


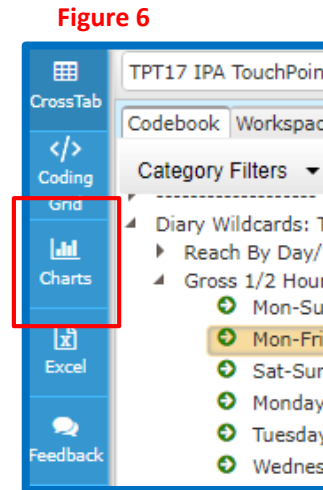
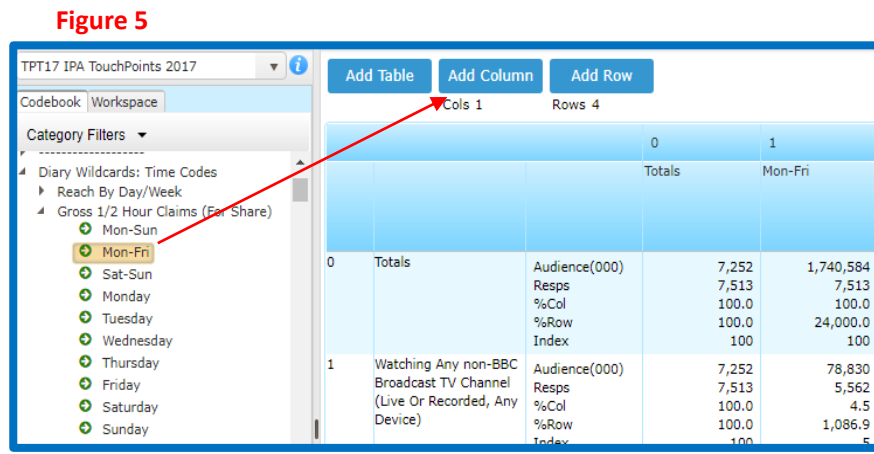
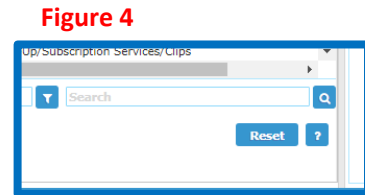
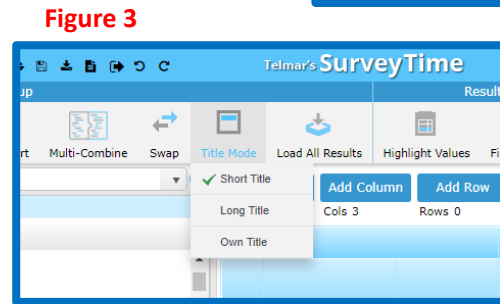
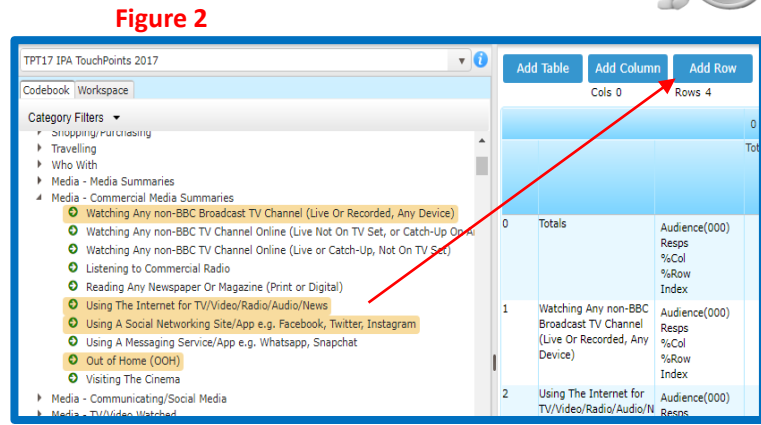
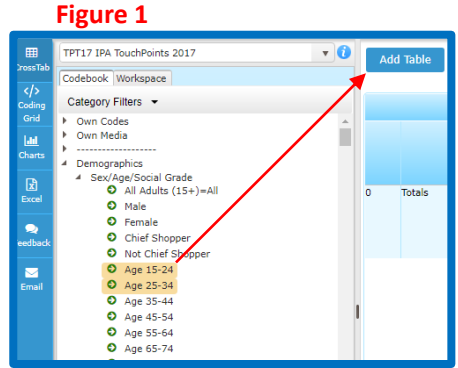


