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3301
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PANEL BOOK

FIRSTLY

THANK YOU

FOR CONSIDERING US!

Springvale Online is an online research company based in South Africa. Almost two decades 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 are over 40 000.

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

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.

Cassim Sarang
Managing Director

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OUR SERVICE

... TO YOU

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.

Providing fast, helpful and expert design management and implementation of online surveys.

Customized 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.



We think
CREATIVE



We stand for
SIMPLICITY



We do amazing
PROJECTS



And we do it
ON TIME

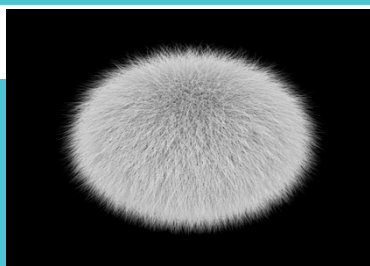
2 | GIVING YOU RESPONDENTS

IT'S WHAT WE ARE HERE FOR

Our Panel of South African consumers trust us and are willing to participate in market research studies. This relationship was built over 2 decades.



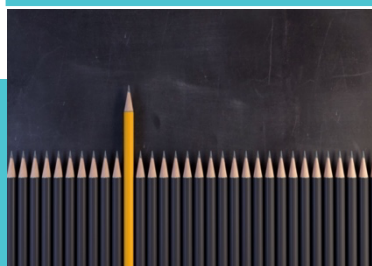
WE MAKE THINGS SIMPLE



Simple cost effective solutions for your research projects. Our experienced executive team are here to advise you.



NEVER COMPROMISE ON QUALITY



Our panel and research methods have proven themselves over the years. Our clients will testify to the quality of our data.



DEADLINE IS ESSENTIAL

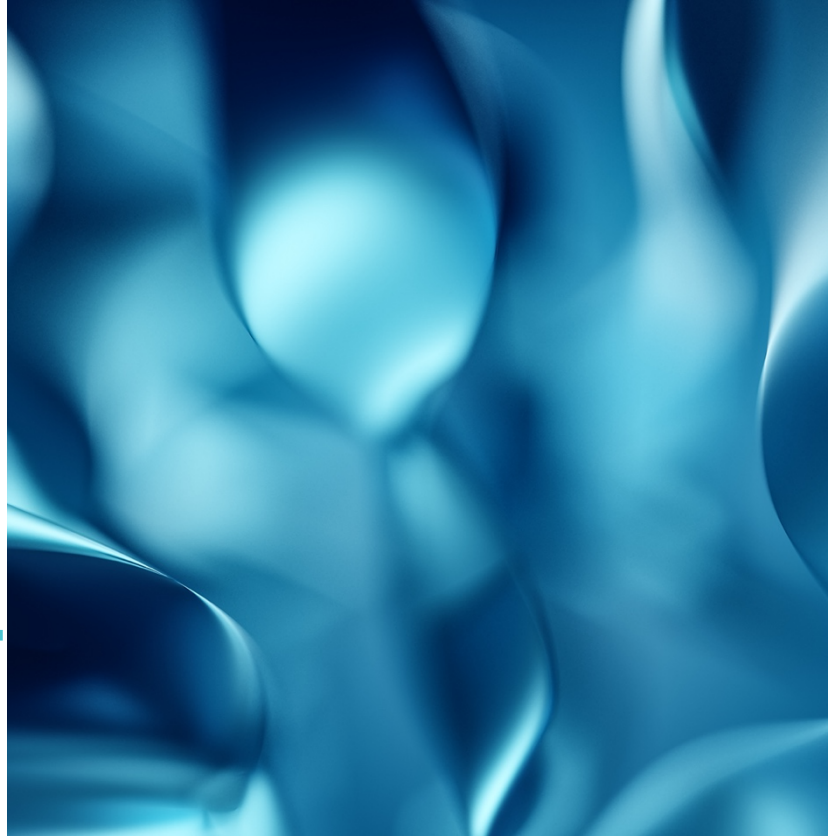


We deliver as promised with a 95% completion rate on all projects we commit to. You are in safe hands.

OUR MAIN AREA OF EXPERTISE

What we do best

We are driven by creating research that delivers results for your business and for your consumers.



ONLINE RESEARCH

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.

QUALITY INSIGHTS

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 behavior.

ROBUST PANEL

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.

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

SHORT PRESENTATION OF OUR SERVICES

And we can do more!



ONLINE SURVEY RESPONDENTS

When you need an audience for a market research study, we deliver. Just tell us who you're trying to reach. We'll provide a quote and estimated time to completion. The largest and most demographically diverse panel in South Africa. Happier, more engaged respondents.



FOCUS GROUP PARTICIPANTS

Dedicated and motivated online focus groups / online community participants. Respondents are invited of the panel to participate. 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. From paper survey to online survey within 24hrs



BUILD YOUR OWN PANEL

Build your own online panel of consumers in South Africa. Our panel recruitment and management methods have been honed over 20 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.



OFFLINE STUDIES

The panel can be used as a recruitment portal for offline studies. The respondents are signed up and willing to participate in research. Respondents can be called up to participate in various kinds of traditional research, from in person focus groups to telephonic interviews.



