REPDATA

PANEL BOOK · JUNE 2026

Rep Data's Global Audience Reach

The reach, depth, and quality of the respondents Rep Data delivers, backed by the #1 survey fraud defense in market research. Every number in this book is sourced directly from live fielding data, not a rate card.

60M+
Unique respondents reached annually

57
Countries with active supply

46K+
Survey projects fielded annually

01 · GEOGRAPHIC COVERAGE

57 countries. One quality standard.

Rep Data sources respondents across 57 countries through a managed, fraud-screened supply network. Volumes below reflect unique respondents reached per year.

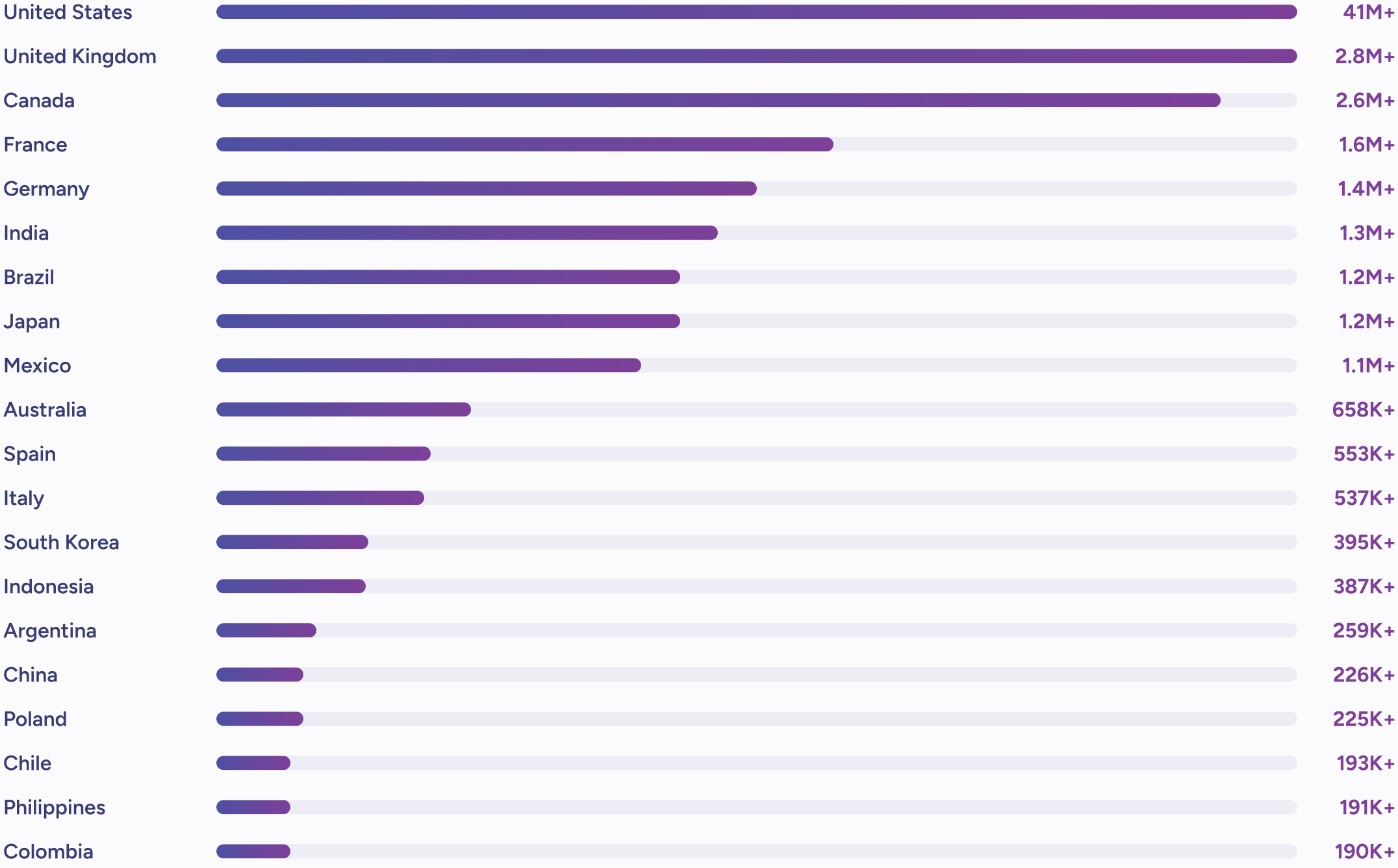
60M+ RESPONDENTS / YR

60M+ SESSIONS / YR

208+ ACTIVE BUYERS

57 COUNTRIES

TOP MARKETS BY ANNUAL RESPONDENT VOLUME



02 · TOP MARKETS

Top 20 markets

Per-market respondent counts (annualized) with gender and age composition, computed among profiled respondents in each market.

