

HPOL Panel Variables



Panel Demographics

Affluent (investable assets)
 Aging and longevity
 Broadband capabilities
 Browser
 Chronic illness
 Computer brand
 Concept testing
 Country
 Company credit card decision maker
 Date of birth year per child
 DOB (HPOL member date of birth)
 Economic standing
 Education
 Email
 Employment status
 Gender
 Health insurance source
 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
 Number of phone lines
 Office equipment decision makers
 People with disabilities
 Physician
 Political party
 Political philosophy
 Primary language
 Primary work location
 Profession
 Qualitative research participant
 Race
 Registered to vote
 Religion
 Respondent ID
 Sexual orientation
 Shipping decision makers
 State
 Technology decision makers
 Telecommunications decision makers
 Total number of employees
 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
 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

*Note: This information is not part of every panel member's profile.
 The information found within this document is current as of August, 2005.*



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