



Panel Book 2022

Who is **aytm**?



Aytm's market research platform is the secret weapon that drives agile innovation for the largest consumer brands in the world. Researchers are empowered to conduct sophisticated research with a click of a button from a powerful but easy to use interface — cutting down the time to insights from days or weeks to hours.

Gain access to over 100 million consumers worldwide via our integrated panel, which provides unprecedented levels of trust and quality, and **real-time pricing** with **guaranteed delivery times**. Tap into our flexible service options that unlock access to our team of research automation experts when you need them.



What is **PaidViewPoint**?

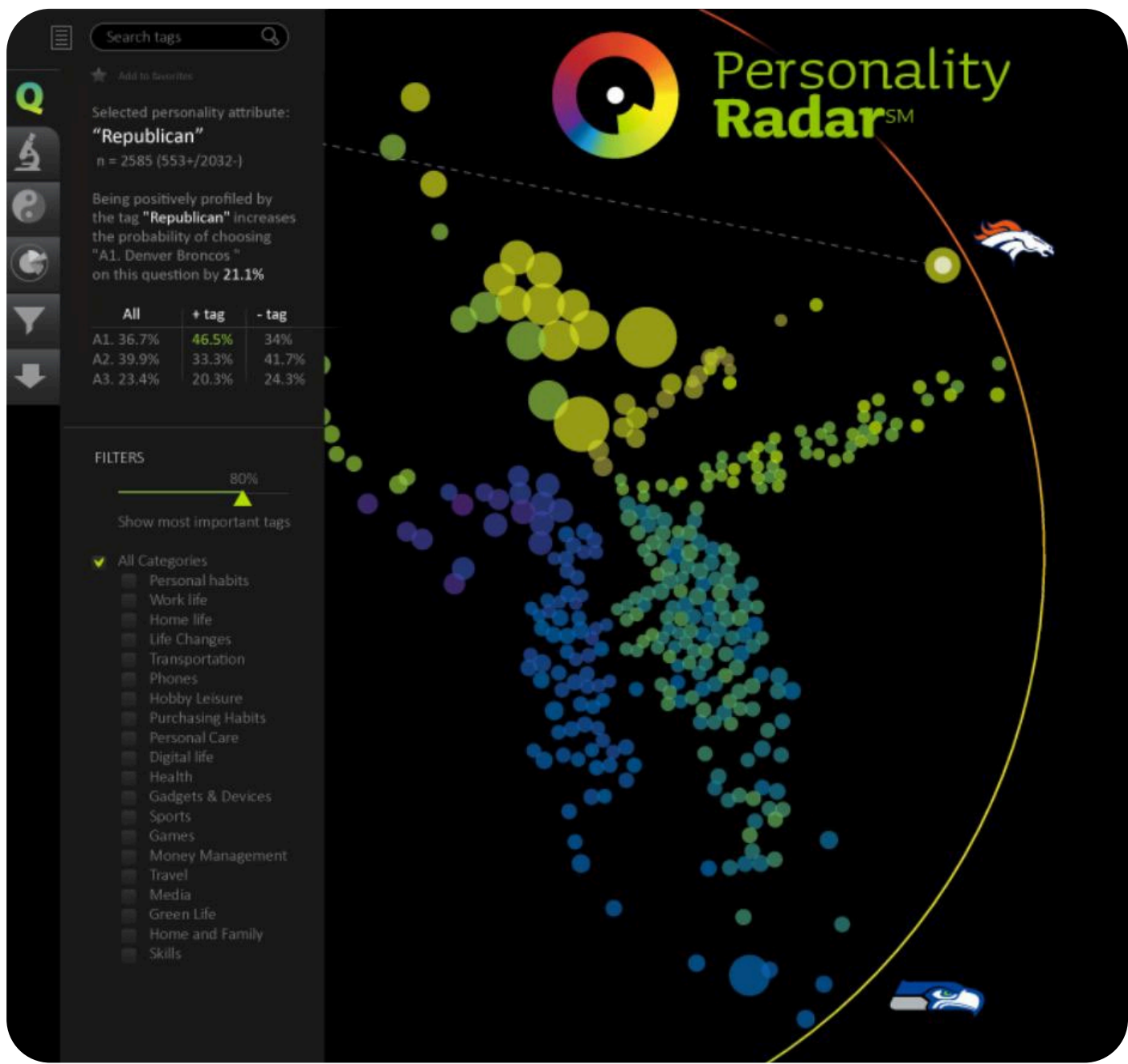


[PaidViewpoint.com](https://www.paidviewpoint.com) is a proprietary panel, designed, built and managed by **aytm** since 2011. It's exclusively available to **aytm** clients, doesn't participate in any external marketplaces, and year-after-year is rated #1 by respondents globally on independent sites like [SurveyPolice.com](https://www.surveypolice.com).

We value respondents' experience. By keeping this community exclusive to **aytm**, we ensure that PaidViewpoint panelists are treated fairly and are not exposed to overly long, crippled or mobile-incompatible surveys.



3,000+ Panel Attributes



PaidViewpoint panelists are extensively profiled to enable relevant and speedy sample selection. Our meticulous and up-to-date profiling questionnaires cover 3,000+ psychographic & personality traits that can be utilized beyond superior survey feasibility.

Upon survey completion, our Personality Radar analyzes millions of data point combinations on the fly and presents a clear window into the statistically significant affinities between respondents' answers on your questions and their aggregated psychographic & personality traits.

Attribute Categories

- Brand Awareness
- Purchasing Habits
- Food & Beverage
- Media
- Automotive
- Green Life
- Home & Family
- Health & Wellness
- Personal Care
- Skills
- Work/Career
- Hobbies & Interests
- Games
- Sports
- Travel
- Gadgets & Devices
- Digital Life
- Phone
- Money Management
- Politics & Religion



How do we ensure the **quality of respondents**?

1

Layer 1: Technical

A number of purely technical safeguards are in place to identify and prevent bots from taking client surveys. Such methods include a wide variety of approaches, ranging from IP/cookie verifications, log in patterns of different connected accounts, reCAPTCHA, honeypots to uniqueness and validity verification of a phone number and a PayPal account.

2

Layer 2: Lie detection

Our panel is managed by TrustScoreSM – an automatic system of consistency verification. It's easy for a human to stay consistent in their profiling questions when they are telling the truth, but becomes virtually impossible for a bot to understand questions formulated in a slightly different manner (e.g.: Do you own a dog? Do you own a pet?).

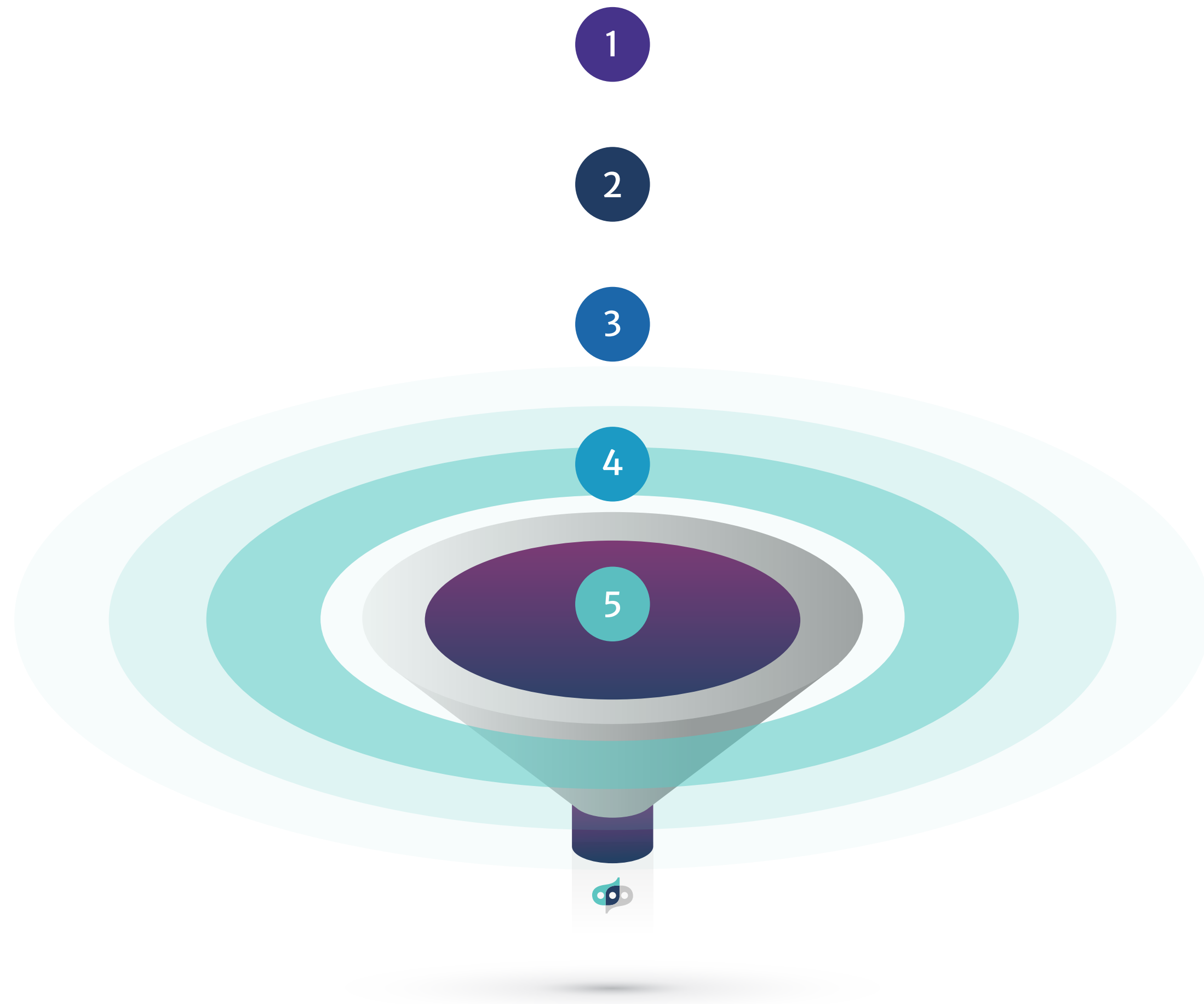
3

Layer 3: Economic & manual

If someone successfully bypasses all our safeguards (highly unlikely), it still takes about 3 months to achieve our cash out threshold and then requires a cash out specialist to review and approve the request. We have a system of random checks and automatic red flag notifications when something seems out of the norm.



How do we ensure the **quality of respondents**?



- 1 Remove bots**
Fraudulent activity
- 2 Remove duplicates**
Multiple ID/devices digital fingerprinting
- 3 Verify target audience**
Representativity PII, sampling methodology
- 4 Verify response quality**
Open-ends, Red herring, Prequal masking
- 5 Overall experience**
And fielding speed



Worldwide Panel Reach

6 Continents

50 Countries

Argentina	Chile	Germany	Indonesia	Malaysia	Nigeria	Portugal	South Africa	Taiwan	United Kingdom
Australia	China	Greece	Ireland	Mexico	Pakistan	Romania	South Korea	Thailand	United States
Brazil	Colombia	Hong Kong	Italy	Morocco	Peru	Russia	Spain	Turkey	Venezuela
Belgium	Ecuador	Hungary	Japan	Netherlands	Philippines	Serbia	Sweden	UAE	Vietnam
Canada	France	India	Kenya	New Zealand	Poland	Singapore	Switzerland	Ukraine	Zambia

Argentina

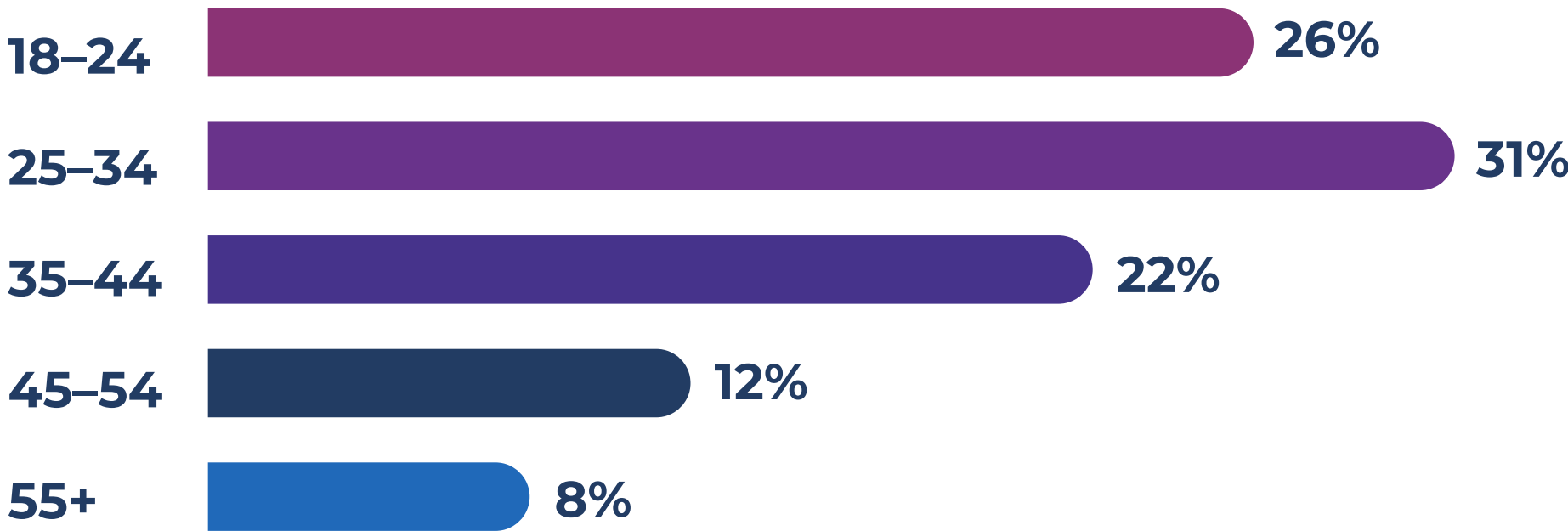
Total Extended Reach

2,024,366

Gender



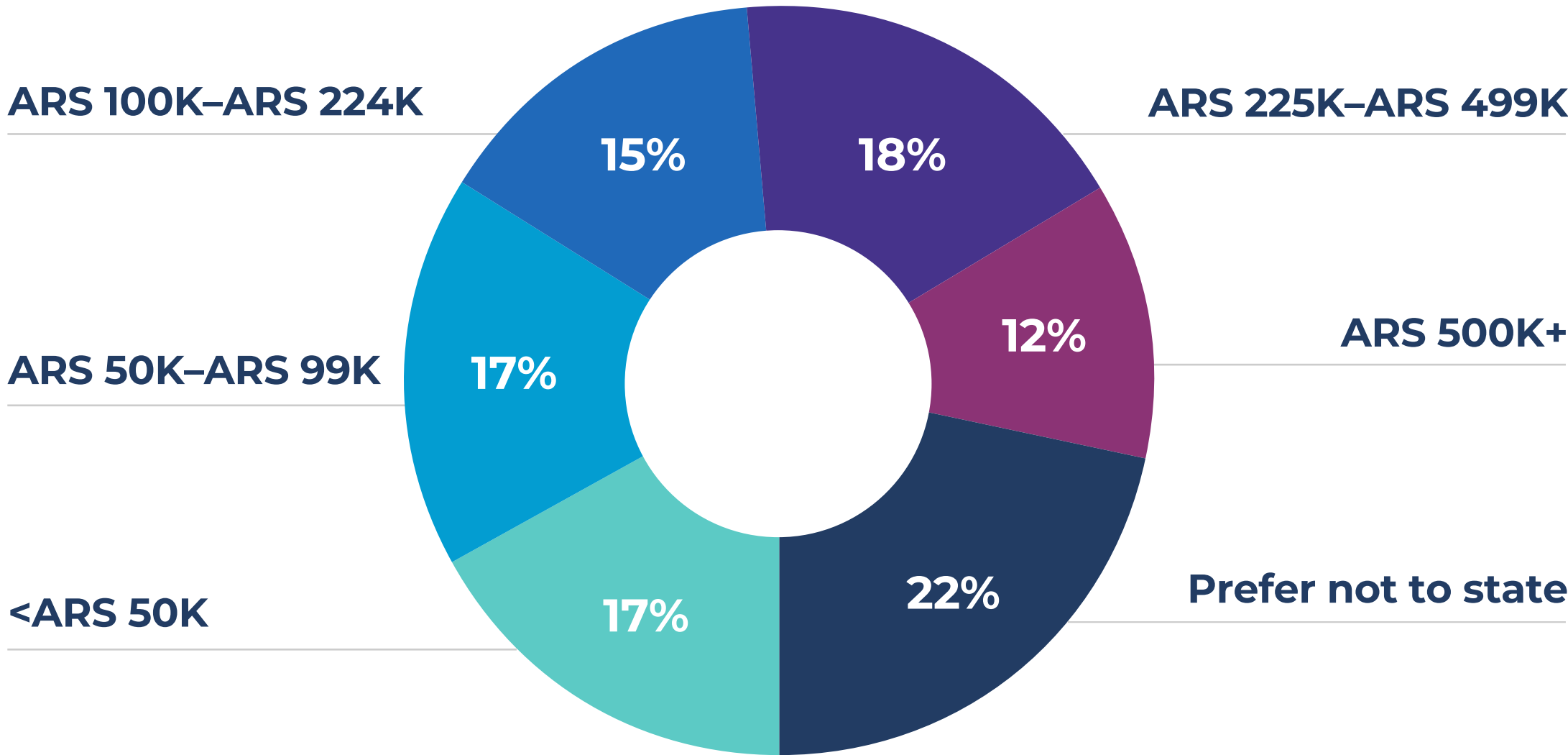
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income

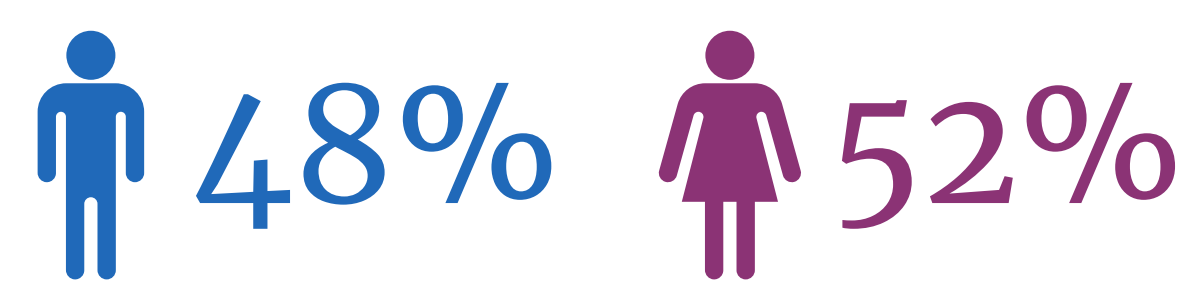


Australia

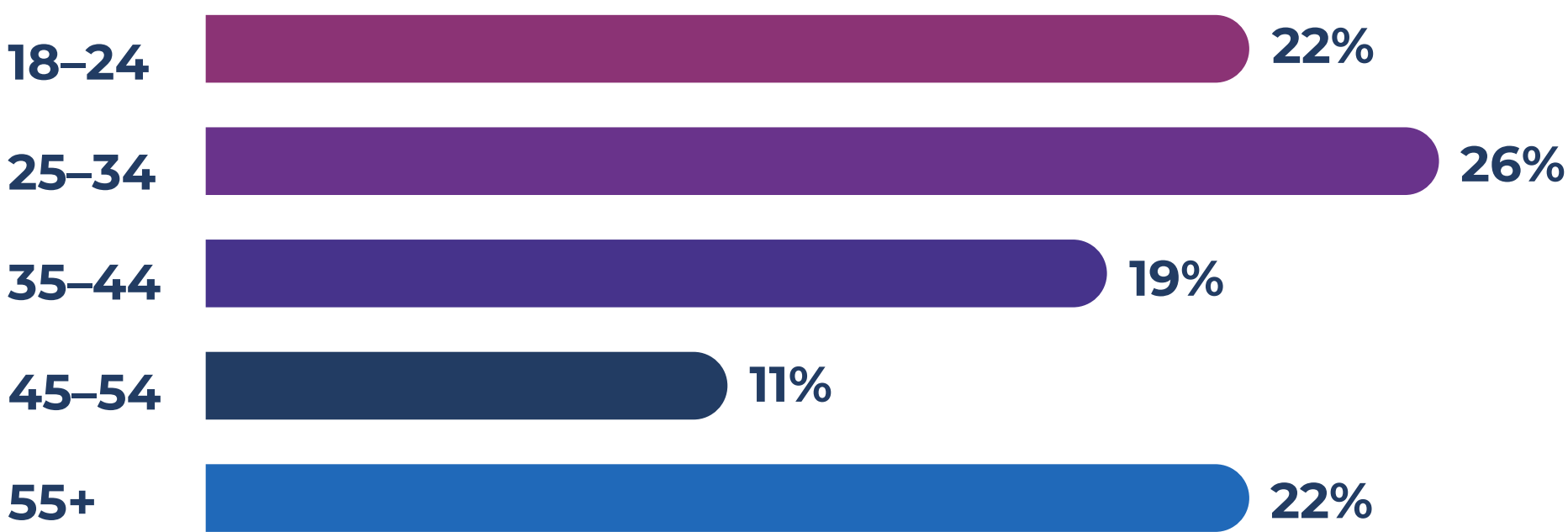
Total Extended Reach

2,417,643

Gender



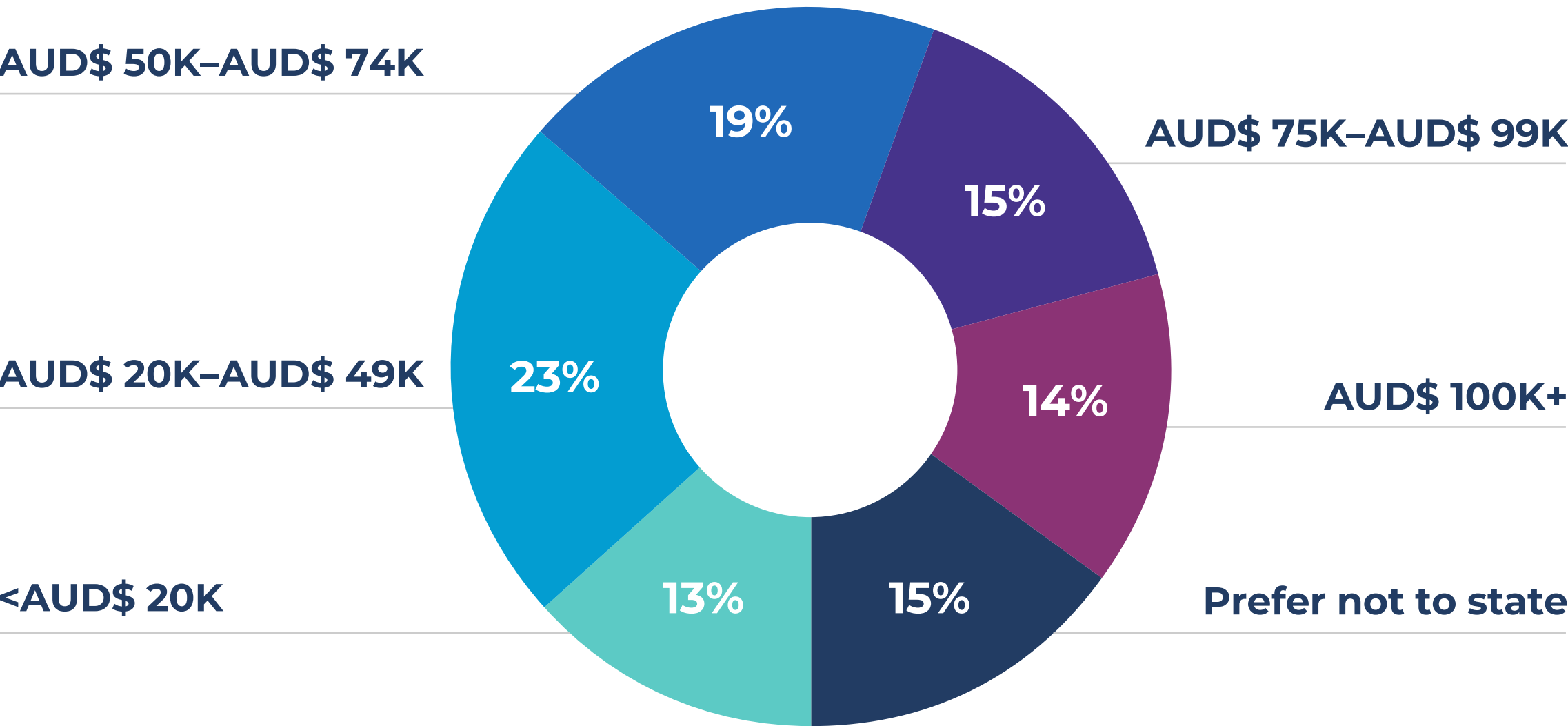
Age



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Household Income

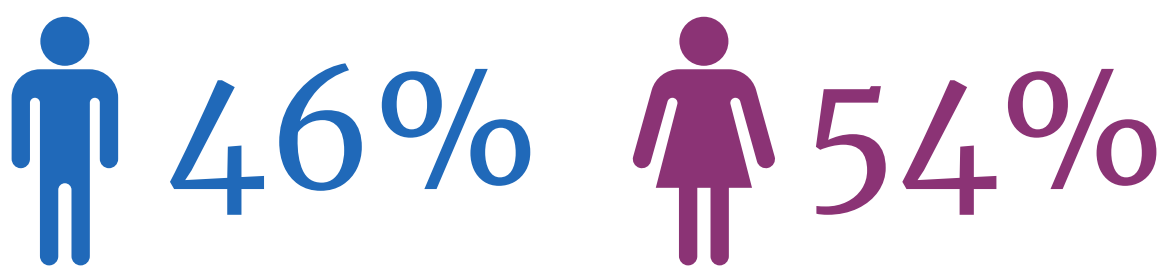


Belgium

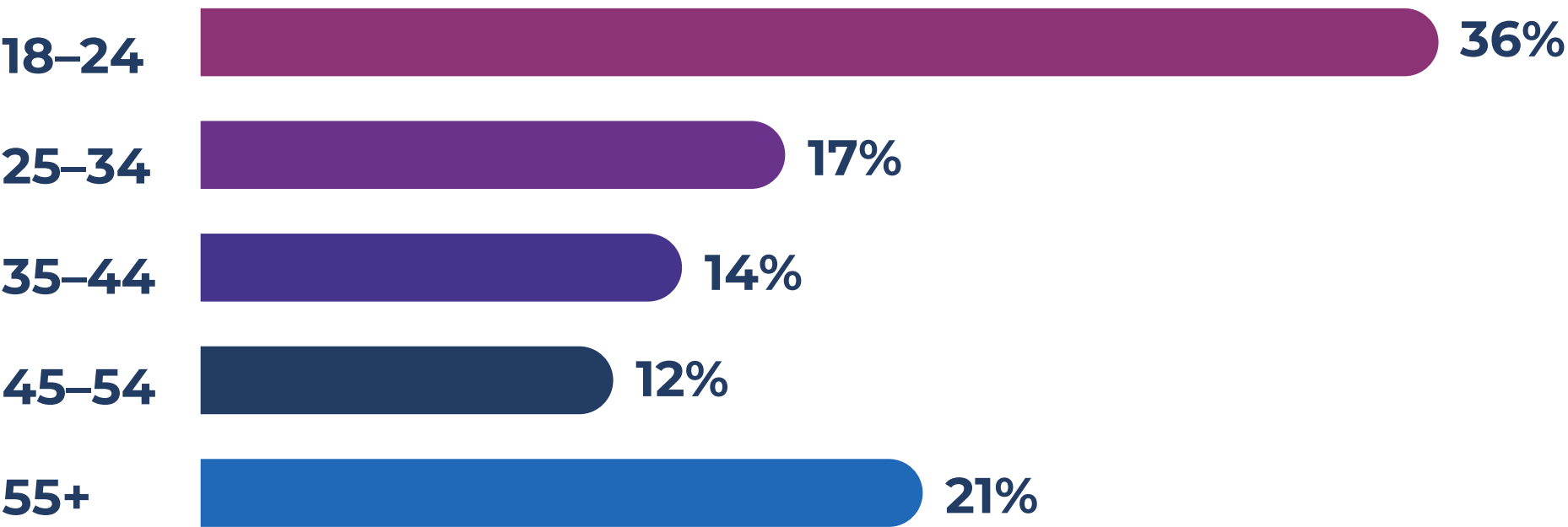
Total Extended Reach

540,829

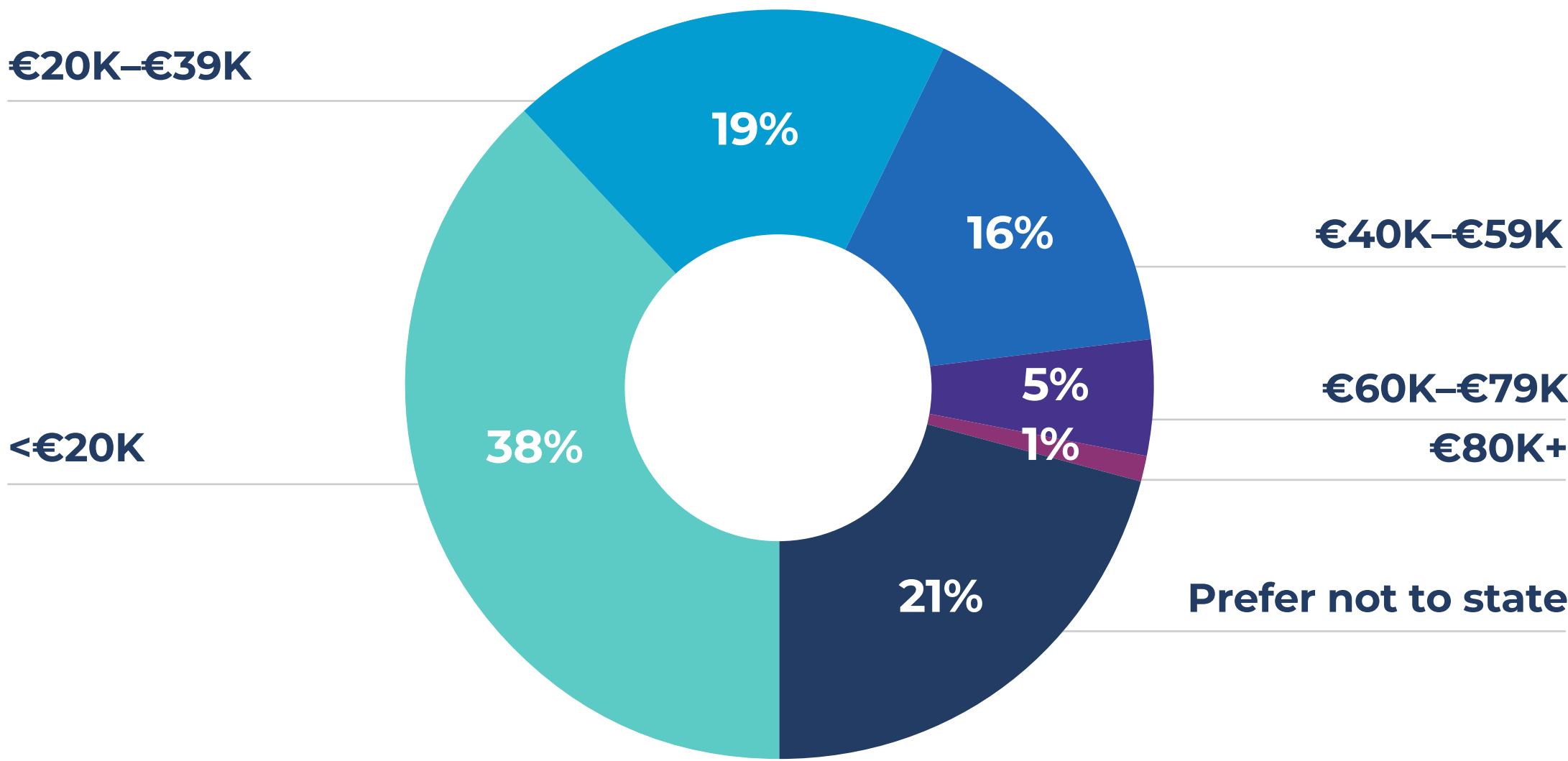
Gender



Age



Household Income



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Brazil

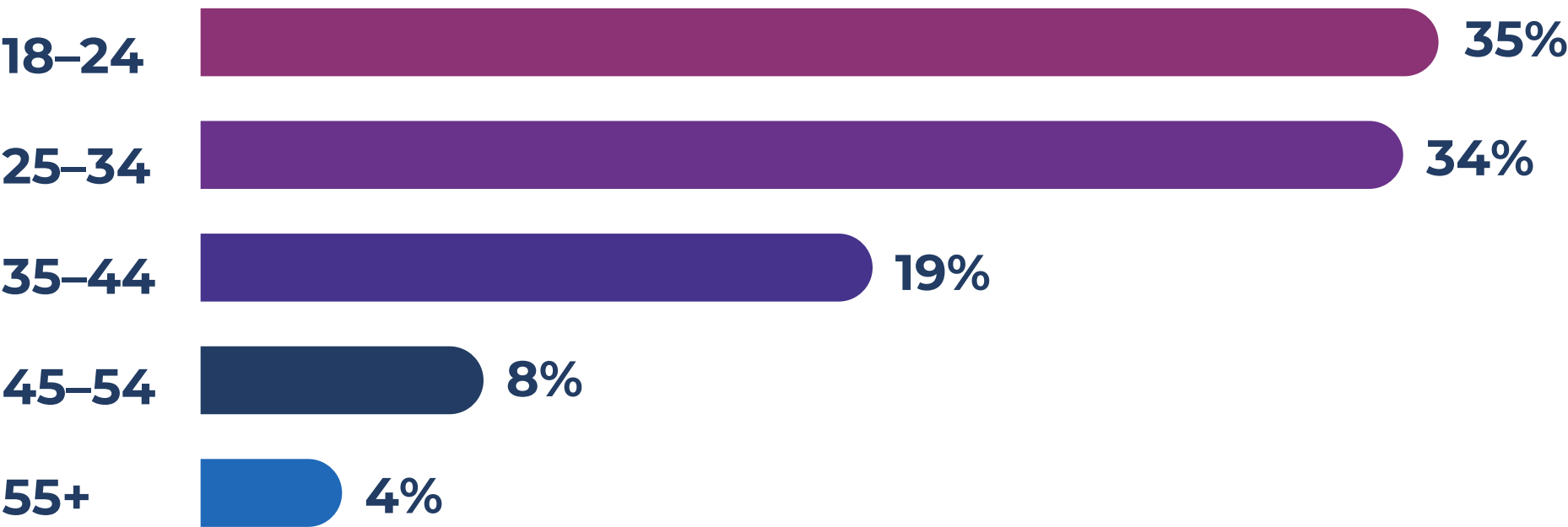
Total Extended Reach

13,038,785

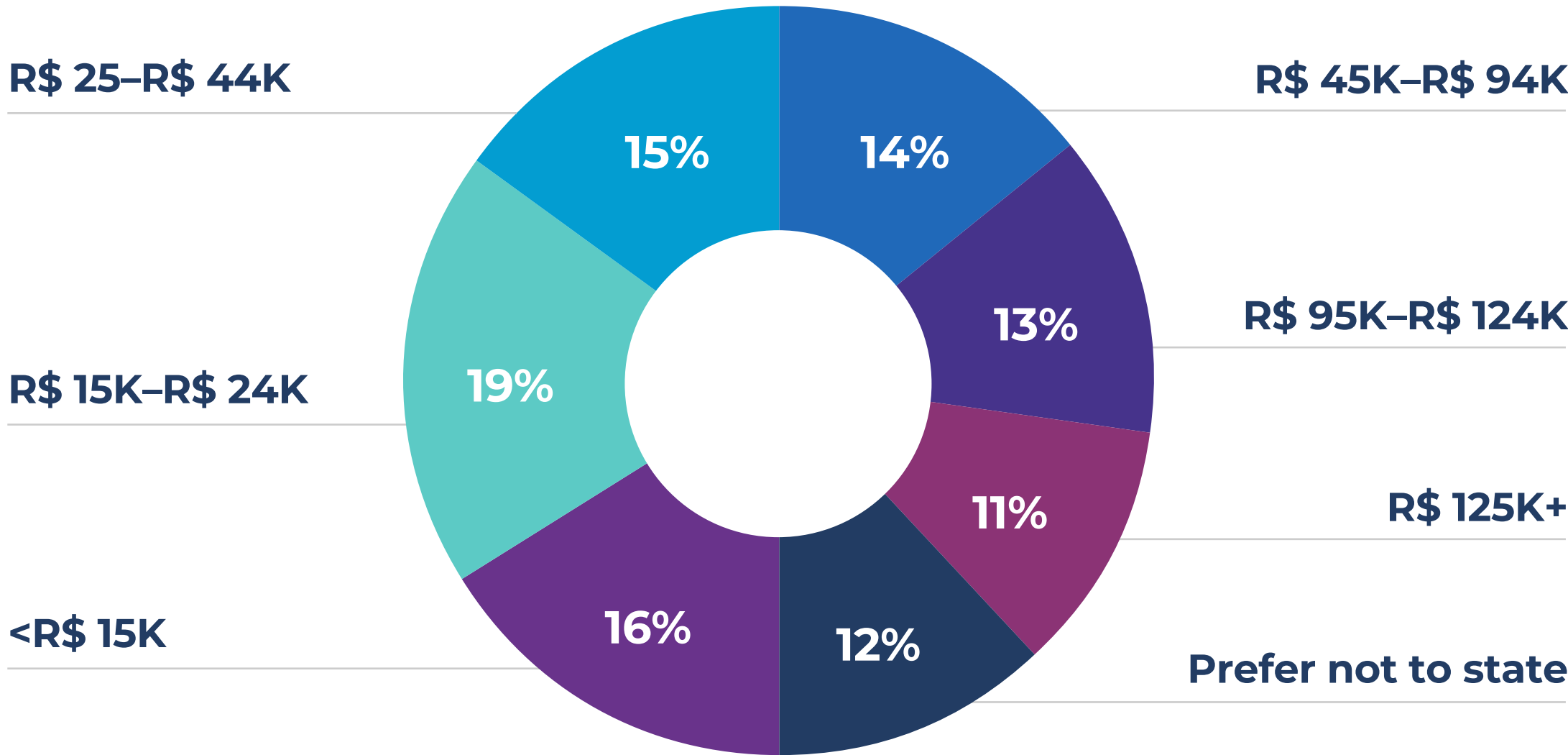
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

