The **Charts** screen in SurveyTime allows you to convert your Crosstab results into different types of charts.

Source: Ipsos Affluent Asia Survey up to Q4 2017

a) Open SurveyTime and select the survey you want to use. Create a crosstab run. In this example, we have run the publication **Financial Times** in **Columns**, against **Age Groups** in **Rows** figure 1.

b) Once the crosstab run has been created, go into **Charts** which can be found on the left hand side of the screen **figure 2**.

c) Within Charts, you can decide to see your data as either a Column, Stacked Column, Line, Area, Bar, Stacked Bar, Pie or Pyramid chart **figure 3a.** In **figure 3**, we are viewing the data as a column graph.

d) Ensure that '**Select First 50**' is ticked, if you want all rows/columns shown in the graph, or if not just select the ones you want charted **figure 3b.**

e) There are options to change and edit the chart colour theme, which can be found in the tool bar at the top of the page **figure 3c**.

f) It is possible to change the chart series between columns and rows. Additionally, the data item displayed can be changed, e.g., from Audience to Index **figure 3d.**

g) There are a range of chart export options, including to Excel, as an image, and to PowerPoint **figure 3e.**

h) Financial Times readership is shown as a pie chart in **figure 4**, with each slice representing an age group. **Show/Hide Data Labels** allows the data to be put on or taken off the chart.

figure 1
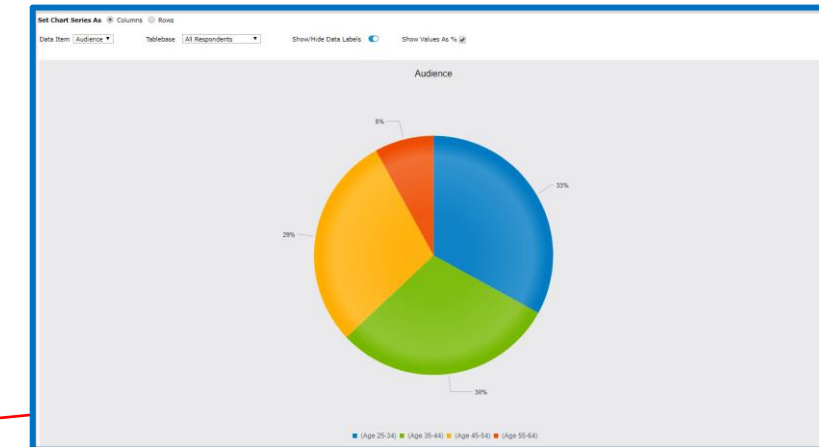
figure 2

figure 4

figure 3

This page shows how you can use many different types of demographics at once to view the data in chart format.

Source: Ipsos Affluent Asia Survey up to Q4 2017

Set up a demographic file (which can be saved as own codes for later if desired). This example has **country, age, education, classification, household Income, business activities, lifestyles statements, hotels and holiday** questions stored in it. **figure 5** Put all these variables in as your **rows**.

The two columns are **Cathay Pacific** and **Singapore Airlines**. **figure 6** shows the analysis viewed as a **combined rank report**. Then click on the **Charts** icon **figure 7**. In the **Row Groups** box, if you click to open it up (where it says --All--) **figure 8**, you will see all the different demographics that you can view. Here we clicked on **Country** and were able to view the **Index** of **Cathay Pacific** vs **Singapore Airlines** for each different country in Asia. A **Stacked Bar** was chosen as the chart type. **figure 9**

Then change it from country, to age, and then age to education etc.

Often its easier to interpret analyses in chart format than it is to look at a spreadsheet. Also if a variable doesn't add much to the story, its easy to exclude it in the chart, before sending to Powerpoint.

Once you are happy with the chart send to Powerpoint, and you will be able to edit the charts further in there too. The charts are also labelled with database footnotes and titles to describe what the audience is that is being examined, which saves lots of time.

figure 6

	Totals			Cathay Pacific			Singapore Airlines		
	Audience	%Col	Index	Audience	%Col	Index	Audience	%Col	Index
Totals	16,224,000	100.00	100	1,651,253	100.00	100	1,549,279	100.00	100
Thailand	1,801,000	11.10	100	80,684	4.89	44	66,083	4.27	38
Hong Kong	1,410,000	8.69	100	611,133	37.01	426	84,411	5.45	63
Indonesia	612,000	3.77	100	49,813	3.02	80	104,659	6.76	179
Malaysia	1,396,000	8.60	100	96,295	5.83	68	116,640	7.53	87
Philippines	964,000	5.94	100	48,932	2.96	50	27,262	1.76	30
Singapore	725,000	4.47	100	153,062	9.27	207	485,279	31.32	701
Taiwan	2,122,000	13.08	100	336,584	20.38	156	98,277	6.34	48
India	2,597,000	16.01	100	67,434	4.08	26	232,033	14.98	94
South Korea	2,288,000	14.10	100	56,727	3.44	24	54,973	3.55	25
Australia	2,309,000	14.23	100	150,590	9.12	64	279,661	18.05	127
Age 25-34	4,802,845	29.60	100	471,649	28.56	96	454,621	29.34	99
Age 35-44									
Age 45-54									
Age 55-64									

figure 5

	Group Name
1	Country Code (Market)
2	Age
3	Highest attained education level
4	Classification
5	Monthly Household Income (US$)
6	Business activities engaged in past 12 months
7	Total Agree (Net)
8	Types of hotels stayed during int'l trips
9	Kinds of holiday of int'l leisure trips

figure 7

CrossTab / Coding Grid / Charts

Primary school or below
Some secondary education
Completed secondary edu
College but not university
University - under graduat
University - post graduate
All Affluent
All BDM
All Top Management
Monthly HHI up to US$4449

Set Chart Series As ● Columns ○ Rows
Data Item [Index ▼] Tablebase [All Respondents ▼] Show/Hide Data Labels

Stacked Bar

figure 9

Columns
Select First 50
Totals
☑ Cathay Pacific
☑ Singapore Airlines

Row Groups
Select First 50
Country Code (Market)
--All--
Country Code (Market)
Age
Highest attained education level
Classification
Monthly Household Income (US$)
Business activities engaged in past 12 months
Total Agree (Net)
Types of hotels stayed during int'l trips
Kinds of holiday of int'l leisure trips

figure 8