

# PANELBOOK

We are engaging people around the world to create the resonance between consumers' voices and companies for better innovation.

# About Us

GMO Research & AI, a leading company in the market research space in Asia Pacific, offers a one-stop online survey platform comprising over 70 million consumer panelists spanning 14 APAC markets. Our mission is to foster meaningful connections between consumers and enterprises through cutting-edge technology, catalyzing impactful influence worldwide. We are committed to decipher insightful data, delivering consumer voices and current market trends at real time and speed. With more than two decades of expertise in the APAC region, we set ourselves apart with unparalleled local knowledge and unwavering support from regional experts.

GMO Research & AI is a part of the GMO Internet Group, one of the largest Internet and technology conglomerates in Japan. We create group synergies through cross learnings and development of diverse internet technologies to drive, lead and shape the industry.

# Our Values

Number of Respondent



**70**M+

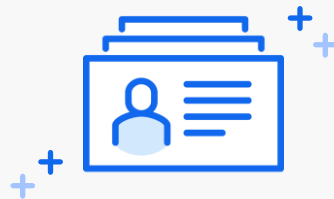
Consumers' Voices Collected Annually



**30**M+

Number of User Profile

Over  
**6,000**



Country Covered

**14**  
APAC  
markets



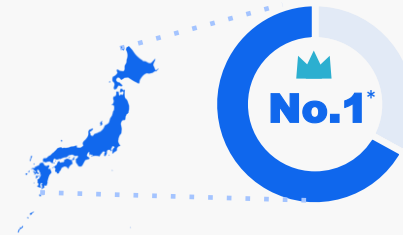
Annual Number of Survey

Over  
**245,000**



Japan Market Share

**80%**



\*Data source: "JMRA 49th Actual Business Conditions Report", "GMO Research 23th Annual Securities Report for the fiscal year ending December 2024"

# How Are Our Research Panels Formed?

GMO Research & AI's online survey panel consists of two distinctive networks:



## 1. Proprietary Members

We have built our own membership network through our in-house rewards program/app.



## 2. Alliance and Partnerships through API Integration

We have formed partnerships with approximately 300 business companies across Asia which operate membership loyalty programs, expanding our membership network.

With this extensive network, GMO Research & AI has real-time access to members globally which enables higher efficacy and efficiency when delivering online surveys and data collection. By leveraging this expansive infrastructure, GMO Research & AI stands at the forefront of data-driven solutions.

# Quality Management

We uphold stringent quality standards through technology-driven quality control mechanisms and meticulous data verification procedures, led by our team of professional research system specialists.



## 1. Member Registration

Our own panels require e-mail address, SMS and phone number verification during membership registration.



## 2. Information Update

We update members' attribute information annually to attain more accurate survey results.



## 3. No Duplication

We guarantee unique respondents using cookies and e-mail addresses.



## 4. Inactive Measures

We engage only active panelists in our surveys for optimal results.



## 5. Anti-Fraud Measures

Our system checks our survey response data and detects fraud to maintain the quality of respondents.



## 6. Educational Surveys

We conduct training surveys regularly with panelists to encourage them to respond appropriately.



## 7. Ghost Completes Elimination

Our proprietary technology automatically detects and eliminates fraud and bots.

We adhere to the P-Mark, a distinguished Japanese certification for safeguarding personal information, as well as the ISMS (ISO/IEC 27001:2013), an internationally recognized standard for data security. Additionally, we have deployed a designated team of data protection officers dedicated to ensuring our compliance with GDPR, CCPA, and other region-specific laws and regulations.

# APAC Panel Coverage

GMO RESEARCH & AI



Japan  
**38,415,000**



India  
**894,000**



Indonesia  
**3,249,000**



Greater China  
**22,203,000**



Philippines  
**411,000**



Singapore  
**53,000**



Vietnam  
**167,000**



Thailand  
**953,000**



Australia  
**137,000**



Taiwan  
**1,096,000**



Malaysia  
**1,410,000**



New Zealand  
**9,000**



South Korea  
**1,521,000**



Hong Kong  
**43,000**

Total: **70M+**

# Attribute Information

We deliver specific or hard-to-reach attributes to meet our clients' requirements.



## Basic

- Age
- Gender
- Ethnicity
- Highest Level of Education
- Current School Grade
- Type of School
- Marital Status
- Number of Family Members
- Relationship to Each Family Member



## Kids

- Parental Status
- Child's Age
- Child's Gender



## B2B

- Occupation
- Job Title
- Type of Industry
- Company Size
- Role in Decision-Making
- Company Annual Revenue
- Job Change History
- IT Field
- IT Decision Makers (DMs)



## Health Care

- Doctor
- Nurse
- Patient
- Conditions ever Experienced
- Type of Diabetes
- Caregiver
- Type of Medical Care
- Care Recipient in the Household
- Required Level of Care
- Purchased Caregiving Products
- Caregiving Products in Use

# Attribute Information



## Finance

- Asset Type
- Insurance
- Asset Value
- Personal Income
- Household Income
- Property Ownership Type
- Credit Card Ownership
- Financial Institutions Used
- Financial Products of Interest
- Timing of Property Purchase
- Transportation Equipment Owned



## Automotive

- Car ownership status
- Car Body Type
- Car Brand
- Car Model
- Number of Cars in Household
- Driving Frequency
- Type of Driver's License
- Timing of Car Purchase
- Car Insurance Status
- Car Condition (new/pre-owned)
- Planned Timing for Next Car Purchase
- Motorcycle Usage



## Game

- Devices
- Categories
- Frequency of Playing



## Device

- Household Appliances
- Smartphone OS
- Internet Provider
- Mobile Carrier
- Smartphone Type

# Attribute Information



## Lifestyle



### Service

- Subscribed Streaming Services
- TV/Paid Broadcasts & Streaming
- Newspaper Subscription
- Subscription Services
- Usage of Online Services
- Ride-Hailing Usage Frequency
- Food Delivery Usage Frequency



### Vice Habits

- Alcohol Consumption
- Drinking Frequency at Home
- Non-Alcoholic Beverage Consumption
- Gambling
- Cigarette Brand
- Favorite Cigarette Flavor
- Smoking Frequency
- Heated Tobacco Device



### Travel

- Regions Traveled Overseas
- Frequency of Overseas Travel
- Prefectures Visited in the Past Year



### Beauty

- Type of Beauty Treatment
- Monthly Spending on Makeup
- Type of Cosmetics Used



### Pet

- Type of Pet
- Length of Pet Ownership



### Eyewear

- Type of Eyewear
- Type of Contact Lenses

### ••• Others

- Type of Social Media
- Personal Interests and Concerns
- Brand of Supermarket Used

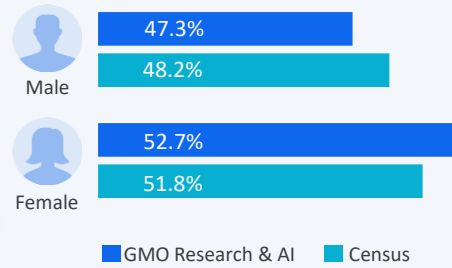
Japan  
38,415,000

JAPAN

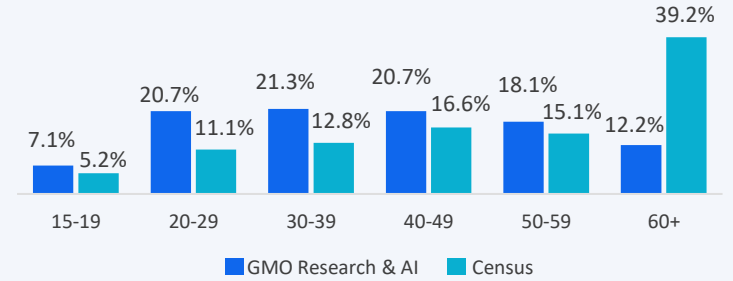
Tokyo

Area	Ratio
Hokkaido	4.8%
Tohoku	6.6%
<b>Kanto (Including Tokyo)</b>	<b>37.1%</b>
Chubu	15.6%
Kinki	18.1%
Chugoku/Shikoku	7.7%
Kyushu/Okinawa	10%

