Base Audience: All internet users

Audiences: Agency Advocates | Begrudging Buyers | Existing Experts

GWI.

Attributes	Index	Audience %
Personal Interests: Wildlife / nature	136.4	67.4%
	129.4	63.9%
	113.4	57.3%
Personal Interests: Watching sport	133.5	66.8%
	127.5	64.3%
	126.4	63.8%
Personal Interests: Vegetarian food	123.8	13.5%
	126.5	13.8%
	171.3	17.8%
Personal Interests: Vegan food	128	10.6%
	143.4	11.8%
	177.3	14.7%
Personal Interests: Urban / modern art	167.3	36.6%
	166.9	36.5%
	205.3	44.9%
Personal Interests: Technology	125.2	61.5%
	126.4	62.1%
	147.6	74.2%
Personal Interests: Science	135.1	66.8%
	131.7	64.4%
	120.6	57.1%
Personal Interests: Politics / social issues	137.2	56%
	143.3	57.4%
	142.8	56.8%
Personal Interests: Playing sport	130.8	40.9%
	124	38.8%
	138.1	42.2%
Personal Interests: Photography	137.1	39.8%
	134	38.9%
	134.4	39.2%
Personal Interests: Pets / pet care	152.6	67.5%
	148.7	65.8%
	123.2	55.4%
Personal Interests: Personal healthcare	138.3	67.3%
	126.5	61.6%
	116.4	59%
Personal Interests: Outdoor activities (e.g. camping, hiking)	136.8	63.7%
	126.5	58.3%
	136.2	63.6%
Personal Interests: Nutrition (from Q3 2022)	144.1	61.5%
	128.6	54.9%
	146.7	62.9%
Personal Interests: News / current affairs	137.9	65.6%
	122.1	60.7%
	122.1	59.3%
Personal Interests: Museums / galleries	137	53.9%
	119.5	47%
	114.2	46.3%
Personal Interests: Local issues	141.2	54.6%
	128.7	49.7%
	120	46.7%
Personal Interests: Investments (from Q2 2020)	148.4	57.7%
	140.5	55%
	193.6	66%
Personal Interests: History	137	61.9%
	130.8	59.1%
	122	55.6%
Personal Interests: Health foods / drinks	127.8	51.8%
	124.9	50.6%
	106.3	44.5%
Personal Interests: Handicrafts	149.2	28.8%
	146	28.1%
	152.2	26.5%
Personal Interests: Gardening	143.4	55.8%
	143.3	49%
	127.3	43.3%
Personal Interests: Gaming	138.6	49.3%
	151.8	54%
	142.3	53.2%
Personal Interests: Gambling	147.1	27.2%
	182.3	29.7%
	149.9	24.7%
Personal Interests: Gadgets	143.7	46.5%
	175	48.6%
	174.1	50.4%
Personal Interests: Fitness & exercise	131.9	68.1%
	126.4	65.3%
	116.6	61.3%
Personal Interests: Fine art	158.4	35.2%
	160.9	35.8%
	190.6	40.9%
Personal Interests: Films / cinema	133.6	63.9%
	124.4	59.5%
	122.7	58.8%
Personal Interests: Fashion	133.5	29.9%
	146	32.5%
	171.7	41.2%
Personal Interests: Fantasy Sports (from Q3 2024)	66.6	8.1%
	136.3	16.8%
	183.4	22.7%
Personal Interests: Esports (from Q2 2020)	185.4	20.9%
	197.6	22.3%
	244	28.1%
Personal Interests: Environmental issues	146.7	49.9%
	121.4	41.3%
	116.5	39.8%
Personal Interests: Entrepreneurship	276.4	48.3%
	304.3	53.2%
	359.1	63.2%
Personal Interests: Economy / finance	159.8	66.3%
	152.6	63.3%
	147	60.6%
Personal Interests: DIY / home improvements	149.5	62.7%
	136.1	56.5%
	148.6	61.6%
Personal Interests: Dance (ballet, street dance, salsa etc)	123.6	19.7%
	126.3	20.2%
	181.4	29.1%
Personal Interests: Computers / coding	148.1	38.6%
	156.2	40.7%
	181.9	45.9%
Personal Interests: Charities / volunteering	160.6	37.6%
	134.3	31.4%
	153.4	35.5%
Personal Interests: Celebrity news / gossip	113.6	18.5%
	110.3	18%
	131.6	22.4%
Personal Interests: Cars / motoring	163.5	41.1%
	151.7	38.1%
	201	51.7%
Personal Interests: Business	192.2	53.6%
	202.4	56.4%
	234.1	62%
Personal Interests: Books / literature	125.2	57.7%
	118.9	54.9%
	114.8	52.4%
Personal Interests: Adventure / extreme sports	170.8	24.7%
	186.1	26.9%
	227.6	34.4%

Reference

Full questions

Personal Interests
Which of these things are you interested in?

Audiences
Agency Advocates
Begrudging Buyers
Existing Experts

Base audience:
All internet users

Locations
All locations

Waves
Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audiences: All internet users | Agency Advocates | Regrading Buyers | Existing Experts

GWI.

Attributes	Index	Audience %
Attitudes: All Describes not statements — Social / outgoing (From Q2 2020)	133.4	49.5%
	126.7	47.1%
	151.4	57.7%
Attitudes: All Describes not statements — Price-conscious (From Q2 2020)	110.8	55.4%
	106.7	54.3%
	86.3	43.8%
Attitudes: All Describes not statements — Open-minded (From Q2 2020)	117.5	83.7%
	113.9	80.6%
	106.5	75.7%
Attitudes: All Describes not statements — Money-driven (From Q2 2020)	91.2	18.4%
	129.6	28.4%
	193.1	44.8%
Attitudes: All Describes not statements — I worry I spend too much time on social media (From Q2 2020)	71.6	19.9%
	76.7	16.8%
	48.3	11.9%
Attitudes: All Describes not statements — I worry I spend too much time on my smartphone (From Q2 2020)	64.8	17.9%
	64.6	17.9%
	42.2	13.9%
Attitudes: All Describes not statements — I worry about how my government tracks me online (From Q2 2020)	103.2	27.2%
	137.3	31%
	87.6	24.4%
Attitudes: All Describes not statements — I worry about how companies use my personal data online (From Q2 2020)	110.7	50.3%
	114.3	52%
	71.7	35%
Attitudes: All Describes not statements — I use loyalty / reward programs (From Q2 2020)	115.4	65.4%
	101.5	59.6%
	89	52.9%
Attitudes: All Describes not statements — I use discount codes or coupons (From Q2 2020)	101.7	58.6%
	103.4	59.6%
	91.7	52%
Attitudes: All Describes not statements — I try to avoid all types of advertising (From Q2 2020)	84.7	14.3%
	94.5	15.4%
	98.4	15.4%
Attitudes: All Describes not statements — I trust what online reviews say about products / services (From Q2 2020)	125.4	34%
	138.6	39.6%
	111	30.9%
Attitudes: All Describes not statements — I trust new technology to improve my health (From Q2 2020)	110.7	40.1%
	146.2	38.4%
	164.7	44.3%
Attitudes: All Describes not statements — I think social media is good for society (From Q2 2020)	144.5	37.6%
	144.8	38.5%
	173.3	39%
Attitudes: All Describes not statements — I think immigration is good for my country (From Q2 2020)	114.8	40.2%
	117.3	41.1%
	114.7	37.7%
Attitudes: All Describes not statements — I tend to buy the premium version of products (From Q2 2020)	2.08	38.7%
	146.8	37%
	242.8	48.6%
Attitudes: All Describes not statements — I tend to buy brands I have seen advertised (From Q2 2020)	111.2	18.9%
	129.3	18.4%
	133	23.9%
Attitudes: All Describes not statements — I tell my friends and family about new products (From Q2 2020)	114	51%
	132	46.7%
	118.1	42.4%
Attitudes: All Describes not statements — I take risks (From Q2 2020)	101.8	46.7%
	105.6	44%
	204.9	58.4%
Attitudes: All Describes not statements — I take care of my appearance (From Q2 2020)	133.8	72.8%
	129.7	70.6%
	140.3	76.7%
Attitudes: All Describes not statements — I spend time looking for the best deals (From Q2 2020)	127.2	62.2%
	129.2	63.4%
	121	58.8%
Attitudes: All Describes not statements — I seek out alternative medicines and therapies (From Q2 2020)	101.6	37.7%
	110.9	38.2%
	149.4	34%
Attitudes: All Describes not statements — I research a product online before buying it (From Q2 2020)	124.5	76.2%
	126.3	76.7%
	118	69.9%
Attitudes: All Describes not statements — I prefer being anonymous online (From Q2 2020)	103.8	41.3%
	108.7	43.3%
	90.6	36.3%
Attitudes: All Describes not statements — I'm good at managing money (From Q2 2020)	124.9	70.2%
	119.3	67%
	144.9	79.9%
Attitudes: All Describes not statements — I make decisions quickly (From Q2 2020)	123.6	39.4%
	127.3	40.6%
	127.1	46.7%
Attitudes: All Describes not statements — I look for expert opinions before buying expensive products (From Q2 2020)	128.7	40.2%
	127.2	39.7%
	120.9	36.9%
Attitudes: All Describes not statements — I like to know what's going on in the world (From Q2 2020)	127.7	75.8%
	118	70%
	129.9	75.6%
Attitudes: All Describes not statements — I like to explore the world (From Q2 2020)	137	73.8%
	116.9	68%
	113.7	64%
Attitudes: All Describes not statements — I like to be the first to try new things (From Q2 2020)	144.7	54.7%
	131.3	55.9%
	129.6	59.1%
Attitudes: All Describes not statements — I follow the latest technology trends and news (From Q2 2020)	113	44%
	112.9	44%
	114.3	44.3%
Attitudes: All Describes not statements — I feel using social media causes me anxiety (From Q2 2020)	56.4	9.6%
	71.7	12%
	73.3	12.9%
Attitudes: All Describes not statements — I feel represented in the advertising I see (From Q2 2020)	108.1	13.8%
	106.2	13.9%
	125	17.5%
Attitudes: All Describes not statements — I feel overwhelmed (From Q2 2020)	64.9	14%
	67.2	14.3%
	79.6	17.4%
Attitudes: All Describes not statements — I feel in control of my personal data online (From Q2 2020)	147.3	33.5%
	142.5	32.4%
	183.5	42.1%
Attitudes: All Describes not statements — I consider myself an opinion leader (From Q2 2020)	142.9	38.6%
	143.8	38.8%
	421.9	100%
Attitudes: All Describes not statements — I buy products / services to assess the community built around them (From Q2 2020)	121.1	12%
	120.9	12.4%
	146.2	16.9%
Attitudes: All Describes not statements — I buy new tech products as soon as they are available (From Q2 2020)	203.1	37.2%
	174.2	33%
	241	40.3%
Attitudes: All Describes not statements — I believe all people should have equal rights (From Q2 2020)	119.4	84.7%
	114.2	80.4%
	107.4	74.4%
Attitudes: All Describes not statements — I am using social media less than I used to (From Q2 2020)	109.5	33.9%
	107.3	33.6%
	75.3	24.4%
Attitudes: All Describes not statements — I am prone to anxiety (From Q2 2020)	72.9	22.5%
	112.4	28.5%
	82	27.7%
Attitudes: All Describes not statements — I am loyal to the brands I like (From Q2 2020)	125	66.3%
	121.2	64.3%
	104.7	57.9%
Attitudes: All Describes not statements — I am interested in other cultures / countries (From Q2 2020)	118.8	71.2%
	110.6	66.2%
	109.6	65.6%
Attitudes: All Describes not statements — I am confident using new technology (From Q2 2020)	124.2	64.7%
	121.4	63.3%
	130.3	67.2%
Attitudes: All Describes not statements — I am comfortable with my aqua training my activity (e.g., walking, sleeping) (From Q2 2020)	123	40.5%
	106.4	35.7%
	138.4	46.2%
Attitudes: All Describes not statements — I am comfortable talking about my mental health (From Q2 2020)	122.3	47.8%
	120.7	47.8%
	127.9	49.2%
Attitudes: All Describes not statements — I always try to negotiate (From Q2 2020)	116.6	64.9%
	108.2	62.2%
	117	63.5%
Attitudes: All Describes not statements — Health-conscious (From Q2 2020)	128.5	41.3%
	128.4	41.3%
	143.5	44.7%
Attitudes: All Describes not statements — Fashion-conscious (From Q2 2020)	144.7	25.8%
	156.9	28%
	218.9	40.1%
Attitudes: All Describes not statements — Creative (From Q2 2020)	117.9	80.1%
	113.7	81.1%
	108.9	85.5%
Attitudes: All Describes not statements — Confident (From Q2 2020)	139.9	73.2%
	138	72.2%
	164.4	87.7%
Attitudes: All Describes not statements — Career-focused (From Q2 2020)	116	39.2%
	121	41%
	141	47.6%
Attitudes: All Describes not statements — Ambitious (From Q2 2020)	142.7	59.6%
	147.5	59.6%
	174.6	70.4%
Attitudes: All Describes not statements — Affluent (From Q2 2020)	117	14%
	171.1	19.2%
	270.3	24.7%
Attitudes: All Describes not statements — Adventurous (From Q2 2020)	148.6	59.6%
	137.8	56%
	167.1	69.8%

