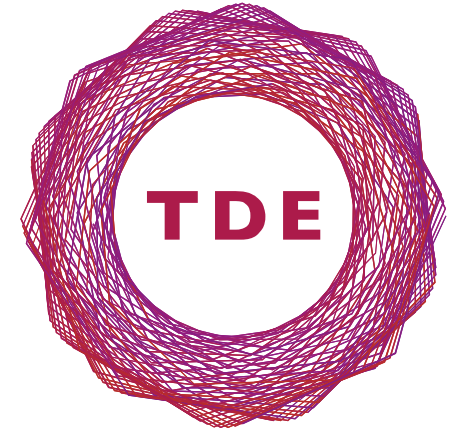


The Digital Edge

AUSTRALIAN PANEL

What we do

At The Digital Edge, we pride ourselves in consistently being the first to break new ground in digital research. We drive our business forward by exploring and incorporating the latest and best methodologies and technology. Keeping up with innovation is our virtue as it is our key in delivering quality research solutions.



The true heart of our business is leveraging the digital space for deep, meaningful consumer insights. We have undertaken projects from large household brands to government agencies across Australia, Asia Pacific, and the world.

About our panel

Our interest in digital research led us down the path of developing our own internal QSOAP Accredited Panel.

YourOpinion is not just a panel, but an online community of over **100,000** unique and active Australians.

Integrity: is strictly an exclusive research only panel, no member information is shared with third parties.

Representative: While we continuously recruit new members, sustaining a representative member base is our goal.

Engagement: Our primary focus is our members. Relationship building and implementing programmes to retain members and increase participation are key.

YourOpinion
Join | Contact Us | Rewards | FAQ | About Us | News & Prizes | My Account

Member Login go
forgot your password?

Join now it's free!

First Name:
Last Name:
Email Address:
Confirm Email Address:
Date of birth: (14yrs + only)
Day | Month | Year
Password: 6-16 chars (A-Z, a-z, 0-9)
Home Postcode:
Gender: Male Female
(Aus only) Female
 By checking the box you agree to the YourOpinion Terms and Conditions & Privacy Policy and confirm that you are an **AUSTRALIAN resident**

*to confirm you are human, first do this
* Validate the code to enable sign up:
3X5prf
Can't read?
enter code here:

Validate

Our Focus Group Members can earn \$80 per hour! Test, Review & Sample New Products

Join now and earn \$1 for each friend you refer who completes a survey

If you're interested in seeing new concepts and products, joining in forum discussions or just like taking online surveys and polls, then we'd love for you to be part of our panel.

Over 100,000 Australians have joined our community and they are now helping shape the future decisions of major international organisations. *So if you have an opinion, tell us ... and we'll pay you for it!*

Join one of our product sample studies to review new products. Participate in a focus group to **earn up to \$80 an hour**. Take surveys and get paid for Your Opinion. And best of all, it's fun and free!

efrpos PayPal Cancer Council Australia Starlight Children's Foundation Australia Australian Red Cross

T&Cs | Privacy

Panel Profiling

Find your target respondents using any of our demographic profiling variables.

Standard demographics

- Age
- Gender
- Location
- State
- Region
- Number of children
- Number of adults
- Main grocery buyer
- Income
- Work status
- Household structure
- Education level
- Property type
- Pet ownership
- Ancestry
- Travel
- Supermarkets used

Telecommunications

- Financial Circumstance
- Primary bank
- Financial products used
- Credit card type
- Insurance products
- Insurance company used

Banking & finance

- Mobile phones
- Carrier
- Payment plan
- Services used
- Monthly spend
- Home phone provider
- Internet service provider (ISP)
- Internet usage frequency
- Pay TV

Automotive & transport

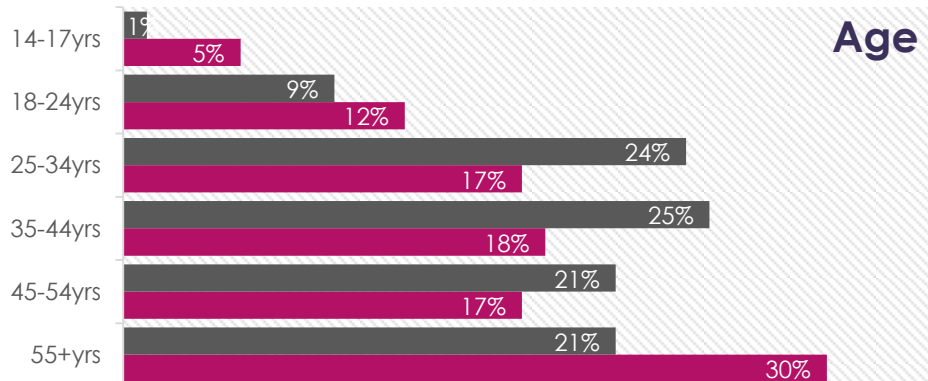
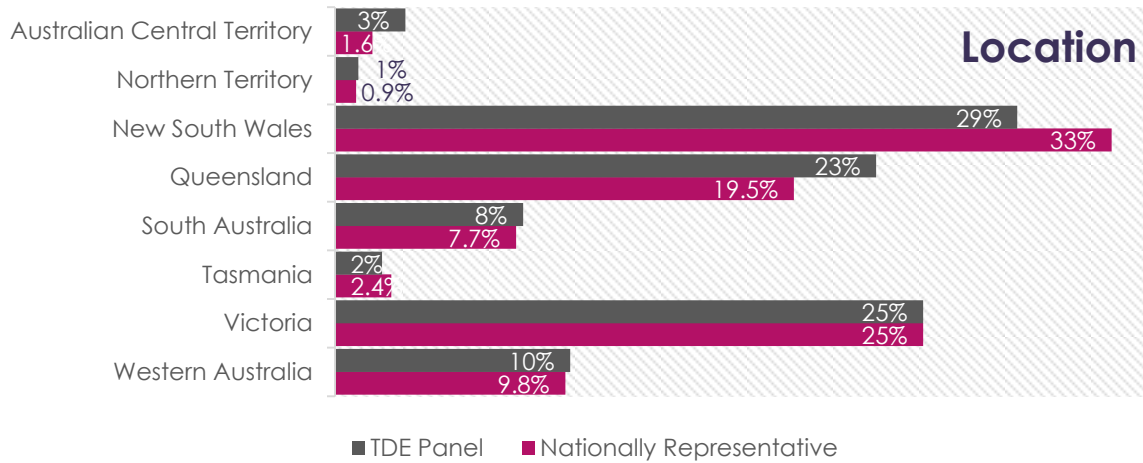
- Car ownership
- Car type
- Driver's license type
- Car manufacturer
- Public transport usage

