



PANEL BOOK

OCTOBER 2026

2026 | RESEARCH CAPABILITIES

Global Research & Audience Access

Political polling specialization. Broad research capabilities. Human-led insights enhanced by responsible AI.

57

COUNTRIES

300+

TARGETING ATTRIBUTES

2026

PANEL BOOK

THE RIGHT PEOPLE. ASKED THE RIGHT WAY. IN TIME TO MATTER.

polipollresearch.com

Company-reported capabilities; see data attribution notes inside.

01 / GLOBAL REACH

57 countries. One research standard.

Global access and audience targeting for political, consumer, healthcare, and B2B research.

57

COUNTRIES

300+

TARGETING ATTRIBUTES

B2B + B2C

AUDIENCE TYPES

COUNTRY COVERAGE

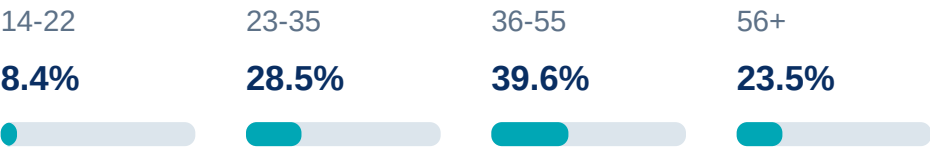
United States	01	Spain	11
United Kingdom	02	Italy	12
Canada	03	South Korea	13
France	04	Argentina	14
Germany	05	China	15
India	06	Poland	16
Brazil	07	Chile	17
Japan	08	Philippines	18
Mexico	09	Colombia	19
Australia	10	Saudi Arabia	20

Country profiles | markets 1-6

Gender and age composition among profiled respondents in each market.

