



The Industry's Number One *Asian Sample Provider*

Panel Book

Version 1.0 2025



PANEL BOOK **UPDATES**

PANEL DATA

Region panel sizes and profile figures updated – January 2025

HIGHLIGHTS

Our total panel size for 2024 is 15,078,947, showcasing a commitment to diverse and high-quality respondent engagement.

As of December 2024, the regions with the largest panel sizes are:

- Japan: 4,702,459
- Indonesia: 2,825,019
- China: 1,985,776

- Korea's panel size grew by 13.5%, with both male (+5.5%) and female (+3.6%) segments showing strong increases. Notably, the 50s+ age groups saw significant growth.
- Malaysia's female panel grew by 42.8%, with the 10s segment seeing a remarkable 57.0% increase, reflecting effective engagement with younger audiences.
- Thailand's 50s age group experienced exceptional growth of 93.4%, indicating increasing engagement with older respondents.



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.



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.



WHERE DO OUR PANELS COME FROM?

Proprietary Panels

Our ever-growing proprietary panels are recruited locally via social networks, search engines, and online advertising. We use a double-opt-in process and strict ID verification to ensure quality and authenticity. We manage panelist engagement through our localized platforms:

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



API Integration

surveyon Partners is an API platform that seamlessly integrates verified partner panels into our system, enabling instant access to a vast respondent network. This platform enhances reach while offering partners a valuable opportunity to monetize their panels. We collaborate with various media companies, including shopping websites, mobile apps, and panel suppliers, ensuring diverse and high-quality respondent engagement.



3rd Party Procurement

To meet project-specific quotas, we follow industry best practices by collaborating with trusted third-party providers. While these local and global partners operate outside our API, each undergoes a rigorous screening process to ensure compliance with our quality standards. We continuously assess their performance to maintain panel integrity, delivering reliable data and high-quality insights for every project.



HOW DO WE MAINTAIN **PANEL QUALITY?**

VERIFIED

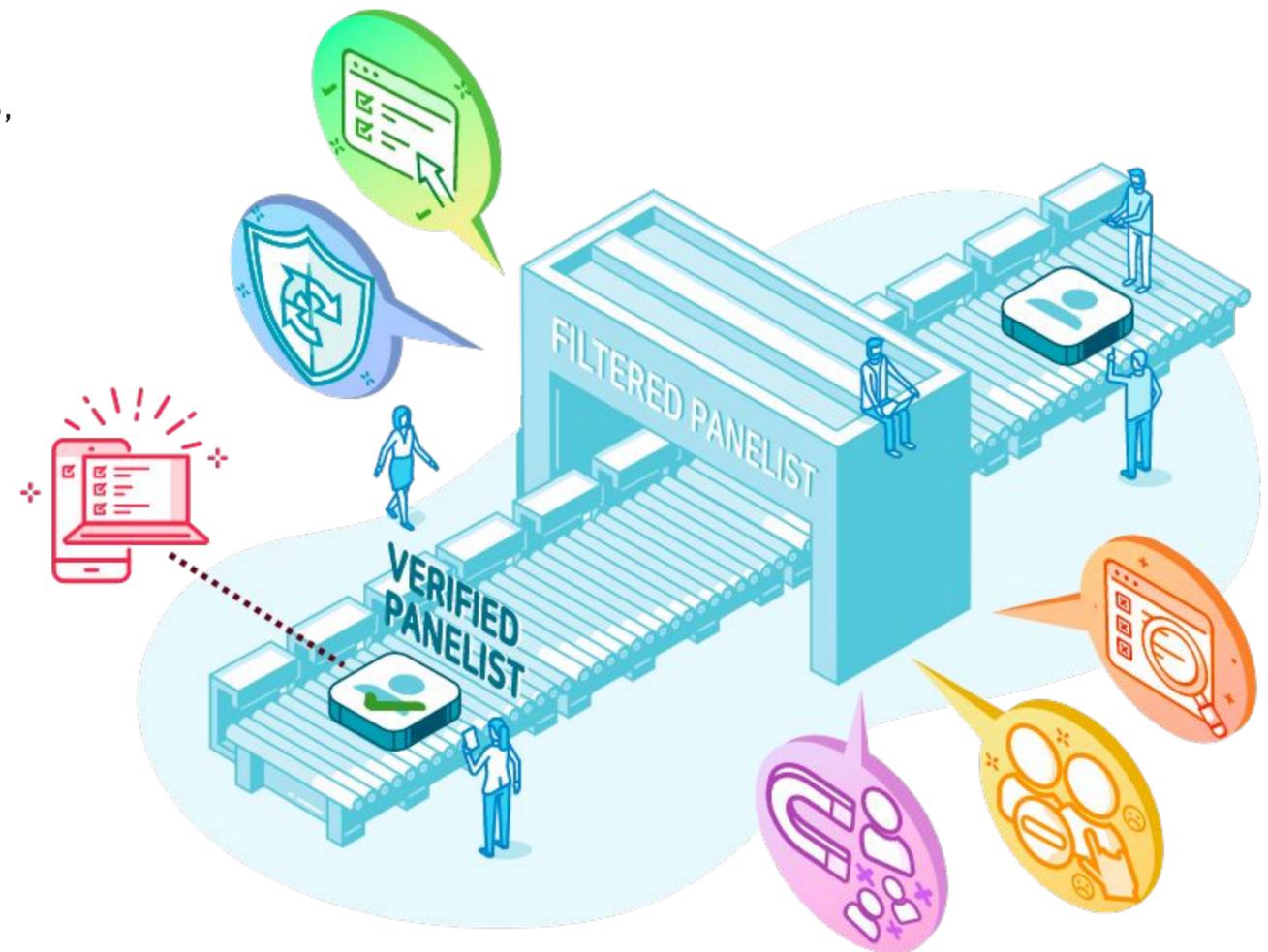
We implement strict registration protocols, including personal ID or physical address validation and IP checks, to accurately profile respondents and uphold data integrity.

UNIQUE

Our in-house Digital Fingerprint System prevents duplicate entries, ensuring that each survey is completed by a unique respondent.

ENGAGED

We conduct regular internal quality checks to identify and remove speeders, straight-liners, and respondents providing inconsistent answers. These checks include manual reviews for enhanced quality control.





COVERAGE

Comprehensive reach and precise profiling tailored to meet your Asian research requirements. Our panels are always growing!

MARKET	PANEL SIZE
JAPAN	4,702,459
CHINA	1,985,776
KOREA	516,741
SINGAPORE	139,235
INDONESIA	2,825,019
THAILAND	1,803,221

MARKET	PANEL SIZE
VIETNAM	923,585
TAIWAN	415,977
HONG KONG	39,790
MALAYSIA	234,218
PHILIPPINES	1,120,305
INDIA	372,621

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

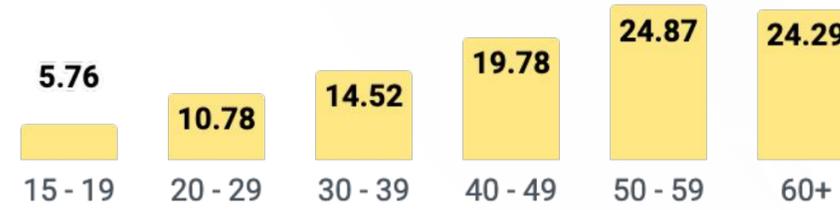
Japan

4,702,459

Gender %



Age %



Household Income %

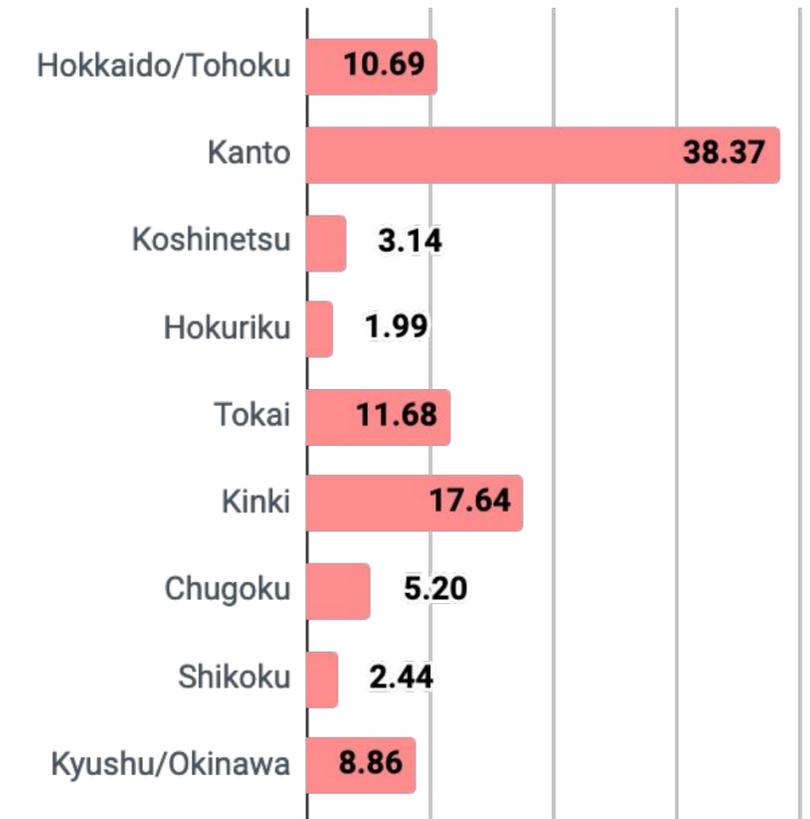
(Monthly, unit: 1,000 JPY)



