

HOW DO I create a crosstab run by percentage share of total time by participants?

The % of time by participants

This chart allows you to see how time spent doing a particular activity or consuming a particular media is distributed throughout the day. This analysis is done using the TouchPoints survey. The time line shows when participants in an activity do it (the emphasis is on participants). This type of coding allows you to show large and small media activity on the same page (or on the same scale). If you include the whole day, the audience (%) will add to 100%.

In this example, we are going to look at the % share of time for mobile, TV and laptop/desktop PC during the week (Monday to Friday), excluding midnight to 6am.

Source: TPT17 IPA TouchPoints 2017

- In SurveyTime select a survey - type Touchpoints in the **Filter Survey** box and select the newest survey.
- In the Code Book, open 'Diary Wildcard: Location/Activity/Who With etc.', and expand 'Media – Commercial Media Summaries'. Highlight the ones you want to use by using the **Ctrl** key. Click the **Add Column** button or drag the devices to it (**figure 1**).
- Press **Reset** in the code book, to reset the search (**figure 2**).
- Expand 'Diary Wildcard: Time Codes', and then open 'Timeslot - % Share of Total Time by Participants (Mon-Fri)'. Highlight 6am-midnight using the **Ctrl** key. Add to **Rows** (**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.



Figure 1

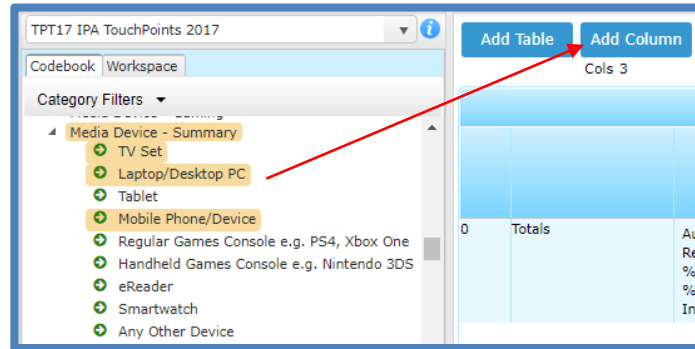


Figure 2

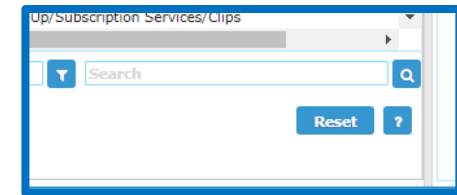
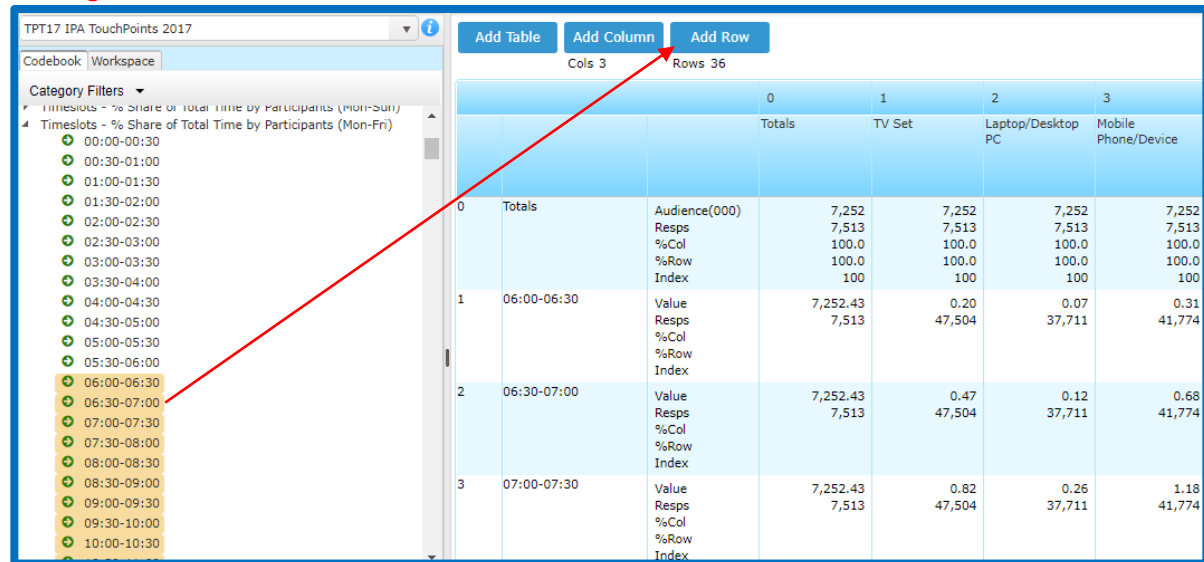