Reference

Full questions
Attitudes: All Describes not statements
Base: All internet users
Which of the following do you feel describes you?

Audiences
Agency Advocates
Regrading Buyers
Existing Experts

Base audiences
All internet users

Locations
All locations

Waves
Q3 2020, Q4 2020, Q1 2021, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Growth Expectations **Revenue (Significant decline)**	40.7	1.1%
	23.4	0.6%
	31.5	1%
Growth Expectations **Revenue (Moderate decline)**	75.8	6.4%
	61.9	5.3%
	109.3	8.9%
Growth Expectations **Revenue (No change / stay the same)**	80.5	22.3%
	78.6	21.8%
	49.5	13.3%
Growth Expectations **Revenue (Moderate growth)**	128.1	48.2%
	135.7	51%
	116.2	44.4%
Growth Expectations **Revenue (Significant growth)**	140.7	20.4%
	139.1	20.1%
	186.8	28.3%
Growth Expectations **Workforce (Significant decline)**	10.2	0.4%
	76.3	2.8%
	11.5	0.5%
Growth Expectations **Workforce (Moderate decline)**	24.1	2.4%
	16.3	1.6%
	41.4	4.3%
Growth Expectations **Workforce (No change / stay the same)**	147	57.3%
	141.8	55.2%
	118.8	45.1%
Growth Expectations **Workforce (Moderate growth)**	107	29.6%
	110.4	30.5%
	94.1	25.9%
Growth Expectations **Workforce (Significant growth)**	69	7.9%
	72.7	8.3%
	181.2	21.4%

Reference

Full questions

Growth Expectations
Thinking about your company's workforce and revenue, are you expecting them to grow, stay the same or decline in the next year?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Financial Challenges **Staying profitable**	136.4	32.6%
	144.8	34.7%
	170.1	41.3%
Financial Challenges **Short-term cash flow**	201.8	18.7%
	193.9	18%
	290.8	27.7%
Financial Challenges **Paying competitive salaries**	63.1	16.3%
	56.4	14.6%
	66.2	16.9%
Financial Challenges **Long-term funding / external investment**	97.6	11.5%
	114	13.4%
	154.2	18.6%
Financial Challenges **Hitting sales / revenue targets**	126.4	24%
	144.1	27.4%
	157.3	31.3%
Financial Challenges **Current economic climate**	150.3	41.9%
	147.6	41.1%
	168.2	43.8%
Financial Challenges **Budget cuts**	46.1	7.7%
	36.9	6.2%
	75.4	12.9%
Financial Challenges **Achieving profitability**	143.3	19.4%
	163.3	22.1%
	186.9	25.6%

Reference

Full questions

Financial Challenges
What are the biggest financial challenges that your company or team is currently facing?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 20.5% – 41%)
Operations Challenges **Uncertainty around ROI measurements**	141.8	10.8%
	179.5	13.7%
	254.3	19.4%
Operations Challenges **Obtaining office / physical space**	111	9.3%
	97.3	8.2%
	141.9	10.8%
Operations Challenges **Improving cybersecurity**	107.8	17.6%
	102	16.7%
	102.1	17%
Operations Challenges **Finding / retaining suppliers**	123.4	13.7%
	92.7	10.3%
	128.4	14.6%
Operations Challenges **Finding / hiring staff**	51.8	17.9%
	48.5	16.8%
	53.3	17.4%
Operations Challenges **Effective use of IT / Technology**	88	18.1%
	90.6	18.6%
	111.5	21.6%
Operations Challenges **Digital transformation**	110.9	12.3%
	98.9	10.9%
	80.9	9%
Operations Challenges **Building awareness / reputation**	228.6	33.7%
	278.3	41%
	242.9	33.4%
Operations Challenges **Ability to scale rapidly**	127.3	17.1%
	127.8	17.1%
	156.5	20.2%

Reference

Full questions

Operations Challenges
What are the biggest operations challenges that your company or team is currently facing?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Management & Culture Challenges **Vision / leadership within the company**	74.9	12.7%
	73.6	12.5%
	69.9	12.1%
Management & Culture Challenges **Poor management decisions**	33.6	4.7%
	47.9	6.7%
	86.2	12.6%
Management & Culture Challenges **Morale / retaining staff**	37.9	10.8%
	39	11.1%
	41.2	11%
Management & Culture Challenges **Lack of strategy**	70.8	8.6%
	87.7	10.6%
	233.3	29.2%
Management & Culture Challenges **Bureaucracy**	38.3	5.3%
	32.2	4.5%
	89	12%
Management & Culture Challenges **Building a good culture / working environment**	72.5	16.1%
	61.5	13.7%
	90.7	19.2%
Management & Culture Challenges **Alignment between teams in the company**	52	7.9%
	47.6	7.2%
	107.8	17%

Reference

Full questions

Management & Culture Challenges
What are the biggest management & culture challenges that your company or team is currently facing?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 26% – 52%)
External Challenges **Understanding our customer/client audience**	123.3	22.5%
	134.7	24.6%
	181.1	33.9%
External Challenges **Keeping up with industry innovations**	104.5	19.5%
	98.7	18.4%
	124.7	22.4%
External Challenges **Government guidelines / legal requirements**	106	20.7%
	96.5	18.9%
	145.3	27.5%
External Challenges **Data protection compliance (e. g. CCPA, GDPR)**	111.5	13.1%
	106	12.4%
	113.2	12.7%
External Challenges **Competition in the market**	161.2	48.3%
	173.6	52%
	153.3	45.3%
External Challenges **Becoming more sustainable / eco-friendly**	102.5	13.8%
	70.3	9.5%
	134.6	17.6%

