

## MATRIX Coding

*Automotive, Travel, Electronics and Trucks/ATV Motorcycle* coding is done a little differently than the rest of the Product section. Both MRI and Simmons set it up similarly. The codes for each question within the section are split up by *which purchase* or *which trip taken*. Using the *MRI 2017 Doublebase* study as an example, below are the different code headings that they use:

Automotive and Other Vehicles	Motorcycle	ATV/UTV
Most Recent Purchase/Lease	Most Recent Purchase	Most Recent Purchase
2 <sup>nd</sup> Most Recent Purchase/Lease	2 <sup>nd</sup> Most Recent Purchase	Other Purchase
3 <sup>rd</sup> Most Recent Purchase/Lease	Other Purchase	
4 <sup>th</sup> Most Recent Purchase/Lease		

Travel - Foreign	Travel - Domestic	Electronics – Television Sets
Last Trip	Last Trip	Most Recent Purchase
2 <sup>nd</sup> Last Trip	2 <sup>nd</sup> Last Trip	2 <sup>nd</sup> Most Recent Purchase
Other Trips	Other Trips	Other Purchase

If you are trying to put together several codes from the *Automotive* section you should **NOT** use the **NET** codes when you want to talk about a vehicle with specific characteristics. For example, if we wanted to see someone who purchased a **New Toyota Camry in the past 12 months**, the **NET** codes below would not mean what the user thinks it means:

(Toyota Camry ~ Net Any Vehicle - Make and Model AND New ~  
Net Any Vehicle Decision Maker - New/used AND In last 12 months  
~ Net Any Vehicle Decision Maker - When Bought/leased) (M12S011739 AND M12S012807 AND M12S012828)

This code would actually translate into any person who purchased any **New vehicle** (didn't matter if it was a Toyota Camry), also purchased a **Toyota Camry** (didn't matter if it was new or in the past 12 months) and **purchased a vehicle in the past 12 months** (didn't matter if it was a new vehicle or even an Toyota Camry). NET codes should only be used by themselves and not combined with other attributes.

In order to match the **Toyota Camry** with it being a **New vehicle** and **purchased in the past 12 months** the user must use the corresponding codes from each of the **"Most Recent Purchase/Lease"**, **"2nd Most Recent Purchase/Lease"**, **"3rd Most Recent Purchase/Lease"**, and **"4th Most Recent Purchase/Lease"**, column headings. You must account for all of the parts. The correct coding is below:

Title	Code	Resps	Population
((Toyota Camry ~ Most Recent Purchase/Lease - Make and Model AND New ~ Most Recent Purchase/Lease - New/used AND In last 12 months ~ Most Recent Purchase/Lease - When Bought/leased) OR (Toyota Camry ~ 2nd Most Recent Purchase/Lease - Make and Model AND New ~ 2nd Most Recent Purchase/Lease - New/used AND In last 12 months ~ 2nd Most Recent Purchase/Lease - When Bought/leased) OR (Toyota Camry ~ 3rd Most Recent Purchase/Lease - Make and Model AND New ~ 3rd Most Recent Purchase/Lease - New/used AND In last 12 months ~ 3rd Most Recent Purchase/Lease - When Bought/leased) OR (Toyota Camry ~ 4th Most Recent Purchase/Lease - Make and Model AND New ~ 4th Most Recent Purchase/Lease - New/used	((M12S007847 AND M12S007942 AND M12S007963) OR (M12S008820 AND M12S008915 AND M12S008936) OR (M12S009793 AND M12S009888 AND M12S009909) OR (M12S010766 AND M12S010861 AND M12S010882))	109	538

As you can see this can result in a lot of coding for the user, so Telmar has designed **MATRIX** coding. With the **Matrix** coding you need only to include the codes from the **"Most Recent Purchase/Lease"** section. You must precede the code with the word **Matrix**. It is also suggested that you update your title with **Matrix** as well for consistency. Therefore the code using **Matrix** coding would look like this:

Title	Code	Resps	Population
Matrix (Toyota Camry ~ Most Recent Purchase/Lease - Make and Model AND New ~ Most Recent Purchase/Lease - New/used AND In last 12 months ~ Most Recent Purchase/Lease - When Bought/leased)	Matrix (M12S007847 AND M12S007942 AND M12S007963)	109	538

The **Matrix** coding internally expands the code to represent the extensive version without the user doing all of the coding manually. So this code would indeed signify someone who purchased or leased a **New Toyota Camry in the past 12 months**.

