



2022

# Panel Book



# 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.

**20million** Everyday Users  
not professional panelists

Across **26** Major Markets

# 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.

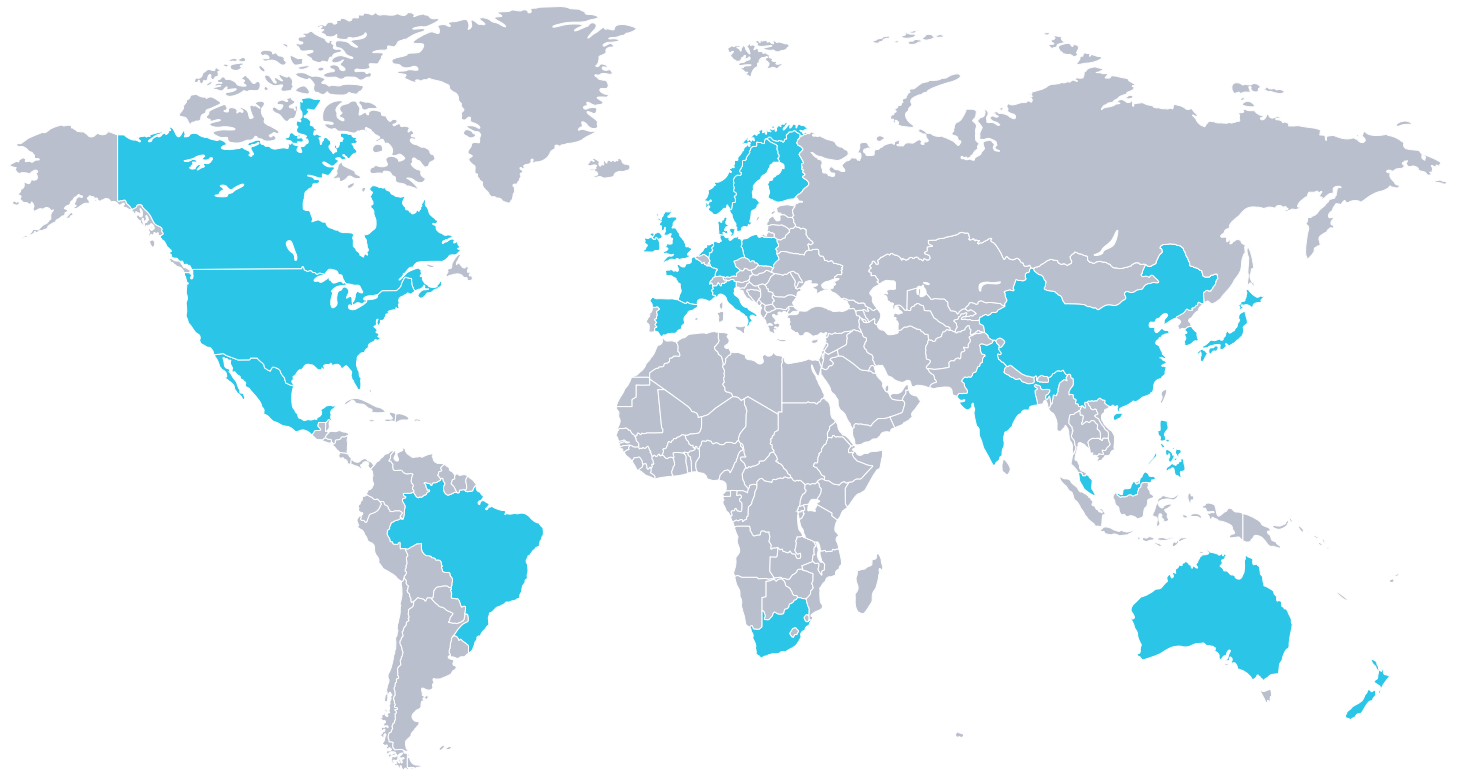
**ESOMAR**  
WORLD RESEARCH

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization



# Global Reach

COUNTRY	PANEL SIZE	MONTHLY ACTIVE
United States	7M	1M
Great Britain	507K	73K
Brazil	400K	58K
France	455K	88K
India	440K	84K
Canada	375K	51K
Germany	335K	43K
Mexico	300K	51K
Australia	214K	33K
Italy	165K	29K
Spain	157K	27K
Philippines	100K	18K
China	94K	13K
South Korea	60K	10K
South Africa	55K	8K
Japan	37K	4K
Netherlands	28K	6k
Poland	29K	5K
Singapore	18K	5K
New Zealand	21K	5K
Sweden	21K	3K
Denmark	13K	2K
Norway	11K	2K
Finland	8K	2K
Hong Kong	7K	1K



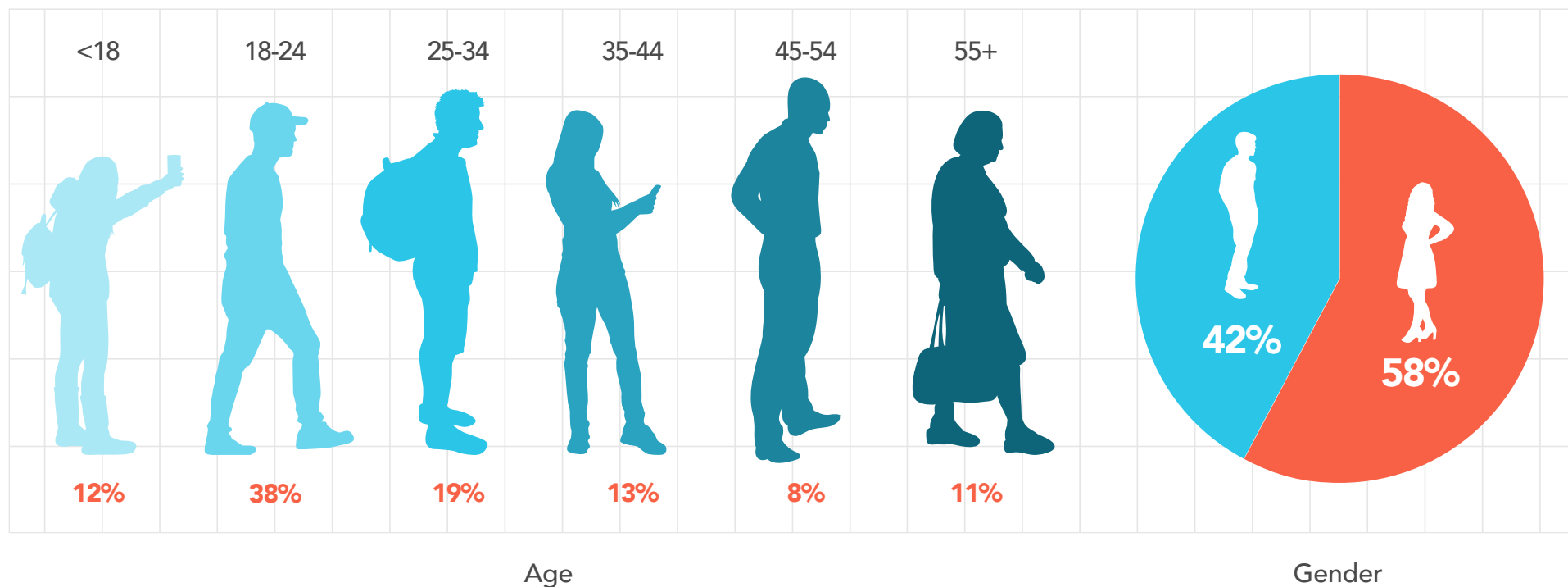
**10.85m+**

Global Panels Size

**1.67m+**

Active Monthly Consumers

# Panel Demographics: USA



Ethnicity	
White	51%
Black, or African American	22%
American Indian or Alaska Native	3%
Asian	5%
Pacific Islander	2%
Some other race	8%
Prefer not to answer	9%

Household Income					
Less than \$10,000	32%	\$50,000 to \$59,999	4%	\$100,000 to \$149,999	4%
\$10,000 to \$19,999	12%	\$60,000 to \$69,999	3%	\$150,000 to \$199,999	2%
\$20,000 to \$29,999	10%	\$70,000 to \$79,999	3%	\$200,000 to \$249,999	1%
\$30,000 to \$39,999	7%	\$80,000 to \$89,999	2%	\$250,000 +	3%
\$40,000 to \$49,999	5%	\$90,000 to \$99,999	2%	Prefer not to answer	11%

# Panel Demographics: USA



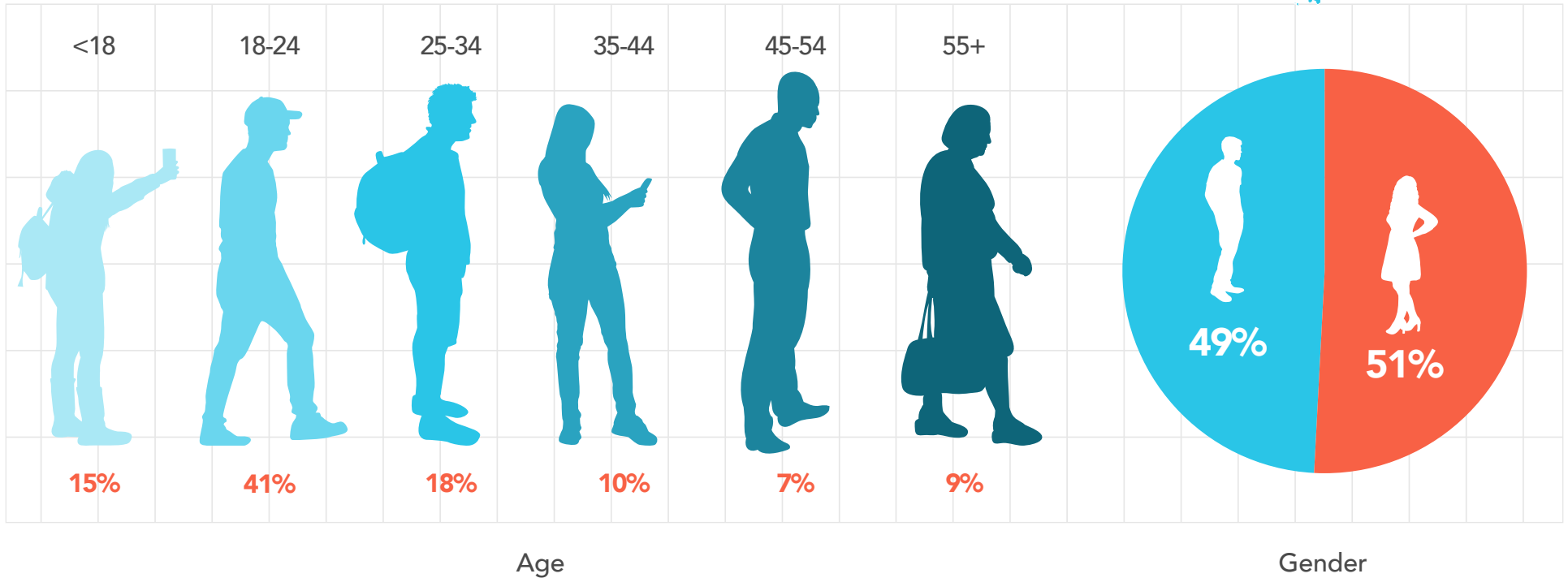
## Education Level

Less than high school		16%
High school graduate		30%
Other post high school vocational training		5%
Some college - no degree		16%
Associates degree (AA, AS, AB)		8%
Bachelor's degree (BA, BS)		11%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)		6%
Professional degree (MD, DDS, DVM, LLB, JD)		2%
Doctorate degree (PhD, EdD)		3%
None of the above		3%

