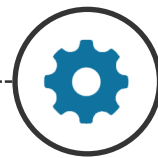


ZAMPLIA

S U R V E Y S



Zamplia Surveys is an online research community
of over 250,000 consumers, profiled against
more than 100 different profiling points.



WWW.ZAMPLIASURVEYS.COM

YOUR AUDIENCE

AT YOUR FINGERTIPS

WHAT IS ZAMPLIA SURVEYS?

Zamplia Surveys is an online research community developed for researchers by researchers. We understand the importance of profiling, segmentation and representative sample, and have developed a panel reflective of these.

HOW IS ZAMPLIA SURVEYS DIFFERENT?

We want to make sure our panelists and panel are continuously in the loop of new technology and methodologies, which means we can be more flexible than other panel offerings. In addition to ad-hoc projects, we can assist with trackers, recruit to community, app testing and much more.

MORE THAN A SAMPLE PROVIDER

Zamplia Surveys wants to be more than just a sample provider: think of us as an extension of your team. No matter what your request, we can help, including incidence tests and assistance in creating sample frames. Need a custom profile point? We can create one for you prior to study launch.

YOUR AUDIENCE

AT YOUR FINGERTIPS

THE ZAMPLIA DIFFERENCE

Zamplia Surveys is a double-opt-in panel. This means that we collect and verify the contact information on all of our panels allowing for recontact projects, data appends and a variety of recruit to qualitative methods.

Every project is assigned a dedicated project manager that will oversee your survey every step of the way.

Our project managers are seasoned research experts and can provide you with valuable insights about online sampling methodology.

Our panelists only receive cash incentives for participation. Panelists who are compensated fairly for participation are more likely to provide quality responses.

ASSOCIATIONS

Zamplia Surveys prides itself on quality and is a member of the following associations:



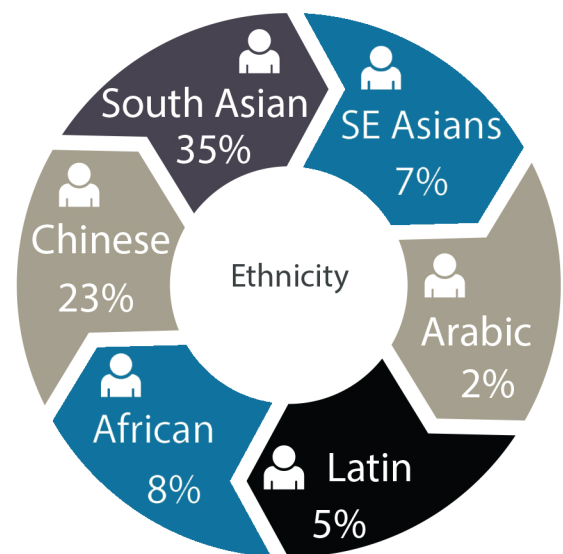
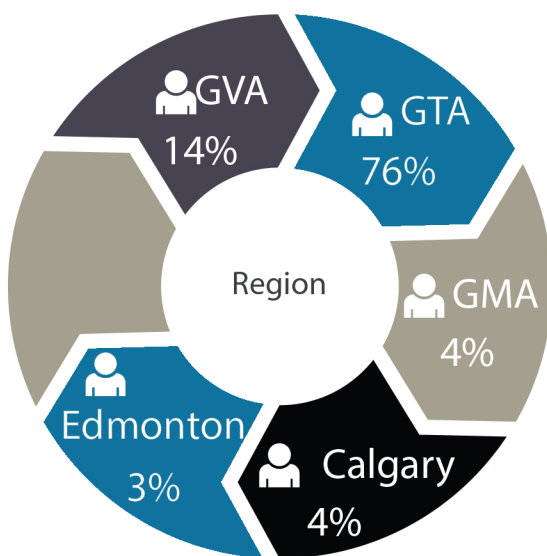
YOUR AUDIENCE

