dataSpring

The Industry's Number One Asian Sample Provider

Panel Book

Version 1.2 2024



PANEL BOOK UPDATES

PANEL DATA

Region panel sizes and profile figures updated - December 2023

HIGHLIGHTS

Panel size increased by 17.1%, from 13,527,202 in January 2023 to 15,842,250 in December 2023.

Regions with the biggest panel sizes as of December 2023:

- Japan: 3,926,979
- China: 3,882,187
- Indonesia: 2,588,553

➔ dataSpring's Korea and China panel websites and applications were recently renewed and launched, while the Southeast Asia panel website and application will be relaunched in March. The conversion rate of Signup to Active users has improved to 99% and user satisfaction is very high.

➔ The 10s age panel increased by 6.9% in Japan and 8.76% in China.

➔ The 50s+ age panel increased by 1.07% in Korea, 1.84% in Taiwan, 1.31% in Malaysia, and 1.04% in India.

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OUR STORY

dataSpring has a proud history that started in 2009, when the company, formerly named Research Panel Asia (RPA), started offering Japan panels to global markets. It is headquartered in Tokyo, Japan and offers reliable solutions for market researchers, including online and mobile sample in Asia, full service market research and data collection operations.

In recent years, dataSpring has been functioning as the panel solutions arm of Japan's elite market research firm, INTAGE Group a consolidated subsidiary of NTT DOCOMO.

intage group®
Know today, Power tomorrow

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ABOUT US

dataSpring is Asia's Leading Panel Provider. We offer all-inclusive solutions to ensure the success of market researchers.

We provide high-quality online and mobile panel in Asia, survey software services, and data collection and project management operations.

MISSION

To connect brands with targeted consumers through our leading technology, thereby cultivating real relationships between products and people.



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WHERE DO OUR PANELS COME FROM?

Proprietary Panels

Our ever-growing proprietary panels are recruited locally through SNS, search engines and online advertising. We use a double-opt in process and strict registration measures are in place to ensure ID verification. dataSpring manages panelist engagement through our local-language platforms:

- www.zanli.com (China)
- www.panelnow.co.kr (Korea)
- www.surveyon.com (APAC)



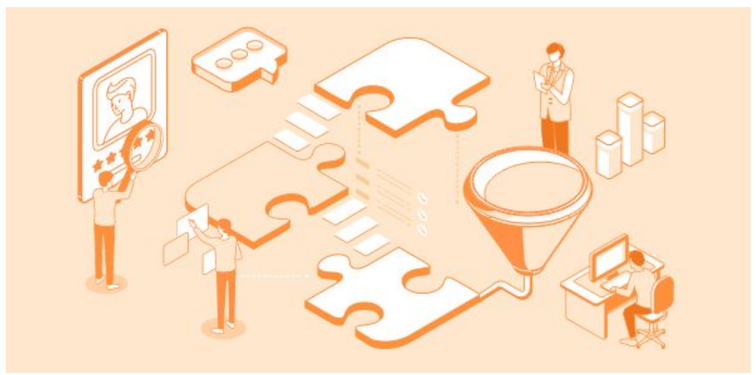
API Integration

surveyon Partners is an API platform that integrates verified partner panels into our system. With this platform, we can provide an expansive network of respondents instantaneously and offer partners an opportunity to monetize their panels. We partner with various media companies, including shopping websites and mobile applications, as well as other panel suppliers.



3rd Party Procurement

We use the industry standard practice of working with Third Parties when more respondents are needed to fill certain project quotas. Even though these local and global partners are not part of our API, rest assured that we put them through a rigorous screening process and evaluate their performance to ensure panel health and data quality.



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HOW DO WE MAINTAIN PANEL QUALITY?

VERIFIED

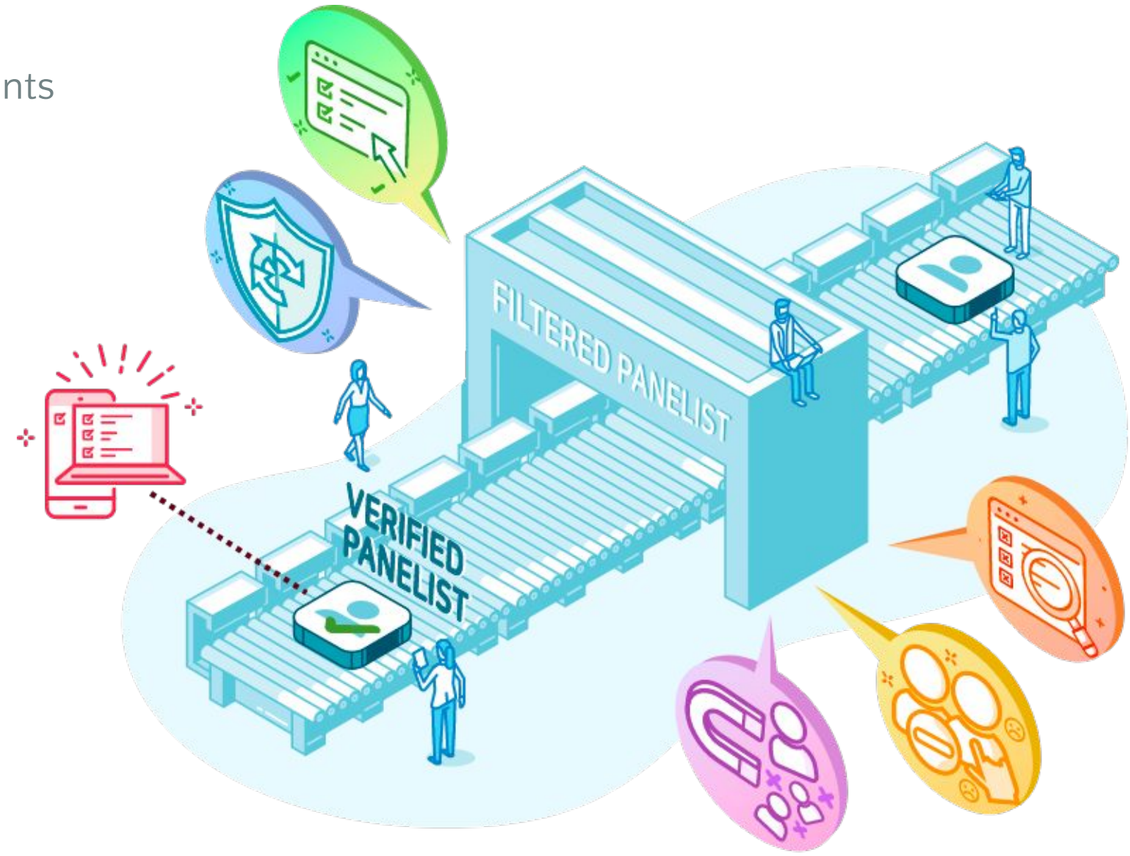
Strict registration measures that include validation of personal ID or physical address, as well as IP check, ensure that respondents are correctly profiled.

UNIQUE

In-house Digital Fingerprint System blocks any duplicate respondents for each survey.

ENGAGED

Internal Quality Checks are regularly conducted to eliminate speeders, straight-liners, and respondents who give inconsistent information. These checks can be conducted manually for better quality control.



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COVERAGE

Extensive coverage and detailed profiling for your Asian research needs.
Our panels are always growing!

MARKET	PANEL SIZE
JAPAN	3,926,979
CHINA	3,882,187
KOREA	455,083
SINGAPORE	142,956
INDONESIA	2,588,553
THAILAND	1,751,149

MARKET	PANEL SIZE
VIETNAM	981,762
TAIWAN	383,519
HONG KONG	49,875
MALAYSIA	247,127
PHILIPPINES	1,032,165
INDIA	400,895

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WHAT PROFILES CAN WE TARGET?

