GMO RESEARCH & AI

PANELBOOK

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

Asia Cloud Panel

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 45 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

45M+

Consumers' Voices Collected Annually

30M+

Number of User Profile

Over 6,000

Country Covered

14

APAC markets



Annual Number of Survey

Over 187,000

Japan Market Share

61%



Data source: Estimates for the Sample Panel Provision Market within the Insights Industry, as Defined by the Japan Marketing Research Association (2025)

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



Japan **38,381,000**	India **836,000**	Indonesia **3,186,000**
Greater China **729,000**	Philippines **391,000**	Singapore **45,000**
Vietnam **183,000**	Thailand **917,000**	Australia **149,000**
Taiwan **960,000**	Malaysia **1,463,000**	New Zealand **5,000**
South Korea **1,522,000**	Hong Kong **57,000**	

Total: **45M+**

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

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

Kids

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

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
38,381,000

JAPAN



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%

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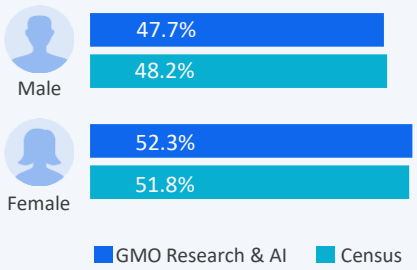
Gender



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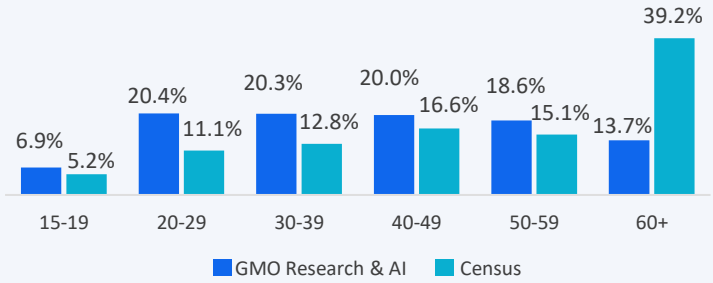
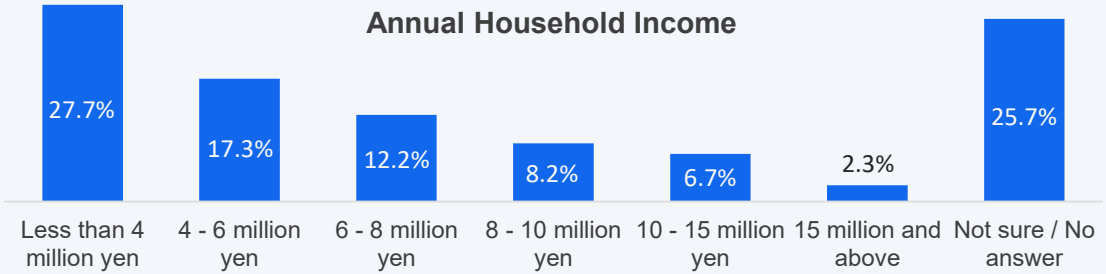
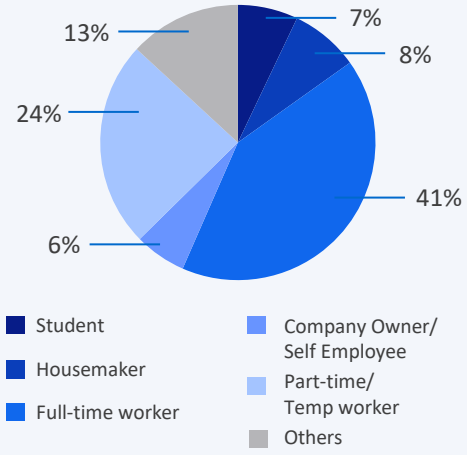


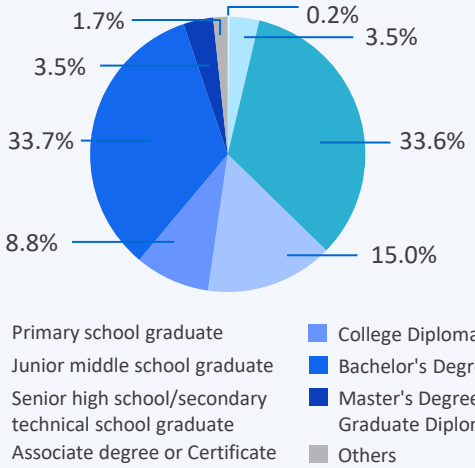
Annual Household Income



Occupation



Final Education



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

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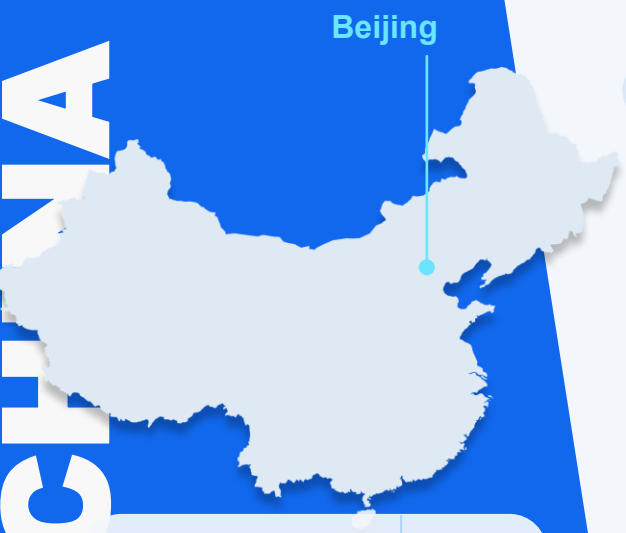
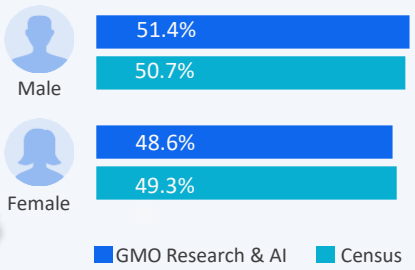
Greater China
729,000



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%

Gender



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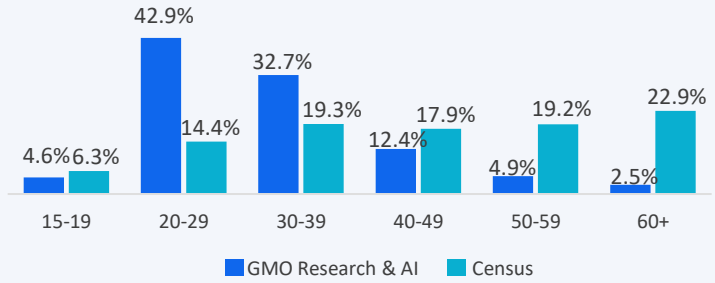
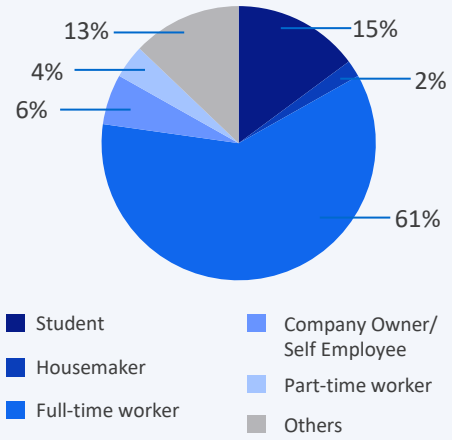


