



Brazil 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
- Postcode
- Telephone number
- Mobile number

Occupational group

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

People with specific company roles

- Chairman / Board member
- Company owner / Founder / Partner
- Chief executive / President
- CFO / Treasurer / Controller
- CIO / CTO
- Senior vice president
- Vice president
- Managing director / General manager
- Department head / Director
- Senior manager / Senior associate
- Manager / Associate
- Assistant VP
- Assistant director / Assistant manager
- Supervisor
- Tradesman / Technical specialist
- Other office/non-manual position (non-managerial)
- Other (please specify)

Industrial sectors

- IT
- Human resources/Recruitment

- Healthcare
- Finance

Plus others on request

Region

- Acre
- Alagoas
- Amapá
- Amazonas
- Bahia
- Brasília - Distrito Federal
- Ceará
- Espírito Santo
- Goiás
- Maranhão
- Mato Grosso
- Mato Grosso do Sul
- Minas Gerais
- Pará
- Paraíba
- Paraná
- Pernambuco
- Piauí
- Rio de Janeiro
- Rio Grande do Norte
- Rio Grande do Sul
- Rondônia
- Roraima
- Santa Catarina
- São Paulo
- Sergipe
- Tocantins

Marital Status

- Single
- Married/Living with partner
- Divorced/Widowed

Children

- Number
- Sex
- Date of birth

Size of household

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

Ethnicity

- Branco (europeu)
- Negro (africano)
- Latino/Hispanico
- Asiático
- Oriente-Médio

- Multiracial
- Prefiro não informar

Chief wage earner

Responsibility for

- Sole responsibility
- Equal responsibility
- Some responsibility
- No responsibility
- Grocery shopping
- Household finances/Services (utilities, bank, insurance)
- Car purchase
- IT/ Consumer electronics purchases
- Travel
- TV service provider

Presence and age of children

Annual household income

- Under R\$2,000
- R\$2,000 to R\$5,000
- R\$5,001 to R\$10,000
- R\$10,001 to R\$20,000
- R\$20,001 to R\$30,000
- R\$30,001 to R\$40,000
- R\$40,001 to R\$50,000
- R\$50,001 to R\$60,000
- R\$60,001 to R\$70,000
- R\$70,001 to R\$80,000
- R\$80,001 to R\$90,000
- R\$90,001 to R\$100,000
- R\$100,001 to R\$150,000
- R\$150,001 to R\$200,000
- Over R\$200,000

Can also profile by Monthly net income

Level of education

- Ensino Fundamental
- Ensino Médio
- Ensino Superior
- Mestrado
- Doutorado

Technology owned

- Games console

- (X-box, Sony Playstation, etc.)
- PDA (Palm, etc.)
- Plasma/LCD/HD TV
- Videocamera / Camcorder
- Digital camera
- DVD recorder
- Home PC
- Home network/Wireless LAN

Bank of main current account

- Banco ABC Brasil
- Banco Alfa de Investimento
- Banco América do Sul
- Banco Bandeirantes
- Banco BBA-Creditanstalt
- Banco BMC
- Banco BNL do Brasil
- Banco Bonsucesso
- Banco Boreal S.A.
- Banco Bradesco
- Banco BVA
- Banco CCF Brasil S.A.
- Banco Cidade
- Banco Credibel
- Banco Cruzeiro do Sul
- Banco de Brasília
- Banco de Crédito de São Paulo
- Banco de Crédito Nacional - BCN
- Banco Dibens S.A.
- Banco do Brasil
- Banco Fibra
- Banco Ficrisa Axelrud
- Banco Ficsa S/A
- Banco Hexabanco S.A.
- Banco HSBC
- Banco Icatu
- Banco Indusval Multistock
- Banco Internacional do Funchal
- Banco Itaú
- Banco Mercantil do Brasil
- Banco Panamericano
- Banco Prime
- Banco Real ABN AMRO Bank
- Banco Rendimento
- Banco Rural
- Banco Safra
- Banco Santnder
- Banco Sofisa
- Banco Sudameris Brasil

- Banespa
- BankBoston
- Banpara
- BBV Brasil
- Caixa Economica Federal
- Citibank
- Deutsche Bank
- Equal Trust
- Grupo Banco Espirito Santo
- Lloyds Bank Brasil
- Unibanco

Also available Bank of any other accounts (including those held jointly)

Online banking services

- Home banking
- Online shares

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

- Saving / Checking account(s)
- Credit card(s)
- Personal loan
- Mortgage
- Home buildings and/Or contents insurance
- Car insurance
- Life insurance
- CD (certificate of deposit)
- Mutual Fund
- Bonds (corporate, treasury, municipal, etc.)
- Stocks (common or preferred)
- Partnership interest
- Defined Benefit Plan (Cash Balance Plan, etc.)
- Simplified Employee Pension Plan (SEP)
- None of these

