



emi
RESEARCH SOLUTIONS

GLOBAL PANEL BOOK



Unbiased research
solutions driving
exceptional value

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ABOUT US

EMI Research Solutions is a leading online sample and quantitative research consultancy. With more than 20 years of experience operating in the market research industry, we provide you with unbiased solutions that connect you to the right sample that best fits your project and needs rather than trying to make your project fit a specific panel.

We provide the highest-quality, most cost-effective insights in the shortest amount of time - ensuring you get the best results for your projects.

We source sample from our best-in-class network of actively managed online research panels. All panel providers in our network are put through a rigorous assessment process that vets their data quality processes, customer service, and targeting, including: consumer, business-to-business, demographic groups, cultural groups, psychographic groups, and industry categories.

Our world-class project management team works with you as an extension of our team, providing you a single point of contact, utilizing responsiveness, creativity and flexibility to help you navigate any issues. Our proprietary sample management platform, SWIFT, seamlessly connects your survey with the appropriate sample audience while ensuring you get only high-quality data with our built in data quality measures.

EMI's unique combination of expertise, knowledge, and white-glove service allows us to be the premier sample and market research consultancy.

Getting It Done Without Compromise!

Our Services Include:

CUSTOM ONLINE SAMPLE CONSULTING

STRATEGIC SAMPLE BLENDING / INTELLIBLEND

PROGRAMMING & HOSTING

SWIFT

CONNECTOR

PUBLIC OPINION / POLLING



OUR EXECUTIVE TEAM



Michael Holmes
Founder / CEO



Beth Teehan
COO



Jason Inderhees
SVP, Business Development



Brian Lamar
Chief Insights Officer



Amy Carley
EVP, Operations



Brian Peterson
Digital Marketing Director



OUR VISION

To be the most trusted, passionate research partner by bringing our values to life every day as we serve our clients, community, and each other.

OUR MISSION

Driving exceptional value through innovative, unbiased research solutions.

OUR CORE VALUES



ACCOUNTABILITY



AGILITY



INTEGRITY



PASSION

WHY EMI?



Being Unbiased - What It Means for Online Sample and Why It's Important

Many sample providers say they are experts in sample blending, but many have their own panel and are biasing their blends from the start. At EMI, we are the only sample consultancy that can state without a doubt that our approach to sampling is truly unbiased.

How can we say that?

Unlike most sample providers, we do not own a panel. So, when we are building a custom strategic sample blend for a client, we do so with the goal of doing what is right for the research. That means we will strategically blend panels that best fit the goals of the research rather than try to make the project fit any specific panel. Other providers will try and make a project fit their panel first to maximize their asset, then bring in additional panel to top off whatever their panel was unable to get. This leads to sample bias and insights that are not reliable.

When conducting online quantitative research, you want to remove as much bias as you can. This should include any bias from a panel. Panel bias occurs because every sample panel is different from one another, and they change over time. This is due to a myriad of factors, including recruiting sources, mergers and acquisitions, panel management methods, and much more. What makes panels different also makes the data their respondents provide different. So much so, that the business decision that is made can be different depending on the panels you use on a study.

Our Sampling Approach

Founded in 1999, EMI has been a leader in online sample and strategic sample blending for over 20 years. We have been a sample consultancy since not only our inception, but since the infancy of online sample.

Over the years, we have developed a knowledge of the sample industry that is unrivaled when combined with our unbiased sample blending approach. We have built this knowledge by not only working with panel partners throughout the industry but, conducting research-on-research into the online sample industry for more than a decade to understand the differences between panels, and how they change over time.

This unparalleled industry knowledge is the driver, along with not owning our own panel, to provide unbiased, transparent sample consulting and advice to our clients that puts the emphasis on what is right for their research, and not what is right for any specific panel.

The EMI Pillars

Expertise

EMI has been providing unbiased online market research and sample consultancy for over 20 years. For the last 12 years, we have been conducting research-on-research on the online sample industry. This research, and the insights it provides, as well as our relationships with panels in the industry, has helped us develop unparalleled knowledge of the industry. This includes not just knowledge of panels, but also understanding the behaviors and attitudes of their respondents, and how to best strategically blend them to eliminate panel bias from a study.

Quality

EMI has been dedicated to the pursuit and delivery of high-quality, actionable data on behalf of our clients for more than 20 years. This commitment to quality comes from our extensive industry knowledge and our drive to deliver unbiased, actionable quantitative data tailored to the needs of our clients. To that, we have built a multi-faceted data quality suite including both technology and human elements to provide the highest quality data possible.

Service

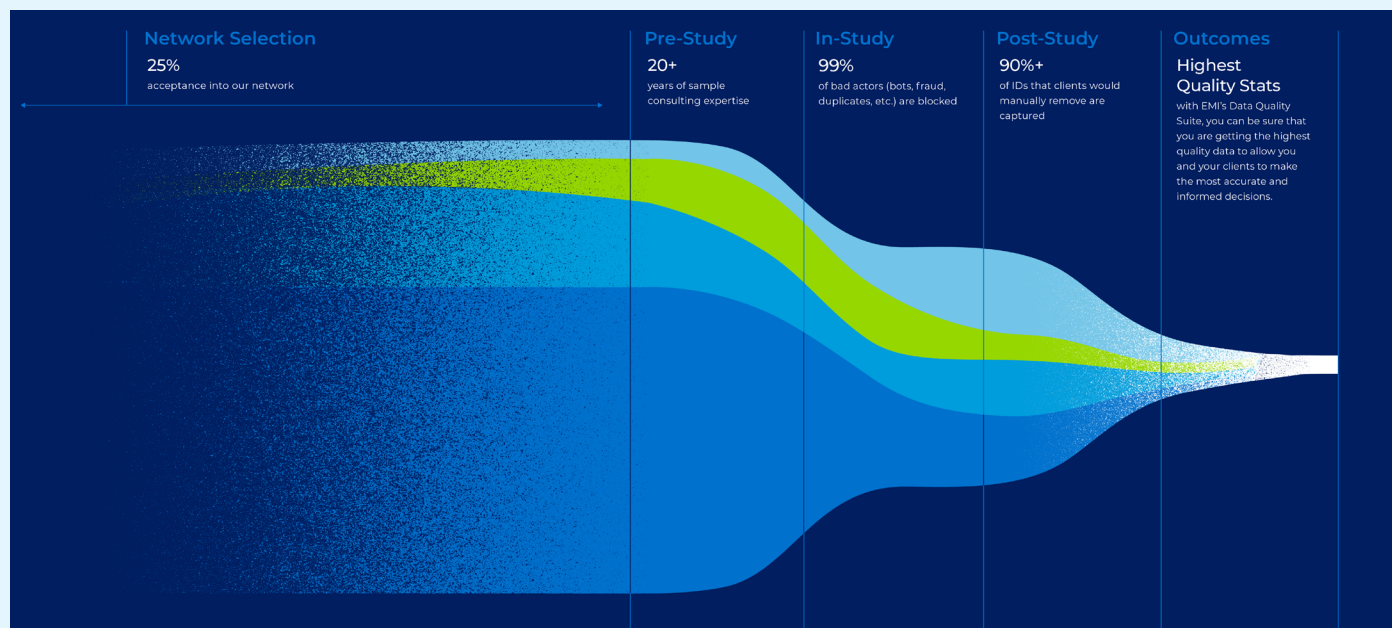
With EMI, you get an agile, focused team of research professionals with over 22 years of experience in building custom, strategic sample blends. We deliver the data you need, even if the respondents you require are difficult to find or are in another part of the world. We work with you as an extension of your team to provide hands-on project management with one point of contact, with an unparalleled level of responsiveness, creativity, and flexibility to navigate any issues.

