

HOW DO I? Create a P-Map?



P-Maps provides an “XY graph” directly from SurveyTime. It is a useful aid for categorizing media or brands. The circles (representing the rows) can be resized to show the brand sizes and the data are positioned by default according to their index.

Main Features of P-Maps:

- A quick and easy way to obtain an instant overview of a market
- Graphs are plotted directly from SurveyTime
- Full-colour graphs
- Brand sizes can be represented by different sized circles
- Ability to customise the appearance of your P-Map
- Option of exporting your P-Map into PowerPoint or a similar graphics package

For this example, we are going to use a P-Map to determine which **age groups** and **household income** groups do different types of **technology and mobile application** activities.

Source: IAS184C Ipsos Affluent Asia 2018 Q1 to 2018 Q4

a: Launch SurveyTime and select the latest survey. Input all respondents who have an Internet Access as a **Table Base** (through **Add Table** button) (**Figure 1**). This is the population you are going to look at.

b: Input **Technology and Mobile Application** regular activities as your **rows** (**Figure 2**).

c: Your **column** inputs will determine your **X and Y axis**. We advise using inputs like age, social grade, income or media imperatives. For this example, we have used **AGE 45-64 (the X-Axis)** column 1 **Vs. MONTHLY HHI INCOME US\$ 5,000+ (the Y-Axis)** column 2 (**Figure 3a**). Use the ‘OR’ function when you drop the ages onto the **Add Column** button.

Edit the column labels afterwards for tidiness (**Figure 3b**)

Figure 4 shows the resulting crosstab.

Figure 1

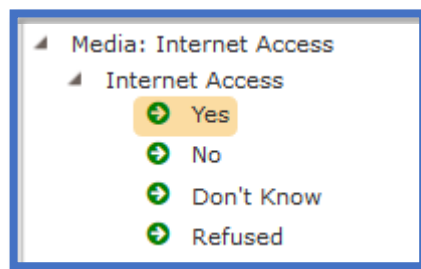


Figure 3a

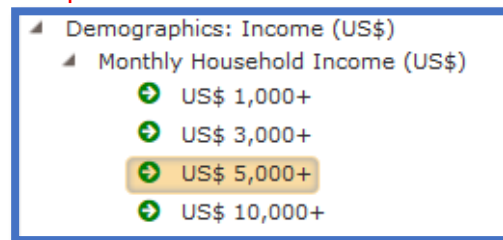
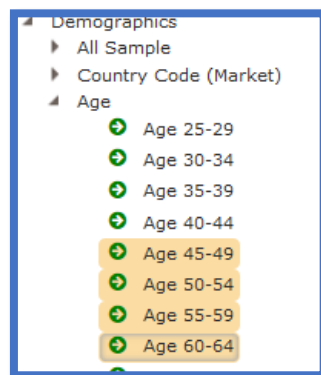


Figure 3b

TIP: Amend the column titles to make them easier to read by right clicking and selecting ‘rename’. Alternatively, click on ‘Title Mode’ in the top bar and select ‘Short Title’.

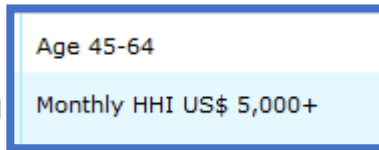


Figure 2



Figure 4

			0	1	2
			Totals	Age 45-64	Monthly HHI US\$ 5,000+
0	Totals	Audience	16,224,000	6,643,628	7,844,308
		Resps	21,946	7,851	9,910
		%Col	100.00	100.00	100.00
		%Row	100.0	40.9	48.4
		Index	100	100	100
1	Use email	Audience	13,200,972	5,618,263	6,548,693
		Resps	17,699	6,601	8,185
		%Col	81.37	84.57	83.48
		%Row	100.0	42.6	49.6
		Index	100	104	103
2	Access/update social networking site or professional networking site	Audience	9,969,361	3,888,766	4,799,062
		Resps	13,617	4,749	6,068
		%Col	61.45	58.53	61.18
		%Row	100.0	39.0	48.1
		Index	100	95	100
3	Access news, business/financial news	Audience	9,375,638	4,020,804	4,822,424
		Resps	13,083	4,969	6,241
		%Col	57.79	60.52	61.48
		%Row	100.0	42.9	51.4
		Index	100	105	106
4	Read electronic newspaper	Audience	7,601,010	3,227,772	3,725,866
		Resps	11,117	4,078	5,156
		%Col	46.85	48.58	47.50
		%Row	100.0	42.5	49.0
		Index	100	104	101
5	Read electronic magazine	Audience	4,840,953	1,896,241	2,210,911
		Resps	8,041	2,729	3,407
		%Col	29.84	28.54	28.18
		%Row	100.0	39.2	45.7
		Index	100	96	94
6	Online banking	Audience	11,491,117	4,790,914	5,635,061
		Resps	15,682	5,694	7,299
		%Col	70.83	72.11	71.84
		%Row	100.0	41.7	49.0
		Index	100	102	101

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d: Use the arrow on the tool bar in the top right of the screen to move across to the **Add Ons** section, and select **PMap** (figure 5).

e: Choose the variable you wish to display on the graph - the program defaults to index. The columns assigned to the X and Y axis can also be changed on this screen (figure 6).

f: Once the P-Map has loaded, your X and Y axis have automatically been labelled for you. The **X-axis is Age** and the **Y-axis is monthly Household Income** (figure 7). The axis labelling has been extracted from SurveyTime, so it is important to have neat titles within SurveyTime.

