



**SAMPLE
STRATEGIES**



PANEL BOOK 2018



Sample Strategies is a leading international panel provider specializing in business and consumer data collection. We provide access to hard-to-reach consumer and business audiences across 19 countries. Our proprietary panels provide access to over 3 million active respondents, all registered through a secure double opt-in methodology.

Today, Sample Strategies serves clients in 19 countries through our teams in the US, Dubai and India.



What makes us different?



KEY THINGS THAT MAKES SAMPLE STRATEGIES DIFFERENT



DEDICATED ACCOUNT MANAGERS

Every client at Sample Strategies has a dedicated account manager and a project manager. This means that your projects and requests are actioned as there's someone available all the time.



24/7 COVERAGE

We've got iPhones/laptops and are available 24/7 to cover your research sample needs.



IN DEPTH PROFILERS

With in-depth profiling across 500+ variables, we can get you the hard to reach survey audiences when you need.

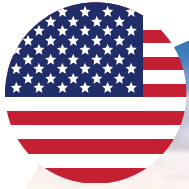


FAIR INCENTIVE POLICY

We've a "pay the panel" philosophy. Our incentives are the highest and we reward our respondents fairly for the time they spend on our surveys.

PANEL PROFILE





525,413
Validated Consumer Panelists

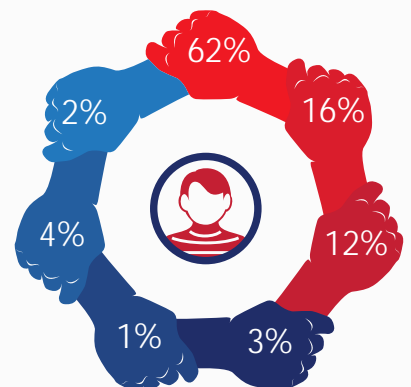
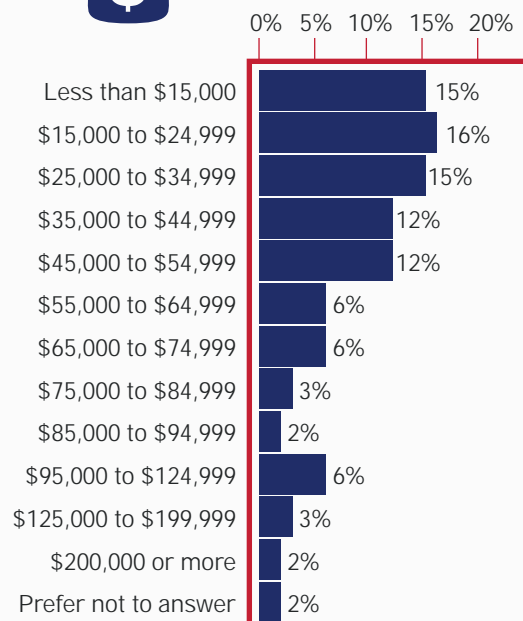
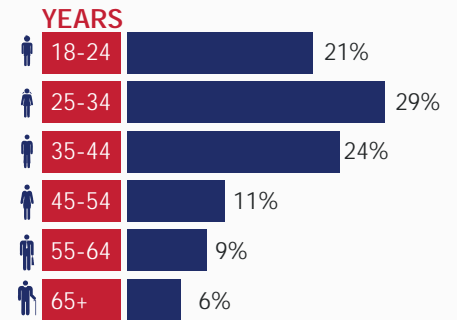
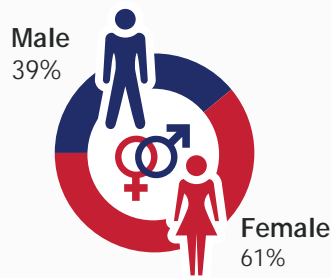


322,583,006
Population



84.20%
Internet Penetration

UNITED STATES OF AMERICA PANEL PROFILE



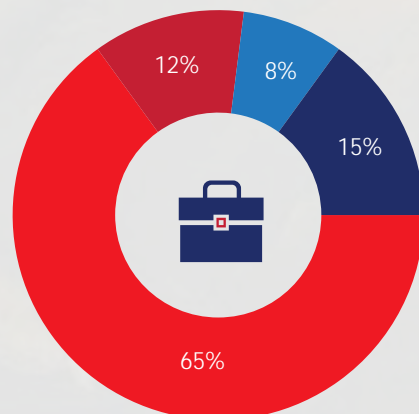
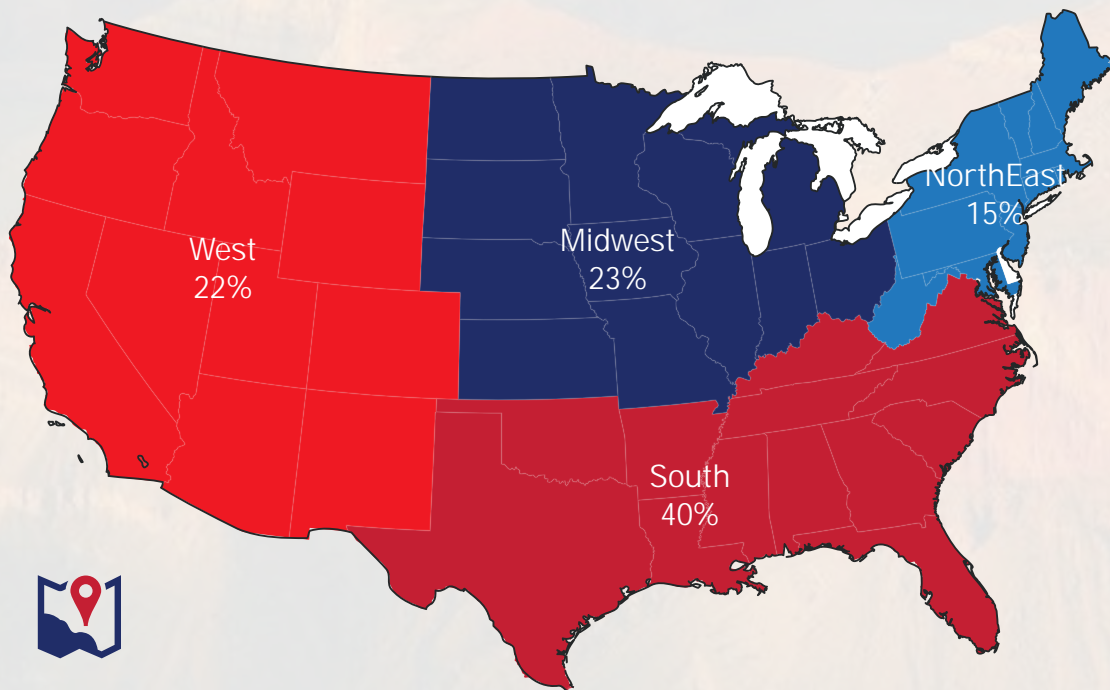
- White
- Black or African American
- Hispanic/Latino
- Asian
- Native Hawaiian/Pacific Islander
- Other Ethnicity
- Don't know/prefer not to answer



