



RESEARCH PANEL BOOK

2020





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INTRODUCING CONSUMERLINK

ConsumerLink works closely with research companies, marketers and advertising agencies throughout Australasia and around the world to deliver timely, robust data from which to draw meaningful insight.

Widely regarded as a go to organisation for gathering market research data online, in the field or over the phone, ConsumerLink can connect you with **New Zealanders** using the **market leading Fly Buys rewards programme**.

ConsumerLink makes qualitative research happen with a reputation for finding, screening and confirming those specific groups of people you need to talk with.

ConsumerLink simply takes the hassle out of survey design, field work, focus group recruitment and data processing. We can transform your research brief into actionable data.

“NZ’s leading ‘research only’ online panel”

THE FLY BUYS PARTNERSHIP *Fly Buys*

Fly Buys has over 2 million active cardholders, with 74% national household penetration.

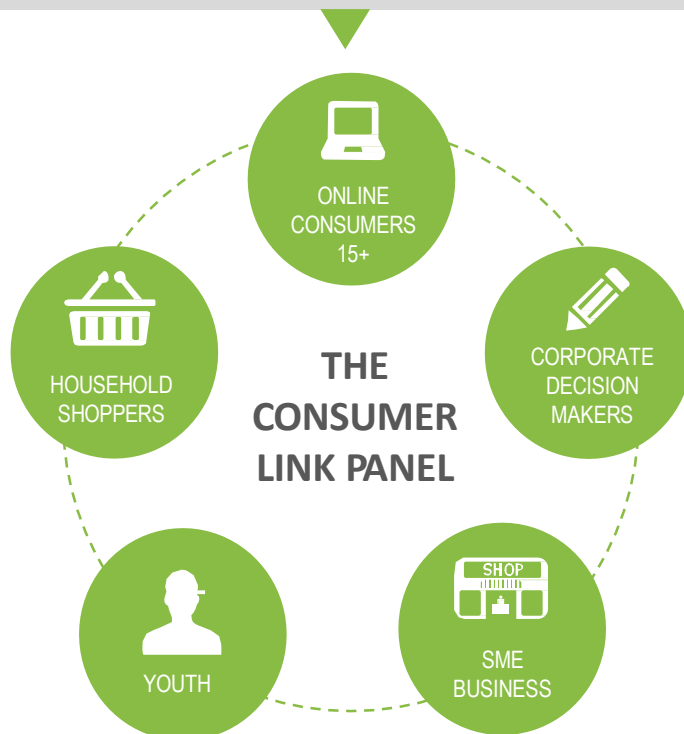
Fly Buys is by far New Zealand’s largest loyalty programme and provides ConsumerLink with access to more New Zealanders than ever before. This means we can;

- Expand our reach and recruit new members through the Fly Buys app, with over two million members across the Fly Buys network
- Achieve large representative samples by sampling to national proportions
- Achieve robust sample sizes in hard to reach groups such as high income groups or specific age groups
- Access to other channels, e.g. Fly Buys for Business, transactional data, ongoing recruitment avenues
- Effectively reward New Zealanders for participating in research and as a result, attain stronger and more representative response rates.

THE CONSUMERLINK PANEL AT A GLANCE

OVER 120,000 PANEL MEMBERS

- 10** Over 10 years in the business of managing panels
-  NZ’s leading ‘research only’ online panel
-  Close to half a million surveys completed per annum
-  Representative and robust surveys
-  Reach hard to find audiences
-  Larger scale studies with sub-group analysis
-  Recruited via both online and offline methods
-  Coverage of key residential and business audiences
-  A representative cross-section of NZ households



CONSUMER PANEL - PROFILE

DEMOGRAPHICS

Age

Gender

Ethnicity

LOCATION

Regions, District, Suburb, Postcode

Urban or Rural

HOUSEHOLD

Size

Living Situation

Marital Status

EMPLOYMENT

Employment Status

Occupation

EDUCATION LEVEL


PERSONAL & COMBINED INCOME


“A representative cross-section of NZ households”


LIFESTYLE / INTERESTS / PASTIMES

THE CONSUMER PANEL KEY STATS

With over 120,000 members, we are able to draw a subset of the panel to match nationally representative proportions. We are also able to access members from the broader Fly Buys network.

