

Graph Builder User Guide

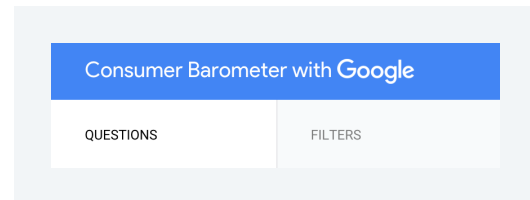
The Consumer Barometer is a free, interactive tool to help you understand how, when and why people are using the Internet across the world. The Graph Builder section of the tool allows you to explore, analyse and export this data to produce your own bespoke insights.

This guide is designed to lend a helping hand if you are using Consumer Barometer for first time or if you are keen to dive into some of more advanced features of the Graph Builder. There are four sections:

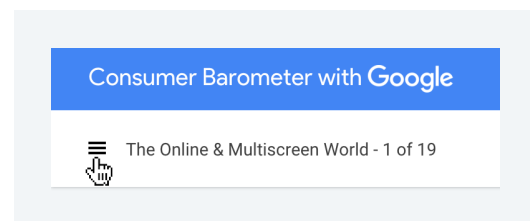
1. An introduction to the Graph Builder;
2. Step-by-step walkthroughs with example use cases;
3. Understanding and reporting the bases and respondent numbers for our survey data;
and
4. Further sources of information about the Consumer Barometer and the Graph Builder.

1. An introduction to the Graph Builder

The Graph Builder's interface has two components: Questions and Filters.



This menu is sometimes hidden (depending on your screen width). To reveal it, click on the three horizontal lines in the top left hand corner of the Graph Builder.



The Questions menu allows you to select one of 88 questions from three categories:

- **The Online & Multiscreen World:** understanding when, how and why people use the Internet, with data on internet access and device usage;
- **The Smart Shopper:** exploring the consumer research and purchase journey for 20 products, focusing on key decision-making moments;
- **The Smart Viewer:** providing insight into the contexts and motivations of people watching online videos, including where they are watching, which devices they use, and who they are watching with.

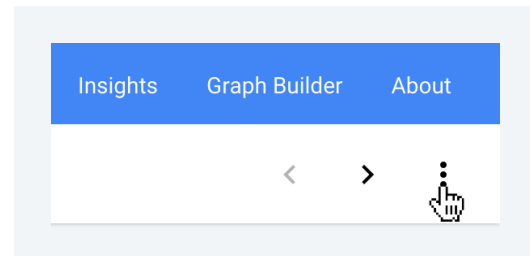
The Filters menu allows you to explore the responses of your target audience to each question. You can select multiple filters from the four main categories:

- **Country:** select one or more of 56 countries from Africa, the Americas, Asia Pacific, Europe and the Middle East;
- **Demographic:** select respondent attributes by age, gender, income level and parental status;
- **Internet usage:** select whether or not respondents are internet users; and
- **Device usage:** select whether or not respondents are smartphone users, computer users or tablet users and the number of devices they use.

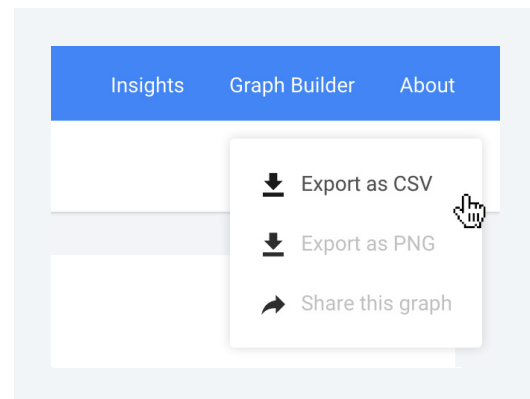
Additional filters can be used with the Smart Shopper and the Smart Viewer question categories.

1. An introduction to the Graph Builder

When you have created a chart, you can export or share it by exporting the data (as a .csv file), exporting the chart as an image (as a .png file), or sharing a link. To access these options, click on the three vertical dots towards the top right corner of the Graph Builder page.



Then select your preferred method to either export or share the chart.



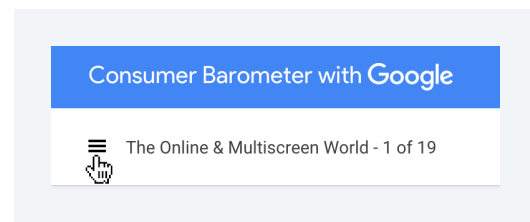
2. Step-by-step walkthroughs with example use cases

The easiest way to get to know the tool is to start using it, so here are three example research questions, with step-by-step guides on how you can answer them using the Graph Builder:

1. What proportion of Nordic internet users aged under 35 use a connected device while watching TV?
(stay on this page)
2. How often do men aged 35 or over in Australia and New Zealand watch online video?
(click here to skip to page 12)
3. How many 35-44 year olds in the UK both research and purchase home appliances online?
(click here to skip page 20)

General note

If the *Question* and *Filter Menu* does not appear on the left side of the the Graph Builder page at any stage of the process, click on the three horizontal lines in the top left corner of the Graph Builder to reveal it.

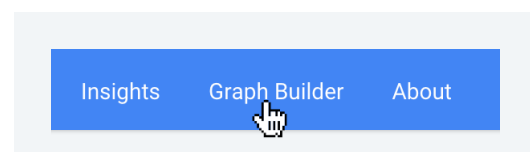


Use case 1: What proportion of Nordic internet users aged under 35 use a connected device while watching TV?

Step-by-step walkthrough

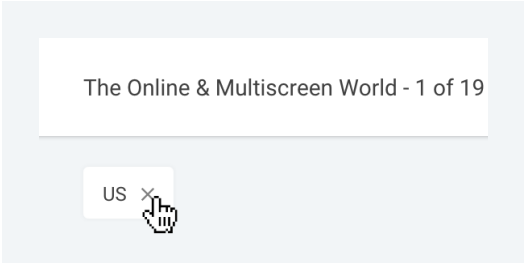
1

Click on 'Graph Builder' at the top right-hand of the screen.

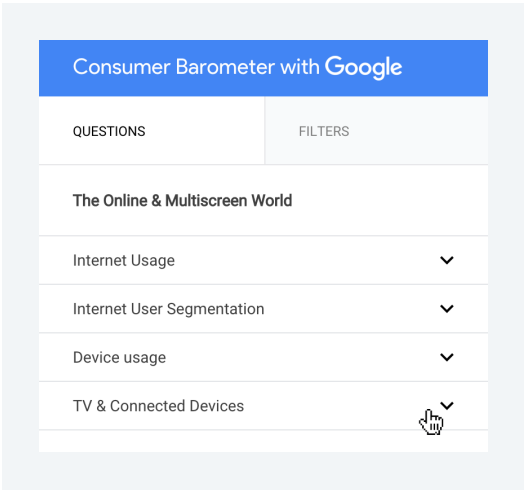


2. Step-by-step walkthroughs with example use cases

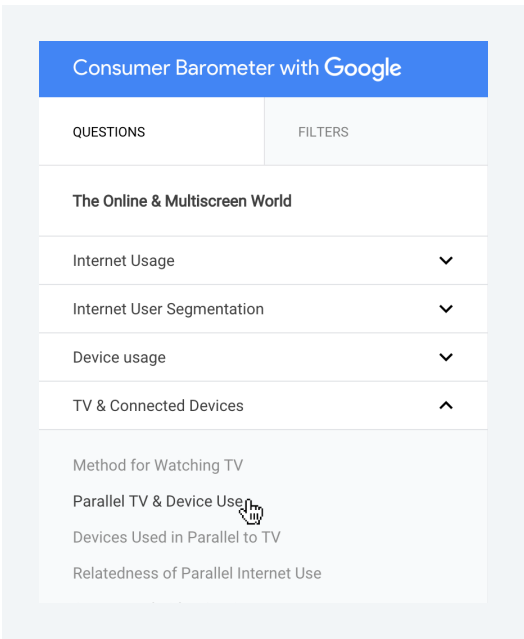
2 Ensure all filters are cleared.
Active filters are shown above the chart in the right hand pane. In this example the *Country* filter for the *US* is active. It can be deactivated by clicking on the cross.



