findoutnow

Panel Book | 2021

All you need to know about our community

MRS Evidence Matters™
Company Partner

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The UK's most responsive sample service

Our panelists are more highly profiled, more engaged and more authentic than any other panel. We hold hundreds of data points on our community members and generate over **100,000 responses daily** so we can deliver same-day nationally representative sampling, on time and on budget.

100K
Responses per day

2.5M
UK Community members
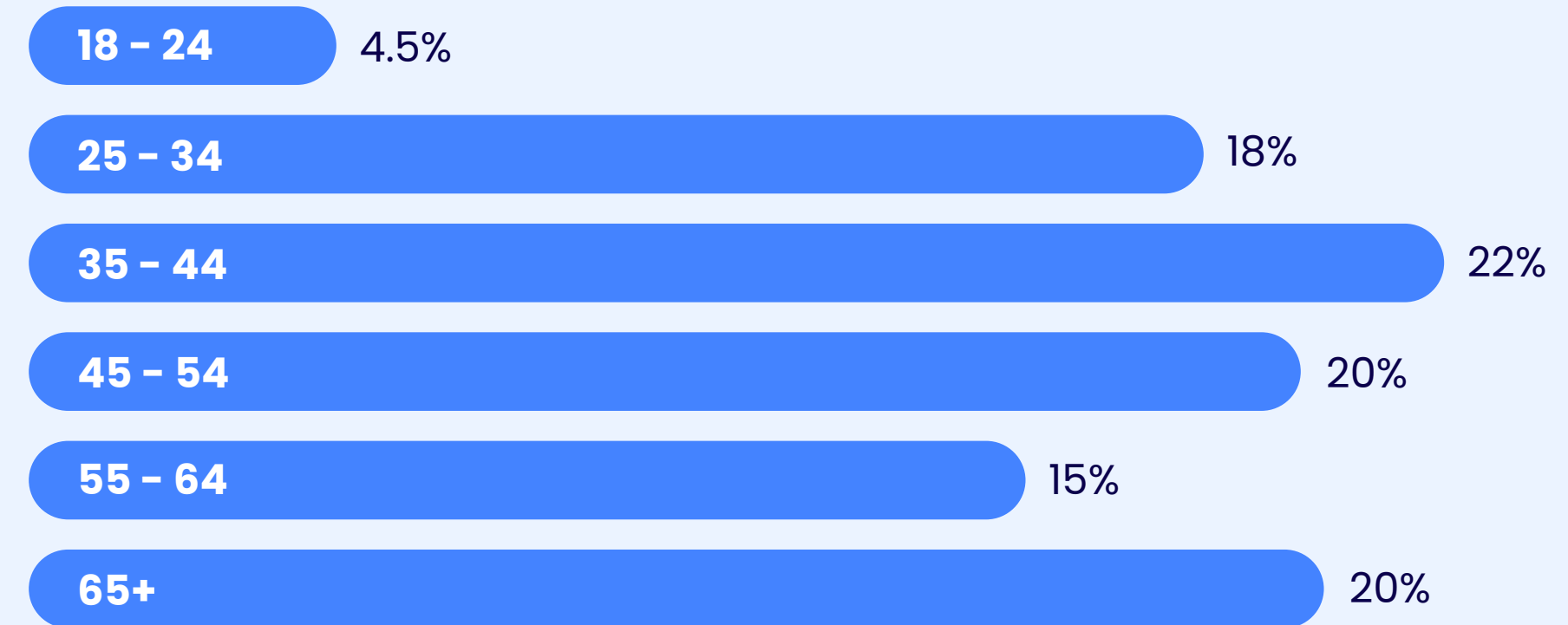
56M
Data points

338
Data points per respondent

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About our community

Age & Gender

36%
Are millennials

Age Range

Age	Percentage
18 – 24	4.5%
25 – 34	18%
35 – 44	22%
45 – 54	20%
55 – 64	15%
65+	20%

