Global community
Panel book
Global influencer community

Plug into the power of the world’s largest online social voting community. TolunaInfluencers™ is a diverse, global community of millions of highly engaged consumers ready to respond – right here, right now – with detailed, actionable insights to supercharge your on-the-spot decision making. With TolunaInfluencers™ on your side, your brand will always have the power to perform.
At Toluna, we connect brands directly with the people that matter most to them. Loyal customers and - just as important - future customers.

How do we do this? A powerful synergy of advanced technology, unrivaled expertise and the world’s largest and most diverse respondent community.

These elements come together in real time in the industry’s first end-to-end consumer insights platform – and you can only find it at Toluna.
An unrivaled member experience

There's a good reason why the TolunaInfluencer™ community boasts a constantly growing membership of involved and active consumers. We are mad about consumers! So much so that we have created an online home filled with information and activities to interest and engage them. A go-to destination where they can share insights with clients, chat with fellow members and, of course, complete surveys!

Because our members can easily access their community via mobile, app, or desktop, they are always at home. And because they love being at home, they are ready to provide the feedback you need, whenever you need it.
Our healthy obsessions

The TolunaInfluencers™ community is unlike any other, and we’re obsessed with keeping it that way. We ensure that we’re providing a high-value member experience and keep things fresh to ensure participation!

- **Obsessed** with engagement
- **Obsessed** with details
- **Obsessed** with quality
- **Obsessed** with the full picture
- **Obsessed** with the world
Obsessed with engagement

It’s all about building relationships

We have made an art of building deep and lasting relationships with our members by creating an atmosphere of mutual trust and respect. More than just a survey platform, we have built an interconnected, worldwide community.

Consequently, TolunaInfluencers™ are completely candid with their responses, resulting in high-quality insights into what they think, feel and do. That means our clients can always count on the accuracy and validity of the data they receive from our members.
Obsessed with details

Access to the right respondents, right when you need them.

Sure, we offer real-time access to an unrivaled pool of millions of community members worldwide - but - what good is that if you don’t know who they are or what makes them tick?

Using advanced technologies, we continually collect both reported and observed data – constantly updating members’ profiles in real-time. With cutting edge digital tracking software, we can accurately chart a consumer’s journey across the online universe.

All this attention to detail results in a 360-degree portrait of our members, so we genuinely understand who they are and what motivates them. Meaning you can be certain you always have access to consumers who precisely meet your demographic.
Obsessed with details

Selected profile attributes.

Member attributes
- Name, address, etc.
- Income
- Education
- Ethnicity
- Language

Automotive
- Cars owned, make and model
- Automobile details
- Planned purchases

Employment
- Status
- Position
- Industry
- Decision-making capabilities

Beauty
- Stores shopped at
- Luxury items
- Personal care

Finance
- Credit cards used
- Assets and investment levels

Health
- Deep details about conditions & ailments
- Medications taken
- Wellness practices

Home & family
- Marital status
- Children
- Household details and planning
- Education

Internet/technology
- Devices used and ownership
- Mobile

Media use
- General behaviors
- Subscriptions

Shopping
- Habits and preferences
- Frequency and level of spend
- Subscriptions

Sports
- Teams followed
- Hobbies and interests

Travel
- Trips taken
- Preferences
- Planning

Video games
- Devices and systems
- Spend and enthusiasm

Digital Behaviors/Digital Tracking
- Websites visited
- Cross device behavior
- Ads seen/exposure to marketing
- Content consumed
- Competitor sites viewed
- Location of purchase
- Time from browsing to purchase
Obsessed with quality

If you want to make great decisions, you need to trust that you are being given the best quality data. Our obsession with quality begins with making sure that we only recruit the very best respondents and continues through every stage of their engagement with us.

We maintain the rigorous quality of our respondents so we can guarantee the quality of your results.

But our commitment to quality doesn’t end there. The icing on the cake is the expert support that we offer you to ensure that the questions you ask, the projects you create, the surveys you design will deliver reliable, repeatable results – every single time.