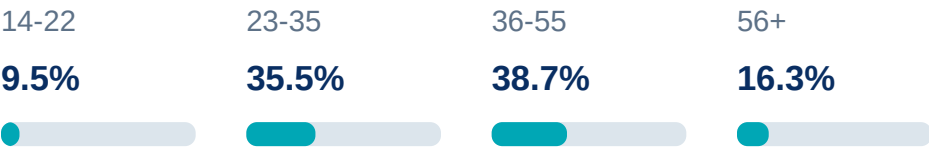
United States

GENDER COMPOSITION



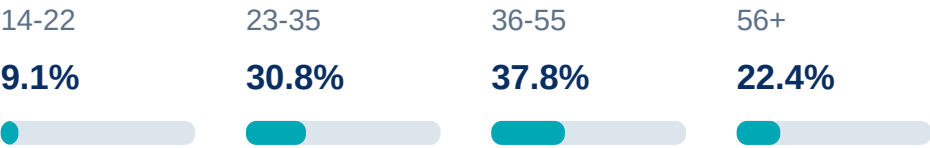
United Kingdom

GENDER COMPOSITION



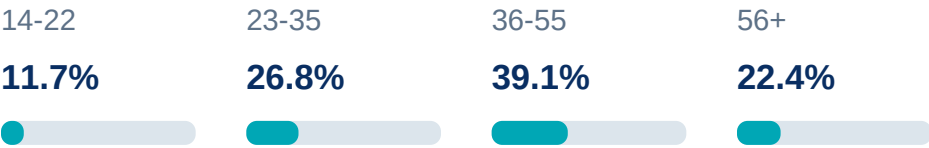
Canada

GENDER COMPOSITION



France

GENDER COMPOSITION



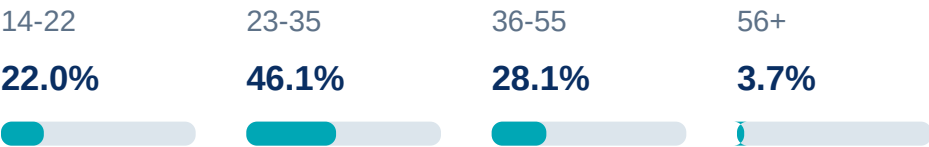
Germany

GENDER COMPOSITION



India

GENDER COMPOSITION



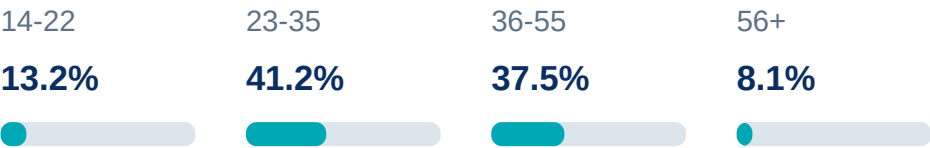
02 / COUNTRY PROFILES

Country profiles | markets 7-12

Gender and age composition among profiled respondents in each market.

Brazil

GENDER COMPOSITION



Japan

GENDER COMPOSITION



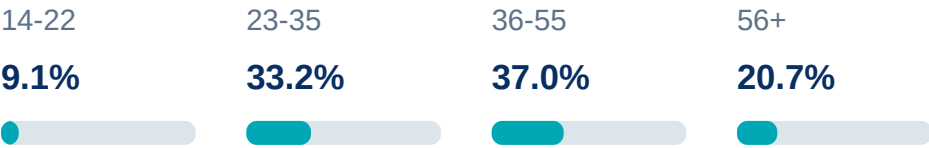
Mexico

GENDER COMPOSITION



Australia

GENDER COMPOSITION



Spain

GENDER COMPOSITION



Italy

GENDER COMPOSITION



02 / COUNTRY PROFILES

Country profiles | markets 13-18

Gender and age composition among profiled respondents in each market.

