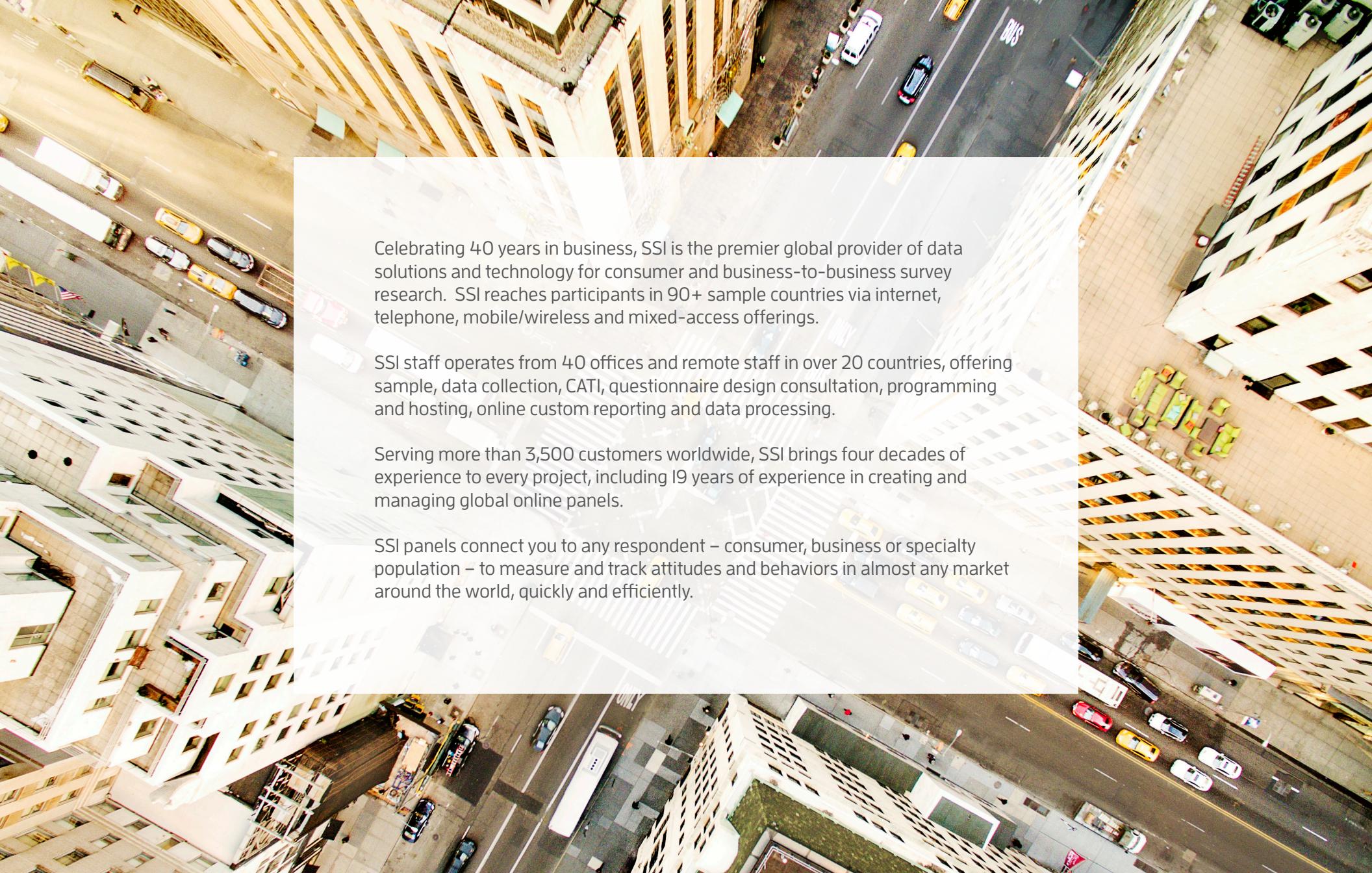




# Global Panel Book

-2017-





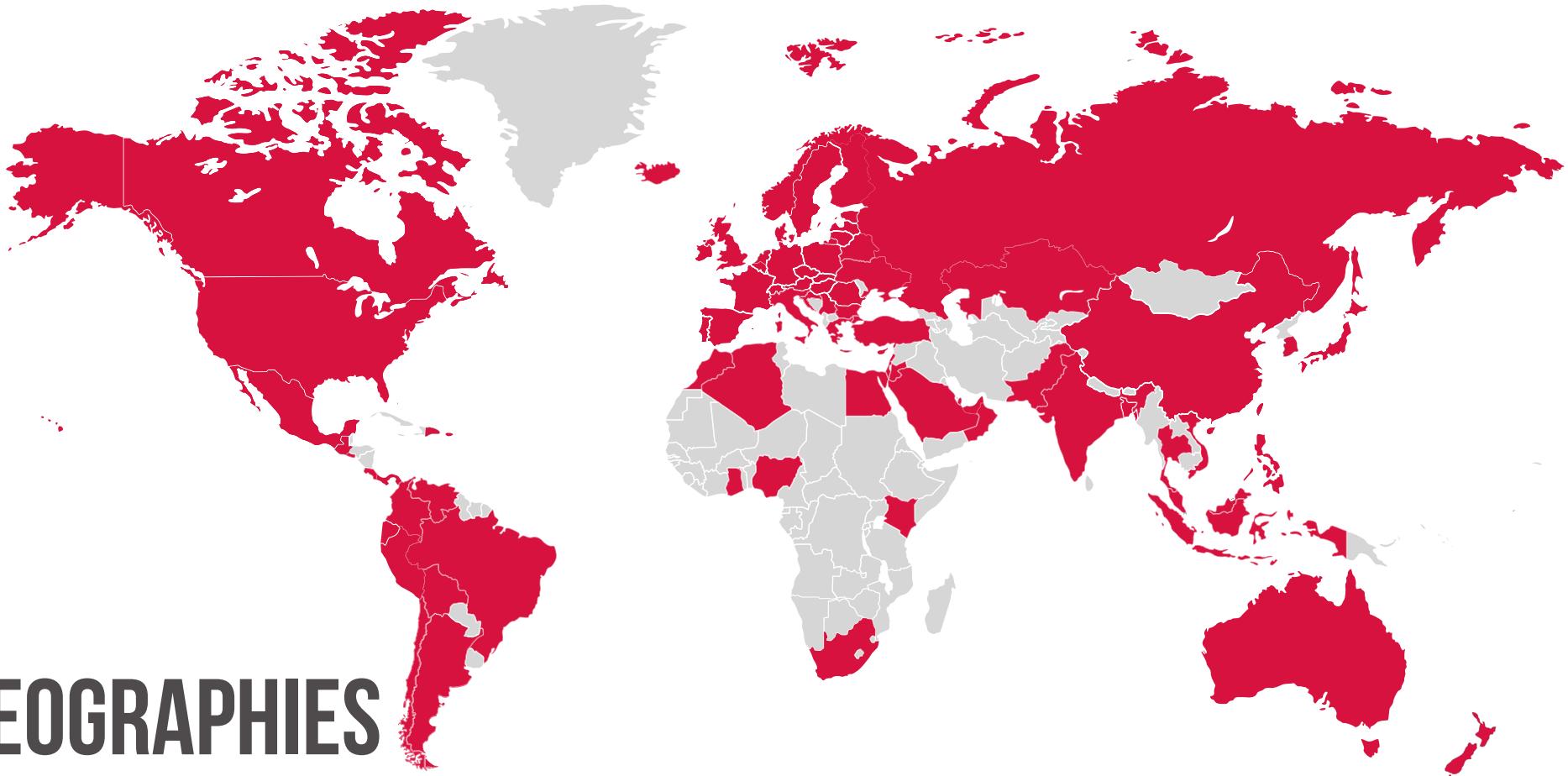
Celebrating 40 years in business, SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. SSI reaches participants in 90+ sample countries via internet, telephone, mobile/wireless and mixed-access offerings.

SSI staff operates from 40 offices and remote staff in over 20 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing.

Serving more than 3,500 customers worldwide, SSI brings four decades of experience to every project, including 19 years of experience in creating and managing global online panels.

SSI panels connect you to any respondent – consumer, business or specialty population – to measure and track attitudes and behaviors in almost any market around the world, quickly and efficiently.