525,413

Validated Consumer Panelists

UNITED STATES OF AMERICA PANEL PROFILE

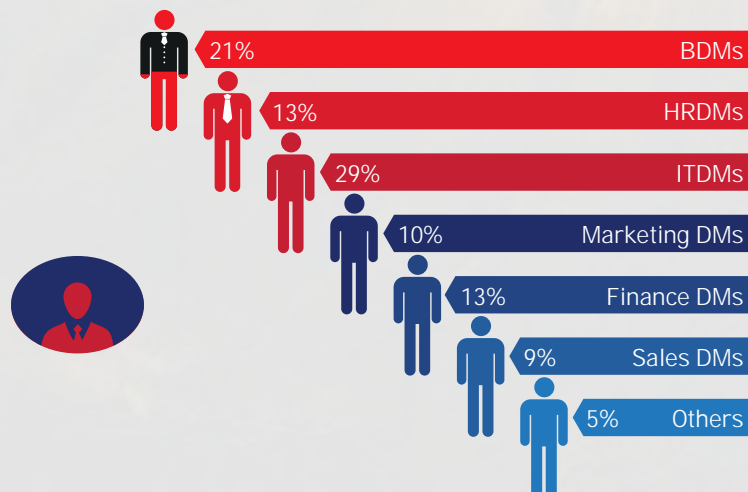


- Full time employed
- Part Time employed
- Self Employed
- Others



351,659
Validated Business Panelists

UNITED STATES OF AMERICA PANEL PROFILE





135,626
Validated Consumer Panelists

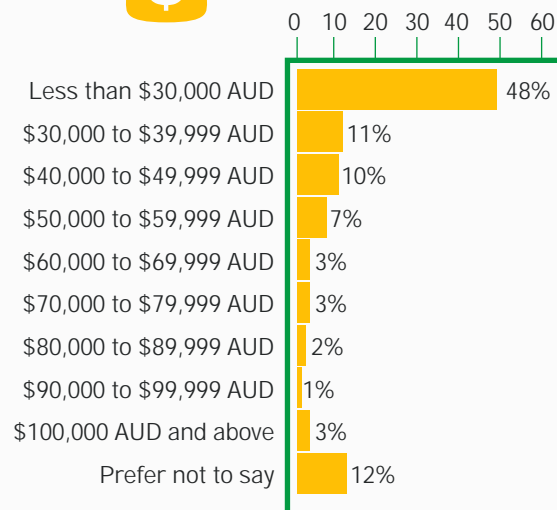
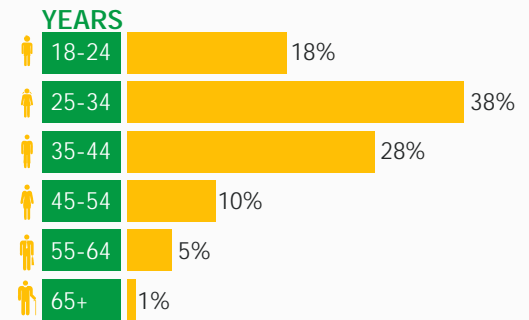
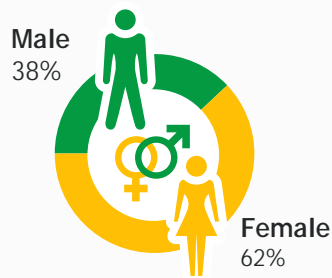


23,630,169
Population



83.00%
Internet Penetration

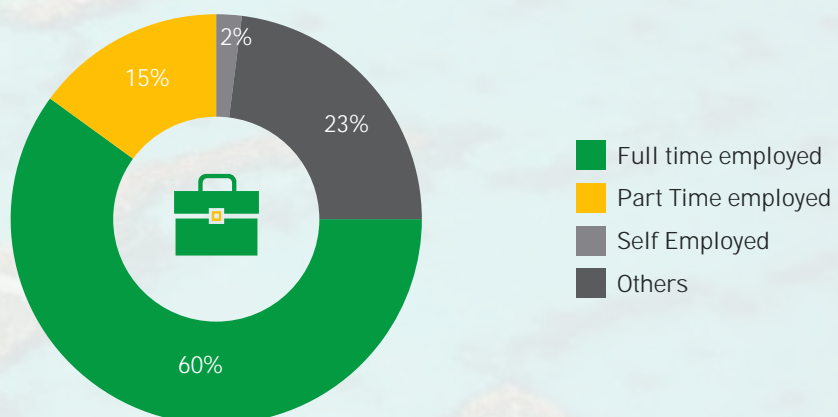
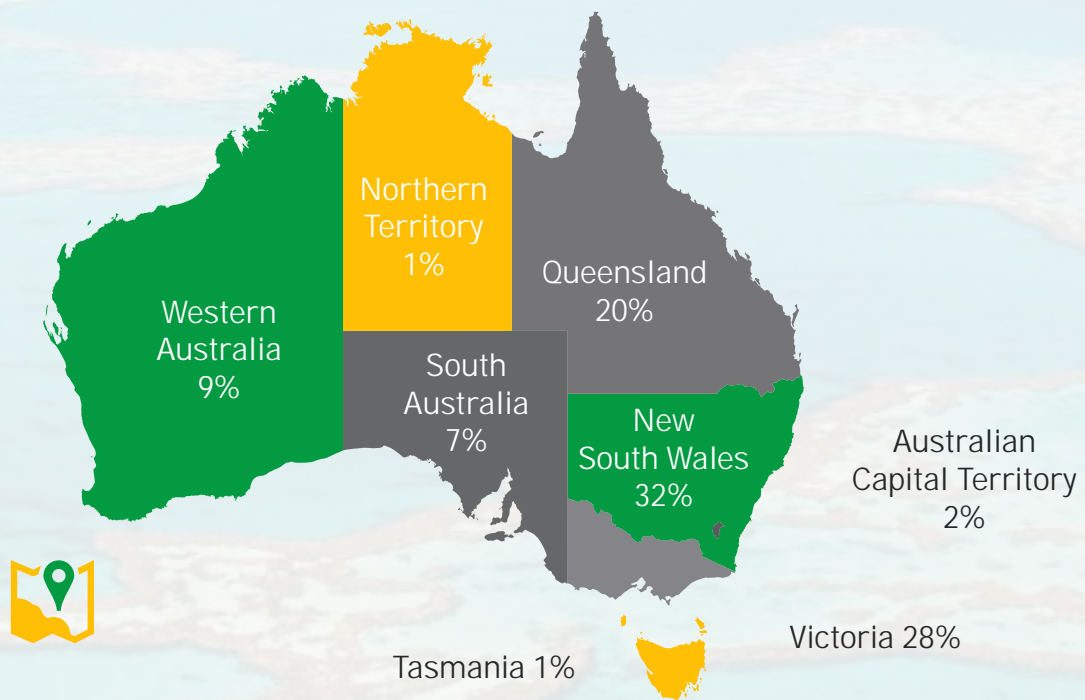
AUSTRALIA PANEL PROFILE





135,626
Validated Consumer Panelists

AUSTRALIA PANEL PROFILE





155,749
Validated Consumer Panelists

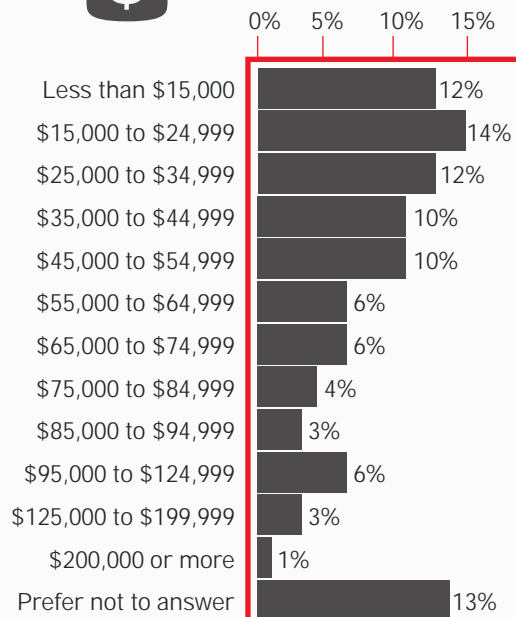
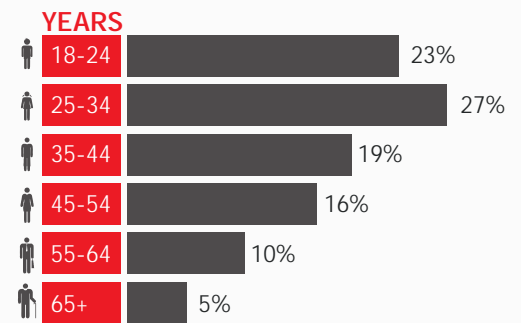
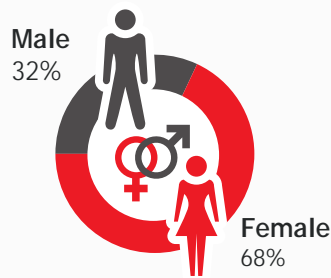


