



Panel Book

2020



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	7M	1M
Great Britain	507K	63K
Brazil	360K	56K
India	304k	54K
France	398K	54K
Canada	375K	51K
Germany	335K	42K
Australia	214K	33K
Mexico	162K	26K
Italy	129K	22K
Spain	145K	21K
Philippines	144K	18K
China	94K	13K
Japan	69K	10K
South Korea	60K	8K
South Africa	55K	7K
Netherlands	28K	6K
Singapore	18K	5K
Poland	35K	4K
New Zealand	13K	4K
Hong Kong	29K	4K
Sweden	17K	3K
Denmark	11K	2K
Norway	11K	2K
Finland	10K	2K



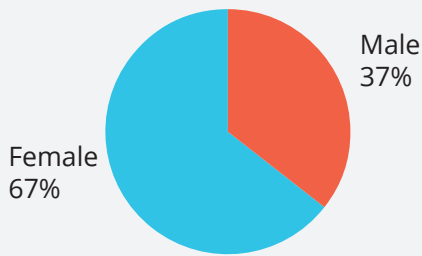
United States

AGE

<18	12%
18-24	30%
25-34	21%
35-44	14%
45-54	10%
55+	13%

HOUSEHOLD INCOME

Less than \$10,000	30.02%
\$10,000 to \$19,999	12.48%
\$20,000 to \$29,999	11.68%
\$30,000 to \$39,999	7.95%
\$40,000 to \$49,999	5.23%
\$50,000 to \$59,999	4.29%
\$60,000 to \$69,999	2.91%
\$70,000 to \$79,999	2.81%
\$80,000 to \$89,999	1.86%
\$90,000 to \$99,999	1.80%
\$100,000 to \$149,999	4.10%
\$150,000 to \$199,999	1.45%
\$250,000+	1.78%
Prefer not to answer	10.99%



ETHNICITY

White	55.39%
Black, or African American	19.75%
American Indian or Alaska Native	2.67%
Asian	4.95%
Pacific Islander	1.43%
Some other race	7.37%
Prefer not to answer	8.44%



United States

EDUCATION LEVEL

Less than high school	20.13%
High school graduate	27.95%
Other post high school vocational training	4.90%
Some college - no degree	18.08%
Associates degree (AA, AS, AB)	7.85%
Bachelor's degree (BA, BS)	10.21%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)	4.75%
Professional degree (MD, DDS, DVM, LLB, JD)	1.29%
Doctorate degree (PhD, EdD)	2.00%
None of the above	2.83%

EMPLOYMENT STATUS

Employed full-time	36.26%
Employed part-time	14.68%
Self-employed full-time	4.89%
Self-employed part-time	3.28%
Temporarily unemployed	6.00%
Full-time homemaker	4.00%
Retired	5.31%
Student	12.24%
Disabled	4.93%
Prefer not to answer	8.41%



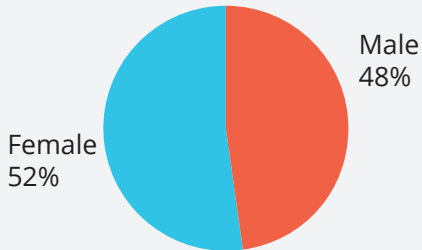
United Kingdom

AGE

<18	14%
18-24	32%
25-34	22%
35-44	13%
45-54	9%
55-99	10%

HOUSEHOLD INCOME

Less than 15,000	28.03%
15,000 to 24,999	22.11%
25,000 to 34,999	13.25%
35,000 to 44,999	8.40%
45,000 to 59,999	5.95%
60,000 to 84,999	4.17%
85,000 to 124,999	2.66%
125,000 to 149,999	0.56%
150,000 to 174,999	0.41%
175,000 and above	1.99%
Prefer not to answer	12.47%



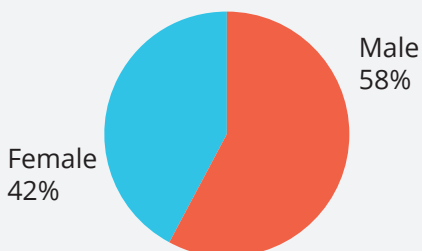
Canada

AGE

<18	12%
18-24	28%
25-34	20%
35-44	14%
45-54	11%
55-99	15%

HOUSEHOLD INCOME

Less than C\$15,000	20.21%
C\$15,000 to C\$24,999	14.98%
C\$25,000 to C\$34,999	10.85%
C\$35,000 to C\$44,999	8.68%
C\$45,000 to C\$59,999	8.12%
C\$60,000 to C\$84,999	8.06%
C\$85,000 to C\$124,999	7.81%
C\$125,000 to C\$149,999	2.06%
C\$150,000 to C\$174,999	1.42%
C\$175,000 and above	3.37%
Prefer not to answer	14.45%





