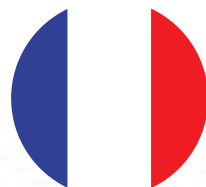


PANEL- BOOK

UK & FRANCE



MADE IN SURVEYS
by **MIS** | GROUP

SUBJECT CONTENT

INFORMATION GATHERED WHILE REGISTERING

	General profile UK.....	4 - 5
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DATA QUESTIONNAIRE PROFILE

General	8	Travel, Holidays	14
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THE MADE IN SURVEYS PANELS

Through a network of over **30 panellist recruitment websites**, Made in Surveys expertly manage online research in more than 40 countries.

Made in Surveys provides **recruitment strategies, qualification management and regular panel renewal** on its websites and emphasises commitment to quality (quality of respondents, response rate, reactivity, compliance with deadlines ...).

This Panel book will highlight the potential of our main countries.

- ✓ **Panel coverage in more than 40 countries**
- ✓ **300+** data points per panellist
- ✓ **Over 1,500,000 respondents** worldwide
- ✓ **More than 18 years experience** in online studies and panel management
- ✓ **Strict quality control of responses and regular monitoring** of panellists throughout our services

UNITED KINGDOM



90%

internet penetration rate

200 000

panel size

SEC



Upper management, senior exec.....	2%
Middle management, exec	10%
Small business owner, self employed	7%
Junior Management.....	10%
Office / Administrative.....	18%
Others non-manual.....	6%
Skilled manual labour	8%
Manual Labourer.....	4%
Student / pupil.....	6%
Housewife / House husband.....	12%
Unemployed or casual worker	8%
Retired	9%

LEVEL OF EDUCATION

GCSE's	22%
BTEC National Diplomas and Certificates	5%
As-Levels	1%
A-Levels	12%
Certificates of Higher Education	4%
Scottish Highers	1%
HNSs and HNDs	3%
Advanced Diploma	2%
NVQs (National Vocational Qualifications).....	11%
SVQs (Scottish Vocational Qualifications).....	1%
Apprenticeship	2%
Undergraduate	7%
Graduate	17%
Post Graduate (Masters)	8%
Post Graduate (PHDs)	1%
Other	3%

RELATIONSHIP STATUS

Single	27%
I have a partner	6%
Living with partner	16%
Engaged.....	3%
Married.....	41%
Divorced	5%
Separated	1%
Widowed	1%

RESPONSIBLE FOR GROCERY / FOOD SHOPPING

Yes.....	66%
Occasionally	7%
Jointly responsible	23%
No, I don't do the grocery / food shopping	4%

NUMBER OF CHILDREN IN THE HOUSEHOLD

0	60%
1.....	18%
2	15%
3	5%
4	1%
5 or more.....	1%

TYPE OF PROPERTY

Apartment / Flat	22%
Terrace House	21%
Town house / Semi-detached house	31%
Detached house.....	18%
Bungalow	6%
Movable dwelling.....	1%
Hostel / hotel.....	1%
Other.....	1%

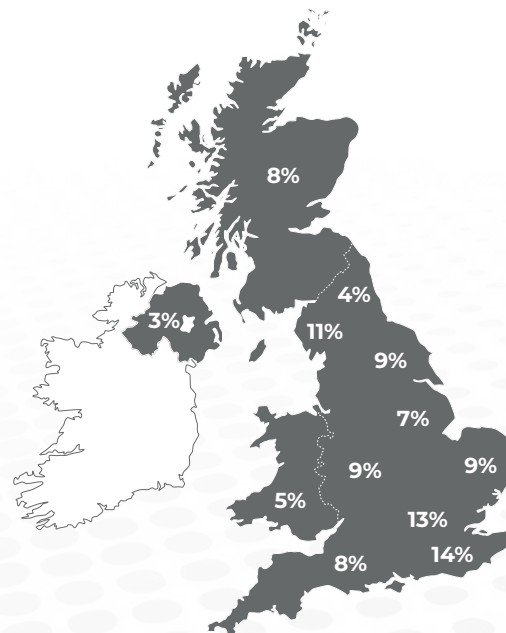
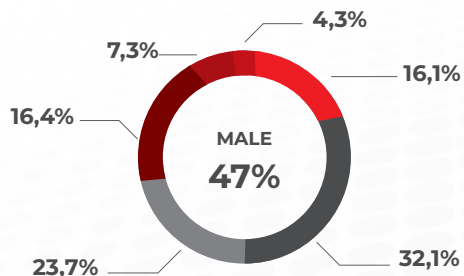
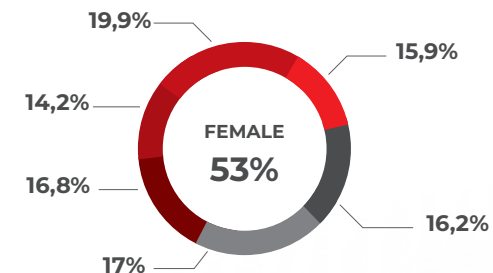
OWNERSHIP OF CAR

