Global community

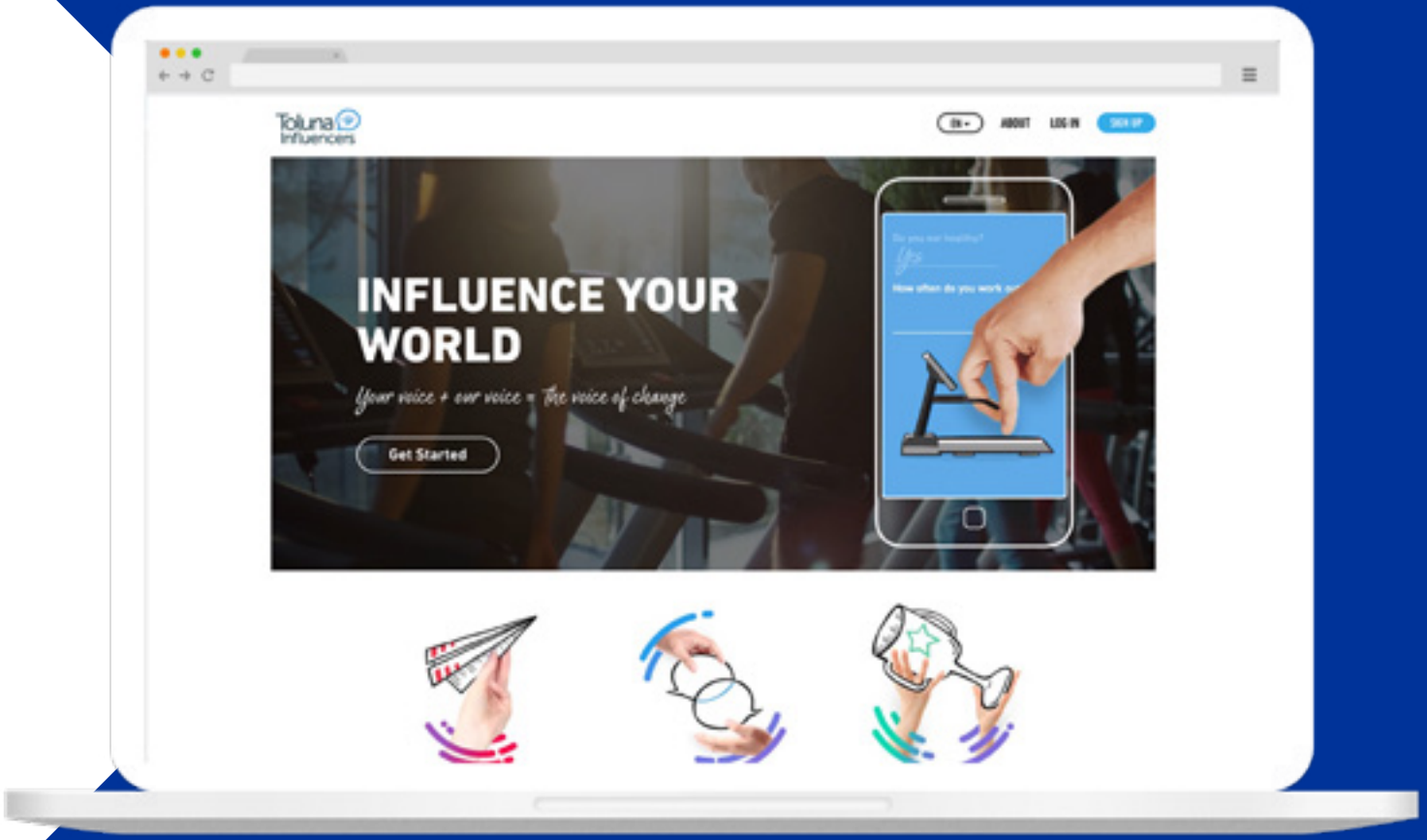
Panel book

Last Update: 2021

toluna

Global influencer community

Plug into the power of the world's largest online social voting community. **Toluna Influencers**™ 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 **Toluna Influencers**™ 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.

