

HOW DO I? Code Target Audiences



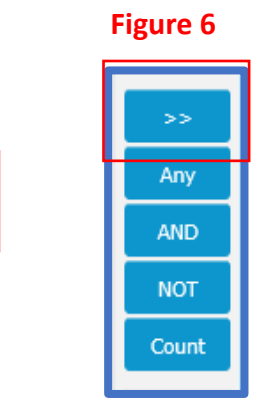
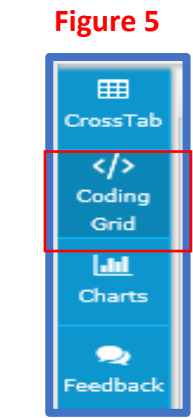
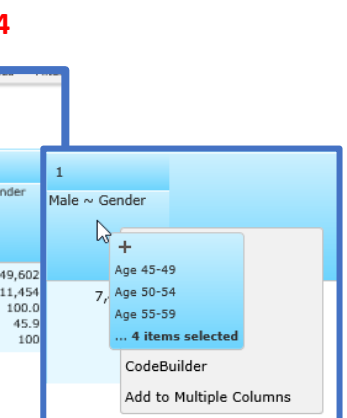
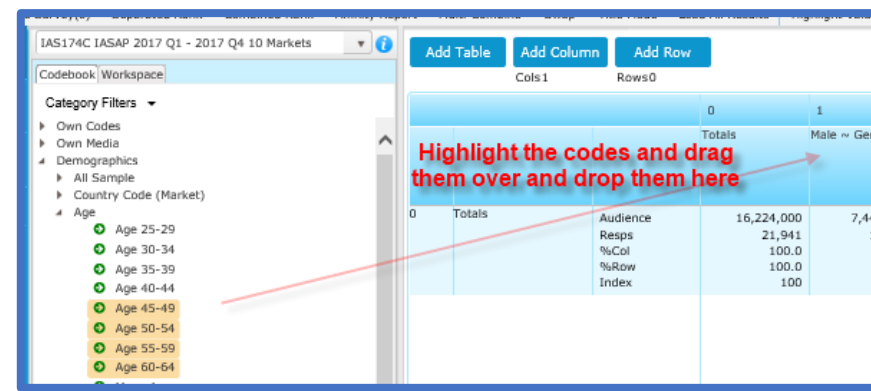
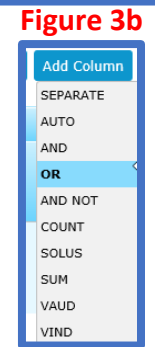
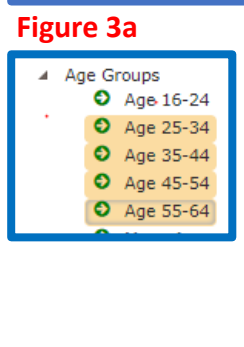
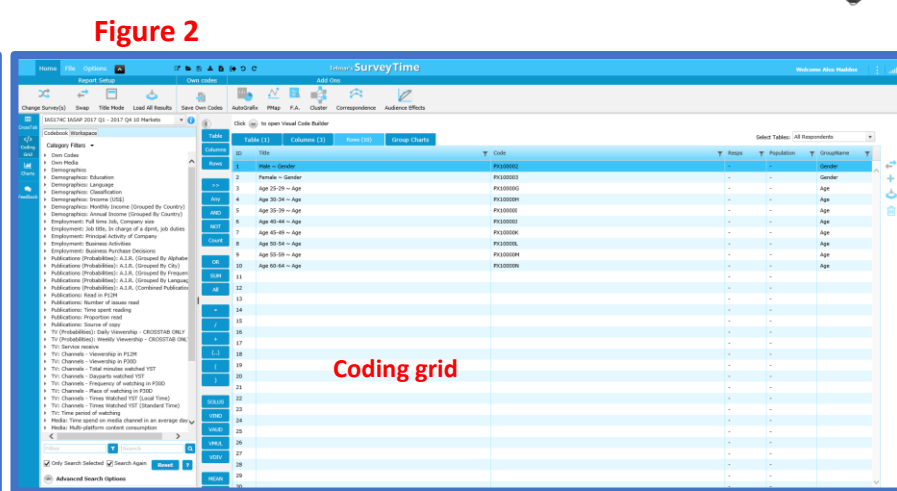
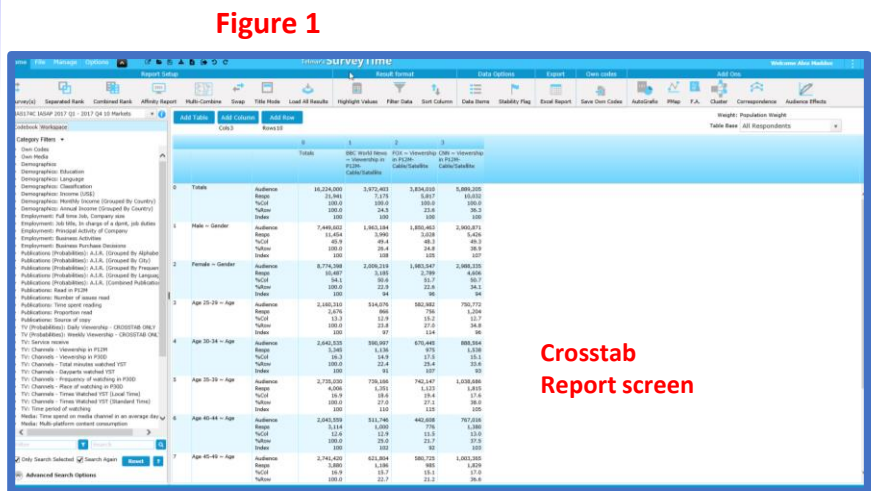
In order to accommodate different client preferences, SurveyTime 2 has a number of ways to input target audiences. There are two places coding can be entered. 1. On the report screen (**Figure 1**) and 2. on the coding grid (**Figure 2**)

