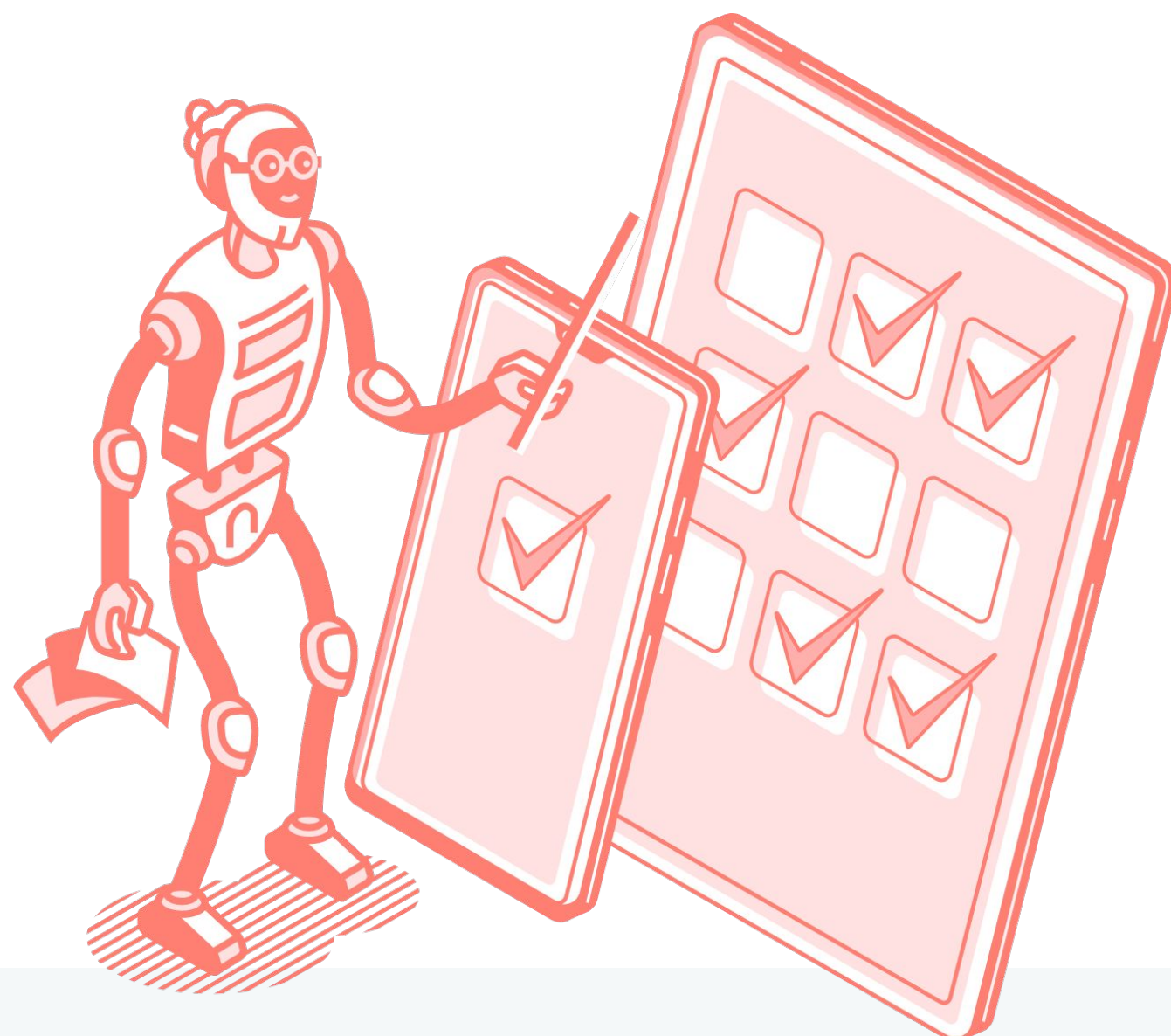


# MOBILE CAPABILITIES



# MOBILE IS THE WAY

**30–40%** of research participants use mobile to respond to surveys



Internet Usage  
in Mobile

58.33%

67.9%

Smartphone  
Ownership

85.74%

76%

Gen Z  
Smartphone Owners

98%

98%

World

Asia Pacific

**Wider Coverage, more Representative, faster Responses!**

Get immediate responses from never-before-reached demographics with mobile surveys.  
Spend more time for analysis and provide deeper insights to clients faster.

# MOBILE SUITED PROJECT TYPE EXAMPLES

## In-Home Usage Tests

Mobile can simplify the process by getting respondents to purchase products themselves and only incenting those who fully complete the study. The smartphone then allows easy capture of usage data through both structured questions and media uploads.

## Diary Studies

Smartphones are used to manage consumer's daily lives and tasks, making them an excellent tool for diary studies. The average U.S. consumer checks their smartphone 46 times a day, providing ample opportunity to message respondents and keep participation rates high.

