

IPA TouchPoints Hub User Manual

2010

Crosstab Only

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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

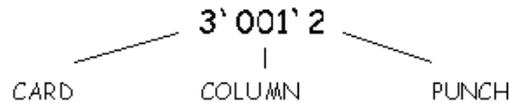
The universe of the survey is all adults aged 15+, living in Great Britain.
The sample size is 5010.

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".

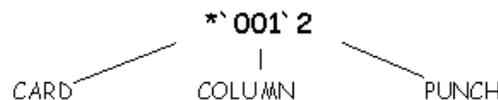
Wildcard coding will enable users to create 1 crosstab, where before 10 analyses would have to be created.

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**.

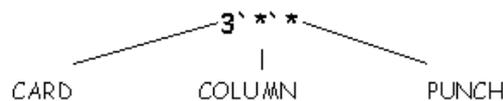
For example, an ordinary crosstab code would look like the example below.



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.

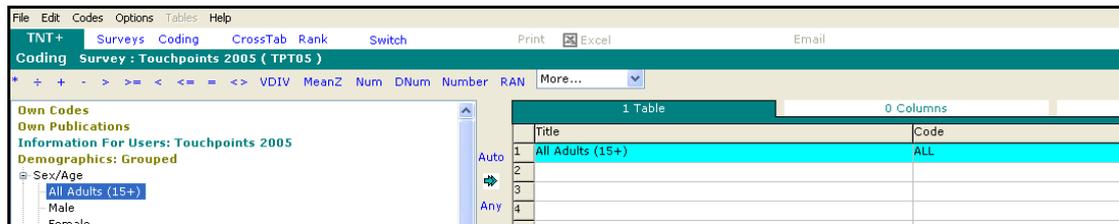
Our respondent was at home all evening - but there was a lot of coming and going by other family members.

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

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

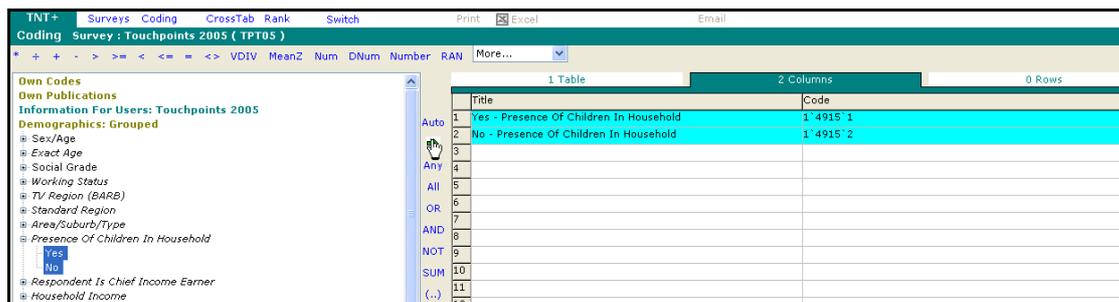
Step 1

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



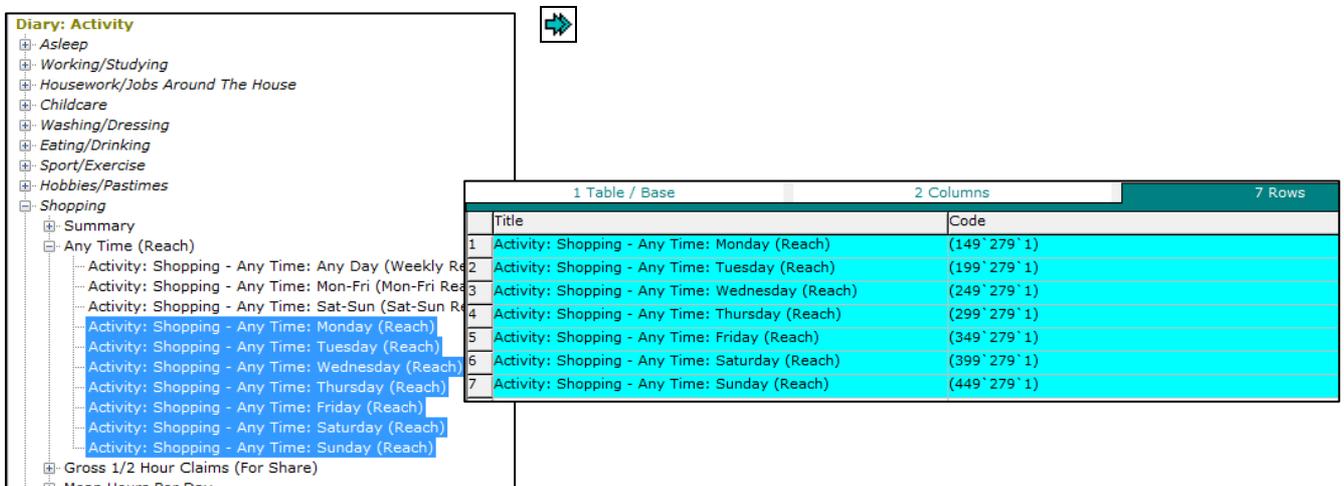
Step 2

Go to Columns, still in *Demographics Grouped*, open the *Presence of Children In Household* section and use the green arrow  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.



Step 4

Now click on Crosstab to produce:

