



Tribespotting

Meet the Hyper-Quantifiers

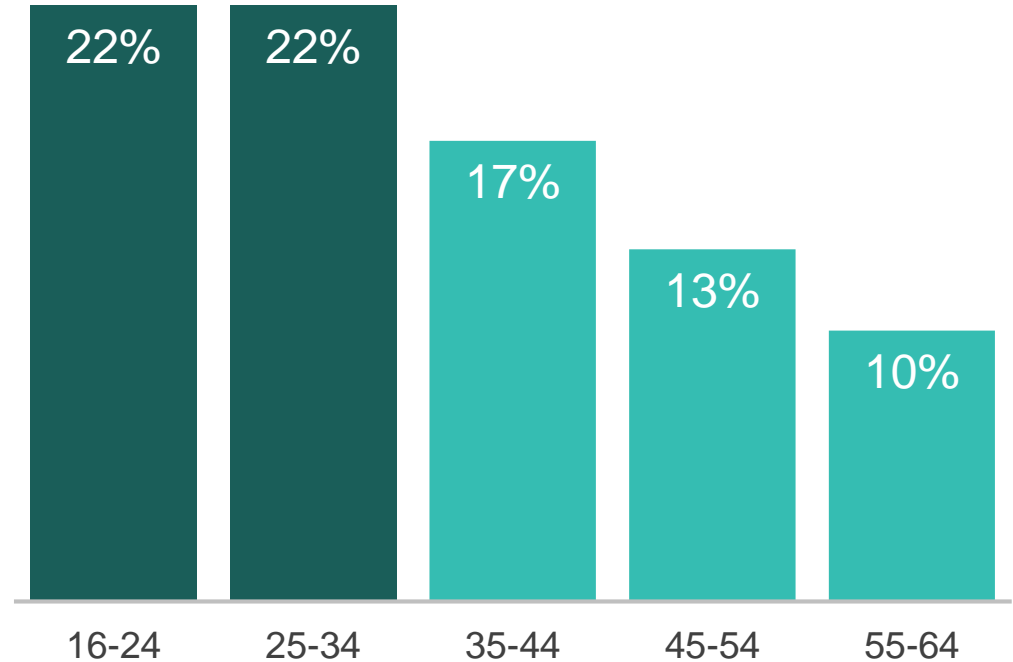
Average number of
self-tracking activities

Hyper-Quantifiers

≥ 4

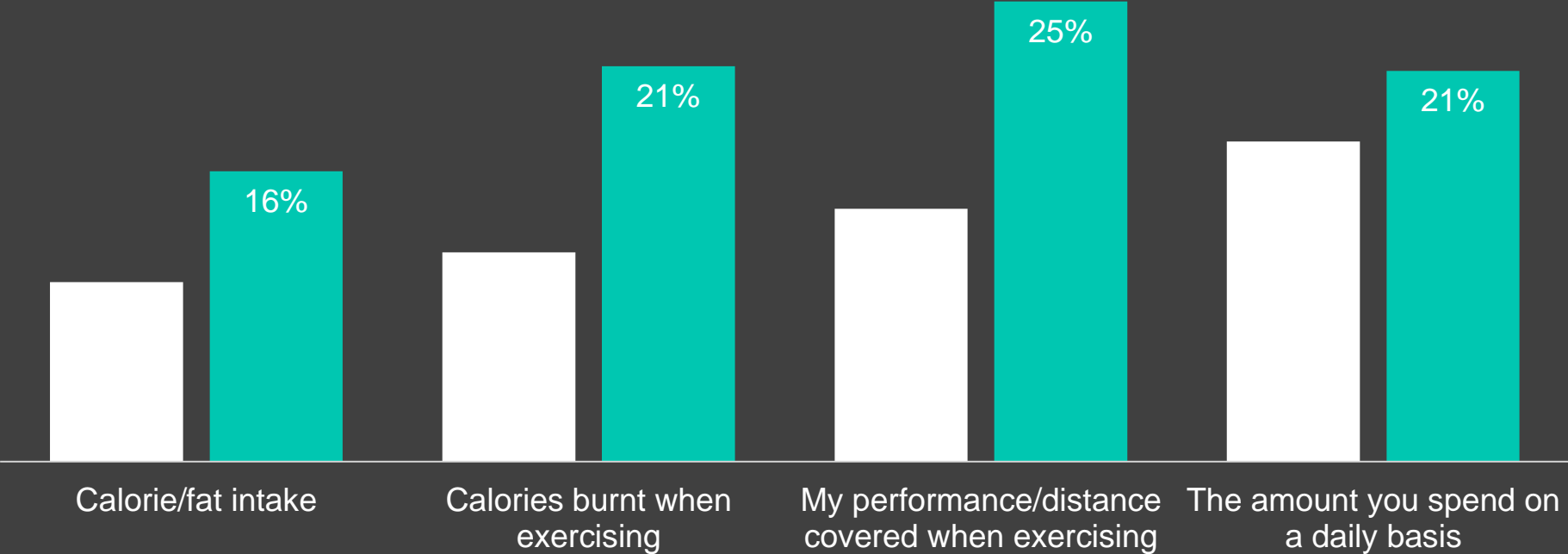
Who are the Hyper-Quantifiers?

