

Beyond Millennials: The 38 Million Transformists Who'll Change the World

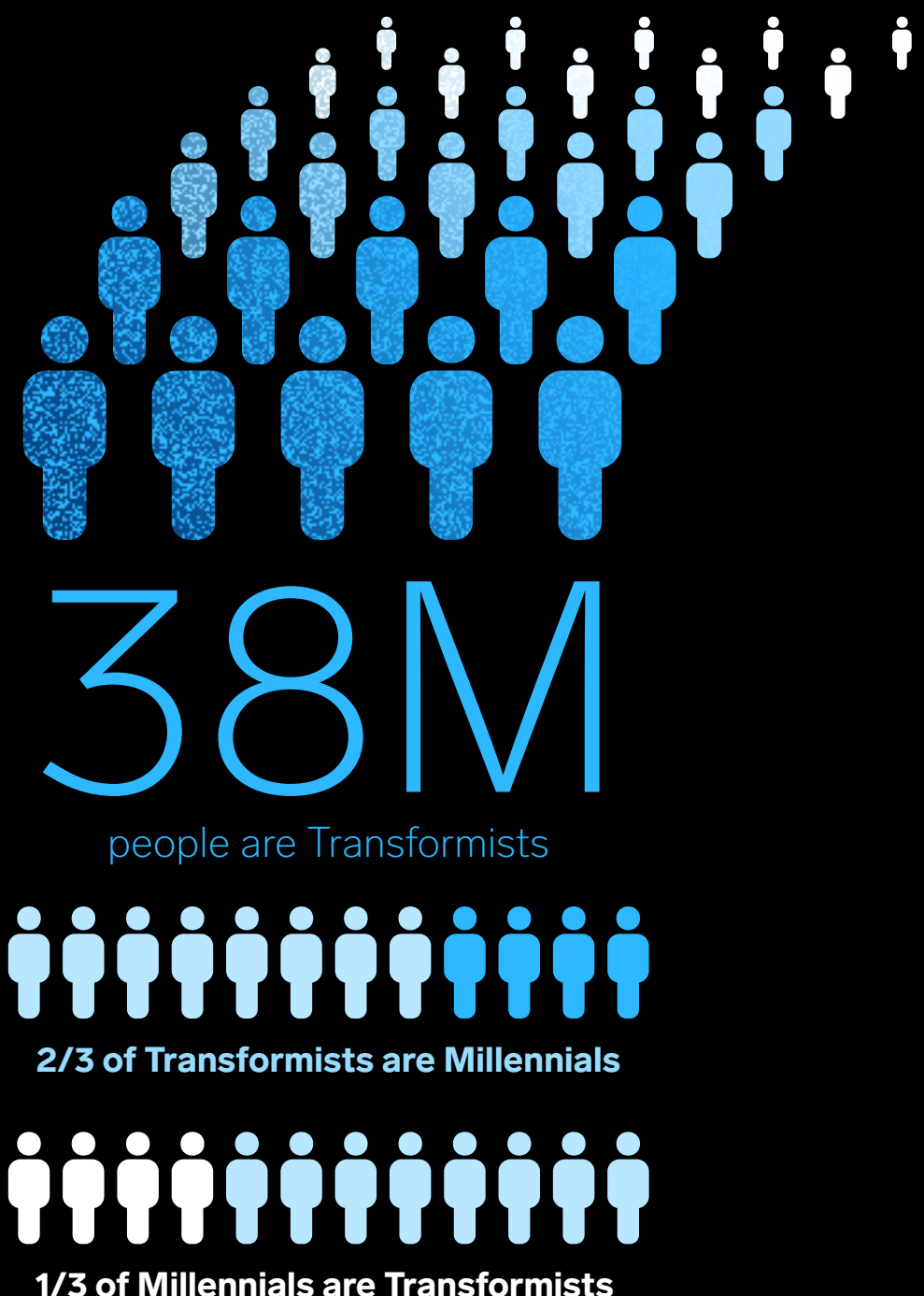
New research from Digitas and Insider Inc. has uncovered the modern marketplace's most influential change agents. Called Transformists, they're reshaping consumerism—for the better.

It's not a demographic, it's a mindset—and those who have it are changing every aspect of how we live, think and buy.

Shaped by our rapidly evolving digital world, Transformists lean into technology as a tool to help them achieve their goals.

Passionate, ambitious, and restless; constantly seeking ways to improve their career, their personal lives and the world around them.

The success of brands hinges on their ability to connect with the right consumers—those who take action and influence change.



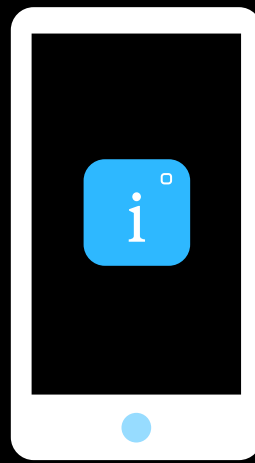
Natural triangulators, verifiers and fact-checkers, Transformists constantly seek out information on multiple sources across many topics to formulate their own point of view.

2-3X



Read 2-3x more information sources than their peers

62%



more likely to get information from mobile apps

33%



more likely to get information from social media

They are deliberate doers—far more likely than their peers to take action on the content they consume.

2X

more likely to act on the content they consume—sharing it, making decisions, and applying it to their everyday life.

61%



"I share the information with someone else"

48%



"I generally apply the information I learn to the way I live"

They're more curious, adventurous and open to taking risks.

97%



"I like trying new and different experiences"

95%



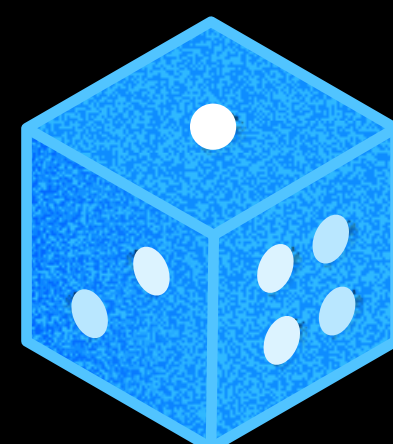
"I like trying new brands"

94%



"I am more curious than most people"

81%



"I like taking risks in life"

And they're more ambitious—always seeking to get ahead and improve their lives.

60%



strongly agree
"I am always striving to advance my career"

48%



strongly agree a professional goal is "to own my own business"

Yet their ambition to do better reaches beyond themselves—they also demand good citizenship from the brands they choose.

95%



more than 9 in 10 expect companies to conduct business in an ethical manner

61%



more likely to buy a product if part of the proceeds go to a cause they care about

Transformists live by their values—and brands that speak to them can benefit strongly from their loyalty.

50%



1 in 2 strongly agree "When I find a brand I like, I stick to it"

54%



agree "If a product is made by a company I trust, I'll buy it even if it is slightly more expensive"

Learn more about the Transformists.

Contact transformists@insider-inc.com or consumerintelligence@digitas.com

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