



**SAMPLE  
STRATEGIES**



**PANEL BOOK 2022**

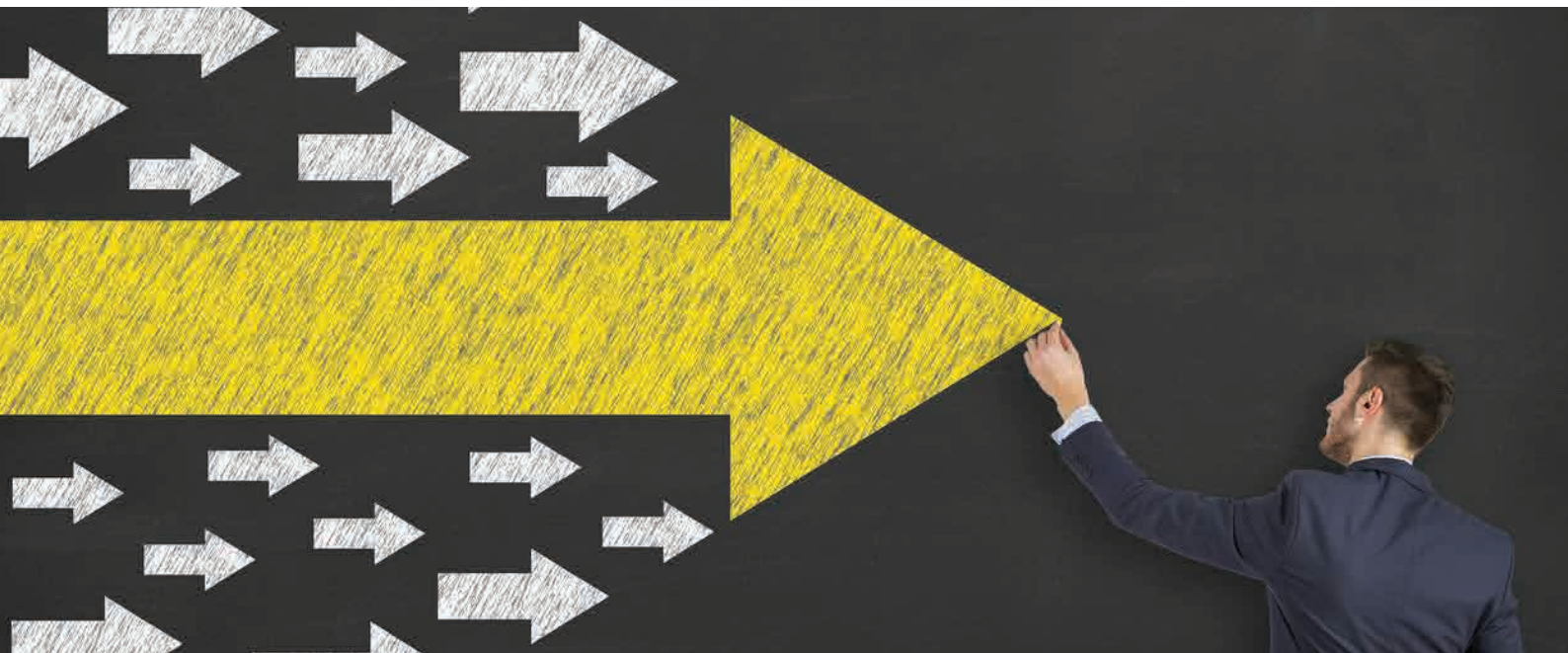


Sample Strategies is a leading international panel provider specializing in business and consumer data collection. We provide access to hard-to-reach consumer and business audiences across 22 countries. Our proprietary panels provide access to over 3 million active respondents, all registered through a secure double opt-in methodology.

Today, Sample Strategies serves clients in 15 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

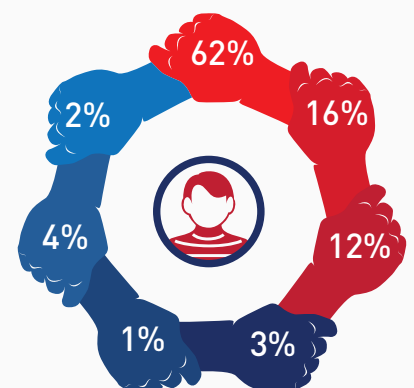
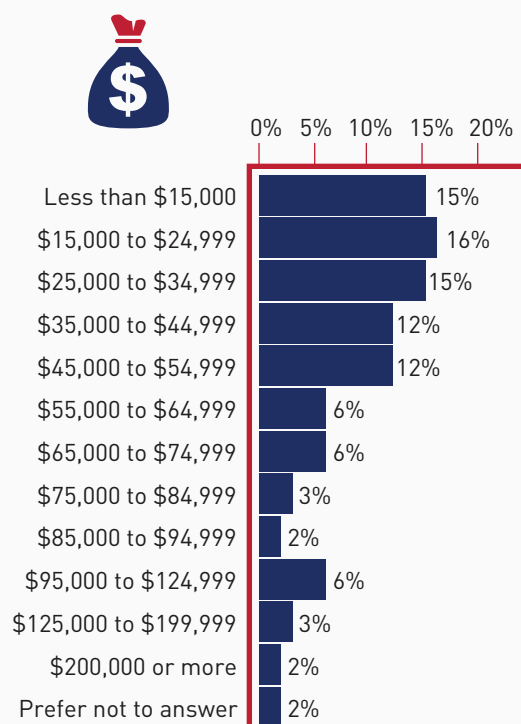
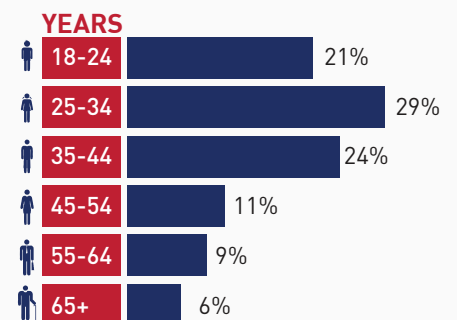
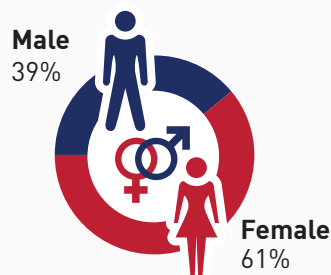


84.20%

Internet Penetration

# UNITED STATES OF AMERICA

## PANEL PROFILE



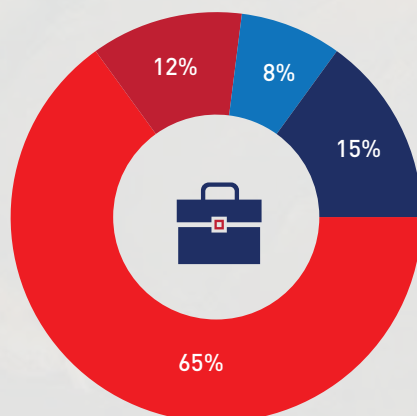
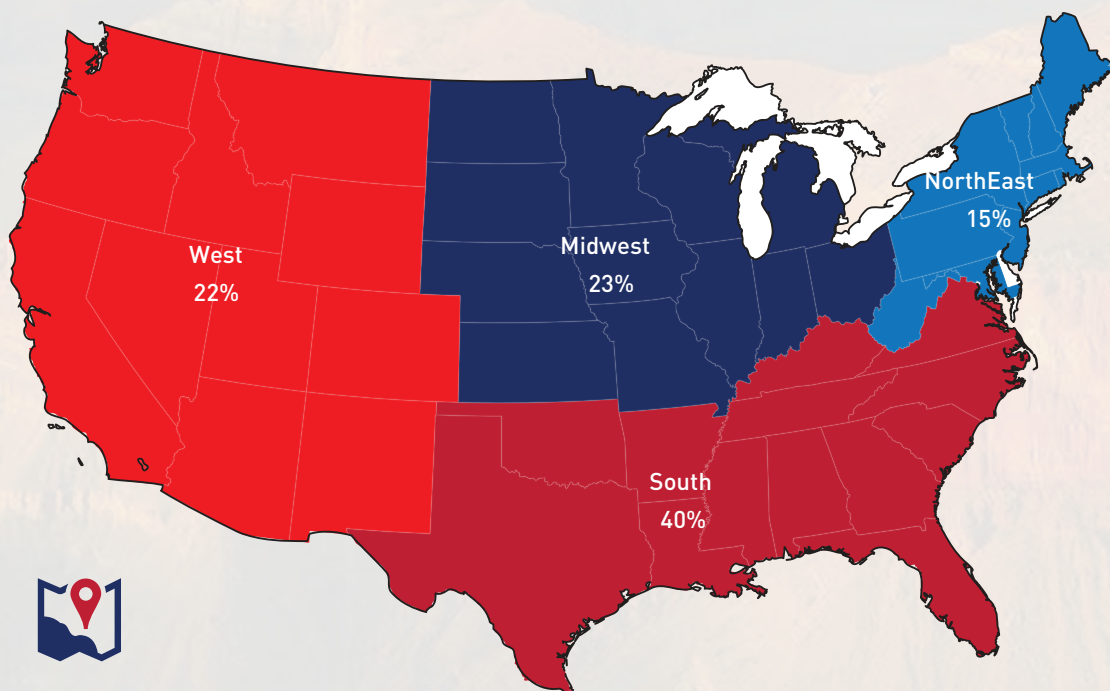
- White
- Black or African American
- Hispanic/Latino
- Asian
- Native Hawaiian/Pacific Islander
- Other Ethnicity
- Don't know/prefer not to answer



