Unlock the Power of First-Party Data to Drive Your Growth
THE NEW DYNAMICS OF THE INSIGHTS AND MARKETING INDUSTRY

Consumers are smarter and more empowered than ever. They are willing to share their opinions, but expect something in return: more control, better personalization, with impenetrable privacy and security.

Brands need to understand their customers holistically to deliver the right message at the right time.

At the same time, privacy and security regulations continue to increase, challenging your ability to make the most of data-driven opportunities. In a post-cookie world, first-party data has never been more critical to ensure you can deliver value at every step of the marketing journey at the speed of your business.
YOUR CHALLENGES AND OPPORTUNITIES HAVE NEVER BEEN MORE COMPLEX

Industry dynamics demand a new blueprint for market expansion. Businesses must think differently to find ways to grow revenue, accelerate insights to market, streamline operations and stretch their budgets further.
POWERING YOUR GROWTH AND TRANSFORMATION AT EACH STEP OF THE MARKETING CONTINUUM

We help power your growth across the entire marketing journey with our solutions for insights, activation and measurement.

Harness the power of data by uncovering accurate insights and connecting data sources to activate new advertising campaigns and measure effectiveness of cross-channel marketing ROI and longer-term brand lift.
Dynata has the largest depth, widest breadth, and highest-quality first-party panel data in the world. We own and operate the largest panel comprised of 67 million consumers, B2B panelists and hard-to-reach audiences.

Dynata is known for having the highest-quality and most trusted panel of real and engaged people in the industry. Our fully permissioned panelists are profiled with over 2,700 attributes and are sourced using unique methodologies, offering flexibility and bias controls for precise audience selection.

Panel data can be seamlessly connected to CRM and other data sources to model and scale custom audiences for campaign activation.
High-quality data is the cornerstone of business intelligence - driving accurate insights for smarter decision-making. Quality data comes from the right people who are real and engaged, ready to share trusted insights.

Our rich recruitment sources and fully verified panelists ensure you have access to the highest quality data to protect your investment and reputation.

We employ proprietary identity verification controls and the highest, most compliant levels of data management.

Our Imperium data solution, QualityScore™, provides an automated multi-point check to assess each respondent’s survey quality, reducing up to 85% of the time spent manually reviewing data and saving valuable participant responses.
FULLY INTEGRATED END-TO-END PLATFORM THAT CONNECTS RESEARCH AND INSIGHTS WITH EFFECTIVE CAMPAIGN EXECUTION

Find Your Audience
Identify and select your audience, field your survey in market and tabulate your results.

Build Your Survey
Script and program mobile-first surveys for any question type or length.

Analyze & Visualize
Uncover insights and instantly visualize findings with automated data viz and interactive dashboards.

Publish & Share Your Results
Deliver insights to decision makers in seconds with cloud-based collaborating tools.

Improve Cross-channel Marketing ROI
Validate results against real people, measure advertising effectiveness and optimize media spend.

Connect Data & Activate Campaigns
Connect data sources and activate audiences across channels to enhance targeting and maximize impact.
THE WORLD’S LARGEST FIRST-PARTY PLATFORM FOR INSIGHTS, ACTIVATION AND MEASUREMENT

67+ MILLION PEOPLE REACHED

2,700+ PROFILE ATTRIBUTES spanning specialty and hard-to-reach B2B audiences

4 Billion INSIGHTS UNCOVERED ANNUALLY

200,000+ PROJECTS DELIVERED ANNUALLY

Extensive survey testing and data verification attributes for 99% ERROR-FREE PROJECT DELIVERY

100+ MILLION survey completes annually

GLOBAL REACH: OVER 6000 CUSTOMERS IN 90 COUNTRIES across all major industries

40+ years of INNOVATION

SCALE MATTERS

FIELD SERVICES IN 2021 GRIT REPORT

#1 DATA & ANALYTICS PROVIDER
Dynata’s World-Class Panel Data
Dynata is uniquely positioned to deliver the most diverse B2B and B2C online sample globally for maximum feasibility, sustainability, representativeness and consistency. Our extensive reach lets us connect you to consumer, business, specialty, or hard-to-reach audiences in almost every country around the world quickly and efficiently. Connect with your Dynata sales team to find out more about our global capabilities.
Dynata has a variety of sample sources to meet your unique project requirements.

