

GWI QUIZ WORKBOOK

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CONTENTS

- BEGINNER TEST
- INTERMEDIATE TEST
- ADVANCED TEST
- ANSWERS

BEGINNER TEST

QUESTION 1

What percentage of females were aged 25 - 34 in Europe during Q1 2018?

- A: 23.50%
- B: 28.70%
- C: 22.60%
- D: 25.30%



HINT FOR QUESTION 1

Create audience of Females in audience builder

In chart builder add in Europe and Q1 2018 filters

Then select Core > Demographics > Age (Groups) as Data Point.
What is the Audience %?



QUESTION 2

What percentage of Males aged 16 - 34 owned a Tablet in Q3 and Q4 2017?

- A: 37.20%
- B: 35.40%
- C: 32.70%
- D: 33.80%



HINT FOR QUESTION 2

Create an audience of Male and 16-34 in audience builder

In chart builder select Q3 and Q4 2017

Run against Core > Device Ownership
and Access > Device Ownership and
Usage > Device Ownership

What is the Audience %?



QUESTION 3

For which device did the Male 16 - 34 audience over-index highest, in terms of ownership, during Q3 and Q4 2017?

- A: Smartwatch
- B: Feature phone
- C: Tablet
- D: Virtual Reality headset / device



HINT FOR QUESTION 3

Create an audience of Male and 16-34 in Audience builder

In chart builder select Q3 and Q4 2017 filters, and run against Core > Device Ownership and Access > Device Ownership and Usage > Device Ownership

