

# Spade Survey

## Panel Book- 2022



We are proud member of:



[www.spadesurvey.com](http://www.spadesurvey.com)  
<https://www.spaderesearch.com>



## About Us

Spade Survey is a leading fieldwork research company with comprehensive range of options with an emphasis on data collection (quant and qual)

We are an agency specialized in primary market research data collection and high-quality recruitments. We have an excellent reputation, known around the world for our quality and expertise in data collection activities.

With b2b and b2c panel size of more than 600,000 in USA, Canada, UK, UAE, China, KSA, Egypt, India, Philippines and few Asian Markets. We have been empowering large-to-small companies to make informed decisions through market research data collection.

Panel

Online

Spade gives its clients access to proprietary online panels which allow targeting of a wide range of specialists for consumers, IT, healthcare, general populations

Offline

Spade Research can carry out most available methodologies, such as F2F, Telephone interview, FGI, CLT, ethnography, and usability tests, in the modern MR industry. We have our own interview facilities and experience to interviewers in house.

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## Panel Overview

### Consumer Panel

- House Hold
- Automotive
- Food
- Hobbies
- Sports
- Internet
- Finance
- Shopping
- Health
- Media
- Mobile
- Electronics

### Business to Business Panel

- ❖ ITDMs
- ❖ Finance professionals
- ❖ Business
- ❖ C-level
- ❖ Human Resource Mgr
- ❖ SBOs
- ❖ Physicians
- ❖ HCPs



## Panel Overview...

### About Spade Survey

Spade Survey is incorporated in 2017 and is a leading market and fieldwork research company with comprehensive range of options

We are an agency specialized in primary market research data collection and high-quality recruitments. We have an excellent reputation, known around the world for our quality and expertise

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### Sample Source

Recruit through profiling questionnaire and F2F meetings

### Panel Quality and Maintenance

Every 6 months, we send out emails to our panelists asking any changes during that time.

### Response Rate

Response rate varies depending on the type of topic and targeted respondents.

### Incidence Rate

By conducting a slow start, we can check the real incidence rate against assumed incidence rate.

Respondents can be targeted when we have specific attribute information.

### Incentives

Through gift vouchers, cash or wire transfer

## Panel Overview...

- Coverage: **USA, Canada, UK, KSA, Morocco, Egypt, UAE, India, Thailand, Philippines, Vietnam and China with proprietary panel**
- For Qualitative Studies: Have 10 dedicated moderators in our network in US, China and India and 12 in SE Asia and Middle East and over 50 freelance field team to support us

### Quality Control

**Our own panel management system to identify inactive panelists**

**Quality check in every 6 months**

**Remove any hard bounces, speedsters and other irrelevant data**

**Double opt-in process**

**Survey response time comparison (registration/survey)**

# Recruitment Process

Websites / Telephone

Digital Media Campaign\*

Offline- (Hard to reach respondents)

\*Digital marketing campaign includes social media management, email marketing, Ad campaign and many more





**Internet user:** 76.2% of population - Yr 2016  
**Internet penetration:** 290 Million- Yr 2016  
**GDP - Per Capita:** around \$59,531 (2017 est.)

		US Population	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		328,499,000	352,173
<b>Gender</b>	Male	161,621,508	188,419
	Female	166,877,492	163,754
<b>Age</b>	<14	19%	0
	15-60	63%	347,003
	>60	18%	5170

