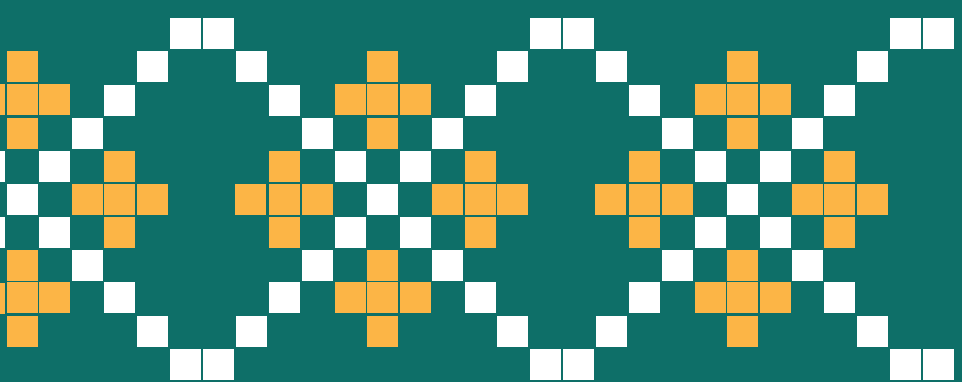
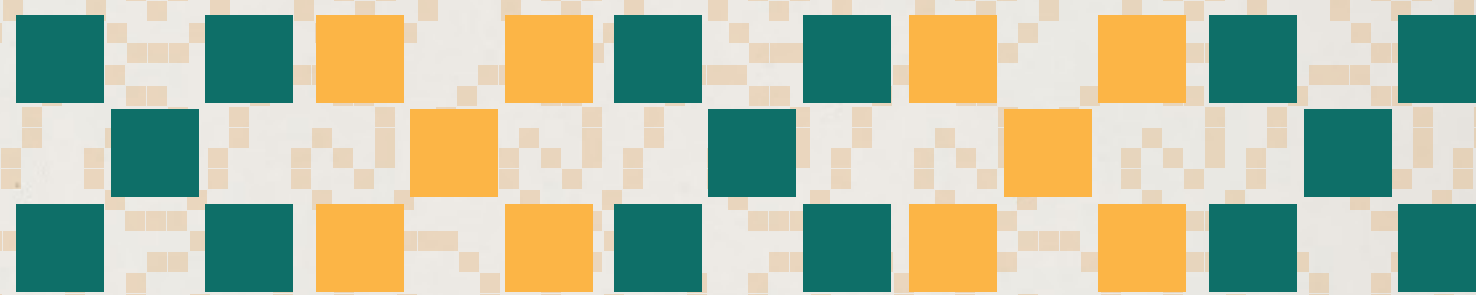
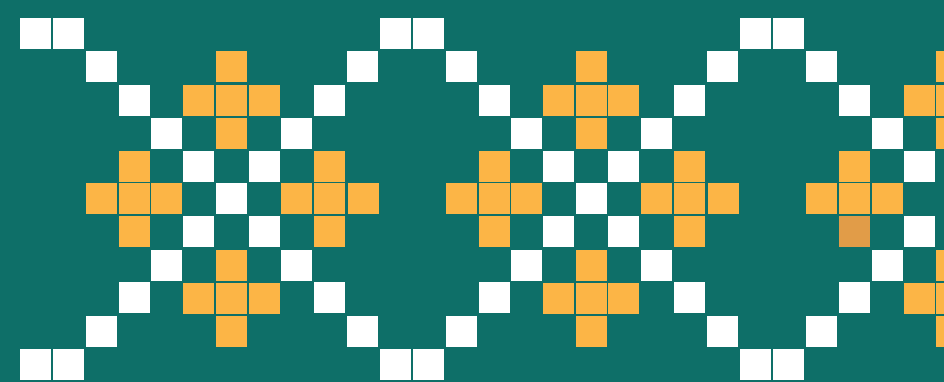


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# PANELBOOK 2023



# NICE TO MEET YOU!

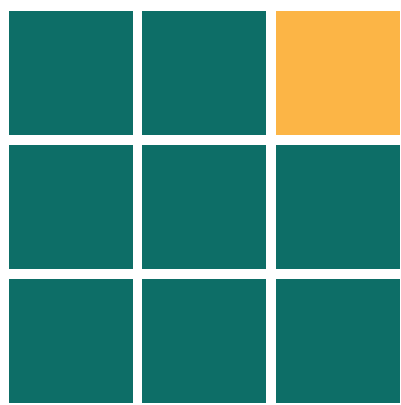
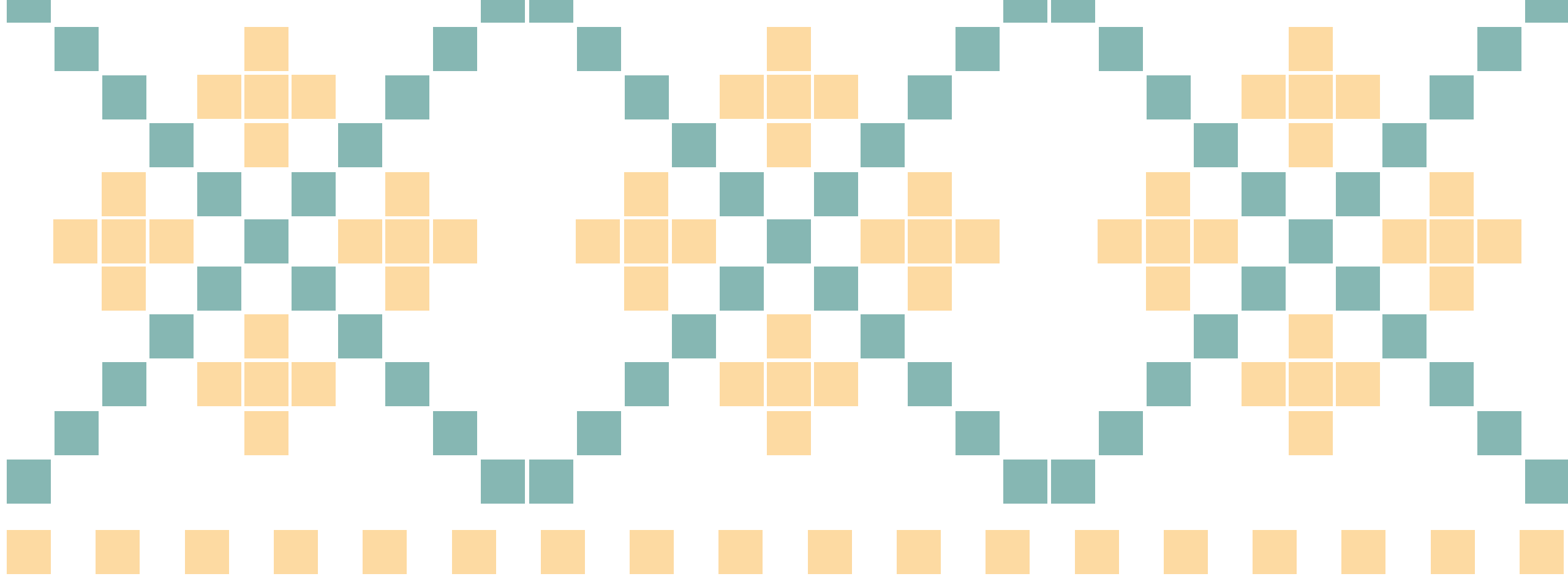


DataDiggers helps businesses and organizations reach their maximum potential by facilitating access to thoughts and opinions of people around the world.

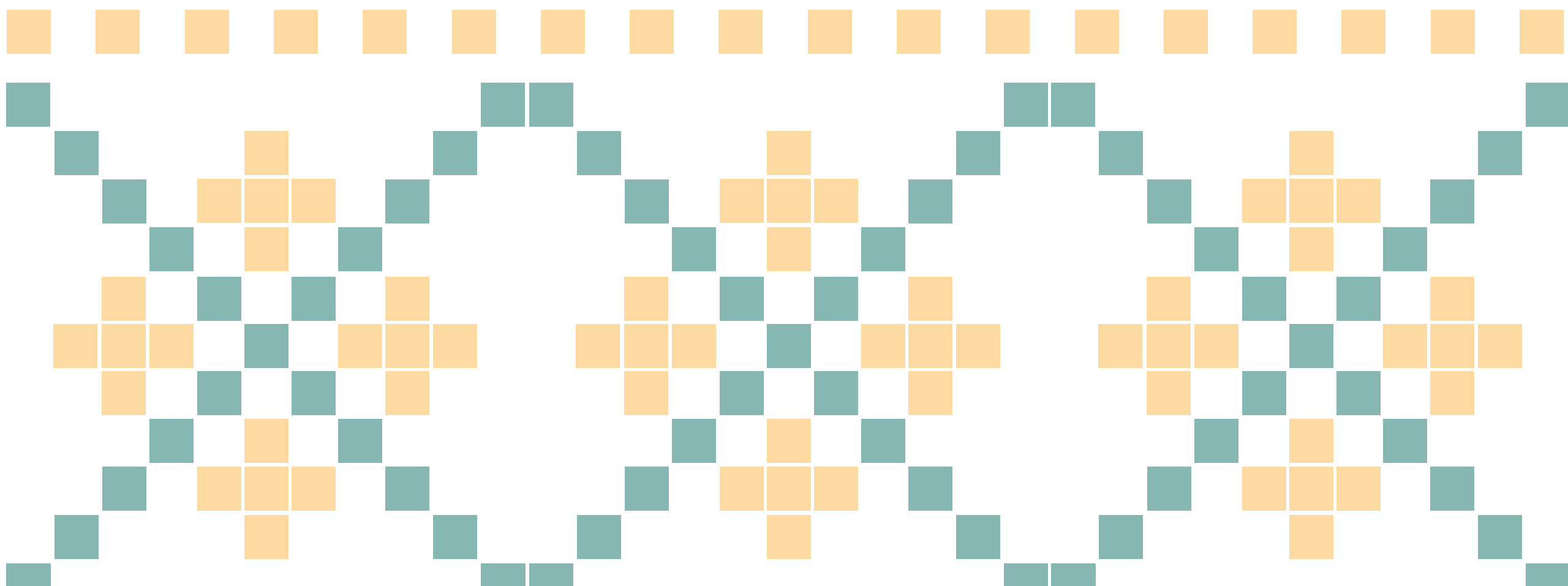
We are market research experts who provide clients all over the globe with a full set of data collection solutions and supporting services to help their businesses grow.

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# ABOUT US

With our expertise in market research, we provide clients around the globe with a full set of services and solutions to facilitate their growth:



Various online research methodologies:

- product testing
- tracking studies
- surveys on mobile devices
- multi-country studies
- client sample surveys
- incidence checks



Mixed online or offline quantitative and qualitative research methodologies:

- CATI
- Online and offline focus groups
- Online communities
- Online and offline diaries
- Online and telephone IDIs



Flawless supporting market research services:

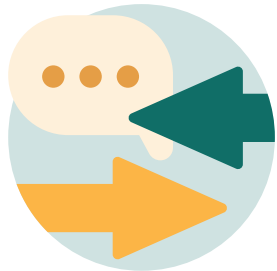
- Questionnaire building
- Survey programming & hosting
- Data processing
- Reporting and analysis



24/7 capacity to run online surveys in 100+ countries around the world at unbeatable competitive costs



Strong and fast growing proprietary online panels across Europe, the Middle East, Africa, Asia and the Americas



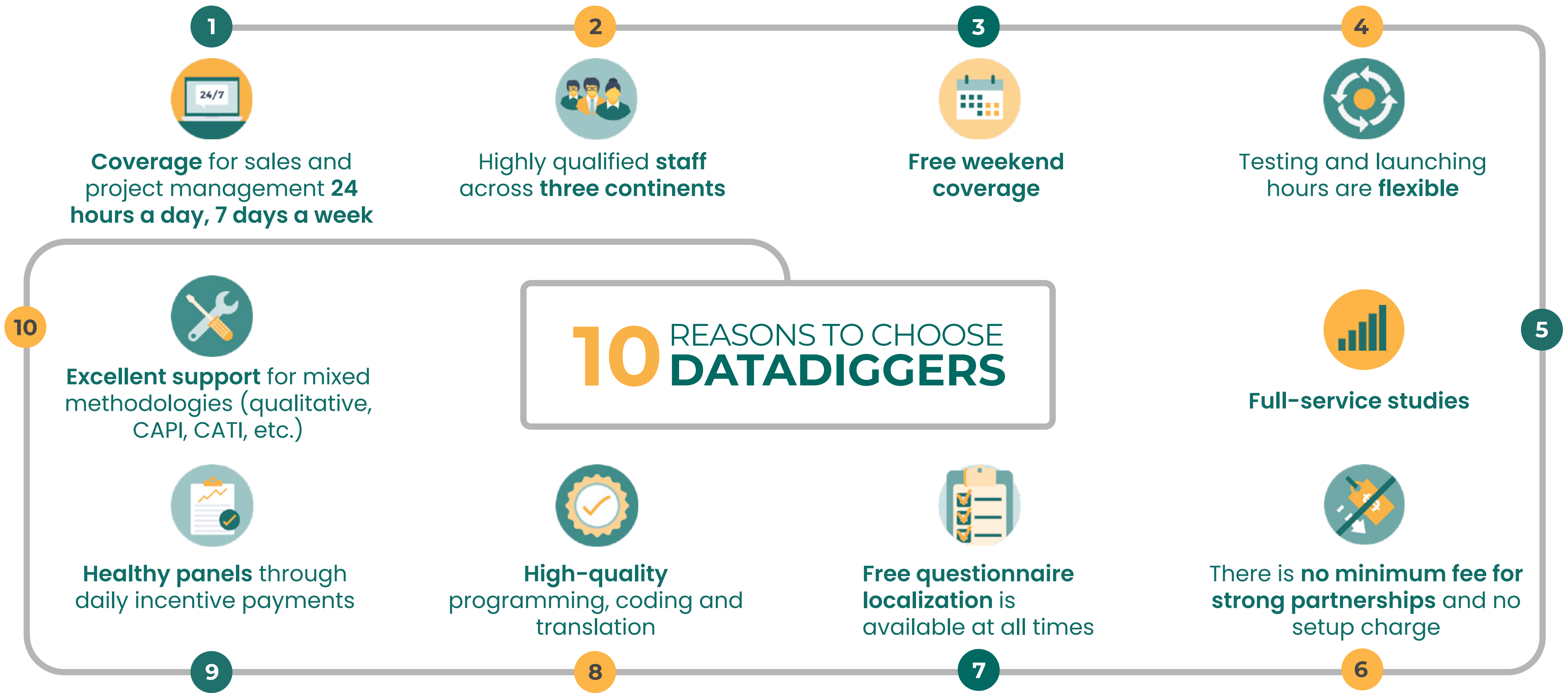
Top-notch coding and translation services for both questionnaires and verbatims

With teams based in Romania, Canada, India and Singapore, covering all time zones, we effectively conduct multi-national online market research projects across many verticals such as finance & banking, energy, business services, consumer products, telecom or pharmaceuticals.

Contact us at [rfq@datadiggers-mr.com](mailto:rfq@datadiggers-mr.com) right now to get a true sense of quality online market research services!



# WHAT MAKES US DIFFERENT



QUALITY



All our proprietary panels, housed starting with 2019 under our new panel brand. **MyVoice**, strictly follow industry standards and ethics codes as part of our dedication to meet the highest level of performance, being part of **ESOMAR**, **Insights Association** and **SORMA**. If we need to use local external panel providers we only hire those that meet several tight quality criteria:



We never conduct surveys based on databases, email lists, social networks or river sample, as we do not trust the data quality that results from using those resources.







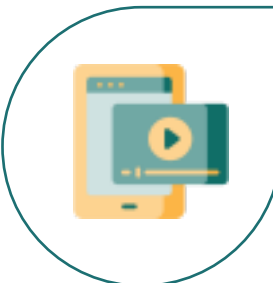
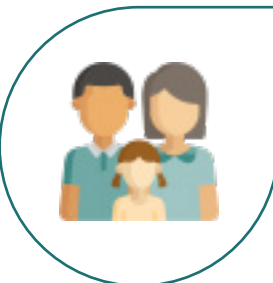


# QUALITY

We have an ongoing strong commitment to deliver advanced data quality on every online survey we conduct and every sample we provide to our clients.



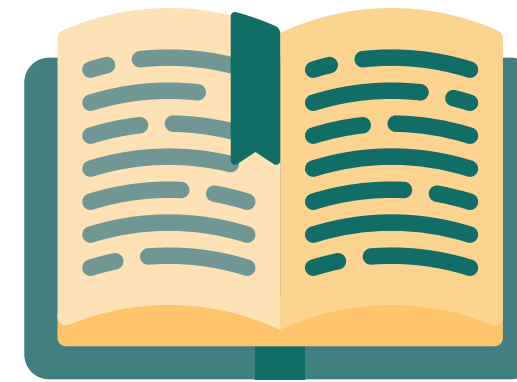
# PROFILING

When it comes to pre-targeted audiences, there is no compromise: we offer highly comprehensive and in-depth profiling for all proprietary online panels, counting more than 70 criteria, such as:

 <b>AUTOMOTIVE</b>	 <b>B2B</b>	 <b>FINANCE &amp; BANKING</b>	 <b>FOOD &amp; BEVERAGES</b>	 <b>HEALTHCARE</b>
Car ownership, registration year, brands, new or used car, etc.	ITDMs, BDMs, C-Level employees, job titles, company size, etc	Usage of banking services, card brands, etc.	Fast food or restaurant consumption habits, grocery shopping decision making, type of beverages consumed and frequency, etc.	Age, gender and number of children in the household shopping behavior, etc.
 <b>HOUSEHOLD</b>	 <b>MEDIA &amp; ENTERTAINMENT</b>	 <b>MOTHER OF BABIES &amp; PARENTING</b>	 <b>TECHNOLOGY &amp; GAMING</b>	 <b>TRAVEL</b>
Items owned, decision making purchase (main shoppers), etc.	Sports playing or watching, TV usage, magazines reading, etc.	Age, gender and number of children, in the household, shopping behavior, etc.	Smartphone ownership, phone brand, operating system, internet usage frequency, PC ownership, game console ownership, etc.	Business, leisure, type of transportation, frequency of travelling, etc.



All our panel members are required to provide basic data, such as year of birth, gender and location, at registration, which is automatically verified by entering a valid zip code.



Immediately after registration, as well as after every survey taken, we remind members to adjust their profile on all available categories, which are also updated on regular basis to keep up with the changes on the market. We also reward them for keeping their profiles up to date!




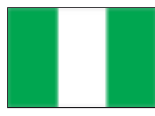


























That pays back in a high profiling depth, with over 90% of members giving their information on hot-topics like cars, employment or smartphones.





PANEL SIZES


Please find the sizes of our **most requested panels**, as in number of active members:


AFRICA			AMERICAS			ASIA-PACIFIC		
PROPRIETARY PANELS			PROPRIETARY PANELS			PROPRIETARY PANELS		
	Kenya	38820		Canada	33419		Hong Kong	3730
	Nigeria	40560		Chile	40080		India	61750
	South Africa	66450		USA	86261		Philippines	41280
EUROPE			EUROPE			SINGAPORE		
PROPRIETARY PANELS			PROPRIETARY PANELS			PROPRIETARY PANELS		
	Belgium	10890		Norway	9350		Singapore	4120
	Czech Republic	40500		Poland	43310		Thailand	30360
	France	14180		Portugal	33380	<div>MIDDLE EAST</div> <div>PROPRIETARY PANELS</div> <div> United Arab Emirates 28740</div>		
	Germany	12550		Romania	78750			
	Greece	35560		Spain	11560			
	Hungary	28980		Sweden	9890			
	Italy	17790		Switzerland	8920			
	Rep. Moldova	11560		Turkey	48410			
	Netherlands	10390		United Kingdom	16520			

PANEL SIZES

Please find the sizes of our **recruiting on demand panels**, as in number of active members:

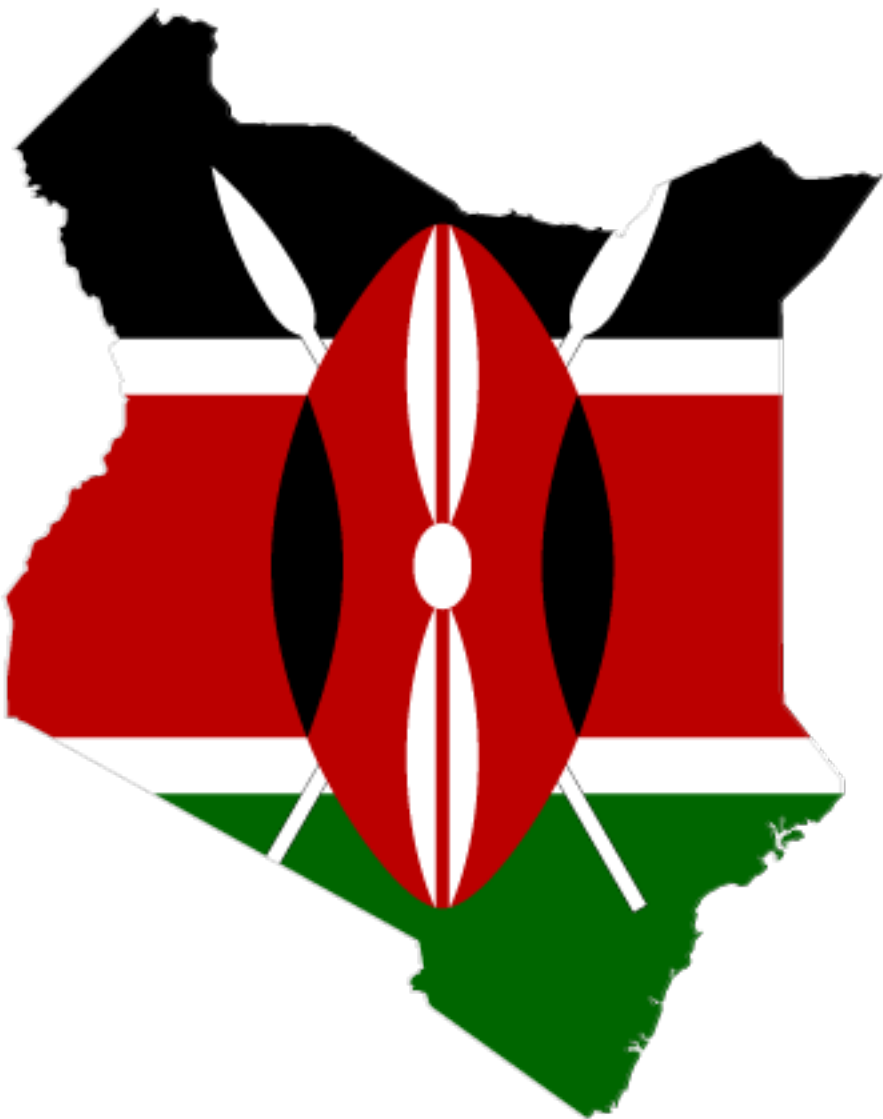
 AFRICA	PROPRIETARY PANELS
 Egypt	4270
 Ghana	3240
 Morocco	4140
 AMERICAS	PROPRIETARY PANELS
 Argentina	5280
 Brazil	6270
 Colombia	11900
 Mexico	13000
 Peru	24600
 MIDDLE EAST	PROPRIETARY PANELS
 Israel	3290
 Lebanon	1340
 Qatar	3420
 Saudi Arabia	4120

 ASIA-PACIFIC		PROPRIETARY PANELS			PROPRIETARY PANELS
	Australia	2490		New Zealand	3210
	China	6250		Pakistan	13660
	Indonesia	29680		South Korea	2340
	Japan	3260		Taiwan	5380
	Malaysia	4220		Vietnam	14920

 EUROPE		PROPRIETARY PANELS			PROPRIETARY PANELS
	Austria	3200		Latvia	2210
	Bulgaria	7240		Lithuania	2150
	Croatia	8520		Serbia	15580
	Denmark	9060		Slovakia	16120
	Estonia	2140		Slovenia	2640
	Finland	2550		Ukraine	3130
	Ireland	2610			

