toluna ID

Global Community

Panel Book

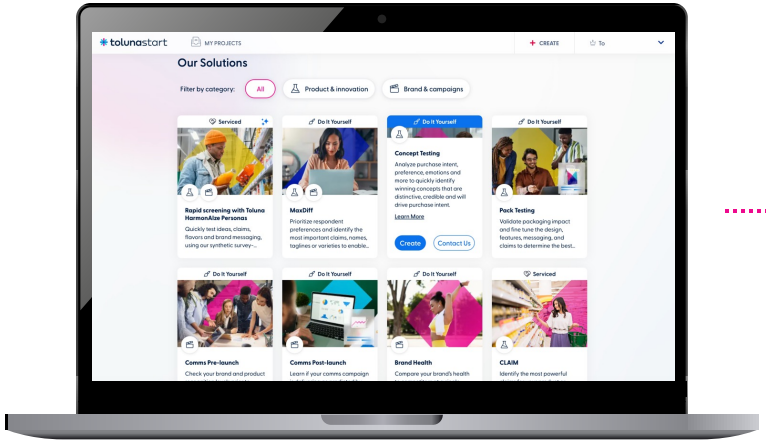
Last Update | October 2026

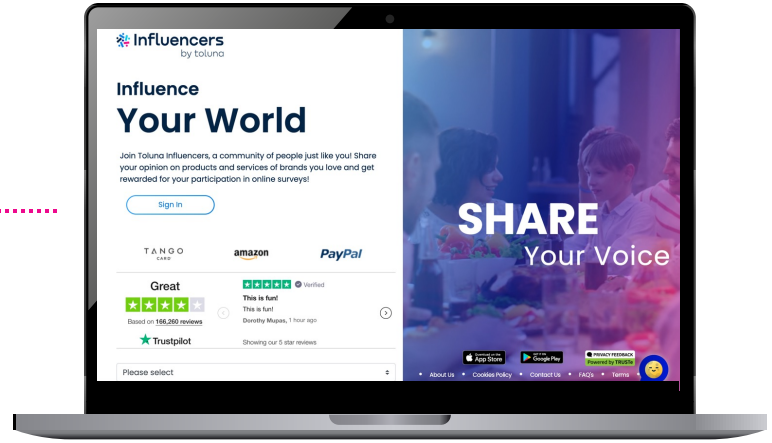
Who we are

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 81+ 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.

