YourCX

REPORT

OMNI CHANNEL 2023

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Observing the strengthening trend of online shopping, we also see the intensification of competition in this field. We are wondering how to convince the customer to choose just our store? Maintaining the growth of market share is becoming more and more challenging, as not only the product itself and its price influence the purchase decision, but also all the accompanying circumstances. The entire customer experience along the purchase path, i.e. the presentation, convenience and security of the transaction, the return/exchange option, as well as the quality of post-sale support, affect the customer's perception and inclination to use or recommend a particular retailer again in their neighborhood.

Analysis of the omnichannel customer experience reveals a comprehensive picture of the challenges facing store owners in today's highly customer-centric environment. One of the key elements of such experiences is the need to ensure consistency and seamlessness between the various channels of customer interaction - both online and offline. Looking at the growing competition, everyone is wondering how to deliver the best possible shopping experience to their customers to build a lasting relationship with them and ensure their loyalty.

Because the OMNICHANNEL survey is produced periodically, we can compare results up to five years back and draw conclusions based on long-term trends. In addition, the survey is conducted on a large percentage of Polish Internet users, which allows for detailed in-depth analysis while maintaining the relevance of the results and large samples.

I would like to say a big thank you to our Partners and everyone who participated in the implementation of OMNICHANNEL2023. I hope that the collected results will help to better understand shoppers as well as encourage everyone to further develop Customer Experience programs that ultimately serve us all.

Piotr Wojnarowicz
YourCX CEO

METHODOLOGY RESEARCH

- Quantitative qualitative data collected **anonymously and voluntarily**, without gratification to respondents;
- Survey possible to participate and complete **online** only **once**;
- Survey target group corresponding to a cross-sectional profile of Internet users in Poland;
- Reach of over **2,600,000 consumers** obtained through survey partners;
- More than **250,000 completed** surveys;
- **Multi-page** survey consisting of cascading questions, no mandatory questions, with demographic questions at the beginning;
- **Standardized** question sets for each segment with a limit of 2 segments per survey;
- Common NPS methodology measure for offline and online shopping;
- Implementation of the survey: **August-September 2023**;
- Selected e-commerce segments reflect the industries of YourCX's key projects;
- **Survey partners**: Pharmacy-Melissa, Audioteka, CCC, eobuwie, Leroy Merlin, Modivo, Multikino, Play, Sephora, Super-Pharm;
- The data presented in the report comes from the websites of the survey partners other than the industry partner;
- The survey will be summarized in the form of separate reports for each industry analyzed;

YOUR CUSTOMER EXPERIENCE INDEX

The purpose of the creation of the Your Customer Experience Index was to better differentiate companies with similar results and to identify real experience leaders.

Therefore, only extremely good experiences (rating sensationally) as well as very negative ones (dismally and poorly) are taken into account for the calculation of values. In the case of the NPS question, we have the assumption fulfilled by including promoters and detractors.

We treat all four indicators (product accessibility, ease of purchase, satisfaction with purchase, NPS) as equally important, so each of them has the same weight and has been scaled to a value in the range [0, 250], so that the final score has a value in the range [0, 1000].

intermediate value = %excellent - %poor - %fail
intermediate value NPS = NPS / 100
final value = (intermediate value + 1) * 125
final score = Σ final values

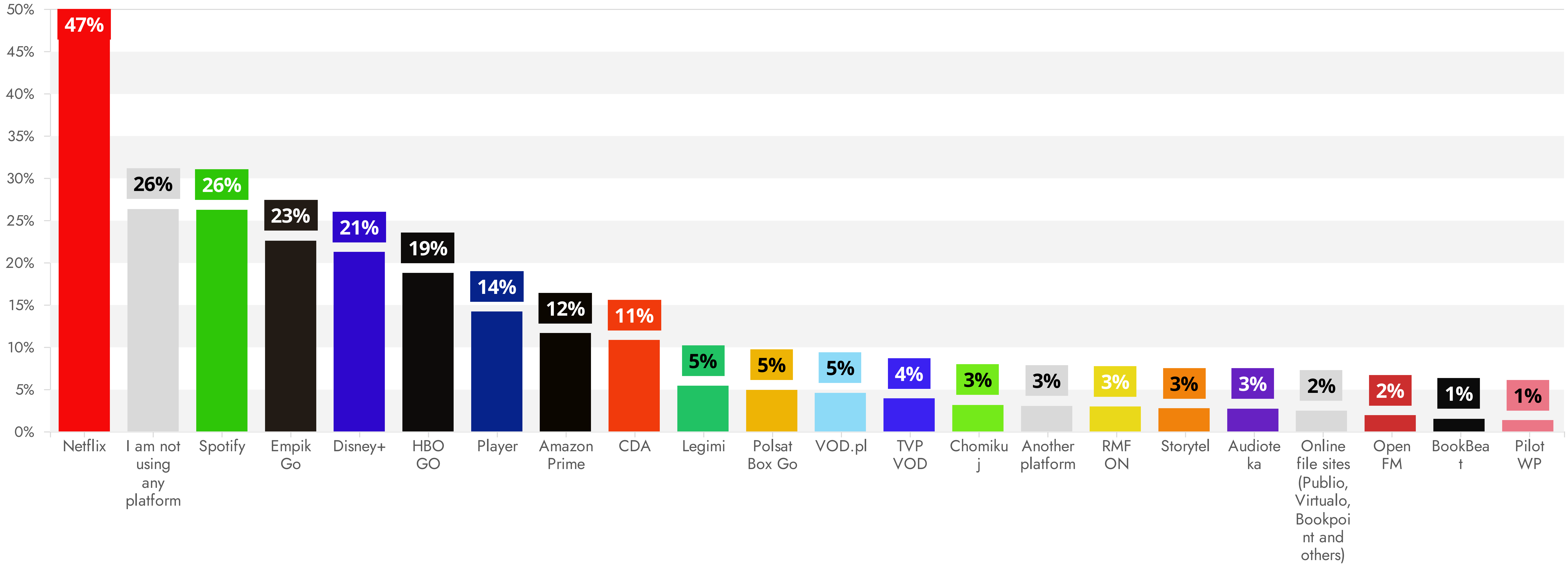
EXAMPLES OF CALCULATIONS FOR COMPANY XYZ

	fatally	poorly	so	good	excellent	intermediate value	final value
Product availability	11%	2%	40%	30%	18%	0,06	**132,5**
Ease of purchase	5%	9%	15%	49%	22%	0,08	**135**
Satisfaction with purchase	1%	3%	28%	31%	37%	0,33	**166,25**
NPS = 40						0,4	**175**
Final result							**608,75**

WHAT PLATFORMS DO YOU USE WHEN BUYING MOVIES, BOOKS, MUSIC OR OTHER MEDIA ELECTRONICALLY?

Multiple choice question

n = 10833

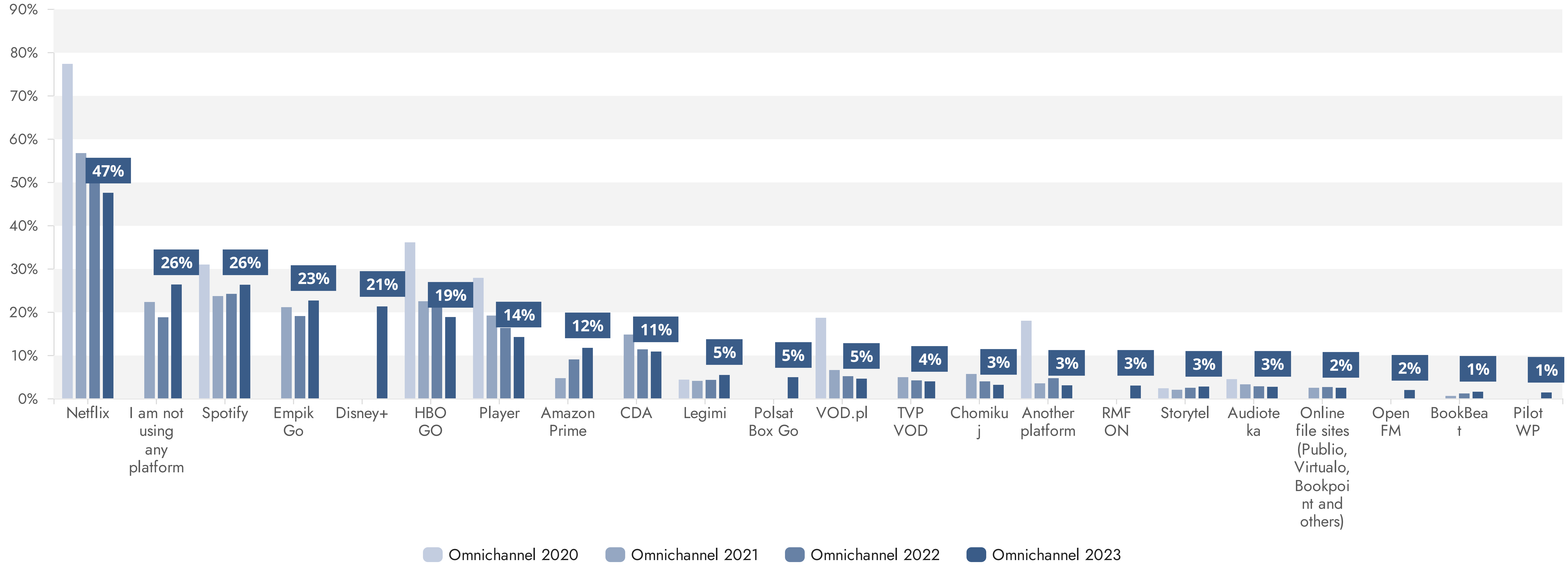


Almost half of respondents have a subscription to Netflix, almost one in four use Spotify. 26% of respondents do not use any platform. We can tell by the distribution of responses that many people have more than one subscription. It is worth noting that the most popular Polish subscription is Empik Go.

WHAT PLATFORMS DO YOU USE WHEN BUYING MOVIES, BOOKS, MUSIC OR OTHER MEDIA ELECTRONICALLY?

