

Symmetric™

scientifically balanced samples worldwide



Symmetric... A Decision Analyst Company

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.



American Consumer Opinion®

American Consumer Opinion® is a worldwide online panel of 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:

- Age and Gender
- Education
- Family Composition
- Marital Status
- Household Income
- Type of Dwelling
- Employment Status
- Occupation

Physicians Advisory Council®

The Physicians Advisory Council® is an online panel of physicians and surgeons from around the world, including both general practitioners and specialists. Background information on each physician includes:

- Gender
- Medical Specialty
- Board Certifications
- Surgery Practice
- Insurance Acceptance
- Patient Load
- Hospital Affiliation



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. American Consumer Opinion® is linked to more than 1,000 other Internet sites to produce a steady stream of new panelists.

Icion® Sampling

Sophisticated sampling is key to successful online research. With Icion®—a multivariate sampling system—we pull stratified quota samples representative of target populations. Icion® simultaneously balances samples by specified variables such as geography, gender, age, income, and ethnicity—with random selection of respondents within each sample cell.

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
- Risky Transmission Control Protocol/Internet Protocol (TCP/IP) Addresses
- Geolocation Verification
- Anonymous Proxies

Medical Advisory Board®

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

- Age and Gender
- Medical/Clinical Specialty
- Board Certifications and Education
- Number of Employees
- Organizational Structure
- Hospital Bed Size

Executive Advisory Board®

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. Information maintained for each executive:



- Education
- Age and Gender
- Number of Employees
- Annual Sales in Dollars
- Type of Industry
- Job Function and Title
- Products and Services Purchased
- Languages Spoken

Technology Advisory Board®

The Technology Advisory Board® is a worldwide online panel of information systems professionals, engineers, scientists, and other technologists. Background data on each panelist includes:

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

Contractor Advisory Board®

The Contractor Advisory Board® is an international panel of general contractors and subcontractors from all segments of the building and construction industry, including remodeling, retrofit, and new construction in residential, commercial, and industrial markets. Information recorded for each contractor:

- Age and Gender
- Number of Employees
- Contracting Specialties
- Markets Served
- Job Title
- Ownership
- Annual Sales in Dollars
- Number of Offices

Why Use Online Surveys?

- Respondents can take an online survey at a time of their own choosing, when they can give it their full attention.
- Participants see (not just “hear”) the questions and the answer choices. Seeing is better than hearing.
- Every survey is conducted precisely the same way, without interviewer bias or error.
- Individuals can take as much time as they need to think about their answers to questions.
- Pictures, sounds, and video can be incorporated into the online survey.



Why Use Symmetric 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.



symmetric

scientifically balanced samples worldwide

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

Jason Thomas, President

1-817-649-5243, Ext. 375 • jason@symmetricsampling.com

Mauricia Wills, Executive Vice President

1-817-649-5243, Ext. 383 • mauricia@symmetricsampling.com

www.symmetricsampling.com