GENDER		PANEL %	NZ POPULATION 18+
MALE		24%	48%
FEMALE		76%	52%

AGE		PANEL %	NZ POPULATION 18+
18-29		10%	21%
30-39		19%	16%
40-49		18%	19%
50-59		18%	18%
60-69		18%	13%
70+		17%	13%

NZ REGION		PANEL %	NZ POPULATION 18+
Northland Region		3%	4%
Auckland Region		23%	33%
Waikato Region		10%	10%
Bay of Plenty Region		7%	6%
Gisborne Region		1%	1%
Hawke's Bay Region		4%	4%
Taranaki Region		2%	3%
Manawatu-Wanganui region		7%	5%
Wellington Region		14%	11%
Tasman Region		1%	1%
Nelson Region		2%	1%
Marlborough Region		1%	1%
West Coast Region		1%	1%
Canterbury Region		15%	13%
Otago Region		8%	5%
Southland Region		3%	2%

THE BUSINESS PANEL

The ConsumerLink Business Panel, with over 14,000 members, has not only proven highly responsive but offers a rich source of insight from business decision makers who have considered and qualified opinions.

Collecting quality data and feedback from the business community can be time consuming and expensive. Many business decision makers are hard to find and tend to be time poor. Our panellists are responsible for a range of business activity and represent a broad cross section of New Zealand's predominantly SME business sector.

“Our business people are representative of New Zealand’s industry”

THE BUSINESS PANEL PROFILE

DECISION MAKING AREAS

PREMISES

ROLE IN BUSINESS

BUSINESS SERVICE AREA

BUSINESS REGION

BUSINESS SIZE; No. of employees, Turnover



THE BUSINESS PANEL - INDUSTRY

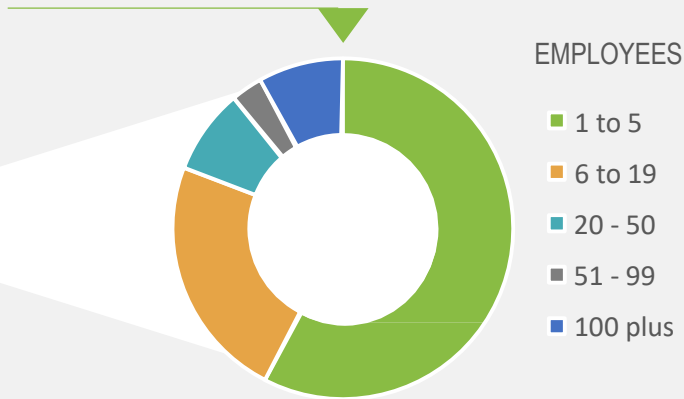
ANZSIC06 DIVISION	CL BUS PANEL	STATS NZ %
Agriculture, forestry, & fishing	9%	14%
Mining	<1%	<1%
Manufacturing	5%	4%
Electricity, gas, water, & waste	12%	<1%
Construction	9%	10%
Wholesale trade	3%	3%
Retail trade	10%	5%
Accommodation & food services	6%	4%
Transport, postal, & warehousing	3%	3%
Information media & telecommunications	5%	1%
Financial & insurance services	3%	7%
Rental, hiring, & real estate	4%	22%
Professional, scientific, & technical	10%	11%
Administrative & support services	3%	3%
Public administration & safety	<1%	<1%
Education & training	8%	2%
Health care & social assistance	8%	4%
Arts & recreation services	9%	2%
Other services	9%	4%

