

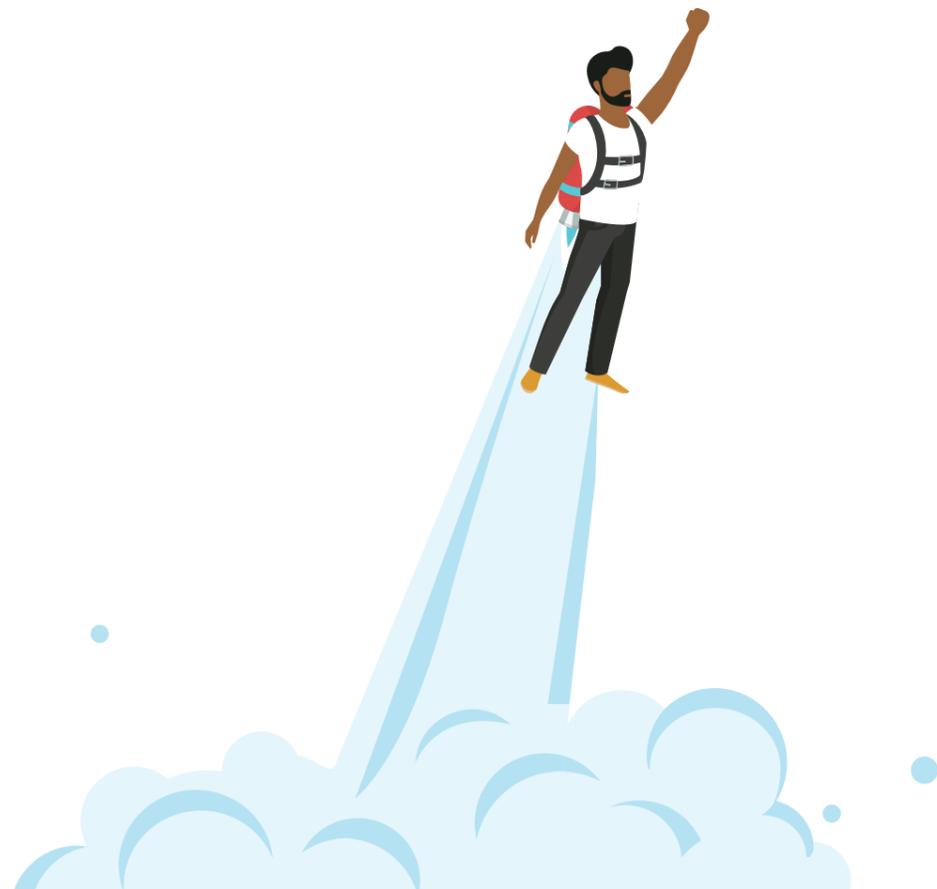
PANEL OVERVIEW



THE PULSE OF THE PEOPLE

onepoll.com | hello@onepoll.com | [@OnePoll](https://twitter.com/OnePoll)

- p4** **panel recruitment**
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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

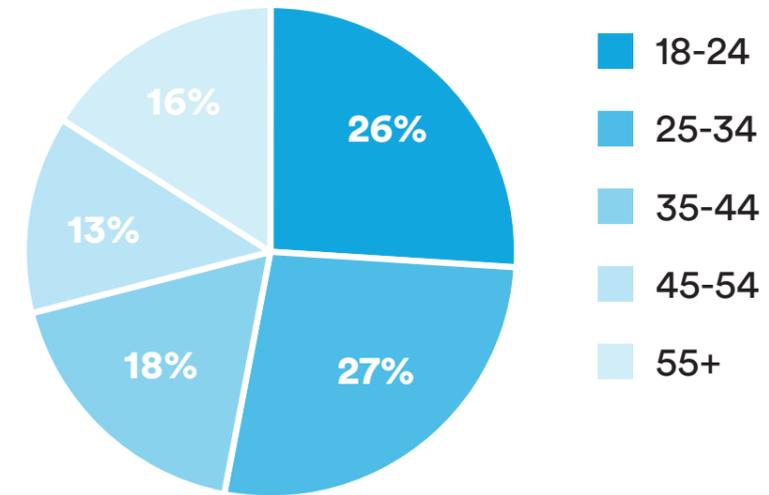
We operate an online panel of highly engaged and active members through our members' website and free mobile app. The OnePoll panel is an extensive online community of consumers and professionals in the UK and United States. We offer cash incentives for the completion of surveys ranging from 10p - £1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

