tap research

2025

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
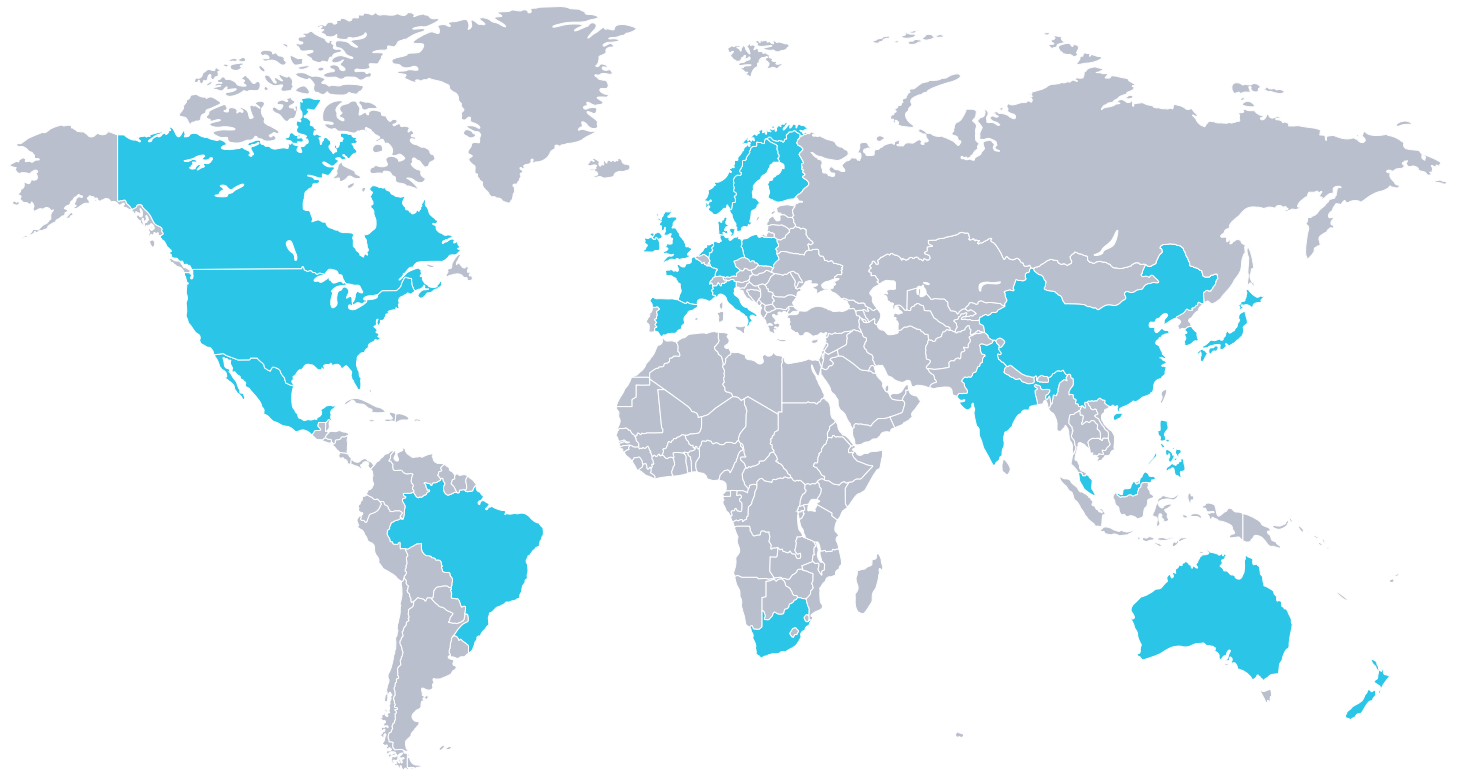
10.85m+
Global Panels Size

1.67m+
Active Monthly Consumers

Panel Demographics: USA

Age

<18	18-24	25-34	35-44	45-54	55+
12%	38%	19%	13%	8%	11%

Gender

42%
58%
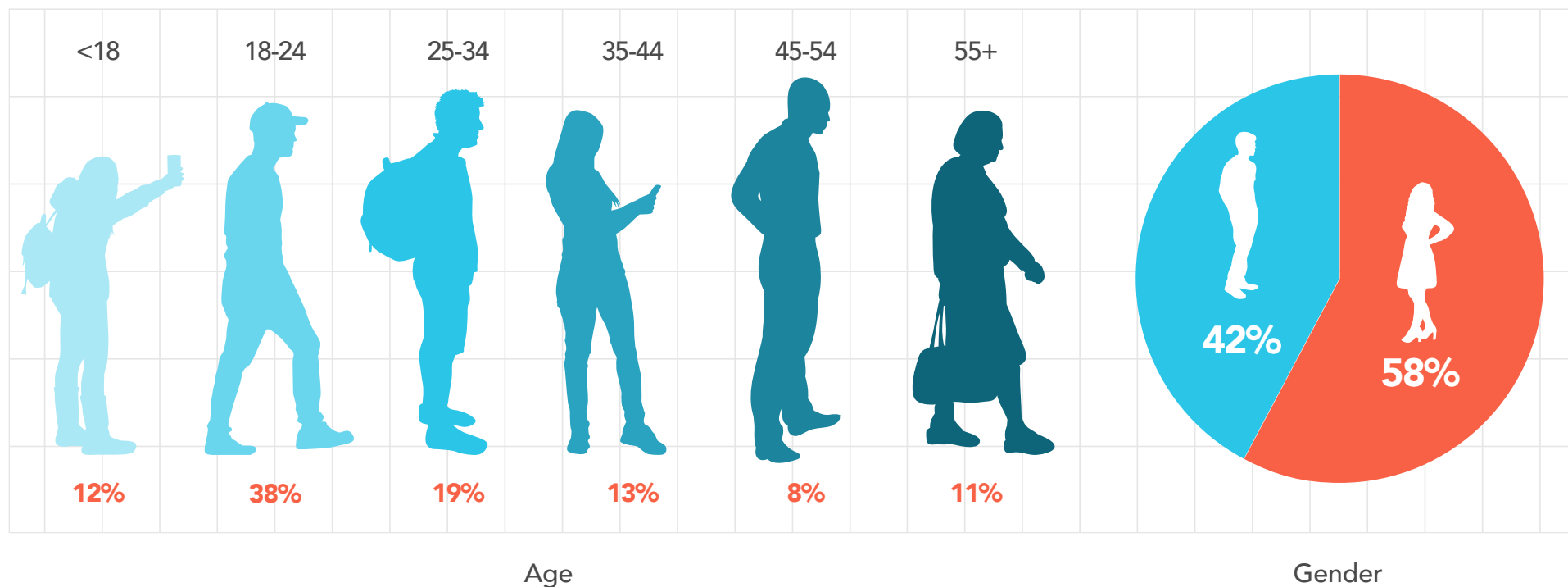
Ethnicity

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	29%	$50,000 to $59,999	6%	$100,000 to $149,999	4%
$10,000 to $19,999	11%	$60,000 to $69,999	4%	$150,000 to $199,999	2%
$20,000 to $29,999	11%	$70,000 to $79,999	4%	$200,000 to $249,999	1%
$30,000 to $39,999	8%	$80,000 to $89,999	2%	$250,000 +	1%
$40,000 to $49,999	6%	$90,000 to $99,999	2%	Prefer not to answer	9%