# GEOGRAPHIES COVERED BY SSI SAMPLE



SSI panels cover the globe, with  
**17 million<sup>+</sup>**  
qualified respondents

SSI holds over  
**4 billion**  
data points on their respondents,  
covering interests, lifestyles,  
communication, shopping,  
by brand, frequency, recency  
and more.

**Millions**  
of SSI panelists are **permission-based cookie-enabled**, providing  
even richer and more detailed  
information on their lifestyles,  
interests, browsing and internet  
usage patterns.

SSI successfully completed  
**40 million**  
surveys across **60,000<sup>+</sup>**  
projects in 2016.

## SSI PANEL FAST FACTS



SSI's **top-rated**  
QuickThoughts™ app provides  
the best mobile survey-taking  
experience available in  
**19 countries**

A wealth of **B2B, B2C and**  
**Healthcare selects** are available  
so you target precisely the people  
you need and get your completes  
on time and on budget.

## HOW SSI PANELS ARE RECRUITED

Respondents are recruited from thousands of sources to maximize reach and representation. SSI's recruitment policy is broad in scope and is combined with multiple quality controls and checks to ensure all potential respondents are eligible to take a survey.

## SSI'S BLEND METHODOLOGY INCREASES CONSISTENCY AND REPRESENTIVITY

Because sources are not only different from each other, but can also change over time, SSI uses a combination of personality and psychographic characteristics to understand and identify the underlying traits which impact the way people answer survey questions.

By controlling the characteristics of people within the sample, based on asking them a short set of key questions, SSI has created an online sample blend which is exceptionally consistent when measured by comparison with external benchmarks, including telephone sample studies and industry measures such as the Grand Mean.

The SSI Blend is continuously monitored and calibrated by a dedicated team of methodologists and analysts.



### EVERY RESPONDENT FULLY AUTHENTICATED:

- Digital fingerprinting
- Source certification
- Third-party verification
- Geo-IP control
- Time stamps
- Questionnaire quality controls



### EVERY RESPONDENT MATCHED TO A RELEVANT SURVEY:

- Real-time profiling
- Methodologically-sound questions
- Customized incentives to improve engagement



### PROVEN CONSISTENCY, SAMPLE AFTER SAMPLE:

- SSI Blend controls consistency
- Multiple points of randomization
- Monitoring by dedicated team

## **RESPONDENT VALIDATION AND QUALITY CONTROL VIA SSI VERIFY**

SSI Verify is a suite of quality control procedures including digital fingerprinting, address verification against USPS databases (standard in the US) and third-party verification on request.

SSI also makes available industry standard verification systems such as True Sample has participated in industry initiatives including the ARF's Foundations of Quality and MKTG Inc's Grand Mean Consistency Audits.

Our passion and expertise lead the industry. SSI strives to exceed the highest independent industry standards.



# DOZENS OF SPECIALTY TARGETS LET YOU REACH YOUR AUDIENCE EFFICIENTLY AND ACCURATELY

## AUTO

Identify your automotive targets across the globe via your choice of powerful selection options. Reach anyone who wants to share their thoughts and opinions on cars and other vehicles. Among the selects at your fingertips:

- Car brand and model
- Year of manufacture
- New/used ownership
- Year of purchase
- Lease/own car
- Intent to purchase a new car and time frame of purchase
- Average kms or miles/year
- Purchase budget for a new car
- Mileage of current car

## MOTHERS

Select precisely the target you need from this key population segment. Select by:

- Age of child
- Income
- Purchase intent
- Past purchase behavior
- Lifestyle and living situation
- Parent's employment
- Age of siblings
- And dozens of other selections

## HEALTH AND PATIENT

SSI lets you dig beneath top-line selections to identify and recruit specific and hard-to-reach populations. Via real-time dynamic profiling and detailed refinement questions, our sample meets your needs, however tight your parameters. Among selects available:

- Allergies
- Asthma
- Diabetes
- High blood pressure
- High cholesterol
- Obesity
- ADD/ADHD
- Arthritis
- Cancer
- Chronic pain
- Hepatitis
- IBS
- Incontinence
- Lactose intolerance
- Multiple sclerosis
- Osteoporosis
- Skin conditions
- Sports injuries