Each of our recruitment channel delivers a different population thus our panels provide diversity, representativeness and enables you to target hard-to-reach population segments.

<table>
<thead>
<tr>
<th>SOURCE NAME</th>
<th>RECRUITMENT</th>
<th>REWARDS</th>
<th>STRENGTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalty Panels</td>
<td>By invitation to loyalty program members in travel, entertainment, media and retail.</td>
<td>Points or miles relevant to the program source.</td>
<td>More affluent, high quality, pre-validated individuals with known characteristics.</td>
</tr>
<tr>
<td>Organic, Open Enrollment &amp; Partnerships</td>
<td>Online and mobile channels: websites, social media influencers and apps.</td>
<td>Reward points to redeem for cash, prizes and gift cards.</td>
<td>Younger, less affluent, more ethnically diverse.</td>
</tr>
</tbody>
</table>
## The Standard for B2B Data

- Largest and deepest global reach offering more than 3 million professionals with an average of 15 attributes per member
- Broadest selection of business professionals across hundreds of B2B roles
- Robust and proven recruitment practices across loyalty, open and integrated channels

## Healthcare

- Comprehensive patient panel offering 9M patients in 40 markets, across 300 ailments with over 2,000 studies per year
- Concentrated healthcare B2B panel with more than 2.5 million allied health professionals and other healthcare business decision makers globally
- Rich Healthcare Professionals Panel containing 200,000 across the US, Canada and EU5 and access to over 1M globally through partner programs

## Diversity, Equity & Inclusion

- Panel recruitment using messaging and rewards to encourage maximum diversity among participants and a 3-channel strategy to ensure access to respondents who are under-represented when only using one approach
- Broad-scale panelist data library includes items such as race, gender, sexual orientation and disability
- Accommodations in the survey-taking process to ensure optimal engagement among diverse populations
Our Total Research Quality® system is a comprehensive integrated system of tools, metrics, procedures, and policies that operates throughout the entire lifecycle of each participant across every project we complete to ensure our clients are receiving the highest quality data available. The system begins long before the data is collected and ends long after the analysis is complete.

Dynata employs proprietary identity verification controls and the highest, most compliant levels of data management and data protection.
Panel Demographics
By Country

AMER
**Canada**

**Gender Distribution**
- 44% Male
- 56% Female

**Education Distribution**
- 7% Secondary Education or below
- 50% University, Professional or Vocational Certification
- 24% University Degree
- 19% Postgraduate, Doctorate or above

**Income Distribution**
- 73% <100K (CAD)
- 24% 150-250K
- 2% 250K - 1M
- 0.5% >1M

**Age Distribution**
- 30% 25-34
- 24% 35-44
- 17% 45-54
- 16% 55-64
- 7% 65+

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**Chile**

**Gender Distribution**
- 55% Male
- 45% Female

**Education Distribution**
- 18% Secondary Education or below
- 14% University, Professional or Vocational Certification
- 49% University Degree
- 19% Postgraduate, Doctorate or above

**Income Distribution**
- 53% <9M (CLP)
- 25% 9-18M
- 17% 18-36M
- 5% >36M

**Age Distribution**
- 30% 25-34
- 24% 35-44
- 24% 45-54
- 17% 55-64
- 7% 65+

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COLOMBIA

- **Gender**
  - Male: 49%
  - Female: 51%

- **Age Distribution**
  - 18 - 24: 23%
  - 25 - 34: 33%
  - 35 - 44: 24%
  - 45 - 54: 13%
  - 55 - 64: 6%
  - >65: 1%

- **Education**
  - Secondary Education or below: 27%
  - University, Professional or Vocational Certification: 18%
  - University Degree: 44%
  - Postgraduate, Doctorate or above: 12%

- **Income**
  - <3.6M (COP): 42%
  - 3.6 - 14.82M: 23%
  - 14.82 - 60M: 27%
  - >60M: 8%

MEXICO

- **Gender**
  - Male: 44%
  - Female: 56%

- **Age Distribution**
  - 18 - 24: 24%
  - 25 - 34: 34%
  - 35 - 44: 24%
  - 45 - 54: 12%
  - 55 - 64: 4%
  - >65: 1%

