

HOW DO I? create charts in Autografix?



Autografix works alongside Survey Time and will export your charts directly to a PowerPoint or PDF document. You can set chart types within Survey Time and the program Autografix automatically creates a chart for each. Generally the brands or media or audience you want to visualise is entered as the columns and the rows are the “explainers”.

In this example we are showing the relationship between 2 social media platforms ever used in past 7D against a variety of demographics on the Ipsos Affluent Asia survey.

1. Select the coding grid **Figure 1**
2. Select the brands or media you are trying to understand, enter these as your columns **Figure 2 and 3** shows the 2 social media platforms highlighted and selected as the columns. Tip it is best (tidier) to use short titles **Figure 4**
3. Next select the rows, which are sections of the code book used to explain the columns. We select demographics from different headings (each heading will be shown on its own chart). Here we highlight **Country, Age, Gender, Education, Classification and Household Income** and use the >> to input as rows **Figure 5 and 6**. Note that in this example there was some labels tidying up involved with short titles for some and own titles for others where Any was used to combine several codes for age and education.
4. A summary of the charts can be seen within the **Group Charts** tab on the coding grid **Figure 7**. The chart type defaults to a vertical chart but can be changed by clicking on the chart type down arrow. More details on the many chart types available are shown overleaf.
5. When you are satisfied with your selection, click on **Crosstab** to run the analysis and then select the **Autografix** add on button at the top of the SurveyTime program **Figure 8**
6. Now view your charts on the dashboard **Figure 9**. Send your charts straight to a PowerPoint or PDF document **Figure 10**.
7. The default charts are vertical bars, but Telmar can help you tailor the charts to your preferences and save the new settings for all users within your company. This is explained overleaf. **Figure 11** is PPT format.

Figure 1

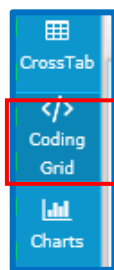


Figure 2

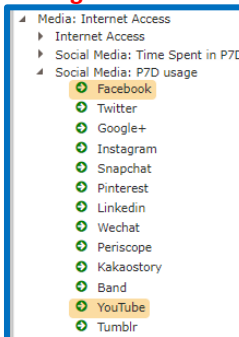


Figure 3

ID	Title	Code
1	Facebook ~ Social Media: P7D usage	ASAP1307
2	YouTube ~ Social Media: P7D usage	ASAP130J

Figure 4

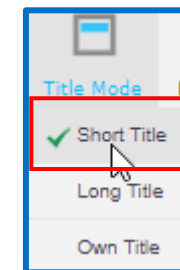


Figure 5

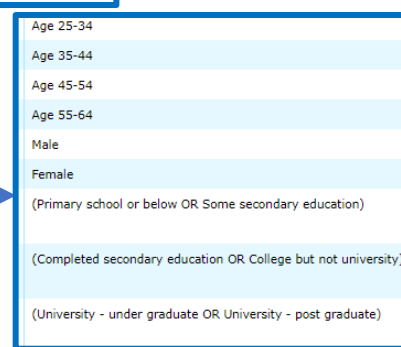
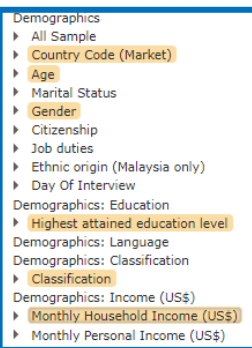