35,524,732
Population



85.80%
Internet Penetration

CANADA PANEL PROFILE



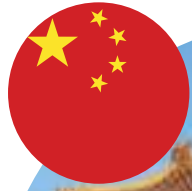


155,749
Validated Consumer Panelists

CANADA

PANEL PROFILE





515,127
Validated Consumer Panelists

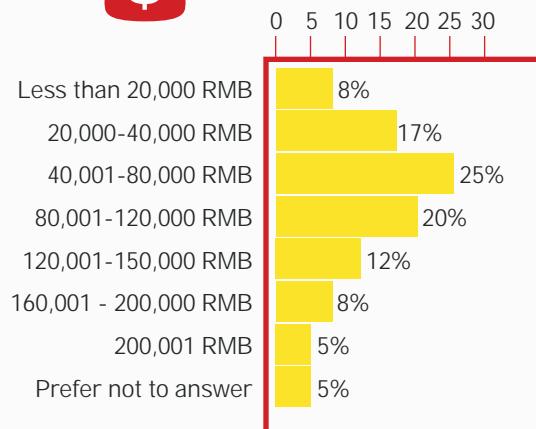
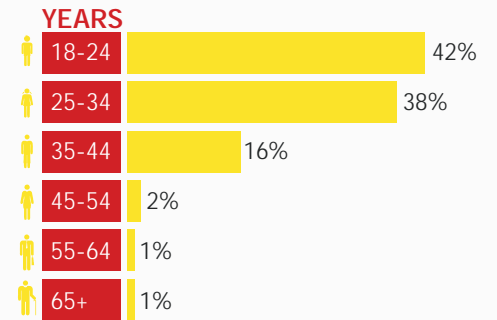
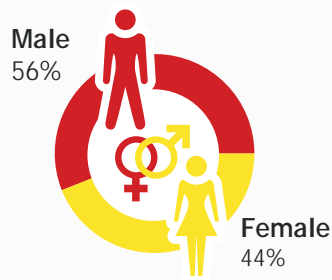


1,393,783,836
Population



45.80%
Internet Penetration

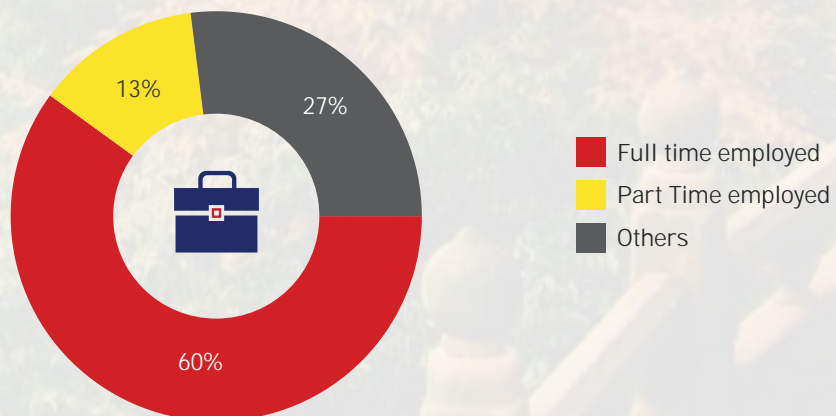
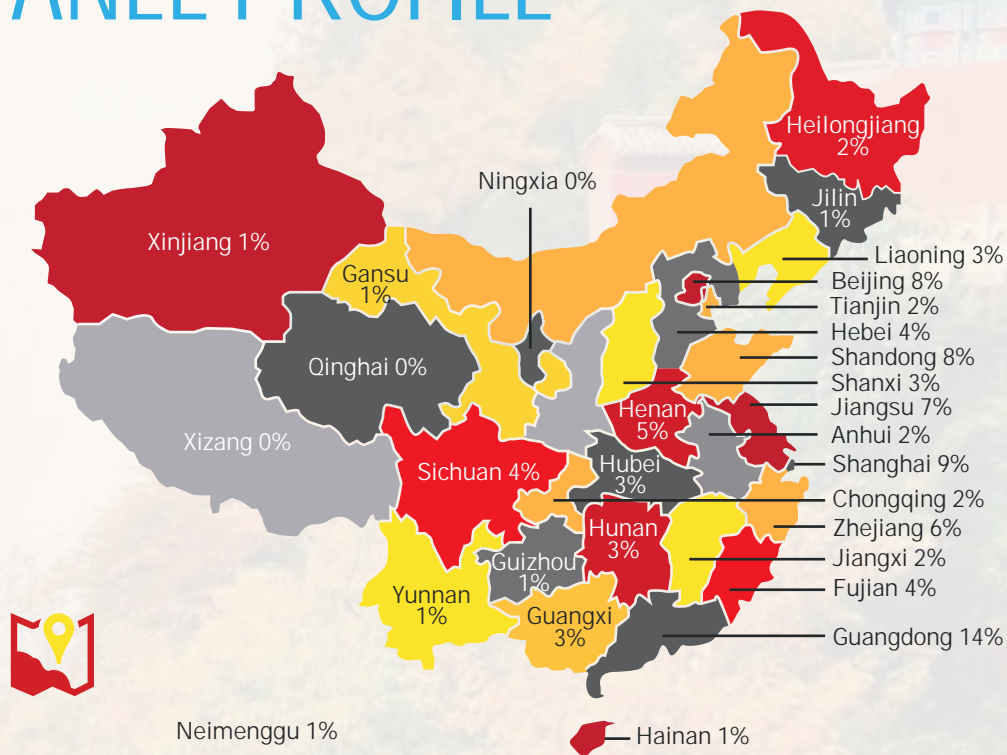
CHINA PANEL PROFILE





515,127
Validated Consumer Panelists

CHINA PANEL PROFILE

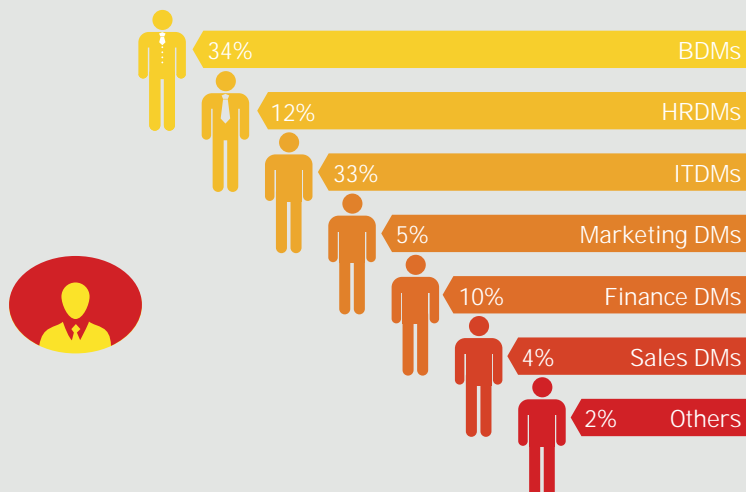
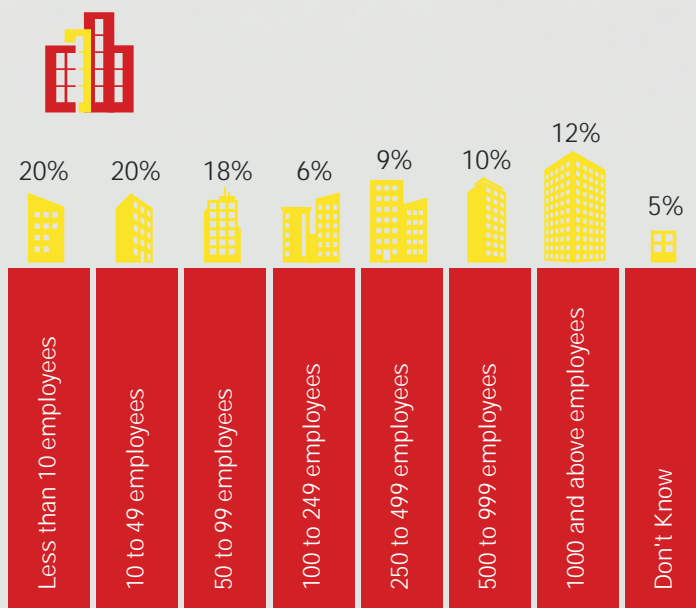




