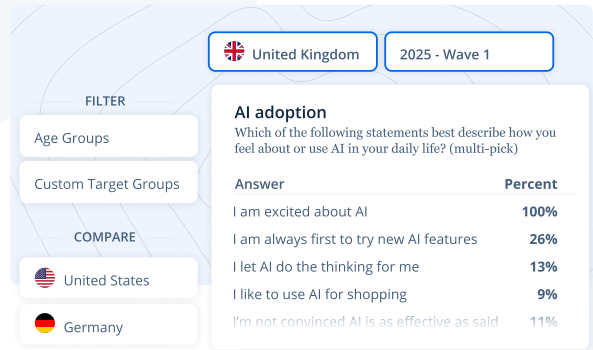


# Uncover the ‘why’ behind consumer trends

The **Consumer Insights Pulse survey** reveals the deeper motivations and attitudes behind consumer behavior, with surveys released monthly. Stay ahead of consumer sentiment and trends by tracking confidence, trust, and shifting values across your key industries—in Germany, UK, and U.S.



## Consumer Insights Pulse survey

Get insights into questions like these and more.



### Personal values

Which of the following are most important to you? (multi-pick: e.g. appearance, career, community)



### Trust

Which of the following organizations or institutions do you trust in your country?



### Confidence

What are the biggest challenges you face in your personal life right now?



### Societal trends

Which of these statements about society do you agree with?



### Archetypes

Which of the following statements best describe how you feel about or use AI in your daily life?

## What to **expect** from the Pulse survey

### Essential insights into sentiments and trends

Gain fresh insights into how consumers think, feel, and respond to today's changing world. Our Pulse survey draws from 6,000 respondents aged 18–64 across Germany, the UK, and the U.S. It tracks shifting attitudes, values, and confidence across 12 key industries (updated every 6 months).

### Understand the ‘why’ behind consumer behaviour

This survey dives deep into consumers' minds to uncover reasons behind consumer decisions. The Pulse survey helps you stay close to your target audience and make informed decisions by capturing both macro and micro consumer trends. It is an essential resource for understanding not just what is happening in the market, but why it matters.

### Full access to the Consumer Insights

Get full access to all elements of the Consumer Insights, including our interactive research tool featuring exclusive survey data from 3M+ interviews conducted in over 30+ countries and territories.



## The Pulse survey is **constantly expanding**

Our Pulse survey is an ever-evolving resource that delivers timely, actionable insights into consumer attitudes and behavior. We deliver monthly updates on sentiment, values, and trends, while also taking a closer look at 12 industries. Insights for two industries are released each month, ensuring every industry is updated twice a year. New topics are added regularly to keep our insights relevant. If there's a topic you'd like to see explored, please get in touch with us.

## Current & upcoming industries covered in the Pulse survey

- Automotive & Mobility
- Beauty & Personal Care
- eCommerce
- Electronics & Technology
- Entertainment & Media
- Fashion & Apparel
- Finance & Fintech
- Food & Beverages
- Health & Wellness
- Home & Living
- Sports & Fitness
- Travel & Hospitality

Analyze **consumer** trends

[Get more information here](#)