



THE MARCO REPORT

_marco¹ Cint

Global MARCO New Consumer Report 2024



SUMMARY

The 3rd Global MARCO New Consumer Report 2024 was conducted in December 2023 in 11 countries in collaboration with Cint. It covered different topics such as artificial intelligence (AI), work culture, news consumption, sustainability and brand engagements.

MARCO's report analysed consumer trends in **11 key markets**. It was conducted from December 2023 until January 2024 with a total sample of more than **7,000 consumers** from Brazil, France, Germany, Italy, Mexico, Morocco, Portugal, South Africa, Spain, UK and USA.

MARCO relied on **Cint, the pioneer in Research Technology (ResTech)** for both reaching research audiences and collecting comprehensive data. The Cint Exchange is the world's largest sample marketplace for digital market research.



Summary

In this groundbreaking study, the intricate landscape of opinions and emotions surrounding AI, brand commitment, work culture, sustainability and media comes to light.

The 3rd Global MARCO New Consumer Report 2024 reveals striking contrasts, underscoring the complex tapestry of sentiments around various topics

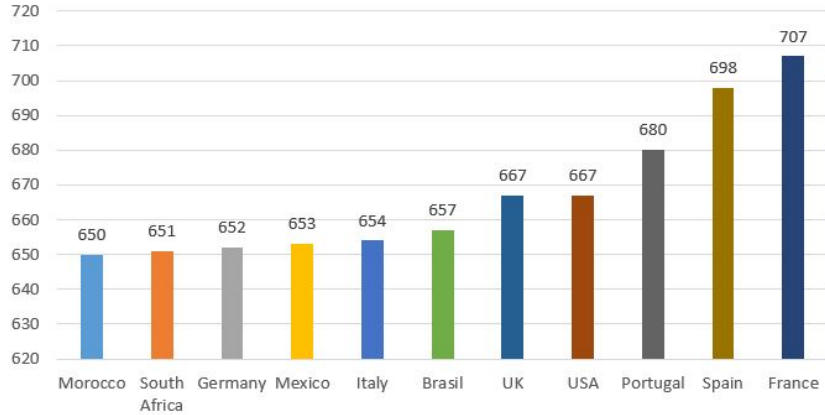
DEMOGRAPHICS

GLOBAL DATA

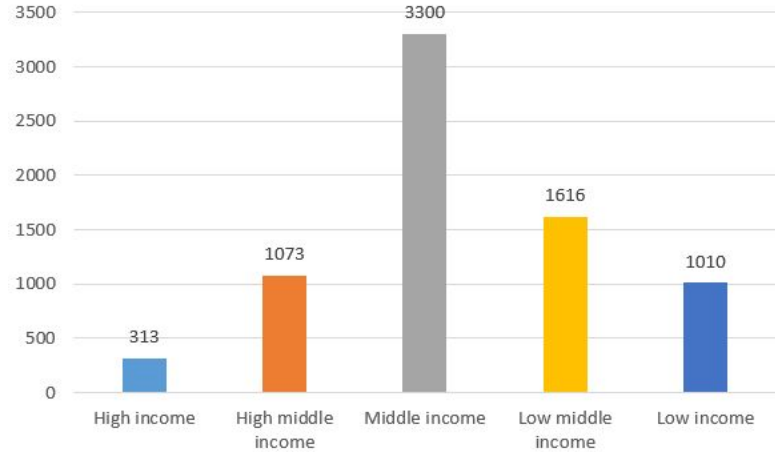
MARCO RESEARCH:

