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

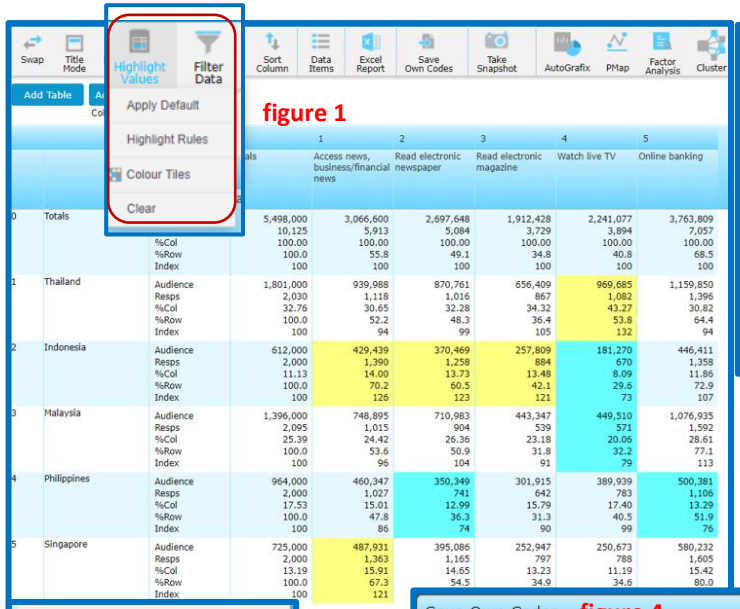
Own codes is used for saving sets of columns or rows that you wish to re-use eg. a selection of media, or some demographics, or just some complex coding that your client likes to use describe their brand's target audience. To save, you click on **Own Codes** (top right) **figure 3** and then give a memorable 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.



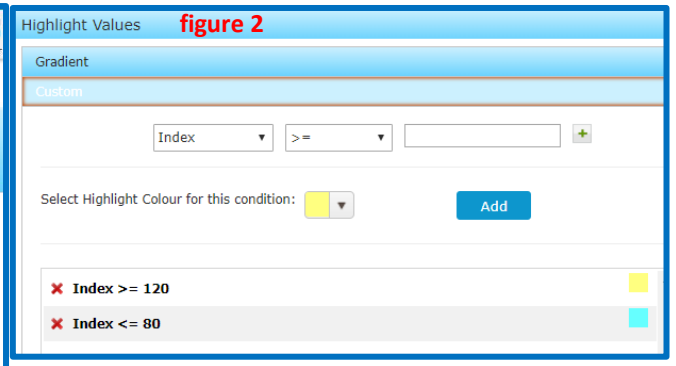
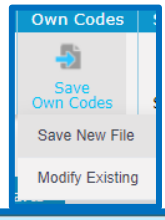
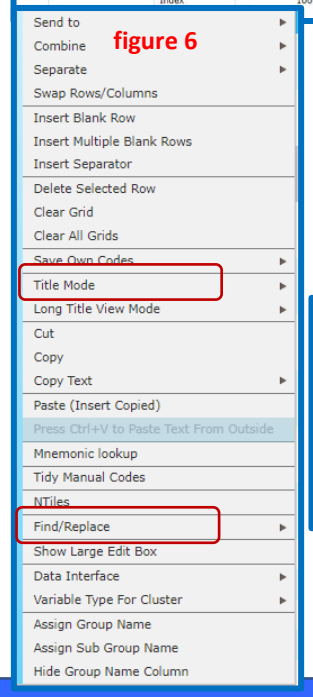
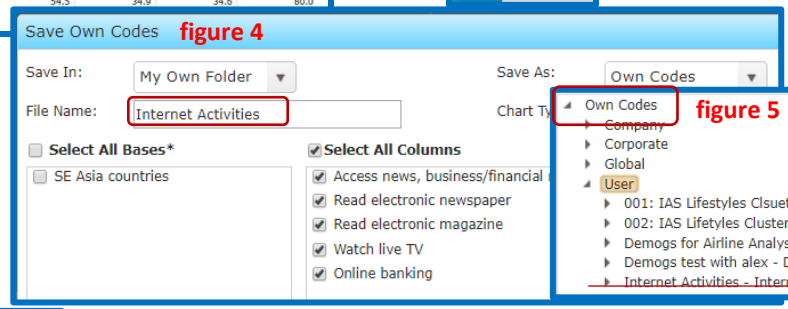