South Korea

GENDER COMPOSITION



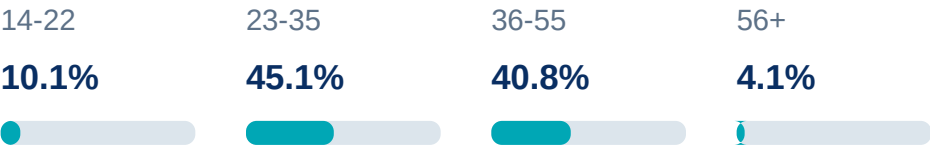
Argentina

GENDER COMPOSITION



China

GENDER COMPOSITION



Poland

GENDER COMPOSITION



Chile

GENDER COMPOSITION



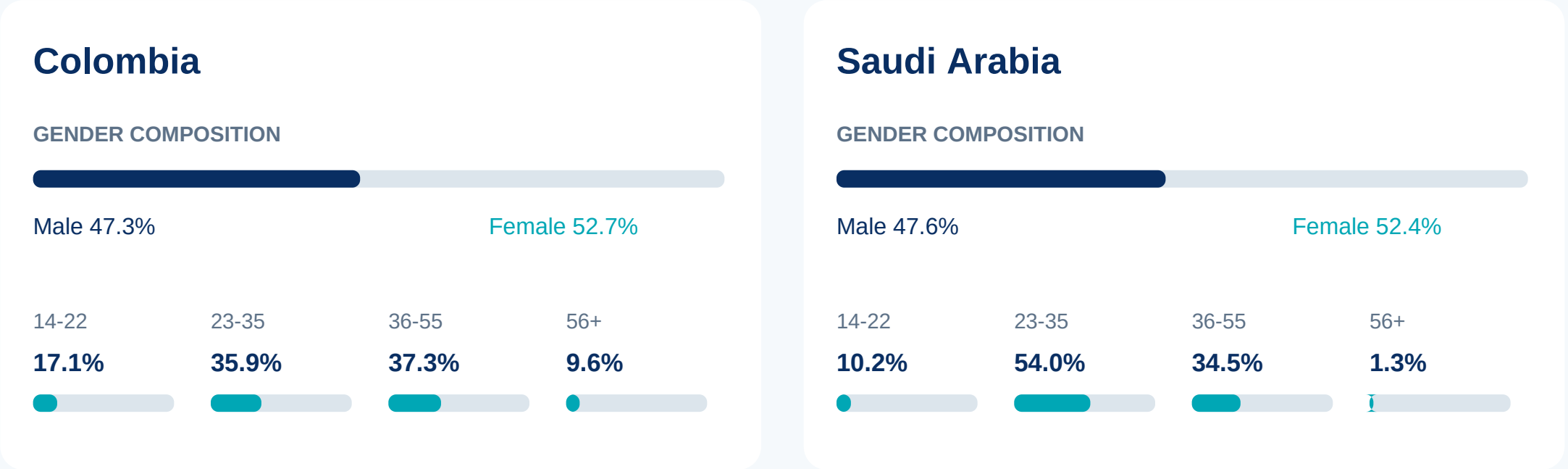
Philippines

GENDER COMPOSITION



Country profiles | markets 19-20

Gender and age composition among profiled respondents in each market.

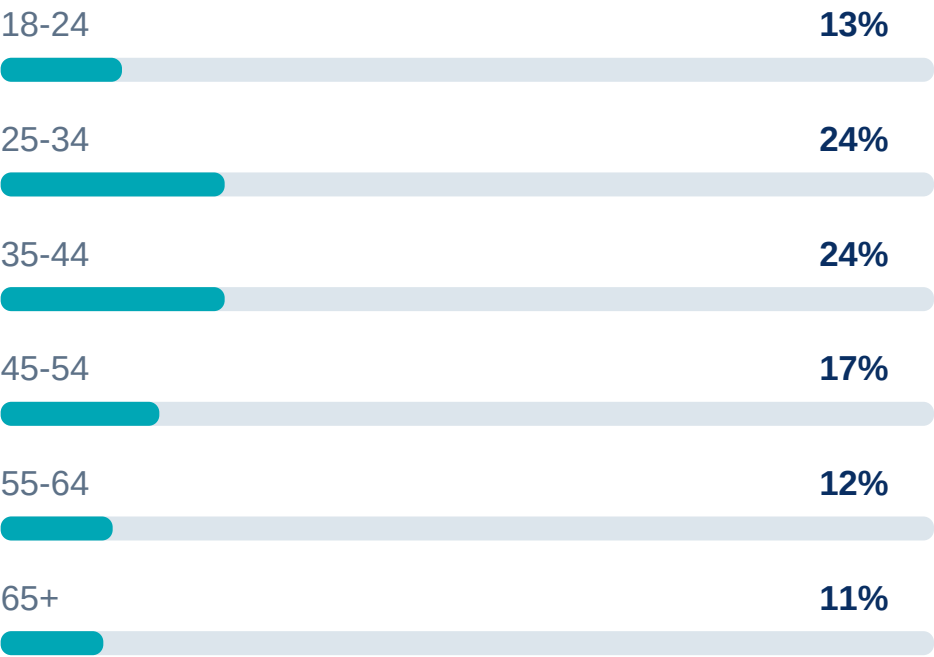


03 / RESPONDENT PROFILE

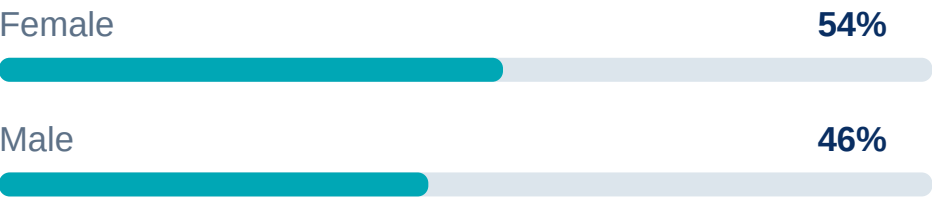
Audience composition at a glance

Respondent profile distributions across available sampling supply.