Reference

Full questions

External Challenges
What are the biggest external challenges that your company or team is currently facing?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 58%)
Marketing Challenges **None of these**	117.5	57.9%
	103.3	50.9%
	88.3	43.5%
Marketing Challenges **Staying up to date with marketing trends and solutions**	194.7	30.1%
	188.7	29.2%
	156.7	24.3%
Marketing Challenges **No agreed and consistent framework for measuring ROI**	145.2	9.5%
	96.2	6.3%
	45.7	3%
Marketing Challenges **Competing priorities vs other departments**	60.9	6.6%
	46.4	5%
	71.5	7.7%
Marketing Challenges **Lack of combined insights and integrate systems for real time updates**	75	6.4%
	61.1	5.2%
	121.6	10.4%
Marketing Challenges **Lack of alignment on goals and objectives**	68.2	6.2%
	30.6	2.8%
	144.7	13.1%
Marketing Challenges **Lack or no timely evaluation on the alignment between sales and marketing leads**	82.4	5.4%
	118.4	7.8%
	142.3	9.4%
Marketing Challenges **Lack or no alignment between Marketing and Sales team on metrics and KPIs**	68.2	4.8%
	95.8	6.7%
	90.6	6.4%
Marketing Challenges **Lack or no alignment between Brand & Demand Marketing strategy**	47.2	3.2%
	79.2	5.4%
	158.3	10.7%
Marketing Challenges **No use of ABM (Account Based Marketing) and account based experience**	26.6	1.6%
	17.5	1%
	71.2	4.2%
Marketing Challenges **Absence of feedback loop between Marketing and Sales team**	0	0%
	114.8	8.2%
	76.3	5.4%

Reference

Full questions

Marketing Challenges
What are the biggest marketing challenges that your company or team is currently facing?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Business Initiatives Invest in 5 years Technology Upgrade	143.6	35.2%
	122	29.9%
	123.3	30.2%
Business Initiatives Invest in 5 years Cost optimization	128.8	31.7%
	132.9	32.6%
	95.5	23.5%
Business Initiatives Invest in 5 years Improving the products / services we offer to customers	138.1	29.3%
	146.1	31%
	88.2	18.7%
Business Initiatives Invest in 5 years Efficiency enhancement	122	25%
	107.3	22%
	95.1	19.5%
Business Initiatives Invest in 5 years Digital Transformation	166.6	22.3%
	169.2	22.7%
	166.2	22.3%
Business Initiatives Invest in 5 years Refining Marketing	183.7	18.6%
	179.7	18.2%
	220.9	22.4%
Business Initiatives Invest in 5 years AI adoption and implementation	116	16%
	188.1	25.9%
	113.3	15.6%
Business Initiatives Invest in 5 years Strengthening Security	104.2	15.7%
	80.3	12.1%
	141.1	21.3%
Business Initiatives Invest in 5 years Leveraging data to drive better decisions	141.8	13.1%
	123.2	11.4%
	81.2	7.5%
Business Initiatives Invest in 5 years Fostering Innovation	87.5	11.2%
	143.5	18.3%
	32.4	4.1%
Business Initiatives Invest in 5 years Integrate/enhancing business analytics tools	122.1	10.2%
	135.5	11.3%
	144.9	12.1%
Business Initiatives Invest in 5 years Improving collaboration across teams	72.5	10%
	66	9.1%
	77.6	10.7%
Business Initiatives Invest in 5 years Increasing brand equity	87.7	9.9%
	40.3	4.6%
	164.6	18.7%
Business Initiatives Invest in 5 years Agile environment to industry changes	100.4	8.1%
	97.1	7.9%
	137.1	11.1%
Business Initiatives Invest in 5 years Improving sustainability / environmental consciousness	79	7.4%
	45	4.2%
	230	21.5%
Business Initiatives Invest in 5 years Sourcing better suppliers	64.6	7.2%
	114	12.7%
	74.8	8.3%
Business Initiatives Invest in 5 years Improving employee recruitment & retention	26.9	5.6%
	10.4	2.2%
	43.9	9.2%
Business Initiatives Invest in 5 years Improving diversity, equity, and inclusion (DEI)	39.8	4%
	21.8	2.2%
	99.8	10%

Reference

Full questions

Business Initiatives Invest in 5 years
What key initiatives will your company or team focus on investing in over the next five years to drive growth?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Reasons for Considering New Product/Service Knowing that a competitor is using it (To Q3 2023)	146.1	11.5%
	140.6	11%
	193.3	19.8%
Reasons for Considering New Product/Service To keep up with the latest trends	206.5	27.3%
	196.9	26%
	199.2	25.5%
Reasons for Considering New Product/Service To improve efficiency / processes in the company	283.2	74.3%
	284	74.5%
	157.2	40.1%
Reasons for Considering New Product/Service To ensure we have the best supplier for each of our needs	213	37.7%
	201.3	35.6%
	168.5	30.1%
Reasons for Considering New Product/Service To cut costs in the company	205.6	46.9%
	192.5	43.9%
	138.4	31.3%
Reasons for Considering New Product/Service Request from Senior Manager(s)	66.5	7.9%
	75.3	8.9%
	53	6.2%
Reasons for Considering New Product/Service Request from another team (e. g. Finance or IT)	104.8	11.4%
	95.9	10.4%
	144.5	15.3%
Reasons for Considering New Product/Service Recommendation from team members	149.9	23.9%
	120.7	19.2%
	118.4	19.1%
Reasons for Considering New Product/Service Recommendation from industry expert	187.5	26.6%
	187.4	26.6%
	190.4	25.6%
Reasons for Considering New Product/Service Recommendation from a trusted colleague / contact	207.1	31.7%
	177.3	27.1%
	215.3	32.2%
Reasons for Considering New Product/Service Providers with sustainability certifications	70.4	6%
	150.1	12.9%
	145	12.5%
Reasons for Considering New Product/Service Product / service meets compliance or security needs	181.6	29.3%
	192.4	31%
	178.3	28.4%
Reasons for Considering New Product/Service Existing product / service no longer meets needs	326.9	65.3%
	310.6	62%
	122.4	23%
Reasons for Considering New Product/Service Existing personal usage of product / service	279.8	31.2%
	268.2	29.9%
	211.1	23.1%
Reasons for Considering New Product/Service End of contract / license for an existing product / service	173.3	24.3%
	166.5	23.4%
	170	22.4%
Reasons for Considering New Product/Service Benefits of product / service justify the cost	228.3	52.9%
	224	51.9%
	182.9	41.9%
Reasons for Considering New Product/Service Being contacted by a sales rep	183.1	14.6%
	190.3	15.2%
	124.4	10.5%
Reasons for Considering New Product/Service Becoming aware of a new product / service that looks good	276	45.5%
	261.1	43%
	195.8	32.8%

Reference

Full questions

Reasons for Considering New Product/Service

What typically makes you consider bringing in a new product or service?

Audiences

Agency Advocates

Begruding Buyers

Exacting Experts

Base audience:

All internet users

Locations

All locations

Waves

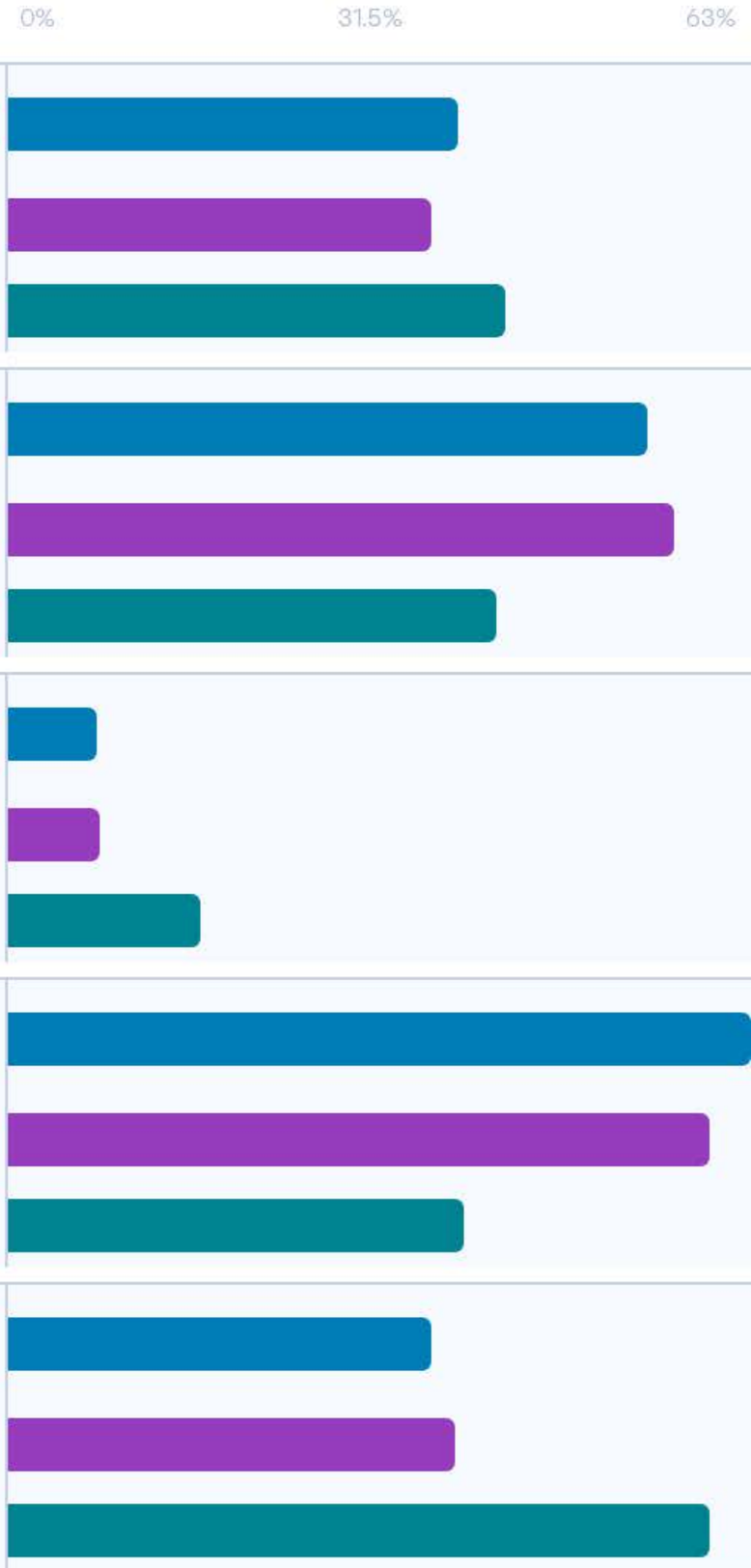
Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Vendor Name Recognition Preferences **I am open to buying from any provider that meets my needs (To Q3 2023)**	206.1	38.2%
	192.8	35.8%
	238.4	42.1%
Vendor Name Recognition Preferences **I prefer to buy from a provider I've heard of before but will consider others (To Q3 2023)**	127.3	54.2%
	132.5	56.4%
	95.2	41.5%
Vendor Name Recognition Preferences **I will only buy from a provider I've heard of before (To Q3 2023)**	71.3	7.6%
	73.8	7.9%
	139.6	16.4%
Vendor Name Recognition Preferences **I prefer to buy from a provider I am familiar with but will consider other well-known ones**	152.2	62.9%
	143.7	59.4%
	93.6	38.7%
Vendor Name Recognition Preferences **I am open to buy from any provider that meets my needs regardless of the brand reputation**	130.7	35.9%
	138	37.9%
	216.8	59.5%



Reference

Full questions

Vendor Name Recognition Preferences

Which of these statements best describes your attitude to purchasing new products / services?

Audiences

Agency Advocates

Begruding Buyers

Exacting Experts

Base audience:

All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begrudging Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Purchase Influencers Security (e. g. that data is protected and encrypted) (Very important)	198.4	79.2%
	200.4	80%
	156.5	62.5%
Purchase Influencers Security (e. g. that data is protected and encrypted) (Somewhat important)	98.2	19.3%
	88.4	17.4%
	119.7	24.9%
Purchase Influencers Scalability (Very important)	148.5	39.4%
	151.2	40.2%
	168.9	45.9%
Purchase Influencers Scalability (Somewhat important)	161.2	48.3%
	157	47%
	127.9	39.6%
Purchase Influencers Reducing costs (Very important)	192.8	65.3%
	187.6	63.5%
	164.8	58.3%
Purchase Influencers Reducing costs (Somewhat important)	123.7	32.1%
	133.7	34.7%
	159.6	41.1%
Purchase Influencers Recommended from thought leaders (Very important)	128.4	28.3%
	121.1	26.7%
	168.2	37.1%
Purchase Influencers Recommended from thought leaders (Somewhat important)	150.7	49.1%
	147.9	48.2%
	158.2	51.5%
Purchase Influencers Provider's trustworthiness (Very important)	216.4	84%
	208.3	80.8%
	164	64.7%
Purchase Influencers Provider's trustworthiness (Somewhat important)	69.8	14.8%
	86.9	18.4%
	152.6	33.4%
Purchase Influencers Provider's stance on social issues (i. e. diversity, equality) (Very important)	109.9	19.5%
	114.9	20.4%
	147.2	27.1%
Purchase Influencers Provider's stance on social issues (i. e. diversity, equality) (Somewhat important)	161.5	44.3%
	165.9	45.5%
	166	47.7%
Purchase Influencers Provider's reputation as an innovator (Very important)	161.8	38%
	167.5	39.3%
	165.3	40.1%
Purchase Influencers Provider's reputation as an innovator (Somewhat important)	148.7	48.1%
	150.1	48.6%
	153.5	51.1%
Purchase Influencers Provider's reputation as a field expert / leader (Very important)	180.9	49.1%
	178.7	48.5%
	188.1	53.2%
Purchase Influencers Provider's reputation as a field expert / leader (Somewhat important)	146.3	45.4%
	148	45.9%
	126.1	39.9%
Purchase Influencers Provider's environmental sensitivity (Very important)	160.6	31.7%
	174.4	34.4%
	161	32.6%
Purchase Influencers Provider's environmental sensitivity (Somewhat important)	132.5	39.4%
	124.7	37%
	141.1	43.1%
Purchase Influencers Price (Very important)	183.3	71%
	199.9	77.4%
	165.5	66.5%
Purchase Influencers Price (Somewhat important)	123.1	25.9%
	96.9	20.4%
	146.5	30.3%
Purchase Influencers Integration with products / services already being used (Very important)	180.6	58.6%
	174.1	56.5%
	177.3	57.9%
Purchase Influencers Integration with products / services already being used (Somewhat important)	143.7	38%
	156.5	41.4%
	135.2	36.7%
Purchase Influencers Improving productivity / efficiency (Very important)	196.4	76.1%
	209.3	81.1%
	194.6	77.6%
Purchase Influencers Improving productivity / efficiency (Somewhat important)	104.2	22.1%
	85.2	18.1%
	89	18.8%
Purchase Influencers Employees asking for it / recommending it (Very important)	154.3	31.2%
	143.5	29%
	200.9	40.6%
Purchase Influencers Employees asking for it / recommending it (Somewhat important)	143.3	50.2%
	150.8	52.8%
	126.8	45.8%
Purchase Influencers Ease of use (Very important)	200.3	78.5%
	195.5	76.6%
	160.5	63.5%
Purchase Influencers Ease of use (Somewhat important)	96.2	20.3%
	107.5	22.7%
	152	34.1%
Purchase Influencers Ease of installation / implementation (Very important)	204.3	68.8%
	209.4	70.6%
	184.5	63.2%
Purchase Influencers Ease of installation / implementation (Somewhat important)	108.6	28.1%
	110.3	28.5%
	124.8	33.8%

Reference

Full questions

Purchase Influencers

If you were to purchase a new technology / software product or service for your company, how important would the following things be?

Audiences

Agency Advocates

Begrudging Buyers

Exacting Experts

Base audience:

All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audiences

All internal users | Agency Advocates | Reporting Experts | Existing Experts

Audiences

GWI.