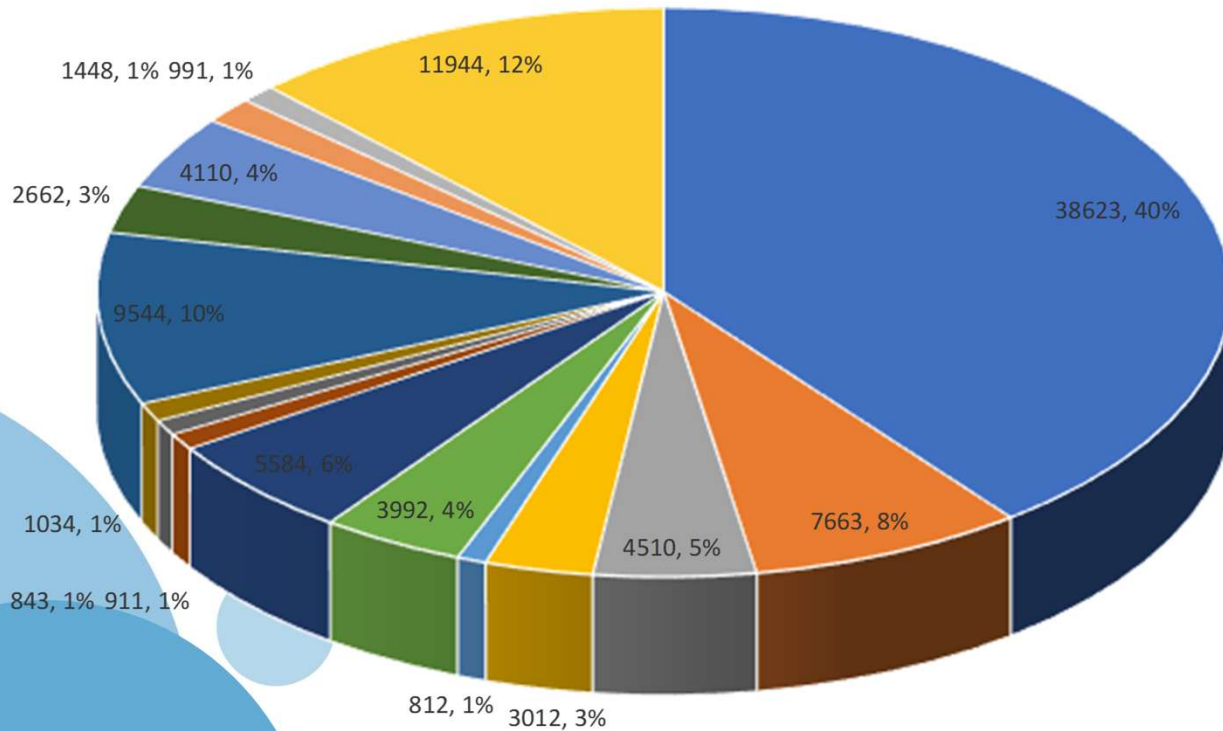
# SURVEY PANEL





## Healthcare Panel Size (2022): 97,352

- PCPs
- Pediatric
- Orthopedic
- Ophthalmologist
- Oncologist
- Pulmonologist
- Gynaelogist
- Nephrologists
- Urologists
- Cardiologists
- IM
- ENT
- Dermatologists
- Diabetologist
- Neurologist
- Others





# Canada



**Internet user:** 87.5% of population - Yr 2016  
**Internet penetration:** 31.77Million- Yr 2016  
**GDP - Per Capita:** around \$45,030 (2017 est.)

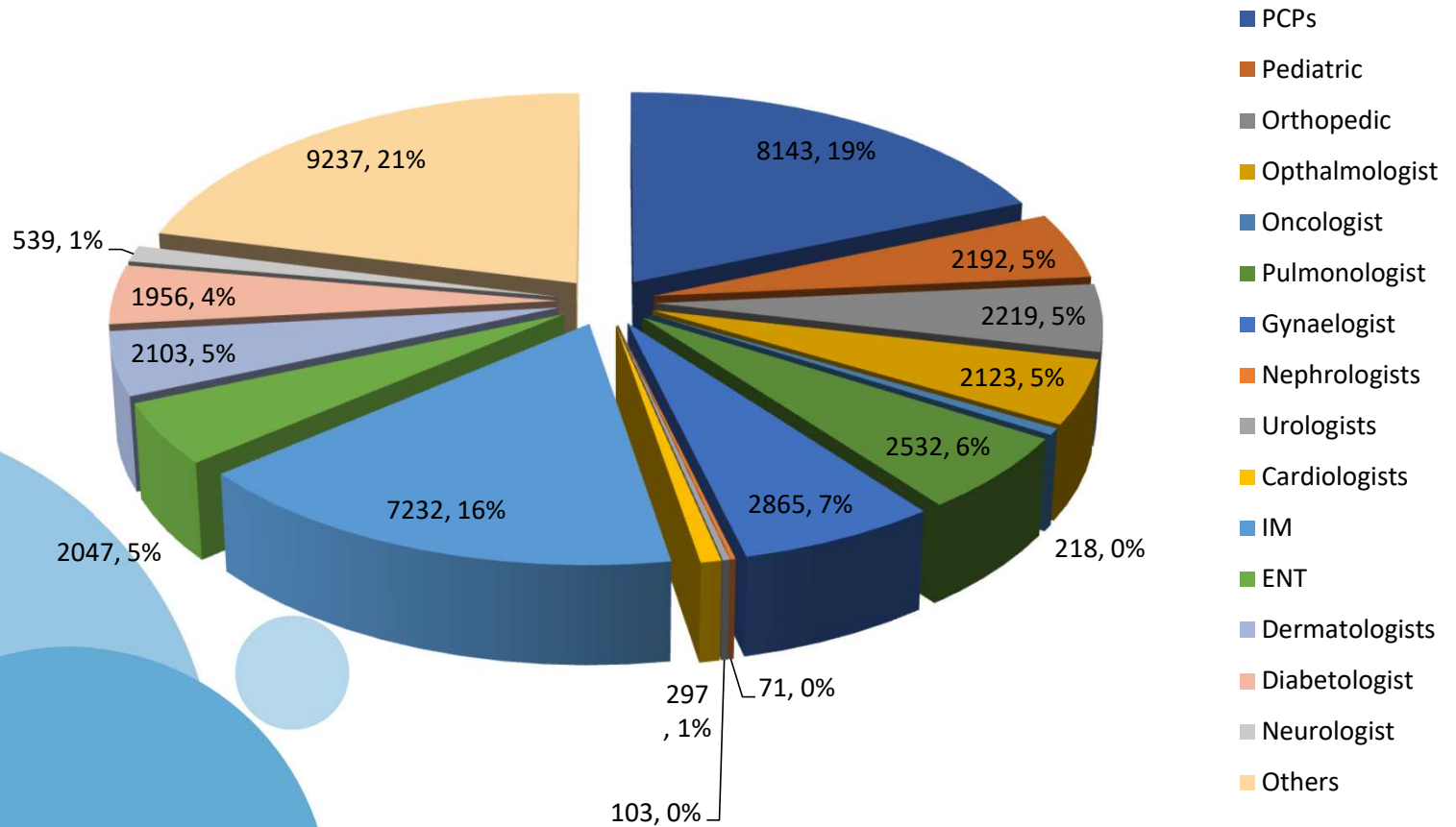
		Canada Population	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		36,710,000	141,317
<b>Gender</b>	Male	18,200,000	80,139
	Female	18,520,000	61,178
<b>Age</b>	<14	15%	0
	15-60	69%	140,023
	>60	16%	1,294

