

A few words about us

We are a team of market research practitioners who specialize in quantitative sampling. Our mission is simple - to deliver extraordinary service and to always strive for excellence.

Panel

Our sampling solution uses multiple sample sources such as online panels and communities. This diverse blend of sources allows us to reach tough target groups more easily.

Methodology

Our sampling platform utilizes the industry's best practices and standards. It is designed for validity and consistency, and employs measures such as behavioral analysis, fraud prevention, constant monitoring of key metrics, and others.

Reach

We operate in 10 countries – United States, United Kingdom, Canada, Brazil, Mexico, Germany, France, Spain, Italy and Australia.

In the next few pages, you will find more information on the sample we can reach in each of these countries.

Profiling & Pre-screening

We keep profiling data about our respondents which can be used for the purpose of targeting a specific audience.

Additionally, we can apply real-time pre-screening. We already have a database of hundreds of pre-screening questions, but we can quickly create new ones if necessary.

Profiling attributes

1. Basics

- ✓ Age
- ✓ Gender
- ✓ Ethnicity
- ✓ Education

2. Household

- ✓ Household income
- ✓ Primary grocery shopper
- ✓ Own/rent home
- ✓ Marital status
- ✓ Age/gender of children
- ✓ Language spoken in home
- ✓ Pets

3. Employment

- ✓ Employment status
- ✓ Industry
- ✓ Company size
- ✓ Department
- ✓ Job title

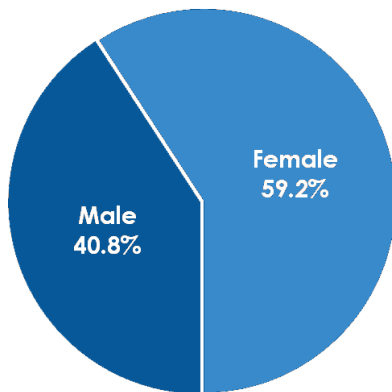
4. Miscellaneous

- ✓ Car ownership
- ✓ Type/brand/year of car
- ✓ Computers/mobile devices owned
- ✓ Gaming consoles owned
- ✓ Mobile phone provider
- ✓ Medical conditions

