



Stable SoapBox 

**PANEL BOOK**

# Why Stable Research?

We know the quality of our research is supported by our 100,000+ Soapbox Community

We value their opinions and their time, and we are rewarded by their engagement. Our belief is:

- » Make it easy - answer surveys online, or via smart phones and tablets
- » Reward - Immediate \$ via eGift for participation and referrals
- » Communicate - rewards, prizes and fun competitions



We **target** accurately and easily

We **know** who our people are

**Members**  
1,000 new members each month

**New Connections**  
Social media members up 62% over the last 6 months

**Engaged**  
We talk to them every day

**Authentic**  
We verify and monitor our people continuously

**Profiled**  
We can target by regions/demographics/health/business and other attributes

# Our Expertise – 10+ Years

Yearly  
**20,000**  
of our panel attend  
face-to-face research



Annually  
**10,000**  
people engaged in  
online communities

## Project Knowledge



**1,230**  
people sent to  
trial juries



**549**  
people from Hospitality  
& Retail sent to groups  
about penalty rates



**Mums &  
mums to be**  
One of our fastest  
growing segments



**2,500**  
people sent to user  
testing for websites  
and Apps

## Continuous Engagement

### We talk to them, every day



Sent monthly:  
**33,000** SMS



Made monthly:  
**12,000**  
Phone calls

### They connect with us



**10,400** new  
panel members



**1,500** from  
Facebook



**3,500** from our  
panel referring  
friends

### And participate



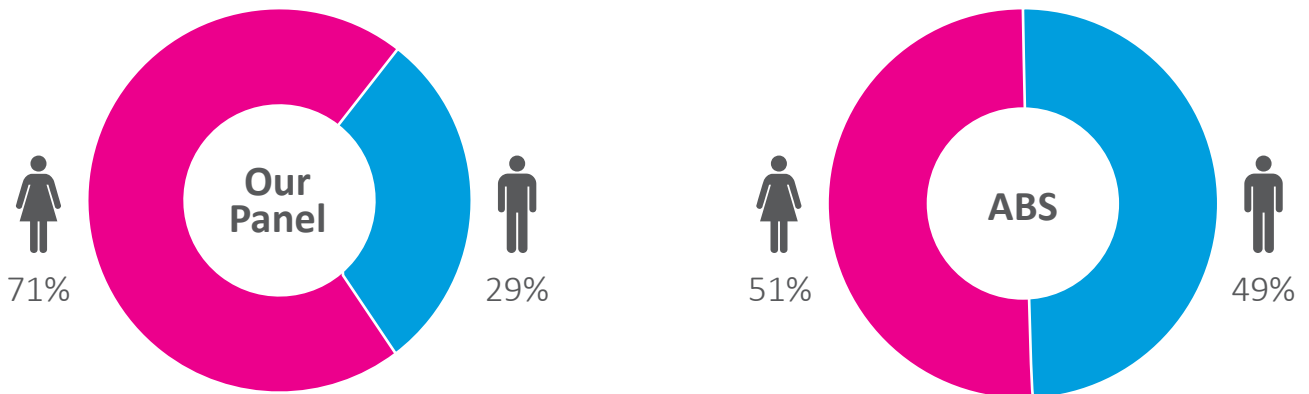
We chat with  
**Teens** on our  
Fusion Platform