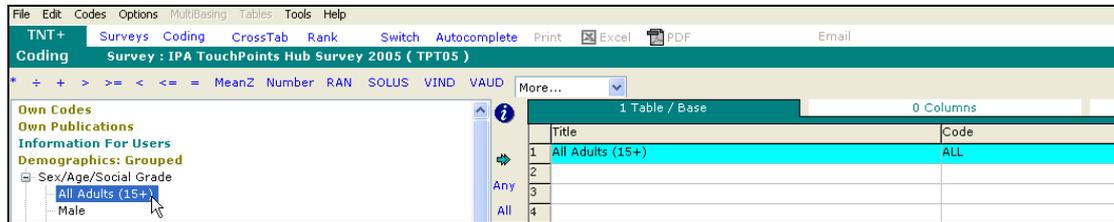
		Total	Yes - Presence Of Children In HH	No - Presence Of Children In HH
Total	<i>Audience(000)</i>	46,667	14,417	32,250
	<i>Resps</i>	5,010	1,749	3,261
	<i>%Col</i>	100.0	100.0	100.0
	<i>%Row</i>	100.0	30.9	69.1
	<i>Index</i>	100.0	100.0	100.0
Activity: Shopping - Any Time: Monday (Reach)	<i>Audience(000)</i>	20,947	6,156	14,791
	<i>Resps</i>	2,241	772	1,469
	<i>%Col</i>	44.9	42.7	45.9
	<i>%Row</i>	100.0	29.4	70.6
	<i>Index</i>	100.0	95.1	102.2
Activity: Shopping - Any Time: Tuesday (Reach)	<i>Audience(000)</i>	21,359	6,026	15,333
	<i>Resps</i>	2,297	727	1,570
	<i>%Col</i>	45.8	41.8	47.5
	<i>%Row</i>	100.0	28.2	71.8
	<i>Index</i>	100.0	91.3	103.9
Activity: Shopping - Any Time: Wednesday (Reach)	<i>Audience(000)</i>	21,774	6,493	15,281
	<i>Resps</i>	2,327	778	1,549
	<i>%Col</i>	46.7	45.0	47.4
	<i>%Row</i>	100.0	29.8	70.2
	<i>Index</i>	100.0	96.5	101.6
Activity: Shopping - Any Time: Thursday (Reach)	<i>Audience(000)</i>	21,357	6,096	15,261
	<i>Resps</i>	2,318	745	1,573
	<i>%Col</i>	45.8	42.3	47.3
	<i>%Row</i>	100.0	28.5	71.5
	<i>Index</i>	100.0	92.4	103.4
Activity: Shopping - Any Time: Friday (Reach)	<i>Audience(000)</i>	23,192	6,957	16,234
	<i>Resps</i>	2,535	834	1,701
	<i>%Col</i>	49.7	48.3	50.3
	<i>%Row</i>	100.0	30.0	70.0
	<i>Index</i>	100.0	97.1	101.3
Activity: Shopping - Any Time: Saturday (Reach)	<i>Audience(000)</i>	26,534	8,201	18,334
	<i>Resps</i>	2,982	1,033	1,949
	<i>%Col</i>	56.9	56.9	56.8
	<i>%Row</i>	100.0	30.9	69.1
	<i>Index</i>	100.0	100.0	100.0
Activity: Shopping - Any Time: Sunday (Reach)	<i>Audience(000)</i>	15,233	5,384	9,849
	<i>Resps</i>	1,715	680	1,035
	<i>%Col</i>	32.6	37.3	30.5
	<i>%Row</i>	100.0	35.3	64.7
	<i>Index</i>	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 (non-wildcard)

Step 1

Put All Adults 15+ in the Base

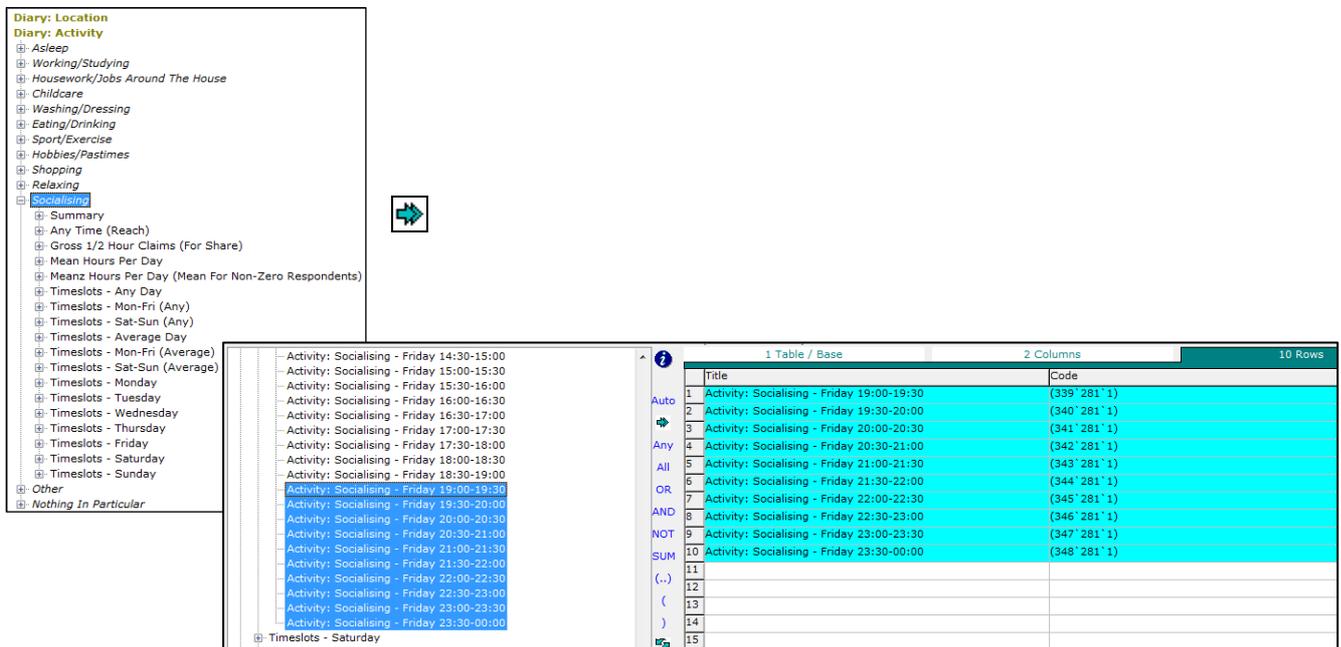


Step 2

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.



