

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



70M+

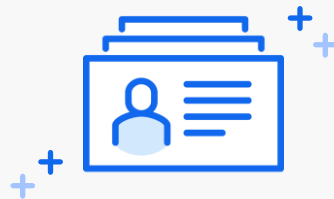
Consumers' Voices Collected Annually



30M+

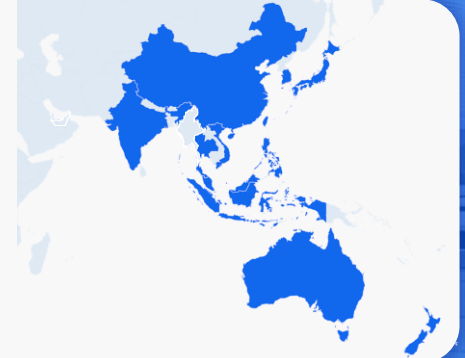
Number of User Profile

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
39,340,000



India
908,000



Indonesia
3,384,000



Greater China
22,803,000



Philippines
496,000



Singapore
47,000



Vietnam
189,000



Thailand
970,000



Australia
150,000



Taiwan
915,000



Malaysia
1,434,000



New Zealand
11,000



South Korea
1,666,000



Hong Kong
44,000

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
39,340,000

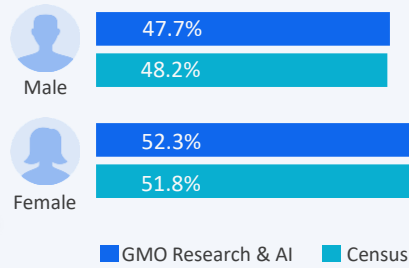
JAPAN



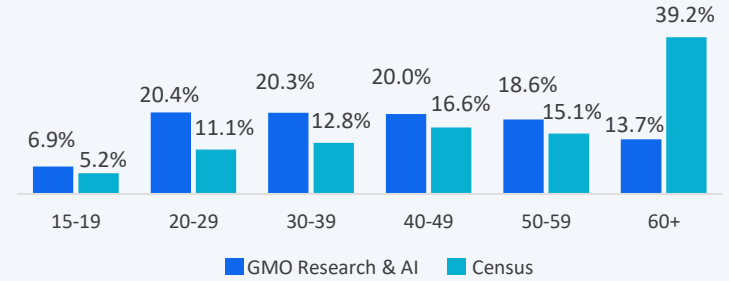
Tokyo

| Area | Ratio |
|--------------------------------|--------------|
| Hokkaido | 4.9% |
| Tohoku | 6.8% |
| Kanto (Including Tokyo) | 37.2% |
| Chubu | 15.5% |
| Kinki | 17.9% |
| Chugoku/Shikoku | 7.7% |
| Kyushu/Okinawa | 10.1% |

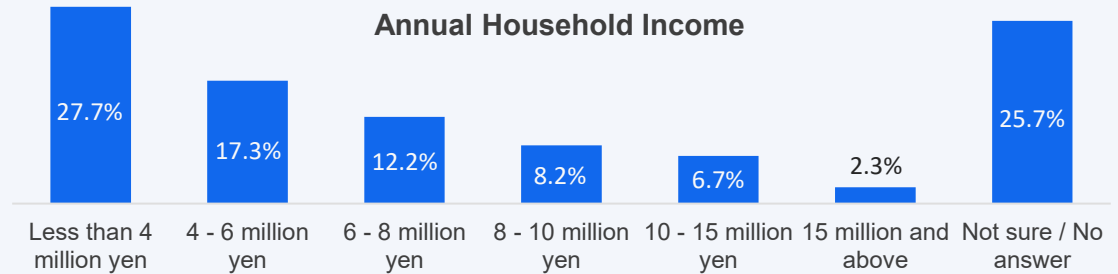
Gender



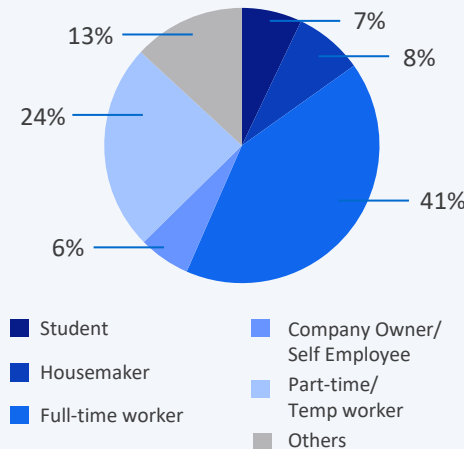
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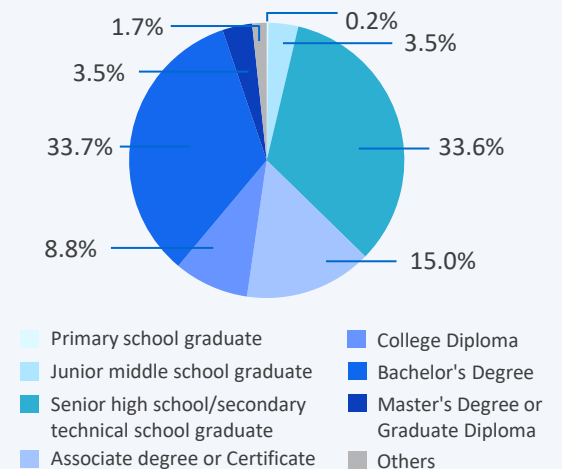
Annual Household Income



Occupation



Final Education



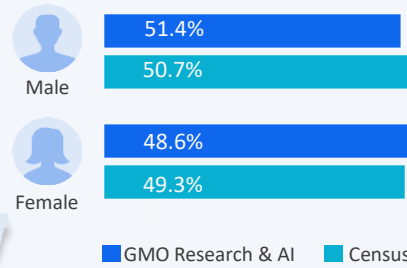
*China figures do not include SAR Hong Kong, SAR Macao nor Taiwan, which are reported separately for statistical purposes.