Demographics

Country



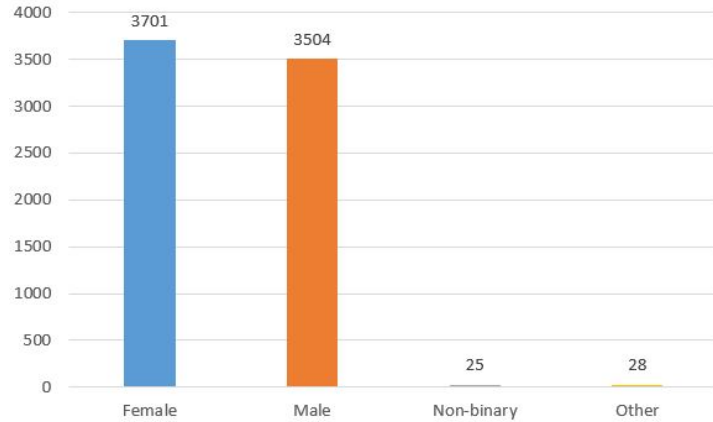
Income



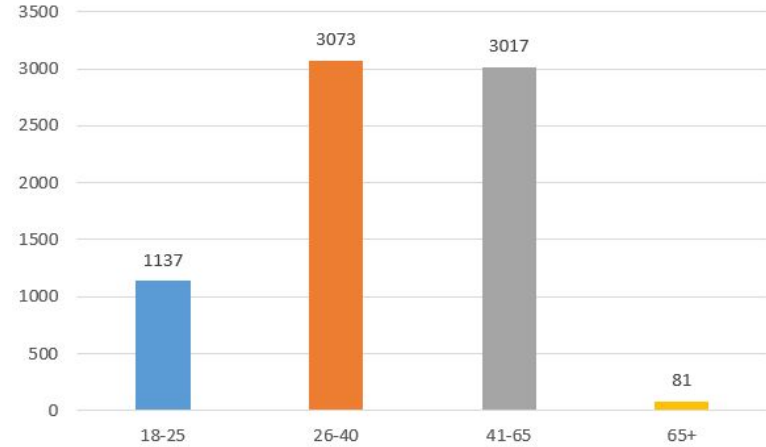
MARCO RESEARCH:

Demographics

Gender



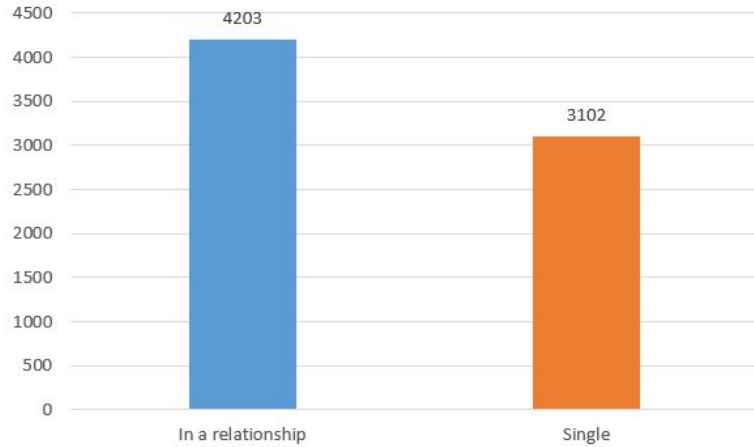
Age



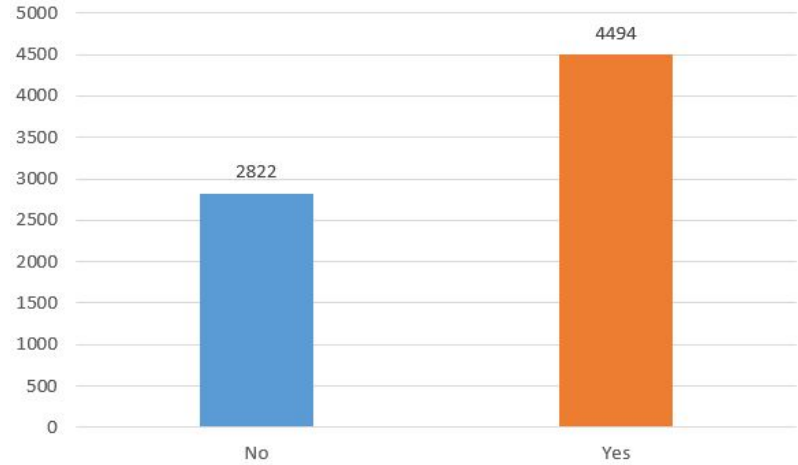
MARCO RESEARCH:

