TouchPoints Timecodes Glossary

NB: If you are using the Diary Wildcard section, you cannot use %row or index.

Reach By Day/Week

Audience figure is the number of people who said that they did the activity/are with../are in a location (i.e., reached) on that day of the week.

% Column is the % of the target that did the activity on that day.

Example below; 44,708,000 people in GB watch any TV on a Friday. "86.14%" of everyone in your target watches TV on a Friday.

		Totals	Watching Any TV ~ Media - Media Summaries
Totals	Audience(000)	51,903	51,903
	Resps	51,195	51,195
	%Col	100.00	100.00
	%Row	100.00	100.00
	Index	100	100
Friday Reach ~ Reach By Day/Week	Audience(000)	51,903	44,708
	Resps	51,195	44,075
	%Col	100.00	86.14
	%Row	100.00	86.14
	Index	100	86

Gross ½ Hour Claims (For Share)

% of time spent doing activity, in proportion to the other activities that you have run in the crosstab.

The audience in the crosstab shows the total number of ½ hours spent doing that activity. To read this data, it is best to show the run as a pie chart, and show the data labels.

In the example below, we can see the % of time spent by All Respondents using each type of social media. They spend the most time (67%) using Facebook, compared to Instagram or Snapchat. Adding the 3 types of social media selected equals 100%.
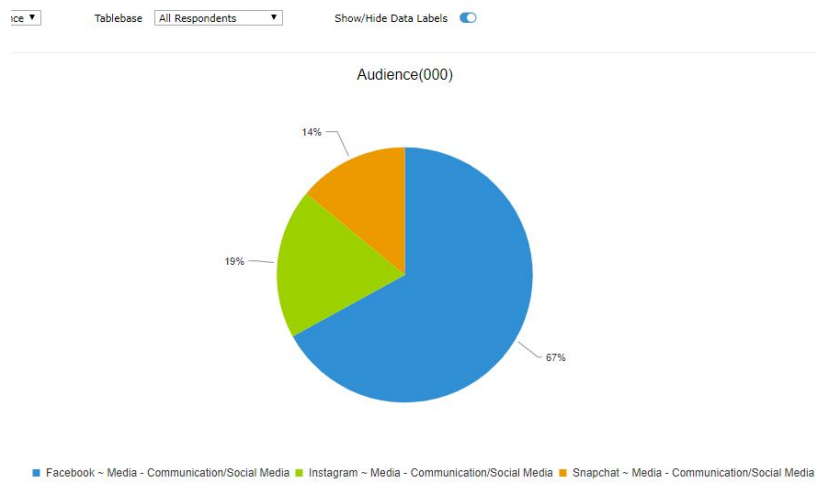
Mean Hours Per Day v Meanz Hours Per Day

Mean gives an average for everyone in your target, regardless of whether they did any of this activity or not.

Meanz gives you an average for everyone in your target who did actually do that activity. Therefore, it excludes those people in your target who did not do any of that activity.

The Value data item for Mean/Meanz is the average number of hours spent doing the activity. In the example below, the target (All Respondents) spend on average 2.73hours on a Friday on Facebook. The units are in hours, not minutes. Therefore, this shows that they spend 2 and .73 of an hour (roughly 2hrs 45 minutes).

		Totals	Facebook ~ Media - Communication/Social Media
Totals	Audience(000)	51,903	51,903
	Resps	51,195	51,195
	%Col	100.00	100.00
	%Row	100.00	100.00
	Index	100	100
Friday ~ Meanz Hours Per Day (Mean For Non-Zero Respondents)	Value	51,902.99	2.73
	Resps	51,195	23,655
	%Col		
	%Row		
	Index		

Timeslot (Any Day)

This is the number of people who did the activity in the ½ hour slot for the whole of the week.