Employment Status %



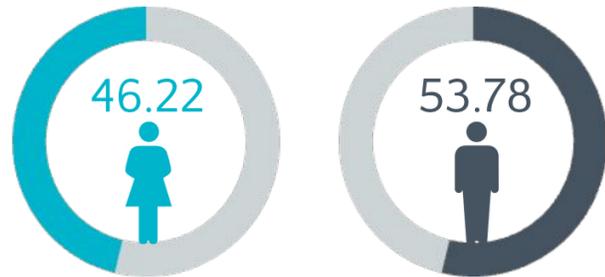
Region %



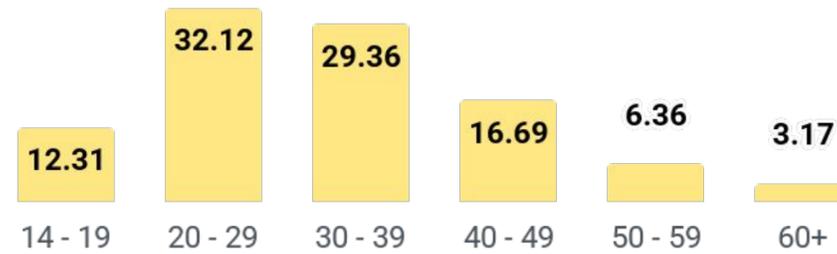
China

1,985,776

Gender %

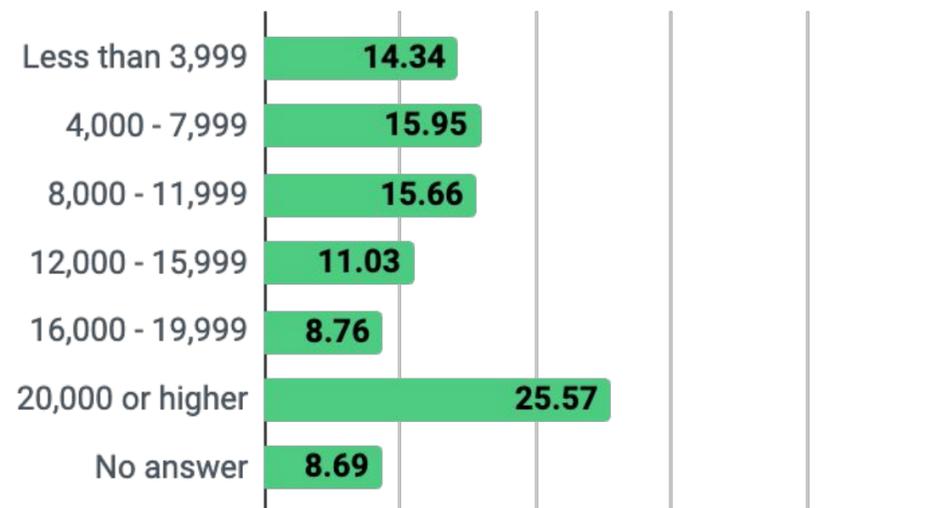


Age %



Household Income %

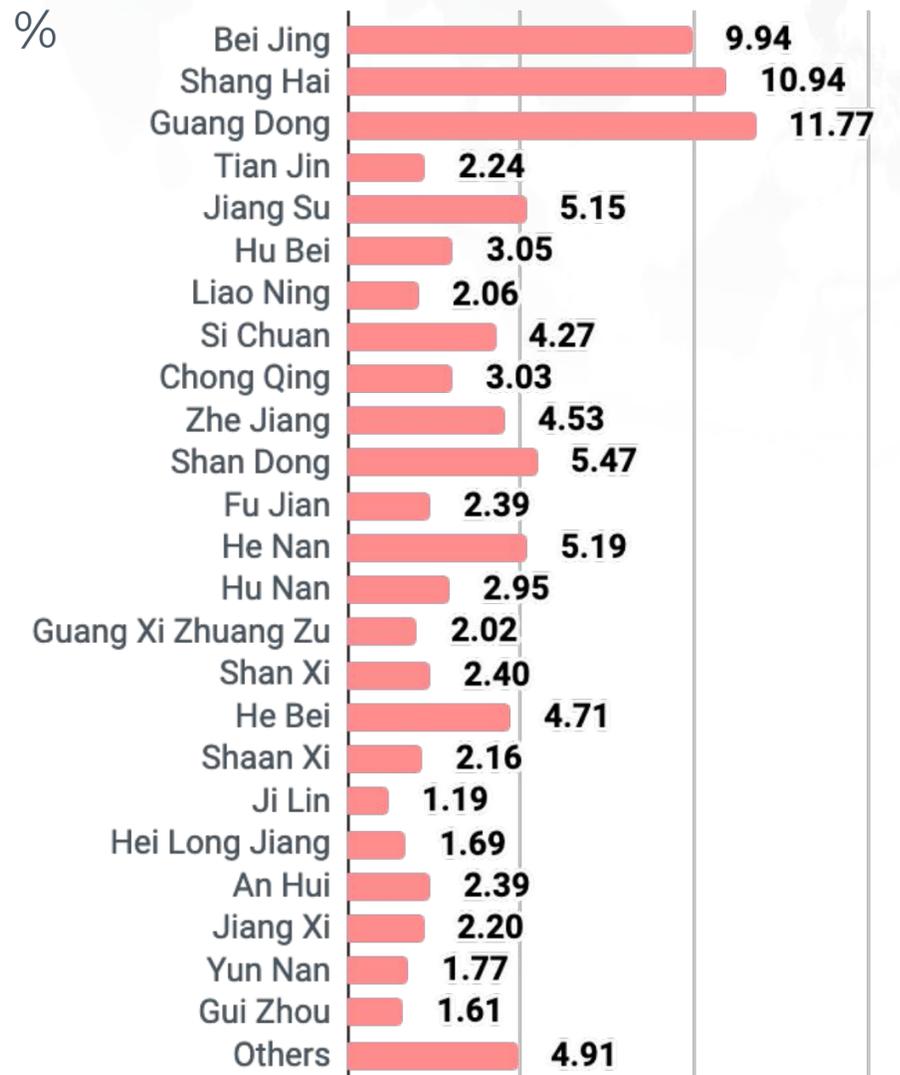
(Monthly, unit: RMB)



