

**UK**

**PANEL-  
BOOK**

**MADE IN SURVEYS**

# THE MADE IN SURVEYS PANELS

Through a network of over **30 panellist recruitment websites**, Made in Surveys is capable of managing online research in **more than 40 countries**.

Made in Surveys provides **recruitment strategies, qualification management and regular panel renewal** on its websites and emphasises the quality of it (quality of respondents, response rate, reactivity, compliance with deadlines ...).

This Panel-book will highlight our potential in our main countries.

- 
- › Panel coverage in more than 40 countries
  - › Over 1.000.000 respondents worldwide
  - › An average of more than 300 sets of information per panellist
  - › More than 16 years experience in online studies and panel management
  - › Strict quality control of responses and regular monitoring of our panellists throughout our services

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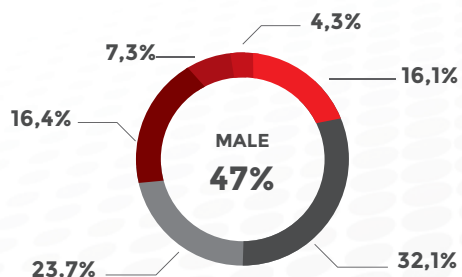
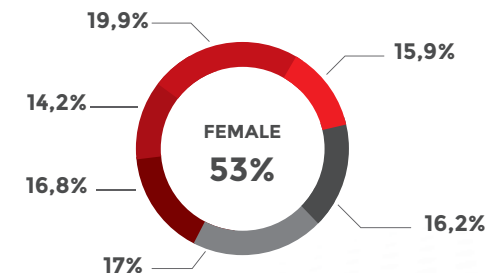
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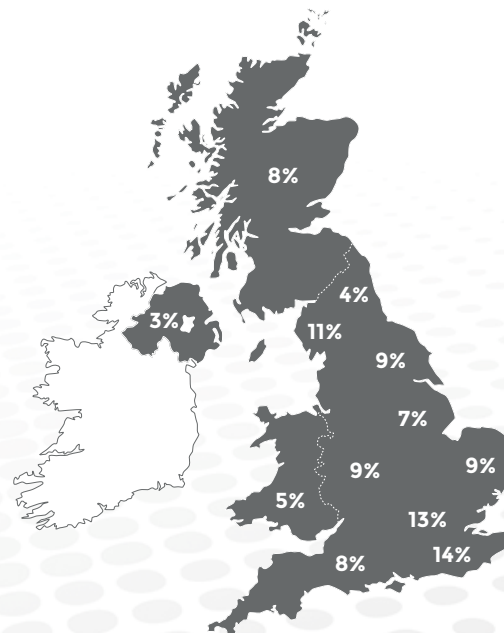
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# UNITED KINGDOM



15-24 yo 25-34 yo 35-44 yo 45-54 yo 55-64 yo 65+



**87%**  
internet penetration rate

**150 000**  
panel size

# UNITED KINGDOM



**87%**

internet penetration rate

**150 000**

panel size

## SEC

Upper management, senior exec.....	2%
Middle management, exec.....	10%
Small business owner, self employed.....	7%
Junior Management.....	10%
Office/Administrative.....	18%
Others non-manual.....	6%
Skilled manual labour.....	8%
Manual Labourer.....	4%
Student/pupil.....	6%
Housewife/House husband.....	12%
Unemployed or casual worker.....	8%
Retired.....	9%

## LEVEL OF EDUCATION

GCSE's.....	22%
BTEC National Diplomas and Certificates.....	5%
As-Levels.....	1%
A-Levels.....	12%
Certificates of Higher Education.....	4%
Scottish Highers.....	1%
HNSs and HNDs.....	3%
Advanced Diploma.....	2%
NVQs (National Vocational Qualifications).....	11%
SVQs (Scottish Vocational Qualifications).....	1%
Apprenticeship.....	2%
Undergraduate.....	7%
Graduate.....	17%
Post Graduate (Masters).....	8%
Post Graduate (PHDs).....	1%
Other.....	3%

## RELATIONSHIP STATUS

Single.....	27%
Partnered.....	6%
Living with partner.....	16%
Engaged.....	3%
Married.....	41%
Divorced.....	5%
Separated.....	1%
Widowed.....	1%

## RESPONSIBLE FOR GROCERY/FOOD SHOPPING

Yes.....	66%
Occasionally.....	7%
Jointly responsible.....	23%
No, I don't do the grocery/food shopping.....	4%