Gender

- Female 66%
- Male 32%
- Identify as neither 2%

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Money & Family

Socio-economic groups

- A — 11%
- B — 33%
- C1 — 23%
- C2 — 18%
- D — 10%
- E — 5%

Children under 18

- 1 — 12%
- 2 — 11%
- 3 — 3%
- 4+ — 2%

Relationship status

Single
19%

In a relationship
7%

Living with a partner
19%

Married
43%

Civil Partnership
1%

Separated
2.5%

Divorced
6%

Widowed
2.5%

28%
Have children under 18

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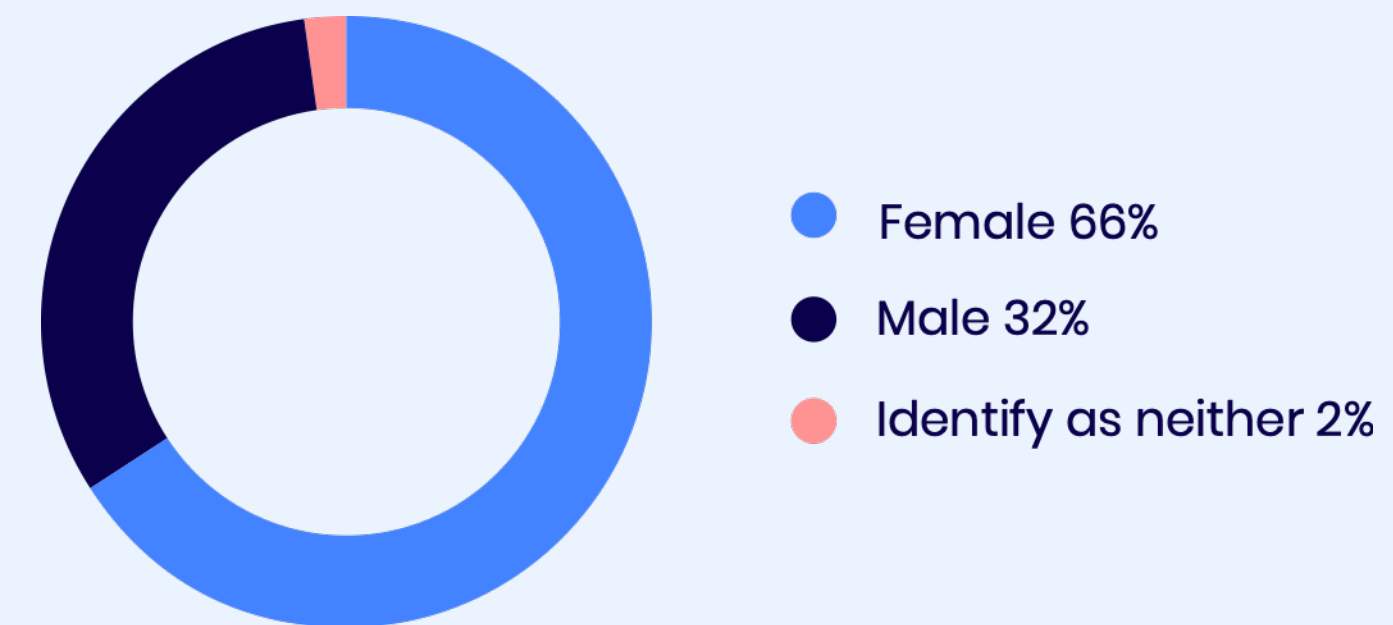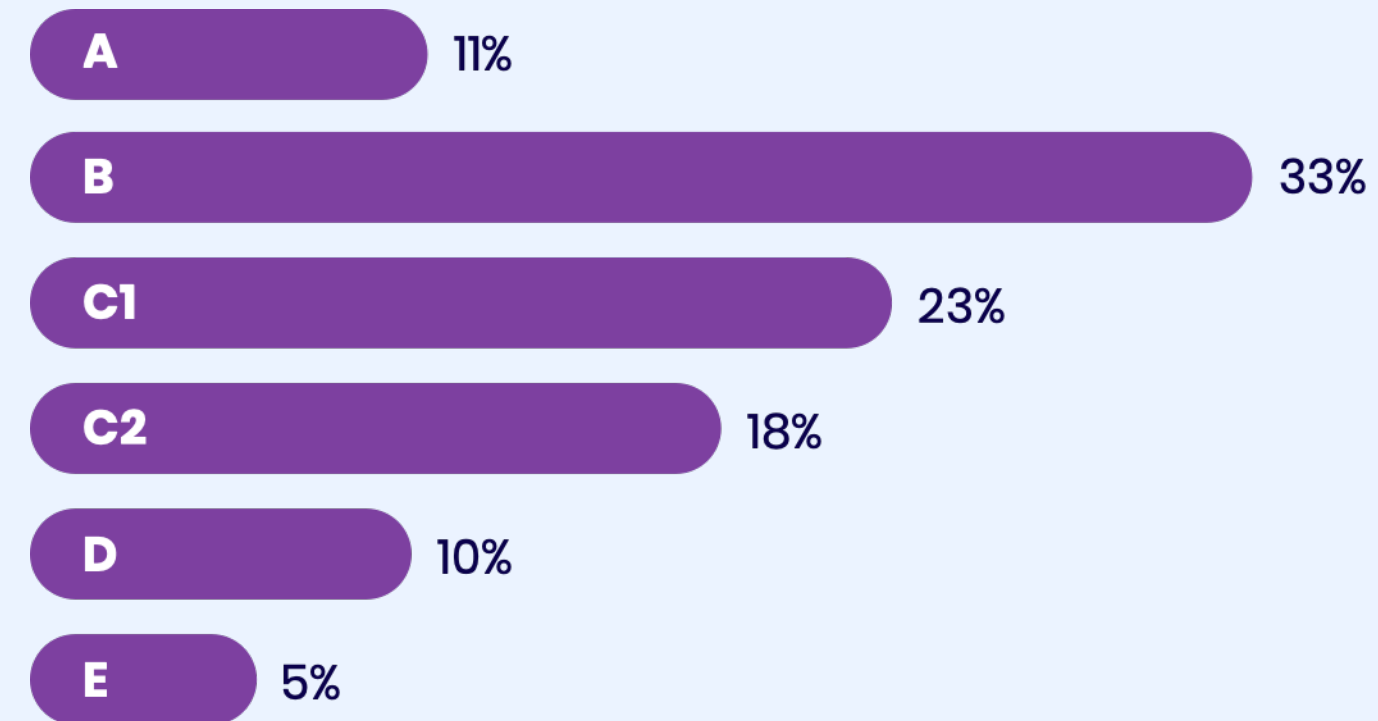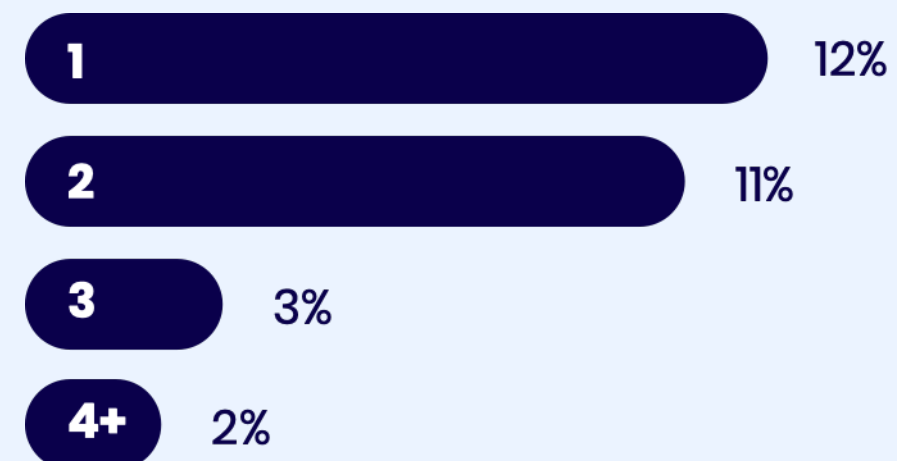
Regional & Residential
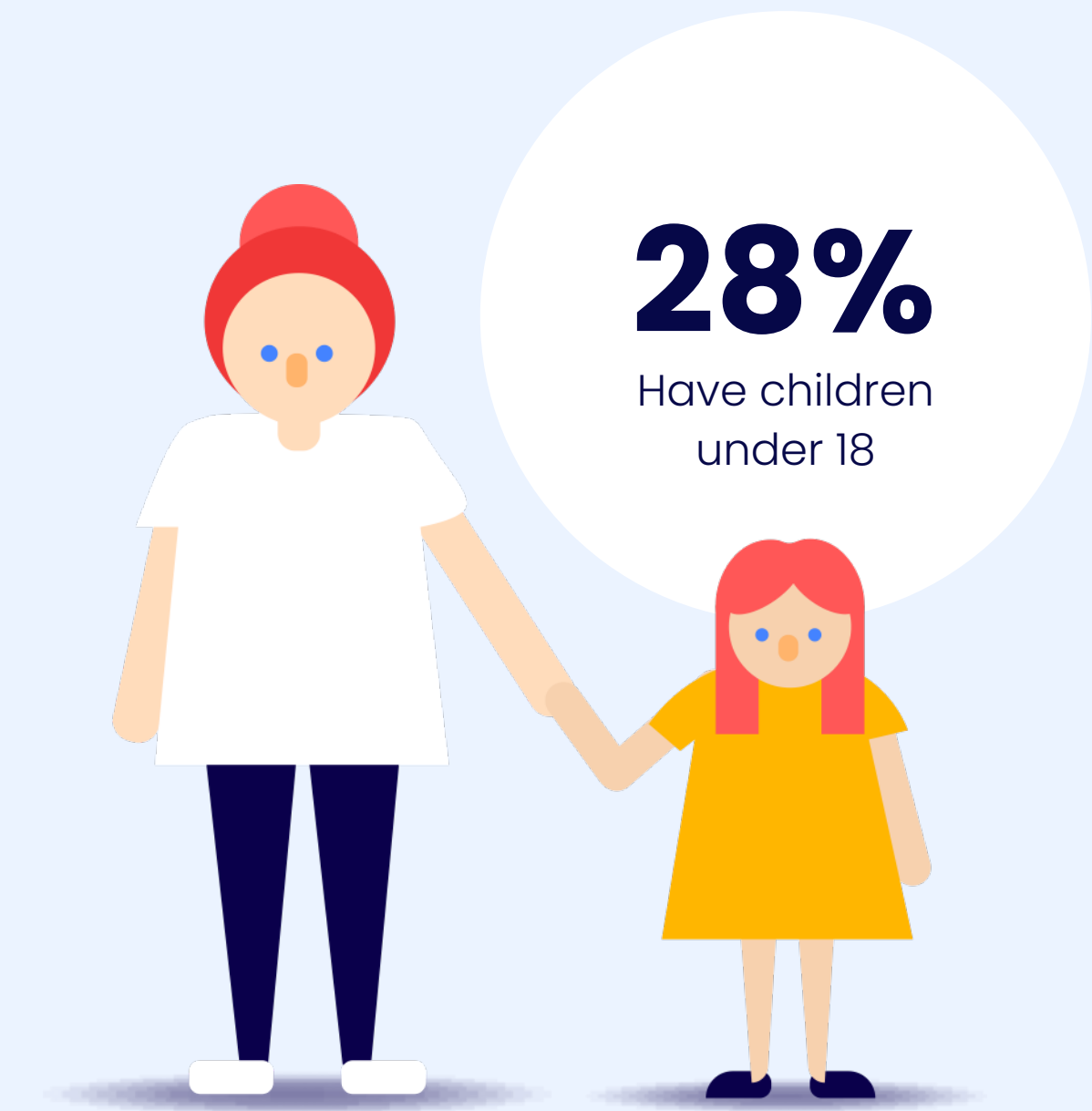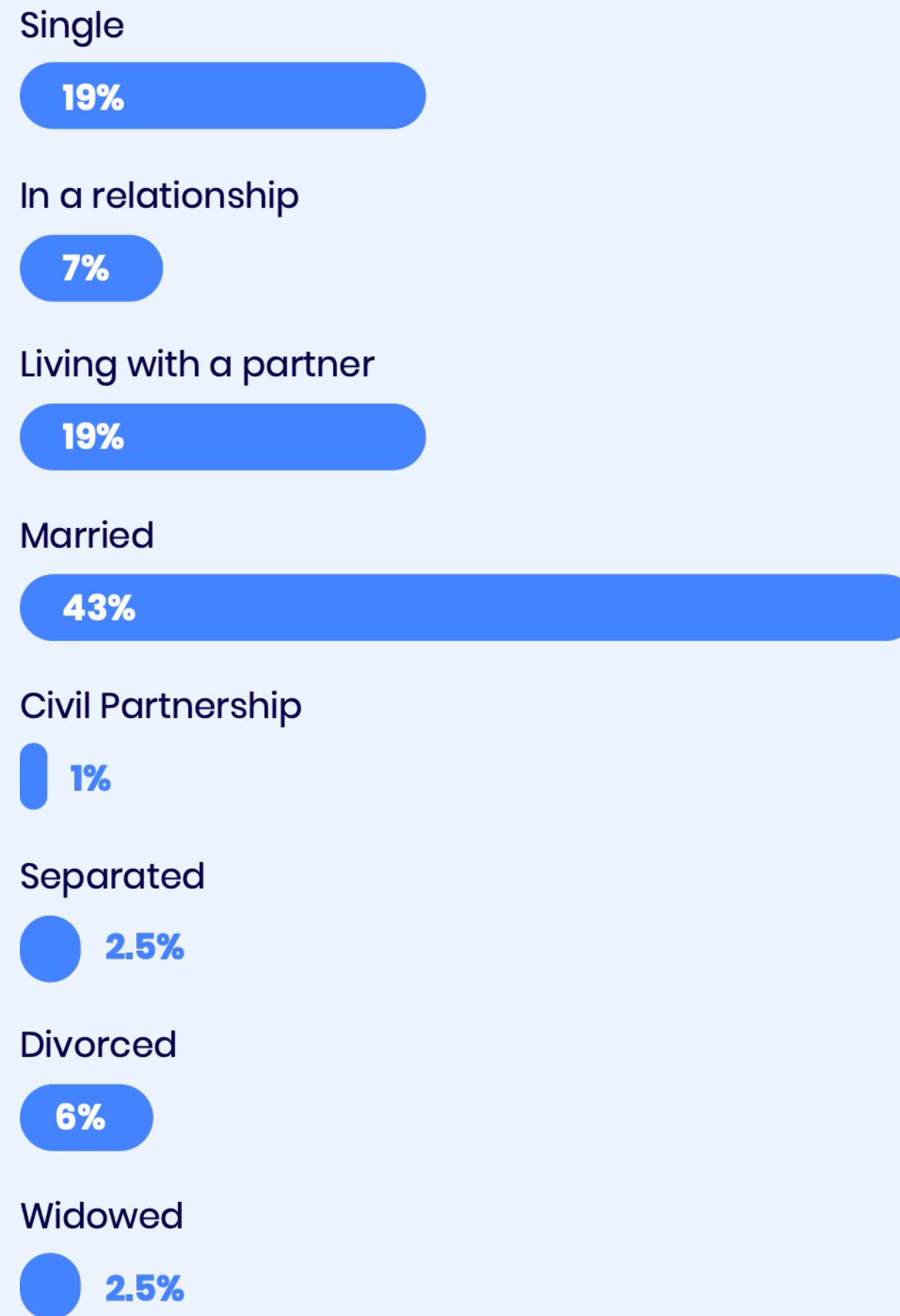
Regional representation