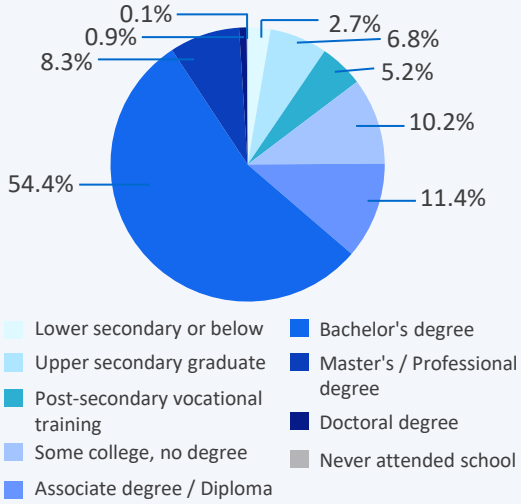
Annual Household Income



Occupation



Final Education



Vietnam
183,000

VIETNAM



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%

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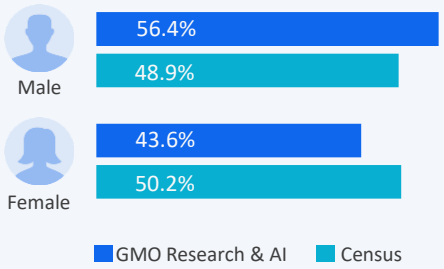
Gender



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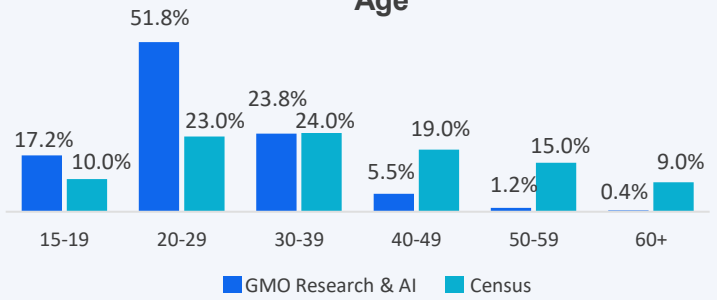
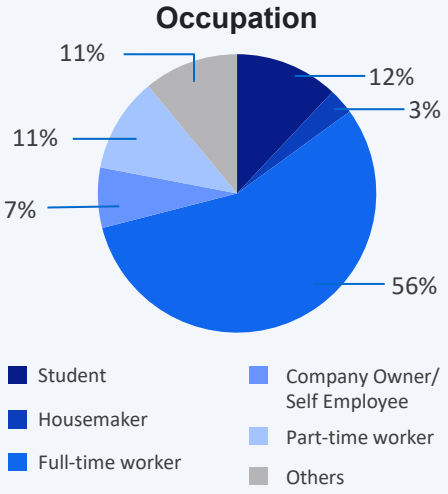


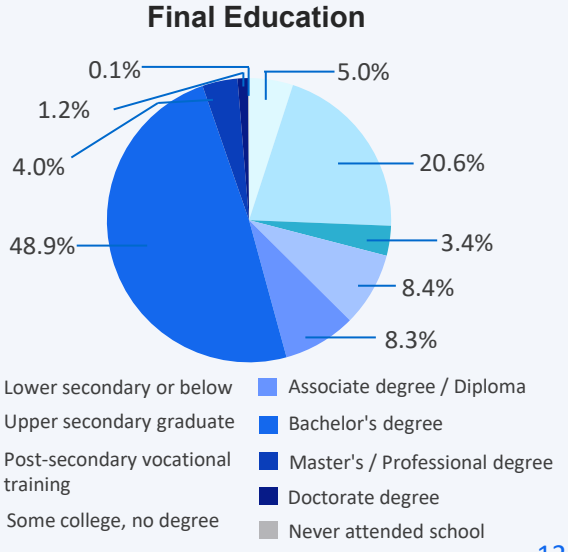
Annual Household Income



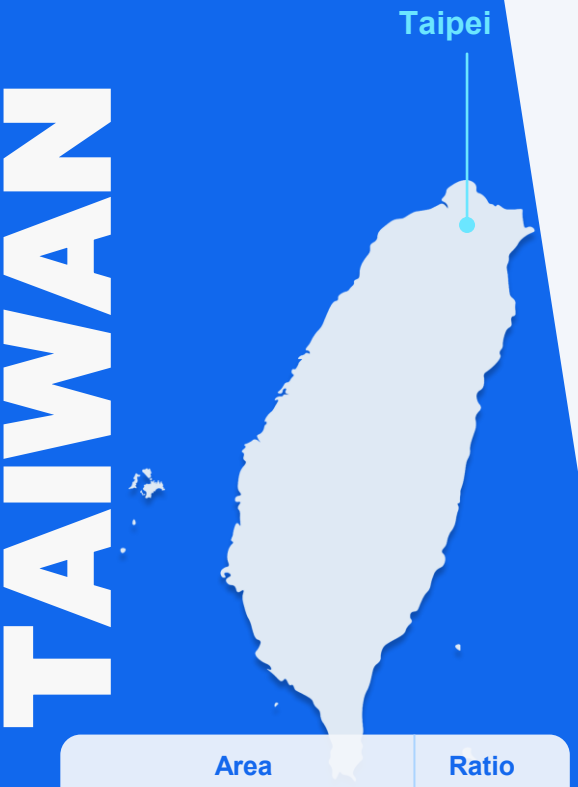
Occupation



Final Education



Taiwan
960,000



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

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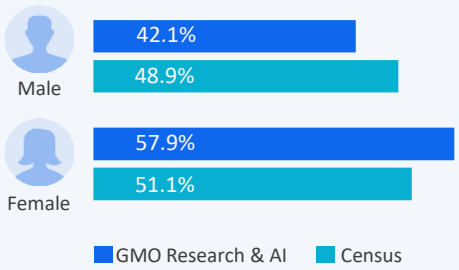
Gender



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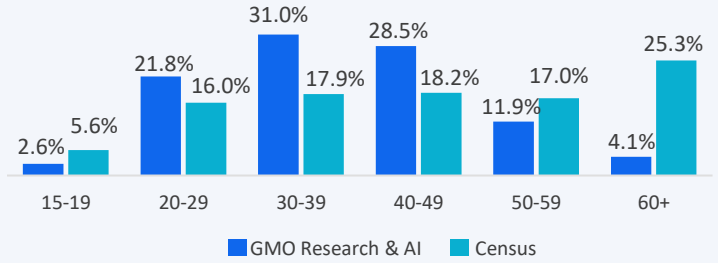
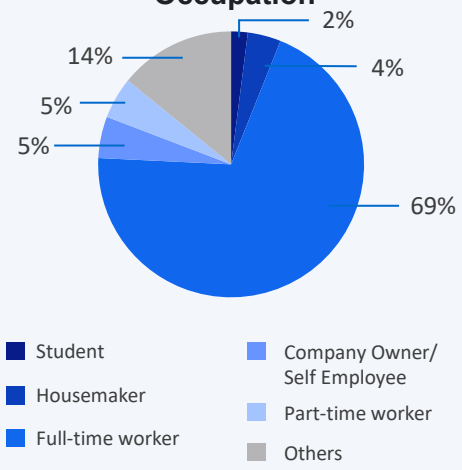


