# Global community

Panel book

toluna

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.
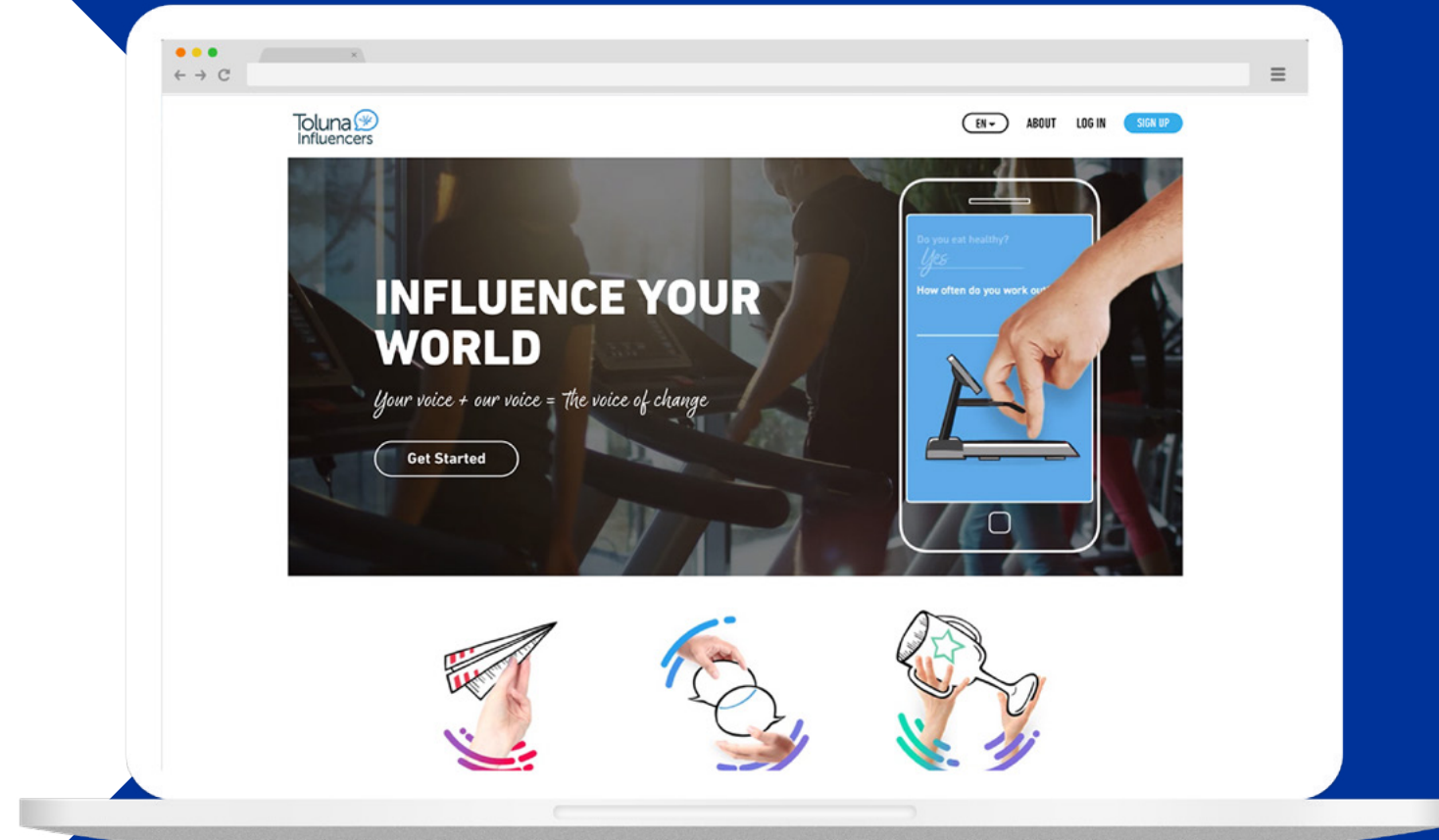
Connecting people and brands