HOW DO I create a pie chart based on total time spend on different media using TouchPoints and SurveyTime

Source: TPT17 IPA TouchPoints 2017

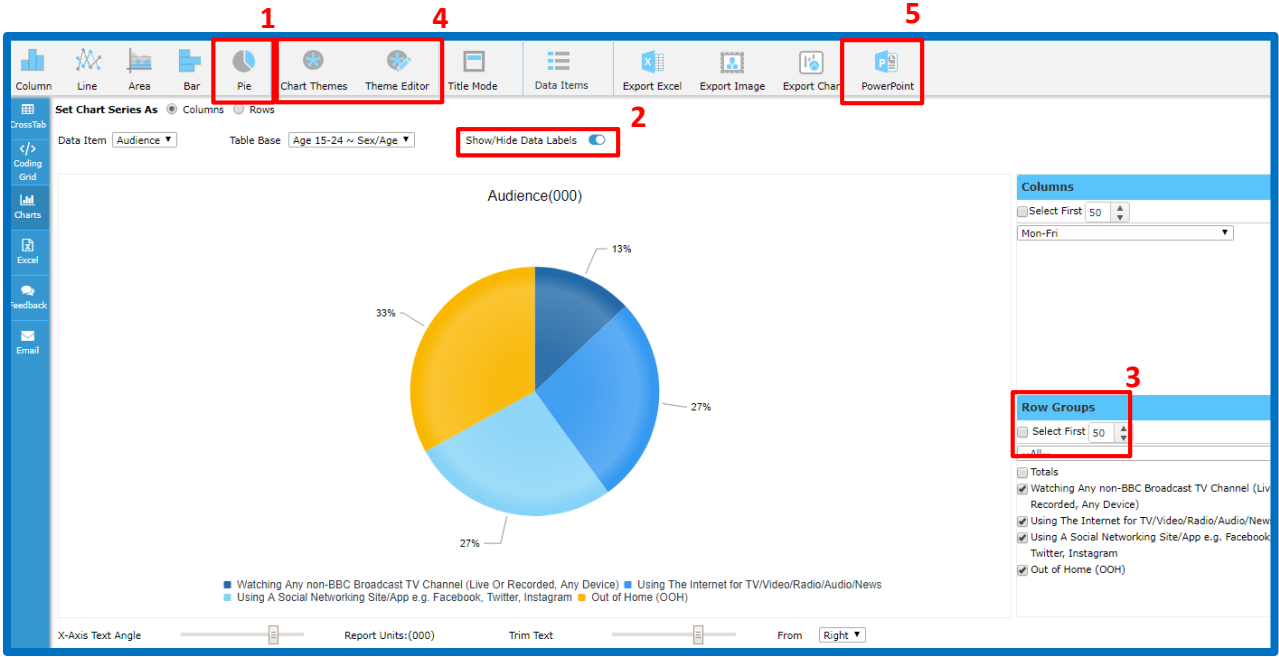
- a) In SurveyTime, select the TouchPoints survey by using the **Filter Survey** box.
- b) Enter your target as the table base. If you don't, it will default to all adults. If you want to pick another target, highlight it and add it to **Table** in the coding grid (and remove all adults), or click **Add Table** in CrossTab (figure 1). For this example, we will use age 15-34.
- c) 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, internet, social networking and out of home, and add to the **Rows** (figure 2).
- d) 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).
- e) Expand 'Diary Wildcard: Time Codes', and then open 'Gross 1/2 Hour Claims (For Share)'. Add 'Mon-Fri' to your **Columns** (figure 5).
- f) 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.

g) Tidy the chart following the instructions below:

- ✓ Select pie chart (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).



What does the data show?

The data shows the percentage of the total half hours logged by participants, between Mon-Fri, for an activity.

e.g., between Mon-Fri, when compared to the other commercial media in figure 2, Out of Home takes up 33% of time.