figure 3







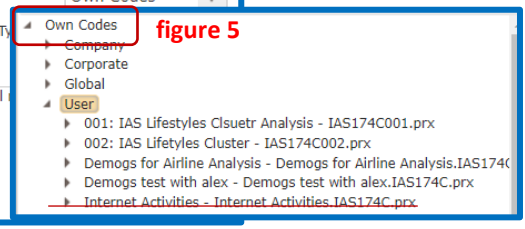
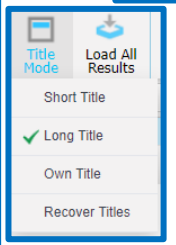
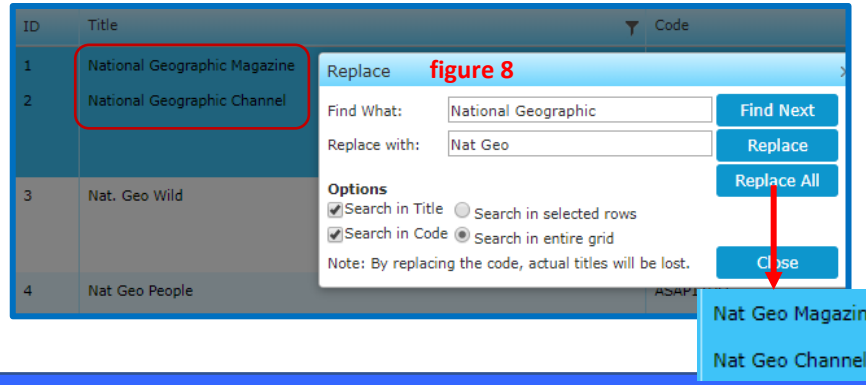


figure 7





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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

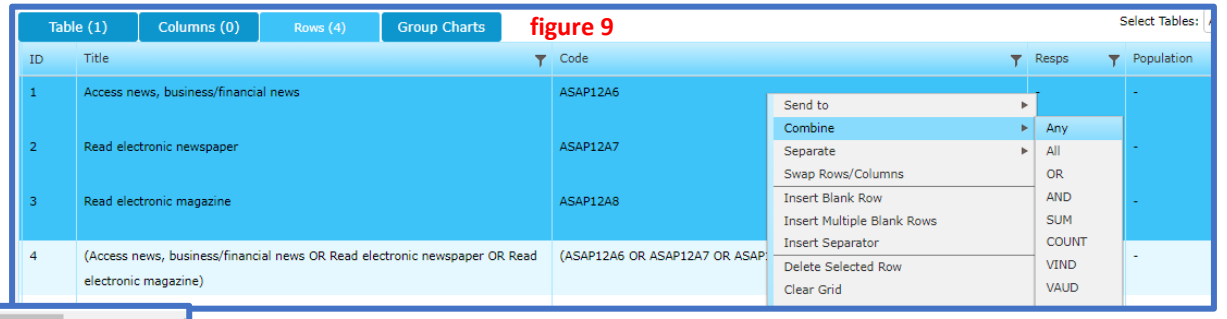


figure 10

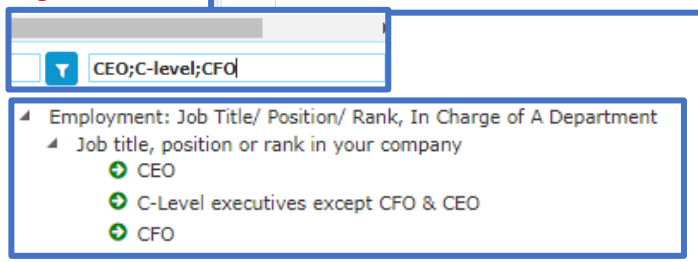
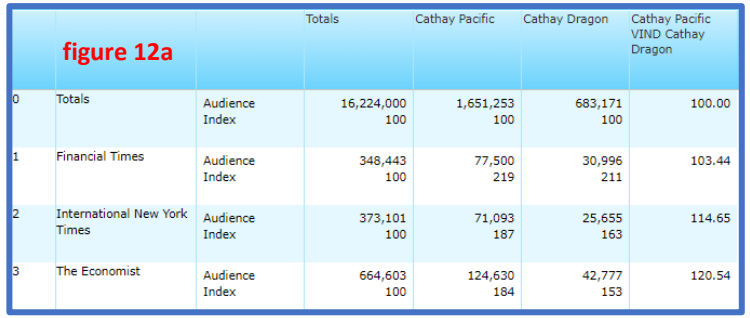


