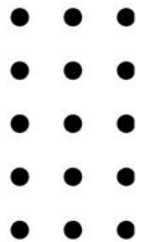


# Global Panel Book



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# ABOUT US

EMI Research Solutions is a leading market research and online sample consultancy. With more than 25 years of experience operating in the insights industry, we provide you with trusted B2B research solutions, backed by our commitment to quality, that help you have the data you need to make better decisions.

Our team of research experts understands the ongoing complexities of the B2B insights landscape and builds custom solutions designed to meet your study objectives.

Our world-class project management team, proprietary SWIFT platform, and comprehensive quality controls work together to ensure every project is executed efficiently and every respondent source is carefully managed. The result is high-quality, cost-effective insights delivered with the responsiveness, flexibility, and expertise our clients expect.

EMI's unique combination of industry expertise, unbiased consultation, proprietary technology, and personalized service is what sets us apart from other B2B research providers. Whether identifying the right sample strategy, managing complex fieldwork, or ensuring data quality, we partner with you every step of the way to deliver insights you can trust and results that drive action.



## 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

*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 Core Values



**ACCOUNTABILITY**



**AGILITY**



**INTEGRITY**



**PASSION**



# Why Work With EMI?

## Better Research Outcomes

Successful research requires more than filling quotas. It requires the right respondents, the right sample strategy, strong data quality controls, and experienced oversight throughout fieldwork. EMI brings these elements together to develop customized solutions around the specific objectives and requirements of each study.

Our clients receive the capabilities, experience, and technology of a leading research consultancy, paired with the agility, responsiveness, and personal attention of a boutique firm. From initial consultation through final delivery, our team works as an extension of yours to reduce risk, solve challenges, and provide data you can trust.

## The EMI Difference

### ***We Understand the Study***

Successful research requires more than filling quotas. It requires the right respondents, the right sample strategy, strong data quality controls, and experienced oversight throughout fieldwork. EMI brings these elements together to develop customized solutions around the specific objectives and requirements of each study.

### ***We Plan Proactively***

We anticipate potential feasibility, quality, and fieldwork challenges before they affect the project. When multiple sample sources are required, we intentionally select and manage complementary providers through Strategic Sample Blending to improve reach, reduce source-related bias, and maintain greater control over the data.

### ***We Are Selective***

Every panel provider in EMI's network undergoes a rigorous Partner Assessment Process that evaluates the consistency, reliability, and integrity of its sample. Only 25% meet our standards for inclusion, and approved partners are continuously monitored through our proprietary Quality Optimization Rating. Providers that do not maintain our standards are addressed or removed.

### ***We Protect Quality at Every Stage***

Our layered Data Quality Suite combines technology and human expertise across consultation, pre-survey, in-survey, and post-survey stages. Partner evaluation, research-on-research, fraud detection, digital fingerprinting, de-duplication, activity monitoring, real-time quality flagging, and post-study validation work together to reduce risk and strengthen data integrity.

### ***We Work for You***

EMI is an unbiased research and sample consultancy. We are not tied to a single panel or sample asset, allowing us to recommend and manage the sources that best fit the needs of your project. Our priority is delivering reliable data, transparent fieldwork, and an outcome that supports confident decision-making.

# Data Quality Suite

Quality is at the core of everything EMI does, and our layered approach to data quality is central to how we protect the integrity of the research we conduct. Rather than relying on a single tool or checkpoint, we integrate multiple technology-driven safeguards and human-led validation processes throughout every stage of the research lifecycle. Backed by more than 25 years of industry expertise, our comprehensive quality framework is designed to proactively identify, prevent, and mitigate risks, enabling us to deliver unbiased, actionable data identify issues before they impact the data.

## Quality At Every Stage of B2B Research



# Expert Market Research and Sample Consultants

EMI Research Solutions is a leading market research and online sample consultancy with more than 25 years of experience helping clients navigate complex quantitative studies. Rather than building solutions around a single panel or proprietary asset, we take a broader view of the sample landscape and develop customized strategies based on each study's audience, objectives, feasibility requirements, and data risks. Our global network includes more than 150 panel partners spanning consumer, B2B, healthcare, international, domestic, and other specialized audiences, giving us the reach and flexibility to connect clients with the sources that best fit their research.



Our customized sample plans can incorporate traditional online panels, specialty networks, social media, and other controlled sources when appropriate. Each provider is carefully evaluated through EMI's Partner Assessment Process and continuously monitored for quality, consistency, and reliability. Through Strategic Sample Blending, ongoing research-on-research, and source-level performance monitoring, we intentionally select and manage complementary providers to improve representation, reduce source-related bias, and strengthen research outcomes.

Data quality is built into every stage of our research process. EMI's layered Data Quality Suite combines technology and human expertise across consultation, pre-survey, in-survey, and and post-survey stages. From

partner assessment and sample design to bot and fraud detection, digital fingerprinting, de-duplication, respondent activity monitoring, real-time quality oversight, and post-study validation, each layer is designed to reduce risk and protect the integrity of the data.

SWIFT, our proprietary cloud-based sample management platform, provides the technology and oversight needed to manage these sources throughout fieldwork. Its advanced quota controls, click balancing, source-level tracking, and integrated quality protections give our team greater visibility and control across every study. Combined with EMI's experienced research management team, this approach helps us deliver reliable, high-quality data and insights clients can use to make more confident decisions.

# Tracker Study Experts

Tracker studies provide an ongoing view of how brands, products, consumers, and markets are changing. They can measure everything from awareness and brand ratings to loyalty, purchase intent, usage, and campaign effectiveness. But the value of a tracker depends not only on collecting the same metrics each wave but also on a consistent, reliable sample strategy that can evolve without unnecessarily disrupting the data.

EMI has decades of experience helping clients design, manage, and migrate tracker studies. Our strategic approach begins with a deep understanding of the sample landscape. Through ongoing research-on-research, we evaluate how panels differ in respondent composition, attitudes, behaviors, recruitment practices, and quality, and how those characteristics change over time. This knowledge enables us to build customized Strategic Sample Blends that balance complementary sources, support long-term feasibility, and reduce source-related bias.

