

PANEL DEMOGRAPHICS

The Digital Edge has its own internal QSOAP Accredited Panel. YourOpinion is not just a panel, but an online community of over 60,000 unique Australians.

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



STANDARD DEMOGRAPHICS

- ⌘ Age
- ⌘ Gender
- ⌘ Location
 - o State
 - o 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

HEALTH & MEDICAL

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

TELECOMMUNICATIONS

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

BANKING & FINANCE

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

AUTOMOTIVE & TRANSPORT

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

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