

# HOW DO I? SurveyTime advanced functions tips and tricks using Telmar coding grid

## Highlight

In **figure 1** you will see that there are yellow and blue highlighted cells. These can be used to show large and small indices. Select **highlight values figure 1**, then as in **figure 2** select **index** as the data item and input the values. You select the data item the value and the colour and then add. In this example we selected **index >= 120** and the colour yellow and then **add** then we selected **index <= 80** and the colour blue - don't forget **add**

## Own codes

Own codes is used for saving sets of columns or rows that you wish to re-use eg. a selection of media, or some demographics, or just some complex coding that your client likes to use describe their brand's target audience. To save, you click on **Own Codes** (top right) **figure 3** and then give a memorable file name **figure 4** and they will appear in the code book, at the top under **Own Codes** in your **User** directory **figure 5** ready for when you need them. **TIP** this functionality is very useful if you want to combine coding from different parts of the code book as you can store everything together in one or two files and then use the own code files for building.

## Right click command

There are a number of useful functions in the coding grid. You find them by right clicking on the coding grid **figure 6**.

## Titling tips

- 1) You can change e.g. shorten **all** titles by clicking on the title mode (top left icon bars) **figure 7**. To change **only** individual one(s), highlight them and use the right click title command instead **figure 6** (middle red box)
- 2) Replace works like Word and Excel, you can replace titles across a number of rows **figure 6** (bottom red box). In **figure 8** there is an example of how to change **National Geographic** to **Nat Geo** in two rows at once.

**figure 1**

		1	2	3	4	5
Totals		5,498,000	3,066,600	2,697,648	1,912,428	2,241,077
	Access news, business/financial news	10,125	5,913	5,084	3,729	3,894
	Read electronic newspaper	100.00	100.00	100.00	100.00	100.00
	Read electronic magazine	100.00	100.00	100.00	100.00	100.00
	Watch live TV	100.00	100.00	100.00	100.00	100.00
	Online banking	100.00	100.00	100.00	100.00	100.00
Thailand		1,801,000	939,988	870,761	656,409	969,685
	Audience	2,030	1,118	1,016	656,409	1,082
	Resps	32.76	30.65	32.28	34.32	43.27
	%Col	100.00	52.2	48.3	36.4	53.8
	%Row	100	94	99	105	132
	Index	100	94	99	105	132
Indonesia		612,000	429,439	370,469	257,809	181,270
	Audience	2,000	1,250	1,250	884	870
	Resps	11.13	14.00	13.73	13.48	8.09
	%Col	100.00	70.2	60.5	42.1	29.6
	%Row	100	126	123	121	73
	Index	100	126	123	121	73
Malaysia		1,396,000	748,895	710,983	443,347	449,510
	Audience	2,095	1,015	904	539	571
	Resps	25.39	24.42	26.36	23.18	20.06
	%Col	100.00	53.6	50.9	31.8	32.2
	%Row	100	96	104	91	79
	Index	100	96	104	91	79
Philippines		964,000	460,347	350,349	301,915	389,939
	Audience	2,000	1,027	741	642	1,106
	Resps	17.53	15.01	12.99	15.79	17.40
	%Col	100.00	47.8	36.3	31.3	40.5
	%Row	100	86	74	90	99
	Index	100	86	74	90	99
Singapore		725,000	487,931	395,086	252,947	250,673
	Audience	2,000	1,363	1,165	797	788
	Resps	13.19	15.91	14.65	13.23	11.19
	%Col	100.00	67.3	54.5	34.0	34.6
	%Row	100	121	100	80.0	80.0
	Index	100	121	100	80.0	80.0

**figure 2**

Highlight Values **figure 2**

Gradient

Custom

Index >= [ ]

Select Highlight Colour for this condition: [Yellow]

