



Consumer Connections

PAN's Online Consumer Panel

FAST | INEXPENSIVE | RELIABLE Access to over 3000 Consumers

A fast, inexpensive way to reach your target audience and get answers to your marketing questions.

Our online consumer panel allows you to ask over 3000 Irish consumers questions relating to your business.

Target your audience and get detailed feedback on products, services and marketing questions:

- Evaluate market by measuring attitude and usage
- Understand customer satisfaction & commitment
- Test marketing messages
- Measure awareness of brands services
- Accurately understand trends
- Detailed user feedback on your website

Talking to a large number of your target audience can produce insights you may never have expected that will help you to make better business decisions, and all at a fraction of the cost.

We avoid the common problem of overload, by limiting the survey to you solely or to a select number of companies. So, your audience remains fully engaged and your questions prominent.

Deliverables

Choice of table findings emailed in pdf and Excel format. We also deliver PowerPoint reports; concise, data coded and analysed, with recommendations and conclusions. The data set includes your proprietary questions along with all responses from the consumer panel questions.

Our online panel is superior because:

- ▶ Immediate access to 3000 hard to reach customer profiles
- ▶ Fast access to findings, often within 48 hours
- ▶ Follow up with respondent group to gain even more insight
- ▶ Full Service Expertise: advice on how to get optimum results
- ▶ Deliverables you will read: concise & recommendation heavy
- ▶ Show images, video and audio

We can provide the following Breakdowns:

- Gender
- Age: 18-20, 21-24, 25-35, 35-44, 45-54, 55-64, 65+
- Region: Dublin, Rest Leinster, Munster, Connaught/Ulster
- Social Class: AB, C1, C2DE
- Marital Status: Married, Living w/partner, single, separated/divorced, widowed
- Households with/without children & number of children
- Education level
- Employment status & field
- Level of household income
- Internet & mobile phone usage / Car ownership

Pricing (Ex. form design if applicable)

Questions	Tabular Report	Full Report
Up to 5	€1,500	€2,000
6 to 10	€2,750	€3,350
11 to 15	€4,000	€4,700
15+	€225 per question	
Open Text	€450	
Stimulus & Clips	€100 to €200	

Who we are

Consumer Connections is a collaboration between PAN Research and The Research Centre. For more information visit the Services page on www.panresearch.ie or call Adrian Bushnell on (01) 299 3800.