Also available Financial products with other providers

Insurance companies

- Porto Seguro
- Bradesco Seguros
- Itau Seguros

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

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- Finasa Seguros
- Sul America
- Unibanco Seguros
- Maritima
- Indiana
- Mapfre Vera Cruz Vida e Previdência
- Caixa Seguros
- Banco do Brasil Seguros
- A & F Seguros
- Ágape Corretora de Seguros
- Avicena
- Bluelife
- Interclínicas
- Casagrande Corretora de Seguros
- Miral e Planiter
- Lex Corretora de Seguros
- Nilso Sales Seguros
- Status Nacional
- Paulista Seguros
- Finabank
- Other insurance companies
- Don't have any insurance policies

Telecom - devices and services

- Mobile phone
- Landline
- Narrowband internet access at home
- Broadband internet access at home
- Narrowband internet access at work/College
- Broadband internet access at work/College
- VOIP (Voice over IP)

Manufacture and model of mobile phone, including:

- Aiko
- BenQ
- Benq-Siemens
- Blackberry
- Gradiente
- Kyocera
- LG
- Motorola
- Nokia
- Palm
- Panasonic
- Samsung
- Siemens
- Sony Ericsson

Network, including:

- Tim
- Claro
- Oi
- Vivo
- Brasil Telecom
- Telemig celular
- Amazonia Celular
- Other

Prepay or contract Bill payer

- Me
- My employer
- A family member
- Other

Mobile number

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

- Buy books
- Buy CDs/DVDs/Videos
- Download music
- Buy clothes
- Check cinema / Theater listings
- Buy flights/Train tickets/Car rental/Vacations
- Grocery shopping
- Buy health and beauty products
- Play computer games
- Research family history
- Search for jobs
- Play poker
- Bet on sports events
- Other gambling
- Read online versions of newspaper
- None of these

Supermarkets

- Carrefour
- Pão de Acucar
- Empório Santa Luzia
- Extra
- Sendas
- Sé Supermercados
- Makro
- Bom Preço
- Dia
- Wall Mart
- Sam's Club
- Angeloni
- Big Hipermercados
- Compre Bem
- Other

Restaurants/Fast food

- Burger King
- McDonalds
- Bob's
- Habib's
- Mister Sheik
- KFC
- Other Fast Food
- Bon Grilê
- Dominos
- Pizza Hut
- Livorno
- China in Box
- Lig-Lig
- Spolleteo
- Vivenda do Camarão
- Outback
- Fogo de Chão
- Bovinos
- Other churrascaria
- Fran's Café
- Casa do Pão de Queijo
- None of these

Alcoholic drinks

- Cerveja
- Caipirinha
- Cocktéis
- Smirnoff Ice
- Tequila
- Vinho
- Gin
- Cachaça
- Vodka
- Rum
- Whiskey
- Licores
- None of these

Company size

- Work alone
- 2-5 employees
- 6-10 employees
- 11-50 employees
- 51-100 employees
- 101-250 employees
- 251-500 employees
- 501-1,000 employees
- 1,001-5,000 employees
- 5,001-10,000 employees
- More than 10,000 employees
- Do not know

B2B turnover

- Under R\$500,000
- R\$ 500,000 to R\$1 millions
- R\$1.01 to R\$2 millions
- R\$2.01 to R\$5 millions
- R\$5.01 to R\$10 millions
- R\$10.01 to R\$50 millions
- R\$50.01 to R\$100 millions
- R\$100.01 to R\$500 millions
- Over R\$500 millions
- Do not know

B2B trips

- Domestic
- International /Overseas

Hotels

- Accor Hotels Brazil
- Best Western
- Blue Tree Hotels
- Caesar Park Hotels & Resorts
- Hilton Hotels
- Holiday Inn
- Hotéis Transamérica
- Hyatt Hotels
- Ibis Hotels
- Marriott Hotels
- Plaza Inn
- Sheraton Hotels & Resorts
- Sofitel
- Solemar Hotéis
- Other
- None

Domestic airlines

- BRA
- GOL
- Ocean Air
- Rio Sul Linhas Aereas
- TAM
- Varig
- Other
- None

International airlines

- Aerolíneas Argentinas
- Air Canada
- Air France
- Air India
- Air Madrid Brasil
- Alitalia
- American Airlines
- British Airways
- China Airlines
- Continental
- Delta
- GOL
- Iberia Airlines
- Japan Airlines JAL
- KLM Royal Dutch
- LAN Chile
- Lufthansa
- SAS Scandinavian
- Singapore Airlines
- Southwest Airlines
- Spanair
- SWIS
- TAM
- TAP
- United Airlines
- US Airways / America West
- Other
- None

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