



Who in the world  
are we talking to?

Eric Meerkamper

President

RIWI Corp.

“We have relied too heavily on the same respondents for too long, and we need to embrace innovative and new ways to understand people.”

- Dan Foreman, Past-President, ESOMAR



Who are we **not** talking to?

How are they similar or different?

What does this mean for  
Market Researchers?



# GRIT CPR 2013

200+

countries

160,000+

respondents

# GRIT CPR 2014

56 countries

15 languages

50,000+ respondents

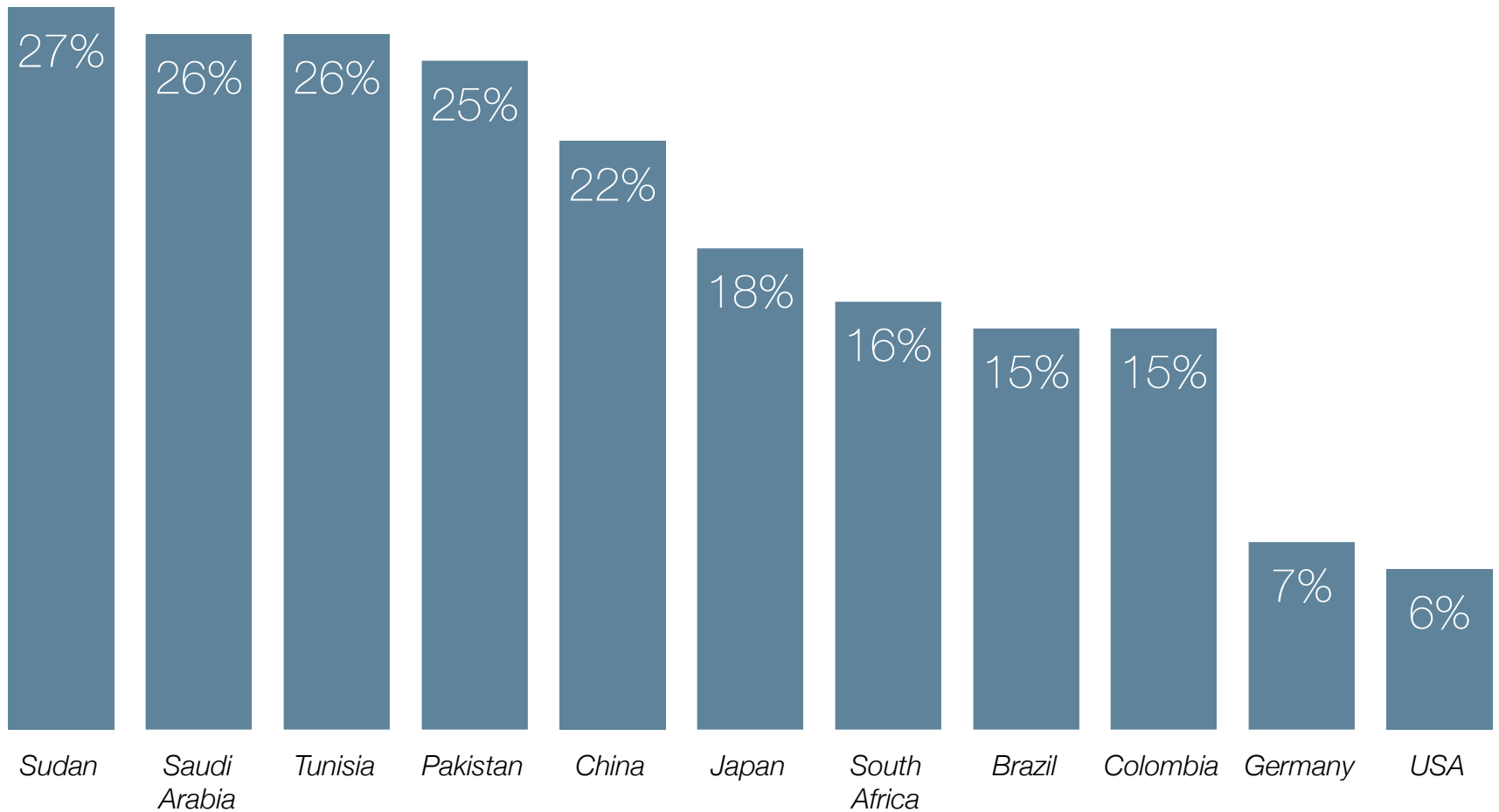


# Random Domain Intercept Technology

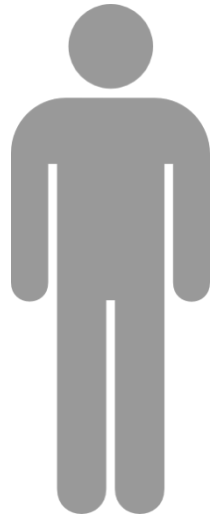
randomly intercepts online survey respondents in every country in the world