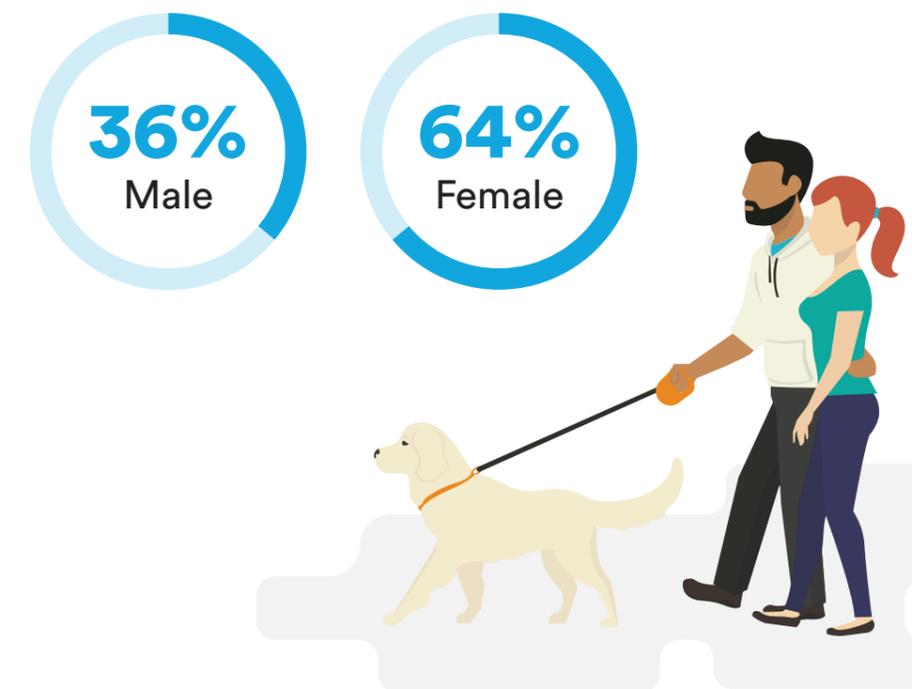
Our system allows us to match respondents by criteria and invite them to take part in relevant surveys



panel ages



gender split

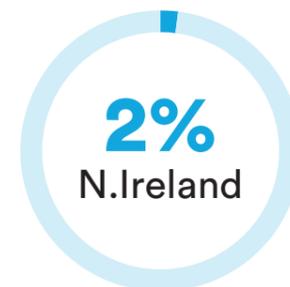
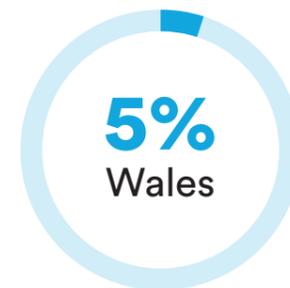
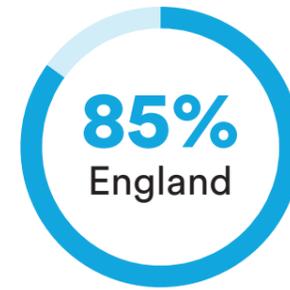


