

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 help ensure that each sample is as representative as possible.



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

Jason Thomas, President • jason@symmetricsampling.com
Mauricia Wills, Executive Vice President • mauricia@symmetricsampling.com
600 Avenue H East • Arlington, TX 76011, USA • www.symmetricsampling.com



**AMERICAN
CONSUMER
OPINION®**

American Consumer Opinion® is a worldwide online panel that reaches more than seven million consumers in the United States, Canada, Latin America, Europe, and Asia. Consumers can sign up to become members in one of 11 languages. Complete demographic profiles are maintained for each household.



Demographics

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

Sample is available in more than 200 countries. Languages supported are English, Dutch, French, German, Italian, Japanese, Portuguese, Russian, Spanish, Simplified Chinese, and Traditional Chinese.


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Online Activities

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

Media Consumption

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



Automobile Ownership

Type Owned

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

Engine Type

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

Purchase/Finance

- Finance Over Time
- Lease
- Pay Cash


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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



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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OPINION®

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

Alcohol

- Beer
- Liquor
- Wine

Tobacco

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

Appliances

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

Household Products

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

Software

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

Electronics

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



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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.



Occupations

- Chiropractor
- Geriatrics
- Nurse Practitioner
- Podiatry
- Dentistry
- Home Healthcare
- Nursing
- Radiology
- Developmental Disabilities
- Hospice
- Office Administration
- Veterinary Medicine
- Diabetes Management/Education
- Laboratory Services
- Optometry
- Weight Management
- Dietetics/Nutrition
- Long-Term Care/Nursing Home
- Pathology
- Other Healthcare Professions
- Endodontics
- Medical Office Administration
- Pharmacy
- Other Veterinarian Professions
- Physical Therapy
- Physician Assistant



Targeting

- Administrative Departments
- Gender
- Age
- Primary Country of Work
- Bed Size
- Specialties
- Certifications
- Title
- Company Size
- Type of Organization
- Education
- Work Sector

Physicians Advisory Council®

The **Physicians Advisory Council®** is a worldwide group of physicians and surgeons who participate in online opinion surveys and discussions. The

Physicians Advisory Council® was established in 1999 and is available in English, French, and German.

Targeting

- Board Certifications
- Practice Type
- Patients Per Week
- Percentage of Surgery
- Years of Experience