Attribute	Index	Audience %	0%	25%	50%
Research Channels by Task Radio screenstats (1Q 2023) (Research general information)	181.5	16.8%			
Research Channels by Task Video sites (e. g. YouTube) (Research general information)	185	16.4%			
Research Channels by Task Video sites (e. g. YouTube) (Research general information)	164.7	15.4%			
Research Channels by Task User reviews (Research general information)	197	46.4%			
Research Channels by Task User reviews (Research general information)	206.5	48.6%			
Research Channels by Task User reviews (Research general information)	135.4	29.9%			
Research Channels by Task Television screenstats (Research general information)	202.6	41.6%			
Research Channels by Task Television screenstats (Research general information)	207.1	41.2%			
Research Channels by Task Television screenstats (Research general information)	163.6	30.7%			
Research Channels by Task Social media (Research general information)	130	16.4%			
Research Channels by Task Social media (Research general information)	124.7	15.9%			
Research Channels by Task Social media (Research general information)	121.1	15.9%			
Research Channels by Task Search engine results (Research general information)	179.4	24.9%			
Research Channels by Task Search engine results (Research general information)	220.9	30.7%			
Research Channels by Task Search engine results (Research general information)	142.4	20%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Research general information)	183.3	41.3%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Research general information)	184.8	42.1%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Research general information)	142.2	32.3%			
Research Channels by Task Recommendation from experts in my network (Research general information)	177.2	48.4%			
Research Channels by Task Recommendation from experts in my network (Research general information)	173.4	48.0%			
Research Channels by Task Recommendation from experts in my network (Research general information)	170	39%			
Research Channels by Task Provider / supplier websites (Research general information)	197.2	54.5%			
Research Channels by Task Provider / supplier websites (Research general information)	184.7	51%			
Research Channels by Task Provider / supplier websites (Research general information)	161.8	42.3%			
Research Channels by Task Provider / supplier websites (Research general information)	191.2	57.6%			
Research Channels by Task Provider / supplier websites (Research general information)	190.1	55.8%			
Research Channels by Task Provider / supplier websites (Research general information)	148	44.3%			
Research Channels by Task Provider / supplier sells, demos or trials (Research general information)	184.2	46.4%			
Research Channels by Task Provider / supplier sells, demos or trials (Research general information)	186.4	46.8%			
Research Channels by Task Provider / supplier sells, demos or trials (Research general information)	135.6	30.7%			
Research Channels by Task Printed newspapers / magazines (Research general information)	175	26.4%			
Research Channels by Task Printed newspapers / magazines (Research general information)	167.8	25.3%			
Research Channels by Task Printed newspapers / magazines (Research general information)	139.3	20.3%			
Research Channels by Task Podcast screenstats (Research general information)	91.8	11.4%			
Research Channels by Task Podcast screenstats (Research general information)	112.8	11.4%			
Research Channels by Task Podcast screenstats (Research general information)	68.2	9.9%			
Research Channels by Task Online newspapers / magazines/ newsletters (Research general information)	139.2	30.1%			
Research Channels by Task Online newspapers / magazines/ newsletters (Research general information)	139.3	30.1%			
Research Channels by Task Online newspapers / magazines/ newsletters (Research general information)	97.4	21%			
Research Channels by Task Online ads (Research general information)	174.4	23.5%			
Research Channels by Task Online ads (Research general information)	170.0	23.9%			
Research Channels by Task Online ads (Research general information)	137	17.8%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Research general information)	112.2	16.2%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Research general information)	128.9	21.3%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Research general information)	148.8	24.4%			
Research Channels by Task External Reports (Research general information)	109.1	8.4%			
Research Channels by Task External Reports (Research general information)	223.5	40.4%			
Research Channels by Task External Reports (Research general information)	144.2	29.6%			
Research Channels by Task Conferences / trade shows / events / webinars (Research general information)	182.0	38.8%			
Research Channels by Task Conferences / trade shows / events / webinars (Research general information)	181.6	37.4%			
Research Channels by Task Conferences / trade shows / events / webinars (Research general information)	124.5	25.5%			
Research Channels by Task Business / Technology podcasts (Research general information)	141.6	3.1%			
Research Channels by Task Business / Technology podcasts (Research general information)	122.6	2.5%			
Research Channels by Task Business / Technology podcasts (Research general information)	121.9	2.5%			
Research Channels by Task Blogs (Research general information)	219.9	32.4%			
Research Channels by Task Blogs (Research general information)	232.5	35.5%			
Research Channels by Task Blogs (Research general information)	148.1	24.6%			
Research Channels by Task Radio screenstats (1Q 2023) (Discover new products / services)	135.8	18.8%			
Research Channels by Task Radio screenstats (1Q 2023) (Discover new products / services)	138.4	19.9%			
Research Channels by Task Radio screenstats (1Q 2023) (Discover new products / services)	113.3	25.8%			
Research Channels by Task Video sites (e. g. YouTube) (Discover new products / services)	171	37.5%			
Research Channels by Task Video sites (e. g. YouTube) (Discover new products / services)	188.3	41.7%			
Research Channels by Task Video sites (e. g. YouTube) (Discover new products / services)	194.6	48.7%			
Research Channels by Task User reviews (Discover new products / services)	164.7	26.7%			
Research Channels by Task User reviews (Discover new products / services)	163	26.5%			
Research Channels by Task User reviews (Discover new products / services)	176.8	40.4%			
Research Channels by Task Television screenstats (Discover new products / services)	180.4	37.7%			
Research Channels by Task Television screenstats (Discover new products / services)	171.4	30.2%			
Research Channels by Task Television screenstats (Discover new products / services)	147	27.1%			
Research Channels by Task Social media (Discover new products / services)	166.6	32%			
Research Channels by Task Social media (Discover new products / services)	161.2	34.9%			
Research Channels by Task Social media (Discover new products / services)	160.1	31.2%			
Research Channels by Task Search engine results (Discover new products / services)	196.6	51.9%			
Research Channels by Task Search engine results (Discover new products / services)	219.0	64%			
Research Channels by Task Search engine results (Discover new products / services)	184.2	40.9%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Discover new products / services)	179.1	52.8%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Discover new products / services)	164.2	49.3%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Discover new products / services)	156.9	44.3%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	182.2	59.2%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	173	57.6%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	162.4	52.3%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	161.5	53.8%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	168	52.4%			
Research Channels by Task Recommendation from experts in my network (Discover new products / services)	144.8	44.3%			
Research Channels by Task Provider / supplier websites (Discover new products / services)	181.4	51.0%			
Research Channels by Task Provider / supplier websites (Discover new products / services)	181.7	51.2%			
Research Channels by Task Provider / supplier websites (Discover new products / services)	181.0	52.1%			
Research Channels by Task Provider / supplier sells, demos or trials (Discover new products / services)	172.4	44.7%			
Research Channels by Task Provider / supplier sells, demos or trials (Discover new products / services)	163.9	40.8%			
Research Channels by Task Provider / supplier sells, demos or trials (Discover new products / services)	148.7	41.5%			
Research Channels by Task Printed newspapers / magazines (Discover new products / services)	186.8	30.8%			
Research Channels by Task Printed newspapers / magazines (Discover new products / services)	174.7	32.4%			
Research Channels by Task Printed newspapers / magazines (Discover new products / services)	273.6	38.6%			
Research Channels by Task Podcast screenstats (Discover new products / services)	158.1	23%			
Research Channels by Task Podcast screenstats (Discover new products / services)	186.1	27.1%			
Research Channels by Task Podcast screenstats (Discover new products / services)	229.4	31%			
Research Channels by Task Online newspapers / magazines/ newsletters (Discover new products / services)	171.4	31%			
Research Channels by Task Online newspapers / magazines/ newsletters (Discover new products / services)	183	33.1%			
Research Channels by Task Online newspapers / magazines/ newsletters (Discover new products / services)	201.4	36.7%			
Research Channels by Task Online ads (Discover new products / services)	171.8	31.2%			
Research Channels by Task Online ads (Discover new products / services)	216.5	39.6%			
Research Channels by Task Online ads (Discover new products / services)	231.7	42.2%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Discover new products / services)	113.5	15.2%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Discover new products / services)	152.3	23.5%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Discover new products / services)	162.4	29%			
Research Channels by Task External Reports (Discover new products / services)	136.7	26.4%			
Research Channels by Task External Reports (Discover new products / services)	126	20.9%			
Research Channels by Task External Reports (Discover new products / services)	119.6	21.5%			
Research Channels by Task Conferences / trade shows / events / webinars (Discover new products / services)	184	48.3%			
Research Channels by Task Conferences / trade shows / events / webinars (Discover new products / services)	148.5	44.4%			
Research Channels by Task Conferences / trade shows / events / webinars (Discover new products / services)	124	33.4%			
Research Channels by Task Business / Technology podcasts (Discover new products / services)	179.1	33.9%			
Research Channels by Task Business / Technology podcasts (Discover new products / services)	183.6	34.4%			
Research Channels by Task Business / Technology podcasts (Discover new products / services)	191.2	38%			
Research Channels by Task Blogs (Discover new products / services)	174.7	31.4%			
Research Channels by Task Blogs (Discover new products / services)	171.7	31.4%			
Research Channels by Task Blogs (Discover new products / services)	169.2	27.4%			
Research Channels by Task Radio screenstats (1Q 2023) (Decide which product to buy)	12.2	1.7%			
Research Channels by Task Radio screenstats (1Q 2023) (Decide which product to buy)	8.8	1%			
Research Channels by Task Radio screenstats (1Q 2023) (Decide which product to buy)	12.1	1.7%			
Research Channels by Task Video sites (e. g. YouTube) (Decide which product to buy)	231.2	35.2%			
Research Channels by Task Video sites (e. g. YouTube) (Decide which product to buy)	252.7	38.9%			
Research Channels by Task Video sites (e. g. YouTube) (Decide which product to buy)	187	28.8%			
Research Channels by Task User reviews (Decide which product to buy)	223.7	48.7%			
Research Channels by Task User reviews (Decide which product to buy)	231.1	50.3%			
Research Channels by Task User reviews (Decide which product to buy)	196.9	47.2%			
Research Channels by Task Television screenstats (Decide which product to buy)	118.9	6.7%			
Research Channels by Task Television screenstats (Decide which product to buy)	111	6.3%			
Research Channels by Task Television screenstats (Decide which product to buy)	66.6	5.4%			
Research Channels by Task Social media (Decide which product to buy)	124.1	10.3%			
Research Channels by Task Social media (Decide which product to buy)	112.1	10.9%			
Research Channels by Task Social media (Decide which product to buy)	112.8	14.8%			
Research Channels by Task Search engine results (Decide which product to buy)	207.8	33.4%			
Research Channels by Task Search engine results (Decide which product to buy)	236.7	37.7%			
Research Channels by Task Search engine results (Decide which product to buy)	226.4	45.8%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	141.5	27.5%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	142.6	29%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	138.4	28.8%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	208.4	42.3%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	215.5	43.8%			
Research Channels by Task Recommendation from friends/colleagues / friends / acquaintances (Decide which product to buy)	123.5	26.4%			
Research Channels by Task Recommendation from experts in my network (Decide which product to buy)	194.5	42.3%			
Research Channels by Task Recommendation from experts in my network (Decide which product to buy)	194.4	42.3%			
Research Channels by Task Recommendation from experts in my network (Decide which product to buy)	175.8	39.7%			
Research Channels by Task Provider / supplier websites (Decide which product to buy)	218.2	39.6%			
Research Channels by Task Provider / supplier websites (Decide which product to buy)	223.1	40.5%			
Research Channels by Task Provider / supplier websites (Decide which product to buy)	213.6	41.4%			
Research Channels by Task Provider / supplier sells, demos or trials (Decide which product to buy)	175.3	32.4%			
Research Channels by Task Provider / supplier sells, demos or trials (Decide which product to buy)	171.7	31.2%			
Research Channels by Task Provider / supplier sells, demos or trials (Decide which product to buy)	161.2	31.4%			
Research Channels by Task Printed newspapers / magazines (Decide which product to buy)	1.10	8.5%			
Research Channels by Task Printed newspapers / magazines (Decide which product to buy)	112.5	11.8%			
Research Channels by Task Printed newspapers / magazines (Decide which product to buy)	111.3	1%			
Research Channels by Task Podcast screenstats (Decide which product to buy)	81.4	5.7%			
Research Channels by Task Podcast screenstats (Decide which product to buy)	110.2	8%			
Research Channels by Task Podcast screenstats (Decide which product to buy)	123.2	10.1%			
Research Channels by Task Online newspapers / magazines/ newsletters (Decide which product to buy)	132.3	11.6%			
Research Channels by Task Online newspapers / magazines/ newsletters (Decide which product to buy)	144.1	12.0%			
Research Channels by Task Online newspapers / magazines/ newsletters (Decide which product to buy)	132	11.6%			
Research Channels by Task Online ads (Decide which product to buy)	79	6.1%			
Research Channels by Task Online ads (Decide which product to buy)	120	10.2%			
Research Channels by Task Online ads (Decide which product to buy)	114.1	8.5%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Decide which product to buy)	74	7.9%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Decide which product to buy)	160.2	16.1%			
Research Channels by Task Gen AI responses (e.g. ChatGpt, AI tools) (Decide which product to buy)	219.7	22.8%			
Research Channels by Task External Reports (Decide which product to buy)	181.4	27.7%			
Research Channels by Task External Reports (Decide which product to buy)	255.4	44.3%			
Research Channels by Task External Reports (Decide which product to buy)	207.9	38.6%			
Research Channels by Task Conferences / trade shows / events / webinars (Decide which product to buy)	183.5	23.8%			
Research Channels by Task Conferences / trade shows / events / webinars (Decide which product to buy)	204.4	26.5%			
Research Channels by Task Conferences / trade shows / events / webinars (Decide which product to buy)	157.7	22.6%			
Research Channels by Task Business / Technology podcasts (Decide which product to buy)	1.8	0.4%			
Research Channels by Task Business / Technology podcasts (Decide which product to buy)	4.5.7	0.9%			
Research Channels by Task Business / Technology podcasts (Decide which product to buy)	160.2	17.6%			
Research Channels by Task Blogs (Decide which product to buy)	141.2	15.3%			
Research Channels by Task Blogs (Decide which product to buy)	167.3	14.7%			
Research Channels by Task Blogs (Decide which product to buy)	163.0	14.6%			