Demographics

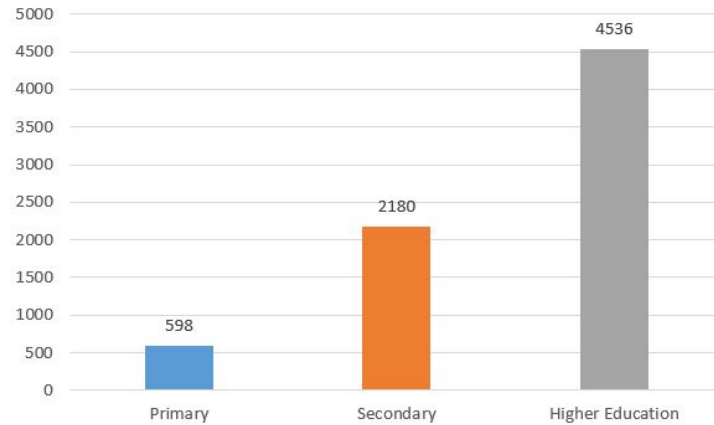
Relationships



Children



Education



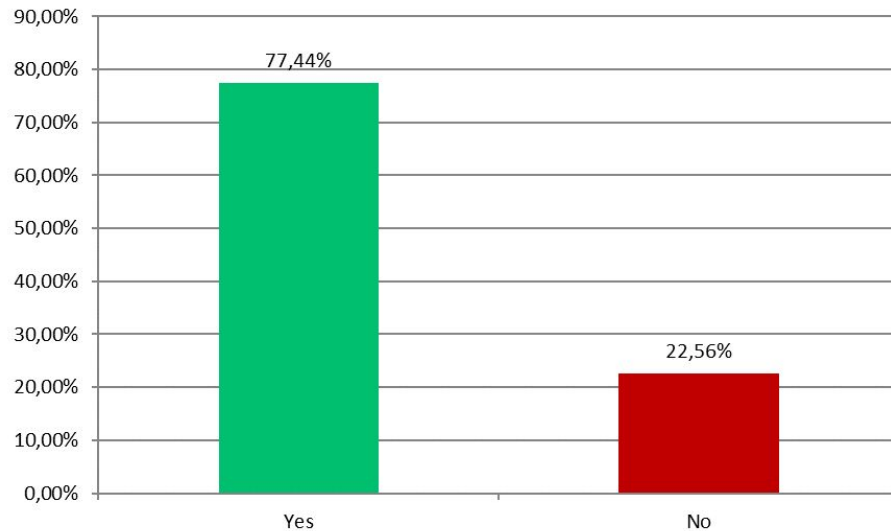
BRAND COMMITMENT

GLOBAL DATA

MARCO RESEARCH:

Brand Commitment

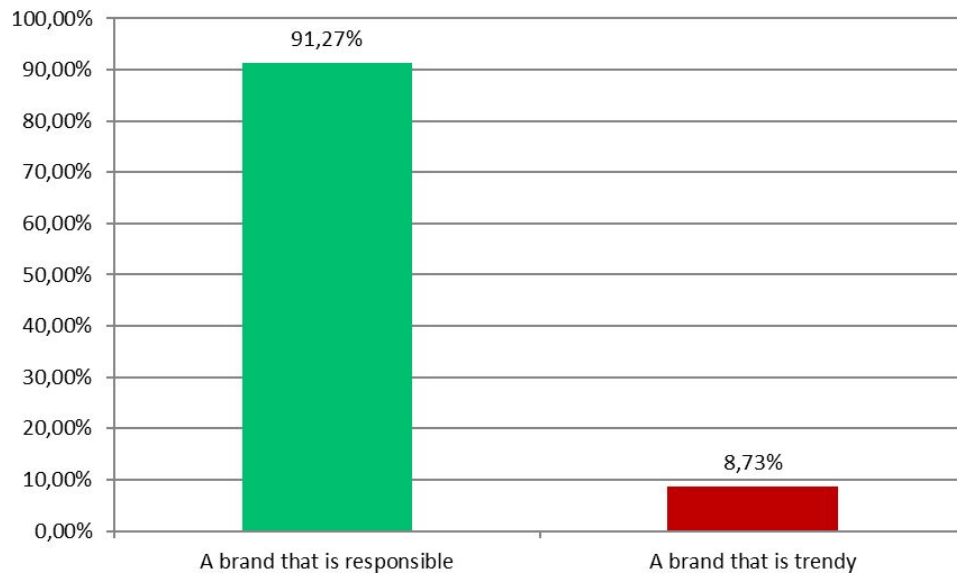
/ Is it important to you that a brand has a purpose and takes a stance on social and political issues, such a gender inequality or racial discrimination?



MARCO RESEARCH:

Brand Commitment

/ What is more important to you, a brand that is responsible or a brand that is trendy?

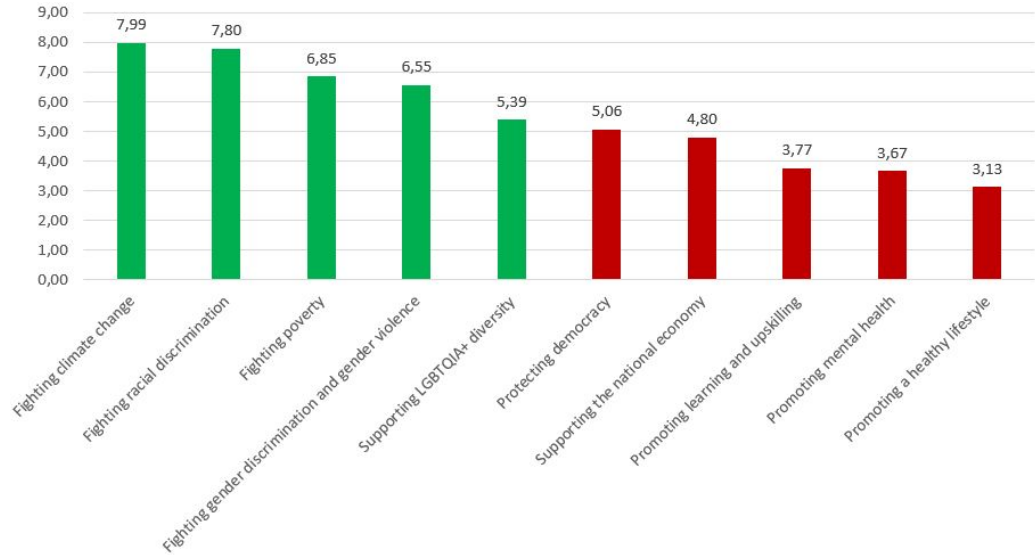


MARCO RESEARCH:

Brand Commitment

/ How important is it for you that a brand takes a stance on the following topics?