Employment Status %



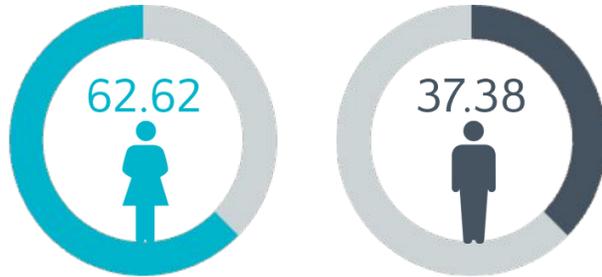
Region %



Korea

516,741

Gender %

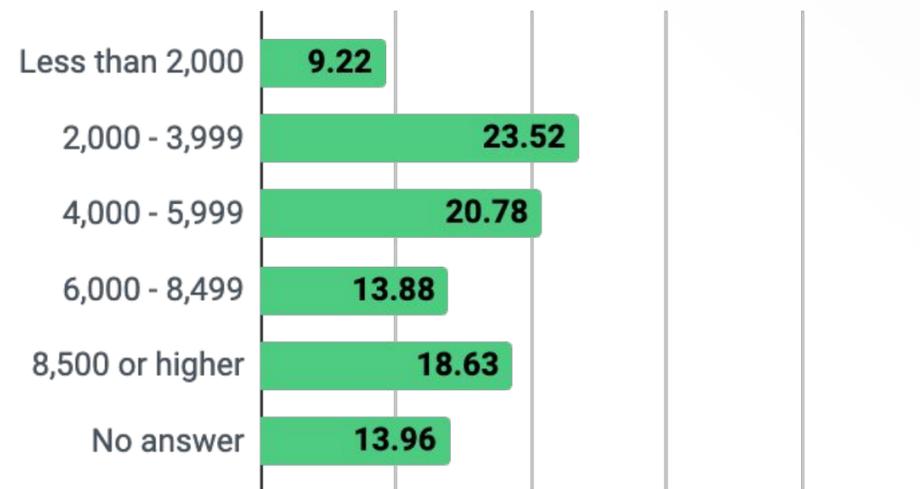


Age %



Household Income %

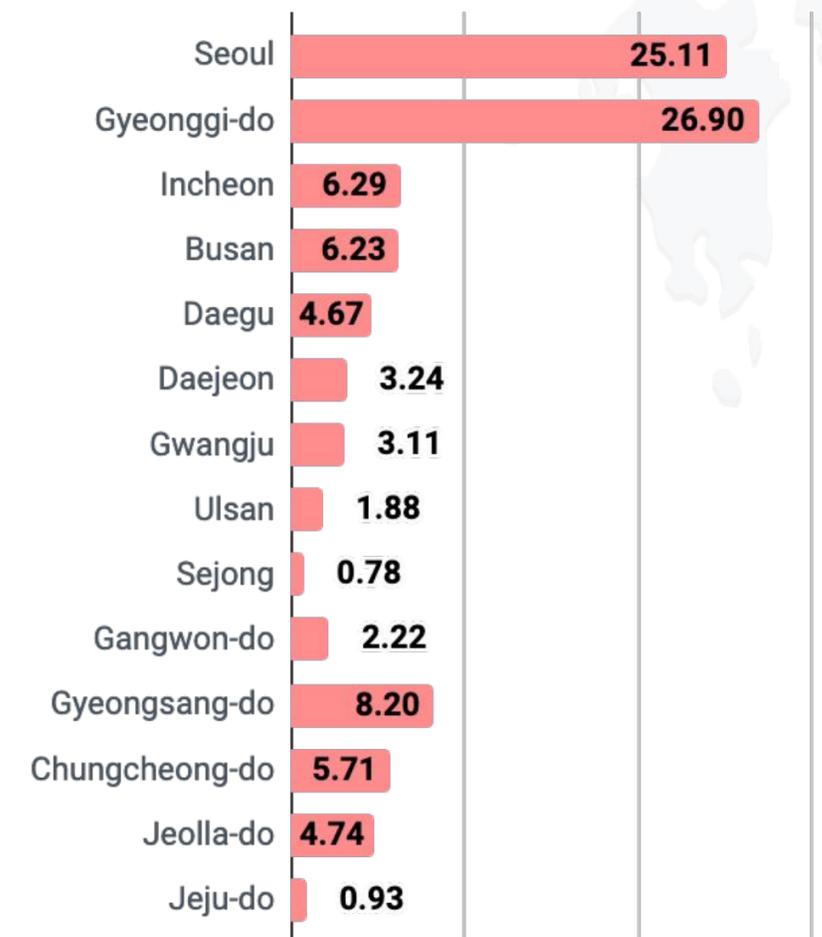
(Monthly, unit: 1,000 KRW)



Employment Status %



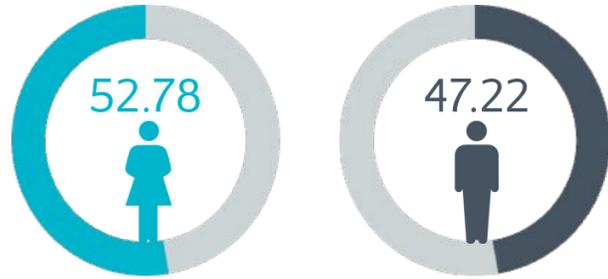
Region %



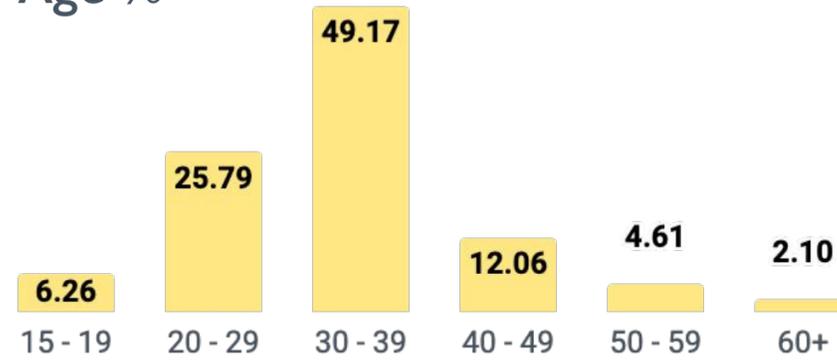
Singapore

139,235

Gender %

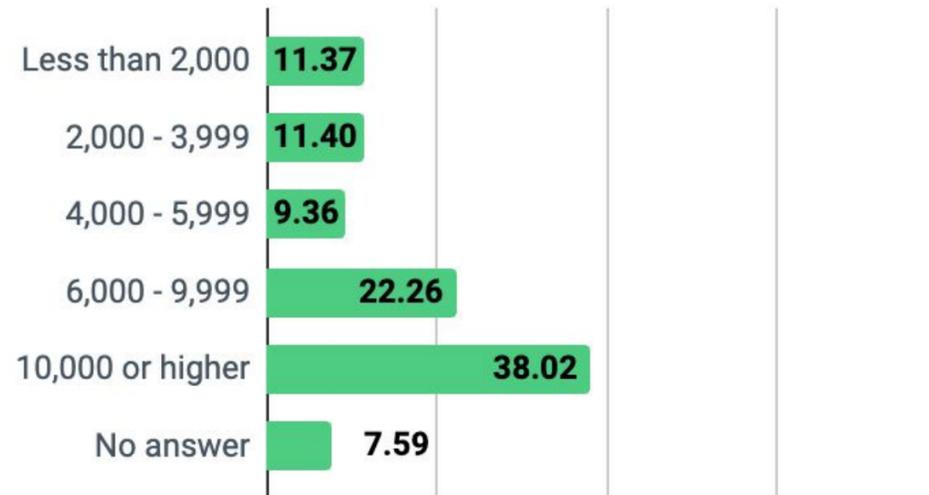


Age %

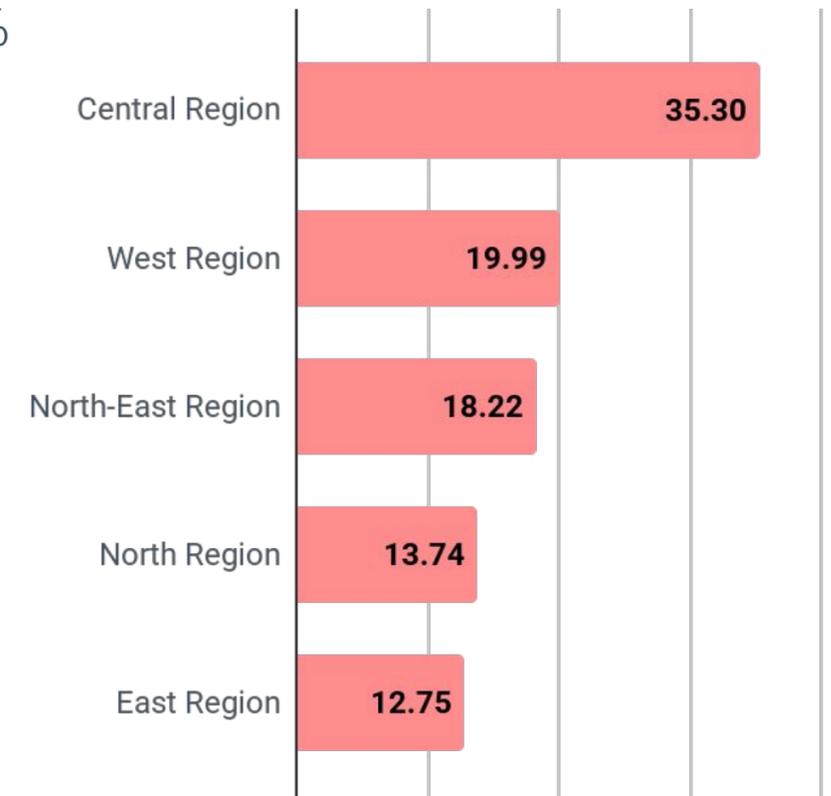


Household Income %

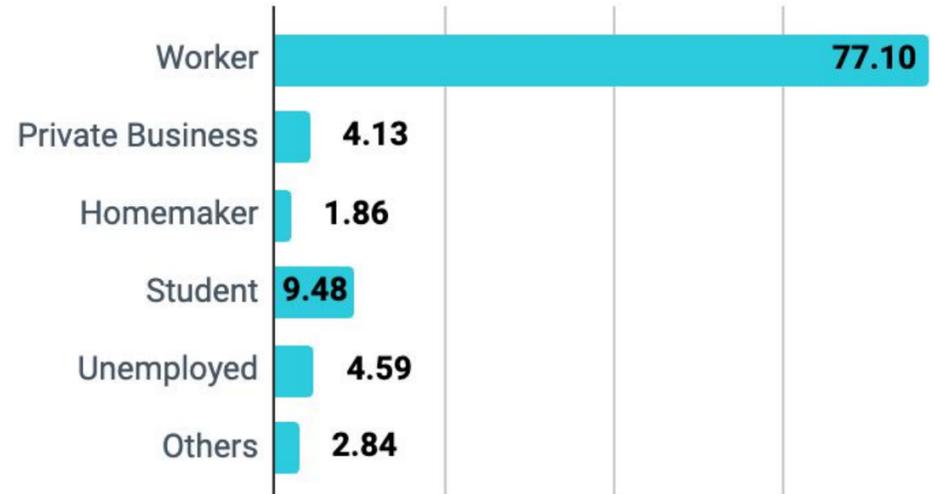
(Monthly, unit: SGD)



