# IPA TouchPoints Hub User Manual

2010

Crosstab Only





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Which day of the week do you go shopping, those with children vs those without (non-wildcard)?
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# INTRODUCTION

IPA Touchpoints is a major new research study which seeks to improve the industry media research tools available to communication planners, buyers and sellers.

# IPA Touchpoints survey

The chosen methodology consists of respondents completing two key tasks. The first is the completion of an extensive self-completion questionnaire and the second is the completion of a 7-day, PDA based media activity diary which is completed on a half hourly basis.

The self-completion questionnaire covers detailed questions on the following:

- television
- press (national newspapers, regional newspapers and magazines)
- radio
- outdoor (roadside, transport and ambient)
- cinema
- on-line
- SMS
- event sponsorship
- direct

The questionnaire also collects extensive classification, shopping and lifestyle/attitude data.

# Who is doing what, where, when and with whom?

Each Touchpoint respondent will register the time that they spend watching television, listening to the radio, reading newspapers and magazines, using the Internet and travelling by half hour across a week through PDA based half hour diaries.

The PDA diary collects data on the following

- location
- who they are with
- main activity they are undertaking
- what media they are using
- mood

The universe of the survey is all adults aged 15+, living in Great Britain. The sample size is 5010.

Telmar has extensive experience with other diary based surveys, in order for Touchpoints to be used easily and effectively, Telmar has created new coding called "wildcard coding".

Wildcard coding will enable users to create 1 crosstab, where before 10 analyses would have to be created.



Wildcard coding uses a "\*" in the card, column punch coding to substitute. The rule to remember is that **Time does not exist on its own**.

For example, an ordinary crosstab code would look like the example below.



The wildcard version of the code would look like this



If this was the coding for a *Wildcard Media, Activities etc.* inserted in the columns section, then the *Wildcard Timeslot* would be entered in the rows section and would look like this;



As you can see, the figures from one code replaces the wildcards "\*" from the other code. This is the basic principle behind TouchPoints Wildcard coding with TNT+.



# **Rules of Wildcards**

- You can create complicated coding in wild cards e.g. Watching TV AND NOT listening to the Radio OR using the Internet or Reading
- You must have reciprocal "\*" in two dimensions, e.g. in Columns and in Rows
- You can have wildcards in Tables, Columns or Rows, BUT only in 2 dimensions
- You can combine wildcard coding with non wildcard coding e.g. Age 15-24 AND Watching TV (Not applicable to Mean / Meanz codes)

# How does a diary work?

Think about how the respondents will have answered the questions The following is a scenario of what could have happened on a Saturday night.



Our respondent was at home all evening - but there was a lot of coming and going by other family members.

Time	Where were yo	ou?	Who	were you	u with?		
Sat pm.							
0:00	х		Х				
23:30	х		Х				
23:00	X	Х					
22:30	Х			Х	Х		
22:00	Х			Х	Х		
21:30	X			Х	Х		
21:00	Х			Х			
20:30	Х			Х			
20:00	Х			Х			
19:30	Х		Х	Х			
19:00	Х		Х	Х			
18:30	Х	Х					
18:00	х		X with				
	At Home	Alone	Partner/ Spouse	with Parent	with Children	with Brother/Sister	with Other family



# Which day of the week do you go shopping, those with children vs those without (non-wildcard)?

# Step 1

In the Table place All Adults 15+, found under *Demographics: Grouped*, then *Sex/Age/Social Grade*.

File Edit Codes Options Tables Help							
TNT+ Surveys Coding CrossTab Rank Sw	vitch		Print 🔣 Excel	Email			
Coding Survey : Touchpoints 2005 ( TPT05 )							
* + + - > >= < <= = <> VDIV MeanZ Num DNum Number RAN More							
Own Codes		^	1 Table	0 Columns			
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Information For Users: Touchnoints 2005			Title	Code			
Information For Users: Touchpoints 2005 Demographics: Grouped		Auto	Title 1 All Adults (15+)	Code ALL			
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Information For Users: Touchpoints 2005 Demographics: Grouped Sex/Age All Adults (15+)		Auto ¢≯	Title           1         All Adults (15+)           2         3	Code ALL			

# Step 2

Go to Columns, still in *Demographics Grouped*, open the Presence of Children In Household section and use the green arrow  $\Rightarrow$  to put the codes in the grid separately.



## Step 3

Reset your electronic codebook and go to your Rows. In the *Filter* box type Diary, open the section called *Diary: Activity*. Double click on *Shopping* and open the *Any Time (Reach)* section. Highlight the individual codes for each day and use the green arrow to put them in the grid.

Diary: Activity       Asleep      Working/Studying      Housework/Jobs Around The House      Childcare      Washing/Dressing      Eating/Drinking      Sport/Exercise			
Hobbies/Pastimes	1 Table / Base	2 Columns	7 Rows
Support	Title	Code	
Any Time (Reach)	Activity: Shopping - Any Time: Monday (Reach)	(149`279`1)	
Activity: Shopping - Any Time: Any Day (Weekly Re	Activity: Shopping - Any Time: Tuesday (Reach)	(199`279`1)	
- Activity: Shopping - Any Time: Mon-Fri (Mon-Fri Rea	Activity: Shopping - Any Time: Wednesday (Reach)	(249`279`1)	
- Activity: Shopping - Any Time: Sat-Sun (Sat-Sun Re	Activity: Shopping - Any Time: Thursday (Reach)	(299`279`1)	
Activity: Shopping - Any Time: Monday (Reach)	Activity: Shopping - Any Time: Friday (Reach)	(349`279`1)	
Activity: Shopping - Any Time: Tuesday (Reach)	Activity: Shopping - Any Time: Saturday (Reach)	(399`279`1)	
Activity: Shopping - Any Time: Wednesday (Reach)	Activity: Shopping - Any Time: Sunday (Reach)	(449`279`1)	
Activity: Shopping - Any Time: Friday (Reach)			
Activity: Shopping - Any Time: Saturday (Reach)			
Activity: Shopping - Any Time: Sunday (Reach)			
⊕ Gross 1/2 Hour Claims (For Share)			
🐨 Mean Hours Per Dav			



Now click on Crosstab to produce:

