

# PANELBOOK EUROPE

Proprietary & Triple opt-in



**MIS** | GROUP

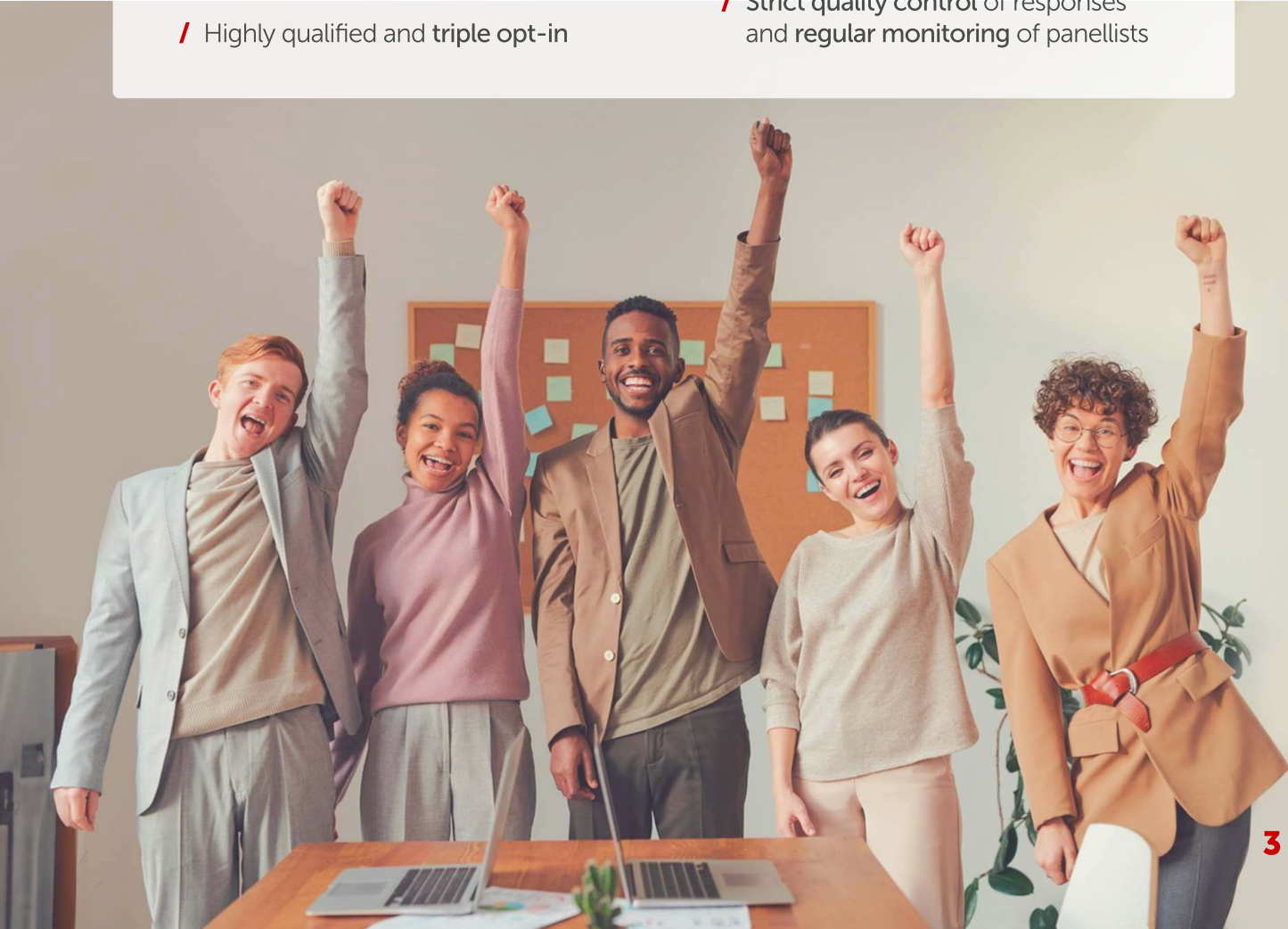
LONDON | BIRMINGHAM | PARIS | LYON | LILLE | MILAN

# MIS | GROUP

Through a network of **over 30 panellist websites**, MIS Group can conduct online surveys in **over 40 countries**. MIS Group manages the **recruitment strategy**, the **qualification** and the **renewal** of its panellists on its proprietary websites and pays particular attention to the quality of its panellists (response rate, responsiveness, compliance with deadlines, etc.).

