



Global community

Panel book

Last Update: March 2025





Who we are

Toluna is a technology company that delivers real-time insights at the speed of the on-demand economy. Toluna Start is our end-to-end insights platform that allows you to perform any qualitative or quantitative study in moments—with integrated access to our panel of over 79+ million Toluna Influencers in 70+ countries.

Toluna Influencers is a diverse, global community of highly engaged, richly profiled 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.



Our global reach

11m+

Toluna Influencers App Downloads

70+ Countries

around the globe

350+

Profiling points

79m+

Highly engaged
consumers





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 quality
- ▶ **Obsessed** with engagement
- ▶ **Obsessed** with details
- ▶ **Obsessed** with inclusion
- ▶ **Obsessed** with the world





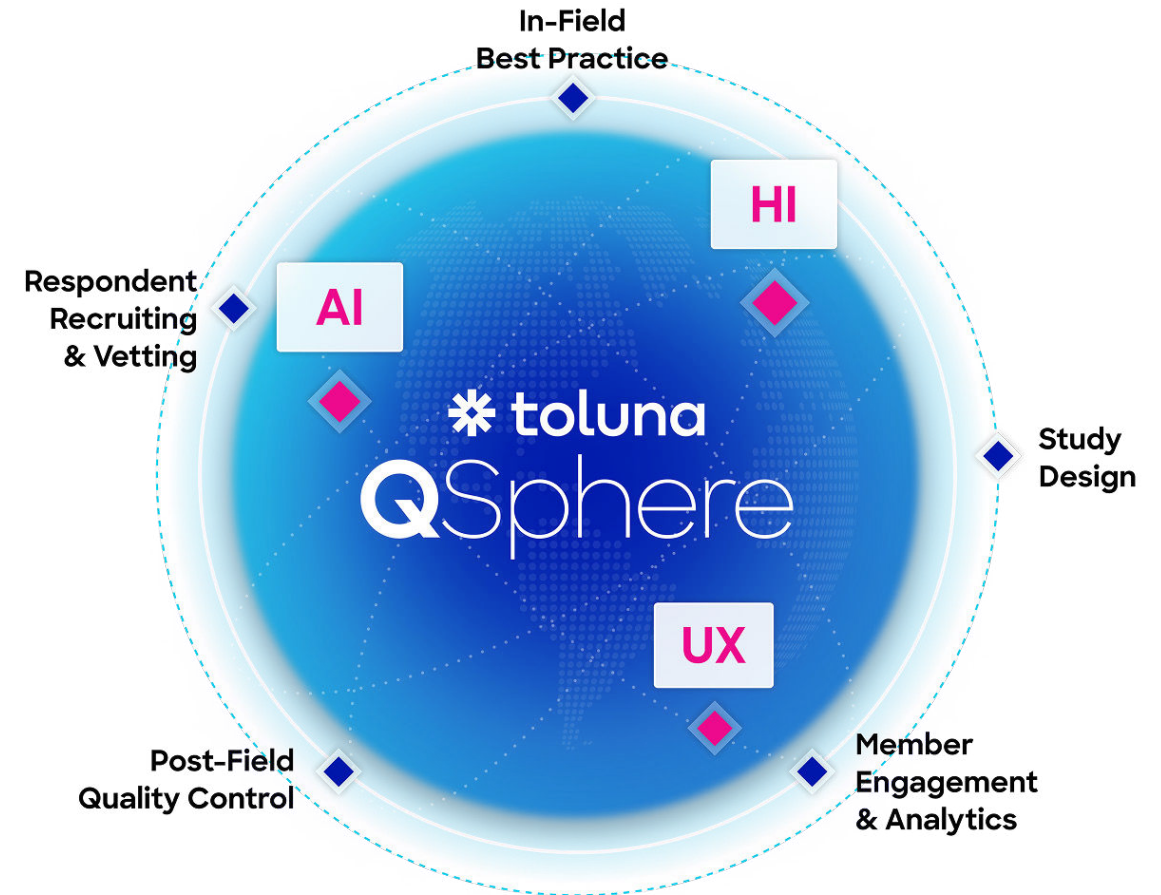
Obsessed with quality

Toluna goes beyond market research industry standards to ensure you always get the highest quality insights.