Greater China
22,803,000

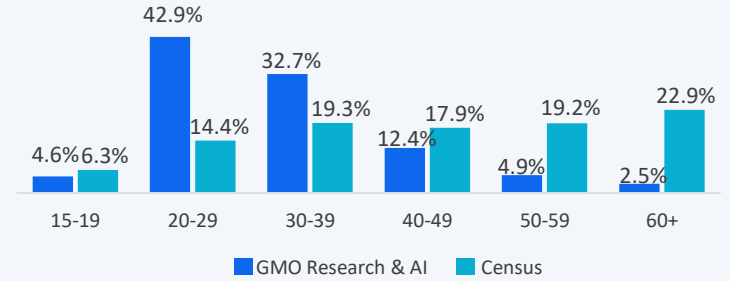
CHINA

Beijing

Gender



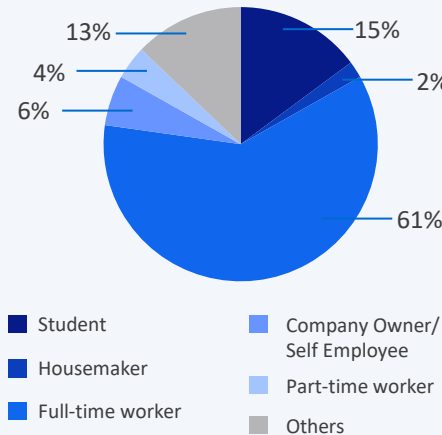
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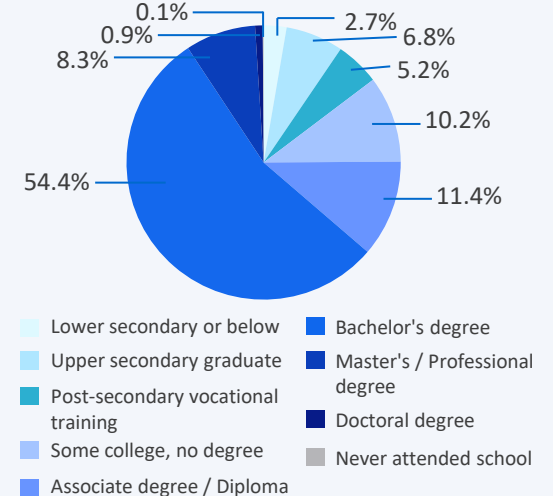
Annual Household Income



Occupation



Final Education



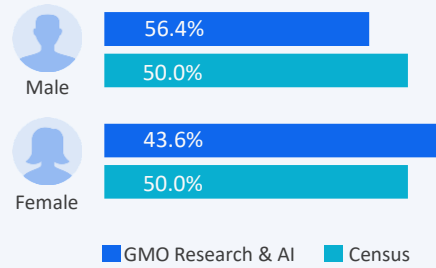
| Area | Ratio |
|-----------|-------|
| Beijing | 12.5% |
| Shanghai | 7.7% |
| Tianjin | 2.7% |
| Guangdong | 11.7% |
| Jiangsu | 5.7% |
| Zhejiang | 5.1% |
| Anhui | 3.0% |
| Shandong | 5.6% |
| Henan | 5.0% |
| Hebei | 4.3% |
| Liaoning | 2.8% |
| Sichuan | 4.1% |
| Others | 29.8% |

Vietnam
189,000

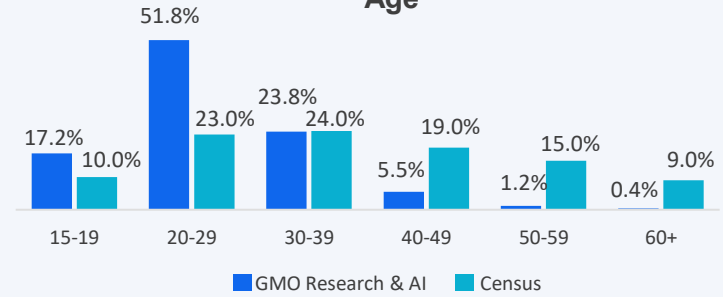
VIETNAM



Gender



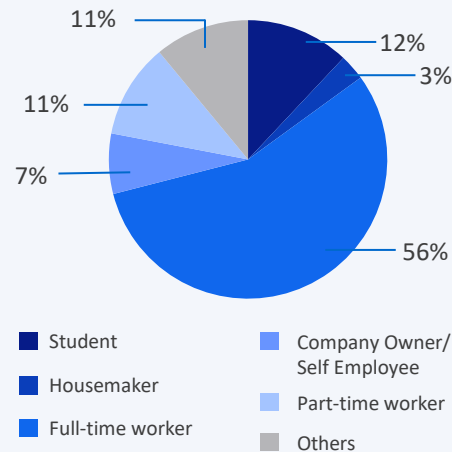
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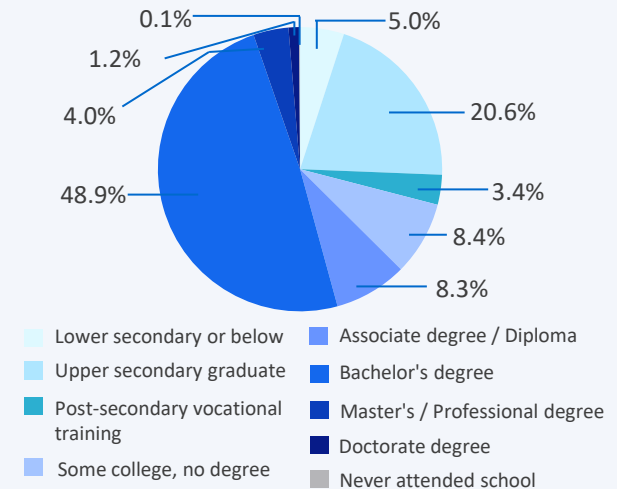
Annual Household Income



Occupation



Final Education



| Area | Ratio |
|----------------------------------|-------|
| Municipalities (Including Hanoi) | 42.6% |
| Northwest Region | 1.9% |
| Northeast Region | 8.3% |
| Red River Delta | 9.5% |
| North Central Coast | 6.8% |
| South Central Coast | 5.7% |
| Central Highlands | 5.0% |
| Southeast Region | 9.9% |
| Mekong Delta | 10.3% |

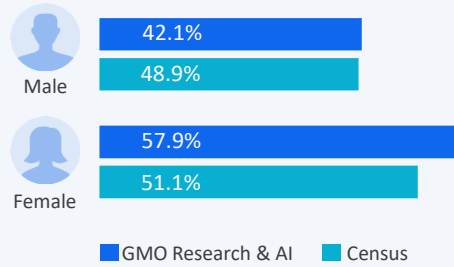
Taiwan
915,000

TAIWAN

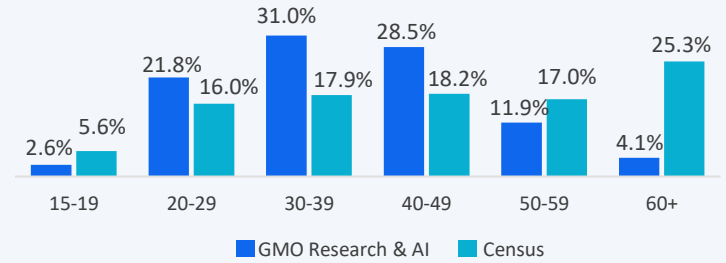
Taipei

| Area | Ratio |
|------------------------------------|-------|
| North (Including Taipei) | 61.5% |
| Central | 18.6% |
| Southern | 17.4% |
| Outlying Islands and Other Regions | 2.5% |