## SURVEY PANEL





**Healthcare Panel Size (2022): 43,877**





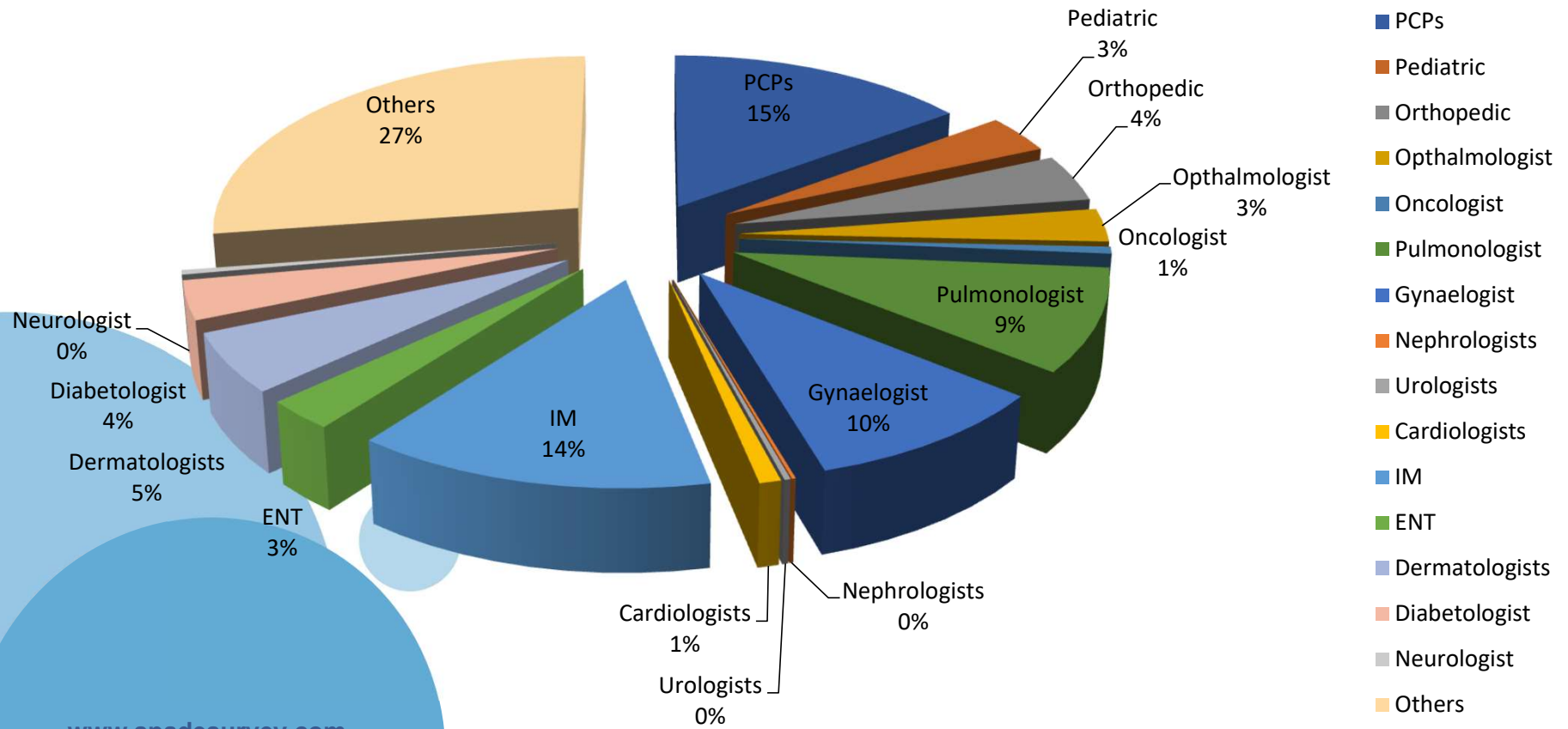
**Internet user:** 70.3% of population - Yr 2016  
**Internet penetration:** 46.77Million- Yr 2016  
**GDP - Per Capita:** around \$39,720 (2017 est.)