Example below shows that the sum of people who use Facebook between 9:00-9:30 between Mon-Sun is 13,566,000 people.
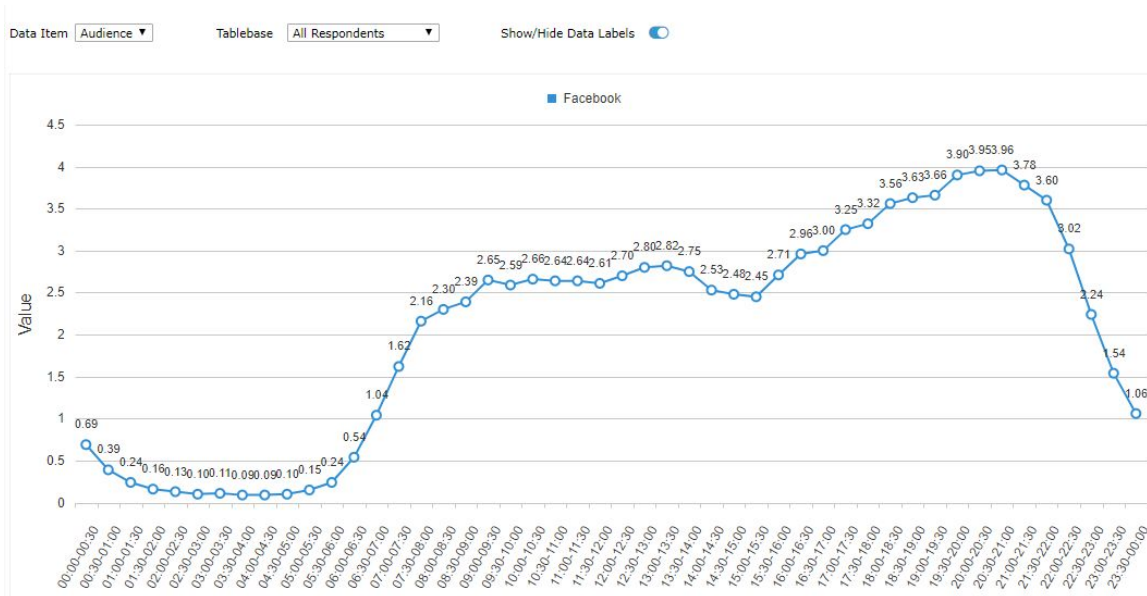
		Totals	Facebook ~ Media - Communication/Social Media
Totals	Audience(000)	51,903	51,903
	Resps	51,195	51,195
	%Col	100.00	100.00
	%Row	100.00	100.00
	Index	100	100
09:00-09:30 ~ Timeslots - Mon-Sun (Any Day)	Audience(000)	51,903	13,566
	Resps	51,195	13,274
	%Col	100.00	26.14
	%Row	100.00	26.14
	Index	100	26

% Share of Total Time by Participant

For a particular activity, the % share of time for a particular ½ slot.

The Value data item in the crosstab represents the % share of time, therefore the units are in %. The whole day adds up to 100%.

The easiest way to view this data is in a line graph (as in the example below). Looking at a Mon-Sun day, the highest % of time spent on Facebook is between 19:30-21:00.

Data Item [Audience ▾]   Tablebase [All Respondents ▾]   Show/Hide Data Labels 🔘

■ Facebook

Value

0.69, 0.39, 0.24, 0.16, 0.13, 0.10, 0.11, 0.09, 0.09, 0.10, 0.15, 0.24, 0.54, 1.04, 1.62, 2.16, 2.30, 2.39, 2.65, 2.59, 2.66, 2.64, 2.64, 2.61, 2.70, 2.80, 2.82, 2.75, 2.53, 2.48, 2.45, 2.71, 2.96, 3.00, 3.25, 3.32, 3.56, 3.63, 3.66, 3.90, 3.95, 3.96, 3.78, 3.60, 3.02, 2.24, 1.54, 1.06

00:00-00:30 ... 23:30-00:00

Timeslot (Average Day)

Average number of people who said they did an activity in a particular ½ hour slot.

Timeslot e.g., Mon, Tues..

Number of people said they did the activity within the ½ hour slot.