## Employment Status

Employed full-time		32%
Employed part-time		14%
Self-employed full-time		5%
Self-employed part-time		4%
Temporarily unemployed		9%
Full-time homemaker		4%
Retired		5%
Student		14%
Disabled		5%
Prefer not to answer		8%

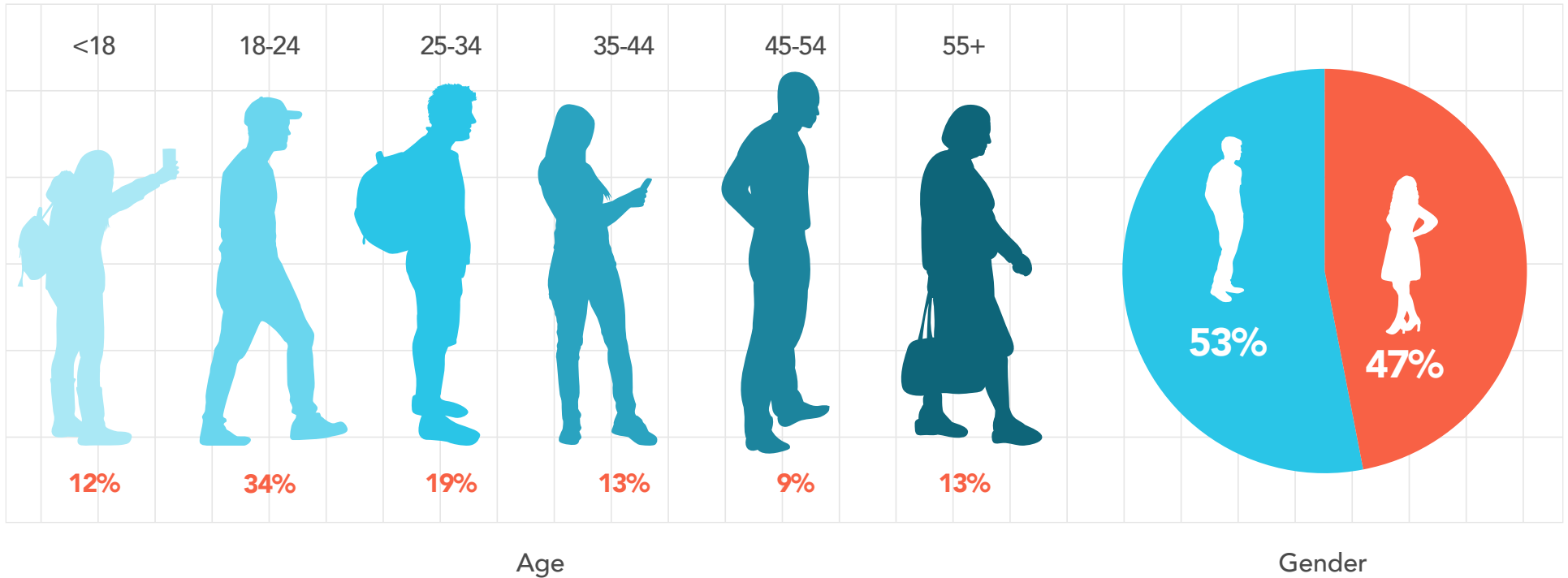
# Panel Demographics: United Kingdom



Household Income					
Less than \$15,000	27%	\$45,000 to \$59,999	6%	\$150,000 to \$174,999	1%
\$15,000 to \$24,999	21%	\$60,000 to \$84,999	4%	\$175,000 and above	3%
\$25,000 to \$34,999	12%	\$85,000 to \$124,999	3%	Prefer not to answer	14%
\$35,000 to \$44,999	8	\$125,000 to \$149,999	1%		

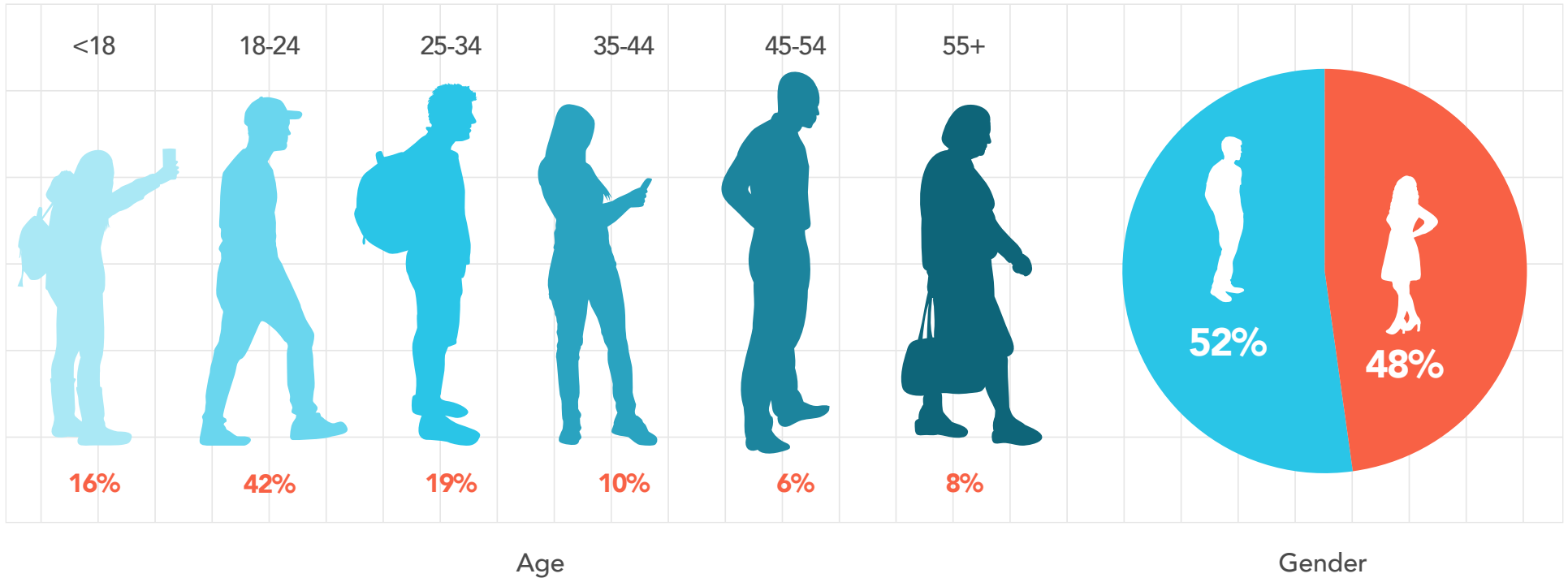


# Panel Demographics: Canada



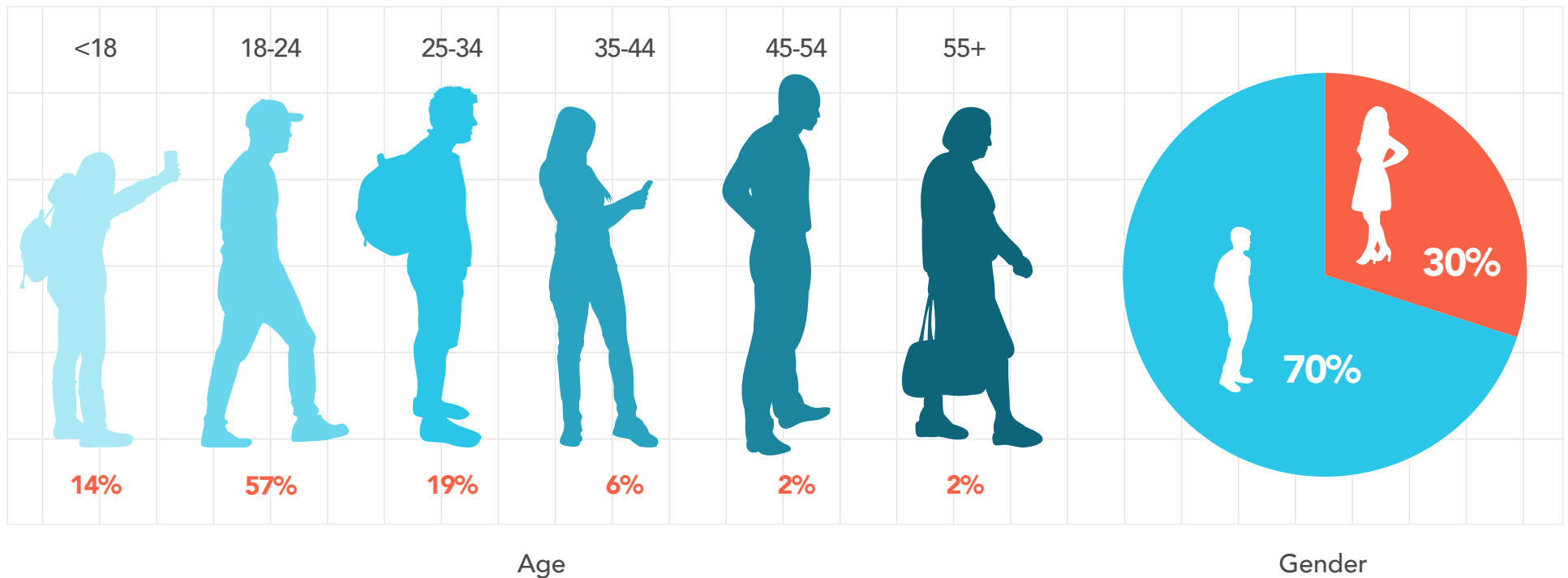
Household Income					
Less than C\$15,000	21%	C\$45,000 to C\$59,999	8%	C\$150,000 to C\$174,999	1%
C\$15,000 to C\$24,999	14%	C\$60,000 to C\$84,999	8%	C\$175,000 and above	4%
C\$25,000 to C\$34,999	9%	C\$85,000 to C\$124,999	8%	Prefer not to answer	16%
C\$35,000 to C\$44,999	7%	C\$125,000 to C\$149,999	2%		

