globalwebindex

Vacationers

Examining the demographics, attitudes and digital behaviors of global Vacationers

AUDIENCE REPORT 2018

www.globalwebindex.com

Contents

Introduction

GlobalWebIndex audience reports are designed to examine the digital behaviors of a particular group – showcasing trends over time as well as analyzing how the audience in question compares to the overall internet population. In this report, we place the spotlight on vacationers.

This report explores:

- Which demographics and markets are the most enthusiastic vacationers
- The defining attitudes and attributes of vacationers
- How vacationers research and discover new brands and services
- How many purchase vacations online and what encourages them to do so
- What is most likely to drive vacationers to promote a brand online

DEFINING VACATIONERS

Frequency of Travel

At least once a month
OR **Once every 2 or 3 months**
OR **Once every 6 months**
OR **Once a year**

Have a vacation abroad

+ ADD AN ATTRIBUTE

From a provided list of topics, respondents in our Core Desktop survey are asked 'How often do you do these activities?'

In this report, vacationers are defined as respondents who say they have a vacation abroad at least once a year.

To re-create this audience, access Audience Builder in our Platform.

Key Insights

Globally, internet users are more likely to vacation in their home country than abroad. 50% have a vacation at home every 6 months, which compares to just 17% who do so abroad.

Millennials, affluent consumers and parents with young children are the biggest vacationer groups. Almost half of those with young children take a vacation abroad, which compares to 31% of those who don't have children.

Europeans are the most likely to vacation abroad. That's down to the close proximity of the countries in Europe. In contrast, just 1 in 4 in the Americas are taking vacations abroad yearly.

Vacationers are an adventurous audience who are open to trying new things. Almost two-thirds would like to work and live abroad, and they're over 40% more likely to say they regularly try new foods from other countries.

Traditional channels remain very effective for reaching this audience. 1 in 3 discover new brands or products via TV ads, and recommendations from friends and family are hugely important.

Marketers have great opportunities to capitalize on vacationers' user-generated content on social media. One in four say they come across new brands via recommendations on social media, and most vacationers are willing to share their experiences across social.

Reviews are hugely important when vacationers are researching. 36% turn to consumer reviews for more information, and one of the most highly indexing sources is for specialist review sites. Social media is also a key go-to and a positive story on these platforms can be a great showcase for brands in the travel space.

With the vast array of online booking sites offering consumers cheap deals and offers, **there's a fair share of consumers now choosing to book elements of their holidays online.** This is especially the case for things like plane tickets and hotel rooms.

Vacationers are keen reviewers: over half have posted a review of a company or service in the last month. We can't neglect the importance of customer service: 1 in 3 vacationers would promote a brand online if they thought its customer service was great.

Vacationers

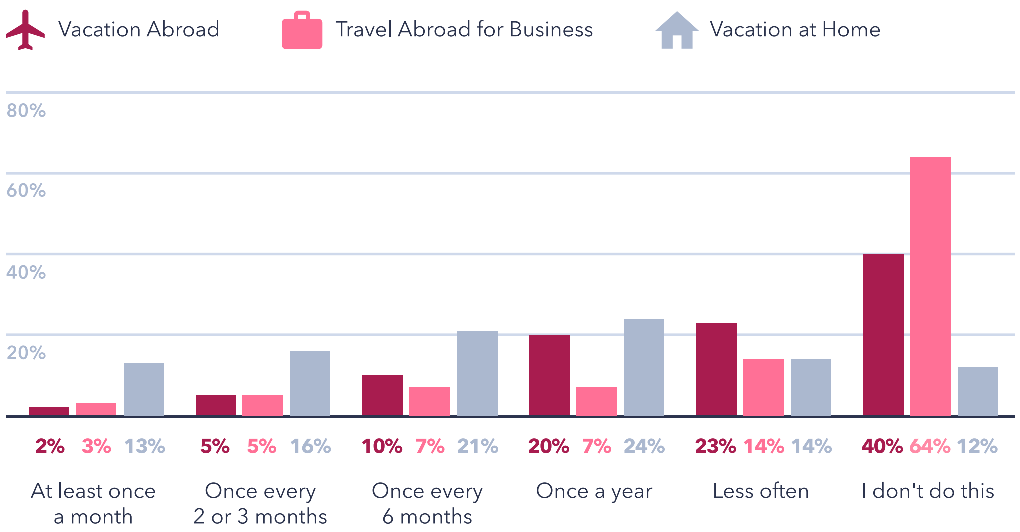
Who are the Biggest Group of Vacationers?

Who are the Biggest Group of Vacationers?

Globally, internet users are more likely to vacation in their home country than abroad. **50% of internet users have a vacation at home every 6 months, which compares to just 17% who do so abroad.** That's likely to be a matter of price. Travel frequency increases notably in line with income; almost half of the top income quartile are vacationing abroad at least twice a year.