Comparison of total market shares with results from last year's survey

n 2020 = 2438, 2021 = 7643, 2022 = 11205, 2023 = 10833

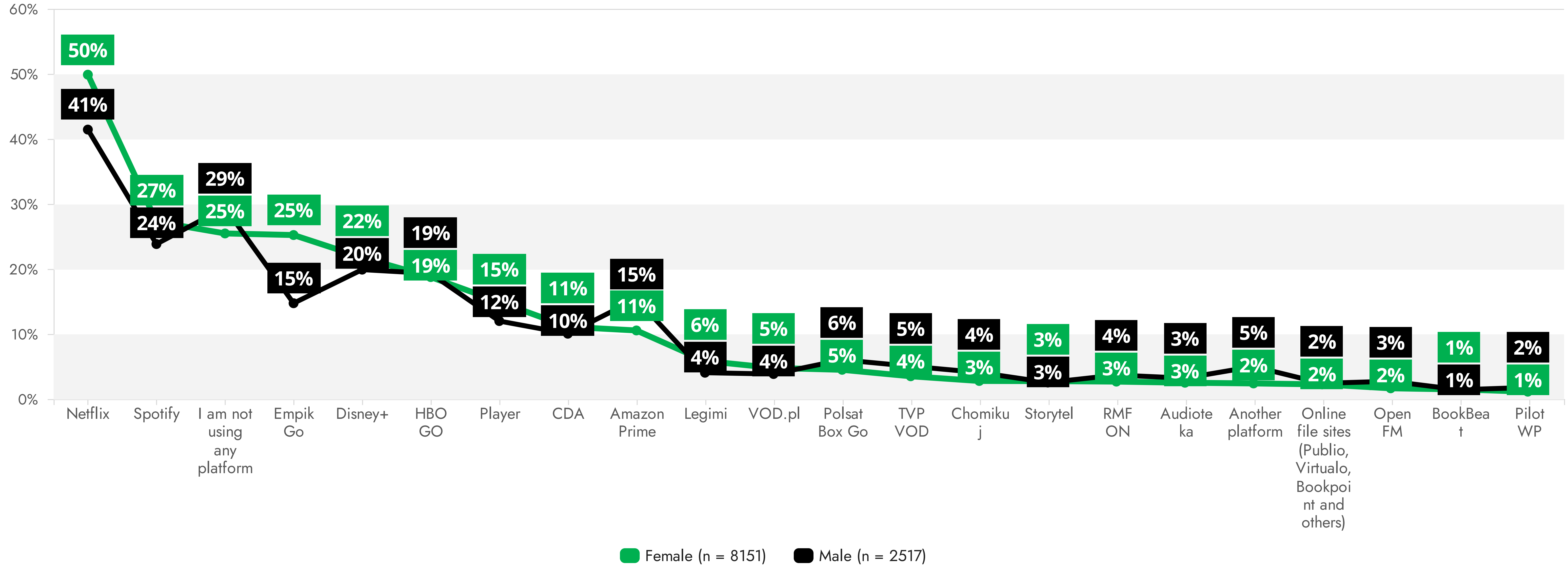


Comparing the Omnichannel 2023 results with last year's survey, we see declines in the share of indications for Netflix, HBO GO, or Player, and increases for Spotify, Empik Go, and Disney+. It is worth noting that one in four respondents does not use any platform, in which case we see a 7 p.p. increase from 2022.

WHAT PLATFORMS DO YOU USE WHEN BUYING MOVIES, BOOKS, MUSIC OR OTHER MEDIA ELECTRONICALLY?

Analysis by gender

n = 10668



Men were more likely to indicate that they do not use any platform and that they have a subscription to Amazon Prime (4 p.p. difference). Women are far more likely to say they use Netflix, Spotify and Empik Go.

WHAT PLATFORMS DO YOU USE WHEN BUYING MOVIES, BOOKS, MUSIC OR OTHER MEDIA ELECTRONICALLY?

Analysis by age with comparison to previous year

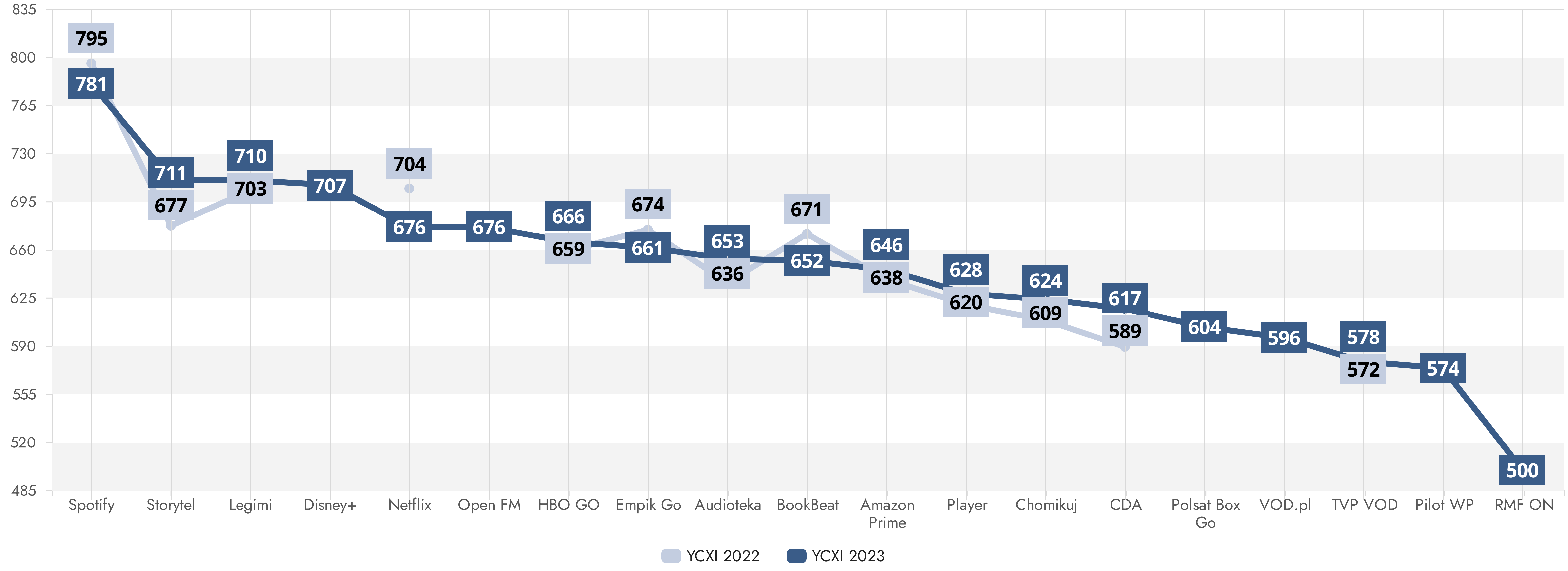
n 2022 = 10563, 2023 = 10341

	Netflix	I am not using any platform	Spotify	Empik Go	Disney+	HBO GO	Player	Amazon Prime	CDA	Legimi	Polsat Box Go	VOD.pl	TVP VOD	Chomikuj	Another platform	RMF ON	Storytel	Audioteka	Online file sites (Publio, Virtualo, Bookpoint and others)	Open FM	BookBeat	Pilot WP	Result count
Less than 18	59% -3pp	18% +7pp	50% -3pp	23% +2pp	31%	16% -7pp	11% -2pp	12% +6pp	21% -5pp	6% +2pp	4%	3% -2pp	7% +3pp	3% +1pp	5%	1%	1%	1% -2pp	3% +1pp	1%	2% -1pp	1%	340
18-24	68% -5pp	13% +6pp	51% +2pp	22% +4pp	40%	27% -4pp	17% -3pp	14% +4pp	22% +1pp	6% +3pp	4%	4% -1pp	4% +1pp	2% -1pp	3%	2%	1%	2% +1pp	1% -1pp	1%	3% +2pp	1%	1294
25-29	59% -9pp	18% +8pp	36% +4pp	19% +1pp	31%	27% -1pp	24% +3pp	16% +5pp	14% +2pp	7% +2pp	6%	6% +1pp	5% +1pp	3% -1pp	3% -1pp	3%	3% +1pp	2%	2%	4%	3% +2pp	2%	1011
30-34	54% -5pp	23% +8pp	27% +2pp	20% +3pp	24%	22% -4pp	19% -1pp	13% +3pp	11% -1pp	6% +1pp	5%	5% -1pp	4% -1pp	4%	3% -1pp	3%	3%	2%	2%	3%	1%	2%	1240
35-44	48% -7pp	26% +6pp	22% +1pp	25% +4pp	21%	18% -4pp	13% -3pp	11% +1pp	9% -1pp	6% +1pp	5%	4% -1pp	3%	4%	3% -1pp	4%	3%	3%	2% -1pp	2%	1%	1%	3024
45-54	41% -6pp	32% +7pp	20% +3pp	24% +2pp	14%	16% -2pp	12% -4pp	11% +3pp	8%	5%	6%	5%	4%	3% -1pp	3%	3%	3%	4%	3%	1%	1%	1%	2143
55-64	30% -5pp	38% +4pp	14% +5pp	24% +5pp	9%	13% -2pp	10% -2pp	8% +2pp	6%	5% +2pp	4%	4% -2pp	3% -5pp	2% -2pp	2% -1pp	2%	2% +1pp	3%	3% -2pp	1%	0%	1%	867
65 and more	19% -2pp	51% +9pp	6%	20%	3%	6% -4pp	7% -1pp	4% -1pp	2% -2pp	2% -1pp	3%	3% -1pp	4% -4pp	2% -1pp	3% -2pp	3%	1%	3%	4%	1%	0% -1pp	1%	422

EXPERIENCE QUALITY INDICATORS

YOUR CUSTOMER EXPERIENCE INDEX

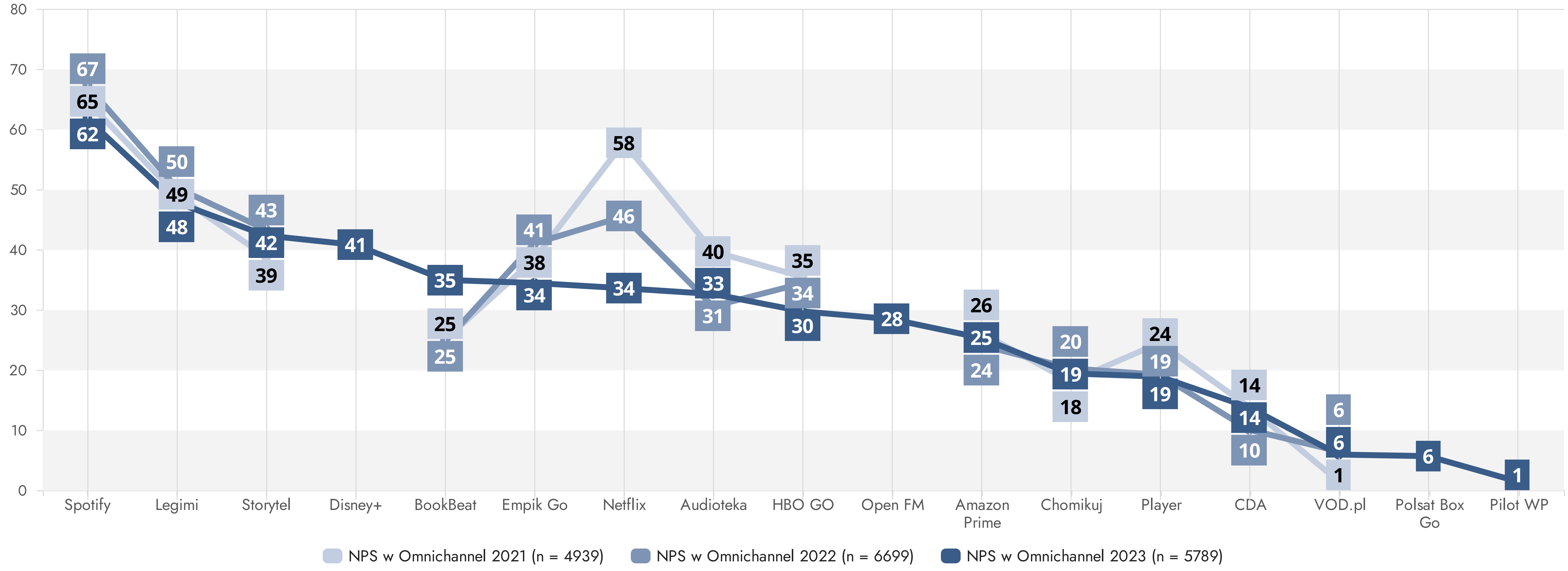
Quality index on a scale of 0 to 1000 considering four satisfaction factors:
availability and breadth of offerings, ease of use of the platform, overall satisfaction with the purchase, and willingness to recommend the platform to friends



The quality index Your Customer Experience Index is designed to more easily differentiate between companies achieving similar results in sub-questions, as well as to identify real quality leaders on a scale from 0 to 1000. As you can see, the undisputed leader is Spotify whose score is close to the value of 800, despite the drop in value from 2022. The results of individual platforms from Poland oscillate around 600 - which shows that there is potentially still a lot of work to be done in the area of customer experience.