3 Go to the *Online & Multiscreen World* category and select the relevant question sub-section: *TV & Connected Devices*.

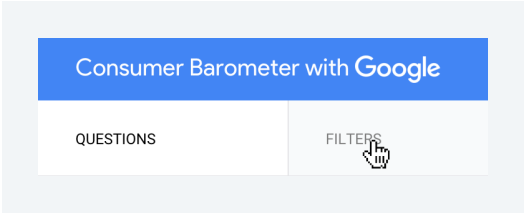


4 Then select the relevant question: *Parallel TV & Device Use*.
This will show responses to the question 'Do people go online via connected devices while watching TV?'

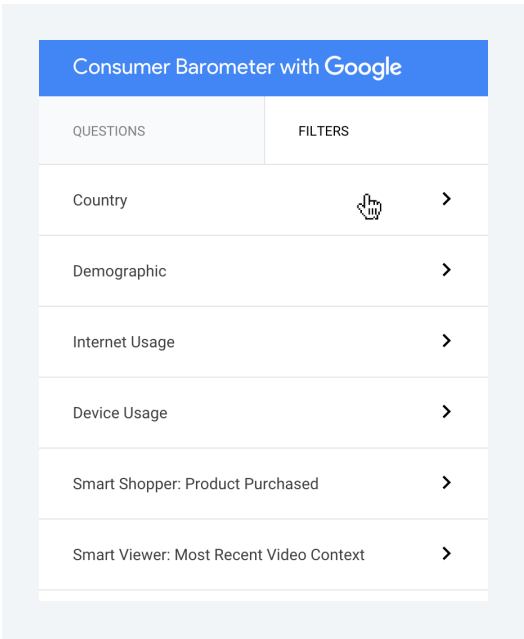


2. Step-by-step walkthroughs with example use cases

5 Now open the filter menu by clicking on the *Filters* tab.



6 Open the *Country* filters.

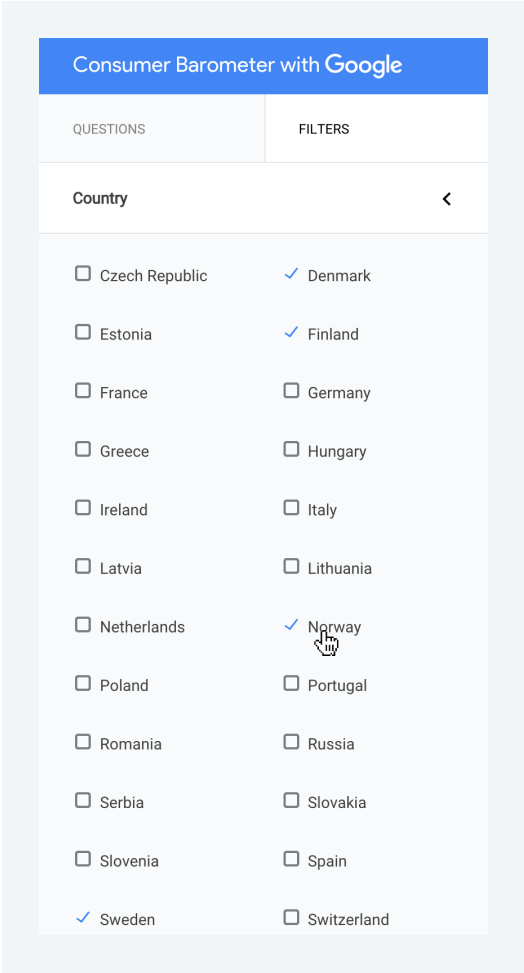


2. Step-by-step walkthroughs with example use cases

7

Select *Denmark, Finland, Norway* and *Sweden*, from the tick boxes making sure no other countries are selected.

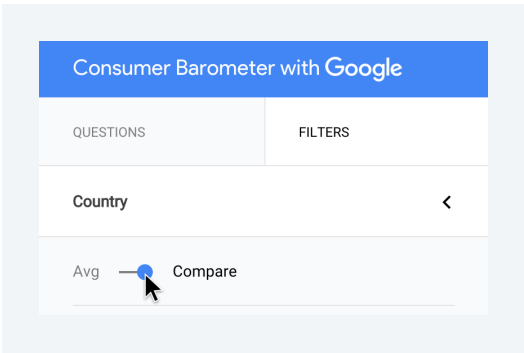
You may need to scroll through the *Country* filter to find these options.



8

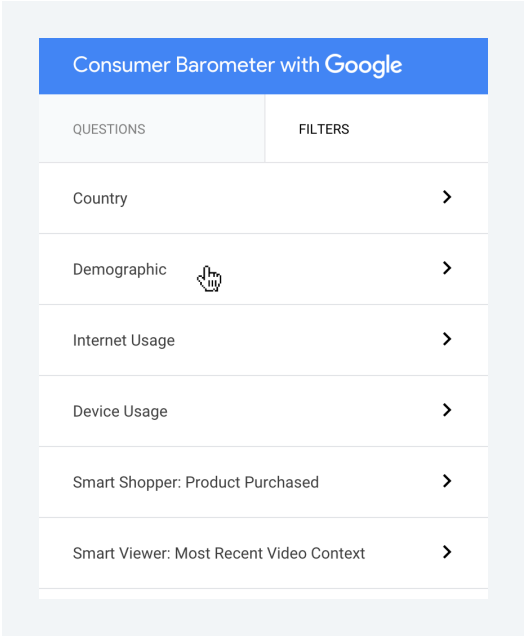
Check that the filter is set to *Compare* not *Avg*.

Compare will show separate responses for the selected countries.

