Q4 2023 PACE Survey

Americas: Future Trends

Future Trends: Excitement
Thinking about future developments, to what extent-if at all- are you excited by the following?

Future Trends: Concern
Thinking about future developments, to what extent-if at all- are you concerned by the following?

Future Trends: Current Presence
To what extent - if at all- do you feel that each of the following is already a part of your present life?

Future Trends: Future Presence
To what extent, if at all, do you think that the following will become increasingly present in your future life?

1 - Not at all, 2, 3, 4, 5 - Extremely

- On demand-content (tv series, movies, music, podcasts) that really reflects my personal taste, and quickly adapts to my activity/preferences
- Developing online shopping capabilities, that take into account my online (ie. social media) and offline (ie. smart devices) lifestyle input
- Usage of social media being more creative, beyond the purpose of socialising
- Integration of artificial intelligence (AI) in my personal life
- Integration of artificial intelligence (AI) in my professional life
- Accessibility, personalization and broad usage of audio-only content (e.g. Podcasts)

Americas: Artificial Intelligence (AI)

Artificial Intelligence (AI): Frequency of Use
Approximately how often, if at all, do you useArtificial Intelligence (AI)?

- More than once per day
- Daily

- Weekly
- Monthly
- Less often
- Never
- Don't know

Artificial Intelligence (AI): Reasons for Use

Which of the following are reasons why you use Artificial Intelligence (AI)?

- To improve life efficiency/practicality in my personal life
- To improve work efficiency/practicality in my professional life
- For entertainment/fun
- For new ideas/innovation
- To experiment / understand the technology
- For educational purposes
- Other

APAC: Brand touchpoints: Recency/frequency of contact

Recency of Activity

When was the last time you did each of the following things?

Please select one for each activity

In the last 7 days / in the last 30 days / in the last 12 months / longer ago / never

Frequency in Last Month

For each of the activities below, how many times have you done them in the last month?

Note that this question is only asked to respondents who selected having done any specific activity in the last 7 days; any respondents who previously selected doing an activity in the last 30 days are coded into the option' 1-2 times a month' during data processing.

Please select one for each activity

More than 5 times a week/ 4-5 times a week / 2-3 times a week/ Once a week / 1-2 times a month

- Watched TV
- Noticed a brand sponsoring a TV program or TV event
- Noticed a product appearing in a TV program or movie
- Listened to the radio
- Listened to or watched a podcast
- Went to a cinema

- Played computer or console games featuring real-world branded products or ads (e.g. racing game with branded cars)
- Passed by an ad on a poster on the road
- Passed by a digital video screen with ads on the road
- Noticed a small outdoor poster in a shopping area or near a supermarket
- Noticed an ad or leaflet in a waiting room
- Traveled by public transport (e.g. bus, train)
- Traveled by plane
- Read a newspaper
- Read a magazine
- Read a mailing at home from a company
- Opened an email from a company you have chosen to receive messages from (e.g. your bank, clothing brand)
- Read a printed newsletter or a free customer magazine from a company
- Noticed an event being sponsored by a company (e.g. sports event, concert, charity event)
- Went to an event where you can interact with a brand (e.g. product demonstrations, exhibition stands, concerts)
- Had a live chat session with someone from a brand or company on their website or app
- Noticed an ad in an app on your mobile phone or device
- Used a messaging app (e.g. Snapchat, WeChat, Line)
- Used internet search on your computer or mobile device (e.g. Google, Bing, Yahoo!)
- Watched a clip on a video site (e.g. on YouTube)
- Watched TV programs or TV series at your own chosen time (e.g. on catch-up TV sites or on your smart TV)
- Visited a site with consumer reviews
- Noticed a post, blog or vlog from someone you follow online
- Used a social network (e.g. Facebook, Twitter, Weibo)
- Noticed a social network post from a brand or visited a brand group or page
- Visited a supermarket or retail store
- Used a free sample or tried a product without purchasing it
- Noticed a product or packaging (e.g. looking at packaging or the item itself in a supermarket or retail store)
- Took part in a loyalty program (e.g. used loyalty card, collected points)
- Used or read a printed coupon, flyer or product brochure
- Used or searched for online discounts, vouchers or coupons
- Received a product or brand recommendation from a friend, family member or co-worker
- Noticed reviews or recommendations about brands or products in the media (e.g. on TV, websites, in the press)
- Visited a brand or company's website
- Visited an online price or product comparison site (e.g. Google shopping)
- Visited an online retailer's website (e.g. Amazon.com, Alibaba.com)
- Looked at personalized recommendations on a retail website based on your purchases

APAC: Interests and Communities

Interests and Communities

Which of the following interests and communities would you consider yourself a "fan" of?