B2B



- Employment Status
- Occupation Category
- Type of Industry
- Department
- Company Size (Worldwide)
- Official Position
- Level of Involvement in contract and purchasing
- Role in decision-making
- Primary Role at Work (IT)

FAMILY



- Monthly Personal Income
- Monthly Household Income
- Monthly Household Expense
- Marital Status
- Have a child/children under the age of 18 living at home
- Gender and Age of the children in the household
- Highest Education Level

MEDICAL



MEDICAL

- Job Title (Doctor, Dentist, Pharmacist, Nurse, etc.)
- Doctor Specialty

AILMENTS

- Current Ailments
- Past Ailments
- Smoking Status

AUTOMOTIVE



- Type of driver's licence
- Number of cars at home
- Owner of car
- Body type of car (Mainly uses)
- Purchased year of the car (Month - Year) (Mainly uses)
- Number of motorcycle at home

MOBILE



- Type of mobile phone owned
- Mobile phone carrier for private usage
- Smartphone model

TRAVEL



- Travel experience in the past year
- Frequency of trip overseas (Private) in the past 12 months
- Country traveled for private trip
- Frequency of trip overseas (Business)
- Country traveled for business trip

OTHERS

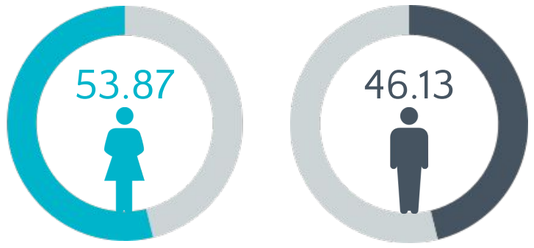


- Financial asset amount (savings, stock, bond, mutual fund, etc.)
- Willingness to take surveys in English

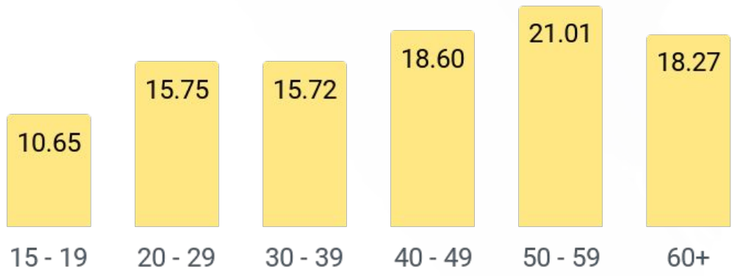
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Japan *3,926,979*

Gender %



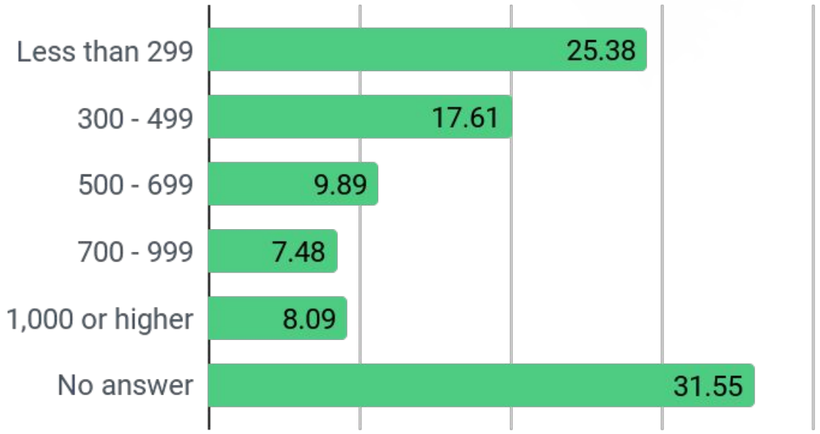
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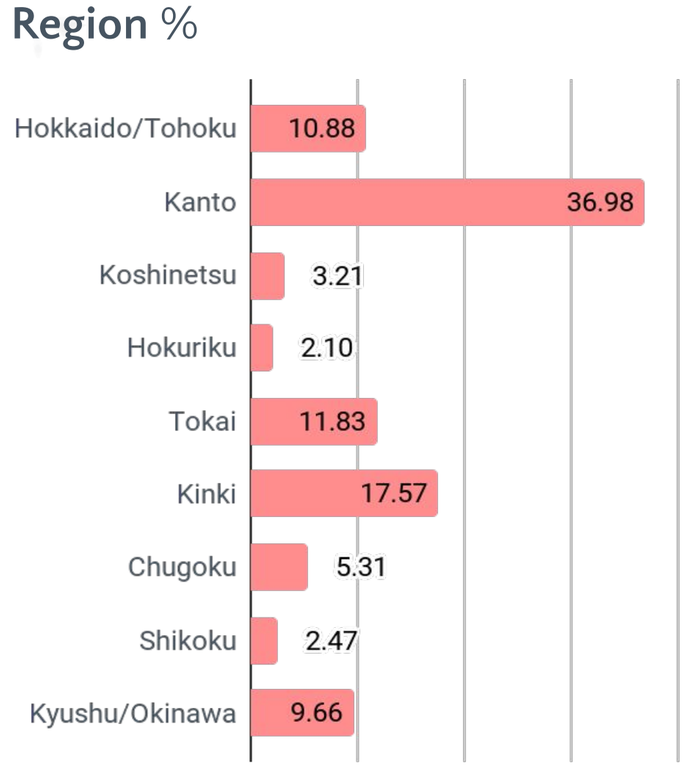


Household Income %

(Monthly, unit: 1,000 JPY)



Region %



Employment Status %



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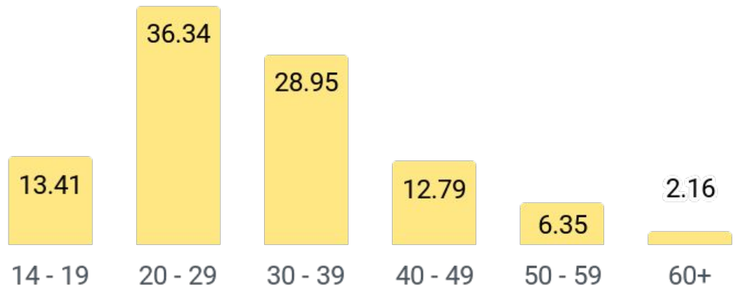
China *3,882,187*



Gender %

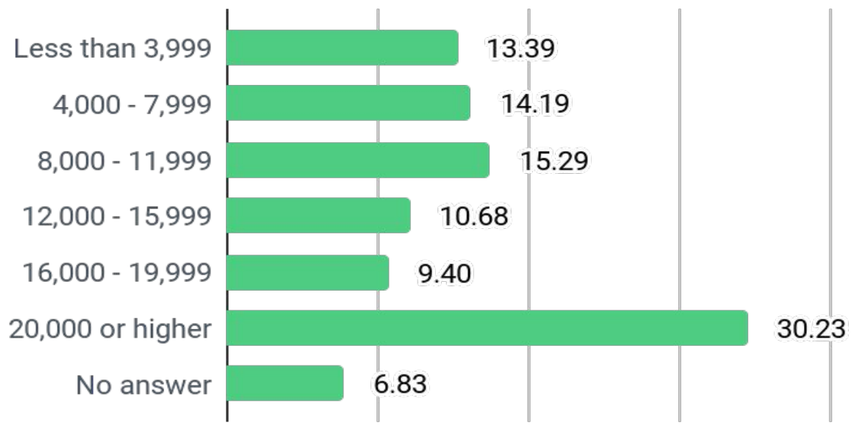


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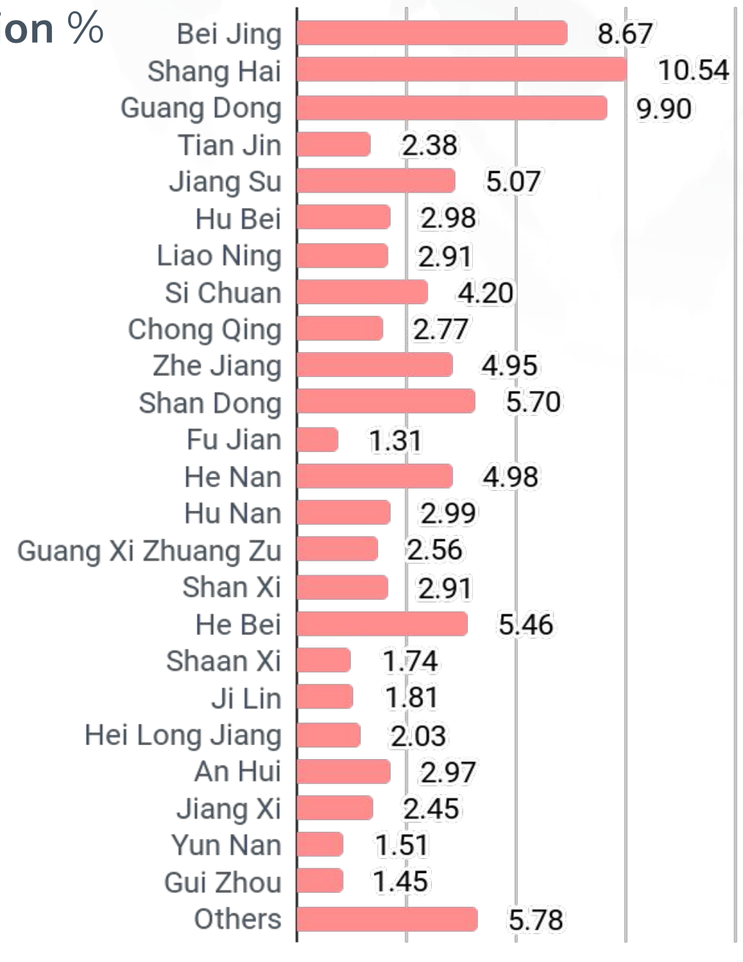