## OUR PANELS

- / Panel coverage in more than **40 countries**
- / Over **1,500,000 respondents** worldwide
- / Highly qualified and **triple opt-in**
- / **400 data points** per panellist
- / **Over 20 years of experience** in online studies and panel management
- / **Strict quality control** of responses and **regular monitoring** of panellists



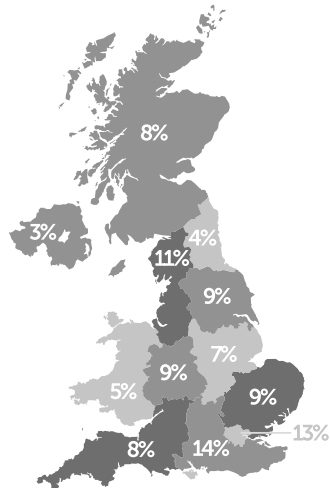
# General information

- 6 United Kingdom
- 8 France
- 10 Italy
- 12 Spain
- 13 Germany

# Data questionnaire profiles

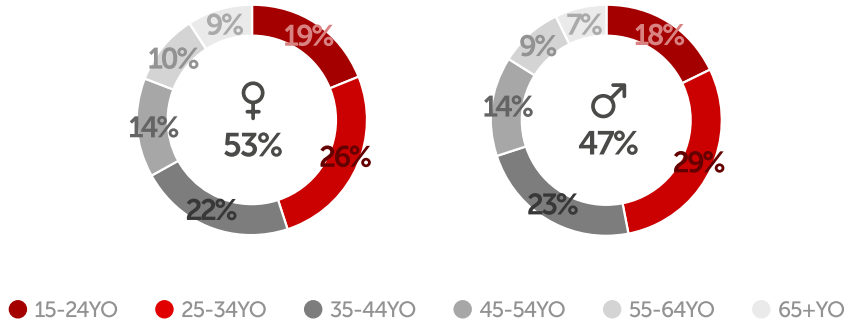
- 16 General
- 18 Banking
- 19 Diet & Eating Habits
- 20 Transport & Vehicles
- 21 Homeware
- 22 High-Tech
- 23 Internet
- 24 Media
- 25 Sports & Leisure
- 26 Work
- 27 Travel & Holidays
- 28 Fashion & Beauty
- 30 Sustainability **NEW**
- 31 Spouse

LOCATION



200,000  
panellists

AGE & GENDER



SEG

(socio-economic group)

Upper management, senior executive	3,6%
Middle management, executive	13,7%
Small business owner, self employed	6,9%
Junior Management	11,3%
Office/Administrative	17,2%
Other non-manual	6,4%
Skilled manual labour	7,4%
Manual Labourer	3,8%
Student/Student	4,1%
Housewife/House husband	7,9%
Unemployed or casual worker	7,7%
Retired	10%



Relationship Status

Single	27%
Civil partnership	6%
Living with partner	16%
Engaged	3%
Married	41%
Divorced	5%
Separated	1%
Widowed	1%



Level of education

GCSE's	19,9%
BTEC National Diplomas and Certificates	4,5%
AS-levels	0,8%
A-Levels	12,6%
Certificates of Higher Education	3,5%
Scottish Highers	1%
HNSs and HNDs	2,9%
Advanced Diploma	1,5%
NVQs (National Vocational Qualifications)	9,7%
SVQs (Scottish Vocational Qualifications)	0,4%
Apprenticeship	1,6%
Undergraduate	10,3%
Graduate	16,8%
Post Graduate (Masters)	10,6%
Post Graduate (PHDs)	1,5%
Other, please specify:	2,4%



Home Type

Apartment/Flat (including student accommodation, studio)	19,3%
Terrace house	21,7%
Town house/ Semi-detached house	32%
Detached house	19,6%
Bungalow	6,1%
Other, please specify:	1,3%



NET monthly income  
(of your household)

Less than £1,000	12%
Between £1,000 and £2,000	27%
Between £2,000 and £4,000	30%
Between £4,000 and £6,000	10%
Between £6,000 and £8,000	2%
Between £8,000 and £10,000	1%
£10,000 or more	2%
Prefer not to say	15%



No. of children  
(in the household)

0	57%
1	18%
2	16%
3	6%
4	2%
5 or more	1%



Car ownership

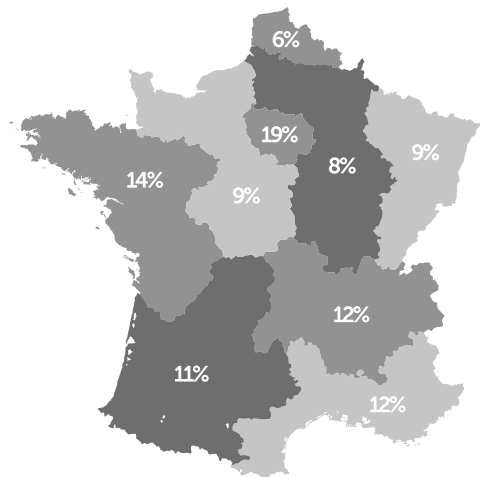
Yes	60%
No	40%



Responsibility for grocery shopping

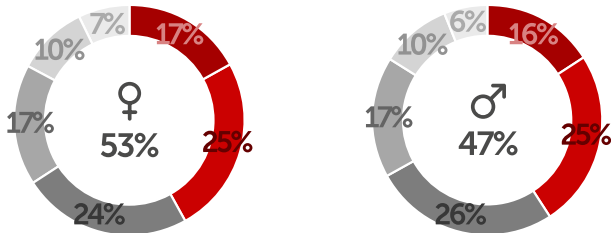
Yes	60%
Jointly responsible	33%
No	7%

LOCATION



500,000  
panellists

AGE & GENDER



15-24YO 25-34YO 35-44YO 45-54YO 55-64YO 65+YO



SEG

(socio-economic group)