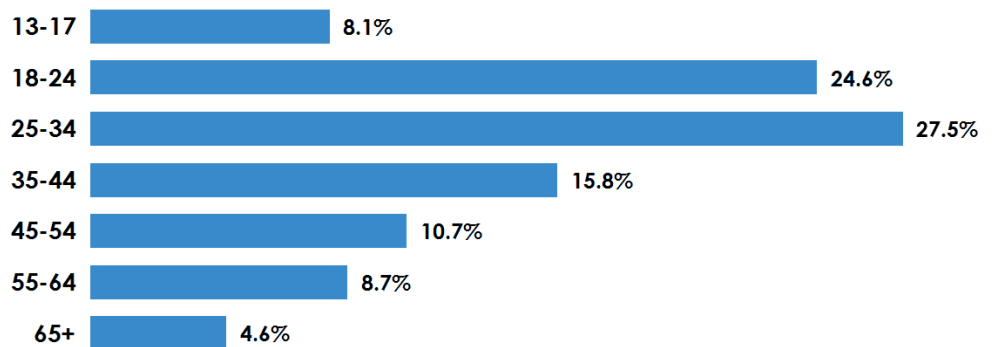
United States

573,907 respondents

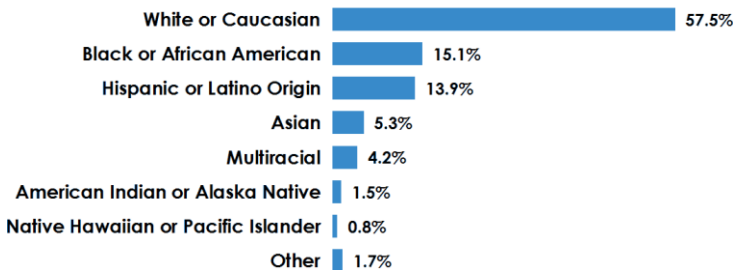
Gender



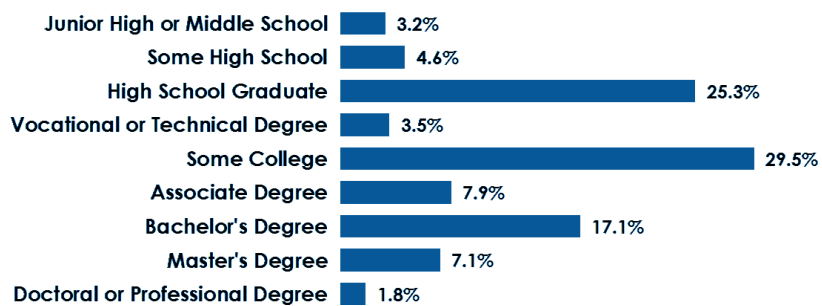
Age



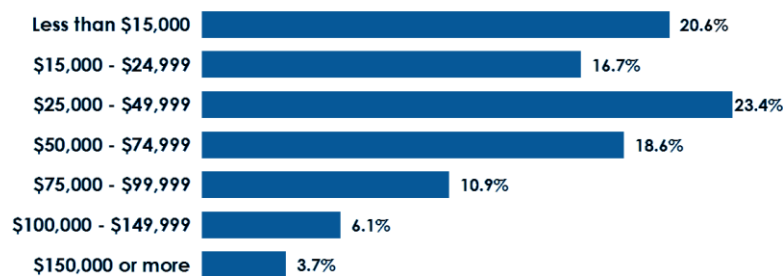
Ethnicity



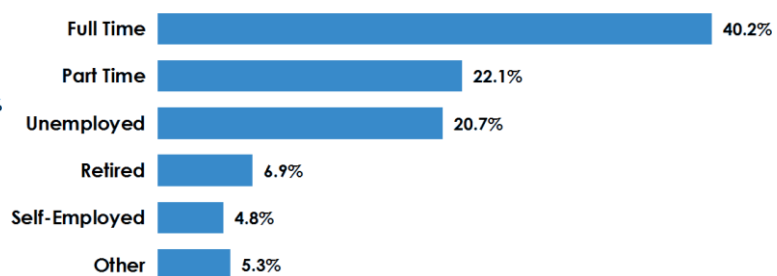
Education



Household Income



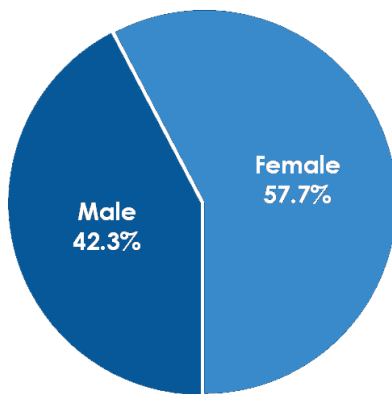
Employment Status