- Video games

- Sci-fi & fantasy
- Streetwear and / or sneakers
- Professional sports
- Film & TV
- Technology & gadgets
- Tabletop / board games
- Food & drink
- Anime / manga
- Gambling
- History
- Investments
- Live events (e.g. music festivals)
- Travel
- None of the above

EMEA: Artificial Intelligence (AI)

Artificial Intelligence (AI): Frequency of Use
Approximately how often, if at all, do you useArtificial Intelligence (AI)?

- More than once per day
- Daily
- Weekly
- Monthly
- Less often
- Never
- Don't know

Artificial Intelligence (AI): Reasons for Use
Which of the following are reasons why you use Artificial Intelligence (AI)?

- To improve life efficiency/practicality in my personal life
- To improve work efficiency/practicality in my professional life
- For entertainment/fun
- For new ideas/innovation
- To experiment / understand the technology
- For educational purposes
- Other

EMEA: Financial Status

Current Financial Status
How would you describe your present financial status, within the last 3 months?

- Very bad
- Bad
- Stable
- Good
- Very good
- Don't know / Prefer not to say

Previous Financial Status
How would you describe your financial status, 6 months ago?

- Very bad
- Bad
- Stable
- Good
- Very good
- Don't know / Prefer not to say

EMEA: Spending Categories: Price Perceptions

Price Increases
In which of the following categories have you noticed a price increase recently?

- Automobile
- Grocery shopping
- Clothes shopping
- Entertainment subscriptions (e.g., Netflix, Spotify, Amazon etc)
- Utility bills (e.g., electricity, water, gas)
- Hobbies and activities (e.g., gym membership and clubs)
- Takeaways
- Going out to eat
- Mobile phone bill / costs
- Broadband bills
- Travel costs (e.g., Car fuel, trains tickets, public transport etc)
- Domestic holidays
- Holidays abroad
- Leisure activities (e.g., Pub, Cinema, Theatre etc)
- Children / Family activities *e.g., school trios, swimming / music lessons, clubs etc)
- Mortgage payments
- Insurance
- Electronics

- Healthcare
- Beauty and grooming
- None of these

Price Increases

Which of the following categories have you cut back, or planning to cut back in the next three months?

- Automobile
- Grocery shopping
- Clothes shopping
- Entertainment subscriptions (e.g., Netflix, Spotify, Amazon etc)
- Utility bills (e.g., electricity, water, gas)
- Hobbies and activities (e.g., gym membership and clubs)
- Takeaways
- Going out to eat
- Mobile phone bill / costs
- Broadband bills
- Travel costs (e.g., Car fuel, trains tickets, public transport etc)
- Domestic holidays
- Holidays abroad
- Leisure activities (e.g., Pub, Cinema, Theatre etc)
- Children / Family activities *e.g., school trios, swimming / music lessons, clubs etc)
- Mortgage payments
- Insurance
- Electronics
- Healthcare
- Beauty and grooming
- I haven't cut back or planning to cut back on any of these categories

EMEA: Global Change Attitudes

Emotions around Global Inflationary Changes

Which of the following statements describe best your emotional status, thinking about the current inflationary changes in the world?

- I don't feel that the changes will really affect me and my close ones
- I think that the inflation will be short term, and normality will be restored soon

- I fear that my living standards are going to changes significantly
- The uncertainty and constant changes make me feel constantly stressed about my future
- I feel panic and don't know how to respond to the changes around me
- I feel that I need to make small changes for now, and see how things develop in the future
- I feel that I have to prepare proactively and adjust my finances to the current reality
- I am worried about the social impact the financial changes will have on my country
- I am worried about the financial imbalance the situation will bring in the society, at a broader level
- None of these

Global Economy Attitudes

Thinking about the global economy, which of the following statements do you mostly agree with?

- I think the developments in the economy will cause the disappearing of the middle class
- I'm worried the outcomes of the US election will worsen the global inflation and our local economy
- I think once the ukrainian war finishes, we will have a period of financial stability and growth
- I believe that climate change will affect significantly the global economy
- I am confident that my country is well prepared for future economic instability
- None of these