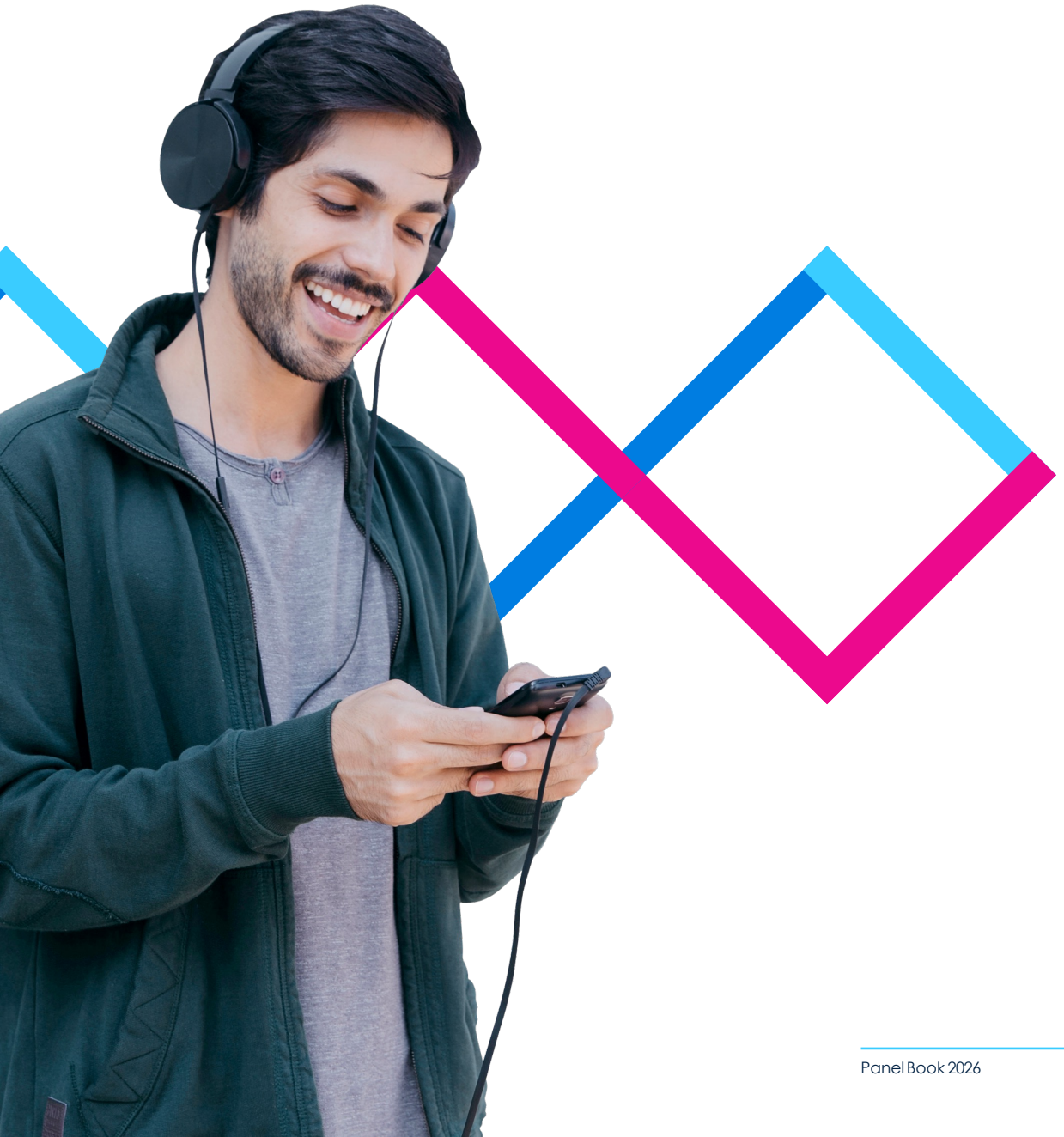
toluna





tolunastart

Influencers
by toluna



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

81m+
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

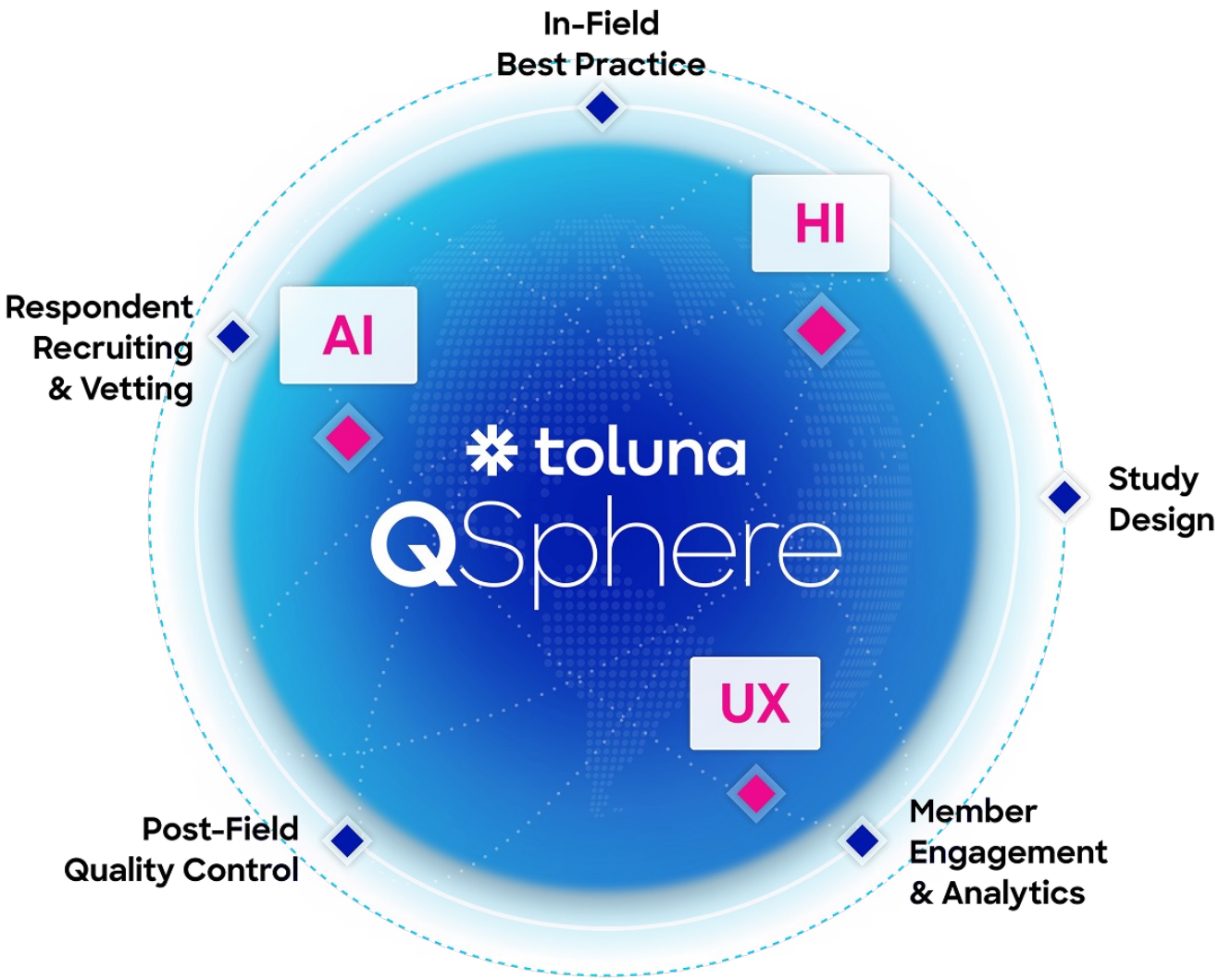
Obsessed with quality

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

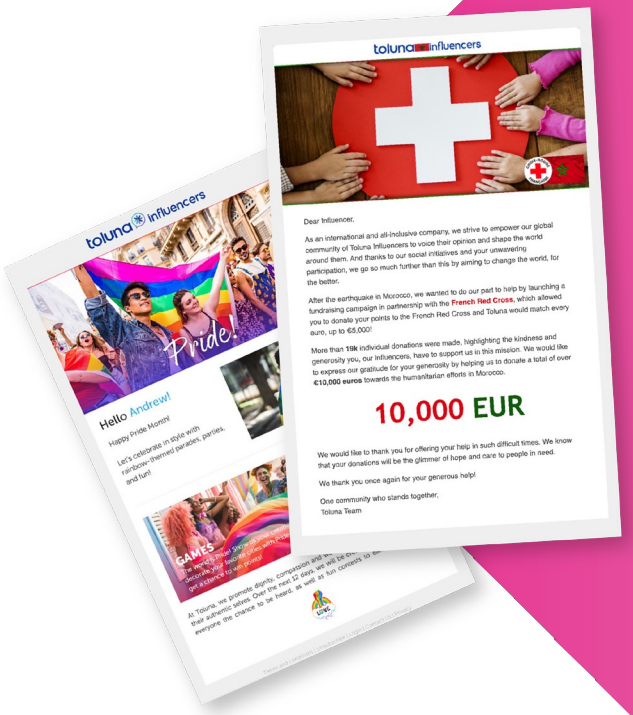
We recruit our members from a variety of sources, including search engine marketing, blogs, native social, and more, ensuring that we're building a panel that's diverse. Once members have joined the Toluna Influencer Community, it's our responsibility to ensure that it remains a destination—not just 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 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!