Our layered Data Quality Suite provides continuous protection throughout the tracker lifecycle. Sample partners are rigorously evaluated and monitored, while fraud detection, digital fingerprinting, de-duplication, respondent activity tracking, in-field quality oversight, and post-survey validation help protect every wave. Combined with regular sample-plan reviews and wave-end evaluations, this approach helps EMI maintain consistency over time and identify and address changes before they affect the integrity of the tracker.



## Migrating a Tracker

There are times when a tracking study needs a change in its sample supplier mix. Whether a provider is underperforming, you want to rethink the current blend while retaining a preferred source, or you need to replace an unknown mix of providers, any change can create concerns around data consistency and comparability to previous waves.

EMI understands the complexity of tracker migration and has developed a strategic process designed to protect data integrity while adapting the sample plan. Depending on the scenario, we can identify “like” panels based on attitudes and behaviors, build complementary blends around a preferred provider, or create

and test a new strategic blend against the existing mix before transitioning. This allows us to make controlled changes while supporting long-term consistency, feasibility, and comparability.





# Our Solutions

# Strategic Sample Blending

## Better Sources. Greater Control. More Reliable Data.

Combining multiple sample providers is common, but adding sources simply to reach feasibility does not automatically create a stronger sample plan. Each sample source has its own respondent composition, recruitment methods, behaviors, strengths, and limitations, and those characteristics can change over time. When providers are stacked or aggregated primarily to reach feasibility, fill quotas, or accelerate fieldwork, differences between sources may not be fully considered. This can introduce bias, inconsistency, and unnecessary risk into the data.

EMI's Strategic Sample Blending methodology takes a more deliberate approach. We intentionally select complementary sample providers and manage their allocation based on the study's audience, objectives, quotas, feasibility requirements, and potential data risks. Each customized blend is built around the needs of the research rather than a predetermined panel or available sample asset.

Quality is built into every stage of the research process. Providers must meet EMI's standards for consistency, reliability, and integrity, and their performance is continuously evaluated through our Partner Assessment Process, Quality Optimization Rating, research-on-research, and partner feedback loop. During fieldwork, layered bot and fraud detection, digital fingerprinting, de-duplication, respondent activity monitoring, block-list controls, real-time oversight, and post-study validation work together to protect the data.

Depending on the study, blends can include traditional online panels, specialty panels, expert networks, social media sources, custom communities, and other controlled recruitment channels. EMI's experienced research managers actively monitor the blend throughout fieldwork, adjusting the strategy when necessary while protecting the integrity of the original sample plan design.

Strategic Sample Blending is supported by a structured set of safeguards designed to maintain consistency and protect the integrity of the sample plan over time. Custom blends are reviewed periodically against EMI's latest research-on-research findings, while in-field metrics are tracked to ensure each source continues to perform according to the original strategy. At the close of every wave, the team conducts a debrief to evaluate results, identify any shifts, and confirm consistency from one wave to the next. Proactive communication and problem resolution throughout the process allow potential issues to be addressed early, before they affect the quality or comparability of the data.

## Strategic Sample Blending Helps Deliver

Better Representation

Reduced Panel and  
Source Bias

Improved Feasibility

Stronger Quote Performance

Less Top-Up Sample

Greater Fieldwork Consistency

Access to Specialized Audiences

More Confidence in Results

# Programming & Hosting

## Better Survey Experiences. Stronger Data Quality

EMI Research Solutions brings more than 25 years of experience to survey programming and hosting. Our team has programmed and deployed thousands of online quantitative studies, ranging from straightforward questionnaires to highly customized and complex research designs. Every survey is built around the study objectives, respondent experience, and data quality requirements, then thoroughly tested to support accurate execution and reliable results.

## Built for Every Respondent

Our surveys are programmed to provide a smooth, consistent experience across desktop computers, tablets, and mobile devices. Responsive, device-agnostic design helps reduce respondent frustration and unnecessary drop-off while ensuring participants can complete the study as intended.

Capabilities include:

*Complex skip and display logic*  
*Advanced quotas and termination rules*  
*Randomization and rotation*

*Conjoint and MaxDiff exercises*  
*Multimedia and streaming content*  
*Custom question types and functionality*  
*Multilingual studies*

*Tracker and wave-study replication*  
*API and third-party integrations*  
*AI-powered open-ended probing*

## Data Quality Built into the Survey

Data quality should not begin after fieldwork is complete. EMI can integrate real-time quality controls directly into the survey logic to evaluate respondent behavior, response patterns, engagement, and other indicators of potential risk. Respondents who fail customized quality standards can be removed during participation, preventing questionable responses from entering the final dataset.

Studies programmed and hosted by EMI can also benefit from layered protections through SWIFT, our proprietary sample management platform. These include bot and fraud detection, digital fingerprinting, de-duplication, respondent activity monitoring, and centralized block-list controls. By evaluating multiple signals rather than relying on a single fraud check, EMI can proactively identify suspicious devices, duplicate respondents, unusual traffic patterns, and other threats.

## Comprehensive Quality Assurance

Every survey programmed by EMI undergoes a multi-step quality assurance process, which can include:

*Questionnaire and link testing*  
*Survey validation*  
*Skip and display logic testing*

*Quota and termination checks*  
*Data-piping validation*  
*Multimedia testing*  
*Device and browser testing*

*User-experience review*  
*Response and data-output validation*  
*Quality-control testing*

## Reporting, Data Services, and Expert Support

EMI combines comprehensive reporting and data services with hands-on support from experienced programmers and research managers. From real-time fieldwork reporting, cross-tabulations, data validation, cleansing, coding, custom reporting, post-survey data scrubbing, and flexible data exports to questionnaire review and final delivery, our team works as an extension of yours to ensure surveys function correctly, reduce data risk, and produce insights you can trust.

# Public Opinion & Polling

Political and public opinion research leaves little margin for error. Study results are often compared to real results within days or weeks of fieldwork, and the accuracy of the findings can directly impact the credibility and reputation of the organization conducting it. Pollsters need a partner that understands the sample industry and the importance of the sample plan to the results.