AT YOUR FINGERTIPS



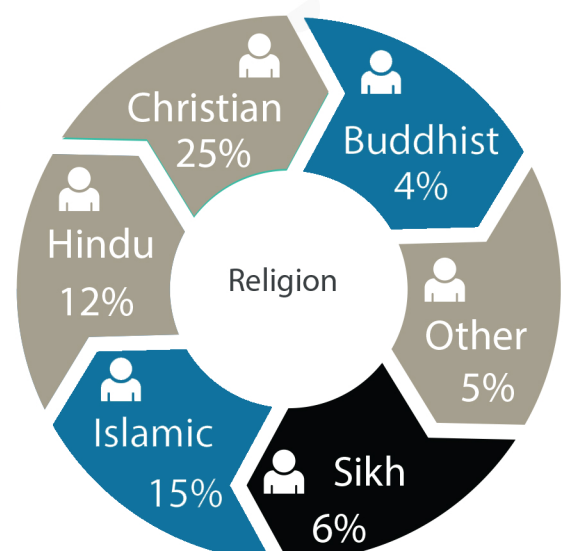
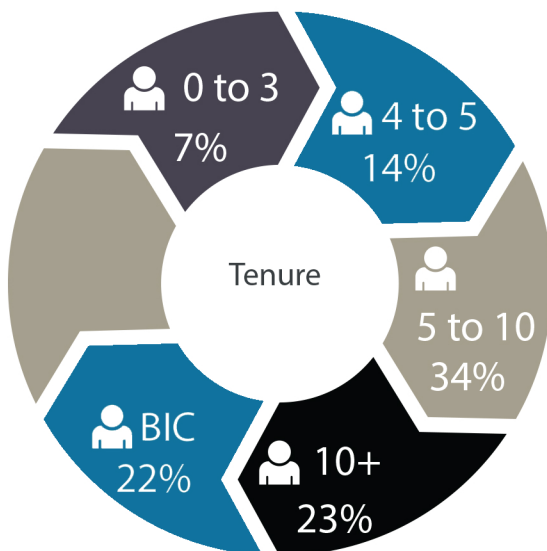
WHAT DOES EVA LOOK LIKE?

Ethnic Voice Accord has over 30,000 members. Some of the key metrics include:



Additional EVA profiling points:

Age
Gender
Region
Income
Education
Employment
Grocery Shopper
Relationship
Age of Children
Banking
Telecom



EVA EXPRESS

EVA Express is a quarterly ethnic omnibus with a sample comprised of South Asian and Chinese newcomers to Canada in Vancouver and Toronto. Pricing is based on a per question basis and includes extensive demographic information.

ZAMPLIA SURVEYS

PROFILE POINTS



Household Composition

- Age
- Ethnicity
- Marital Status
- Political Party Affiliation
- Sexual Orientation
- Pet Ownership
- Age of Children in Household
- Gender of Children in Household
- Household Income
- Household Education Levels
- Number of People in the Household
- Early Adopter of New Technology
- Children Under The Age of 18
- Primary Decision Maker
- Language Spoken
- Religious Identification



Car Ownership

- Car Type Owned
- Make of Car Owned
- Model of Car Owned
- Motorcycle / ATV Ownership
- Auto Decision Maker
- Auto Own/ Lease
- Year of Auto
- Year Vehicle Purchased
- Used or New Vehicle Purchase



Travel

- Domestic Travel Personal
- Domestic Travel Business
- International Travel Personal
- International Travel Business
- Countries Travelled To
- Airlines Flown
- Hotel Chains Stayed At



Tobacco & Alcohol

- Types of Alcohol Consumed
- Brands of Alcohol Consumed
- Types of Tobacco Consumed
- Brands of Tobacco Consumed



Financial

- Type of Credit Card Owned
- Financial Institution Used
- Business / Personal Credit Card
- Financial Products Used



Online Usage

- Social Media Used
- Online Banking Used
- Websites Used
- Online Consumption



Hobbies & Interests

- Hobbies & Interests
- Sports Played
- Gambling Frequency
- How Many Hours a Week Active
- Type of Gambling Participated In
- Sports Watched



Telecommunications

- Mobile Phone Carrier
- Type of Mobile Phone Owned
- Do They Own a Smartphone?
- Internet Provider
- Type of Internet Owned
- Number of Hours Listening to Radio
- Types of Publications Read

