dynata

PANEL BOOK

DYNATA RESPONDENT CAPABILITIES 2025

See why Dynata leads the industry in providing the highest quality first-party data.



Dynata: where quality drives decisions

Dynata is the world's largest first-party data company, delivering research-grade data from real, verified people to shape global business decision-making.

With a 96% data acceptance rate, we take a holistic, multi-layered approach—combining our unmatched first-party panel, expert oversight, and AI-driven fraud detection—to deliver superior data quality across every dimension.

From market research and consulting to media, advertising, and corporate strategy, more than 6,000 clients, including Fortune 500 companies, depend on Dynata to transform trusted insights into action.

WHAT MAKES DYNATA DATA DIFFERENT

96% data acceptance rate
Client rejection rates for other data providers are 2 – 5x our rejection rate of 4%.

Global reach, precise targeting
We deeply profile our first-party panel to connect you with the right people, anywhere in the world.

Validated, thoughtful responses
We know our respondents and ensure accuracy through unique IDs and active relationship management.

Audience representativeness
We help ensure your data reflects the audience you need, supporting better targeting and projectability.

Survey-to-survey consistency
Our rigorous execution enables reliable tracking and wave-on-wave comparability.

Realistic feasibility
We assess delivery timelines and costs accurately to meet your project goals.

Privacy-first approach
We're fully GDPR-compliant and prioritize respondent privacy and data security.

Multi channel
While the majority of our surveys are conducted online, they are multi-modal and we can conduct surveys via multiple methods as needed.

Focus on people—the right people

Our reach extends beyond our panel. We're experts at getting the right person at the right time into the right survey.

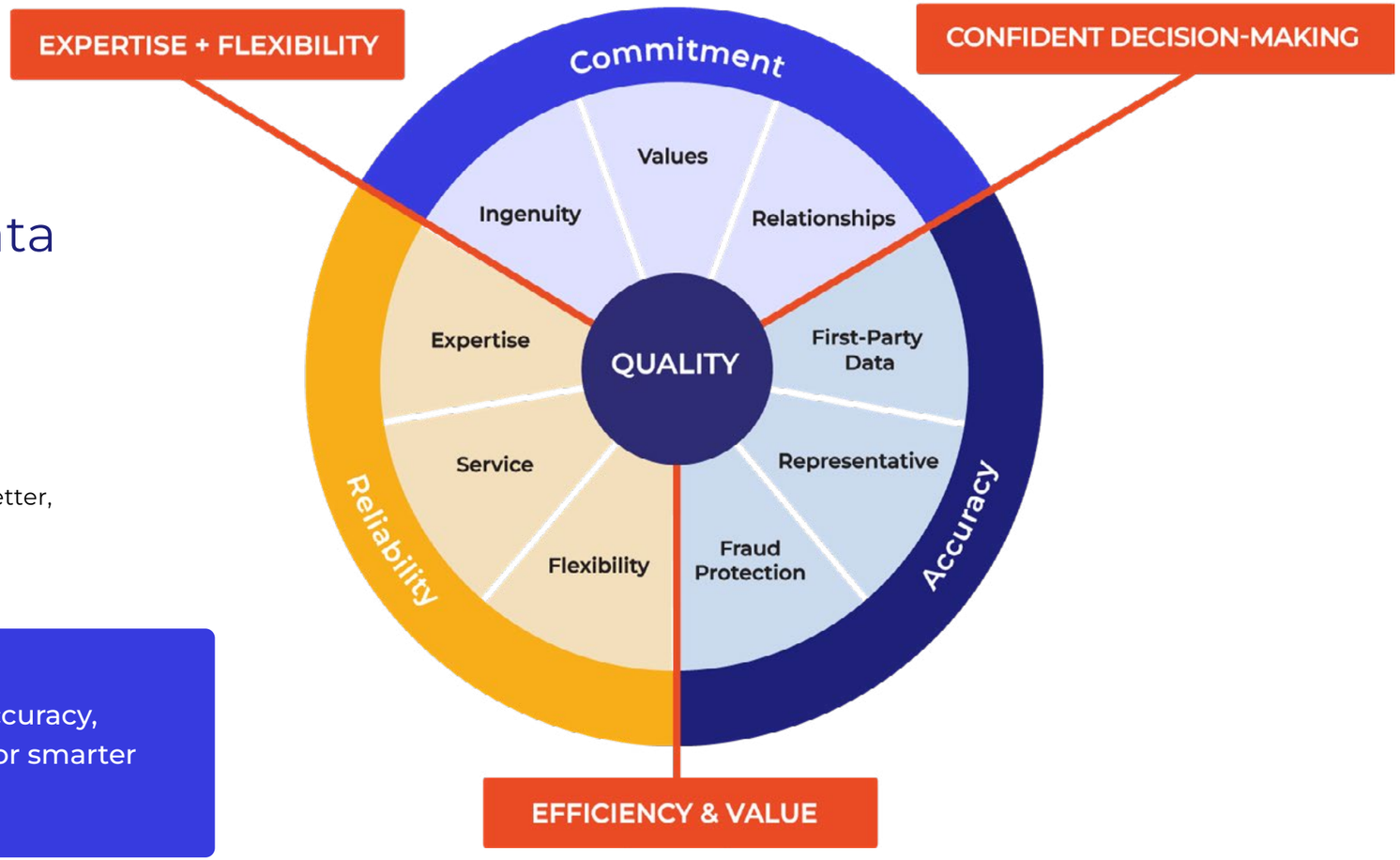
About Quality

At Dynata, we've developed a sophisticated, multi-layered data quality system that continues to evolve.

By combining our people, process, and products with the latest AI and machine learning technology, our systems continuously get better, staying a step ahead and always delivering high-quality data.

Dimensions of quality

At Dynata, we focus on three dimensions of quality—accuracy, reliability, and commitment—that are the foundation for smarter decision-making at scale.



Data quality starts at the source: **our respondents**

Data quality starts with respondent recruitment

We monitor and engage panelists at every step of the research journey, from sign-up to sampling through to the survey and reward redemption and have built a panel of 70+ million people spanning 82 markets.

Industry-leading panelist engagement, compensation, and retention

We invest heavily in quality recruitment, panelist relationships, and fair compensation to achieve the highest member engagement and retention. The riskiest data comes from someone you don't know – data coming from exchanges lacks insight into respondents' tenure, profile, and prior response history. Roughly 70% of all completed surveys from Dynata are produced by panelists who have been active members for more than 1 year. Less than 15% of our monthly proprietary panel production comes from members recruited in that same month.

Future-proofed, privacy compliant data

Dynata is a future-proofed, first-party data provider, producing panel assets that are wholly owned, operated, and managed using in-house platforms, terms and conditions, and privacy policies. Panelists interact with Dynata's owned/operated platforms in preparation for the phase-out of third-party cookies.

AI to improve the member experience

At Dynata we use AI and ML not only for quality assurance purposes but to match respondents with the surveys that they are likely to qualify for and participate in to optimize both participation and engagement.

AI at the core–self-improving technology: **our tech**

We've developed highly sophisticated ML-based fraud detection and scoring systems with tight integrations at each panelist touchpoint which span deduplication, bot prevention, recruitment quality management and real-time open-end quality evaluation. Many competitors tout quality systems but they lack the holistic, end-to-end integration needed to be truly effective. Our systems deliver the highest data acceptance rates in the industry.

Award-winning QualityScore™ ML model

QualityScore analyzes 175+ data points to identify survey fraud and inattention. Fraudulent and low-quality respondents are removed and replaced live during fielding, resulting in extremely high sample accuracy, reduced field times and less time spent cleaning the final data set. Clients have estimated that this results in time savings of up to 85%.

AI and ML used to fight future fraud

Rejected IDs are fed into our machine-learning models for training, constantly improving our monitoring and keeping it abreast of the latest problematic trends. This also helps identify any sources that merit deeper investigation.

And when we measure our performance, we outperform competitors across all quality dimensions

Open-end quality

% of open-end responses that are judged as good quality and usable

Sample acceptance

% of the completes we deliver that are judged to be good quality and usable

Over-qualification

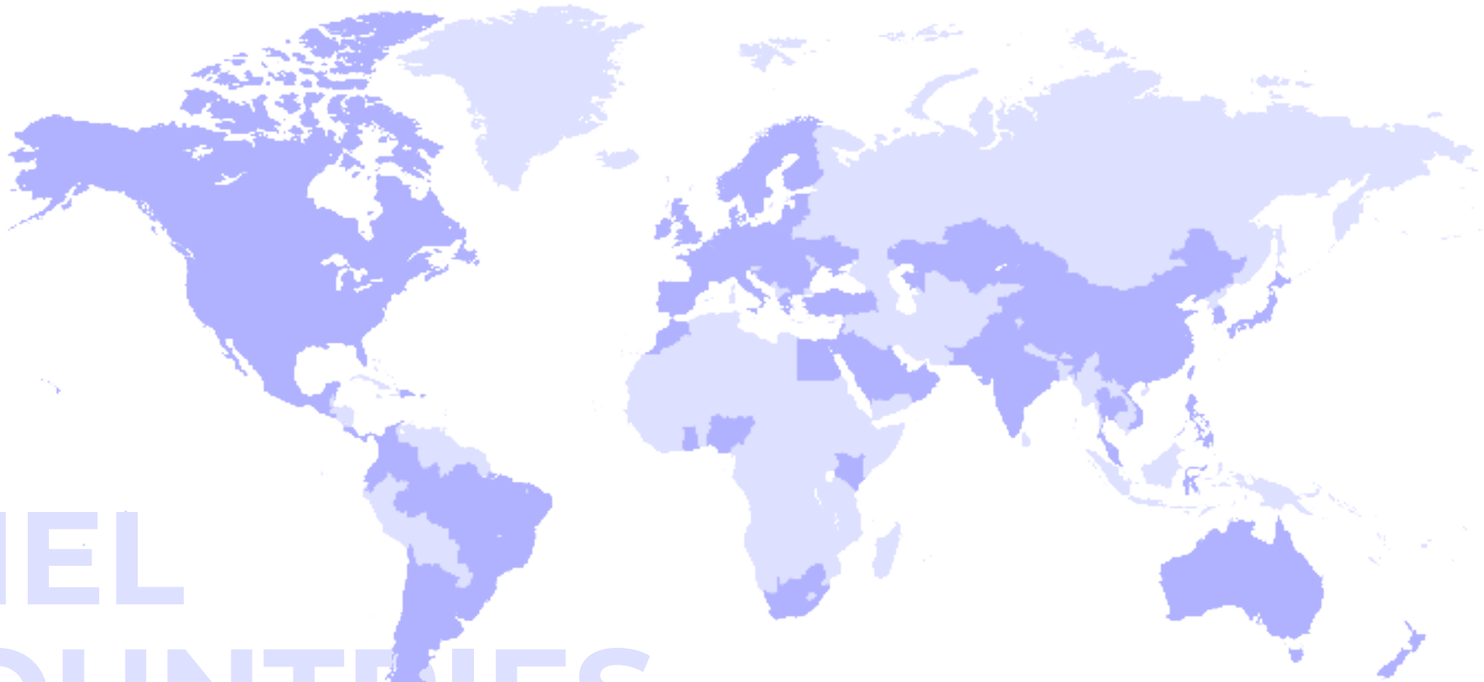
% of respondents who misrepresent screening criteria

Representativeness

How representative our samples are in terms of behavior and demographics

Reach the right people, anywhere, anytime

Dynata delivers the scale, precision, and consistency you need for high-impact research and campaign outcomes. We realistically assess feasibility and provide unmatched access to even the most niche or hard-to-reach audiences, anywhere in the world.



REACH 82 GLOBAL PANEL & SAMPLE COUNTRIES

AMERICAS

Argentina
Brazil
Canada
Chile
Colombia
Costa Rica*
Dominican Rep.*
Ecuador*
El Salvador
Guatemala*
Mexico
Panama*
Paraguay
Peru
Puerto Rico
Uruguay*
United States
Venezuela

APAC

Australia
China
Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Pakistan
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

EMEA

Algeria
Austria
Bahrain
Belgium
Bosnia
Bulgaria
Croatia*
Czechia
Denmark
Egypt*
Estonia*
Finland
France
Germany
Ghana
Greece
Hungary
Ireland
Israel*
Italy
Jordan
Kazakhstan
Kenya*
Kuwait
Latvia*
Lebanon
Lithuania*
Malta
Morroco*
Netherlands
Nigeria*
Norway
Oman
Poland
Portugal
Qatar*
Romania
Saudi Arabia*
Serbia*
Slovakia*
Slovenia*
South Africa
Spain
Sweden
Switzerland
Turkey
UAE*
United Kingdom
Ukraine

** New panel market*

Source smarter: real people, real diversity

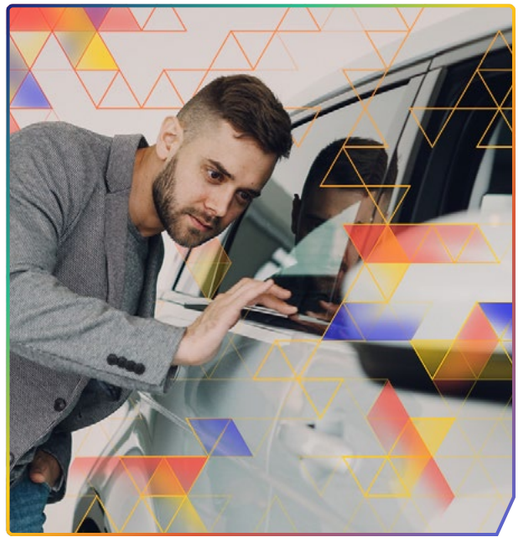
At Dynata, data quality starts at the source: our respondents. Our sophisticated, multi-layered recruitment and quality assurance systems ensure high-quality, diverse, and representative first-party data at a global scale.

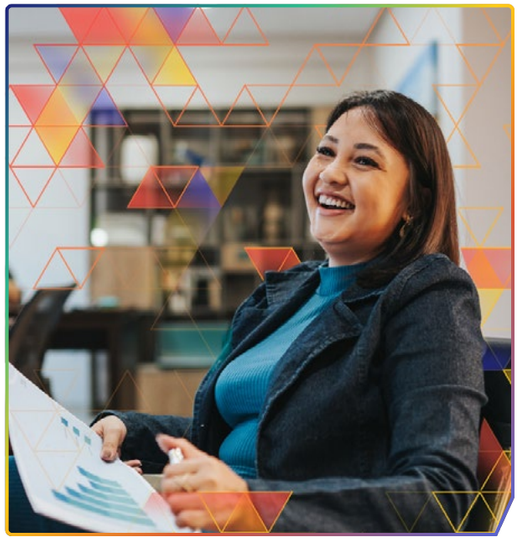
We recruit from over 2,000 sources worldwide and review our partners regularly to ensure they meet our precise standards.

Our model integrates people, processes, and advanced technologies, including AI and machine learning, to deliver clean, trusted data for every project.

Source name	Recruitment	Rewards	Strengths
Loyalty panels	Loyalty program members from leading global brands in travel, entertainment, media, retail, etc. are invited to join our panels.	Points or miles relevant to the program source.	More affluent, high quality, pre-validated individuals with known characteristics.
Organic, open enrollment & partnerships	Online and mobile channels: websites, social media influencers, and apps.	Points to redeem for cash, prizes and gift cards.	A wide range of incomes and demographics, generally younger, less affluent, and more ethnically diverse.
Respondent exchange network (REX)	Dynata sources respondents via direct API connections with a broad range of external, highly-engaged consumer communities. Dynata leverages its extensive, holistic quality systems to ensure quality from these respondent communities.	Points, miles, currencies and/or gift cards relevant to the program source.	Extends our reach to high-value, hard-to-reach audiences both inside and outside traditional research communities, enhancing our panel diversity and driving efficient, at-will extension of our global audience reach.







Research for the real world: capture each and every voice

Reach underrepresented audiences with inclusive recruitment.

DEI isn't a box to check: it's built into how we recruit. At Dynata, we use a multichannel, always-on approach to engage populations across race, gender identity, age, ability, socioeconomic background, and other characteristics.

We've built an ecosystem that actively brings diverse voices into your research.

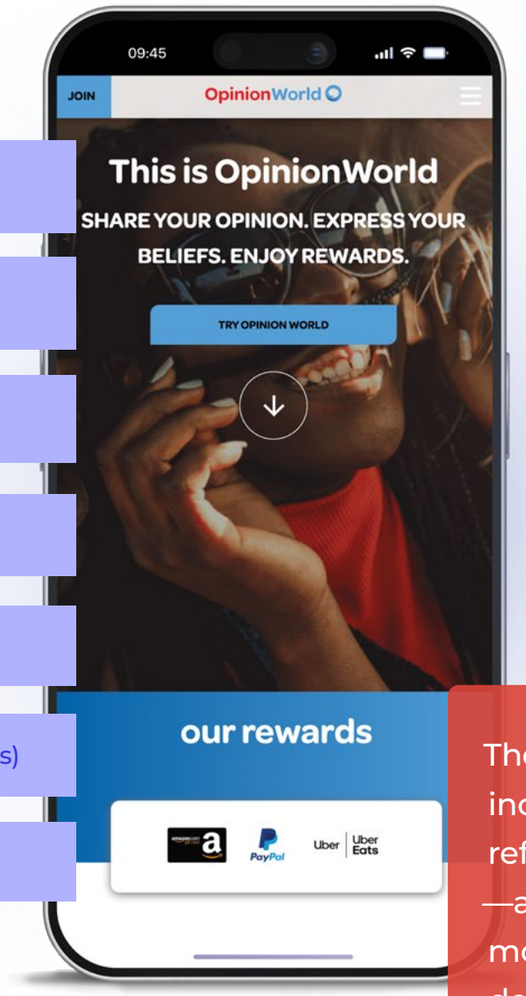
Widest reach in the industry:
Engage historically underrepresented groups via mobile apps, influencers, loyalty programs, and diverse social platforms.

Inclusive by design:
Tailored messaging and rewards resonate with different communities.

Accessible to all:
Mobile-first platforms are Web Content Accessibility Guidelines (WCAG) 2.0-compliant, supporting all devices and abilities.

RECRUITMENT CHANNELS:

- Loyalty networks
- Communities and apps
- Search advertising
- Influencer agencies
- Email marketing
- Demand-side platforms (DSPs)
- Social media



The result? Reliable, inclusive insights that reflect the real world—and drive smarter, more confident decisions.

Dynata is the key partner in the global insights and measurement industry for over 45 years

70+ Million
Consumer & business professionals

4 Billion
Insights uncovered annually

100+ Million
Annual survey completes

6k
Customers in 90 countries

200k+
Projects delivered annually

Audience Discovery Partners

IPG, horizonmedia, PUBLICIS MEDIA, OMG Omnicom MediaGroup, WPP, dentsu

Audience Activation Partners

Meta, LiveRamp, neustar A TransUnion® Company, Cadent, eyeota A Dun & Bradstreet Company

Campaign Effectiveness Partners

amazon.com, Meta, iSpot.tv, verizon, DIRECTV stream, comcast xfinity, NBCU NBCUNIVERSAL MEASUREMENT PARTNER, OmnicomGroup, Google Measurement Partner

Connected Data Partners

CACI EVER VIGILANT, catalist., choreograph, experian., Porch GROUP MEDIA, EQUIFAX, dun & bradstreet, claritas

From answers to activation: the power of Dynata data

At Dynata, we go beyond data collection: we connect you to the full spectrum of audience insights. We deliver research-grade, high-quality, permissioned, first-party data as the foundation for your decision-making. From there, we help you to enrich and scale that knowledge through connected data partnerships and to activate those insights through CRM integration and ad exposure matching.

Whether you're looking to better understand your audience, reach them more effectively, or measure the impact of your messaging, it all starts here.

ONE PLATFORM, DEEPER INSIGHT.
From survey to activation, Dynata connects you to high-quality, scalable data that fuels smarter decisions at every step.



Start smart: build insights on a strong first-party data foundation

Dynata offers an extensive, meticulously curated library of business and consumer profile attributes, all collected directly from individuals through surveys. This robust, first-party data resource is carefully designed and continuously managed to deliver key advantages – including precise audience segmentation, unmatched reliability, and superior feasibility for your research needs.

Unlock the power of deep profiling

Precise, global targeting
We deeply profile our global panel to zero in on your relevant target audience.

Dynamic, real-time data
Stay ahead with constantly updated profiles and the flexibility to add new data points as your needs evolve.

Permissioned, actionable data
Access high-quality, recontactable first-party data for trustworthy, actionable insights.

Transform insights into action
Leverage survey data to create and activate precise, high-performing audience segments that drive results.



Thousands of consumer profile attributes that span behavioral, attitudinal and demographic attributes >> precise targeting

Dynata collects thousands of self-reported data points, helping you reach your target audience with precision and confidence. Below is a selection of some of our most-used consumer profile attributes – helping you reach your target audience with precision and confidence.

Basic Demographics

Gender
Age
Marital Status
Language
Number in Household
Children
Education
Household Income
Employment Status
Own or Rent
Region
Sexual Orientation
Religious Affiliation
Ethnicity or Race
Hispanic Origin
Registered Voter
Political Party Affiliation
Voter History

Automotive

Vehicles in Household
Type of Automobile
Primary Make, Model, Year
Secondary Make, Model, Year
DIY Maintenance
Intent to Buy

Home Features / Improvements

Home Improvement / Upkeep / Repair
Role in Decision-Making
Lawn Equipment Used

Utilities

Service Provider
Role in Decision

Travel for Leisure

Travel Websites Used
Car Rentals
Airlines
Hotels

Interests / Hobbies

General
Health / Fitness / Wellness
Hobbies / Leisure
Outdoor Activities
Sports Activities

Electronics / Gadgets

Electronic Devices Owned (32 types)
Desktop & Notebook Computer (19 brands)
Printer (14 brands)
Tablet or e-Reader (49 brands)
Online Activities
Internet (30 Providers)
Video Game Accessories
Video Game System (13 brands)

Mobile Phone

Mobile Phone Use
Type of Mobile Phone
Mobile-Only Phone User
Operating Systems
Network Providers (16 providers)
Average Monthly Billing

Tobacco Products

Products Used
Cigarettes by Brand (37 brands)
Smoking Habits & History
Smoking Cessation or Alternatives Used

Department Stores

Shopping Frequency
Items Purchased

Dining Out

Frequency
Amount Spent Per Person
Type of Restaurant
Considerations

Insurance

Auto Insurance Provider (152 providers)
Home Insurance Provider (152 providers)
Health Insurance Provider (66 providers)
Health Insurance Coverage

Consumer Banking

Interest
Financial Advice (11 services)
Online Trading Accounts
Financial Advisor
Investment Account Types (13 types)
Investment Account Firm
Primary Brokerage Firm
Type of Checking Account
Primary Mutual Fund Firm (61 firms)
Retirement Firm (26 firms)
Total Investable Assets
Type of Investment
Financial Products
Credit Cards
Financial Institutions (134 banks)

Groceries

Primary Shopper
Stores Shopped (56 stores)
Amount Spent Per Week
Beer, Wine, Liquor
Beverage Consumption
Beer Consumption
Domestic / Import / Craft Beer Brands (76 brands)
Wine Purchases
Liquor Type & Brands

Entertainment

Television
Books
Movies
Music
Magazine Readership (40 genres, 270 titles)
Radio Stations (39 markets)

General Household

Pets or Animals
Recreational Vehicles

Ailments and Health Conditions

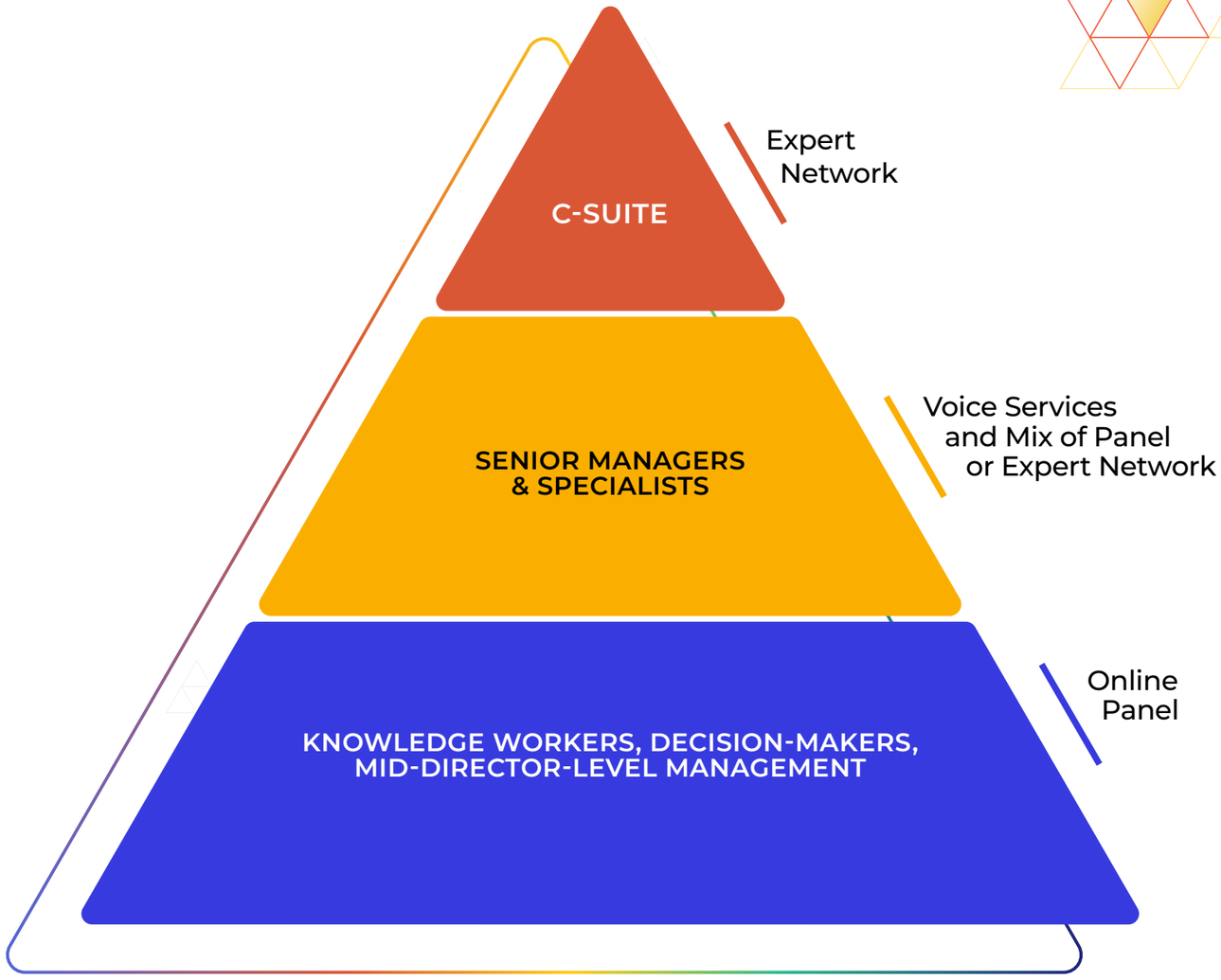
Allergy / Asthma / Respiratory
Arthritis / Joint Ailments
Autoimmune / Blood
Cancer
Cardiovascular / Heart
Diabetes / Obesity / Thyroid
Digestive / Gastric / Urinary
Male / Female Health
Mental Health
Nervous / Neurologic
Pain
Dermatologic / Skin
Sleep Disorders
Hearing Impairments / Vision

Understanding your B2B buyers: tap into business decision-makers

Validated access to global B2B audiences

Dynata offers access to a high-quality pool of real business professionals around the world. Whether you're targeting mid-level managers or industry specialists, we connect you through the right channel, cadence, and research format.