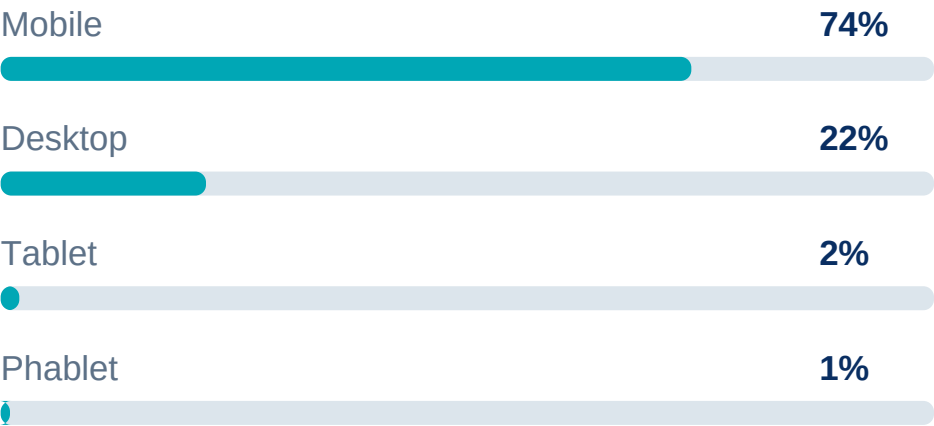
AGE



GENDER



DEVICE

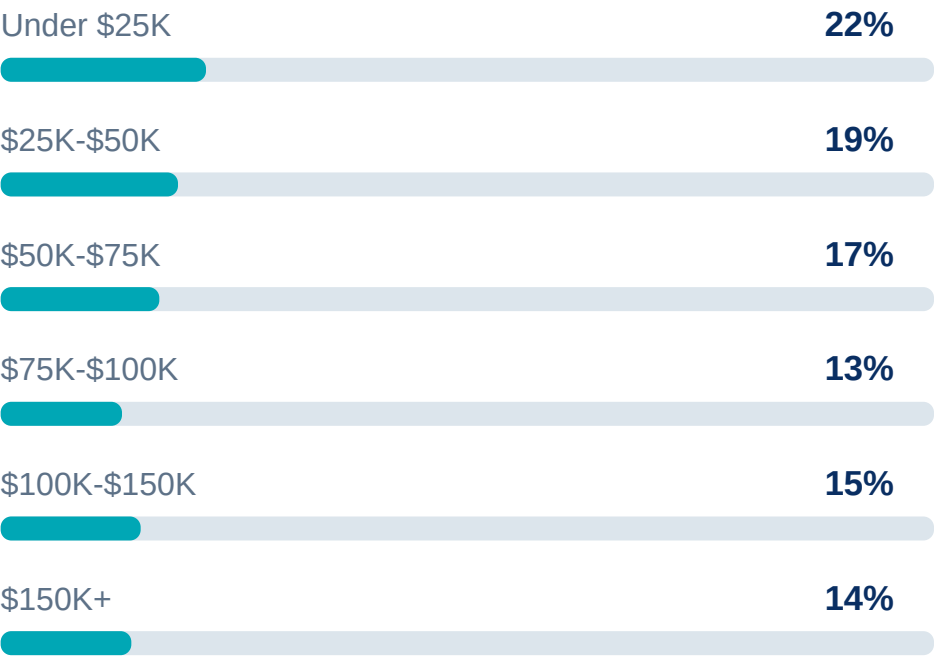


04 / UNITED STATES PROFILE

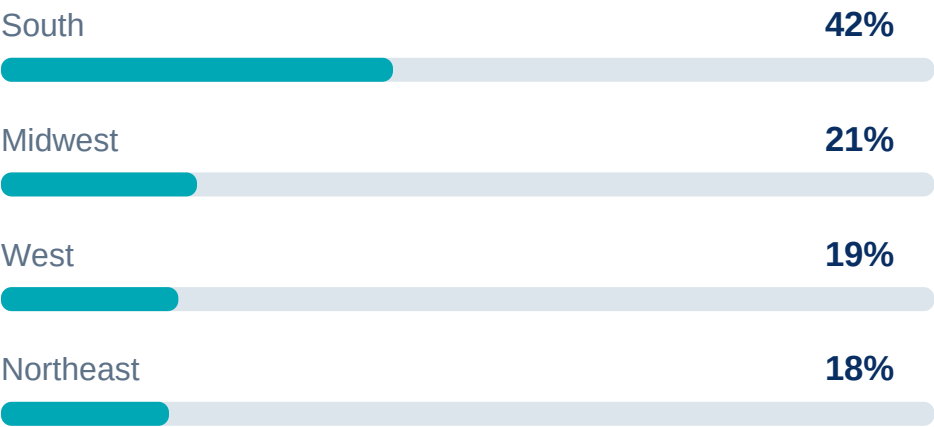
Depth in the U.S. market.

