

NOV 2022



ASC MEDIA, MONEY AND THE METAVERSE

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HIGH STREET



Physical > Stores
Specialism > 'Career' shopkeepers
Relationships > Get to know people

DIGITAL

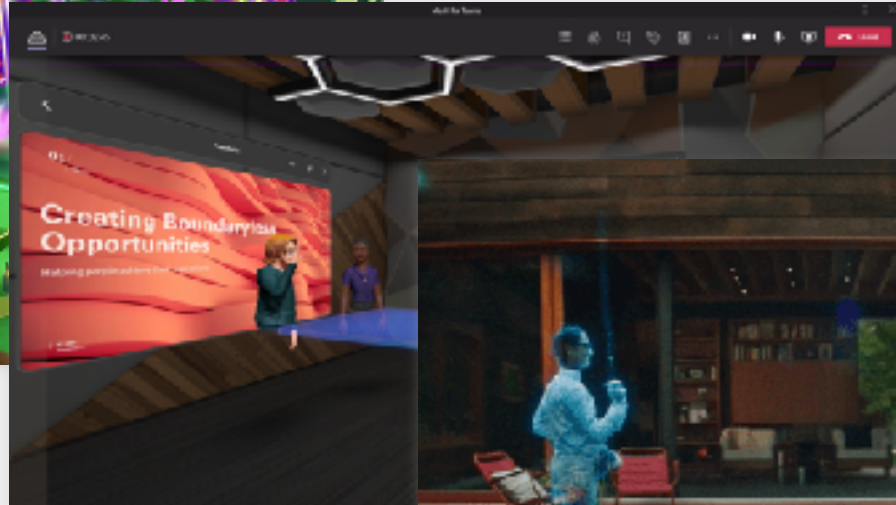


Convenience of online
Direct to Brand
Always on (ish)



**WHAT COULD THAT
POSSIBLY HAVE TO DO
WITH THE METAVERSE?**

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HIGH STREET



DIGITAL



METaverse



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**IN THE METAVERSE,
ASSISTANTS WILL BE
THE NEW WEBSITES**

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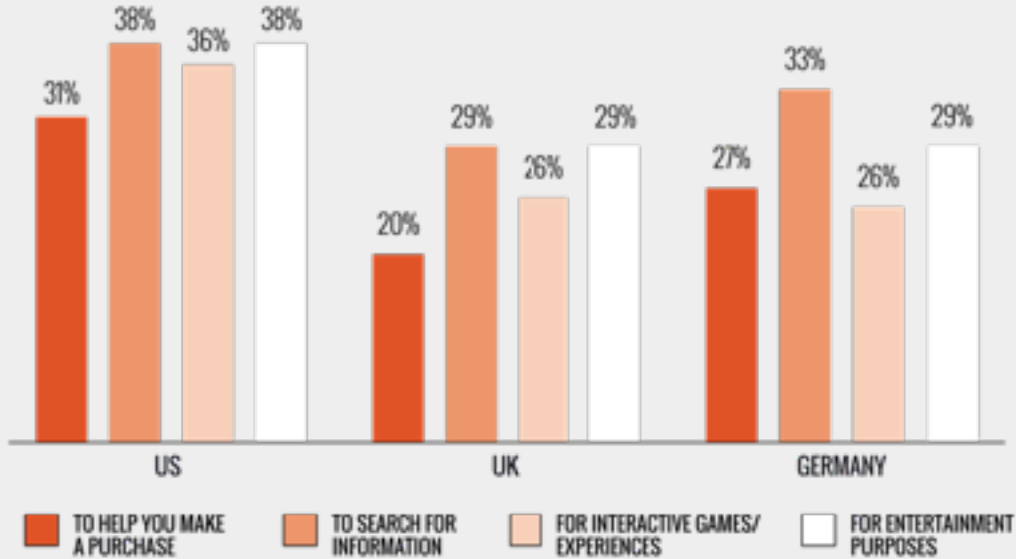
A portrait of Zach David, a Black man with short dark hair and a beard, wearing a light blue t-shirt. He is looking directly at the camera with a slight smile. The background is a dark, neutral grey.