National figures
Census 2011

- ● England 84.3%
- ● N.Ireland 2.8%
- ● Wales 4.7%
- ● Scotland 8.2%

7.5%

2.5%

85%

5%

10%
of London residents live with parents or family

Residential status

Home owner with mortgage	35%
Home owner, no mortgage	21%
Living with parents/family	7%
Privately rented	19%
Council/local authority rental	14%
Other	4%

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Snapshot

25%
Dog Owners

40%
iPhone users

28%
Graduated University

8%
Healthcare workers

13%
Retired

10%
Daily Mail readers
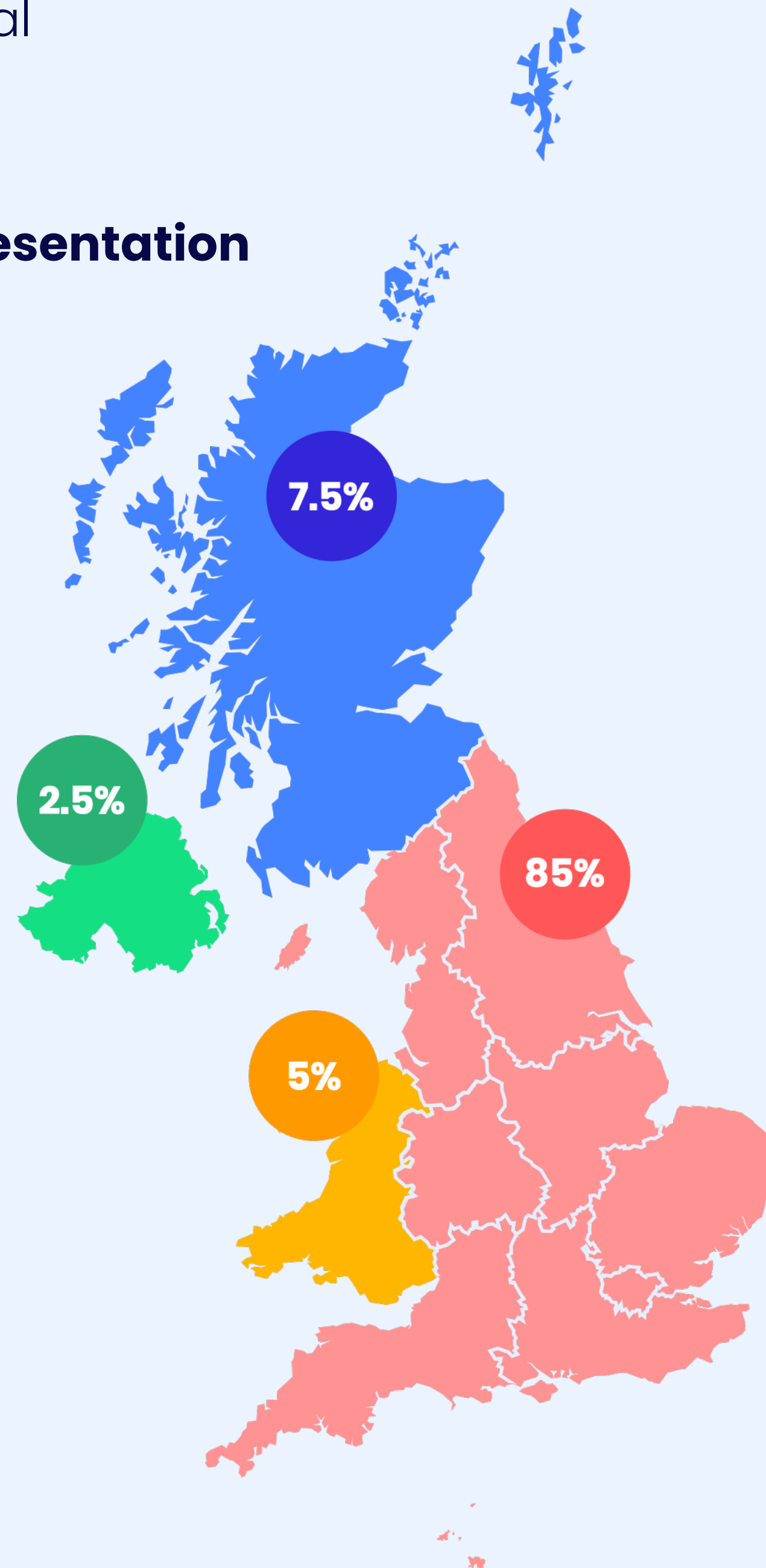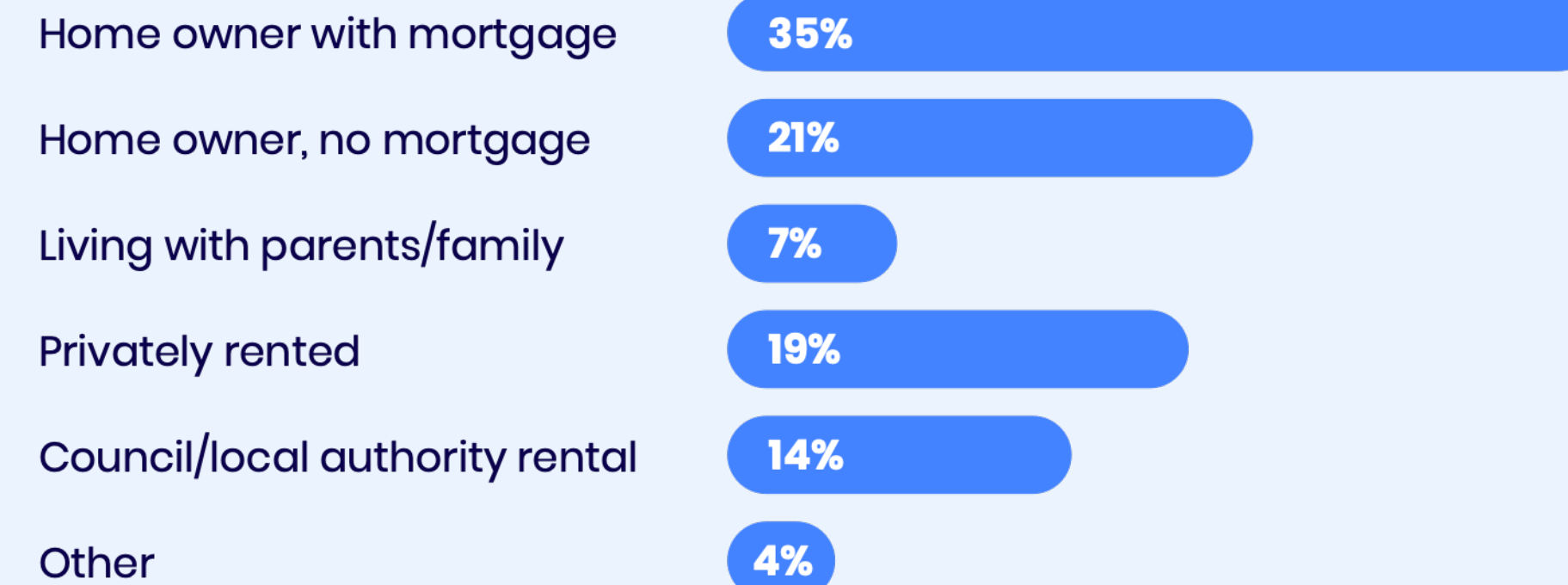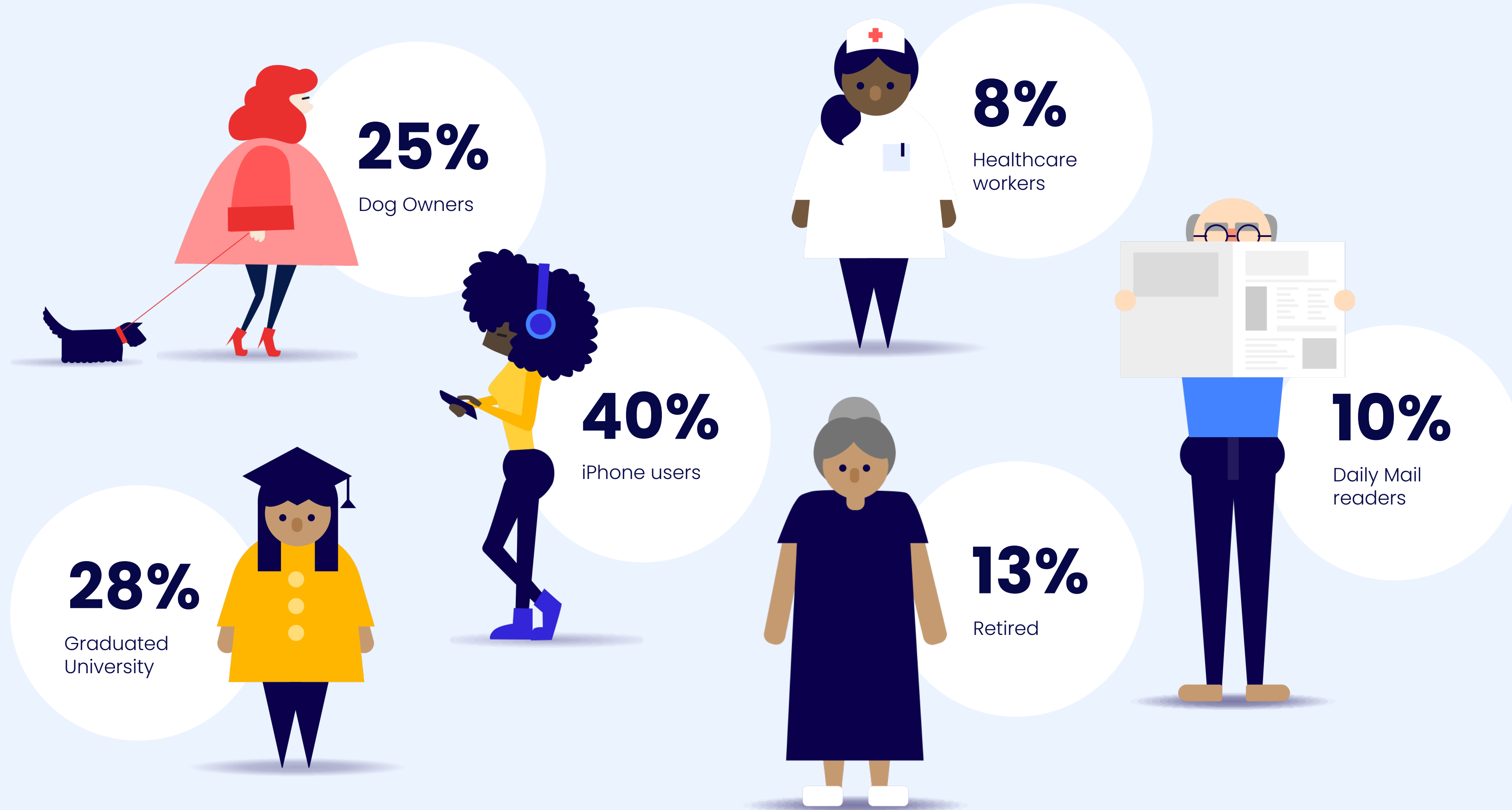
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Why we're different

