



PANEL BOOK

2023



About Zephyr

Zephyr Sample is a cutting-edge online sample company specializing in data collection and market research insights. As a leading sample provider, we have developed our very own Data Management Platform, "Zephyr," to streamline and optimize the research process for businesses seeking valuable consumer data.

Our state-of-the-art platform combines advanced profiling, data measurement, and validation techniques to deliver accurate and actionable insights. With a vast network of diverse communities at our fingertips, we are able to provide customized panels for all your online research projects, ensuring that you have access to the precise audience you need.

Experience the Zephyr Sample difference: unparalleled expertise, innovative technology, and a commitment to providing exceptional service in the world of market research and insights.

Zephyr Sample takes **security** to high standards

We take great care to ensure data integrity and quality of response before panelists even attempt their first surveys

- IP Geo-location & Online Fraud Prevention
- Advanced pattern-based security system, using billions of data records to identify respondents and flag fraudulent activity
- Utilization of trap questions (“red herrings”) dummy surveys and other behavior-based security systems to maintain high data quality and prevent potentially fraudulent behaviors (including straight-lining or speeding)
- Team of dedicated fraud analysts who often identify problematic behaviors before they can potentially affect you (or your clients!)



- Panel FAQs and member education to dissuade bad behaviors in survey-taking
- Third-party identity verification using RelevantID and other validation options



-PANEL SIZE 8,865,878

Profile Features

Over 1000 standard data points in all industries and the ability to create Custom profiles for your sample needs.



B2B

- Industry*
- Company size*
- Decision Maker*
- Employee Title*
- Department*
- Revenue Size



Automotive

- 150+ Car Make & Model Categories
- Type of Vehicle Ownership
- Lease Automotive
- Motorcycle Brand Ownership
- Car Ownership Volume
- New Car Purchase
- Year