Farmer/Craftsman/Trader	7%
CEO / Self employed, Upper management, senior executive	12%
Middle management, exec	7%
Employed	25%
Manuallabour	11%
Retired	7%
Unemployed	9%
Housewife/husband	5%
Student/pupil	13%
Other	4%



Relationship Status

Single	29%
Living with partner	22%
Civil partnership	9%
Married	26%
Divorced	6%
Widowed	1%



Level of education

CAP	7%
BEP	10%
BAC	24%
BAC+1	6%
BAC+2	22%
BAC+3	12%
BAC+4	5%
BAC+5	8%
MORE THAN BAC+5	2%
No degree	4%



Home Type

Individual house	45%
Terraced or semi-detached house	10%
Apartment	44%
Other	1%



NET monthly income

(of your household)

Less than 800 €	8%
Between 800 and 1500 €	18%
Between 1500 and 2500 €	23%
Between 2500 and 3500 €	19%
Between 3500 and 4500 €	9%
Between 4500 and 5500 €	3%
Between 5500 and 6500 €	1%
Between 6500 and 7500 €	1%
7500 € or more	1%
Prefer not to say	17%



No. of children

(in the household)

0	57%
1	18%
2	16%
3	6%
4	2%
5 or more	1%



Car ownership

Yes	78%
No	22%



Responsibility for grocery shopping

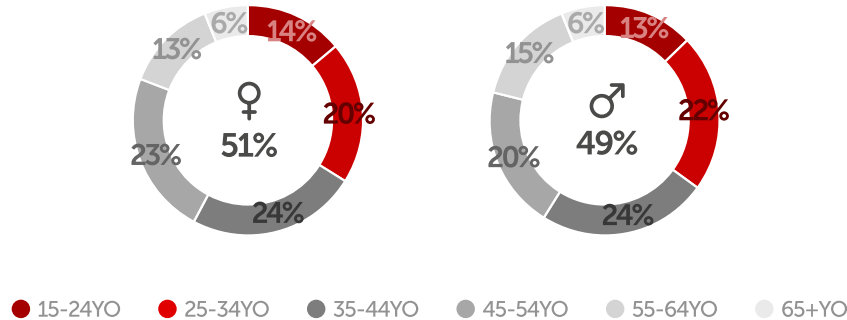
Yes	60%
Jointly responsible	33%
No	7%

LOCATION



100,000  
panellists

AGE & GENDER



SEG

(socio-economic group)

Full time employee (at least 30h / week)	33%
Part-time employee (less than 30h/week)	14%
CEO/Self-employed/farmer	9%
Full-time student	10%
Full-time student with part-time job	3%
Unemployed looking for a job	12%
Unemployed not looking for a job	1%
Housewife/husband	14%
Retired	3%
Other	1%



Relationship Status

Single	26%
Living with partner	22%
Married	46%
Divorced	5%
Widowed	1%



Level of education

Licenza di Scuola Elementare	1%
Diploma di Scuola Secondaria di Primo Grado (Licenza Media)	14%
Diploma di Scuola Secondaria di Secondo Grado	54%
Laurea Triennale	12%
Laurea Magistrale	11%
Master I/II livello	3%
Dottorato	2%
No degree	1%



Home Type

Individual house	21%
Terraced or semi-detached house	25%
Apartment	48%
Other	6%



NET monthly income  
(of your household)

Less than 800 €	9%
Between 800 and 1500 €	21%
Between 1500 and 2500 €	22%
Between 2500 and 3500 €	13%
Between 3500 and 4500 €	5%
Between 4500 and 5500 €	3%
Between 5500 and 6500 €	1%
Between 6500 and 7500 €	1%
7500 € or more	1%
Prefer not to say	25%



No. of children  
(in the household)

