

THE CONSUMER WHO CARES

A Report from the Nielsen Media Research
“Good is Gold” Service

October 2004



Nielsen
Media Research



Introduction

Cause-related or 'Social Responsibility' marketing is a strategic positioning and marketing discipline that links a company and its products to a social issue or worthy cause. Recognising the growing awareness of the benefits of Social Responsibility marketing in New Zealand and working in partnership with the Robin Hood Foundation, Nielsen Media Research has developed **Good is Gold**; a new continuous measure of New Zealanders attitudes towards support for charitable and other worthy causes which then can be linked to product, service and media consumption.

Who are the people who support social responsibility marketing? This report provides a series of topline results from **Good is Gold** showing the types of people who value a company's social responsibility stance and in many cases show this support with their dollars.

The report consists of a series of profiles of people aged 10 years and over (10+) who "Agree" with the following statements:

- "I have bought a product or service from a company because it supports a charity or worthy cause"
- "I feel more loyal to a company that aligns itself with a charity or worthy cause"
- "It is a company's responsibility to support a charity or worthy cause"

The profiles are provided for **Age, Ethnicity, Region, Household Shopper status and Household Income**.

The information is sourced from 3,750 interviews conducted on a fully national basis through July to September 2004.

The table below shows the sample size and estimated number of people who "Agree" with each statement:

All people 10 years and over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
Sample Size of people who agree with each statement	1,582	845	1,343
Estimated number of people who agree with each statement	1,380,000	1,157,000	756,000

Full details of the survey and questions are shown in the Definitions section at the end of the report.

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Are you interested in finding out more about “Good is Gold”?

The **Good is Gold** service provides much more than this top-level information.

Communicating your social responsibility message to the consumer is crucial for not for profits and businesses alike. To meet this need, **Good is Gold** is specifically designed to link all the aspects of attitudes, products and services and media together. This means that the marketer who is utilising social responsibility as a part of their marketing strategy is able to define and understand their audiences' attitude towards social responsibility and then plan the media in which they can then communicate their message.

For more information please contact Nielsen Media Research at the following email address info@nielsenmedia.co.nz or call 0800 457 226.



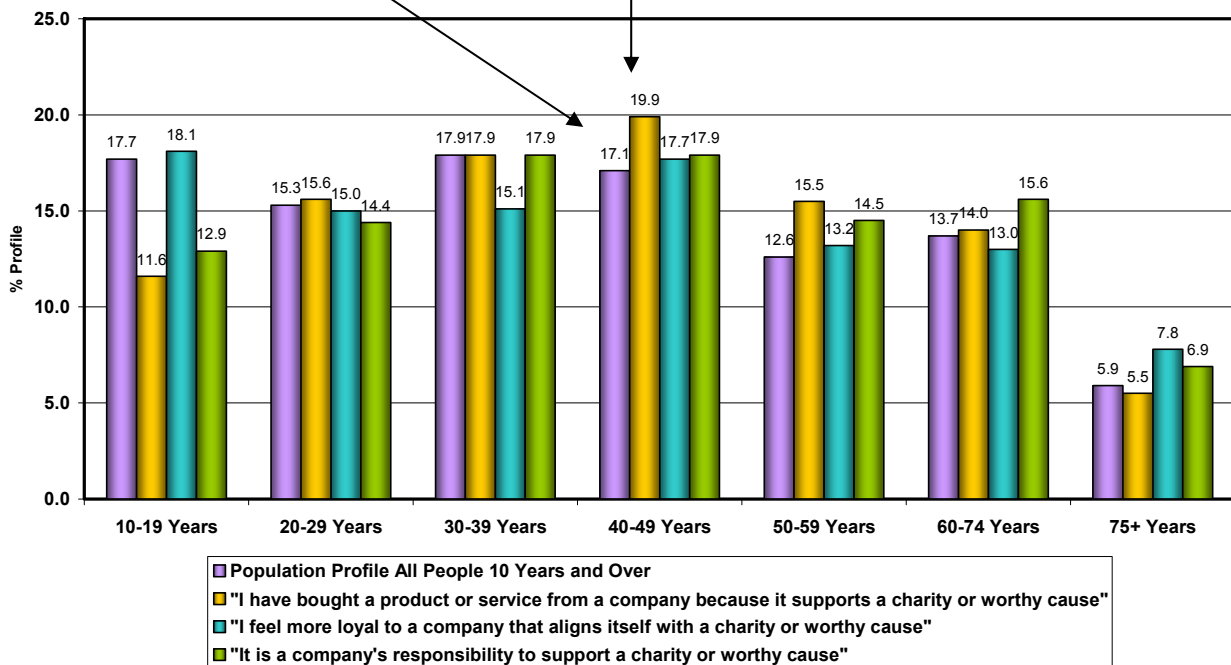
How do I read the charts?

