



Marketing, advertising and public opinion research division

Willingness to use a smartphone app for connecting people with shared interests

For:



Geocartography Knowledge Group

Operated By: Professor Avi Degani | Dr. Rina Degani

Methodology

Goals:

Examining the potential to use Safe Meet - a smartphone app for connecting people with shared interests.

Methodology:

Internet Panel Survey.

Respondents:

- Three groups:
- 301 Teenagers ages 14-18.
 - 302 respondents ages 35-55 (half among them divorced).
 - 313 respondents ages 60 and above.

Range of error:

The maximum statistical error range is 5.6% \pm at a statistical significance level of 95%.

Calendar:

June 22-29, 2022.

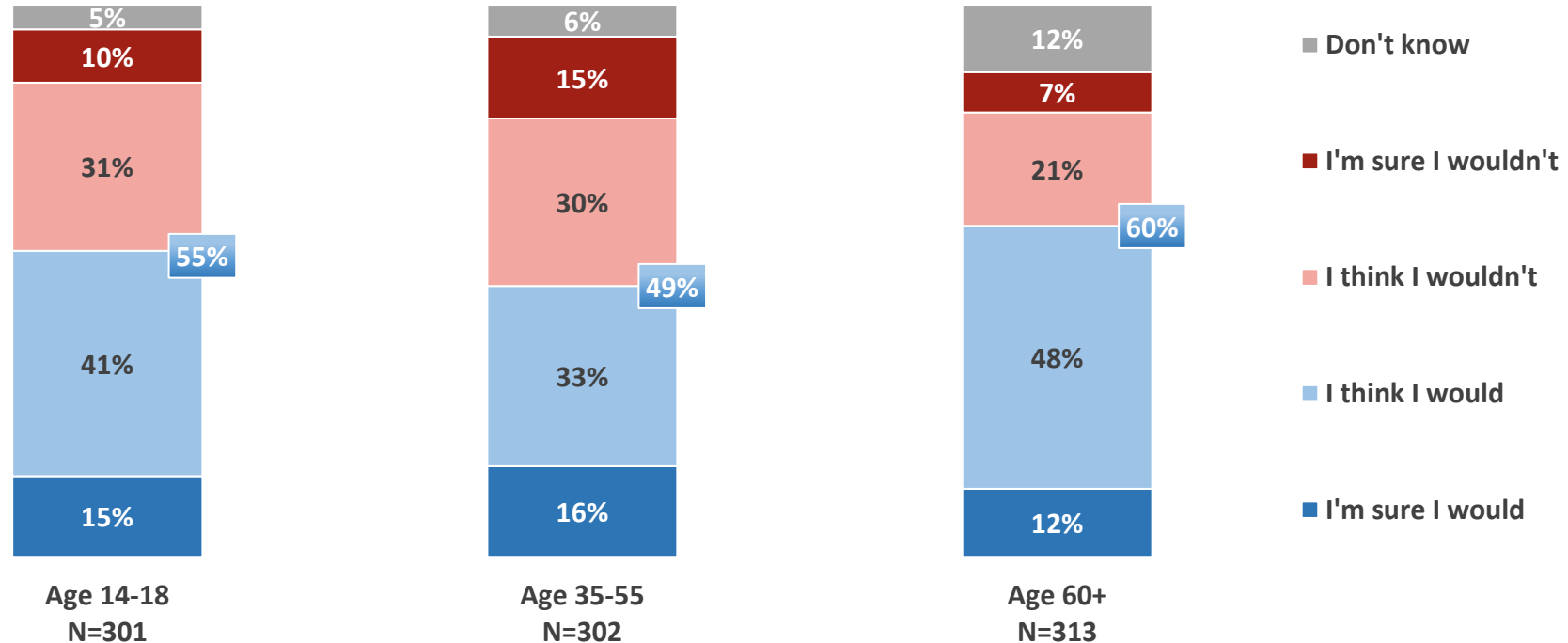


Detailed Findings

Potential Willingness to Use Safe Meet

Segmented by age groups

50-60% of target audience are open to using the app - higher among ages 60+, somewhat lower among ages 35-55, although most are hesitant ("Think I would").