		Canada Population	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		66,545,600	59,763
<b>Gender</b>	Male	32,576,000	36,579
	Female	33,583,000	23,184
<b>Age</b>	<14	17%	0
	15-60	66%	59760
	>60	17%	3

# SURVEY PANEL



## Healthcare Panel Size (2022): 31,210



# India



**Internet user:** 29.5% of population - Yr 2016  
**Internet penetration:** 460 Million- Yr 2016  
**GDP - Per Capita:** around \$2,134 (2016 est.)

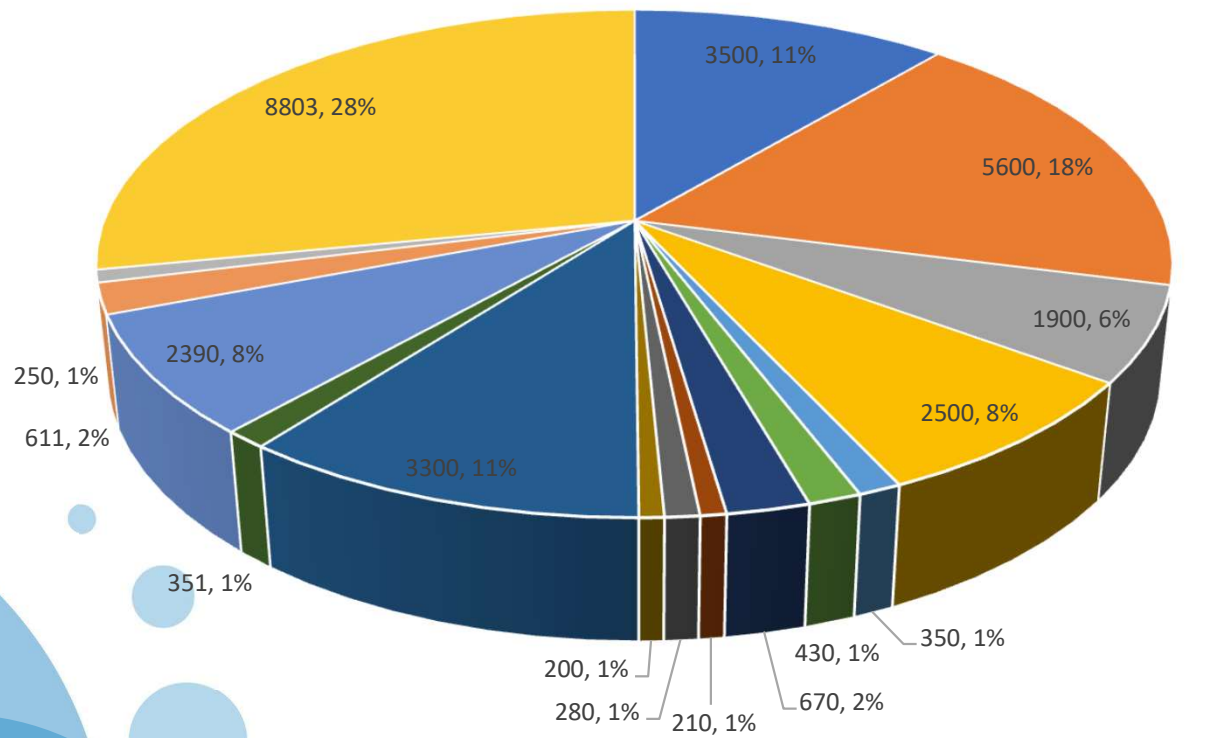
		India Population	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		1,220,800,358	138,250
<b>Gender</b>	Male	623,724,248	82,033
	Female	586,469,174	56,217
<b>Age</b>	<14	32%	0
	21-60	62%	136,175
	>60	6%	2,075

## SURVEY PANEL





## Healthcare Panel Size (2022): 31,345



- PCPs
- Pediatric
- Orthopedic
- Ophthalmologist
- Oncologist
- Pulmonologist
- Gynaelogist
- Nephrologists
- Urologists
- Cardiologists
- IM
- ENT
- Dermatologists
- Diabetologist
- Neurologist
- Others

# China



**Internet user:** ~60% of population - Yr 2016  
**Internet penetration:** 772 Million- Yr 2017  
**GDP - Per Capita:** around \$8,827 (2017 est.)

