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Profile Book

Last Update: March 2025

Profiling surveys

Registration Profiler:

Basic Demographics

Additional Profilers:

Automotive

Employment

Finance

Health

Home and Family

Lifestyle

Media

Medical Professionals

Parents

Personal Care

Shopping

Technology

Travel

Video Games

How do our members get profiled?

▶ During registration, all Toluna members must complete basic demographic questions.

▶ After registration, all members have access to more than a dozen profiling surveys, each being a different subject matter. These profiling surveys are incentivized and do not have any termination questions.

▶ Profiling surveys may be updated at any time during a member's lifetime and additional incentives will be rewarded after 6 months of their completion.

▶ To consistently maintain more time-sensitive profiling information, Toluna will expire select profiling attributes before the 6-month timeline to encourage members to update these attributes.

▶ To help facilitate profiling updates, Toluna also fields pre-surveys for attributes that may not yet be populated or are expired.

Basic profiler

First name	Global
Last name	Global
Email	Global
Gender	Global
Date of birth	Global
Address 1	Global
Address 2	Global
Country	Global
City	Global
Postal Code	Local
Mobile Phone Number	Global
Race	Local
Ethnicity	Local
Citizenship Status	Local
Education	Global
Work Position	Global
Annual & Monthly HH Income	Global
Primary Grocery Shopper	Global
Number of people living in the HH	Global
Number of children under 18 in the HH	Global
GEO Attributes (States/Provinces/Regions etc.)	Global
Social Grade (SEL/SEG/SEC)	Local
Parents	Global
Motherhood	Global
MENA Nationality Groups	Local
Generations	Global

Automotive profiler

Cars in HH amount		Global
Main car driven	Year built, make, model, style, year purchased, own or lease, new or secondhand, owner, fuel	Global
Second car in HH	Year built, make, model, style, year purchased, owner, own or lease, new or secondhand, fuel	Global
Car maintenance decision maker		Global
Other vehicles	Own or plan to buy N12M	Global
Next car	Purchase date, new or secondhand, make, style, price	Global
Motorbike	Make, engine size	Global
Scooter	Make, engine size	Global
Consider electric vehicle purchase		Global

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Employment profiler

Employment status	Global
Type of firm	Global
Company Industry	Global
Work department	Global
Employment position	Global
Decision making authority areas	Global
Number of employees in company - all offices	Global
Number of employees in company - your office	Global
Company global annual revenue	Global
IT Professional role	Global
LinkedIn account	Global
Linkedin URL	Global

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Finance profiler

Financial decision maker in HH	Global
Financial assets own	Global
Financial institutions account	Global
Personal credit cards	Global
Business credit cards	Global
Mortgage types	Local
Cryptocurrency type own	Global
Cryptocurrency usage type	Global
Health insurance coverage source	Local
Investable assets amount	Global
Liquid assets level	Local

Health profiler

Health and medical areas - member, as a care provider	Global
Medical devices – member, as a care provider	Global
Allergies	Global
Food allergies	Global
Breathing/respiratory conditions	Global
Cancer conditions	Global
Diabetes	Global
Insulin types, frequency	Global
Digestive conditions	Global
Eye/ear/nose/throat conditions	Global
Heart/blood conditions	Global
Immunological conditions	Global
Men's health conditions	Global
Mental health and behavior conditions	Global
Neurological/brain-related conditions	Global
Bone/joint/muscle conditions	Global
Physical appearance conditions	Global
Sexual health conditions	Global
Skin conditions	Global
Sleep conditions	Global
Weight conditions	Global
Women's health conditions	Global

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Home & Family profiler

Main salary earner in HH	Global
Monthly net income – Member	Global
Marital status	Global
Children - date of birth (up to 10)	Global
Children - gender (up to 10)	Global
Expecting a baby in HH - due date, gender	Global
Pregnancy planned N12M	Global
Country of birth	Global
City of residence	Local
City population	Global
Rent or own home	Global
Sexual orientation	Global
Gender identity	Global
Ethnic heritage (Hispanic/Latino)	Local
Ethnic heritage (Asian)	Local
Ethnic heritage (Native Hawaiian or Other Pacific Islander)	Local
US Hispanics language dominance	Local
Qualitative interest	Global
Qualitative time	Global
Loyalty programs membership	Local
Additional survey languages	Global
Ride sharing companies used P12M	Global
Type of pets in HH	Global
Voter registration	Local
Political party affiliation	Local