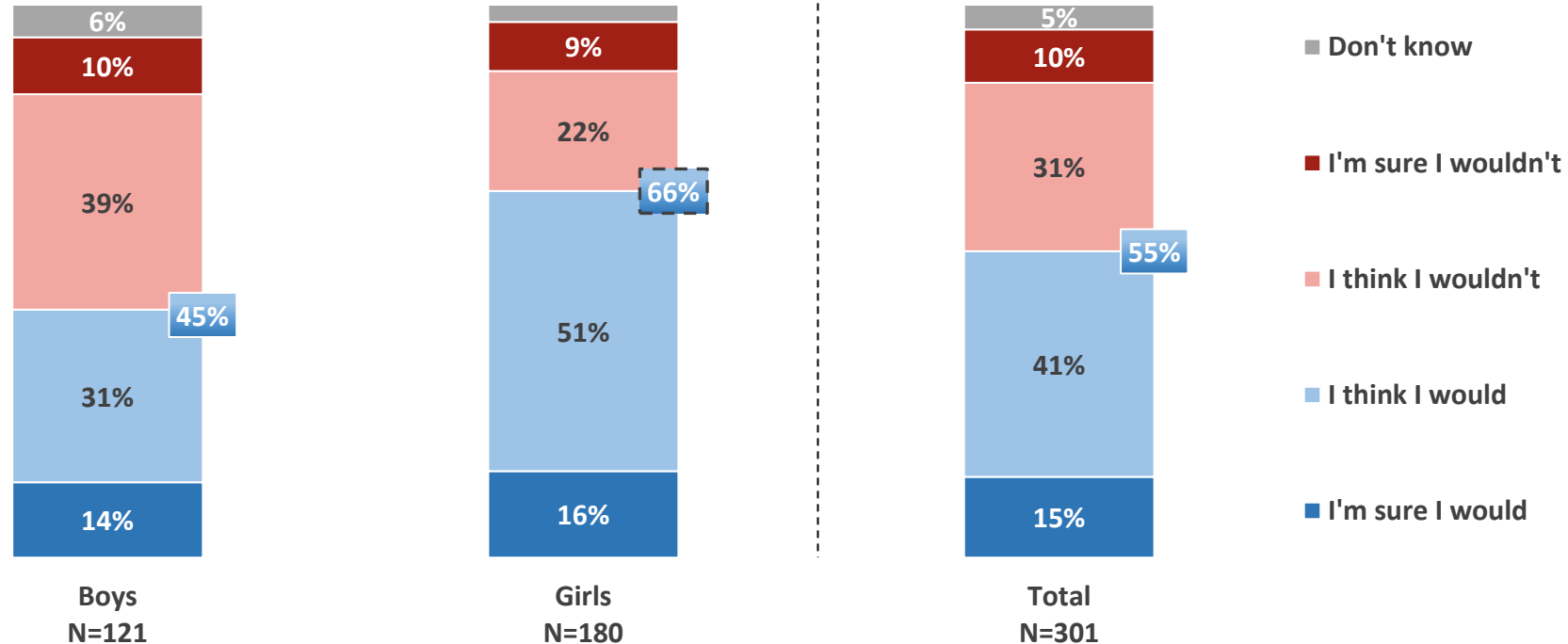


Assuming you were offered a mobile app aimed at connecting people with shared interests and characteristics in your area in order to enlarge your circle of friends (the idea is to physically meet and not only online), would you consider using this service?

Potential Willingness to Use Safe Meet

Ages 14-18 - Teenagers

Young women (ages 14-18) are more open to using the app than boys, although both groups show similar share of those responding that they would surely consider using the app.