295,985
Validated Business Panelists

CHINA

PANEL PROFILE





213,234
Validated Consumer Panelists

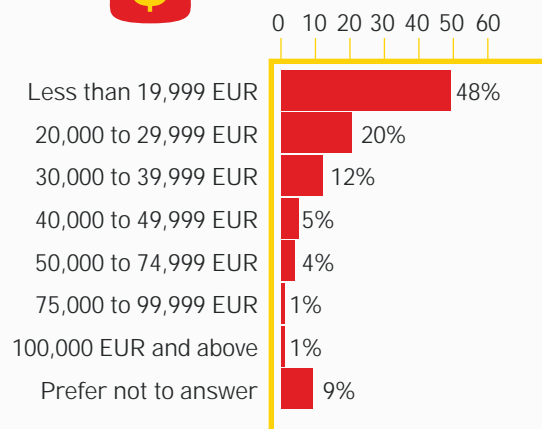
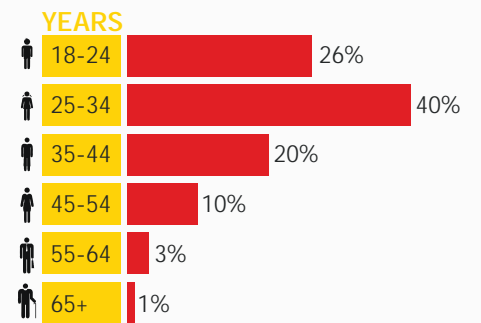
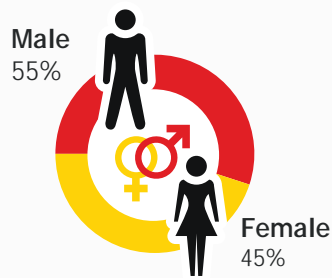


82,652,256
Population



84.00%
Internet Penetration

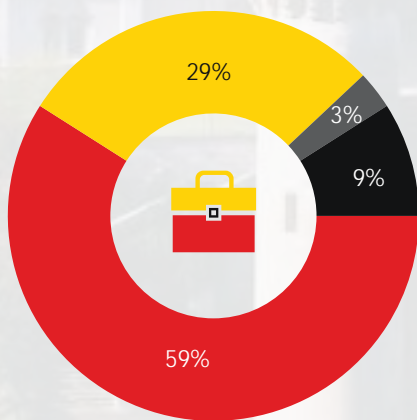
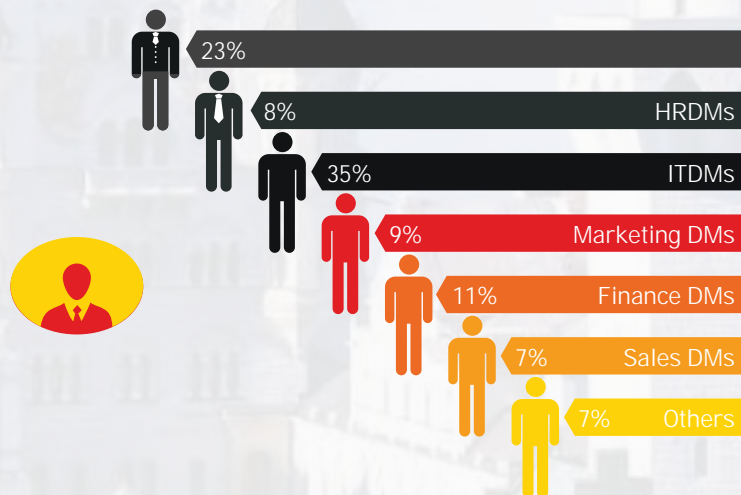
GERMANY PANEL PROFILE



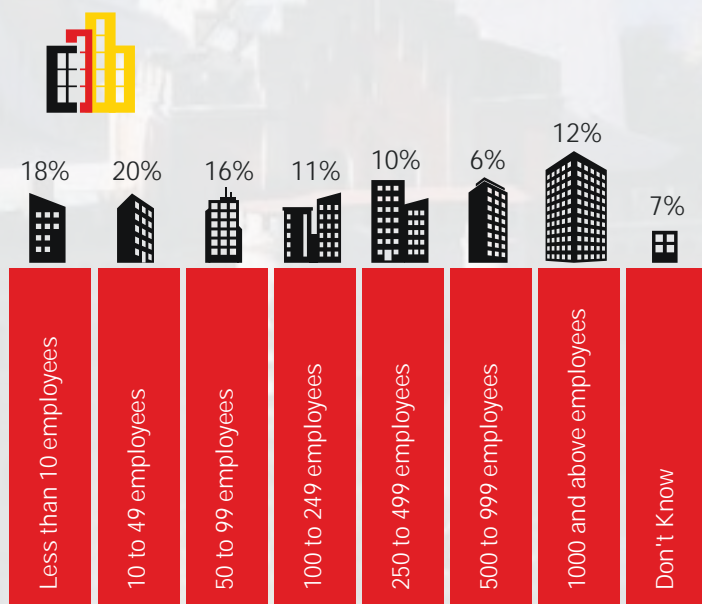


141,236
Validated Business Panelists

GERMANY PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others





365,086
Validated Consumer Panelists

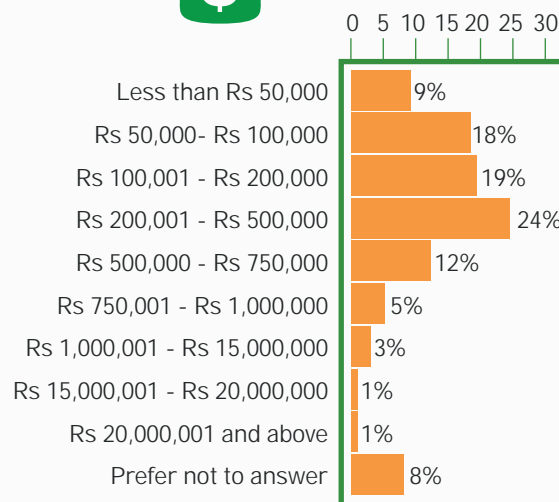
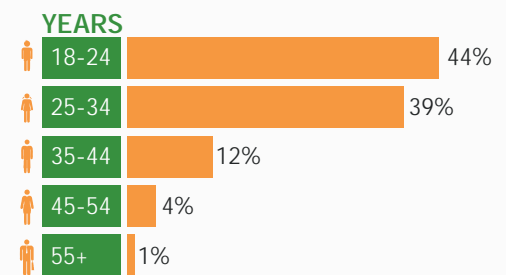
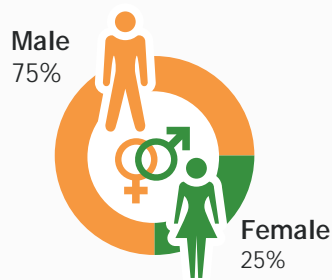


1,267,401,849
Population



15.10%
Internet Penetration

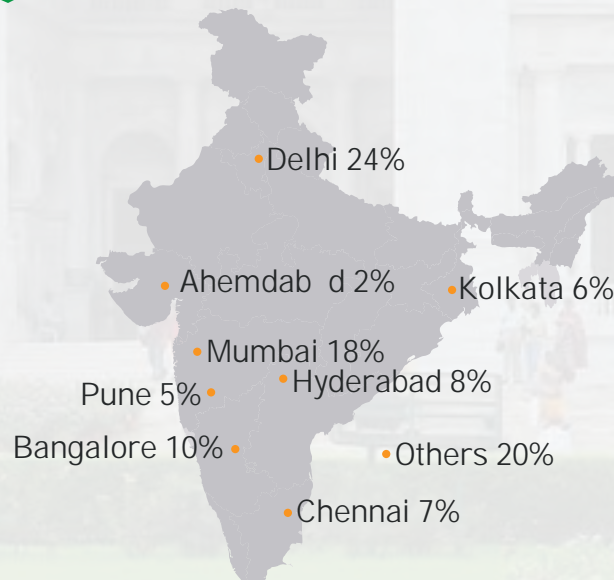
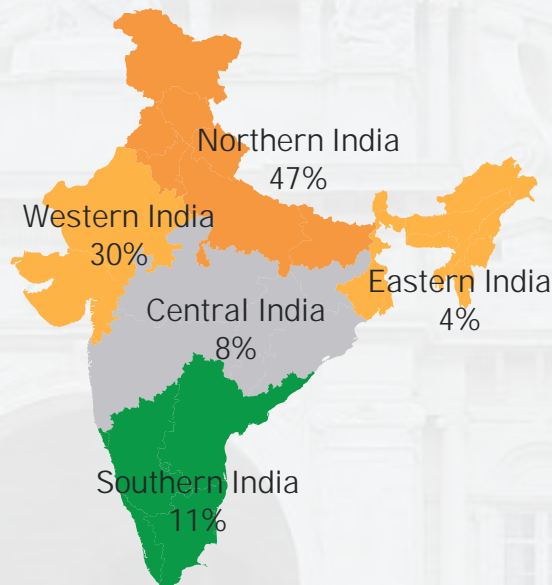
INDIA PANEL PROFILE





