



# panel overview

**one**  
**poll.**

**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.**

**one  
poll.**





## introducing our OnePollers

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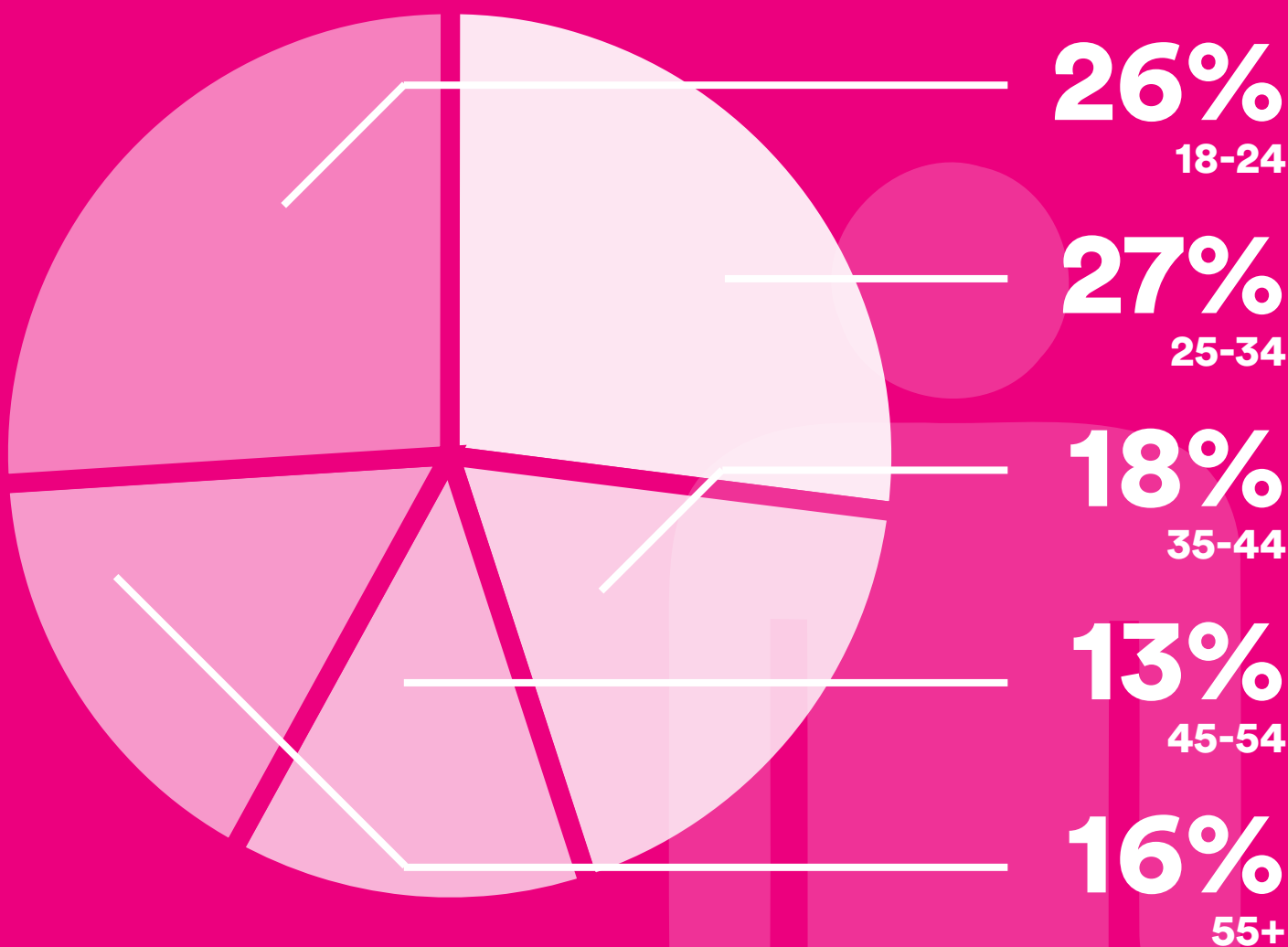
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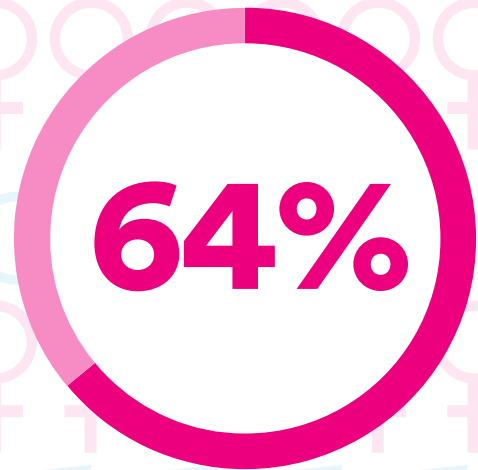
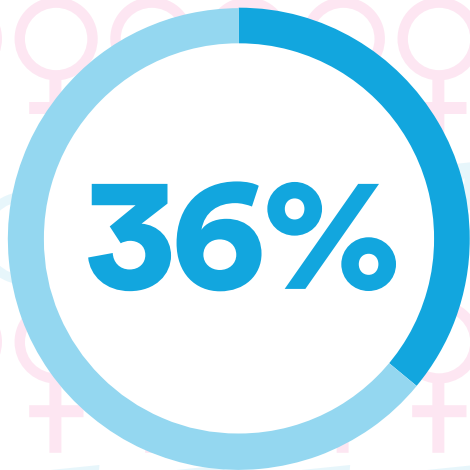
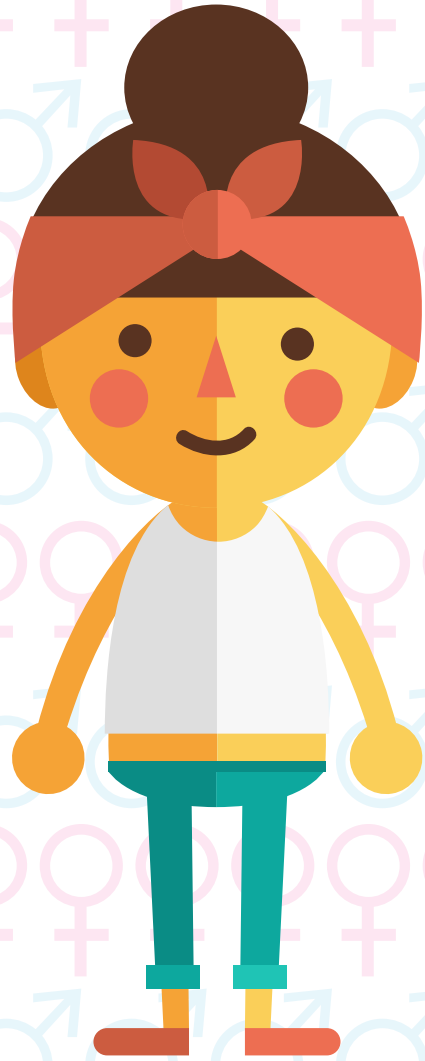
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# age groups