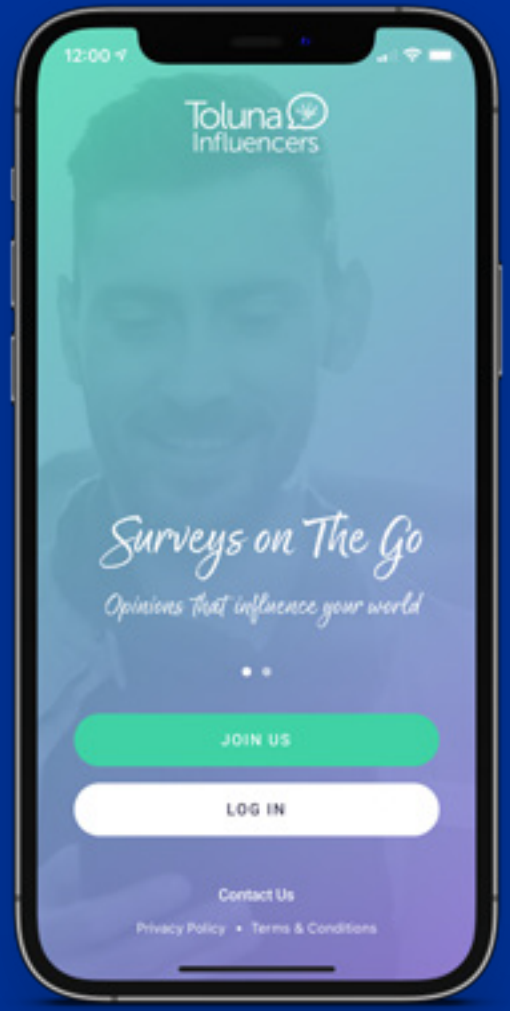
An unrivaled member experience

There's a good reason why the **Toluna Influencer**™ 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!

Available Features:

- In-app Chat-like Registration
- Interactive Onboarding
- Relevant Profiling
- Survey Choice based on Time
- Rewards Center
- Push Notifications

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.
Available on iOS & Android in 49 Countries.



Our healthy obsessions

The **Toluna Influencers**™ 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

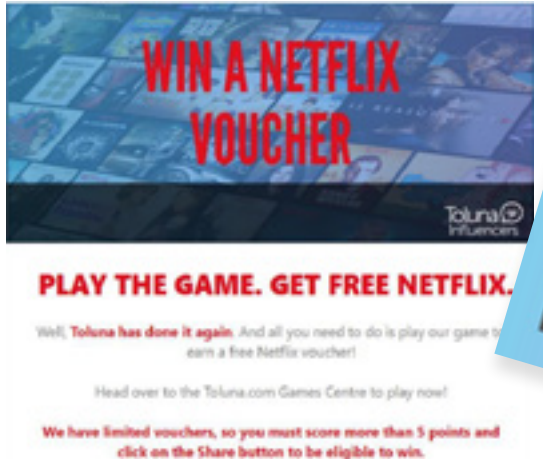
It's all about building relationships

We recruit our members from a variety of sources including search engine marketing, blogs, native social, and more, ensuring that we're building a panel that's diverse. What's more, 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 survey platform, we have built an interconnected, worldwide community.

To foster this sense of engagement we apply a lifecycle marketing approach. From acquisition through engagement, support and recognition, we ensure that our members are engaged and responsive. Consequently, **Toluna Influencers**™ 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.

Special programs designed to engage members

We do a lot to continue to engage with our members and create ongoing member focused communications - from Pinktober and raising funds for breast cancer research to Earth Day and variety of contests and programs.



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

Home & family

- Marital status
- Children
- Household details and planning
- Education

Employment

- Status
- Position
- Industry
- Decision-making capabilities

Shopping

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

Medical professionals

- Age
- Gender
- Graduation year
- MD/DO
- Primary & secondary areas of specialty
- Type of practice
- Type of physician

Media use

- General behaviors
- Subscriptions

Internet/technology

- Devices used and ownership
- Mobile

Video games

- Devices and systems
- Spend and enthusiasm

Health

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

Beauty

- Stores shopped at
- Luxury items
- Personal care

Automotive

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

Finance

- Credit cards used
- Assets and investment levels

Travel

- Trips taken
- Preferences
- Planning

Sports

- Teams followed
- Hobbies and interests

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 world

When you engage with our **Toluna Influencers**™ 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.

