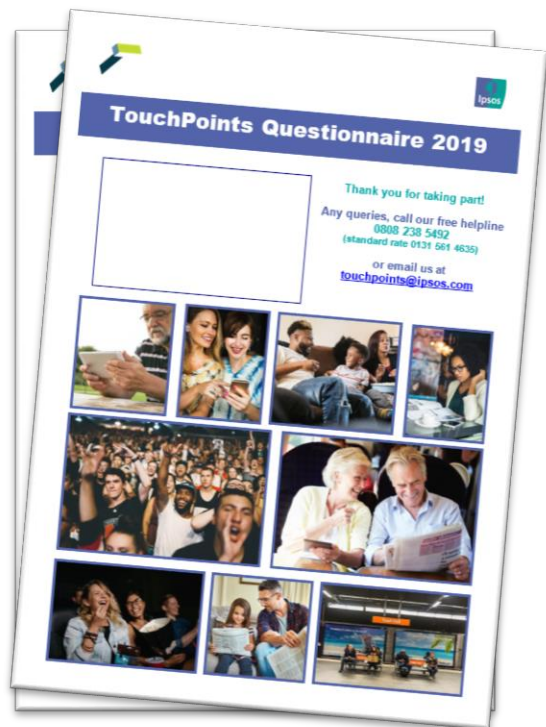


A 3D grid of dark blue cubes, with one cube in the center-left highlighted in bright yellow. The cubes are arranged in a perspective view, creating a sense of depth. A semi-transparent grey rectangle is overlaid on the right side of the image, containing the title text.

TouchPoints 2019 – What's New

**TOUCH
POINTS**

TouchPoints 2019 – the 10th wave!



Keeping it RELEVANT

Keeping it CURRENT

Keeping a BALANCE

The review process draws on 12 months of feedback and meetings with over 35 subscribing agencies

**TOUCH
POINTS**



Attitude Statement Review

Full review in 2019

- Attitude statements are a central component of the Daily Life data base
- They enable the segmentation and categorisation of target audiences.
- But they must not overload participants

The 2018
TouchPoints
Questionnaire
had 400
attitude
statements
In 2019 this has
been reduced
to 360 scaled
attitude
statements

TOUCH
POINTS

Scale to Y/N

48 statements were seen as more black and white in their interpretation. This will make them simpler to understand for participants meaning they are quicker to complete and take up less space in the questionnaire.

I am proud
of the area I
live in

I like to keep fit

I have a
keen sense
of adventure

I like taking risks

I would rather
have more time
than money

I enjoy watching
ads which feature
my favourite
celebrities

I prefer to eat
organic food

48 agree /
disagree
statements
have been
converted
into Yes / No

TOUCH
POINTS

“Please indicate which of these statements you agree with. If you don’t agree with the statement, please just leave it blank.”

I am proud of the area I live in	Britain is right to leave the EU	I prefer to eat organic food
I can afford to splash out on luxury goods sometimes	I think cash is the only safe way to pay for anything	I always look for diet versions of food and drink
I have a keen sense of adventure	I actively try to eat my five-a-day fruit and vegetables	I would rather have more time than money
I like technology that allows me to skip ads	I regard myself as a connoisseur of food and wine	I like to keep up with new technology
I always discuss major decisions with my partner	I spend most of my time and money close to home	I grow more of my own food these days
I am concerned about the misuse of my personal data which is held by companies	It bothers me that manufacturers use a lot of unnecessary packaging	I am worried about the pollution and congestion caused by cars
I like a traditional Sunday lunch at home	I always read the labels on packaging before I buy food	If a company or brand lets me down in some way, I will make a point of telling my friends about it
I am no good at saving money	It is important to me to get independent financial advice when planning my finances	I worry about the future more these days
I am feeling more stressed these days	I feel favourable towards the BBC	I like taking risks
I am always watching my weight	I want more personal control over the information companies might have about me	I look out for healthy food products
Friends ask my advice on new products or brands	I like advertising that makes me laugh	I only have time for advertising if it’s relevant to me
I enjoy cooking	I see education as an investment in my life	I am concerned about the effects of climate change
Britain’s decision to leave the EU has made me more worried about the future	Sometimes I think I drink too much alcohol	These days, I tend to trust companies less
I am coping on my current income	I enjoy watching ads which feature my favourite celebrities	I am concerned about online security
I like to keep fit	I often share tips with friends on how to save money	
I enjoy gardening	I like to keep up with the latest fashions	
I actively avoid shops I feel are unethical	It is important to respect traditional customs and beliefs	

**TOUCH
POINTS**

New general statements

I am actively reducing the amount of plastic I use

I am happy to pay more for locally produced items

I have consciously reduced the amount of meat
I am consuming

I prefer to use brands that have a clear social conscience

Definitely
agree

Tend to
agree

Neither agree
nor disagree

Tend to
disagree

Definitely
disagree

Don't
know/Not
applicable

Statements
about
different
aspects of
life

TOUCH
POINTS



Podcasting

TOUCH
POINTS

New for 2019

NEW

PD2: On average, how many individual podcasts do you listen to in a week? Please count each individual episode as one podcast.