The charts and related tables show the profile of the people aged 10 years and over on a fully national basis who "Agree" (see Definitions section) with each statement.

To help you understand the information in the charts they are read as follows:

People who are aged between 40-49 years old make up 19.9% of people who agree that they have bought a product or service from a company because it supports a charity or worthy cause

40-49 year olds make up 17.1% in the total population aged 10 years and over.



This means that:

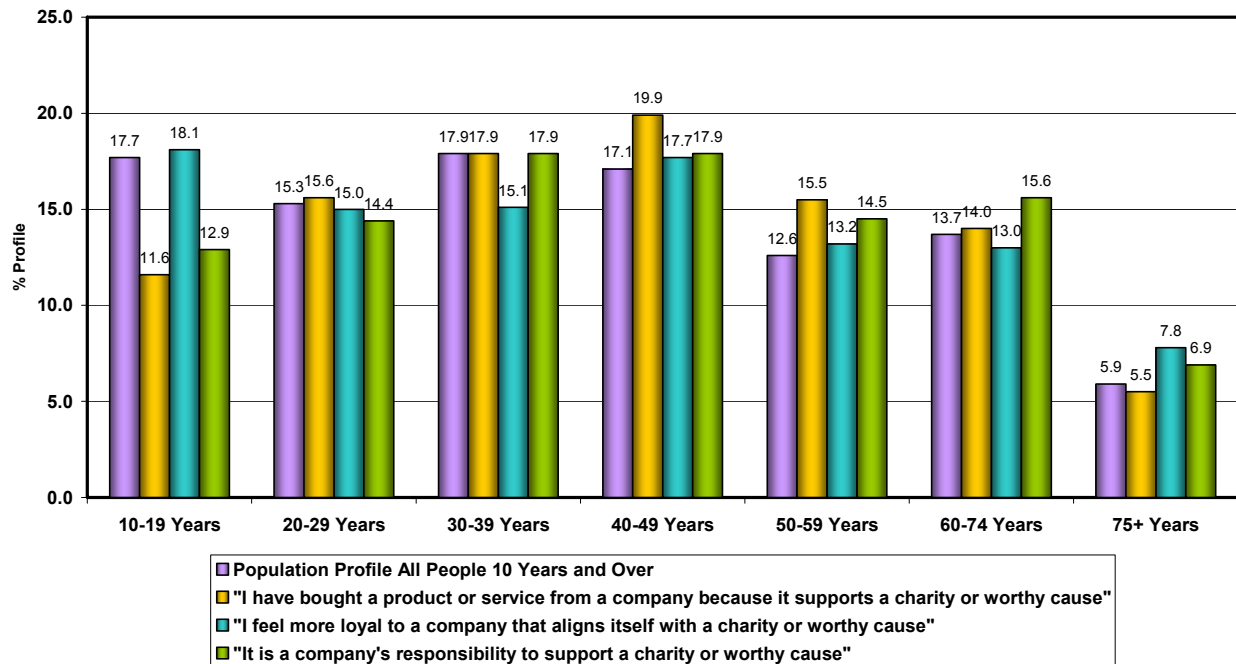
40-49 year olds are more likely to agree that have bought a product or service from a company because it supports a charity or worthy cause than their relative size in the total population suggest.



Good is Gold Age Profile

The chart and table below show the profile by **Age** of people who **Agree** ("Tend to Agree" and "Strongly Agree") with each Good is Gold statement.