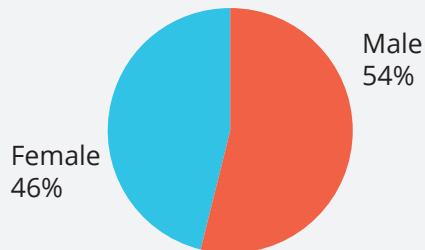
Australia

AGE

<18	15%
18-24	34%
25-34	20%
35-44	12%
45-54	8%
55-99	10%

HOUSEHOLD INCOME

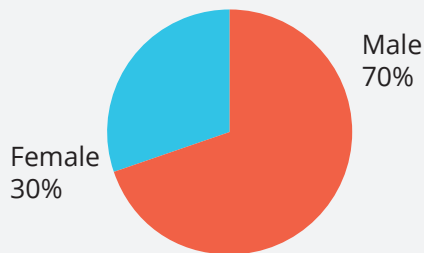
Less than A\$15,000	24.30%
A\$15,000 to A\$24,999	14.53%
A\$25,000 to A\$34,999	8.25%
A\$35,000 to A\$44,999	6.46%
A\$45,000 to A\$59,999	6.85%
A\$60,000 to A\$84,999	6.71%
A\$85,000 to A\$124,999	7.24%
A\$125,000 to A\$149,999	2.26%
A\$150,000 to A\$174,999	1.68%
A\$175,000 and above	5.02%
Prefer not to answer	16.71%



Mexico

AGE

<18	21%
18-24	50%
25-34	18%
35-44	6%
45-54	2.5%
55-99	2.5%

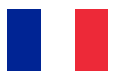
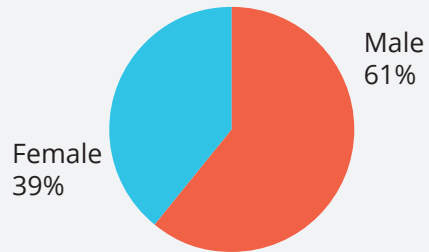




Germany

AGE

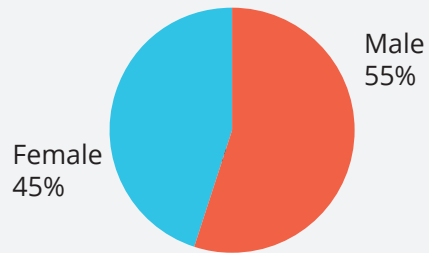
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18-24	42%
25-34	24%
35-44	12%
45-54	5%
55-99	4%



France

AGE

<18	15%
18-24	41%
25-34	20%
35-44	11%
45-54	7%
55-99	6%

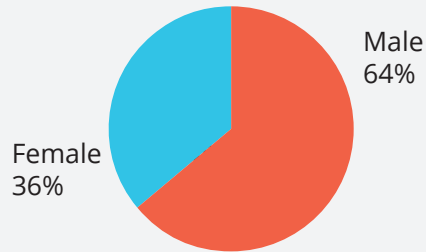




Spain

AGE

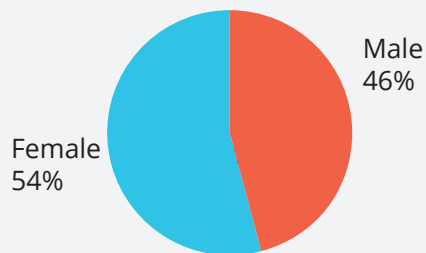
<18	14%
18-24	45%
25-34	21%
35-44	12%
45-54	5.2%
55-99	3.6%