**Index >= 120**

**Index <= 80**

**figure 3**

Own Codes

Save Own Codes

Save New File

Modify Existing

**figure 4**

Save Own Codes **figure 4**

Save In: My Own Folder

Save As: Own Codes

File Name: Internet Activities

Chart Type: Own Codes **figure 5**

Select All Bases\*  Select All Columns

SE Asia countries

Access news, business/financial

Read electronic newspaper

Read electronic magazine

Watch live TV

Online banking

**figure 5**

Own Codes

- Company
- Corporate
- Global
- User
  - 001: IAS Lifestyles Cluster Analysis - IAS174C001.prx
  - 002: IAS Lifestyles Cluster - IAS174C002.prx
  - Demogs for Airline Analysis - Demogs for Airline Analysis.IAS174C
  - Demogs test with alex - Demogs test with alex.IAS174C.prx
  - Internet Activities - Internet Activities.IAS174C.prx

**figure 6**

Send to **figure 6**

- Combine
- Separate
- Swap Rows/Columns
- Insert Blank Row
- Insert Multiple Blank Rows
- Insert Separator
- Delete Selected Row
- Clear Grid
- Clear All Grids
- Save Own Codes
- Title Mode **figure 7**
- Long Title View Mode
- Cut
- Copy
- Copy Text
- Paste (Insert Copied)
- Press Ctrl+V to Paste Text From Outside
- Mnemonic lookup
- Tidy Manual Codes
- NTiles
- Find/Replace **figure 8**
- Show Large Edit Box
- Data Interface
- Variable Type For Cluster
- Assign Group Name
- Assign Sub Group Name
- Hide Group Name Column

**figure 7**

Title Mode

Load All Results

Short Title

Long Title

Own Title

Recover Titles

**figure 8**

Replace **figure 8**

Find What: National Geographic

Replace with: Nat Geo

Find Next

Replace

Replace All

Options

Search in Title  Search in selected rows

Search in Code  Search in entire grid

Note: By replacing the code, actual titles will be lost.

Close

Nat Geo Magazine

Nat Geo Channel

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## Combine

In **figure 9** we highlighted rows 1 to 3 about accessing news on-line and then **right click on the grid** and picked **combine** and then the **any** button. The program will group together the highlighted rows using the any command. It adds a fourth row as in the bottom of **figure 9**

## Multi word searching

In this example **figure 10**, we are trying to find C-Level execs In the search box you type **CEO; C-level; CFO**. You can input part of a word or a phrase, BUT the rule is to separate each search word or phrase with a semi colon. Also there is an example in **figure 11** of searching for lifestyle questions using phrases. Please note that search for “like” will find too many so use phrases to search for the exact ones that you want.

## VIND (compare indices for 2 brands)

In **figure 12a** we show an index comparison report. Surveytime compares 2 indices and provides an index of them e.g. the Financial Times 103.44 is found by dividing the Cathay Pacific Index by the Cathay Dragon Index \* 100 (219/211\*100=103). Input the 2 brands (or media) for comparison as columns and enter a selection of rows. Return to the column coding grid and right click on the 2 brands (or media) and select **Combine**, then pick **VIND** from the coding operator list **figure 12b**.

## Count coding for attitudinal targets

In **figure 13** we are coding an “Opinion Leaders” audience by counting people’s answers to Business Activities.

**Step 1** Select all the Business Activities questions **figure 13**

**Step 2** Next click on count then answer **>= 4** **figure 13**

**Step 3** The coding is inserted with + signs between and **>=4** right at the end. Edit the label to be Opinion Leaders (or 4+ business activities) **figure 14**

**figure 9**

ID	Title	Code	Resps	Population
1	Access news, business/financial news	ASAP12A6	-	-
2	Read electronic newspaper	ASAP12A7	-	-
3	Read electronic magazine	ASAP12A8	-	-
4	(Access news, business/financial news OR Read electronic newspaper OR Read electronic magazine)	(ASAP12A6 OR ASAP12A7 OR ASAP12A8)	-	-

**figure 10**

Search box: CEO;C-level;CFO

- Employment: Job Title/ Position/ Rank, In Charge of A Department
  - Job title, position or rank in your company
    - CEO
    - C-Level executives except CFO & CEO
    - CFO