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.
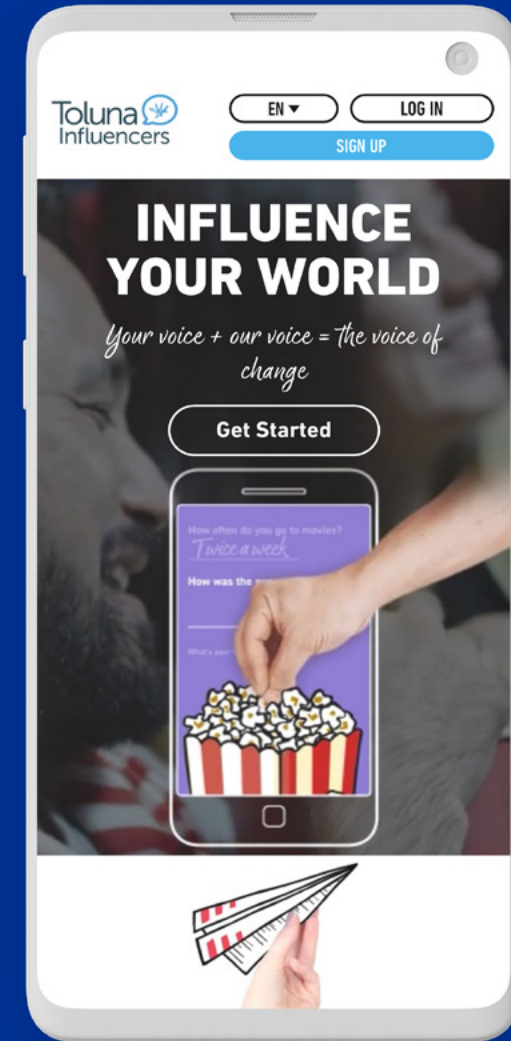
Our healthy obsessions

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

Global Community

toluna*

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 cakeis 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.

Likes Range Rovers

Has a degree in finance

Favourite holiday destination is Southern France

No children

Married three years

Learned data

Behavioural data

N Binge watches stranger things

Spotify Streams Pop

G Browsed new SUVs

a Bought fitness equipment online

YouTube Viewed BMW ad

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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.
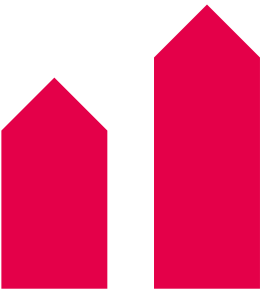
30.6m+
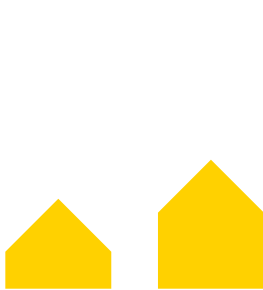
Highly engaged consumers across 70 markets
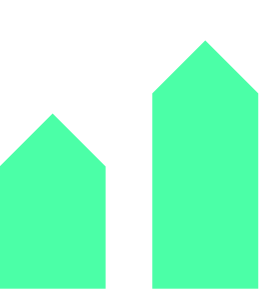
Nth Amercia
9.7m+
Members
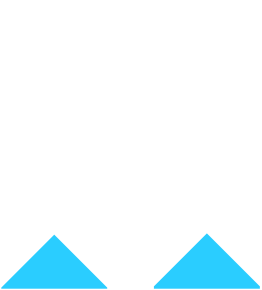
Sth America
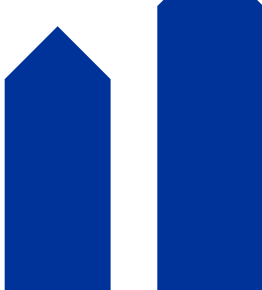## 1.6m+
Members

EMEA
8.3m+
Members

MENA
513,017
Members

APAC
10.4m+
Members

Sth America

Toluna Panel

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Argentina	176,300	39%	61%	31%	30%	21%	11%	7%	49%
Brazil	1,049,886	40%	60%	39%	35%	17%	7%	3%	44%
Chile	76,620	33%	67%	34%	34%	18%	9%	5%	56%
Colombia	209,328	43%	57%	39%	33%	17%	8%	3%	42%
Ecuador	12,063	43%	57%	52%	30%	12%	4%	1%	-
Paraguay	1,202	57%	43%	44%	34%	15%	5%	1%	-
Peru	72,411	42%	58%	48%	31%	13%	5%	2%	46%
Uruguay	3,844	37%	63%	43%	30%	17%	7%	3%	-
Venezuela	16,124	40%	60%	46%	25%	15%	9%	4%	-