Audiences

Full questions

Research Channels by Task
How, and if, brands and non-brands have been seen or heard of in your typically use-them for?

Audiences

Agency Advocates
Reporting Experts
Existing Experts

Base audiences
All internal users

Locations

All locations

Waves

Q3 2024, Q2 2024, Q1 2024, Q3 2023
2023

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 23% – 46%)
Business Challenges in B2B purchases **Limited budget**	168.1	40.3%
	189.5	45.4%
	161	38.6%
Business Challenges in B2B purchases **Cost-effectiveness concerns of the purchase**	170.8	36.4%
	156	33.3%
	63.8	13.6%
Business Challenges in B2B purchases **Difficulty finding reliable suppliers/vendors**	121	15.9%
	106.9	14%
	76.6	10%
Business Challenges in B2B purchases **Compliance requirements before purchasing**	94.8	12%
	58.7	7.4%
	89.6	11.4%
Business Challenges in B2B purchases **Limited payment flexibility**	82.6	8.8%
	130.4	14%
	121.9	13.1%
Business Challenges in B2B purchases **Procurement complexity or organizational bureaucracy**	73.5	8.7%
	77.6	9.2%
	115.5	13.7%
Business Challenges in B2B purchases **Lack of customer support during the purchase process**	70.4	6%
	140.3	11.9%
	134.6	11.4%
Business Challenges in B2B purchases **Lack of alignment between purchasing needs and available solutions in the market**	55.2	5.6%
	67.3	6.9%
	138.6	14.1%
Business Challenges in B2B purchases **Lack of orchestration between sales and marketing**	57.6	4.3%
	49.2	3.7%
	132.4	9.9%
Business Challenges in B2B purchases **Lack of transparency in sustainability / environmental efforts**	33.2	2.5%
	54.6	4.1%
	87.7	6.6%

Reference

Full questions

Business Challenges in B2B purchases

What are the biggest challenges your organization faces when making B2B purchases?

Audiences

Agency Advocates

Begruding Buyers

Exacting Experts

Base audience:

All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Number of People Involved in Purchases **1 - only me**	631.4	58.1%
	658.1	60.6%
	564.4	50.9%
Number of People Involved in Purchases **2-3**	106.7	23.7%
	102	22.6%
	99.9	22.9%
Number of People Involved in Purchases **4-5**	47	7.8%
	53	8.8%
	76.3	13.4%
Number of People Involved in Purchases **6-10**	54.4	4.6%
	38.5	3.3%
	101.7	8.5%
Number of People Involved in Purchases **11-20**	50.2	3.2%
	52.7	3.3%
	28.2	1.7%
Number of People Involved in Purchases **20+**	50.3	2.4%
	20.7	1%
	43.6	2.1%
Number of People Involved in Purchases **Don't know**	4.5	0.2%
	8.9	0.4%
	10.8	0.5%

Reference

Full questions

Number of People Involved in Purchases

Overall, how many people would normally be involved in the purchase of a new product or service?

Audiences

Agency Advocates

Begruding Buyers

Exacting Experts

Base audience:

All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 36.5% – 73%)
Departments Involved in Purchases **C-level management / leadership team**	286.1	72.2%
	266.8	67.3%
	243.9	58.4%
Departments Involved in Purchases **Purchasing / procurement**	110.9	26.2%
	119.9	28.3%
	84.1	19.7%
Departments Involved in Purchases **Sales / business development**	143.7	21.6%
	151.5	22.7%
	145.6	22.4%
Departments Involved in Purchases **IT / data security**	78.6	20.3%
	81.2	21%
	85.6	21.4%
Departments Involved in Purchases **Finance**	100.2	20.1%
	113.1	22.7%
	95.7	19%
Departments Involved in Purchases **End users in the team(s) in question**	122.2	18.2%
	108.3	16.1%
	63.2	8.5%
Departments Involved in Purchases **Marketing**	110	12%
	161.5	17.7%
	138.4	16.1%
Departments Involved in Purchases **None of these**	121.7	6.9%
	120.3	6.8%
	140.8	9%
Departments Involved in Purchases **Legal**	65.5	6.9%
	68.5	7.2%
	63.6	6.9%
Departments Involved in Purchases **Other**	164.1	6.4%
	132.5	5.2%
	107.1	3.6%
Departments Involved in Purchases **Human Resources (HR)**	55.5	6.2%
	110.8	12.3%
	103.8	11.5%
Departments Involved in Purchases **3rd party (e. g. consulting agency)**	74.5	3.7%
	73	3.6%
	76.1	3.7%

Reference

Full questions

Departments Involved in Purchases
Which of the following departments or people are usually involved in purchasing a new product or service?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