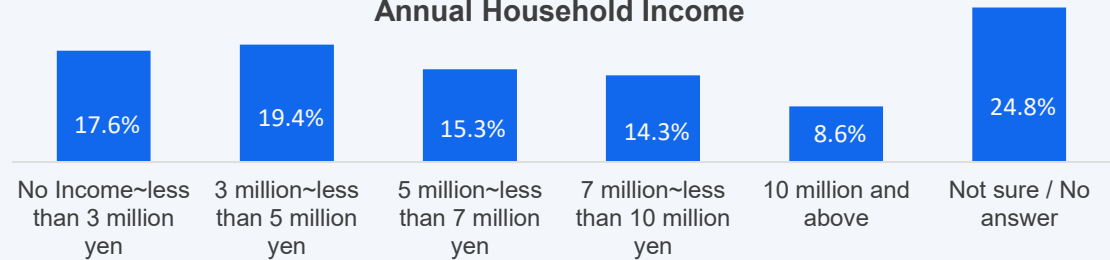
Gender



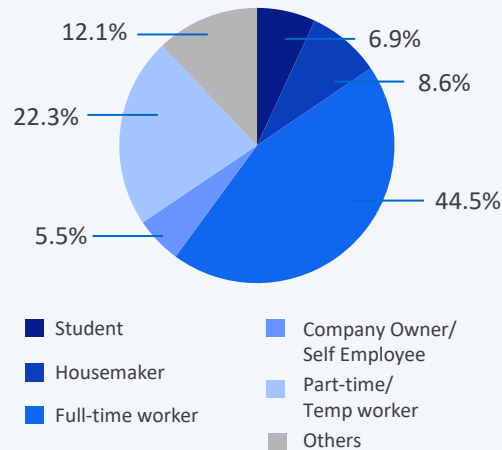
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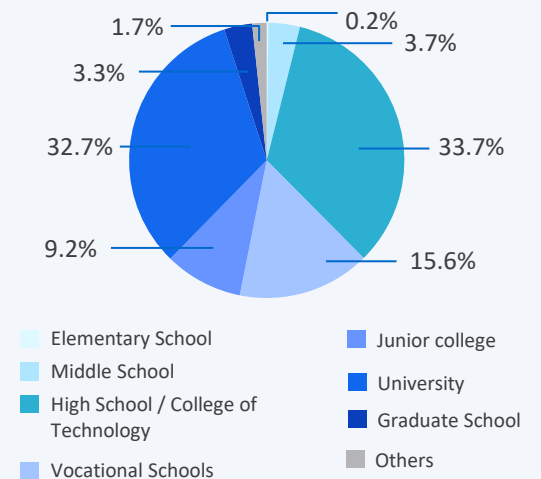
Annual Household Income



Occupation



Final Education



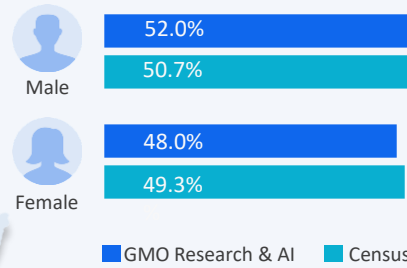
\*China figures do not include SAR Hong Kong, SAR Macao nor Taiwan, which are reported separately for statistical purposes.

Greater China  
22,203,000

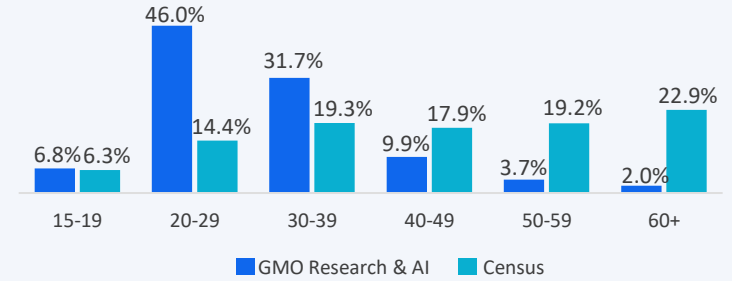
CHINA

Beijing

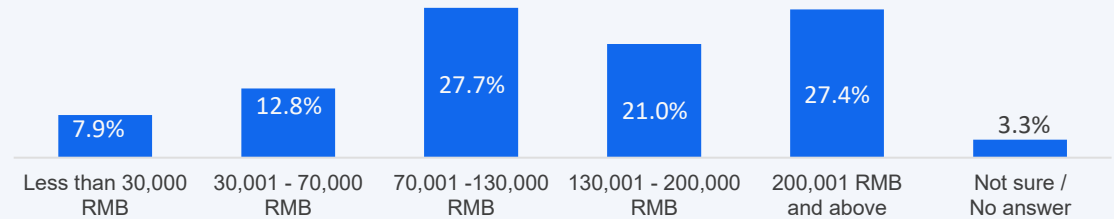
Gender



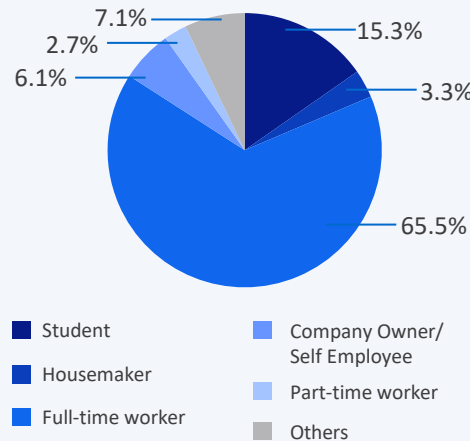
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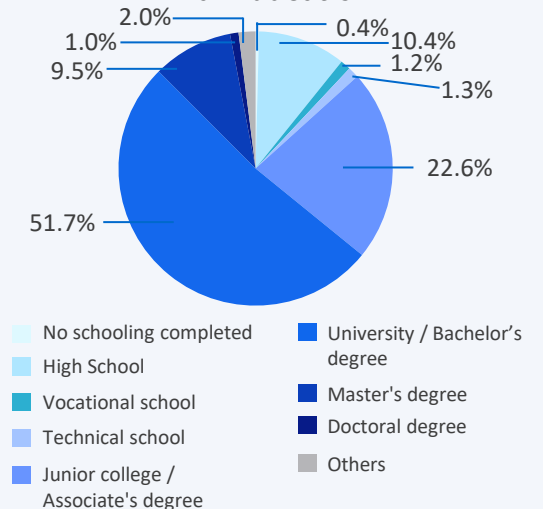
Annual Household Income



Occupation



Final Education



Area	Ratio
Beijing	12.0%
Shanghai	6.8%
Tianjin	2.6%
Guangdong	11.2%
Jiangsu	5.5%
Zhejiang	4.7%
Anhui	3.3%
Shandong	5.8%
Henan	5.5%
Hebei	4.6%
Liaoning	2.9%
Sichuan	4.1%
Others	31.2%

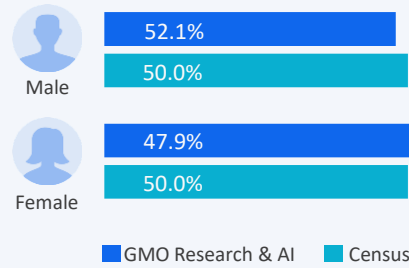
Vietnam  
167,000

VIETNAM

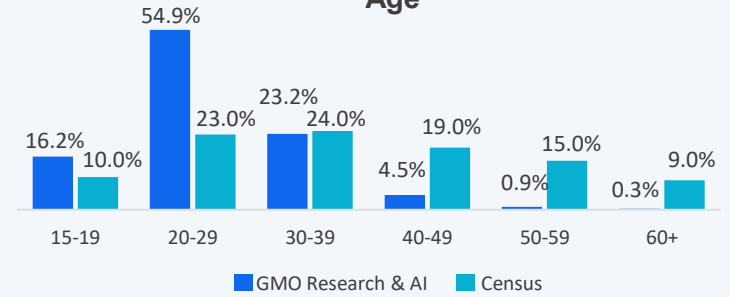


Area	Ratio
Municipalities (Including Hanoi)	41.3%
Northwest Region	1.9%
Northeast Region	8.3%
Red River Delta	9.1%
North Central Coast	7.4%
South Central Coast	5.8%
Central Highlands	4.8%
Southeast Region	10.3%
Mekong Delta	11.1%