## Mobile Technologies



Camera capture



Video capture



Audio record



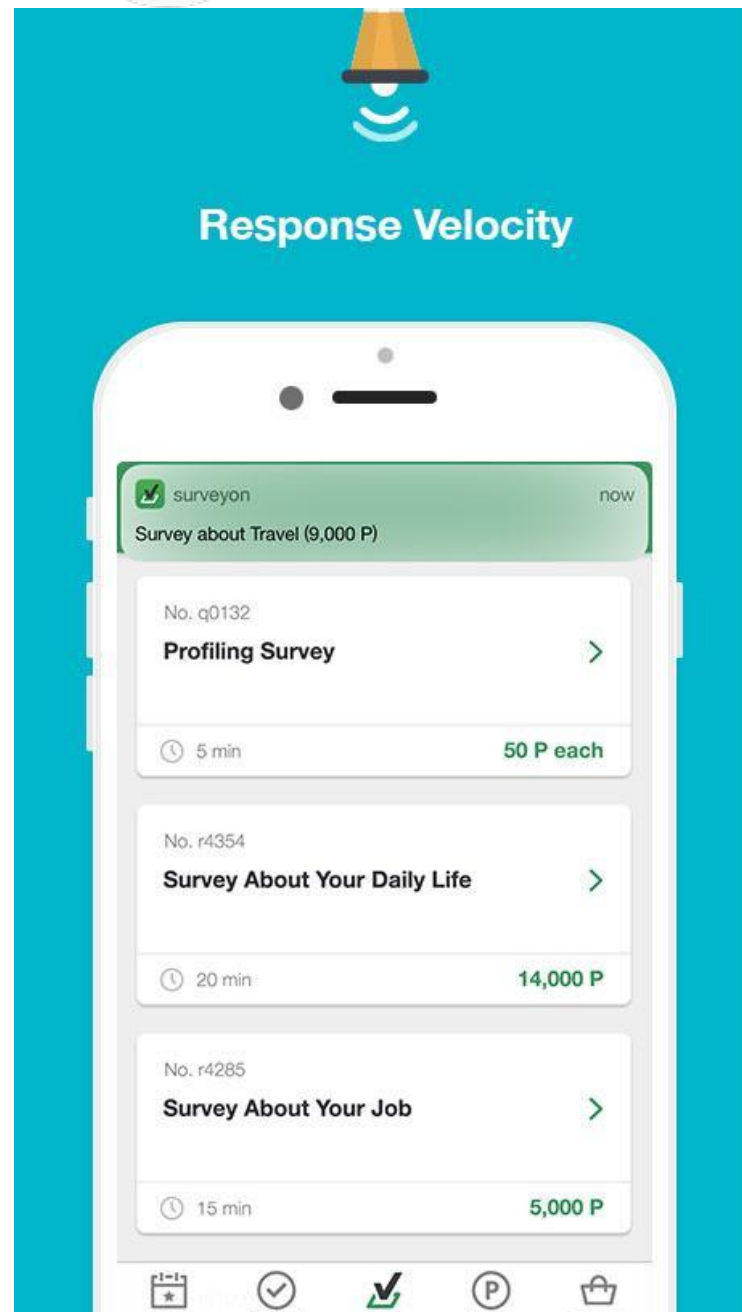
GPS tracking



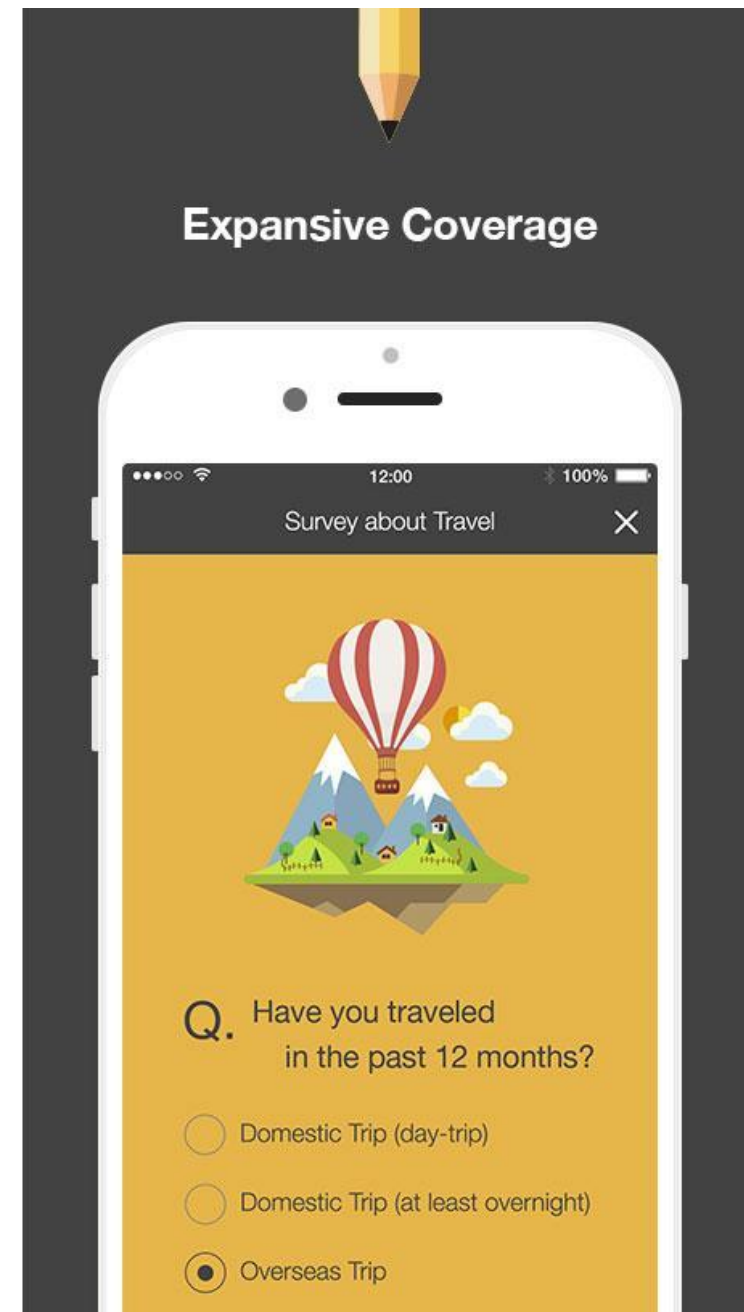
IDFA/AAID/Cookie tracking



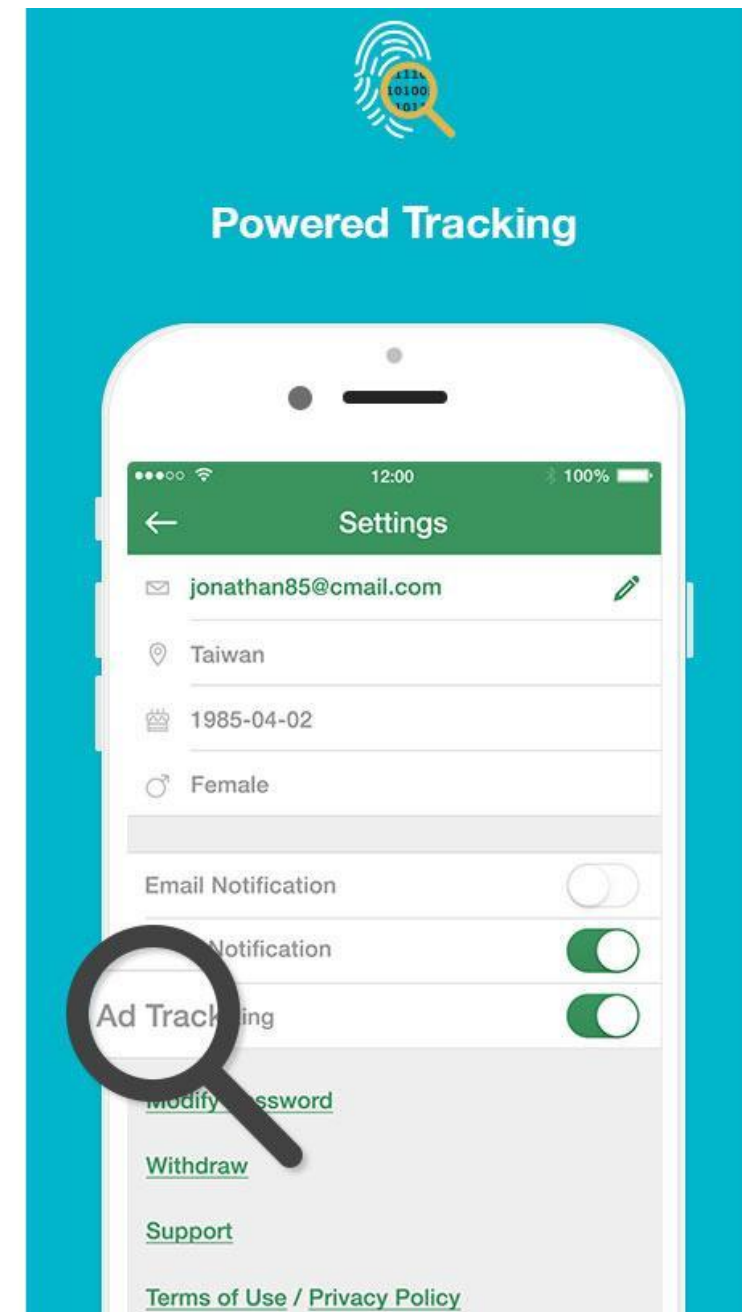
# MOBILE APP FEATURES



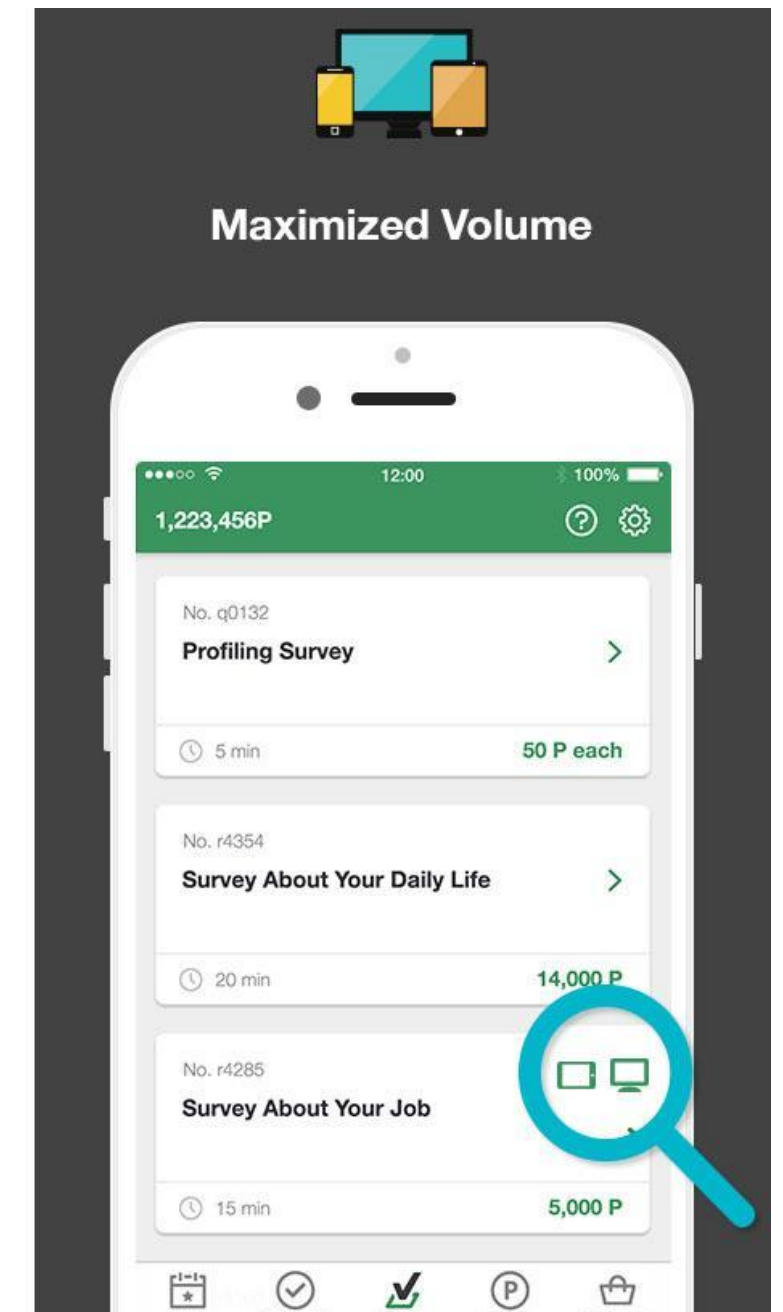
With In-App Survey Notification, you can instantly remind panelists whenever a new survey opens and get responses faster.



