

WeMoney Awards Program – Ratings Methodology Criteria

2026 People's Choice Awards

Summary

The WeMoney People's Choice Awards celebrate Australia's most trusted and best-loved retail products and brands, as rated by everyday Australians.

Conducted directly by WeMoney across its community of verified members, and supported by de-identified transaction insights from over 1.5 million connected accounts, these awards recognise the products delivering outstanding value, quality, and consumer trust across major household categories.

A WeMoney Award represents a powerful credential: independent, data-led recognition designed to help consumers make confident purchase decisions, while enabling brands to build trust and accelerate customer acquisition.

Research & Data Sources

The 2026 People's Choice Awards are built on two complementary data sets:

1. WeMoney Consumer Research

- Conducted in-house by WeMoney's research team, surveying verified WeMoney members who have personally purchased and used the products.
- Sample Size: 1,000 Australians per survey
- Representative of ABS data:
 - Gender: 50% Female / 50% Male
 - Age: 18-24 (25%) / 25-44 (50%) / 45-75 (25%)
 - Location: All states and territories
- Eligibility: A respondent must have purchased at least one of the products within the last 24-months to be included in the research. As a baseline, a brand must receive ≥ 20 verified consumer purchases to qualify.

2. WeMoney Member Insights

- 615M+ categorised transactions, \$73B+ spend analysed across groceries, appliances, fashion, technology, and more.
- Provides real-world context on share of wallet, switching behaviour, and retailer penetration across Gen Z & Millennial cohorts.

Award Categories

Outstanding Value

This award recognises the brand that delivers the best combination of quality, features, and affordability to consumers. The award is determined by the brand that has the highest average rating for **Value** in their product category.

This award celebrates products that provide consumers with exceptional worth for their investment, balancing cost-effectiveness with quality and performance.

Excellent Quality

This award recognises the brand that demonstrates superior build quality, durability, and performance standards. The award is determined by the brand that has the highest average rating for **Quality** in their product category.

This award honours products that set the benchmark for excellence in their category, representing the highest standards of craftsmanship and performance.

Overall Satisfaction

This award recognises the brand that achieved the highest level of overall consumer satisfaction across all evaluated criteria. The award is determined by the brand that has the highest average rating for **Overall Satisfaction** in their product category.

This prestigious recognition celebrates products that consistently deliver exceptional experiences to Australian consumers, representing the pinnacle of consumer approval within their category.

Data Collection & Review Process

In-House Consumer Research

WeMoney conducts its consumer research directly across its verified member base, rather than through a third-party panel. Our process begins by identifying important elements of consumer experience with products—such as ease of use, reliability, performance, and value—and creating comprehensive questionnaires that allow respondents to rate their satisfaction with each element.

Research Methodology

The questionnaires are structured to be unbiased and designed to elicit both favourable and unfavourable responses. We ask consumers to confirm:

- What products they have purchased in the last 24 months
- Which brand of product they purchased
- The level of importance they placed on specific factors when comparing products
- How they rated their experience across multiple evaluation criteria

Research participants must have personally purchased and used the product to ensure authentic, experience-based feedback rather than theoretical opinions.

Statistical Rigour

Award Eligibility: For a brand to be eligible for consideration as an award winner, they must have received a minimum of **20 consumer responses**. This sample size threshold ensures statistical confidence and provides WeMoney with assurance that results are representative of broader Australian consumer sentiment.

Evaluation Criteria

Awards are based on consumer ratings across individual criteria that apply to the use and experience of each product. These criteria broadly fall into the following categories:

Core Evaluation Areas

- **Ease of Use** - How simple and intuitive the product is to operate
- **Reliability** - Consistent performance and dependability over time
- **Performance** - How effectively the product fulfils its intended purpose
- **Design** - Aesthetic appeal and thoughtful construction
- **Features & Functionality** - Range and usefulness of product capabilities
- **Durability** - Long-term build quality and resistance to wear
- **Value for Money** - Cost-effectiveness relative to benefits provided
- **Overall Satisfaction** - Comprehensive assessment of the total ownership experience

Category-Specific Criteria

Additional evaluation criteria are tailored to each product category to ensure relevance and accuracy. For example:

- **Kitchen Appliances:** Ease of cleaning, capacity, energy efficiency
- **Consumer Electronics:** Battery life, connectivity, user interface quality
- **Personal Care Products:** Effectiveness, gentleness, packaging convenience

Each individual criterion receives a rating from 1-10, with responses from all participants combined and averaged to determine category winners.

Editorial Independence

The WeMoney research team follows WeMoney's strict guidelines for editorial integrity. WeMoney People's Choice Awards are awarded irrespective of any commercial relationship with product providers. Our commitment to independence ensures that awards reflect genuine consumer sentiment rather than commercial considerations.

Quality Assurance

All research data undergoes rigorous validation to ensure accuracy and representative sampling. Results are cross-referenced and verified before final award determinations are made.

Award Determination Process

Transparent Methodology

Each award category uses a clear, predetermined methodology:

1. **Outstanding Value:** Weighted index of value for money, price competitiveness, and quality.
2. **Excellent Quality:** Weighted index of quality, durability, and performance.
3. **Overall Satisfaction:** Composite weighted score across all evaluation areas, representing the single highest-performing product in-market.

Statistical Analysis

Where results are closely contested, additional statistical analysis may be conducted to ensure the integrity of award determinations. This may include confidence interval analysis and significance testing.

Consumer Voice Priority

The awards prioritise authentic consumer experience over industry opinion, marketing claims, or technical specifications. Real-world user satisfaction drives all award decisions.

Research Focus: Gen Z & Millennial Consumers

Target Demographic Rationale

Our research places particular emphasis on Gen Z and Millennial consumers (aged 18-45) as they represent:

- The most digitally engaged consumer segment
- Significant current and future purchasing power
- Trend-setting behaviour that influences broader market directions
- A demographic highly focused on value, quality, and authentic brand experiences

Contemporary Relevance

This focus ensures our awards reflect not just current consumer sentiment, but anticipate future market trends and consumer priorities, making WeMoney People's Choice Awards a forward-looking indicator of product excellence.

Commitment to Accuracy and Integrity

The WeMoney People's Choice Awards maintain the highest standards of research integrity, statistical rigour, and consumer advocacy. Our independent methodology ensures that award winners have genuinely earned recognition through superior consumer satisfaction, representing products that Australian consumers can trust and recommend with confidence.

About these awards

The WeMoney Awards are general information only. They are not financial, credit, or product advice and are not a recommendation to acquire any particular product. Winners and rankings are based on our published methodology and do not take into account your objectives, financial situation or needs. Before acting on any information here, consider whether it is appropriate for you and read the relevant product's terms, and where applicable the issuer's Product Disclosure Statement (PDS) and Target Market Determination (TMD). WeMoney Pty Ltd (ABN 88 633 007 860) holds Australian Credit Licence 526330.