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Sommario/riassunto	<p>This research paper reports the status of an Android-based mobile application 'Quiz Market' that allows market researchers an easy and efficient way to distribute surveys, collect trends in market data and provide information on what motivates consumers to answer surveys. The goal of our research is to leverage the increasing popularity of smart phones and present a mobile application (Quiz Market) that can collect market research data from users right on their phone. Users are surveyed based on location and topic interests, questions appear directly to the user and they are given rewards or points/coupons as soon as the question is answered.</p>