Yes.....	60%
No	40%

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+	2%
Prefer not to say.....	15%

UNITED KINGDOM



90%
internet penetration rate

200 000
panel size

FRANCE



88%

internet penetration rate

500 000

panel size

SEC



Farmer/Craftsman/Trader	7%
CEO / Liberal profession, Upper management, senior executive	12%
Middle management, exec	7%
Employed	25%
Manual labour	11%
Retired	7%
Unemployed	9%
Housewife / House husband	5%
Student / pupil	13%
Other	4%

MARITAL STATUS



Single	36%
Living with partner	27%
Married	7%
Divorced	24%
Separated	5%
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%
Superior to BAC+5	2%
No diploma	4%

RESPONSIBLE FOR HOUSEHOLD GROCERY SHOPPING



Yes	60%
Shared Responsibility	33%
No	7%

NUMBER OF CHILDREN IN THE HOUSEHOLD



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

TYPE OF PROPERTY



House	55%
Apartment / Flat	44%
Other	1%

OWNERSHIP OF CAR

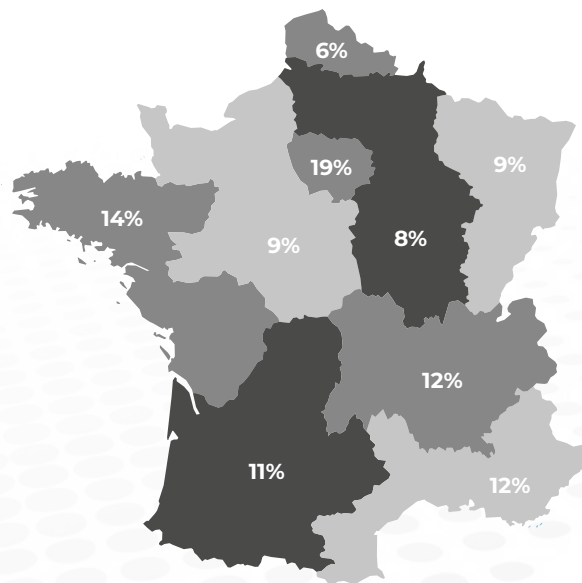
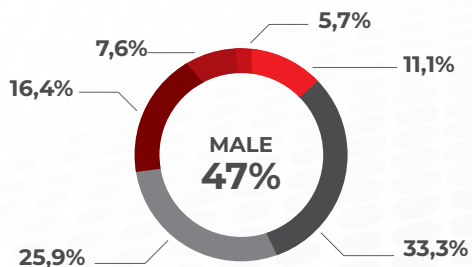
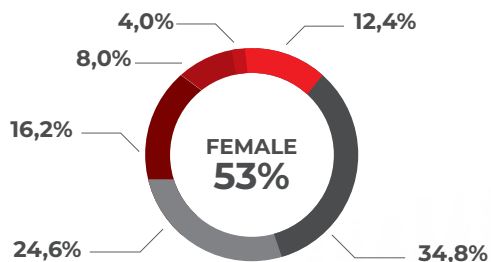


Yes	78%
No	22%

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 € +	1%
Prefer not to say	17%

FRANCE



88%
internet penetration rate

500 000
panel size

INFORMATION GATHERED



GENERAL - UK

HOME PHONE AND MOBILE PHONE



ETHNIC GROUPS



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

NATIVE LANGUAGE



Arabic
Bengali
Chinese
...