The profile is based on All People 10 years of age or over.



The table below shows the profile of people that agree with each Good is Gold statement. Percentages shown as **"%"** highlight where positive skews in the profile occur i.e. the Age group makes up a greater proportion of people who agree than their representation in the total population suggests.

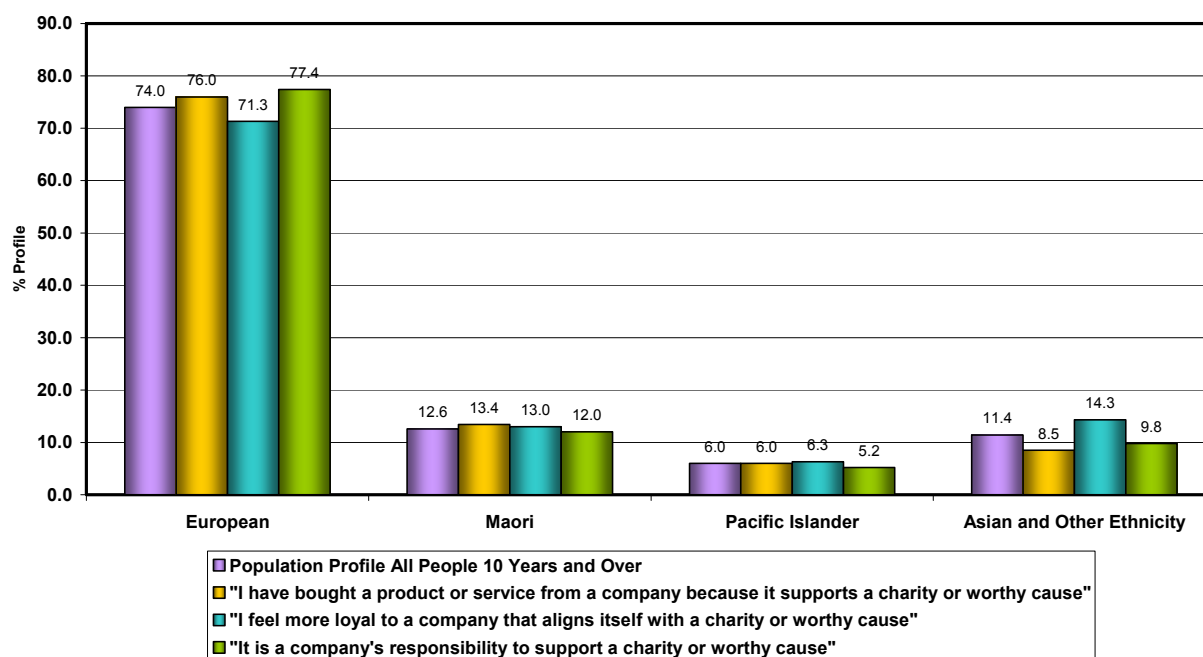
Age Group	Population Profile All People 10 Years and Over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
All people 10 years and over	100%	100%	100%	100%
10-19 Years	17.7%	11.6%	18.1%	12.9%
20-29 Years	15.3%	15.6%	15.0%	14.4%
30-39 Years	17.9%	17.9%	15.1%	17.9%
40-49 Years	17.1%	19.9%	17.7%	17.9%
50-59 Years	12.6%	15.5%	13.2%	14.5%
60-74 Years	13.7%	14.0%	13.0%	15.6%
75+ Years	5.9%	5.5%	7.8%	6.9%



Good is Gold: Ethnicity Profile

The chart and table below show the profile by **Ethnicity** of people who **Agree** ("Tend to Agree" and "Strongly Agree") with each Good is Gold statement.

The profile is based on All People 10 years of age or over.



The table below shows the profile of people that agree with each Good is Gold statement. Percentages shown as **"%"** highlight where positive skews in the profile occur i.e. the Ethnic group makes up a greater proportion of people who agree than their representation in the total population suggests.