## MOBILE

With communication habits changing fast, you need to understand how your target market is getting and sharing news and information today. SSI's Mobile Panel, recruited from multiple sources, including SSI's top-ranked QuickThoughts™ survey app, puts you in touch with today's mobile consumer on their terms. Among the selects:

- Tablet users by type
- Smartphone users by brand and provider
- Mobile users by frequency
- App users by type and frequency
- And many more selects

## **BUSINESS OWNERS BUSINESS DECISION-MAKERS**

SSI brings you access to the executives shaping today's business environment. Reach the movers and shakers who are powering business across hundreds of industries and job titles—including C-level executives, IT decision makers, HR professionals and many more. Whatever the size of the company you're targeting—from large conglomerates to small start-ups—SSI gets you the sample you need in the countries you choose. Select by:

Title  
Company type and category  
Areas of responsibility  
Company size  
Number of locations  
Geography

## **IT DECISION-MAKERS**

In a fast-changing business sector, it's critical to use sample with up to date profiling and accurate selections which reflect today's technology. The IT Decision-Makers audience includes current and in-depth selections in these key areas:

Software purchase responsibility  
Software used  
Experience by type  
Size of company  
Location of company  
Company revenue  
Years of experience  
Hardware ownership by device type and manufacturer

IT Decision-Makers are verified and carefully managed, with appropriate rewards, custom messaging and dedicated teams focused on ensuring the quality of your responses.



# THOUSANDS OF SELECTS ARE AVAILABLE:

## TECHNOLOGY

Own, recently purchased or intend to purchase:

Cell phone  
PDA  
Tablet  
PC  
Software  
Flat screen TV  
Cameras and film  
Console & handheld computer games  
VCRs and videos  
Telecom provider consumers by brand

## CLOTHING

Purchased or intend to purchase:

Outerwear/coats  
Shoes/Hosiery/Jewelry  
Sportswear

## AUTO

Intend to purchase:  
Tires

New or used vehicle  
Auto parts  
Gas/petrol/oil users by brand

## PRODUCT USAGE

Baby products  
Air fresheners  
Detergents  
Cosmetics  
Feminine products, soaps, deodorants  
Hair care  
Shaving products  
Dental care  
Home improvement products

## **ENTERTAINMENT**

Movie/film viewing by frequency  
Gambling  
Magazines by title, category and readership frequency  
Viewership by device used  
TV viewing by frequency, channel  
Fast food restaurants by brand, frequency  
Dining out

## **FINANCE**

Banking by brand  
Credit card usage

### **Users, intend to purchase:**

Financial services  
Credit cards  
Insurance  
Investments

## **FOOD AND BEVERAGES**

Alcohol by type and consumption  
Carbonated/fizzy drinks  
Frozen foods by type  
Breakfast foods  
Canned/tinned foods  
Dairy  
Frozen desserts  
Gum, mints, candy/sweets  
Health foods  
"Green" consumers  
Snack foods  
Sauces  
Baking products

## **HEALTH**

Prescription and non-prescription products

### **Ailments including:**

Asthma  
Allergies  
Depression  
Overweight

## **HOUSEHOLD**

Purchasers of:  
Furniture  
Appliances  
Toys  
Pet ownership by type  
Pet products by brand

## **HOBBIES AND LIFESTYLE**

"Green" consumer  
Voting record  
Political party  
Shop online  
Sport viewing by type (e.g. football, soccer)  
Sport activity by type  
Smokers by frequency, brand  
Smokers, intend to quit  
Frequent travelers  
Cruise vacationers  
Travelers by hotel brand  
Loyalty program members by type

## **BUSINESS-TO-BUSINESS**

IT Decision-makers  
Executives by type  
Small business owners  
Frequent business travelers  
Finance professionals  
Healthcare professionals  
IT application developers  
IT professionals  
Marketing professionals  
Lawyers/solicitors/attorneys  
Teachers  
Business decision makers  
Small business owners  
Contractors  
Human resource professionals  
Software purchasers  
Upper management  
Supervisors

## **ALL SSI PANELS ARE SELECTABLE BY:**

### **GEOGRAPHY**

All local geographic regions, states, cities, cantons, provinces, metropolitan or rural area, designated market areas or radius from location

### **ETHNICITY**

### **GENDER**

### **INCOME**

Any income break you choose

### **AGE**

Any age break you choose

# SSI DIFFERENTIATION

## MASSIVE REACH

All the opinions you need using the right mode every time.

