How Do I Create a Trend Analysis using SurveyTime?

This guide shows you how to create a trend analysis to show changes in mobile phone ownership across 6 years for **15-34 year olds that have a personal income of £34,000+ per year.**
Source: GB TGI Q4 2014-2009

Step 1: Select your Surveys

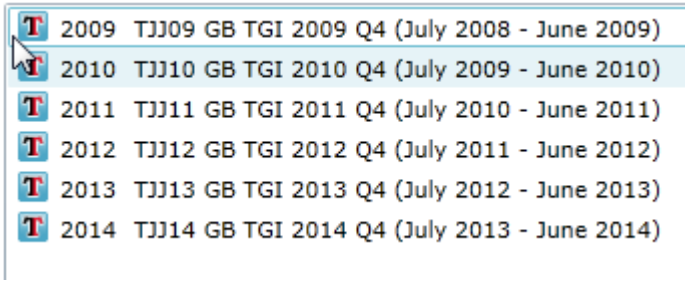
Use the drop down menus located at the top of the **Select Survey** screen, to filter your available survey list,
Year: **ALL**, Provider: **TGI** and Survey Type: **Trendable**



Select the following surveys from the **Available Surveys** list located on the right hand side, hold down the **ctrl** key, and highlight the surveys below.

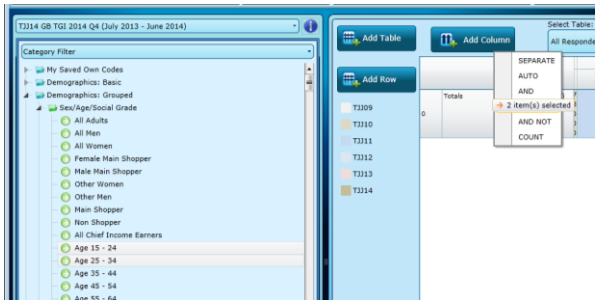
GB TGI Q4 2014
GB TGI Q4 2013
GB TGI Q4 2012
GB TGI Q4 2011
GB TGI Q4 2010
GB TGI Q4 2009

Once you have selected the surveys above, click on the green arrow located in the middle of the screen and then select **OK**.

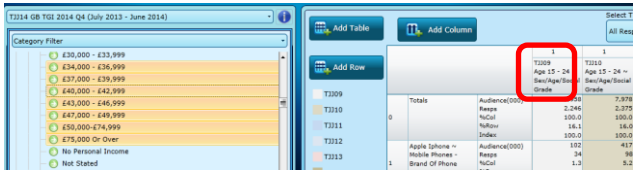


Step 2: Add Your Columns

You should now see the coding screen. From the code book (left) Open up ***Demographics: Grouped > Sex/Age/Social Grade*** and then highlight both ***Age 15-24 plus* Age 25-*34***. Drag and drop the to the **Add Column** button and hover until this  box will appears, then select '**OR**' The age groups are then grouped together with an **OR** and brackets meaning people agree to either/or.

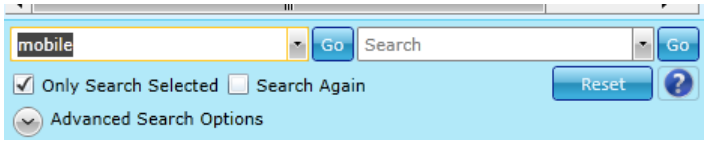


Now reset and open up ***Demographics: Grouped > Total Personal Income before Tax*** and highlight all the income breaks over ***£34,000 (using shift or control).*** Drag and drop the personal income bands onto Age 15-34 on column 1.



Step 3: Add your Rows

Filter on **Mobile** and then select **Go**. Then open up ***Internet/Communications: Mobile Phones > Mobile Phones – Brand Of Phone.***



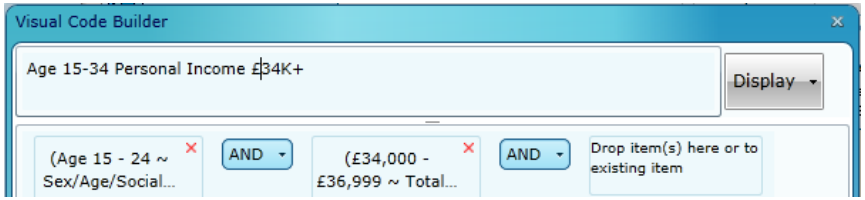
Highlight the following mobile phone brands and then drag and drop the brands below to the **Add Row** button.