365,086
Validated Consumer Panelists

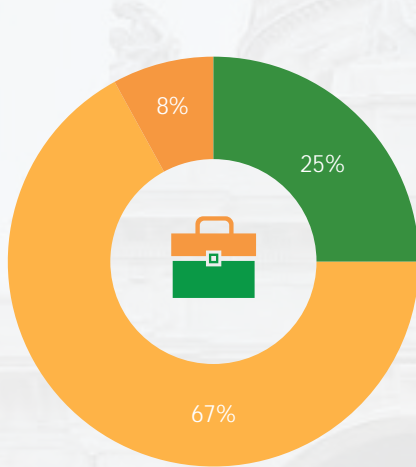
INDIA PANEL PROFILE



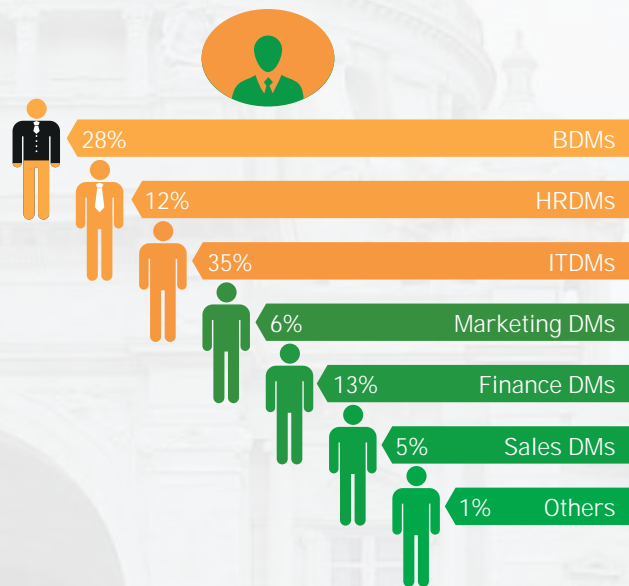


173,416
Validated Business Panelists

INDIA PANEL PROFILE



- Full time employed
- Part Time employed
- Others





475,725
Validated Consumer Panelists

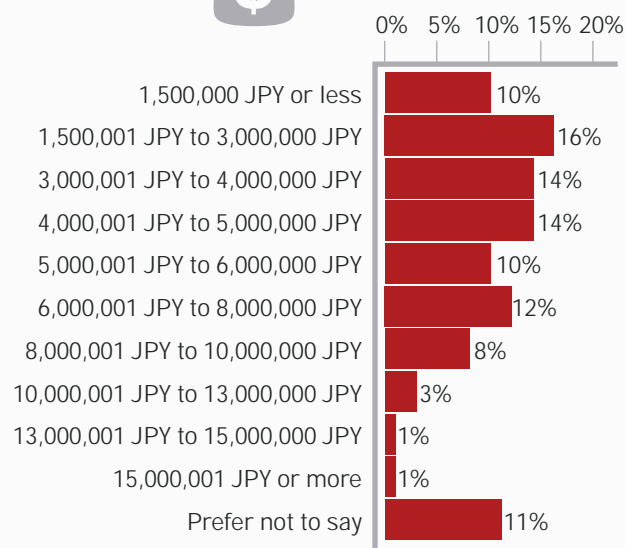
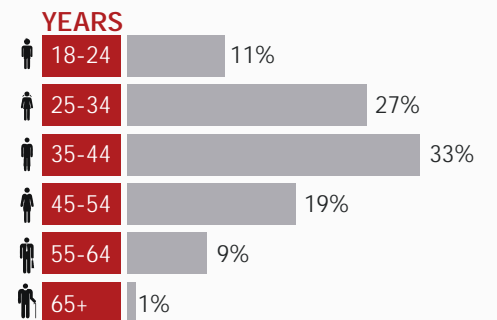
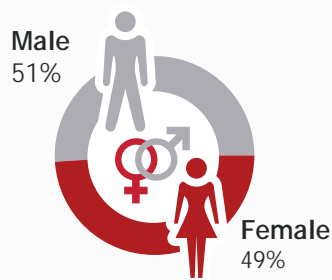


127,368,088
Population



86.30%
Internet Penetration

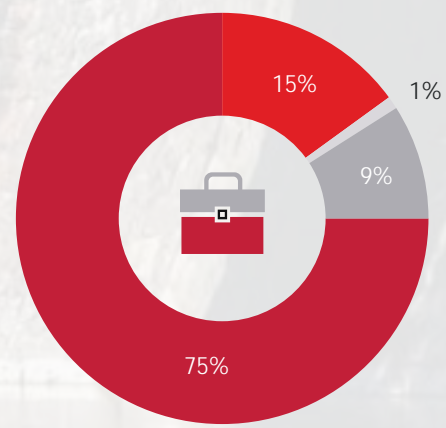
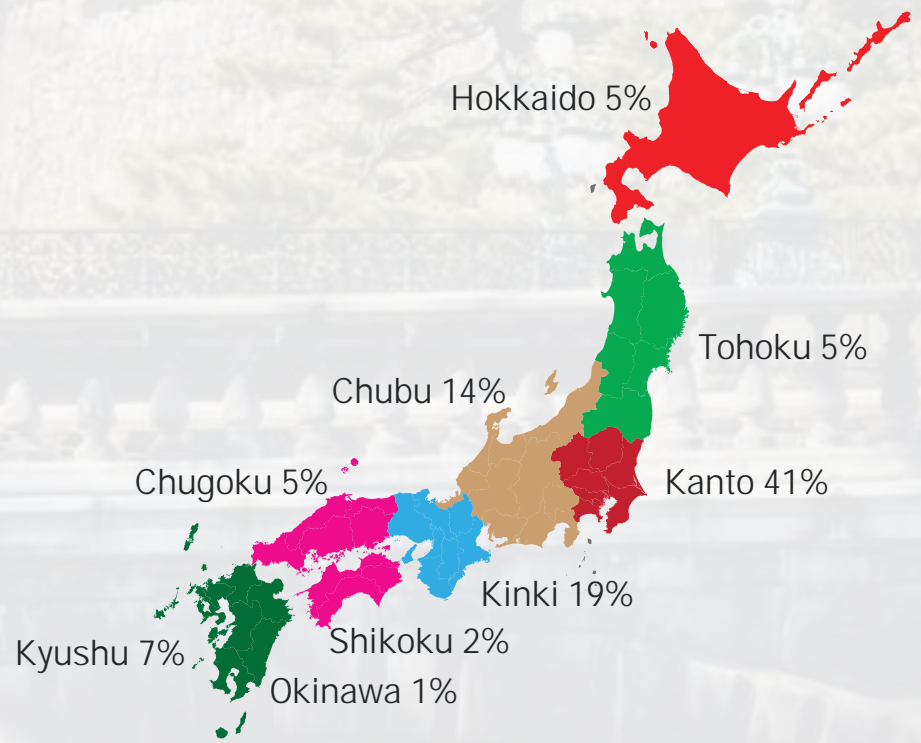
JAPAN PANEL PROFILE