Our multi-modal approach ensures we can deliver high-quality B2B data for maximum representativeness and consistency.



Find custom B2B audiences from across the globe

Comprehensive B2B audience

Americas

Canada
United States

Europe

France
Germany
Italy
Spain
UK

Specialists & Mid-level management

Americas

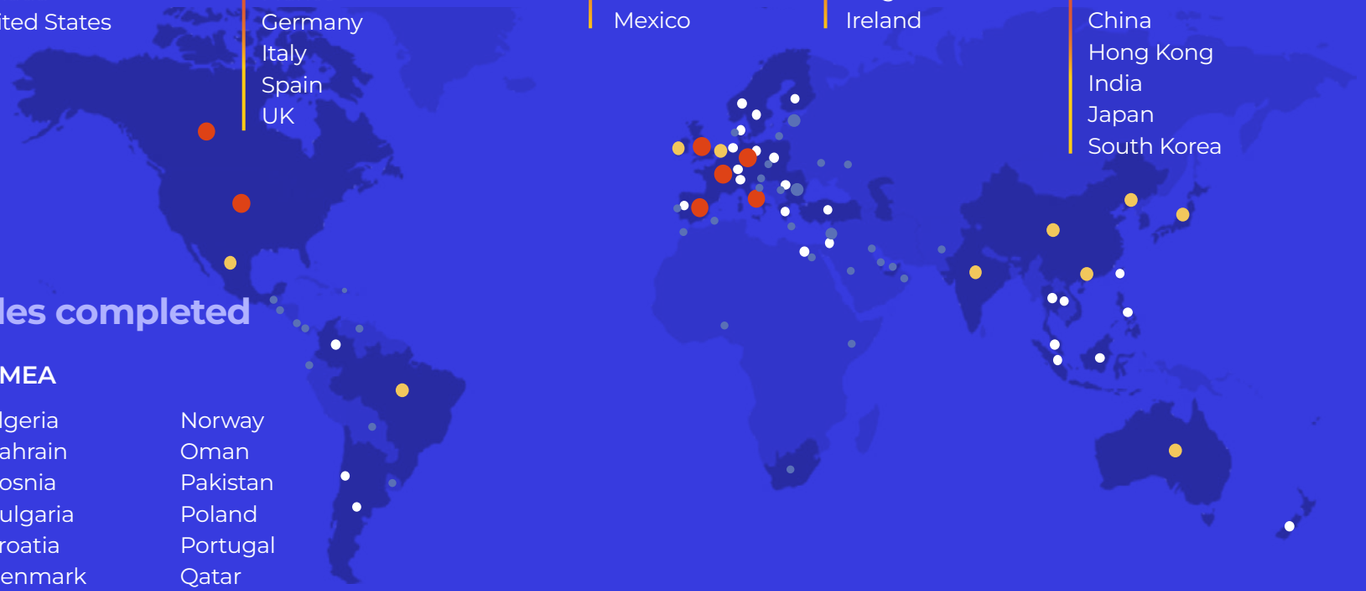
Brazil
Mexico

Europe

Belgium
Ireland

APAC

Australia
China
Hong Kong
India
Japan
South Korea



Occupation profiles completed

Americas

Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Panama
Paraguay
Uruguay
Venezuela

EMEA

Algeria
Bahrain
Bosnia
Bulgaria
Croatia
Denmark
Egypt
Estonia
Ghana
Jordan
Kazakhstan
Kenya
Kuwait
Latvia
Lebanon
Lithuania
Malta
Morrocco
Nigeria
Norway
Oman
Pakistan
Poland
Portugal
Qatar
Romania
Saudi Arabia
Serbia
Slovakia
Slovenia
South Africa
Sweden
Switzerland
Turkey
UAE
Ukraine

Knowledge workers & direct management

Americas

Argentina
Chile
Colombia

Africa & Middle East

Egypt
Israel

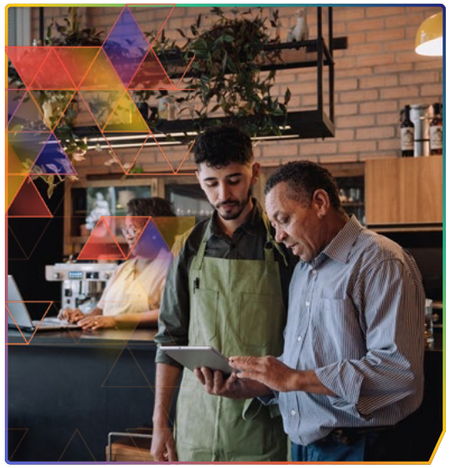
Europe

Austria
Czechia
Denmark
Finland
Greece
Hungary
Netherlands
Norway
Poland
Portugal
Sweden
Switzerland
Turkey

APAC

Indonesia
Malaysia
New Zealand
Philippines
Singapore
Taiwan
Thailand
Vietnam

Dynata's quality innovation: B2B Virtual Resume









Dynata's continuous validation ensures verified and qualified business professionals

IMPROVED PROFILING

Accurate and optimized profiling built for complex B2B roles and titles – essential for a positive respondent experience.

EXTERNAL VERIFICATION

Continuous occupation validation through third-party databases ensures panelist accuracy.

VALIDATED SUBJECT MATTER EXPERTISE: VIRTUAL RESUME

B2B panelists complete expert-designed surveys to confirm their knowledge in relevant fields – like a virtual resume.

100+ JOB TITLES, VERIFIED PROFESSIONALS.
Dynata connects you with real decision-makers through validated profiles and expert-led qualification.

Key business profile attributes

Whether you're targeting by industry, job function, or decision-making authority, our B2B profile data ensures you're speaking to the right professionals. Below is a selection of some of our most-used B2B profile attributes for deliver better insights.

Basic Attributes

Business Type
Industry Segment
Annual Revenue
Number of Employees at All Locations
Number of Employees at Local Location

Business Professional

Title
Occupation
Functional Role
Purchase Decision-Makers
Primary Role
Human Resources Role
Bartenders
Carpenters
Teachers
Plumbers

Expanded Business Variables by Industry

Business Services
Computer Hardware
Computer Software
Consulting
Consumer Products
Consumer Services
Entertainment / Sports
Energy & Utilities / Oil & Gas
Food / Beverages / Restaurant
Media / Publishing
Non-Profit
Retail
Telecommunications
Equipment
Travel / Hospitality / Leisure

Legal Services

Legal Occupation
Legal Role

Real Estate

Type of Business
Primary Real Estate Role

Banking / Financial Services / Insurance

Type of Business
Primary Role

Transport & Logistics

Type of Business
Professional Driver Work Type

Education

Educator Role
Educator – Education Level Type
Educator – Educational Institute

Government / Military

Law Enforcement / Emergency Service Type
Military Branch of Part-Time Service
Military Branch Served
National Guard Service Branch
Military Service Status
Government Level of Employment

Business Owner

Type of Business Owned / Operated
Type of Personal Service

Healthcare

Healthcare / Medical Professionals
Nursing
Physician Primary Specialty

ITDM / IT Roles

Type of IT Professional
Developer Roles
Primary IT Functions / Responsibility
Roles in Various IT Areas Including:
- PCs, Tablets, or Client Devices
- Mobile Technology / Applications
- Servers
- Data Center
- Cloud Computing
- Network / Data Technology
- Voice Technology
- Business Applications & Process Software
- Business Intelligence, Big Data, Analytics
- Virtualization Software
- Unified Communications

Enrich & expand: go beyond first-party data

Access expanded, high-quality profile attributes from leading data providers – giving you a richer, more complete view of your audience to fuel smarter decisions.

Uncover what first-party data can't
Fill in knowledge gaps with behavioral, financial, lifestyle, or firmographic details.

Sharpen targeting precision
Create more accurate segments and lookalike audiences.

Gain deeper customer understanding
See how your audience thinks, behaves, spends, and votes.

Deeper data in real time
Dynata has built partnerships with leading data providers – enrich your data in real time.



Dynata partners with industry-leading data providers

Extend your understanding with financial, lifestyle, and voter data to reveal deeper audience truths.

experian. — 50+ countries

Leading global provider of consumer data and insights. 300M+ consumers, 126M+ households.

- Demographics
- Financial data
- Lifestyle & interest data
- Modeled credit score
- Risk management score
- Segmentation data

ACXIOM — 60+ countries

Offers rich consumer data with predictive behavioral insights.

- Demographics
- Lifestyle
- Purchase behavior
- Audience propensities
- Segmentation data

claritas — US only

Specializes in demographic and financial-related data across 60+ household segments.

- Demographic, lifestyle, & behavioral data
- Consumer financial assets, banking behaviors, & product preferences

TargetSmart L2 BETTER DATA BETTER DECISIONS — US only

DATA TRUST ARISTOTLE Now You Know™ Catalist

Voter data provider. 240M+ individuals across all 50 US states + D.C.

- Voter-registration data
- Political affiliation
- Voting behavior

CACI — UK only

Segmentation tools providing detailed consumer and financial behavior insights.

- Demographic characteristics by postcode
- Social & lifestyle indicators
- Consumer behavior & preferences
- Financial behavior & services usage
- Updated segmentation with Fresco 20 for enhanced financial classification

EQUIFAX — US only

Provider of directly-measured financial data covering over $20 trillion in consumer assets.

- Verified income estimates
- Spending capacity (Spending Power, Affluence Index)
- Financial durability & ability to pay
- Credit risk scores
- Economic cohort classifications
- Asset & investment data across financial categories

dun & bradstreet — US focused*

Provider of business-level data with coverage of over 250 million companies worldwide.

- Unique B2B business identifiers
- Industry classification
- Revenue & financial indicators
- Firm size & number of employees
- Geographic location
- Real-time in-survey matching to firmographic data

**Global reach possible upon*

Porch Group *(formerly V12)* — US only

Largest and most accurate automotive ownership data. 215M+ consumers, 186M+ VIN records.

- Demographics
- Financial data
- Lifestyle & interest data
- Credit score
- Risk management score

choreograph A WPP Media Brand — US only

(formerly Wunderman Data Products)

Consumer data provider combining demographic, lifestyle, attitudinal, and purchase behavior insights.

- Demographic data
- Health-related data
- Interests & lifestyle indicators
- Attitudinal data
- Actual purchase data from credit & debit card transactions
- Modeled purchase propensities
- Product group & category preferences (11 groups & 50+ categories)
- Brand affinities

From insight to action: put your data to work

Seamlessly connect to your CRM & media ecosystems

Dynata helps you translate insights into action by connecting our data to your systems and workflows. From customer database matching to ad delivery, we make your research immediately usable – without compliance risks.

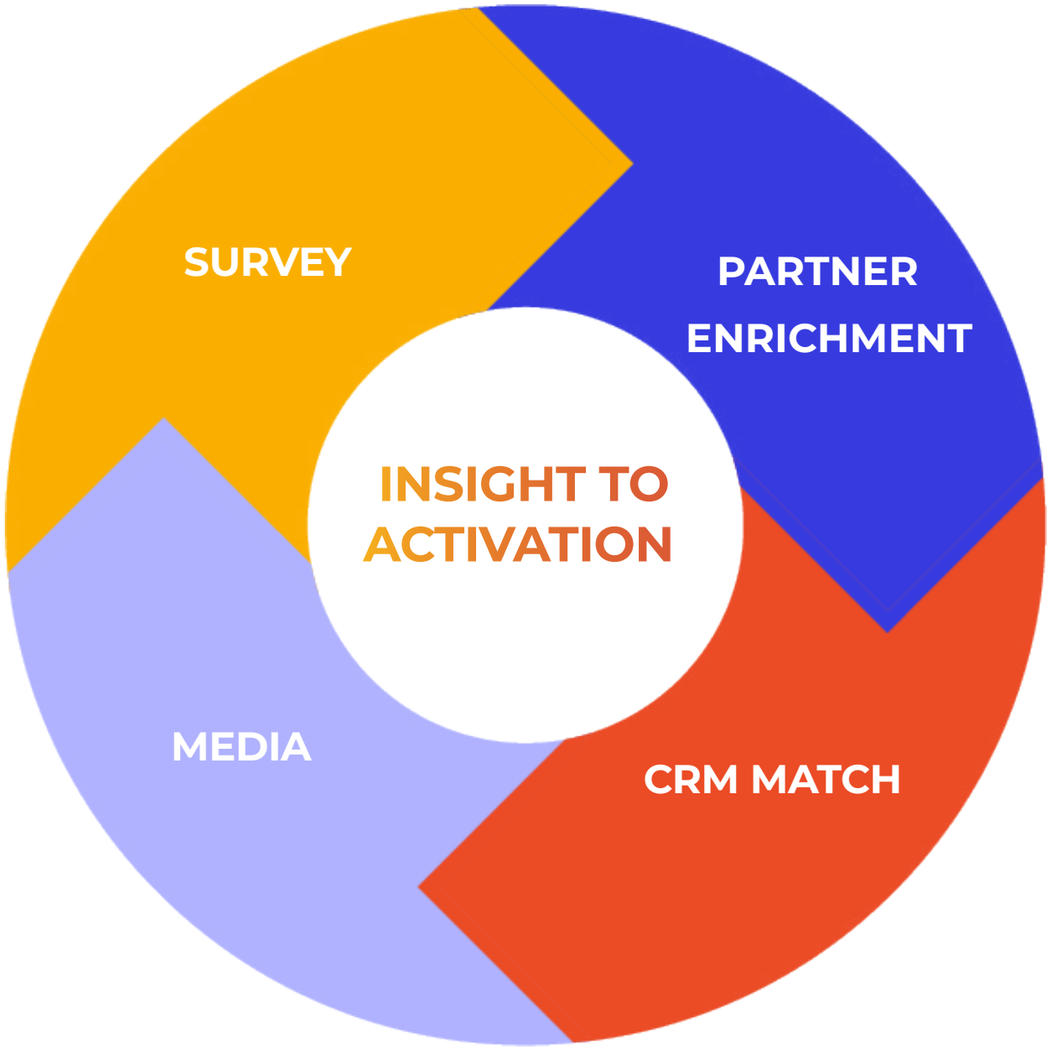
Integrate into your CRM or Customer Data Platform (CDP) to uncover new segments or upsell opportunities

Fully compliant data usage and analytics matching

Match to media plans and audiences for targeted activation

Supported by agency and martech partnerships

Seamlessly integrate survey insights into your CRM for new upsell opportunities, segmentation, and media activation.



AMERICAS

29 million active panelists

NORTH AMERICA
Canada
United States

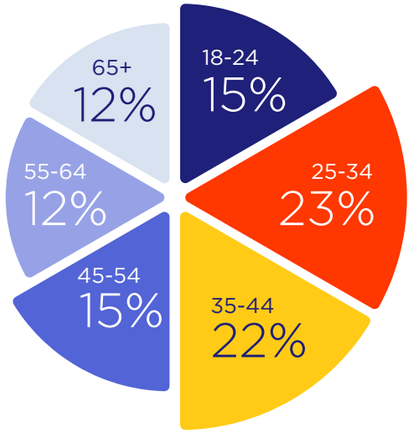
LATIN AMERICA
Argentina
Brazil
Colombia
Chile
Costa Rica
Dominican Republic
Ecuador
Guatemala
Mexico
Panama
Uruguay

Key market counts highlighted on map

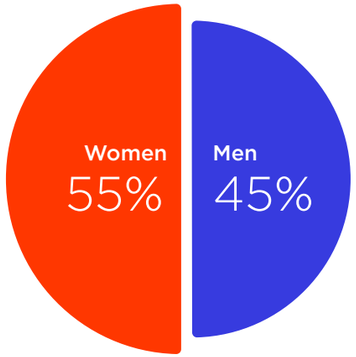


CANADA

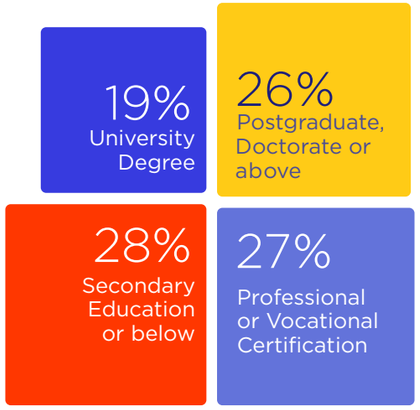
AGE



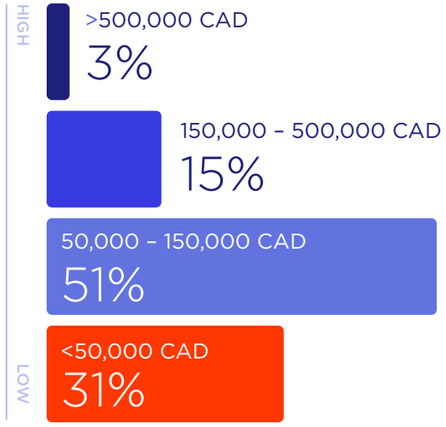
GENDER



EDUCATION

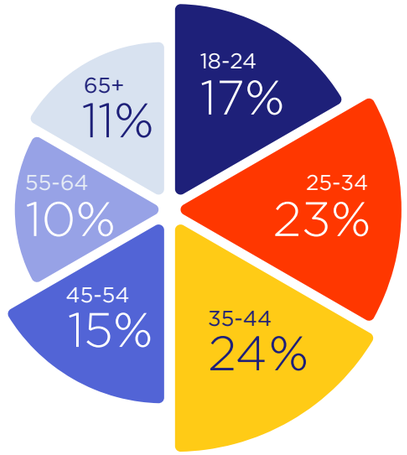


INCOME

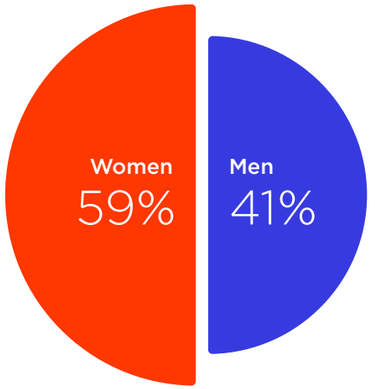


USA

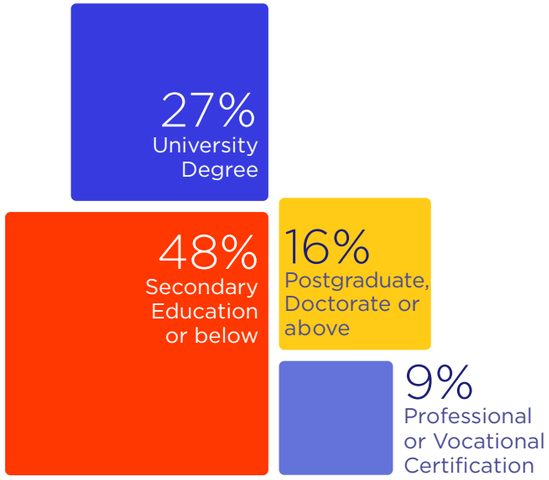
AGE



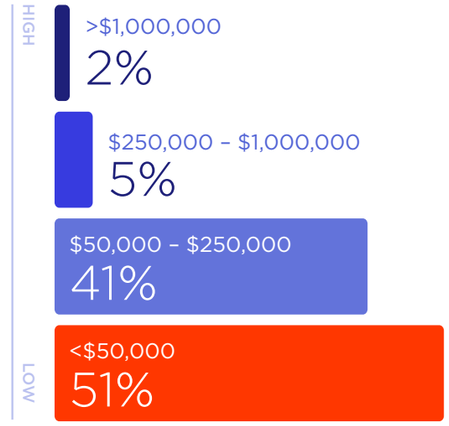
GENDER



EDUCATION



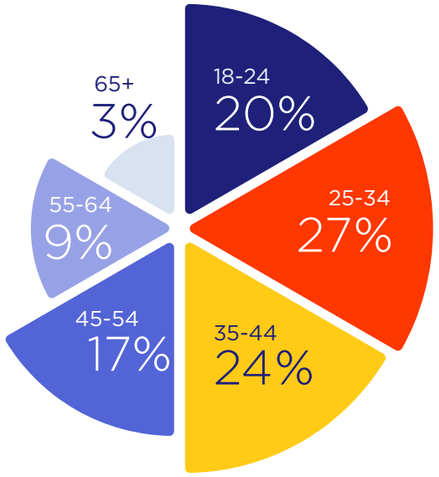
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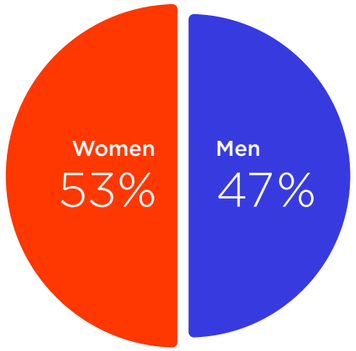
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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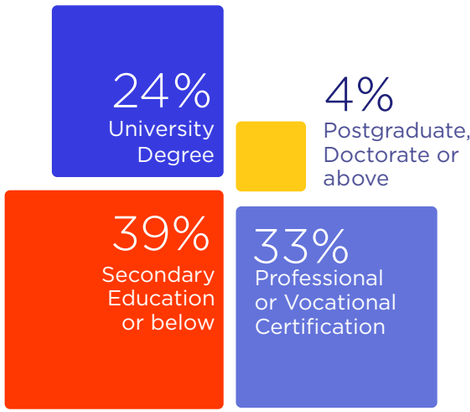
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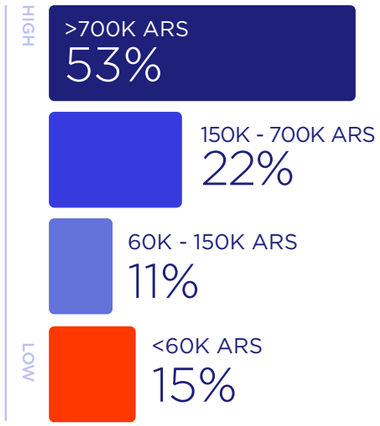
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EDUCATION

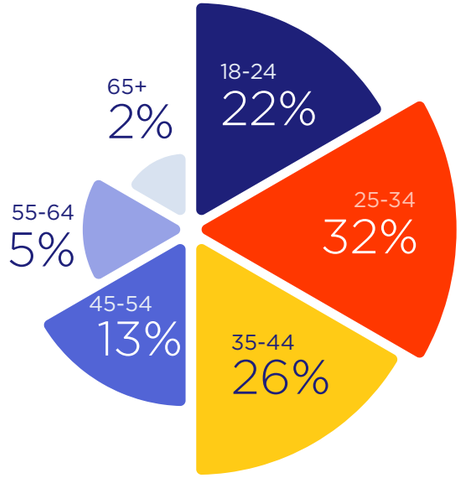


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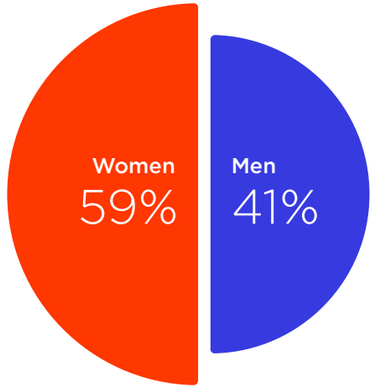


BRAZIL

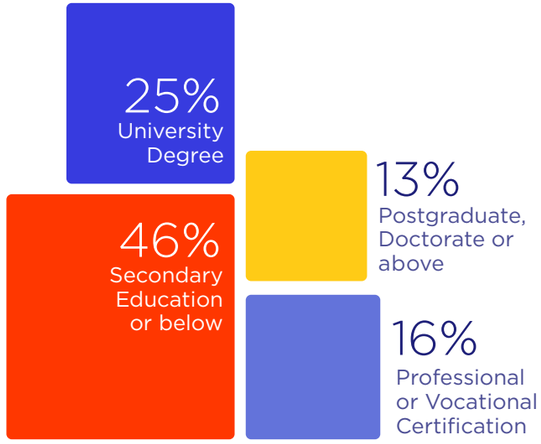
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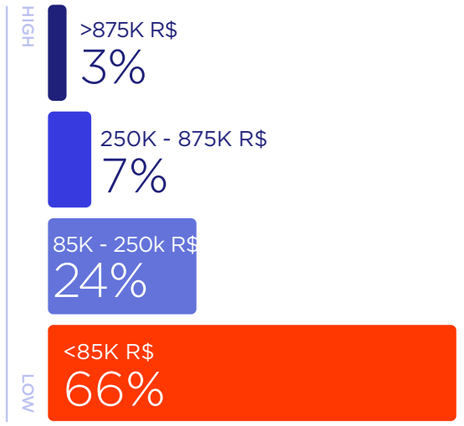
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EDUCATION