Crosstab report screen

1. In the report screen, you can highlight a code(s) and click on add column.
2. You can also highlight codes and drag and drop them on the add column button. When you let go, it will enter them separately.
3. If you want to combine them together (eg. the 4 age groups in **Figure 3a**), select another option e.g. OR (**Figure 3b**), the program will input an OR between each of the codes and enter the combined codes together into one row. It will give you people who answered “any” of the questions, and put brackets around. (Brackets are usually necessary if combining ANDs and ORs together).
4. In **Figure 4** we show how to code using a selection of codes e.g. Men aged 45-64. First select men and drag to add column. Then select the age breaks over 45 and drop them on top of the men title. The program knows that the relationship between the new lists of codes is an “ANY” or “OR” relationship.

Coding Grid coding

Some clients who have been using Telmar for a number of years, prefer using the coding grid. Selected from the left hand side (**Figure 5**). It is also less fiddly for coding complex targets and has a useful right click menu for editing labels in the grid. In the coding grid you can **drag and drop** or you can also enter separate items by using the >> button (**Figure 6**) or you can **double click** to enter individual codes. To combine codes you can use the **Any** button (to either/OR the codes together) and the **AND** button to link different codes together e.g. people who are either age break “AND” who are also Men. See over for examples of coding logic.



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Age 25-29 **OR** Age 30-34 (Figure 8)
 You can code the above by selecting each of them (both) and using the **Any** command (Figure 7). The program will OR together the 2 codes and add essential brackets around the combined ages.

The green section (the overlap) (Figure 9) gives you Men who are 25-29. You can code the above by selecting Men **AND** Age 25-29

In Figure 10 you can see the overlap in the coding for Men who are either 25-29 or 30-34. You code the above by picking Men then **AND** then pick the ages and select the **ANY** button .The **ANY** button adds appropriate brackets.

Figure 11 shows how the NOT command works the numbers help explain the calculations

Please note that when using ANY or OR, the people in the overlapping area are only counted once

For coding help or training call our helpdesk

Figure 7

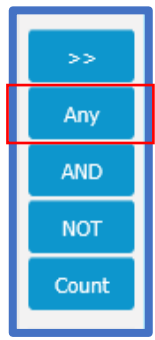


Figure 8

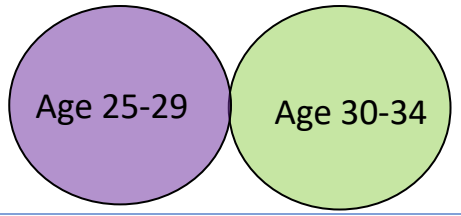
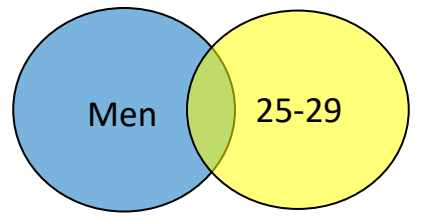


Figure 9



Age 25-29	2,160,310
Male	7,449,602
Male AND Age 25-29	813,253

Figure 10

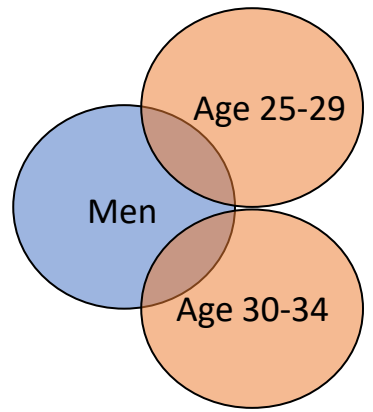
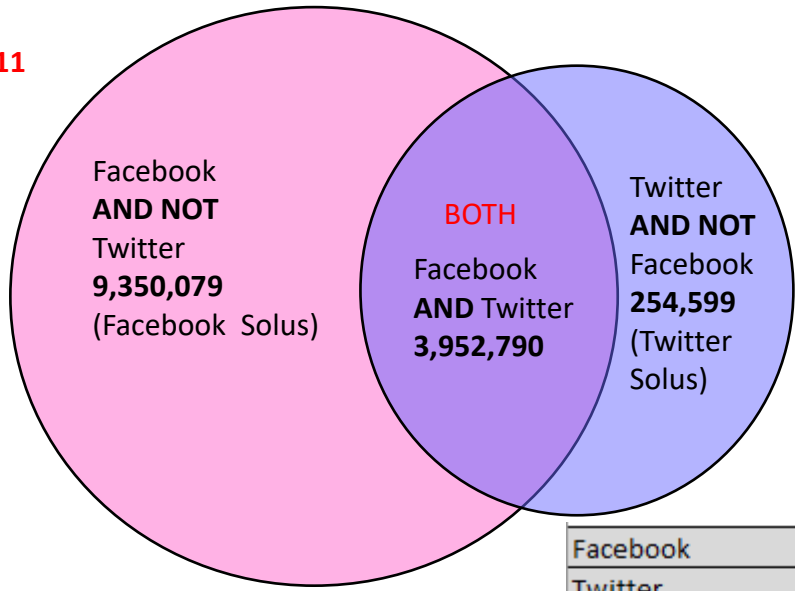


Figure 11



Facebook	13,302,870
Twitter	4,207,350
Facebook AND NOT Twitter	9,350,079
Twitter AND NOT Facebook	254,559
Facebook AND Twitter	3,952,790
Facebook OR Twitter	13,557,729