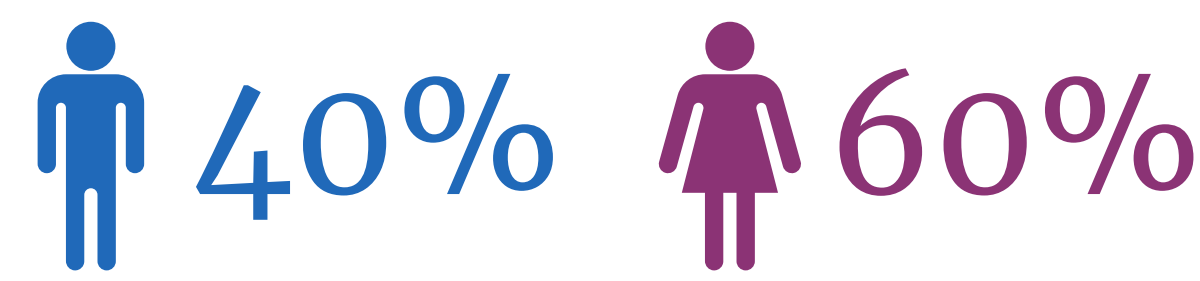


Canada

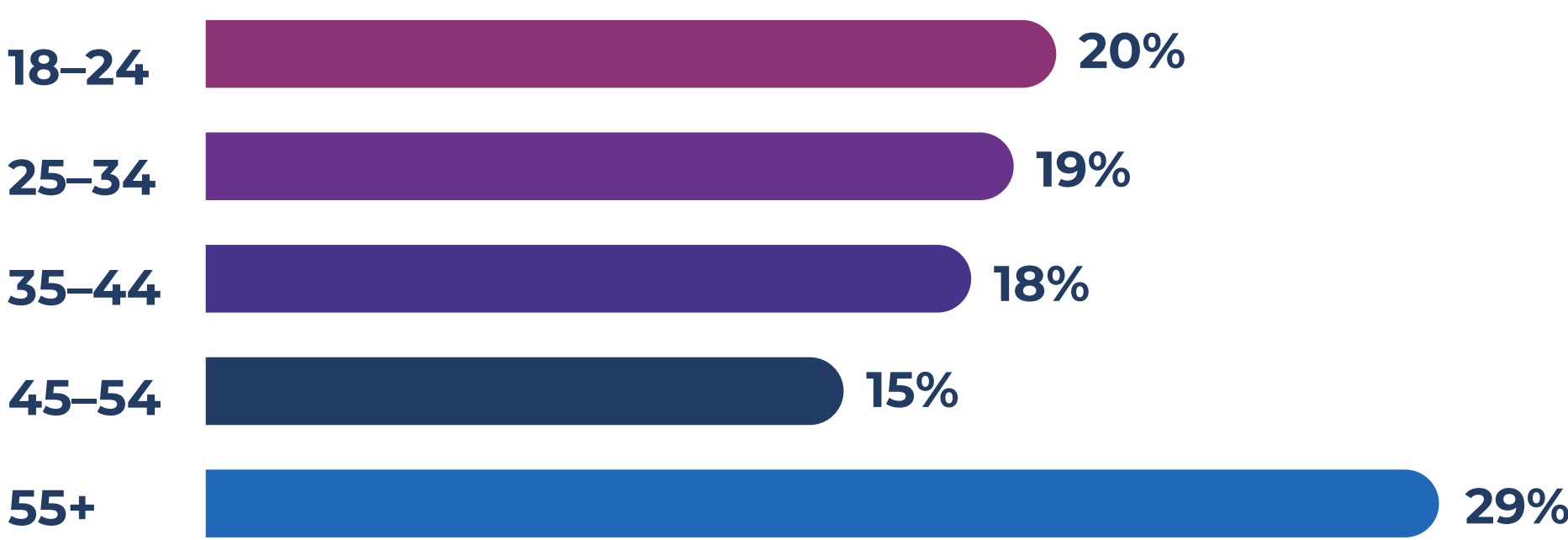
Total Extended Reach

3,363,265

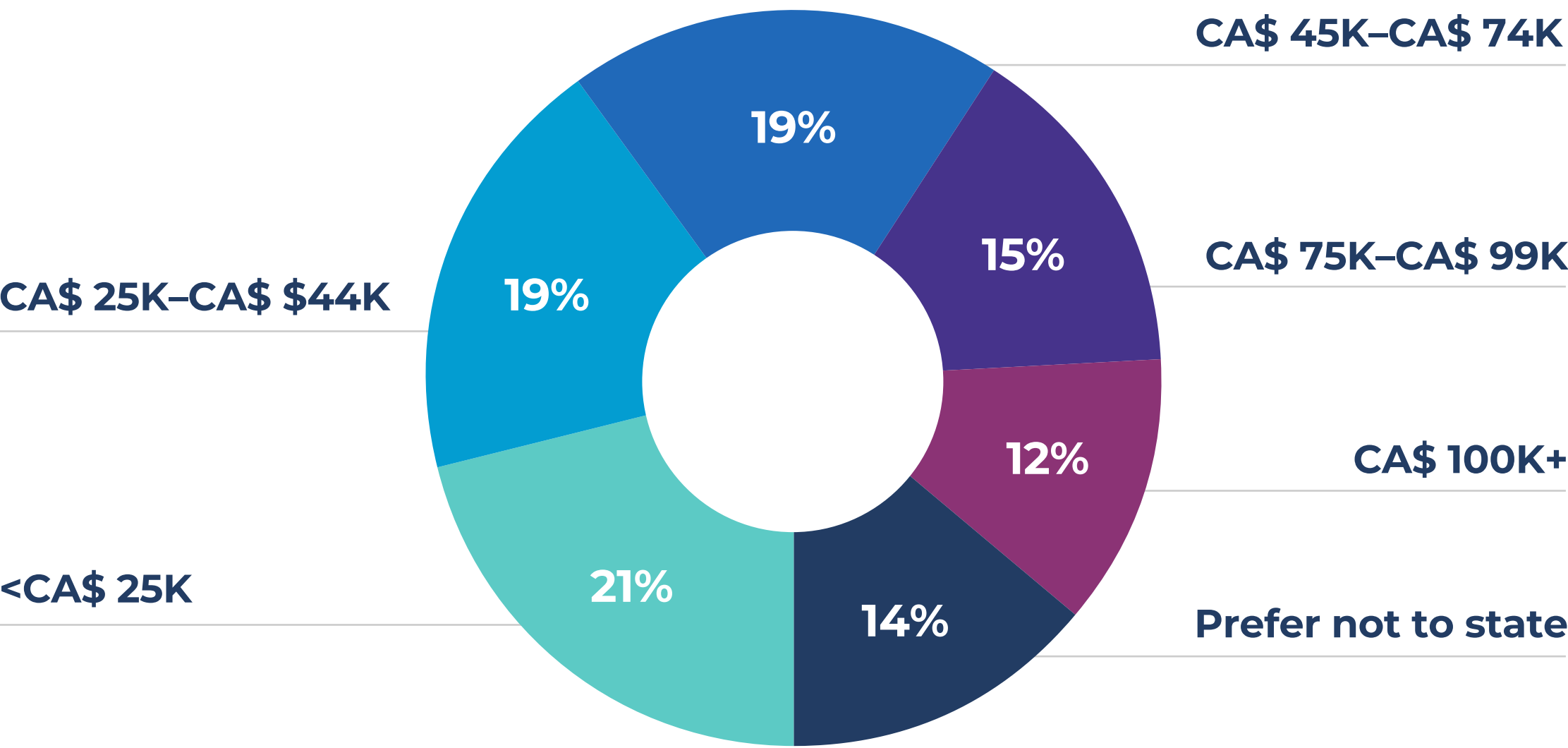
Gender



Age



Household Income



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Chile

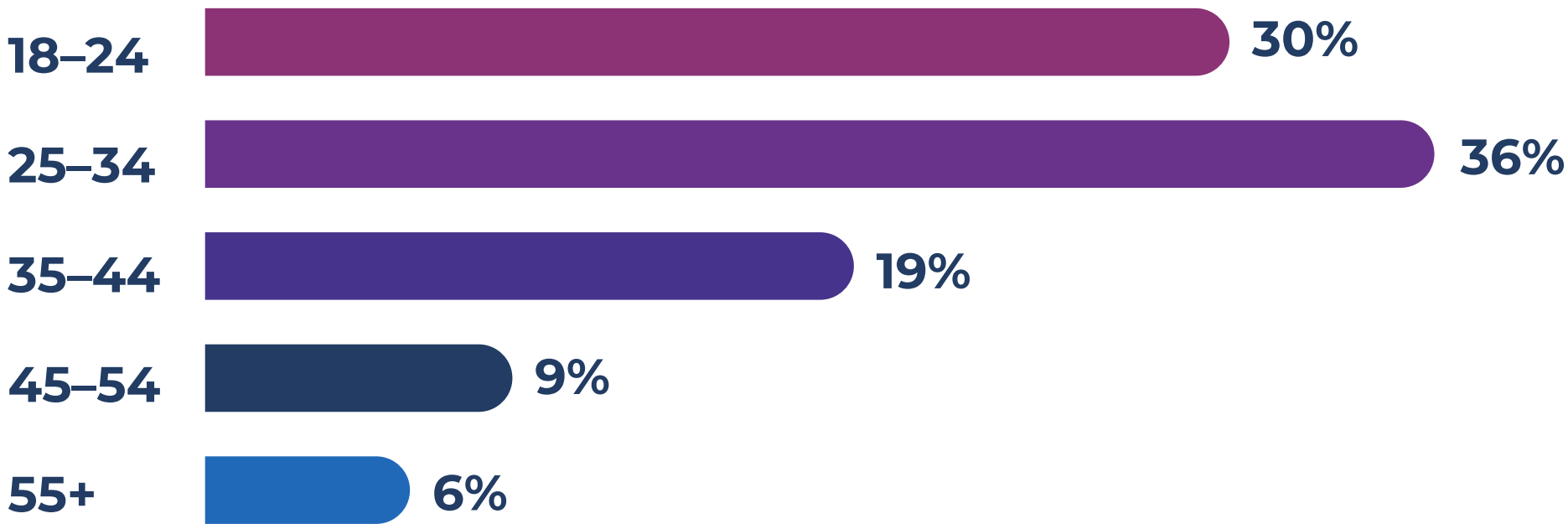
Total Extended Reach

992,067

Gender



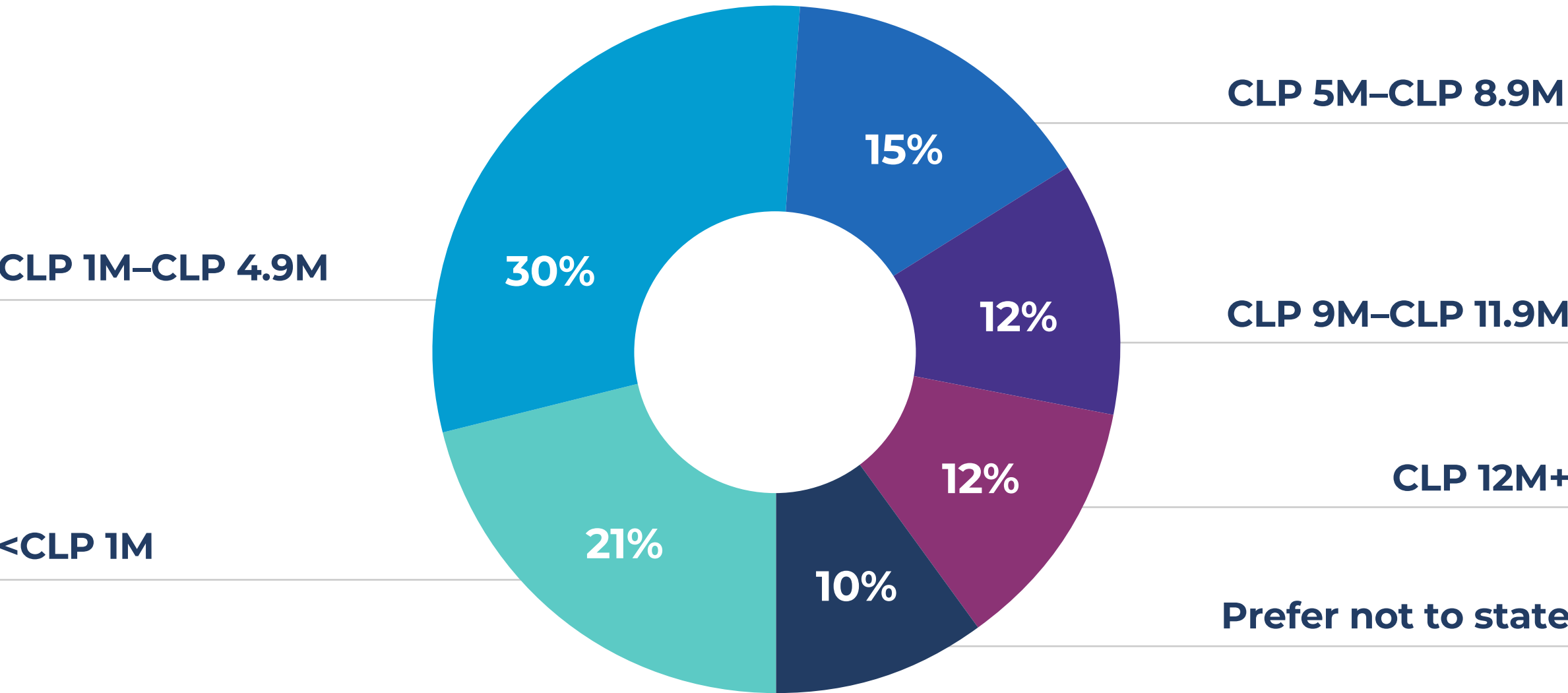
Age



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Household Income

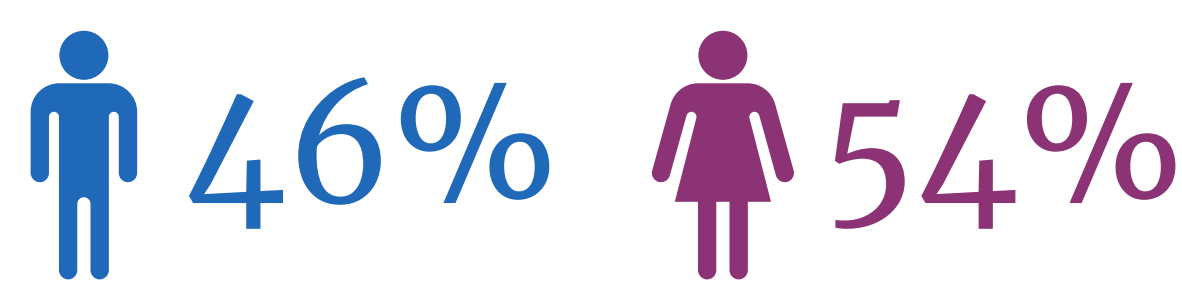


China

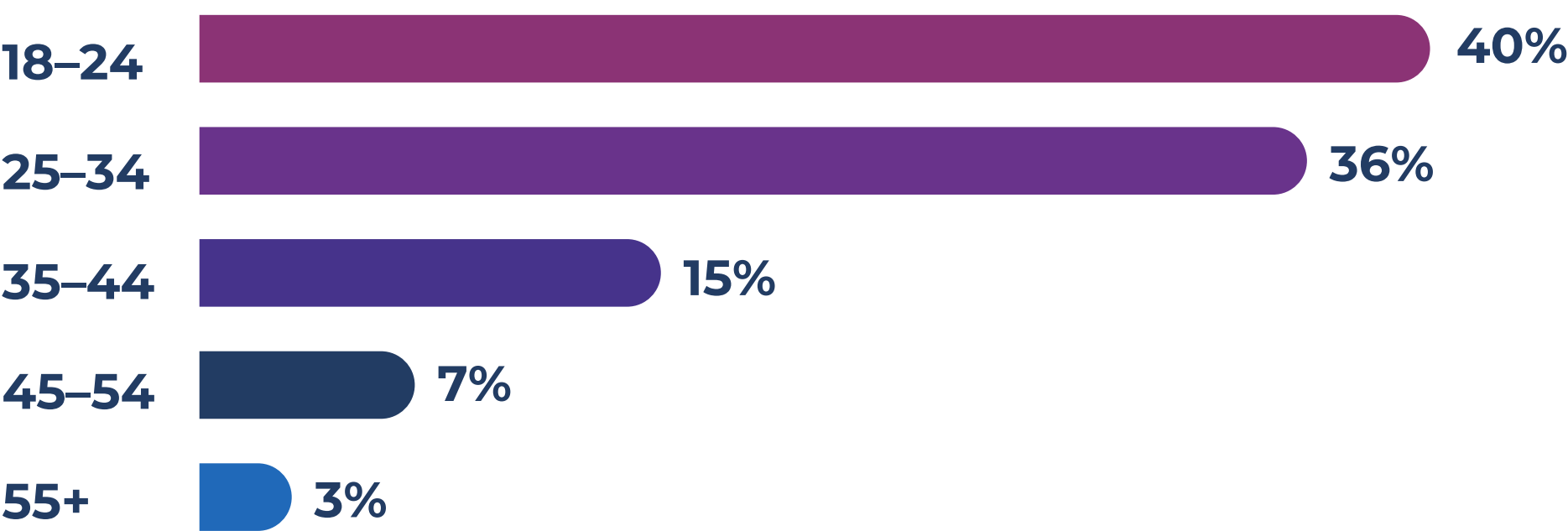
Total Extended Reach

7,132,084

Gender



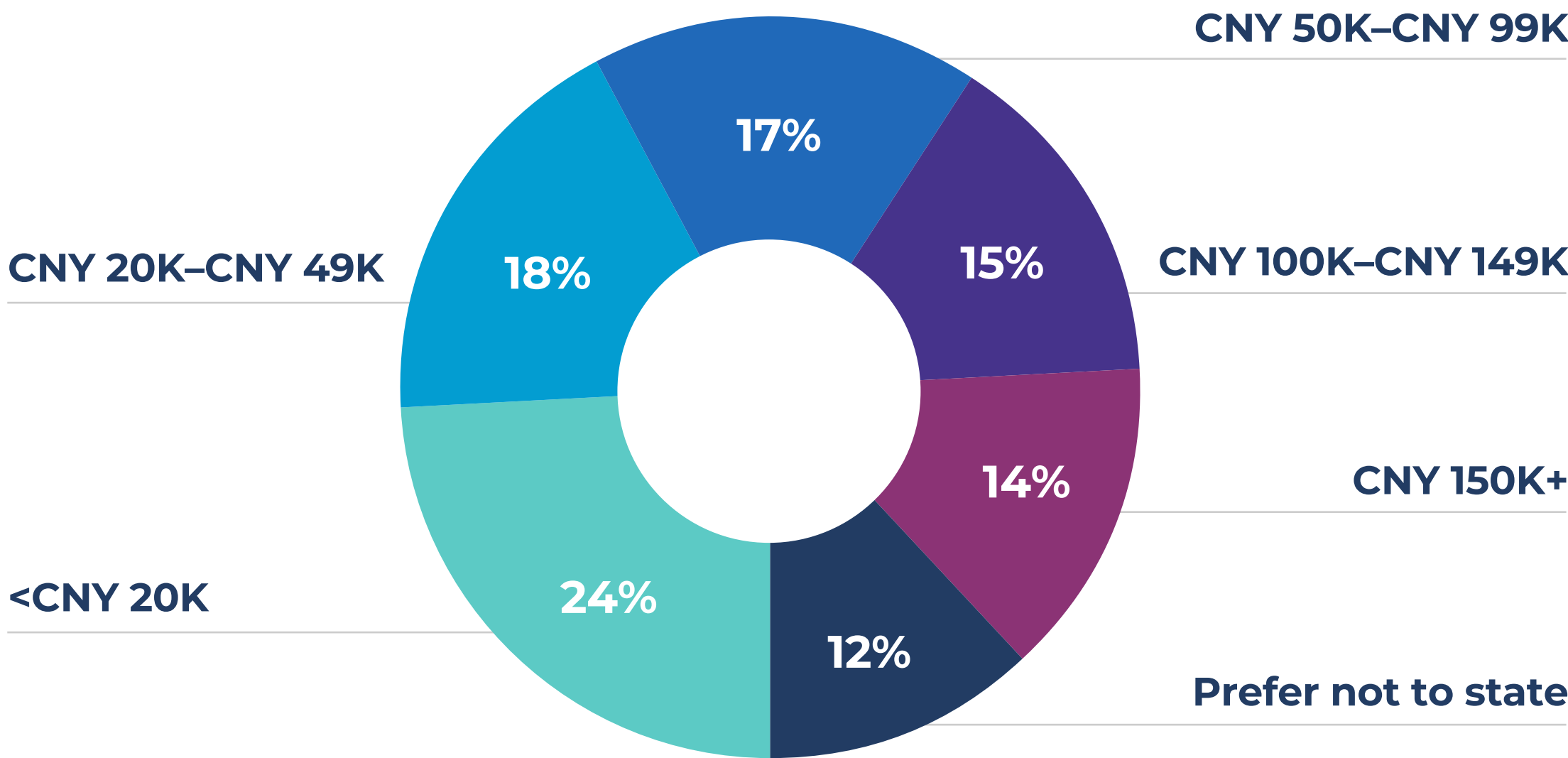
Age



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Household Income

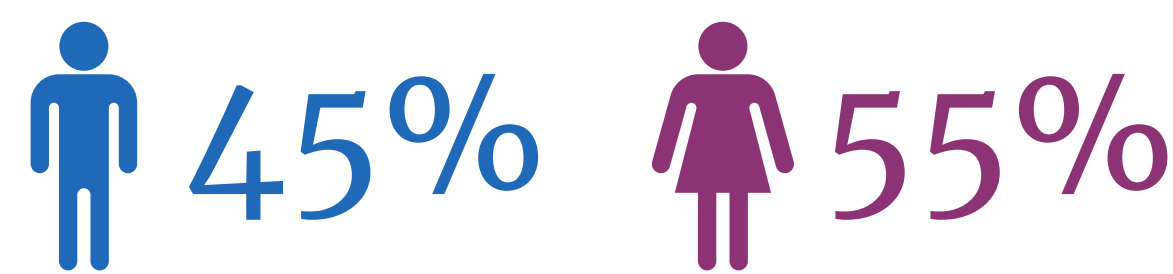


Colombia

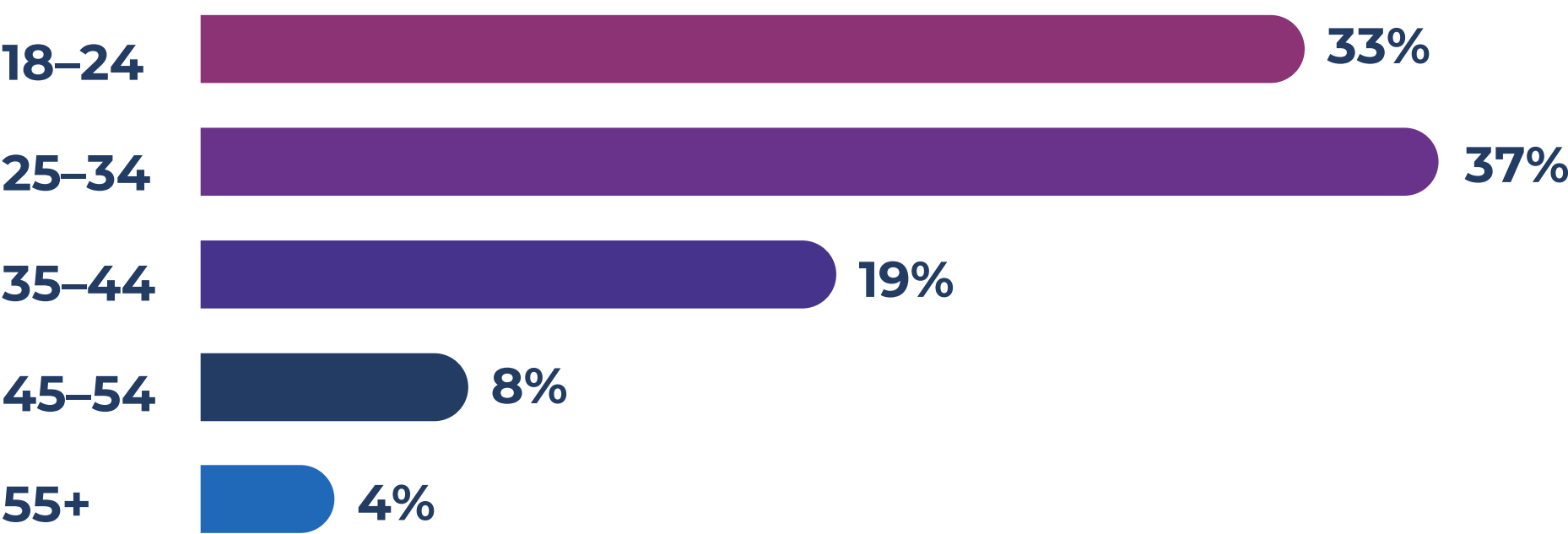
Total Extended Reach

3,004,389

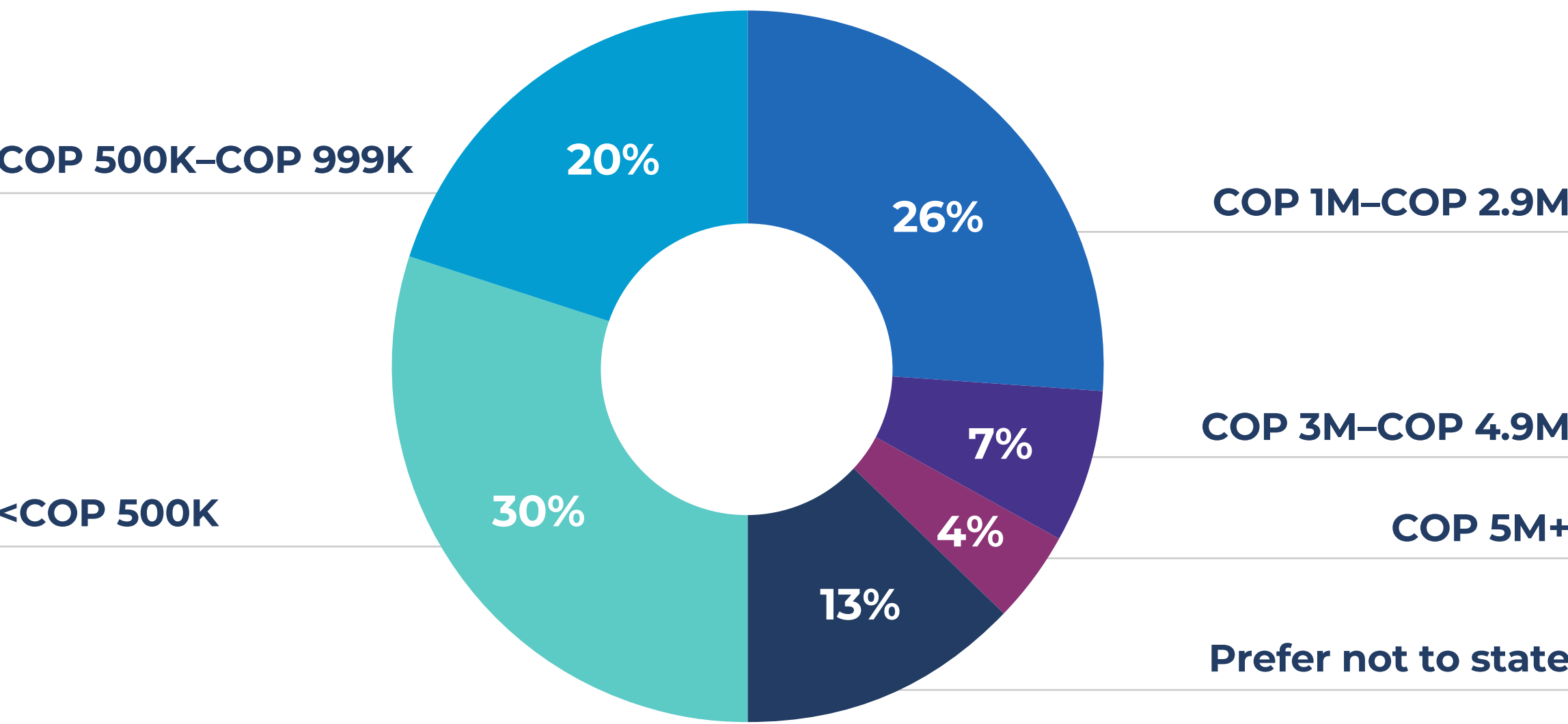
Gender



Age



Monthly Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

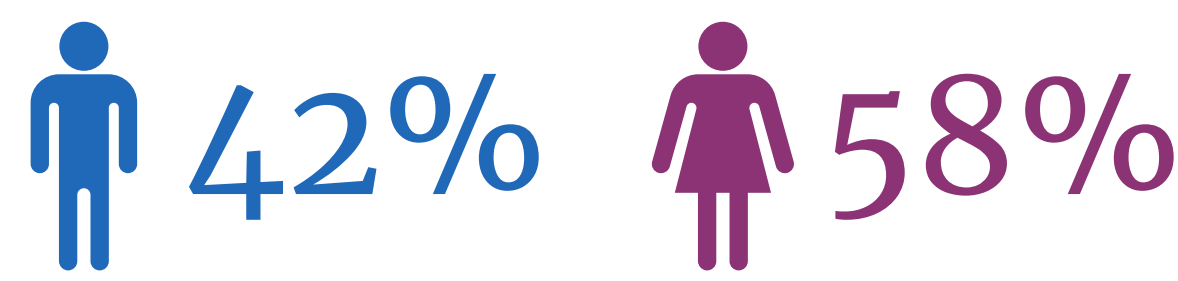


Ecuador

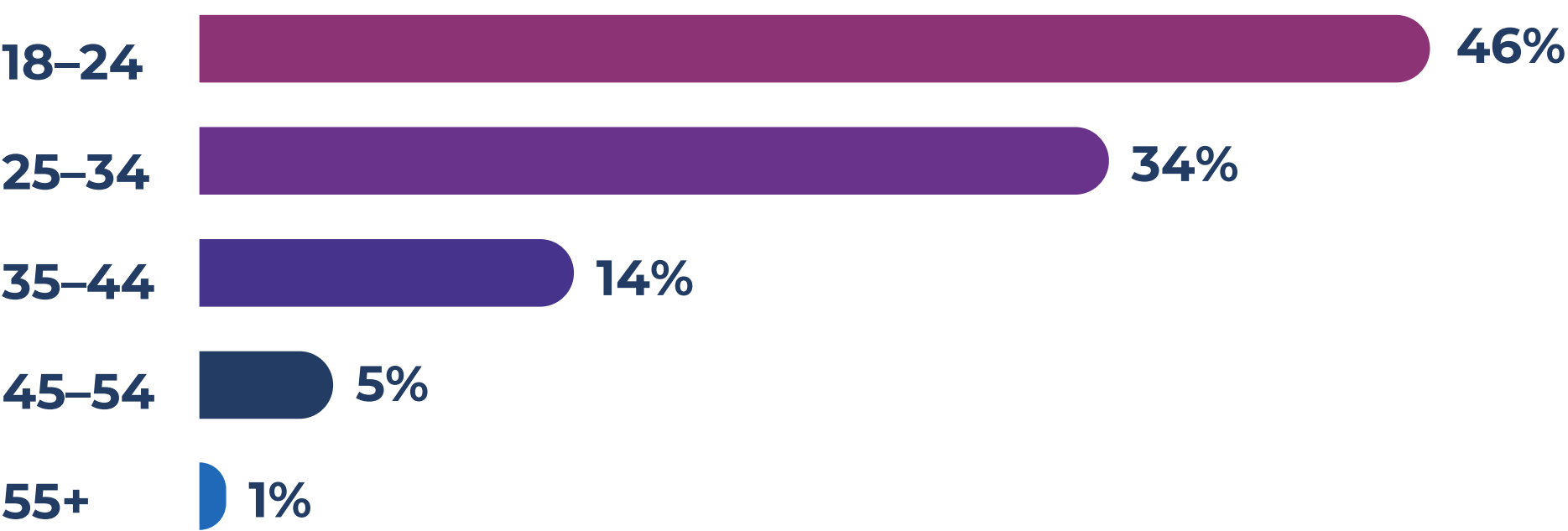
Total Extended Reach

686,885

Gender



Age



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France

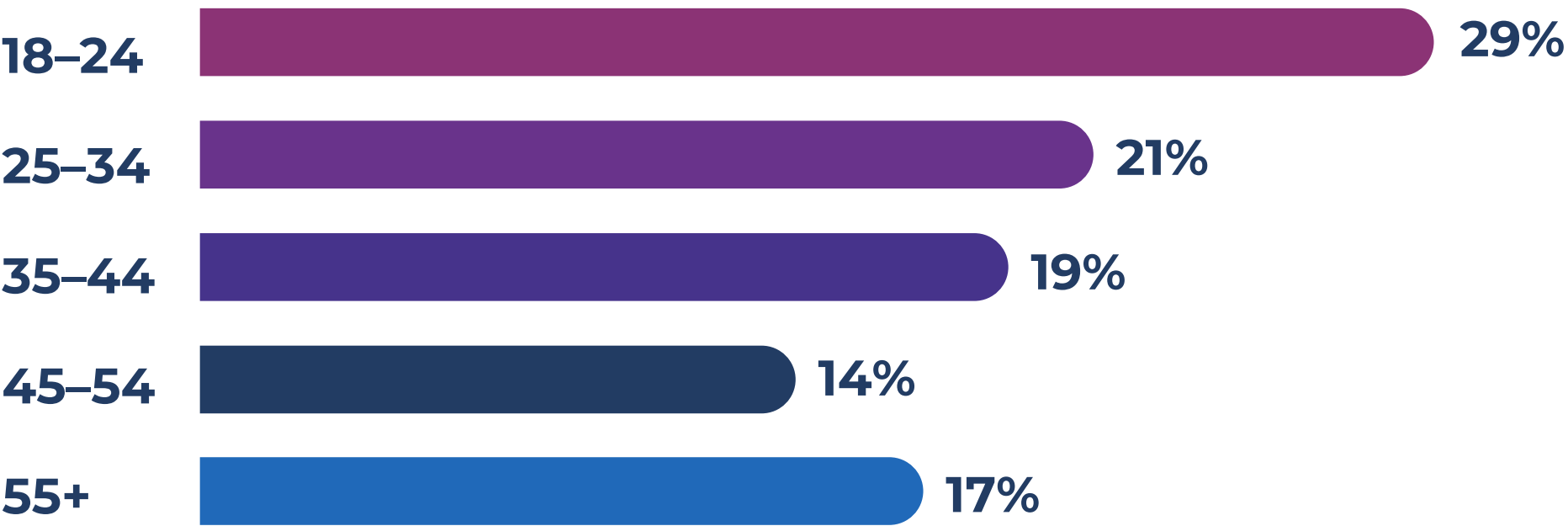
Total Extended Reach

5,496,341

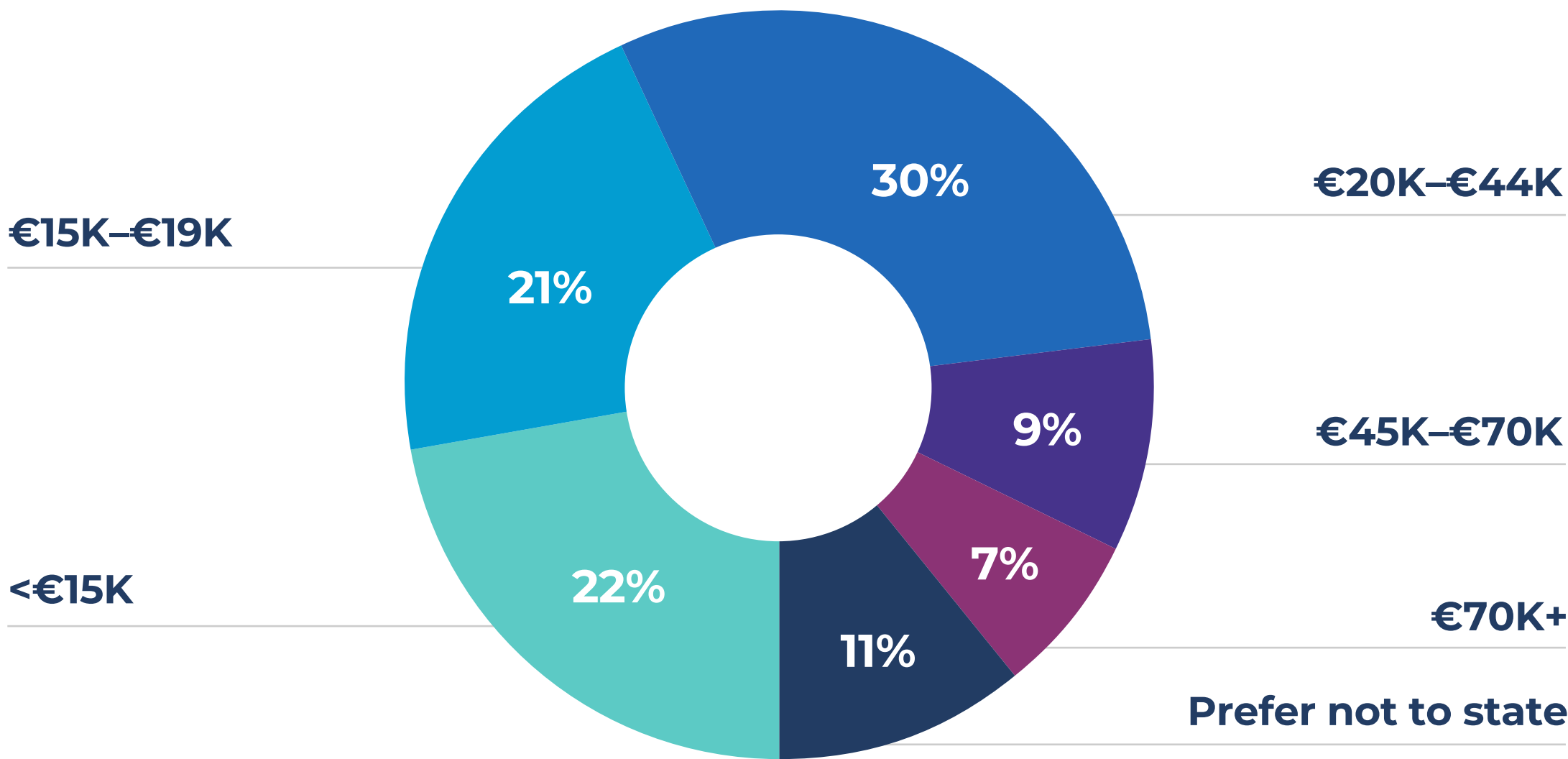
Gender



Age



Household Income



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Germany

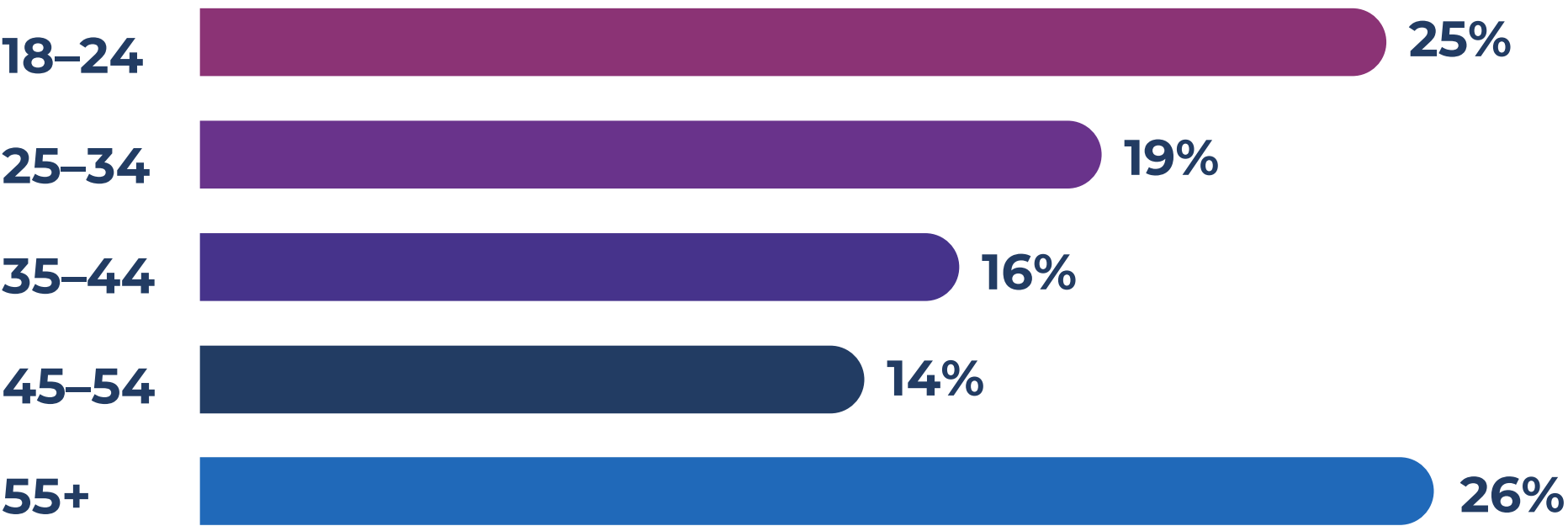
Total Extended Reach