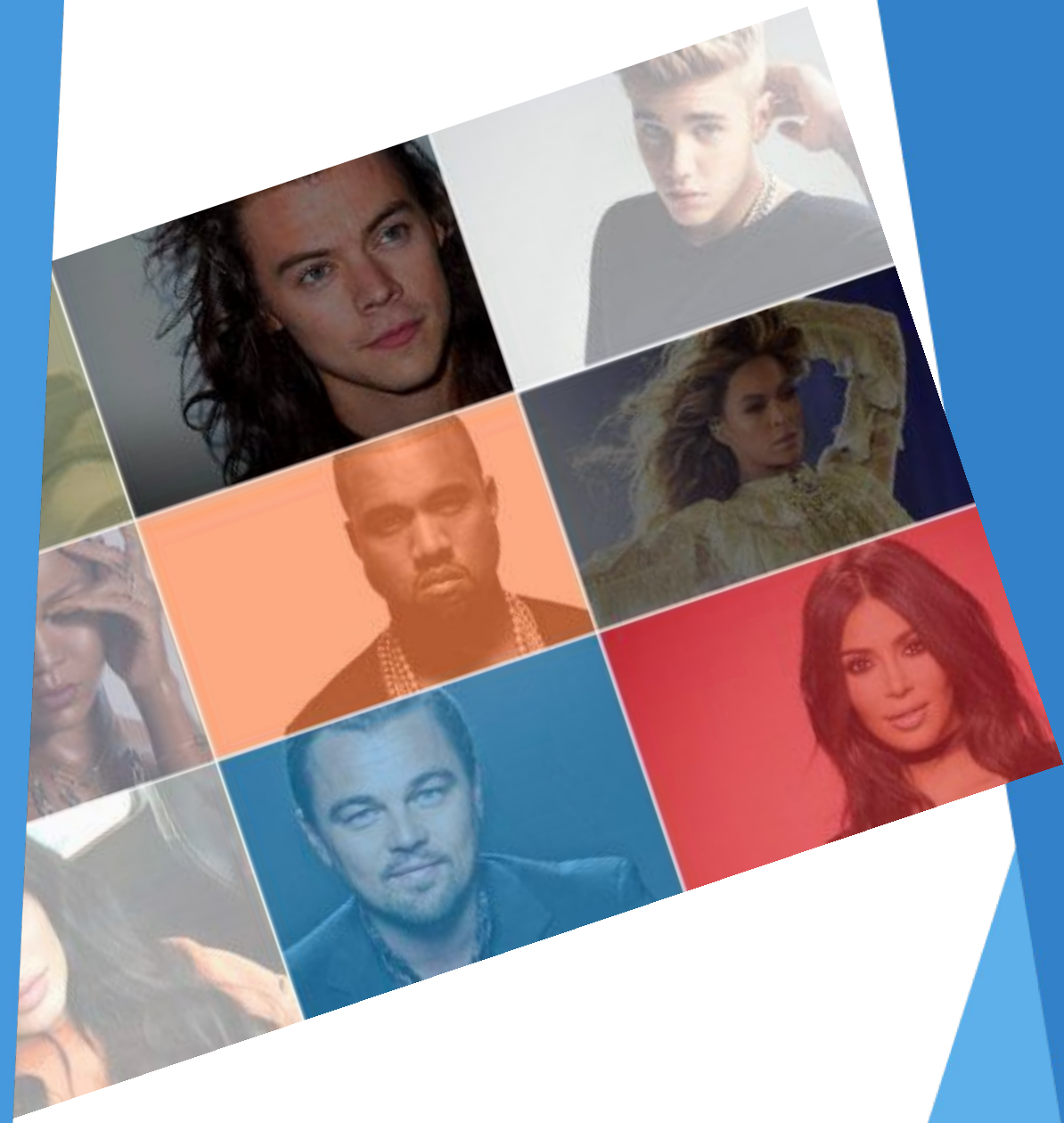
Look for the highest Index



QUESTION 4

Create an audience of those who discover new brands via “endorsements by celebrities or well-known individuals”. How many respondents were there for this audience between Q2 2018 and Q3 2017?

- A: 45.4k
- B: 46.7k
- C: 47.5k
- D: 48.4k

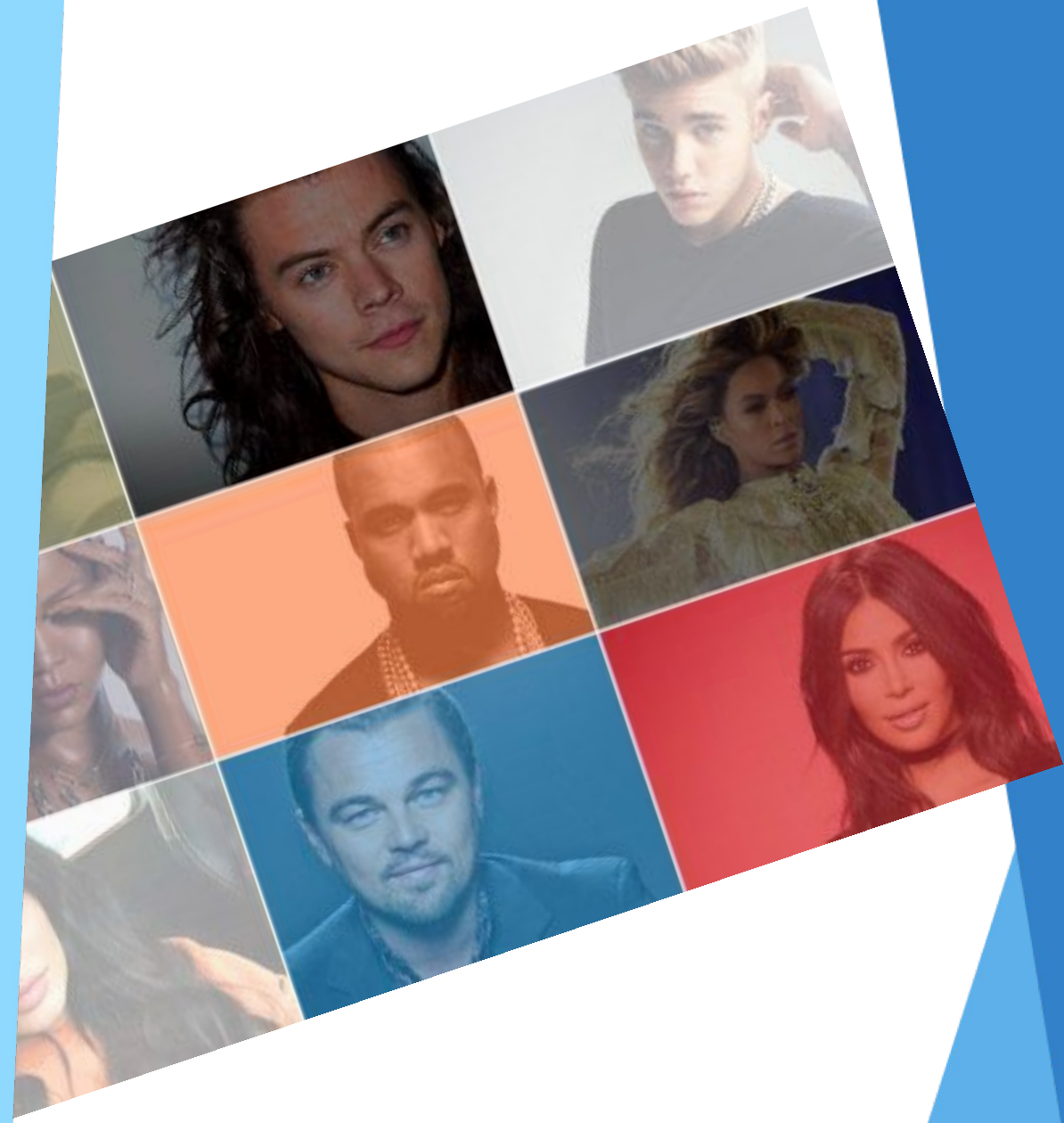


HINT FOR QUESTION 4

Create an audience using those who agree with the “endorsements by celebrities or well-known individuals” attitude statement in Audience Builder

In chart builder select waves Q3 2017 - Q2 2018, and use “Audience Size” data point

How many respondents do you have?