Order them by level of importance, 1 being the most important to 10 being the least important



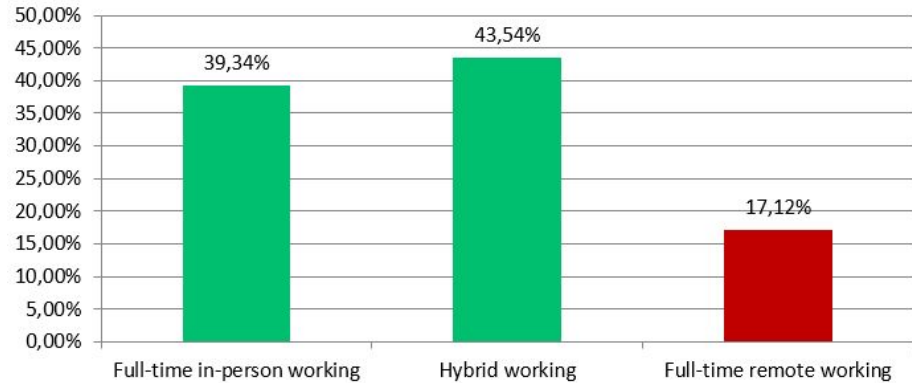
WORK CULTURE

GLOBAL DATA

MARCO RESEARCH:

Work Culture

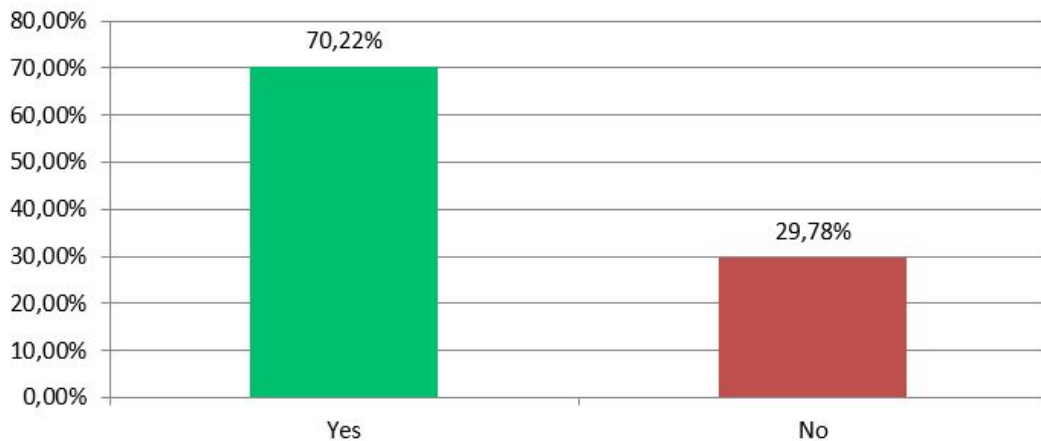
/ Do you prefer full-time in-person working, hybrid working or full-time remote working?



MARCO RESEARCH:

Work Culture

/ Does the current work culture or labour law in your country allow you to achieve a good work-life balance?



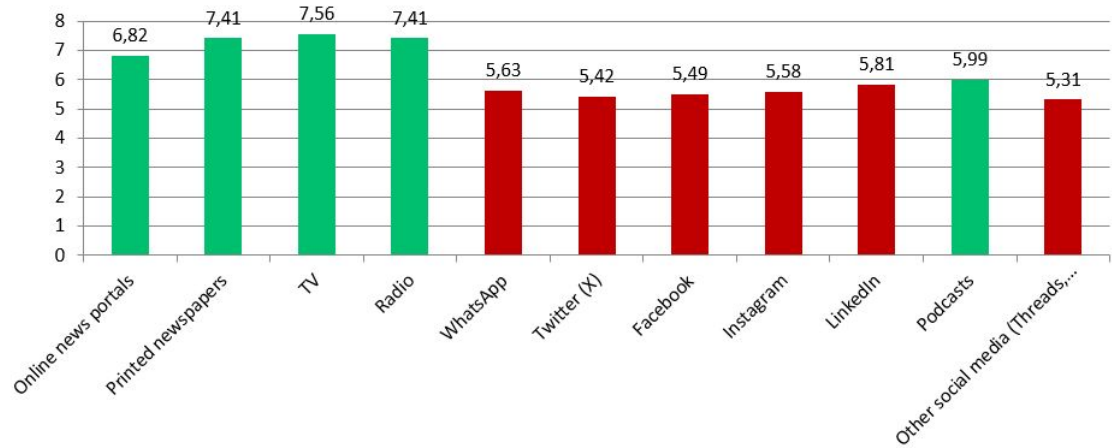
MEDIA

GLOBAL DATA

MARCO RESEARCH:

Media

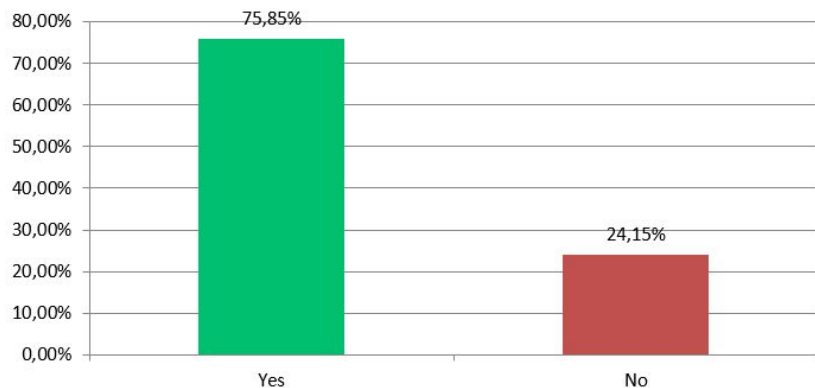
/ How reliable is the news coming from the following channels? (0 being unreliable and 10 being extremely reliable)



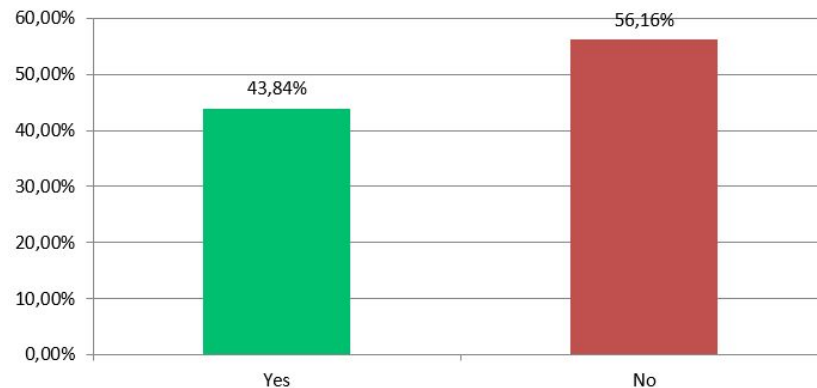
MARCO RESEARCH:

Media

/ Do you think AI increases the danger of fake news?



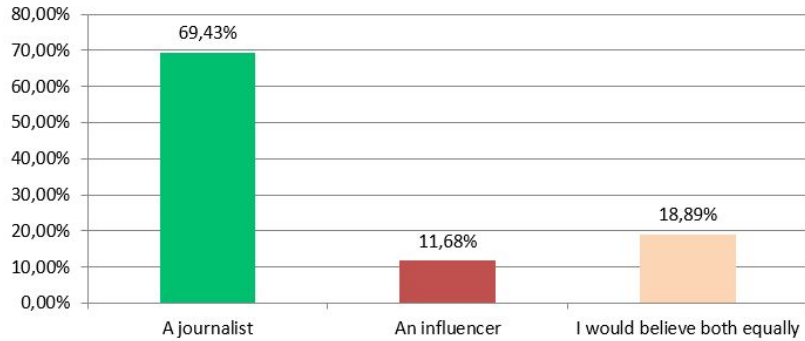
/ Would you trust a piece of news written with AI?



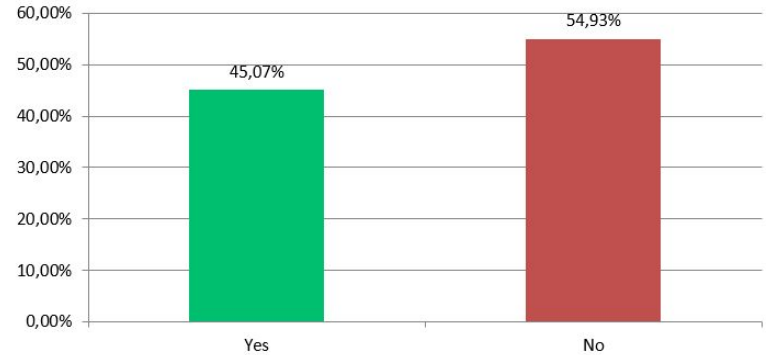
MARCO RESEARCH:

Media

/ Are you more likely to believe information provided by a journalist or by an influencer?