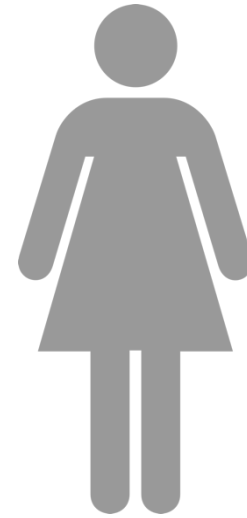
# Country Response Rates



# Gender



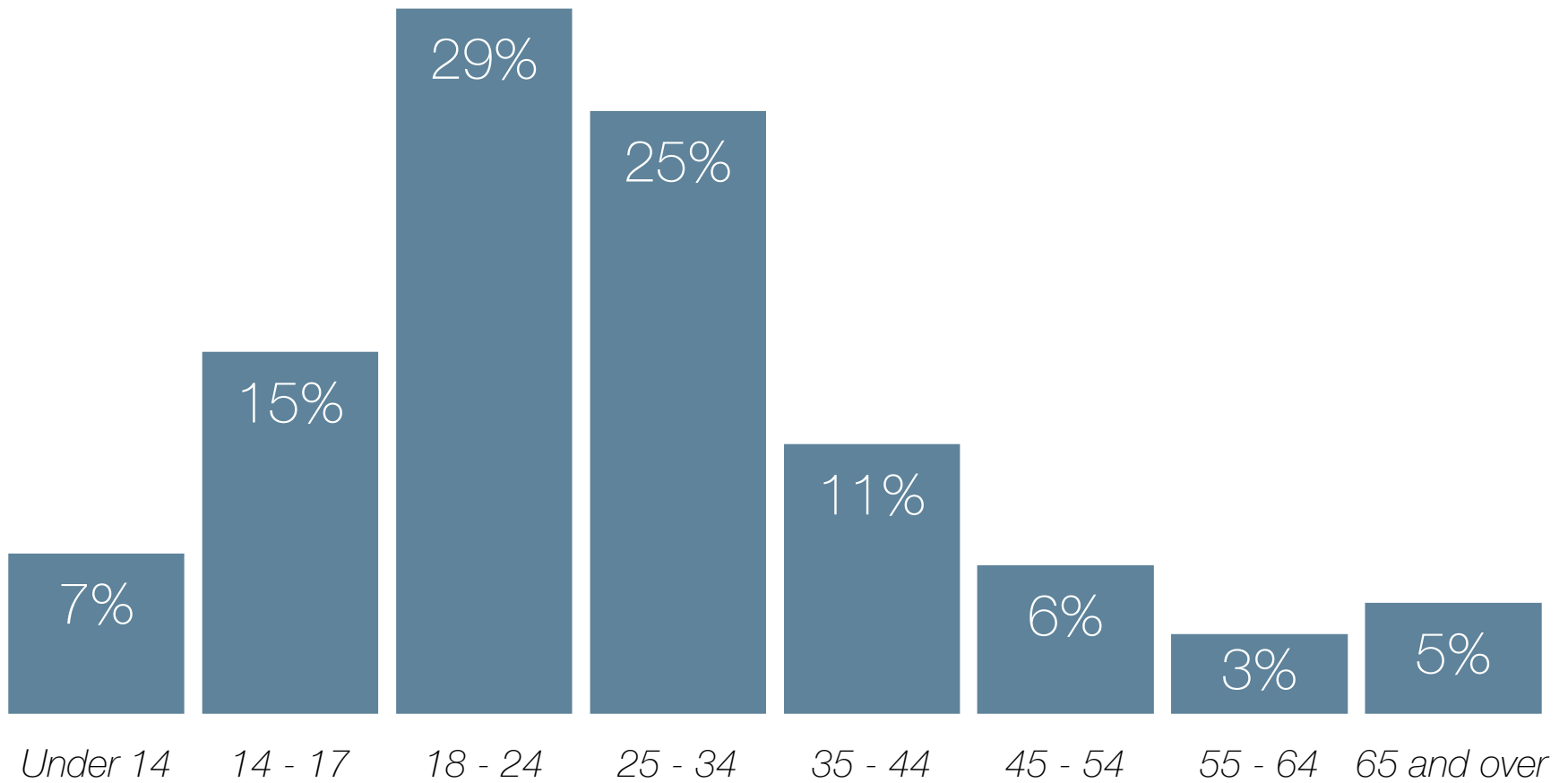
68%



32%



# Age

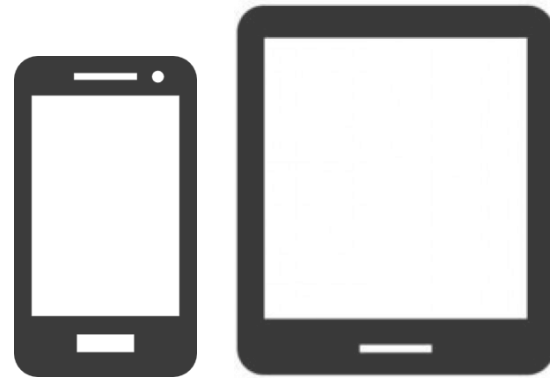