HIGHEST LEVEL OF EDUCATION



GCSE's
BTEC National Diplomas and Certificates
AS-levels
...

TYPE OF STUDIES



Accounting
Anthropology
...

SEC



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

8

MAIN EARNER IN HOUSEHOLD



Yes / No

PERSONAL NET MONTHLY SALARY



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

NET MONTHLY INCOME OF HOUSEHOLD



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

SEC OF THE MAIN EARNER



RELATIONSHIP STATUS



Single/Partnered/Living with partner...

PEOPLE IN THE HOUSEHOLD



1/2/3/...

NUMBER OF CHILDREN IN THE HOUSEHOLD



0/1/2/3...

TYPE OF PROPERTY



Apartment / Flat (incl. student bedroom, studio)
Terrace House
Town house / Semi-detached house

OWNER



I own my home
I rent my home
I live with my parents
...

SECOND HOME



Apartment (including studio, student halls)
House
Other
No

PROJECT PLANNED



Buy an existing home (previously owned)
Buy a newly-built home
Rent a different home
...

HOMEWARE TO MODIFY



Kitchen
Bathroom
Living room / Lounge
...

RESPONSIBLE FOR THE GROCERY / FOOD SHOPPING



Yes
Occasionally
Jointly responsible
No, I don't do the grocery / food shopping

NUMBER OF LOYALTY CARDS



None
1 or 2
2 to 5
...

ANIMALS



Cat
Dog
Hamster
...

SIGHT CONDITION



Wear glasses all the time
Wear glasses from time to time (to read, in front of a computer, etc.)
...

TOBACCO



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

HEALTH CONDITION



Allergy
Back pain
Diabetes
...

MEDICAL DEVICES



Blood glucose meter
Wheelchair
Dentures
...

INFORMATION GATHERED



INTERNET - UK

COMPUTER USE



At home
At work
At school / University
Other

TYPE OF CONNECTION



Cable
Fiber
Broadband
Satellite
I don't know
Other

INTERNET FOR PERSONAL USE



Daily
Weekly
Rarely
Never

INTERNET FOR PROFESSIONAL USE



Daily
Weekly
Rarely
Never

INTERNET SERVICE PROVIDER



3
AOL
BT Group
Eclipse
EE
NOW TV
O2
PlusNet
Sky
TalkTalk
Virgin Media
Vodafone
Don't know
Other

INTERNET USED FOR



Consulting Bank Accounts
Download music, software, videos, etc.
Emails
External access to a school/university/work network
Manage a personal site (blog/personal networking page)
Participate in forums and online communities
Playing online games
Reading the news
Research product or service information
Reserving tickets for events / travel websites
Searching for jobs
Shopping for foods/products/clothing etc.

ONLINE PURCHASES



Baby products
Books
CDs / DVDs
Clothes / Shoes
Computer hardware / Software
DIY / Gardening
Electronics
Flowers
Food / Drink
Home/furniture/accessories
Household goods
Hygiene/beauty/health products
Jewelry / watches
Music / movies (download)
Press subscriptions
Second hand products (via adverts websites, eBay, etc.)
Sports accessories
Stationary
Technology – HiTech products
Tickets (Concerts, sport events, cinema, etc.)
Toys
Travel (Tickets, accommodation, etc.)
Video Games

TYPES OF WEBSITE VISITED



Adverts (eg: Gumtree)
Bank (online banking)
Blogs
Dating
Fashion / Clothes
Gambling
News
Online gaming
Online shopping (eg: Amazon, eBay, etc.)
Personal Social network (eg: Facebook, etc.)
Professional social network (eg: LinkedIn, etc.)
Reviews
Streaming video (eg: series, film, etc.)
Tickets
Travel websites (eg: last minute, flight websites, etc.)
TV channel (eg: BBC, Channel 4, etc.)
Other
None of the above

BLOG



Yes
No, but I have had a blog in the past
No

INFORMATION GATHERED

HIGH-TECH (ELECTRONICS) - UK



ELECTRONIC PRODUCTS OWNED

Desktop computer
Laptop Computer
Tablet
eBook reader
DVD player
...

