

**23**

Markets

**24**

Hours to complete survey

**1**

New program developed

## Challenge

CNN International planned to do a quick, global study in order to probe respondents' interest levels and awareness toward different news sources regarding the 2016 US Presidential Election.

CNN International needed quick but highly reliable insight that could be quoted in the press.

Further, they needed to field the survey in 23 countries respectively within a few days, and called for diverse linguistic localizations of the original questionnaire

## Solution

Partnered with Toluna, CNN International launched a study in 23 countries across Europe, the Middle East, Africa, Latin America, Asia Pacific, and Canada.

Using Toluna's platform, CNN International received data in 24-hours. Additionally, the agile data delivery was able to be analyzed in real-time.

## Impact

CNN International was able to make use of the data in 19 markets immediately and present at a client conference in three days.

Survey findings showed widespread international interest in the US Election. As a result of the data, CNN International debuted a new program 'State of the Race with Kate Bolduan.' The survey revealed CNN as #1 International source of US news.