The Rewards Nation

PANEL BOOK

2026

Quality you can measure. Respondents you can trust.

Panel Quality & Trust Framework for Reliable Research Outcomes.

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Quality Controls Overview

TRN Panel Book provides a transparent view of how The Rewards Nation (TRN) builds and maintains a reliable respondent panel. It covers our recruitment approach, profiling depth, engagement practices, and quality controls so research teams can evaluate panel strength and confidence for real study conditions.

A strong panel is built on repeatable operations and clear governance. TRN maintains defined sourcing channels, controlled onboarding, and ongoing profile updates to keep respondent data current and usable for targeting. During fieldwork, we apply quality checks aligned to study design, monitor response patterns, and flag irregular activity to protect data integrity. Where applicable, we use consistency and attention checks, deduplication controls, and review rules to reduce noise and improve reliability.

Our objective is simple: deliver clean data that support accurate analysis and confident decisions. This document is designed to help you understand how TRN manages panel quality across recruitment, validation, and delivery, including feasibility support and fieldwork execution standards.

Panel Operations and Quality

TRN

Company Overview

The Rewards Nation is a market research company focused on reliable respondent data and consistent delivery.
Our approach combines structured research practices with defined panel operations and quality controls across recruitment, profiling, and fieldwork.

Vision

To set a higher standard for respondent trust and panel quality in online research. We aim to build a panel environment where sourcing is controlled, identities are protected, and respondent profiles remain accurate and current. By improving consistency, transparency, and measurable quality controls, we help research teams deliver findings that stakeholders can rely on across studies, markets, and timelines.

Mission

To deliver dependable sample and decision-grade research through disciplined panel operations and quality governance. We maintain structured recruitment, profiling depth, and validation checkpoints throughout the respondent lifecycle. During fieldwork, we monitor performance and apply quality checks aligned to protect data integrity. The outcome is reliable outputs that support accurate analysis and confident business decisions.

Operational Assurance

We combine quality governance, transparent process control, and disciplined field operations so studies stay aligned, predictable, and stakeholder-ready from feasibility through final delivery.

Quality Governance

Defined checkpoints across respondent entry, profiling, and live fieldwork help protect integrity and improve consistency across studies.

Process Control

Clear feasibility inputs, documented assumptions, and alignment on targeting and quotas before launch so expectations stay accurate.

Fieldwork Discipline

Active monitoring, fast issue resolution, and timeline control to keep delivery stable even when incidence or quotas shift.

Accountable Partnership

Hands-on coordination, responsive communication, and ownership across the full engagement, not only during fieldwork.

Panel Reach

We support multi-market research with distributed respondent access and consistent profiling standards. Our panel operations are designed for both single-market deep dives and cross-market programs, with quality governance maintained across recruitment, profiling, and live fieldwork.

Panel Footprint

10M+
Active Respondent Base

32+
Markets Covered

90%
Client Retention Rate

1100+
Profiling Attributes

13K+
Studies Supported Annually

85%
Verified Profile Coverage

Community Strength

Verified Respondent Base

Controlled onboarding and verification steps help protect authenticity and reduce duplication risk.

Engagement and Incentives

Fair reward practices and a positive respondent experience support consistent participation and quality.

Profiling Depth

Rich profiles support accurate targeting across demographics, behaviors, and category attributes.

Fieldwork Quality Controls

Study checks and pattern monitoring help reduce risk and maintain consistent data standards.

Data Quality Standards

How We Deliver Quality

Integrity

Quality controls applied across onboarding, profiling, and live fieldwork to keep responses consistent

Verification

Multi-layer checks to reduce duplication, irregular patterns, and low-confidence records.

Control

Defined release criteria so only research-ready datasets move forward to analysis and reporting.

Quality Controls

- Security and Authentication: Controlled onboarding with verification steps and access controls to protect respondent authenticity.
- Behavioral Validation: Pattern and consistency monitoring during live fieldwork to identify and filter low-quality response behavior.
- Quality Review: Automated screening & human review for flagged cases, with final datasets released after confirmation checks.

Profiling Attributes

Automotive

- Car Type / Color
- Years Owned
- Years Driving
- Ownership/Lease
- New/Used Vehicle
- Vehicle Purchase Amount
- GPS Navigation
- Auto Insurance Provider
- Hybrid Ownership & Usage
- Automotive Usage Habits
- Service/Repair Location
- Total Vehicles owned

Beauty

- Cosmetic/Plastic Surgery
- Fragrance Products Used
- Hair Care Products Used
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products Used
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used

Travel

- Business Trips per Year
- Car Rentals Used
- Cities Visited
- Countries Visited
- Cruising
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken

Mobile Usage

- Daily Hours Spent
- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Activities
- Mobile Phone Number
- Mobile Phone Provider
- Types of Mobile Research
- Number of Household Mobile Phones

The Rewards Nation

Entertainment

- Cable TV
- DVD Ownership
- Magazine Categories
- Movie Interests
- Movies Purchased From TV
- No. of Hrs of TV per Week
- No. of Magazines Subscribed
- Online TV Viewing
- TV Show Categories
- No. of DVDs Purchased per Year
- No. of Movies at Theater per Year

Technology

- Computer Ownership
- Electronic Ownership
- Email Usage
- Internet Usage
- Online Shopping Habits
- Printer Ownership
- Social Media Usage
- Software Usage
- Tablet Usage
- Webcam Ownership
- Internet Connection Type at Home

Profiling

- Acculturation Level
- Citizenship
- Country of Birth
- Immigration Generation
- In-Community Environment
- Language Usage in Home
- Language Usage out of Home
- Primary Language
- Secondary Language
- Social Media Usage
- Years Lived in the US
- Media Consumption in Home (Internet, TV, Print)

B2B

- Industry
- Job Role/Title
- Income
- Years at Company
- Number of Employees
- Business Travel
- Budget Oversight
- Organisational Revenue
- IT-Related Decision-Making
- Office Location Type
- Private/Public/Nonprofit
- Computer Usage
- Business-Related Decision-Making

Money & Finance

- Banking Institutions Used
- Credit Cards Used
- Investable Assets
- Years at Present Location
- Type & Ownership of Residency

FMCG

- Brands
- Frequency & Channel
- Retail Outlets
- Online
- Pack Size Preference

Health

- Alcohol Consumption
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Cancer (All types)
- Chronic Pain
- Diabetes (Types I & II)
- Dietary Habits
- Exercise Habits
- Glasses/Contacts Usage
- High Blood Pressure
- High Cholesterol
- Infertility
- Medication Usage
- Migraines
- Obesity
- Physical Activities
- Smoking Habits
- Strokes
- Urinary Incontinence
- Varicose Veins
- Vision Impairment
- Weight Loss Surgery
- Thyroid Disorders
- Urinary Tract Infections
- Vision Impairment
- Women's Health Issues (e.g., menopause, menstrual cycle, pregnancy, etc.)

Lifestyle

- Appliances in Home
- Musical Interests
- News Consumption
- Pet Ownership
- Political Interests
- Reading Habits
- Survey Participation Method

Parenting

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style
- Fertility
- Shopping Preferences

Gaming

- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

Shopping

- Household Products
- Product Ownership
- Type Of Product
- Purchase Decision-Making
- Shopping Budget
- Shopping Expenses

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AMER

Panel Book

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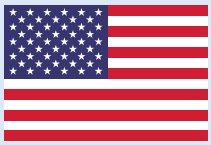
USA



2,190,681

General Population :	347,275,807
Internet Penetration :	93.1%
Survey Language :	English
Currency :	USD

Gender

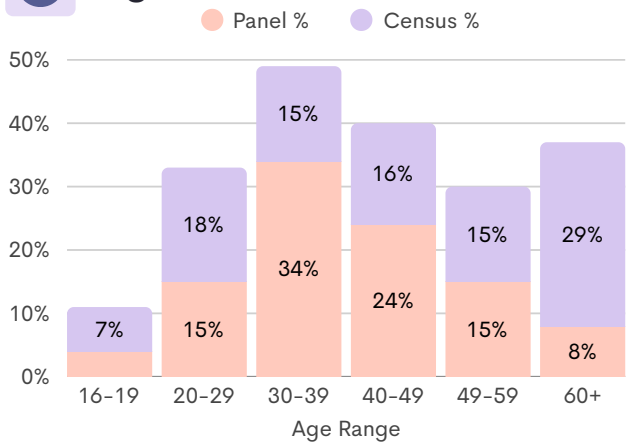
33% Panel

49% Census

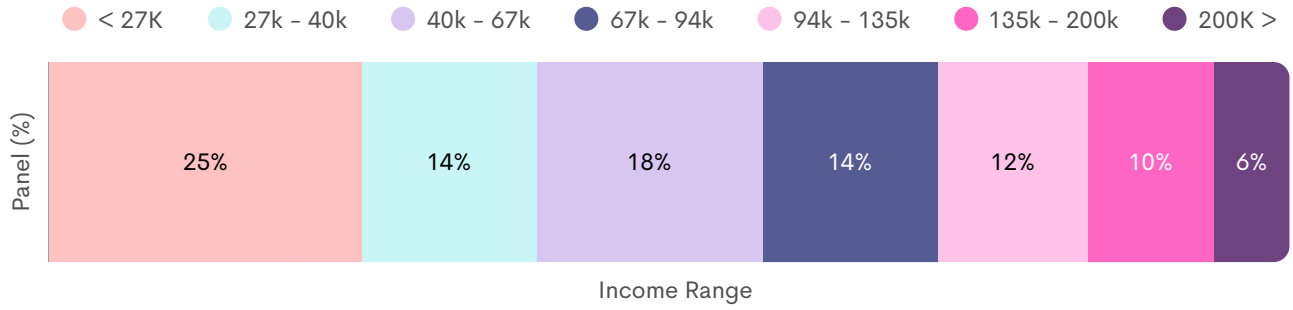
67% Panel

51% Census

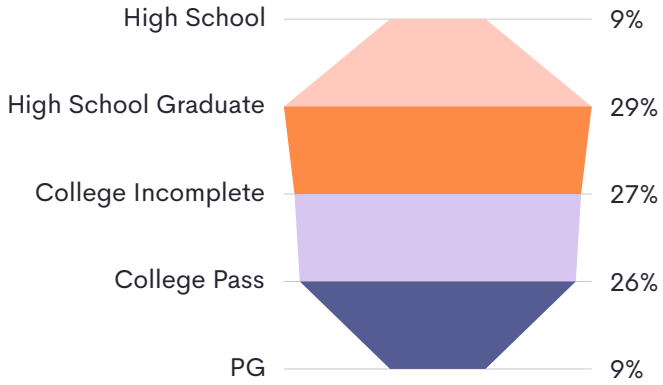
Age



Annual Household Income



Education



CANADA

189,970

General Population :	40,528,396
Internet Penetration :	96%
Survey Language :	English, French
Currency :	Canadian Dollar (CAD)

Gender

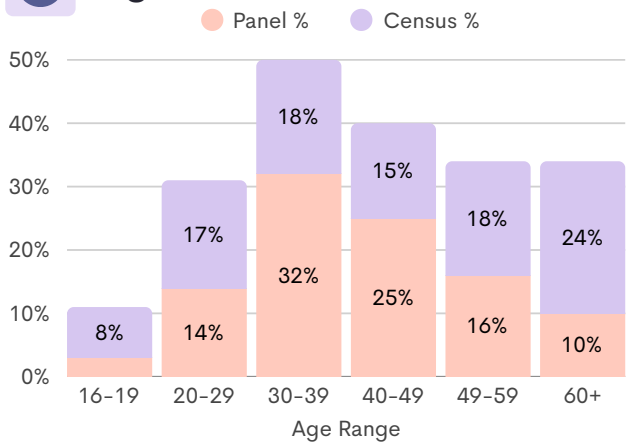
46% Panel

49% Census

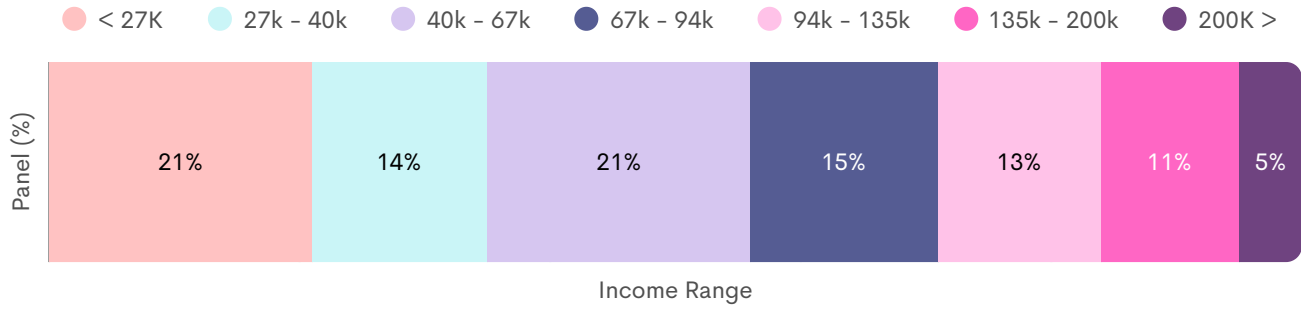
54% Panel

51% Census

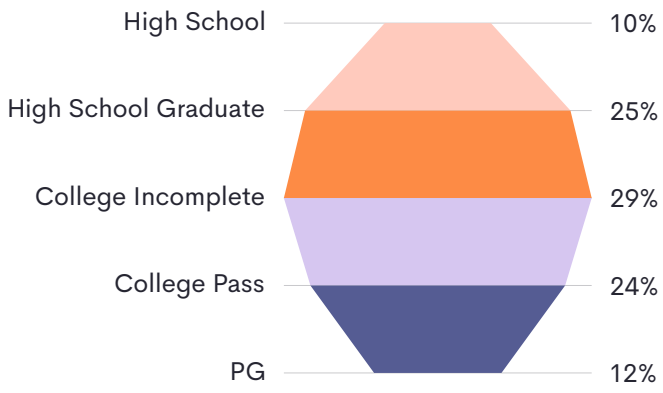
Age



Annual Household Income



Education



MEXICO

325,154

General Population :	129,690,000
Internet Penetration :	84%
Survey Language :	Spanish
Currency :	MXN