United States

US

ANNUAL RESPONDENTS

41M+



Male 44.3% | Female 55.7%

14–22	23–35	36–55	56+
8.4%	28.5%	39.6%	23.5%

United Kingdom

GB

ANNUAL RESPONDENTS

2.8M+



Male 48.6% | Female 51.4%

14–22	23–35	36–55	56+
9.5%	35.5%	38.7%	16.3%

Canada

CA

ANNUAL RESPONDENTS

2.6M+



Male 46.6% | Female 53.4%

14–22	23–35	36–55	56+
9.1%	30.8%	37.8%	22.4%

France

FR

ANNUAL RESPONDENTS

1.6M+



Male 46.9% | Female 53.1%

14–22	23–35	36–55	56+
11.7%	26.8%	39.1%	22.4%

Germany

DE

ANNUAL RESPONDENTS

1.4M+



Male 52.6% | Female 47.4%

14–22	23–35	36–55	56+
10.1%	31.4%	38.8%	19.7%

India

IN

ANNUAL RESPONDENTS

1.3M+



Male 55.5% | Female 44.5%

14–22	23–35	36–55	56+
22.0%	46.1%	28.1%	3.7%

02 · TOP MARKETS

Top 20 markets

Per-market respondent counts (annualized) with gender and age composition, computed among profiled respondents in each market.

Brazil

BR

ANNUAL RESPONDENTS

1.2M+

Male 41.2% | Female 58.8%



14–22	23–35	36–55	56+
13.2%	41.2%	37.5%	8.1%

Japan

JP

ANNUAL RESPONDENTS

1.2M+

Male 59.2% | Female 40.8%



14–22	23–35	36–55	56+
3.3%	14.8%	42.6%	39.2%

Mexico

MX

ANNUAL RESPONDENTS

1.1M+

Male 39.2% | Female 60.8%



14–22	23–35	36–55	56+
16.3%	47.0%	31.5%	5.2%

Australia

AU

ANNUAL RESPONDENTS

658K+

Male 46.7% | Female 53.3%



14–22	23–35	36–55	56+
9.1%	33.2%	37.0%	20.7%

Spain

ES

ANNUAL RESPONDENTS

553K+

Male 50.1% | Female 49.9%



14–22	23–35	36–55	56+
10.0%	26.7%	46.0%	17.3%

Italy

IT

ANNUAL RESPONDENTS

537K+

Male 50.5% | Female 49.5%



14–22	23–35	36–55	56+
6.9%	23.3%	45.2%	24.6%

02 · TOP MARKETS

Top 20 markets

Per-market respondent counts (annualized) with gender and age composition, computed among profiled respondents in each market.

South Korea

KR

ANNUAL RESPONDENTS

395K+

Male 52.0% | Female 48.0%



14–22	23–35	36–55	56+
8.4%	25.8%	43.7%	22.0%

Argentina

AR

ANNUAL RESPONDENTS

259K+

Male 48.7% | Female 51.3%



14–22	23–35	36–55	56+
12.6%	36.2%	43.0%	8.1%

China

CN

ANNUAL RESPONDENTS

226K+

Male 52.1% | Female 47.9%



14–22	23–35	36–55	56+
10.1%	45.1%	40.8%	4.1%

Poland

PL

ANNUAL RESPONDENTS

225K+

Male 50.6% | Female 49.4%



14–22	23–35	36–55	56+
10.3%	36.7%	41.9%	11.1%

Chile

CL

ANNUAL RESPONDENTS

193K+

Male 41.2% | Female 58.8%



14–22	23–35	36–55	56+
12.8%	35.9%	40.9%	10.4%

Philippines

PH

ANNUAL RESPONDENTS

191K+

Male 40.3% | Female 59.7%



14–22	23–35	36–55	56+
18.2%	49.0%	29.6%	3.3%

Confidential, for partner & client use

02 · TOP MARKETS

Top 20 markets

Per-market respondent counts (annualized) with gender and age composition, computed among profiled respondents in each market.