# Panel Demographics: Australia

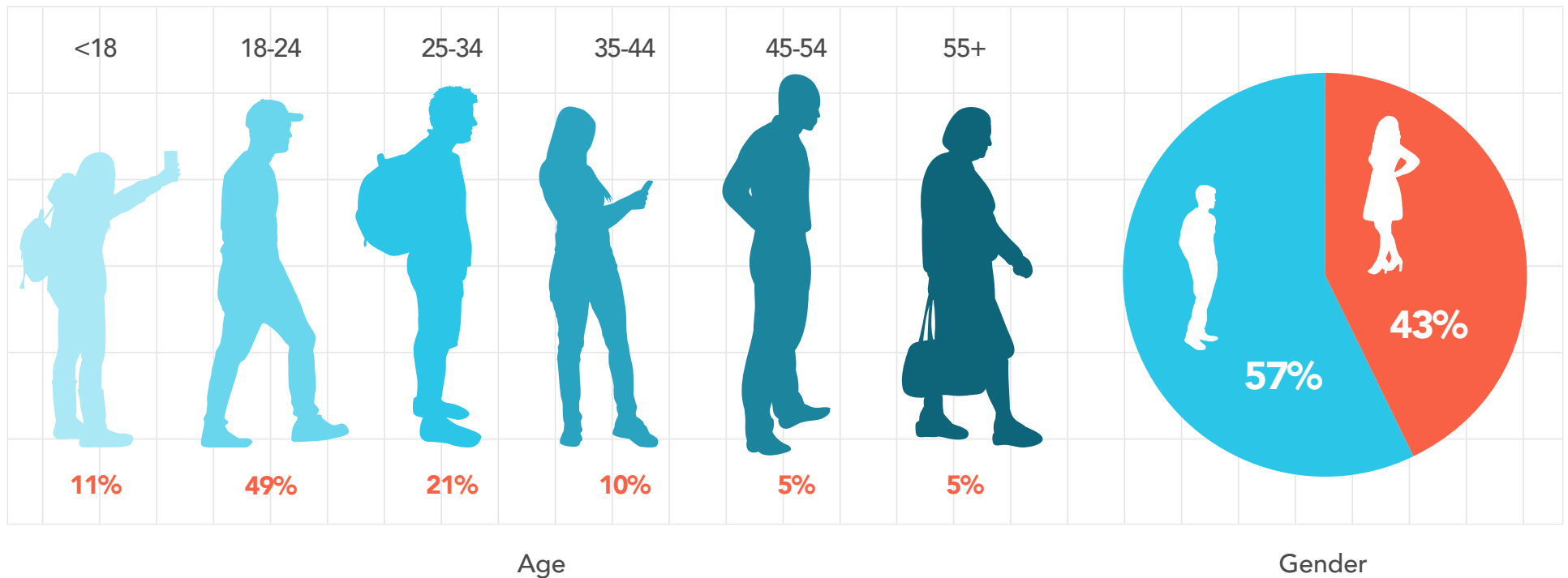


Household Income					
Less than A\$15,000	30%	A\$45,000 to A\$59,999	6%	A\$150,000 to A\$174,999	2%
A\$15,000 to A\$24,999	14%	A\$60,000 to A\$84,999	5%	A\$175,000 and above	5%
A\$25,000 to A\$34,999	7%	A\$85,000 to A\$124,999	6%	Prefer not to answer	18%
A\$35,000 to A\$44,999	5%	A\$125,000 to A\$149,999	2%		

# Panel Demographics: Mexico

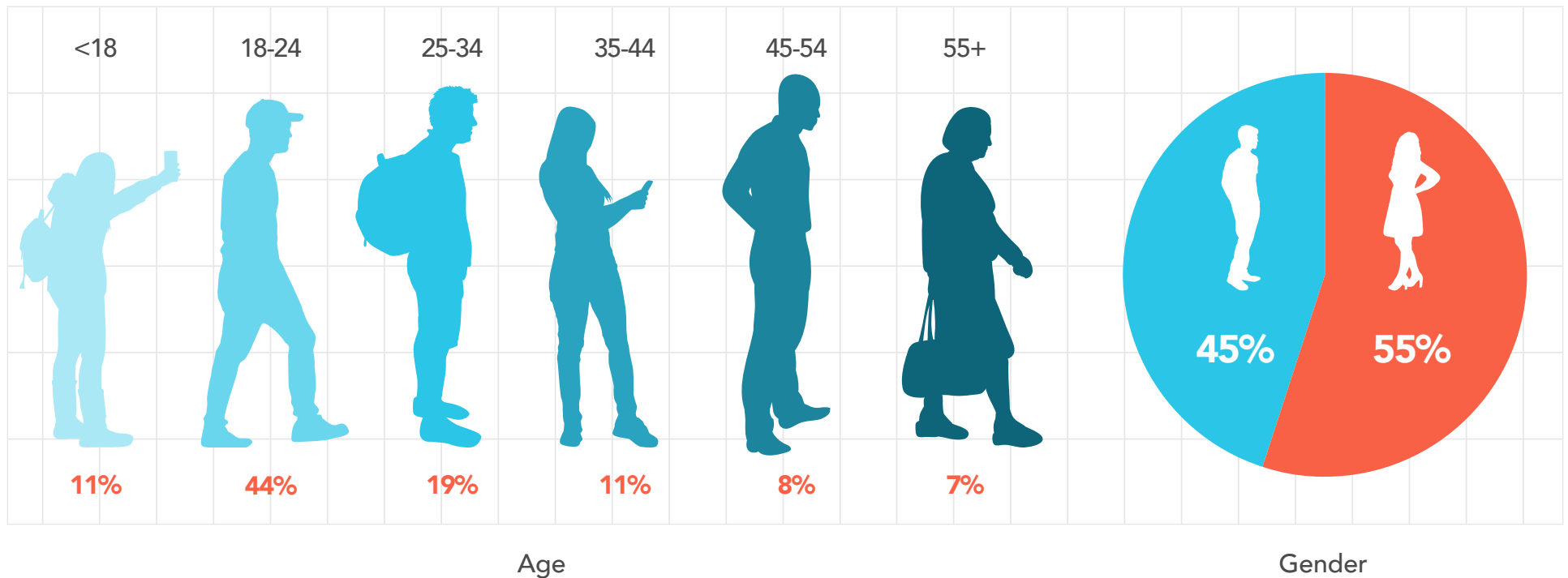
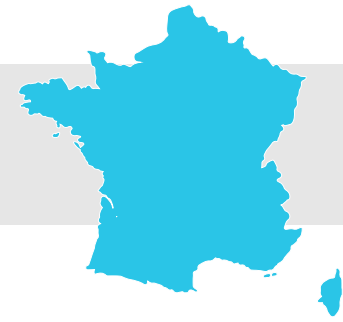