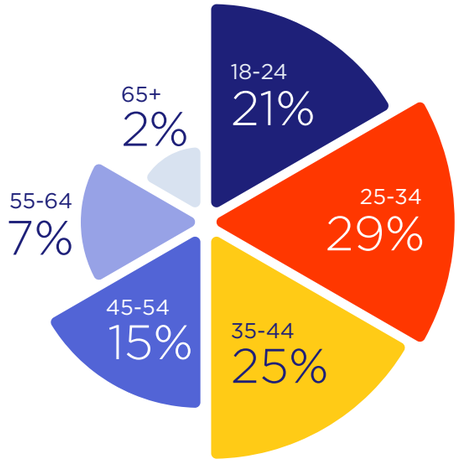
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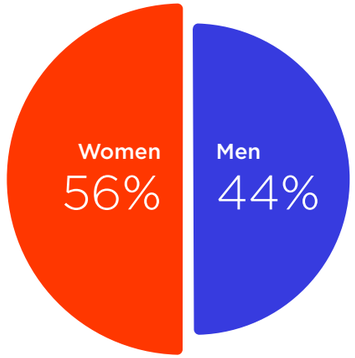
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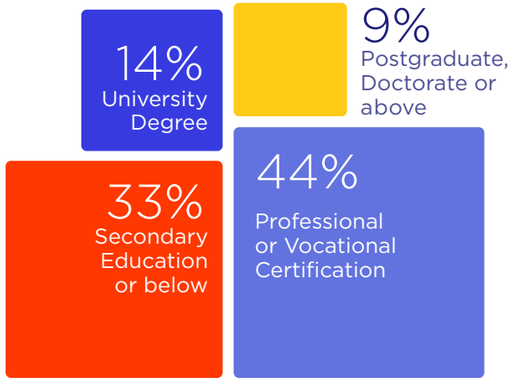
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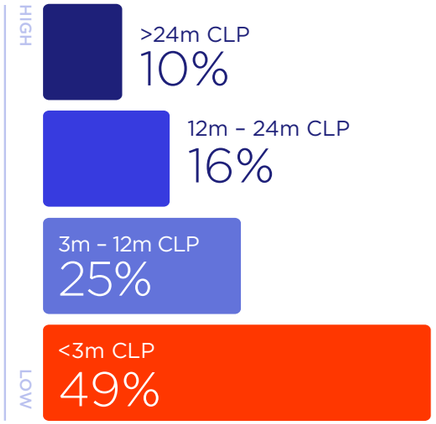
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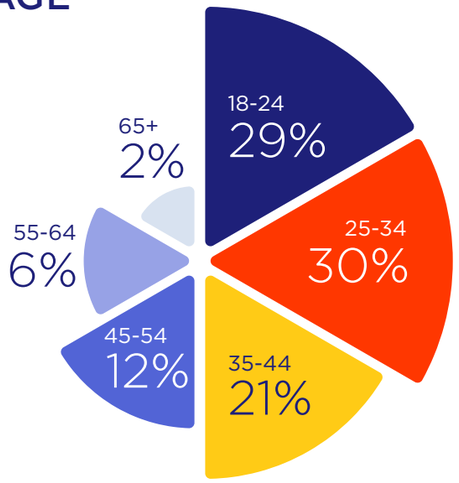


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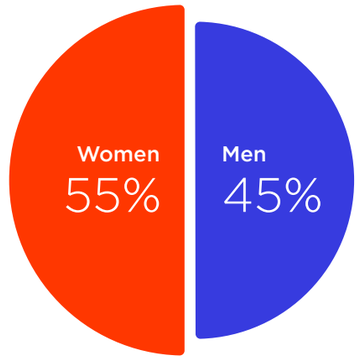


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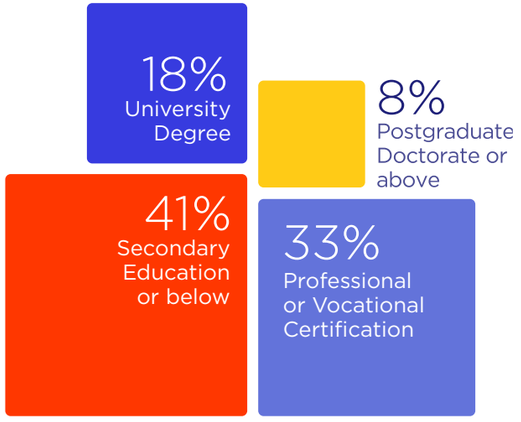
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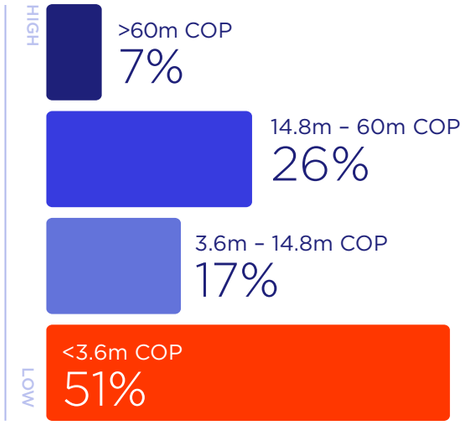
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EDUCATION



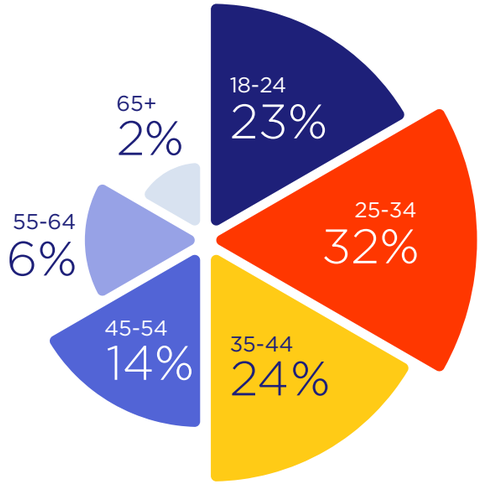
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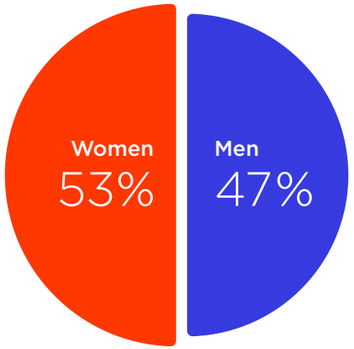
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COSTA RICA

AGE



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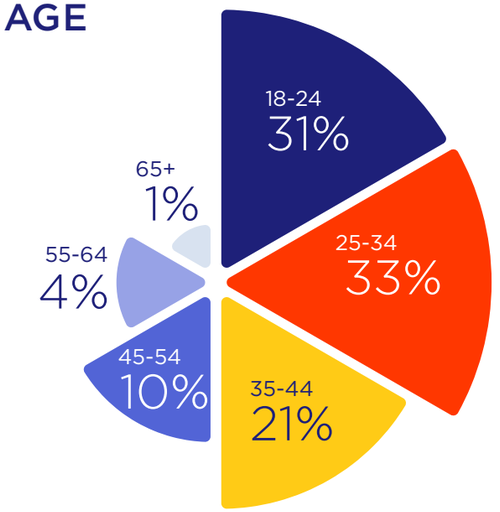


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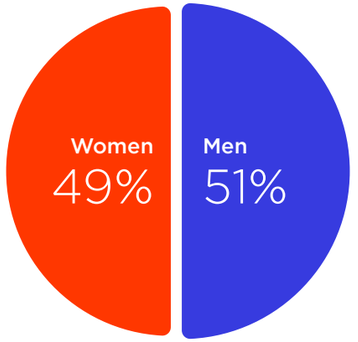


DOMINICAN REPUBLIC

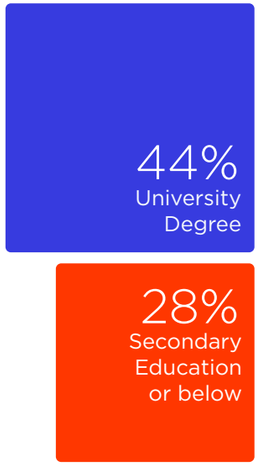
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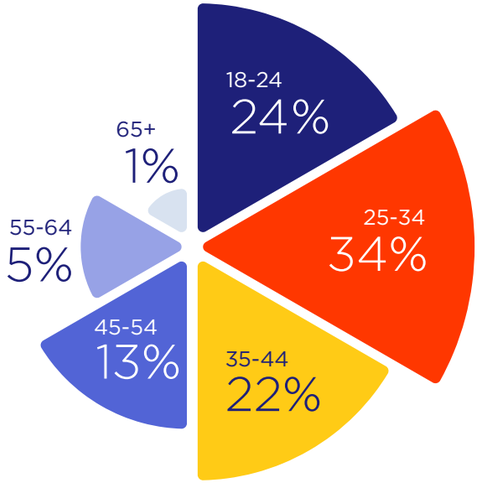




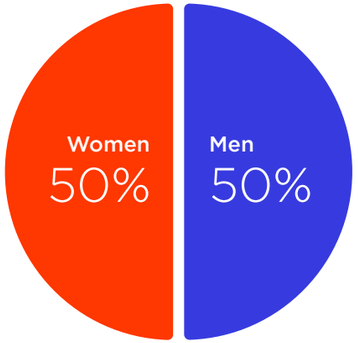
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

ECUADOR

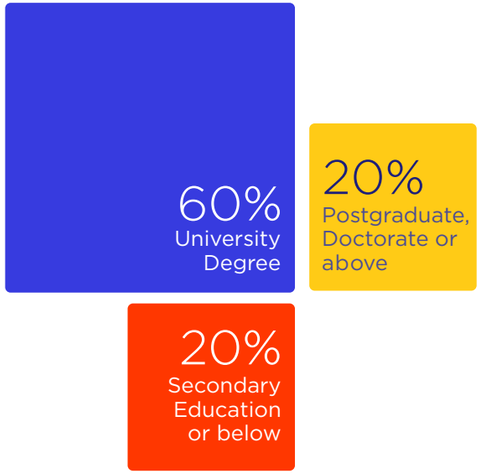
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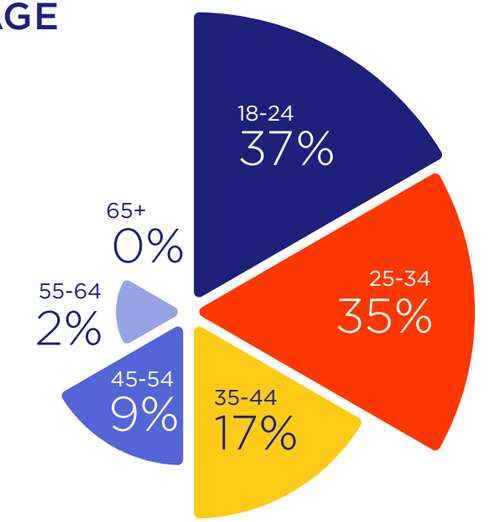
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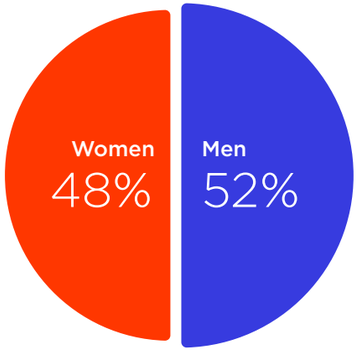
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GUATEMALA

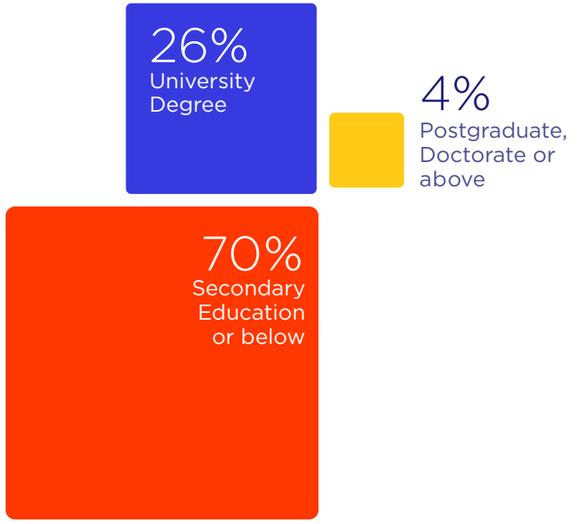
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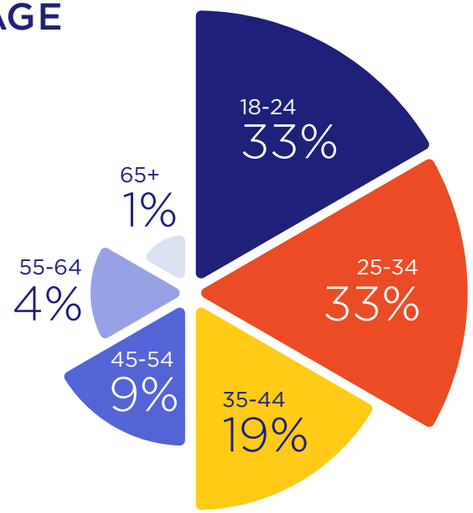


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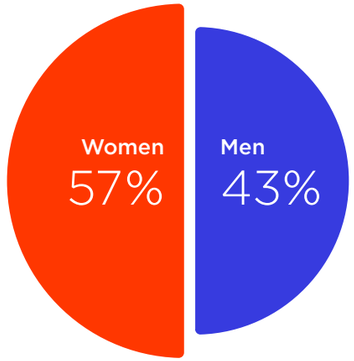


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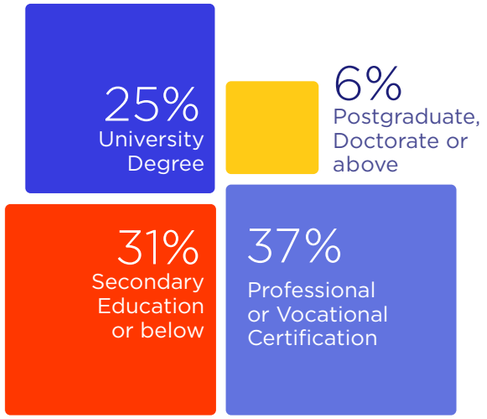
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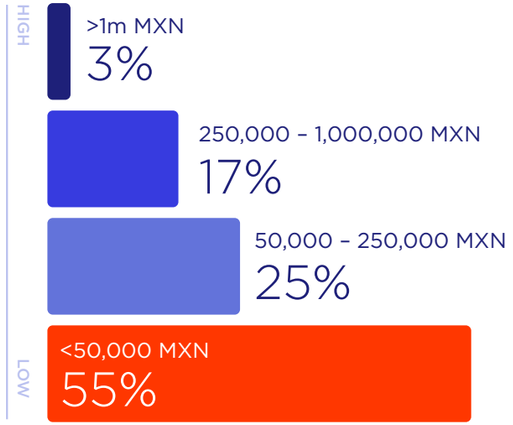
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EDUCATION

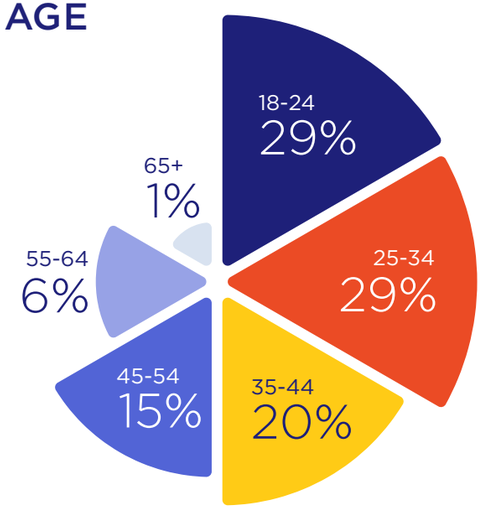


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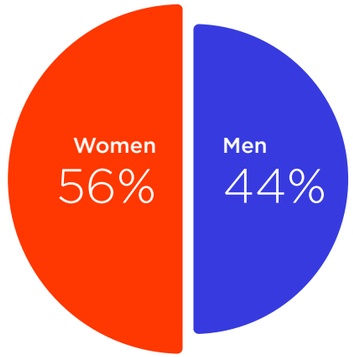


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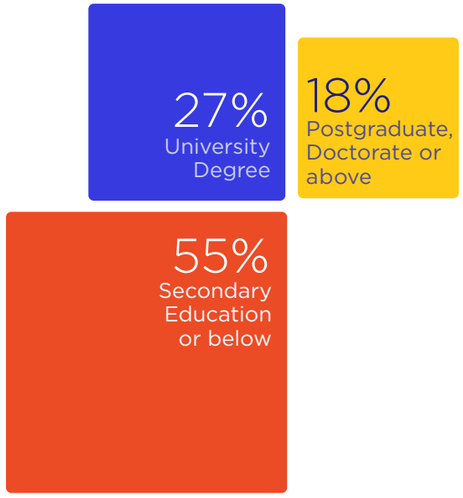
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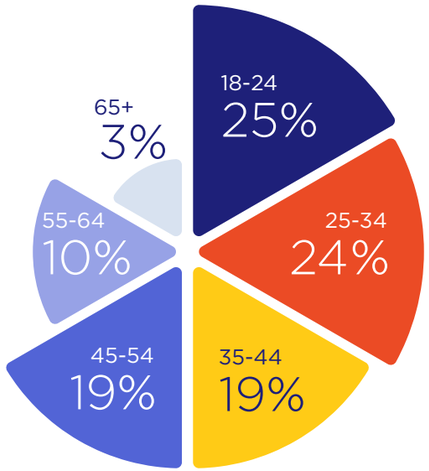
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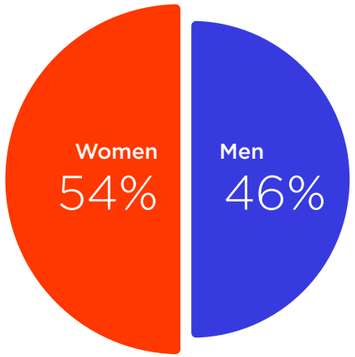
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URUGUAY

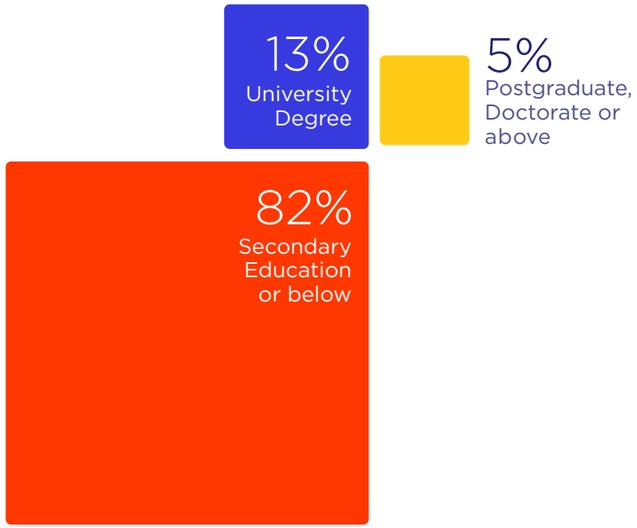
AGE



GENDER



EDUCATION



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EMEA

16 million active panelists

Austria
Belgium
Bulgaria
Croatia
Czechia
Denmark
Egypt
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Israel
Kenya
Morroco
Netherlands
Nigeria
Latvia
Lithuania
Luxembourg
Norway
Poland
Portugal
Qatar
Romania
Saudi Arabia
Serbia
Slovenia
Slovakia
South Africa
Spain
Sweden
Switzerland
Turkey
UAE
United Kingdom

Key market counts highlighted on map



AUSTRIA
130,000

BELGIUM
439,000

DENMARK
145,000

FINLAND
112,000

FRANCE
2,644,000

GERMANY
1,700,000

HUNGARY
174,000

ITALY
1,200,000

IRELAND
170,000

NETHERLANDS
685,000

NORWAY
120,000

POLAND
806,000

PORTUGAL
335,000

ROMANIA
204,000

SPAIN
1,900,000

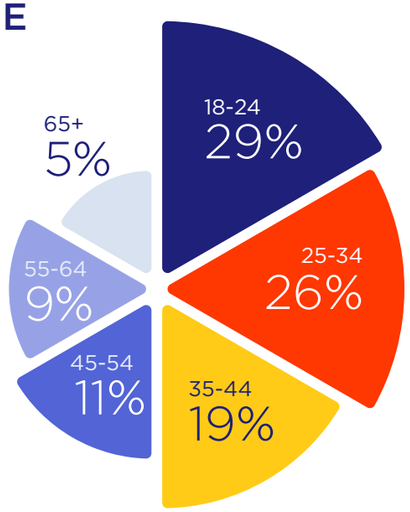
SWEDEN
359,000

TURKEY
1,100,000

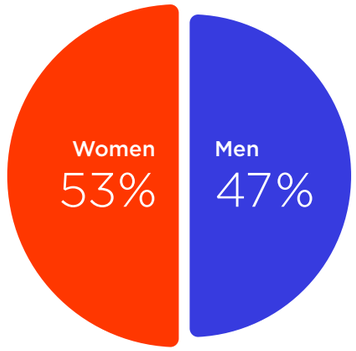
UK
2,600,000

AUSTRIA

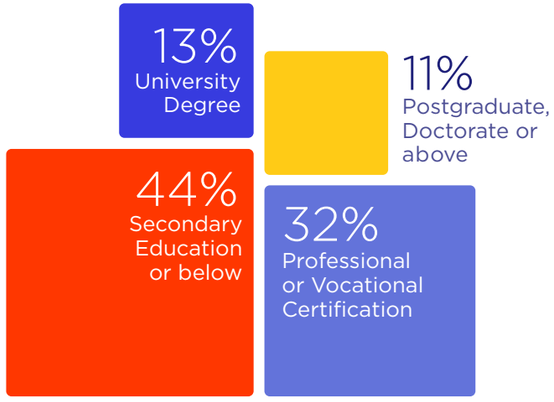
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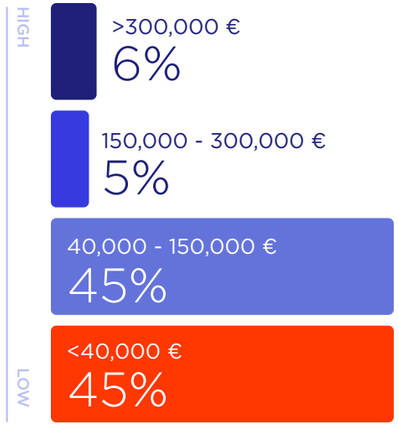
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EDUCATION

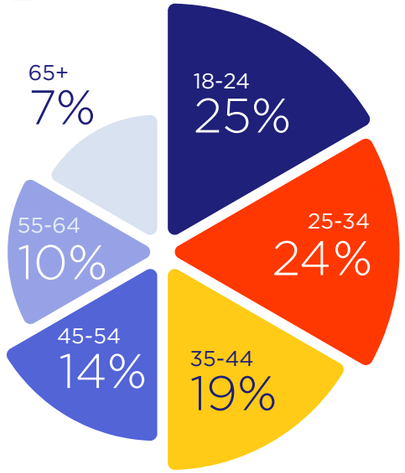


INCOME

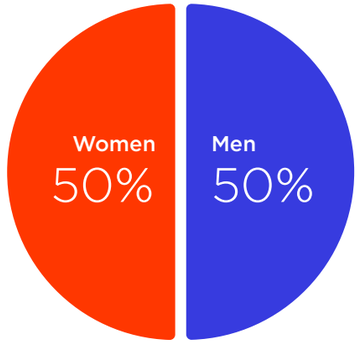


BELGIUM

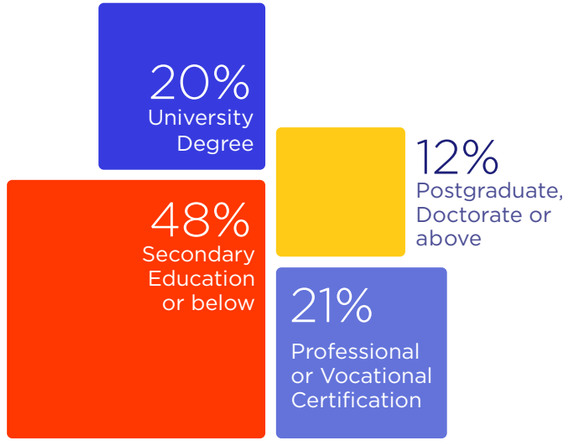
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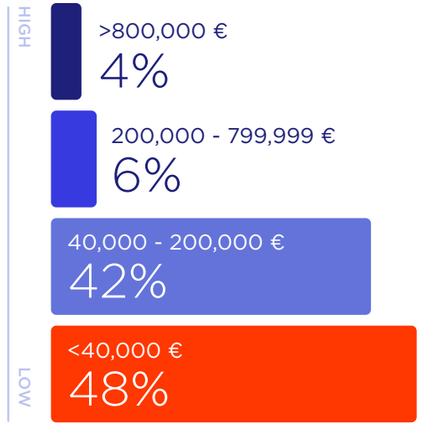
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EDUCATION



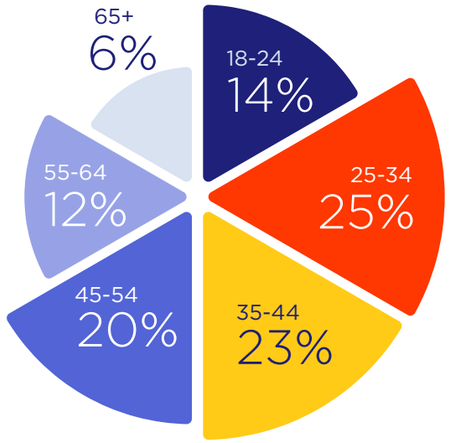
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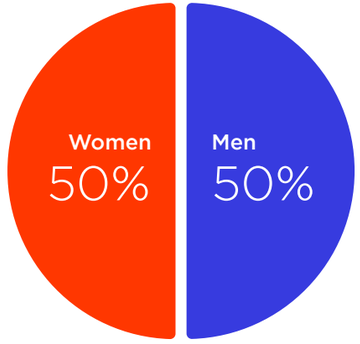
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