Household Income %

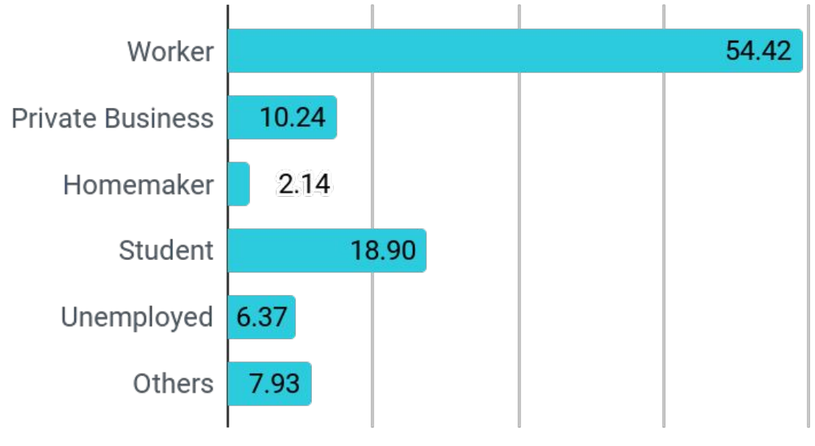
(Monthly, unit: RMB)



Region %



Employment Status %

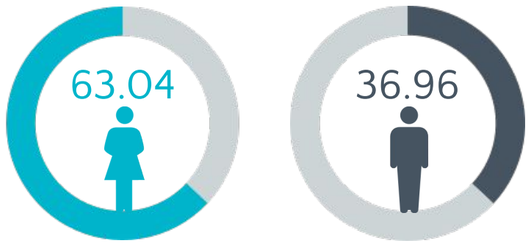


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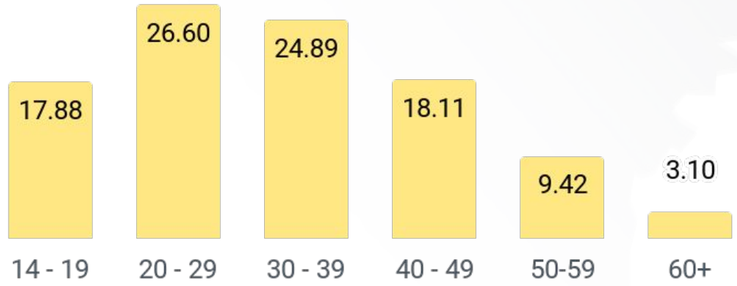
Korea *455,083*



Gender %



Age %

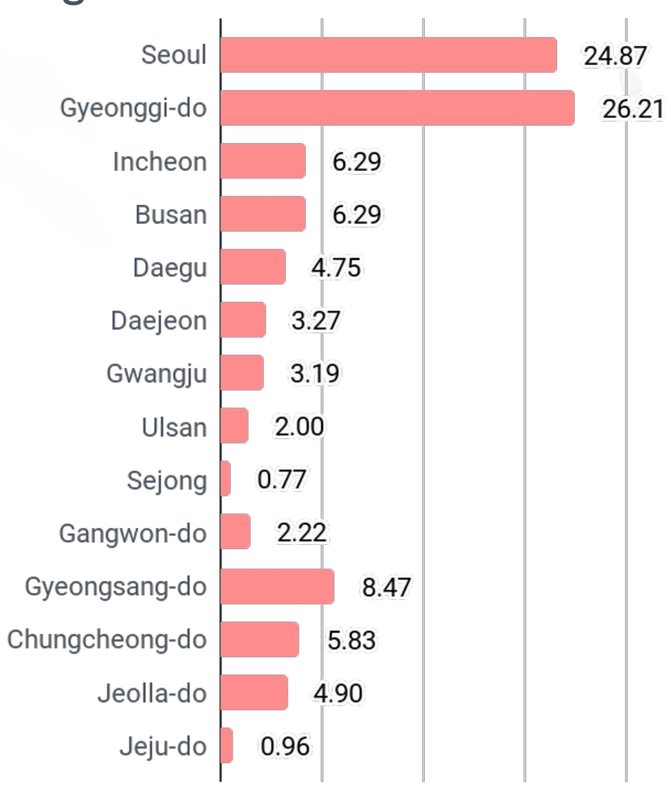


Household Income %

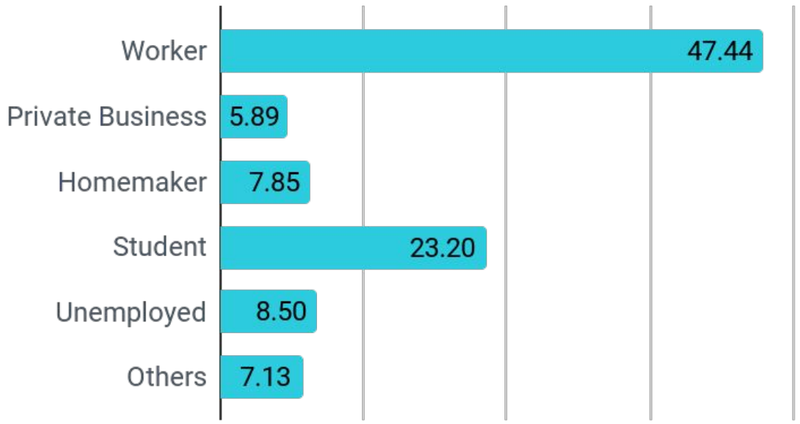
(Monthly, unit: 1,000 KRW)



Region %



Employment Status %

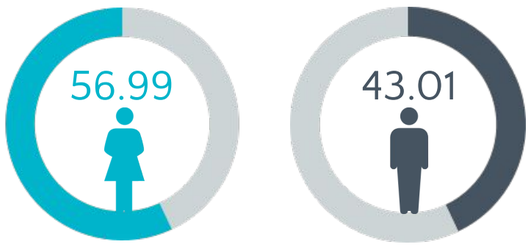


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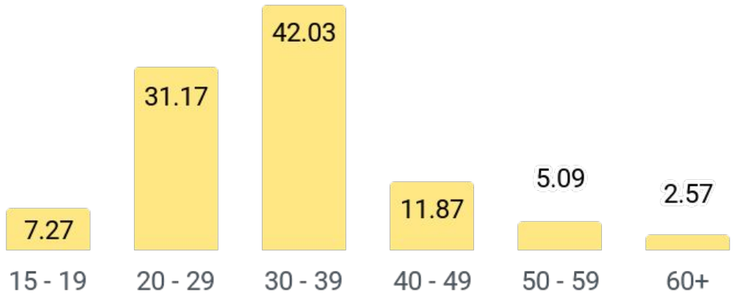
Singapore *142,956*