# Access By Device



78%

desktop

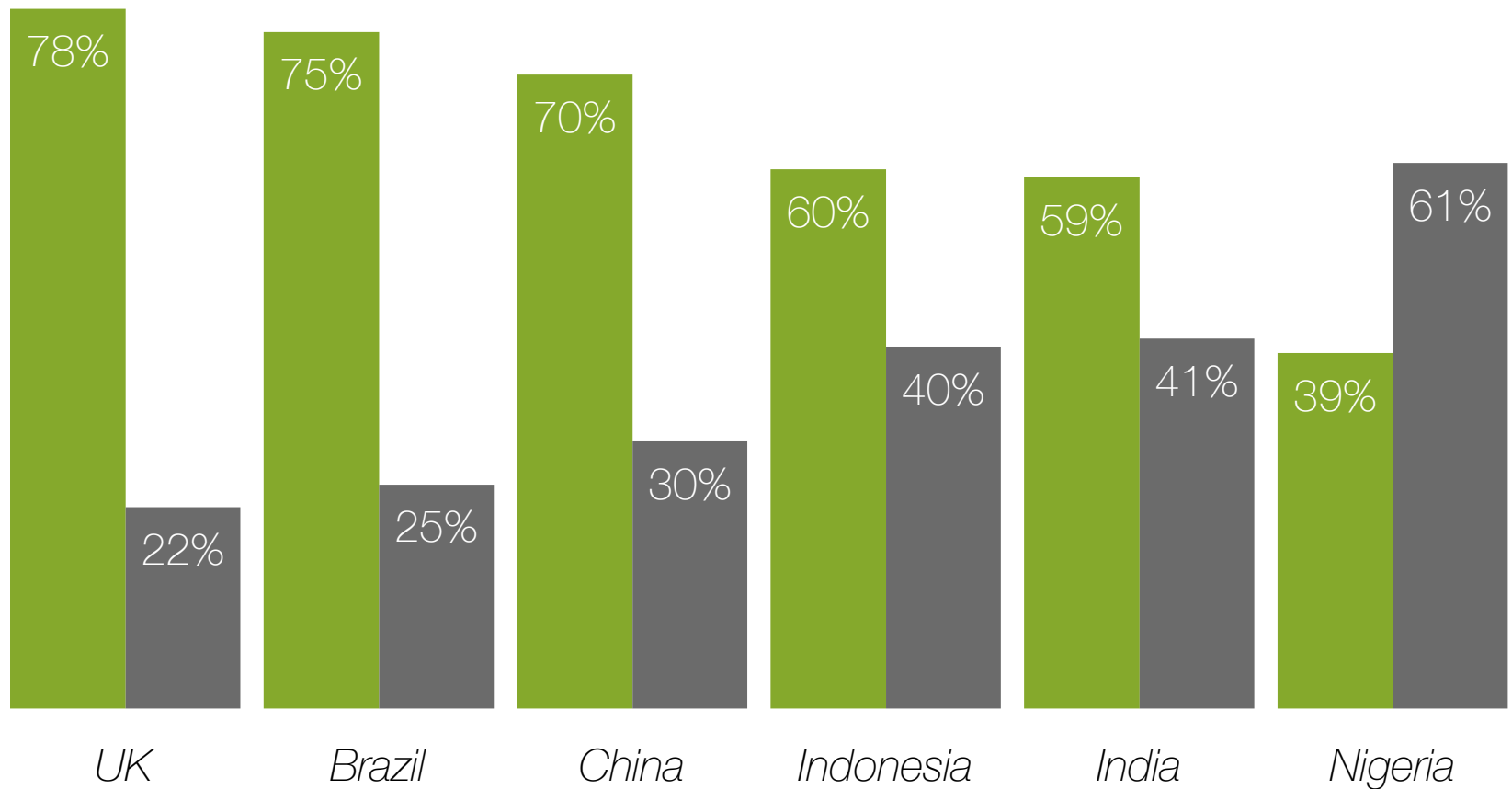


22%

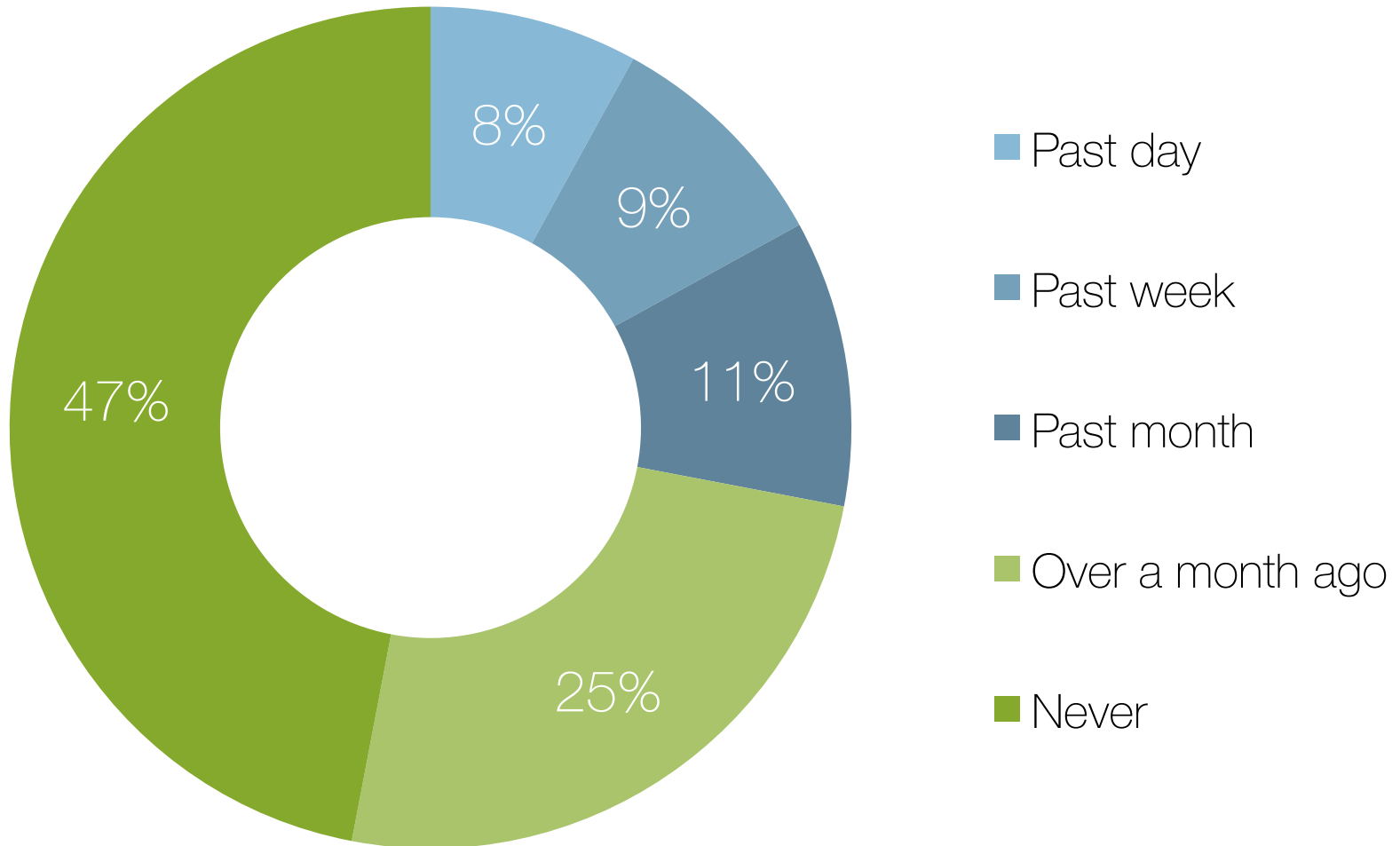
mobile

