



Survey Updates

Champions 6 July 2023

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DayLite: Linking
Qual & Quant

Lifestyle Questionnaire Update



TouchPoints
Questionnaire
2023



Thank you for taking part!
Any queries, call our free helpline:
0808 238 5492
(standard rate: 0131 561 4635)
or email: touchpoints@ipsos.com

Consultations completed

Detailed suggestions from a range of subscribers

All collated and to be debated internally next week.

New questionnaire finalised and delivered to Ipsos w/c 17th

New SCQ in field from September

This represents a new schedule for updates ahead of W2 to align with the structure of the SuperHub.

New Diary Test – your TPs needs you!

Mon 11th
23:00 > Reading Newspaper

When discussing your media, you said you were:

Reading newspaper articles or stories online/on a device

We would like to ask you more questions about that

Go

Mon 11th
23:00 > A BBC station

Which BBC stations were you listening to this way?

- BBC Radio 1
- BBC Radio 1 Xtra
- BBC Radio 2
- BBC Radio 3**
- BBC Radio 4
- BBC Radio 4 Extra
- BBC Radio 5 Live
- BBC Radio 5 Live Sports Extra

SELECT ALL THAT APPLY Next

Mon 11th Tue 12th

21:30 22:00 22:30 23:00 23:30

+

LOCATION
• At home

WITH WHOM
• Partner / Spouse

COMMUNICATION
• None

ACTIVITIES
• Drinking
• RELAXING

MEDIA USE
• Live BBC Radio 3 on a smart speaker
• The Guardian/The Observer website on a mobile phone

MOOD
★★★★★☆☆☆☆

EMOTION
😊 😊

TAP ITEM TO ANSWER

Full test incoming

Task: Complete 3-7 days of the brand-new diary between 28th July and 8th August

Follow-up 'User-Experience' questionnaire

Complete 3 or more days and fill out the UX questionnaire and be entered into a prize draw to win £100

An invitation will be coming shortly, sign up via the link and we will be in touch nearer the time.

“

That Qual stuff is brilliant, and includes some incredible insights but I really wish I could link it to the bespoke audiences I use in DayLite Quant. Somone somewhere (probably)

Linking Qual and Quant in DayLite

Long overdue initiative

Objective:

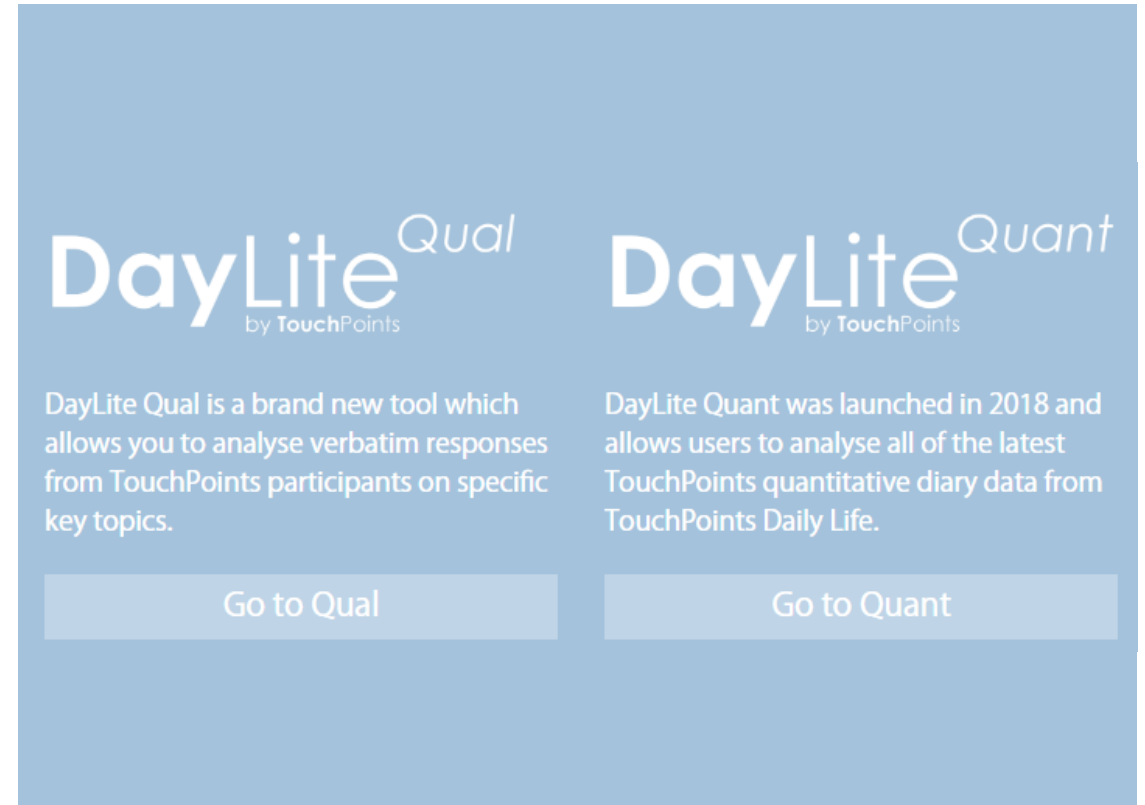
Connect bespoke audiences in DayLite Quant with their Verbatim responses

Challenges:

- Identifying individual respondents across both areas
- Development of DL platform to provide easy switching.
- Education

Timeline:

Q4 2023



DayLite^{Qual}
by TouchPoints

DayLite Qual is a brand new tool which allows you to analyse verbatim responses from TouchPoints participants on specific key topics.

[Go to Qual](#)

DayLite^{Quant}
by TouchPoints

DayLite Quant was launched in 2018 and allows users to analyse all of the latest TouchPoints quantitative diary data from TouchPoints Daily Life.

[Go to Quant](#)

Thank You...

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