



appinio heartbeat

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!)

Lisbon Bilbao Lüneburg
Hamburg Berlin
London Madrid Barcelona



Where we hang out online



Instagram

71%



YouTube

46%



LinkedIn

42%



Podcasts

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%)



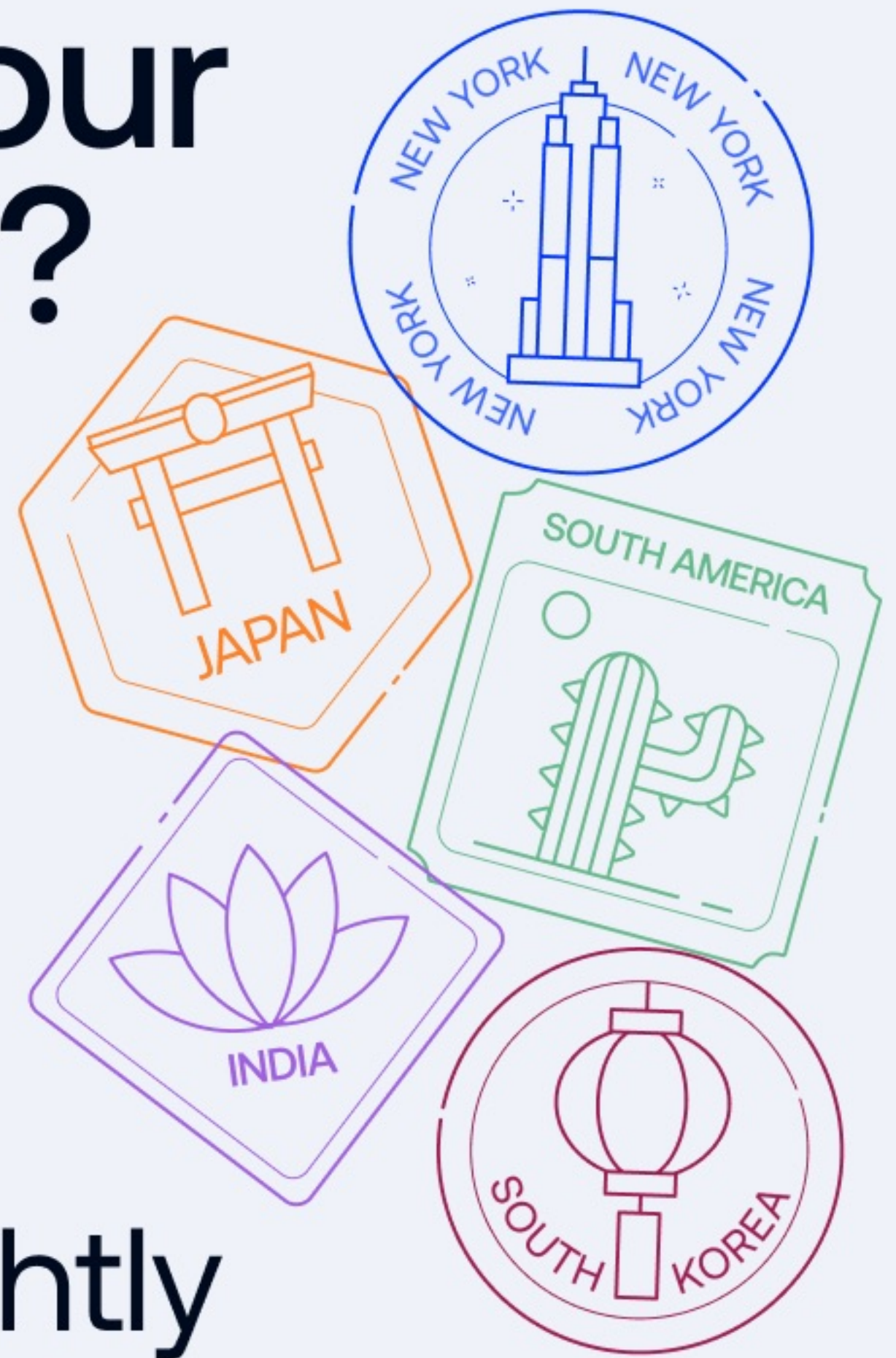
Evening (30%)

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.