# Panel Demographics: Germany

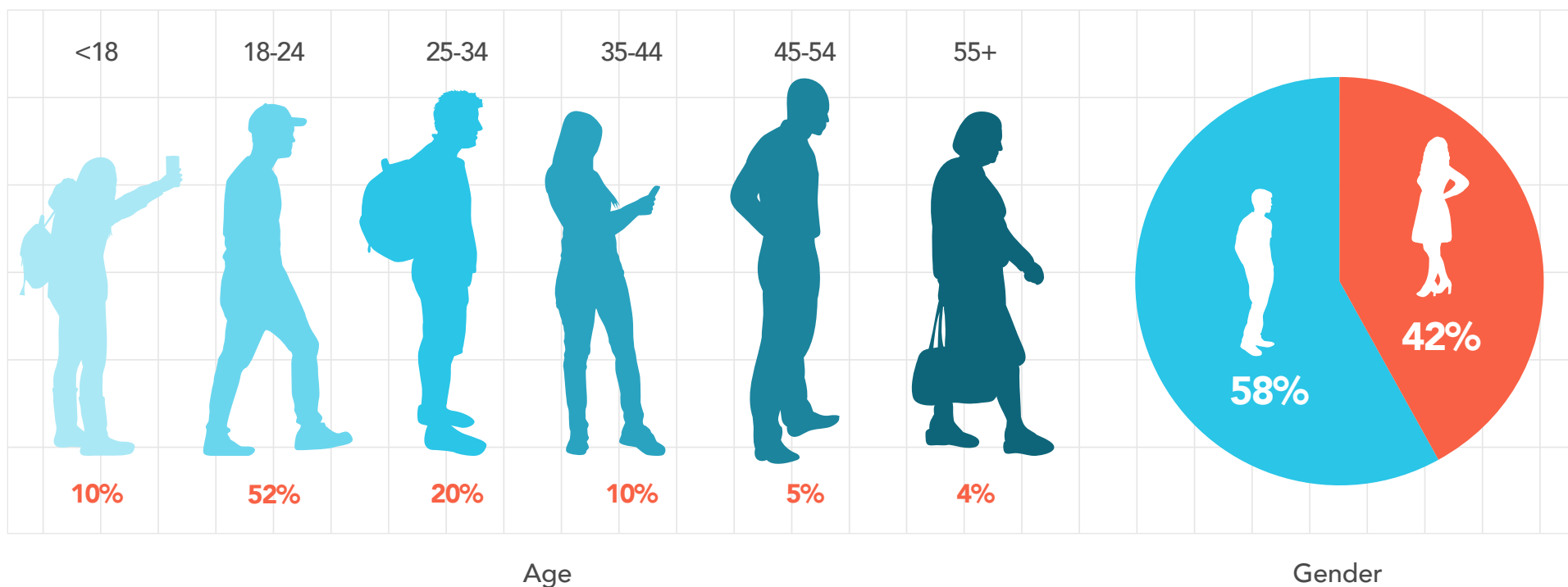




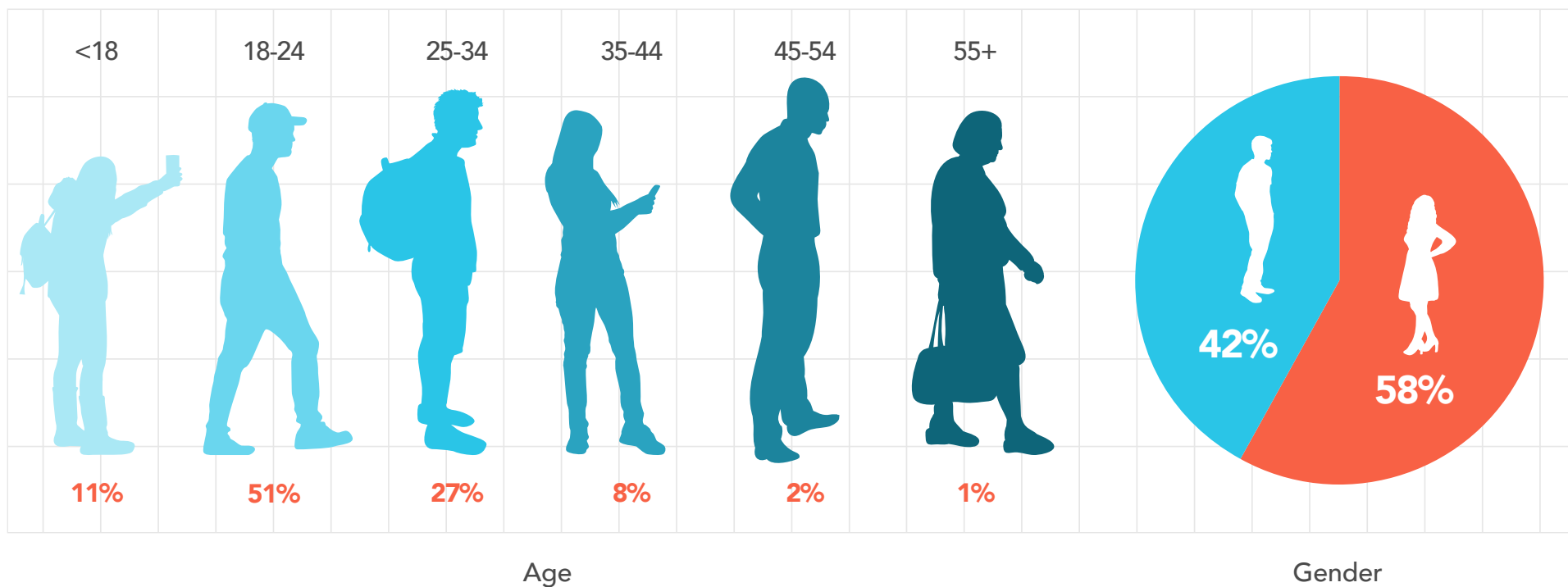
# Panel Demographics: France



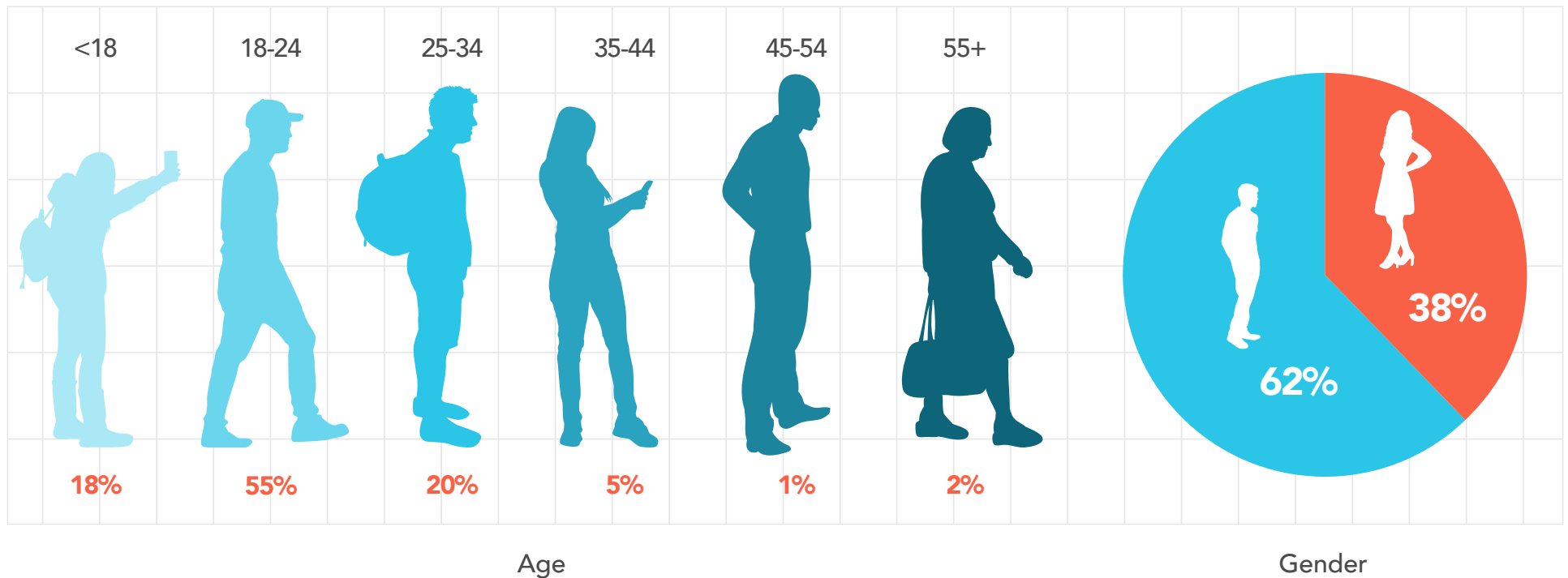
# Panel Demographics: Spain



# Panel Demographics: Philippines

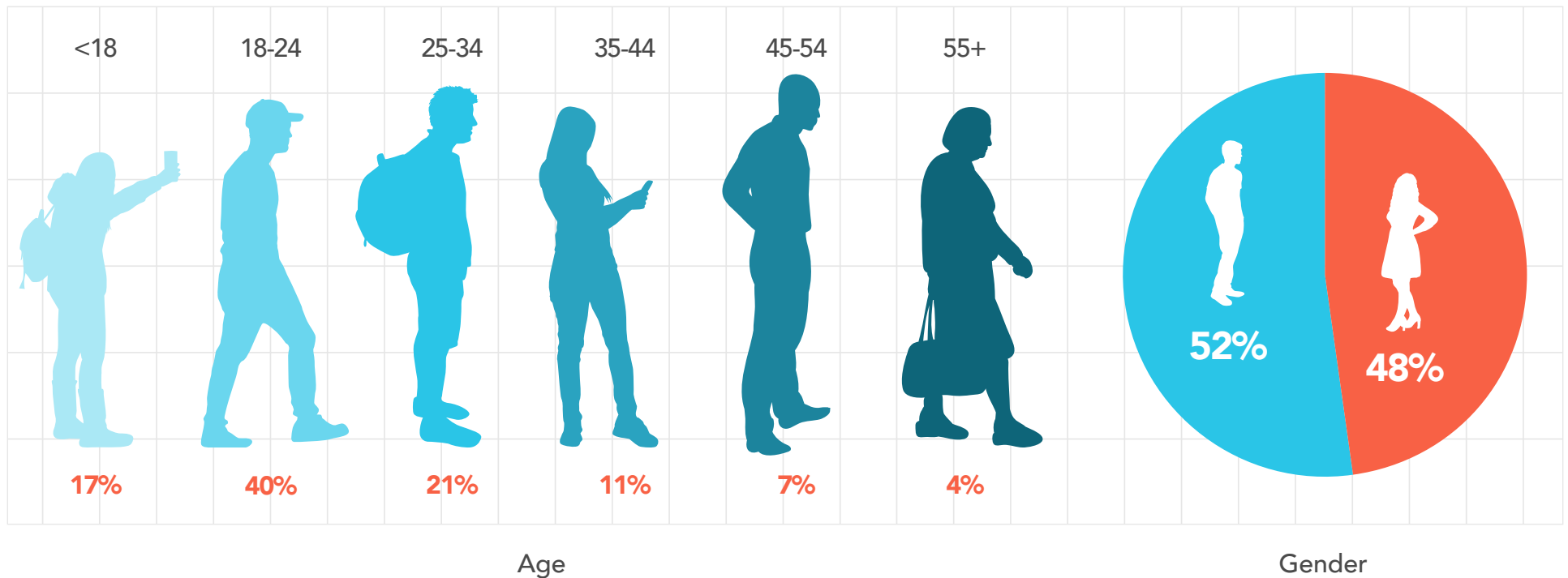


# Panel Demographics: China

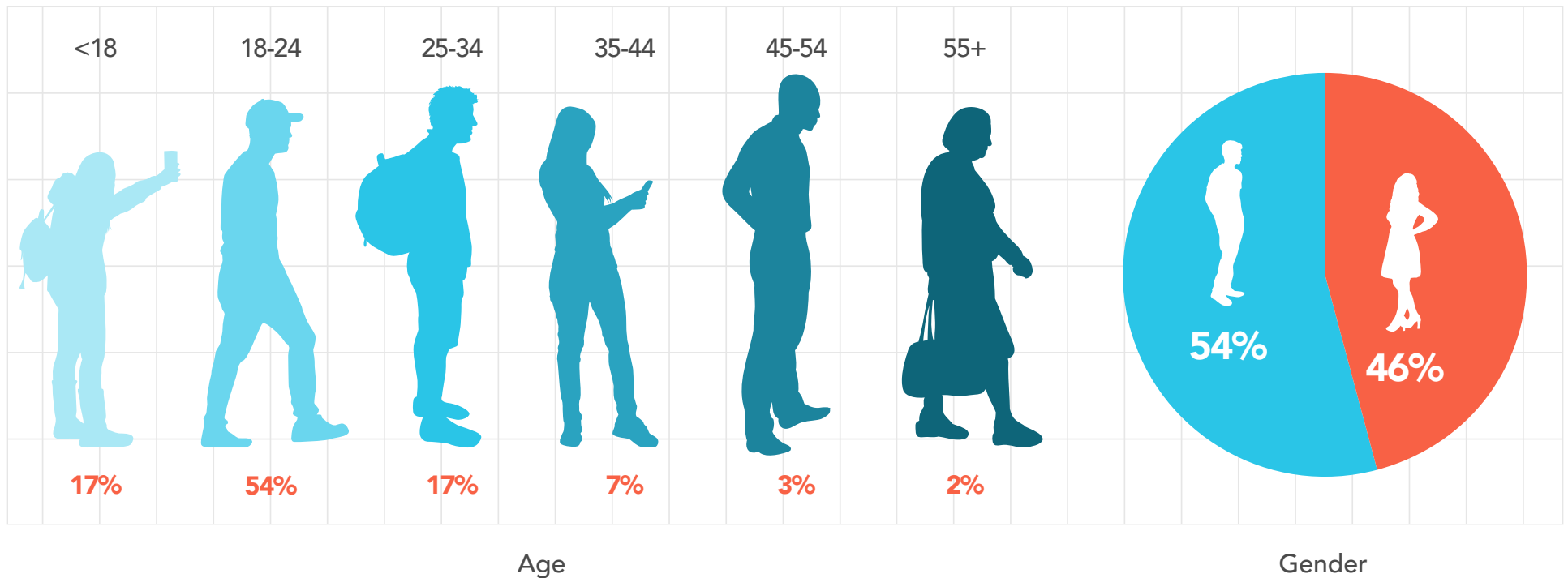