ZAMPLIA SURVEYS

PROFILE POINTS



Area of Employment

- Industry of Work
- Frequency of Working From Home
- Job Title
- Level of Responsibility
- Number of Employees at Company
- Number of Direct Reports
- Company Revenue
- Products / Services Sold
- IT Decision Making Level
- HR Decision Making Level
- Purchase Decision Making Level
- Government Employee
- Educational Institution Employee



Ailments

- | | |
|-----------------------|----------------------------|
| - Acid Reflux | - Gum Problems |
| - ADHD | - Hearing Difficulty |
| - Allergies | - Heart Disease |
| - Alzheimers | - High Blood Pressure |
| - Angina | - High Cholesterol |
| - Asthma | - Hyperthyroidism |
| - Back Pain | - Insomnia |
| - Bladder Control | - Irritable Bowel Syndrome |
| - Bronchitis | - Migraines |
| - Cancer | - Multiple Sclerosis |
| - Clinical Depression | - Nasal Allergies |
| - COPD | - Obesity |
| - Diabetes | - Osteoarthritis |
| - Emphysema | - Osteoporosis |
| - Epilepsy | - Other Allergies |
| - ED | - Oxygen Users |
| - Frequent Headaches | - Parkinsons Disease |
| - Frequent Heartburn | - Prostate Problems |
| - Gastritis | - Psoriasis |
| - GERD | - Rheumatoid Arthritis |
| - Glaucoma | - Sinuses |

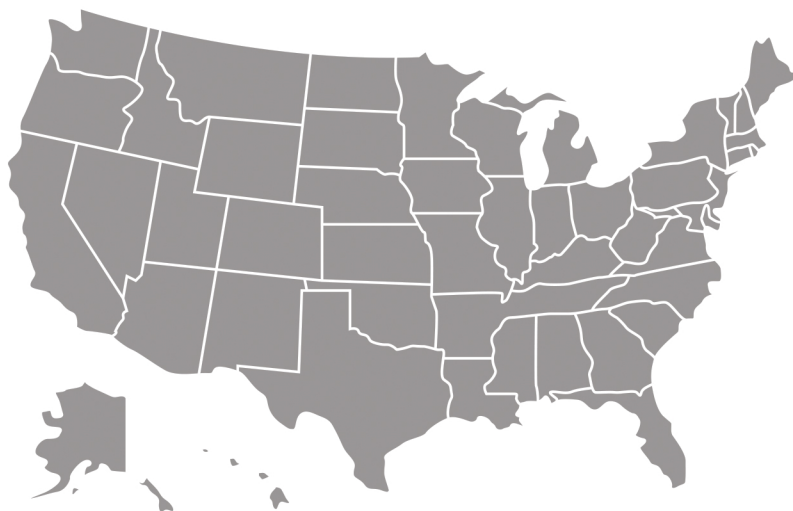


Retail Purchases

- Video Game Ownership
- VR Ownership
- Home Automation Ownership
- Smartphone Ownership
- Cable Subscriber
- Streaming Service Subscriber
- Current Retailers Shopped At
- Personal Care Items Purchased
- Fast Food Consumption
- Fast Food Restaurants Visited
- Beverages Consumed in Past Week
- How Often Do You Attend the Movies
- Kinds of Movies Watched
- Frequency of Downloading Movies
- DVD/Blu-Ray Purchases
- Electronic Products Owned
- Types of Video Games Played
- Number of Hours Playing Games
- Devices Used to Play Games
- Number of Games Purchased Monthly
- Appliances Owned
- Appliance Purchase Intention
- Groceries Purchased In The Past Month
- Medicine Purchased In The Past Month
- Major Purchases Planned
- Level of Monthly Spending
- Stores Shopped At
- Loyalty Program Membership

ZAMPLIA SURVEYS

KEY METRICS BY COUNTRY

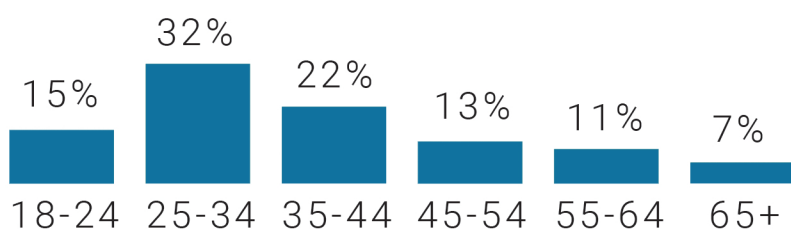


5.1M UNITED STATES



45% of LOOP Survey panelists are Male vs. 55% Female.