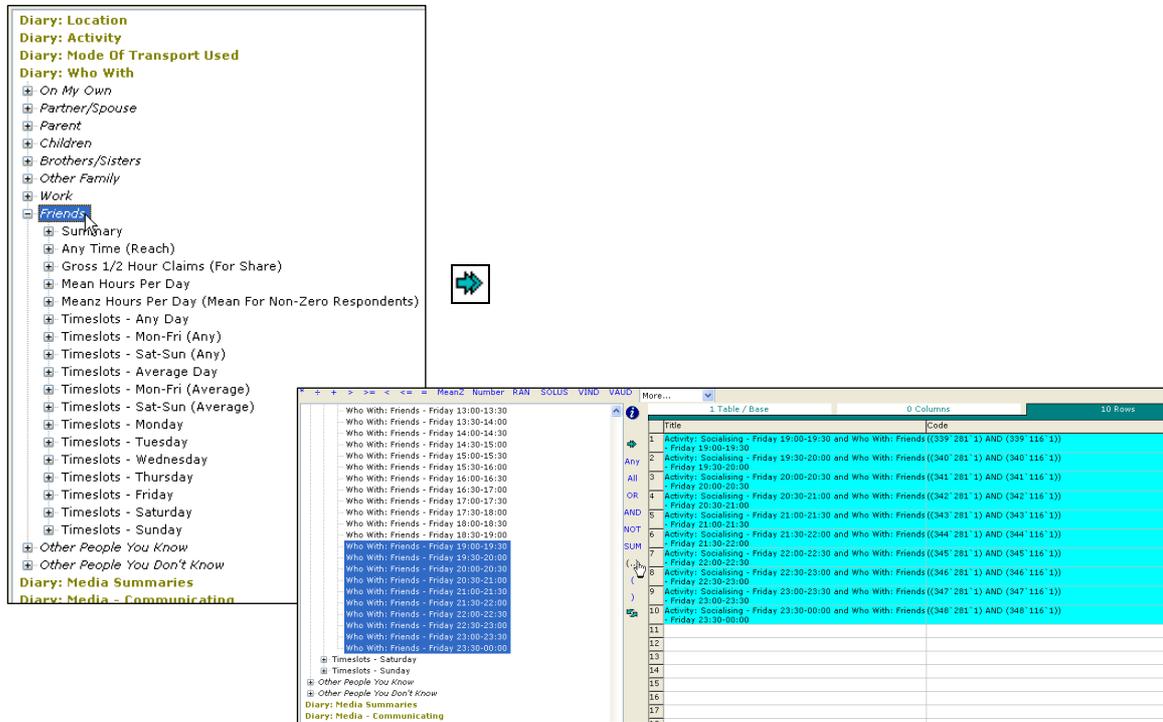
Step 3

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

Title	Code
Activity: Socialising - Friday 19:00-19:30 and	(339' 281' 1) AND
Activity: Socialising - Friday 19:30-20:00 and	(340' 281' 1) AND
Activity: Socialising - Friday 20:00-20:30 and	(341' 281' 1) AND
Activity: Socialising - Friday 20:30-21:00 and	(342' 281' 1) AND

Step 4

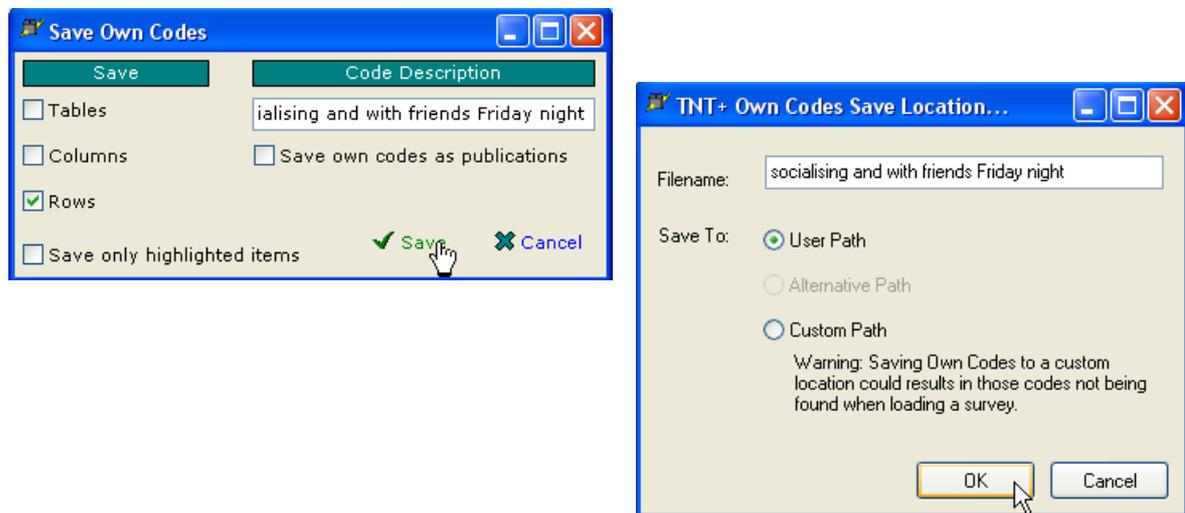
Reset and find the *Diary: Who With* section. Double-click to expand the category and find *Friends* and expand the category. As before double click on *Timeslots - Friday* to open the full list, highlight the half hours from 19:00 to 00:00 and then use the green arrow to add them to the grid.



Step 5

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

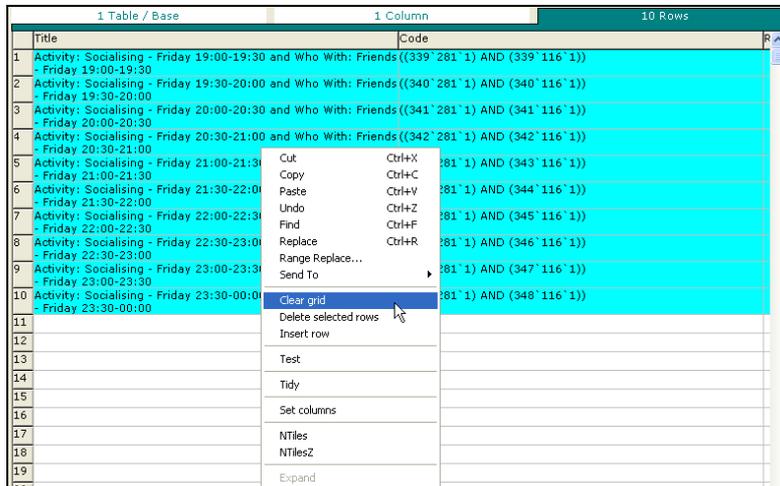
Now save the codes in the rows as *Own Codes*. Go to the *Codes* drop down menu and select *Save Own Codes*. In the new window type a description for the own codes, e.g. Socialising and with friends Friday night. Click *Save*, then *OK* and *OK*.