ELECTRONIC ITEMS BOUGHT IN THE PAST 12 MONTHS

Desktop computer
Laptop Computer
Tablet
eBook reader
DVD player
...

PURCHASES PLANNED IN THE NEXT 12 MONTHS

Desktop computer
Laptop Computer
Tablet
eBook reader
DVD player
...

COMPUTER BRAND

Acer
Apple
Asus
...

OPERATING SYSTEM (OS)

Chrome OS
Firefox
Linux
Mac OS
Microsoft Windows
Other, please specify:
I don't know

LANDLINE TELEPHONE / MOBILE PHONE OWNERSHIP

Yes / No

KIND OF MOBILE PHONE

Standard mobile phone
Smartphone (eg iPhone, Blackberry, etc.)
Satellite Phone
Other

MOBILE PHONE BRAND

Apple
Blackberry
Google
HTC
Huawei
LG
Motorola
Nokia
O2
Samsung
Sony
Other

MOBILE PHONE PROVIDER

3
BT Mobile
EE
Gigamonster
O2
Plusnet
Talkmobile
TalkTalk
Tesco Mobile
...

PRICE PLAN

Monthly contract
Limited monthly contract
Pay as you go SIM card / Prepaid
Work paid
Other

MONTHLY BUDGET FOR MOBILE PHONE

Less than £20
Between £20 and £39
Between £40 and £59
Between £60 and £99
£100 +
I don't know
I do not pay my phone bill

CHANGE OF MOBILE PHONE OPERATOR

Yes / No

GAME CONSOLES OWNED

Sony PS2 or PS3
Sony Playstation 4
Nintendo Wii
Nintendo Wii U
Microsoft Xbox 360
Microsoft Xbox One / S
Nintendo DS/3DS
Other, please specify:

TIME SPENT ON VIDEO GAMES

Less than 2 hours
Between 2 and 5 hours
Between 6 and 10 hours
Between 11 and 15 hours
Between 16 and 20 hours
20 hours +
I am not sure
None, I never play video games

INTERESTED TO TAKE PART IN ONLINE INTERVIEWS AND FOCUS GROUPS (WITH A WEB-CAM AND A MICROPHONE)

Yes / No

INFORMATION GATHERED

£

BANKING - UK

BANKS



American Express
Bank of Ireland
Barclays
Clydesdale
First Direct
Halifax
HSBC
ING direct
Lloyds TSB
Sainsbury's Bank
Tesco Personal Finance
Nationwide
Natwest
Santander
Royal Bank of Scotland
Virgin Money
Yorkshire Bank
TSB
Nation Wide
I don't have any bank accounts
I'd rather not say
Other

CREDIT CARDS



Maestro
Visa Debit
Visa Credit
Mastercard
American Express
Diners Club
Store card (New Look, River Island, Tesco)
Other type of card
I don't have any credit/debit card

BANK SERVICES



Current account
Student account
ISA
Mortgage
Loan
Bonds
Investments
I don't have any of these products

ONLINE BANKING



Yes / No

OUTSTANDING LOANS



A vehicle
A home
Student loan
Other
No

INSURANCE POLICIES



Life Insurance
Pet insurance
Travel insurance
Private health insurance
Vehicle insurance
Home insurance
Professional indemnity
Mobile phone insurance
None of the above

INFORMATION GATHERED

DIET, EATING HABITS - UK



EATING PREFERENCES



Meat-eater - consume all meat products including dairy foods

Pollo-vegetarian - don't eat red meat but consume fowl, fish and dairy products

Vegan - do not consume animal products of any kind

Pesco - vegetarian or vegequarian - eat fish/seafood and dairy but no other meat or animal products

Vegetarian - eat dairy products but no meat
Other

TYPES OF STORE USED



Supermarkets
(Tesco, Sainsbury's, Asda, Morrisons, Waitrose)

Discount supermarkets
(Lidl, Aldi, Wilkinsons)

Mini Supermarkets
(Budgens, Costcutter, Spar)

