Lifestyle clipping study

Using Smartphone/Tablet Questionnaire App (SODA)

—Russia—

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.

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Survey Summary

Country：Russia

Target：Smartphone or Tablet owners who download questionnaire App (SODA)
Questions：20(including photo capture)
Samples：N=34
Fieldwork：5th －14th Oct 2012

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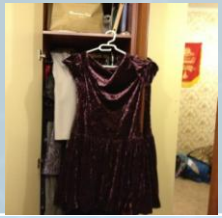
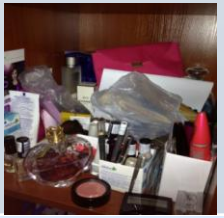
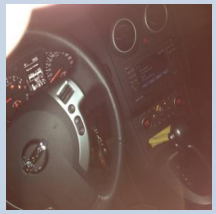
Individual Data(Example)

Demographic
-Age:29
-Gender:Female
-Device:iPhone
-Occupation: Professional service
-Monthly HH income:RUB 160000 or more
-Afford to spend monthly after expenses:RUB 100000
-HH members:Four
-Members:Spouse/partner and Other family member

What makes you happy at home
Reason
Love

Living room	Dining room	Bed room

Special clothes	Everyday clothes	Cosmetic products
		

Car(Front)	Car(Interior)
	

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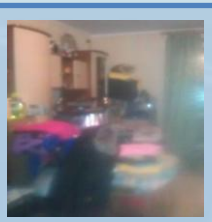
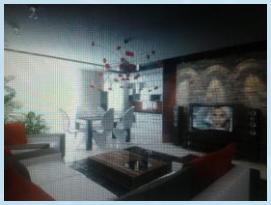
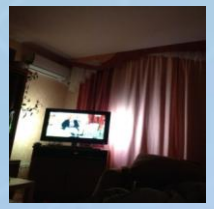
Living room







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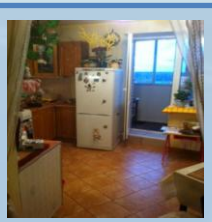
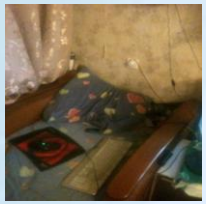
Dining and Bed room

Dining room				Bed room	
					
					

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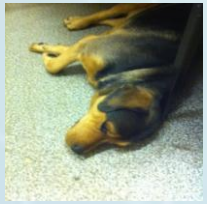
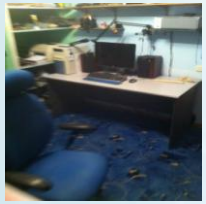
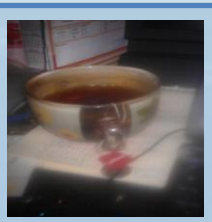
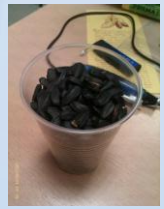
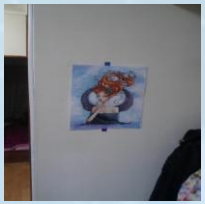
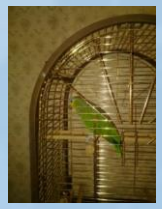
What makes you happy at home





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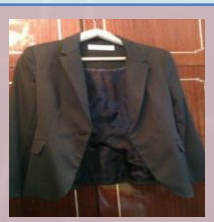
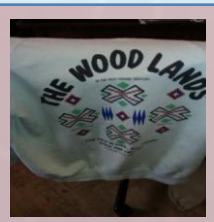
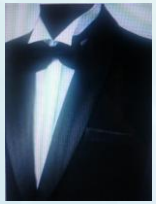
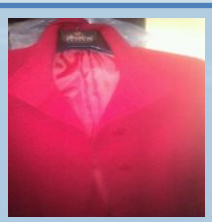
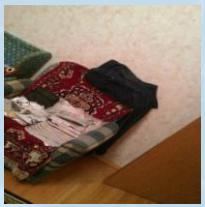
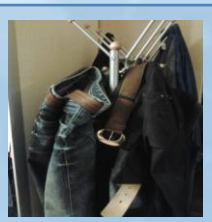
Special and everyday clothes

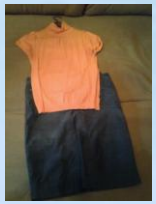













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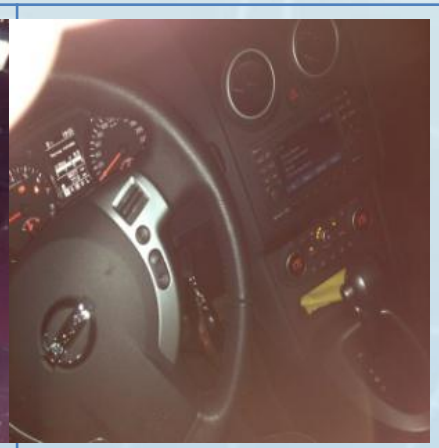
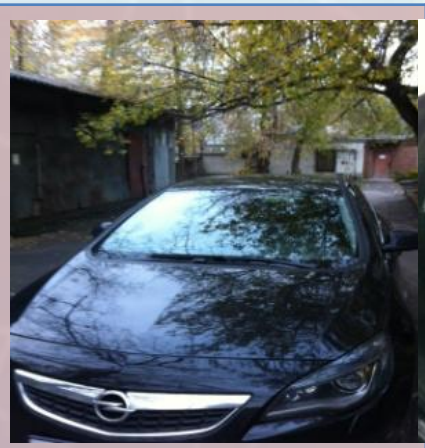
Car(Front and Interior)

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