

# Symmetric™

scientifically balanced samples worldwide

## A New Standard

Symmetric provides sampling services to companies that place a very high value on representative samples, scientific sampling methods, and advanced fraud detection systems. Symmetric applies advanced technology and sophisticated systems to create and manage some of the best online panels in the world.

From its origins in 1996, Symmetric's suite of online panels has expanded to include American Consumer Opinion® and five B2B panels. All are carefully balanced, continually refreshed, and systematically cleaned via high-tech and low-tech methods. Nonresponders, speedsters, and cheaters are continually purged.

In addition to its worldwide panels, Symmetric can supplement its samples by drawing participants from hundreds of other sampling sources, using the Icion® sampling platform. All samples are vetted by Symmetric's Sleuth™ fraud-detection systems. Multivariate, stratified sampling controls and random selection of participants within each cell helps ensure that each sample is as representative as possible.

## American Consumer Opinion®

American Consumer Opinion® is Symmetric's flagship, worldwide online consumer panel, founded in 1996. This panel reaches more than seven million consumers in the United States, Canada, Latin America, Europe, and Asia. Eleven different languages are supported within American Consumer Opinion®.

Sample is available in 200+ countries, and panel members are recruited in the following languages:

- Chinese (Simplified and Traditional)
- Dutch
- English
- French
- German
- Italian
- Japanese
- Portuguese
- Russian
- Spanish

## Icion® Sampling

Icion® is an advanced multivariate sampling system designed and programmed by Symmetric. The system automatically pulls probability samples representative of a survey's target population or target audience, simultaneously balanced by geography, gender, age, income and other variables.

Icion® is also an engine to bring sample in from many different sources and to balance and integrate those samples into probability sample representative of target populations. All samples flow in through the Sleuth™ fraud detection system to screen out duplicates and questionable respondents.

## Sleuth™

Sleuth is an active fraud detection system that works in parallel with Icion® (the sampling system). Sleuth™ searches for evidence of cheating or fraud on the part of potential survey participants, based on:

- **Duplicated Surveys.** Digital fingerprinting is used to eliminate duplicate surveys by the same respondent.
- **Risky Transmission Control Protocol/Internet Protocol (TCP/IP) Addresses.** All TCP/IP addresses are monitored for irregularities, and those deemed at "high risk" of fraudulent behavior are blocked from participating in surveys.
- **Geolocation Verification.** The location of the TCP/IP address is checked against target geographic areas to verify compliance with sampling specifications.
- **Anonymous Proxies.** If the identity of a person coming into a survey is hidden by routing through an anonymous proxy server, that person is blocked from participating in the survey.



For more information or to get a quote, please call **1-817-649-5243** or email **info@symmetricsampling.com**

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### Demographics

- Age
- Children in Household
- Dwelling Type
- Education
- Employment Status
- Gender
- Home Ownership
- Marital Status
- Occupation
- Spouse's Education
- Spouse's Occupation

### Software

- Software for Business Budgeting
- Software for Taxes
- Software for Personal Budgeting

### Media Consumption

- Magazines—Business and Economy
- Magazines—Cooking and Food
- Magazines—Fashion
- Magazines—Men's Interest
- Magazines—Travel
- Magazines—Women's Interest
- Movies (Includes Web)
- TV (Network, Cable, Satellite, Online)

### Online Activities

- Banking
- Blogs
- Email
- Entertainment News
- Games
- News/Information
- Shopping
- Social Networks
- TV (Online)
- Videos (Web)

### Electronics

- Cell Phone
- Computer Tablet (iPad®, Galaxy Tab®, etc.)
- Desktop Mac®
- Desktop PC
- Digital Camera
- E-Book Reader (Kindle®, Nook®, etc.)
- Laptop
- MP3 Player
- Netbook
- Video Games

### Appliances

- Automatic Dishwasher
- Blender
- Clothes Dryer
- Clothes Washer
- Clothing Iron
- Clothing Steamer
- Microwave Oven
- Refrigerator
- Toaster

### Personal Care

- Blood Glucose Monitor
- Body Care (Moisturizer, Body Scrub, etc.)
- Contact Lenses (Corrective)
- Dental Floss
- Dentures
- Deodorant
- Electric Toothbrush
- Eye Cosmetics
- Eyeglasses (Corrective)
- Face or Body Hair Lightener (Bleach)
- Face or Body Hair Removal (Lotion)
- Face or Body Hair Removal (Wax)
- Facial Care (Moisturizer, Serum, etc.)
- Facial Cosmetics
- Fragrance (Perfume, Cologne, Body Spray, etc.)
- Hair Color
- Hair Regrowth/Loss Prevention
- Hand Sanitizer
- Homeopathic Remedies
- Lip Cosmetics
- Maxi Pads
- Mouthwash
- Nail Products and Hand/Foot Care (Polish, Cuticle Cream, Callus Remover, etc.)
- Over-the-Counter Medicine (Pain Reliever, Cough Syrup, etc.)
- Panty Liners
- Self-Tanners
- Specialty Hair Care (Gloss, Deep Conditioner, etc.)
- Sun Protection
- Tampons
- Toothbrush
- Toothpaste
- Vitamins and Supplements
- Whitening Toothpaste