Gender

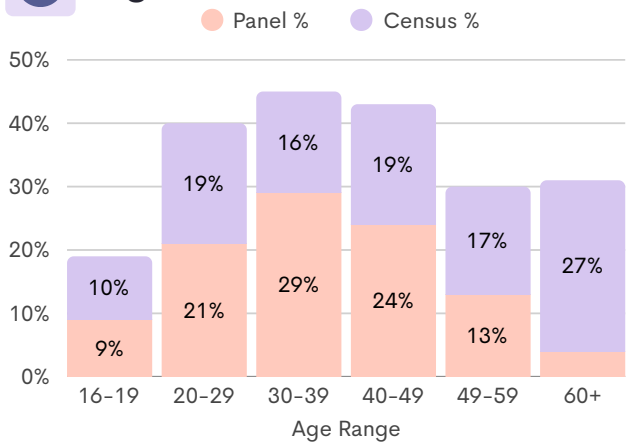
46% Panel

48% Census

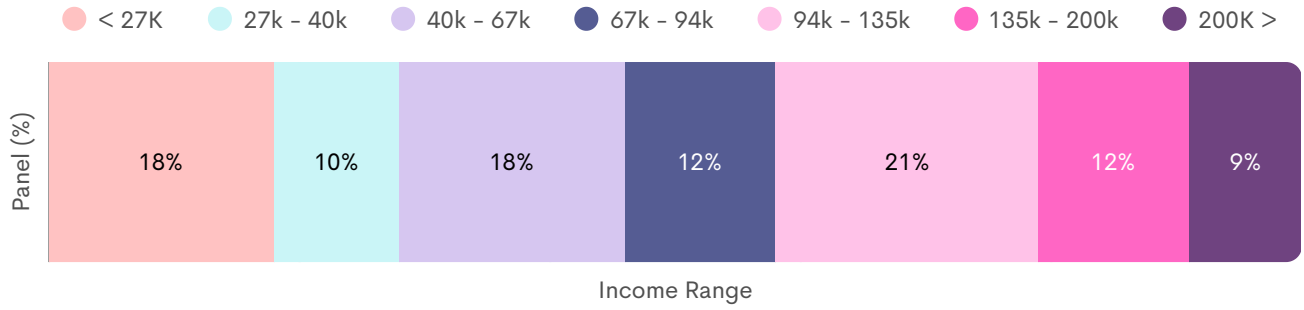
54% Panel

52% Census

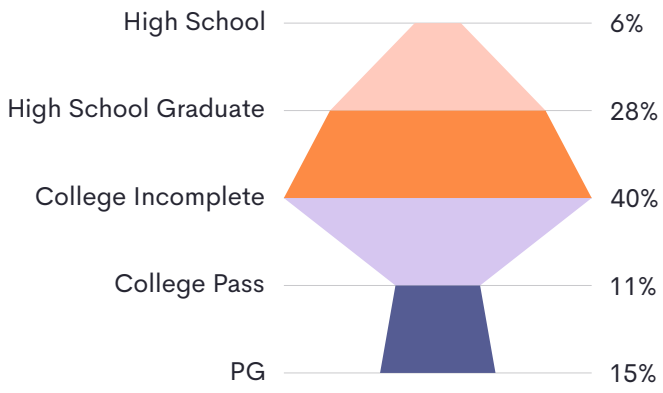
Age



Annual Household Income



Education



BRAZIL

653,404

General Population :	204,170,000
Internet Penetration :	89%
Survey Language :	English, French
Currency :	USD

Gender

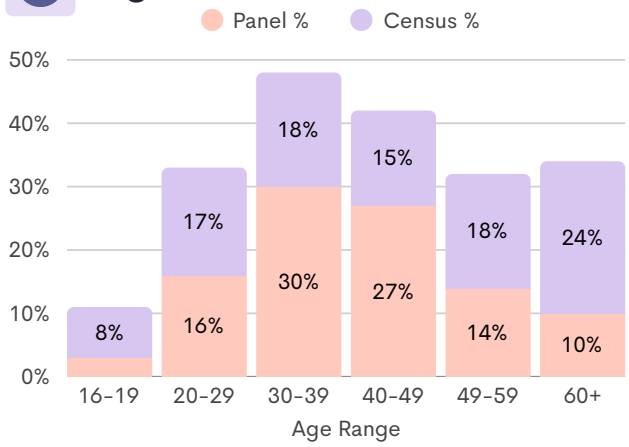
46% Panel

49% Census

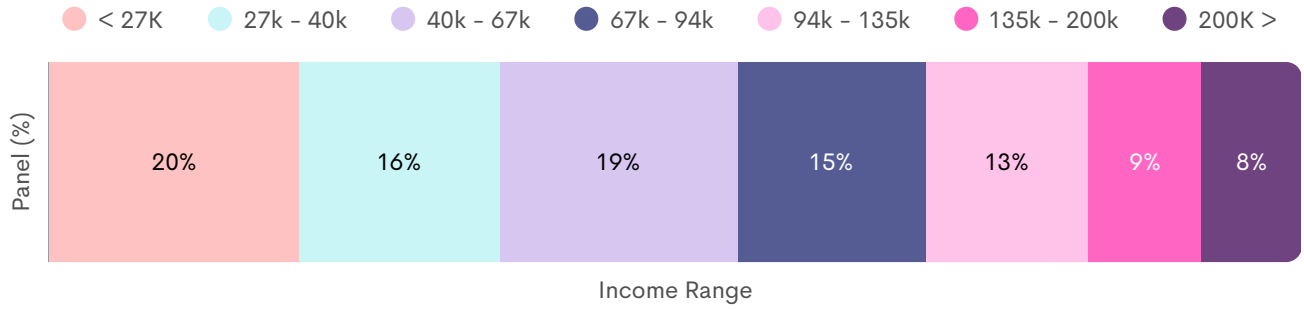
54% Panel

51% Census

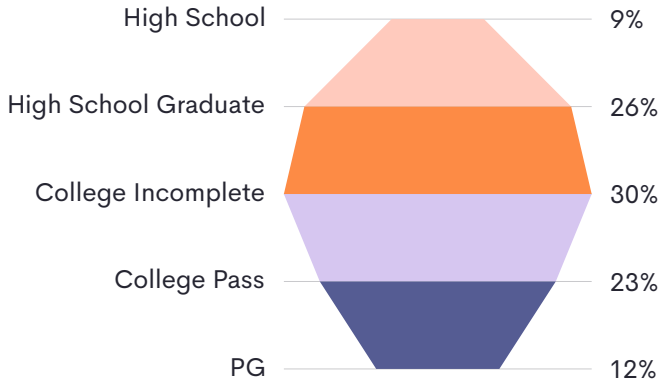
Age



Annual Household Income



Education



ARGENTINA

184,666

General Population :	42,528,396
Internet Penetration :	90%
Survey Language :	English, Spanish
Currency :	USD

Gender

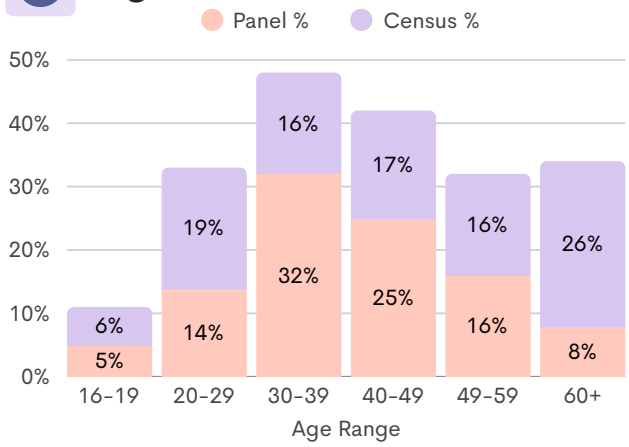
46% Panel

49% Census

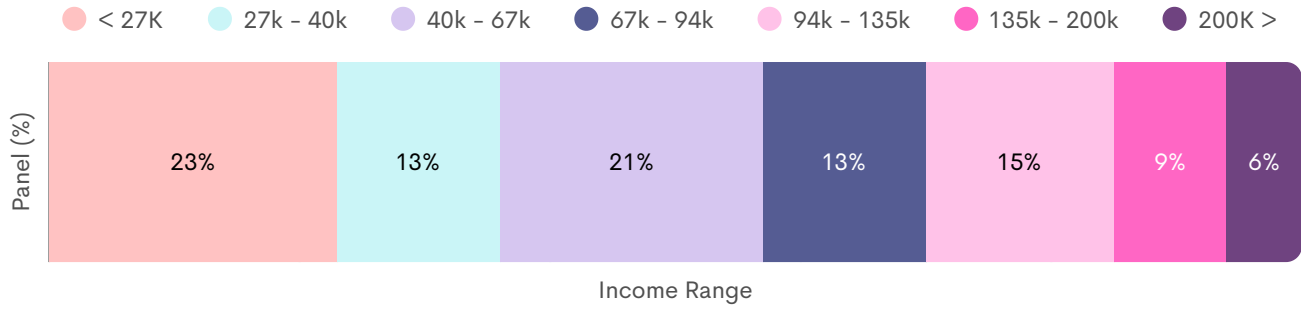
54% Panel

51% Census

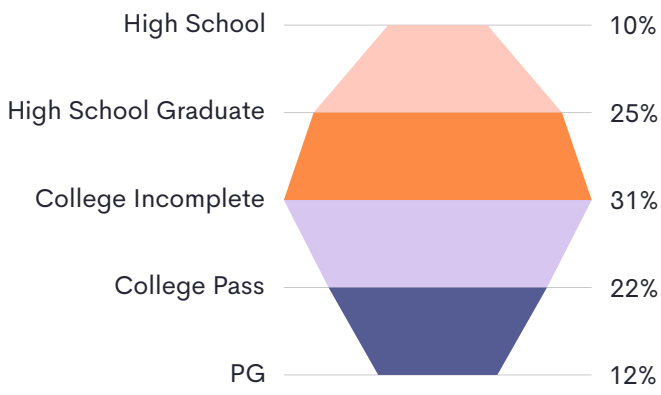
Age



Annual Household Income



Education



CHILE

130,548

General Population :	19,930,000
Internet Penetration :	88%
Survey Language :	English, Spanish
Currency :	USD

Gender

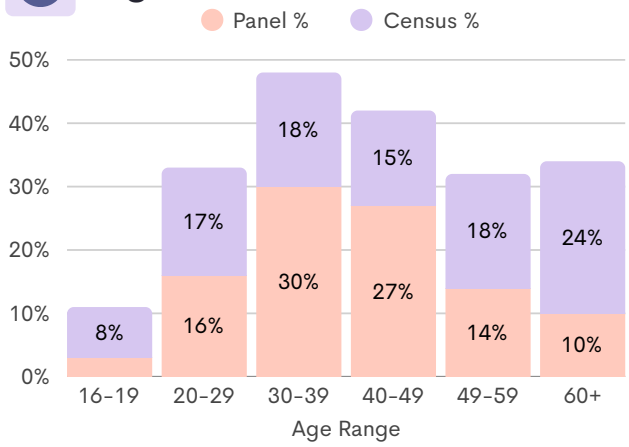
47% Panel

48% Census

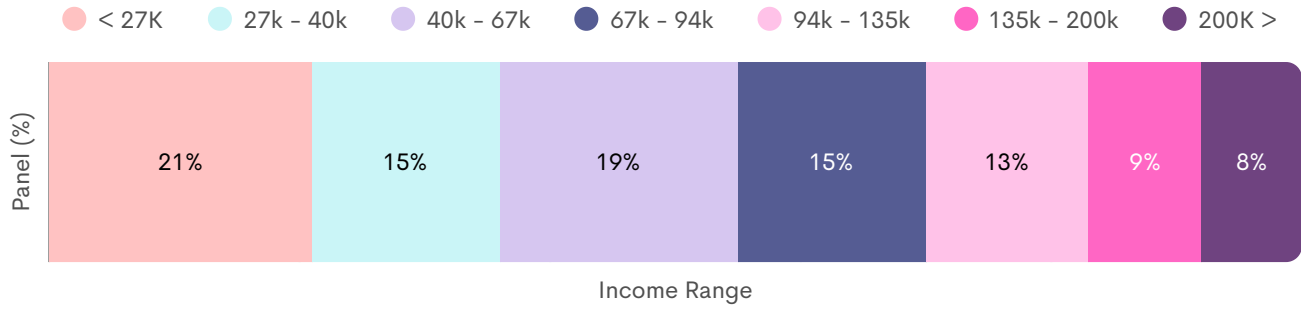
53% Panel

52% Census

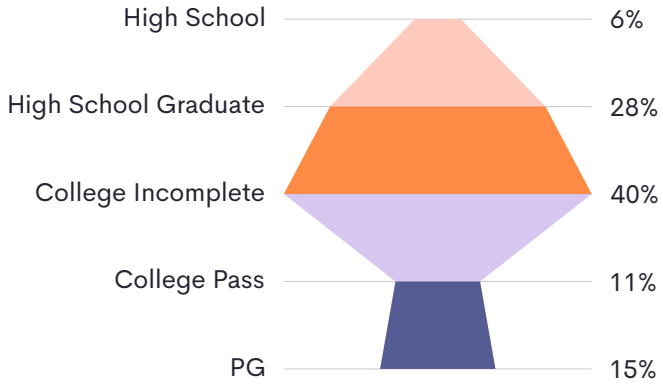
Age



Annual Household Income



Education



COSTA RICA

67,096

General Population :	5,287,000
Internet Penetration :	87%
Survey Language :	English, French
Currency :	USD

Gender

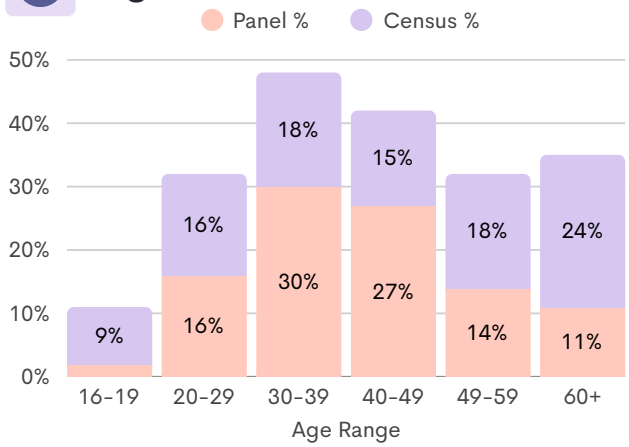
46% Panel

49% Census

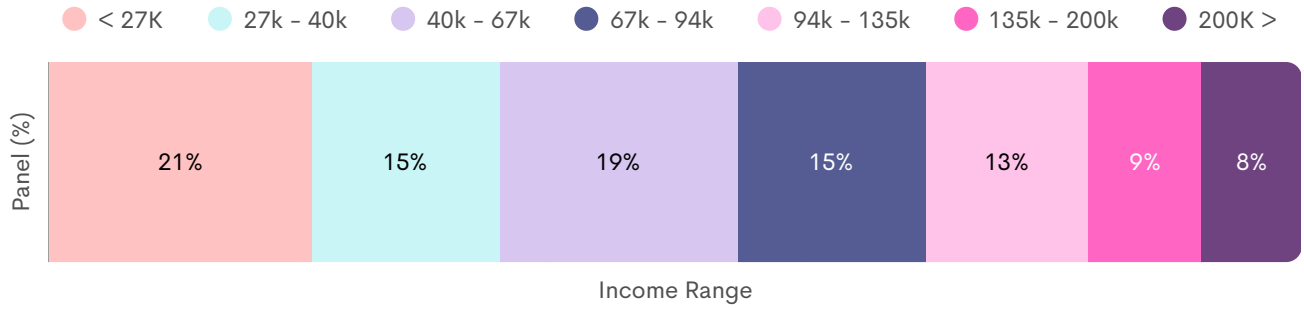
54% Panel

51% Census

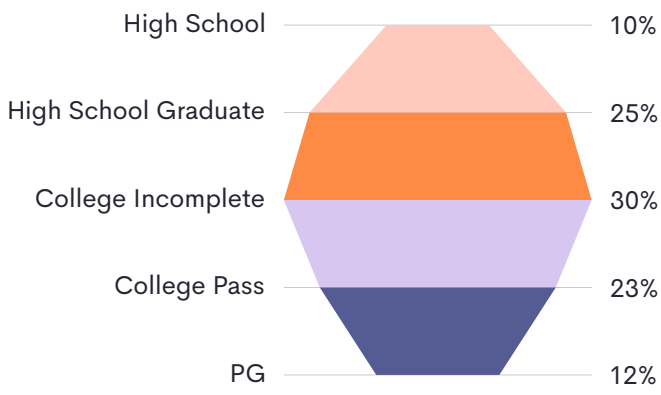
Age



Annual Household Income



Education



PANAMA

63,519

General Population :	4,516,000
Internet Penetration :	88
Survey Language :	English, French
Currency :	USD

