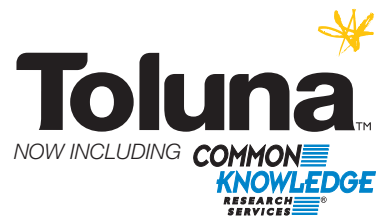


Get in touch ...with people



The Toluna difference: Engaged panelists for more reliable, representative sample

Common Knowledge is now part of the Toluna Group, delivering global sample of unrivalled reliability from over 2.5 million panelists in 30 countries across 5 continents. Our consumer and B2B panels have grown into online panel communities, where members enjoy many Web 2.0 features designed to enhance their online experience, such as discussion forums, opinion ratings, polls, and product reviews. This focus on community helps to produce the industry's highest response rates, as well as extremely deep and regularly updated profiling that leads to more reliable response data.

Over 1,700 target selects are available for consumers, B2B decision-makers, healthcare consumers, technology professionals, teens, mobile responders, and more, plus the only mobile survey solution to collect data by text, web, or voice. We also offer custom panel and community building and management.

You are invited to discover the Toluna difference at www.toluna-group.com.

- 2.5 million+ panelists in 30 countries across 5 continents
- 1,700+ target selects, 16 specialty panels
- Expert programming and software solutions
- Unique Web 2.0 panel community maximizes respondent engagement
- Custom panel and community building
- Panel Portal™, the Panel & community management solution

Expert Sampling, Programming, and Hosting