TRAVEL FREQUENCY

% who travel with the following frequency



TREND IN ACTION

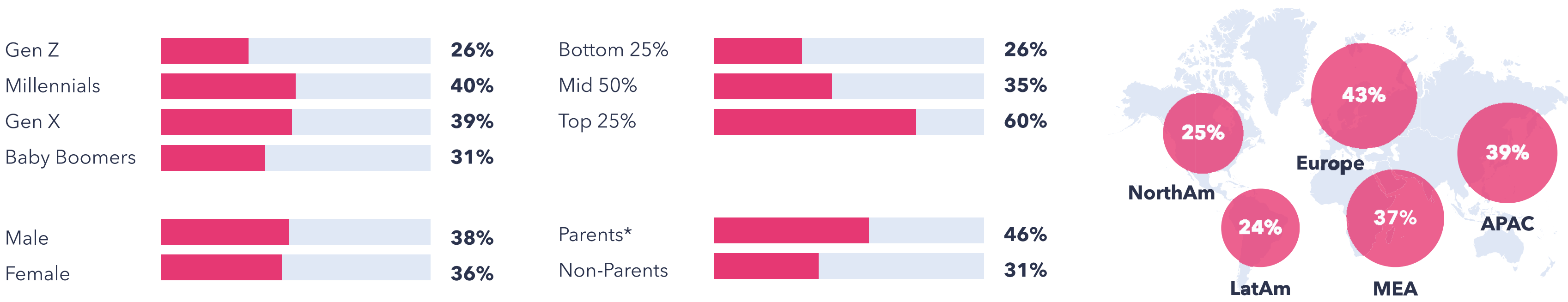
JetBlue 'Little Tickets' campaign

In an attempt to appeal to families, JetBlue released its 'Little Tickets' campaign - a video showing how the airline created the Little Tickets store in New York City which allowed children to buy a family vacation for their hard-working parents that didn't break the bank. The airline placed importance on family time and encourages families everywhere to plan their next family vacation.

Question: How often do you do these activities? **Source:** GlobalWebIndex Q1 2018 **Base:** 90,021 Internet Users aged 16-64

WHO ARE THE BIGGEST GROUP OF VACATIONERS?

% who vacation abroad at least once a year



How often people travel is heavily dependent on their demographics and where they live. **Millennials and Gen X are more likely to be having a vacation abroad each year than Gen Zers** - which is clearly down to levels of disposable income and life stage. There's little difference by gender, but as mentioned before, income has a considerable impact.

Millennials, affluent consumers and parents with young children are the biggest group of vacationers

Parents with young children are big on taking vacations too. 46% are holidaying abroad at least once a year, which compares to just over 30% of those who don't have children. It's not surprising then that family holidays are such a huge segment in the travel business, and why travel companies have incorporated this into their campaigns.

Across the regions there's some big variation. **Europeans are the most likely to vacation abroad each year,** but that's down to the close proximity of countries in Europe - there's a multitude of places on the doorstep and travel is quick and cheap. Vacations abroad are also popular in APAC, with numbers boosted by high rates of annual travel in Hong Kong (81%) and Singapore (79%).

In contrast**, just 1 in 4 in the Americas are taking a vacation abroad yearly.** Long distance travel is an issue here. The U.S. only borders two countries, whereas countries in Eurasia are much closer: Germany has 9 neighbors for instance. But it's also interesting that markets like the U.S.A. and Canada are among the least likely to be taking vacations at home, suggesting less of an appetite for travel more generally.

*Parents of children under 16

Question: How often do you do these activities? **Source:** GlobalWebIndex Q1 2018 **Base:** 90,021 Internet Users aged 16-64 / 14,567 Gen Z (aged16-21), 43,840 Millennials (aged 22-35), 38,332 Gen X (aged 36-54) and 13,041 Baby Boomers (aged 55-64)

Vacationers

The Attitudes of Vacationers

The Attitudes of Vacationers

SELF-PERCEPTIONS
% who agree with the following statements

		INDEX
I regularly try new foods from other countries	**69%**	1.41
I would consider myself to be much more affluent than the average	**50%**	1.33
Other people view me as adventurous	**56%**	1.30
I like to keep up with the latest fashions	**59%**	1.28
I am a brand conscious person	**60%**	1.27
I tend to buy the premium version of a product	**61%**	1.26
I would like to work and live abroad	**62%**	1.24
I am a risk taker	**54%**	1.23

Looking at the attitudes of vacationers, who travel abroad at least yearly, reveals some interesting things for brands and marketers. Unsurprisingly, **they're an adventurous audience who are open to trying new things.** Almost two-thirds say they would like to work and live abroad, and they're over 40% more likely to say they regularly try new foods from other countries. In line with this, a bulk of this audience class themselves as risk-takers.