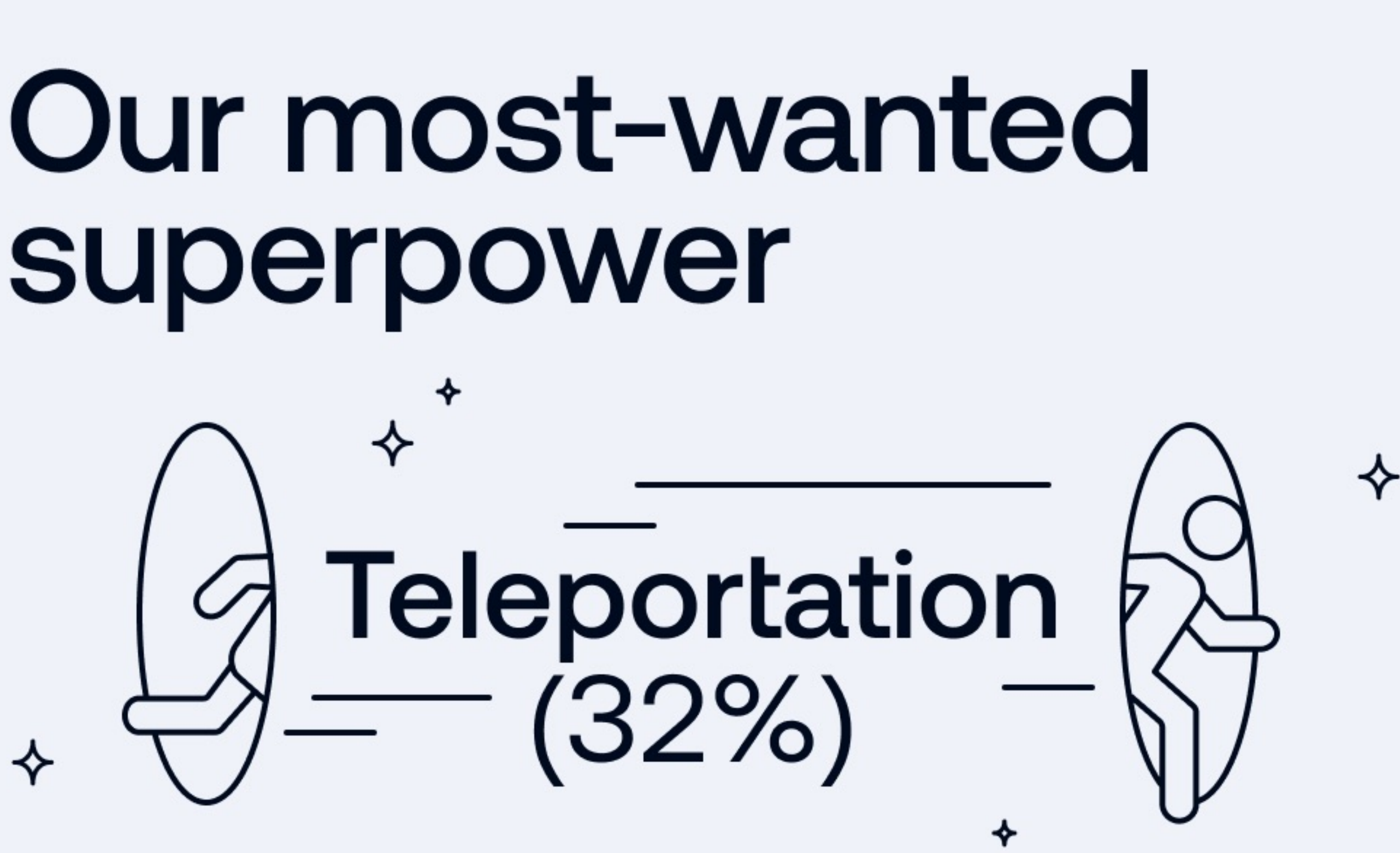
See Taylor Swift live

Write a book

Climb to Everest Base Camp

Learn to do a backflip

Visit my old school and recreate Dead Poets Society

[illegible]

Teleportation
(32%)

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



appinio