HOME USE TEST (IHUT)

Our team has extensive experience in IHUTs,. Starting off with the best, most willing and dedicated respondents is the key. Effective respondent management to ensure that respondents complete their tasks as and when required translates to high completion rates.

4

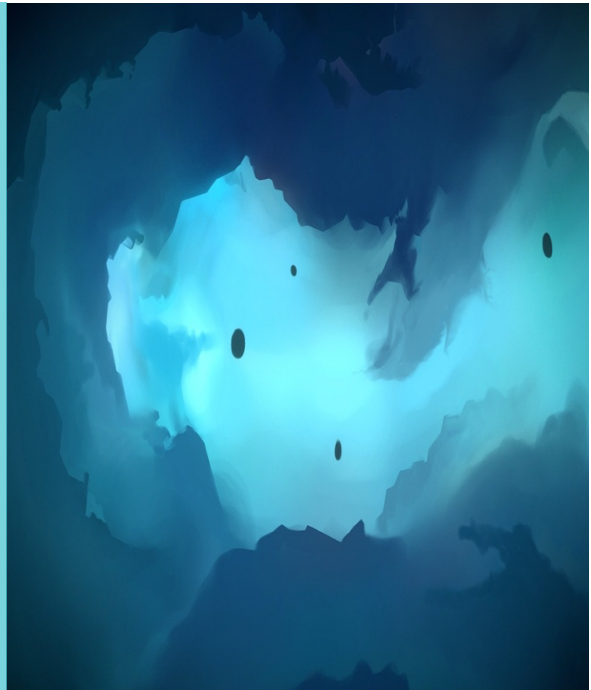
WE LOVE THE VARIETY

That's why we can handle various type of projects

“

Great research is more than data collection. Great research begins with understanding what the goals are and how to achieve them.

”



As researchers we know that it takes more than just a few email-addresses and a mass-mail solution to deliver rapid and reliable results. No matter if you are hosting your online survey yourself or if we are 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.

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.

1 High quality panel

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 feedback. Our double opt-in internet panel is carefully recruited and rigorously managed.

2 Large pool of respondents

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.

3 Panel maintenance

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.

4 Ongoing recruitment

Recruiting is an ongoing process and new members are constantly added. We have periodic re-profiling, response rate monitoring and panel cleaning and refreshing.

5 Survey participation

No Volunteer respondents: we do not allow respondents to self-select themselves to participate in surveys. The participation of panellists in surveys is monitored and limited.

6 Survey compensation

Compensation: Panel members are always fairly compensated for completing surveys the longer the survey the greater the compensation.

OUR AGENCY

Privacy Policy & Ethical Code



PRIVACY / DATA PROTECTION. A BIG CONSIDERATION!

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.



SOUTH AFRICA DATA PROTECTION LAWS

Whenever a panel member requests information about themselves, we provide the panel member with the personal data which is stored on our system.



FOLLOWS ETHICAL DATA COLLECTION

Strict ethical processes, obtaining consent, allowing for voluntary participation, ensuring anonymity and confidentiality of participants as well as ensuring data protection.

PLEASE REQUEST YOUR COPY OF OUR:

SPRINGVALE ONLINE CC
ETHICAL CODE

ESOMAR 28 QUESTIONS TO
HELP BUYERS OF ONLINE
SAMPLES.

ESOMAR MEMBERSHIP
Certificate of research
excellence

OUR AGENCY IN NUMBERS

40K

Motivated, dedicated
& willing respondents

18

beautiful years of
achievements

100'S

of clients that we
help every day

1000'S

of completed
projects over time

NECESARY STEPS TO PERFECTION

This walk we will do together!



SOUTH AFRICA

You will be amazed

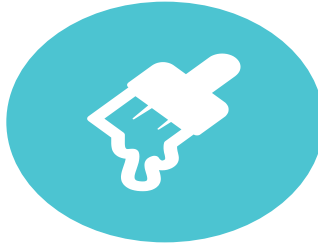
GENDER



GENDER SPLIT

Panel Male: **46%**
Panel Female: **54%**
Census Male: **49%**
Census Female: **51%**

ETHNICITY



ETHNICITY SPLIT

Blacks: **65%**
Non-Blacks: **35%**

HH INCOME



INCOME SPLIT

R249 – R499k: **22%**
R150k – R249k: **35%**
R90k – R149k: **26%**
R40k – R89k: **12%**
R10k – R39k: **4%**

9 NATIONAL PROVINCES



9 PROVINCES

Gauteng: **48%**
Western Cape: **22%**
KwaZulu Natal: **14%**

REGION SPREAD SOUTH AFRICA



ONE NATION

Eastern Cape: **4.9%**
Mpumalanga: **3.9%**
Free State: **2.6%**
Limpopo: **2.6%**
North West: **2.6%**

RAINBOW NATION



SOUTH AFRICA

General Population: **60.04M**
Internet Penetration: **78%**
Survey Language: **English**
Currency: **ZAR**

AND ...

IT'S

DONE

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.



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THANK YOU
FOR YOUR BUSINESS