QUESTION 5

Of those who discover new brands via “endorsements by celebrities or well-known individuals”, how many hours per day are they most likely most likely to spend on social media when compared to all internet users? (between Q2 2018 and Q3 2017)

- A: More than 10 hours
- B: 6 -10 hours
- C: 4 - 6 hours
- D: 3 - 4 hours



HINT FOR QUESTION 5

Using the same audience and filters as the previous question select “time spent on social media” data point, rank this by Index



INTERMEDIATE TEST

QUESTION 1

Create an audience of Business Travellers (Those who take domestic, short, medium and long haul business trips at least once every 6 months)
Looking at this audience in the UK for the first half of 2019, what is the universe size of those who have listened to or watched a podcast via the internet in the last month via any device?

- A: 5.4m
- B: 4.5m
- C: 4.1m
- D: 3.9m



HINT FOR QUESTION 1

Questions for audience

GWl Core>Attitudes and Lifestyle>Travel>Business Trips – Select once a month, Once every 2-3 months and Once every 6 months

Add in filters for UK and Q1-Q2 2019

Run this against GWl Core > Online activities and behaviors > Online activities in the last month



QUESTION 2

Create an audience of people are fans of the Star Wars film franchises who go to the cinema at least once a month. Looking at these people in the UK in the first half of 2019, which attitude statement do the most amount of these people agree to?

A: I am a brand conscious person

B: When I need information, the first place I look is the internet

C: I would buy a product / service simply for the experience of being part of the community built around it

D: I like to stand out in a crowd



HINT FOR QUESTION 2

Questions for audience

GWl Core>Brand>Film Franchises) who go to the cinema at least once a month (Attitudes & Lifestyle>Lifestyle indicators

Add filters for UK and Q1-Q2 2019

Run against GWl core>Attitudes and Lifestyle>Attitudes>Attitudes:All statements - Any Agree

What is the highest Audience %



QUESTION 3

Using an audience of Male 35 - 54, chart their interest in "watching sport" from Q3 2018 - Q2 2019 in Europe. Which quarter had the largest audience, and what was the %? (HINT: Use segments)

- A: Q4 2018 47%
- B: Q3 2018 43%
- C: Q1 2019 45.4%
- D: Q2 2019 44%



HINT FOR QUESTION 3

Create Male 35 - 54 audience

Add filters for Europe, Q3 2018 - Q2 2019

Segment by waves, and run against "All interests" question and choose Watching Sports data point



QUESTION 4

In the first half of 2019, in USA and Mexico, were males or females more likely to have done any form of exercise at least 2-3 times a week compared to all internet users?

A: Male

B: Female



HINT FOR QUESTION 4

Go straight to chart builder and select filters for USA & Mexico and Q1-Q2 2019

Run against GWl Core>Attitudes and Lifestyle>Sport & Exercise>Gym, Running & Other Exercise frequency
Choose Data Point "NET: Any form of exercise" and Options Most days and 2-3 times a week.

Then either choose Male and Female audience from filters (you can find these using the search already set up in default audiences) OR use the segment filter and filter by Gender

What is the largest Index



QUESTION 5

In 2018 which age group spent the longest time watching linear TV in the US?

- A: 16-24
- B: 45-54
- C: 55-64
- D: 25-34



HINT FOR QUESTION 5

No audience filter, select US, select Q1 2018 - Q4 2018, segment by Age Groups, and use "time spent watching linear TV" data point



ADVANCED TEST

AUDIENCE FOR QUESTION 1

Create 3 audiences of social conscious football and rugby fans for Twitter, Facebook and Instagram visitors/users.

(Rugby and football fan plays, follows or watches these sports
Socially conscious Strongly or somewhat agree that they try to buy natural/organic food or that they would pay more for sustainable or eco friendly products.)

Filter these fans by UK, Germany & France and from Q3 2018-Q2 2019

QUESTION 1a

What age group are Facebook fans most likely to fall into compared to all internet users?

- A: 16-24
- B: 25-34
- C: 55-64
- D: 45-54



HINT QUESTION 1a

Questions for audiences

GWl Core>Social Media>Reach>Social Media Reach: Visitors / Users (Choose Watch Online data point)

GWl Core>Attitudes and Lifestyle>Sport & Exercise>Sports & Sporting Activities (All data point options)

GWl Core>Attitudes and Lifestyle>Attitudes>Attitudes:Self-Perceptions>I try to buy natural/organic products or I would pay more for sustainable/eco-friendly products (Choose Strongly or Somewhat Agree)

Create 3 audiences of social conscious football and rugby fans for Twitter, Facebook and Instagram visitors/users add filters for UK, Germany & France and for Q3 2018-Q2 2019

Look at Index



QUESTION 1b

What about the twitter fans?