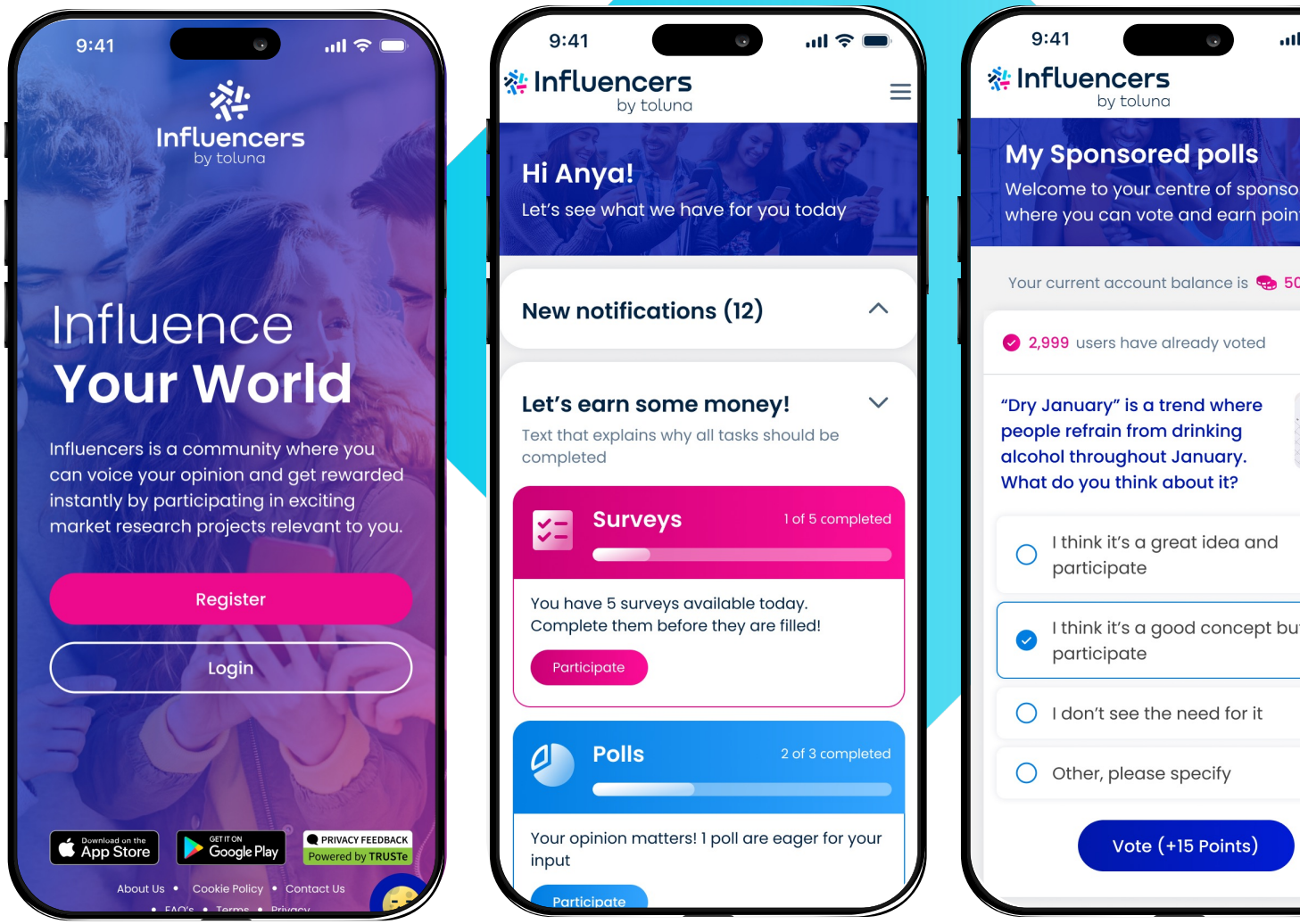
Influencers On-The-Go

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.

