

QUICK POLLS ONLINE QUANTITATIVE RESEARCH

Quick Polls are an online tool used to capture Australian votes on a single question. Quick Polls provide an opinion snapshot in a short amount of time.

Each Quick Poll lives inside our panel website. Selected members are invited to participate via email. Members then log in to the panel website to submit their vote.

Quick Polls base sizes exceed 300 votes within 24 hours.

Quick Polls are generally live for 72 hours; however, timing is flexible.

Clients choose the audience to target, whether it is nationally representative or restricted using some of our 30+ demographic variables (*e.g. annual income, main grocery buyer, occupational status*).

The Digital Edge provides access to a results dashboard, highlighting responses by gender, age and location. Results can also be downloaded from this page.



BENEFITS

- (((• Quick turnaround time with a high base of respondents
 - (((• Choose who you would like to sample from our panel of more than 55,000 Australians
 - (((• Access to a results dashboard with results segmented by key demographics
 - (((• Cost-effective in comparison to omnibus and similar products
- Clients find Quick Polls ideal for:*
- (((• Incidence checks
 - (((• Gauging public opinions

ABOUT OUR PANEL

The Digital Edge has its own internal QSOAP Accredited Panel. YourOpinion is not just a panel, but an online community of over 55,000 Australians.

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

(((• Representative: While we continuously recruit new panel 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.

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