STORES USED THE MOST



Aldi
Asda
Budgens
Co-op
Costcutter
Iceland
Lidl
Londis
M&S
Morrisons
Sainsburys
Spar
Tesco
Waitrose
Wilkinsons

STORES USED OCCASIONALLY



Aldi
Asda
Budgens
Co-op
Costcutter
Iceland
Lidl
Londis
M&S
Morrisons
Sainsburys
Spar
Tesco
Waitrose
Wilkinsons
Other

FOOD PRODUCTS OFTEN BOUGHT



Cereal/biscuits/cookies
Dairy products (yoghurt, milk etc.)
Desserts
Fish
Fresh fruit and vegetables
Frozen Food
Frozen meals
Pasta / Rice
Ready meals
Red meat
Snacks (Crisps, nuts, etc.)
Sweets
Tinned Food
Vitamins / Supplements
White meat

DRINKS OFTEN BOUGHT



Beer
Champagne
Cider
Fizzy drinks
Flavored Water / cordials
Fortified Wine (Port, Sherry)
Fruit Juice
Milk
Red wine
Rose
Sparkling Water
Sparkling wine
Spirits
Still water
White wine

FOOD/DRINKS HABITS



Consume diet / low fat products
Consume bio / organic products
Consumer special dietary products
Eat fast food / take-away
Cook at home
Eat out at restaurants
Go to co ee shops
Go to nightclubs
Go to pubs
Go to night / cocktails bars

INFORMATION GATHERED

TRANSPORT, VEHICLES - UK



DRIVING LICENCE



Yes / No

VEHICLES OWNED



Bicycle
Motorcycle/motorbike/Scooter > 125cc/
Moped/scooter < 125cc
Car
Caravan / Camper van
Boat
Van
None of the above

CARS IN THE HOUSEHOLD



None
1
2
3
4
...

CAR BRANDS



Alfa Romeo
Aston Martin
Audi
Bentley
BMW
Bugatti
Cadillac
Chevrolet
Chrysler
Citroën
...

CAR MODEL



YEAR OF PURCHASE/RELEASE



NEW OR USED



DRIVER



First name
Date of birth
...

INTENTION TO BUY A NEW CAR



No
Yes, in the next 6 months
Yes, in the next 12 months
Yes, in over 12 months time
I don't know

TYPE OF THE NEW CAR



Family Car
Hatchback
Hybrid / Electric
Luxury
Saloons
Sports
Van / Truck
Other
I don't know

BRAND OF FUTURE VEHICLE



Alfa Romeo
Aston Martin
Audi
Bentley
BMW
Bugatti
Cadillac
Chevrolet
Chrysler
Citroën
...

USE OF PUBLIC TRANSPORT



Bus
Underground/Tube
Tram
Train
Taxi
Aeroplane

INSURANCE USED



AA
Admiral
Aviva
AXA
Budget
Churchill
The Co-operative Insurance
Cornhill
Diamond
Direct Choice
Direct Line
Egg
elephant.co.uk
esure
First Alternative
Fortis
Frizzell
Halifax
Hastings Direct
John Lewis
Kwik Fit Insurance
Liverpool Victoria
Lloyds TSB / LTSB Insurance
More Than
Nationwide
NIG
Post Office
Privilege
Provident
RAC
RIAS
Saga
Sainsbury's / Sainsbury's Bank
Sheilas' Wheels
...

INFORMATION GATHERED



TRAVEL, HOLIDAYS - UK

NUMBER OF PERSONAL VACATIONS



None
1/2/3/4/5/6/7/8/9
10 or more

NUMBER OF PROFESSIONAL VACATIONS



None
1/2/3/4/5/6/7/8/9
10 or more

TYPES OF TRANSPORTATION USED



Aeroplane
Car
Campervan/Caravan
Boat
Bus
Train

INTERNATIONAL FLIGHTS WITHIN PAST 12 MONTHS



None
1/2/3/4/5/6/7/8/9
10 or more

TYPES OF ACCOMMODATION



1 or 0 star hotel
2 star hotel
3 star hotel
4 star hotel
5 star hotel
Shelter / hostel or host family
Community centre
Campsite / Caravan
Family or friends holiday accommodation
Cottage
Apartment/flat/house
All inclusive