4,799,204

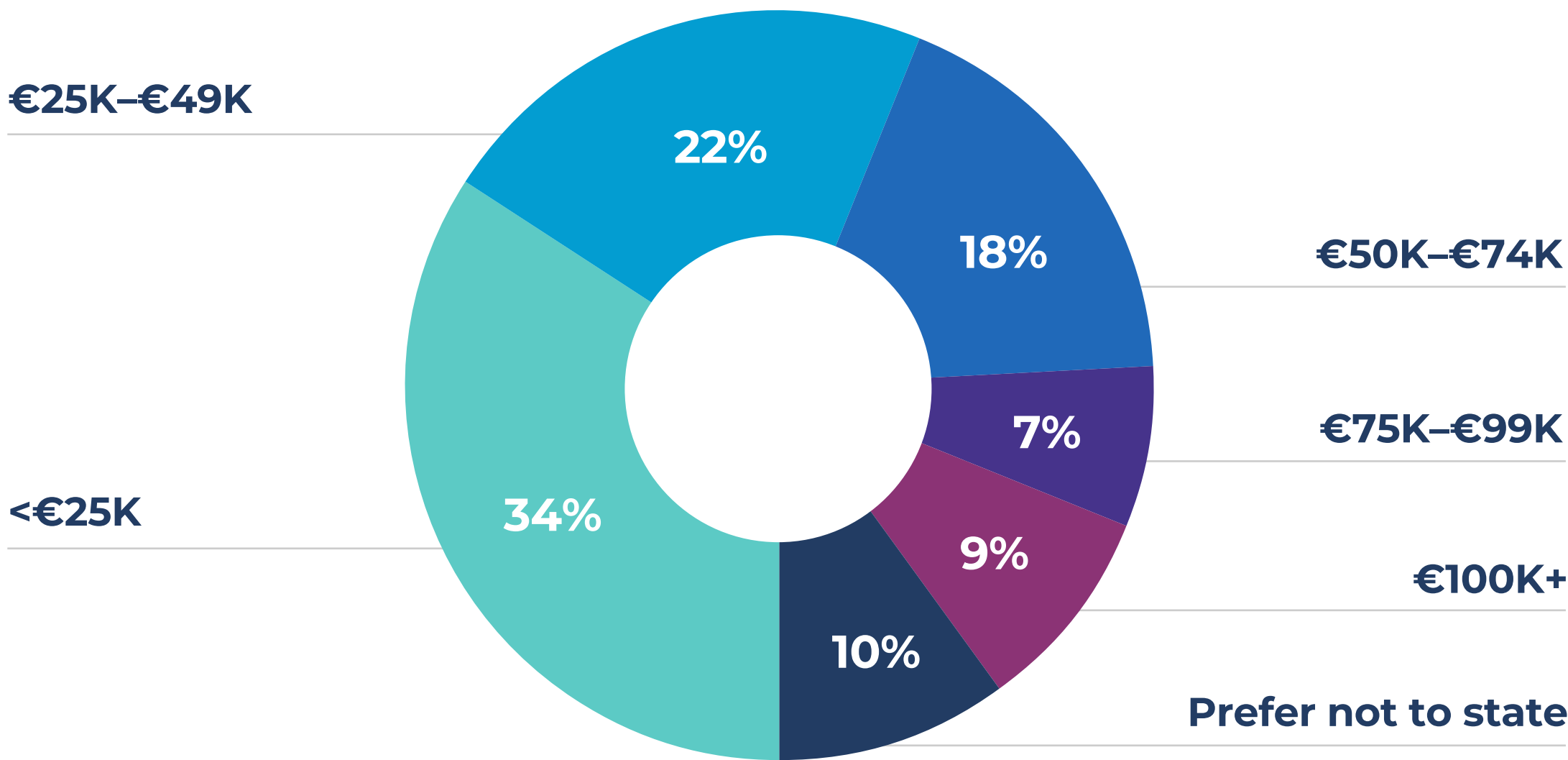
Gender



Age



Household Income



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Greece

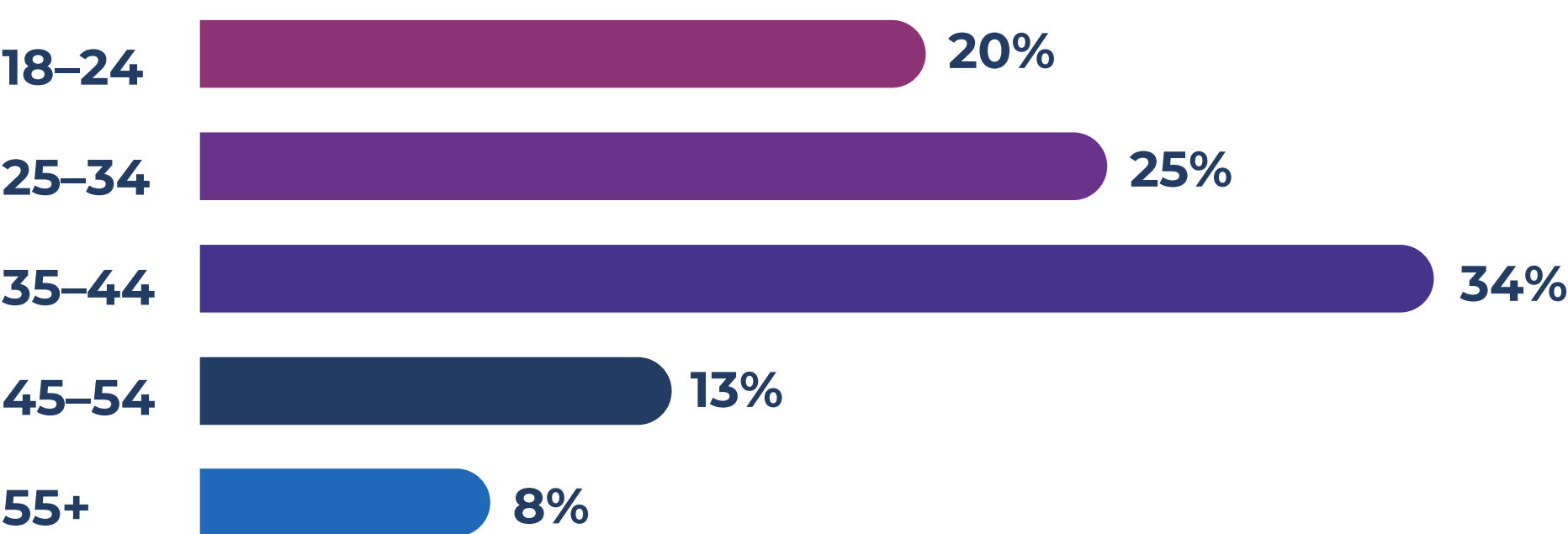
Total Extended Reach

456,883

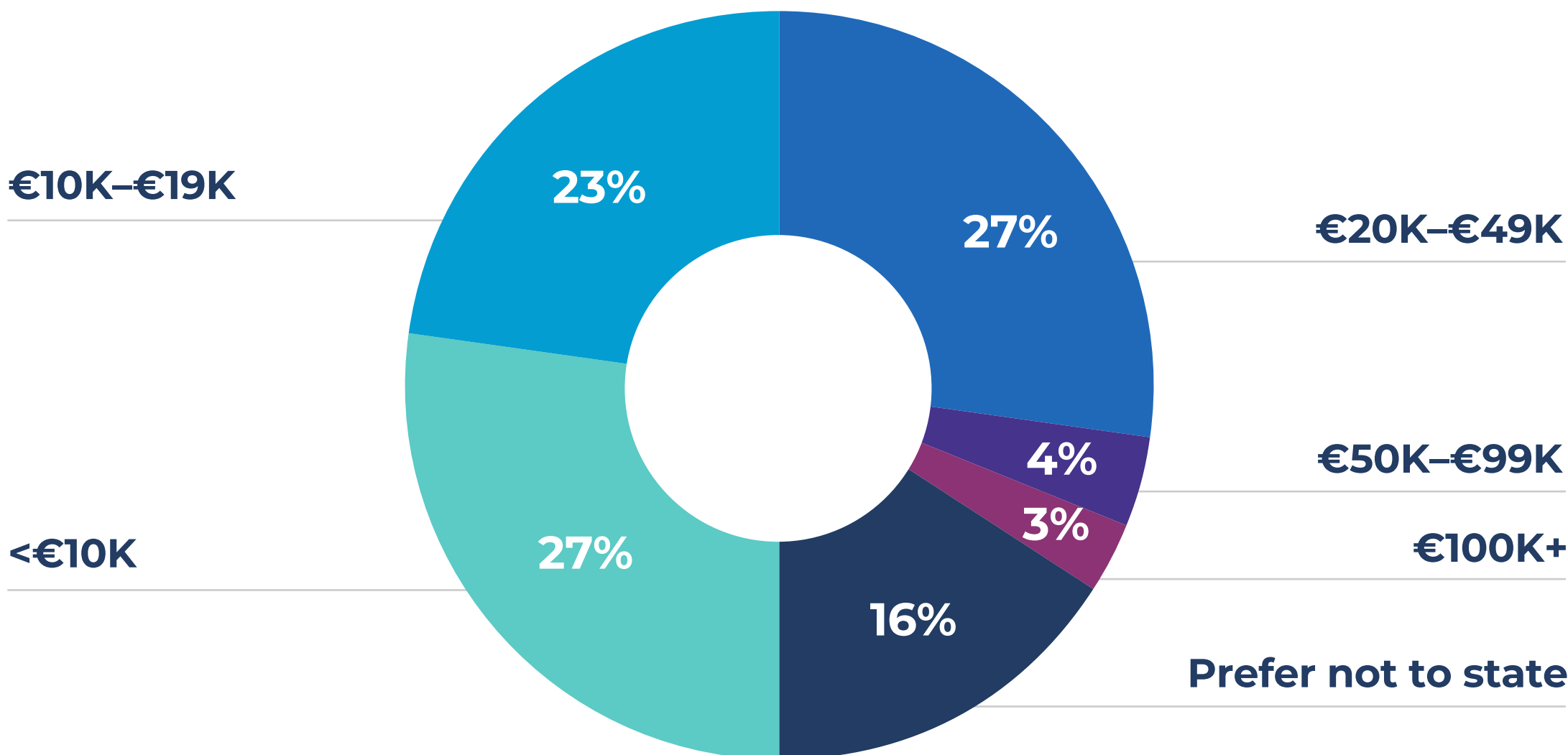
Gender



Age



Household Income



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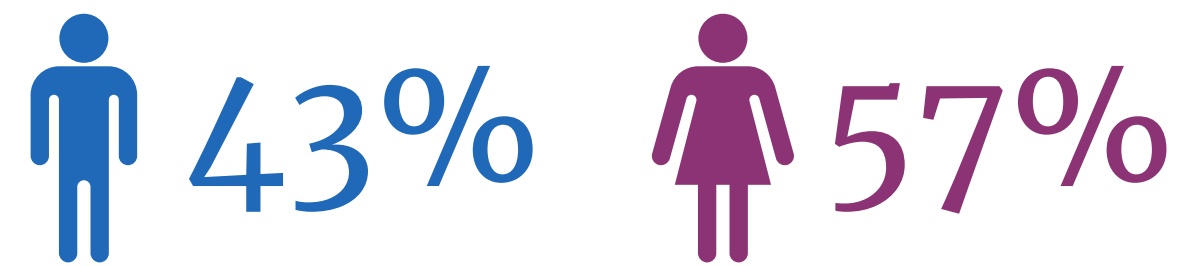


Hong Kong

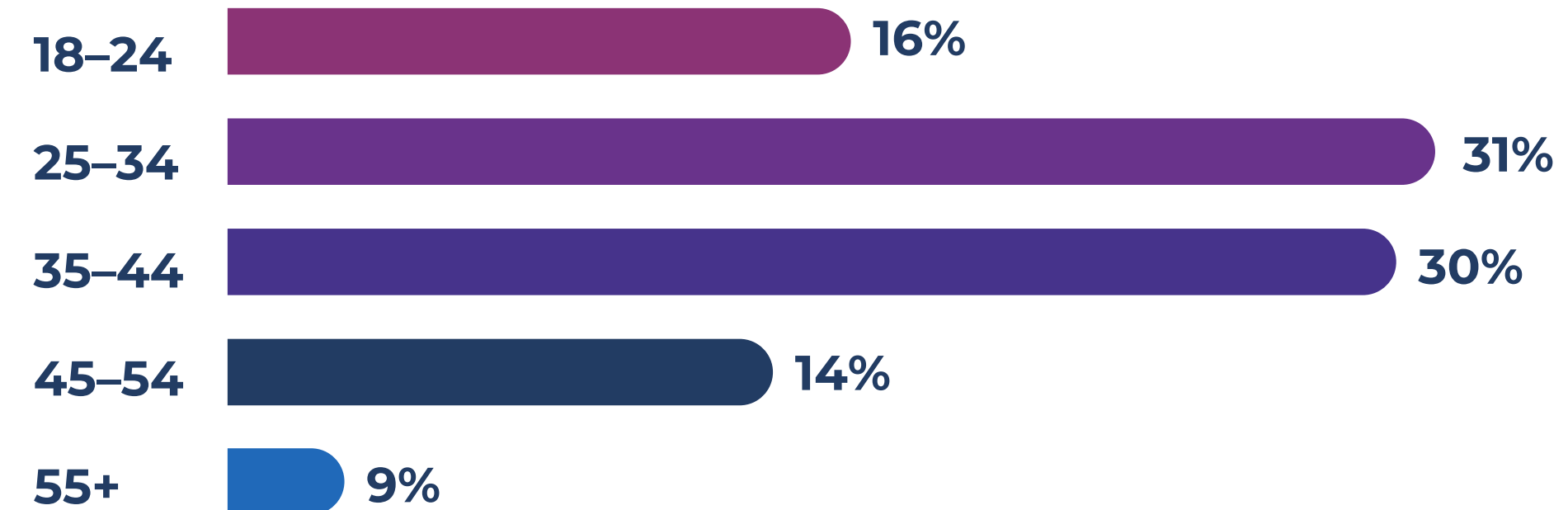
Total Extended Reach

381,025

Gender



Age



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Hungary

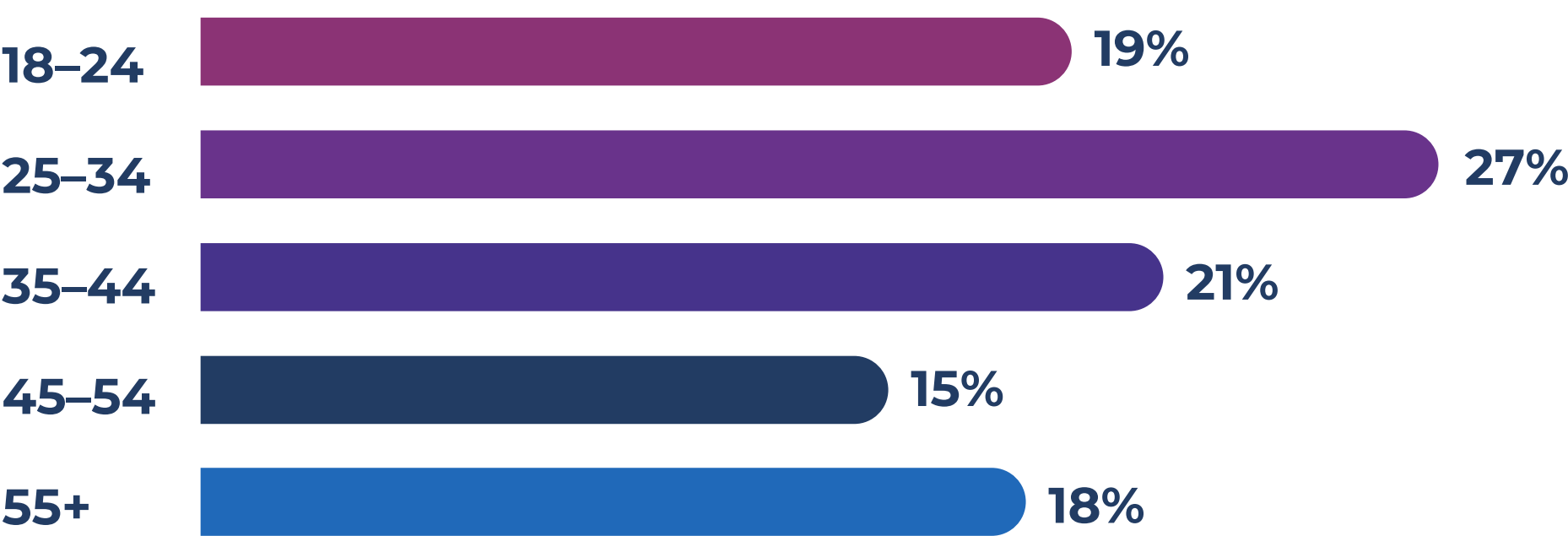
Total Extended Reach

505,301

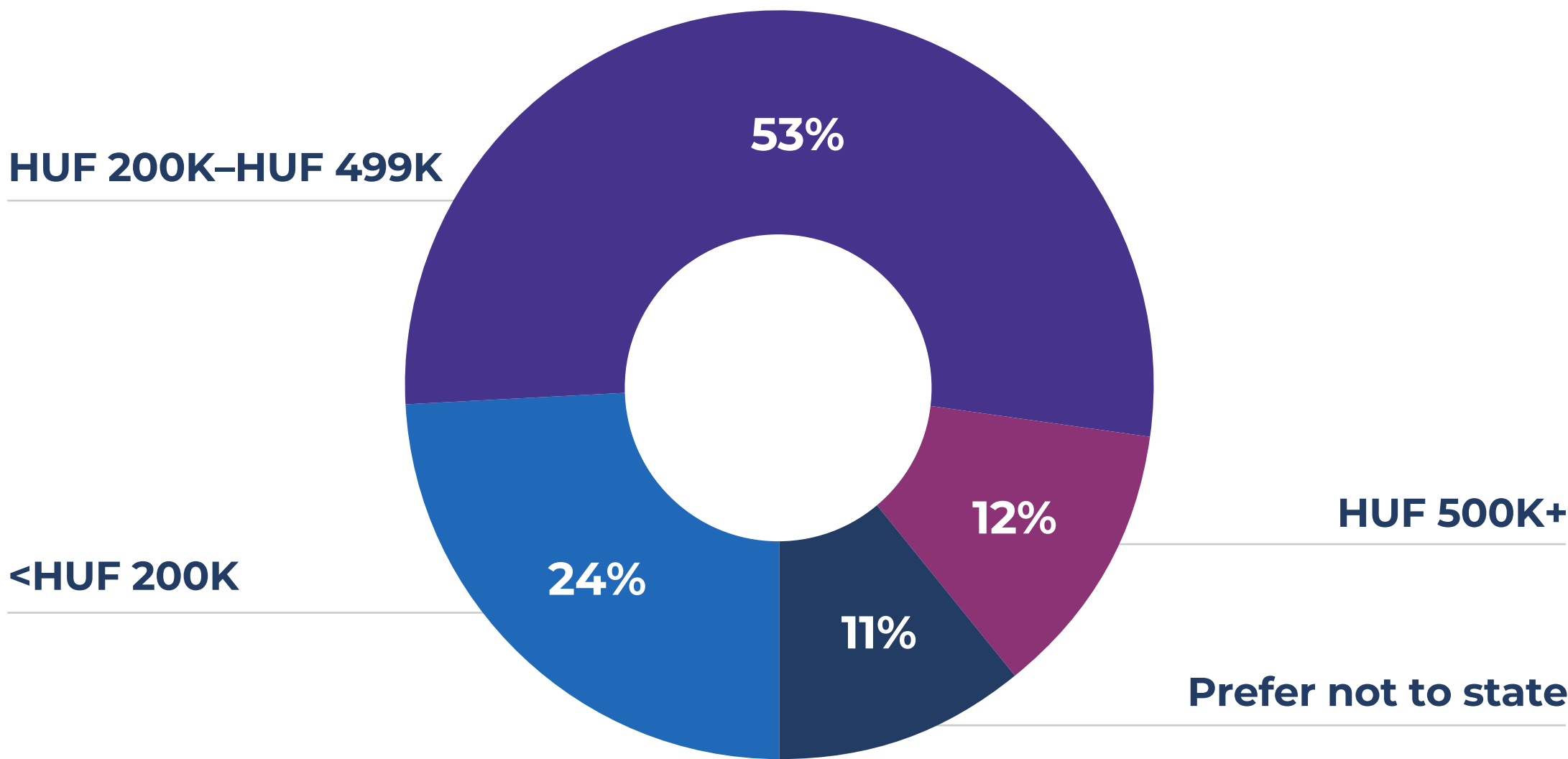
Gender



Age



Household Income



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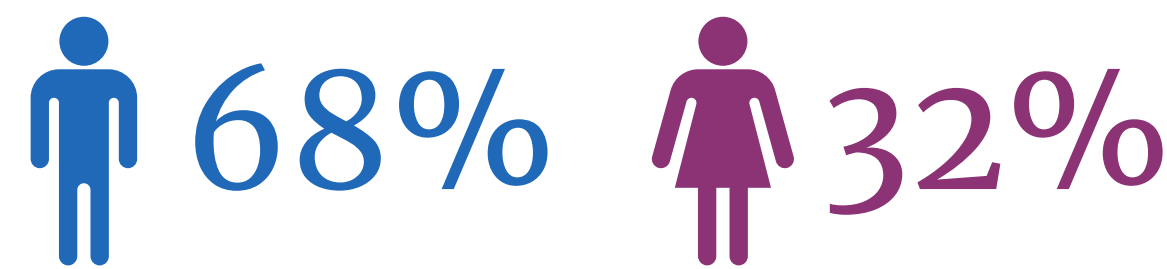


India

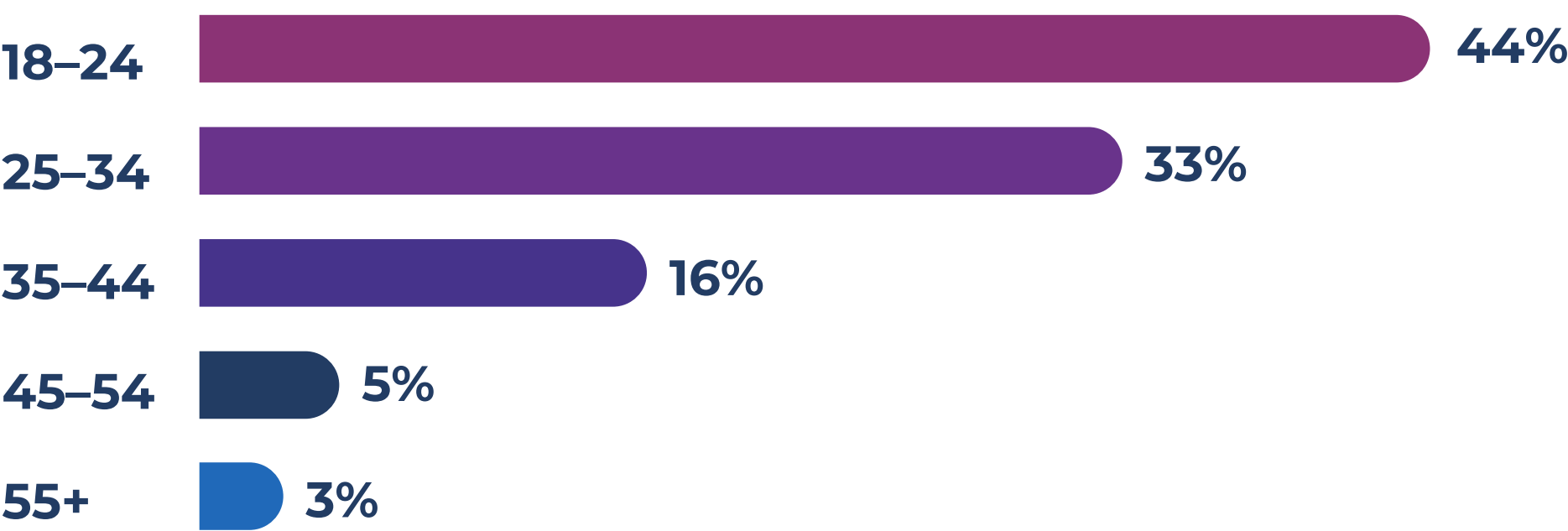
Total Extended Reach

10,296,825

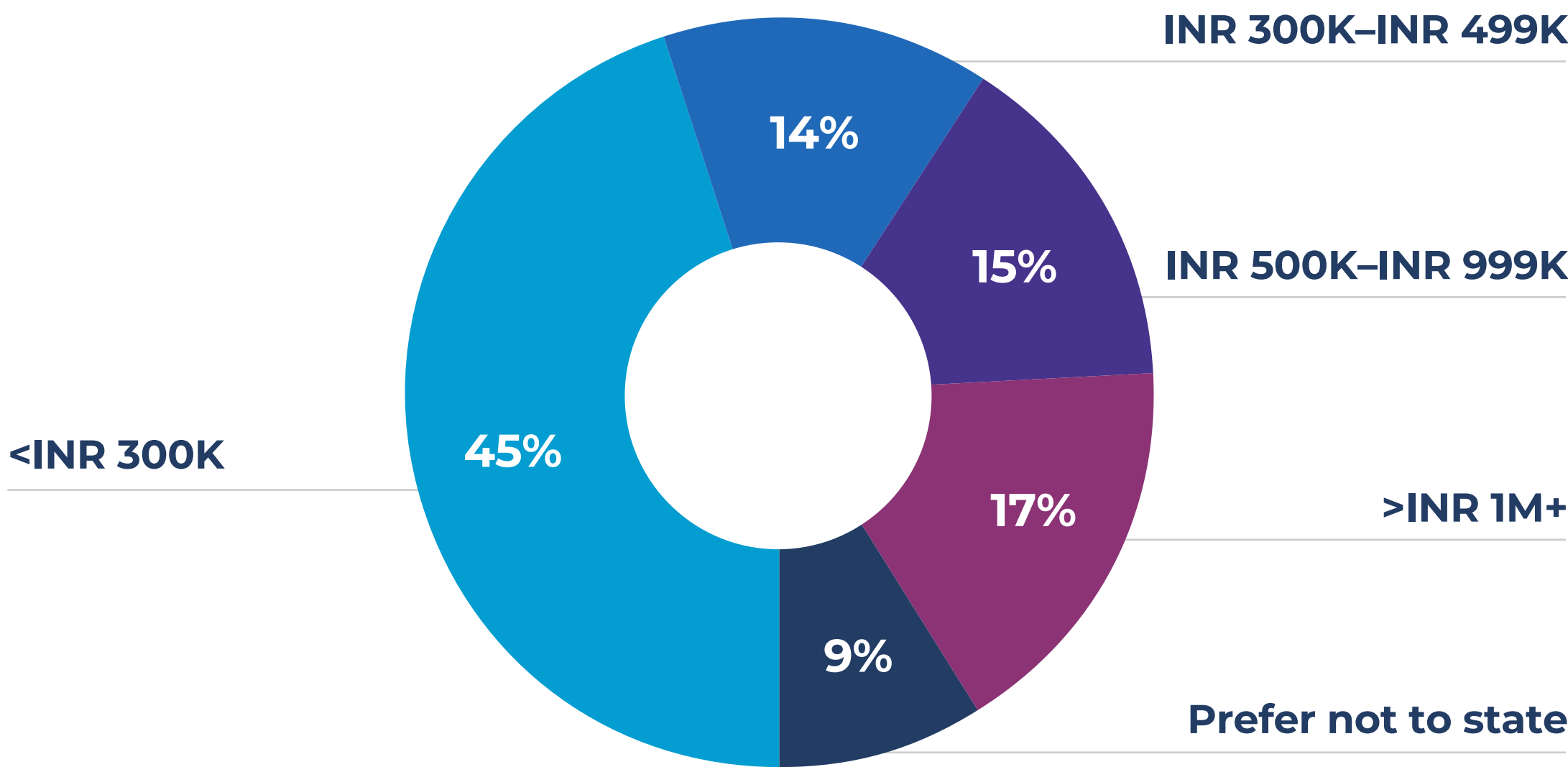
Gender



Age



Household Income



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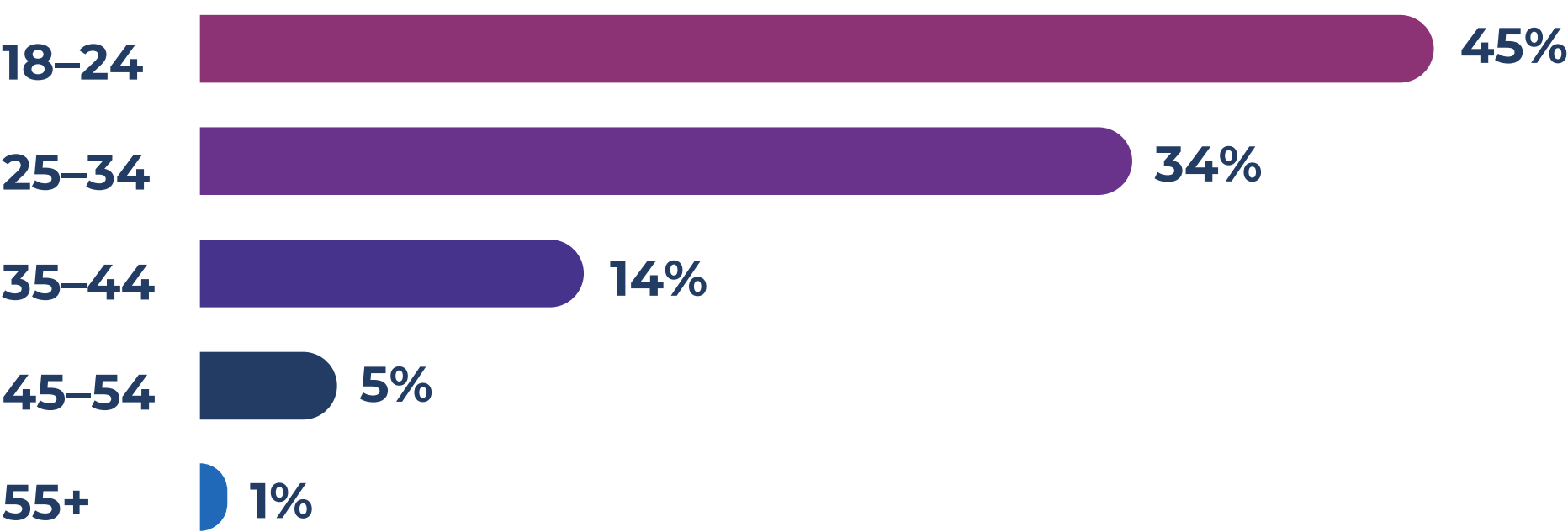
Indonesia

Total Extended Reach
6,925,979

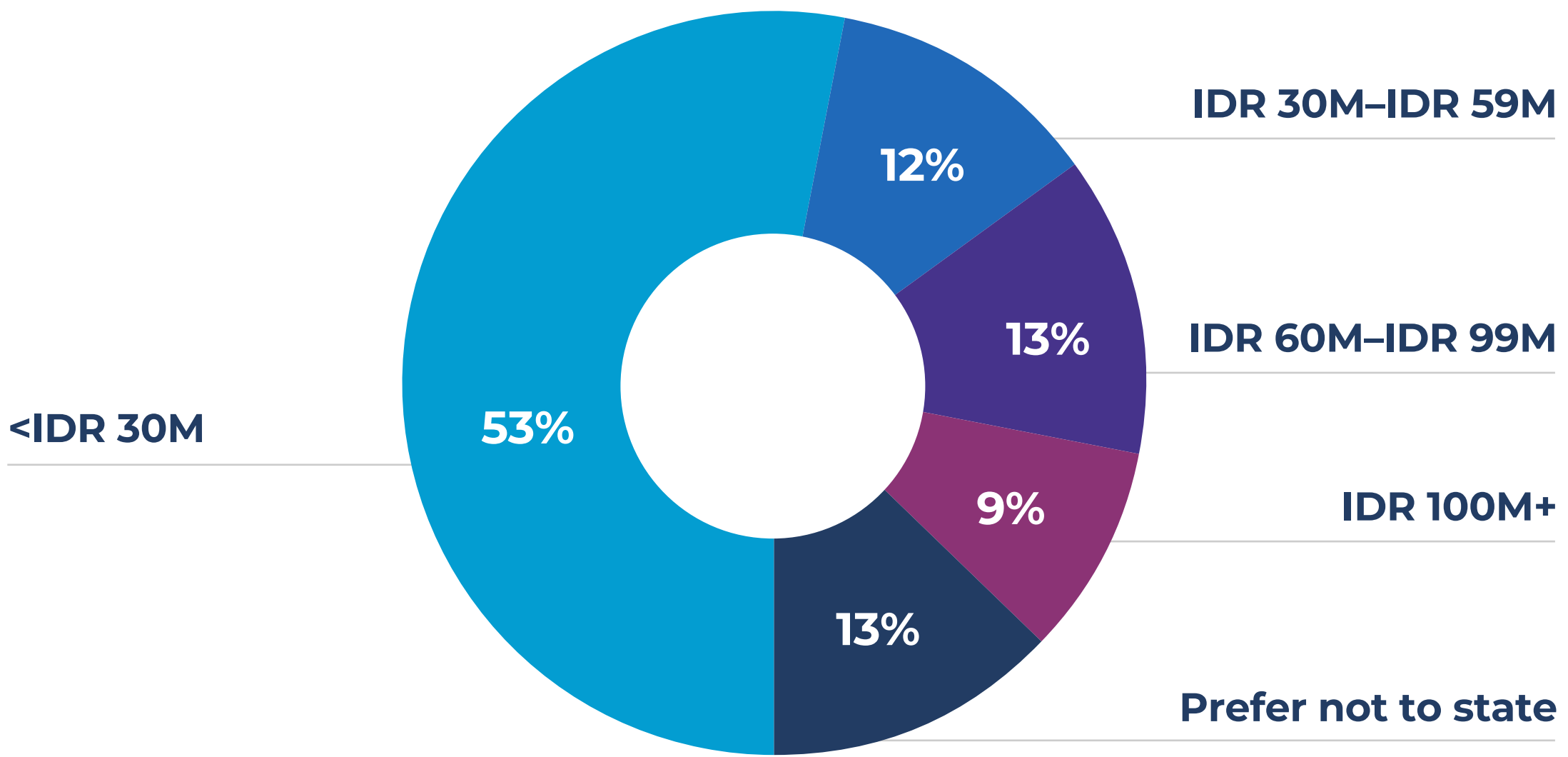
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Ireland

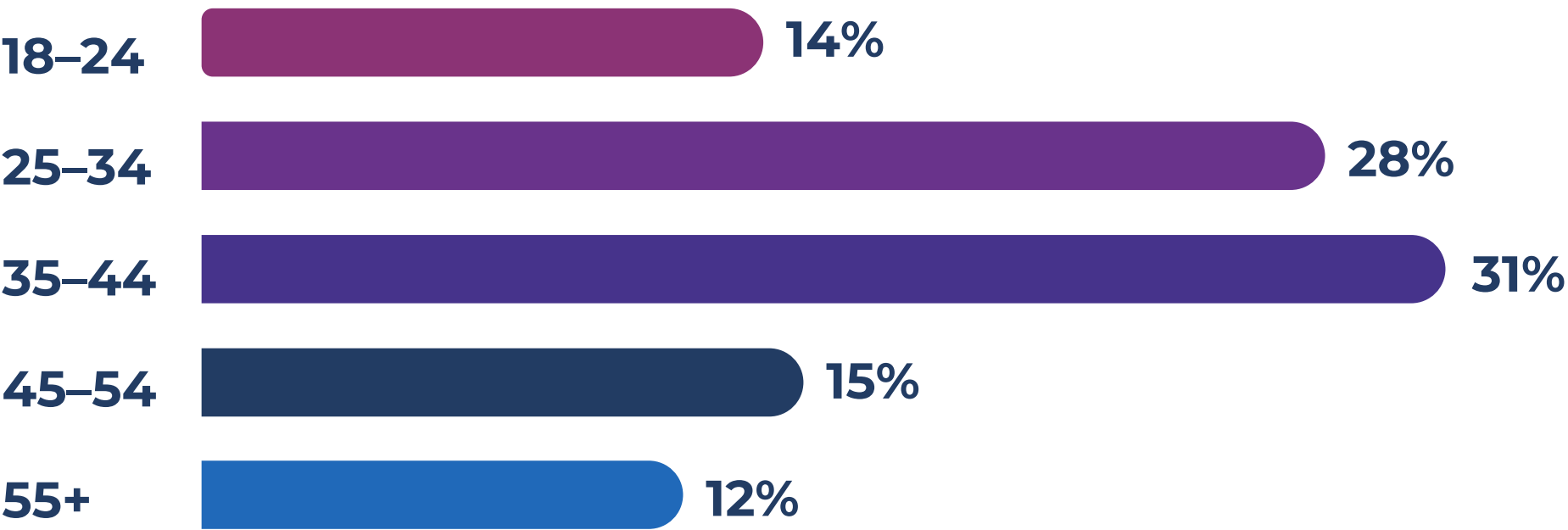
Total Extended Reach

358,799

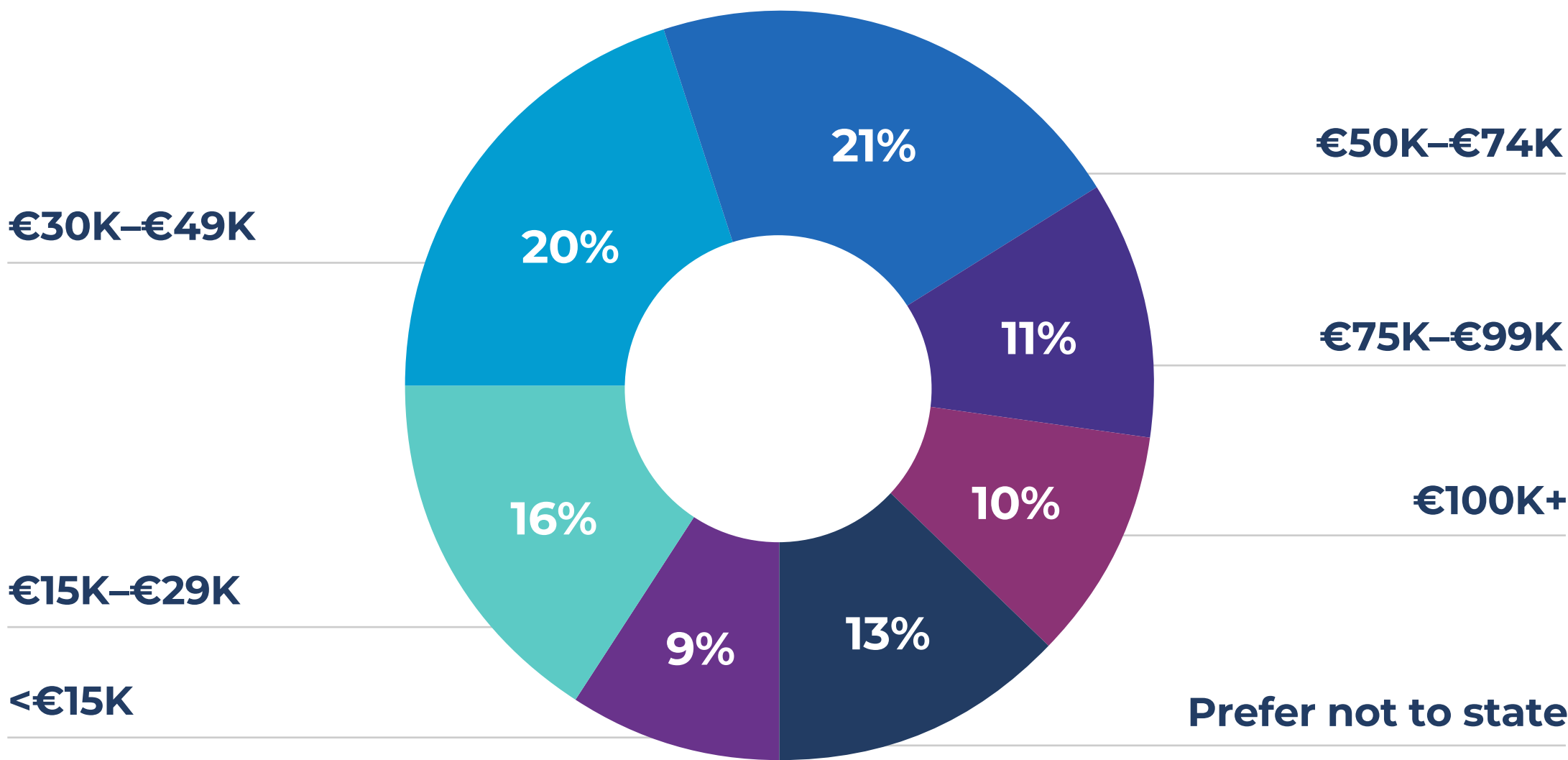
Gender



Age



Household Income



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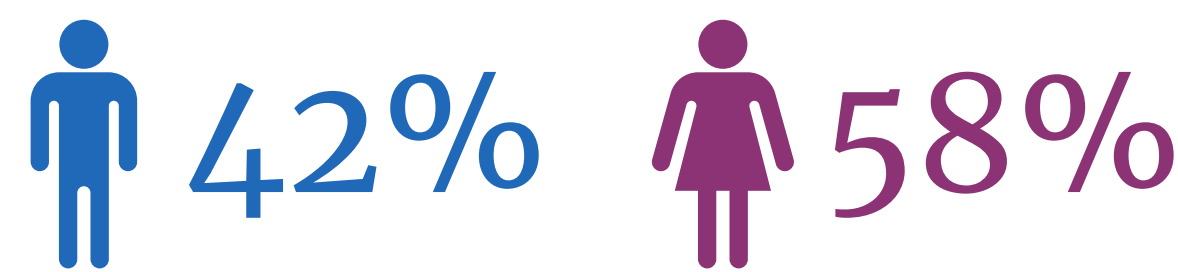


