

Profile Data



Profile Data for targeting surveys



Household



Health



Automotive



Education



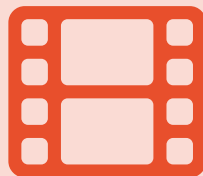
Occupation



Surveys



Electronics



Media



Gaming



Food & Drink



Hobbies



Ethnicity

Profile Data



Household

- No. people in household
- Marital status
- Accommodation status
- No. children
- Year children born
- Gender of children
- Pets
- Income
- Investments
- Financial products



Health

- Obesity
- High cholesterol
- Hypertension
- Back pain
- 70+ health conditions
- Anxiety
- Arthritis
- Hay fever
- Depression
- Cancer



Automotive

- Access to car
- Decision maker
- Own motorcycle
- Type of car
- Year manufactured
- Year bought
- Brand of car
- New/used

Profile Data



Education

Level of education

Qualifications

Discipline at University

Year graduated



Occupation

Occupation status

No. Employees

Department

Decision maker

Primary industry

Work location

Primary role

Profession



Surveys

Device

Maximum interview length

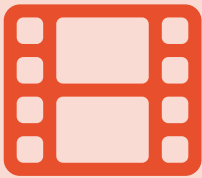
Research preferences

Profile Data



Electronics

Primary decision maker



Media

Entertainment subscriptions



Gaming

Gaming platforms

Games bought per month

Types of games played

Profile Data



Food & Drink

How often eat fast food

Main grocery store

Online grocery shopper



Hobbies

Main hobbies & interests

How often go to cinema

Download/stream movies

Hours exercising

Sports



Ethnicity

Ethnicity