Colombia

CO

ANNUAL RESPONDENTS

190K+



Male 47.3% | Female 52.7%

14–22	23–35	36–55	56+
17.1%	35.9%	37.3%	9.6%

Saudi Arabia

SA

ANNUAL RESPONDENTS

180K+



Male 47.6% | Female 52.4%

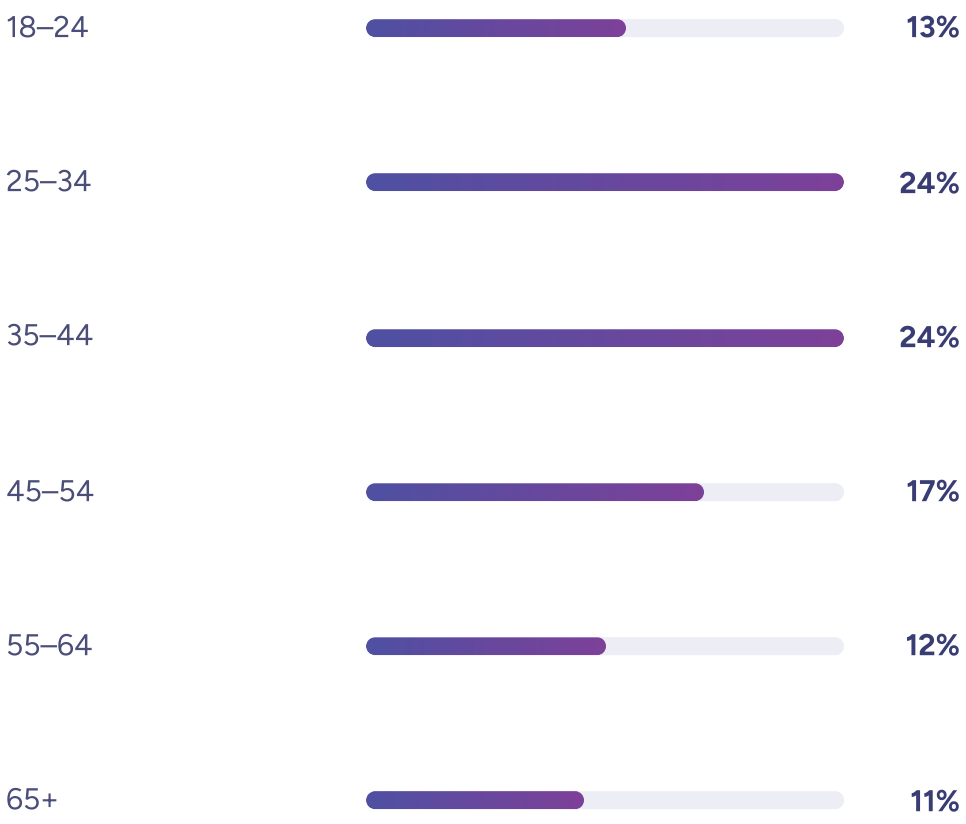
14–22	23–35	36–55	56+
10.2%	54.0%	34.5%	1.3%

03 · WHO THEY ARE

Balanced, census-shaped respondents.

Demographics reflect the most recent profiling on record for each respondent. Distributions are actual, observed shares across the trailing fielding window: representative, gender-balanced, and skewed mobile-first.