Italy

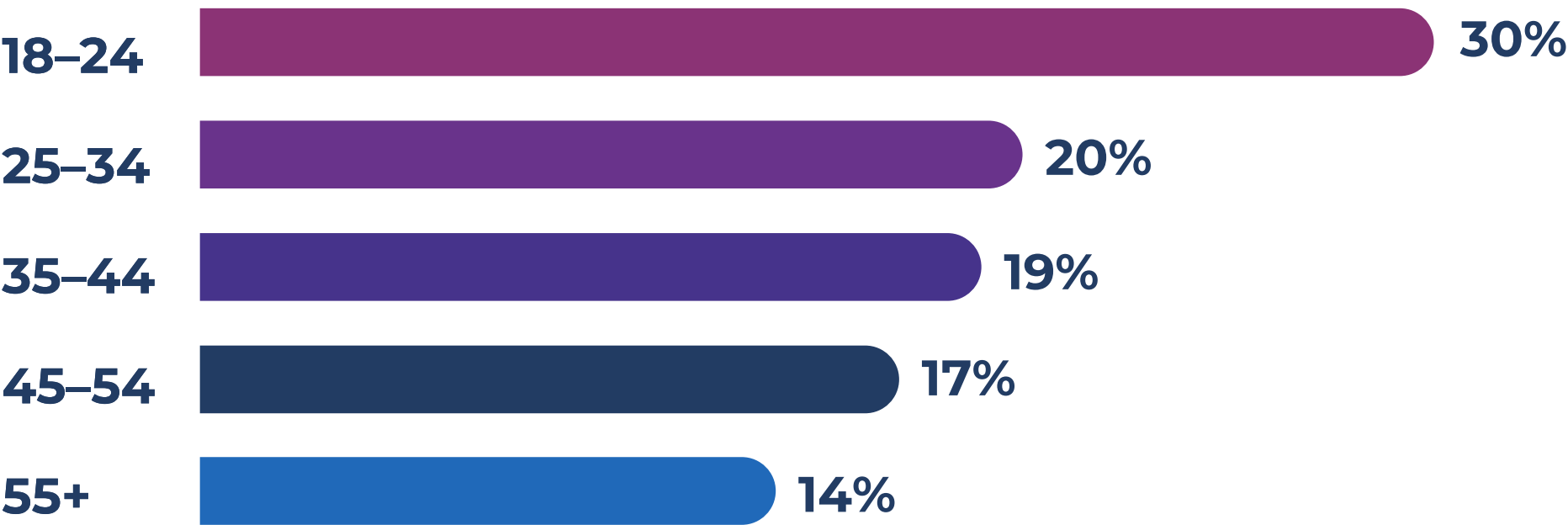
Total Extended Reach

2,691,330

Gender



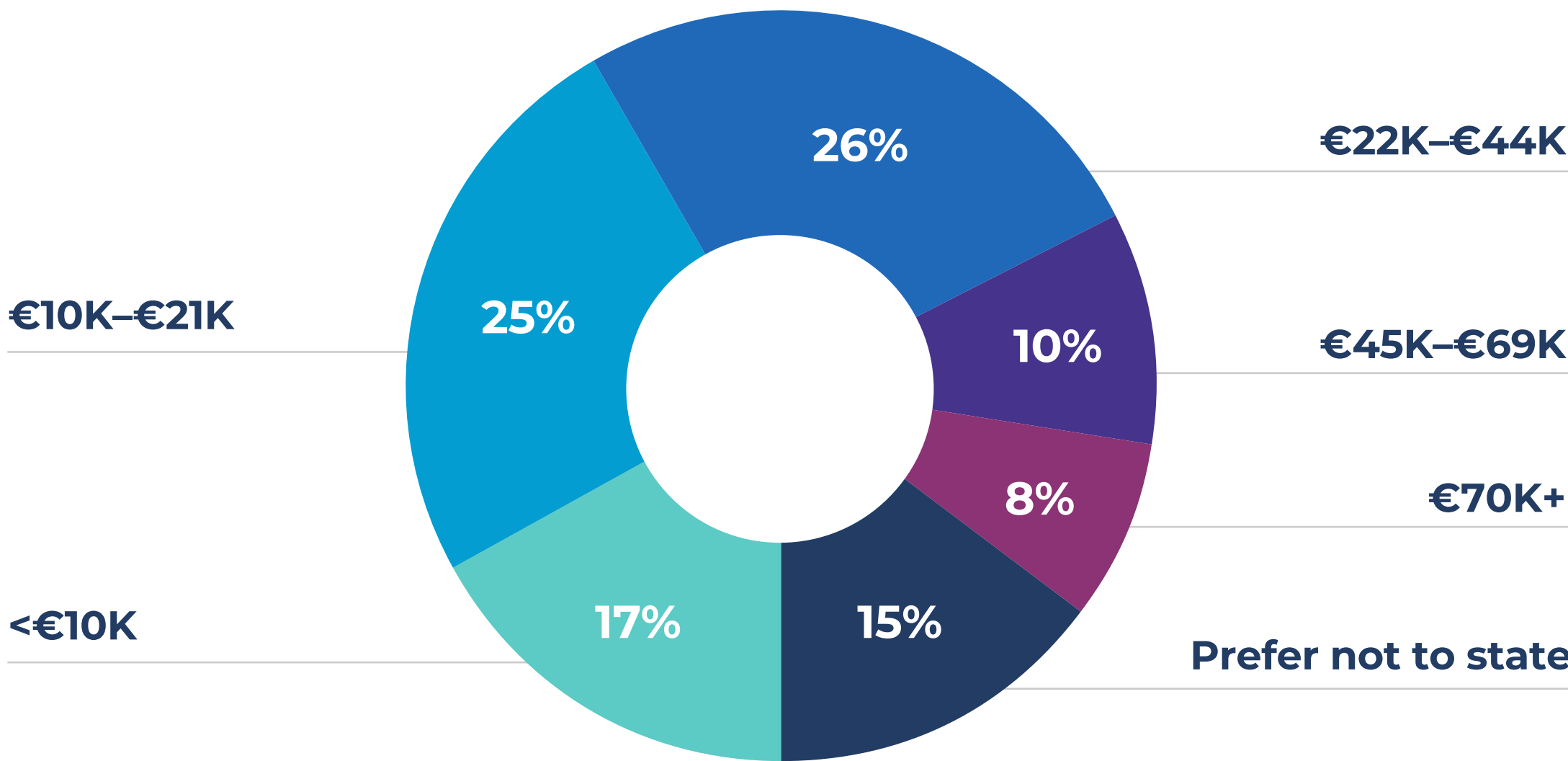
Age



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Household Income

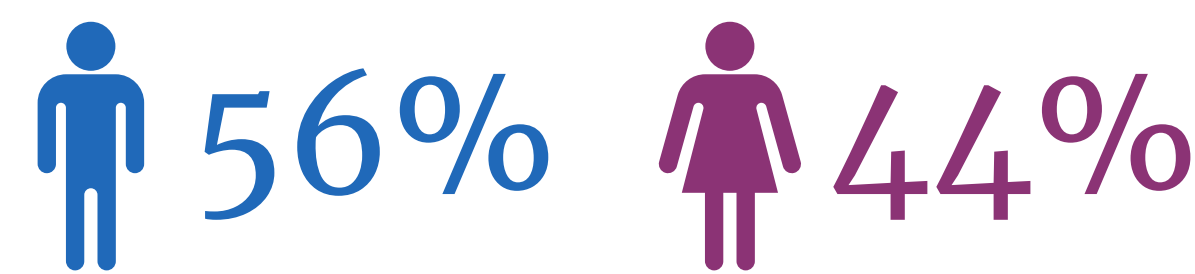


Japan

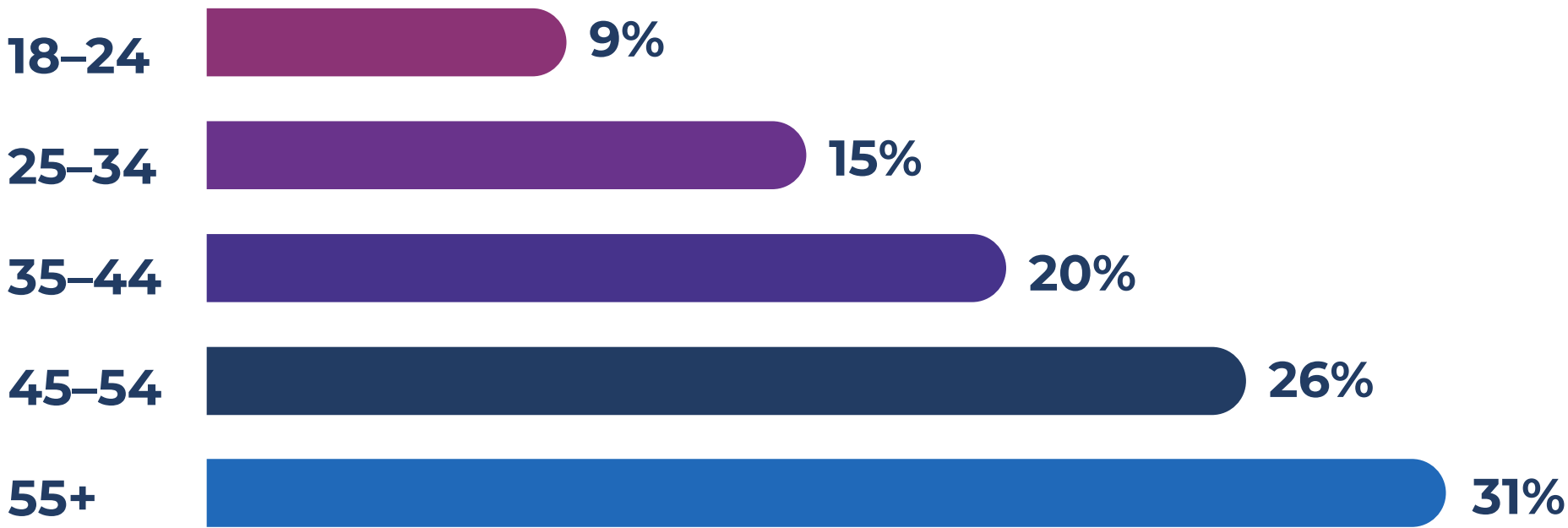
Total Extended Reach

6,495,046

Gender



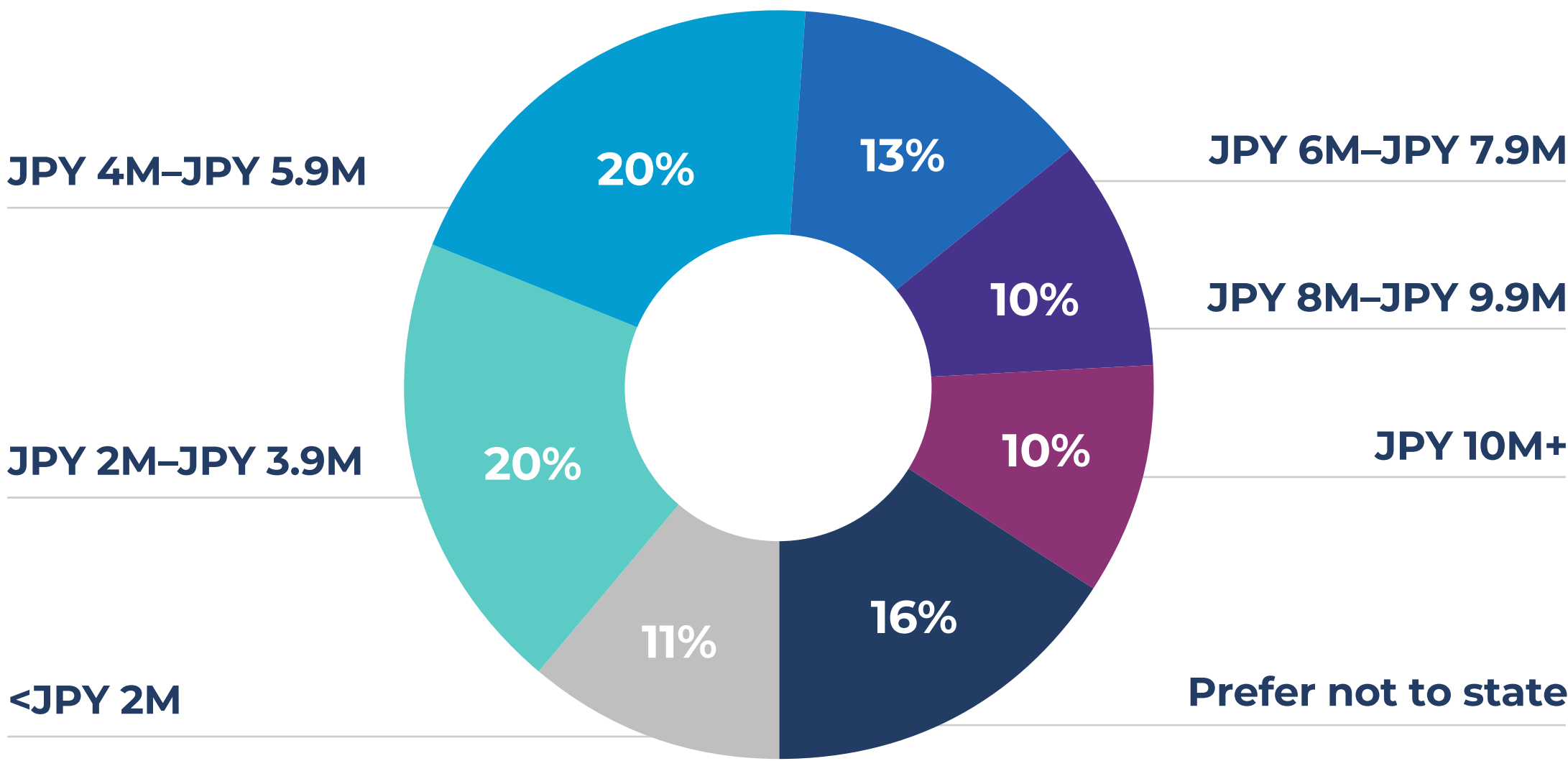
Age



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Household Income

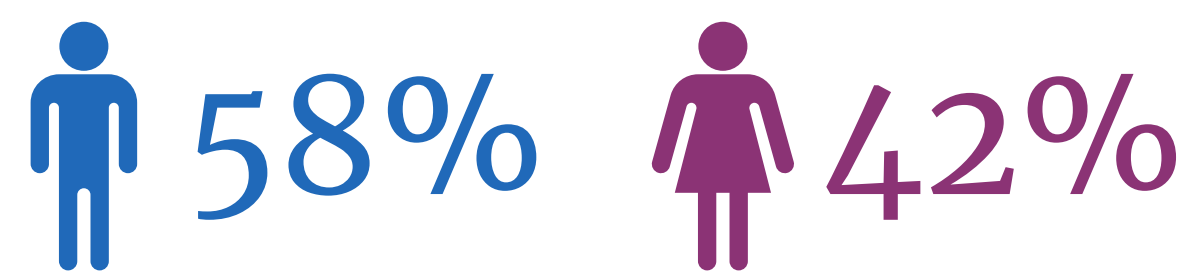


Kenya

Total Extended Reach

572,053

Gender



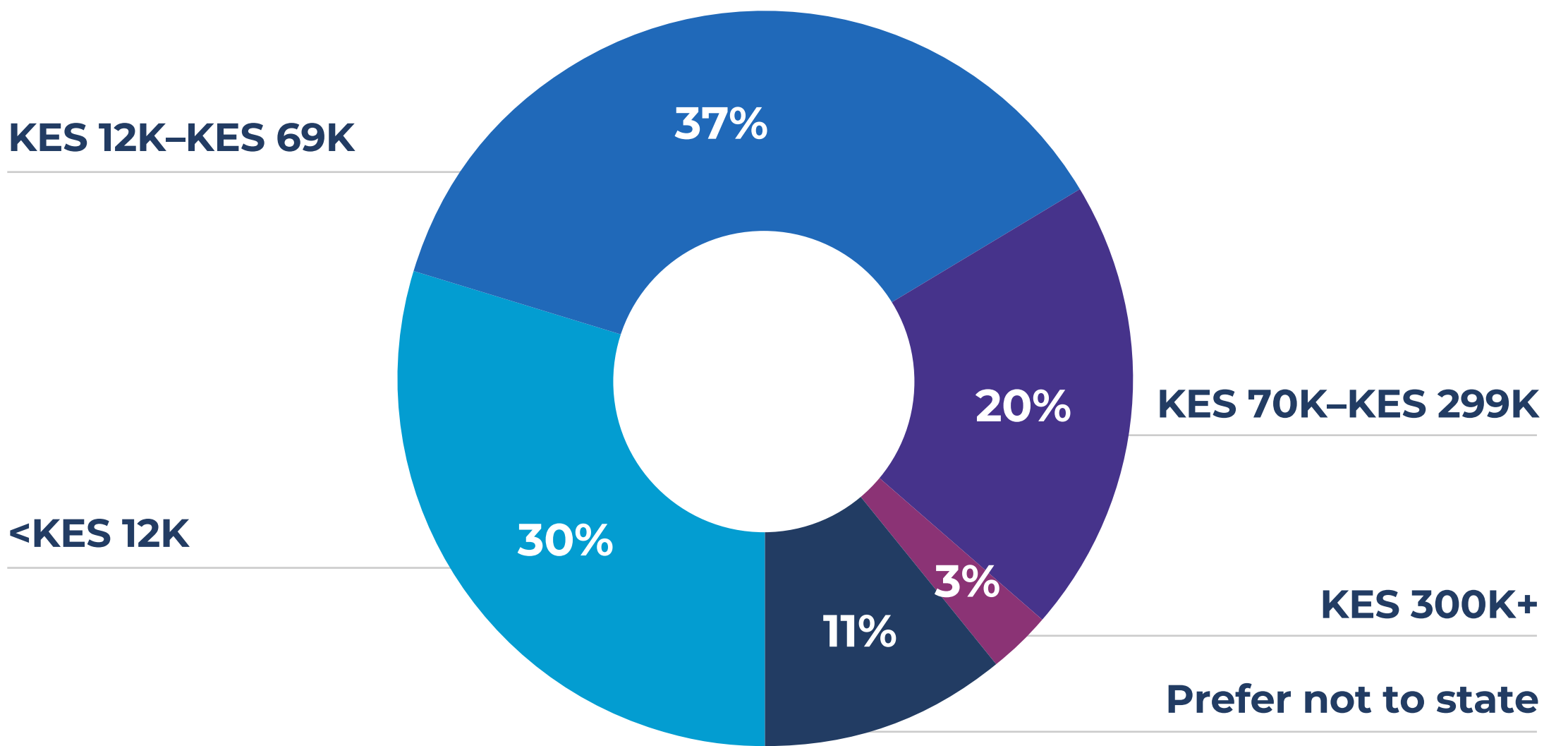
Age



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Monthly Household Income

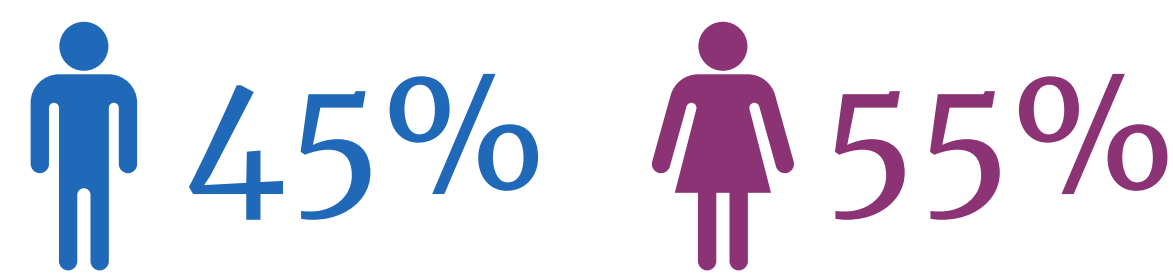


Malaysia

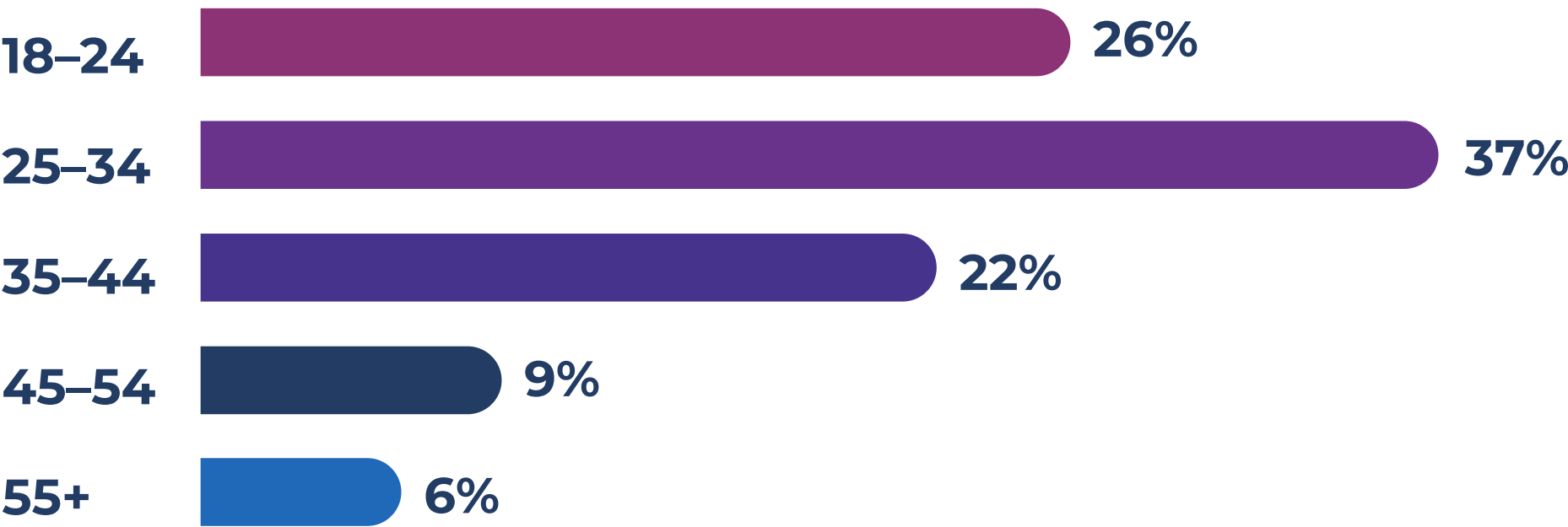
Total Extended Reach

1,768,288

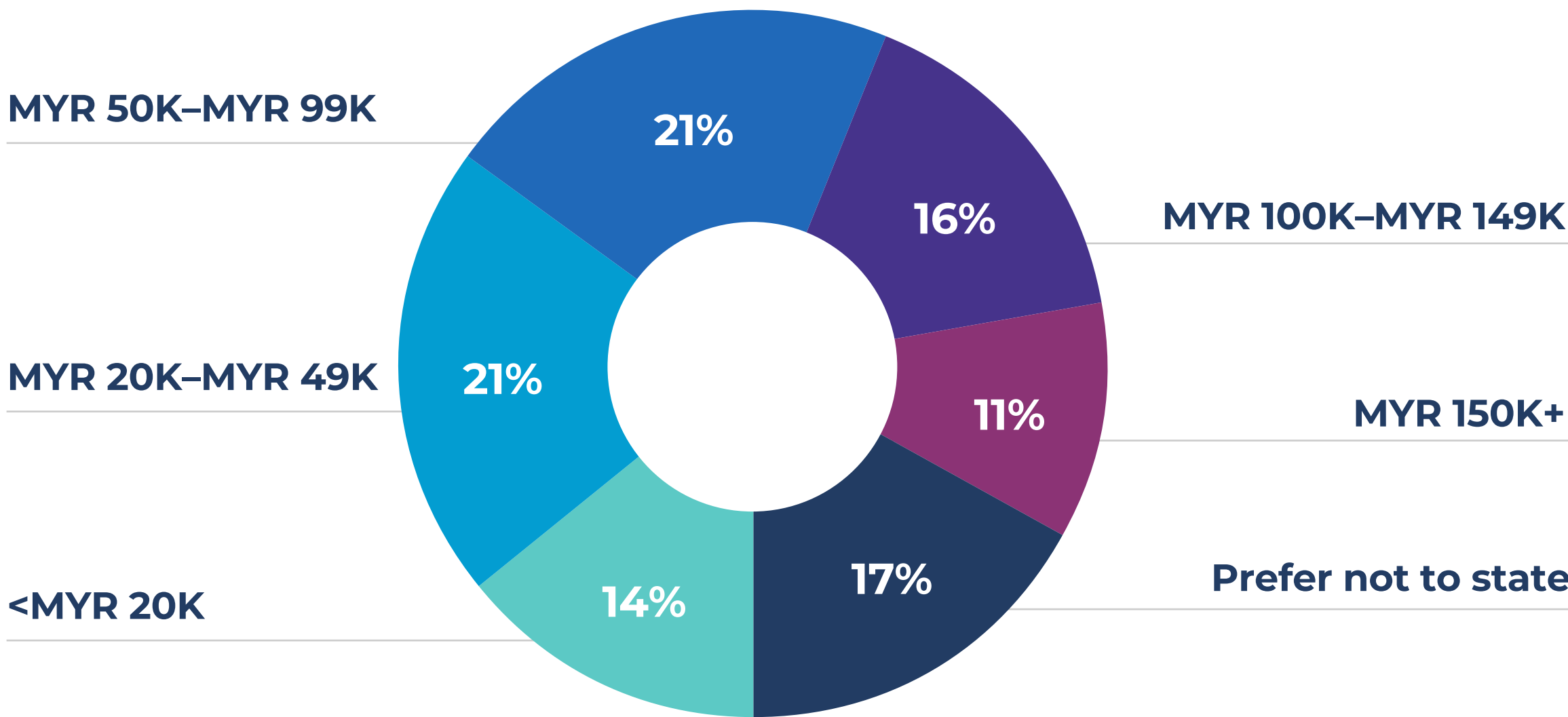
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

