



# Austria

## Online Panel Profile

The following is a small selection of the extensive profile information we hold on our panellists.

We have also screened on a range of other subjects. Ask your Research Now contact for information on additional samples available.

### Account details

- Reward choice
- E-mail address
- Password
- Gender
- Date of birth
- Title
- First name
- Surname
- Address
- Postal code

### Occupation

- Employed full-time
- Employed part-time
- Self-employed
- Housewife/Husband
- Retired
- Student
- Unemployed
- Doing voluntary work

### Occupational category

- Supervisory or clerical junior/ Managerial professional/ Administrative
- Skilled manual work
- Semi or unskilled manual work
- Intermediate managerial/ Professional administrative
- Higher managerial professional/ Administrative
- Other

### Sector

- Construction
- Consultancy
- Mining/Extraction
- Education
- Army
- Printing
- Retail/wholesale
- Financial services
- Healthcare
- Property
- Engineering
- Internet/Web development
- IT/Computers/Data processing
- Communications technology
- Agriculture/Fishing
- Market research

- Media
- Medicine
- Public service
- Pharmaceuticals/Chemicals
- Public relations
- Law
- Travel/Tourism
- Religious/Charitable organization
- Restaurant/Hotel/catering
- Social services
- Telephone sales/Marketing
- Telecommunications
- Transport
- Entertainment/Leisure/ Recreation
- Manufacturing
- Publishing
- Utilities (gas, water, electricity)
- Advertising/Marketing
- Other

### Region

- Burgenland
- Kärnten
- Niederösterreich
- Oberösterreich
- Salzburg
- Steiermark
- Tirol
- Vorarlberg
- Wien

### Marital status

- Single
- Married
- Living together
- Divorced
- Widowed
- Separated
- Living with parents

### Size of household

- 1/2/3/4/5 or more

### Chief wage earner

### Responsibility for

- Weekly grocery shopping
- Financial decisions
- Decisions relating to car purchase
- None of the above

### Presence and age of children

### Annual household income

- under €20,000
- €20,000 to €24,999
- €25,000 to €29,999
- €30,000 to €34,999
- €35,000 to €39,999
- €40,000 to €44,999
- €45,000 to €49,999
- €50,000 to €54,999
- €55,000 to €59,999
- €60,000 to €64,999
- €65,000 to €70,000
- More than €70,000

### Level of education

- No qualification
- General secondary school
- Academic secondary school
- Poly-technical school
- Professional training
- University of Applied Science
- University

### Home

- Owned
- Rented

### Car ownership

- Yes: owned
- Yes: leased company car
- Yes: other
- No

### Type of car

- 2-door coupe/Convertible/ Roadster
- 3-door hatchback
- 4-door saloon
- 5-door hatchback

### Make and model of car, including:

- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Bugatti
- Buick
- Chevrolet
- Chrysler
- Citroen
- Daihatsu
- Dodge
- Ferrari
- Fiat
- Ford
- Honda
- Hyundai
- Isuzu
- Jaguar
- Jeep
- Kia
- Lada
- Lancia
- Land Rover
- Lexus
- Lotus
- Maserati
- Mazda
- Mercedes
- MG
- Mini
- Mitsubishi
- Morgan
- Nissan
- Opel
- Peugeot
- Pontiac
- Porsche
- Proton
- Renault
- Rolls Royce
- Rover
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Toyota

- TVR
- Volvo
- Other

### Intention to change car in next year

### Type of pets owned

- Cat
- Dog
- Fish
- Bird
- Small mammal (rabbit, guinea pig, mouse, rat, gerbil, etc.)
- Reptiles
- Horse
- Other

### Technology owned

- Games console (X-Box, Playstation, etc.)
- PDA
- iPod
- Plasma/LCD/HD TV
- Videocamera/Camcorder
- Digital camera
- DVD player on PC/Laptop
- DVD player (not on PC/Laptop)
- Home PC
- Laptop
- Terrestrial television
- Satellite/Cable television
- Digital television
- Premiere
- Home network/Wireless LAN

### Travel habits

- Business travellers
- Leisure travellers

### Hot topics

The 'Hot Topics' section of our registration questionnaire includes questions on current projects for sampling purposes. These can be added at short notice.

