



New Zealand Online Panel Profile

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

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

Account details

- Reward
- Email
- Password
- Gender
- Date of birth
- Title
- Firstname
- Surname
- Address
- Postcode

Occupation

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

Occupational group

- Manager or administrator (CEO/ MD/ General manager)
- Professional (Doctor, Lawyer, Economist)
- Associate professional (Chef/ Police)
- Tradesperson (Electrician/ Hairdresser)
- Clerical, sales and service (Sales executive, Office administrators)
- Production and Transport (Fork lift operator, bus/ Truck driver)
- Labourer (Farm assistant, cleaner, courier)
- Unemployed
- Home duties
- Other

People with specific company roles

IT professionals

People working in various sectors

- Advertising
- Agriculture/Fishing
- Armed services
- Banking/Financial/Insurance
- Civil service/Local government

- Computing/IT/Data processing
- Communications
- Construction
- 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)
- Consulting
- Other

Region

- Rural
- Urban

Marital status

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

Size of household

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

Ethnicity

- NZ European/Pakeha
- NZ Māori
- Cook Islands Māori
- Polynesian/Pacific Islander
- North West European

- South East European
- North African and Middle Eastern
- South East Asian (e.g. Vietnamese, Filipino, Indonesian)
- North East Asian (e.g. Chinese)
- Southern and Central Asian (e.g. Indian)
- North American
- South American
- African
- Other
- Prefer not to say

Chief wage earner

- Yes
- No

Responsibility for

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

Presence and age of children

- Under 5
- 5-11 years old
- 12-17 years old
- Over 18

Annual household income

- Under \$20,000
- \$20,001 to \$40,000
- \$40,001 to \$60,000
- \$60,001 to \$80,000
- \$80,001 to \$100,000
- Over \$100,000
- Would rather not say

Monthly individual net income

- Under \$1,000
- \$1,000-\$1,999
- \$2,000-\$2,999
- \$3,000-\$3,999
- \$4,000-\$4,999
- Over \$5,000
- Would rather not say

Level of education

- Year 10
- Year 11
- Year 12

- Year 13
- Bachelor Degree or equivalent
- Diploma/Certificate or equivalent
- Postgraduate Degree or equivalent
- Other qualification
- Would rather not say

Home

- Owned
- Rented

Car ownership

- Yes - Owned
- Yes - Leased/Company car
- Yes - But I/We do not own it
- No

Type of car

- 2-door coupe/Convertible/ Roadster
- 3-door hatchback
- 4-door sedan
- 5-door hatchback
- Wagon/Estate
- Ute
- People carrier (Multi Purpose Vehicle)
- 4 x 4 (Sports Utility Vehicle)

Make and model of car, including

- Alfa Romeo
- Audi
- BMW
- Chrysler
- Citroen
- Daewoo
- Daf
- Daihatsu
- Ferrari
- Fiat
- Ford
- Freightliner
- Hino
- Holden
- Honda
- Hyundai
- International
- Isuzu
- Iveco
- Jaguar
- Jeep

- Kenworth
- Kia
- Land Rover
- Lexus
- Lotus
- Mack
- Maserati
- Mazda
- Mercedes-Benz
- MG Rover
- Mini
- Mitsubishi
- Morgan
- Nissan
- Nissan UD
- Peugeot
- Porsche
- Proton
- Renault
- Rolls Royce
- Saab
- Scania
- Smart
- Sterling
- Subaru
- Suzuki
- Ssangyong
- Toyota
- Volkswagen
- Volvo
- Ultima
- Western Star
- Other

Intention to change car in next year

- Yes
- No

Where car purchased

Car insurance

- AA
- AMI
- AMP
- AXA
- Fintel
- NZI
- SIS
- Southern Cross
- Sovereign
- State
- Tower
- Vero

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

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- Don't have any insurance policies
- Other

Car breakdown cover

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 (e.g. Sony Playstation)
- Handheld PDA (e.g. Palm)
- Portable MP3 Player
- Portable DVD Player
- Plasma TV
- LCD TV
- Videocamera/Camcorder
- Digital camera
- DVD recorder
- Home PC
- Laptop
- Free to Air TV
- Digital satellite or cable TV
- Home network/Wireless LAN

Travel habits

- Leisure - Domestic
- Leisure - International
- Business - Domestic
- Business - International
- None of the above

Radio stations listened to

- Dance/R&B
- Top 40/Pop
- Rock
- Alternative
- Easy Listening Classics
- Classical
- Talkback
- Multicultural
- Current Affairs/News
- Sport

Newspapers read (daily)

- Bay of Plenty Times
- Dominion Post
- Hawke's Bay Today
- Manawatu Standard
- New Zealand Herald
- Otago Daily Times
- Taranaki Daily News
- The Nelson Mail
- The Press
- The Southland Times
- Waikato Times
- None of these

Also available:
Magazines

Bank of main current account

- ANZ National Bank
- ASB Bank
- BankDirect
- BNZ
- Kiwibank
- National Bank
- Rabobank
- TSB Bank
- Westpac Bank
- Building Society - Any
- Other/Can't Remember

Length that main current account has been held for

- Within the last 6 months
- 6 months to 1 year ago
- Between 1 and 2 years ago
- Between 3 and 5 years ago
- Between 6 and 10 years ago
- Between 11 and 15 years ago
- Between 16 and 20 years ago
- More than 20 years
- Can't say

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

- Cheque account
- Credit card(s)
- Savings account(s)
- Personal loan
- Mortgage
- Shares/Share options
- Trust Funds
- Treasury Bonds or Bills
- Managed and/or Investment Fund
- Term Deposit
- Superannuation Fund
- Home buildings and/or contents insurance
- Business insurance
- Life and/or Family Insurance
- Motor Insurance
- Other insurance products

Other banking channels used in the last 12 months

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 (dialup) internet access at home
- Broadband (wireless) internet access at home

- VoIP (Voice Over IP), (i.e. phone service over the Internet)

- Cable internet access at home
- Narrowband internet access at work/college
- Broadband internet access at work/college
- Cable internet access at work/college

Manufacturer and model of mobile phone, including

- Alcatel
- BlackBerry
- Ericsson
- i-mate
- LG
- Motorola
- NEC
- Nokia
- Palm Treo
- Panasonic
- Pantech
- Sagem
- Samsung
- Sanyo
- Sharp
- Siemens
- Sony Ericsson
- Vodafone Simply
- Unlisted/Unknown

Network, including

- Boost Mobile
- Telecom
- TelstraClear
- Vodafone
- Other/Don't Know

Prepay or contract

Bill payer

- Me
- My employer
- A family member
- Other

Monthly mobile bill

- Under \$30
- \$30-\$59
- \$60-\$89
- \$90-\$119
- \$120-\$149
- \$150-\$179
- \$180-\$209
- Over \$210

Use of mobile services

- SMS/Text messaging
- Information services (e.g. news alerts)
- Downloadable ring tones
- WAP services (e.g. Internet Services)
- Photo messaging
- Downloadable games
- Music downloads/Streaming
- Mobile gambling
- Video talk
- Video downloads/Streaming
- M-Commerce
- Other, please tell us

Mobile number

Household telephone provider

- Telecom
- TelstraClear
- Other

Date of start of internet use

- 1994 or before
- 1995
- 1996
- 1997
- 1998
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008

Frequency of internet use

- Several times a day
- Roughly every day
- Several times a week
- 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
- Online auctions

Consumer healthcare: diagnosed conditions

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

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