Age of Respondents



Census Population Size:
325,365,189

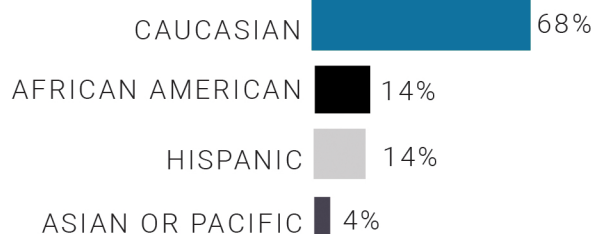
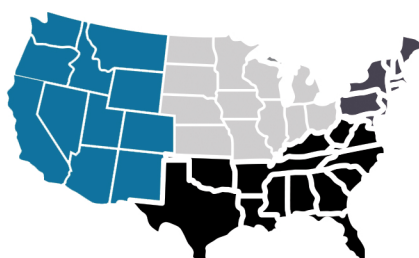
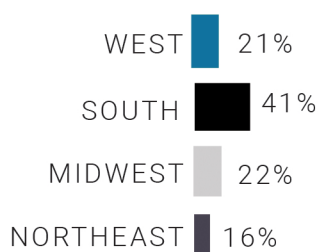
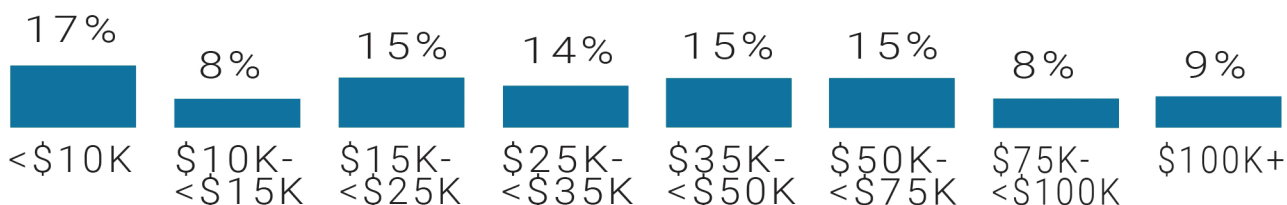


Internet Penetration Rate:
88%



Smartphone Penetration Rate:
72%

Annual Household Income



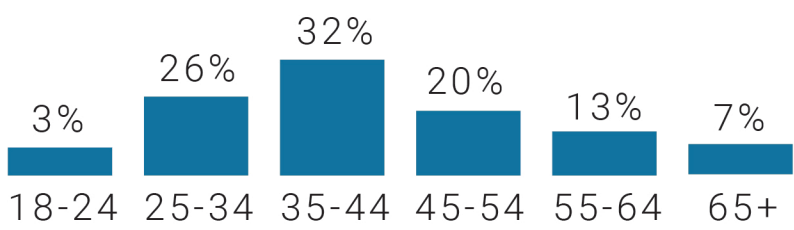



624,774 CANADA




45% of LOOP Survey panelists are Male vs. 55% Female.

Age of Respondents






Census Population Size:
34,568,212



Internet Penetration Rate:
96%



Smartphone Penetration Rate:
74%

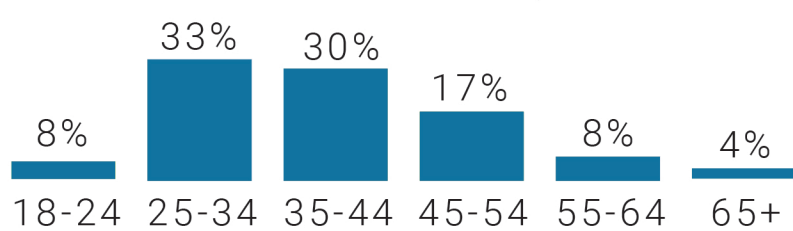



330,822 MEXICO




56% of LOOP Survey panelists are Male vs. 44% Female.