figure 11

figure 12a



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

figure 12b

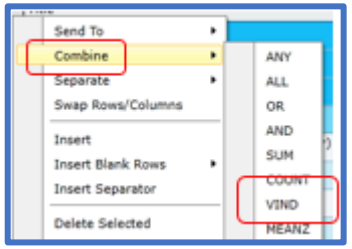


figure 13

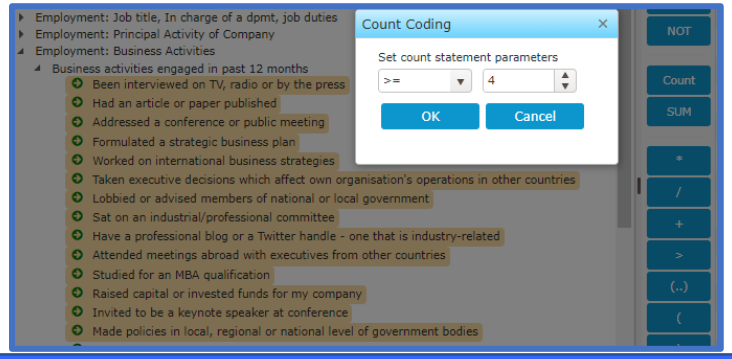
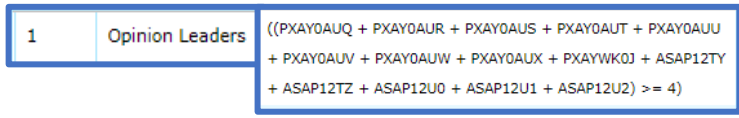


figure 14



1	Opinion Leaders	((PXAY0AUQ + PXAY0AUR + PXAY0AUS + PXAY0AUT + PXAY0AUU + PXAY0AUV + PXAY0AUW + PXAY0AUX + PXAYWK0J + ASAP12TY + ASAP12TZ + ASAP12U0 + ASAP12U1 + ASAP12U2) >= 4)

HOW DO I? Repertoire Analysis

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

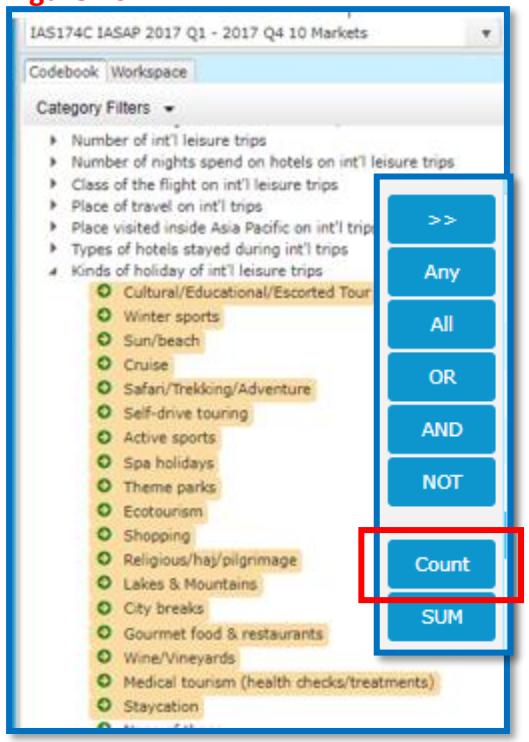


figure 17

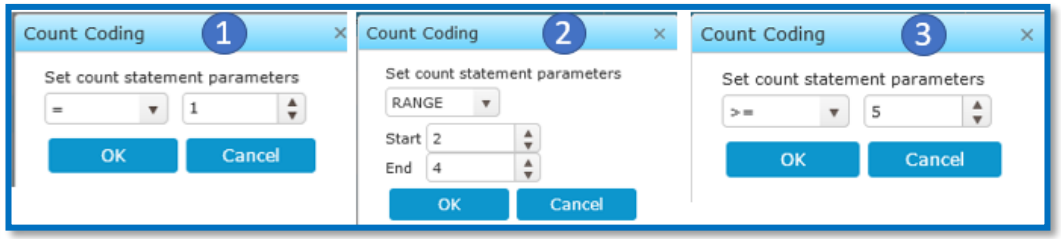


figure 15

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

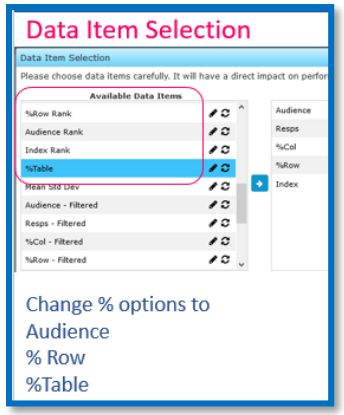



figure 18