Gender



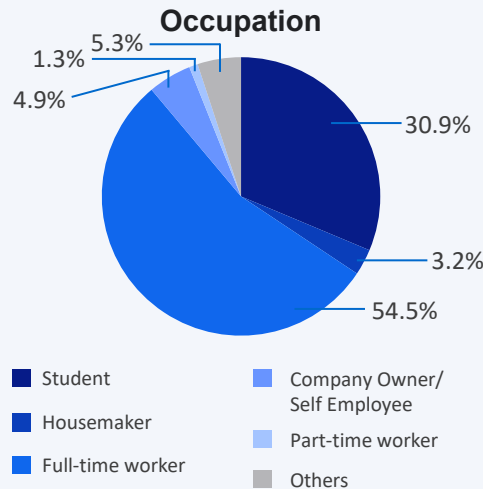
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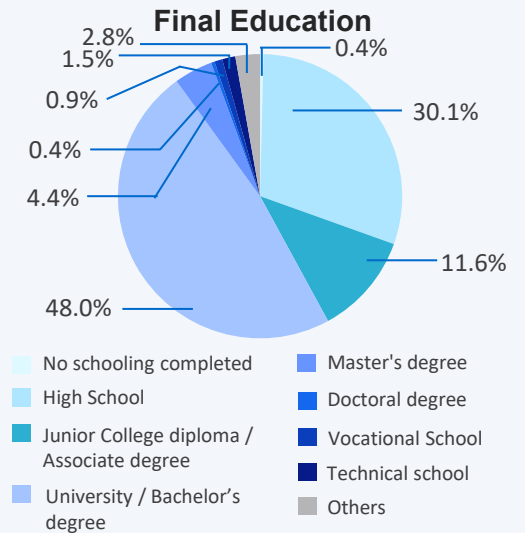
Annual Household Income



Occupation



Final Education



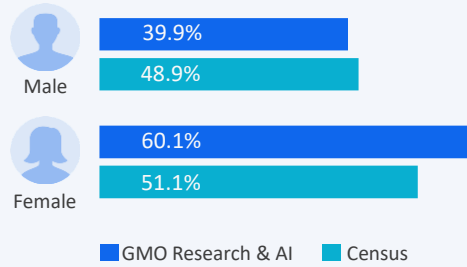
Taiwan  
1,096,000

TAIWAN

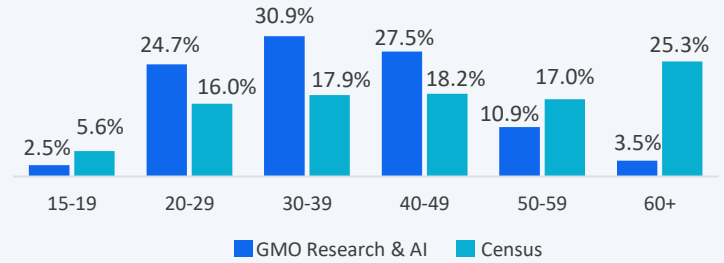
Taipei

Area	Ratio
North (Including Taipei)	58.2%
Central	21.6%
Southern	18.1%
Outlying Islands and Other Regions	2.1%

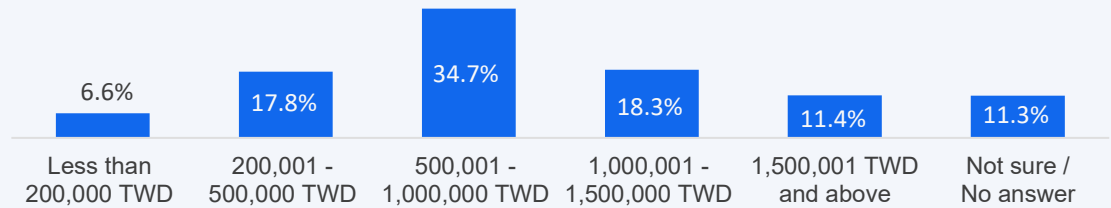
Gender



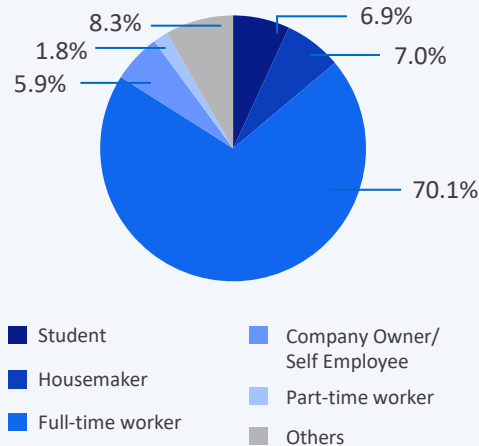
Age



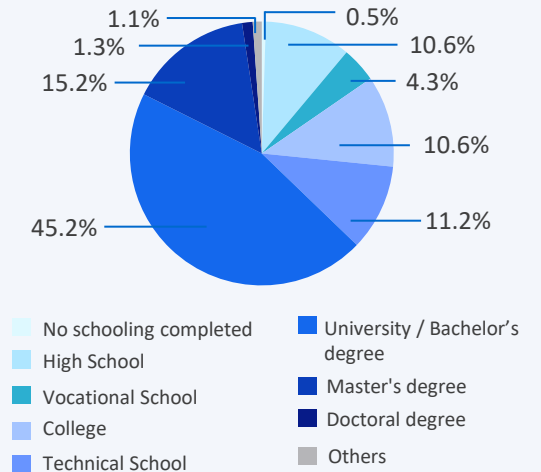
Annual Household Income



Occupation



Final Education



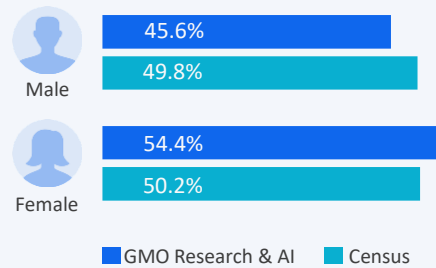
South Korea  
1,521,000

Seoul

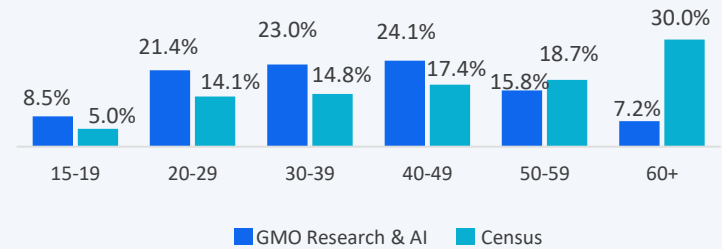


Area	Raito
Capital Region (Including Seoul)	65.2%
Gangwon Region	1.7%
Chungcheong Region	7.2%
Honam Region	6.2%
Yeongnam Region	17.5%
Jeju Region	0.7%
Others	1.6%