0	53%
1	23%
2	18%
3	3%
4	2%
5 or more	1%



Car ownership

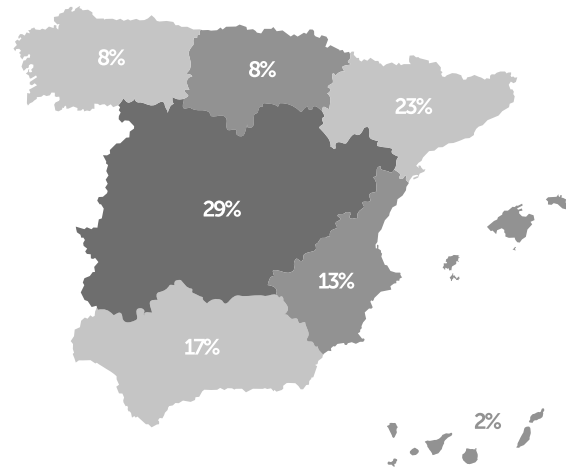
Yes	83%
No	17%



Responsibility for  
grocery shopping

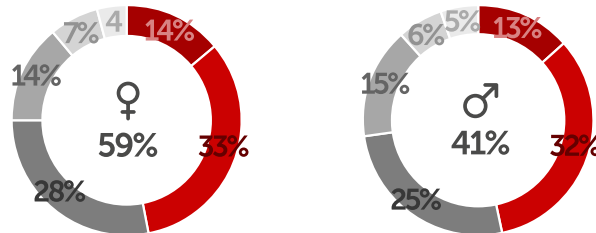
Yes	68%
Jointly responsible	28%
No	4%

LOCATION



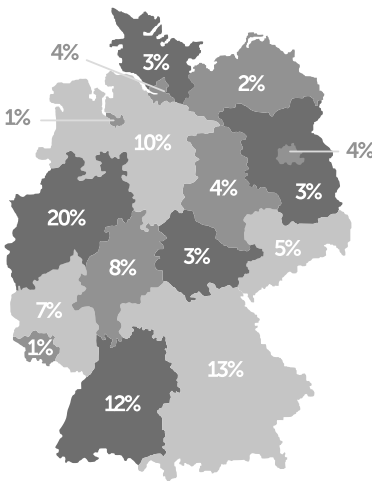
100,000  
panellists

AGE & GENDER



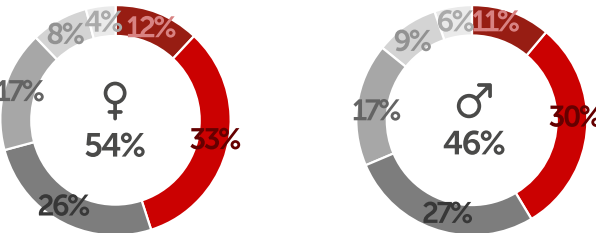
15-24YO 25-34YO 35-44YO 45-54YO 55-64YO 65+YO

LOCATION

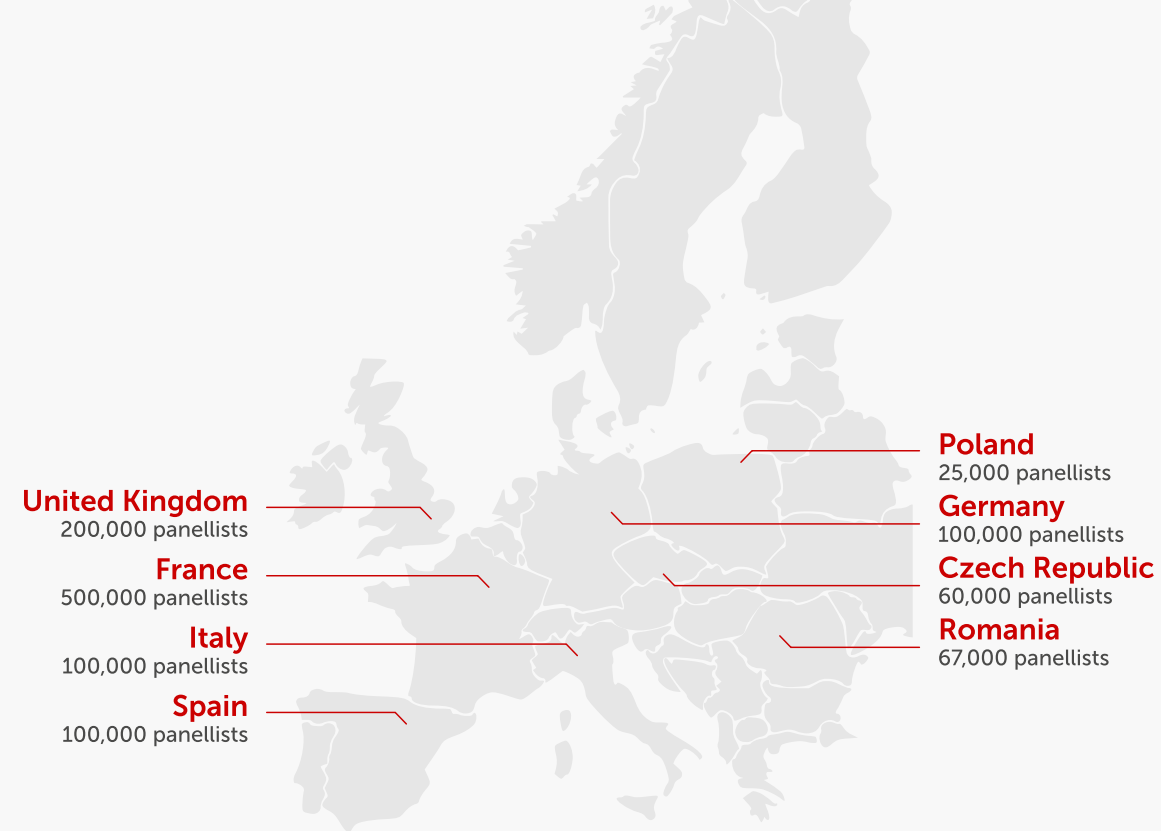


100,000  
panellists

AGE & GENDER



15-24YO 25-34YO 35-44YO 45-54YO 55-64YO 65+YO




## DATA

PROFILING QUESTIONNAIRES




... and 40 more countries around the world



 **Phone**

Home  
Mobile

 **Ethnic group**


White British  
Any other white background  
White and Black Caribbean  
...

 **Native language**

Arabic  
Bengali  
Chinese  
...

 **Language(s) spoken**


English  
French  
German  
...

 **Level of Education**

GCSE's or equivalent  
BTEC National Diplomas and Certificates  
AS-Levels or equivalent  
...