36m+

Highly engaged consumers across 70+ markets

NA

7.6m+

Members

LATAM

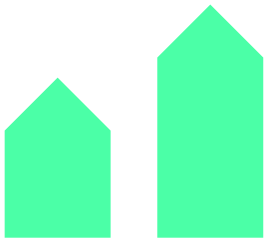
3.2m+

Members

Europe

10.7m+

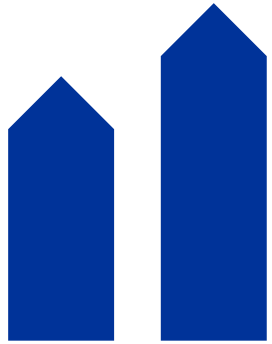
Members



APAC

13.3m+

Members



Middle East & Africa

1.3m+

Members

NA

Toluna Panel

Panel size: **7.6m**

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Canada	648,585	42%	58%	31%	26%	18%	11%	14%	38%
United States	6,948,881	38%	62%	28%	25%	21%	12%	14%	43%

*% of respondents that participate via mobile

LATAM

Toluna Panel

Panel size: 3.2m

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Argentina	303,548	43%	57%	38%	29%	18%	9%	6%	58%
Brazil	1,318,047	42%	58%	38%	32%	18%	7%	4%	63%
Chile	241,564	35%	65%	39%	33%	16%	8%	4%	62%
Colombia	216,228	42%	58%	42%	30%	16%	8%	4%	56%
Ecuador	27,348	51%	49%	39%	28%	21%	8%	4%	44%
Mexico	902,033	53%	47%	49%	30%	14%	5%	2%	63%
Peru	170,554	45%	55%	43%	34%	15%	6%	2%	59%
Uruguay	2,559	44%	56%	36%	28%	20%	9%	6%	65%
Venezuela	7,780	54%	46%	27%	32%	18%	14%	9%	32%

*% of respondents that participate via mobile

Partner Countries

- Bolivia
- Costa Rica
- Dominican Republic
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama
- Puerto Rico

Europe

Toluna Panel

Panel size: 10.7m

Country/Region	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Austria	107,824	52%	48%	35%	28%	18%	10%	9%	55%
Belgium	146,167	50%	50%	33%	22%	16%	12%	16%	39%
Bulgaria	22,424	41%	59%	22%	29%	24%	17%	8%	52%
Croatia	27,358	47%	53%	25%	31%	23%	14%	7%	50%
Czech Republic	141,114	53%	47%	35%	29%	17%	11%	9%	40%
Denmark	72,217	56%	44%	33%	23%	16%	12%	16%	50%
Finland	49,790	48%	52%	26%	26%	19%	13%	16%	54%
France	1,604,668	46%	54%	36%	24%	18%	12%	11%	38%
Germany	1,612,480	52%	48%	34%	26%	17%	10%	11%	39%
Greece	73,538	51%	49%	29%	27%	23%	15%	6%	47%
Hungary	49,390	45%	55%	29%	26%	18%	14%	13%	48%
Ireland	134,611	52%	48%	37%	27%	19%	11%	7%	60%
Italy	652,650	47%	53%	28%	25%	21%	15%	11%	54%
Latvia	8,658	44%	56%	36%	31%	20%	5%	7%	59%
Lithuania	15,163	53%	47%	50%	30%	12%	6%	3%	64%
Netherlands	447,161	55%	45%	40%	25%	14%	9%	12%	44%
Norway	63,351	51%	49%	36%	26%	16%	11%	10%	55%
Poland	276,892	49%	51%	40%	31%	16%	7%	6%	41%
Portugal	77,962	42%	58%	26%	29%	24%	14%	7%	43%