# Access By Device By Country

■ Desktop ■ Mobile

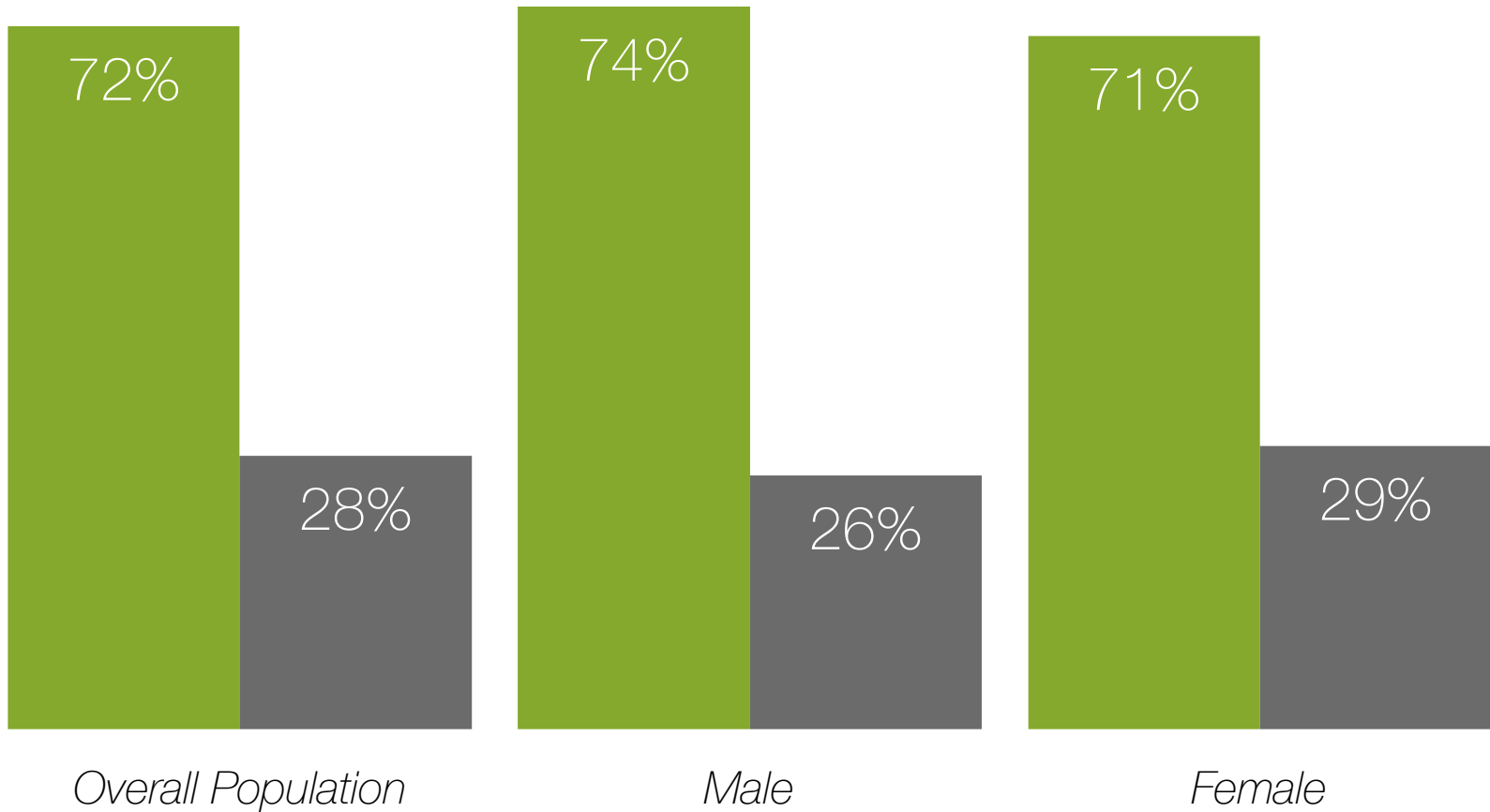


# Freshness



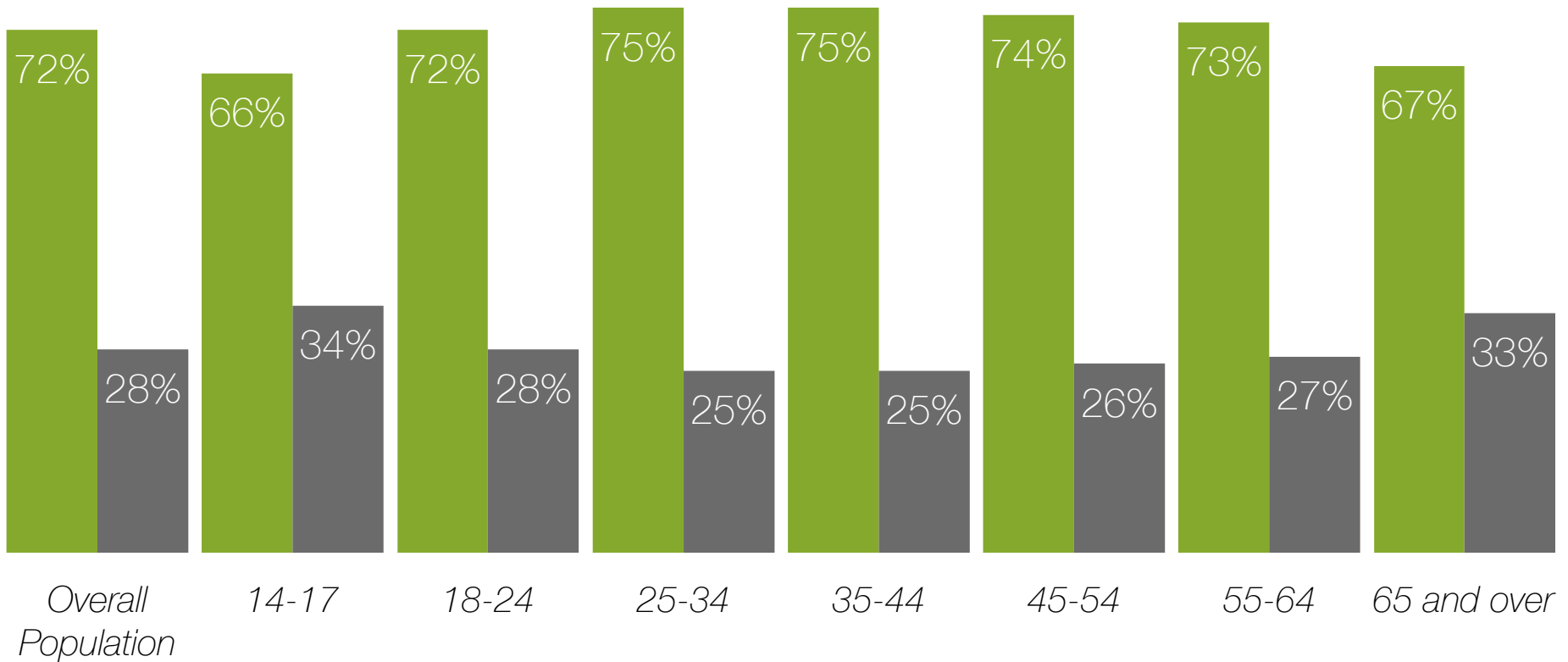
# Gender

■ Fresh ■ Frequent