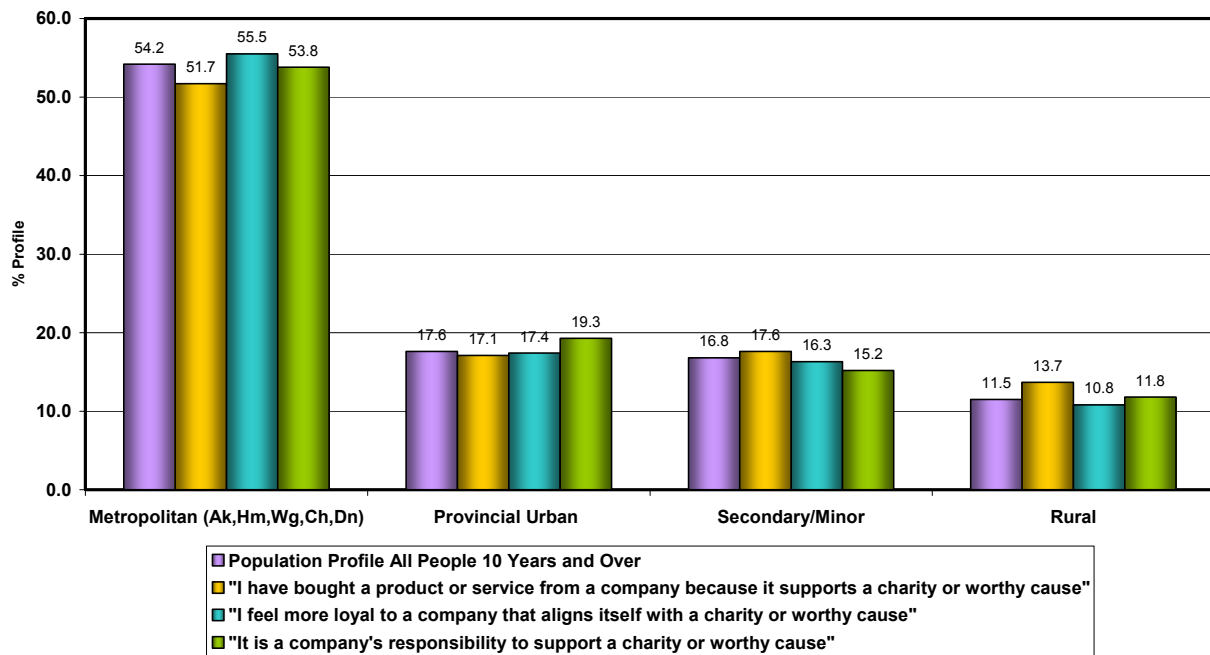
Ethnicity	Population Profile All People 10 Years and Over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
All people 10 years and over	100%	100%	100%	100%
European	74.0%	76.0%	71.3%	77.4%
Maori	12.6%	13.4%	13.0%	12.0%
Pacific Islander	6.0%	6.0%	6.3%	5.2%
Asian and Other Ethnicity	11.4%	8.5%	14.3%	9.8%



Good is Gold: Regional Profile

The chart and table below show the profile by **Region** of people who **Agree** ("Tend to Agree" and "Strongly Agree") with each Good is Gold statement.

The profile is based on All People 10 years of age or over.



The table below shows the profile of people that agree with each Good is Gold statement. Percentages shown as **"%"** highlight where positive skews in the profile occur i.e. the region makes up a greater proportion of people who agree than their representation in the total population suggests.