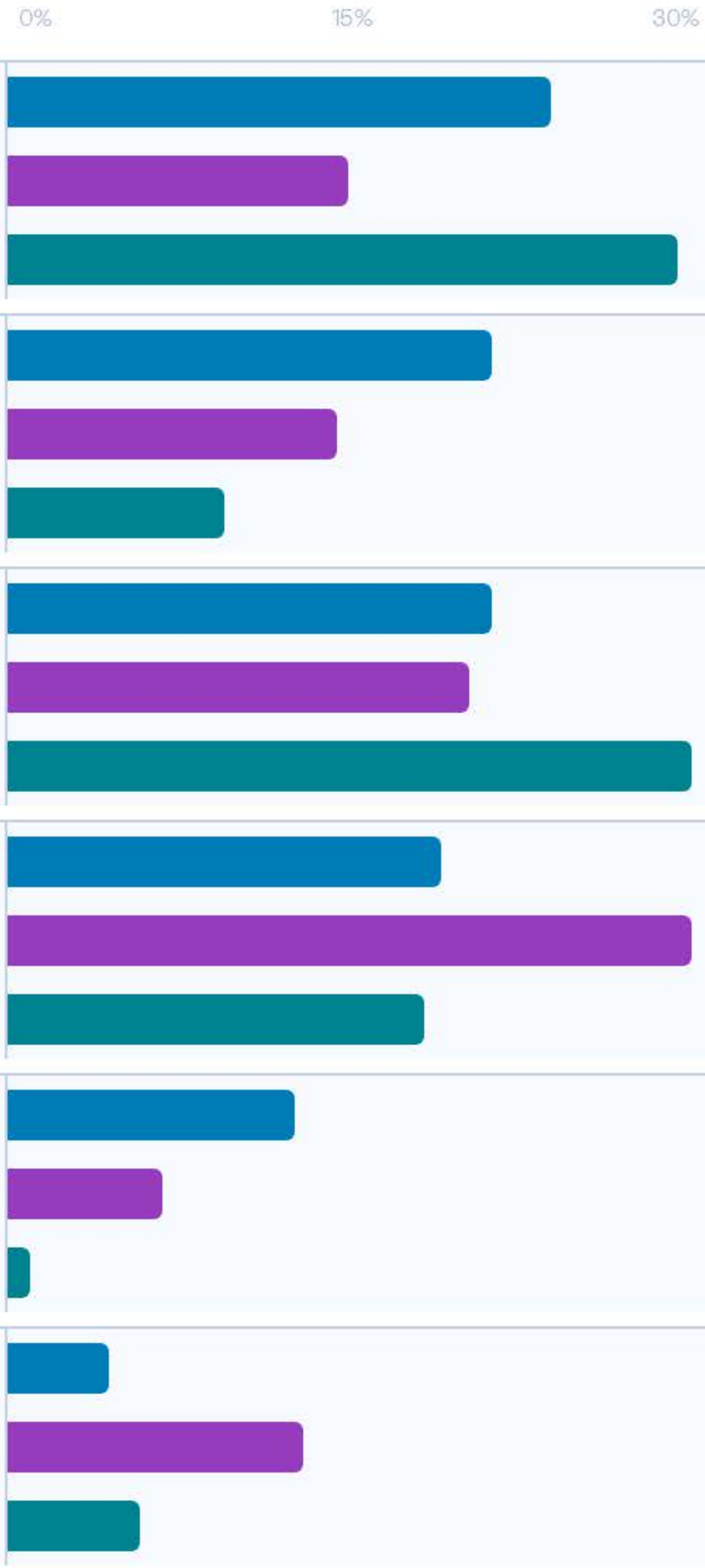
Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Typical Sales Cycle **4 - 6 months**	172.8	23.1%
	108.6	14.5%
	212.6	28.4%
Typical Sales Cycle **Don't know**	165.1	20.6%
	112.4	14%
	73.7	9.2%
Typical Sales Cycle **1 - 3 months**	92.8	20.5%
	88.9	19.6%
	131.2	29%
Typical Sales Cycle **Less than a month**	286.5	18.4%
	454.2	29.1%
	275.8	17.7%
Typical Sales Cycle **10 - 12 months**	208.3	12.2%
	113.2	6.6%
	14.8	0.9%
Typical Sales Cycle **1 - 2 years**	51	4.3%
	148.3	12.5%
	66.7	5.6%



Reference

Full questions

Typical Sales Cycle
How long does a typical sales cycle last?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Podcast Genres* (From Q3 2023) News & politics	173.9	30.6%
	144.1	25.4%
	162.4	28.6%
Podcast Genres* (From Q3 2023) True crime	142.2	29.6%
	143.7	29.9%
	115.9	24.2%
Podcast Genres* (From Q3 2023) Technology	178.7	27.3%
	177	27%
	187.2	28.6%
Podcast Genres* (From Q3 2023) Sports	121.9	24.9%
	101.6	20.7%
	149.4	30.5%
Podcast Genres* (From Q3 2023) History	137.7	23.3%
	111.7	18.9%
	131.9	22.3%
Podcast Genres* (From Q3 2023) Science	172.7	22.6%
	179.2	23.4%
	131.7	17.2%
Podcast Genres* (From Q3 2023) I don't listen to / watch podcasts	84.8	21.8%
	75.5	19.4%
	65.6	16.9%
Podcast Genres* (From Q3 2023) Talk shows / interviews	148.3	21.7%
	113.8	16.7%
	141.7	20.7%
Podcast Genres* (From Q3 2023) Business & finance	173.3	20.4%
	176.2	20.8%
	169	19.9%
Podcast Genres* (From Q3 2023) Music	104.7	18.9%
	114.9	20.7%
	100.1	18.1%
Podcast Genres* (From Q3 2023) TV & film	133.5	17.3%
	126.8	16.4%
	107.4	13.9%
Podcast Genres* (From Q3 2023) Society & culture	121	17.1%
	130.6	18.5%
	137.4	19.4%
Podcast Genres* (From Q3 2023) Comedy	65.9	17.1%
	76.4	19.8%
	128.7	33.4%
Podcast Genres* (From Q3 2023) Education	159.7	16%
	161.6	16.2%
	88	8.8%
Podcast Genres* (From Q3 2023) Gaming	117.8	15.2%
	159.9	20.6%
	170.7	22%
Podcast Genres* (From Q3 2023) Health & lifestyle	108.3	14.8%
	121.1	16.6%
	101.4	13.9%
Podcast Genres* (From Q3 2023) Travel	98.9	13.7%
	126.7	17.5%
	150.1	20.8%
Podcast Genres* (From Q3 2023) Fiction	154.2	13.2%
	200.4	17.2%
	148.8	12.8%
Podcast Genres* (From Q3 2023) Advice & self-help	122.9	12.2%
	149.5	14.9%
	124.9	12.4%
Podcast Genres* (From Q3 2023) Religion & spirituality	127.7	10.8%
	149.5	12.6%
	130.8	11%
Podcast Genres* (From Q3 2023) Food & drink	77	10.3%
	93.1	12.4%
	137.4	18.3%
Podcast Genres* (From Q3 2023) Arts	152.3	10%
	170	11.1%
	161	10.5%
Podcast Genres* (From Q3 2023) Parenting & family	70.6	3.9%
	149.5	8.3%
	101.7	5.7%

Reference

Full questions

Podcast Genres* (From Q3 2023)
Which are your preferred types of Podcasts?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Named Social Media Services Used **Facebook (From Q3 2021) (More than once a day, Daily)**	106	65.2%
	102.3	62.9%
	97.7	59.8%
Named Social Media Services Used **Instagram (From Q3 2021) (More than once a day, Daily)**	104.3	46.9%
	109.7	49.4%
	126	58.5%
Named Social Media Services Used **X (From Q3 2021) (More than once a day, Daily)**	162.1	45.6%
	167.6	47.2%
	162.3	44.3%
Named Social Media Services Used **TikTok (From Q3 2021) (More than once a day, Daily)**	105.2	23.8%
	99	22.4%
	136.6	37.8%
Named Social Media Services Used **Reddit (From Q3 2021) (More than once a day, Daily)**	148.9	22.8%
	157.1	24.1%
	147.8	26%
Named Social Media Services Used **Pinterest (From Q3 2021) (More than once a day, Daily)**	164.5	20.3%
	155.4	19.1%
	164.8	19.2%
Named Social Media Services Used **LinkedIn (From Q3 2021) (More than once a day, Daily)**	130.3	19.4%
	131.5	19.6%
	131	19.3%
Named Social Media Services Used **Snapchat (From Q3 2021) (More than once a day, Daily)**	83.1	16.3%
	98.4	19.3%
	157.5	31.5%

Reference

Full questions

Named Social Media Services Used
How often do you visit or use these services?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience % (0% – 22% – 44%)
Social Media Actions by Platform (From Q3 2021) **Facebook / Facebook Messenger (Follow / find information about products and brands)**	131.8	43.6%
	122.9	40.7%
	128.4	43.6%
Social Media Actions by Platform (From Q3 2021) **Instagram (Follow / find information about products and brands)**	96.8	29.9%
	105.7	32.6%
	117.1	39%
Social Media Actions by Platform (From Q3 2021) **Pinterest (Follow / find information about products and brands)**	167.2	25%
	173	25.8%
	131.1	20.4%
Social Media Actions by Platform (From Q3 2021) **X (Follow / find information about products and brands)**	141.1	24.7%
	144.1	25.3%
	186	33.3%
Social Media Actions by Platform (From Q3 2021) **Reddit (Follow / find information about products and brands)**	172.6	19.9%
	178.6	20.5%
	139.7	18.7%
Social Media Actions by Platform (From Q3 2021) **Linkedin (Follow / find information about products and brands)**	194.7	16.8%
	181	15.7%
	159.3	13.3%
Social Media Actions by Platform (From Q3 2021) **TikTok (Follow / find information about products and brands)**	91.1	12.9%
	107.7	15.3%
	143.8	26.4%
Social Media Actions by Platform (From Q3 2021) **Snapchat (Follow / find information about products and brands)**	150.5	9%
	154.6	9.2%
	148	9.2%

