Research Panel Asia Has Increased Its Newly Developed Chinese Panel Size By Over 200% In January

Contributed by Research Panel
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Research Panel Asia Inc.(RPA), continues to enlarge its panel size, and it came to see the panel growth rate over 200% in the past month.

RPA launched its first oversea panel service "91wenwen.com" on 29 October, 2009 in China, where the growth power is remarkably high even relatively in the hyper-growing region.

Later, it added a new easy voting feature to its online panel service to maintain a high active rate of panel.

As a result, it is shown that more than 40% of panelists had participated in the First Test Survey conducted by RPA.

This time, with a lot of highly effective ways to recruit respondents from all over China, the increasing rate hit an all-time high in January, 2010.

The China panel is now available for clients need to conduct surveys in China, as well as the companyâ€™s huge 1.5mil Japanese panel.

This is a significant step for the company as a high-quality regional panel supplier in Asia.

The company will continue aggressive investment in China to increase its panel, while keeping its effort to add other Asian countries to its product line.

The company expects its second service to be launched soon in South Korea. RPA, lead by Shogo Nakazato, is aiming to build multiple survey panels in Asian countries taking full advantage of assets and high-level know-how such as quality control, panel operation and service usability improvement accumulated through the 10-year experience of online panel supply and media business at EC Navi group.

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