Gender %



Age %

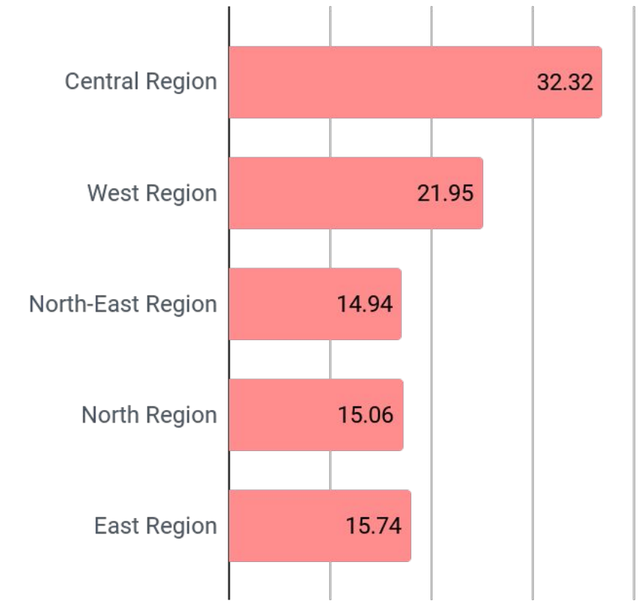


Household Income %

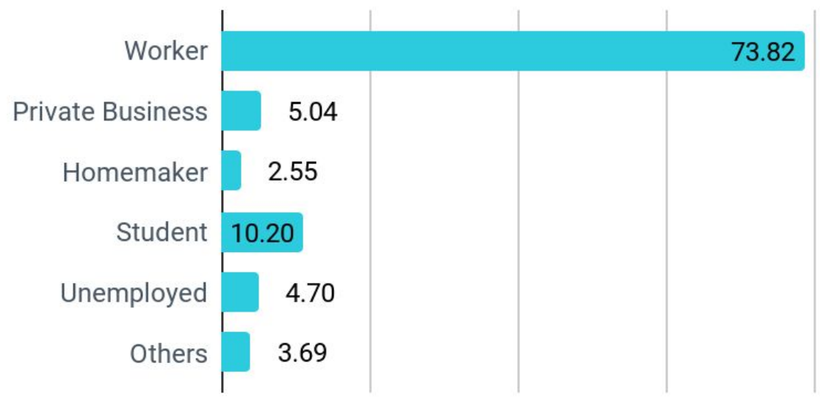
(Monthly, unit: SGD)



Region %



Employment Status %

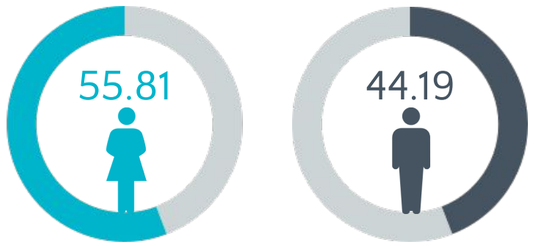


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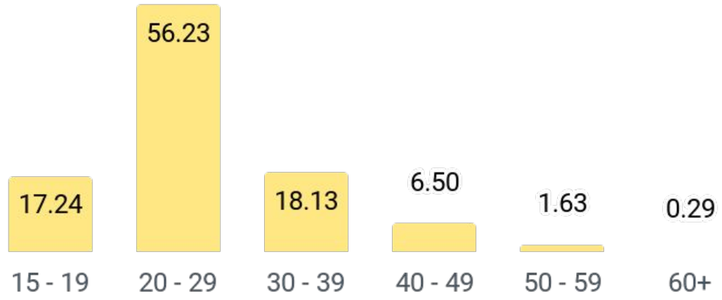
Indonesia *2,588,553*



Gender %

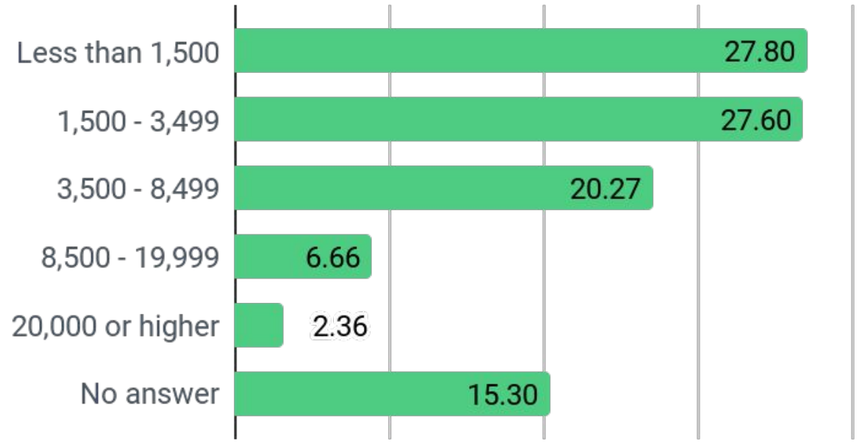


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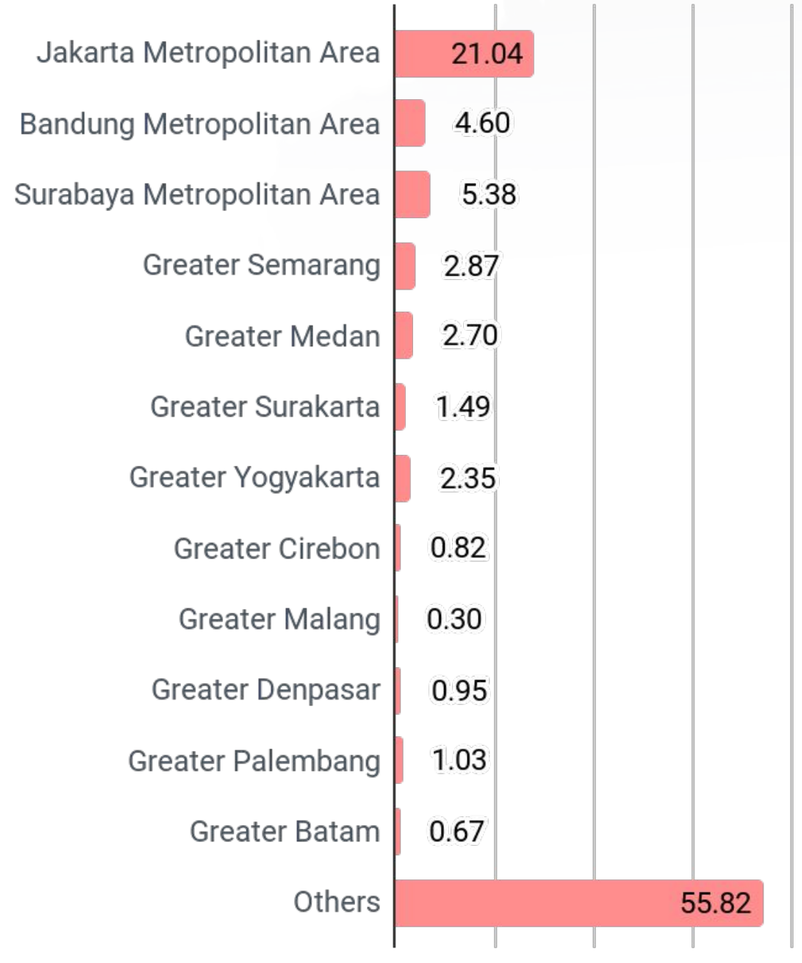


Household Income %

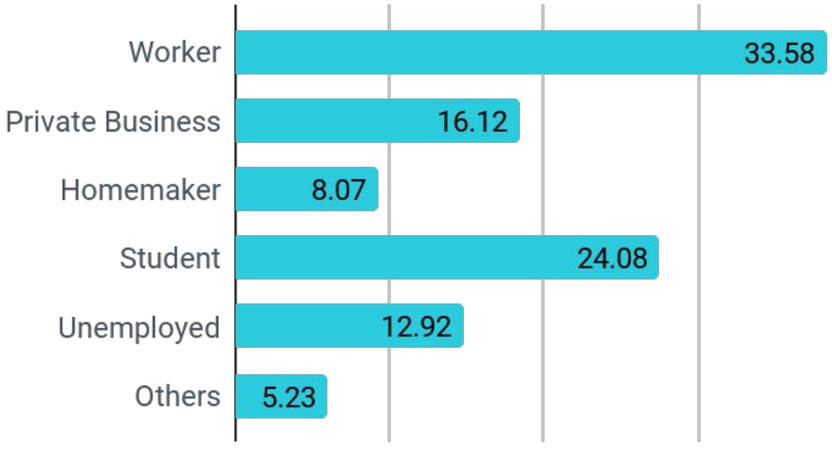
(Monthly, unit: 1,000 IDR)



Region %



Employment Status %

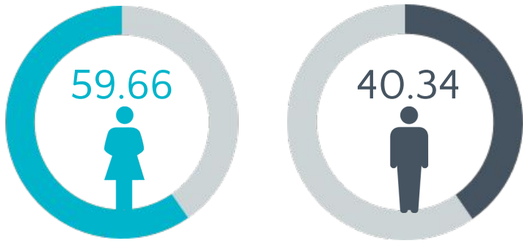


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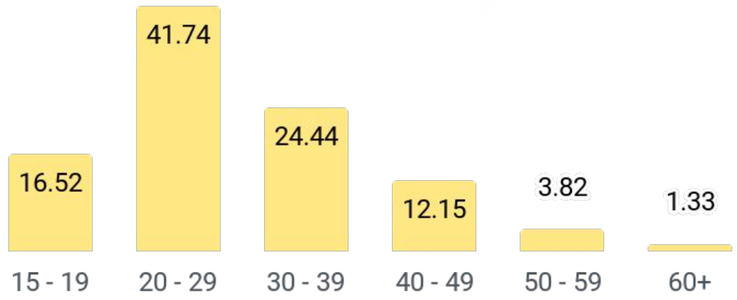
Thailand *1,751,149*



