

Rakuten Insight Panel Targeting Attributes



Panel Targeting Attributes

Consumers, Healthcare, Business and IT Decision Makers, and many more! Rakuten Insight'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.

Personal and Household

Basic

- Prefecture/Province
- City/area
- Gender
- Age
- Race (MY & SG only)
- Main/ Possible survey language
- Education
- Household Income
- Personal Income
- Social economic class (IN, ID, VN)

Household

- Marriage status
- Family size
- Number of kids in household
- Children's age
- Children's gender
- Expectant mothers



Pets

- Dog(s)
- Cat(s)
- Bird(s)
- Fish
- Horse
- Reptiles
- Other pets

Authority of decision (in Household)

- Groceries/Household Goods
- Cars
- Financial Services and Investments
- Real Estate, Housing, Land
- Purchases

Employment

- Employment status
- Division
- Industry
- Number of employees

Finance

- Financial products ownership: credit cards, savings, insurance, etc.

Car

- Driver's license
- Household Number of cars
- Car type
- Car brand
- Car purchased year
- Purchased new or old
- Purchase decision making

Lifestyle & Entertainment

Food and Beverage

Coffee & Tea
Beer
Soft drinks
Wine
Spirits & liquors
Fast food frequency
Primary grocery shoppers

Ride-sharing

Ride-sharing apps
Frequency

Travel

Number of business trips in the past 6 months
Number of leisure trips in the past 6 months

Gaming

Games Platforms
Nintendo
Playstation
Xbox
PC game
Smartphone
VR System
Tablet
Frequency of games played
Type of games

Smoking

Smoking frequency
Tobacco type
Number of cigarettes, brand smoked, HNB (only in JP)



Healthcare

Glasses/Contacts

Glasses wearers
Contact lenses wearers

Medical conditions have ever suffered from

Asthma
Allergies
Cancer
Diabetes
Dermatitis
Insomnia
Hepatitis
Hypertension
Migraine
Osteoporosis
Obesity
Stroke
Urinary incontinence
And many more.....

Japan - Healthcare professionals

Physicians
Nurses
Pharmacists
Medical service-department;
number of beds

Japan – Disease panel (140+ medical conditions)

Medical Condition -
respondent/Family Members
Current or Past History of
Diseases
Treatment Status
Operation
Intractable Disease
Nursing Care Status of the
Family Living Together



B2B panel

Job Title

Director / General Manager / Vice
President
Owner / Partner / Self Employed
Manager
Executive / Supervisor / Officer
and more...

Industry

Agriculture
Construction
Manufacturing
Mining
Publishing/Printing
Transport/Logistics
Travel/Hotels
Wholesale
Finance/Banking
Services
Medical
Education
and more...

Division

Accounting / Finance
Administrative / Clerical
Human Resources
Legal
Marketing / Product
Communications / PR / Advertising
Manufacturing / Operations /
Production
Procurement
Logistics / Distribution /
Transportation
Training / Education
Building / Construction / Equipment
and more...

Decision making authority

ITDMs (Computer Hardware/
Software)
Printers
Internet Service Provider
HRDMs (Recruitment, Training)
Finance DMs (Auditing, Insurance,
Accounting, Banking)



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