475,725
Validated Consumer Panelists

JAPAN PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others



225,761
Validated Consumer Panelists



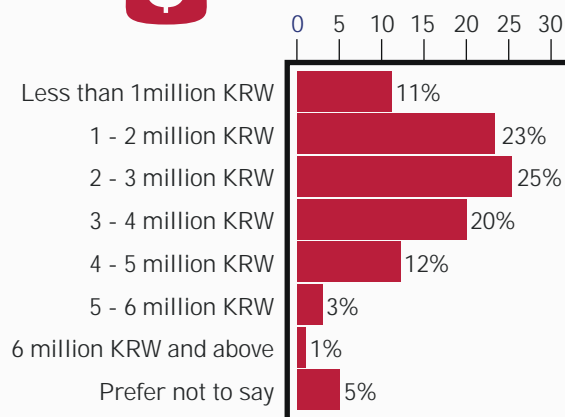
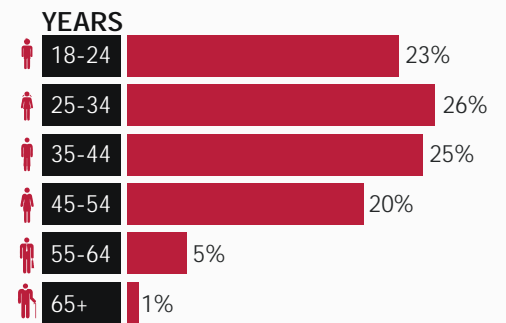
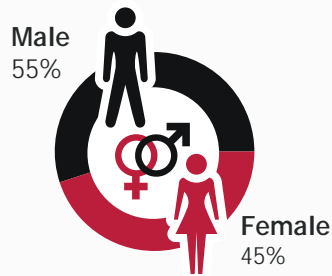
49,512,026
Population



84.80%
Internet Penetration

KOREA

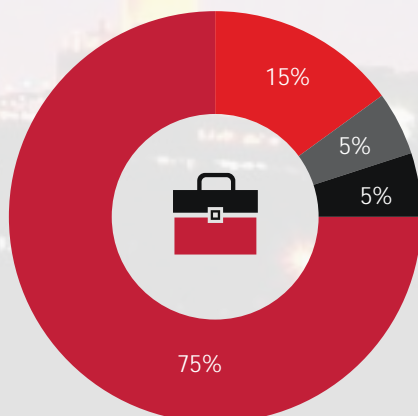
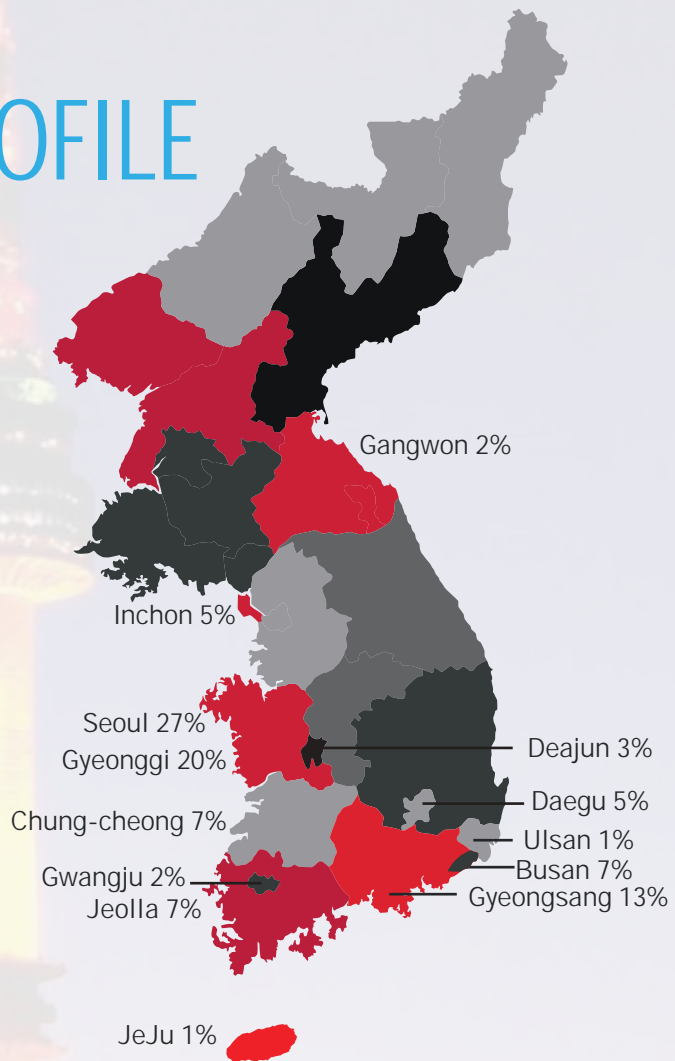
PANEL PROFILE





225,761
Validated Consumer Panelists

KOREA PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others



185,845
Validated Consumer Panelists

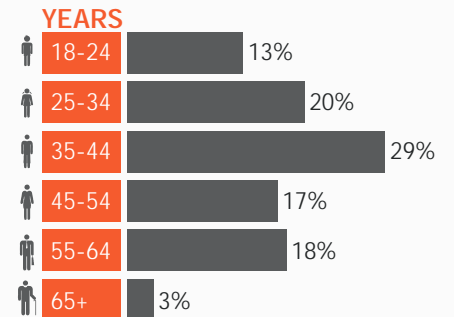
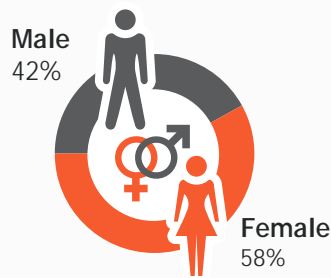


16,802,463
Population



94.00%
Internet Penetration

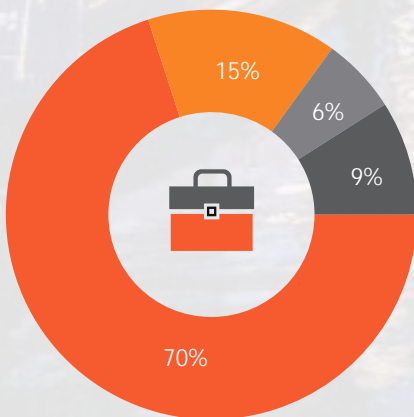
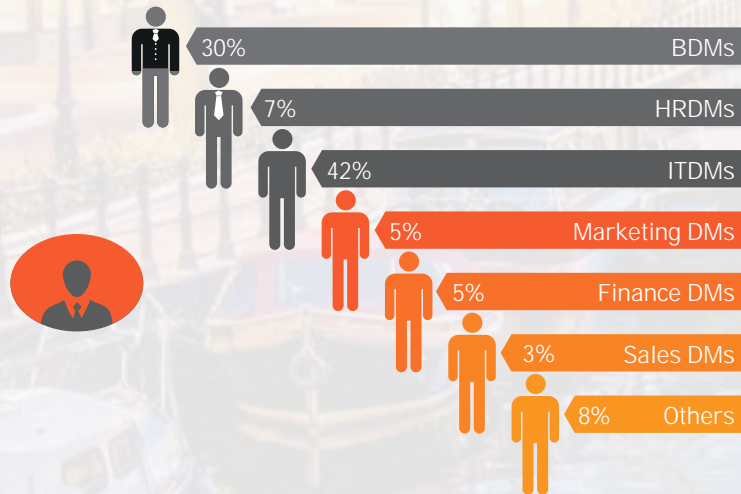
NETHERLANDS PANEL PROFILE





79,523
Validated Business Panelists

NETHERLANDS PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others





233,216
Validated Consumer Panelists

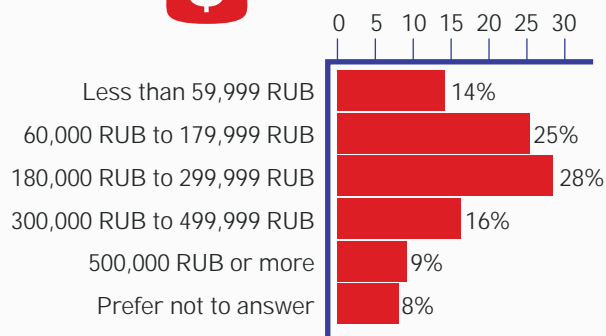
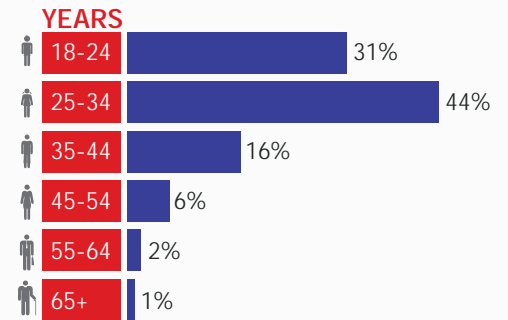
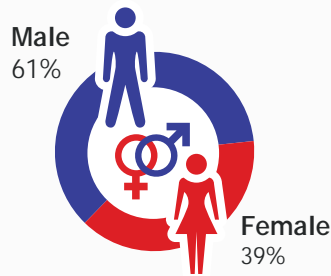


