

“MyOpinions is Australia’s leading online research panel with 397,000 active & profiled members.”



MyOpinions

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“Today, online research is arguably one of the most efficient and cost effective methods to gain insights.”

Myopinions is member of:



“Australia’s leading online research panel”

Background

PermissionCorp, parent company of MyOpinions, was established in 1999. It has since ranked by the prestigious BRW as being of the Fastest 100 growing companies in Australia for the last 4 consecutive years (2004, 2005, 2006 and 2007).

The company was one of the first organisations in Australia to successfully develop a large and viable online access panel.

MyOpinions is one of the largest pure online market research panel in Australia, with a current active panel of 397,000 as at November 2008.

PermissionCorp (parent company) has also developed the largest access panels in New Zealand and Taiwan and emerging panels in the UK.

Through strategic alliances with approved, reliable global panel partners, MyOpinions can also provide clients with access to quality sample to most countries in Asia and the rest of the globe.



9 Reasons why MyOpinions is your choice

- 1 One of the biggest Online Research Panel in Australia**
Over 767 498 registered panelists.
You can complete projects confidently from one source.
- 2 Independently & Privately Owned**
No competing interests,
Your confidentiality is guaranteed, nothing to worry about.
- 3 Blue-Chip Client Base, Royal Service**
We cater for all size and types of companies.
You can feel safe that the services you will get is tops, fast, Accurate & efficient.
- 4 Experienced & Professional Team**
Successfully completed 8000 + survey projects.
You can feel confident that the team will manage your requirements professionally.
- 5 Highly Competitive & Flexible Pricing**
Flexible range of costs tailored to meet every budget.
No hidden costs.
You will derive excellent value for your money.
- 6 Deep Demographic Profiling**
'Advanced and Dynamic Profiling' options.
Granular profile data allows you to save thousands of dollars per project through powerful targeting capabilities.
- 7 A Highly Representative Panel**
More than \$10 million invested in panel recruitment & retention using a wide range of mass media.
(Incl. TV, radio, magazine & online media sources).
Be confident knowing the MyOpinions panel is one of the most representative panels of Australian online consumers.
- 8 Professional End to End Solutions**
Turn-key service Incl. sample, scripting and hosting.
You can choose the service level to suit your specific needs.
- 9 Fully Accredited & Approved by Research Industry**
Pure research panel, fully managed. Member of QSOAP, ESOMAR and AMSRO.
(ISO accreditations soon).
You can assign your projects with confidence knowing that high research standards are being applied from beginning to end.

Panel Overview

Basic Demographic information that is collected upon registration includes the following:

- Name
- Age (day/year of birth)
- Gender
- Home/Mailing address (postal code + house numbers are a useful way to conduct validity checks and remove duplicates.)
- Mobile/Home contact number

Advanced Profiling includes literally hundreds of data points, useful in pre-screening respondents for surveys, including:

- | | |
|----------------------------------|---------------------------------------|
| · Level of education | · Lifestyle |
| · Occupation | · Healthcare |
| · Marital Status | · Automobile |
| · Household income | · Financials/Credit Cards/Investments |
| · Children in household | · Media/Entertainment |
| · Household | · Travel |
| · Job/Career | · Food & Beverages |
| · Mobile/Communications/Internet | · Activities/Interest |

Dynamic Profiling

Additional demographic information and profiling is collected and updated on an ad-hoc basis, as required.

This process is referred to as 'Dynamic Profiling', a suitably apt name for a process that is ongoing and engaging for panelists. Due to the comparatively large active panel size, MyOpinions is in the unique position of being able to use 'Dynamic Profiling' to achieve around 25,000 unique consumer responses for the updating of profiles within a 24 - 48 hour period.

For more detailed information, a copy of ESOMAR 27 and Panel Book, please contact us at RFQ@myopinions.com or call (02) 94098698.