Choose from 47+ profiled variables to find the 'right' respondent for your research.



Target respondents with IDFA/AAID or Cookie to get accurate results on your ad's performance.



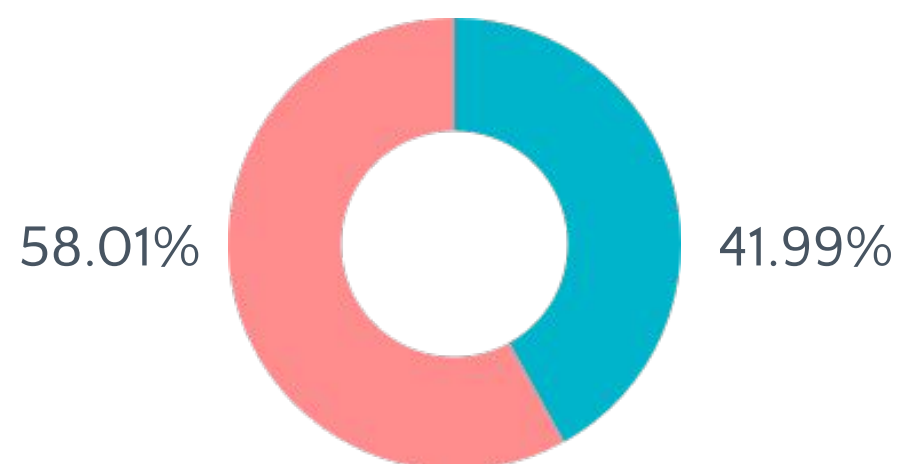
Connect to over 100,000 active proprietary panelists in APAC countries via any device. You can control which devices can be used to enter your survey.