- ▶ We leverage technology used by world leaders in Finance, Tech, and Entertainment to detect fraudulent IP activity and stop it in its tracks
- ▶ We have a real-time scoring algorithm for consistent monitoring and authentication
- ▶ Automation and Machine Learning help us proactively monitor and predict any issues
- ▶ We conduct regular “Research on Research” to stay on top of data trends and benchmark with other industry players

To learn more, please check out our ebook:

[Toluna's Holistic Approach to Data Quality eBook](#)





Obsessed with engagement

Your Voice + Our Voice = The Voice of Change

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. Once members have joined the Toluna Influencer Community, it's our responsibility to ensure that it remains a destination—not just a journey to a survey wall.

To foster this sense of engagement, we employ a user-centric approach that puts our Influencers at the heart of the experience. We call this innovative approach to panel management "lifecycle digital marketing." From the moment of initial acquisition and all throughout a consumer's journey as a Toluna Influencer, we work with the intention to keep them feeling valued and engaged through a personalized, relevant user experience. In doing so, we ensure that members are highly engaged and thoroughly profiled to provide the highest quality insights to our clients across the globe.

The Toluna Influencer Community doesn't just reward members for participating in surveys, but also invites them to be part of something bigger: a community where they make their voice count and they feel heard, respected, and rewarded.

Special programs designed to engage members

From supporting important causes around the globe to hosting themed contests and discussions around topics of the day, we continually identify ways to engage our global community of Toluna Influencers.

#Supporting Turkey, Syria, and Morocco

Following the devastating earthquakes that struck Turkey, Syria, and Morocco in 2023, we launched initiatives on the Toluna Influencer community in partnership with the Red Cross. Influencers had the opportunity to donate their points from sharing their insights to support the Red Cross in humanitarian efforts in these regions, which included the provision of water for families in shelters and medical supplies for hospitals treating the injured. Through a combination of 50,000+ individual donations from the Influencer community and matching donations from Toluna, we were able to donate €23,900 to the cause.

#Celebrating Pride Month

During Pride month, we launched an initiative on the Toluna Influencer community that aimed to celebrate diversity and promote inclusion. Members were able to earn points through sharing their personal experiences and creatively expressing themselves by decorating images of their favorite cities with the colors of Pride. Influencers from 23 different cultures participated in the activity, decorating a total of over 28,000 images!