Region %



Employment Status %



Indonesia

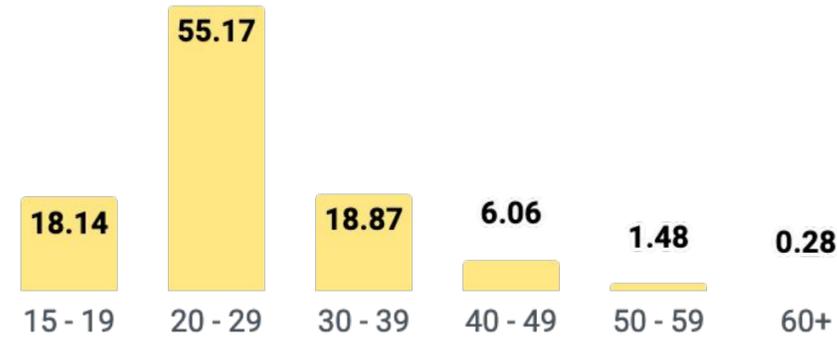
2,825,019



Gender %



Age %

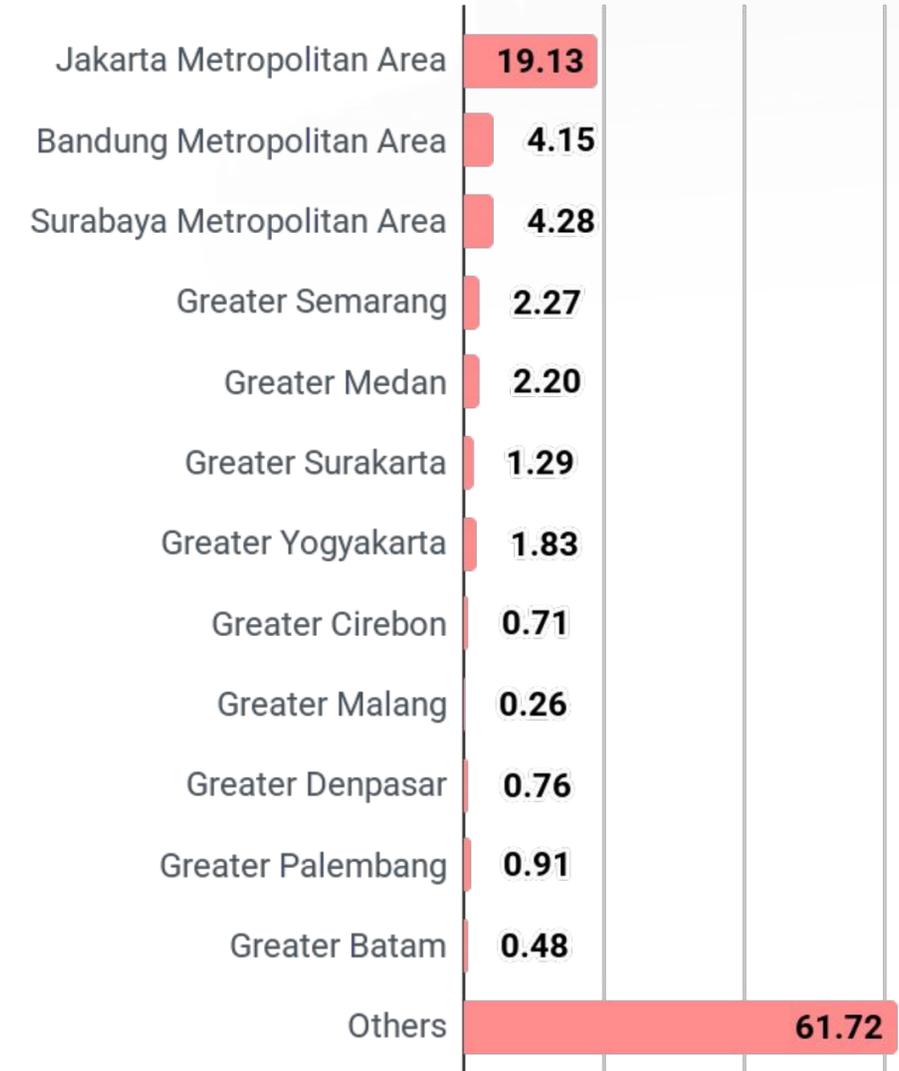


Household Income %

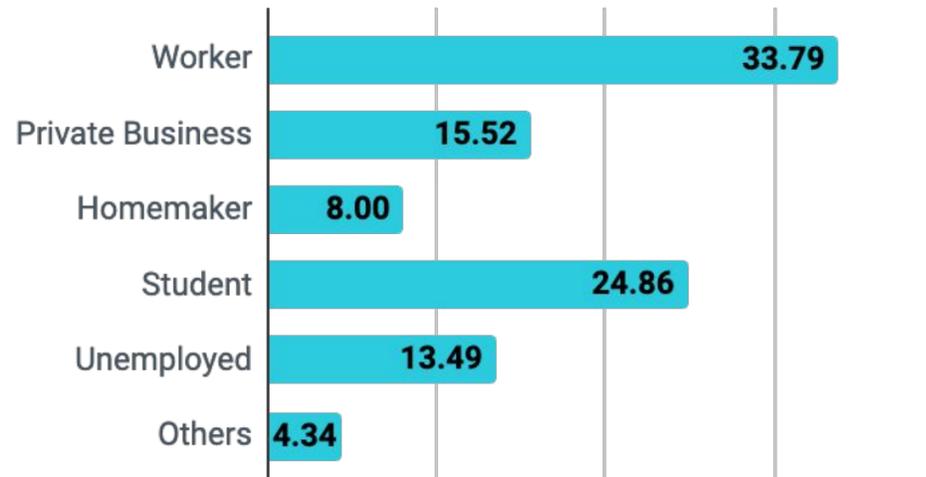
(Monthly, unit: 1,000 IDR)



Region %



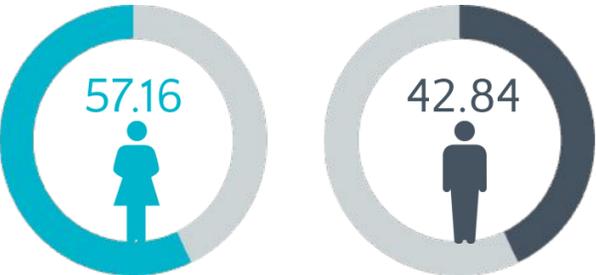
Employment Status %



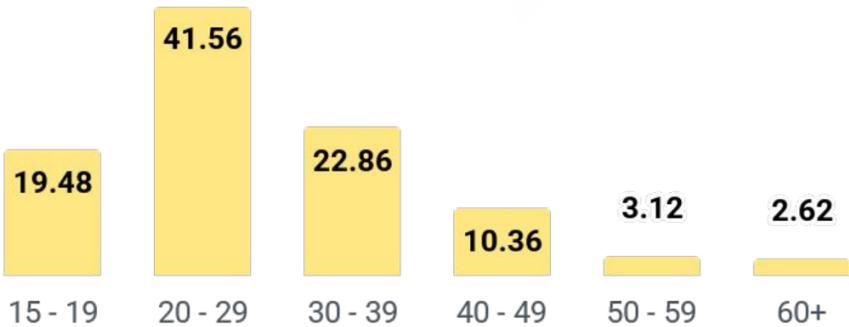
Thailand

1,803,221

Gender %



Age %



Household Income %

(Monthly, unit: THB)



