

PANEL
BOOK



symmetric

scientifically balanced samples worldwide

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ABOUT US



Our worldwide online panels reach millions of consumers in the United States, Canada, Latin America, Europe, and Asia. Over the past 3 decades, we have been at the forefront of technology and transitioned this panel from mail to phone (1980s), phone to web (1990s), and, most recently, to our mobile platform (2010s).

Quality is always top of mind. After a member joins one of our panels and completes the double-opt-in verification process, we take it a step further to verify they are providing thoughtful and truthful responses before they are confirmed as panel members.

This triple-opt-in process helps ensure panelists' engagement and quality.

In addition to building and managing our own panels for more than 30 years, we specialize in aggregating and vetting other sources. We apply our quality standards to all survey responses running through our system, whether that is through our panel, a third party, or a client list. Our experience gained from collaborating with panel partners over the years allows us to complete even your most difficult and hard-to-reach audiences with only the most trustworthy sample in the industry.

We Are
The Sampling **EXPERTS**



THE SYMMETRIC DIFFERENCE



AWARDS

Our system of panel management has led the way in innovation, technology, and data quality for more than three decades. We are often recognized for our quality and customer satisfaction. A couple of our most recent accomplishments include:

A top company for panel research

As seen in [QUIRK'S magazine](#)

Our panels are ranked #1 in the U.S.

Based on [Prevision Corporation's](#)

2015 Research Supplier Quality Study for Overall Satisfaction.

Ranked #1 Custom Quantitative Market Research Agency in U.S.

Source: Prevision Corporation's Annual Quality and Value Benchmarking Survey Among Corporate Buyers – 2020 Report.



PII (Personal Identifiable Information)

One of the many benefits of working with Symmetric is our double-opt-in panels. We collect and verify contact information on all of our panelists. This allows for data appends, recontact projects, and a variety of qualitative methods. We verify all of our panelists in order to insure that we have real respondents who provide real insights.



ROBUST PROFILERS

With the average panel member's tenure being more than two years, we have compiled robust targeting information on our members. We have thousands of data points on our panelists.



DEDICATED ACCOUNT MANAGERS

Every client of Symmetric has a dedicated account team that will be with them from start to finish on every project. This team is all located on-shore and has an average of 15 years of experience.

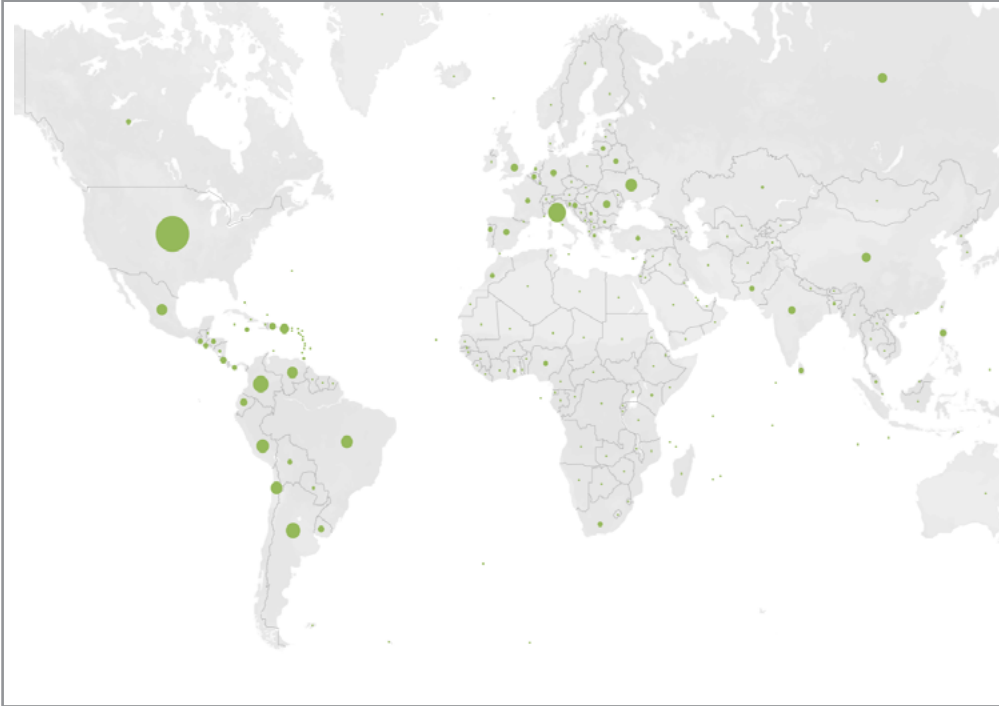


CASH INCENTIVES

We firmly believe that compensating our panel members fairly for both screeners and surveys promotes member engagement, resulting in more thoughtful responses. This is the backbone on which our panels were built 30 years ago, and this philosophy remains a priority for our company today.



GLOBAL PANELS



Sample is available in more than
**200 Countries
& Territories**

11 Languages

Languages supported are:

English, Dutch, French, German, Italian,
Japanese, Portuguese, Russian, Spanish,
Simplified Chinese, and Traditional
Chinese.

GLOBAL PANEL LIST

	Afghanistan
	Albania
	Algeria
	American Samoa
	Andorra
	Angola
	Anguilla
	Antigua & Barbuda
	Argentina
	Armenia
	Aruba
	Australia
	Austria
	Azerbaijan
	Bahamas



	Bahrain
	Bangladesh
	Barbados
	Belarus
	Belgium
	Belize
	Benin
	Bermuda
	Bhutan
	Bolivia
	Bosnia and Herzegovina
	Botswana
	Brazil
	Brunei
	Bulgaria

	Burkina Faso
	Burundi
	Cambodia
	Cameroon
	Canada
	Cape Verde
	Cayman Islands
	Central African Republic
	Chad
	Chile
	China
	Christmas Island
	Cocos Islands
	Colombia
	Comoros
















	Congo (Dem. Rep.)
	Cook Islands
	Costa Rica
	Croatia
	Cuba
	Cyprus
	Czechia
	Denmark
	Djibouti
	Dominica
	Dominican Republic
	Timor Leste
	Ecuador
	Egypt
	El Salvador



GLOBAL PANEL LIST (Continued)

	Equatorial Guinea
	Eritrea
	Estonia
	Ethiopia
	Falkland Islands
	Fiji
	Finland
	France
	French Guiana
	French Polynesia
	Gabon
	Gambia
	Georgia
	Germany
	Ghana

	Gibraltar
	Greece
	Greenland
	Grenada
	Guadeloupe
	Guam
	Guatemala
	Guinea
	Guinea-Bissau
	Guyana
	Haiti
	Honduras
	Hong Kong
	Hungary
	Iceland