OUR APPROACH TO DATA QUALITY

EMI is dedicated to the pursuit and delivery of high-quality, unbiased, actionable quantitative data tailored to the needs of our clients. This commitment to quality comes from our extensive industry knowledge and our drive to do what is best for research. For 20 years, we have developed and refined a proven data quality methodology that blends the best-in-class technology with human elements to deliver consistent, reliable, and cost-effective online research projects that no individual sample provider can match.

Our Data Quality Suite

We have built a multi-faceted suite of quality measures including both technology and human elements to providing the highest quality data possible.



Network Selection

Our approach to data quality starts long before we get project specifications; our approach starts with the panels we let into our network. We know that panels differ on all levels and there is no single source that fits all studies. Every panel we work with must pass our rigorous Partner Assessment Process, where only 160 of 700+ panels have successfully passed and were admitted into our network.

This is a key point of differentiation between EMI and any other sample providers. We take a deep dive into exactly what value each panel brings to the industry and what we believe to be the most important boxes to check - panel history, recruitment process, incentive structure, and more.

Pre-Study

This is when we start to understand the individual project from our clients. We gain as much knowledge as possible about your study and its goals, and then lean on our 20+ years of experience and expertise to determine the right approach from a sampling perspective including targeting, feasibility, pricing, what is and isn't poor quality, and more.

Based on this information, we recommend a custom, strategic sample blend that best fits the goals of the overall research initiative.

In-Study

In this phase, we focus on various fielding aspects of data quality, which we manage using our proprietary SWIFT sample management platform. This includes de-duplication, digital fingerprinting and leveraging the integration of best-in-class third-party tools like Research Defender's bot and fraud detection, next generation CAPTCHA, geo-IP blocking, and more.

Post-Study

We understand that we can't catch every poor-quality respondent while in-field, which is why we utilize our data scrubbing tool to look at answer patterns, click-through behaviors, and the other items listed on the right in the visual to take a deep dive into responses and remove the poor-quality respondents using the standards agreed upon prior to fielding.

Outcomes

By utilizing our unique data quality process and approach, we are confident that we have delivered the highest-quality respondents for your project.

EXPERT SAMPLE CONSULTANTS

Customized Online Sample

EMI is pretty unique in the online sample industry. As a leading sample consultancy, we understand the entire sample landscape, not just a single panel. Our goal is to bring the right panels based on your project specs, rather than make your specs fit a specific panel. To that end, we have partnered closely with more than 150 different online panels spanning international and domestic, consumer, B2B, healthcare, and other niche areas. This breadth and depth, combined with our over 20 years of experience, lets us build customized sample solutions that best fit your projects. We leverage our expertise and capabilities to deliver the highest-quality, most cost-effective insights in the shortest amount of time.

Our customized sample blends come largely from actively managed online research panels, though we can access other sources depending on the target group, or upon your request or approval. While our focus is on double opt-in online panelists, we can enhance our offering with river and social media sample so that we can deliver the most representative sampling possible.

We utilize SWIFT, our proprietary sample management platform, and its built-in data quality tools, to track respondents from each source in your custom sample blends. On each project, we de-duplicate, as well as eliminate bots and fraudulent respondents to deliver you high-quality results.



TRACKING STUDY EXPERTS

Tracking studies are some of the most important studies fielded in market research. They're used by large brands, consumer goods companies, and others to track consumer sentiment around their products or services, and to measure advertising and other functions of the marketing mix.

EMI understands their importance, which is why we have spent over a decade learning what impacts tracking studies and how to best conduct them.

For us, it starts with our research-on-research to understand the difference between panels and how they change over time. Based on this research, which we have been fielding for over 10 years, and the specification of your tracking study, we can build you a strategic sample blend that best fits your study's unique needs, while ensuring long-term feasibility and data consistency wave-to-wave.

Making a Change to a Tracking Study

There are times when you may need to make a change in the sample supplier mix you are using on your tracking study, but with change comes concerns about data inconsistencies and lack of comparability to previous waves.

We understand the stress migrating a tracker can cause. That is why we have built a best-in-class process to help you migrate your tracking study no matter the scenario you find yourself in.

- ▶ Replacing a poor performing sample provider
- ▶ Rethinking your sample provider mix, but wanting to keep a specific provider
- ▶ Identifying and replacing an unknown sample provider mix



TESTIMONIAL

"What's it like having a partner like EMI work with you on a tracking study? They know as much about the study as I do. They have documented past changes in approach and remind me when needed. They are invested in our success. They do not allow topics or requests to fall through the cracks. They are partners in the true meaning of the word.

Simply put, they understand market research. Diligent, responsive intelligent, aware."

PAUL FLAXMAN
VICE PRESIDENT, BOSTON RESEARCH GROUP

OUR SOLUTIONS





STRATEGIC SAMPLE BLENDING

Strategic sample blending is our unique approach that takes traditional sample blending to the next level. It is the best sample design to ensure confident business decisions. It is blending three or more sample providers, but the selection and blending of the selected providers is done in an intentional and controlled manner. Providers are selected to complement one another while reducing the overall sample bias and any potential behavioral or attitudinal impacts a panel can have. This method ensures that sample blending isn't done just for blending's sake. Utilizing our strategic methodology, we build customized blends that best meet clients' needs while ensuring the best results possible.

Additionally, by strategically selecting providers and managing their allocation, you increase overall feasibility while avoiding "top-up" situations and panel bias, both of which can skew your data.

IntelliBlend® – The Premier Approach to Strategic Sample Blending

IntelliBlend® is EMI's patented methodology of strategically blending sample sources in an intentional and controlled approach in order to deliver the most representative and accurate demographic, behavioral, and attitudinal data. This approach includes double opt-in research panels but may also include non-traditional sources such as social media which is utilized in a limited and controlled manner. IntelliBlend® can vary from project-to-project based on the needs of the research. Each project's unique blend is developed by leveraging proprietary research-on-research data as well as over 20 years of sample experience.



Strategic Blending Safeguards

- ▲ In-field metric tracking to custom strategic sample plans
- ▼ Periodic reviews of custom sample plans - compared to Research-on-Research
- ▲ Debrief at each wave closing to ensure consistency
- ▼ Proactive discussion and problem resolution results

Benefits of Strategic Sample Blending

- ▲ Increased accuracy and representational demographics, behavioral, and attitudinal data
- ▼ Reduced bias of single panel sample sources
- ▲ Increased feasibility and ability to deliver on quotas
- ▼ Avoidance of "top-up" situations
- ▲ Replicable for wave studies

Our Blended Sample Sources

- ▲ Traditional Panels*
- ▼ Social Media
- ▲ Specialty Forum / Networks
- ▼ Custom Communities
- ▲ And Many More Non-Traditional

* We have a global network of over 150 panel partners

Best Fits For IntelliBlend

- ▲ Ad hoc studies
- ▼ Concept testing
- ▲ Wave studies
- ▼ Tracker studies
- ▲ And more!



PROGRAMMING & HOSTING

EMI has successfully programmed and deployed thousands of online surveys ranging from simple to the highly complex. Our highly skilled team maintains a large programming and hosting bandwidth to accommodate the customized survey development that your studies require.

