

GW.

GW Core Q3 2023 PACE

Questionnaire

Q3 2023 PACE Survey

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

Influence

Which of these information sources do you think are good for the following purposes?

Please select all that apply

Make you aware for the first time of a brand or product / Make you feel connected to a brand / Help you research a brand or product / Help you share information or opinions about a brand / Help you to get the most out of using something you've bought

Keep you informed about a product / Help you decide what to buy / Help you finally make the purchase / Encourage you to stick to a brand you've bought from / Inspire you with ideas about things you've never considered

- Television advertising
- Sponsorship of a TV program or TV event
- Products appearing in a TV program or movie
- Radio advertising
- Advertising in a podcast
- Cinema on-screen advertising
- Real-world branded products or ads featured in computer or console games (e.g. racing game with branded cars)
- Out of home advertising (billboards and posters)
- Outdoor video screen ads
- Small outdoor posters in shopping areas and near supermarkets
- Advertising on public transportation (e.g. bus, train)
- Airport advertising (e.g. posters, displays in the terminal)
- Ads in newspapers or magazines
- Mailings and letters sent to you at home
- E-mails from companies that you have subscribed for (e.g. your bank, clothing brand)
- Sponsorship of events (e.g. sports event, concert, charity event)
- Events where you can interact with the brand (e.g. product demonstrations, exhibition stands)
- Information from live chat services on a brand's or company's website or app
- Internet advertising on or around websites (e.g. banner ads, pop - ups, NOT video)
- Internet advertising (video) on or around websites (e.g. video banner ads, pop-up videos)
- Information from a price or product comparison site (e.g. Google shopping)
- Ads on retailer websites (e.g. Amazon.com, Alibaba.com)
- Personalized recommendations on retail websites based on your purchases
- Ads in or around a mobile app
- Ads, posts or messages from brands or companies on messaging apps (e.g. Snapchat, Line)
- Internet search on your computer or mobile device (e.g. Google, Bing, Yahoo!)
- Video advertising that plays before watching a video clip (e.g. on YouTube)
- Video advertising around TV programs and TV series you watch at your own chosen time (e.g. on catch-up TV sites or on your smart TV)
- Information about brands from online consumer review sites
- Posts, blogs or vlogs from people you follow online
- Social network ads (e.g. on Facebook, Twitter, Weibo)
- Social network posts from brands, brand groups or brand pages
- In-store advertising (e.g. window displays, posters)
- Product samples or trials
- Discounts, vouchers or coupons - printed or online
- Reviews or recommendations (e.g. on TV, websites, in the press, from professionals or others)