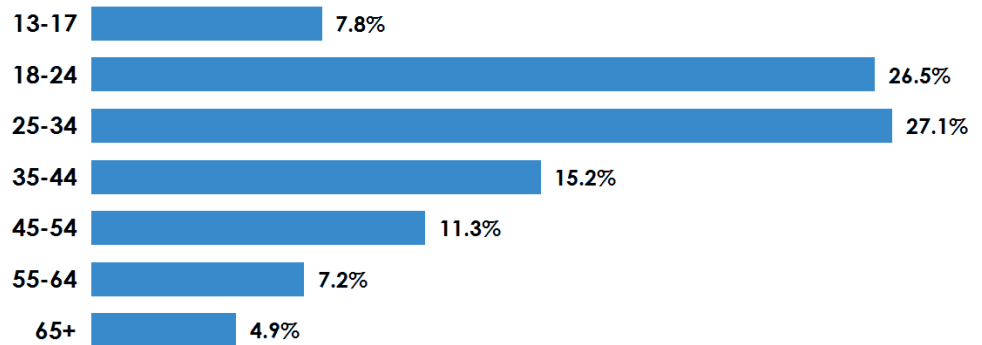
United Kingdom

80,771 respondents

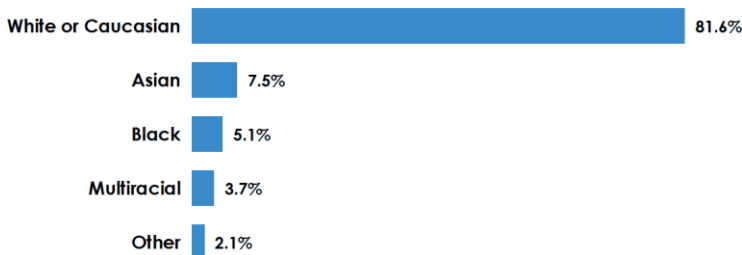
Gender



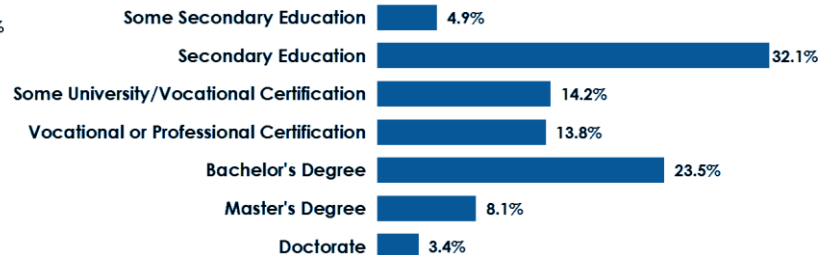
Age



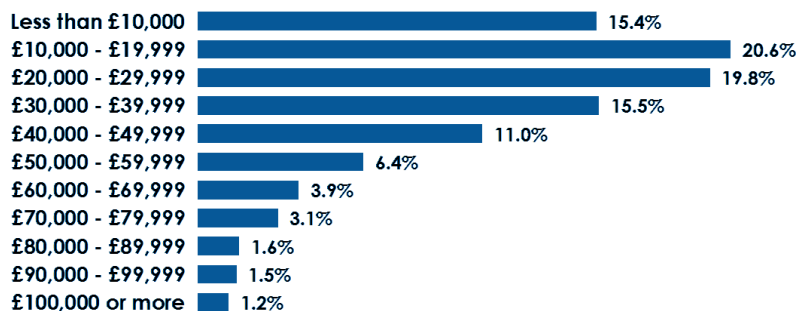
Ethnicity



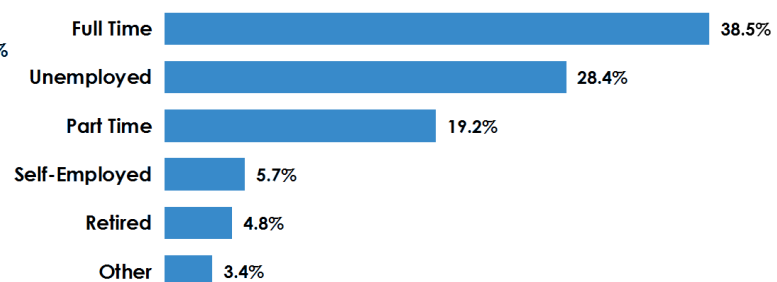
Education



Household Income



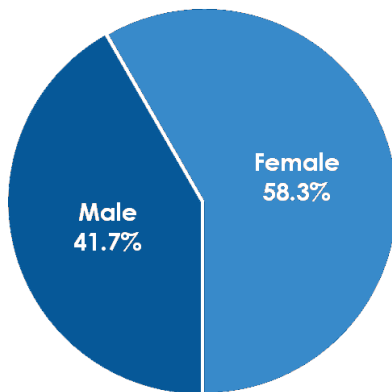
Employment Status



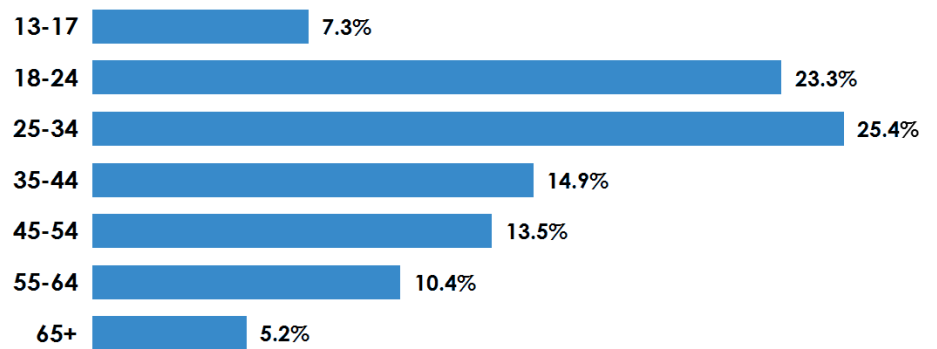