HOW LIKELY ARE YOU TO RECOMMEND THESE SERVICES TO YOUR FRIENDS?

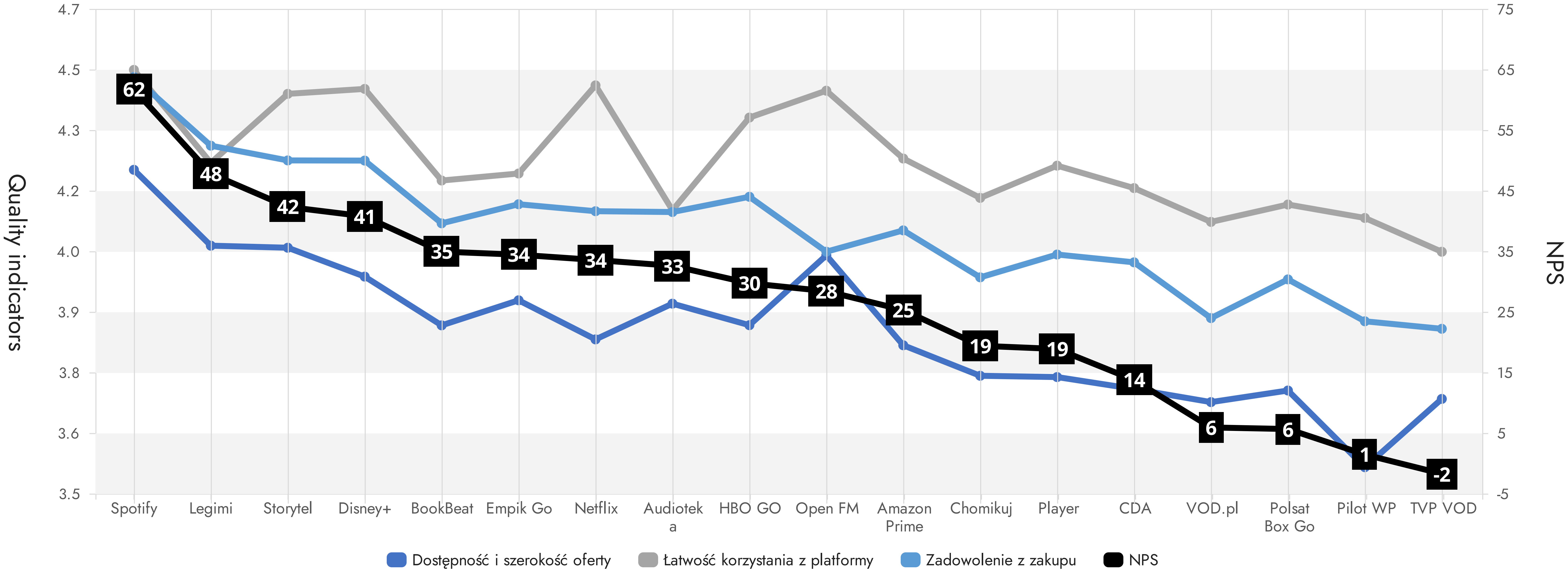
NPS index on a scale of -100 to 100. Comparison with the distribution of responses in the previous edition of the survey



Invariably Spotify remains the leader, the highest value from Polish companies was achieved by Legimi. It is worth noting the 16-point drop in value for Disney+.

EXPERIMENTAL QUALITY ASSESSMENTS

Quality ratings on a scale of 1 to 5 and NPS index on a scale of -100 to 100



Analyzing the various aspects of the experience against the NPS indicator, we observe the strength of the Spotify brand, where high ratings for the ease of use of the platform, but also for other experiences, correlate with a high likelihood of recommending the brand to friends.

EXPERIMENTAL QUALITY ASSESSMENTS

Quality ratings on a scale of 1 to 5 and NPS index on a scale of -100 to 100. Omnichannel 2023 with changes relative to 2022.

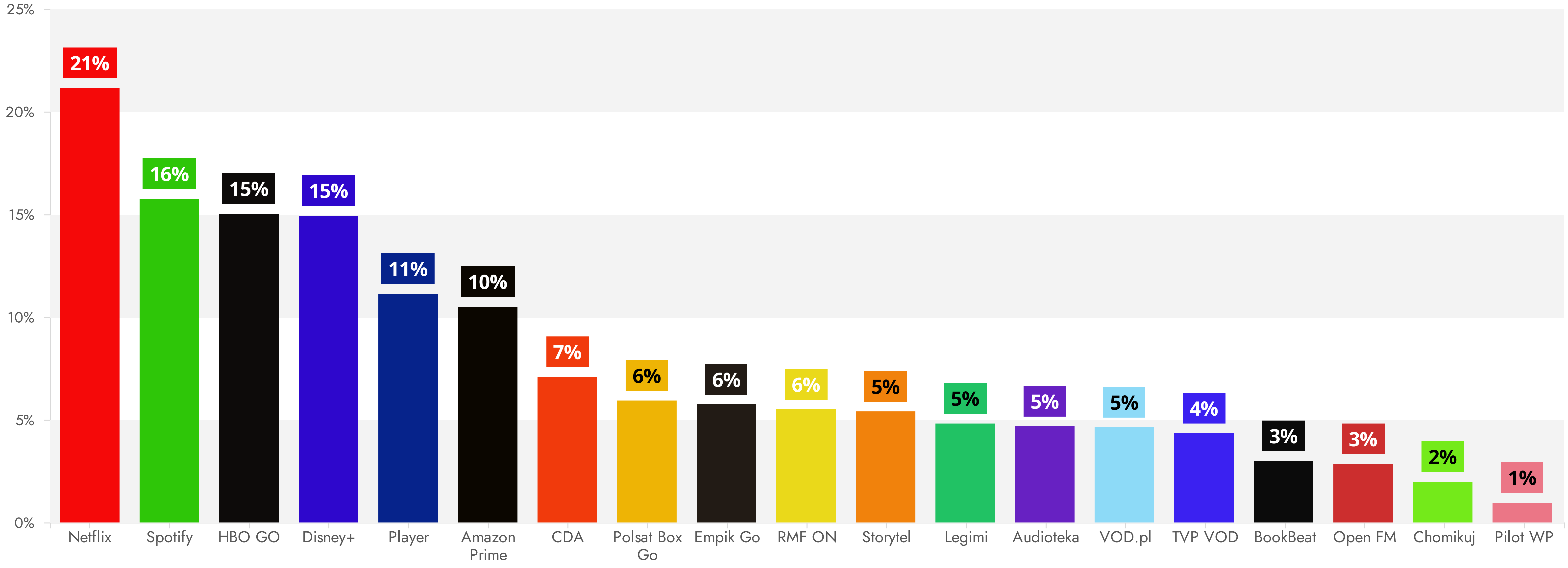
	Spotify	Legimi	Storytel	Disney+	BookBeat	Empik Go	Netflix	Audioteka	HBO GO	Open FM	Amazon Prime	Chomikuj	Player	CDA	VOD.pl	Polsat Box Go	Pilot WP	TVP VOD
Availability and breadth of offerings	4.25 -0.2	4.06 -0.08	4.06 +0.08	3.99	3.87 +0.03	3.93 -0.16	3.83 -0.21	3.92 -0.05	3.87 -0.1	4.04	3.82 -0.04	3.74 -0.05	3.74 -0.07	3.71 -0.03	3.68 -0.06	3.71	3.52 -0.06	3.68 +0.01
Ease of use of the platform	4.5 +0.03	4.27 -0.01	4.44 +0.31	4.45	4.23 +0.04	4.24 +0.05	4.46 +0.26	4.15 +0.05	4.38 +0.28	4.45	4.28 +0.2	4.18 +0.24	4.26 +0.27	4.21 +0.33	4.12 +0.22	4.17	4.13 +0.39	4.05 +0.16
Satisfaction with the purchase	4.48 -0.1	4.31 -0.01	4.28 -0.04	4.27	4.12 -0.23	4.17 -0.16	4.15 -0.39	4.15 -0.06	4.18 -0.15	4.05	4.1 -0.23	3.99 -0.14	4.04 -0.2	4.02 -0.11	3.88 -0.23	3.98	3.88 -0.07	3.86 -0.21
NPS	61.72 -5.5	47.8 -2.47	42.33 -0.97	40.77	34.95 +10.27	34.44 -6.57	33.57 -11.94	32.61 +2.04	29.73 -4.66	28.42	25.3 +1.18	19.4 -0.84	18.88 -0.31	13.75 +3.71	5.92 -0.54	5.67	1.45 -1.53	-1.72 -4.7

AUDIENCE BEHAVIOR AND PREFERENCES

WHICH PLATFORM ARE YOU LIKELY TO TEST IN THE NEAR FUTURE?

