

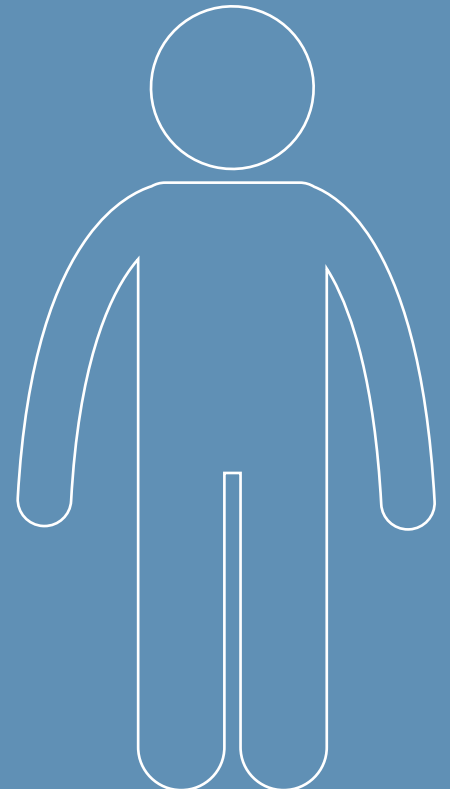
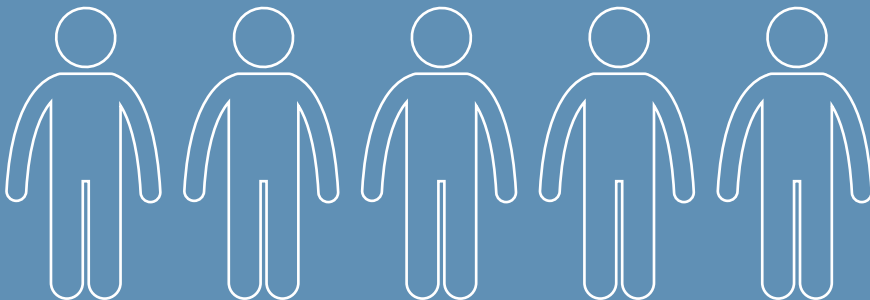
panel profile



Our tailor made research solutions help clients further understand their markets, and ultimately grow their business.

We pride ourselves on our flexibility, creativity and quality.

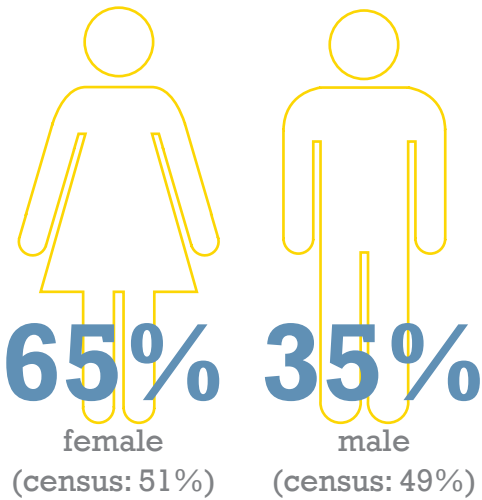
OnePoll panel: an overview



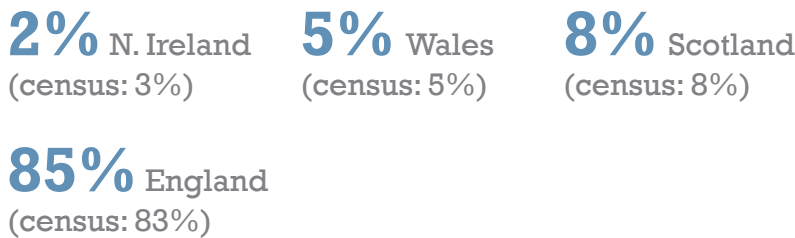
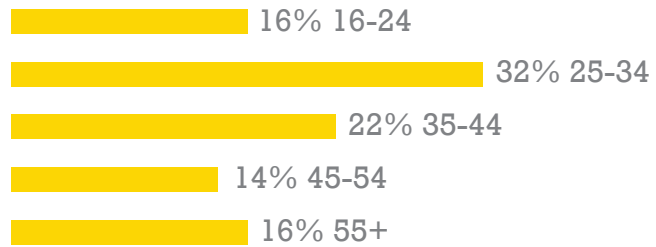
panel overview

The OnePoll panel is extensively profiled and highly engaged. We hold hundreds of profile data points on our panel – from their occupation and family status to their hobbies and lifestyles, and everything in between.

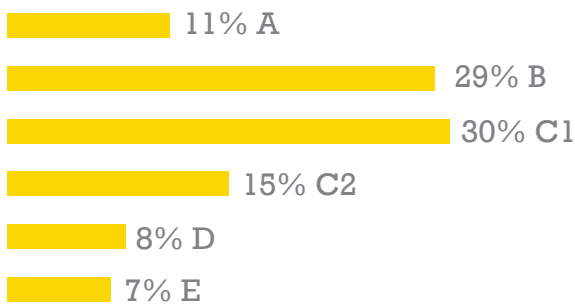
This document provides an overview of our panel, together with profiling questions and sample data for 12 specific topics: automobile, education, finance, gaming, hobbies & sports, holiday & leisure, media, medical, mobile & tablet, occupation, shopping and social media.



panel age range:



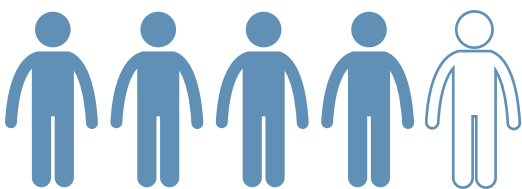
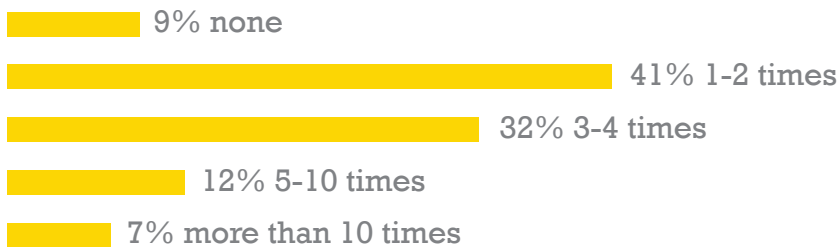
socioeconomic groups:



panel: holiday & leisure

As part of our holiday and leisure profiling, we ask twenty questions specifically about holiday activities in the UK and abroad. Our panelists provide us details of how often they holiday each year, which airlines they fly with and the type of holidays they enjoy. We also ask about business travel, car hire and flight bookings.

in the average year, how many times do you travel for leisure purposes?



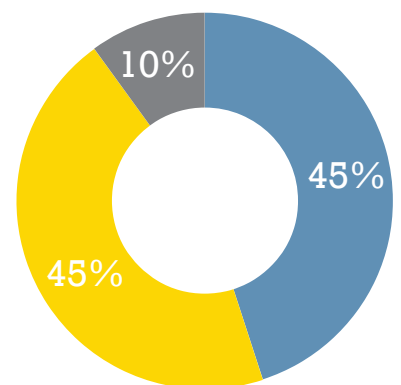
book their holiday flights online



75%

have been on holiday in the UK in the last two years

have you ever hired a car while abroad?



● yes ● no ● not applicable



questions:

holiday & leisure

In the average year, how many times do you travel for leisure purposes?

- None
- 1-2 times
- 3-4 times
- 5-10 times
- More than 10 times

In the average year, how many times do you travel for business purposes?

- None
- 1-2 times
- 3-4 times
- 5-10 times
- More than 10 times

In the average year, do you holiday...

- In the UK
- Abroad
- Both
- I don't go on holiday

Have you travelled for leisure purposes in the last 12 months?

- Yes
- No

During your last leisure trip, did you do any of the following?

- Take the plane
- Rent a car
- Stay in a hotel
- None of the above / not applicable

Have you travelled for business purposes in the last 12 months?

- Yes
- No

During your last business trip, did you do any of the following?

- Take the plane
- Rent a car
- Stay in a hotel
- None of the above / not applicable

Which companies do you typically fly with for your leisure trips?

- Virgin Atlantic
- Thomson Airways
- Flybe
- EasyJet
- British Airways
- Ryanair
- bmi
- Monarch
- Thomas Cook
- Other
- None - not applicable

Which airport do you usually fly from for your leisure trips?

- London Heathrow
- London Gatwick
- Manchester
- London Stansted
- London Luton
- Edinburgh
- Birmingham
- Glasgow International
- Bristol
- Liverpool John Lennon
- Newcastle
- Belfast International
- East Midlands International
- Aberdeen
- London City
- Leeds Bradford International
- George Best Belfast City
- Southampton
- Jersey
- Glasgow Prestwick
- Other

Do you usually book your flights online for leisure purposes?

- Yes
- No

Which class do you usually fly for leisure?

- Economy class
- Economy Plus/Premium
- Business class
- First class

Do you ever travel abroad by plane for business?

- Yes
- No

Which class do you usually fly for business?

- Economy class
- Economy Plus/Premium
- Business class
- First class

Have you been on a cruise in the last 2 years?

- Yes
- No

Have you been on holiday in the UK in the last 2 years?

- Yes
- No

Have you taken a city break in the UK in the last 2 years?

- Yes
- No



Which cities have you visited in the UK?

- London
- Birmingham
- Leeds
- Glasgow
- Sheffield
- Bradford
- Edinburgh
- Liverpool
- Manchester
- Bristol
- Wakefield
- Cardiff
- Coventry
- Nottingham
- Leicester
- Sunderland
- Belfast
- Newcastle upon Tyne
- Brighton
- Hull
- Plymouth
- Stoke-on-Trent
- Wolverhampton
- Derby
- Swansea
- Southampton
- Other

Which of the following types of holiday do you usually go on?

