

CitizenMe enables you to **access a wide range of data**; from AI algorithms (e.g. psychometrics), verified API connections (e.g. app usage) and self reported survey questions

## CITIZENME DATA

CitizenMe Data represents personal data that Citizens gather about themselves in the app. These build up rich data profiles on each Citizen, which are managed and fully controlled by the individual.

## USING CITIZENME DATA

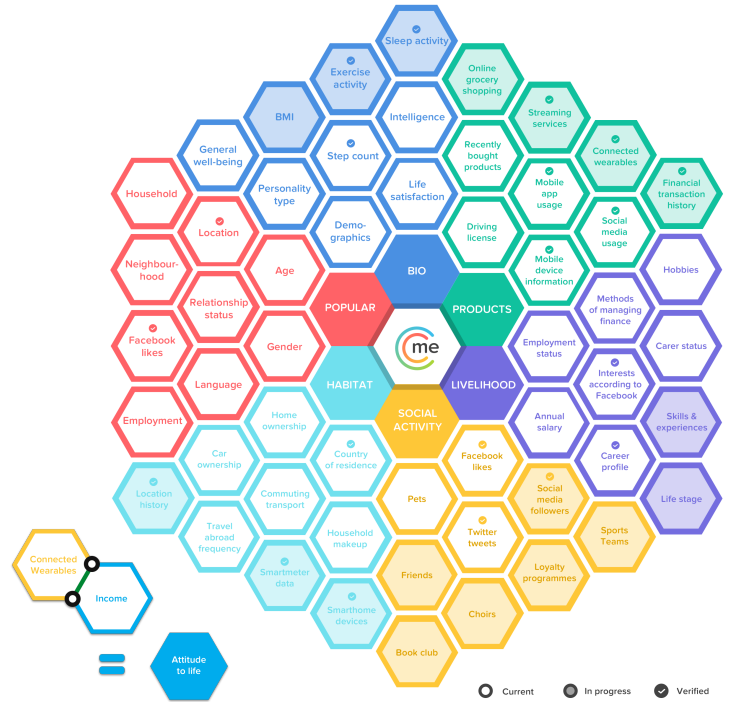
You can request CitizenMe Data by including relevant data points in your questionnaires.

The Citizen will be asked if they consent to exchange their CitizenMe Data alongside responding to your questions. If they do, you will receive instant, pre-filled personal data along with survey answers.

## UNIQUE INSIGHTS

The value of CitizenMe Data really shines when you start connecting the dots.

Linking varied data points to more traditional survey questions will generate deeper insights into your research findings, possibly uncovering new target segments, trends or news-worthy discoveries.



## DATA TYPES

With CitizenMe Data, you can access and combine 3 key data types in innovative ways, all in one place:

Self reported data

Citizens' perception of themselves and their behaviours gathered by answering questions or sharing images and videos\*, e.g. Gender, breakfast preferences, car ownership etc. *\*Image and video sharing is in current development*

Verified data

Behavioural data permitted by the Citizen through API connections, e.g. App usage data, social media data, step count, and any data with an open API

Algorithmic (AI) surfaced data

New data created through machine learning algorithms that link together multiple data sets, e.g. Personality types, ecological friendliness, propensity for diabetes etc.

[Check out our case study to see how app usage, Ocean Big 5 and Facebook likes can be used](#)