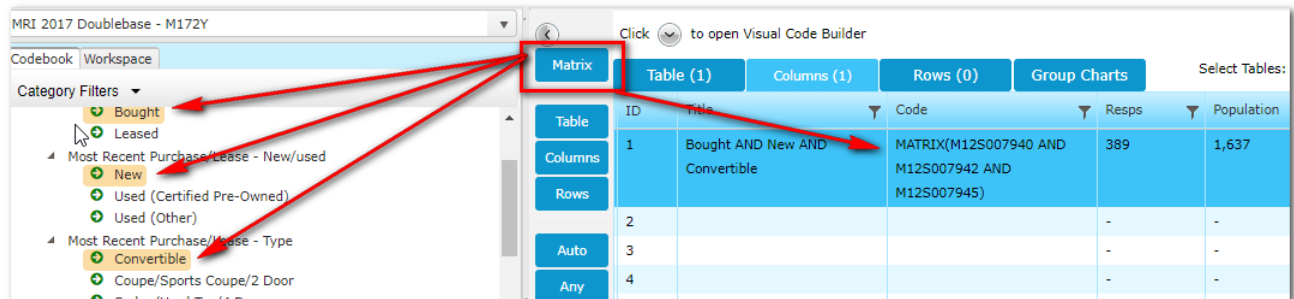
*Travel* categories coding is used the same way. Simply precede the word **Matrix** with your set of **"Last Trip"** codes.

### 3 NEW WAYS OF MATRIX CODING IN SURVEYTIME

The Matrix button will only appear in SurveyTime if and only if the Matrix coding function is setup within the codebook by Telmar. Otherwise, the button it will not appear within the application.

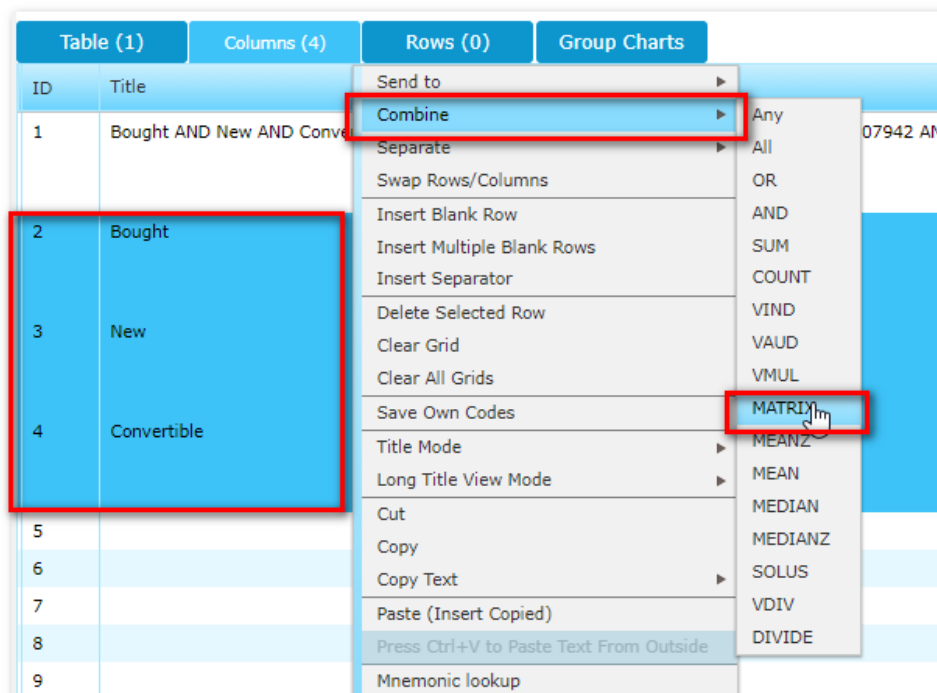
#### CODING GRID – Matrix Button

Using the Ctrl key, select in the codebook the codes from the **Most Recent Purchase** section, and then click the **Matrix** button. It is also suggested that you update your title with **Matrix** as well for consistency.