Europe

Toluna Panel

Panel size: 10.7m

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Romania	166,280	46%	54%	29%	31%	21%	12%	7%	58%
Russian Federation	974,570	55%	45%	42%	27%	19%	7%	5%	48%
Slovakia	19,646	38%	62%	36%	28%	19%	10%	7%	67%
Spain	841,083	50%	50%	33%	26%	21%	12%	7%	50%
Sweden	192,464	48%	52%	28%	27%	17%	13%	16%	56%
Switzerland	86,850	50%	50%	29%	27%	20%	13%	11%	50%
Turkey	416,823	68%	32%	47%	27%	18%	5%	3%	68%
Ukraine	142,883	41%	59%	32%	34%	20%	9%	5%	59%
United Kingdom	2,303,896	43%	57%	32%	26%	18%	11%	13%	48%

*% of respondents that participate via mobile

Partner Countries

- Croatia
- Estonia
- Kazakhstan
- Serbia
- Slovenia

APAC

Toluna Panel

Panel size: **13.3m**

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Australia	791,173	44%	56%	28%	26%	19%	11%	15%	38%
China	3,029,109	51%	49%	36%	33%	17%	8%	6%	49%
Hong Kong	195,800	45%	55%	29%	33%	22%	10%	5%	50%
India	2,811,843	65%	35%	46%	29%	17%	5%	3%	73%
Indonesia	867,763	63%	37%	45%	33%	15%	5%	2%	75%
Japan	1,966,008	44%	56%	26%	22%	21%	16%	15%	48%
Korea, Republic of	595,966	47%	53%	40%	25%	23%	8%	4%	51%
Malaysia	434,805	50%	50%	34%	37%	20%	7%	3%	68%
New Zealand	123,766	41%	59%	25%	27%	18%	12%	18%	46%
Pakistan	38,844	69%	31%	46%	33%	13%	4%	3%	65%
Philippines	738,044	39%	61%	42%	36%	15%	5%	2%	60%
Singapore	274,207	51%	49%	24%	32%	23%	12%	8%	55%
Taiwan	320,503	50%	50%	31%	32%	23%	9%	5%	73%
Thailand	495,930	52%	48%	39%	33%	18%	6%	3%	74%
Viet Nam	702,114	61%	39%	44%	34%	17%	4%	2%	72%

*% of respondents that participate via mobile

Partner Countries

- Bangladesh
- Sri Lanka

Middle East & Africa

Toluna Panel

Panel size: **1.3m**

Country	Panel count	Male	Female	18-24	25-34	36-44	45-54	55+	Mobile*
Algeria	5,141	61%	39%	38%	34%	17%	8%	3%	51%
Bahrain	4,108	57%	43%	37%	33%	21%	7%	3%	60%
Egypt	140,403	72%	28%	43%	33%	16%	6%	2%	72%
Iran (Islamic Republic Of)	559	88%	13%	32%	37%	20%	8%	4%	47%
Iraq	4,478	63%	37%	54%	32%	9%	4%	2%	72%
Israel	31,972	66%	34%	43%	32%	14%	7%	4%	54%
Jordan	5,406	55%	45%	50%	32%	12%	5%	1%	63%
Kenya	34,275	52%	48%	41%	39%	14%	4%	1%	67%
Kuwait	11,569	62%	38%	22%	47%	24%	5%	2%	65%
Lebanon	5,219	44%	56%	47%	40%	11%	2%	0%	73%
Morocco	24,477	64%	36%	40%	34%	16%	7%	3%	63%
Nigeria	96,203	67%	33%	43%	37%	14%	4%	1%	78%
Oman	9,329	70%	30%	41%	37%	16%	4%	2%	62%
Qatar	8,090	67%	33%	32%	43%	19%	5%	2%	50%
Saudi Arabia	397,210	58%	42%	40%	39%	16%	4%	2%	76%
South Africa	295,916	44%	56%	38%	36%	17%	7%	3%	65%
Tunisia	535	53%	47%	29%	42%	19%	8%	1%	52%
United Arab Emirates	205,842	58%	42%	26%	44%	23%	5%	1%	63%

