

Panel Targeting Attributes

Efficient Sampling and Delivery with 100+ Variables

Consumers, Healthcare, Business and IT Decision Makers, and many more! Rakuten AIP's well localized panel targeting attributes are updated every 3 months, 6 months and 12 months depending on items. Responding to our clients' needs, we will precisely target respondents profiles with over 100 variables that can save both cost and time of sampling.

Basic

Prefecture/Province
City/area
Gender
Age
Race (* SG, IN, MY only)
Main/ Possible survey language (*)
Education
Household Income
Personal Income
Occupation

Kids / Family

Marriage status
Family size
Household Electrical products
Number of kids in household
Children's age
Children's gender
Household decision making
- Groceries/Household Goods
- Computers and Peripherals
- Home electric appliances
- Phones / Communication
- Internet
- Photo copiers, Fax
- Real Estate, Housing, Land Purchases

Car

Driver's license
Household Number of cars
Car type
Car brand
Car purchased year
Household decision making
- Cars

Finance

Financial products ownership
Bank account held
Insurance company held
Credit card brand owned
Household decision making
- Finance Service and investments
- Insurances

Travel

Number of business trips in P6M
Number of leisure trips in P6M
Hotel stayed in P6M
Airline used in P6M