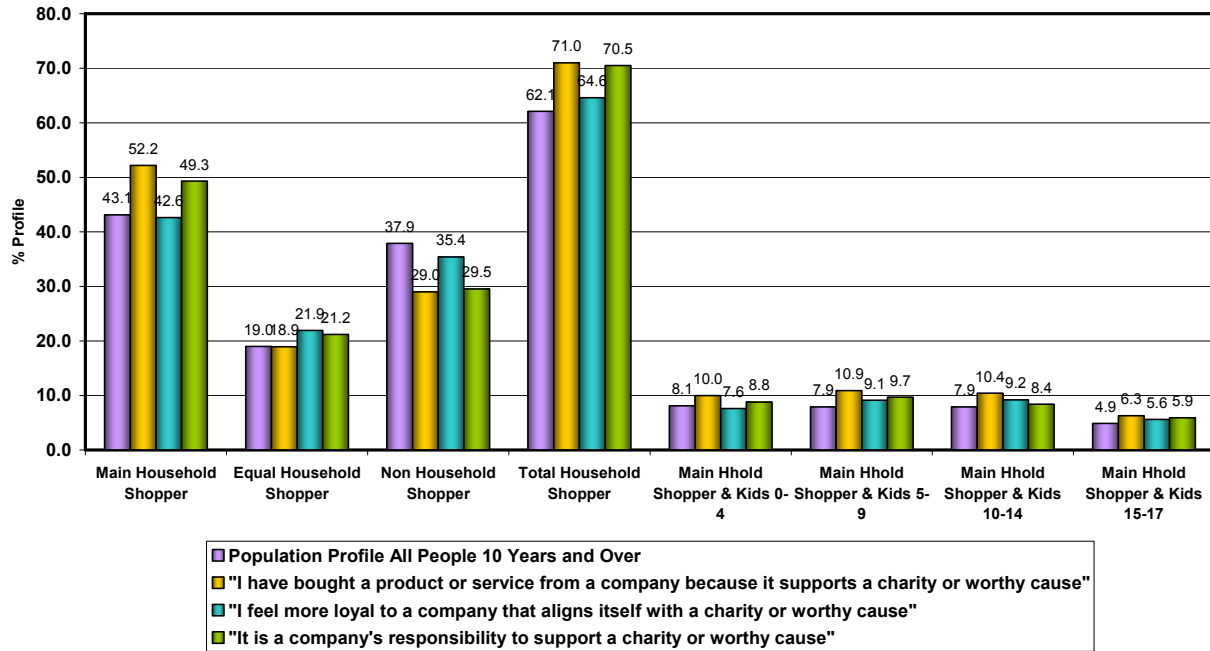
Region	Population Profile All People 10 Years and Over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
All people 10 years and over	100%	100%	100%	100%
Metropolitan (Ak,Hm,Wg,Ch,Dn)	54.2%	51.7%	55.5%	53.8%
Provincial Urban	17.6%	17.1%	17.4%	19.3%
Secondary/Minor	16.8%	17.6%	16.3%	15.2%
Rural	11.5%	13.7%	10.8%	11.8%



Good is Gold: Household Shopper Status Profile

The chart and table below show the profile by **Household Shopper Status** of people who **Agree** ("Tend to Agree" and "Strongly Agree") with each Good is Gold statement.

The profile is based on All People 10 years of age or over.



The table below shows the profile of people that agree with each Good is Gold statement. Percentages shown as **"%"** highlight where positive skews in the profile occur i.e. the household shopper group makes up a greater proportion of people who agree than their representation in the total population suggests.

