

# PANEL OVERVIEW



**THE PULSE OF THE PEOPLE**

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## our panel

Our panellists are extensively profiled, allowing for highly efficient targeting and segmentation into demographic groups.

We are able to provide a nationally representative consumer sample well as spanning B2B and healthcare sectors with access to International Markets.

We hold hundreds of data points on our panellists – from their occupation and family status to their hobbies and lifestyles, and everything in between.

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.**



# panel recruitment

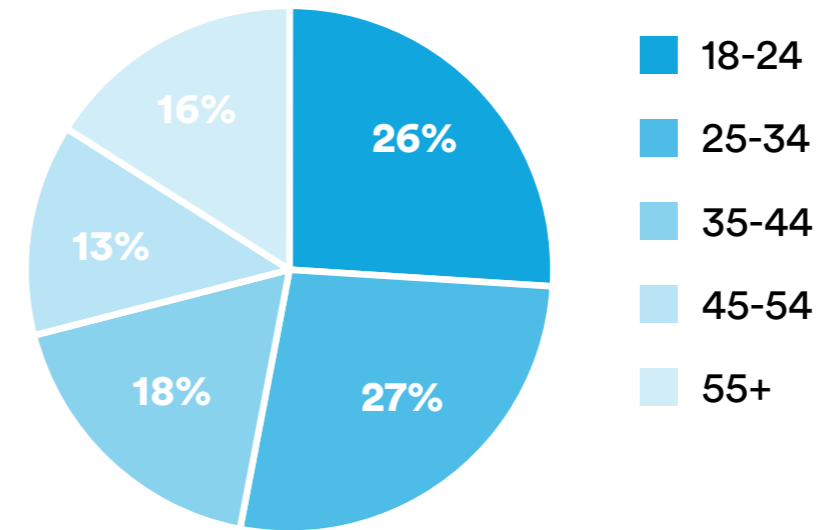
We operate an online panel of highly engaged and active members through our members' website and free mobile app. The OnePoll panel is an extensive online community of consumers and professionals in the UK and United States. We offer cash incentives for the completion of surveys ranging from 10p - £1 depending on the complexity and length of the survey.

We also run a highly-successful refer-a-friend scheme which allows our panellists to earn up to £80 when over 10 friends become active OnePoll members.

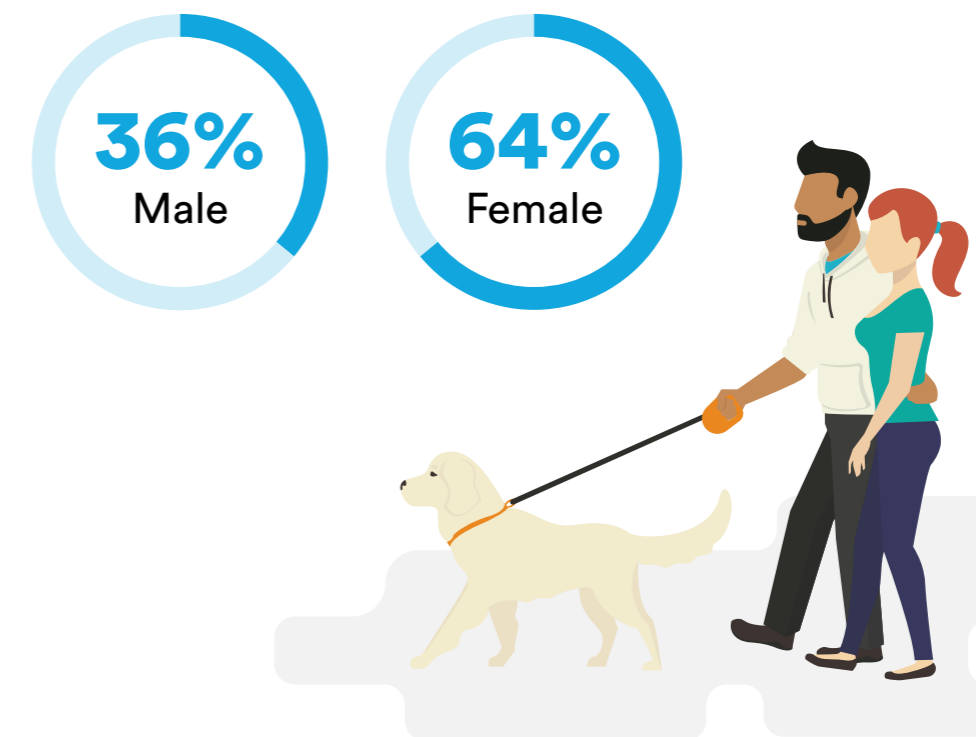
**Our system allows us to match respondents by criteria and invite them to take part in relevant surveys**



