panel overview

pulse of the people
We hold hundreds of profile data points on our panelists – from their occupation and family status to their hobbies and lifestyles, and everything in between. This document provides a snapshot of our UK panel.

OnePoll provides nationally representative UK samples, and we also have specialist panels including MumPoll, YoungPoll, StudentPoll, SilverPoll and ExecPoll.

When conducting research, our team provide data breakdowns according to age, gender and region as standard, and are happy to provide additional splits on request.

We have a OnePoll US panel and work with partners to provide European and worldwide research panels and translation services.

We pride ourselves on our flexibility, speed and accuracy.
introducing our OnePollers

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age groups

our system allows us to match respondents by criteria and invite them to take part in relevant surveys
gender split

38%

62%
nationally representative samples

Our research solutions have guided strategy, developed insights and helped secure exposure for hundreds of brands
Regional residential status:

- England: 86% (86% of the population are residents in England)
  - Rented private: 20%
  - Rented social: 11%
  - Owned outright: 24%
  - Owned mortgaged: 36%
  - Living with parents: 8%
  - Other: 1%

- Scotland: 7% (7% of the population are residents in Scotland)
  - Rented private: 20%
  - Rented social: 11%
  - Owned outright: 24%
  - Owned mortgaged: 36%
  - Living with parents: 8%
  - Other: 1%

- Wales: 5% (5% of the population are residents in Wales)
  - Rented private: 20%
  - Rented social: 11%
  - Owned outright: 24%
  - Owned mortgaged: 36%
  - Living with parents: 8%
  - Other: 1%

- N. Ireland: 2% (2% of the population are residents in N. Ireland)
  - Rented private: 20%
  - Rented social: 11%
  - Owned outright: 24%
  - Owned mortgaged: 36%
  - Living with parents: 8%
  - Other: 1%

This infographic provides a visual representation of the residential status distribution across different regions of the UK.
<table>
<thead>
<tr>
<th>Socio-economic Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>11%</td>
</tr>
<tr>
<td>B</td>
<td>27%</td>
</tr>
<tr>
<td>C1</td>
<td>28%</td>
</tr>
<tr>
<td>C2</td>
<td>15%</td>
</tr>
<tr>
<td>D</td>
<td>8%</td>
</tr>
<tr>
<td>E</td>
<td>11%</td>
</tr>
</tbody>
</table>

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
relationship status

- Single: 18%
- In a relationship: 13%
- Cohabiting: 14%
- Married: 47%
- Separated: 1%
- Divorced: 5%
- Widowed: 2%

children (under 18)

- 1 child: 13%
- 2 children: 12%
- 3 children: 4%
- 4 or more: 1%
Panelist Snapshot

- 82% use social media
- 94% of social media users are on Facebook
- 61% own a tablet
- 83% have bought groceries online the last 12 months

- 19% read the Daily Mail newspaper
- 42% listen to the radio daily
- 72% visit the BBC website for news
- 33% subscribe to online streaming services

OnePoll
51% work in an office
32% live in a semi-detached house
49% have an ISA
93% have a clean driving licence
29% drive diesel cars
6% own a motorbike

84% book flights online
40% opt for all-inclusive holidays

24% have allergies
22% would consider cosmetic surgery

91% of panel members would recommend OnePoll to others

19% regularly run
27% are paying members of a gym
63% have attended a festival

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