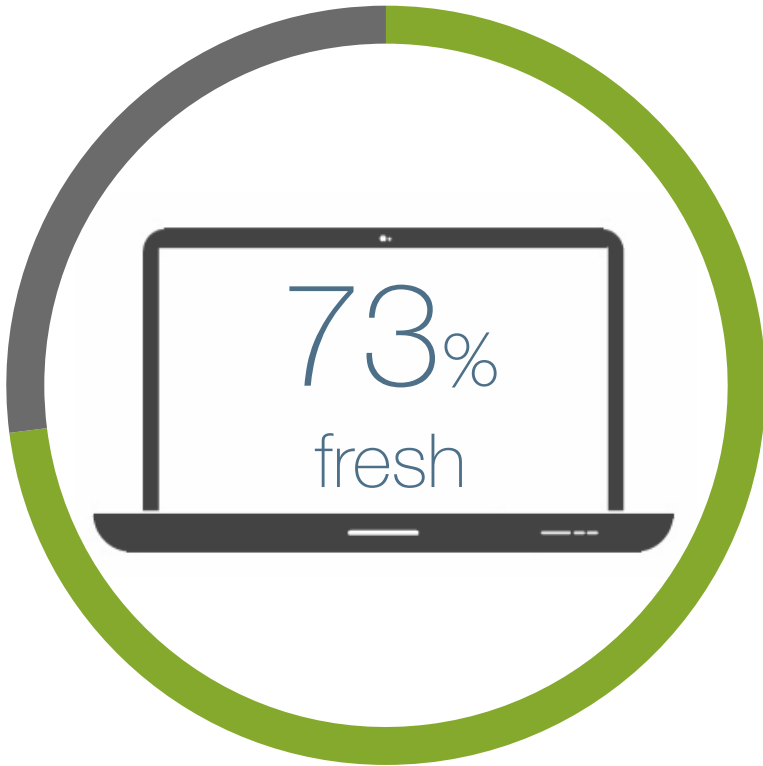


# Age

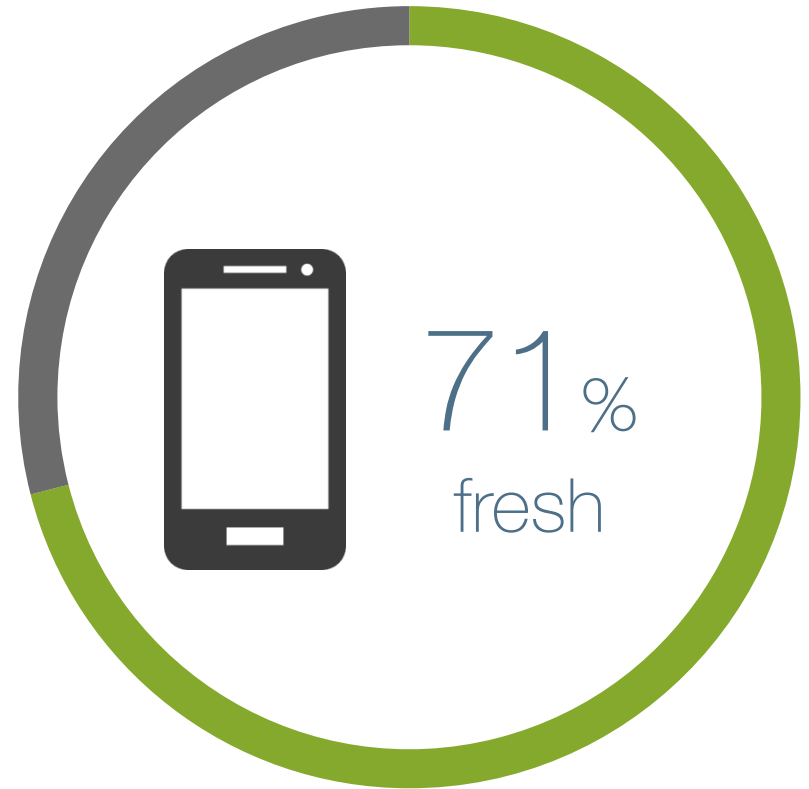
■ Fresh ■ Frequent



# Device

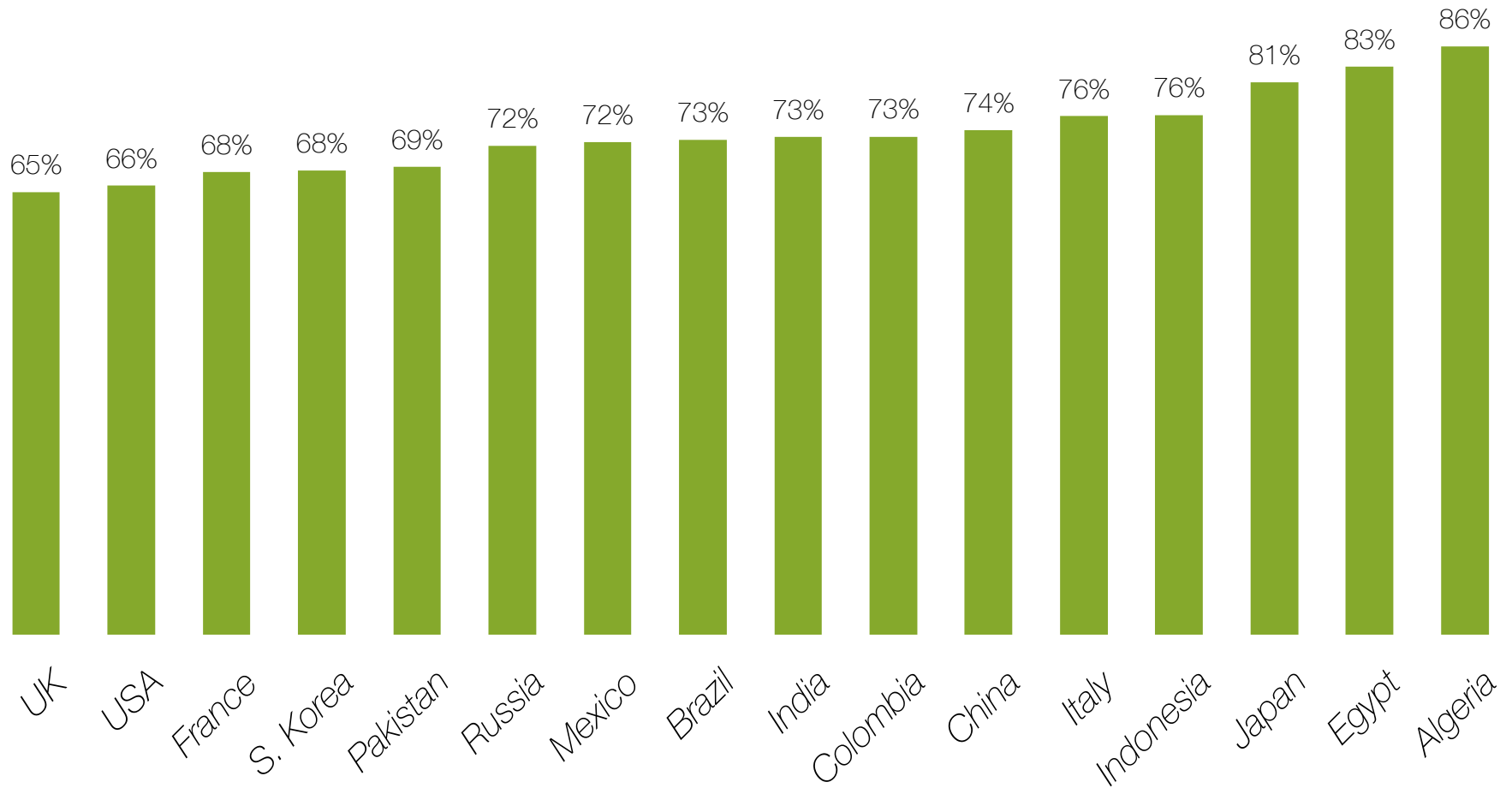


desktop (78%)



