

HOW DO I? Use the Search Box in SurveyTime

This guide shows you how to use the Search Option to code more efficiently

Source: IAS184C IASAP 2018 Q1 to 2018 Q4 10 markets.

There are two Search boxes below the Codebook in SurveyTime

1) the box on the left is the **Filter box** and

2) the box on the right is the **Search box**

The **Filter Box** is used to find the main overall category heading, eg, the TV section

The **Search box** works underneath the selected TV category section and is more precise. eg, Freq will find the TV frequency questions

Figure 1 – How to use the **Filter box** to look for the media TV section and the **Search box** to look for Frequency questions

Figure 2 – open up the question to get an idea what the answers are.

put “every day” in the **Search box**

Figure 3 - Highlight **Frequency of Watching** at the top and push across all channels across at once

Figure 4 – Results of Crosstab of watching each **TV channel every day**.

Tip:

Figure 5 - You can use multiple words in the **Search box**.

For example highlight the section TV Channels -Viewership in P30D, and you can use the **Search box** to search for BBC;CNN;CNBC;Bloomberg. Just use a semi colon to separate the words used in the search.

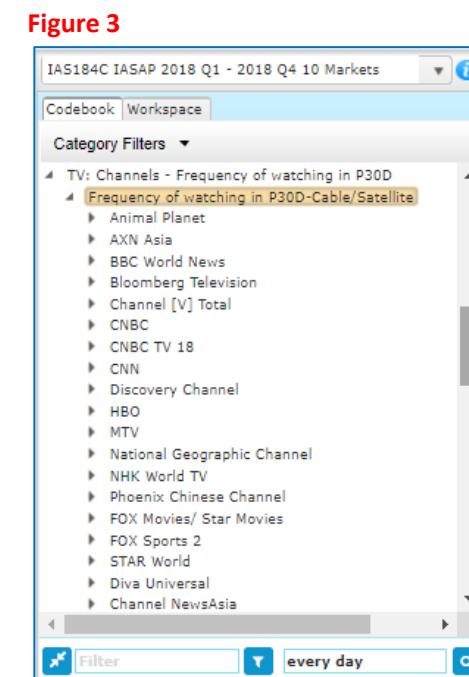
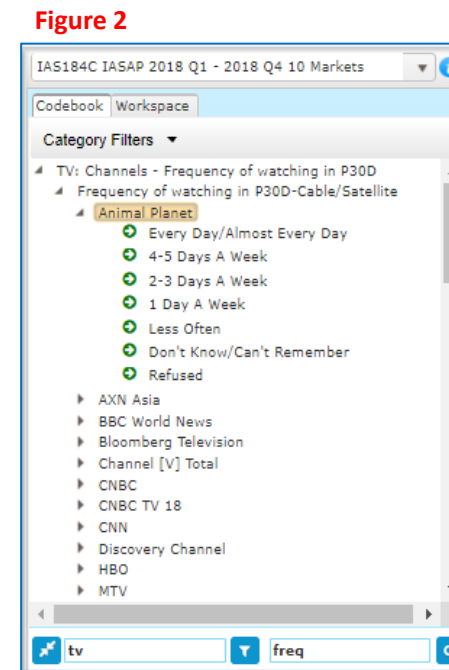
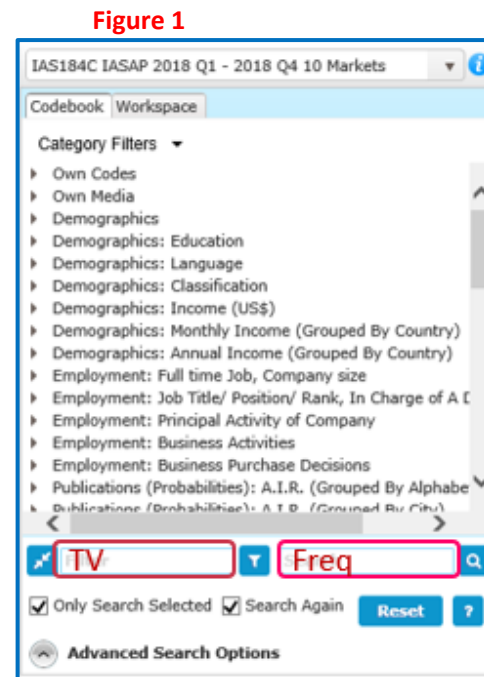


Figure 4 shows the SurveyTime interface with the Crosstab results of watching each TV channel every day. The Crosstab table is displayed with columns for Audience, Resps, %Col, %Row, and Index. The rows represent different TV channels and their frequency of watching.

	Audience	Resps	%Col	%Row	Index
Totals	16,224,000	21,946	100.0 %	100.0 %	100
Every Day/Almost Every Day ~ Animal Planet	609,427	1,222	3.8 %	100.0 %	100
Every Day/Almost Every Day ~ AXN Asia	482,890	1,106	3.0 %	100.0 %	100
Every Day/Almost Every Day ~ BBC World News	745,854	2,053	4.6 %	100.0 %	100
Every Day/Almost Every Day ~ Bloomberg Television	313,363	994	1.9 %	100.0 %	100