	India
	Indonesia
	Iran
	Iraq
	Ireland
	Israel
	Italy
	Ivory Coast
	Jamaica
	Japan
	Jordan
	Kazakhstan
	Kenya
	Kiribati
	Kuwait

	Kyrgyzstan
	Laos
	Latvia
	Lebanon
	Lesotho
	Liberia
	Libya
	Liechtenstein
	Lithuania
	Luxembourg
	Macau
	Macedonia
	Madagascar
	Malawi
	Malaysia

GLOBAL PANEL LIST (Continued)

	Maldives
	Mali
	Malta
	Marshall Islands
	Martinique
	Mauritania
	Mauritius
	Mexico
	Micronesia
	Moldova
	Monaco
	Mongolia
	Montenegro
	Montserrat
	Morocco








	Mozambique
	Myanmar
	Namibia
	Nauru
	Nepal
	Netherlands
	Netherlands Antilles
	New Caledonia
	New Zealand
	Nicaragua
	Niger
	Nigeria
	Niue
	N. Mariana Islands
	Norway












	Oman
	Pakistan
	Palau Islands
	Panama
	Papua New Guinea
	Paraguay
	Peru
	Philippines
	Pitcairn
	Poland
	Portugal
	Puerto Rico
	Qatar
	Reunion
	Romania















	Russia
	Rwanda
	Saint Lucia
	Samoa
	San Marino
	Sao Tome & Principe
	Saudi Arabia
	Senegal
	Serbia
	Seychelles
	Sierra Leone
	Singapore
	Slovakia
	Slovenia
	Solomon Islands



GLOBAL PANEL LIST (Continued)

	Somalia
	South Africa
	S. Georgia & S. Sandwich
	South Korea
	Spain
	Sri Lanka
	St. Helena
	St. Kitts, Nevis
	St. Vincent, Grenadines
	Sudan
	Suriname
	Swaziland
	Sweden
	Switzerland
	Syria

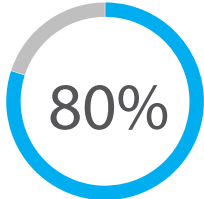
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	Tajikistan
	Tanzania
	Thailand
	Togo
	Tonga
	Trinidad, Tobago
	Tunisia
	Turkey
	Turkmenistan
	Turks and Caicos
	Tuvalu
	Uganda
	Ukraine
	United Arab Emirates

	United Kingdom
	United States
	Uruguay
	Uzbekistan
	Vanuatu
	Vatican City
	Venezuela
	Vietnam
	Virgin Islands - British
	Virgin Islands - U.S.
	Western Sahara
	Yemen
	Zambia
	Zimbabwe

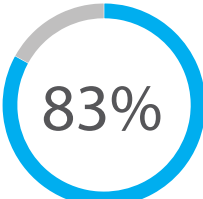
HIGHLY ENGAGED MEMBERS



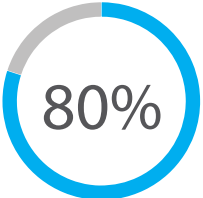
Percentage of Completion



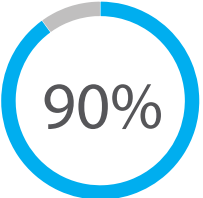
Multiple-Day
Diary Entry



Multiple Products &
Follow-Up Survey
(2 or More)



Mobile-Friendly
Completing on the Go



Testing 1 Product
With 1 Follow-Up
Survey

SPECIALTY PANELS

The Medical Advisory Board® is an online panel of nurses, optometrists, pharmacists, dietitians, pathologists, laboratory technicians, radiologists, veterinarians, and other healthcare professionals.



The Contractor Advisory Board® is an international panel of general contractors and subcontractors from all segments of the building and construction industry.



The Physicians Advisory Council® is an online panel of physicians and surgeons from around the world, including both general practitioners and specialists.



The Executive Advisory Board® is a worldwide panel of managers, executives, and directors of major corporations and other large organizations, as well as executives in small- to medium-sized companies.



The Technology Advisory Board® is a worldwide online panel of information systems professionals, engineers, scientists, and other technologists.



SELECTED TARGETING

ONLINE ACTIVITIES/ENTERTAINMENT

- Banking
- Blogs
- Hours of TV Watched
- Movies Seen
- Entertainment News
- Games
- News/Information
- Shopping
- Social Networks
- Streaming Services (Hulu, Apple TV, Netflix, etc.)
- TV (Online)
- Videos (Web)

DEVICES

- Browser
- Devices owned
- Operating System
- Phone Type

CAR

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



TOBACCO

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



ALCOHOL

- Beer
- Liquor
- Wine



TARGETING (Continued)

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)
- 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



TARGETING (Continued)

AILMENTS

- Acne
- Asthma
- ADD/ADHD
- Alcoholism
- Allergies
- Anemia
- Anxiety Disorders
- Arthritis
- Back Pain
- Bipolar Disorder
- Cardiovascular Diseases
- Cancer
- Cataracts
- Celiac Disease
- Cirrhosis
- Constipation
- COPD
- Corns/Calluses
- Crohn's Disease
- Depression
- Diabetes (Type 1)
- Diabetes (Type 2)
- Drug Dependency
- Eating Disorders
- Eczema or Other Skin Conditions
- Flatulence/Gas
- Food Allergy
- Frequent Indigestion
- Gallstones/GallBladder Problems
- Gastritis
- Glaucoma
- Gluten Intolerance
- Gout
- Heart Disease
- Heartburn
- Hemophilia
- Hemorrhoids
- Hepatitis
- High Blood Pressure/Hypertension
- High Cholesterol
- HIV
- Hypoglycemia
- Incontinence
- Infertility
- Insomnia
- Irritable Bowel Syndrome
- Joint Replacement
- Lactose Intolerance
- Low Blood Pressure
- Menopause Symptoms
- Menstrual Cramps
- Multiple Sclerosis
- Migraine Headaches
- Neurological Disorders
- Obesity
- Osteoporosis
- Pancreatitis
- Parkinson's Disease
- Perimenopause Symptoms
- Periodontal/Gum Disease
- Premenopause Symptoms
- Premenstrual Syndrome (PMS)
- Prostate Problems
- Sexual Dysfunction
- Shingles
- Skin Rash
- Stomach Ulcers
- Stress
- Stroke
- Thyroid Disorders
- Ulcerative Colitis
- Vision Problems