Gender



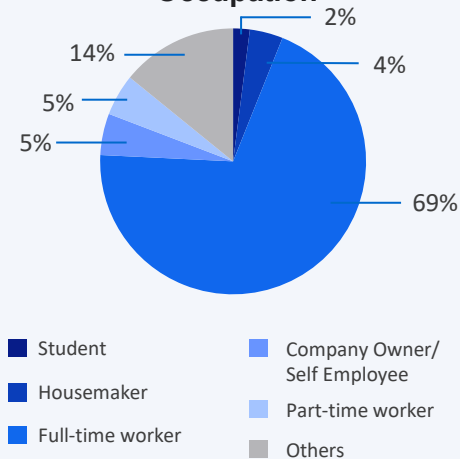
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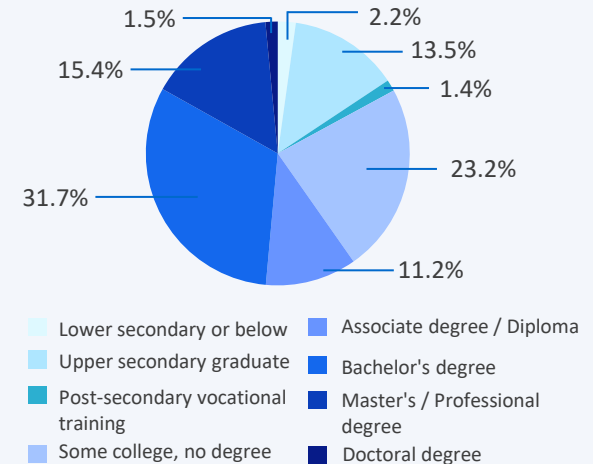
Annual Household Income



Occupation



Final Education



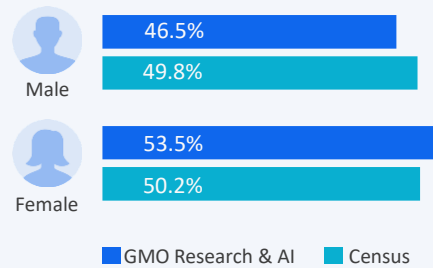
South Korea
1,666,000

Seoul

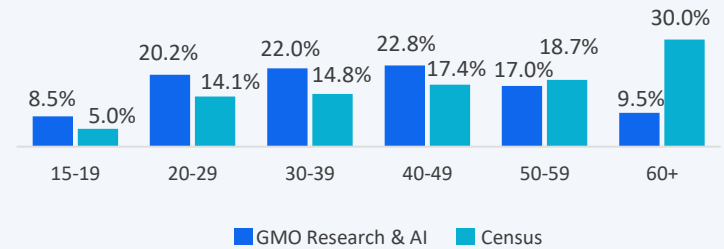


| Area | Raito |
|----------------------------------|-------|
| Capital Region (Including Seoul) | 55.6% |
| Gangwon Region | 2.2% |
| Chungcheong Region | 9.2% |
| Honam Region | 7.9% |
| Yeongnam Region | 22.2% |
| Jeju Region | 1.0% |
| Others | 2.0% |

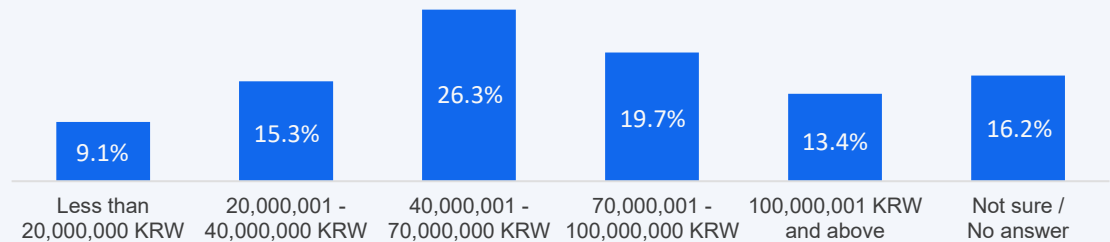
Gender



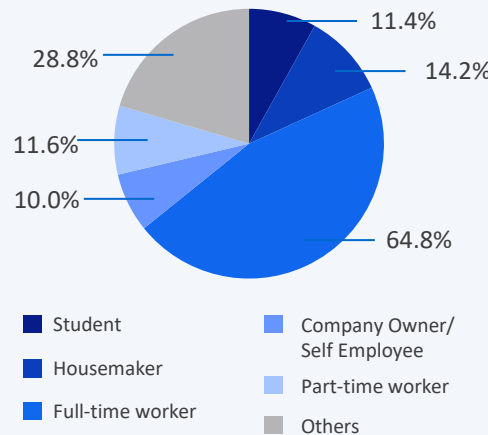
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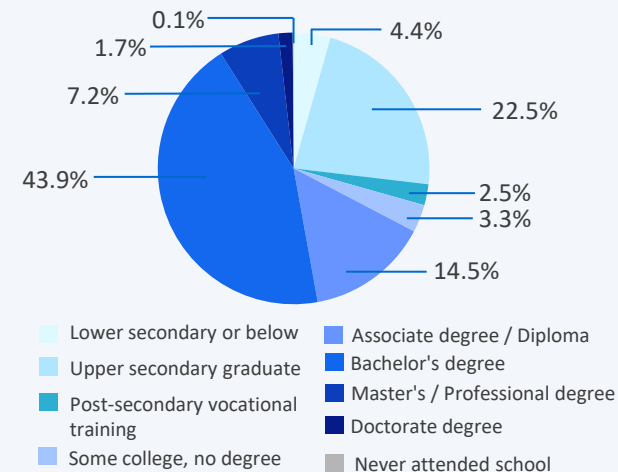
Annual Household Income