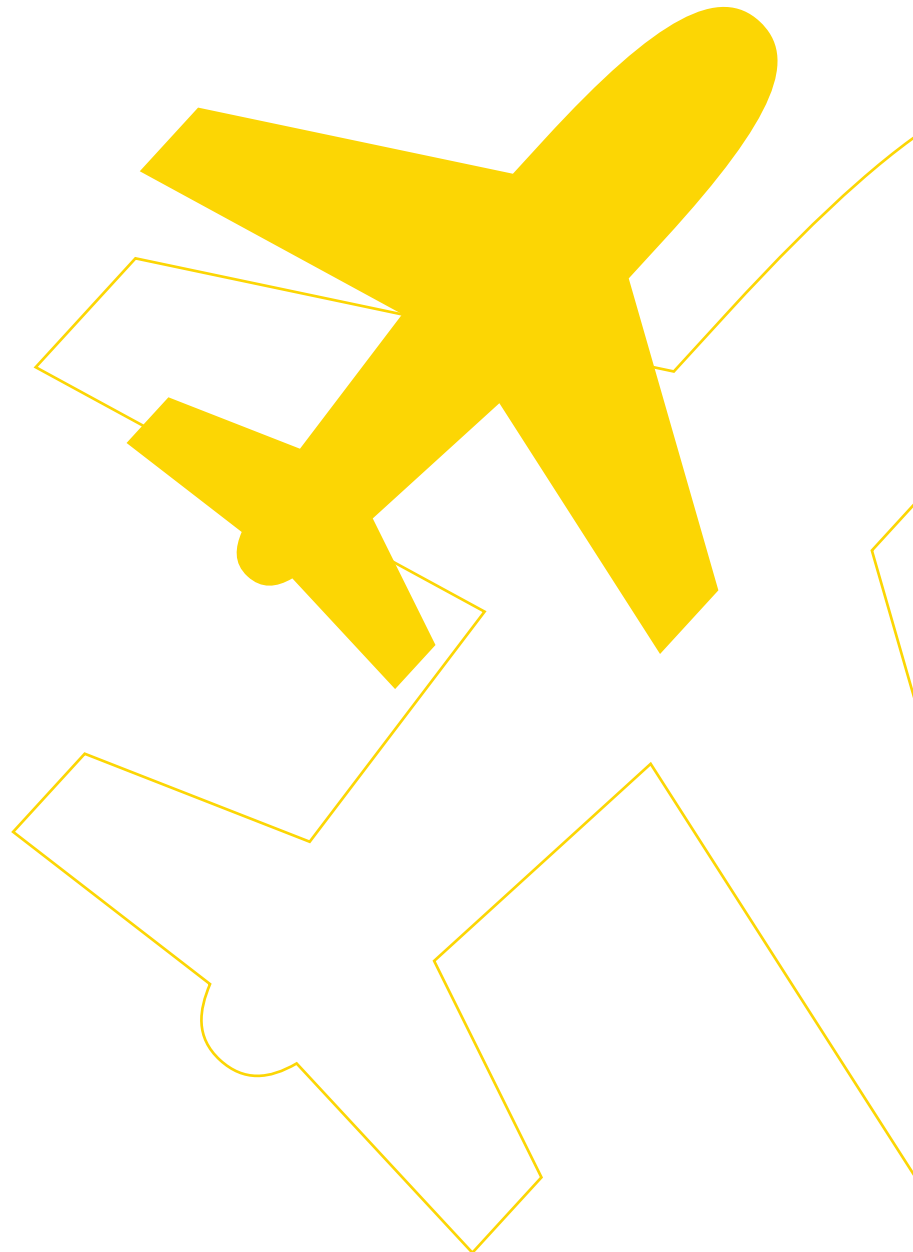
- Beach holiday
- Boating/fishing
- Coach trips
- Camping/caravaning
- Charter/package holiday
- Cooking excursions
- Cruise & stay holiday
- Cruises
- Golf holiday
- Lakes & mountains
- Long weekend getaways
- Shopping excursions
- Sightseeing
- Ski/snowboard
- Visiting friends & family
- None of the above

Which of the following types of holiday do you usually opt for?

- All inclusive resort
- Half board
- Self-catering
- NA – I do not go on these types of holidays

Have you ever hired a car while abroad?

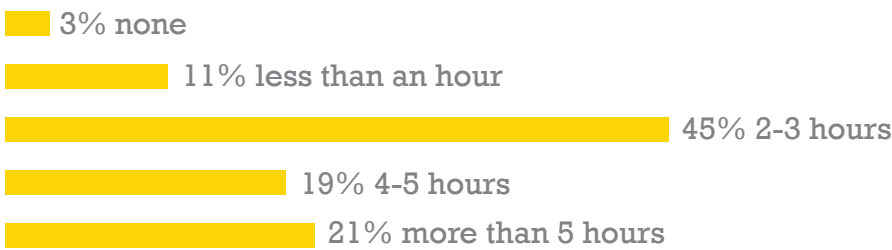
- Yes
- No
- Not applicable



panel: media

As part of our panel profiling, OnePoll asks panel members 23 media-related questions. Data gathered includes the amount of time spent watching television, listening to radio and reading newspapers and magazines. We also ask questions regarding the types of television shows and movies watched, how often they visit the cinema, and which printed and online newspapers that our panelists prefer.

on an average weekday, how many hours per day do you spend on the internet?



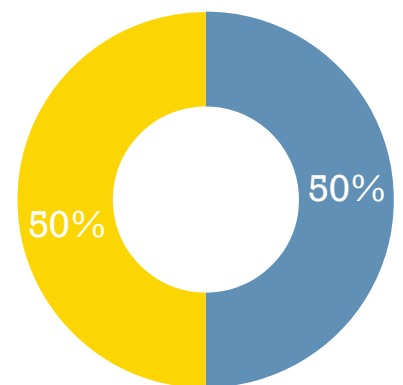
74%
visit news websites



88%
watch tv for over 2 hours on a weekday

73%
use tv catch up services

do you subscribe to any paid-for TV services?



questions: media

On an average weekday, how many hours per day do you spend watching TV?

- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekday, how many hours per day do you spend listening to the radio?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekday, how many hours per day do you spend reading magazines?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekday, how many hours per day do you spend reading actual newspapers?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekday, how many hours per day do you spend on the internet?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekday, how many hours per day do you spend browsing news sites?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend watching TV?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend listening to the radio?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend reading magazines?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend reading actual newspapers?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend on the internet?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

On an average weekend, how many hours per day do you spend browsing news sites?

- None
- Less than 1 hour
- 2 hours to 3 hours
- 4 hours to 5 hours
- More than 5 hours

What kind of TV programmes do you like to watch?

- Cookery Shows (e.g. Masterchef, Come Dine With Me)
- Soaps (e.g. Eastenders, Hollyoaks)
- Game Shows (e.g. Deal Or No Deal, Family Fortunes)
- Entertainment Shows (e.g. X-Factor, Strictly Come Dancing)
- UK Drama (e.g. Silent Witness, Spooks)
- US Drama (e.g. The Wire, Breaking Bad)
- Adult Cartoons (e.g. Simpsons, South Park)
- Sport (e.g. Matches, Football Focus)
- Sci Fi (e.g. Star Trek, Doctor Who)
- Documentaries (e.g. Frozen Planet, Walking With Dinosaurs)
- Current Affairs (e.g. Newsnight, Panorama)
- Reality TV (e.g. Big Brother, Ship Wrecked)
- Daytime Television (e.g. Jeremy Kyle, This Morning)
- Chat Shows (e.g. Jonathan Ross, Graham Norton)
- Makeover Shows (e.g. Gok Wan, Extreme Makeover)
- Sitcom (e.g. Father Ted, Friends)
- None of the above
- I don't watch TV

Do you subscribe to any paid-for TV services?

- Yes
- No



Which TV services do you pay for?

- BT
- Sky
- Talk Talk
- Virgin Media
- Other

Do you use TV catch-up services such as BBC iPlayer?

- Yes
- No

Do you subscribe to services like Lovefilm or Netflix?

- Yes - Lovefilm
- Yes - Netflix
- Yes - Both
- No - Neither

How often do you go to the cinema/movies?

- Once per week or more
- 2 - 3 times per month
- Once per month
- Every 2 - 3 months
- Every 6 months
- Less often
- Never

Which of the following type of movies do you enjoy watching?

- Action
- Adventure
- Comedy
- Disaster
- Documentary
- Drama
- Epic
- Family
- Fantasy
- Film-noir
- Horror
- Musical
- Mystery
- Romance
- Science Fiction
- Sport
- Thriller
- War
- Western
- Other
- None - I dont watch movies

Which of the following type of magazines do you regularly read?

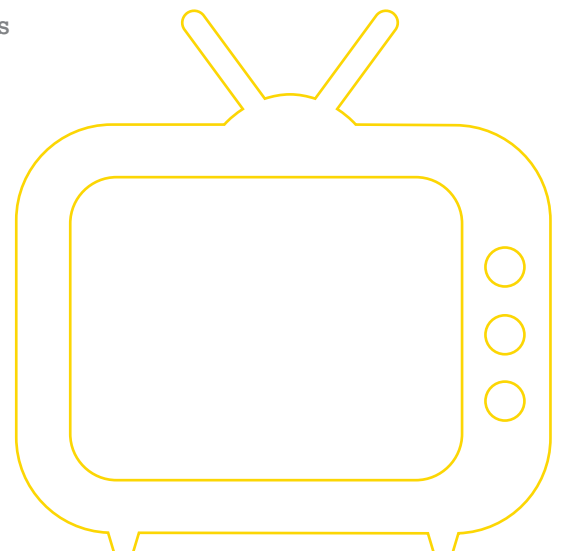
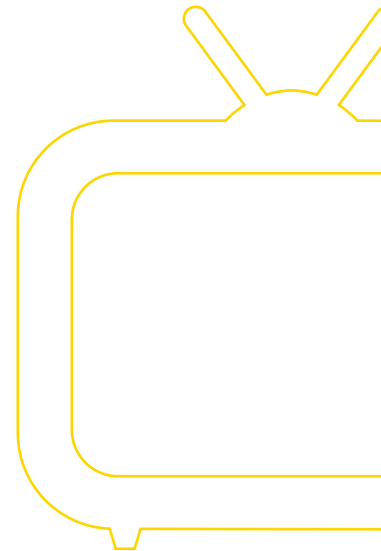
- Automotive
- Business & Finance
- Computer sciences
- Fashion
- Food
- Health and Fitness
- Home
- Lifestyle
- Mens
- News
- Parenting
- Politics
- Sports
- Sunday magazines
- Tabloids
- Travel
- TV Programmes
- Womens
- Other
- None - I dont read magazines

What is the primary newspaper you read in print?

- Choice
- The Sun
- Daily Mail
- Daily Mirror
- Daily Telegraph
- Daily Star
- Daily Express
- The Times
- i Newspaper
- Financial Times
- Daily Record
- Other
- None - I dont read newspapers

Do you visit news websites?

- Yes
- No



panel: occupation

OnePoll's occupational profiling provides information about panelists' employment status, the industry they work in and the job roles they have. Questions are asked about the company size and turnover, number of employees managed or supervised and whether panelists are decision makers or influencers in their job role.