Apple Iphone
Samsung
Nokia
Sony

			1 TJJ09 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...	1 TJJ10 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...	1 TJJ11 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...	1 TJJ12 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...	1 TJJ13 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...	1 TJJ14 Age 15 - 24 ~ Sex/Age/Social Grade AND (£34,000 -...
0	Totals	Audience(000)	110	74	76	246	180	237
		Resps	34	29	23	44	51	65
		%Col	100.0	100.0	100.0	100.0	100.0	100.0
		%Row	0.2	0.1	0.2	0.5	0.4	0.5
		Index	100.0	100.0	100.0	100.0	100.0	100.0
1	Apple Iphone ~ Mobile Phones - Brand Of Phone	Audience(000)	6	16	12	73	38	107
		Resps	3	4	7	12	16	26
		%Col	5.9	22.1	15.2	29.6	21.4	45.3
		%Row	1.3	0.9	0.4	1.4	0.5	1.1
		Index	573.4	612.5	234.6	286.4	148.9	239.7
2	Nokia ~ Mobile Phones - Brand Of Phone	Audience(000)	11	17	16	27	22	34
		Resps	11	7	5	3	4	3
		%Col	9.9	23.3	21.2	11.1	12.1	14.3
		%Row	0.1	0.1	0.1	0.2	0.2	0.3
		Index	28.1	65.7	66.5	40.9	55.3	75.5
3	Samsung ~ Mobile Phones - Brand Of Phone	Audience(000)	73	29	**0	38	33	29
		Resps	10	8	1	9	10	11
		%Col	66.6	39.4	0.0	15.6	18.2	12.2
		%Row	0.9	0.3	0.0	0.4	0.3	0.2
		Index	396.7	218.1	0.0	79.5	72.8	42.6
4	Sony ~ Mobile Phones - Brand Of Phone	Audience(000)	16	29	32	20	8	7
		Resps	8	9	5	2	3	2
		%Col	14.9	38.8	42.3	8.1	4.3	3.1
		%Row	0.2	0.4	0.5	0.5	0.3	0.3
		Index	92.8	263.9	362.2	101.5	72.2	60.7

Step 4: Edit Your Column Heading (Optional)

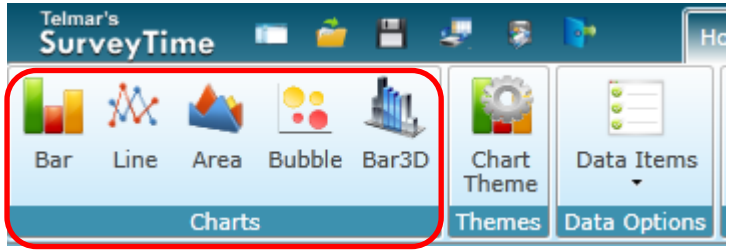
Now click on column 1 and amend the title e.g. **Aged 15-34 Personal Income of £34k+**



1	1	1	1	1	1
TJJ09 Age 15-34 Personal Income £34K+	TJJ10 Age 15-34 Personal Income £34K+	TJJ11 Age 15-34 Personal Income £34K+	TJJ12 Age 15-34 Personal Income £34K+	TJJ13 Age 15-34 Personal Income £34K+	TJJ14 Age 15-34 Personal Income £34K+