Banking / Financial Institutions

- Primary Financial Institution
- Business
- Personal



Brands Purchase History

- Beauty Products
- Electronics
- Food Category



Healthcare

- Standard Ailments*
- Cannabis & Tobacco use
- Tele-health



US Hispanic

- Spanish language
- Generation
- Un Acculturated Hispanic



Home Ownership

- Housing Status*

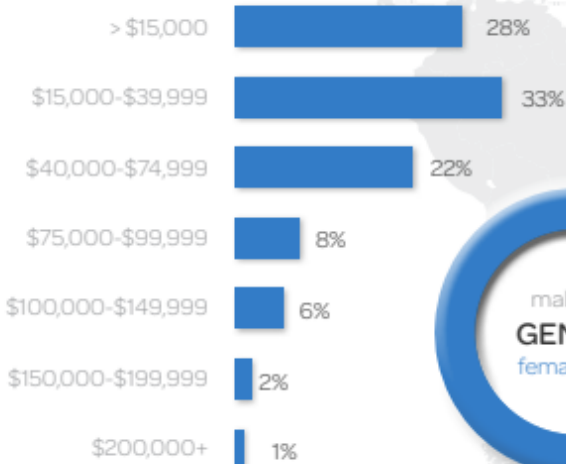


LGBTQIA+

- Sexual Orientation

The United States

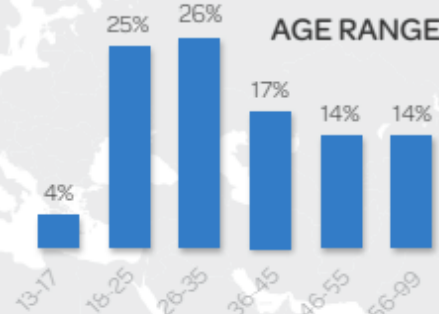
HOUSEHOLD INCOME



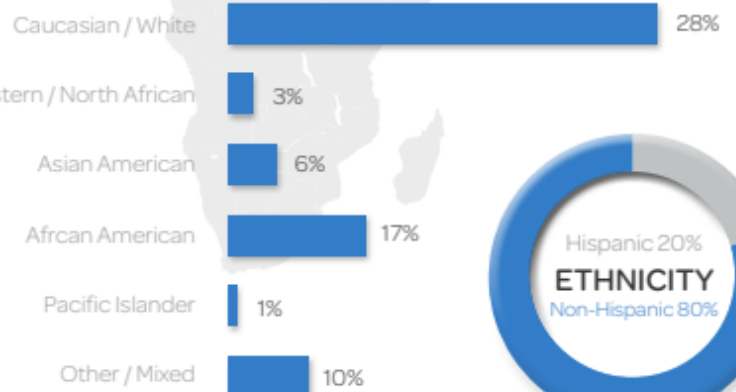
GENDER

male 51%
female 49%

AGE RANGES



RACIAL IDENTITY



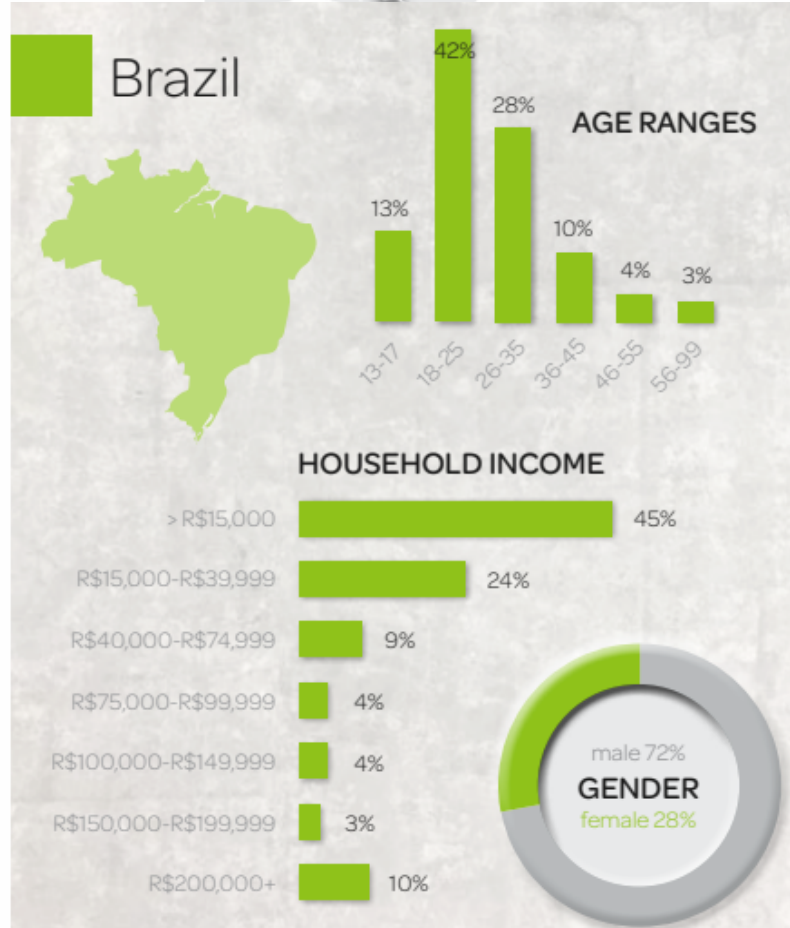
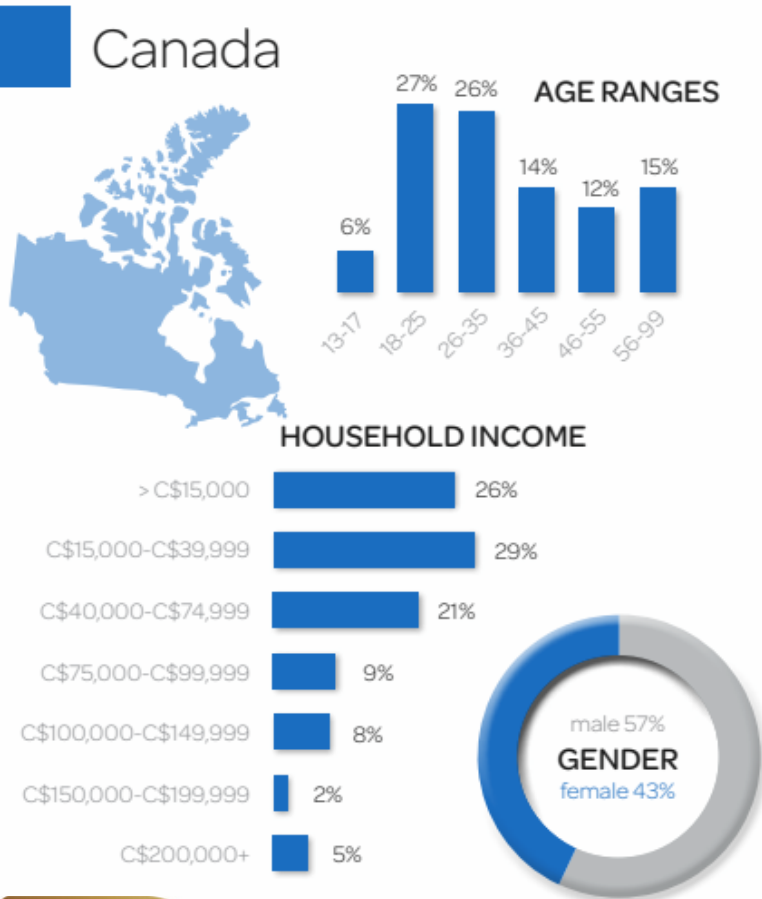
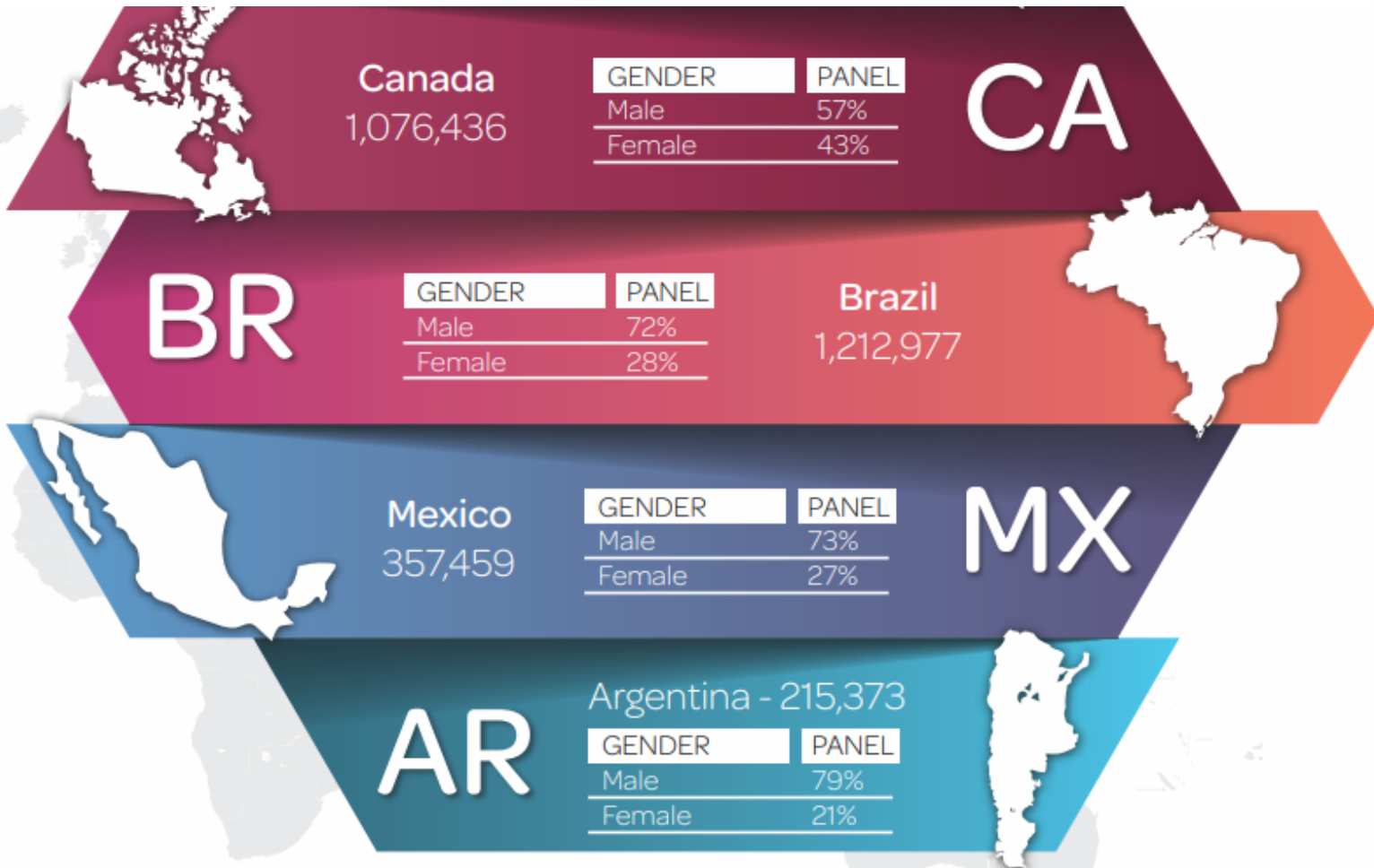
ETHNICITY