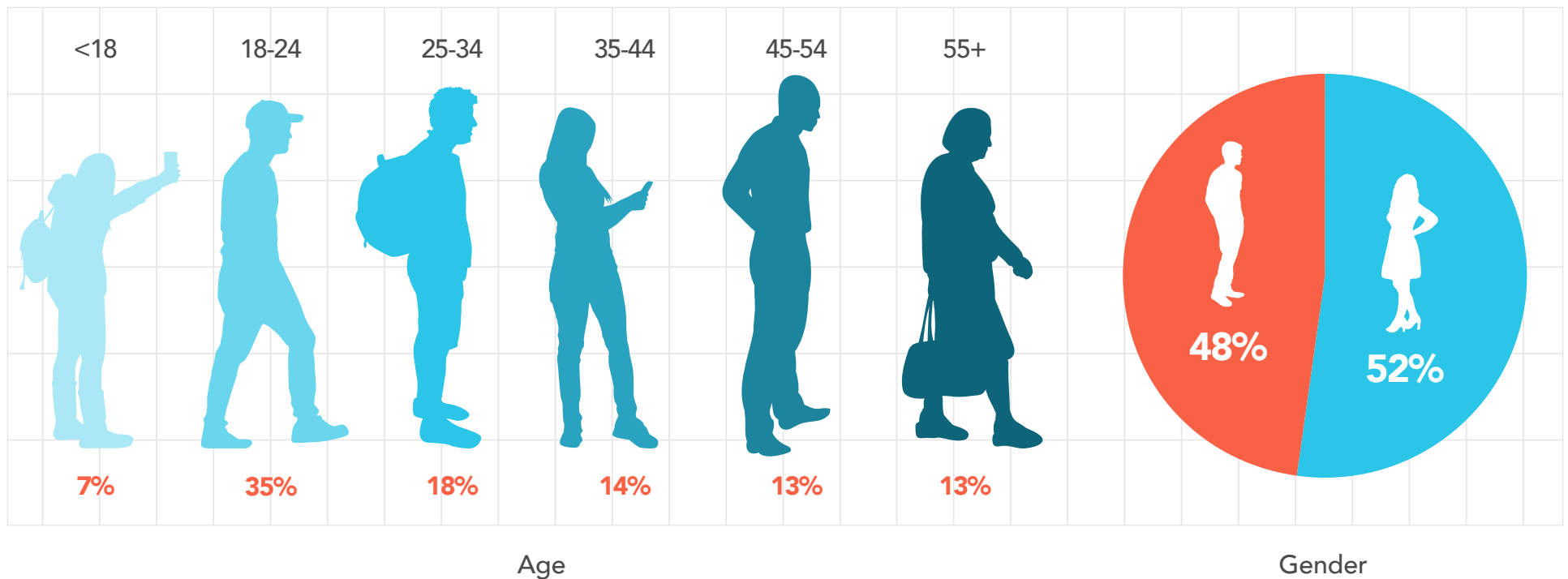
# Panel Demographics: Japan



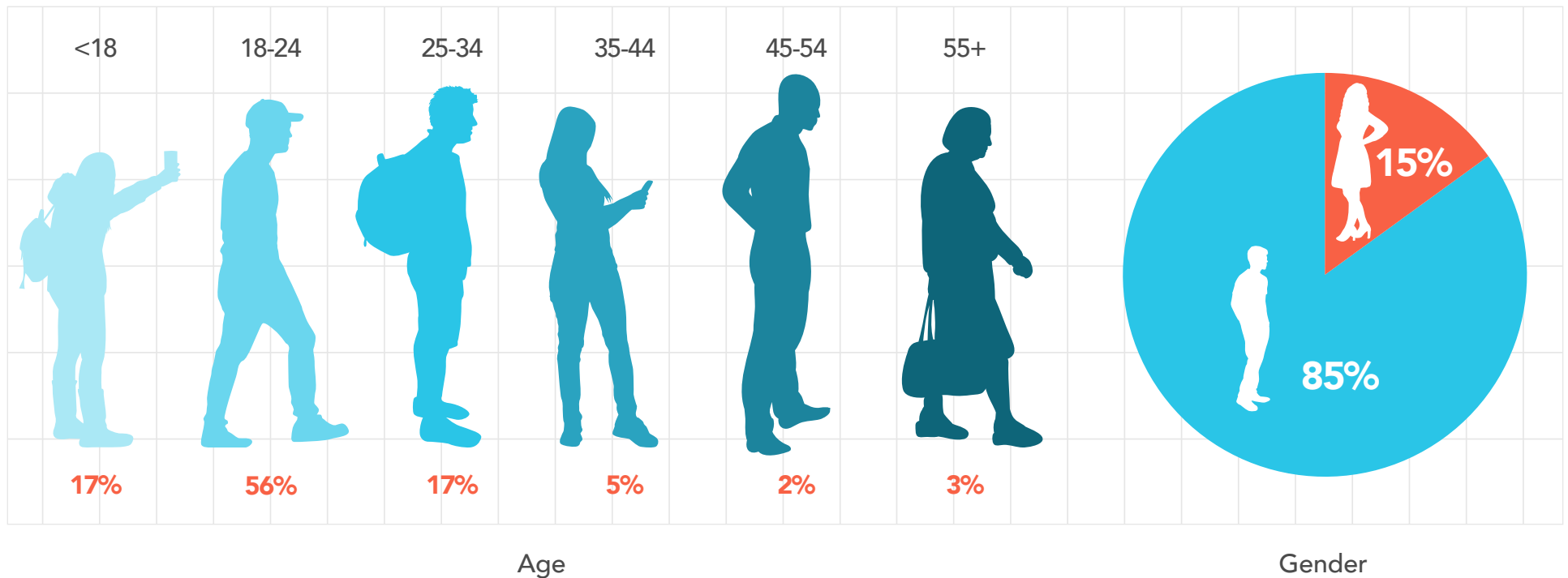
# Panel Demographics: Brazil



# Panel Demographics: Italy

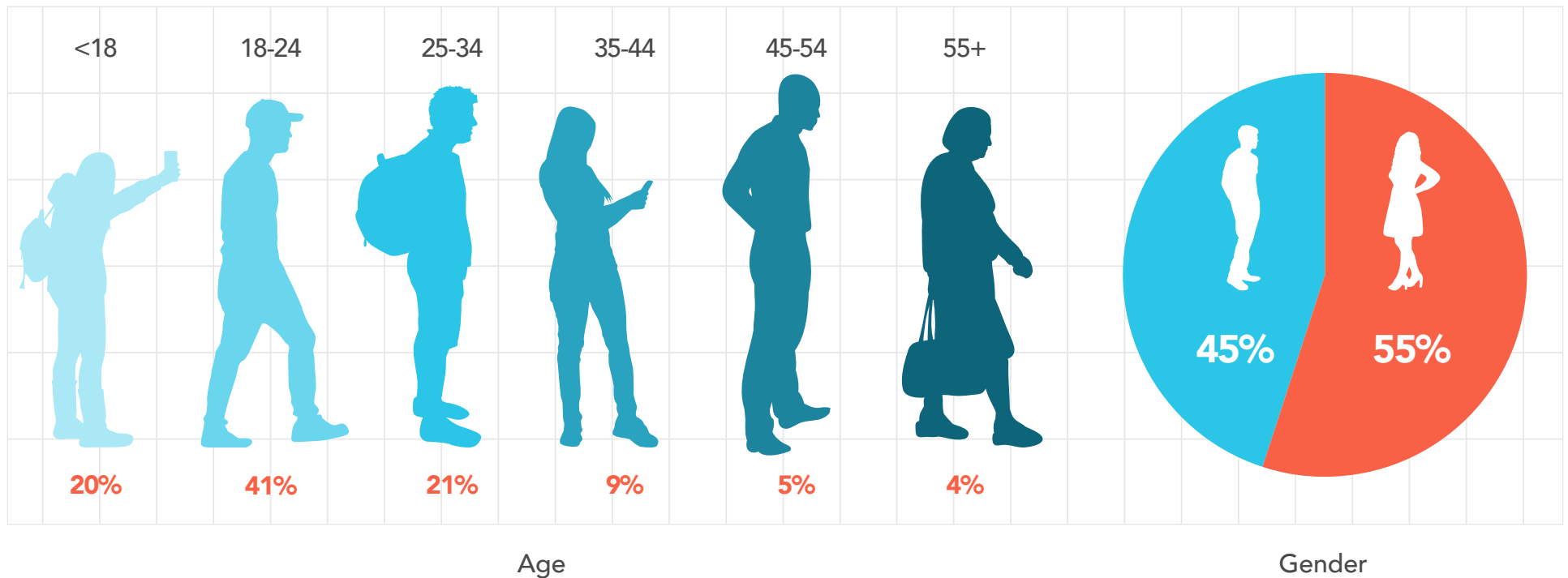


# Panel Demographics: India

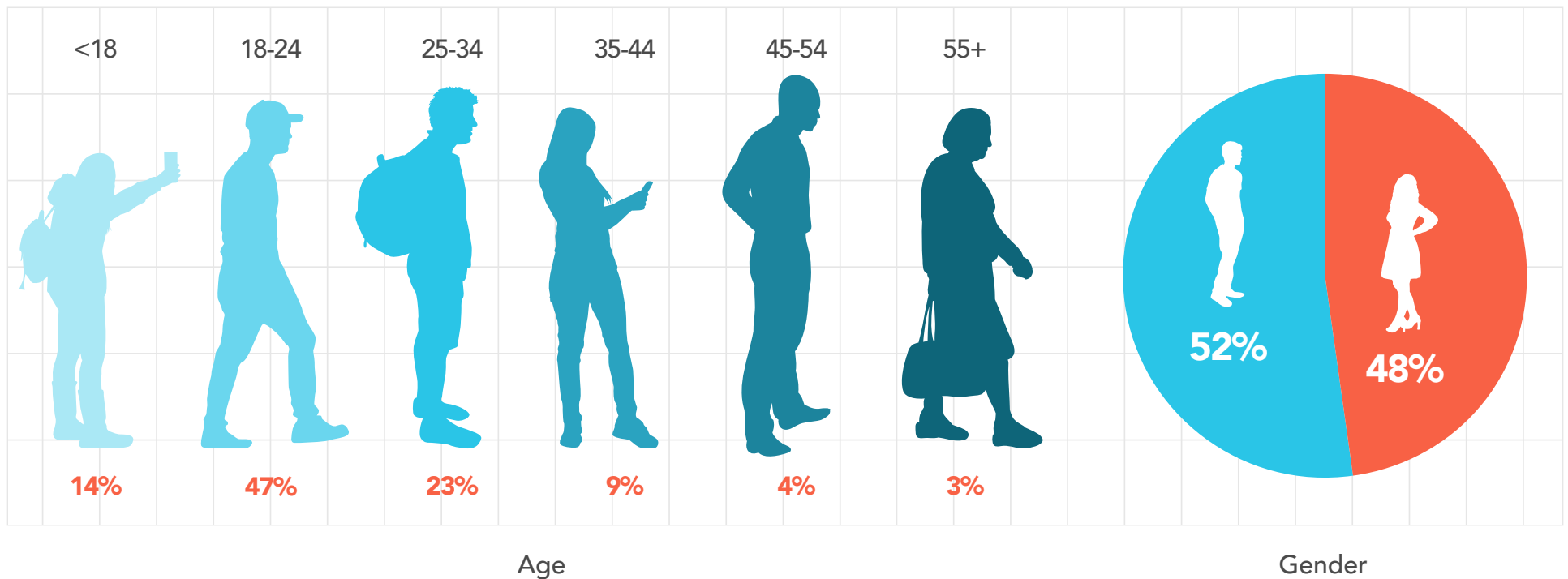
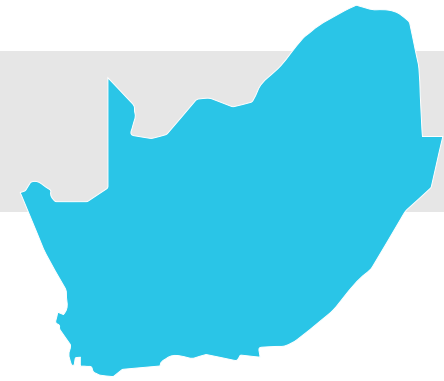