525,413

Validated Consumer Panelists

# UNITED STATES OF AMERICA PANEL PROFILE



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



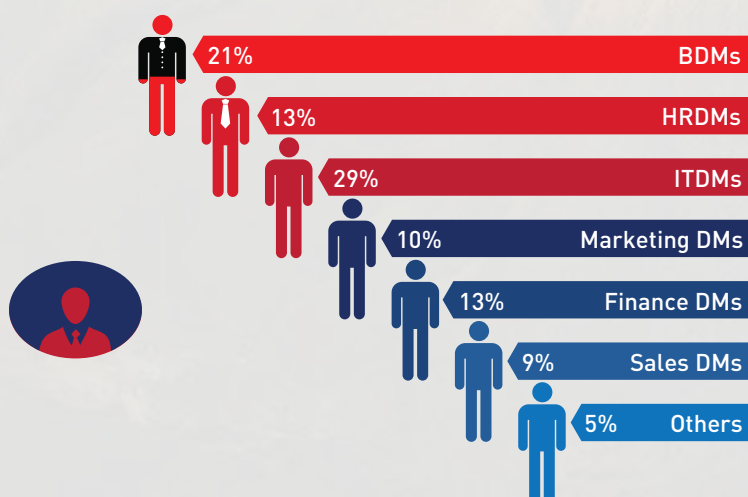


351,659

Validated Business Panelists

# UNITED STATES OF AMERICA

## PANEL PROFILE





**135,626**  
Validated Consumer Panelists

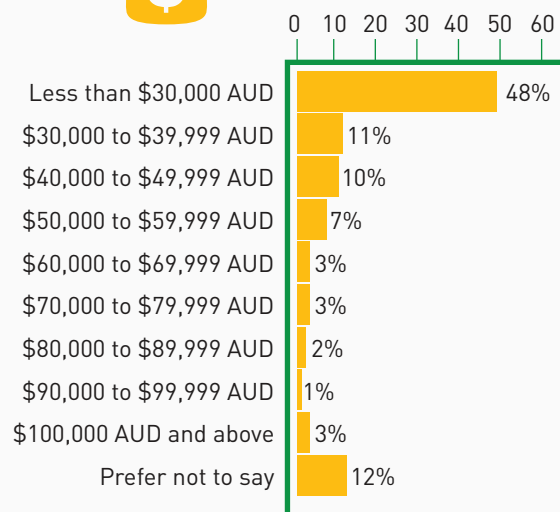
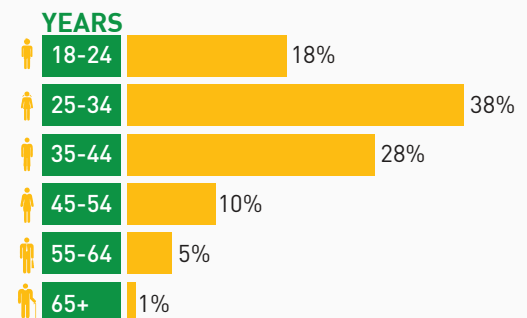
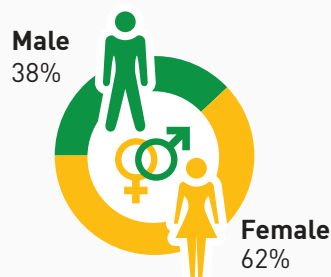


**23,630,169**  
Population



**83.00%**  
Internet Penetration

# AUSTRALIA PANEL PROFILE



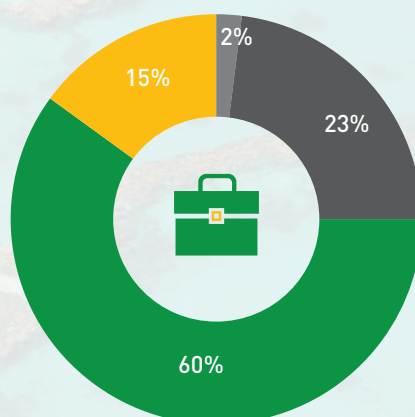
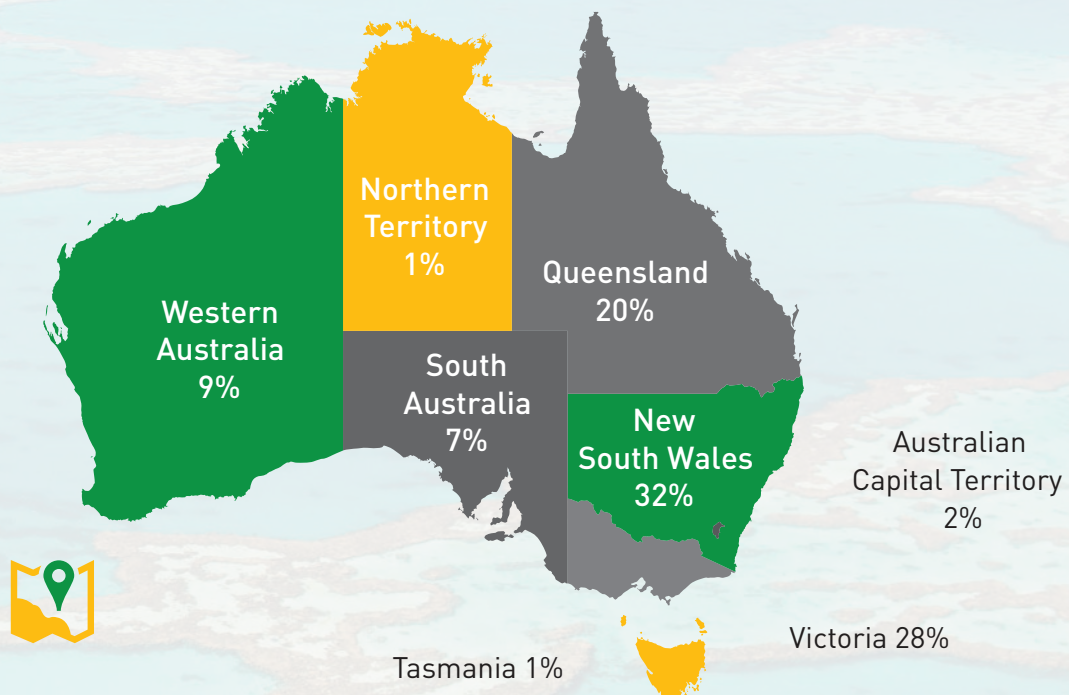




135,626

Validated Consumer Panelists

# AUSTRALIA PANEL PROFILE



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



**155,749**  
Validated Consumer Panelists

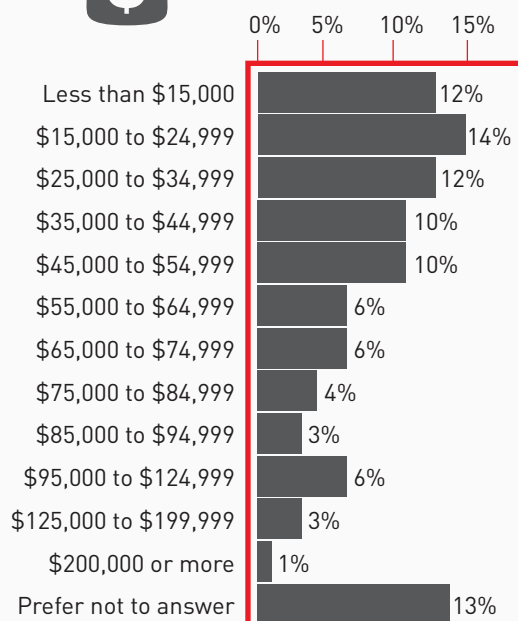
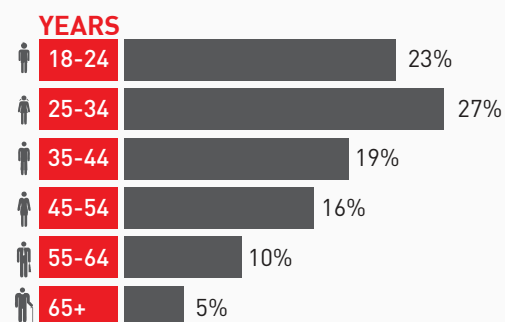
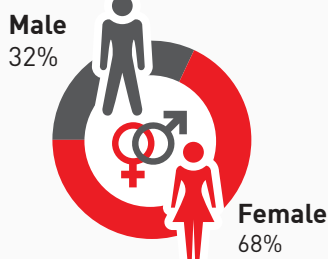


