



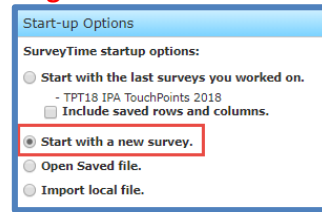
HOW DO I create a Trend Analysis using SurveyTime?

This guide shows you how to create a trend analysis to show changes in mobile phone ownership across 5 years for **15-34 year olds that have a personal income of £20,000-£29,999 per year.**

Source: *GB TGI Q4, July 2013 to June 2018*

- Select **“Start with a new survey”** if prompted, or **“Change Survey”** in the crosstab screen (figure 1).
- Filter for surveys you wish to trend by using 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** (figure 2).
- Select surveys from the **Available Surveys** list, located on the left hand side. Hold down the **Ctrl** key, and highlight those you wish to trend. Use the arrow in the centre of the screen to move them to **Selected Surveys** (figure 3). Select **OK**.
- Add your **Columns** on the coding screen. From the **Code Book** (left) open up **Demographics: Grouped > Age Group**. Highlight both **Age 15-24** and **Age 25-34**. Drag and drop them to the **Add Column** button and hover until the drop down option box appears, then select **‘OR’** (figure 4). The age groups are then combined together with an **OR** code and brackets, thus producing the respondents which have answered to any of the ages selected.
- Reset the **Code Book**, then open **Demographics: Grouped > Total Personal Income Before Tax** and highlight all the income breaks between **£20,000 and £29,999** (using **Shift** or **Ctrl**). Drag and drop the personal income bands onto the Age 15-34 column, and hover until the drop down option box appears, then select **‘AND’** (figure 5).

Figure 1



Or

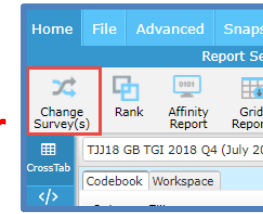


Figure 2

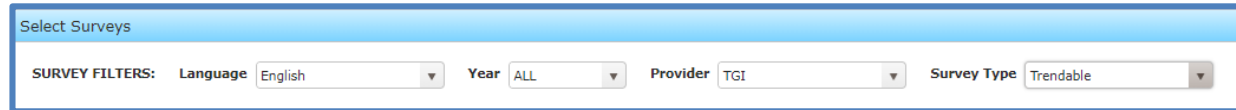


Figure 3

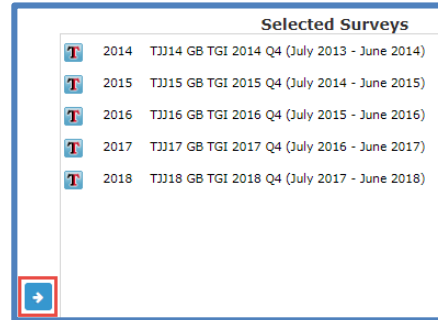


Figure 4

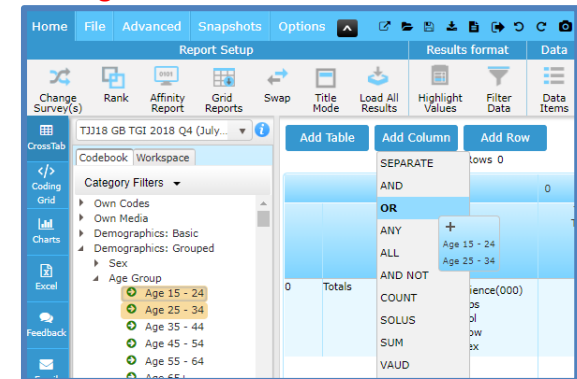
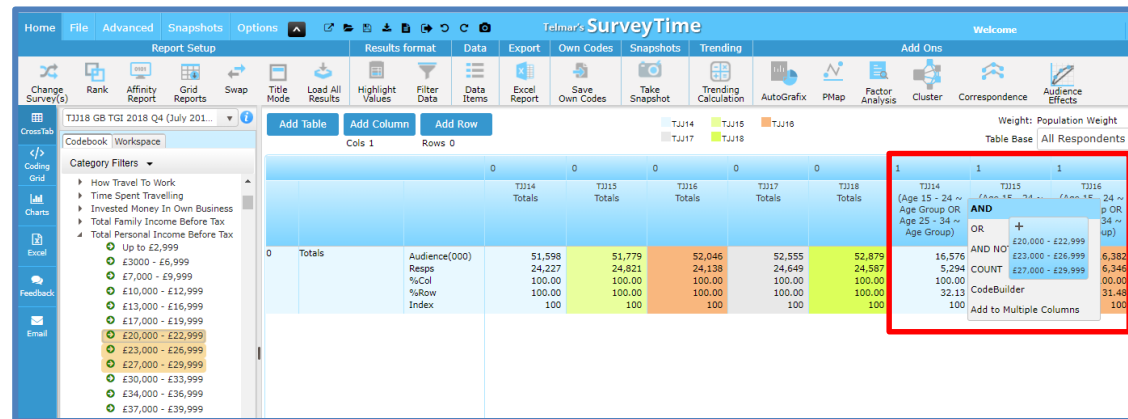


Figure 5



f) Add your Rows by entering Mobile into the Filter box (figure 6). Open Internet/Communications: Mobile Phones > Mobile Phones – Brands. Highlight the mobile phone brands listed below using the Ctrl key, and then drag and drop the brands onto the Add Row button; Apple iPhone, Samsung, Nokia and Sony (figure 7).

