We like to find out what makes consumers tick.

But what makes Appinioneers tick?
Us in a nutshell

We are...

49 % 51 %

29 Our average age
(and still younger at heart)

We mostly live in...
(but are citizens of the world!)

Hamburg

Barcelona

London
Where we hang out online

Most-listened podcasts

- Germany
  - Gemischtes Hack
- Internationally
  - Ted Talks Daily
This or that?

**Escape**
- Sea (27%)
- Mountains (73%)

**Sleep**
- Early birds (47%)
- Night owls (53%)

**Sports**
- Sweaty spin class (65%)
- Chilled out yoga (35%)

**Productivity**
- Morning (59%)
- Midday (3%)
- Afternoon (8%)
- Evening (30%)
What’s on our bucket lists?

Well, we like to travel

Here’s our bucket list destinations...

*New York, Japan, South America, India, South Korea.

...and a few slightly different (?) bucket list items.

See Taylor Swift live

Write a book

Climb to Everest Base Camp

Learn to do a backflip

Visit my old school and recreate Dead Poets Society
Our favourite emojis

Our most-wanted superpower

Teleportation (32%)

But we already have real superpowers...
Multitalented, some might say

- Writers (from books to movie scripts)
- Photography
- Miss Piggy and Mickey Mouse impersonations
- Cooking (plus making olive oil from scratch, and a crêpe extraordinaire)
- A beatboxer, a flutist, a ukulele player

There’s always a medal for taking part, we guess?

- Sleeping
- Being late (others are just early)
- Irish Exit (or Polish Exit)
- Fluent in meme creation
Show that you care, for people & the planet

65% of Appinioneers think (even more) about sustainability & the environment since joining Appinio

Our top sustainability tips?

🔍 Use public transport (65%)

♻️ Recycle (53%)

💚 Invest in environmentally friendly products (44%)
Quick fire round!

What’s our favourite survey question type? ✔

☑ Multiple choice

Our favourite Appinio value?

❤️ Be positive

How would we describe Appinio in one word?

(ok, two - we couldn’t decide)

💡 Flexible & Fun
Now we want to hear what makes your people's hearts beat