Vacationers are more brand conscious than average and value premium products

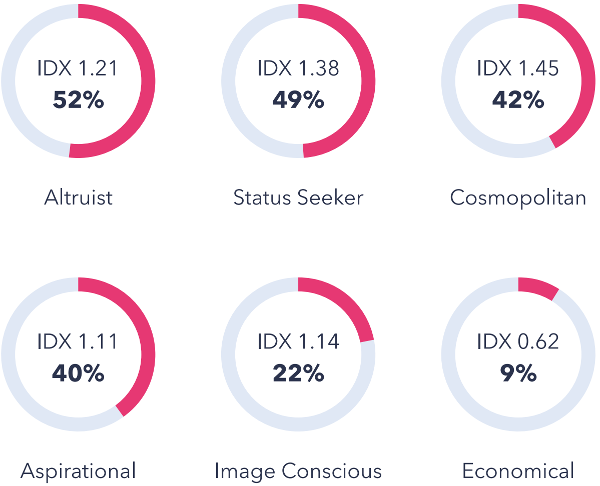
Also interesting is that **they're a brand-aware group who tend to value brand name over price.** 6 in 10 say they tend to buy the premium version of a product, and they're 27% more likely to say they're brand conscious. This links to how they're 38% more likely to fall within our 'Status Seekers' segment (see following page), which encompasses ambitious individuals who buy into brands that help to boost their image and social standing, and help them be respected by their peers. At the same time, they are less likely to be classed as 'Economical' which includes those who value price over brand name, and who try and find the best deals for all the products that they buy.

*For more information on how these segments are defined, click here.

Question: To what extent do you agree or strongly agree with the statements below? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

THE ATTITUDES OF VACATIONERS

% who fall within the following segments*



Elsewhere, **over half of vacationers fall within our 'Altruistic' segment** - people who attach importance to equality and contributing to the community they live in, and who say they would pay more for sustainable and eco-friendly products. This points to an audience who are likely to be conscious as they travel; they're likely to seek out ways to travel sustainably and ethically.

Around 1 in 4 vacationers say that one of the top three things they most want brands to do is to provide eco-friendly products. 25-34s attach particular importance to this. These younger consumers are likely to support brands that are considerate of environmental and social issues, and they will expect brands to not only manage their impact, but also communicate it.

Sustainability and Luxury Travel

Recently we've seen sustainability in the travel industry progress from a niche consideration to an industry-wide priority. This is especially the case in luxury travel where the number of innovative and luxurious sustainable experiences on offer is on the rise. The Eco-Resort Pedras Salgadas, for example, is a collection of cabins that blend into the woodlands of northern Portugal. The cabins were purposely built to have a minimal impact on the local nature.

Demand for sustainable solutions in the luxury-travel sector will continue to rise, which provides a win-win situation for all. Even the most eco-conscious consumers will still travel a great deal but many will pay a premium for the opportunity to do so in a way that reduces their impact. For luxury-travel brands that's yet another incentive to champion environmental responsibility.

*For more information on how these segments are defined, click here.

Source: GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

Vacationers

Brand Discovery and Research

Brand Discovery

For travel marketers looking to raise awareness of a brand or service, traditional routes remain the most effective. Search engines and TV ads are how vacationers are most likely to come across new brands or products.

When it comes to a big-spend purchase like a vacation, consumers are likely to want as much information before booking as possible to ensure they make the right decision and book the right location or hotel. For this reason, **recommendations from friends and family are hugely important.** These are one of the top ways this audience comes across new brands, especially those in Europe (36%).

Digital channels provide an important touchpoint too. **28% are discovering brands via online ads and recommendations on social are particularly effective in Latin America and the Middle East,** where online consumers are relatively younger and more engaged with social media. Even in North America over a fifth cite social media recommendations as a source of brand discovery.

TOP SOURCES OF BRAND DISCOVERY

% who discover brands, products or services via the following

Search engines	**36%**
Ads seen on TV	**33%**
Word-of-mouth recommendations	**30%**
Ads seen online	**28%**
Brand/product websites	**27%**
TV shows/films	**26%**
Recommendations/comments on social media	**25%**
Consumer review sites	**24%**
Product comparison websites	**23%**
In-store product displays or promotions	**21%**

Question: In which of the following ways are you most likely to find out about new brands, products, or services? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

The good news for brands is that there's a great deal of user-generated content to capitalize on. Most vacationers are willing to post holiday snaps and share their experiences across social – whether that's saying how much they enjoyed an excursion, or showing off their hotel room on their Instagram story. Especially on the inspirational social networks like Instagram and Pinterest, a great deal of users like to share the best moments of their vacations, and these platforms are often the go-to for those seeking inspiration for their next holiday destination.

