

HOW DO I? Means and N-Tiles using Volumetric coding

Volumetric Coding

Sometimes questions have ranges of numeric values in them. For example Time Spent or Frequency questions, or it could also be an age or an income question. In **figure 1** there is an example of this. For these type of questions, Telmar will set up a **Volumetric** code which is calculated by multiplying each respondent by a value representing their time spent. The value will be calculated by either the actual value that the respondent recorded, or it could also be the mid point of a range if it's a range question. Also it could be an estimation at top and bottom ends of the range. Once the volumetric coding is set up, we can then use it to calculate **Means** or **N-Tiles** (eg. Heavy, Medium or Light viewing). In this example the question is in **hours**, but the volumetric is in **minutes**, so we need to convert the hours to minutes to work out the calculation.

Means from Volumetric Coding

To calculate Means, send the Volumetric coding into the coding grid. Then **highlight it** and press the **MEANZ** coding button **figure 1**. This will then calculate a Mean. In this case the average number of minutes spent on watching TV. Note that there are two choices **MEAN** and **MEANZ**. Using **MEAN**, the total volume is divided by all respondents in the population, but using **MEANZ**, the volume is divided by just the people who watch TV. Usually we use **MEANZ** as it is more meaningful. If Telmar set up Volumetric codes in a survey, we will also set the means, so you won't need to worry about doing the coding yourself.

Ntiles from Volumetric Coding

To calculate **N-Tiles**, send the Volumetric coding into the coding grid **figure 3**. Then highlight it and press the Right Click Menu **figure 4**. From the Menu select the **N-Tiles** option. A selection box will appear **figure 5**, which defaults to **5 N-Tiles**. Set the **N-Tiles to 3**, and it will spilt the TV viewers into 3 equal parts, as near as possible. The first one is Light TV Watching, the second is Medium TV watching and the last one is Heavy TV watching. You can then label them accordingly.

figure 1

ID	Title	Code
1	Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing	ASAP10CJ
2	MEANZ(Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing)	MEANZ(ASAP10CJ)

figure 4

Start %	End %	Total %
0	33.3	
33.3	66.7	
66.7	100	

figure 3

1	Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing	ASAP10CJ	21,166	2,130,352,768
2	Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing : 0%, 33.3%	NTileZ(0, 33.3, ASAP10CJ)	7,567	5,188,006
3	Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing : 33.3%, 66.7%	NTileZ(33.3, 66.7, ASAP10CJ)	6,876	5,203,135
4	Total/Volume Minutes Spend On Watch TV including live stream viewing Per Day ~ Watch TV including live stream viewing : 66.7%, 100%	NTileZ(66.7, 100, ASAP10CJ)	6,723	5,188,527

HOW DO I? Calculating Means if there is no volumetric coding set up

Coding Means from Scratch

Sometimes the Means may not automatically be set up in the codebook and you may need to work them out from scratch.

In **figure 6** there is an example of the number of issues of the Wall Street Journal read in one week.

Push the **7 highlighted questions** with issues across to rows, each one in a **separate** row.

Then with each of the seven rows highlighted click on the * coding button (under the SUM) **figure 7**. It asks for a number, so just put 1 in for now **figure 8**.

Then **edit each code** with a value to represent the number of issues that each person has read. **Figure 9**.

Then with each one highlighted, use **the Right Click Menu figure 10** and then select the **MEANZ** prompt.

The MEANZ coding will appear below as a new row **figure 11**.

You can edit the text in the row label to make it more descriptive. Eg. **“The Wall street Journal Asia: Mean issues per week”**

Then enter a **couple of columns** and generate the crosstab to see if Wall Street Journal is read more for younger or older readers **figure 12**

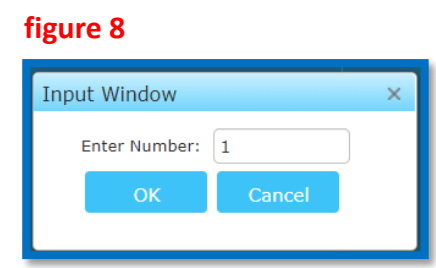
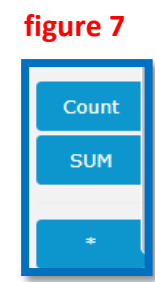


figure 9

ID	Title	Code
1	The Wall Street Journal Asia: Less Than 1 Issue ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z2 * #0.5
2	The Wall Street Journal Asia: 1 Issue ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z3 * #1.0
3	The Wall Street Journal Asia: 2 Issues ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z4 * #2.0
4	The Wall Street Journal Asia: 3 Issues ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z5 * #3.0
5	The Wall Street Journal Asia: 4 Issues ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z6 * #4.0
6	The Wall Street Journal Asia: 5 Issues ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z7 * #5.0
7	The Wall Street Journal Asia: 6 Issues ~ No. of issues read-Daily Newspaper * #1	PX9Q00Z8 * #6.0

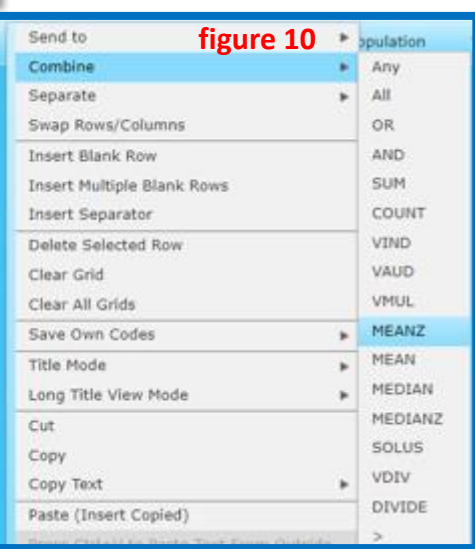


figure 11

8	MEANZ((The Wall Street Journal Asia: Less Than 1 Issue ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 1 Issue ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 2 Issues ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 3 Issues ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 4 Issues ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 5 Issues ~ No. of issues read-Daily Newspaper * #1) + (The Wall Street Journal Asia: 6 Issues ~ No. of issues read-Daily Newspaper * #1))	MEANZ((PX9Q00Z2 * #0.5) + (PX9Q00Z3 * #1.0) + (PX9Q00Z4 * #2.0) + (PX9Q00Z5 * #3.0) + (PX9Q00Z6 * #4.0) + (PX9Q00Z7 * #5.0) + (PX9Q00Z8 * #6.0))
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figure 12

		Totals	Age 25-39	Age 40-64
Totals	Audience	16,224,000	7,537,875	8,686,125
	Resps	21,941	10,027	11,914
	%Col	100.00	100.00	100.00
	%Row	100.0	46.5	53.5
	Index	100	100	100
The Wall Street Journal Asia: Mean issues per week	Value	2.10	2.11	2.10
	Resps	2,646	1,338	1,308
	%Col			
	%Row			
	Index			