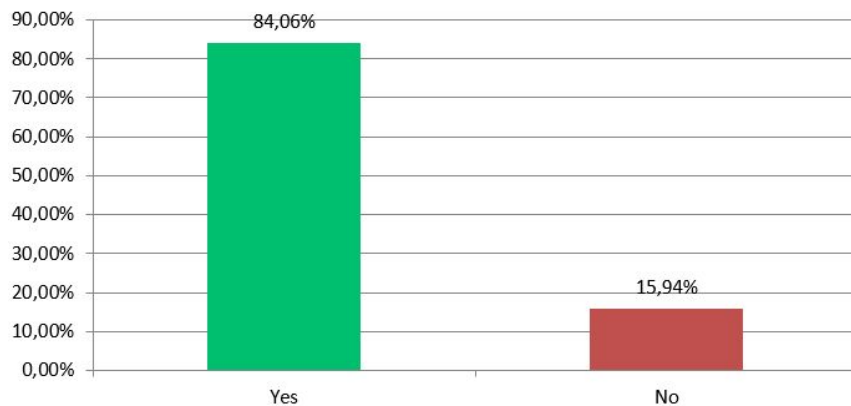
/ Have you ever bought something based on an influencer's recommendation?



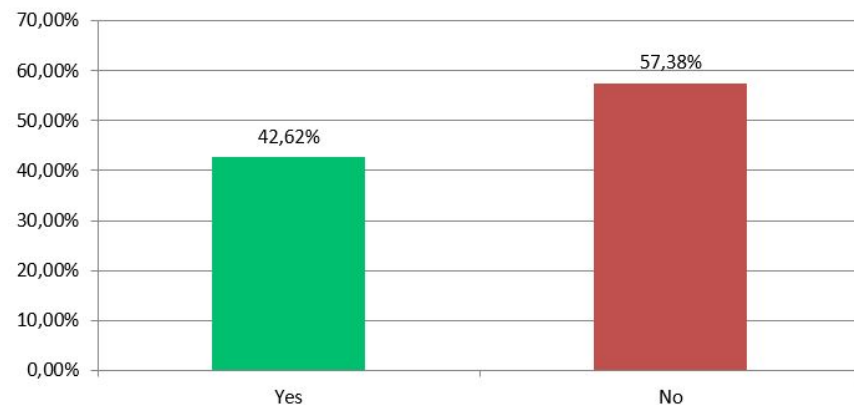
MARCO RESEARCH:

Media

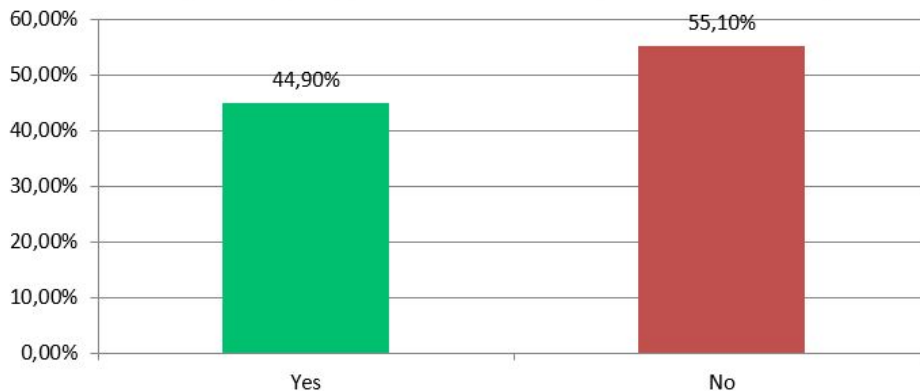
/ Do you believe journalism is important in combating fake news?



/ Do you agree that the government should control the news?



/ Do you agree that the government should limit the use of internet/social networks by the younger generations? (like in China)