TYPES OF HOLIDAY



Relaxation
Backpacking
Beach
Camping
Adventure
Luxury
Sports
Family
Romantic
City break
Rural
Cruise

TRAVEL LOYALTY SCHEME



Yes / No

DESTINATIONS IN THE LAST 12 MONTHS



Southern Europe
Northern Europe
Eastern Europe
Northern Africa
Western Africa
Eastern Africa
Central Africa
Southern Africa
North America
South America
Asia
The Far East
Australia / Indonesia
Within the UK, outside your region
None of the above

INFORMATION GATHERED



MEDIA - UK

TYPE OF SUBSCRIPTION



Cable
Satellite
None of the above / Other

SUBSCRIPTION



BT Vision
Sky
Tiscaly TV
Freeview
TalkTalk
NOW TV
Plusnet
3
EE
Vodafone
Topup TV
Virgin
Other
None of the above

TV PROGRAMS WATCHED



Culture / Arts
Debates/Politics
Documentary
Films
News
Reality TV
Sport
Talk show
Teleshopping
Game Show
TV series
Entertainment
Music
Other

TYPE OF FILMS/SERIES WATCHED



Action
Adventure
Children's
Comedy
Crime
Drama
Musical
Mystery
Romance
Science fiction
Sports
Family
Fantastic
Horror
Social drama
Thriller

PLACES FOR LISTENING TO THE RADIO



At home
In your car
At work

READING



Free press
National daily newspapers
Regional daily newspapers
Magazines
Books / eBooks

MAGAZINES



Beauty
Women's
Men's
Fashion
TV
Gossip
News
Business / Economy
Sports
Travel
Technology
Home
Science
Automobile
Music, cinema, culture
None of the above

INFORMATION GATHERED



HOMEWARE - UK

OWNED



Burglar alarm
Climate / heating control
Dishwasher
Electric hob
Espresso / Coffee Machine
Microwave
Oven
Tumble dryer
None of the above

PURCHASE IN THE NEXT 12 MONTHS



Burglar alarm
Climate / heating control
Dishwasher
Electric hob
Espresso / Coffee Machine
Microwave
Oven
Tumble dryer
None of the above

SHOPPING METHODS



Homeware stores
Supermarkets
Online
Second hand ads (online, newspapers, etc.)
Other

STORES VISITED REGULARLY



Argos
B&Q
Beales
Currys
Debenhams
Habitat
Homebase
House of Fraser
Ikea
John Lewis
Matalan
MFI
Wilkinsons
Other
None of these stores

INFORMATION GATHERED

SPORTS AND LEISURE - UK



SPORTS PRACTICED



American football
Athletics
Baseball
Basketball
Combat sport
(martial arts, wrestling, fencing, archery etc)
Cricket
Cycling
Dancing
Extreme sports
(parachuting, bungee jumping, etc)
Fitness, gym (bodybuilding, etc.)
Football
Golf
Gymnastics
Handball
Hockey
Ice sports (ice-hockey, ice-skating etc)
Motor sports (rally, go-karting, motorbike, etc)
Mountain sports
(skiing, climbing, trekking, etc)
Nature sports (horse-riding, fi shing, hunting, polo, climbing etc)
Netball
Racket sports
(tennis, badminton, table tennis, lacrosse etc)
Rugby
Running, jogging
Skateboarding, roller-skating, BMX
Volleyball
Walking
Water sports (swimming, diving, sailing, surfi ng, rowing, kayaking etc)
Other

MEMBER OF A SPORTS CLUB / LEISURE CENTRE



Yes / No

READS SPORTS NEWSPAPERS / MAGAZINES



Yes / No

SPORTS TV SHOWS / CHANNELS WATCHED



Yes / No

SPORTS SUBSCRIPTION CHANNELS



Yes / No

NUMBER OF SPORT ITEMS PURCHASED



None
From 1 to 5
From 6 to 10
More than 10

HOBBIES



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 Malls/High Street Stores
Go to exhibitions/shows/events

