



HOW DO I calculate average number of hours using TouchPoints?

Source: TPT17 IPA TouchPoints 2017

a) 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.

b) We need to add wild card codes as columns and rows. Within 'Diary Wildcard: Location/Activity/Who With etc.', expand 'Media - Commercial Media Summaries', and select TV, radio and newspaper/magazine, and add to **Column** (figure 1).

Figure 1

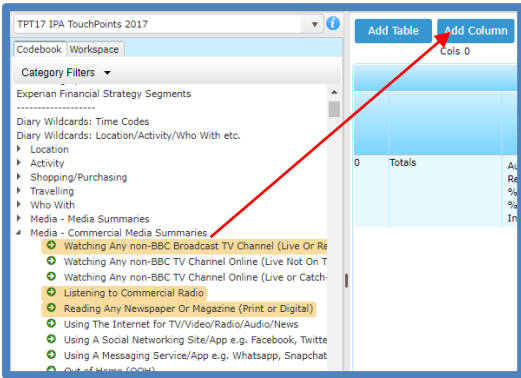


Figure 2

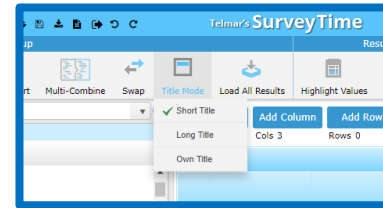
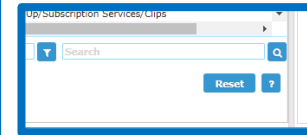


Figure 3

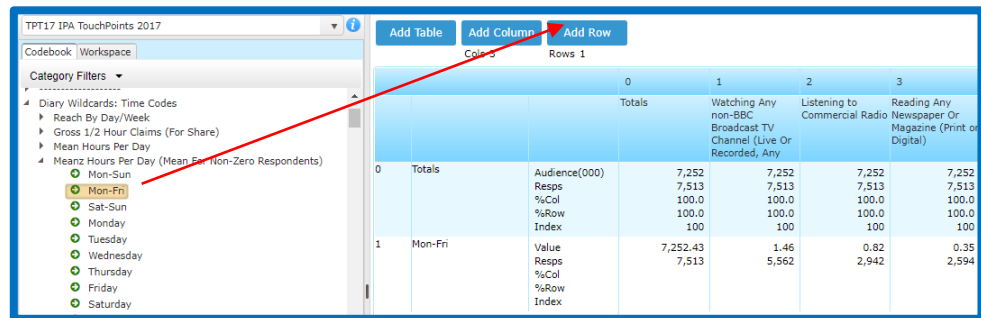


TIP: What are Wild Cards? Times and activities need to be related to each other, e.g., what someone was doing, when and for how long - like a 2 piece jigsaw. The user needs to put the activity together with the time(s) that the people were doing it to understand what and when.



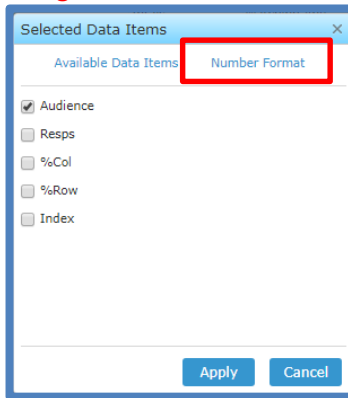
c) Select short titles, from **Title Mode**, to tidy up the title labels (figure 2). Press **Reset** in the code book, to reset the search (figure 3).

Figure 4



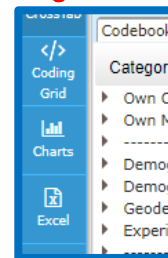
d) Expand 'Diary Wildcard: Time Codes', and then open 'Meanz Hours Per Day (Mean for Non Zero Respondents)'. Add 'Mon-Fri' to your **Rows** (figure 4).

Figure 5



e) Click on **Data Items** and untick all the data items except for Audience, and select Apply. Also click on **Number Format**, and request 2 decimal places for mean and median (figure 5).

Figure 6



f) The numbers can either be exported to **Excel**, or shown in **Charts** (figure 6). In figure 7, the value on the chart is a decimal, which means that 1.30 hours per day is 1 hour and 18 minutes.

Figure 7

