

HOW DO I? Create separate charts for individual demographics?

Autografix can also be used for hunting for stories about how one brand or media can do better than another for certain targets. For this type of analysis. The columns are demographics and the rows the brands that are being explained.

- 1. Rows** - put in all the different social media platforms **Figure 1**
- 2. Columns** - Select the groups **Country, Age, Gender, Education, Classification and Household Income**
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.

Figure 1 Rows

- Media: Internet Access
 - Internet Access
 - Social Media: Time Spent in P7D
 - Social Media: P7D usage
 - Facebook
 - Twitter
 - Google+
 - Instagram
 - Snapchat
 - Pinterest
 - Linkedin
 - Wechat
 - Periscope
 - Kakaostory
 - Band
 - YouTube
 - Tumblr

Figure 2 Cols

- Demographics
 - All Sample
 - Country Code (Market)
 - Age
 - Marital Status
 - Gender
 - Citizenship
 - Job duties
 - Ethnic origin (Malaysia only)
 - Day Of Interview
 - Demographics: Education
 - Highest attained education level
 - Demographics: Language
 - Demographics: Classification
 - Classification
 - Demographics: Income (US\$)
 - Monthly Household Income (US\$)
 - Monthly Personal Income (US\$)

- 3. Resulting crosstab** **Figure 3**
- 4. Go into Group Charts** and leave the default chart as a vertical bar **Figure 4**, but edit the settings a bit.
- 5. Set up the Panel settings** as in **Figure 5** You will then need to select **Yes** to **Separate Target Groups** and also if using as a Storyfinder, then Sort each of the charts into **Descending order**.

- 6. Go to the Crosstab** interface and then select the **add-on Autografix** icon **Figure 6**.

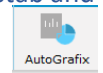


Figure 3 Crosstab

	Totals	Thailand	Hong Kong	Indonesia	Malaysia	Philippines	Singapore	Taiwan	India	South Korea	Australia
Totals	Audience 16,224,000	1,801,000	1,410,000	612,000	1,396,000	964,000	725,000	2,122,000	2,597,000	2,288,000	2,309,000
	Resps 21,946	2,062	2,060	2,000	2,060	2,000	2,000	2,000	3,364	2,000	2,400
	%Col 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	%Row 100.0	11.1	8.7	3.8	8.6	5.9	4.5	13.1	16.0	14.1	14.2
	Index 100	100	100	100	100	100	100	100	100	100	100
Facebook	Audience 13,406,530	1,688,207	1,310,203	531,488	1,312,168	942,932	637,526	1,894,637	2,145,844	1,261,381	1,682,144
	Resps 18,667	1,931	1,938	1,769	1,913	1,954	1,738	2,898	2,898	1,117	1,707
	%Col 82.53	93.74	92.92	85.84	93.99	97.81	87.93	89.29	82.53	55.13	72.85
	%Row 100.0	12.6	9.8	4.0	9.8	7.0	4.8	14.1	16.0	9.4	12.5
	Index 100	113	112	105	114	118	106	108	100	67	88
Twitter	Audience 4,645,688	886,376	223,188	258,603	441,582	469,697	145,474	228,527	1,088,728	453,734	449,779
	Resps 7,752	1,171	441	963	736	1,022	496	276	1,691	460	506
	%Col 28.63	49.22	15.83	42.26	31.63	48.72	20.07	10.77	41.92	19.83	19.48
	%Row 100.0	19.1	4.8	5.6	9.5	10.1	3.1	4.9	23.4	9.8	9.7
	Index 100	172	55	148	110	170	70	38	146	69	68
Google+	Audience 5,374,611	929,476	459,107	207,603	665,183	522,473	195,121	712,127	1,203,390	138,137	341,995
	Resps 8,289	1,112	760	912	956	1,152	580	658	1,739	133	387
	%Col 33.13	51.61	32.56	33.92	47.65	54.20	26.91	33.56	46.34	6.04	14.81
	%Row 100.0	17.3	8.5	3.9	12.4	9.7	3.6	13.2	22.4	2.6	6.4
	Index 100	156	98	102	144	164	81	101	140	18	45
Instagram	Audience 7,843,291	1,117,507	682,298	447,878	808,700	562,063	385,540	839,912	1,341,076	851,481	806,835
	Resps 11,879	1,374	1,149	1,519	1,199	1,233	1,071	769	1,979	776	820
	%Col 48.34	62.05	48.39	73.18	57.93	58.31	53.18	39.58	51.64	37.22	34.94
	%Row 100.0	14.2	8.7	5.7	10.3	7.2	4.9	10.7	17.1	10.9	10.3
	Index 100	128	100	151	120	121	110	82	107	77	72
Snapchat	Audience 1,438,591	143,062	95,244	52,516	130,842	161,212	47,353	42,227	448,735	46,412	270,979
	Resps 2,742	275	207	304	216	383	184	62	743	49	319
	%Col 8.87	7.94	6.75	8.58	9.37	16.72	6.53	1.99	17.28	2.03	11.74
	%Row 100.0	9.9	6.6	3.7	9.1	11.2	3.3	2.9	31.2	3.2	18.8
	Index 100	90	76	97	106	189	74	22	195	23	132
Pinterest	Audience 1,891,148	257,319	80,329	89,339	188,943	268,404	108,667	45,509	451,778	83,348	317,512
	Resps 3,039	373	125	321	271	560	314	51	640	72	312
	%Col 11.66	14.29	5.70	14.60	13.53	27.84	14.99	2.14	17.40	3.64	13.75
	%Row 100.0	13.6	4.2	4.7	10.0	14.2	5.7	2.4	23.9	4.4	16.8
	Index 100	123	49	125	116	239	129	18	149	31	118
Linkedin	Audience 3,859,575	331,587	241,205	162,453	499,688	388,403	277,809	203,897	957,504	56,846	740,183
	Resps 6,357	548	488	602	635	800	809	257	1,306	68	844
	%Col 23.79	18.41	17.11	26.54	35.79	40.29	38.32	9.61	36.87	2.48	32.06
	%Row 100.0	8.6	6.2	4.2	12.9	10.1	7.2	5.3	24.8	1.5	19.2
	Index 100	77	72	112	150	169	161	40	155	10	135