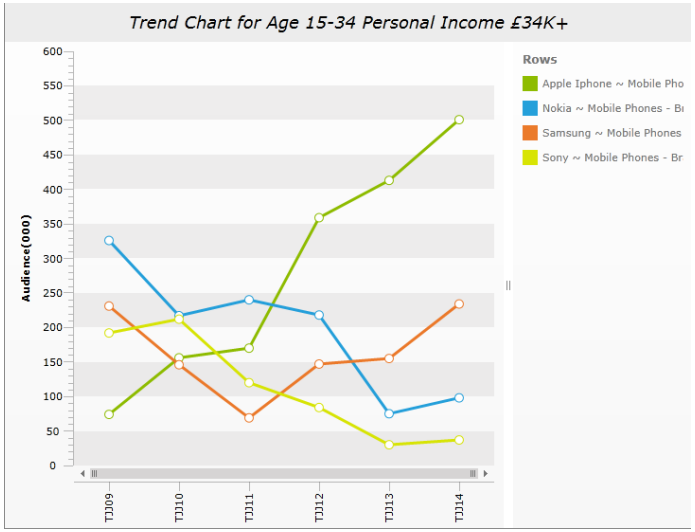
Step 5: View Data as Line Chart (Optional)

Now click on the chart tab, located at the bottom of the results screen. A line chart will appear by default, we advise using a line chart to view the trend analysis more clearly.



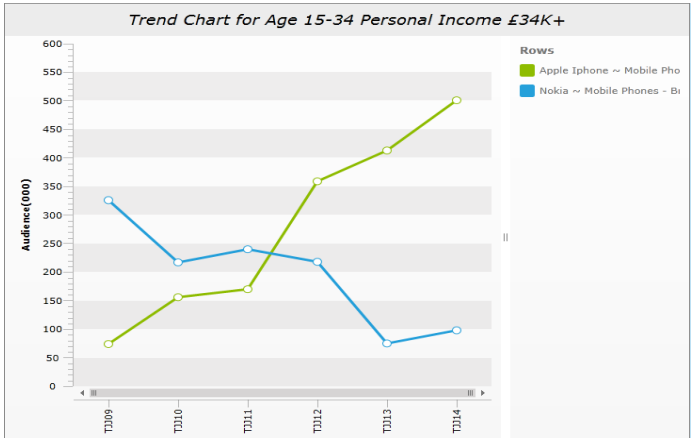
To change the Chart Type, click on one of the chart buttons located in the top left corner.
The chart will automatically update plotting the **audience** size along the y-axis and the years along the x-axis.

Click on the chart theme button to amend the colour scheme. The default is set to Metro.



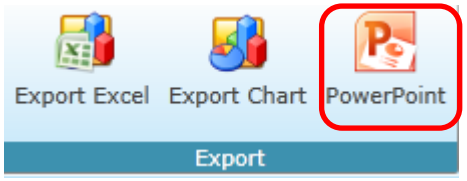
Step 6: Select Specific Brands (Optional)

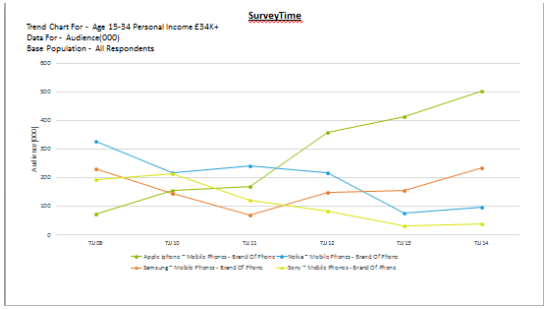
To remove any mobile brands, un-tick the brand names in the **Rows** box. The graph will be updated automatically. The graph below shows Apple Iphone vs. Nokia.



Step 7: Export to PowerPoint (Optional)

To export directly to PowerPoint, click On **PowerPoint.**





	A	B	C	D	E
1		Apple Iphone ~ Mobile Phones - Brand Of Phone	Nokia ~ Mobile Phones - Brand Of Phone	Samsung ~ Mobile Phones - Brand Of Phone	Sony ~ Mobile Phones - Brand Of Phone
2	TJJ09	74	326	231	192
3	TJJ10	156	217	146	212
4	TJJ11	170	240	69	120
5	TJJ12	359	218	147	84
6	TJJ13	413	75	155	30
7	TJJ14	501	98	234	37

TIP: To edit the live data in PowerPoint, right- hand click on the chart and select **Edit Data.** The data will appear in excel, any amendments made in excel will automatically update the PowerPoint chart.