## NUMBER OF CHILDREN IN THE HOUSEHOLD

0.....	60%
1.....	18%
2.....	15%
3.....	5%
4.....	1%
5 or more.....	1%

## TYPE OF PROPERTY

Apartment/Flat.....	22%
Terrace House.....	21%
Town house/Semi-detached house.....	31%
Detached house.....	18%
Bungalow.....	6%
Movable dwelling.....	1%
Hostel/hotel.....	1%
Other.....	1%

## OWNERSHIP OF CAR

Yes.....	60%
No.....	40%

## NET MONTHLY INCOME OF YOUR HOUSEHOLD

Less than £1,000.....	12%
Between £1,000 and £2,000.....	27%
Between £2,000 and £4,000.....	30%
Between £4,000 and £6,000.....	10%
Between £6,000 and £8,000.....	2%
Between £8,000 and £10,000.....	1%
£10,000+.....	2%
Prefer not to say.....	15%

# INFORMATION GATHERED



## GENERAL

### HOME PHONE AND MOBILE PHONE



### ETHNIC GROUPS



White British  
Bangladeshi  
Chinese  
...

### NATIVE LANGUAGE



Afrikaans  
Albanian  
Amharic  
...

### HIGHEST LEVEL OF EDUCATION



GCSE's  
BTEC National Diplomas and Certificates  
AS-levels  
...

### TYPE OF STUDIES



Anthropology  
Architecture  
...

### SEC



Upper management, senior executive  
Middle management, executive  
...

### MAIN EARNER IN HOUSEHOLD



Yes / No

### INCOME



Less than £1000  
Between £1000 and £2000  
Between £2000 and £4000  
...

### NET MONTHLY INCOME OF HOUSEHOLD



Less than £800  
Between £800 and £1500  
Between £1500 and £2500  
...

### SEC OF THE MAIN EARNER



### RELATIONSHIP STATUS



Single / Partnered / Married...

### PEOPLE IN THE HOUSEHOLD



1/2/3/...

### NUMBER OF CHILDREN IN THE HOUSEHOLD



0/1/2/3...

### TYPE OF PROPERTY



Flat  
House  
Mobile home  
...

### OWNER



I own my home  
I rent my home  
I live with my parents  
...

### SECOND HOME



Apartment (including studio, student halls)  
House  
Other  
No

### PROJECT PLANNED



Buy an existing home  
Buy a newly-built home  
Rent a different home  
...

### HOMEWARE TO MODIFY



Kitchen  
Bathroom  
Living room  
...

### RESPONSIBLE FOR THE GROCERY/FOOD SHOPPING



Yes  
Shared responsibility  
No

### NUMBER OF LOYALTY CARDS



None  
1 or 2  
2 to 5  
...

### PETS



Cat  
Dog  
Hamster  
...

### SIGHT CONDITION



Wear glasses all the time  
Wear glasses from time to time (to read, in front of a computer, etc.)  
...

### TOBACCO



Yes, cigarettes  
Yes, rolling tobacco  
Yes, cigars  
...

### HEALTH CONDITION



Allergy  
Back pain  
Diabetes  
...

### MEDICAL DEVICES



Blood glucose meter  
Wheelchair  
Dentures  
...

# INFORMATION GATHERED



## INTERNET

### COMPUTER USE

At home  
At work  
At school  
Other

### TYPE OF CONNECTION

ADSL  
Cable  
Optical fibre  
Modem  
Satellite

### HOURS PER WEEK ON INTERNET FOR PERSONAL USE

Less than 1 hour  
1 to 2 hours  
2 to 5 hours  
5 to 10 hours  
10 to 20 hours  
20 to 40 hours  
More than 40 hours  
Never

### FOR PROFESSIONAL USE

Less than 1 hour  
1 to 2 hours  
2 to 5 hours  
5 to 10 hours  
10 to 20 hours  
20 to 40 hours  
More than 40 hours  
Never

### INTERNET SERVICE PROVIDER

TalkTalk  
Virgin Media  
BT  
Sky  
...

### INTERNET USE

Personal use  
Professional use  
Personal and professional use

### INTERNET USED FOR

Email correspondence  
Research for hobbies/pastimes  
Reserve travel tickets  
...