**35,524,732**  
Population



**85.80%**  
Internet Penetration

# CANADA PANEL PROFILE

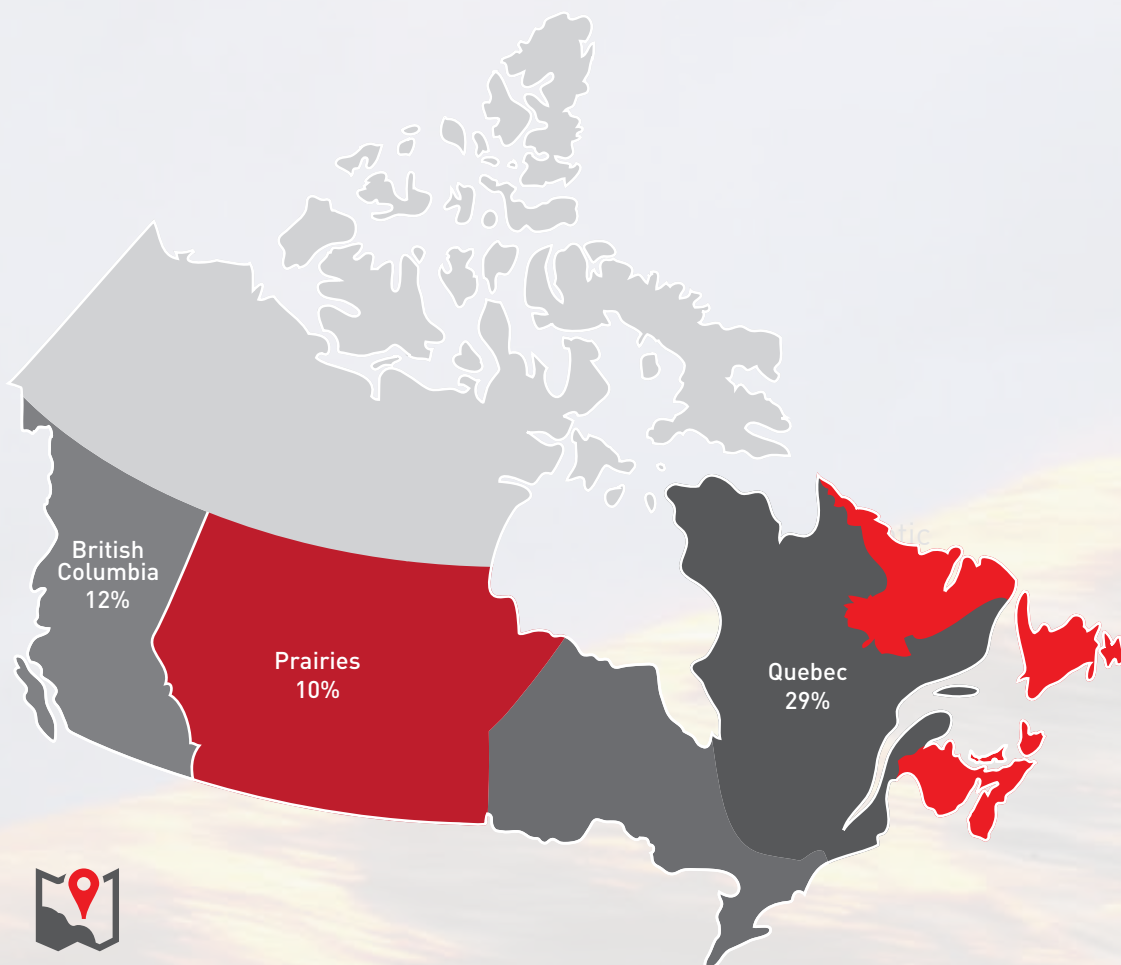


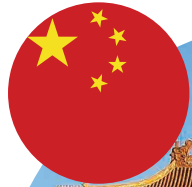




155,749  
Validated Consumer Panelists

# CANADA PANEL PROFILE





**515,127**  
Validated Consumer Panelists

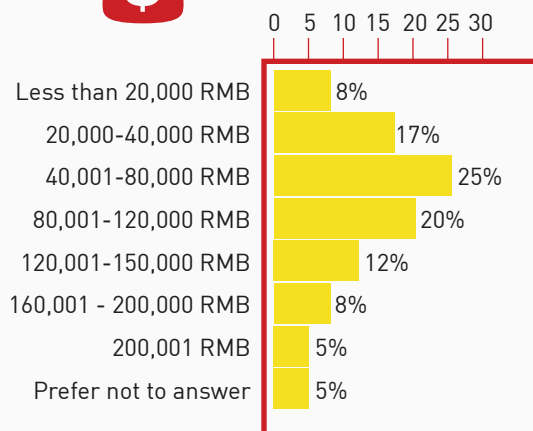
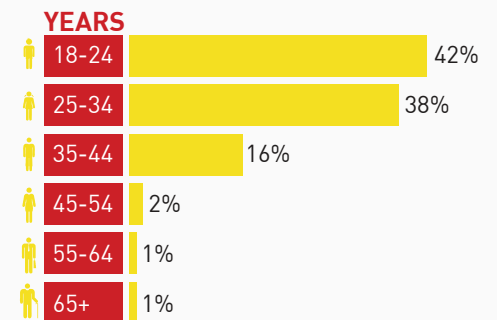
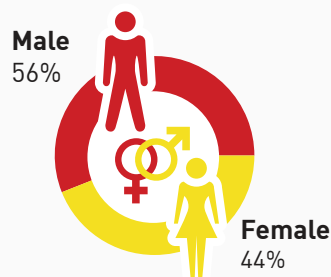


**1,393,783,836**  
Population



**45.80%**  
Internet Penetration

# CHINA PANEL PROFILE



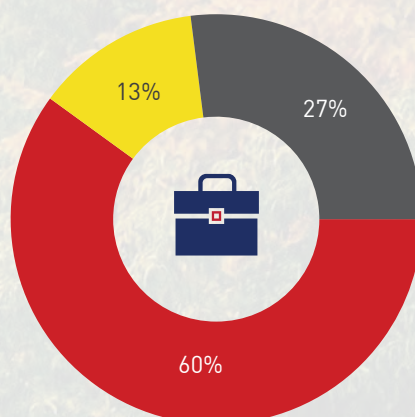
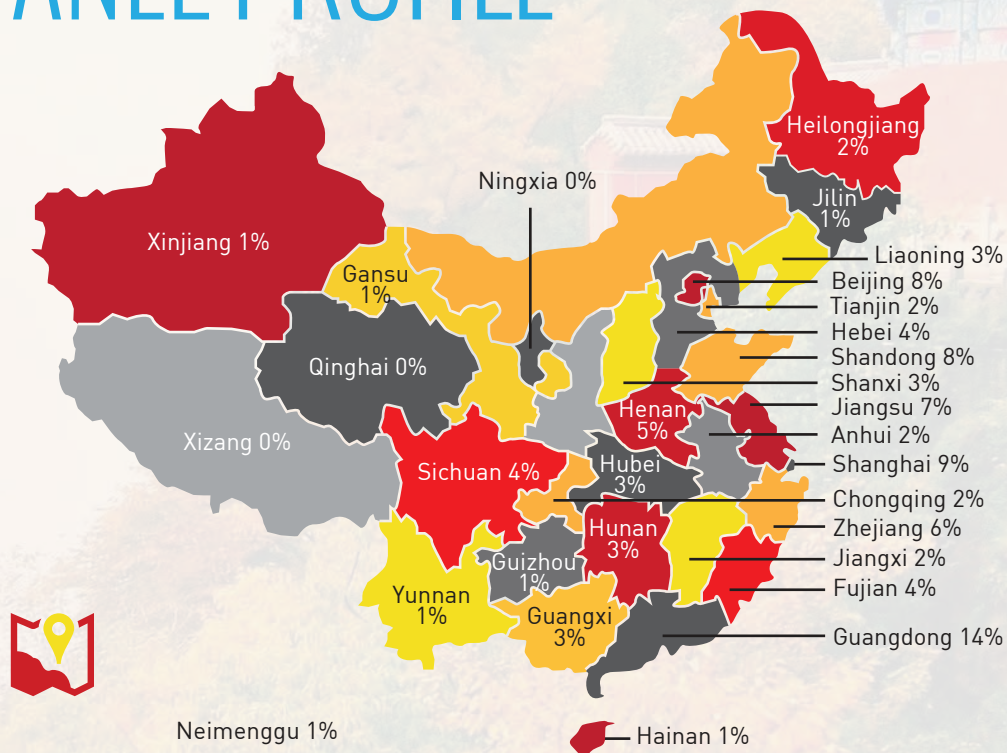