Reach consumer and business targets online, via landline and mobile phone or mail.

The ability to select from over 1,000 profiles; multiple demographic and geographic options.

## FLAWLESS DELIVERY

Quality data, on time and on budget.

We meet our commitments. Your business depends on it. We deliver insights at the speed of business; your business doesn't have time to wait.

Big or small, we provide solutions to meet your budget.

## GLOBAL FOOTPRINT

Your time zone is our comfort zone.

On the ground experts in 40 offices, throughout 20 different countries.

SSI connects you with trusted opinions in 90+ countries to ensure the right results the first time.

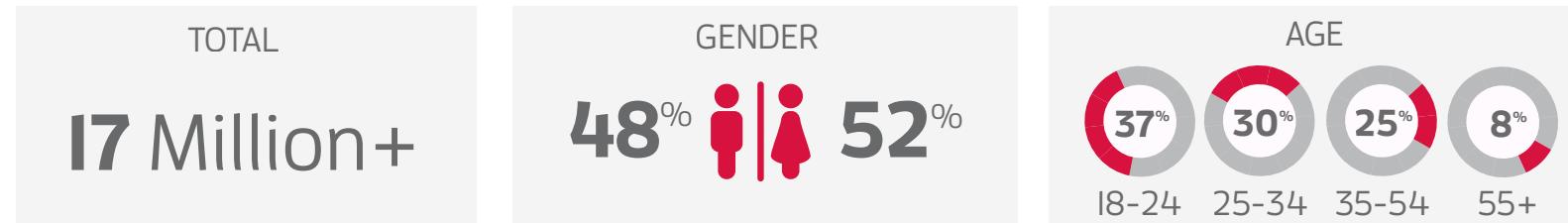
## EXPERT CONSULTATION

Professional methodologists help navigate you to the right solution.

With more than 40 years of experience; you can trust our leadership.

Our experts can clean and analyze the data and deliver results ready to drive insights.