Multiple choice question

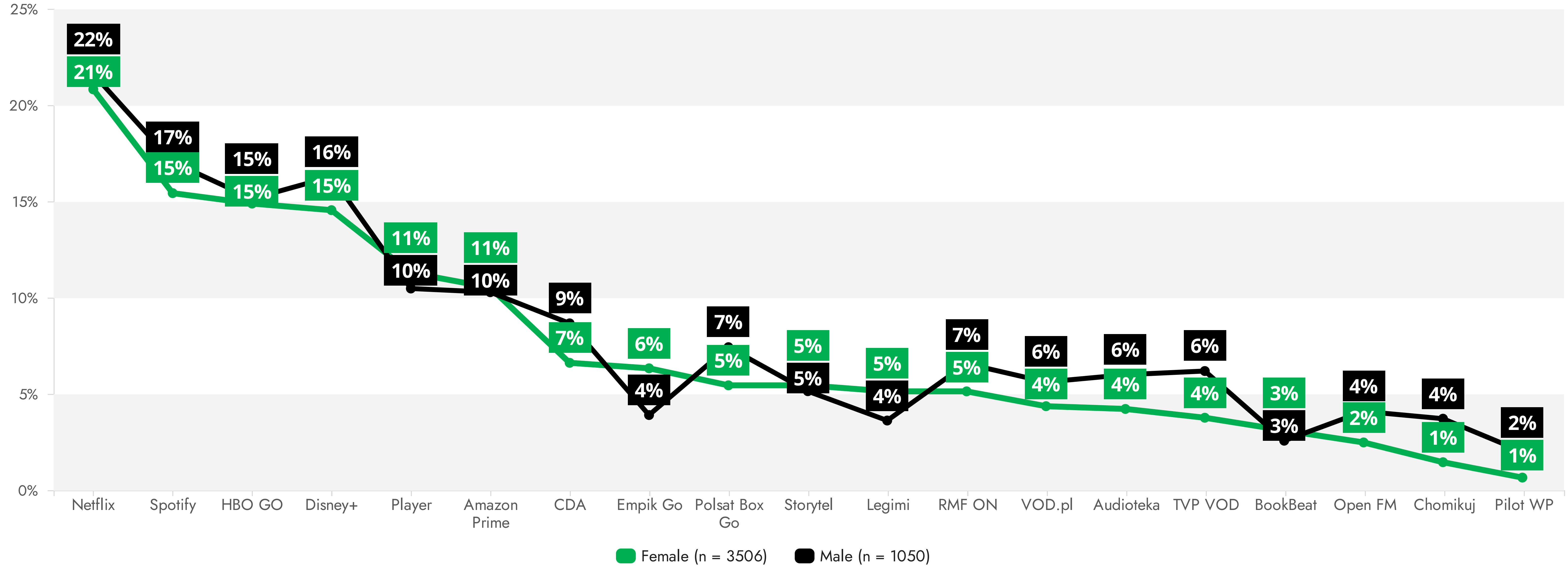
n = 4588



WHICH PLATFORM ARE YOU LIKELY TO TEST IN THE NEAR FUTURE?

Analysis by gender

n = 4556



WHICH PLATFORM ARE YOU LIKELY TO TEST IN THE NEAR FUTURE?

Analysis by age. Omnichannel 2023 with changes relative to 2022.

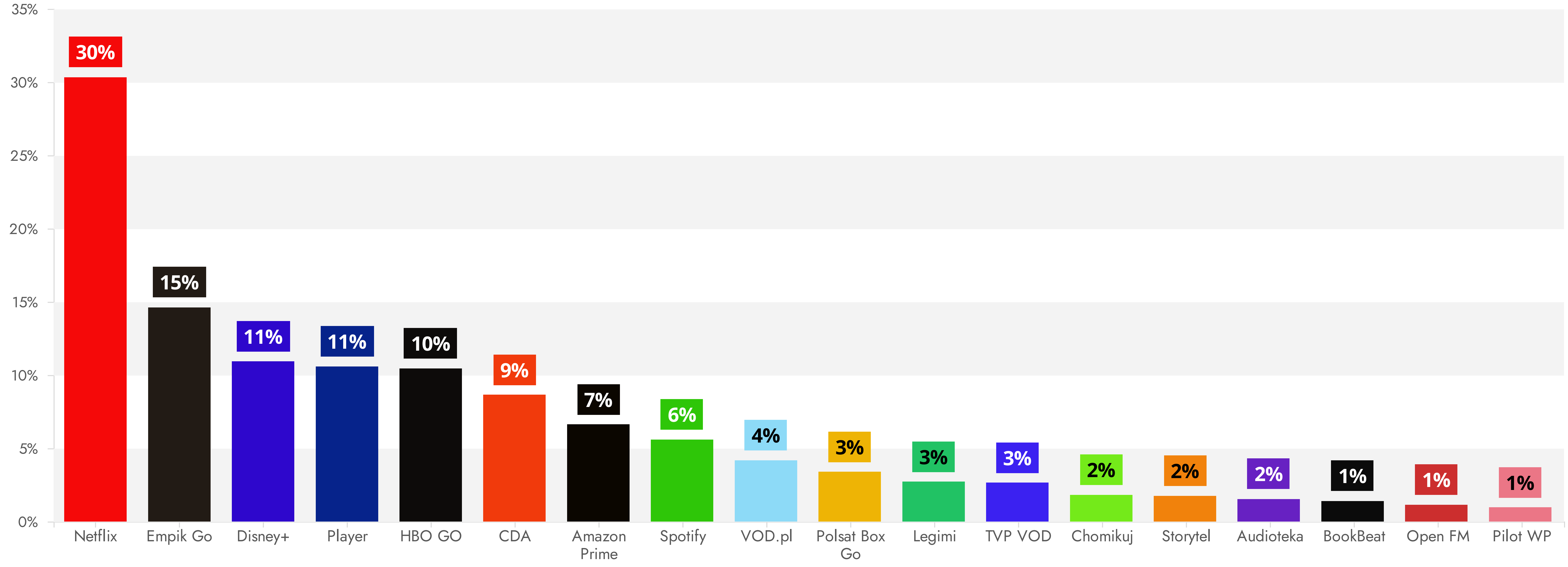
n 2022 = 4767, 2023 = 4447

	Net flix	Spo tify	HBO GO	Disn ey+	Pla yer	Amazon Prime	CD A	Polsat Box Go	Empik Go	RMF ON	Stor ytel	Leg imi	Audiot eka	VO D.pl	TVP VOD	Book Beat	Open FM	Chom ikuj	Pilot WP	Result count
Less than 18	18% +4pp	18%	18% -1pp	22%	12% -4pp	8% -1pp	8% -1pp	2%	10% -2pp	3%	4% -5pp	6% +1pp	6% +4pp	2% -2pp	3% -1pp	5% +1pp	2%	2% +1pp	1%	170
18-24	14% +4pp	18% +4pp	23% -6pp	18%	12% -1pp	14% +1pp	7% -2pp	5%	8% -1pp	2%	3% -2pp	5% +2pp	3% -1pp	3%	4% -2pp	4% -1pp	1%	1%	0%	652
25-29	16% +1pp	17%	18% -5pp	17%	9% -2pp	11%	6% -2pp	6%	4% -2pp	6%	4% -2pp	5%	4%	5% +2pp	5% -1pp	5% +2pp	3%	0% -3pp	1%	465
30-34	22% +3pp	16%	17%	15%	12% +1pp	9% -5pp	7% -2pp	8%	3% -3pp	5%	6%	5% +1pp	4%	5%	4% -2pp	3%	4%	3%	1%	546
35-44	22% +1pp	16% +1pp	13% -5pp	16%	8% -5pp	11% -2pp	8% +1pp	5%	6% -1pp	5%	7%	5% +1pp	5% +1pp	4% -1pp	4% -3pp	3% +1pp	3%	2% -1pp	1%	1220
45-54	23%	16% +2pp	11% -7pp	14%	14%	10% -4pp	7% -3pp	5%	5% -3pp	7%	6% -1pp	5% +1pp	4% -1pp	5% -1pp	3% -4pp	2%	3%	2% -1pp	1%	860
55-64	30% +1pp	10% +2pp	12% -5pp	9%	11% -4pp	8% -5pp	8% +1pp	7%	6% -3pp	6%	5% +1pp	4% +1pp	6%	6% -2pp	6% -5pp	2% +1pp	2%	4%	3%	374
65 and more	27% +2pp	8% -2pp	10% -4pp	6%	16% -6pp	8% -2pp	5% -2pp	11%	9% -6pp	14%	4% +1pp	5% +3pp	9% +1pp	8% +3pp	11% -4pp	1% -2pp	1%	4% -3pp	1%	160

WHICH PLATFORM WOULD YOU LIKE TO ABANDON IN THE NEAR FUTURE?

Multiple choice question

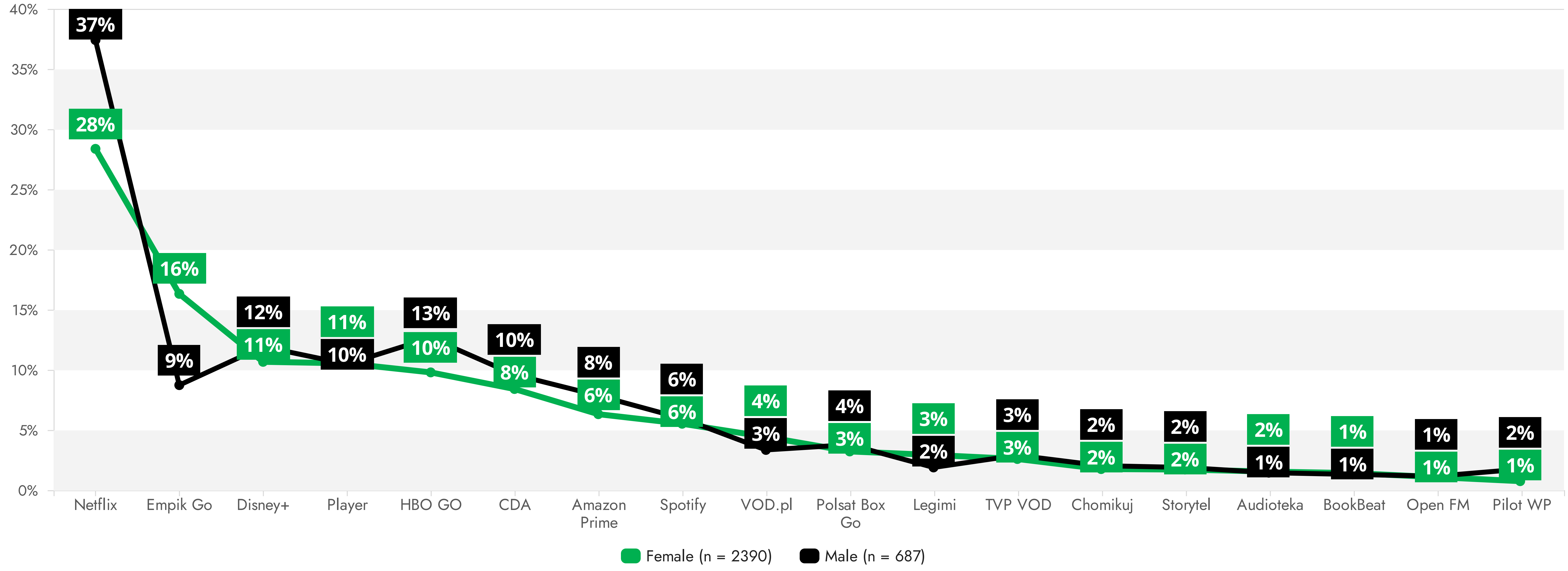
n = 3093



WHICH PLATFORM WOULD YOU LIKE TO ABANDON IN THE NEAR FUTURE?

Analysis by gender

n = 3077



WHICH PLATFORM WOULD YOU LIKE TO ABANDON IN THE NEAR FUTURE?

