

Consumer Sample Capabilities

The creativity of our clients continues to drive expansion across consumer groups worldwide. Take a glance at our targeting abilities.

GENERAL

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

HEALTH

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

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

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

TRAVEL

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

SPECIALTY PANELS

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

About EMI

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 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 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 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.

VISIT US ONLINE

EMI Research Solutions
www.emi-rs.com

VISIT US IN PERSON

8280 Montgomery Road, Suite 200
Cincinnati, Ohio 45236

DISCUSS YOUR PROJECT

Reach a member of our sales team to discuss your needs anytime.
Phone: 866-661-7075
Email: sales@emi-rs.com