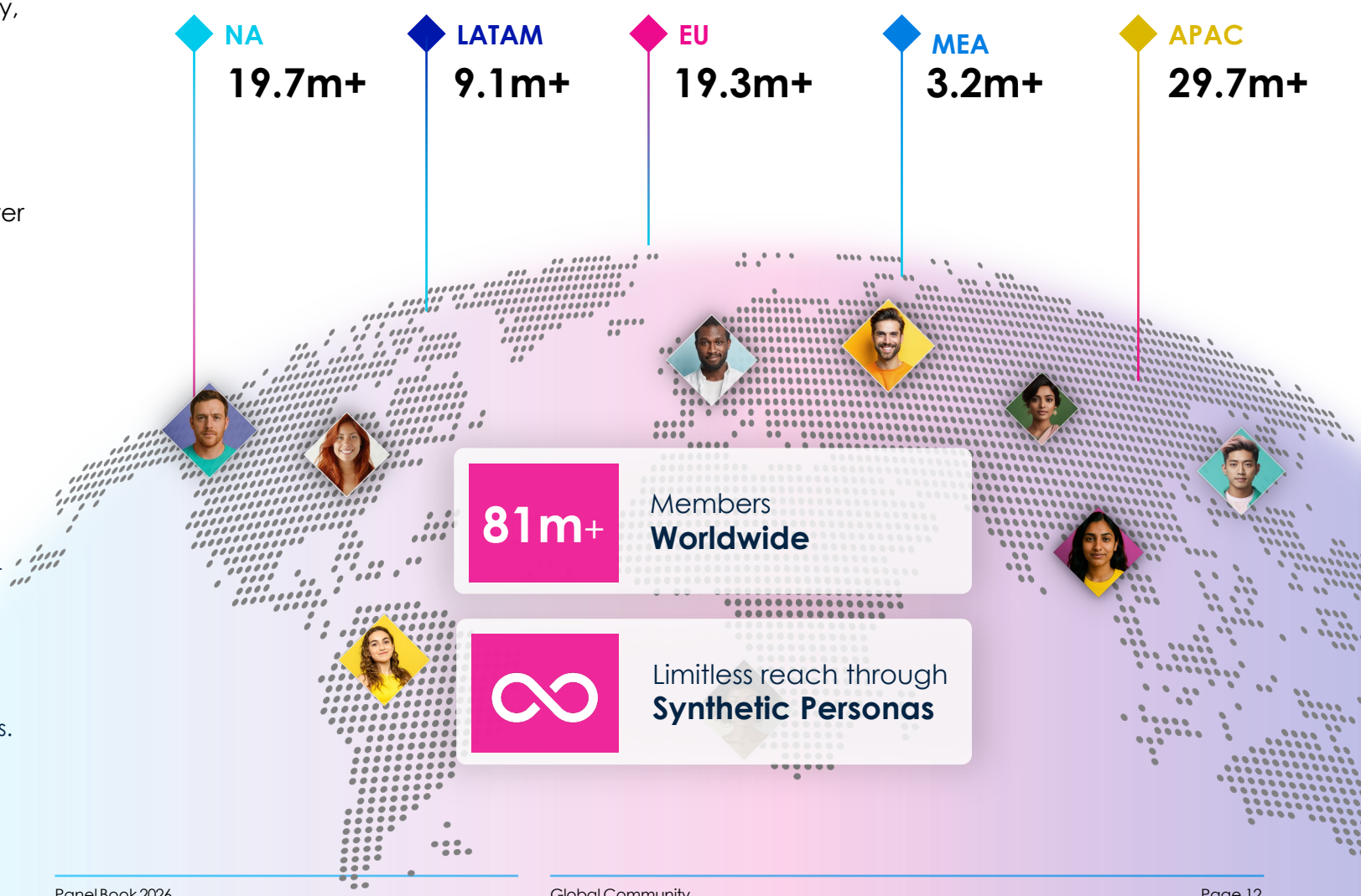
We believe it is important to provide representation for all audiences, which is why we've made sure the Toluna Influencer Community site is 90%+ compliant with Web Content Accessibility Guideline 2.1 (WCAG 2.1). Likewise, the Toluna Influencer mobile app is equally accessible to all.

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.

- **81M+ unique individuals**
  Proprietary panel spanning 70+ countries for unparalleled global insights.
- **200+ profiling points**
  Offering unmatched control and community engagement, with Toluna Influencers known and nurtured
- **First-party data**
  Full legal compliance and quality measures ensure richer first-party data straight from real consumers, without risk or concern.
- **Partnering with the best**
  We enhance our Toluna panel with select, rigorously vetted partners, ensuring every respondent meets our high standards.