Our team ensures your survey will be programmed so that it is device agnostic. This means that no matter the device your respondents access your survey on, they will have the same user experience. This way you will not lose out on any potential respondents because your survey doesn't work on a mobile device or a tablet.

Programming Platforms

- Confirmit
- Decipher - FocusVision
- Jibunu
- Qualtrics
- QuestionPro
- SurveyGizmo
- Survey Monkey

Multi-Media Capabilities

We can integrate a myriad of multi-media components into your surveys, including:

- Audio
- GIFs
- Graphics
- Streaming Content
- Video
- And much more!

Quality Assurance Process

Our multi-faceted quality assurance (QA) process ensures the quality of your surveys at a level of service you have come to expect from EMI:

- Survey Testing
- Survey Validation
- Skip Logic Test
- Quota Allocation Check
- Multi-Media Check
- User Experience Check
- Link Testing

We can perform QA checks for surveys that are not programmed by our team

Reporting

We provide the access to data that you need through our reporting to ensure you have data quality and clear insights. Our reporting features include:

- Cross-Tabs
- Cleansing
- Data Validation
- Data Exports (Excel, CSV, SPSS, ASCII, etc.)
- Open-End Coding
- Custom Reporting (Upon Request)



SWIFT

SWIFT is our proprietary, cloud-based, sample management platform. It allows you to seamlessly connect your survey to your selected panels, managing your entire survey in one easy-to-use solution.

Our cloud-based system ensures that there is no downtime for your surveys while guaranteeing that you can launch, field, and close your studies with more speed and accuracy than with any other sample management platform. While not a programming platform, SWIFT was created to focus on sample management, specifically with multiple sample sources, and the successful fielding of quantitative studies.

SWIFT Modules

Sample

At the core is the ability to easily distribute a survey link to any sample source or any client list.

Capabilities

- Advanced quota management
- Single set of redirects
- Compatible with all programming platforms
- Pass unlimited number of variables into a survey link

Quality

Utilizing the latest industry quality methods, we eliminate more fraud, bots, and duplications than other platforms.

Capabilities

- Proprietary digital fingerprinting
- In-study alerts for LOI, incidence, over-quotas, test activity, etc.
- Advanced bot and fraud detection licensed from Research Defender
- Device tracking
- Geo-IP blocking

Reporting

Our reporting module provides you a CSV export of your respondent data so you can easily import it into your desired platform for further analysis.

Reporting data includes:

- Research Defender scoring metrics
- Digital fingerprint tracking
- Start/end times
- Respondent ID
- Geo-IP
- And more

Package Features

* All packages include the capabilities of all SWIFT modules

EMI Managed

- No login or individual platform access
- EMI sets up survey links
- Client manages supplier fielding and communications
- Client sets security level
- EMI supplies full export with status codes post field
- EMI RM support hours required

DIY Platform Access - Base

- Platform access for unlimited users
- EMI's proprietary digital fingerprinting
- Research Defender's bot and fraud detection
- Access to fraud score data
- Device tracking
- Add unlimited number of sample sources
- Control quotas and redirects by sample source
- Onboarding + training video library + EMI check first 3 job set-ups

DIY Platform Access - Enterprise

Everything in the Base package, plus

- Access to weekly reports including EMI's overall network activity
- Access to EMI's API network
- Access to EMI's Research Management team for questions and support
- Use of EMI's click balancing tool
- Access to open-end text analytics

CONNECTOR

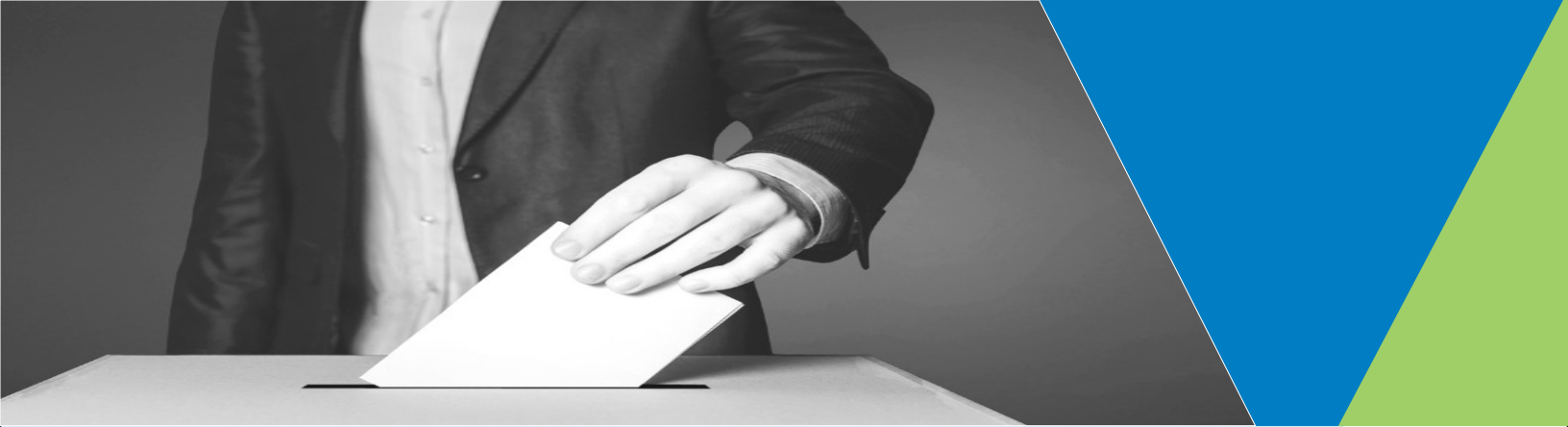
Connector is EMI's proprietary sample procurement and management platform. Branded and customized for your unique needs, Connector allows you to source consumer, general population target audiences quickly and efficiently from EMI's network of API-connected sample providers. This allows you to easily launch and manage your studies from a single dashboard.

Powered by SWIFT - EMI's proprietary, cloud-based, sample management platform - Connector allows you to access thousands of high-quality respondents. Connector provides you access to EMI's network of API-connected providers, all of whom have passed EMI's stringent Partner Assessment Process. Select the panels that best fit your project, and manage them all in one platform.



FEATURES

- Advanced quota management
- Single set of redirects
- Compatible with all programming platforms
- Access to EMI's API Network
- Industry-leading digital fingerprinting
- Advanced fraud and bot detection
- In-study alerts for problematic LOI, incidence, completed, OQ, activity, etc.
- Geo-IP blocking
- Built-in feasibility tool
- Branded and customized for your needs



PUBLIC OPINION & POLLING

Public opinion research and polling is one of the most challenging and public aspects of market research. It's the rare instance where researchers find out the accuracy of their study very quickly and with no opportunities for refinement until the next election. Since the validity of a public opinion poll is determined quickly, researchers need to ensure their studies provide the most accurate results possible.

EMI specializes in providing online sample for political and public opinion research. The difference between EMI and other sample providers is our proprietary strategic sample blending process called Intelliblend®. We take a scientific approach to blending sample panels, social media, and other methodologies to provide the most consistent, quality solution possible.

BENEFITS OF WORKING WITH EMI

- ▲ Over 1 million panelists with verified key political and behavioral variables and attributes
- ▼ Access to over 40 U.S. voter sample providers
- ▲ Blending expertise to minimize single source impact and increase feasibility
- ▼ Global project management with 24/7 coverage
- ▲ Quick-turn programming and launching of surveys
- ▼ Ability to input media such as videos, audio, or other ads for testing

VOTER CRITERIA

- ▲ Verified Voter Registration
- ▼ Party Affiliation
- ▲ Historical Election Turnout
- ▼ General/Primary Voting History
- ▲ And more!