Annual Household Income



Occupation



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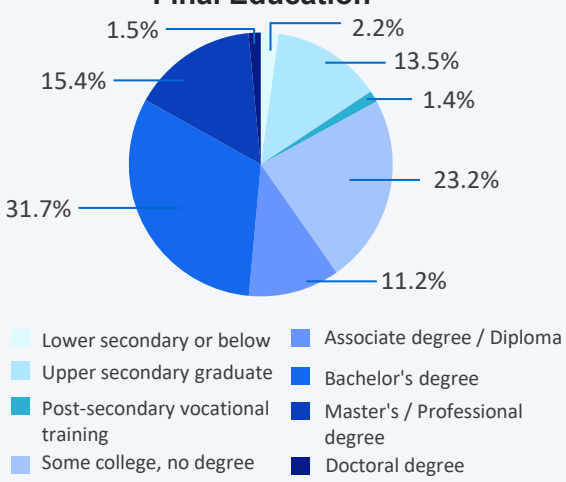

SOUTH KOREA

South Korea
1,522,000

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%

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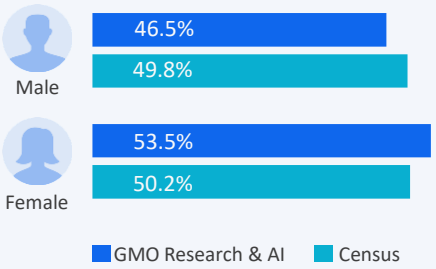
Gender



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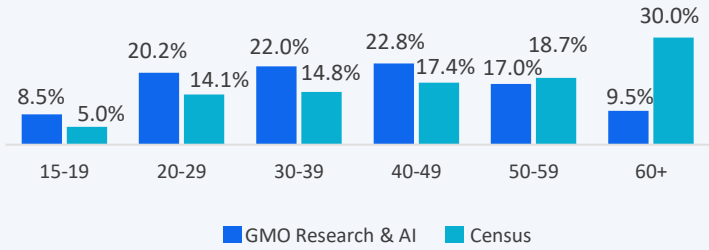
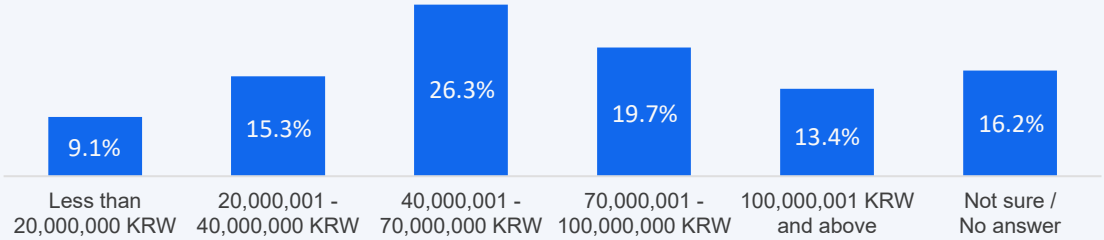
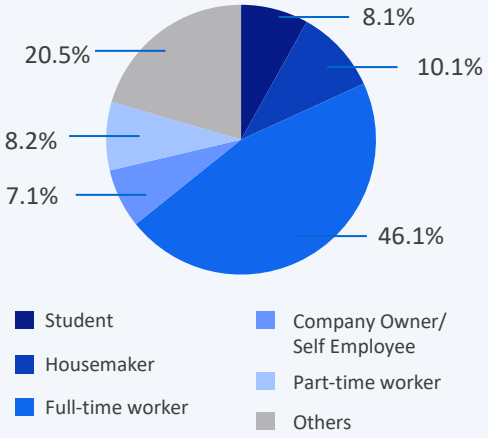