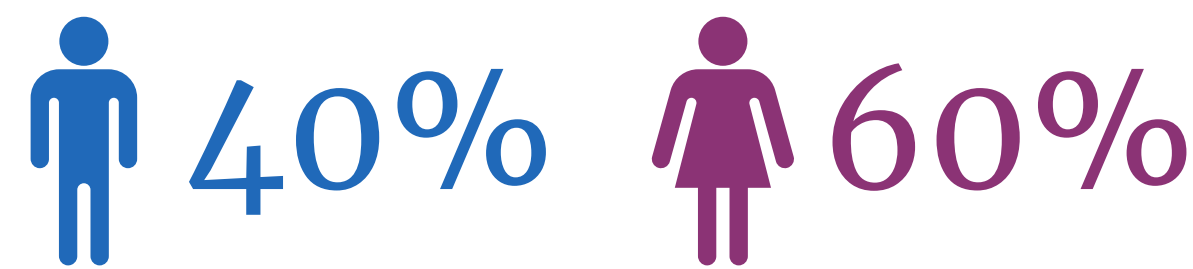


Mexico

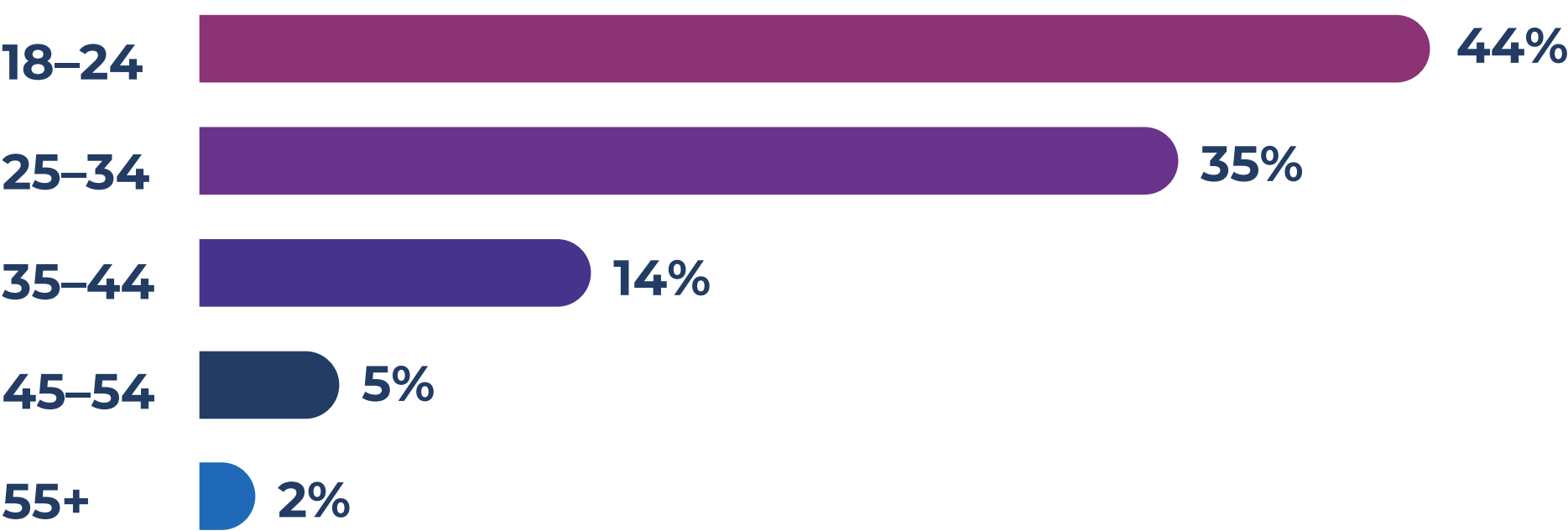
Total Extended Reach

6,338,454

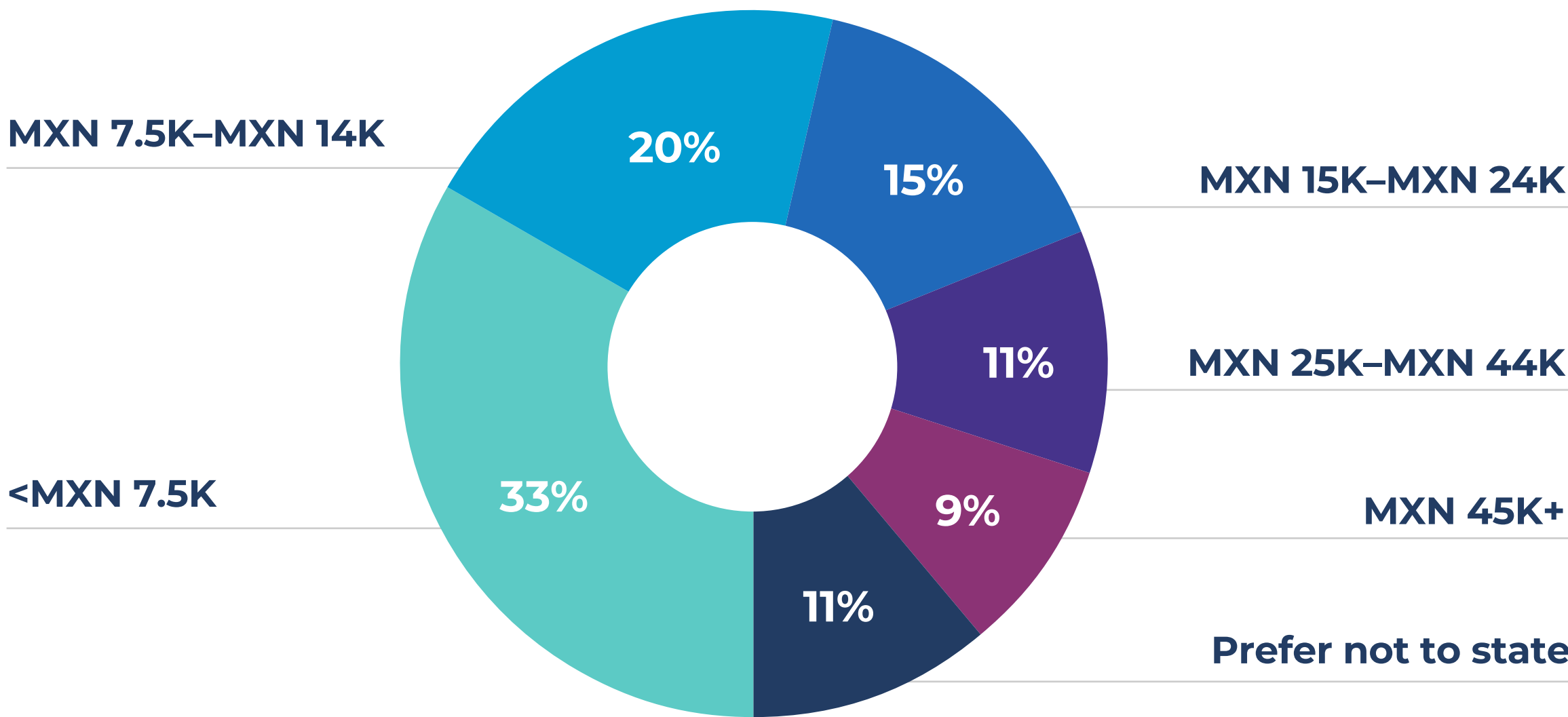
Gender



Age



Monthly Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

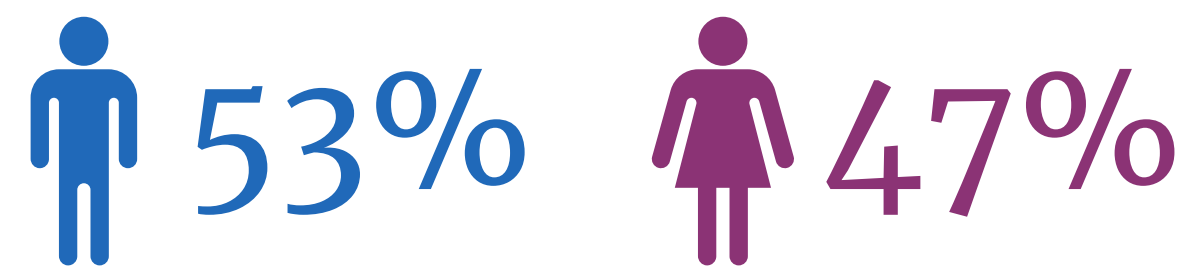


Morocco

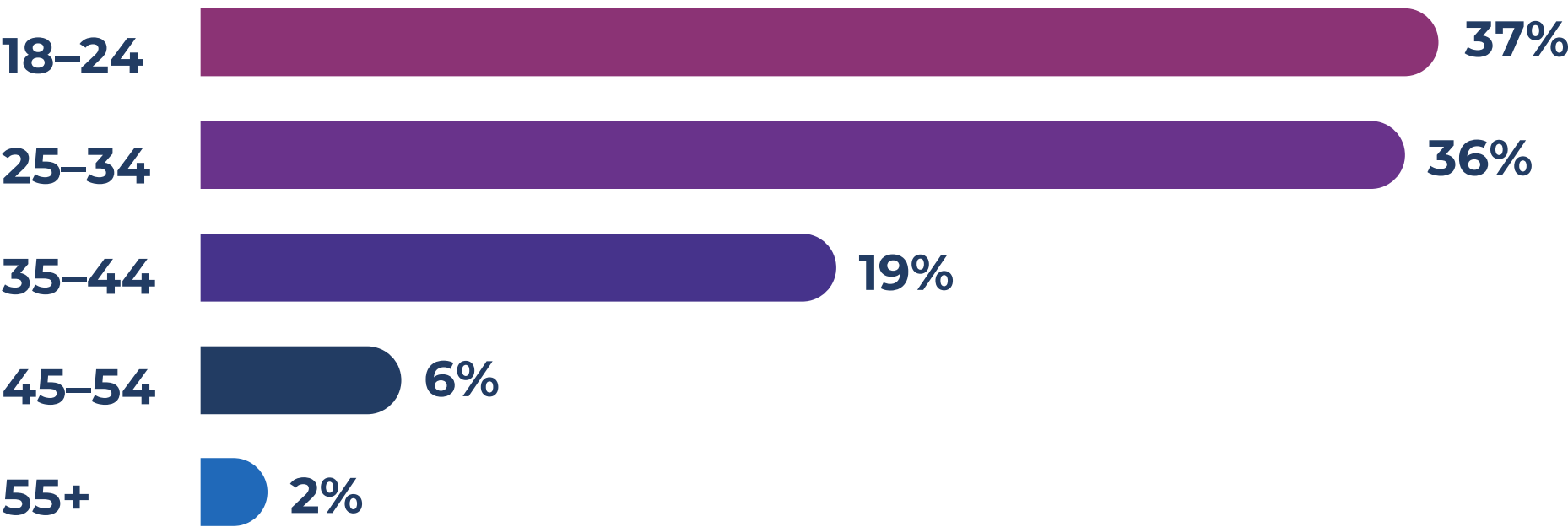
Total Extended Reach

734,640

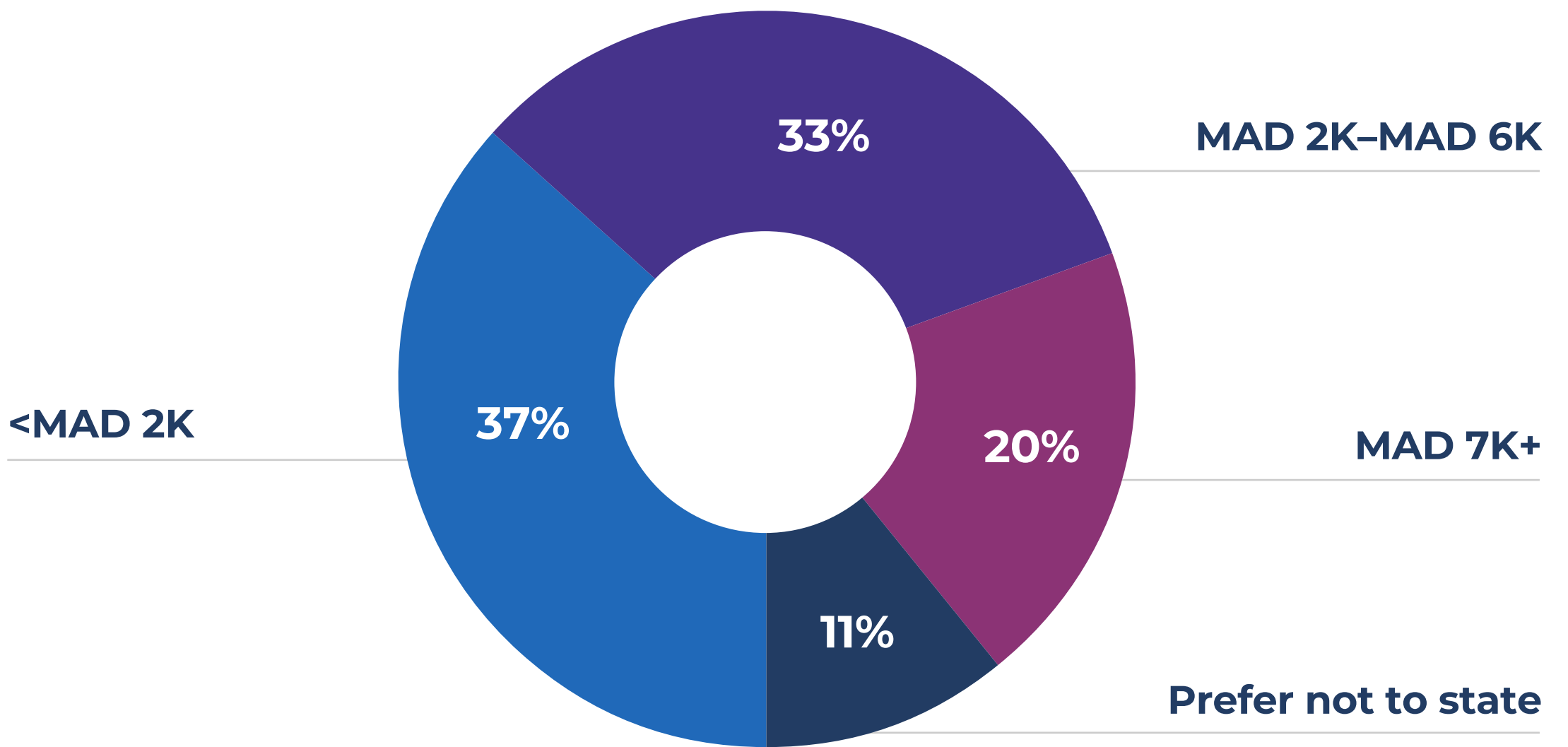
Gender



Age



Household Income



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Netherlands

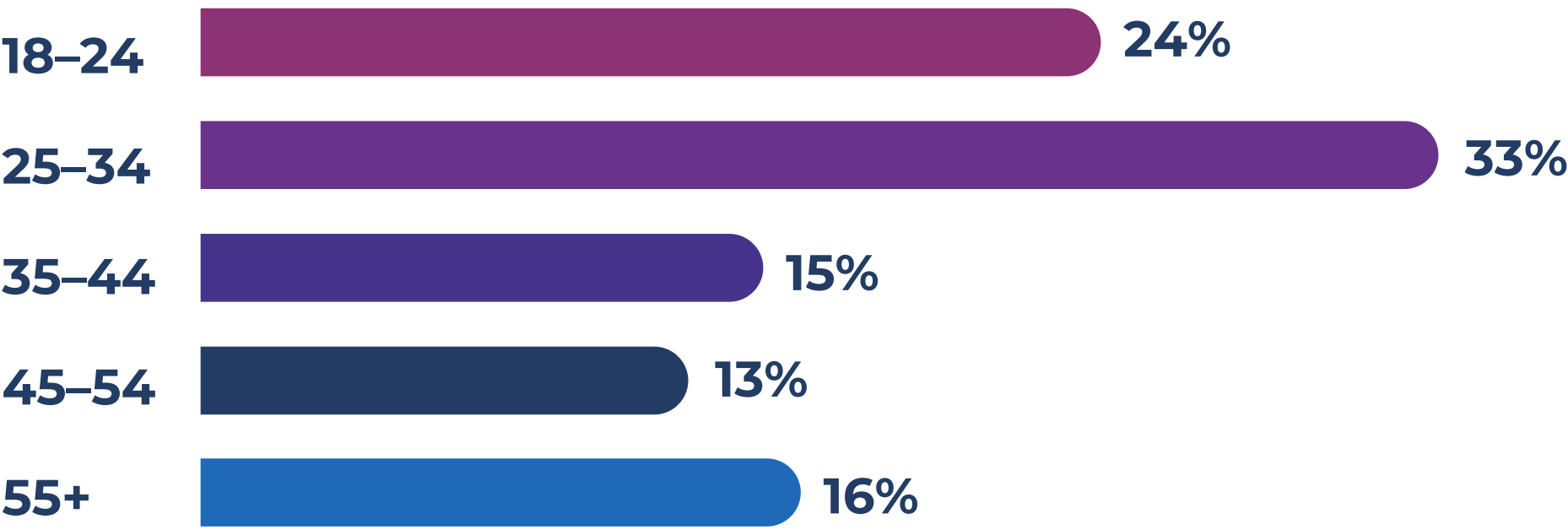
Total Extended Reach

947,501

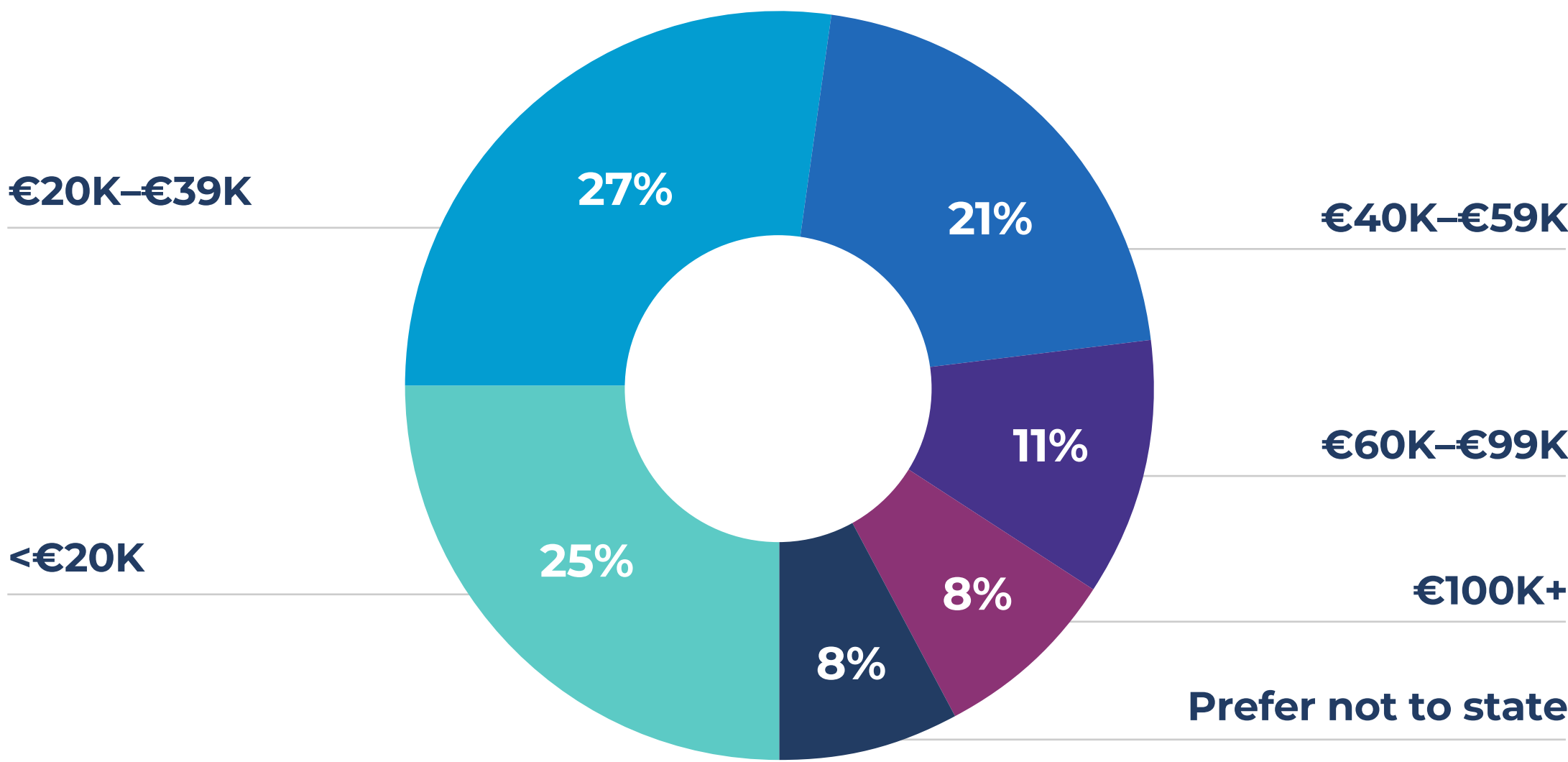
Gender



Age



Household Income



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New Zealand

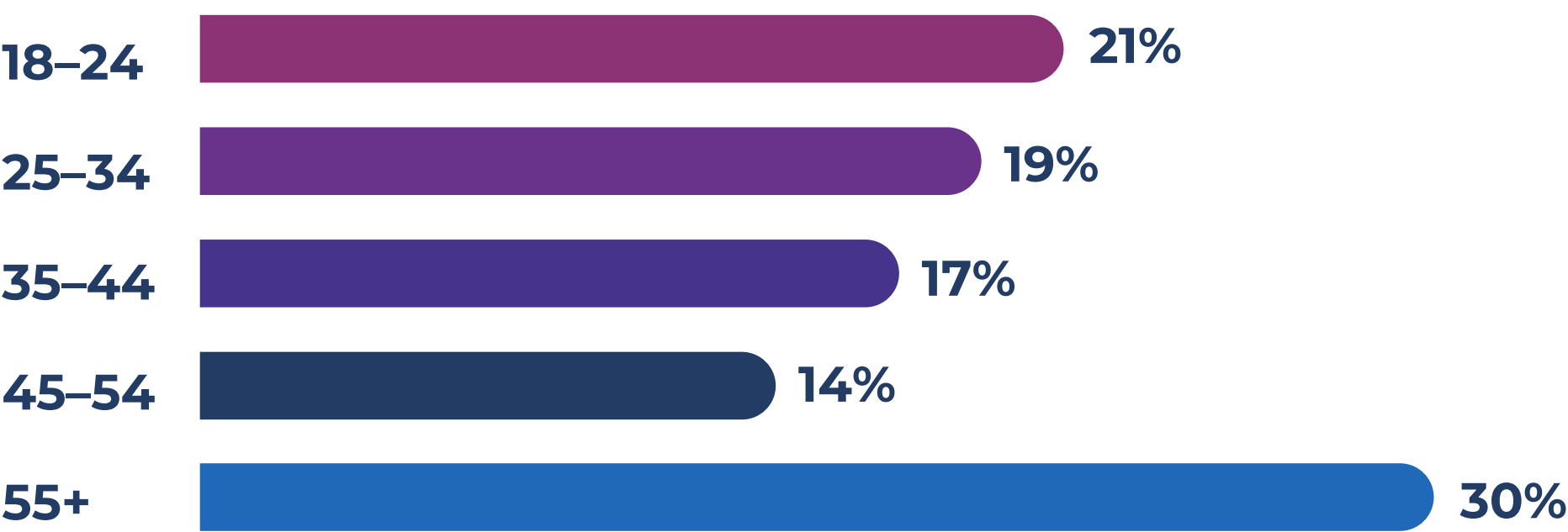
Total Extended Reach

349,115

Gender



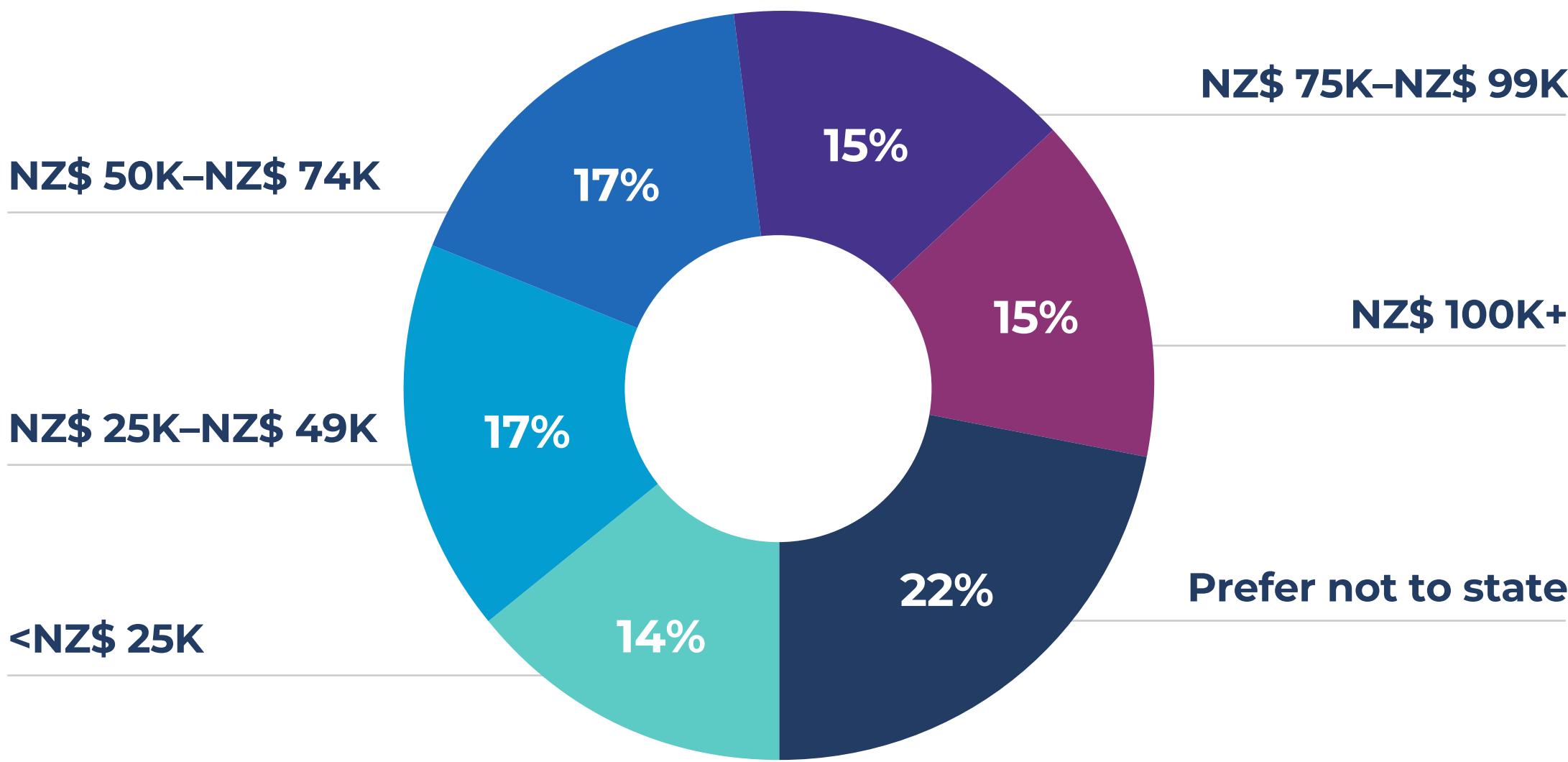
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income



Nigeria

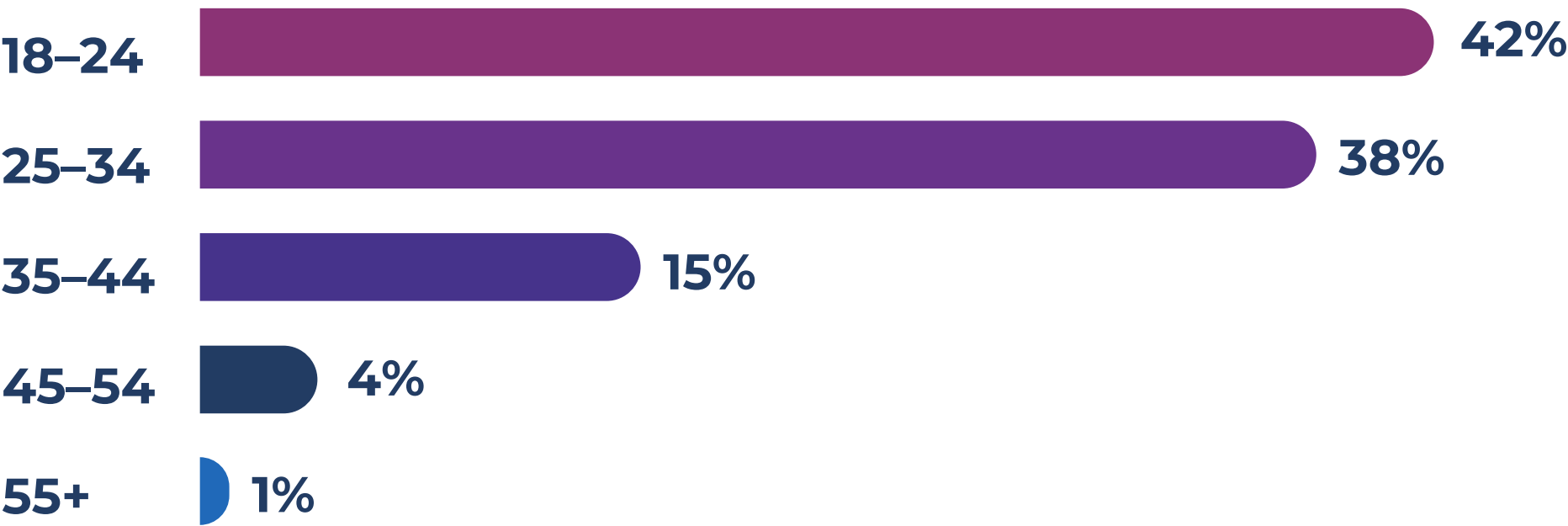
Total Extended Reach

1,336,236

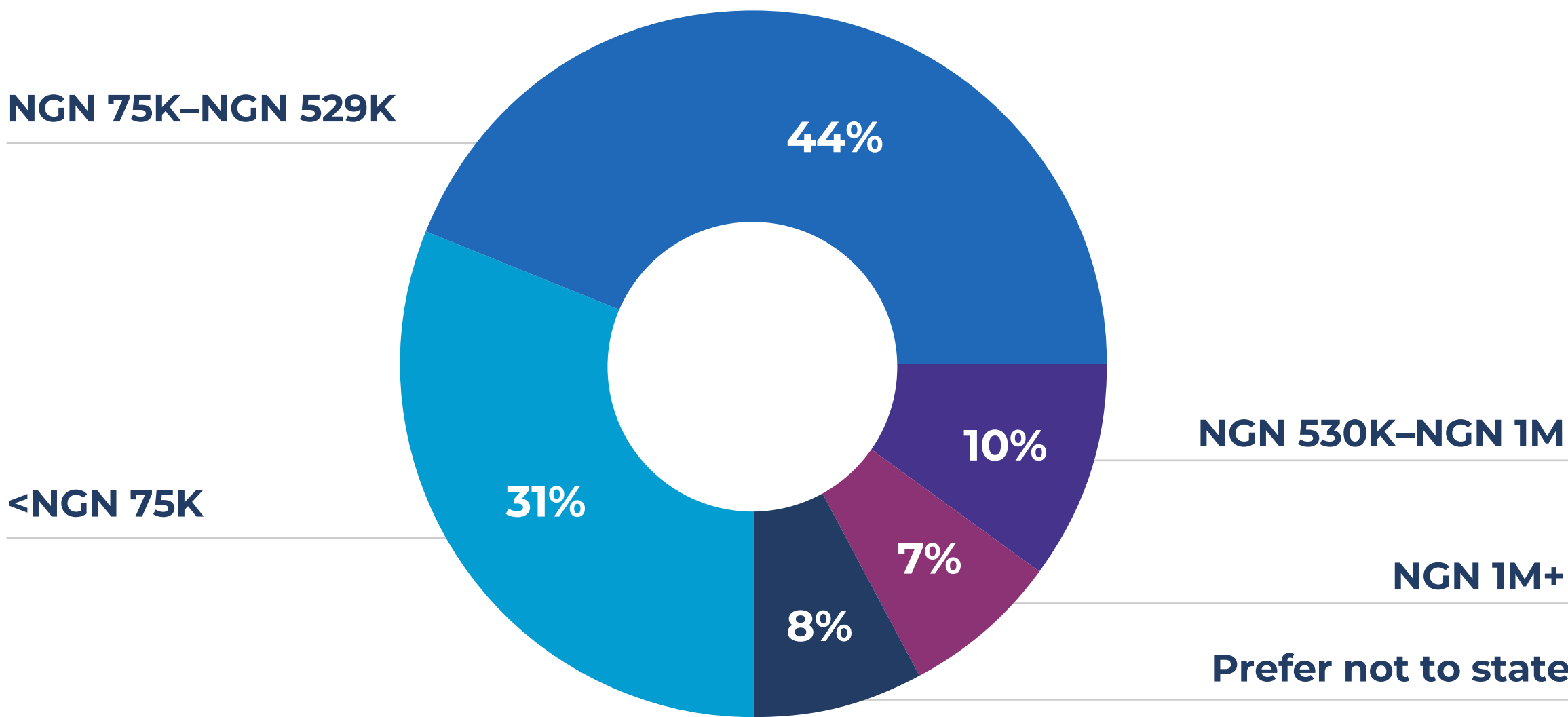
Gender



Age



Monthly Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Pakistan

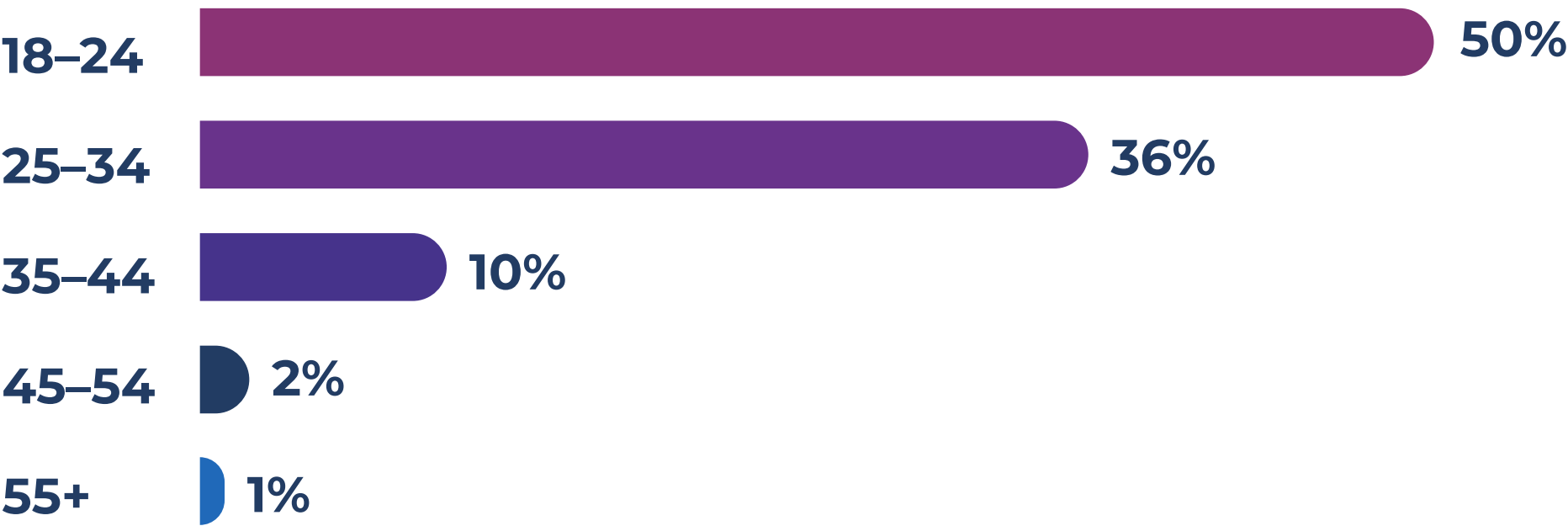
Total Extended Reach

881,157

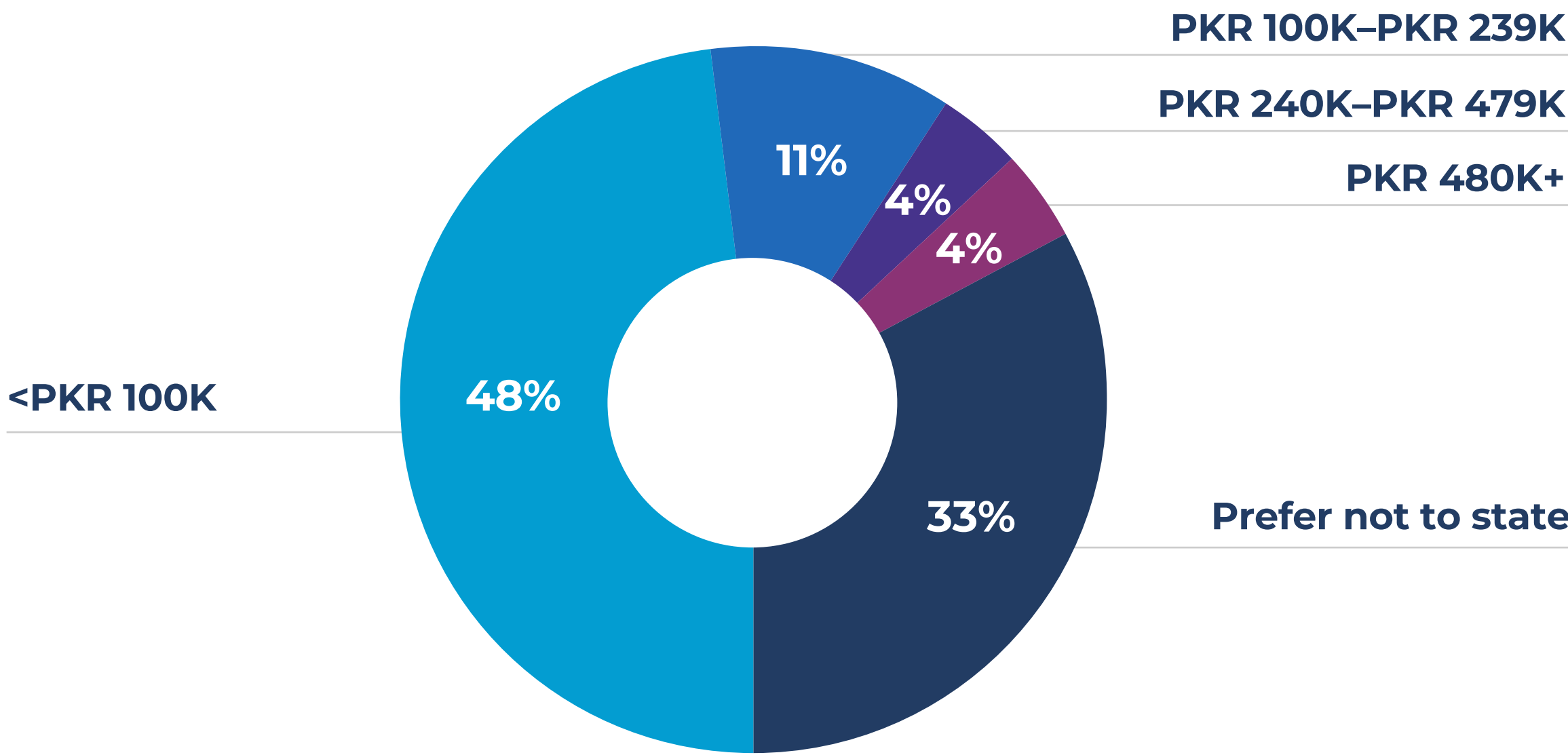
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

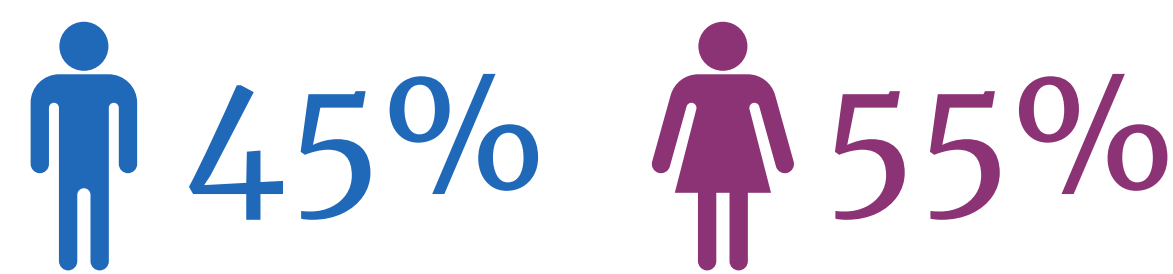


Peru

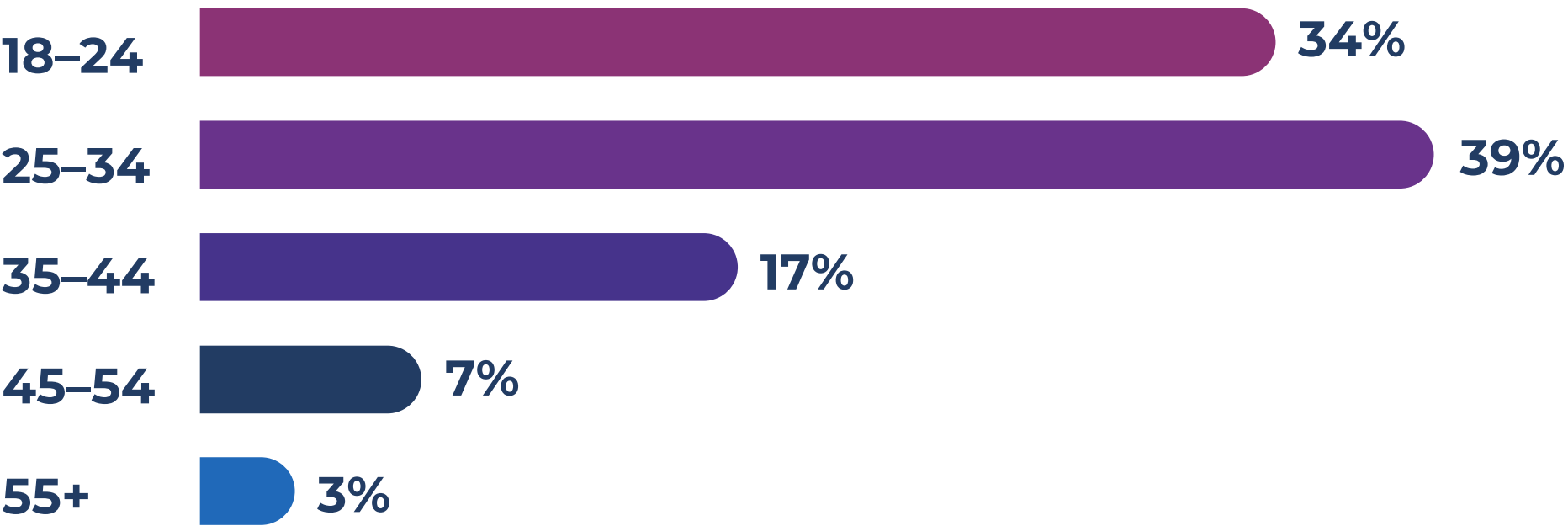
Total Extended Reach

1,582,923

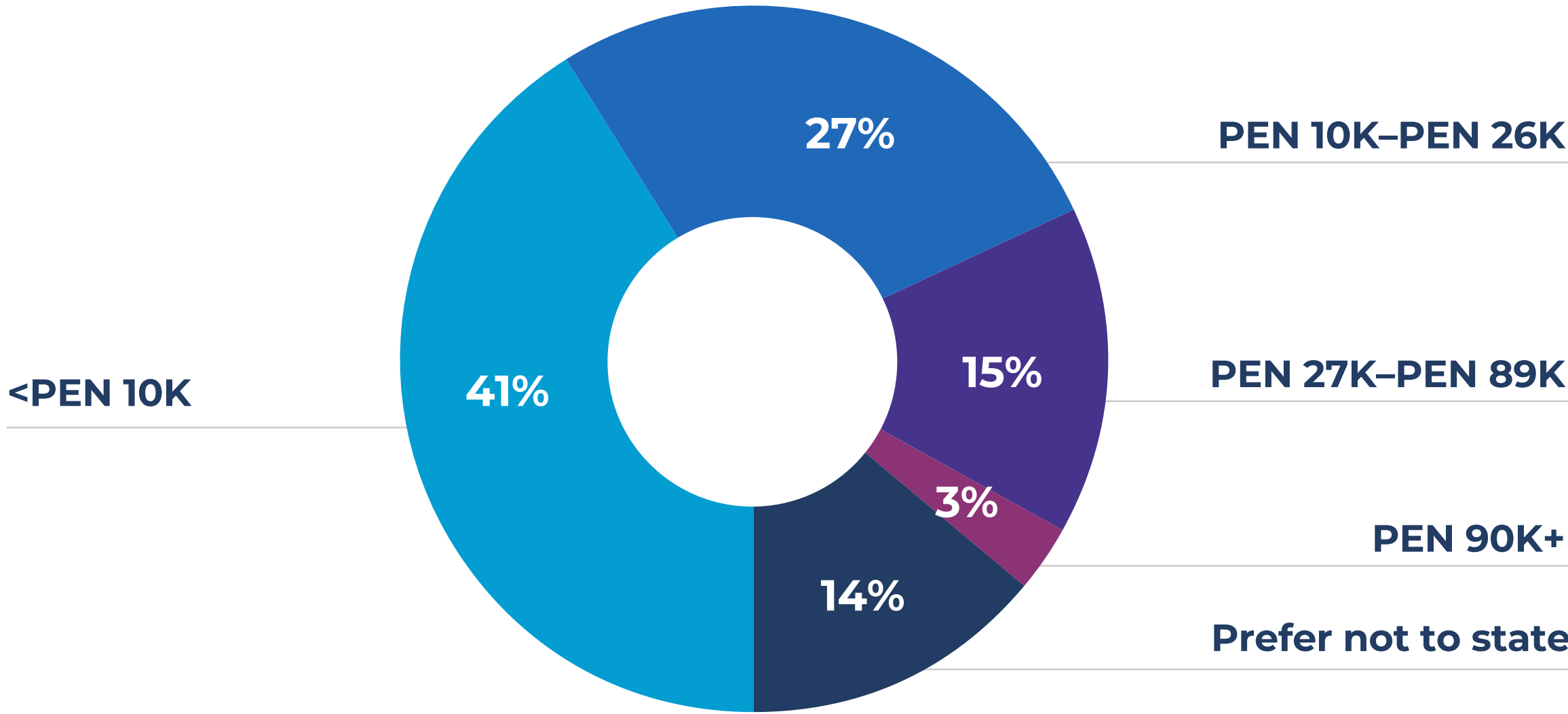
Gender



Age



Household Income



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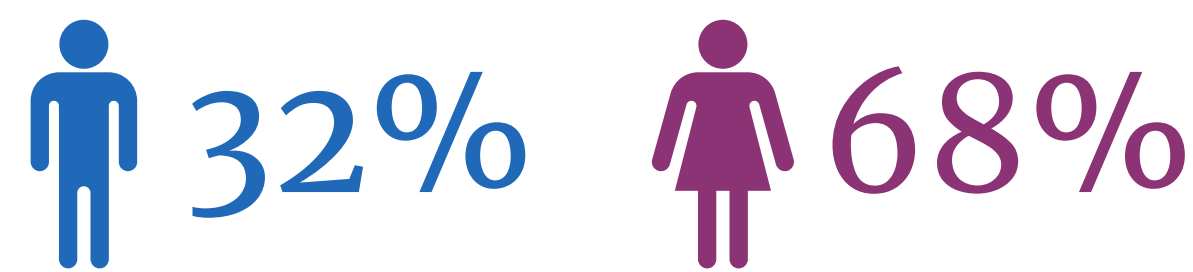


Philippines

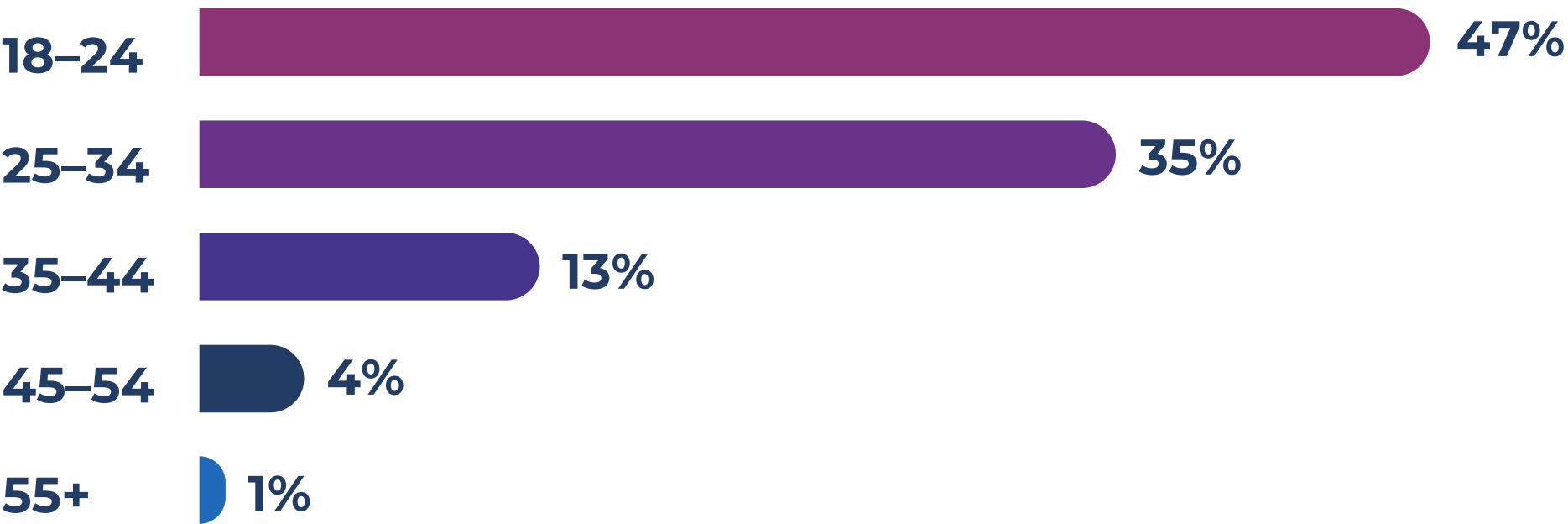
Total Extended Reach

7,273,333

Gender



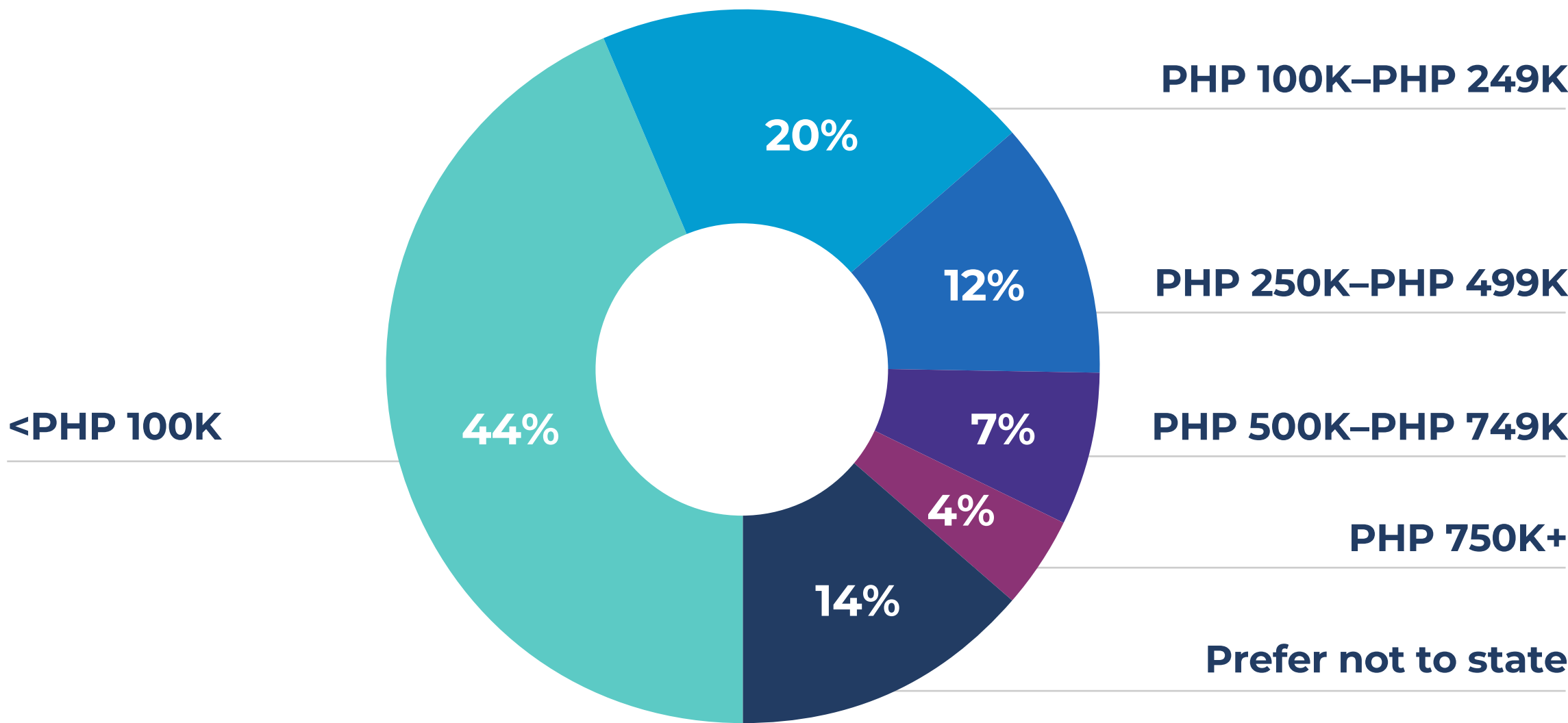
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income



Poland

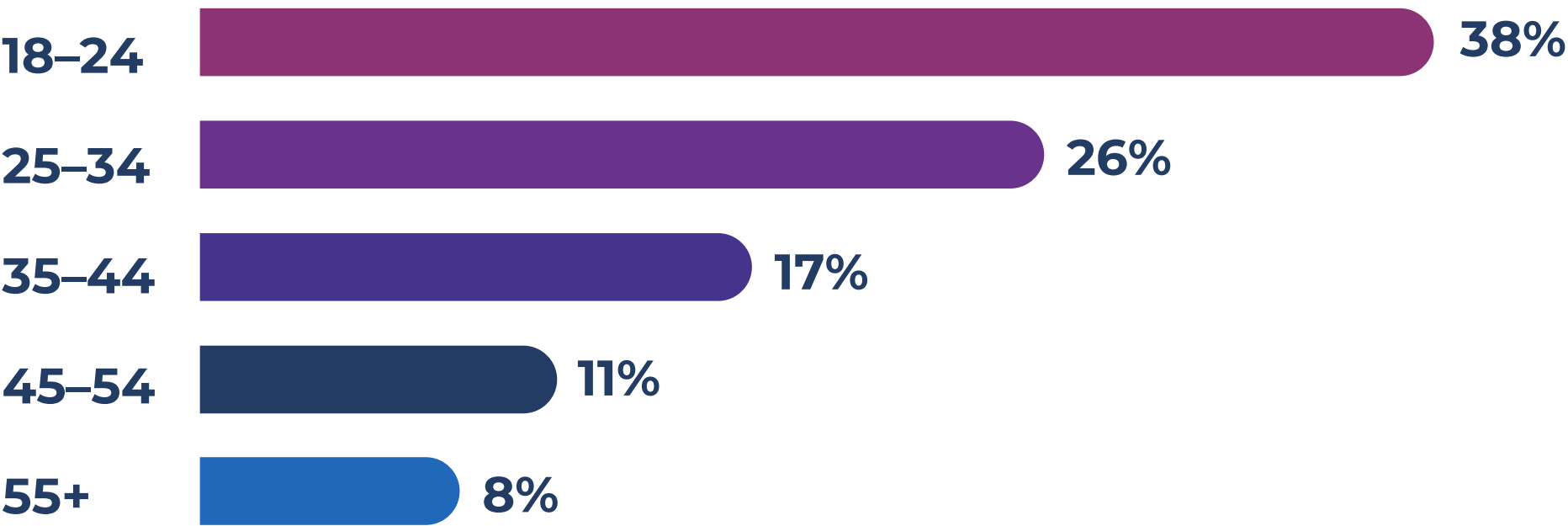
Total Extended Reach

2,048,031

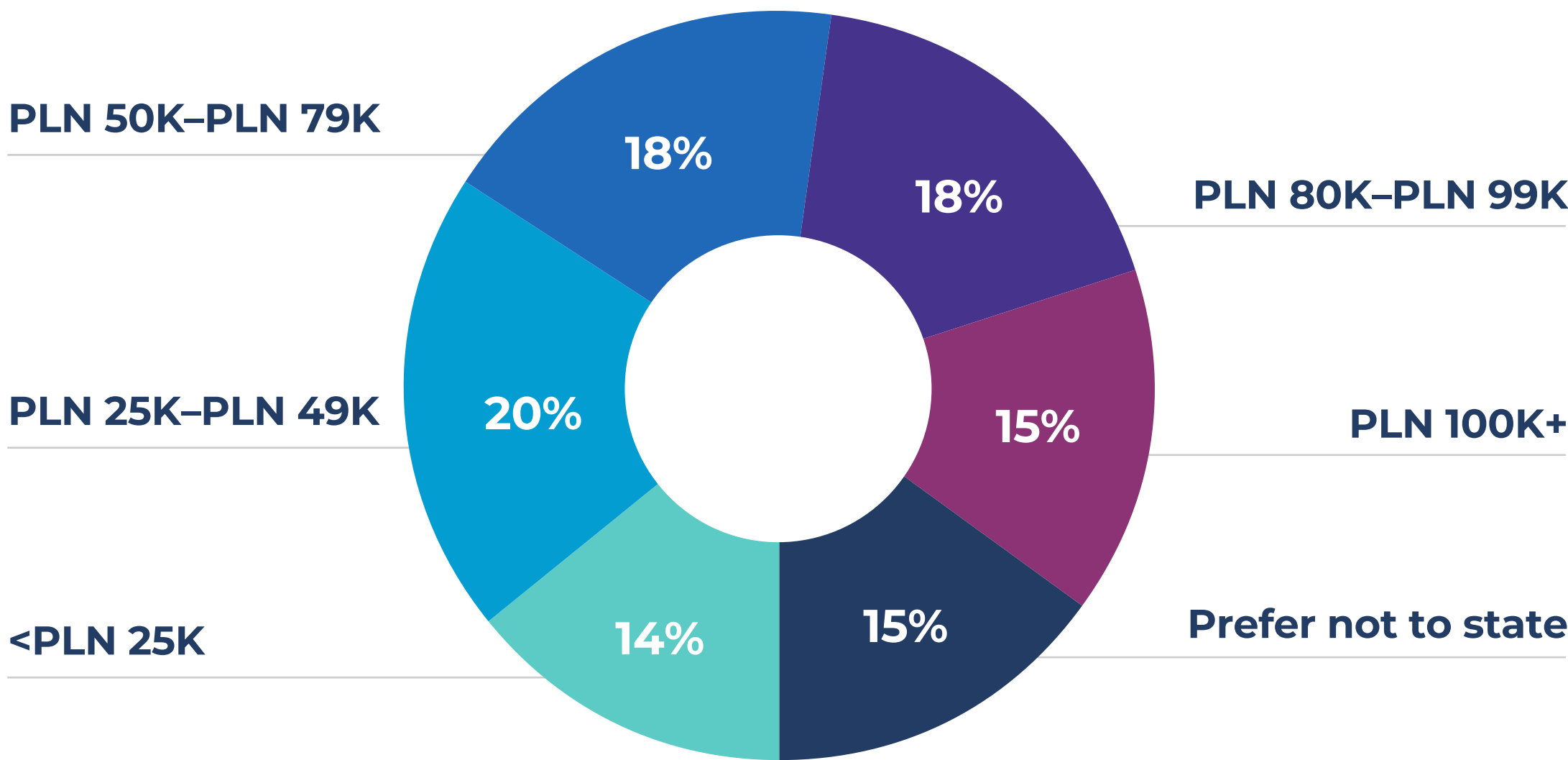
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