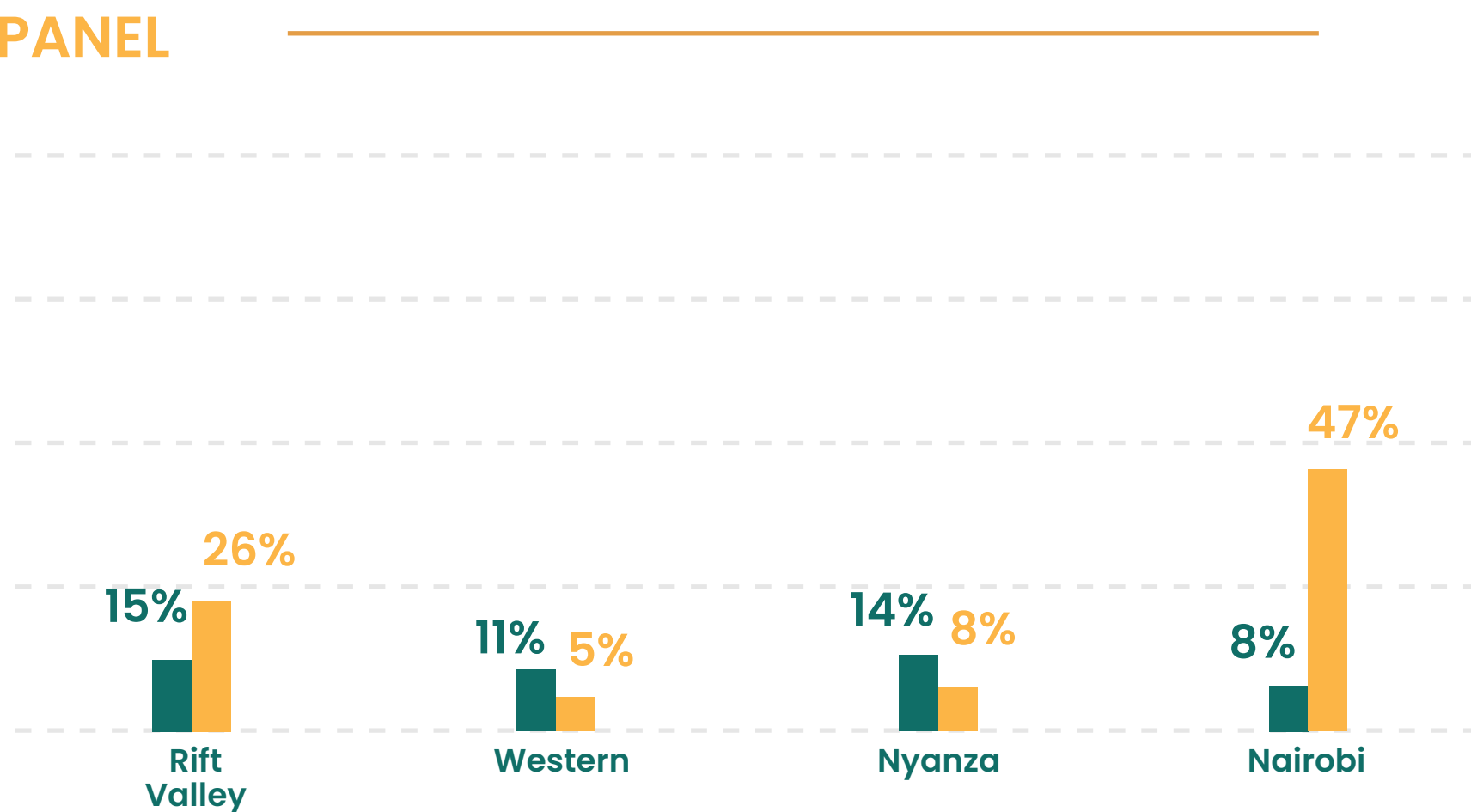
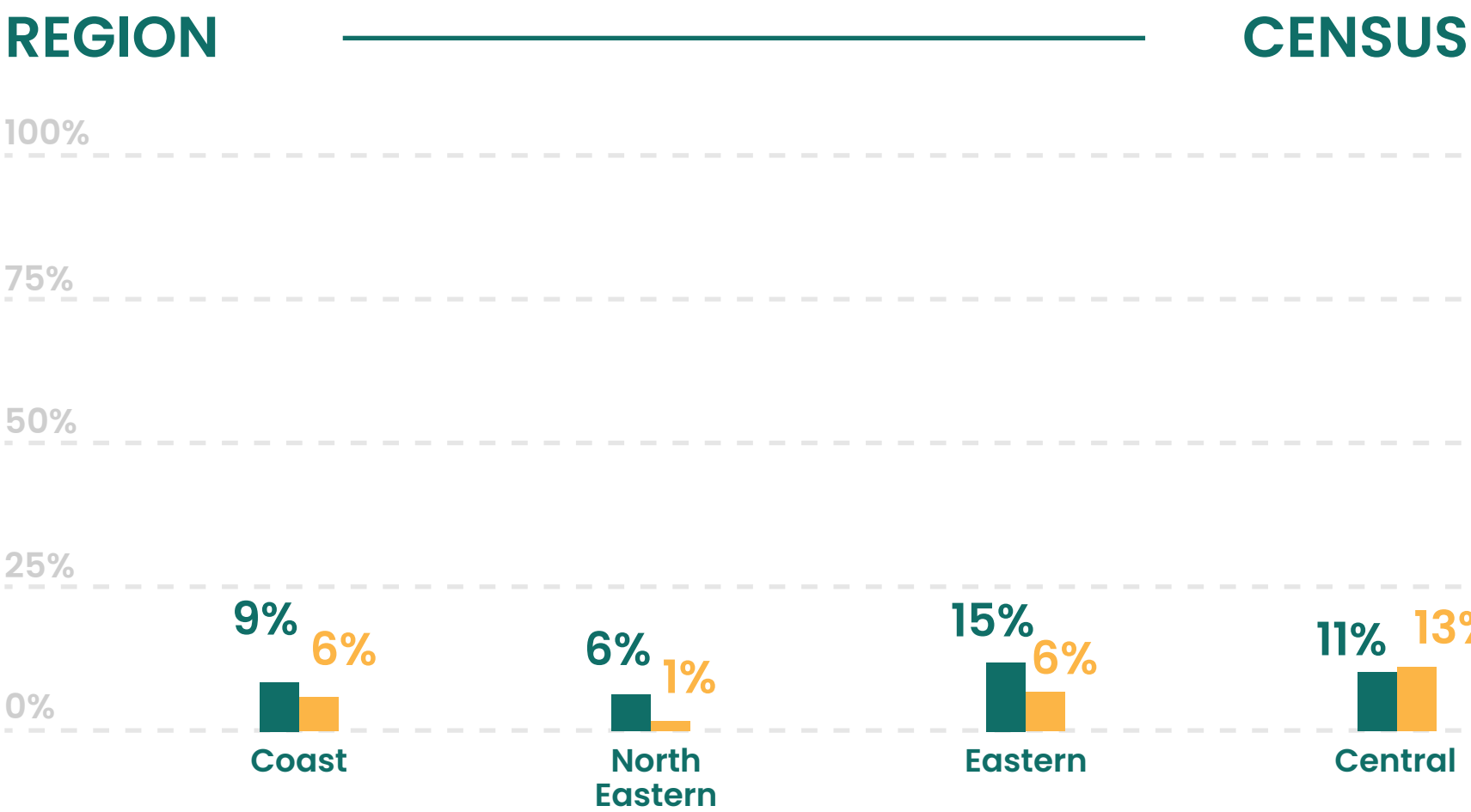
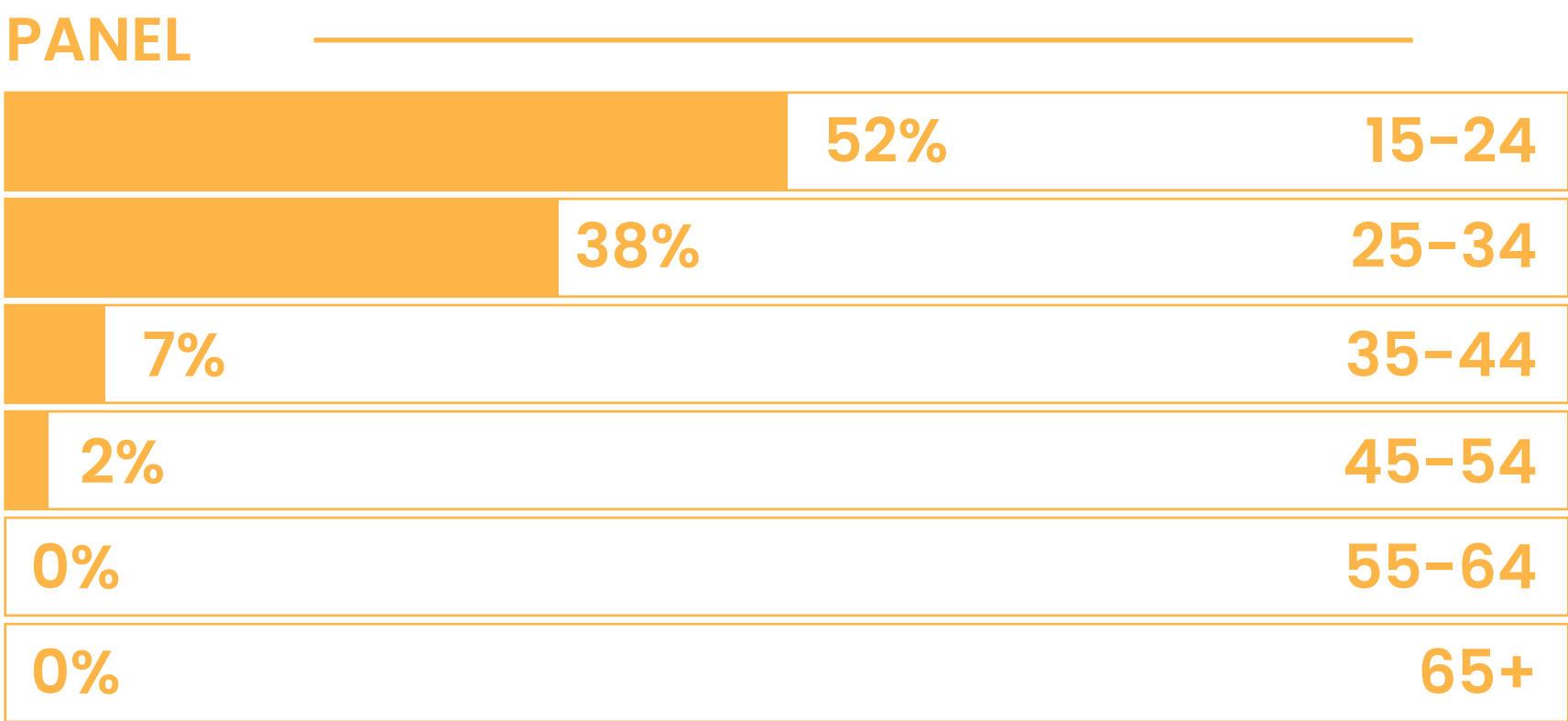
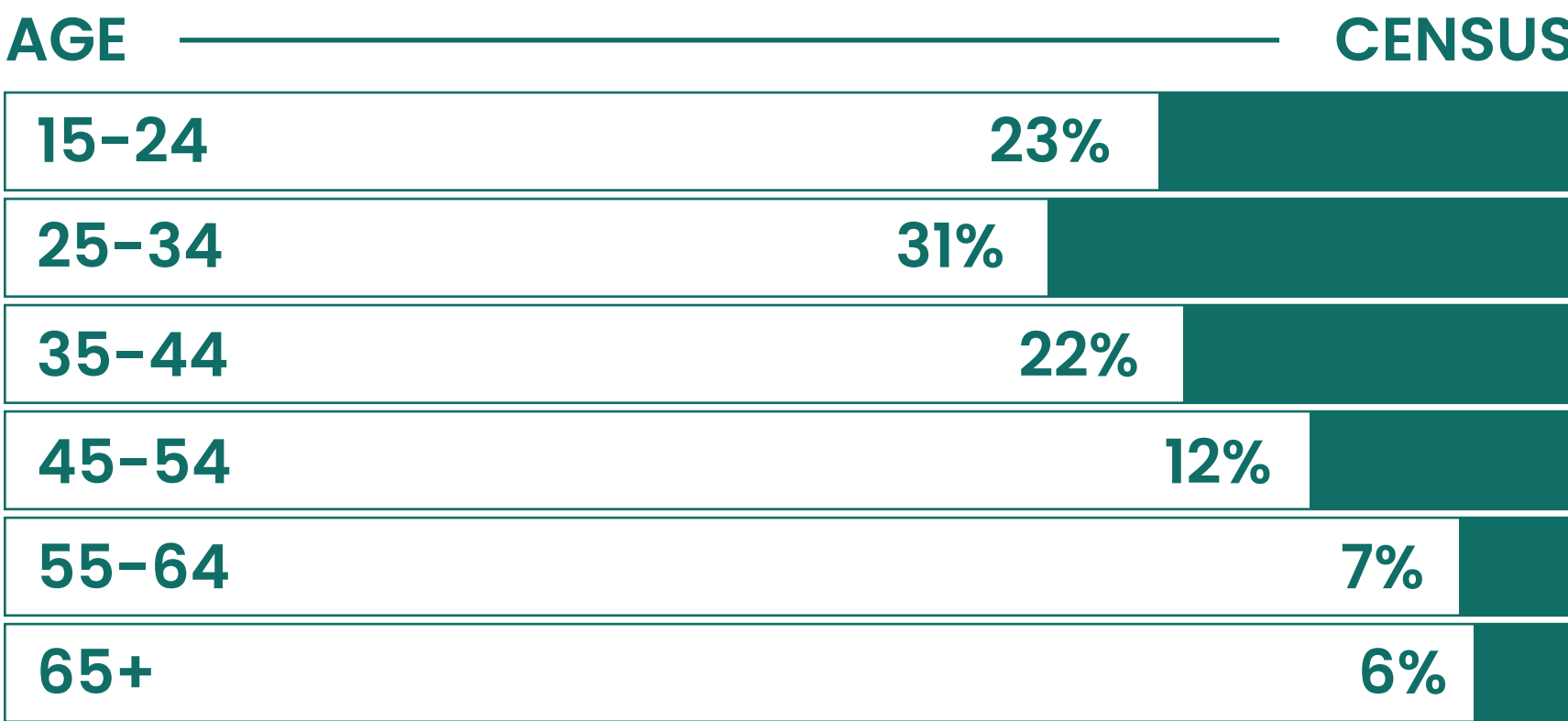
PANEL SIZE: 38,820

Population: 56,4 millions



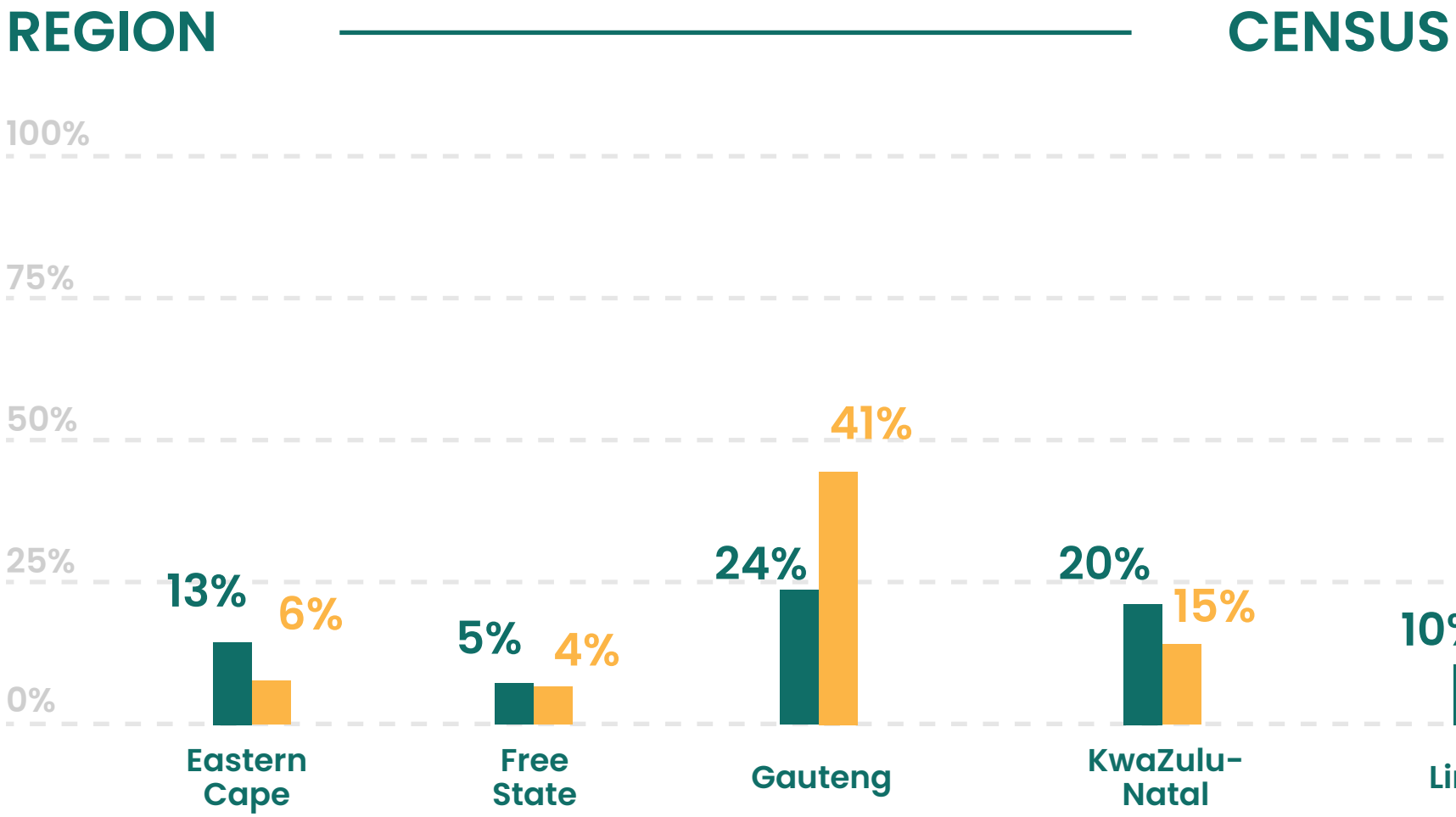
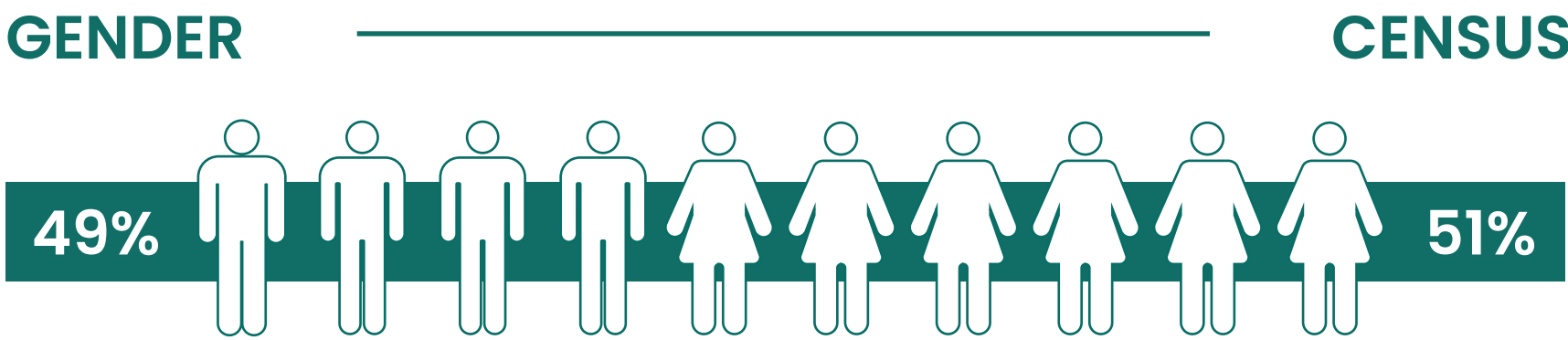
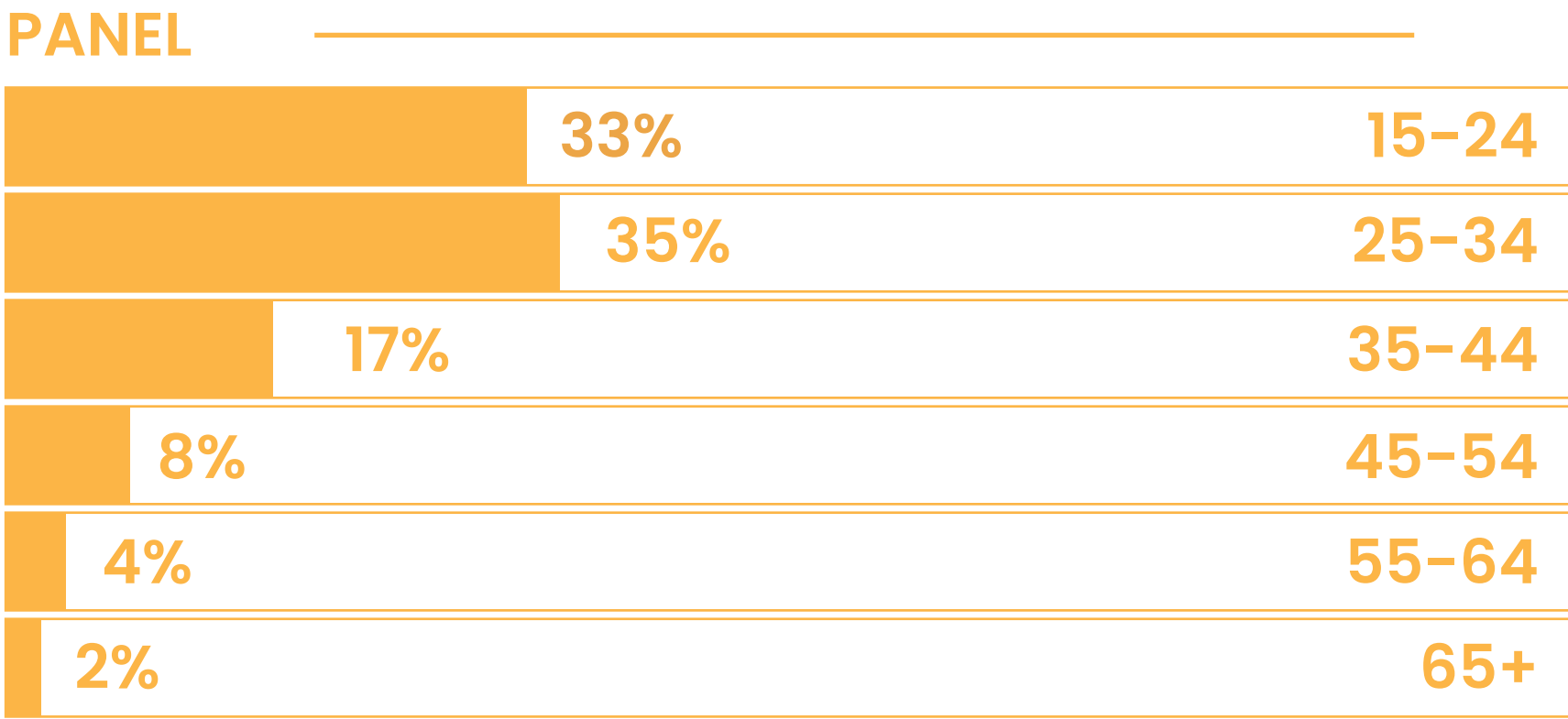
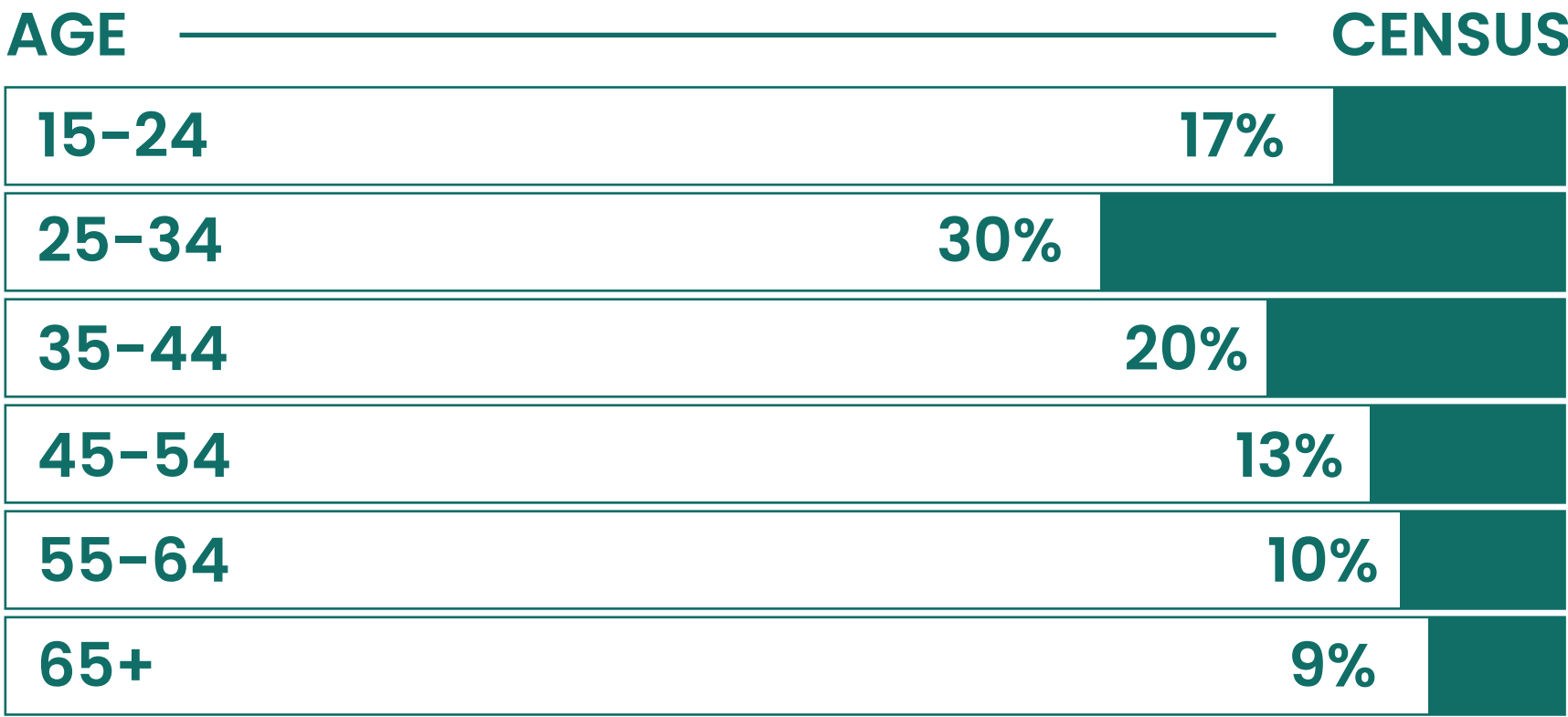
Contact us at:

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PANEL SIZE: 40,560

Population: 218,5 millions



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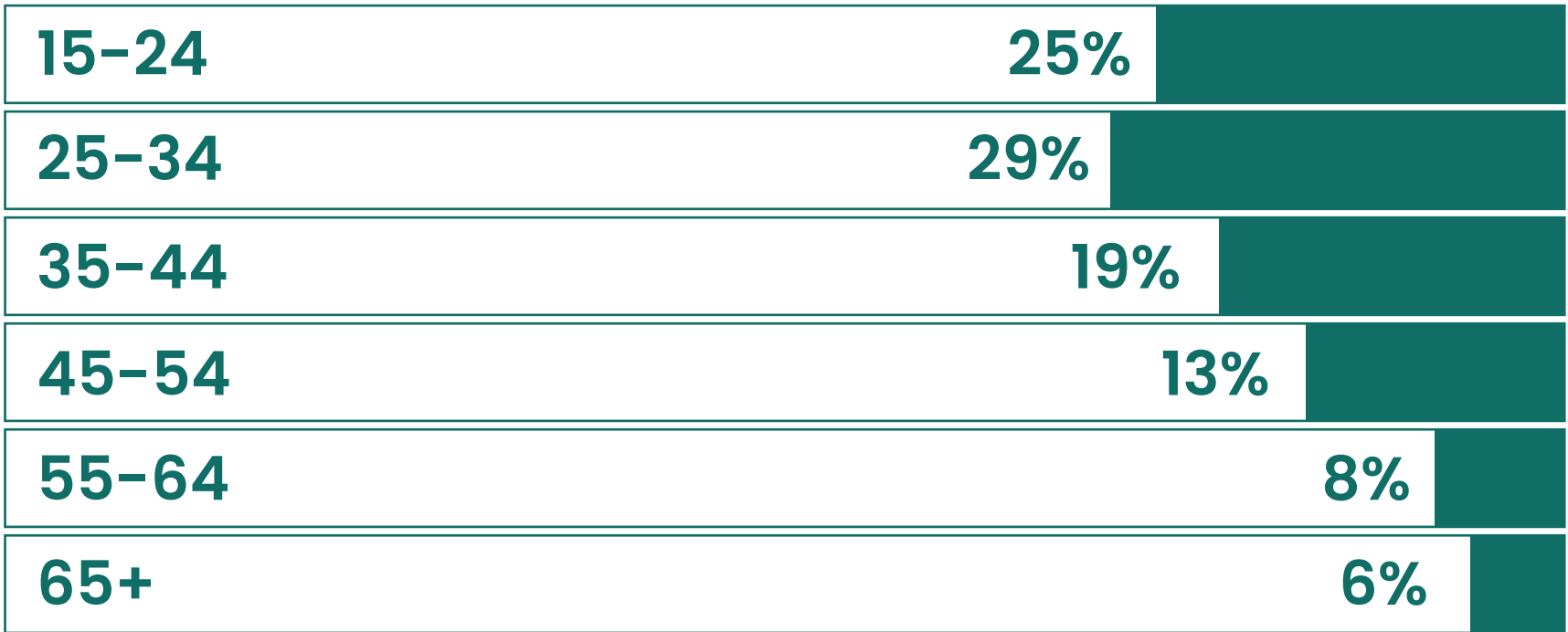
SOUTH AFRICA

PANEL SIZE: 66,450  
Population: 61 millions

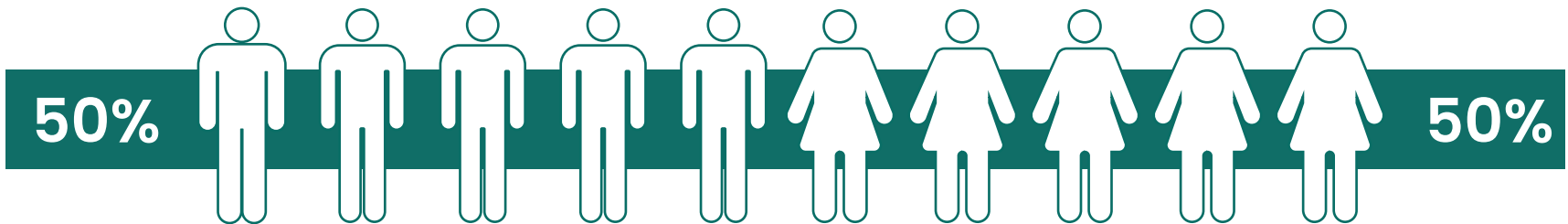


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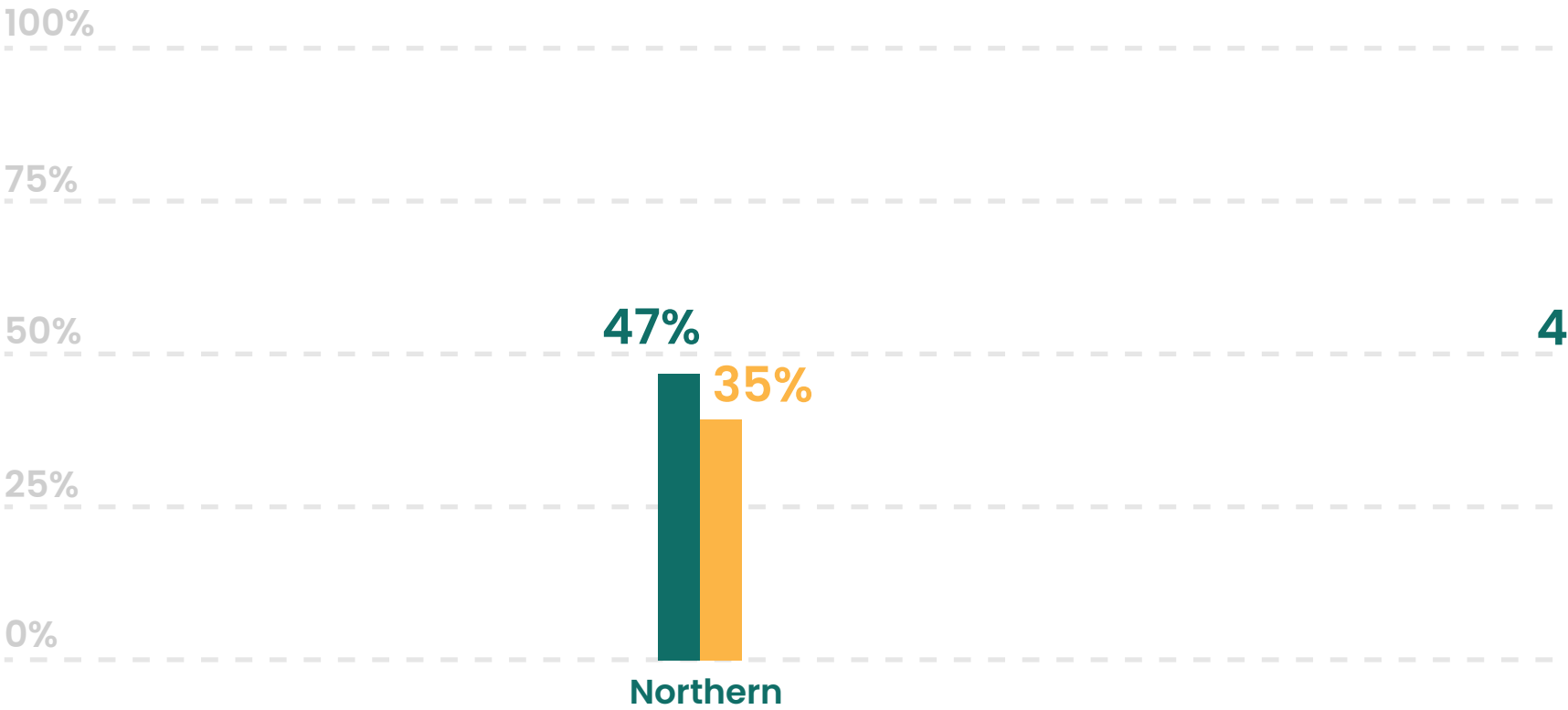
AGE CENSUS



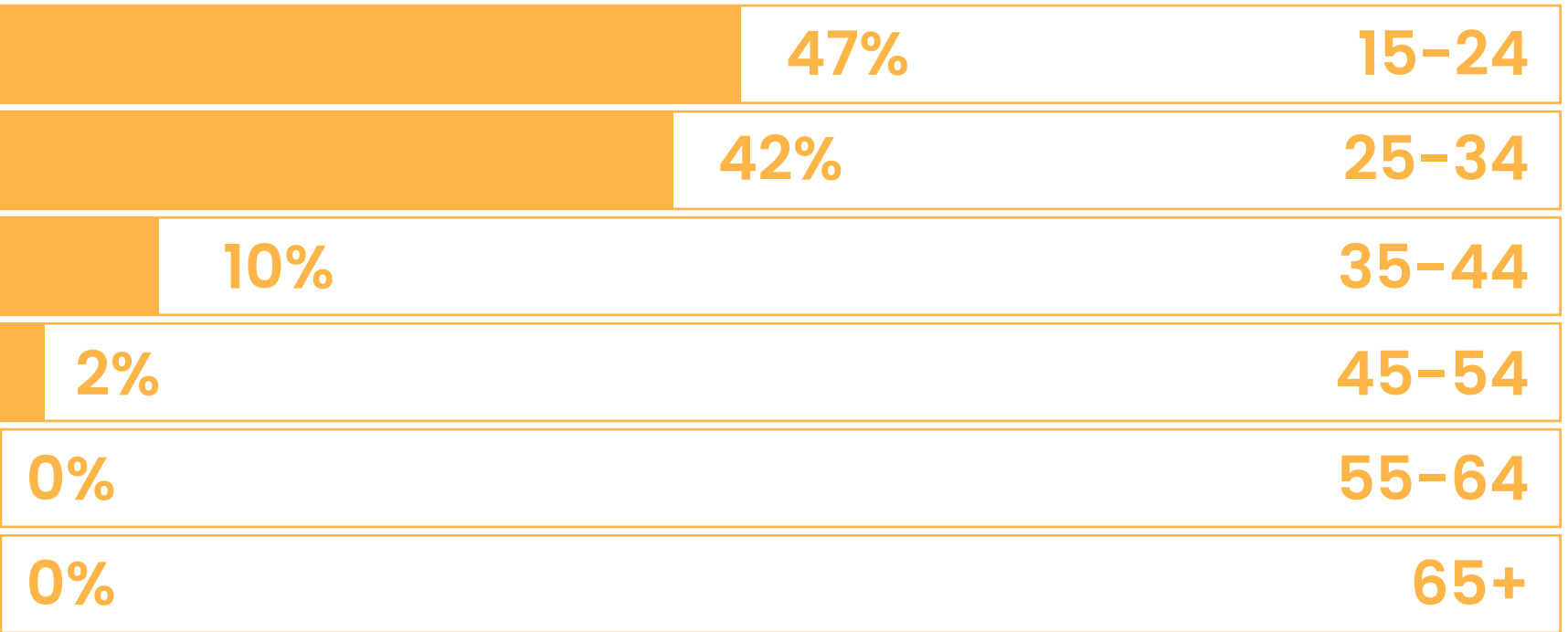
GENDER CENSUS



REGION CENSUS



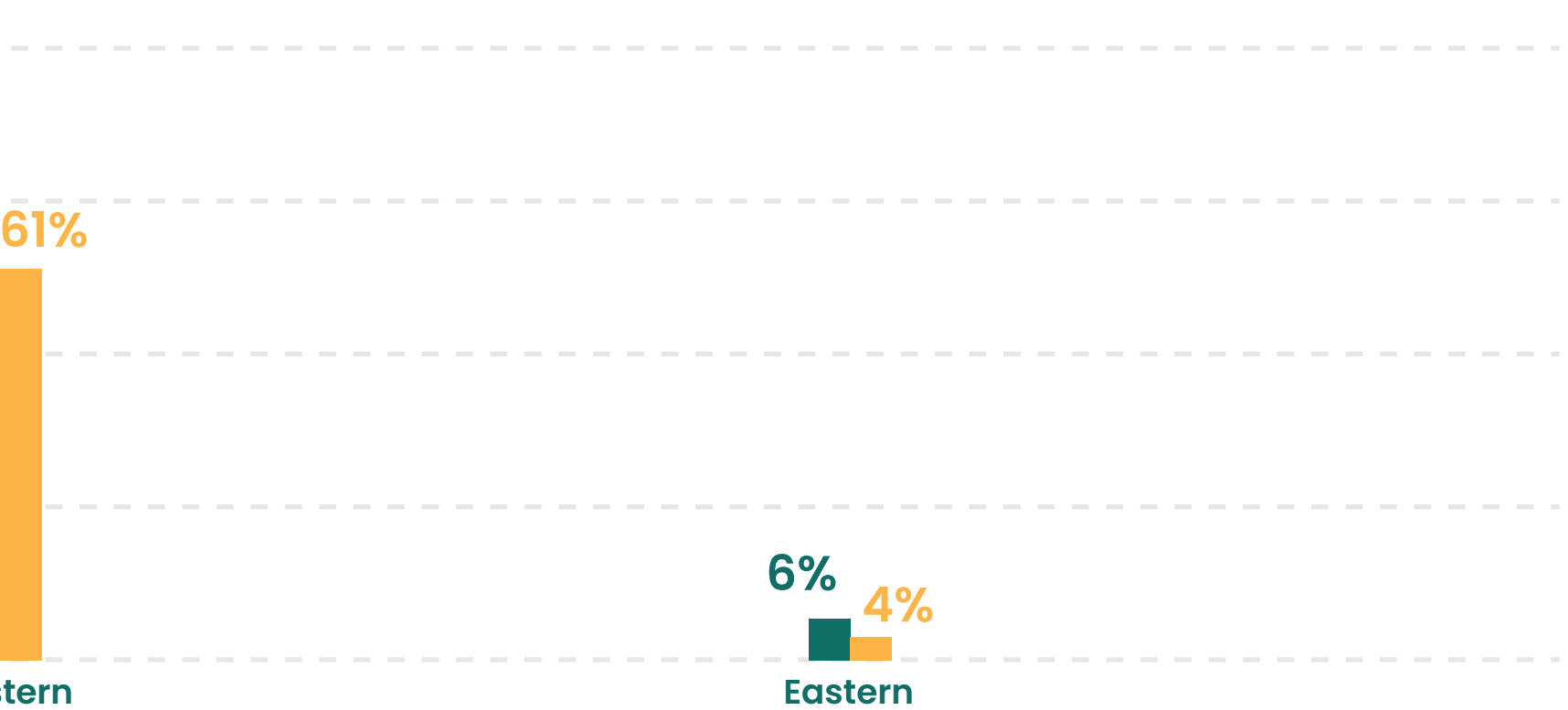
PANEL



PANEL



PANEL





CANADA

PANEL SIZE: 33,419

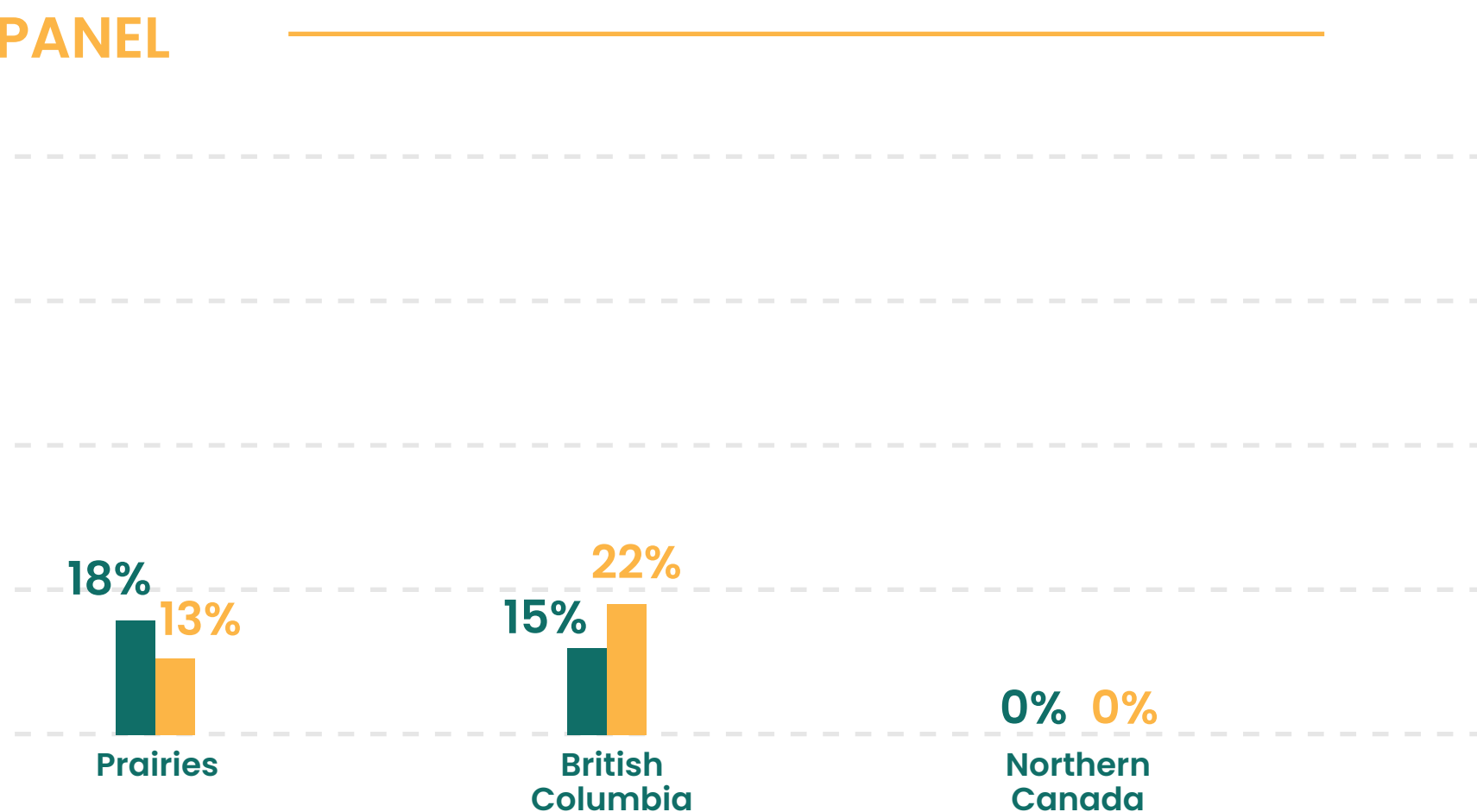
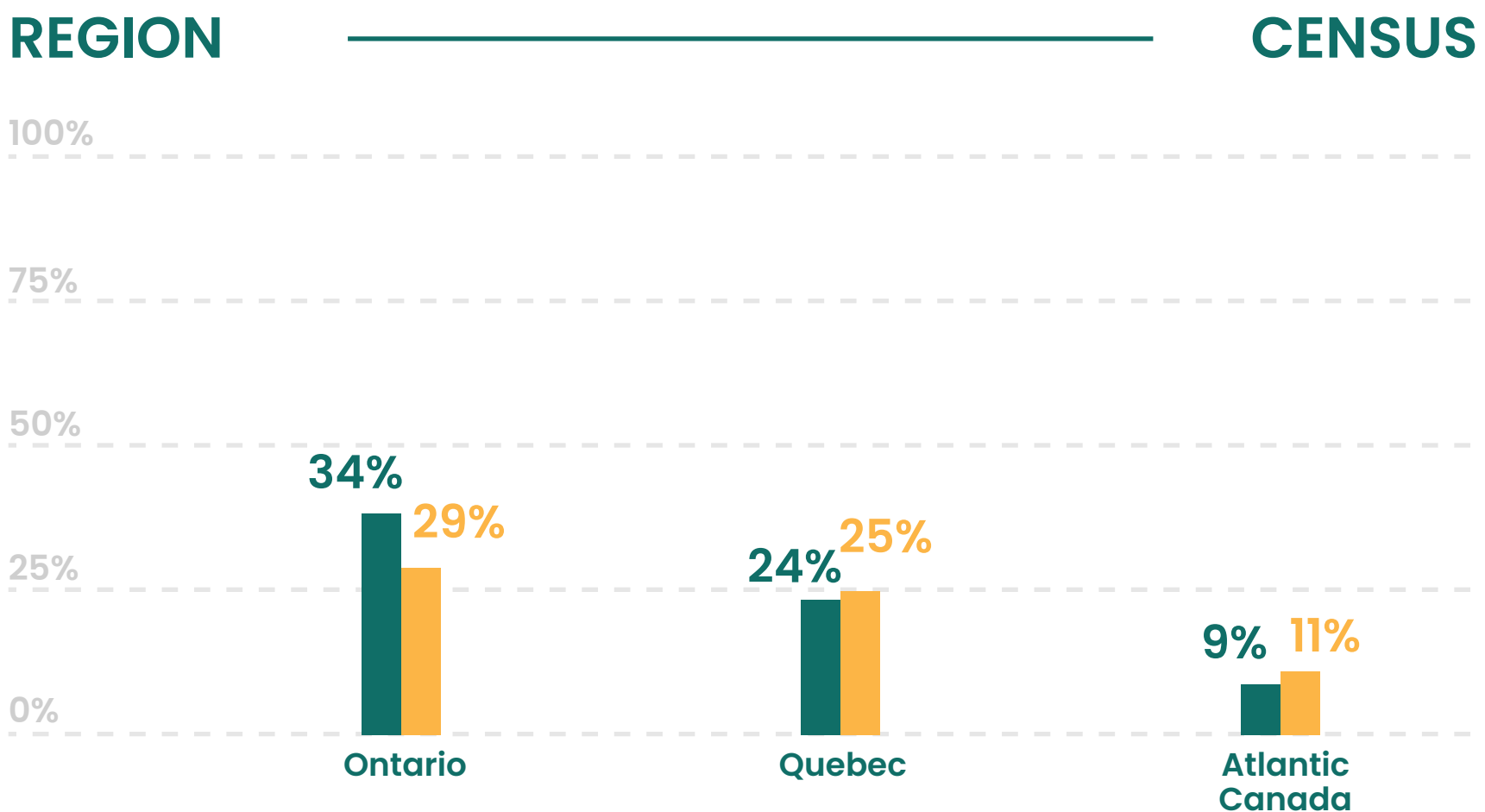
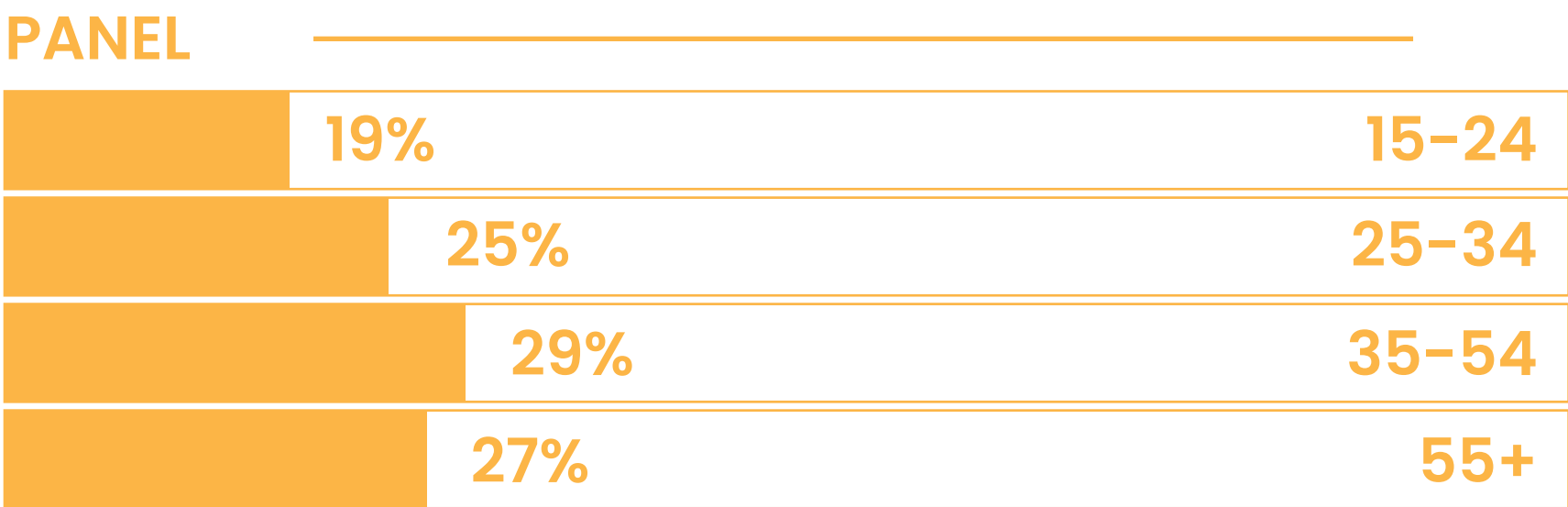
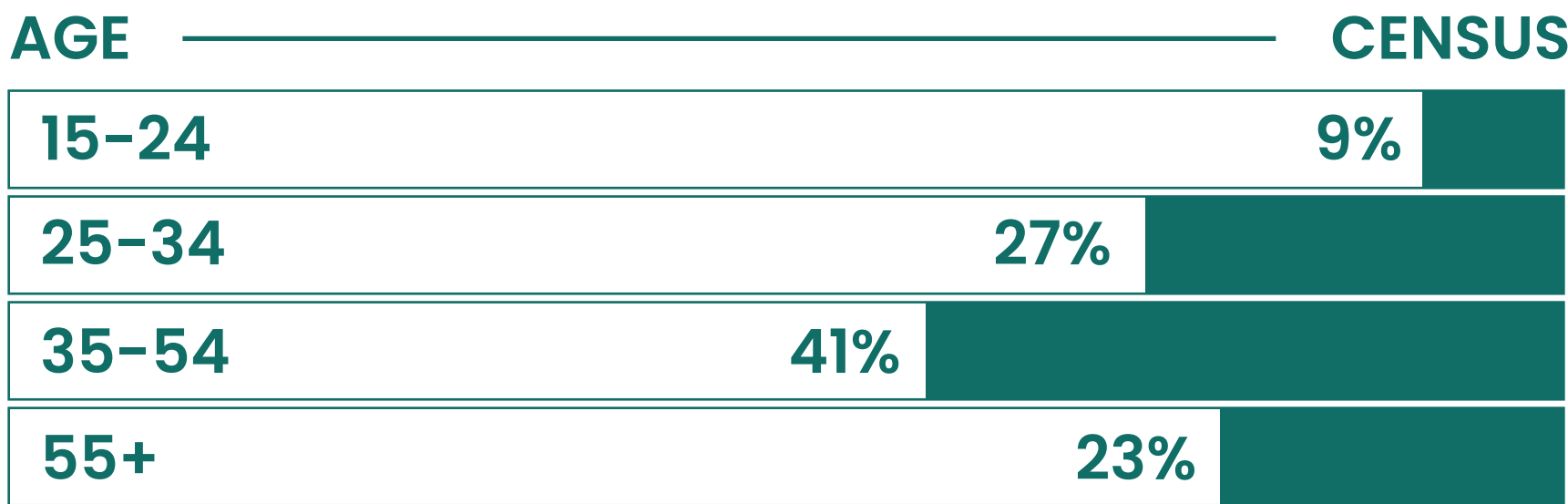
Population: 37,4 millions