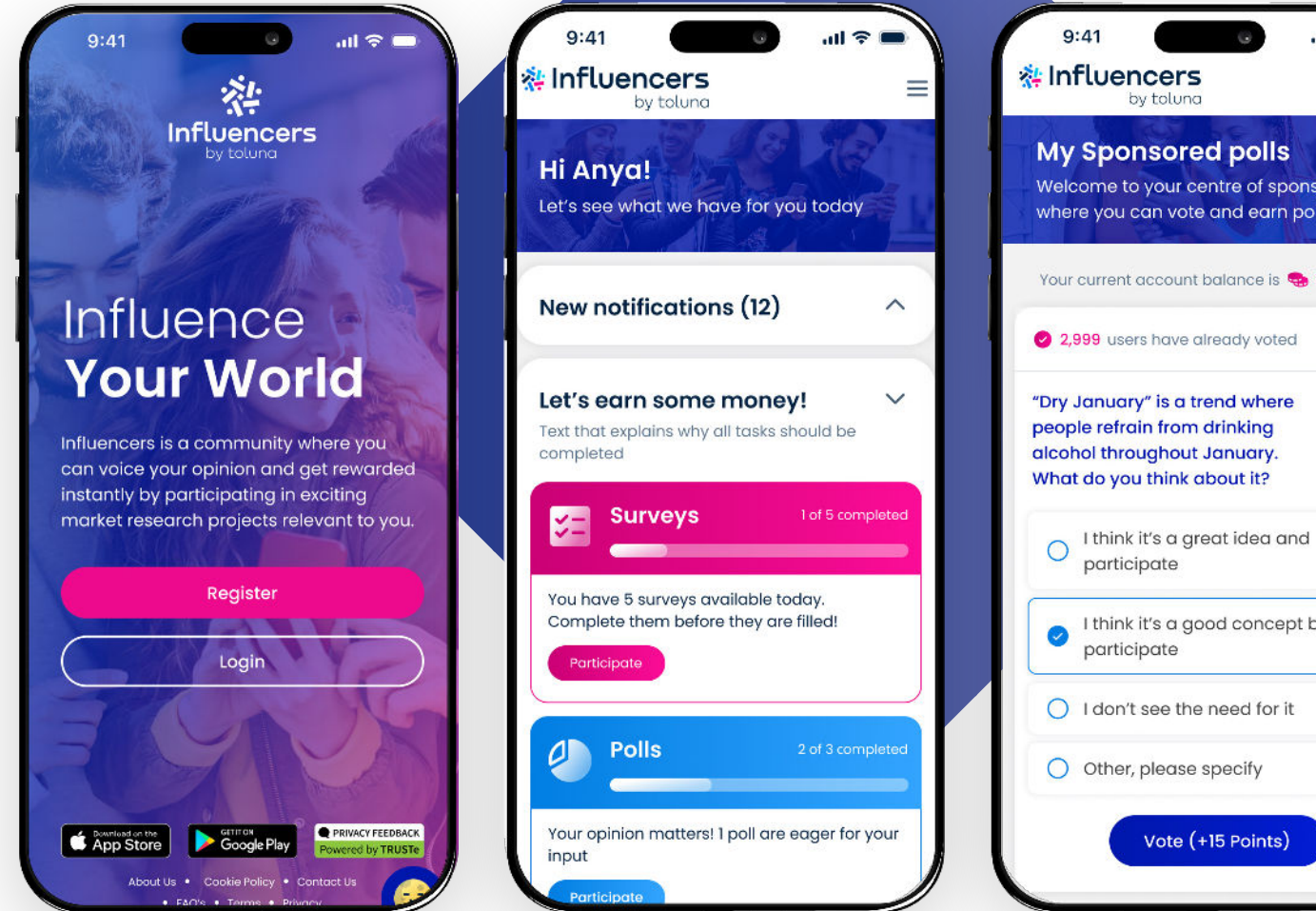
Influencers On-The-Go

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 a digital 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 the Toluna Influencer Community via mobile app or desktop, they are always ready to provide the feedback you need, whether they are at home or on-the-go. The Toluna Influencers app is available for download on iOS & Android in 49 Countries.





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. This means you can be certain that 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 Inclusion



The Toluna Influencer Community of online and mobile consumers is available in 49 countries and open to all via organic registration on www.toluna.com, with the only limitation being minimum age in accordance with country-level legislation and ESOMAR guidelines.

For Toluna, ensuring diversity, equity, and inclusion within our panel is of the highest importance. Not only does it provide our clients with the highest quality and representation of target audiences, but it also fosters a high degree of engagement within our panel. To achieve this, we leverage customized marketing through all online and mobile advertising channels to promote our community to many different audience groups. Likewise, once Influencers join our community, we leverage our innovative approach to panel management and industry-leading technology to create a personalized and relevant user experience that keeps them coming back for more.

We believe it is important to provide representation for all audiences, which is why we've made sure the Toluna Influencer Community site is 90%+ compliant with Web Content Accessibility Guideline 2.1 (WCAG 2.1). Likewise, the Toluna Influencer mobile app is equally accessible to all.

For Toluna, ensuring diversity, equity, and inclusion is not a buzzword, but a way of life that brings true added value to all.



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 presence in more than 70 markets. We think globally, but work locally to engage members around the world, creating a real, unique community ready to give you the insights you need to power your brand forward.