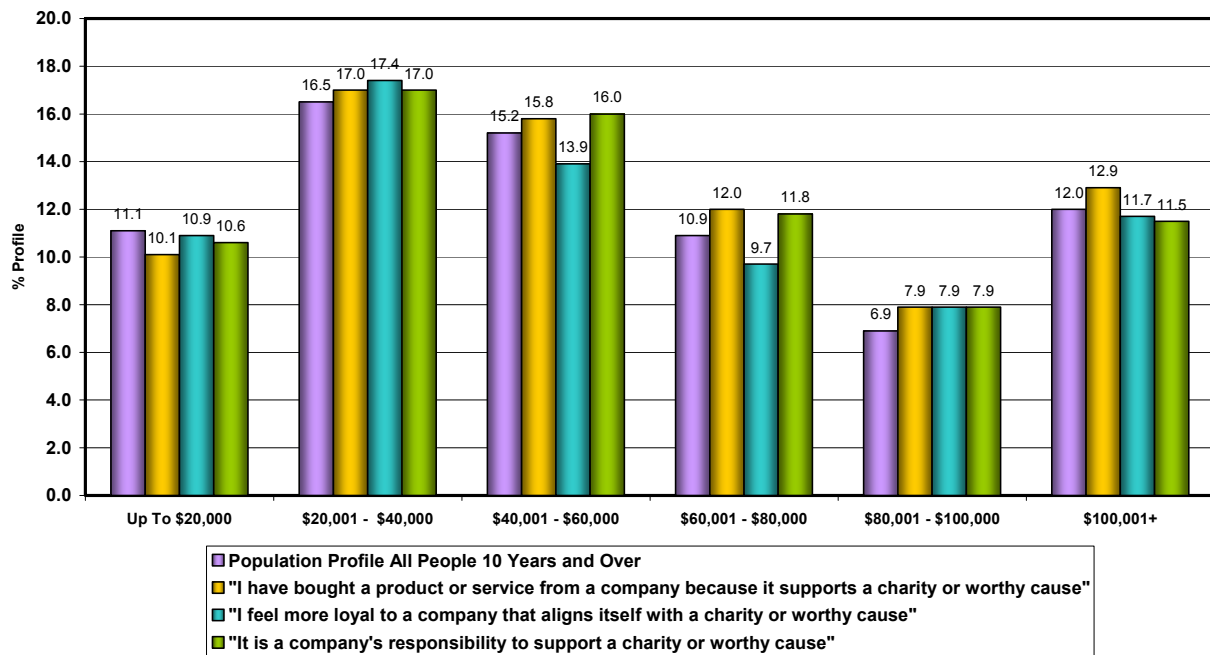
Household Shopper Status	Population Profile All People 10 Years and Over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
All people 10 years and over	100%	100%	100%	100%
Main Household Shopper	43.1%	52.2%	42.6%	49.3%
Equal Household Shopper	19.0%	18.9%	21.9%	21.2%
Non Household Shopper	37.9%	29.0%	35.4%	29.5%
Total Household Shopper	62.1%	71.0%	64.6%	70.5%
Main Hhold Shopper & Kids 0-4	8.1%	10.0%	7.6%	8.8%
Main Hhold Shopper & Kids 5-9	7.9%	10.9%	9.1%	9.7%
Main Hhold Shopper & Kids 10-14	7.9%	10.4%	9.2%	8.4%
Main Hhold Shopper & Kids 15-17	4.9%	6.3%	5.6%	5.9%



Good is Gold: Household Income Profile

The chart and table below show the profile by **Household Income** of people who **Agree** ("Tend to Agree" and "Strongly Agree") with each Good is Gold statement.

The profile is based on All People 10 years of age or over.



The table below shows the profile of people that agree with each Good is Gold statement. Percentages shown as **"%"** highlight where positive skews in the profile occur i.e. people in the household income group make up a greater proportion of people who agree than their representation in the total population suggests.

Household Income	Population Profile All People 10 Years and Over	"I have bought a product or service from a company because it supports a charity or worthy cause"	"I feel more loyal to a company that aligns itself with a charity or worthy cause"	"It is a company's responsibility to support a charity or worthy cause"
All people 10 years and over	100%	100%	100%	100%
Up To \$20,000	11.1%	10.1%	10.9%	10.6%
\$20,001 - \$40,000	16.5%	17.0%	17.4%	17.0%
\$40,001 - \$60,000	15.2%	15.8%	13.9%	16.0%
\$60,001 - \$80,000	10.9%	12.0%	9.7%	11.8%
\$80,001 - \$100,000	6.9%	7.9%	7.9%	7.9%
\$100,001+	12.0%	12.9%	11.7%	11.5%



Definitions

Outlined below are key definitions of the technical aspects of the Good is Gold service. If you require further information please contact us at info@nielsenmedia.co.nz

Survey Methodology

The Good is Gold service is collected as part of the Nielsen Media Research National Readership and Panorama Survey. This survey is based on a fully national sample size of 3750 people per quarter that then builds to an annual sample size of 15,000 people. The sample base is all people 10 years and over.

The administration of the survey includes a face-to-face survey and a self-completion booklet that is left with the respondent and mailed back to Nielsen Media Research. The Good is Gold questions are included on the Self Completion booklet.

The National Readership and Panorama Survey is independently audited for survey quality.