Contact us at:

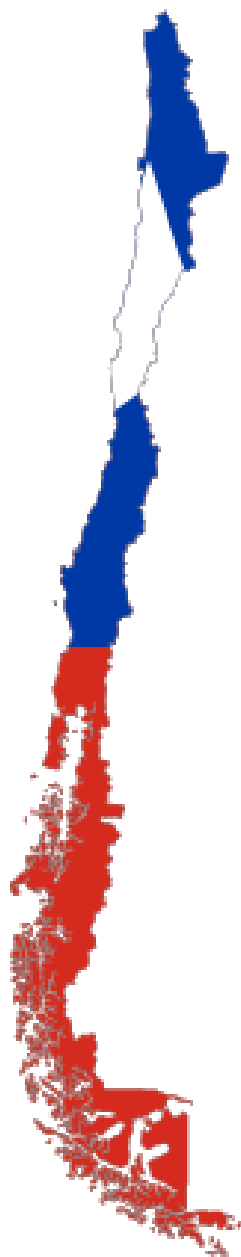
rfq@datadiggers-mr.com

AMERICAS



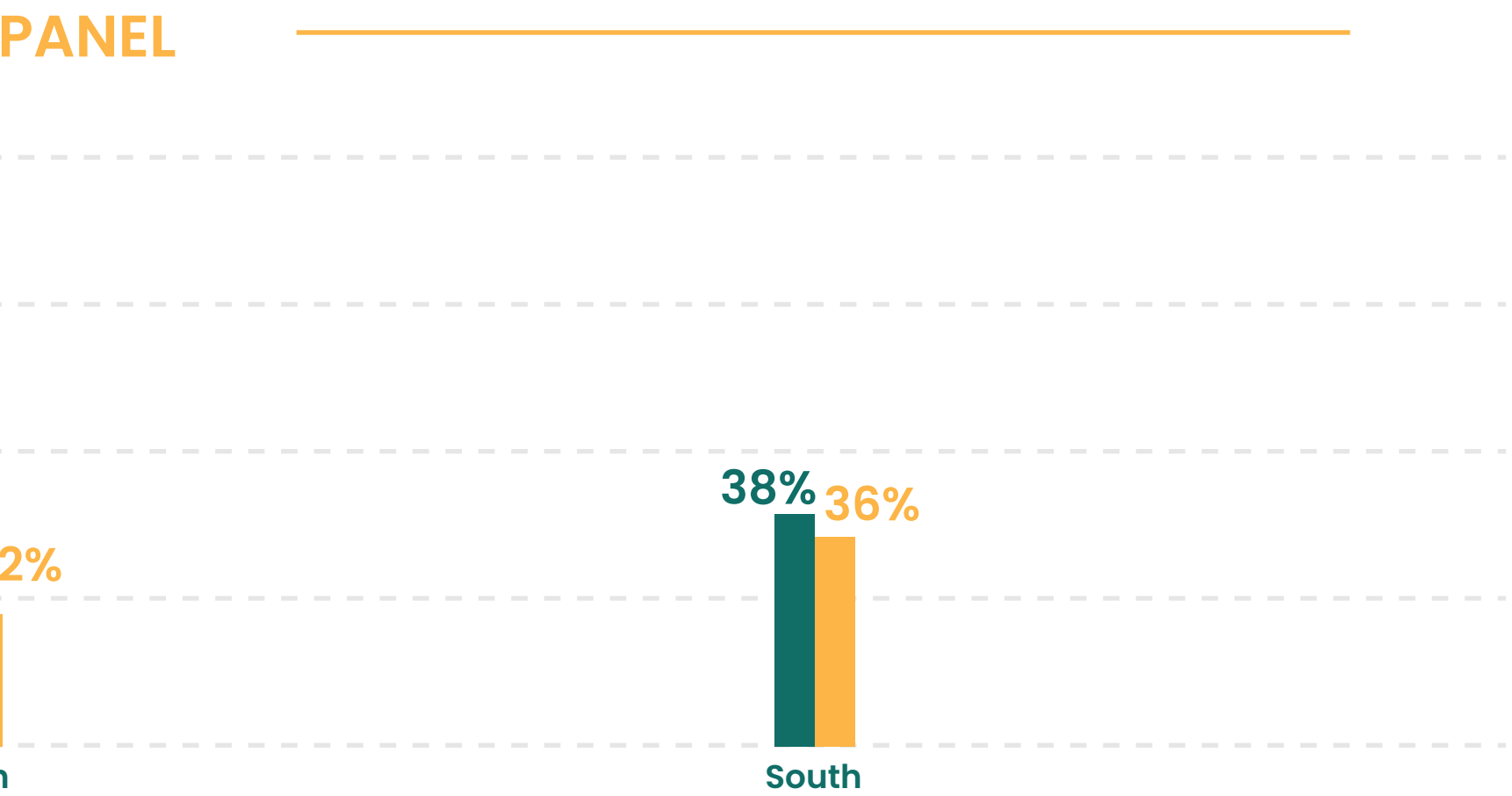
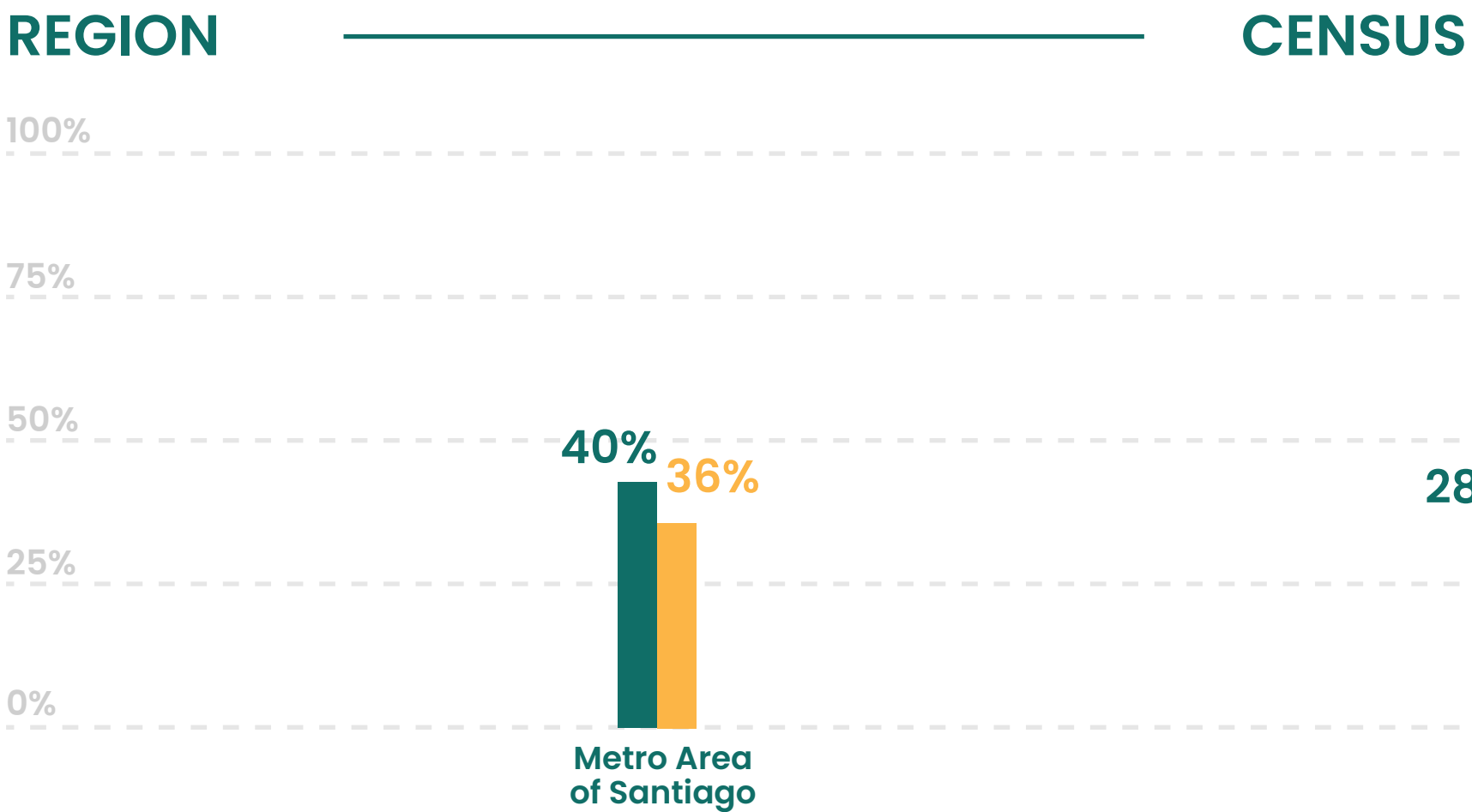
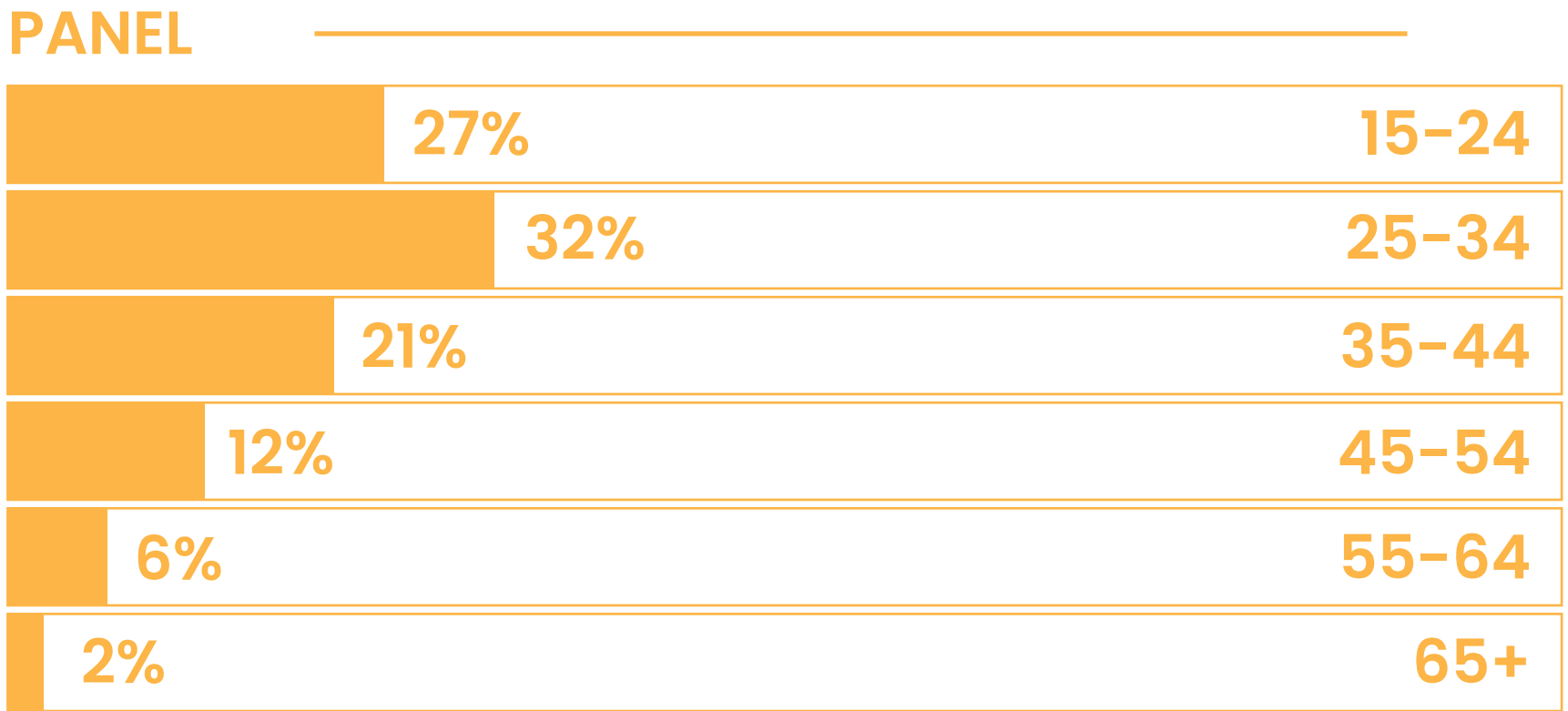
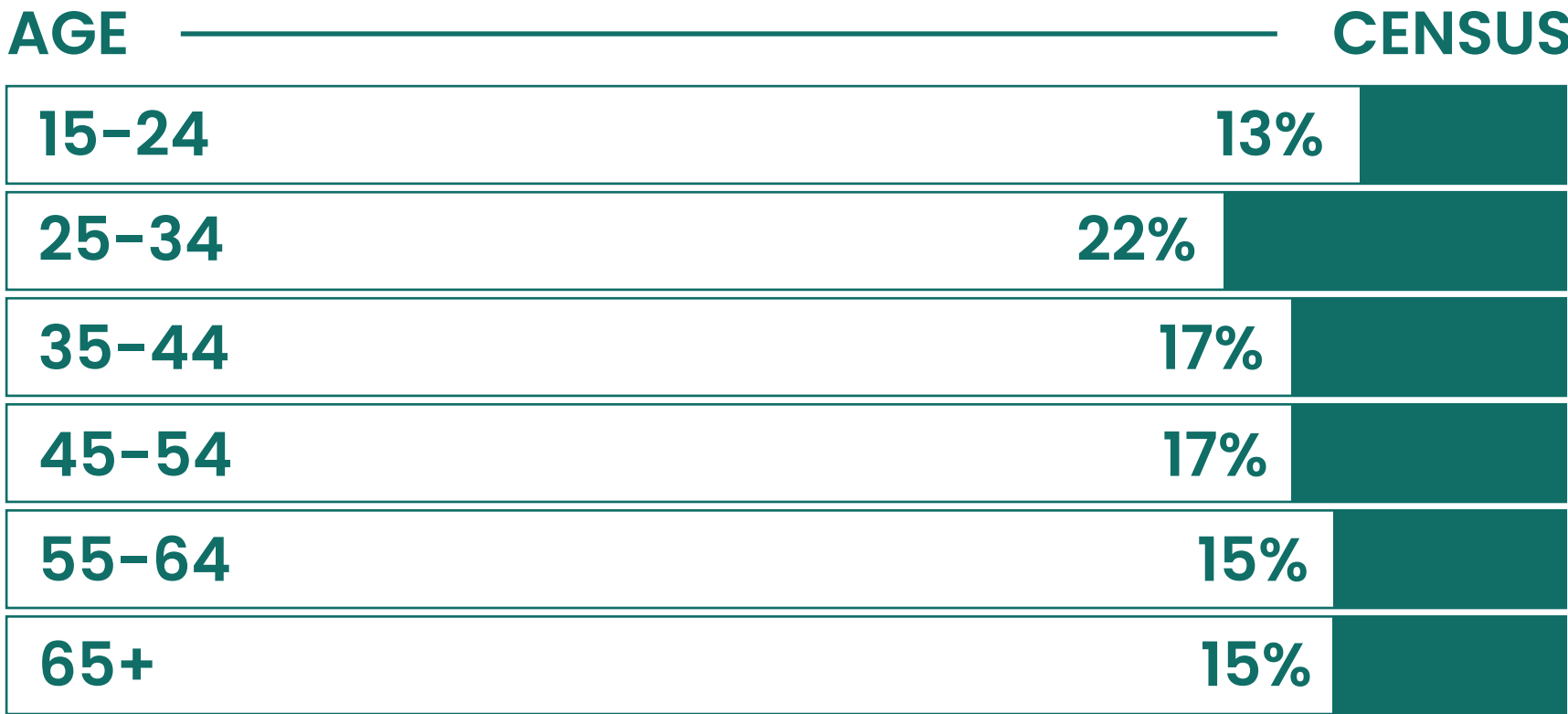
PANEL SIZE: 40,080

Population: 19,5 millions



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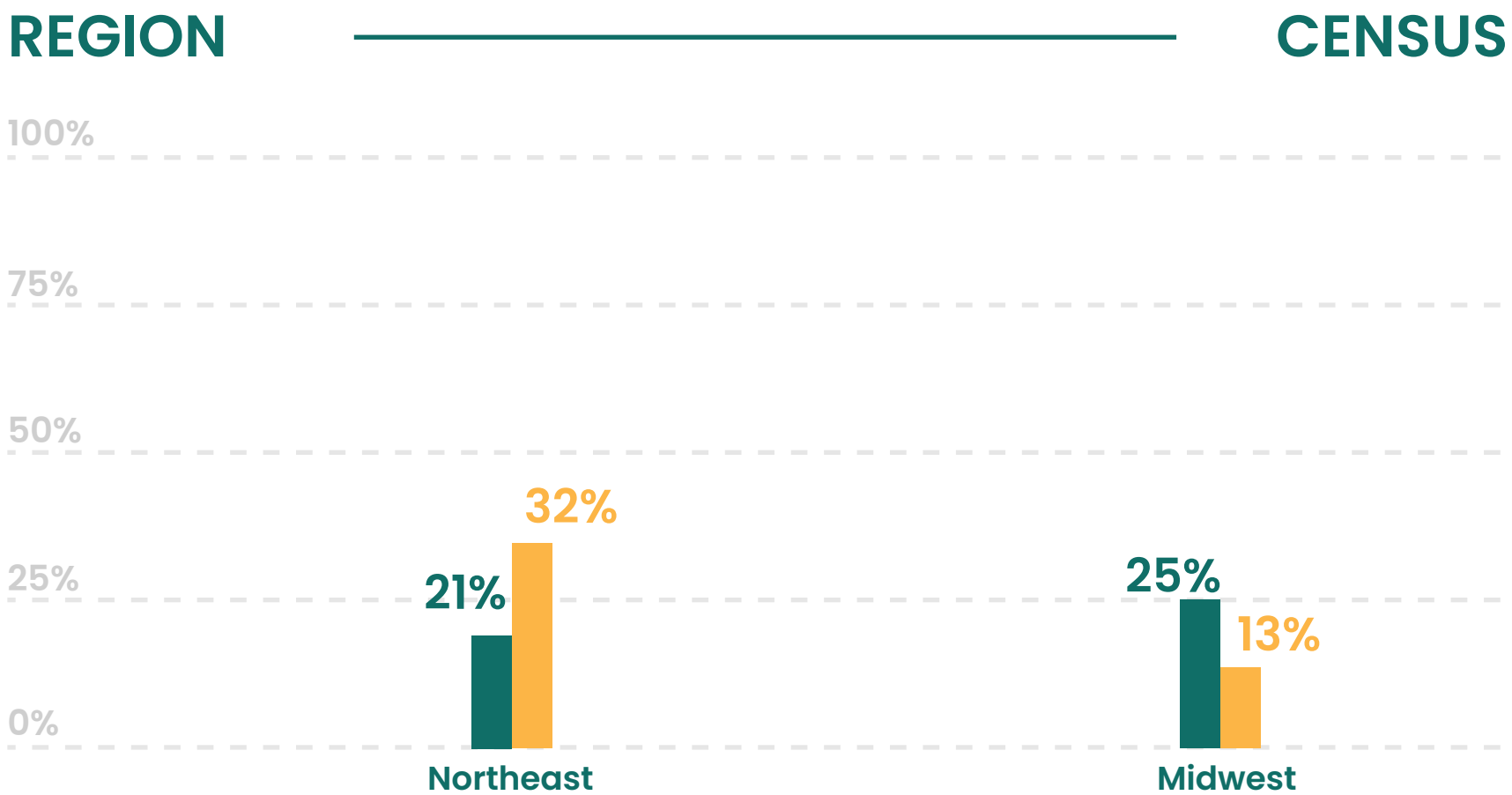
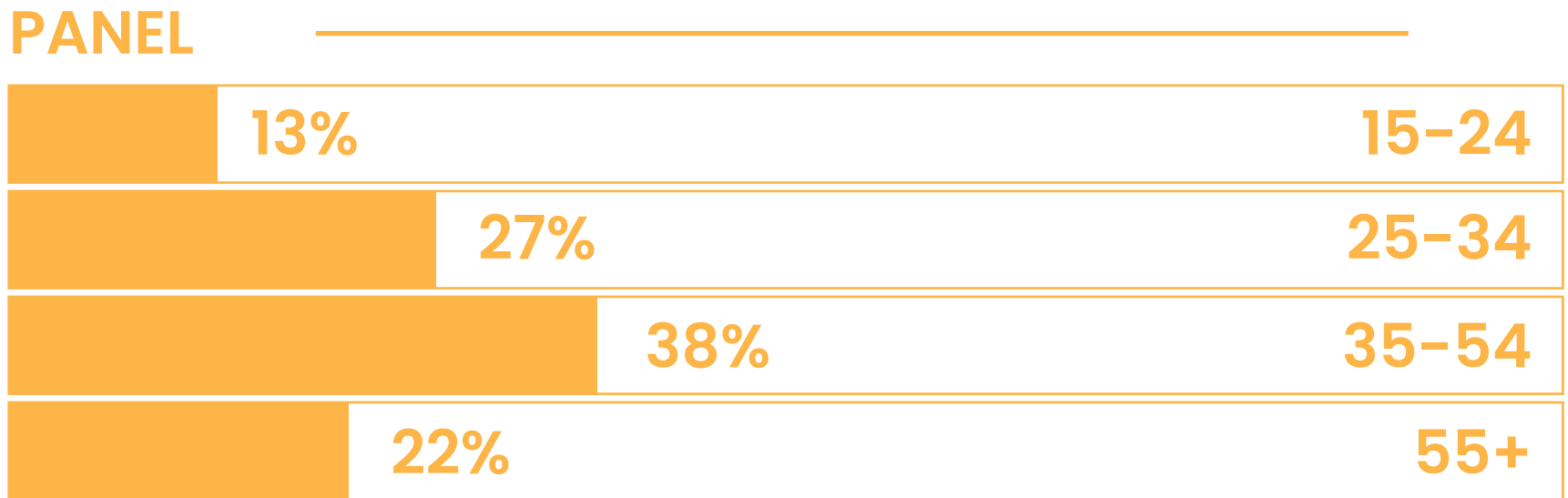
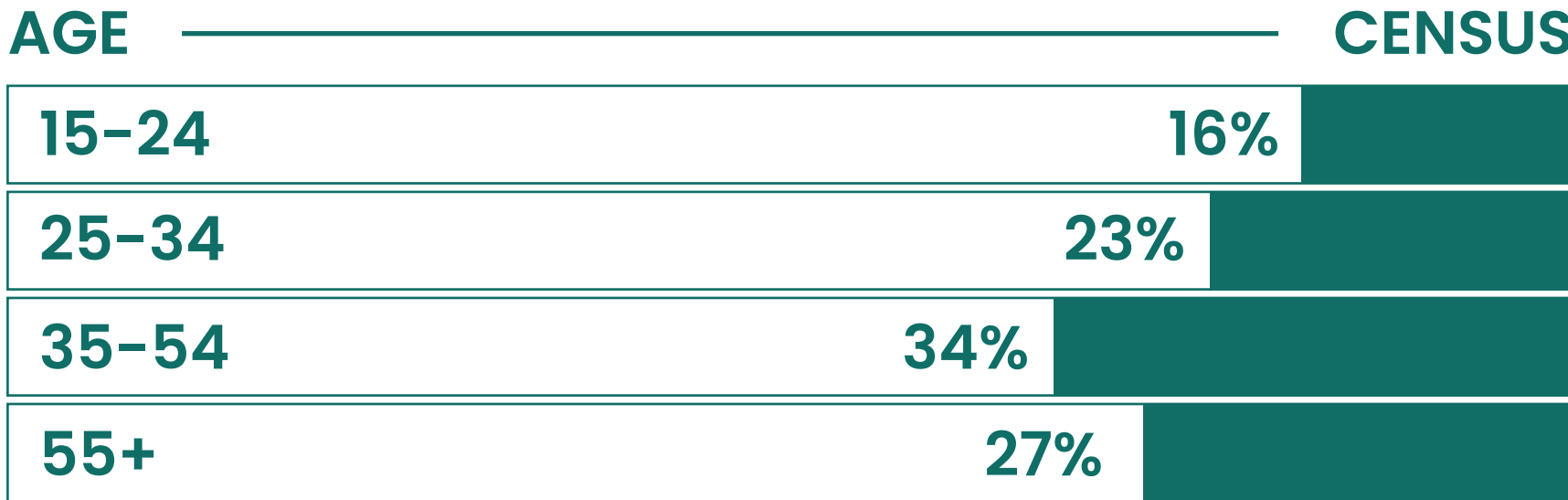
PANEL SIZE: 86,261