Age of Respondents






Census Population Size:
131,754,685



Internet Penetration Rate:
48%



Smartphone Penetration Rate:
70%

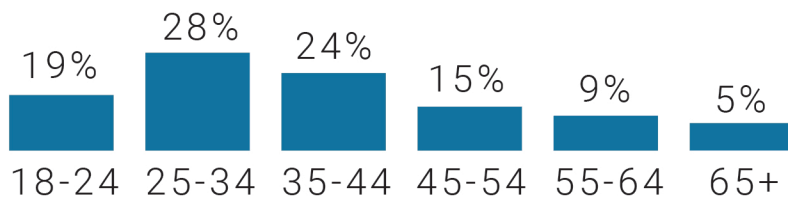


985,494 UK



40% of LOOP Survey panelists are Male vs. 60% Female.

Age of Respondents



Census Population Size:
63,887,998



Internet Penetration Rate:
91%



Smartphone Penetration Rate:
75%

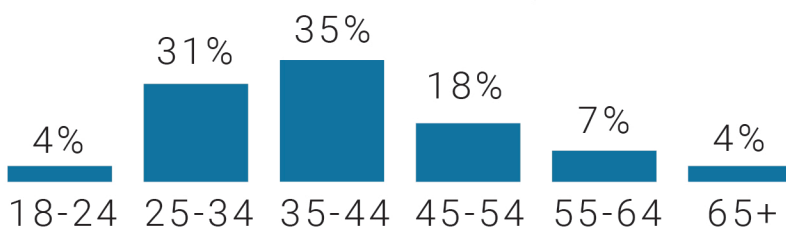


424,538 FRANCE



22% of LOOP Survey panelists are Male vs. 78% Female.

Age of Respondents



Census Population Size:
65,633,195



Internet Penetration Rate:
84%



Smartphone Penetration Rate:
65%

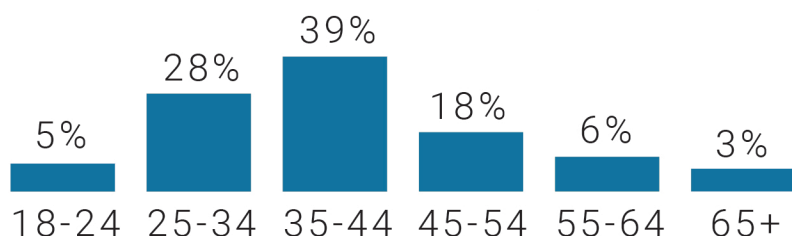


671,730 SPAIN



47% of LOOP Survey panelists are Male vs. 53% Female.

Age of Respondents



Census Population Size:
46,704,309



Internet Penetration Rate:
68%



Smartphone Penetration Rate:
82%

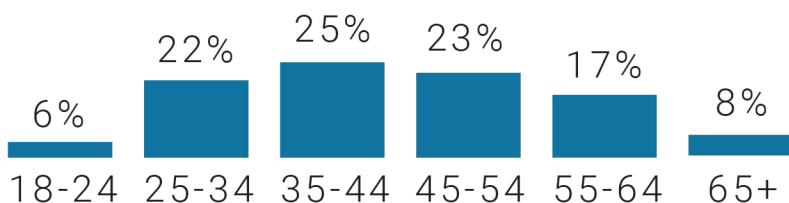


391,672 GERMANY



47% of LOOP Survey panelists are Male vs. 53% Female.