		Population as on 2016	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		1,386,400,000	241,330
<b>Gender</b>	Male	719,541,600	140,270
	Female	666,858,400	101,060
<b>Age</b>	<14	17%	0
	21-60	72%	235,240
	>60	11%	6090

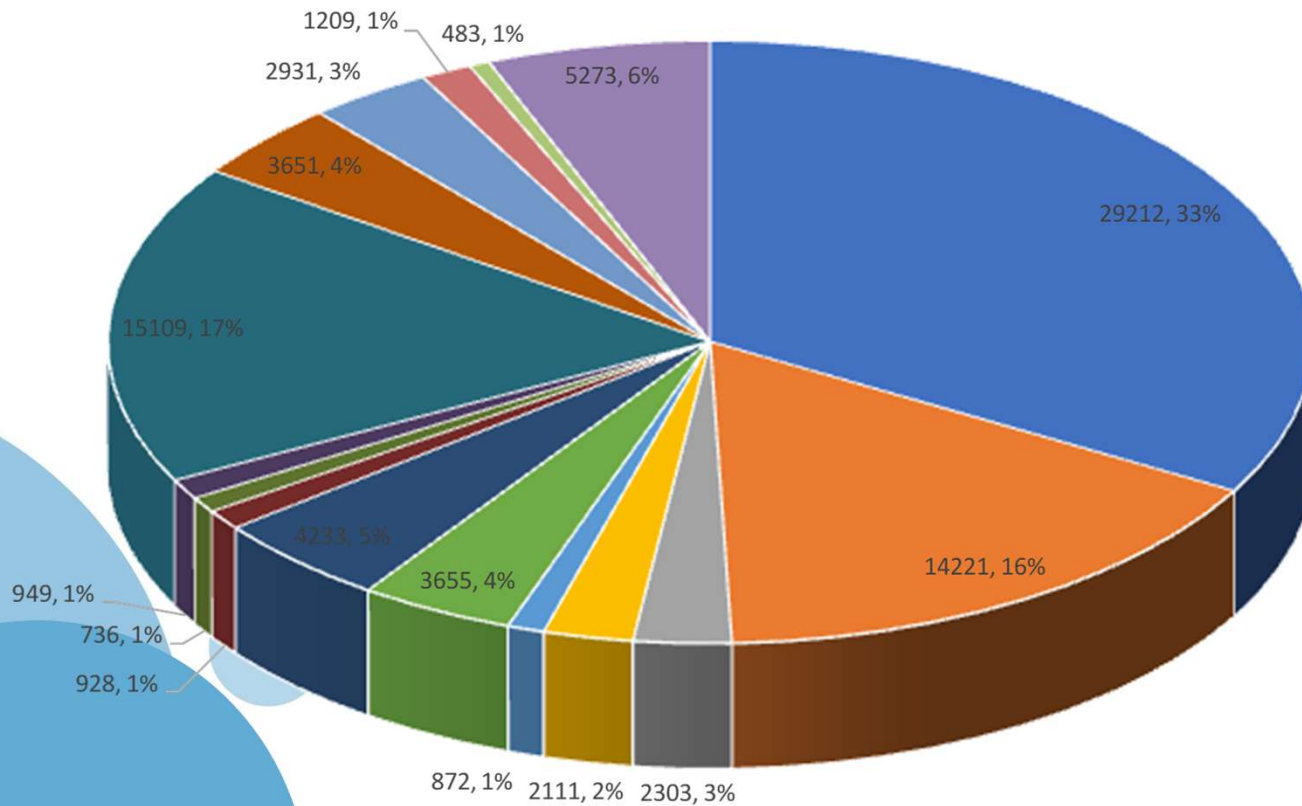
## SURVEY PANEL





## Healthcare Panel Size (2022): 87,876

- PCPs
- Pediatric
- Orthopedic
- Ophthalmologist
- Oncologist
- Pulmonologist
- Gynaelogist
- Nephrologists
- Urologists
- Cardiologists
- IM
- ENT
- Dermatologists
- Diabetologist
- Neurologist
- Others





# Philippines



**Internet user:** ~47% of population - Yr 2019  
**GDP - Per Capita:** around \$3,858 (2017 est.)

		Population as of 2021	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		11,23,21,991	11,292
<b>Gender</b>	Male	56,327,579	5,825
	Female	55,994,412	5,467
<b>Age</b>	<15	33.5%	0
	15-64	61.5%	11,011
	>65	5%	281