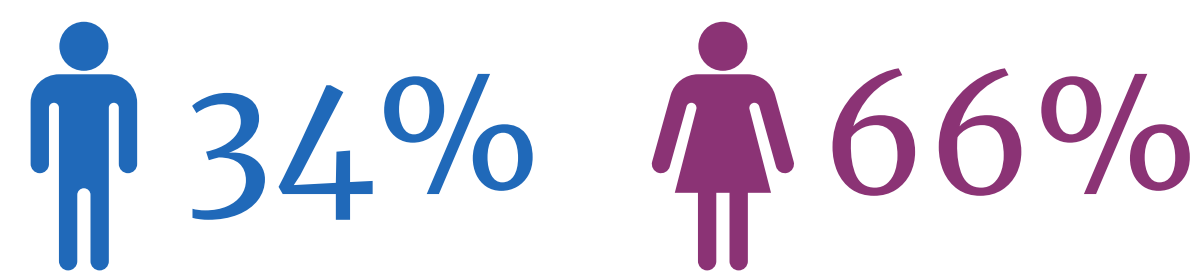


Portugal

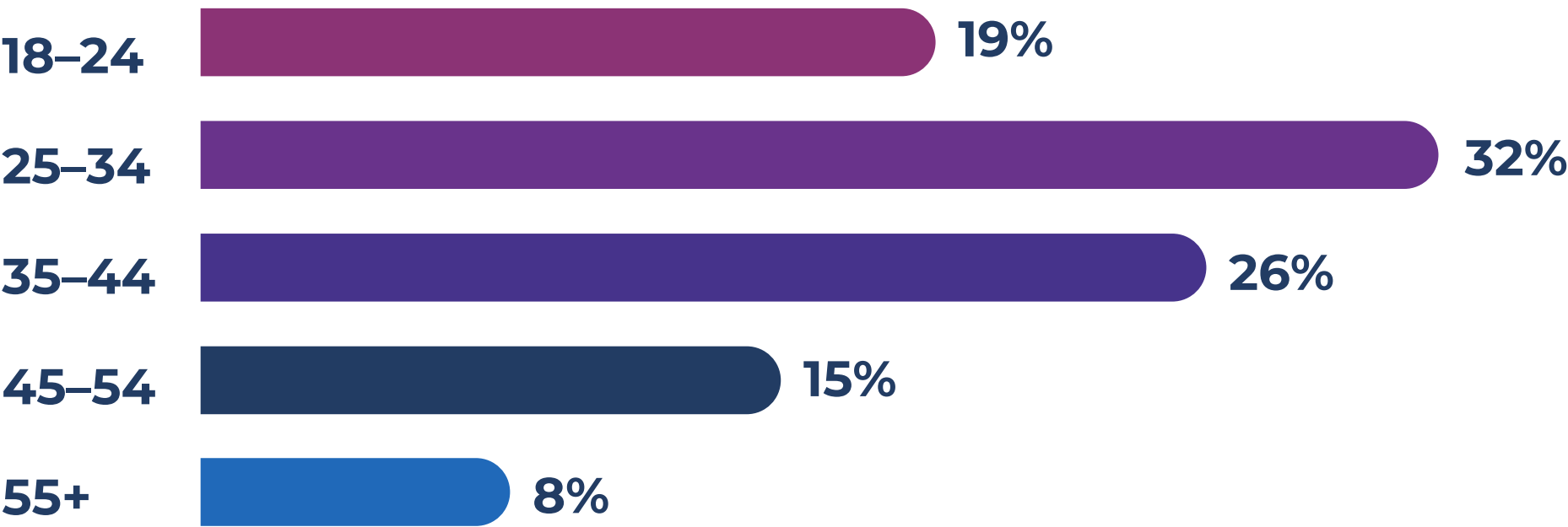
Total Extended Reach

858,933

Gender



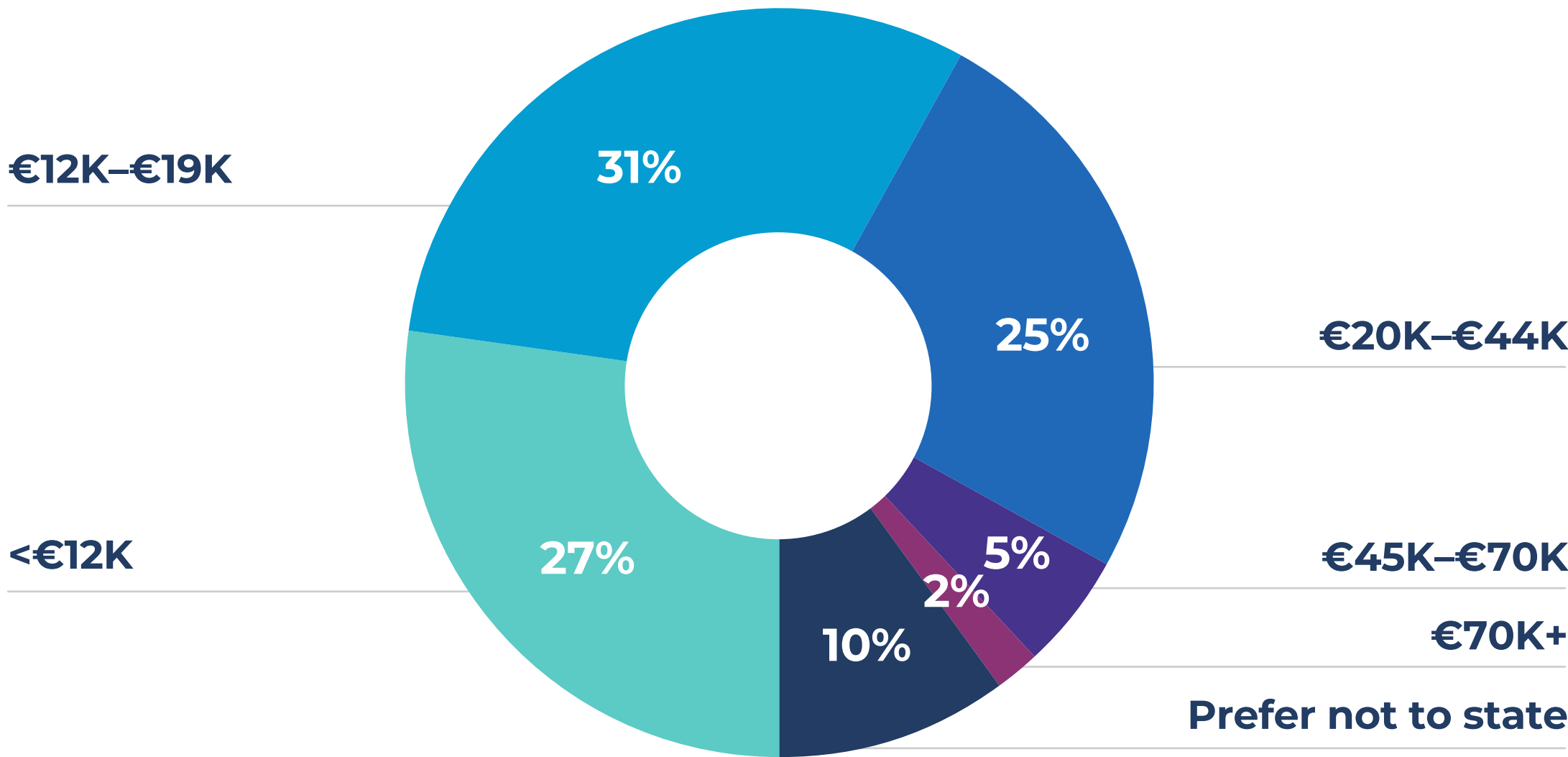
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income

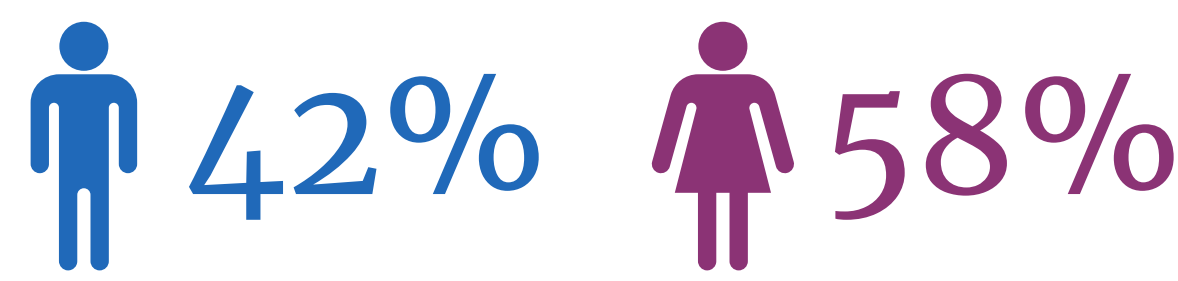


Romania

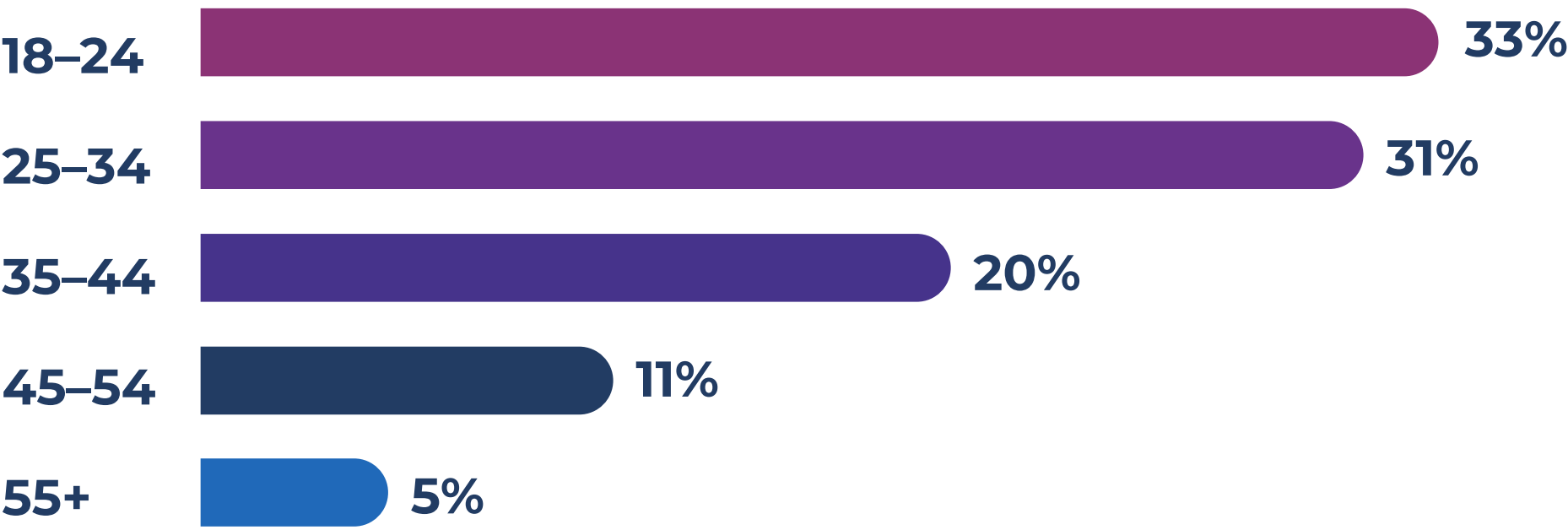
Total Extended Reach

1,200,741

Gender



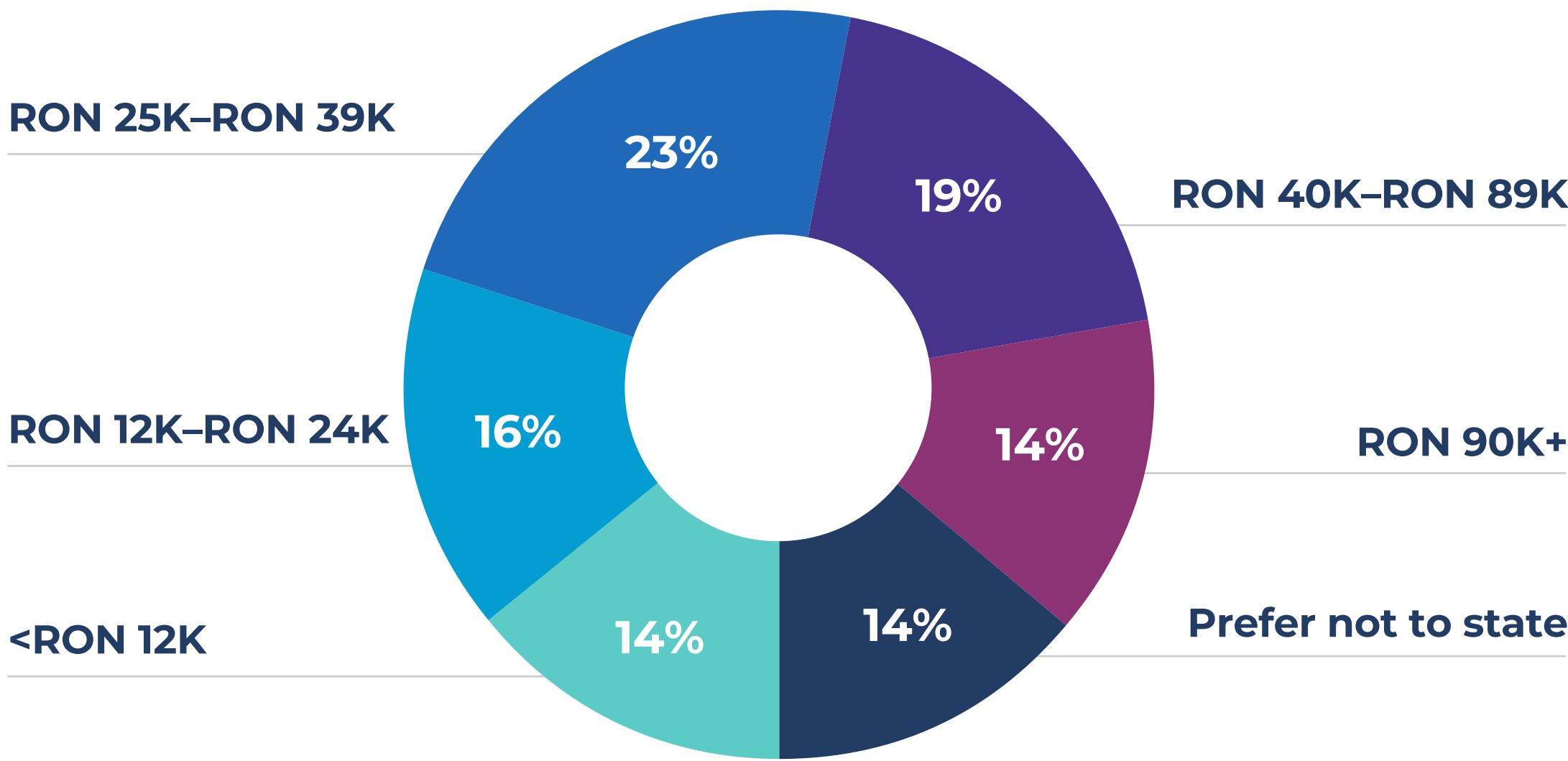
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income

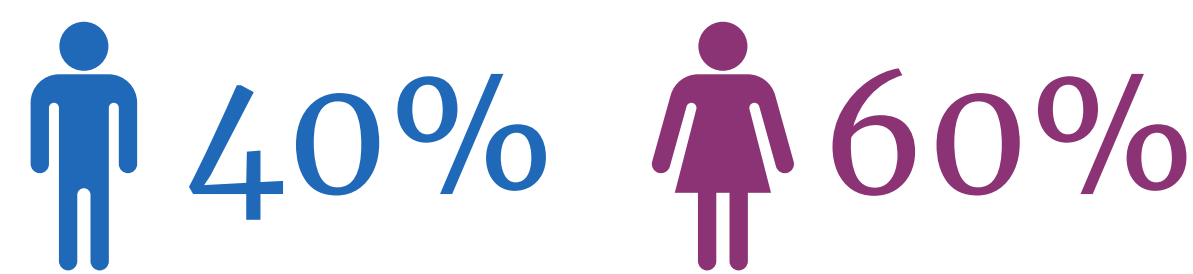


Russia

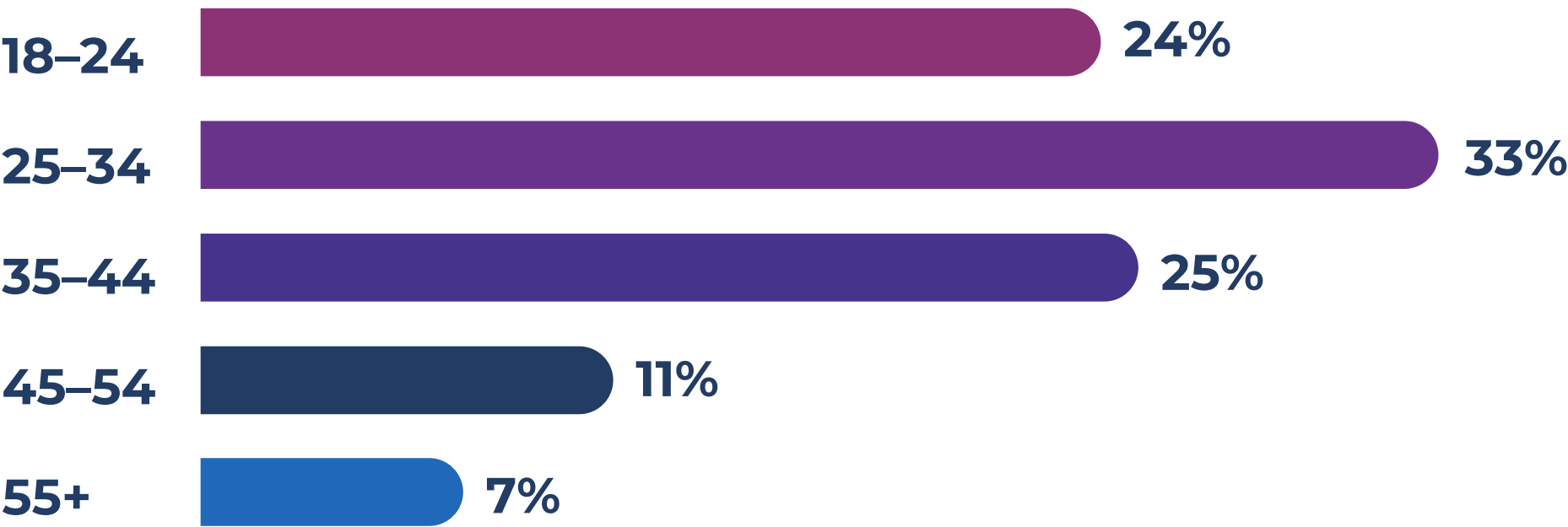
Total Extended Reach

4,837,318

Gender



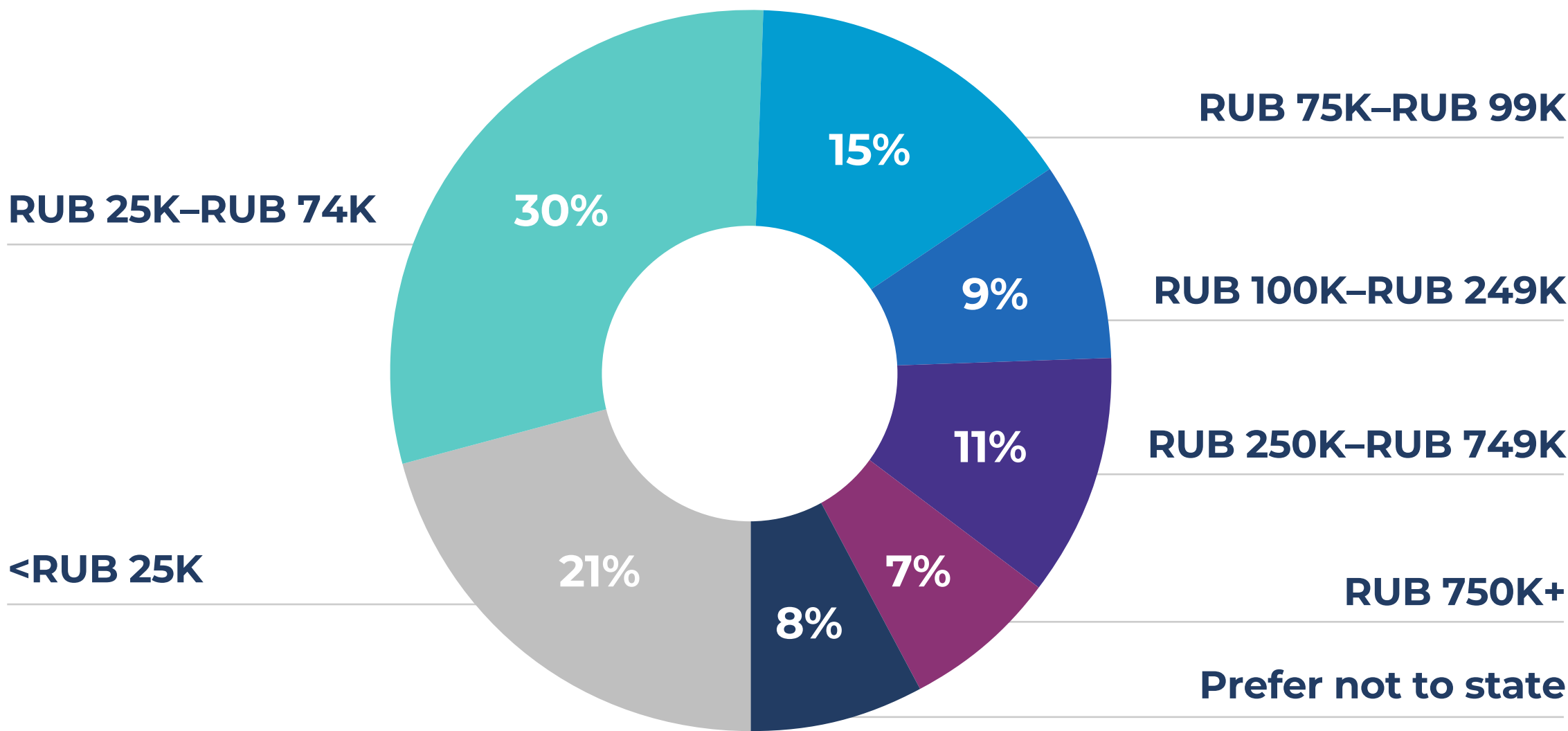
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Monthly Household Income



Serbia

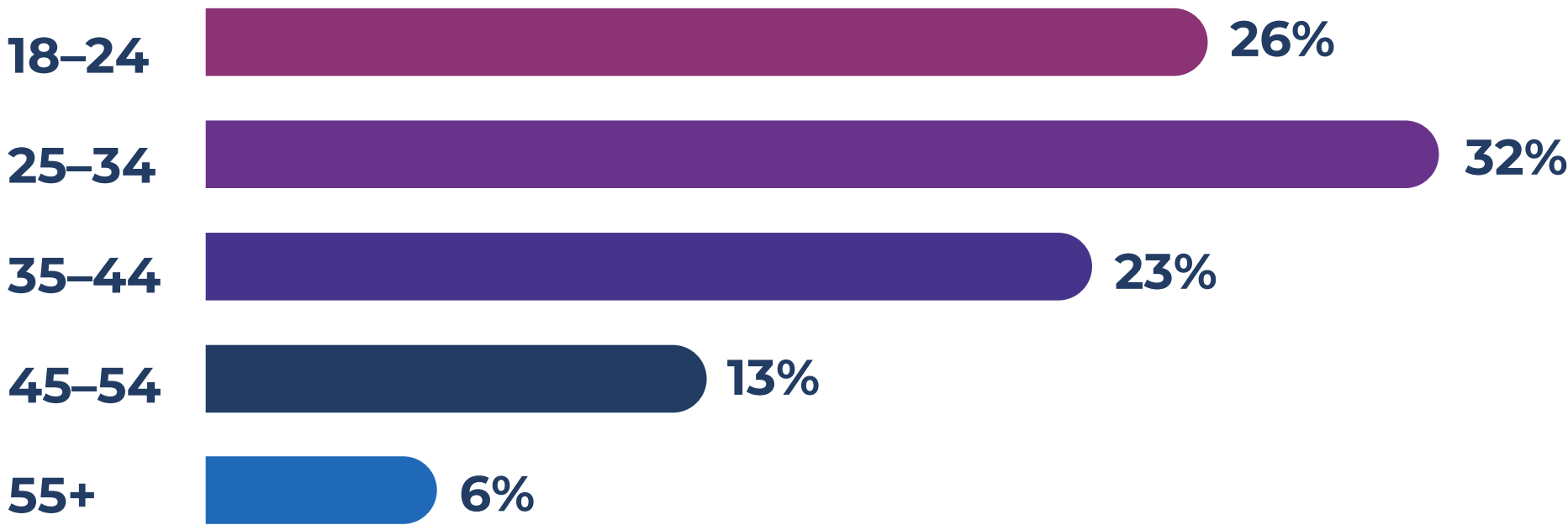
Total Extended Reach

180,688

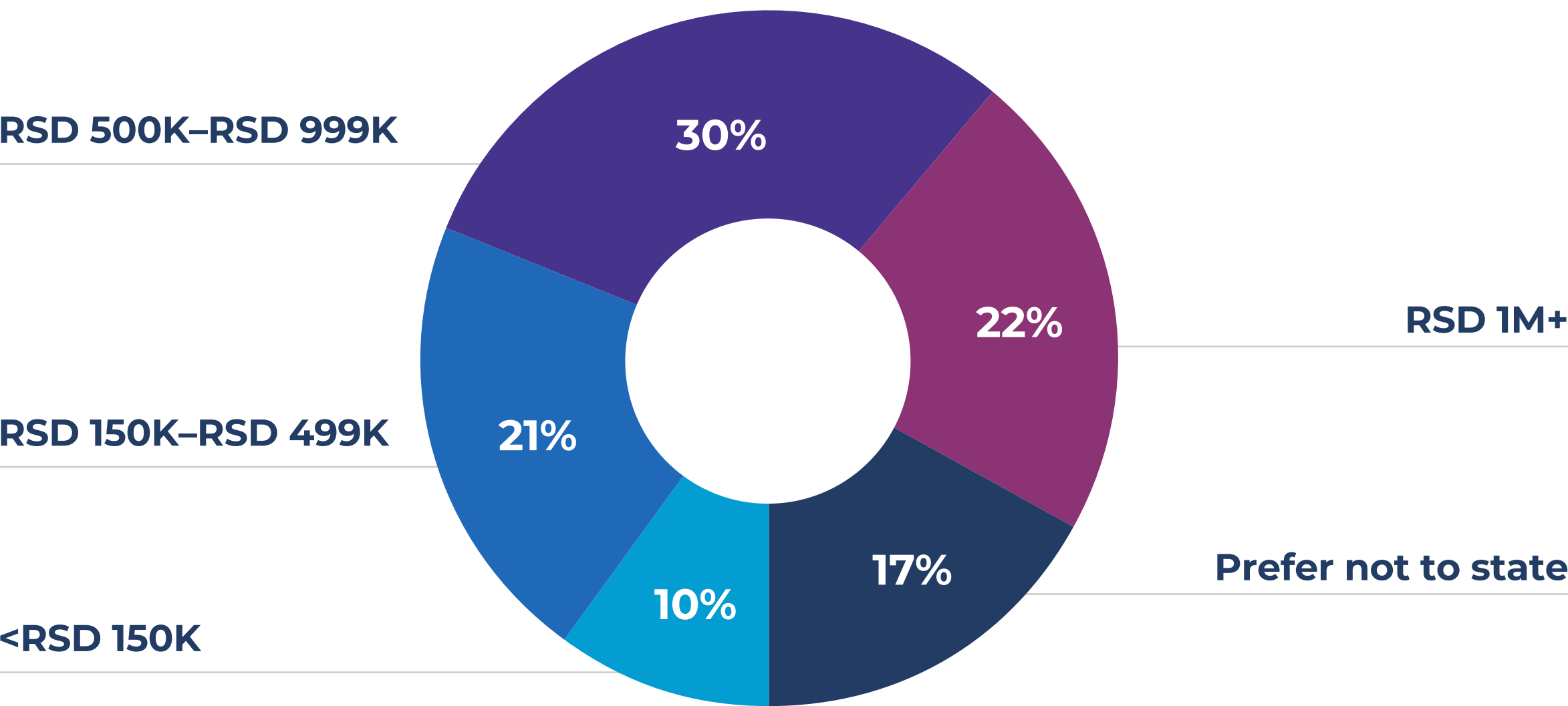
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

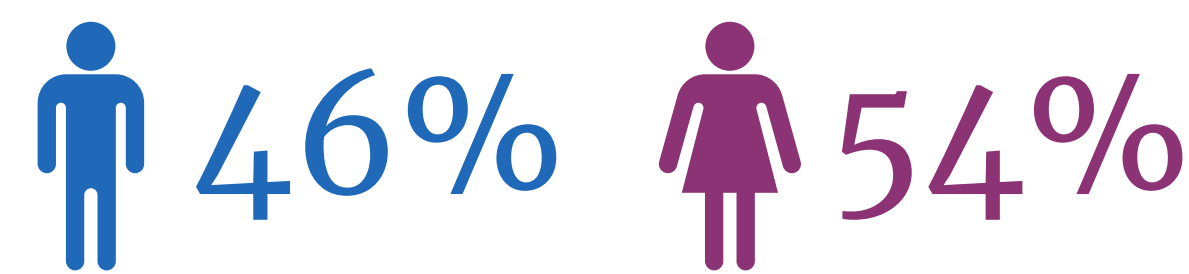


Singapore

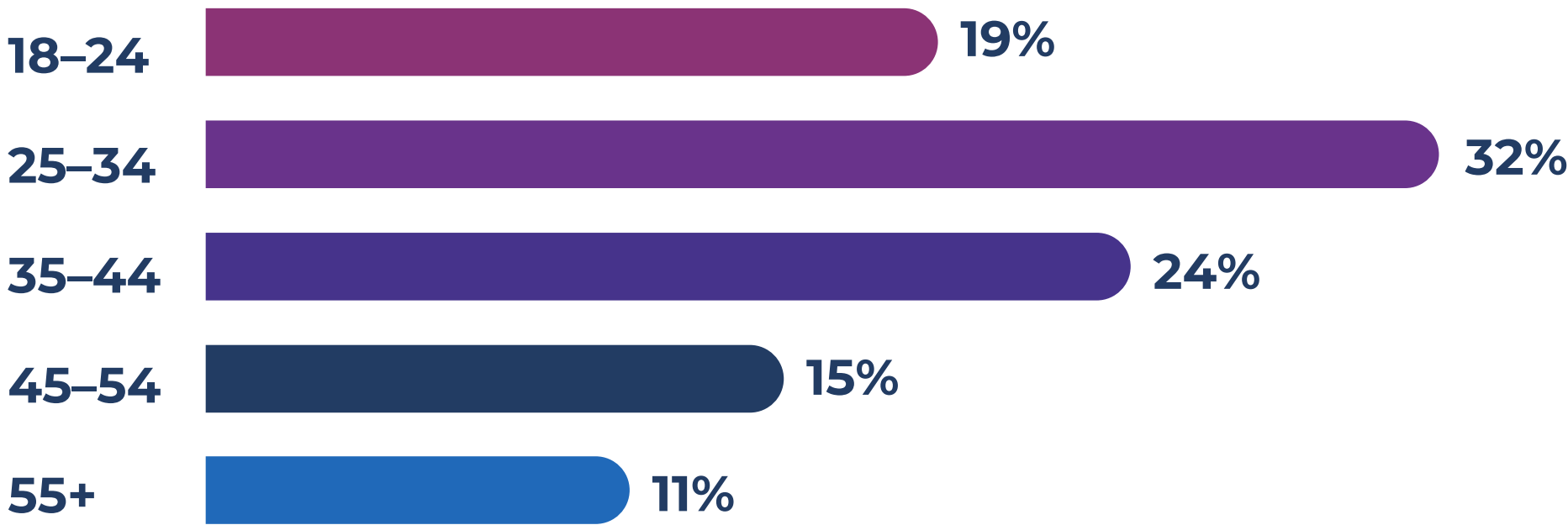
Total Extended Reach

881,390

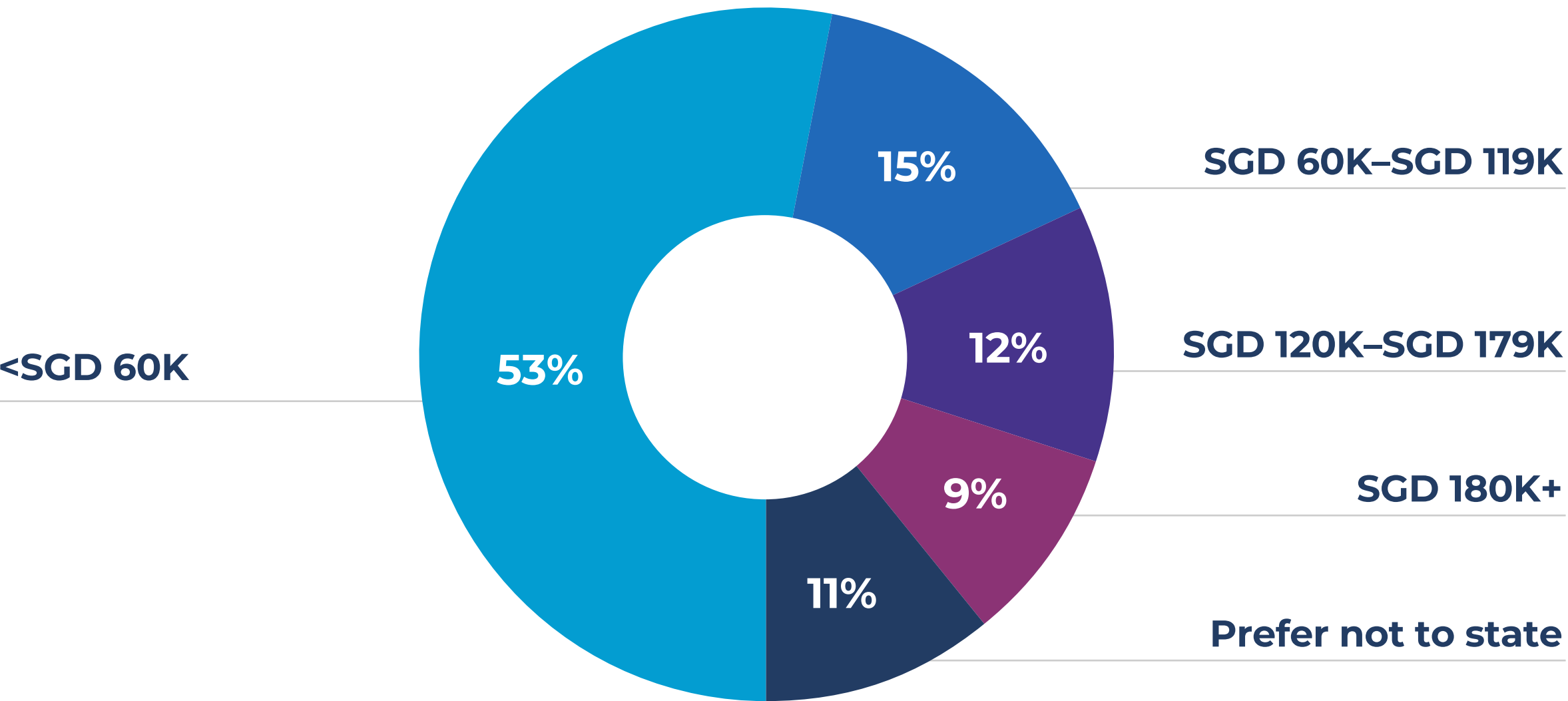
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



South Africa

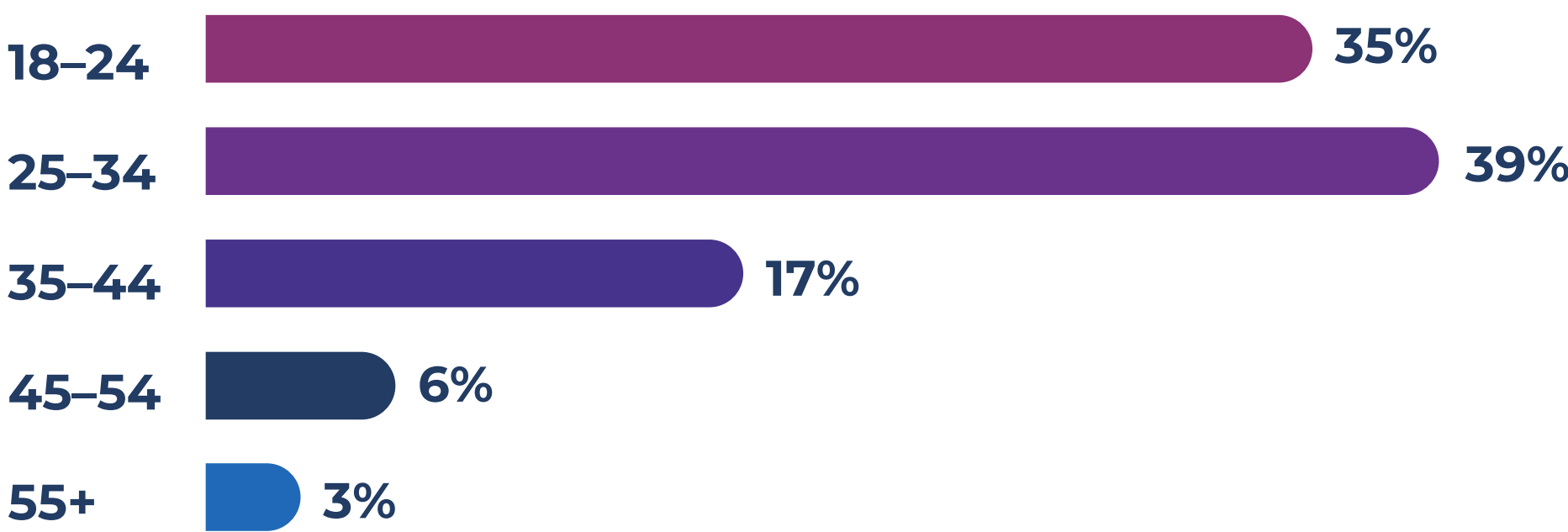
Total Extended Reach

1,945,422

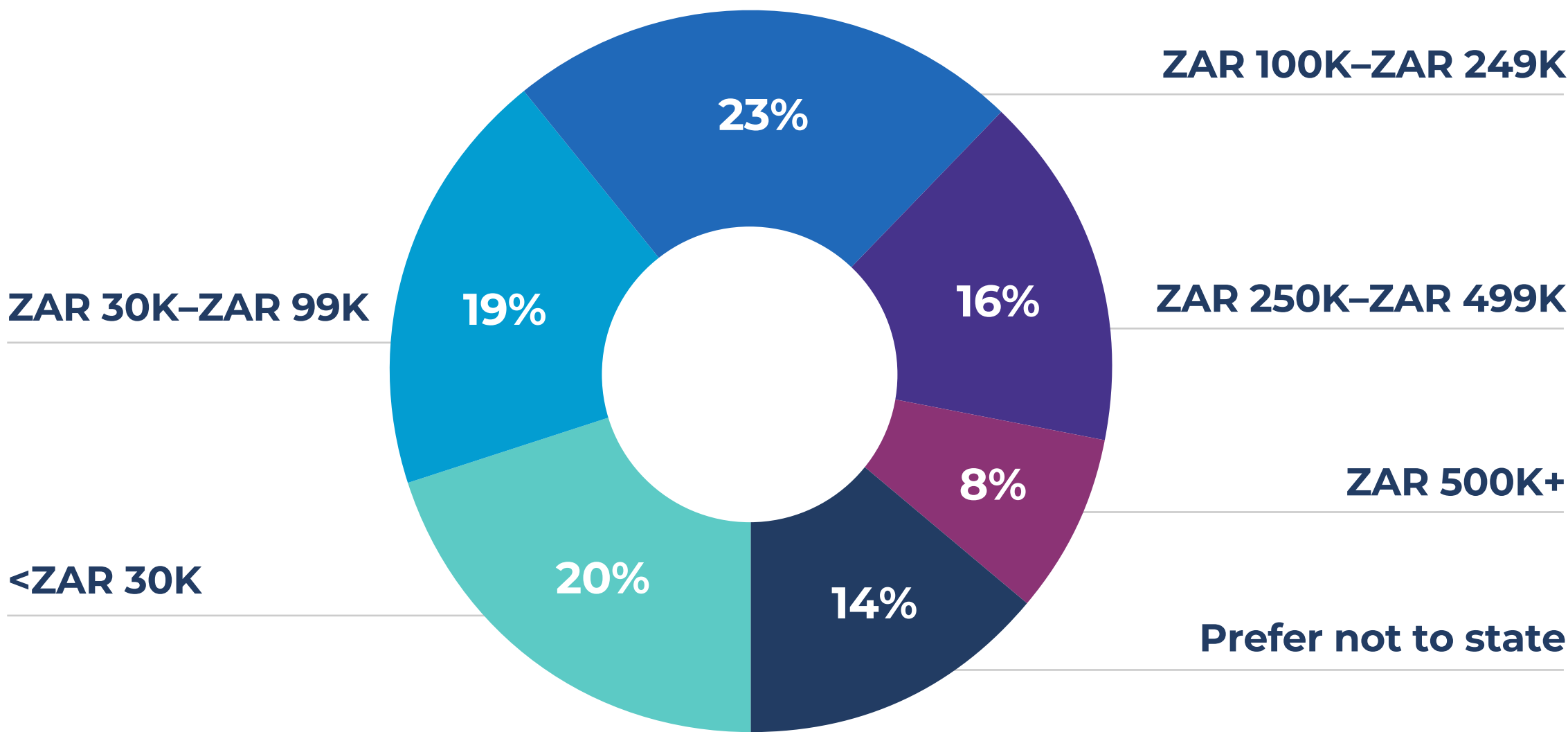
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