Gender %

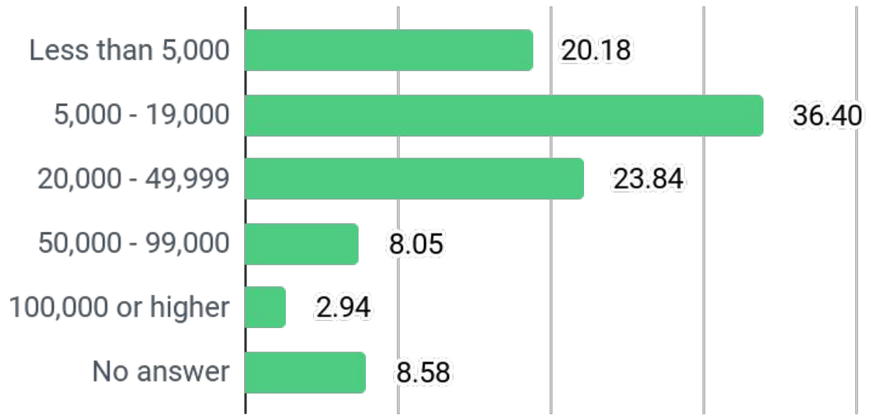


Age %

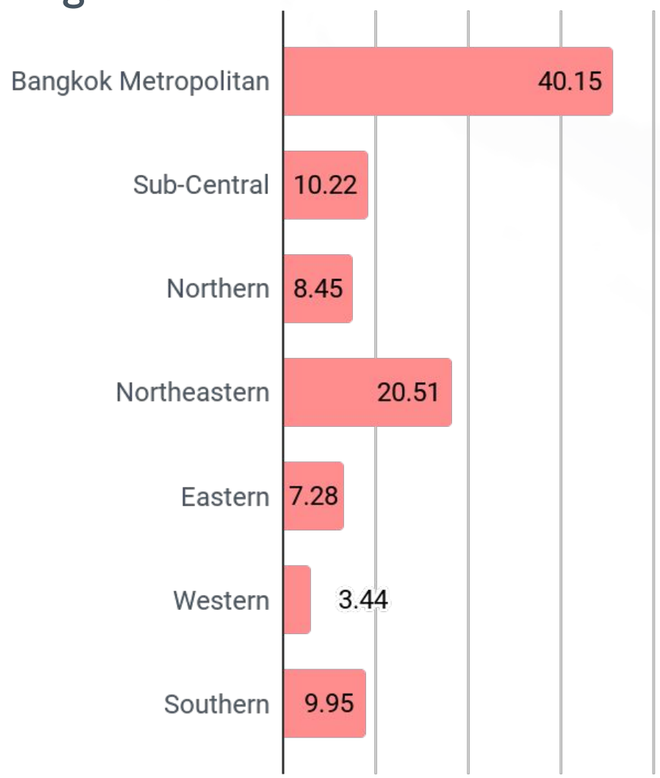


Household Income %

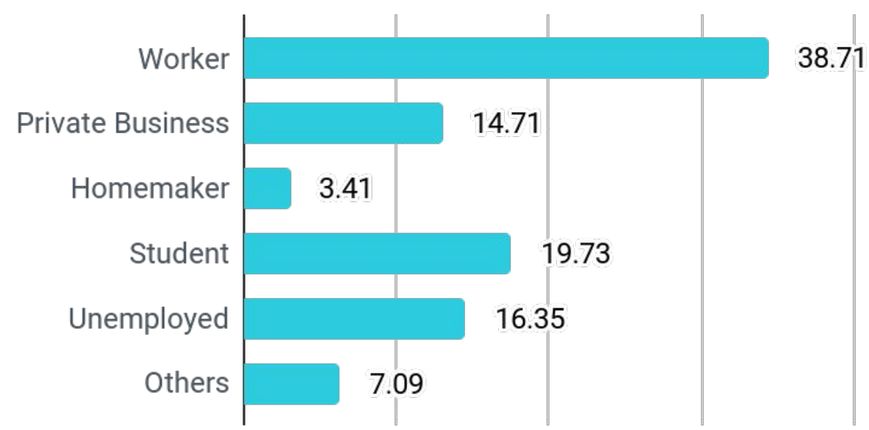
(Monthly, unit: THB)



Region %



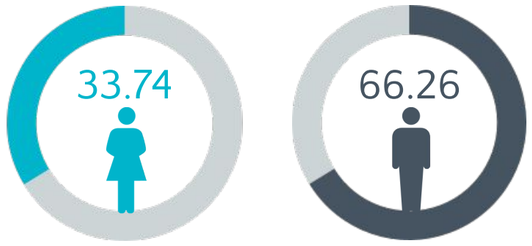
Employment Status %



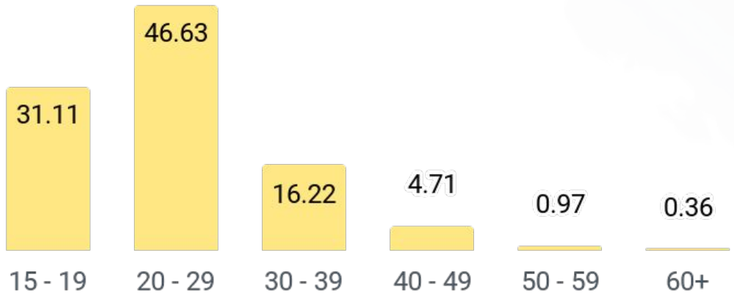
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Vietnam *981,762*

Gender %



Age %



Household Income %

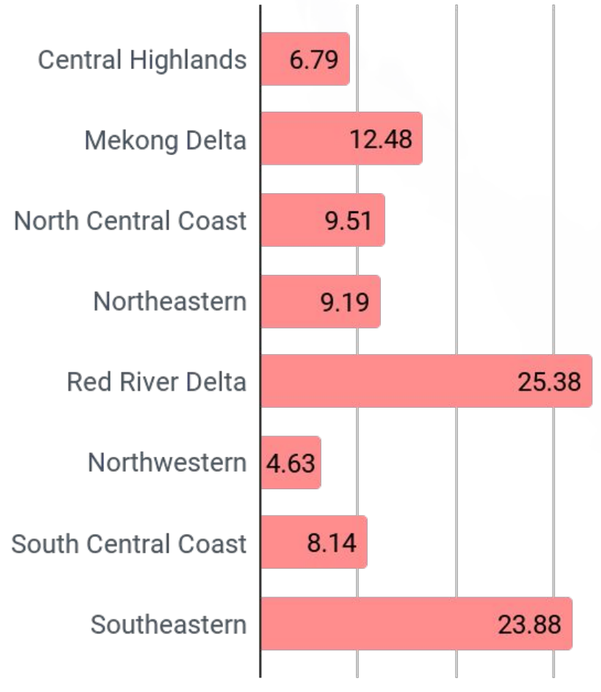
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Employment Status %

