

A light blue, dotted world map serves as a background for the title text.

Panel Book

2018



Introduction

The majority of internet usage is contained within mobile 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.

TapResearch uses technology to unlock this population in a scalable way, integrating with thousands of apps to reach millions of unique respondents each month. Unlike a mobile panel or rewards app, TapResearch finds respondents where they are - in the app or game they already use - providing them with relevant rewards for their time in the form of virtual currency.

Beyond reach, this approach provides industry leading quality. In addition to behavioral scoring, device fingerprinting and other industry standard controls, programmatic fraud is minimized by accessing mobile Ad ID for identity and rewarding through user-specific virtual currency that can't be converted to real world currency. TapResearch consistently performs in the top tier in all 3rd party quality benchmarking studies.

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 mobile Ad ID, 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

	Panel Size	Monthly Active
United States	9.6M	580K
Brazil	1.4M	157K
China	808K	133K
Great Britain	1.1M	75K
Germany	696K	67K
Russia	201K	51K
Canada	672K	39K
France	507K	36K
India	554K	30K
Italy	236K	28K
Spain	294K	23K
Australia	398K	21K
Mexico	207K	15K
Sweden	56K	5K
Denmark	43K	3K
Norway	43K	3K
South Korea	30K	2K
Singapore	28K	1K
Japan	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	