Reference

Full questions

Social Media Actions by Platform (From Q3 2021)
Which platforms / services do you use to do the following?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Online Brand Interactions in Last Month Visited a brand's website	123	78.3%
	116.8	74.4%
	115.9	73%
Online Brand Interactions in Last Month Read an email / newsletter from a brand	167	44.9%
	154.8	41.7%
	122	32.5%
Online Brand Interactions in Last Month Watched a video made by a brand	146.1	31.5%
	132	28.4%
	113.3	26%
Online Brand Interactions in Last Month Visited a brand's social network page	151.4	26.6%
	165.5	29.1%
	111.9	20.7%
Online Brand Interactions in Last Month Liked / followed a brand on a social network	132.5	22.7%
	152.2	26.1%
	132.5	25%
Online Brand Interactions in Last Month Downloaded / used a branded app	145.6	22.2%
	146.6	22.4%
	130.1	22.3%
Online Brand Interactions in Last Month Left feedback or a review on a brand's website	175	20.1%
	185.8	21.4%
	139.2	16.2%
Online Brand Interactions in Last Month Used a QR code provided by a company or brand	141	19.5%
	135	18.7%
	154.6	23.5%
Online Brand Interactions in Last Month Used a company's live-chat service on a website	181.9	19.1%
	162.7	17.1%
	166.8	18.7%
Online Brand Interactions in Last Month Clicked on a promoted / sponsored post on a social network	145.6	17.3%
	165.5	19.7%
	193.3	25%
Online Brand Interactions in Last Month Used a social networking "share" button on a website	135.2	17.1%
	150.3	19%
	81.1	11.4%
Online Brand Interactions in Last Month Played a branded game	148.3	15.8%
	153.9	16.4%
	130	14.5%
Online Brand Interactions in Last Month Clicked on an online ad on the top or side of a website	134.3	15.6%
	168	19.5%
	159.1	19.1%
Online Brand Interactions in Last Month Shared a brand's post on a social network	164.6	13.2%
	188.5	15.1%
	149.4	13.2%
Online Brand Interactions in Last Month Interacted with a brand on a messaging app	165.8	10.8%
	158.7	10.3%
	80.2	5.5%
Online Brand Interactions in Last Month Asked a question to a brand on a social network	128.1	9.8%
	155.3	11.9%
	188.9	15.1%
Online Brand Interactions in Last Month Provided ideas for a new product / design	140.6	9.1%
	142.1	9.1%
	223.6	14.8%
Online Brand Interactions in Last Month Uploaded a photo / video to a brand's social network page	132.4	8.5%
	155.6	9.9%
	130.8	9.2%
Online Brand Interactions in Last Month Unliked / stopped following a brand on a social network	95.8	8.1%
	114.8	9.7%
	149.7	14.3%
Online Brand Interactions in Last Month Read a branded blog	103.8	6.9%
	161.6	10.7%
	184.6	12.4%

Reference

Full questions

Online Brand Interactions in Last Month
Which of the following actions have you done online in the past month?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates, Begruding Buyers, Exacting Experts

GWI.

Attributes	Index	Audience %
Job Satisfaction **Extremely satisfied**	254.5	48.2%
	208.7	39.5%
	224.9	41.1%
Job Satisfaction **Satisfied**	95.9	35.4%
	109.9	40.6%
	109.7	39.9%
Job Satisfaction **Somewhat satisfied**	46.5	10.8%
	49.9	11.6%
	28.2	6.8%
Job Satisfaction **Somewhat dissatisfied**	33.4	2%
	46.2	2.8%
	92.3	5.9%
Job Satisfaction **Neither satisfied nor dissatisfied**	13.8	1.3%
	37.2	3.5%
	30.2	2.9%
Job Satisfaction **Dissatisfied**	42.5	1.3%
	30.3	0.9%
	26.8	0.8%
Job Satisfaction **Extremely dissatisfied**	41.7	0.9%
	45.5	0.9%
	110.6	2.6%

Reference

Full questions

Job Satisfaction
Thinking about your current role, how satisfied are you with your job overall?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: All internet users

Audiences: Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Audience %	Index
Activities in Last Week: Watched / Listened to **Live video stream (From Q3 2021) (Any device)**	41.5%	179
	44.9%	193.3
	41.4%	177
Activities in Last Week: Watched / Listened to **Sports match / commentary (From Q3 2021) (Any device)**	25.5%	155.5
	23.9%	145.4
	31%	190.9
Activities in Last Week: Watched / Listened to **Product review video (From Q3 2021) (Any device)**	31.8%	154.6
	32.2%	156.2
	32.6%	156.3
Activities in Last Week: Watched / Listened to **Audio-book / E-book (From Q3 2021) (Any device)**	17.4%	147.4
	18.4%	155.4
	23.3%	199.2
Activities in Last Week: Watched / Listened to **Vlog / influencer video (From Q3 2021) (Any device)**	19.1%	142.8
	21.3%	159.6
	22.9%	157.9
Activities in Last Week: Watched / Listened to **Music video (From Q3 2021) (Any device)**	56%	142.4
	56.2%	142.9
	56.5%	135.5
Activities in Last Week: Watched / Listened to **How-to / tutorial video (From Q3 2021) (Any device)**	45.5%	141.6
	43.6%	135.7
	38.8%	115.6
Activities in Last Week: Watched / Listened to **Gaming video (From Q3 2021) (Any device)**	33%	141.6
	35.5%	152.6
	40.1%	162
Activities in Last Week: Watched / Listened to **Other long video (10 mins+) (From Q3 2021) (Any device)**	49.6%	139.2
	54.7%	153.6
	47.8%	126.9
Activities in Last Week: Watched / Listened to **Educational video (From Q3 2021) (Any device)**	28%	138.7
	27.9%	138.1
	27.8%	140.1
Activities in Last Week: Watched / Listened to **Sports highlights / clips (From Q3 2021) (Any device)**	35.8%	130
	32.5%	118
	43.8%	150
Activities in Last Week: Watched / Listened to **Other short video (Under 10 mins) (From Q3 2021) (Any device)**	69.6%	125.4
	68.1%	122.6
	60.9%	106.8
Activities in Last Week: Watched / Listened to **Comedy / meme / viral video (From Q3 2021) (Any device)**	43%	121.3
	44.1%	124.5
	43.1%	112.5
Activities in Last Week: Watched / Listened to **Music-streaming service (From Q3 2021) (Any device)**	59.9%	117.1
	64.1%	125.3
	65.1%	122.2
Activities in Last Week: Watched / Listened to **Read / watched food recipes (From Q3 2022) (Any device)**	50.1%	115.9
	46.2%	106.7
	46.4%	105.7
Activities in Last Week: Watched / Listened to **Podcast (From Q3 2021) (Any device)**	37.2%	110.3
	37.1%	110
	49.1%	132.5
Activities in Last Week: Watched / Listened to **Radio show / station (From Q3 2021) (Any device)**	21%	109.8
	19.8%	104
	19.3%	99.1
Activities in Last Week: Watched / Listened to **Any video (From Q3 2021) (Any device)**	92.4%	103.8
	93%	104.5
	95.2%	104.3
Activities in Last Week: Watched / Listened to **A beauty / make-up tutorial (From Q3 2023) (Any device)**	11.3%	95.8
	12.2%	103.5
	11.3%	95.5

Reference

Full questions

Activities in Last Week: Watched / Listened to
In the last week, which of these have you watched or listened to online?

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021

Base Audience: Audiences:

All internet users | Agency Advocates | Begruding Buyers | Exacting Experts

GWI.

Attributes	Index	Audience %
Media Consumption Segmentation Social Media (More than 4 hours)	93.2	9.8%
	108.9	11.5%
	162.6	19.5%
Media Consumption Segmentation Social Media (2 hours to 4 hours)	71.5	10.7%
	92.5	13.9%
	129.9	22.3%
Media Consumption Segmentation Social Media (30 minutes to 2 hours)	110.9	47.7%
	111.2	47.8%
	69.3	29.5%
Media Consumption Segmentation Social Media (Less than 30 minutes)	108.1	24.6%
	89	20.2%
	115.3	23.5%
Media Consumption Segmentation Radio (30 minutes to 2 hours)	116.1	41.9%
	107	38.6%
	112.3	40.5%
Media Consumption Segmentation Podcasts (From Q2 2020) (30 minutes to 2 hours)	104.3	30.2%
	100.1	29%
	118.5	37.7%
Media Consumption Segmentation Physical Press (30 minutes to 2 hours)	160.4	25.6%
	158.5	25.3%
	155.1	25%
Media Consumption Segmentation Online TV / Streaming (2 hours to 4 hours)	110.3	18.1%
	118.6	19.4%
	175.2	29.8%
Media Consumption Segmentation Online TV / Streaming (30 minutes to 2 hours)	91.6	27.5%
	95.3	28.6%
	81.4	25.4%
Media Consumption Segmentation Online Press (30 minutes to 2 hours)	141.5	38.5%
	149.4	40.6%
	126.8	34.8%
Media Consumption Segmentation Online on PC / Laptop / Tablet (2 hours to 4 hours)	118.6	28%
	105.9	25%
	105.8	23.5%
Media Consumption Segmentation Online on Mobile (More than 4 hours)	83	14.8%
	97.3	17.3%
	131.7	27.7%
Media Consumption Segmentation Online on Mobile (2 hours to 4 hours)	95.2	22.4%
	106.3	25%
	126.2	32.3%
Media Consumption Segmentation Music Streaming (2 hours to 4 hours)	120.3	15.6%
	154.4	20.1%
	88.3	12.7%
Media Consumption Segmentation Music Streaming (30 minutes to 2 hours)	102.8	34.9%
	99.7	33.9%
	121.7	44.5%
Media Consumption Segmentation Linear/Broadcast TV (More than 4 hours)	134.9	26.1%
	129.8	25.1%
	153.1	30.9%
Media Consumption Segmentation Linear/Broadcast TV (2 hours to 4 hours)	107.1	33%
	102.7	31.7%
	85.4	27.1%
Media Consumption Segmentation Games Consoles (30 minutes to 2 hours)	100.8	25.7%
	100.7	25.7%
	119.1	30.5%

Reference

Full questions

Media Consumption Segmentation
This data is auto-generated based on responses to the Time Spent questions.

Audiences

Agency Advocates
Begruding Buyers
Exacting Experts

Base audience:
All internet users

Locations

All locations

Waves

Q3 2024, Q3 2023, Q3 2022, Q3 2021