- **Education**
  - Secondary Education or below: 14%
  - University, Professional or Vocational Certification: 30%
  - University Degree: 45%
  - Postgraduate, Doctorate or above: 11%

- **Income**
  - <50K (MXN): 28%
  - 50 - 150K: 30%
  - 150 - 500K: 30%
  - >500K: 11%
Panel Demographics
By Country

EMEA
### Austria

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Secondary Education or below</td>
<td>39%</td>
</tr>
<tr>
<td>University, Professional or Vocational Certification</td>
<td>41%</td>
</tr>
<tr>
<td>University Degree</td>
<td>8%</td>
</tr>
<tr>
<td>Postgraduate, Doctorate or above</td>
<td>12%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Income Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>&lt;60K (EUR)</td>
<td>53%</td>
</tr>
<tr>
<td>60 - 120K</td>
<td>39%</td>
</tr>
<tr>
<td>120 - 200K</td>
<td>6%</td>
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<tr>
<td>&gt;200K</td>
<td>1%</td>
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<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18 - 24</td>
<td>11%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>19%</td>
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<tr>
<td>35 - 44</td>
<td>19%</td>
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<td>45 - 54</td>
<td>20%</td>
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<tr>
<td>55 - 64</td>
<td>19%</td>
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<tr>
<td>&gt;65</td>
<td>13%</td>
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</tbody>
</table>

### Belgium

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Secondary Education or below</td>
<td>44%</td>
</tr>
<tr>
<td>University, Professional or Vocational Certification</td>
<td>25%</td>
</tr>
<tr>
<td>University Degree</td>
<td>19%</td>
</tr>
<tr>
<td>Postgraduate, Doctorate or above</td>
<td>12%</td>
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<table>
<thead>
<tr>
<th>Income Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>&lt;60K (EUR)</td>
<td>77%</td>
</tr>
<tr>
<td>60 - 120K</td>
<td>17%</td>
</tr>
<tr>
<td>120 - 200K</td>
<td>3%</td>
</tr>
<tr>
<td>&gt;200K</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>9%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>16%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>17%</td>
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<tr>
<td>45 - 54</td>
<td>18%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>19%</td>
</tr>
<tr>
<td>&gt;65</td>
<td>22%</td>
</tr>
</tbody>
</table>
FRANCE

Edmund: 62%
Marina: 38%

Gender:

Education:
- Secondary Education or below: 42%
- University, Professional or Vocational Certification: 26%
- University Degree: 16%
- Postgraduate, Doctorate or above: 16%

Income:
- <40K (EUR): 67%
- 40 - 100K: 29%
- 100 - 500K: 3%
- >500K: 0.4%

Age:
- 18 - 24: 19%
- 25 - 34: 19%
- 35 - 44: 19%
- 45 - 54: 18%
- 55 - 64: 14%
- +65: 10%

GERMANY

Gender:

Education:
- Secondary Education or below: 32%
- University, Professional or Vocational Certification: 44%
- University Degree: 24%

Income:
- <40K (EUR): 50%
- 40 - 120K: 41%
- 120 - 200K: 6%
- >200K: 3%

Age:
- 18 - 24: 13%
- 25 - 34: 18%
- 35 - 44: 18%
- 45 - 54: 17%
- 55 - 64: 19%
- +65: 18%
### SOUTH AFRICA

#### Gender Distribution
- Female: 57%
- Male: 43%

#### Education Level
- Secondary Education or below: 33%
- University, Professional or Vocational Certification: 26%
- University Degree: 12%
- Postgraduate, Doctorate or above: 19%

#### Income Level
- <30K (ZAR): 38%
- 30 - 80K: 13%
- 80 - 250K: 29%
- >250K: 21%

#### Age Distribution
- 18 - 24: 18%
- 25 - 34: 24%
- 35 - 44: 25%
- 45 - 54: 19%
- 55 - 64: 9%
- >65: 4%

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### SPAIN

#### Gender Distribution
- Female: 51%
- Male: 49%

#### Education Level
- Secondary Education or below: 19%
- University, Professional or Vocational Certification: 32%
- University Degree: 32%
- Postgraduate, Doctorate or above: 17%