*% of respondents that participate via mobile

Partner Countries

▶ Bolivia   ▶ Guyana   ▶ Suriname

EMEA

Toluna Panel

Panel size: **8.3m**

Country/Region	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Austria	83,987	44%	56%	33%	27%	17%	12%	11%	41%
Belgium	140,961	43%	57%	27%	21%	17%	15%	20%	27%
Bulgaria	10,763	34%	66%	36%	34%	16%	9%	5%	-
Czech Republic	45,119	36%	64%	31%	28%	16%	12%	14%	27%
Denmark	76,519	45%	55%	25%	27%	13%	14%	22%	40%
Finland	50,570	43%	57%	25%	22%	18%	15%	19%	47%
France	814,429	40%	60%	28%	21%	18%	15%	18%	22%
Germany	905,014	44%	56%	26%	26%	18%	14%	15%	27%
Greece	77,551	46%	54%	27%	27%	24%	15%	6%	40%
Hungary	74,259	44%	56%	32%	25%	18%	12%	13%	40%
Ireland	71,096	39%	61%	31%	25%	21%	14%	10%	46%
Italy	570,817	41%	59%	28%	26%	21%	15%	10%	38%
Kenya	16,342	65%	35%	55%	36%	7%	2%	-	-
Latvia	2,911	46%	54%	45%	34%	12%	6%	2%	-
Lithuania	3,450	44%	56%	53%	32%	10%	4%	2%	-
Netherlands	280,906	44%	56%	20%	16%	14%	16%	34%	34%
Nigeria	22,541	76%	24%	52%	36%	9%	2%	1%	-
Norway	57,588	44%	56%	32%	28%	16%	13%	11%	43%

*% of respondents that participate via mobile

EMEA

Toluna Panel

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Poland	372,862	44%	56%	40%	32%	14%	8%	6%	25%
Portugal	67,433	41%	59%	29%	28%	23%	13%	7%	35%
Romania	38,483	45%	55%	41%	31%	15%	8%	4%	-
Russian Federation	1,052,104	42%	58%	25%	34%	24%	11%	7%	22%
Slovakia	14,651	36%	64%	36%	33%	17%	8%	6%	-
South Africa	181,345	42%	58%	38%	35%	16%	7%	4%	47%
Spain	581,605	40%	60%	30%	27%	22%	14%	8%	34%
Sweden	139,355	41%	59%	26%	34%	13%	12%	16%	47%
Switzerland	45,420	45%	55%	32%	25%	17%	13%	13%	37%
Turkey	644,613	66%	34%	52%	31%	12%	4%	1%	53%
Ukraine	18,965	32%	68%	39%	41%	13%	5%	2%	-
United Kingdom	1,848,725	40%	60%	33%	28%	18%	12%	10%	32%

*% of respondents that participate via mobile

Partner Countries

▶ Belarus	▶ Benin	▶ Burkina Faso	▶ Burund	▶ 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

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Egypt	199,869	72%	28%	47%	36%	12%	4%	1%	57%
Morocco	129,476	50%	50%	51%	33%	11%	3%	1%	45%
Saudi Arabia	119,470	56%	44%	29%	46%	19%	4%	1%	66%
United Arab Emirates	64,202	48%	52%	20%	50%	24%	5%	1%	52%

*% of respondents that participate via mobile

Partner Countries

▶ Algeria ▶ Bahrain ▶ Palestine ▶ Sudan ▶ Syria ▶ Yemen

APAC

Toluna Panel

Panel size: **10.4m**

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Australia	691,296	39%	61%	23%	25%	20%	14%	18%	31%
China	3,781,560	51%	49%	41%	42%	11%	4%	2%	14%
Hong Kong SAR, China	59,931	34%	66%	25%	38%	24%	9%	4%	43%
India	740,582	34%	66%	53%	29%	12%	4%	3%	47%
Indonesia	697,102	73%	27%	61%	26%	9%	3%	1%	55%
Japan	1,099,119	45%	55%	13%	26%	25%	20%	17%	33%
Korea, Republic of	402,863	52%	48%	16%	28%	30%	18%	8%	26%
Malaysia	354,854	47%	53%	26%	43%	21%	7%	3%	51%
New Zealand	52,627	35%	65%	30%	26%	16%	12%	16%	38%
Pakistan	94,402	78%	22%	60%	31%	7%	2%	1%	-
Philippines	636,043	36%	64%	43%	38%	13%	5%	2%	53%
Singapore	113,165	48%	52%	32%	35%	19%	9%	5%	41%
Taiwan, China	414,779	42%	58%	23%	29%	24%	14%	10%	43%
Thailand	757,285	62%	38%	54%	30%	10%	3%	3%	56%
Vietnam	507,507	52%	48%	53%	38%	7%	1%	1%	-

*% of respondents that participate via mobile

Learn more about
real-time consumer insights at:
tolunacorporate.com

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