GEOGRAPHIC TARGETING

- ▲ US National
- ▼ State
- ▲ Congressional District
- ▼ Geo-Specific Targeting
- ▲ International
- ▼ And more!

BEHAVIORAL DATA POINTS

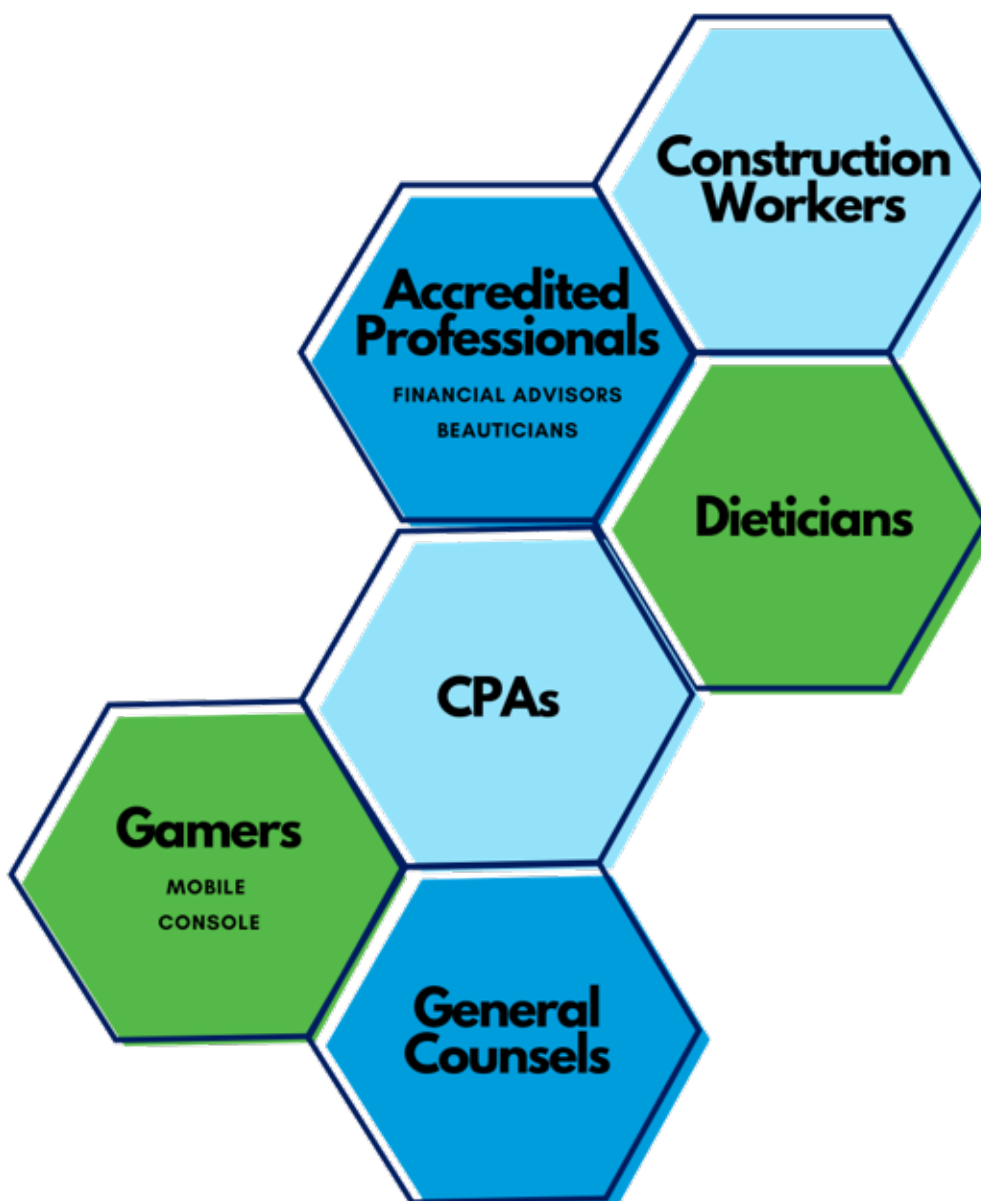
- ▲ Environmentalists
- ▼ Pro-Life/Pro-Choice
- ▲ 2nd Amendment/Gun Control
- ▼ Organized Labor Supporters
- ▲ Political Contributors
- ▼ And more!



NICHE SAMPLE SOURCES

In addition to our world-class network of panel providers, we have cultivated a group of niche sample sources that provide high-quality respondents to specific target audiences. These sources have highly engaged, unique respondents that we can pull from when the need for specific target audiences arises.

SAMPLE TARGET AUDIENCES



HIGHLIGHTED PARTNERSHIPS

EMI has partnered with several unique sample sources to be the exclusive reseller agent for these organizations.



AG ACCESS

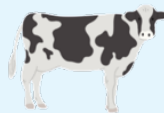
Ag Access is an agricultural industry research specialist with a high-quality panel of verified agricultural industry professionals. EMI has partnered with Ag Access to be the exclusive reseller agent of their specialty sample panel.

MARKET SECTORS

- ▲ Commodity crop growers
- ▼ Livestock producers and integrators
- ▲ Seed, chemical, equipment, and parts dealers and distributors
- ▼ Crop consultants and pest control advisors
- ▲ Feed mills and supply stores
- ▼ Nutritionists and veterinarians
- ▲ Golf course, lawn care, pest control, and industrial vegetation managers
- ▼ Landowners with utility tractors or zero-turn mowers
- ▲ Agriculture and construction heavy equipment owners



AVAILABLE TARGET AUDIENCES:



	Row Crops		Specialty Crops		Livestock Producers		Seed, Crop Protection & Equipment Supply Chain	
Audience Reach	Corn & Soybean	>100,000	Tree Nut	>2,000	Poultry	>400	PCAs & CCAs	>4,500
	Cotton	>15,000	Grape	>2,500	Swine	>2,000	Ag Retailers	>10,000
	Sugarbeet	>1,500	Fruit & Vegetable	>1,500	Dairy & Beef	>20,000	Equipment Dealers	>1,500
Online Feasibility	Corn & Soybean	1,000+	Tree Nut	50+	Poultry	35+	PCAs & CCAs	50+
	Cotton	100+	Grape	50+	Swine	50+	Ag Retailers	150+
	Sugarbeet	50+	Fruit & Vegetable	50+	Dairy & Beef	300+	Equipment Dealers	50+



GLOBAL CONSUMER TARGETING

A GLANCE AT OUR TARGETING ABILITIES*

The creativity of our clients and their requests continues to drive the expansion of capabilities across many consumer groups worldwide. Whether you need basic primary grocery shoppers, ethnic groups, low incidence consumers, or new moms, EMI will deliver!

