Profile book

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toluna

Profiler surveys

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- Beauty
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- Finance
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Basic profiler

First name	Global
Last name	Global
Email	Global
Gender	Global
Password	Global
User name	Global
Date of birth	Global
Address1	Global
Address2	Global
City	Global
Zip / postal code	Global
Race	Local
Ethnicity	Local
Education	Global
Annual & monthly HH income	Global
Social economic grade (Sel/Seg)	Local
Marital status	Global
Number of people living in the HH	Global
Number of children under 18 in the HH	Global
Primary grocery shopper	Global
Work position	Global
Citizenship	Global

Home & family profiler

Main salary earner in HH	Global
Monthly net income – member only	Local
Children - date of birth (up to 10)	Global
Children - gender (up to 10)	Global
Expecting a baby in HH, due date	Global
Pregnancy planned N3M	Global
Rent or own home	Global
Plans to move into a new residence	Global
Secondary residence or vacation home owned	Global
Number of dogs, cats, other pets in HH	Global
Cannabis use, purpose of use	Local
Hobbies and interests	Global
Behavior changes P6M	Global
Voter registration	Local
Political party affiliation	Local
Health coverage	Local
Memberships	Local
Ride sharing	Global
Additional survey languages	Global
Primary grocery shopper	Global
Work position	Global
Citizenship	Global

Employment profiler

Employment status		Global
Employment position		Global
Employment sector for self-employed members		Global
Work department		Global
Type of firm		Global
Company industry		Global
Industry – retailing, public sector, manufacturing		Global
It areas of involvement		Global
It professional role		Local
Decision making authority	Advertising/marketing, computer hardware, computer network, employee benefits/insurance, finance, genera office services, hr, logistics, manufacturing, motor pool, shipping, software development, telecommunications, travel	Global
Number of employees in company	local office, in all offices	Global
Number of employees supervised		Global
Number of computers in company globally		Global
Global annual company revenue		Global
Year started working at company		Global

Shopping profiler

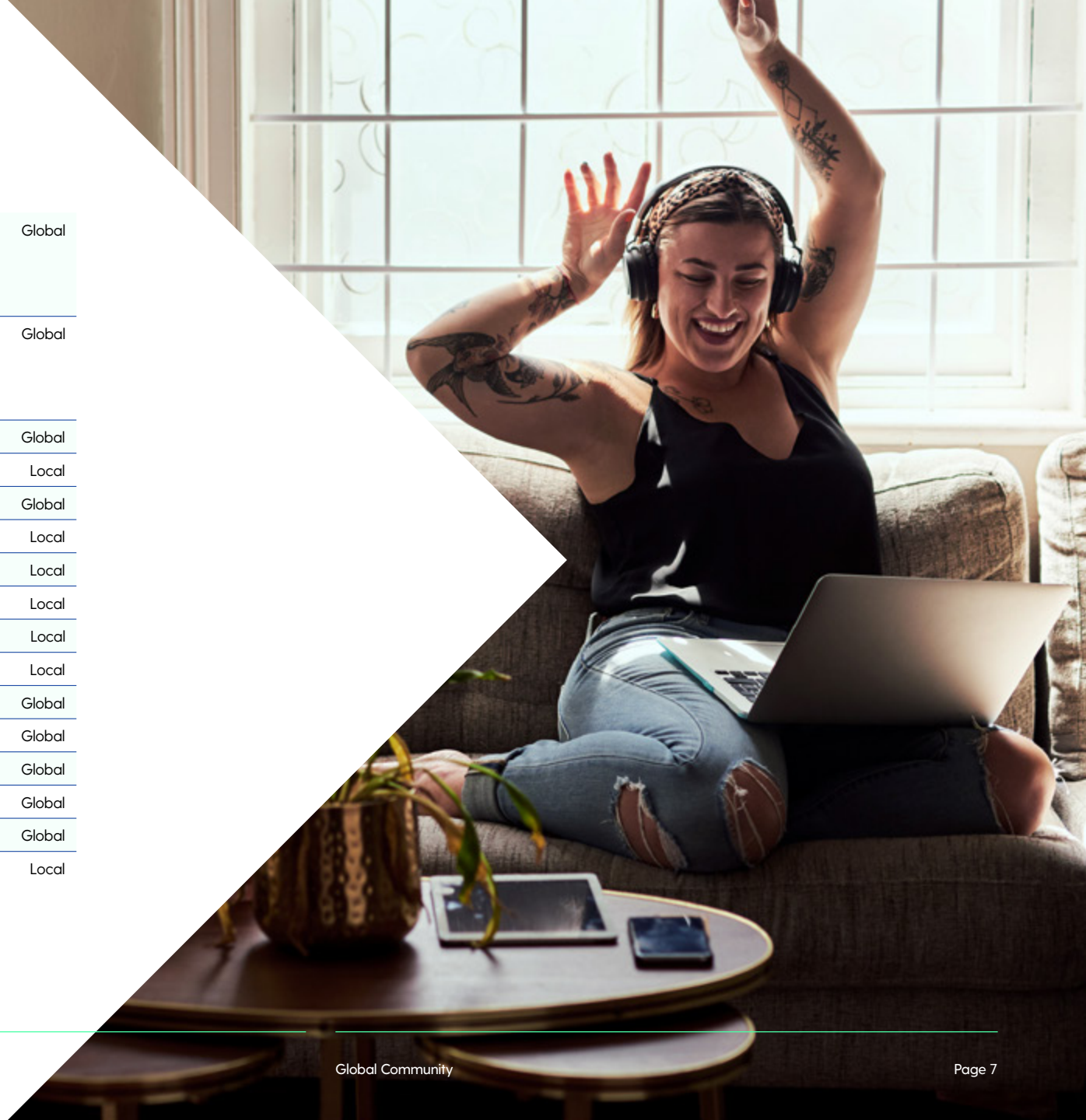
Grocery shop types visited regularly		Global
Main supermarket, other supermarkets		Local
Main online supermarket, other online supermarkets		Local
Products purchased p6m		Global
Alcohol types consumed p6m		Global
Alcohol brands consumed p6m		Local
Beer types		Global
Beer brands		Local
Tobacco type		Global
Tobacco brands		Local
Delivery service p6m		Global
Frequency of delivery service		Global
Types of goods delivered		Global
Mobile apps for delivery service		Global
Fast food restaurants visited p3m		Local
Wholesale or warehouses shopped p6m		Local
Organic products location		Local
Eating/drinking frequency	Restaurant lunch, restaurant diner, bars/coffee shops, clubbing/dancing, take-out lunch, take-out dinner, fast-food restaurants, cook meals at home.	Global
Diet – current or p6m		Global