A: 16-24

B: 25-34

C: 55-64

D: 45-54



HINT FOR QUESTION 1b

Same as previous but move your Twitter audience to the front and sort by Index



QUESTION 1c

And Instagram fans?

A: 16-24

B: 25-34

C: 55-64

D: 45-54



HINT FOR QUESTION 1c

Same as previous but move your Instagram audience to the front and sort by Index



QUESTION 1d

Which two drinks brands are they more likely to engage with compared with all internet users?

- A: Coca cola & Fanta
- B: Monster and Redbull
- C: Monster and Coca cola
- D: Coca cola and Coke Zero / Coca-Cola Zero Sugar



HINT FOR QUESTION 1d

Create 3 audiences of socially conscious football and rugby fans for Twitter, Facebook and Instagram visitors/users

Add in filters for UK, France & Germany and Q3 2018-Q2 2019

Run this against GWI Core>Brands>Drinks
Brands>Drinks Brands: Awareness and sort by Index



QUESTION 1e

Which online source do Twitter users mainly use when they are looking for more information on brands, products or services?

- A: Search engines
- B: Video sites
- C: Product/brand sites
- D: Micro blogs



HINT FOR QUESTION 1e

Create 3 audiences of socially conscious football and rugby fans for Twitter, Facebook and Instagram visitors/users

Add in filters for UK, France & Germany and Q3 2018-Q2 2019

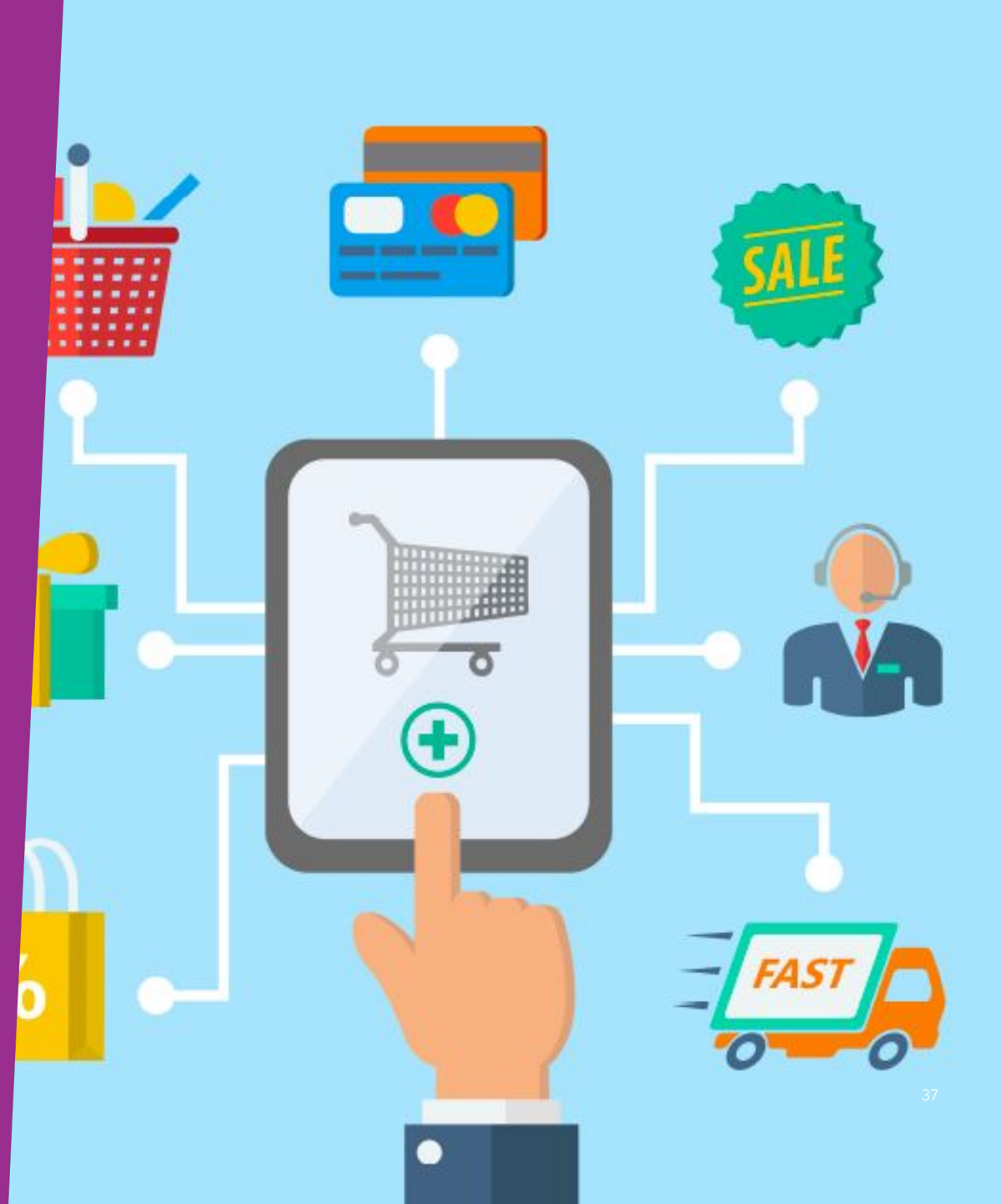
Run this against GWI core>Marketing Touchpoints>Online Purchase Journey>Online Product Research and sort by Audience %