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

Age

<18	18-24	25-34	35-44	45-54	55+
15%	41%	18%	10%	7%	9%

Gender

49% 51%
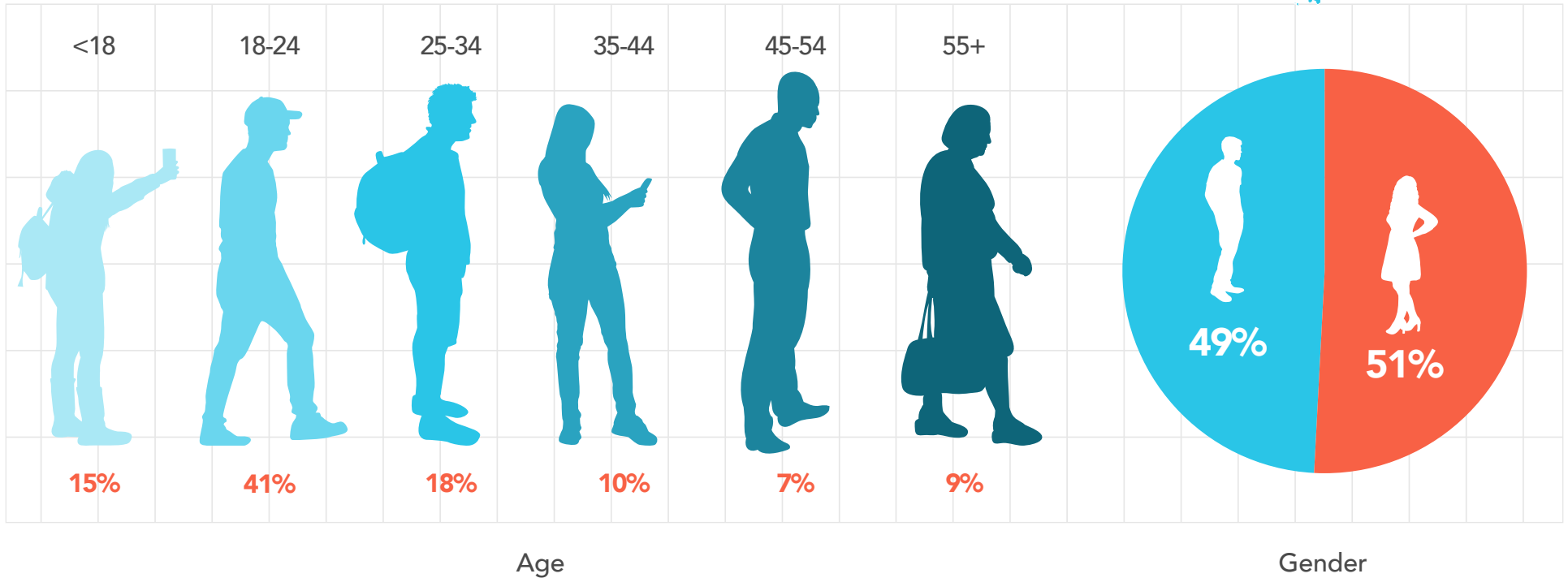
Household Income

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

Age

<18	18-24	25-34	35-44	45-54	55+
12%	34%	19%	13%	9%	13%

Gender

49% 51%
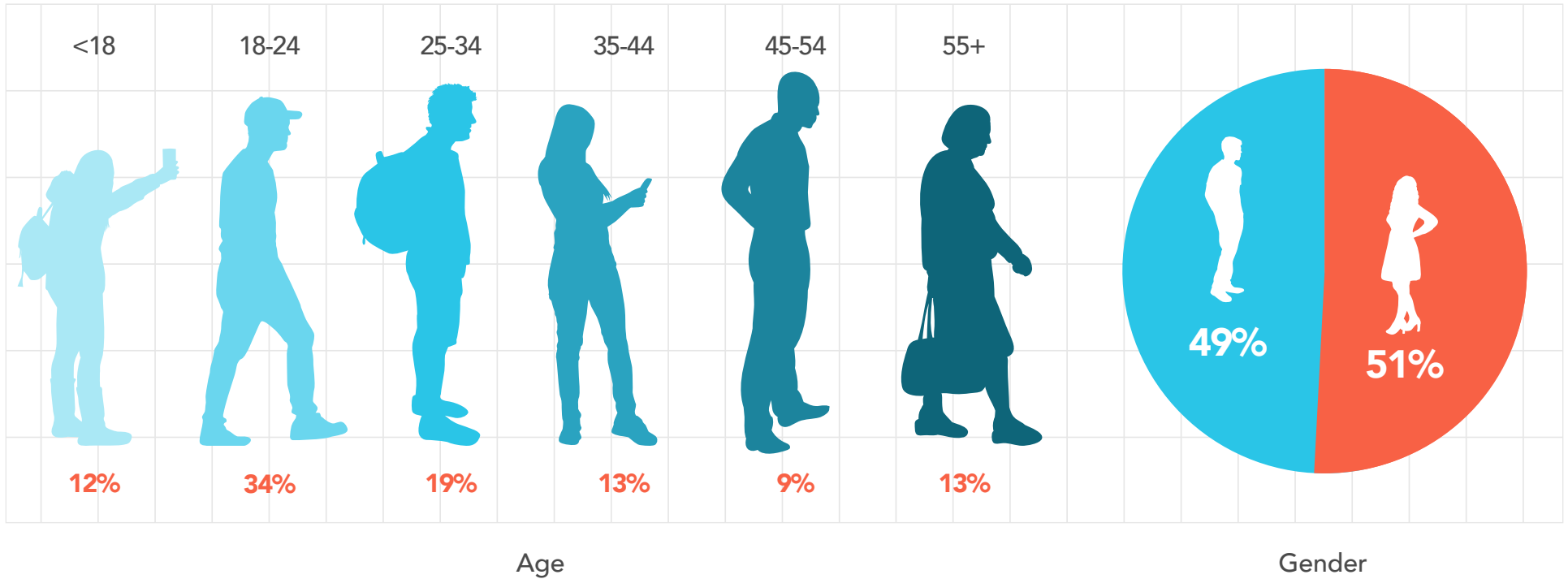
Household Income

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	9%	Prefer not to answer	16%
C$35,000 to C$44,999	8%	C$125,000 to C$149,999	2%		

Panel Demographics: Australia

Age

<18	18-24	25-34	35-44	45-54	55+
16%	42%	19%	10%	6%	8%

Gender

45%   55%
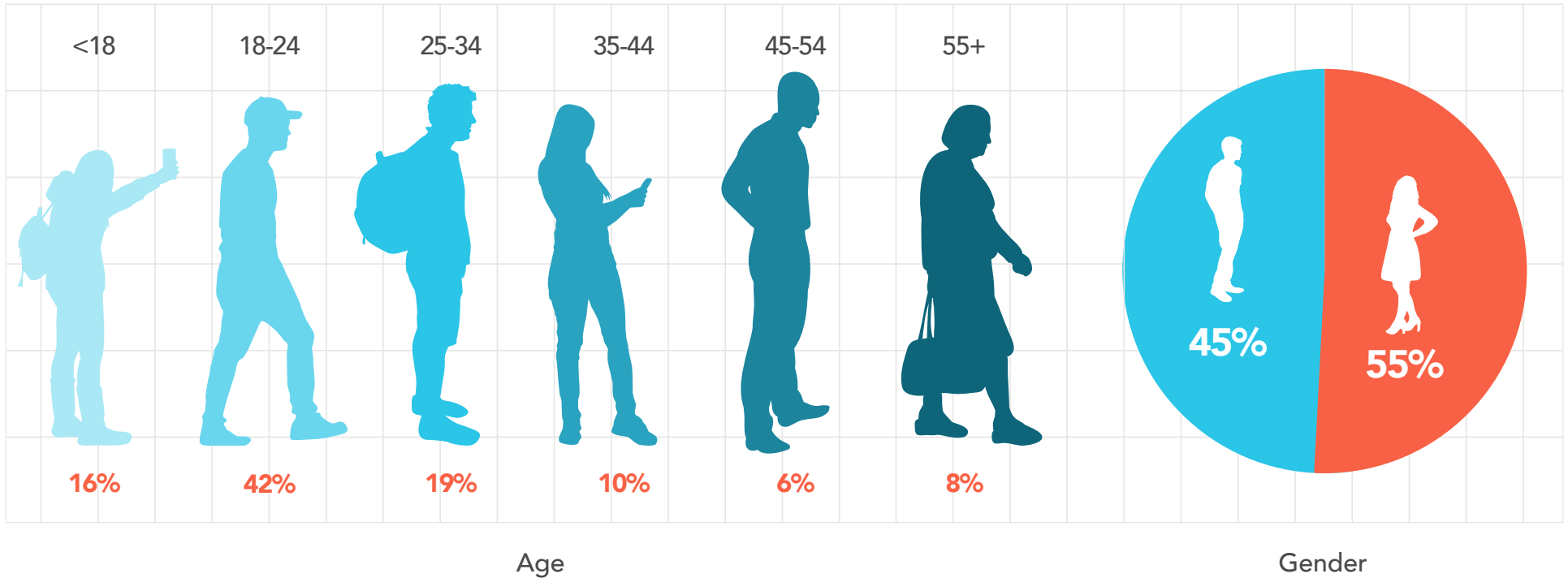
Household Income

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 AC$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