Population: 331 millions



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HONG-KONG

PANEL SIZE: 3,730

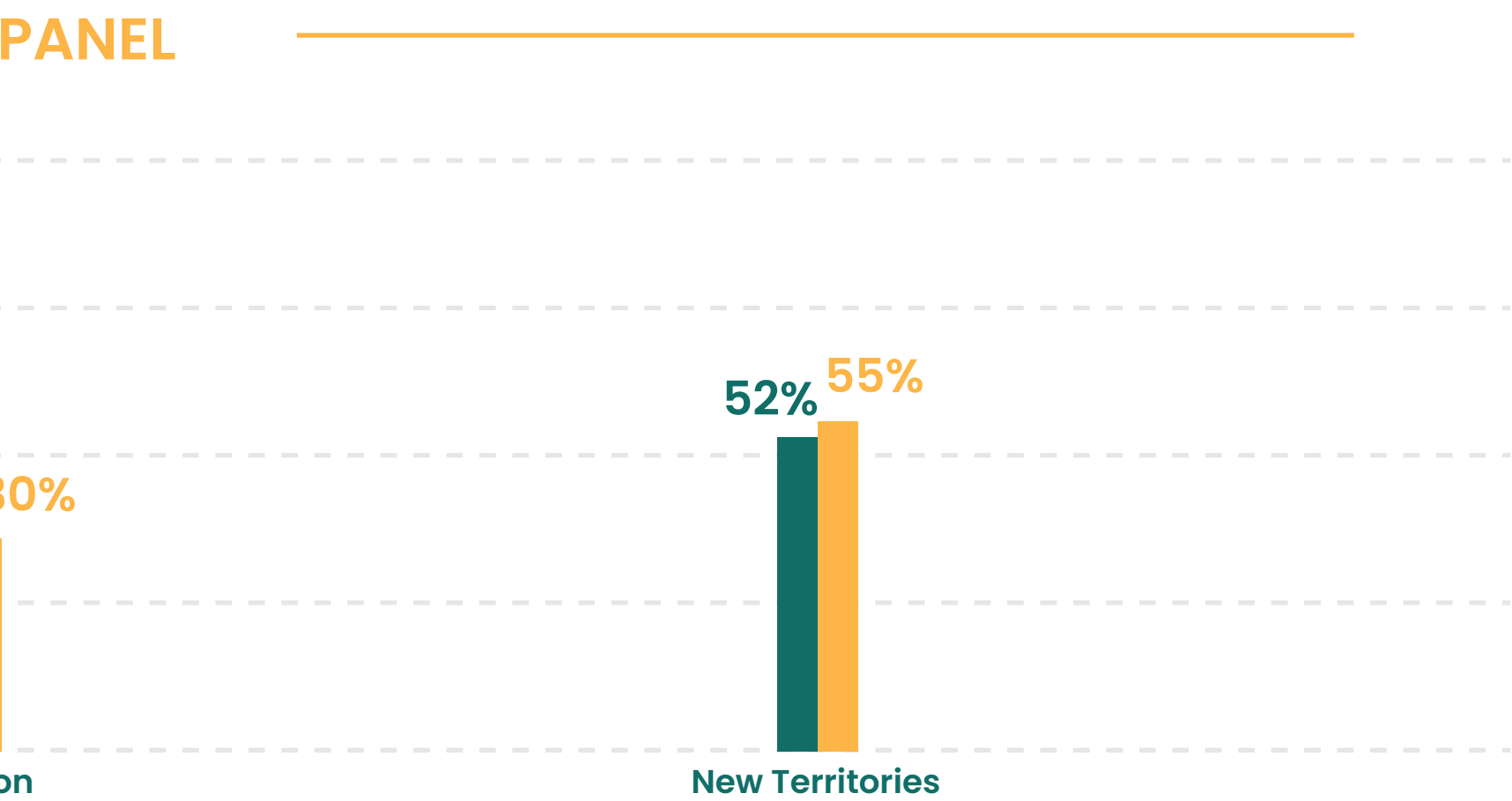
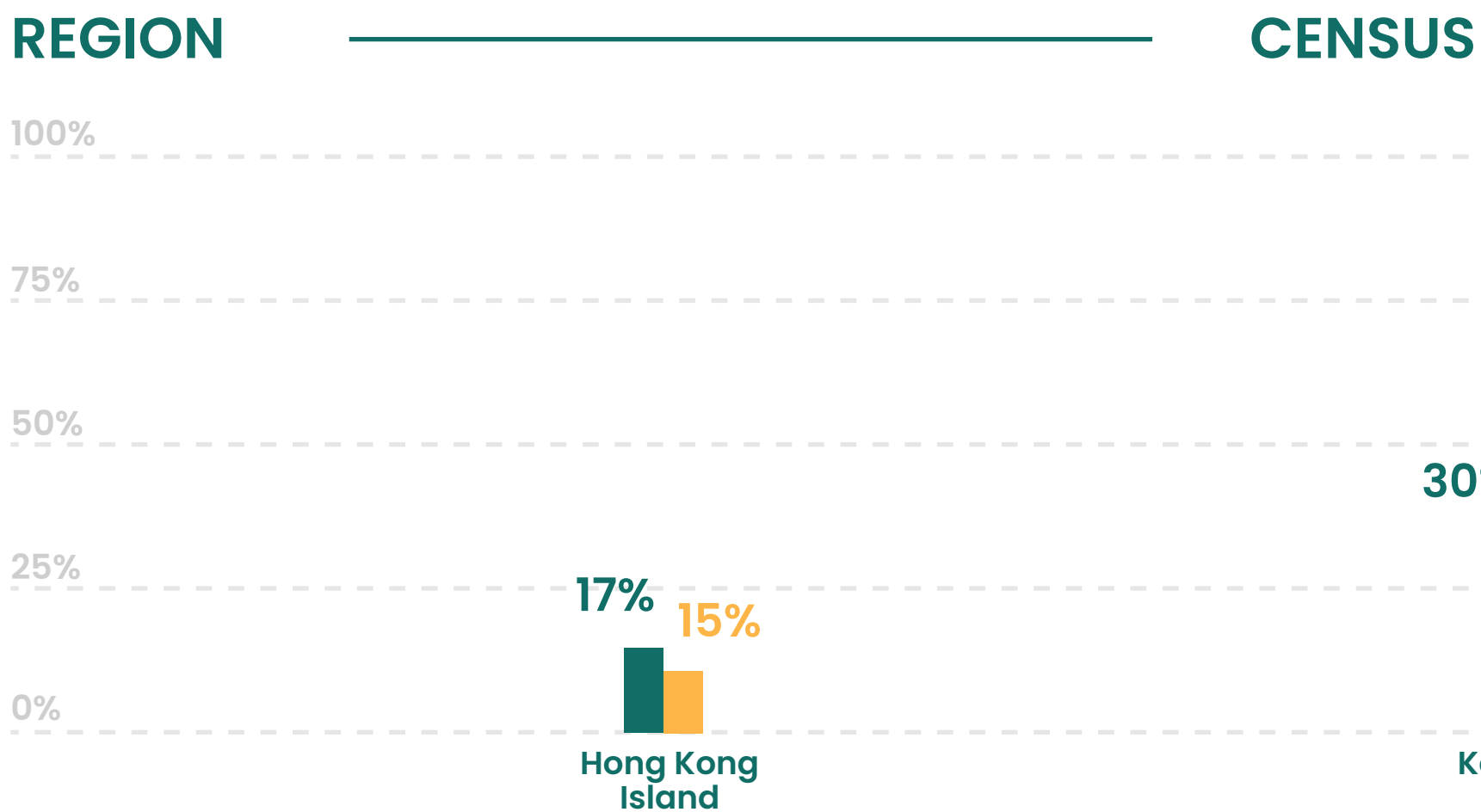
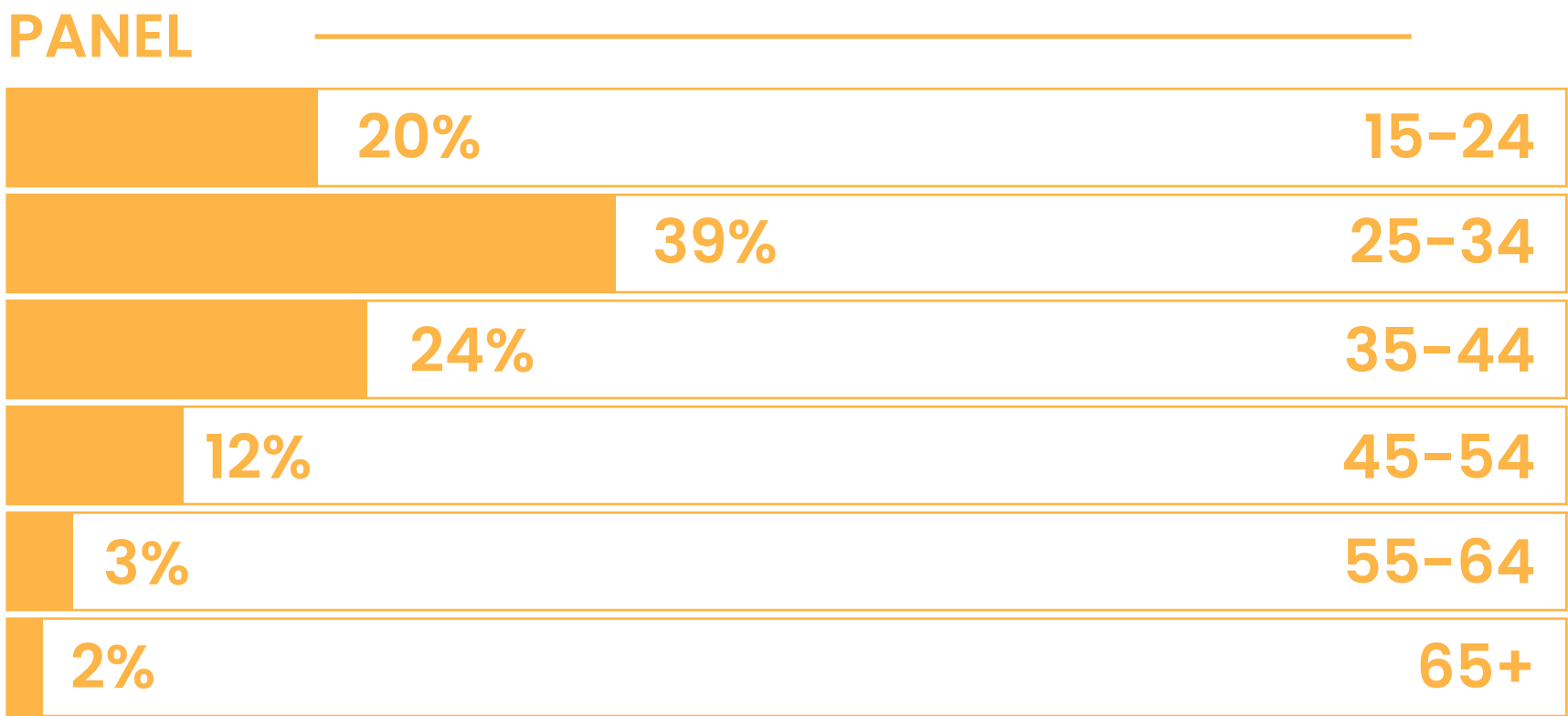
Population: 7,6 millions



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ASIA-PACIFIC



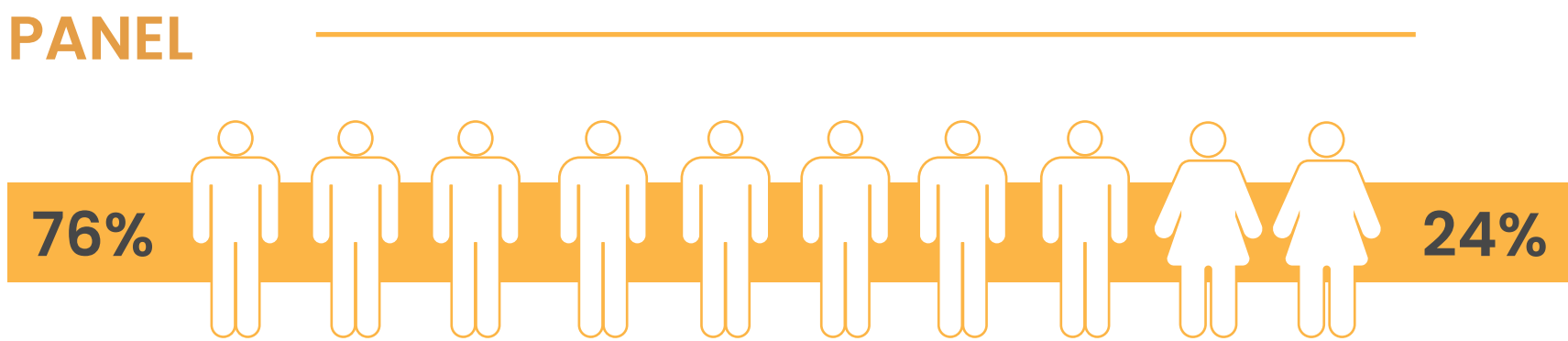
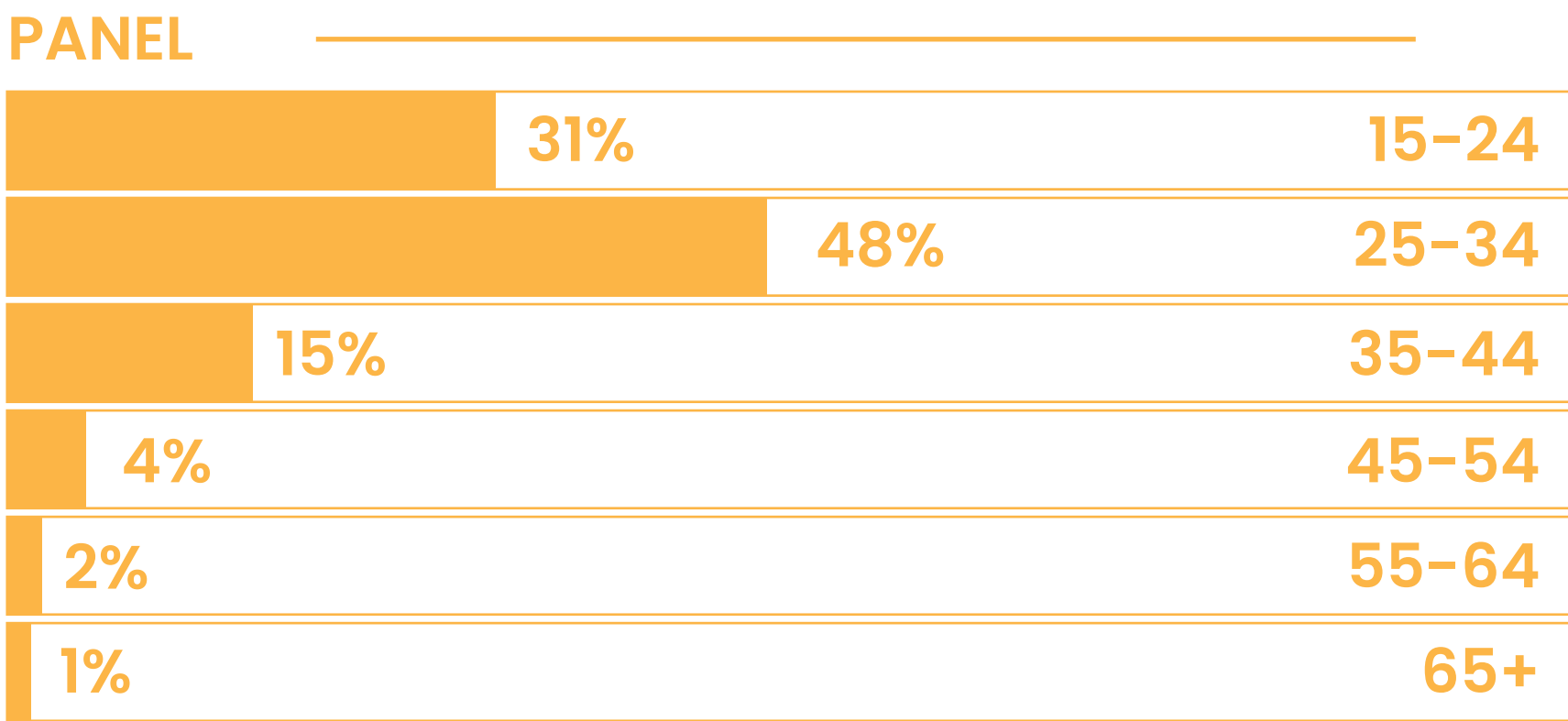
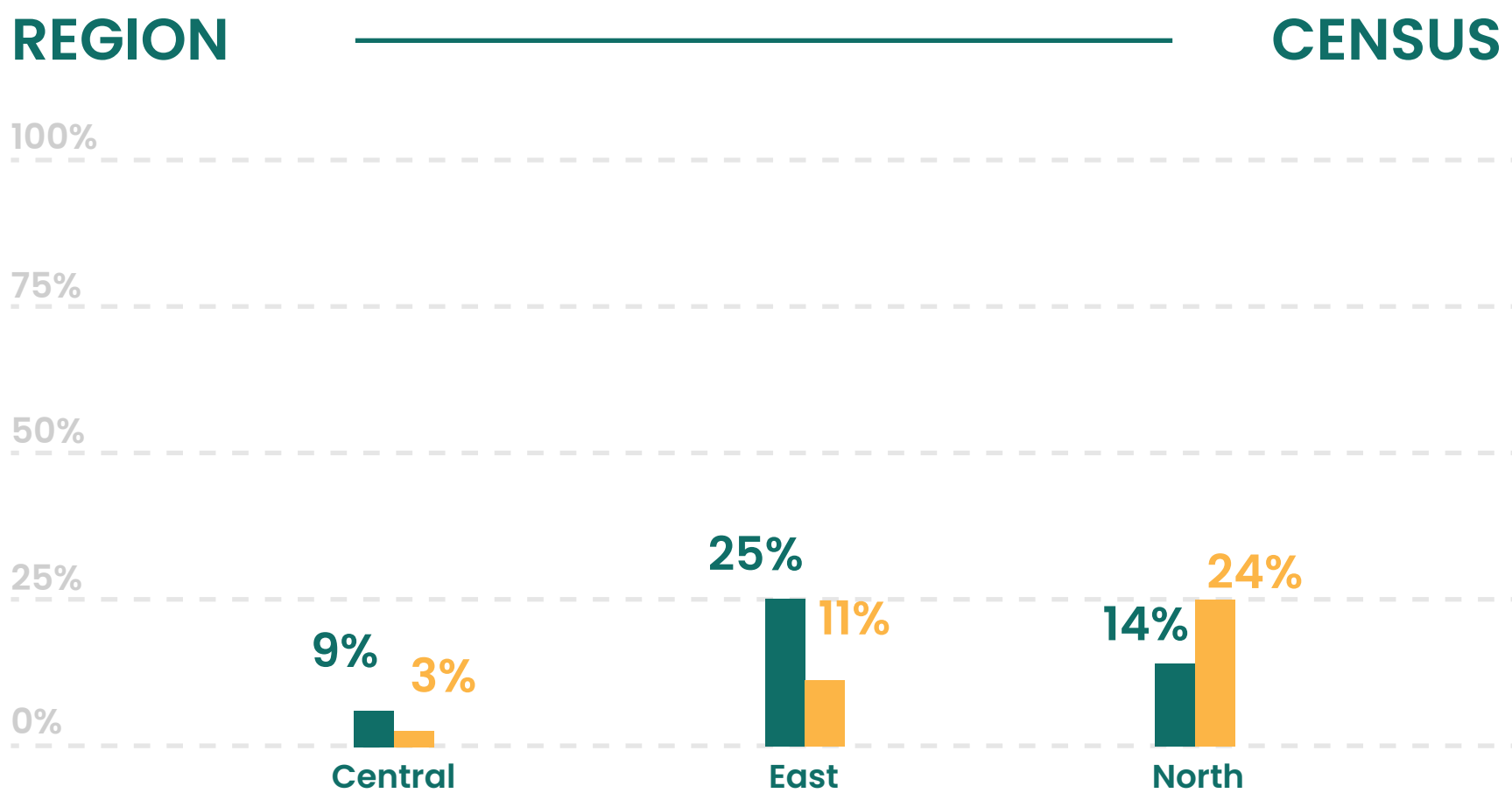
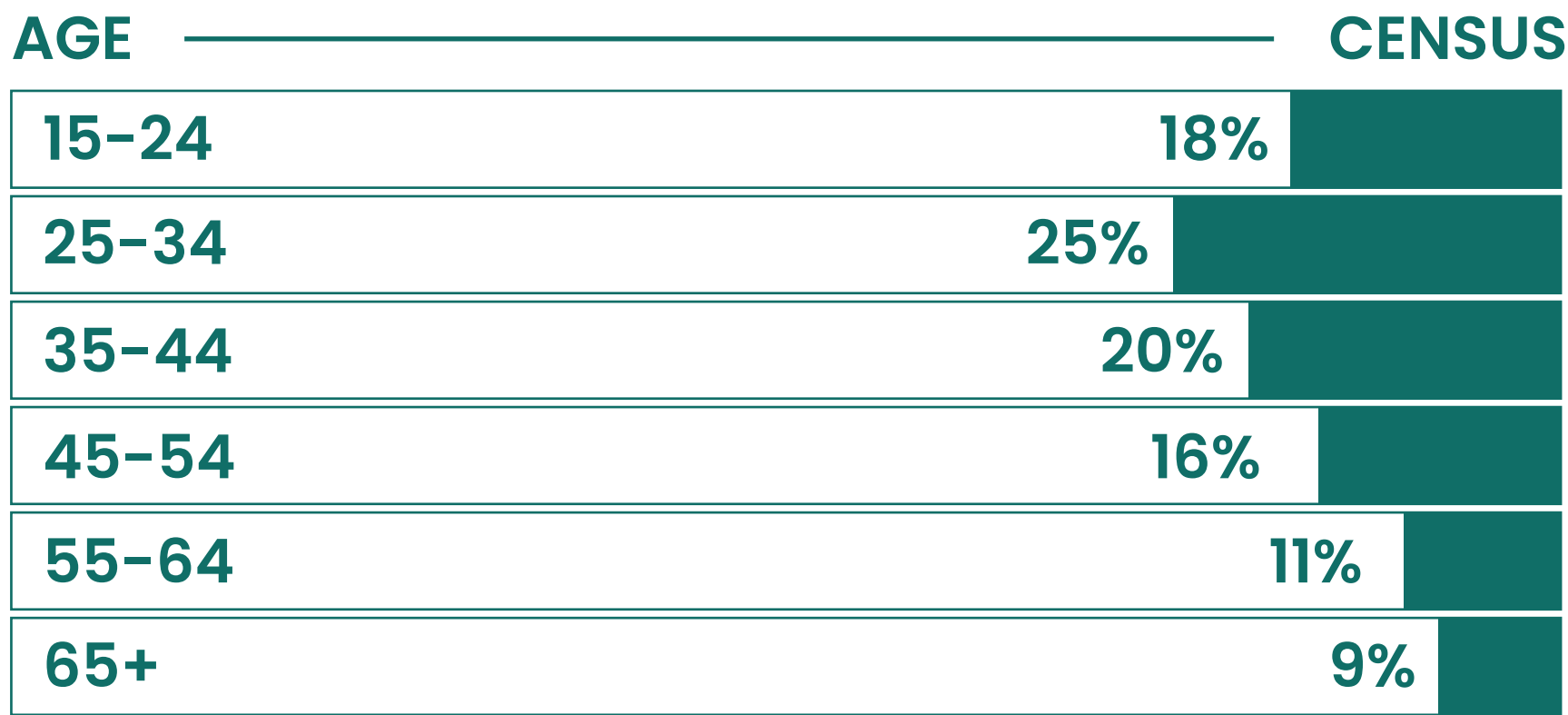
INDIA