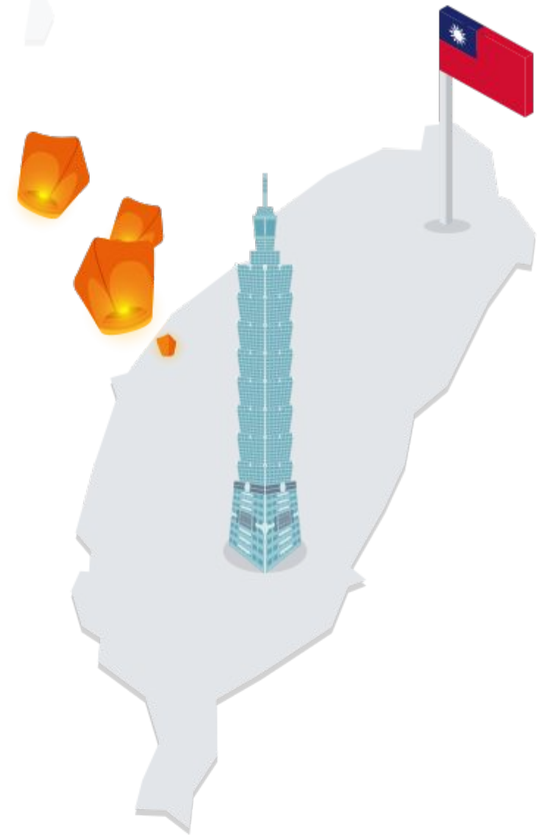


Region %

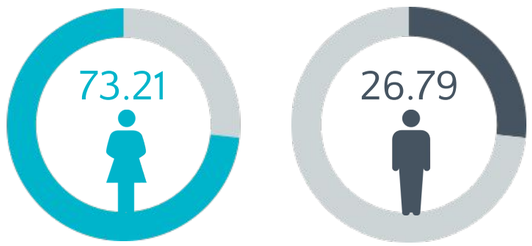


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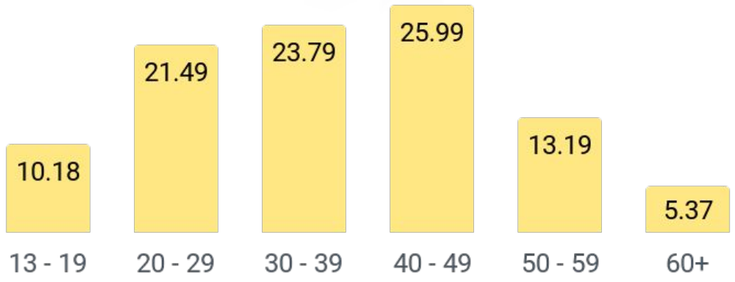
Taiwan *383,519*



Gender %

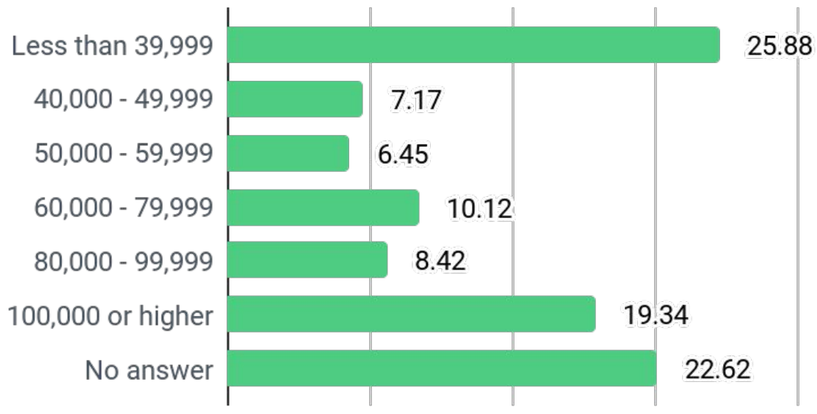


Age %

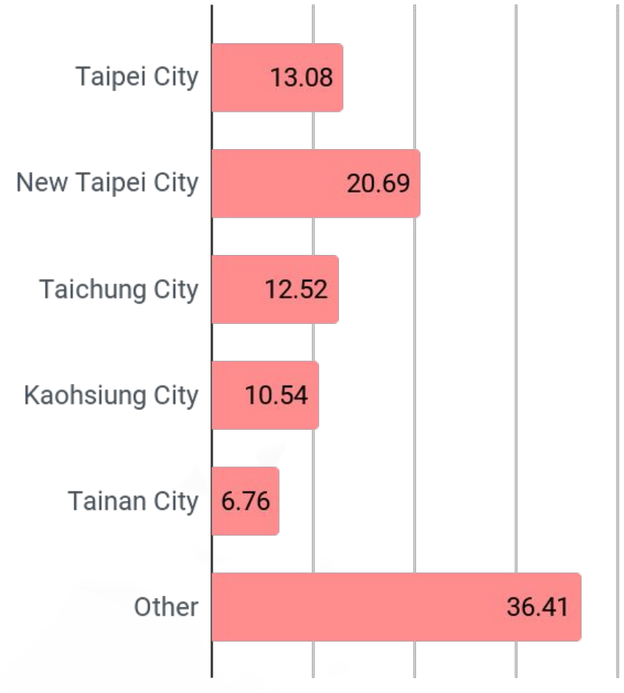


Household Income %

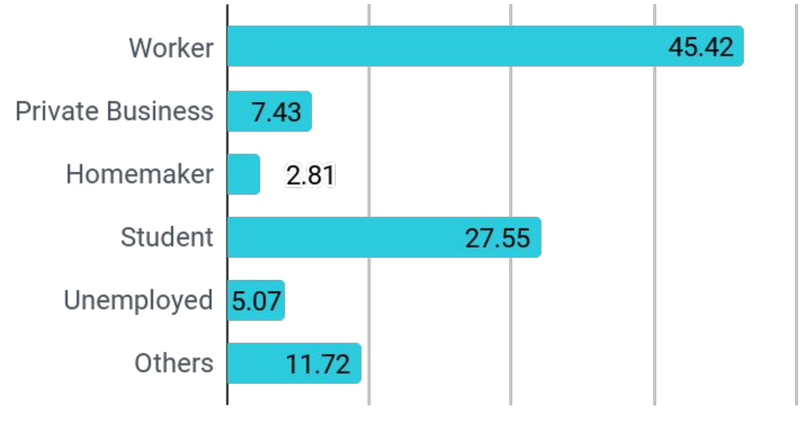
(Monthly, unit: TWD)



Region %

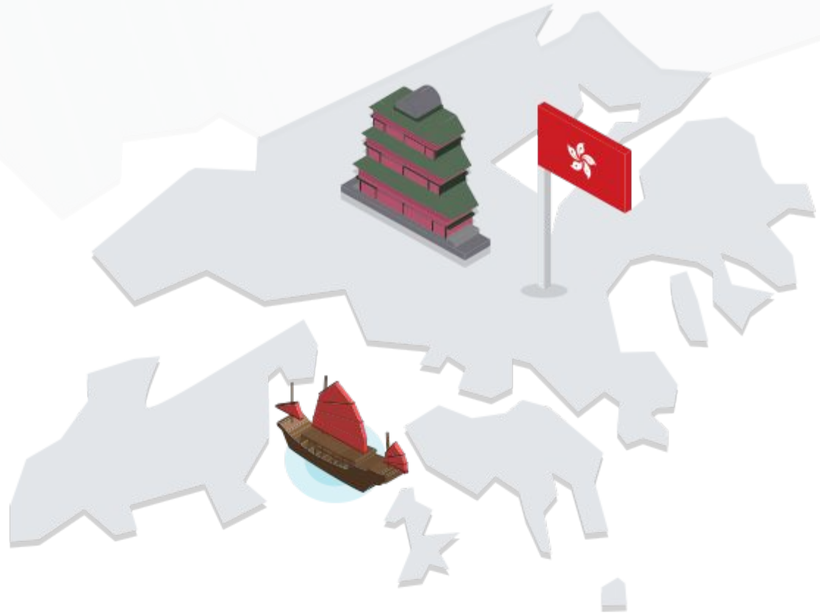


Employment Status %

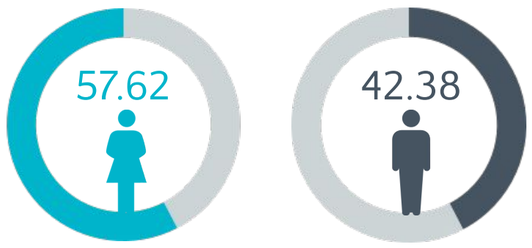


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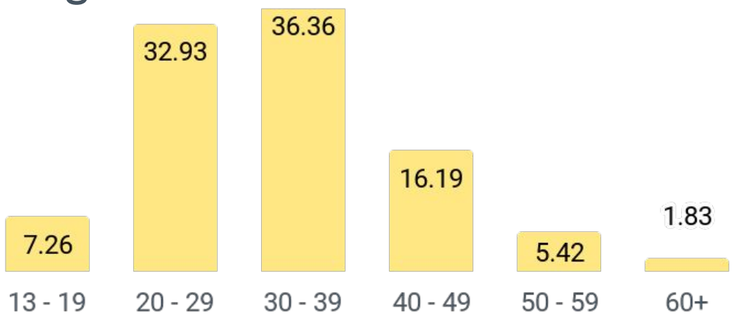
Hong Kong *49,875*