More authentic, more engaged, more efficient

By removing the need to recruit and pay respondents, Find Out Now delivers a unique, reliable and more deeply profiled sample, much quicker.

• Watch 1,000 responses roll in - in as little as 4 minutes!.

• Find very specific respondents you assumed were too niche to find, and know they'll be back to answer again.

• We hold highly detailed profile information, each respondent having answered an average of 338 questions.

• The data can be augmented to your survey, so there's no need to ask again.

Traditional market research panels are slow, expensive and unreliable.
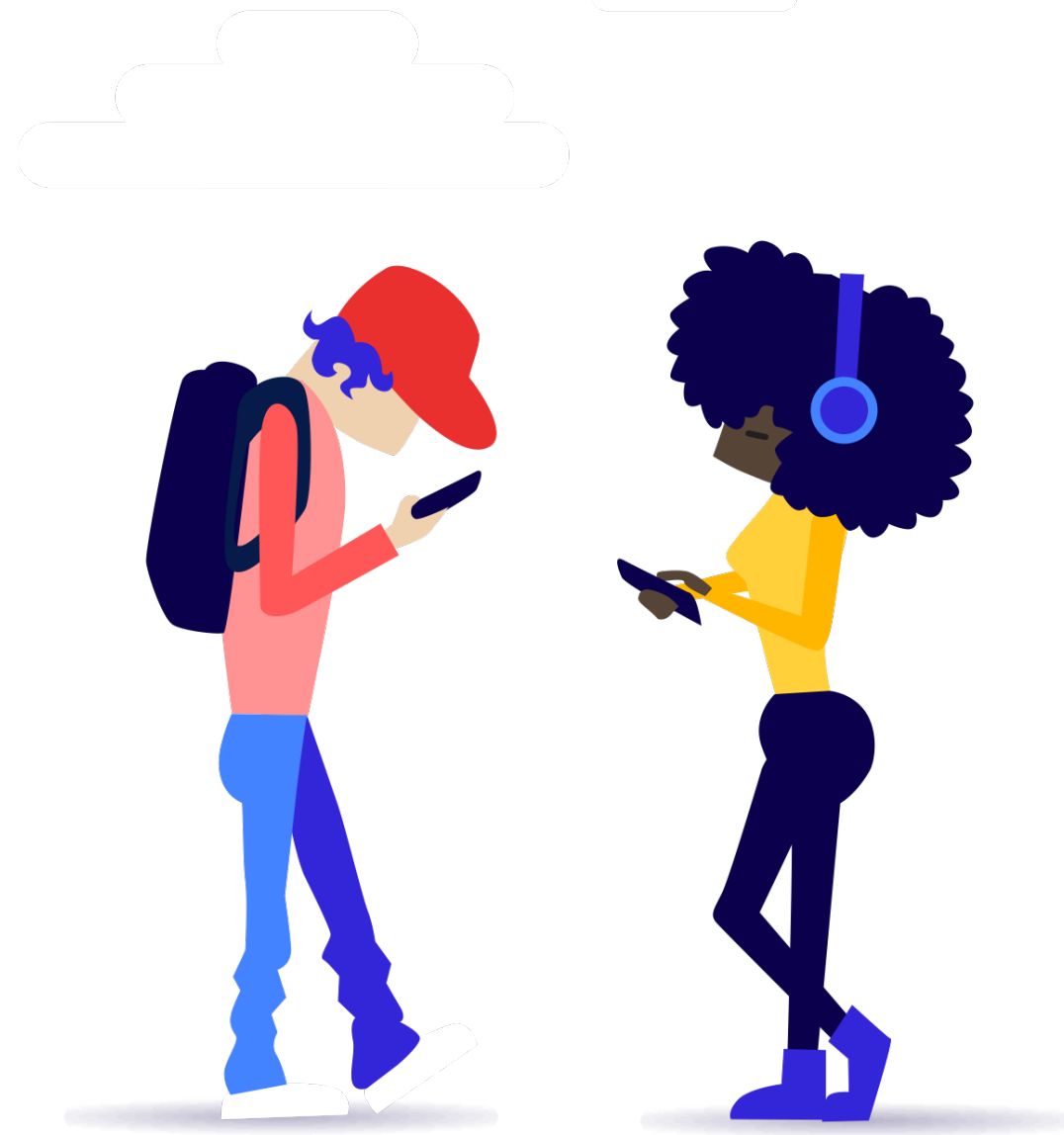
Typically, responses are collected by contacting a mostly inactive mailing list and waiting to see what comes back. It takes days and the panel needs to constantly be topped up at great expense.

We harness one of the UK's largest daily communities on Pickmypostcode.com, an acclaimed free daily draw website that has attracted over 2.5 million members by word of mouth.

Our always-on stream of engaged respondents naturally react to short 1-3 question micro-surveys voluntarily. They come back every day to see if they've won a prize because it's so easy. They answer questions for free because we make it's so simple.