Phillippines

AGE

<18	12%
18-24	39%
25-34	31%
35-44	12%
45-54	4%
55-99	3%

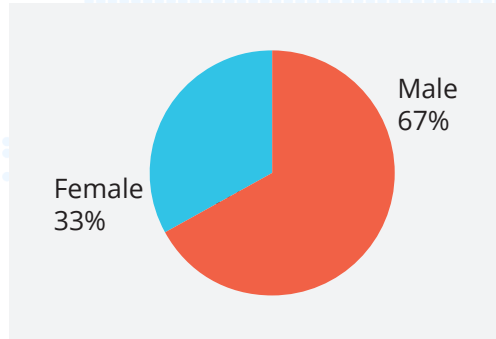




China

AGE

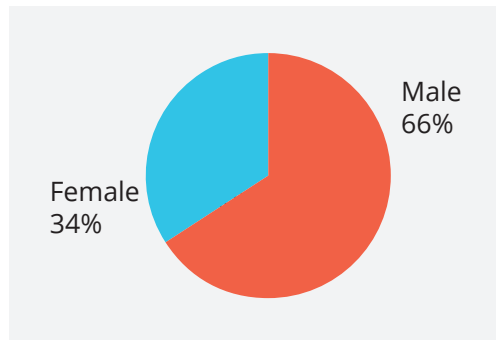
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18-24	46%
25-34	24%
35-44	6.5%
45-54	1.3%
55-99	1.5%



Japan

AGE

<18	29%
18-24	33%
25-34	18%
35-44	11%
45-54	5.5%
55-99	3.2%

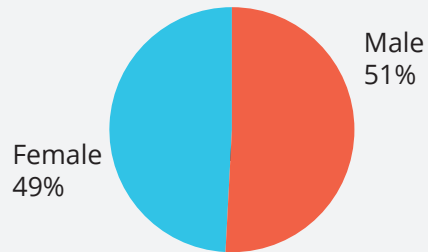




Brazil

AGE

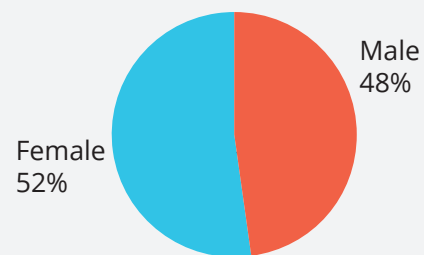
<18	29%
18-24	44%
25-34	16%
35-44	6.5%
45-54	2.3%
55-99	2%



Italy

AGE

<18	11%
18-24	35%
25-34	20%
35-44	14%
45-54	10%
55-99	8.9%





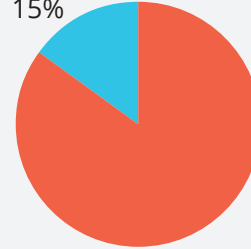
India

AGE

<18	14%
18-24	53%
25-34	23%
35-44	6.3%
45-54	1.9%
55-99	1.8%

Female

15%



Male

85%



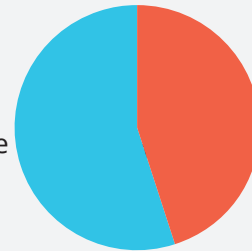
South Korea

AGE

<18	27%
18-24	35%
25-34	19%
35-44	9.6%
45-54	4.4%
55-99	4.4%

Female

55%



Male

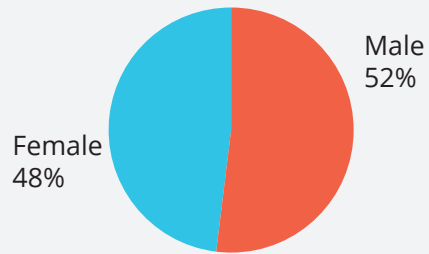
45%



South Africa

AGE

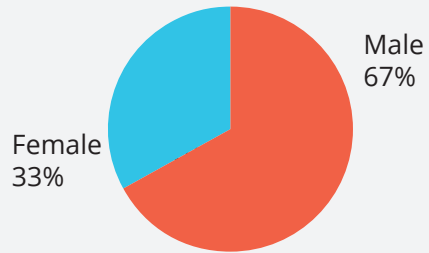
<18	16%
18-24	39%
25-34	23%
35-44	11%
45-54	5.6%
55-99	5.2%



