



Hungary 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
- Mobile number

Occupation

- Employed full-time
- Employed part-time
- Self-employed
- Housewife/husband
- Semi-retired
- Retired
- Student
- Unemployed

Industrial sector

- Advertising
- Agriculture/fishing
- Armed services
- Banking/financial/insurance
- Civil service/local government
- Computing/IT/data processing
- Communications
- Construction
- Consulting
- Education
- Engineering
- Entertainment/leisure/recreation
- Healthcare
- Internet/web development
- Legal
- Manufacturing
- Marketing
- Market research
- Media
- Medical
- Mining/quarrying
- Pharmaceutical/chemical
- Printing
- Property/estate agency
- Public relations
- Publishing
- Religious/not-for-profit organisation
- Restaurant/hotels/catering
- Retail/wholesale trade

- Services (other not listed)
- Social services
- Telecommunications
- Transport
- Travel/tourism
- Telesales/telemarketing
- Utilities (electricity, gas or water)
- Other

Region

- Észak-Kelet
- Észak-Nyugat
- Dunántúl
- Alföld
- Dél-Kelet
- Dél-Nyugat
- Budapest
- Duna-Tisza közé
- Magyarország határain kívül

Marital status

- Single
- Married/living with partner
- Divorced/widowed

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 children

Annual Household Income

- Under HUF 200,000
- HUF 200,000 to HUF 400,000
- HUF 400,000 to HUF 600,000
- HUF 600,000 to HUF 900,000
- HUF 900,000 to HUF 1.5 million
- HUF 1.5 million to HUF 2 million
- HUF 2 million to HUF 2.5 million
- HUF 2.5 million to HUF 3.5 million
- HUF 3.5 million to HUF 4 million

- million
- HUF 4 million to HUF 4.5 million
- Over HUF 1.5 million
- Would rather not say
- Can also profile by: **Monthly individual net income**

Level of education

- Elementary school (up to 14) or less
- Completed vocational high school without A-level exams (builders, hair dressers, beauticians, plumbers, locksmiths, carpenters, car mechanics, etc.)
- Completed secondary school (up to 18), Grammar school with A-level / vocational high school with A level (computer operators, economy administrators, NGO administrators, clothes designers and cutters, artisans, etc.)
- Completed College (3-4 year long studies) or University (5-6 year long studies)
- Postgraduate degree
- Doctorate / PhD

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
- Estate/wagon
- MPV (multi purpose vehicle)/people carrier
- SUV (sports utility vehicle)/4x4

Make and model of car, including

- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Bugatti
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Citroen
- Daewoo
- 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
- Vauxhall

- Volkswagen
- Volvo
- Other

Intention to change car in next year

Car Insurance

- Magyar Autóklub
- Magyarországi Autómento Szolgálat
- Meno Manó Autómentés
- Dumbo Autósegély
- Autohome International Assistance
- Other (car manufacturer)
- Other (via company leasing arrangements)

Type of pets owned

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

Technology owned

- Games console
- PDA (e.g. Palm)
- iPod
- Plasma/LCD/HD TV
- Videocamera/camcorder
- Digital camera
- DVD recorder
- Home PC
- Digital satellite or cable TV
- Home network/wireless LAN

Travel habits

- Business travellers
- Leisure travellers

Radio stations listened to

- Sláger Rádió
- Kossuth Rádió
- Bartók Rádió
- Petofi Rádió
- Infó Rádió
- Klubrádió
- Est FM
- Danubius Rádió
- Sztár FM
- Juventus Rádió

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

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- Tilos Rádió
- Kék Duna Rádió
- Magyar Katolikus Rádió
- Roxy Rádió
- Pilis Rádió
- Balatoncafe
- Civil Rádió
- Mária Rádió
- Rádió C
- Other

Bank of main current account

- OTP bank
- CIB bank
- Citibank
- Erste bank
- ING bank
- Inter-Európa bank
- Magyar Takarékszövetkezeti bank
- Általános Értékforgalmi bank
- Magyar Külkereskedelmi bank
- Budapest bank
- Raiffeisen bank
- Accord Magyarország
- BNP Paribas bank
- Commerzbank
- Ella Elso Lakáshitel bank
- KDB bank
- Volksbank Hungary
- MKB bank
- Hanwha bank
- IC bank
- Kereskedelmi és Hitel bank
- Credigen bank
- HVB Hungary
- Magyar Cetelem bank
- Other/can't remember
- I don't have a current account

Also available:
[Bank of any other accounts](#)
 (including those held jointly)

Length that main current account has been held for

- Within the last 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)

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

Also available:
[Financial products with other providers](#)

Other banking channels used in the last 12 months

- ATM (cash machine)
- Branch
- Online
- Telephone
- Mobile phone (WAP/SMS)
- Post
- Other

Nature of relationship with account provider

- They always seem to treat me as an individual customer and really do understand my financial needs
- They occasionally treat me as an individual customer and sometimes they understand my financial needs
- I am never treated as an individual customer/I feel as though I am just another account number

Relationship depth

- Very close
- Quite close
- Quite distant
- Very distant
- Something else

Telecom – devices and services

- Mobile phone
- Home landline
- Narrowband (e.g. 56K dialup) internet access at home
- Broadband (e.g. ADSL) internet access at home
- Narrowband internet access at work/college
- Broadband internet access at work/college

Manufacturer and model of mobile phone, including

- Alcatel
- Blackberry
- Orange
- Ericsson
- Handspring
- LG
- MDA
- Motorola
- NEC
- Nokia
- O2
- Option
- Orange
- Panasonic
- Philips
- Sagem
- Samsung
- Siemens
- Sony Ericsson
- 3

Network, including:

- Optimus
- Rede 4
- TMN
- Uzo
- Vodafone
- Yorn
- Other/Don't Know
- O2

Bill payer

- Me
- My employer
- A family member
- Other

Monthly mobile bill

- Under HUF 1000
- HUF 1000 - HUF 2000
- HUF 2000 - HUF 3000
- HUF 3000 - HUF 4000
- HUF 4000 - HUF 5000
- HUF 5000 - HUF 7000
- HUF 7000 - HUF 9000

Household telephone provider

- Matáv
- Cable operator
- Other

Date of start of internet use

- 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
- Not sure

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 (e.g. Portal do Cidadão)

Consumer healthcare: diagnosed conditions

- Allergies (eg. hay fever, gluten etc.)
- High blood pressure
- High cholesterol
- Cancer (eg. breast, testicular, throat etc.)
- Bladder condition (eg. cystitis, thrush, overactive bladder etc.)
- Bowel condition (eg. colitis, irritable bowel syndrome etc.)
- Diabetes
- Erectile dysfunction/impotence
- Heart disease
- Sexually transmitted diseases (chlamydia, gonorrhoea etc.)
- Headaches (eg. migraine etc.)
- Menstrual pain (cramping, bloating etc)
- Fungal nail infection
- Osteoporosis
- Athletes foot
- Skin condition (eg. acne, dermatitis, eczema, impetigo, psoriasis etc.)
- Mental health condition (eg. anorexia, depression, stress etc.)
- Optical condition
- Gastric condition (eg. ulcer, diarrhoea etc.)
- Chest / lung condition (eg. asthma, bronchitis, catarrh, laryngitis etc.)
- Menopausal symptoms
- Infertility
- Obesity
- None of the above / rather not say

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