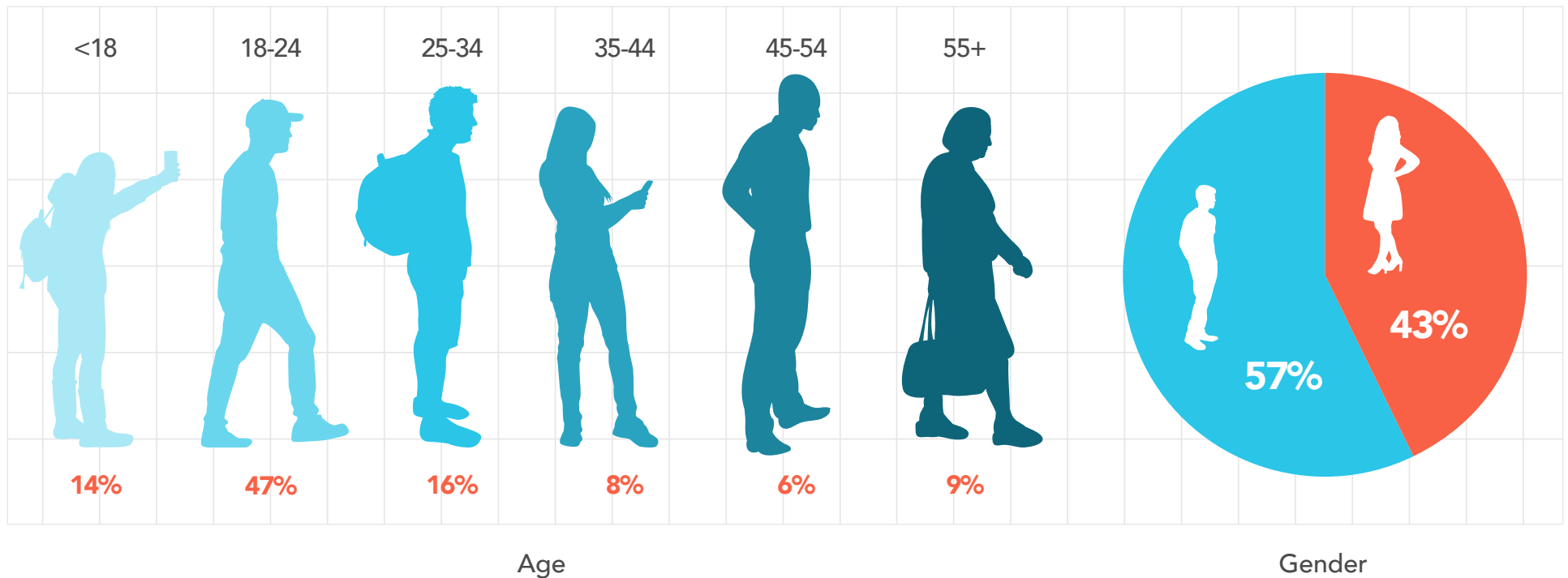
# Panel Demographics: South Korea



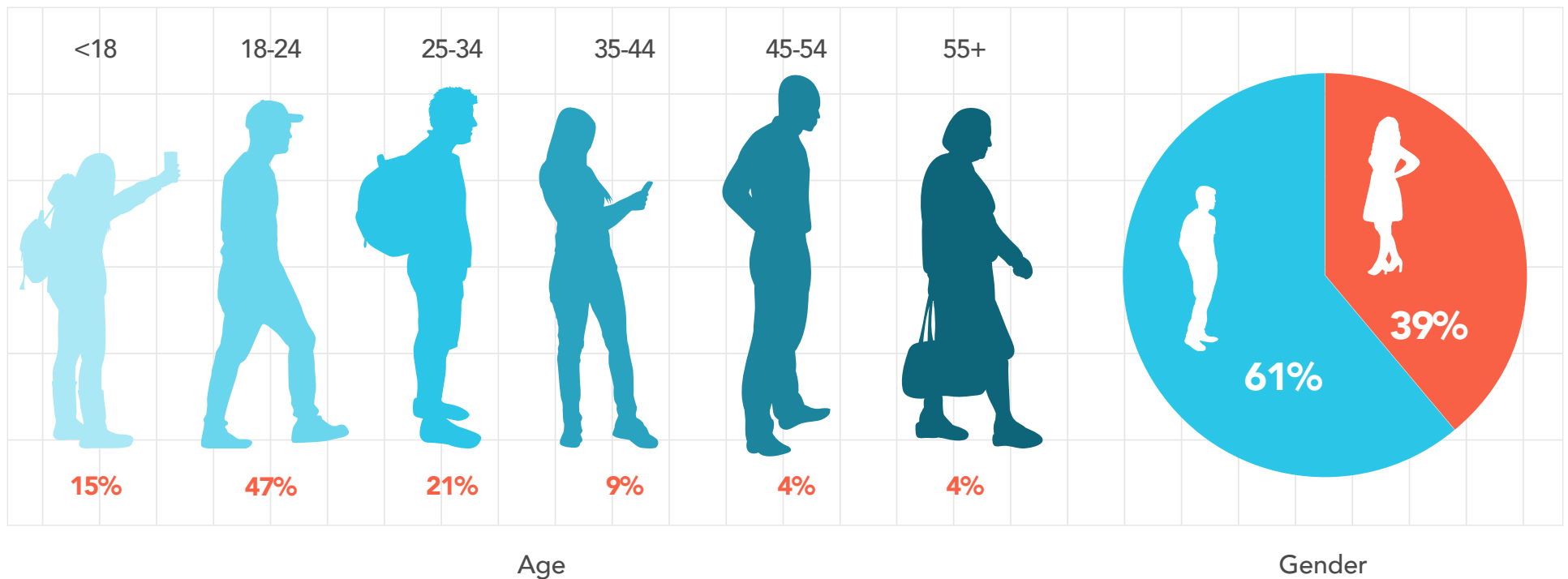
# Panel Demographics: South Africa



# Panel Demographics: Netherlands

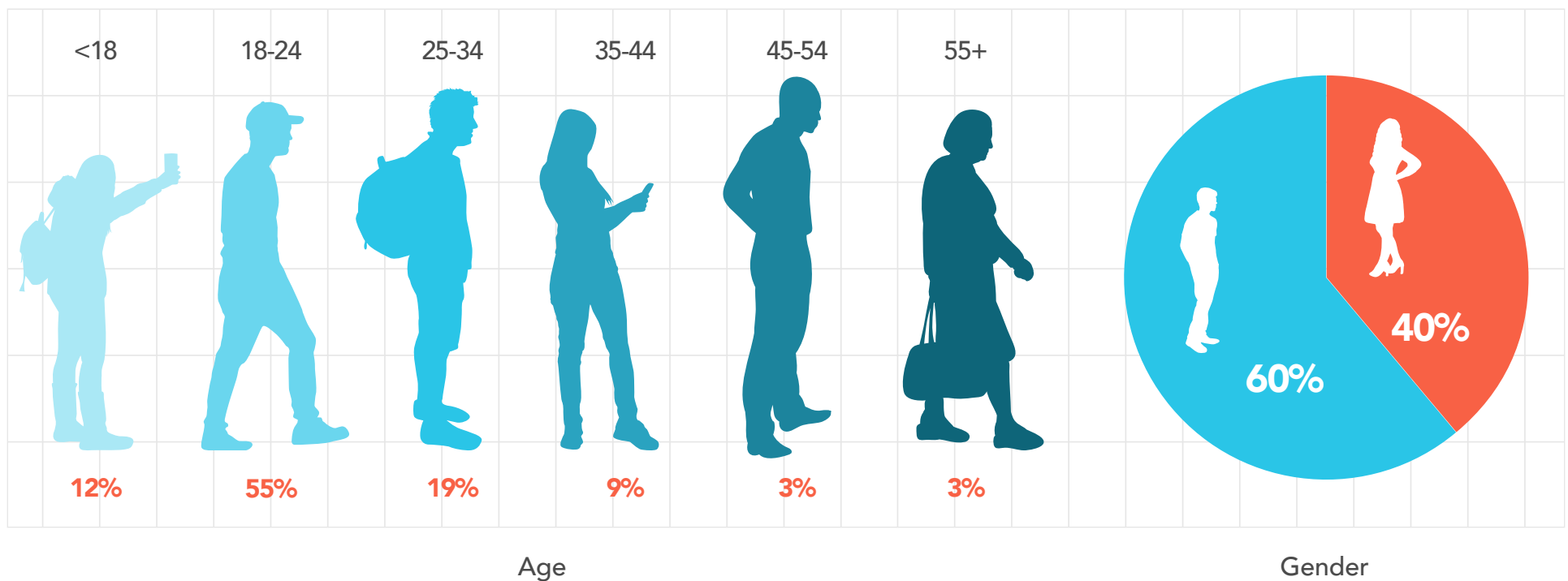


# Panel Demographics: Singapore

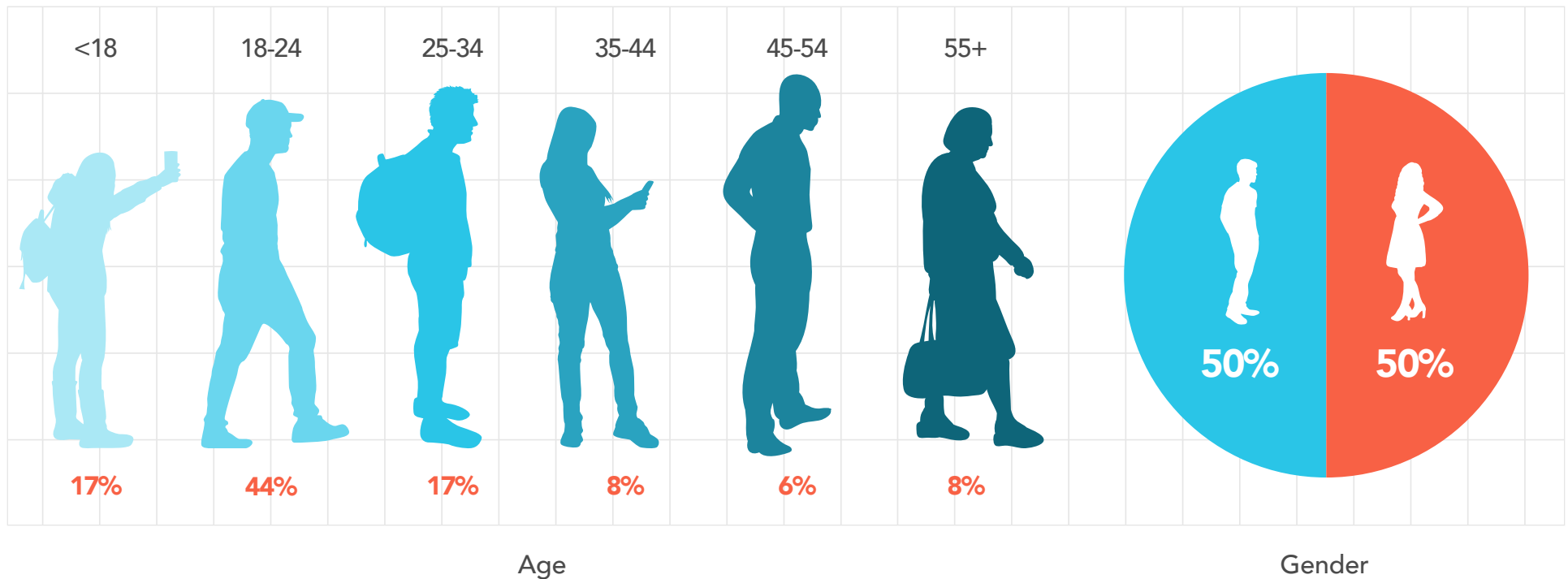




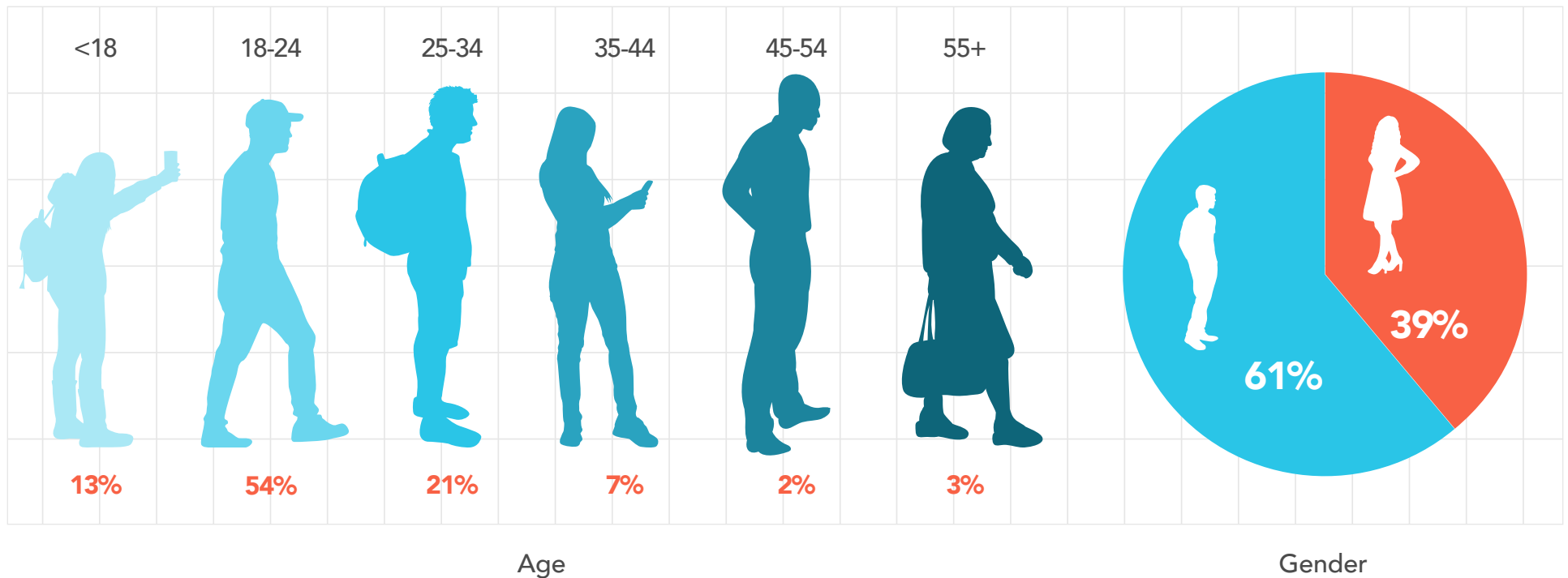
# Panel Demographics: Poland



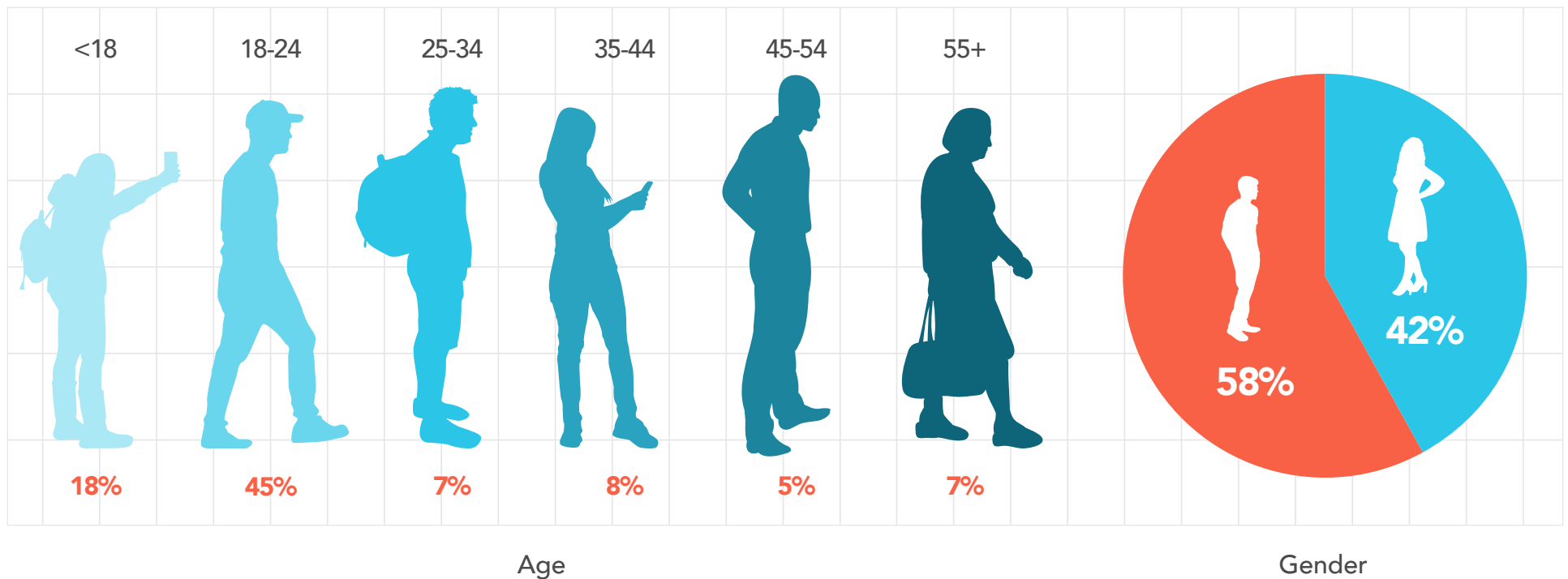
# Panel Demographics: New Zealand



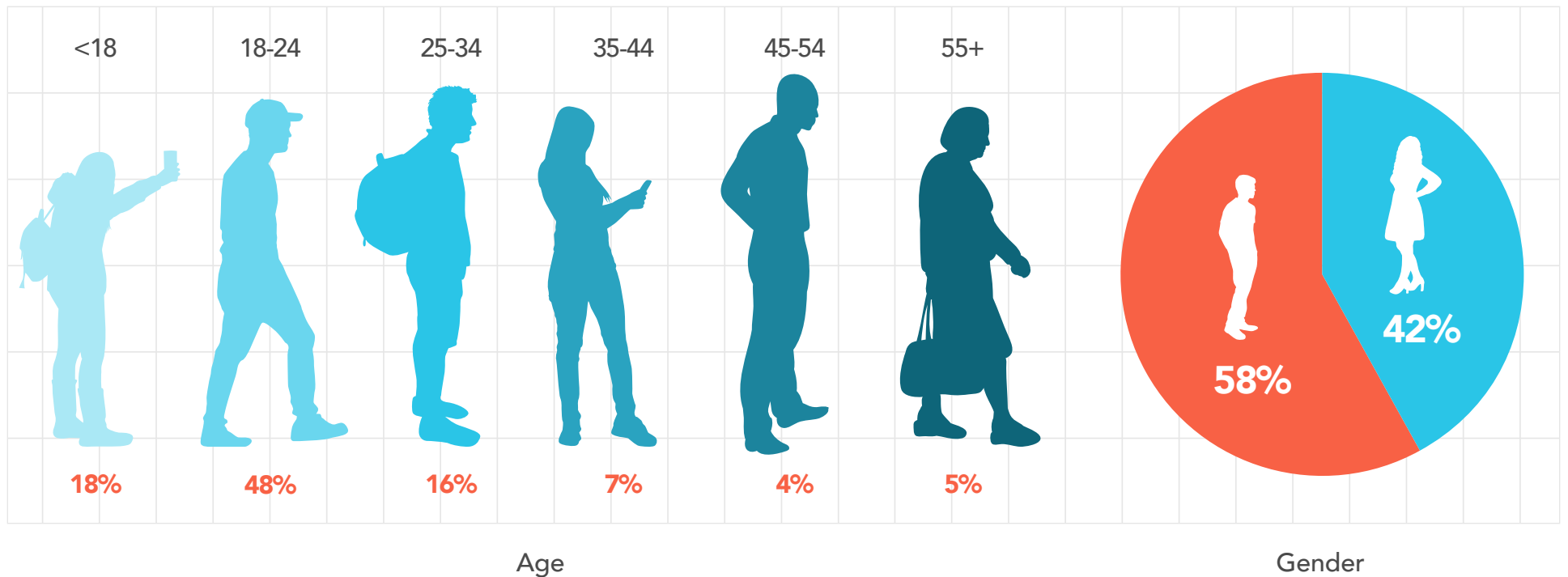
# Panel Demographics: Hong Kong



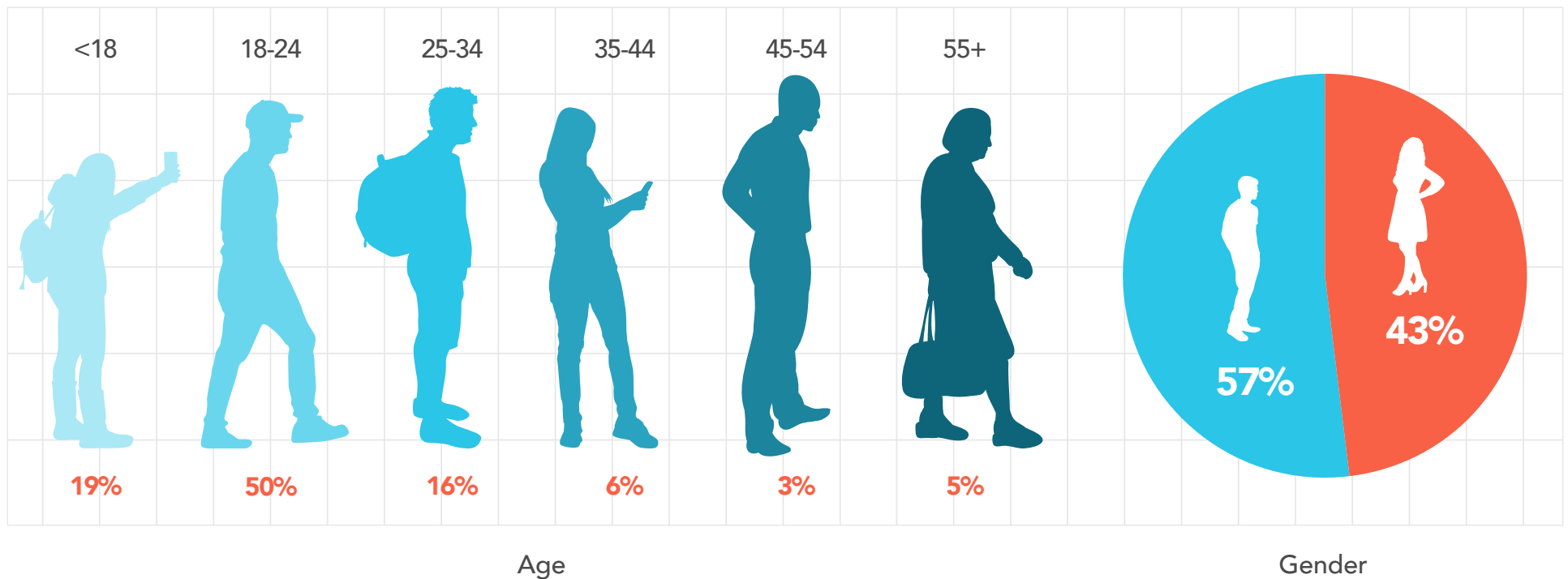
# Panel Demographics: Sweden



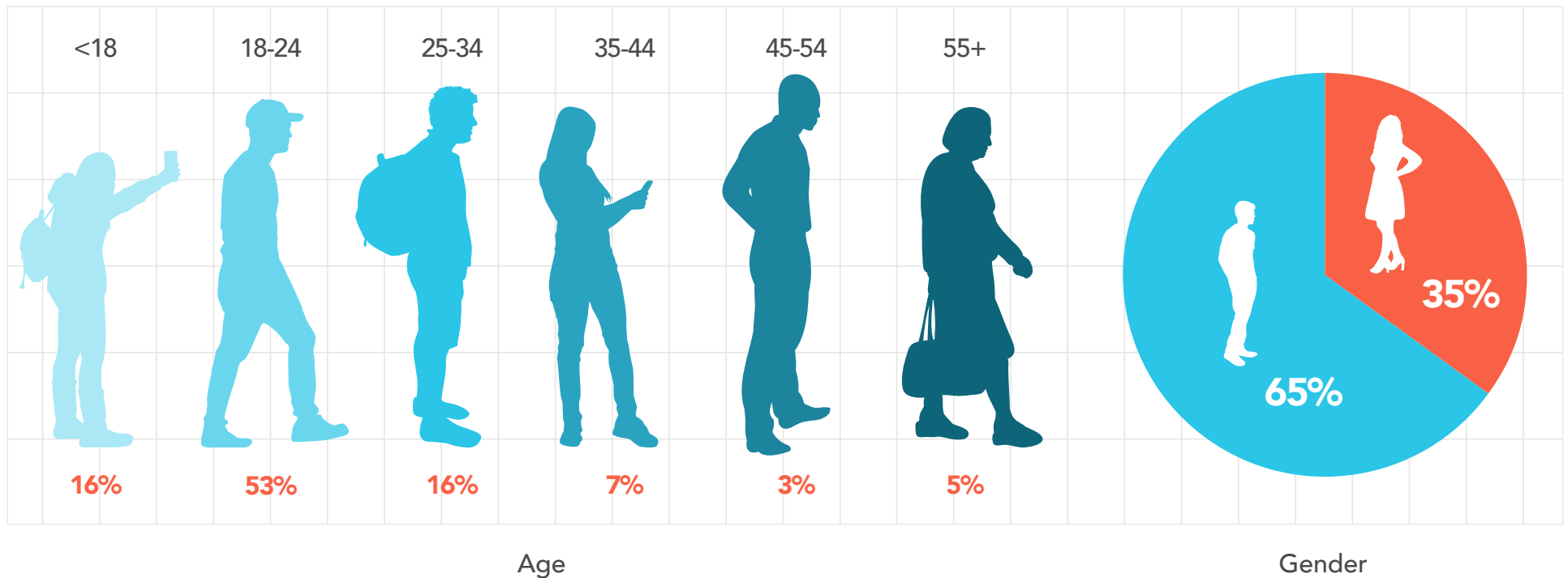
# Panel Demographics: Denmark



# Panel Demographics: Norway



# Panel Demographics: Finland



# Profiling Data Points

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