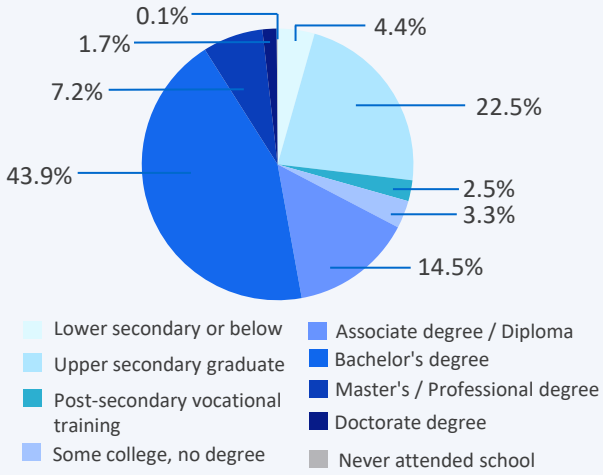
Annual Household Income



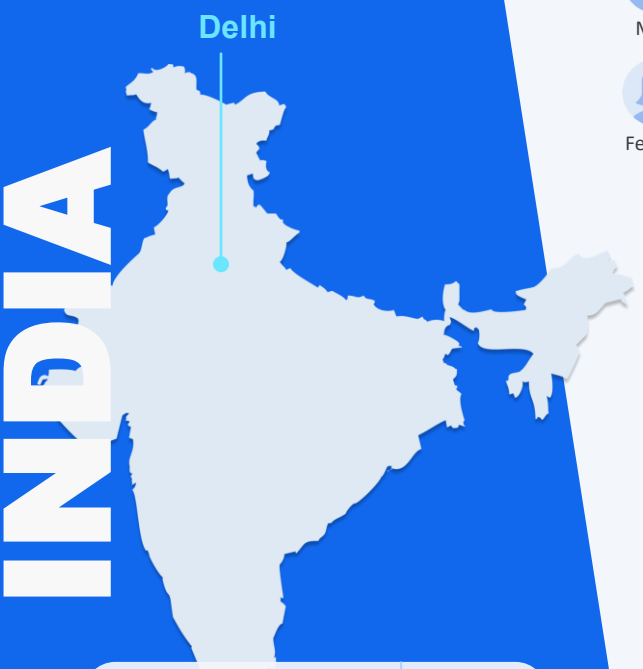
Occupation



Final Education

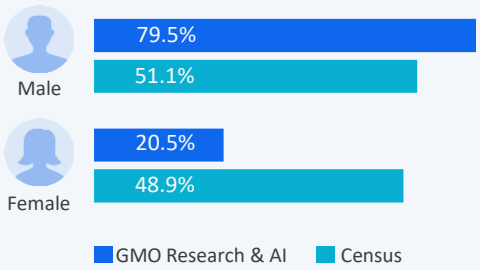


India
836,000



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%

Gender



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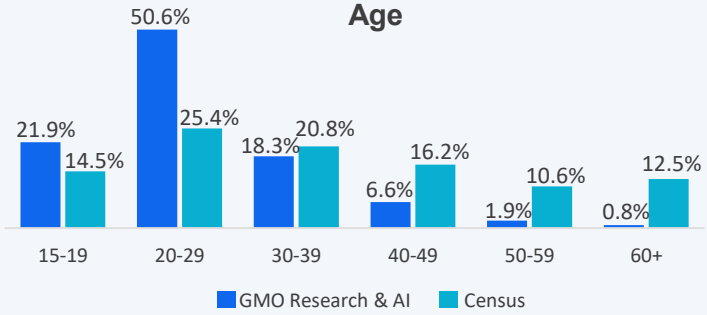
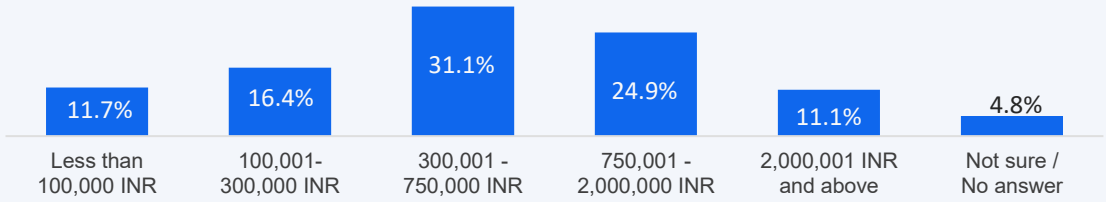
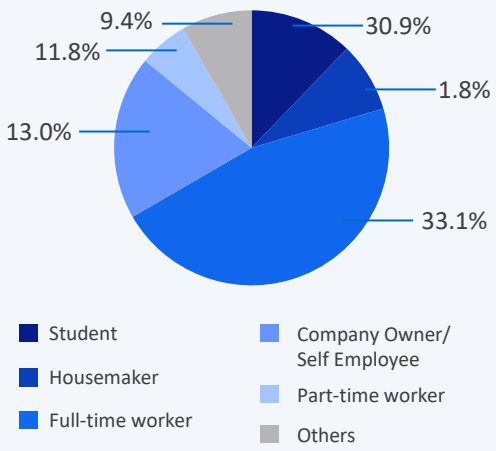


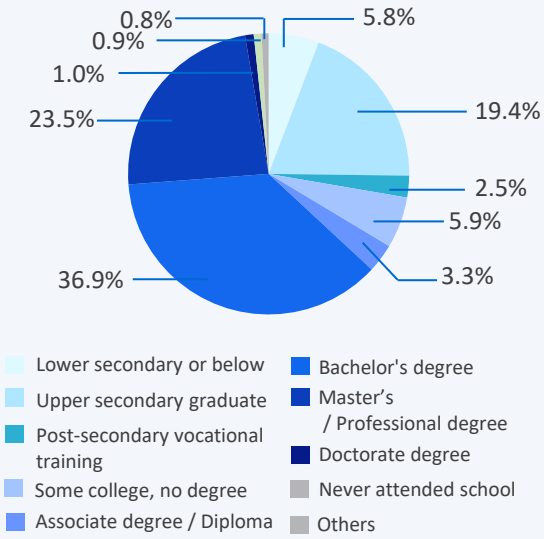
Annual Household Income



Occupation



Final Education



Philippines
391,000

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%

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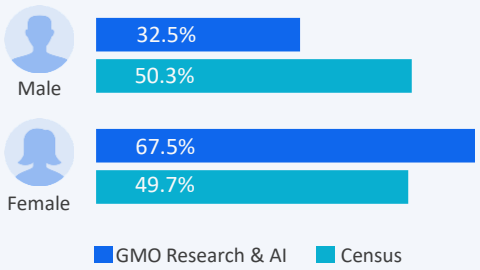
Gender



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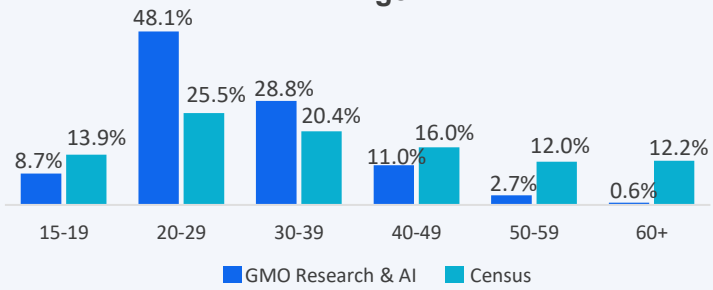
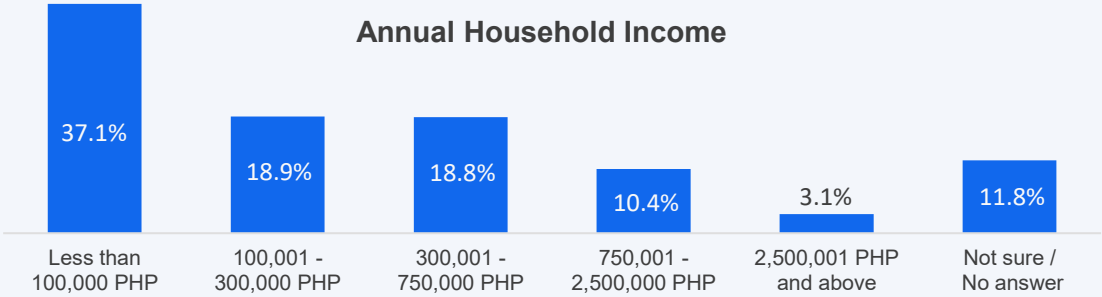
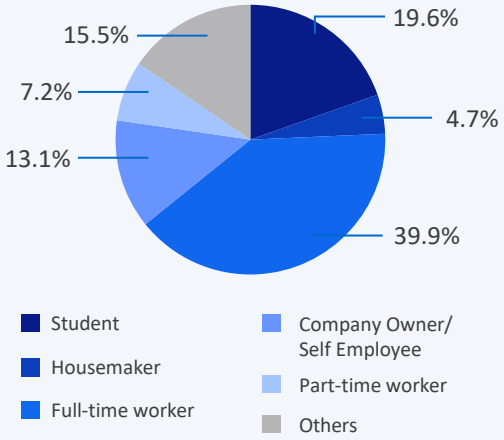