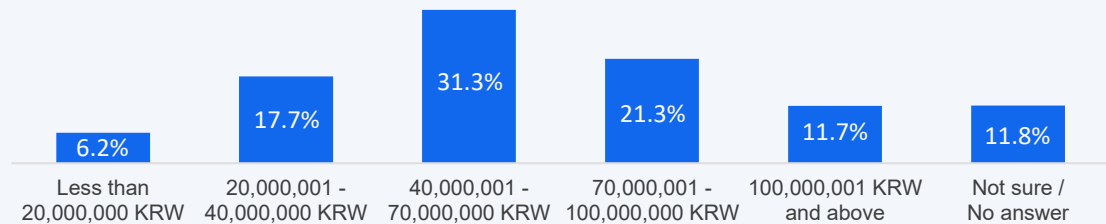
### Gender



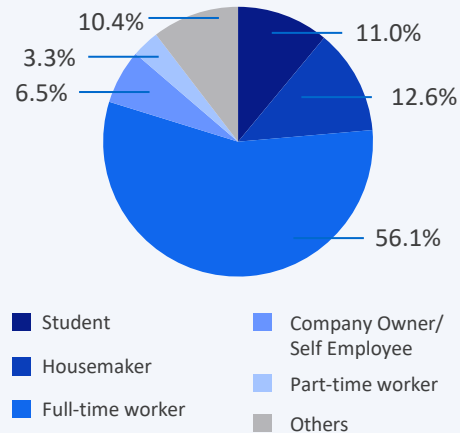
### Age



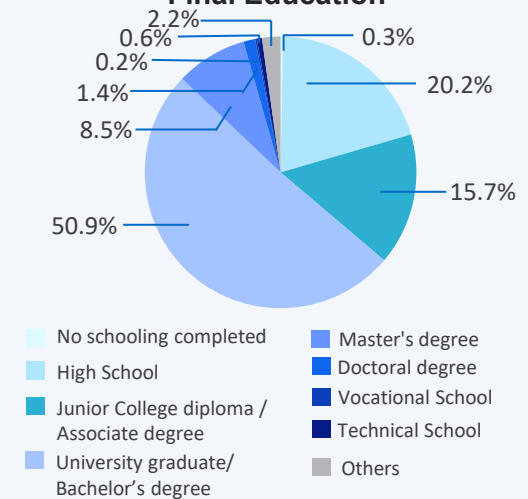
### Annual Household Income



### Occupation



### Final Education

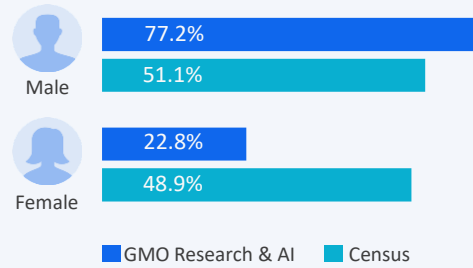


India  
894,000

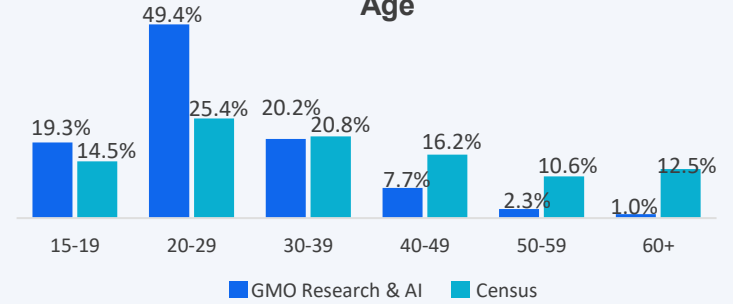
INDIA

Delhi

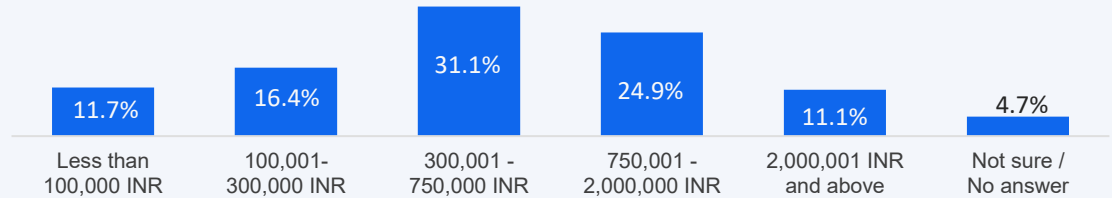
Gender



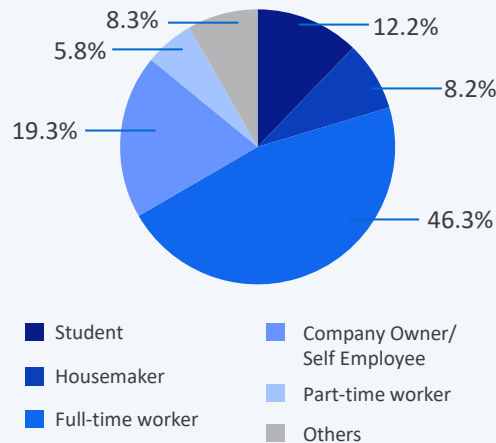
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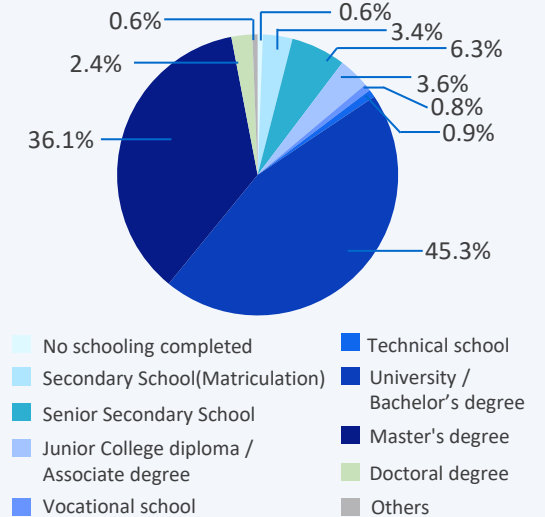
Annual Household Income



Occupation



Final Education



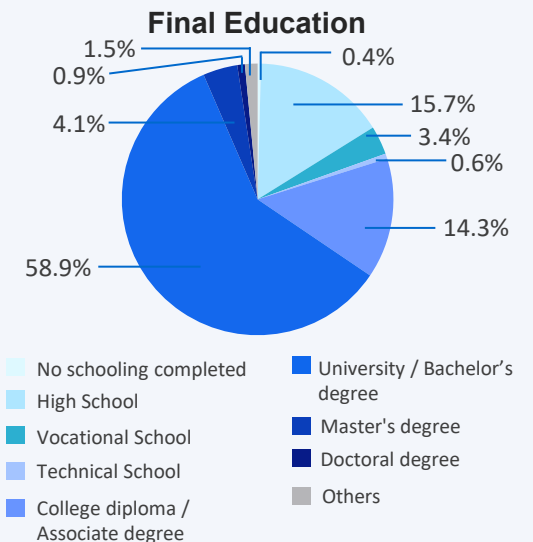
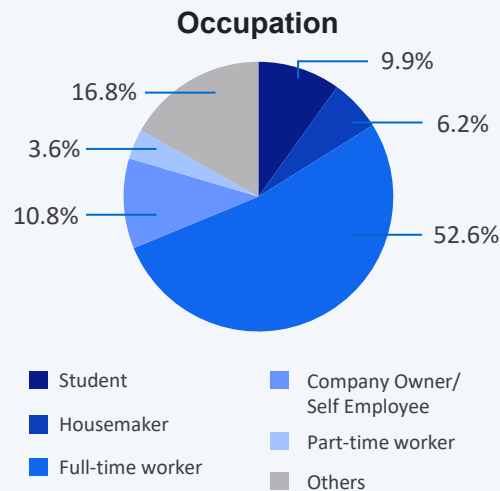
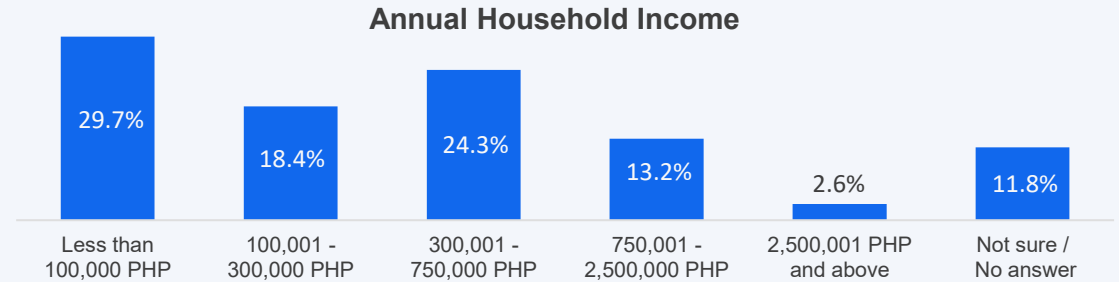
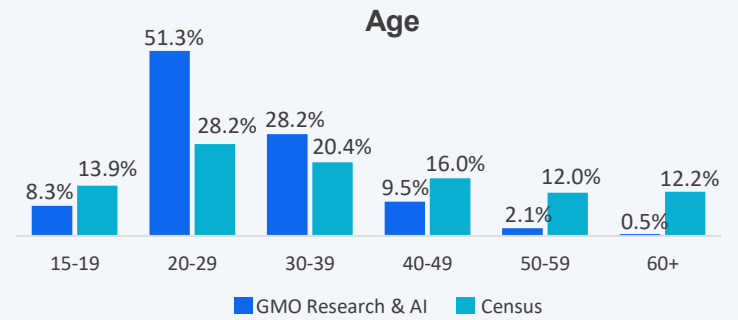
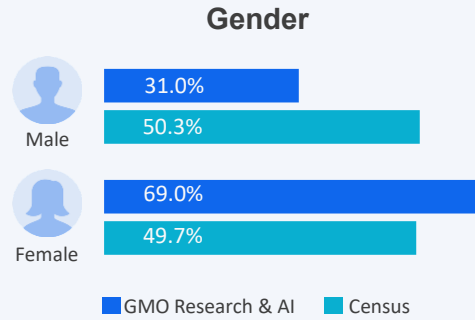
Area	Raito
Central India	5.7%
East India	15.3%
<b>North India (Including Delhi)</b>	<b>27.4%</b>
North-East India	3.1%
South India	24.4%
West India	21.0%
South-Central India	3.0%
Others	0.2%