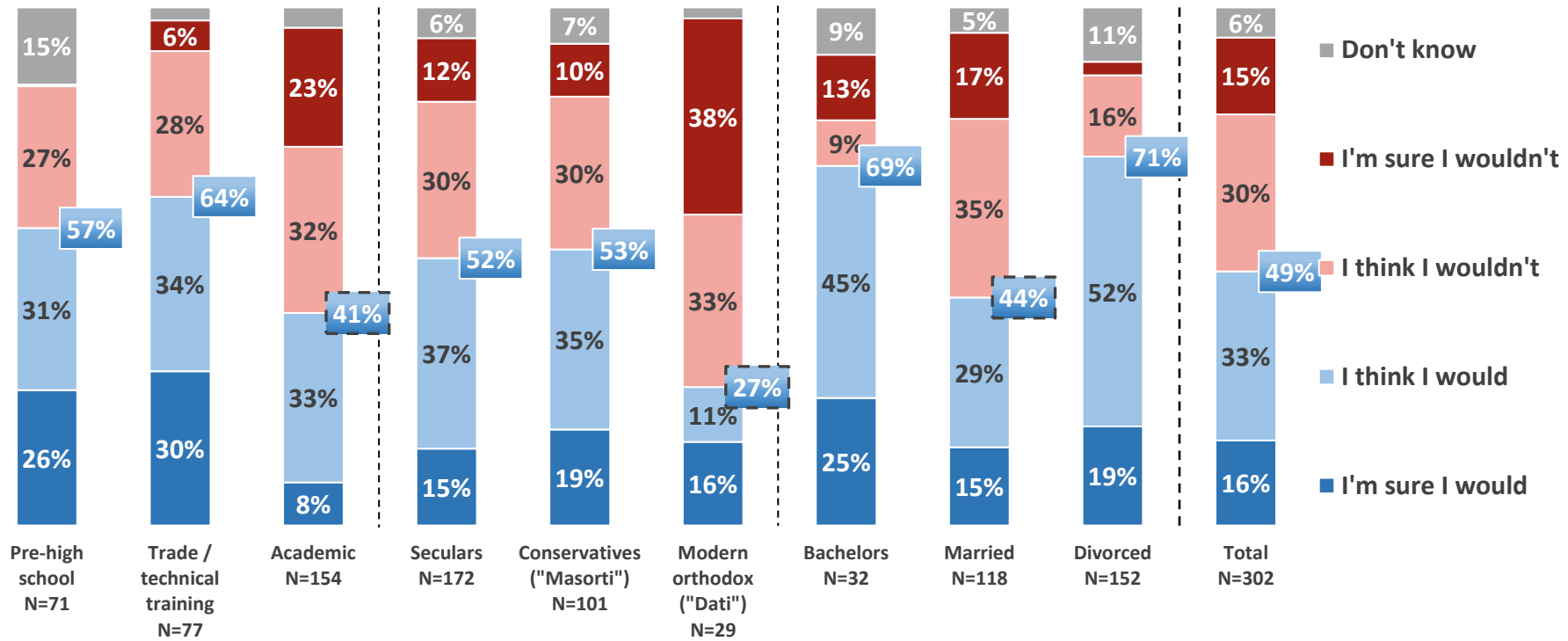
 Significant Difference

Assuming you were offered a mobile app aimed at connecting people with shared interests and characteristics in your area in order to enlarge your circle of friends (the idea is to physically meet and not only online), would you consider using this service?

Potential Willingness to Use Safe Meet

Ages 35-55

About 50% of ages 35-55 are open to using the app, higher among bachelors and divorced, but lower among married individuals, those with academic background and the modern-orthodox ("dati") sector.