		Total	Yes -	No -
			Presence Of	Presence Of
			Children In	Children In
T-1-1	4	46.667	14 417	HH 22.250
lotal	Audience(000)	46,667	14,41/	32,250
	Kesps Wood	5,010	1,749	3,261
	26C07	100.0	20.0	100.0
	Index	100.0	100.9	100.0
	INGEX	100.0	100.0	100.0
Activity: Shopping -	Audience(000)	20,947	6,156	14,791
Any Time: Monday	Resps	2,241	772	1,469
(Reach)	%Col	44.9	42.7	45.9
	%Row	100.0	29.4	70.6
	Index	100.0	95.1	102.2
Activity: Shopping -	Audience(000)	21,359	6,026	15,333
Any Time: Tuesday	Resps	2,297	727	1,570
(Reach)	%Ċol	45.8	41.8	47.5
	%Row	100.0	28.2	71.8
	Index	100.0	91.3	103.9
Activity: Shanning -	Audience (000)	21 774	6 402	15 291
Any Time: Wednesday	Pecos	2 3 2 7	778	1 5/9
(Reach)	%Col	46.7	45.0	47.4
(Reach)	%Row	100.0	29.8	70.2
	Index	100.0	96.5	101.6
Activity: Shopping -	Audience(000)	21,357	6,096	15,261
Any Time: Thursday	Resps	2,318	745	1,573
(Reach)	%Col	45.8	42.3	47.3
	%Row	100.0	28.5	71.5
	Index	100.0	92.4	103.4
Activity: Shopping -	Audience(000)	23,192	6,957	16,234
Any Time: Friday	Resps	2,535	834	1,701
(Reach)	%Col	49.7	48.3	50.3
	%Row	100.0	30.0	70.0
	Index	100.0	97.1	101.3
Activity: Shopping -	Audience(000)	26,534	8,201	18,334
Any Time: Saturday	Resps	2,982	1,033	1,949
(Reach)	%Col	56.9	56.9	56.8
	%Row	100.0	30.9	69.1
	Index	100.0	100.0	100.0
Activity: Shopping -	Audience(000)	15,233	5,384	9,849
Any Time: Sunday	Resps	1,715	680	1,035
(Reach)	%Čol	32.6	37.3	30.5
	%Row	100.0	35.3	64.7
	Index	100.0	114.4	93.6

37.3% of Adults 15+ with Children in household go shopping on Sunday compared to only 30.5% of Adults 15+ without children.



# Socialising with Friends on a Friday night (nonwildcard)

# Step 1

Put All Adults 15+ in the Base

File Edit Codes Options MultiBasing Tables Tools Help						
TNT+ Surveys Coding CrossTab Rank Switch Autoco	mplete Print 🖾 Excel 📆 PDF	Email				
Coding Survey : IPA TouchPoints Hub Survey 2005 ( TPT05 )						
+ + > >= < <= = MeanZ Number RAN SOLUS VIND VAUD More V						
Own Codes	A 👩 1 Table / Base	0 Columns				
Own Publications	Title	Code				
Demographics: Grouped	1 All Adults (15+)	ALL				
Sex/Age/Social Grade	2					
- All Adults (15+)	Any 3					
Male 😽	All 4					

# Step 2

Leave the Columns blank and go to the Rows.

Reset the codebook and Filter on Diary.

Open the *Diary: Activity* section and open the *Socialising* category. Double click on *Timeslots - Friday* to open the full list, highlight the half hours from *19:00 to 00:00* and then use the green arrow to put them in the grid.

Diary: Location Diary: Activity  Diary: Activity  Asleep  Working/Studying  Housework/Jobs Around The House Childcare  Childcare  Shopring Sport/Exercise  Hobbies/Pastimes  Shopring  Relaxing  Esclausing  Any Time (Reach)  Gross 1/2 Hour Claims (For She Mean Hours Per Day Mean Hours Per Day Mean Hours Per Day Mean Hours Per Day  Mean Hours Per Hours  Mean Hours  Mean Hours Per Hours  Mean Ho	re) r Non-Zero Respondents)				
Timeslots - Mon-Fri (Average)	Activity: Socialising - Friday 14:30-15:00	× 6	1 Table / Base	2 Columns	10 Rows
Timeslots - Mon-Fri (Average)     Timeslots - Sat-Sun (Average)     Timeslots - Mandau	Activity: Socialising - Friday 14:30-15:00 Activity: Socialising - Friday 15:00-15:30	^ ()	1 Table / Base	2 Columns	10 Rows
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Timeslots - Mon-Fri (Average)     Timeslots - Sat-Sun (Average)     Timeslots - Sat-Sun (Average)     Timeslots - Wordsex     Timeslots - Wordsex     Timeslots - Wordsex     Timeslots - Wordsex     Timeslots - Nurday     Timeslots - Friday     Timeslots - Saturday     Timeslots - Sunday     Other     Other     Nothing In Particular	Activity: Socialising - Friday 14:30-15:00     Activity: Socialising - Friday 15:00-15:30     Activity: Socialising - Friday 15:00-15:30     Activity: Socialising - Friday 15:00-16:30     Activity: Socialising - Friday 15:00-16:30     Activity: Socialising - Friday 17:30-17:30     Activity: Socialising - Friday 17:30-18:30     Activity: Socialising - Friday 18:30-19:30     Activity: Socialising - Friday 18:30-19:30     Activity: Socialising - Friday 19:30-29:30     Activity: Socialising - Friday 20:30-21:30     Activity: Socialising - Friday 21:30-22:30	Auto Auto Any All OR AND NOT SUM ()	1 Table / Base           Title           1 Activity: Socialising - Friday 19:00-19:30           2 Activity: Socialising - Friday 19:30-20:00           3 Activity: Socialising - Friday 20:00-20:30           4 Activity: Socialising - Friday 20:00-20:30           5 Activity: Socialising - Friday 20:00-20:30           6 Activity: Socialising - Friday 21:00-21:30           7 Activity: Socialising - Friday 21:00-22:30           8 Activity: Socialising - Friday 22:00-22:30           9 Activity: Socialising - Friday 23:00-23:30           10 Activity: Socialising - Friday 23:00-23:30           11           12           13	2 Columns Code (399 '281'1) (340' 281'1) (342' 281'1) (342' 281'1) (343' 281'1) (344' 281'1) (345' 281'1) (345' 281'1) (347' 281'1) (346' 281'1)	10 Rows
Timesiots - Mon-Fri (Average)     Timesiots - Sat-Sun (Average)     Timesiots - Sat-Sun (Average)     Timesiots - Wondeweight     Timesiots - Turesday     Timesiots - Turesday     Timesiots - Thursday     Timesiots - Sanday     Timesiots - Sunday     Other     Nothing In Particular	Activity: Socialising - Friday 14:30-15:00     Activity: Socialising - Friday 15:00-15:30     Activity: Socialising - Friday 15:00-15:30     Activity: Socialising - Friday 16:00-16:30     Activity: Socialising - Friday 16:30-17:00     Activity: Socialising - Friday 17:30-18:00     Activity: Socialising - Friday 17:30-18:00     Activity: Socialising - Friday 13:30-19:00     Activity: Socialising - Friday 13:30-19:00     Activity: Socialising - Friday 19:30-20:00     Activity: Socialising - Friday 20:00-20:30     Activity: Socialisin	Auto Auto Any All OR AND NOT SUM ()	1 Table / Base Title 1 Activity: Socialising - Friday 19:00-19:30 2 Activity: Socialising - Friday 19:30-20:00 3 Activity: Socialising - Friday 20:00-20:30 4 Activity: Socialising - Friday 21:00-20:30 5 Activity: Socialising - Friday 21:00-21:30 6 Activity: Socialising - Friday 21:30-22:00 7 Activity: Socialising - Friday 21:30-22:00 9 Activity: Socialising - Friday 22:30-22:30 10 Activity: Socialising - Friday 23:30-00:00 11 12 13 14	2 Columns Code (399 281 1) (340 281 1) (341 281 1) (342 281 1) (342 281 1) (343 281 1) (345 281 1) (345 281 1) (346 281 1) (347 281 1) (348 281 1)	10 Rows

# Step 3

Click AND in the middle grey column to add AND to the end of all the codes in the grids.