BRAND DISCOVERY OVER-INDEXES

1.33 | 15%

Deals on group-buying websites

1.27 | 18%

Ads seen at the cinema

1.24 | 15%

Stories in printed magazines/newspapers

APAC	Deals on group-buying websites
Europe	Product Comparison Websites
Latin America	Vlogs
MEA	Personalized purchase recommendations
North America	Deals on group-buying websites

Uniworld and User-Generated Content

With user-generated content, Uniworld effectively tapped into the moments of happiness and excitement that people feel when they're on their cruises, and they use them to inspire visitors on their website. They've focused on showing future vacationers what a good time they could have on one of their trips, rather than focusing on the costs. This allows potential customers to understand the sort of experience they will have if they buy a river cruise.

Question: In which of the following ways are you most likely to find out about new brands, products, or services? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

Product Research and Reviews

THE IMPORTANCE OF RESEARCH AND REVIEWS

79%

"It is important to be well informed about things"

62%

"When buying products and services, I always like to seek an expert opinion before purchasing"

ONLINE RESEARCH CHANNELS

% who use the following sources when looking for more information about brands or products

	Total*	16-24	25-34	35-44	45-54	55-64
Search engines	**45%**	40%	43%	44%	49%	56%
Social networks	**37%**	42%	39%	36%	30%	27%
Consumer reviews	**36%**	32%	35%	37%	39%	42%
Product/brand sites	**31%**	27%	31%	33%	34%	34%
Price comparison websites	**28%**	23%	27%	31%	34%	35%

*All age groups

Vacationers have always used others' recommendations and reviews when planning different elements of a trip, and now with the proliferation of online review sites, blogs and social media, their impact has multiplied. It's actually rare for vacationers not to head to sites like TripAdvisor to see recent reviews of a hotel or trip before they commit to purchasing.

8 in 10 vacationers say they like to be well informed about things, and over 60% say that they like to seek an expert opinion before purchasing something. When vacationers are looking for more information about brands or products, **36% turn to consumer reviews, and one of the most highly indexing options is for specialist review sites.**

Social media has a hugely important role to play here, too. Whether it's checking reviews from other consumers or scrolling through Pinterest to find a suitable destination, social media can have a big influence when vacationers are planning a holiday. **In fact, 37% of this audience turn to social to research products, with the highest figures seen for 16-24s.** Also relevant is that they're 37% more likely to use online pinboards like Pinterest for their research, showing how many go-to social for inspiration and to see what other vacationers have been up to. As mentioned, this spells big opportunities for travel brands and marketers to make the most of user-generated content. There's nothing better than a positive story created by consumers themselves on social media.

RESEARCH CHANNELS: TOP OVER-INDEXES

1.37 | 12%

Online pinboards

1.27 | 14%

Vlogs

1.23 | 20%

Specialist/independent review sites

Question: To what extent do you agree or strongly agree with the statements below? // Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

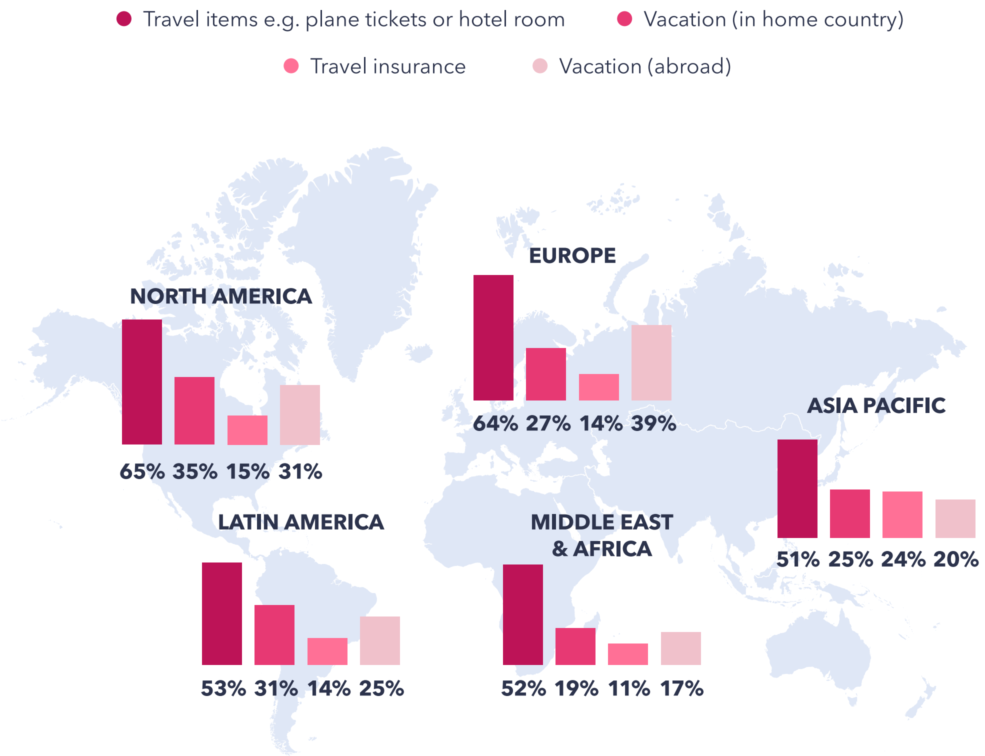
Vacationers

Buying Vacations Online & Brand Advocacy

Audience Report 2018

Buying Vacations Online

BUYING VACATIONS ONLINE
% of those who have bought travel items recently who have done so online in the last six months