Health & medical

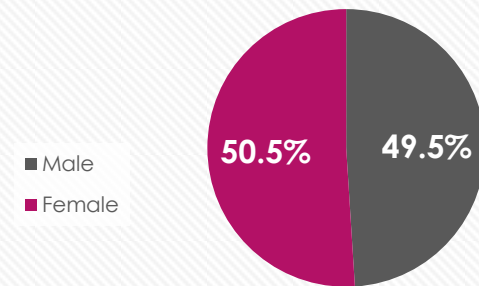
- Health insurance ownership
- Insurance provider
- Non-smoker/smoker
- Suffering from any conditions

Panel Snapshot

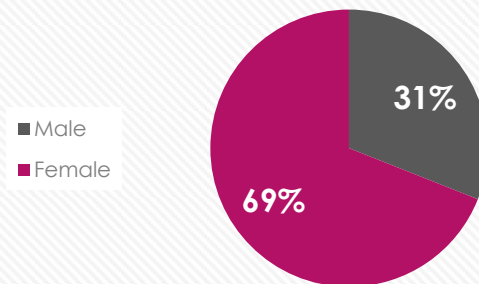
Sustaining a representative panel is our mission.

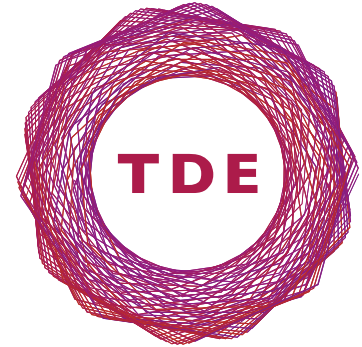


Nationally Representative



TDE Panel





Targeting your audience

Whether you need to get the opinions of a snapshot of the nation or a more niche audience, The Digital Edge can build a sample to your exact requirements using advanced sampling technology.

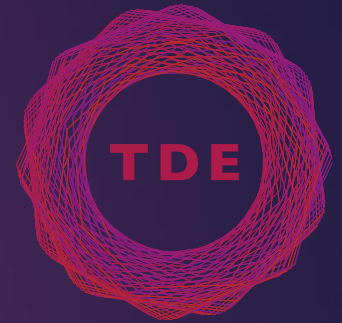


Dimension	Title	Target	Calculated Target	Calculated Target %
1.1	Gender	5000	2434	48.68%
1.2	Gender Total	51.30%	2566	51.32%
2.1	Age	100.00%	5000	100.00%
2.2	18 - 24	0.00%	0	0.00%
2.3	25 - 34	14.60%	729	14.58%
2.4	35 - 44	23.90%	1194	23.88%
2.5	45 - 54	24.90%	1244	24.88%
2.6	55 - 64	21.80%	1084	21.68%
2.7	65 - 100	14.80%	738	14.78%
3.1	State	100.00%	5000	100.00%
3.2	'New South Wales'	0.00%	0	0.00%
3.3	'Victoria'	33.00%	1651	33.02%
3.4	'Queensland'	25.10%	1254	25.08%
3.5	'South Australia'	19.40%	970	19.40%
3.6	'Western Australia'	7.80%	391	7.80%
4.1	Region	4.90%	245	4.90%
4.2	'Metro'	100.00%	5000	100.00%
4.3	'Rural'	64.30%	3215	64.30%
4.4	Dimensions Total	35.70%	1785	35.70%

Accurate profiling creates real insights

- Build sample matrices to ensure a balanced audience opinion and unbiased results
- Target using any of the 100+ profile points we hold on panellists eg) age, gender, number of kids, income, health fund, bank
- Exclude / include panellists based on other activities eg) if they have completed a survey on banking the past 3 months

Ensure unbiased results by targeting the audience you wish to interview



So for a smarter ways to recruit groups, run quality online surveys and to establish and manage online panels and communities, please contact us now at **info@thedigitaledge.com.au** or call **Roger Neyland** direct on **02 9258 4463**.

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SURRY HILLS, NSW, 2010