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UK C-Level Panel

Employing quality into executive research

UK C-level Panel at a glance

Members of the UK C-level Panel are recruited into the Business Panel "by-invitation-only". Research Now partners with well-known, leading brands such as British Airways, Virgin Atlantic, Air France/KLM, BMI, Hilton Hotels and many more brands in order to invite their members into our panel.

The UK C-level Panel offers industry leading breadth and depth, with 17% of the UK Business Panel being C-level employees. Upon enrolment, UK Business Panel members provide extensive business profile dimensions allowing researchers to target the specific audiences they need.

Extensively profiled

Research Now offers the largest, most richly profiled UK C-level panel in the industry, with 40% of C-suite employees working for a business with an annual revenue in excess of £1 million. The panel is continually updated to capture C-level data as employees move through each stage of their career.

Key Profile Dimensions

- **AREAS OF PURCHASING RESPONSIBILITIES**

  - 85% of C-level panellists are technology services, hardware and/or software decision-makers or influencers.

- **INDUSTRY SEGMENT (38 CATEGORIES)**

  - 10% of C-level panellists work in the financial services industry.

- **TYPE OF BUSINESS (8 CATEGORIES)**

  - 56% of C-level panellists work in services, such as legal, business, healthcare, finance and computing.

- **YEARS IN BUSINESS**

  - 30% of C-level panellists work for a company that has been in existence for 20 years or more.

- **ANNUAL REVENUE RANGE OF COMPANY**

  - 7% of C-level panellists work for a company with more than £265million in annual revenue.

- **NUMBER OF EMPLOYEES IN COMPANY**

  - 8% of C-level panellists work for a company with more than 1,000 employees.

Source: Research Now, May 2010, % based on members that participated in attributes.