

NEXUS LINK SURVEY PANEL FREQUENTLY ASKED QUESTIONS

1. WHAT IS SURVEY PANEL?

Survey Panel is a pool of individuals (applicable only for ages 15 and above) that have expressed interest to participate in marketing research studies. By registering your interest, preferred mode of contact and demographic profiles, we will contact the relevant individuals for telephone, online, face-to-face surveys and/or (Focus) Group Discussions. All respondents will receive attractive incentives upon completion of the surveys or discussions.

2. WHAT ARE THE RANGE OF TOPICS COVERED IN THE SURVEY?

The range of topics covered in the survey includes customer satisfaction and loyalty measurement, public perception surveys, brand equity measurements, concept testing, usage surveys and so on.

3. IS IT FREE TO JOIN THE SURVEY PANEL?

Yes, it is absolutely free to join the Survey Panel.

4. HOW DO I JOIN THE SURVEY PANEL?

Simply click [Join our Survey Panel](#) to register with us and we will contact you subsequently to confirm the details provided. Thereafter, we will contact you for any suitable and upcoming surveys and/or (Focus) Group Discussions.

5. CAN I REJECT THE SURVEY AND/OR (FOCUS) GROUP DISCUSSION WHEN CONTACTED?

Yes, you have the right to reject any of our future surveys or (Focus) Group Discussions when contacted.

6. HOW LONG AND HOW MUCH IS A TYPICAL SURVEY OR (FOCUS) GROUP DISCUSSION?

TYPE	LENGTH (MINUTES)	INCENTIVES WORTH (SGD)
PHONE	10 - 20	5 - 50
FACE-TO-FACE		
ONLINE		
(FOCUS) GROUP DISCUSSION	45 - 90	50 - 150

7. HOW DO I RECEIVE THE INCENTIVES?

The incentives will be mailed to your stated mailing address for phone and online surveys or provided personally for face-to-face and (Focus) Group Discussions.

8. WHY WOULD YOU PAY FOR MY OPINIONS?

Nexus Link conducts extensive phone, online and face-to-face surveys as well as (Focus) Group Discussions for diverse groups of clients from both public and private sectors. Your views on these studies can help them better understand and achieve their research objectives. It is only fair that we compensate you for your time spent on the survey and/or (Focus) Group Discussions.

9. IS MY PERSONAL INFORMATION SAFE WITH NEXUS LINK?

Being an established market research firm based in Singapore, we have extensive experience in handling personal information. As such, we understand your privacy concerns and it is of paramount importance for us to keep it secured and confidential. Being a member of ESOMAR, the European Society for Opinion and Marketing Research which governs and issues guidelines regarding market research ethics in collaboration with the International Chamber of Commerce, Nexus Link will adhere strictly to the International Code on Market and Social Research. Furthermore, Nexus Link is part of the Market Research Society Singapore. Hence, Nexus Link will also adhere to the privacy and ethics guidelines very strictly.

Kindly note that all your responses will be kept strictly confidential and the results will only be reported on an aggregated level.

10. HOW DO I UNSUBSCRIBE FROM THE SURVEY PANEL?

Should you wish to unsubscribe from our database, kindly drop us an email to surveypanel@nexus-link.biz and we will remove your details from our database. There is absolutely no fees or penalties incurred.

However, should you be keen to join the database in the future, feel free to register by clicking [Join our Survey Panel](#).

For all other enquiries, feel free to contact us through our hotline at +65 6340 1888 or simply drop us an email to surveypanel@nexus-link.biz.