Gender %



Age %

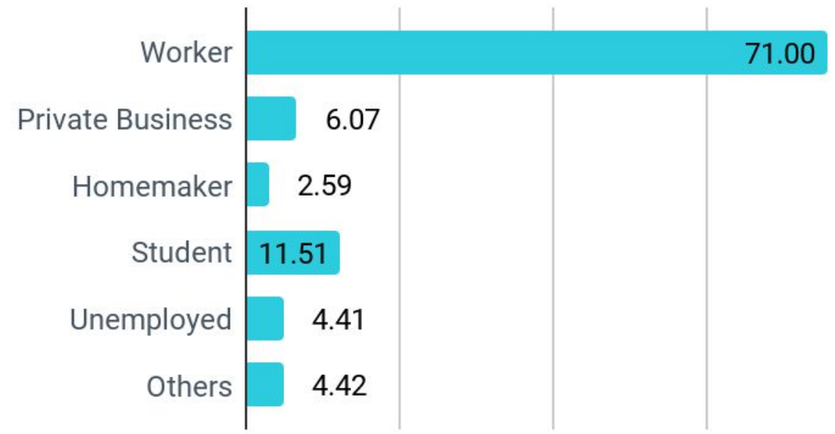


Household Income %

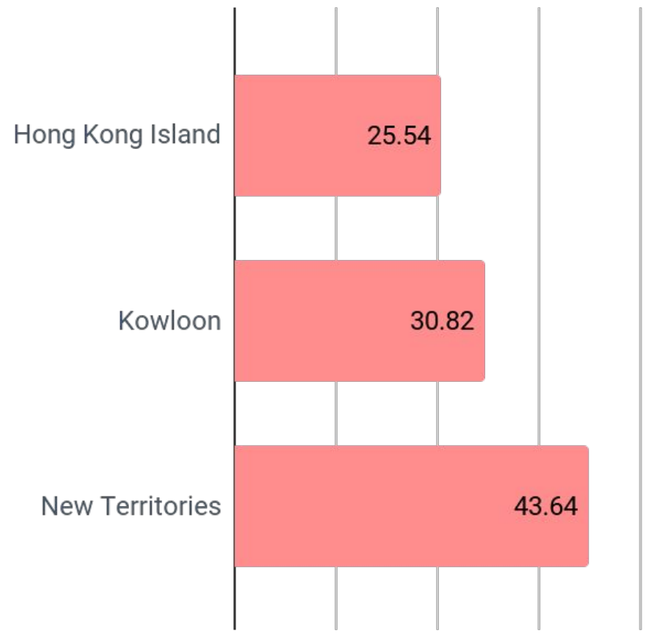
(Monthly, unit: HKD)



Employment Status %



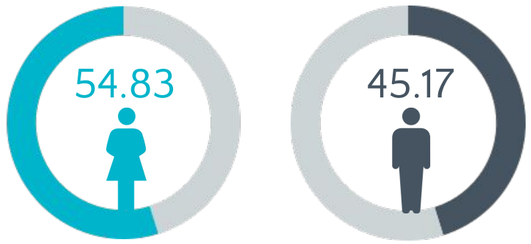
Region %



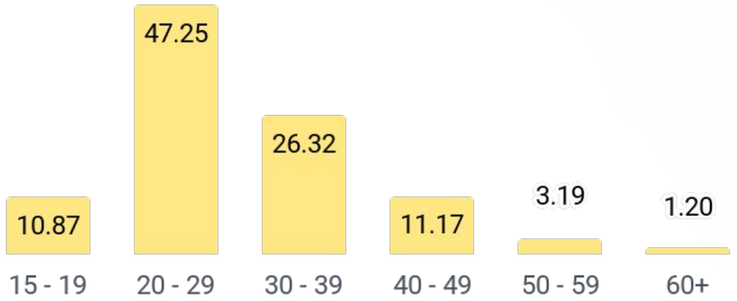
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Malaysia *247,127*

Gender %

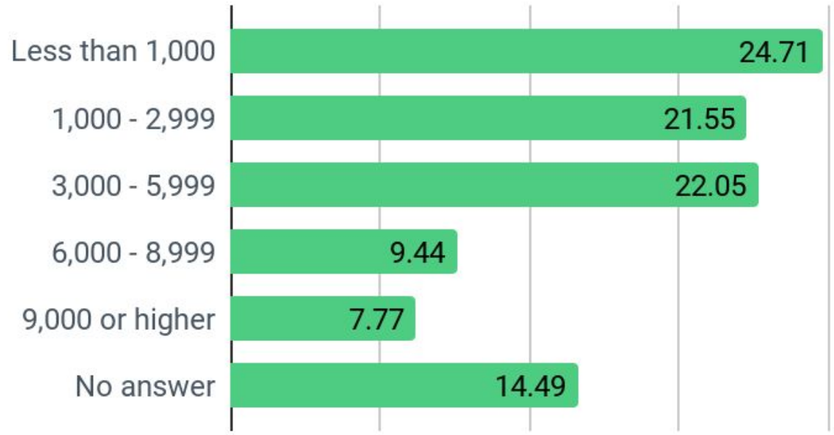


Age %



Household Income %

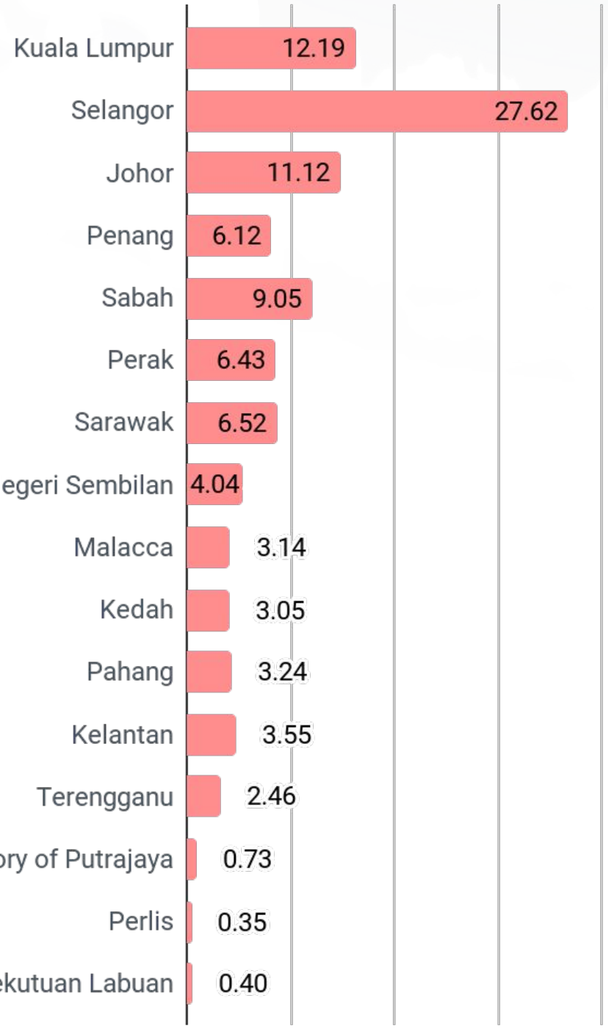
(Monthly, unit: MYR)



Employment Status %



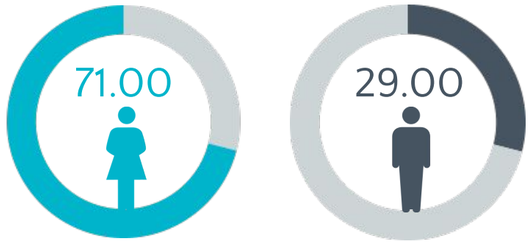
Region %



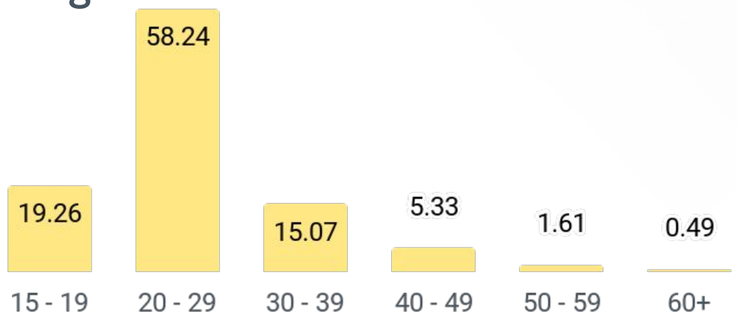
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Philippines *1,032,165*