### TYPES OF WEBSITE VISITED

Blogs  
Fashion / Clothes  
News  
Travel websites  
Tickets  
Dating  
Adverts (eg : Gumtree)  
Streaming video (eg : series, film, etc.)  
Online gaming  
Gambling  
...

### ONLINE PURCHASES

Baby products  
Clothes  
Hygiene/Beauty / Health products  
Sports accessories  
Food  
Travel (Tickets, accommodation, etc.)  
Electronics  
...

### BLOG

Yes  
No, but I have had a blog in the past  
No

# INFORMATION GATHERED



## HIGH TECH

### ELECTRONIC PRODUCTS OWNED

Desktop computer  
Laptop Computer  
Tablet Computer  
Netbook/Mini laptop  
eBook reader  
...

### ELECTRONICS BOUGHT IN THE PAST 12 MONTHS

Desktop computer  
Laptop Computer  
Tablet Computer  
Netbook/Mini laptop  
eBook reader  
...

### PURCHASES IN THE NEXT 12 MONTHS

Tablet (iPad etc.)  
Ebook reader  
Video game console  
HD TV  
Home cinema  
...

### COMPUTER BRAND

Apple  
HP  
Sony  
...

### OPERATING SYSTEM

Windows 8  
Windows 7  
Windows Vista  
Linux  
Mac OS  
...

### LANDLINE TELEPHONE / MOBILE PHONE OWNERSHIP

Yes / No

### KIND OF MOBILE PHONE

Standard mobile  
Smartphone

### MOBILE PHONE BRAND

Apple  
HTC  
LG  
Motorola  
NEC  
Nokia  
Palm  
Samsung  
...

### MOBILE PHONE PROVIDER

3  
O2  
Orange  
T-Mobile  
Virgin Mobile  
...

### PRICE PLAN

Monthly contract  
Limited monthly contract  
Pay as you go SIM card / Top up card  
...

### MONTHLY BUDGET FOR MOBILE PHONE

Less than £20  
Between £20 and £39  
Between £40 and £59  
Between £60 and £99  
...

### CHANGE OF MOBILE PHONE OPERATOR

Yes / No

### GAME CONSOLES OWNED

Playstation 2  
Playstation 3  
Nintendo Wii  
Xbox 360  
Nintendo DS/3DS  
PSP / Playstation Vita  
...

### TIME SPENT ON VIDEO GAMES

None, I never play video games  
Less than 2 hours  
Between 2 and 5 hours  
Between 6 and 10 hours  
...



# INFORMATION GATHERED

£

## FINANCES

### BANKS



Abbey  
Alliance & Leicester  
Bank of Ireland  
Barclays  
Egg  
First Direct  
HSBC  
ING  
Isle of Man Bank  
Lloyds TSB  
...

### CREDIT CARDS



Maestro  
Visa / Visa debit  
Mastercard  
American Express  
Diners Club  
Switch/Solo  
Store cards  
...

### BANK SERVICES



Current account  
Student account  
ISA (saving account)  
Mortgage  
Bonds  
Investments  
...

### ONLINE BANKING



Yes / No

### OUTSTANDING LOANS



A vehicle  
A home  
A student loan  
...

### INSURANCE POLICIES



Life insurance  
Pet insurance  
Travel insurance  
Private health insurance  
Vehicle insurance  
...

# INFORMATION GATHERED



## DIET, EATING HABITS

### FOOD HABITS

Diet/low fat products  
Bio/organic products  
Fast food/take-away  
Cook at home  
Eat out at restaurants  
Go to coffee shops  
...

### STORES USED THE MOST

Asda  
Budgens  
Iceland  
Lidl  
M&S  
Morrisons  
Sainsbury's  
Spar  
...

### PRODUCTS CONSUMED

Red meat  
White meat  
Fish  
Ready meals  
Frozen meals  
Fresh fruit and vegetables  
Tinned fruit and vegetables  
Frozen vegetables  
...

### TYPES OF STORE USED

Supermarkets  
(Tesco, Sainsbury's, Waitrose, etc.)  
Discount supermarkets  
(Lidl, Aldi, Wilkinsons, etc.)  
Mini Supermarkets  
(Budgens, Costcutter, Spar, etc.)  
...

### STORES USED OCCASIONALLY

Asda  
Budgens  
Iceland  
Lidl  
M&S  
Morrisons  
Sainsbury's  
Spar  
...

### BEVERAGES CONSUMED

Still, bottled water  
Sparkling Water  
Flavoured Water/cordials  
Milk  
Fruit juice  
...