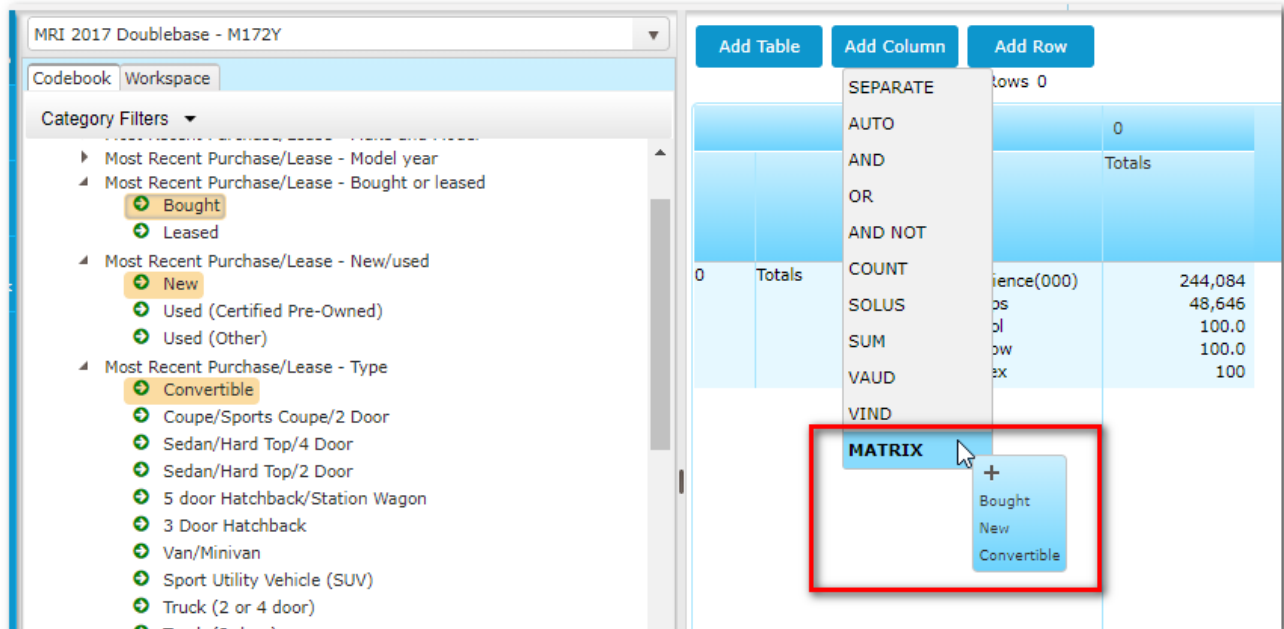
#### CODING GRID – Right Mouse Click Menu

Select in the codebook the codes from the **Most Recent Purchase** section and add each part to individual rows. *Right mouse click* to launch the menu and choose **Combine** with **MATRIX**. It is also suggested that you update your title with **Matrix** as well for consistency.



**CROSTAB GRID – Coding Menu**

Using the Ctrl key, drag selected codes in the codebook from the **Most Recent Purchase** section and hover over **ADD Column** (or ADD Row). The *Coding Menu* will appear and choose **Matrix**. It is also suggested that you update your title with **Matrix** as well for consistency.



If you have any questions, please contact your Telmar client service representative or email [AccountServices@Telmar.com](mailto:AccountServices@Telmar.com)