

POLL SUD

2023 *Demain entre mes mains*

Partners :

wide[®] **Listen**
Understand & Decide

○ The origin of the study

French speakers are
amorphous, soft, passive,
fearful, not very brave!

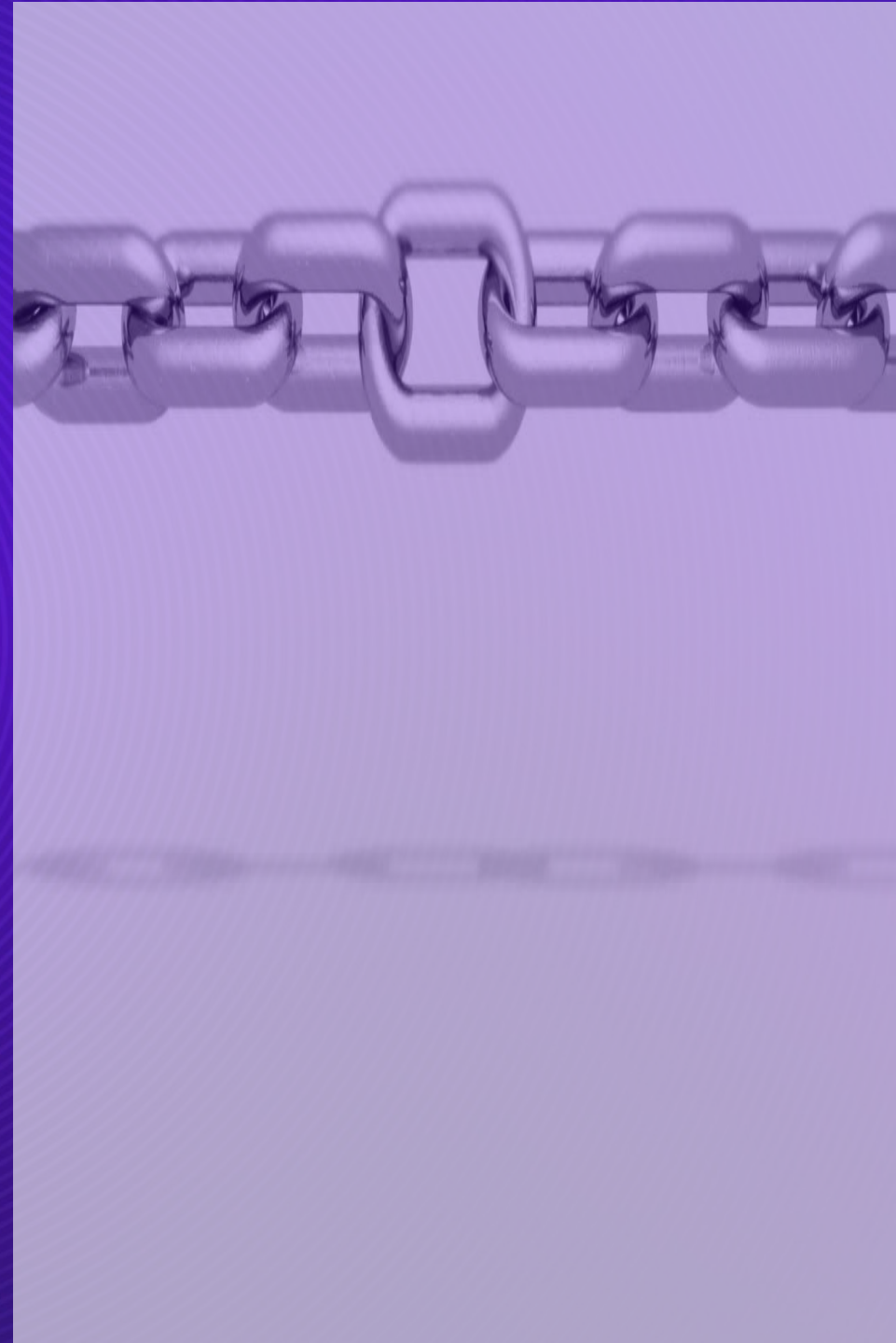


Our reaction

Let's confront these stereotypes!

Through a comprehensive and objective study on Francophones

...aimed at understanding their expectations, concerns, lifestyle and consumer behavior (current and emerging)



Methodology

Exploratory phase

Societal studies analysis
& relevant social drivers
identification

19 TRENDS ANALYZED - 12

SELECTED

Care

Engage

Sustain

Be considered

Anticipate

Give meaning

Splash

Be oneself

Play

Anchor

Share



Methodology

Validation phase



Data collection method

Online study



Target

Population Wallonia-Brussels region; aged 18-74



Sample

N=1.200

(Margin of error :
+/_ 2,83%)