Canada

65,879 respondents

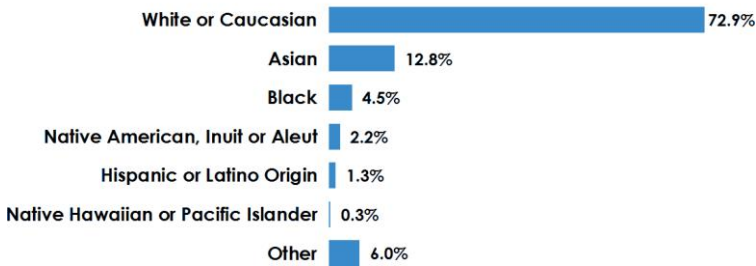
Gender



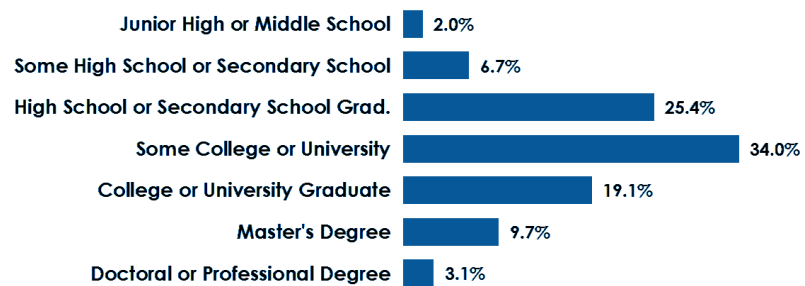
Age



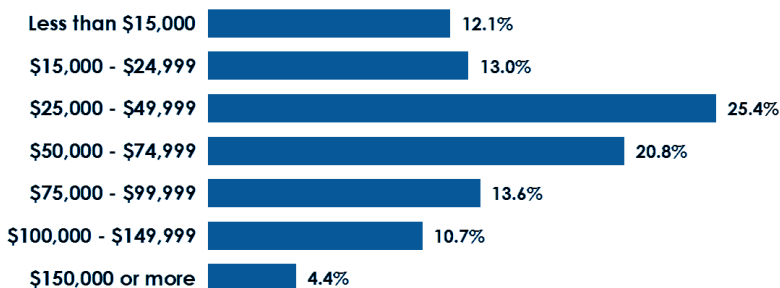
Ethnicity



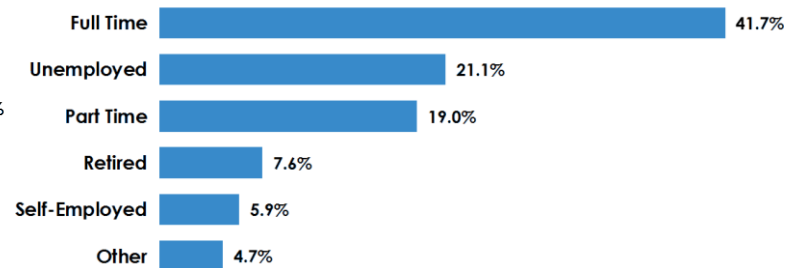
Education



Household Income



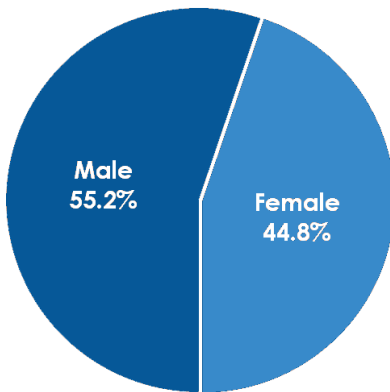
Employment Status



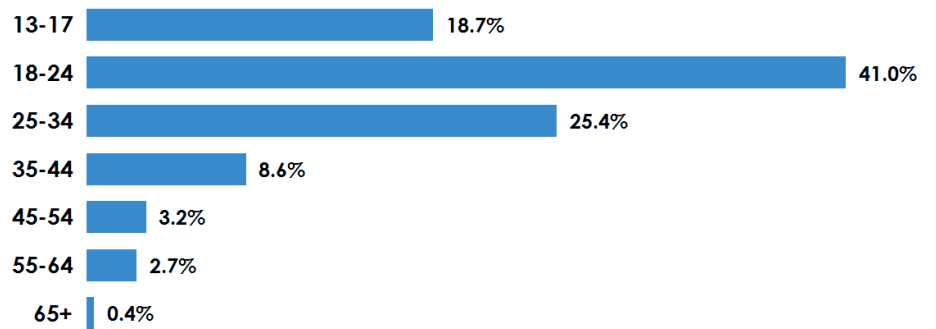
Brazil