<18	18-24	25-34	35-44	45-54	55+
14%	57%	19%	6%	2%	2%

Age

Gender

53% 47%
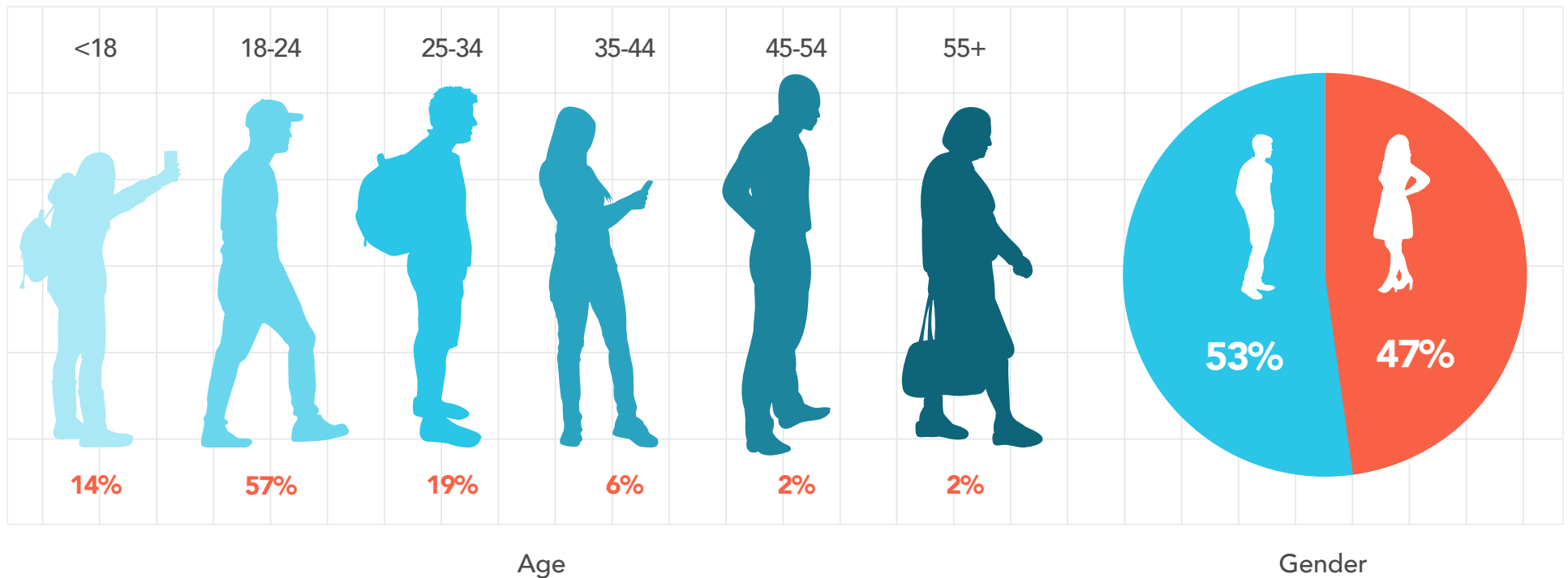
Panel Demographics: Germany

<18	18-24	25-34	35-44	45-54	55+
11%	49%	21%	10%	5%	4%

Age

44%

56%

Gender

Panel Demographics: France

<18	18-24	25-34	35-44	45-54	55+
11%	44%	19%	11%	8%	7%

Age

Gender

45% 55%

Panel Demographics: Spain

<18	18-24	25-34	35-44	45-54	55+
10%	51%	20%	10%	5%	4%

Age

52% **48%**

Gender
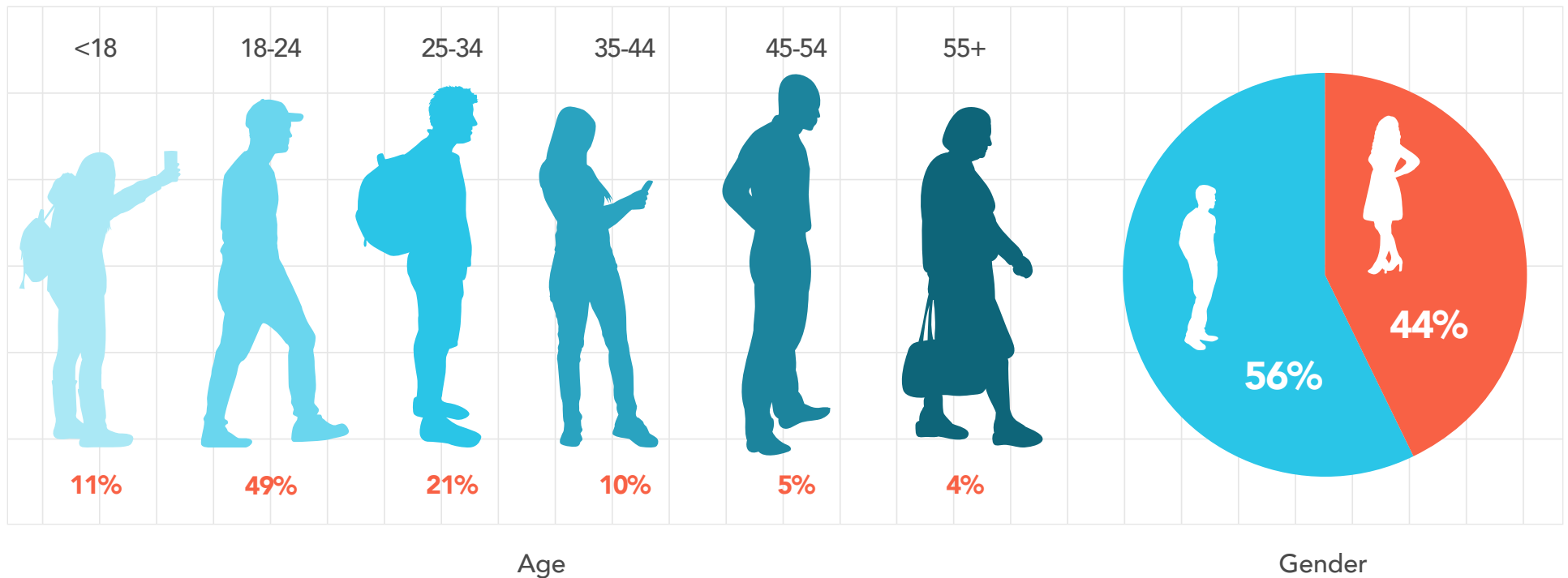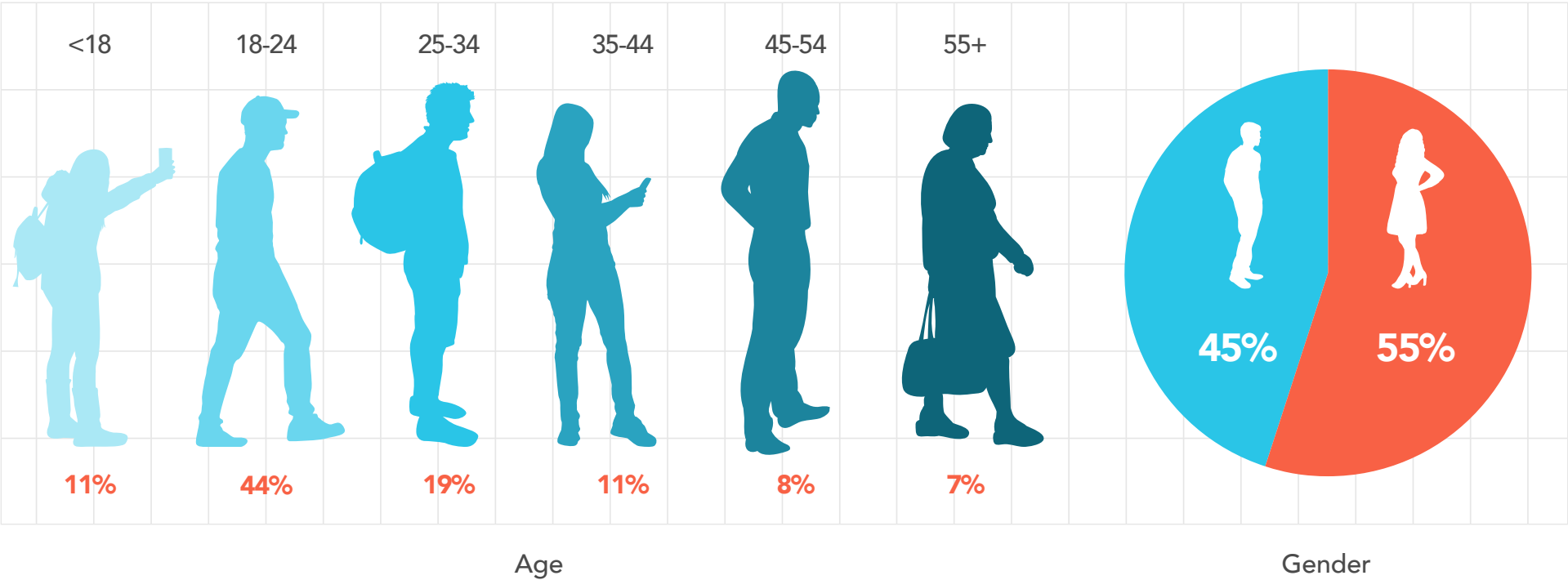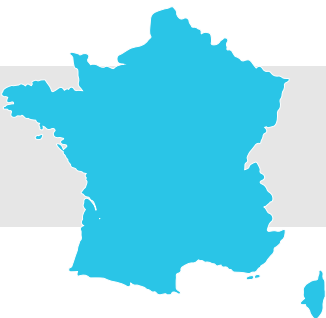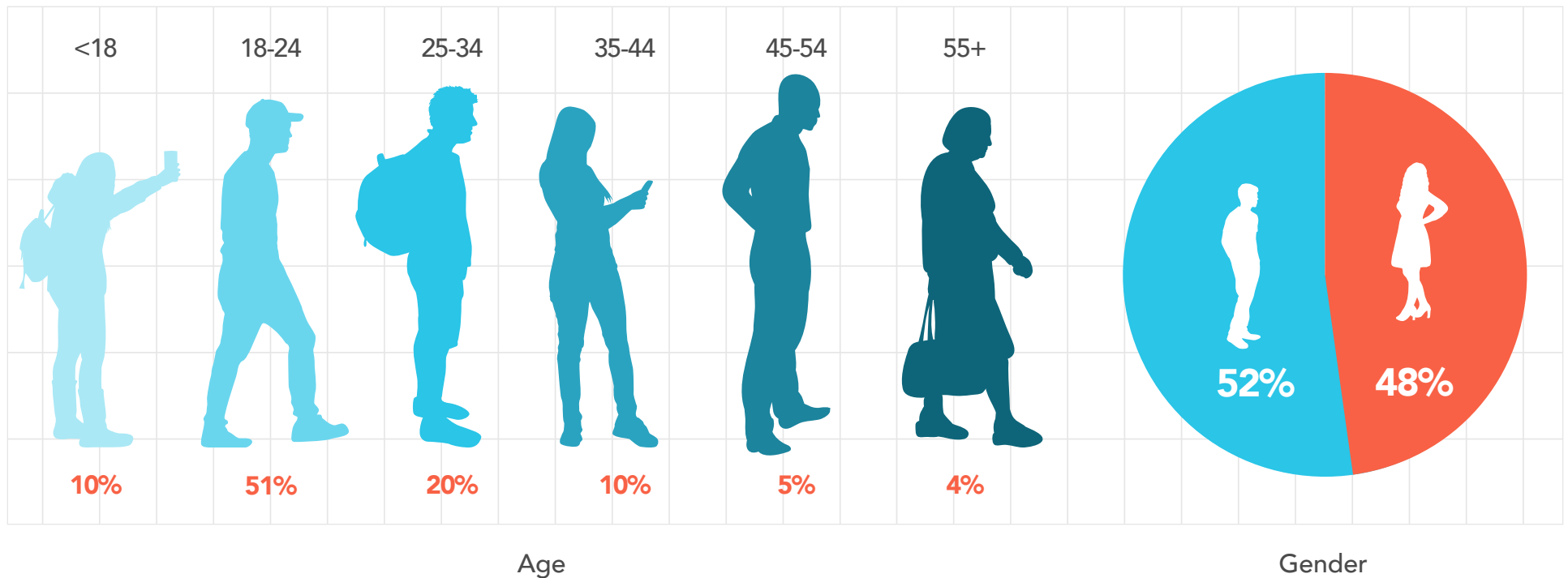
Panel Demographics: Philippines