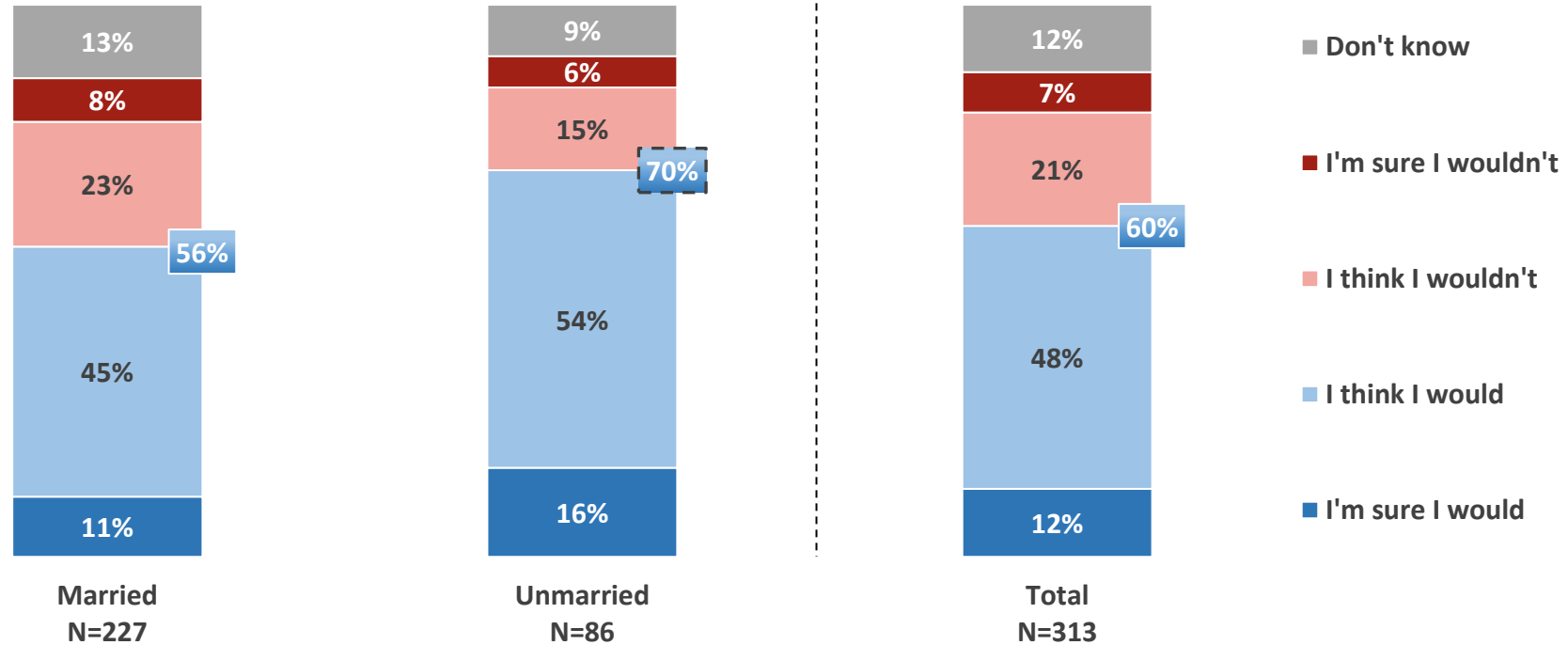
Significant Difference

Assuming you were offered a mobile app aimed at connecting people with shared interests and characteristics in your area in order to enlarge your circle of friends (the idea is to physically meet and not only online), would you consider using this service?

Potential Willingness to Use Safe Meet

Ages 60 and above

Among age 60+, unmarried people are more open to using the app.



Significant Difference

Assuming you were offered a mobile app aimed at connecting people with shared interests and characteristics in your area in order to enlarge your circle of friends (the idea is to physically meet and not only online), would you consider using this service?

Conclusion

In General, there is medium-to-high openness to using the app, with 50-60% among all age groups open to using it, although most are hesitant (“Think I would” rather than “Sure I would”).

Therefore, it is recommended to attempt to better examine target audience’s concerns and barriers for using the app, in order to address them and increase both the openness to the app and the potential willingness toward it.

Moreover, it is recommended to focus on the following audiences:

- Young women, ages 14-18
- Non-academic, bachelors and divorced individuals, ages 35-55, among the secular and conservative (“traditional”) sectors
- Unmarried man and women, ages 60 and above.

Economic feasibility and market potential

Models, methods and unique research tools for estimating economic potential, making decisions in planning processes, branch deployment and conceptual initiative.



Urban planning

A wide range of solutions for local authorities, planning institutions and entrepreneurs, for diagnosing, analyzing, obtaining information and supporting decisions to promote urban planning.



Models and information-intensive solutions

Research and development of models and information intensive solutions based on a unique national information system and computerized analytical mapping (GIS)



Customer segmentation and audience mapping

Mapping and characterizing customers, locating potential customers identifying and analyzing marketing opportunities, at the resolution of communities / neighborhoods and residential buildings



Marketing, advertising and public opinion

A variety of research and survey solutions, as a tool that supports decisions in planning business and marketing strategy for decision makers, advertising agencies and public relations.



Quality of service and customer experience

Models, methods and operative solutions, for measuring and improving customer satisfaction, sales and service processes, strengthening loyalty and customer retention.



Pharma and Medicine

Specializing in epidemiological and medical marketing research, in a variety of therapeutic areas, the pharmaceutical market and the OTC market

