

Taiwan 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

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 NT\$200,000
- NT\$200,000 - NT\$500,000
- NT\$500,001 - NT\$1000,000
- NT\$1000,001 - NT\$2500,000
- NT\$2500,001 - NT\$5000,000
- NT\$5000,001 - NT\$2m
- NT\$2.01m - NT\$5m
- NT\$5.01m - NT\$30m
- Over NT\$30m
- Don't know

Region

- Kaosiung
- Kaosiung Shi
- Hualian
- Hsinzhu
- Jiayi
- Jilong Shi
- Kenting
- Keelung
- Miaoli
- Nantou
- Penghu
- Pingdong
- Raoping
- Taipei
- Taipei Shi
- Taidong
- Tainan
- Tainan Shi
- Taichung
- Taichung Shi
- Taoyuan
- Yilan
- Yunlin
- Zhanghua

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 NT\$300,000
- NT\$300,000 - NT\$400,000
- NT\$400,001 - NT\$500,000
- NT\$500,001 - NT\$600,000
- NT\$600,001 - NT\$700,000
- NT\$700,001 - NT\$800,000
- NT\$800,001 - NT\$900,000
- NT\$1,000,000 - NT\$1,300,000
- NT\$1,300,001 - NT\$1,600,000
- NT\$1,600,001 - NT\$2,000,000
- NT\$2,000,001 - NT\$2,500,000
- NT\$2,500,001 - NT\$3,000,000
- Over NT\$3,000,000
- Would rather not say

Can also profile by

Monthly individual net income

Level of education

- High school
- College education
- Undergraduate degree or equivalent
- Postgraduate degree or equivalent
- Professional qualification

- Other

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 International
- Conrad International Hotels
- Days Inn of America
- Four Points Hotels
- Four Seasons Hotels
- Hampton Inn
- Hilton Hotels
- Holiday Inn Crowne Plaza
- Hyatt Hotels
- Ibis Hotels
- Inter-Continental
- Marriott Hotels
- Peninsula Hotels
- Ramada
- Radisson Hotels
- Ritz-Carlton Hotels
- Shangri La Hotels
- Sheraton Hotels & Resorts
- Starwood Hotels & Resorts
- Quality Inns
- Other

Preferred airlines for international and domestic business travel

- Far Eastern Airlines
- Mandarin Airlines
- TransAsia Airways
- Uni Air
- China Airlines
- Taiwan Airlines
- Dahua Airlines
- Eva Air
- Qantas
- United Airlines
- Japan Asia Airways

- Air Macau
- Malaysia Airlines
- Continental Airlines
- Pacific Airlines
- Singapore Airlines
- North West Airways
- Air New Zealand
- Dragon Air
- Vietnam Airlines
- Philippine Airlines
- Korean Air
- British Airways
- Air Nippon
- Air Mauritius
- Swiss International Airlines
- Delta Airlines
- Air Canada
- Lufthansa
- Emirates
- Angkor Airlines
- Royal Jordanian Airline
- Austrian
- Cathay Pacific
- Asiana Airlines
- Thai Airways
- Japan Airlines (JAL)
- ANA
- JAS
- JALways
- JTA
- J-Air
- Ryukyu Air Commuter
- Air Hokkaido
- Air Japan
- Japan Air Commuter Company
- Hokkaido Air System
- Skymark Airlines
- Skynet Asia Airways
- Aeroflot
- Air France
- Air India
- Alitalia
- American Airlines
- ANA All Nippon
- Iberia Airlines
- KLM Royal Dutch
- SAS Scandinavian Airlines
- Virgin Atlantic
- Other
- None

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

New York | San Francisco | Chicago | Los Angeles | Dallas | Toronto

T +1 (212) 984 0645 | T +1 (415) 392 4300 | T +1 (312) 239 1349 | T +1 (213) 223 2025 | T +1 (972) 764 3311 | T +1 (800) 599 7938 | quote@researchnow-usa.com | www.researchnow-usa.com



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

- CITY Super
- Jason's Market
- Ryokichi Supermarket
- Wellcome
- Matsusei
- Taipei-Agro Supermarkets
- Sinon
- CostCo
- RT Mart
- KT.Net
- Geant
- Carrefour
- Makro
- Watsons
- PX Mart
- Other
- None of these

Preferred restaurants

- Burger King
- McDonalds
- Mos Burger
- KFC
- Dominoes Pizza
- Pizza Hut
- Family Limited Pisa
- Pig Pen (Pub/Lounge)
- The Steak Museum
- Café
- Li Jia
- Subway
- None of these

Bank of main current account

- Wells Fargo Bank
- Bank of East Asia
- HSBC
- United Commercial Bank
- UBS
- American Wachovia Taipei Bank
- Bank of America
- JP Morgan Chase
- Standard Chartered Bank
- ABN AMRO
- Citibank
- Asia Pacific Bank
- Bowa Bank
- Sunny Bank
- Cota Bank
- HWATAI Bank
- Bank of Taiwan
- Land Bank
- TCB Bank
- Bank of Koahsiung
- Agri Bank
- Lotus Bank
- Chinese Bank
- China Trust Group
- CDI Bank
- Cathay United Commercial Bank
- Taipei Fubon Commercial Bank
- Shin Kong Commercial Bank
- Taishin International Bank
- First Bank
- Fuhwah Commercial Bank
- Esun Bank
- Mega Bank
- Chang Hwa Bank
- Hua Nan Bank
- Bank SinoPac
- Jih Sun Bank
- Industrial Bank of Taiwan
- The Shanghai Commercial and Savings Bank
- TaiChung Bank
- Far Eastern International Bank
- Kings Town 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
- Government Pension
- 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:

- Alcatel
- Amoi
- Apple
- ASUS
- Bellwave
- BenQSiemens
- Blackberry
- CellGi
- CKT
- Dmobo
- DNET
- DBTEL
- Dopod
- ETEN
- GIGABYTE
- GINO
- Glofish
- G.PLUS
- HP
- HITACHI
- Innostream
- Lenovo
- LG
- Mio
- Motorola
- NEC
- Nokia
- O2
- OKWAP
- Samsung
- Panasonic
- Pantech
- Philips
- SAGEM
- Sanyo
- Sharp
- Siemens
- Sony Ericsson
- Toshiba
- TWM
- WINI
- VK
- ZTE
- Other
- Don't Know

Network, including:

- Chungwa Telecom
- Taiwan Mobile
- FetNet
- KGT
- Vibo
- Mobitai

- TransAsia Telecoms (TAT)
- Other
- Don't know

Prepay or contract

Bill payer

- Me
- My employer
- A family member
- Other

Mobile number

Internet service provider

- HiNet
- Seednet
- So-net
- TFN
- giga
- Sparq
- APOL
- TANet
- Others
- 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

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

New York | San Francisco | Chicago | Los Angeles | Dallas | Toronto

T +1 (212) 984 0645 | T +1 (415) 392 4300 | T +1 (312) 239 1349 | T +1 (213) 223 2025 | T +1 (972) 764 3311 | T +1 (800) 599 7938 | quote@researchnow-usa.com | www.researchnow-usa.com