#### Income Level
- <60K (EUR): 85%
- 60 - 100K: 11%
- 100 - 300K: 3%
- >300K: 1%

#### Age Distribution
- 18 - 24: 10%
- 25 - 34: 35%
- 35 - 44: 27%
- 45 - 54: 25%
- 55 - 64: 14%
- >65: 6%
Panel Demographics By Country
**AUSTRALIA**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>6%</th>
<th>12%</th>
<th>17%</th>
<th>14%</th>
<th>19%</th>
<th>32%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
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<td>25 - 34</td>
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<td>35 - 44</td>
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<td>45 - 54</td>
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<td>55 - 64</td>
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<tr>
<td>+ 65</td>
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</tbody>
</table>

**GENDER**

- 43% Male
- 57% Female

**EDUCATION**

- Secondary Education or below: 19%
- University, Professional or Vocational Certification: 13%
- University Degree: 36%
- Postgraduate, Doctorate or above: 32%

**INCOME**

- <60K (AUD): 50%
- 60 - 100K: 25%
- 100 - 200K: 21%
- >200K: 4%

**CHINA**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>28%</th>
<th>31%</th>
<th>17%</th>
<th>4%</th>
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</thead>
<tbody>
<tr>
<td>15 - 24</td>
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<td>25 - 34</td>
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<tr>
<td>35 - 44</td>
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<tr>
<td>+ 45</td>
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</tbody>
</table>

**GENDER**

- 54% Male
- 46% Female

**EDUCATION**

- Secondary Education or below: 9%
- University, Professional or Vocational Certification: 14%
- University Degree: 69%
- Postgraduate, Doctorate or above: 8%

**INCOME**

- <35K (CNY): 31%
- 35 - 100K: 23%
- 100 - 250K: 33%
- >250K: 14%
### INDONESIA

- **Gender**
  - Female: 49%
  - Male: 51%

- **Age Distribution**
  - 18 - 24: 29%
  - 25 - 34: 31%
  - 35 - 44: 22%
  - 45 - 54: 10%
  - 55 - 64: 5%
  - 65+: 3%

- **Education Levels**
  - Secondary Education or below: 47%
  - University, Professional or Vocational Certification: 8%
  - University Degree: 39%
  - Postgraduate, Doctorate or above: 5%

- **Income Distribution**
  - <30M (IDR): 39%
  - 30 - 80M: 31%
  - 80 - 200M: 22%
  - >200M: 8%

### JAPAN

- **Gender**
  - Female: 58%
  - Male: 42%

- **Age Distribution**
  - 18 - 24: 5%
  - 25 - 34: 16%
  - 35 - 44: 20%
  - 45 - 54: 27%
  - 55 - 64: 21%
  - 65+: 11%

- **Education Levels**
  - Secondary Education or below: 19%
  - University, Professional or Vocational Certification: 32%
  - University Degree: 43%
  - Postgraduate, Doctorate or above: 6%

- **Income Distribution**
  - <5M (JPY): 47%
  - 5 - 10M: 39%
  - 10 - 13M: 8%
  - >13M: 6%
## MALAYSIA

**GENDER**
- Male: 46%
- Female: 54%

**EDUCATION**
- Secondary Education or below: 21%
- University, Professional or Vocational Certification: 22%
- University Degree: 43%
- Postgraduate, Doctorate or above: 14%

**INCOME**
- <40K (MYR): 45%
- 40 - 80K: 29%
- 80 - 150K: 20%
- >150K: 6%

**AGE**
- 18 - 24: 22%
- 25 - 34: 39%
- 35 - 44: 22%
- 45 - 54: 9%
- 55 - 64: 4%
- +65: 1%

## NEW ZEALAND

**GENDER**
- Male: 38%
- Female: 62%

**EDUCATION**
- Secondary Education or below: 33%
- University, Professional or Vocational Certification: 30%
- University Degree: 21%
- Postgraduate, Doctorate or above: 16%

**INCOME**
- <40K (NZD): 30%
- 40K - 80K: 33%
- 80 - 100K: 13%
- >100K: 24%

**AGE**
- 18 - 24: 7%
- 25 - 34: 18%
- 35 - 44: 18%
- 45 - 54: 17%
- 55 - 64: 16%
- +65: 25%