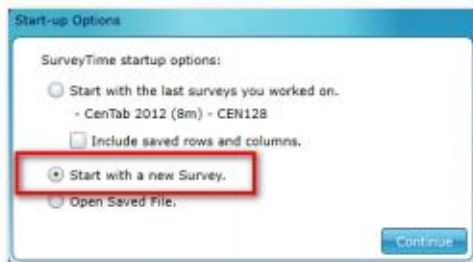


Telmar's SurveyTime program includes a Mapping Add-on module that makes it very quick and easy to visualize your data on at the State, DMA, and County level.

Create a Map using SurveyTime

Note: This function is only available if the selected survey has been setup for mapping. Currently the only surveys that have mapping available are the US Census, MRI Market by Market, and Scarborough USA+

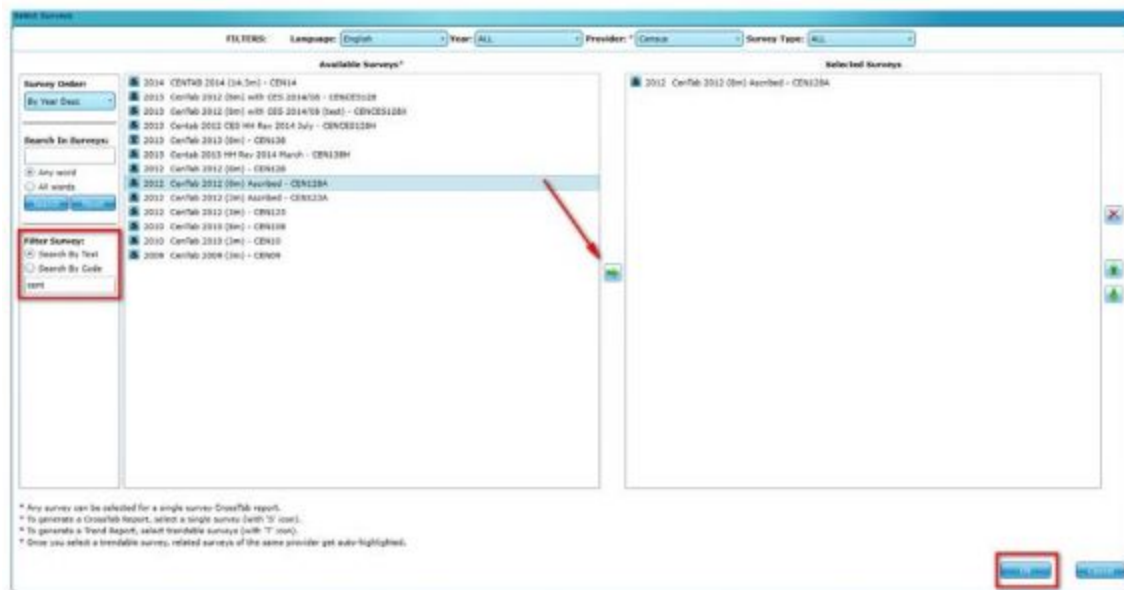
Launch SurveyTime from the link on eTelmar. You will be automatically logged into SurveyTime, and the startup dialog will appear.



Choose the option for **Start with a new Survey**. Click the Continue button to proceed.

The **Select Surveys** window will appear. Under the **Filter Survey** section of the **Select Surveys** window, type **"CENT"**. This will quickly filter the entire list to only display the CenTab surveys.

Select the 2012 "Centab 2012 (8m)" survey, which corresponds to survey code CEN128; Click the arrow to move it to the right.



Click OK to proceed to the main coding results window.

For further information, please call your Telmar client service representative or email accountservices@telmar.com

NEW YORK

☎ 212 725-3000

CHICAGO

☎ 312 840-8563

DALLAS

☎ 214 973-5920

LOS ANGELES

☎ 310 575-4880

TORONTO

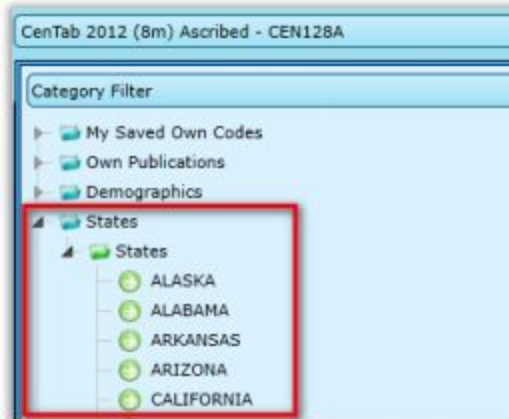
☎ 416 487-2111

MONTREAL

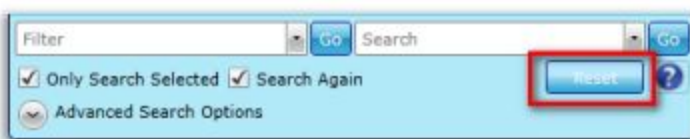
☎ 514 206-4546

The Geographic codes for mapping must always go into the Rows. Double-click to open up the category for "States". There are several ways to add these codes to the coding grid.

Note: One could map the DMAs or Counties as well. But, do not mix across the different locations. (e.g. do not combine across the DMAs and States.)



- Right-Mouse click on the category **States**, and on the pop-up menu, click **Add Selected to Rows**.
- Drag the Category "States" to the **Add Row** button and drop it.
- Click once to highlight/select the category **States**, and then click once directly on the **Add Row** button.