QUESTION 1f

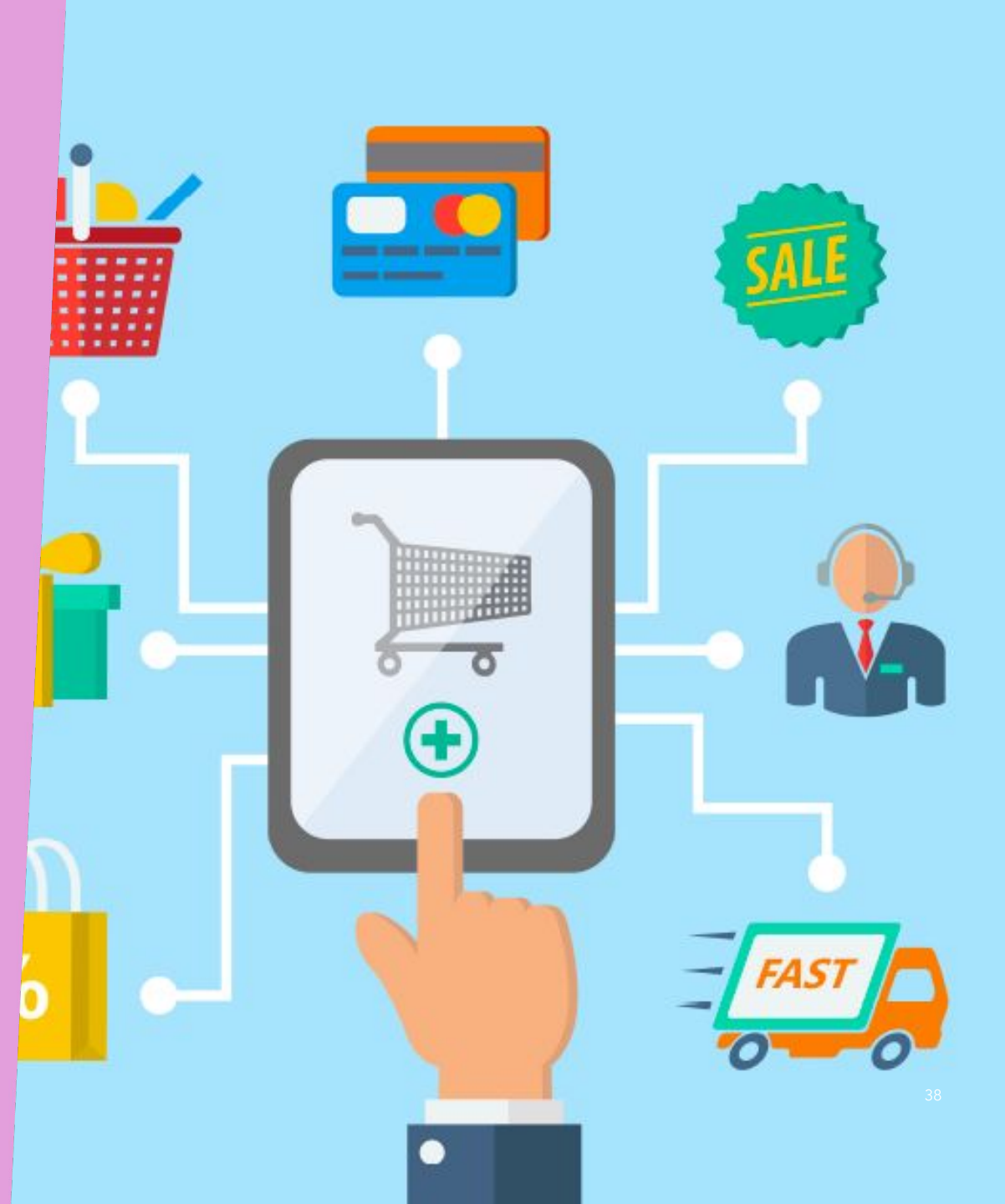
Which online source do they over index on the most?

- A: Search engines
- B: Video sites
- C: Product/brand sites
- D: Micro blogs



HINT FOR QUESTION 1f

Using the same audiences, filters and question as last question, change sort by Index and look for highest index for Twitter users



AUDIENCE FOR QUESTION 2

Create both a "Dad's" and "Mum's" audience using the Gender and Number of Children attributes.