Figure 3



		0	1	2	3	
		Totals	TV Set	Laptop/Desktop PC	Mobile Phone/Device	
0	Totals	Audience(000) Resps %Col %Row Index	7,252 7,513 100.0 100.0 100	7,252 7,513 100.0 100.0 100	7,252 7,513 100.0 100.0 100	
1	06:00-06:30	Value Resps %Col %Row Index	7,252.43 7,513	0.20 47,504	0.07 37,711	0.31 41,774
2	06:30-07:00	Value Resps %Col %Row Index	7,252.43 7,513	0.47 47,504	0.12 37,711	0.68 41,774
3	07:00-07:30	Value Resps %Col %Row Index	7,252.43 7,513	0.82 47,504	0.26 37,711	1.18 41,774

e) Select short titles, from **Title Mode**, to tidy up the title labels (figure 4), or right click on a title in the coding grid, and use the Replace function (figure 5).

TIP: The numbers in the Crosstab are rounded. If you wish to see 2 decimal places etc., click on **Data Items**, select **Number Format** and change the decimal place settings (figure 6).

f) We can now look at the data in **Charts** (figure 7).

g) Tidy the chart following the instructions below (figure 8):

- ✓ Select line graph (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).

Figure 4

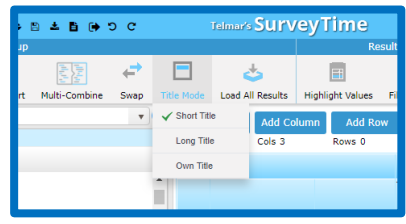


Figure 5

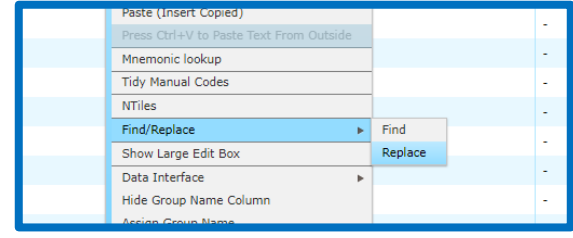


Figure 6

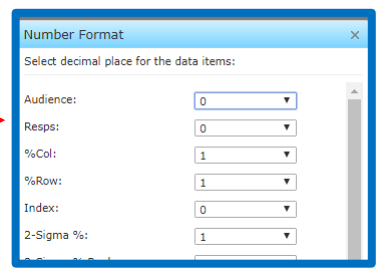
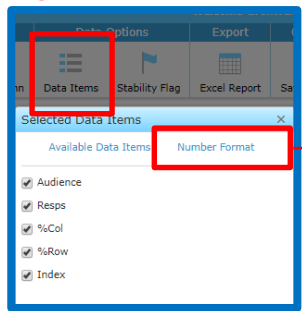
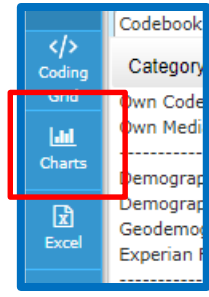


Figure 7



1 Figure 8

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5