Philippines  
411,000

PHILIPPINES

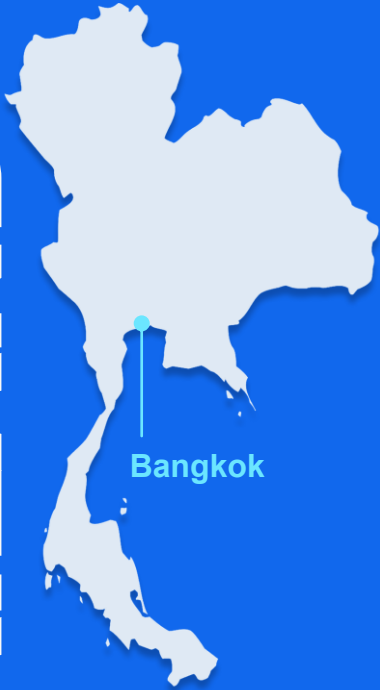


Area	Ratio
Luzon Region	33.9%
<b>Manila</b>	<b>22.4%</b>
Bicol Region	3.1%
Visayas Region	12.1%
Mindanao Region	10.0%
Autonomous Region in Muslim Mindanao, ARMM	0.9%
Caraga Region	1.3%
Others	16.3%



Thailand  
953,000

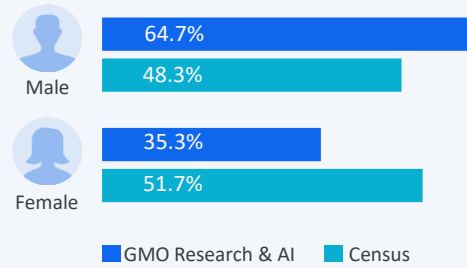
THAILAND



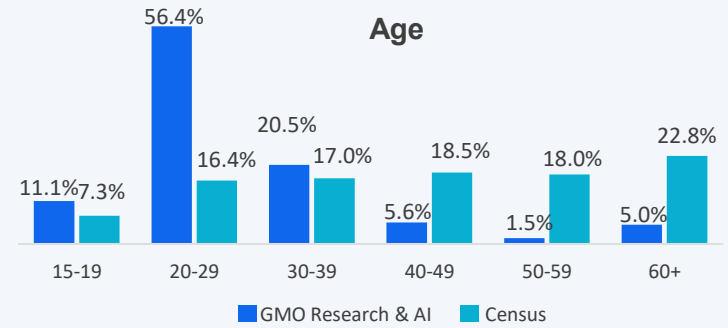
Bangkok

Area	Ratio
Northern Thailand	16.9%
Northeastern Thailand	29.0%
<b>Central Thailand (Including Bangkok)</b>	<b>40.1%</b>
Southern Thailand	12.0%
Others	2.0%

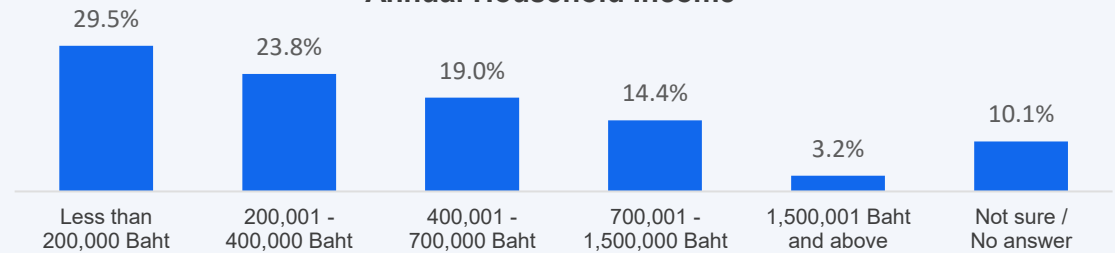
Gender



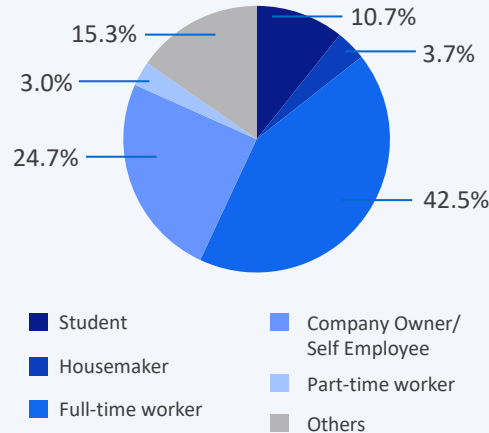
Age



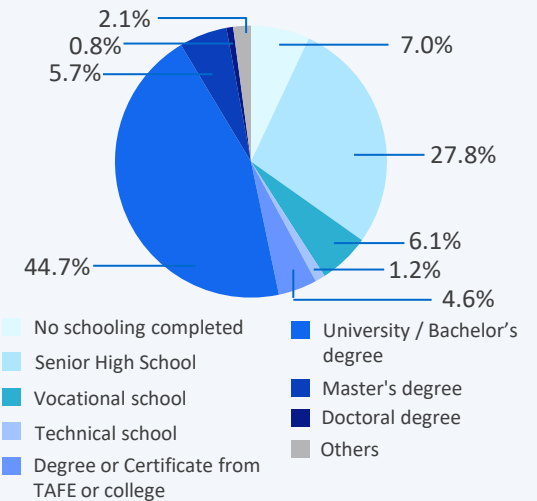
Annual Household Income



Occupation



Final Education



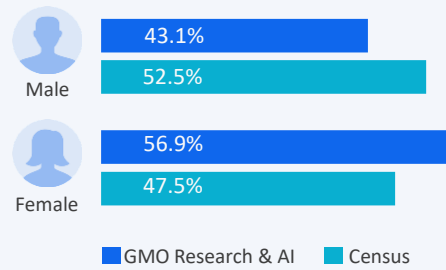
Malaysia  
1,410,000

MALAYSIA

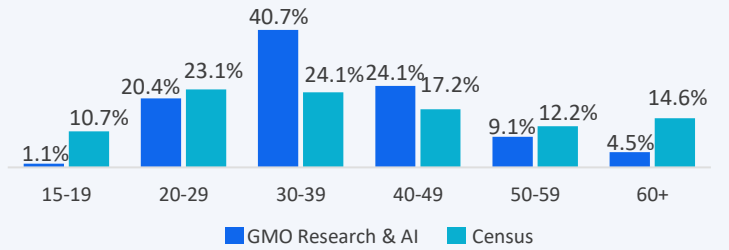
Kuala Lumpur

Area	Ratio
Wilayah Persekutuan	1.2%
<b>Kuala Lumpur</b>	<b>18.7%</b>
Malay Peninsula	70.7%
Borneo island	7.0%
Others	2.4%