Gender

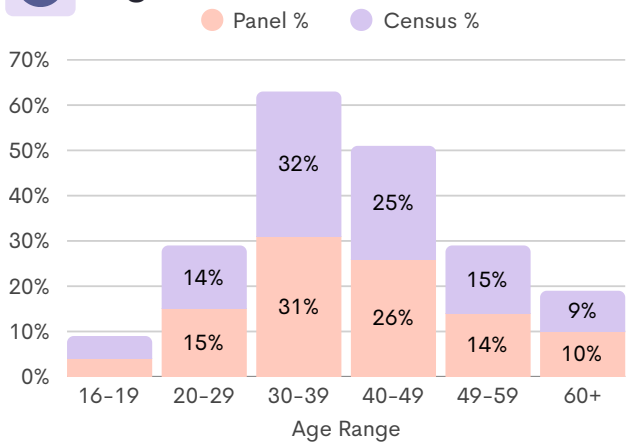
46% Panel

49% Census

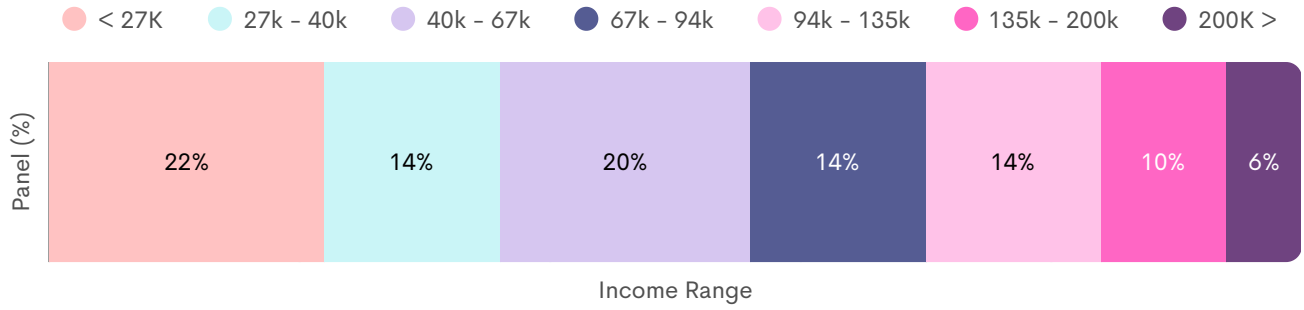
54% Panel

51% Census

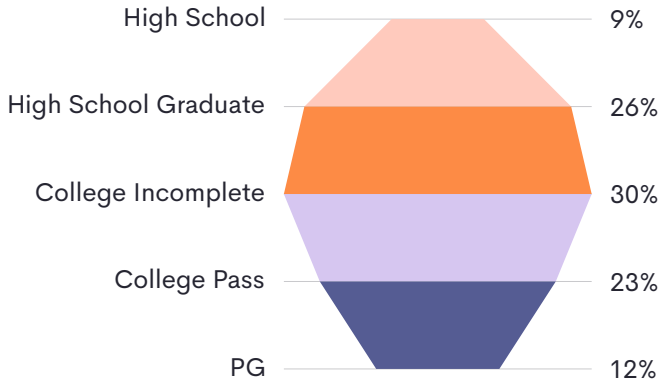
Age



Annual Household Income



Education



URUGUAY

37,046

General Population :	3,530,000
Internet Penetration :	90%
Survey Language :	English, French
Currency :	USD

Gender

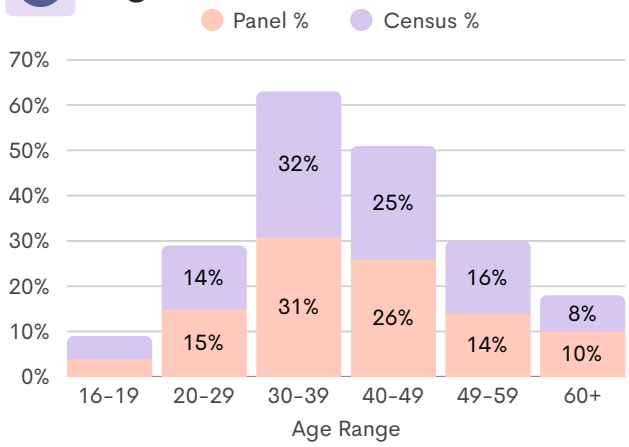
46% Panel

49% Census

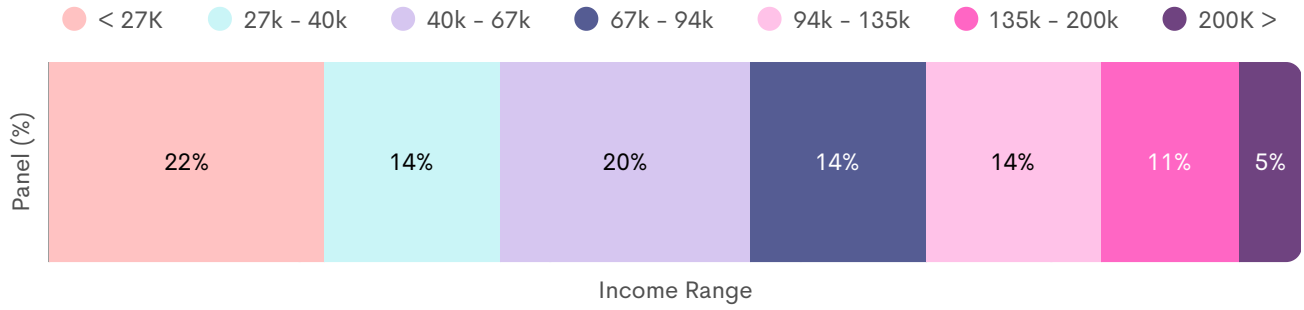
54% Panel

51% Census

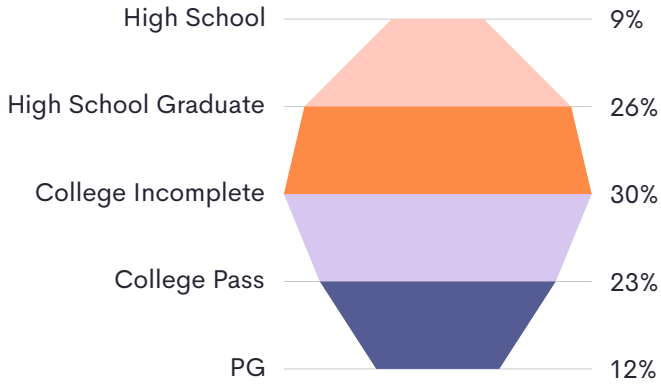
Age



Annual Household Income



Education



PARAGUAY

47,402

General Population :	7,456,000
Internet Penetration :	79%
Survey Language :	English, French
Currency :	USD

Gender

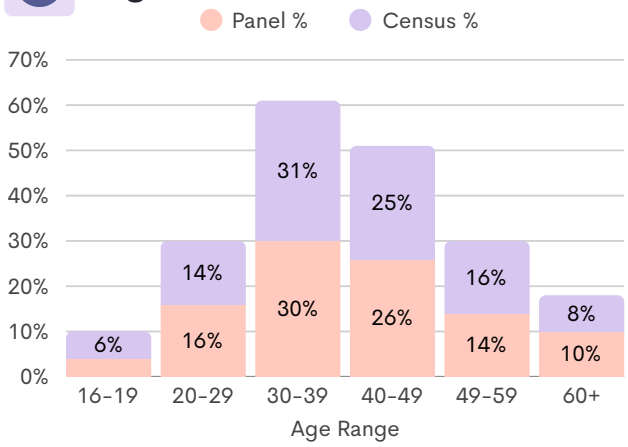
46% Panel

49% Census

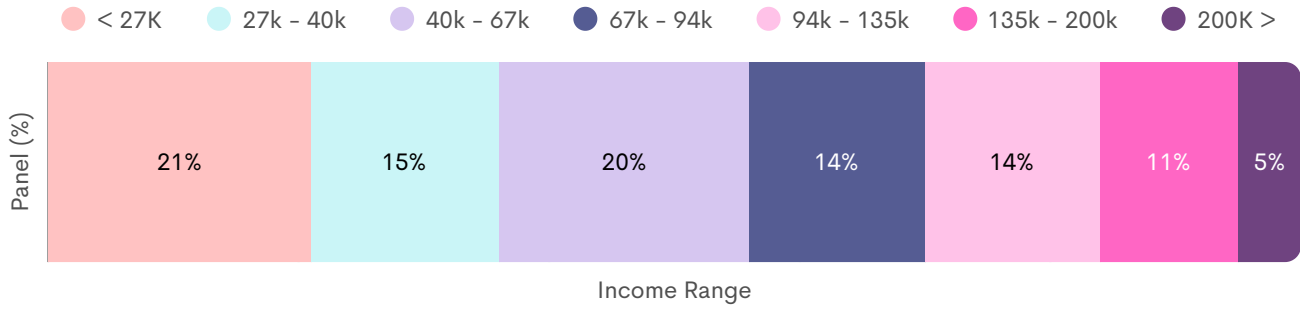
54% Panel

51% Census

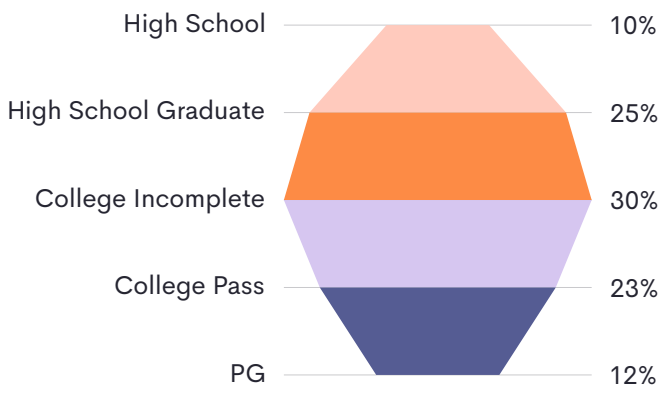
Age



Annual Household Income



Education



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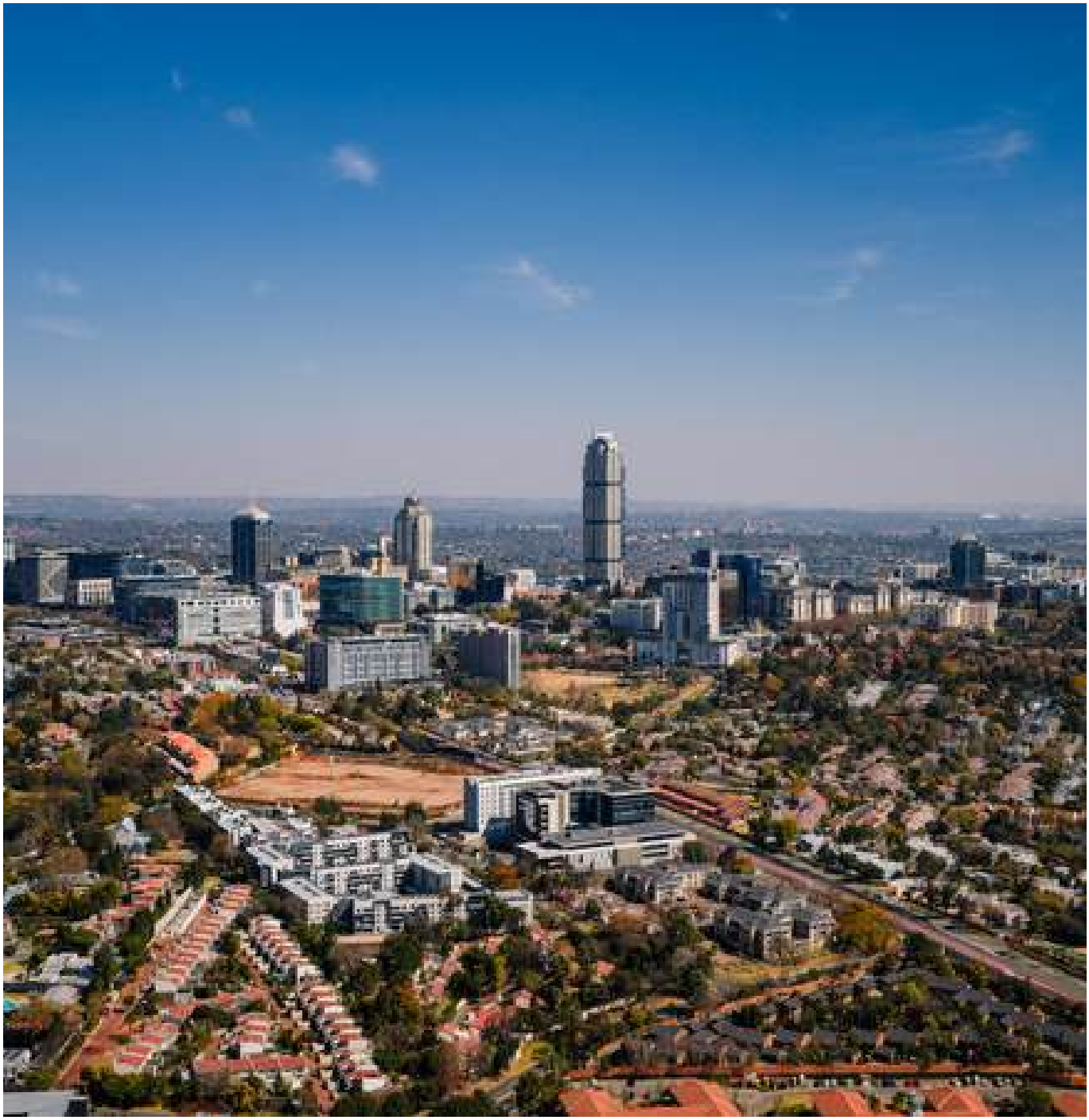
EMEA



Panel Book

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UK

261,374

General Population :	68,992,000
Internet Penetration :	96%
Survey Language :	English
Currency :	British Pound (£)