LEISURE ACTIVITIES



Do some charity or volunteer / community work
Play a musical instrument
Read books
Sew / knit
Play Board Games / Cards
Gamble in a casino
Gamble (bookmakers, online, etc.)
Garden / Landscape
Do some home Improvement/Decorate/DIY
Do arts and crafts
Restore an Auto / Motorbike
Go camping
Go hunting
Photography

INFORMATION GATHERED



WORK - UK

WORK ACTIVITY

Full time (more than 30 hours)
Part time / casual
Homemaker (voluntarily)
Not currently employed / self employed
Retired
Other

INDUSTRY

Accommodation and Food Services
Administrative and Customer / Support Services
Agriculture, Forestry, Fishing
Arts and Recreation Services
Business / Sales
Construction
Education and Training
Electricity, Gas, Water, Waste Services
Financial and Insurance Services
Health Care and Social Assistance
Information Media and Telecommunications
IT / New Technologies
Manufacturing
Marketing, Market Research, Advertising
Mining
Professional, Scientific, Technical Services
Public Administration and Safety
Rental, Hiring and Real Estate Services
Retail Trade
Transport, Postal and Warehousing
Wholesale Trade
Other

TYPE OF ORGANISATION

Self-employed
Private sector firm or company
(e.g. limited companies and Plc's)
Nationalised industry or public corporation
(e.g. Post Office)
Other public sector employer
(e.g. Central Government)
Charity / voluntary sector
Other

POSITION AT WORK

Accountant / Auditor
Account / Project manager
Administrative / Clerical
Analyst
Architect / Draftsperson
Artist/Musician/Actor/Entertainer
Author/Editor/Writer
Broker/Trader/Advisor
CEO/President/Chairman
...

COMPANY TURNOVER

Less than £500,000
From £500,000 to £1 million
From £1 to £10 million
From £10 to £50 million
More than £50 million
I don't know

COMPANY SIZE

I am self employed
Less than 10 employees
From 10 to 49 employees
From 50 to 99 employees
From 100 to 499 employees
From 500 to 1999 employees
2000 employees and more
I don't know

PEOPLE SUPERVISED

None
1 - 9
10 - 19
20 - 49
50 - 99
100 +

TRANSPORTATION USED TO WORK

I work from home
Bicycle
Bus
Car
Train
Taxi
Tram
Underground/Tube
Walk
Other

PURCHASES FOR WORK

Yes / No

PURCHASING DECISIONS

Business applications
Car hire
Catering
Cleaning
Company cars
Corporate events
Information technology/Computers/Software
Leasing equipment
Mobile / cell phone
Office supplies
Outsourcing
Photocopiers
Printers
Recruitment
Telecommunications
Training
Travel
Utilities
Insurance

INFORMATION GATHERED

BEAUTY, FASHION - UK



SHOPPING METHODS



Retailers/High street shops/Department store/Concessions
Outlets
Internet
Supermarkets / discount stores
Markets
Private sales
Other

BRANDS



Accessorize
Adams
Adidas
All Sports
All saints
Armani Exchange
Asda
Austin Reed
Aquascutum
Autonomy
Banana Republic
Barbour
Base
Bench
Benetton
...

FREQUENCY OF NEW CLOTHING PURCHASES



Every week
Twice a month
Every month
Every 2 months
Every 6 months
Less than twice a year

FREQUENCY OF PURCHASING SHOES



Every month
Every 2 months
2-3 times a year
Once a year
Less than once a year

SHOE STORES



Adidas
Aldo
Austin Reed
Barrats
Beatties
Brantano
Clarks
...

FREQUENCY OF NEW LINGERIE PURCHASES



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

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

VISITS A DERMATOLOGIST



Yes / No

MAKE-UP



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

HAIR CONDITION



Oily / greasy hair
Dry hair
Greying / whitening
Dandruff
Hair thinning / hair loss
Baldness (have lost all my hair)
None of the above

HAIR PRODUCTS



Anti-dandruff
Anti-itch
Conditioners
Detanglers
Finishing Mists
...

FRAGRANCES



Cologne
Eau de toilette
Perfume
Body spray
...

PIERCINGS



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

TATTOOS



Yes / No

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