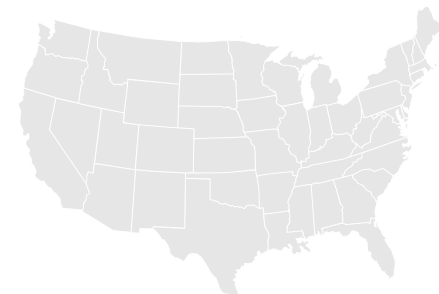
FEATURED PANELS



North
America



UNITED STATES



GENDER



Male
26.7%



Female
73.3%



ENGLISH
SPANISH



Census Population Size: 316,668,567

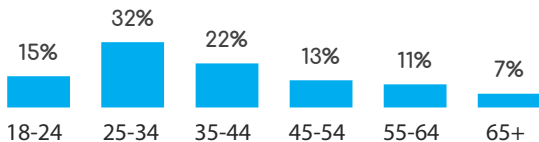


Internet Penetration Rate: 87%

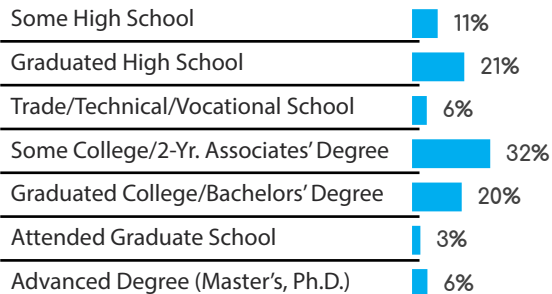


Smartphone Penetration Rate: 72%

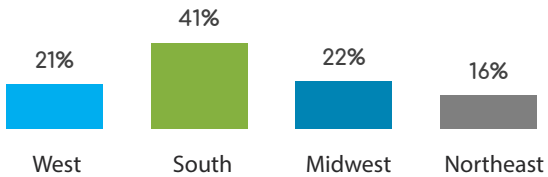
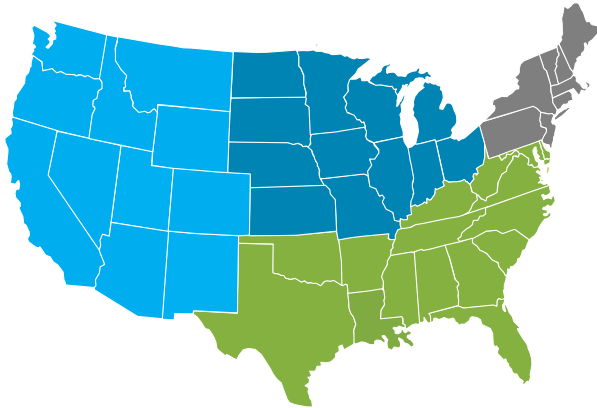
AGE



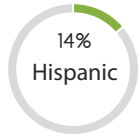
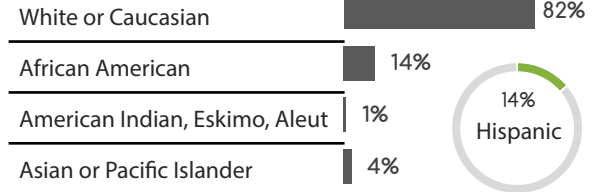
EDUCATION