EMI Research Solutions is a trusted partner that helps political and public opinion researchers execute complex studies. Through a combination of our global network of vetted sample providers, customized sample planning, proactive data quality controls, and expert fieldwork management, we provide the reach and flexibility needed to support polling and public opinion research at the local, state, and national levels.

At the core of our approach is our Strategic Sample Blending methodology. Rather than aggregating sample providers to hit a feasibility goal, we intentionally select and combine complementary sources to reduce panel bias and improve representation across the demographic, attitudinal, and behavioral characteristics that can influence polling results.

## Example Targeting Criteria\*

Below is an example of the demographic, attitudinal and behavioral characteristics we can target.

*\*Note: This is not all characteristics EMI can target.*

## Advantages of Choosing EMI

- Extenside Panel Access
- Broad Voter Sample Reach
- Precise Go-Targeting
- Comprehensive Behavioral Targeting
- Advanced Matching Capabilities
- Expert Blending Techniques
- Global Product Management
- Rapid Survey Deployment
- Multi-Media Integrations

### Voter Criteria

- Verified Voter Registration
- Party Affiliation
- Historical Election Turnout
- General/Primary Voter History

### Geographic Targeting

- US National
- State
- Congressional District
- Geo-Specific Targeting
- International

### Behavioral Data Points

- Environmentalists
- Pro-Life/Pro-Choice
- 2<sup>nd</sup> Amendment/Gun Control
- Organized Labor Supporters
- Political Contributors



# 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



The background of the slide is composed of a pattern of hexagons. Some hexagons are solid blue, some are solid black, and some are white with a thick orange border. These hexagons are arranged in a staggered grid pattern, creating a modern, geometric aesthetic.

# Highlighted Partnerships

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



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

## Available Target Audiences



| Row Crops          |          | Specialty Crops   |        | Livestock Producers |         | Seed, Crop Protection and 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+     |

# Consumer Capabilities

*Example of our Targeting Abilities\**

EMI's extensive consumer targeting capabilities and diverse global sample network allow us to support a wide range of audiences and study needs. Whether you are looking for broad consumer groups or more specialized, low-incidence targets, our team combines reach, flexibility, and expert fieldwork management to deliver high-quality data with the responsiveness and service our clients expect.

## General

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

## Leisure

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

## Technology

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

## Travel

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

## Automotive

- Car Make/Model/Year
- Fuel Types
- Insurance Carrier
- Own/Lease/Finance
- Purchase Intent
- Satellite Radio
- Navigation Tools
- Boat, RVs, ATVs

## Finance

- Credit Cards
- Banks
- Card Loyalty Programs
- Investment Firms
- Tax Preparation
- Investible Assets

## Health

- Exercise
- Diet/Healthy Eating
- Smoker
- Skin/Hair Product Use
- Fitness Equip. Owner
- Gym Membership

## Specialty Panels

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

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

# B2B Capabilities

*Example of our Targeting Abilities\**

Our extensive profiling capabilities and growing network of specialized B2B partners allow EMI to support a wide range of business audiences globally. We are equipped to tackle difficult targets and complex quotas while delivering the consistent data quality, proactive management, and personalized service that define the EMI experience.

## General Targeting

- Job Title
- Industry
- Company Revenue
- Number of Employees
- Number of Locations
- Decision Making Roles
- Blue Collar v. White Collar

## Dedicated Niche Panels

- IT Decision Makers
- Small Business Owners
- HR/Benefits
- Construction Professionals
- Building Managers

## 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

## Purchase Authority For Products/Services

- Finance/Banking
- Computers
- Employee Benefits
- Human Resources
- Internet Services
- Legal
- Maintenance
- Marketing/Advertising
- Meetings/Accommodations
- Office Supplies
- Shipping
- Tax/Accounting
- Telecommunication
- Transportation

## Industries & 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

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



# Healthcare Capabilities

## Ailment Targeting

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

## Physician Targeting

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   | Gynecologists    | Pediatricians   |
| Cardiologists       | Hematologists    | Pharmacists     |
| Dentists            | Lab Managers     | Psychiatrist    |
| Dermatologists      | Nephrologists    | Radiologists    |
| Endocrinologists    | Nurses           | Pulmonologists  |
| ENTs                | Ophthalmologists | Rheumatologists |
| Gastroenterologists | Opticians        | Surgeons        |
| GPs / PCPS          | Orthopedists     | Urologists      |

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



# Global Capabilities

Our global sample network and international research experience allow EMI to support consumer, B2B, healthcare, and other audiences across 82 countries. Backed by more than 150 online panel partners and thousands of completed international studies, we understand the regional differences that can impact feasibility, fieldwork, and sample quality. Whether you are fielding in one country or managing a complex multi-market study, our team simplifies the process through customized sample planning, proactive project management, and a single point of contact. From large established markets to smaller, more challenging geographies, we help clients reach the right audiences with greater efficiency, control, and confidence.

# United States & Canada

EMI's depth of sample coverage across North America allows us to support a wide range of research needs, from broad consumer segments to low-incidence and highly specialized audiences. Whether your study targets primary grocery shoppers, new moms, teens, ethnic groups, construction professionals, physicians, or other niche populations, our team combines extensive reach with customized sample planning and proactive project management.



## USA

| Census                      |            | EMI Access |            |
|-----------------------------|------------|------------|------------|
| 49%                         | Males      | 40%        | Males      |
| 51%                         | Females    | 60%        | Females    |
| 9%                          | Ages 18-24 | 22%        | Ages 18-24 |
| 14%                         | Ages 25-34 | 27%        | Ages 25-34 |
| 13%                         | Ages 35-44 | 19%        | Ages 35-44 |
| 12%                         | Ages 45-54 | 16%        | Ages 45-54 |
| 31%                         | Ages 55+   | 15%        | Ages 55+   |
| Total Panelists: 11,363,878 |            |            |            |



## Canada

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 40%        | Males      |
| 50%                        | Females    | 60%        | Females    |
| 9%                         | Ages 18-24 | 22%        | Ages 18-24 |
| 14%                        | Ages 25-34 | 14%        | Ages 25-34 |
| 13%                        | Ages 35-44 | 16%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 12%        | Ages 45-54 |
| 31%                        | Ages 55+   | 33%        | Ages 55+   |
| Total Panelists: 1,809,062 |            |            |            |

# Europe

EMI's extensive sample coverage across Europe allows us to support a wide range of research needs, from broad consumer audiences to low-incidence and highly specialized targets. Whether your study requires general consumers, business professionals, healthcare audiences, or other niche populations across established and emerging European markets, our team combines broad regional reach with customized sample planning and proactive project management.

