How Do I weight part period questions in Surveytime?



How to up-weight questions/answers that have not been in the survey for the whole year.

Why use this feature? If you are using a survey that is updated quarterly, here we are using TGI (TAM15), new questions/answers may have been added during the survey year. These are normally flagged by having the month/year they were added to the survey in brackets after the code (e.g. +7/14 means it has been added in July 2014)
To make these questions/answers equal to other questions/answers that have been on the survey for the whole year, you need to apply a weight.

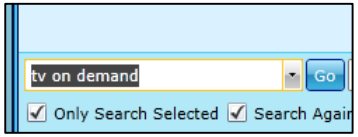
What weight do I add?

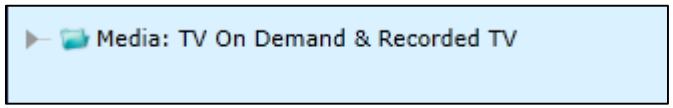
Tip: To check the current weights click the Information button in the coding screen



This example: We are looking at **Video on Demand "Number of Hours Watched Per Week".**
We can see two new answers were added to the survey in July as both answers have a suffix of (+7/14) so we need to apply a weight to these answers. Clicking the Information button tells us +7/14 flagging needs to be upweighted by 1.33.
(calculation: 3*1.33=4 to represent 4 survey quarters)

Step 1: Type **TV ON Demand** in the **Filter box**.
Click on **Go**.





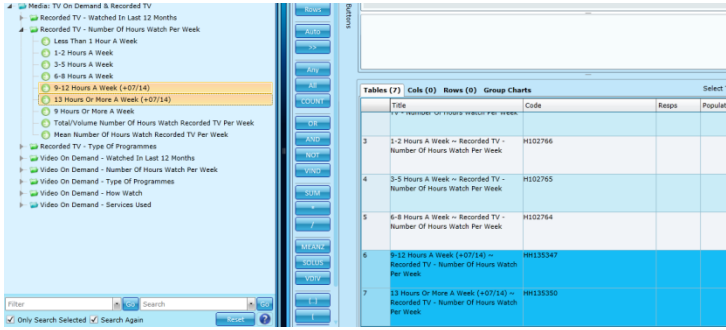
Step 2: Double click **Media: TV On Demand & Recorded TV** to open the category. Then double click on **Video On Demand – Number of Hours Watch Per Week**
Then highlight the first four answers and add to rows in the grid the usual way.



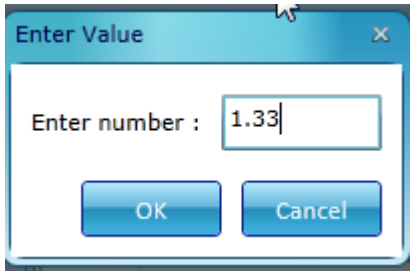
Step 3: Highlight the two answers for weighting with the the (+7/14) suffix : 9-12 hours a week and 13 hours or more a week, then select the **arrow** to take the codes across separately in the coding grid



Keep 2 answers to be weighted highlighted



Step 4: Now Click on the asterisk sign
Then in the **Enter Value** box enter 1.33



Click on **OK**.

Here we can see the weight of *1.33 has been applied our 2 codes

5	((9-12 Hours A Week (+07/14) ~ Recorded TV - Number Of Hours Watch Per Week) * 1.33)	((HH135347) * 1.33)
6	((13 Hours Or More A Week (+07/14) ~ Recorded TV - Number Of Hours Watch Per Week) * 1.33)	((HH135350) * 1.33)

Step 5:
Finally highlight and add that last answer and add to your rows.

7	9 Hours Or More A Week ~ Recorded TV - Number Of Hours Watch Per Week	H102763