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Faster, smarter, cleaner

We avoid career responders by design
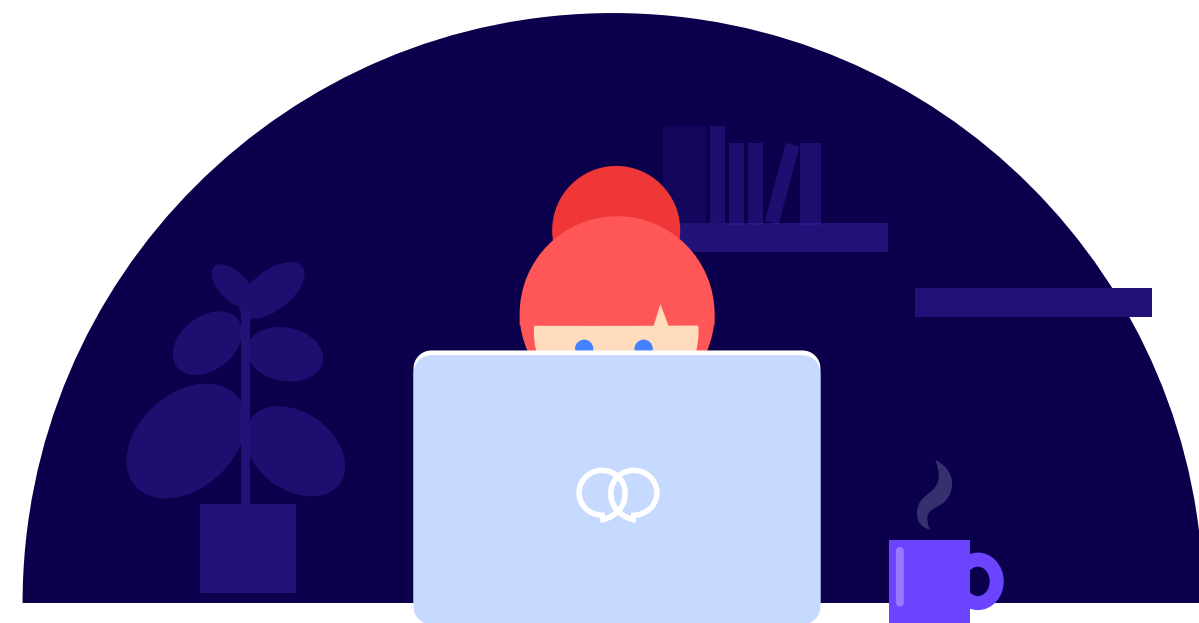
Quicker

Respondents are already there. Set your question live or target your sample in minutes and see responses in seconds.

Cheaper

Our respondents answer questions for free, so we are already more cost effective than any other panel, and we can flex to budgets. Get an indicative 'gen pop' poll for as little as £10 and a robust 'nat rep' poll for as little as £500. Sample for surveys hosted elsewhere starts at £1 CPI.

Authentic responses

Paid panels attract a narrow and unrepresentative segment of the population who spend hours answering surveys for extra income. Those who join, often join many. A recent study found 34%

of responses came from 1%*. We avoid career responders by design.

More flexible

Around 100,000 members respond every day, and they have a long trail of rich profiling data that we can use to target as specifically as the brief requires. If we don't know it already, we can ask today, and target tomorrow. When you're done, use this data to segment results to see how different types of people answer your questions.

More reliable

90% of today's responders will respond again within a month so we can follow on, repeat and conduct longitudinal studies like no other panel. A 10% monthly attrition rate is unheard of in market research industry.

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How it works

How it works

DAILY ENGAGEMENTS

PICK MY POST CODE

pickmypostcode.com

260K
Daily visitors

Pick My Postcode is the UK's biggest free daily giveaway site

Offers

Videos

Comments

Surveys
Responses are 100% voluntary

Up to **10K** an hour

DATABASE
>1000
Profile fields

Incl.
Postcode, DOB, Gender, Age-range, income, employment status etc

RESPONSES

ASK YOUR QUESTIONS

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Machine Learning

- Precision sample
- Pin-point recruitment
- Same-day targeted / Nat-rep polling
- Sentiment tracking
- NLP (Natural language processing) for free-text responses

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Validity by design, verified by machine learning
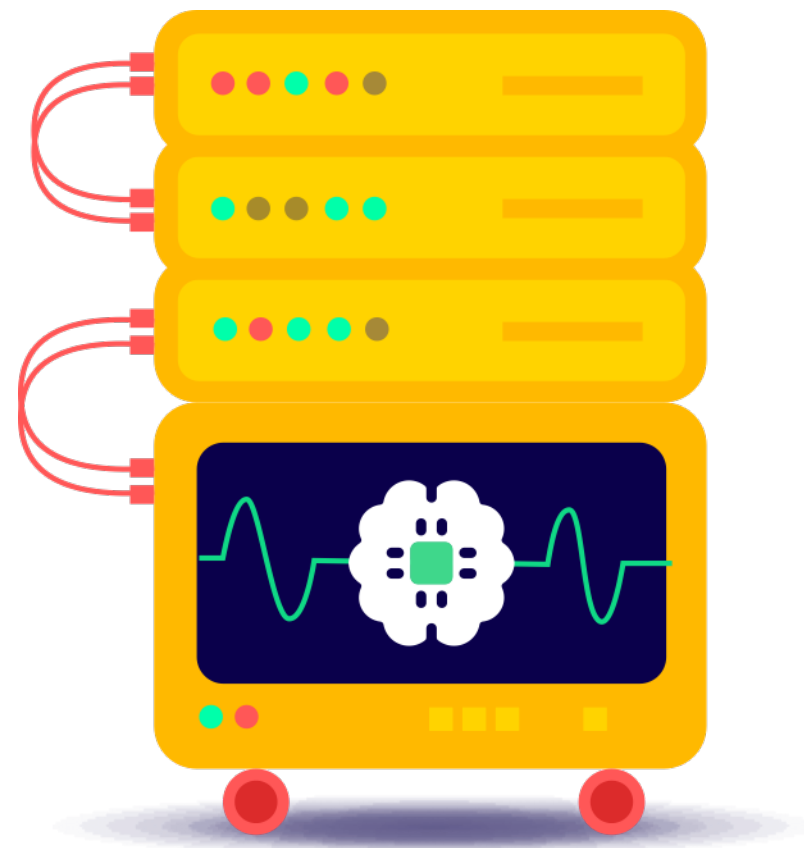
We're different, so our methodologies are too. Responses arrive in a constant stream from a rolling panel of ~100,000 daily respondents, so we can target in real time, whether filling up demographic quotas or finding needles in haystacks.

Machine learning, not weighting

Weighting data to balance out quotas causes distortions that are best avoided. We balance demographics by over-collecting the sample while our proprietary machine learning system selects the optimally representative sub-sample, within 1% of ONS quotas for age, gender, region, social-economic group and past voting.

Bad responders are quickly detected and their data removed from the results.
We can work to other quotas on request.

Our system allows us to achieve larger and more statistically significant sample sizes within a few hours, not days.

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100,000 voluntary responses every day

Panelists join Pickmypostcode.com for the free and fun daily draw, not to earn a secondary income answering surveys.

Skipping questions is easier than answering, and comes at no cost, so there is no reason to give unreliable responses. "Prefer not to say" is always an option, so there's no pressure to over-share. ~100,000 responses are given voluntarily every day.

Quality is crucial. We're continuously finding ways to check the reliability of responses and a scoring system is currently in development. In addition, our system learns who can and can't be trusted through machine learning and API integrations with survey exchanges like Cint and Lucid.

Forensic sampling = less risk

We offer the UK's most responsive sample service.

Target your respondents using an average of 338 data points and start receiving your responses in minutes.

Our respondents are rewarded in bonus points, and not direct payments and we limit their participation in long-form surveys to no more than five per day.

Most of our respondents are not on other panels so there's virtually no duplication.

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Getting stuck into the numbers

Panel index

Personal

Gender	Incidence	Hosted NOC*	Sample NOC*
Male	31%	31,000	3,100
Female	66.44%	66,440	6,644
Identify as neither	2.56%	2,560	256

Age Range	Incidence	Hosted NOC*	Sample NOC*
18-24	4.5%	4,500	450
25-34	18.2%	18,200	1,820
35-44	22%	22,000	2,200
45-54	19.8%	19,800	1,980
55-64	15.4%	15,400	1,540
65+	20.1%	20,100	2,010

Socio Economic Grade	Incidence	Hosted NOC*	Sample NOC*
A	7.15%	8,430	843
B	21.98%	25,200	2,520
C1	15.46%	4,3910	4,391
C2	12.46%	16,320	1,632
D	6.89%	3,260	326
E	3.52%	2,880	288

Ethnic Group	Incidence	Hosted NOC*	Sample NOC*
Asian or Asian British	1.37%	1,370	137
Black or Black British	1.29%	1,290	129
Chinese	0.81%	810	81
Mixed	1.98%	1,980	198
Other ethnic group	4.57%	4,570	457
White	90.59%	90,590	9,059

Religion	Incidence	Hosted NOC*	Sample NOC*
Buddhist	0.72%	720	72
Christian	45.48%	45,480	4,548
Hindu	0.47%	470	47
Jewish	0.45%	450	45
Muslim	0.77%	770	77
No Religion	46.65%	46,650	4,665
Other	5.13%	5,130	513
Sikh	0.32%	320	32

* Estimate based on average of 100,000 daily hosted survey completions and conversion rate of 10% for external sample supply

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Panel index

Personal cont.