Less than one a week	1-5	6-10	11-15	16-20	21+
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NEW

PD4: What are your main reasons for listening to podcasts?

For entertainment	To pass the time	To feel part of a shared event
To relax	To help form my opinions	It's my personal time-out
To help me escape from everyday life	For practical advice	To help me wake up in the morning
Out of habit	For education	To lift my mood
To give me something to talk about with friends, family or colleagues	For information	To discover new music
To stimulate my imagination	For travel information	For inspiration
To treat / reward myself	To keep me company	Other reason
To keep up to date	As background	

In 2018 14%
claimed to
have
listened to a
Radio
podcast at
least once a
month

TOUCH
POINTS

New for 2019

NEW

PD5: On which service(s) do you tend to listen to or download podcasts?



iTunes



Spotify



acast



SOUNDCLOUD



DEEZER



Website/app
of podcast
itself

BBC
SOUNDS

BBC SOUNDS



RadioPlayer



Google Play
Google Podcasts



Non-BBC
radio website
or app



Newspaper
or magazine
Newspaper/
app



Other podcast
Mobile app



Other podcast
website

**TOUCH
POINTS**

New for 2019

NEW

PD6: Here are some statements people have made about podcasting.
Please indicate how much you agree or disagree

I always finish a podcast
once I start listening

I'm not able to listen to all the podcasts I
download

Podcasts help me find out
about products and services

I'm always on the lookout
for new and interesting
podcasts

I don't mind adverts if the
podcasts are free

I'm the first amongst my
friends to know about new podcasts

Podcasts offer me something different to
the content I get
from the radio

I often talk to people about something I
have heard in a podcast

Definitely
agree

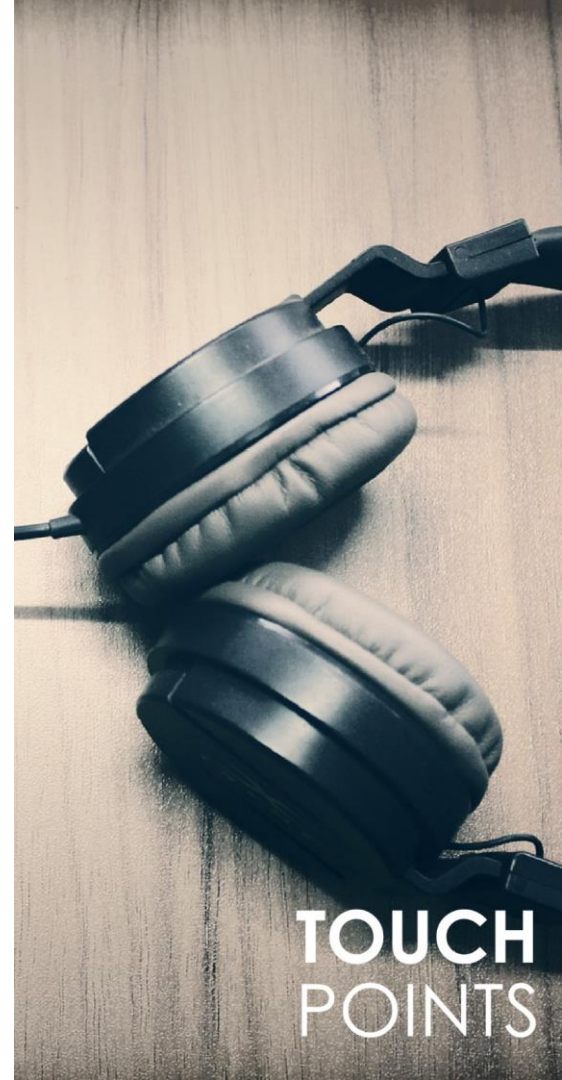
Tend to agree

Neither agree
nor disagree

Tend to
disagree

Definitely
disagree

Don't know/Not
applicable



**TOUCH
POINTS**