Employment Status %



Region %



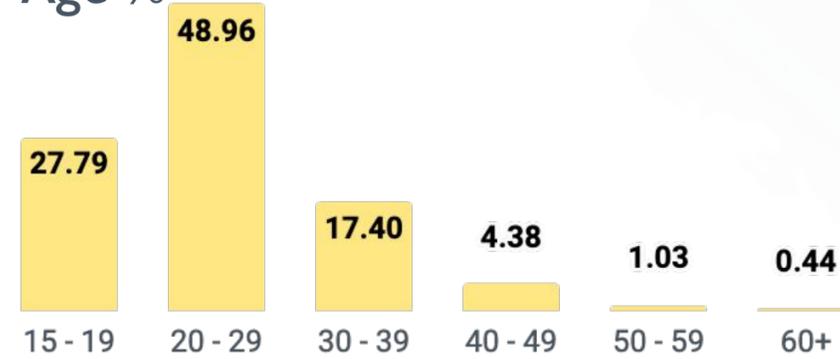
Vietnam

923,585

Gender %

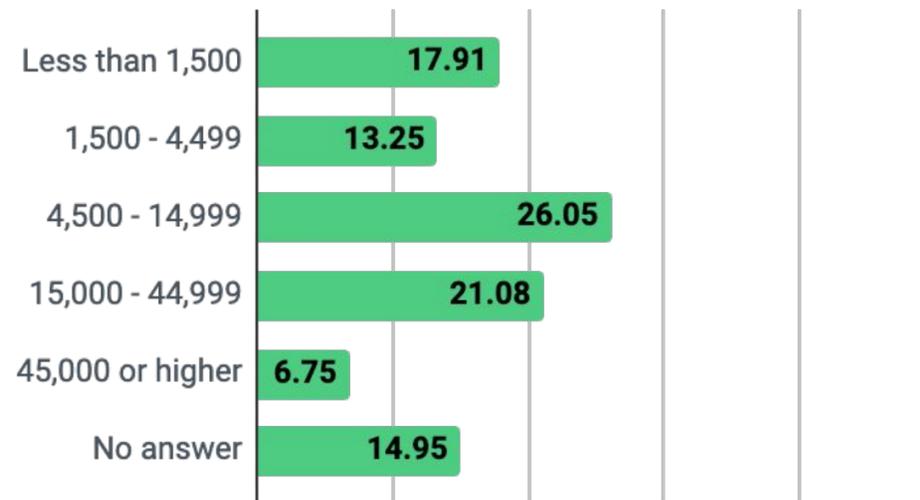


Age %



Household Income %

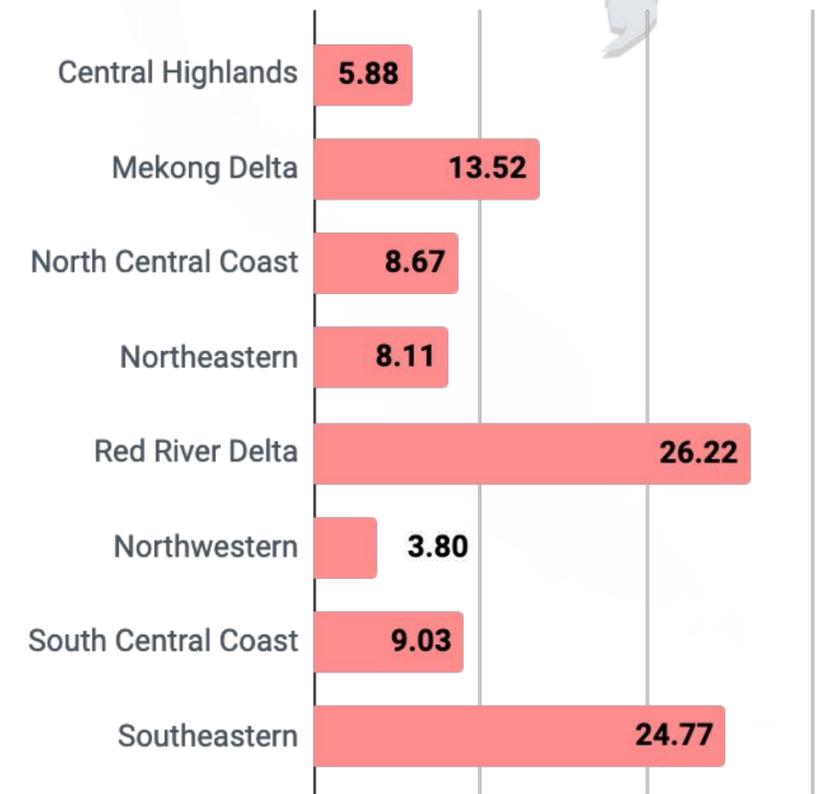
(Monthly, unit: 1,000 VND)



Employment Status %



Region %



Taiwan

415,977

Gender %

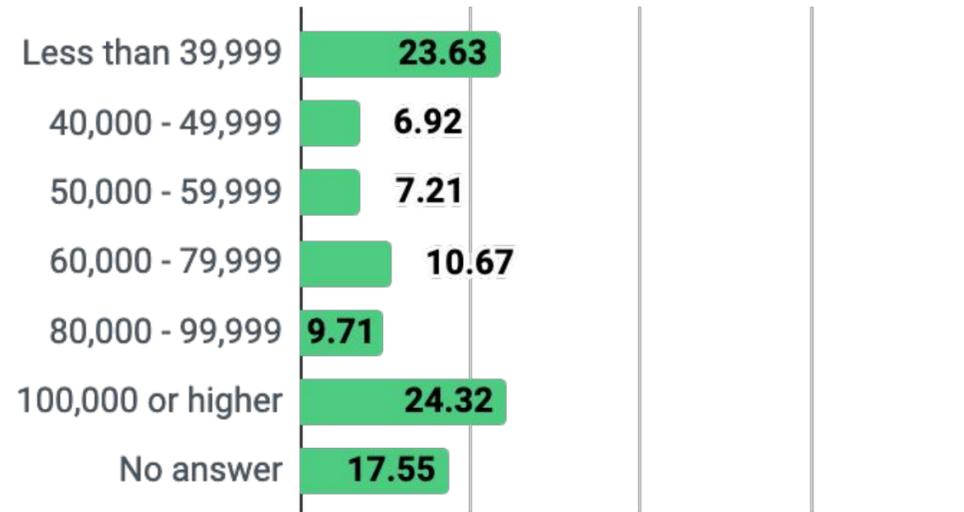


Age %

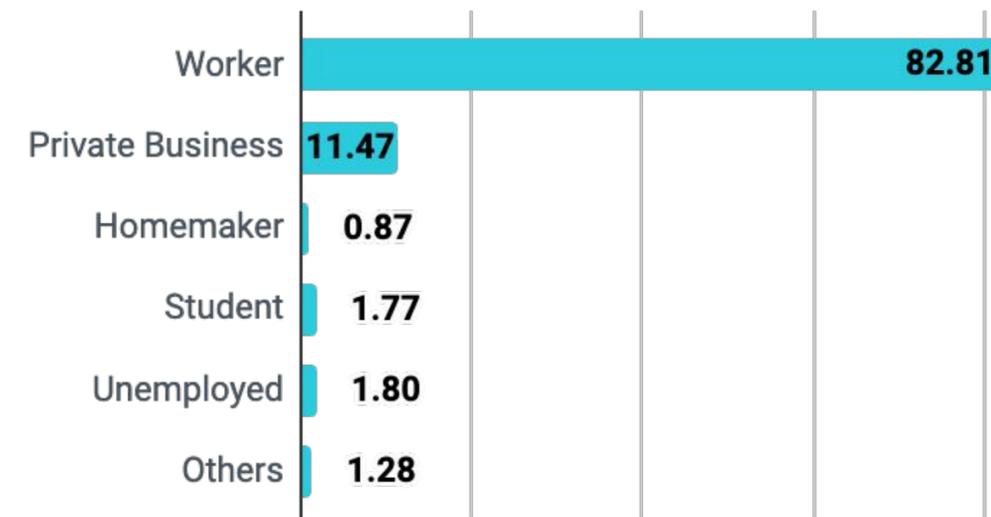


Household Income %

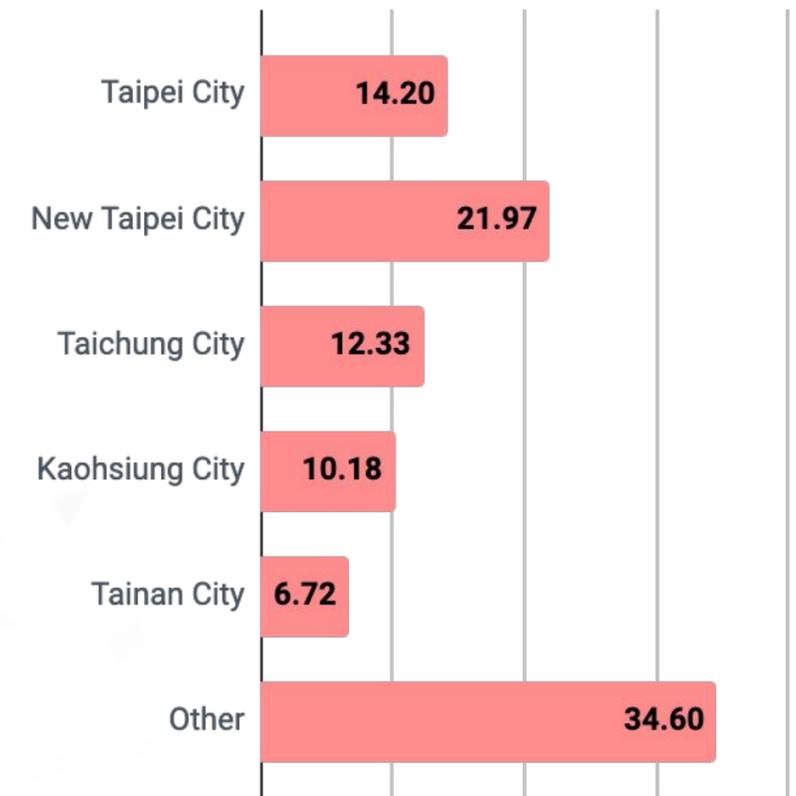
(Monthly, unit: TWD)