Figure 6

Figure 7

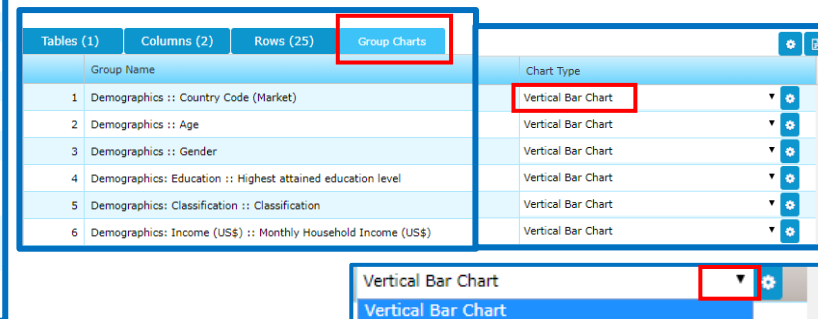


Figure 8

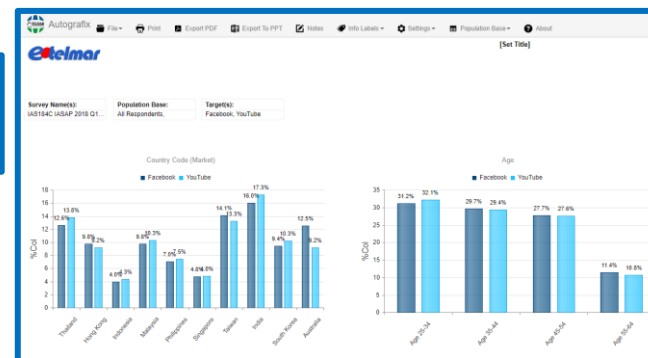
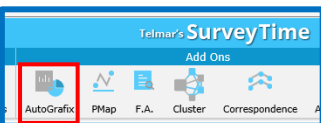


Figure 9

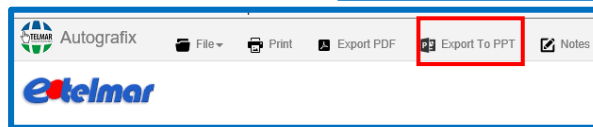
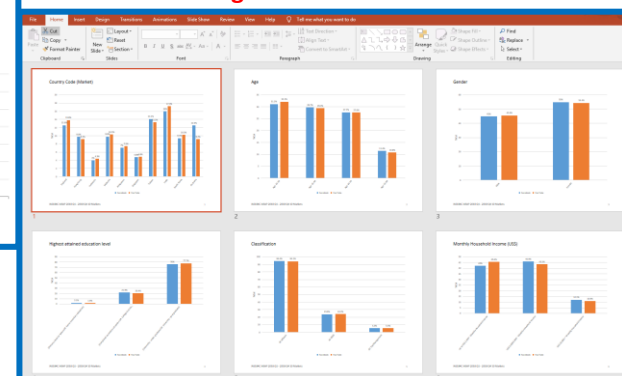


Figure 11



HOW DO I? create charts in Autografix?

In **Group charts** Figure 1, there is a section where you can change the chart types **Figure 2** and the chart layouts can also be changed to suit your preferences, this box is known as **Panel Settings** **Figure 3**. Here you change the chart settings to suit the data.

Extracts showing the most commonly used or popular panel settings are mentioned below

Figure 4 shows the **horizontal bar chart sorted**, this suits longer titling better than the vertical bar. eg. Lifestyles statements.

Figure 5 shows how the chart is changed to a **Horizontal Bar Chart Sorted** and also how the number of characters in the title can be made longer and how to sort in descending order.

Figure 6 shows a **Vertical Bar Chart Dual Axis** (%col and index) and **Figure 7** explains how to do this.

Once you view your charts on the Autografix dashboard, it is also possible to change them there, if they don't look quite right.

Figure 1

Tables (1)	Columns (2)	Rows (25)	Group Charts
Group Name		Chart Type	
1	Demographics :: Country Code (Market)	Vertical Bar Chart	
2	Demographics :: Age	Vertical Bar Chart	
3	Demographics :: Gender	Vertical Bar Chart	
4	Demographics: Education :: Highest attained education level	Vertical Bar Chart	
5	Demographics: Classification :: Classification	Vertical Bar Chart	
6	Demographics: Income (US\$) :: Monthly Household Income (US\$)	Vertical Bar Chart	