Medical professionals profiler

Physicians	
Primary & secondary areas of specialty	Global
MD/DO	Global
Years in practice	Global
Type of practice	Global
Allied Healthcare Professionals	
Nurses	Global
Physician Assistants	Global
Hospital Executives	Global
Dentists	Global
Optometrists and Opticians	Global
Pharmacists -Retail/Hospital	Global
Veterinarians	Global
Certified Diabetic Educators	Global
Nutritionists/Dieticians	Global
Purchasing/Procurement	Global
Payers/MCOs (Medical and Pharmacy Directors)	Global

Media & entertainment profiler

Weekday	Frequency: watch tv, watch streaming video content, listen to streaming music, listen to pod casts, listen to audio books, listen to radio, read magazines, read newspapers, read books or e-books, read web content, play video games, interact with social media	Global
Weekend	Frequency: watch tv, watch streaming video content, listen to streaming music, listen to pod casts, listen to audio books, listen to radio, read magazines, read newspapers, read books or e-books, read web content, play video games, interact with social media	Global
Television service subscription		Global
Cable or satellite provider		Local
Television networks watched regularly		Global
Television network streaming apps		Local
Video on demand streaming services		Local
Music streaming services		Local
Podcast apps		Local
Audio book services		Local
Household digital devices		Global
Type of websites regularly visit		Global
Cinema frequency		Global
Movie genre preference		Global
Magazine genre preference (print, digital or online)		Global
Magazines regularly read (print, digital or online)		Local



Mobile phone profiler

Mobile phone ownership	Global
Mobile phone smartphone - personal / business	Global
Mobile phone brand - personal / business	Global
Mobile phone operating systems - personal / business	
Mobile phone contract type - personal	Global
Mobile phone service provider - personal / business	Global
Plans to change mobile phone provider - personal / business	Global
Monthly phone bill - personal / business	Global
Mobile decision maker - business	Global
Willingness to take mobile phone surveys	Global
Smartphone app download	Local
Food or grocery delivery apps	Local
Type of apps used on smartphone	Local

Internet profiler

Home internet service provider	Global
Home internet speed	Global
Internet access location	Global
Internet utilization frequency – personal / business	Global
Own / plan to purchase computer systems N12M	Global
Online shopping P12M	Global
Online payment methods	Local
Online social networks	Local
Online social network frequency	Local
Webcam access	Local
Willing to participate in video-enabled surveys	Local