Filter by Denmark and the first half of 2018

QUESTION 2a

Which audience has the largest universe and how many respondents were there when you add both genders together?

- A: Dads, 341
- B: Dads, 349
- C: Mums, 341
- D: Mums, 349



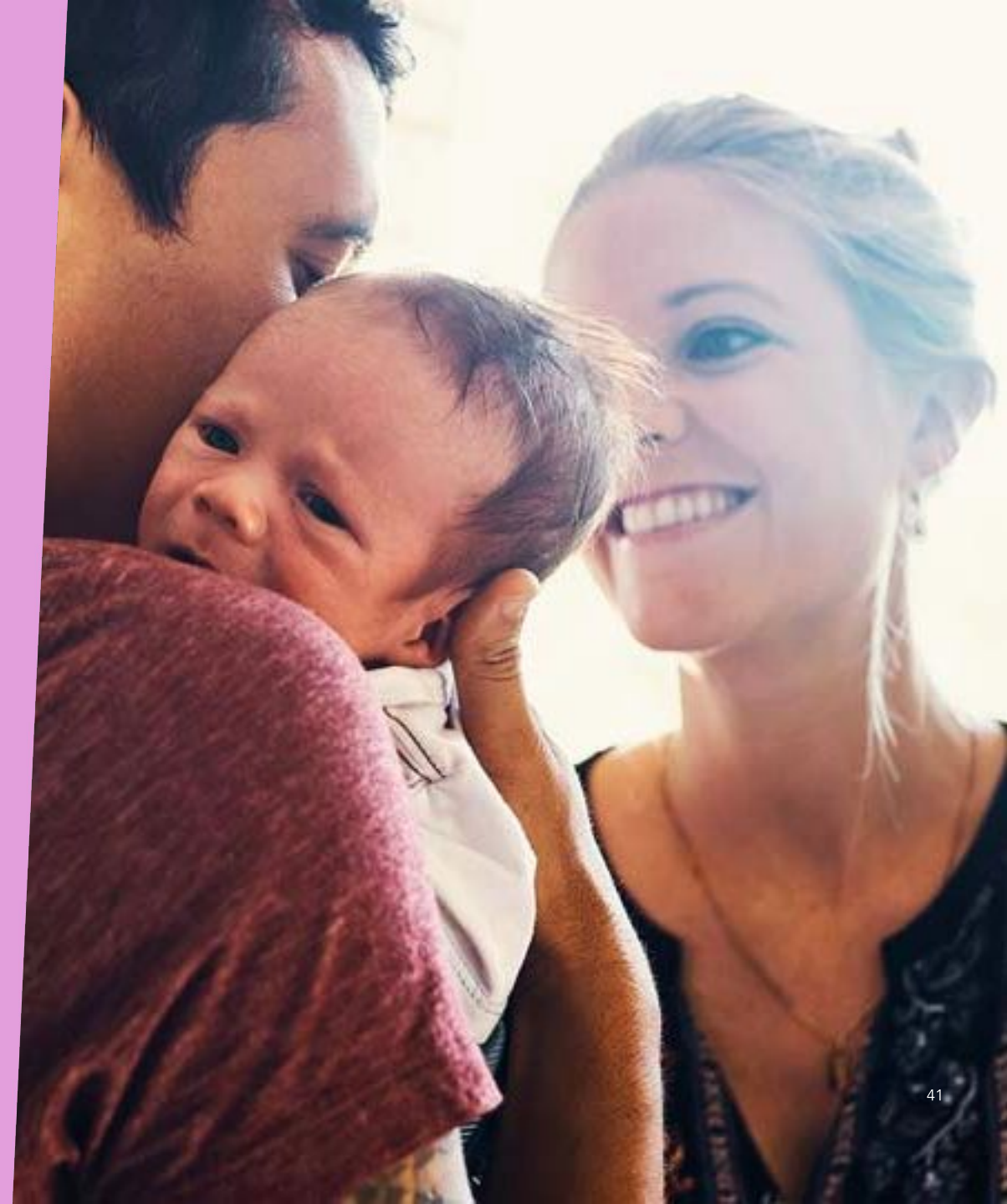
HINT FOR QUESTION 2a

Create both a “Dad's” and “Mum's” audience using the Gender and Number of Children attributes

Add filters for Denmark and Q1-Q2 2018

Using GWl Core>Demographics>Audience Size

Which has the largest Universe Size and look at the responses and add them together



QUESTION 2b

Now add in Q3-Q4 2018 waves so you're looking at the whole of 2018

Who are more likely to play games while watching TV (second-screening) when compared to all internet users?