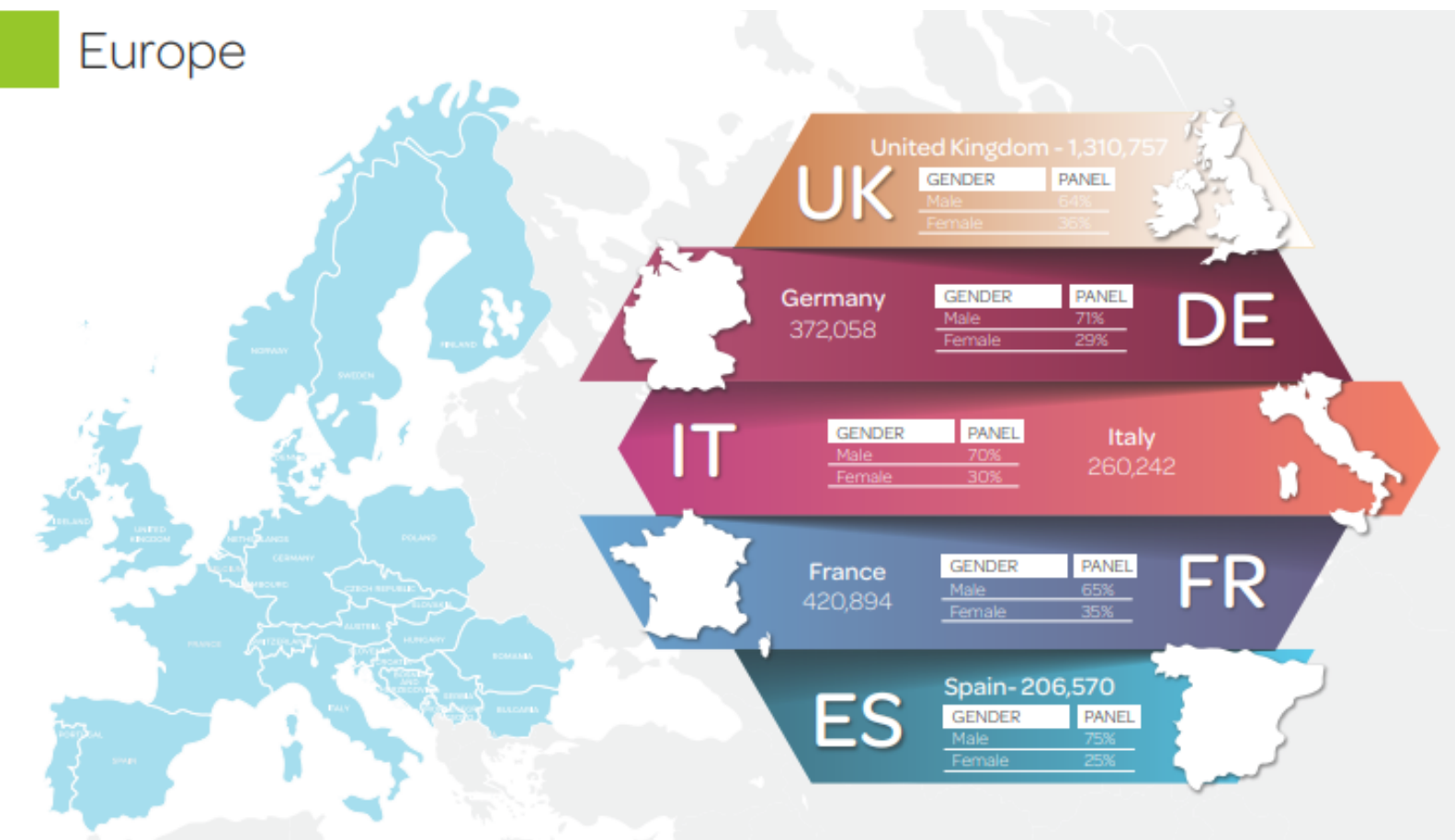
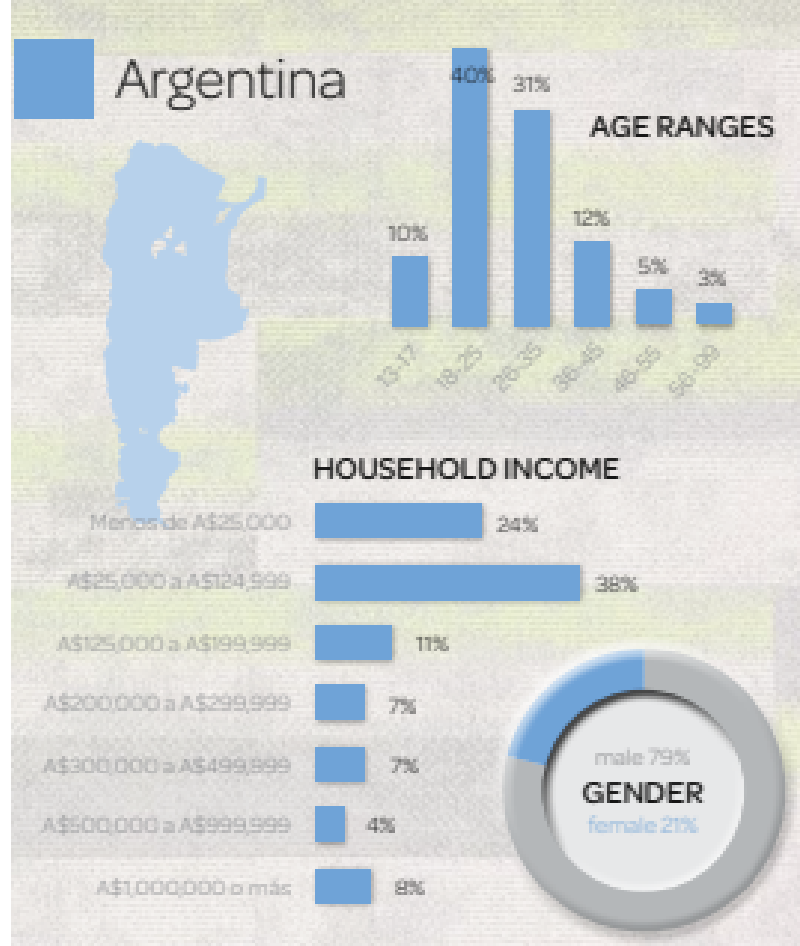
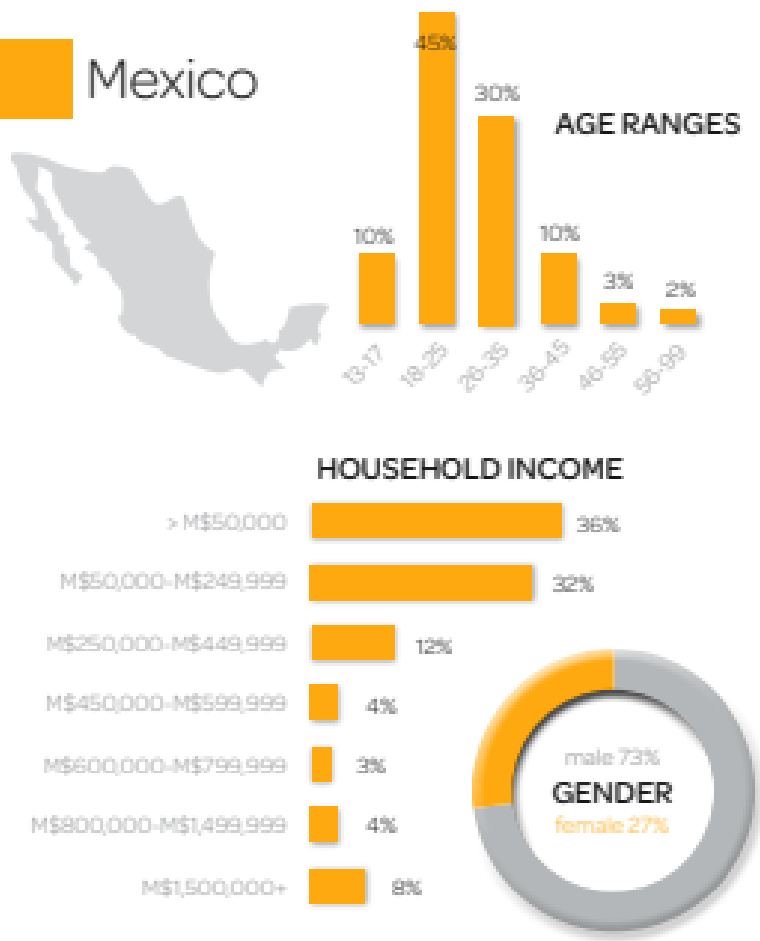
Hispanic 20%
Non-Hispanic 80%