South Korea

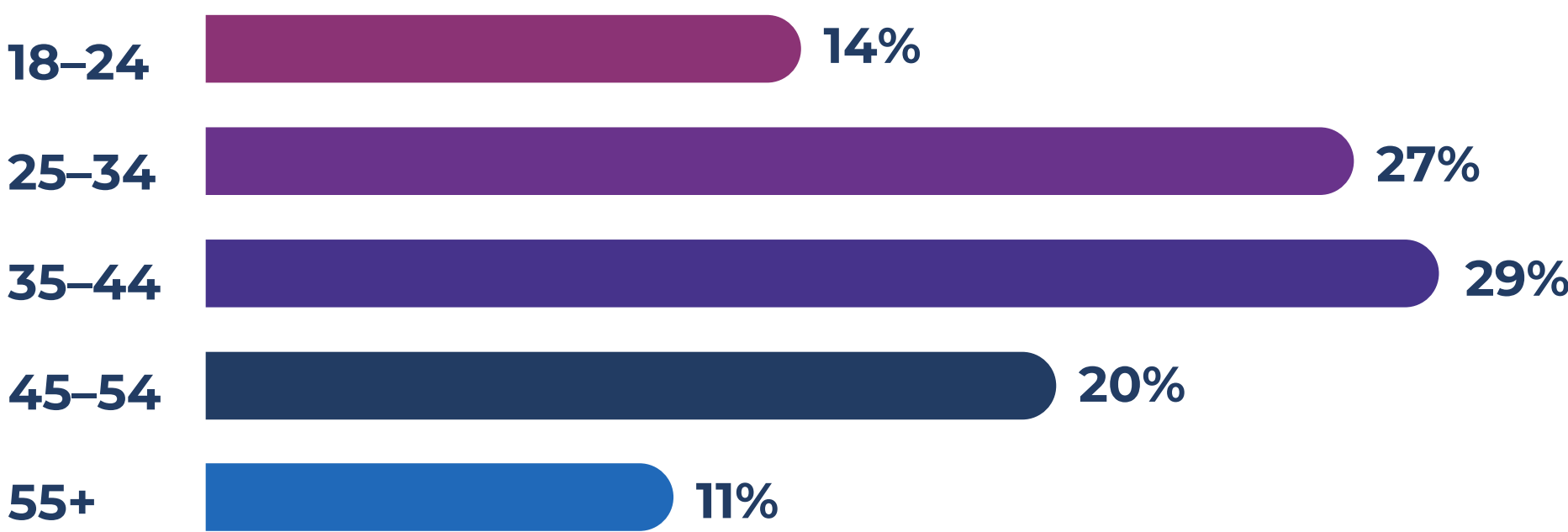
Total Extended Reach

1,842,743

Gender



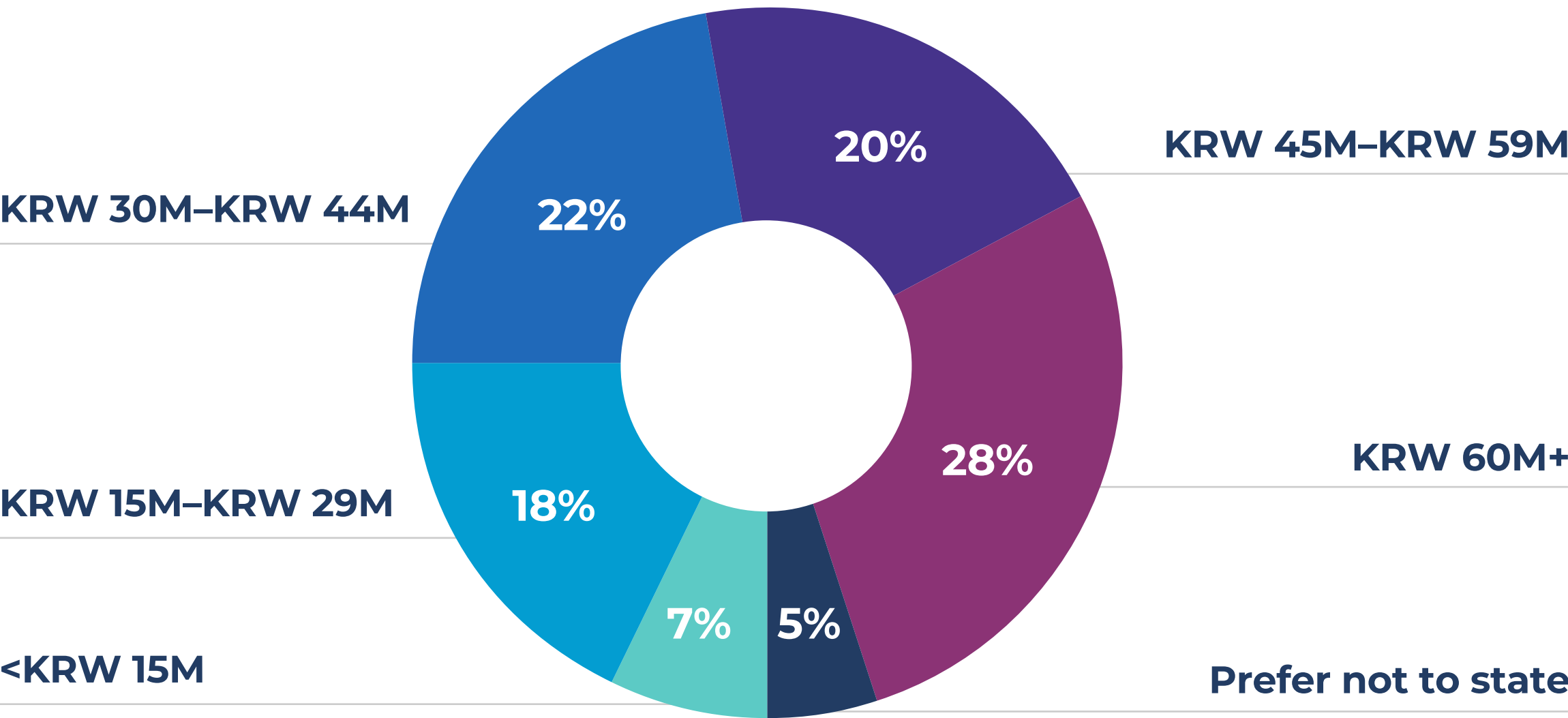
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income



Spain

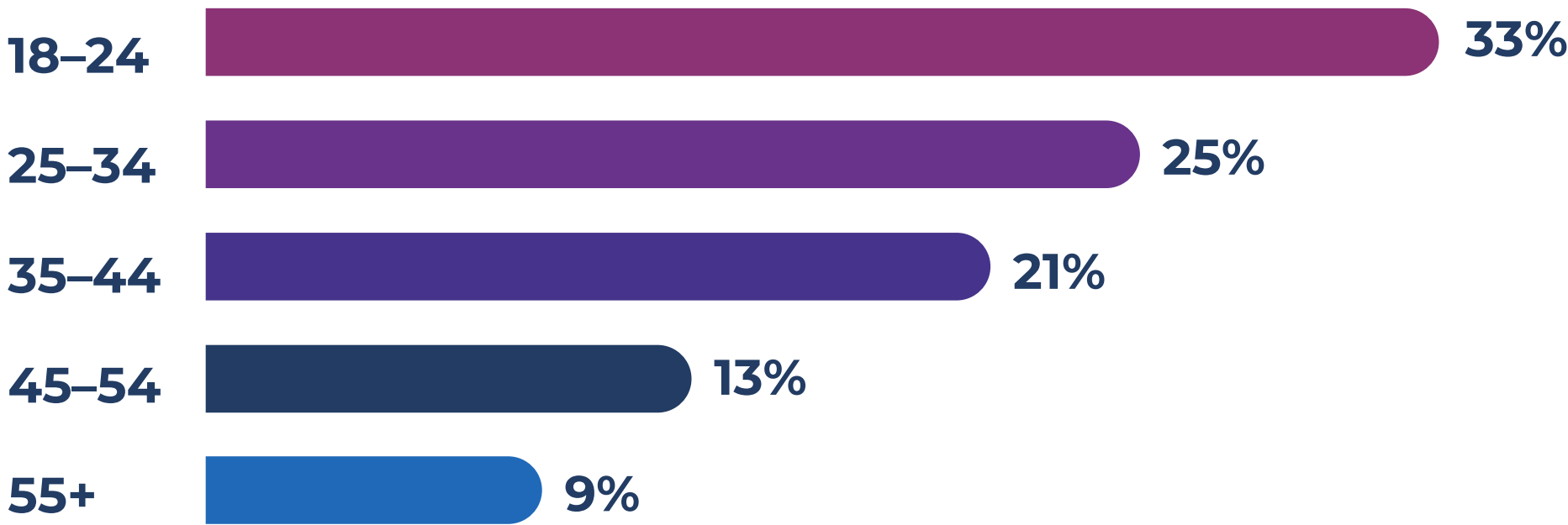
Total Extended Reach

2,869,836

Gender



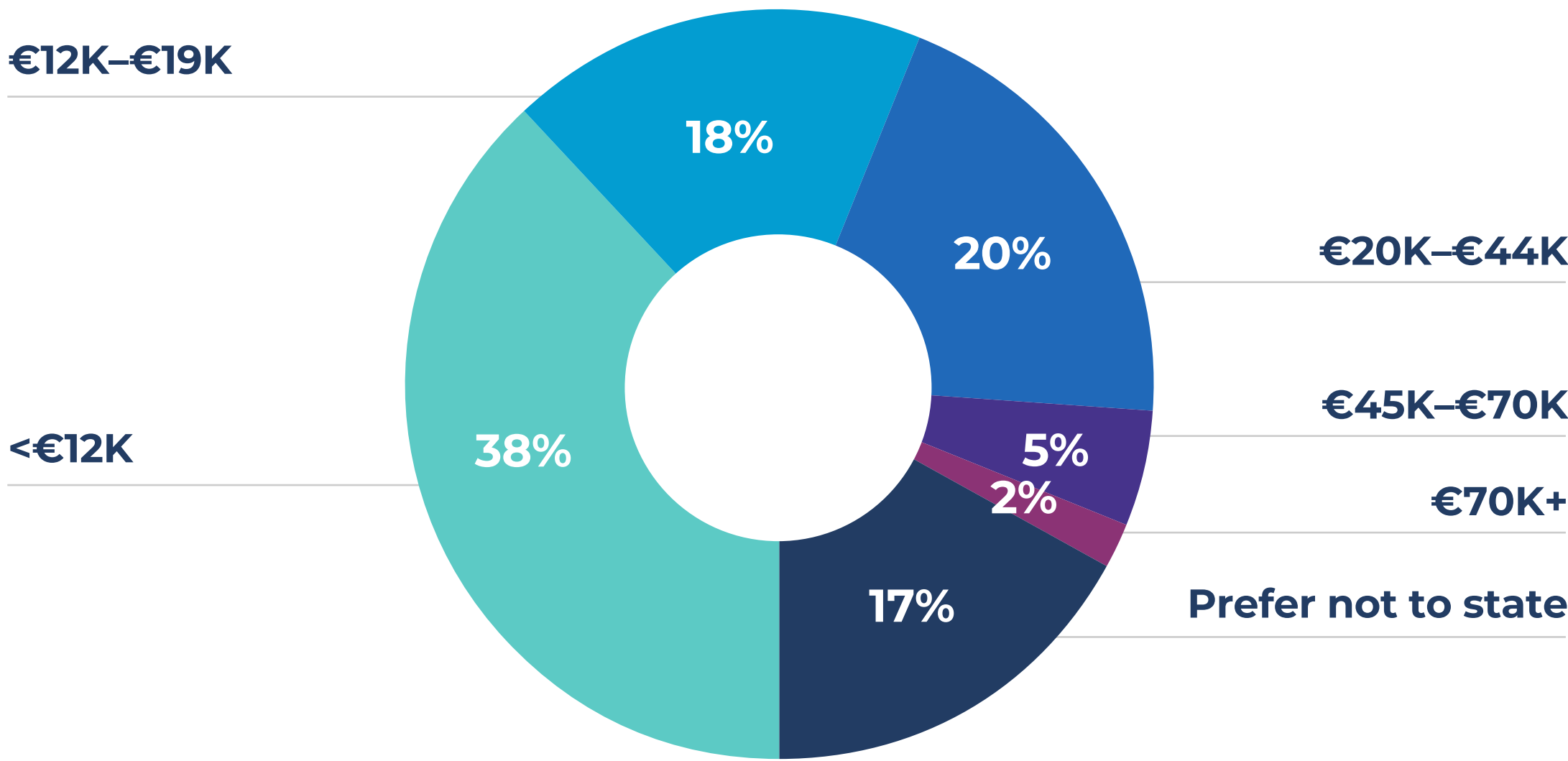
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income

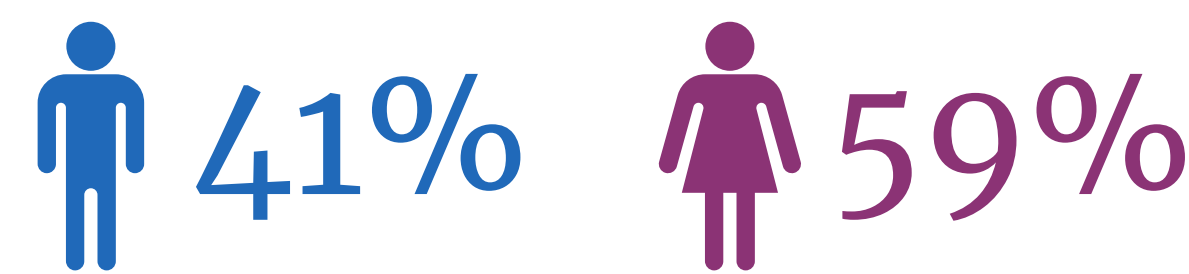


Sweden

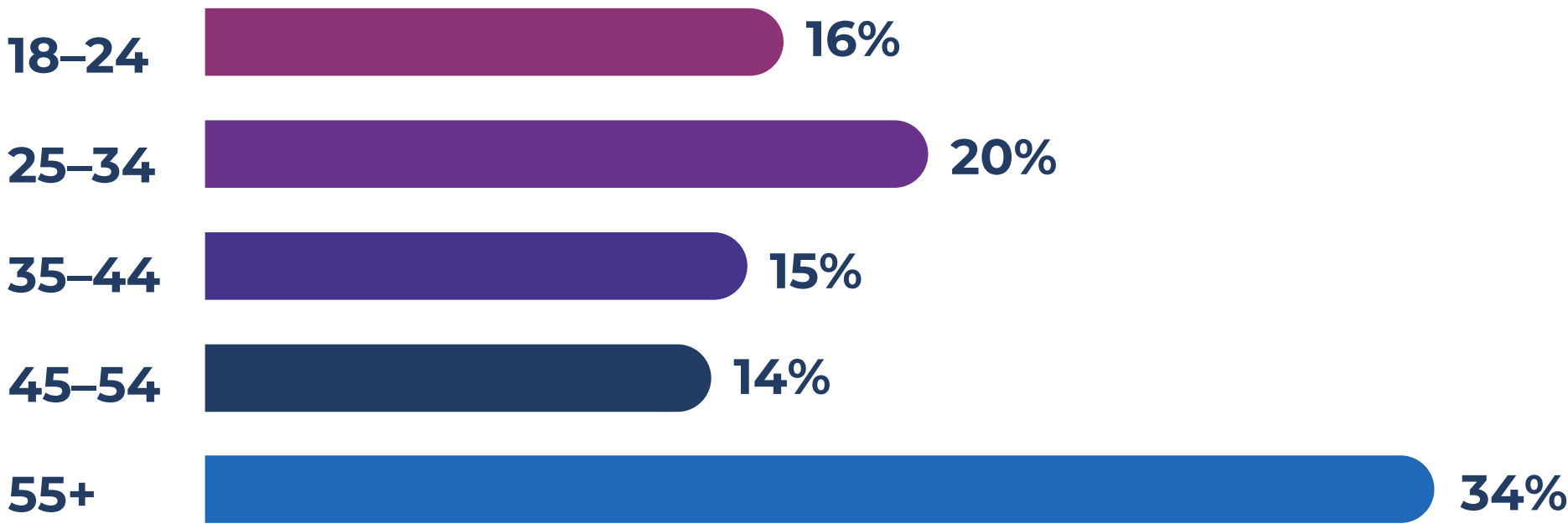
Total Extended Reach

994,569

Gender



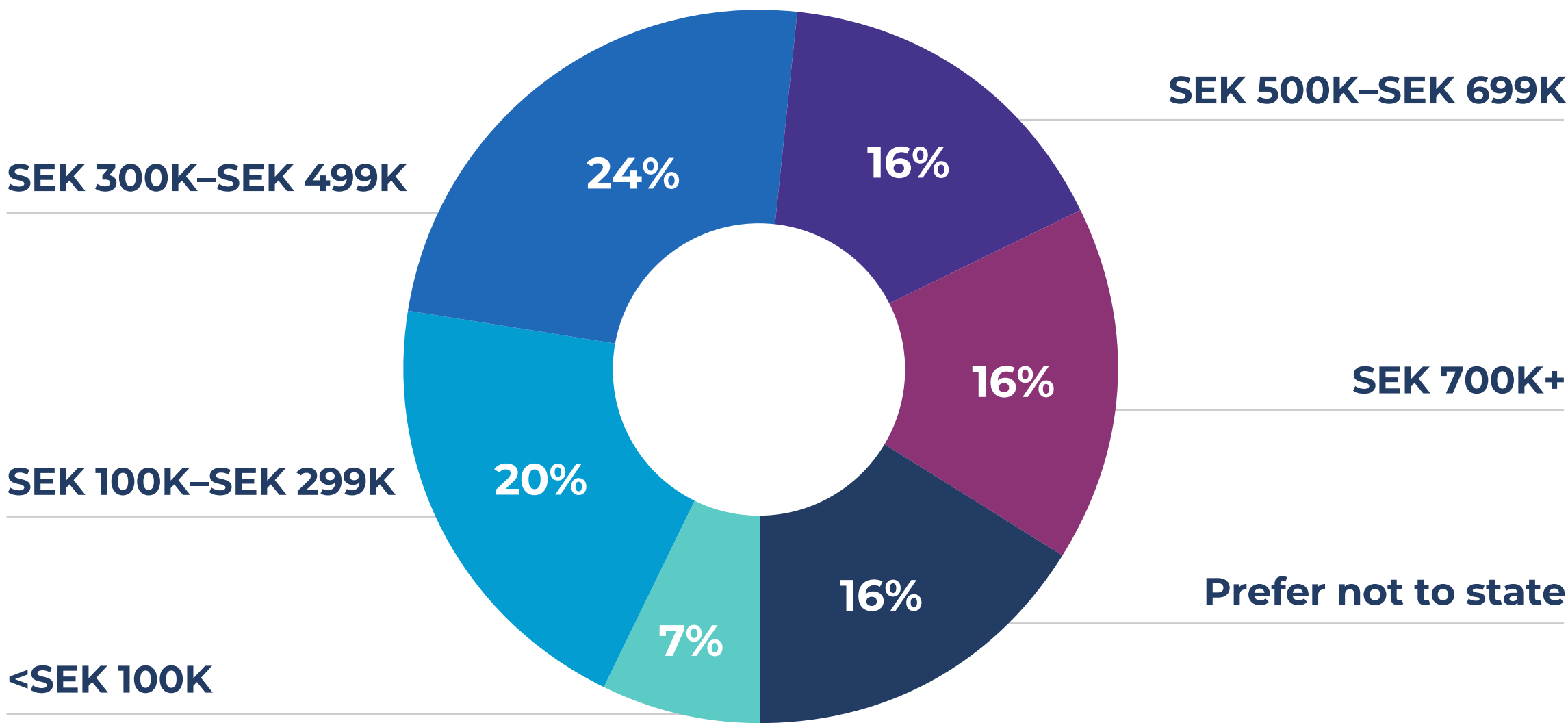
Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Household Income



Switzerland

Total Extended Reach

326,272

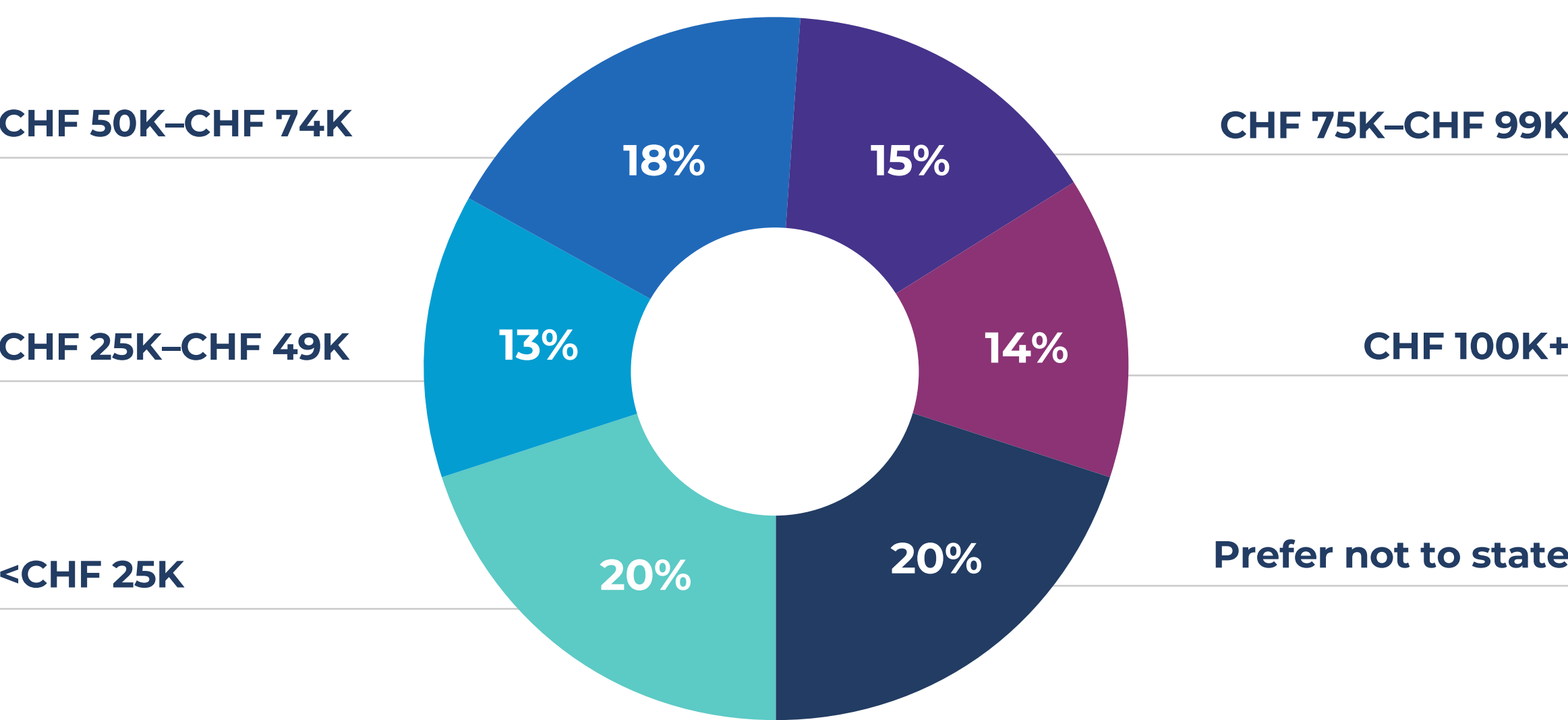
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

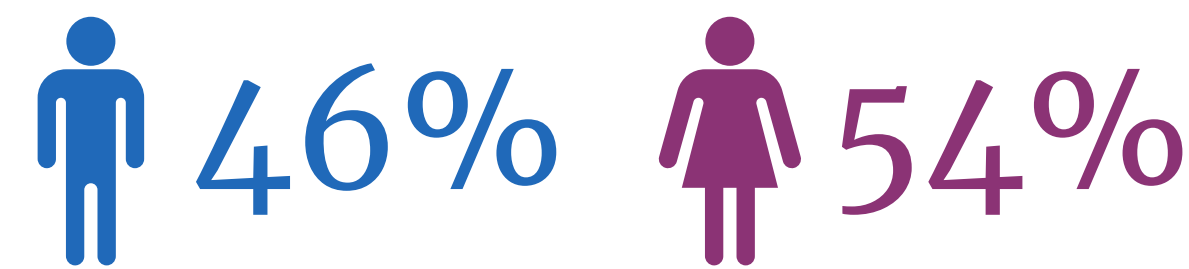


Taiwan

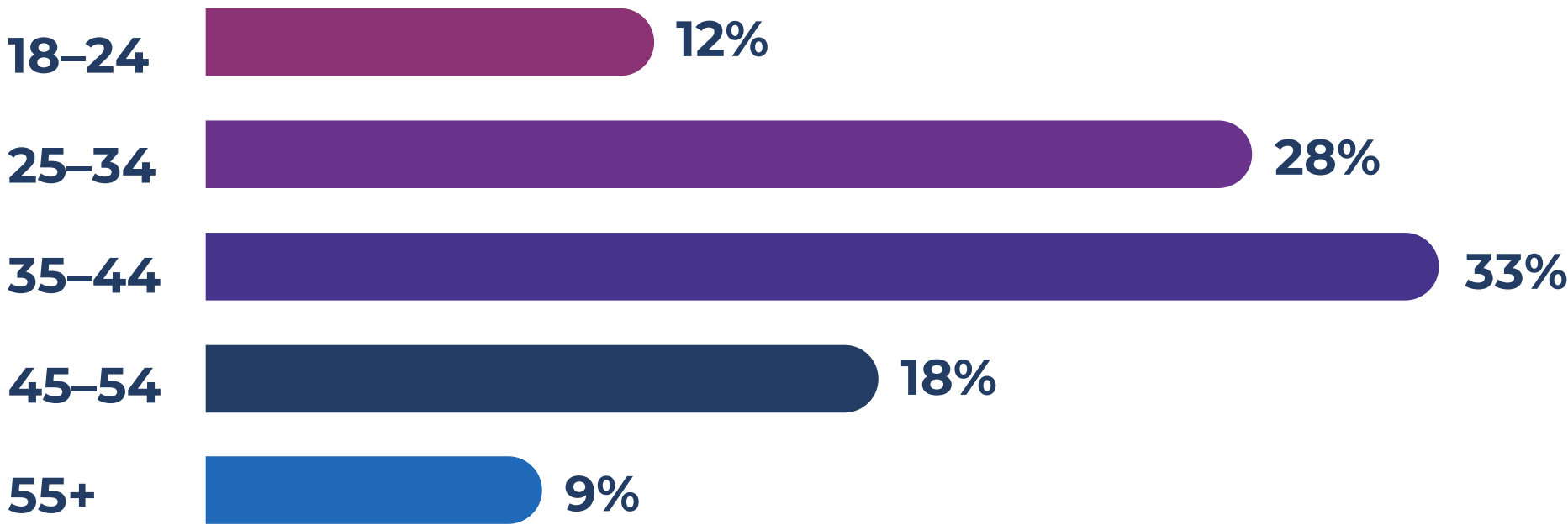
Total Extended Reach

1,040,139

Gender

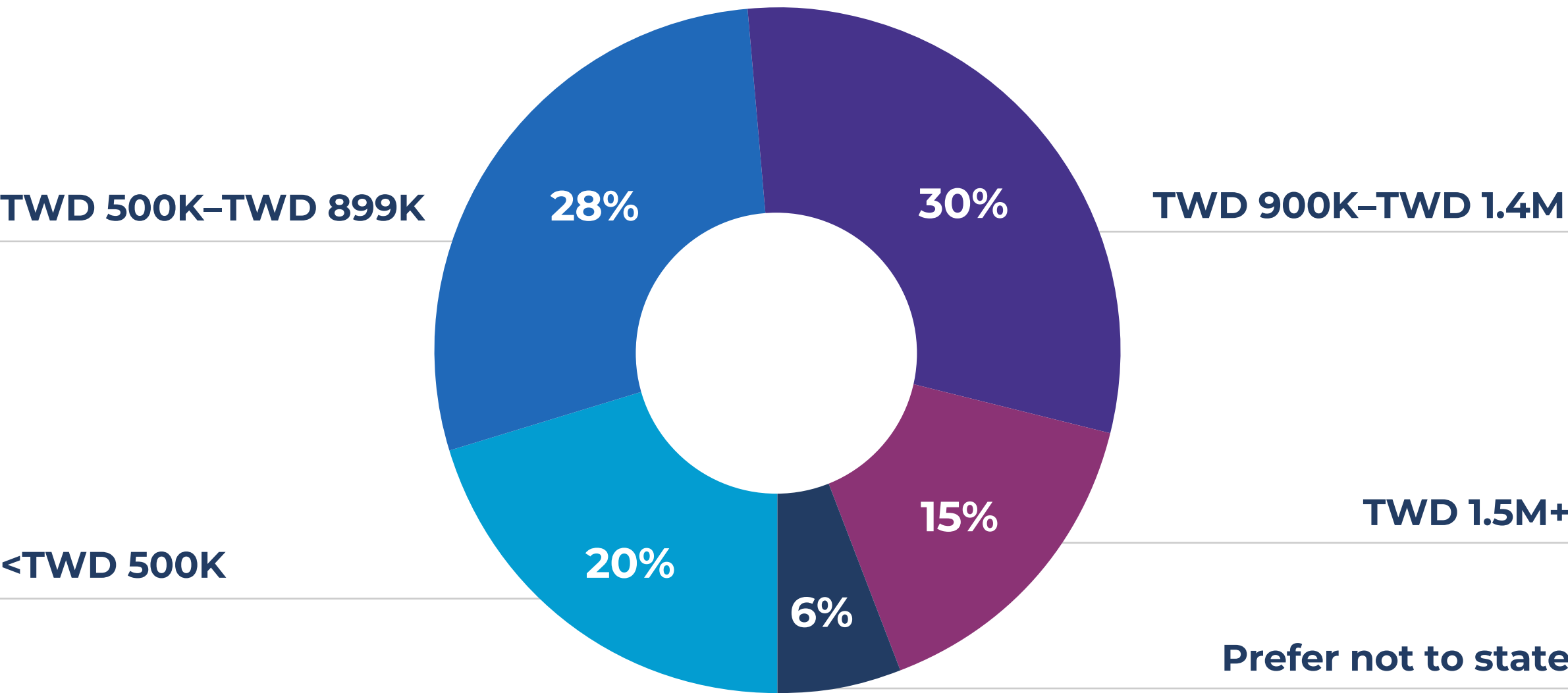


Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

Household Income



Thailand

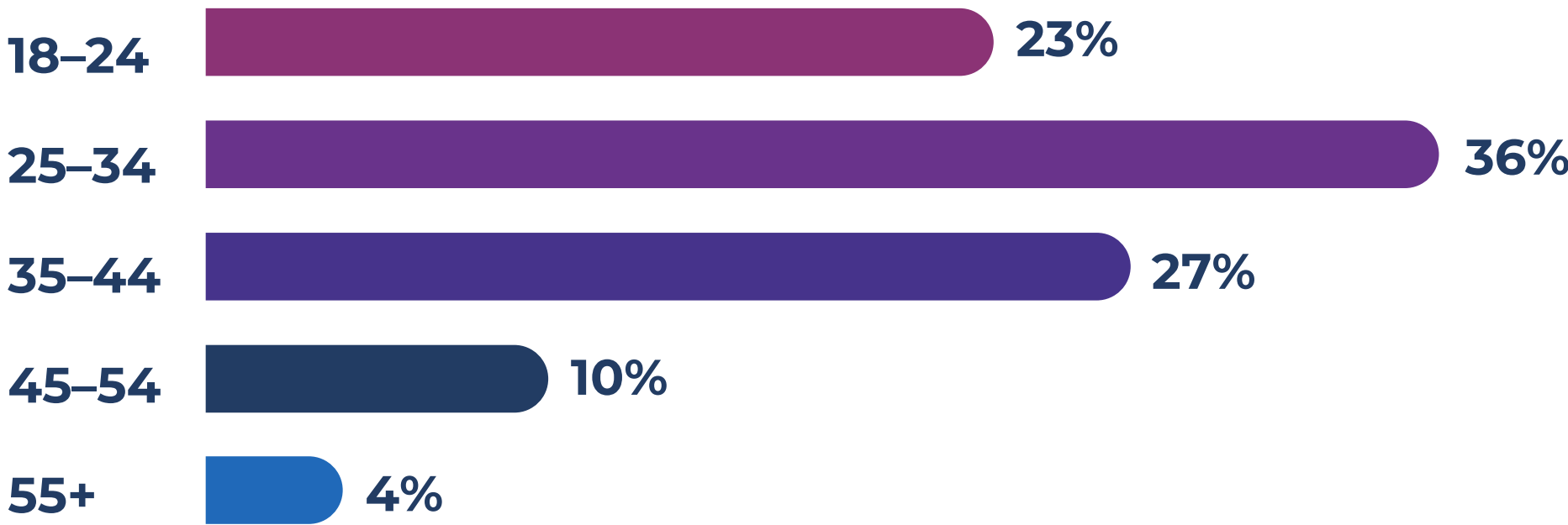
Total Extended Reach

2,356,810

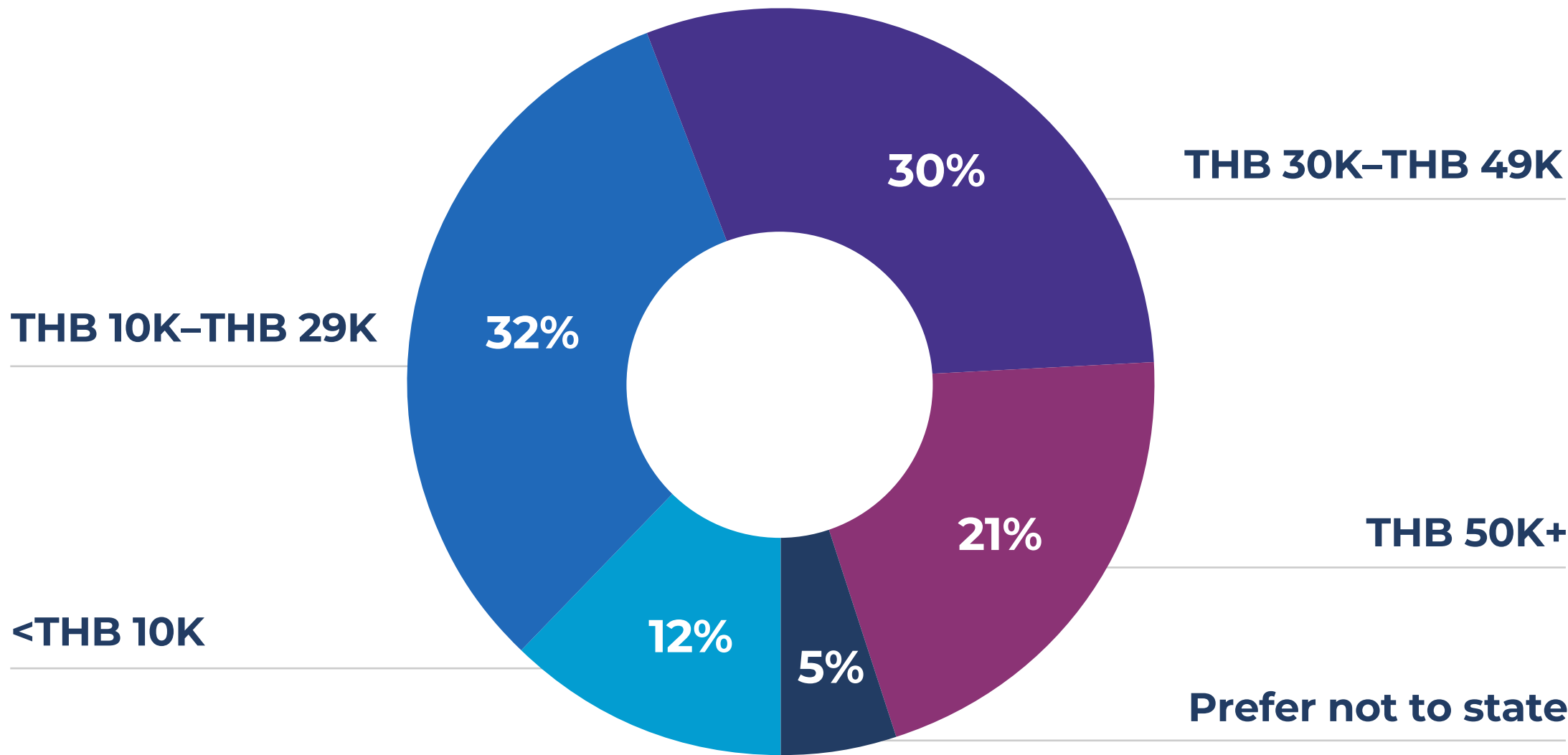
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Turkey

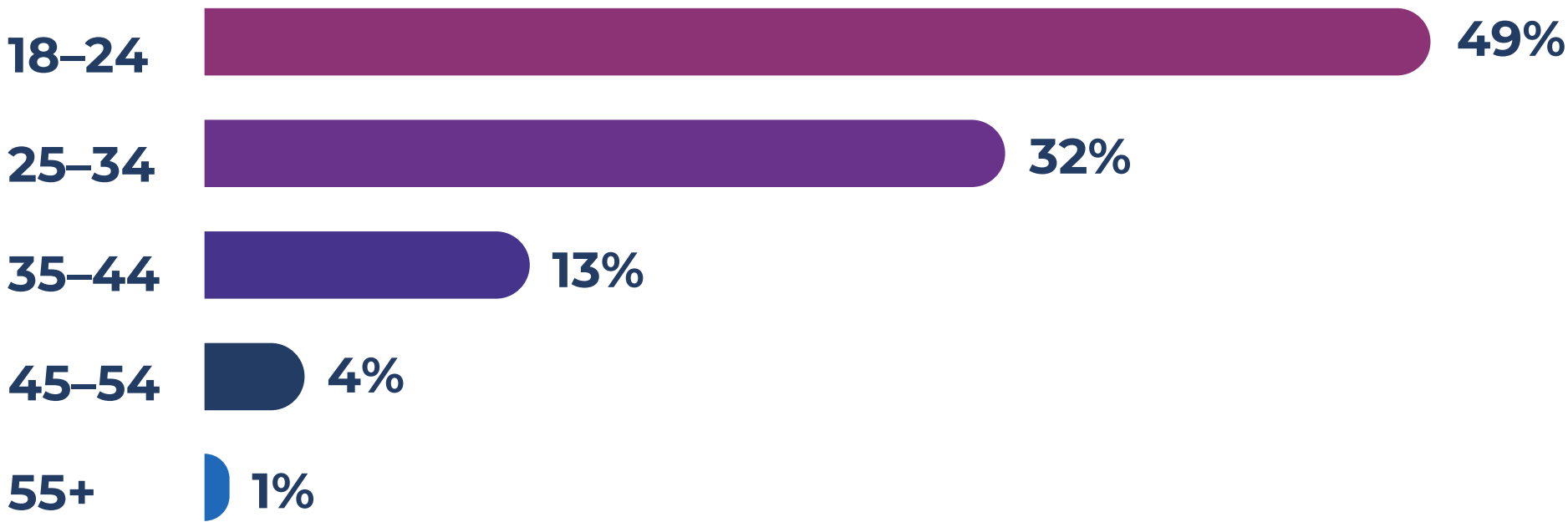
Total Extended Reach

3,549,585

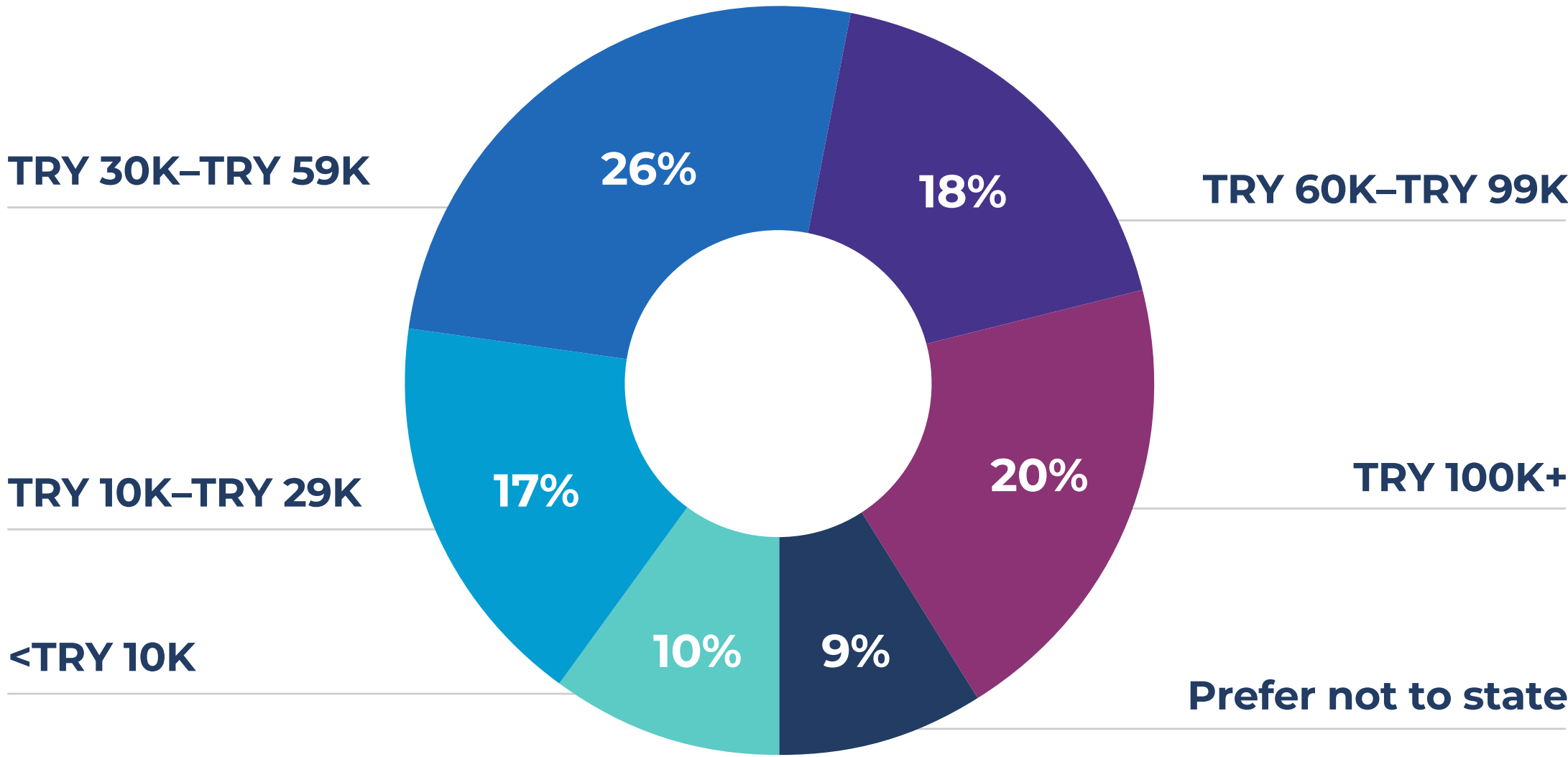
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