# JAPAN

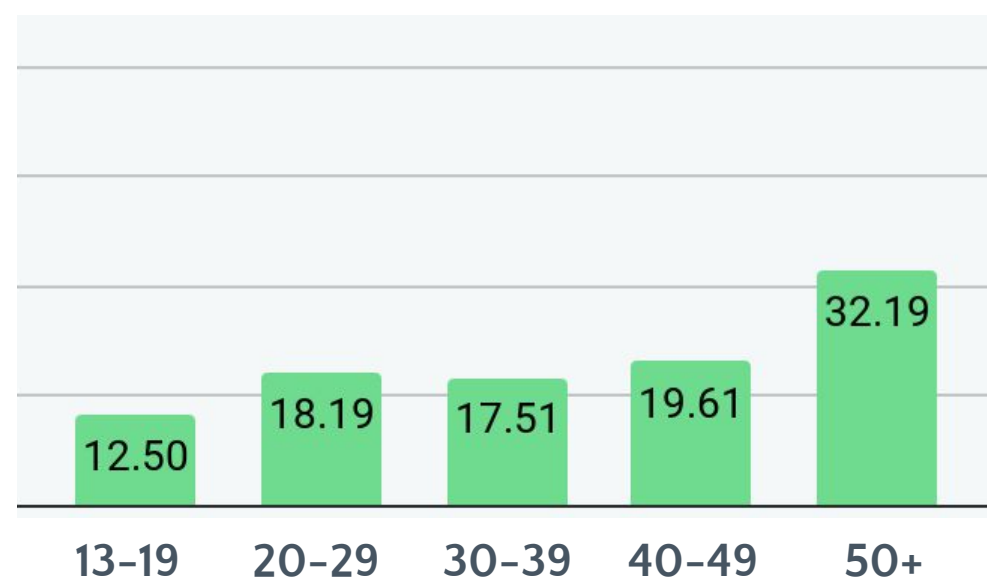
Population: 123.6 million  
Mobile Phone Penetration: 96.7%  
Mobile Panel Size: 623,906

## Gender %

Female Male



## Age %

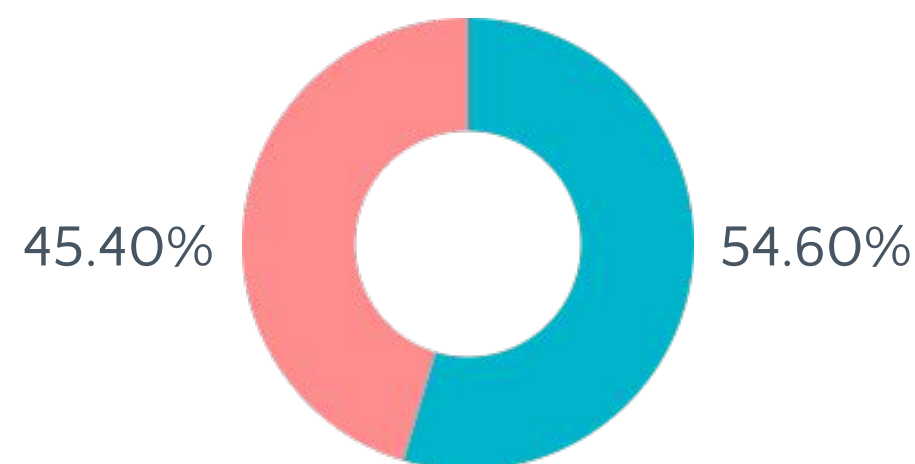


# CHINA

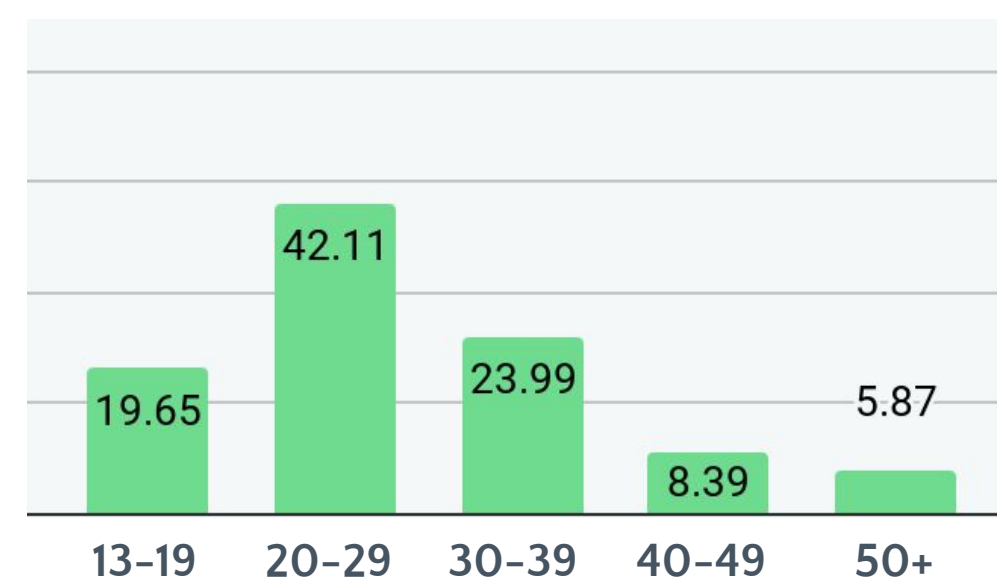
Population: 1.43 billion  
Mobile Phone Penetration: 93.2%  
Mobile Panel Size: 232,466