With the vast array of online booking sites offering consumers cheap deals and offers, **there's a number of consumers now choosing to book elements of their holidays online.** This is especially the case for things like plane tickets and hotel rooms. Not all vacationers are necessarily vacation buyers, but across the regions, at least half of those who purchased travel items recently have purchased them online in the last six months.

European vacationers are the most likely to be buying overseas vacations online (39%), while those in North America are more likely to buy vacations at home (35%). As mentioned, international travel is easier in Europe where countries are close together, while North American countries have fewer close neighbors and more domestic options. Europe is also among the most likely to be buying travel items like flights and hotel rooms online. It's also here where we see the greatest engagement with the app Skyscanner.

12% of European vacationers visit Skyscanner each month

When it comes to what encourages these vacationers to buy something online, above all, **it's discounts and the chance to save money that drive them to purchase.** It seems that online travel brands need to focus on communicating discounted rates and special offers to attract this audience to their websites.

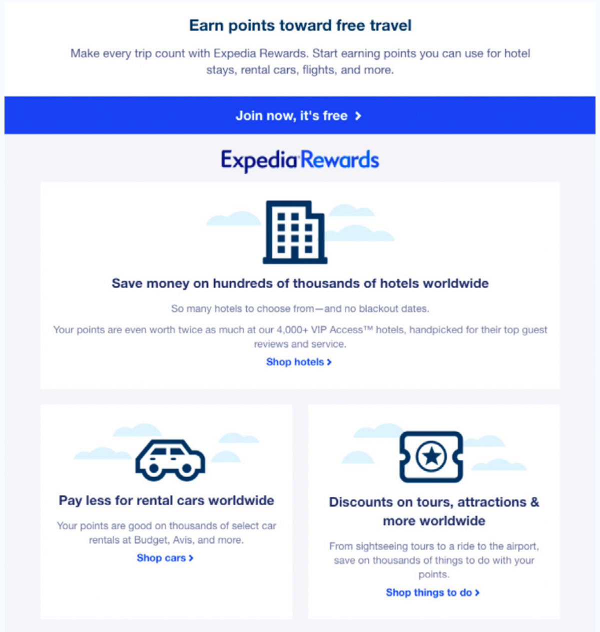
Question: Which of the following have you purchased online in the past six months? **Source:** GlobalWebIndex Q1 2018 **Base:** 12,295 vacationers aged 16-64 who have bought travel items in the last month aged 16-64

Elsewhere, we again see the importance of customer reviews as a purchase driver, but loyalty points are equally as important. **6 in 10 vacationers say they opt in for personalized loyalty rewards from brands, making them 22% more likely to do so than average.** Loyalty points have always had an important role in travel, especially given that most of the biggest airlines have frequent flier loyalty programs.

PURCHASE DRIVERS

% who say the following would encourage them to buy something online

Expedia's Rewards Program



Expedia is one brand to capitalize on the importance of loyalty points – to encourage repeat purchases and to set it apart from its competitors. For every trip purchased through the site, customers earn points that can be used towards rental cars, tours and attractions, or flights and hotels.

Question: When shopping online, which of these features would most increase your likelihood of buying a product? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

Brand Advocacy

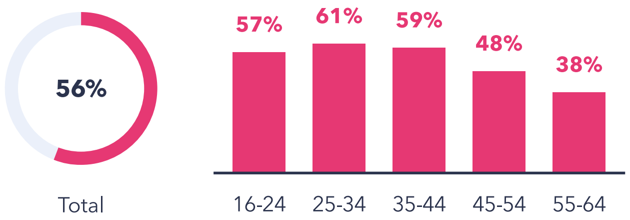
When booking flights and hotels, consumers face a huge choice of services, brands and online platforms that are all easily accessible. Given the importance attached to reviews when booking a vacation, gaining positive brand advocates is absolutely essential for brands wanting to stand out from the crowd.

Fortunately, there's a fair share of vacationers who are posting reviews of companies or services each month. Over half say they have done so, with younger vacationers the most prolific about reviewing. Across the regions, there's some quite big variation. **Those in APAC are the biggest reviewers (64%), while Europeans are the least likely to be doing so at 37%.** Interestingly, in Europe, there are more people using reviews in research than are writing them – while the opposite is true in APAC.