BULGARIA

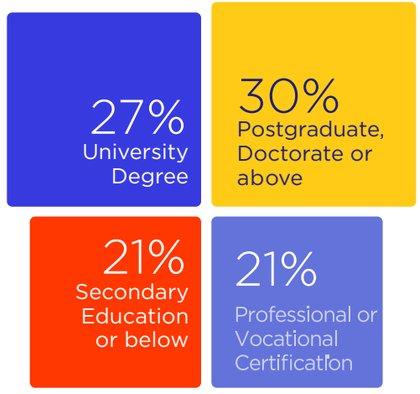
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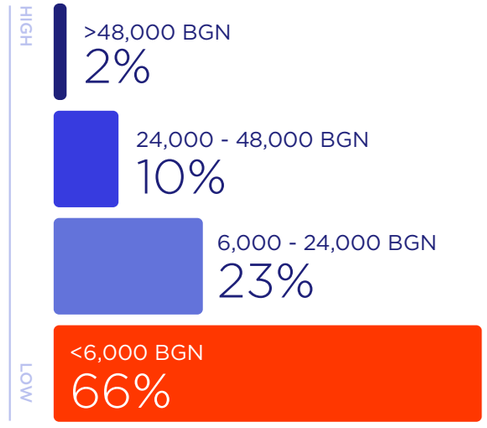
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EDUCATION

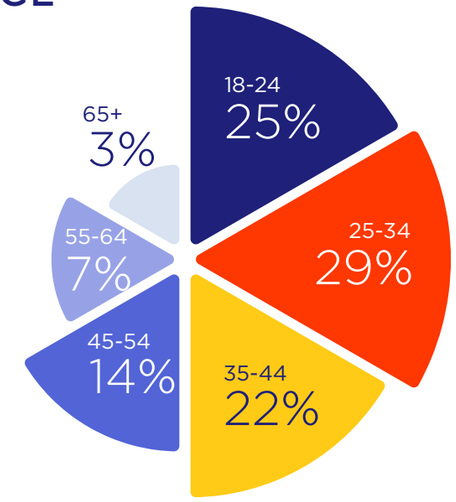


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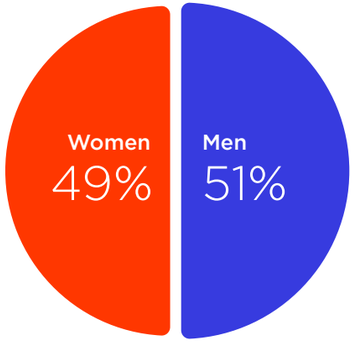


CROATIA

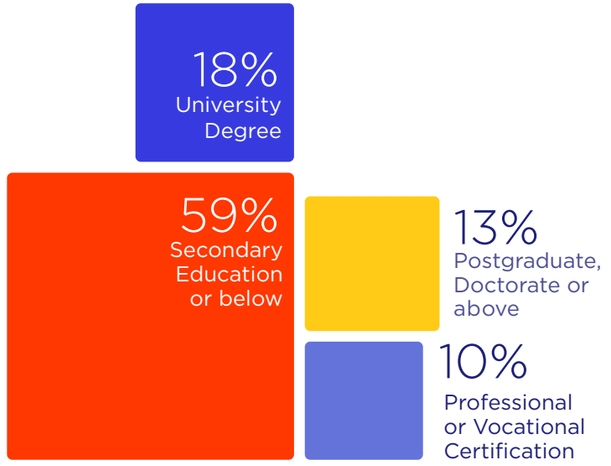
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GENDER



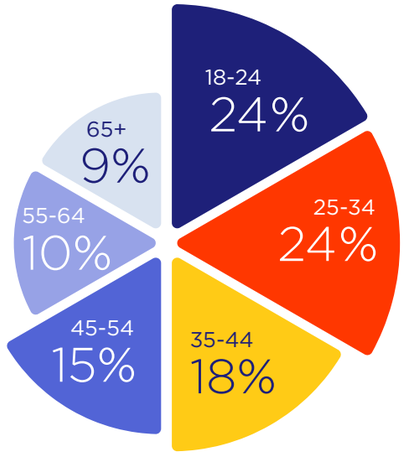
EDUCATION



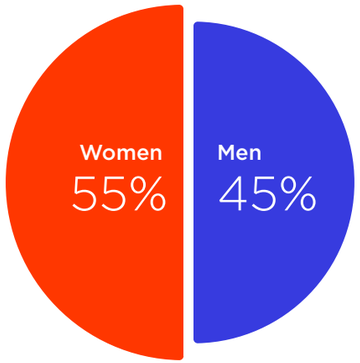
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

CZECH

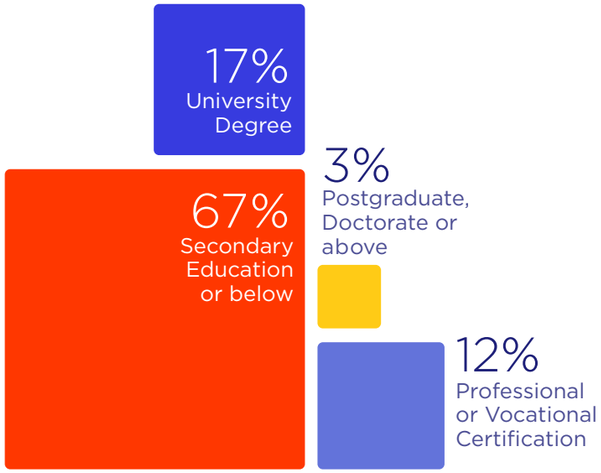
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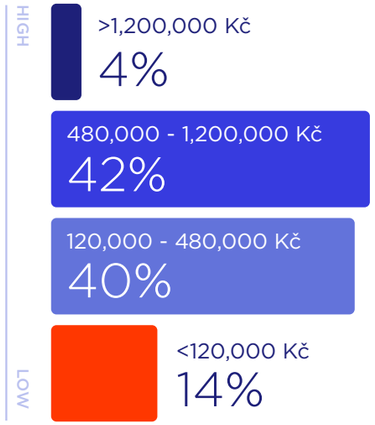
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EDUCATION

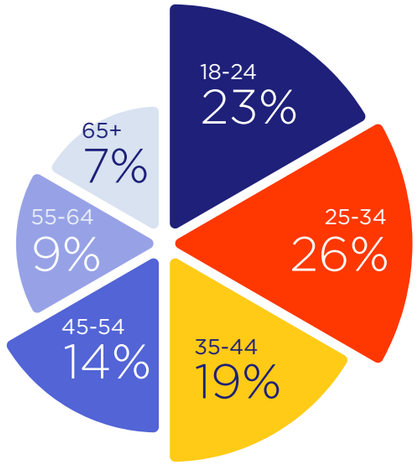


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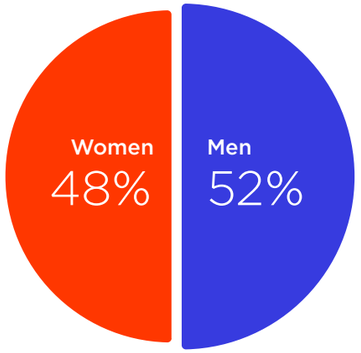


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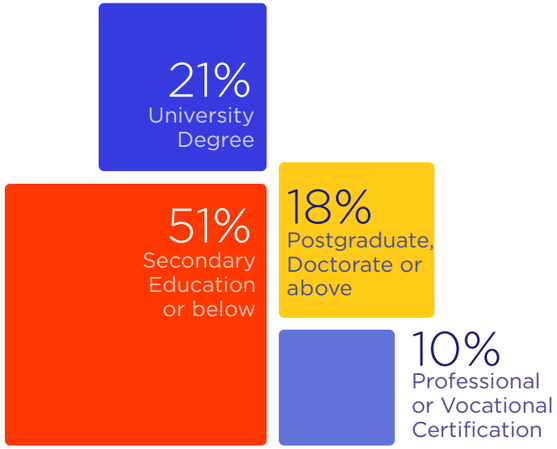
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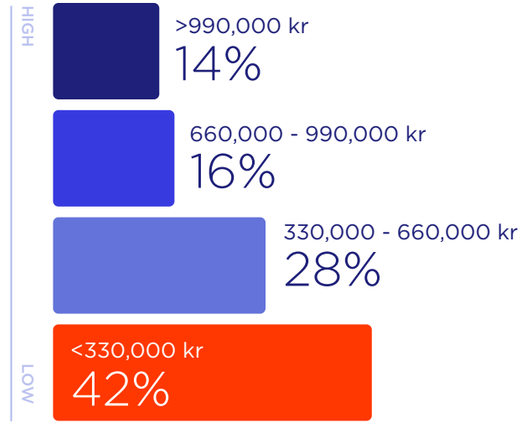
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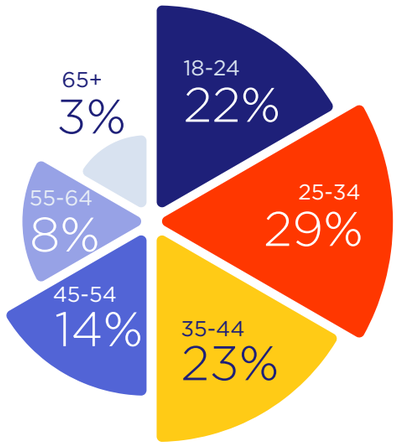
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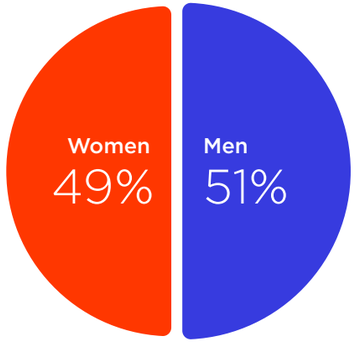
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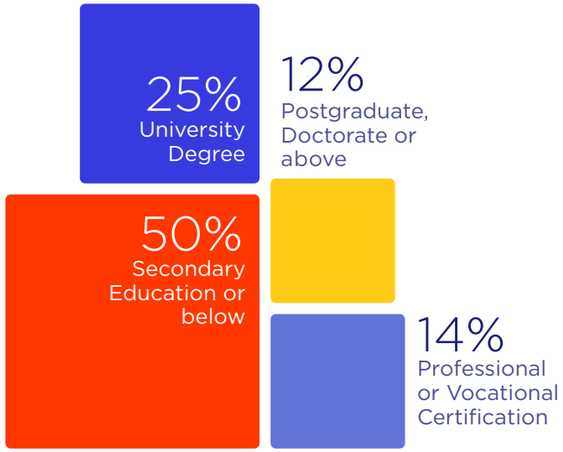
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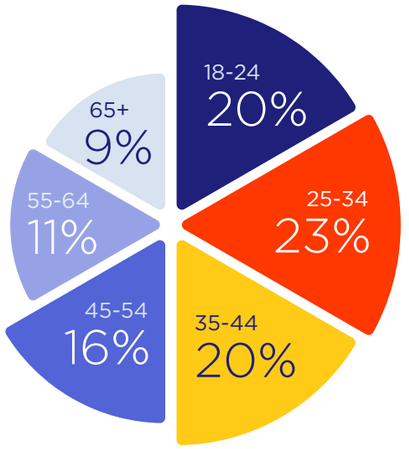
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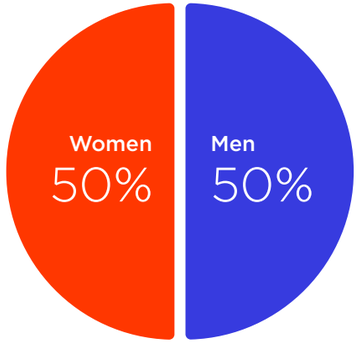
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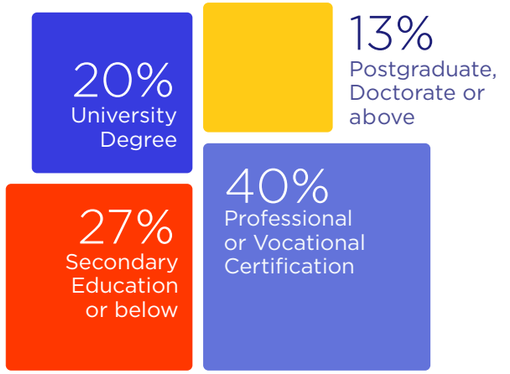
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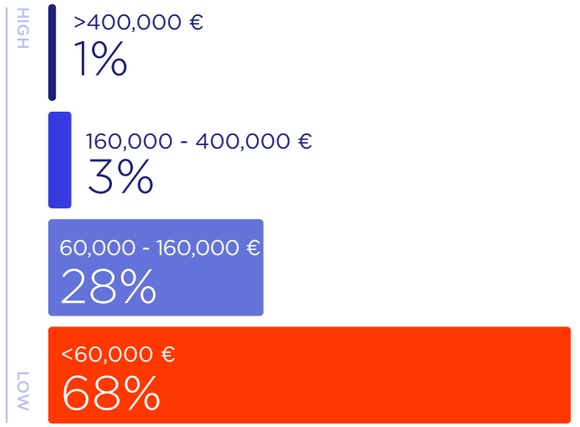
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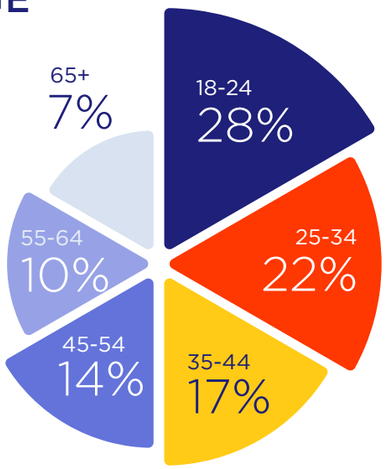


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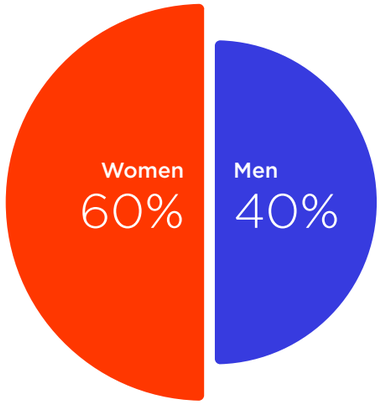


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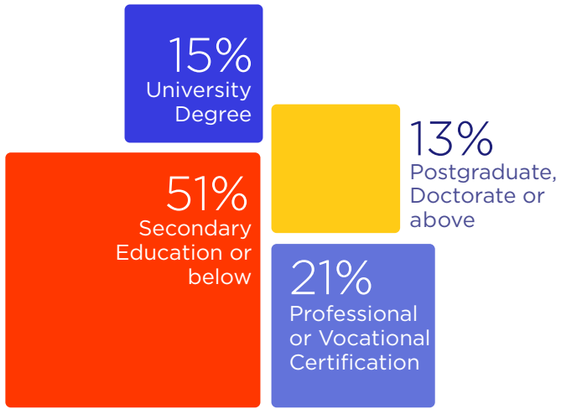
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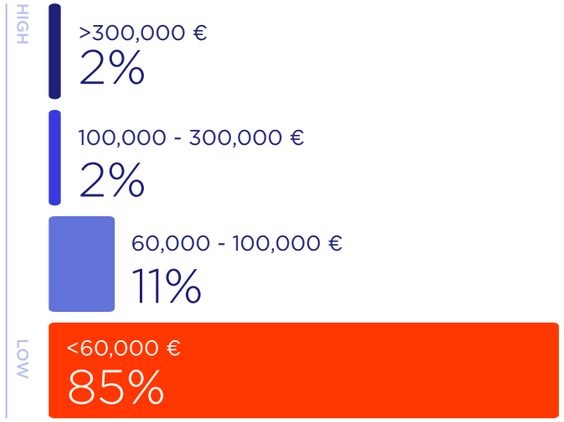
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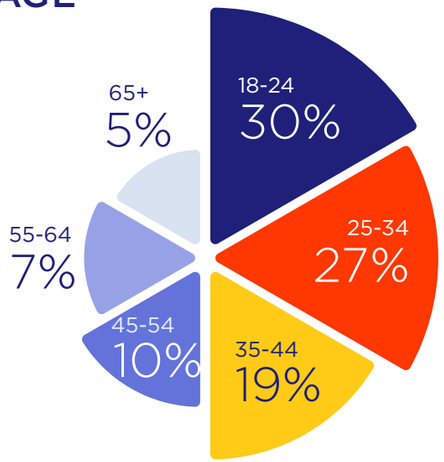


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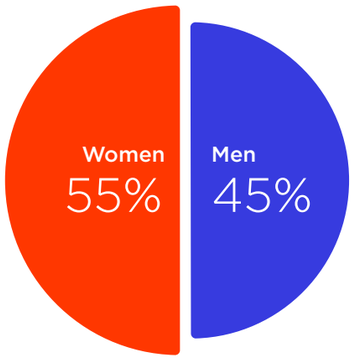


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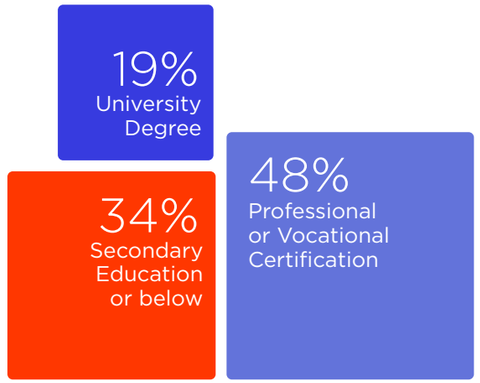
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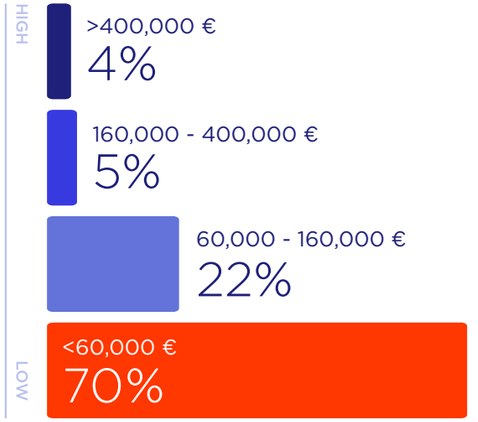
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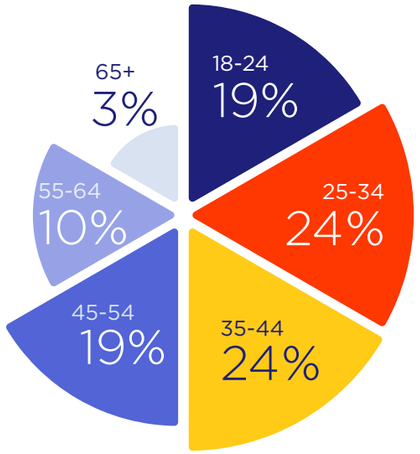
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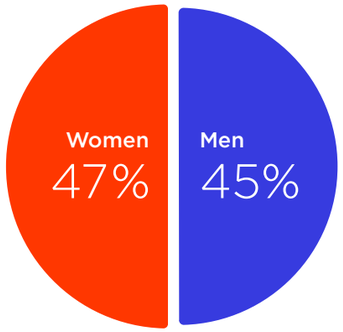
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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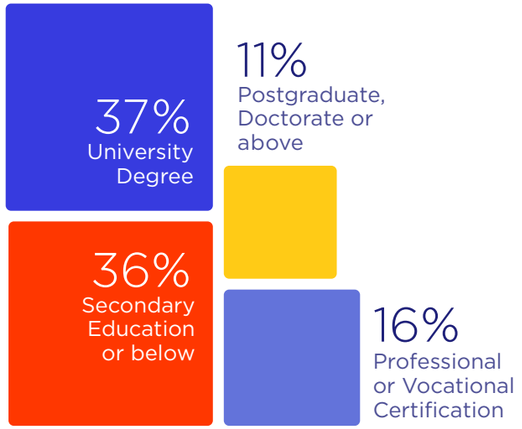
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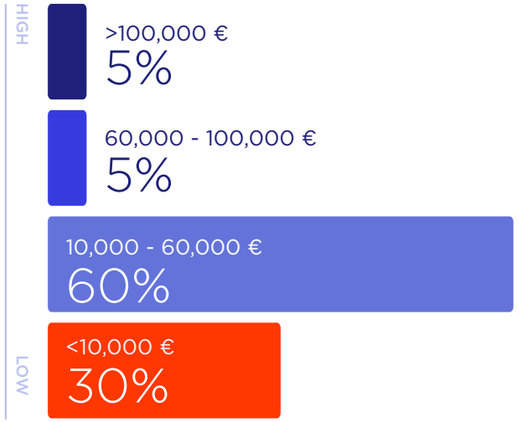
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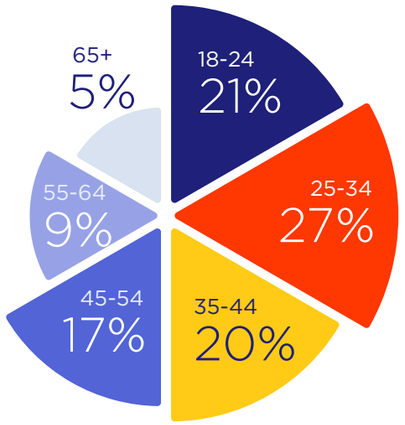


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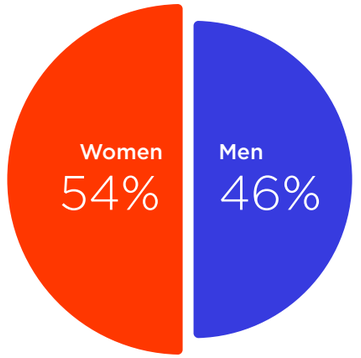


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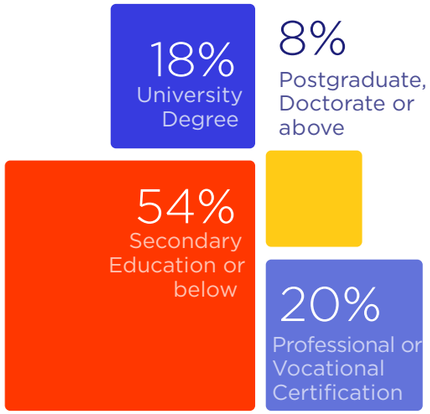
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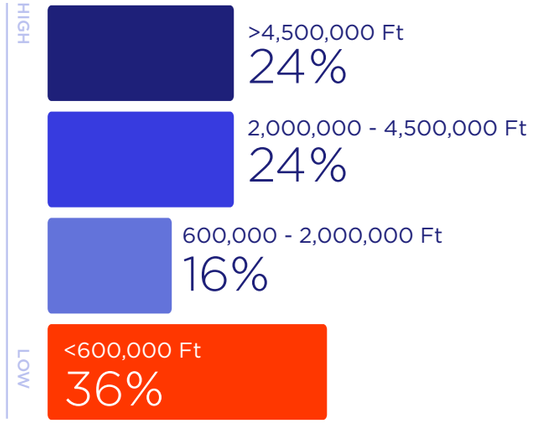
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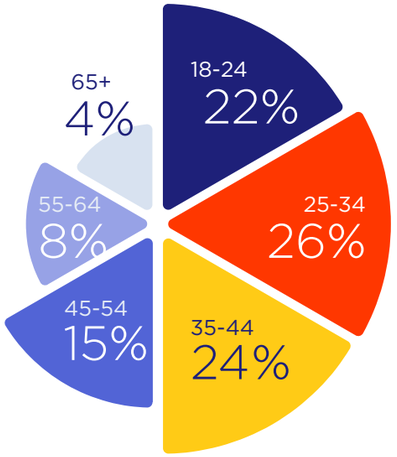
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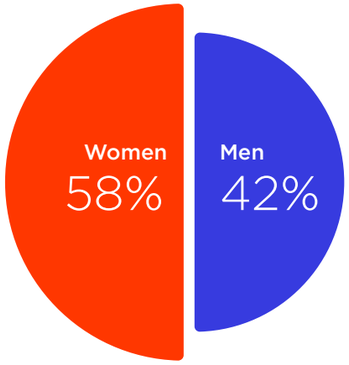
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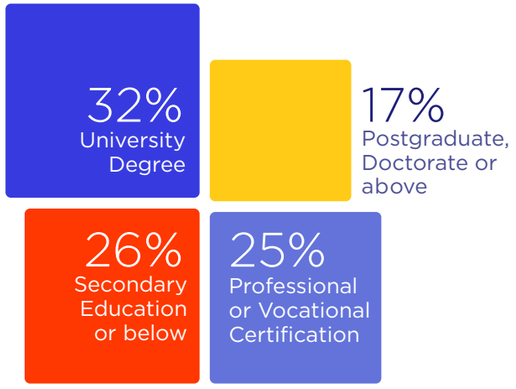
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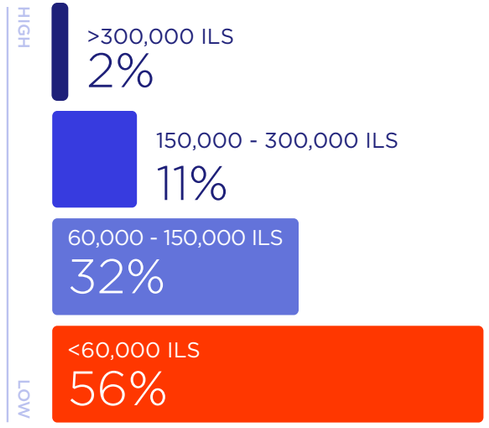
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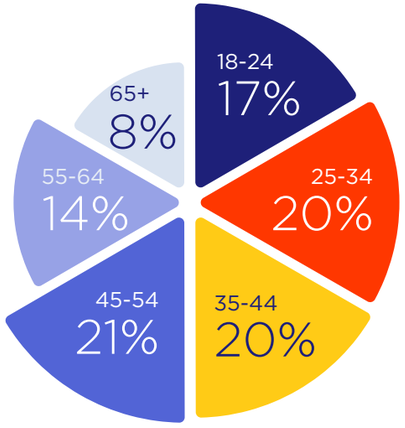


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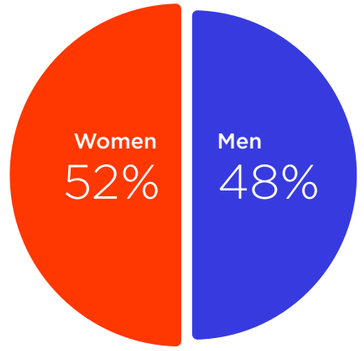