- A: Mums
- B: Dads



HINT FOR QUESTION 2b

Add in waves Q3-Q4 2018 in filters

Run this against GWI Core>Media
Consumption>Second-Screening>Second-Screen
Activities

Choose the Play games Data Point

What is the largest index



QUESTION 2c

Which channel do Mums watch the most? (At least 2-3 times a week from our list of International TV channels)

- A: Disney channel
- B: TLC
- C: CNN
- D: Discovery channel



HINT FOR QUESTION 2c

Run the same audiences and filters by GWI
Core>Media Consumption>International TV
channels>Frequency of watching International TV
channels

Choose Every day/most days, 4-5 times a week and
2-3 times a week from options

Sort by audience % for Mum audience



QUESTION 2d

Which channel do Dads watch the most?

- A: Disney channel
- B: TLC
- C: CNN
- D: Discovery channel



QUESTION 2d

Same as previous questions but move your Dad audience to the front



QUESTION 2e

What % of Mums agree with the statement “Family is the most important thing in my life”?

- A: 87.8%
- B: 73.3%
- C: 88.7%
- D: 89.8%



HINT FOR QUESTION 2e

Using the same audiences and filters run this against the Attitude Statement "Family is the most important thing in my life"

Choose Strongly Agree and Somewhat Agree from the options.

Look at the Audience %



QUESTION 2f

Looking at the same audience and attitude statement, how would you explain what the “data point %” represents?

A: 29.8% of Mums agree with the statement “Family is the most important thing in my life”

B: 29.8% of people who agree with the statement “Family is the most important thing in my life” are Mums



HINT FOR QUESTION 2f

You may find this article helpful to explain the Data point % metric

<https://knowledge.globalwebindex.net/hc/en-us/articles/115001559465-GWI-Metrics-Explained>



AUDIENCE FOR QUESTION 3

Create 2 audiences of female and male 16-25 year old fashionistas
(Those with an interest in fashion or who agreed to the statement “I like to keep up with the latest fashions”)

Filter them in Asia-pac for the first half of 2019

QUESTION 3a

How many respondents do you have for the male audience?

A: 7.7k

B: 12k

C: 8.6k

D: 7.2k



HINT FOR QUESTION 3a

Questions for audiences

GWI Core>Demographics>Gender

GWI Core>Demographics>Age Groups 16-24 or Age (Individual)
25

GWI Core>Attitudes and Lifestyle>Interests>All Interests>Fashion

GWI Core>Attitudes and Lifestyle>Attitudes:Self-Perceptions>I
like to keep up with the latest fashions (choose strongly agree and
somewhat agree)

Filter by Asia-Pac and Q1-Q2 2019

Run this against the audience sizing questions within
Demographics



QUESTION 3b

What type of people do most females follow on social media in comparison to all internet users?

- A: Vloggers
- B: Actors
- C: Comedians
- D: Singers, musicians or bands



HINT FOR QUESTION 3b

Run this by GWI Core>Social media>Types of people followed on social media and sort by Audience %



QUESTION 3c

Who are males most likely to follow in comparison to all internet users?

- A: Vloggers
- B: Actors
- C: Comedians
- D: Singers, musicians or bands



HINT FOR QUESTION 3c

Same as previous question, move your male audience to the front



QUESTION 3d

On which social media site/application would you reach the largest audience for both genders?

- A: WeChat
- B: YouTube
- C: Facebook
- D: Instagram



HINT FOR QUESTION 3d

Run this by GWI Core>Social Media>Social media platforms and look for the largest Universe sizes for both genders



QUESTION 3e

What is the most likely main reason the female audience to use Social media in comparison to all internet users?

- A: To follow celebrities/celebrity news
- B: To research / find products to buy
- C: To find funny or entertaining content
- D: To share details of what I'm doing in my daily life



HINT FOR QUESTION 3e

Run this against GWI Core>Social Media>Reasons for using Social Media and sort by Index



QUESTION 3f

Not including answers with 0%, what's the least likely action for this female audience to perform on YouTube in comparison to all internet users?

- A: Watched a video posted by a celebrity or vlogger
- B: Liked or disliked a video
- C: Watched a news clip or story
- D: Watch a sports video or clip



HINT FOR QUESTION 3f

Change your sort to Acending by Index and make sure you're looking at the female audience



QUESTION 3g

Still looking at these in comparison to all internet users, now segment this audience by country and note which country is more likely to have watched a news clip or story on YouTube.

Now rebase on selected segments and note which country is now more likely.

What are the two countries?

- A: India & Philippines
- B: Philippines & Australia
- C: Thailand & India
- D: India & Australia



QUESTION 3g

Using the same audiences and filters first run this by
GWI Core>Social Media>Platform-Specific
Behaviors>YouTube Actions

Then add the segment filter for Countries and split
the data using the double arrows at the bottom of
the page and make a note of the country with the
largest Index.

Now click the Rebase on selected segment button
that you will find at the top right of the page within
the Segments menu and make a note of the country
with the largest Index



CROSTAB FOR QUESTION 4

Create a new crosstab, having age groups in your columns and social media visitors/users in your rows. Globally for Q3 2018-Q2 2019

QUESTION 4a

What % of LinkedIn users are 25-34?