Relationship Status	Incidence	Hosted NOC*	Sample NOC*
Single	19.14%	19,140	1,914
Married	42.79%	42,790	4,279
Divorced	6.37%	6,370	637
Living with partner	19.13%	19,130	1,913
Widow	2.54%	2,540	254
Separated	2.6%	2,600	260
Civil Partnership	0.71%	710	71
In a relationship	6.71%	6,710	671

Employment Status	Incidence	Hosted NOC*	Sample NOC*
Employed for wages	48.07%	48,070	4,807
Retired	13.36%	13,360	1,336
Self employed	6.85%	6,850	685
Unable to work	4.67%	4,670	467
Homemaker	4.54%	4,540	454
Student	2.69%	2,690	269
Unemployed but looking for work	2.44%	2,440	244
Unemployed not looking for work	1.37%	1,370	137
Military	0.54%	540	54

Number of Children Under 18

1	12.5%	12,500	1,250
2	11.1%	11,100	1,110
3	3.3%	3,300	330
4+	2.3%	2,300	230

Level of Education

Lower Secondary	7.71%	7,710	771
Upper Secondary	22.52%	22,520	2,252
Vocational / Technical college	30.4%	30,400	3,040
University	27.66%	27,660	2,766
Post Graduate	11.72%	11,720	1,172

28%
Graduated University

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Panel index

Accommodation

Residential Status	Incidence	Hosted NOC*	Sample NOC*
Homeowner with mortgage	35.14%	35,140	3,514
Homeowner without mortgage	21.42%	21,420	2,142
Living with parents or family	6.62%	6,620	662
Privately rented	18.63%	18,630	1,863
Council/local authority rented	13.96%	13,960	1,396
Other	4.23%	4,230	423

Accommodation Type			
Bungalow	8.61%	8,610	861
Flat	13.94%	13,940	1,394
House	72.4%	72,400	7,240
Other	5.05%	5,050	505

Number of Bedrooms			
1	8.43%	8,430	843
2	25.2%	25,200	2,520
3	43.91%	4,3910	4,391
4	16.32%	16,320	1,632
5	3.26%	3,260	326
6+	2.88%	2,880	288

Business

Business Owners	Incidence	Hosted NOC*	Sample NOC*
SME Owner	1.5%	1,500	150
SME Micro Owner	0.48%	480	48
SME Small Owner	0.2%	200	20
SME Medium Owner	0.1%	100	10

| Business Role			
Chairman/chairwoman	0.21%	210	21
Chief executive	0.34%	340	34
Executive/clerical (non managerial)	9.89%	9,890	989
Junior manager/Supervisor	7.98%	7,980	798
Managing Director	0.72%	720	72
Middle manager	6.14%	6,140	614
Non executive director	0.23%	230	23
Other board level manager/director	0.44%	440	44
Other senior manager or director	1.81%	1,810	181
below board	4.7%	4,700	470
Owner/proprietor	0.77%	770	77
Partner	2.71%	2,710	271
Semi skilled manual worker	6.18%	6,180	618
Skilled manual worker	2.48%	2,480	248
Unskilled manual worker			

* Estimate based on average of 100,000 daily hosted survey completions and conversion rate of 10% for external sample supply

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Panel index

Business

Industry of Work	Incidence	Hosted NOC*	Sample NOC*
Accounting	3.68%	3,680	368
Administration	5.75%	5,750	575
Advertising	0.71%	710	71
Animal care	1.16%	1,160	116
Beauty	0.99%	990	99
Business	3.27%	3,270	327
Computing	3.09%	3,090	309
Construction	3.06%	3,060	306
Consulting	1.5%	1,500	150
Creative	2.1%	2,100	210
Delivery	1.06%	1,060	106
Design	1.46%	1,460	146
Education	9.55%	9,550	955
Emergency	1.59%	1,590	159
Engineering	4.34%	4,340	434
Environment	0.64%	640	64
Government	3.21%	3,210	321
Health social care	12.55%	12,550	1255
Healthcare	8.51%	8,510	851
Home services	0.72%	720	72
Hospitality	4.27%	4,270	427
Human resources	1.08%	1,080	108
Insurance	1.03%	1,030	103

Industry of Work cont.	Incidence	Hosted NOC*	Sample NOC*
Legal	1.42%	1,420	142
Managerial	0.95%	950	95
Manufacturing	3.84%	3,840	384
Market research	0.26%	260	26
Media	1.21%	1,210	121
None	44.62%	44,620	4,462
Other	10.66%	10,660	1,066
Politics	0.36%	360	36
Public affairs	1.43%	14,30	143
Retail	8.11%	8110	811
Science	0.92%	920	92
Social care	2.03%	2,030	203
Sports	0.76%	760	76
Tourism	1.05%	1,050	105
Travel	2.31%	2,310	231
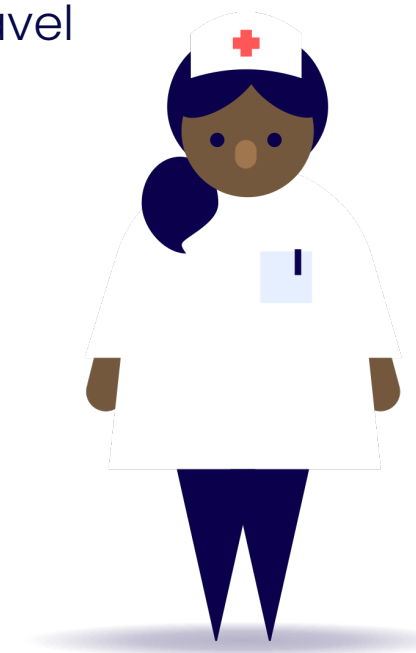
8.5%
Healthcare workers

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Panel index

Consumer

Supermarket Preference	Incidence	Hosted NOC*	Sample NOC*
Tesco	22.5%	22,500	2,250
Aldi	20%	20,000	2,000
Asda	14.5%	14,500	1,450
Sainsburys	10%	10,000	1,000
Morrisons	10%	10,000	1,000
Lidl	8%	8,000	800
Waitrose	2.3%	2,300	230
Iceland	2%	2,000	200
Co-op	1.63%	1,630	163
Local shop (Spar, etc.)	1.17%	1,170	117
Ocado	1.14%	1,140	114
Marks & Spencer	0.98%	980	98
Other	0.66%	660	66
Budgens	0.14%	140	14

Car Brand	Incidence	Hosted NOC*	Sample NOC*
Audi	5.01%	5,010	501
BMW	4.59%	4,590	459
Citroen	4.26%	4,260	426
Fiat	2.57%	2,570	257
Ford	14.49%	1,449	144

Car Brand cont.	Incidence	Hosted NOC*	Sample NOC*
Honda	3.27%	3,270	327
Hyundai	3.42%	3,420	342
Jaguar	1.26%	1,260	126
Jeep	0.48%	480	48
Kia	3.29%	3,290	329
Land Rover	1.94%	1,940	194
Mercedes	3.31%	3,310	331
MINI	2%	2,000	200
Mitsubishi	1.09%	1,090	109
Nissan	5.09%	5,090	509
None	21.01%	21,010	2,101
Other	2.74%	2,740	274
Peugeot	5.26%	5,260	526
Renault	4.26%	4,260	426
Seat	2.18%	2,180	218
Skoda	2.61%	2,610	261
Suzuki	1.61%	1,610	161
Toyota	4.35%	4,350	435
Vauxhall	10.57%	10,570	1,057
Volkswagen	7.16%	7,160	716
Volvo	1.72%	1,720	172

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* Estimate based on average of 100,000 daily hosted survey completions and conversion rate of 10% for external sample supply

Panel index

Consumer

Home Broadband Suppliers			
BT	18.63%	18,630	1,863
Direct Save	0.1%	100	10
EE	4.73%	4,730	473
Gigaclear	0.11%	110	11
Hyperoptic	0.29%	290	29
I don't have broadband	2.99%	2,990	299
italk	0.1%	100	10
John Lewis	0.35%	350	35
Now	1.51%	1,510	151
Other	5.17%	5,170	517
Plusnet	5.66%	5,660	566
Post Office	1.07%	1,070	107
Shell Energy	7.73%	7,730	773
Sky	1.94%	1,940	194
SSE	2.92%	2,920	292
Talktalk	7.13%	7130	713
Virgin Media	6.95%	6,950	695
Vodafone	13.51%	13,510	1,351
Zen	0.32%	320	32

Personal Smartphone	Incidence	Hosted NOC*	Sample NOC*
Alcatel	0.69%	690	69
Apple	40.9%	40,900	4,090
Blackberry	0.32%	320	32
HTC	0.68%	680	68
Huawei	9.04%	9,040	904
LG	1.01%	1010	101
Motorola	3.23%	3,230	323
Nokia	1.8%	1800	180
None	2.86%	2,860	286
Other	5.91%	5,910	591
Panasonic	0.16%	160	16
Phillips	0.12%	120	12
Samsung	29.52%	29,520	2,952
Sanyo	0.15%	150	15
Sharp	0.13%	130	13
Sony	3.31%	3,310	331
Toshiba	0.15%	150	15