Gender %



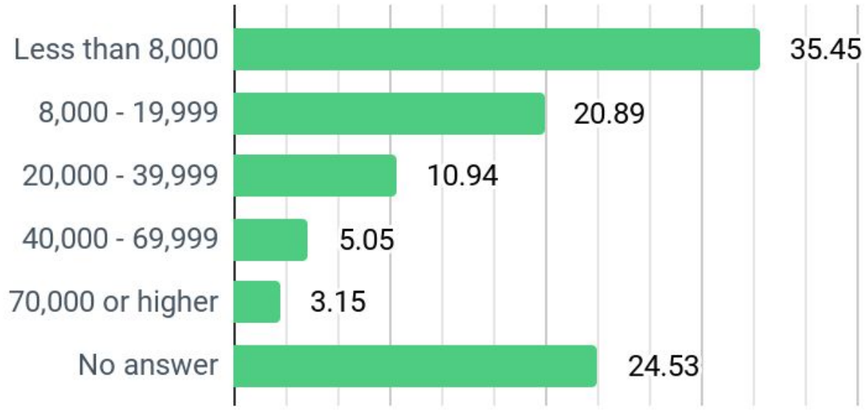
Age %



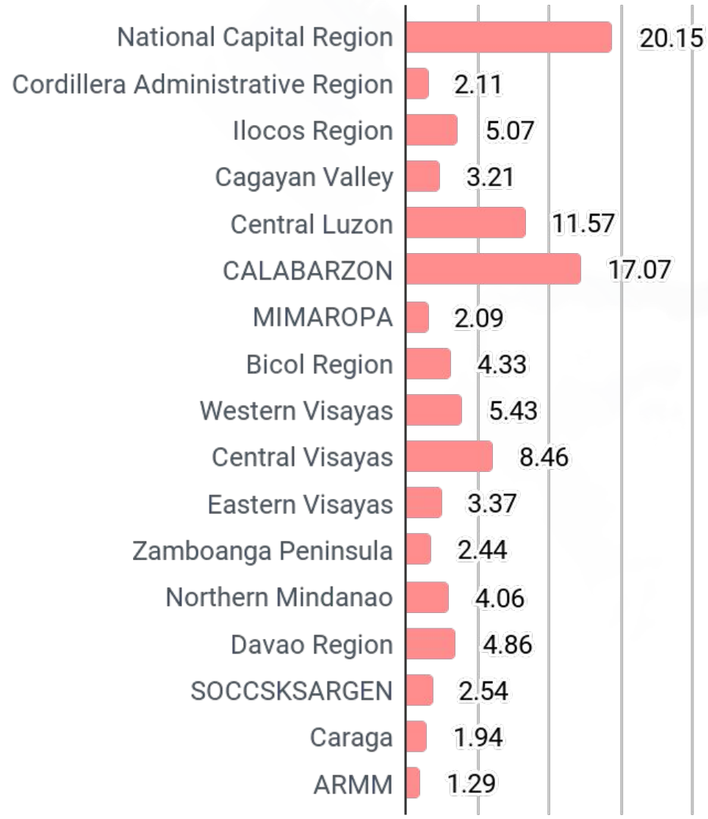


Household Income %

(Monthly, unit: PHP)



Region %



Employment Status %

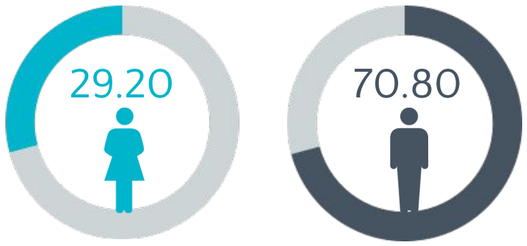


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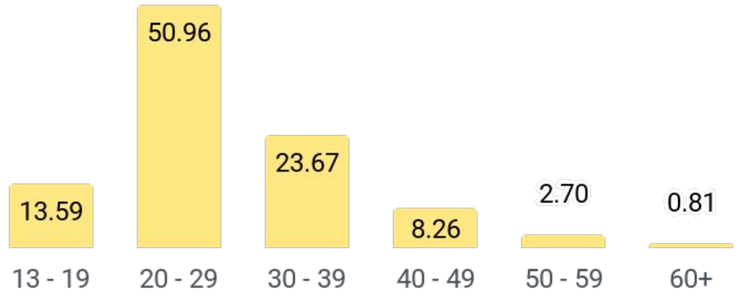
India *400,895*



Gender %

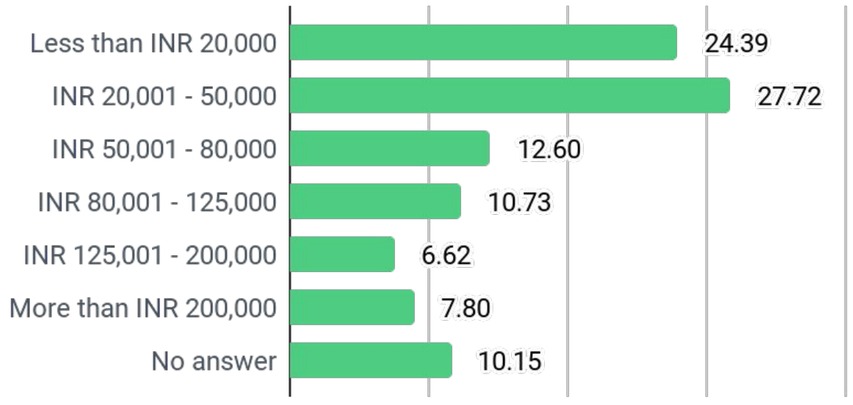


Age %

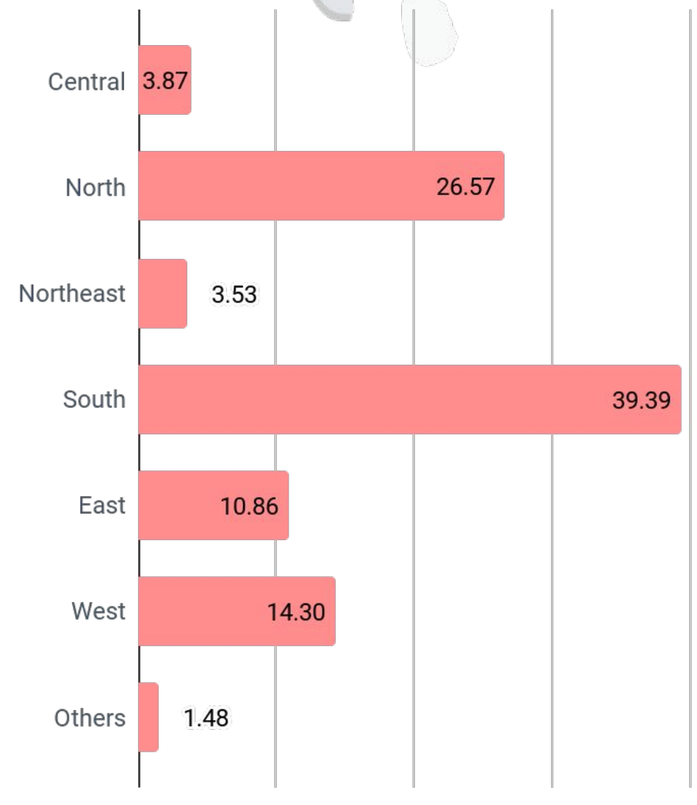


Household Income %

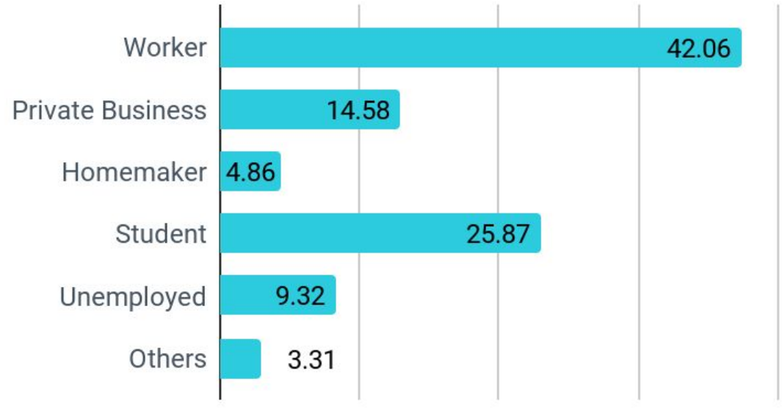
(Monthly, unit: INR)



Region %



Employment Status %



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Most of the projects we manage are multi-country studies in Asia. Within our diverse team, each Springer speaks at least two languages. As a whole team, we can communicate in many languages to support our clients all over the world.

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