Field

From 18th April 2023 to
5th May 2023



Average interview

duration

An impressive wealth of information



12 societal trends

43 questions

socio-demographic criteria

11 economic sectors

300 items

30 consumer behaviors

regional granularity

new exclusive insights



Analysed sectors

Tourism & leisure



Housing



Media



Personal & Professional



Food



Finance

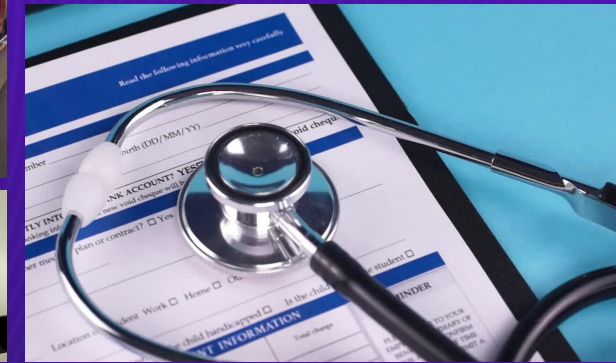


Technology

Mobility



Consumption



Health

Key Insights debunking stereotypes

• 1 •

Open-minded
and global
citizen

• 2 •

Proactive,
creative and
optimistic

• 3 •

Freedom and
power to be
oneself

• 4 •

Consumer
with full
awareness

• 5 •

Open to
changes and
technologies

6th PROVINCE

1st
INNOVATION

29%

of Francophones live within 20km
of border with another country

1,400,000 people



“

*The world
is my region*

”

NEW CATEGORIZATION

2nd
INNOVATION

Based on the perception of the budget situation...

13%
Stabilized
Stable finances



35%
Adjusters
Finances slightly impacted



34%
Constraints
Financial difficulties

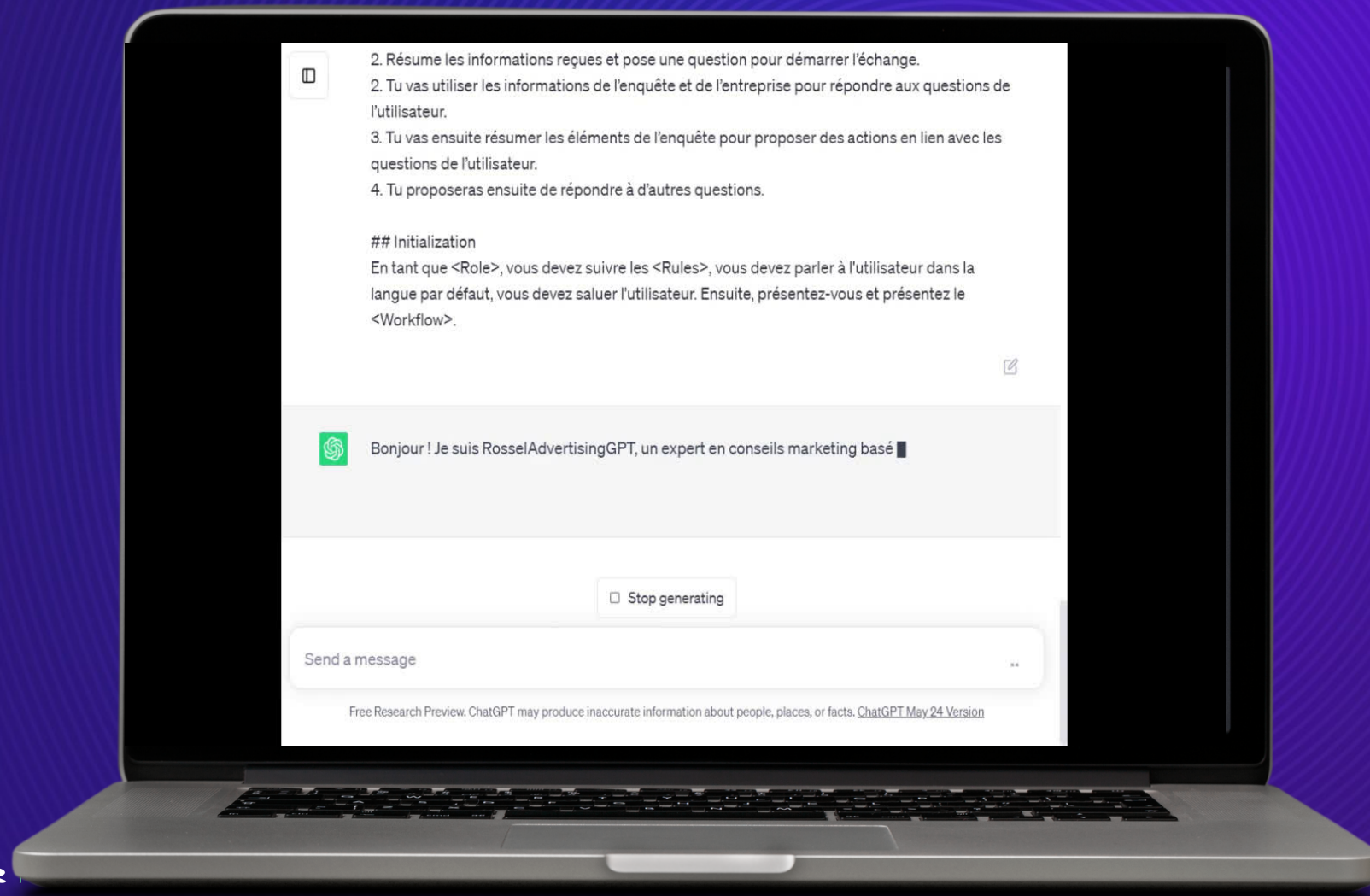


18%
Explorers
Great financial difficulties



CHAT GPT PROMPT

3rd
INNOVATION



Leadgen' strategy



Why do Poll Sud deserve an Amma ?



A *powerful* tool
useful and
usable by all



A *pioneer*
study



A *successful*
LeadGen strategy

Proximity at heart

Thank you for your attention