Video games profiler

Game systems owned	Global
Frequency of game systems played – weekdays, weekends	Global
Type of games played	Global
Play video games online – member, others in HH	Global
Play video games online	Global
Game systems played by others in HH	Global
Plan to purchase a new gaming console N12M	Global
Name of gaming console planning to purchase N12M	Global
High tech devices owned	Local
Types of devices used to play video games	Local
Frequency of game play on high tech devices – weekdays, weekend	Global
Video games played on smart phone	Local
Gaming apps downloaded on smart phone	Local
Game genres played P6M	Local
Game franchises played P6M	Local
Gaming activities participated P6M	Local
Gaming activities spent money on P6M	Local

Health & wellness profiler

Health and medical areas – member, someone else in HH, as a care provider	Global
Allergies	Global
Food allergies	Global
Breathing respiratory conditions	Global
Cancer conditions	Global
Diabetes	Global
Insulin types, frequency	Global
Digestive conditions	Global
Eye/ear/nose/throat conditions	Global
Heart/blood conditions	Global
Immunological conditions	Global
Men's health conditions	Global
Mental health and behavior conditions	Global
Neurological/brain-related conditions	Global
Bone/joint/muscle conditions	Global
Physical appearance conditions	Global
Sexual health conditions	Global
Skin conditions	Global
Sleep conditions	Global
Weight conditions	Global
Women health conditions	Global
Medical devices – member, someone else in HH, as a care provider	Global

Beauty profiler

Luxury products purchased P12M	Global
Store type of personal care purchases	Global
Store chains shopped P12M	Local
Personal care views	Local
Facial hair views	Local
Facial hair style	Local
Face care products	Local
Body care products	Local
Body hair removal products and methods P12M	Local
Face hair removal products and methods P12M	Local
Hair removal expenditure	Local

Automotive profiler

Number of cars in HH		Global
Main vehicle driven	Year built, year purchased, make, model, style, owned or leased, new or second hand, fuel, owner	Global
Second vehicle in HH	Year built, year purchased, make, model, style, owned or leased, new or second hand, fuel, owner	Global
Vehicle maintenance decision maker		Global
Next vehicle considerations	Purchase date, new or second hand, price, make, style.	Global
Other vehicles N12M	Own, plan to purchase	Global
Motorcycle	Make, engine size	Global
Scooter	Make, engine size	Global

Finance profiler

Investible assets amount	Global
Financial institutions account	Global
Credit cards - personal	Global
Credit cards - business	Global
Loan types	Global
Financial assets own	Global
Permanent overdraft, revolving credit access	Global
Financial decision maker in HH	Global
Mortgage loan types	Local
Primary credit provider	Local
Stocks bonds securities own	Local
Security trades made P12M	Local
Car insurance provider	Locall
Liquid asset level	Local
Banks – credit cards personal / business	Locall
Home, life insurance provider	Local
Home, car insurance	Local

Travel profiler

Travel abroad P12M (domestic US/CA) - leisure and/or business	Global
Travel transportation abroad P12M (domestic US/CA) leisure – plane, train, vehicle rental, hotel stay	Global
Travel destinations P12M leisure	Global
Travel websites booking trips abroad P12M (domestic US) leisure	Global
Airline companies P12M leisure	Global
Airline class leisure	Global
Hotel category leisure	Global
Cruise trip P2Y leisure	Global
Travel transportation abroad P12M (domestic US/CA) business - plane, train, vehicle rental, hotel stay	Global
Travel destinations P12M business	Global
Airline companies P12M business	Local
Airline class business	Global
Hotel category business	Global
Travel bookings maker business	Global
Disney parks plan to visit N12M	Local

Sports profiler

Sports played	Global
Frequency of sports played	Global
Gym membership	Global
Sports watched on TV	Global
Esports activities P12M	Global
Level of interest in sports: Golf, Sailing, Football, Martial Arts, Formula 1, Rugby, Tennis, Cricket	Local

Gambling profiler

Frequency of gambling	Local
Methods used to gamble	Local
Sports types gambling	Local
Betting companies used P12M	Local
Online bookmakers used P12M	Local
Online gambling services used P12M	Local
Online casinos played P12M	Local
Gambling type on mobile device	Local
Average stakes placed per month – betting shop, online computer, online mobile	Local
In-play gambling	Local
Slot machines gambling	Local
Frequency of slot machines gambling	Local

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