69,515 respondents

Gender



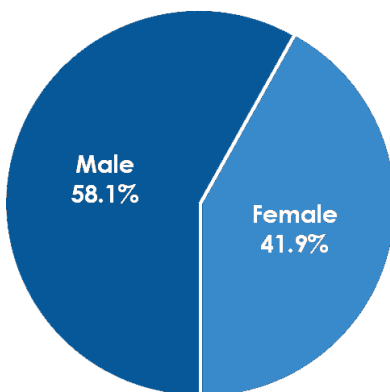
Age



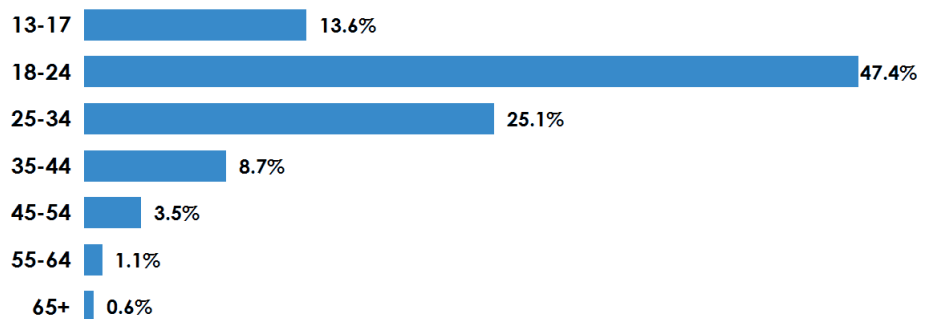
Mexico

36,218 respondents

Gender



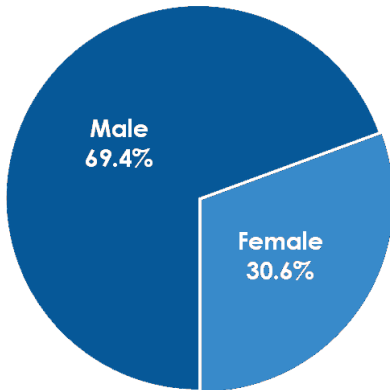
Age



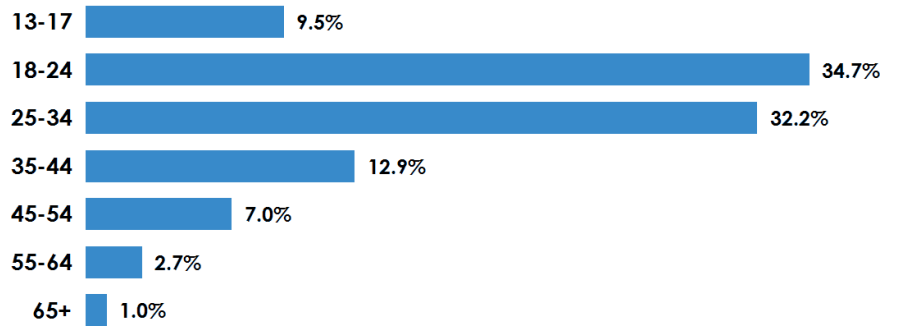
Germany

28,241 respondents

Gender



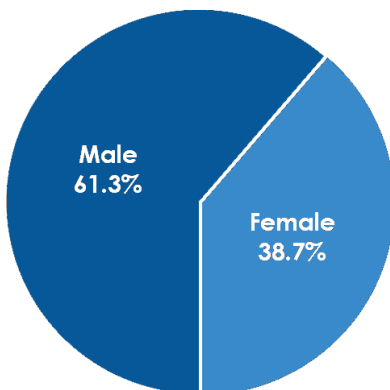
Age



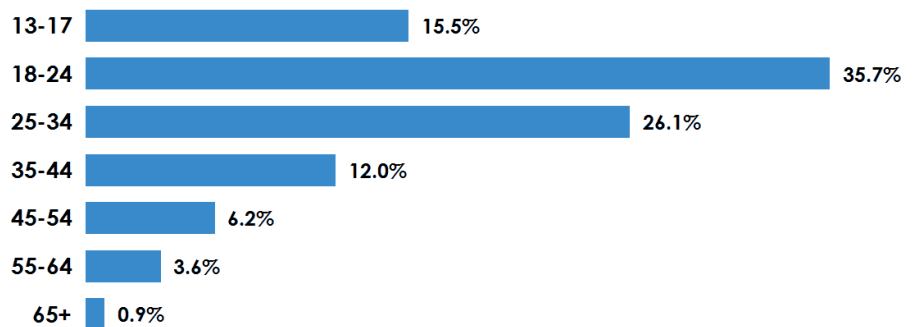
France

