

Lifestyle clipping study

Using Smartphone/Tablet Questionnaire App (SODA)
—India—

SurveyMY

Service description

Smartphone/tablet questionnaire App

MobileMY

**Supported Tablet
and Smartphone**

Major Smartphone/Tablet OSs

(iOS, Android, Symbian (Nokia) , BlackBerry, Windows Mobile)

⇒Better accessibility than PCs – Enables surveys at anywhere, anytime

**Supported Offline
environment**

Get App Installed onto Each Device

⇒Enter a survey code in the App and download a questionnaire and you can participate in the fieldwork offline.

CLT/Diary studies are supported globally

It realizes more accurate and quicker delivery of data than paper questionnaires

**Supported
multimedia such
as photo/movie**

Collect data of photos, movies and voices captured on the spot

⇒Multimedia data can be delivered in a file separated from data

* If an OS is not supported, some multimedia data capturing may be not possible.

**Supported
multi language**

16 languages are available for Menu button.

Any language is usable for a questionnaire on a device supporting it.

Survey Summary

Country: India



Target: Smartphone or Tablet owners who download questionnaire App (SODA)

Questions: 20 (including photo capture)

Samples: N=30

Fieldwork: 3rd – 10th Oct 2012

※ Annual household income distribution

Distribution	Income (Indian rupees)	N
Globals	Over 1M	9
Strivers	500K–1M	11
Seekers	200K– 500K	6
Aspirers	90K–200K	2
Deprived	Below 90K	1
Other	DK/Redused	1

Individual Data(Example)

Demographic

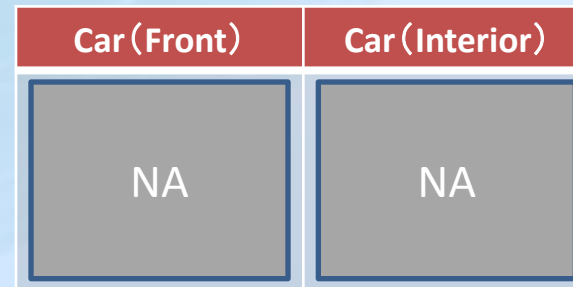
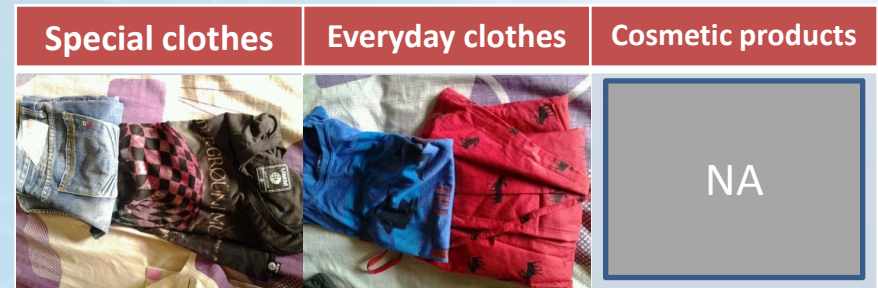
- Age:25
- Gender:Female
- Device:GT-P7500
- Occupation: Professional service
- Annual HH income:Rs 800000-900000
- Afford to spend monthly after expenses :Rs 15000
- HH members:Two
- Members:Spouse/partner

What makes you happy at home



Reason





gift by my love



Living room

Globals		Strivers		Seekers	
					
					
					
					
					

Dining room

Globals		Strivers		Seekers	
					
					
					

Bed room

Globals		Strivers		Seekers	
					
					
					
					
					

Special and everyday clothes

Globals		Strivers		Seekers	
					
					
					
					

What makes you happy at home

Globals		Strivers		Seekers	
					
					
					
					
					