

**KANTAR**

Consumer**Link**

— Research Panel Book —



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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 insights.

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

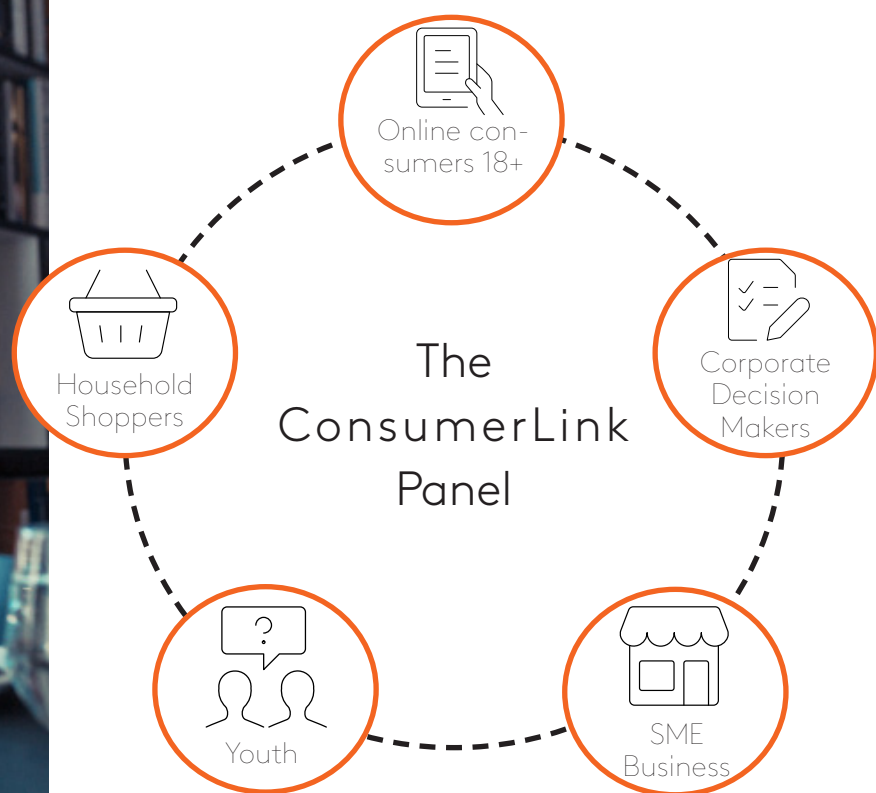
ConsumerLink simply takes the hassle out of survey design, field work, focus group recruitment and data processing. We can transform your research brief into actionable data.

# THE CONSUMERLINK PANEL AT A GLANCE

## Over 100,000 Panel Members

-  Over 10 years in the business of managing panels
-  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

One of the largest market research panels for online & offline research data collection.



A representative  
cross-section  
of New Zealand  
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 and combined income

- Lifestyle/Interests/Pastimes

## THE BUSINESS PANEL AT A GLANCE

The Consumerlink Business Panel, with over 10,000 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.

ConsumerLink Business Panel is a rich source of insight from business makers.

## Business Panel Profile

- Decision making areas
- Premises
- Role in business
- Business service area
- Business region
- Business size

Target owners, self-employed or key decision makers in:

Finance/Banking/Insurance

Energy provider/power company

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 **Standpoints**

Members of the consumer and business panel are incentivised with 'Standpoints', part of our reward scheme, the more surveys completed, the more points received, which can then be redeemed for GiftPay e-vouchers.

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



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## Contact Us

### Consultation

Pick our brains - we love chatting about people for research and how to find them.

### Quotes

Each brief is unique so costs vary depending on your requirements. For your particular brief, please contact us for a quote.

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