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Panel index

Consumer

Mobile Network	Incidence	Hosted NOC*	Sample NOC*
3	10.17%	10170	1017
BT	3.69%	3690	369
EE	22.02%	22020	2202
Giff	5.51%	5510	551
O2	18.44%	18440	1844
Other	7.73%	7,730	773
Plus	1.94%	1,940	194
Sky	2.92%	2,920	292
Teco	7.13%	7,130	713
Virgin	6.95%	6,950	695
Vodafone	13.51%	13,510	1,351

Home TV Service Provider	Incidence	Hosted NOC*	Sample NOC*
BT	6.36%	16,360	636
EE	1.22%	1,220	122
None	12.28%	12,280	1,228
Other	8.67%	8,670	867
Sky	33.49%	33,490	3,349
Talktalk	4.09%	4,090	409
Terrestrial	16.36%	16,360	1,636
Virgin	17.54%	17,540	1,754

Bank	Incidence	Hosted NOC*	Sample NOC*
Barclays	14.33%	14,330	1,433
Citibank	0.29%	290	29
Clydesdale	1.03%	1,030	103
Co-op	3.45%	3,450	345
Danske	0.65%	650	65
Decline	0.66%	660	66
First Direct	5.93%	5,930	593
Halifax	15.98%	15,980	1,598
HSBC	10.71%	10,710	1,071
Ireland	0.5%	500	50
Lloyds	14.78%	14,780	1,478
M&S	1.72%	1,720	172
Metro	0.81%	810	81
Monzo	2.72%	2,720	272
Nationwide	14.52%	12,520	1,452
Natwest	14.6%	14,600	1,460
Other	6.62%	6,620	662
RBS	3.6%	3,600	360
Santander	15.61%	15,610	1561
Scotland	2.73%	2,730	273
Tesco	3.58%	3,580	358

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Panel index

Consumer

Bank cont.	Incidence	Hosted NOC*	Sample NOC*
TSB	6.35%	6,350	635
Ulster	0.61%	610	61
Virgin	1.92%	1,920	192
Yorkshire	2.01%	2,010	201

Gas Suppliers	Incidence	Hosted NOC*	Sample NOC*
British Gas	17.52%	17,520	1,752
E.ON	7.49%	7,490	749
EDF	9.3%	9,300	930
None	46.66%	46,660	4,666
Npower	5.15%	5,150	515
Scottish Power	6.95%	6,950	695
SSE	6.93%	6,930	693

Electricity Suppliers			
British Gas	16.34%	4,850	485
E.ON	8.97%	7,890	789
EDF	11.32%	18,220	1,822
None	40.13%	6,420	642
Npower	6.22%	15,430	1,543
Scottish Power	8.21%	5,920	592
SSE	8.81%	11,950	1,195

Lifestyle

Interests	Incidence	Hosted NOC*	Sample NOC*
Art	6.42%	6,420	642
Automotive	15.01%	15,010	1,501
Business	8.7%	8,700	870
Careers	6.98%	6,980	698
Education	12.23%	12,230	1,223
Events	26.1%	26,100	2,610
Food	42.44%	42,440	4,244
Games	11.43%	11,430	1,143
Health	24.88%	24,880	2,488
Home	34.29%	34,290	3,429
Literature	30.29%	30,290	3,029
Medicine	13.22%	13,220	1,322
Money	14.5%	14,500	1450
Movies	38.2%	38,200	3,820
Music	33.3%	33,300	3,330
News	26.84%	26,840	2,684
None	17.69%	17,690	1,769
None	17.23%	17,230	1,723
Pets	32.28%	32,280	3,228
Pop	12.67%	12,670	1,267
Property	16.5%	16,500	1,650
Relationships	26.17%	26,170	2,617

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* Estimate based on average of 100,000 daily hosted survey completions and conversion rate of 10% for external sample supply

Panel index

Lifestyle cont.

Interests cont.	Incidence	Hosted NOC*	Sample NOC*
Religion	6.17%	6,170	617
Science	20.93%	20,930	2,093
Shopping	27.73%	27,730	2,773
Sports	19.95%	19,950	1,995
Style	18.42%	18,420	1,842
Technology	21.49%	21,490	2,149
Television	33.73%	33,730	3,373
Travel	36.09%	36,090	3,609

Pet Owners	Incidence	Hosted NOC*	Sample NOC*
Birds	2.35%	2,350	235
Cats	20.07%	20,070	2,007
Dogs	24.35%	24,350	2,435
Fish	8.52%	8,520	852
No Pets	34.73%	34,730	3,473
Other Pets	2.57%	2,570	257
Rabbits	2.64%	2,640	264
Reptiles	2.39%	2,390	239
Rodents	2.38%	2,380	238

Annual Travel Abroad (per year)	Incidence	Hosted NOC*	Sample NOC*
none	37.89%	37,890	3,789
1	29.51%	29,510	2,951
2	17.84%	17,840	1,784
3	7.49%	7,490	749
4	3.37%	3,370	337
5	1.31%	1,310	131
6+	2.59%	2,590	259

Daily TV time (hours)	Incidence	Hosted NOC*	Sample NOC*
none	6.24%	6,240	624
0 to 1	8.93%	8,930	893
1 to 2	26.6%	26,600	2,660
2 to 3	23.46%	23,460	2,346
3 to 4	17.86%	17,860	1,786
4 to 5	8.71%	8,710	871
5+	8.2%	8,200	820

24%
Dog owners

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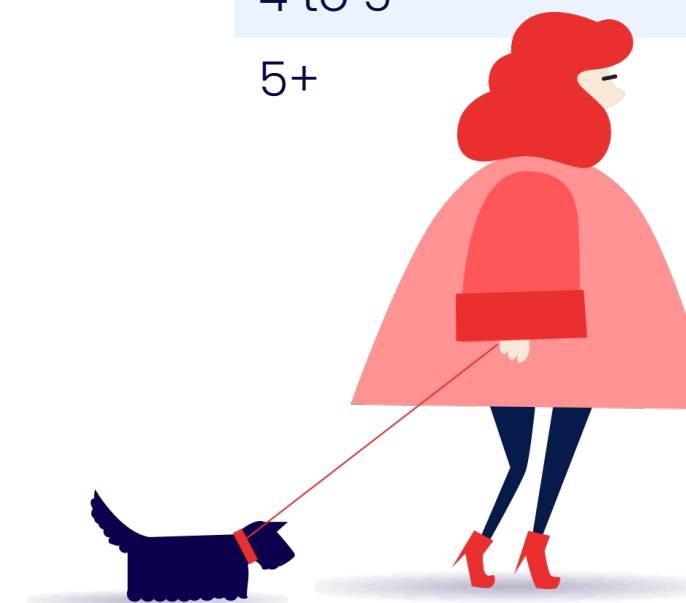
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Media usage

Daily Newspapers	Incidence	Hosted NOC*	Sample NOC*
Daily Mail	9.9%	9,900	990
Daily Mirror	3.6%	3,600	360
Daily Star	1.4%	1,400	140
Express	1.4%	1,400	140
Financial Times	1%	1,000	100
Guardian	6%	6,000	600
i	2.1%	2,100	210
Metro	5.3%	5,300	530
None	64.6%	64,600	6,460
Other	4.4%	4,400	440
The Daily Telegraph	2.4%	2,400	240
The Sun	9.2%	9,200	920
The Times	2.8%	2,800	280

News source	Incidence	Hosted NOC*	Sample NOC*
Facebook	23.92%	23,920	2,392
Magazines	2.17%	2,170	217
Newspapers	18.65%	18,650	18,65
Other	6.41%	6,410	641
Directly-from-people	10.07%	10,070	1,007
Radio	28.11%	2,8110	2,811
Television	53.01%	53,010	5,301
Twitter	7.52%	7,520	752
News websites	41.66%	41,660	4,166

Preferred Sport Channel	Incidence	Hosted NOC*	Sample NOC*
Don't watch sport	33.83%	33,830	3,383
BBC	17.9%	17,900	1,790
ITV	15.52%	15,520	1,552
Sky Sports	11.1%	11,100	1,110
BT Sport	7.58%	7,580	758
Other	3.74%	3,740	374
Now tv	2.31%	2,310	231
Amazon Prime	1.84%	1,840	184
Bein Sport	0.88%	880	88

10%
Daily Mail readers

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General Election 2019 Vote	Incidence	Hosted NOC*	Sample NOC*
Brexit Party	2.28%	2,280	228
Change UK	0.23%	230	23
Conservative Party	33.98%	33,980	3,398
Democratic Unionist Party	0.5%	500	50
Green Party	3.35%	3,350	335
Could not vote	3.67%	3,670	367
Did not vote	14.89%	14,890	1,489
Labour Party	26.8%	26,800	2,680
Liberal Democrats	7.27%	7,270	727
Other	2.14%	2,140	214
Plaid Cymru	0.6%	600	60
Scottish National Party	3.95%	3,950	395
Sinn Féin	0.36%	360	36