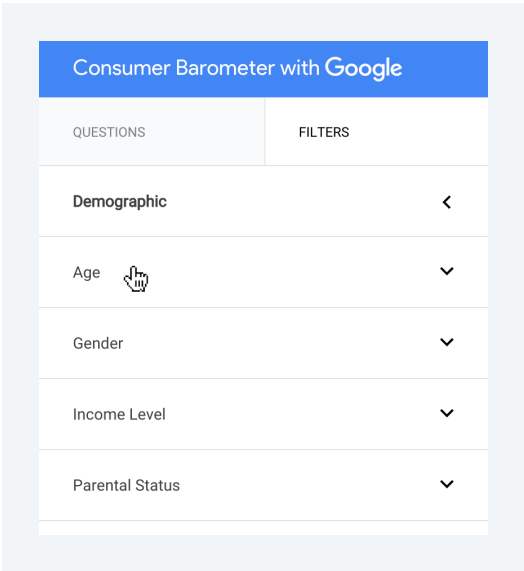


2. Step-by-step walkthroughs with example use cases

9 Return to the main filter menu by clicking on the *Filters* tab (see step 5) and select the *Demographic* filters.

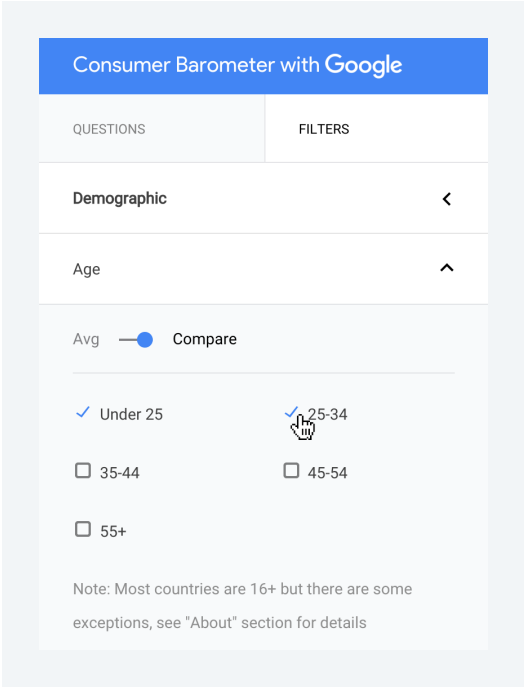


10 Select the *Age* filter from within the *Demographics* filter.

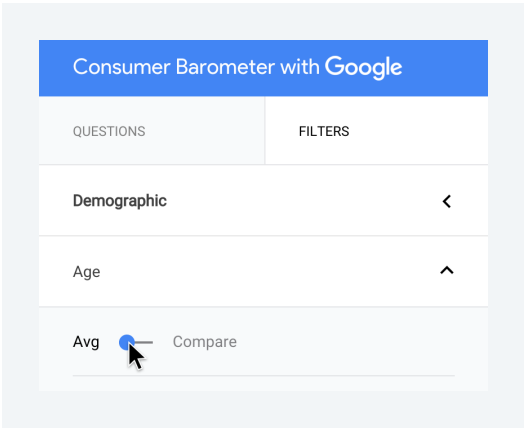


2. Step-by-step walkthroughs with example use cases

11 Select *Under 25* and *25-34* from the tick boxes making sure no other ages are selected.

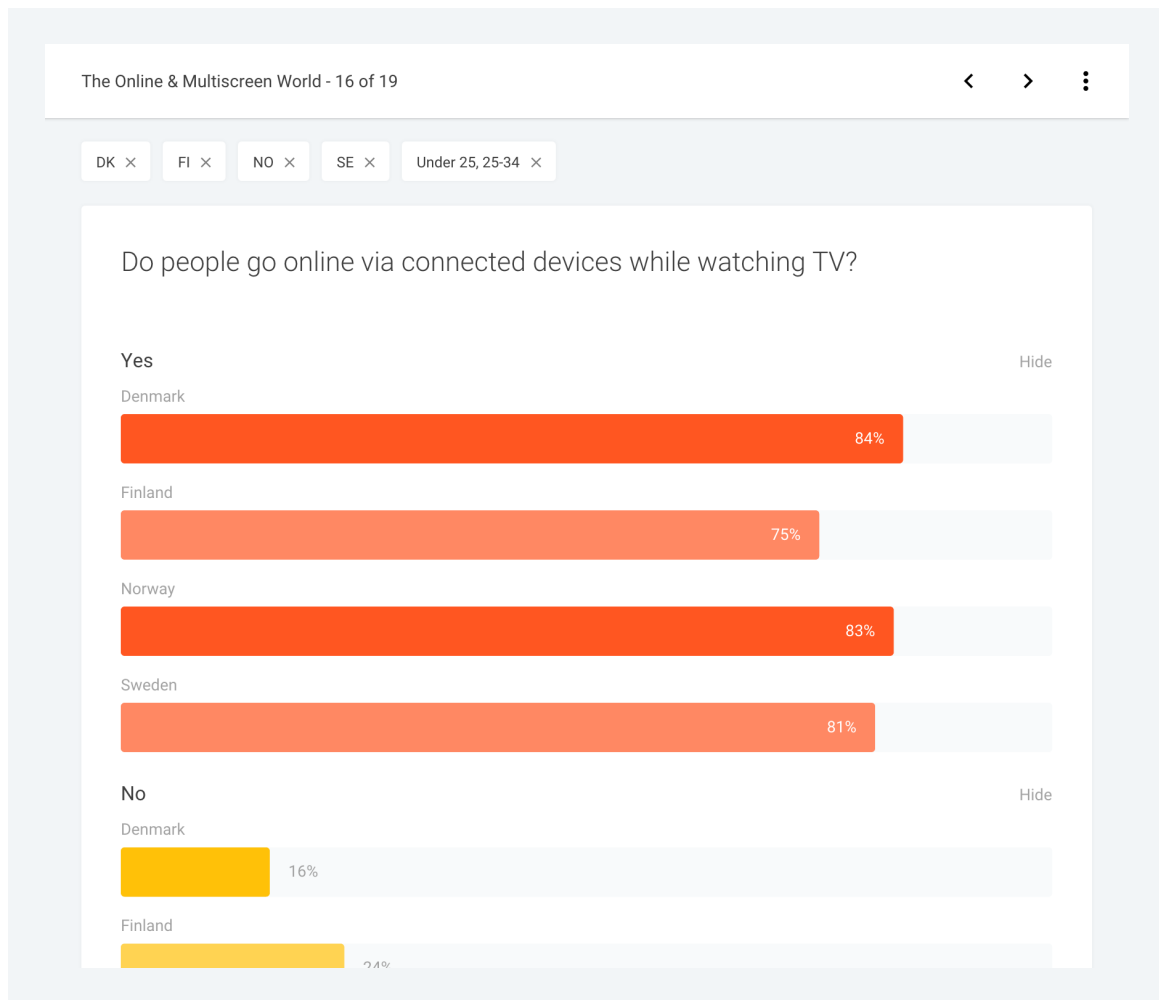


12 Finally set the filter to Avg. Avg will combine responses for the selected age ranges into a single output.



2. Step-by-step walkthroughs with example use cases

Target output

[Link to chart.](#)

Questions and filters used to create this chart

Questions

- Do people use the Internet for personal purposes?

Filters

- Country filter: Denmark, Finland, Norway, Sweden (comparison)
- Age filter: Under 25, 25-34 (average)

2. Step-by-step walkthroughs with example use cases

How to report the base

Details of the underlying data used in the analysis is provided below the chart.

Question asked: In the past month, did you go online via another device (eg. computer, smartphone, tablet) while watching TV?
Total Respondents: 400
Base: Internet users (accessing via computer, tablet or smartphone) | TV Viewers
Source: The Connected Consumer Survey 2014 / 2015
See About section for more information on methodology.

Note: Answers may not sum to 100% due to rounding, no answers, don't knows.

For this analysis, the base should be reported as "Internet users (accessing via computer, tablet or smartphone) | TV Viewers."

For this example, we could say "75% of internet users aged under 35 in Finland who watch TV, use a smartphone while watching TV."

2. Step-by-step walkthroughs with example use cases

Use case 2: How often do men aged 35 or over in Australia and New Zealand watch online video?

Step-by-step walkthrough

1

Click on 'Graph Builder' at the top right-hand of the screen.



Insights Graph Builder About

2

Ensure all filters are cleared.

Active filters are shown above the chart in the right hand pane. In this example the *Country* filter for the *US* is active. It can be deactivated by clicking on the cross.

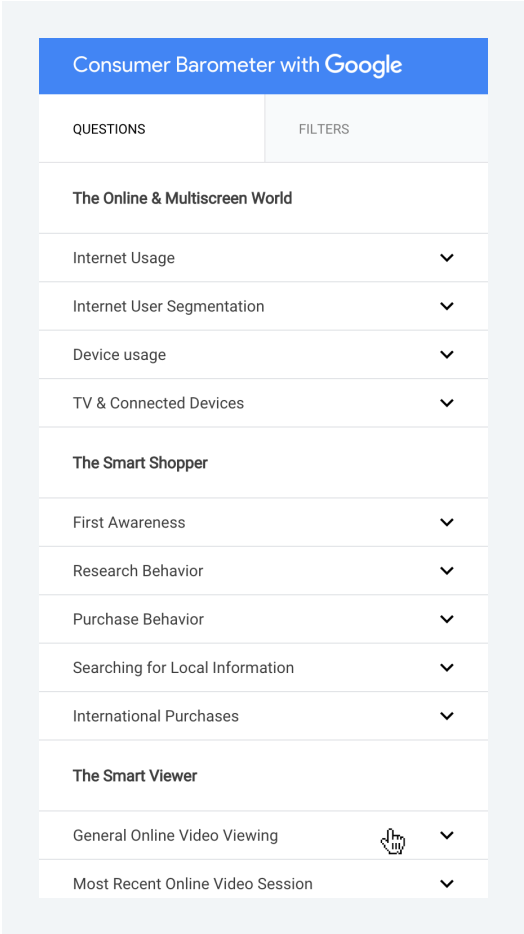


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US X

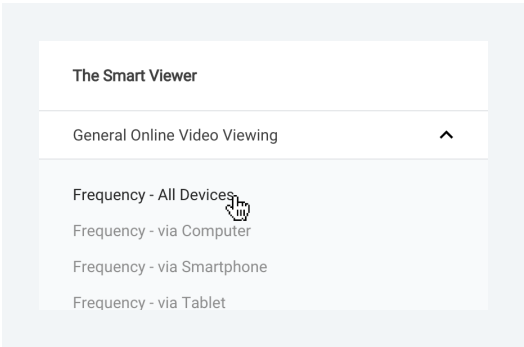
2. Step-by-step walkthroughs with example use cases