Occupation



Final Education

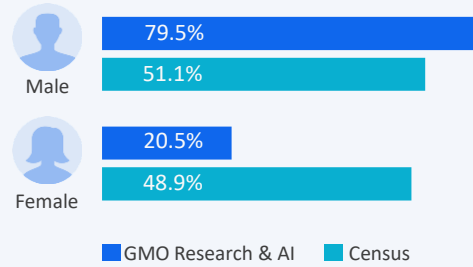


India
908,000

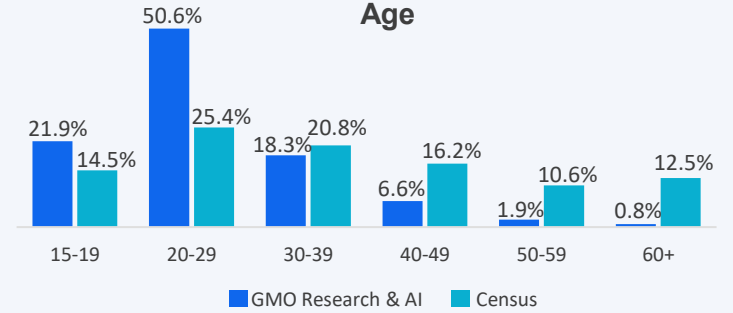
INDIA

Delhi

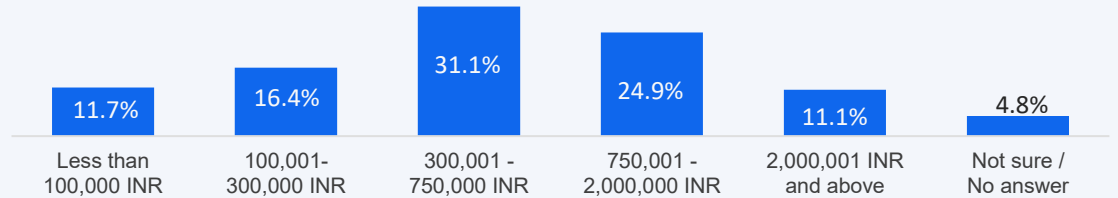
Gender



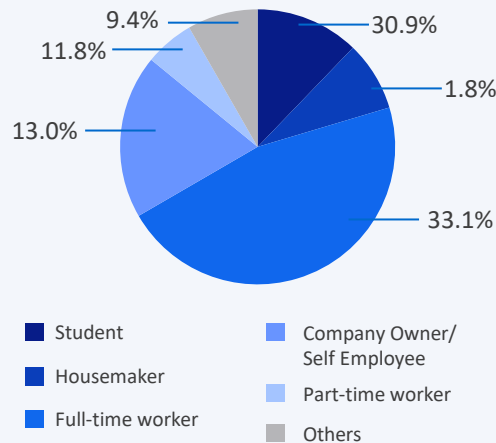
Age



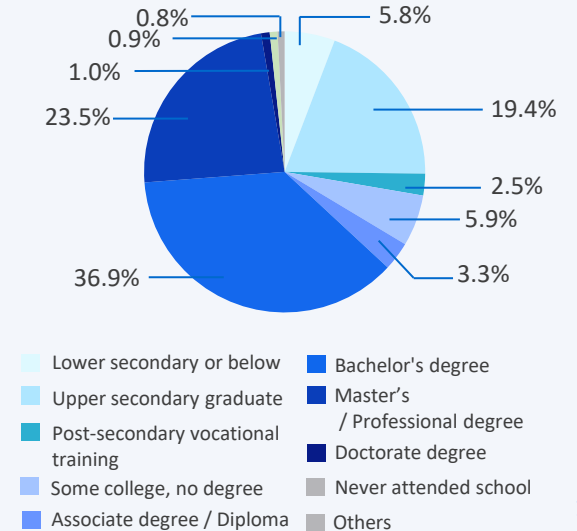
Annual Household Income



Occupation



Final Education



| Area | Raito |
|--------------------------------------|--------------|
| Central India | 6.4% |
| East India | 16.2% |
| North India (Including Delhi) | 26.4% |
| North-East India | 3.4% |
| South India | 23.1% |
| West India | 20.7% |
| South-Central India | 2.5% |
| Others | 1.2% |

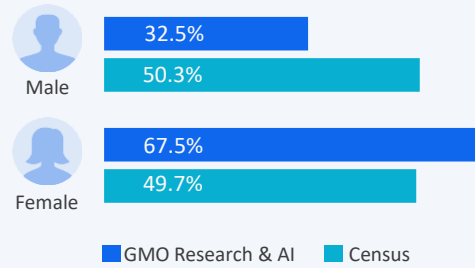
Philippines
496,000

PHILIPPINES

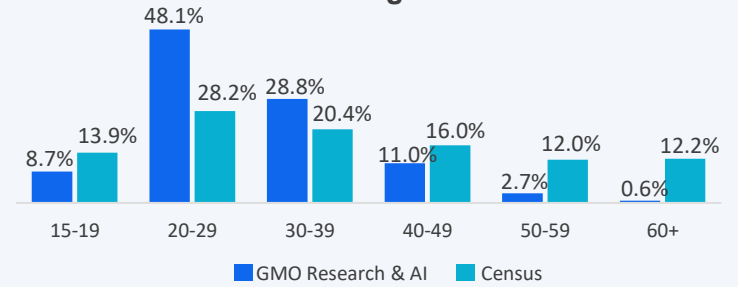


| Area | Ratio |
|--|--------------|
| Luzon Region | 35.9% |
| Manila | 22.9% |
| Bicol Region | 3.6% |
| Visayas Region | 13.8% |
| Mindanao Region | 11.2% |
| Autonomous Region in Muslim Mindanao, ARMM | 0.8% |
| Caraga Region | 1.6% |
| Others | 10.1% |