THE BUSINESS PANEL - REGION

REGION	CL BUS PANEL	STATS NZ %
Northland	3%	4%
Auckland	30%	33%
Waikato	10%	10%
Bay of Plenty	7%	6%
Gisborne	1%	1%
Hawke's Bay	3%	3%
Taranaki	2%	3%
Manawatu	5%	5%
Wellington	13%	10%
Tasman	1%	1%
Nelson	1%	1%
Marlborough	1%	1%
West Coast	1%	1%
Canterbury	13%	13%
Otago	6%	5%
Southland	2%	3%

THE BUSINESS PANEL – EMPLOYEE SIZE

TOTAL NUMBER OF EMPLOYEES	PERCENT
1 – 5 employees	58%
6 – 19	22%
20 – 50	8%
51 – 99	4%
100+ employees	8%



THE BUSINESS PANEL – ROLE IN BUSINESS

POSITION OR ROLE IN THE BUSINESS	PERCENT
Owner	39%
Business Partner	10%
General Manager	8%
Accountant	1%
Bookkeeper/Accounting Assistant	1%
Office/Admin Manager	7%
Finance Manager	1%
Other	34%

“ConsumerLink Business Panel is a rich source of insight from business decision makers ”



Although primarily Quantitative in nature, it provides a rich source of Qualitative respondents

“The ConsumerLink Business Panel has been ‘specifically designed to understand and interact with SME businesses’ ”

Target Owners, self-employed or Key Decision makers in:

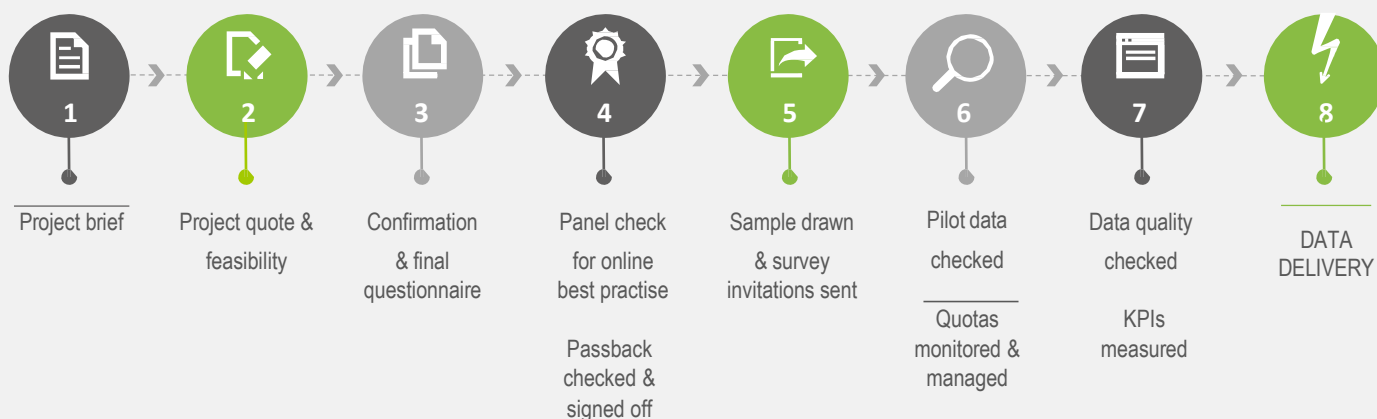
- Finance/Banking/Insurance
- Energy provider - power companies
- Telecommunications
- IT
- Human resources/recruiting
- Marketing
- Other areas

BEST PRACTICE PANEL MANAGEMENT

Our panel set up and management processes meet or exceed all of the ESOMAR 'Best Practice Online Panel Guidelines for Market Research'. Members rights are protected. They are solely used for research purposes.



HOW OUR TEAM WORK WITH YOU



INCENTIVES

Members of the Fly Buys panel are incentivised with Fly Buys points, part of the Fly Buys loyalty program.

We value our panellists time and ConsumerLink have one of the most generous incentive offers amongst online access panels. Members see it as a great way to earn Fly Buys points.

Minimum incentive levels are set by estimated survey length, based on a standard online survey.

ConsumerLink best practice is not to have a survey over 25 minutes.

Fly Buys

220pts



235pts



290pts



420pts



595pts



750pts





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