## panel ages



## gender split

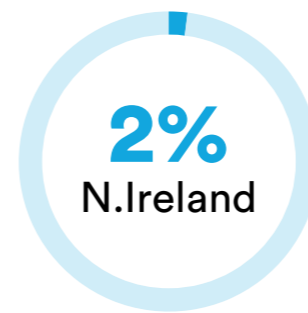
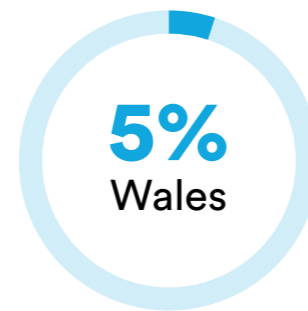
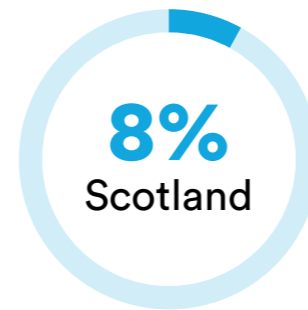
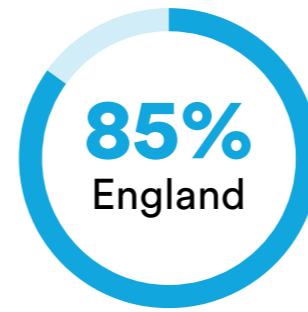


# age & gender

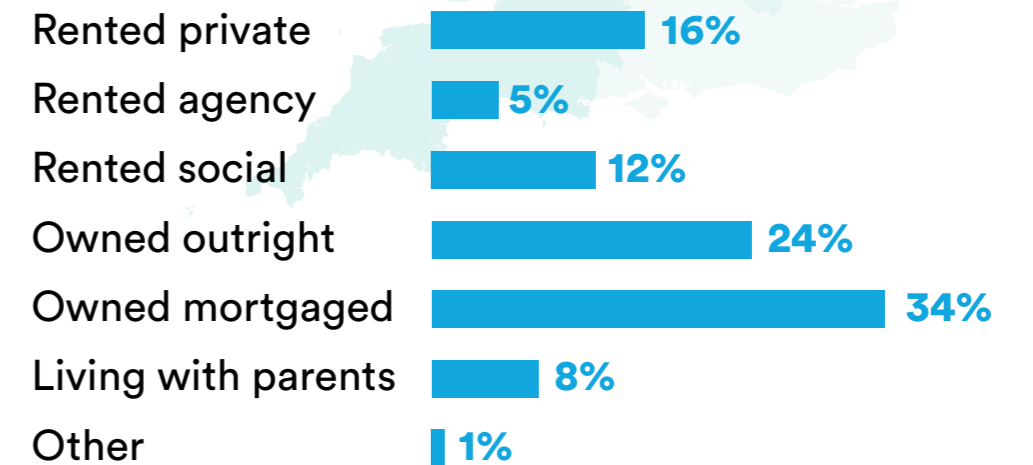
# nationally representative samples



Our research insight and data analysis work to strengthen communications across a variety of sectors. OnePoll is trusted by the media and has generated more than 100,000 headlines in the last decade.