Step 6

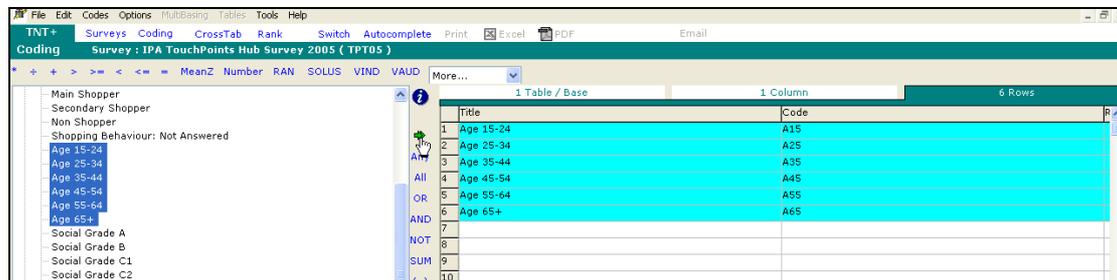
The codes have now been saved the Own Codes directory and can be selected from the top of the electronic code book.

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



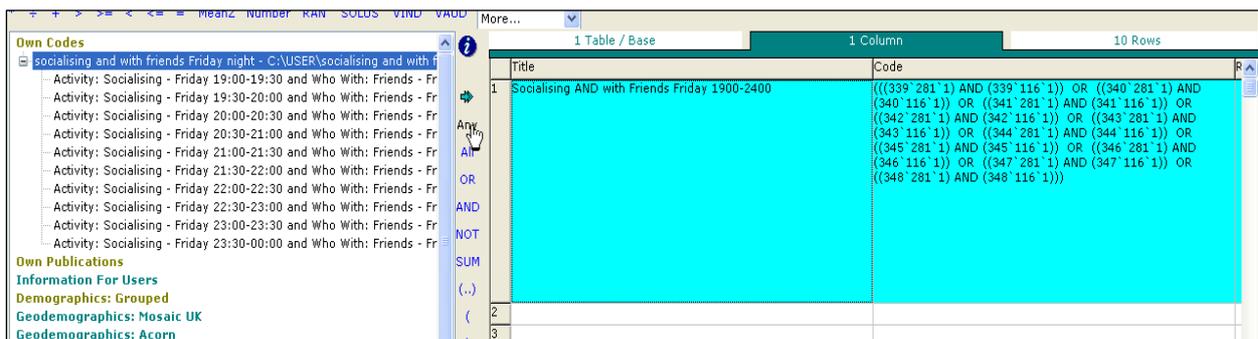
Step 7

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



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.



Step 9

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

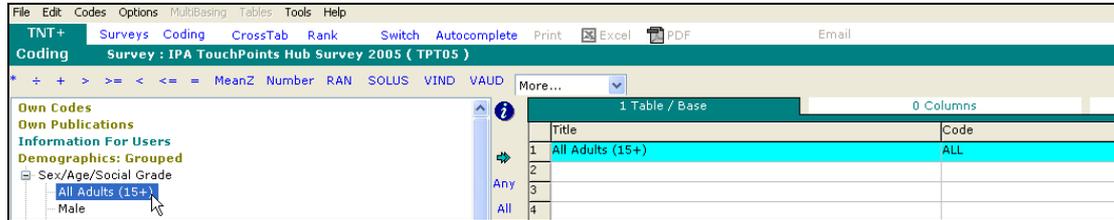
TNT+ Surveys Coding CrossTab Rank Switch Autoco						
Default		Data Items	Stability	Decimal places	Filter	Hig
					Total	Socialising AND with Friends Friday 1900-2400
Total	<i>Audience(000)</i>		46,667			9,621
	<i>Resps</i>		5,010			972
	<i>%Col</i>		100.0			100.0
	<i>%Row</i>		100.0			20.6
	<i>Index</i>		100.0			100.0
Age 15-24	<i>Audience(000)</i>		7,111			2,644
	<i>Resps</i>		489			165
	<i>%Col</i>		15.2			27.5
	<i>%Row</i>		100.0			37.2
	<i>Index</i>		100.0			180.3
Age 25-34	<i>Audience(000)</i>		7,544			1,534
	<i>Resps</i>		993			210
	<i>%Col</i>		16.2			15.9
	<i>%Row</i>		100.0			20.3
	<i>Index</i>		100.0			98.6
Age 35-44	<i>Audience(000)</i>		8,935			1,650
	<i>Resps</i>		987			188
	<i>%Col</i>		19.1			17.2
	<i>%Row</i>		100.0			18.5
	<i>Index</i>		100.0			89.6
Age 45-54	<i>Audience(000)</i>		7,447			1,589
	<i>Resps</i>		829			160
	<i>%Col</i>		16.0			16.5
	<i>%Row</i>		100.0			21.3
	<i>Index</i>		100.0			103.5
Age 55-64	<i>Audience(000)</i>		6,759			939
	<i>Resps</i>		789			118
	<i>%Col</i>		14.5			9.8
	<i>%Row</i>		100.0			13.9
	<i>Index</i>		100.0			67.4
Age 65+	<i>Audience(000)</i>		8,870			1,266
	<i>Resps</i>		923			131
	<i>%Col</i>		19.0			13.2
	<i>%Row</i>		100.0			14.3
	<i>Index</i>		100.0			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.