Gender

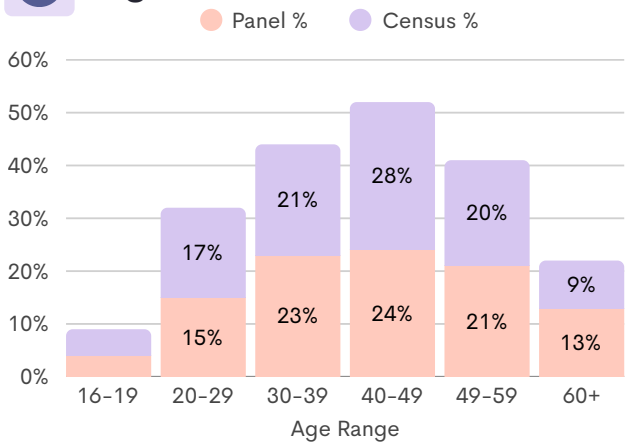
46% Panel

47% Census

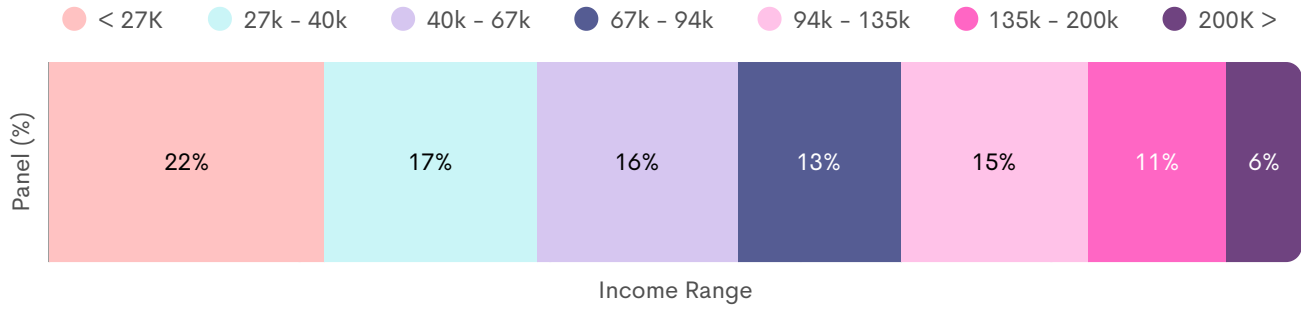
49% Panel

52% Census

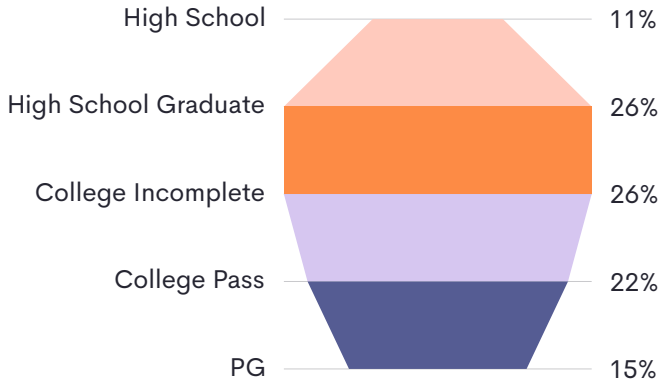
Age



Annual Household Income



Education



GERMANY

287,596

General Population :	84,495,000
Internet Penetration :	93%
Survey Language :	German
Currency :	Euro (€)

Gender

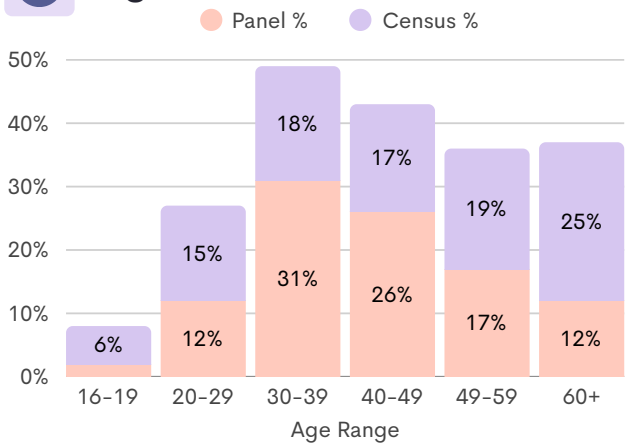
47% Panel

49% Census

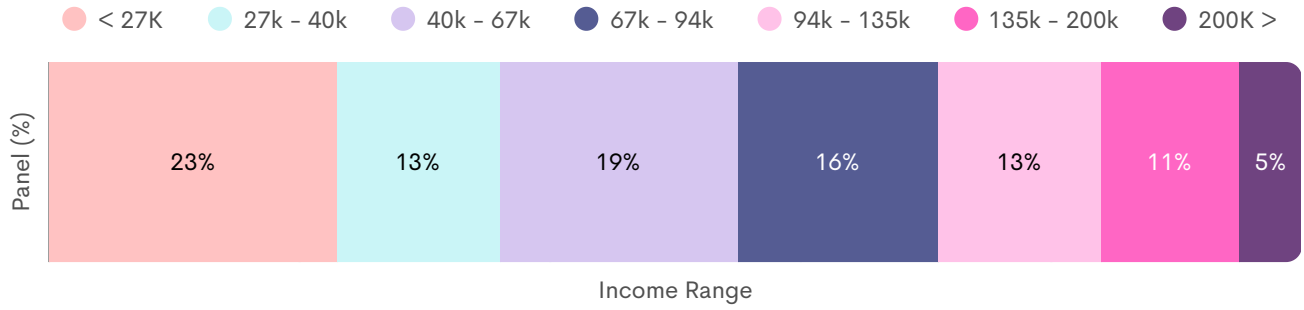
53% Panel

51% Census

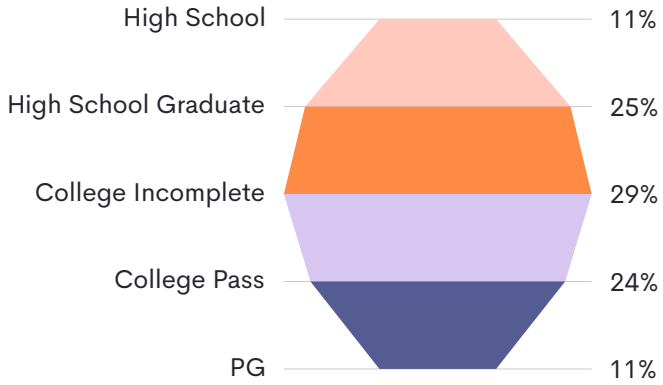
Age



Annual Household Income



Education



FRANCE

205,908

General Population :	65,858,000
Internet Penetration :	92%
Survey Language :	French
Currency :	Euro (€)

Gender

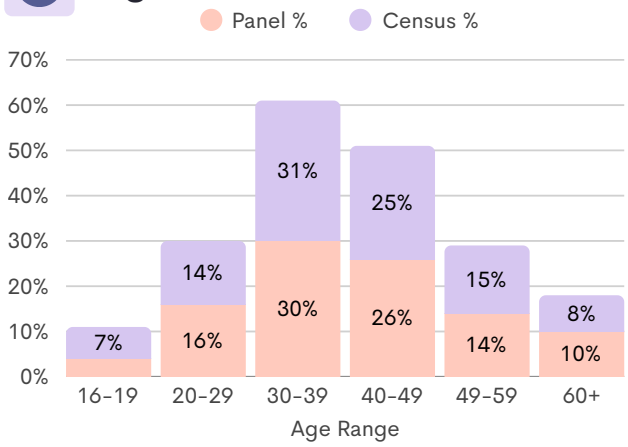
46% Panel

49% Census

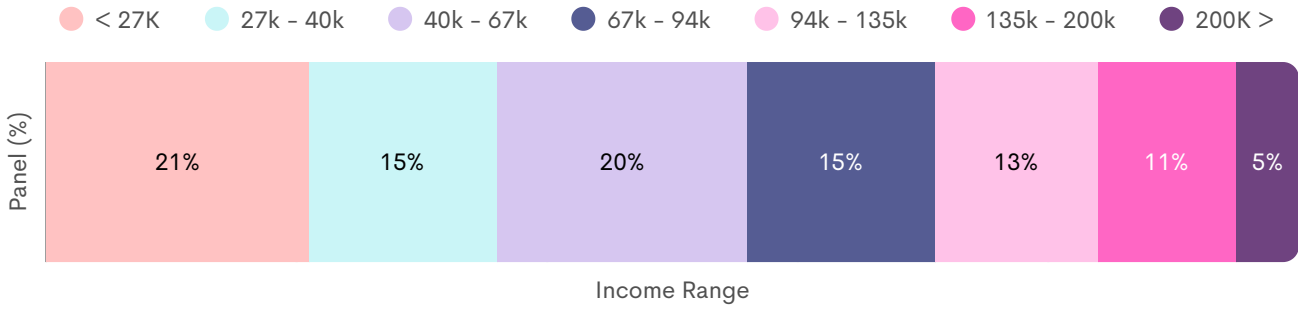
54% Panel

51% Census

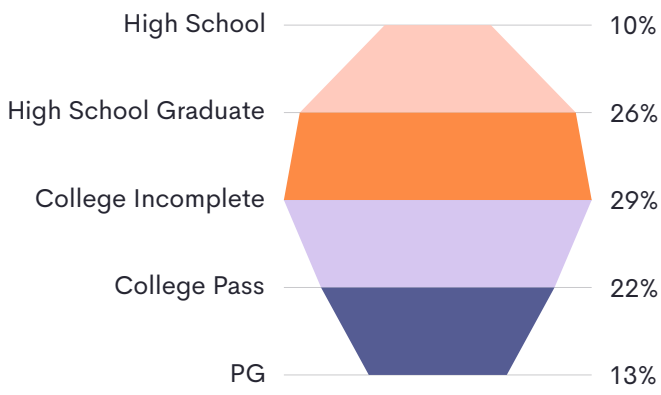
Age



Annual Household Income



Education



ITALY

201,246

General Population :	58,777,000
Internet Penetration :	89%
Survey Language :	Italian
Currency :	Euro (€)

Gender

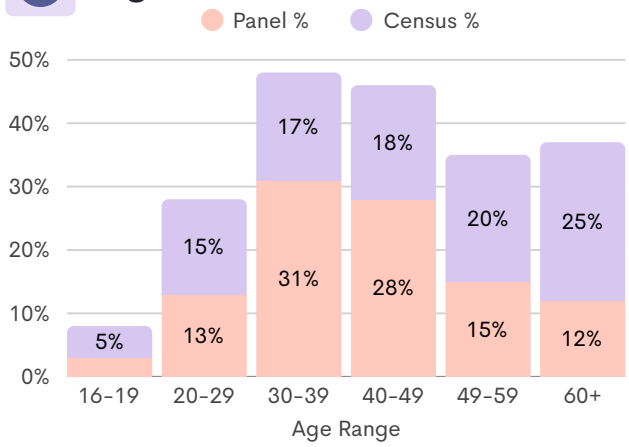
47% Panel

49% Census

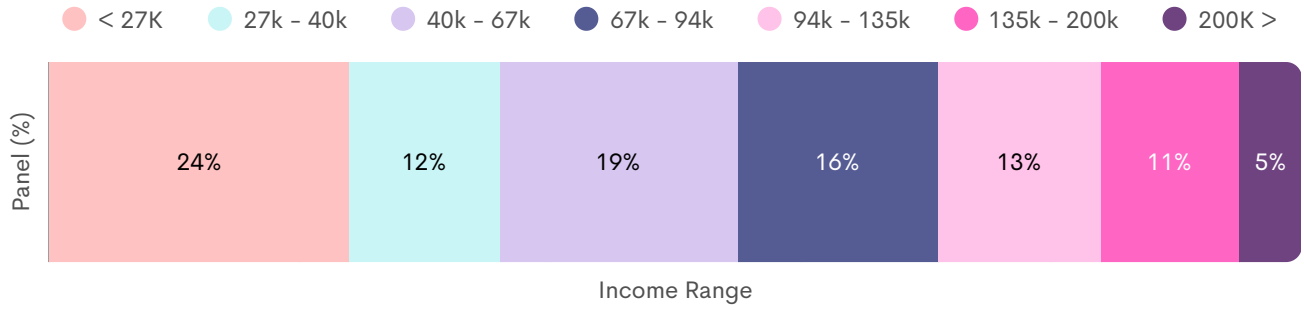
53% Panel

51% Census

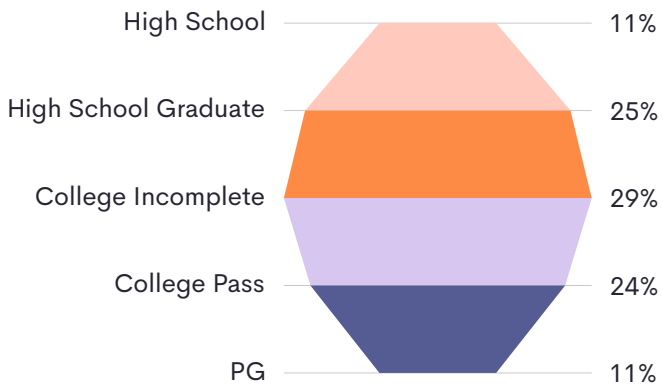
Age



Annual Household Income



Education



SPAIN

201,923

General Population :	48,563,000
Internet Penetration :	92%
Survey Language :	Spanish
Currency :	Euro (€)

Gender

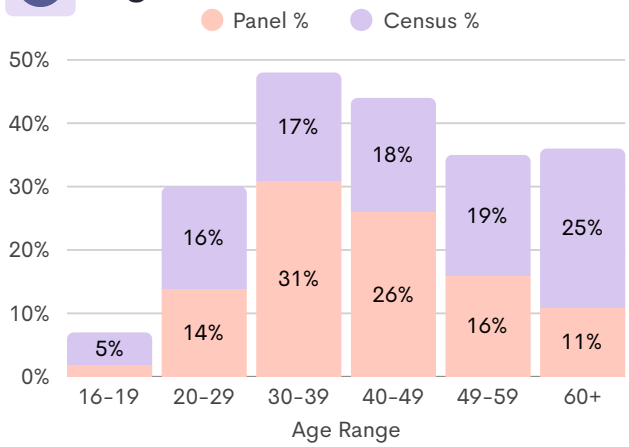
47% Panel

49% Census

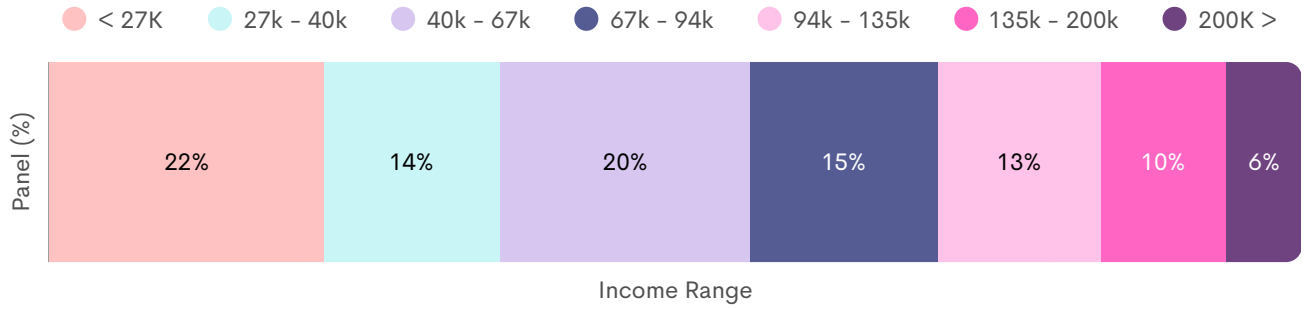
53% Panel

51% Census

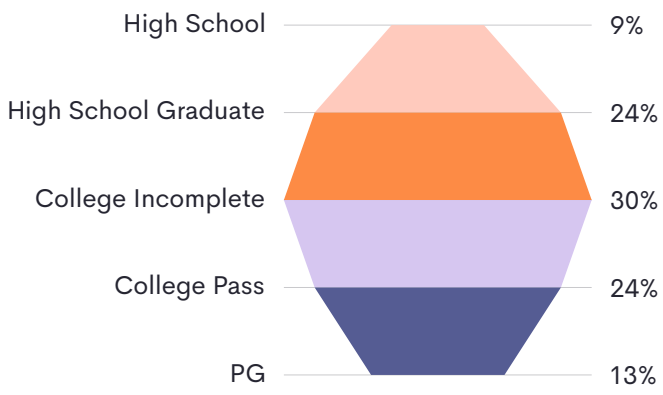
Age



Annual Household Income



Education



NETHERLANDS

100,412

General Population :	17,803,000
Internet Penetration :	97%
Survey Language :	Dutch
Currency :	EURO