Trustpilot
240K reviews

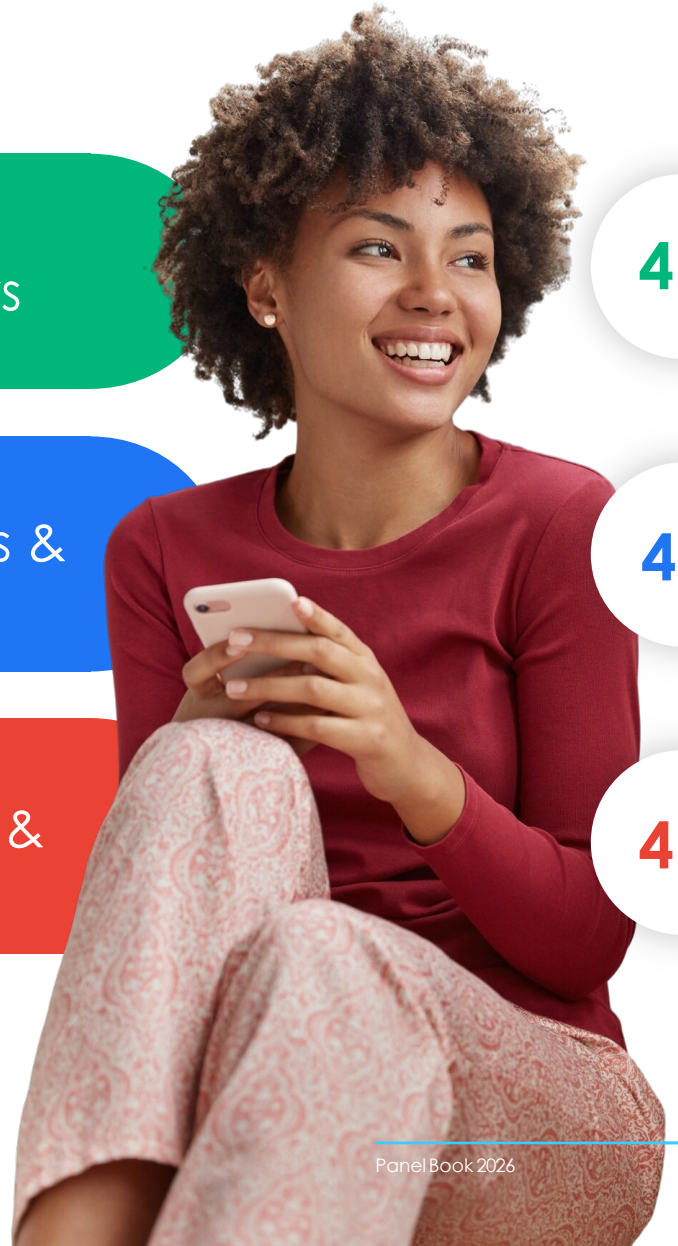
4.2

App Store
3.3k reviews &
92k ratings

4.6

Google Play
79k reviews &
368k ratings

4.5



Trusted Brand Image Stands Strong Across Platforms

Toluna's strong brand presence is reflected across the platforms where members discover, engage with and evaluate the Toluna experience.

High app store ratings, strong review volumes and a substantial **Trustpilot** footprint demonstrate that Toluna Influencers is a recognised and trusted destination for people who want to share their opinions and be rewarded for their participation.

This visibility supports member confidence, strengthens recruitment performance and reinforces the long-term health of our proprietary panel.

NA

Toluna Panel

Panel size: **19.7m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Canada	1,357,551	45%	55%	17%	25%	20%	16%	22%	55%
United States	18,342,916	40%	60%	16%	23%	23%	16%	22%	72%

***% of respondents that participate via mobile**

LATAM

Toluna Panel

Panel size: **9.1m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Argentina	672,713	39%	61%	23%	29%	24%	16%	9%	79%
Brazil	4,463,501	38%	62%	25%	34%	23%	12%	6%	73%
Chile	510,897	38%	62%	21%	29%	25%	16%	9%	81%
Colombia	714,239	41%	59%	30%	32%	21%	11%	6%	78%
Costa Rica	22,322	40%	60%	28%	33%	25%	11%	4%	88%
Dominican Republic	10,729	36%	64%	29%	41%	18%	9%	3%	78%
Guatemala	28,026	45%	55%	24%	34%	22%	14%	6%	78%
Mexico	2,302,305	39%	61%	28%	36%	21%	10%	5%	81%
Panama	10,525	42%	58%	25%	33%	24%	13%	6%	88%
Peru	278,197	42%	58%	29%	32%	21%	12%	5%	78%
Puerto Rico	6,075	28%	72%	11%	33%	29%	16%	11%	95%
Uruguay	4,704	43%	57%	16%	26%	26%	20%	13%	85%