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Lifestyle profiler

Interests	Global
Sports played	Global
Sport practice frequency	Global
Sports watched on TV	Global
eSports activities P12M	Global
Types of gambling P12M	Local
Training or exercising frequency	Global
Gym membership	Global
Diet type	Global
Supplements taken regularly	Global
Interest in natural or sustainable products	Global
Interest in climate change	Global
Behavior changes P6M	Global
Cannabis user	Local
Cannabis purpose use	Local
CBD frequency	Local
Alcohol types consumed P6M	Local
Alcohol brands consumed P6M	Local
Beer brands	Local
Tobacco type	Global
Tobacco brands	Local
Vapor or electronic cigarettes brands	Local

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Media profiler

Cable or satellite provider	Local
TV subscription services	Global
Video and audio streaming services frequency	Local
Video and audio streaming services	Local
Cinema frequency	Global
Movie types preferred	Global
Media activities frequency	Global
Magazine types	Global
Magazine titles	Local
Website types	Global
Online social network frequency	Global
Online social network websites	Global
Social media influencer/creator/administrator	Local

Medical Professionals profiler

Physicians	
Primary & secondary areas of specialty	Global
MD/DO	Global
Years in practice	Global
Type of practice	Global
Allied Healthcare Professionals	
Nurses	Global
Physician Assistants	Global
Hospital Executives	Global
Dentists	Global
Optometrists and Opticians	Global
Pharmacists -Retail/Hospital	Global
Veterinarians	Global
Certified Diabetic Educators	Global
Nutritionists/Dieticians	Global
Purchasing/Procurement	Global
Payers/MCOs (Medical and Pharmacy Directors)	Global

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Parents profiler

Child responsibility	Global
Child items purchased P3M	Global
Toys purchased P3M	Global
Breastfeeding	Global
Potty training	Global
Child medical conditions	Global
Child media frequency	Global
Child device usage P3M	Global
Video platforms used by child	Global
Child device purchase N12M	Global
Child media genre	Global
Child streaming apps	Global
Child device own	Global

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Personal Care profiler

Personal care products purchased P6M	Global
Organic personal care products purchased P6M	Global
Personal care products store types	Global
Personal care products used once per week	Global
Face care products used once per week	Global
Body care products used once per week	Global
Personal care views	Global
Facial grooming views	Global
Facial hair style	Global
Facial hair removal P7D	Global
Grooming device expenditure	Local
Body hair removal P12M	Global
Facial skincare brands	Local
Make-up brands	Local
Annual hair removal expenditure	Local

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Shopping profiler

Store types shopped P6M	Global
Main supermarket	Global
Other supermarkets	Global
Grocery store types	Global
Products purchased P6M	Global
Luxury products purchased P12M	Global
Clothes and footwear purchased P12M	Local
Casual sneaker brands awareness	Local
Online shopping P12M frequency	Global
Online shopping P12M items	Global
Frequency of delivery services	Global
Fast food restaurants purchased P3M	Global

Technology profiler

Internet access places	Global
Internet service provider at home	Global
Internet connection type at home	Global
Frequency of internet usage	Global
Main internet browser	Global
Webcam and facial expressions participation	Local
Online payment methods	Local
Technology devices owned	Global
Mobile phone brand PERSONAL	Global
Mobile phone service provider PERSONAL	Local
Mobile phone operating system PERSONAL	Global
Mobile phone contract type PERSONAL	Global
Mobile phone decision maker BUSINESS	Global
Mobile phone brand BUSINESS	Global
Mobile phone operating system BUSINESS	Global

Travel profiler

Travel frequency P12M LEISURE	Global
Travel frequency P12M BUSINESS	Global
Travel destinations P12M LEISURE	Global
Travel destinations P12M BUSINESS	Global
Countries visited - Africa	Global
Countries visited - Asia	Global
Countries visited - Europe	Global
Countries visited - Middle East	Global
Countries visited - Oceania	Global
Countries visited - North America	Global
Countries visited - Central America	Global
Countries visited - South America	Global
Airline class LEISURE	Global
Airline class BUSINESS	Global
Airline companies flown P12M	Global
Travel accommodations P12M LEISURE	Global
Travel accommodations P12M BUSINESS	Global
Travel transportation P12M LEISURE	Global
Travel transportation P12M BUSINESS	Global
Types of vacations taken P12M	Global

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Video Games profiler

Types of devices used to play video games	Global
Play video games frequency per week	Global
Play video games frequency hours per week	Global
Play video games online	Global
Video game consoles owned	Global
Video game consoles purchased P12M	Global
Gaming devices owned	Global
Types of games played	Global
Gaming activities carried out P6M	Global
Purchased gaming apps	Local
Purchased microtransactions	Local
Amount spent on gaming apps or microtransactions	Local

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