

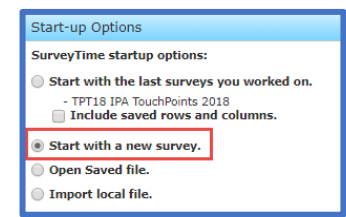
HOW DO I? create a trend analysis using SurveyTime?



This guide shows you how to create a trend analysis to show changes in Inflight Entertainment for **25-34 year olds that have a monthly household income of USD 5,000+** using the Ipsos Affluent Asia databases.

- 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. Either like this **Year: ALL, Provider: IPSOS and Survey Type: Trendable** (figure 2a) or by typing in the common survey code in the Search box (ias for Ipsos Affluent Asia). (figure 2b) Trendable surveys have a blue T box at the front.
- 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 the arrow and then **OK**.
- Add your **Columns** on the coding screen. From the **Code Book** (left) open up **Demographics: Age**. Highlight both **Age 25-29** and **Age 30-34**. Drag and drop them to the **Add Column** button and hover until the drop down option box appears, then select '**ANY**' (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: Income (US\$)** and then **Monthly Household Income US\$** and highlight the income break **US\$ 5,000+** (figure 5). Drag and drop this onto the **Age 25-34** column, and hover until the drop down option box appears, then select '**AND**' (figure 6).

figure 1



Or

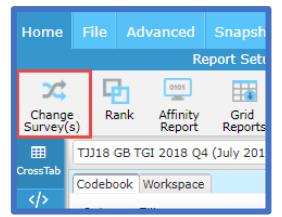


figure 2a

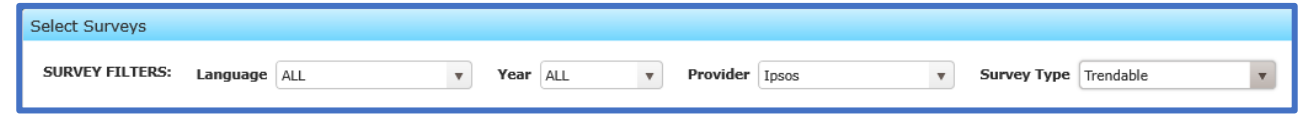


figure 2b

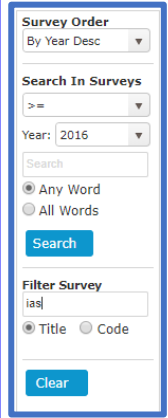


figure 3

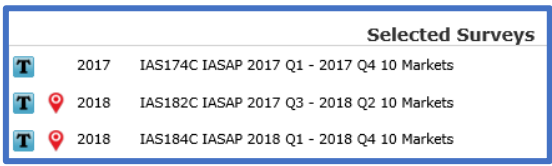


figure 4

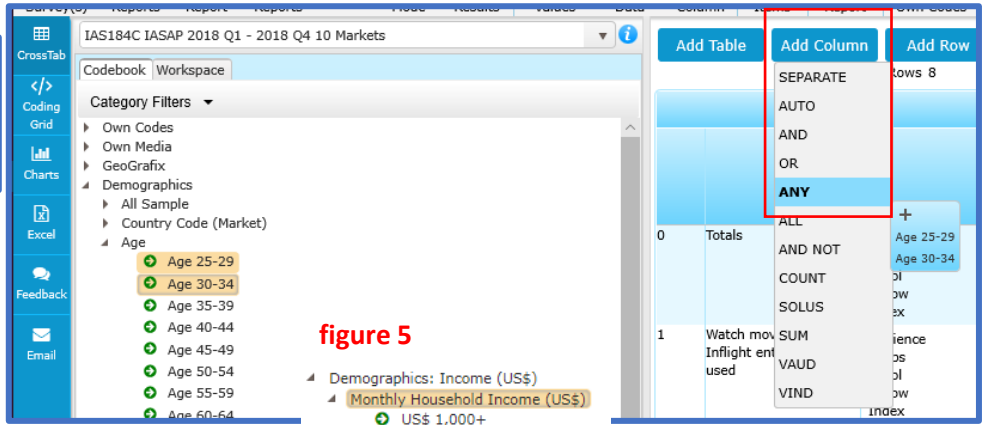
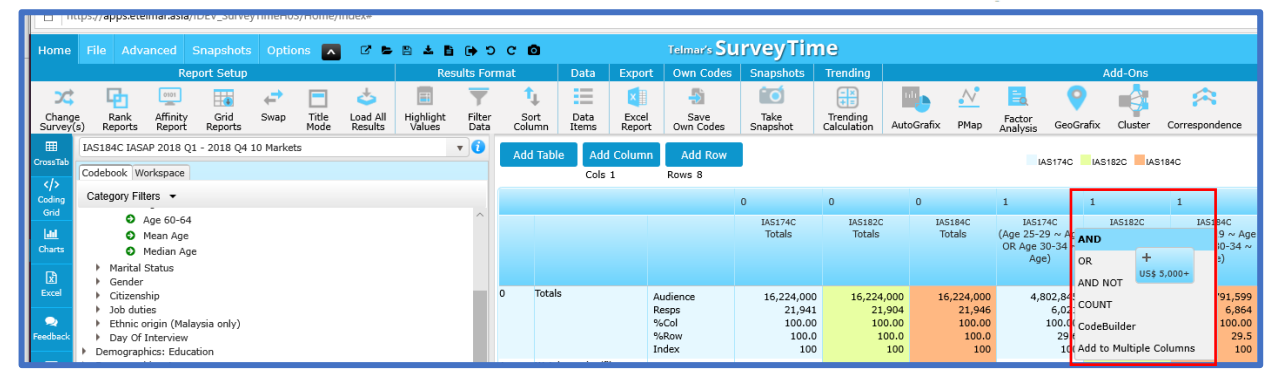