Employment Status %



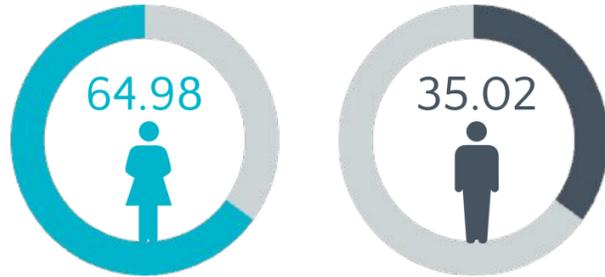
Region %



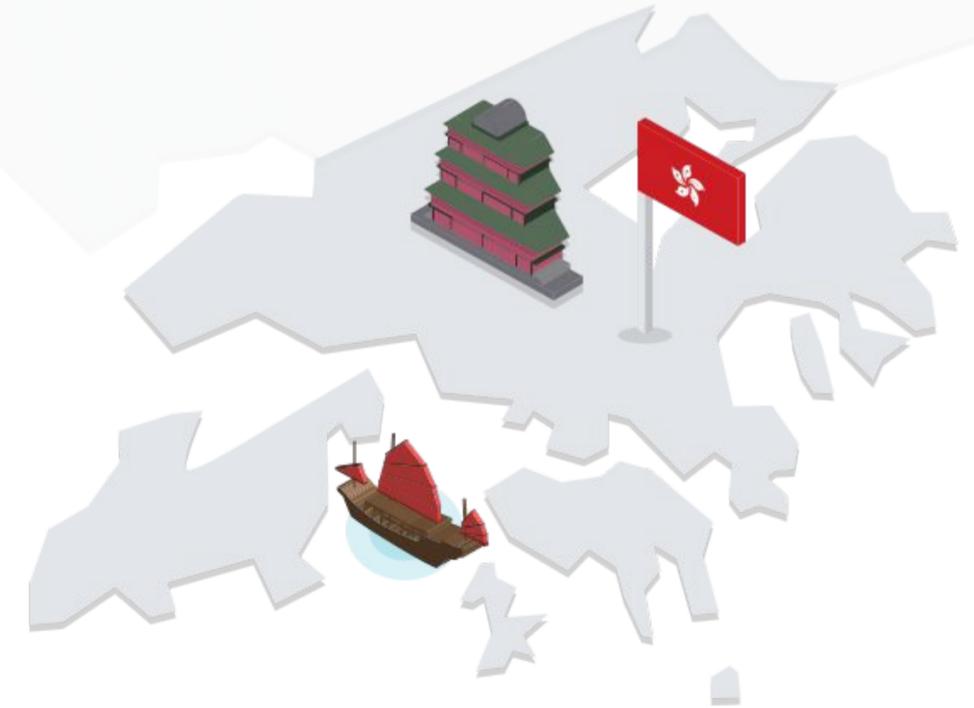
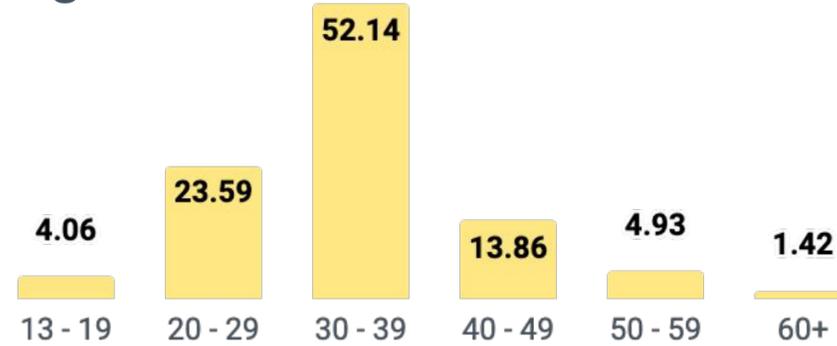
Hong Kong

39,790

Gender %

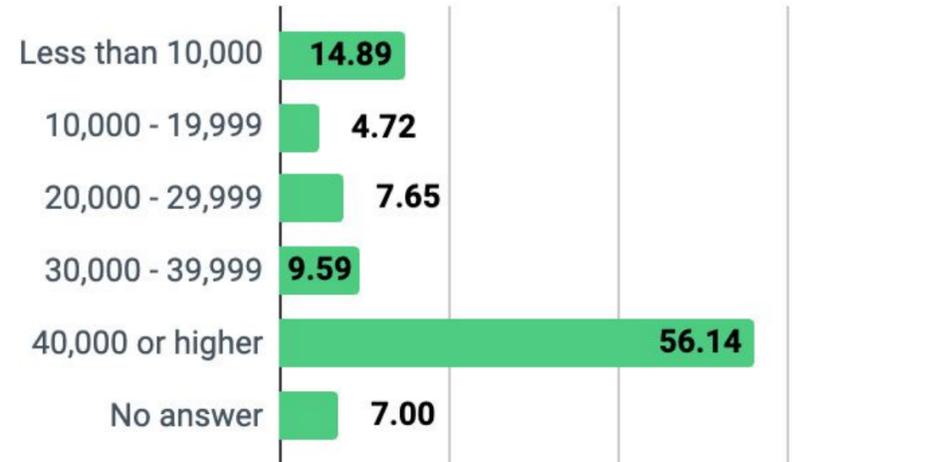


Age %

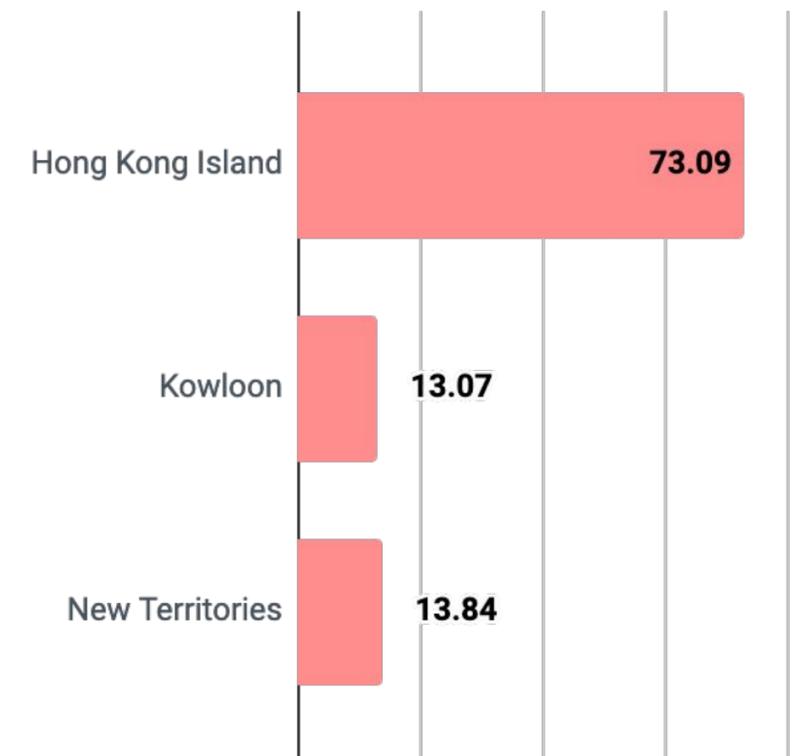


Household Income %

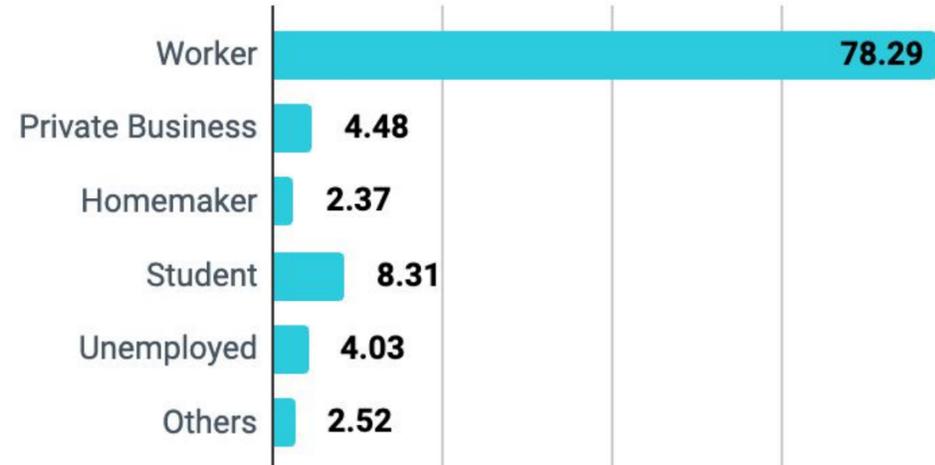
(Monthly, unit: HKD)



