

Driving decisions across leading industries

We've conducted surveys that span wide-ranging consumer topics. This data is reflective of some of the work we've done on behalf of corporate customers in 2025.

617,000+
Survey Respondents

BY REGION

348,497

EMEA

268,801

THE AMERICAS

COUNTRIES SURVEYED

- | | |
|----------------|----------------|
| Argentina | Kenia |
| Austria | Kosovo |
| Bahamas | Latvia |
| Belgium | Lithuania |
| Botswana | Madagascar |
| Brazil | Mali |
| Bulgaria | Mauritius |
| Burkina Faso | Mexico |
| Canada | Morocco |
| Cape Verde | Namibia |
| Chile | Netherlands |
| Croatia | Nigeria |
| Cyprus | Norway |
| Czech Rep. | Paraguay |
| Côte d'Ivoire | Poland |
| Denmark | Portugal |
| Dominican Rep. | Puerto Rico |
| Egypt | Romania |
| Estonia | Senegal |
| Finland | Slovakia |
| France | Slovenia |
| Germany | South Africa |
| Ghana | Spain |
| Greece | Sweden |
| Guatemala | Switzerland |
| Guinea | Tunisia |
| Guayana | Turkey |
| Hungary | Uganda |
| Ireland | United Kingdom |
| Italy | United States |

Respondents by industry subcategory



Top 16 customers we've worked with



Dynata's experience matters for retail

Align production with consumer trends to drive efficiency and spans the categories that matter most.

- ▶ Apparel & Accessories drive innovation in omnichannel experiences
- ▶ Convenience & Department Stores show strong demand for localized campaigns
- ▶ Data-driven personalization shapes shopper engagement across diverse markets
- ▶ Top retail brands like **Amazon, Walmart & Zalando** rely on data to stay competitive

WHO IS DYNATA?

Dynata is the world's largest first-party data company for **insights, activation, and measurement.**

With a global reach of fully-permissioned panellists and an unrivaled approach to quality, Dynata enables 6,000+ organisations worldwide to make informed decisions about the products and services they bring to market.

GLOBAL FOOTPRINT

Access nearly **70 million** consumers and business professionals across **66 countries**



TRUSTED

80% of Fortune 500 companies use Dynata

6,000 customers in **90 COUNTRIES** across all major industries

2,700+ profile attributes

4 billion insights uncovered

45+ years of innovation

100+ million survey completes

200,000+ projects delivered

RECOGNISED

- #1 Most Innovative Field Supplier (GRIT Business & Innovation Report 2024)
- I-COM Data Creativity Award 2024 Data Quality category
- MRS Award 2024 Applications of Research category
- Signatory of the Global Data Quality Excellence Pledge
- ISO 20252 Certification
- Neutronian NQI Data Quality Certificate
- Google Measurement Partner

AI AT THE CORE OF OUR TECH

- Award-winning QualityScore™ Machine Learning model

175+

data points analysed with per respondent with QualityScore to identify and remove survey fraud and inattention while in field.

16m

poor quality survey responses removed to date

Additional steps we take:

- Government ID validation (Global/GDPR compliant)
- Virtual Resume
- Survey-level quality controls (Encrypted end links, digital-identity profiles, and 2FA)
- AI and ML to fight future fraud (rejected IDs are fed into our ML models for training)

For more information about our capabilities

✉ Speak to us <https://www.dynata.com/request-quote/>