515,127

Validated Consumer Panelists

# CHINA PANEL PROFILE



- Full time employed
- Part Time employed
- Others

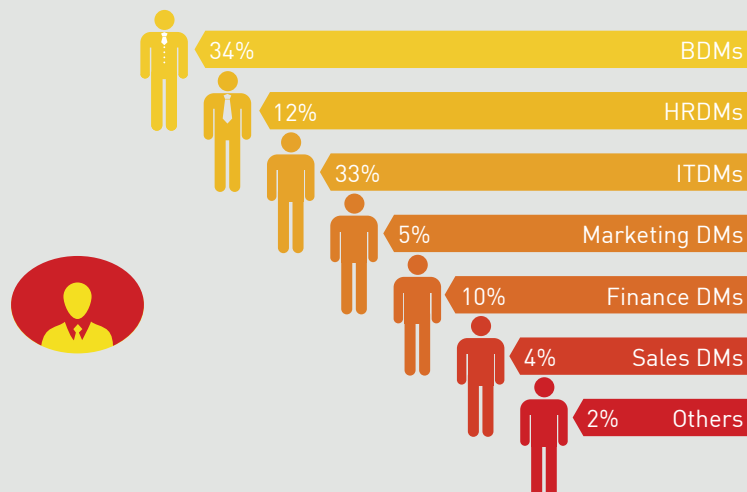
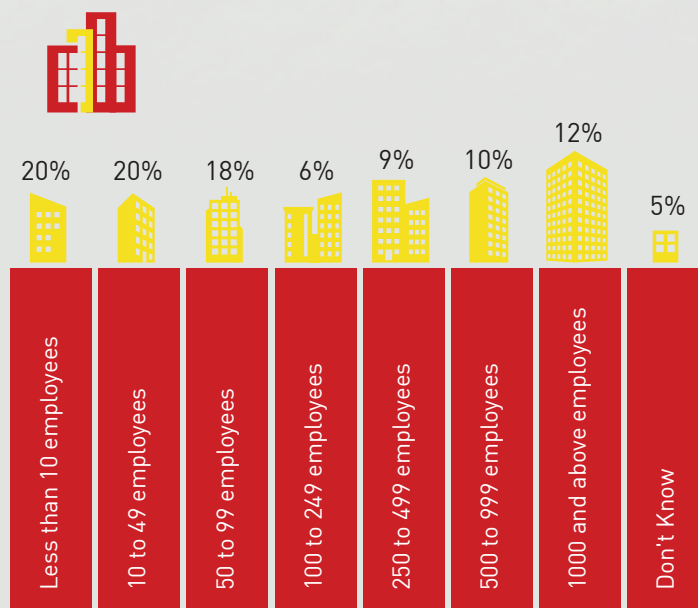


295,895

Validated Business Panelists

# CHINA

## PANEL PROFILE







**213,234**  
Validated Consumer Panelists

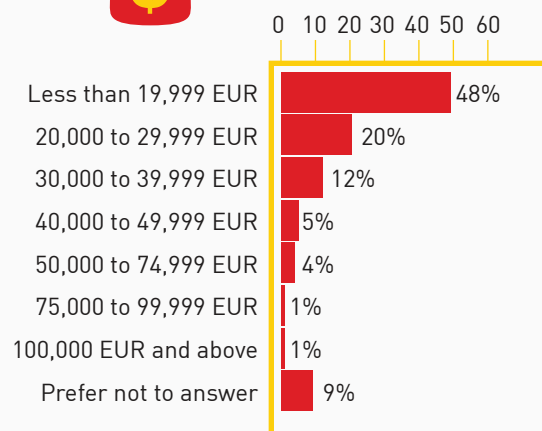
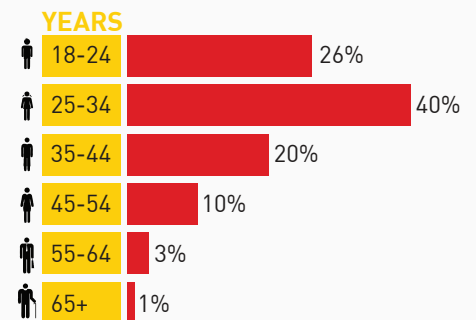
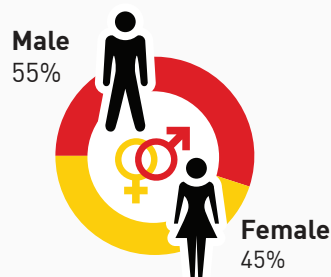


**82,652,256**  
Population



**84.00%**  
Internet Penetration

# GERMANY PANEL PROFILE

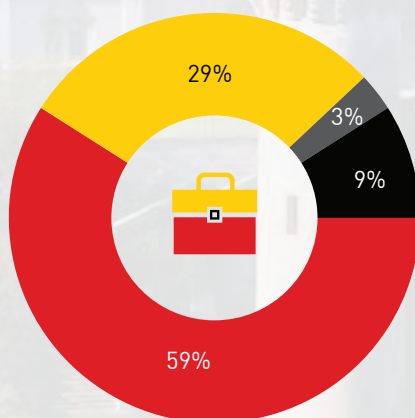
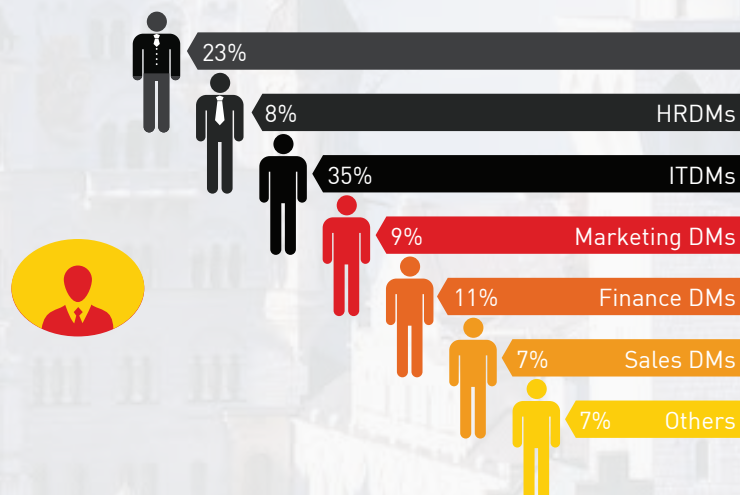




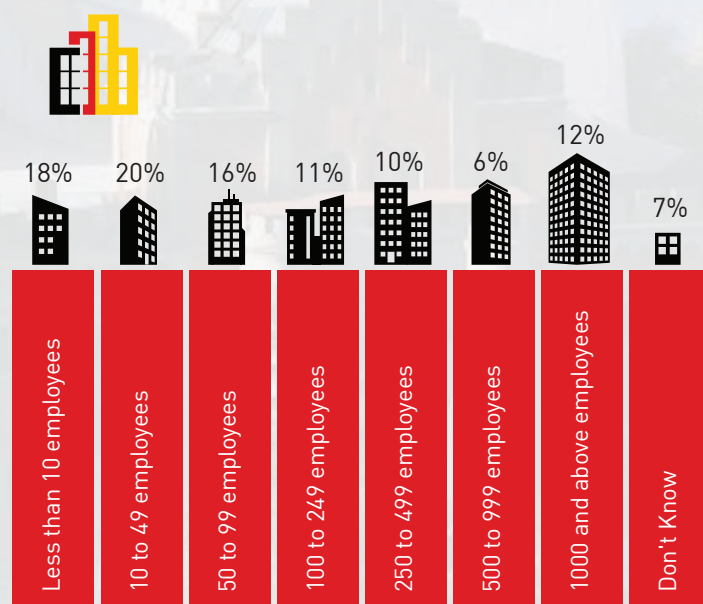


141,236  
Validated Business Panelists

# GERMANY PANEL PROFILE



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





**365,086**  
Validated Consumer Panelists

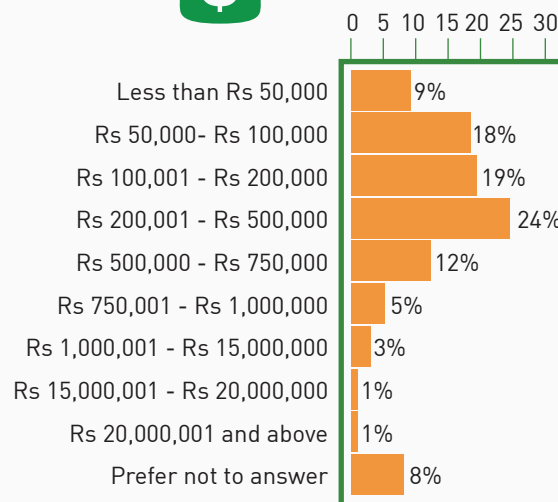
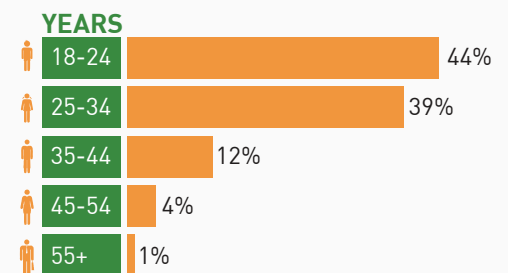
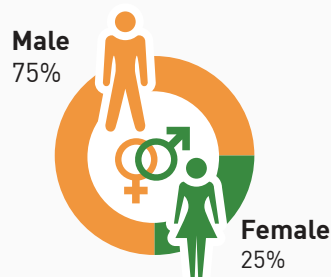


