

# Unlock high-quality data for your brand

In need of credible and reliable responses to your most pressing market research questions? With over **150,000 invitation-only Qantas Frequent Flyer members** across Australia and a response rate five times that of the industry average, our panel could be for you.



Our panel members have access to the Red Planet portal at any time and on any device, with the high-value incentive of earning Qantas Points upon completing online surveys.

FREQUENT FLYER 

## High engagement



Receive fast, genuine and high-quality responses from highly engaged panellists.



## Australia-wide

Drawing from a 14 million+ strong Qantas Frequent Flyer membership base, our research panel can provide insights from all over Australia.

## A diverse audience



We can sample on a nationally representative level as well as target hard-to-reach audiences like Affluent Individuals and Business Decision Makers.

## Why choose us?



## A variety of criteria

With a wide range of data sources, you can choose from an extensive variety of criteria when creating research samples.



## High-value individuals

Each panel member is a validated Qantas Frequent Flyer account holder, and there is only one person per account.

## Access key attributes across a range of categories



Personal



Professional



Leisure and entertainment



Car and household



Tech



Financial

To find out more, please email [info@research-profile.com](mailto:info@research-profile.com)

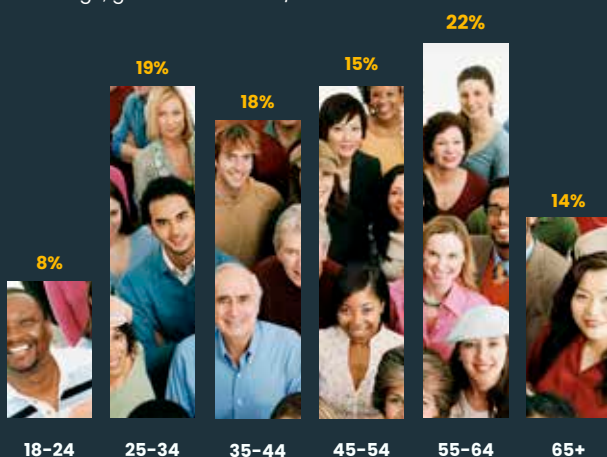
# A diverse and highly-engaged audience



## 150,000+ panel members

## The perfect audience mix

The Red Planet panel is maintained to be nationally representative across age, gender and states/territories.



## Our services

- **Online survey scripting**
- **Online survey conducting**
- **Integrated data**
- **Tracking research**
- **Data processing and reporting**
- **B2B research**
- **Advanced analytics** (Discrete choice, cluster, regression etc)
- **Full-service project management**