## Gender %

Female Male



## Age %



# SOUTH KOREA

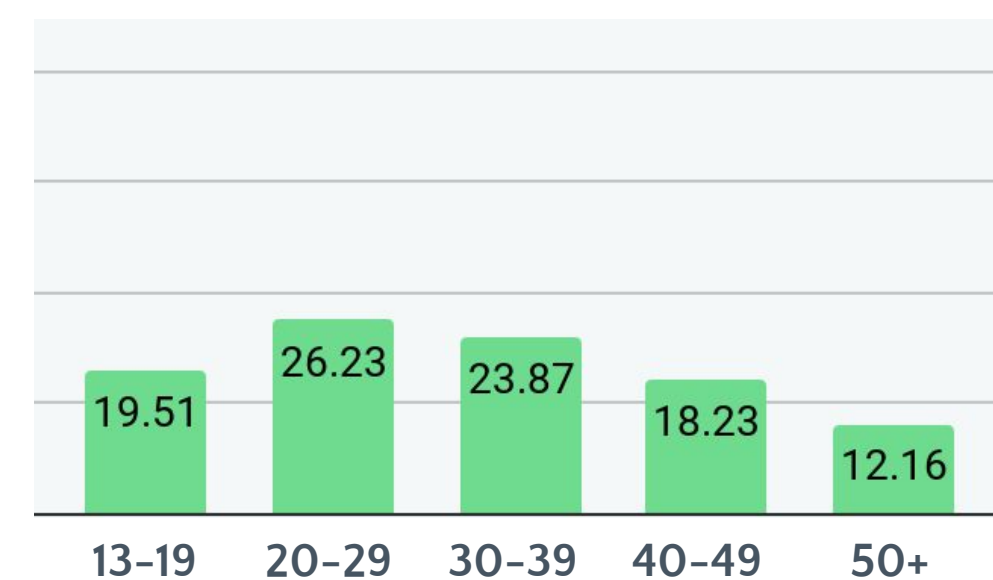
Population: 51.80 million  
Mobile Phone Penetration: 96.7%  
Mobile Panel Size: 120,907