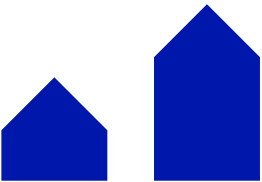
79m+

Highly engaged consumers across 70+ markets

North America

19.4m+

Members



Latin America

8.4m+

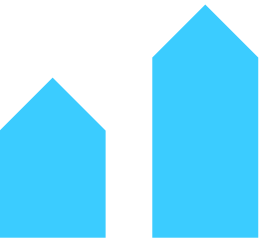
Members



Europe

18.6m+

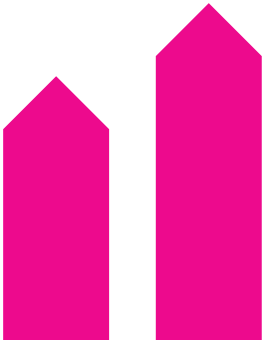
Members



Asia-Pacific

30.1m+

Members



Middle East & Africa

2.5m+

Members



Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Canada	1,361,139	43%	57%	22%	22%	21%	14%	21%	56%
United States	18,062,778	38%	62%	21%	23%	23%	14%	20%	69%

*% of respondents that participate via mobile



Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Argentina	540.322	40%	60%	32%	29%	20%	12%	6%	74%
Brazil	4.607.977	46%	54%	33%	31%	22%	9%	5%	74%
Chile	431.681	40%	60%	27%	31%	22%	13%	7%	77%
Colombia	576.242	44%	56%	34%	30%	19%	11%	6%	77%
Costa Rica	4.105	47%	53%	21%	31%	28%	13%	7%	79%
Ecuador	5.407	47%	53%	33%	38%	19%	7%	3%	75%
Mexico	2.080.079	42%	58%	35%	32%	19%	9%	5%	77%
Peru	143.135	43%	57%	37%	32%	18%	9%	4%	74%
Uruguay	1.555	27%	73%	7%	67%	13%	7%	7%	93%
Venezuela	1.417	44%	56%	16%	23%	23%	18%	19%	67%

*% of respondents that participate via mobile

Partner Countries

- ▶ Dominican Repblick
- ▶ El Salvador
- ▶ Guatemala
- ▶ Panama
- ▶ Puerto Rico
- ▶ Bolivia

Europe



Toluna Panel

Panel size: **18.6m**

Country/Region	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Austria	93.017	53%	47%	33%	25%	21%	10%	11%	67%
Belgium	223.951	48%	52%	27%	23%	19%	14%	16%	55%
Bulgaria	33.208	50%	50%	17%	25%	26%	20%	12%	59%
Croatia	33.638	60%	40%	24%	27%	25%	16%	9%	68%
Czech Republic	87.915	50%	50%	32%	29%	20%	12%	8%	59%
Denmark	90.701	58%	42%	32%	25%	21%	10%	13%	57%
Estonia	7.335	29%	71%	19%	31%	21%	12%	17%	58%
Finland	73.795	53%	47%	30%	22%	20%	13%	15%	70%
France	3.605.924	40%	60%	30%	21%	18%	14%	17%	62%
Germany	3.125.625	45%	55%	32%	24%	20%	11%	12%	60%
Greece	76.598	52%	48%	25%	25%	23%	18%	9%	59%
Hungary	69.670	45%	55%	24%	27%	21%	16%	12%	63%
Ireland	223.440	43%	57%	26%	28%	25%	14%	8%	70%
Italy	1.575.730	45%	55%	19%	20%	20%	19%	21%	66%
Latvia	6.990	68%	32%	47%	26%	18%	3%	6%	59%
Lithuania	19.821	60%	40%	20%	26%	28%	18%	8%	67%
Netherlands	549.280	47%	53%	31%	25%	17%	12%	16%	56%
Norway	71.139	54%	46%	36%	23%	21%	11%	8%	65%
Poland	714.287	50%	50%	32%	26%	20%	12%	10%	59%
Portugal	105.142	46%	54%	22%	26%	24%	18%	10%	63%