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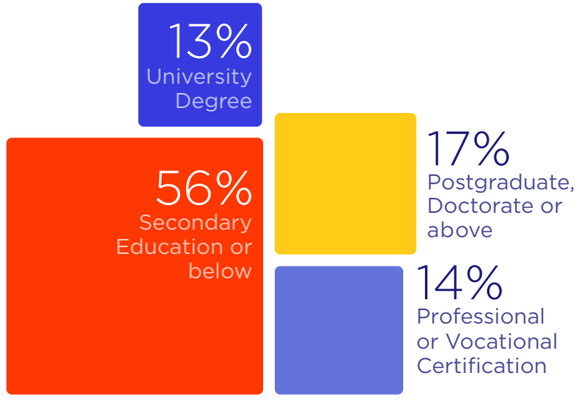
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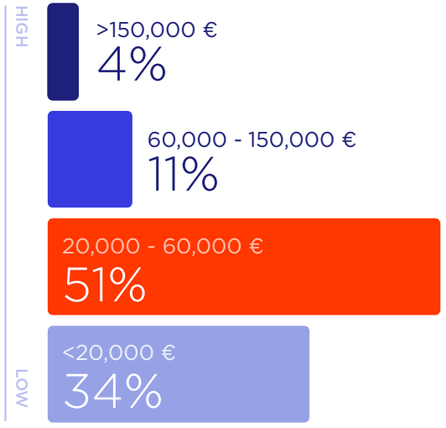
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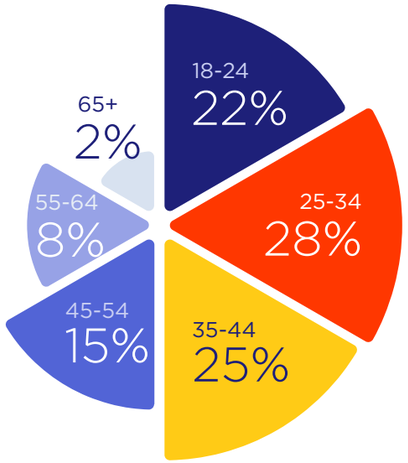
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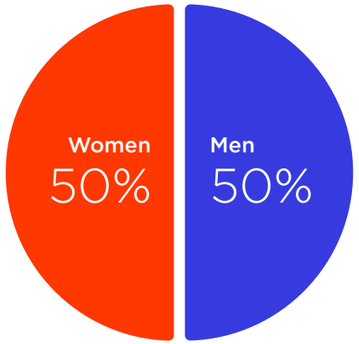
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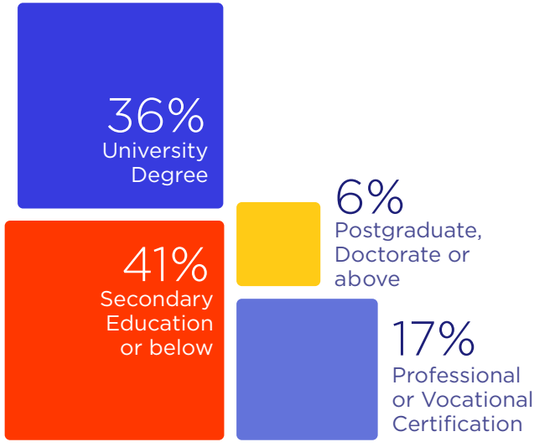
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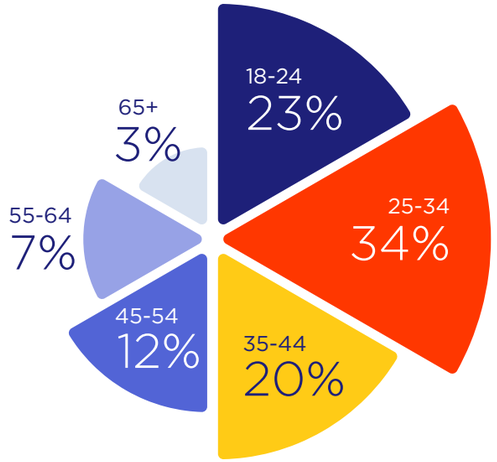


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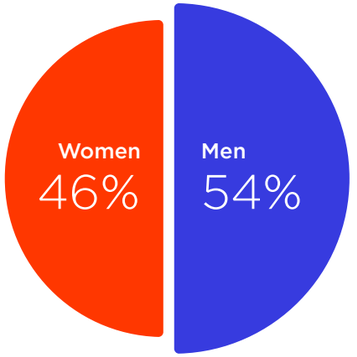


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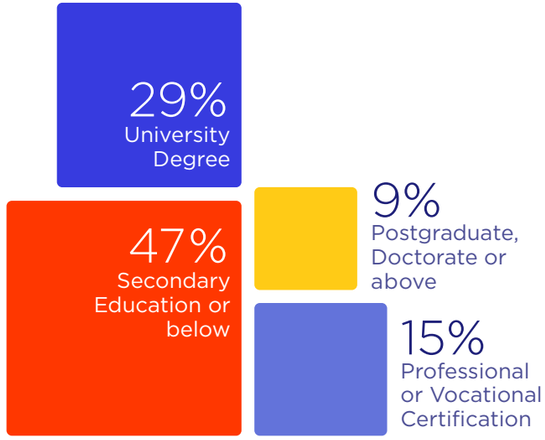
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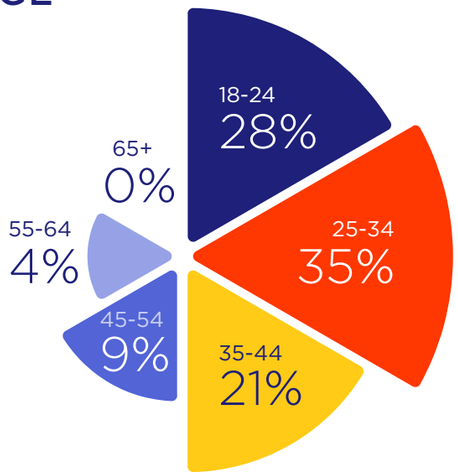
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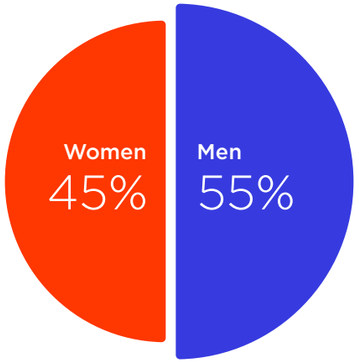
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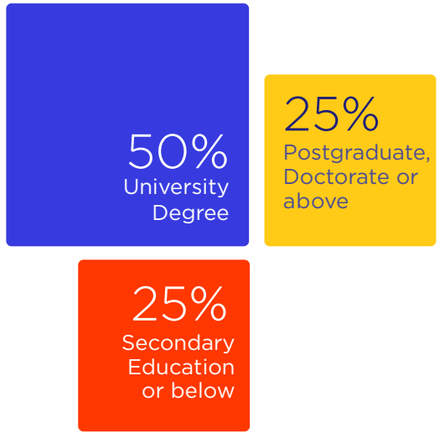
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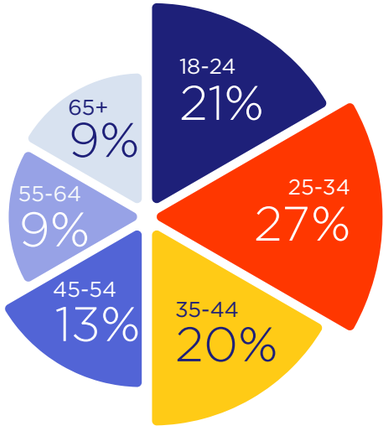


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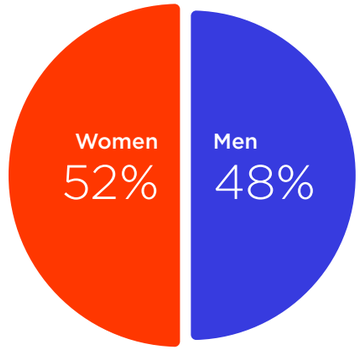


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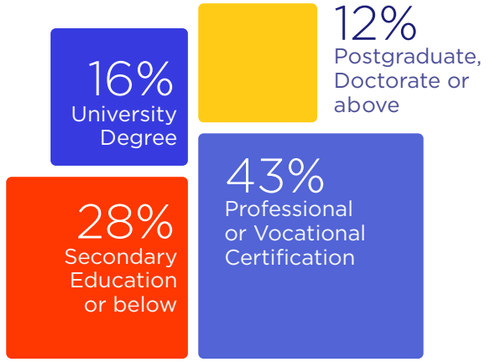
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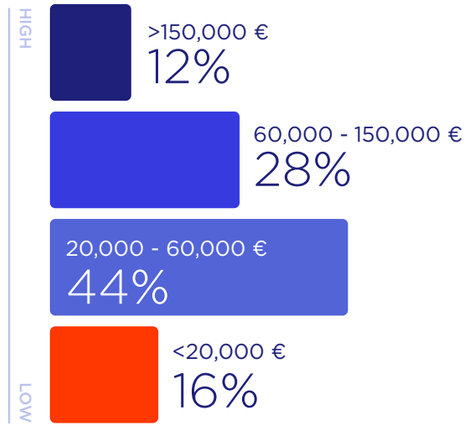
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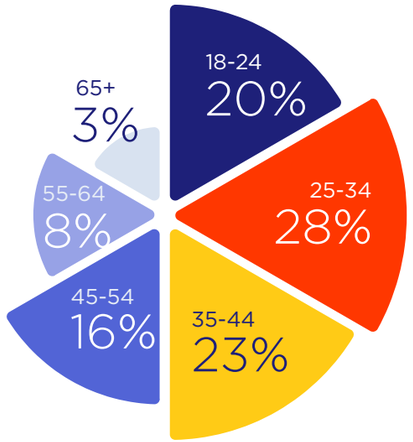
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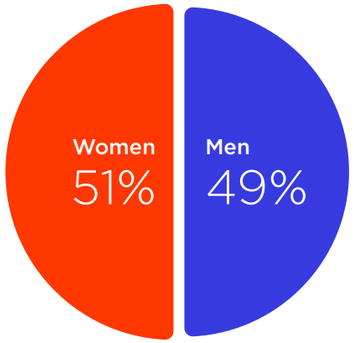
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NORWAY

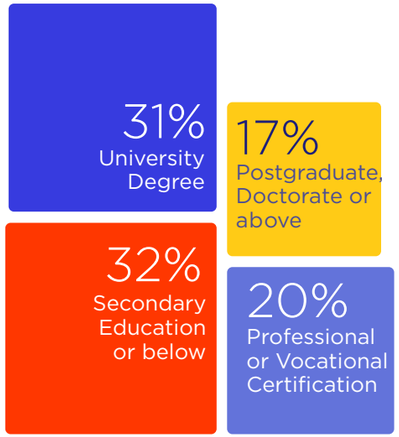
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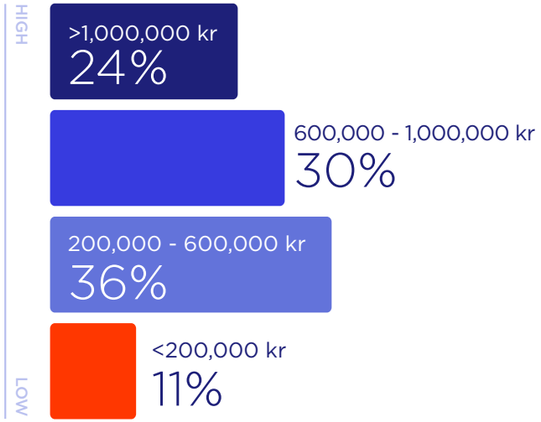
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EDUCATION

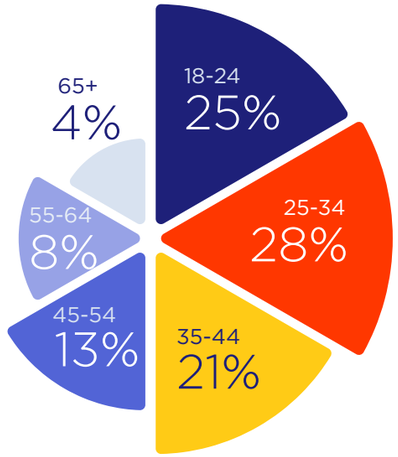


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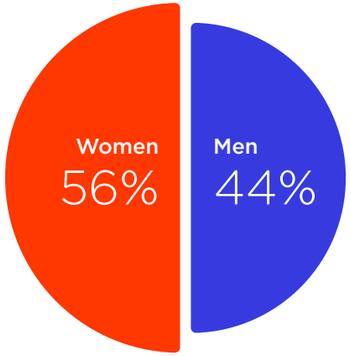


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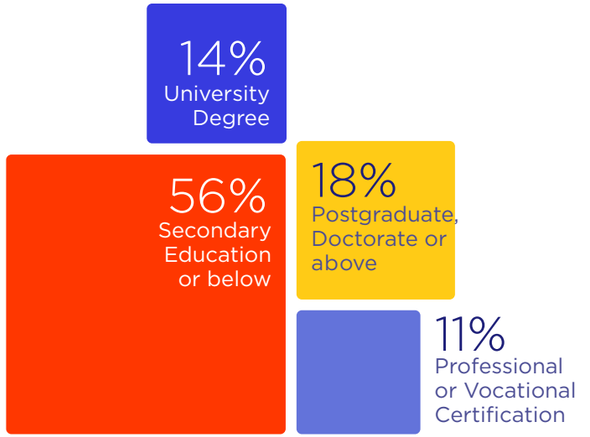
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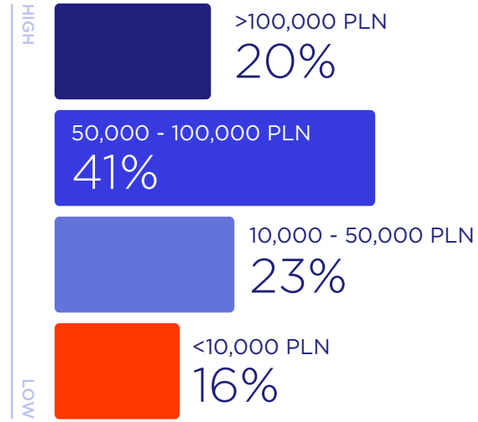
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EDUCATION



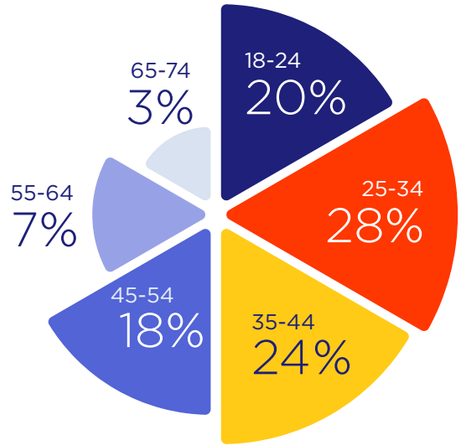
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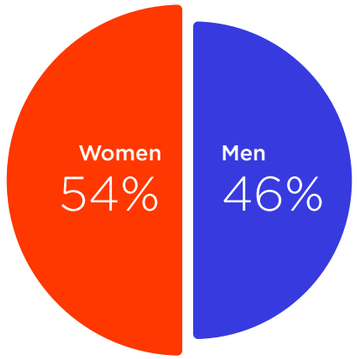
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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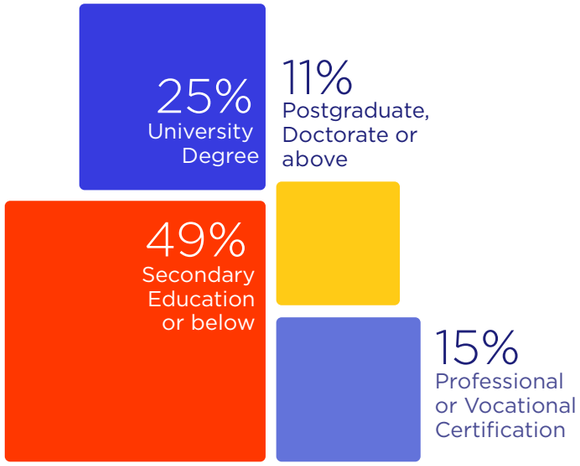
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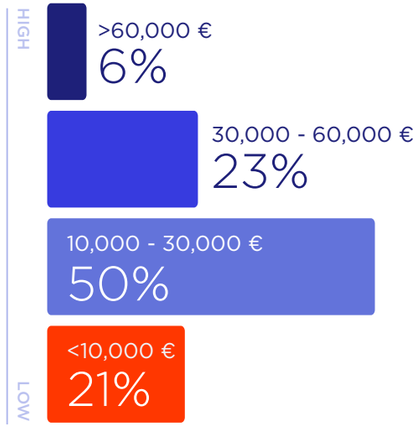
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EDUCATION

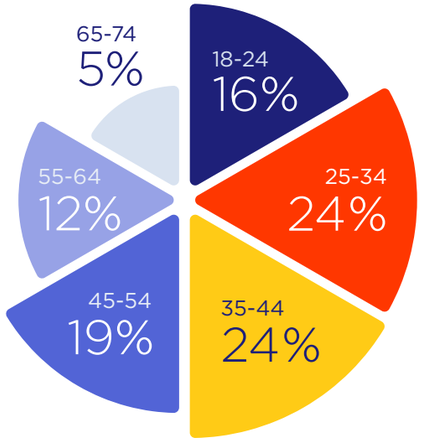


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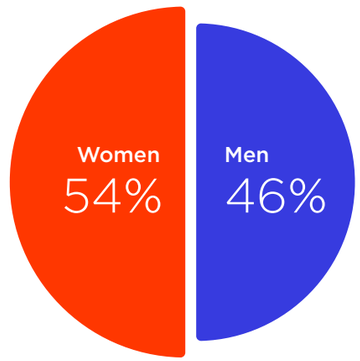


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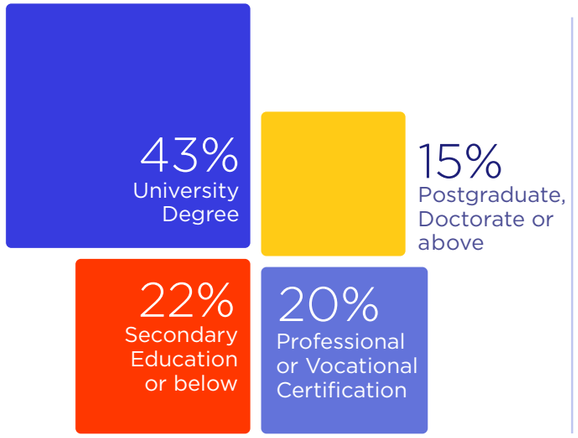
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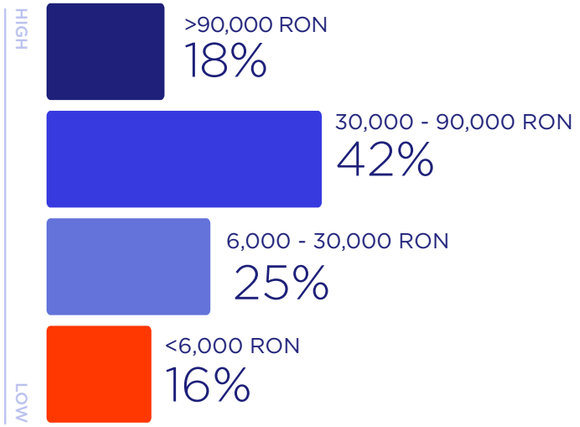
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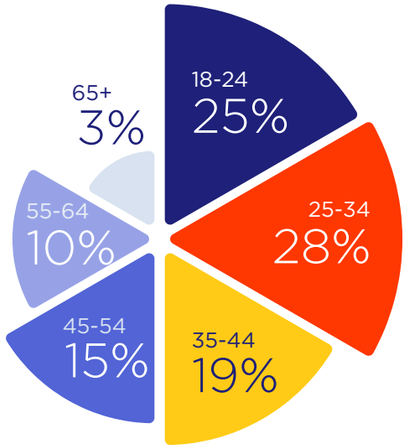
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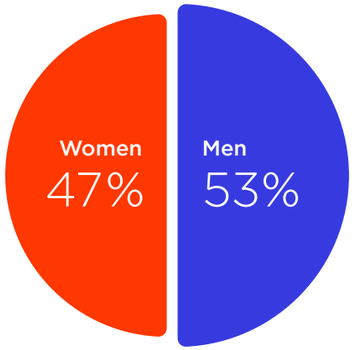
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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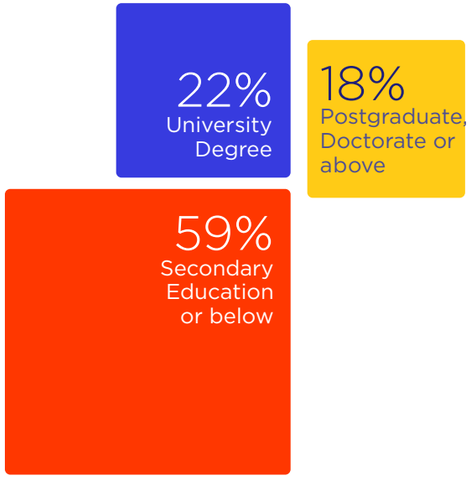
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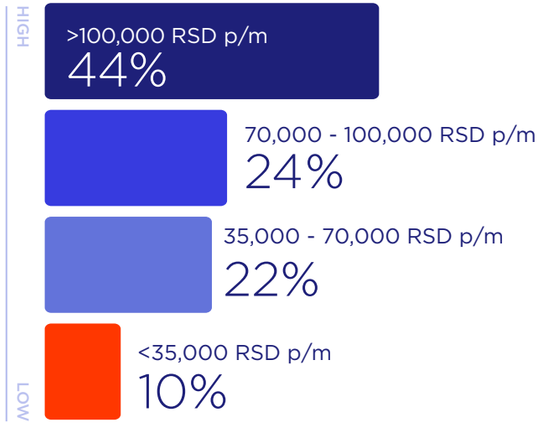
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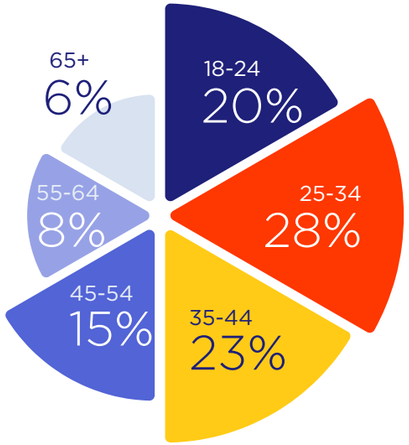


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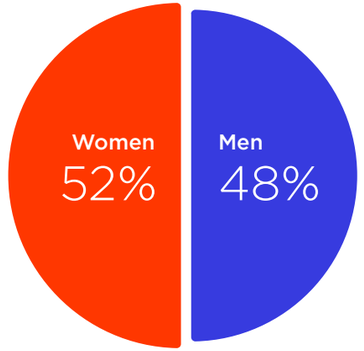


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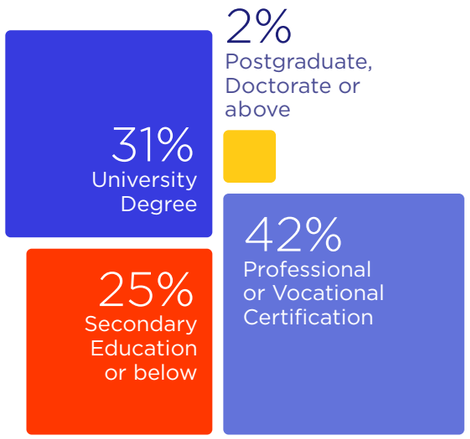
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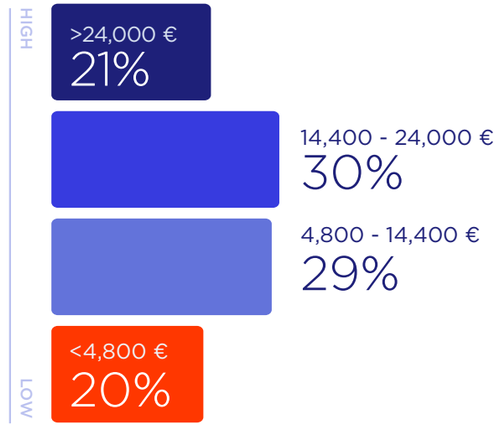
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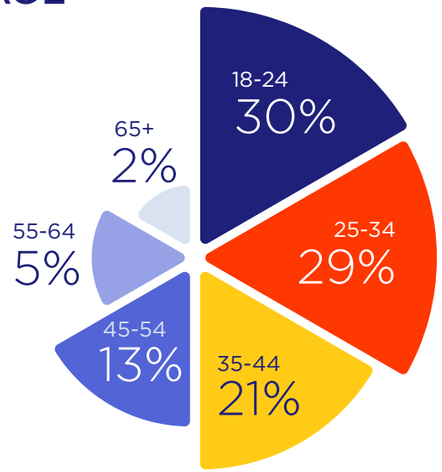
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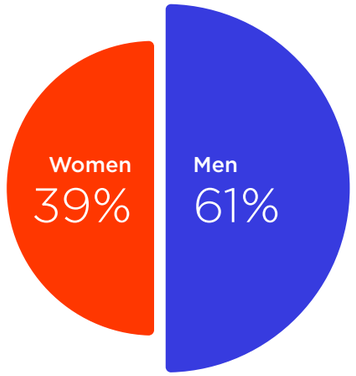
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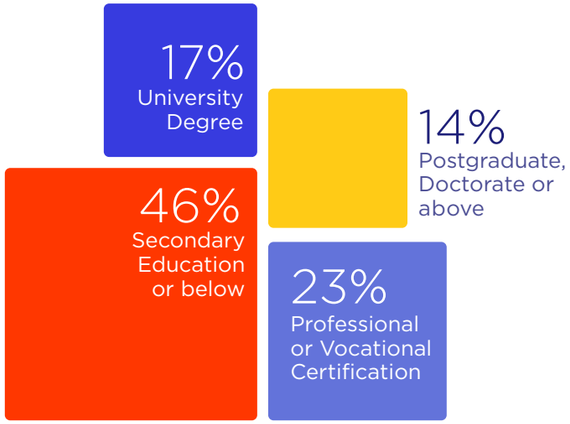
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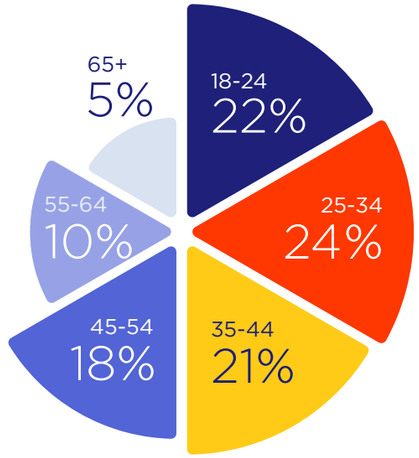