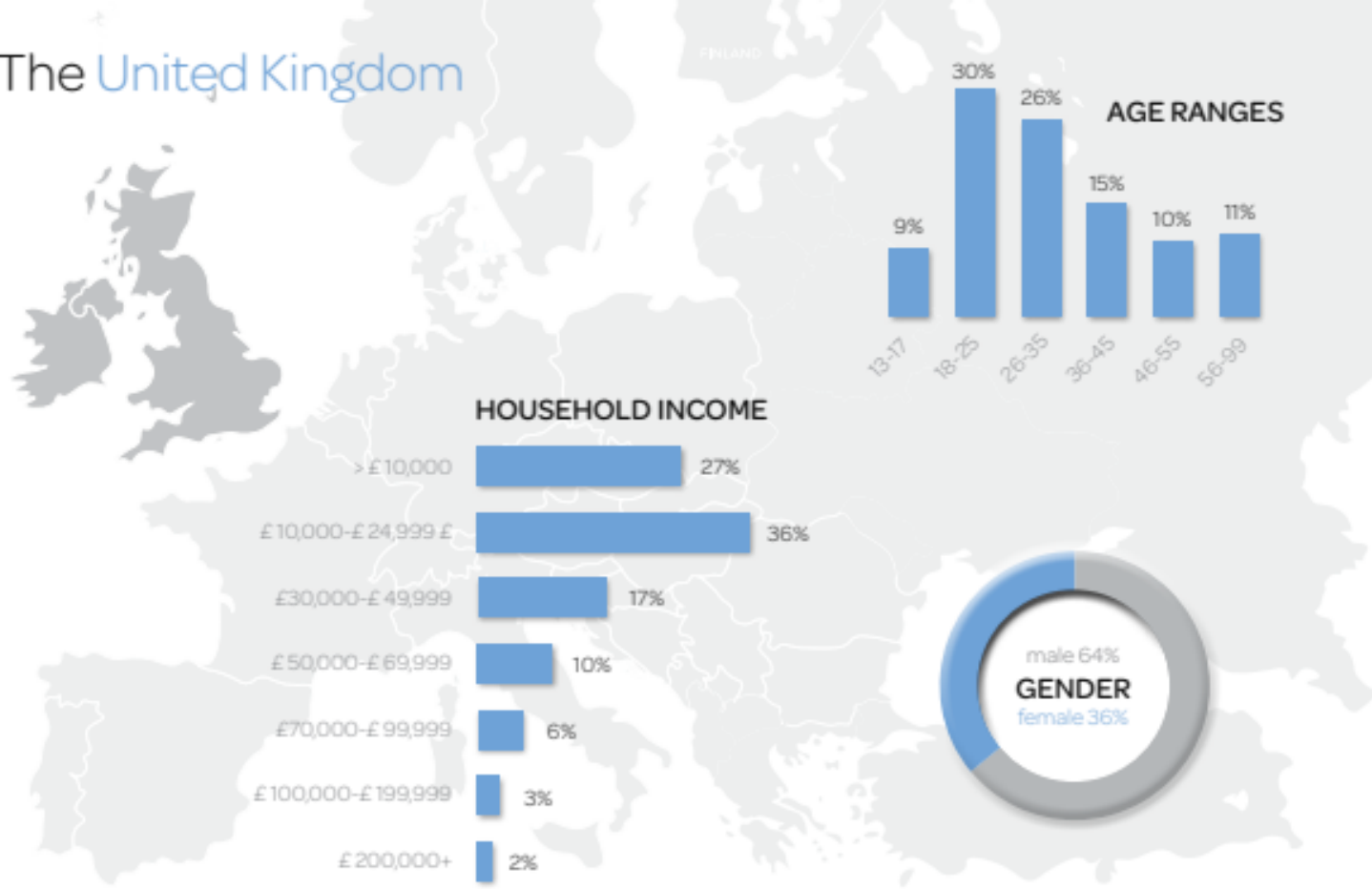
Global Reach in 60 + countries

Get data collections globally. Our Zephyr Platform expands to the rest of the Glob and connects you to world insights