Analysis by age. Omnichannel 2023 with changes relative to 2022.

n 2022 = 3597, 2023 = 3023

	Netflix	Empik Go	Disney+	Player	HBO GO	CDA	Amazon Prime	Spotify	VOD.pl	Polsat Box Go	Legimi	TVP VOD	Chomikuj	Storytel	Audioteka	BookBeat	Open FM	Pilot WP	Result count
Less than 18	28% +8pp	17% +3pp	10%	4% -8pp	13% -1pp	17% -10pp	3% +1pp	9% -4pp	2% -4pp	4%	6% +5pp	6% +2pp	2% -1pp	2% +2pp	1% -1pp	2%	1%	1% +1pp	127
18-24	34% +5pp	12% +1pp	13%	12% -1pp	10% -5pp	14% -3pp	7% +2pp	7% -2pp	3% -1pp	2%	2% +1pp	2% -1pp	1%	1% +1pp	1%	2% +1pp	0%	1% -1pp	583
25-29	30% -1pp	12%	8%	12% -1pp	10% -3pp	7% -4pp	11% +5pp	6% -1pp	7% +2pp	3%	3% +1pp	3% +1pp	1% -2pp	3% +2pp	1%	2% +1pp	2%	1% -1pp	373
30-34	28% +2pp	13% +3pp	11%	11% -4pp	12%	7% -4pp	6% -1pp	6% -1pp	5%	5%	1% -2pp	3% -2pp	3% -1pp	2%	1% -1pp	1%	1%	1% -1pp	407
35-44	31% +2pp	16% +2pp	12%	10% -1pp	10% -4pp	7% -2pp	6%	4% -3pp	3% -2pp	3%	3% +1pp	3% +1pp	2% -1pp	1%	2%	1%	2%	1% -2pp	838
45-54	31% +8pp	17%	10%	9% -3pp	11%	7% -3pp	6% -1pp	4% -2pp	4% -1pp	3%	2%	2% -1pp	2% -2pp	2%	2%	1%	0%	1% -2pp	498
55-64	22%	18% +6pp	10%	13% +4pp	12% -1pp	6% -2pp	7% +1pp	4% -2pp	5% -4pp	4%	4% +2pp	3% -5pp	2% -3pp	2% -1pp	3% -1pp	1%	1%	2%	152
65 and more	16%	9% -10pp	7%	11% -1pp	9% -5pp	4% -4pp	4% -9pp	9% +4pp	11% +5pp	2%	2%	2% -11pp	7% +1pp	2% +1pp	7% +4pp	0% -6pp	0%	2% -6pp	45

FOR WHAT REASON WOULD YOU WANT TO CANCEL THE SERVICES OF EACH PLATFORM?

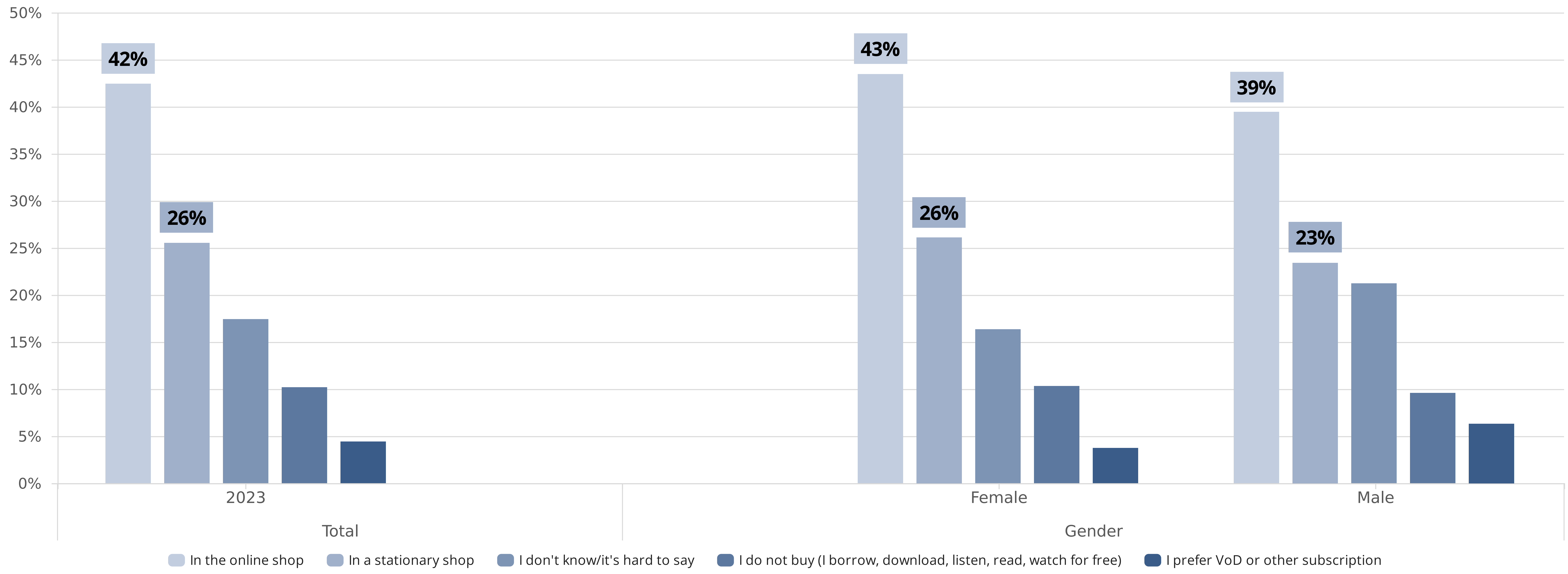
Multiple choice question.

	The price is too high	The method of payment is unclear to me	I don't have time	Problems technically	No app for my device	I do not find interesting content for myself	Weak or unintuitive application or service page	I plan to change to another competitive service. Which one?	Result count
Spotify	31.9%	4.4%	40%	7.4%	2.2%	20.7%	15.6%	4.4%	135
Netflix	45.5%	3.3%	23.2%	6.9%	2.1%	52.3%	2.5%	2.1%	813
HBO GO	16.8%	1.3%	39.1%	7.7%	3%	48.5%	9.1%	2.7%	297
Player	20.7%	4.1%	40%	8.3%	2.8%	44.5%	12.8%	0.3%	290
TVP VOD	14.3%	7.1%	38.6%	5.7%	5.7%	54.3%	18.6%		70
Polsat Box	22%	6.6%	31.9%	22%	3.3%	37.4%	14.3%	2.2%	91
VOD.pl	14.5%	7.3%	49.1%	12.7%	3.6%	35.5%	13.6%		110
Audioteka	23.8%	7.1%	35.7%	7.1%	2.4%	31%	4.8%		42
Legimi	26.6%	5.1%	39.2%	8.9%	1.3%	26.6%	10.1%	3.8%	79
Storytel	24%	14%	48%	6%	2%	36%	4%	2%	50
BookBeat	27.8%	11.1%	44.4%	8.3%	8.3%	41.7%	11.1%	2.8%	36
Empik Go	20.1%	3.9%	45.5%	7.8%	2.8%	31%	8.7%	1.4%	358
Amazon Prime	14.6%	2.7%	29.7%	3.8%	2.7%	57.3%	10.3%	1.1%	185
Chomikuj	7.5%	3.8%	47.2%	13.2%	3.8%	35.8%	15.1%		53
CDA	14.9%	1.7%	37%	14.9%	4.3%	41.7%	14.5%	1.3%	235
Steam	24.9%	1.3%	36.3%	3.5%	3.8%	49.2%	4.7%	1.3%	317

WHERE DO YOU PREFER TO SHOP FOR MOVIES, BOOKS, MUSIC, GAMES OR OTHER MULTIMEDIA?

Single-choice question. Analysis by gender.

n = 6582



WHERE DO YOU PREFER TO SHOP FOR MOVIES, BOOKS, MUSIC, GAMES OR OTHER MULTIMEDIA?

Single-choice question. Analysis by gender and age. Omnichannel 2023 with changes relative to 2022.

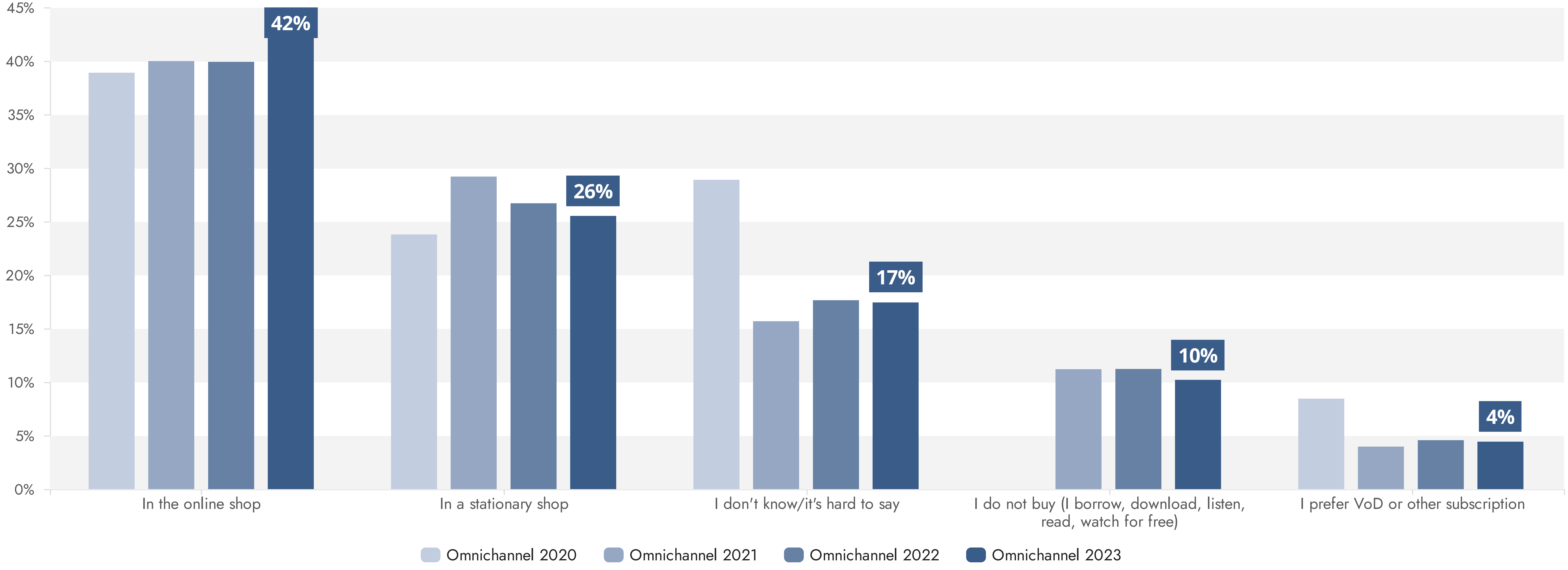
n 2022 = 7222, 2023 = 6582

		In the online shop	In a stationary shop	I don't know/it's hard to say	I do not buy (I borrow, download, listen, read, watch for free)	I prefer VoD or other subscription	Result count
Gender	**Female**	43.5% +1.6pp	26.1% -1.5pp	16.4% +0.7pp	10.3% -0.5pp	3.7% -0.3pp	5027
Gender	**Male**	39.5% +5pp	23.4% -0.6pp	21.2% -1.5pp	9.6% -3.1pp	6.3% +0.3pp	1503
Age	**Less than 18**	40.7% +0.7pp	28.6% -1.1pp	18% +6.4pp	9.5% -4.7pp	3.2% -1.3pp	189
Age	**18-24**	36.8% +2pp	25.4% -4.6pp	15.6% -0.7pp	15.8% +1.4pp	6.4% +1.9pp	755
Age	**25-29**	39.4% -0.9pp	27.1% +1.4pp	16.4% -0.2pp	11.3% -0.3pp	5.8%	584
Age	**30-34**	44.7% +1.4pp	24.5% +2.1pp	15.1% -2.2pp	9% -1.9pp	6.7% +0.6pp	701
Age	**35-44**	46.7% +1pp	22.3% -0.5pp	18.2% +1pp	9.2% -0.6pp	3.6% -0.8pp	1871
Age	**45-54**	43.9% +4pp	25.9% -3.1pp	17.7% +0.5pp	9.4% +0.1pp	3.2% -1.4pp	1396
Age	**55-64**	36.8% +4.1pp	30.5% -0.4pp	20% -1.3pp	8.7% -3.5pp	3.9% +1.1pp	584
Age	**65 and more**	38.3% +6.9pp	30.2% -2.2pp	18.3% -2pp	10.8% -3.7pp	2.4% +1pp	295

WHERE DO YOU PREFER TO SHOP FOR MOVIES, BOOKS, MUSIC, GAMES OR OTHER MULTIMEDIA?

