or broadcast a live stream of gameplay

Social Activists

Internet users with progressive ideals

- Think traditional gender roles / labels are outdated
- Are interested in at least 2 of: Social justice / equality, Politics, Social issues, Animal welfare, Climate change / carbon emissions, Environmental issues

Socialites

Social media users looking for new friends

- Use social media for finding like minded communities / Interest Groups and Making New Contacts

Shopaholics

Online shoppers connecting with brands

- Interested in shopping
- Purchase products online at least weekly
- Follow brands they will purchase from on social media

Sport Fans

Connected sports fans

- Interested in Individual Sports, Adventure and extreme sports or Team Sports
- Follow Sports people on social media or watch sports on social media

Parenting

Expecting Parents

Internet users expecting their first child

- Expecting to have their first child in the next year OR are planning to adopt/foster their first child

Thrifty Parents

Internet using parents making a little a lot

- Have at least 1 child
- Describe themselves as thrifty
- Spend time looking for the best deals
- Special offers incentivise purchase

Young Parents

Young internet using parents

- Aged 16-24
- Have at least 1 child

Parental investors

Internet using parents investing for the future

- Have at least 1 child
- Have at least 2 types of investment
OR are planning on buy Bonds,
Options or Stocks

Heritage-Focussed Parents

Parents aiming to instill traditional values

- Have at least 1 child
- Maintaining Traditions is important to them
- They believe in traditions
- At least 3 of: Attend religious services, Cook / eat traditional food for everyday meals, Follow sports teams popular in our family's country of heritage, Listen to music, Read books / stories together, Socialize with other families of similar heritage, Play sports, Visit our family's country of heritage, Watch TV programs relevant to our family's heritage

Family-Focussed Workers

Parents focussed on family not career

- Have at least 1 child
- Actively employed
- Being a good parent is important to them
- Strive for a good work/life balance
- Interested in parenting/childcare

Career-Focussed Parents

Internet using parents focussed on careers

- Have at least 1 child
- Full time worker
- Doing well at work is important to them
- DO NOT Strive for a good work/life balance

Social Media

Memers

Content focussed social media users

- Use at least 2 social media platforms daily
- Follow entertainment/meme/parody accounts
- Interested in Memes on social media

Social Learners

Self improving social media users

- Use at least 2 social media platforms daily
- Use social media for inspiration
- Learning new skills is important to them

Social Fashionistas

Fashion focussed social media users

- Use at least 2 social media platforms daily
- Interested in Fashion, Clothing Choices and keeping up with trends are important

Opinion Gatherers

Social media users keen on recommends

- Use at least 2 social media platforms daily
- Trust what reviews say about products / services
- Reviews from consumers or recommendations are a key part of path to purchase, or social media is used for inspiration

Social TV Viewers

People using social media while watching TV

- Use at least 2 social media platforms daily
- Browse social media while watching TV
- Enjoy watching shows everybody is talking about

Social Gamers

Gaming focussed social media users

- Use at least 2 social media platforms daily
- Watch gaming videos and have watched a lets play

Travel

Business Travellers

Internet users who travel far for business reasons

- Travel for business internationally or national every 3 months

Domestic Vacationers

Internet users who only regularly travel within the US

- Travel domestically once a year
- DO NOT Travel internationally once a year
- Prefer vacationing in the US

International Cruisers

Internet users who go on cruises internationally

- Travel internationally once a year
- Have taken a cruise, using a big cruise brand

International Non-Hotel Travelers

International travellers who tend to not stay in hotels

- Travel internationally once a year
- Stay in rented room / property (eg. Airbnb) at least once a year
- Used Airbnb, HomeAway or Vrbo

Jet-setters

Internet users who vacation away very frequently

- Have a national or international vacation every 6 months
- Interested in travel

Culture Vultures

Internet users who travel for experiences

- Travel internationally once a year
- Enjoy vacationing in new places or Destination is more important than hotel

International Adventurers

Internet users who travel for thrills

- Travel internationally once a year
- Interested in Action / Adventure or Winter Sports

International Environmental Travelers

Regular travellers concerned about their impact

- Travel internationally once a year
- Worried about the environmental impact of their travel
- Two of:
Planning to reduce environmental impact, Interested in the environment, Believe the environment is going to get worse, Helping the environment is important to them

International Pre-Packed Travelers

Internet users who travel using packed deals

- Travel internationally once a year
- Prefer packed deals for vacations