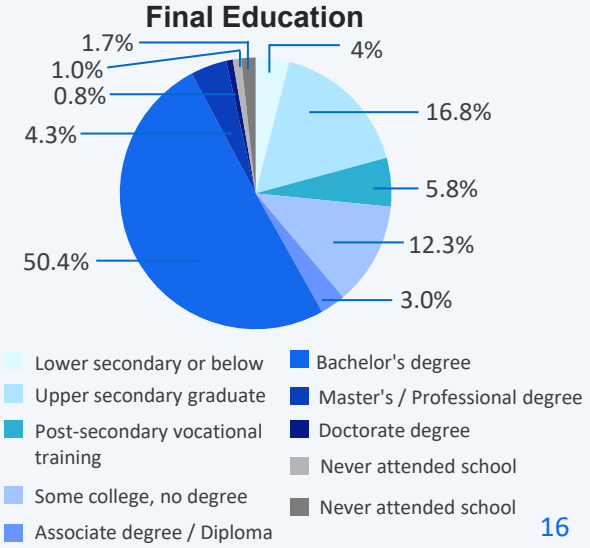
Annual Household Income



Occupation

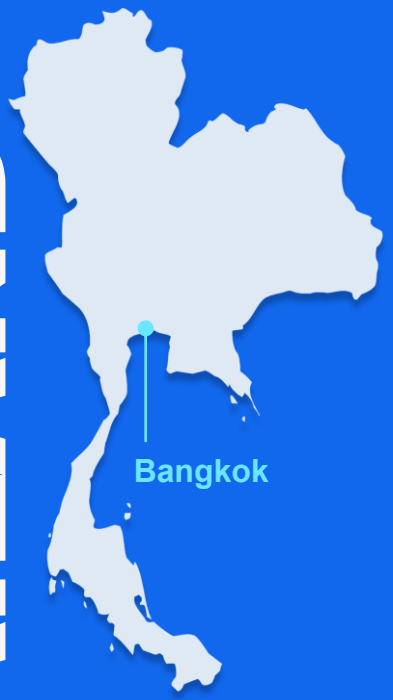


Final Education



THAILAND

Thailand
917,000



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

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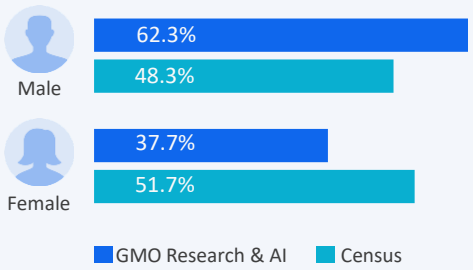
Gender



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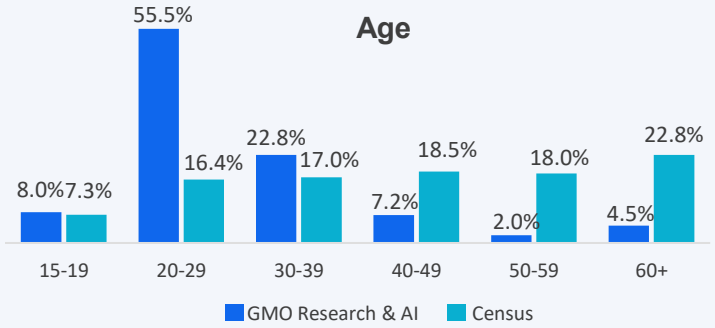
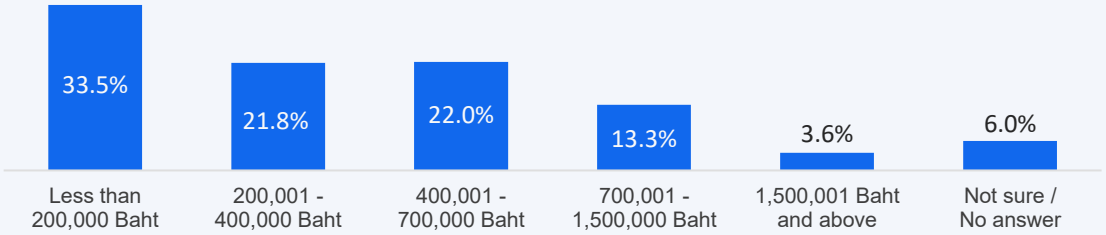
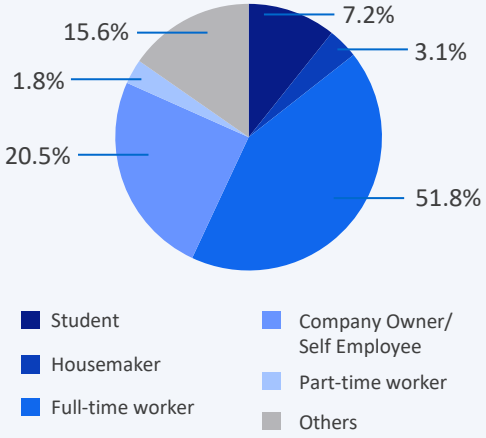