# INFORMATION GATHERED



## TRANSPORTS/VEHICLES

### DRIVING LICENCE



Yes / No

### VEHICLES OWNED



Bicycle  
Moped/Motorcycle/Scooter < 125cc  
Moped/Motorcycle/scooter > 125cc  
...

### CARS IN THE HOUSEHOLD



None  
1  
2  
3  
4  
...

### DRIVER



First name  
Date of birth  
...

### CAR BRANDS



Aston Martin  
Audi  
BMW  
Ferrari  
...

### CAR MODEL



### FUEL TYPE



Diesel  
Petrol  
LPG Autogas (Liquefied Petroleum Gas)  
Biofuels (biodiesel and bioethanol)  
Other

### YEAR OF PURCHASE/RELEASE



### NEW OR USED



### GPS NAVIGATION SYSTEM



Tom Tom  
ViaMichelin  
Mappy  
...

### CAR RENTAL IN THE LAST 12 MONTHS



Yes / No

### INTENTION TO BUY A NEW CAR



No  
Yes, in the next 6 months  
Yes, in the next 12 months  
...

### TYPE OF THE NEW CAR



Top end saloon  
Other saloon  
City car  
...

### BRAND OF FUTURE VEHICLE



Citroën  
Dacia  
Daewoo  
Jaguar  
...

### USE OF PUBLIC TRANSPORT



Bus  
Underground/Tube  
Tram  
...

### INSURANCE USED



Admiral  
Aviva  
AXA  
The Co-operative Insurance  
Cornhill  
Diamond  
Direct Choice  
Direct Line  
Egg  
Ford  
...

# INFORMATION GATHERED



## TRAVEL/HOLIDAY

### NUMBER OF PERSONAL/ PROFESSIONAL VACATIONS

None  
1 to 3  
4 to 8  
...

### TYPES OF TRANSPORTATION USED

Train  
Aeroplane  
Car  
Campervan/Caravan  
Bus  
Boat  
...

### INTERNATIONAL FLIGHTS WITHIN PAST 12 MONTHS

0  
1  
2  
3  
...

### TYPES OF ACCOMODATION

1 or 0 star hotel  
2 star hotel  
3 star hotel  
4 star hotel  
5 star hotel  
Shelter/hostel or host family  
Community centre  
Campsite  
Family or friends holiday accommodation  
Caravan  
...

### TYPES OF HOLIDAY

Relaxation  
Backpacking  
Camping  
Adventure  
Luxury  
Sports  
Family  
Romantic  
...

### TRAVEL LOYALTY SCHEME

Yes / No

### DESTINATIONS IN THE LAST 12 MONTHS

Southern Europe  
Northern Europe  
Eastern Africa  
Central Africa  
Asia  
The Far East  
...

# INFORMATION GATHERED



## MEDIA

### TYPE OF SUBSCRIPTION



Cable TV  
Satellite TV  
Internet TV  
None of these services  
...

### SUBSCRIPTION



Sky  
Virgin  
BT Vision  
Topup TV  
Tiscaly TV  
...

### TV PROGRAMS WATCHED



Films  
TV series  
News  
Sport  
Culture/Arts  
Debates/Politics  
Documentary  
...

### TYPE OF FILMS/SERIES WATCHED



Action  
Adventure  
Comedy  
Drama  
Love/romance  
Science fiction  
Fantasy  
Horror  
...

### PLACES FOR LISTENING TO THE RADIO



Home  
Car  
Work place  
...

### READING



Free press  
National daily newspapers  
Regional daily newspapers  
Books / eBooks  
...

### MAGAZINES



Women's fashion  
Fashion  
TV  
News  
Business/economy  
Sports  
Travel/Pastimes  
Technology  
...

# INFORMATION GATHERED



## HOMEWARE

### OWNED



Espresso Machine  
Climate / heating control  
Gas hob  
Oven  
Dishwasher  
Fridge / Freezer  
Microwave  
...

### SHOPPING METHODS



Homeware stores  
Supermarket  
Online  
Second hand ads (online, newspapers, etc.)  
...

### BRANDS USED REGULARLY



Argos  
B&Q  
BHS  
Currys  
John Lewis  
Debenhams  
Beales  
...

### PURCHASE IN THE NEXT 12 MONTHS



Kitchen  
Washing machine  
Dryer  
Microwave  
Electric shaver  
...