***% of respondents that participate via mobile**

Partner Countries

- Bolivia
- El Salvador

Europe

Toluna Panel

Panel size: **19.3m**

Country/Region	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Austria	163,356	47%	53%	23%	29%	21%	13%	14%	69%
Belgium	395,008	48%	52%	24%	26%	19%	15%	16%	62%
Bulgaria	40,617	42%	58%	17%	24%	25%	20%	14%	76%
Croatia	28,670	45%	55%	17%	24%	24%	20%	16%	79%
Czech Republic	253,382	41%	59%	27%	29%	19%	14%	11%	69%
Denmark	153,921	51%	49%	23%	29%	18%	14%	16%	66%
Estonia	12,236	44%	56%	21%	28%	25%	15%	11%	76%
Finland	106,641	47%	53%	19%	26%	20%	15%	20%	75%
France	3,044,226	45%	55%	29%	27%	17%	13%	14%	65%
Germany	3,226,703	48%	52%	22%	29%	23%	12%	15%	63%
Greece	100,231	47%	53%	18%	24%	23%	20%	15%	70%
Hungary	260,969	43%	57%	18%	26%	21%	20%	15%	73%
Ireland	268,991	40%	60%	22%	27%	23%	15%	13%	79%
Italy	1,646,919	46%	54%	17%	22%	20%	20%	21%	66%
Latvia	12,378	43%	57%	21%	28%	27%	17%	8%	83%
Lithuania	16,683	50%	50%	15%	29%	23%	16%	17%	80%
Netherlands	826,248	48%	52%	25%	29%	18%	12%	16%	59%
Norway	106,516	45%	55%	23%	29%	21%	15%	12%	77%
Poland	1,192,664	40%	60%	24%	30%	21%	14%	11%	70%
Portugal	179,279	44%	56%	18%	26%	22%	20%	15%	69%

Europe

Toluna Panel

Panel size: **19.3m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Romania	339,364	42%	58%	21%	26%	23%	17%	13%	84%
Russian Federation	246,849	52%	48%	24%	31%	22%	13%	10%	57%
Serbia	41,328	47%	53%	16%	19%	24%	22%	19%	81%
Slovakia	94,021	43%	57%	20%	29%	22%	17%	12%	76%
Slovenia	20,590	45%	55%	17%	29%	27%	17%	10%	81%
Spain	1,433,481	46%	54%	22%	25%	20%	18%	15%	70%
Sweden	289,182	44%	56%	21%	27%	20%	15%	18%	74%
Switzerland	230,654	50%	50%	22%	27%	21%	15%	15%	65%
United Kingdom	4,517,715	45%	55%	20%	31%	21%	12%	15%	71%

***% of respondents that participate via mobile**

Partner Countries

- Belarus
- Bosnia & Herzegovina
- Iceland
- Luxembourg

APAC

Toluna Panel

Panel size: **29.7m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Australia	1,160,174	46%	54%	20%	30%	22%	13%	16%	50%
China	4,619,900	48%	52%	13%	39%	31%	12%	5%	69%
Hong Kong	338,154	47%	53%	16%	30%	26%	16%	13%	48%
India	6,115,509	58%	42%	41%	31%	17%	7%	4%	88%
Indonesia	2,428,345	52%	48%	35%	33%	18%	10%	5%	89%
Japan	8,468,137	50%	50%	9%	16%	19%	22%	34%	62%
Kazakstan	69,520	58%	42%	23%	32%	24%	15%	6%	77%
Korea, Republic of	929,211	52%	48%	14%	26%	23%	21%	16%	54%
Malaysia	875,270	41%	59%	24%	38%	22%	11%	6%	80%
New Zealand	146,272	44%	56%	19%	27%	23%	15%	17%	59%
Pakistan	72,397	56%	44%	35%	39%	18%	6%	2%	87%
Philippines	1,124,737	33%	67%	33%	33%	18%	10%	5%	79%
Singapore	631,181	47%	53%	21%	29%	24%	15%	12%	45%
Taiwan	531,470	48%	52%	18%	30%	27%	15%	9%	65%
Thailand	1,193,514	46%	54%	22%	35%	23%	13%	8%	85%
Viet Nam	925,848	54%	46%	35%	35%	18%	8%	4%	77%