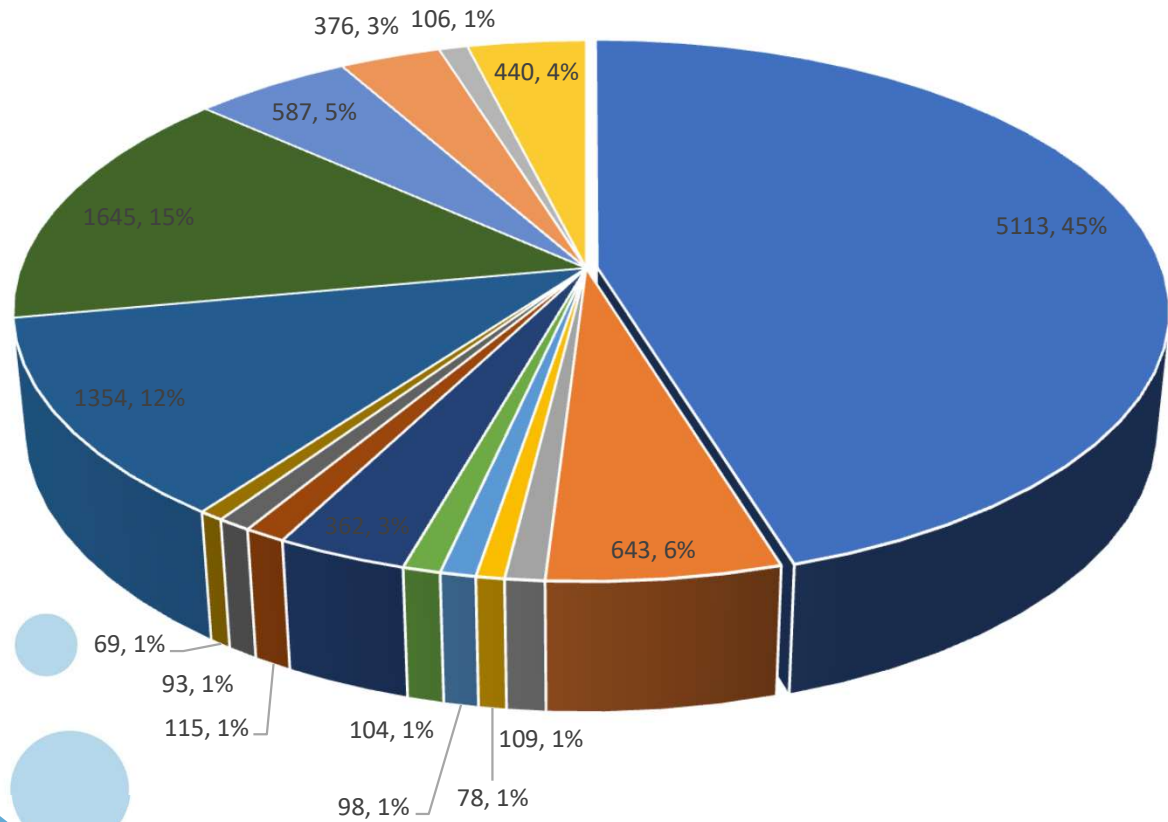
## SURVEY PANEL



# Philippines



## Healthcare Panel Size (2022): 11,292



- PCPs
- Pediatric
- Orthopedic
- Ophthalmologist
- Oncologist
- Pulmonologist
- Gynaelogist
- Nephrologists
- Urologists
- Cardiologists
- IM
- ENT
- Dermatologists
- Diabetologist
- Neurologist
- Others

# Vietnam



**Internet user:** ~70% of population - Yr 2020  
**GDP - Per Capita:** around \$4,082 (Yr. 2020)

		Population	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		9,95,10,000	6,195
<b>Gender</b>	Male	4,94,10,000	3,551
	Female	5,01,00,000	2,644
<b>Age</b>	<15	25%	0
	15-64	69.3%	6195
	>65	5.7%	0

