

TDE ONLIPOLL™

When you have a single question that needs to be answered quickly – The Digital Edge’s OnliPoll is your answer.

OnliPoll is the *fastest* way of accurately determining consumer response to any issue or question.

The OnliPoll is an exclusive product – you don’t have to share with anyone else, so your questions get the complete attention of respondents.

Among The Digital Edge’s Onli-Quant suite of products, OnliPoll is also unique in that it can accommodate a single question. It has the **fastest turnaround of all products** – responses can go out overnight and be back in the morning – particularly useful for crisis communications or incidence testing, as it enables an accurate response, *fast*.

In addition, OnliPoll is flexible, so you can provide your own list of respondents – or use ours. Respondents can also be targeted by geographic location, age, sex, income and lifestage.

BENEFITS PLUS

OnliPoll surveys are what you use when have a single question and you need a reliable answer- *superfast*

- (((• Helps you find out what Australian consumers are thinking, overnight when you need it
- (((• Guaranteed minimum of 500 responses, making OnliPoll a cost-effective research solution for fast results
- (((• Enables your questions to go out in a single-issue survey, protecting responses from being influenced by other issues

OnliPoll is the quickest way of determining public opinion – and is still cost effective

- (((• Prices start at \$750* per question
- (((• Able to use your client database for respondents
- (((• Able to target consumer segments by geographic location, age, sex, income, or kids in the house (Please note: segment targeted surveys may require a longer response time)

USES

- (((• Incidence testing
- (((• Ad testing
- (((• Single-issue opinion polling
- (((• Crisis communications
- (((• Issues management