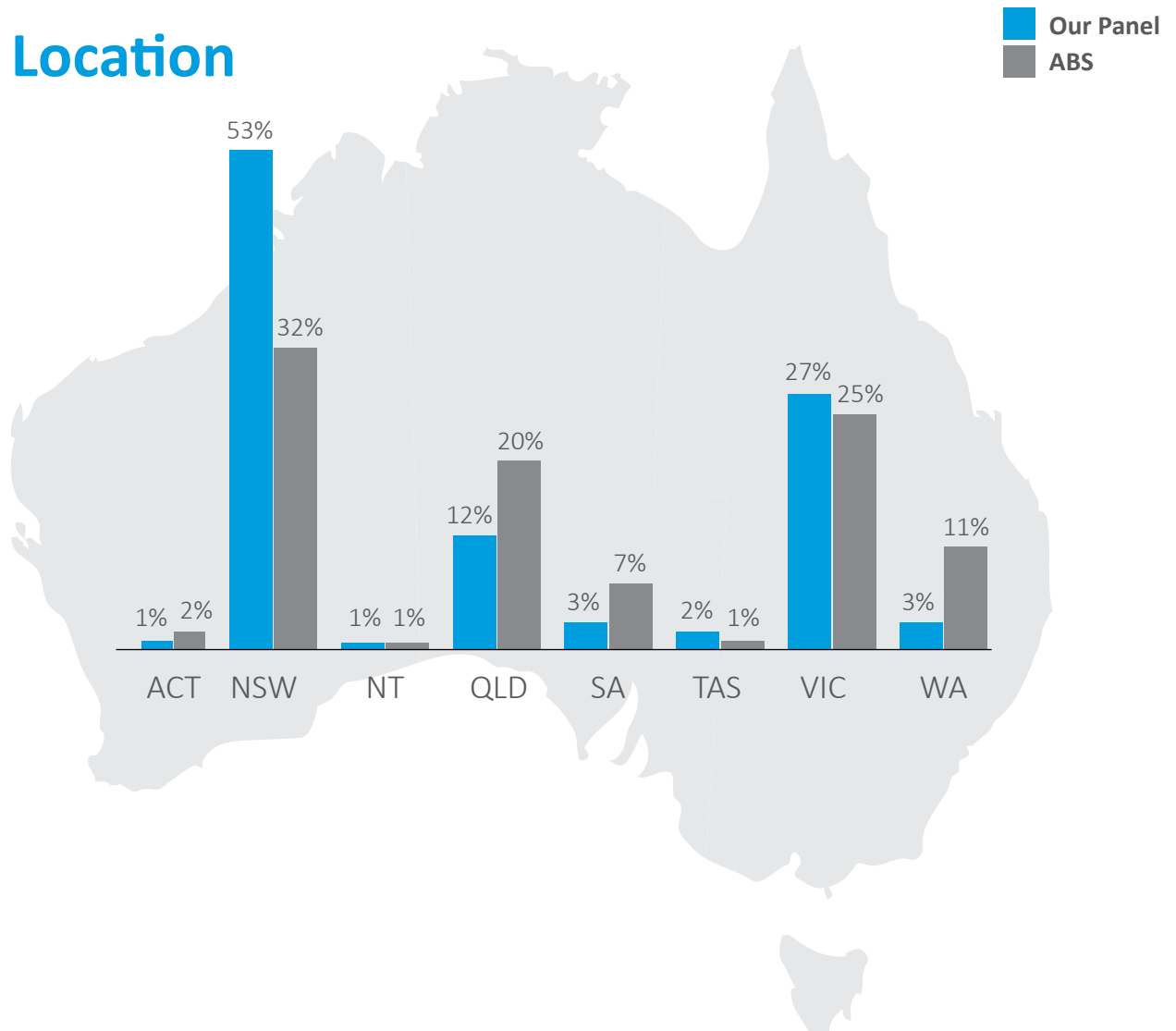
We interact with  
**Business Owners**  
& **Decision Makers**  
from Tradies to  
IT Managers &  
Nurses