GENERAL

Marital Status
Children in Household
Education Level
Household Income
Ethnicity
Sexual Orientation
Religion
Politics

AUTOMOTIVE

Car Make/Model/Year
Fuel Types
Insurance Carrier
Own/Lease/Finance
Purchase Intent
Satellite Radio
Navigation Tools
DVD
Boat
Recreational Vehicle (RV)
All Terrain Vehicle (ATV)

HEALTH

Exercise
Diet/Healthy Eating
Smoker
Skin/Hair Product Use
Fitness Equipment Owner
Gym Membership

FINANCE

Credit Cards
Banks
Credit Card Loyalty Program
Investment Firms
Tax Preparation
Investible Assets

LEISURE

Restaurant Visits
Pet Ownership
Alcohol Consumption
Outdoor Enthusiast
Shopping Habits
Grocery Shopping
Hobbies

TRAVEL

Leisure/Business
Car Rental
Hotel Rewards
Cruises
Airlines
Method of Booking

TECHNOLOGY

Cable/Satellite TV
Game Console
HDTV/SmartTV Owners
Cellphone
Smartphone Types
Cellular Carriers
Tablet Owners

SPECIALTY PANELS

Teens/College Students
Pregnant/New Moms/
Mothers
Gamers
High Net Worth
Hispanics

**Targets vary from country to country. Please inquire for specific capabilities.*



GLOBAL B2B TARGETING

A GLANCE AT OUR TARGETING ABILITIES*

With increased depth in profiling on all business professionals and improved partnership with niche sources, our ability to support business-to-business research worldwide is unmatched. We deliver on the most challenging target groups and quotas and do so with the same high level of quality and service our clients have come to love.

GENERAL TARGETING Job Title Industry Company Revenue Number of Employees Number of Locations Decision Making Roles Blue Collar v. White Collar PURCHASE AUTHORITY FOR SERVICES/PRODUCTS Finance/Banking Computers Employee Benefits Human Resources Internet Services Legal Maintenance Marketing/Advertising Meetings/Accommodations Office Supplies Shipping Tax/Accounting Telecommunication Transportation	DEDICATED NICHE PANELS IT Decision Makers Small Business Owners HR/Benefits Construction Professionals Building Managers INDUSTRIES AND VERTICALS Agriculture Automotive Banking/Finance Communications Construction Education Energy Engineering Entertainment Food/Beverage Government Insurance Law/Legal Marketing Non-Profit Pharmaceutical Printing/Publishing Real Estate Retail Technology Telecommunication Travel/Hospitality	SPECIFIC JOB TITLES Accountant Administrative Staff Architect Attorney C-Level Executive Consultant Customer Support Designer Department Head Doctor Engineer Financial Advisor Graphic Designer HR Director IT Manager Military Nurse Owner Sales Representative Skilled Tradesman Teacher/Professor Vice President Web/Software Developer
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**Targets vary from country to country. Please inquire for specific capabilities.*



HEALTHCARE TARGETING

A GLANCE AT OUR TARGETING ABILITIES*

AILMENT TARGETING

Finding a needle in a haystack is much easier when you know exactly where that needle is. When conducting patient research, we use the most highly targeted consumer panels in the industry to ensure we can deliver the correct ailment groups from the very start.

Acid Reflux	Eating Disorders	Multiple Sclerosis
Allergies	Eczema	Obesity
Arthritis	Fibromyalgia	Osteoarthritis
Asthma	Headaches	Osteoporosis
ADD/ADHD	Heart Problems	Pregnancy (By Week)
Back Problems	High Blood Pressure	Psoriasis
Chronic Pain	High Cholesterol	Rheumatoid Arthritis
Crohn's Disease	Menopause	Seizures
Depression	Mental Disabilities	Sight/Hearing Disabilities
Diabetes Type 1 & 2	Migraines	Sinus Problems
		Sleep Disorders

PHYSICIAN TARGETING

Getting 15 minutes with your own doctor for a check-up can be a huge challenge these days, let alone getting them to take a market research survey. We have partnered with the highest quality physician partners to deliver deeply profiled and responsive healthcare professionals around the world for our clients' medical research.

Anesthesiologists	Nephrologists	Respiratory Physicians
Cardiologists	Neurologists	Pulmonologists
Dentists	Nurses	Rheumatologists
Dermatologists	Ophthalmologists	Surgeons
Endocrinologists	Opticians	Urologists
ENTs	Orthopedists	Hospital Admins/Execs
Gastroenterologists	Pediatricians	Lab Managers
GPs/PCPs	Pharmacists	
Gynecologists	Psychiatrists	
Hematologists	Radiologists	

**Targets vary from country to country. Please inquire for specific capabilities.*

OUR GLOBAL CAPABILITIES

We're proud of our extensive international reach. From consumer to B2B to healthcare and more, we deliver in any market that has significant Internet penetration. Since 2002, we have completed thousands of studies for the leading global research companies. Today, our network includes more than 150 online panels in 82 countries and our experience has given us unique regional insights that we use to your advantage.

Even when you're dealing with a multi-country study, you'll appreciate the ease of working with a single experienced researcher who makes the complex seem simple. Whether it's consumers in large markets like Germany and France, or business-to-business targets in smaller markets like Venezuela or Malaysia, we will make accessing the right international custom sample blends quick and painless.



UNITED STATES & CANADA



GLOBAL INSIGHTS: UNITED STATES & CANADA

In North America, the universe of available sample is extensive, giving us the ability to successfully deliver even low incidence targets. We excel at delivering broad targets, such as primary grocery shoppers, but we are proud to demonstrate our unique ability to reach niche audiences, such as new moms, teens, ethnic groups, construction professionals, physicians, and many more.

CHALLENGES

Every region, including North America, has its own challenges. Our extensive experience allows us to help you identify those challenges ahead of time and avoid potential problems.

FOR EXAMPLE:

- In the USA, up to 20% of residents are unacculturated Hispanics and many prefer, or can only, communicate in Spanish
- In Canada, about 20% of the population only communicates in French, primarily in the Quebec province. Their opinions are often quite different from the rest of the nation



USA



CENSUS		EMI ACCESS
49%	MALES	40%
51%	FEMALES	60%
13%	AGES 18-24	22%
18%	AGES 25-34	27%
17%	AGES 35-44	19%
19%	AGES 45-54	16%
33%	AGES 55+	15%
		TOTAL PANELISTS 11,363,878

CANADA



CENSUS		EMI ACCESS
48%	MALES	32%
52%	FEMALES	68%
12%	AGES 18-24	16%
16%	AGES 25-34	22%
17%	AGES 35-44	20%
20%	AGES 45-54	19%
35%	AGES 55+	21%
		TOTAL PANELISTS 1,809,062

EUROPE & CENTRAL ASIA



GLOBAL INSIGHTS: EUROPE & CENTRAL ASIA

Austria

Belgium

Czech Republic

Denmark

France

Germany

Greece

Hungary

Ireland

Italy

Netherlands

Norway

Poland

Portugal

Spain

Sweden

Switzerland

Turkey

UK

Russia

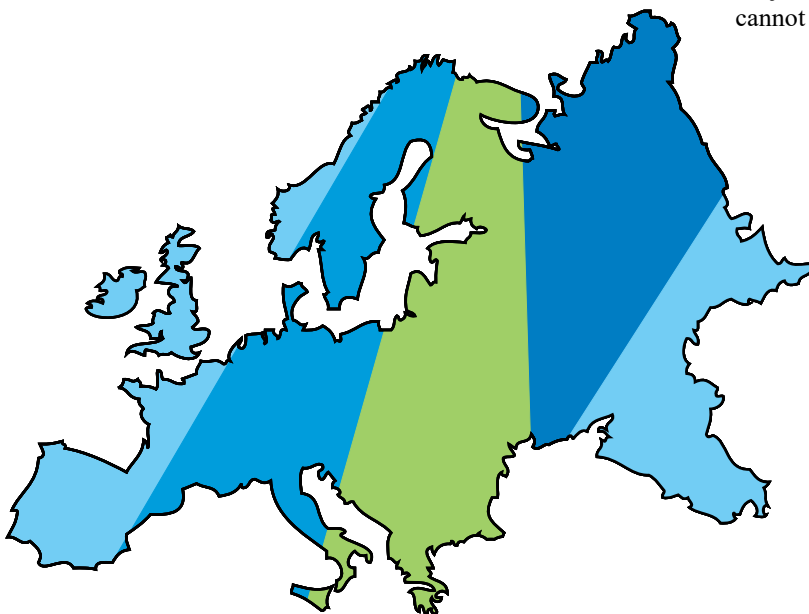
Internet and mobile penetration continues to increase outside of the Big 5 European countries and what used to be impossible is slowly becoming possible. Ask us what we can do - it might just surprise you.