Figure 2

- Vertical Bar Chart
- Vertical Bar Chart Dual Axis
- Vertical Bar Chart Sorted
- Stacked Vertical Bar Chart
- Stacked Vertical Bar Chart 100%
- Horizontal Bar Chart
- Horizontal Bar Chart Sorted
- Stacked Horizontal Bar Chart
- Stacked Horizontal Bar Chart 100%
- Table
- Table Sorted
- Pie
- Line
- Donut Chart
- Donut Multi Series
- Area
- Radar Chart
- Scatter

Figure 3

Autografix Panel Settings

Group Name: Country Code (Market)

Primary Data-Item: %Col

Secondary Data-Item: None

Chart Title: Country Code (Market)

Top Rows Count: 50

Sort Column: Primary

Show Chart Label:

Show Data Grid:

Decimal Places: 1

Create Separate Charts For Each Target:

Primary Chart Type: Vertical Bar Chart

Secondary Chart Type: None

No. Of Char In Axis Label: 250

Axis Label Angle: 130

Column Sort Order: Input Order

Flag Low Resp:

Hide Chart Legend:

Swap Data:

Target: Facebook

Trendable Surveys: View Surveys On X-Axis

Extra Grid Settings: Audience Resps %Col %Row Index

Filters: Primary: None, Secondary: None

Edit Series Colour: Primary Name: Colour, Secondary Name: Colour

Sub Grouping: Consider Series: Within Sub-Group: Across Sub-Group: None:

Figure 4

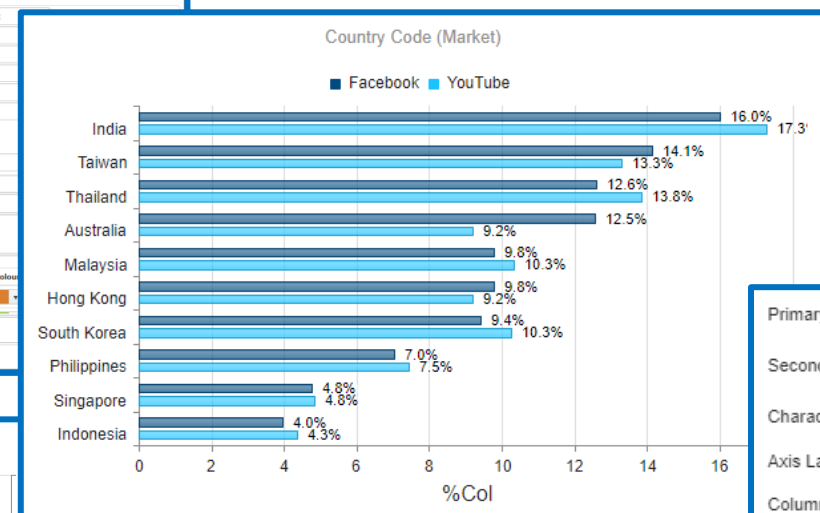


Figure 5

Primary Chart Type: **Horizontal Bar Chart Sorted**

Secondary Chart Type: None

Character Count: **40**

Axis Label Angle: 90

Column Sort Order: **Descending**

Figure 6

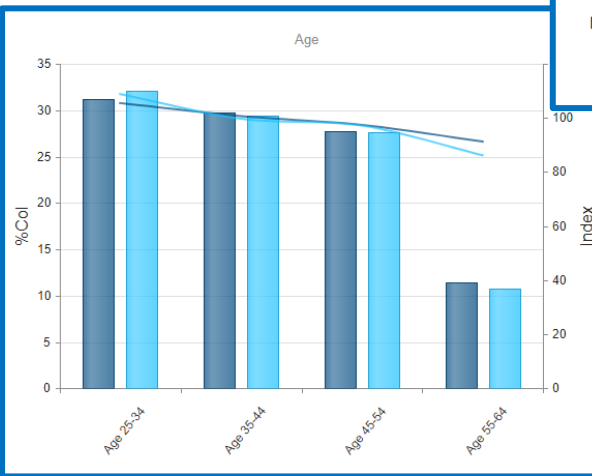


Figure 7

Chart Options

Primary Data-Item: % Col

Secondary Data-Item: Index

Primary Chart Type: Vertical Bar Chart Dual Axis

Secondary Chart Type: Line