## Gender %

Female Male



## Age %



# SINGAPORE

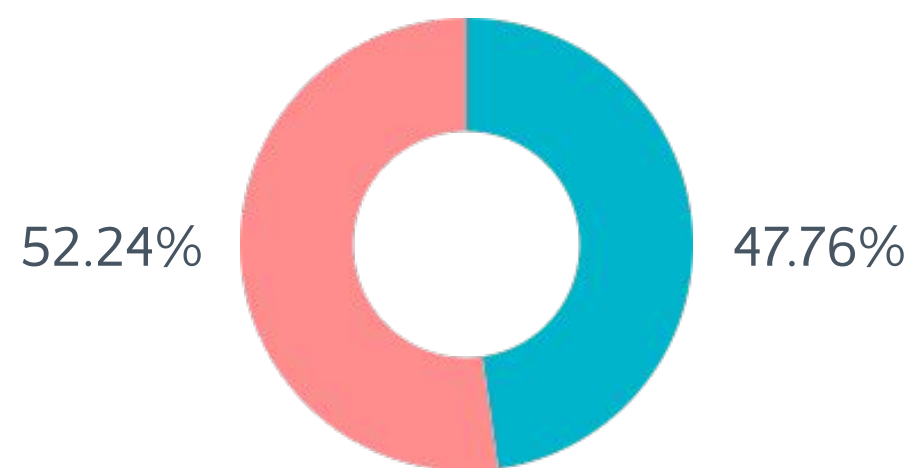
Population: 6 million

Mobile Phone Penetration: 94.4%

Mobile Panel Size: 7,691

## Gender %

Female Male



## Age %



# INDONESIA

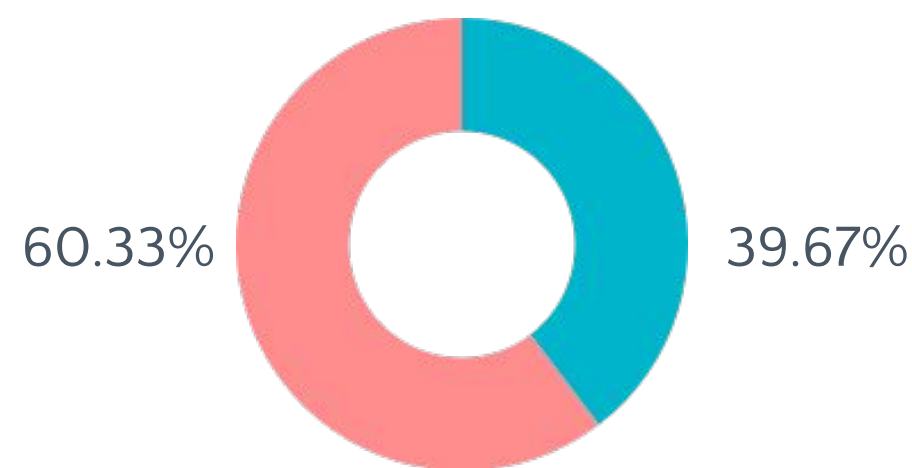
Population: 276.4 million

Mobile Phone Penetration: 99.5%

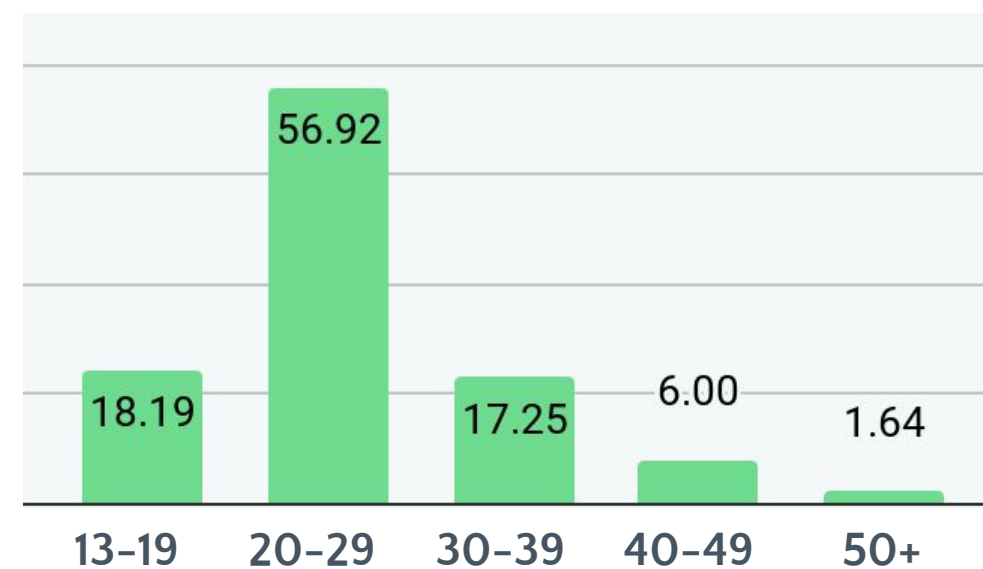
Mobile Panel Size: 296,804

## Gender %

Female Male



## Age %



# THAILAND

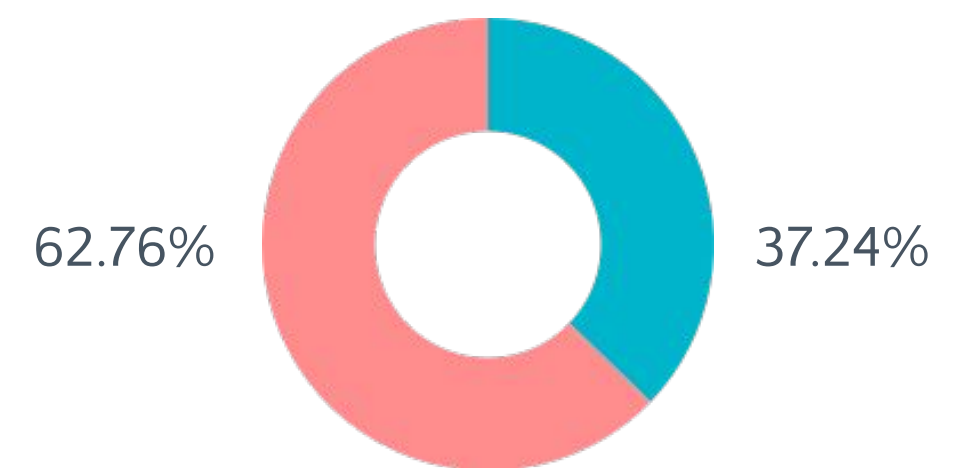
Population: 71.75 million

Mobile Phone Penetration: 98.1%

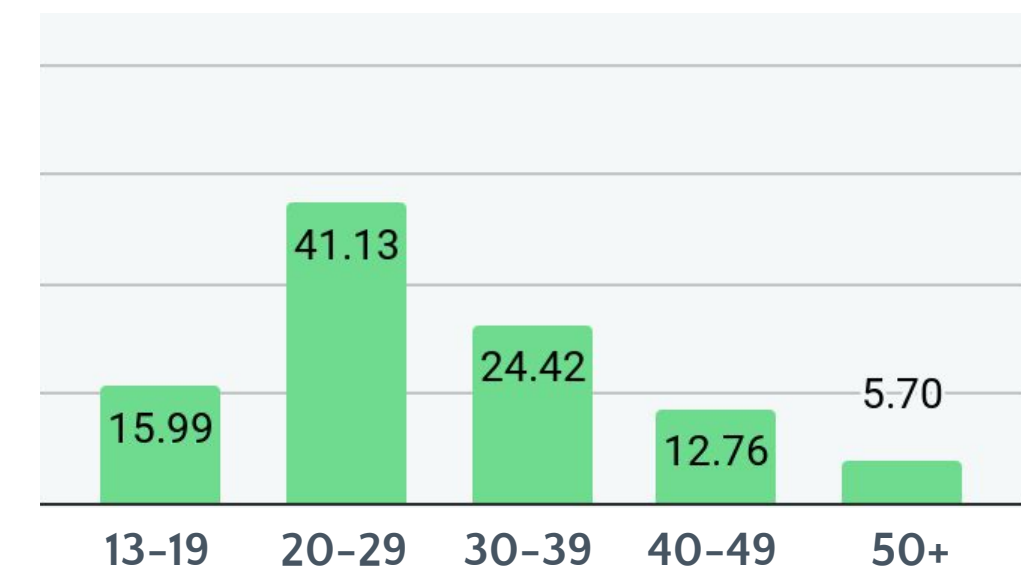
Mobile Panel Size: 133,256

## Gender %

Female Male



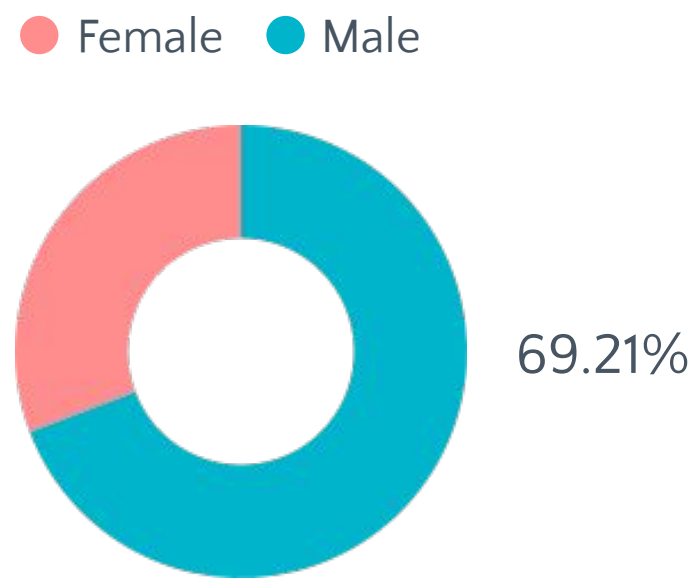
## Age %



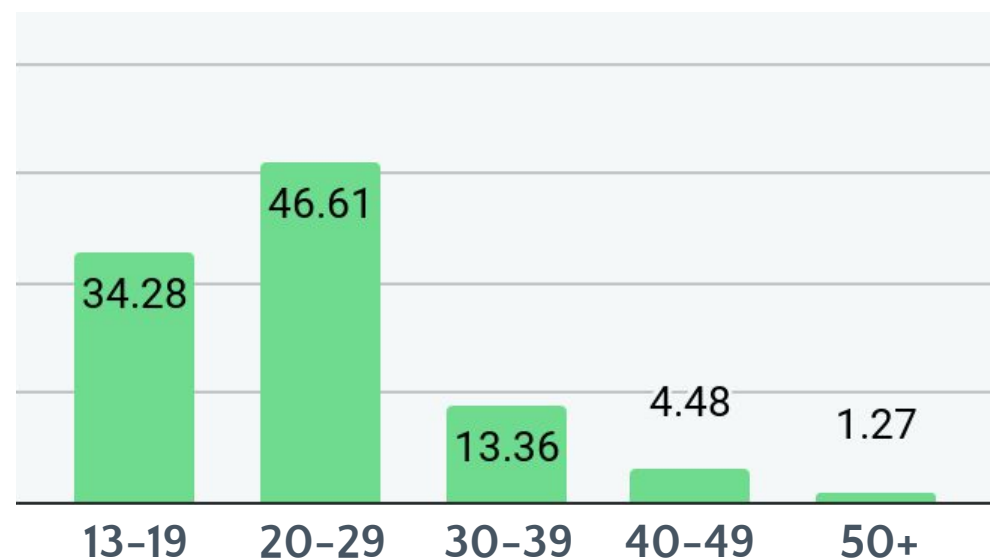
# VIETNAM

Population: 98.53 million  
Mobile Phone Penetration: 98.2%  
Mobile Panel Size: 61,885