<18	18-24	25-34	35-44	45-54	55+
11%	51%	27%	8%	2%	1%

Age

Gender

62% **38%**

Panel Demographics: China

<18	18-24	25-34	35-44	45-54	55+
18%	**54%**	**20%**	**5%**	**1%**	**2%**

Age

61% **39%**

Gender

Panel Demographics: Japan

<18	18-24	25-34	35-44	45-54	55+
17%	40%	21%	11%	7%	4%

Age

52% **48%**

Gender
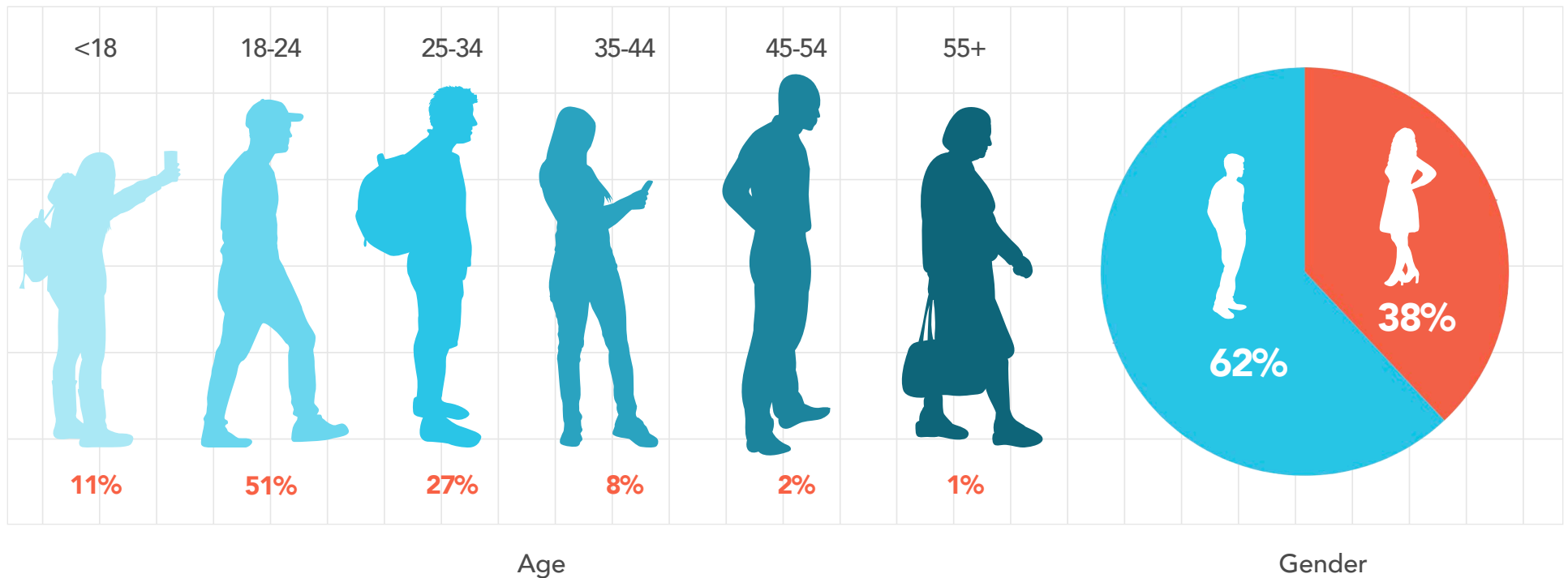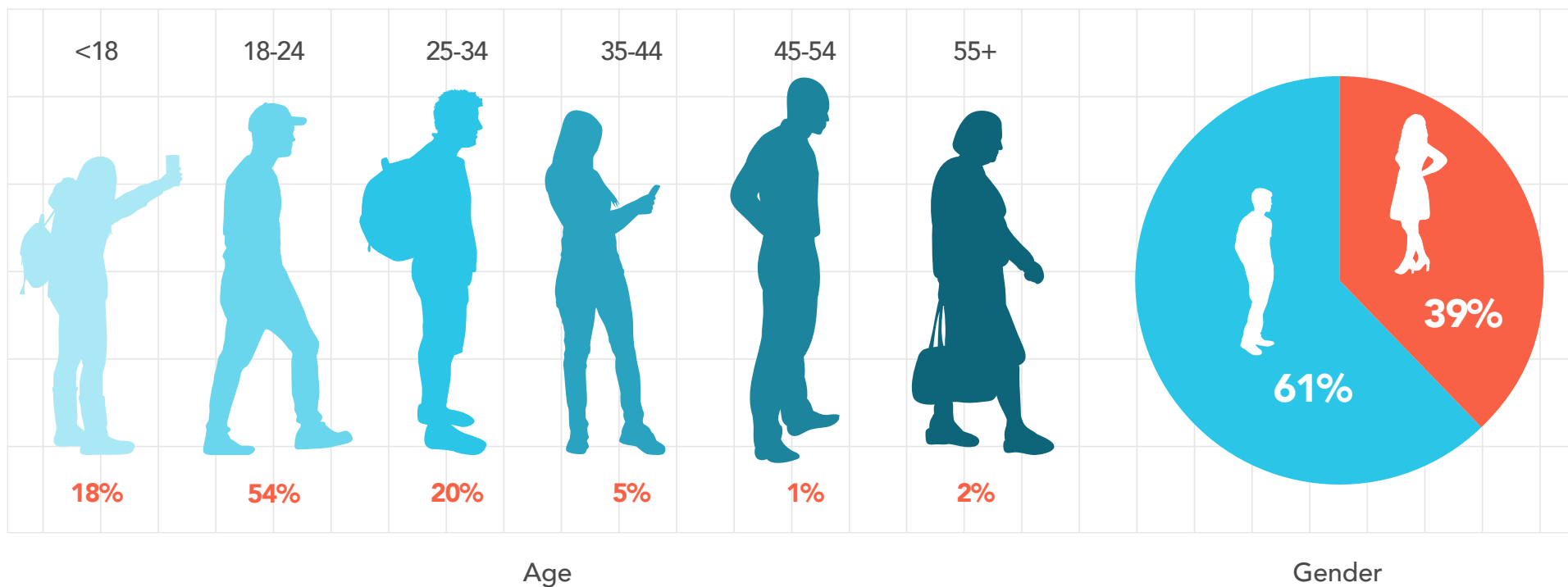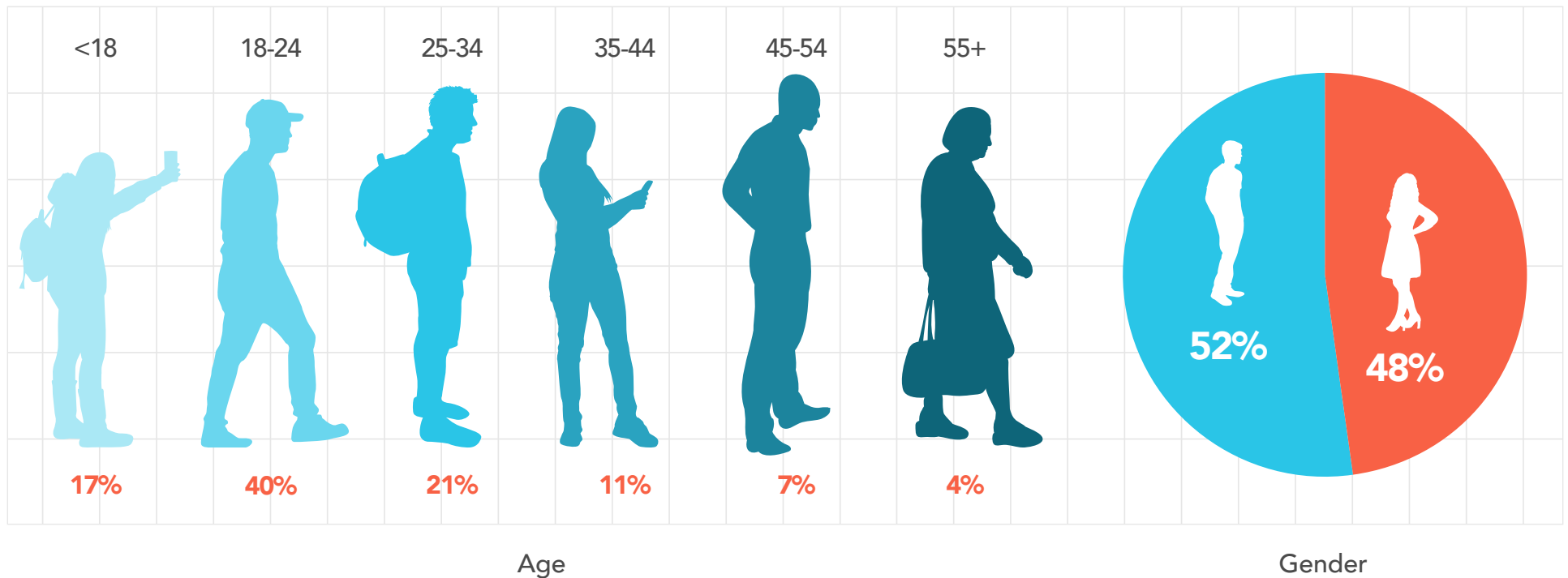
Panel Demographics: Brazil
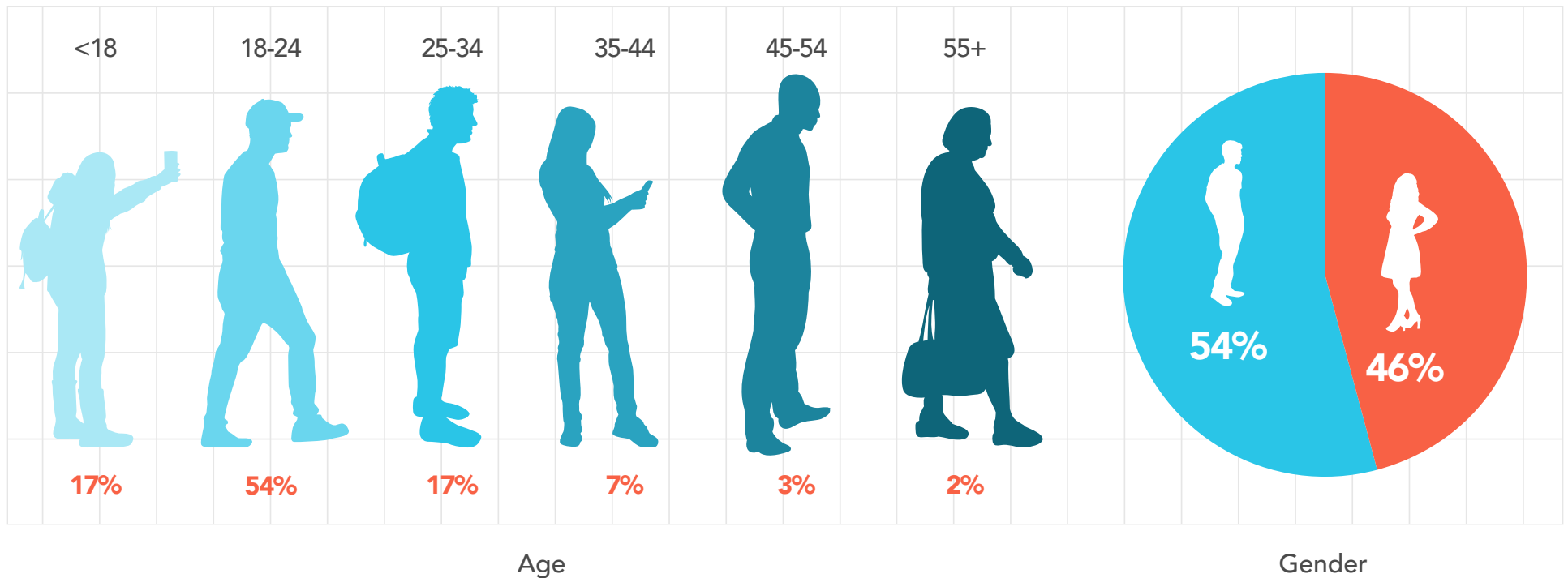
<18	18-24	25-34	35-44	45-54	55+
17%	54%	17%	7%	3%	2%