3 Go to the *Smart Viewer* category and select the relevant question sub-section: *General Online Video Viewing*.



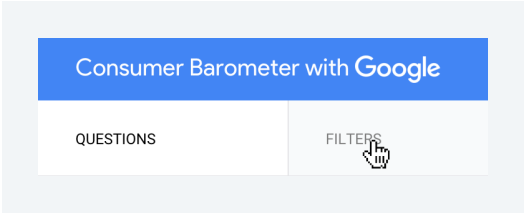
4 Then select the relevant question: *Frequency - All Devices*.

This will show responses to the question ‘In general, how often do people watch online videos?’ across all devices, i.e. smartphones, tablets and computers.

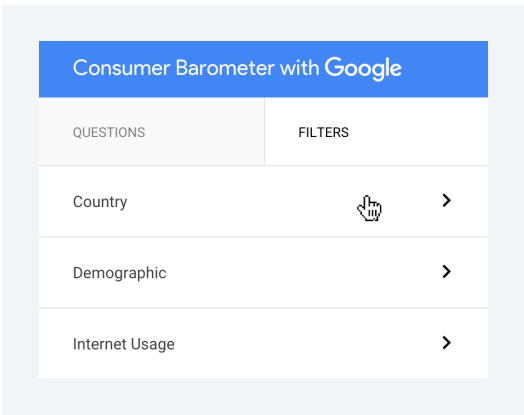


2. Step-by-step walkthroughs with example use cases

5 Now open the filter menu by clicking on the *Filters* tab.

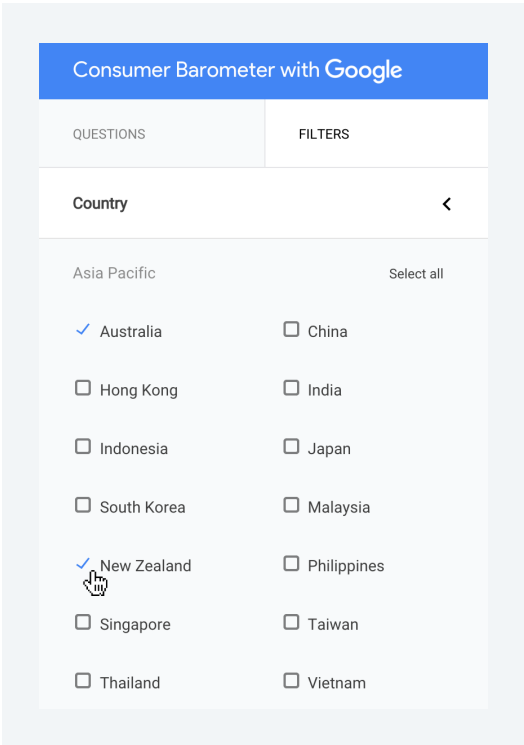


6 Open the *Country* filters.



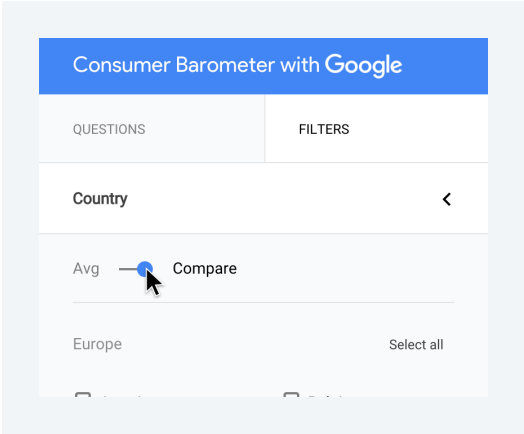
7 Select *Australia* and *New Zealand* from the tick boxes making sure no other countries are selected.

You may need to scroll through the *Country* filter to find these options.

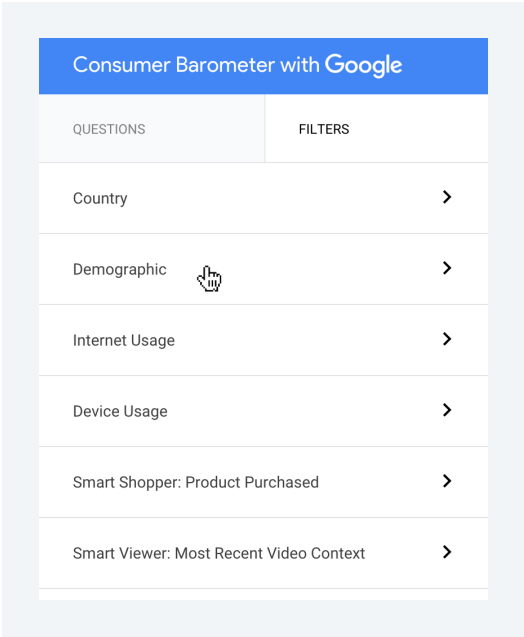


2. Step-by-step walkthroughs with example use cases

8 You should also check that the filter is set to *Compare* not *Avg*.
Compare will show separate responses for *Australia* and *New Zealand*.
You may need to scroll to the top of the *Country* filter to see this option.