Click Reset on the survey category screen. This will reset all sections of the codebook back to the original view.

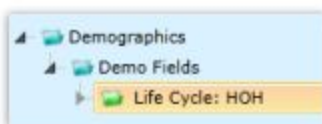
In the survey category screen, type the word **demo** into the **filter** field and click the **Go** button. This will look at the top-line categories. You should be left with only **Demographics**.



In the search category screen, type the word **life** into the **search** field, and click on the **Go** button.

The resulting data will automatically be updated as the user scrolls throughout the report. You may add anything in the columns you wish. For this example, we will use Life Cycle demographics.

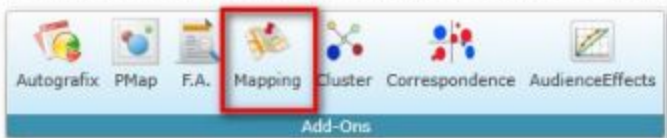
This will look inside the remaining Demographics category, and present you with just Life Cycle: HOH.



Add the codes to the columns in the same way as you did the Rows. The data will automatically start to load into the results screen.



Now click on the button at the top of the window for "Mapping."

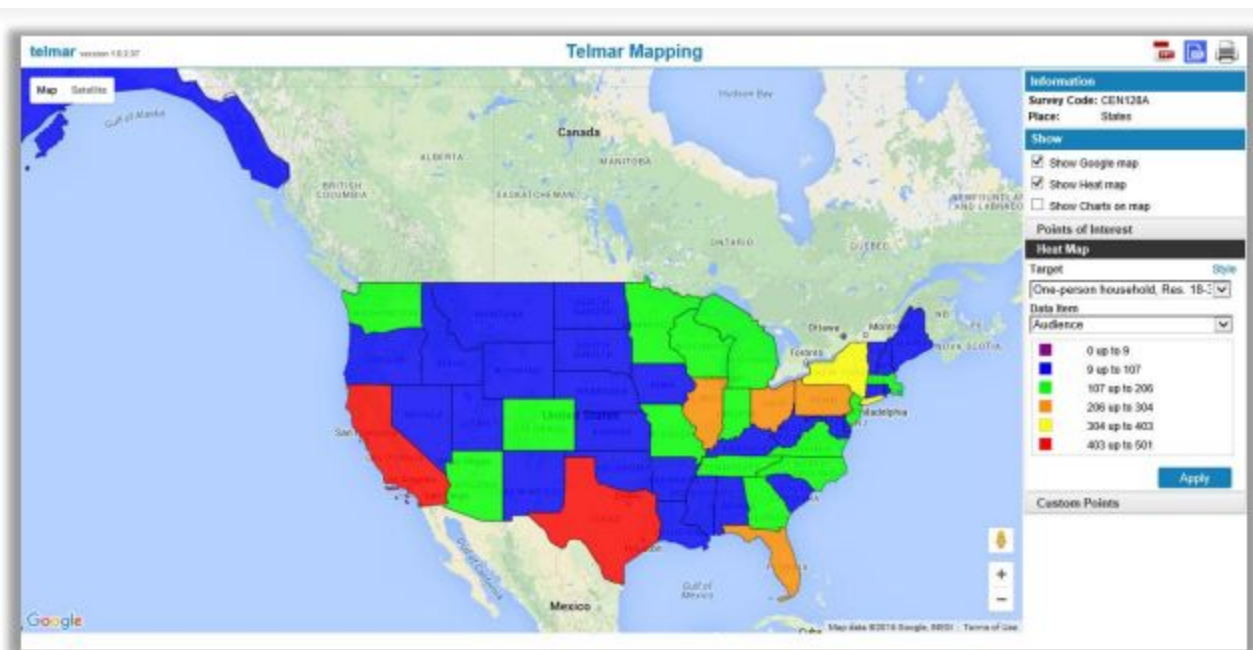


Note: This button will only display if you are working with a Survey that allows for this function.

If the user has not downloaded all of the data at this point, SurveyTime will automatically complete the rest of the data, and then present the map.

Please be patient as it may take a moment depending on how many columns you are mapping.

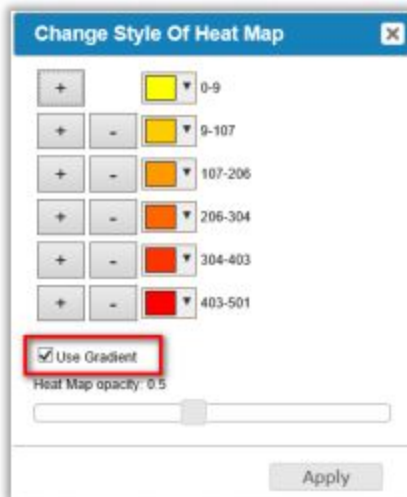




Using the drop-down menus for **Target** and **Data Items**, will update the map accordingly.

Working with the Heat Maps

By default Heat maps are the default view for maps. They are most effective when displayed as a color scale. To change the scale, click on the **Style** button under the Heat map control panel on the right.



Place a check mark next to the option **Use Gradient**.

To select the colors for the range, click the down arrow on the first box and choose a color. Then choose a color for the last box in the color range.

Change the opacity with the scrollbar.

Click Apply.



Use the drop-down **Target** selection list in the **Heat Map** control panel, to toggle between targets. Click **Apply** to update.

Use the drop-down **Data Item** selection list, in the **Heat Map** control panel, to choose the item to map on. Click **Apply** to update.