**1,267,401,849**  
Population



**15.10%**  
Internet Penetration

# INDIA PANEL PROFILE

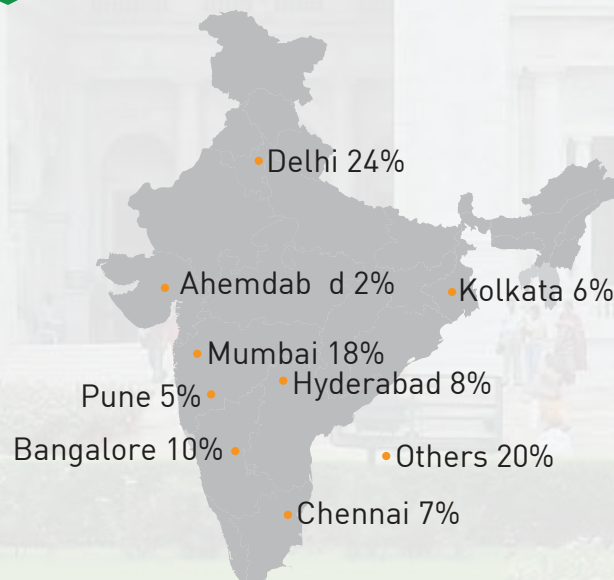
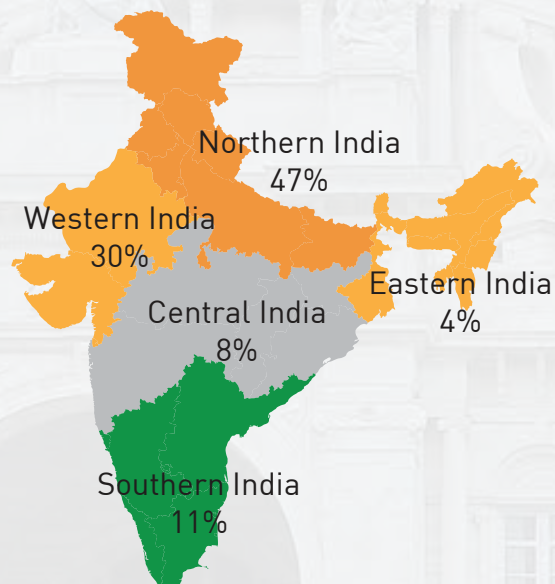




365,086

Validated Consumer Panelists

# INDIA PANEL PROFILE



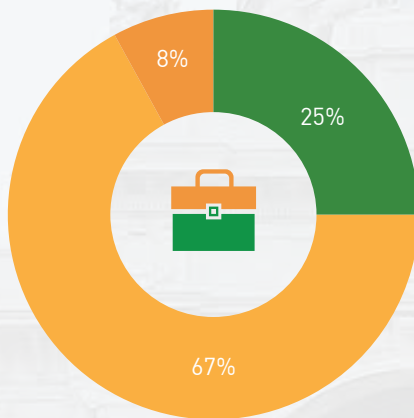




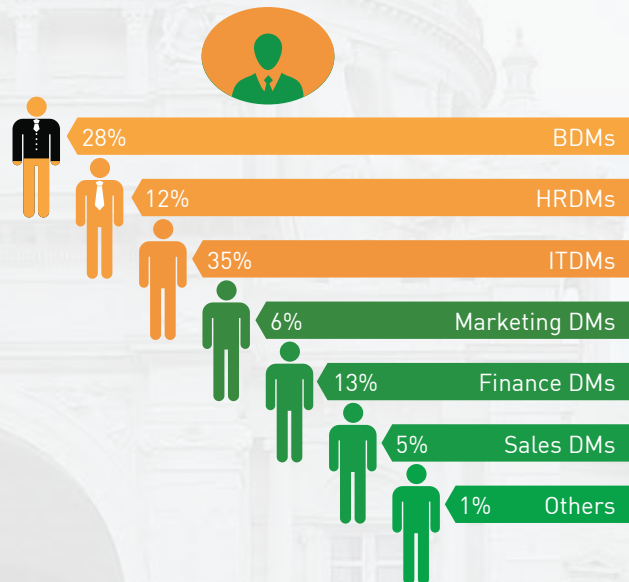
173,416

Validated Business Panelists

# INDIA PANEL PROFILE



Full time employed  
Part Time employed  
Others





**475,725**  
Validated Consumer Panelists

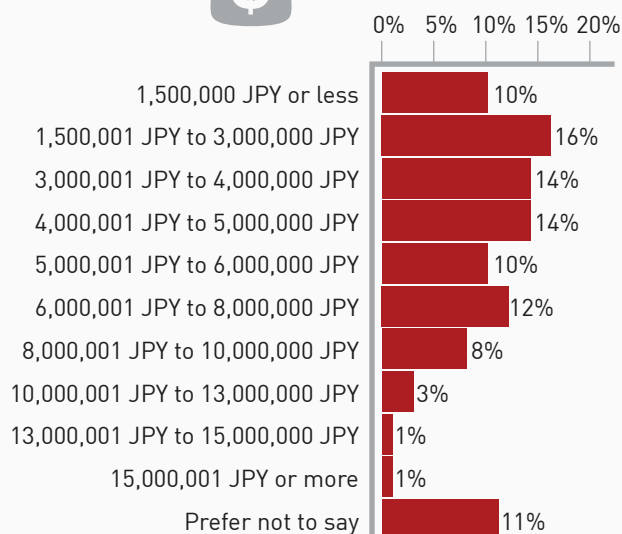
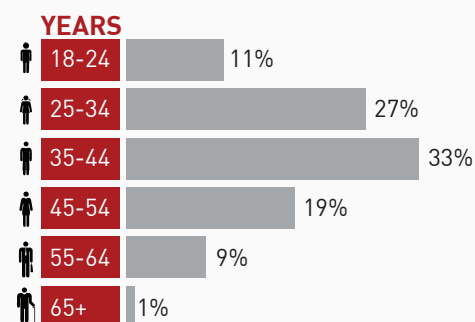
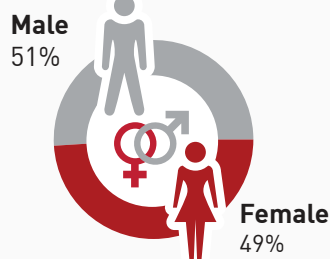


**127,368,088**  
Population



**86.30%**  
Internet Penetration

# JAPAN PANEL PROFILE

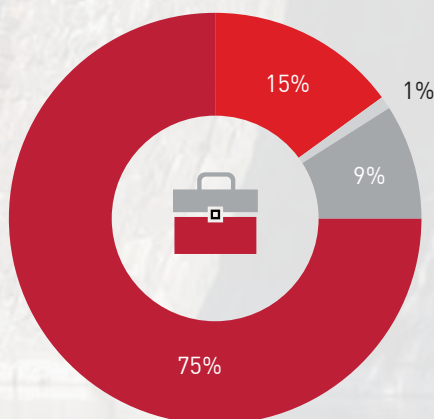
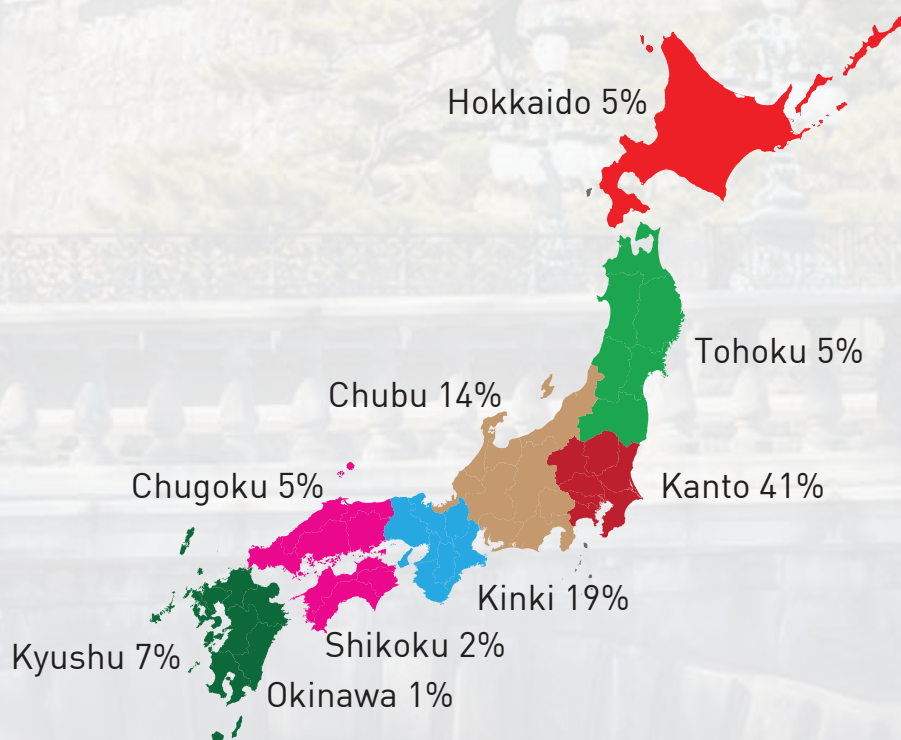