PANEL SIZE: 61,750  
Population: 1,4 billions



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ASIA-PACIFIC





INDONESIA

PANEL SIZE: 29,680

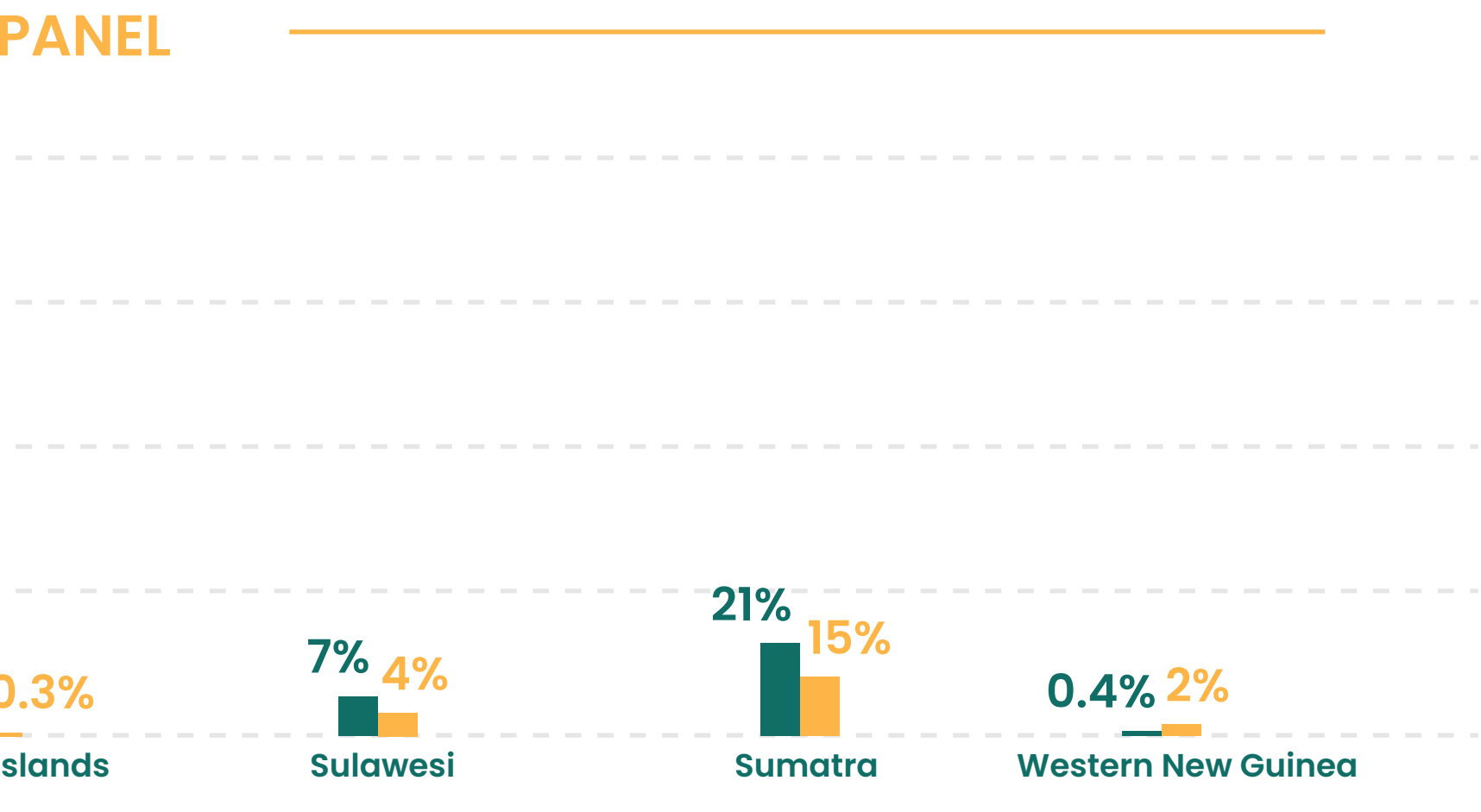
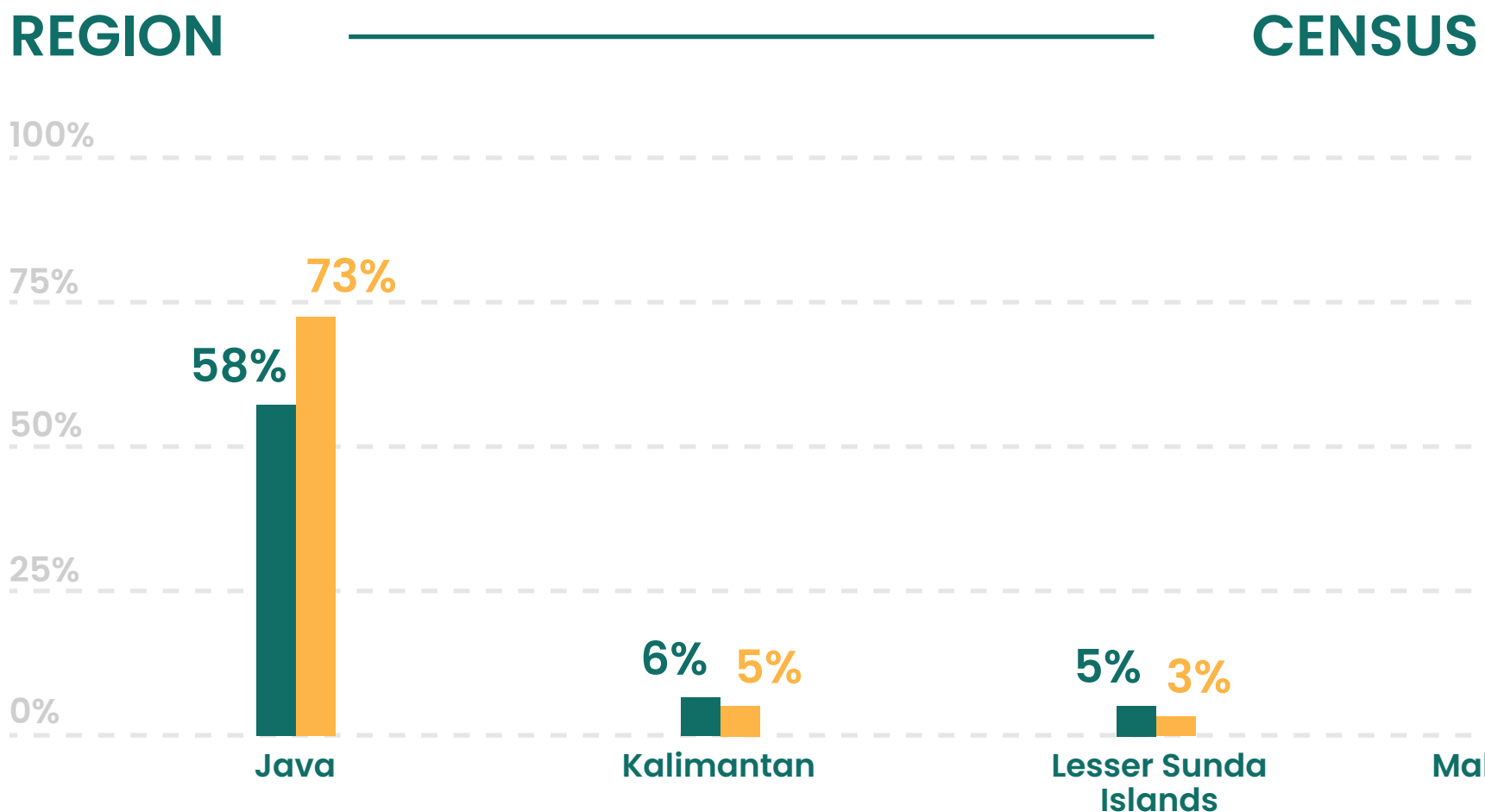
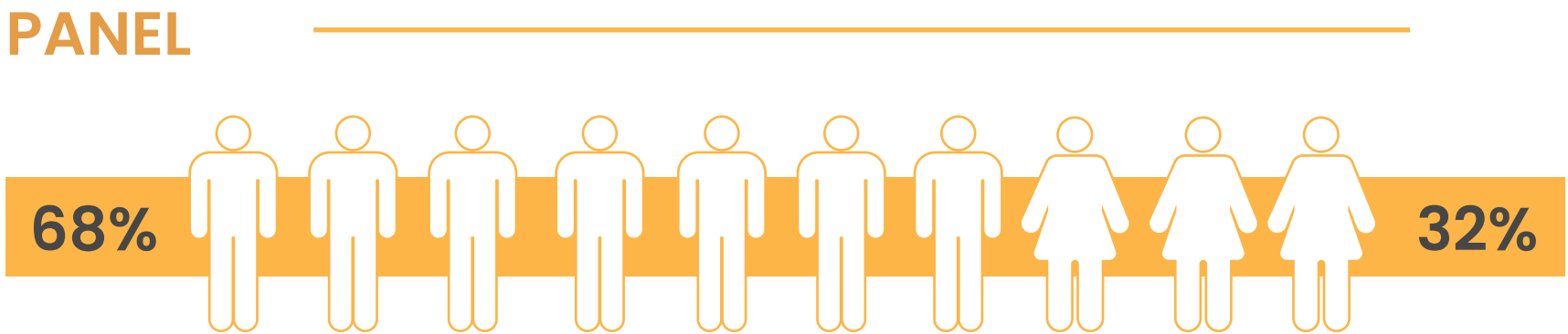
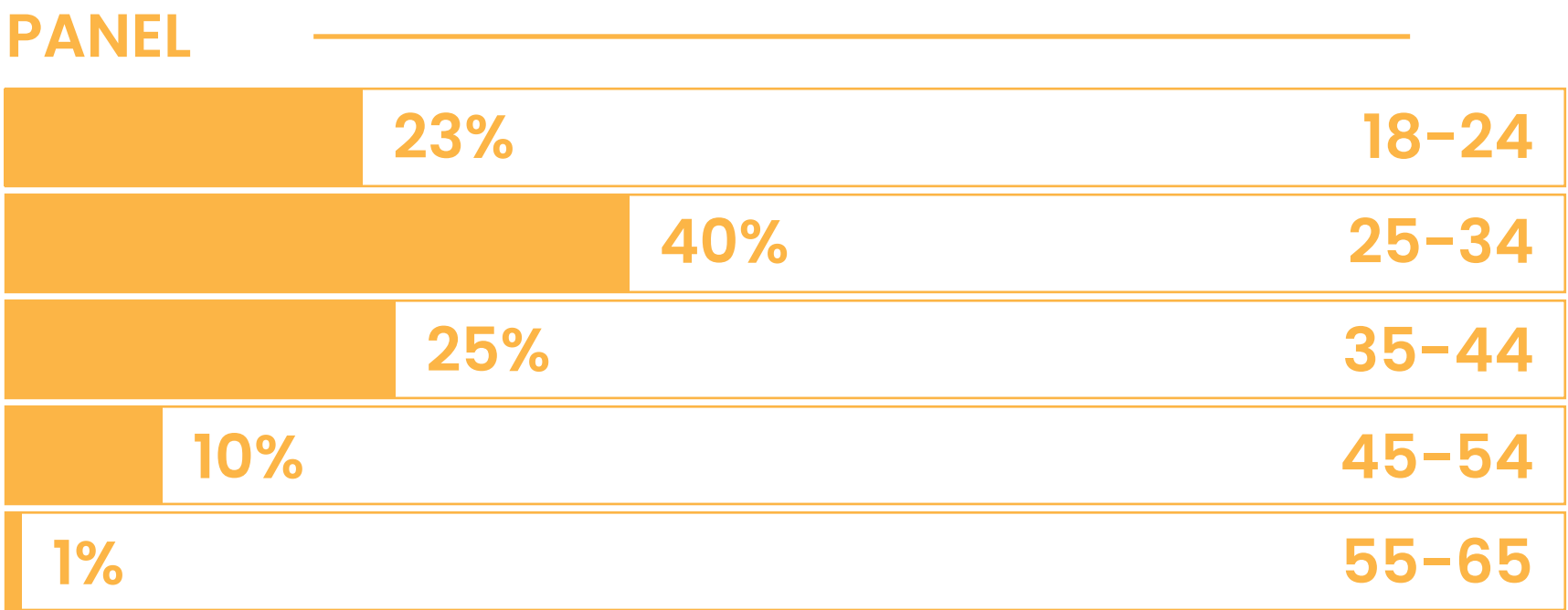
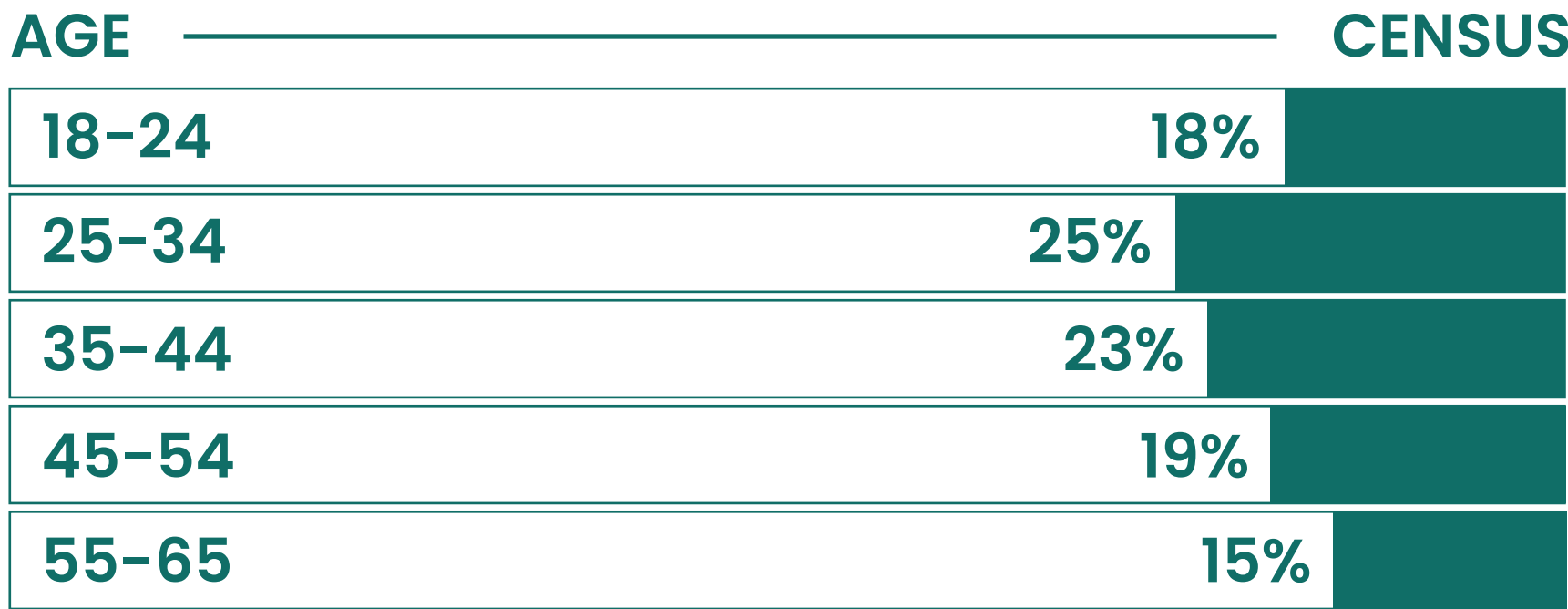
Population: 273,8 billions



Contact us at:

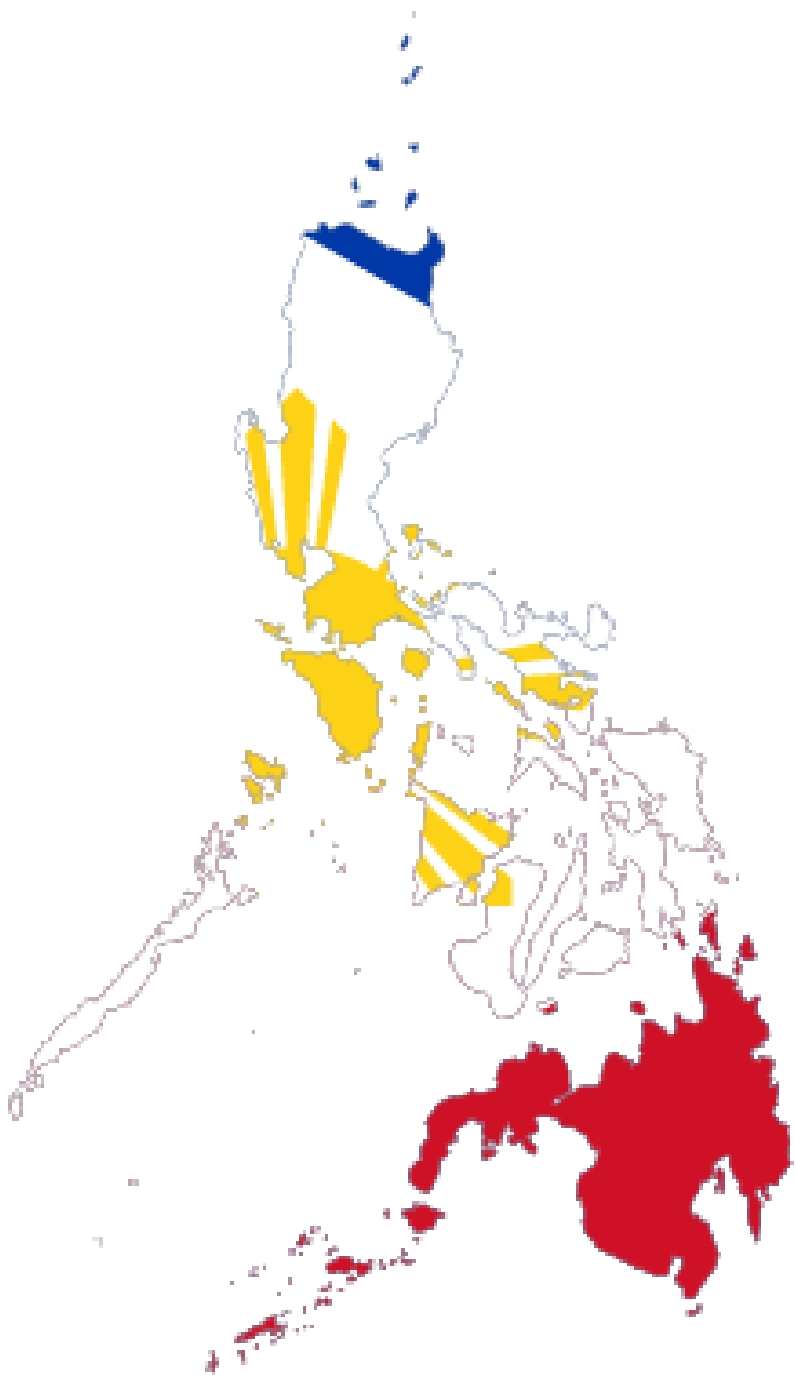
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ASIA-PACIFIC



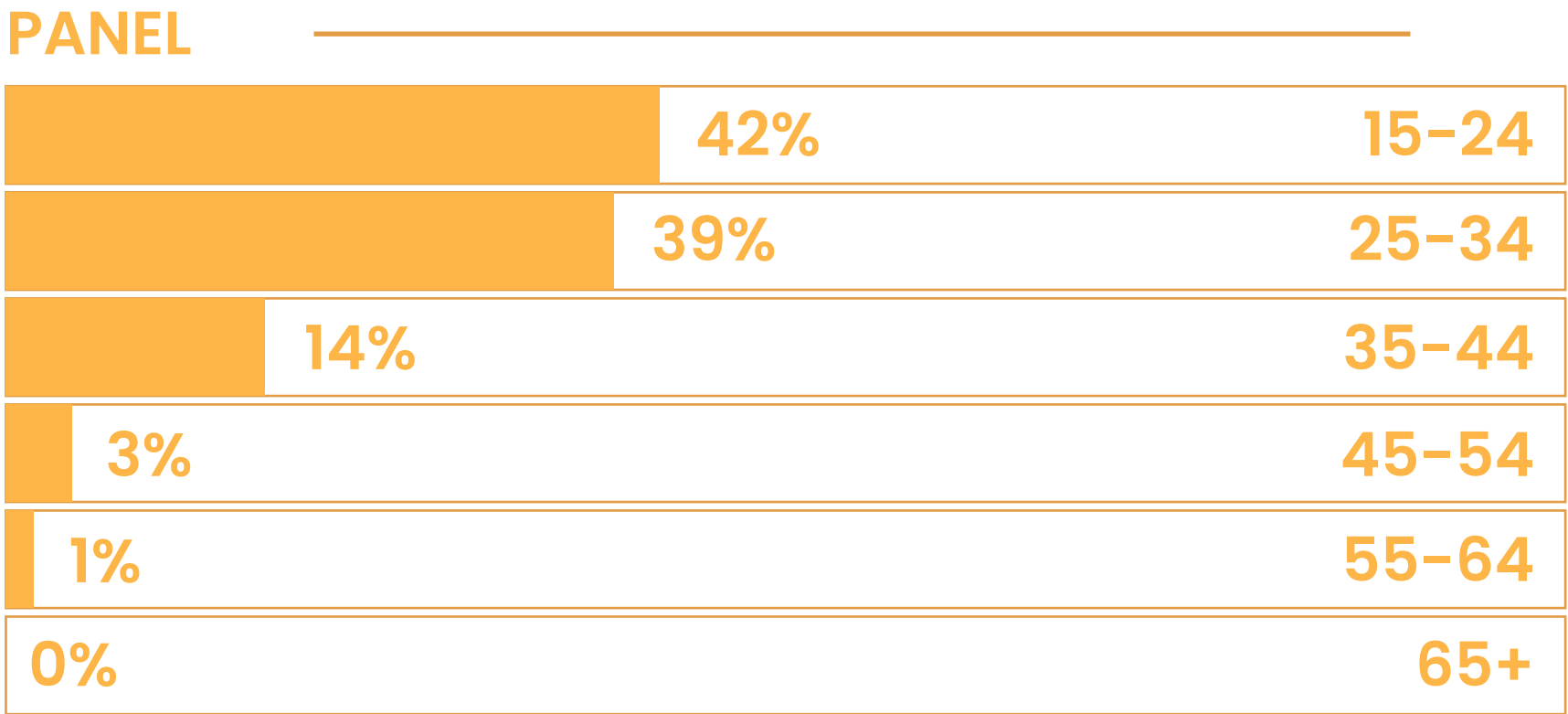
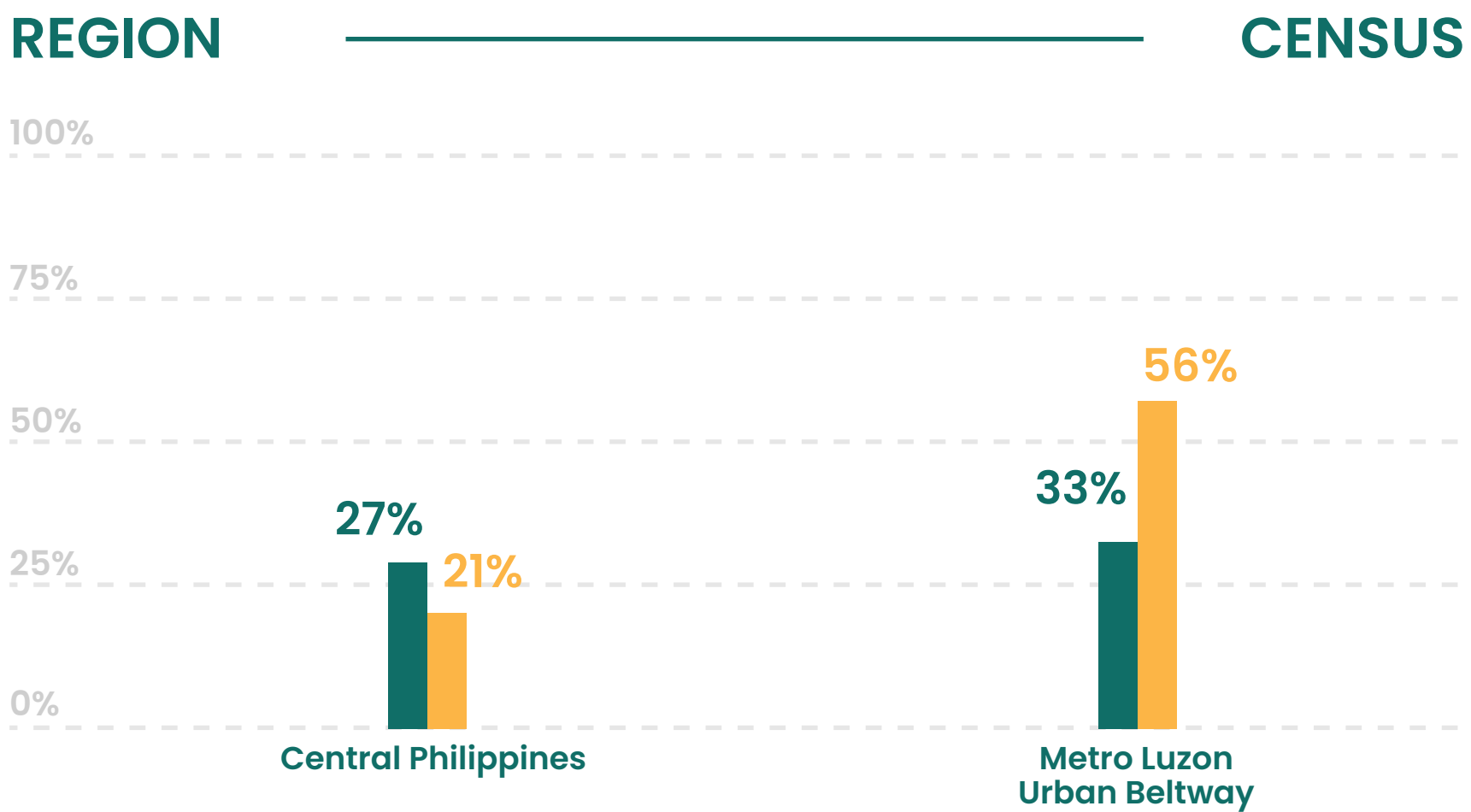
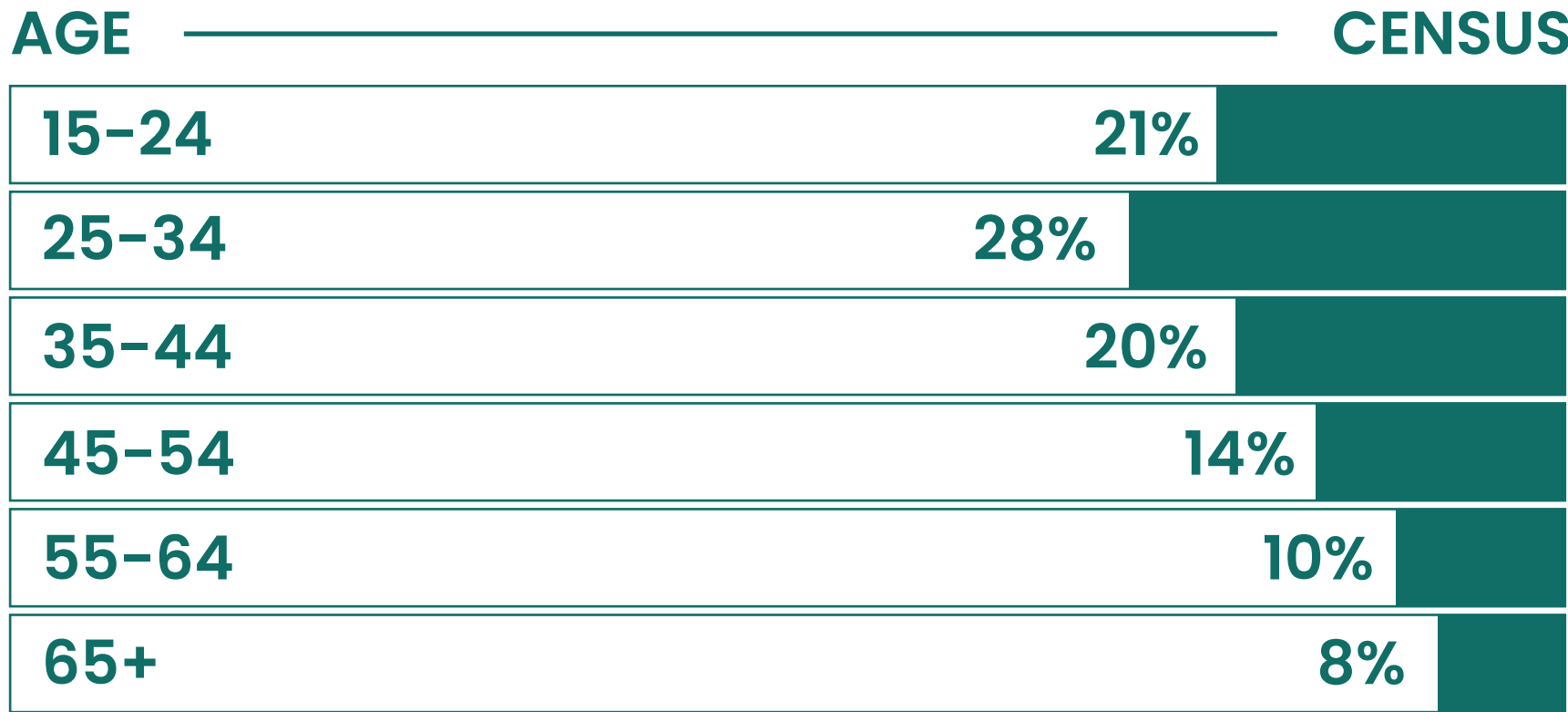
PHILIPPINES