Zach David

Podcast Owner & Host
Total Recall Podcast



She has it all, but
it's been a journey to get there.



**WHILE MOST PEOPLE SAY
THEY HAVEN'T HEARD OF
SYNTHETIC MEDIA**

**THERE IS STILL A SOLID
WILLINGNESS TO USE IT,
ESPECIALLY TO SEARCH
FOR INFORMATION**

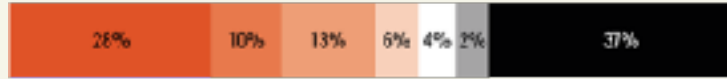


HOW OFTEN ARE PEOPLE USING VOICE ASSISTANTS?

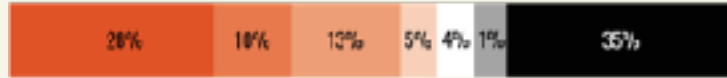
MOST PEOPLE USE VOICE ASSISTANTS EVERY DAY.

In all three markets, the percentage of people who use voice assistants daily has approximately doubled since last year.

US



UK



GERMANY

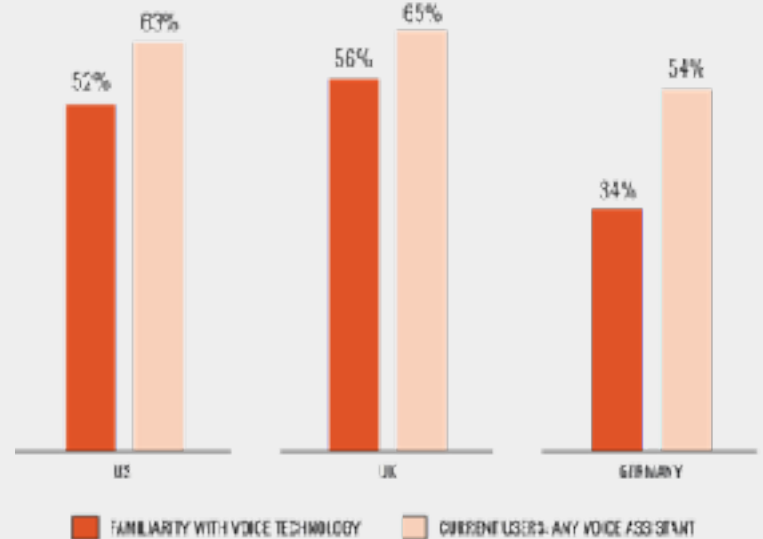


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HOW FAMILIAR ARE PEOPLE WITH VOICE TECHNOLOGY?

THE NUMBERS REFLECTING CURRENT VOICE USAGE ARE HIGHER THAN THOSE FOR FAMILIARITY WITH VOICE TECHNOLOGY IN ALL THREE MARKETS.

This indicates that despite using the tech, people may not be familiar with the actual definition of voice activated technology.



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DO PEOPLE TRUST VOICE TECHNOLOGY?

MISTRUST OF VOICE TECHNOLOGY HAS DECREASED IN ALL THREE MARKETS SINCE LAST YEAR.

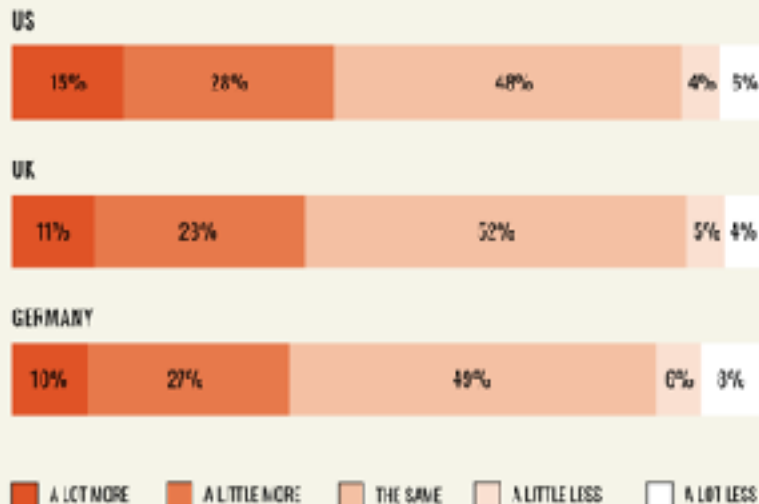
Trust remains a top factor when people consider using voice tech, but this overall decrease suggests people are becoming more comfortable using Voice.