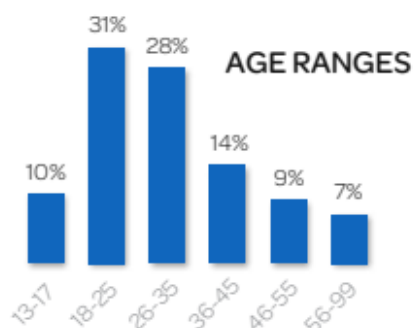




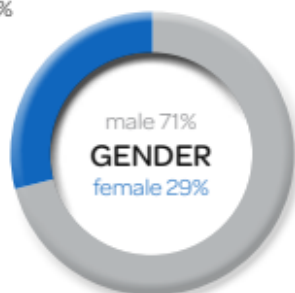
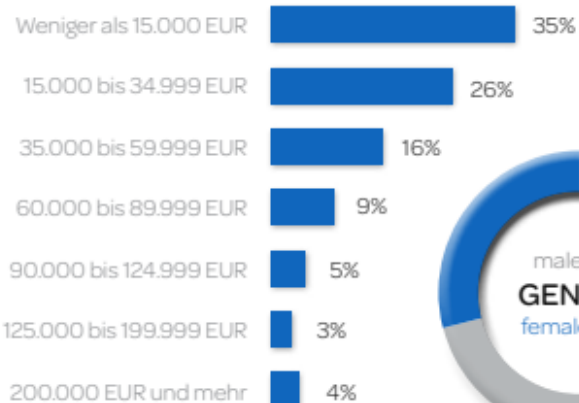
The United Kingdom



Germany



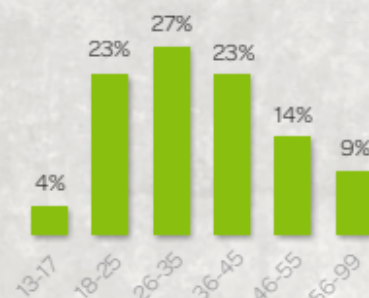
HOUSEHOLD INCOME



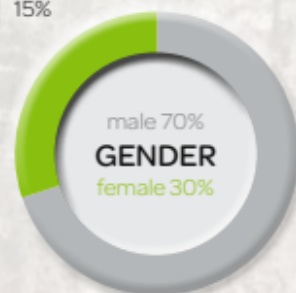
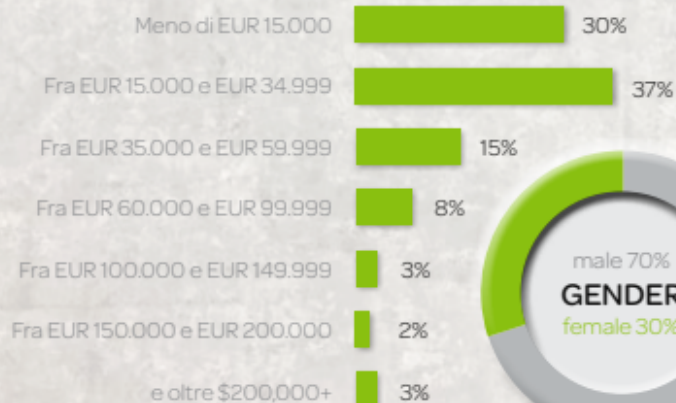
Italy



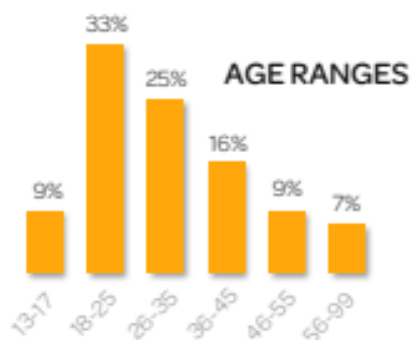
AGE RANGES



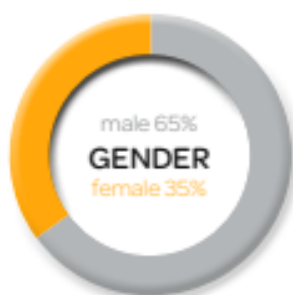
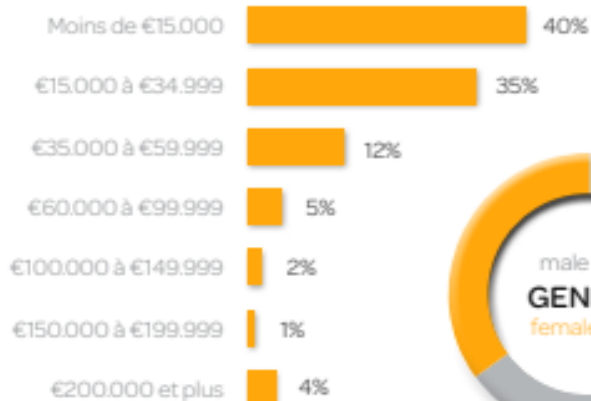
HOUSEHOLD INCOME



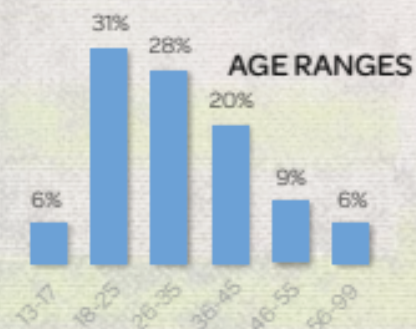
France



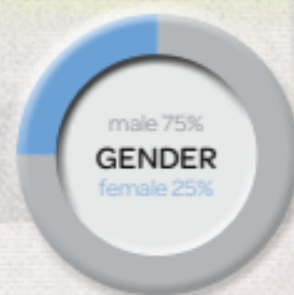
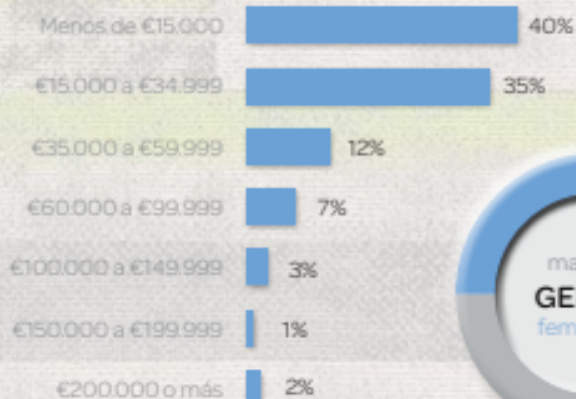
HOUSEHOLD INCOME