# INFORMATION GATHERED



## SPORT/LEISURE

### SPORTS PRACTICED



Football  
Basketball  
Rugby Union  
Rugby League  
Netball  
Hockey  
Volleyball  
Handball  
Cricket  
...

### MEMBER OF A SPORTS CLUB/LEISURE CENTRE



Yes / No

### READS SPORT MAGAZINES



Yes / No

### SPORTS TV SHOWS/ CHANNELS WATCHED



Yes / No

### SPORTS SUBSCRIPTION CHANNELS



Yes / No

### NUMBER OF SPORT ITEMS PURCHASED



None  
1  
2 to 5  
6 to 10  
...

### HOBBIES



Theatre  
Opera  
Comedy  
Music concerts  
Live sports events  
Museums  
Never  
Rarely  
Often  
Very often  
...

### LEISURE ACTIVITIES



Charity / voluntary work  
Play a musical instrument  
Read books  
Sew/knit  
Play Board Games/Cards  
Gamble in a casino  
Never  
Rarely  
Often  
Very often  
...

# INFORMATION GATHERED



## WORK

### WORK ACTIVITY

Full time (more than 30 hours)  
Part time/casual  
Homemaker (voluntarily)  
Not currently employed/self employed  
Retired  
...

### COMPANY SECTOR

Accounting  
Advertising  
Architecture  
Admin  
Agriculture  
Automotive  
Banking  
...

### TYPE OF ORGANISATION

Self-employed  
Private sector firm or company  
Nationalised industry or public corporation  
Other public sector employer  
...

### POSITION AT WORK

### WORK DEPARTMENT

CEO  
IT  
Legal  
Researcher  
Marketing  
...

### COMPANY TURNOVER

Less than £ 1 million  
From £1 to £10 millions  
From £10 to £100 millions  
More than £ 100 millions  
...

### COMPANY SIZE

I am self employed  
Less than 10 employees  
From 10 to 49 employees  
From 50 to 99 employees  
From 100 to 499 employees  
From 500 to 1999 employees  
...

### PEOPLE TO MANAGE

None  
1  
2 - 4  
5 - 10  
11 - 24  
25 - 49  
50+  
...

### PURCHASES FOR WORK

Yes / No

### PURCHASING DECISIONS

Business applications  
Car hire  
Catering  
...



# INFORMATION GATHERED



## BEAUTY/FASHION

### SHOPPING METHODS

Retailers / High street shops / Department store / Concessions  
Outlets  
Internet  
Mail order  
Supermarkets/discount stores  
Markets  
...

### BRANDS

Adams  
Adidas  
All saints  
Armani Exchange  
Austin Reed  
Superdry  
The North Face  
Timberland  
Topman  
Topshop  
...

### FREQUENCY OF NEW CLOTHING PURCHASES

Every week  
Twice a month  
Every month  
Every 2 months  
Twice a year  
...

### FREQUENCY OF PURCHASING SHOES

Every month  
Every 2 months  
2-3 times a year  
Once a year  
...

### SHOE STORES

Aldo  
Austin Reed  
Barrats  
Beatties  
...

### CHILDREN'S SHOPS

Autonomy  
Banana Republic  
Barbour  
Base  
Bench  
Benetton  
Beales  
Beatties  
Bewise  
...

### LINGERIE STORES

Agent Provocateur  
Ann Summers  
Asda  
Avon  
...

### FREQUENCY OF NEW UNDERWEAR PURCHASES

Every week  
Twice a month  
Every month  
Every 2 months  
...

### SKIN CARE PRODUCTS

Anti-acne products  
Facial sunscreen/UV protection  
Beauty essence or serum  
Gel moisturiser  
Cream moisturiser  
Liquid moisturiser  
...

### VISITS A DERMATOLOGIST

Yes / No

### MAKE-UP

Eyeliner  
Mascara  
Lip color  
Lip gloss  
...

### HAIR CONDITIONS

Oily/ greasy hair  
Dry hair  
Greying/ whitening  
Dandruff  
Hair thinning/ hair loss  
Baldness (have lost all my hair)  
Other  
...

### HAIR PRODUCTS

Anti-dandruff  
Hair Pomade  
Relaxers  
...

### FRAGRANCES

Cologne  
Eau de toilette  
Perfume  
Body spray  
...

### PIERCINGS

Yes / No

# CONTACT US



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