EDUCATION

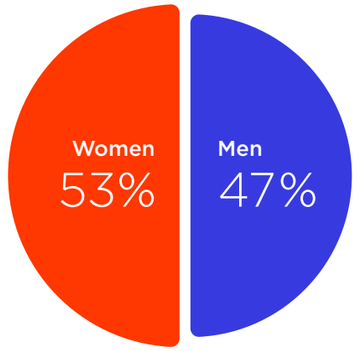


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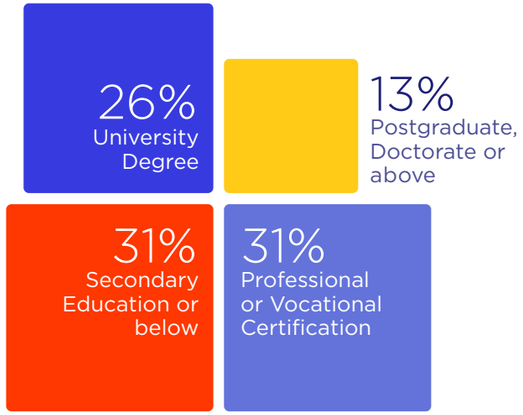
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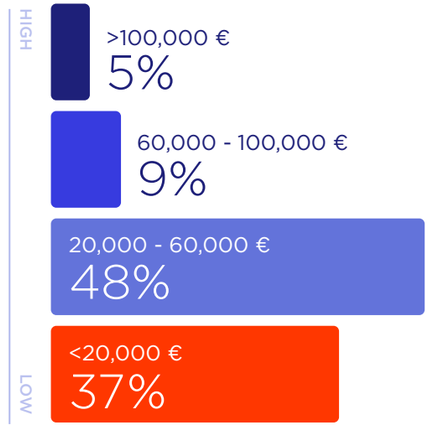
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EDUCATION



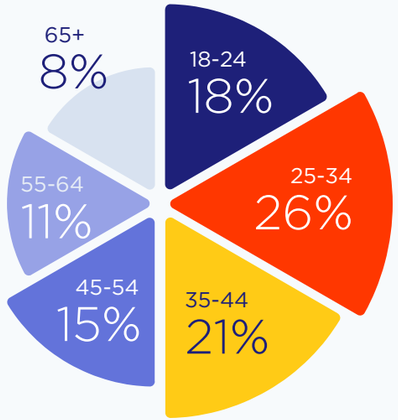
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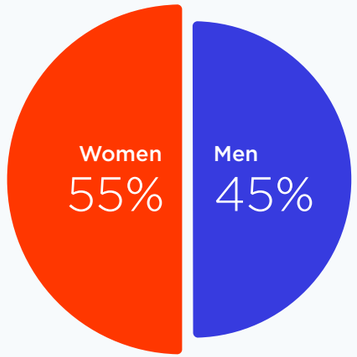
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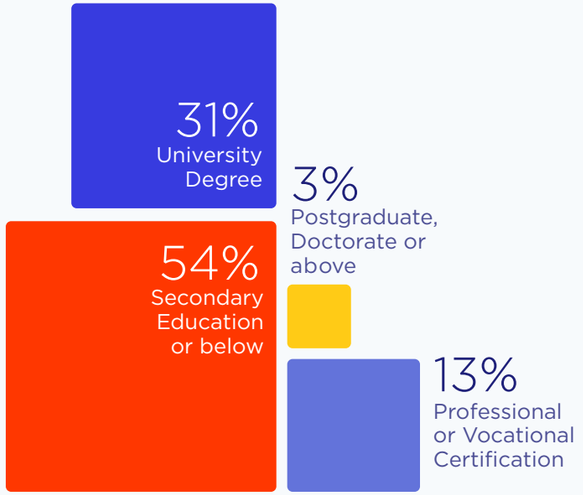
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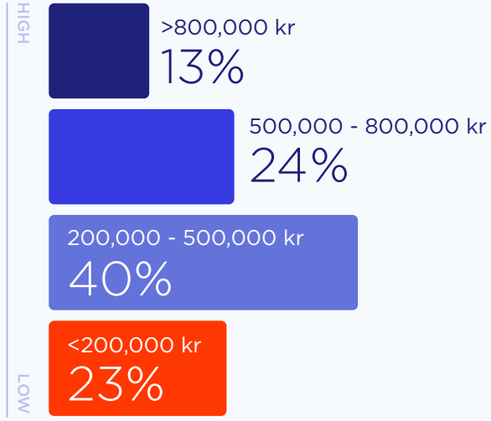
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EDUCATION

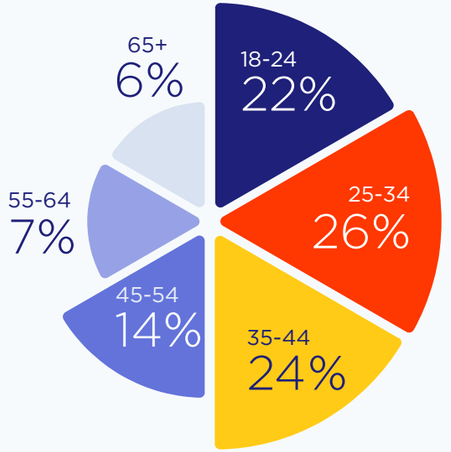


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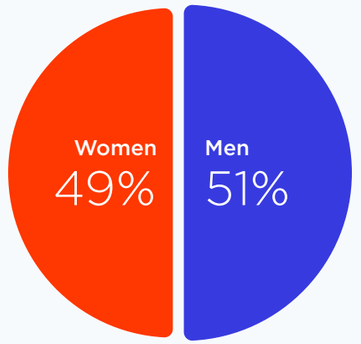


SWITZERLAND

AGE



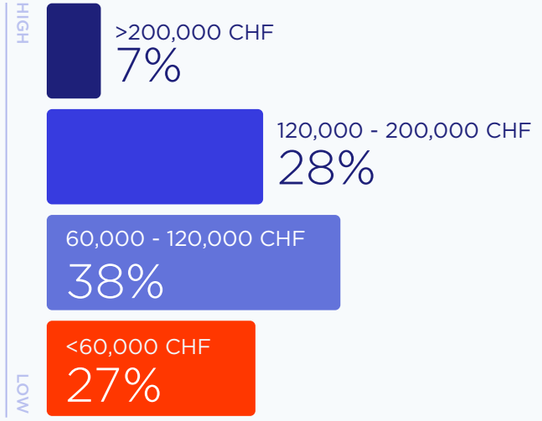
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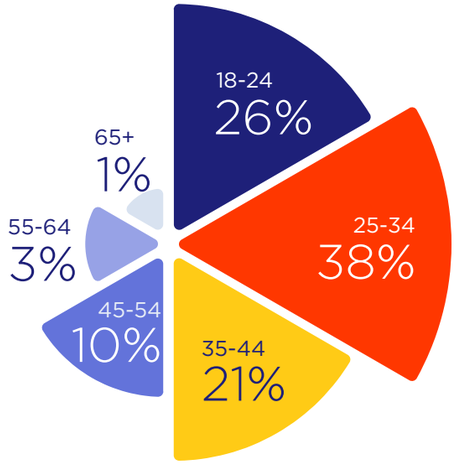
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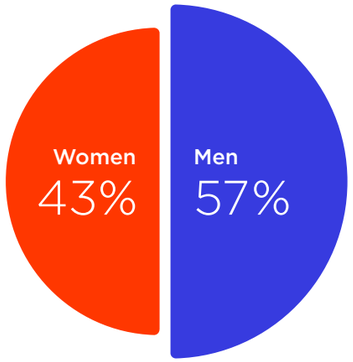
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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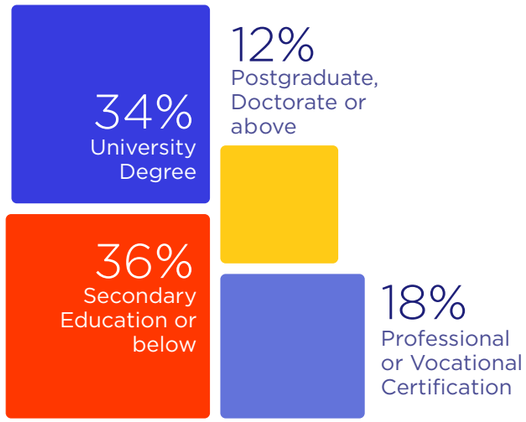
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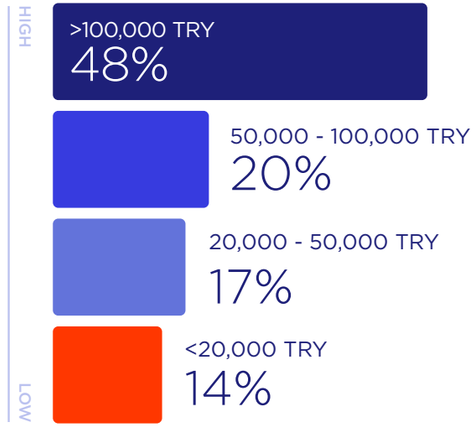
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EDUCATION

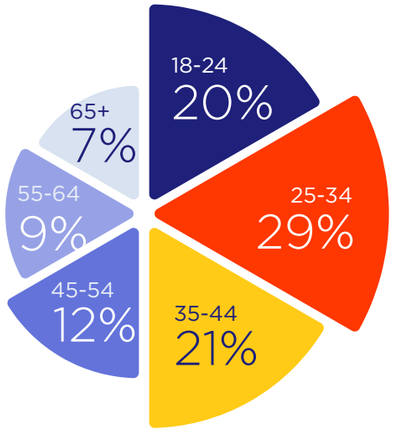


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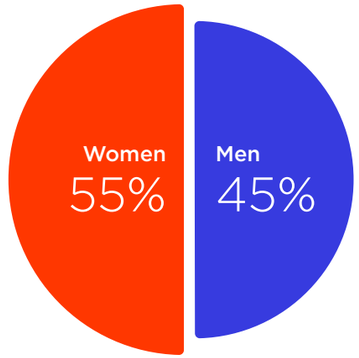


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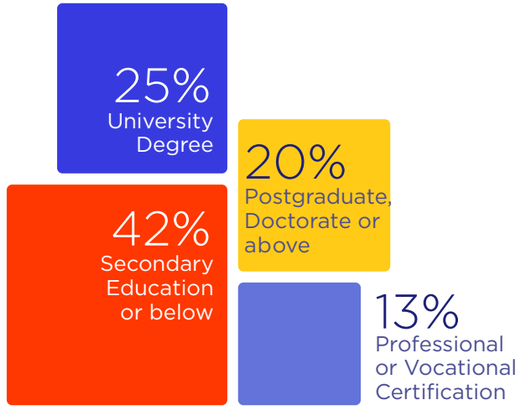
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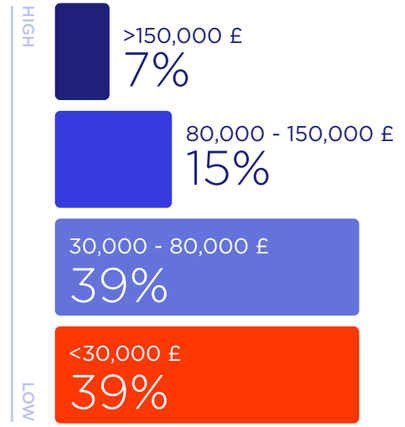
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EDUCATION



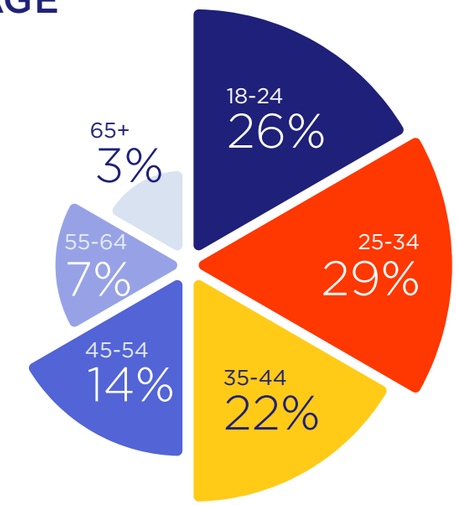
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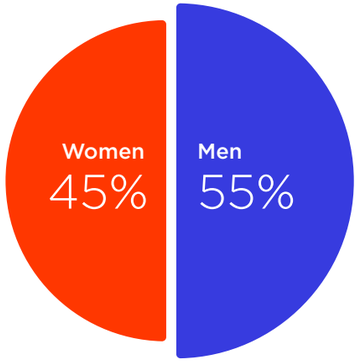
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

EGYPT

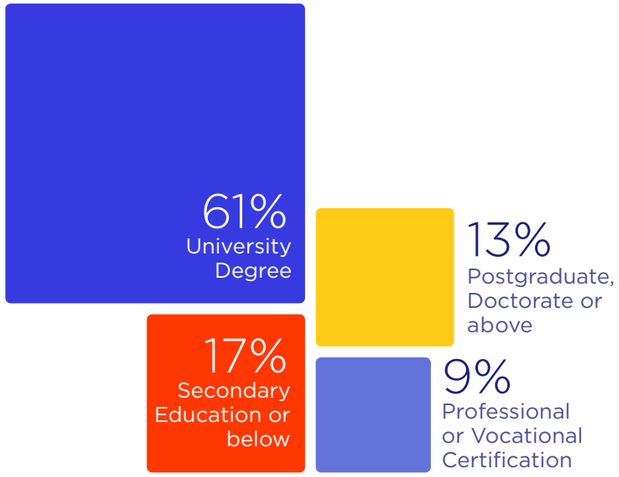
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GENDER



EDUCATION

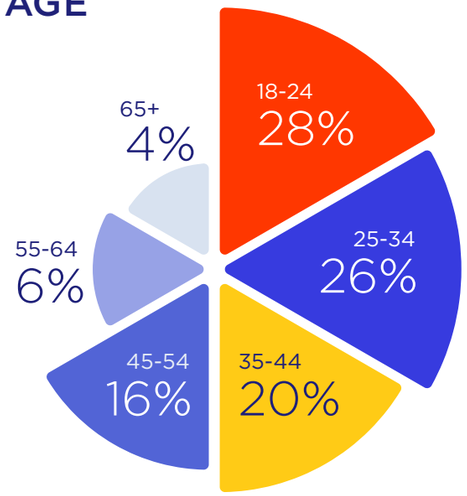


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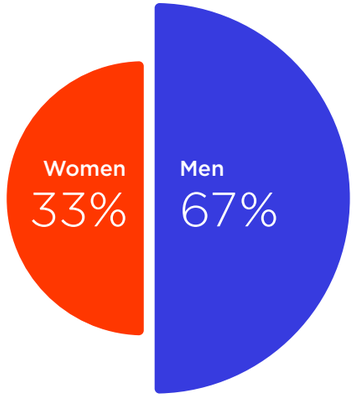


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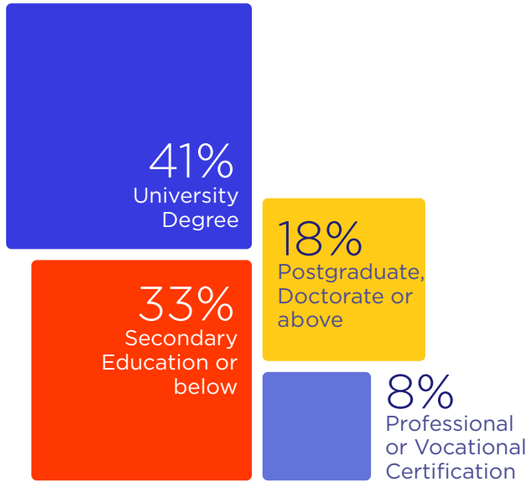
AGE



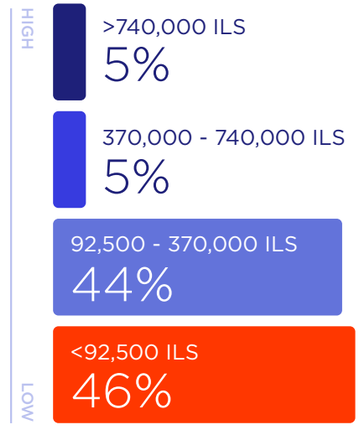
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EDUCATION



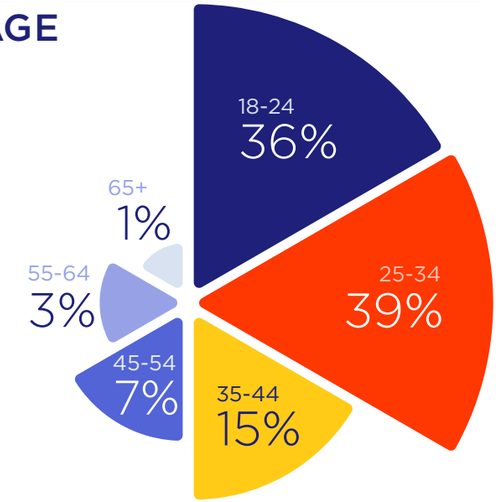
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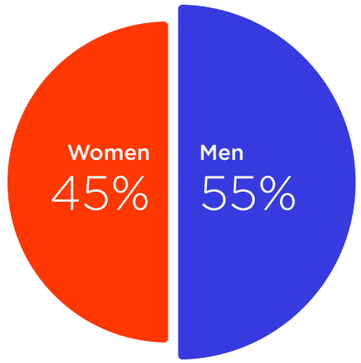
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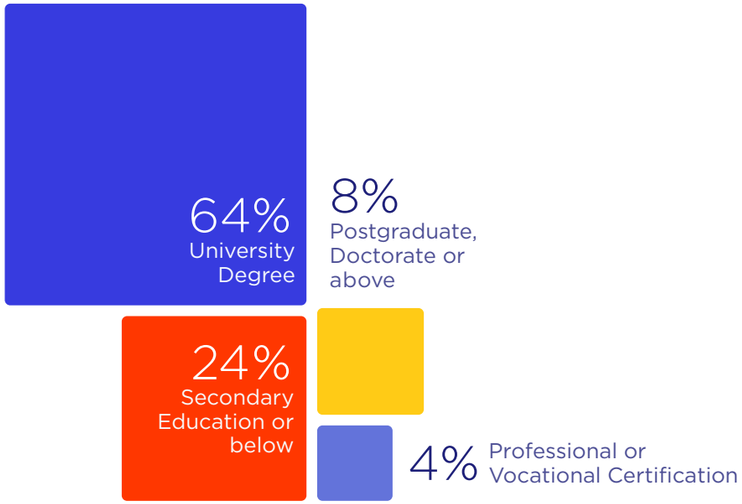
AGE



GENDER

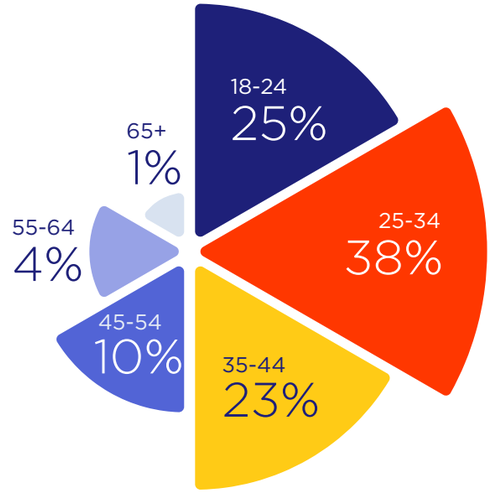


EDUCATION

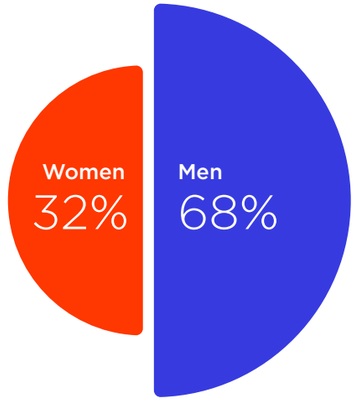


MOROCCO

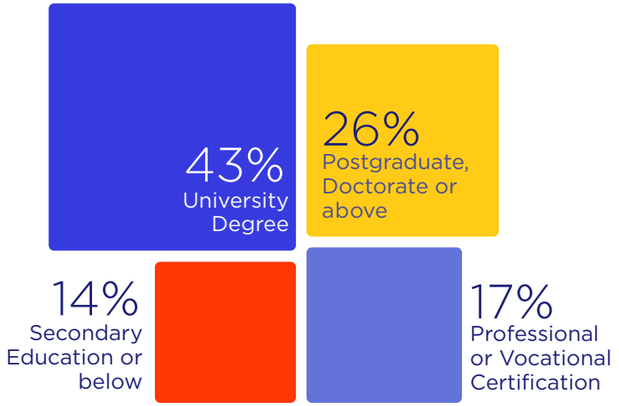
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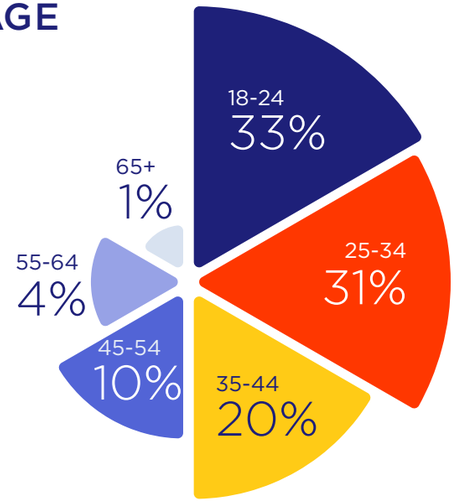
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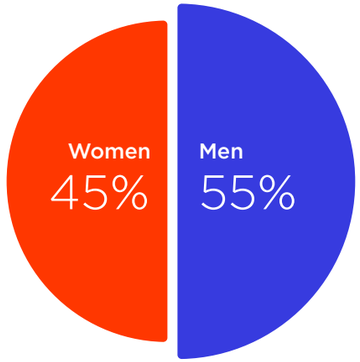
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NIGERIA

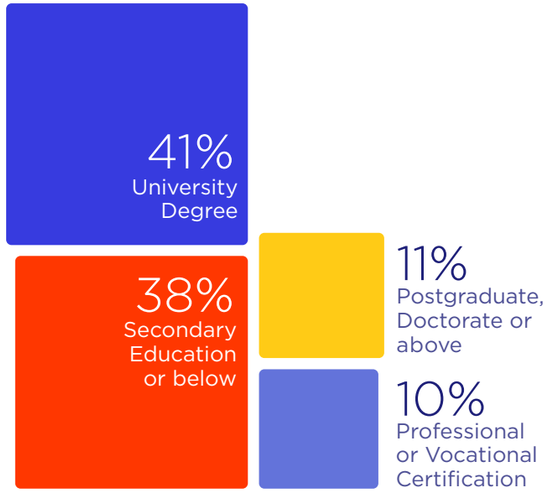
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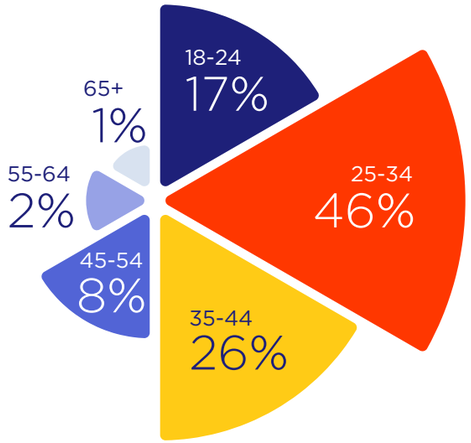


EDUCATION

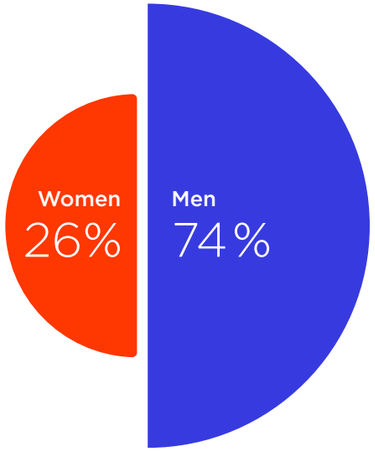


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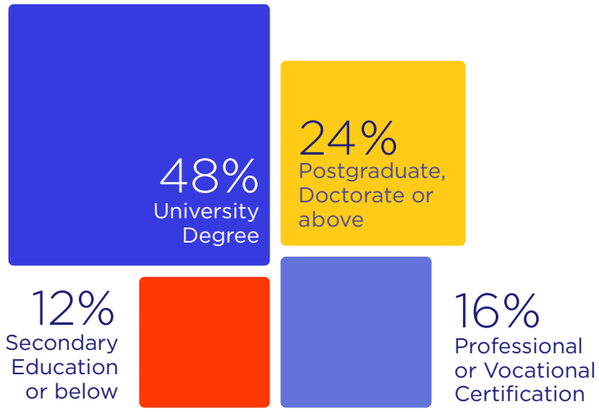
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GENDER