UAE

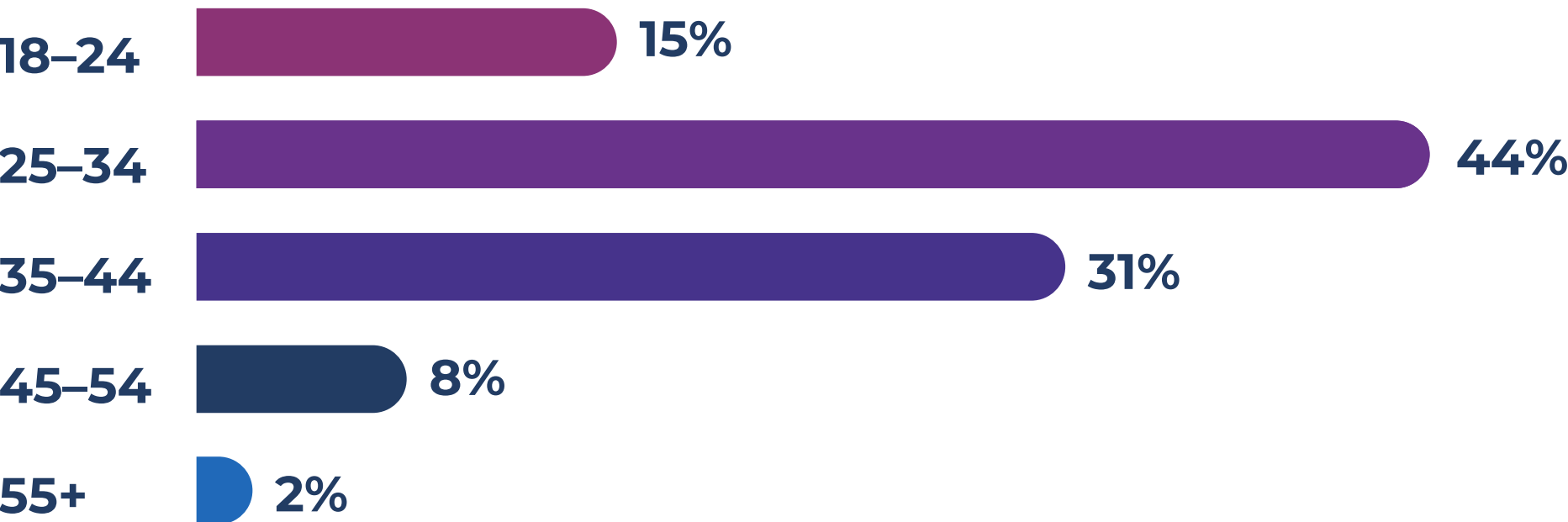
Total Extended Reach

616,556

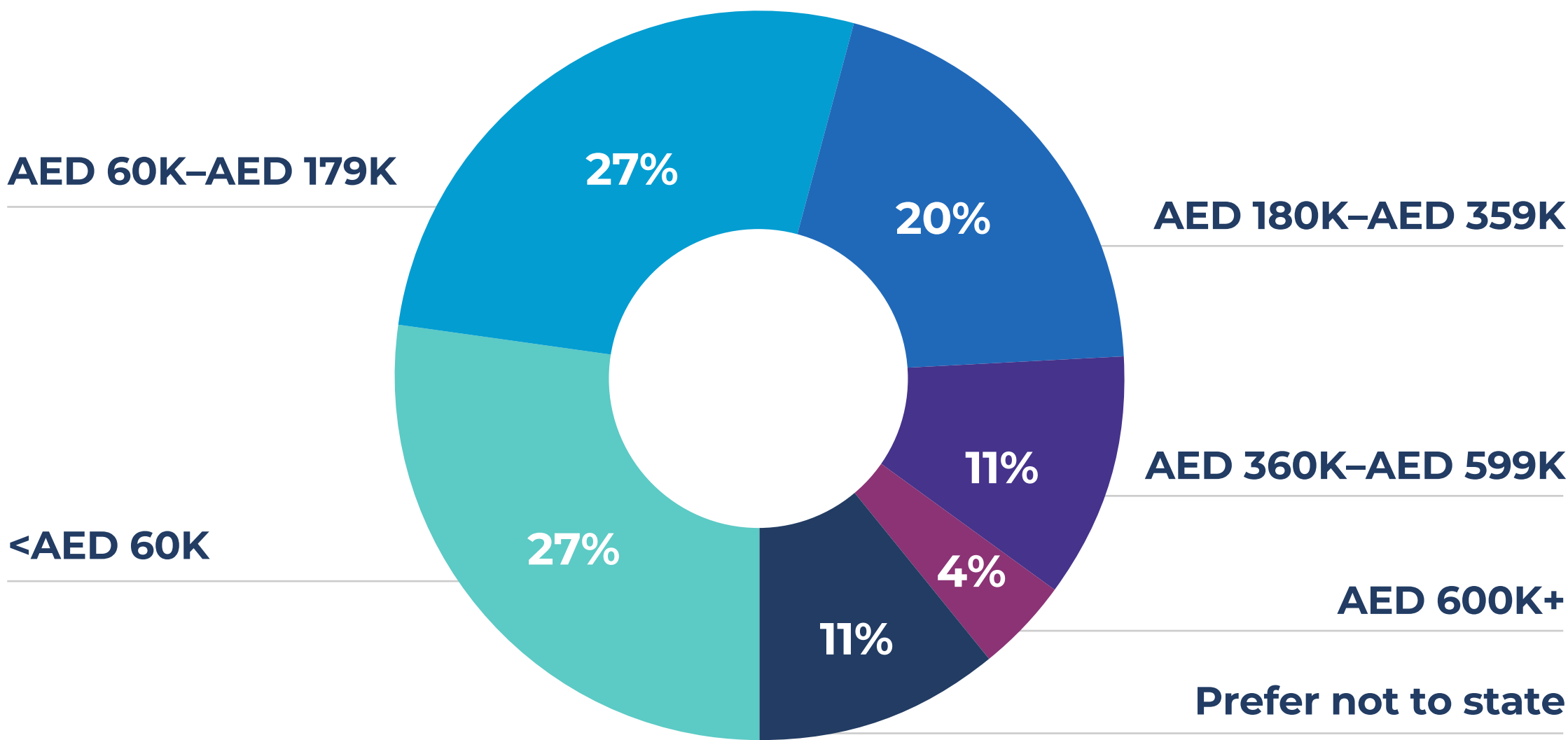
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Ukraine

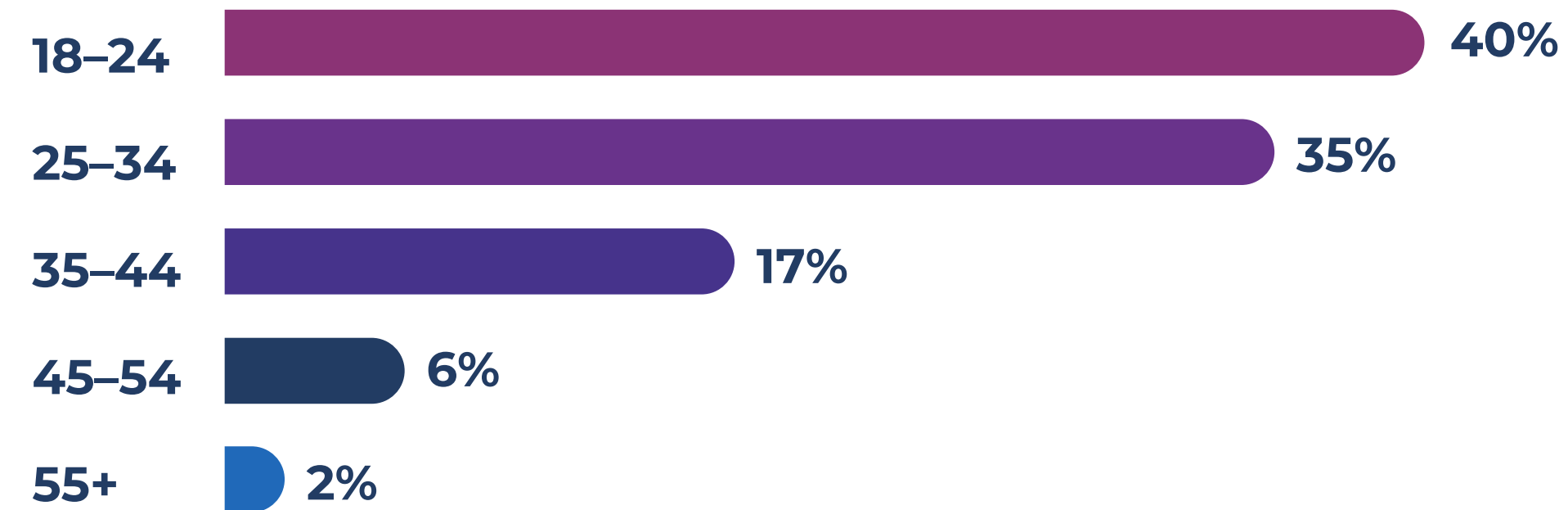
Total Extended Reach

908,481

Gender



Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.

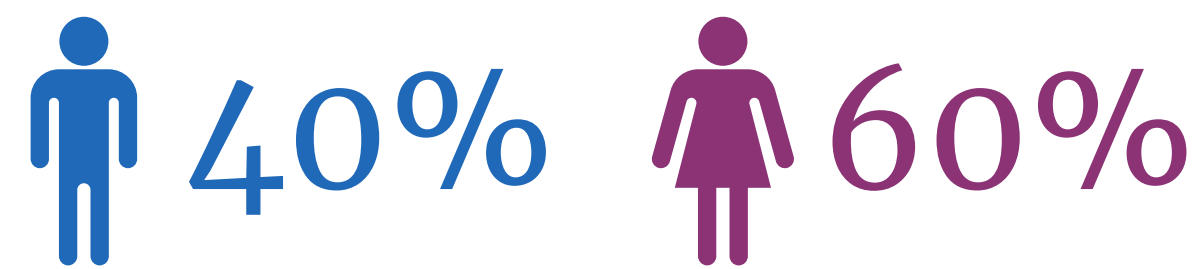


United Kingdom

Total Extended Reach

6,658,421

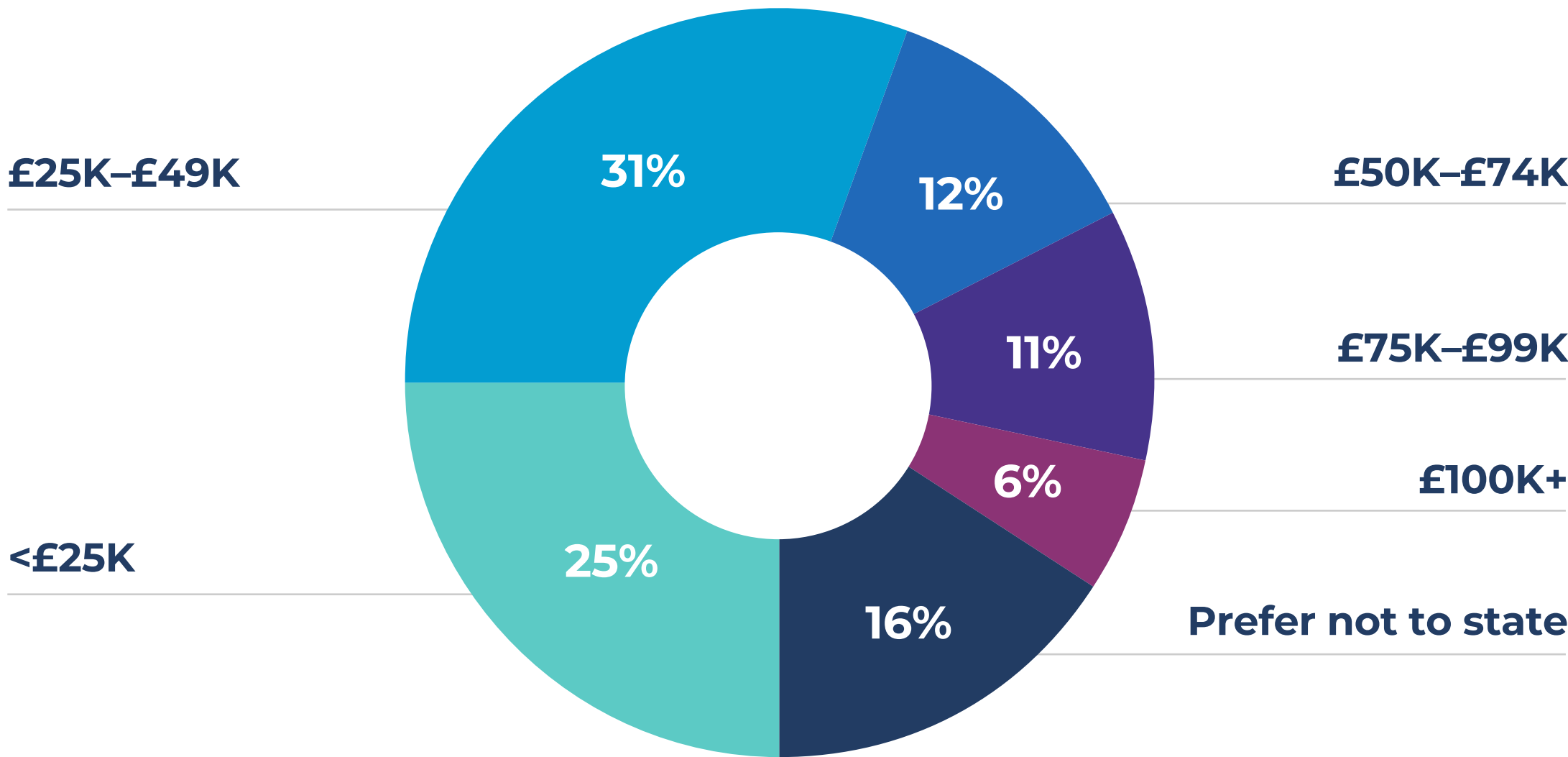
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



United States

Total Extended Reach

43,499,558

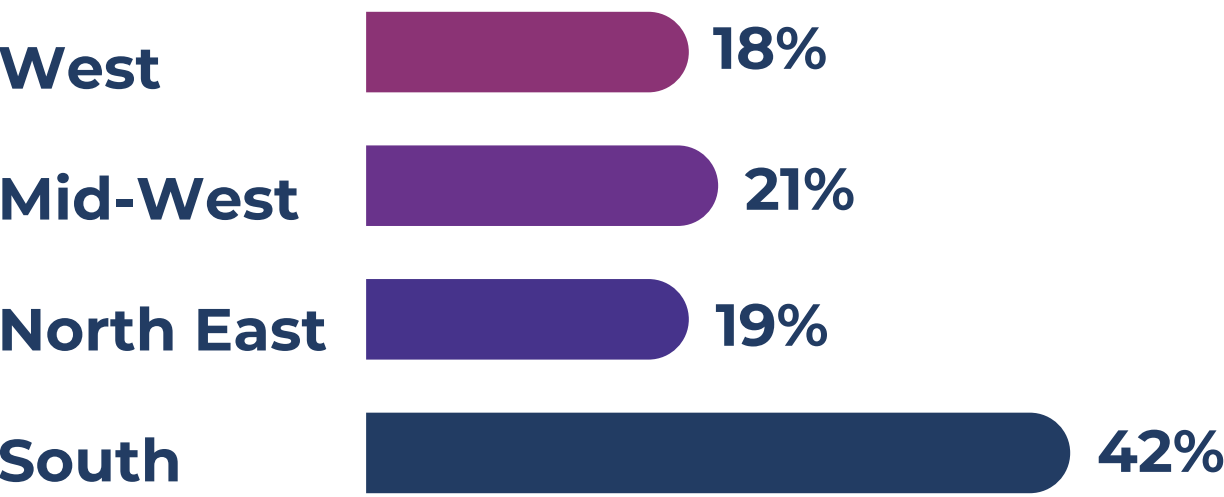
Gender



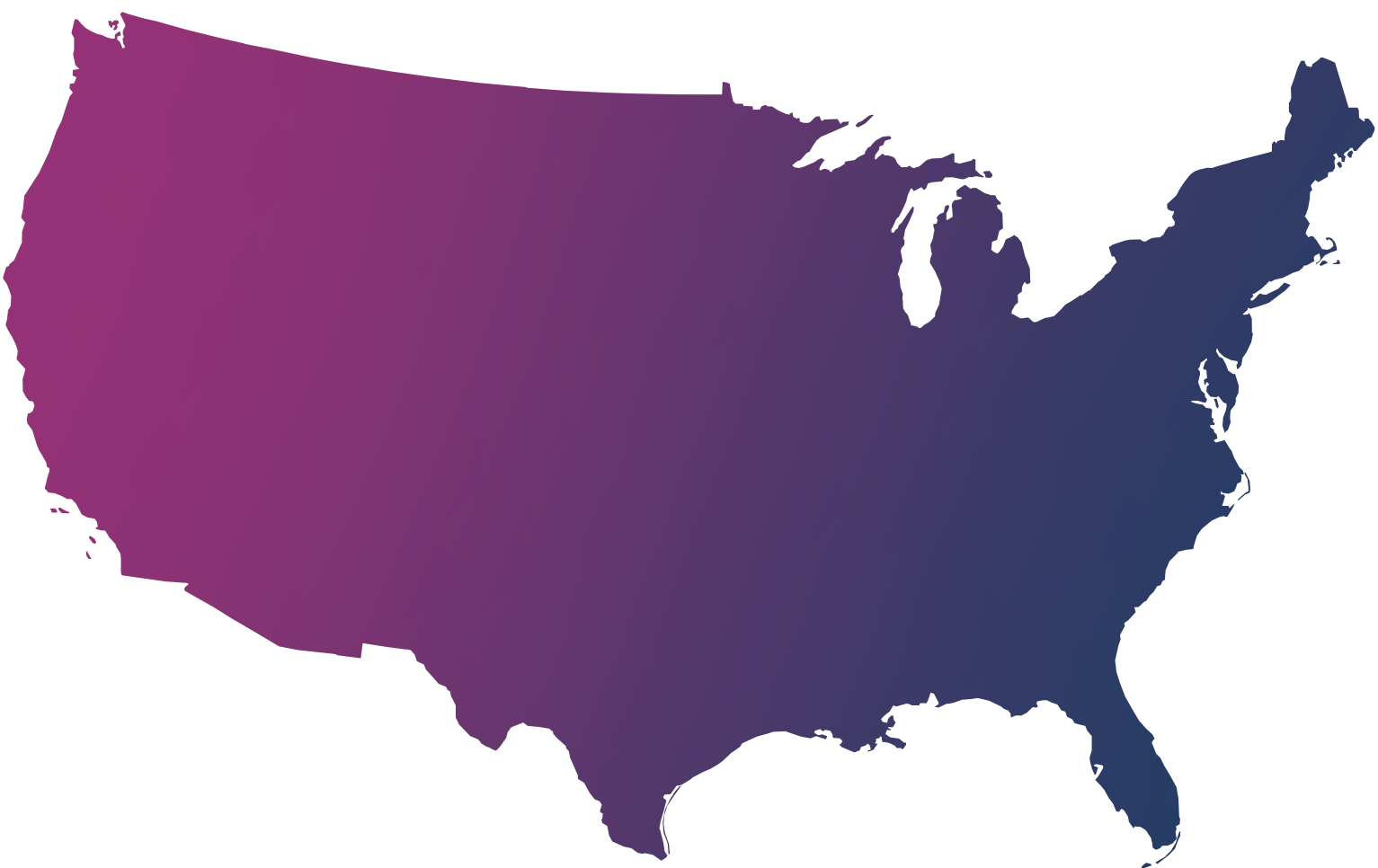
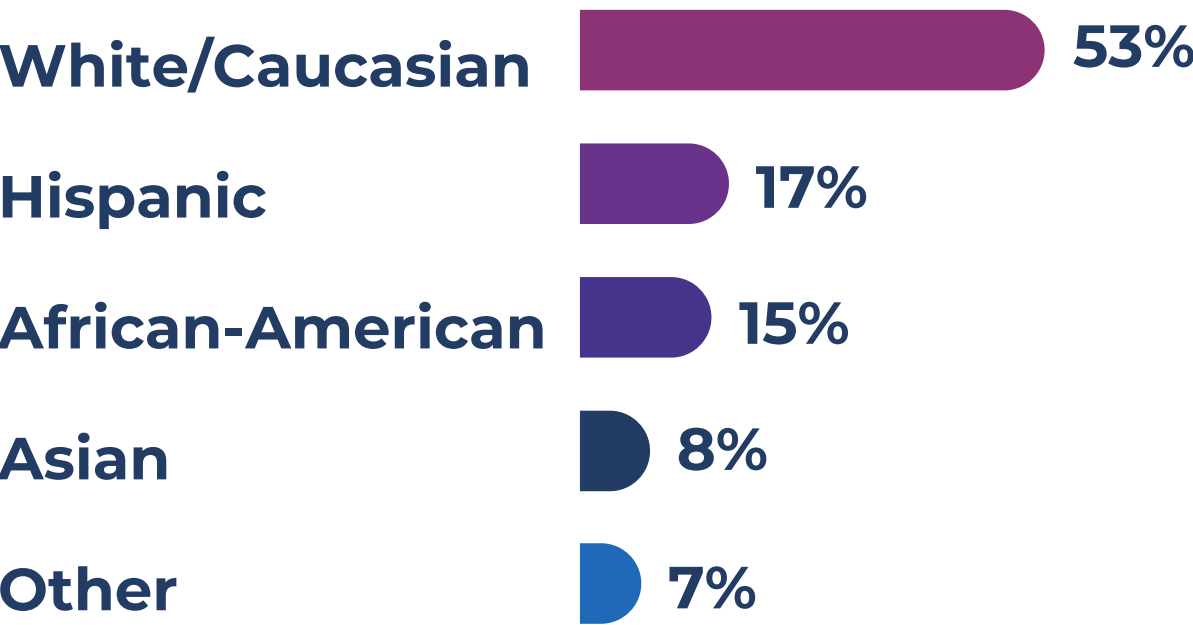
Age



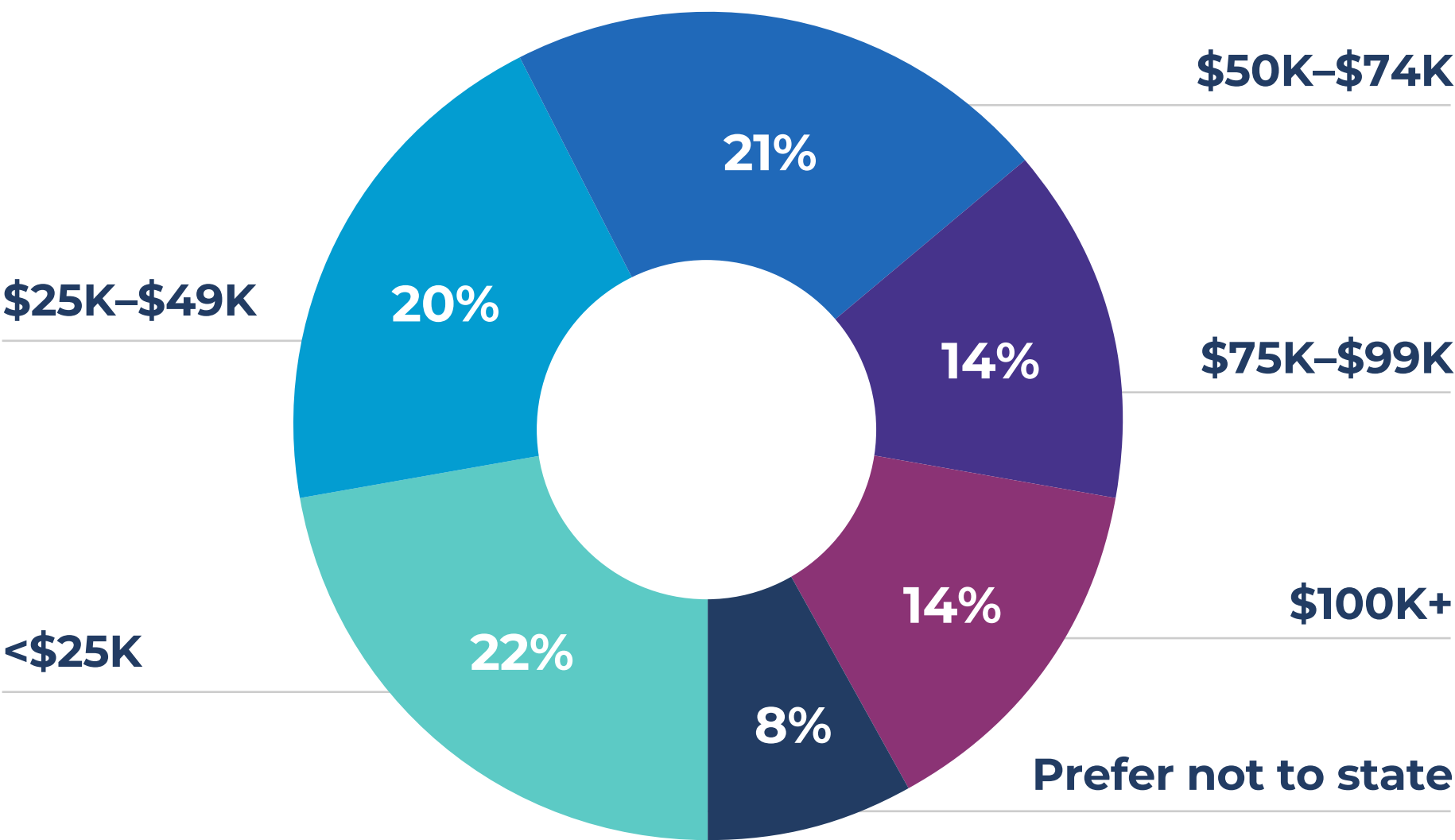
Region



Ethnicity



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Venezuela

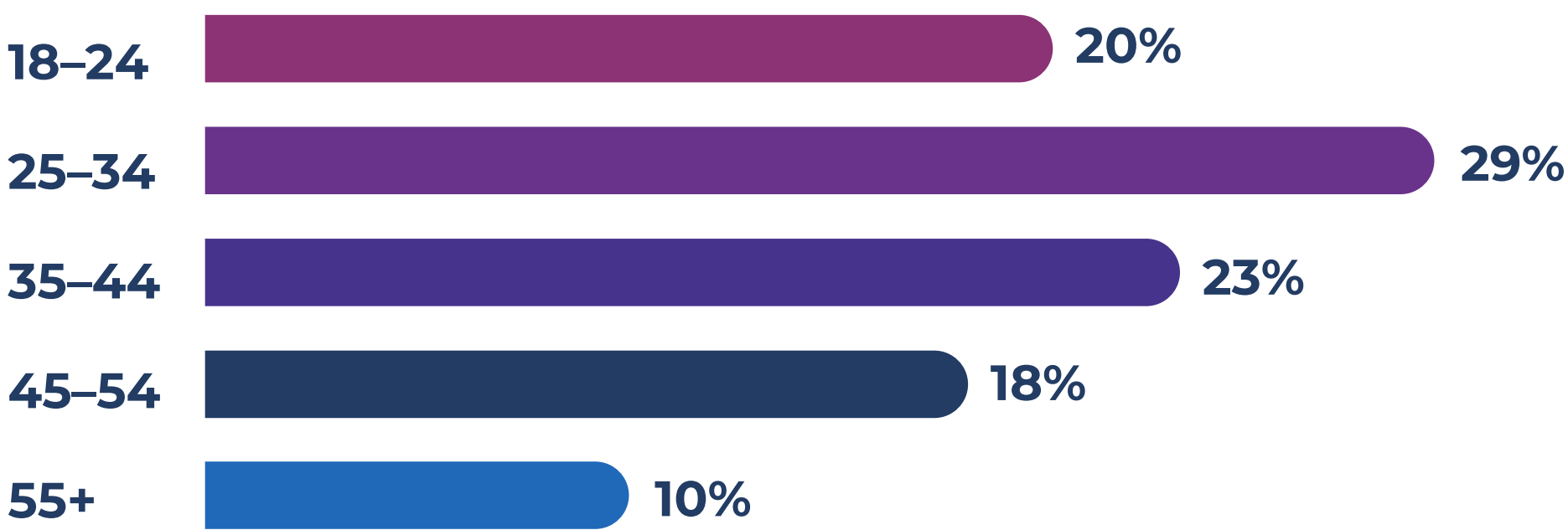
Total Extended Reach

32,434

Gender



Age



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Vietnam

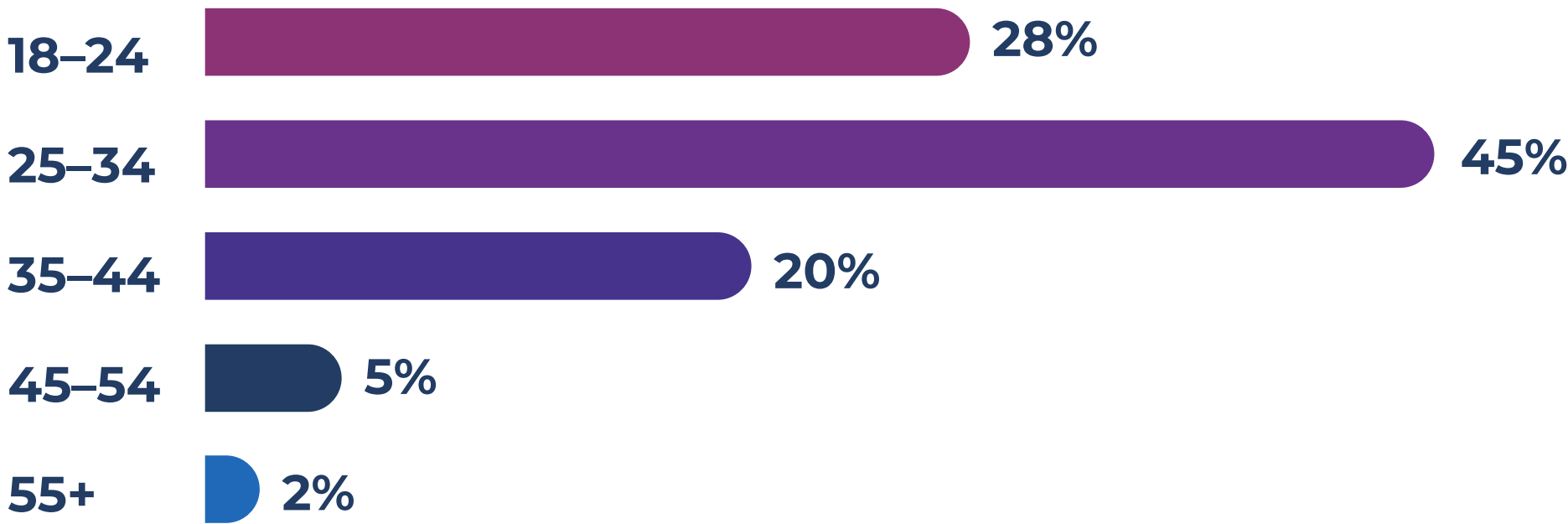
Total Extended Reach

2,071,582

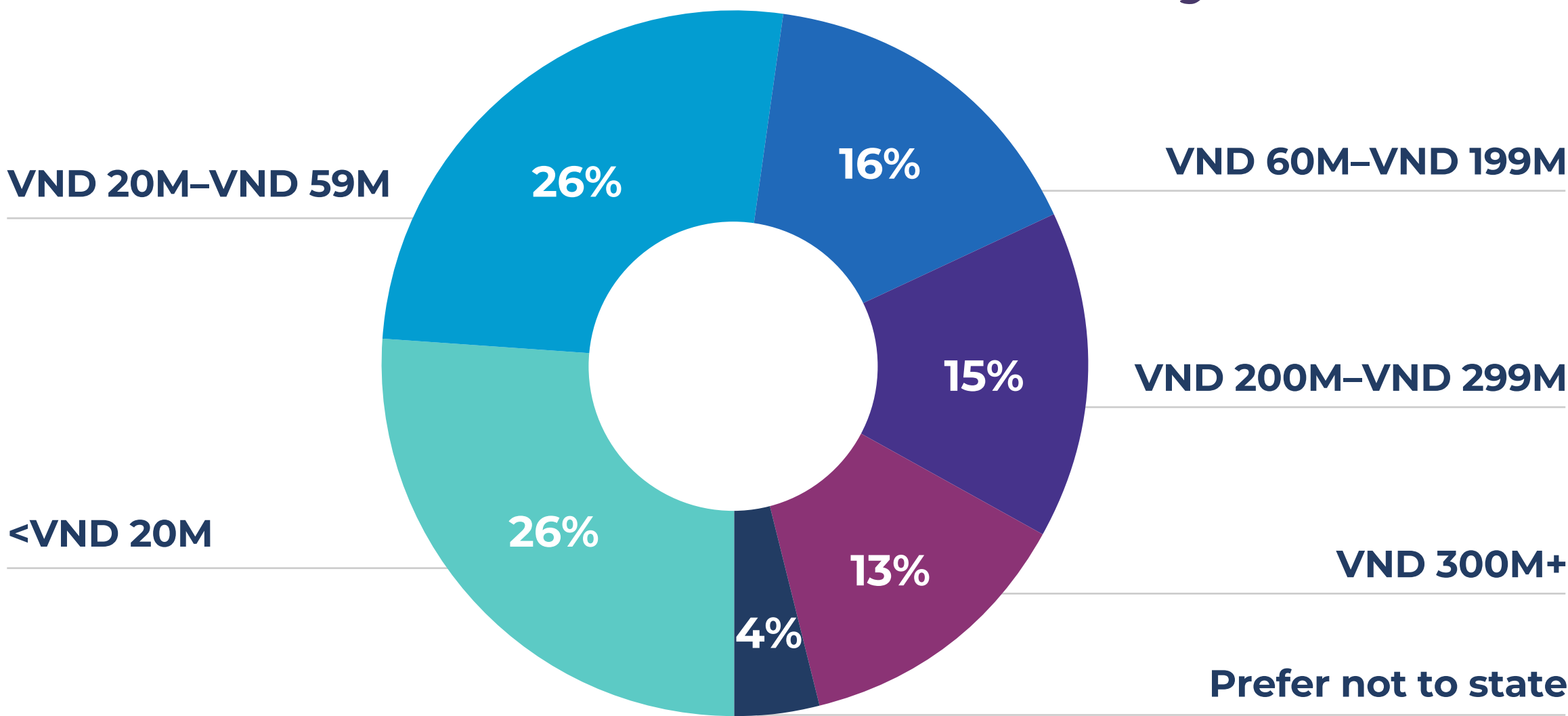
Gender



Age



Household Income



All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Zambia

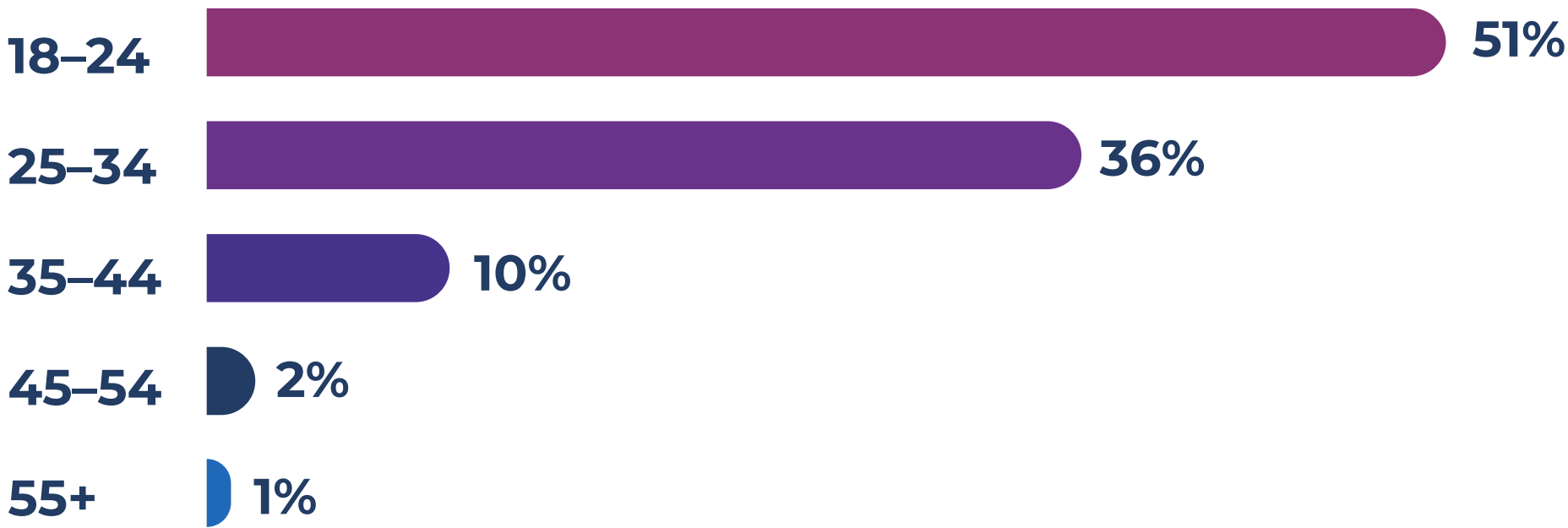
Total Extended Reach

34,100

Gender



Age

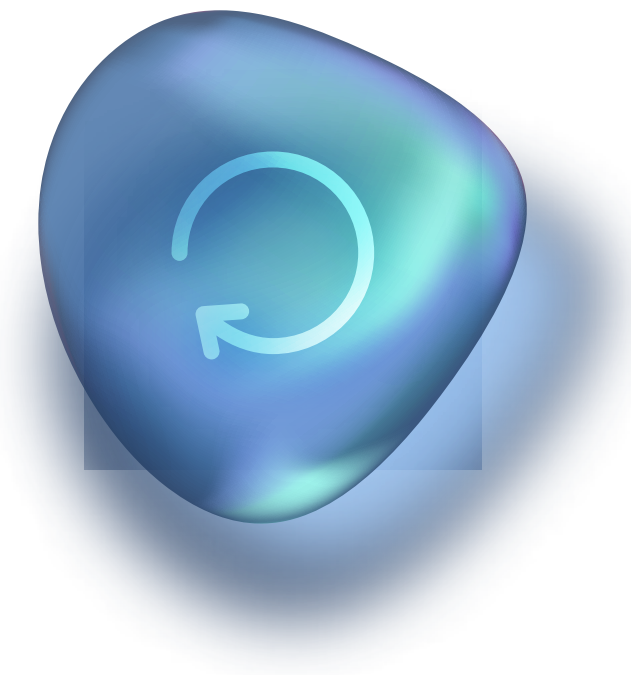


All numbers shown are estimates. Counts and percentages may change slightly due to continued panel recruitment.



Highest Quality Proprietary Panel





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