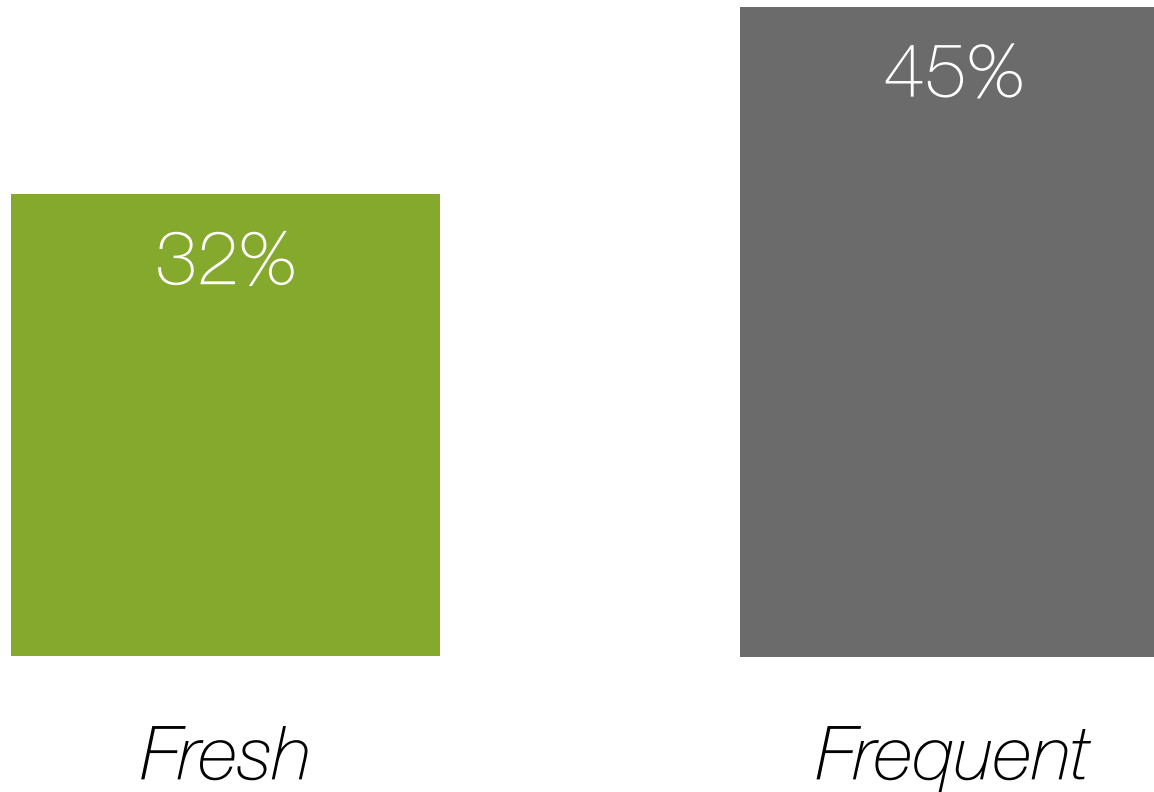
mobile (22%)

