5 mins

P-Maps provides an **"X-Y graph"** directly from SurveyTime. It is a useful aid for categorizing media or brands. The circles (representing the rows) can be resized to show the brand sizes and the data are positioned by default according to their index.
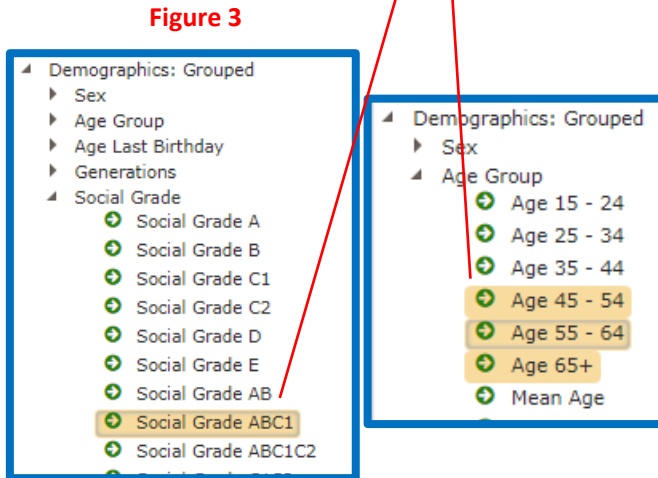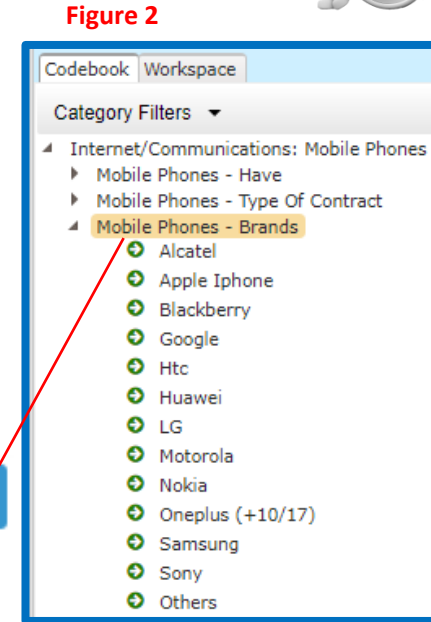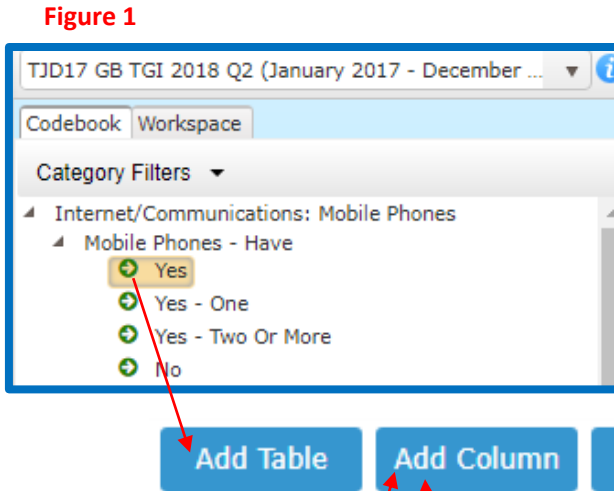
Main Features of P-Maps:
- A quick and easy way to obtain an instant overview of a market
- Graphs are plotted directly from SurveyTime
- Full-colour graphs
- Brand sizes can be represented by different sized circles
- Ability to customise the appearance of your P-Map
- Option of exporting your P-Map into PowerPoint or a similar graphics package

For this example, we are going to use a P-Map to determine which age groups and social grades own different brands of **Mobile Phones**.
Source: TJD17 GB TGI 2018 Q2 (January 2017 – December 2017)

a) Launch SurveyTime and select the latest survey. Input all respondents who have a mobile phone as your **Table Base** (through **Add Table** button) **(figure 1)**. This is the population you are going to look at.

b) Input **mobile phone brands** as your **rows (figure 2)**.

c) Your **column** inputs will determine your **X and Y axis**. We advise using inputs like age, social grade, personal income or media imperatives. For this example, we have used **SOCIAL GRADE ABC1 (the X-Axis) Vs. AGE 45+ (the Y-Axis) (figure 3)**. Use the **'OR'** function when you drop the ages onto the **Add Column** button.

Figure 4 shows the resulting crosstab.

Figure 1

Figure 2

Figure 3

Figure 4

			0 Totals	1 Social Grade ABC1	2 45+
0	Totals	Audience(000)	50,565	28,312	26,469
		Resps	23,702	13,153	14,093
		%Col	100.0	100.0	100.0
		%Row	100.0	56.0	52.3
		Index	100	100	100
1	Alcatel	Audience(000)	1,023	510	742
		Resps	556	252	433
		%Col	2.0	1.8	2.8
		%Row	100.0	49.9	72.6
		Index	100	89	139
2	Apple Iphone	Audience(000)	15,686	9,837	5,775
		Resps	6,863	4,374	2,903
		%Col	31.0	34.7	21.8
		%Row	100.0	62.7	36.8
		Index	100	112	70
3	Blackberry	Audience(000)	403	259	196
		Resps	207	136	127
		%Col	0.8	0.9	0.7
		%Row	100.0	64.3	48.7
		Index	100	115	93
4	Google	Audience(000)	258	174	44
		Resps	108	76	29
		%Col	0.5	0.6	0.2
		%Row	100.0	67.2	17.2
		Index	100	120	33
5	Htc	Audience(000)	1,266	655	539
		Resps	529	296	272

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telmar

Figure 5

Figure 6

TIP: Amend the column titles to make them easier to read by right clicking and selecting 'rename'. Alternatively, click on '**Title Mode**' in the top bar and select '**Short Title**'.