	1 Table / Base	2 Columns	10 Rows
	Title	Code	
1	Activity: Socialising - Friday 19:00-19:30 and	(339`281`1) AND	
2	Activity: Socialising - Friday 19:30-20:00 and	(340`281`1) AND	
3	Activity: Socialising - Friday 20:00-20:30 and	(341`281`1) AND	
4	Activity: Socialising - Friday 20:30-21:00 and	(342`281`1) AND	



Reset and find the *Diary: Who With* section. Double-click to expand the category and find *Friends* and expand the category. As before double click on *Timeslots - Friday* to open the full list, highlight the half hours from *19:00 to 00:00* and then use the green arrow to add them to the grid.



# Step 5

Click the brackets symbol (...) to surround each of the codes with brackets.

Now save the codes in the rows as *Own Codes*. Go to the *Codes* drop down menu and select *Save Own Codes*. In the new window type a description for the own codes, e.g. Socialising and with friends Friday night. Click *Save*, then OK and OK.





The codes have now been saved the Own Codes directory and can be selected from the top of the electronic code book.

_	1 Table / Base	1 Column		10 Rows	
	Title	Code			R 🔨
1	Activity: Socialising - Friday 19:00-19:3 - Friday 19:00-19:30	0 and Who With: Friends ((339	`281`1) AND (339	`116`1))	
2	Activity: Socialising - Friday 19:30-20:0 - Friday 19:30-20:00	0 and Who With: Friends ((340	`281`1) AND (340	`116`1))	
3	Activity: Socialising - Friday 20:00-20:3 - Friday 20:00-20:30	0 and Who With: Friends ((341	`281`1) AND (341	`116`1))	
4	Activity: Socialising - Friday 20:30-21:0 - Friday 20:30-21:00	0 and Who With: Friends ((342	`281`1) AND (342	`116`1))	
5	Activity: Socialising - Friday 21:00-21:3 - Friday 21:00-21:30	Cut Ctrl+X Copy Ctrl+C	81`1) AND (343	`116`1))	
6	Activity: Socialising - Friday 21:30-22:0 - Friday 21:30-22:00	Paste Ctrl+V	81`1) AND (344	`116`1))	
7	Activity: Socialising - Friday 22:00-22:3 - Friday 22:00-22:30	Find Ctrl+F	81`1) AND (345	`116`1))	
8	Activity: Socialising - Friday 22:30-23:0 - Friday 22:30-23:00	Replace Ctrl+R Range Replace	281`1) AND (346	`116`1))	
9	Activity: Socialising - Friday 23:00-23:3 - Friday 23:00-23:30	Send To +	81`1) AND (347	`116`1))	
10	Activity: Socialising - Friday 23:30-00:0 - Friday 23:30-00:00	Clear grid	281`1) AND (348	`116`1))	
11		Delete selected rows 4/5 Insert row			
13	5	Test	-		
14		Tidy	_		
15		Set columns	-		
17		NTiles	-		
18		NTilesZ			
19	·	Expand			

Clear the grid in the Rows, by right-clicking on the grid and selecting Clear Grid.

# Step 7

Insert the age groups into the Rows from the *Demographics: Grouped* category.

File Edit Codes Options MultiBasing Tables Tools Help				_ 8 ×
TNT+ Surveys Coding CrossTab Rank Switch Autoco	mplete Pri	nt 🖾 Excel 📆 PDF	Email	
Coding Survey : IPA TouchPoints Hub Survey 2005 ( TPT05 )				
* + + > >= < <= = MeanZ Number RAN SOLUS VIND V	AUD More			
- Main Shopper	<u>^ 6 _</u>	1 Table / Base	1 Column	6 Rows
Secondary Shopper		Title	Code	R 🔨
- Non Shopper	. 1	Age 15-24	A15	
And 15-24	1 2	Age 25-34	A25	
Age 25-34	AN 3	Age 35-44	A35	
- Age 35-44	All 4	Age 45-54	A45	
Age 45-54	00 5	Age 55-64	A55	
- Age 55-64	6	Age 65+	A65	
Age 65+	AND 7	-		
- Social Grade A	NOT 8			
- Social Grade C1	SUM 9			
- Social Grade C2	10			

## Step 8

The final step is to create the target group from the Own Codes in the Columns. Reset the code book and double-click the *Own Codes* category. Highlight the heading of the codes we just made click *Any* to combine all the half hours.





Change the titling to something appropriate e.g. *Socialising AND with Friends Friday 1900-2400*. Finally Crosstab the analysis.

芦 File Edit	Codes	Options	MultiBasing	Tables	Tools H	lelp	
TNT+	Surve	ys Coo	ding Cro	ossTab	Rank	Switch	Autoco
Default	Data	Items	Stability	Decin	nal places	s Filter	Hig
					Tota	l Social AND Fri 1900-	ising with ends 'iday 2400
Total		Ad	idience(000 Rest %C %Ro Inde	)) os ol w x	46,66 5,01 100. 100. 100.	7 0 0 2 0 2 0 2 0 2 0 2	9,621 972 100.0 20.6 100.0
Age 15-24		Ad	udience(000 Rest %C %Ro Inde	D) os ol w ex	7,11: 48: 15.: 100.: 100.:	1 : 9 2 0 :	2,644 165 27.5 37.2 180.3
Age 25-34		Ad	udience(000 Resp %C %Ro Inde	7) os ol w x	7,54 99: 16.: 100. 100.	4 : 3 2 0 0	1,534 210 15.9 20.3 98.6
Age 35-44		Ad	udience(000 Rest %C %Ro Inde	D) os ol w ex	8,93 98 19. 100. 100.	5 7 1 0 0	1,650 188 17.2 18.5 89.6
Age 45-54		Ad	udience(000 Rest %C %Ro Inde	D) os ol w x	7,44 82 16, 100, 100,	7 9 0 0 0	1,589 160 16.5 21.3 103.5
Age 55-64		Ad	udience(000 Rest %C %Ro Inde	)) os ol w x	6,75 78 14. 100. 100.	9 9 5 0 0	939 118 9.8 13.9 67.4
Age 65+		Ad	udience(000 Rest %C %Ro Inde	D) of w x	8,87 92 19, 100, 100,	0 :: 3 0 0 0	1,266 131 13.2 14.3 69.2

15-24 year olds are 80% more likely than the average adult to be socialising with friends on a Friday night.