9 Return to the main filter menu by clicking on the *Filters* tab (see step 5) and select the *Demographic* filters.



2. Step-by-step walkthroughs with example use cases

10 Select the Age filter.

Consumer Barometer with Google

QUESTIONS	FILTERS
Demographic <	
Age	▼
Gender	▼
Income Level	▼
Parental Status	▼

11 Select 35-44, 45-54, 55+ from the tick boxes making sure no other ages are selected.

Consumer Barometer with Google

QUESTIONS	FILTERS
Demographic <	
Age	^

Avg

● Compare

☐ Under 25

☐ 25-34

☒ 35-44

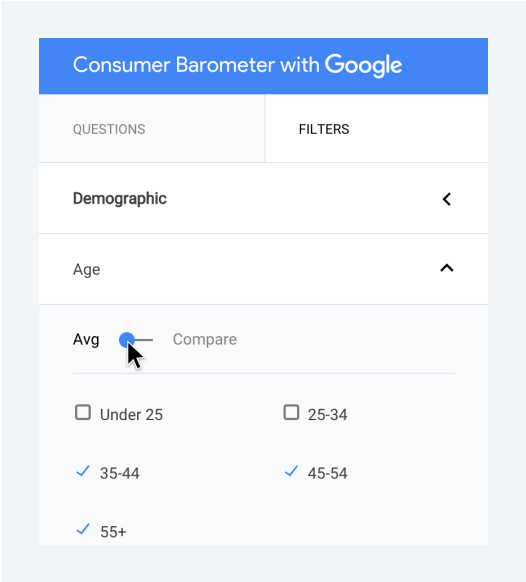
☒ 45-54

☒ 55+

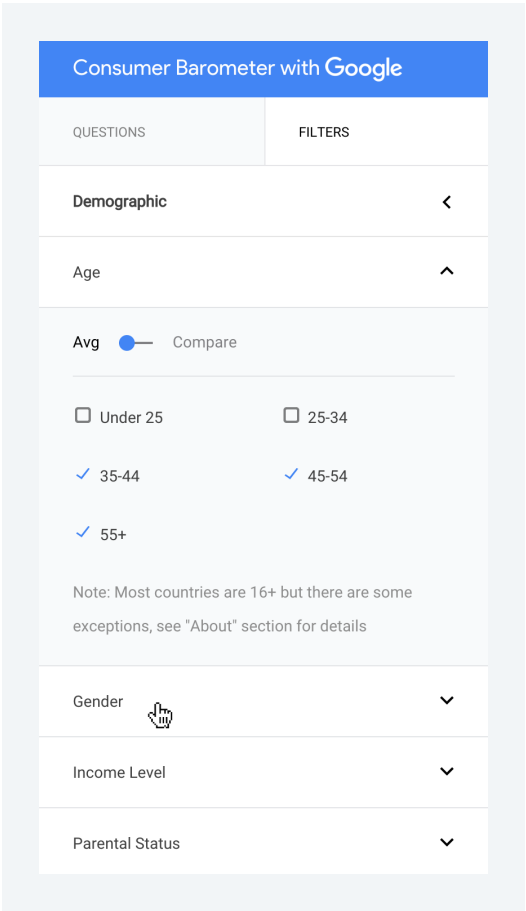
Note: Most countries are 16+ but there are some exceptions, see "About" section for details

2. Step-by-step walkthroughs with example use cases

12 Set the filter to *Avg* not *Compare*.
Avg will combine responses for the selected age ranges into a single output.



13 Select the *Gender* filter from within the *Demographics* filter.

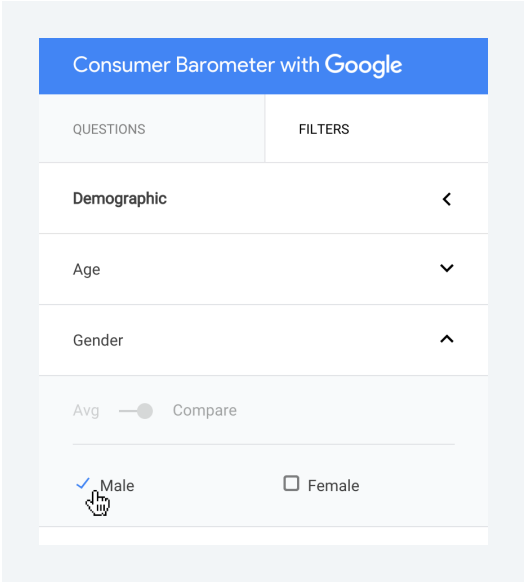


2. Step-by-step walkthroughs with example use cases

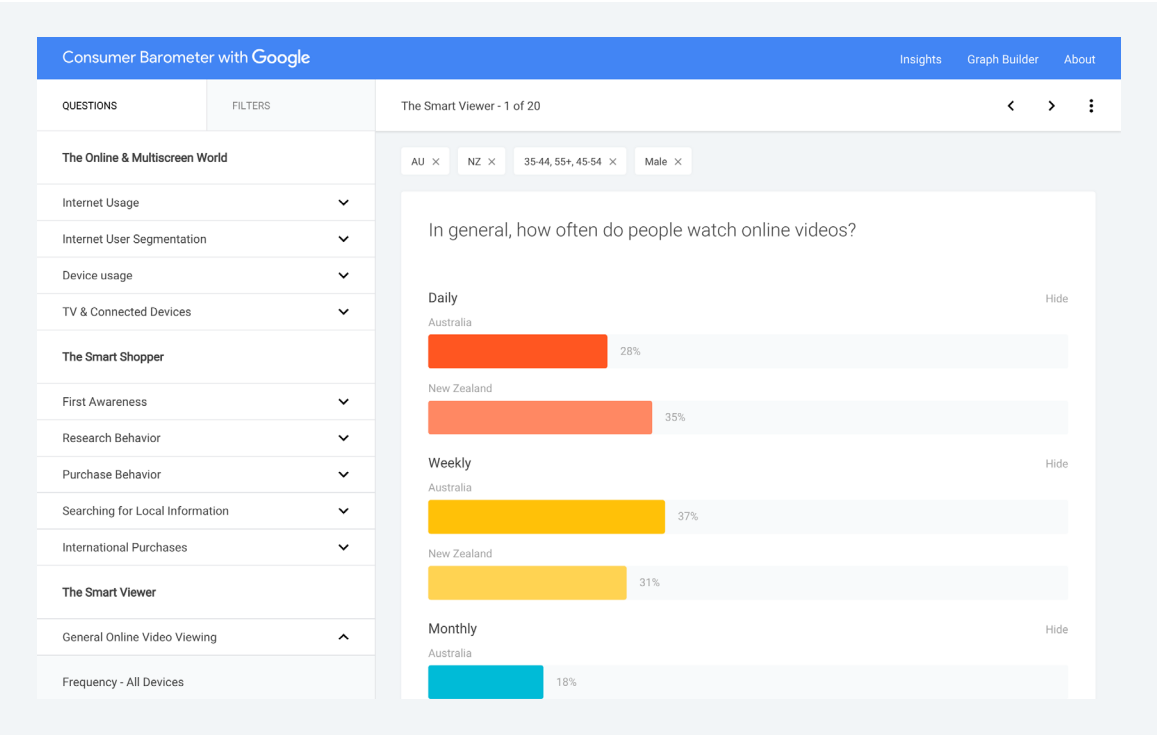
14

Finally select Male from the tick boxes, making sure to leave the Female tick box blank.

You will see that the Avg and Compare option is greyed out (i.e. it is unavailable) as only one filter option has been selected.



Target output



[Link to chart.](#)

2. Step-by-step walkthroughs with example use cases

Questions and filters used to create this chart

- | | |
|-----------|---|
| Questions | <ul style="list-style-type: none">• In general, how often do people watch online videos? |
| Filters | <ul style="list-style-type: none">• Country filter: Australia, New Zealand (comparison)• Age filter: 35-44, 45-54, 55+ (average)• Gender filter: male |

How to report the base

Details of the underlying data used in the analysis is provided below the chart.

Question asked:
Please think about your usage habits during the last month. I'm going to read you some activities that you may do for personal reasons on your [smartphone / tablet / PC or laptop]. How often do you...?
Total Respondents: 567
Base: Internet users (accessing via computer, tablet or smartphone)
Source: The Connected Consumer Survey 2014 / 2015
See About section for more information on methodology.

Note: Answers may not sum to 100% due to rounding, no answers, don't knows.

For this analysis, the base should be reported as "Internet users (accessing via computer, tablet or smartphone)."

For this example, we could say "In Australia, 28% of male internet users aged 35 or over watch online videos daily."

2. Step-by-step walkthroughs with example use cases

Use case 3: How many 35-44 year olds in the UK both research and purchase home appliances online?

Step-by-step walkthrough

1

Click on 'Graph Builder' at the top right-hand of the screen.



Insights Graph Builder About

2

Ensure all filters are cleared.

Active filters are shown above the chart in the right hand pane. In this example the *Country* filter for the *US* is active. It can be deactivated by clicking on the cross.



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US x

2. Step-by-step walkthroughs with example use cases

3

Go to the *Smart Shopper* category and select the relevant question sub-section: *Purchase Behavior*.

Consumer Barometer with Google	
QUESTIONS	FILTERS
The Online & Multiscreen World	
Internet Usage	▼
Internet User Segmentation	▼
Device usage	▼
TV & Connected Devices	▼
The Smart Shopper	
First Awareness	▼
Research Behavior	▼
Purchase Behavior	▼
Searching for Local Information	▼
International Purchases	▼
The Smart Viewer	
General Online Video Viewing	▼
Most Recent Online Video Session	▼

2. Step-by-step walkthroughs with example use cases

4

Then select the relevant question: *Research and Purchase Behavior (ROPO)*.

This will show responses to the question ‘Did people research or purchase their product online or offline?’