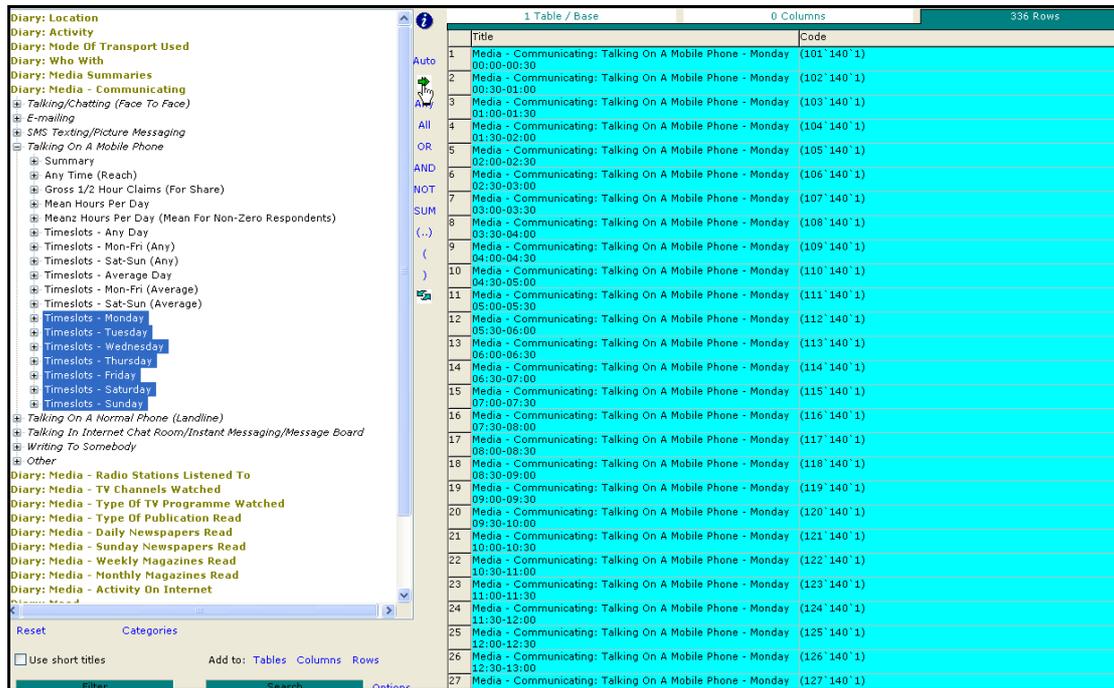


Step 2

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

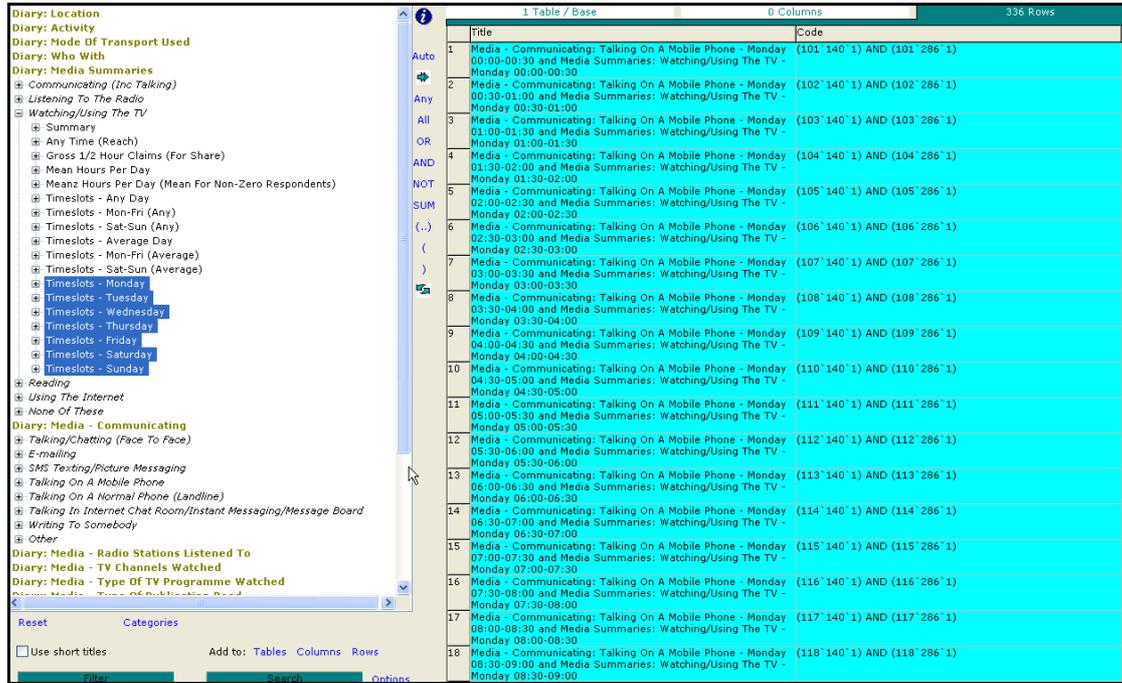
Click the *AND* button to insert the AND code next to each half hour.

Title	Code
Media - Communicating: Talking On A Mobile Phone - Monday 00:00-00:30 and	(101`140`1) AND
Media - Communicating: Talking On A Mobile Phone - Monday 00:30-01:00 and	(102`140`1) AND
Media - Communicating: Talking On A Mobile Phone - Monday 01:00-01:30 and	(103`140`1) AND

Step 4

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.

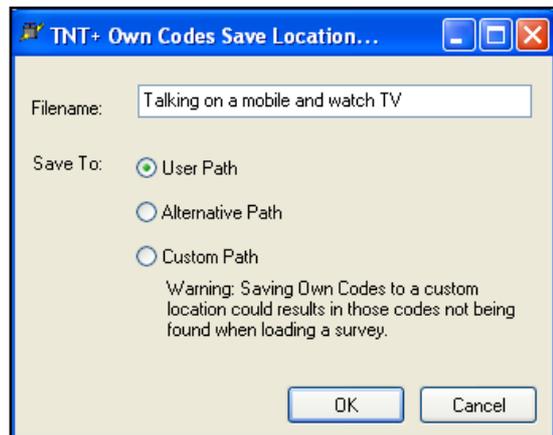
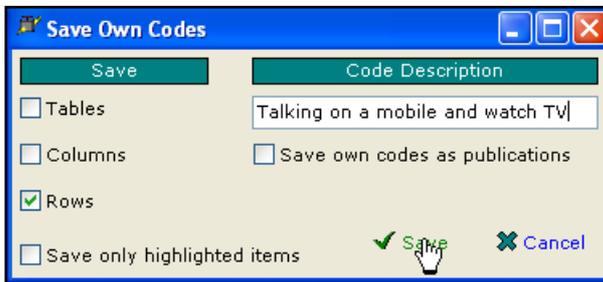
NB. Make sure you still have the same number of Rows as after Step 2, e.g. if looking at Monday - Sunday you should have 336 Rows.