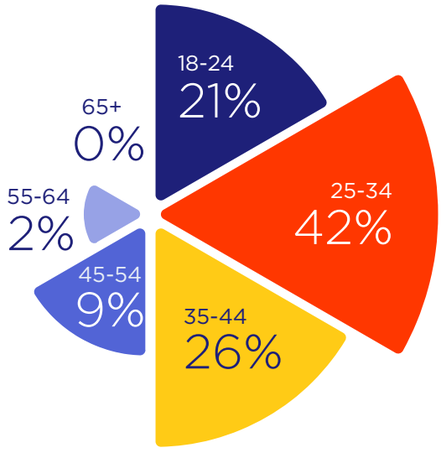
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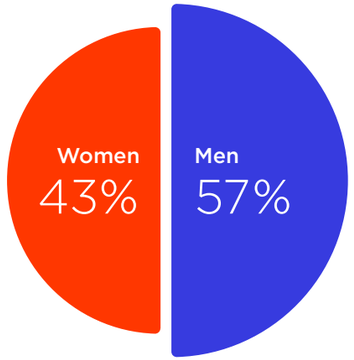
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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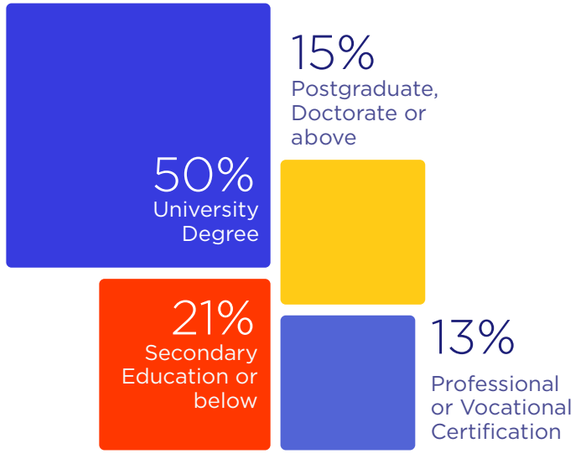
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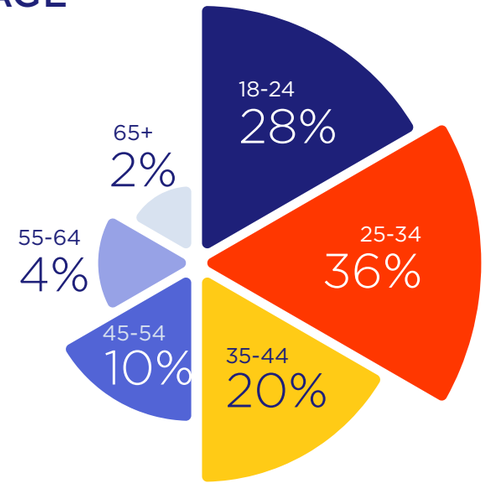
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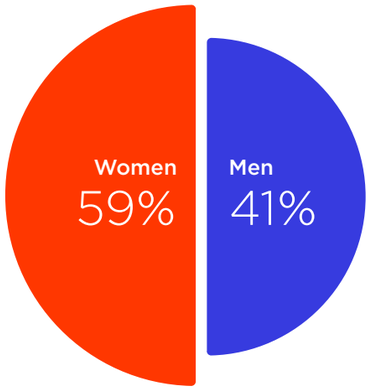
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SOUTH AFRICA

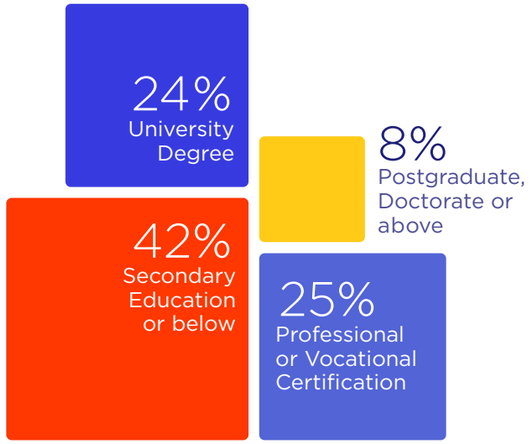
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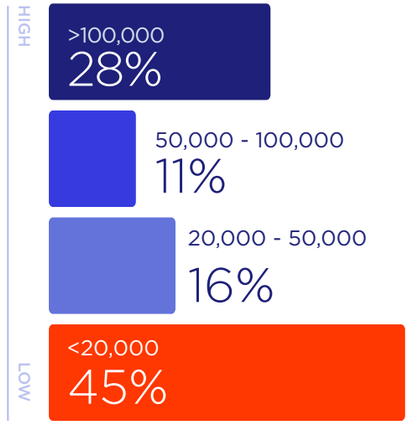
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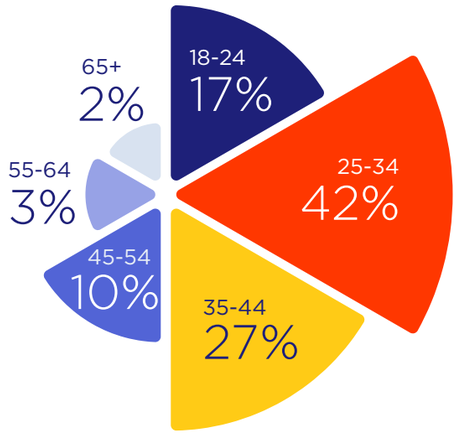


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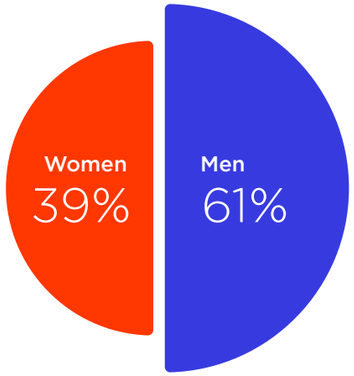


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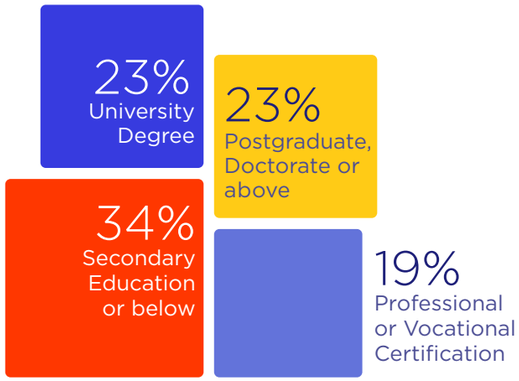
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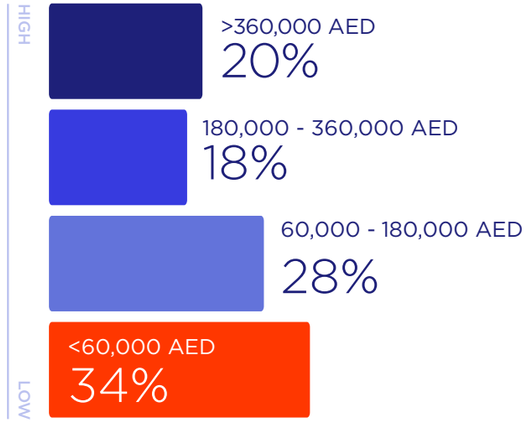
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EDUCATION



INCOME



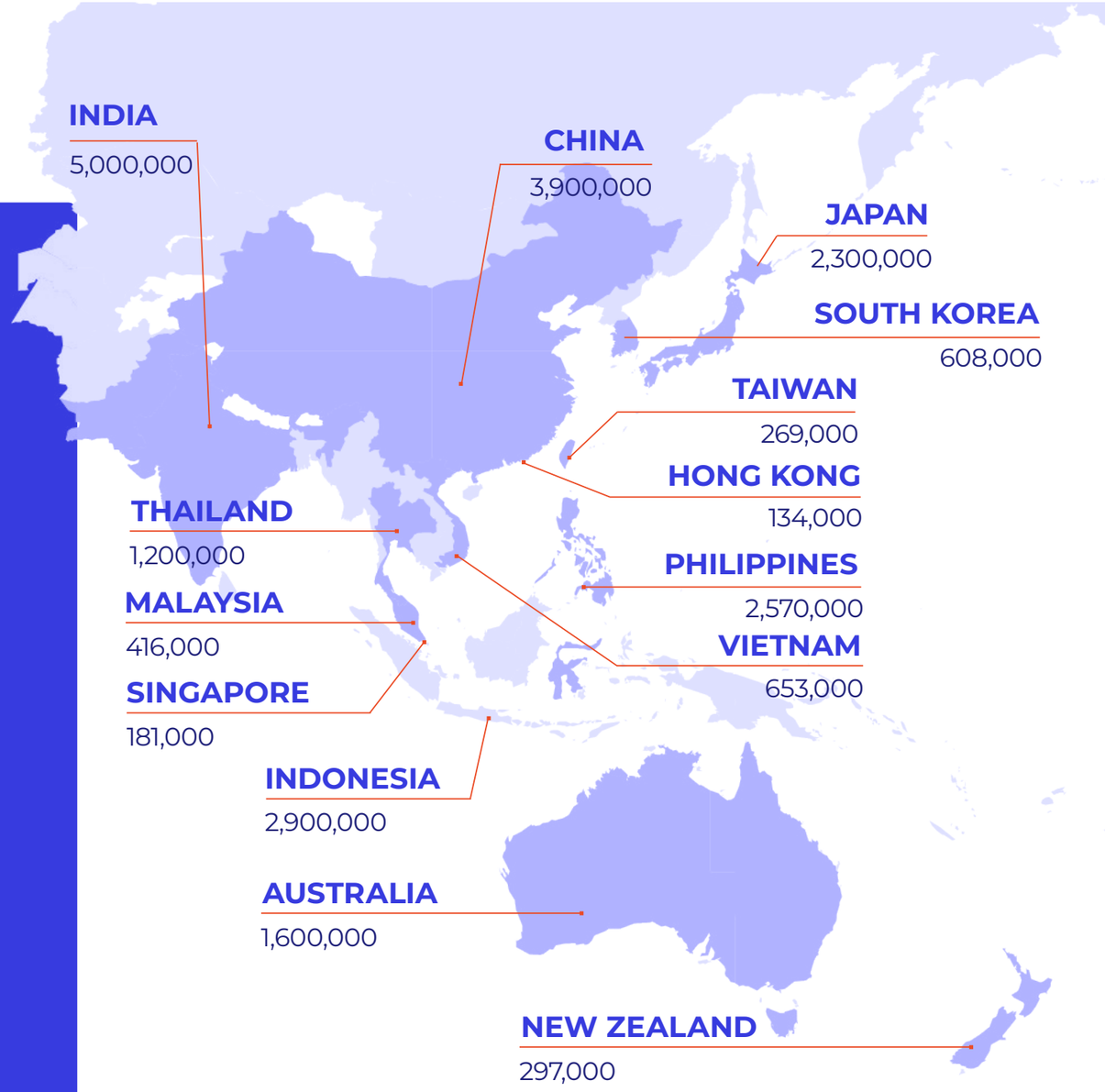
*Percentages have been rounded, and therefore the sum may not equal precisely 100.

APAC

23 million active panelists

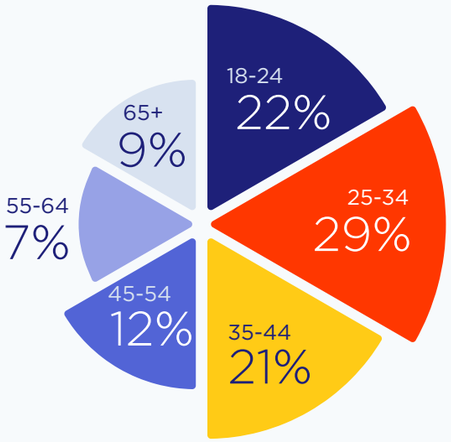
Australia
China
Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

Key market counts highlighted on map



AUSTRALIA

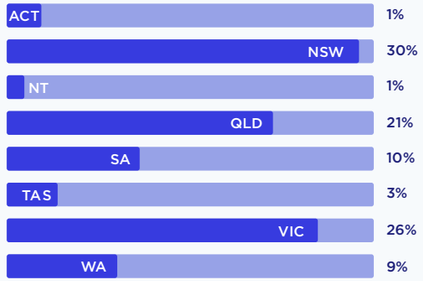
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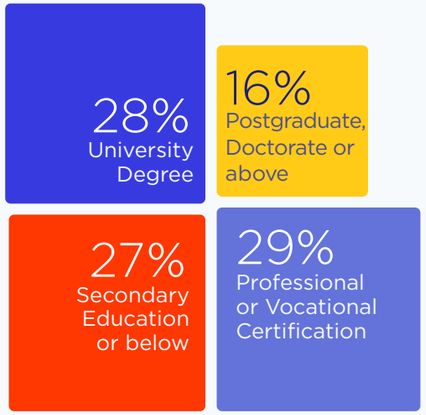
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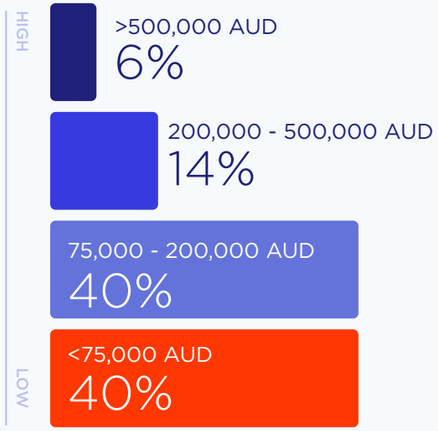
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EDUCATION

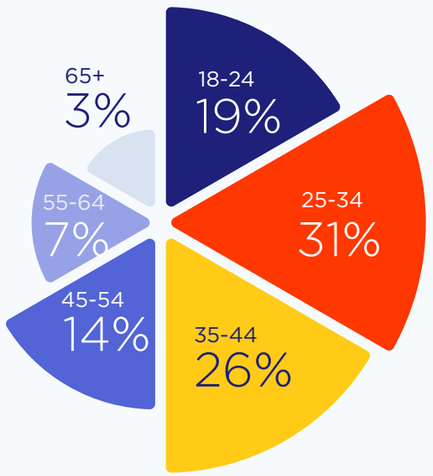


INCOME



CHINA

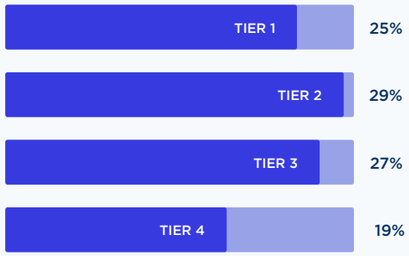
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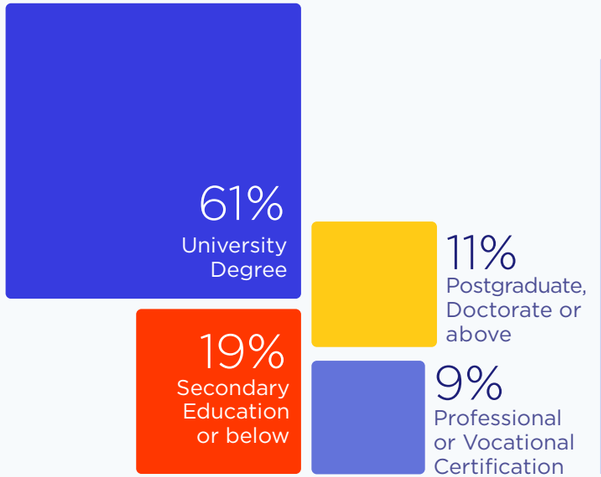
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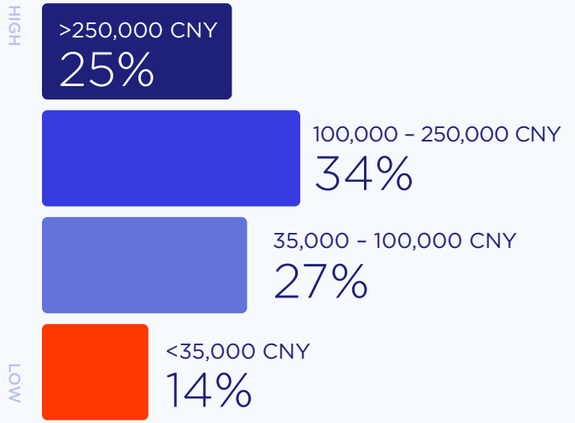
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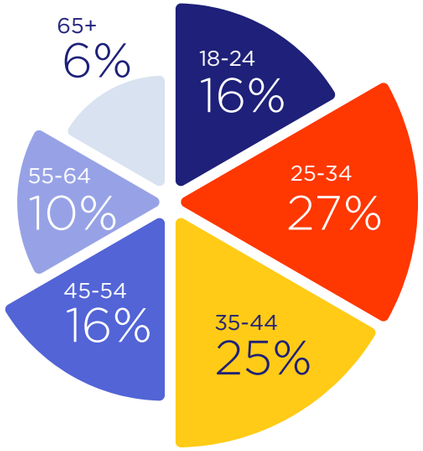
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HONG KONG

AGE



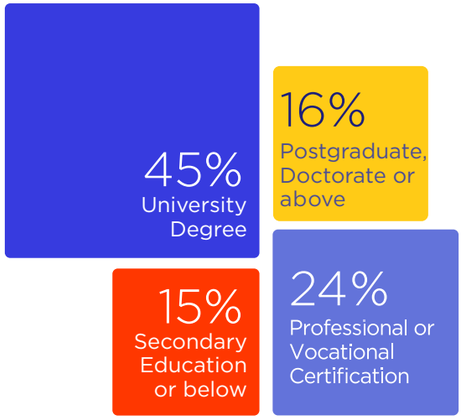
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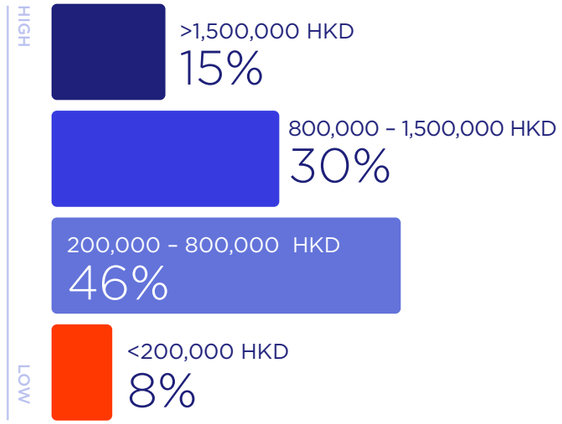
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EDUCATION

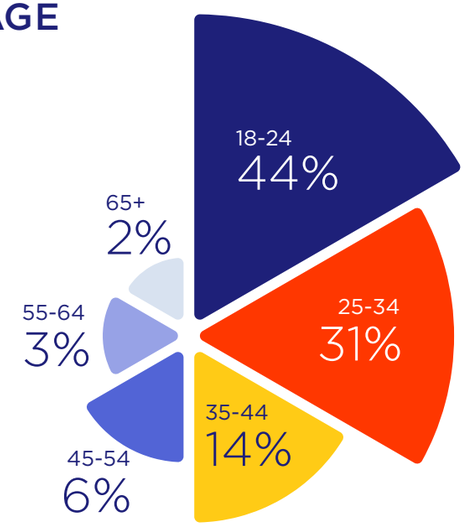


INCOME



INDIA

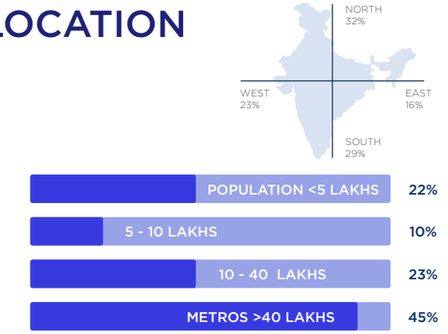
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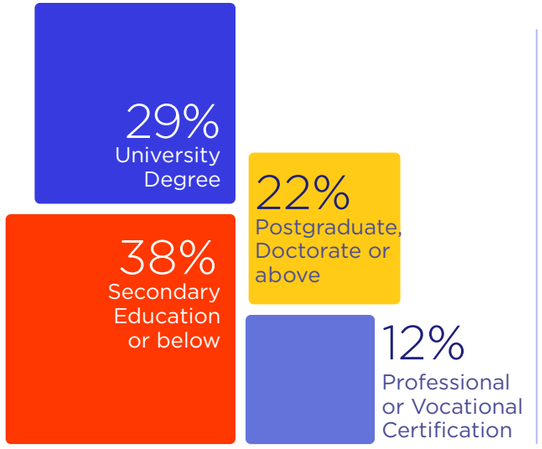
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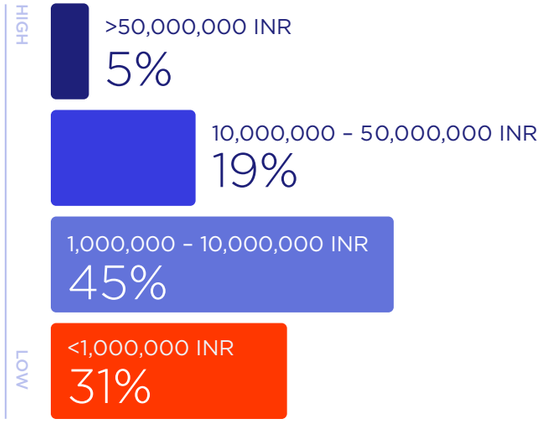
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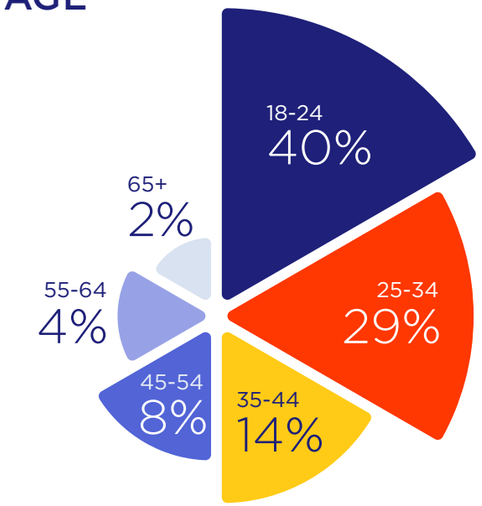
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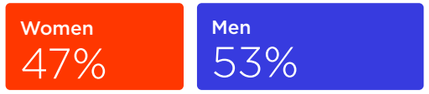
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INDONESIA

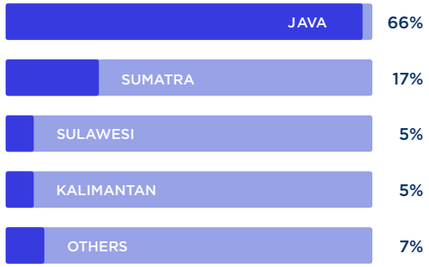
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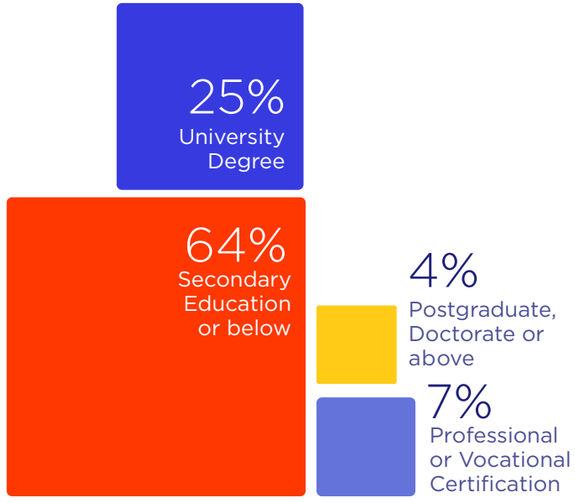
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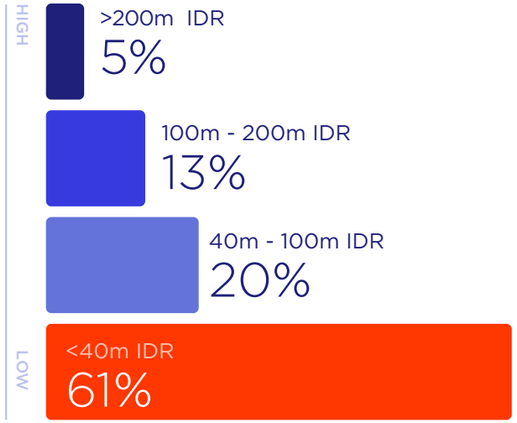
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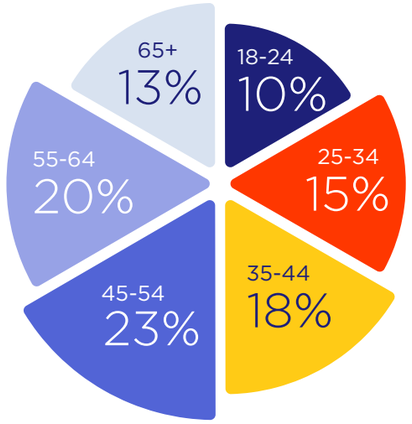


INCOME



JAPAN

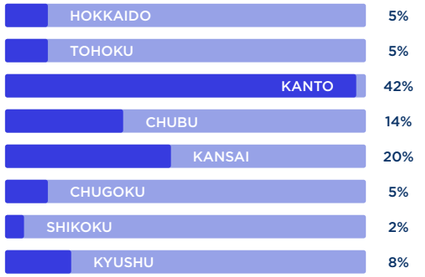
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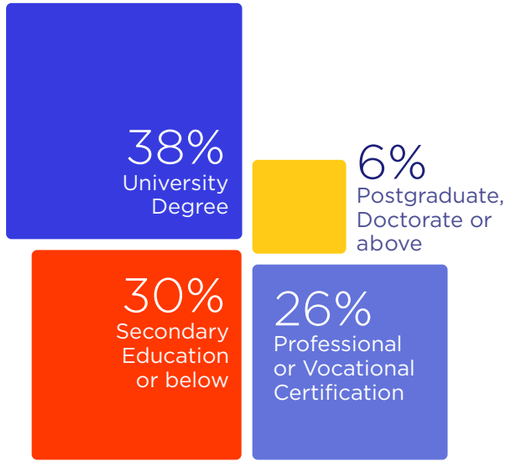
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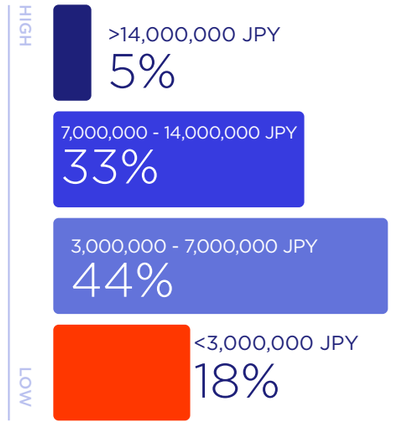
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EDUCATION