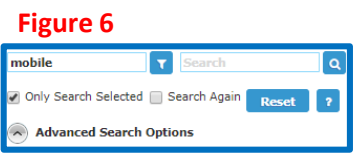


Figure 6

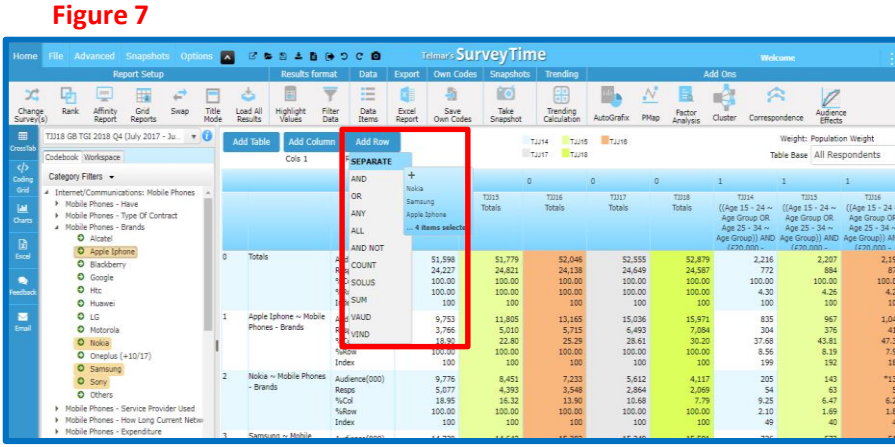


Figure 7

g) Edit your column heading (Optional). Double click on Column 1 heading and amend the title using the Visual Code Builder, e.g., change to Aged 15-34 Personal Income of £20k-£30k (figure 8).

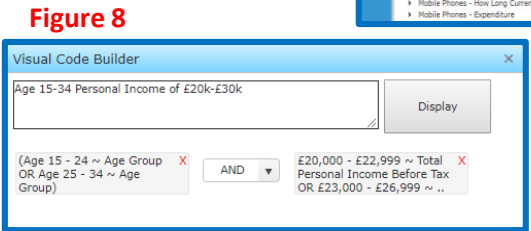


Figure 8

f) View data as a line chart (Optional). Click on the Charts screen, located to the left of the Code Book (figure 9). A bar 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 of the screen (figure 10). The chart will automatically update plotting the audience size along the y-axis and the years along the x-axis. Select which column is displayed using the drop down box at the top of the screen (figure 11).

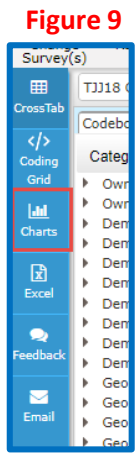


Figure 9

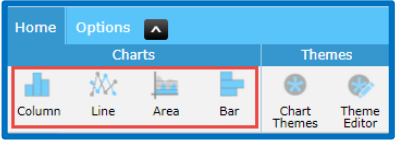


Figure 10

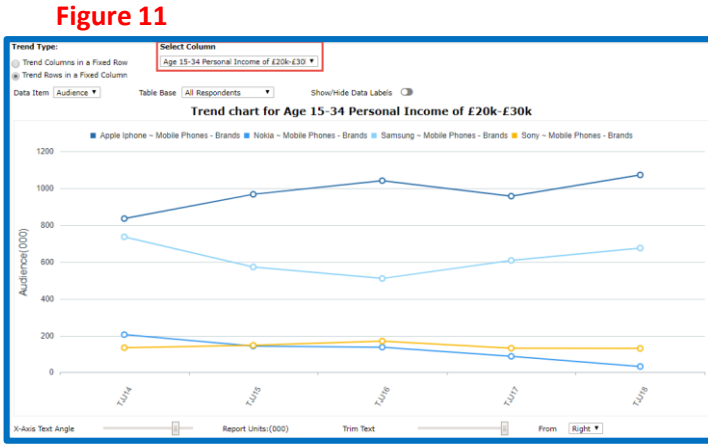


Figure 11

g) Only show specific brands (Optional). To remove any mobile brands from the chart, un-tick the brand names in the Selected Rows box, which is on the right of the screen. The graph will be updated automatically (figure 12).

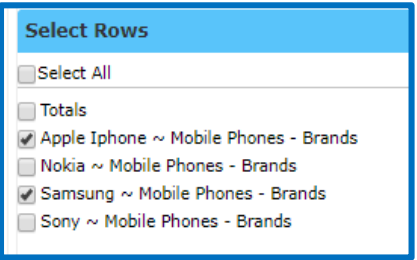


Figure 12

h) Export (Optional). There are a number of export options, which enable you to export the chart you have created. Export options include to Excel, PowerPoint, or as an image. These can be found in the bar at the top of the screen (figure 13).

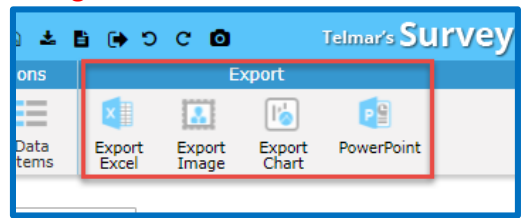


Figure 13