Gender

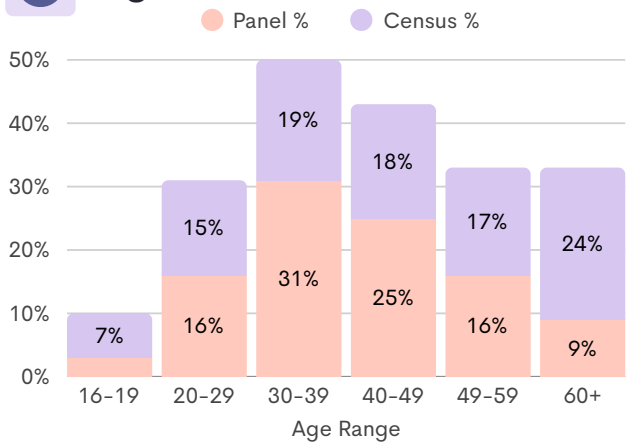
46% Panel

51% Census

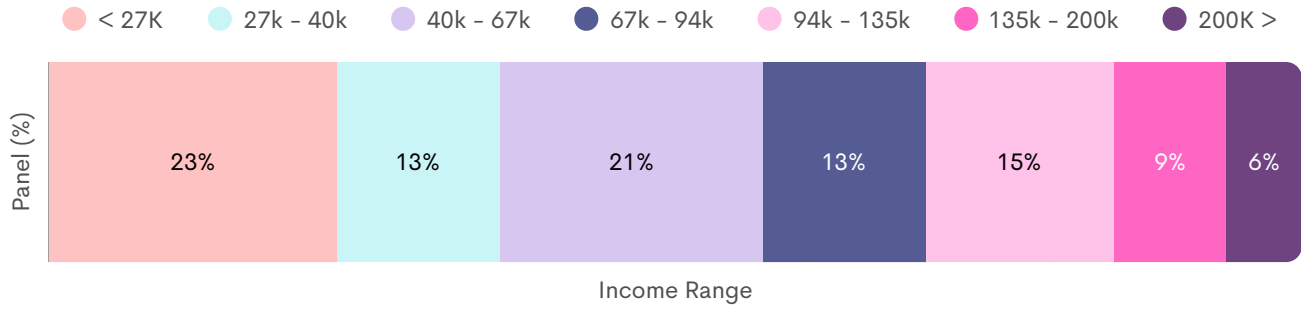
55% Panel

49% Census

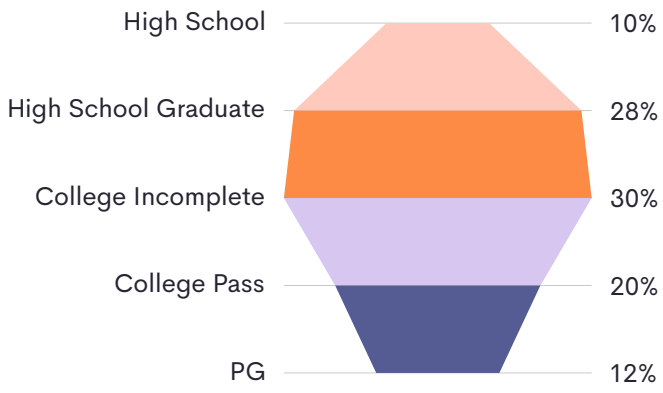
Age



Annual Household Income



Education



SWEDEN

88,475

General Population :	10,682,000
Internet Penetration :	97%
Survey Language :	Swedish
Currency :	SEK

Gender

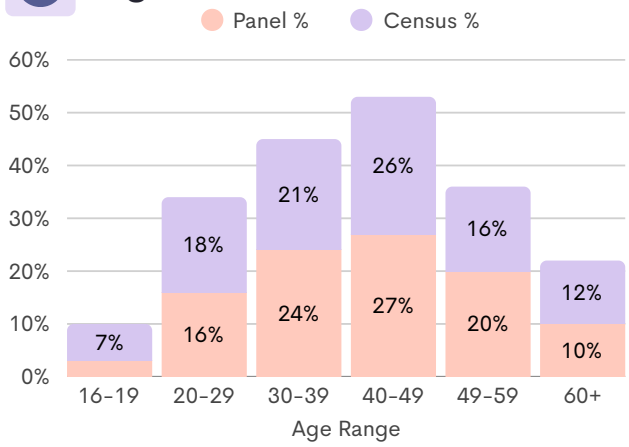
47% Panel

49% Census

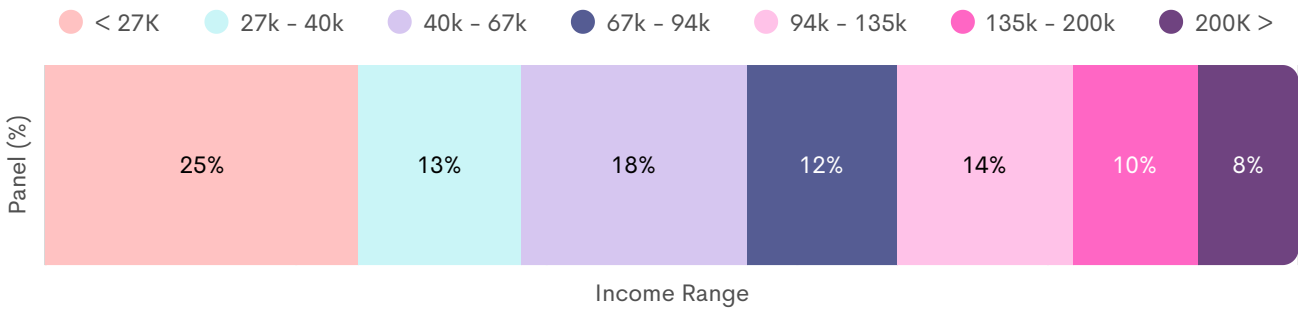
53% Panel

51% Census

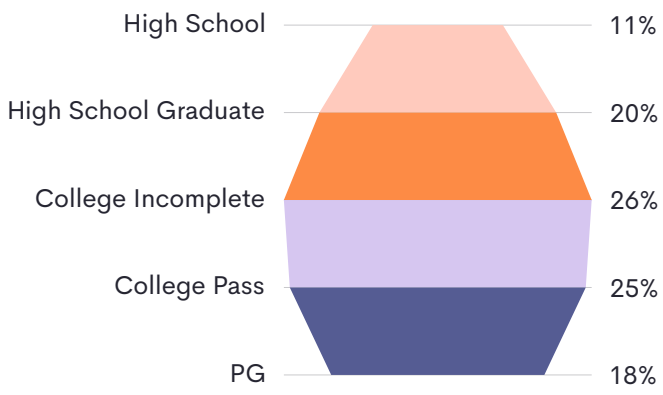
Age



Annual Household Income



Education



DENMARK

71,158

General Population :	5,981,000
Internet Penetration :	97%
Survey Language :	English,Danish
Currency :	DKK

Gender

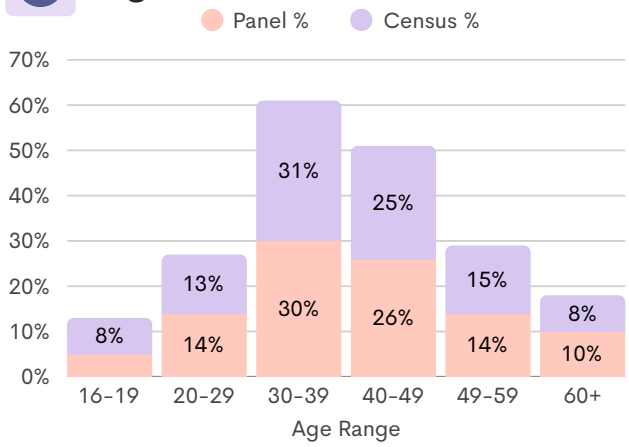
48% Panel

49% Census

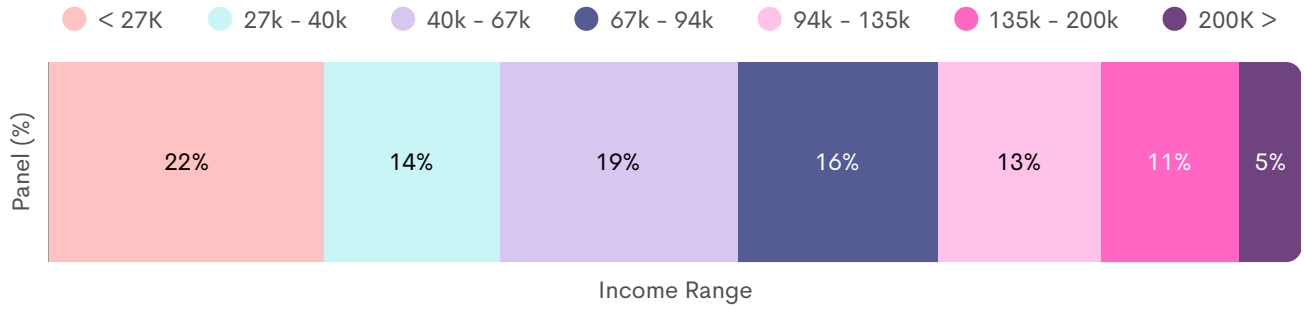
52% Panel

51% Census

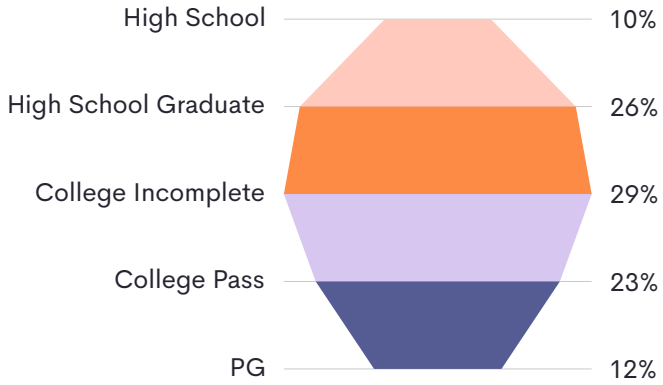
Age



Annual Household Income



Education



FINLAND

67,152

General Population :	5,608,000
Internet Penetration :	97%
Survey Language :	English,Finnish
Currency :	Euro (€)

Gender

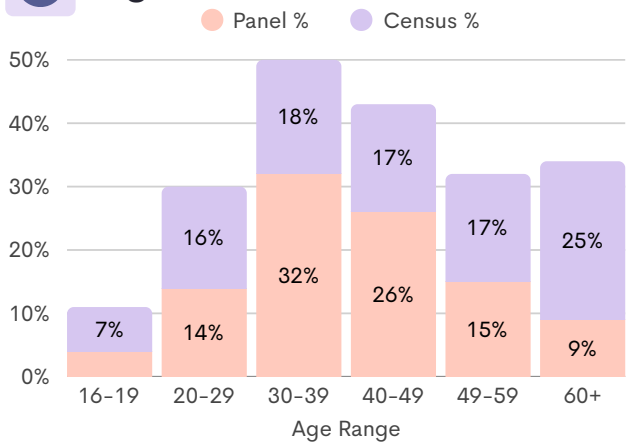
49% Panel

50% Census

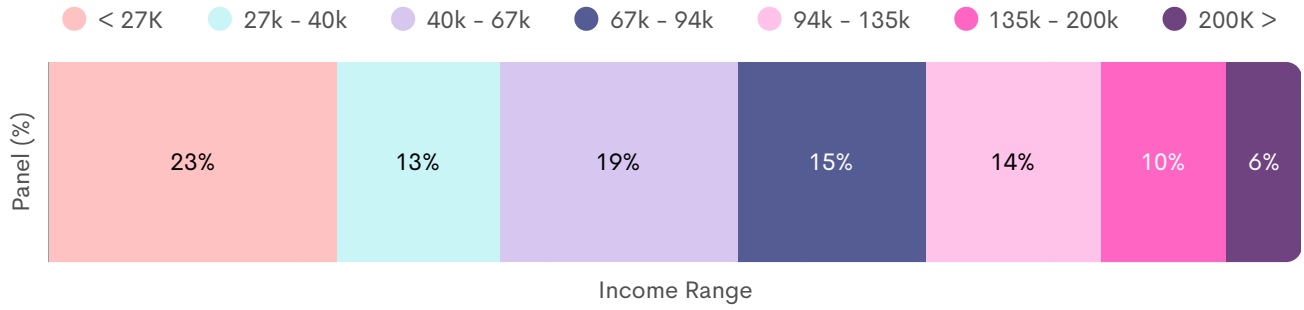
51% Panel

51% Census

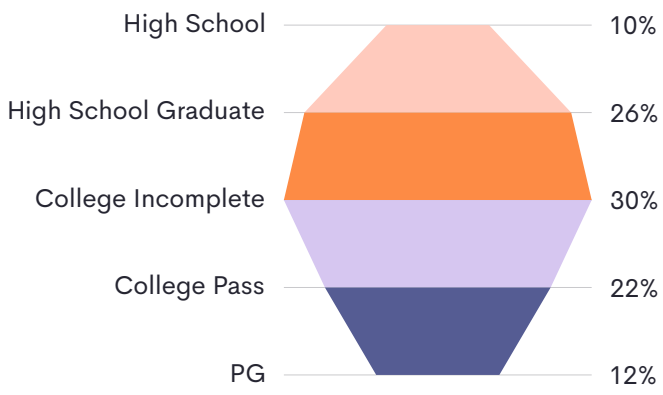
Age



Annual Household Income



Education



ROMANIA

112,650

General Population :	18,872,000
Internet Penetration :	89%
Survey Language :	Romanian
Currency :	RON