## Countries Include:

Austria  
Belgium  
Czechia  
Denmark  
France  
Germany  
Greece  
Hungary  
Ireland  
Italy  
Netherlands  
Norway  
Poland  
Portugal  
Spain  
Sweden  
Switzerland  
Turkey  
United Kingdom



# Europe

## Austria



| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 40%        | Males      |
| 50%                        | Females    | 60%        | Females    |
| 9%                         | Ages 10-24 | 13%        | Ages 10-24 |
| 14%                        | Ages 25-34 | 32%        | Ages 25-34 |
| 14%                        | Ages 35-44 | 25%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 16%        | Ages 45-54 |
| 31%                        | Ages 55+   | 14%        | Ages 55+   |
| Total Panelists: 2,490,568 |            |            |            |

## Belgium

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 49%                     | Males      | 50%        | Males      |
| 51%                     | Females    | 50%        | Females    |
| 9%                      | Ages 18-24 | 24%        | Ages 18-24 |
| 12%                     | Ages 25-34 | 24%        | Ages 25-34 |
| 13%                     | Ages 35-44 | 20%        | Ages 35-44 |
| 13%                     | Ages 45-54 | 18%        | Ages 45-54 |
| 34%                     | Ages 55+   | 13%        | Ages 55+   |
| Total Panelists: 93,636 |            |            |            |



## Czechia



| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 49%                     | Males      | 50%        | Males      |
| 51%                     | Females    | 50%        | Females    |
| 7%                      | Ages 10-24 | 24%        | Ages 10-24 |
| 11%                     | Ages 25-34 | 24%        | Ages 25-34 |
| 14%                     | Ages 35-44 | 20%        | Ages 35-44 |
| 14%                     | Ages 45-54 | 18%        | Ages 45-54 |
| 33%                     | Ages 55+   | 13%        | Ages 55+   |
| Total Panelists: 86,728 |            |            |            |



# Europe



## Denmark

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 48%        | Males      |
| 50%                      | Females    | 52%        | Females    |
| 9%                       | Ages 10-24 | 19%        | Ages 10-24 |
| 14%                      | Ages 25-34 | 19%        | Ages 25-34 |
| 12%                      | Ages 35-44 | 19%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 20%        | Ages 45-54 |
| 33%                      | Ages 55+   | 25%        | Ages 55+   |
| Total Panelists: 228,031 |            |            |            |

## France

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 48%                        | Males      | 38%        | Males      |
| 52%                        | Females    | 62%        | Females    |
| 12%                        | Ages 18-24 | 11%        | Ages 18-24 |
| 12%                        | Ages 25-34 | 29%        | Ages 25-34 |
| 12%                        | Ages 35-44 | 26%        | Ages 35-44 |
| 13%                        | Ages 45-54 | 18%        | Ages 45-54 |
| 35%                        | Ages 55+   | 14%        | Ages 55+   |
| Total Panelists: 1,313,050 |            |            |            |



## Germany



| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 49%                        | Males      | 49%        | Males      |
| 51%                        | Females    | 51%        | Females    |
| 0%                         | Ages 10-24 | 15%        | Ages 10-24 |
| 12%                        | Ages 25-34 | 31%        | Ages 25-34 |
| 13%                        | Ages 35-44 | 25%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 17%        | Ages 45-54 |
| 39%                        | Ages 55+   | 12%        | Ages 55+   |
| Total Panelists: 1,145,699 |            |            |            |

# Europe



## Greece

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 49%                     | Males      | 44%        | Males      |
| 51%                     | Females    | 56%        | Females    |
| 47%                     | Ages 10-24 | 16%        | Ages 10-24 |
| 12%                     | Ages 25-34 | 45%        | Ages 25-34 |
| 19%                     | Ages 35-44 | 27%        | Ages 35-44 |
| 15%                     | Ages 45-54 | 8%         | Ages 45-54 |
| 38%                     | Ages 55+   | 2%         | Ages 55+   |
| Total Panelists: 61,400 |            |            |            |

## Hungary

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 48%                        | Males      | 48%        | Males      |
| 52%                        | Females    | 52%        | Females    |
| 11%                        | Ages 18-24 | 23%        | Ages 18-24 |
| 12%                        | Ages 25-34 | 33%        | Ages 25-34 |
| 13%                        | Ages 35-44 | 22%        | Ages 35-44 |
| 16%                        | Ages 45-54 | 13%        | Ages 45-54 |
| 33%                        | Ages 55+   | 7%         | Ages 55+   |
| Total Panelists: 2,015,717 |            |            |            |



## Ireland



| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 50%                     | Males      | 37%        | Males      |
| 50%                     | Females    | 63%        | Females    |
| 0%                      | Ages 10-24 | 23%        | Ages 10-24 |
| 15%                     | Ages 25-34 | 34%        | Ages 25-34 |
| 14%                     | Ages 35-44 | 23%        | Ages 35-44 |
| 14%                     | Ages 45-54 | 13%        | Ages 45-54 |
| 29%                     | Ages 55+   | 17%        | Ages 55+   |
| Total Panelists: 61,913 |            |            |            |

# Europe



## Italy

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 49%                        | Males      | 42%        | Males      |
| 51%                        | Females    | 58%        | Females    |
| 7%                         | Ages 10-24 | 13%        | Ages 10-24 |
| 11%                        | Ages 25-34 | 30%        | Ages 25-34 |
| 12%                        | Ages 35-44 | 29%        | Ages 35-44 |
| 16%                        | Ages 45-54 | 17%        | Ages 45-54 |
| 40%                        | Ages 55+   | 11%        | Ages 55+   |
| Total Panelists: 1,534,694 |            |            |            |