### Food and Beverage

- All Natural
- "Diet"
- Gluten-Free
- High Fiber
- Light and/or "Lite"
- Locally Produced/Sourced
- Low Calorie
- Low Carbohydrate
- Low Cholesterol
- Low Fat
- Low/Reduced Sugar
- No Additives and/or Preservatives
- No Trans Fats
- Non-Genetically Modified Foods
- Omega-3
- Organic
- Probiotics
- Vegan
- Vegetarian
- Vitamin-Fortified
- Whole Grains



### Household Products

- Air Fresheners
- Dishwasher Detergent
- Dishwashing Soap
- Disinfectant
- Window/Glass Cleaner

### Tobacco

- Cigarettes
- Cigarillos
- Cigars
- E-Cigarettes
- Smokeless Tobacco

### Alcohol

- Beer
- Liquor
- Wine

### Automobile Ownership

#### Type Owned

- Four-Door Sedan
- Hatchback
- SUV
- Truck
- Two-Door Coupe
- Van/Minivan

#### Purchase/Finance

- Finance Over Time
- Lease
- Pay Cash

#### Engine Type

- Diesel
- Electric
- Ethanol
- Gas-Powered
- Hybrid
- Natural Gas

### Ailments

- Acne
- Alcoholism
- Allergies
- Anemia
- Anxiety Disorders
- Arthritis
- Bladder Infection
- Bloating
- Cancer
- Cataracts
- Celiac Disease
- Cirrhosis
- Constipation
- Corns/Calluses
- Depression
- Diabetes (Type 1)
- Diabetes (Type 2)
- Drug Dependency
- Eating Disorders
- Eczema or Other Skin Conditions
- Fatigue
- Flatulence/Gas
- Food Allergy
- Frequent Indigestion
- Gallstones/Gall Bladder Problems
- Gastritis
- Glaucoma
- Gluten Intolerance
- Gout
- Heart Disease
- Heartburn
- Hemorrhoids
- Hepatitis
- Hiatal Hernia
- High Blood Pressure/Hypertension
- High Cholesterol
- Hypoglycemia
- Incontinence
- Insomnia
- Irritable Bowel Syndrome
- Lactose Intolerance
- Low Blood Pressure
- Menopause Symptoms
- Menstrual Cramps
- Migraine Headaches
- Neurological Disorders
- Obesity
- Osteoporosis
- Pancreatitis
- Perimenopause Symptoms
- Premenopause Symptoms
- Periodontal/Gum Disease
- Premenstrual Syndrome (PMS)
- Prostate Problems
- Sexual Dysfunction
- Skin Rash
- Stomach Ulcers
- Stress
- Thyroid Disorders
- Ulcerative Colitis
- Vision Problems (Poor Sight, Astigmatism)
- Water Retention
- Yeast Infection



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# Symmetric's' Specialty Panels

## Contractor Advisory Board®

The Contractor Advisory Board® is a group of building and construction contractors from across the United States, Canada, and other countries spanning the residential, light commercial, heavy commercial, and industrial sectors of the building industry. All types of contractors (general contractors, HVAC/R, electrical, tile and masonry, plumbing, landscape, roofing, drywall, painting, pool, fencing, excavation, insulation, framing, glass, remodeling, siding, fire protection, environmental controls, security, etc.) are invited to join. The Contractor Advisory Board® was established in 1999 and is currently English-only.

## *Executive Advisory Board®*

The Executive Advisory Board® is a worldwide group of managers and executives (from those in smaller companies to those in the largest corporations) who help shape the future by participating in online research surveys and discussions. The Executive Advisory Board® was established in 2000 and is available in English, French, and German.

## Medical Advisory Board®

The Medical Advisory Board® is a worldwide group of nurses, optometrists, pharmacists, dietitians, pathologists, laboratory technicians, radiologists, veterinarians, and other healthcare professionals who participate in online surveys and discussions. The Medical Advisory Board® was established in 2003 and is English-only.

## Physicians Advisory Council®

The Physicians Advisory Council® is a worldwide group of physicians and surgeons who help influence the future of medicine and healthcare by participating in online opinion surveys and discussions. The Physicians Advisory Council® was established in 1999 and is available in English, French, and German.

## Technology Advisory Board®

The Technology Advisory Board® is a worldwide group of technology professionals—engineers, scientists, computer scientists, information systems professionals, software developers, web developers, and executives in technology industries. The Technology Advisory Board® was established in 1999 and is available in English, French, German, Italian, Japanese, and Spanish.

### How Are Our Panels Recruited?

Panels are recruited by a combination of online and offline methods (telephone, mail, SEO, SEM, banner advertising, online content advertising, social media marketing, mobile advertising, email, print advertising, and publicity). The recruiting is designed to make each panel as representative of its target population as possible.



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