

LEARN MORE ABOUT DIGITAL DISRUPTION

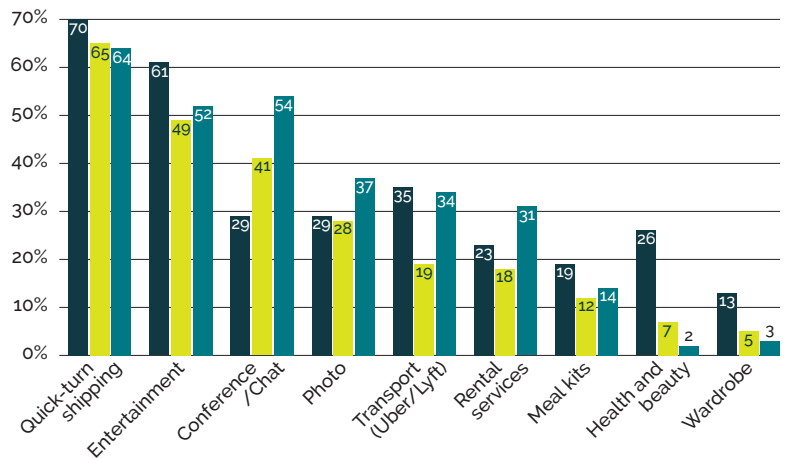
Toluna is a leading global insights provider powered by the perfect fusion of technology, expertise, and community. The following 'Digital Disruptor Index' was developed to better understand consumers, and the impact of digital disruption.

Toluna surveyed 1007 people between the ages of 18 – 55 across the US, UK and Australia about their use of, opinions around, and interest in digitally disruptive companies and marketing. The survey fielded in each market within 24 hours in the summer of 2018.

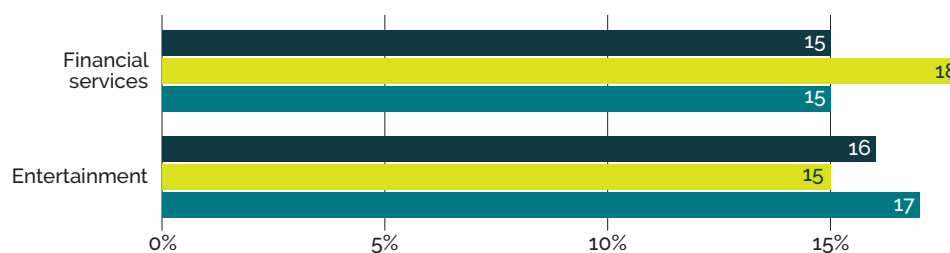


49% of Brits and **90%** of Americans say we're living in a subscription economy

WHEN ASKED ABOUT THE TYPES OF DISRUPTOR BRANDS THEY'VE USED.



WHEN ASKED WHICH INDUSTRIES ARE MOST VULNERABLE TO DISRUPTION



30% of Brits say a free trial is important when considering a disruptor brand



WHEN PEOPLE CONSIDER BUYING NEW THINGS HERE'S WHAT THEY VALUE