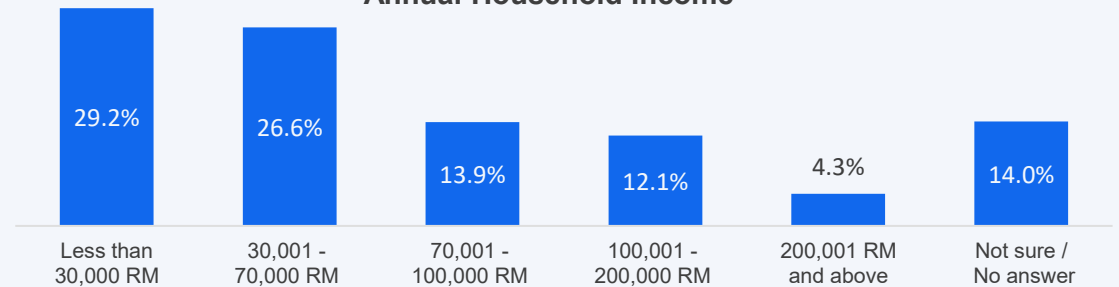
Gender



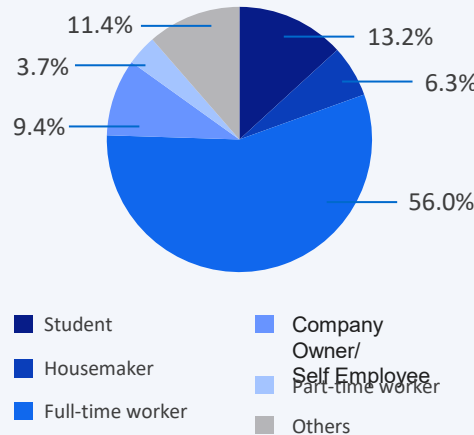
Age



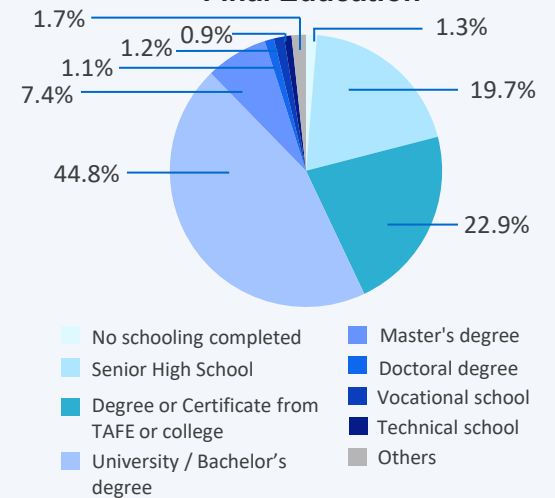
Annual Household Income



Occupation

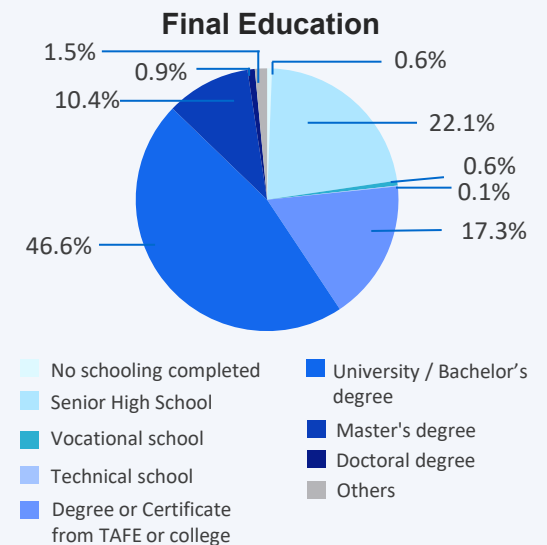
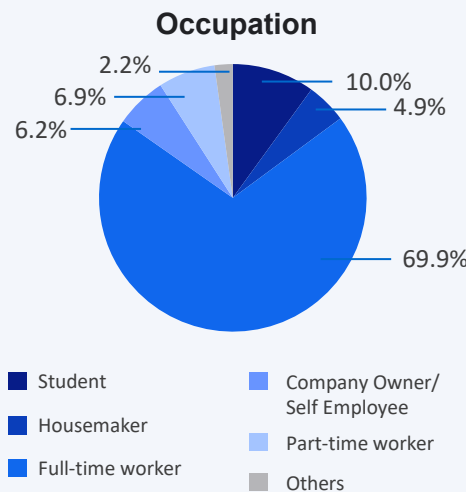
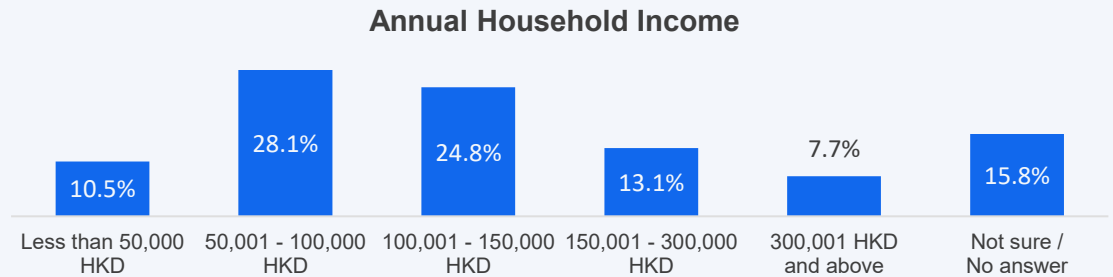
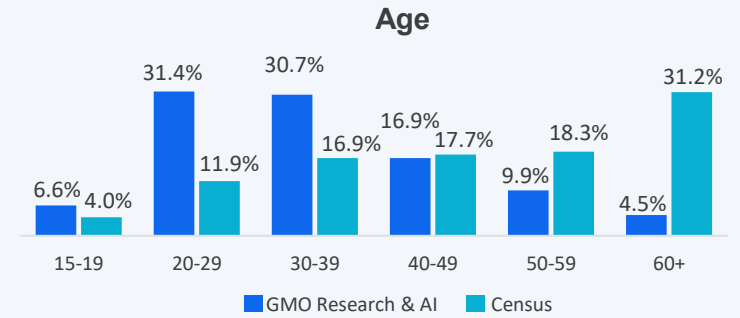
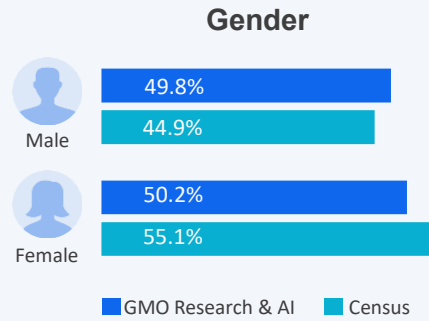


Final Education



Hong Kong  
43,000

HONG KONG



Area	Ratio
Hong Kong Island	22.1%
Kowloon	30.5%
New Territories	46.1%
Others	1.3%

