



Malaysia 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
- Gender
- Ethnicity
- 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

Can also profile by level of decision making

Sector

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

Company size

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

Company annual turnover

- Under RM500,000
- RM500,000 to RM1m
- RM1.01m to RM2m
- RM2.01m to RM5m
- RM5.01m to RM10m
- RM10.01m to RM50m
- RM50.01m to RM100m
- RM100.01m to RM500m

Region

- Perlis
- Kedah
- Pulau Pinang
- Perak
- Selangor
- Melaka
- Negeri Sembilan
- Johor
- Pahang
- Terengganu
- Kelantan
- Wilayah Persekutuan Kuala Lumpur
- Wilayah Persekutuan Putrajaya
- Wilayah Persekutuan Labuan
- Sabah
- Sarawak

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
- 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 RM20,000
- RM20,000 to RM29,999
- RM30,000 to RM39,999
- RM40,000 to RM49,999
- RM50,000 to RM59,999
- RM60,000 to RM69,999
- RM70,000 to RM79,999
- RM80,000 to RM89,999
- RM90,000 to RM99,999
- RM100,000 to RM119,999
- RM120,000 to RM149,999
- RM150,000 to RM199,999
- Over RM200,000

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

- Best Western
- Holiday Inn
- J.W. Marriott
- Sheraton Hotels & Resorts
- Comfort Inns
- Sheraton Hotels & Resorts
- Ramada
- Radisson Hotels
- Hyatt Hotels
- Hilton Hotels
- Quality Inns
- Berjaya Hotels & Resort
- Grand Continental
- Park Royal
- Other

Preferred airlines for international and domestic business travel

- MAS
- Air Asia
- Berjaya Air
- Aeroflot
- Air Canada
- Air France
- Air India
- Alitalia
- American Airlines
- ANA All Nippon
- British Airways
- Cathay Pacific
- China Airlines
- Continental
- Delta
- Iberia Airlines
- Japan Airlines JAL
- KLM Royal Dutch
- Lufthansa
- Northwest Airlines
- Qantas
- SAA South African Airlines

- Singapore Airlines
- Air Asia
- Thai Airways
- United Airlines
- US Airways / America West
- Virgin Atlantic
- Other
- None

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

- Cold Storage
- Carrefour
- Makro
- Tesco
- JUSCO
- Isetan
- Giant
- UDA Ocean
- Billion
- The Store
- Parkson
- Courts Mammoth
- Ikea
- The Curve
- Cosmart Malaysia
- Sunshine Square
- Kamdar
- Globe Silk Store
- Mydin
- Alamandar
- 1-Utama
- The Mall
- Pacific (Megamall Pinang)
- Midvalley Mall
- SubangParade
- Alpha Angle
- Fajar Store
- Barkath Supermarket

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

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- Star Parade
- Queensbay Mall
- Midlands Point
- Gurney Plaza
- Other

Preferred restaurants

- Burger King
- McDonalds
- Other burger restaurant
- KFC / Kentucky Fried Chicken
- Other fried chicken restaurant
- Dominos
- Pizza Hut
- Shakey's Pizza
- Other pizza place
- Victoria Station
- San Francisco Steak House
- Johnny's
- Manhattan Fish Market
- Secret Recepte
- Kyros Kebabs
- Delifrance
- Dunkin Doughnut
- Noodles Shop
- Sushi King
- Other restaurant
- None of these

Bank of main current account

- Bank Simpanan Nasional
- Maybank
- CIMB
- Southern Bank
- Public Bank
- Hong Leong Bank
- HSBC
- Bank Pertanian
- Bank Rakyat
- Citibank
- Al-Rajhi Bank
- Bank Islam
- AmBank

- Alliance Bank
- OUB
- BCBB
- Maybank Finance
- RHB
- ABN AMRO Bank
- Affin Bank
- Bangkok Bank
- Bank Kerjasama Rakyat (M)
- Bank Muamalat Malaysia
- Bank of America Malaysia
- Bank Of China (Malaysia)
- Bank of Nova Scotia
- Bank of Tokyo-Mitsubishi (Malaysia)
- Bank Pembangunan Dan Infrastruktur Malaysia
- Deutsche Bank (Malaysia)
- EON Bank Berhad
- J.P Morgan Chase Bank
- Standard Chartered Bank
- 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 and share trading

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

- Audiovox
- Blackberry
- Handspring (Treo, etc.)
- Kyocera
- LG
- Motorola
- Nokia
- Samsung
- Panasonic
- Philips
- Siemens
- Sony Ericsson
- Hyundai
- Other

Mobile network, including

- Celcom
- Maxis
- DiGi

Prepay or contract

Bill payer

- Me
- My employer
- A family member
- Other

Mobile number

Internet service provider

- TM Net Sdn. Bhd.
- TimedotNet Berhad
- Jaring (Mimos Berhad)
- Celcom
- DiGi
- Maxis
- NasionCom
- Other ISP
- 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. motor insurance, loans)
- Recruitment/Job sites
- News

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