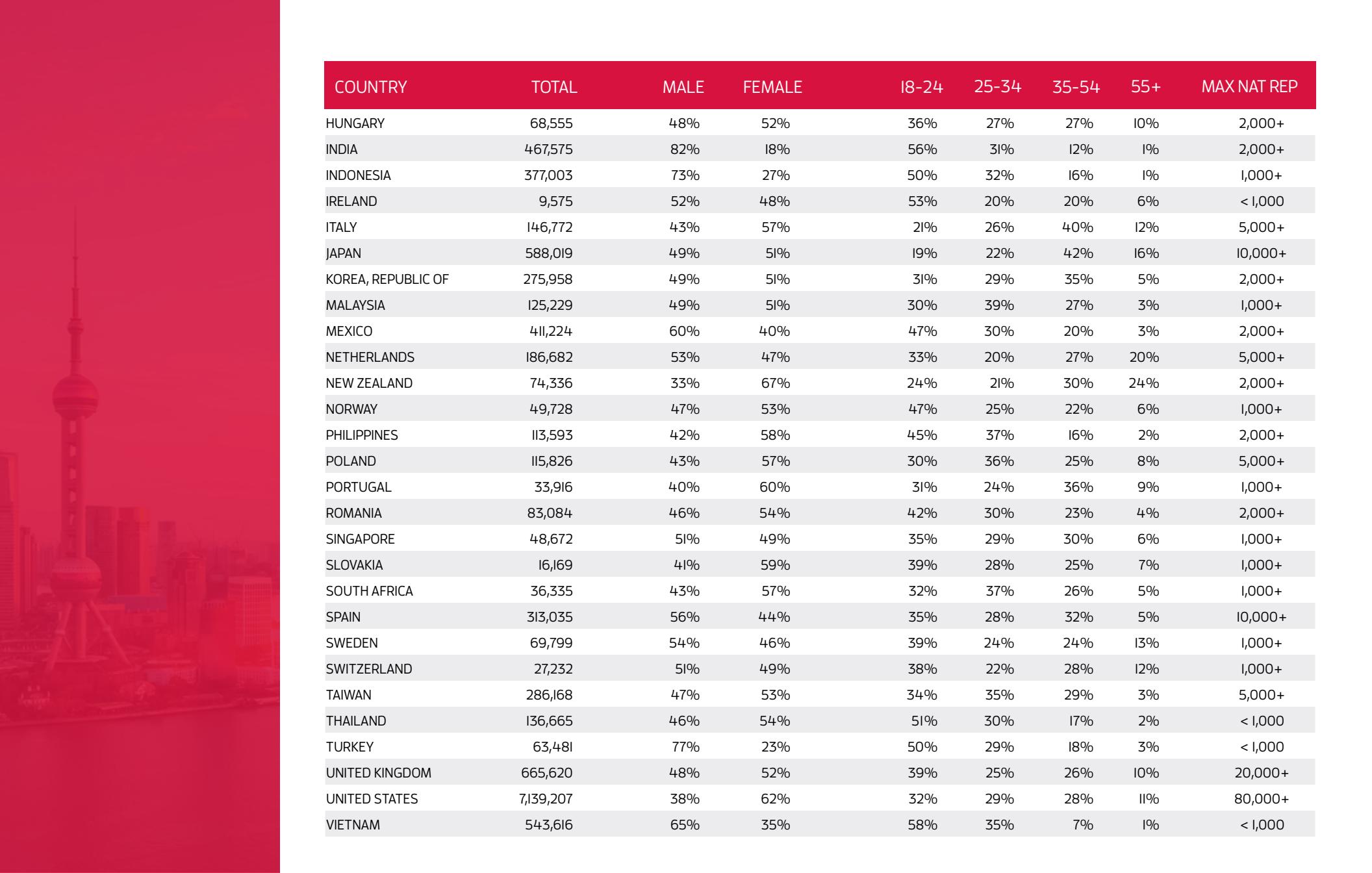
# SSI GLOBAL PANEL



## COUNTRY PANEL COUNTS

Panel Demographics for Selected Countries

COUNTRY	TOTAL	MALE	FEMALE	18-24	25-34	35-54	55+	MAX NAT REP
ARGENTINA	91,640	40%	60%	34%	27%	30%	8%	1,000+
AUSTRALIA	353,317	46%	54%	36%	23%	25%	16%	10,000+
AUSTRIA	37,460	53%	47%	43%	27%	23%	7%	1,000+
BELGIUM	109,423	49%	51%	35%	18%	29%	18%	2,000+
BRAZIL	723,460	68%	32%	51%	27%	18%	4%	5,000+
BULGARIA	5,262	61%	39%	22%	35%	35%	8%	< 1,000
CANADA	577,356	42%	58%	36%	25%	26%	13%	5,000+
CHILE	98,015	37%	63%	39%	37%	21%	4%	2,000+
CHINA	1,719,477	56%	44%	41%	41%	16%	1%	5,000+
COLOMBIA	188,998	45%	55%	42%	33%	22%	3%	2,000+
CZECH REPUBLIC	19,176	33%	67%	34%	27%	29%	10%	2,000+
DENMARK	47,957	55%	45%	39%	20%	23%	18%	1,000+
FINLAND	20,002	54%	46%	27%	17%	32%	24%	1,000+
FRANCE	393,689	50%	50%	38%	24%	28%	10%	10,000+
GERMANY	434,599	55%	45%	43%	27%	23%	8%	10,000+
HONG KONG	36,163	43%	57%	37%	32%	28%	4%	< 1,000



# 2017 GLOBAL COMPANY PROFILE

## GLOBAL REACH

90+ SAMPLE COUNTRIES  
SPANNING THE GLOBE



40<sup>★ ★ ★</sup>

## YEARS OF INNOVATION

Bringing Innovation Customer  
Centricity & Industry Leadership

62%  
MULTI-LANGUAGE STUDIES

## LOCAL ACCESS

40 WORLDWIDE OFFICES  
& REMOTE STAFF IN YOUR AREA

550,000   
NUMBER OF PROJECTS COMPLETED & COUNTING



**40 MILLION<sup>+</sup>**  
COMPLETED SURVEYS ANNUALLY

### FEATURED B2B PANEL PARTNERS



Feel Welcome



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