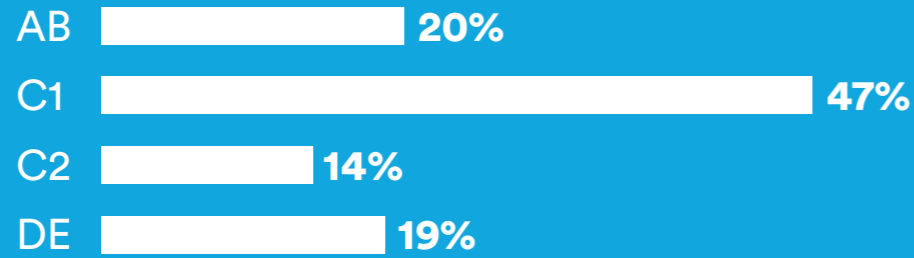


## residential status



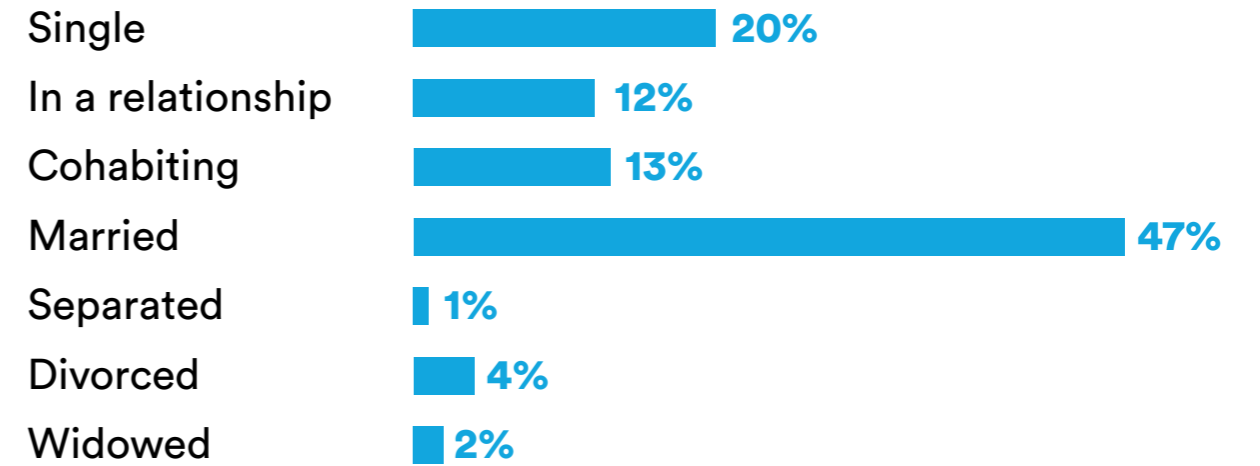
# money & family

## socio-economic groups

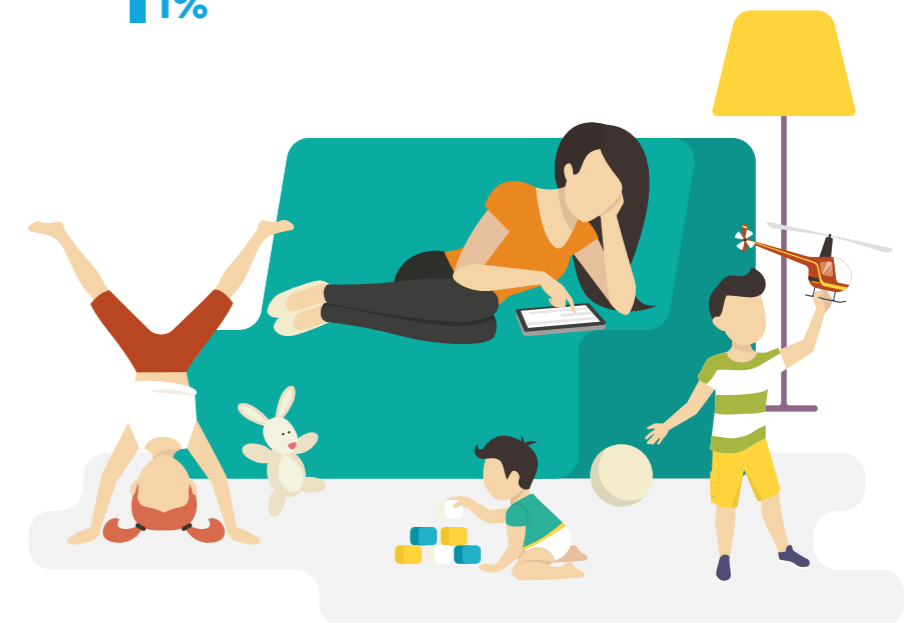
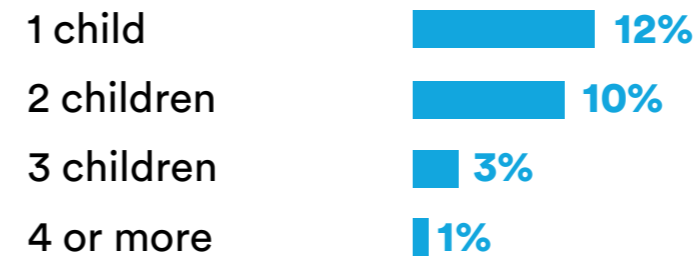


- A High managerial, administrative or professional
- B Intermediate managerial, administrative or professional
- C1 Supervisory, clerical and junior managerial, administrative or professional
- C2 Skilled manual workers
- D Semi and unskilled manual workers
- E State pensioners, casual or lowest grade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

## relationship status



## children (under 18)



# panel 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

**48%** listen to the radio daily

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

**41%** subscribe to online streaming services



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

**51%** work in an office

**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



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