Age of Respondents



Census Population Size:
82,020,579



Internet Penetration Rate:
89%



Smartphone Penetration Rate:
69%

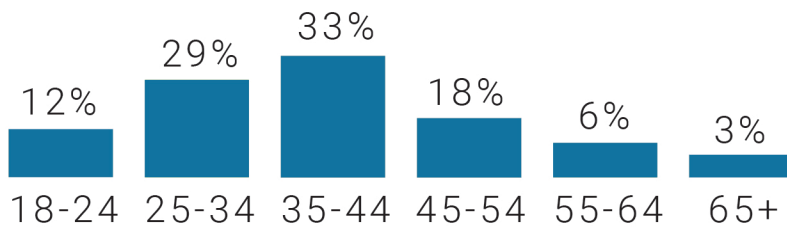


613,538 ITALY



53% of LOOP Survey panelists are Male vs. 47% Female.

Age of Respondents



Census Population Size:
59,685,228



Internet Penetration Rate:
60%



Smartphone Penetration Rate:
78%

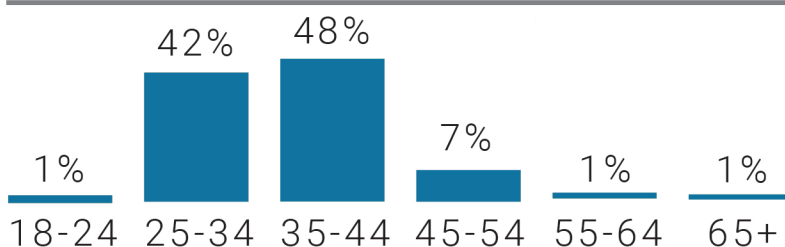


525,430 CHINA



73% of LOOP Survey panelists are Male vs. 27% Female.

Age of Respondents



Census Population Size:
1,349,585,839



Internet Penetration Rate:
48%



Smartphone Penetration Rate:
80%

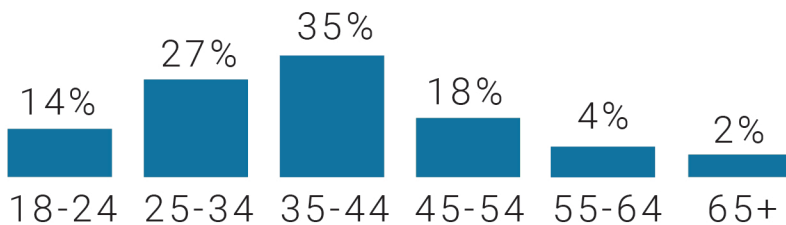


1.4M JAPAN



52% of LOOP Survey panelists are Male vs. 45% Female.

Age of Respondents



Census Population Size:
126,964,957



Internet Penetration Rate:
91%



Smartphone Penetration Rate:
46%

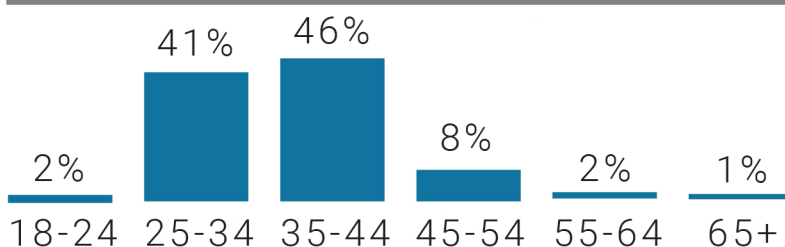


563,472 S. KOREA



71% of LOOP Survey panelists are Male vs. 46% Female.

Age of Respondents



Census Population Size:
51,280,613



Internet Penetration Rate:
84%



Smartphone Penetration Rate:
80%

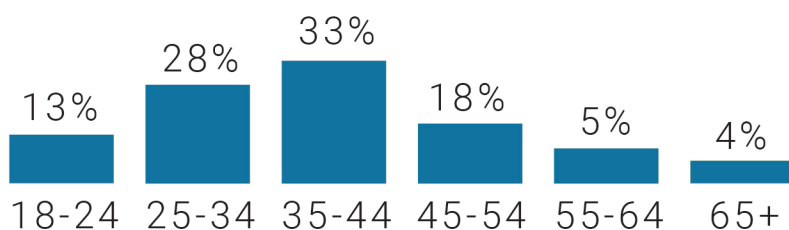


340,402 AUSTRALIA



32% of LOOP Survey panelists are Male vs. 68% Female.