Netherlands

AGE

<18	16%
18-24	40%
25-34	20%
35-44	10%
45-54	6.3%
55-99	7.3%

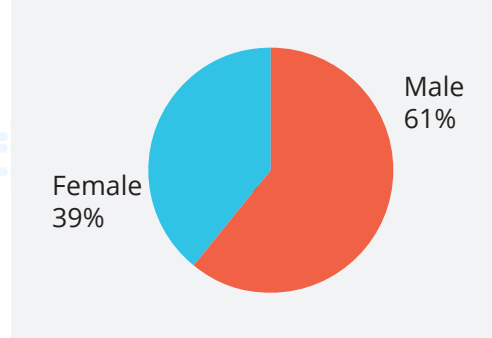




Singapore

AGE

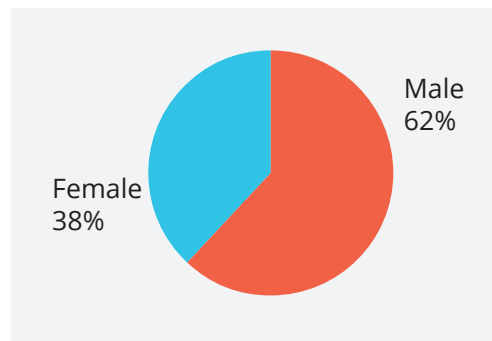
<18	16%
18-24	36%
25-34	26%
35-44	12%
45-54	5.3%
55-99	4.8%



Poland

AGE

<18	13%
18-24	46%
25-34	23%
35-44	11%
45-54	4%
55-99	3.6%

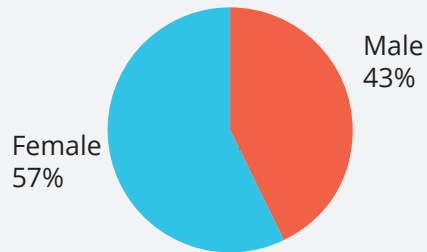




New Zealand

AGE

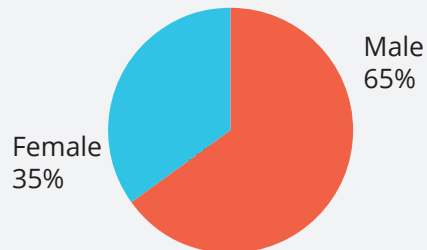
<18	19%
18-24	32%
25-34	17%
35-44	11%
45-54	8.4%
55-99	12%



Hong Kong

AGE

<18	16%
18-24	47%
25-34	25%
35-44	7.2%
45-54	2.1%
55-99	2.5%

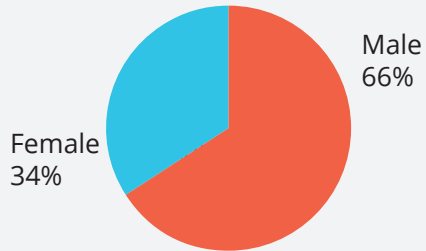




Sweden

AGE

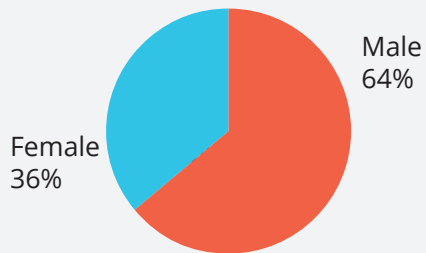
<18	25%
18-24	38%
25-34	18%
35-44	8.5%
45-54	4.7%
55-99	5.1%



Denmark

AGE

<18	26%
18-24	39%
25-34	18%
35-44	8.3%
45-54	4.2%
55-99	4.3%

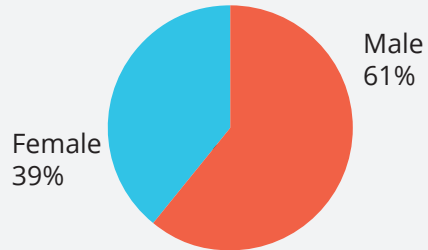




Norway

AGE

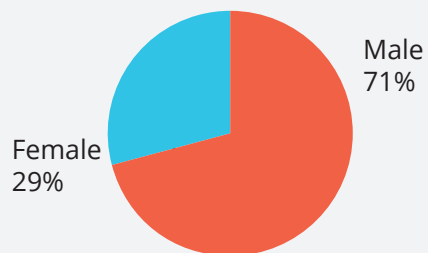
<18	24%
18-24	41%
25-34	18%
35-44	7.6%
45-54	4%
55-99	5.4%



Finland

AGE

<18	24%
18-24	44%
25-34	17%
35-44	6.9%
45-54	3%
55-99	5.4%



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	