% of global consumers in each age group
who monitor at least four aspects of their lives



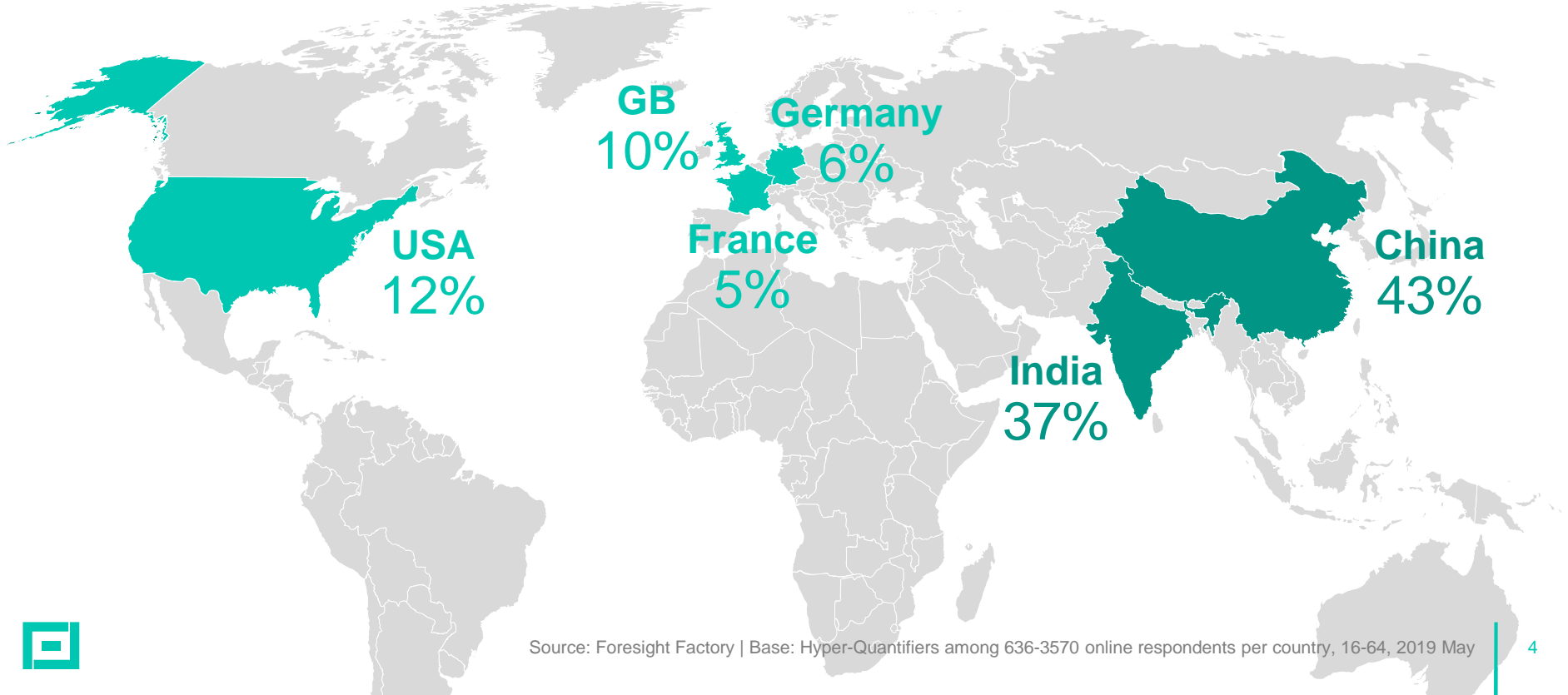
Broad range of tracking: increases for all activities

■ 2013 ■ 2019



Hyper-Quantifiers around the globe

Global average: 17%



Source: Foresight Factory | Base: Hyper-Quantifiers among 636-3570 online respondents per country, 16-64, 2019 May

What's driving this self-tracking behaviour?