Age of Respondents



Census Population Size:
24,983,068



Internet Penetration Rate:
79%



Smartphone Penetration Rate:
84%

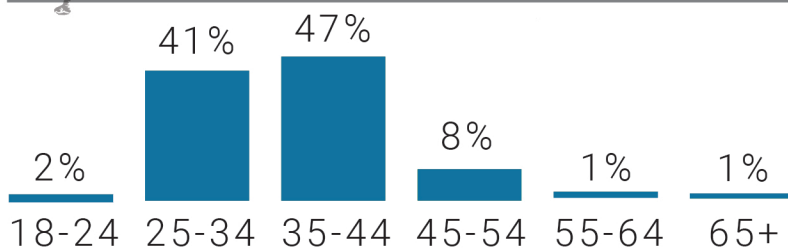


65,712 NEW ZEALAND



54% of LOOP Survey panelists are Male vs. 46% Female.

Age of Respondents



Census Population Size:
4,778,142



Internet Penetration Rate:
86%



Smartphone Penetration Rate:
73%

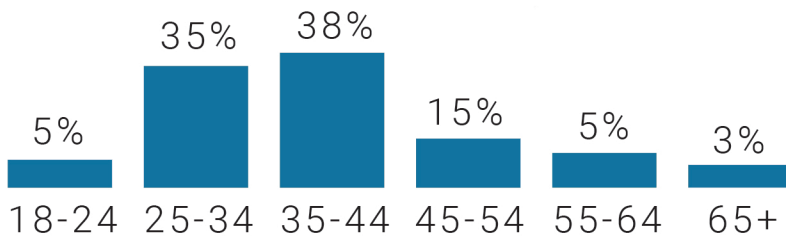


397,386 BRAZIL



55% of LOOP Survey panelists are Male vs. 45% Female.

Age of Respondents



Census Population Size:
201,009,623



Internet Penetration Rate:
65%



Smartphone Penetration Rate:
63%

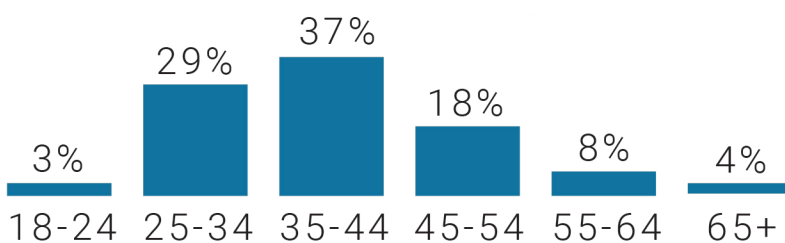


266,500 ARGENTINA



54% of LOOP Survey panelists are Male vs. 46% Female.

Age of Respondents



Census Population Size:
42,610,992



Internet Penetration Rate:
76%



Smartphone Penetration Rate:
68%

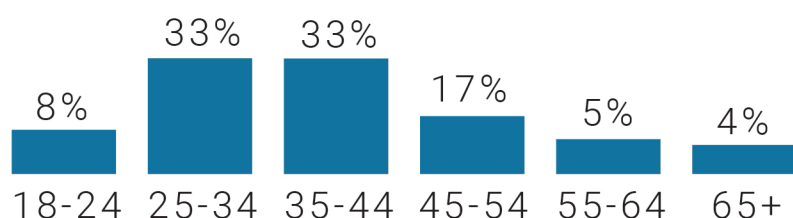


239,026 COLOMBIA



51% of LOOP Survey panelists are Male vs. 49% Female.

Age of Respondents



Census Population Size:
45,745,784



Internet Penetration Rate:
61%



Smartphone Penetration Rate:
39%

Don't See What You're Looking For?

We're always adding new countries and data points to our panel. If you have a specific request that isn't covered by what you see in this panel book, chances are we may have a solution for you.

Be sure to also ask about our offline data collection options including CATI, and in person interviewing.



Zamplia can help you on your next project.

✉ info@zampliasurveys.com

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