**figure 11**

Search box: new travel; expensive tastes;latest fashion

- Psychographic Attributes (For Correspondence ONLY)
  - Statements For Correspondence (Total Agree)
    - I enjoy going to new travel destinations
    - I have expensive tastes
    - I enjoy keeping up with the latest fashions and trends

**figure 12a**

	Totals	Cathay Pacific	Cathay Dragon	Cathay Pacific VIND Cathay Dragon
0 Totals	Audience Index 16,224,000 100	1,651,253 100	683,171 100	100.00
1 Financial Times	Audience Index 348,443 100	77,500 219	30,996 211	103.44
2 International New York Times	Audience Index 373,101 100	71,093 187	25,655 163	114.65
3 The Economist	Audience Index 664,603 100	124,630 184	42,777 153	120.54

**figure 12b**

Send To menu: Combine, Separate, Swap Rows/Columns, Insert, Insert Blank Rows, Insert Separator, Delete Selected

Operator list: ANY, ALL, OR, AND, SUM, COUNT, VIND, REANZ

**figure 13**

Count Coding dialog box: Set count statement parameters >= 4

Business activities list: Been interviewed on TV, radio or by the press, Had an article or paper published, Addressed a conference or public meeting, Formulated a strategic business plan, Worked on international business strategies, Taken executive decisions which affect own organisation's operations in other countries, Lobbied or advised members of national or local government, Sat on an industrial/professional committee, Have a professional blog or a Twitter handle - one that is industry-related, Attended meetings abroad with executives from other countries, Studied for an MBA qualification, Raised capital or invested funds for my company, Invited to be a keynote speaker at conference, Made policies in local, regional or national level of government bodies

**figure 14**

Opinion Leaders ((PXAY0AUQ + PXAY0AUR + PXAY0AUS + PXAY0AUT + PXAY0AUV + PXAY0AUW + PXAY0AUX + PXAYWK0J + ASAP12TY + ASAP12TZ + ASAP12U0 + ASAP12U1 + ASAP12U2) >= 4)

## Brand Repertoire report

This section shows how to count answers using kinds of holiday as an example. This helps to analyse the number of holidays people have. See output example in **figure 15**

Find the section about “kinds of holiday of intn'l leisure trips” **figure 16** and select each type of holiday (but **NOT None** or **Refused** answers). Add them all as separate Rows, then go to Cols, and with the holidays **still highlighted**, click on the **Count** Button in the middle of the screen and set up 3 different types of Count Coding as shown in **figure 17**.

- Col 1 =1
- Col 2 RANGE 2 to 4
- Col 3 >=5

### Tidy up the titles:-

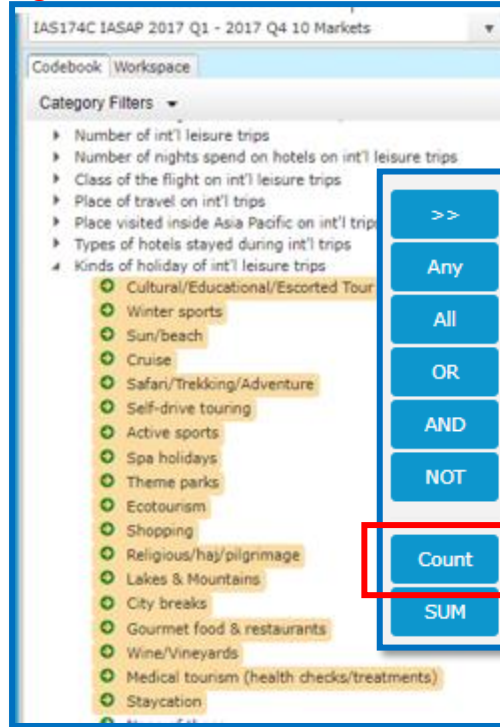
- Col 1 = One holiday only
- Col 2 = 2-4 holidays
- Col 3 = 5 or more holidays

Change the data items, using the **data items icon** **Figure 18** to **Audience, %Row and %Table**