But what is most likely to make someone go out and post a positive review? Beyond anything, a product or service being high quality is the biggest driver, especially among older age groups.

BRAND ADVOCACY

% posting reviews of products, companies or services online each month



TREND IN ACTION

American Airlines and Experiential Activations

Travel brands are increasingly investing in experiential marketing to make an emotional connection with consumers. American Airlines, for example, allowed prospective customers to have a tangible experience of flying by meeting the crew, sampling onboard food and wine and experiencing the top brands they offer in-flight. This allowed the brand to engage customers on a deeper level and this is clearly important to Vacationers. They're 22% more likely than average to promote a brand when they have a personal relationship with it, and 15% more likely to do so when they have insider knowledge about it or its products.

Question: In the past month, which of the following things have you done on the internet via any device? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

BRAND ADVOCACY MOTIVATIONS

% who say the following would motivate them to promote a brand online

	Total*	16-24	25-34	35-44	45-54	55-64
High-quality products	**47%**	46%	46%	47%	49%	49%
Rewards	**39%**	40%	37%	37%	40%	44%
Love for the brand	**35%**	37%	36%	35%	31%	24%
Great customer service	**33%**	31%	31%	33%	36%	40%
When it's relevant to own interests	**32%**	30%	32%	33%	31%	35%

*All age groups

Rewards also have a big impact, but in travel, **there should be no forgetting the importance of customer service,** especially given that 36% of vacationers would promote a brand online if they thought its customer service was 'great'.

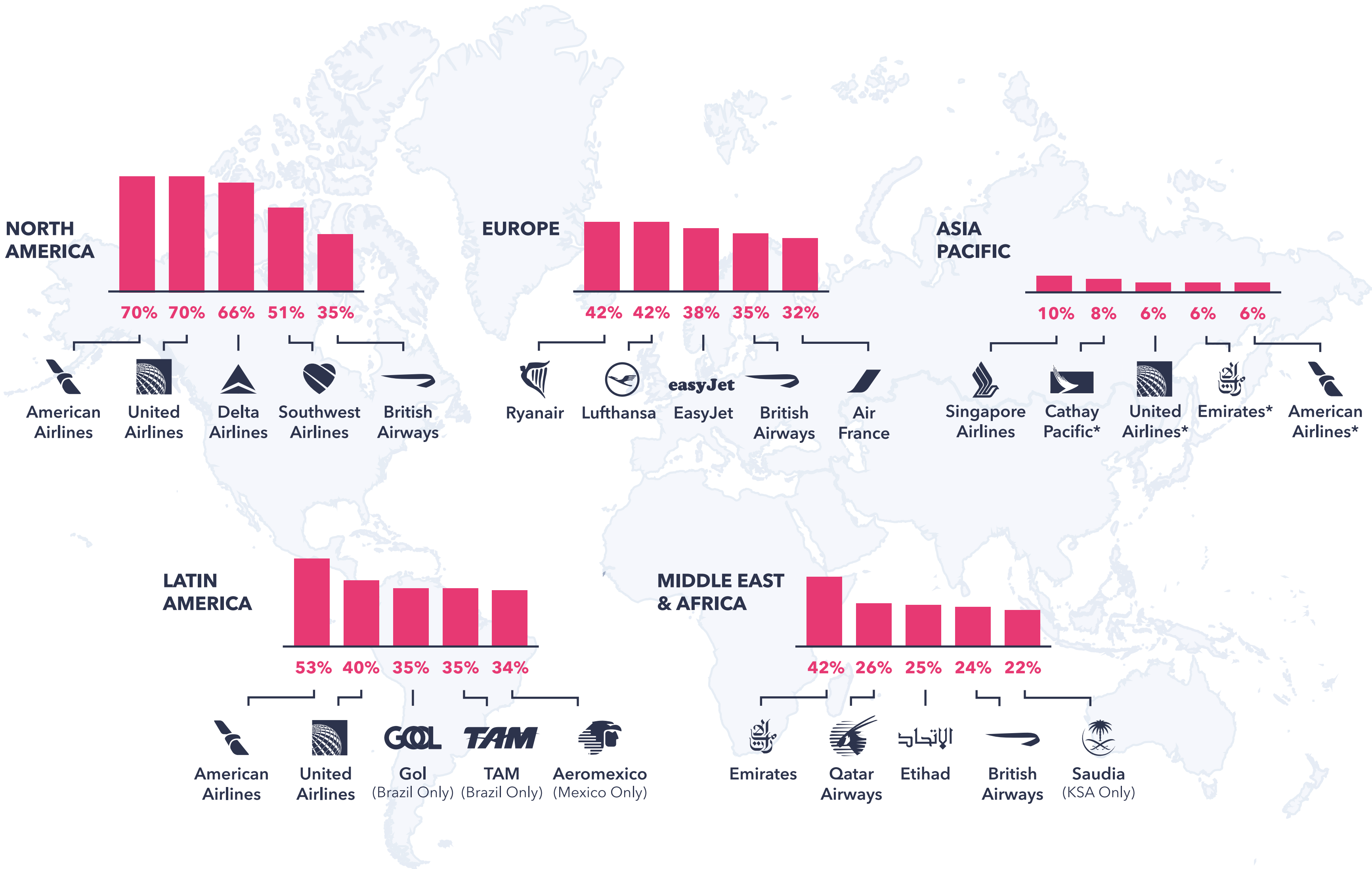
Savvy travel brands are using chatbots on social media to boost customer service