Region %



Employment Status %

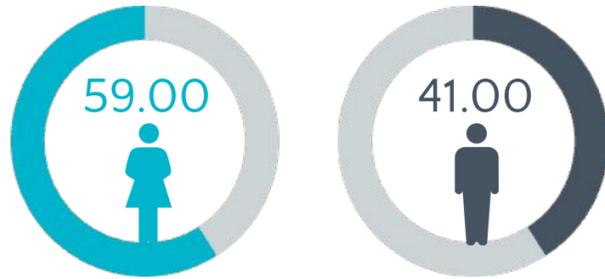


Malaysia

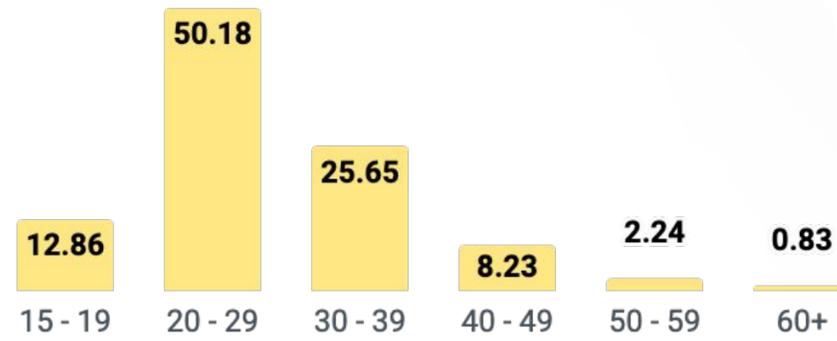
234,218



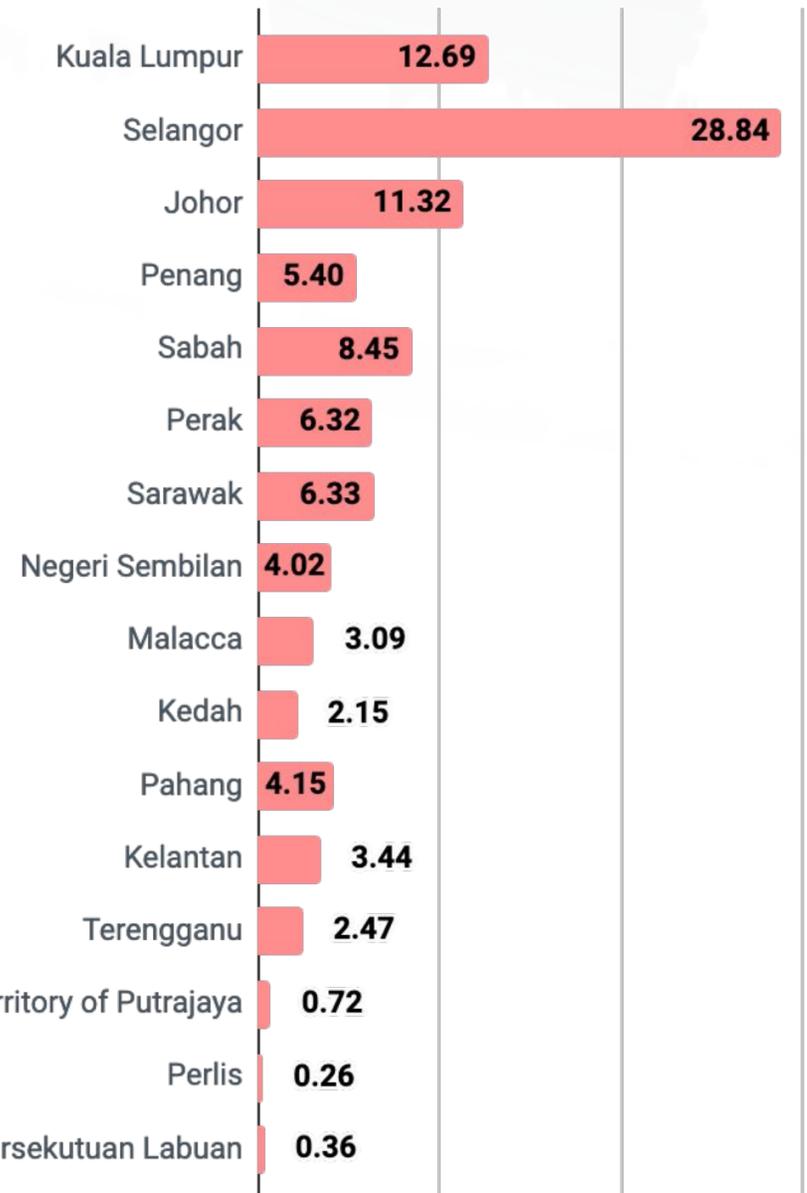
Gender %



Age %



Region %



Household Income %

(Monthly, unit: MYR)



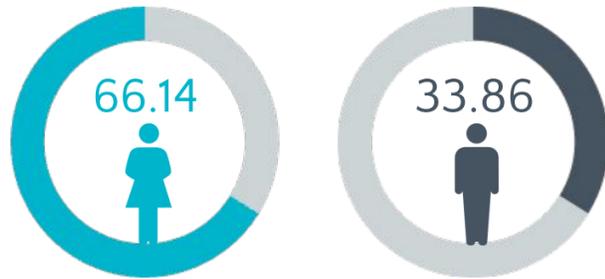
Employment Status %



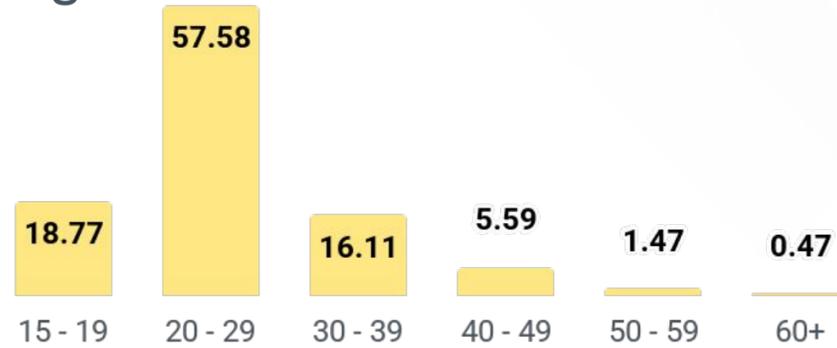
Philippines

1,120,305

Gender %

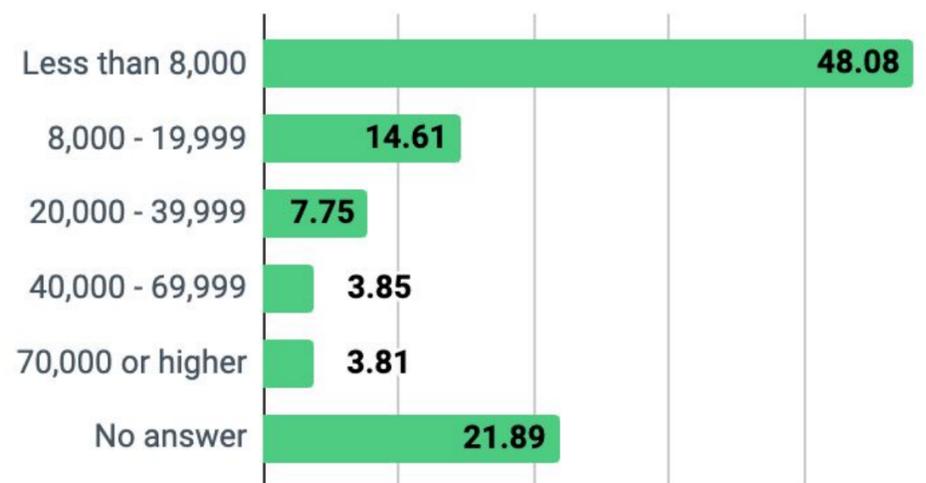


Age %



Household Income %

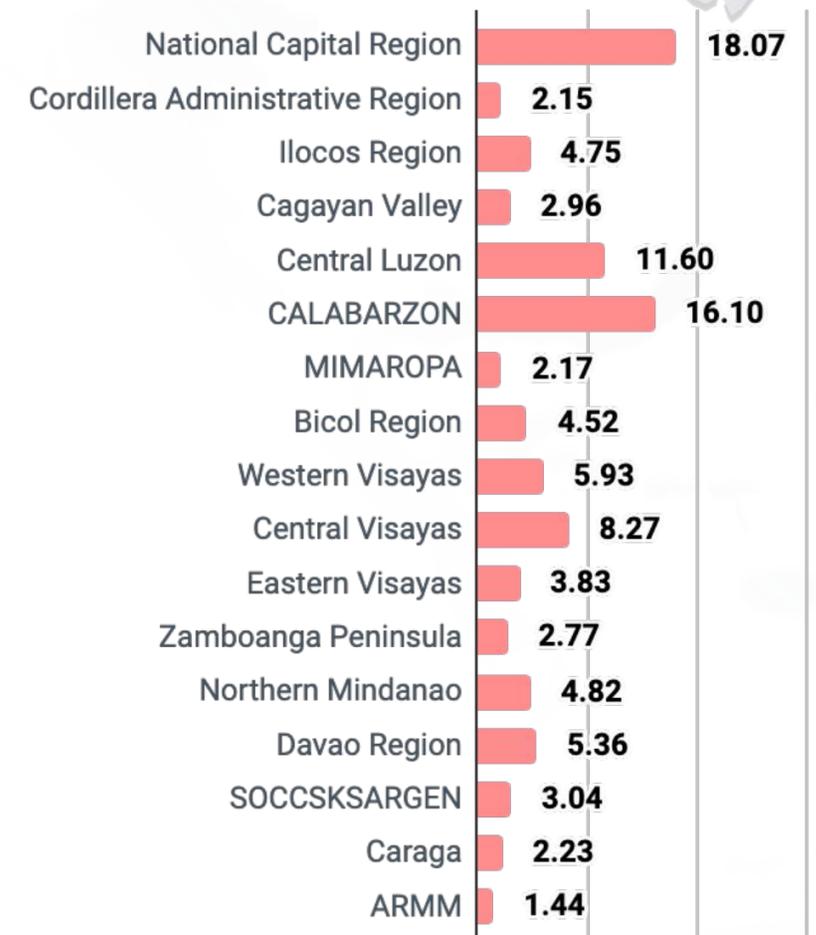
(Monthly, unit: PHP)