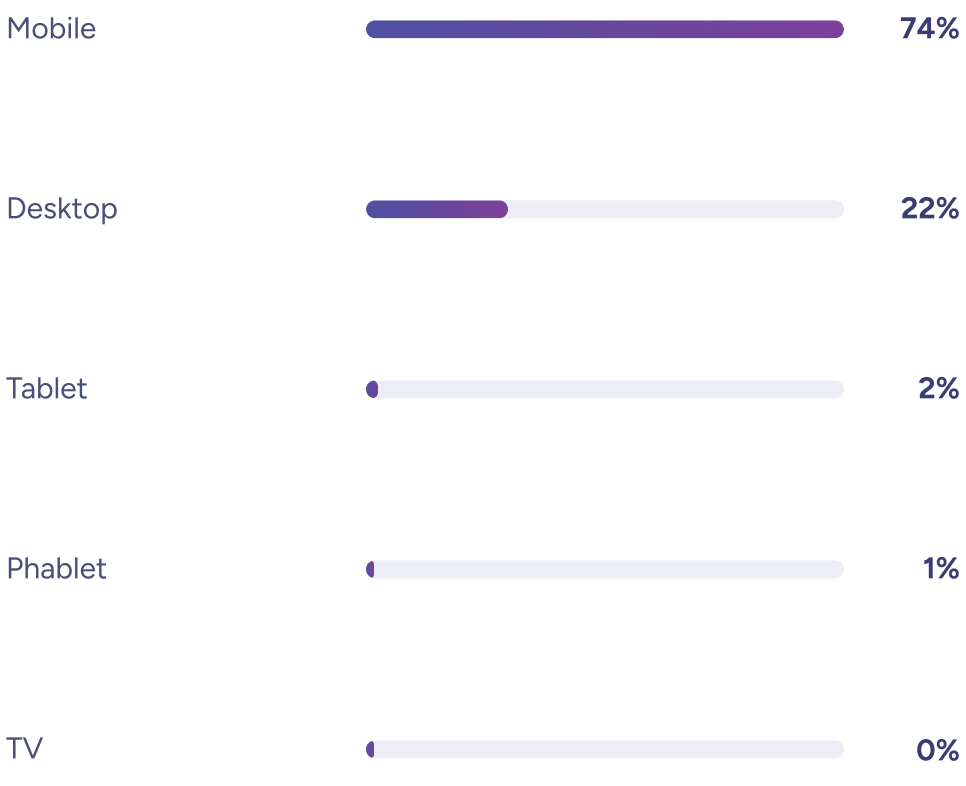
AGE



GENDER



DEVICE



EMPLOYMENT STATUS



04 · UNITED STATES PROFILE

Depth in the U.S. market.

With 41M+ unique U.S. respondents reached per year, Rep Data offers granular targeting across income, region, ethnicity, and education for the most-demanded market in research.

HOUSEHOLD INCOME

Under $25K	22%
$25K–$50K	19%
$50K–$75K	17%
$75K–$100K	13%
$100K–$150K	15%
$150K+	14%

U.S. CENSUS REGION

South	42%
Midwest	21%
West	19%
Northeast	18%

ETHNICITY

White	70%
Black or African American	21%
Some other race	5%
American Indian or Alaska Native	2%
Asian – Asian Indian	1%
Asian – Chinese	1%

EDUCATION

Bachelor's degree	29%
High school graduate	25%
Some college, no degree	14%
Master's or professional degree	14%
Associate's degree	11%
Some high school or less	8%