Europe



Toluna Panel

Panel size: **18.6m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Romania	87.939	48%	52%	25%	28%	23%	14%	10%	72%
Russian Federation	1.385.192	64%	36%	48%	22%	20%	6%	4%	77%
Slovakia	33.637	60%	40%	31%	30%	20%	11%	8%	67%
Spain	1.604.605	45%	55%	25%	23%	21%	16%	14%	68%
Sweden	218.715	54%	46%	27%	24%	21%	13%	14%	66%
Switzerland	176.727	52%	48%	27%	25%	24%	14%	11%	61%
Ukraine	20.724	53%	47%	30%	34%	20%	9%	6%	74%
United Kingdom	4.300.306	40%	60%	24%	25%	22%	13%	16%	70%

*% of respondents that participate via mobile

Partner Countries

- ▶ Serbia
- ▶ Slovenia



Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Australia	1,177,488	40%	60%	27%	26%	22%	12%	14%	57%
China	4,312,005	49%	51%	11%	43%	29%	10%	6%	70%
Hong Kong	209,190	52%	48%	17%	27%	27%	17%	12%	58%
India	5,445,420	61%	39%	38%	31%	17%	8%	5%	85%
Indonesia	2,026,008	52%	48%	36%	34%	19%	8%	3%	86%
Japan	9,005,314	45%	55%	15%	16%	18%	23%	28%	61%
Korea, Republic of	2,129,600	42%	58%	25%	26%	22%	16%	10%	53%
Malaysia	766,084	48%	52%	27%	36%	22%	10%	4%	72%
New Zealand	119,160	42%	58%	22%	29%	22%	12%	15%	61%
Pakistan	83,189	67%	33%	32%	38%	20%	7%	2%	81%
Philippines	1,169,289	36%	64%	33%	34%	20%	9%	4%	76%
Singapore	539,099	48%	52%	17%	31%	27%	15%	11%	58%
Taiwan	548,246	61%	39%	33%	26%	25%	10%	6%	65%
Thailand	1,319,933	44%	56%	34%	33%	20%	8%	4%	79%
Viet Nam	1,177,024	55%	45%	47%	27%	16%	6%	4%	74%

*% of respondents that participate via mobile

Partner Countries

▶ Bangladesh ▶ Cambodia ▶ Kazakhstan

Middle East & Africa



Toluna Panel

Panel size: **2.5m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Algeria	14.348	74%	26%	25%	39%	21%	10%	4%	79%
Egypt	245.924	60%	40%	34%	31%	19%	10%	6%	86%
Israel	37.860	74%	26%	34%	30%	20%	11%	5%	63%
Kenya	43.091	50%	50%	32%	44%	18%	5%	2%	76%
Morocco	45.830	66%	34%	31%	37%	21%	8%	4%	70%
Nigeria	88.268	62%	38%	31%	40%	20%	6%	2%	90%
Saudi Arabia	354.328	57%	43%	31%	40%	21%	6%	3%	82%
South Africa	595.224	63%	37%	36%	34%	20%	6%	3%	82%
Turkey	598.513	67%	33%	42%	30%	18%	6%	3%	75%
United Arab Emirates	357.945	60%	40%	22%	37%	28%	10%	3%	71%

*% of respondents that participate via mobile

Partner Countries

► Qatar

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+
Cardiologists	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+
Ophthalmologists	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+

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
Cardiologists	<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+
Ophthalmologists	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+

Global Recognition



Associations

ESOMAR

ESOMAR



Women in Research



Market Research Society



Syntec Etudes
France



Australian Market & Social
Research Society



German Society for Online
Research



German Association for Market
and Social Research



Market Research Society
Singapore



Korea Research Association



Japanese Market Research
Association

Awards and Contributions



Mahatma Award

Awarded for our contributions
and support during the Covid-19
Pandemic in India.



Doctors Without Borders (MSF)

We partner with MSF to
support communities in crisis
around the globe.



The Red Cross

We enabled our panel to
donate their rewards to support
humanitarian efforts in Ukraine.



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