# Talking on a mobile phone and watching TV- Gender Profile (non-wildcard)

# Step 1

Place All Adults 15+ in the Base.

omplete Print 🖾 Excel 🔂 PDF	Email					
Coding Survey : IPA TouchPoints Hub Survey 2005 ( TPT05 )						
+ + > >= < <= = MeanZ Number RAN SOLUS VIND VAUD More V						
A 👩 1 Table / Base	0 Columns					
Title	Code					
1 All Adults (15+)	ALL					
2						
Any 3						
All 4						
	AUD More   I Table / Base  Title  Any All All A					

## Step 2

Leave the Columns blank and go to the Rows.

Reset the codebook and Filter on Diary.

Open the *Diary: Media- Communicating* section and open the *Talking on a Mobile Phone* category. Highlight *Timeslots- Monday* through to *Timeslots- Sunday* and then use the green arrow to put them in the grid individually.



# Step 3

Click the AND button to insert the AND code next to each half hour.

	1 Table / Base	2 Columns	336 Rows
	Title	Code	
1	Media - Communicating: Talking On A Mob 00:00-00:30 and	vile Phone - Monday (101`140`1) AND	
2	Media - Communicating: Talking On A Mob 00:30-01:00 and	vile Phone - Monday (102`140`1) AND	
3	Media - Communicatino: Talkino On A Mob	vile Phone - Monday (103`140`1) AND	



Reset and find the *Diary Media: Summaries* section. Double click to open *Watching / Using the TV*. Highlight Monday through to Sunday and click on the green arrow to insert the half hour times onto the codes.

NB. Make sure you still have the same number of Rows as after Step 2, e.g. if looking at Monday - Sunday you should have 336 Rows.



# Step 5

Click the brackets symbol (..) to surround each of the codes with brackets

Now save the codes in the Rows as *Own Codes*. Go to the *Codes* drop down menu and select *Save Own Codes*. In the new window type a description for the own codes menu. Click *Save* and OK and OK.

🎢 Save Own Codes			
Save	Code Description		
Tables	Talking on a mobile and watch TV		
Columns	Save own codes as publications	🎢 TNT+ (	Own Codes Save Location 📃 🗖 🔀
 □ Save only highlighted	l items 🗸 Sake 🗱 Cancel	Filename:	Talking on a mobile and watch TV
		Save To:	⊙ User Path
			O Alternative Path
			O Custom Path
			Warning: Saving Own Codes to a custom location could results in those codes not being found when loading a survey.
			OK Cancel



The codes have now been saved the own codes directory and can be selected from the electronic code book.

#### Step 6

Clear the grid in the rows by right clicking on the grid and selecting Clear Grid.

Insert Men and Women into the Rows from the Demographics: Grouped category.

TNT+ Surveys Coding CrossTab Rank Switch Autocor	mplete	Print 🛛 Exc	el 📲 PDF	Email						
bding Survey : IPA TouchPoints Hub Survey 2005 ( TPT05 )										
+ + - > >= < <= = <> VDIV MesnZ Num DNum Number RAN More										
Own Codes	6		1 Table / Base	0 Columns	2 Rows					
Own Publications		Title		Code						
Information For Users	Auto	1 Male		MM						
⊟ Sex/Age/Social Grade		2 Female		ww						
- All Adults (15+)	52	3								
Male	Any	4								
- Female Main Channes	All	5								
- Secondary Shopper	OR	6								

#### Step 7

The final step is to create the target group from the Own Codes. Reset the code book and double-click the *Own Codes* category.

Choose your Own Code. Page down to find Sunday 10am - 12.30pm . Highlight the codes and click on *Any*. This will give you anyone that was talking on their mobile and watching/using the TV at the same time between 10 and 12.30 on a Sunday (Reach).



#### Step 8

Change the titling to something appropriate, e.g. *Talking on a mobile and watching TV Sunday 10am - 12.30 pm*. Finally Crosstab the analysis.

		Total	Talking on a mobile and watching TV Sunday 10am – 12.30 pm
Total	Audience(000)	46,667	326
	Resps	5,010	37
	%Col	100.0	100.0
	%Row	100.0	0.7
	Index	100.0	100.0
Male	Audience(000)	22,504	117
	Resps	2,283	16
	%Col	48.2	35.9
	%Row	100.0	0.5
	Index	100.0	74.4
Female	Audience(000)	24,163	209
	Resps	2,727	21
	%Col	51.8	64.1
	%Row	100.0	0.9
	Index	100.0	123.9



# Introduction to Wildcard Coding

Telmar's Wildcard coding enables complicated diary coding in just a couple of clicks!

# • Example 1: Combining AND's & OR's - see page 16

Column:

Watching TV A	AND	At Home	AND	(With Partner/Spouse	OR	With Children)
---------------	-----	---------	-----	----------------------	----	----------------

Rows: (you can input one of the following ticked ✓ time codes)

Each half hour of each day	~		
Each half hour of any day	~		
Each half hour average day	~		
Gross ½ hour Claims (For			
Share)			
Mean or Meanz Hours per day	~		

## • Example 2: Solus Media - see page 18

Column:

Watching	AND	NOT	(Listening to	OR	Using the	OR	Reading)
TV			Radio		internet		

Rows: (you can input one of the following ticked ✓ time codes)

Each half hour of each day	$\checkmark$
Each half hour of any day	✓
Each half hour average day	✓
Gross ½ hour Claims (For	✓
Share)	
Mean or Meanz Hours per day	✓

## • Example 3: Combining wildcard and non-wildcard coding - see page 20

Column:

Age 15-24 AND Watching TV

Rows: (you can input one of the following ticked  $\checkmark$  time codes)

Each half hour of each day	✓
Each half hour of any day	~
Each half hour average day	✓
Gross ½ hour Claims (For	~
Share)	
Mean or Meanz Hours per day	



# Wildcards Example 1: Watching TV And at Home And with partner/spouse Or with children on Mon-Fri average weekday

This coding contains 2 <sup>AND</sup>'s and 1 <sup>OR</sup> in the column. In the rows there is average Mon-Fri coding.

# Step 1

Put All Adults 15+ in the Base.

1 Table / Base		1 Column		
	Title	Code		
1	All Adults (15+)	All		

# Step 2 (Watching TV at Home)

- Go to columns and Filter on diary.
- Select Diary: Timeslots by Location/Activity/Who with (Wildcard) and double click on Location/Activity/Who With etc to open the category. Double click on 'Media Summaries'.
- Select 'Watching/Using the TV'. Click on 'And' then double click on Location and double click on Home.

TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print 🛛 Excel 📆 PDF Email									
Coding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc Ti	oding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI) /								
+ + - > >= < <= = <> Number MeanZ SOLUS VDIV VIND VAUD RAN More									
Diamater		1 Table / Bare	1 Column	0.Rowr					
Diary: Location	9	1 Tuble y Duye	I Colonini	0 1000					
Diary: Mode Of Transport		Title	Code	<u>م ۹</u>					
Diary: Reason For Travel	-	1 Watching/Using The TV and Home	(* 59 1) AND (* 13 1)						
Diary: Who With	1.	2							
Diary: Media Summaries	Any	3							
Diary: Media - Communicating	All	4							
Diary: Media - Radio Stations Listened To	00	5							
Diary: Media - TV Channels Watched	UK	-							
Diary: Media - Type Of Digital Channel Watching	AND								
Diary: Media - Type Of Publication Read	NOT	/							
Diary: Media - Daily Newspapers Read		8							
Diary: Media - Sunday Newspapers Read	SUM	9							
Diary: Media - Weekly Magazines Read	6.5	10							
Diary: Media - Monthly Magazines Read	1	11							
Diary: Media - Activity On Internet	(	12							
Diary: Mood And State Of Mind	)	13							
Diary: Linema/Local Dir/Direct Auverusing (Day Level)	15-	14							
Diary: Timeslots by Location/Activity/who with ett. (whittaru)	2	14							
E-Location/Activity/Who With etc		15							
E-Location		16							
Home		17							
Work		18							
School/College		19							
Travelling		20							

Step 3 (With Partner/Spouse or Children)

 Select 'And', double click on 'Who With', highlight 'With partner/spouse' and with 'children' by using the ctrl key on the keyboard, then select 'Any'.

Diary: Location	- 6		1 Table / Base	10	olumn
Diary: Activity	~~		Title		Code
Diary: Mode Of Transport			Watching/Using The TV and Home and With Partner/Spouse or	With Children	(*15911) AND (*11911) AND ((*12411) OB (*12611))
Diary: Reason For Travel	4	A	watching osing the ty and nome and with related spouse of	With Children	( 39 2) HND ( 23 2) HND (( 34 2) OK ( 30 2))
Diary: Who With	0.00	2			
Diary: Media Summaries	1	3			
Diary: Media - Communicating	All	4			
Diary: Media - Radio Stations Listened To	0.00	5			
Diary: Media - TV Channels Watched	100	6			
Diary: Media - Type Of Digital Channel Watching	AND	-			
Diary: Media - Type Of Publication Read	NOT	/			
Diary: Media - Daily Newspapers Read	NO1	8			
Diary: Media - Sunday Newspapers Read	SUM	9			
Diary: Media - Weekly Magazines Read	100	10			
Diary: Media - Monthly Magazines Read	100	11			
Diary: Media - Activity On Internet	- C				
Diary: Mood And State Of Mind	1.	12			
Diary: Cinema/Local Dir/Direct Advertising (Day Level)	11	13			
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)	5	14			
🗄 Time Codes		15			
E-Location/Activity/Who With etc		16			
Location		17			
Home		+/			
Work		18			
School/College		19			
- Travelling		20			
Somewhere Else Indoors		21			
Somewhere Else Outdoors		22			
Activity		66			
Mode Of Transport Used		23			
Reason For Travel		24			
Who with		25		12	
- On My Own		26		•	
With Partner/Spouse		27			
- With A Parent		20			
With Children		48			
- With Brothers/Sisters		29			



# Step 4 (Applying the time codes Mon-Fri Average timeslots)

- For the rows click on the 'Time Codes' section within wildcards to open the category.
- Double click on 'Timeslots -Mon-Fri (Average)'. Select the green arrow to take across the codes separately.

	_		
* + + - > >= < <= = <> Number MeanZ SOLUS VDIV	VIND	VAUD RAN More	
Diary: Location		1 Table / Base	1 Column 48 Rows
Diary: Activity	-0		
Diary: Mode Of Transport		litle	Code
Diary: Reason For Travel	-	1 Mon-Fri (Average): 00:00-00:30	((101'*'* + 151'*'* + 201'*'* + 251'*'* + 301'*'*) / #5)
Diary: Who With	(Fr)	2 Mon-Fri (Average): 00:30-01:00	((102 <sup>**</sup> * + 152 <sup>**</sup> * + 202 <sup>**</sup> * + 252 <sup>**</sup> * + 302 <sup>**</sup> *) / #5)
Diary: Media Summaries	Awy	3 Mon-Fri (Average): 01:00-01:30	((103 <sup>**</sup> * + 153 <sup>**</sup> * + 203 <sup>**</sup> * + 253 <sup>**</sup> * + 303 <sup>**</sup> *) / #5)
Diary: Media - Communicating	All	4 Mon-Fri (Average): 01:30-02:00	((104 <sup>**</sup> * + 154 <sup>**</sup> + 204 <sup>**</sup> + 254 <sup>**</sup> + 304 <sup>**</sup> ) / #5)
Diary: Media - Radio Stations Listened To		5 Mon-Eri (Average): 02:00-02:30	$((105^{**} + 155^{**} + 205^{**} + 205^{**} + 305^{**})/ \pm 3)$
Diary: Media - TV Channels Watched	UR	( Mag Eri (Augusta)) 02,20,02,00	//10/3/#/# 15/3/# 10/3/#/# 10/3/#/# 10/3/#/# 10/3/#/#/ //10/3/#/#
Diary: Media - Type Of Digital Channel Watching	AND	6 Monthi (Average): 02:30-03:00	(100 + 130 + 200 + 250 + 300 + )/#3)
Diary: Media - Type Of Publication Read	NOT	7 Mon-Fri (Average): 03:00-03:30	((107 + +157 + +207 + +257 + +307 + )/#5)
Diary: Media - Daily Newspapers Read	1.01	8 Mon-Fri (Average): 03:30-04:00	((108'*'+ 158'*'+ 208'*'+ 258'*'+ 308'*'*)/#5)
Diary: Media - Sunday Newspapers Read	SUM	9 Mon-Fri (Average): 04:00-04:30	((109`*`* + 159`*`* + 209`*`* + 259`*`* + 309`*`*) / #5)
Diary: Media - Weekly Magazines Read	6.5	10 Mon-Fri (Average): 04:30-05:00	((110 <sup>***</sup> + 160 <sup>***</sup> + 210 <sup>***</sup> + 260 <sup>***</sup> + 310 <sup>***</sup> ) / #5)
Diary: Media - Monthly Magazines Read	1	11 Mon-Fri (Average): 05:00-05:30	$((111^{**} + 161^{**} + 211^{**} + 261^{**} + 311^{**}) / \#5)$
Diary: Media - Activity On Internet		12 Mon-Eri (Average): 05:30-06:00	((112)**** + 162)*** + 212)*** + 262)*** + 312)**** / #5)
Diary: Mood And State Of Mind		13 Mon-Fri (Average): 06:00-06:30	((110'*'* + 110'*'* + 1010'*'* + 1010'*'* + 100'*'* + 1010'*'* + ) / #5)
Diary: Cinema/Local Dir/Direct Advertising (Day Level)	17-	15 Mon Tri (Average): 06:00 00:00	
Diary: Timeslots by Location/Activity/who with etc (wildcard)		14 Mon-Fri (Average): 06:30-07:00	$((114)^{-1} + 104)^{-1} + 214^{-1} + 204^{-1} + 314^{-1})/(w5)$
E-Time Codes		15 Mon-Fri (Average): 07:00-07:30	$((115^{\circ} + 165^{\circ} + 215^{\circ} + 265^{\circ} + 315^{\circ})/\#5)$
(B. Apy Time (Beach)		16 Mon-Fri (Average): 07:30-08:00	((116 <sup>***</sup> + 166 <sup>***</sup> + 216 <sup>***</sup> + 266 <sup>***</sup> + 316 <sup>***</sup> ) / #5)
B. Groce 1/2 Hour Claime (For Share)		17 Mon-Fri (Average): 08:00-08:30	((117 <sup>***</sup> + 167 <sup>***</sup> + 217 <sup>***</sup> + 267 <sup>***</sup> + 317 <sup>***</sup> ) / #5)
E-Mean Hours Per Day		18 Mon-Fri (Average): 08:30-09:00	((118 <sup>***</sup> + 168 <sup>***</sup> + 218 <sup>***</sup> + 268 <sup>***</sup> + 318 <sup>***</sup> ) / #5)
Heanz Hours Per Day (Mean For Non-Zero Respondents)		19 Mon-Fri (Average): 09:00-09:30	((119 <sup>***</sup> + 169 <sup>***</sup> + 219 <sup>***</sup> + 269 <sup>***</sup> + 319 <sup>***</sup> ) / #5)
Timeslots - Any Day		20 Mon-Fri (Average): 09:30-10:00	$((120^{**} + 170^{**} + 220^{**} + 270^{**} + 320^{**}) / \#5)$
🗄 Timeslots - Mon-Fri (Any)		21 Mon-Eri (Average): 10:00-10:30	$((121)^{*}^{*} + 171)^{*}^{*} + 221)^{*}^{*} + 271)^{*}^{*} + 321)^{*}^{*} = 321)^{*}^{*}$
🕀 Timeslots - Sat-Sun (Any)		22 Mon-Fri (Average): 10:30-11:00	((122)*** + 172)*** + 222)*** + 272)*** + 322)***) / #5)
Timeslots - Average Day		22 Mar Fri (Average): 11:00 11:00	((100)*** + 170)*** + 000)*** + 070)*** + 020)***
🖻 Timeslots - Mon-Fri (Average)		23 Hon-rn (Average): 11:00-11:30	((123 * * + 1/3 * * + 223 * * + 2/3 * * + 323 * *)/#5)
- Mon-Fri (Average): 00:00-00:30		24 Mon-Fri (Average): 11:30-12:00	((124 + + 1/4 + + 224 + + 274 + + 324 + + )/ #5)
- Mon-Fri (Average): 00:30-01:00		25 Mon-Fri (Average): 12:00-12:30	((125`*`* + 175`*`* + 225`*`* + 275`*`* + 325`*`*) / #5)
Mon-Fri (Average): 01:00-01:30		26 Mon-Fri (Average): 12:30-13:00	//106/#/# ± 176/#/# ± 076/#/# ± 076/#/# ± 076/#/# ± 076/#/#/ #6/