 **Field of studies**


Accounting  
Anthropology  
Archaeology  
...

 **SEG**


Upper management, senior executive  
Middle management, executive  
Junior Management  
...

 **Student job**


Yes  
No

 **Private pension**

Yes  
No

 **Main earner in your household**

Yes  
No

 **Personal net salary**


Less than £800  
Between £800 and £1,500  
Between £1,500 and £2,500  
...

 **Net monthly income (of your household)**


Less than £1,000  
Between £1,000 and £2,000  
Between £2,000 and £4,000  
...

 **SEG of the main earner**

Upper management, senior executive  
Middle management, executive  
Small business owner, self  
...

 **Workplace pension**

Yes  
No

 **Relationship status**


Single  
Partnered  
Living with partner  
...

 **People in the household**


0  
1  
2  
...

 **No. of Children in household**

0  
1  
2  
...

 **Child(ren)'s information**


First Name  
Gender  
Month of birth  
...

 **Pregnancy**

Yes, I am currently pregnant  
Yes, I am planning on becoming  
...

 **Type of property**


Apartment / Flat  
Terrace House  
Semi-detached house  
...

 **Outdoor space**

Garden  
Terrace  
Balcony  
...

 **Home ownership**


Own your home  
Rent your home  
Live with your parents  
...

 **Solar panels**

Yes  
No  
No, but I am considering installing some

 **Second home**


Apartment  
House  
Other  
...

 **Secondary properties**

Yes, one or more apartments or flats  
Yes, one or more houses  
...

 **Project planned**

Buy a previously owned property  
Buy a new build property  
Spend more than £10,000 on home improvement  
...

 **Home renovation**

Kitchen  
Bathroom  
Living room / lounge  
...

 **Responsible for food shopping**


Yes, totally  
Yes, jointly responsible  
No, I don't do the grocery / food shopping

 **Number of loyalty cards**

None  
1 or 2  
From 2 to 5  
...

 **Pets**

Cat  
Dog  
Hamster  
...

 **Sight condition**


I wear glasses all the time  
I wear glasses from time to time  
I wear contact lenses  
...

 **Smoking habits**


Yes, cigarettes  
Yes, rolling tobacco  
Yes, cigars  
...

 **Health condition**

Allergy  
Back pain  
Diabetes  
Obesity  
Insomnia  
...

 **Medical devices**

Blood glucose meter  
Braces / Retainers  
Dentures  
False teeth  
Crutches / Cane / Walker  
...

 **Caregiver**

Yes, my spouse  
Yes, a child  
Yes, a parent or step-parent  
Yes, a grand parent  
...

GENERAL

Total : 40 data points

Total : 12 data points

American Express  
Bank Of Ireland  
Barclays  
...

I do not use a Neo bank  
Revolut  
Suits Me  
...

Maestro  
Visa Debit  
Visa Credit  
...

- Current account
- Student account
- Cash ISA
- ...

Yes, via the website  
Yes, via the banking app  
No

Yes  
No

- A vehicle
- A home
- Student loan
- ...

Life Insurance  
Pet insurance  
Travel insurance  
...

Admiral  
Aegon  
Ageas  
...

- Agria pets
- Animal friends
- Argos
- ...

Less than £25,000  
Between £25,000 & £50,000  
Between £50,000 & £75,000  
Between £75,000 & £100,000  
Over £100,000  
I'd rather not say

- Yes, on an exchange (Binance, Coinbase, Crypto.com, etc.)
- Yes, on a paper wallet (a physical printout)
- Yes, on a hard wallet (a USB or other hard storage device)
- ...

Yes  
No

Less than £100 000  
Between £100 000 & £200 000  
Between £200 000 & £300 000  
Between £300 000 & £400 000  
Between £400 000 & £500 000  
Between £500 000 & £600 000  
...

Meat-eater – consume all meat products including dairy foods  
Pollotarian – don't eat red meat but consume poultry, fish and dairy products  
Vegan – do not consume animal products of any kind

...

No, I don't have any food intolerances/allergies MI  
Gluten  
Dairy  
...

- Supermarkets (Tesco, Sainsbury's, Asda, Morrisons, Waitrose)
- Discount supermarkets (Lidl, Aldi, Iceland)
- Mini Supermarkets (Budgens, Costcutter, Spar)
- ...

Aldi  
Asda  
Budgens  
Co-op  
Costcutter  
...

Aldi  
Asda  
Budgens  
Co-op  
Costcutter  
...

Amazon  
Asda  
Co-op  
Deliveroo  
...

- Deliveroo
- UberEats
- Just Eat
- FoodHub
- ...

- Cereal
- Dairy products
- butter
- Cheese
- Deserts
- Ice cream
- frozen food
- ...

