

Springvale Online

Survey Respondents **Online**



Introduction to Springvale Online

Springvale Online is an online research company based in South Africa. Ten years ago we built an online panel of members who in principle have agreed to give feedback about business processes, products, services, etc, by filling out online questionnaires. Recruitment is an ongoing process and the panel is constantly growing, please see panel book for details. Total respondents is over 40 000.

We offer a complete online survey solution. If you need online survey respondents for future research projects we can help.

We have been providing online survey respondents for South African and International research companies for the past 10 years.

We provided the sample for every online study fielded in SA between 2005 and 2008. Springvale Online is the real pioneer of online research in South Africa.

Over time we have perfected the process of online sampling. Our panel has grown into the most robust and demographically diverse panel of South African users that are dedicated and motivated respondents.

Would you be interested in using this panel and make it available to your clients?

Springvale Online

Service

- Established in 2005, Experienced, knowledgeable and friendly staff.
- Recommendations on what to do and when to do it. Providing the best advice for online research design, sampling etc

Know-how

- Providing fast, helpful and expert design management and implementation of online surveys
- Customised online survey look/feel/design
- Help with insertion of images, video clips etc within surveys

Access

To our SA Panel consisting of around 40 000 + respondents.

Our SA Panel...



We believe that the future of marketing research belongs to the Internet. Springvale Online an innovator in Marketing Research is charting the pathway for online marketing in South Africa using advance technology and online consumer panels.

Using Internet based research tools, advance survey design software and our Online panel community of thousands of South African double opt-in members we have helped researchers and marketers gain insight into South African consumers attitude and buying behaviour.

Our panel is one of the largest and most robust panel present at the moment in South Africa. Our pre-recruited pool of members are willing, dedicated and motivated.

Initially starting off with just 800 respondents in 2005, our panel has now reached over 40 000 respondents. The sheer size of the panel means you can access your defined target population. You will benefit by getting dedicated highly cooperative double opt-in respondents for a sample size of your choice.

Panel Quality

As an online fieldwork provider we are dedicated to providing high quality panel samples and online research services to our clients. Our SA panel is randomly actively recruited according to ESOMAR's guidelines on conducting research over the internet.



New panellists are constantly added to keep the panel updated. Panel recruiting is an ongoing process and recruiting methods are periodically adjusted to keep the panel balanced and representative of the country's population.

A combination of both offline and online recruitment methods is used when recruiting panellists (mail banner advertisements, media, print and advertising etc.) Recruiting methods are designed to maximise the demographic diversity of the panel.

A double-opt in process is used when recruiting panellists - verification of opt-in status and email address is done using the double opt-in paradigm. Email invitations delivered to users who have consciously chosen to be part of the online panel cannot be considered as spam.

Panel Management

- The key to high quality data is to work with a top quality panel. We control the quality of the sample – the pool of respondents that actually give you feed back. Our double opt-in internet panel is carefully recruited and rigorously managed.
- The sheer size of the panel provides the safest, most reliable data collection because the large pool of respondents allows for demographically balanced, representative and probability samples to be drawn.
- We set a high value on our panel maintenance, therefore we only communicate panel sizes based on our active panel members. All non-active members from the panel are removed regularly.
- Panel members can update their profiles whenever they want. However it is mandatory for panel members to update their basic profile at least once every 12 month in order to remain part of the active panel.
- Recruiting is an ongoing process and new members are constantly added. We have periodic re-profiling, response rate monitoring and panel cleaning and refreshing.
- No Volunteer respondents: we do not allow respondents to self-select themselves to participate in surveys.
- The participation of panelists in surveys is monitored and limited.
- Compensation: Panel members are always fairly compensated for completing surveys the longer the survey the greater the compensation.

Panel Attributes

Respondents are asked different questions to help create a profile with as much information as they are willing to give. To become an active panellist the it is compulsory to fill in the basic profile. Providing further information in certain special categories is voluntary.

Basic Profile:

- Age
- Gender
- Address
- Education
- Occupation
- Income
- Marital status
- Race
- Region

Media usage:

- Cinema/ Movies
- TV programmms
- Newspapers
- Magazines
- Books

Vehicles:

- Number of vehicles
- Brand
- Model
- Year of construction
- Kind of fuel
- New/Used Car
- Navigation system
- Purchase intension price/concept/brand

Household:

- Shopping responsibility
- Living situation
- Pets
- Household appliances

Internet & Technology:

- Mobile phone Provider
- Mobile phone invoice
- Payment method
- Mobile phone brand
- Mobile phone functions
- Online-Purchase
- PC & accessories
- Consumer Electronics
- Operating system

Travel:

- Usage of transports
- Frequency of private travels
- Frequency of business travels
- Hotel residence/ room prices
- Frequent flyer programme
- airlines
- Car Rentals
- Travel destinations
- Online bookings

Finance:

- Bank
- Account - & investment types
- Credit card
- Insurance policies
- Client card

Health:

- smoker
- weight
- vision
- disabled
- Diseases
- Diebetics

Job & career:

- Company Name
- Title, department
- Industry
- Company size
- Annual turnover
- Professional training