age & gender

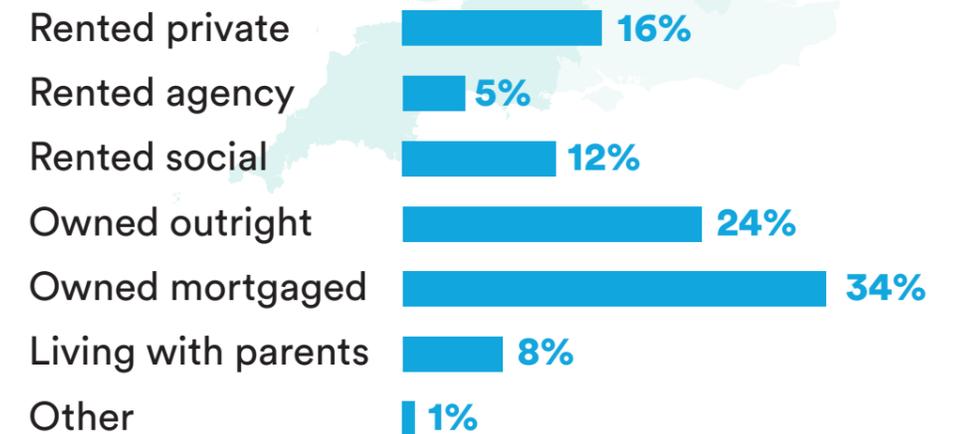
nationally representative samples



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.

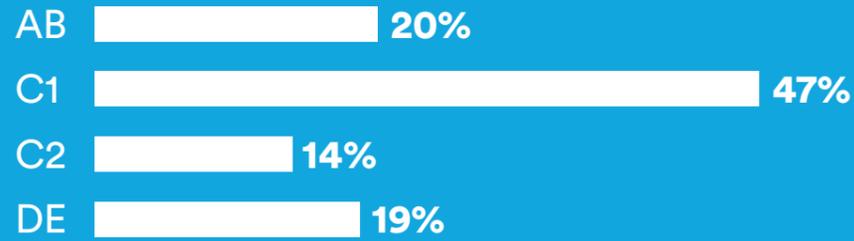


residential status



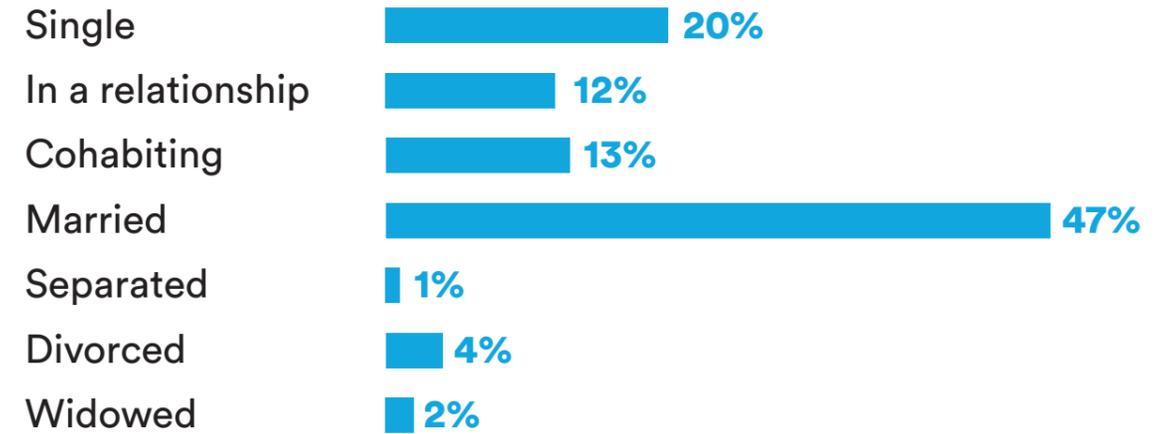
money & family

socio-economic groups

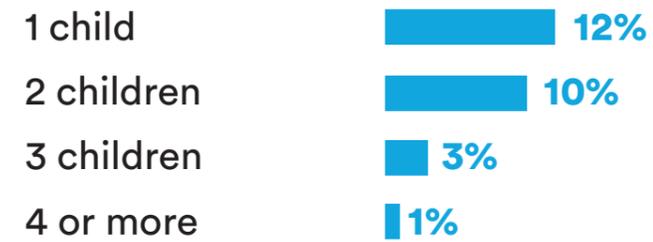


- A High managerial, administrative or professional
- B Intermediate managerial, administrative or professional
- C1 Supervisory, clerical and junior managerial, administrative or professional
- C2 Skilled manual workers
- D Semi and unskilled manual workers
- E State pensioners, casual or lowest grade 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



onepoll.com



**Scan the QR code to
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