## Netherlands

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 43%        | Males      |
| 50%                      | Females    | 57%        | Females    |
| 9%                       | Ages 18-24 | 25%        | Ages 18-24 |
| 13%                      | Ages 25-34 | 26%        | Ages 25-34 |
| 12%                      | Ages 35-44 | 20%        | Ages 35-44 |
| 12%                      | Ages 45-54 | 16%        | Ages 45-54 |
| 35%                      | Ages 55+   | 14%        | Ages 55+   |
| Total Panelists: 496,822 |            |            |            |



## Norway

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 41%        | Males      |
| 50%                      | Females    | 59%        | Females    |
| 9%                       | Ages 10-24 | 21%        | Ages 10-24 |
| 14%                      | Ages 25-34 | 26%        | Ages 25-34 |
| 14%                      | Ages 35-44 | 21%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 11%        | Ages 45-54 |
| 31%                      | Ages 55+   | 15%        | Ages 55+   |
| Total Panelists: 188,374 |            |            |            |



# Europe



## Poland

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 48%                      | Males      | 46%        | Males      |
| 50%                      | Females    | 54%        | Females    |
| 0%                       | Ages 10-24 | 27%        | Ages 10-24 |
| 14%                      | Ages 25-34 | 40%        | Ages 25-34 |
| 14%                      | Ages 35-44 | 18%        | Ages 35-44 |
| 15%                      | Ages 45-54 | 10%        | Ages 45-54 |
| 35%                      | Ages 55+   | 6%         | Ages 55+   |
| Total Panelists: 369,042 |            |            |            |

## Portugal

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 48%                     | Males      | 56%        | Males      |
| 52%                     | Females    | 44%        | Females    |
| 7%                      | Ages 18-24 | 19%        | Ages 18-24 |
| 12%                     | Ages 25-34 | 35%        | Ages 25-34 |
| 12%                     | Ages 35-44 | 27%        | Ages 35-44 |
| 15%                     | Ages 45-54 | 13%        | Ages 45-54 |
| 39%                     | Ages 55+   | 6%         | Ages 55+   |
| Total Panelists: 61,887 |            |            |            |



## Spain



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 45%        | Males      |
| 51%                      | Females    | 55%        | Females    |
| 0%                       | Ages 10-24 | 16%        | Ages 10-24 |
| 11%                      | Ages 25-34 | 30%        | Ages 25-34 |
| 14%                      | Ages 35-44 | 29%        | Ages 35-44 |
| 16%                      | Ages 45-54 | 16%        | Ages 45-54 |
| 32%                      | Ages 55+   | 9%         | Ages 55+   |
| Total Panelists: 610,560 |            |            |            |

# Europe



## Sweden

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 39%        | Males      |
| 50%                      | Females    | 61%        | Females    |
| 9%                       | Ages 10-24 | 25%        | Ages 10-24 |
| 14%                      | Ages 25-34 | 24%        | Ages 25-34 |
| 13%                      | Ages 35-44 | 20%        | Ages 35-44 |
| 12%                      | Ages 45-54 | 15%        | Ages 45-54 |
| 27%                      | Ages 55+   | 17%        | Ages 55+   |
| Total Panelists: 234,641 |            |            |            |

## Switzerland

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 45%        | Males      |
| 50%                      | Females    | 55%        | Females    |
| 7%                       | Ages 18-24 | 14%        | Ages 18-24 |
| 12%                      | Ages 25-34 | 22%        | Ages 25-34 |
| 14%                      | Ages 35-44 | 21%        | Ages 35-44 |
| 14%                      | Ages 45-54 | 22%        | Ages 45-54 |
| 33%                      | Ages 55+   | 22%        | Ages 55+   |
| Total Panelists: 149,818 |            |            |            |



## Turkey

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 47%        | Males      |
| 50%                        | Females    | 53%        | Females    |
| 10%                        | Ages 10-24 | 27%        | Ages 10-24 |
| 15%                        | Ages 25-34 | 43%        | Ages 25-34 |
| 15%                        | Ages 35-44 | 22%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 5%         | Ages 45-54 |
| 20%                        | Ages 55+   | 2%         | Ages 55+   |
| Total Panelists: 1,761,730 |            |            |            |



# Europe

## United Kingdom

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 49%                        | Males      | 41%        | Males      |
| 51%                        | Females    | 59%        | Females    |
| 8%                         | Ages 18-24 | 21%        | Ages 18-24 |
| 14%                        | Ages 25-34 | 27%        | Ages 25-34 |
| 13%                        | Ages 35-44 | 24%        | Ages 35-44 |
| 13%                        | Ages 45-54 | 16%        | Ages 45-54 |
| 32%                        | Ages 55+   | 12%        | Ages 55+   |
| Total Panelists: 1,514,837 |            |            |            |





# Central & South America

EMI's broad sample coverage across Central and South America allows us to support a wide range of research needs, from general consumer audiences to low-incidence and highly specialized targets. Whether your study requires consumers, business professionals, healthcare audiences, or other niche populations across major and developing markets in the region, our team combines regional reach with customized sample planning and proactive project management.