Comparison with the distribution of responses in previous editions of the survey

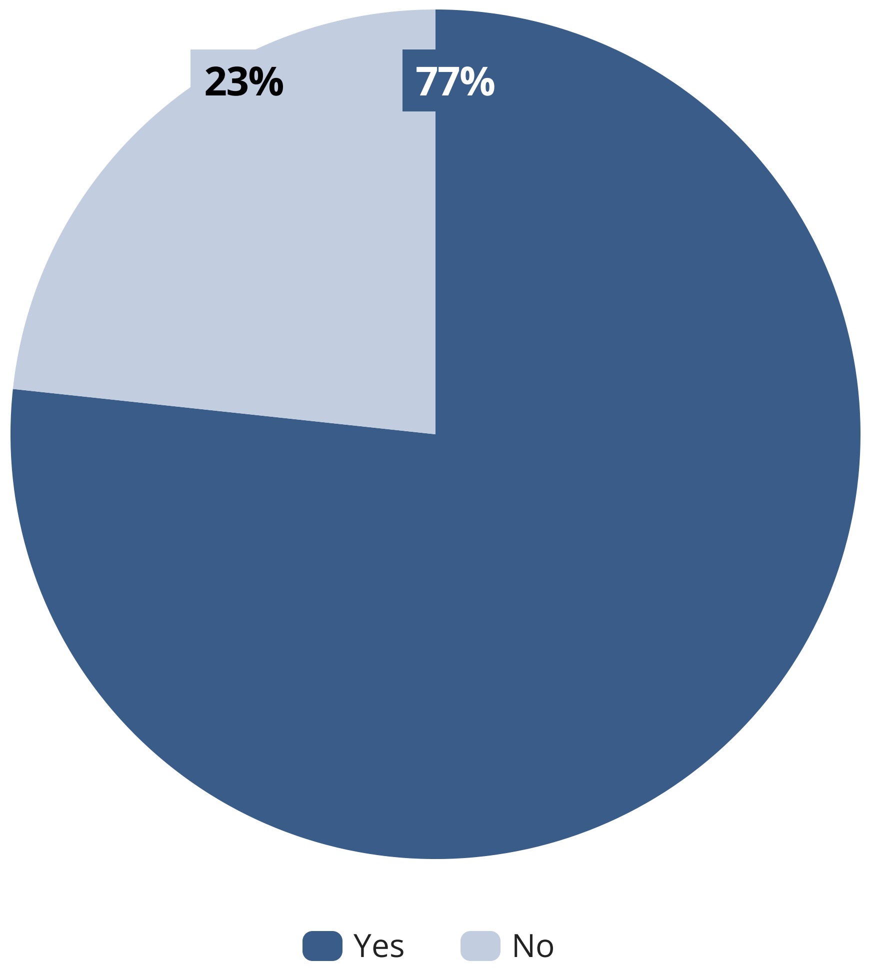
n 2020 = 5482, 2021 = 5896, 2022 = 7222, 2023 = 6582



READING

Single-choice questions

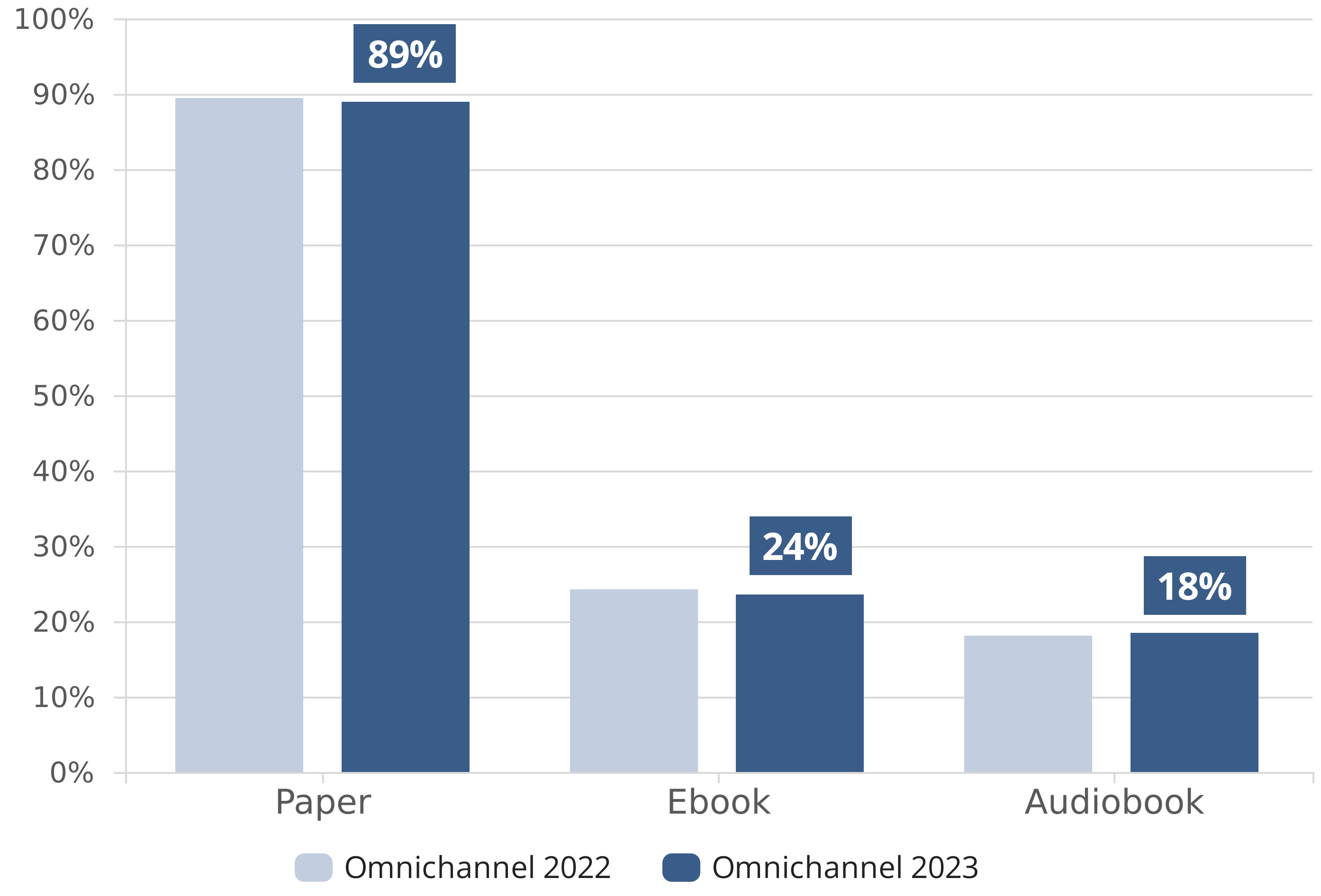
Have you read or listened to any books this year?



n = 8335

Multiple choice questions

In what forms were these books? Comparison with the distribution of responses in last year's survey

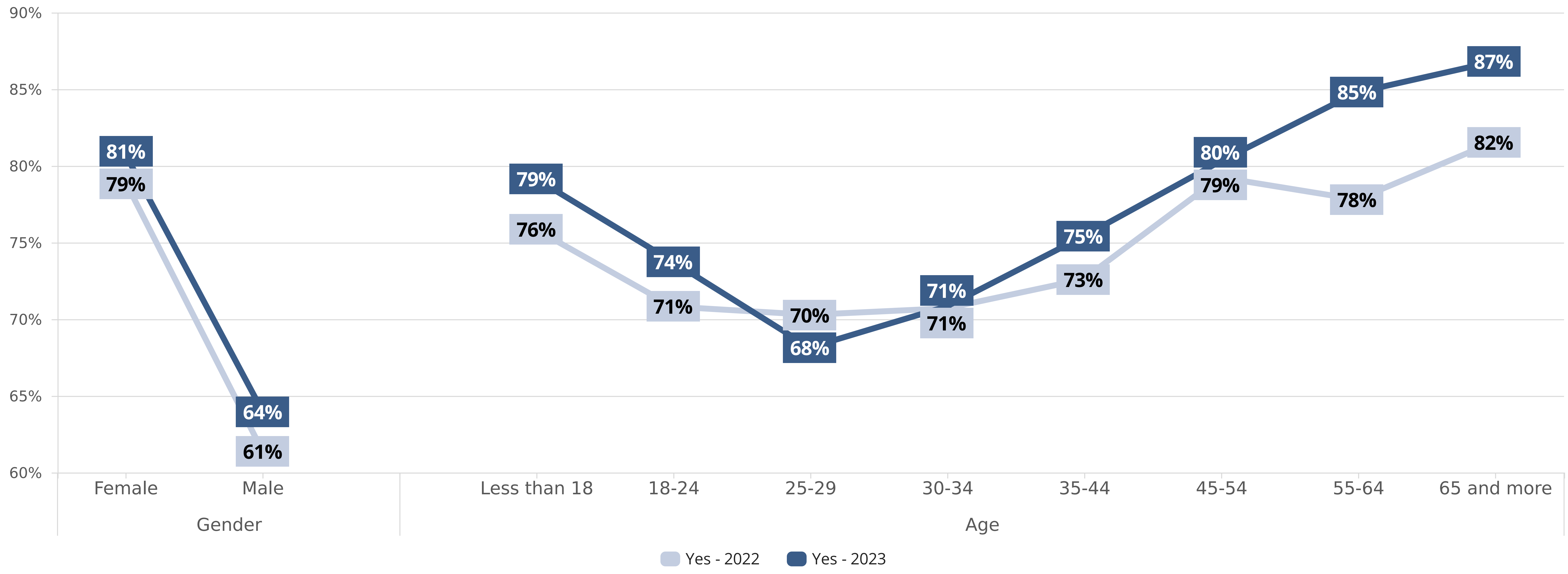


n 2022 = 6365, 2023 = 6081

HAVE YOU READ OR LISTENED TO ANY BOOKS IN THIS (2023) YEAR?