# Panel Snapshot

## Gender



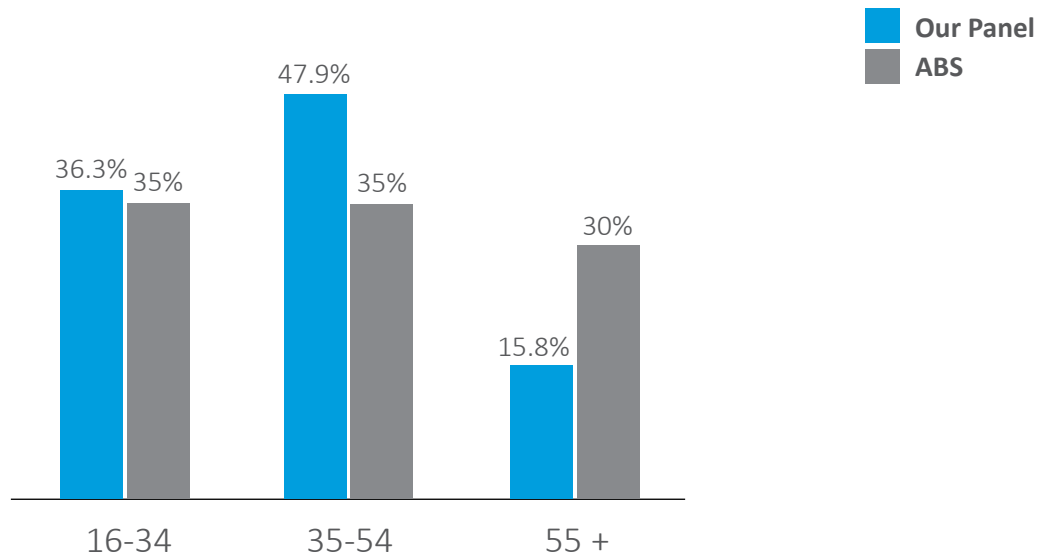
## Location



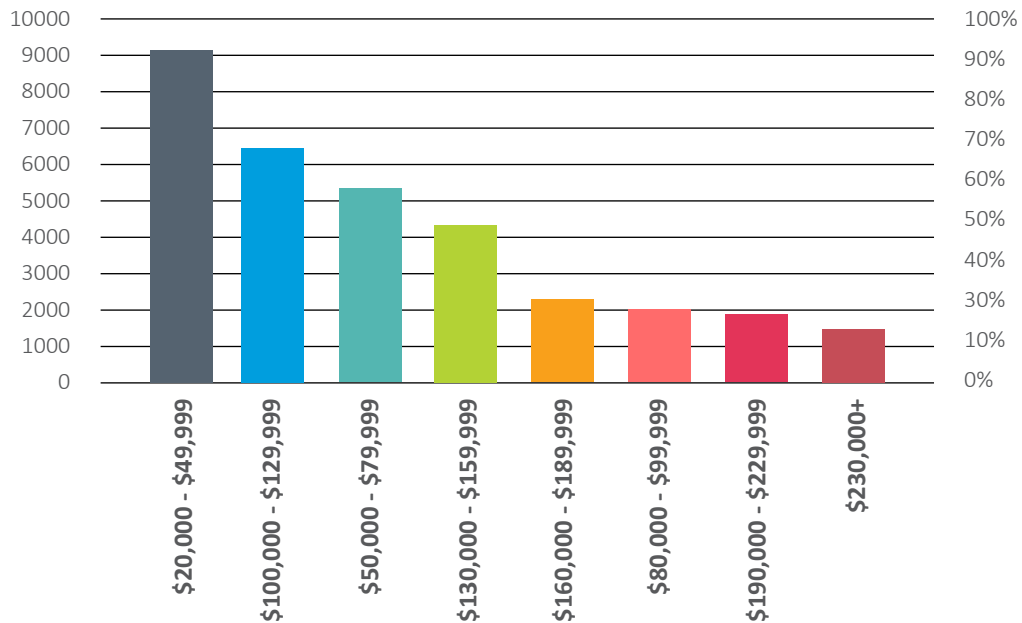
# Panel Snapshot



## Age



## Household Income



# Audience Attributes for Targeting



## Personal Attributes

- » Marital Status
- » Education
- » Age
- » Gender
- » Ancestry
- » Children in Home
- » Personal Income
- » Health
- » Finance & Products



## Household

- » Shopping habits
- » Household Income
- » Type of property
- » Number in Household
- » Insurances
- » Pets Owned
- » Household Composition
- » Finance & Banking



## Professional Attributes

- » Employment Status
- » Industry Sector
- » Business size by turnover
- » Roles and responsibilities
- » Incl. over 25 trades
- » Departmental responsibility
- » Number of employees
- » Frequent Flyers



## Health

- » Health professionals  
- 35 job roles
- » General health -  
smoking/drinking
- » Exercise frequency
- » Individual and family health  
- 70+ conditions



## Automotive Qualities

- » Vehicle type /classification
- » Number of Vehicles
- » Vehicle Brand
- » Vehicle year
- » Vehicle Fuel type



## Leisure & Entertainment

- » Sporting preferences
- » Exercise frequency
- » Interest in sports
- » Drink, Smoke
- » Health
- » Finance & Products

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## Quality and Privacy for Protection

- » ISO Certified (ISO20252)
- » Fully accredited by major banks
- » Privacy protected - Market and Social Research Privacy Code (2014)







### Our Code:

- » Commitment to our clients
- » Honest, informative, frequent feedback
- » Offering solutions that jointly solve problems
- » Informed, proactive decision making
- » Team work – together we make better decisions
- » Understanding and sharing of our goals, both big and small
- » Communication that is quick, succinct and frequent
- » Learning from mistakes and not “blaming” anyone
- » Celebrating success in all aspects of life



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