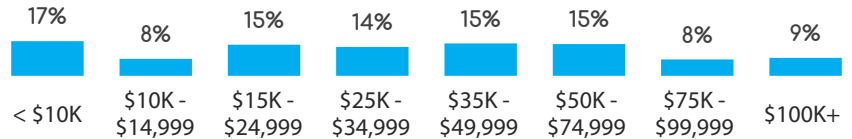
REGIONS



ETHNICITY



ANNUAL INCOME





CANADA

GENDER

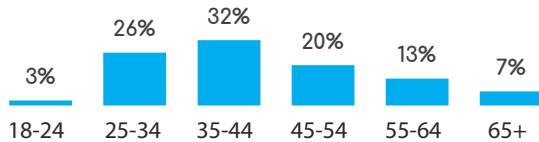


Male
33.7%



Female
66.3%

AGE



FRENCH 20%
ENGLISH 80%



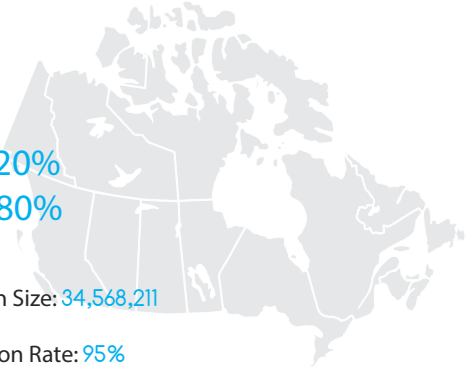
Census Population Size: 34,568,211



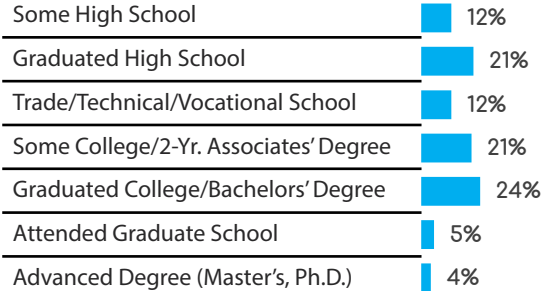
Internet Penetration Rate: 95%



Smartphone Penetration Rate: 73%



EDUCATION





MEXICO

GENDER

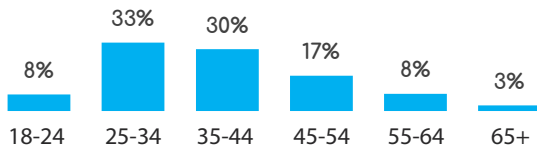


Male
58.0%

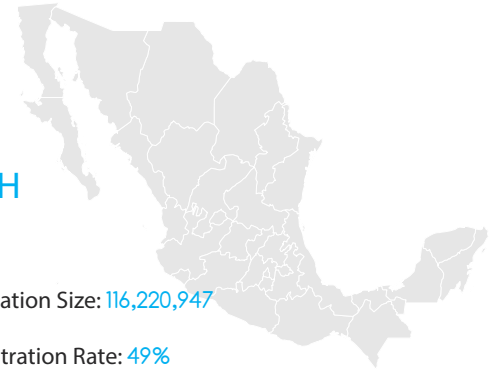


Female
42.0%

AGE



SPANISH



Census Population Size: 116,220,947

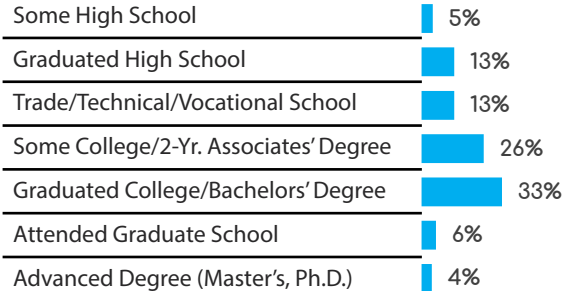


Internet Penetration Rate: 49%



Smartphone Penetration Rate: 66%

EDUCATION





PUERTO RICO



GENDER



Male
34.3%



Female
65.7%



SPANISH
ENGLISH



Census Population Size: 3,578,056

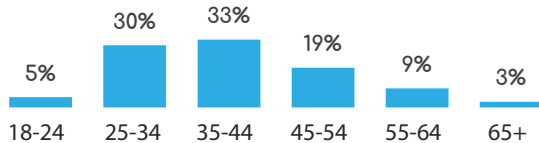


Internet Penetration Rate: 80 %

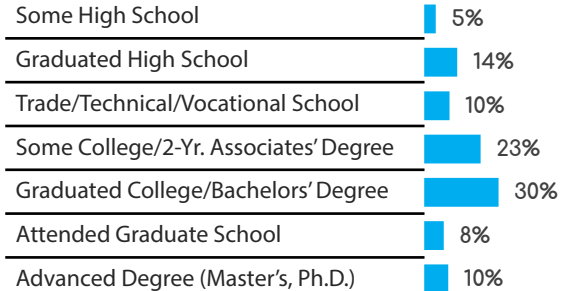


Smartphone Penetration Rate: 57%

AGE



EDUCATION



FEATURED PANELS



Central/South
America



COSTA RICA



GENDER



Male
51.3%



Female
48.7%



SPANISH



Census Population Size: 4,872,543

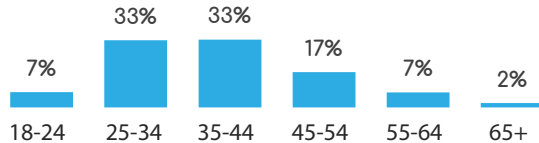


Internet Penetration Rate: 60%

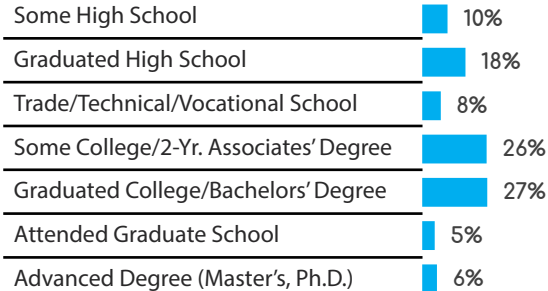


Smartphone Penetration Rate: 53%

AGE



EDUCATION





COLOMBIA

GENDER

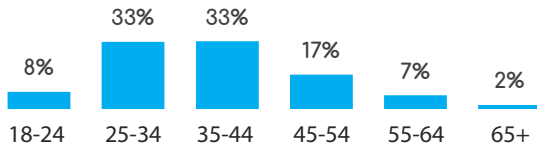


Male
52.0%

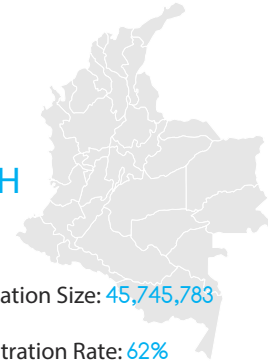


Female
48.0%

AGE



SPANISH



Census Population Size: 45,745,783