Social media is now a key touchpoint for those looking to contact brands, and consumers are increasingly looking for more centralized ways to do so. The savviest travel brands are progressively seizing the potential of chatbots on social to get closer to their customers and answer their questions instantly. Expedia and KLM were among the first travel brands to experiment with a Facebook Messenger bot last year, but there are some brands taking this beyond simple customer service too. SnapTravel, for instance, allows users to message their basic travel information to their Messenger bot, which will then respond with various hotel options.

Question: In the past month, which of the following things would most motivate you to promote your favorite brand online? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

Airline Engagement

% OF VACATIONERS WHO HAVE FLOWN WITH THE FOLLOWING AIRLINES AT SOME POINT



*not asked in China & India

Question: Have you flown with any of these airlines? **Source:** GlobalWebIndex Q1 2018 **Base:** 38,070 Vacationers aged 16-64

All figures in this report are drawn from **GlobalWebIndex's online research among internet users aged 16-64.** Please note that we only interview respondents aged 16-64 and our figures are representative of the **online** populations of each market, not its total population.

OUR RESEARCH

Each year, GlobalWebIndex interviews over 400,000 internet users aged 16-64. Respondents complete an **online questionnaire** that asks them a wide range of questions about their lives, lifestyles and digital behaviors. **We source these respondents in partnership with a number of industry-leading panel providers.** Each respondent who takes a GlobalWebIndex survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and **no respondent can participate in our survey more than once a year** (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that **our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education –** meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education. To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the "weight" of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include only respondents who completed GlobalWebIndex's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please download **this document.**

GLOBALWEBINDEX SAMPLE SIZE BY MARKET

This report draws insights from GlobalWebIndex's Q1 2018 wave of research across 42 countries, with a global sample of 109,780 respondents). Among this sample, there were 38,070 vacationers across 42 markets.

	Total Sample	Sample of Vacationers
Argentina	1,581	326
Australia	2,291	697
Austria	1,326	721
Belgium	1,301	666
Brazil	2,330	363
Canada	2,288	755
China	15,142	6,454
Egypt	1,759	458
France	3,329	1,118
Germany	2,906	1,477
Hong Kong	1,787	1,271
India	4,063	1,507
Indonesia	1,785	429
Ireland	1,250	666
Italy	2,836	1,236
Japan	1,791	223
Malaysia	1,556	511
Mexico	2,602	712
Netherlands	1,312	681

	Total Sample	Sample of Vacationers
New Zealand	1,288	359
Philippines	1,561	274
Poland	1,833	632
Portugal	1,310	387
Russia	2,296	692
Saudi Arabia	1,256	396
Singapore	2,517	1,605
South Africa	1,527	251
South Korea	1,280	380
Spain	2,849	1,112
Sweden	1,292	566
Switzerland	1,265	753
Taiwan	1,819	732
Thailand	1,533	498
Turkey	1,576	285
UAE	1,781	689
UK	7,810	4,203
USA	16,179	3,625
Vietnam	1,573	360

Notes on Methodology: Internet Penetration Rates

ACROSS GLOBALWEBINDEX'S MARKETS

GlobalWebIndex's research focuses exclusively on the internet population and because internet penetration rates can vary significantly between countries (from a high of 90%+ in parts of Europe to lows of c.20% in parts of APAC), the nature of our samples is impacted accordingly.

Where a market has a high internet penetration rate, its online population will be relatively similar to its total population and hence we will see good representation across all age, gender and education breaks. This is typically the case across North America, Western Europe and parts of Asia Pacific such as Japan, Australia and New Zealand. Where a market has a medium to low internet penetration, its online population can be very different to its total population; broadly speaking, the **lower the country's overall internet penetration rate, the more likely it is that its internet users will be young, urban, affluent and educated.** This is the case throughout much of LatAm, MEA and Asia Pacific.

This table provides GlobalWebIndex forecasts on internet penetration (defined as the number of internet users per 100 people) in 2018. This forecasted data is based upon the latest internet penetration estimates from the International Telecommunication Union (ITU) for each market that GlobalWebIndex conducts online research in.