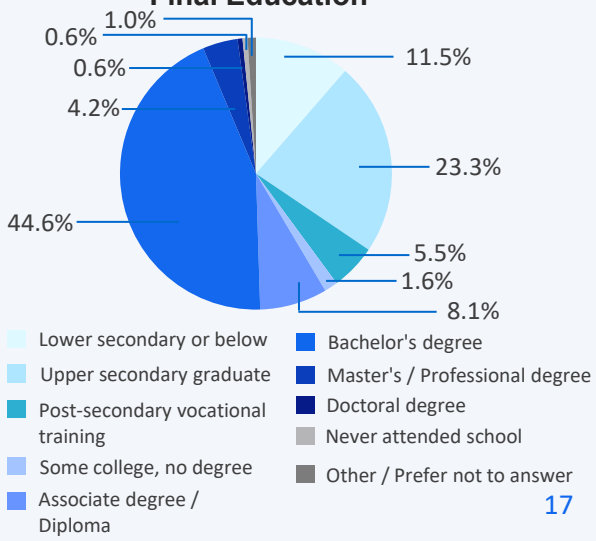
Annual Household Income



Occupation



Final Education



Malaysia
1,463,000

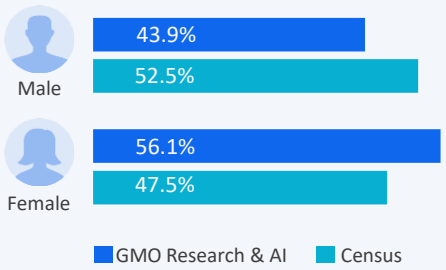
MALAYSIA



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

GMO RESEARCH & AI

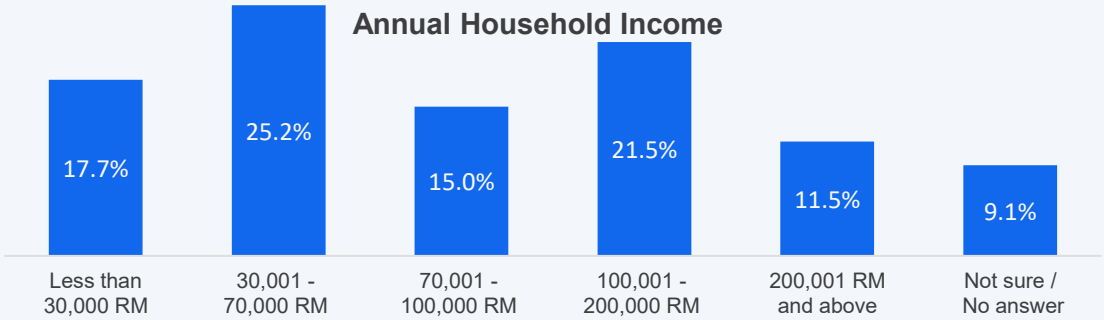
Gender



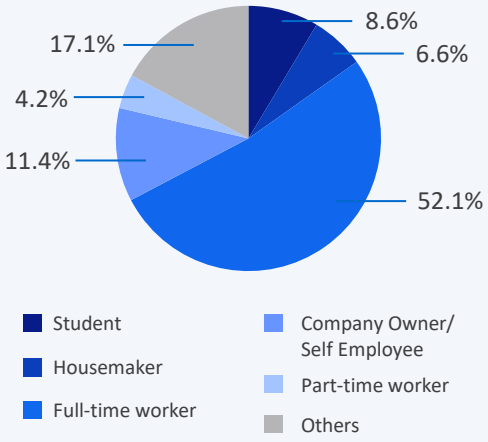
Age



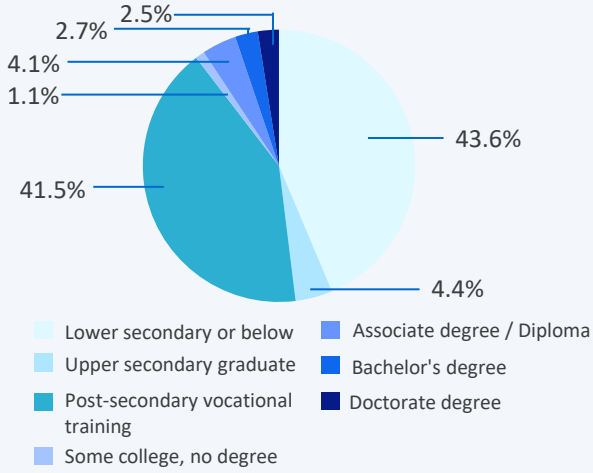
Annual Household Income



Occupation



Final Education



HONG KONG

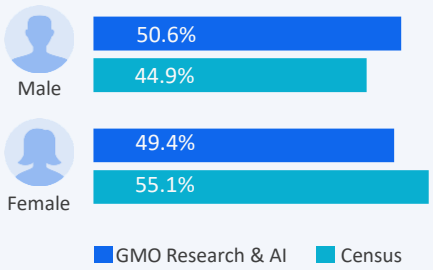
Hong Kong
57,000



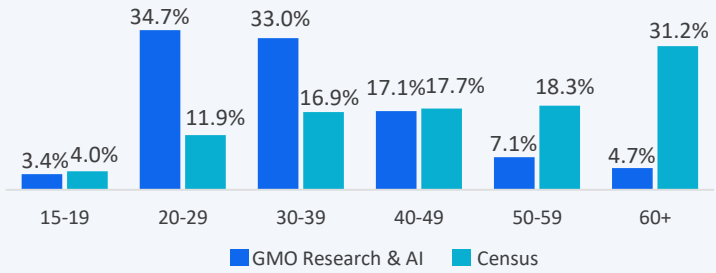
Area	Ratio
Hong Kong Island	20.0%
Kowloon	31.1%
New Territories	47.1%
Others	1.8%

GMO RESEARCH & AI

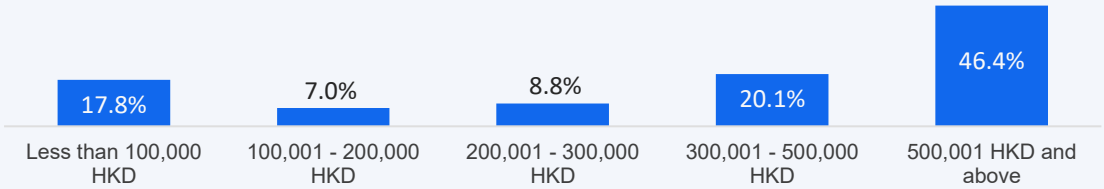
Gender



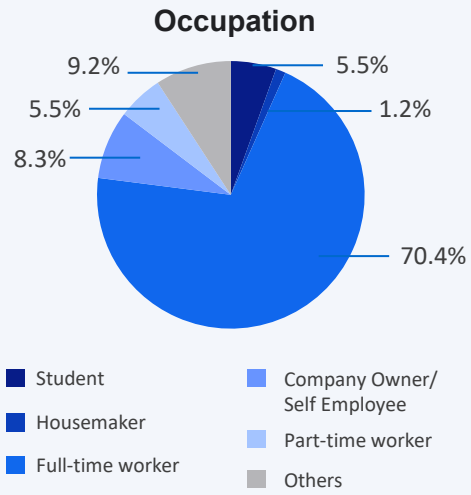
Age



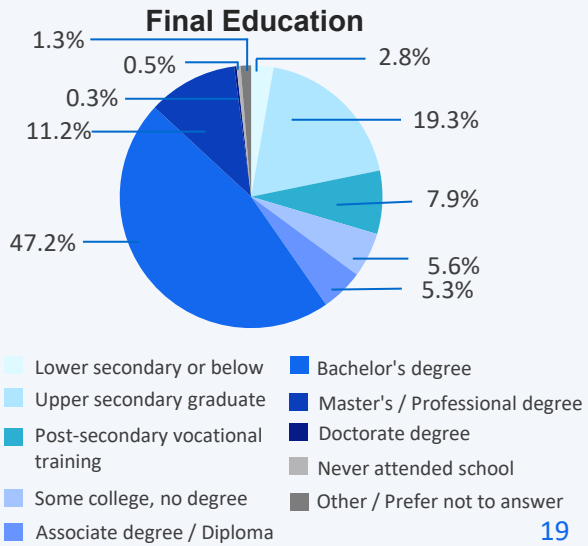
Annual Household Income



Occupation



Final Education



INDONESIA

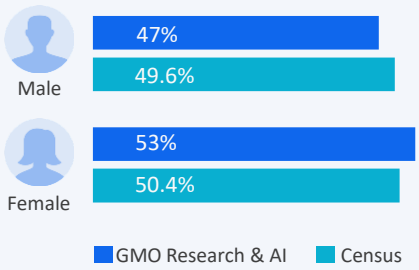
Indonesia
3,186,000



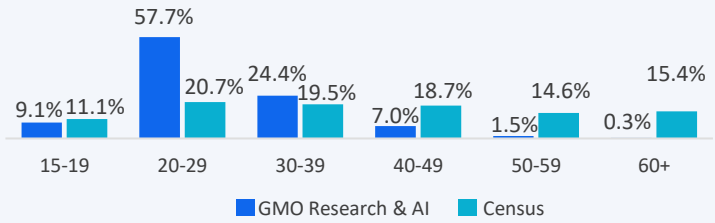
Area	Ratio
Sumatra	16.7%
Lesser Sunda Islands	3.2%
Java (Including Jakarta)	**63.0%**
Kalimantan	6.6%
Sulawesi	6.5%
Maluku Islands	0.0%
Western New Guina	0.6%
Others	3.4%