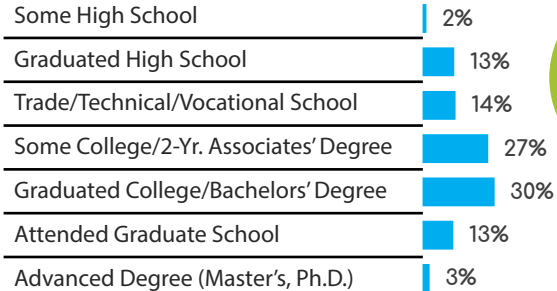


Internet Penetration Rate: 62%



Smartphone Penetration Rate: 40%

EDUCATION





BRAZIL

GENDER

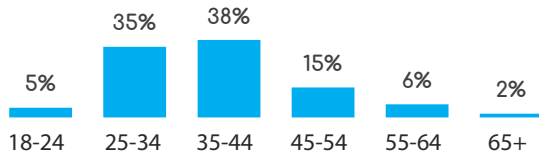


Male
54.4%

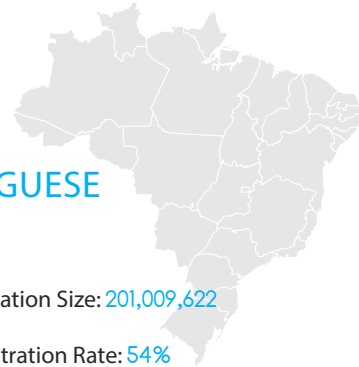


Female
45.6%

AGE



PORTUGUESE



Census Population Size: 201,009,622

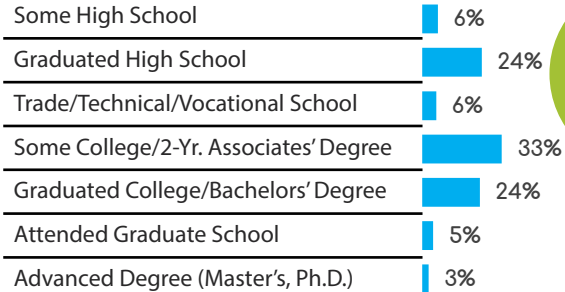


Internet Penetration Rate: 54%



Smartphone Penetration Rate: 62%

EDUCATION





ARGENTINA

GENDER

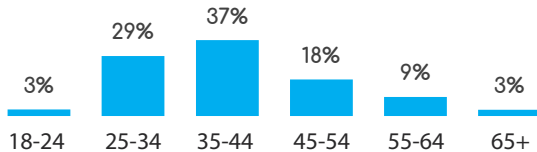


Male
54.2%



Female
45.8%

AGE



SPANISH



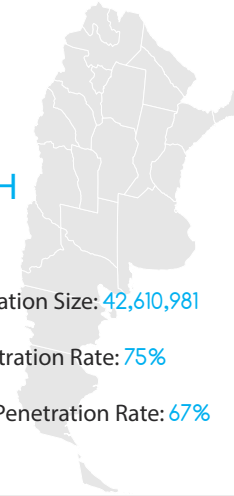
Census Population Size: 42,610,981



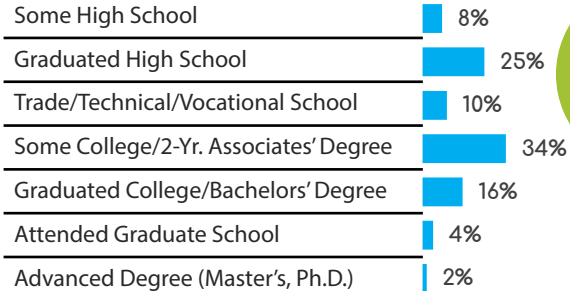
Internet Penetration Rate: 75%



Smartphone Penetration Rate: 67%



EDUCATION





URUGUAY

GENDER

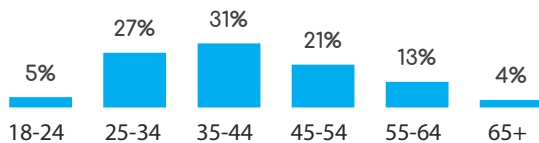


Male
49.3%



Female
50.7%

AGE



SPANISH



Census Population Size: 3,351,016

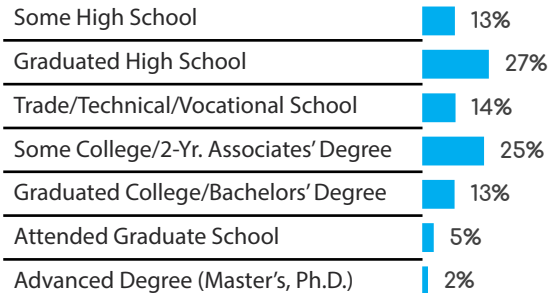


Internet Penetration Rate: 65%



Smartphone Penetration Rate: 84%

EDUCATION



FEATURED PANELS



EUROPE





UNITED KINGDOM

GENDER

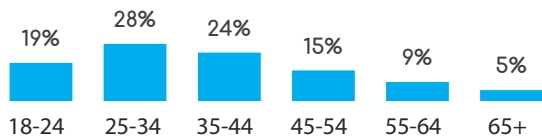


Male
40.2%



Female
59.8%

AGE



ENGLISH



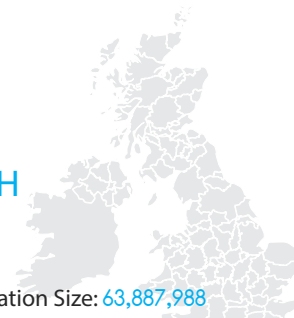
Census Population Size: 63,887,988



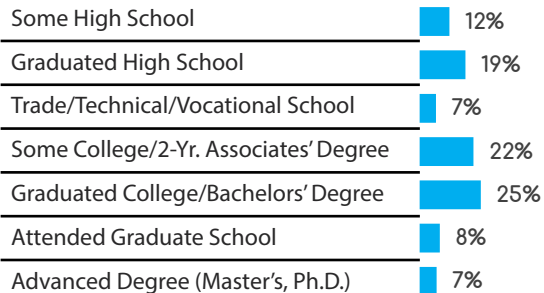
Internet Penetration Rate: 90%



Smartphone Penetration Rate: 74%



EDUCATION





FRANCE

GENDER

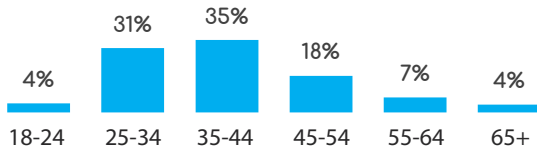


Male
20.9%

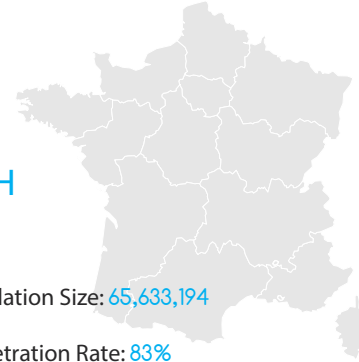


Female
79.1%

AGE



FRENCH