figure 5

figure 6



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f) Add your Rows finding the Lifestyle: Hotel and Airline section and then Inflight Entertainment Used section (figure 7a). (Or alternatively type in Inflight Entertainment Used into the Search box). Drag the required types across to rows and view resulting crosstab (figure 7b).

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 25-34 Monthly Household US\$ 5,000+" (figure 8).

f) View data as a chart (Optional). Click on the Charts screen, located to the left of the Code Book (figure 9). A bar chart will appear by default. To change the Chart Type, click on one of the chart buttons located in the top left corner of the screen (figure 10). Here we have selected a stacked column chart. The chart will automatically update plotting the audience size, but you can change the data items to be plotted. To tailor make the chart, select which column is displayed using the drop down box at the top of the screen (figure 11) and also which rows (figure 12).

g) 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). If you choose the Powerpoint option, you can also edit the chart further in the Powerpoint application.

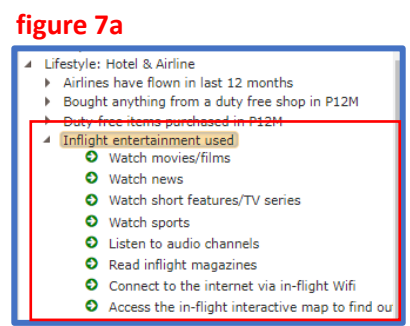


figure 7b

			0	0	0	1	1	1
			IAS174C	IAS182C	IAS184C	IAS174C	IAS182C	IAS184C
		Totals	Totals	Totals	Totals	Totals	Totals	Totals
0	Totals	Audience	16,224,000	16,224,000	16,224,000	1,932,205	2,294	2,294
		Resps	21,941	21,904	21,946	2,294	100.00	100.00
		%Col	100.0	100.0	100.0	11.9	100.0	100.0
		%Row	100.0	100.0	100.0	14.7	100.0	100.0
		Index	100	100	100	123		
1	Watch movies/films ~ Inflight entertainment used	Audience	7,499,644	8,446,524	8,662,392	1,102,356	1,383	1,383
		Resps	10,504	11,602	12,461	1,383	100.00	100.00
		%Col	46.23	52.06	53.39	57.05	100.00	100.00
		%Row	100.0	100.0	100.0	14.7	100.0	100.0
		Index	100	100	100	123		
2	Watch news ~ Inflight entertainment used	Audience	2,729,107	3,168,581	3,247,820	292,012	463	463
		Resps	4,643	5,324	5,929	463	100.00	100.00
		%Col	16.82	19.53	20.02	15.11	100.00	100.00
		%Row	100.0	100.0	100.0	10.7	100.0	100.0
		Index	100	100	100	90		
3	Watch short features/TV series ~ Inflight entertainment used	Audience	3,214,692	3,629,457	3,844,186	532,502	550,866	576,602
		Resps	2,791	5,506	6,265	642	674	791
		%Col	19.81	22.37	23.69	27.56	27.35	28.04
		%Row	100.0	100.0	100.0	16.6	15.2	15.0
		Index	100	100	100	139	122	118
4	Watch sports ~ Inflight entertainment used	Audience	1,659,008	1,887,836	1,865,439	162,513	167,777	153,203
		Resps	2,791	3,401	3,949	271	367	367
		%Col	10.23	11.54	11.50	8.41	8.33	7.45
		%Row	100.0	100.0	100.0	9.8	8.9	8.2
		Index	100	100	100	82	77	72

