

HOW DO I create a Monday to Friday (average day) media timeline using TouchPoints and SurveyTime?



Source: TPT17 IPA TouchPoints 2017

- Open SurveyTime, and select a survey - type Touchpoints in the **Filter Survey** box and select the newest survey.
- 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) (**figure1**). For this example, we will use All Respondents.
- 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 **Columns** (**figure 2**).
- Select short titles, from **Title Mode**, to tidy up the title labels (**figure 3**). Press **Reset** in the code book, to reset the search (**figure 4**).
- Expand 'Diary Wildcard: Time Codes', and add 'Timeslots – Mon-Fri (Average Day)' to your rows. There should be 48 half-hour codes in the rows (**figure 5**).
- We can now look at the data in **Charts** (**figure 6**).

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 1

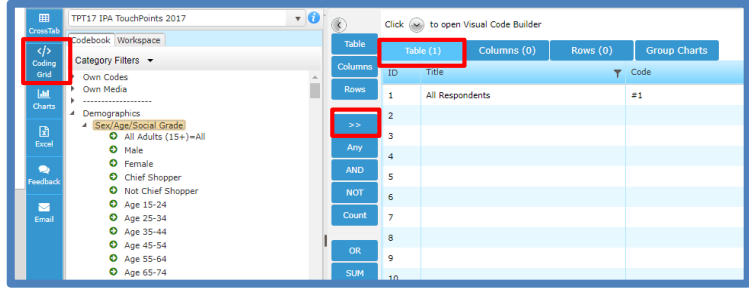


Figure 2

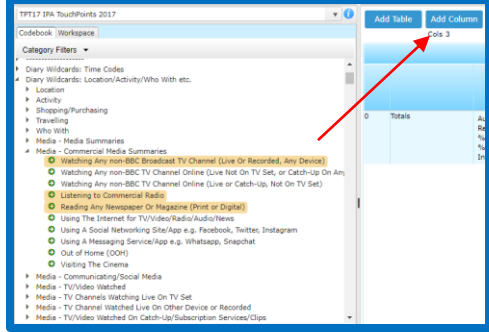


Figure 3

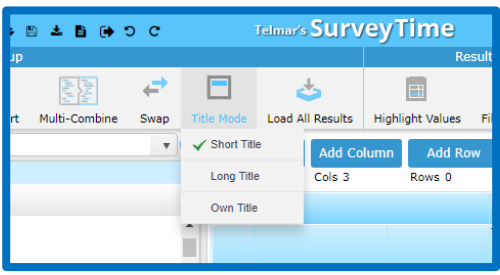


Figure 4

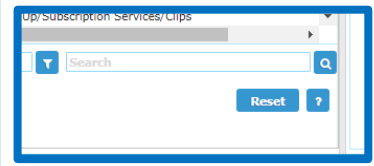


Figure 5

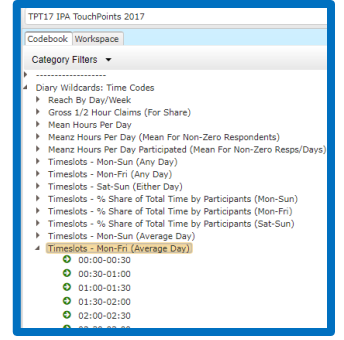
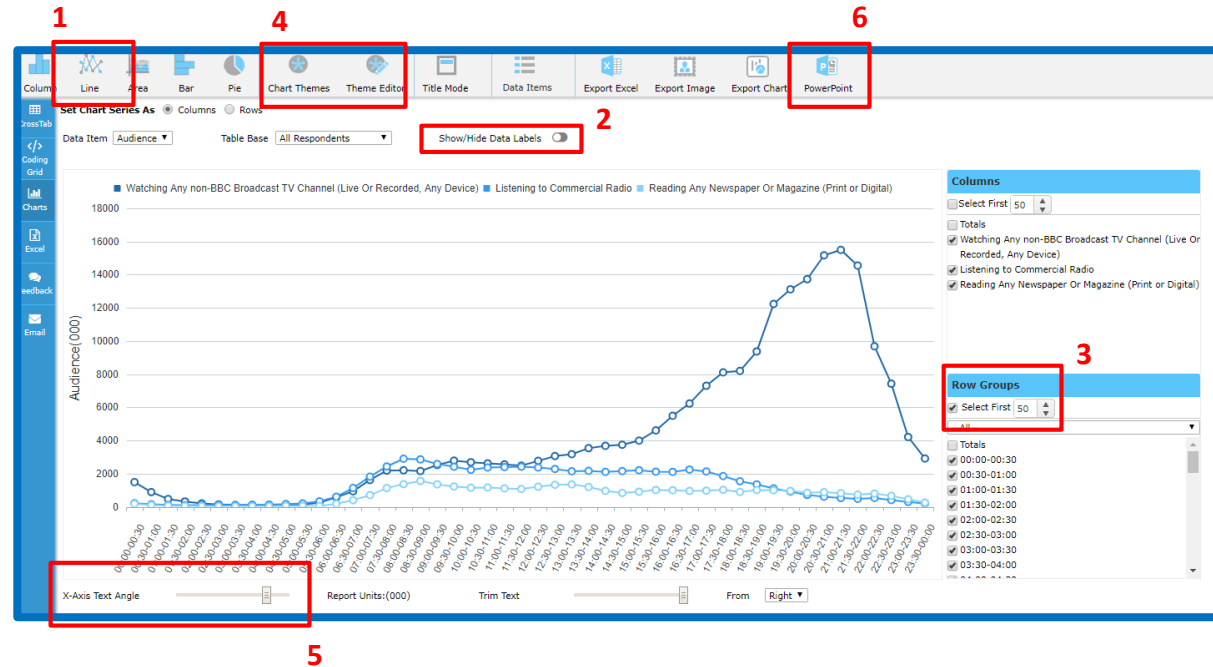


Figure 6

	Totals	1	2	3
0 Totals	Audience(000)	51,488	51,488	51,488
	Resps	50,529	50,529	50,529
	%Col	100.0	100.0	100.0
	%Row	100.0	100.0	100.0
	Index	100	100	100
1 00:00-00:30	Audience(000)	51,488	1,484	214
	Resps	50,529	3,969	637
	%Col	100.0	2.9	0.4
	%Row	100.0	2.9	0.4
	Index	100	3	0
2 00:30-01:00	Audience(000)	51,488	884	154
	Resps	50,529	2,423	405
	%Col	100.0	1.7	0.3
	%Row	100.0	1.7	0.3
	Index	100	2	0

g) Tidy the chart following the instructions below:

- ✓ Select line chart (1).
- ✓ If labels are showing on line, you can remove them (2).
- ✓ Select first 50 rows (3).
- ✓ Choose chart themes (4).
- ✓ Change axis settings (5).
- ✓ Export to PowerPoint (6).



What does the data show?

The data shows the proportion of time, on an average day between Mon-Fri, that each media selected is used. The X-axis is 30min time slots, and the Y-axis is the audience.

e.g., on an average Mon-Fri, audience watching any non-BBC broadcast TV channel (live or recorded on any device) peaks to around 15,500,000 between 21:00hrs and 21:30hrs.