Specialties

- Abdominal Radiology
- Abdominal Surgery
- Addiction Medicine
- Addiction Psychiatry
- Adolescent Medicine (Internal Medicine)
- Adolescent Medicine (Pediatrics)
- Adult Reconstructive Orthopedics
- Aerospace Medicine
- Allergy
- Allergy & Immunology
- Allergy & Immunology/ Diagnostic Lab. Imm.
- Anatomic/Clinical Pathology
- Anatomic Pathology
- Anesthesiology
- Anesthesiology Pain Management
- Blood Banking/Transfusion Medicine
- Cardiac Electrophysiology
- Cardiothoracic Surgery
- Cardiovascular Disease
- Cardiovascular Surgery
- Chemical Pathology
- Child and Adolescent Psychiatry
- Child Neurology
- Clinical/Lab. Dermatological Immunology
- Clinical/Lab. Immunology (Pediatrics)
- Clinical Biochemical Genetics
- Clinical Cardiac Electrophysiology
- Clinical Cytogenetics
- Clinical Genetics
- Clinical Lab. Immunology (Allergy & Immunology)
- Clinical Lab. Immunology (Internal Medicine)
- Clinical Molecular Genetics
- Clinical Neurophysiology
- Clinical Pathology
- Clinical Pharmacology
- Colon & Rectal Surgery
- Cosmetic Surgery
- Craniofacial Surgery
- Critical Care Medicine
- Critical Care Medicine (Anesthesiology)
- Critical Care Medicine (Internal Medicine)
- Critical Care Medicine (Neurological Surgery)
- Critical Care Medicine (Obstetrics/Gynecology)
- Critical Care Surgery
- Cytopathology
- Dentistry
- Dermatologic Surgery
- Dermatology
- Derm. Immunology/Diagnostic Lab. Imm.
- Dermatopathology
- Diabetes
- Diagnostic Lab. Immunology (Internal Medicine)
- Diagnostic Lab. Immunology (Pediatrics)
- Diagnostic Radiology
- Emergency Medicine
- Endocrinology, Diabetes & Metabolism
- Epidemiology
- Facial Plastic Surgery
- Family Practice
- Forensic Pathology
- Forensic Psychiatry
- Gastroenterology
- General Practice
- General Preventive Medicine
- General Surgery
- Geriatric Medicine (Family Practice)
- Geriatric Medicine (Internal Medicine)
- Geriatric Psychiatry
- Gynecological Oncology
- Gynecology
- Hand Surgery (Orthopedic Surgery)
- Hand Surgery (Plastic Surgery)
- Head & Neck Surgery
- Hematology
- Hematology (Internal Medicine)
- Hematology (Pathology)
- Hematology/Oncology
- Hepatology
- Immunology
- Immunopathology
- Industrial Medicine
- Infectious Disease
- Internal Medicine
- Internal Medicine (Pediatrics)
- Interventional Cardiology
- Interventional Radiology
- Laryngology
- Legal Medicine
- Maternal & Fetal Medicine
- Maxillofacial Radiology
- Maxillofacial Surgery
- Medical Genetics
- Medical Management
- Medical Microbiology
- Medical Oncology
- Medical Toxicology (Emergency Medicine)
- Medical Toxicology (Pediatrics)
- Medical Toxicology (Preventive Medicine)
- Musculoskeletal Oncology
- Neonatal/Prenatal Medicine
- Neonatology
- Nephrology
- Neurological Surgery
- Neurology
- Neurology/Diag. Radiology/Neuroradiology
- Neuropathology
- Neuroradiology
- Nuclear Medicine
- Nuclear Radiology
- Nutrition
- Obstetrics
- Obstetrics/Gynecology
- Occupational Medicine
- Oncology
- Oncology Surgery
- Ophthalmology
- Orthopedic Surgery
- Orthopedic Surgery (Sports Medicine)
- Orthopedic Surgery of the Spine
- Orthopedic Trauma
- Orthopedics, Foot & Ankle
- Osteopathic Manipulative Medicine
- Otolaryngology
- Otolaryngology/Neurotology
- Otorhinolaryngology
- Pain Medicine
- Palliative Medicine
- Pathology
- Pediatric Allergy
- Pediatric Anesthesiology
- Pediatric Cardiology
- Pediatric Cardiology Surgery
- Pediatric Critical Care Medicine
- Pediatric Emergency Medicine (Emergency Medicine)
- Pediatric Emergency Medicine (Pediatrics)
- Pediatric Endocrinology
- Pediatric Gastroenterology
- Pediatric Hematology/Oncology
- Pediatric Infectious Disease
- Pediatric Nephrology
- Pediatric Neurology
- Pediatric Ophthalmology
- Pediatric Orthopedics
- Pediatric Otolaryngology
- Pediatric Pathology
- Pediatric Pulmonology
- Pediatric Radiology
- Pediatric Rheumatology
- Pediatric Sports Medicine
- Pediatric Surgery
- Pediatric Urology
- Pediatrics
- Perinatology
- Physical Medicine/Rehabilitation
- Plastic/Reconstructive Surgery
- Podiatry
- Preventive Medicine
- Proctology
- Psychiatry
- Psychoanalysis
- Public Health/Gen. Preventive Medicine
- Pulmonary Critical Care Medicine
- Pulmonary Disease
- Radiation Oncology
- Radioisotopic Pathology
- Radiology
- Reproductive Endocrinology
- Rheumatology
- Selective Pathology
- Sleep Medicine
- Spinal Surgery
- Sports Medicine (Emergency Medicine)
- Sports Medicine (Family Practice)
- Sports Medicine (Internal Medicine)
- Surgical Oncology
- Thoracic Surgery
- Transplant Surgery
- Trauma Surgery
- Undersea Medicine
- Urology
- Vascular/Interventional Radiology
- Vascular Medicine
- Vascular Surgery



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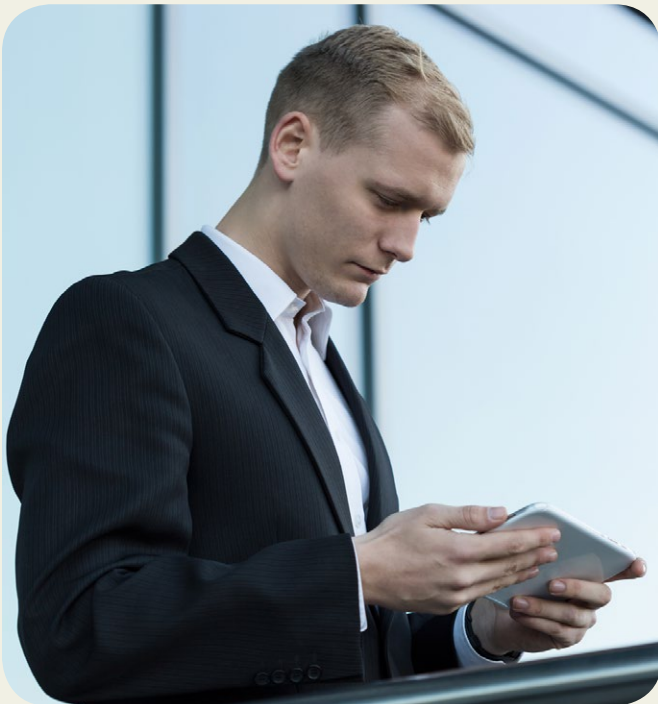
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Executive Advisory Board®