# Step 5 (The results)

• Now click on crosstab to produce your report. This will tell you that 32.7% of adults are watching TV at home with their partner/spouse or children on a Mon-Fri average weekday.

TNT+	Surveys	Coding	CrossTab	Rank	Switch	Autocomplete
Default	Data Item	is Stab	ility Decir	mal places	Filter	Highlight Colou
				Total	Watching T At Hom Wit rtner/Spous or Wit	V ie th ie th
Total		Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	47,79 49,78 100 100 100	95 34 .0 .0 .0
Mon-Fri (Av 18:30-19:00	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	12,28 26,93 25 25 25	30 39 .7 .7 .7
Mon-Fri (Av 19:00-19:30	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	12,7: 27,49 26 26 26	15 57 .6 .6
Mon-Fri (Av 19:30-20:00	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	14,04 29,00 29 29 29 29	19 14 .4 .4
Mon-Fri (Av 20:00-20:30	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	14,94 30,43 31 31 31 31	19 .1 .3 .3 .3
Mon-Fri (Av 20:30-21:00	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	15,64 31,06 32 32 32 32	12 34 .7 .7
Mon-Fri (Av 21:00-21:30	erage):	Audien	ce(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0 100.0	16,20 31,4: 33 33 33 33	00 11 .9 .9



# Wildcards Example 2: Watching TV and not listening to the Radio or using the Internet or Reading on Mon-Fri (Any)

This coding contains 1<sup>AND</sup>, 1<sup>NOT</sup> with 2<sup>OR</sup> 'S in the columns. In the rows there is Reach coding.

This can be coded two different ways: Step 1

• Put All Adults 15+ in the Base.

	1 Table / Base	1 Column
	Title	Code
1	All Adults (15+)	All

## Step 2 (Solus media)

- Go to columns and Filter on diary.
- Select Diary: Timeslots by Location/Activity/Who with (Wildcard) and double click on Location/Activity/Who with etc to open the category.
- Double click on 'Media Summaries', then highlight 'Watching/Using the TV, Listening to the Radio, Reading, Using the Internet', click on the 'Solus' option.
   Put brackets around the codes.

Jar File Edit Codes Options Prototypes MultiBasing Tables Tools Help			
TNT+ Surveys Coding CrossTab Rank Switch Autocom	plete	Print 🖾 Excel 📆 PDF Email	
Coding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI	))		
* + + - > >= < <= = <> Number MeanZ SOLUS VDIV VIM	ND	VAUD RAN More	
Diary: Location	A	1 Table / Base 1 0	tolumn
Diary: Activity	•	Titla	Code
Diary: Mode Of Transport			
Diary: Reason For Travel	4	SOLUS(Listening to the Radio + Watching/Using the TV + Reading + Using the Internet)	(((, 29 I) + (, 28 I) + (, 90 I) + (, 9I I))= #I)
Diary: Who With		2	
Diary: Media Summaries	Ally	3	
Diary: Media - Communicating	All	4	
Diary: Media - Radio Stations Listened To	0.0	5	
Diary: Media - TV Channels Watched	OR	6	
Diary: Media - Type Of Digital Channel Watching	AND	-	
Diary: Media - Type Of Publication Read	мот	/	
Diary: Media - Daily Newspapers Read		8	
Diary: Media - Sunday Newspapers Read	SUM	9	
Diary: Media - Weekly Magazines Read	05	10	
Diary: Media - Monthly Magazines Read	·	11	
Diary: Media - Activity On Internet	(	12	
Diary: Mood And State Of Mind	Y	12	
Diary: Cinema/Local Dir/Direct Advertising (Day Level)	-		
Diary: Timeslots by Location/Activity/Who with etc (Wildcard)	-22	14	
Ime Codes		15	
E-Location/Activity/who with etc		16	
Location		17	
Mode Of Transport Lised		18	
B Reason For Travel		19	
Who with		20	
Media Summaries		21	
Communicating (Inc Talking)		64 20	
Listening To The Radio		22	
Watching/Using The TV		23	
Reading		24	
Using The Internet		25	
No Media		26	
🕀 Media - Communicating		27	
Media - Radio Stations Listened To		28	
Media - TV Channels Watched		20	
Media - Type Of Digital Channel Watching		23	

# Step 3

• Click on 'And' then select 'Watching/Using The TV'. Put brackets around the coding.