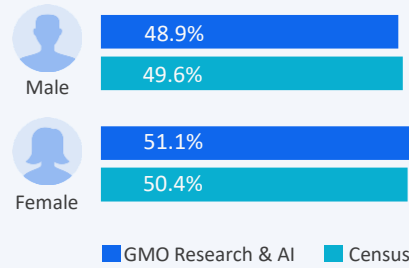
Indonesia  
3,249,000

INDONESIA

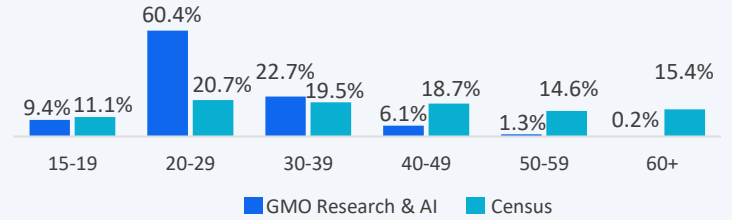
Jakarta

Area	Ratio
Sumatra	16.1%
Lesser Sunda Islands	3.1%
<b>Java (Including Jakarta)</b>	<b>61.7%</b>
Kalimantan	6.7%
Sulawesi	6.5%
Maluku Islands	0.8%
Western New Guina	0.6%
Others	4.4%

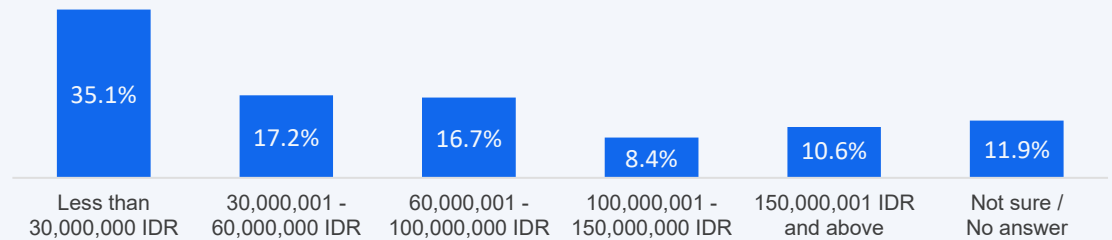
Gender



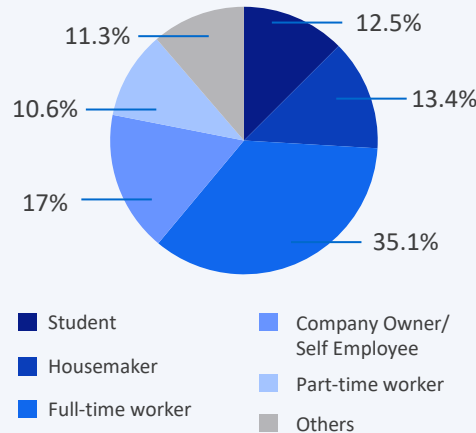
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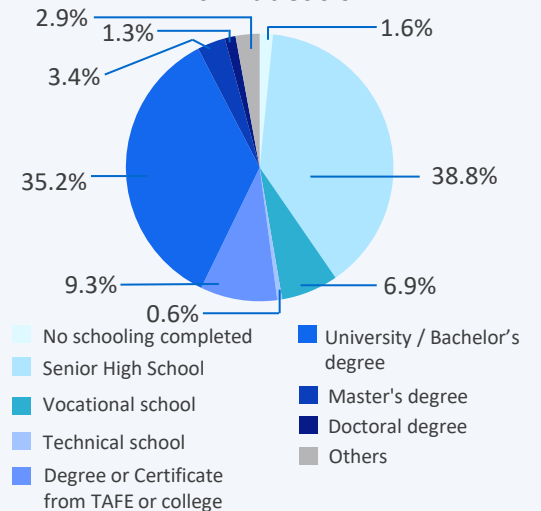
Annual Household Income



Occupation



Final Education

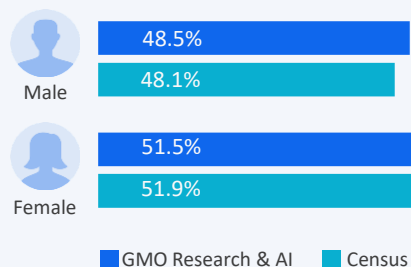


Singapore  
53,000

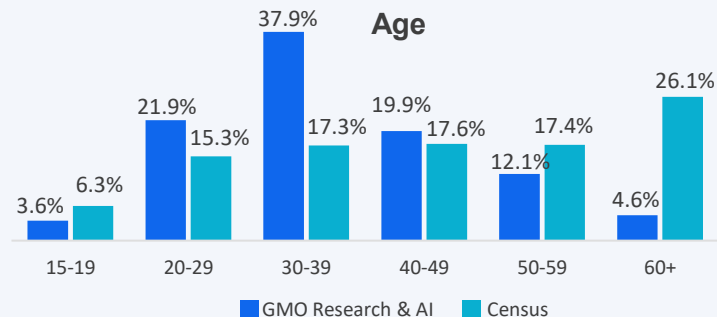
Central Region



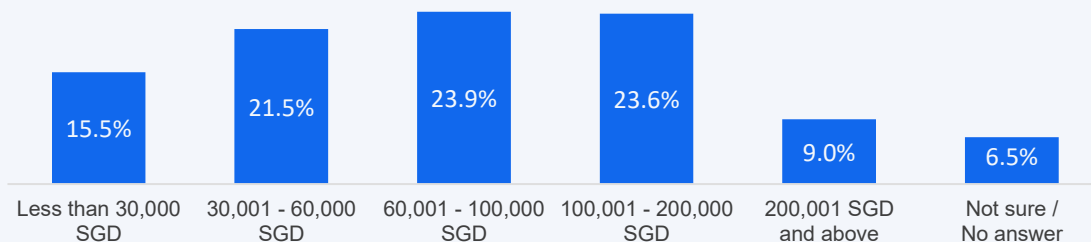
### Gender



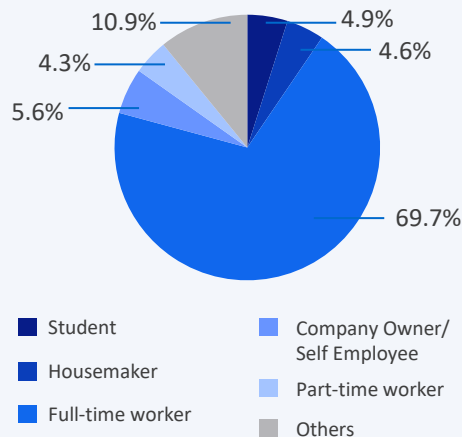
### Age



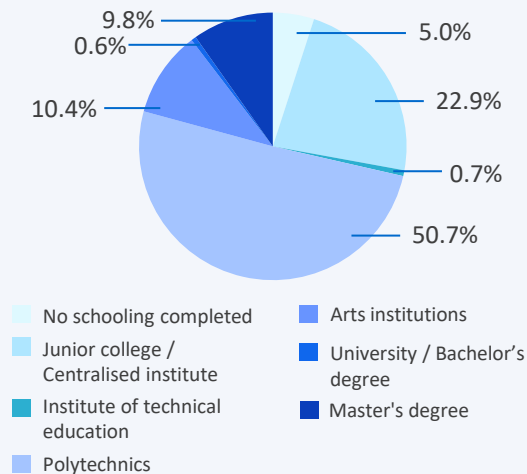
### Annual Household Income



### Occupation



### Final Education



Area	Ratio
Central Region	23.5%
East Region	18.6%
North Region	15.5%
North-East Region	18.1%
West Region	19.7%
Others	4.5%