Census Population Size: 65,633,194

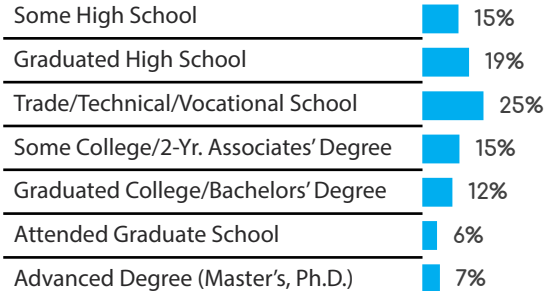


Internet Penetration Rate: 83%



Smartphone Penetration Rate: 64%

EDUCATION





GERMANY

GENDER

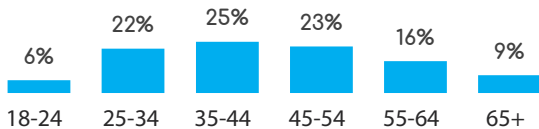


Male
46.9%

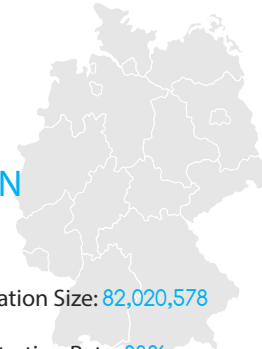


Female
53.1%

AGE



GERMAN



Census Population Size: **82,020,578**

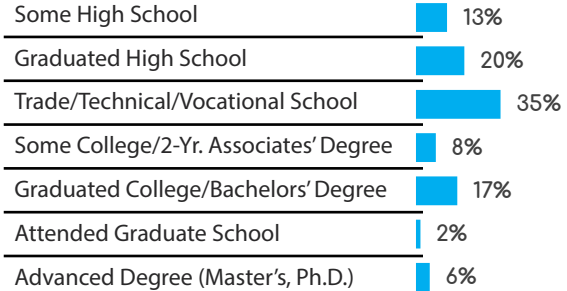


Internet Penetration Rate: **88%**



Smartphone Penetration Rate: **68%**

EDUCATION





BELGIUM

GENDER

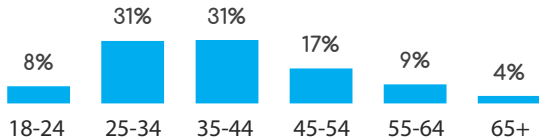


Male
41.2%

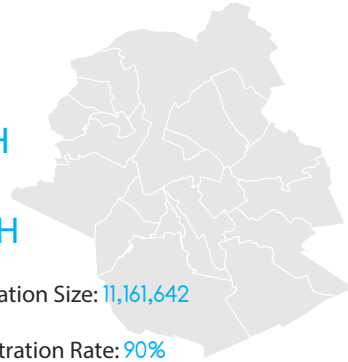


Female
58.8%

AGE



FRENCH
DUTCH
ENGLISH



Census Population Size: 11,161,642

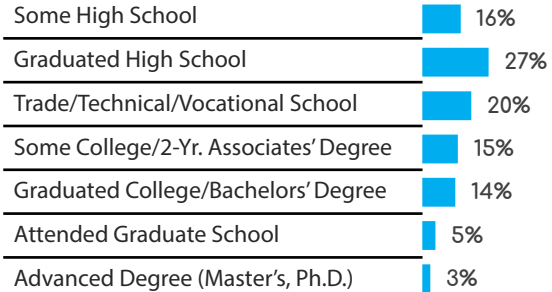


Internet Penetration Rate: 90%



Smartphone Penetration Rate: 60%

EDUCATION





ITALY

GENDER

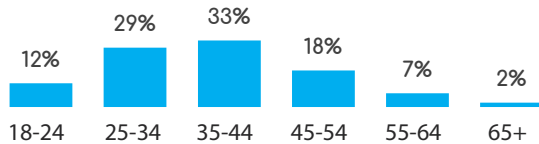


Male
52.5%



Female
47.5%

AGE



ITALIAN



Census Population Size: **59,685,227**

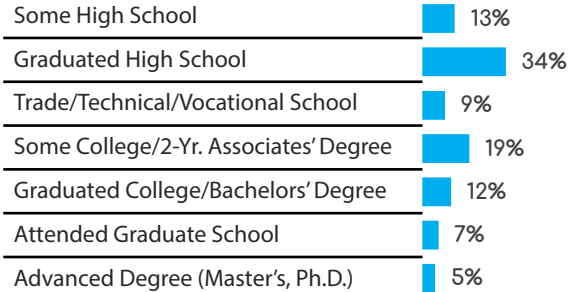


Internet Penetration Rate: **59%**



Smartphone Penetration Rate: **77%**

EDUCATION





THE NETHERLANDS



GENDER



Male
36.7%



Female
63.3%



DUTCH
ENGLISH



Census Population Size: 16,779,575

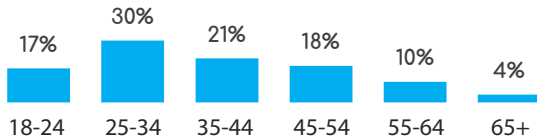


Internet Penetration Rate: 96%

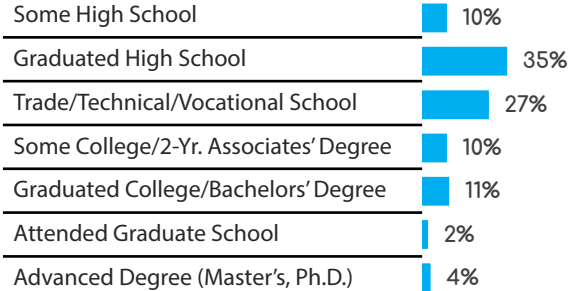


Smartphone Penetration Rate: 80%

AGE



EDUCATION





SPAIN

GENDER

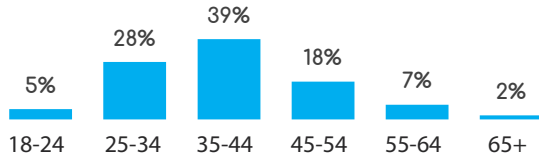


Male
47.1%

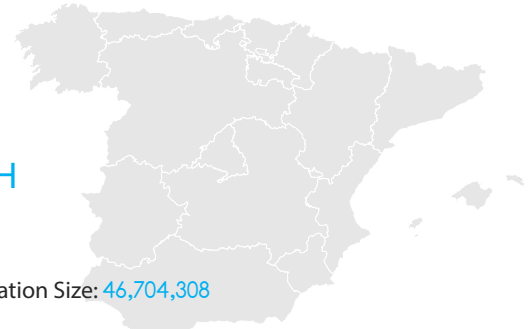


Female
52.9%

AGE



SPANISH