Figure 7 shows the results plotted (positioned) by Index. You can see that ewallet (85) and read electronic magazine (96) have low indices against Age 45-64 (figure 8). This means that users of ewallet or readers of electronic news are activities less likely to be done by an Age 45-64 target.

g: The way in which the resulting P-Map is displayed can be edited using tools in the bar along the top of the screen. For example, by clicking on the **Options** drop down menu, you can choose for the results to be displayed using **Weighted Symbols** (figure 9). This will weight the bubble according to its audience size (figure 10).

h: The PMap image can't be directly sent to Powerpoint, like other Telmar charts in SurveyTime, but if you take the File prompt at the top left of the screen (figure 11), then you can **export** the chart **as an image** which creates a .png file and then import into Powerpoint as a portable networks graphics file.

Figure 5

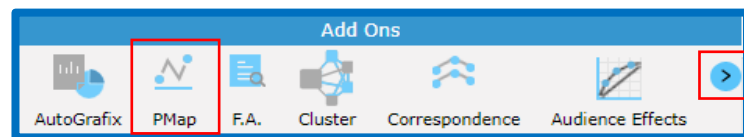


Figure 7

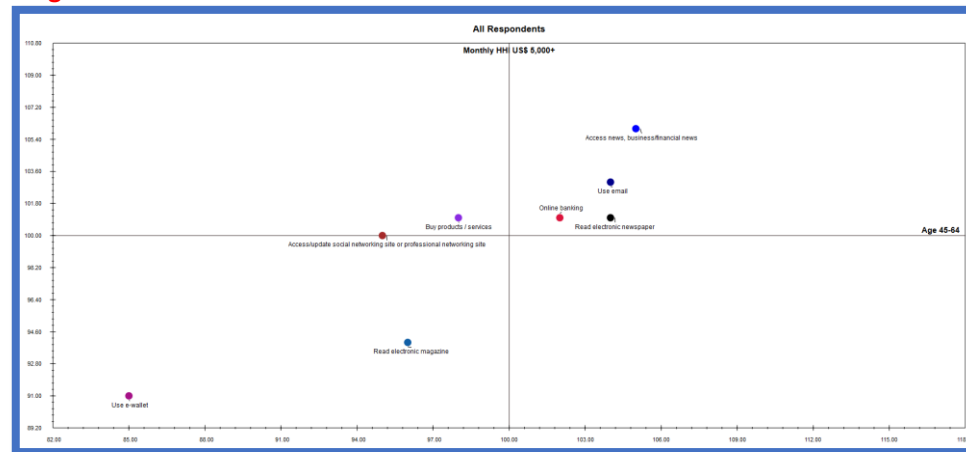


Figure 9

Figure 10

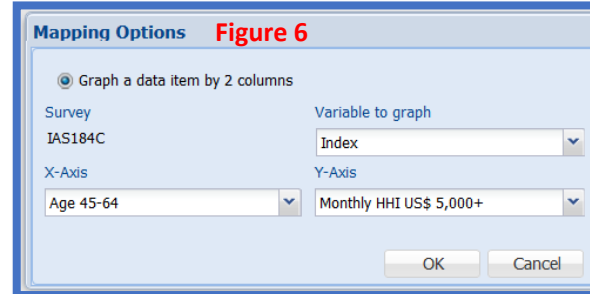
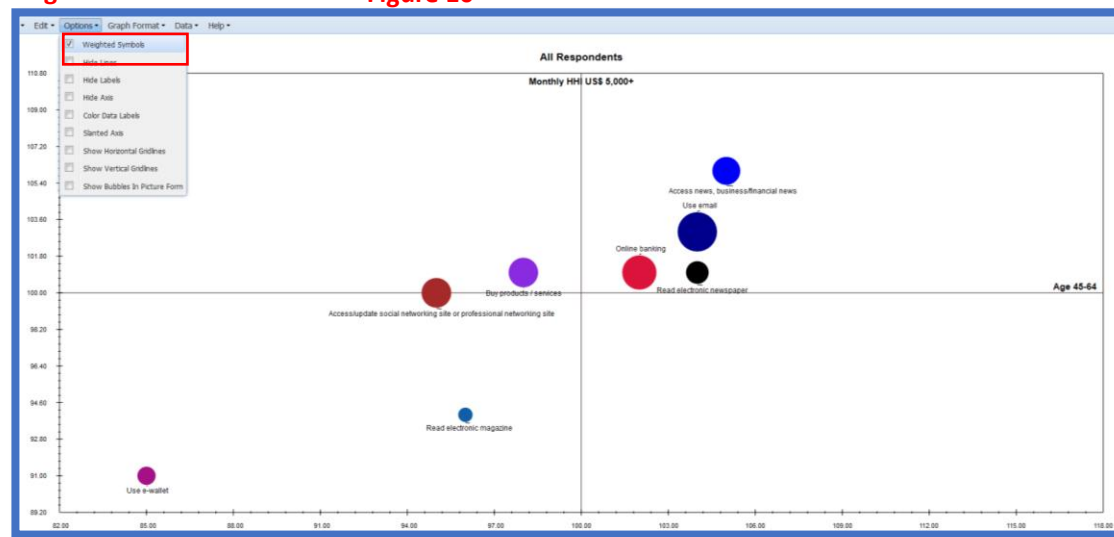


Figure 8

	Totals	Age 45-64	Monthly HHI US\$ 5,000+
	Index	Index	Index
Totals	100	100	100
Use email	100	104	103
Access/update social networking site or pro...	100	95	100
Access news, business/financial news	100	105	106
Read electronic newspaper	100	104	101
Read electronic magazine	100	96	94
Online banking	100	102	101
Buy products / services	100	98	101
Use e-wallet	100	85	91

Figure 11