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.

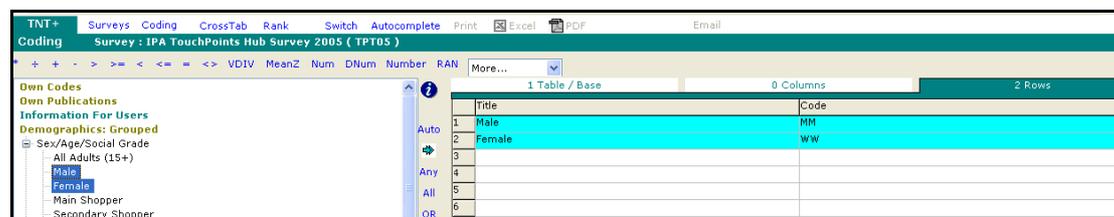


The codes have now been saved the own codes directory and can be selected from the electronic code book.

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.



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	<i>Audience(000)</i>	46,667	326
	<i>Resps</i>	5,010	37
	<i>%Col</i>	100.0	100.0
	<i>%Row</i>	100.0	0.7
	<i>Index</i>	100.0	100.0
Male	<i>Audience(000)</i>	22,504	117
	<i>Resps</i>	2,283	16
	<i>%Col</i>	48.2	35.9
	<i>%Row</i>	100.0	0.5
	<i>Index</i>	100.0	74.4
Female	<i>Audience(000)</i>	24,163	209
	<i>Resps</i>	2,727	21
	<i>%Col</i>	51.8	64.1
	<i>%Row</i>	100.0	0.9
	<i>Index</i>	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	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 $\frac{1}{2}$ hour Claims (For Share)	✓
Mean or Meanz Hours per day	✓

- **Example 2: Solus Media - see page 18**

Column:

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

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 $\frac{1}{2}$ 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 ✓ time codes)

Each half hour of each day	✓
Each half hour of any day	✓
Each half hour average day	✓
Gross $\frac{1}{2}$ 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 **AND**'s and 1 **OR** 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**.

The screenshot shows the software interface with a table containing the following data:

1 Table / Base		1 Column
Title	Code	
1 Watching/Using The TV and Home	(* 59 1) AND (* 13 1)	

The left sidebar shows a tree view of categories, with 'Location/Activity/Who With etc' expanded to show 'Home' selected.

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'**.

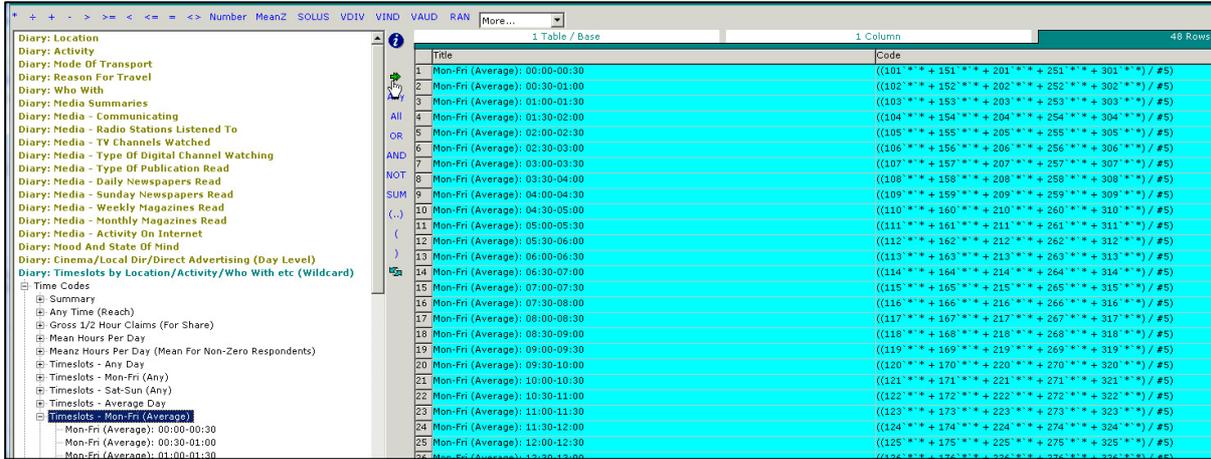
The screenshot shows the software interface with a table containing the following data:

1 Table / Base		1 Column
Title	Code	
1 Watching/Using The TV and Home and With Partner/Spouse or With Children	(* 59 1) AND (* 13 1) AND ((* 34 1) OR (* 36 1))	

The left sidebar shows a tree view of categories, with 'Who With' expanded to show 'With Partner/Spouse' and 'With Children' selected.

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.



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 Items	Stability	Decimal places	Filter	Highlight	Colour
Total Watching TV At Home With Partner/Spouse or With Children						
Total	<i>Audience(000)</i>		47,795		47,795	
	<i>Resps</i>		49,784		49,784	
	<i>%Col</i>		100.0		100.0	
	<i>%Row</i>		100.0		100.0	
	<i>Index</i>		100.0		100.0	
Mon-Fri (Average): 18:30-19:00	<i>Audience(000)</i>		47,795		12,280	
	<i>Resps</i>		49,784		26,939	
	<i>%Col</i>		100.0		25.7	
	<i>%Row</i>		100.0		25.7	
	<i>Index</i>		100.0		25.7	
Mon-Fri (Average): 19:00-19:30	<i>Audience(000)</i>		47,795		12,715	
	<i>Resps</i>		49,784		27,457	
	<i>%Col</i>		100.0		26.6	
	<i>%Row</i>		100.0		26.6	
	<i>Index</i>		100.0		26.6	
Mon-Fri (Average): 19:30-20:00	<i>Audience(000)</i>		47,795		14,049	
	<i>Resps</i>		49,784		29,004	
	<i>%Col</i>		100.0		29.4	
	<i>%Row</i>		100.0		29.4	
	<i>Index</i>		100.0		29.4	
Mon-Fri (Average): 20:00-20:30	<i>Audience(000)</i>		47,795		14,949	
	<i>Resps</i>		49,784		30,411	
	<i>%Col</i>		100.0		31.3	
	<i>%Row</i>		100.0		31.3	
	<i>Index</i>		100.0		31.3	
Mon-Fri (Average): 20:30-21:00	<i>Audience(000)</i>		47,795		15,642	
	<i>Resps</i>		49,784		31,064	
	<i>%Col</i>		100.0		32.7	
	<i>%Row</i>		100.0		32.7	
	<i>Index</i>		100.0		32.7	
Mon-Fri (Average): 21:00-21:30	<i>Audience(000)</i>		47,795		16,200	
	<i>Resps</i>		49,784		31,411	
	<i>%Col</i>		100.0		33.9	
	<i>%Row</i>		100.0		33.9	
	<i>Index</i>		100.0		33.9	

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 **AND**, 1 **NOT** with 2 **OR**'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.