GMO RESEARCH & AI

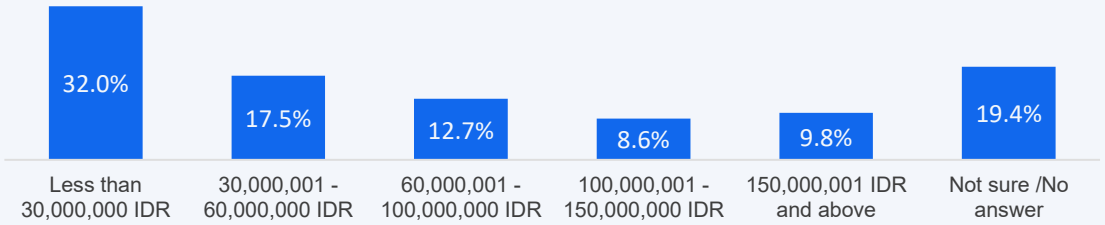
Gender



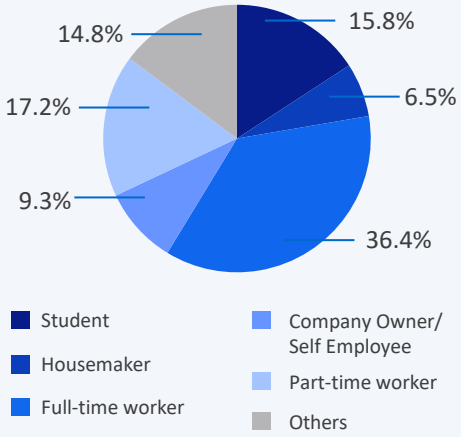
Age



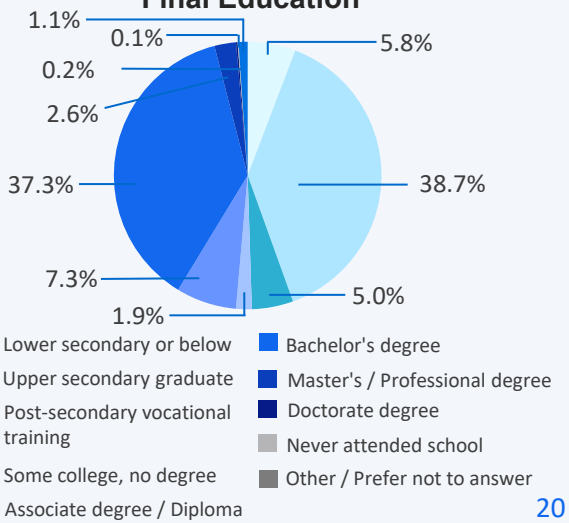
Annual Household Income



Occupation



Final Education



SINGAPORE

Singapore
45,000

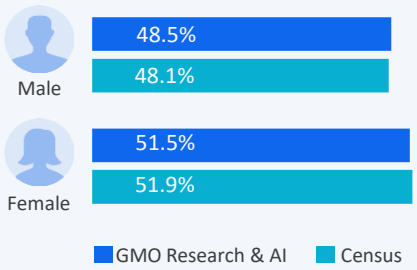
Central Region



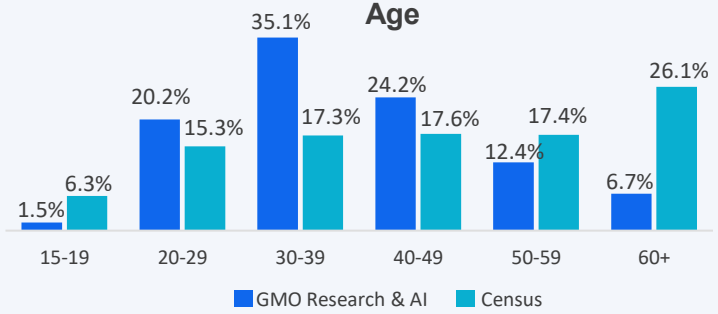
Area	Ratio
Central Region	**19.2%**
East Region	19.3%
North Region	15.7%
North-East Region	20.2%
West Region	22.4%
Others	3.3%

GMO RESEARCH & AI

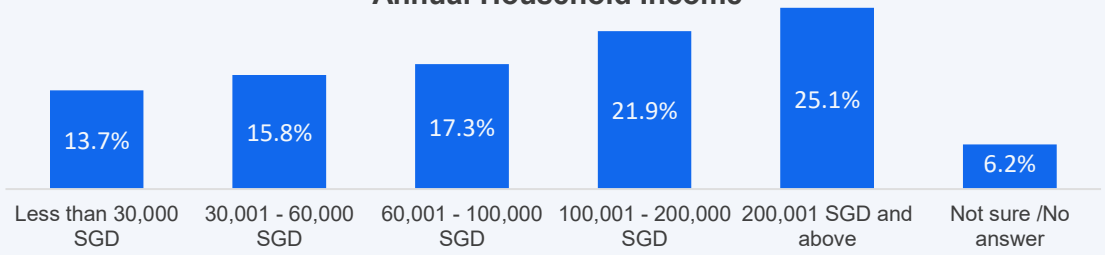
Gender



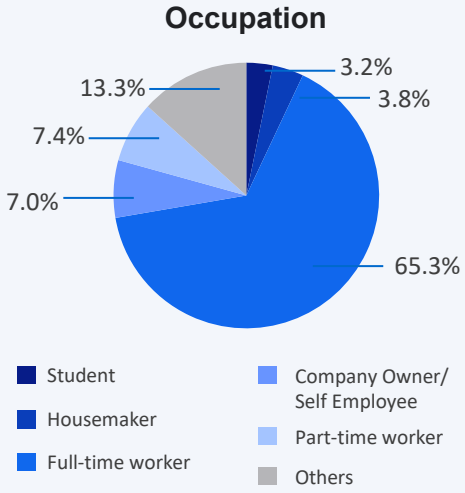
Age



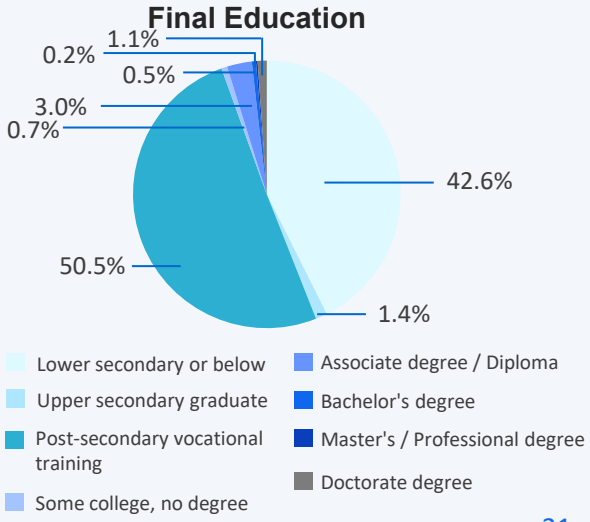
Annual Household Income



Occupation



Final Education



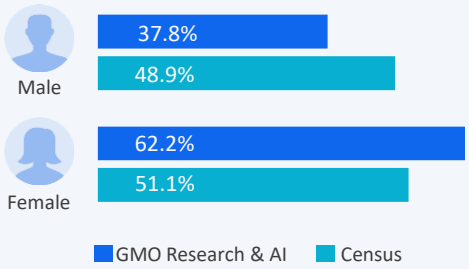
Australia
149,000



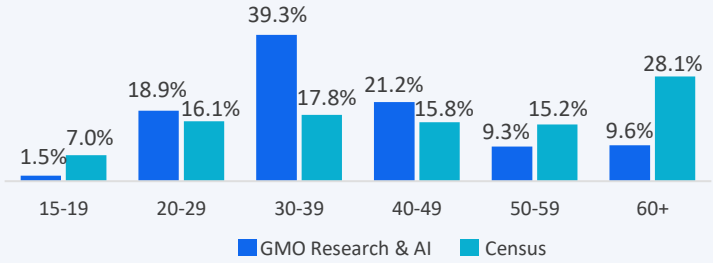
Area	Ratio
New South Wales	29.5%
Queensland	18.0%
South Australia	8.2%
Tasmania	4.0%
Victoria	26.0%
Western Australia	9.4%
Australian Capital Territory (Including Canberra)	**3.4%**
Northern Territory	1.3%
Others	0.2%