Here’s how we do this:

- **People are real**
  Members are real people. No bots allowed!

- **Validated**
  Individuals are fully aware they are participating in the TolunaInfluencer community. Transparency is key.

- **Deduplicated**
  Respondents are prevented from participating more than once, knowingly or accidentally (deduplication).

- **Engaged**
  Surveys are always engaging, so respond submit well-considered responses.
Obsessed with the full picture

Our goal is to provide our clients with a 360° view of our members. We offer multiple methods of engagement, and whether our members participate in surveys, our community, or any other engagement, they can opt to do so via mobile, App, or online. What’s more, our respondents provide attitudinal insights, as well as behavioral data, to deepen our insights and understanding.

In addition to attitudinal survey information, our behavioral tracking solution allows us to track online activities across mobile, tablet and desk/laptops. We capture data points that allow us to understand where our members are browsing online, what are their main touchpoints and daily routines, what are their sequences and online patterns, what do they do before and after certain browsing sessions, and more.
Obsessed with the world

When you engage with our TolunaInfluencers™ community you will have a world of answers and insights at your fingertips. And you can rest assured that you’ll be working with the experts. Toluna introduced the first social voting community in 2000 and now boasts communities in more than 70 markets. We think globally but work locally to engage with members around the world, creating an engaged and active community ready to give you the insights you need to power your brand forward.

Highly engaged consumers across 70 markets

Nth America 9.7m+
Sth America 1.6m+
EMEA 8.3m+
MENA 513,017
APAC 10.4m+

Members
Members
Members
Members
Members
### Sth America

**Toluna Panel**

**Panel size:** 1.6m+

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*% of respondents that participate via mobile

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- Guyana
- Suriname
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*% of respondents that participate via mobile
## EMEA

### Toluna Panel

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* % of respondents that participate via mobile

### Partner Countries

- Belarus
- Benin
- Burkina Faso
- Burundi
- Cameroon
- Central African Republic
- Congo
- Croatia
- Cyprus
- Estonia
- Ghana
- Guinea
- Guinea Bissau
- Ivory Coast
- Kazakhstan
- Liberia
- Madagascar
- Mali
- Mozambique
- Niger
- Rwanda
- Senegal
- Somalia
- Swaziland
- Tanzania
- Uganda
- Zambia
- Zimbabwe
## MENA

**Toluna Panel**

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*% of respondents that participate via mobile

### Partner Countries

- Algeria
- Bahrain
- Palestine
- Sudan
- Syria
- Yemen
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</tr>
<tr>
<td>Malaysia</td>
<td>354,854</td>
<td>47%</td>
<td>53%</td>
<td>26%</td>
<td>43%</td>
<td>21%</td>
<td>7%</td>
<td>3%</td>
<td>51%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>52,627</td>
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<td>65%</td>
<td>30%</td>
<td>26%</td>
<td>16%</td>
<td>12%</td>
<td>16%</td>
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</tr>
<tr>
<td>Pakistan</td>
<td>94,402</td>
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<td>22%</td>
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<td>31%</td>
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<td>1%</td>
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<tr>
<td>Philippines</td>
<td>636,043</td>
<td>36%</td>
<td>64%</td>
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</tr>
<tr>
<td>Singapore</td>
<td>113,165</td>
<td>48%</td>
<td>52%</td>
<td>32%</td>
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<tr>
<td>Taiwan, China</td>
<td>414,779</td>
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<td>23%</td>
<td>29%</td>
<td>24%</td>
<td>14%</td>
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</tr>
<tr>
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<td>757,285</td>
<td>62%</td>
<td>38%</td>
<td>54%</td>
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<td>56%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>507,507</td>
<td>52%</td>
<td>48%</td>
<td>53%</td>
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<td>7%</td>
<td>0%</td>
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<td>-</td>
</tr>
</tbody>
</table>

*% of respondents that participate via mobile
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