

## Descriptions of Specialty Panels

Here is a brief summary of select specialty panels that are made up of targeted, hard-to-reach populations currently participating in market research surveys.

### Widely-Used Specialty Panels

**Affluent** respondents that hold investable assets from less than \$10,000 to \$5,000,000 or more, including cash in checking or savings; stocks, bonds, mutual funds; and any money in IRAs. Ideal for companies targeting the affluent or positioning themselves as uniquely qualified to serve the affluent.

**Aging and Longevity** panelists that are American retirees and people over 50 who are educated, living/working longer, and affluent. With their disposable income growing every year, this panel is among the most sought-after online populations. By 2020, this age group may comprise one-third of all US adults (114 million).

**Americans with Disabilities** respondents who demonstrate the value that customers with disabilities provide. With a 10-percent compounded annual growth rate, the 2002- aggregate income of people with disabilities was projected to exceed \$1 trillion. Our research on customer preferences and brand loyalty testing can help companies compete in this market.

**Automotive Insights** of nearly one million members who have some involvement in purchasing their household vehicles and automotive-related products. This panel maintains significant demographic and vehicle-purchasing information including vehicle make and model type, model year, purchase type (new vs. lease), and likelihood to buy or lease in the next six months to the next four or more years.

**Chronic Illness** members who have been diagnosed with one or more chronic medical conditions, such as allergies, arthritis, asthma, chronic pain, depression, diabetes, high cholesterol and multiple sclerosis. Also included are caregivers—panel members who live with family members who have chronic conditions. This panel provides critical information to healthcare researchers through participation in surveys and clinical trials.

**Lesbian, Gay, Bisexual and Transgender (LGBT)** self-identified respondents who offer important new details about brand loyalty and customer preferences, as well as insight into the value, size and characteristics of this long-overlooked, underserved population. Companies are increasingly interested in this population and the growing magnitude of its discretionary income and presence in the marketplace. Thanks to our strategic alliance with Witeck-Combs Communications Inc., we help companies develop better and more cost-effective marketing strategies—targeting the LGBT population.

**IT Small Office/Home Office and Technology Decision Makers** who are respondents that acquire or recommend buying office equipment, telecommunications, or information technology-related products and/or services, and represent home/small offices, medium-sized companies and large corporations.

**Pet Companion** panel members who represent a major consumer industry and spend increasing dollars on pet purchases such as food, supplies, medicine and veterinary services.

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**Physician** panelists who represent a cross section of practicing physicians in the United States. All physicians in the panel are involved in providing hands-on patient care. Every major specialty and subspecialty is represented. This panel can be used for qualitative or quantitative research that requires an understanding of physicians' opinions, experiences, or practices regarding matters related to health policy, advertising targeted at physicians, and products and services designed to be used by physicians.

**Tweens, Teens, and Young Adults** who help companies stay on top of the fast-moving, dynamic market of "Tweens" (8-12) and "Teens" (13-17). They are recruited to take our survey through parents who are Harris Poll Online<sup>SM</sup> members, and "Teen" (13-17) and "Young Adult" panel members (18-24).

## Full Listing of Specialty Panels

- Affluent (Net Investable Assets)
- Aging and Longevity
- Americans with Disabilities
- Ancestry
- Automotive Insights
- Banking and Finance
- Chronic Illness
- Console and Computer Gamer
- Computer Connectivity/ISP Providers
- Consumer Beverage
- C-Suite/Senior Executives
- Department/Retail Store Shoppers
- Early Adaptors of Technology
- Education/Teacher
- Hobbies/Interests
- Hotel
- Homeowners
- IT Small Office/Home Office
- Lesbian, Gay, Bisexual and Transgender
- Mother/ Nursing
- Pet Companion
- Physicians (US)
- Restaurants and Fast Food Chains
- Shipping Decision Makers
- Small Business
- Sports
- Technology Decision Makers
- Telecommunication
- Travelers (Business & Leisure)
- Wireless Users
- Youth (Tweens, Teens and Young Adults)

AHEAD OF WHAT'S NEXT.

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