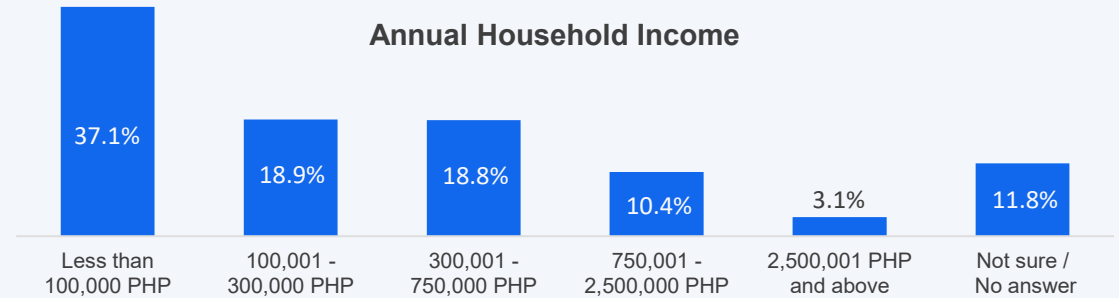
Gender



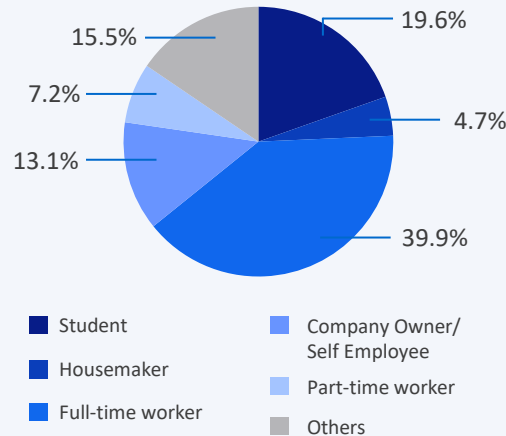
Age



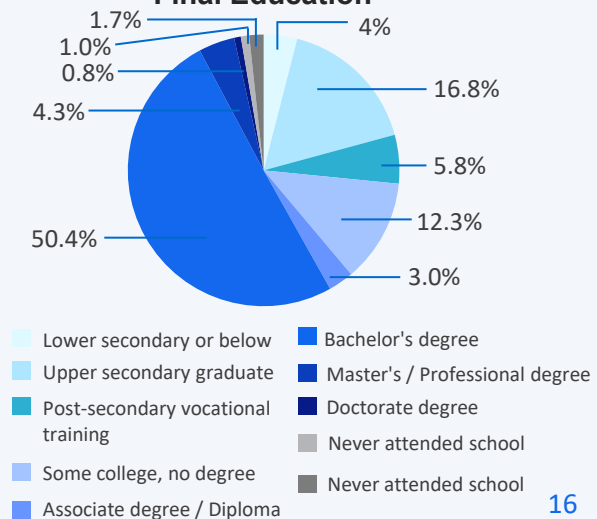
Annual Household Income



Occupation

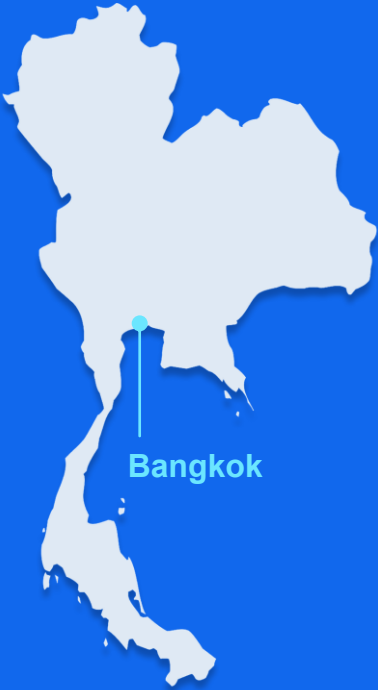


Final Education



Thailand
970,000

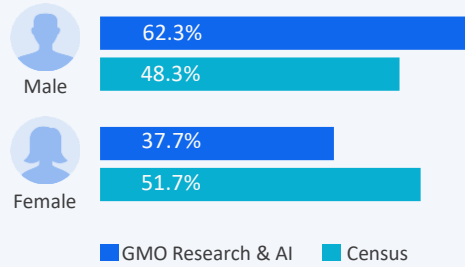
THAILAND



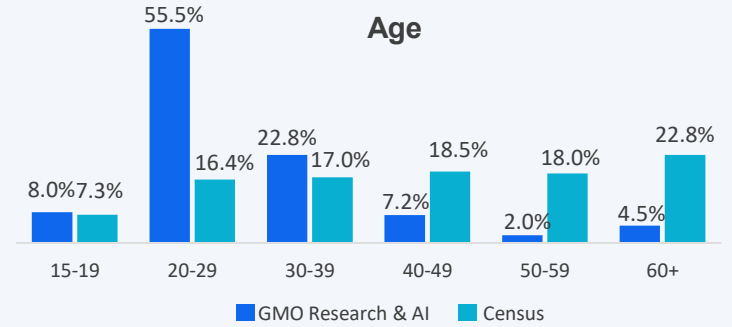
Bangkok

| Area | Ratio |
|--------------------------------------|-------|
| Northern Thailand | 16.9% |
| Northeastern Thailand | 28.5% |
| Central Thailand (Including Bangkok) | 40.9% |
| Southern Thailand | 11.9% |
| Others | 1.8% |

Gender



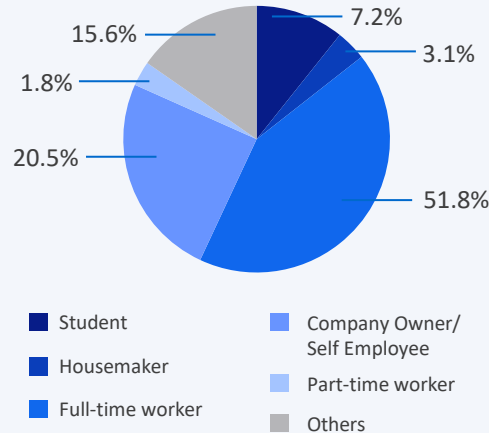
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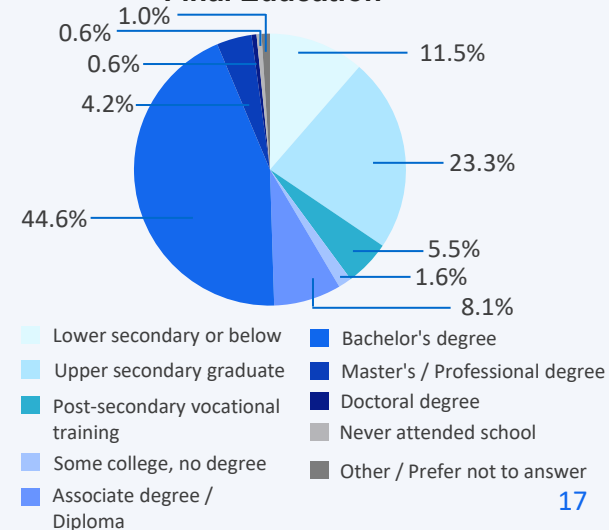
Annual Household Income



Occupation



Final Education



Malaysia
1,434,000

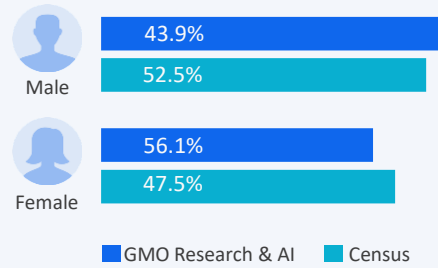
MALAYSIA



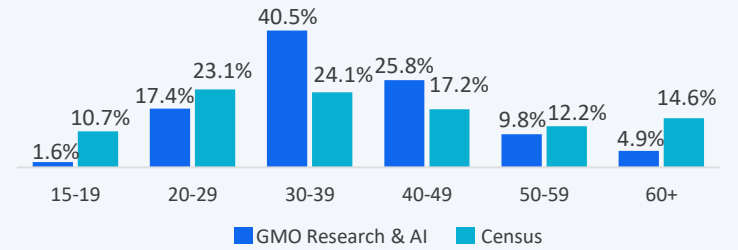
Kuala Lumpur

| Area | Ratio |
|---------------------|--------------|
| Wilayah Persekutuan | 1.3% |
| Kuala Lumpur | 18.8% |
| Malay Peninsula | 69.4% |
| Borneo island | 7.6% |
| Others | 2.8% |