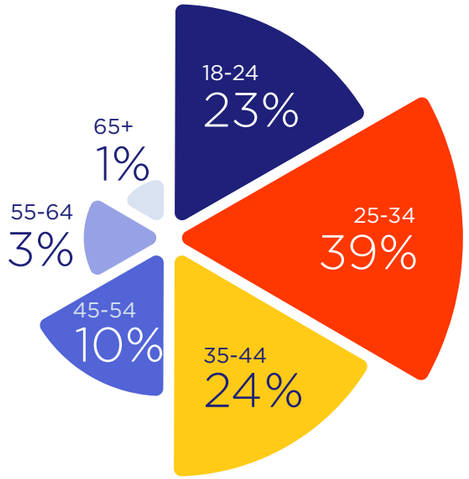
INCOME



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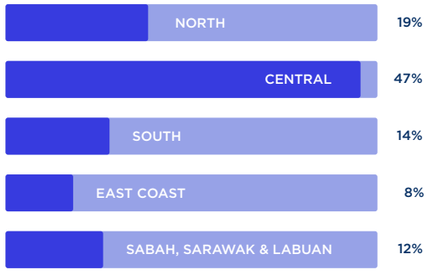
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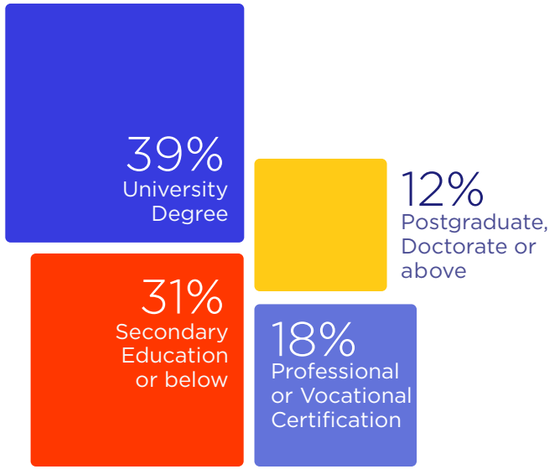
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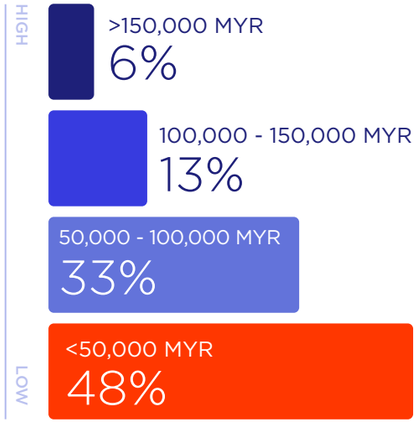
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EDUCATION

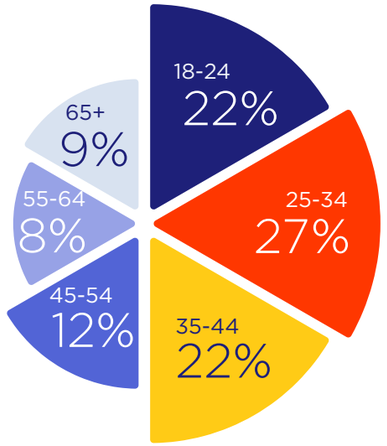


INCOME



NEW ZEALAND

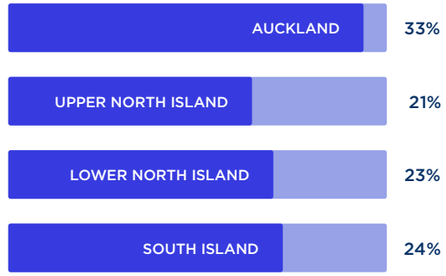
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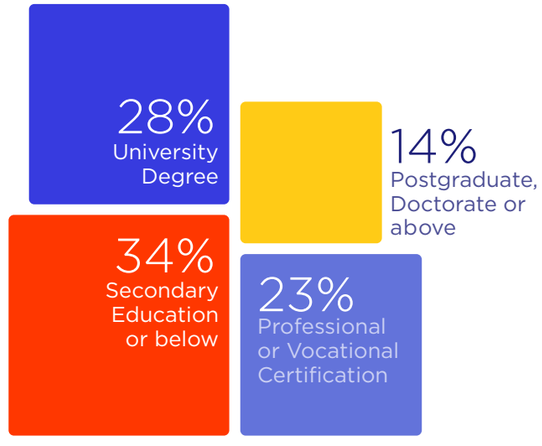
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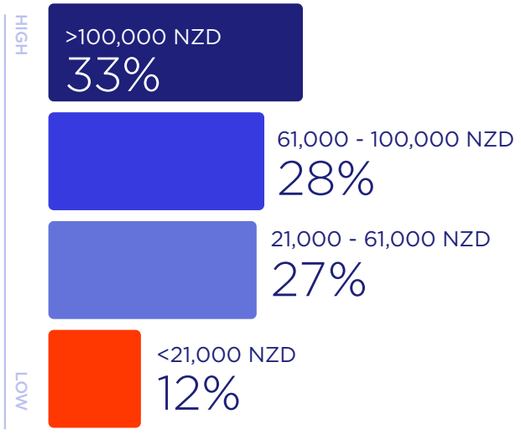
LOCATION



EDUCATION



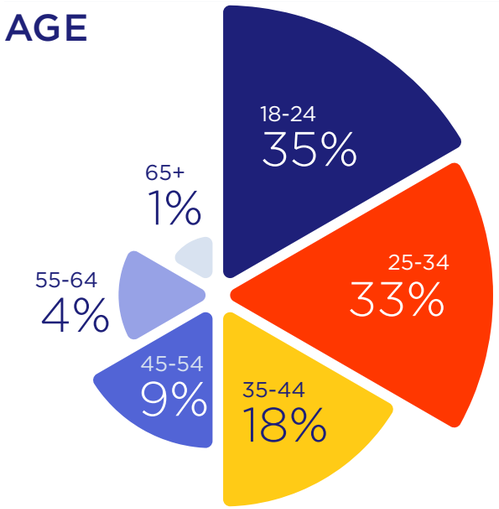
INCOME



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PHILIPPINES

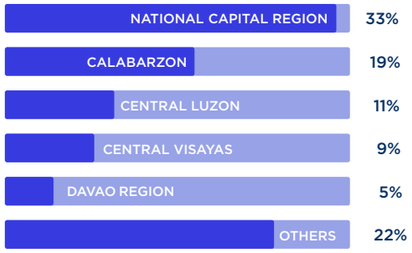
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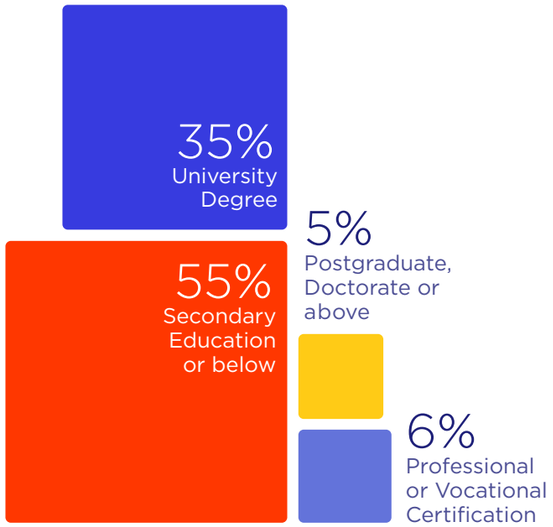
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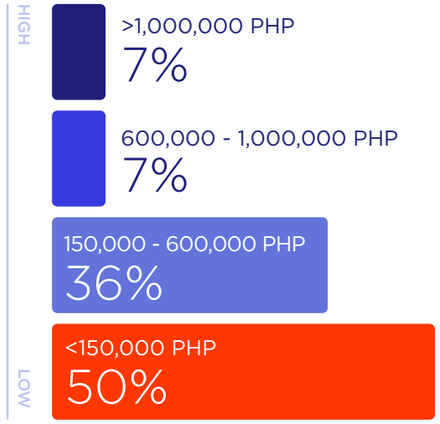
LOCATION



EDUCATION

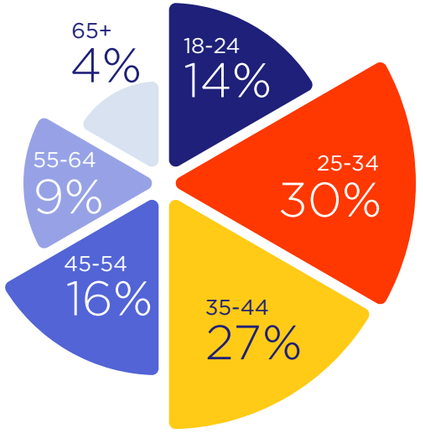


INCOME



SINGAPORE

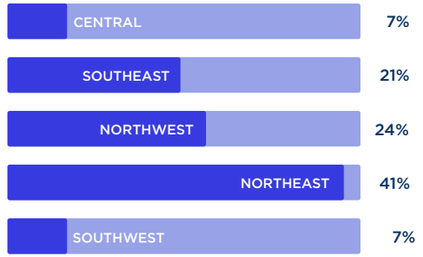
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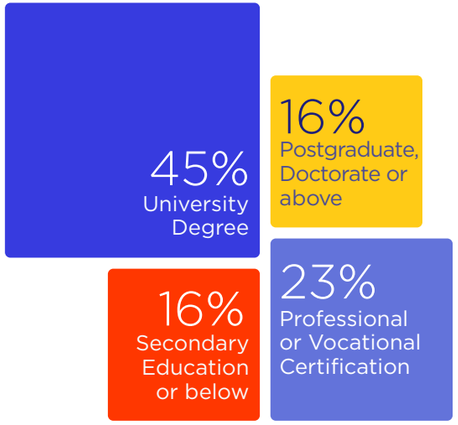
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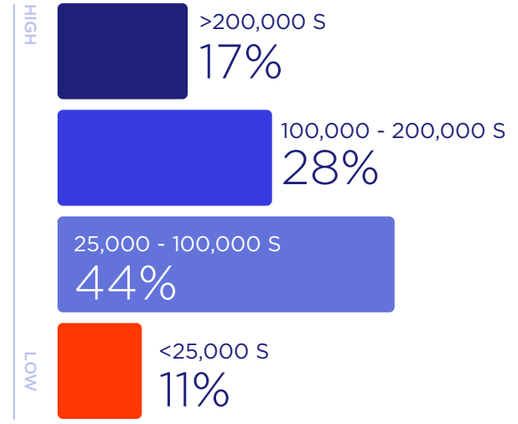
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EDUCATION



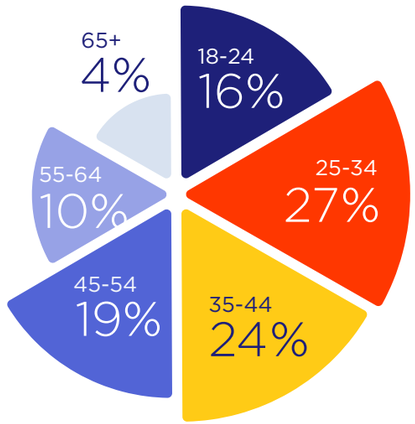
INCOME



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SOUTH KOREA

AGE



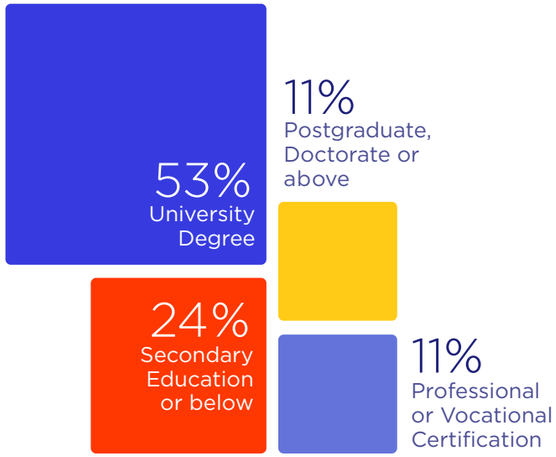
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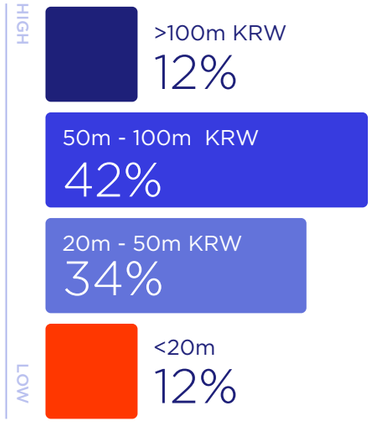
LOCATION



EDUCATION

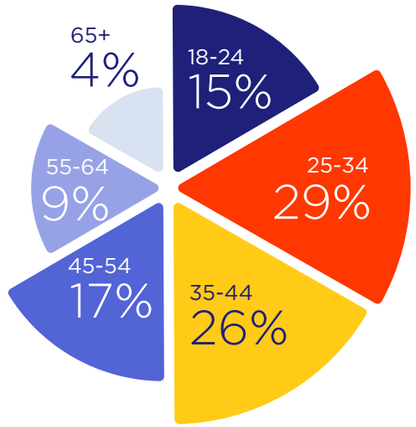


INCOME



TAIWAN

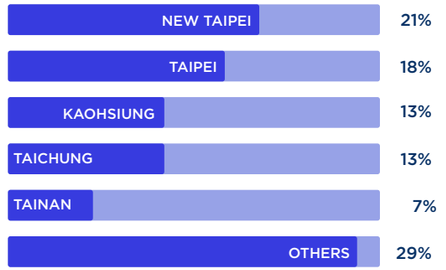
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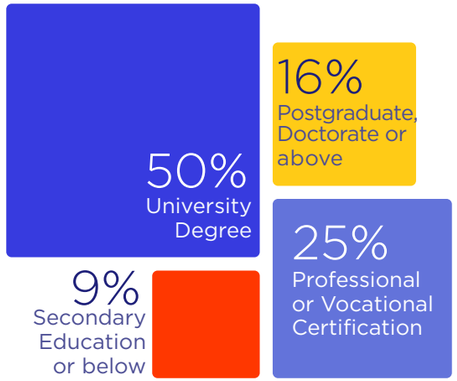
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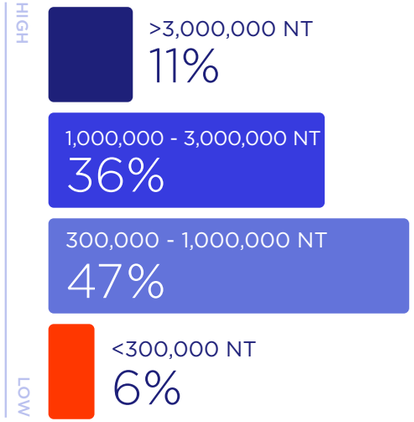
LOCATION



EDUCATION



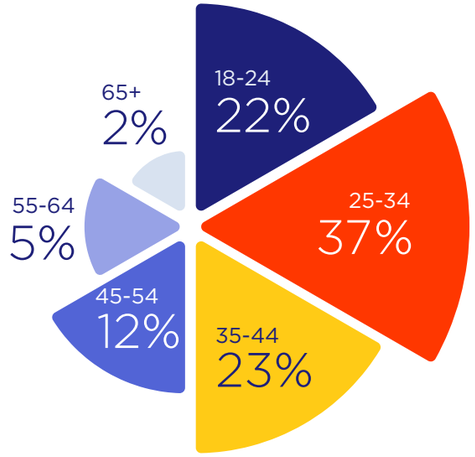
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*Percentages have been rounded, and therefore the sum may not equal precisely 100.

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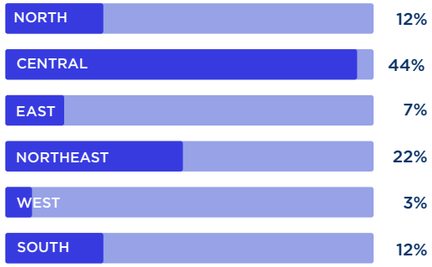
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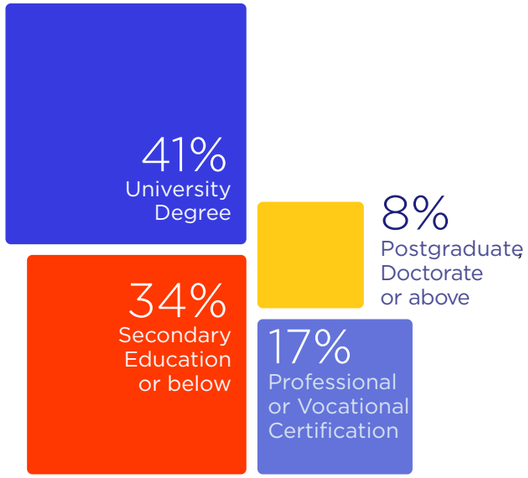
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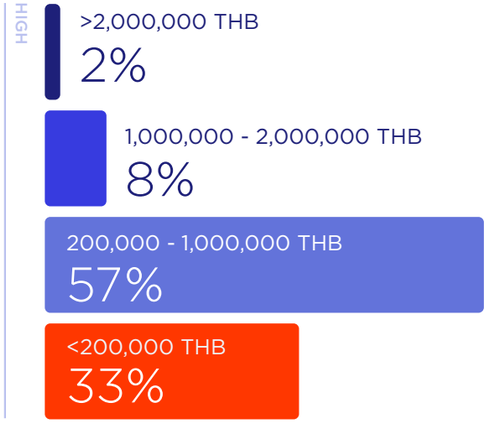
LOCATION



EDUCATION

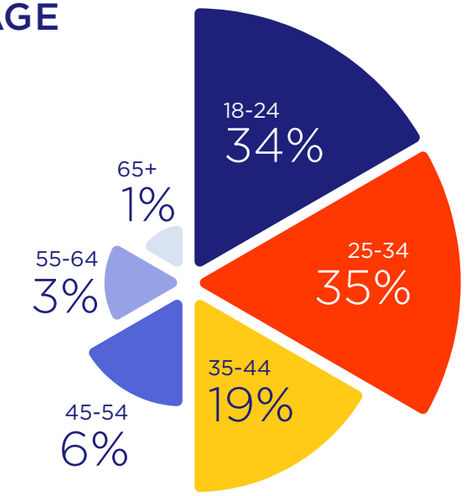


INCOME



VIETNAM

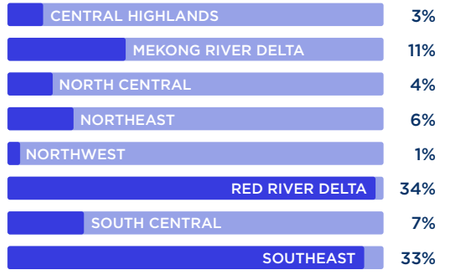
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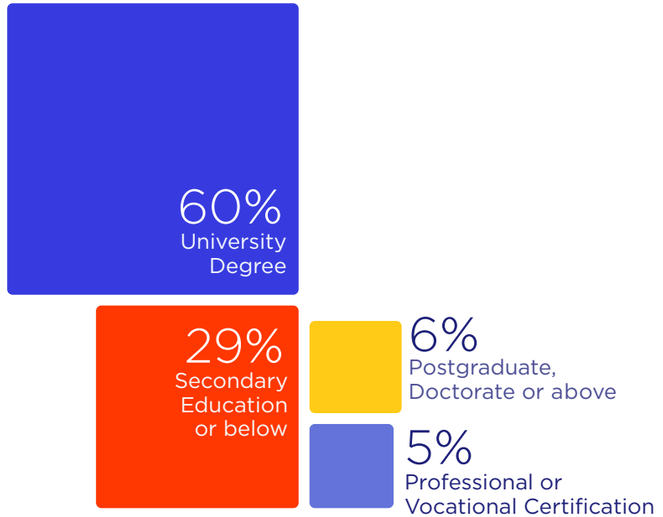
GENDER



LOCATION



EDUCATION



INCOME



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Thank you for being just about my only partner that accurately quotes... Best quality, by far, of any partner I work with. Dynata is always my benchmark for quality.

Research Director

escalent

Dynata's solution allowed us to refine plans and content for the site itself, make more informed marketing decisions and further optimize an important touchpoint for our customers.

Senior Research Manager

Virgin media

Dynata consistently delivers a great blend of in-depth expertise and reliable execution. Their precise B2B targeting, data quality, rigorous research approach, and seamless project management have become critical to the success of our small business intelligence.

Head of Small Business Enablers

VISA

Thanks to the new, continuous, Dynata-powered Brand Tracker and its visual online dashboards, the monitoring of our brands has become a key priority and part of monthly management steering.

Director, CMI

AIRFRANCE KLM

Dynata's deep ties within the market research space

ASSOCIATION MEMBERSHIPS

AWARDS

BOARDS

COMMITTEES

Global Data Quality (GDQ):
- Benchmarking Initiative (Insights Association)
- Data Cleaning Subcommittee
- IA's Ignite – Data Quality Event

Insights Association
- Subcommittees: Benchmarking, Best Practices, Inclusion Terminology, Government Affairs
- Atlantic Chapter, Program Chair

AAPOR
- Advisor & Past Program Chair, New England chapter
- Black and African American Public Opinion Research (BAAPOR): Steering Committee, Founding Member, Communications Chair

Culture MRx
- Member/Founding Member

MRS
- Company Partner
- Mobile Optimization Initiative

ESOMAR
- Subcommittee: Demographic Best Practices

BVM Board – Germany
- Consulting Committee – Member
- BVM Chamber – Regional Head

The Research Society – Australia
- Member

The Interactive Advertising Bureau (IAB) - Australia
- Member

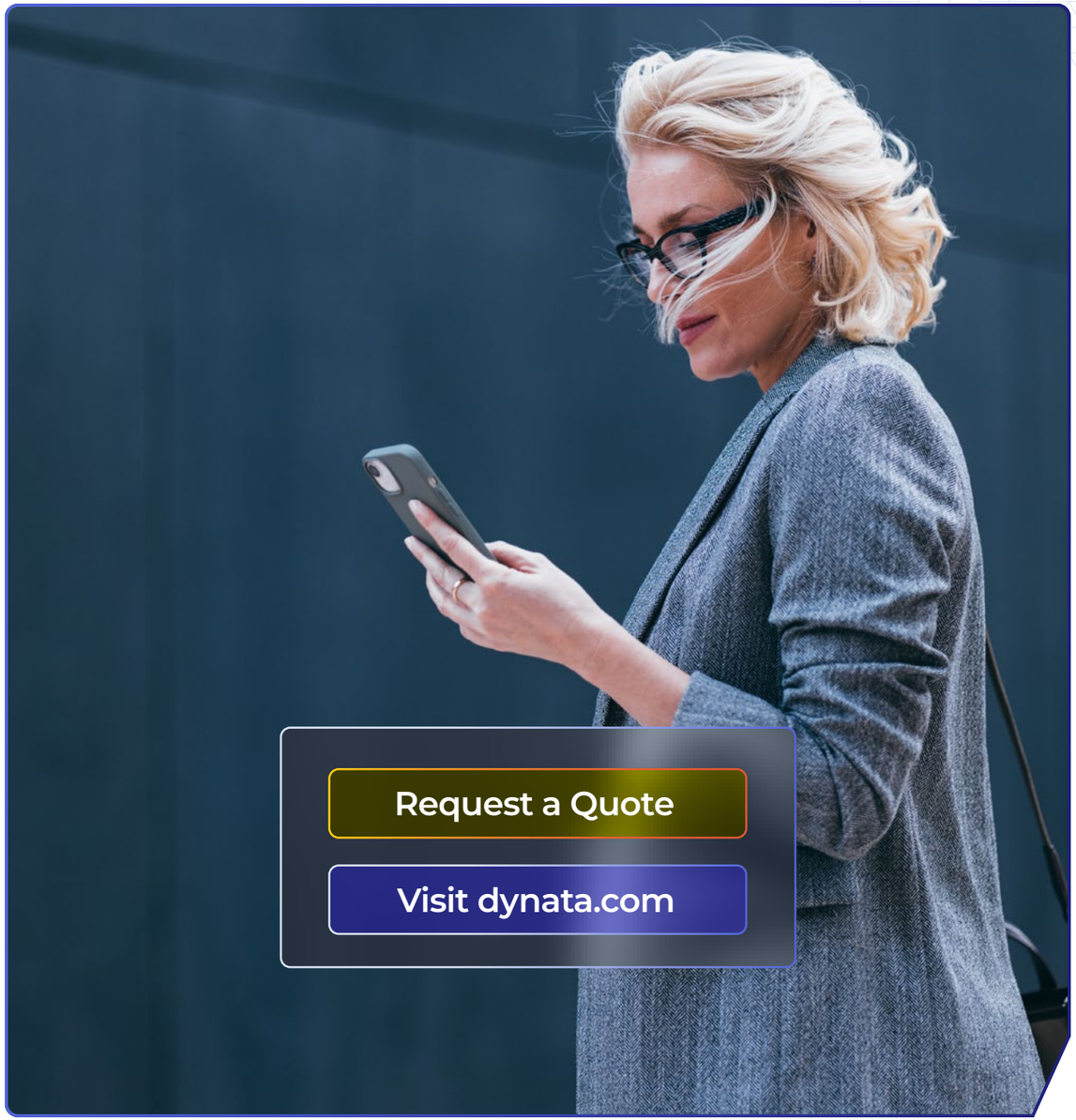
Australian Data and Insights Association (ADIA)
- Member

Research Association New Zealand
- Member

Market Research Society (MRSI - India)
- Standards Committee - Member

Talk with our team today to learn how we can tailor a solution for you.

Whether you’re looking to go deeper with profiling, or access hard-to-reach audiences Dynata is here to help.



dynata™

At Dynata, we deliver the highest quality first-party data to help businesses around the world gain precise insights, activate the right audiences, and confidently measure impact. With industry-leading accuracy, reliability, and commitment, we provide the foundation for smarter decision-making.

We own and operate one of the largest first-party panels in the industry with millions of deeply profiled and active consumers, business professionals, and hard-to-reach audiences across 82 countries.

With an extensive library of over 2,700 profile attributes collected through surveys, and the ability to sample respondents in global markets, Dynata is uniquely positioned to deliver deep, precise, and high-quality insights for confident, data-driven decisions.

Dynata has built innovative data services and solutions around our robust first-party data offering to bring the voice of the customer to the entire marketing lifecycle – from uncovering insights to activating campaigns and measuring cross-channel marketing ROI.

Thanks to our proprietary loyalty-based approach, we recruit respondents from more than 2,000 diverse sources, ensuring inclusive representation across cultural and demographic lines.

Dynata empowers market research firms, media and advertising agencies, publishers, consulting and investment firms, and corporate clients across North America, Latin America, Europe, Middle East & Africa and Asia-Pacific.

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