Not all millennials are the same.

Millennials drive trends across many industries. We offer a global reach into this generation. Although the age group can be generalized, millennials are in pivotal stages of life with some graduating college and others starting families and buying houses. If you are looking to tap into this unique generation, you must also understand that millennials’ preferences and habits differ by market.

Toluna Influencers

Plug into the power of the world’s largest online social voting community. Toluna Influencers is a diverse, global community of millions of highly engaged consumers. They are ready to respond in real-time with actionable insights to elevate your decision making. With Toluna Influencers, your brand will always have the power to perform.

Did you know?

16% of German millennials eat out for lunch during the week whereas

46% of Spanish millennials have gym memberships while

69% of Chinese millennials do the same

36% of American millennials belong to gyms
Be connected to when they’re plugged in

Millennials are more digitally active than previous generations. Within our global panel, millennials have more participation in mobile surveys than other age groups.

Across our platforms, we can provide you with a full picture of our millennial members. Through surveys or community engagement, we gain attitudinal insights to understand their preferences and what fuels the decisions they make.

Additionally, our behavioral tracking solution gives us a deeper awareness of millennials’ digital activities. The permission-based solution provides real-time data from their behavior across devices: what apps they use, what brands they engage with, their path to purchase, and more. When paired with survey research, tracking their online activities allows us to understand them from a 360° view.
Obsessed with the details that are important to millennials.

Personal attributes
- Income
- Education Level
- Location
  - Metropolitan
  - Suburban

Home & Family
- Marital status
  - Domestic partnerships
  - Expecting a baby and pregnancy plans
  - Homeowner or renter
  - Moving plans to new residence

Automotive
- Drives a hybrid or electric car
- Use alternative transportation methods
  - Motorbike
  - Scooter

Employment
- Works full-time
- Works gig jobs or side-hustles
- Work in headquarters vs home office

Beauty & Shopping
- Types of products used
- Shopping for beauty products
  - Beauty store
  - Drugstore
  - Department store
- Luxury products purchased

Finance
- Student loans
- Credit card debt

Internet/Technology
- Internet usage frequency
- Online shopping frequency
- Social network accounts

Media use
- Video streaming services
- Music streaming services
- Websites frequented

Food
- Takeout lunch frequency
- Online food shopping
- Shopping at health food stores
- Alcoholic beverage preferences

Health
- Food allergies
- Dieting
- Uses organic products

Sports & Interests
- Gym memberships
- Teams followed
- Interest in food & cooking

Travel
- International travel frequency
- Countries visited
- Accommodation preferences

Digital Behavior
- Websites visited
- Time from browsing to purchase
- Cross device behavior
- Location of purchases

Did you know?
Globally
81%
of millennials take surveys on their mobile phones and
87%
use social media every day
### North America

**Toluna millennial panel**

<table>
<thead>
<tr>
<th>Country/region</th>
<th>Marital status housing</th>
<th>Housing</th>
<th>Uses social media every day</th>
<th>Online shopping more than 12 times in past year</th>
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**North America Partner Countries**

- Anguilla
- Antigua and Barbuda
- Barbados
- British Virgin Islands
- Cuba
- Dominican Republic
- Grenada
- Guatemala
- Haiti
- Honduras
- Nicaragua
- St. Kitts and Nevis
- St. Lucia
- Trinidad and Tobago
- Turks and Caicos
- Anguilla
- Antigua and Barbuda
- Barbados
- British Virgin Islands
- Cuba
- Dominican Republic
- Grenada
- Guatemala
- Haiti
- Honduras
- Nicaragua
- St. Kitts and Nevis
- St. Lucia
- Trinidad and Tobago
- Turks and Caicos

### South America

**Toluna millennial panel**

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**South America Partner Countries**

- Bolivia
- Guyana
- Suriname

*Additional panel countries include: Ecuador, Paraguay, Uruguay, Venezuela*
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<th>Country/region</th>
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</tbody>
</table>

**EMEA Partner Countries**

*Additional panel countries include: Bulgaria, Kenya, Latvia, Lithuania, Nigeria, Romania, Slovakia, Ukraine

- Belarus
- Cameroon
- Central African
- Republic
- Congo
- Ghana
- Croatia
- Cyprus
- Estonia
- Ivory Coast
- Kazakhstan
- Guinea
- Guinea Bissau
- Mali
- Mozambique
- Liberia
- Madagascar
- Senegal
- Somalia
- Niger
- Rwanda
- Uganda
- Zambia
- Swaziland
- Tanzania
- St. Vincent Grenadines
- Zimbabwe
- Burundi
### Toluna Millennial Panel

#### MENA

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#### APAC

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</table>

#### Nth America Partner Countries

- Bangladesh
- Cambodia
- Fiji
- Laos
- Nepal
- Sri Lanka

*Additional panel country: Pakistan*
Learn more about real-time consumer insights at:

tolunacorporate.com