

Case study: IPA TouchPoints (UK) Update reveals how people now communicate

The recent changes to the IPA TouchPoints survey, demonstrate how such an initiative can **adapt** to the changing media landscape in which it operates. The information below provides some learning from areas of digital where precious little audience research existed.

How people communicate with each other

- For all adults 30% of communication is spent talking on a landline phone, 20% is emailing, 13% is talking on a mobile phone, 9% is SMS texting /picture messaging, 6% is writing to somebody, 3% is instant messaging, 2% is other internet communication, 18% is other communications
- Emailing is now the most popular form of non-verbal communication amongst all adults – for 15-24s it is text messaging

Social networking

- In the last year, 40% of internet users have used at least one social networking site – the comparative figure for 15-24 year olds is 73%, falling to 8% for the over 65s
- Social networking does not have a gender bias with men as active as women
- Over a week, social networking sites are the most visited sections of the internet for 15-24s with 58% of 15-24 internet users saying they visit them compared to just 26% of all adult internet users

Mobile phones

- Over half (53%) of mobile phone users could not imagine life without their mobile. This peaks at 72% among 15-24 year olds and declines to 25% among mobile phone users over 65
- 13% of mobile phone users have watched video clips on their mobile phone in the last month. This rises to 30% among 15-24 year-olds whilst for over 65's at the other end of the extreme it falls to just 2%
- 6% of mobile phone users like the idea of recording programmes and then watching them on their mobile phone. This rises to 15% among 15-24 year-olds

Texting

- Only 5% of mobile phone users rarely or never use their mobile phone to send text messages. 3% of 15-24 year olds rarely or never text compared with 9% of mobile phone users over 65
- 6% of mobile phone users send more than 10 text messages a day, 9% do not send any, among 15-24s 19% send more than 10 text messages
- 60% of mobile phone users agree that the receipt of commercial text messages from organisations is intrusive
- 62% of mobile phone users aged 15-24 say that they ignore all the commercial text messages that they receive
- Overall 36% of texting occasions take place when TV is being watched, 17% whilst the radio is being listened to, 14% when the internet is being used and 7% when reading

Blogging

- Over a third (37%) of 15-24s and nearly a quarter (24%) of all adults read blogs, and a quarter of 15-24s have commented on an online posting.
- 15% of all adults write their own blogs

For more information visit www.ipatouchpoints.co.uk

The WFA does not recommended this initiative, but includes it as one example of many solutions/ initiatives that satisfy one or more of the goals outlined in the WFA Blueprint: www.wfablueprint.org