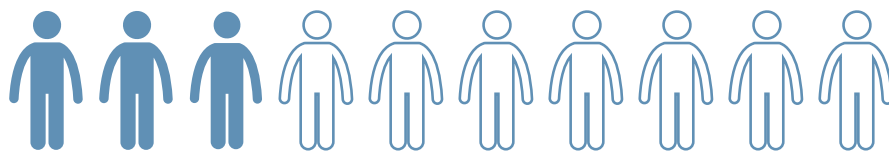
11% work in accountancy, banking & finance



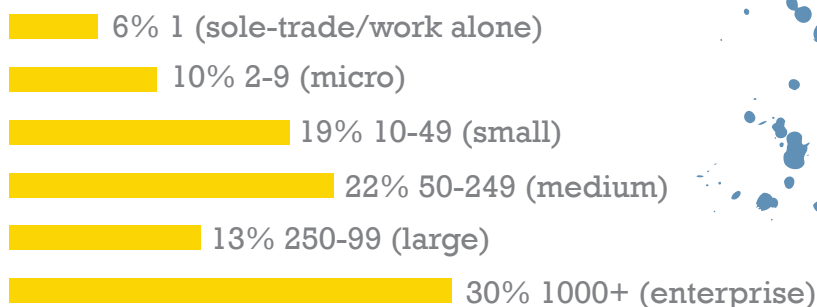
roughly

3 in 10

work in the public sector



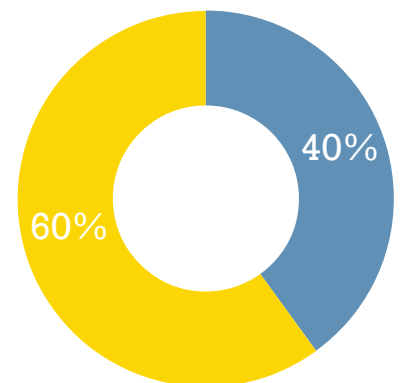
approximately how many employees work in your company?



77%

work full time, part time, or are self employed

do you manage/supervise/oversee any staff?



questions: occupation

What is your current employment status?

- Employed full time
- Employed part time
- Self-employed/independent professional/contractor
- Currently unemployed
- Student
- Homemaker
- Retired

What type of company do you work for?

- Public administration/sector
- A private company or organization
- A company or organization half public/half private
- A not-for-profit organization
- Other

What is your medical based profession?

- Surgeon
- Anesthesiologist
- Obstetrician/Gynecologist
- Orthodontist
- Psychiatrist
- Prosthodontist
- Internist, general
- Podiatrist
- Dentist (general)
- Family and General Practitioner
- Midwife
- Nurse
- Other

What of the below best describes your job role?

- Accountancy, banking & finance
- Armed forces
- Business, consulting & management
- Catering
- Charities & voluntary work
- Creative arts & culture
- Emergency services
- Energy & utilities
- Engineering and manufacturing
- Environment & agriculture
- Hair, beauty and cosmetics
- Hospitality, tourism & sport
- IT & information services
- Insurance
- Law
- Manual labour
- Marketing, advertising and PR
- Media & publishing
- Medical based profession
- Property & construction
- Recruitment & HR
- Research
- Retail & sales
- Science & pharmaceuticals
- Social care / worker
- Teaching & education
- Therapist
- Transport & logistics
- Other

What is your teaching and education based role?

- Lecturer
- Head Teacher
- Secondary school teacher
- Primary school teacher
- LSA
- Teaching assistant
- Supply teacher
- Tutor
- School secretary
- Other

What is your hospitality, tourism and sport role?

- Manager
- Events manager / coordinator
- Barista
- Waiter / waitress

- Receptionist
- Cleaner
- Porter
- Catering assistant
- Activity instructor
- Fitness instructor
- Sports coach
- Personal trainer
- Life guard
- Tour guide
- Translator
- Travel agent
- Other

What is your marketing, advertising and PR role?

- Marketing Manager
- Marketing Executive
- Marketing Director
- Head of Marketing
- PR Account Manager
- PR Executive
- PR Account Director
- Social media/online marketing
- Advertising Executive
- Internal marketing
- Creative
- Art Director
- Other

What is your manual labour profession?

- Builder
- Electrician
- Plumber
- Carpenter
- Painter / decorator
- Cleaner
- Roofer
- Window cleaner
- Welder
- Carpet layer
- Warehouse operative
- Other



Approximately how many employees work in your company?

- 1 (Sole-trader/work alone)
- 2-9 (micro)
- 10-49 (small)
- 50-249 (medium)
- 250-999 (large)
- 1000+ (enterprise)

Do you manager/supervise/oversee any staff?

- Yes
- No

How many people do you personally manage/supervise?

- 1
- 2-4
- 5-10
- 11-24
- 25-49
- 50-99
- 100-249
- 250-499
- 500 or more

What is your company annual turnover? (please provide best estimate)

- Less than £25,000
- £25,001-£50,000
- £50,001-£100,000
- £100,001-£500,000
- £500,001-£1million
- 1-5million
- 5-10million
- 10-25million
- 25-50million
- 50-100million
- 100-250million
- 250-500million
- 500million-1billion
- 1-2billion
- More than 2billion
- I don't know

Which of the following best describes the highest wage earner in your household?

- A - High managerial, administrative or professional
- B - Intermediate managerial, administrative or professional
- C1 - Supervisory, clerical and junior managerial, administrative or professional
- C2 - Skilled manual workers
- D - Semi and unskilled manual workers
- E - State pensioners, casual or lowest grade workers, unemployed with state benefits only. Also includes students

Are you a decision maker or influencer for advertising/marketing within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for computer hardware within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for computer software within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for finance/accounts within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for general office services within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for logistics/strategic planning within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for manufacturing/production within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for telecommunications within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

Are you a decision maker or influencer for transport and travel within your company/organisation?

- Decision maker
- Influencer
- Neither
- Not applicable

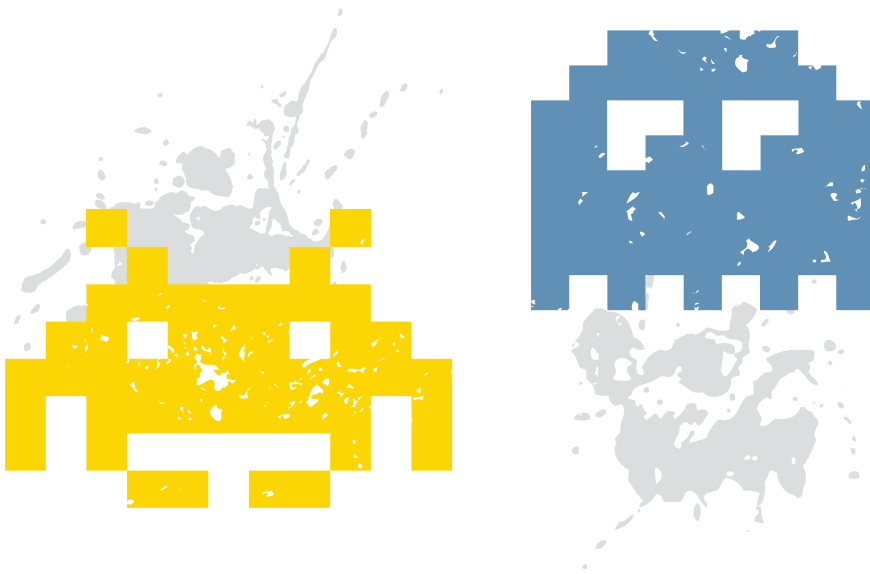
Are you a member on LinkedIn?

- Yes
- No

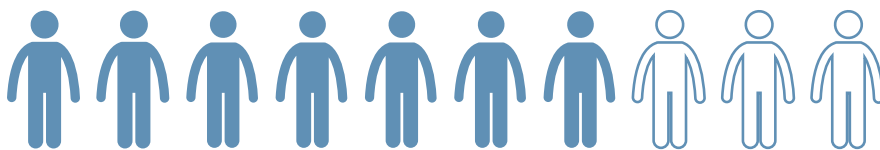


panel: gaming

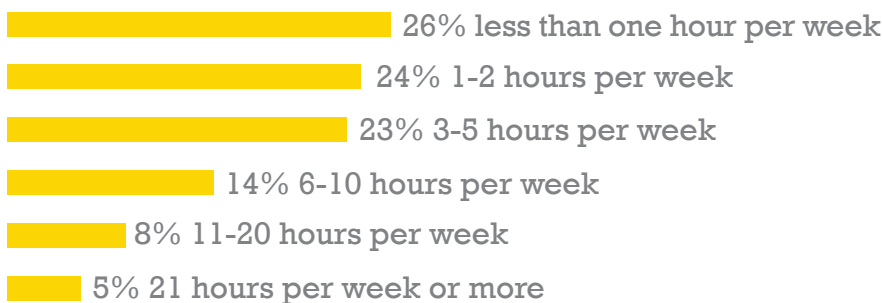
As part of our panel profiling, OnePoll asks panel members a number of gaming and tech related questions. Our panelists are asked about the gaming consoles they use, and their gaming habits. We also gather data about the electronic products they own and whether they are decision makers when it comes to purchasing new items.



7 in 10 own a gaming system such as a Xbox, Wii or Playstation



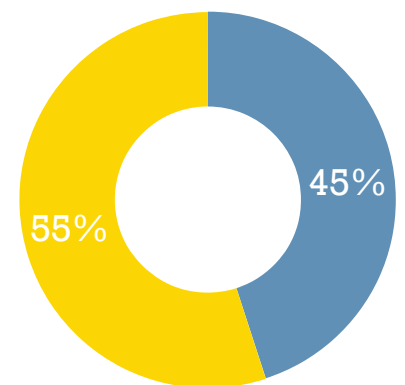
on average, how many hours per week do you play video games?



28%

play sports games

do you pay to download games onto your smartphone?



● yes ● no

questions: gaming

Do you own a gaming system such as an Xbox, Wii or PlayStation?

- Yes
- No

Which of the following gaming systems do you own?

- Apple Mac
- PC
- Microsoft Kinect
- Microsoft Xbox 360
- Microsoft Xbox One
- Nintendo 3DS
- Nintendo DS
- Nintendo DS lite
- Nintendo Wii
- Sony PlayStation 2
- Sony PlayStation 3
- Sony PlayStation 4
- Sony PSP
- Sony PSP Go
- Sony PSP Slim & Lite
- Sony PS Vita
- Other

How often do you play video games on average?

- Never
- Less than once a week
- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- 7 times per week or more

What type of games do you play?

- Action
- Adventure
- Arcade
- Beat-em up
- Combat
- Music
- Platform
- Puzzle
- Role-playing game
- Racing
- Shoot'em up
- Simulation
- Sports
- Strategy
- First person shooter
- Kids
- Other

On average, how many hours per week do you play video games?