CHALLENGES

With so many diverse countries in such a small space, Europe has challenges related to language, cultural norms, and technology.

FOR EXAMPLE:

- In Austria, norms translate into men being more likely to control and have information related to purchase decision-making. On the other hand, in Sweden, women are more likely to control decision-making
- It is more difficult to field questionnaires longer than 20 minutes outside of the Big 5 (France, Germany, Italy, Spain, and UK)
- Projects generating incidence rates below 5% cannot typically be fielded outside of the Big 5





AUSTRIA



CENSUS		EMI ACCESS
48%	MALES	48%
52%	FEMALES	52%
11%	AGES 18-24	20%
16%	AGES 25-34	30%
21%	AGES 35-44	22%
17%	AGES 45-54	15%
35%	AGES 55+	9%
TOTAL PANELISTS		136,150

GERMANY



CENSUS		EMI ACCESS
48%	MALES	49%
52%	FEMALES	51%
10%	AGES 18-24	15%
15%	AGES 25-34	31%
20%	AGES 35-44	25%
18%	AGES 45-54	17%
37%	AGES 55+	12%
TOTAL PANELISTS		1,145,699

BELGIUM



CENSUS		EMI ACCESS
48%	MALES	50%
52%	FEMALES	50%
11%	AGES 18-24	24%
16%	AGES 25-34	24%
19%	AGES 35-44	20%
18%	AGES 45-54	18%
36%	AGES 55+	13%
TOTAL PANELISTS		93,636

GREECE



CENSUS		EMI ACCESS
49%	MALES	44%
51%	FEMALES	56%
10%	AGES 18-24	16%
19%	AGES 25-34	45%
18%	AGES 35-44	27%
16%	AGES 45-54	8%
36%	AGES 55+	2%
TOTAL PANELISTS		61,400

CZECH REPUBLIC



CENSUS		EMI ACCESS
48%	MALES	53%
52%	FEMALES	47%
11%	AGES 18-24	27%
21%	AGES 25-34	33%
17%	AGES 35-44	18%
17%	AGES 45-54	11%
34%	AGES 55+	8%
TOTAL PANELISTS		86,728

HUNGARY



CENSUS		EMI ACCESS
47%	MALES	48%
53%	FEMALES	52%
11%	AGES 18-24	23%
21%	AGES 25-34	33%
10%	AGES 35-44	22%
11%	AGES 45-54	13%
31%	AGES 55+	7%
TOTAL PANELISTS		2,015,717

DENMARK



CENSUS		EMI ACCESS
49%	MALES	48%
51%	FEMALES	52%
10%	AGES 18-24	18%
17%	AGES 25-34	19%
19%	AGES 35-44	19%
17%	AGES 45-54	20%
36%	AGES 55+	25%
TOTAL PANELISTS		228,031

IRELAND



CENSUS		EMI ACCESS
51%	MALES	37%
49%	FEMALES	63%
16%	AGES 18-24	23%
21%	AGES 25-34	34%
19%	AGES 35-44	23%
16%	AGES 45-54	13%
27%	AGES 55+	17%
TOTAL PANELISTS		61,913

FRANCE



CENSUS		EMI ACCESS
48%	MALES	38%
52%	FEMALES	62%
12%	AGES 18-24	11%
17%	AGES 25-34	29%
18%	AGES 35-44	26%
18%	AGES 45-54	18%
36%	AGES 55+	14%
TOTAL PANELISTS		1,313,050

ITALY



CENSUS		EMI ACCESS
48%	MALES	42%
52%	FEMALES	58%
9%	AGES 18-24	13%
18%	AGES 25-34	30%
19%	AGES 35-44	29%
16%	AGES 45-54	17%
38%	AGES 55+	11%
TOTAL PANELISTS		1,534,694

EUROPE

CONTINUED



NETHERLANDS



CENSUS		EMI ACCESS	TOTAL PANELISTS 496,822
49%	MALES	43%	
51%	FEMALES	57%	
11%	AGES 18-24	25%	
17%	AGES 25-34	26%	
21%	AGES 35-44	20%	
18%	AGES 45-54	16%	
34%	AGES 55+	14%	

SWEDEN



CENSUS		EMI ACCESS	TOTAL PANELISTS 234,641
49%	MALES	39%	
51%	FEMALES	61%	
11%	AGES 18-24	25%	
16%	AGES 25-34	24%	
18%	AGES 35-44	20%	
16%	AGES 45-54	15%	
39%	AGES 55+	17%	

NORWAY



CENSUS		EMI ACCESS	TOTAL PANELISTS 188,374
49%	MALES	41%	
51%	FEMALES	59%	
11%	AGES 18-24	21%	
18%	AGES 25-34	26%	
19%	AGES 35-44	21%	
17%	AGES 45-54	1%	
34%	AGES 55+	15%	

SWITZERLAND



CENSUS		EMI ACCESS	TOTAL PANELISTS 149,818
48%	MALES	45%	
52%	FEMALES	55%	
10%	AGES 18-24	14%	
16%	AGES 25-34	22%	
21%	AGES 35-44	21%	
18%	AGES 45-54	22%	
35%	AGES 55+	22%	

POLAND



CENSUS		EMI ACCESS	TOTAL PANELISTS 369,042
48%	MALES	46%	
52%	FEMALES	54%	
14%	AGES 18-24	27%	
19%	AGES 25-34	40%	
16%	AGES 35-44	18%	
20%	AGES 45-54	10%	
30%	AGES 55+	6%	

TURKEY



CENSUS		EMI ACCESS	TOTAL PANELISTS 1,761,730
50%	MALES	47%	
50%	FEMALES	53%	
19%	AGES 18-24	27%	
27%	AGES 25-34	43%	
20%	AGES 35-44	22%	
15%	AGES 45-54	5%	
18%	AGES 55+	2%	

PORTUGAL



CENSUS		EMI ACCESS	TOTAL PANELISTS 61,887
48%	MALES	56%	
52%	FEMALES	44%	
11%	AGES 18-24	19%	
19%	AGES 25-34	35%	
18%	AGES 35-44	27%	
17%	AGES 45-54	13%	
35%	AGES 55+	6%	

UK



CENSUS		EMI ACCESS	TOTAL PANELISTS 1,514,837
48%	MALES	41%	
52%	FEMALES	59%	
12%	AGES 18-24	21%	
17%	AGES 25-34	27%	
20%	AGES 35-44	24%	
16%	AGES 45-54	16%	
35%	AGES 55+	12%	

SPAIN



CENSUS		EMI ACCESS	TOTAL PANELISTS 610,560
49%	MALES	45%	
51%	FEMALES	55%	
10%	AGES 18-24	16%	
21%	AGES 25-34	30%	
20%	AGES 35-44	29%	
16%	AGES 45-54	16%	
33%	AGES 55+	9%	

RUSSIA



CENSUS		EMI ACCESS	TOTAL PANELISTS 2,339,866
45%	MALES	51%	
55%	FEMALES	49%	
15%	AGES 18-24	33%	
18%	AGES 25-34	40%	
18%	AGES 35-44	16%	
20%	AGES 45-54	6%	
28%	AGES 55+	2%	



GLOBAL INSIGHTS: LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Peru
- Venezuela

Surprisingly, the hottest markets for Internet and social media are not North America, Europe, or Asia, but Latin America. With rapidly expanding Internet penetration and high levels of mobile adoption, research in this region has never been easier to facilitate.

