

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**



Technology

TOUCH
POINTS

New technology

T01a: Which of these different types of equipment do you personally use?

T01b: Do you, or does anyone else in your household, intend to purchase any of the following equipment in the next 6 months?

NEW

Modern retro games console (e.g. Megadrive, Nintendo classic Mini, Atari Flashback, PlayStation classic)



Amazon Dash Button



Voice-activated device (e.g. Amazon Echo, Apple Home Pod, Google Home)



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New internet activities

IN4: How often, if at all, do you use the internet for the following activities?

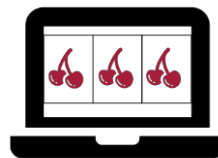
NEW



Instagram direct
message



Skype messaging



Online casinos



Instagram Live



Add a story on
Instagram, Snapchat



Keep up to date with
the area I live in

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New mobile phone statements

I use specific tools designed to manage the screen time of my children

I sometimes feel I should spend less time on my mobile phone

I often use my personal hotspot to connect other devices to my mobile phone's internet

I make sure that I have the most up-to-date handset on the market

Definitely agree

Tend to agree

Neither agree nor disagree

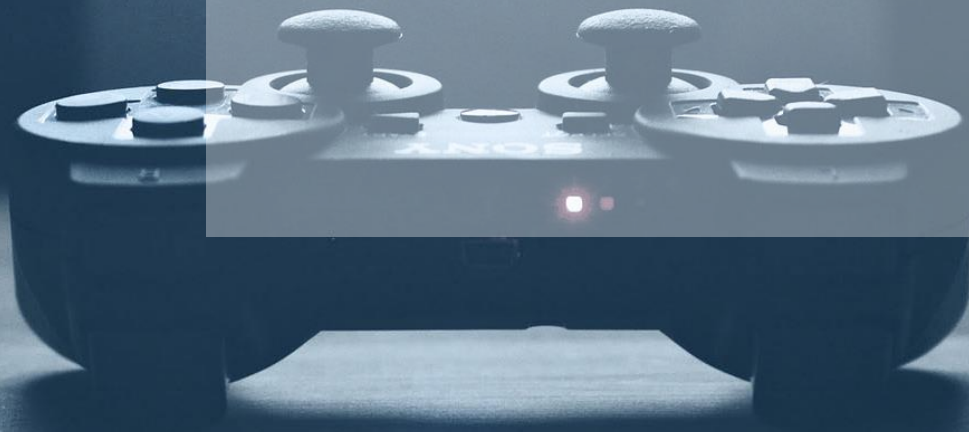
Tend to disagree

Definitely disagree

Don't know/Not applicable

Statements about Mobile Phones

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Gaming

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Gaming activities

G4: How often, if at all, do you do each of the following?

NEW

Pay for additional downloadable content (DLC) for games that you already have...



Pay for additional in-game content or currency within games that you already have...



Broadcast, share or stream games to other players



Attend e-sport matches/gaming/ events in person



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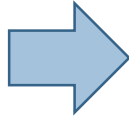


What else is new?

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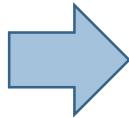
Subtle but impactful

Force of habit



Out of habit

To make me feel better



To lift my mood

Watching television

Multi screening

Listening to the Radio

Listening to podcasts

Reading newspapers

Reading magazines

Going to the cinema

Using the internet

Q: Thinking now about ____, what are your main reasons for ____?

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New activities



Get a takeaway /
food delivery



Go to a gym /
leisure centre /
exercise class



Practise meditation
/ mindfulness

Q: In
general,
how often
do you do
each of
the
following
activities?

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New personal information

Position at work



Business Founder /
Owner

Plans in the next
12 months



Buy a new piece of
furniture

Do you smoke any
of the following?



E-cigarettes

Participant
classifications
or lifestyle
events

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Dietary preferences

NEW

PI39b: Which, if any, of these applies to you?

I am Vegan



I am Vegetarian



I am Pescatarian



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