## Gender %



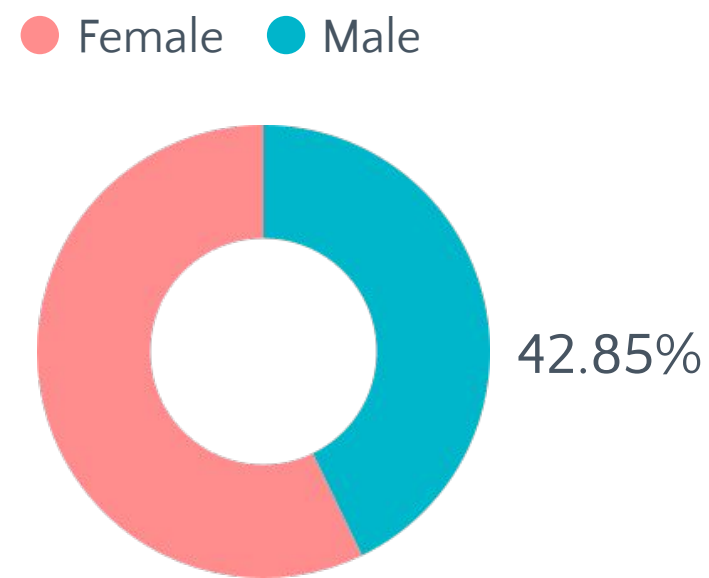
## Age %



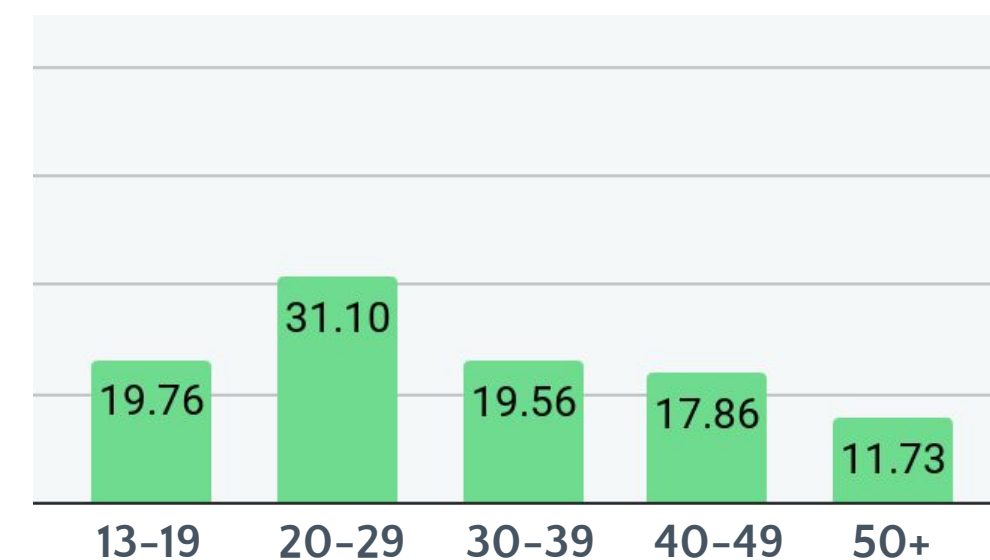
# TAIWAN

Population: 23.91 million  
Mobile Phone Penetration: 95.1%  
Mobile Panel Size: 19,755

## Gender %



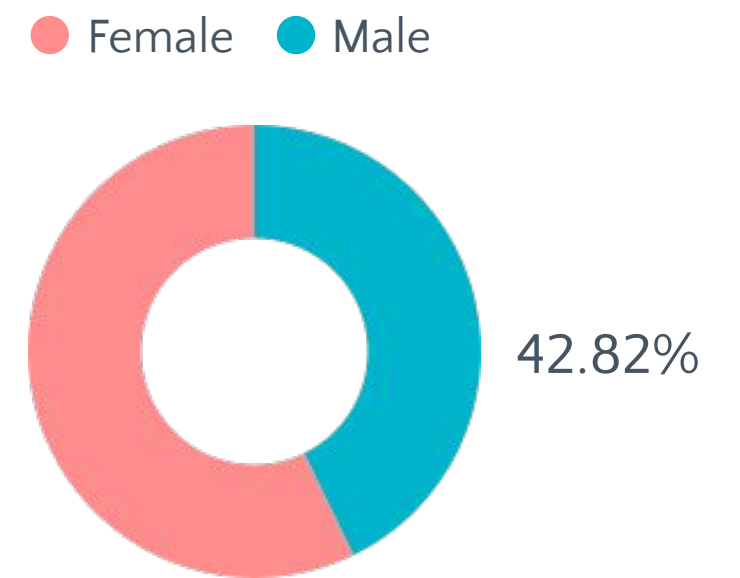
## Age %



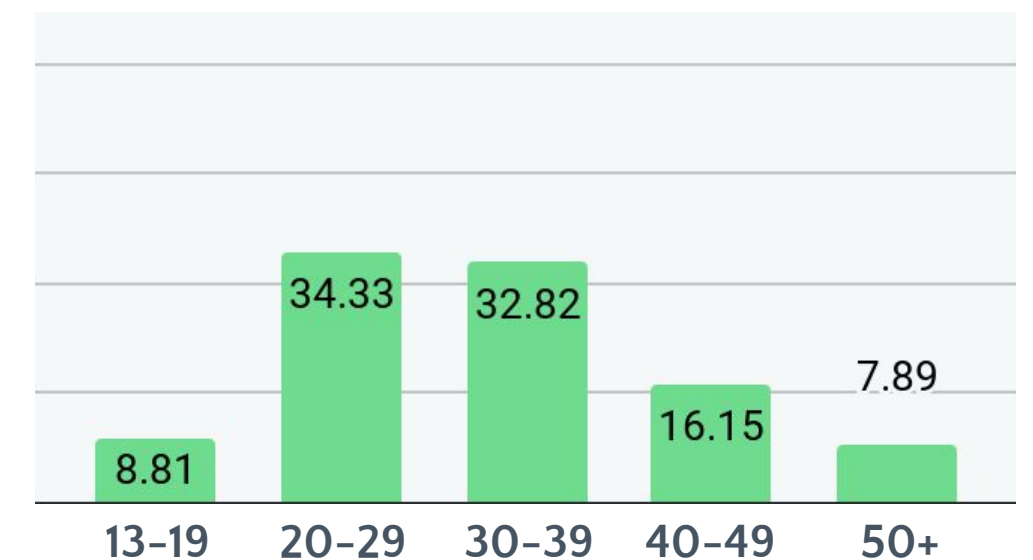
# HONG KONG

Population: 7.49 million  
Mobile Phone Penetration: 96.1%  
Mobile Panel Size: 4,479

