


UK & FRANCE PANEL- BOOK

MADE IN SURVEYS

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THE MADE IN SURVEYS PANELS

Through a proprietary 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

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%

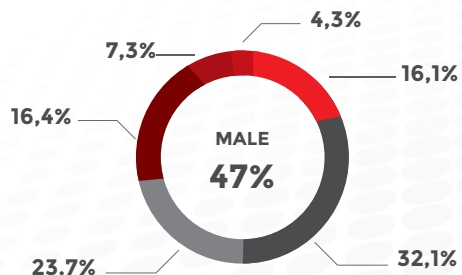
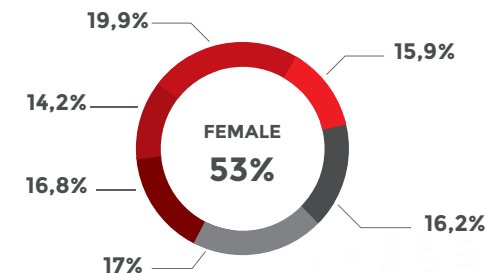
OWNERSHIP OF CAR

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

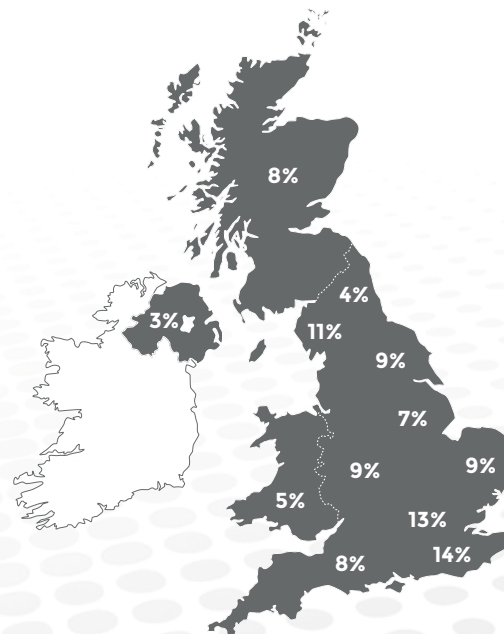
NET MONTHLY INCOME OF YOUR HOUSEHOLD

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%

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

FRANCE



77%

internet penetration rate

450 000

panel size

SEC



Farmer/Craftsman/Trader	7%
CEO / Liberal profession, Upper management, senior execu- tive	12%
Middle management, exec	7%
Employed	25%
Manual labour	11%
Retired	7%
Unemployed	9%
Housewife/House husband	5%
Student/pupil.....	13%
Other	4%

MARITAL STATUS



Single	36%
Living with partner	27%
Married.....	7%
Divorced	24%
Separated	5%
Widowed	1%

LEVEL OF EDUCATION



CAP	7%
BEP	10%
BAC.....	24%
BAC+1	6%
BAC+2.....	22%
BAC+3.....	12%
BAC+4.....	5%
BAC+5.....	8%
Superior to BAC+5.....	2%
No diploma	4%

RESPONSIBLE FOR HOUSEHOLD GROCERY SHOPPING



Yes.....	60%
Shared Responsibility.....	33%
No	7%

NUMBER OF CHILDREN IN THE HOUSEHOLD



0	57%
1.....	18%
2	16%
3	6%
4	2%
5 or more.....	1%

TYPE OF PROPERTY



House.....	55%
Apartment/Flat	44%
Other	1%

OWNERSHIP OF CAR



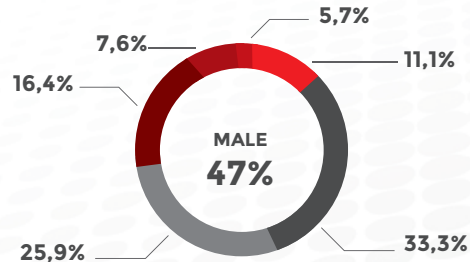
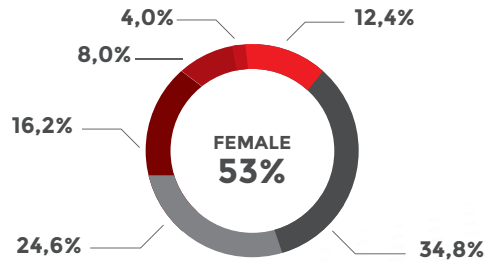
Yes.....	78%
No	22%

NET MONTHLY INCOME OF YOUR HOUSEHOLD

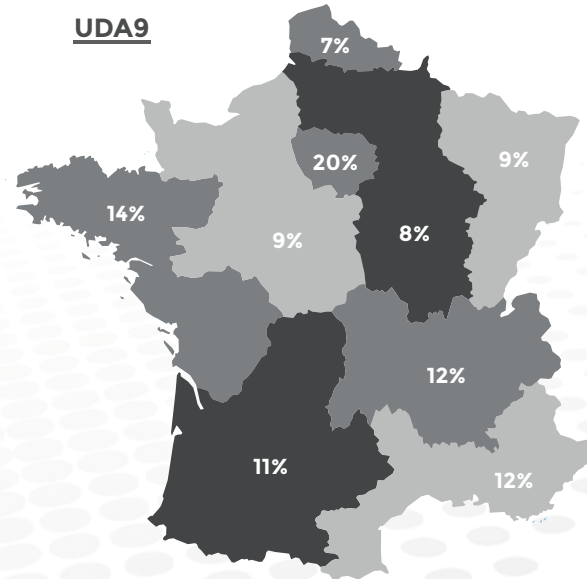


Less than 800 €.....	8%
Between 800 and 1500 €.....	18%
Between 1500 and 2500 €.....	23%
Between 2500 and 3500 €.....	19%
Between 3500 and 4500 €.....	9%
Between 4500 and 5500 €.....	3%
Between 5500 and 6500 €.....	1%
Between 6500 and 7500 €.....	1%
7500 € +	1%
Prefer not to say.....	17%

FRANCE



UDA9



77%
internet penetration rate

450 000
panel size

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
More than 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

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