Questions

The questions that form the basis of this profile are shown below. In a number of cases groups have been combined for the purposes of profiling e.g. 10-19 is a combination of 10-12, 13-14, 15-17 and 18-19 years old.

Good is Gold attitudes

- "I have bought a product or service from a company because it supports a charity or worthy cause"
- "I feel more loyal to a company that aligns itself with a charity or worthy cause"
- "It is a company's responsibility to support a charity or worthy cause"

Each statement has a 5-point scale:

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree

The group that is profiled in this report is the combination of “Tend to Agree” and “Definitely Agree” statements.

Age

Respondents are given a showcard with numbers representing age groups.

They read out the number that represents their age e.g. 10-12 years, 13-14 years, 15-17 years etc.

Ethnicity

Which of these best describes your ethnic origin?

- European descent
- Maori descent
- Pacific Island descent
- Other



Region

Interviews take place within designated areas, following the sample criteria. Therefore the area filter is automatically recorded before the interviews in each area.

- Northern
- Central
- Southern
- Auckland
- Wellington
- Christchurch
- Dunedin
- Hamilton
- Metropolitan
- Provincial
- Secondary/Minor
- Rural

Household Shopper Status

The Household Shopper definitions reflect current household shopping behaviour.

Main Household Shopper (All People 10+)

Incorporates All People who do the majority of the household's shopping, *plus* those people who usually share the shopping and have done most of it in the past month.

Equal Household Shopper

Main Household Shopper = Majority or equal involvement and respondent in the last month
Equal Household Shopper = Equal involvement and equal in the last month
Non Household Shopper = Not responsible or equal involvement and other person in last month
Total Household Shopper = Main and equal Household shoppers

Total Household Shopper

Incorporates all “Main Household Shoppers” *plus* those who usually share the shopping and have shared it in the past month.

Household Shoppers with Children

How many children in your household are under 5 years of age?

How many are between 5 and 9 years inclusive?

How many are between 10 and 14 years inclusive?

- 0-4 years
- 5-9 years
- 10-14 years



Household Income

Is your total gross household income from all income earners and all other sources before tax more than \$20,000 per year?....is it more than \$30,000 per year (etc.)

- Up to \$20,000
- \$20,001-\$30,000
- \$30,001-\$40,000
- \$40,001-\$60,000
- \$60,001-\$80,000
- \$80,001-\$100,000
- \$100,001-\$120,000
- More than \$120,000

Margin of Error

This report is based on interviews with 3750 people. The maximum margin of error for this sample size is 1.6% at the 95% confidence level.

The margin of error will vary as sample size and the result in percentages change in line with the table below.

	Size (as a percentage of potential)						
		5%	10%	20%	30%	40%	50%
	OR	95%	90%	80%	70%	60%	50%
	100	4.3%	5.9%	7.8%	9.0%	9.6%	9.8%
	200	3.0%	4.2%	5.5%	6.4%	6.8%	6.9%
	300	2.5%	3.4%	4.5%	5.2%	5.5%	5.7%
	400	2.1%	2.9%	3.9%	4.5%	4.8%	4.9%
	500	1.9%	2.6%	3.5%	4.0%	4.3%	4.4%
	1000	1.4%	1.9%	2.5%	2.8%	3.0%	3.1%
	2000	1.0%	1.3%	1.8%	2.0%	2.1%	2.2%
	3000	0.8%	1.1%	1.4%	1.6%	1.7%	1.8%
	4000	0.7%	0.9%	1.2%	1.4%	1.5%	1.5%
	5000	0.6%	0.8%	1.1%	1.3%	1.4%	1.4%
	6000	0.6%	0.8%	1.0%	1.2%	1.2%	1.3%
	7000	0.5%	0.7%	0.9%	1.1%	1.1%	1.2%
	8000	0.5%	0.7%	0.9%	1.0%	1.1%	1.1%
	9000	0.4%	0.6%	0.8%	0.9%	1.0%	1.0%
	10000	0.4%	0.6%	0.8%	0.9%	1.0%	1.0%
	11000	0.4%	0.6%	0.7%	0.9%	0.9%	0.9%
	12000	0.4%	0.5%	0.7%	0.8%	0.9%	0.9%