WILL PEOPLE CONTINUE USING VOICE IN THE FUTURE?

OVER THE NEXT YEAR, AROUND 40% OF PEOPLE IN EACH MARKET WILL USE VOICE ASSISTANTS MORE THAN THEY DO NOW.

This segment has increased since 2021 in the US and UK, and stayed the same in Germany.





**WITH THE DEMANDS OF DIGITAL
SPEED AND COST, F2F HAS BEEN
LOST IN PRIMARY RESEARCH TOO**

**COULD SYNTHETIC + CONVERSATIONAL AI
BE A SOLUTION?**

**WOULD IT RE-KINDLE THE HUMAN
CONNECTION IN ONLINE SURVEY RESEARCH?**

**COULD IT HELP SOLVE RESPONSE RATE
ISSUE?**

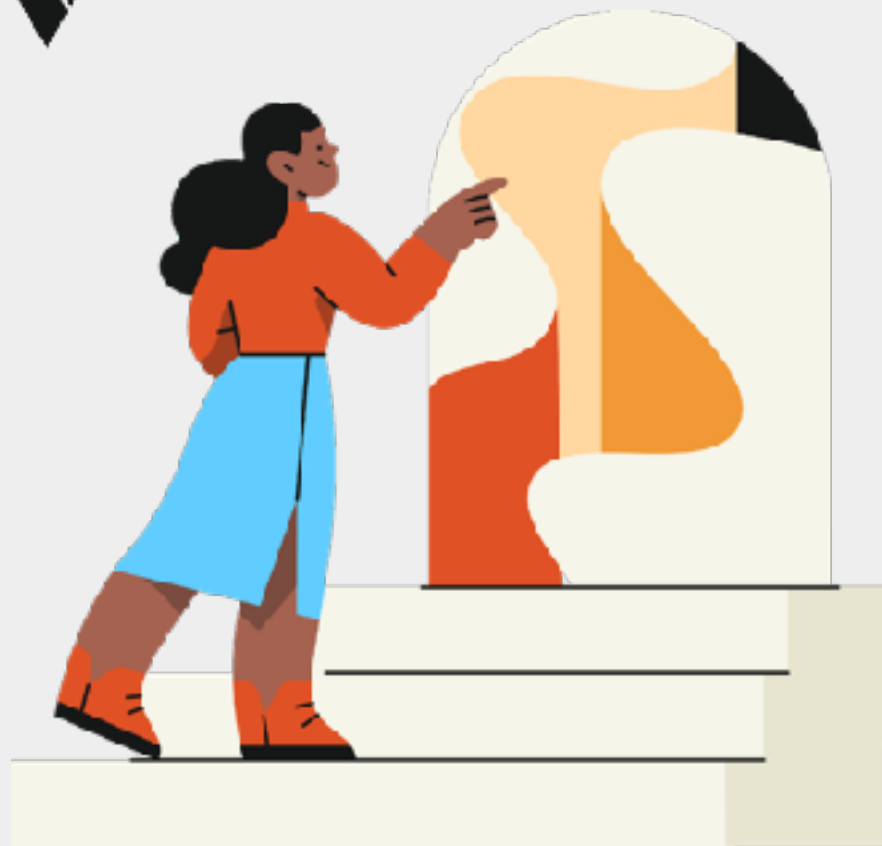
**WHAT EFFECT MIGHT IT HAVE ON DATA
QUALITY?**





VOICE CONSUMER INDEX 2022

SYNTHETIC MEDIA EDITION



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Thank you and get in touch

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