

Our Internet Panel

A sampling of our profiled variables:

General Consumer

- Gender
- Age
- Province
- City
- FSA
- Home language
- Cultural background
- Marital status
- Number of people in household
- Number of children in household
- Education level
- Household income
- Employment status
- Financial institution
- Internet banking usage
- Financial products and services
- Non-registered investment accounts
- Market value of financial investments

- Home ownership
- Membership program usage
- Drivers
- Primary vehicle make
- Television service
- Internet speed
- Internet service provider
- Personal cell phone
- Family cell phone plan
- Lottery usage
- Gambling activities
- Online purchasing
- Smoker
- Dieting
- Alcohol consumption
- Weekly television viewing
- Weekly reading
- Weekly Internet usage
- Interests

Household Responsibilities

- Financial decisions
- Banking/budgeting
- Investment and financial planning
- New vehicle purchases
- Automotive maintenance
- New clothing/fashion/shoes
- Home décor
- Renovations
- Children's needs
- Household grocery shopping
- Insurance needs
- Healthcare needs
- Vacation planning
- Consumer electronics purchases

responsive service, reliable results



Our panel is now **your** panel.

Ownership

- Home
- Home alarm system
- Vacation property
- Boat
- Recreational vehicle
- ATV
- Personal watercraft
- Sport motorcycle
- Touring motorcycle
- Snowmobile
- Cellular phone
- Wireless handheld device
- Desktop computer
- Laptop computer
- Digital camera
- Colour printer
- HD ready TV
- Home theatre system
- Digital video recorder
- Digital cable TV
- Satellite TV
- Portable DVD player
- VOIP
- Cable telephone service
- Satellite radio
- Video game system for TV
- Handheld video game system

Travel Groups

- Frequent business traveler
- Luxury traveler
- Resort traveler
- Adventure traveler
- Cruise traveler
- Budget traveler
- Family traveler
- Gay/Lesbian traveler
- Eco-tourist
- Culture tourist
- Sports traveler

Business Profiling

- Employment sector
- Professional designations
- Job title
- Business trip flights
- Business trip accommodation
- Number of employees
- Annual revenue
- Decision making and influence
 - » Telecommunications
- Financial services
- Legal services
- Human resources services
- Marketing services
- Property management
- Office equipment
- Office supplies
- Travel services
- Postal, courier or freight services

And much, much, more...

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For more information please contact:

Rahil Dattu
Director, Panel Sales
rdattu@opinionsearch.com

Toll Free: 1-800-363-4229
Phone: (613) 230-9109
FAX: (613) 230-3793

www.opinionsearch.com