HOW DO I create a pie chart based on total time spend on different media using TouchPoints and SurveyTime



Add Rov

Rows 4

Audience(000)

Audience(000

Resps

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Index

Resps

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Index

Source: TPT17 IPA TouchPoints 2017

- In SurveyTime, select the TouchPoints survey by using a) the Filter Survey box.
- b) Enter your target as the table base. If you don't, it will default to all adults. If you want to pick another target, highlight it and add it to Table in the coding grid (and remove all adults), or click Add Table in CrossTab (figure1). For this example, we will use age 15-34.
- We need to add wild card codes as columns and rows. c) Within 'Diary Wildcard: Location/Activity/Who With etc.', expand 'Media - Commercial Media Summaries', and select TV, internet, social networking and out of home, and add to the Rows (figure 2).
- Select short titles, from **Title Mode**, to tidy up the title d) labels (figure 3). Press Reset in the code book, to reset the search (figure 4).
- Expand 'Diary Wildcard: Time Codes', and then open e) 'Gross 1/2 Hour Claims (For Share)'. Add 'Mon-Fri' to your Columns (figure 5).
- We can now look at the data in Charts (figure 6). f)

TIP: What are Wild Cards? Times and activities need to be related to each other, e.g., what someone was doing, when and for how long - like a 2 piece jigsaw. The user needs to put the activity together with the time(s) that the people were doing it to understand what and when.

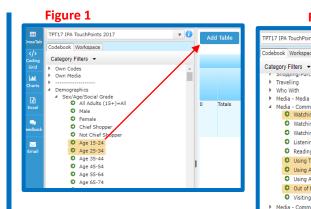


Figure 3

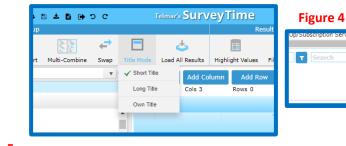


Figure 5 PT17 IPA TouchPoints 2017 v 🚺 Add Table Add Columr Add Row Codebook Workspace Cols 1 Rows 4 Category Filters -0 1 Diary Wildcards: Time Codes Totals Mon-Fri Reach By Day/Week Gross 1/2 Hour Claims (Ea Share) Mon-Sun Mon-Fri Totals 0 Audience(000) 7,252 1,740,584 Sat-Sun 7,513 7,513 Resps Monday %Co 100.0 100.0 Tuesday %Row 100.0 24,000.0 Wednesday Index 100 100 O Thursday Watching Any non-BBC Audience(000 7,252 78,830 Broadcast TV Channel Friday Resps 7,513 5,562 (Live Or Recorded, Any %Col 4.5 Saturday 100.0 Device) %Row 100.0 1.086.9 Sunday

Figure 6

Reset ?

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Cols 0

Watching Any non-BBC

Broadcast TV Channel

(Live Or Recorded, Any %Col

TV/Video/Radio/Audio/N Resi

Using The Internet for Audience(000

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_	Mon-Su
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2	Tuesday
Feedback	Wednes

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Figure 2

PT17 IPA TouchPoints 2017

SHODDING/PUTCHASIN

Media - Media Summaries

Media - Commercial Media Summaries

Out of Home (OOH)

Visiting The Cinema

Media - Communicating/Social Media

Listening to Commercial Radio

O Watching Any non-BBC Broadcast TV Channel (Live Or Recorded, Any Device)

Watching Any non-BBC TV Channel Online (Live Not On TV Set, or Catch-Up O

O Watching Any non-BBC TV Channel Online (Live or Catch-Up, Not On TV S

O Using A Social Networking Site/App e.g. Facebook, Twitter, Instagram

Reading Any Newspaper Or Magazine (Print or Digital)

Using A Messaging Service/App e.g. Whatsapp, Snapchat

O Using The Internet for TV/Video/Radio/Audio/News

odebook Workspace

Travelling

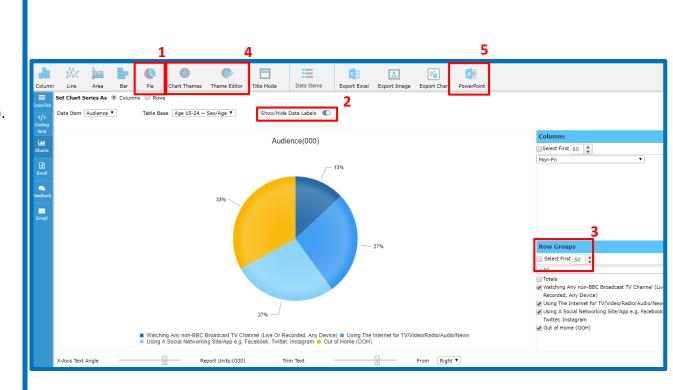
Who With

- g) Tidy the chart following the instructions below:
 - ✓ Select pie chart (1).
 - ✓ Show or hide chart labels (2).
 - ✓ Select first 50 rows (if not all rows shown) (3).
 - ✓ Choose chart themes (4).
 - ✓ Export to PowerPoint (5).

What does the data show?

The data shows the percentage of the total half hours logged by participants, between Mon-Fri, for an activity.

e.g., between Mon-Fri, when compared to the other commercial media in figure 2, Out of Home takes up 33% of time.



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