PANEL SIZE: 41,280  
Population: 115,5 millions



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ASIA-PACIFIC



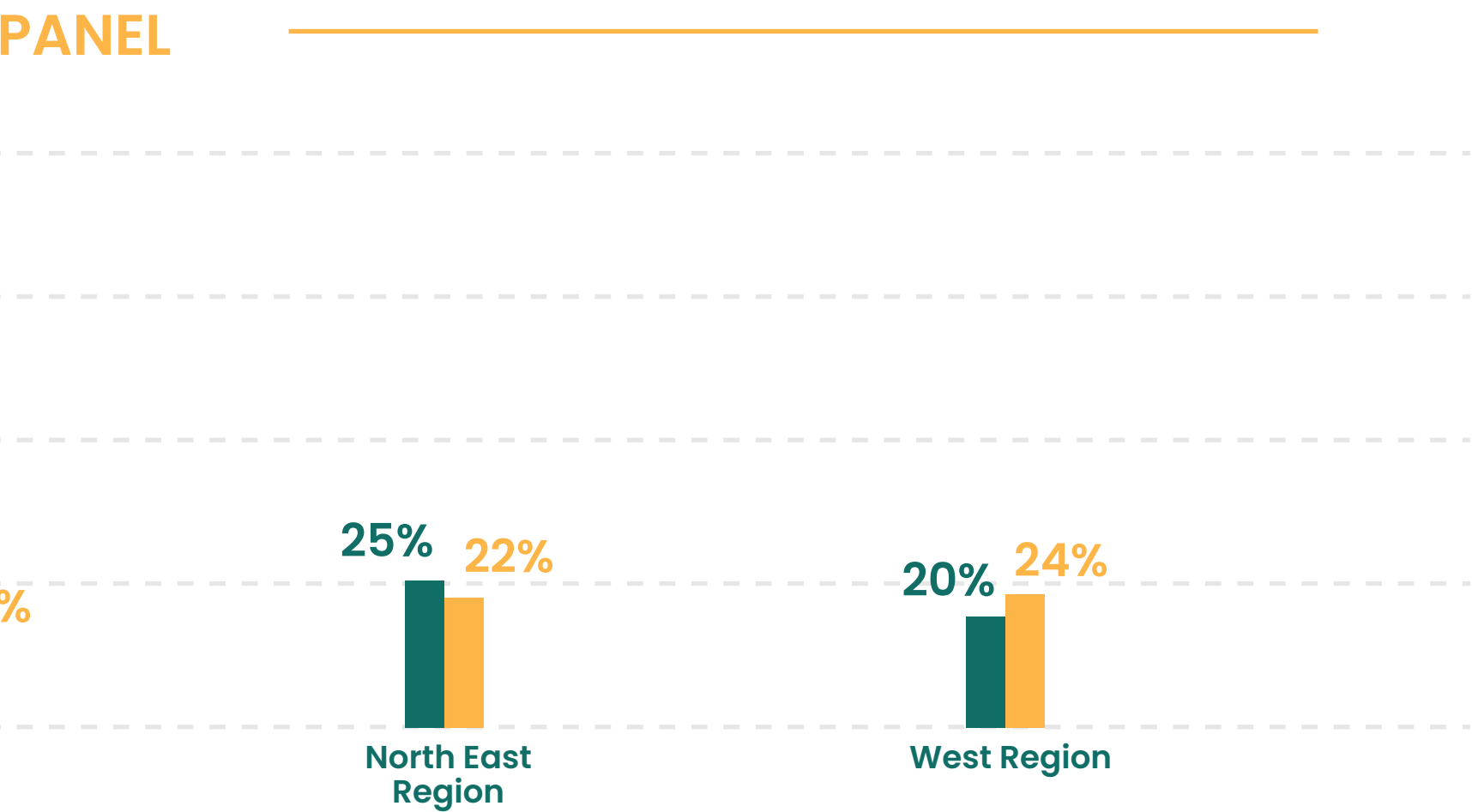
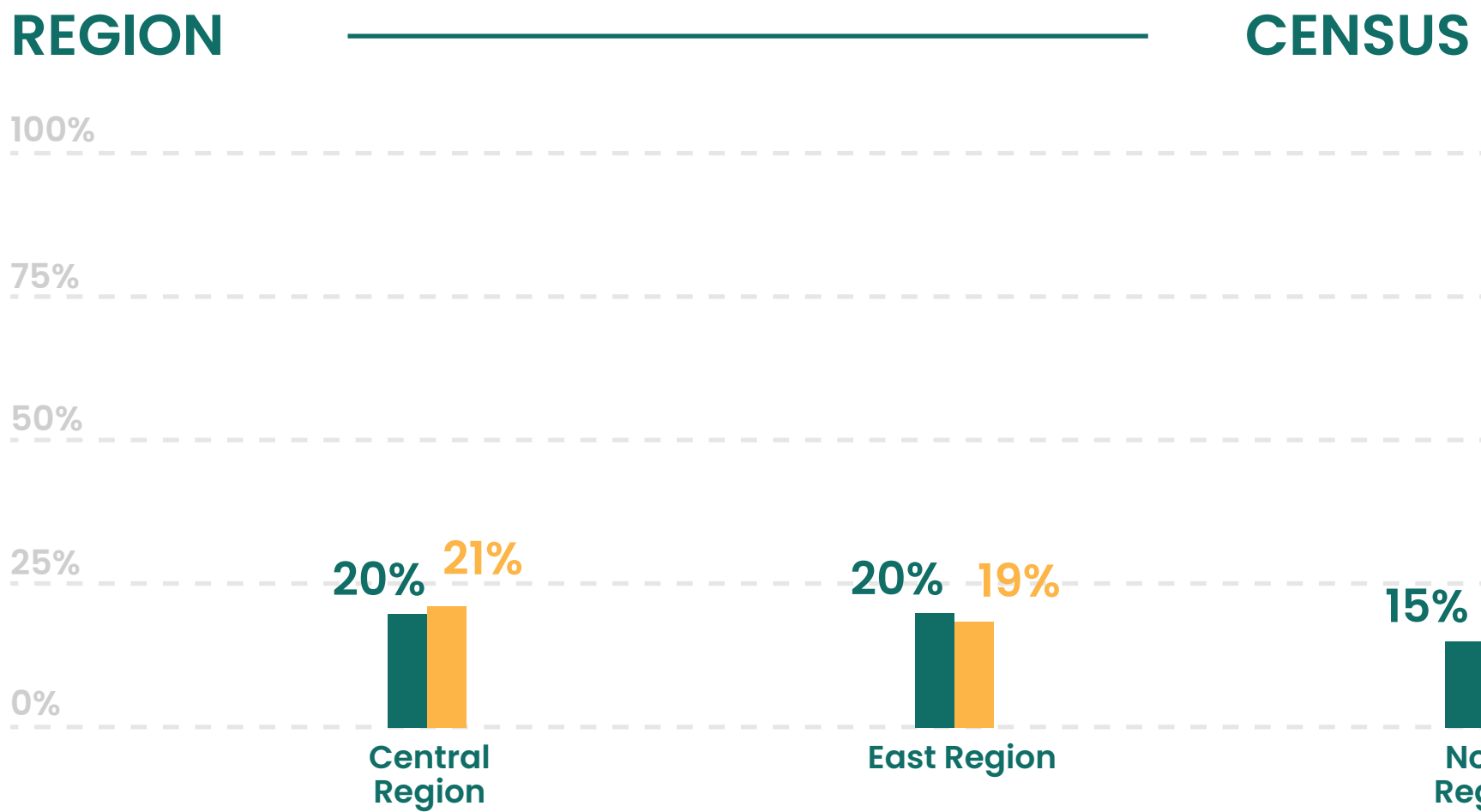
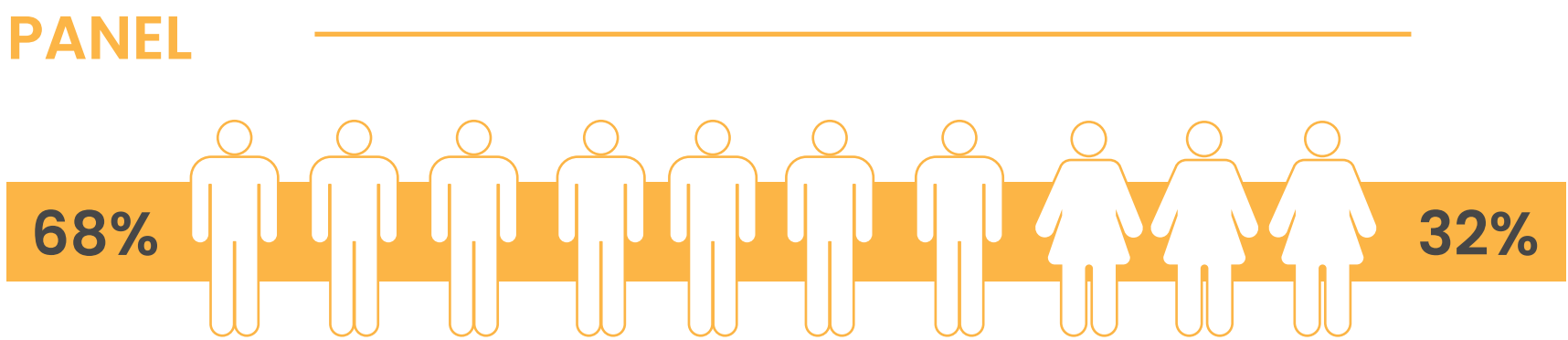
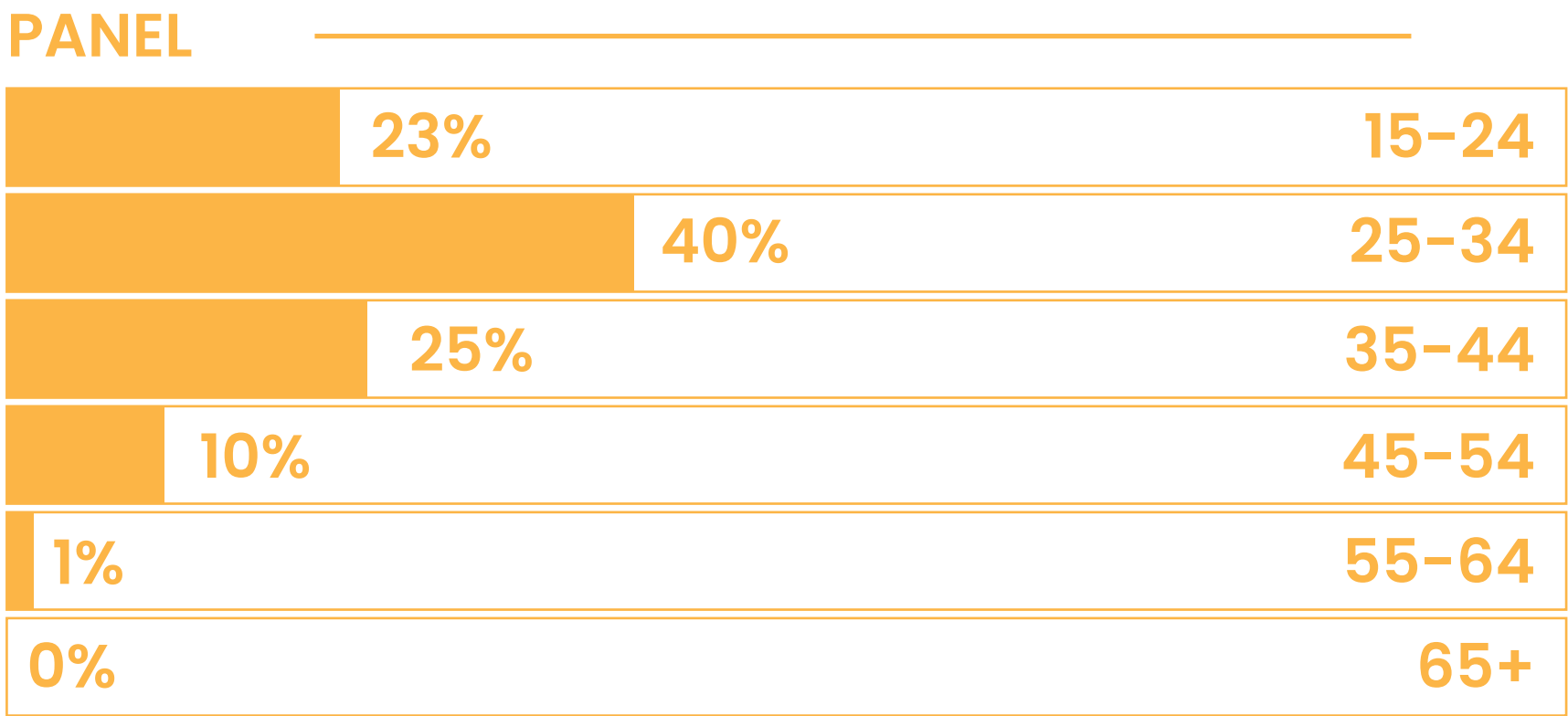
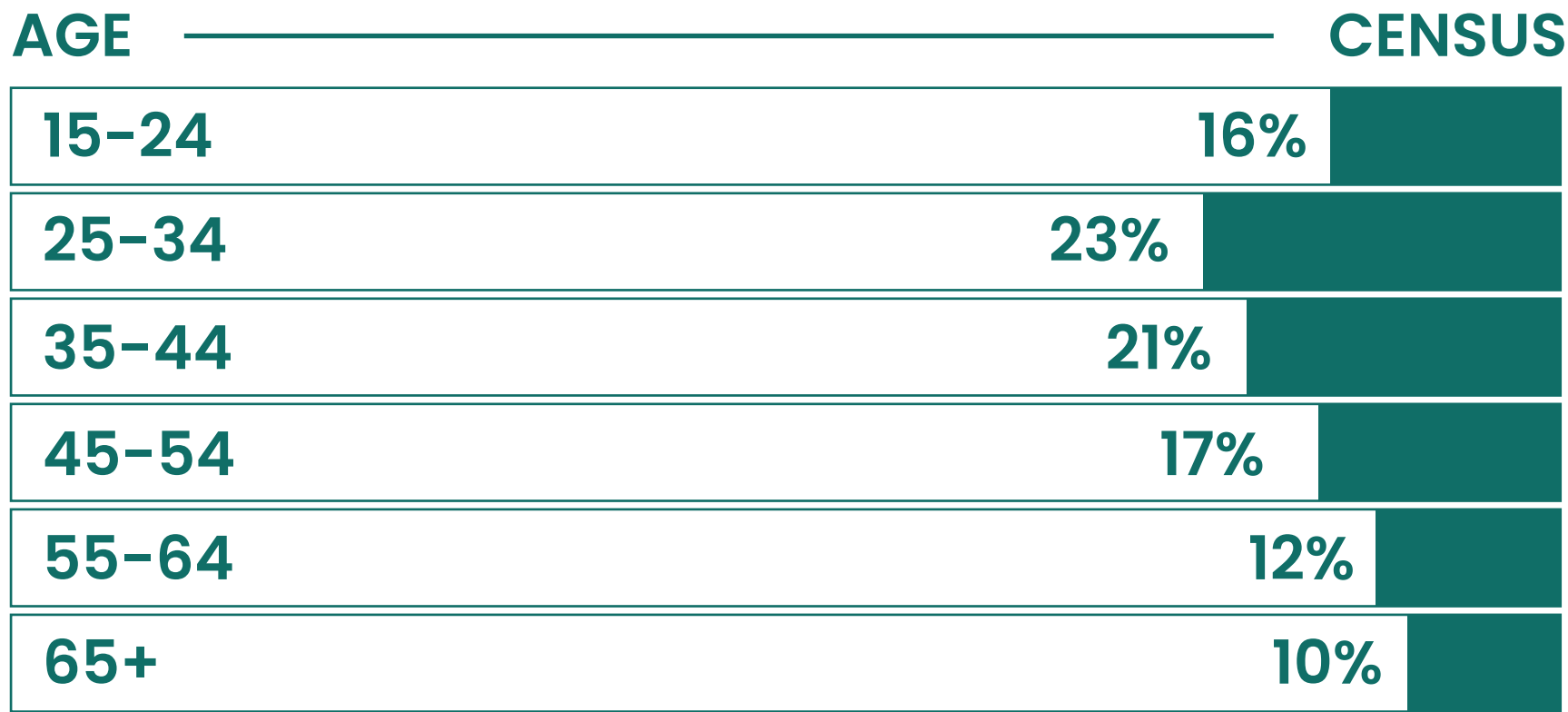
SINGAPORE

PANEL SIZE: 4,120  
Population: 6 millions



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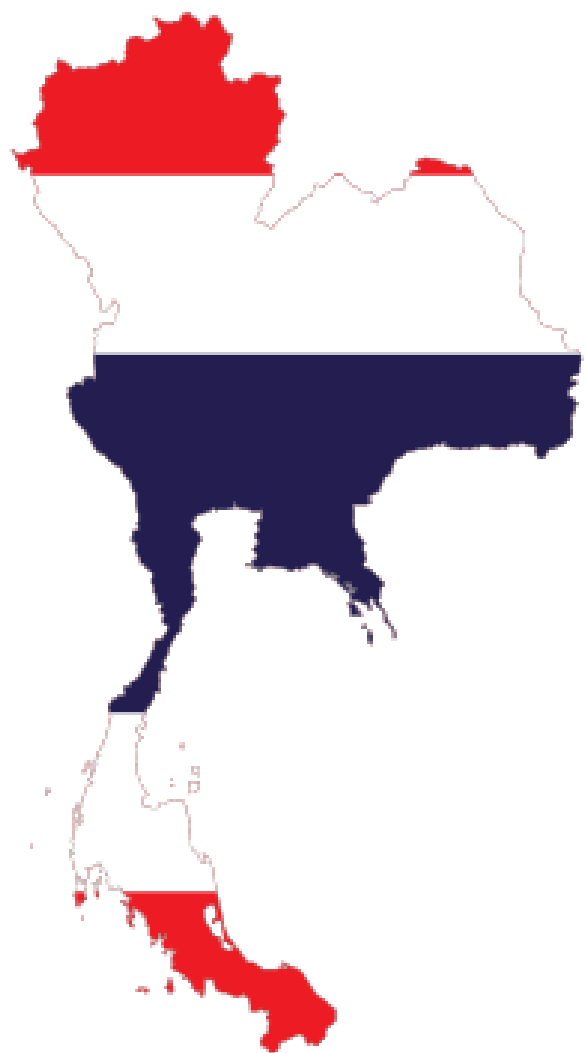
ASIA-PACIFIC