Gender

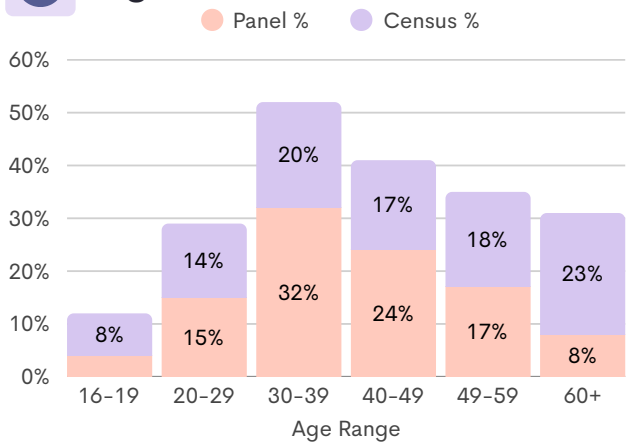
49% Panel

48% Census

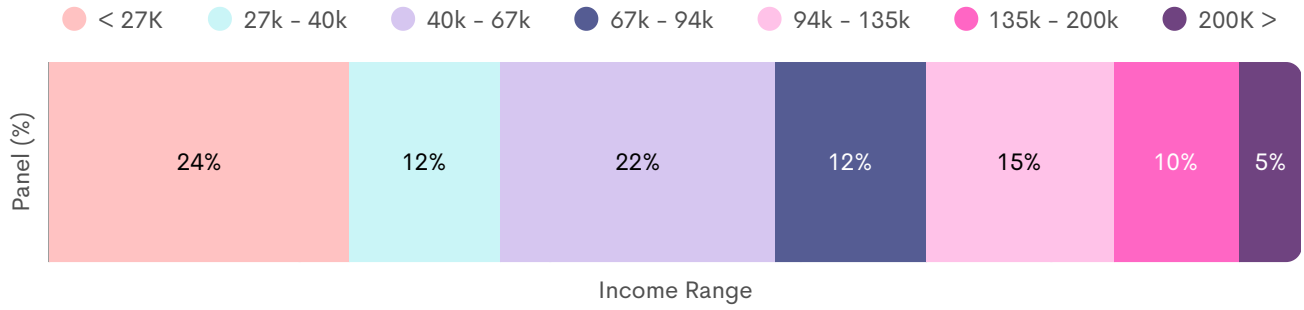
51% Panel

52% Census

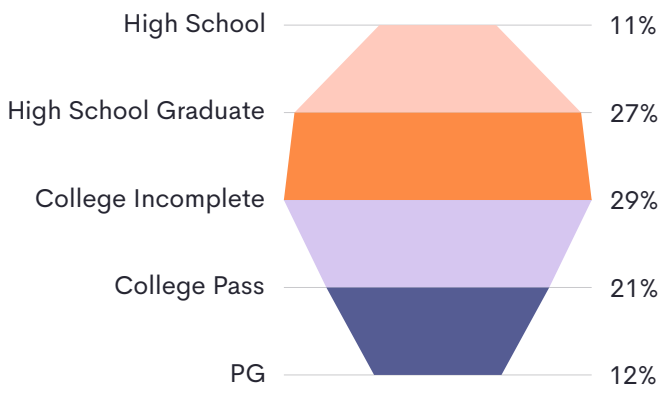
Age



Annual Household Income



Education



RUSSIA

474,071

General Population :	144,682,078
Internet Penetration :	87%
Survey Language :	Russian
Currency :	RUB

Gender

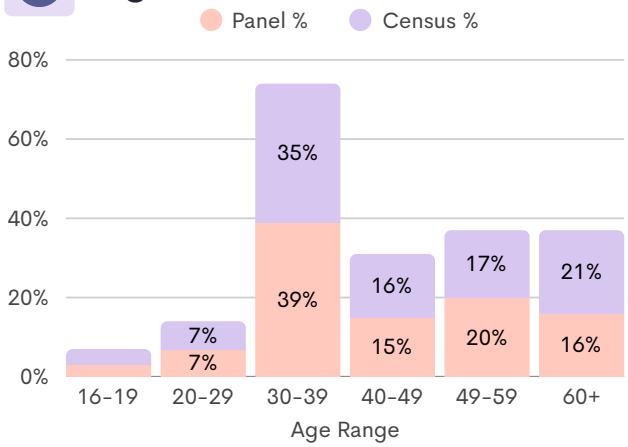
46% Panel

47% Census

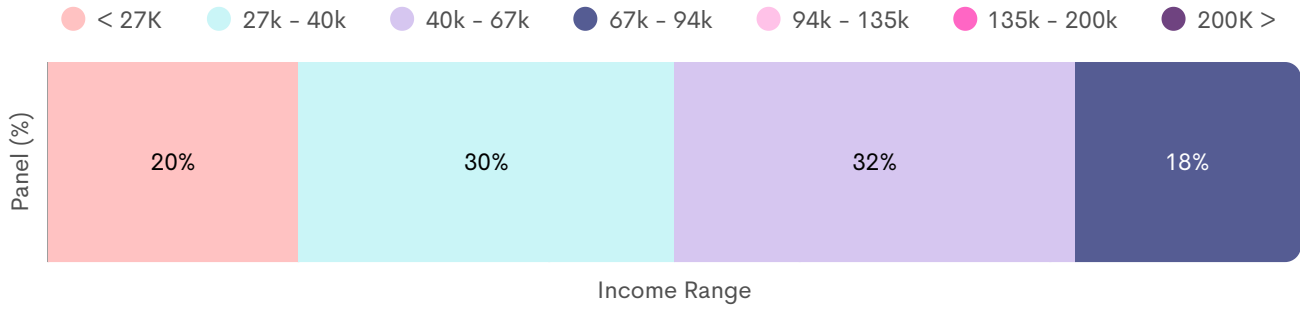
54% Panel

53% Census

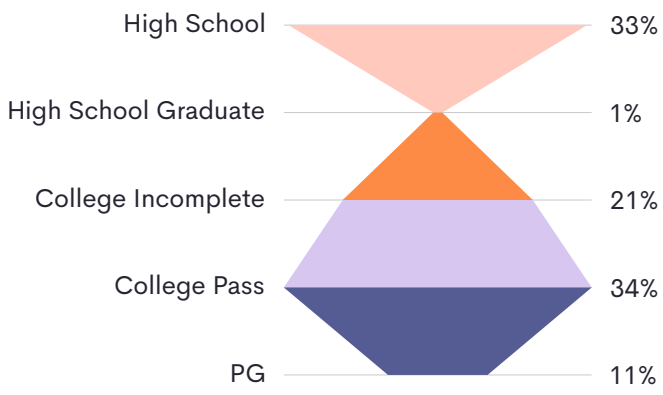
Age



Annual Household Income



Education



UAE

102,963

General Population :	10,230,000
Internet Penetration :	99%
Survey Language :	Arabic, English
Currency :	AED

Gender

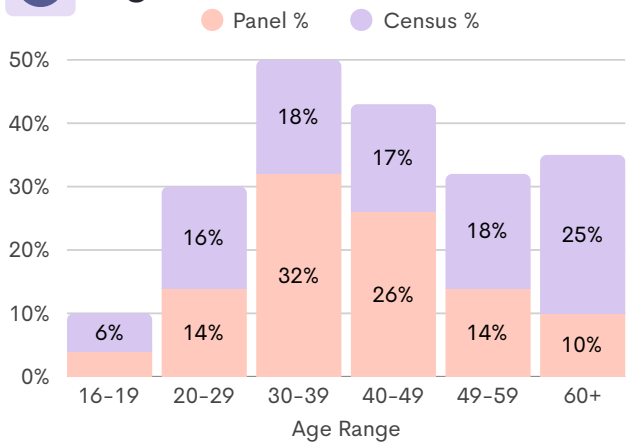
47% Panel

48% Census

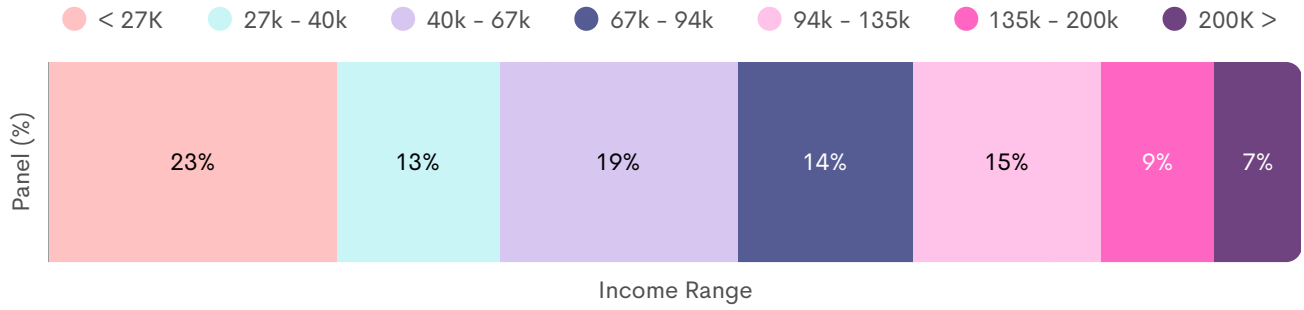
53% Panel

52% Census

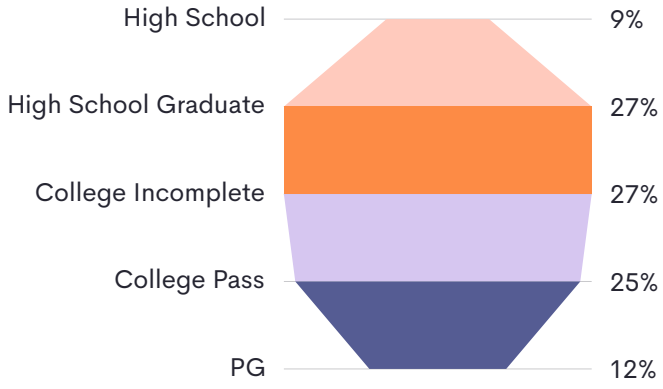
Age



Annual Household Income



Education



SOUTH AFRICA

206,252

General Population :	61,053,000
Internet Penetration :	75%
Survey Language :	English
Currency :	ZAR

Gender

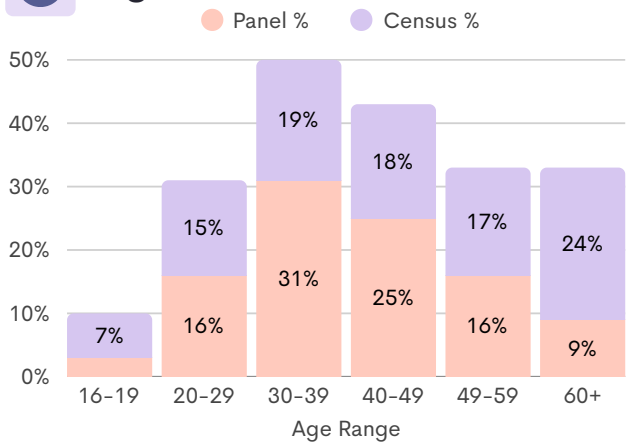
50% Panel

47% Census

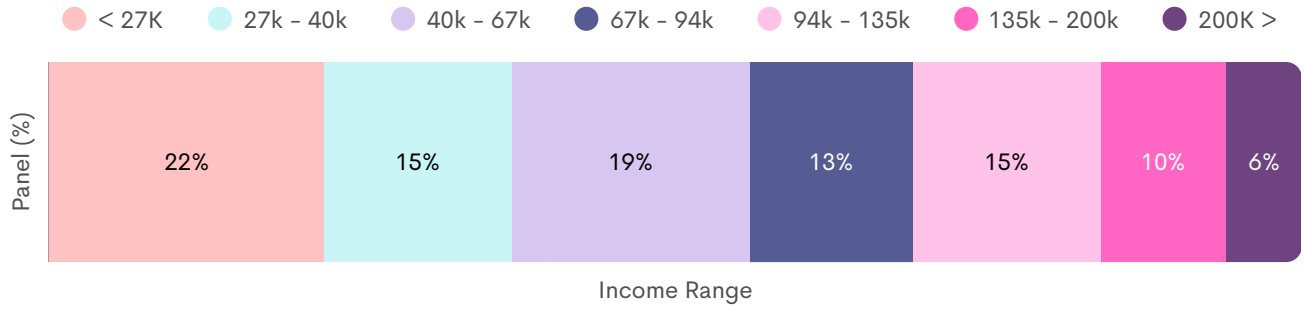
50% Panel

53% Census

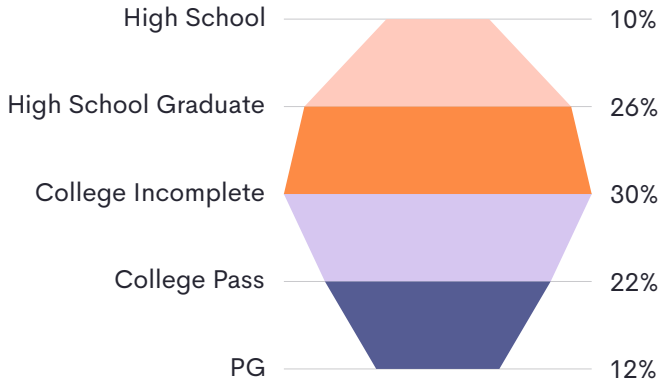
Age



Annual Household Income



Education



The Rewards Nation

APAC

Panel Book

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INDIA

1,388,564

General Population :	1,441,719,000
Internet Penetration :	56%
Survey Language :	English
Currency :	INR

Gender

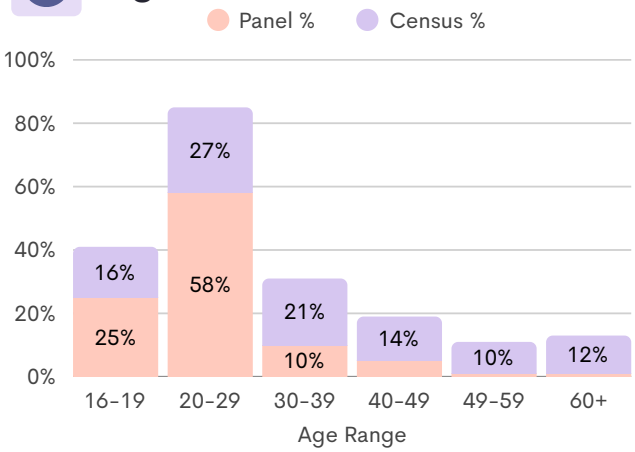
73% Panel

53% Census

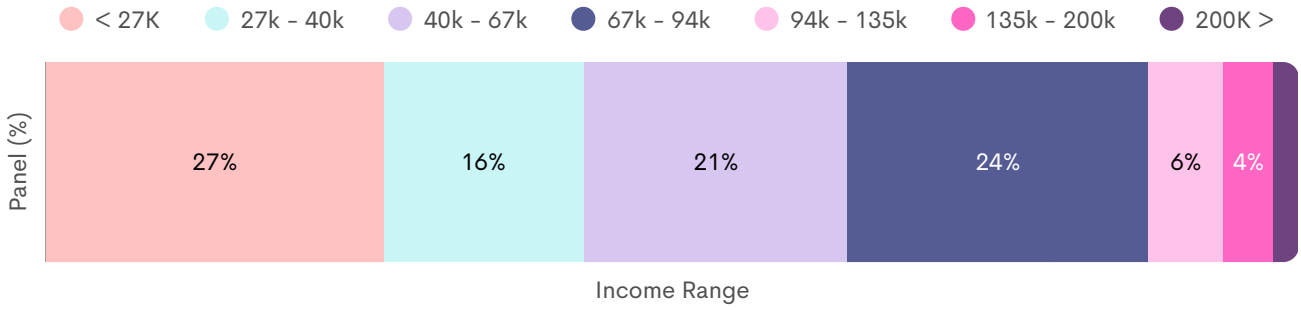
27% Panel

47% Census

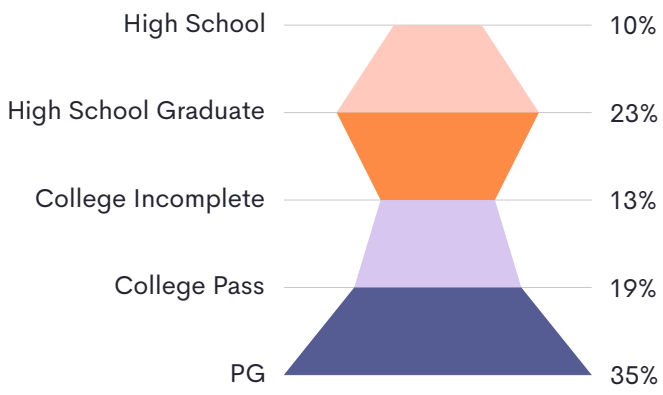
Age



Annual Household Income



Education



CHINA

1,278,434

General Population :	1,425,671,000
Internet Penetration :	76%
Survey Language :	Mandarin
Currency :	CNY