# Step 4 (Applying the time codes Any Time Reach Mon-Sun)

• Select Rows. Double click on 'Time Codes' to open the category, then double click on 'Any Time (Reach)' and highlight from 'Monday to Sunday' and click on the green arrow to put them across separately.

File Edit Codes Options Prototypes MultiBasing Tables Tools Help			
TNT+ Surveys Coding CrossTab Rank Switch Autocom	plete	Print 🖾 Excel 📆 PDF Email	
Coding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI	) (		
<pre>* + + - &gt; &gt;= &lt; &lt;= = &lt;&gt; Number MeanZ SOLUS VDIV VIN</pre>	ND V	AUD RAN More	
Diary: Mood And State Of Mind	6	1 Table / Base	4 Columns
Diary: Cinema/Local Dir/Direct Advertising (Day Level)	× 1	Title	Code
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)		Apy Time: Monday (Deach)	(140'*'*)
🖹 Time Codes	4	Any Time: Honday (Reach)	(145 )
⊕ Summary	6 m v	Any Time: Tuesday (Reach)	(199 * *)
🖃 Any Time (Reach)	···· y	3 Any Time: Wednesday (Reach)	(249`*`*)
- Any Time: Any Day (Weekly Reach)	All	4 Any Time: Thursday (Reach)	(299`*`*)
- Any Time: Mon-Fri (Mon-Fri Reach)	OR	Any Time: Friday (Reach)	(349`*`*)
Any Time: Sat-Sun (Sat-Sun Reach)		Any Time: Saturday (Reach)	(399`*`*)
Any Time: Monday (Reach)	AND	Apy Time: Sunday (Reach)	(449`*`*)
Any Time: Tuesday (Reach)	пот		,
Any Time: Wednesday (Reach)		2	
Any Time: Thursday (Reach)	SUM		
Any Time: Friday (Reach)	()	10	
Any Time: Saturday (Reach)	12	11	
Mny Time: Sunday (Reach)	1	12	
Gross 1/2 Hour Claims (For Share)	)	13	
H Means Hours Per Day	<b>1</b> 25	14	
E Timedots - Apx Dax	~		
E Timeslots - Mon-Eri (Anx)		10	
E Timeslots - Sat-Sun (Any)		16	
Timeslots - Average Day		17	
IT-Timeslots - Mon-Fri (Average)		18	
- Timeslots - Sat-Sun (Average)		19	

# Step 5 (The results)

• Crosstab the report, as you can see that 4.9 million people watch TV on a Saturday and do not consume any other media.

INT + Surve	ys Coding	CrossTab	Rank	Switch A
Default Data	Items Stal	oility Decir	nal places	Filter H
			Total :	SOLUS TV Not
			R	adio,Reading
Total	Audier	ce(000)	47 795	47 795
, ocur	Hadion	Resps	49,784	49,784
		%Col	100.0	100.0
		%Row	100.0	100.0
		Index	100.0	100.0
Any Time: Monday	ı Audier	ce(000)	47.795	3.032
(Reach)	Addition	Resps	49,784	3,249
(		%Col	100.0	6.3
		%Row	100.0	6.3
		Index	100.0	6.3
				0.0
Any Time: Tuesda	<b>y</b> Audier.	ce(000)	47,795	2,932
(Reach)		Resps	49,784	3,135
		%Col	100.0	6.1
		%Row	100.0	6.1
		Index	100.0	6.1
Any Time: Wednes	sday Audier	ce(000)	47,795	3,063
(Reach)		Resps	49,784	3,273
		%Ċol	100.0	6.4
		%Row	100.0	6.4
		Index	100.0	6.4
Any Time: Thursda	av Audier	ce(000)	47,795	2,726
(Reach)		Resps	49,784	2,889
		%Ċol	100.0	5.7
		%Row	100.0	5.7
		Index	100.0	5.7
Any Time: Friday	Audier	ce(000)	47 795	2 895
(Reach)		Resps	49,784	3,220
(		%Col	100.0	6.1
		%Row	100.0	6.1
		Index	100.0	6.1
		(		A STREET OF COLUMN
Any Time: Saturda	ay Audier	ce(000)	47,795	4,902
(keach)		Resps	49,784	5,000
		%001	100.0	10.3
		26KOW	100.0	10.3
		maex	100.0	A DECISION OF THE OWNER OWNE
Any Time: Sunday	Audier	ce(000)	47,795	4,782
		Respe	49.784	4.929
(Reach)		( copps		.,
(Reach)		%Col	100.0	10.0
(Reach)		%Col %Row	100.0 100.0	10.0 10.0





# Wildcards Example 3: Age 15-24 and Watching TV on Mon-Fri (Average)

This coding contains 1 AND in the column. In the rows there is average Mon-Fri coding.

## Step 1

•	Put All Adults 15+ in the Base.		
	1 Table / Base	1 Column	
	Title	Code	
1	All Adults (15+)	All	

#### Step 2 (Non-wildcard coding)

• Go to columns and click on Demographics: Grouped.

Select Sex/Age/Social Grade and highlight all of the age breaks starting with Age 15-24 and ending with Age 65+. Select the green arrow to take across the codes separately and then click AND.

Own Codes	- <b>6</b>		1 Table / Base	6 Columns	48 Rows
Own Publications			Title	Code	R
Information For Users		1	Age 15-24 and	A15 AND	
Demographics: Grouped	Auto	2	Age 25-34 and	A25 AND	
E-Sex/Age/Social Grade	4	-	Age 25 44 and	025 AND	
All Adults (15+)		P-	Age 35-44 and	ASS AND	
Famile	АПУ	4	Age 45-54 and	A45 AND	
Main Shonner	All	5	Age 55-64 and	A55 AND	
Not Main Shopper	OR	6	Age 65+ and	A65 AND	
Age 15-24	U.K.	7			
Age 25-34	AND	8			
Age 35-44	NOT	9			
Age 45-54	CUM	10			
- Age 55-64	SUM	11			
Age 65+	()	12			
- Social Grade A	(	12			
- Social Grade B	× ×	13			
- Social Grade C1	)	14			
- Social Grade C2	5	15	1		

## Step 3 (Combining non-wildcard coding with wildcard coding)

Reset the code book and filter on diary. Select Diary: Timeslots by
Location/Activity/Who with (Wildcard) and double click on Location/Activity/Who
with etc to open the category. Double click on 'Media Summaries', then highlight
'Watching/Using the TV'. Then select the green arrow to add the code to the age
breaks.