CHALLENGES

We can work with you to overcome the challenges of polling in this region.

FOR EXAMPLE:

- Less access to people age 50+
- Less access to people in rural areas
- Bucking the trends, more access to men than women
- Hispanics rate products and ideas more positively than non-Hispanics and this can interact with research results if not appropriately accounted for
- People prefer to be targeted with a multi-faceted concept of social class as opposed to income appropriately accounted for

SENSITIVE TOPICS

In these cultures, some types of projects related to disease and sexual activity may be difficult to execute. We can help you work through potential solutions to get the information you need.

KEY CONSIDERATIONS

- Surveys longer than 30 minutes become cost prohibitive
- Holiday schedules are quite different and can delay fielding or hinder response rates
- Cultural differences in the interpretation of deadlines and schedules can impact timing
- Dial-up Internet services remain prevalent outside Brazil
- Consumers from Latin countries (e.g., Brazil, Argentina) are more likely to use the extreme points on scales, and are more likely to register positive scores overall

LATIN AMERICA



ARGENTINA



CENSUS		EMI ACCESS
48%	MALES	48%
52%	FEMALES	52%
13%	AGES 18-24	15%
20%	AGES 25-34	29%
17%	AGES 35-44	18%
14%	AGES 45-54	10%
24%	AGES 55+	7%
TOTAL PANELISTS		1,088,588

PERU



CENSUS		EMI ACCESS
50%	MALES	64%
50%	FEMALES	36%
22%	AGES 18-24	21%
28%	AGES 25-34	31%
24%	AGES 35-44	21%
16%	AGES 45-54	16%
10%	AGES 55+	11%
TOTAL PANELISTS		94,991

BRAZIL



CENSUS		EMI ACCESS
49%	MALES	48%
51%	FEMALES	52%
19%	AGES 18-24	24%
25%	AGES 25-34	32%
21%	AGES 35-44	21%
16%	AGES 45-54	12%
18%	AGES 55+	7%
TOTAL PANELISTS		891,635

VENEZUELA



CENSUS		EMI ACCESS
50%	MALES	50%
50%	FEMALES	50%
19%	AGES 18-24	17%
26%	AGES 25-34	31%
20%	AGES 35-44	24%
16%	AGES 45-54	18%
18%	AGES 55+	10%
TOTAL PANELISTS		51,143

CHILE



CENSUS		EMI ACCESS
49%	MALES	47%
51%	FEMALES	53%
19%	AGES 18-24	19%
26%	AGES 25-34	27%
26%	AGES 35-44	24%
18%	AGES 45-54	17%
12%	AGES 55+	12%
TOTAL PANELISTS		145,081

COLOMBIA

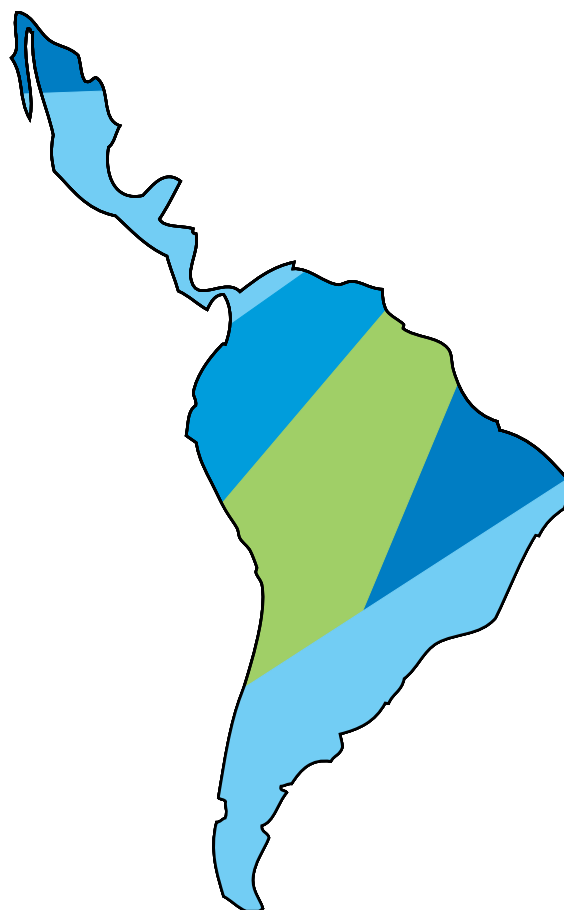


CENSUS		EMI ACCESS
48%	MALES	50%
52%	FEMALES	50%
19%	AGES 18-24	24%
23%	AGES 25-34	30%
21%	AGES 35-44	27%
16%	AGES 45-54	14%
20%	AGES 55+	5%
TOTAL PANELISTS		138,912

MEXICO



CENSUS		EMI ACCESS
49%	MALES	57%
51%	FEMALES	43%
22%	AGES 18-24	23%
27%	AGES 25-34	33%
21%	AGES 35-44	24%
14%	AGES 45-54	13%
16%	AGES 55+	6%
TOTAL PANELISTS		901,167



ASIA PACIFIC



GLOBAL INSIGHTS: ASIA PACIFIC

Australia

China

India

Japan

South Korea

Because of excellent Internet penetration, we have had great success reaching respondents in these more established countries. The recent growth of mobile devices and Internet technology has given us the ability to deliver a much broader view of the population than ever before.

CHALLENGES

We can work with you to overcome the challenges of polling in this region.

FOR EXAMPLE:

- Less access to people age 55+
- Greater access to men
- Less access to people in rural areas (labeled as Tier 3 and 4 cities in China)
- Extreme cultural gaps between low and high income groups necessitate extra care in questionnaire design

SENSITIVE TOPICS

Our experience has taught us that the following topics are difficult to execute. Please contact us to discuss potential solutions and to get the information you need.