*% of respondents that participate via mobile

Partner Countries

- Israel
- Cameroon
- Ghana

Global Physician Capabilities

	North America		South America		Europe				
Specialization	**United States**	**Canada**	**Brazil**	**Mexico**	**United Kingdom**	**France**	**Germany**	**Italy**	**Spain**
General Practitioners	200+	200+	200+	200+	200+	200+	200+	200+	200+
Cardiologoists	200+	50+	200+	100+	100+	200+	200+	200+	100+
Dermatologists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Endocrinologists	200+	<50	100+	50+	100+	100+	50+	100+	100+
Gastroenterologists	200+	<50	50+	50+	100+	200+	100+	100+	100+
Nephrologists	200+	<50	50+	<50	50+	100+	50+	100+	100+
Neurologists	200+	<50	100+	50+	100+	100+	200+	200+	100+
OB/GYNs	200+	50+	200+	100+	100+	200+	200+	200+	200+
Oncologists	200+	50+	100+	50+	100+	100+	100+	100+	100+
Opthalmologists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Orthopedists	200+	<50	100+	50+	100+	100+	100+	100+	100+
Pediatricians	200+	<50	100+	200+	200+	100+	200+	200+	200+
Psychiatrists	200+	50+	100+	50+	200+	200+	200+	200+	200+
Pulmonologists	200+	<50	50+	<50	100+	100+	100+	100+	100+
Radiologists	200+	50+	50+	50+	100+	200+	100+	100+	100+
Rheumatologists	200+	<50	50+	<50	100+	100+	50+	100+	100+
Surgeons	200+	50+	100+	100+	200+	100+	200+	100+	100+
Urologists	200+	<50	50+	50+	100+	100+	100+	100+	100+
Pharmacists	200+	200+	100+	100+	200+	200+	200+	200+	200+
Nurses	200+	200+	100+	100+	200+	200+	200+	200+	200+
Dentists	200+	200+	100+	100+	200+	200+	200+	200+	200+

Global Physician Capabilities

Asia Pacific (APAC)

Specialization	Singapore	Malaysia	Thailand	India	Hong Kong	China	Japan	Korea	Australia	New Zealand	Indonesia	Taiwan	Philippines	Taiwan
General Practitioners	50+	200+	200+	200+	50+	200+	50+	200+	100+	50+	200+	100+	200+	00
Cardiologoists	<50	100+	100+	100+	<50	100+	50+	50+	<50	<50	50+	50+	100+	50+
Dermatologists	<50	100+	100+	100+	<50	100+	50+	100+	<50	<50	200+	50+	100+	00
Endocrinologists	<50	100+	100+	100+	<50	100+	<50	50+	<50	<50	200+	50+	100+	50+
Gastroenterologists	<50	50+	50+	100+	<50	50+	<50	100+	<50	<50	50+	50+	50+	<50
Nephrologists	<50	<50	50+	50+	<50	<50	<50	50+	<50	<50	50+	50+	50+	<50
Neurologists	<50	<50	50+	50+	<50	<50	<50	100+	<50	<50	50+	50+	50+	<50
OB/GYNs	<50	100+	100+	100+	<50	100+	50+	200+	<50	<50	200+	50+	100+	50+
Oncologists	<50	50+	100+	100+	<50	100+	<50	50+	<50	<50	200+	50+	100+	50+
Opthalmologists	50+	100+	100+	200+	50+	200+	50+	50+	50+	<50	200+	100+	200+	00
Orthopedists	<50	50+	50+	50+	<50	100+	50+	100+	50+	<50	100+	50+	50+	50+
Pediatricians	<50	100+	100+	200+	<50	200+	50+	100+	<50	<50	200+	100+	200+	00
Psychiatrists	<50	50+	50+	50+	<50	100+	<50	50+	<50	<50	50+	50+	50+	50+
Pulmonologists	<50	50+	50+	50+	<50	50+	<50	50+	<50	<50	50+	<50	50+	50+
Radiologists	<50	<50	50+	50+	<50	100+	<50	50+	<50	<50	200+	50+	50+	<50
Rheumatologists	<50	50+	100+	100+	<50	100+	<50	50+	<50	<50	100+	50+	100+	50+
Surgeons	<50	50+	100+	100+	<50	100+	<50	100+	<50	<50	100+	50+	100+	50+
Urologists	<50	50+	100+	100+	<50	50+	<50	50+	<50	<50	100+	50+	100+	50+
Pharmacists	100+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	200+	200+	200+
Nurses	100+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	200+	200+	200+
Dentists	50+	200+	200+	200+	100+	200+	100+	200+	50+	50+	200+	100+	200+	100+

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

toluna