- Less than one hour per week
- 1-2 hours per week
- 3-5 hours per week
- 6-10 hours per week
- 11-20 hours per week
- 21 hours per week or more

Do you play games online with other players in a network (e.g. PSN, Xbox Live)?

- Yes I play games online
- No I don't play games online

Do you play games on your smartphone?

- Yes
- No
- I don't own a smartphone

Do you pay to download games onto your smartphone?

- Yes
- No

Do you play games on your tablet?

- Yes
- No
- I don't own a tablet

Do you pay to download games onto your tablet?

- Yes
- No

Would you consider yourself a 'gamer'?

- Yes
- No

Which of the following electronic products do you own?

- Tablet (e.g. iPad)
- E-book reader (e.g. Kindle)
- DVD Player
- Blu-ray player
- Flat screen TV
- 3D TV
- Vehicle GPS navigation (e.g. TomTom)
- Portable game console (e.g. Sony PSP GO)
- Stationary game console (e.g. Nintendo Wii)
- Digital camera
- Video camera/camcorder
- PC/Mac stationary or desktop
- PC/Mac laptop or portable
- Smart Phone (e.g. iPhone, Android, Blackberry)
- MP3 player/iPod
- TV projector
- Cable TV/satellite TV
- Printer
- Wireless internet
- Surround system/home cinema
- None of the above

Are you the primary decision maker of purchases of electronic products in your household?

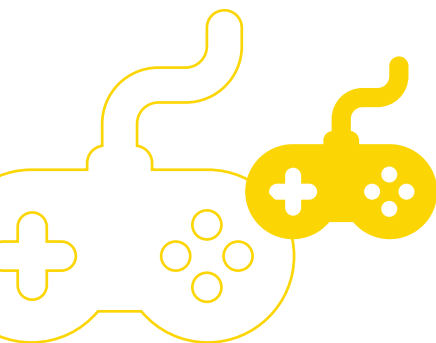
- Yes
- I contribute equally in electronic product buying
- No

Do you have at least one TV in your household?

- Yes
- No

What is the screen size of your primary TV in your household?

- Up to 20"
- 21 - 23
- 24 - 30
- 31 - 39
- 40 - 45
- 46 - 47
- 48 - 55
- 56+



panel: social media

Panelists provide information about their social media activities – which sites they are members of, how they access social media, and how they use it. Specific questions are also asked about Twitter, Google, online forums and video conferencing.



67%

have downloaded social media apps on their smartphone



46%

'check-in' to various locations when out and about

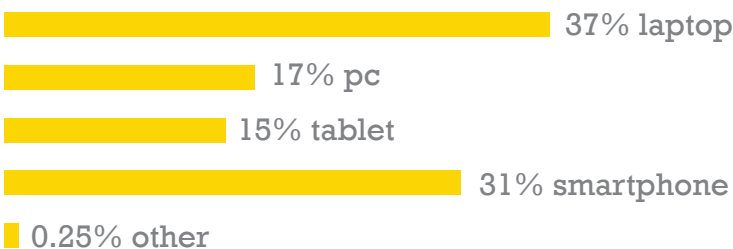
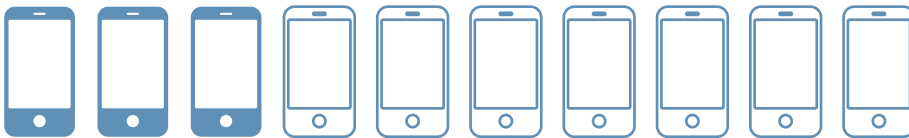


77%

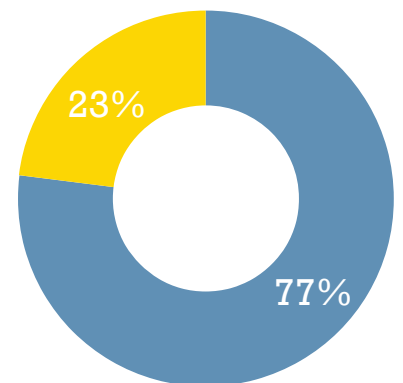
post photos on social media sites

3 in 10

primarily access social media through a smartphone



do you use social media websites such as Facebook, Twitter, Vine etc?



● yes ● no

questions: social media

Do you use social media websites such as Facebook, Twitter, Vine etc?

- Yes
- No

What social media sites are you signed up to?

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Tumblr
- Flickr
- Instagram
- Myspace
- Vine
- None of the above

Do you use Twitter for business or personal use?

- Business
- Personal
- Both
- Not applicable - I don't use Twitter

Do you primarily access social media through a...

- Laptop
- PC
- Tablet
- Smartphone
- Other

Do you ever post photos on social media sites?

- Yes
- No

Do you check-in to various locations when out and about?

- Yes
- No

Have you downloaded social media apps on your smartphone?

- Yes
- No
- I don't have a smartphone

Do you take part in any forum discussions?

- Yes - regularly
- Yes - occasionally
- No
- Not sure

Do you have a Google/Gmail account?

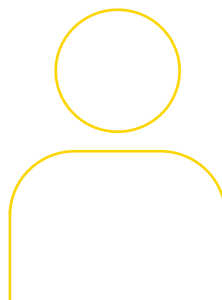
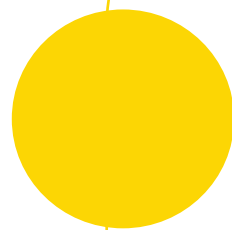
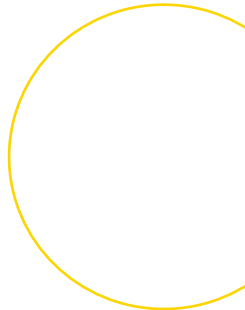
- Yes
- No

If yes - which of these Google services do you use regularly?

- Gmail
- Hangouts
- Google+
- Google Keep
- Google Communities
- Google Drive
- YouTube
- None of the above

Have you ever taken part in a video conference?

- Yes
- No



panel: financial

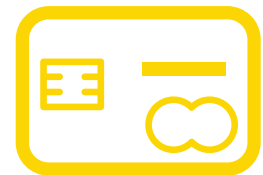
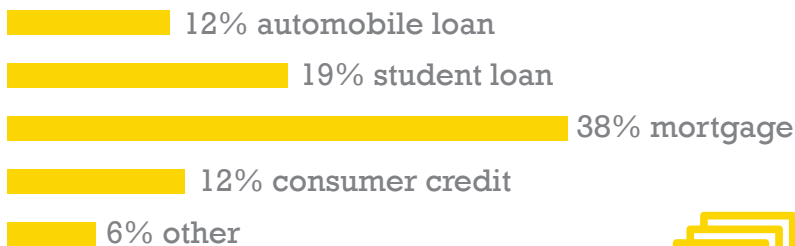
As part of our panel profiling, we ask OnePoll members 13 questions relating to the topic 'finance'.

Our financial profiling data incorporates information regarding high street banking, credit cards, loans, savings and investments. Our panel are also asked to supply details about their household and personal incomes, pensions, life insurance and wills.

We work with a number of companies within the financial and insurance industries, providing consumer insight for new product development. Our nationally representative samples are also used for conducting research for PR purposes.



61% have a loan



69%

own a credit card



30%

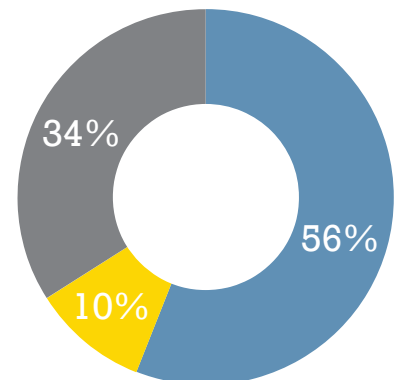
have prepared a will



3 in 5

do not have life insurance

are you a financial decision maker in your household?



- yes
- no
- responsibilities are shared



questions: financial

What bank do you use primarily for your current account?

- HSBC
- Natwest
- Royal Bank of Scotland
- Lloyds TSB
- Halifax
- Bank of Scotland
- Barclays
- Santander
- Co-operative
- Nationwide
- Tesco bank
- Other

Do you have a credit card?

- Yes
- No

Which of the following loans do you have?

- Automobile loan
- Student loan
- Mortgage
- Consumer credit
- Other
- None/I don't have any loans

Are you a financial decision maker in your household?

- Yes
- No
- Responsibilities are shared

Do you have any of the following savings accounts?

- Instant access
- Notice accounts
- ISA's
- Regular savings accounts
- National savings accounts
- Other
- None

Do you invest in stocks and shares?

- Yes
- No

Do you have life insurance?

- Yes
- No

Have you prepared a will?

- Yes
- No

How much do you roughly have in cash savings?

- £0
- £1-£500
- £501-£1000
- £1001-£5000
- £5001-£10000
- £10001-£25000
- £25001-£50000
- £50001+

What is your household annual income?

- £0-£10,000
- £10,001-£15,000
- £15,001-£19,000
- £19,001-£29,000
- £29,001-£39,000
- £39,001-£50,000
- £50,001-£70,000
- £70,001-£90,000
- £91,001-£110,000
- £110,001+
- I don't know

What is your personal annual salary?

- £0-£10,000
- £10,001-£15,000
- £15,001-£19,000
- £19,001-£29,000
- £29,001-£39,000
- £39,001-£50,000
- £50,001-£70,000
- £70,001-£90,000
- £90,001-£110,000
- £110,001+

Do you pay into a pension?

- Yes
- No

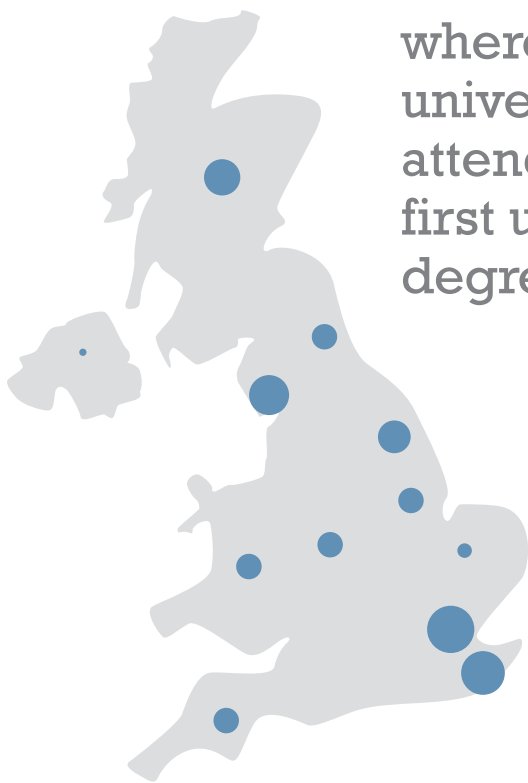
Is your pension through your employer or other?