Add Ons

AutoGrafix | PMap | F.A. | Cluster | Correspondence | Audience Effects

Mapping Options

◉ Graph a data item by 2 columns

Survey	Variable to graph
TJD17	Index
X-Axis	Y-Axis
Social Grade ABC1	45+

OK   Cancel

d) Use the arrow on the tool bar in the top right of the screen to move across to the Add Ons section, and select PMap **(figure 5).**

Figure 7

e) Choose the variable you wish to display on the graph - the program defaults to index. The columns assigned to the X and Y axis can also be changed on this screen **(figure 6).**

Figure 8

f) Once the P-Map has loaded, your X and Y axis have automatically been labelled for you. The **X-axis is Social Grade ABC1** and the **Y-axis is Age 45+ (figure 7).** The axis labelling has been extracted from SurveyTime, so it is important to have neat titles within SurveyTime.

Mobile Phone Owners

			0	1	2
			Totals	Social Grade ABC1	45+
0	Totals	Index	100	100	100
1	Alcatel	Index	100	89	139
2	Apple Iphone	Index	100	112	70
3	Blackberry	Index	100	115	93
4	Google	Index	100	120	33
5	Htc	Index	100	92	81
6	Huawei	Index	100	106	95
7	LG	Index	100	96	113
8	Motorola	Index	100	115	125
9	Nokia	Index	100	96	155
10	Oneplus (+10/17)	Index	100	107	59
11	Samsung	Index	100	93	102
12	Sony	Index	100	90	93
13	Others	Index	100	87	134

Figure 7 shows the results plotted (positioned) by Index. You can see that Google (33) and Apple iPhone (70) have low indices against Age 45+ **(figure 8)**. This means that owners of Apple iPhone or Google mobile phones are less likely to be owned by an Age 45+ target.

Figure 10

Figure 9

g) The way in which the resulting P-Map is displayed can be edited using tools in the bar along the top of the screen. For example, by clicking on the **Options** drop down menu, you can choose for the results to be displayed using **Weighted Symbols (figure 9)**. This will weight the bubble according to its audience size **(figure 10)**.
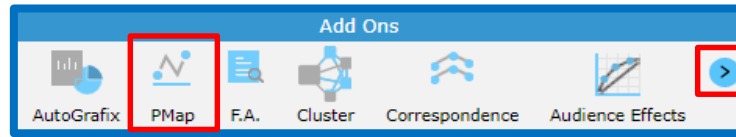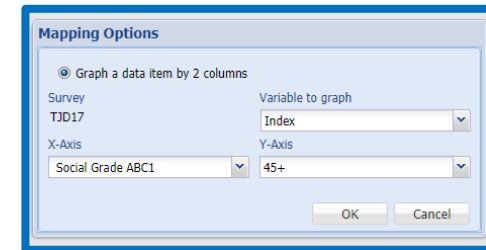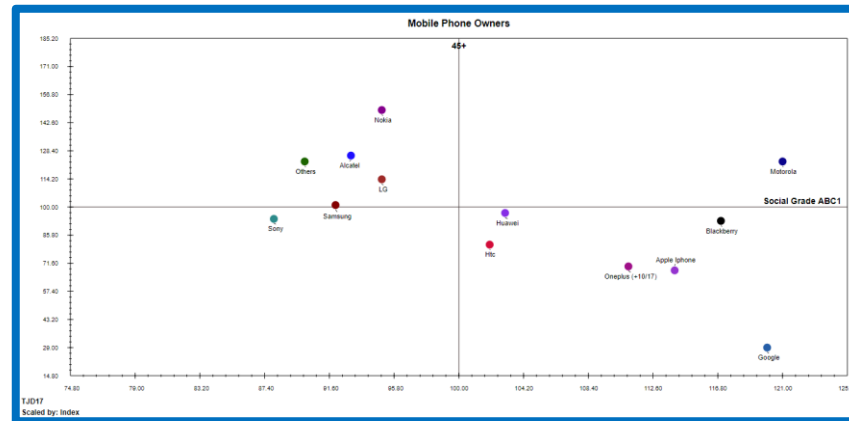
File ▾ Edit ▾ Options ▾ Graph Format ▾ Data ▾ Help ▾

☑ Weighted Symbols
☐ Hide Lines
☐ Hide Labels
☐ Hide Axis
☐ Color Data Labels
☐ Slanted Axis
☐ Show Horizontal Gridlines
☐ Show Vertical Gridlines
☐ Show Bubbles In Picture Form