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

Targeting

- Age
- Annual Sales
- Education
- Gender
- Industry
- Languages Spoken
- Level in Organization
- Number of Employees
- Ownership in Company
- Products/Services Purchased
- Title
- Type of Organization



Job Responsibilities

- Advertising, Advertising Management, Media Buying, Advertising Artist/Copywriter
- Controller, Accounting, Financial Analysis, Financial Management, Budgeting
- Credit, Credit Analysis
- General Management
- Information Systems, Information Technology, Software Development, Networks, Web Development
- Management, Brand Management
- Manufacturing Management, Operations Management
- Marketing, Marketing Management, Product Purchasing, Buying
- Marketing Research, Marketing Intelligence, Marketing Science, Consumer Insights
- Merchandising
- Operations Research, Management Science
- Personnel, Human Resources, Administration
- Quality Control/Quality Assurance
- R&D, Engineering, Product Development
- Sales/Sales Management
- Strategic Planning, Strategy Development, Strategic Analysis
- Telephony, Telecommunications

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.

Targeting

- Age
- Education
- Gender
- Industry
- Job Function
- Number of Employees
- Products/Services Purchased
- Specialization



Job Responsibilities

- Controller/Accountant in Technology Company
- Engineering/Computer Science
- General Management in Technology Company
- Information Systems, Information Technology, Software Development, Networks
- Laboratory Technician or Similar Function
- Manufacturing/Operations Management in Technology Company
- Marketing/Marketing Management in Technology Company
- Mathematics, Statistics, Operations Research, or Management Science
- Physical Sciences, Biological or Life Sciences
- Purchasing in Technology Company
- Quality Control/Quality Assurance in Technology Company
- Sales/Sales Management in Technology Company
- Web/Internet Development, Programming, Operations, or Services



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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. It includes new construction as well as remodeling and retrofit. 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 English-only.

Targeting

- Annual Sales
- Company Size
- Gender
- Market/Area of Work
- Market Segment
- Number of Offices
- Ownership in Company
- Position in Company
- Residential/Commercial
- Structure of Organization

Contracting Services

- | | | | |
|---------------------------------------|--------------------------------|--------------------------------|----------------------------|
| • Air-Conditioning | • Home Automation | • Sprinkler/Irrigation Systems | • Ventilation |
| • Cabinets/Woodwork | • Indoor Air Quality | • Surveying | • Wallpaper/Wall Coverings |
| • Carpentry/Framing | • Insulation | • Swimming Pools/Spas | • Waterproofing |
| • Carpets/Flooring | • Landscape | • Tile/Ceramics | • Windows |
| • Concrete | • Masonry | • Tree Trimming/Treatment | • Wrecking/Demolition |
| • Control Systems/Building Automation | • Metal Buildings | | |
| • Doors | • Painting | | |
| • Drywall | • Paving | | |
| • Electrical | • Pest Control/Termite Control | | |
| • Environmental | • Plastering | | |
| • Excavation/Dirtwork | • Plumbing | | |
| • Fences | • Remodeling | | |
| • Fire Protection/Alarms | • Roofing | | |
| • Foundation Repair | • Security | | |
| • General Contracting | • Sewer/Drain Cleaning | | |
| • Glass | • Sheet Metal | | |
| • Heating | • Siding | | |



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Why Use Our Online Samples?

- Our precisely managed, double opt-in panels are white-listed by most of the world's major Internet service providers, so no sample distortion is caused by spam-filtering systems.
- Panel members are fairly paid for completing surveys: the longer the survey, the greater the cash incentive. Therefore, surveys can be longer and more detailed than telephone or mall-intercept surveys.
- Members' privacy, confidentiality, and anonymity are always protected.
- The usage of panel members is monitored and limited. The average panelist participates in only two studies per month.
- An online help desk provides "live" assistance to respondents during surveys.
- Out-of-date email addresses are continuously purged from each panel.
- All nonresponders, "speedsters," and nonserious panelists are systematically removed from the panels.
- All survey participants are screened via the Sleuth™ fraud detection system.
- New panelists are constantly added to keep each panel fresh.
- Recruiting goals are adjusted monthly to keep the panels balanced and representative.

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 goal is to make each panel as representative of its target population as possible.

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 a probability sample representative of target populations. Different sources of sample can be comingled and combined to create more random and more representative samples. All samples flow in through the Sleuth™ fraud-detection system to screen out duplications 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.



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