475,725  
Validated Consumer Panelists

# JAPAN PANEL PROFILE



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





**225,761**  
Validated Consumer Panelists

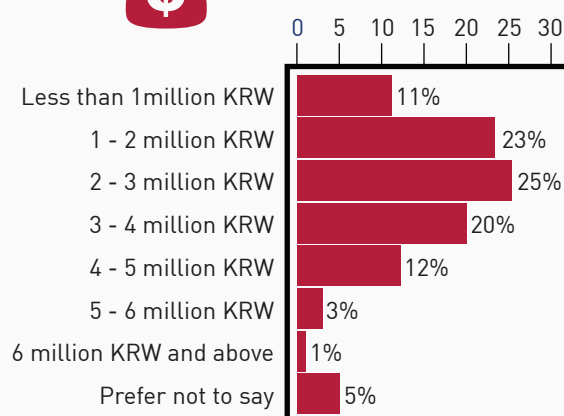
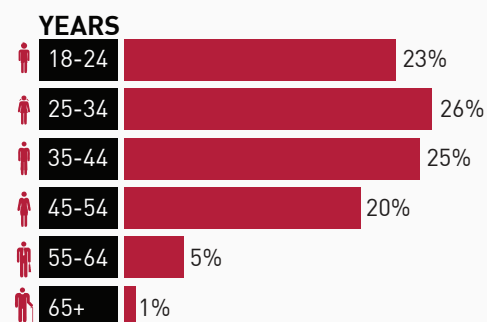
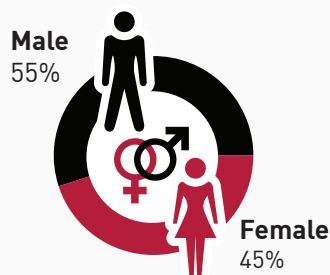


**49,512,026**  
Population



**84.80%**  
Internet Penetration

# KOREA PANEL PROFILE

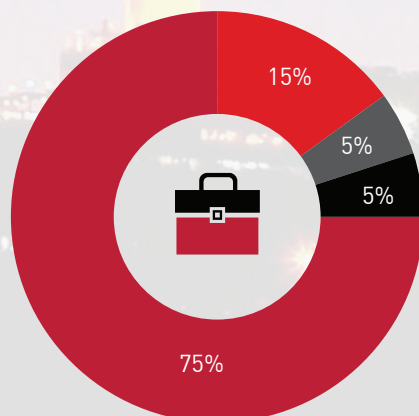
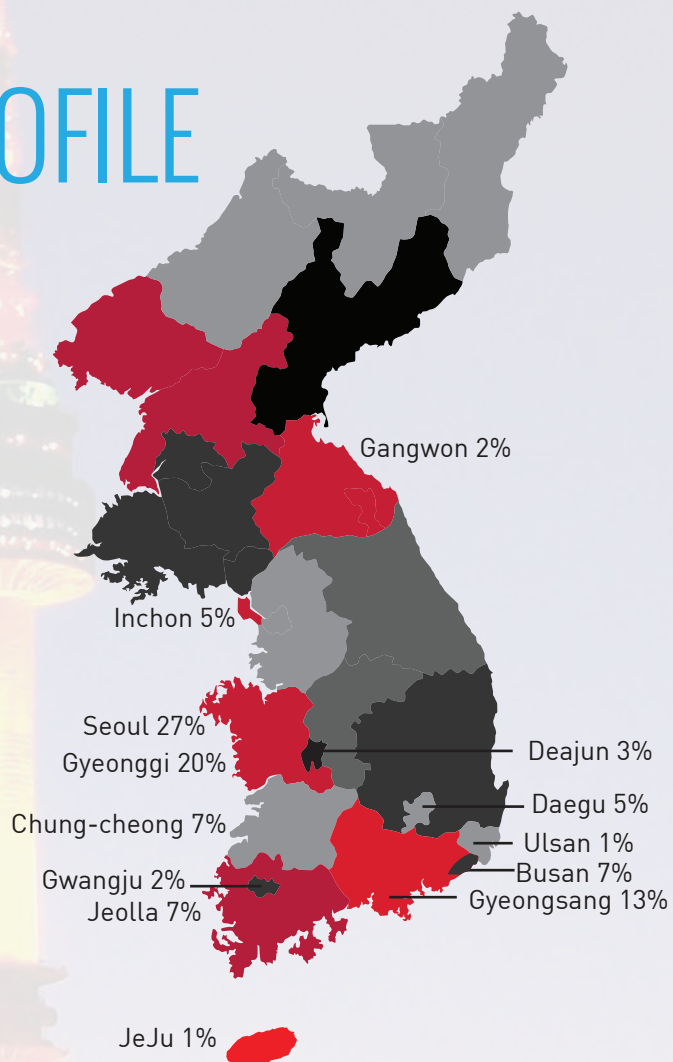




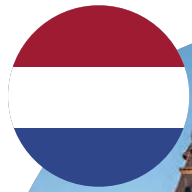
225,761

Validated Consumer Panelists

# KOREA PANEL PROFILE



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



**185,845**  
Validated Consumer Panelists

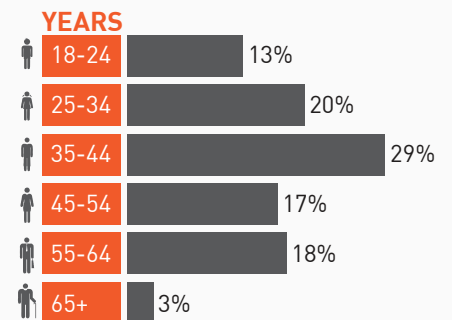
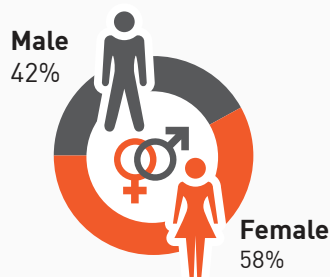


**16,802,463**  
Population



**94.00%**  
Internet Penetration

# NETHERLANDS PANEL PROFILE



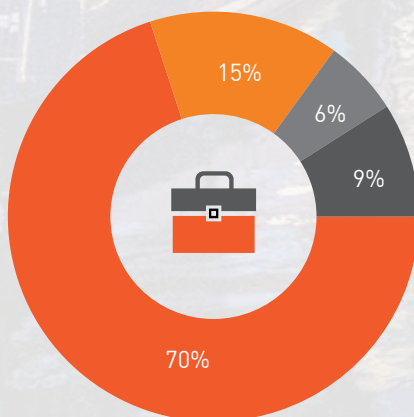
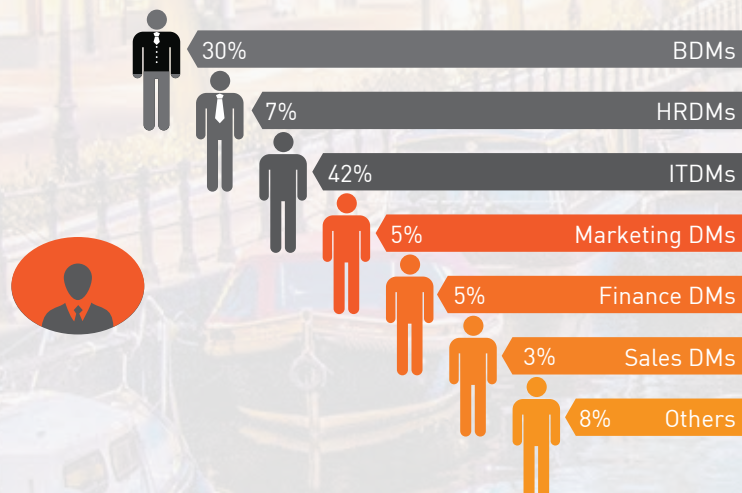




