

China 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
- E-mail address
- Gender
- Date of birth
- Title
- First name
- Surname
- Address
- Postcode
- Telephone number
- Mobile number

Occupation

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

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

People with specific company roles

- Company owner/Founder
- Partner
- Board director
- Senior manager
- Middle manager/Department manager
- Junior manager/Supervisor/ Team leader
- Professional staff (e.g. accountant)
- Technical staff (non-managerial)
- Sales representative (non-managerial)
- Other non-managerial

Sector

- IT
- Human resources/Recruitment
- Healthcare
- Finance
- Plus others on request including profile by medical practitioner

Company size

- Work alone
- Small company (2 -249 employees)
- Medium companies (250-999 employees)
- Large companies (1,000 + employees)

Company annual turnover

- Under RMB 8.5 million
- RMB 8.5m - RMB 16m
- RMB 16.01m - RMB 40m
- RMB 40.01m - RMB 83m
- RMB 83.01m - RMB 400m
- RMB 400m - RMB 800m
- RMB 800m - RMB 4100m
- Over RMB 4100m

Region (Mainland China)

- Beijing
- Tianjin
- Hebei
- Shanxi
- Neimenggu
- Liaoning
- Jilin
- Heilongjiang
- Shanghai
- Jiangsu
- Zhejiang
- Anhui
- Fujian
- Jiangxi
- Shandong
- Henan
- Hubei
- Hunan
- Guangdong
- Guangxi
- Hainan
- Chongqing
- Sichuan
- Guizhou
- Yunnan

- Xizang
- Shanxi
- Gansu
- Qinghai
- Ningxia
- Xinjiang
- Not in China

Marital status

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

Size of household

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

Chief wage earner

- Weekly grocery shopping
- Financial decisions
- Decisions relating to car purchase
- Decisions relating to travel plans
- Decisions relating to television service provision
- IT & household electronic equipment
- None of the above

Presence, gender and age of children

- Annual household income
- Under RMB 10,000
- RMB 10,000 to RMB 19,999
- RMB 20,000 to RMB 29,999
- RMB 30,000 to RMB 39,999
- RMB 40,000 to RMB 49,999
- RMB 50,000 to RMB 59,999
- RMB 60,000 to RMB 69,999
- RMB 70,000 to RMB 79,999
- RMB 80,000 to RMB 89,999
- RMB 90,000 to RMB 99,999
- Over RMB 100,000
- Would rather not say

Can also profile by Individual income

Level of education

- Secondary education
- College education
- Undergraduate degree or equivalent
- Postgraduate degree or equivalent
- Professional qualification

Technology owned

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

Travel habits

- Business travellers
- Leisure travellers

Hotel groups stayed in over the last 12 months

- Shangri-La Hotels and Resorts
- Holiday Inn
- Peninsula Hotels
- Sheraton Hotels & Resorts
- Hilton Hotels
- Gloria Hotels
- Hojo China
- New Century International Hotels
- Marriott Hotels
- Harbour-plaza Hotels and Resorts
- InterContinental Hotels
- Best Western
- Hyatt Hotels
- Days Inn
- JinJiang Hotel
- Other

Preferred airlines for international and domestic business travel

- China Airlines
- China Southern Airlines
- China Eastern Airlines
- China Eastern Xi bei Airlines
- China Southwest Airlines

- China Northern Airlines
- Xiamen Airlines
- Xinhua Airlines
- Hainan Airlines
- Shandong Airlines
- Yunnan Airlines
- Shenzhen Airlines
- Xinjiang Airlines
- Singapore Airlines
- Emirates Airlines
- Cathay Pacific
- Qantas
- Thai Airways
- British Airways
- Virgin Atlantic
- Qatar Airways
- Malaysia Airlines
- Continental Airlines
- United Airlines
- Northwest Airlines
- American Airlines
- Japan Airlines JAL
- ANA All Nippon
- Lufthansa
- Air Canada
- Dragon Air
- Air France
- KLM Royal Dutch
- Korean Airlines
- Delta
- SAS Scandinavian

Frequency of visits to cinema (over 12 month period)

- 0 – 1
- 2 – 5
- 6 – 10
- More than 10

Frequency of visits by children (under 18) to cinema (over 12 month period)

- 0 – 1
- 2 – 5
- 6 – 10
- More than 10

Preferred supermarkets

- Wal-Mart
- Carrefour
- Lotus
- Wu Mart
- Sugo

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

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- Vanguard
- Wuhan Zhongbai
- Metro
- Chaoshifa
- Tiankelong
- Huailian
- Yongle
- Tesco
- Hymall
- Lianhua
- Trust-Mart
- Nonggongshang
- Yintai
- Fushijie
- Chengxiang Cangchu
- Wankelong
- Xiaobaiyang
- Auchan
- Jingkelong
- Meilianmei
- Jiadeli
- Dingdingxian
- None of these

Preferred restaurants

- McDonalds
- Burger King
- Other burger restaurant
- KFC
- Other fried chicken restaurant
- Pizza Hut
- Other Pizza place
- Origus
- Yashinoya
- Other Japanese fast food restaurant
- Malan Noodles
- Banmuyuan
- Dachengyonghe/
Yonghedawang
- Other Chinese fast food restaurant
- Hongkong Tea Restaurant
- Subway
- Bar & Restaurant
- Cafe
- None of these

Bank of main current account

- Industrial and Commercial Bank of China
- Bank of China
- Bank of China
- China Merchants Bank
- Bank of Communications
- China Construction Bank
- Agriculture Bank of China
- China CITIC Bank
- Industrial Bank
- Beijing City Commercial Bank
- China Everbright Bank
- China Minsheng Bank
- Shenzhen Development Bank
- Shanghai Pudong Development Bank
- GuangDong Development Bank
- Hua Xia Bank
- HSBC
- China Zheshang Bank
- Bank of Shanghai
- Other

Also available

Bank of any other accounts (including those held jointly)

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

- Current account
- Credit card(s)
- Savings account(s)
- Personal loan
- Mortgage
- Share/share options
- Home buildings and or content insurance
- Motor insurance
- Life assurance
- Other insurance products

Also available

Financial products with other providers

Use of online banking

Telecom – Devices and Services

- Mobile phone
- Home landline
- Multiple home landlines
- Narrowband internet access at home
- Broadband internet access at home
- Narrowband internet access at work/college
- Broadband internet access at work/college
- VOIP – phone service via the internet

Manufacturer and model of mobile phone, including

- Nokia
- Motorola
- Samsung
- Sony-Ericsson
- Lenovo
- Philips
- LG
- Dopod
- NEC
- Amoi
- CECT
- Benq-Siemens
- Panasonic
- Bird
- Haier
- Other

Mobile network, including

- China Mobile
- China Unicom
- Other
- Don't know

Prepay or contract

Bill payer

- Me
- My employer
- A family member
- Other

Mobile number

Internet service provider

- China Unicom
- Great Wall Broadband
- Fibrlink Communications
- China Netcom
- Bluewav-web
- China Tietong
- China Satcom
- China Telecom
- China Mobile
- Gohoo Broadband
- Other
- Do not have Internet access at home

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 for

- 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
- News

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