Responses from our trendspotters:



“Self-improvement”

“Self-control”

“Achieving targets”

“Goal setting”

“Motivational”

Being seen as successful by others is important to me

20%

Non-Quantifiers

41%

Hyper-Quantifiers

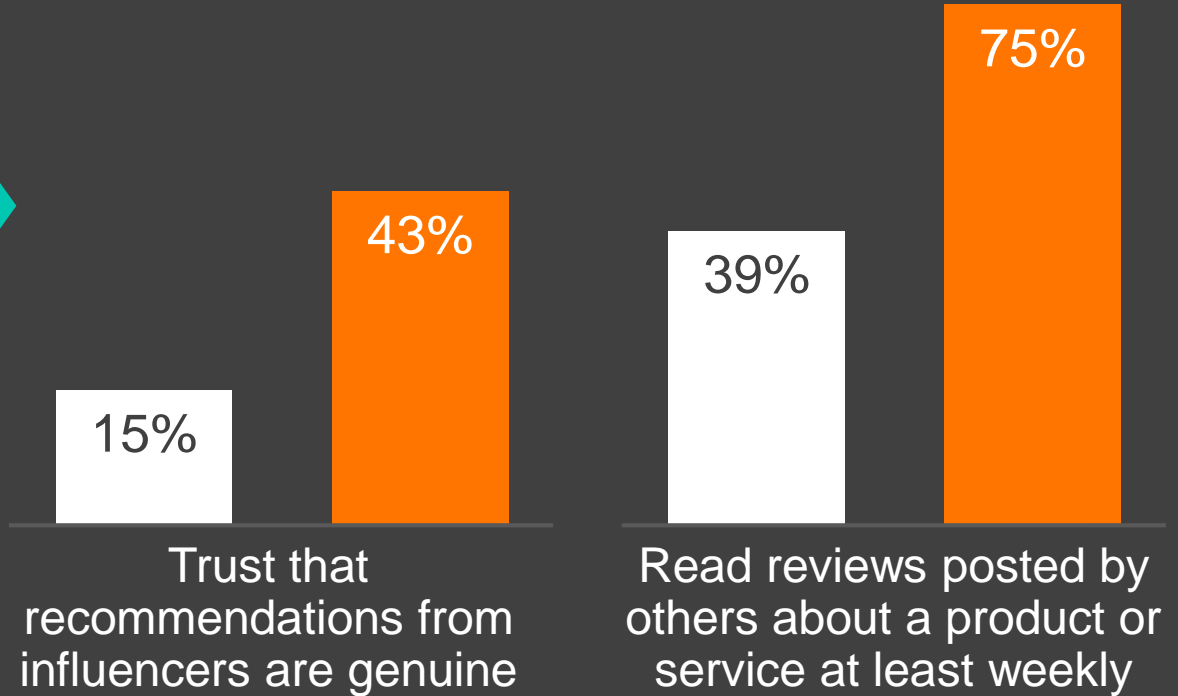


Hyper-Quantifiers like having a second opinion



Influencers and
peer reviews
have a relatively
strong effect on
Hyper-Quantifiers

HYPER-QUANTIFIERS NON-QUANTIFIERS



How should you act?

EDUCATE THEM

Hyper-Quantifiers would welcome advice from trusted brands to help them reach their goals

CURATE FOR THEM

Hyper-Quantifiers are happy to share data for tailored product and service recommendations

ENTICE/RETAIN THEM

Hyper-Quantifiers are cost cutters and non-committal, so brand loyalty is more tenuous



Want to know more?



Introducing Foresight Factory online

It is powered by technology to deliver deeper, faster and more accurate data and actionable insight.

Explore contextual drivers, consumer trends and sector trends to answer your business questions.

We provide you with a wealth of data:

50+ million
data points

1000+
customer
segments

200+
predefined
groups



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TRENDING 2020