## SURVEY PANEL

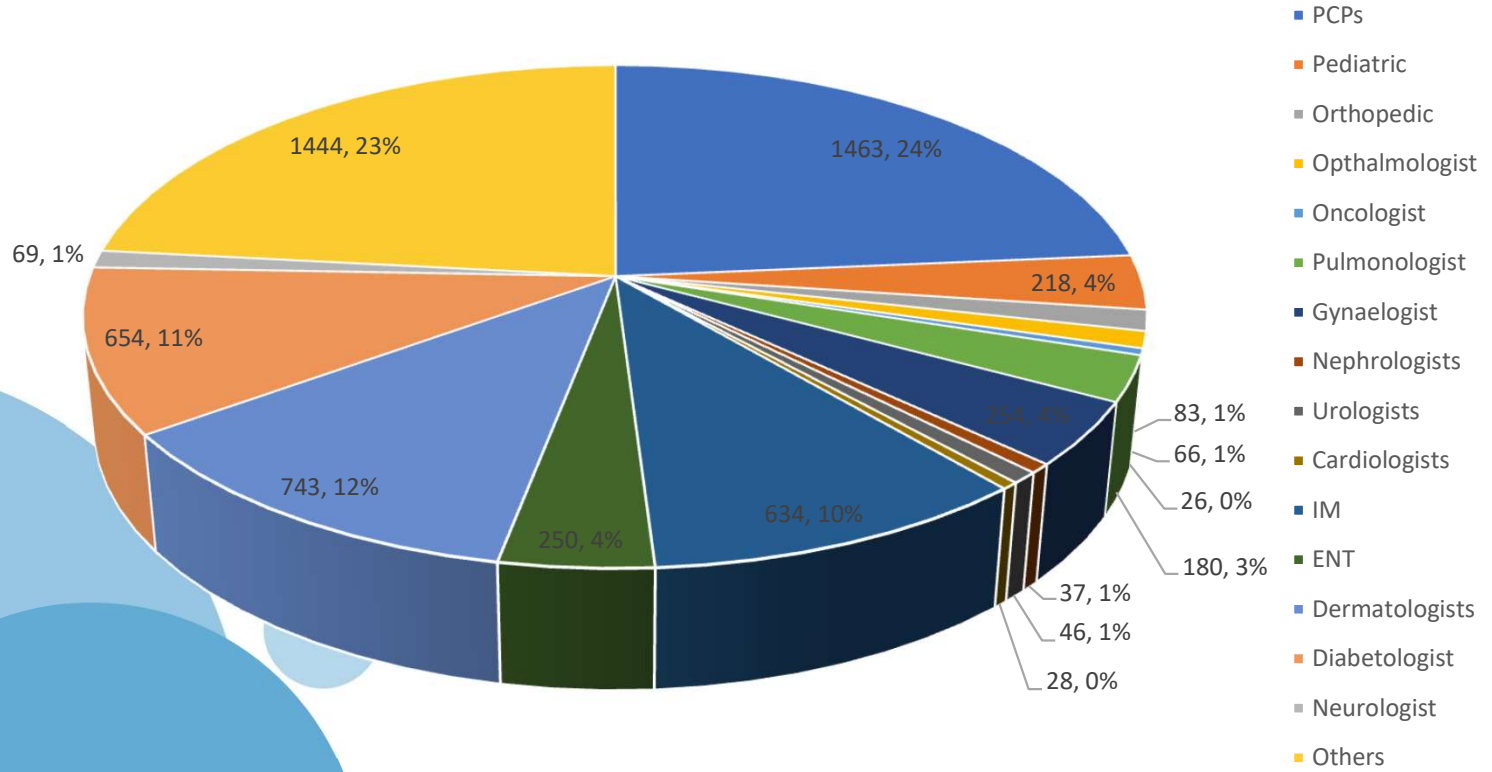


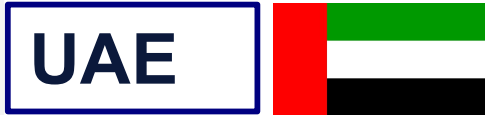
# Vietnam



## Healthcare Panel Size (2022): 6,195

Vietnam





**Internet user: ~80.2% of population - Yr 2019 (est.)**  
**GDP - \$37,622 Per capita - Yr 2016**

		UAE Population as on 2016 (estimated)	Spade's panel size
Total Population		8,264,070	12,242
Gender	Male	63%	9,422
	Female	37%	3,820
Age	<14	12%	0
	15-60	83%	12,235
	>60	5%	7

