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.

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

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**When asked about the types of disruptor brands they’ve used.**

- WardrobeHealth
- Beauty
- Meal kits
- Rental services
- Transport (Uber/Lyft)
- Photo
- Conference/Convention
- Entertainment

**When asked which industries are most vulnerable to disruption.**

- Financial services
- Entertainment

**When people consider buying new things here’s what they value.**

- Reading reviews
- Ease of returns
- Friends recommendations
- Free trials
- Price competitiveness