142,467,651
Population



61.40%
Internet Penetration

RUSSIA PANEL PROFILE

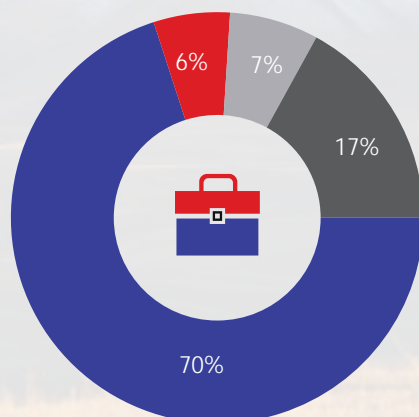
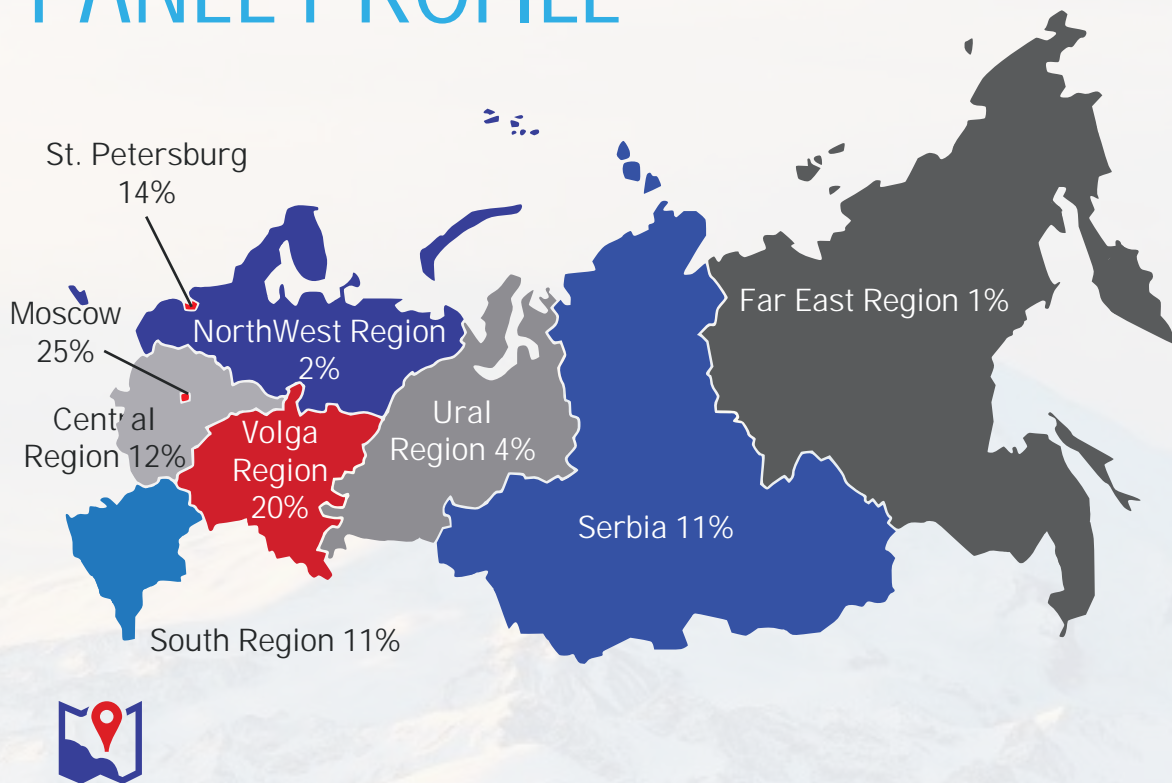




233,216
Validated Consumer Panelists

RUSSIA

PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others



215,985
Validated Consumer Panelists

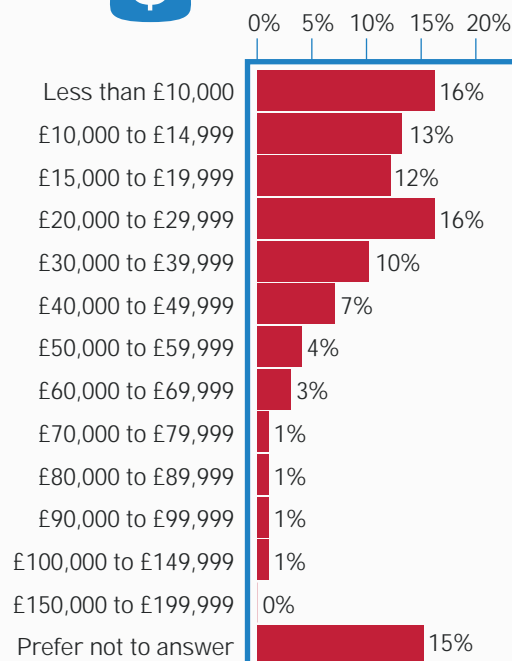
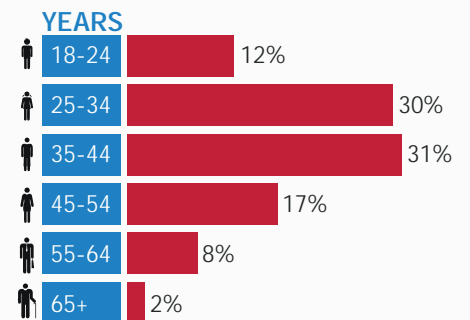
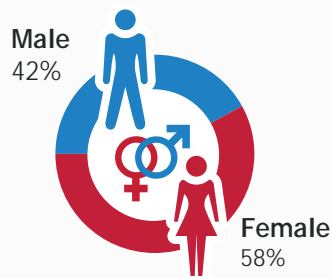


63,489,234
Population



89.80%
Internet Penetration

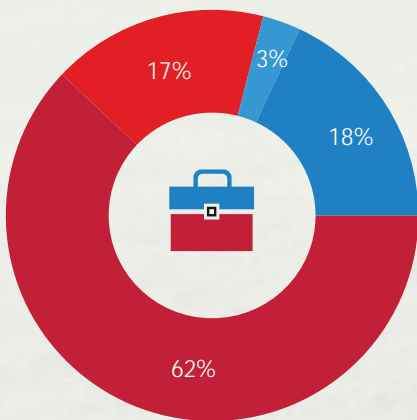
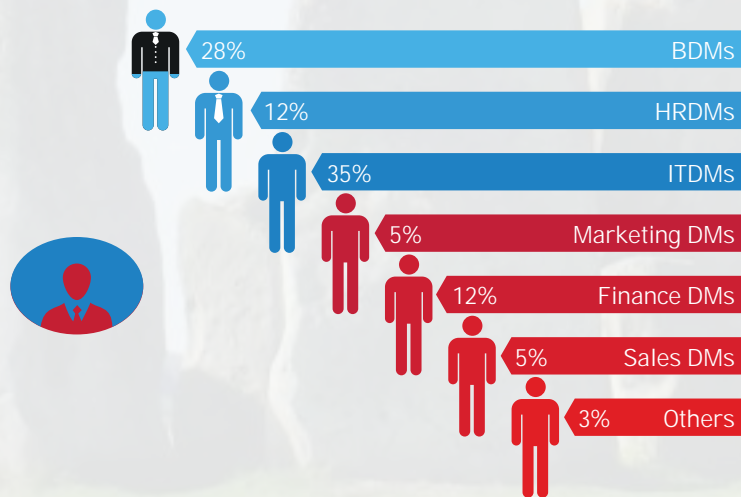
UNITED KINGDOM PANEL PROFILE