29,170 respondents

Gender



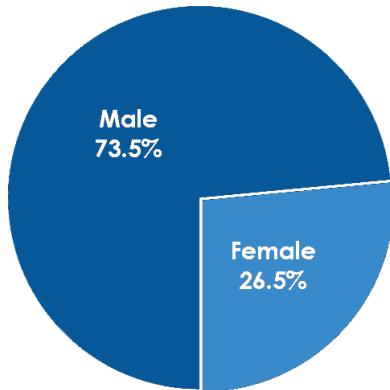
Age



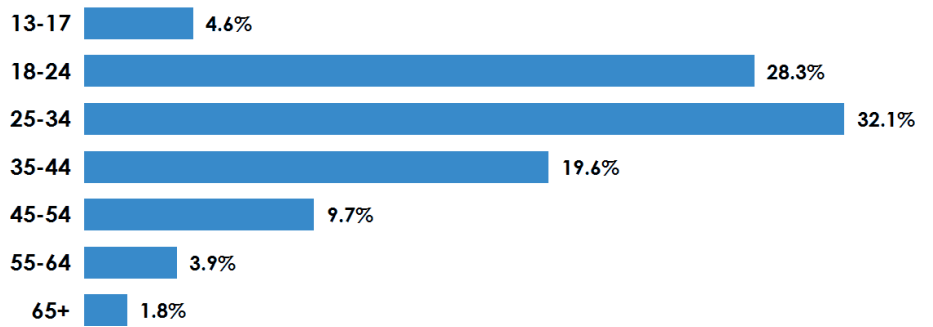
Spain

38,694 respondents

Gender



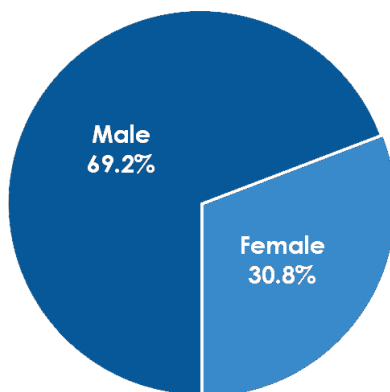
Age



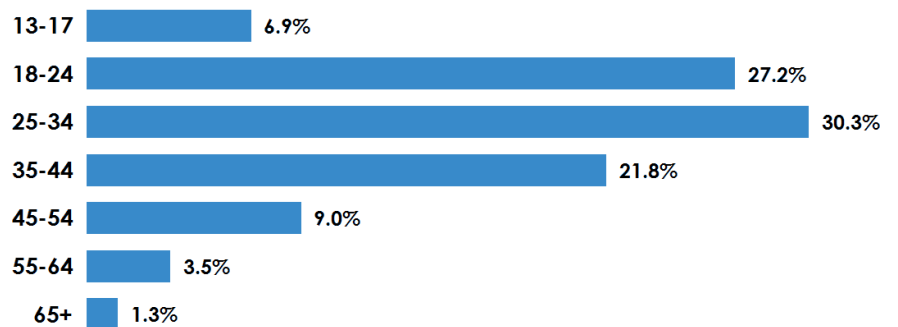
Italy

33,191 respondents

Gender



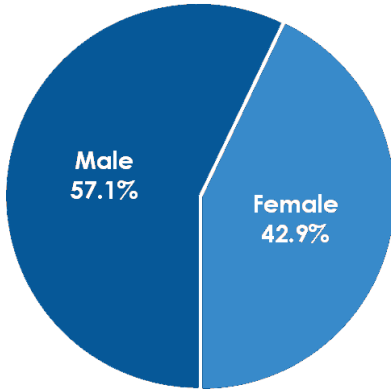
Age



Australia

13,378 respondents

Gender



Age