Employment Status %



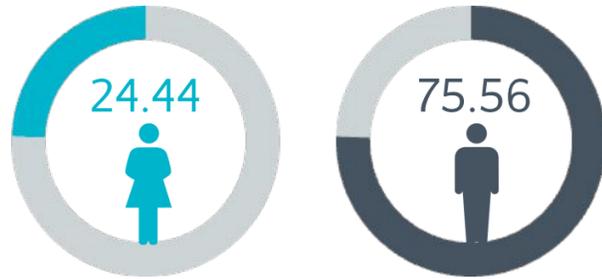
Region %



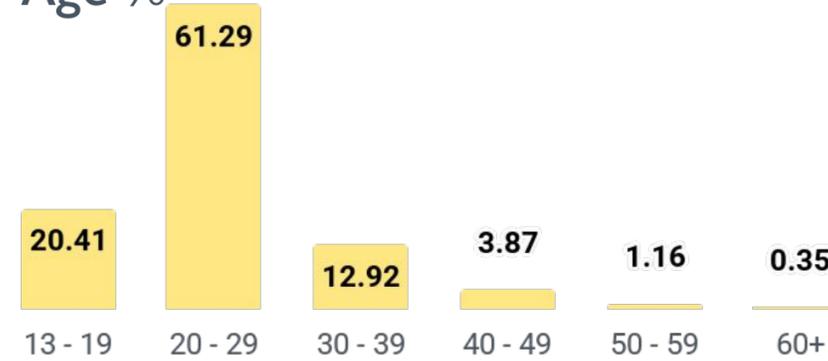
India

372,621

Gender %

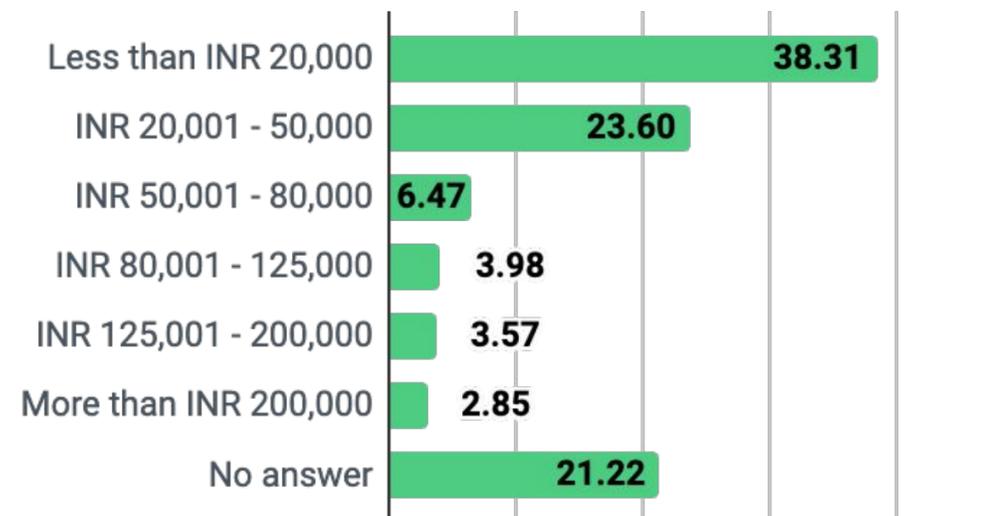


Age %

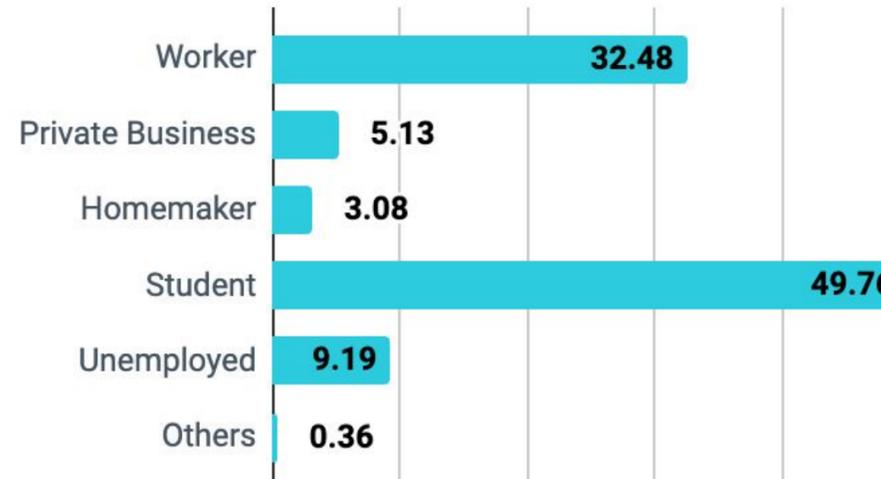


Household Income %

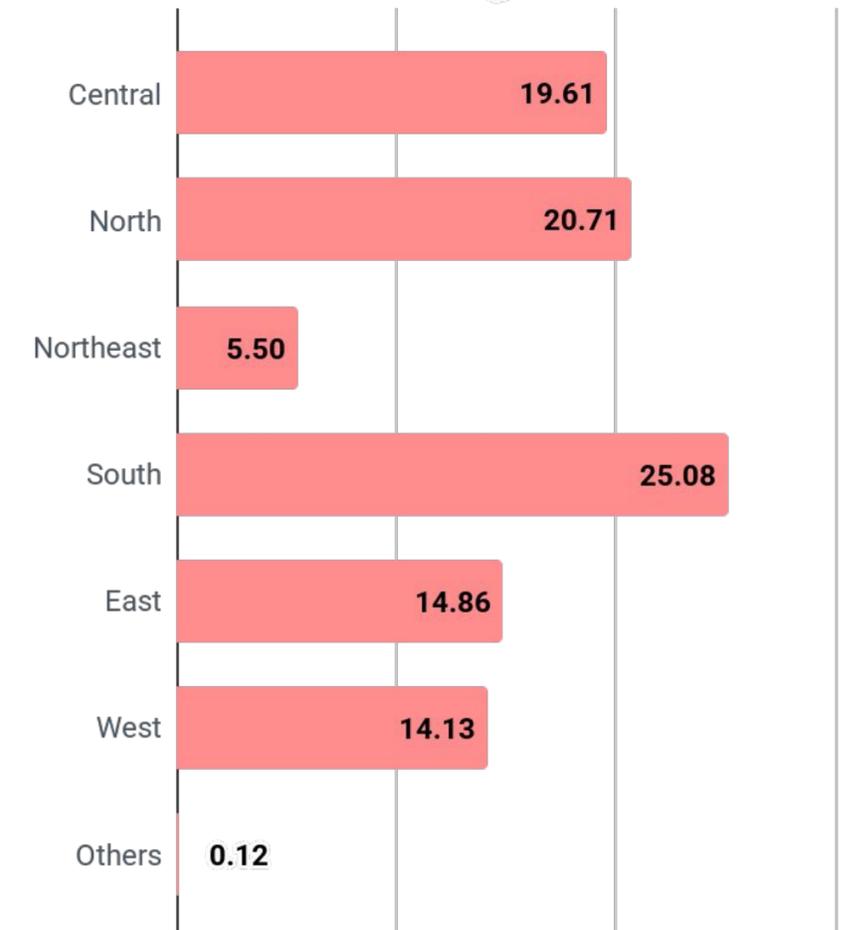
(Monthly, unit: INR)



Employment Status %



Region %



WHY US?

CONVENIENCE

Global Presence, Local Support

With offices around the world, we're ready to respond to your inquiries across time zones, ensuring communication and support whenever you need us.

EXPERTISE

Your Partner in Asian Research

We specialize in managing multi-country studies across Asia, leveraging a diverse team where each member speaks at least two languages. Together, we offer multilingual support to clients worldwide.

With over 10 years of experience, we have successfully executed research across various methodologies, including IHUT, mobile app downloading, ad tracking, long-term trackers, and communities.

FLEXIBILITY

Customized Solutions for Your Needs

From questionnaire preparation to online data collection and tailored data processing, we're here to support every step of your research journey, adapting to your unique requirements.



Get in Touch

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Thank You