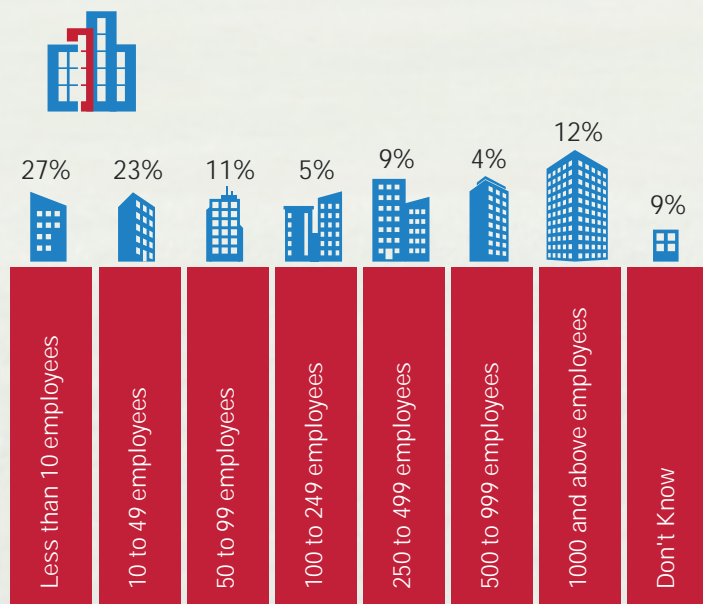


115,568
Validated Business Panelists

UNITED KINGDOM PANEL PROFILE



- Full time employed
- Part Time employed
- Self Employed
- Others



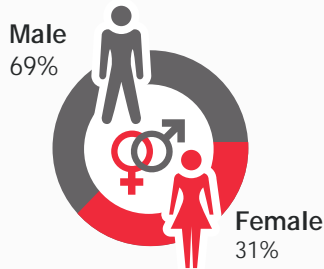
SOUTH EAST ASIA

SINGAPORE PANEL PROFILE



12,336

Validated Consumer Panelists

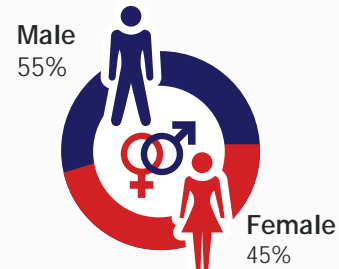


MALAYSIA PANEL PROFILE



16,987

Validated Consumer Panelists

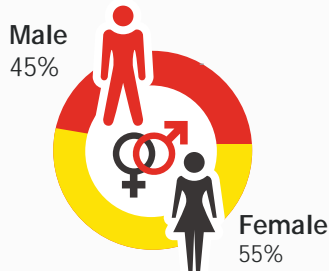


HONG KONG PANEL PROFILE



9,323

Validated Consumer Panelists

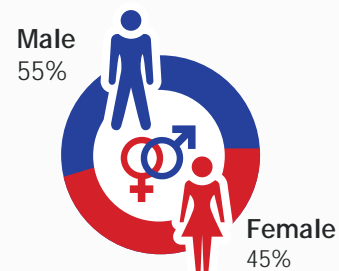


PHILIPPINES PANEL PROFILE



11,985

Validated Consumer Panelists

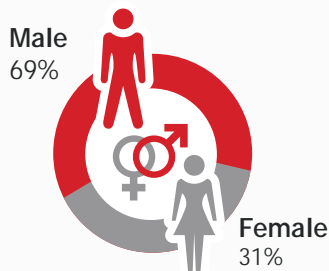


INDONESIA PANEL PROFILE



17,223

Validated Consumer Panelists

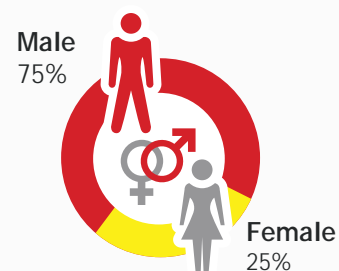


VIETNAM PANEL PROFILE



19,231

Validated Consumer Panelists



LATIN AMERICA

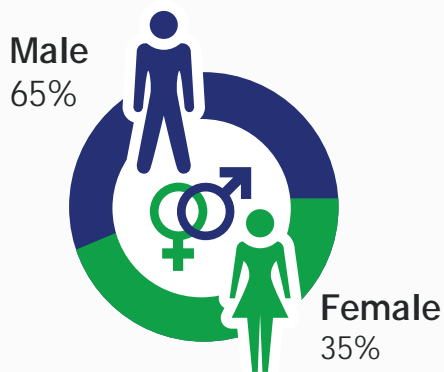


BRAZIL PANEL PROFILE



21,894

Validated Consumer Panelists

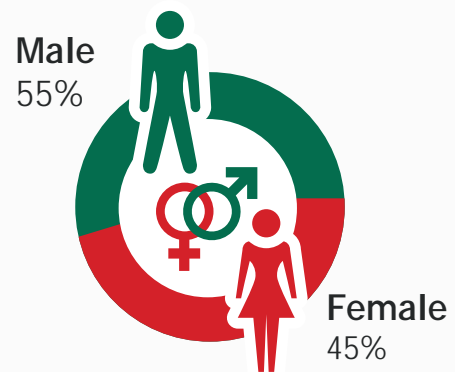


MEXICO PANEL PROFILE



23,433

Validated Consumer Panelists



PROFILING PARAMETERS

GENDER

Male
Female

ETHNICITY (US)

White/ Caucasians
Black/ African Americans
Asians/ Pacific Islander
Hispanics/ Latino
Others

INCOME (US)

Less than \$14,999
\$15,000 to \$24,999
\$25,000 to \$34,999
\$35,000 to \$44,999
\$45,000 to \$54,999
\$55,000 to \$64,999
\$65,000 to \$74,999
\$75,000 to \$84,999
\$85,000 to \$94,999
\$95,000 to \$124,999
\$125,000 to \$199,999
\$200,000 or more
Prefer not to answer

EDUCATION

High School or less than High school
Some college or university
Some college with a 2 year degree
Some college with a 4 year degree
Post graduate

MARITAL STATUS

Single, never married
Engaged or Married
Living with a partner
Separated/ Divorced
Prefer not to answer

EMPLOYMENT STATUS

Full time employed
Part time employed
Self employed
Military
Student
Retired
Home maker
Prefer not to answer

HOME OWNERSHIP

Own
Rent
Other

CHILDREN IN HOUSEHOLD

Yes
No

AUTOMOTIVE

Vehicles owned (Car, Bike, Boat etc.)
Driving license holder
Primary driver
Car make and model
Car class
Car type
Number of cars in Household

New car/ used car
Car owned/ leased
Car - year of purchase

B2B

Employment Status
Industry
Job Title
Number of employees
Number of computer/ workstations
Company Revenue
Decision making authority
Office supplies
IT (hardware and software)
Telecommunications
Human resources
Marketing/ Advertising
Sales/ business development
Banking/ Finance

BANKING/INSURANCE

Bank account
Financial products in household
Credit cards
Investable assets
Health insurance
car insurance
Insurance provider
Mutual funds

PROFILING PARAMETERS

TRAVEL

Leisure / Business travel
Number of trips per year
Domestic / International travel
Hotel stay
Air travel

HEALTH

Smokers
Alcohol consumption
Vision/contact lenses
Medical ailments
Fitness

PETS

Pets in household
Number of cats/dogs
Others (birds, reptiles, snakes,
fish etc.)

ELECTRONICS/TECHNOLOGY

Electronic devices in household
Cell phone type
Cell phone provider
Tablet, mobile phone, Smartphone – brand
Tablet, mobile phone, Smartphone – operating system
Mobile subscription – pre-paid vs. post-paid
TV connection
Video game consoles and gaming platforms
Headphone ownership

Camera ownership (digital, SLR and video etc.)
Computer ownership
Printer ownership
Internet connection
Internet usage

SHOPPING

Responsibility for grocery shopping
Online grocery shopping habits
Organic product purchase
Beauty product purchases
Loyalty cards
Supermarkets
Beverage

BEVERAGE

Beverage type
Consumption
Frequency



SAMPLE STRATEGIES