Age

54% **46%**

Gender

Panel Demographics: Italy

<18	18-24	25-34	35-44	45-54	55+
7%	35%	18%	14%	13%	13%

Age

48%   52%

Gender

Panel Demographics: India

<18	18-24	25-34	35-44	45-54	55+
17%	56%	17%	5%	2%	3%

Age

Gender

26%

74%

Panel Demographics: South Korea

<18	18-24	25-34	35-44	45-54	55+
20%	41%	21%	9%	5%	4%

Age

45% **55%**

Gender
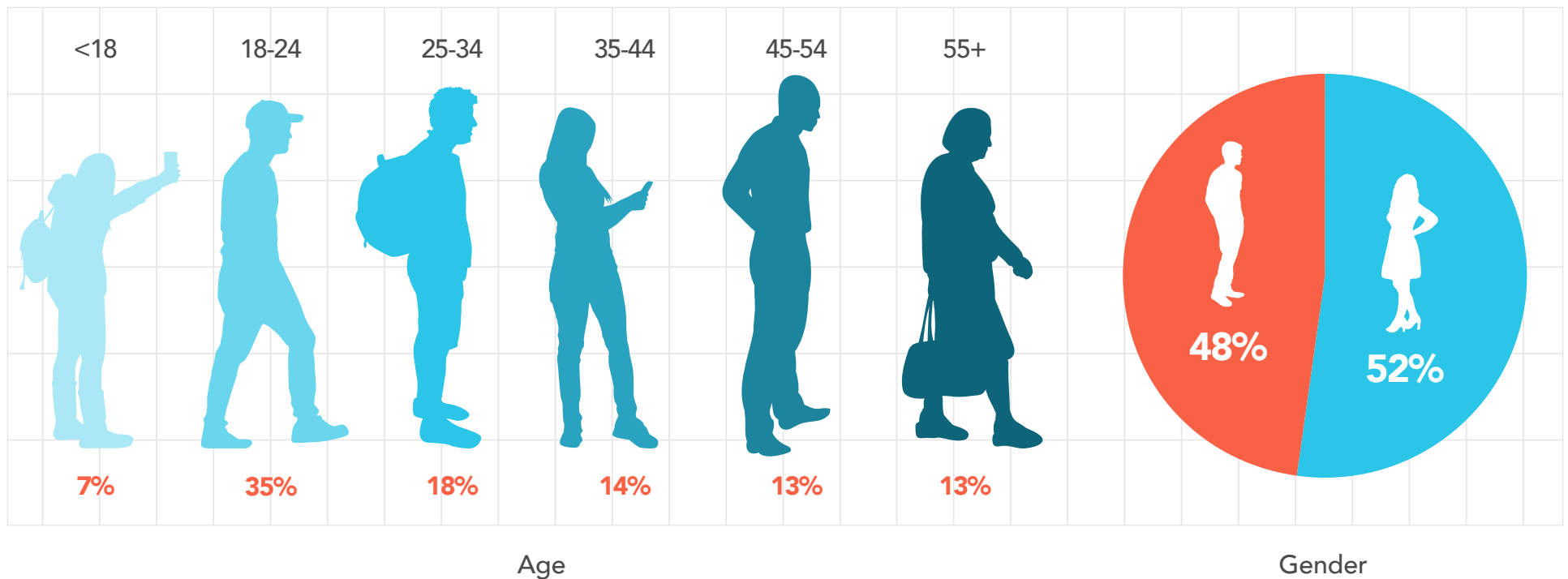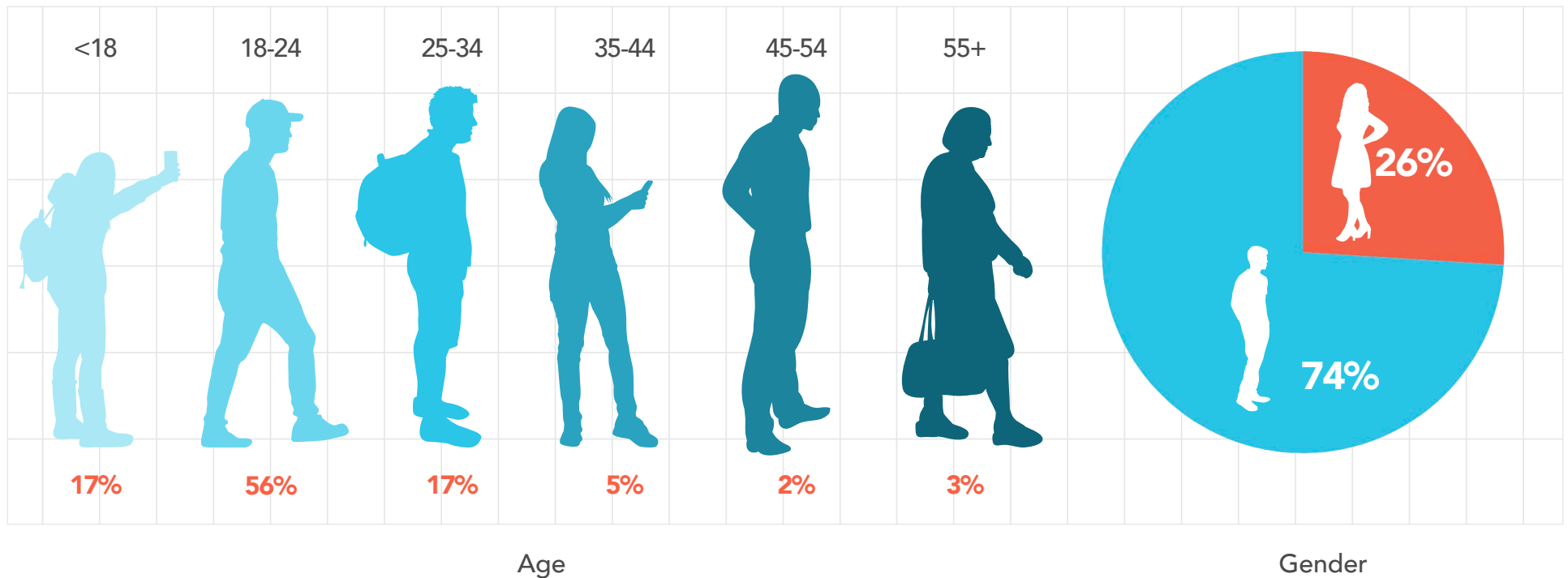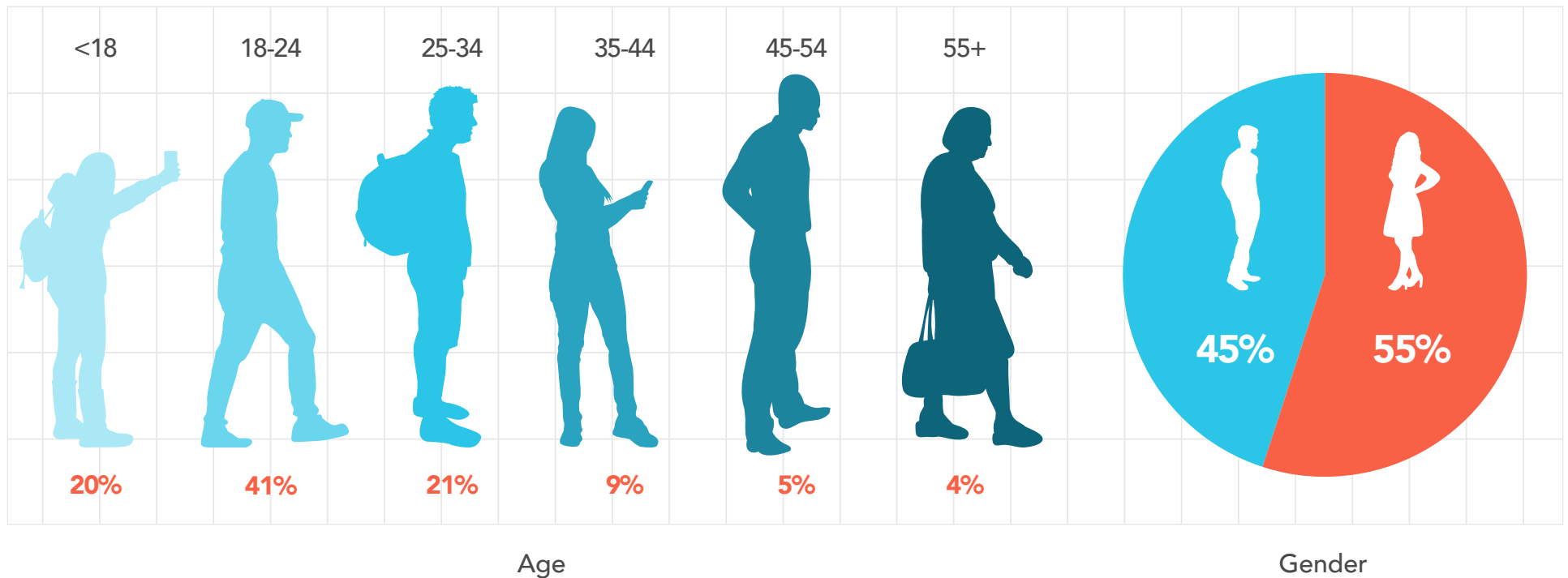
Panel Demographics: South Africa