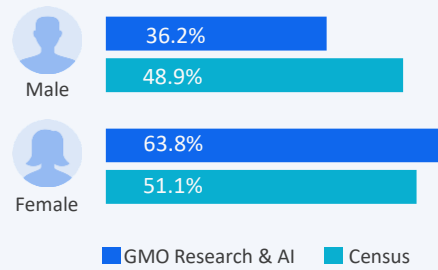
Australia  
137,000



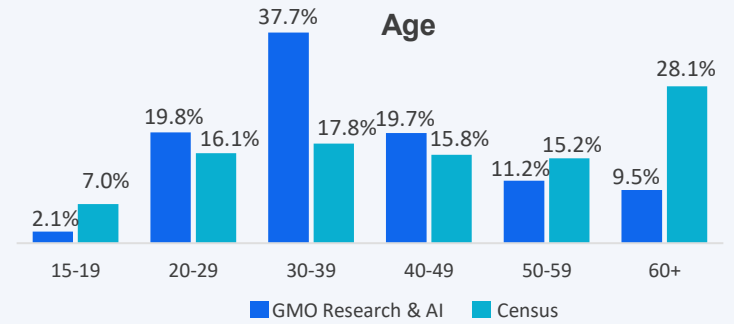
Canberra

Area	Ratio
New South Wales	28.5%
Queensland	18.5%
South Australia	8.1%
Tasmania	4.1%
Victoria	25.8%
Western Australia	9.2%
<b>Australian Capital Territory (Including Canberra)</b>	<b>3.2%</b>
Northern Territory	1.7%
Others	0.8%

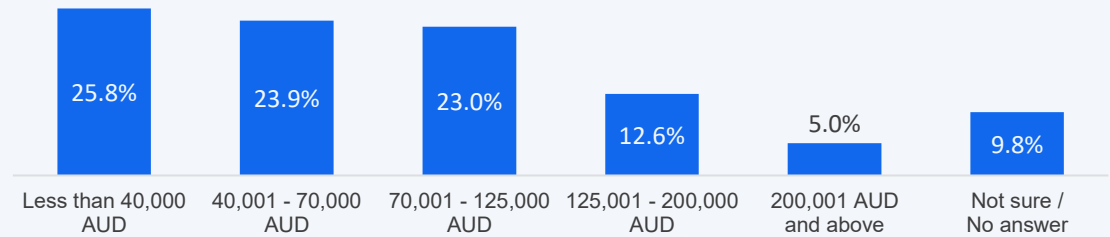
Gender



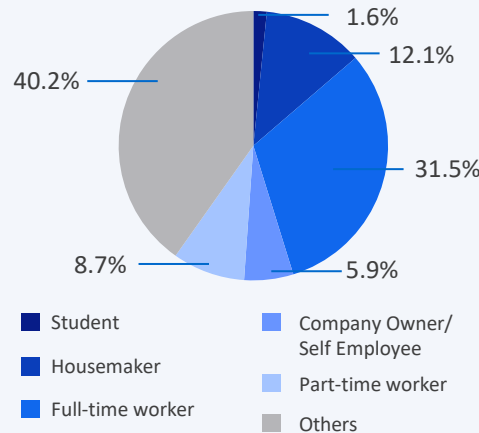
Age



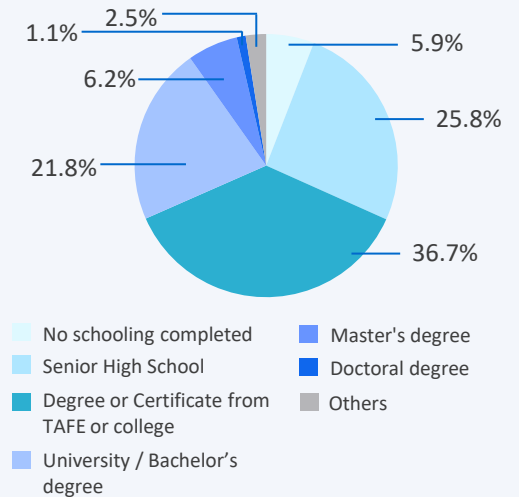
Annual Household Income



Occupation



Final Education



New Zealand  
9,000

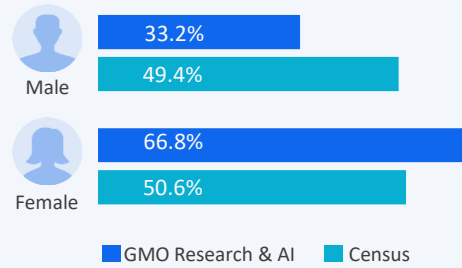
NEW ZEALAND



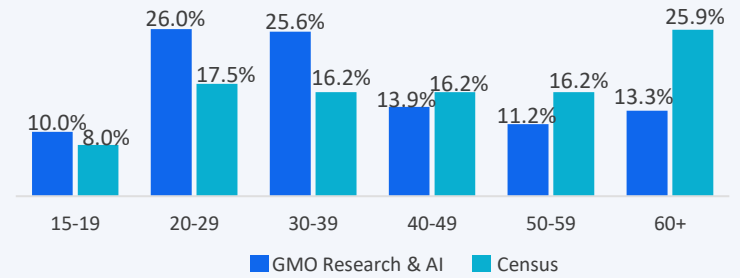
Wellington

Area	Ratio
Northern North Island	20.6%
Central North Island	10.0%
Eastern North Island	0.3%
Northern South Island	0.9%
Central South Island	7.4%
Southern South Island	1.2%
<b>Wellington Area</b>	<b>4.5%</b>
Others	55.0%

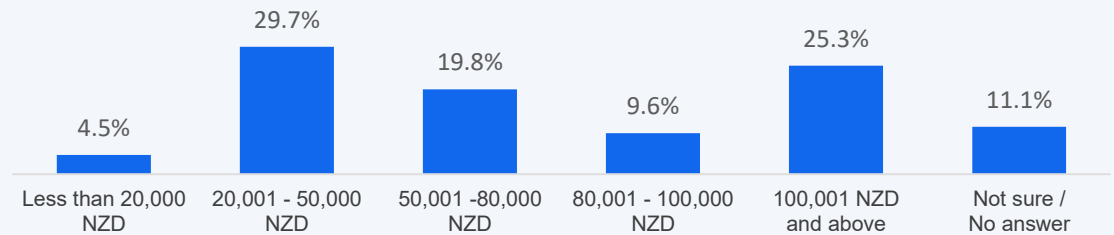
Gender



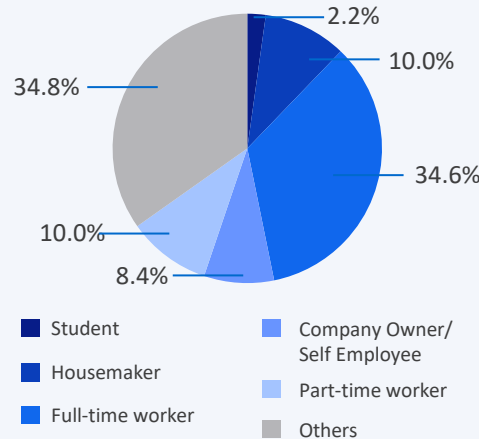
Age



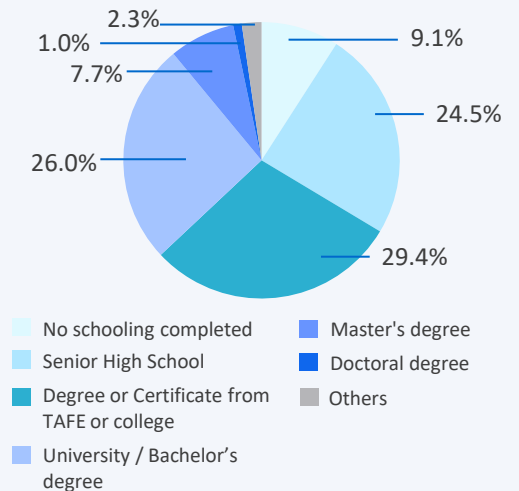
Annual Household Income



Occupation



Final Education



# Contact

**GMO** RESEARCH & AI



## Contact us

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