GLOBALWEBINDEX VERSUS ITU FIGURES

As GlobalWebIndex's Core Research is conducted among 16-64 year-olds, we supplement the internet penetration forecasts for a country's total population (reproduced above) with internet penetration forecasts for 16-64s specifically.

Forecasts for 16-64s will be higher than our forecasts for total population, since 16-64s are the most likely age groups to be using the internet.

INTERNET PENETRATION RATES

GlobalWebIndex's Forecasts for 2018 based on 2016 ITU data

Internet Penetration Rates: GlobalWebIndex Versus ITU Figures

Argentina	77.1%	Ireland	84.0%	Saudi Arabia	81.3%
Australia	90.4%	Italy	62.1%	Singapore	84.3%
Austria	86.3%	Japan	95.8%	South Africa	60.9%
Belgium	89.0%	Kenya	37.9%	South Korea	94.5%
Brazil	65.9%	Malaysia	81.2%	Spain	85.2%
Canada	92.3%	Mexico	69.5%	Sweden	89.0%
China	58.4%	Morocco	59.4%	Switzerland	90.6%
Egypt	45.2%	Netherlands	90.4%	Taiwan	81.1%
France	87.5%	New Zealand	91.6%	Thailand	57.8%
Germany	91.9%	Nigeria	32.5%	Turkey	64.2%
Ghana	45.6%	Philippines	60.8%	UAE	93.4%
Hong Kong	91.8%	Poland	76.6%	UK	96.1%
India	40.1%	Portugal	75.1%	USA	79.0%
Indonesia	32.7%	Russia	81.3%	Vietnam	51.2%


globalwebindex
Millennials
Examining the attitudes and digital behaviors of internet users aged 21-34
AUDIENCE REPORT
2018
www.globalwebindex.net
4c. NETFLIX USAGE
21%
36%
77%
26%
Asia Pacific
Europe
Latin America
Middle East and Africa
16
11
15
12
7
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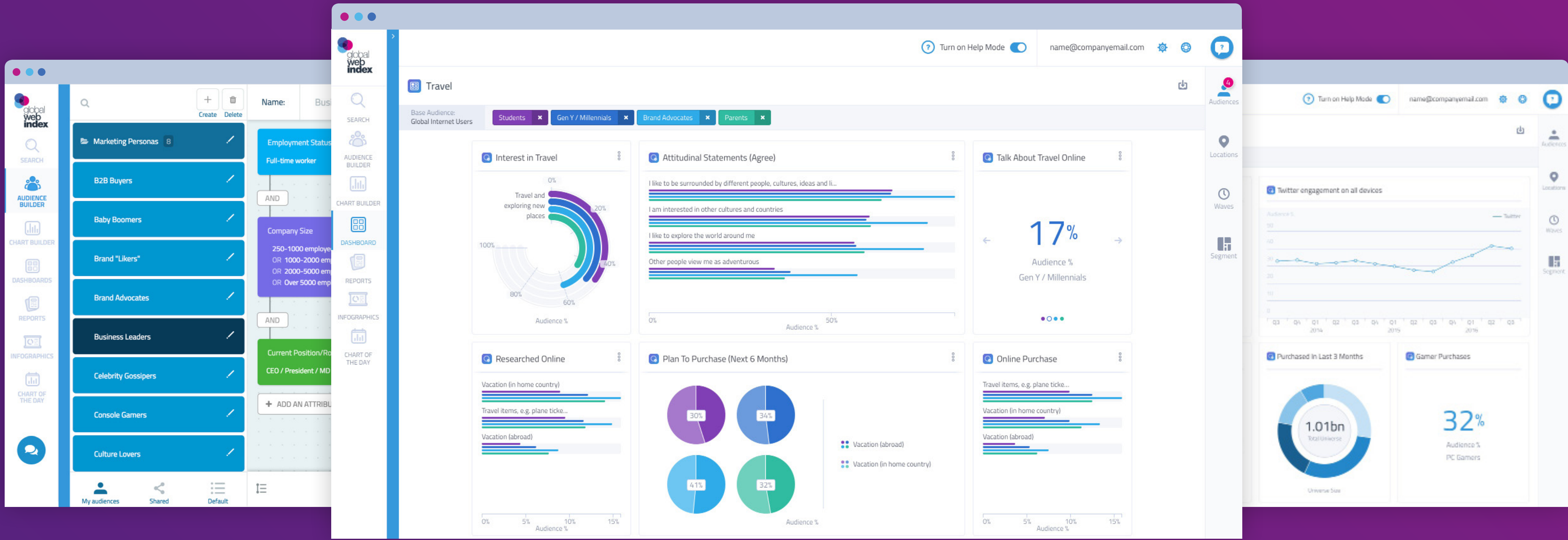

Get more from your data.

Run your own custom studies using our panel of 22 million consumers, and get instant access to insight tailored to your business needs.

Request Custom Research

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