Single-choice questions. Share of responses yes. Comparison with the distribution of responses in the previous edition of the survey

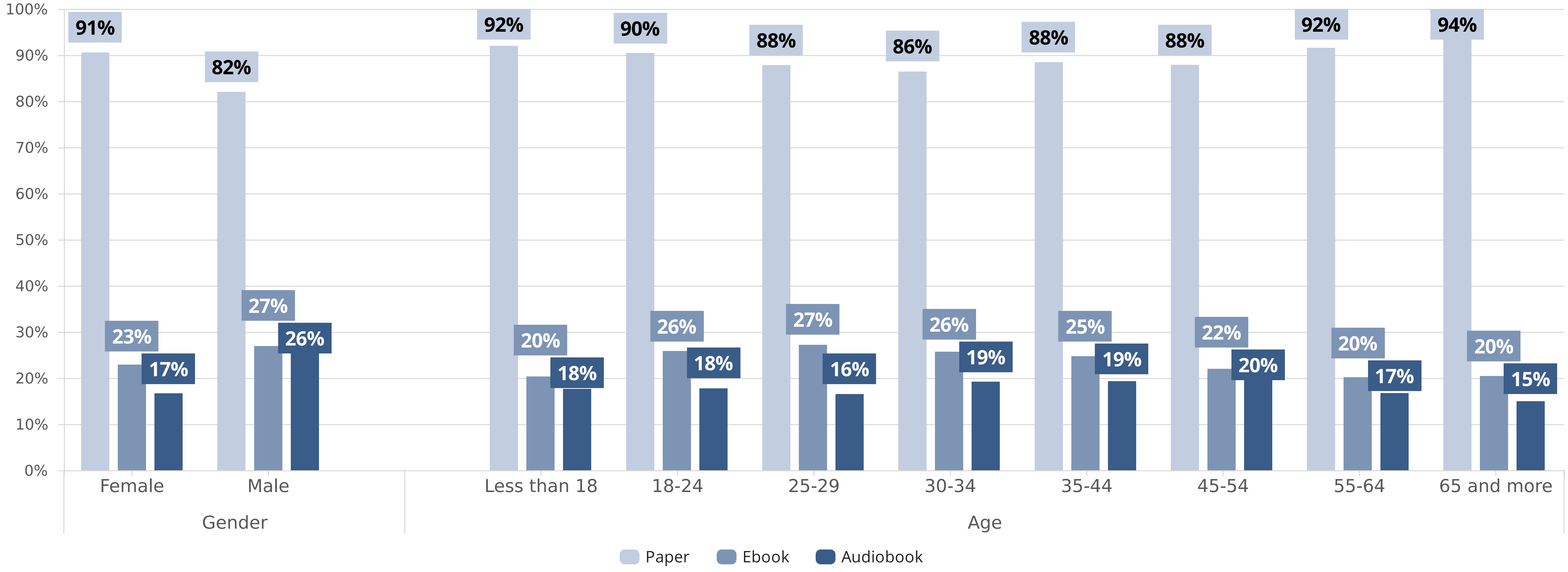
n 2022 = 8898, 2023 = 8262



IN WHAT FORMS WERE THESE BOOKS?

Multiple choice questions

n = 6032



IN WHAT FORMS WERE THESE BOOKS?

Multiple choice questions. Data for 2023 with calculated difference from 2022

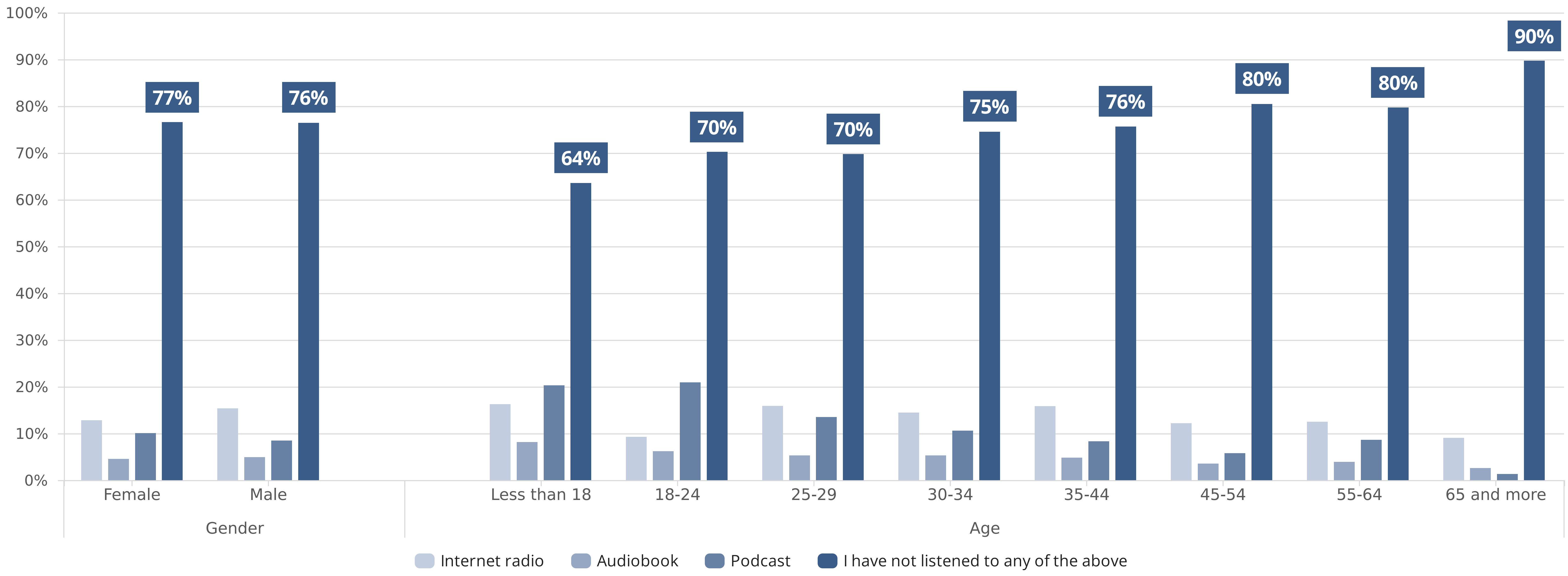
n 2022 = 6286, 2023 = 6032

		Paper	Ebook	Audiobook	Result count
Gender	**Female**	90.5% -0.5pp	22.9% -0.4pp	16.7% +0.9pp	4854
Gender	**Male**	82% -2.2pp	26.9% -0.3pp	25.9%	1178
Age	**Less than 18**	92% -0.2pp	20.3% -11.5pp	17.6% -2.5pp	187
Age	**18-24**	90.4% +0.9pp	25.8% +1.5pp	17.7% +3.4pp	677
Age	**25-29**	87.8% -0.6pp	27.2% -1pp	16.5% -4.4pp	467
Age	**30-34**	86.4% -1.7pp	25.7% -2.3pp	19.2% +2.6pp	604
Age	**35-44**	88.4% -0.4pp	24.7% +0.6pp	19.3% -0.5pp	1687
Age	**45-54**	87.8% -1.7pp	22% -0.9pp	19.5% -0.1pp	1356
Age	**55-64**	91.6% +1.1pp	20.2% -0.1pp	16.7% +1.5pp	605
Age	**65 and more**	93.5% +0.9pp	20.4% +0.4pp	15% -0.3pp	294

HAVE YOU HAPPENED TO LISTEN TO ANY OF THESE 3 FORMATS IN THE PAST YEAR?

Multiple-choice questions.

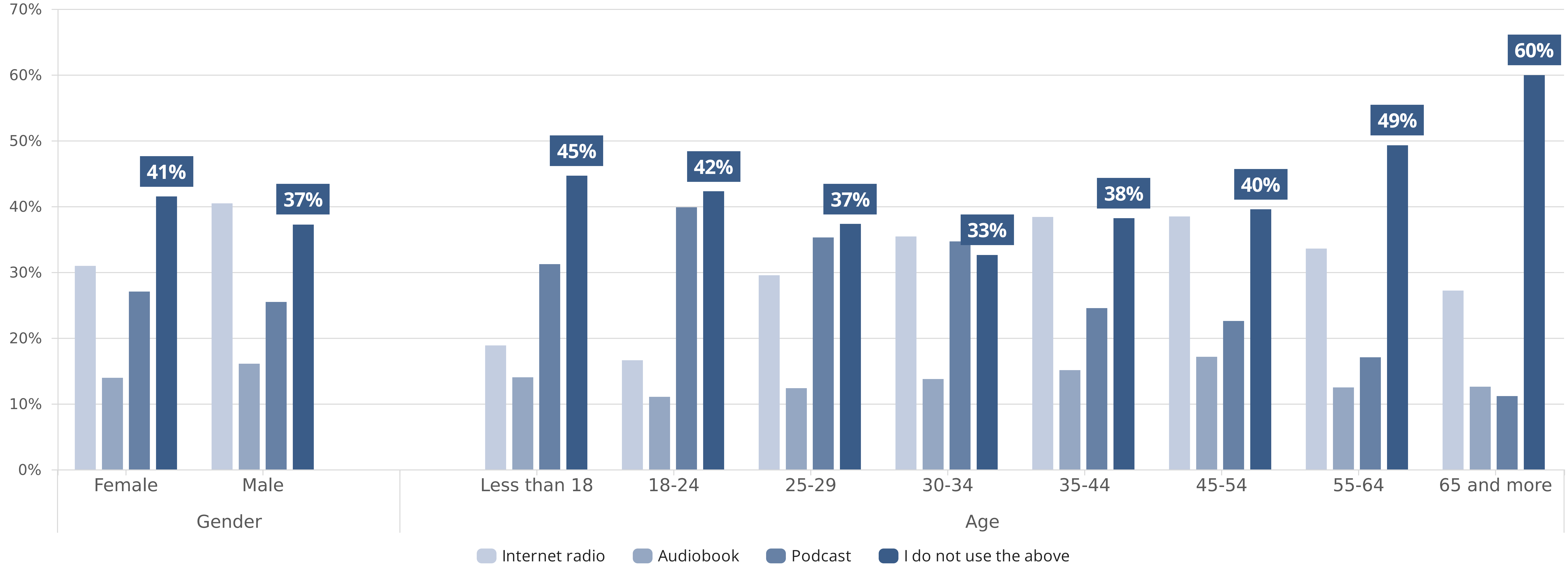
n = 2391



WHAT HAVE YOU BEEN LISTENING TO OVER THE PAST MONTH?

Multiple-choice questions.