- Through employer
- Through other method



panel: education

We ask our panelists a number of questions relating to education. Members are asked if they have received a private or state education, to what level they are educated and if they have ever attended evening classes. Those who have attained a degree are asked for further details about their degree and when and where they studied.



where was the university you attended for your first undergraduate degree?



4%

studied outside of the UK



40%

are paying off a student loan

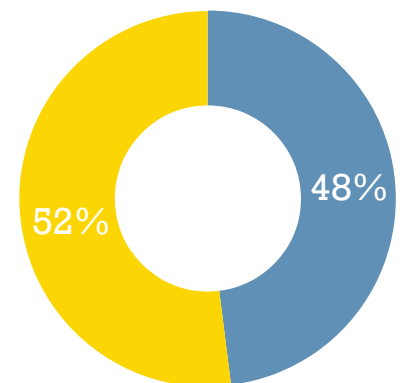


23%

received a first



have you ever attended any evening classes?



● yes ● no

questions: education

To what level are you educated?

- GCSEs/O Levels
- A Levels/AS Levels
- College
- University
- Masters
- Doctorate
- Other

What undergraduate degree did you first achieve?

- First (I)
- Upper second (II.i)
- Lower second (II.ii)
- Third (III)
- Marginal fail
- Fail

Within which UK region was the university you attended for your first undergraduate degree?

- Wales
- Scotland
- Northern Ireland
- South East
- South West
- North East
- North West
- London
- East Anglia
- Yorkshire & Humber
- East Midlands
- West Midlands
- I studied outside of the UK

What core subject area did you study for your first undergraduate degree?

- History
- Science
- Nursing
- Education
- Bioscience
- Psychology
- IT/Computing
- Politics
- Art and Design
- Sociology and social studies
- Law
- Business and Management Studies
- Sports
- Other

Are you currently paying off a student loan?

- Yes
- No - have paid it off
- I didn't have a student loan

Which year did you graduate from university for your first degree? (please select closest bracket)

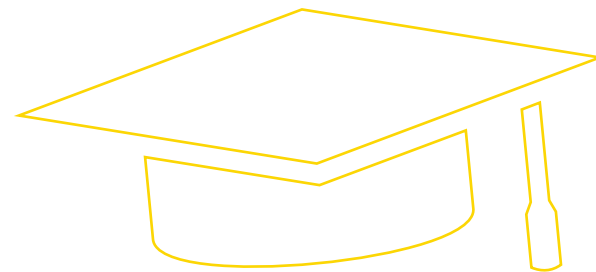
- Before 1971
- 1971-1975
- 1976-1980
- 1981-1985
- 1986-1990
- 1991-1995
- 1996-2000
- 2001-2005
- 2006-2010
- 2011-2013+

Have you ever attended any evening classes?

- Yes
- No

Did you attend a public (state funded) or private school?

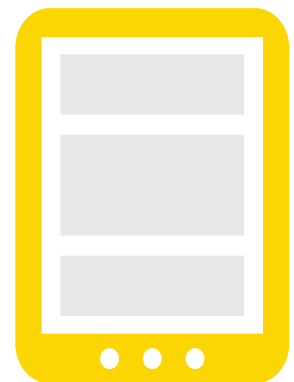
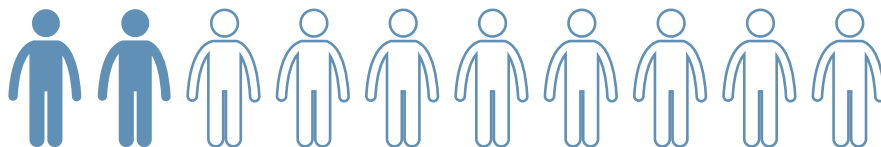
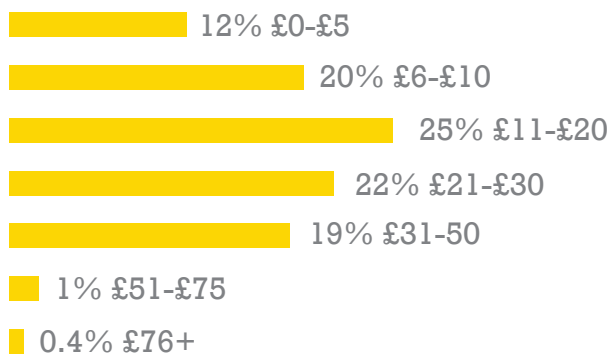
- Public
- Private
- I don't know



panel: mobile & tablet

Our mobile profiling questions ask panelists about their mobile phone and tablet ownership. Data gathered includes the brands of phones and tablets, which phone networks are used, average expenditure, the main uses of phones and/or tablets, and whether people have plans to switch provider.

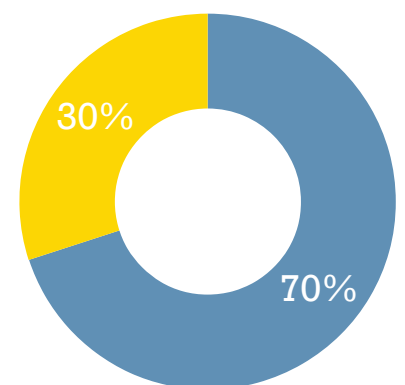
how much a month do you roughly spend on your phone contract or pay-as-you-go?



53%

own a tablet

is your personal phone on a contract or pay-as-you-go?



● monthly contract
● pay-as-you-go



2 in 10

spend over £31 a month on their contract or on pay-as-you-go



80%

own a smart phone

questions: mobile & tablet

What is the brand of your primary mobile phone?

- Acer
- Alcatel
- Apple
- Blackberry
- Hewlett Packard
- HTC
- LG Electronics
- Mitsubishi
- Motorola
- Nec
- Nokia
- Palm
- Panasonic
- Pantech
- Philips
- Samsung
- Sharp
- Siemens
- Sony Ericsson
- Toshiba
- Other
- None - I dont have a mobile phone

Do you own a smartphone?

- Yes
- No

What three things do you use your smartphone for the most?

- Browsing the web
- Checking social media sites
- Playing app games
- Listening to music
- Making phone calls
- Checking and using email
- Sending text messages
- Watching TV or films
- Reading Books
- Taking photos
- Other

Is your personal phone on a contract or pay-as-you-go?

- On monthly contract
- Pay-as-you-go

What network is your primary mobile phone/smartphone with?

- Vodafone
- O2
- T-Mobile
- Orange
- Three
- Virgin
- EE
- Tesco Mobile
- Talk Mobile
- Other

How much a month do you roughly spend on your phone contract or pay-as-you-go?

- £0-£5
- £6-£10
- £11-£20
- £21-£30
- £31-£50
- £51-£75
- £76+

Are you thinking of switching mobile phone providers in the next 12 months?

- Yes
- No
- Not sure

Do you own a tablet?

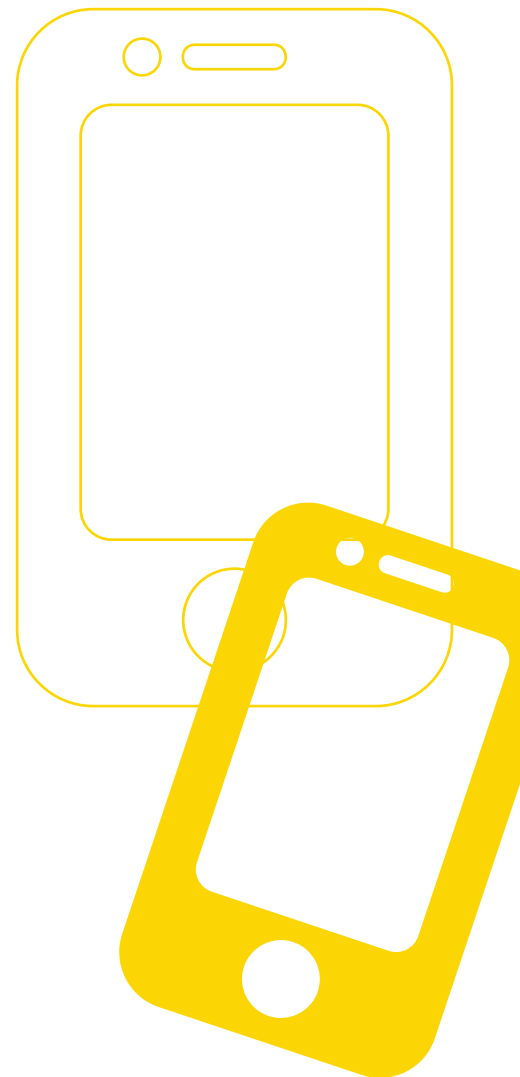
- Yes
- No

What brand is your tablet device?

- Apple
- Samsung
- Amazon
- Google
- Asus
- Sony
- Other

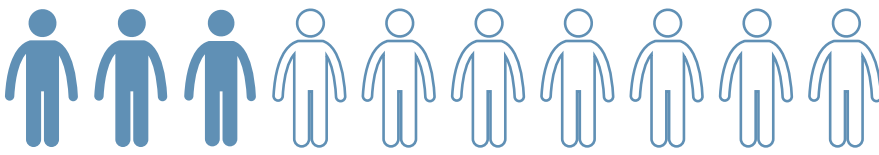
What three things do you use your tablet for the most?

- Browsing the web
- Checking social media sites
- Playing app games
- Listening to music
- Checking and using email
- Sending instant messages
- Watching TV or films
- Reading books
- Taking photos
- Editing photos/video
- Other



panel: automobile

The OnePoll panel are profiled by the number of cars per household and the make and model of cars owned. Our automobile profiling questions also cover annual mileage, whether cars are used for business purposes, and panelists' plans to purchase their next car.



more than

3 in 10

travel for business in their car



91%

have at least one car at their household

what type of fuel does your car / van run on?



68%

petrol



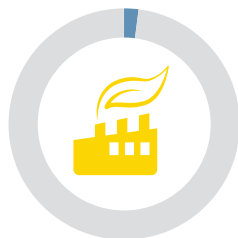
29%

diesel



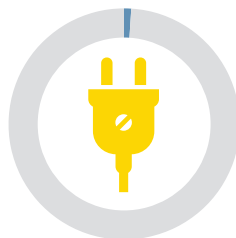
2%

bio fuel



1%

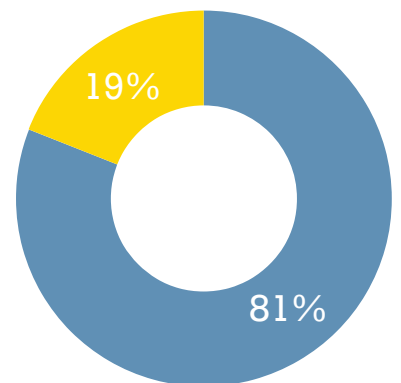
hybrid



0.2%

electric

do you currently drive?