* + + - > >= < <= = <> VDIV MeanZ Num DNum N	lumber	RAN	More		
Diary: Cinema/Local Dir/Direct Advertising (Day Level)	- 6		1 Table / Base	6 Columns	48 Rows
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)	- •		Title	Code	R 🔺
Time Codes		1	Age 15-24 and Watching/Using The TV	A15 AND (*`59`1)	
E-Location/Activity/Who With etc	Auto	2	Age 25-34 and Watching/Using The TV	A25 AND (*`59`1)	
	4>	3	Age 35-44 and Watching/Using The TV	A35 AND (*`59`1)	
	Any	4	Age 45-54 and Watching/Using The TV	A45 AND (*`59`1)	
🕀 Reason For Travel	All	5	Age 55-64 and Watching/Using The TV	A55 AND (*`59`1)	
In the who with		6	Age 65+ and Watching/Using The TV	A65 AND (*`59`1)	
Computing (Inc Talking)	OR	7			
- Listening To The Radio	ANE				
Watching/Using The TV	NOT	9			
Reading	SUM	1	0		
Using The Internet		1	1		
Modia Communication	- [	1	2		



# Step 4 (Applying the time codes Mon-Fri Average timeslots)

• Select Rows. Double click on 'Time Codes' to open the category, then highlight 'Timeslots - Mon-Fri (Average)' and click on the green arrow to put them across separately.

Coding Survey : Touchpoints 2008 Integrated Plan	ning Database (			
* ÷ + - > >= < <= = <> VDIV MeanZ Num	DNum Number R4	AN More		
🕀 Timeslots - Average Day	▲ 6)	1 Table / Base	6 Columns	48 Rows
Timeslots - Mon-Fri (Average)		Title	Code	R_
Mon-Fri (Average): 00:30-01:00	Auto	1 Mon-Fri (Average): 00:00-00:30	((101`*`* + 151`*`* + 201`* 301`*`*) / #5)	*`* + 251`*`* +
- Mon-Fri (Average): 01:00-01:30 - Mon-Fri (Average): 01:30-02:00	4>	2 Mon-Fri (Average): 00:30-01:00	((102`*`* + 152`*`* + 202`* 302`*`*) / #5)	*`* + 252`*`* +
- Mon-Fri (Average): 02:00-02:30	Any	3 Mon-Fri (Average): 01:00-01:30	((103`* <sup>*</sup> * + 153`*`* + 203`* 303`*`*) / #5)	*`* + 253`*`* +
- Mon-Fri (Average): 02:30-03:00 - Mon-Fri (Average): 03:00-03:30	All	4 Mon-Fri (Average): 01:30-02:00	((104`*`* + 154`*`* + 204`* 304`*`*) / #5)	*`* + 254`*`* +
	OR	5 Mon-Fri (Average): 02:00-02:30	((105`*`* + 155`*`* + 205`* 305`*`*) / #5)	*`* + 255`*`* +
	AND	6 Mon-Fri (Average): 02:30-03:00	((106`*`* + 156`*`* + 206`* 306`*`*) / #5)	*`* + 256`*`* +
Mon-Fri (Average): 05:30-06:00	SUM	7 Mon-Fri (Average): 03:00-03:30	((107`* <sup>`*</sup> + 157`*`* + 207`* 307`*`*) / #5)	*`* + 257`*`* +
- Mon-Fri (Average): 06:00-06:30 - Mon-Fri (Average): 06:30-07:00	()	8 Mon-Fri (Average): 03:30-04:00	((108`* <sup>`*</sup> + 158`*`* + 208`* 308`*`*) / #5)	*`* + 258`*`* +
- Mon-Fri (Average): 07:00-07:30	C	9 Mon-Fri (Average): 04:00-04:30	((109`* <sup>*</sup> * + 159`*`* + 209`* 309`*`*) / #5)	*`* + 259`*`* +
- Mon-Fri (Average): 08:00-08:30	)	10 Mon-Fri (Average): 04:30-05:00	((110`*`* + 160`*`* + 210`* 310`*`*) / #5)	*`* + 260`*`* +

# Step 5 (The results)

• Crosstab the report, as you can see that 503,000 people aged 15-24, watch or use the TV between 00:00 - 00:30 on Mon-Fri average weekday compared to 367,000 people aged 55-64.

		Total	Age 15-24 apd	Age 25-34 and	Age 35-44 and	Age 45-54 and	Age 55-64 Age andate	ge 65+ and hing/Using
		ato	hing/Usingat: The TV	tching/Usingat The TV	ching/Usingat The TV	ching/Usingat The TV	tching/Using The TV	The TV
Total	Audience(000) Resps %Col %Row	47,795 49,784 100.0	47,795 49,784 100.0	47,795 49,784 100.0	47,795 49,784 100.0	47,795 49,784 100.0	47,795 49,784 100.0	47,795 49,784 100.0
	Index	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mon-Fri (Average): 00:00-00:30	Audience(000) Resps %Col %Row Index	47,795 49,784 100.0 100.0	503 1,524 1.1 1.1	430 1,251 0.9 0.9	448 1,336 0.9 0.9	405 1,217 0.8 0.8	367 1,099 0.8	513 1,725 1.1 1.1
Mon-Fri (Average): 00:30-01:00	Audience(000) Resps	47,795	339 961	244 699	248 745	219 720	176 590	276
	%Cor %Row Index	100.0 100.0 100.0	0.7 0.7 0.7	0.5 0.5 0.5	0.5 0.5 0.5	0.5 0.5	0.4 0.4 0.4	0.6 0.6
Mon-Fri (Averaç 01:00-01:30			Toucho	oints 2008 Inte	arated Plann	ing Database		
	5,500-		rodonp	01113 2000 1116	graced riarin	ing Database		$\frown$
	5,000-							
1on-Fri (Averaç )1:30-02:00	4.500							
	4.000 -						/	
	3 500 -							
Mon-Fri (Averaç 12:00-02:30								
2.00 02.30	5 5,500 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5							
	<b>R</b> 2,000				~	/		
Mon-Fri (Averaç	2,000-						1	,
02:30-03:00	1,500		$\sim$	$\sim$				
	1,000		17-	-				
	500							
	7.00.000 3.0000 3.0000 7.0000 3.0000	1.05.28 (10000 28 (100000 28 (10000 28 (100000 28 (10000 28 (10000 28 (10000 28 (100000 28 (10000 28 (10000 28 (10000 28 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (10000028 (1000000000000000000000000000000000000	50000 <sup>30</sup> 10001 <sup>30</sup> 10000	2.180000 2 1000102 10	3,200,20,20,30,30	2014 <sup>29</sup> 2010 <sup>10</sup> 2010 <sup>10</sup>	1.0011.9 5.0018.9 5.0018.9	8.000 × 2.002 × 2.002 × 2.000
			Audience(000) : Age Audience(000) : Age Audience(000) : Age	15-24 and Watching/U 35-44 and Watching/U 55-64 and Watching/U	sing The TV sing The TV sing The TV	– Audience(000) : Age – Audience(000) : Age – Audience(000) : Age	: 25-34 and Watching/Usir : 45-54 and Watching/Usir : 65+ and Watching/Usirg	ng The TV ng The TV The TV
	Touchpoints 2008 Integra	ed Planning Datab	ase					



# DEFINITIONS OF THE TIMESLOTS

- Any Time (Reach) i.e the number of people who may have done an activity or media consumption at any time etc.
- Gross  $\frac{1}{2}$  hour claims (For Share) i.e the percentage of time doing an activity.
- Mean Hours Average hours
- Timeslots Mon-Fri Average On an average weekday.

