Lifestyle clipping study

Using Smartphone/Tablet Questionnaire App (SODA)

—Indonesia—

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.

©2013 SurveyMY All Rights Reserved

Survey summary

Country：Indonesia

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

Questions：15（including photo capture）

Samples：N=30

Fieldwork：19th－25th Mar 2013

©2013 SurveyMY All Rights Reserved

Individual Data(All-example)

ID	13846368
Age	54 years old
Gender	Male
Area	West Java
Occupation	Self employed
Family member	5
Familymember	(Spouse / partner) (Children aged 6-9) (Children aged 13-15)
Personal income	Rp 20000000
Side job	Rp 10000000
Details of sde job	Financial consultant
Family income	Rp 20,000,000 or more

Ownership in household	
Car	
TV	○
Refrigerator	○
Washing machine	○
Rice cooker	○
Microwave	
Air conditioner	
Desktop PC	○
Laptop PC	
Tablet PC	
Game console	
Digital Compact Camera	
Digital SLR Camera	
Motorbike	○

What makes you happy at home

Title

A gallon of water in the dispenser

Reason

My family can consume the water.

Try in the near future

I'd like to buy a new car.

Family room_1

Family room_2	Family room_3

Character products1	Character products2

ID	13860806
Age	26 years old
Gender	Male
Area	Riau
Occupation	Unemployed
Family member	7
Familymember	(Children aged 13-15) (Mother/father) (Grandmother/grandfather)
Personal income	No income
Family income	Rp 2,500,000 - 2,999,999

Ownership in household	
Car	
TV	○
Refrigerator	
Washing machine	
Rice cooker	
Microwave	
Air conditioner	
Desktop PC	
Laptop PC	
Tablet PC	
Game console	
Digital Compact Camera	
Digital SLR Camera	
Motorbike	○

What makes you happy at home

Title

My favorite motorbike.

Reason

My family ride on the motorbike whenever they go out.

Try in the near future

I want to sleep.

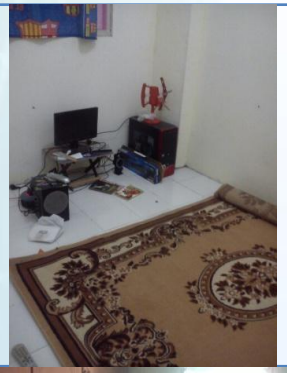
Family room_1

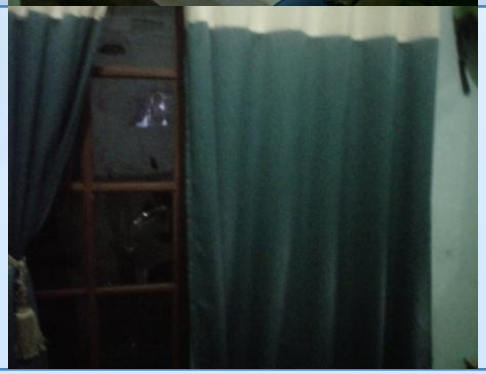
Family room_2	Family room_3

Character products1	Character products2

©2013 SurveyMY All Rights Reserved

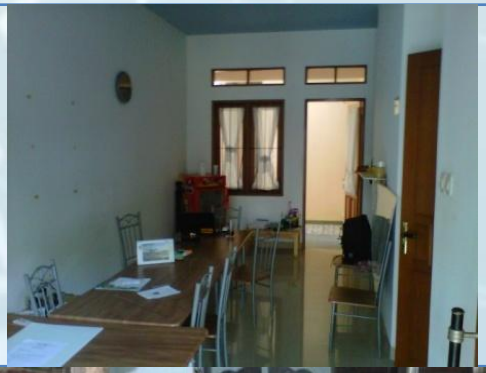
Family Room-1

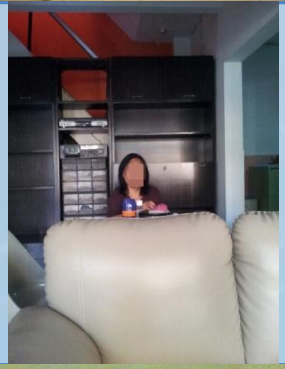




©2013 SurveyMY All Rights Reserved

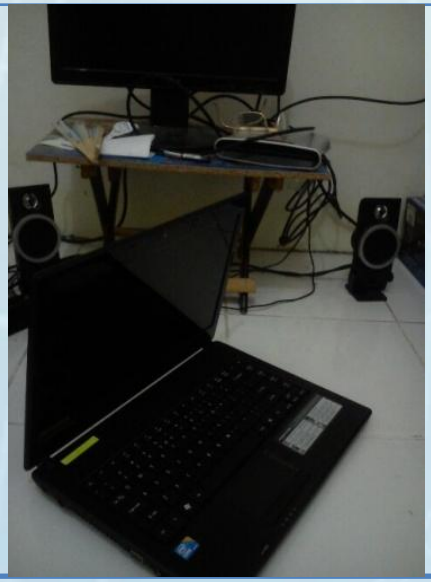
Family Room-2





©2013 SurveyMY All Rights Reserved

What makes you happy at home (upper), Title (middle) and reason (lower) -1

		
A magic box	My friend and work	My angel
There are a variety of snacks.	My favorite items	My first smart and cheerful boy
Male aged 18, Student	Female aged 30, Company employee	Male aged 33, Company employee

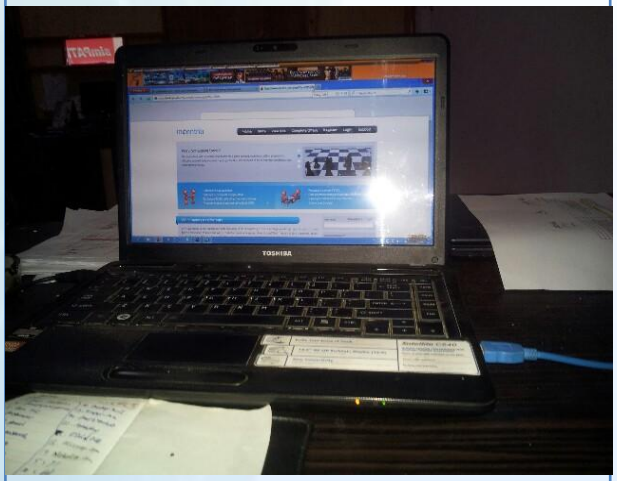
©2013 SurveyMY All Rights Reserved

What makes you happy at home (upper), Title (middle) and reason (lower) -2

A gallon of water in the dispenser	My high school scooter.	Blackberry
My family can consume the water.	The scooter I used to use in my high school days	My mobile phone I can chat with everyone with.
Male aged 54, Self employed	Male aged 19, Unemployed	Female aged 29, Company employee

©2013 SurveyMY All Rights Reserved

What makes you happy at home (upper), Title (middle) and reason (lower) -3

		
My little Milo	My flower	Online on a laptop
Milo is my favorite cat. I always play with him and he makes me very happy.	I love plants.	Online is my hobby.
Female aged 24, Part-time employee	Female aged 42, Part-time employee	Male aged 27, Company employee

©2013 SurveyMY All Rights Reserved