The screenshot shows the software interface with a list of diary categories on the left and a coding table on the right. The table has two columns: 'Title' and 'Code'. The first row in the table contains the following text:

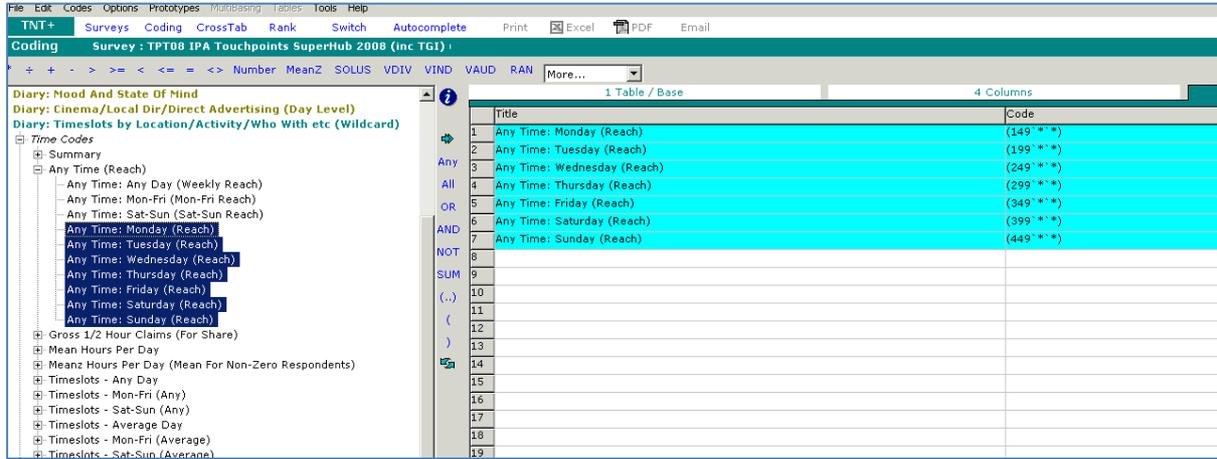
Title	Code
1 SOLUS(Listening To The Radio + Watching/Using The TV + Reading + Using The Internet)	(((* 58 1) + (* 59 1) + (* 60 1) + (* 61 1)) = #1)

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.



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.

TNT+	Surveys	Coding	CrossTab	Rank	Switch	Alt
Default	Data Items	Stability	Decimal places	Filter	Hi	
Total SOLUS TV Not						
Radio, Reading or Internet						
Total	<i>Audience(000)</i>		47,795			47,795
	<i>Resps</i>		49,784			49,784
	<i>%Col</i>		100.0			100.0
	<i>%Row</i>		100.0			100.0
	<i>Index</i>		100.0			100.0
Any Time: Monday (Reach)	<i>Audience(000)</i>		47,795			3,032
	<i>Resps</i>		49,784			3,249
	<i>%Col</i>		100.0			6.3
	<i>%Row</i>		100.0			6.3
	<i>Index</i>		100.0			6.3
Any Time: Tuesday (Reach)	<i>Audience(000)</i>		47,795			2,932
	<i>Resps</i>		49,784			3,135
	<i>%Col</i>		100.0			6.1
	<i>%Row</i>		100.0			6.1
	<i>Index</i>		100.0			6.1
Any Time: Wednesday (Reach)	<i>Audience(000)</i>		47,795			3,063
	<i>Resps</i>		49,784			3,273
	<i>%Col</i>		100.0			6.4
	<i>%Row</i>		100.0			6.4
	<i>Index</i>		100.0			6.4
Any Time: Thursday (Reach)	<i>Audience(000)</i>		47,795			2,726
	<i>Resps</i>		49,784			2,889
	<i>%Col</i>		100.0			5.7
	<i>%Row</i>		100.0			5.7
	<i>Index</i>		100.0			5.7
Any Time: Friday (Reach)	<i>Audience(000)</i>		47,795			2,895
	<i>Resps</i>		49,784			3,220
	<i>%Col</i>		100.0			6.1
	<i>%Row</i>		100.0			6.1
	<i>Index</i>		100.0			6.1
Any Time: Saturday (Reach)	<i>Audience(000)</i>		47,795			4,902
	<i>Resps</i>		49,784			5,000
	<i>%Col</i>		100.0			10.3
	<i>%Row</i>		100.0			10.3
	<i>Index</i>		100.0			10.3
Any Time: Sunday (Reach)	<i>Audience(000)</i>		47,795			4,782
	<i>Resps</i>		49,784			4,929
	<i>%Col</i>		100.0			10.0
	<i>%Row</i>		100.0			10.0
	<i>Index</i>		100.0			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**.

1 Table / Base		6 Columns	48 Rows
Title	Code		R
1 Age 15-24 and	A15 AND		
2 Age 25-34 and	A25 AND		
3 Age 35-44 and	A35 AND		
4 Age 45-54 and	A45 AND		
5 Age 55-64 and	A55 AND		
6 Age 65+ and	A65 AND		
7			
8			
9			
10			
11			
12			
13			
14			
15			

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.