Available profiling dimensions; actual samples and quotas vary by project.

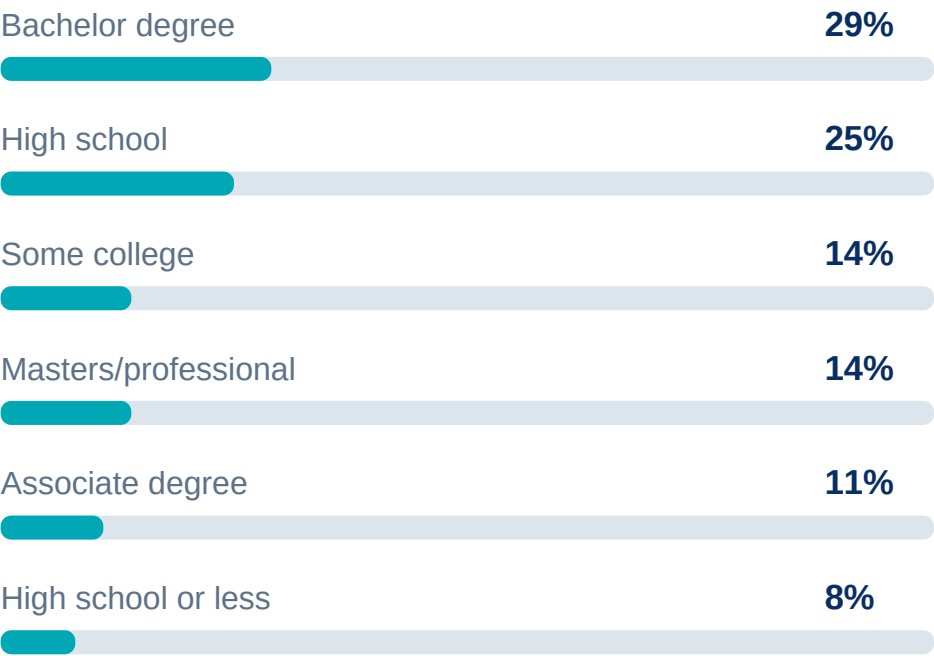
HOUSEHOLD INCOME



U.S. REGION



EDUCATION



05 / TARGETING DEPTH

300+ targeting attributes.

Flexible audience qualification across consumer, professional, geographic, and behavioral categories.

300+

COMPANY-REPORTED ATTRIBUTES

57

COMPANY-REPORTED COUNTRIES

Demographic

Age, gender, household composition

Geographic

Country, region, state, ZIP / postal code

Socioeconomic

Income, education, employment

Consumer behavior

Category usage, purchasing, brand affinity

Professional

Industry, role, seniority, company size

Healthcare

Patient and healthcare professional screens

Political research

Public opinion and policy research

Technology and media

Devices, gaming, platforms, media usage

06 / DATA QUALITY

Quality by design.

Transparent methodology, rigorous screening, and researcher oversight across the project lifecycle.

Research-first methodology

Study-specific recruitment plans, quotas, screening, and research objectives.

Fraud and duplicate prevention

Appropriate respondent checks, duplicate controls, and response-integrity review.

Managed supply

Partner oversight, feasibility review, and source-level performance monitoring.

Human + AI quality review

AI-assisted workflows where useful, with human oversight of final decisions.

METHODOLOGY AND COVERAGE

Global coverage spans 57 countries with 300+ targeting attributes available through our sampling network. Country-level demographics reflect supplier fielding profiles; availability and feasibility vary by project.