Contact us for further information on any aspect of Online Data Collection or Panels :

New York San Francisco Chicago Los Angeles Dallas Toronto

T +1 (212) 984 0645 | T +1 (415) 392 4300 | T +1 (312) 239 1349 | T +1 (213) 223 2025 | T +1 (972) 764 3311 | T +1 (800) 599 7938 | quote@researchnow-usa.com | www.researchnow-usa.com



## Bank of main current account

- Banco Santander
- Bank Austria
- Bank für Kärnten und Steiermark
- Bankgesellschaft Berlin AG
- Barclays Bank
- Basler Kantonalbank
- Berliner Bank
- BAWAG
- CC-Bank
- Citibank
- comdirect
- Commerzbank
- Creditanstalt (Österreich)
- CreditPlus Bank AG
- DaimlerChrysler Bank
- DekaBank
- Deutsche Bank AG
- DiBa Dresden Bank AG
- easybank
- Erste Bank (österreich. Sparkassen AG)
- Hanseatic Bank
- HSBC
- HypoVereinsbank
- Landesbank
- Luzerner Regiobank AG
- Netbank AG
- Norisbank
- Oberbank
- Postbank
- Raiffeisenbanken (Österreich)
- ReiseBank
- SEB Bank AG (ehemals BFG Bank)
- SPARDA Bank
- Sparkasse Vereins- und Westbank Volksbank
- Other

## Length that main current account has been held for

- Less than 6 months
- 6 months to 1 year
- Between 1 & 2 years
- Between 3 & 5 years
- Between 6 & 10 years
- Between 11 & 15 years
- Between 16 & 20 years
- More than 20 years
- Can't say

## Financial products with main current account provider (own name and jointly)

- Current account
- Credit card(s)
- Savings account
- Personal loan
- Mortgage
- Shares/Options
- Car insurance
- Life assurance
- Buildings/Contents insurance
- Other insurance products

### Also available:

Financial products with other providers

## Other banking channels used in the last 12 months

- ATM
- Branch
- Online
- Mobile phone (WAP/SMS)
- Post

## Nature of relationship with account provider

- Bank tends to take existing customers for granted and only offers better terms and rates to new customers
- Doesn't take existing customers for granted and tries to increase customer satisfaction

## Relationship depth

- Very close
- Quite close
- Quite distant
- Very distant
- Something else (please describe)

## Loyalty to bank

- Very loyal
- Loyal
- Not loyal
- Don't know

## Telecom – Devices and Services

- Mobile phone
- Home landline
- Dialup internet access
- ISDN internet access
- DSL/ADSL internet access
- WLAN internet access
- Flat rate

## Manufacturer and model of mobile phone, including:

- Alcatel
- Blackberry
- Ericsson
- Handspring
- LG
- MDA
- Motorola
- NEC
- Nokia
- O2
- Option
- Orange
- Panasonic
- Philips
- Sagem
- Samsung
- Sharp
- Siemens
- Sony Ericsson
- Trium
- Three

## Network, including:

- T-Mobile
- A1
- tele.ring
- one
- 3
- Other

## Prepay or contract

## Bill payer

- Me
- My employer
- A family member
- Other

## Monthly mobile bill

- Under €5
- €5 - €10
- €11 - €20
- €21 - €30
- €31 - €50
- €51 - €75
- €76 - €100
- €101 - €150
- €151 - €200
- €201 - €300
- Over €300
- Do not know

## Use of mobile services

- SMS/Text messaging
- Information services (e.g. news alerts)
- Downloadable ring tones
- WAP services (e.g. Vodafone Live!)
- Photo messaging
- Downloadable games
- Mobile email
- Music downloads/Streaming
- Mobile gambling
- Video talk
- Video downloads/Streaming
- Other

## Mobile number

## Household telephone provider

- Telekom Austria
- Tele2
- Amiga
- UPC Telekabel
- Other

## Date of start of internet use

- 2008
- 2007
- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000
- 1999
- 1998
- 1997
- 1996
- 1995 or before

## Frequency of internet use

- Several times a day
- Roughly every day
- Several times a week but less than every day
- About once a week
- At least once a month but less than once a week
- Less than once a month

## Shop or search online about

- Books
- CDs/DVDs/Videos
- Flights/Train tickets/Car hire/Holidays
- Computer games
- Groceries
- DIY/Gardening
- Clothes
- Health/Beauty products
- Financial services (e.g. motoring insurance, loans)
- Recruitment/Job sites
- Government services

## Consumer healthcare diagnosed conditions

- Allergies
- Athlete's foot
- Bladder problems (bladder infection, thrush, etc.)
- Bowel disease (colitis, irritable bowel syndrome, etc.)
- Cancer
- Lung disease
- Mental illness (anorexia, depression, stress, etc.)
- Diabetes
- Impotence
- Fungal nail infection
- Stomach disorder (ulcer, diarrhoea, etc.)
- Heart disease
- Hypertension
- High cholesterol
- Headaches or migraine
- Infertility
- Menopausal symptoms
- Menstrual pain
- Obesity
- Osteoporosis
- Eye problems (glaucoma, short/long sightedness, etc.)
- Skin problems
- Sexually transmitted diseases
- None of the above/Rather not say

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