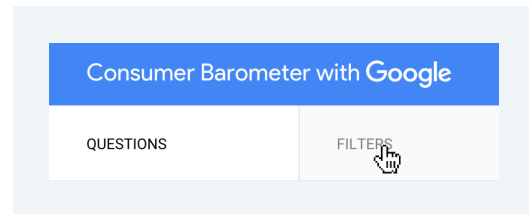
Consumer Barometer with Google

QUESTIONS	FILTERS
Internet Usage	▼
Internet User Segmentation	▼
Device usage	▼
TV & Connected Devices	▼
The Smart Shopper	
First Awareness	▼
Research Behavior	▼
Purchase Behavior	▲
Purchase Location	
Specific Purchase Location - Offline	
Specific Purchase Location - Online	
Devices Used for Purchase	
Method to Receive Product	
Post-Purchase Activities	
Research & Purchase Behavior (ROPO)	
Frequency of Website Issues	
Impact of Website Issues	

2. Step-by-step walkthroughs with example use cases

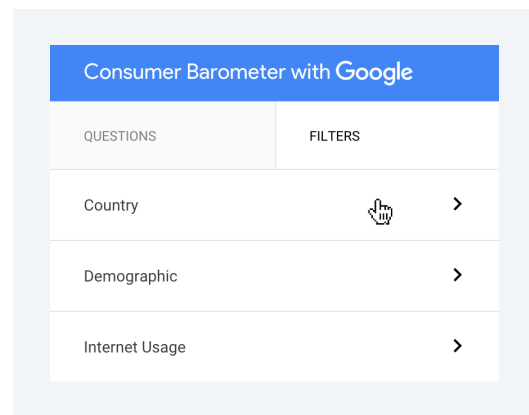
5

Now open the filter menu by clicking on the *Filters* tab.



6

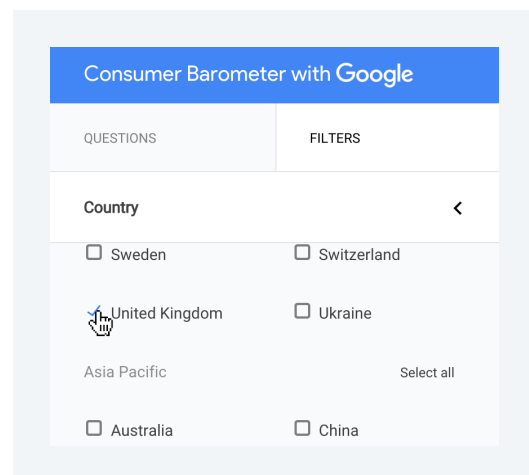
Open the *Country* filters.



7

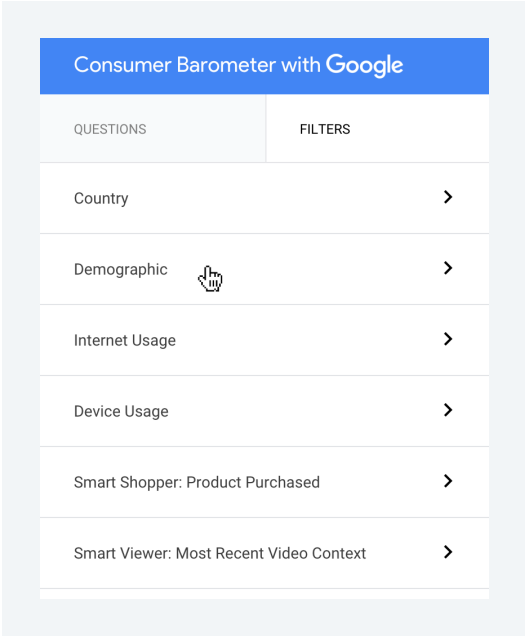
Select *UK* from the tick boxes making sure no other countries are selected.

You may need to scroll through the *Country* filter to find this option.

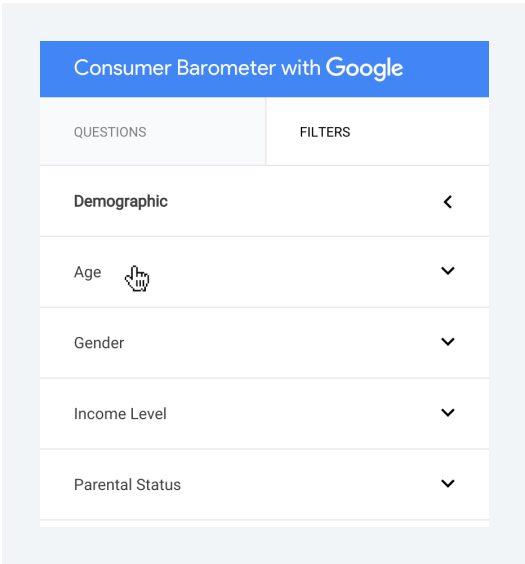


2. Step-by-step walkthroughs with example use cases

8 Return to the main filter menu by clicking on the *Filters* tab (see step 5) and select the *Demographic* filters.

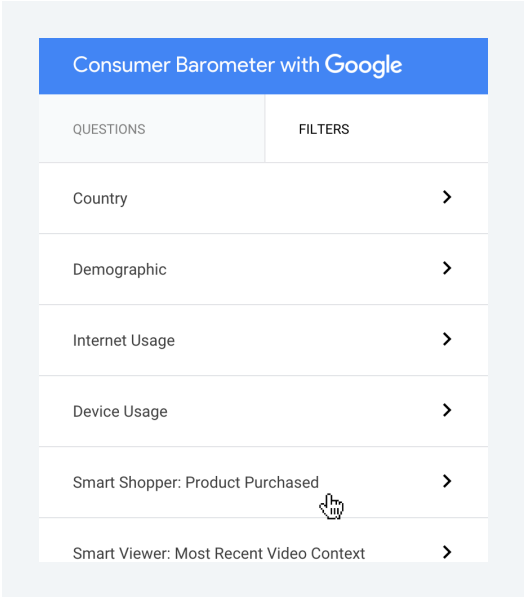


9 Select the *Age* filter.

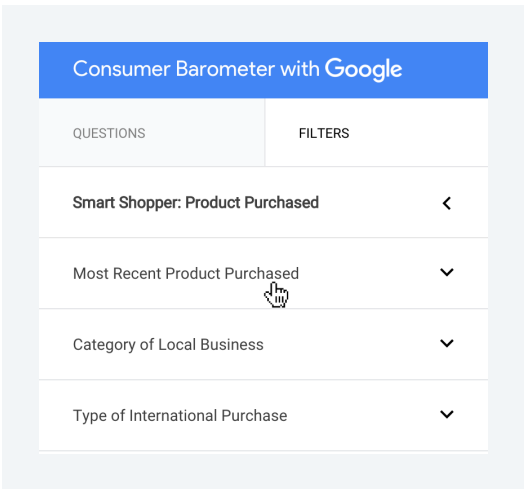


2. Step-by-step walkthroughs with example use cases

11 Return to the main filter menu by clicking on the Filters tab (see step 5) and select the *Smart Shopper: Product Purchased* filters.