Figure 4

Tables (1) Columns (25) Rows (13) Group Charts

1 Media: Internet Access :: Social Media: P7D usage Vertical Bar Chart

Figure 5

AutoGrafix Panel Settings

Group Name: Social Media: P7D usage

Primary Data-Item: %Col

Secondary Data-Item: None

Chart Title: Social Media: P7D usage

Top Rows Count: 50

Sort Column: Primary

Show Chart Label:

Show Data Grid:

Decimal Places: 1

Primary Chart Type: Vertical Bar Chart

Secondary Chart Type: None

No. Of Char In Axis Label: 250

Axis Label Angle: 130

Column Sort Order: Descending

Flag Low Resp:

Hide Chart Legend:

Swap Data:

Create Separate Charts For Each Target:

Figure 6

Telmar's SurveyTime

Add Ons

AutoGrafix PMap F.A. Cluster Correspondence

HOW DO I? Create separate charts for individual demographics?

7. After selecting the **Autografix** icon, the 25 charts (one for each column) come out on the dashboard.

Figure 7. The first four charts shown here are for the first 4 areas :-

1	2	3	4
Thailand	Hong Kong	Indonesia	Malaysia

8. Use the **Settings Menu** and **Application Settings** **Figure 8** to select the company template. **Figure 8a.** This will be remembered for next time. Also you can **highlight** a particular brand and set the colours. Here we highlighted Twitter in Red and set the other social media bars to grey. **Figure 8b.**

9. Then hit **Export to PPT.** **Apply Application Colours** to keep the red and grey colour **Figure 9.**

10. Then the 25 charts will be all displayed in Powerpoint for you **Figure 10.** You can see how Twitter ranks differently for each country.