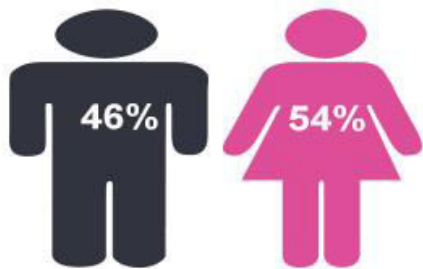
Interests & Hobbies:

- Cars
- Motorbikes
- Cycling
- Sports
- Fashion
- Shopping
- Clubbing
- Bars & restaurants
- Movie theatres
- Theater or opera
- Music
- Literature
- Travelling
- Animals
- Handcraft
- Photography
- Television
- Hard- & Software
- Internet
- Video- & Computer Games
- Finance & Assets

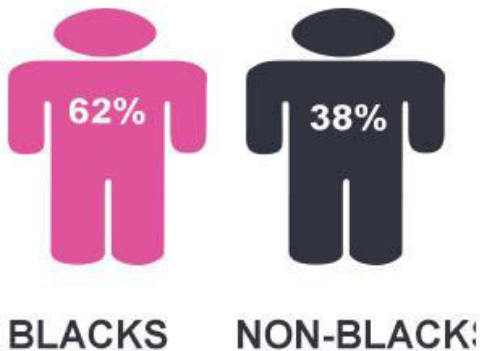
Basic South African Panel Demographics



GENDER



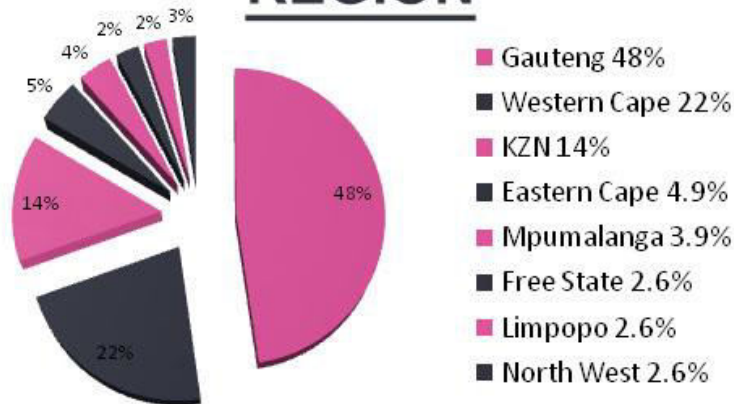
ETHNICITY



INCOME



REGION



Age Breaks	Panel %
15 - 19	8
20 - 24	22
25 - 34	35
35 - 44	20
45 - 54	10
55+	5

Marital Status	Panel %
Married	50.23
Divorced	9.59
Single	38.86

Privacy / Data Protection

Privacy policy is a big consideration for users giving out personal information. We only releases data on our user base as a whole or about certain segments but do not reveal any facts on individual users. Members confidently provide candid responses because of our privacy policy.

- Our SA panel is managed in accordance with the local data protection laws in the country.
- Whenever a panel member requests information about themselves we provide the panel member with the personal data which is stored on our system. Any personal data that is indicated by panel members as not correct or obsolete will be corrected or deleted immediately.
- Panel members can easily quit their panel membership. Those former panel members who quit their membership will not be contacted for further surveys anymore and are removed from the panel a.s.a.p.



Samples

Our SA panel is one of the largest, most robust and demographically diverse panels in South Africa and it is getting better everyday, consisting of thousands of motivated and dedicated respondents. It is one of the most responsive and highest quality online access panels in South Africa .

Active recruitment, a double opt-in registration process, the screening of our panel data and the periodical update of the panellists' profiles prevents self-selection and professional respondent problems and guarantees a high response rate and quality in results.

By integrating the selection criteria for the study and the demographic information we have in our data base about each panel member, we select a subset of consumers from our panel that best represent the criteria of the target population to be surveyed. We send email invitations to only verified panel members inviting them to fill out the online survey hosted on our server.

With access to about 40 000 panellists on our SA panel plus another 1+ Million panellists via our Global Partner Network we can deliver the target groups required for your studies.

As researchers we know that it takes more than just a few email-adresses and a mass-mail solution to deliver rapid and reliable results. No matter if you are hosting your online survey yourself or if we is delivering this part of the project, our processes, our quality standards and last but not least our flexibility in project management will make sure that Springvale Online will always deliver high quality samples and results.



Past and Existing Clients



Other Service Offerings



Build your own Online Panel

Build your own online panel of consumers in South Africa. Our panel recruitment methods have been honed over ten years, benefit from our experience and lets us build your panel. Target specific demographics or build general consumer panels, we have a solution for you.



Online Focus Group Participants

Dedicated and motivated online focus groups / online community participants. Respondents are invited of the panel to participate over sampling 60 % more than is required. Each willing respondent completes a recruitment questionnaire. You define the selection criteria and only pay for active participants.



Programming & Hosting

We have extensive experience handling complex projects. Our dedicated programming and host teams provide 24/7 monitoring and support, ensuring a fast and efficient turnaround. Surveys can be specifically for mobile devices.



Summary

As your partner in online research, Springvale Online is committed to delivering the highest possible quality and flexibility in online data collection services. We believe that success in market research relies on sample quality, efficiency of data collection and seamless international project coordination.

That's why, here at Springvale Online, we provide our market research clients with the online research capability that complements their own market research knowledge and data interpretation expertise, enabling them to expand their research service offering.