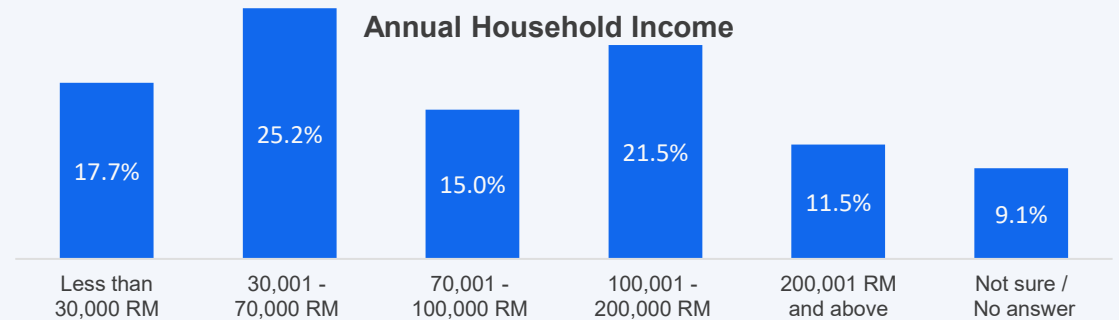
Gender



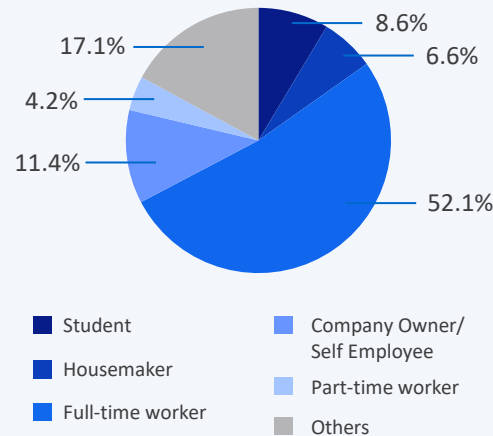
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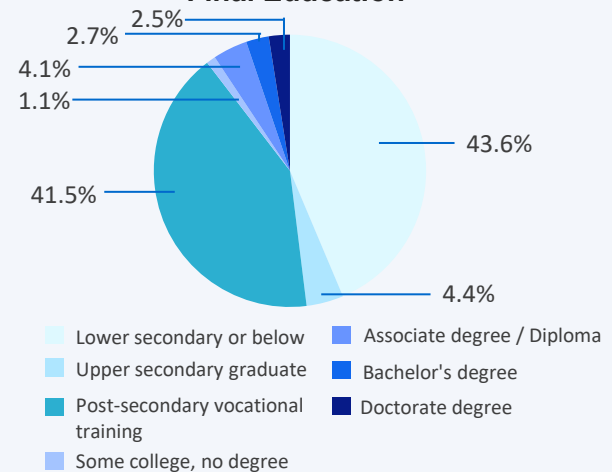
Annual Household Income



Occupation

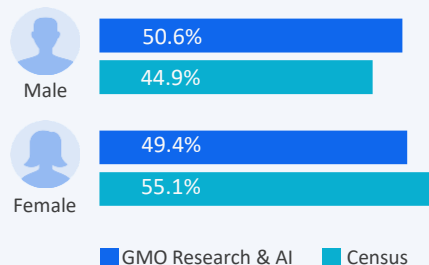


Final Education

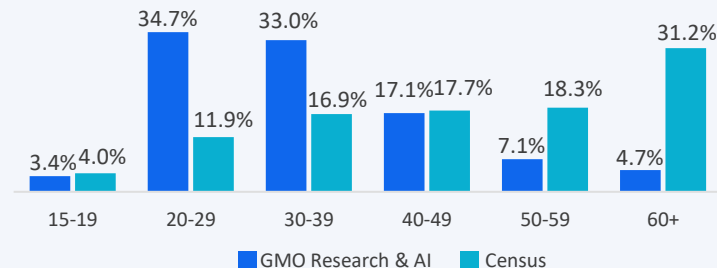


Hong Kong
44,000

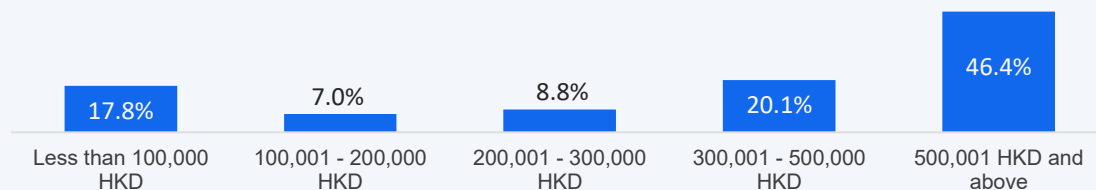
Gender



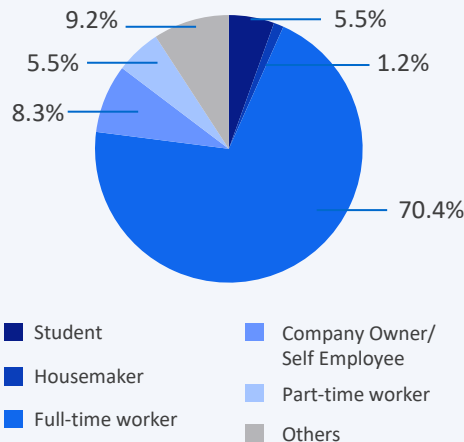
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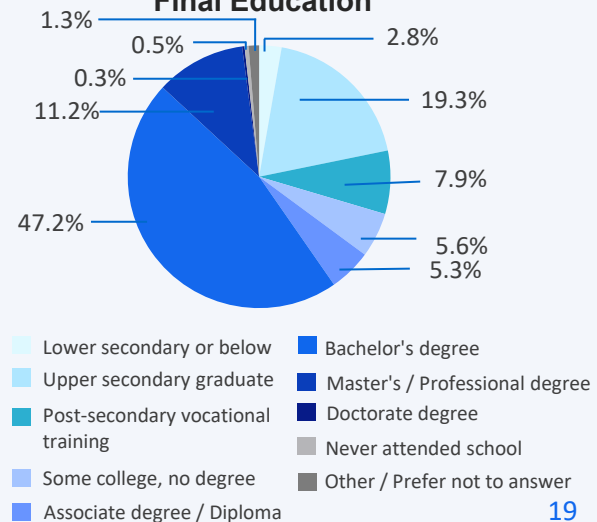
Annual Household Income



Occupation



Final Education



| Area | Ratio |
|------------------|-------|
| Hong Kong Island | 20.0% |
| Kowloon | 31.1% |
| New Territories | 47.1% |
| Others | 1.8% |

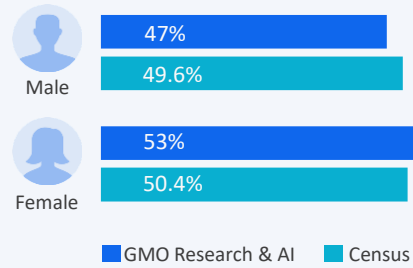
Indonesia
3,384,000

INDONESIA

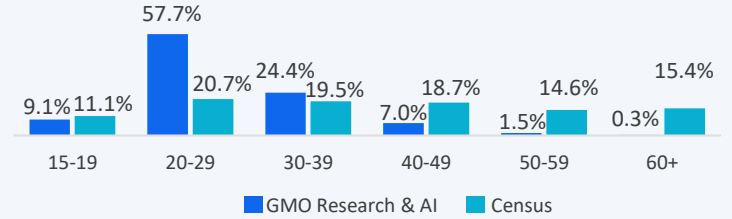
Jakarta

| Area | Ratio |
|---------------------------------|--------------|
| Sumatra | 16.7% |
| Lesser Sunda Islands | 3.2% |
| Java (Including Jakarta) | 63.0% |
| Kalimantan | 6.6% |
| Sulawesi | 6.5% |
| Maluku Islands | 0.0% |
| Western New Guina | 0.6% |
| Others | 3.4% |