Brexit Referendum vote			
Cant remember	6.34%	6,340	634
Did not vote	14.7%	14,700	1,470
Leave	39.2%	39,200	3,920
Remain	39.76%	39,760	3,976

Brexit referendum vote again	Incidence	Hosted NOC*	Sample NOC*
Change to leave	2.31%	2310	2,310
Change to remain	5.91%	5,910	5,910
Leave again	38.4%	38,400	38,400
None	11.96%	11,960	119,60
Remain again	41.42%	41,420	41,420
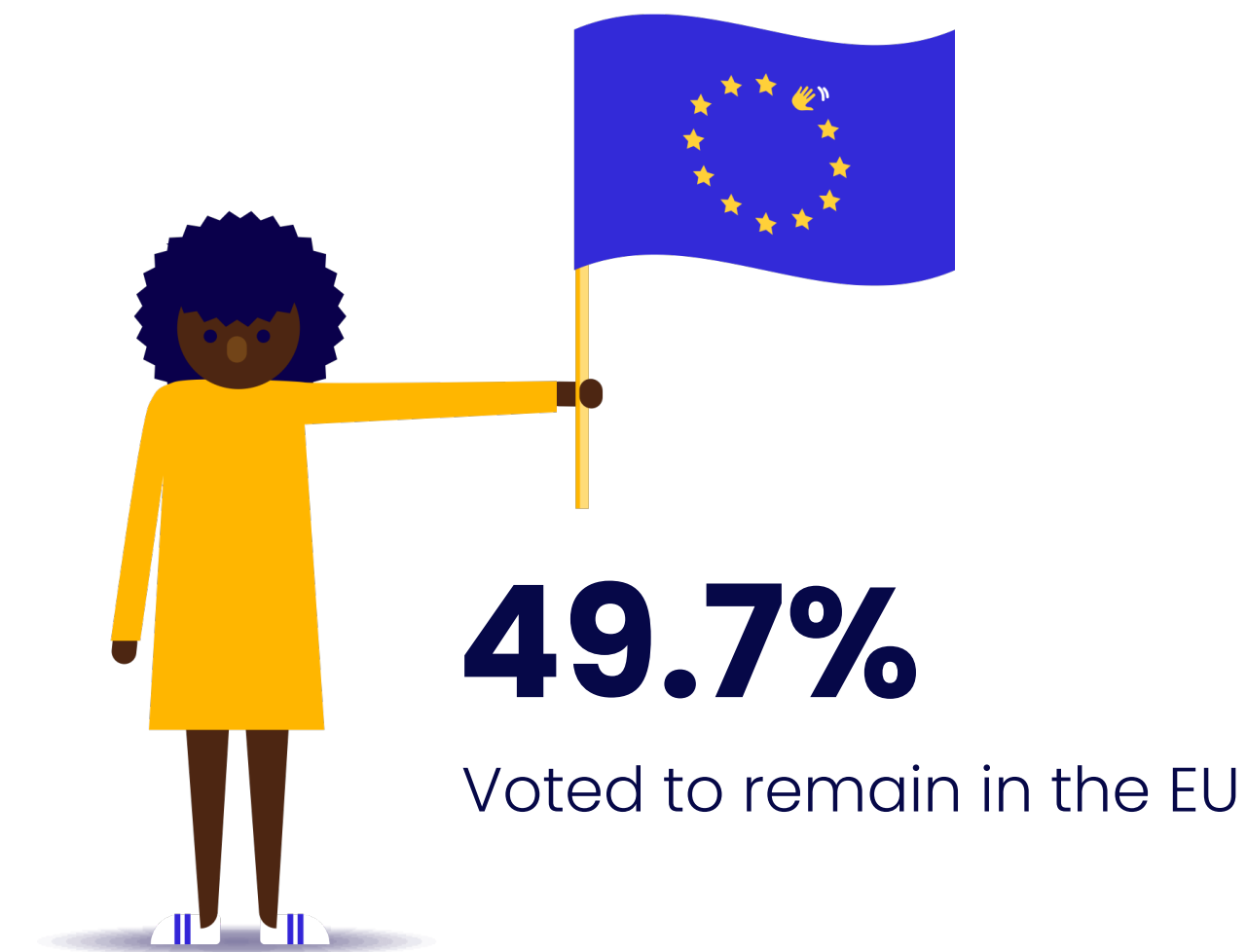
49.7%

Voted to remain in the EU

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* Estimate based on average of 100,000 daily hosted survey completions and conversion rate of 10% for external sample supply

Some frequently asked questions...

FAQs

Can I ask more than one question at a time?

For the quickest outcome, you can ask 1-3 questions at a time using our survey platform. If you want to ask more you can either ask 1-3 more the next day, and so on, or use our sampling service to send target respondents to externally hosted surveys. We've already asked the repetitive demographic questions so we can include this data without having to ask again.

How do I know they're not just giving any answer?

Our system is fraud-free by design. Panelists are never forced to answer a question. "No thanks, not today" is always one simple click away. Because our panelists aren't being paid per question answered, there is no reason to give a false answer. Even so, we repeat questions and cross-reference answers to identify and remove rogue responders.

Surely they'll stop answering questions eventually?

Of course, some panelists drop out, roughly 10% per month, but the rate of organic panelist recruitment outpaces this, so the number of daily responses is actually growing.

Are these normal people?

No sampling method is perfect. We know that our respondents are more valuable than other panels because they aren't "career panelists". Only 3.5% of the population join research panels. The ones that do, join several and become unreliable as it becomes a second "job". We access the other 96.5%. Checking a site daily for a chance to win money for free is much more appealing than joining several panels and working for less than minimum wage, so we attract fresh respondents.

Can I target my questions at specific people?

We collect 100,000 responses every day, and 56million since we launched Find Out Now in November 2018. Our panelists are more highly profiled than any other panel. We use this to target the questions you ask to the exact respondents you need. There's no omnibus.

Can I compare results between age, gender, geography and other demographics?

The extensive profile information we hold is used to segment your results by all the standard demographic segments, as well as limitless supply of behavioural and attitudinal data. Any question we've asked can be profiled by any other question that we've asked. Want to segment Business Decision Makers by favourite ice cream flavour? Just ask.

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FAQs

Is it nationally representative?

Like every panel, our panelists are skewed towards females, and in our case, towards older ages and away from younger. However, with 100,000 responses a day we have enough data from the lesser represented demographics to be able to achieve nationally representative samples of 2,000 or higher within a few hours using our proprietary sampling algorithm. No other panel can do that.

Why do they answer questions?

We ask them nicely, before we reveal the winning postcode. They can skip, but ~65% of them opt to answer, since it's really easy to do, and they like us.

Why wouldn't I just use one of the big name polling firms?

Feel free. But we are cheaper and faster. And our panels aren't dominated by people who spend significant amounts of time completing surveys to supplement their incomes (career responders, in industry jargon). Sometimes those big name firms use us to check their own results. You could do the same….

How do you know your survey platform respondents are real people, and not bots, or click farms?

There is no direct benefit for panelists to answer questions. They do so as they browse the daily results on Pickmypostcode.com. It's so simple and unobtrusive that we gather 100,000 responses per day without having to pay. The system cannot be gamed because there is no benefit to gain.

Who owns the data from the surveys we run on our platform?

You own the end data, but it is also added to our database for future segmentation. This ensures the data available is constantly improving. At no point are any clients identified or questions that they post attributed to them.

How do you know whether respondents you provide as sample for external surveys are who they say they are?

We use machine learning to sense check responses. This identifies any rogue respondents who are then removed. Much like psychometric testing, we build in cognitive testing to our verification surveys. We hold extensive demographic, attitudinal and behavioural data on our Panel which is frequently tested and sense checked and supports verification.
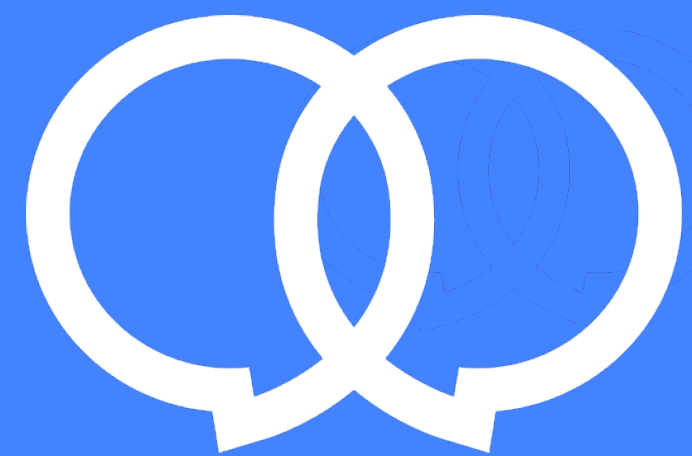
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We're in the business of getting answers to questions so please, get in touch...

ask@findoutnow.co.uk | **@findoutnowUK** | **findoutnow.co.uk**

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