

A faint, light blue world map composed of small dots, serving as a background for the title text.

# Panel Book

2017



# Introduction

TapResearch offers a solution built for the future of market research sampling. The majority of internet usage is contained within apps, and TapResearch puts those users in the hands of researchers. TapResearch not only offers a new way of accessing respondents, TapResearch gives researchers access to the 95% of respondents who have not been recruitable by traditional email panels.

The value of a data collection solution is to bring a high quality, profiled individual to a relevant market research opportunity. In order for data collectors to achieve this value, they must reach potential respondents where they are accessing information; and the ever increasing amount of that access is within apps. TapResearch uses technology to unlock this population in a scalable and methodical way. TapResearch goes beyond traditional mobile panels, TapResearch offers a data collection approach to reach people where they spend their time, using apps, regardless of the device or platform supporting the app.

# Methodology



Users from popular mobile apps and web applications see TapResearch survey offers and opt-in to complete an offer in exchange for virtual rewards in that application.



Before being allowed to enter a survey, users are required to answer a set of profiling questions, in addition to passing other quality checks including blacklist, IP and trap questions.



Users who pass all quality checks are directed into an appropriate survey in real-time.



Users are rewarded with virtual rewards once the survey is successfully completed.



## Quality

Respondents complete a demographic screening survey with trap questions at the beginning of every session, ensuring profile freshness and attentiveness.



We ensure your survey is only completed by unique respondents through a digital fingerprint of their IP address, browser cookies and other characteristics.



We actively analyze our network of respondents to eliminate any suspicious IP addresses - proxies, server farms, or other abnormalities.



Our users are continuously asked questions that allow us to analyze their consistency and attentiveness.

We abide by the ICC/ESOMAR International Code and are members of ESOMAR.



# Global Reach

	<b>Panel Size</b>	<b>Monthly Active</b>
<b>United States</b>	6M	540K
<b>Great Britain</b>	680K	61K
<b>India</b>	570K	51K
<b>Canada</b>	420K	38K
<b>Germany</b>	380K	34K
<b>Brazil</b>	380K	34K
<b>France</b>	280K	25K
<b>Spain</b>	260K	23K
<b>Italy</b>	240K	22K
<b>China</b>	200K	18K
<b>Russia</b>	190K	17K
<b>Australia</b>	170K	15K
<b>Mexico</b>	140K	12K
<b>Sweden</b>	30K	3K
<b>Denmark</b>	20K	2K
<b>South Korea</b>	20K	2K
<b>Norway</b>	10K	1K
<b>Singapore</b>	10K	1K
<b>Japan</b>	10K	1K



# United States

## AGE

<18	9.53%
18-24	24.99%
25-34	29.92%
35-44	15.06%
45-54	10.07%
55+	10.42%

## GENDER

Male	46.33%
Female	53.67%

## HOUSEHOLD INCOME

Less than \$10,000	24.62%
\$10,000 to \$19,999	12.94%
\$20,000 to \$29,999	11.75%
\$30,000 to \$39,999	8.15%
\$40,000 to \$49,999	6.12%
\$50,000 to \$59,999	5.57%
\$60,000 to \$69,999	3.59%
\$70,000 to \$79,999	3.67%
\$80,000 to \$89,999	2.28%
\$90,000 to \$99,999	2.16%
\$100,000 to \$149,999	4.57%
\$150,000 to \$199,999	1.46%
\$250,000+	2.00%
Prefer not to answer	11.13%

## ETHNICITY

White	56.05%
Black, or African American	11.04%
American Indian or Alaska Native	1.41%
Asian	4.33%
Pacific Islander	0.46%
Some other race	1.88%
Prefer not to answer	5.15%
Hispanic	19.68%



# United States

## EDUCATION LEVEL

3rd Grade or less	1.88%
Middle School - Grades 4 - 8	5.98%
Some high school - Grades 9 - 12	13.18%
High school graduate	24.04%
Other post high school vocational training	4.46%
Some college - no degree	18.75%
Associates degree (AA, AS, AB)	7.78%
Bachelor's degree(BA, BS)	12.75%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)	5.28%
Professional degree (MD, DDS, DVM, LLB, JD)	1.65%
Doctorate degree (PhD, EdD)	2.24%
None of the above	2.02%
Prefer not to answer	11.13%

## EMPLOYMENT STATUS

Employed full-time	35.05%
Employed part-time	14.05%
Self-employed full-time	4.55%
Self-employed part-time	3.08%
Active military	1.41%
Inactive military/Veteran	0.75%
Temporarily unemployed	5.49%
Full-time homemaker	5.17%
Retired	4.12%
Student	14.24%
Disabled	4.02%
Prefer not to answer	8.06%