● yes

● no

questions: automobile

How many cars are at your household?

- 0
- 1
- 2
- 3
- More than 3

Which of the following describes you best?

- I do not have any driving licence
- I have a provisional driving licence
- I have a full driving licence

Do you currently drive?

- Yes
- No

Do you personally own a car / van?

- Yes
- Yes - with someone else
- No

What is the make of your car / van?

- Ford
- Vauxhall
- Volkswagen
- Peugeot
- BMW
- Toyota
- Audi
- Kia
- Skoda
- Renault
- Honda
- Citroen
- Other

What type of fuel does your car / van run on?

- Petrol
- Diesel
- Bio Fuel
- Hybrid
- Electric

Do you own a motorbike?

- Yes
- No

When do you think you will buy your next car?

- In 3 months or less
- In the next 4-6 months
- In the next 7-12 months
- In more than 1 year
- In more than 2 years
- Never
- I don't know

Will the new car be...

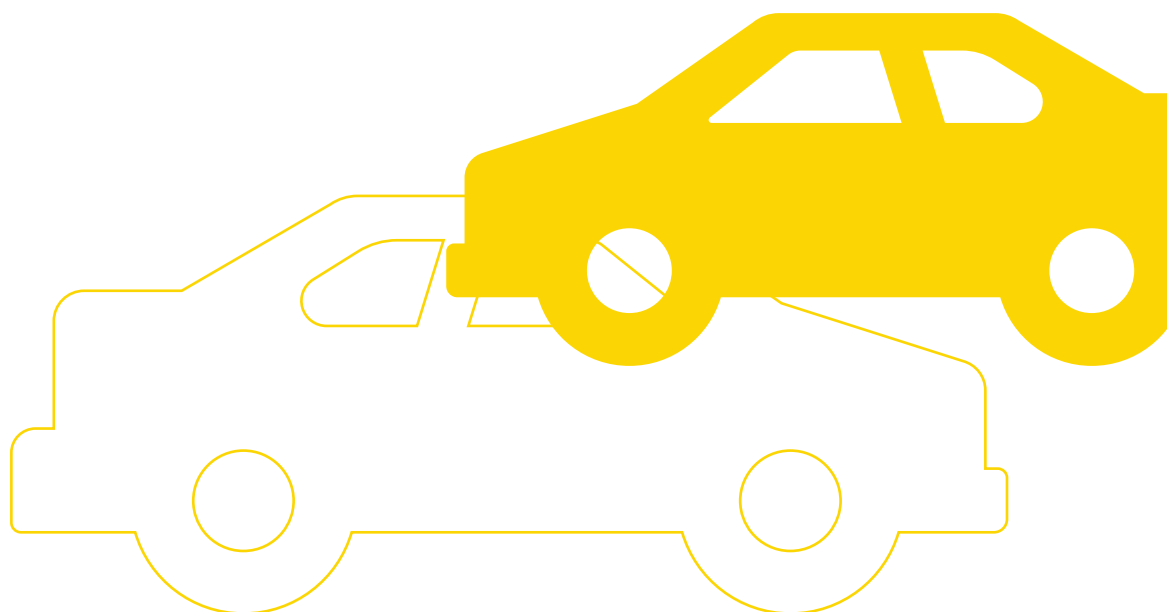
- A new vehicle
- A used vehicle
- I am not sure

Do you travel for business in your car?

- Yes
- No

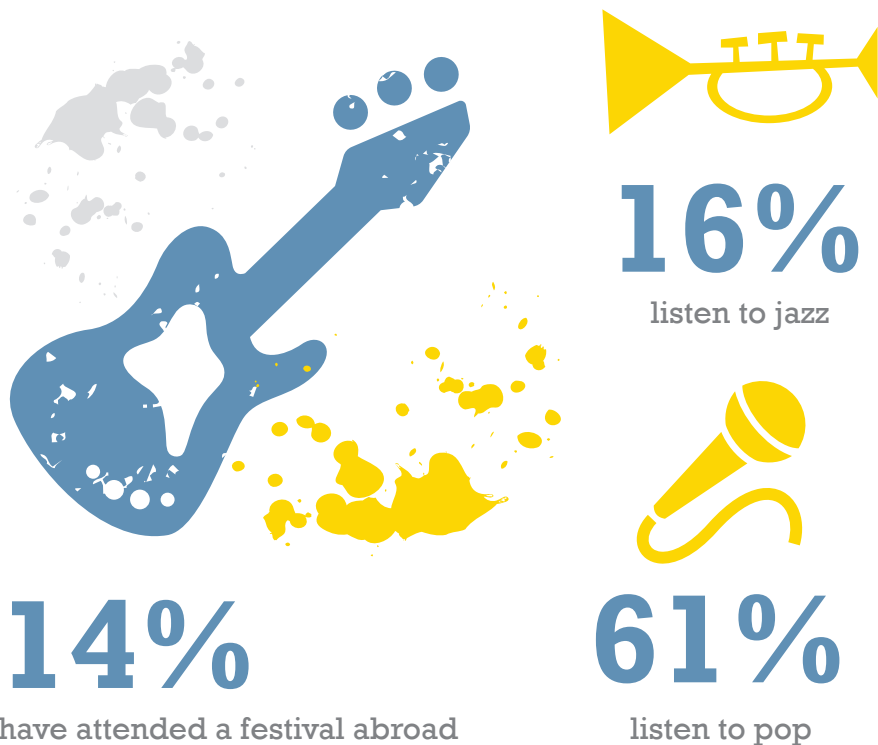
How many miles on average do you drive each year? (for social, domestic and pleasure)

- 0-5000
- 5001-8000
- 8001-9000
- 9001-12000
- 12001-15000
- 15001-20000
- 21000-25000
- 25001-30000
- 30000+

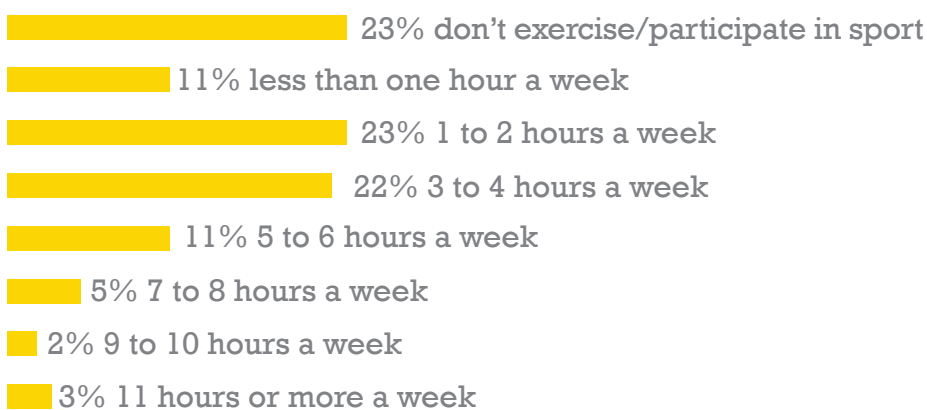


panel: hobbies & sports

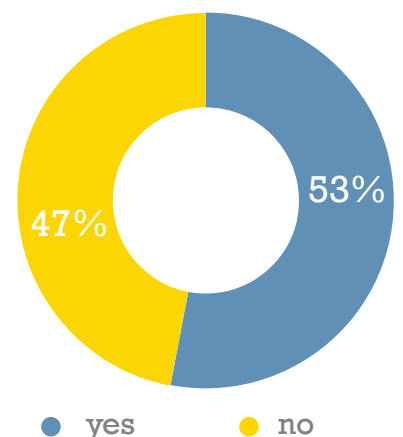
Panelists are asked questions regarding the hobbies and sports they regularly participate in. Data acquired from our hobbies and sport profiling includes the types of activities and the length of time spent on each during the week. Our panel are also asked to provide details of the sports they watch on television, if and how often they attend a gym, and additional questions about leisure activities including music festivals and gambling.



how many hours do you participate in sport each week?



do you make an effort to watch sport on TV?



questions: hobbies & sports

Which of the following sports do you participate in?

- Basketball
- Cycling
- Dance
- Fitness
- Football
- Golf
- Hiking
- Hockey
- Netball
- Martial Arts
- Running
- Skiing
- Snowboarding
- Football
- Rugby
- Swimming
- Tennis
- Volleyball
- Other
- None - I do not play sports

Do you make an effort to watch sport on TV?

- Yes
- No

Do you pay for sports channels?

- Yes
- No

Which sports do you tend to watch on TV?

- Basketball
- Cycling
- Dance
- Fitness
- Football
- Golf
- Hiking
- Hockey
- Netball
- Martial Arts
- Running
- Skiing
- Snowboarding
- Formula 1
- Football
- Rugby
- Swimming
- Tennis
- Volleyball
- Other
- None

Are you a paying member of a gym?

- Yes
- No

On average, how many times a week do you go to the gym?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7+

Out of the following list, what are your hobbies and interests?

- Arts and crafts
- Boating
- Camping
- Cooking
- Extreme sports
- Gardening
- Golf
- Health and fitness
- Holiday house/timeshare
- Horses
- Hunting/fishing
- Interior decorating/renovating
- Motor caravanning
- Participating in athletics
- Photography
- Playing music
- Playing video/computer games
- Reading
- Skiing
- Technology/computers
- Travel
- Watching sports on TV
- None of the above



On average, how many hours a week do you exercise/participate in sport activities?

- I don't exercise/participate in any sport activities
- Less than one hour per week
- 1 to 2 hours per week
- 3 to 4 hours per week
- 5 to 6 hours per week
- 7 to 8 hours per week
- 9 to 10 hours per week
- 11 hours or more per week

Would you describe yourself as a festival goer?

- Yes
- No

Have you ever attended a festival abroad?

- Yes
- No

Which styles of music do you like to listen to?