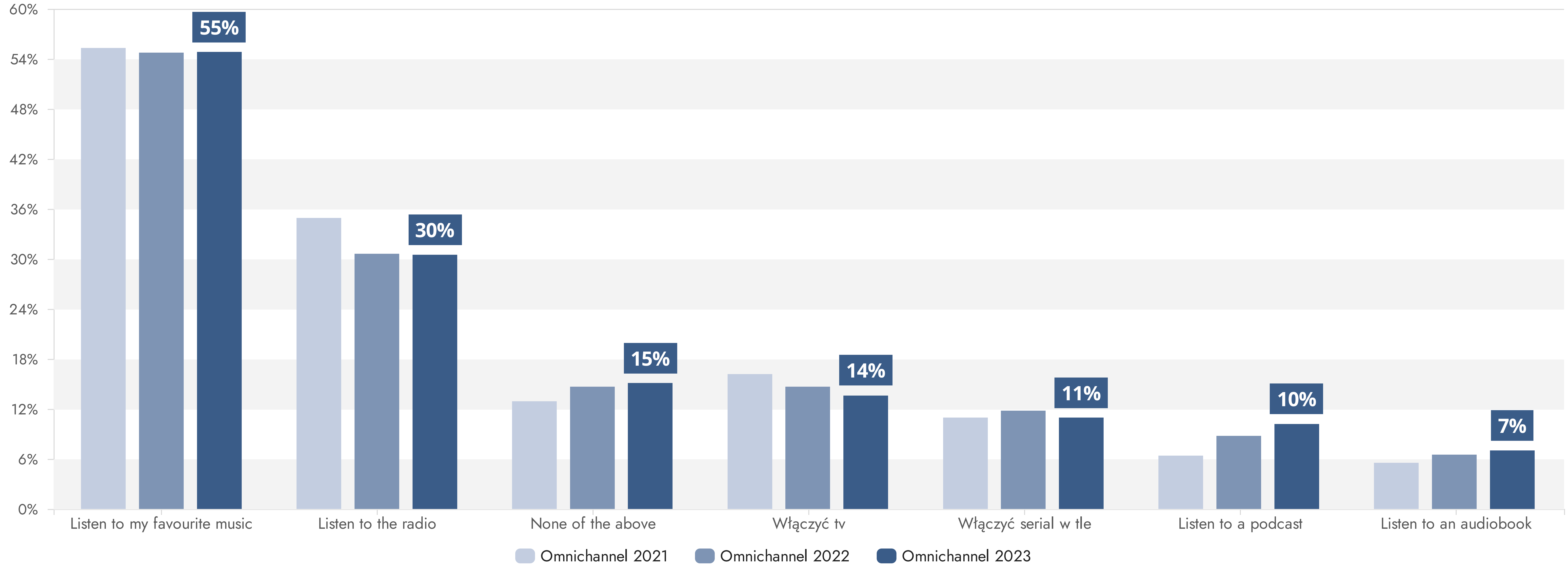
n = 6425



WHAT DO YOU LIKE ABOUT CLEANING YOUR HOUSE?

Multiple choice question

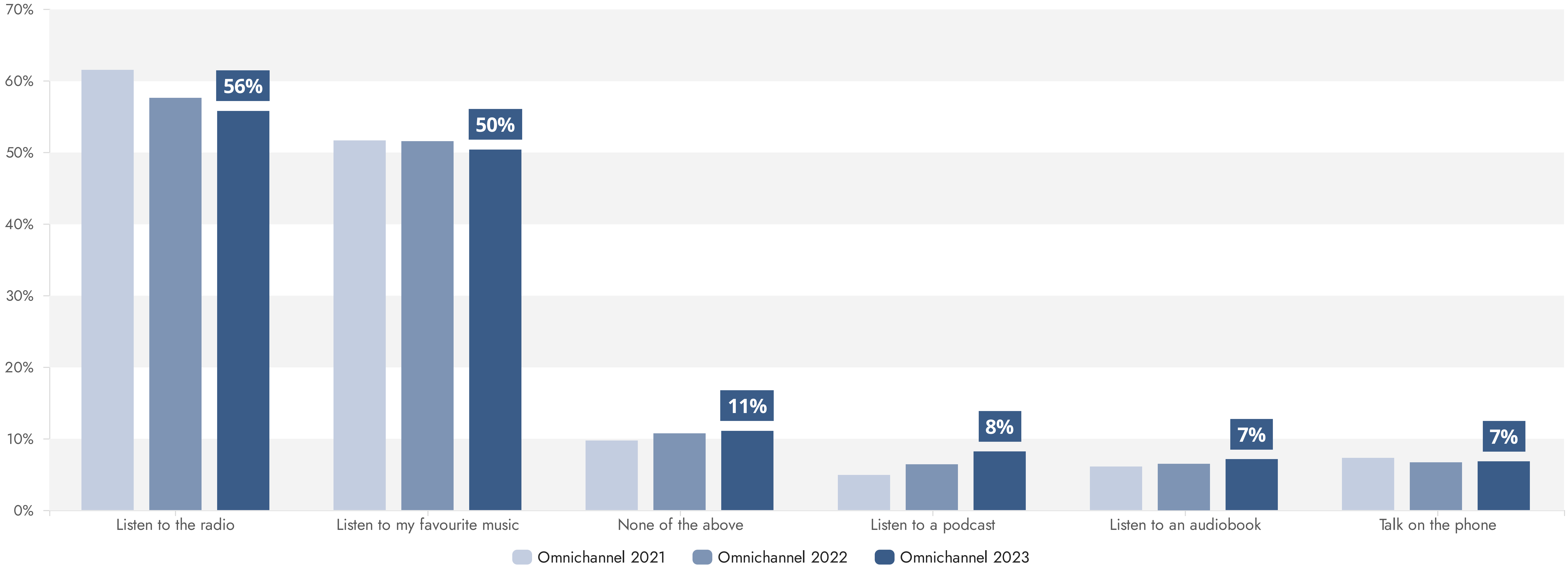
n 2021 = 5566, 2022 = 6868, 2023 = 6060



WHAT DO YOU LIKE WHILE DRIVING?

Multiple choice question

n 2021 = 5490, 2022 = 6741, 2023 = 5950



WHAT DO YOU LIKE WHILE DRIVING?

Analysis by gender and age. Omnichannel 2023 with changes relative to 2022.

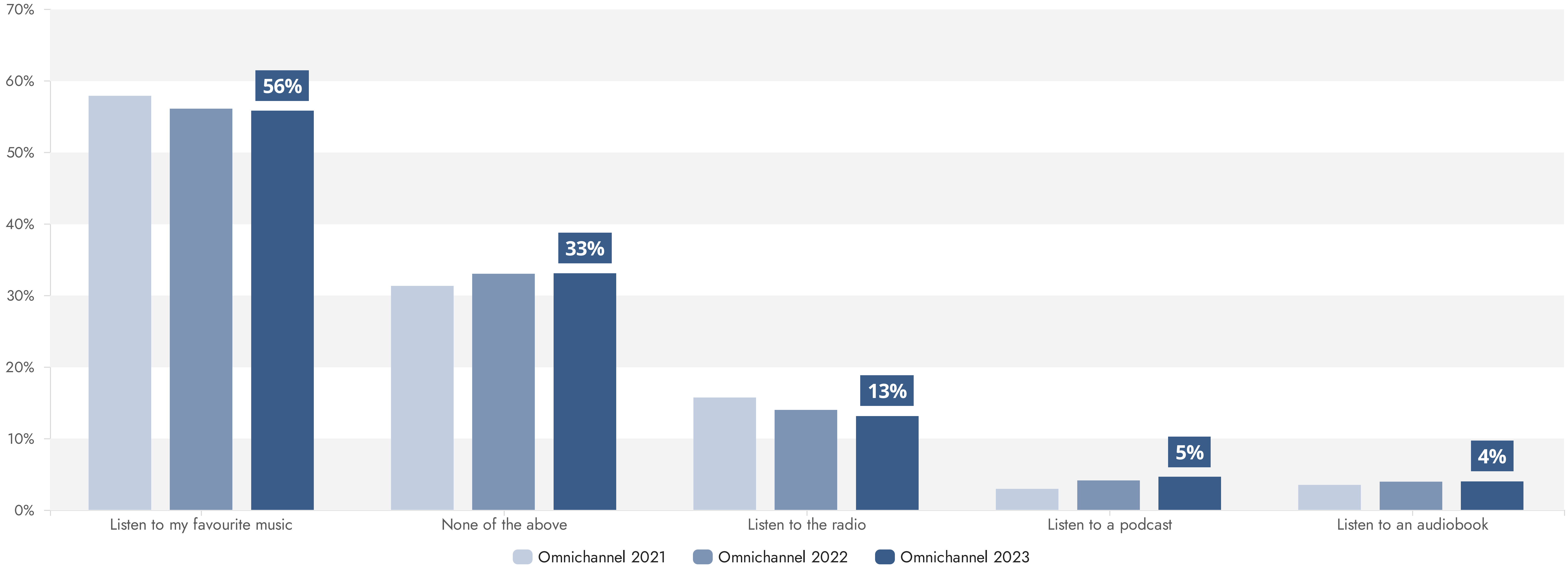
n 2022 = 6655, 2023 = 5910

		Listen to the radio	Listen to an audiobook	Listen to a podcast	Listen to my favourite music	Talk on the phone	None of the above	Result count
Gender	**Female**	56% -2pp	6%	7% +1pp	50% -2pp	6% -1pp	11% +1pp	4586
Gender	**Male**	55% -2pp	10% +1pp	11% +4pp	52% +2pp	8% +2pp	11% -1pp	1324
Age	**Less than 18**	35% -4pp	6% -1pp	10% -1pp	77% +5pp	6% -4pp	6% -4pp	155
Age	**18-24**	32% -5pp	5% +1pp	11% +2pp	78% -2pp	8% +2pp	8% +2pp	661
Age	**25-29**	45% -7pp	7% +2pp	11% +2pp	65% -1pp	6% -2pp	8% -1pp	522
Age	**30-34**	56%	8%	14% +3pp	56% -1pp	11% +1pp	8% -2pp	609
Age	**35-44**	61% -4pp	7%	7% +1pp	46%	8% -1pp	11% +1pp	1711
Age	**45-54**	65%	9% +1pp	7% +2pp	42% +1pp	6% +2pp	11%	1290
Age	**55-64**	62% +1pp	6% +1pp	5% +3pp	35%	3%	16% -1pp	551
Age	**65 and more**	56% -4pp	4% -1pp	1%	34% +1pp	3%	23% +5pp	279

WHAT DO YOU LIKE ABOUT PLAYING SPORTS?

Multiple choice question

n 2021 = 5306, 2022 = 6549, 2023 = 5770



IS THAT ALL THAT THE STUDY WAS ABLE TO FIND OUT?

Definitely not! Only selected areas are covered in the report. On the other hand, throughout the survey we still addressed issues such as:

- Co-occurrence of brands chosen by respondents
- Reasons for not wanting to recommend particular brands
- Use of mobile applications of particular brands
- The influence of reviews and ratings on purchasing decisions
- Preferred payment methods

All results can be analyzed for any other question included in the survey, whether demographic (gender, age, education, full geographic analysis), preference or any other evaluation question.

Those interested in deeper analysis are welcome to visit our ocean of knowledge for mining these most valuable gems.

SUMMARY OF THE STUDY

08-09 2023

Survey conducted in August and September 2023

250 thousan

More than 250,000 people completed the survey

10

We examined ten product segments


Cinemas


Clothes

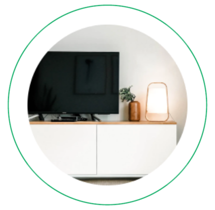

Drugstores


Footwear


Pharmacies


Telecommunicatio


Home and garden


CONSUMER ELECTRONIC


Books, multimedia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Piotr Wojnarowicz

p.wojnarowicz@yourcx.io

+48 661 627 620

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