Census Population Size: 46,704,308

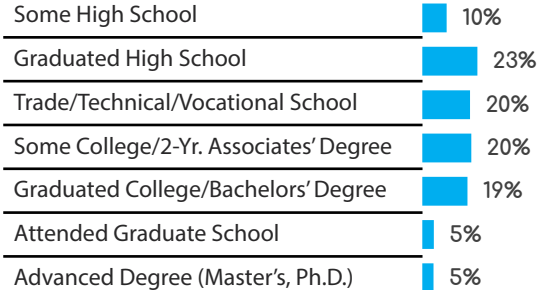


Internet Penetration Rate: 67%



Smartphone Penetration Rate: 81%

EDUCATION





TURKEY

GENDER

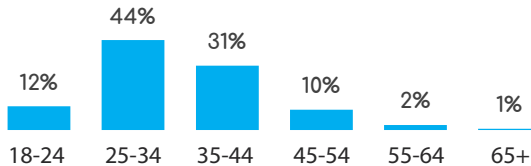


Male
64.6%



Female
35.4%

AGE



ENGLISH



Census Population Size: 75,627,384

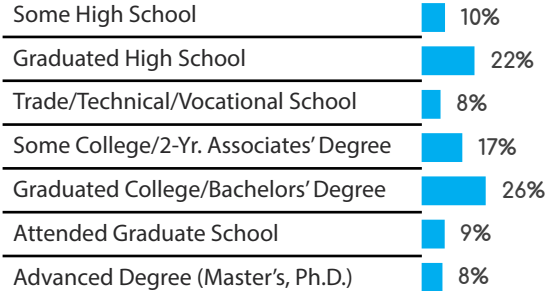


Internet Penetration Rate: 57%

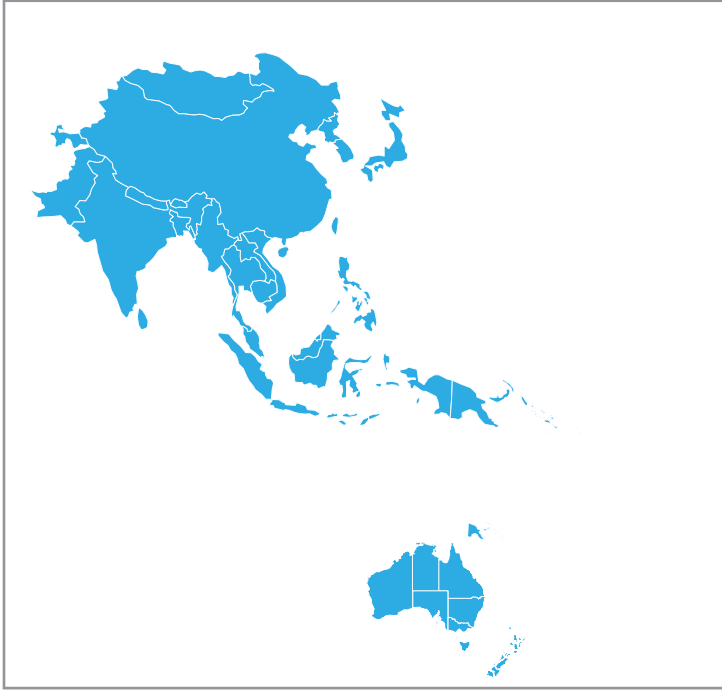


Smartphone Penetration Rate: 75%

EDUCATION



FEATURED PANELS



ASIA/PACIFIC





CHINA

GENDER

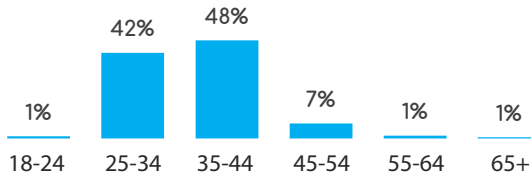


Male
73.5%

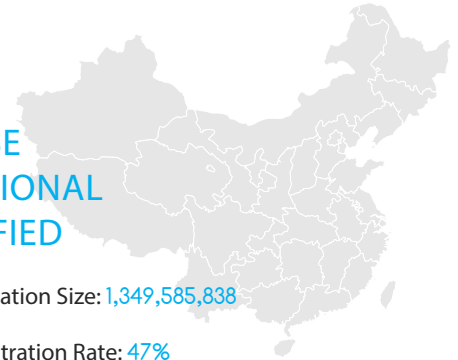


Female
26.5%

AGE



CHINESE
TRADITIONAL
SIMPLIFIED



Census Population Size: 1,349,585,838

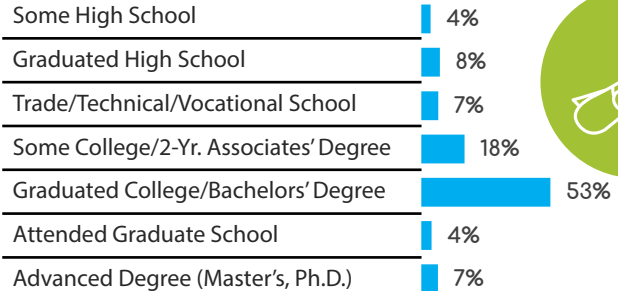


Internet Penetration Rate: 47%



Smartphone Penetration Rate: 79%

EDUCATION





INDIA

GENDER

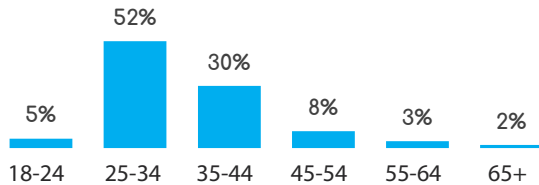


Male
78.2%

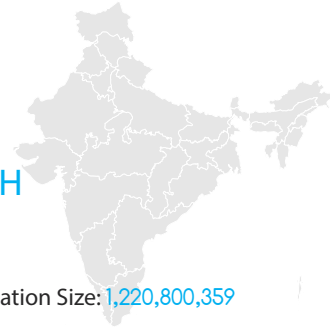


Female
21.8%

AGE



ENGLISH



Census Population Size: 1,220,800,359

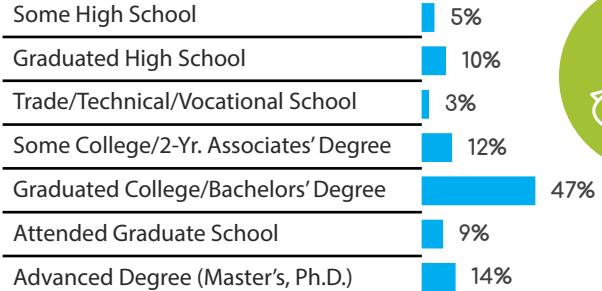


Internet Penetration Rate: 20%



Smartphone Penetration Rate: 33%

EDUCATION





INDONESIA



GENDER



Male
75.2%



Female
24.8%



ENGLISH



Census Population Size: **251,160,124**

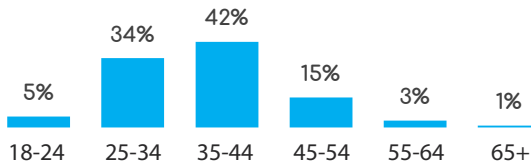


Internet Penetration Rate: **95%**

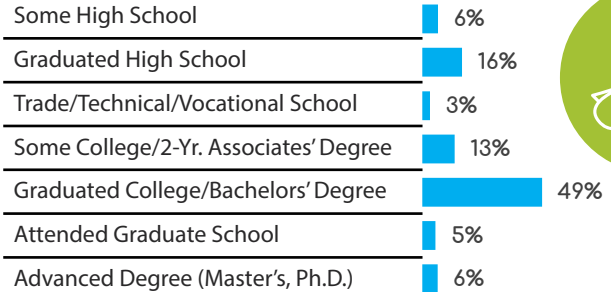


Smartphone Penetration Rate: **73%**

AGE



EDUCATION





MALAYSIA

GENDER

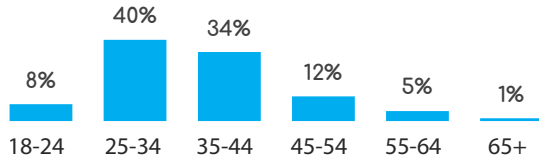


Male