## Countries Include:

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

# Central & South America



## Argentina

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 48%        | Males      |
| 51%                        | Females    | 52%        | Females    |
| 11%                        | Ages 10-24 | 15%        | Ages 10-24 |
| 16%                        | Ages 25-34 | 29%        | Ages 25-34 |
| 14%                        | Ages 35-44 | 18%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 10%        | Ages 45-54 |
| 22%                        | Ages 55+   | 7%         | Ages 55+   |
| Total Panelists: 1,088,588 |            |            |            |

## Brazil

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 48%        | Males      |
| 51%                      | Females    | 52%        | Females    |
| 11%                      | Ages 18-24 | 24%        | Ages 18-24 |
| 16%                      | Ages 25-34 | 31%        | Ages 25-34 |
| 15%                      | Ages 35-44 | 21%        | Ages 35-44 |
| 18%                      | Ages 45-54 | 12%        | Ages 45-54 |
| 28%                      | Ages 55+   | 7%         | Ages 55+   |
| Total Panelists: 891,635 |            |            |            |



## Chile

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 47%        | Males      |
| 50%                      | Females    | 53%        | Females    |
| 11%                      | Ages 10-24 | 19%        | Ages 10-24 |
| 16%                      | Ages 25-34 | 27%        | Ages 25-34 |
| 15%                      | Ages 35-44 | 24%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 17%        | Ages 45-54 |
| 24%                      | Ages 55+   | 12%        | Ages 55+   |
| Total Panelists: 145,081 |            |            |            |



# Central & South America

## Colombia



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 50%        | Males      |
| 51%                      | Females    | 50%        | Females    |
| 12%                      | Ages 10-24 | 24%        | Ages 10-24 |
| 17%                      | Ages 25-34 | 30%        | Ages 25-34 |
| 15%                      | Ages 35-44 | 27%        | Ages 35-44 |
| 12%                      | Ages 45-54 | 14%        | Ages 45-54 |
| 18%                      | Ages 55+   | 5%         | Ages 55+   |
| Total Panelists: 138,912 |            |            |            |

## Mexico

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 57%        | Males      |
| 51%                      | Females    | 43%        | Females    |
| 12%                      | Ages 18-24 | 23%        | Ages 18-24 |
| 15%                      | Ages 25-34 | 33%        | Ages 25-34 |
| 14%                      | Ages 35-44 | 24%        | Ages 35-44 |
| 12%                      | Ages 45-54 | 13%        | Ages 45-54 |
| 16%                      | Ages 55+   | 6%         | Ages 55+   |
| Total Panelists: 901,167 |            |            |            |



## Peru



| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 50%                     | Males      | 64%        | Males      |
| 50%                     | Females    | 36%        | Females    |
| 11%                     | Ages 10-24 | 21%        | Ages 10-24 |
| 16%                     | Ages 25-34 | 31%        | Ages 25-34 |
| 13%                     | Ages 35-44 | 21%        | Ages 35-44 |
| 12%                     | Ages 45-54 | 16%        | Ages 45-54 |
| 18%                     | Ages 55+   | 11%        | Ages 55+   |
| Total Panelists: 94,991 |            |            |            |

# Central & South America

## Venezuela

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 49%                     | Males      | 50%        | Males      |
| 51%                     | Females    | 50%        | Females    |
| 12%                     | Ages 18-24 | 17%        | Ages 18-24 |
| 13%                     | Ages 25-34 | 31%        | Ages 25-34 |
| 13%                     | Ages 35-44 | 24%        | Ages 35-44 |
| 12%                     | Ages 45-54 | 18%        | Ages 45-54 |
| 19%                     | Ages 55+   | 10%        | Ages 55+   |
| Total Panelists: 51,143 |            |            |            |



# Asia & Asia Pacific

EMI's extensive sample coverage across Asia and the Asia Pacific region allows us to support a wide range of research needs, from broad consumer audiences to low-incidence and highly specialized targets. Whether your study requires consumers, business professionals, healthcare audiences, or other niche populations across established and emerging markets, our team combines broad regional reach with customized sample planning and proactive project management.



## Countries Include:

Australia  
China  
Hong Kong  
Indonesia  
Japan  
India  
Malaysia  
Philippines  
Russia  
Singapore  
South Korea  
Taiwan  
Thailand  
Vietnam  
New Zealand

# Asia & Asia Pacific



## Australia

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 40%        | Males      |
| 50%                        | Females    | 60%        | Females    |
| 9%                         | Ages 18-24 | 13%        | Ages 18-24 |
| 14%                        | Ages 25-34 | 32%        | Ages 25-34 |
| 14%                        | Ages 35-44 | 25%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 16%        | Ages 45-54 |
| 31%                        | Ages 55+   | 14%        | Ages 55+   |
| Total Panelists: 2,490,568 |            |            |            |

## China

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 49%                        | Males      | 54%        | Males      |
| 51%                        | Females    | 46%        | Females    |
| 12%                        | Ages 18-24 | 27%        | Ages 18-24 |
| 13%                        | Ages 25-34 | 33%        | Ages 25-34 |
| 13%                        | Ages 35-44 | 13%        | Ages 35-44 |
| 12%                        | Ages 45-54 | 4%         | Ages 45-54 |
| 19%                        | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 5,469,343 |            |            |            |



## Hong Kong



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 45%                      | Males      | 48%        | Males      |
| 55%                      | Females    | 52%        | Females    |
| 8%                       | Ages 18-24 | 37%        | Ages 18-24 |
| 15%                      | Ages 25-34 | 36%        | Ages 25-34 |
| 16%                      | Ages 35-44 | 15%        | Ages 35-44 |
| 18%                      | Ages 45-54 | 8%         | Ages 45-54 |
| 40%                      | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 189,613 |            |            |            |



# Asia & Asia Pacific



## India

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 52%                        | Males      | 60%        | Males      |
| 48%                        | Females    | 40%        | Females    |
| 12%                        | Ages 18-24 | 25%        | Ages 18-24 |
| 15%                        | Ages 25-34 | 47%        | Ages 25-34 |
| 12%                        | Ages 35-44 | 17%        | Ages 35-44 |
| 6%                         | Ages 45-54 | 7%         | Ages 45-54 |
| 15%                        | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 2,016,329 |            |            |            |

## Indonesia

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 72%        | Males      |
| 50%                      | Females    | 28%        | Females    |
| 16%                      | Ages 18-24 | 27%        | Ages 18-24 |
| 16%                      | Ages 25-34 | 45%        | Ages 25-34 |
| 15%                      | Ages 35-44 | 19%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 7%         | Ages 45-54 |
| 17%                      | Ages 55+   | 1%         | Ages 55+   |
| Total Panelists: 255,155 |            |            |            |