Gender



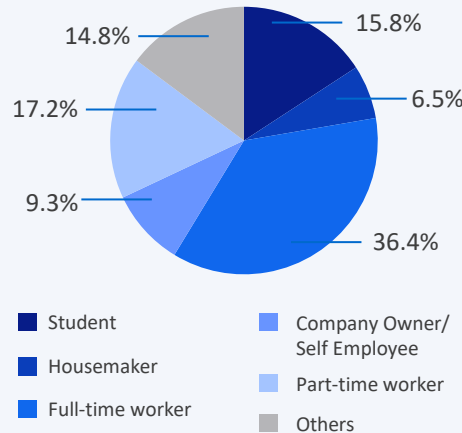
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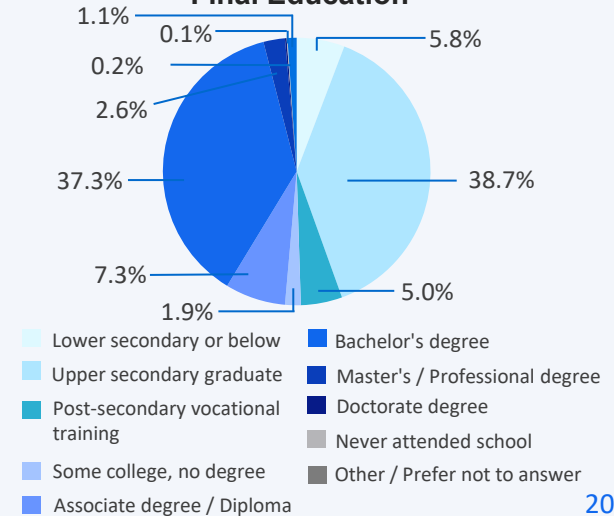
Annual Household Income



Occupation



Final Education

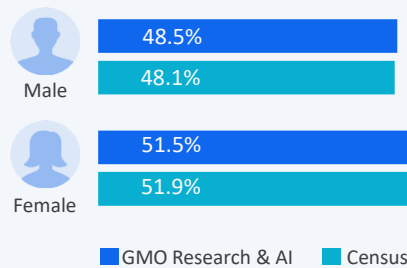


Singapore
47,000

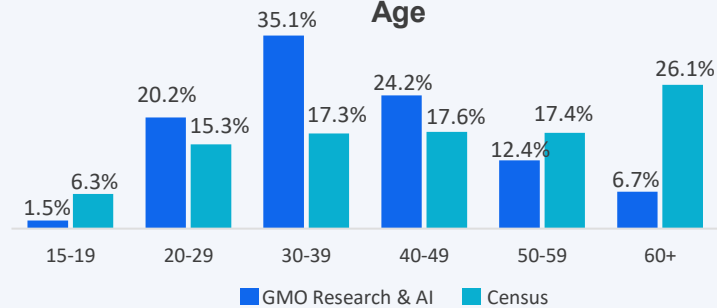
Central Region



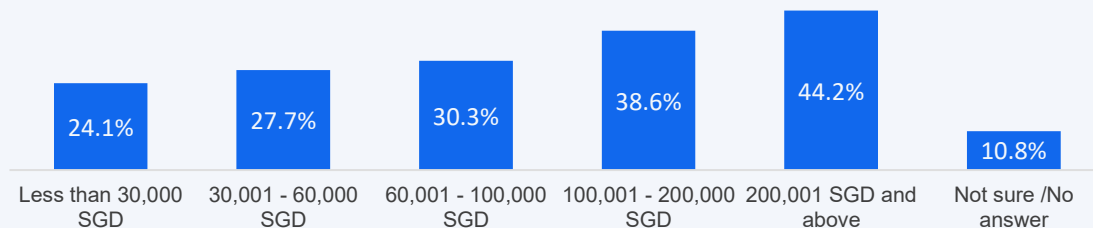
Gender



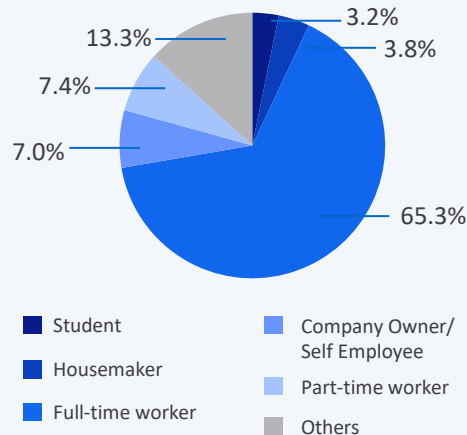
Age



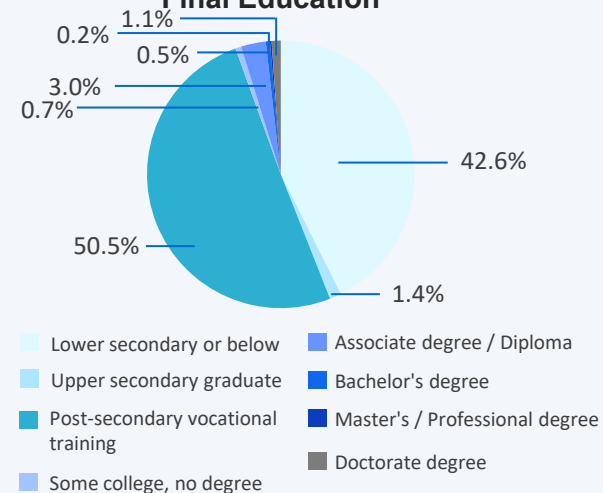
Annual Household Income



Occupation



Final Education



| Area | Ratio |
|-------------------|-------|
| Central Region | 19.2% |
| East Region | 19.3% |
| North Region | 15.7% |
| North-East Region | 20.2% |
| West Region | 22.4% |
| Others | 3.3% |

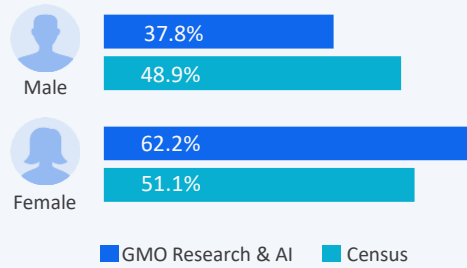
Australia
150,000



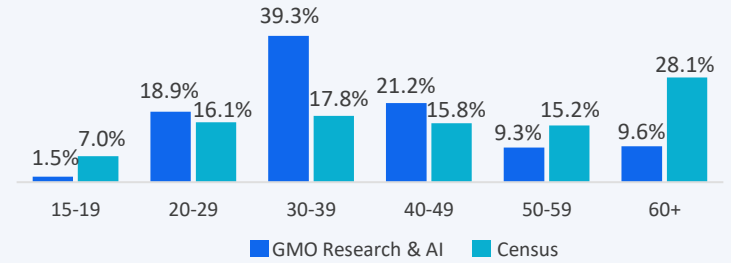
Canberra

| Area | Ratio |
|--|-------------|
| New South Wales | 29.5% |
| Queensland | 18.0% |
| South Australia | 8.2% |
| Tasmania | 4.0% |
| Victoria | 26.0% |
| Western Australia | 9.4% |
| Australian Capital Territory (Including Canberra) | 3.4% |
| Northern Territory | 1.3% |
| Others | 0.2% |