Total : 70 data points

- Beer
- Cider
- Champagne
- Sparkling wine
- Red wine
- Rose wine
- White wine
- Fortified wine (port, sherry, etc)
- Spirits
- Still water
- Fizzy drinks
- Sparkling water
- Flavoured water or cordials
- Fruit juice
- Coffee
- Tea
- Milk


- Consume diet or low fat products
- Consume organic products
- Consume a special dietary product
- Eat fast food
- Take-away
- Cook at home
- Eat out at restaurants
- Go to coffee shops
- Go to nightclubs
- Go to pubs
- Go to bars (sports bars, cocktail bars, etc)
- Get food delivered

TRANSPORT & VEHICLES

Total : 45 data points

 **Driving licence**


UK driving licence  
Provisional licence  
HGVs licence  
Boat licence

 **Vehicle equipment owned (and/or used)**


Push bike  
E-Bike  
Push scooter  
...

 **Cars in the household**


One  
Two  
Three  
...

 **Main vehicle**


Brand  
Model  
Type of fuel  
...

 **Car brands**


Alfa Romeo  
Aston Martin  
Audi  
...

 **Navigation system**

Built-in navigation system  
Tom Tom  
Mappy  
...

 **Car rental in the past 12 months**

Yes  
No

 **Intention to buy a new car**


No  
yes, in the next 6 months  
Yes, in the next 12 months  
...

 **Future vehicles considered**

New  
Second hand

 **Type of new car considered**

High-End Sedan  
Mid-Range Coupe  
...

 **Preferred fuel type**


Petrol  
Diesel  
...

 **Brand of future vehicle**


Alfa Romeo  
Aston Martin  
...

 **Intention to buy a motorbike or scooter**

Yes, in the next 6 months  
Yes, in the next 12 months  
...

 **Public transport (and frequency)**


Bus  
Underground  
...

 **Insurance company**


AA  
Admiral  
...

HOMEWARE


Total : 10 data points

 **Electrical home appliances**

Burglar alarm  
Climate or heating control  
CCTV  
Dishwasher  
...

 **Small appliances**


Coffee maker  
Cafetière  
Toaster  
Kettle  
...

 **Other items**


Home alarm  
Film camera  
Electric Shaver  
Trimmer (beard, hair...)  
...

 **Purchase in the next 12 months**

Burglar alarm  
Climate or heating control  
CCTV  
Dishwasher  
...

 **Shopping methods**


Homeware stores  
Supermarkets  
Online  
Secondhand ads (online, newspapers, etc.)  
Other, please specify:

 **Stores visited regularly**


Amazon  
Argos  
B&Q  
Beales  
Currys  
Debenhams  
Habitat  
Homebase  
House of Fraser  
Ikea  
John Lewis

 **Heating system types**

Wood stove, pellet stove  
Chimney  
Electric heaters  
Gas heating  
Oil heating  
Heated floor  
Heat pump  
Another way, please specify:

 **Electricity provider**

EDF  
Octopus  
The Cooperative  
OVO  
Scottish Power  
SSE  
Npower  
E.ON  
British Gas  
Affect Energy  
Avro Energy  
Better Energy  
PFP Enery  
Other, please specify:

 **Gas provider**

EDF  
Octopus  
The Cooperative  
OVO  
Scottish Power  
SSE  
Npower  
E.ON  
British Gas  
Affect Energy  
Avro Energy  
Better Energy  
PFP Enery  
Other, please specify:

**HIGH-TECH**  
Total : 13 data points

Electronic products

Desktop computer  
Laptop computer  
Tablet (iPad, Samsung Galaxy, etc.)  
...

Virtual voice assistant

Google Home  
Apple Home  
Amazon Alexa  
Other, please specify:

Automated devices

Curtains or blinds  
Lights  
Thermostat  
...

Connected objects

Bathroom scale  
Fridge  
Speaker  
...

Tech items bought in the last 12 months

Desktop computer  
Laptop computer  
Tablet (iPad, Samsung Galaxy, etc.)  
...

Purchase planned in the next 12 months

Desktop computer  
Laptop computer  
Tablet (iPad, Samsung Galaxy, etc.)  
...

Landline telephone

Yes  
No

Mobile phone

Yes, for personal use  
yes, for professional use  
No

Mobile phone brand

Apple  
Blackberry  
Google  
HTC  
...

Mobile phone provider

3  
Asda Mobile  
BT Mobile  
...

Price plan

Monthly contract  
Limited monthly contract  
Pay as you go SIM card / Prepaid  
Work paid  
Other, please specify:

Monthly budget

Less than £20  
Between £20 and £39  
Between £40 and £59  
...

Change of mobile phone operator

Yes  
No

Video game console(s)

Meta Quest  
2Playstation 3  
3Playstation 4  
...

Time spent on video games

Less Than 2 Hours  
Between 2 And 5 Hours  
Between 6 And 10 Hours  
...

**INTERNET**  
Total : 45 data points

Connection type

Cable  
Fibre  
Broadband  
Satellite  
...

Personal use (weekly basis)

Less than an 1 hour  
From 1 to 2 hours  
From 2 to 5 hours  
From 5 to 10 hours  
...

Professional use (weekly basis)

Less than an 1 hour  
From 1 to 2 hours  
From 2 to 5 hours  
From 5 to 10 hours  
...

Service Provider

3  
BT Group  
Eclipse  
EE  
NOW TV  
...

Interest usage

Online banking  
Downloading music, software, videos, etc.  
Emails  
...

Online purchases

Baby products  
Books  
Clothes  
Shoes  
Computer hardware or software  
DIY or gardening  
Electronics  
Flowers  
Food or drink  
Furniture  
Household goods  
Health or beauty products  
...