Gender

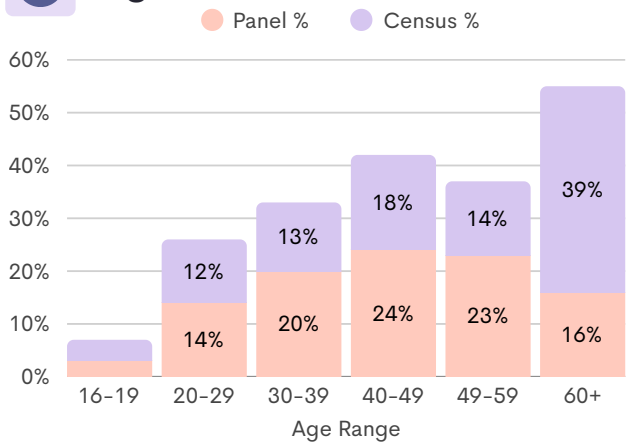
48% Panel

49% Census

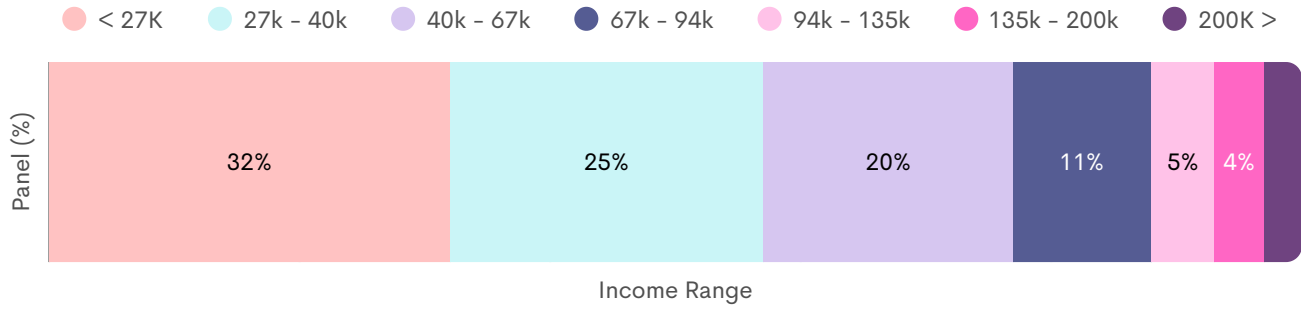
52% Panel

51% Census

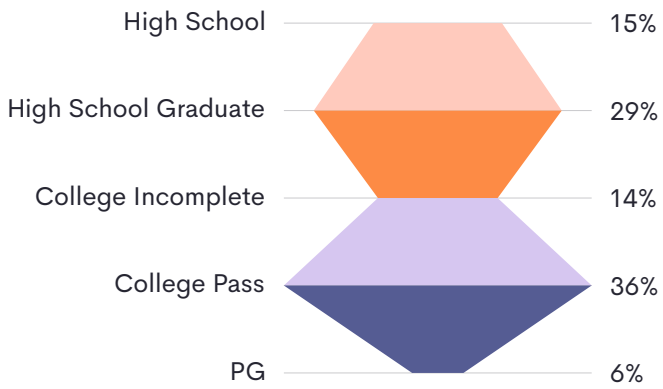
Age



Annual Household Income



Education



JAPAN

371,846

General Population :	123,753,000
Internet Penetration :	93%
Survey Language :	Japanese
Currency :	JPY

Gender

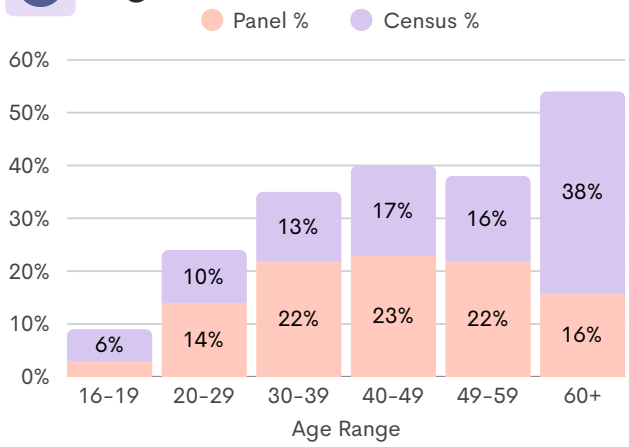
47% Panel

49% Census

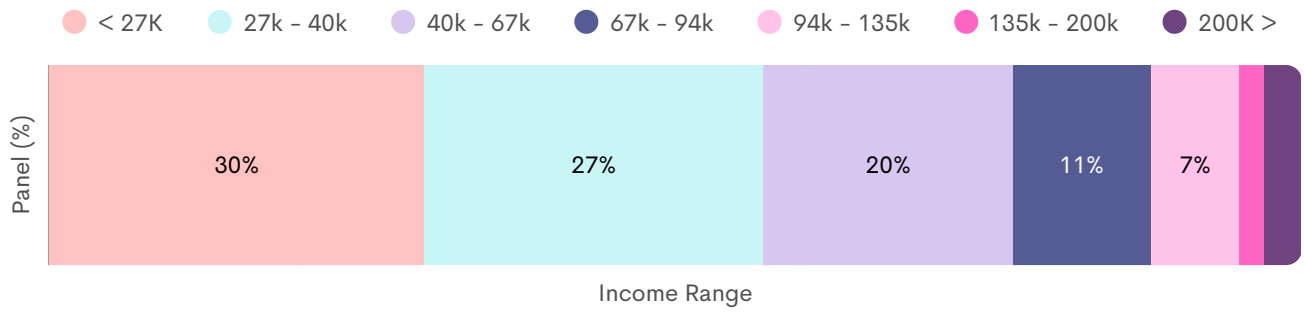
53% Panel

51% Census

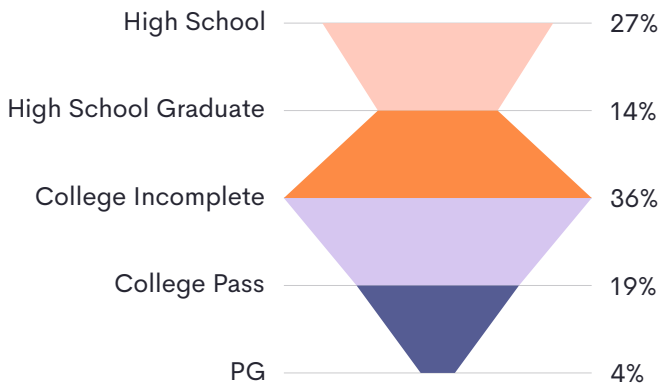
Age



Annual Household Income



Education



INDONESIA

579,645

General Population :	282,580,657
Internet Penetration :	79%
Survey Language :	Indonesian
Currency :	IDR

Gender

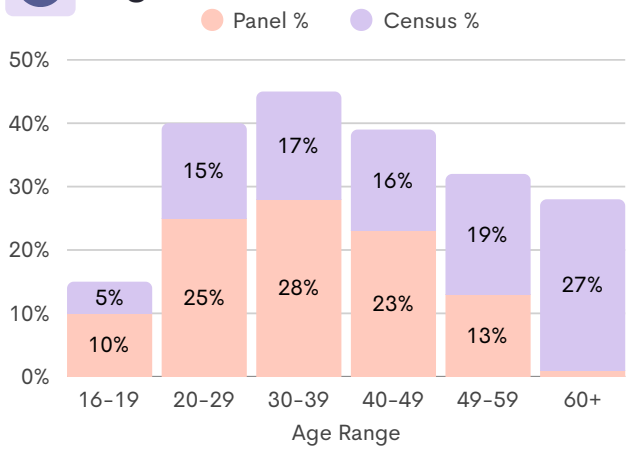
51% Panel

49% Census

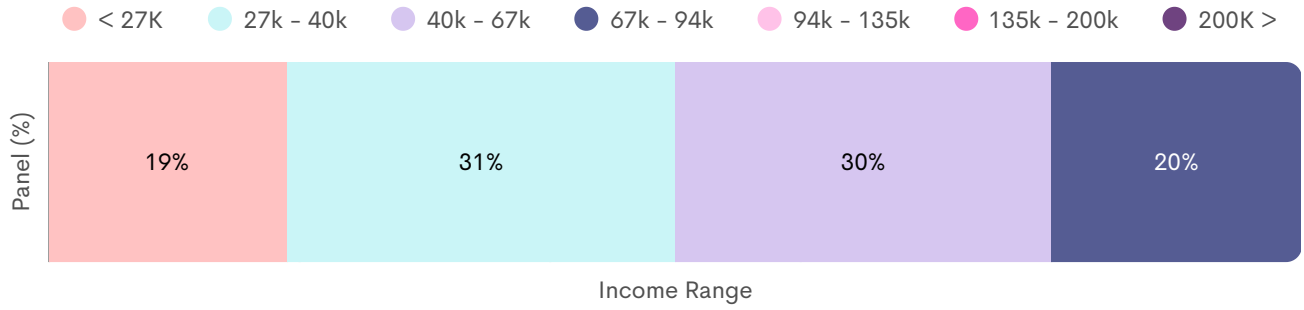
49% Panel

51% Census

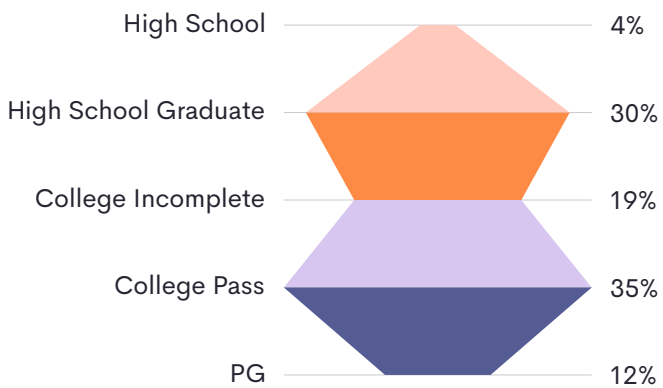
Age



Annual Household Income



Education



SOUTH KOREA

186,949

General Population :	51,784,000
Internet Penetration :	98%
Survey Language :	Korean
Currency :	KRW

Gender

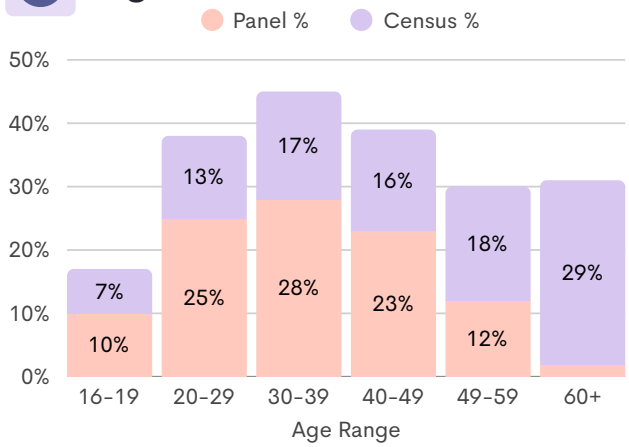
52% Panel

47% Census

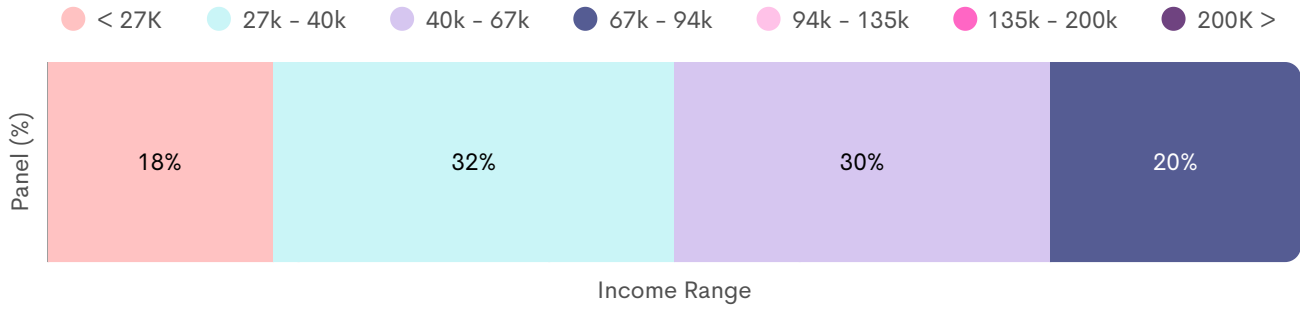
48% Panel

53% Census

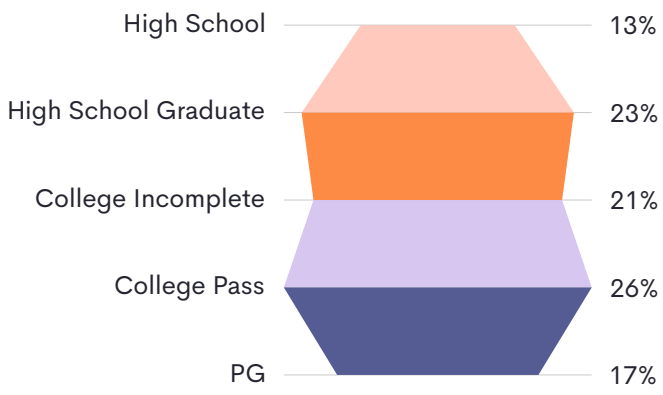
Age



Annual Household Income



Education



AUSTRALIA

210,018

General Population :	27,063,000
Internet Penetration :	96%
Survey Language :	English
Currency :	Australian Dollar (AUD)