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

one  
poll.



# gender split

# nationally representative samples

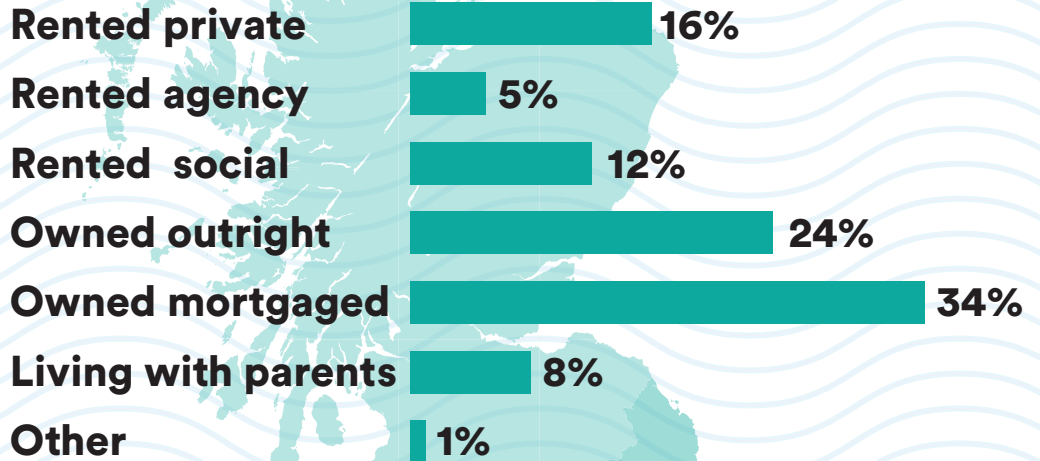


**Our research solutions have  
guided strategy, developed insights and  
helped secure exposure for  
hundreds of brands**