Websites frequently visited

Adverts (eg: Gumtree)  
Banking (online banking)  
Blogs  
Dating  
Fashion / Clothes  
gambling  
News  
Online gaming  
Online shopping (eg: Amazon, eBay, etc.)  
...

Social media sites

21 buttons  
BeReal  
Facebook  
Instagram  
LinkedIn  
Pinterest  
Reddit  
Snapchat  
TikTok  
Tumblr  
Twitter  
YouTube  
Other, please specify:  
None of the above  
...













Messaging platforms

Hangout  
Facebook Messenger  
Telegram  
Viber  
We Chat  
Whatsapp  
Other, please specify:  
None of the above

Video-call services

Facetime  
Google Meet  
Skype  
Teams  
Whatsapp  
Zoom  
Other, please specify:  
None of the above

**Total : 16 data points**

<p> <b>Sports practice</b></p> <hr/> <p>Yes No</p>	<p> <b>Sport at competition level</b></p> <hr/> <p>Yes No</p>	<p> <b>Personal measurements</b></p> <hr/> <p>Height Weight Shoe size</p>
<p> <b>Team sport practiced</b></p> <hr/> <p>American football Baseball Basketball wrestling, fencing, archery etc) Cricket ...</p>	<p> <b>Frequency</b></p> <hr/> <p>Everyday, or almost everyday 2 or 3 times a week Once a week 2 or 3 times a month Less often</p>	<p> <b>Hobbies</b></p> <hr/> <p>Go to a live play in a theatre Go to the opera or ballet Go to a live comedy show Go to a music concert Go to a live sports event Go to museums Go to art galleries Go to the cinema Go to theme parks Go to shopping centres or high street stores ...</p>
<p> <b>Individual sport practiced</b></p> <hr/> <p>Athletics Running, jogging Walking, hiking Fitness or gym (bodybuilding, etc) Gymnastics ...</p>	<p> <b>Level</b></p> <hr/> <p>Elite standard High standard Amateur Beginner</p>	
<p> <b>Member of a sports club/team</b></p> <hr/> <p>Yes No</p>	<p> <b>Stores</b></p> <hr/> <p>Go Outdoors Decathlon Foot Locker JD Sport Sports Direct Sport 2000 Adidas Nike Mountain Warehouse Blacks Up and Running ...</p>	
<p> <b>Member of a gym or leisure centre</b></p> <hr/> <p>Yes No</p>		<p> <b>Leisure activities</b></p> <hr/> <p>Do charity, voluntary or community work Play a musical instrument Read books Sew or knit Play board games/Cards Gamble in a casino Gamble at bookmakers Gamble online (sport, online casino, etc.) Play money games online/play to earn games Garden/Landscape ...</p>

**Work activity**

Full time (more than 30 hours)  
Part time or casual  
Self employed  
...

**Kind of contract**

Permanent  
Temporary  
Interim  
Agency  
Other

**Sector or industry**

Accommodation and Food Services  
Accounting  
Administrative and Customer / Support Services  
...

**Type of organisation**

Self-employed  
Private sector firm or company  
Nationalised industry or public  
...

**Job title**

WORK

Total : 20 data points

**Department**

Executive management  
Administration  
IT  
Legal & compliance  
Human ressources  
...

**Socioeconomic status**


Upper management, senior  
Executive  
Middle management, executive  
...

**Company turnover**


Less than £500,000  
From £500,000 to £1 million  
From £1 to £10 million  
...

**Company size**

I am self employed  
Less than 10 employees  
From 10 to 49 employees  
...

**No. of people you manage**

None  
1 - 9  
10 - 19  
...

**Commute transportation**

I work from home  
Bicycle  
Electric scooter or similar  
Bus  
...

**Purchasing decision makers**

Yes  
No

**Purchasing decisions**

Business applications  
Car hire  
Catering  
Cleaning  
Company cars  
...

**Workplace benefits and perks**


Health insurance  
Pension  
Gym membership  
Meals or meal allowances  
...

**Multiple employments**


No, I only have one job  
Yes, I have more than one job

TRAVEL & HOLIDAYS


Total : 38 data points

**UK flights within last 12 months**


None  
1-3  
4-8  
9 or more

**Accommodation types**

0 or 1 star hotel  
2 star hotel  
3 star hotel  
4 star hotel  
...

**Hotels**

Independent Hotel  
Adagio  
Balladins  
B&B Hotels  
Best Western  
Campanile  
...

**Holiday groups**


Butlins  
Club Med  
Pontins  
Center Parcs  
Haven  
Hoeseasons  
...

**Holiday types**


Relaxation  
Backpacking  
camping  
Adventure  
luxury  
Sports  
...

**Destinations in the last 12 months**


Seaside / Beach  
Mountain  
Town or city break  
Rural / Country escape  
Cruise

**Holiday memberships**


Travel loyalty schemes  
Hotels loyalty schemes

**Countries visited (last 12 months)**


List

**Regions visited (last 12 months)**


List

**No. of personal vacations last 12 months**


None  
1-3  
4-8  
9 or more

**Business trips - not professional vacations**


None  
1-3  
4-8  
9 or more

**Types of transportation**

Aeroplane  
Car  
Campervan or motorhome  
Boat  
Bus/Coach  
Train  
Bike


**International flights within last 12 months**

None  
1-3  
4-8  
9 or more




Shopping methods

Outlets  
Internet  
Supermarkets  
Markets  
Private sales  
...