- Sexual Activity
- Disease
- Politics
- Gambling

KEY CONSIDERATIONS

- Questionnaires must be translated into the appropriate local language, though sometimes English may be accepted
- Due to cultural factors across Asia and especially in countries such as Malaysia, India, China, Hong Kong, and Japan, consumers are more likely to use the middle of a questionnaire scale rather than the extremes



AUSTRALIA



CENSUS		EMI ACCESS
49%	MALES	40%
51%	FEMALES	60%
13%	AGES 18-24	13%
20%	AGES 25-34	32%
20%	AGES 35-44	25%
18%	AGES 45-54	16%
28%	AGES 55+	14%
		TOTAL PANELISTS 2,490,568

CHINA



CENSUS		EMI ACCESS
50%	MALES	54%
50%	FEMALES	46%
14%	AGES 18-24	27%
23%	AGES 25-34	33%
23%	AGES 35-44	13%
22%	AGES 45-54	4%
10%	AGES 55+	3%
		TOTAL PANELISTS 5,469,343

INDIA



CENSUS		EMI ACCESS
52%	MALES	60%
48%	FEMALES	40%
24%	AGES 18-24	25%
25%	AGES 25-34	47%
20%	AGES 35-44	17%
14%	AGES 45-54	7%
17%	AGES 55+	3%
		TOTAL PANELISTS 2,016,329

JAPAN



CENSUS		EMI ACCESS
49%	MALES	52%
51%	FEMALES	48%
9%	AGES 18-24	13%
18%	AGES 25-34	24%
16%	AGES 35-44	28%
16%	AGES 45-54	22%
41%	AGES 55+	14%
		TOTAL PANELISTS 4,607,539

SOUTH KOREA



CENSUS		EMI ACCESS
50%	MALES	50%
50%	FEMALES	50%
13%	AGES 18-24	18%
22%	AGES 25-34	30%
23%	AGES 35-44	29%
19%	AGES 45-54	15%
23%	AGES 55+	7%
		TOTAL PANELISTS 1,534,694





GLOBAL INSIGHTS: ASIA PACIFIC

- Hong Kong*
Indonesia
Malaysia
Philippines
Singapore
- Taiwan*
Thailand
Vietnam
New Zealand

Though they are some of the most populous areas in the world, many residents do not have regular Internet access, which further emphasizes the importance of mobile compatibility.

CHALLENGES

We can work with you to overcome the challenges of polling in this region.

FOR EXAMPLE:

- Less access to people age 55+
- Less access to people in rural areas

SENSITIVE TOPICS

Our experience has taught us that the following topics are difficult to execute. Please contact us to discuss potential solutions and to get the information you need.

- Sexual Activity
- Disease
- Politics
- Gambling

KEY CONSIDERATIONS

- Questionnaires must be less than 30 minutes
- Questionnaires must be low-tech and use minimal bandwidth as dial-up usage is still significant
- Questionnaires must be translated into local languages

We can advise as to which regions may accept English language questionnaires.

ASIA PACIFIC

CONTINUED



HONG KONG



CENSUS		EMI ACCESS
47%	MALES	48%
53%	FEMALES	52%
11%	AGES 18-24	37%
19%	AGES 25-34	36%
23%	AGES 35-44	15%
21%	AGES 45-54	8%
26%	AGES 55+	3%
TOTAL PANELISTS		189,613

TAIWAN



CENSUS		EMI ACCESS
50%	MALES	59%
50%	FEMALES	41%
14%	AGES 18-24	27%
22%	AGES 25-34	40%
22%	AGES 35-44	20%
19%	AGES 45-54	8%
23%	AGES 55+	4%
TOTAL PANELISTS		438,670

INDONESIA



CENSUS		EMI ACCESS
49%	MALES	72%
51%	FEMALES	28%
20%	AGES 18-24	27%
27%	AGES 25-34	45%
21%	AGES 35-44	19%
15%	AGES 45-54	7%
17%	AGES 55+	1%
TOTAL PANELISTS		255,155

THAILAND



CENSUS		EMI ACCESS
49%	MALES	46%
51%	FEMALES	54%
16%	AGES 18-24	32%
24%	AGES 25-34	44%
21%	AGES 35-44	19%
17%	AGES 45-54	4%
21%	AGES 55+	2%
TOTAL PANELISTS		51,143

MALAYSIA



CENSUS		EMI ACCESS
50%	MALES	51%
50%	FEMALES	49%
21%	AGES 18-24	30%
25%	AGES 25-34	44%
21%	AGES 35-44	16%
16%	AGES 45-54	7%
17%	AGES 55+	3%
TOTAL PANELISTS		164,874

VIETNAM



CENSUS		EMI ACCESS
51%	MALES	61%
49%	FEMALES	39%
22%	AGES 18-24	37%
27%	AGES 25-34	46%
22%	AGES 35-44	12%
14%	AGES 45-54	3%
15%	AGES 55+	1%
TOTAL PANELISTS		445,664

PHILIPPINES



CENSUS		EMI ACCESS
50%	MALES	48%
50%	FEMALES	52%
23%	AGES 18-24	29%
26%	AGES 25-34	45%
20%	AGES 35-44	17%
14%	AGES 45-54	7%
16%	AGES 55+	2%
TOTAL PANELISTS		173,669

NEW ZEALAND



CENSUS		EMI ACCESS
49%	MALES	36%
52%	FEMALES	64%
13%	AGES 18-24	18%
20%	AGES 25-34	29%
21%	AGES 35-44	22%
18%	AGES 45-54	15%
28%	AGES 55+	15%
TOTAL PANELISTS		66,175

SINGAPORE



CENSUS		EMI ACCESS
49%	MALES	52%
51%	FEMALES	48%
12%	AGES 18-24	23%
21%	AGES 25-34	44%
24%	AGES 35-44	23%
21%	AGES 45-54	7%
22%	AGES 55+	3%
TOTAL PANELISTS		110,907

MIDDLE EAST/ AFRICA



GLOBAL INSIGHTS: MIDDLE EAST/AFRICA

Egypt

Jordan

Kuwait

Lebanon

Morocco

Saudi Arabia

South Africa

UAE

CHALLENGES

We can work with you to overcome the challenges of polling in this region.

FOR EXAMPLE:

- Income and social status are not targetable and respondents prefer not to respond to those questions
- Political environment does not lend itself to predictable response rates in most of the Middle East or Africa
- In many Middle Eastern countries, women cannot be interviewed by men
- In many Middle Eastern countries, it is offensive to talk about grooming or personal care products
- Translation costs are much higher because 4 or more languages are common in many regions (4 in South Africa, 7 in Zambia, 8 in Kenya)

SENSITIVE TOPICS

Our experience has taught us that the following topics are difficult to execute. Please contact us to discuss potential solutions and to get the information you need.

- Alcohol
- Sexual Activity
- Religion
- Politics (Israel)
- Gambling
- Grooming
- Personal Care

KEY CONSIDERATIONS

- Questionnaires must be translated into Arabic and the local language, although English may be accepted in India
- Regardless of the incentive, questionnaires must be less than 20 minutes in UAE and Kuwait, and less than 30 minutes in KSA, Egypt, Morocco, and Jordan. Questionnaires must be designed to accommodate for a much younger population



EGYPT



CENSUS		EMI ACCESS
49%	MALES	76%
51%	FEMALES	24%
32%	AGES 18-24	26%
22%	AGES 25-34	34%
17%	AGES 35-44	22%
29%	AGES 45-54	18%
0%	AGES 55+	0%
		TOTAL PANELISTS 199,941

SAUDI ARABIA



CENSUS		EMI ACCESS
58%	MALES	70%
42%	FEMALES	30%
27%	AGES 18-24	28%
29%	AGES 25-34	42%
23%	AGES 35-44	20%
22%	AGES 45-54	10%
0%	AGES 55+	0%
		TOTAL PANELISTS 79,315

SOUTH AFRICA



CENSUS		EMI ACCESS
48%	MALES	45%
52%	FEMALES	55%
23%	AGES 18-24	19%
27%	AGES 25-34	35%
20%	AGES 35-44	24%
15%	AGES 45-54	14%
15%	AGES 55+	8%
		TOTAL PANELISTS 293,570

UAE



CENSUS		EMI ACCESS
51%	MALES	65%
49%	FEMALES	35%
15%	AGES 18-24	18%
39%	AGES 25-34	47%
30%	AGES 35-44	22%
12%	AGES 45-54	9%
4%	AGES 55+	3%
		TOTAL PANELISTS 122,720







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