***% of respondents that participate via mobile**

Partner Countries

- Bangladesh
- Cambodia

Middle East & Africa

Toluna Panel

Panel size: **3.2m**

Country	Panel count	Male	Female	18-24	25-34	35-44	45-54	55+	Mobile*
Algeria	10,023	51%	49%	25%	34%	24%	12%	6%	91%
Bahrain	7,444	65%	35%	19%	41%	30%	8%	1%	90%
Egypt	224,697	62%	38%	30%	33%	22%	10%	4%	92%
Ethiopia	5,668	75%	25%	27%	48%	20%	5%	0%	94%
Ghana	14,524	54%	46%	46%	38%	12%	3%	1%	98%
Iraq	2,198	74%	26%	27%	31%	28%	11%	2%	94%
Israel	38,711	57%	43%	24%	34%	21%	14%	7%	79%
Jordan	12,712	57%	43%	23%	37%	23%	12%	4%	90%
Kenya	71,179	57%	43%	32%	39%	19%	7%	3%	83%
Kuwait	39,198	65%	35%	15%	41%	30%	11%	3%	87%
Morocco	77,369	62%	38%	30%	35%	21%	9%	5%	87%
Nigeria	130,035	56%	44%	32%	37%	20%	7%	4%	94%
Oman	13,006	63%	37%	23%	45%	24%	7%	1%	88%
Qatar	27,919	67%	33%	18%	42%	30%	9%	2%	90%
Saudi Arabia	922,847	47%	53%	22%	45%	23%	7%	2%	90%
South Africa	563,999	38%	62%	28%	35%	22%	10%	6%	83%
Tunisia	5,829	58%	42%	18%	32%	27%	15%	8%	86%
Turkey	566,902	50%	50%	26%	38%	21%	10%	5%	78%
Uganda	6,472	52%	48%	33%	45%	19%	4%	0%	98%
United Arab Emirates	456,874	58%	42%	19%	43%	27%	9%	2%	80%
Lebanon	633	57%	43%	5%	42%	27%	18%	7%	90%

Partner Countries

- Botswana
- Cameroon
- Cote D'Ivoire
- Iran
- Mozambique
- Tanzania
- Zambia

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+
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+

Global Physician Capabilities

Asia Pacific (APAC)

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

Global Recognition

ESOMAR

Women in Research

Market Research Society

Syntec Etudes France

German Society for Online Research

German Association for Market and Social Research

France Leading Marketing Network

Brazilian Association of Research Companies

Spanish Marketing Association

Italian Market Research Association

Association of Companies for Opinion and Behavior Studies in the Field of Health

Insights & Analytics Association Spain

Market Research Society Singapore

Korea Research Association

Market Research Society of Malaysia

Research Society of Australia

Thailand Market Research Association

Marketing Association of Thailand

Digital Marketing Association of the Philippines

Research Association of New Zealand

Market Research Society of India

Research Society of Indonesia

Marketng & Opinion Research Society of the Philippines

Marketing & Media Alliance Vietnam

Japanese Market Research Association

Australian Market & Social Research Society

Recognized, Trusted, and Certified

Industry Recognition

Excellence in AI & Innovation

2x Gold Winner:
Data, Services, and Technology
Innovation & Insights

2x Winner:
Outstanding Agency of the Year
Excellence in Research
Business Impact

Top 50 Most Innovative

Finalist

Excellence in market research

Finalist

Purpose & Impact

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.

tolunaID

Global Knowledge Partner

European-level association or the digital market & ad ecosystem

ISO Certified

Quality research & information security

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Thank you.

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