# Country

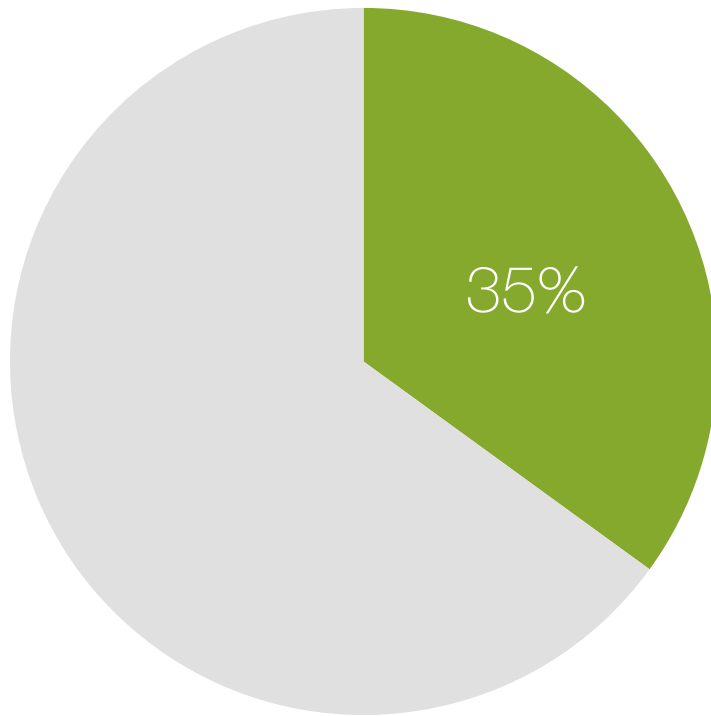




# Tablet Ownership

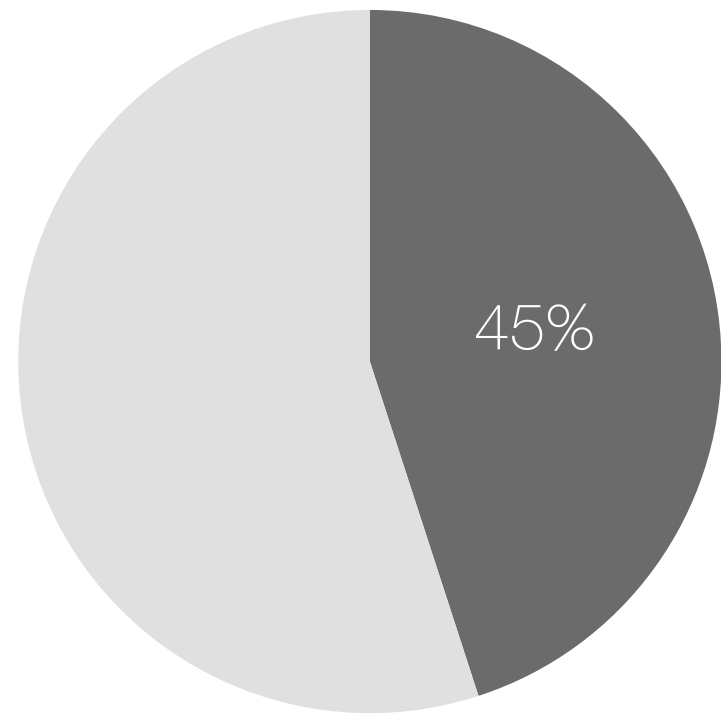


# Tablet Purchase Intent



■ Fresh

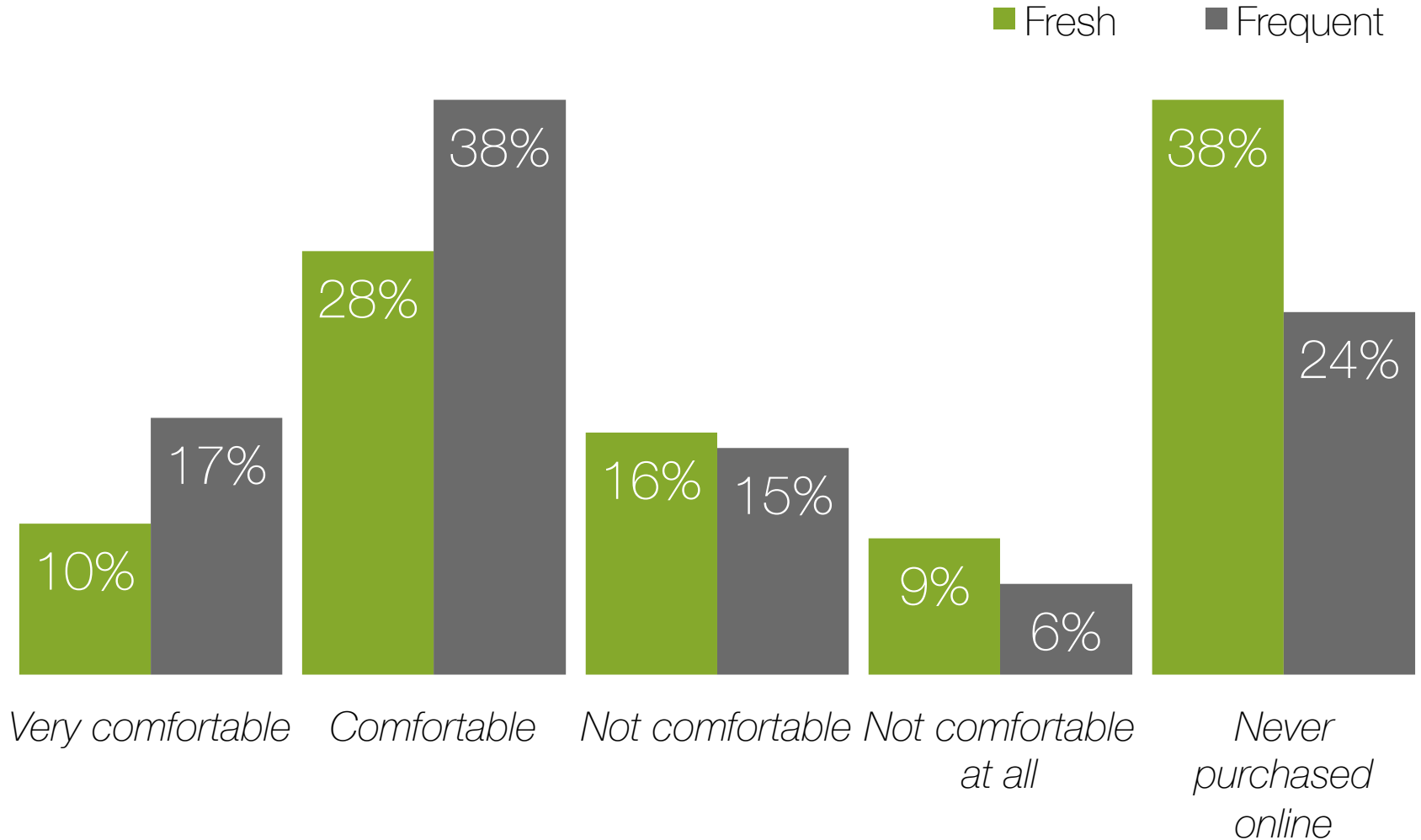
Don't own, plan to purchase



■ Frequent

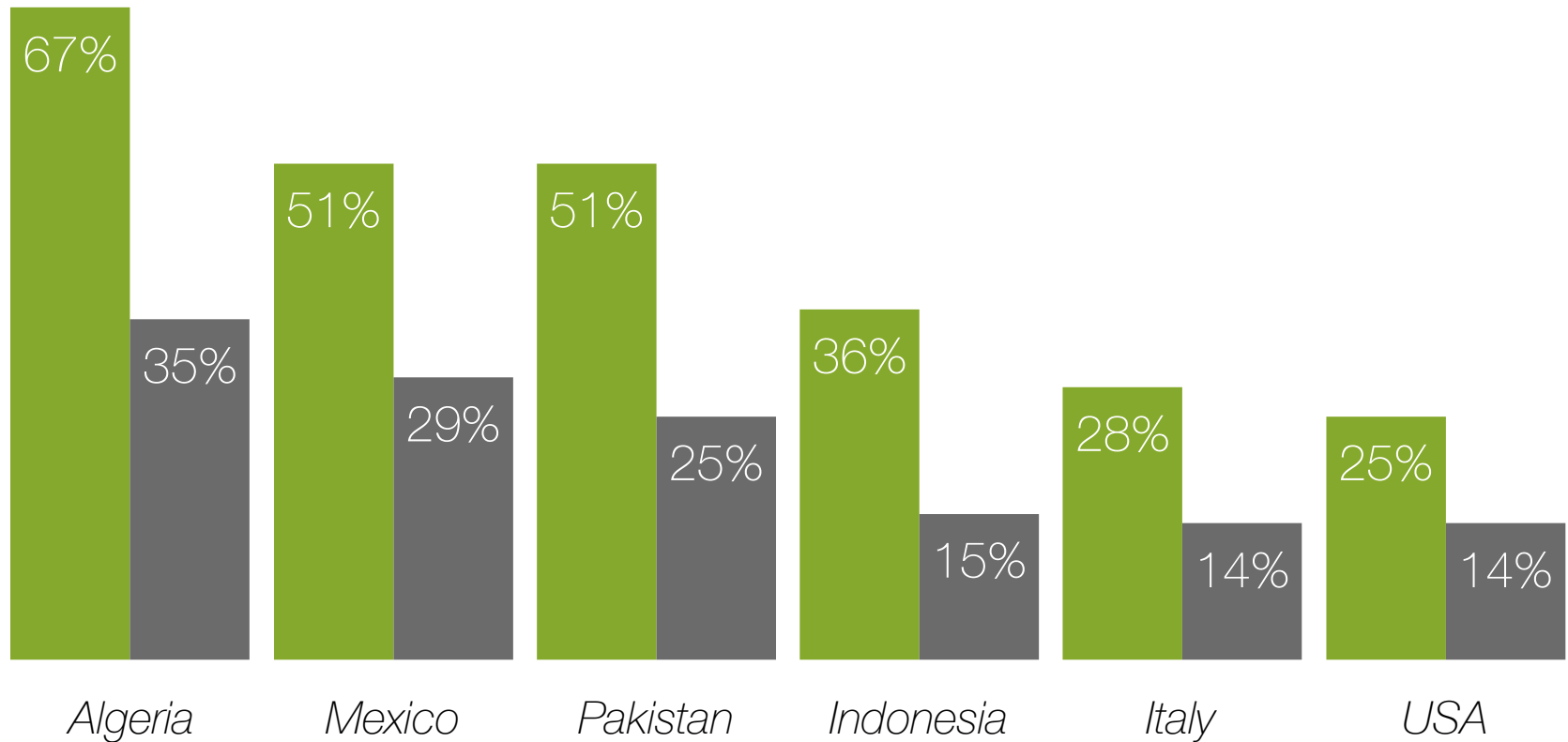
Don't own, plan to purchase

# Online Purchases

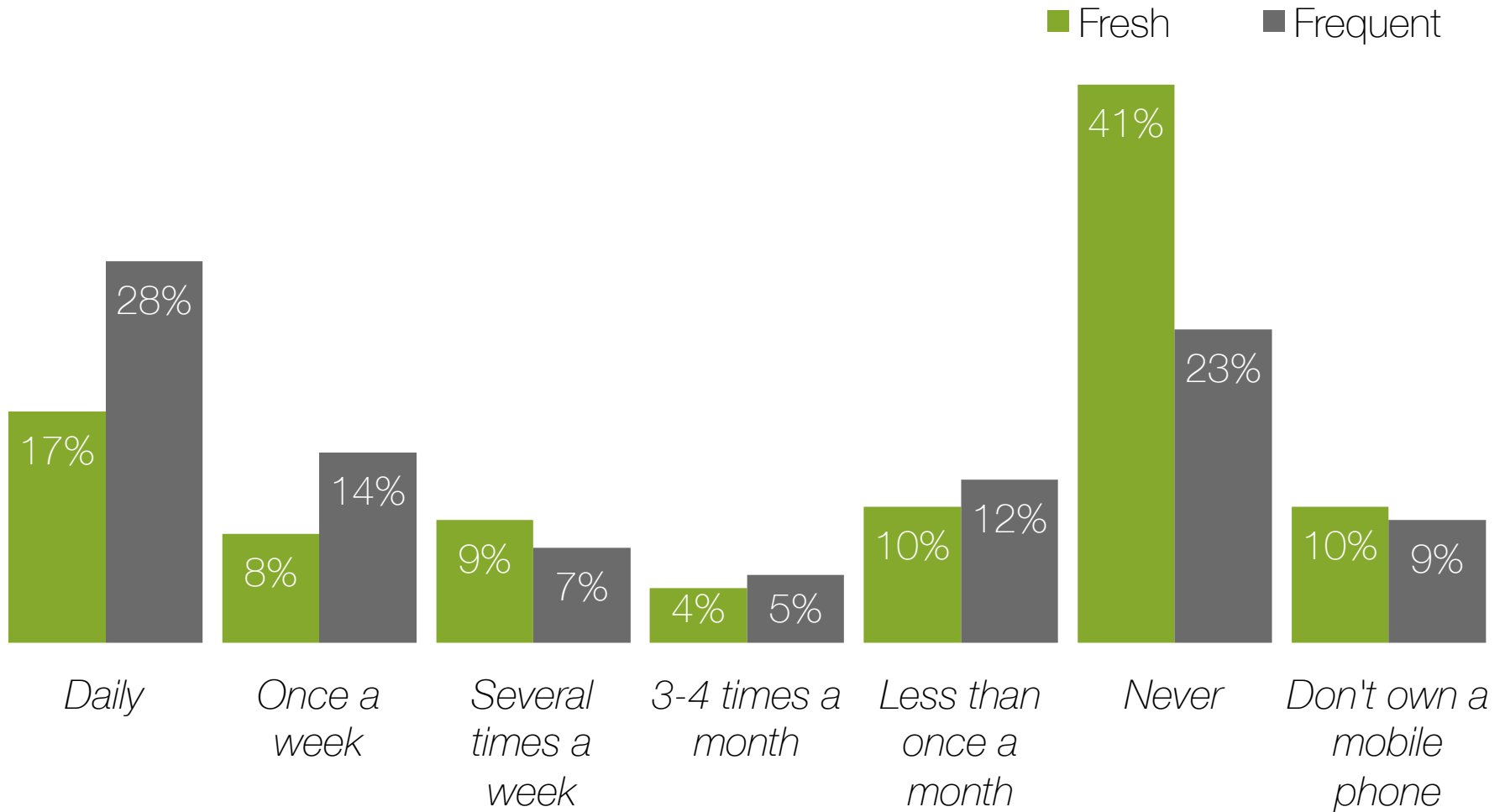


# Online Purchases (“Never”) By Country

■ Fresh ■ Frequent



# Mobile Gaming



# **Frequent** Respondents More Likely to:

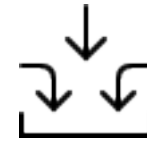
- Hold full-time jobs
- Be happier
- Express preferences
- Think their vote matters
- Be interested in political engagement
- Feel their country is on the right track
- Support same-sex marriage

# So Now What?

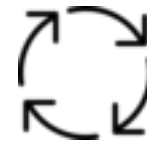
Embrace



Integrate



Repeat



# Questions?



**Eric Meerkamper**

**President, RIWI**

**[eric@riwi.com](mailto:eric@riwi.com)**