# SURVEY PANEL



**KSA**



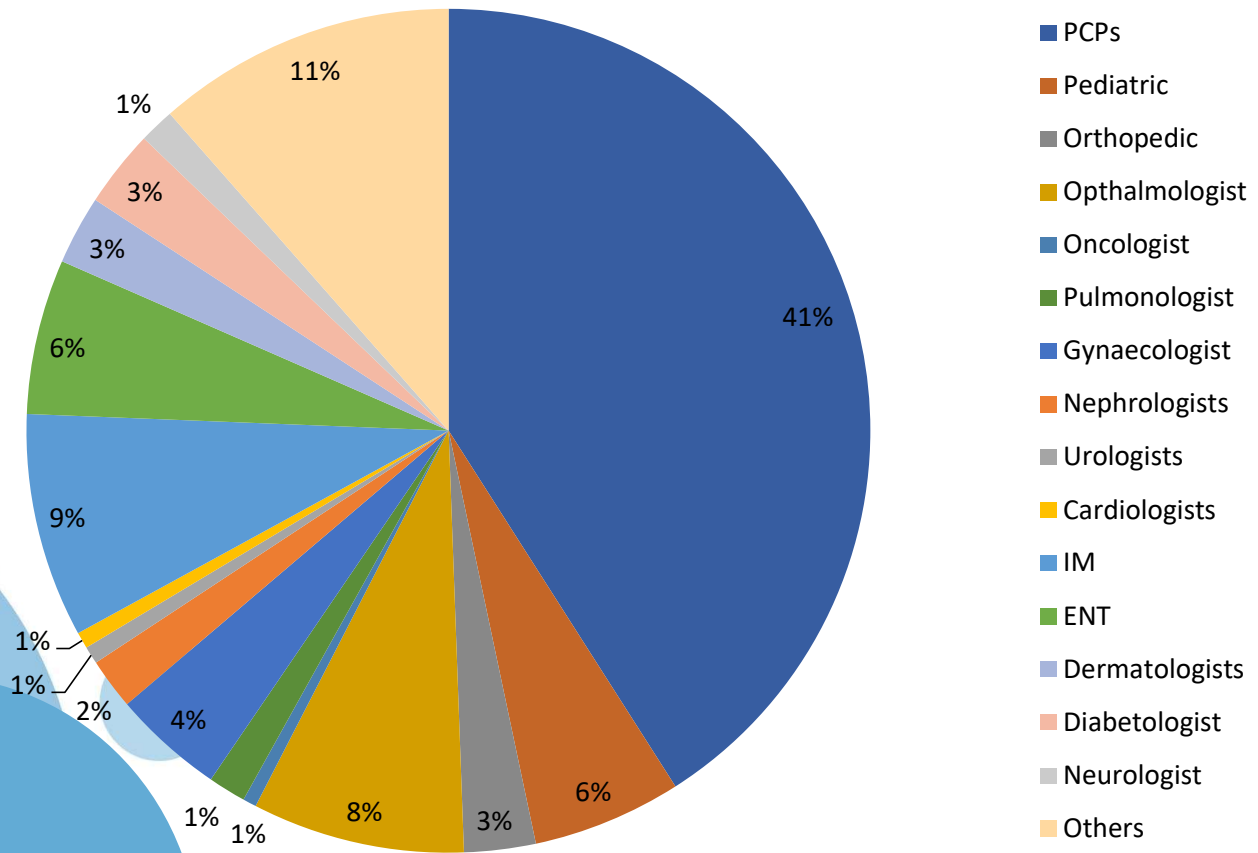
**Internet user:** ~83.47% of population - Yr 2018  
**Internet penetration:** 28.5 Million- Yr 2018  
**GDP - Per Capita:** around \$20,775- Yr2018

		Population as on 2016	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		34.14 million	21,347
<b>Gender</b>	Male	19.60 million	14,121
	Female	14.54 million	7,226
<b>Age</b>	<14	~27%	0
	21-60	~63%	21,347
	>60	~10%	0

**SURVEY PANEL**



## Healthcare Panel Size (2022): 3,713



# Morocco



**Internet user:** ~61.6% of population - Yr 2018  
**Internet penetration:** 22.5 Million- Yr 2018  
**GDP - Per Capita:** around \$8,062- Yr2018

		Population as on 2016	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		36.47 million	34,921
<b>Gender</b>	Male	~17 million	16,375
	Female	~19 million	18,546
<b>Age</b>	<14	~29%	0
	21-60	~54%	34,830
	>60	~17%	91

## SURVEY PANEL





# Egypt

**Internet user:** ~48.7% of population - Yr 2018  
**Internet penetration:** 49.2 Million- Yr 2018  
**GDP - Per Capita:** around \$2,412- Yr2018

		Population as on 2016	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		101.1 million	25,839
<b>Gender</b>	Male	~50.41 million	15,274
	Female	~49.98 million	10,565
<b>Age</b>	<14	~30%	0
	21-60	~62%	25,830
	>60	~8%	9

## SURVEY PANEL



# Kuwait



**Internet user:** ~80% of population - Yr 2019  
**Internet penetration:** 3.36 Million- Yr 2019  
**GDP - Per Capita:** around \$33,500- Yr2019

		Population as on 2016	Spade's B2B/B2C panel size (2022)
<b>Total Population</b>		4.2 million	18,983
<b>Gender</b>	Male	~2.56 million	12,462
	Female	~1.64 million	6,521
<b>Age</b>	<14	~25%	0
	21-60	~71%	18,970
	>60	~4%	13

## SURVEY PANEL





## Contact Us

### Offices:

#### India

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UP, New Delhi NCR  
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**PICK** *The Right*  
**TARGET**  
**RESPONDENT**

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