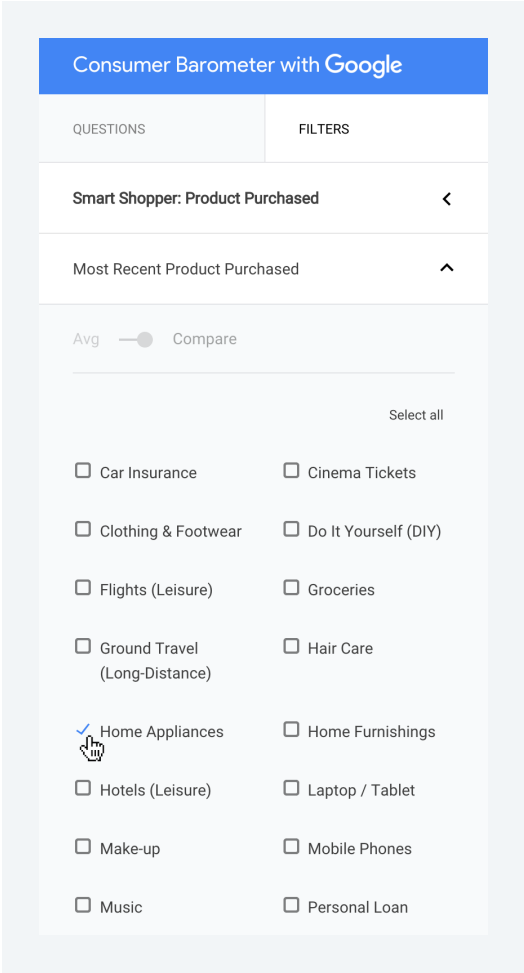


12 Select the *Most Recent Product Purchased* filter.



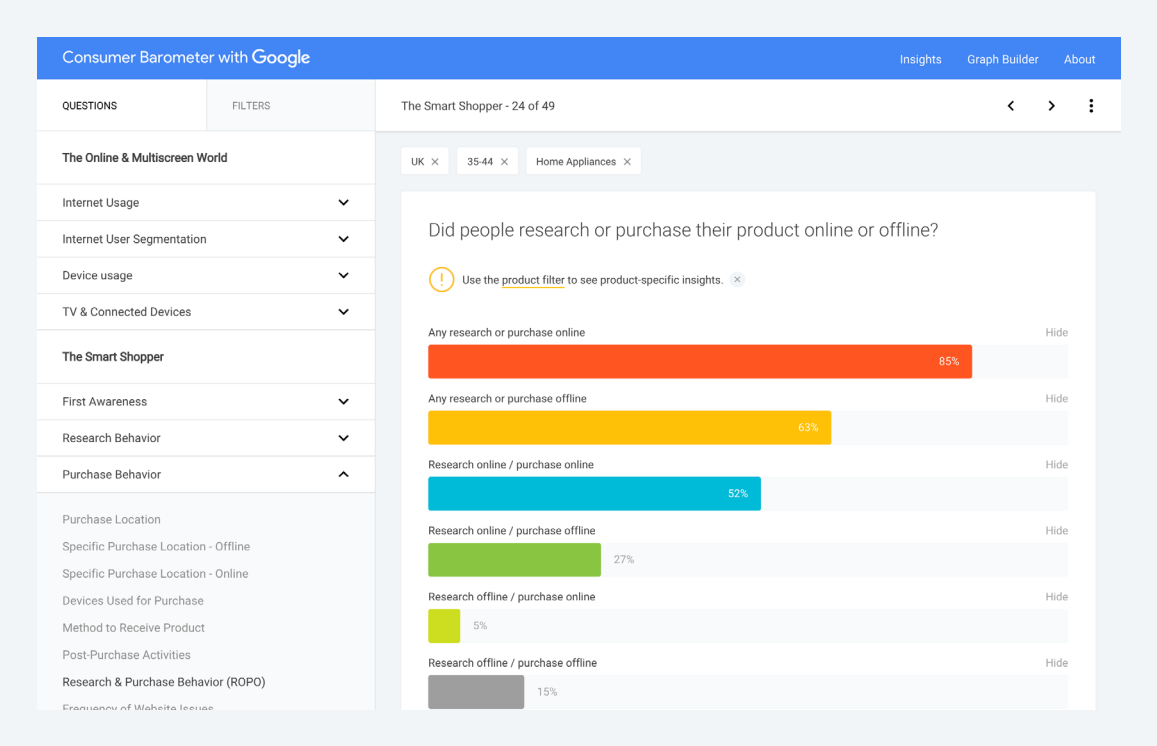
2. Step-by-step walkthroughs with example use cases

13 Finally, select *Home Appliances*.



2. Step-by-step walkthroughs with example use cases

Target output



[Link to chart.](#)

2. Step-by-step walkthroughs with example use cases

Questions and filters used to create this chart

Questions	<ul style="list-style-type: none">• Did people research or purchase their product online or offline?
Filters	<ul style="list-style-type: none">• Country filter: UK• Age filter: 35-44• Product filter: Home appliances

How to report the base

Details of the underlying data used in the analysis is provided below the chart.

Question asked:
Which of these online or offline sources informed your recent purchase, at any stage from getting initial ideas to reaching a final decision? / Where did you make your purchase?
Total Respondents: 74
Base: Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)
Source: The Consumer Barometer Survey 2014 / 2015
See About section for more information on methodology.

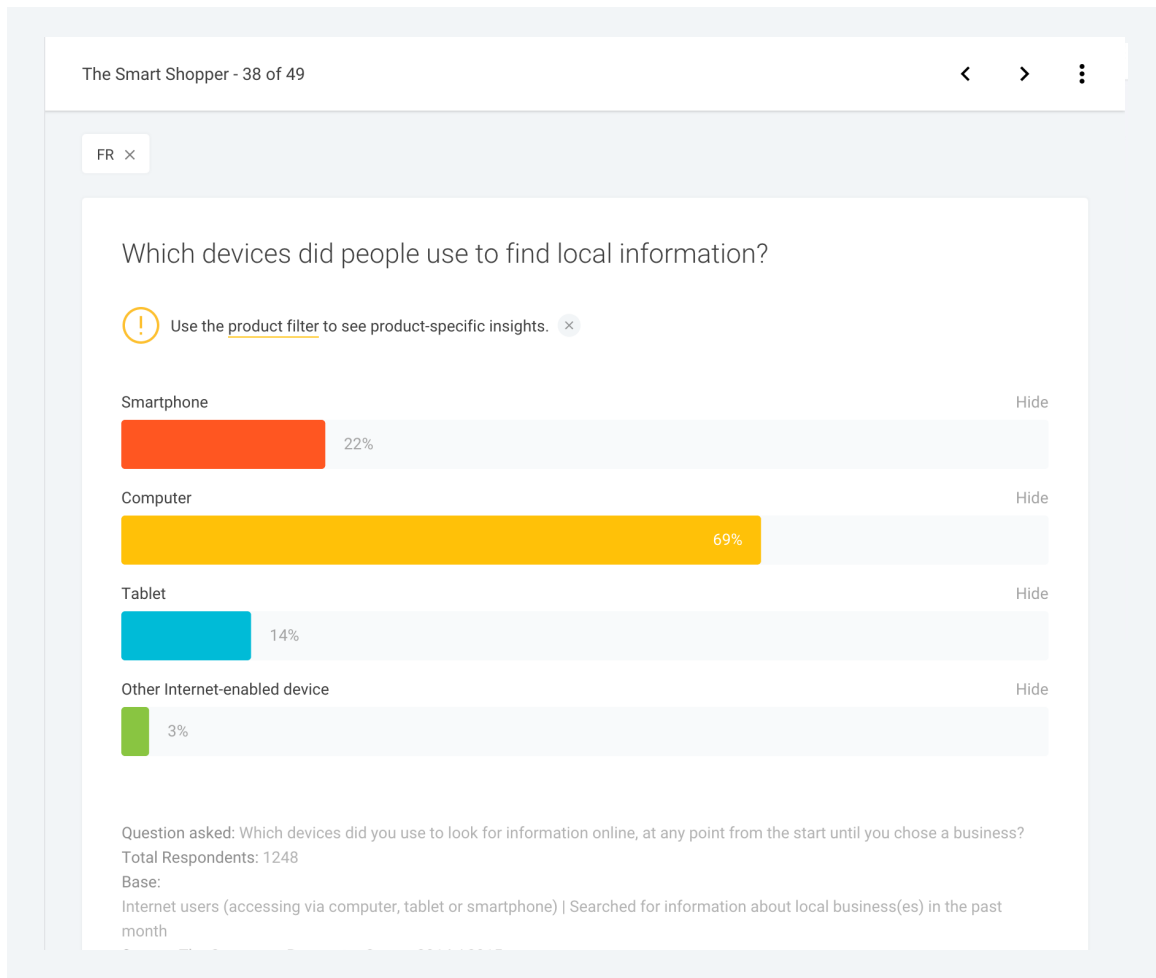
For this analysis, the base should be reported as "Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)."