**one  
poll.**

## residential status

85%  
England



8%  
Scotland

5%  
Wales

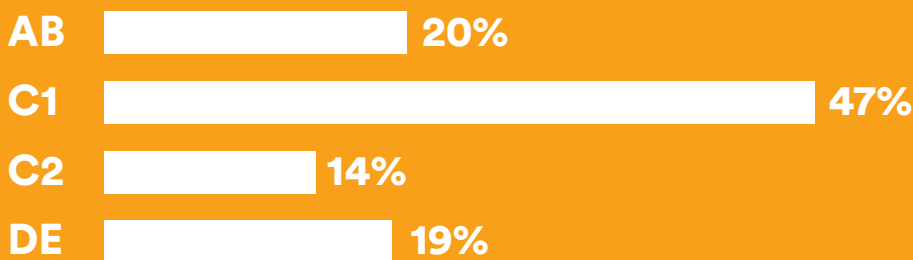
2%  
N.Ireland



# regional

# socio-economic

## socio-economic groups



**A - High managerial, administrative or professional**

**B - Intermediate managerial, administrative or professional**

**C1 - Supervisory, clerical and junior managerial, administrative or professional**

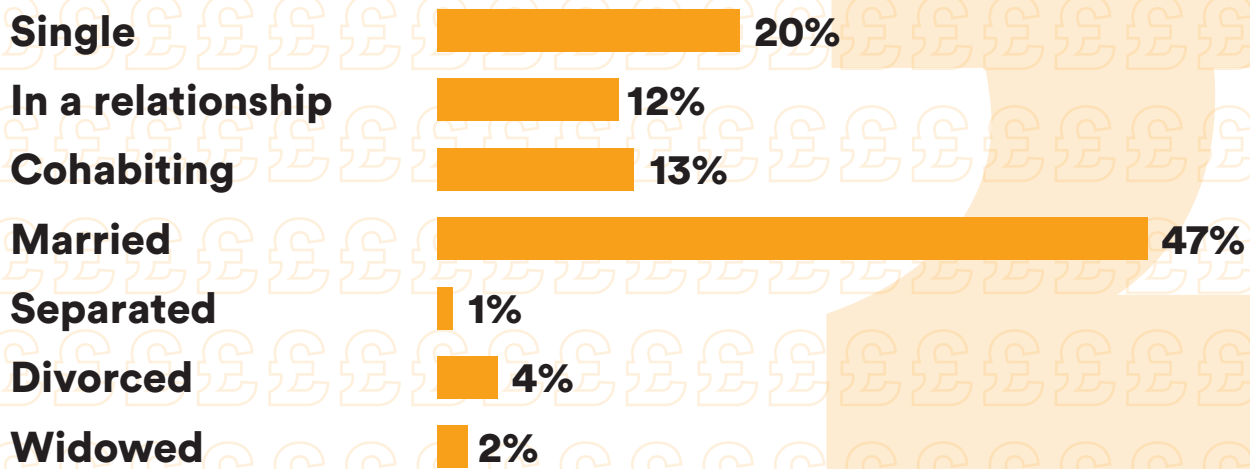
**C2 - Skilled manual workers**

**D - Semi and unskilled manual workers**

**E - State pensioners, casual or lowest grade workers, unemployed with state benefits only  
Also includes students**



## relationship status



## children

(under 18)



# panelist snapshot

**84%**  
use social media

**94%**  
of social media users  
are on Facebook

**65%**  
own a tablet

**84%**  
have bought groceries  
online the last 12 months



**21%**  
read the Daily Mail newspaper

**48%**  
listen to the radio daily

**72%**  
visit the BBC  
website for news

**41%**  
subscribe to online  
streaming services



**one  
poll.**



**51%**  
work in an  
office

**32%**  
live in a semi-  
detached house

**45%**  
have an ISA



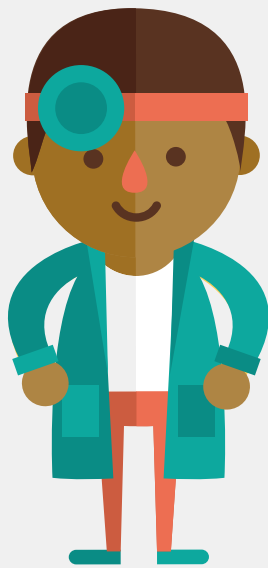
**30%**  
drive diesel  
cars

**6%**  
own a  
motorbike



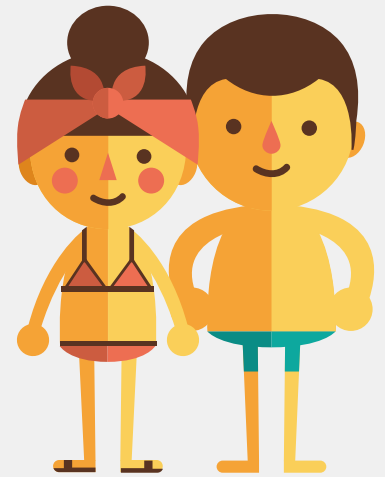
**21%**  
have  
allergies

**22%**  
would consider  
cosmetic  
surgery



**86%**  
book flights  
online

**41%**  
opt for  
all-inclusive  
holidays



**91%**  
of panel  
members would  
recommend  
OnePoll to  
others



**18%**  
regularly run

**25%**  
are paying members  
of a gym

**78%**  
have attended a festival



# onepoll.com

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**one**  
**poll.**

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