Spain



HOUSEHOLD INCOME



Asia-Pacific



IN

India - 1,139,922

GENDER	PANEL
Male	75%
Female	25%



Australia
291,866

GENDER	PANEL
Male	67%
Female	33%

AU

CN

GENDER	PANEL
Male	65%
Female	35%

China
135,664



Indonesia - 549,442

GENDER	PANEL
Male	80%
Female	20%

ID

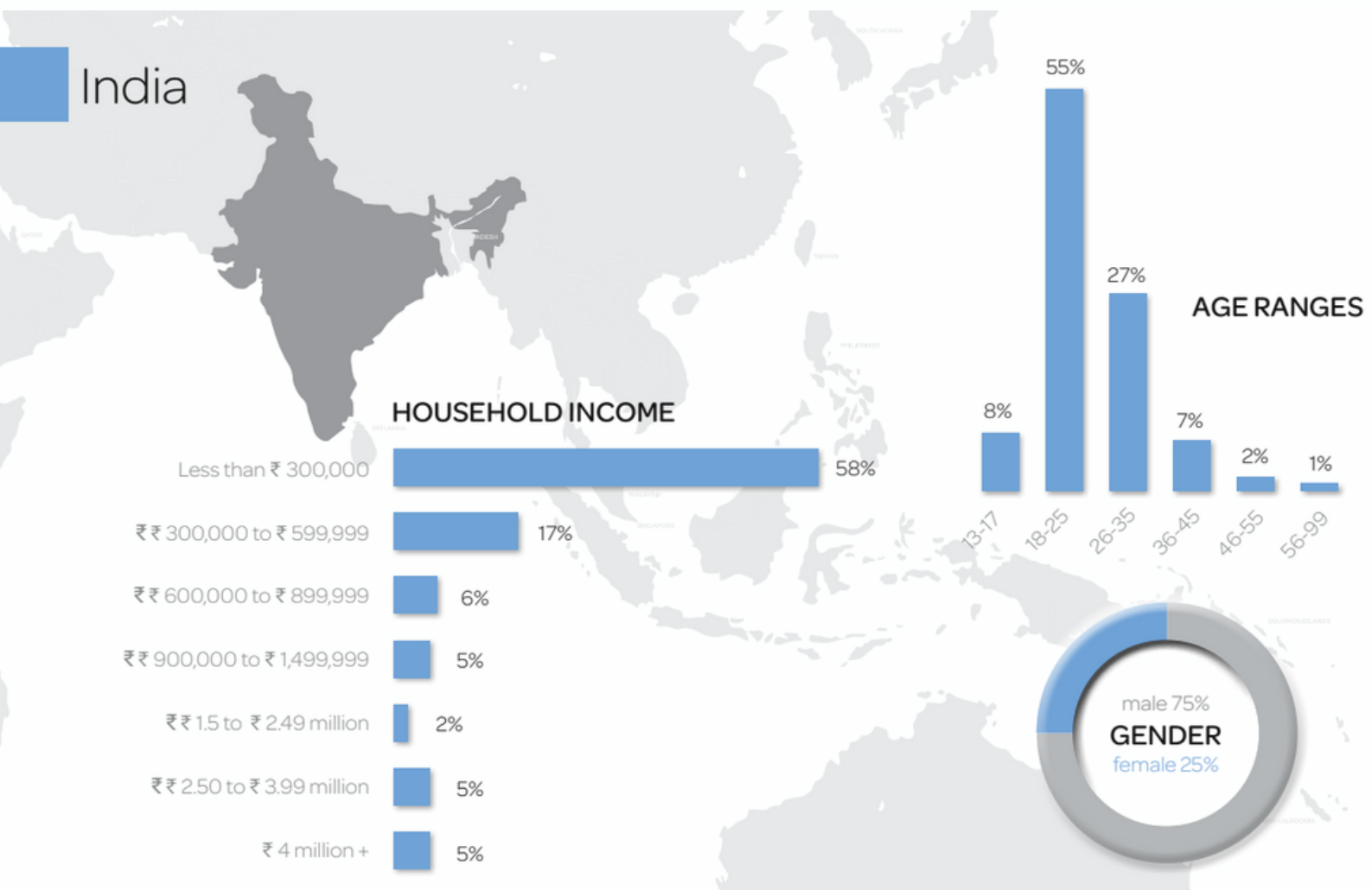
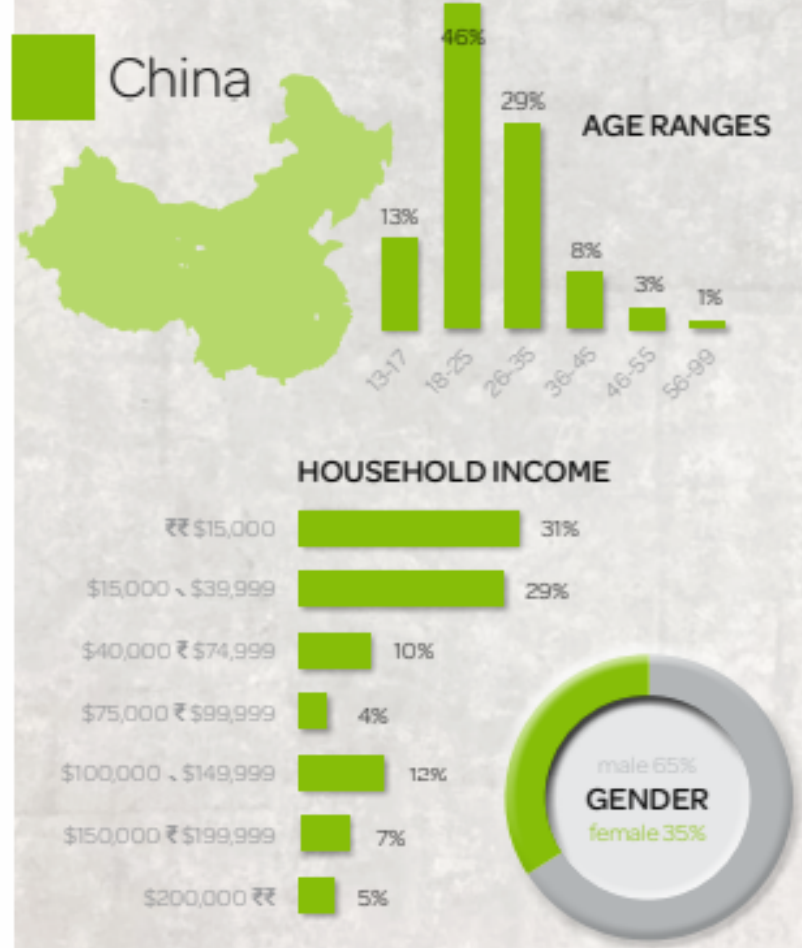
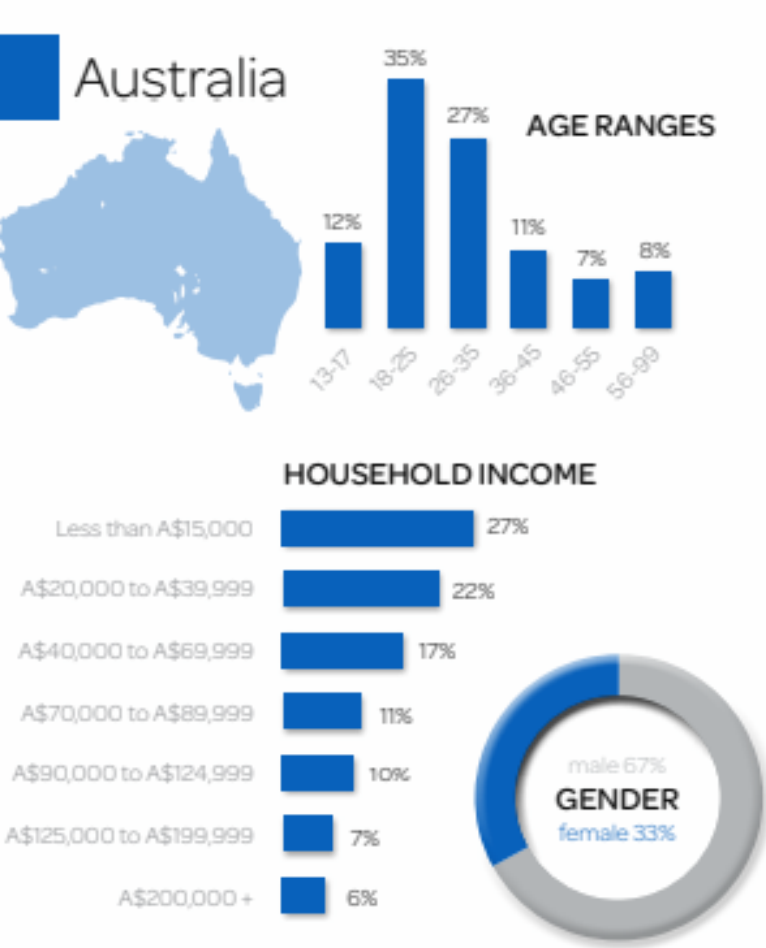


RU

Russia - 396,002

GENDER	PANEL
Male	71%
Female	29%





Africa

NIGERIA

KENYA

SOUTH AFRICA

SA

South Africa - 65,445

GENDER	PANEL
Male	82%
Female	18%

Nigeria
71,310

GENDER	PANEL
Male	85%
Female	15%

NG

KE

GENDER	PANEL
Male	75%
Female	25%

Kenya
21,259

Middle East

ALGERIA

LIBYA

EGYPT

SAUDI ARABIA

IRAN

YEMEN

OMAN

TR

Turkey - 461,537

GENDER	PANEL
Male	78%
Female	22%

Egypt
234,374

GENDER	PANEL
Male	88%
Female	12%

EG

MA

GENDER	PANEL
Male	89%
Female	11%

Morocco
116,599

Saudia Arabia - 101,930

GENDER	PANEL
Male	82%
Female	18%

SA

United Arab Emerates - 60,788

GENDER	PANEL
Male	78%
Female	22%

AE





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