## Gender %



## Age %





# MALAYSIA

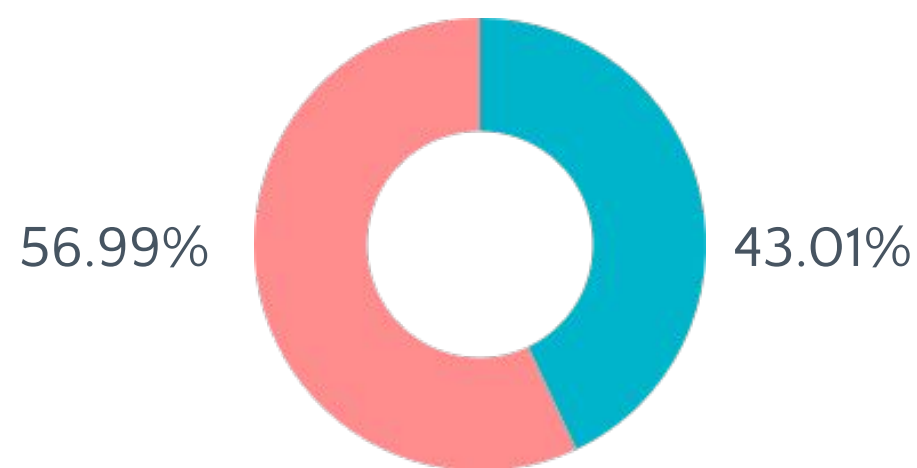
Population: 34.13 million

Mobile Phone Penetration: 97.6%

Mobile Panel Size: 21,575

## Gender %

Female Male



## Age %



# PHILIPPINES

Population: 116.5 million

Mobile Phone Penetration: 99.1%

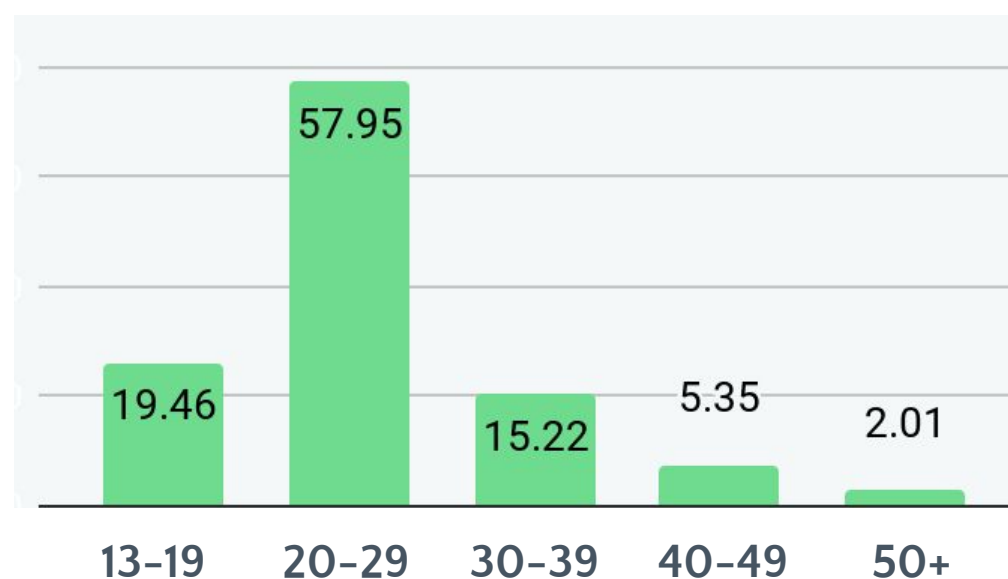
Mobile Panel Size: 82,177

## Gender %

Female Male



## Age %



# INDIA

Population: 1.42 billion

Mobile Phone Penetration: 95.8%

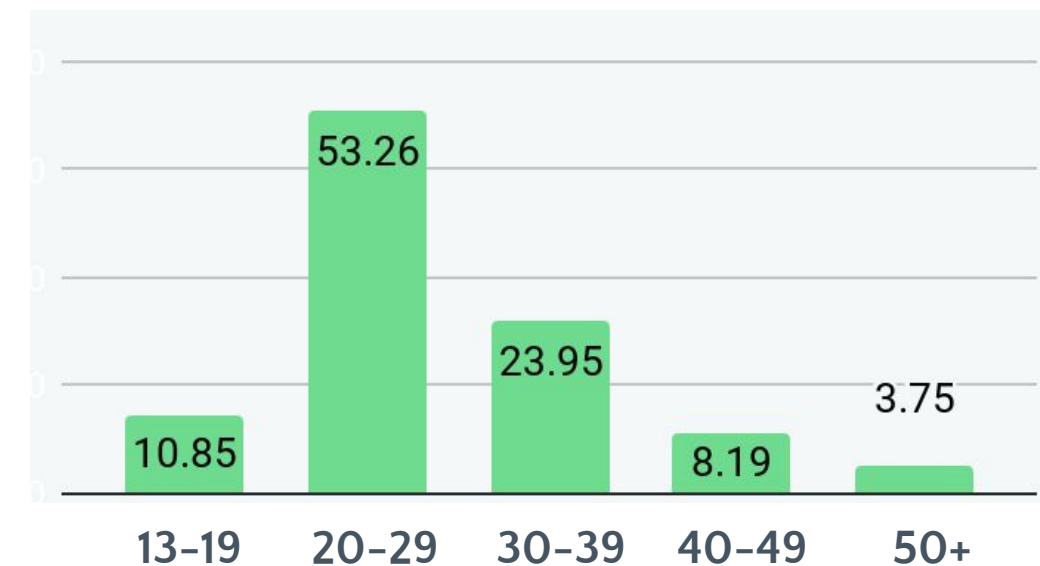
Mobile Panel Size: 50,485

## Gender %

Female Male



## Age %







Learn more about mobile research in our eBook

## Mobile 101: A Primer for Researchers

The use of mobile is one of the most exciting and dynamically changing aspects of market research today.

This eBook covers various topics to arm you with what you need to know as you start using mobile to enrich your research.

### What's Inside?

- How to Adapt Your Online Study to Mobile
- How Mobile Respondents Effect Data Quality
- Best Practices for Questionnaire Design in Mobile
- Privacy in Mobile Market Research

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