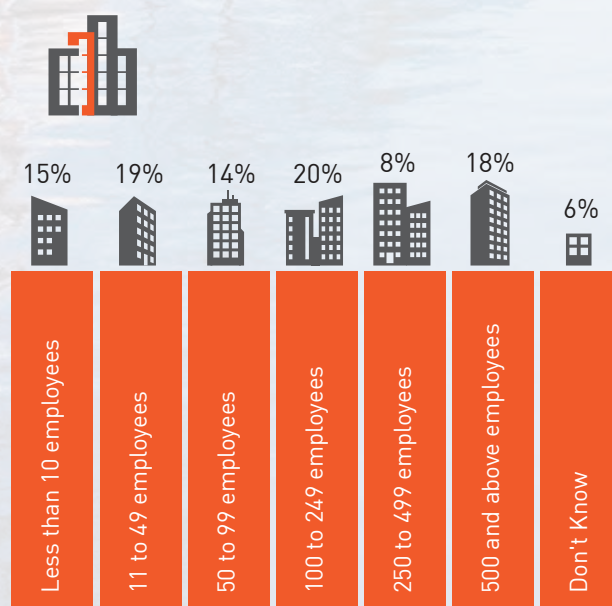
79,523

Validated Business Panelists

# NETHERLANDS PANEL PROFILE



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





**233,216**  
Validated Consumer Panelists

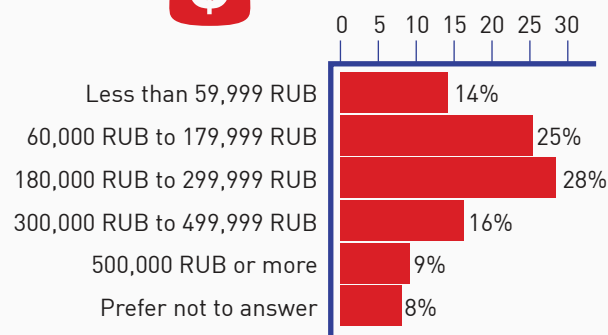
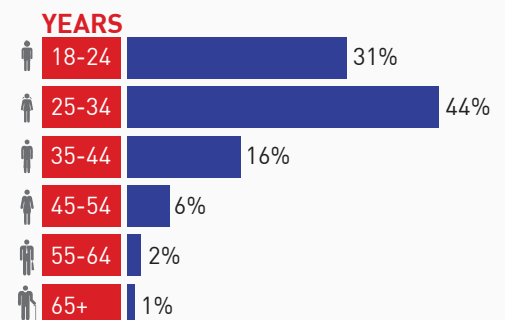
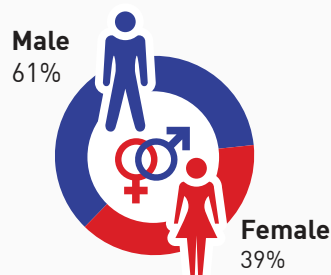


**142,467,651**  
Population



**61.40%**  
Internet Penetration

# RUSSIA PANEL PROFILE





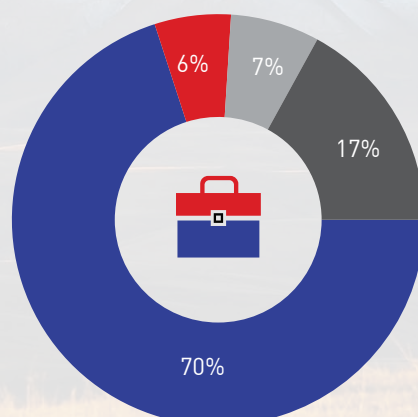
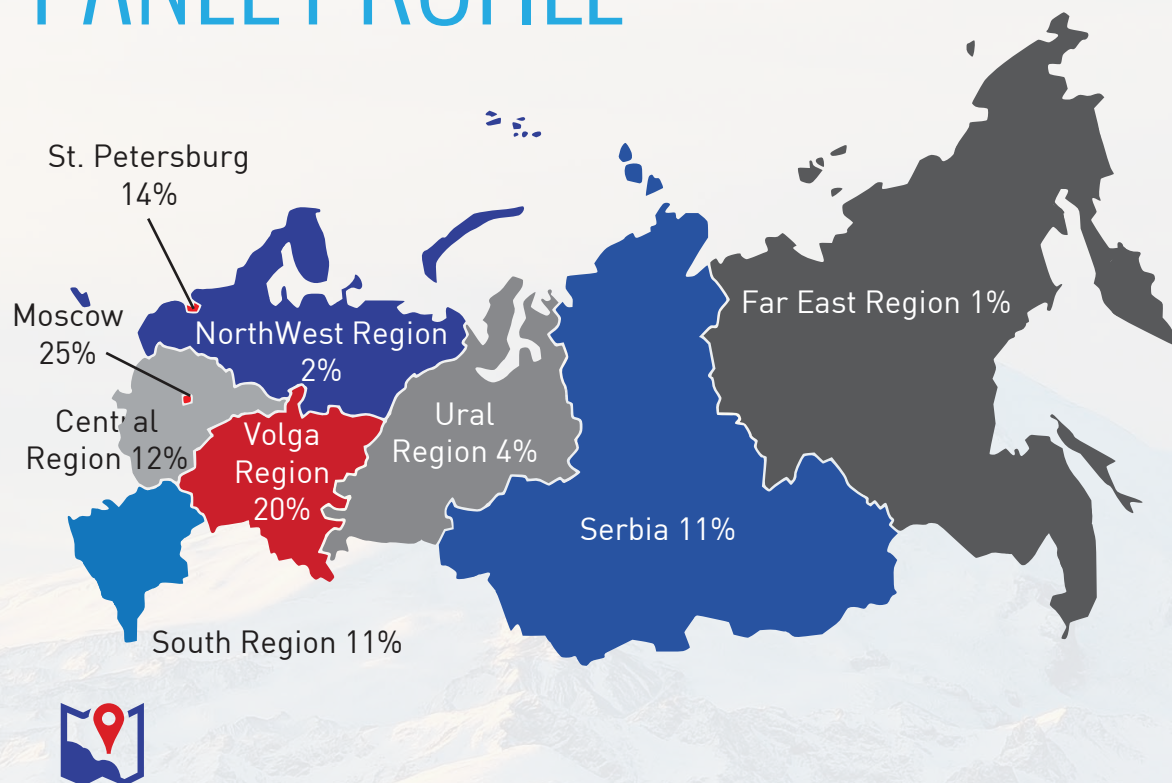


233,216

Validated Consumer Panelists

# RUSSIA

## PANEL PROFILE



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





**215,985**  
Validated Consumer Panelists

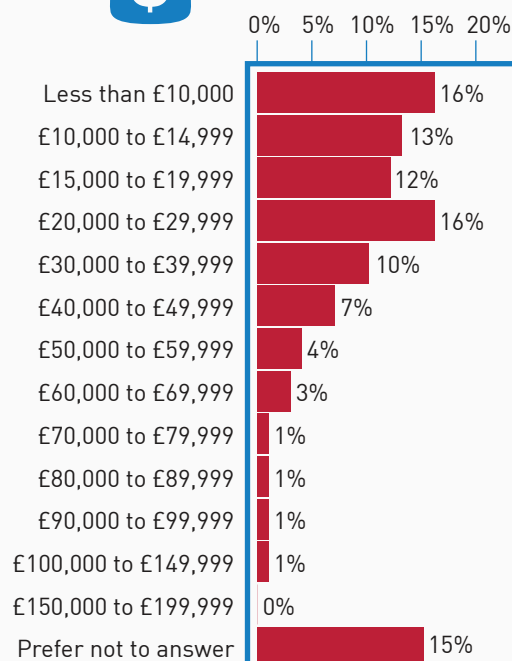
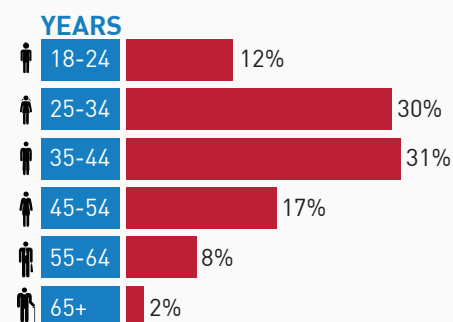
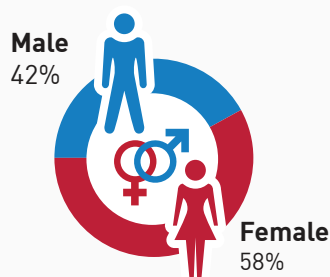