- Alternative
- Blues
- Classical
- Country
- Dance
- Electronic
- Hip Hop
- Jazz
- Pop
- Reggae
- RnB/Soul
- Rock
- Other
- I don't listen to music

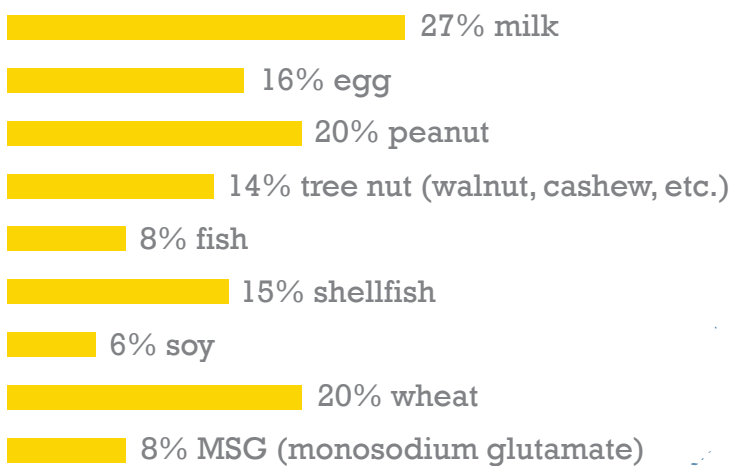
What kind of gambling do you regularly participate in?

- None - I don't gamble at all
- Online sports betting
- Online lottery/scratchcard
- Online poker/casino gaming
- Offline sports betting
- Offline lottery/scratchcard
- Bingo
- Casino poker/BlackJack/Roulette/etc
- Casino Slot Machines
- Horse Track Betting
- Car Race Betting
- Other

panel: **medical**

Our medical profiling questions relate to existing and previous health issues. Panelists are asked if they suffer from specific medical conditions – for example, those relating to joint and muscular problems, respiratory conditions, digestive problems, heart conditions, and ear, nose and throat issues. Panelists are also asked if they have been affected by cancer or are diagnosed as diabetic. Other medical questions cover mental health, sexual health, cosmetic surgery and skin conditions.

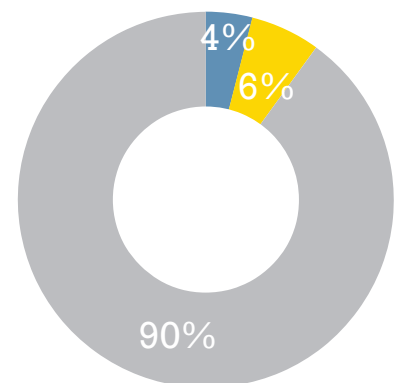
of the 18% suffering from food allergies they are affected by the following...



18%

have considered having cosmetic surgery

which of the following diabetes conditions affect you?



● type I ● Type II
● none of the above



41%

have suffered from back pain

questions: medical

Which of the following health and medical areas affect you currently?

- Acute pain
- Allergies
- Breathing/respiratory conditions
- Cancer
- Diabetes
- Digestive conditions
- Eye, ear, nose, throat conditions
- Heart/blood conditions
- Immunological conditions
- Men's health
- Mental health and behavior
- Neurological/brain-related conditions
- Pain or bone/joint/muscle conditions
- Physical appearance (i.e. hair loss, cosmetic appearance, etc)
- Sexual health
- Skin condition
- Sleep disorders
- Weight condition
- Woman's health
- None of the above

Which of the following health and medical areas have affected you in the past?

- Acute pain
- Allergies
- Breathing/respiratory conditions
- Cancer
- Diabetes
- Digestive conditions
- Eye, ear, nose, throat conditions
- Heart/blood conditions
- Immunological conditions
- Men's health
- Mental health and behavior
- Neurological/brain-related conditions
- Pain or Bone/joint/muscle conditions
- Physical appearance (i.e. hair loss, cosmetic appearance, etc)
- Sexual health
- Skin condition
- Sleep disorders
- Weight condition
- Woman's health
- None of the above

Which of the following allergies do you suffer from?

- Anaphylaxis
- Cosmetic allergies
- Drug /medication allergies
- Food allergies
- Hives
- Insect stings
- Latex allergy
- Multiple chemical sensitivity
- Plant allergies (poison ivy, poison oak)
- Seasonal allergies, pollen, etc.
- Other allergies
- None of the above

Do you suffer from food allergies?

- Yes
- No

Which of the following pain and bone/joint/muscle conditions affect you or have affected you?

- Any persistent or chronic pain
- Arthritis
- Back pain
- Broken bones
- Fibromyalgia
- Gout
- Headaches
- Joint soreness
- Lupus
- Migraines
- Multiple sclerosis
- Muscle pain
- Muscular dystrophy
- Myasthenia gravis
- Neuropathic pain
- Osteo arthritis
- Osteoporosis
- Psoriatic arthritis
- Rheumatoid arthritis
- Other pain and bone/joint/muscle condition
- None

Which of the following breathing/respiratory conditions affect you or have affected you?

- Asthma
- Bronchitis (chronic)
- COPD - (chronic obstructive pulmonary disease)
- Emphysema
- Pulmonary vascular disease
- Respiratory infections, chronic Sinusitis
- Other COPD
- None



Which of the following cancer conditions affect you or have affected you?

- Bladder
- Bone
- Brain
- Breast
- Cervical
- Colon
- Hodgkin's disease kidney
- Leukemia
- Liver
- Lung
- Melanoma
- Non-Hodgkin's lymphoma
- Ovarian
- Prostate Uterine/Cervical
- Other cancer condition
- None

Which of the following diabetes conditions affect you?

- Type I diabetes
- Type II diabetes
- None of the above

Which of the following digestive conditions affect you or have affected you?

- Bowel incontinence
- Colitis
- Constipation (persistent or chronic) Crohn's disease
- Diarrhea (Persistent or chronic)
- Gall stones
- Gas /bloating
- Heartburn/GERD
- Inflammatory bowel disease (IBD) Intestinal ulcers
- Irritable bowel syndrome (IBS)
- Kidney stones
- Nausea
- Overactive bladder
- Stomach ulcers
- Urinary incontinence/bladder control urinary tract infection
- Other gastrointestinal condition
- None

Which of the following eye, ear, nose, and throat conditions affect you or have affected you?

- Blindness
- Dry eye
- Ear disorder, any
- Ear infections
- Eye infection
- Gas/bloating
- Glaucoma
- Hearing loss
- Macular degeneration
- Nasal congestion
- Snoring
- Vision correction-laser treatment
- Vision impaired
- Other ear, nose, throat condition
- None

Which of the following heart/blood conditions affect you or have affected you?

- Abnormal heart rate
- Angina
- Blood transfusion, recent
- Circulation problem in the legs
- Congestive heart failure (CHF)
- Heart attack/MI
- Heart disease
- Heart rate, abnormal
- Hemophilia or other blood disease
- Hepatitis A
- Hepatitis B
- Hepatitis C
- High blood pressure/Hypertension high cholesterol
- High triglycerides
- Hyperlipidemia
- Hypoglycemics
- Low blood pressure
- Stroke/TIA
- Thrombosis
- Varicose veins
- Other heart/blood condition
- None

Are you male or female?

- Male
- Female

Which of the following men's health conditions affect you or have affected you?

- Ejaculation disorder (premature ejaculation)
- Erectile dysfunction
- Impotence
- Infertility
- Lack of sexual desire
- Penis disorder
- Sexual dysfunction
- Testes disorder
- Other male condition
- None

Which of the following mental health and behaviour conditions affect you or have affected you?

- Alzheimer's disease
- Anxiety
- Attention deficit (ADHD, ADD)
- BiPolar (manic depression)
- Chronic depression (Dysthymia)
- Dementia
- Eating disorder
- Major depression
- Obsessive compulsive disorder (OCD)
- Panic attacks
- Phobias
- Post traumatic stress disorder (PTSD)
- Psychiatric disorders
- Seasonal depression (Seasonal affective disorder: SAD)
- Social anxiety disorder
- Stress anxiety
- Other mental health and behavior
- None

Which of the following neurological/brain-related conditions affect you or have affected you?

- Alzheimer's
- Epilepsy
- Headaches
- Migraines
- Multiple sclerosis
- Parkinson's
- Persistent tremor
- Seizures (unrelated to epilepsy)
- Stroke (TIA)
- Other brain/neurological condition
- None

Have you ever had or considered having cosmetic surgery?

- Yes
- No

Which of the following sexual health conditions affect you or have affected, a member of your household or someone you are a care provider for?

- Contraceptives users
- Genital herpes
- Herpes
- HIV/AIDS
- Human papilloma virus (HPV)
- Impotence
- Infertility
- Lack of sexual desire
- Sexual dysfunction
- Sexually transmitted diseases (STD)'s
- Other sexual health condition
- None

Which of the following skin conditions affect you or have affected you?

- Acne
- Age spots
- Amyloidosis
- Dandruff
- Dry skin
- Eczema
- Fungal infections
- Moles/ warts
- Psoriasis
- Rosacea
- Scleroderma
- Skin Rash (dermatitis)
- Varicose veins
- Other skin condition
- None

Which of the following sleep conditions affect you or have affected you?

- Insomnia
- Narcolepsy
- Restless leg syndrome
- Sleep apnea
- Sleep walking
- Other sleep disorder condition
- None

Which of the following weight conditions affect you or have affected a member of your household or someone you are a care provider for?

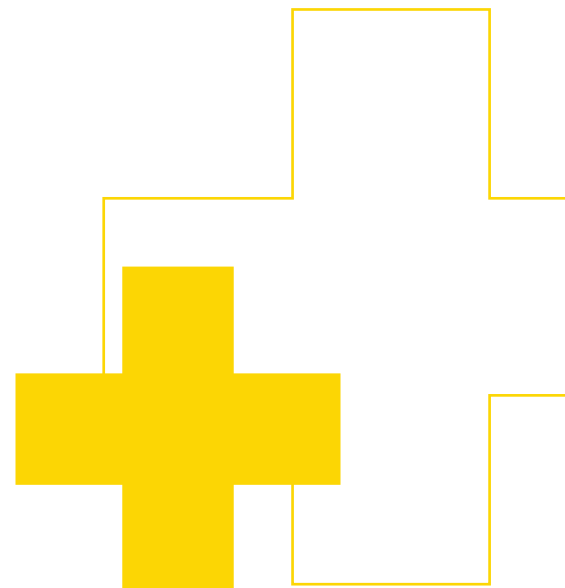
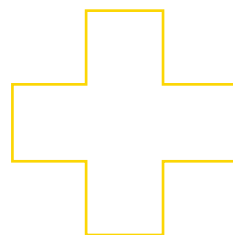
- Mildly overweight
- Moderately overweight
- Obesity
- Severely overweight
- Other weight condition
- None of the above

Which of the following women's health conditions affect you or have affected you?