## Japan

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 49%                        | Males      | 52%        | Males      |
| 51%                        | Females    | 48%        | Females    |
| 8%                         | Ages 18-24 | 13%        | Ages 18-24 |
| 10%                        | Ages 25-34 | 24%        | Ages 25-34 |
| 11%                        | Ages 35-44 | 28%        | Ages 35-44 |
| 15%                        | Ages 45-54 | 22%        | Ages 45-54 |
| 41%                        | Ages 55+   | 14%        | Ages 55+   |
| Total Panelists: 4,607,539 |            |            |            |



# Asia & Asia Pacific

## Malaysia



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 51%        | Males      |
| 50%                      | Females    | 49%        | Females    |
| 16%                      | Ages 18-24 | 30%        | Ages 18-24 |
| 16%                      | Ages 25-34 | 44%        | Ages 25-34 |
| 15%                      | Ages 35-44 | 16%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 7%         | Ages 45-54 |
| 17%                      | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 164,874 |            |            |            |

## New Zealand

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 50%                     | Males      | 36%        | Males      |
| 50%                     | Females    | 64%        | Females    |
| 9%                      | Ages 18-24 | 18%        | Ages 18-24 |
| 14%                     | Ages 25-34 | 29%        | Ages 25-34 |
| 14%                     | Ages 35-44 | 22%        | Ages 35-44 |
| 12%                     | Ages 45-54 | 15%        | Ages 45-54 |
| 29%                     | Ages 55+   | 15%        | Ages 55+   |
| Total Panelists: 66,175 |            |            |            |



## Philippines



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 50%                      | Males      | 48%        | Males      |
| 50%                      | Females    | 52%        | Females    |
| 13%                      | Ages 18-24 | 29%        | Ages 18-24 |
| 17%                      | Ages 25-34 | 45%        | Ages 25-34 |
| 24%                      | Ages 35-44 | 17%        | Ages 35-44 |
| 10%                      | Ages 45-54 | 7%         | Ages 45-54 |
| 15%                      | Ages 55+   | 2%         | Ages 55+   |
| Total Panelists: 173,669 |            |            |            |

# Asia & Asia Pacific



## Russia

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 46%                        | Males      | 51%        | Males      |
| 54%                        | Females    | 49%        | Females    |
| 8%                         | Ages 18-24 | 33%        | Ages 18-24 |
| 12%                        | Ages 25-34 | 40%        | Ages 25-34 |
| 17%                        | Ages 35-44 | 16%        | Ages 35-44 |
| 14%                        | Ages 45-54 | 6%         | Ages 45-54 |
| 42%                        | Ages 55+   | 2%         | Ages 55+   |
| Total Panelists: 2,339,866 |            |            |            |

## Singapore

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 52%                      | Males      | 52%        | Males      |
| 48%                      | Females    | 48%        | Females    |
| 9%                       | Ages 18-24 | 23%        | Ages 18-24 |
| 15%                      | Ages 25-34 | 44%        | Ages 25-34 |
| 22%                      | Ages 35-44 | 23%        | Ages 35-44 |
| 13%                      | Ages 45-54 | 7%         | Ages 45-54 |
| 32%                      | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 110,907 |            |            |            |



## South Korea

| Census                     |            | EMI Access |            |
|----------------------------|------------|------------|------------|
| 50%                        | Males      | 50%        | Males      |
| 51%                        | Females    | 50%        | Females    |
| 7%                         | Ages 18-24 | 18%        | Ages 18-24 |
| 13%                        | Ages 25-34 | 30%        | Ages 25-34 |
| 16%                        | Ages 35-44 | 29%        | Ages 35-44 |
| 17%                        | Ages 45-54 | 15%        | Ages 45-54 |
| 33%                        | Ages 55+   | 7%         | Ages 55+   |
| Total Panelists: 1,534,694 |            |            |            |



# Asia & Asia Pacific

## Taiwan



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 59%        | Males      |
| 51%                      | Females    | 41%        | Females    |
| 8%                       | Ages 18-24 | 27%        | Ages 18-24 |
| 13%                      | Ages 25-34 | 40%        | Ages 25-34 |
| 16%                      | Ages 35-44 | 20%        | Ages 35-44 |
| 17%                      | Ages 45-54 | 8%         | Ages 45-54 |
| 35%                      | Ages 55+   | 4%         | Ages 55+   |
| Total Panelists: 438,670 |            |            |            |

## Thailand

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 49%                     | Males      | 46%        | Males      |
| 51%                     | Females    | 54%        | Females    |
| 8%                      | Ages 18-24 | 32%        | Ages 18-24 |
| 16%                     | Ages 25-34 | 44%        | Ages 25-34 |
| 16%                     | Ages 35-44 | 19%        | Ages 35-44 |
| 15%                     | Ages 45-54 | 4%         | Ages 45-54 |
| 30%                     | Ages 55+   | 2%         | Ages 55+   |
| Total Panelists: 51,143 |            |            |            |



## Vietnam



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 61%        | Males      |
| 51%                      | Females    | 39%        | Females    |
| 10%                      | Ages 18-24 | 37%        | Ages 18-24 |
| 14%                      | Ages 25-34 | 46%        | Ages 25-34 |
| 16%                      | Ages 35-44 | 12%        | Ages 35-44 |
| 12%                      | Ages 45-54 | 3%         | Ages 45-54 |
| 17%                      | Ages 55+   | 1%         | Ages 55+   |
| Total Panelists: 445,664 |            |            |            |

# Middle East & Africa

EMI's growing sample coverage across the Middle East and Africa allows us to support a wide range of research needs, from broad consumer audiences to low-incidence and highly specialized targets. Whether your study requires consumers, business professionals, healthcare audiences, or other niche populations across established and emerging markets, our team combines regional reach with customized sample planning and proactive project management.