**63,489,234**  
Population



**89.80%**  
Internet Penetration

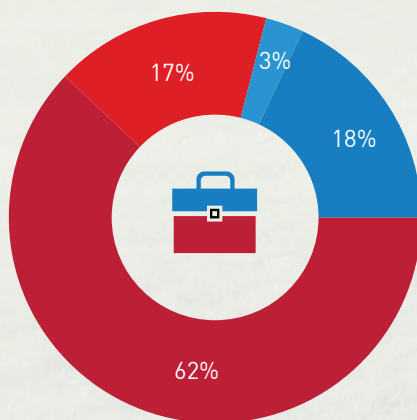
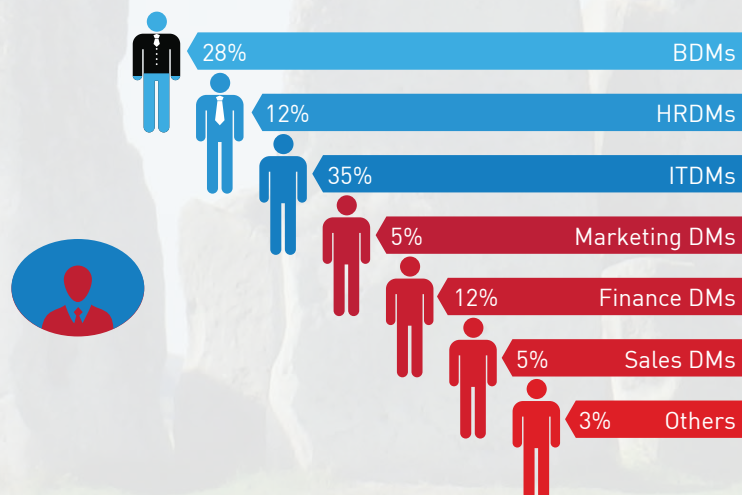
# UNITED KINGDOM PANEL PROFILE



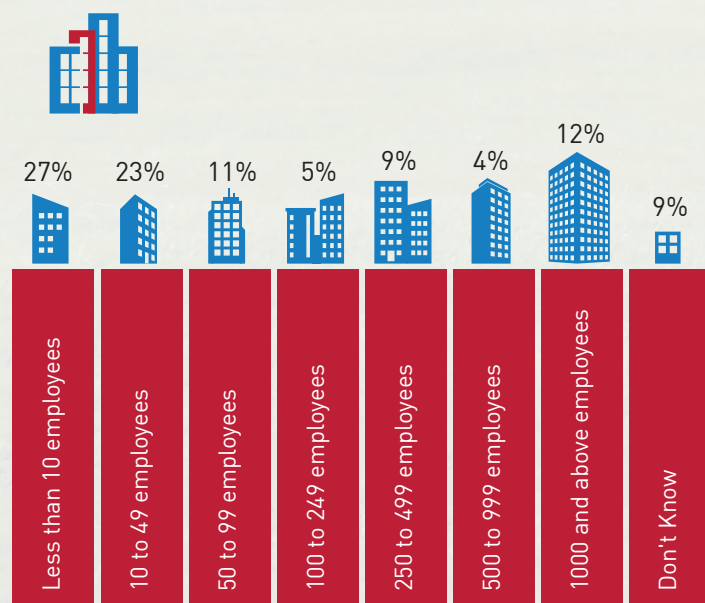


115,568  
Validated Business Panelists

# UNITED KINGDOM PANEL PROFILE



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



# SOUTH EAST ASIA

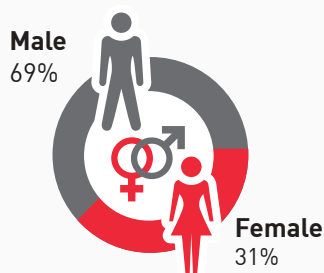


## SINGAPORE PANEL PROFILE



12,336

Validated Consumer Panelists

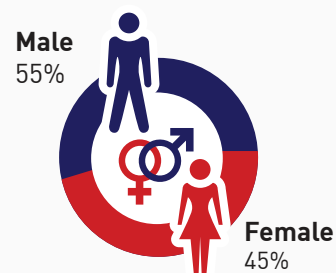


## MALAYSIA PANEL PROFILE



16,987

Validated Consumer Panelists

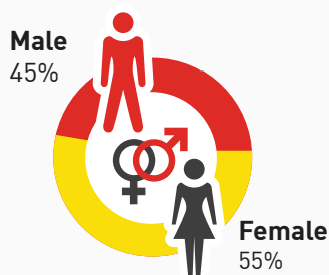


## HONG KONG PANEL PROFILE



9,323

Validated Consumer Panelists

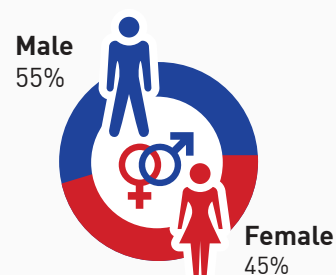


## PHILIPPINES PANEL PROFILE



11,985

Validated Consumer Panelists





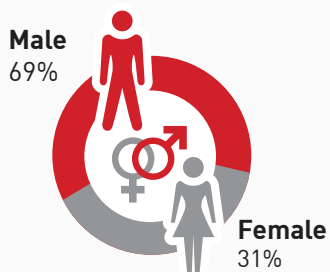
# SOUTH EAST ASIA

## INDONESIA PANEL PROFILE



17,223

Validated Consumer Panelists

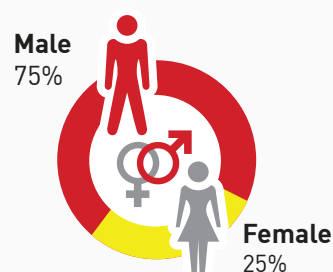


## VIETNAM PANEL PROFILE



19,231

Validated Consumer Panelists

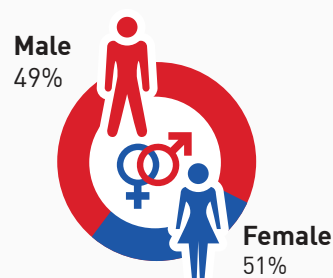


## THAILAND PANEL PROFILE



32,619

Validated Consumer Panelists



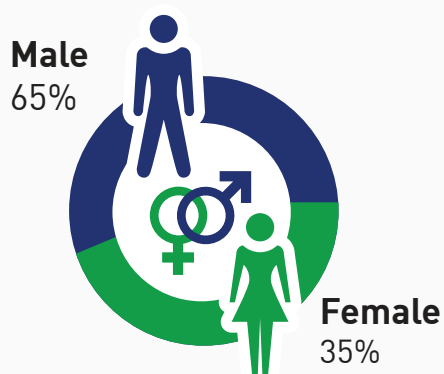


## BRAZIL PANEL PROFILE



**21,894**

Validated Consumer Panelists

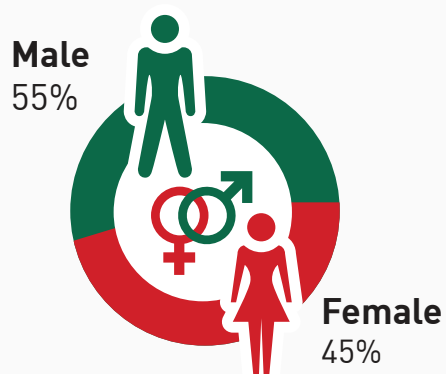


## MEXICO PANEL PROFILE



**23,433**

Validated Consumer Panelists



# EUROPE



## FRANCE PANEL PROFILE



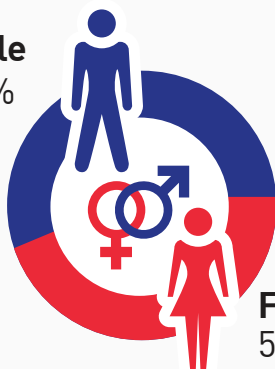
**45,851**

Validated Consumer  
Panelists

**19,629**

Validated Business  
Panelists

**Male**  
42%



**Female**  
58%

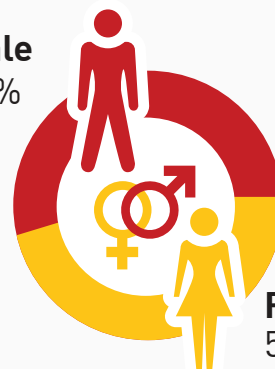
## SPAIN PANEL PROFILE



**35,968**

Validated Consumer Panelists

**Male**  
47%



**Female**  
53%

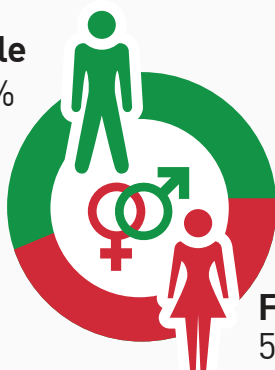
## ITALY PANEL PROFILE



**32,159**

Validated Consumer Panelists

**Male**  
45%



**Female**  
55%

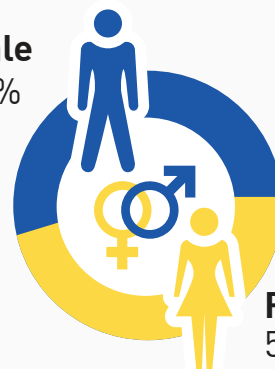
## SWEDEN PANEL PROFILE



**20,695**

Validated Consumer Panelists

**Male**  
50%



**Female**  
50%



# 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, Smart-phone – brand  
Tablet, mobile phone, Smart-phone – 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