- Abnormal bleeding
- Absence of periods
- Endometriosis
- Female sexual dysfunction
- Fibroids
- Hormone replacement therapy
- Infertility
- Lack of sexual desire
- Menopause
- Menstrual cramps (Dysmenorrhea)
- Osteoporosis
- Painful ovulation (Mittelschmerz)
- Pelvic inflammatory disease
- Pregnancy
- Premenstrual dysphoric disorder
- Premenstrual syndrome
- Prenatal supplement
- Vaginal infections
- Yeast infections
- Other woman's health condition
- None of the above

Which of the following devices do you use or have you used?

- Reading glasses
- Retainers
- Stent
- Walker
- Wheelchair
- Blood glucose meter
- Braces
- Cane
- Contact lenses
- Crutches
- Dentures
- Epipen
- False teeth
- Hearing Aids
- Hip replacement
- Inhalers
- Insulin injections
- Mouthguard
- Nebulizers
- Nicotine gum
- Nicotine patches
- Oxygen tanks
- Pacemakers
- Prescription eyeglasses
- Prosthetic device
- None of the above

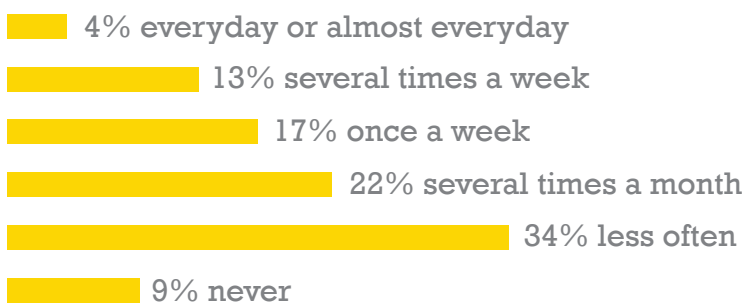
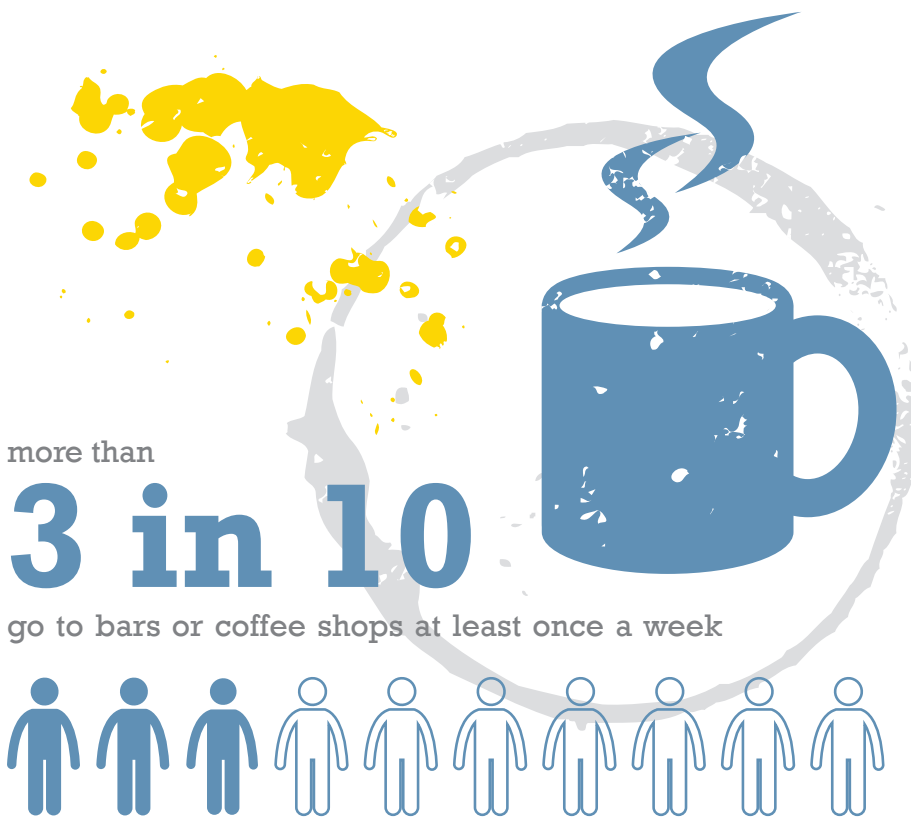


panel: shopping

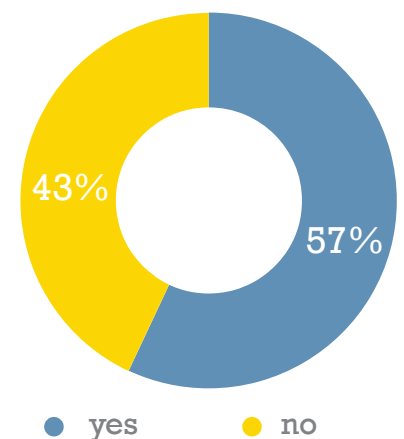
As part of our panel profiling, OnePoll asks our panel members 23 questions on the topic of 'shopping'.

We hold data on where groceries are bought, the frequency of grocery shopping, average expenditure, food and beverage purchases, clothing expenditure and drinking and smoking habits.

Our highly profiled panelists can provide insight into consumer purchasing habits and what factors drive people to buy.



Have you purchased groceries online in the last 12 months?



questions: shopping

Where do you usually buy your groceries?

- Large supermarkets (e.g. Sainsburys)
- Small supermarkets (e.g. Budgens)
- Corner shops
- Markets
- Organic stores
- Other
- I do not buy groceries

Do you predominantly purchase groceries online or in-store?

- Online
- In-store
- Both equally

Have you purchased groceries online in the last 12 months?

- Yes
- No

Which is your favoured supermarket - i.e. the one you shop at the most?

- Aldi
- Asda
- Co-operative
- Iceland
- Marks & Spencer's
- Morrison's
- Sainsbury
- Tesco
- Waitrose
- Other

How much do you spend typically per month on grocery shopping?

- £1-£25
- £26-£50
- £51-£75
- £76-£100
- £101-£150
- £151-£199
- £200-£300
- £301+

Which of the following type of products have you purchased in the past 12 months?

- Frozen dough products
- Juice/orange juice
- Carbonated beverages
- Coffee
- Tea
- Yogurt
- Soy-based products
- Baby food
- Packaged baking mixes
- Packaged cookies/snack bars
- Snack foods (chips/popcorn)
- Fruit snacks
- Cereal
- Health Foods
- Vitamins/supplements
- Sugar-free, reduced-calorie, low-carb
- Sweets/chocolate
- Frozen fish
- Frozen meat/poultry
- Fruit and veg
- None of the above

Have you drunk any of the following types of alcohol in the past 12 months?

- Gin
- Vodka
- Rum
- Whiskey
- Tequila
- Brandy
- Champagne
- Red wine
- White wine
- Rose wine
- Sparkling wine
- Beer
- Cider
- None of the above
- None - I don't drink alcohol

What kind of beer do you drink?

- Ale
- Amber
- Bitter
- Blond
- Lager
- Lambic
- Red
- Seasonal
- White
- Other
- None - I don't drink beer

What sort of wine do you prefer to drink?

- Red
- White
- Rose
- No preference
- None - I don't drink wine

Do you smoke?

- Yes
- No

What do you typically smoke?

- Cigarettes
- Rolling tobacco
- Cigars
- Other

How often do you go to restaurants for lunch?

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

How often do you go to restaurants for dinner?

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never



**How often do you go to bars/
coffee shops?**

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

**How often do you go out
clubbing/dancing?**

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

**How often do you go to fast food
restaurants?**

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

How often do you buy take-away?

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

**How often do you cook meals at
home?**

- Every day or almost every day
- Several times a week
- Once a week
- Several times a month
- Less often
- Never

**Have you visited any fast food
outlets in the last 12 months?**

- Yes
- No

**Which of the below fast food
outlets have you visited in the last
12 months?**

- McDonalds
- Subway
- KFC
- Pizza Hut
- Burger King
- Greggs
- Pret A Manger
- None of the above

**Do you feel a need to go out and
buy the latest clothing trends?**

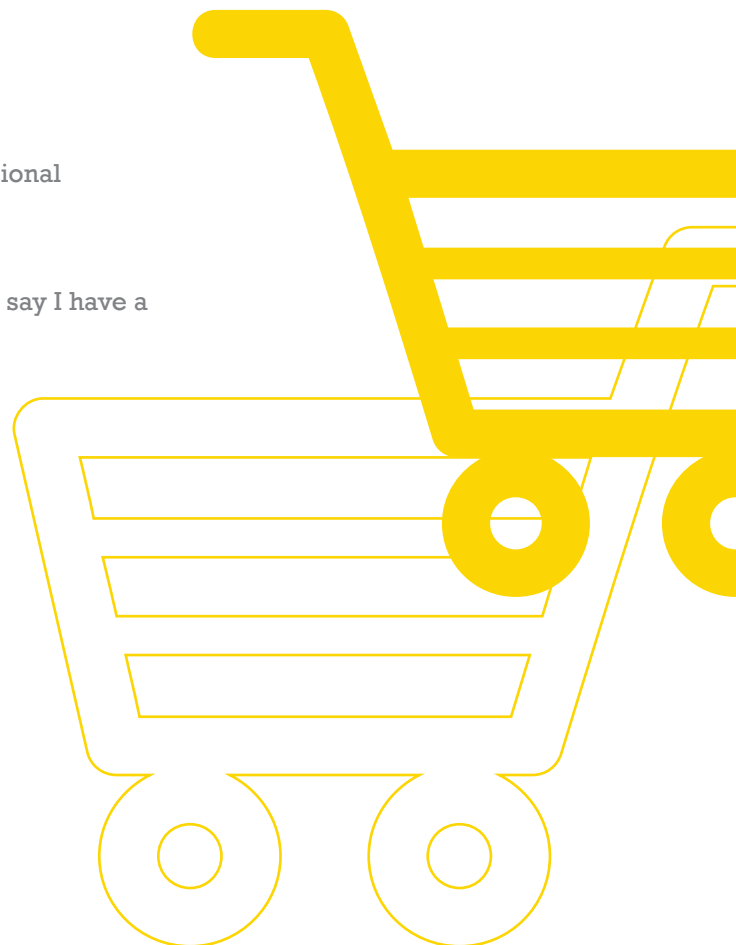
- Yes – a strong urge
- Yes – a slight urge
- No
- Not sure

**What style would you say best
characterises you?**

- Gothic
- Emo
- Vintage
- Boyish
- Glamorous
- Urban
- Classy
- Corporate/Professional
- Chic
- Hippy
- Other
- None – I would not say I have a specific style

**On average, how much do you
spend a month on clothes for
yourself?**

- Under £10
- Between £10 - £50
- Between £51-£100
- Between £101-£150
- Between £151-£200
- Between £201-£300
- Between £301-£400
- More than £400



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