

# 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**

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# Symmetric's' Specialty Panels

## 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. 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 currently English-only.

## *Executive Advisory Board®*

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

## 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.

## Physicians Advisory Council®

The Physicians Advisory Council® is a worldwide group of physicians and surgeons who help influence the future of medicine and healthcare by participating in online opinion surveys and discussions. The Physicians Advisory Council® was established in 1999 and is available in English, French, and German.

## 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.

### 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.



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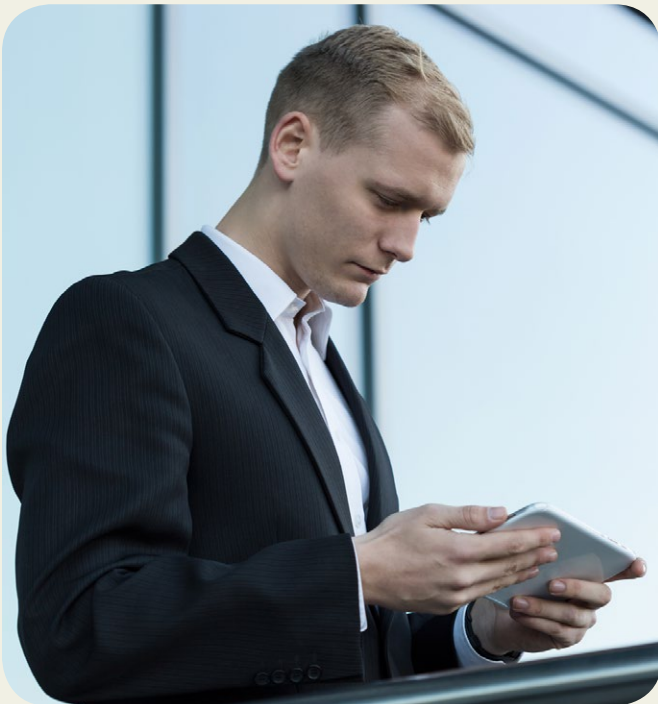
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## Targeting

- 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



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# Technology Advisory Board®

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## Targeting

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



## Job Responsibilities

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



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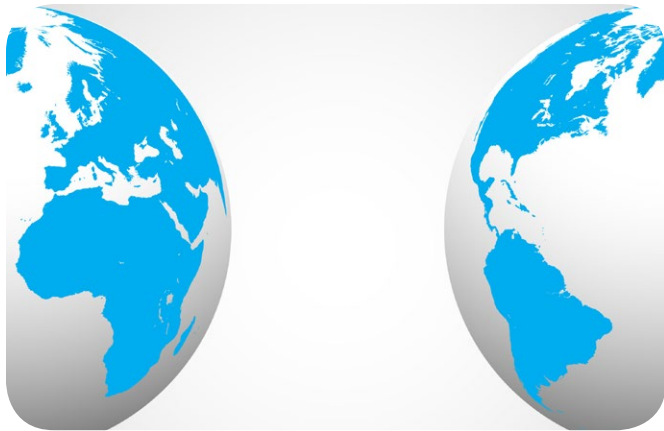
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## Why Use Our Online Samples?

- 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.



## 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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