<18	18-24	25-34	35-44	45-54	55+
14%	47%	23%	9%	4%	3%

Age

52% **48%**

Gender
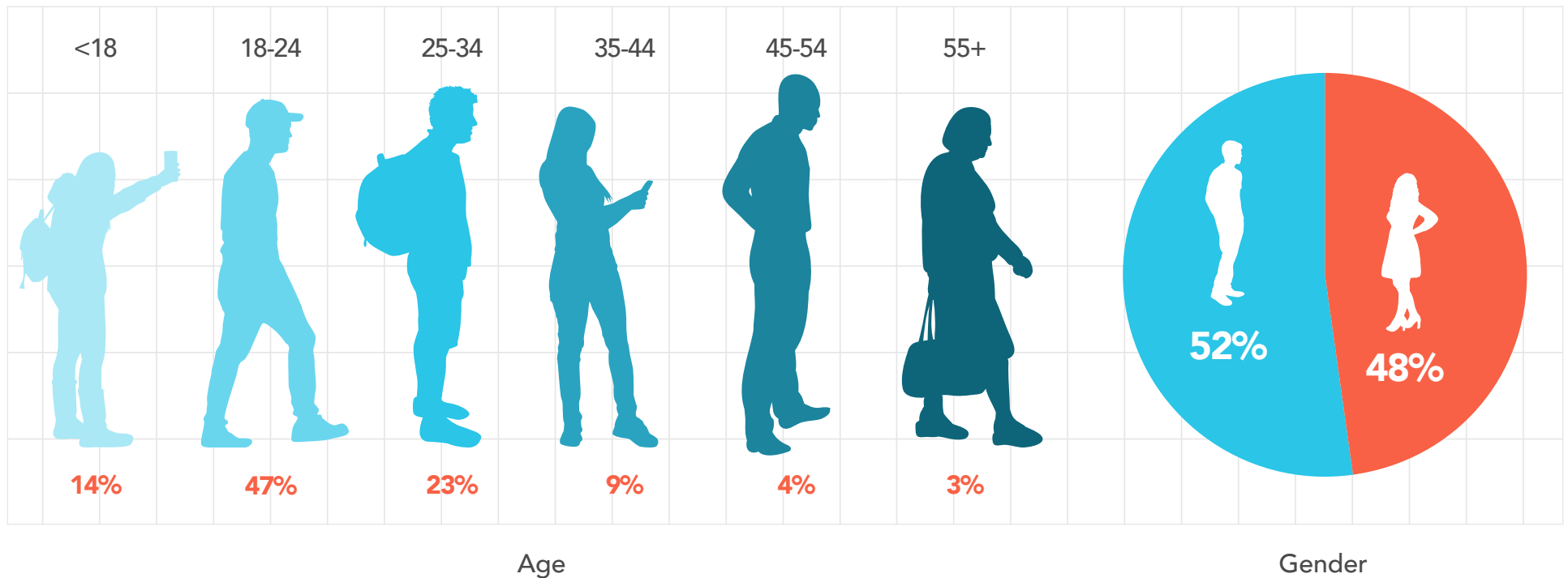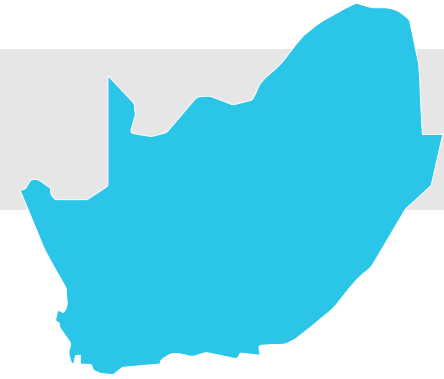
Panel Demographics: Netherlands

<18	18-24	25-34	35-44	45-54	55+
14%	47%	16%	8%	6%	9%

Age

Gender

57%

43%
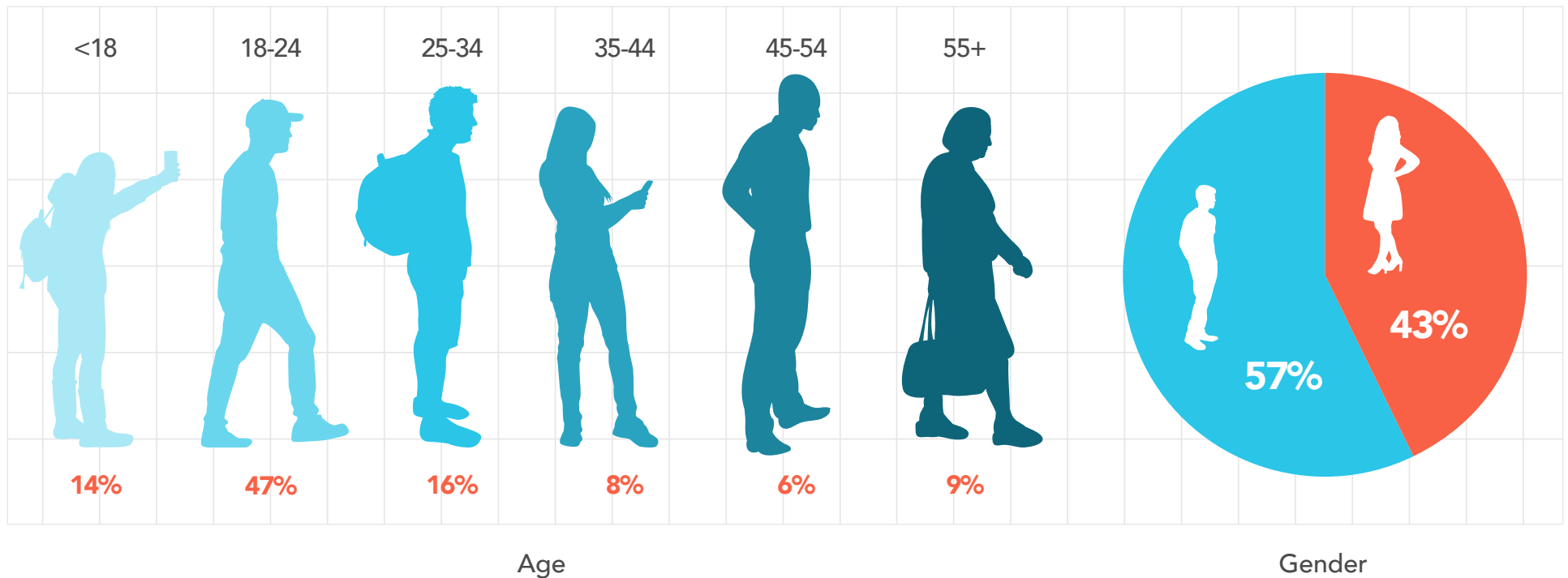
Panel Demographics: Singapore

<18	18-24	25-34	35-44	45-54	55+
15%	47%	21%	9%	4%	4%

Age

61% **39%**

Gender

Panel Demographics: Poland

<18	18-24	25-34	35-44	45-54	55+
12%	54%	19%	9%	3%	3%

Age

60%

40%

Gender
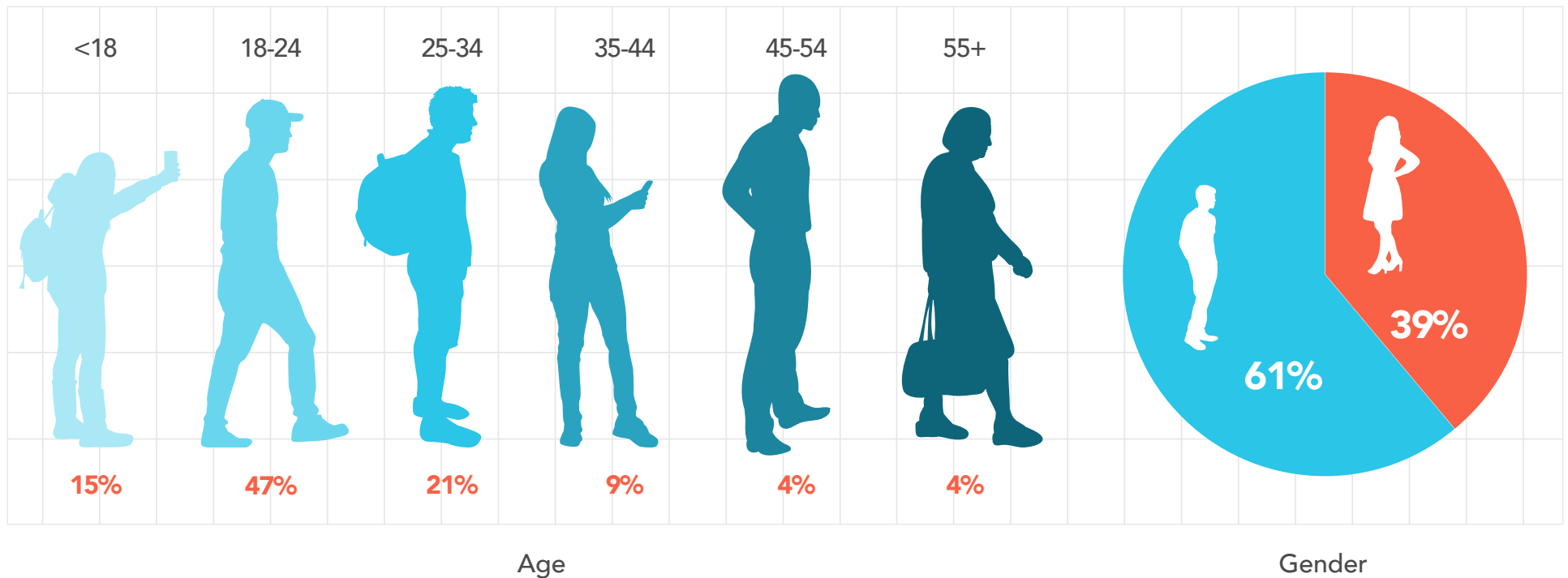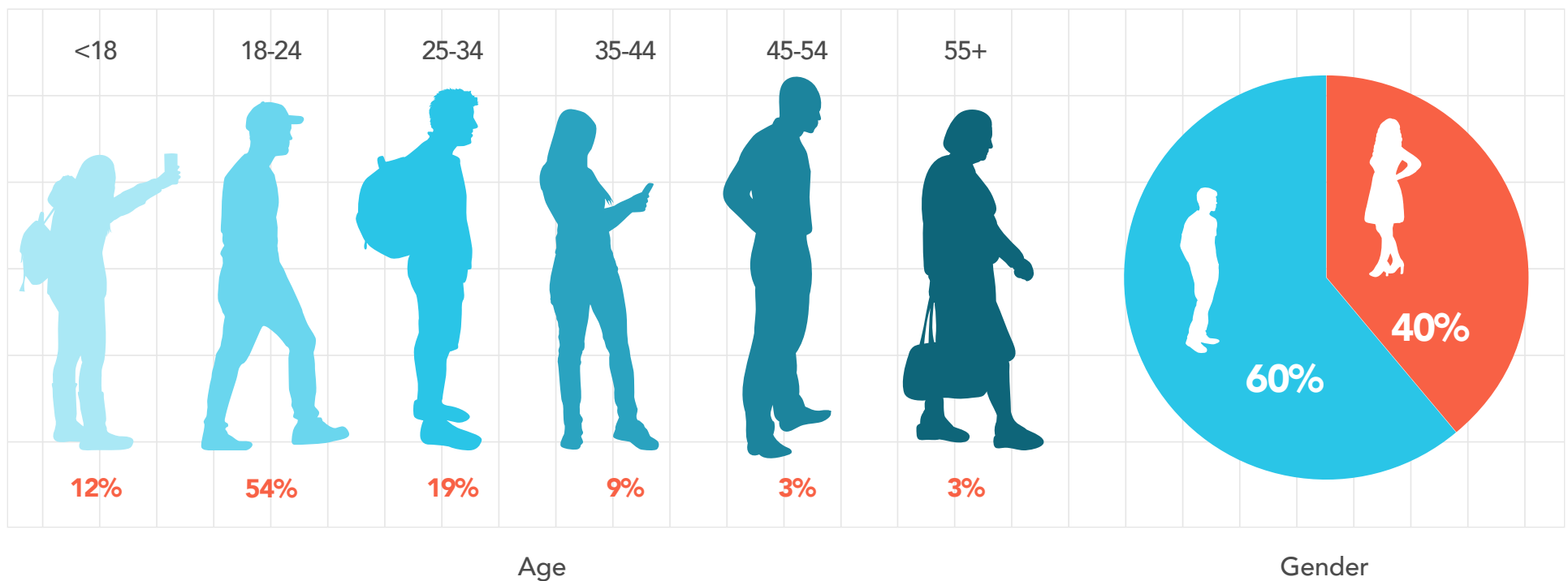
Panel Demographics: New Zealand