Age Gender Zip

Race / Ethnicity State

DMA

Region

Relationship Education

## Voter Registration

Purchasing Decision Maker

## Sexual Orientation

Industry

Company # of Employees

## Company Revenue

Company Department

## Auto Decision Maker

## Auto Brands

Auto Purchase Date

## Auto Purchase Intent

## Fast Food Frequency

### Beverage Frequency

Alcohol Frequency

## Movie Frequency

## Movie Home Watching

### Exercise Hours

Sports

## Electronics Ownership

Early Adopter

Cell Carrier

## Cell Plan

## Gaming Hours

Gaming Device

## Gaming Online

## Radio Frequency

Flight Purpose

Hotel Type

Smoking

Eyewear

Hearing Aid

### Age and Gender of Child

## Employment

Car Model Us Standard

Diagnosed Ailments

Household Income County

Race/Ethnicity







For more information about the TapResearch Audience Network or to speak with one of our experts about our Market Research Sample solutions, visit us at **[www.tapresearch.com](http://www.tapresearch.com)**.

#### About TapResearch

TapResearch is a leading global insights platform empowering any company to access critical market insights to make better decisions. Our Audience Network connects tens of millions of people with surveys in the apps and games they use every day. Through this network we deliver unprecedented reach, and are quickly becoming the data collection backbone for the research industry. We partner with leading publishers to offer rewarded experiences to millions of mobile users worldwide, collecting high-value insights with unprecedented ease, speed, and affordability.

Learn more at [www.tapresearch.com](http://www.tapresearch.com).