

Harris Poll OnlineSM Panel Variables

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.

Panel Demographics

Affluent (investable assets)
Aging and longevity
Broadband capabilities
Browser
Chronic illness
Computer brand
Country
Company credit card decision maker
Consumer Purchases
Consumer Purchase Intent
Date of birth year per child
Date of Birth (Harris Poll Online Panel member)
Economic standing
Education
Email
Employment status
Financial Institute
Gender
Health insurance source
Hobbies
Income
Industry
Internet usage
Information technology decision makers
Job position type
Job title
Made investments (bought/sold stocks)
Made investments online
Marital status
Modem speed
Number of adults in household
Number of children in household
Number of children under the age of 18
Number of employees at company location
Office equipment decision makers
People with disabilities
Physician
Primary language
Primary work location

Profession
Race
Respondent ID
Restaurants Frequented
Retail Stores
Sexual orientation
Shipping decision makers
Sports
State
Technology decision makers
Telecommunications decision makers
Total number of employees
Travel Preferences
US and Canadian regions
Youth
Zip/postal code

Industry Type

Accommodation and Food Services
Administrative Support Services
Advertising/Marketing
Agriculture/Forestry/Fishing/Hunting
Arts, Entertainment and Recreation
Automotive Services
Banking and Finance
Communications
Construction (heavy/special trades)
Education
Engineering Services
Healthcare and Social Assistance
Insurance
Legal Services
Manufacturing
Military
Mining
Printing Trade
Public Administration/Government
Real Estate

Harris Poll OnlineSM Panel Variables

Religious/Non Profit Organizations
Research Services
Retail Trade
Technology Services
Telecommunications
Transportation and Warehousing
Travel
Utilities
Waste Management/Remediation
Services
Wholesale Trade

Profession

Administrative Assistant/Secretary
Advertising Professional
Artist/Designer/Architect
Attorney or Judge
Computer or Internet Specialty, Other
Construction Contractor/Worker
Dentist or Orthodontist
Editor/Writer/Media Worker
(Print, Internet, Broadcast)
Education Administrator
Engineer
Engineering Technician/Support
Entertainer/Performer/Sports
Professional
Facilities Maintenance
Manager/Worker
Farming/Fishing/Forestry Worker
Financial Professional, Other
Food Preparation/Service Worker
Healthcare Administrator
Hotel/Amusements/Recreation Worker
Healthcare Professional, Other
Human Resources Benefits
Coordinator
Human Resources Professional, Other
IT Manager/Network Administrator
Livestock Producer
Machine Operator/Assembly/
Production Worker
Maintenance/Mechanic/Repair Worker
Marketing/Public Relations

Professional
Military
Never Employed
Nurse, Nurse Practitioner,
or Physician's Assistant
Personal Care/Services Worker
Pharmacist
Physician
Professor/Instructor, Higher Education
Protective Services (e.g., police, fire,
parole officer)
Purchasing Agent or Buyer
Real Estate Agent
Religious Professional
Sales Representative, Financial
or Insurance
Sales Representative, Other
Sales Representative, Retail or
Personal Services
Scientist, Biological/Physical/Social
Science/Medical Lab Technician
Stockbroker
Teacher/Instructor, K-12
Tradesperson (e.g., plumber,
seamstress)
Traffic, Shipping, or Receiving
Clerk/Worker
Transportation/Equipment
Operator/Worker
Travel Agent
Veterinarian

Job Title

Chairman/CEO/Executive Director
President/COO
Managing Director/General Manager
CFO/Controller/Assistant Controller
Chief Information Officer/Chief
Technical Officer/Chief Legal Officer
General Counsel
Vice President
Director/Assistant Director
Administrator/Office Manager
Upper/Senior Manager
Middle Management

AHEAD OF WHAT'S NEXT.

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