## Countries Include:

- Egypt
- Jordan
- Kuwait
- Lebanon
- Morocco
- Saudi Arabia
- South Africa
- UAE

# Middle East & Africa



## Egypt

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 51%                      | Males      | 76%        | Males      |
| 49%                      | Females    | 24%        | Females    |
| 17%                      | Ages 18-24 | 26%        | Ages 18-24 |
| 15%                      | Ages 25-34 | 34%        | Ages 25-34 |
| 9%                       | Ages 35-44 | 22%        | Ages 35-44 |
| 17%                      | Ages 45-54 | 18%        | Ages 45-54 |
| 11%                      | Ages 55+   | 0%         | Ages 55+   |
| Total Panelists: 199,941 |            |            |            |

## Saudi Arabia

| Census                  |            | EMI Access |            |
|-------------------------|------------|------------|------------|
| 61%                     | Males      | 70%        | Males      |
| 39%                     | Females    | 30%        | Females    |
| 11%                     | Ages 18-24 | 28%        | Ages 18-24 |
| 20%                     | Ages 25-34 | 42%        | Ages 25-34 |
| 21%                     | Ages 35-44 | 20%        | Ages 35-44 |
| 11%                     | Ages 45-54 | 10%        | Ages 45-54 |
| 10%                     | Ages 55+   | 0%         | Ages 55+   |
| Total Panelists: 79,315 |            |            |            |



## South Africa



| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 49%                      | Males      | 45%        | Males      |
| 51%                      | Females    | 55%        | Females    |
| 11%                      | Ages 18-24 | 19%        | Ages 18-24 |
| 17%                      | Ages 25-34 | 35%        | Ages 25-34 |
| 16%                      | Ages 35-44 | 24%        | Ages 35-44 |
| 10%                      | Ages 45-54 | 14%        | Ages 45-54 |
| 13%                      | Ages 55+   | 8%         | Ages 55+   |
| Total Panelists: 293,570 |            |            |            |

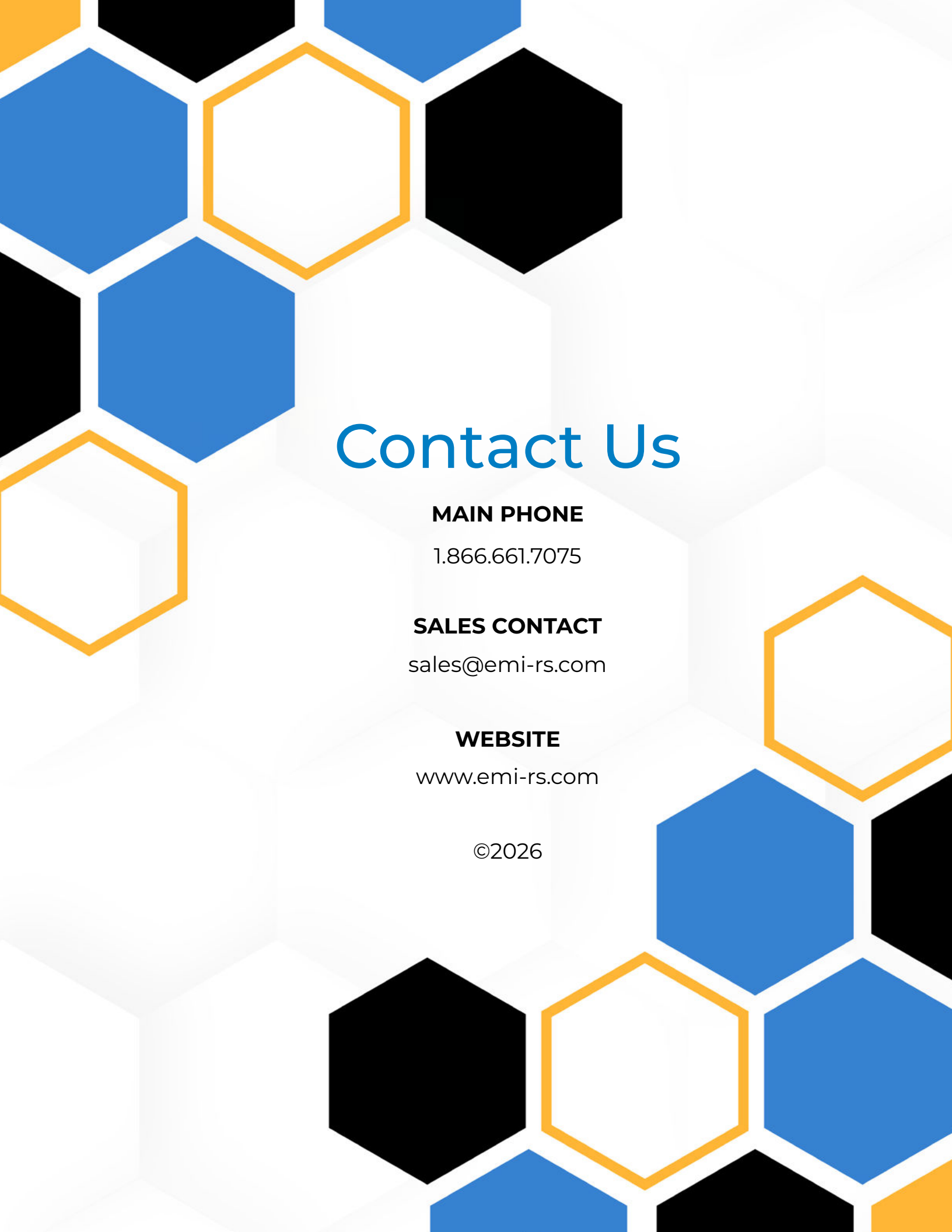


# Middle East & Africa

## UAE

| Census                   |            | EMI Access |            |
|--------------------------|------------|------------|------------|
| 64%                      | Males      | 65%        | Males      |
| 36%                      | Females    | 35%        | Females    |
| 9%                       | Ages 18-24 | 18%        | Ages 18-24 |
| 35%                      | Ages 25-34 | 47%        | Ages 25-34 |
| 25%                      | Ages 35-44 | 22%        | Ages 35-44 |
| 15%                      | Ages 45-54 | 9%         | Ages 45-54 |
| 7%                       | Ages 55+   | 3%         | Ages 55+   |
| Total Panelists: 122,720 |            |            |            |





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