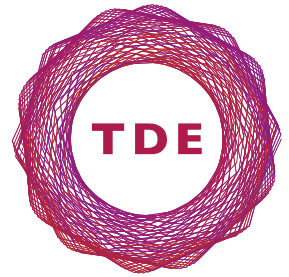


# THE DIGITAL EDGE

MARCH 2013



At The Digital Edge, we leverage our online panel to recruit for interviews and groups Australia-wide. Our panel is composed of fresh participants from all walks of life, unlike many other recruitment agencies who secure repeat participants. We carefully select each participant for interviews and groups. We use demographic profiling variables from our extensive database to identify potential participants. Then, we really drill down by implementing comprehensive screener surveys, capturing all specific criteria. Our recruitment approach is seamless, cost-effective and fast.

# Group Recruitment

## Features

- ▶ Identify hard to reach groups and respondents with unique attributes
- ▶ Access to a variety of people Australia wide
- ▶ Cost-effective as we have already built relationships with respondents
- ▶ Recruit participants from a quantitative survey to bring greater insight into their responses

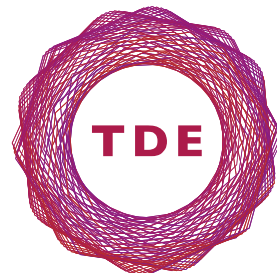
## Benefits

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 **100,000** unique Australians.

- ▶ **Integrity:** YourOpinion 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.





# Panel Demographics

The Digital Edge has its own internal QSOAP Accredited Panel.

YourOpinion is not just a panel, but an online community of over 100,000 (and growing daily) unique Australians.

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



## Standard demographics

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



## Telecommunications

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



## Banking & finance

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



## Automotive & transport

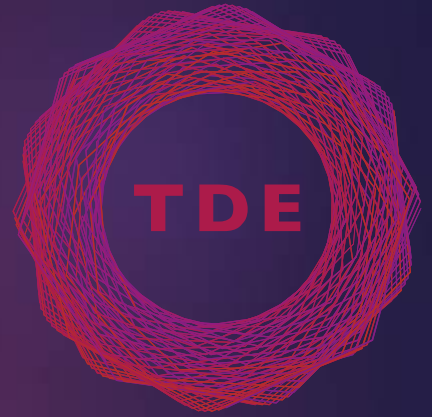
|               |                       |                        |
|---------------|-----------------------|------------------------|
| Car ownership | Driver's license type | Public transport usage |
| Car type      | Car manufacturer      |                        |



## Health & medical

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





# Thank you

THE DIGITAL EDGE

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