58.9%



Female
41.1%

AGE



ENGLISH



Census Population Size: 26,628,392

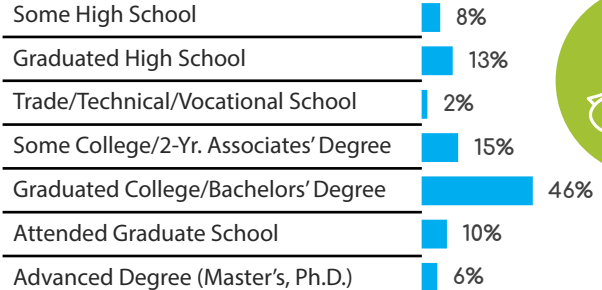


Internet Penetration Rate: 67%



Smartphone Penetration Rate: 81%

EDUCATION





SINGAPORE

GENDER

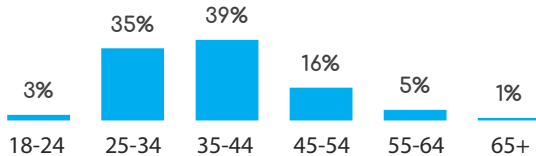


Male
48.0%



Female
52.0%

AGE



ENGLISH



Census Population Size: 5,460,302

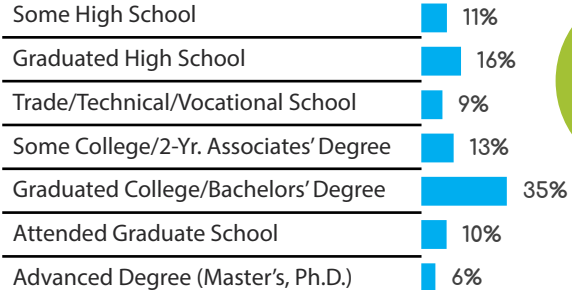


Internet Penetration Rate: 80%



Smartphone Penetration Rate: 91%

EDUCATION





AUSTRALIA

GENDER

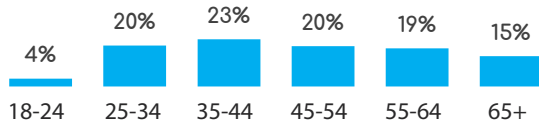


Male
30.9%

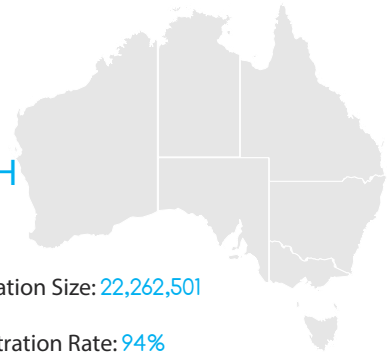


Female
69.1%

AGE



ENGLISH



Census Population Size: **22,262,501**

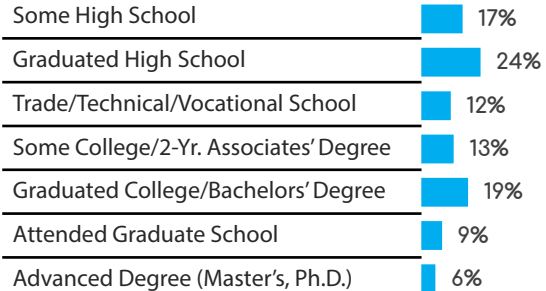


Internet Penetration Rate: **94%**



Smartphone Penetration Rate: **80%**

EDUCATION





NEW ZEALAND



GENDER



Male
31.8%



Female
68.2%



ENGLISH



Census Population Size: **4,365,113**

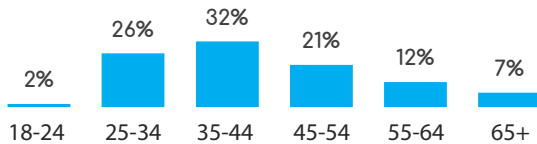


Internet Penetration Rate: **95%**



Smartphone Penetration Rate: **76%**

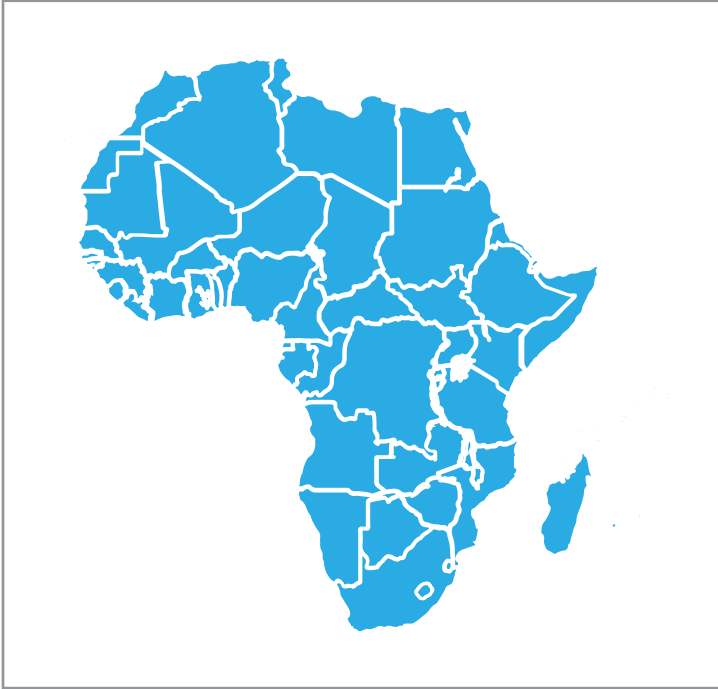
AGE



EDUCATION



FEATURED PANELS



AFRICA



AFRICA

GENDER

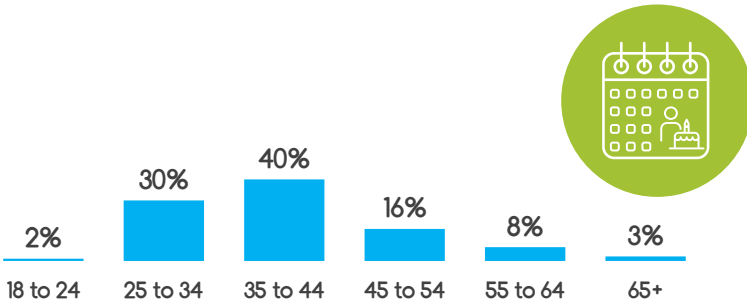


Male
69.9%



Female
30.1%

AGE



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MULTIPLE



Census Population Size: 1.3B



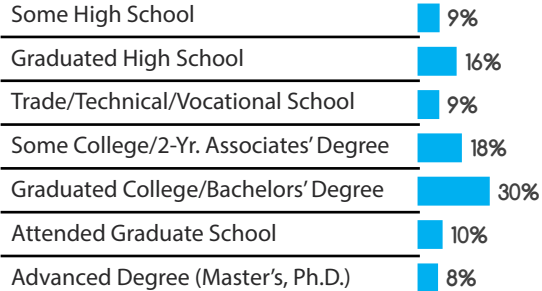
Internet Penetration Rate: *Varies By Country*



Smartphone Penetration Rate: *Varies By Country*



EDUCATION



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