1 Table / Base		6 Columns	48 Rows
Title	Code		R
1 Age 15-24 and Watching/Using The TV	A15 AND (* 59 `1		
2 Age 25-34 and Watching/Using The TV	A25 AND (* 59 `1		
3 Age 35-44 and Watching/Using The TV	A35 AND (* 59 `1		
4 Age 45-54 and Watching/Using The TV	A45 AND (* 59 `1		
5 Age 55-64 and Watching/Using The TV	A55 AND (* 59 `1		
6 Age 65+ and Watching/Using The TV	A65 AND (* 59 `1		
7			
8			
9			
10			
11			
12			

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

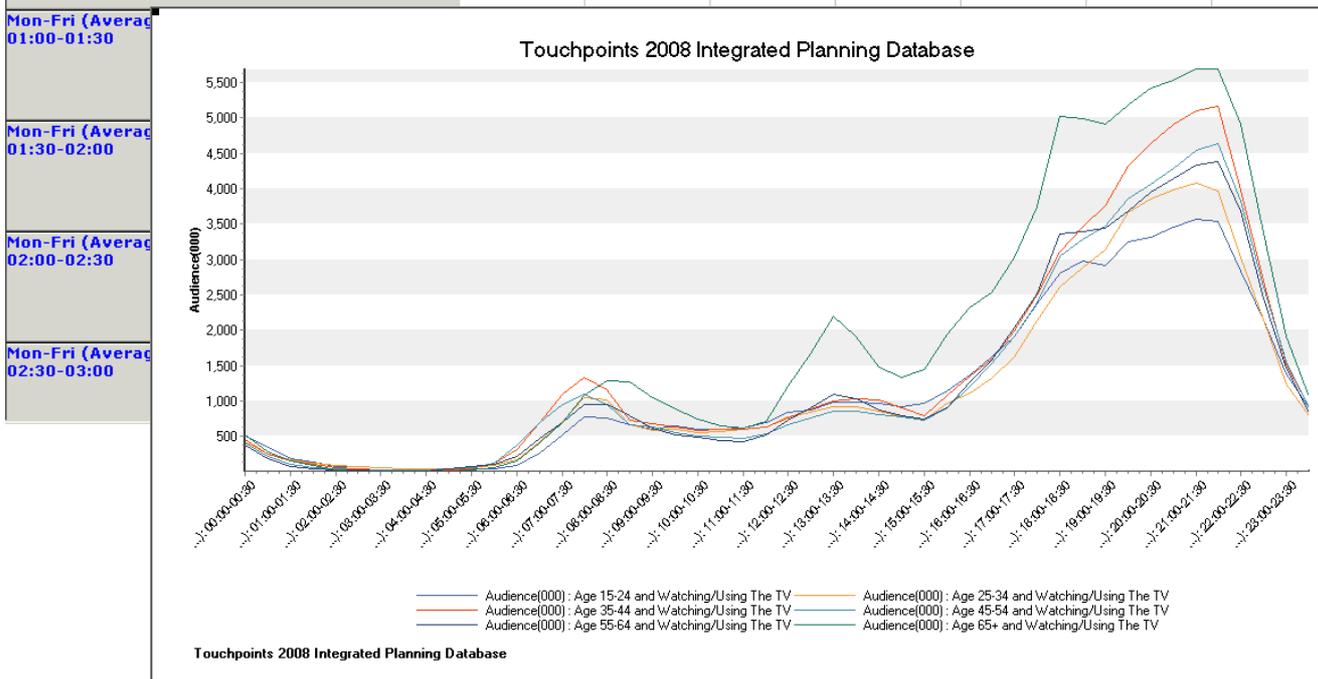
- Select Rows. Double click on 'Time Codes' to open the category, then highlight 'Timeslots - Mon-Fri (Average)' and click on the green arrow to put them across separately.

Title	Code
1 Mon-Fri (Average): 00:00-00:30	((101** + 151** + 201** + 251** + 301**) / #5)
2 Mon-Fri (Average): 00:30-01:00	((102** + 152** + 202** + 252** + 302**) / #5)
3 Mon-Fri (Average): 01:00-01:30	((103** + 153** + 203** + 253** + 303**) / #5)
4 Mon-Fri (Average): 01:30-02:00	((104** + 154** + 204** + 254** + 304**) / #5)
5 Mon-Fri (Average): 02:00-02:30	((105** + 155** + 205** + 255** + 305**) / #5)
6 Mon-Fri (Average): 02:30-03:00	((106** + 156** + 206** + 256** + 306**) / #5)
7 Mon-Fri (Average): 03:00-03:30	((107** + 157** + 207** + 257** + 307**) / #5)
8 Mon-Fri (Average): 03:30-04:00	((108** + 158** + 208** + 258** + 308**) / #5)
9 Mon-Fri (Average): 04:00-04:30	((109** + 159** + 209** + 259** + 309**) / #5)
10 Mon-Fri (Average): 04:30-05:00	((110** + 160** + 210** + 260** + 310**) / #5)

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 and atching/Using The TV	Age 25-34 and atching/Using The TV	Age 35-44 and atching/Using The TV	Age 45-54 and atching/Using The TV	Age 55-64 and atching/Using The TV	Age 65+ and atching/Using The TV
Total	<i>Audience(000)</i>	47,795	47,795	47,795	47,795	47,795	47,795	47,795
	<i>Resps</i>	49,784	49,784	49,784	49,784	49,784	49,784	49,784
	<i>%Col</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	<i>%Row</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	<i>Index</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mon-Fri (Average): 00:00-00:30	<i>Audience(000)</i>	47,795	503	430	448	405	367	513
	<i>Resps</i>	49,784	1,524	1,251	1,336	1,217	1,099	1,725
	<i>%Col</i>	100.0	1.1	0.9	0.9	0.8	0.8	1.1
	<i>%Row</i>	100.0	1.1	0.9	0.9	0.8	0.8	1.1
	<i>Index</i>	100.0	1.1	0.9	0.9	0.8	0.8	1.1
Mon-Fri (Average): 00:30-01:00	<i>Audience(000)</i>	47,795	339	244	248	219	176	276
	<i>Resps</i>	49,784	961	699	745	720	590	937
	<i>%Col</i>	100.0	0.7	0.5	0.5	0.5	0.4	0.6
	<i>%Row</i>	100.0	0.7	0.5	0.5	0.5	0.4	0.6
	<i>Index</i>	100.0	0.7	0.5	0.5	0.5	0.4	0.6



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.