A: 28.8%

B: 31.1%

C: 31.4%

D: 27.9%



HINT FOR QUESTION 4a

Question for columns

GWl Core>Demographics>Age Groups - press split and add to columns

Question for rows

GWl Core>Social Media>Reach>Social Media

Reach:Visitors/Users - press split and add to rows

Look at Row %



QUESTION 4b

What % of 16-24 year olds are Pinterest users?

A: 32.6%

B: 22.8%

C: 26%

D: 22



HINT FOR QUESTION 4b

Look at column %



CROSSTAB FOR QUESTION 5

Create a new crosstab, add Mums and Dads as separate columns then create 4 rows of sports fans:

- People who watch American Football, Rugby or Soccer on broadcast TV – Rename these to Ball sports TV viewers
- People who watch Athletics or Gymnastics on broadcast TV – Rename these to Athletics & Gymnastics TV viewers
- People who watch Baseball, Cricket, field hockey or ice hockey on broadcast TV – Rename these to Stick & bat tv viewers
- People who watch Boxing or martial arts on broadcast TV – Rename these to fighting sports TV viewers

Filter these fans by UK, USA & Canada for Q3 2018-Q2 2019

QUESTION 5a

Which is the largest audience?

- A: Ball sport TV viewing Dads
- B: Fighting sport TV viewing Dads
- C: Athletics & Gymnastics TV viewing mums
- D: Stick and bat TV viewing Dads



HINT FOR QUESTION 5a

Use the Dads and Mums audiences you created previously, press split and add to columns

Questions for rows

GWl Core>Attitudes and Lifestyle>Sport & Exercise>Sports and Sporting Activities>By option>Watch on Broadcast TV (Choose relevant sport, press OR and add to rows

To rename any rows or columns, select the checkbox within the cell and click on view group, you can then rename and save your group

Find the largest Universe size



QUESTION 5b

Which sport are mums most likely to watch in comparison to all internet users?

- A: Ball sports
- B: Athletics & gymnastics
- C: Fighting sports
- D: Stick & bat sports



HINT FOR QUESTION 5b

Find the largest Index for the Mums audience



QUESTION 5c

What % of fighting sport viewers are Dads?

A: 23.7%

B: 15.5%

C: 35.3%

D: 31.4%



QUESTION 5c

Look at Row % of fighting sports and cross reference with Dads



QUESTION 5d

How many respondents are Mums who watch stick and bat sports?

- A: 10k
- B: 12k
- C: 9.4k
- D: 14k



QUESTION 5d

Look at Universe for Stick and bat sports and cross reference with Mums



QUESTION 5e

How more likely are Dads to watch fighting sports than the general internet population?

- A: 35.3%
- B: 23.7%
- C: 35.3%
- D: 53.6%



HINT FOR QUESTION 5e

You should find the following article helpful in explaining the Index metric

<https://knowledge.globalwebindex.net/hc/en-us/articles/115002684389-GWI-Metrics-Explained#section4>



QUESTION 5f

Change the base audience to Mums or dads, how does this % change?

A: It goes down by 11.9%

B: It goes up by 11.9%

C: It doesn't change



QUESTION 5f

The Index is now 141.7, what is the difference between the two?



ANSWERS

Beginner

Question 1

A: 23.5%

Question 2

C: 32.7%

Question 3

D: Virtual Reality headset / device

Question 4

C: 47.5k

Question 5

A: More than 10 hours

Intermediate

Question 1

B: 4.5m

Question 2

B: When I need information,
the first place I look is the internet

Question 3

A: Q4 2018 47%

Question 4

A: Male

Question 5

C: 55-64

Advanced – Question 1

Question 1a

B: 25-34

Question 1b

B: A: 16-24

Question 1c

A: 16-24

Question 1d

B: Monster and Redbull

Question 1e

A: Search engines

Question 1f

D: Micro blogs

Advanced – Question 2

Question 2a

B: Dads 349

Question 2b

A: Mums

Question 2c

B: TLC

Question 2d

D: Discovery Channel

Question 2e

A: 87.8%

Question 2f

B: 29.8% of people who agree with the statement
“Family is the most important thing in my life” are
Mums

Advanced – Question 3

Question 3a

A: 7.7K

Question 3b

B: Actors

Question 3c

C: Comedians

Question 3d

B: YouTube

Question 3e

A: To follow celebrities/celebrity news

Question 3f

D: Watch a sports video or clip

Question 3g

B: Philippines & Australia

Advanced – Question 4

Question 4a

B: 31.1%

Question 4b

C: 26%

Advanced – Question 5

Question 5a

A: Ball sport TV viewing Dads

Question 5b

B: Athletics & gymnastics

Question 5c

C: 35.3%

Question 5d

B: 12k

Question 5e

D: 53.6%

Question 5f

A: it goes down by 11.9%