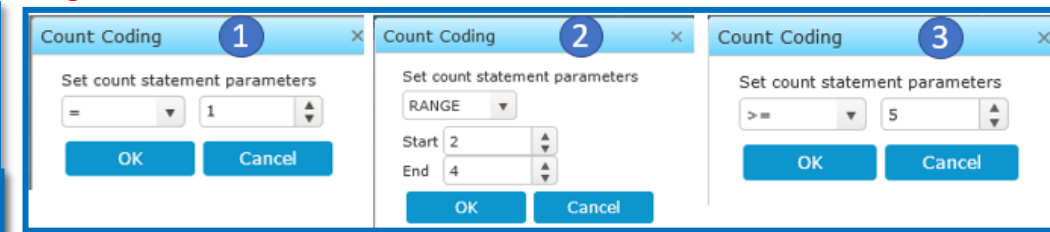
You can sort by clicking on the totals column (sort descending) **figure 15** and you can see on the report that the **% Row** is the most interesting number to look at. The % Row **adds up to 100%**.

So for Shopping holidays 3.9% of holiday shoppers have had one type of holiday only (which would be shopping), 40.4% of holiday shoppers have had 2-4 types of holiday and 55.7% have had 5 or more different types of holiday.

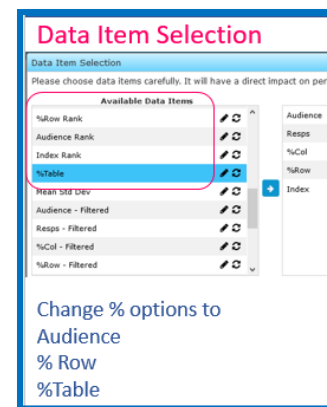
**figure 16**



**figure 17**



**figure 18**



**figure 15**

		Totals	One holiday only	2- 4 holidays	5 or more holidays
0	Totals	<b>Audience</b> 16,224,000 %Row 100.0 %Table 100.0	1,518,848 9.4 9.4	4,314,324 26.6 26.6	3,800,205 23.4 23.4
1	Shopping	<b>Audience</b> 4,954,090 %Row 100.0 %Table 30.5	193,577 3.9 1.2	2,003,051 40.4 12.3	2,757,461 55.7 17.0
2	City breaks	<b>Audience</b> 4,063,710 %Row 100.0 %Table 25.0	203,619 5.0 1.3	1,531,002 37.7 9.4	2,329,089 57.3 14.4
3	Gourmet food & restaurants	<b>Audience</b> 3,938,701 %Row 100.0 %Table 24.3	97,524 2.5 0.6	1,295,447 32.9 8.0	2,545,731 64.6 15.7
4	Sun/beach	<b>Audience</b> 3,665,883 %Row 100.0 %Table 22.6	117,314 3.2 0.7	1,134,798 31.0 7.0	2,413,771 65.8 14.9
5	Theme parks	<b>Audience</b> 3,155,660 %Row 100.0 %Table 19.5	73,761 2.3 0.5	950,128 30.1 5.9	2,131,771 67.6 13.1
6	Lakes & Mountains	<b>Audience</b> 3,117,836 %Row 100.0 %Table 19.2	89,665 2.9 0.6	888,775 28.5 5.5	2,139,397 68.6 13.2
7	Self-drive touring	<b>Audience</b> 2,597,252 %Row 100.0 %Table 16.0	145,907 5.6 0.9	739,265 28.5 4.6	1,712,080 65.9 10.6
8	Spa holidays	<b>Audience</b> 2,464,238 %Row 100.0 %Table 15.2	55,453 2.3 0.3	653,213 26.5 4.0	1,755,573 71.2 10.8
9	Cultural/Educational/Esc Tour	<b>Audience</b> 2,461,421 %Row 100.0 %Table 15.2	108,141 4.4 0.7	821,681 33.4 5.1	1,531,600 62.2 9.4
10	Cruise	<b>Audience</b> 2,135,015 %Row 100.0 %Table 13.2	61,194 2.9 0.4	473,886 22.2 2.9	1,599,935 74.9 9.9