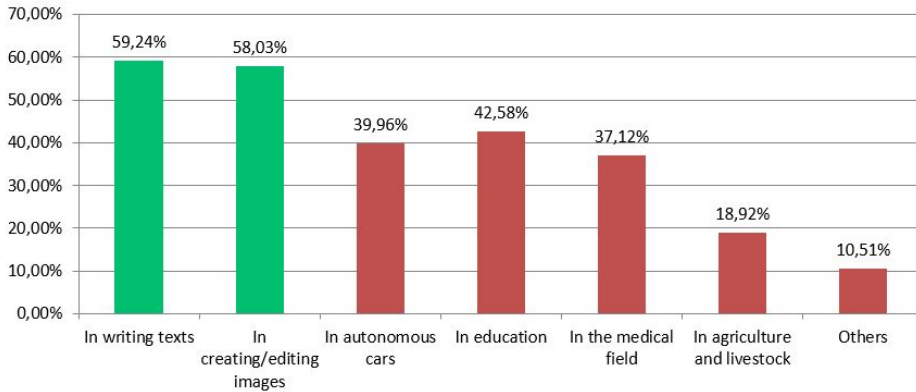
AI

GLOBAL DATA

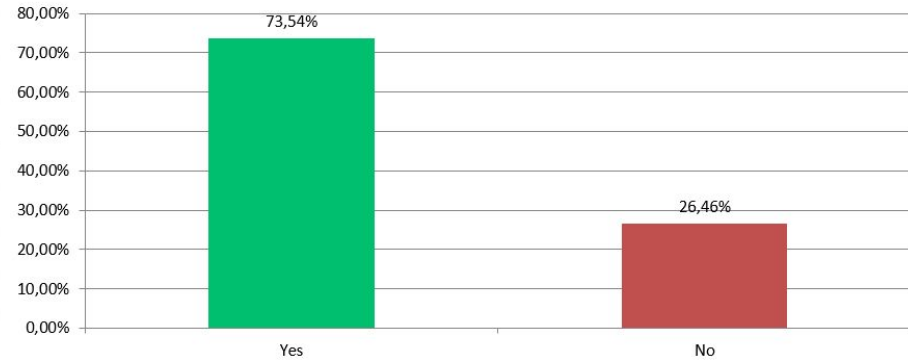
MARCO RESEARCH:

AI

/ Of the following usages of artificial intelligence (AI), which ones are you aware of? (multiple choice)



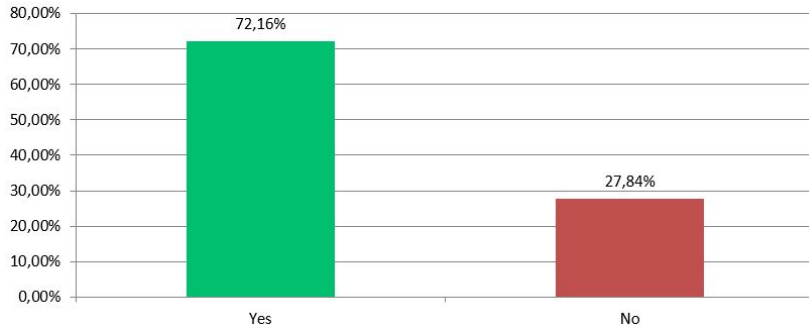
/ Is it a concern for you that artificial intelligence (AI) creates prejudices and other kinds of bad behaviors in humans?



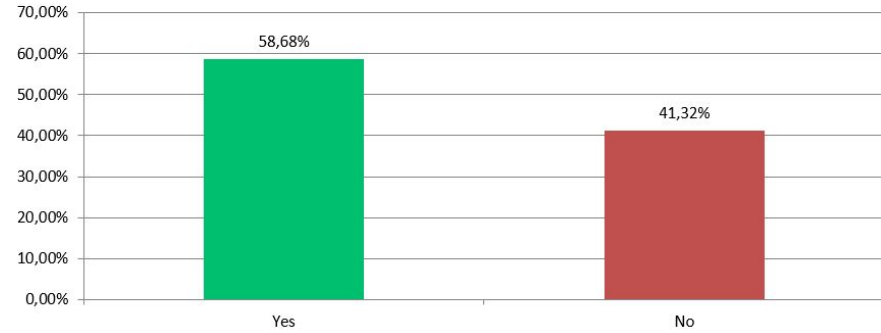
MARCO RESEARCH:

AI

/ Do you think artificial intelligence (AI) will replace jobs?



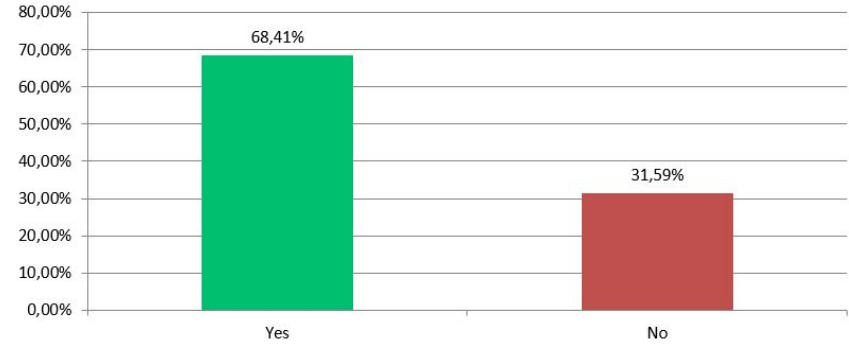
/ Do you think artificial intelligence (AI) is a threat to humanity?