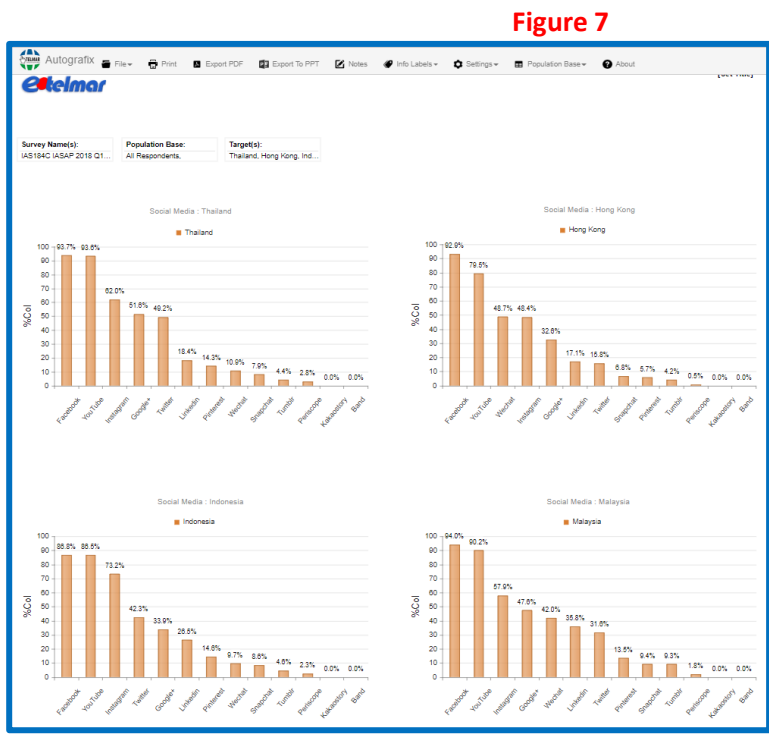
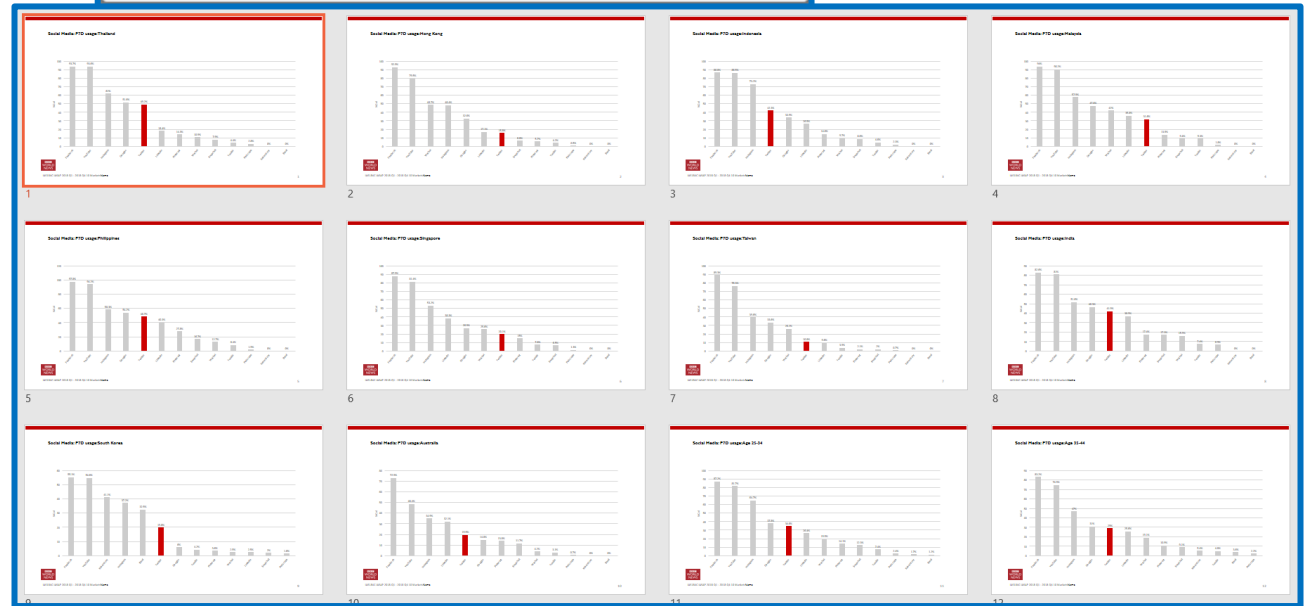


Figure 8

Figure 8a (Company template area)

Figure 8b (Highlight area)

Figure 9



HOW DO I? Combine group names

Within the coding grid of SurveyTime you will find a column called GroupName; this section does exactly that, it creates groups. The rule of this column is; same group name same chart, different group name different chart. This feature allows you to personalise how you view your data and in turn build your own story.

In this example we will be viewing the difference between 3 types of publication reading, daily, weekly and monthly but we want them to be together on the same chart, so the Group Name must be the same for both categories.

1. Rows - Add the two types of TV Media Usage HML for TV Time Spend and Cable / Satellite TV – Frequency to your rows **Figure 1**

2. Columns - Select the groups Country, Age, Gender, Education, Classification and Household Income (as in the example described on page 1) **Figure 2**

3. Go into the coding grid, Rows tab and highlight the 7 rows and then Right Click and select Assign Group Name **Figure 3**. change their 'GroupName' to International Publications. **Figure 4**. You will see the name change in the row grid **Figure 5** and then in the Group Charts tab **Figure 6**

5. Now select your chart type(s) in the Group Charts you will also see that the Group Name has now been changed **Figure 6**

6. Set up the Panel settings as described before (on Page 1 Figure 5). Selecting Yes to Separate Target Groups and Sorting each chart into Descending order.