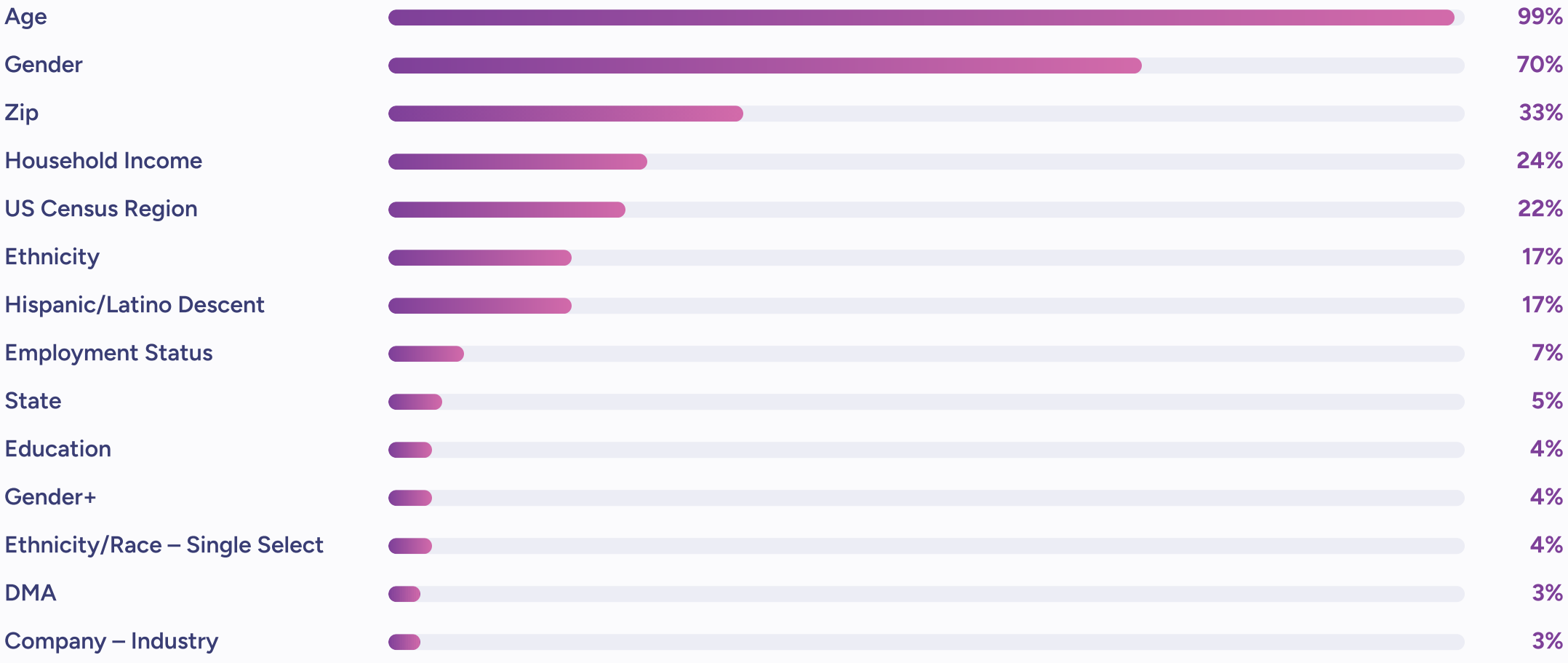
05 · HOW PRECISELY YOU CAN TARGET

276+ targeting attributes.

Beyond the basics, Rep Data respondents carry 276 standardized qualification categories, from household composition and employment to category purchase behavior and B2B firmographics. Reach below is the share of respondents profiled on each attribute.

276+	60M+	57
TARGETING ATTRIBUTES	PROFILED RESPONDENTS / YR	COUNTRIES

MOST-TARGETED ATTRIBUTES · PANEL REACH



06 · WHY IT'S TRUSTED

Every respondent, fraud-screened.

Rep Data is built on Research Defender, the #1 survey fraud defense in market research. Every session is screened in real time before it ever reaches your study, so the reach numbers in this book are real people, not bots.

Real-time fraud defense

130+ signals score every respondent for bots, duplicates, VPNs, and fraud at entry, before they ever touch your study.

Second shield

Predictive ML models score every supplier and source on expected reconciliation, auto-pausing supply before bad data reaches your dataset.

Hyperactivity detection

Flags respondents taking abnormally high volumes of surveys across the ecosystem, screening out professional takers and duplicate sessions.

No-fly list

Confirmed fraudsters and repeat offenders are permanently barred at entry, across every study and every supplier, industry-wide.

Managed supply

A curated network of vetted supply partners, continuously monitored and blocked at the source when quality slips.

Profiled & verified

Respondents carry persistent demographic profiles, enabling precise targeting and consistent quality across 57 countries.

In-survey data cleaning

AI-powered quality assurance inside the survey itself, in real time or post-field, scoring every interview across five checks: open-end quality, coherence, timing, grid patterning, and behavioral analytics, consolidated into a single transparent quality score.

METHODOLOGY

Figures derive from Rep Data's live fielding warehouse over the trailing 150-day window (2026-01-30 → 2026-06-29). Volume metrics labeled "annually" / "per year" are annualized to a full 365-day year (×2.43) from the 150-day observed window; demographic percentages are actual observed shares and are not scaled. Respondent counts are de-duplicated by unique respondent ID within the window. U.S. household-income figures are limited to USD-denominated responses and grouped into a standard income ladder.