<18	18-24	25-34	35-44	45-54	55+
17%	44%	17%	8%	6%	8%

Age

50% **50%**

Gender
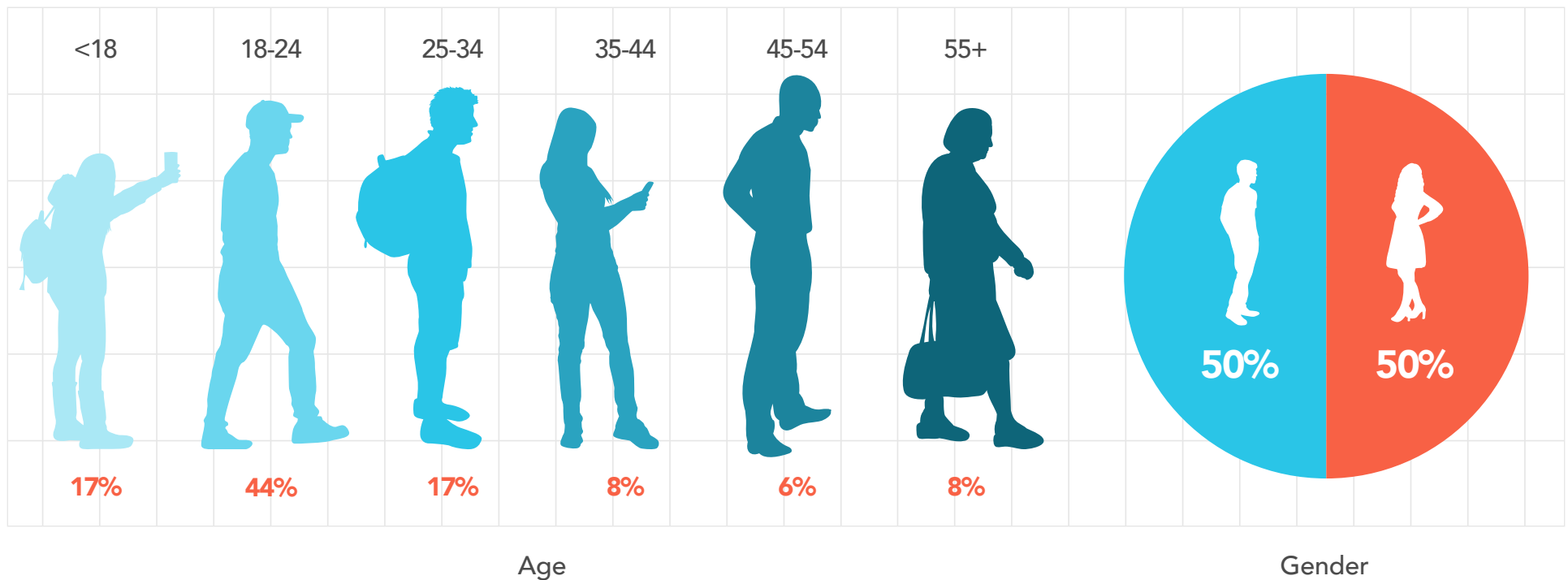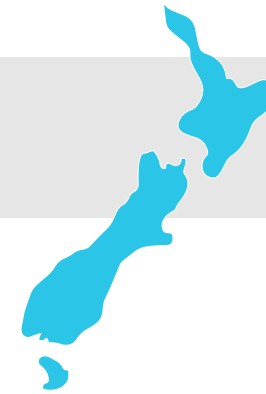
Panel Demographics: Hong Kong

