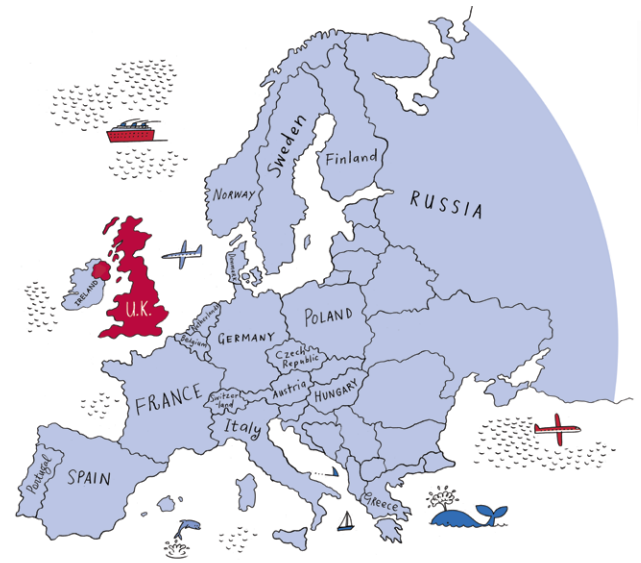


# UK Online Panel Profile

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 choice
- E-mail address
- Password
- 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

**Occupational group**

- 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

**IT professionals**

- In small companies (10 - 249 employees)
- In medium companies (250 - 999 employees)
- In large companies (1,000+ employees)

**People working in various sectors**

- IT
- Human resources/Recruitment
- Healthcare
- Finance
- Plus others on request

**Region**

- North East
- North West
- Yorkshire and Humberside
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Wales
- Scotland
- Northern Ireland
- Channel Islands/Isle of Man
- Outside the UK

Sample can also be selected according to:

- TV Region
- ACORN Type
- MOSAIC

**Marital status**

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

**Size of household**

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

**Ethnicity**

- White (British/Irish/Other)
- Black/Black British (Caribbean/African/Other)

- Asian/Asian British (Indian/Pakistani/Bangladeshi/ Other Asian)
- Chinese/Chinese British (Chinese; any other)
- Mixed (White and Black Caribbean/White and Black African/White and Asian)
- Any other mixed
- Would rather not say

**Chief wage earner**

**Responsibility for**

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

**Presence and age of children**

**Annual household income**

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

Can also profile by: Monthly individual net income

**Level of education**

- 5 grade GCSEs (or equivalent) or less
- More than 5 grade GCSEs (or equivalent)
- A levels/AS levels/Scottish Highers/NVQ levels 3 or 4
- Undergraduate degree or equivalent
- Postgraduate degree or

- equivalent
- Professional qualification

**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
- Chevrolet
- Chrysler
- Citroen
- 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**

**Where car was purchased**

- A Manufacturer's authorised dealership/Aftersales Centre
- Independent garage
- Garage of a nationwide chain (e.g. ATS Euromaster, Kwik Fit)
- Other (e.g. DIY garage)

**Car insurance**

- The AA
- Admiral
- Allianz Cornhill
- Axa/Axa Direct
- Barclays Motor Insurance
- Bell

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

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

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- Churchill
- Diamond
- Direct Line
- Elephant.co.uk
- Endsleigh
- E-Sure
- Hastings Direct
- Legal and General
- Liverpool Victoria
- Lloyds TSB
- More Than
- NIG
- Norwich Union Direct
- Privilege Insurance
- RAC
- Royal and Sun Alliance
- Saga
- Sainsbury's Bank
- Swiftcover
- Swinton
- Tesco Motor Insurance
- Virgin Car Insurance
- Yesinsurance.co.uk
- Zenith
- Zurich
- Other

#### Car breakdown cover

- The AA
- Direct Line Rescue
- Norwich Union
- RAC
- Green Flag
- Other

#### 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 (X-Box, Playstation, etc.)
- PDA
- iPod
- Plasma/LCD/HD TV
- Videocamera/camcorder
- Digital camera
- DVD recorder
- Home PC
- Freeview
- Digital satellite or cable TV
- Home network/wireless LAN

#### Travel habits

- Business travellers
- Leisure travellers

#### Radio stations listened to

- BBC Radio 1
- BBC Radio 2
- BBC Radio 3
- BBC Radio 4
- BBC Radio 5
- BBC Local Radio
- GLR (Greater London Radio)
- Capital FM
- Classic FM
- Heart
- Virgin
- Jazz FM
- News Direct
- Talk Radio
- Kiss FM
- Pirate
- Other (please specify)
- None

#### Newspapers read (daily)

- Express
- Daily Mail
- Mirror
- Telegraph
- Evening Standard
- Financial Times
- Guardian
- Independent
- Metro
- Star
- Sun
- The Times
- Other (please specify)
- None

Also available:

Weekend Newspapers

#### Bank of main current account

- Abbey/Abbey National
- Alliance & Leicester
- Bank of Scotland
- Bank of Ireland
- Barclays
- Birmingham Midshires
- Bradford & Bingley
- Bristol & West
- Britannia
- Cahoot
- Cheltenham & Gloucester
- Citibank/Citigroup
- Co-operative
- Coutts & Co.
- Coventry
- Derbyshire
- Direct Line
- Egg
- First Direct
- Girobank
- Halifax
- HSBC
- Intelligent Finance
- Leeds & Holbeck
- Lloyds TSB
- Nationwide
- NatWest
- Northern Rock
- Norwich
- The One Account
- Principality
- Royal Bank of Scotland
- Sainsbury's

- Smile
- Tesco
- Ulster
- Woolwich
- Virgin
- Yorkshire Bank
- Other

Also available:

Bank of any other accounts (including those held jointly)

#### Length that main current account has been held for

- Less than 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)

- Current account
- Credit card(s)
- Savings account(s)
- Personal loan
- Mortgage
- Share/Share options
- ISAs
- Private Pension plan
- Home buildings and or content 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
- Branch
- Online
- Mobile phone (WAP/SMS)
- Post

#### 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 (please describe)

#### Telecom – devices and services

- Mobile phone
- Home landline
- Narrowband internet access at home
- Broadband internet access at home
- Narrowband internet access at work/College
- Broadband internet access at work/College

#### Manufacturer and model of mobile phone, including

- Nokia
- Sony Ericsson
- Motorola
- Samsung
- Panasonic
- Siemens
- NEC
- Philips
- Sagem
- LG
- Ericsson
- Alcatel
- Orange
- Unlisted

#### Network, including

- O2
- Orange
- T-Mobile
- Vodafone
- Virgin Mobile
- 3
- Other

#### Prepay or contract

#### Bill payer

- Me
- My employer
- A family member
- Other

#### Monthly mobile bill

- Under £10
- £10 - £20
- £21 - £30
- £31 - £40
- £41 - £50
- £51 - £75
- £76 - £100
- Over £100

#### Use of mobile services

- SMS/Text messaging
- Information services

- (e.g. news alerts)
- Downloadable ring tones
- WAP services (e.g. Vodafone Live!)
- Photo messaging
- Downloadable games
- Mobile email
- Music downloads/Streaming
- Mobile gambling
- Video talk
- Video downloads/Streaming
- Other

#### Mobile number

#### Household telephone provider

- BT
- Cable operator (e.g. NTL)
- Other

#### Date of start of internet use

- 2008
- 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

#### 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. Inland Revenue, NHS Direct)

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