7. Figure 7 shows the Autografix chart with the 3 different periods daily, weekly, monthly all in the same chart.

Figure 1 Rows

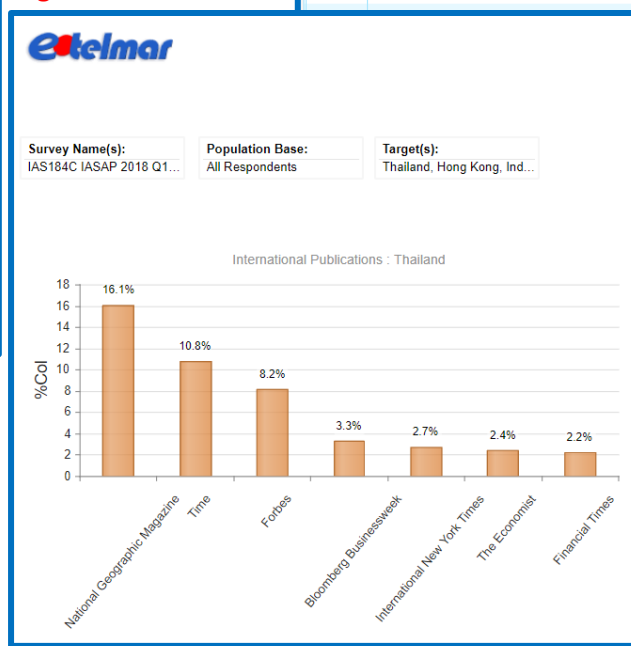
- Publications (Probabilities): A.I.R. (Grouped By Frequency)
 - ▶ Daily Newspaper
 - ▶ Weekly Newspaper
 - ▶ Weekly Magazine
 - ▶ Tri-Weekly Magazine
 - ▶ Monthly Magazine
 - ▶ Bi-Monthly Magazine
 - ▶ Monthly Inflight Magazine

Tables (1)	Columns (25)	Rows (7)	Group Charts
	Group Name		
1	Publications (Probabilities): A.I.R. (Grouped By Frequency)	:: Daily Newspaper	
2	Publications (Probabilities): A.I.R. (Grouped By Frequency)	:: Weekly Magazine	
3	Publications (Probabilities): A.I.R. (Grouped By Frequency)	:: Monthly Magazine	

Figure 2 Cols

- Demographics
 - ▶ All Sample
 - ▶ Country Code (Market)
 - ▶ Age
 - ▶ Marital Status
 - ▶ Gender
 - ▶ Citizenship
 - ▶ Job duties
 - ▶ Ethnic origin (Malaysia only)
 - ▶ Day Of Interview
- Demographics: Education
 - ▶ Highest attained education level
- Demographics: Language
 - ▶ Classification
- Demographics: Classification
 - ▶ Classification
- Demographics: Income (US\$)
 - ▶ Monthly Household Income (US\$)
 - ▶ Monthly Personal Income (US\$)

Figure 7



Tables (1)	Columns (25)	Rows (7)	Group Charts
ID	Title	Code	
1	Financial Times ~ Daily Newspaper	PX00VA	Send to
2	International New York Times ~ Daily Newspaper	PX00VB	Combine
3	The Economist ~ Weekly Magazine	PX00WU	Separate
4	Time ~ Weekly Magazine	PX00WZ	Swap Rows/Columns
5	Bloomberg Businessweek ~ Weekly Magazine	PXWNK9	Insert Blank Row
6	Forbes ~ Monthly Magazine	PXWNE1	Insert Multiple Blank Rows
7	National Geographic Magazine ~ Monthly Magazine	PX00X8	Insert Separator
8			Delete Selected Row
9			Clear Grid
10			Clear All Grids
11			Save Own Codes
12			Title Mode
13			Long Title View Mode
14			Cut
15			Copy
16			Find/Replace
17			Show Large Edit Box

Figure 4

Assign Group Name

Group Name

OK Cancel

Figure 5

Group Name
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications
International Publications

Figure 6

Tables (1)	Columns (25)	Rows (7)	Group Charts
	Group Name		Chart Type
1	Publications (Probabilities): A.I.R. (Grouped By Frequency)	:: International Publications	Vertical Bar Chart