<18	18-24	25-34	35-44	45-54	55+
13%	54%	21%	7%	2%	3%

Age

59% **41%**

Gender
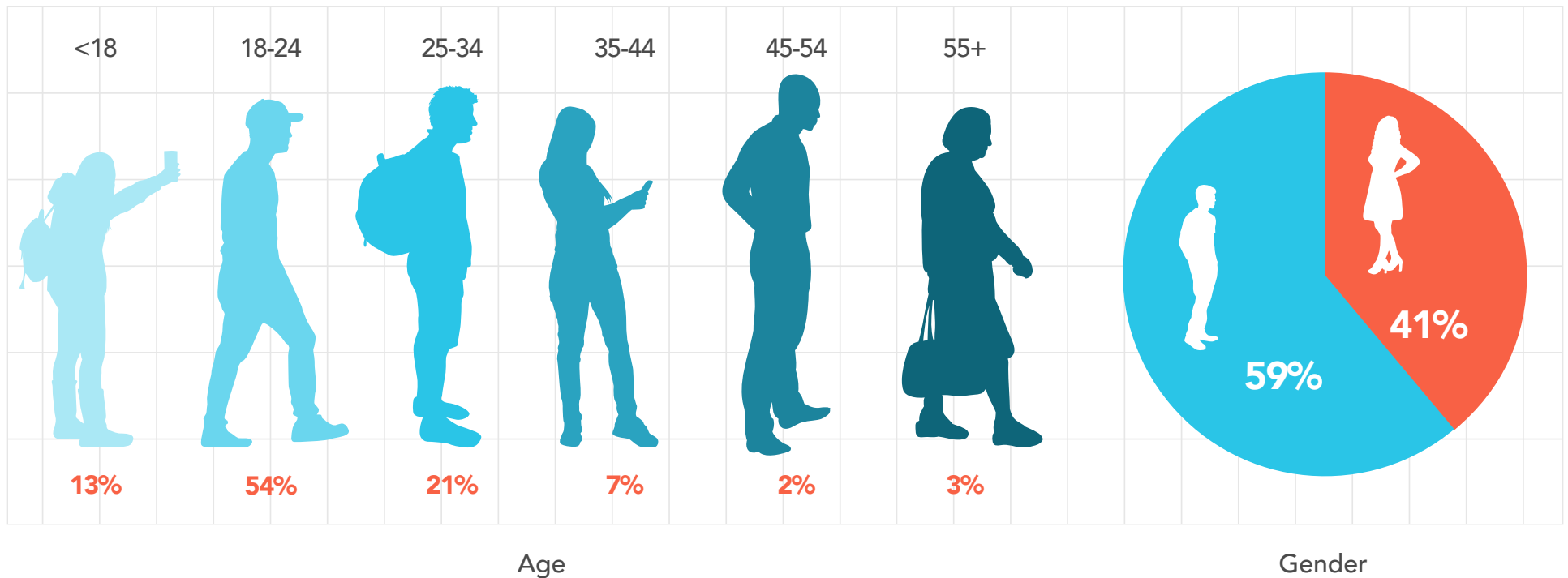
Panel Demographics: Sweden

<18	18-24	25-34	35-44	45-54	55+
6%	49%	21%	12%	7%	5%

Age

Gender

58%   42%
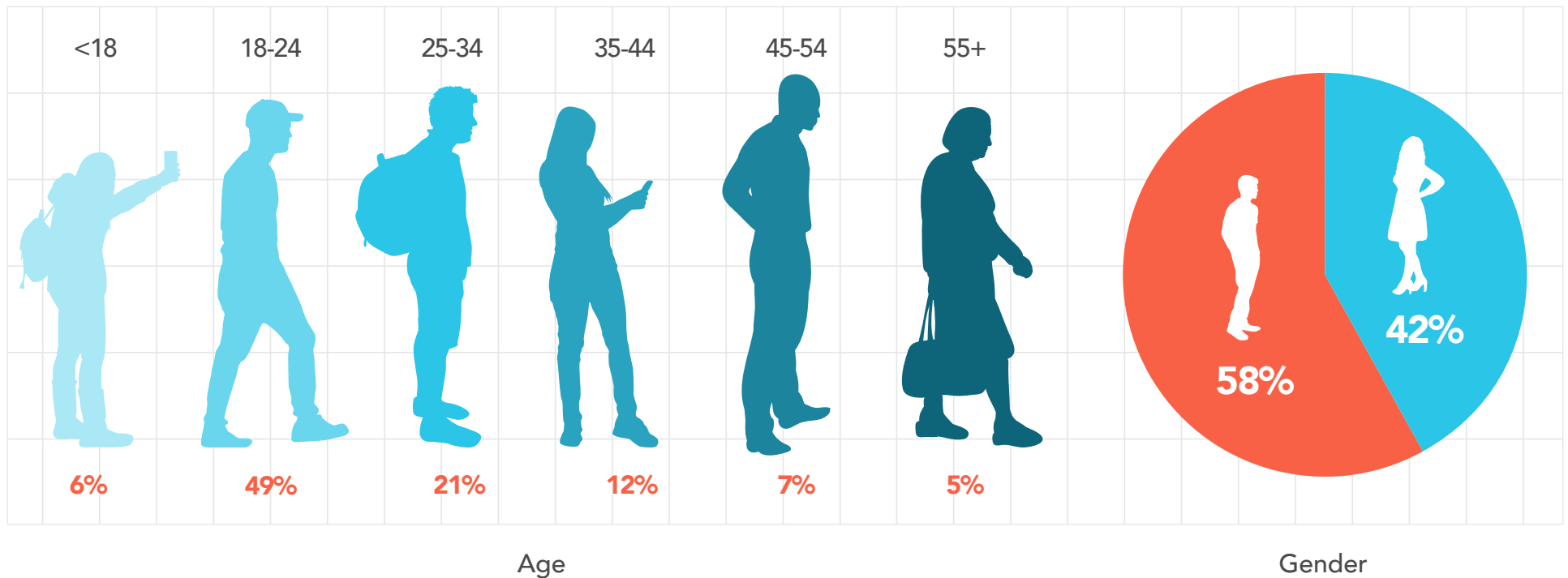
Panel Demographics: Denmark

<18	18-24	25-34	35-44	45-54	55+
16%	48%	20%	7%	4%	5%

Age

58% **42%**

Gender
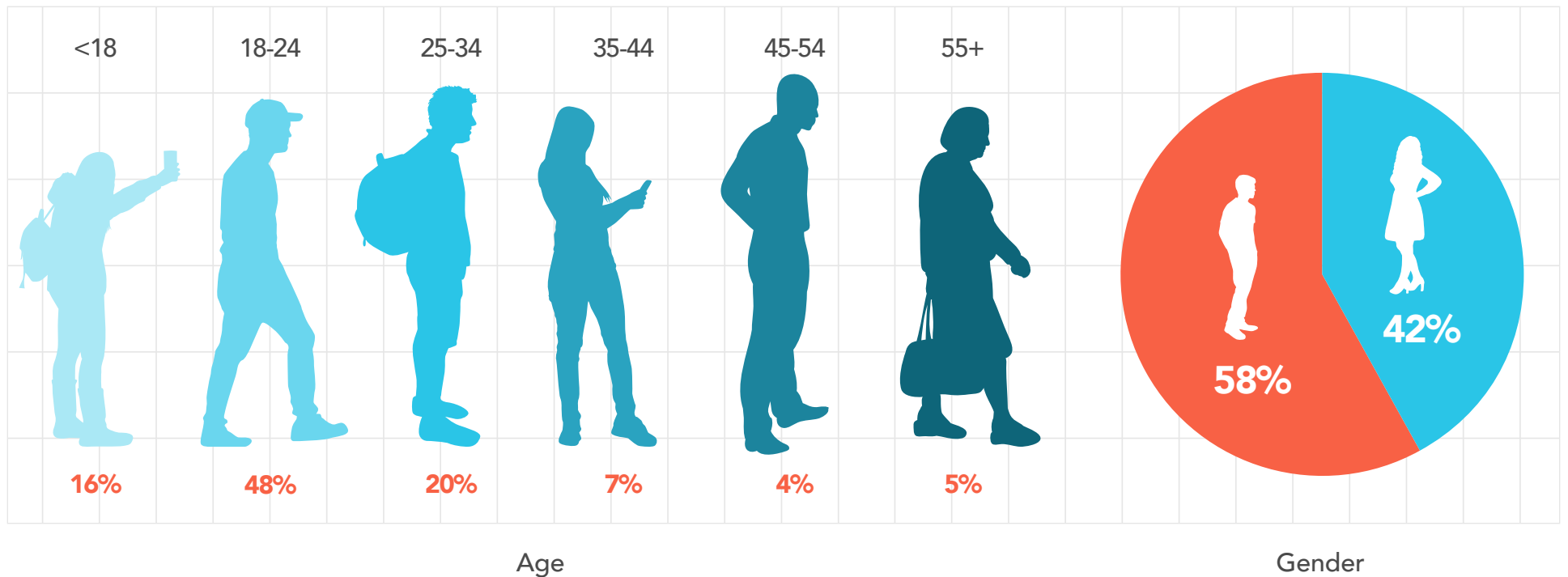
Panel Demographics: Norway

<18	18-24	25-34	35-44	45-54	55+
8%	53%	19%	10%	6%	4%

Age

57% **43%**
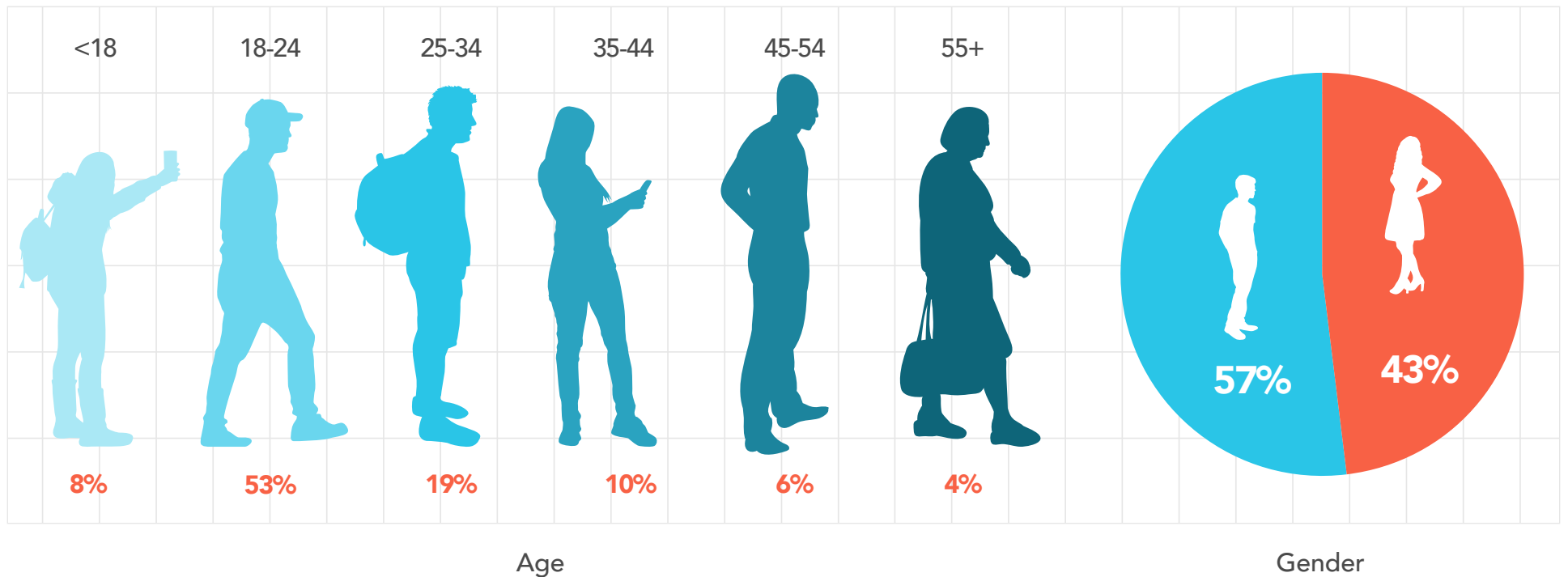
Gender

Panel Demographics: Finland

<18	18-24	25-34	35-44	45-54	55+
5%	50%	23%	13%	5%	4%

Age

Gender

53% 47%
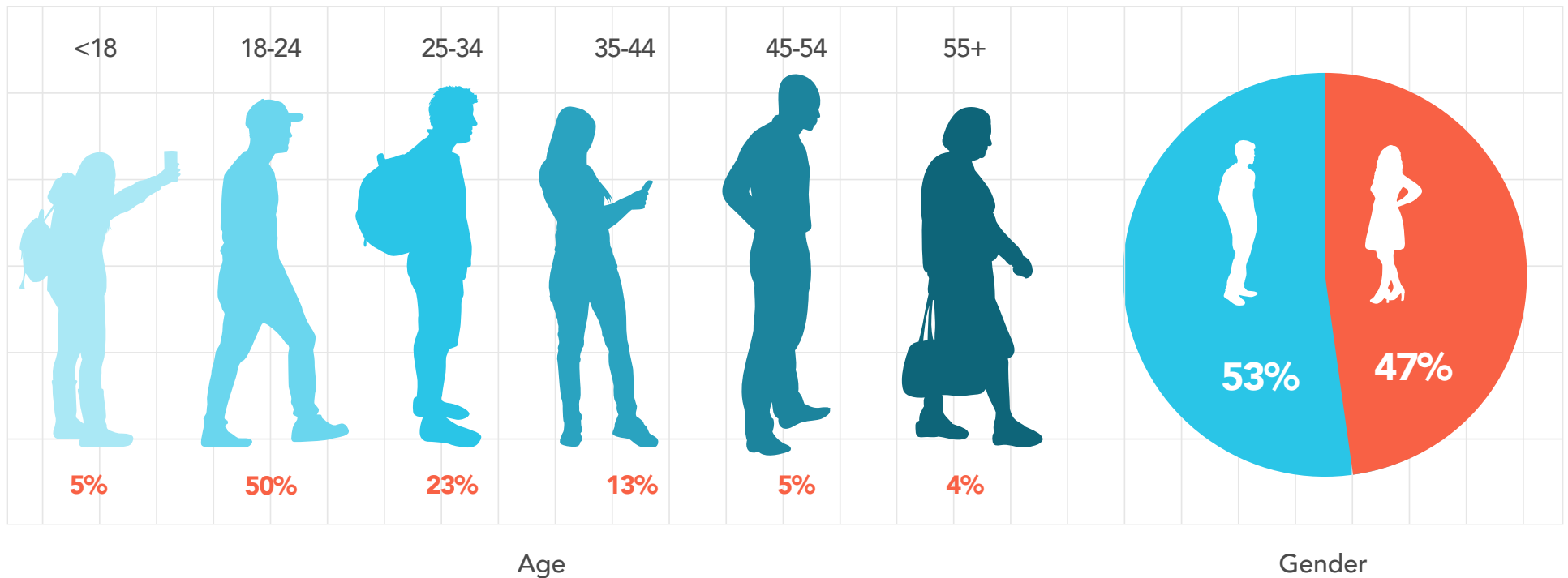
Profiling Data Points

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

Age Gender Zip	Auto Purchase Date	Gaming Device
Race / Ethnicity State	Auto Purchase Intent	Gaming Online
DMA	Fast Food Frequency	Radio Frequency
Region	Beverage Frequency	Flight Purpose
Relationship Education	Alcohol Frequency	Hotel Type
Voter Registration	Movie Frequency	Smoking
Purchasing Decision Maker	Movie Home Watching	Eyewear
Sexual Orientation	Exercise Hours	Hearing Aid
Industry	Sports	Age and Gender of Child
Company # of Employees	Electronics Ownership	Employment
Company Revenue	Early Adopter	Car Model Us Standard
Company Department	Cell Carrier	Diagnosed Ailments
Auto Decision Maker	Cell Plan	Household Income County
Auto Brands	Gaming Hours	Race/Ethnicity

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> 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.**