GMO RESEARCH & AI

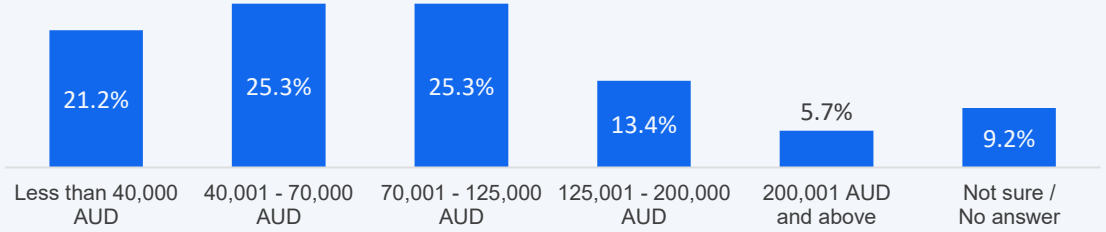
Gender



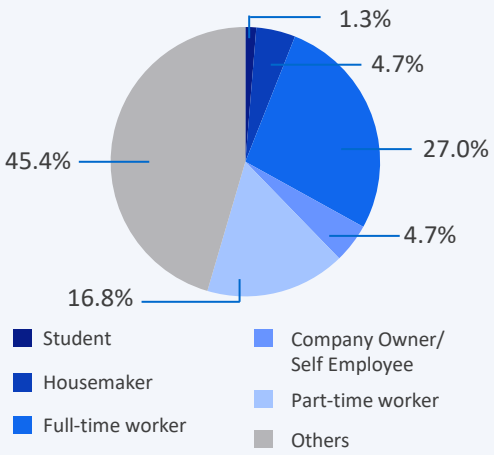
Age



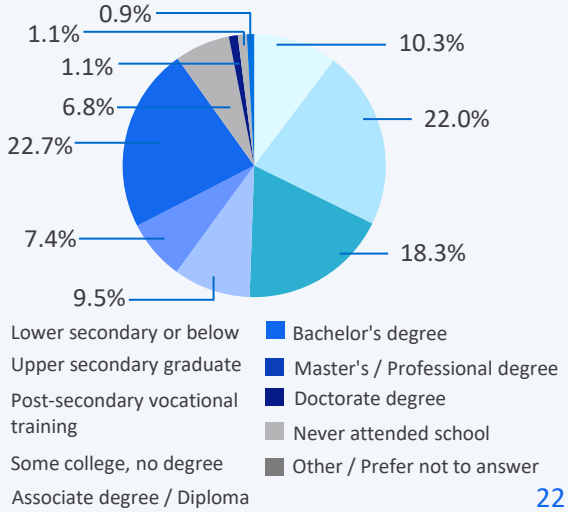
Annual Household Income



Occupation



Final Education



New Zealand
5,000



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%

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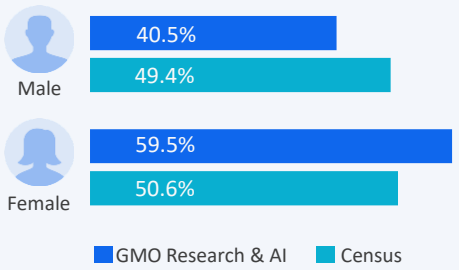
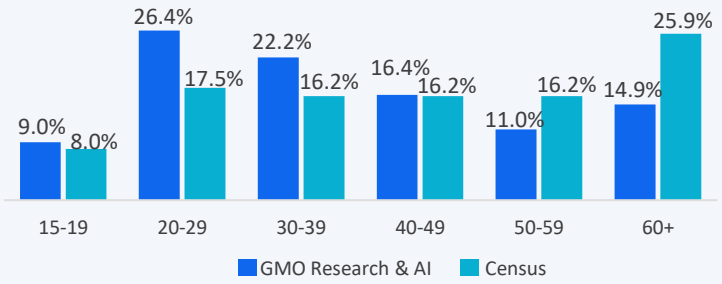
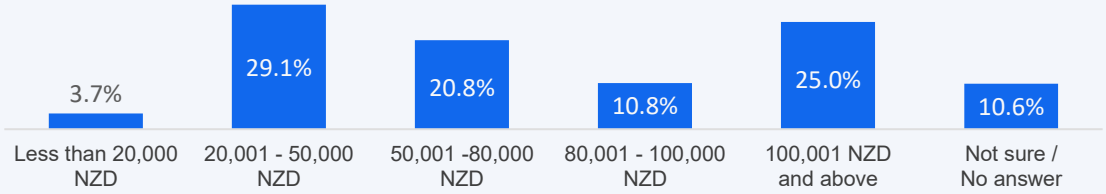
Gender



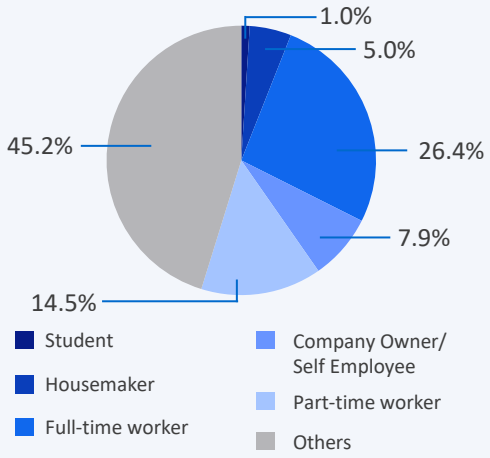
Age



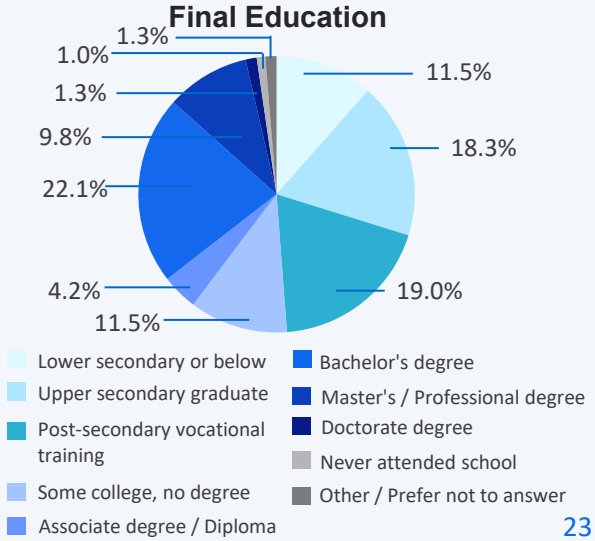
Annual Household Income



Occupation



Final Education



Contact

GMO RESEARCH & AI

Contact us

APAC

Ah_overseas@gmo-research.ai

US

rfq_us@gmo-research.ai

EMEA

rfq_eu@gmo-research.ai

Learn More About Us

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