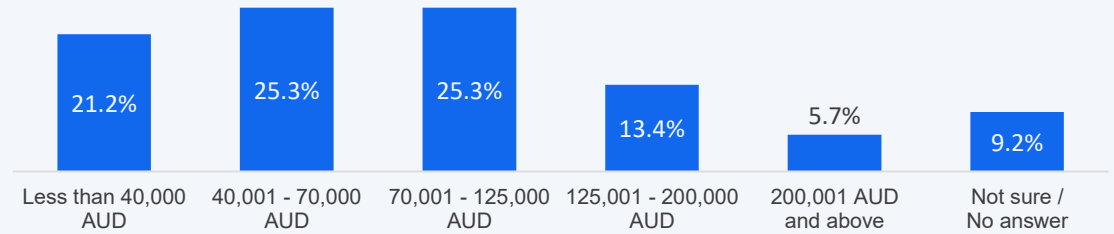
Gender



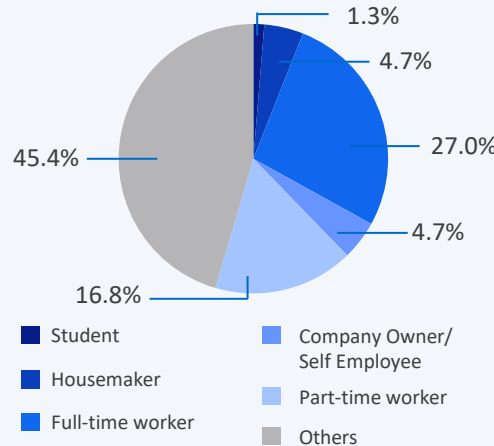
Age



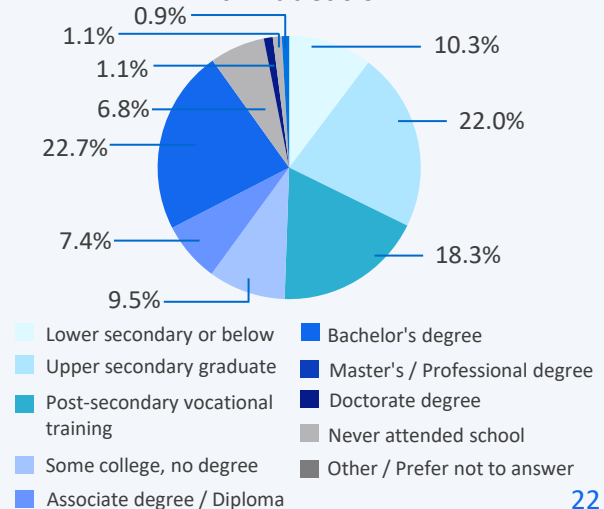
Annual Household Income



Occupation



Final Education



New Zealand
11,000

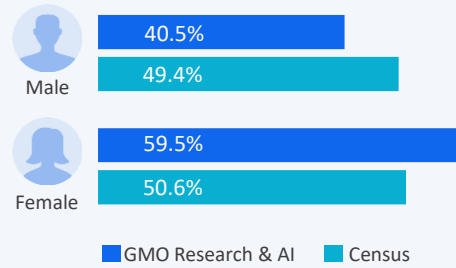
NEW ZEALAND



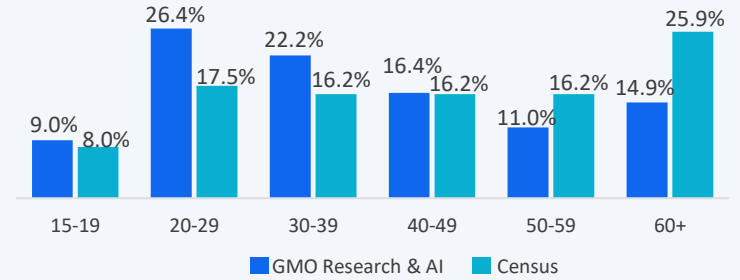
Wellington

| Area | Ratio |
|------------------------|-------------|
| Northern North Island | 36.6% |
| Central North Island | 14.8% |
| Eastern North Island | 0.8% |
| Northern South Island | 1.8% |
| Central South Island | 12.5% |
| Southern South Island | 2.1% |
| Wellington Area | 7.8% |
| Others | 23.5% |

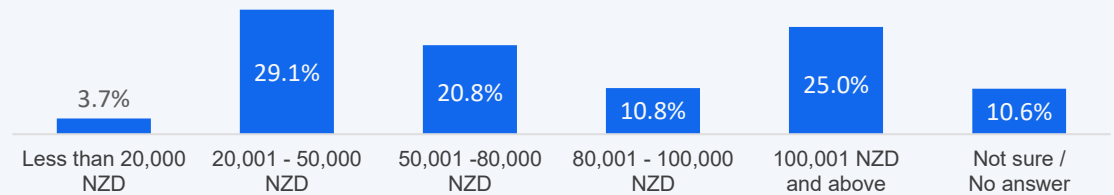
Gender



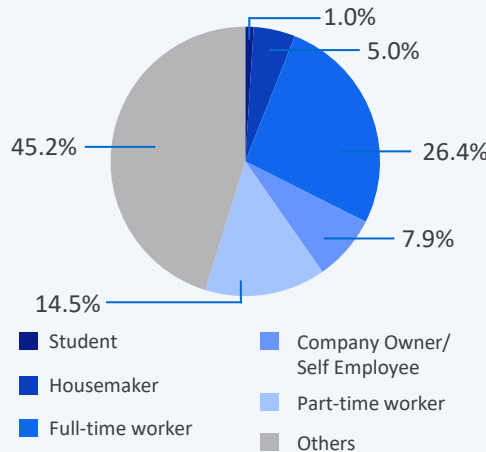
Age



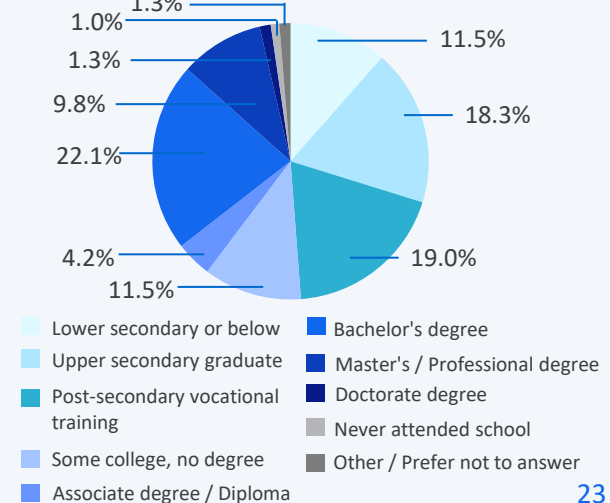
Annual Household Income



Occupation



Final Education



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