Gender

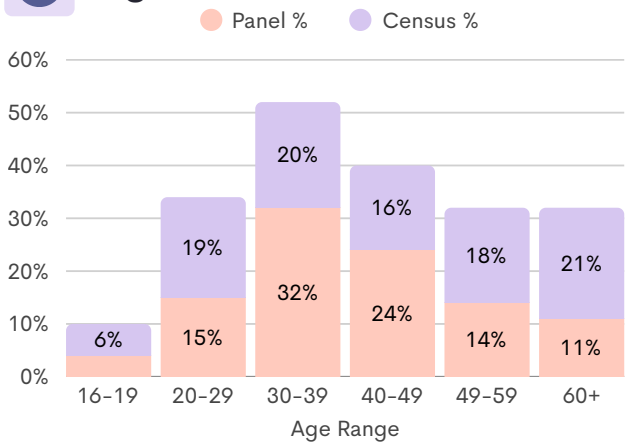
40% Panel

49% Census

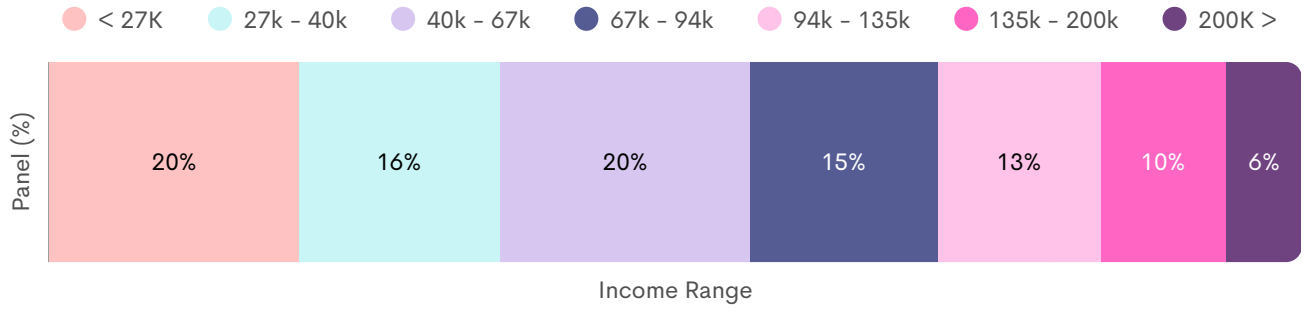
60% Panel

51% Census

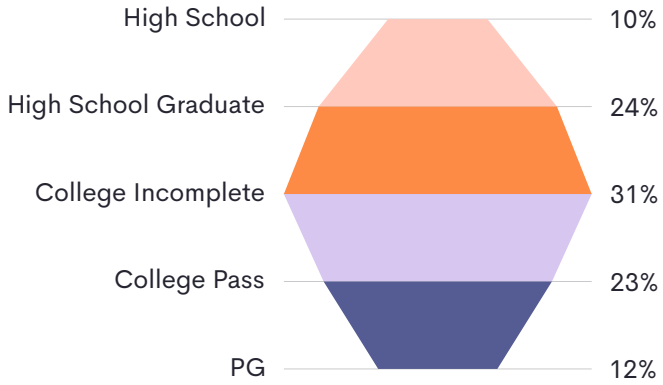
Age



Annual Household Income



Education



THAILAND

147,293

General Population :	71,807,000
Internet Penetration :	85%
Survey Language :	Thai
Currency :	THB

Gender

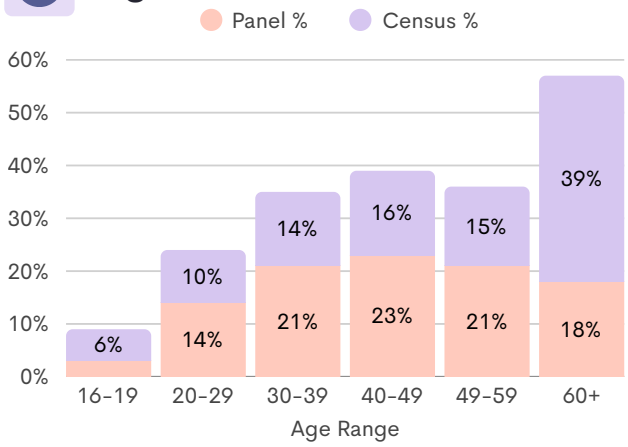
45% Panel

49% Census

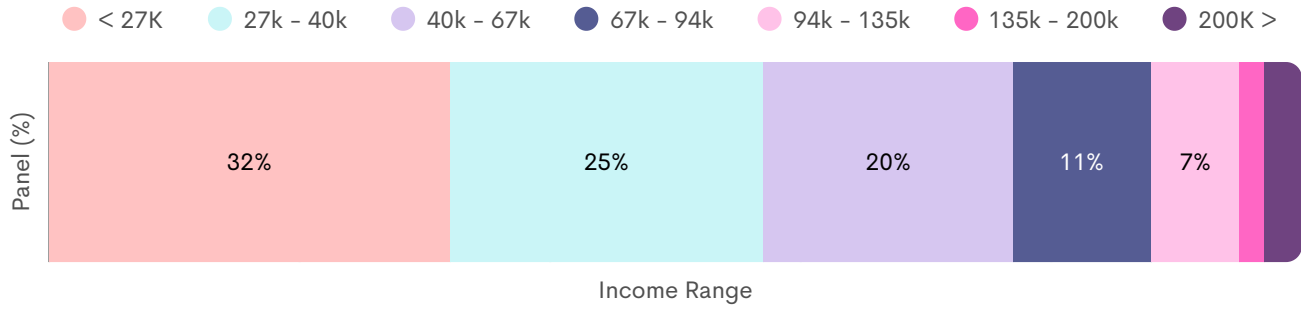
55% Panel

51% Census

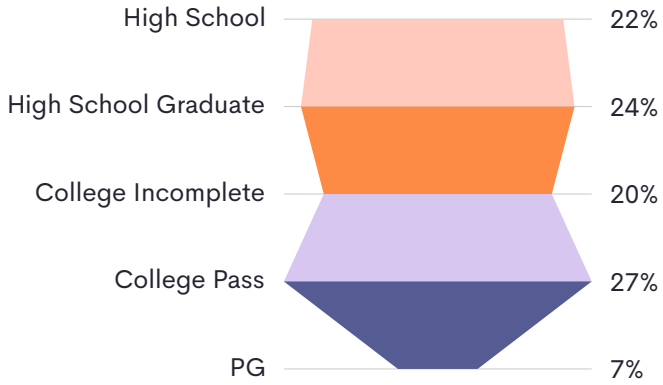
Age



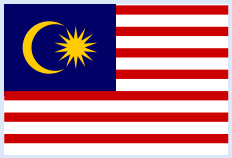
Annual Household Income



Education



MALAYSIA



135,206

General Population :	34,308,000
Internet Penetration :	89%
Survey Language :	Malay, Eng, Simplified
Currency :	MYR

Gender

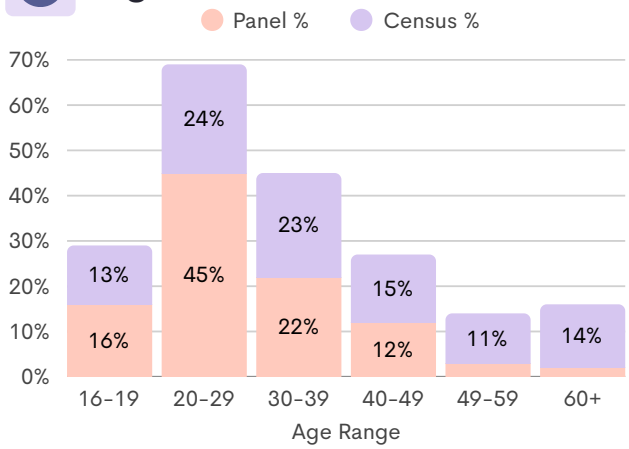
44% Panel

51% Census

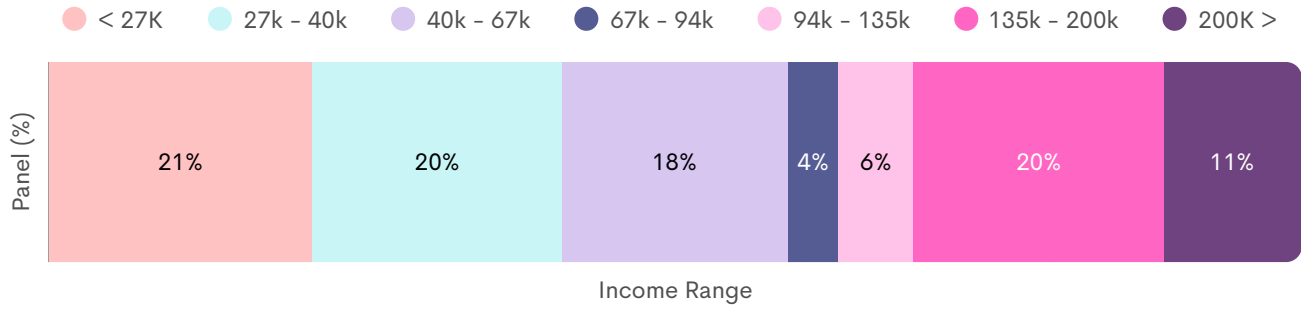
56% Panel

49% Census

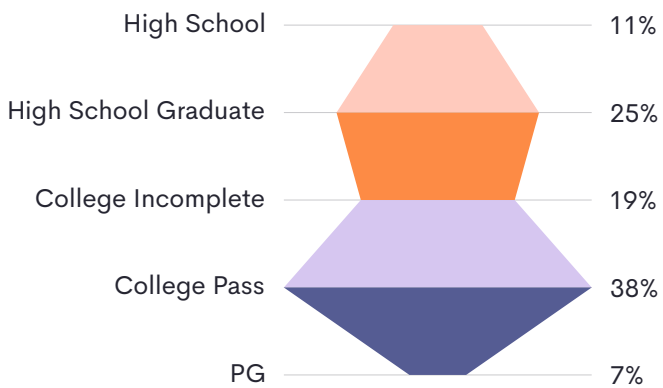
Age



Annual Household Income



Education



SINGAPORE

91,602

General Population :	6,056,000
Internet Penetration :	97%
Survey Language :	English, Malay
Currency :	SGD

Gender

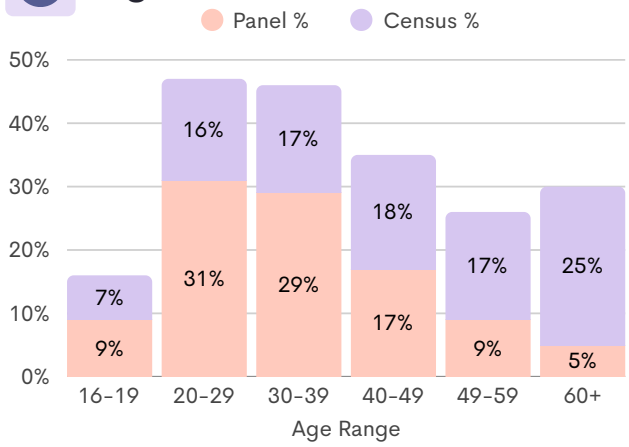
45% Panel

49% Census

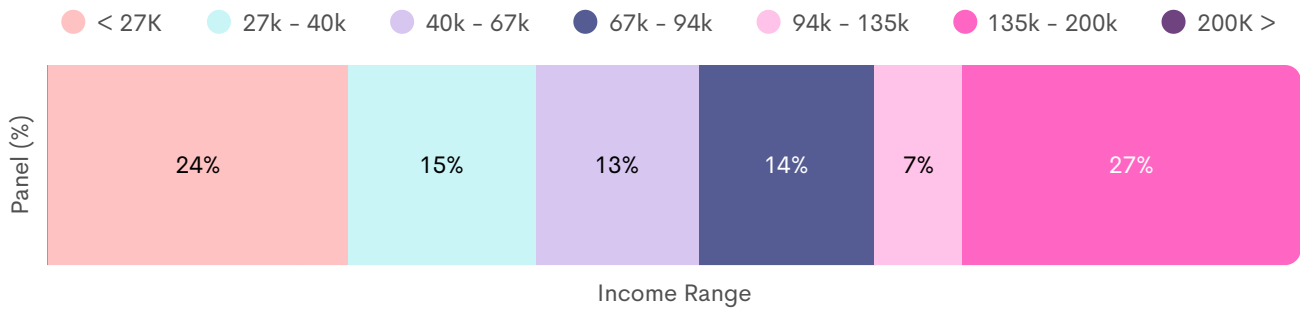
55% Panel

51% Census

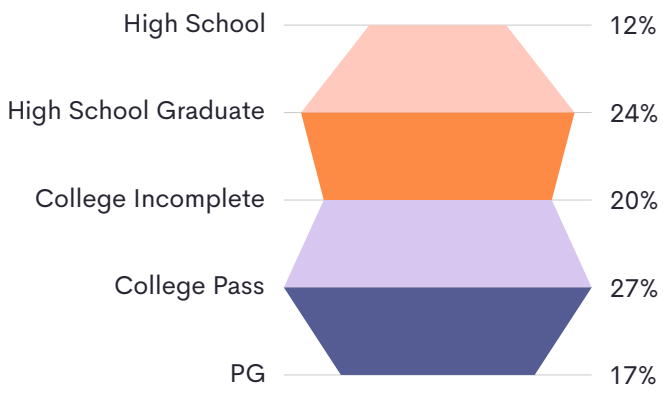
Age



Annual Household Income



Education



HONG KONG

83,537

General Population :	7,550,000
Internet Penetration :	93%
Survey Language :	Cantonese, English
Currency :	HKD

Gender

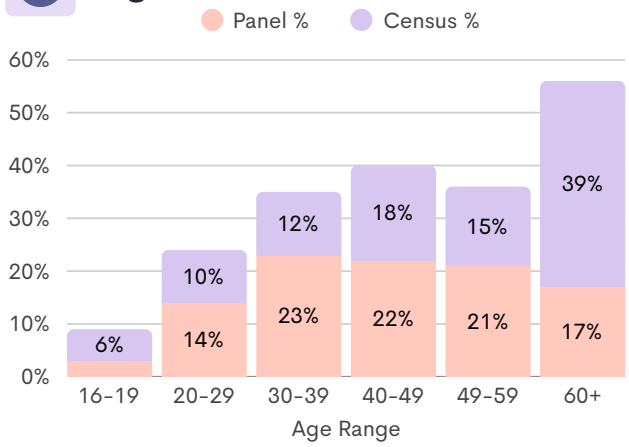
47% Panel

53% Census

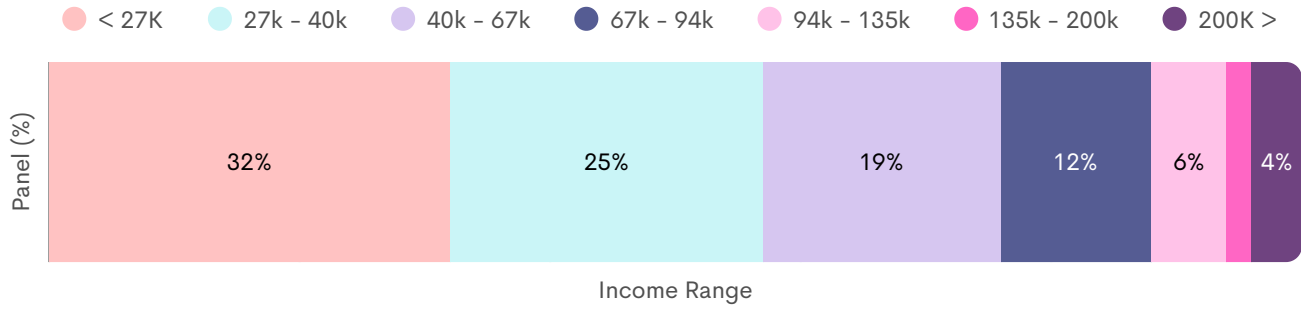
53% Panel

47% Census

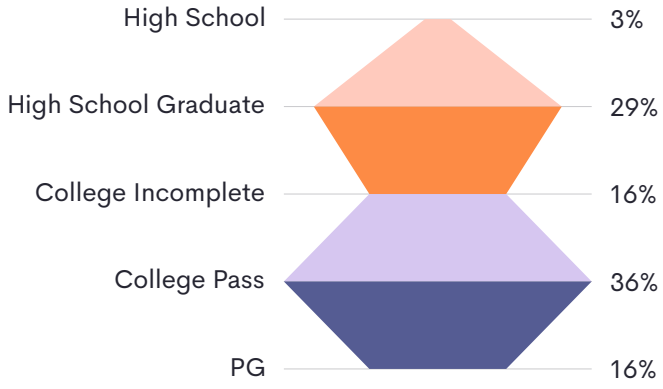
Age



Annual Household Income



Education



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