Size

6 or under (XXS)  
6-8 (XS)  
8-10 (S)  
10-14 (M)  
16-18 (L)  
...




Brand

Accessorize  
Adams  
Adidas  
All Sports  
All Saints  
Armani Exchange  
...




Frequency of new clothes purchases

Every month  
Every 2 months  
2-3 times a year  
...




Frequency of new shoes purchases

Every month  
Every 2 months  
2-3 times a year  
...




Shoe stores

Adidas  
Aldo  
Austin Reed  
Barrats  
Beatties  
Brantano  
...




Children's clothing stores

Independent stores  
GAP  
Next  
Marks and Spencers  
Primark  
...




Frequency of new underwear purchases

Every week  
Twice a month  
Every month  
Every 2 months  
twice a year  
Less than twice a year




Bra size

Less than 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, More than 50  
A/B/C/D/E/F/G/ H, Larger than H (select)




Underwear stores

Bravissimo  
Marks and Spencers  
Ann Summers  
...




Facial skin care products

Anti-acne products  
Facial sunscreen/UV protection  
Beauty essence or serum  
Gel / cream / liquid moisturiser  
Eye treatment including creams, lotions and gels  
Makeup remover  
Facial cleansers or wash  
Oil blotting paper  
Facial mask or pack, such as sheet, cream or gel type  
Toners or astringents  
Facial massage cream  
Facial scrub, exfoliator or dermabrasion  
None of the above




Dermatological

Yes  
No




Frequency of facial shaving (men)

Everyday  
5 or 6 times a week  
3 or 4 times a week  
1 or 2 times a week  
Less often  
Never




Type of razor

A disposable razor  
Razor with replaceable blades  
Electronic razor  
Straight blade razor




Make-up products

Blusher  
Eyeliner  
Mascara  
False eyelashes  
Bronzer  
Highlighter  
Face powder  
Foundation  
Concealer  
Lip gloss  
...




Skin type

Oily  
Combination  
Normal  
Very dry




Skin conditions

Acne  
Eczema  
Rashes and itching  
Psoriasis  
rosecea  
...




Beauty and hygiene store types

Pharmacy  
Beauty shops  
Specialist brands  
Supermarkets  
...



Hair type

Straight or fine  
Wavy  
Curly  
Coily




Hair conditions

Oily or greasy hair  
Dry hair  
Greying or whitening  
Dandruff  
Hair thinning or hair loss  
Baldness (I have lost all my hair)  
Other, please specify:  
None of the above


FASHION & BEAUTY

Total : 26 data points




Hair products

Anti-dandruff  
Anti-Itch  
Conditioners  
Detanglers  
Finishing Mists  
Frizz Control  
Gels or wax  
...




Fragrances

Cologne  
Eau de toilette  
Perfume  
Body spray  
Solid fragrance (cologne, perfume or EDT)  
Roll-on fragrance (cologne, perfume or EDT)  
...



Piercings

Yes, only to my ears  
Yes, to my ears and elsewhere  
No, but I would like to  
No



Tattoos

Yes  
No, but I would like to  
No

 Ecological awareness

Yes, I care a lot about the environment  
Yes, I care somewhat about the environment  
...

 Actions taken in the last 12 months

Donated to a charity  
Participated in a food drive  
Distributed drinks and meals  
...

 Socio-political Campaigns

The fight against racial discrimination  
Gender equality  
The fight against violence  
Defending LGBTQIA+ rights  
Animal welfare  
Access to housing and care for all  
The education of children  
Politics  
Environmental protection  
Other, please specify:  
No, none of these

 Ecological behaviour

I try to consume less  
I buy second-hand  
I rent or borrow items  
I eat less meat  
I look at the contents of my products (food and household items)  
I prefer organic, local or homemade products  
I make my own household  
The fight against racial discrimination  
Gender equality  
...

 Date of birth

 Gender

 SEG

Upper management, senior executive  
Middle management, executive  
Small business owner, self employed  
...

 Highest level of education

No formal qualifications  
GCSE's or equivalent  
BTEC National Diplomas and Certificates  
...

 Job title

 Sports practised

Football  
Basketball  
Rugby  
Volleyball  
...

 Sight conditions

Yes, they always wear glasses  
Yes, they wear glasses most of the time (to read, when using the computer etc.)  
...

 Health conditions

Allergies  
Alzheimer's  
Anemia  
Asthma  
Arthritis  
Back pain  
...

 Smoking habits

Yes, cigarettes  
Yes, rolling cigarettes  
Yes, cigarillos  
Yes, cigars  
Yes, electronic cigarettes  
Yes, vape  
No, he/she does not smoke

 Ethnicity

White British  
any other white background  
White and Black Caribbean  
White and Black African  
...

 Native language

Arabic  
Bengali  
Chinese  
Dutch  
English  
...

**MIS** | **GROUP**