# United Kingdom

## AGE

<18	15.29%
18-24	28.20%
25-34	35.53%
35-44	10.10%
45-54	5.86%
55-99	5.03%

## GENDER

Male	58.67%
Female	41.33%

## HOUSEHOLD INCOME

Less than 15,000	26.69%
15,000 to 24,999	22.15%
25,000 to 34,999	12.39%
35,000 to 44,999	7.70%
45,000 to 59,999	5.11%
60,000 to 84,999	3.65%
85,000 to 124,999	2.23%
125,000 to 174,999	0.85%
175,000 and above	2.21%
Prefer not to answer	17.03%





# Canada

## AGE

<18	11.93%
18-24	23.66%
25-34	33.65%
35-44	12.67%
45-54	8.82%
55-99	9.27%

## GENDER

Male	50.24%
Female	49.76%

## HOUSEHOLD INCOME

Less than C\$15,000	17.66%
C\$15,000 to C\$24,999	14.56%
C\$25,000 to C\$34,999	11.01%
C\$35,000 to C\$44,999	8.22%
C\$45,000 to C\$59,999	8.71%
C\$60,000 to C\$84,999	9.56%
C\$85,000 to C\$124,999	8.80%
C\$125,000 to C\$174,999	3.46%
C\$175,000 and above	3.15%
Prefer not to answer	14.87%



# Australia

## AGE

<18	18.84%
18-24	28.58%
25-34	35.90%
35-44	8.26%
45-54	4.35%
55-99	4.08%

## GENDER

Male	58.29%
Female	41.71%

## HOUSEHOLD INCOME

Less than A\$15,000	19.86%
A\$15,000 to A\$24,999	14.72%
A\$25,000 to A\$34,999	9.16%
A\$35,000 to A\$44,999	6.96%
A\$45,000 to A\$59,999	6.78%
A\$60,000 to A\$84,999	7.17%
A\$85,000 to A\$124,999	7.70%
A\$125,000 to A\$174,999	3.83%
A\$175,000 and above	4.42%
Prefer not to answer	19.40%



## Mexico

### AGE

<18	14.77%
18-24	36.12%
25-34	37.15%
35-44	7.06%
45-54	2.34%
55-99	2.57%

### GENDER

Male	68.23%
Female	31.77%



## Germany

### AGE

<18	14.47%
18-24	30.55%
25-34	37.83%
35-44	10.32%
45-54	4.15%
55-99	2.68%

### GENDER

Male	58.79%
Female	41.21%



 **France**

**AGE**

<18	15.21%
18-24	32.92%
25-34	35.88%
35-44	10.00%
45-54	3.77%
55-99	2.22%

**GENDER**

Male	61.80%
Female	38.20%

 **Spain**

**AGE**

<18	9.50%
18-24	29.35%
25-34	39.41%
35-44	14.18%
45-54	5.03%
55-99	2.53%

**GENDER**

Male	71.26%
Female	28.74%



## Brazil

### AGE

<18	16.76%
18-24	34.89%
25-34	34.70%
35-44	9.22%
45-54	2.76%
55-99	1.66%

### GENDER

Male	72.52%
Female	27.48%



## Russia

### AGE

<18	9.46%
18-24	29.52%
25-34	45.42%
35-44	10.48%
45-54	3.23%
55-99	1.89%

### GENDER

Male	77.38%
Female	22.62%



## India

### AGE

<18	10.35%
18-24	45.08%
25-34	35.90%
35-44	5.94%
45-54	1.49%
55-99	1.23%

### GENDER

Male	88.37%
Female	11.63%



## China

### AGE

<18	13.13%
18-24	31.26%
25-34	48.44%
35-44	5.55%
45-54	0.91%
55-99	0.71%

### GENDER

Male	74.56%
Female	25.44%

# Profiling Data Points

TapResearch respondents are profiled on a range of standard characteristics. Additional screening and and feasibility data may be available in certain locales.

Age	Fast food frequency	Age and gender of child
Gender	Beverage frequency	Employment
Zip	Alcohol frequency	Car model us standard
Race / Ethnicity	Movie frequency	Diagnosed ailments
State	Movie home watching	Household income
Dma	Exercise hours	County
Region	Sports	Race/ethnicity
Relationship	Electronics ownership	
Education	Early adopter	
Voter registration	Cell carrier	
Purchasing decision maker	Cell plan	
Sexual orientation	Gaming hours	
Industry	Gaming device	
Company # of employees	Gaming online	
Company revenue	Radio frequency	
Company department	Flight purpose	
Auto decision maker	Hotel type	
Auto brands	Smoking	
Auto purchase date	Eyeware	
Auto purchase intent	Hearing aid	