



Global Millennial Community

Panel book

Last Update: March 2025



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

46%

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
- ▶ Uses 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

Digital Behavior

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

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

Did you know?
Globally

81%

of millennials take surveys on their mobile devices

87%

use social media every day

North America Toluna millennial panel



Country/region	Marital status housing			Housing			Uses social media every day	Online shopping more than 12 times in past year	Have student loans	Traveled abroad in past 12 months	Have cable/ TV services
	Married	Domestic Partnership	Single	Own	Rent	Other					
Canada	26%	22%	49%	40%	53%	7%	50%	23%	18%	65%	75%
Mexico	38%	18%	42%	62%	28%	10%	100%	12%	5%	74%	83%
USA	42%	11%	42%	43%	49%	8%	85%	35%	24%	72%	79%

North America Partner Countries

- ▶ Anguilla
- ▶ British Virgin Islands
- ▶ Cuba
- ▶ Grenada
- ▶ Honduras
- ▶ Nicaragua
- ▶ St. Kitts and Nevis
- ▶ Trinidad and Tobago
- ▶ Antigua and Barbuda
- ▶ Cayman Islands
- ▶ Dominican Republic
- ▶ Guatemala
- ▶ Jamaica
- ▶ Panama
- ▶ St. Lucia
- ▶ Turks and Caicos
- ▶ Barbados
- ▶ Costa Rica
- ▶ El Salvador
- ▶ Haiti
- ▶ Montserrat
- ▶ Puerto Rico
- ▶ St. Vincent Grenadines

South America Toluna millennial panel

Country/region	Marital status housing			Housing			Online shopping more than 12 times in past year	Have student loans	Traveled abroad in past 12 months	Have cable/ TV services
	Married	Domestic Partnership	Single	Own	Rent	Other				
Argentina	16%	37%	45%	41%	39%	20%	11%	3%	69%	86%
Brazil	31%	17%	49%	66%	28%	6%	13%	6%	30%	78%
Chile	18%	35%	47%	30%	46%	24%	13%	14%	73%	83%
Colombia	21%	36%	43%	33%	50%	17%	9%	12%	80%	91%
Peru	18%	30%	52%	41%	36%	23%	10%	5%	73%	85%

South America Partner Countries

- ▶ Bolivia
- ▶ Guyana
- ▶ Suriname

*Additional panel countries include: Ecuador, Paraguay, Uruguay, Venezuela

EMEA Toluna millennial panel

Country/region	Marital status housing			Housing			Uses social media every day	Online shopping more than 12 times in past year	Have student loans	Traveled abroad in past 12 months	Have cable/ TV services
	Married	Domestic Partnership	Single	Own	Rent	Other					
Austria	22%	29%	47%	36%	52%	12%	100%	37%	2%	77%	78%
Belgium	23%	29%	46%	43%	43%	14%	-	25%	2%	78%	87%
Switzerland	27%	19%	53%	16%	72%	12%	-	25%	2%	87%	81%
Czech Republic	21%	31%	47%	35%	55%	10%	-	34%	1%	62%	81%
Germany	31%	15%	52%	26%	65%	9%	81%	37%	6%	66%	75%
Denmark	31%	26%	41%	29%	60%	11%	-	31%	15%	72%	61%
Spain	32%	26%	40%	54%	35%	11%	88%	28%	4%	86%	68%
Finland	17%	33%	48%	33%	61%	6%	-	32%	27%	65%	62%
France	31%	27%	40%	36%	52%	12%	84%	25%	6%	57%	89%
United Kingdom	50%	2%	47%	33%	47%	20%	87%	48%	22%	65%	76%
Greece	33%	17%	48%	46%	40%	14%	-	26%	3%	55%	69%
Hungary	18%	29%	50%	63%	34%	3%	90%	18%	7%	80%	85%
Ireland	39%	18%	42%	27%	60%	13%	-	33%	7%	78%	78%
Italy	30%	29%	40%	59%	26%	15%	90%	28%	3%	64%	76%
Netherlands	25%	24%	49%	49%	51%	-	86%	33%	22%	75%	81%
Norway	17%	27%	53%	40%	45%	15%	-	25%	32%	75%	70%
Poland	38%	23%	37%	69%	25%	6%	-	42%	2%	62%	84%
Portugal	22%	19%	58%	56%	36%	8%	-	19%	2%	58%	91%
Russia Federation	57%	14%	25%	81%	15%	4%	89%	32%	1%	46%	94%

EMEA Partner Countries

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

*Additional panel countries include: Ecuador, Paraguay, Uruguay, Venezuela

MENA Toluna millennial panel

Country/region	Marital status housing			Housing			Uses social media every day	Online shopping more than 12 times in past year	Have student loans	Traveled abroad in past 12 months	Have cable/ TV services
	Married	Domestic Partnership	Single	Own	Rent	Other					
United Arab Emirates	58%	39%	22%	78%	-	92%	92%	16%	3%	83%	83%
Egypt	40%	58%	73%	24%	3%	93%	93%	11%	4%	66%	80%
Morocco	27%	71%	51%	44%	5%	83%	83%	7%	8%	56%	74%
Saudi Arabia	67%	30%	36%	64%	-	92%	92%	13%	2%	76%	75%

MENA Partner Countries

▶ Algeria ▶ Bahrain ▶ Palestine ▶ Sudan ▶ Syria ▶ Yemen

APAC Toluna millennial panel

Country/region	Marital status housing			Housing			Uses social media every day	Online shopping more than 12 times in past year	Have student loans	Traveled abroad in past 12 months	Have cable/ TV services
	Married	Domestic Partnership	Single	Own	Rent	Other					
Australia	53%	-	46%	36%	50%	14%	33%	35%	15%	54%	57%
China	58%	5%	36%	69%	23%	8%	-	69%	5%	73%	93%
Hong Kong SAR, China	34%	-	65%	36%	39%	25%	88%	27%	14%	91%	78%
Indonesia	41%	1%	57%	68%	20%	12%	82%	15%	5%	38%	58%
India	39%	-	60%	59%	31%	10%	81%	28%	12%	45%	97%
Japan	34%	3%	60%	52%	41%	7%	74%	31%	5%	34%	62%
Korea, Republic of	32%	-	67%	54%	30%	16%	-	56%	12%	62%	91%
Malaysia	42%	1%	55%	54%	31%	15%	-	18%	29%	65%	84%
New Zealand	54%	-	44%	32%	57%	11%	86%	30%	28%	58%	60%
Philippines	23%	6%	70%	58%	27%	15%	93%	14%	5%	74%	82%
Singapore	35%	1%	62%	50%	17%	33%	100%	32%	11%	89%	82%
Thailand	19%	14%	63%	58%	25%	17%	-	17%	18%	54%	76%
Taiwan, China	27%	-	71%	59%	36%	5%	91%	27%	18%	83%	88%
Vietnam	43%	3%	53%	51%	26%	23%	87%	19%	7%	81%	91%

APAC Partner Countries

▶ Bangladesh ▶ Cambodia ▶ Fiji ▶ Laos ▶ Nepal ▶ Sri Lanka



Learn more about
real-time consumer insights at:
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