For this example, we could say "In the UK, 52% of internet users aged 35-44 who recently purchased a home appliance, both researched and purchased it online."

3. Understanding and reporting the bases and respondent numbers for our survey data

Reporting bases

Details of the underlying data used to create each graph is provided below each chart.



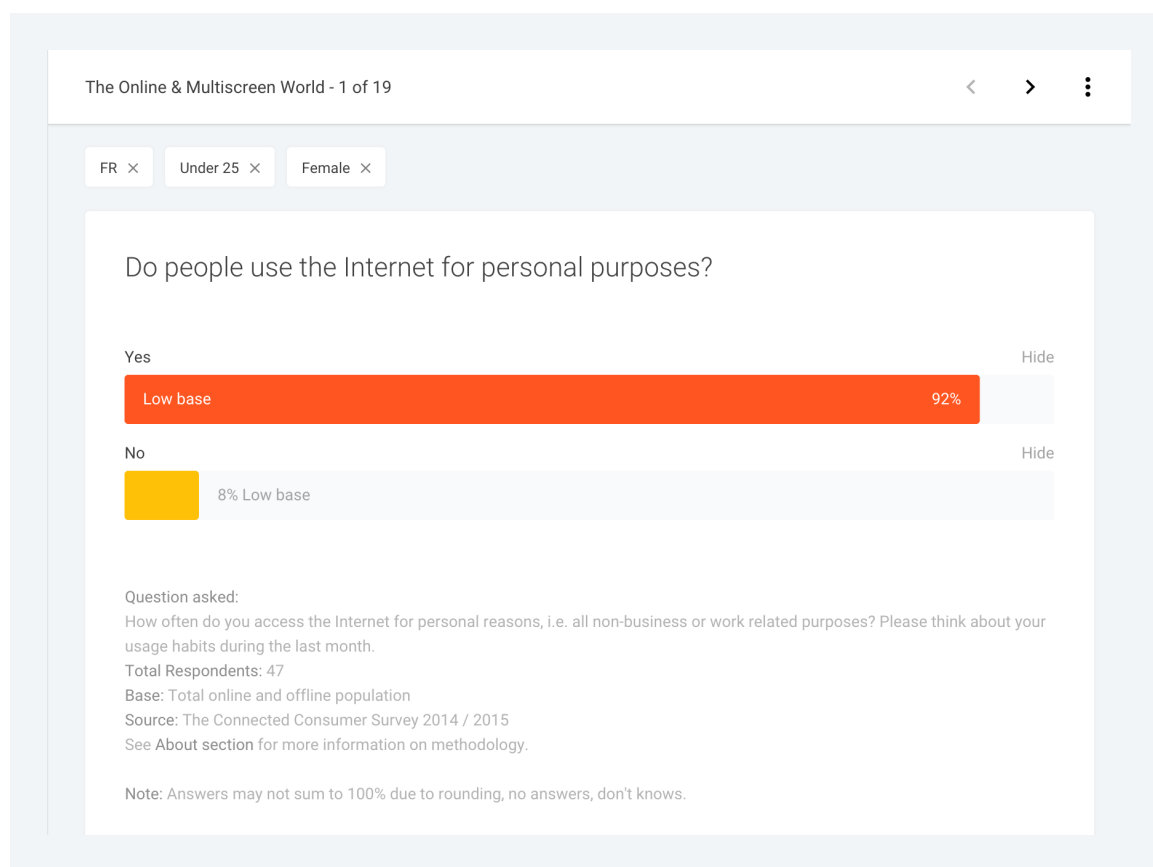
It is important to review the base for each chart as this does vary. In the example above, the base is "Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month."

It is therefore not appropriate to say that "22% of French people use Smartphones to find local information". Rather, you should say that "22% of French internet users and who have searched for information about local business(es) in the past month use Smartphones to find local information."

3. Understanding and reporting the bases and respondent numbers for our survey data

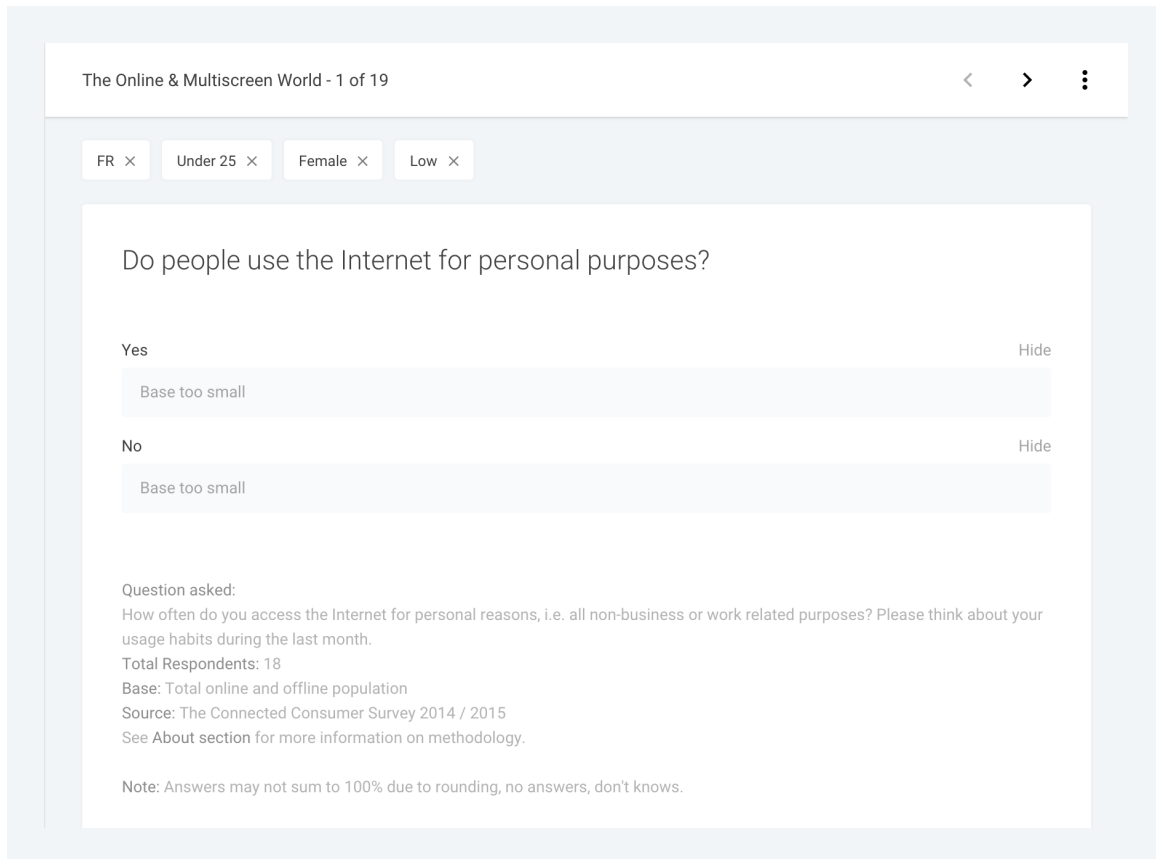
Understanding Total Respondents

In some cases, particularly when multiple filters are used, the number of 'Total Respondents' will be low (we consider below 50 'Total Respondents' to be 'low'). In this event, the Graph Builder will flag the relevant output as having a "Low base".



3. Understanding and reporting the bases and respondent numbers for our survey data

If the number of 'Total Respondents' falls below 35, the Graph Builder will simply report that the base is too small to produce a chart.



4. Further sources of information about the Consumer Barometer and the Graph Builder

- An overview of the Consumer Barometer methodology ([link](#))
- The surveys used to gather the Consumer Barometer data ([link](#))

We hope this guide has given you everything you need to get started with the Graph Builder, so go ahead and explore!