MARCO RESEARCH:

AI

/ Do you think artificial intelligence (AI) will make our lives easier?



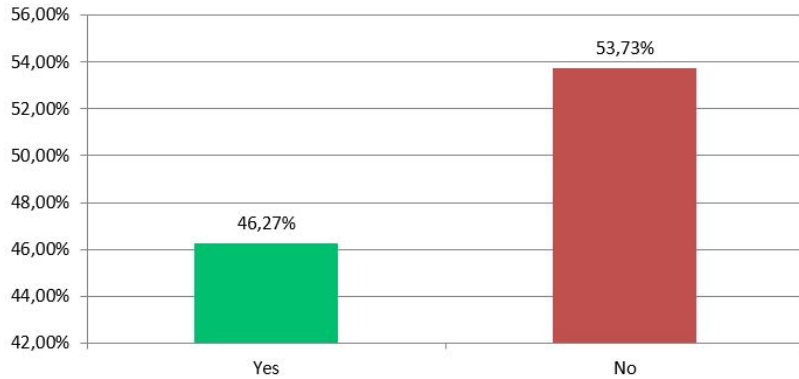
SUSTAINABILITY

GLOBAL DATA

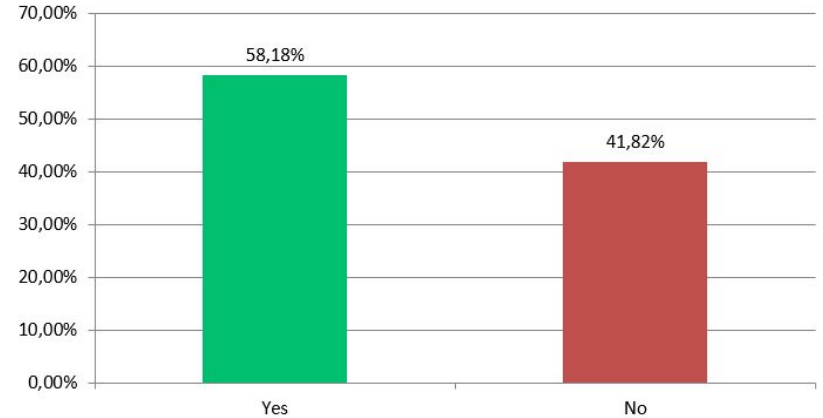
MARCO RESEARCH:

Sustainability

/ Do you often use car, scooter and/or bicycle-sharing services?



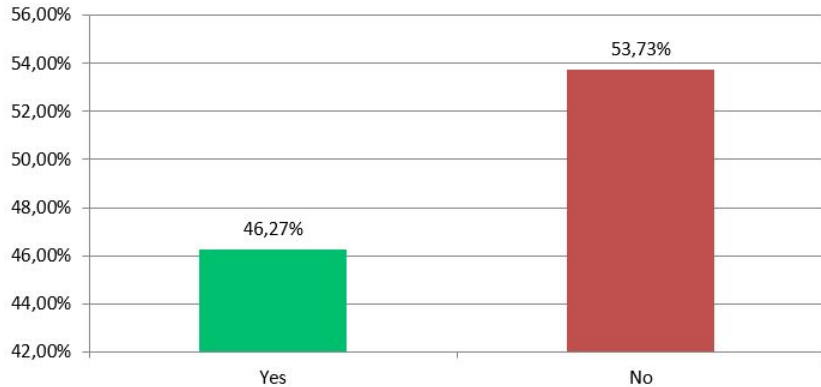
/ Do you often buy second-hand products?



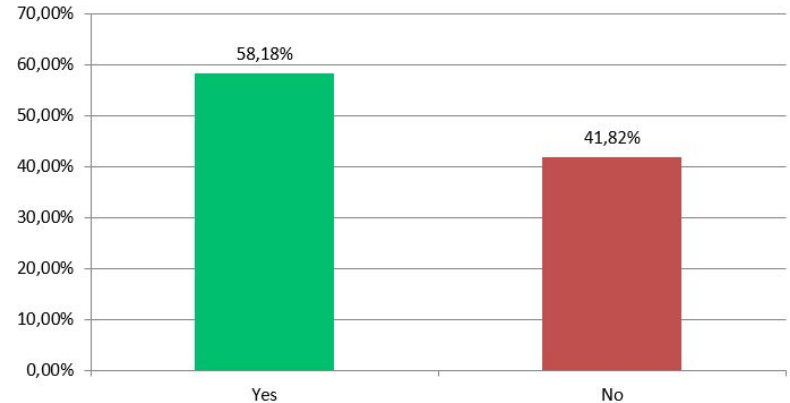
MARCO RESEARCH:

Sustainability

/ Do you think recycling is useful for the conservation around natural resources?



/ Do you think electric cars are a good solution to help protect the environment?



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