THAILAND

PANEL SIZE: 30,360

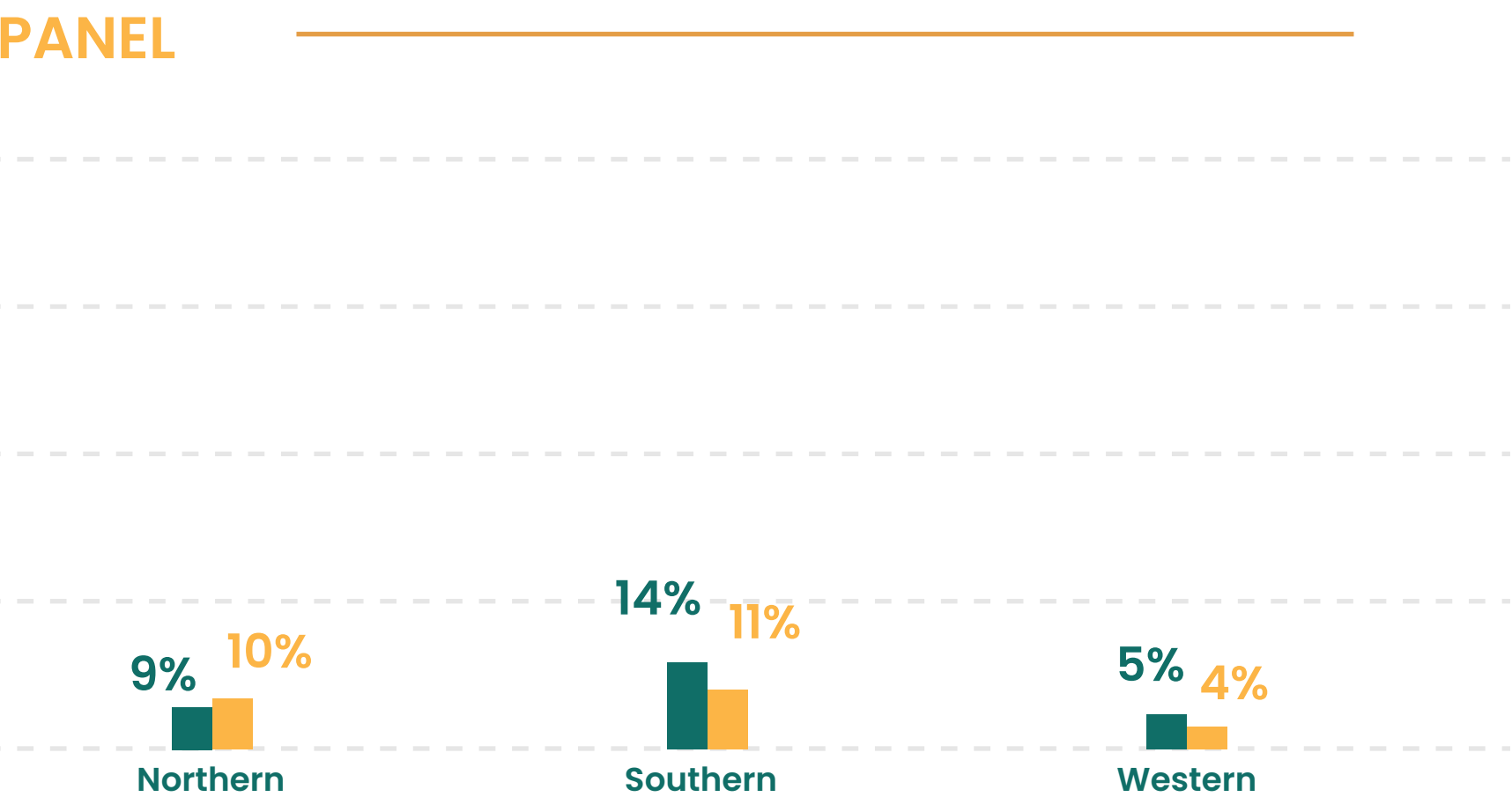
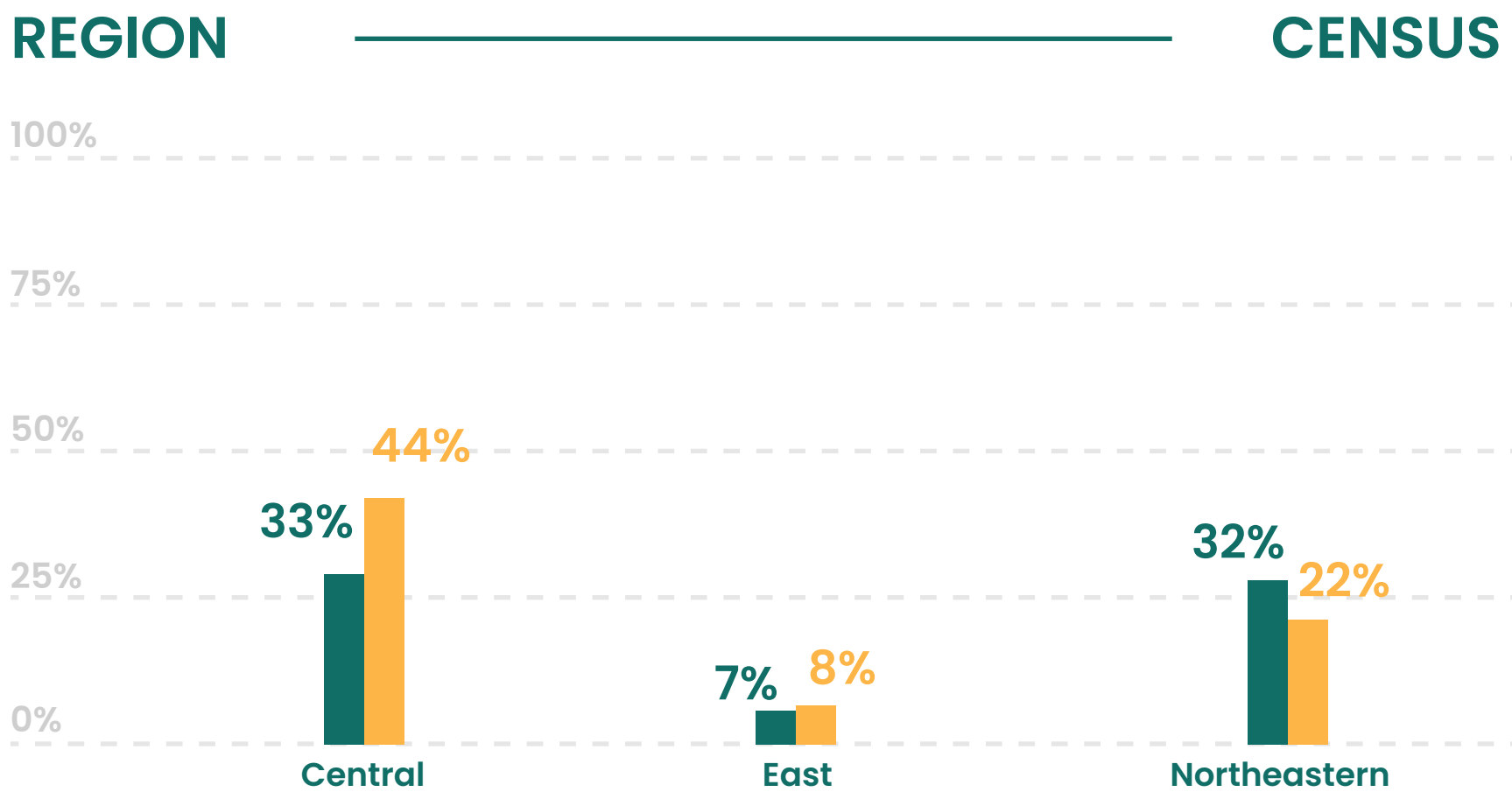
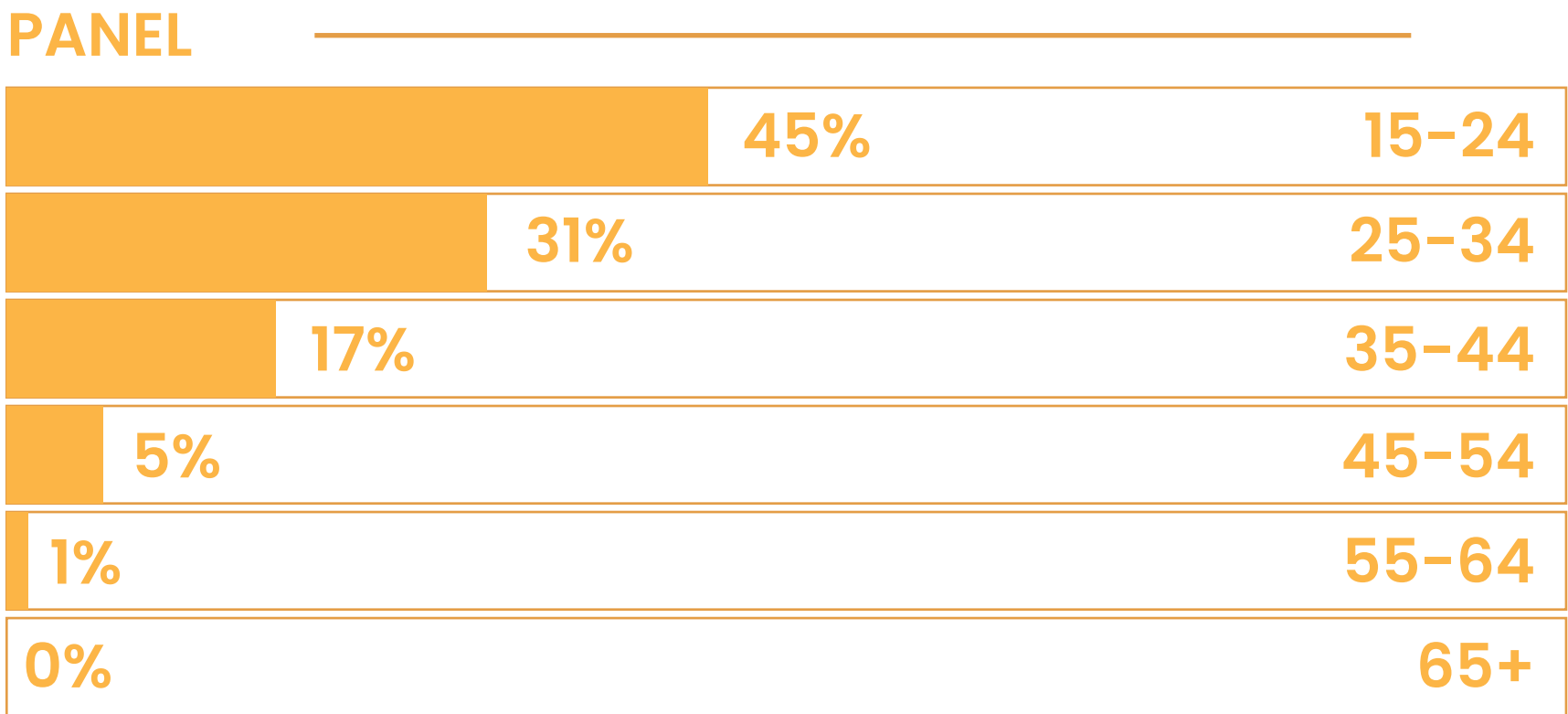
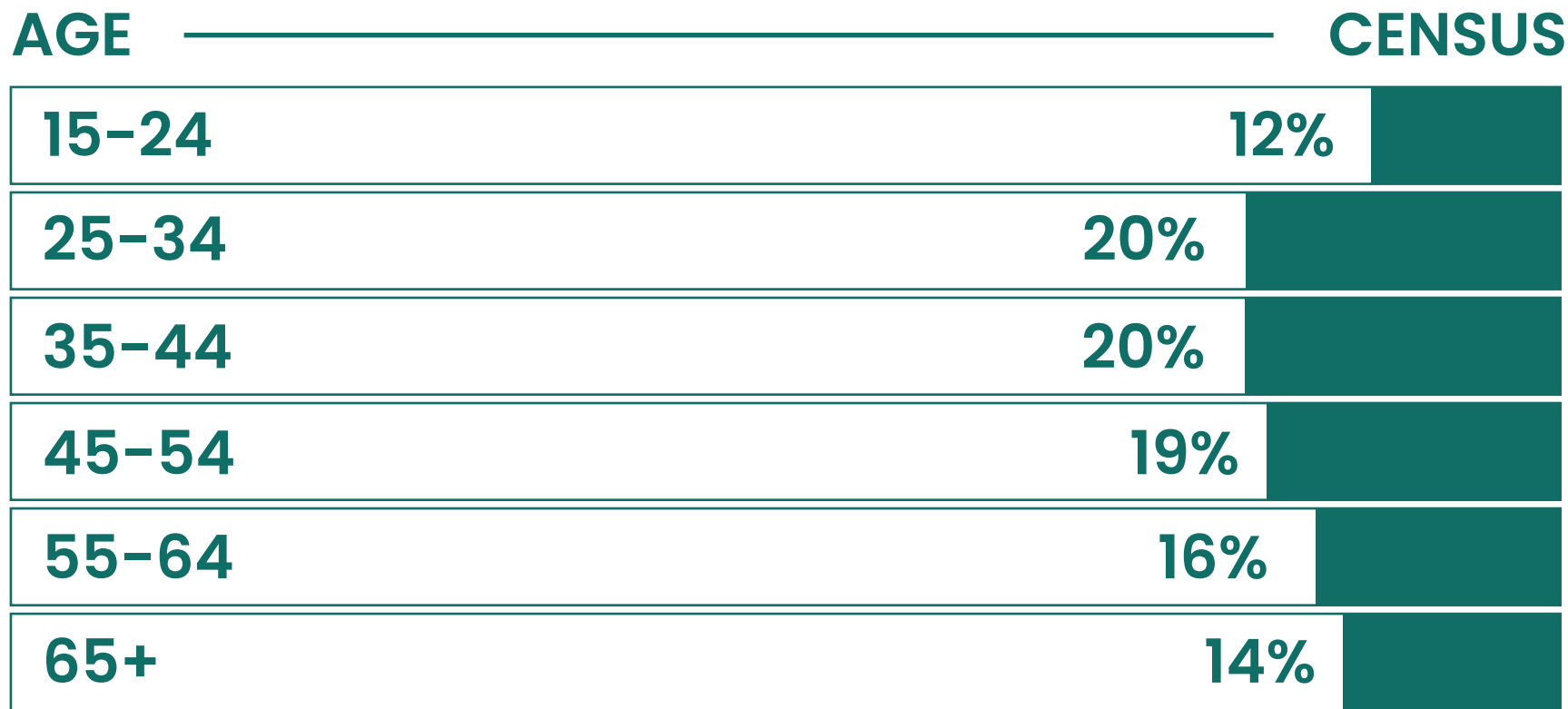
Population: 70,1 millions



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ASIA-PACIFIC



VIETNAM

PANEL SIZE: 14,920

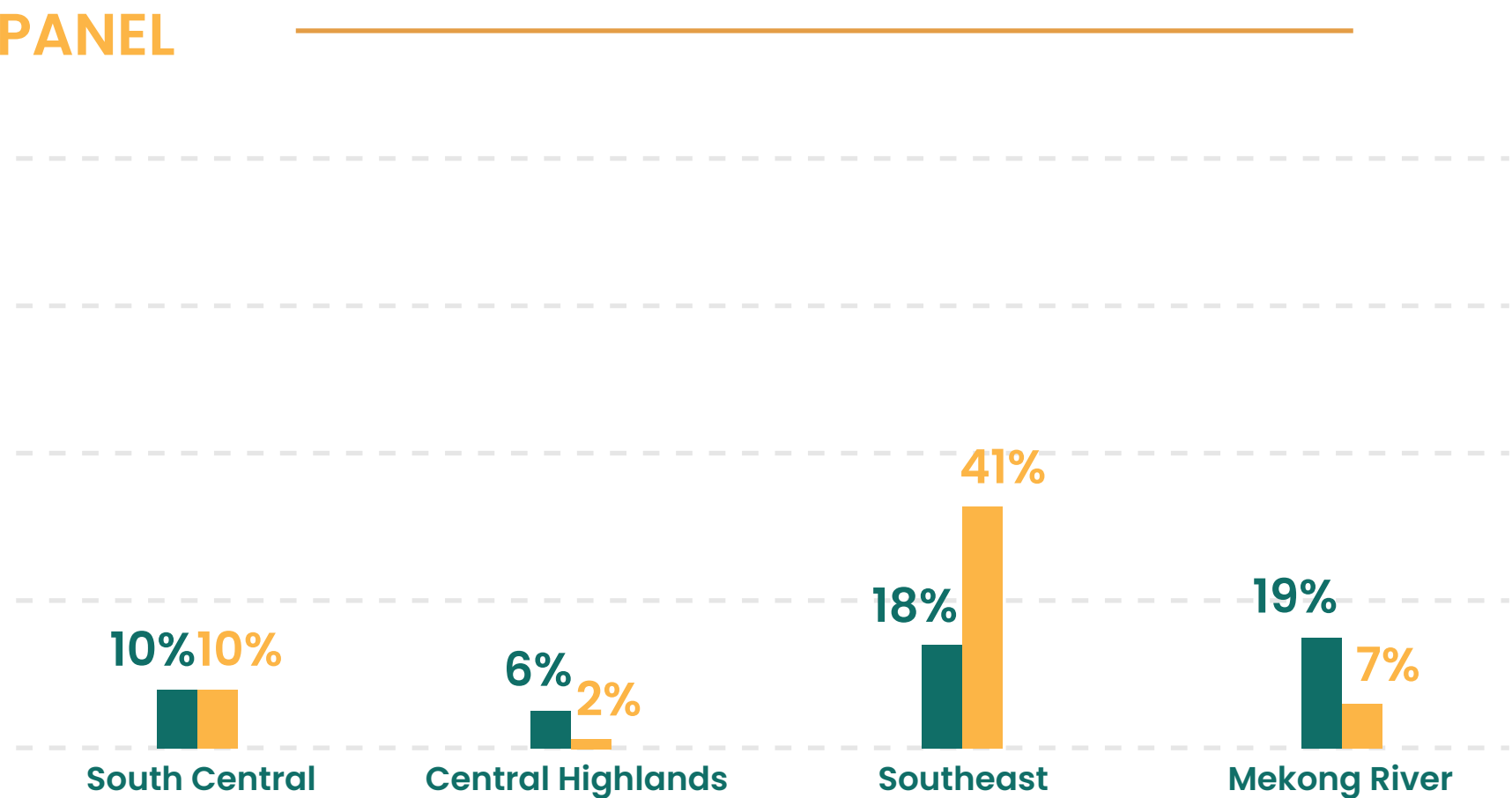
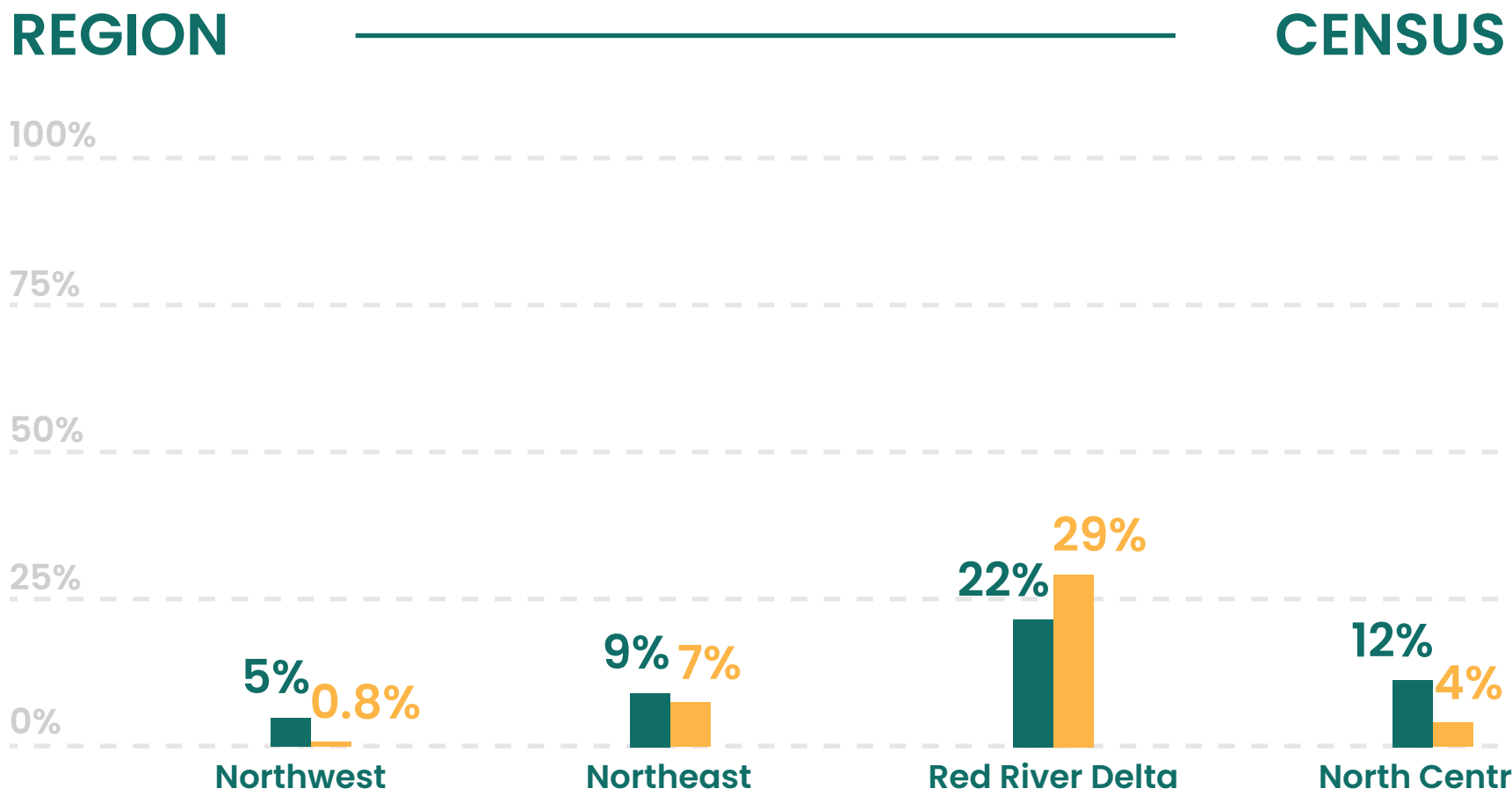
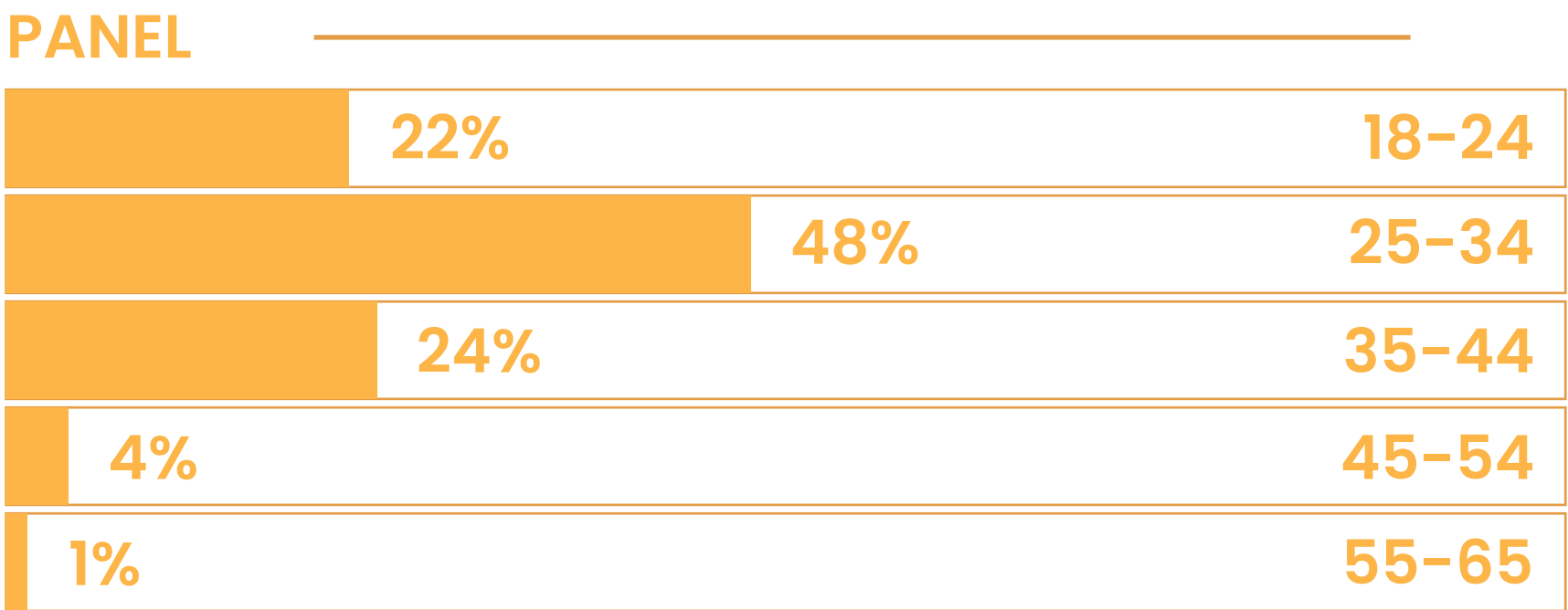
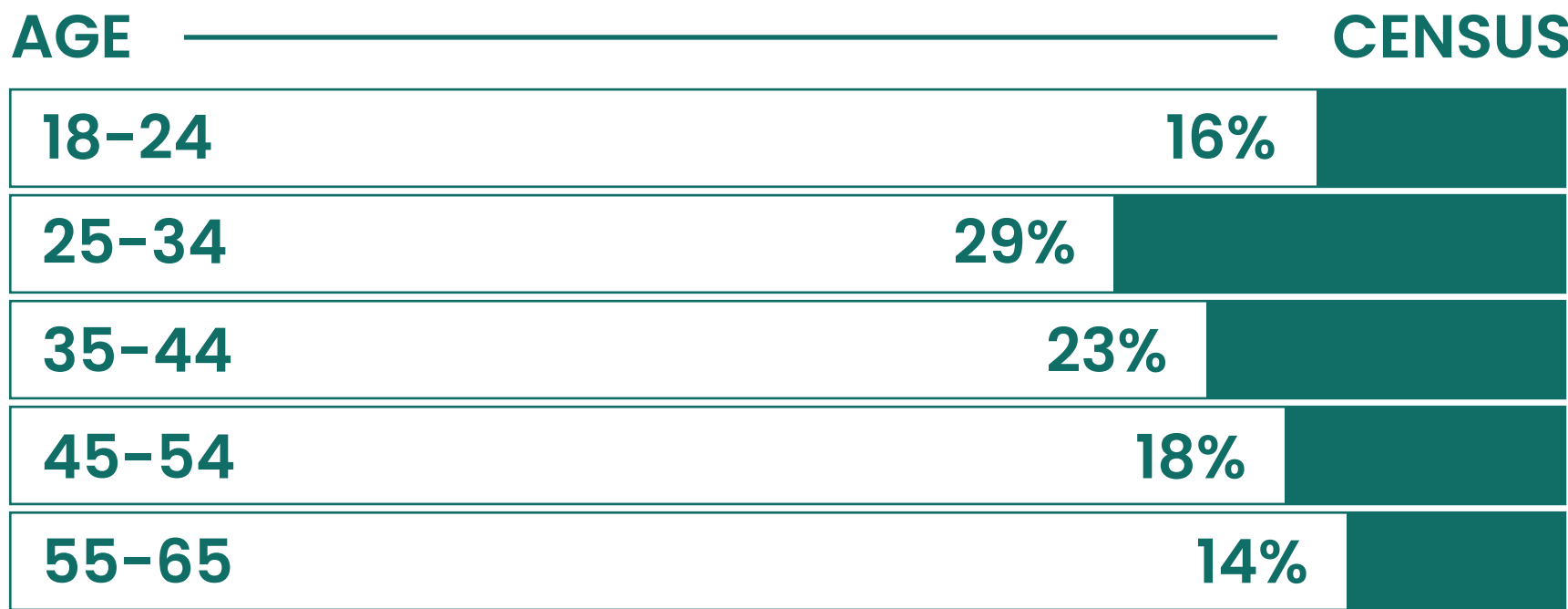
Population: 97,4 millions



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ASIA-PACIFIC





BELGIUM

PANEL SIZE: 10,890

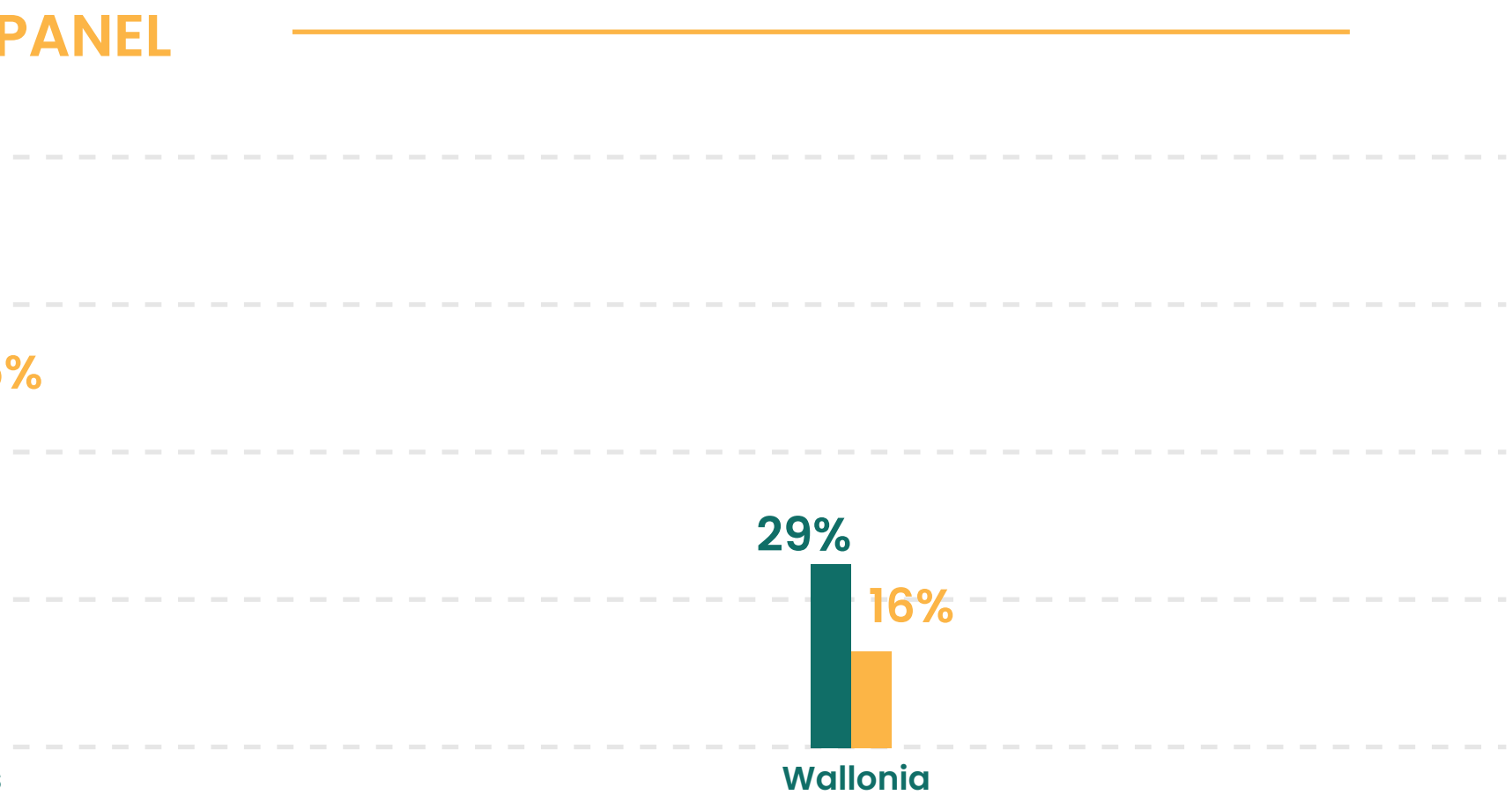
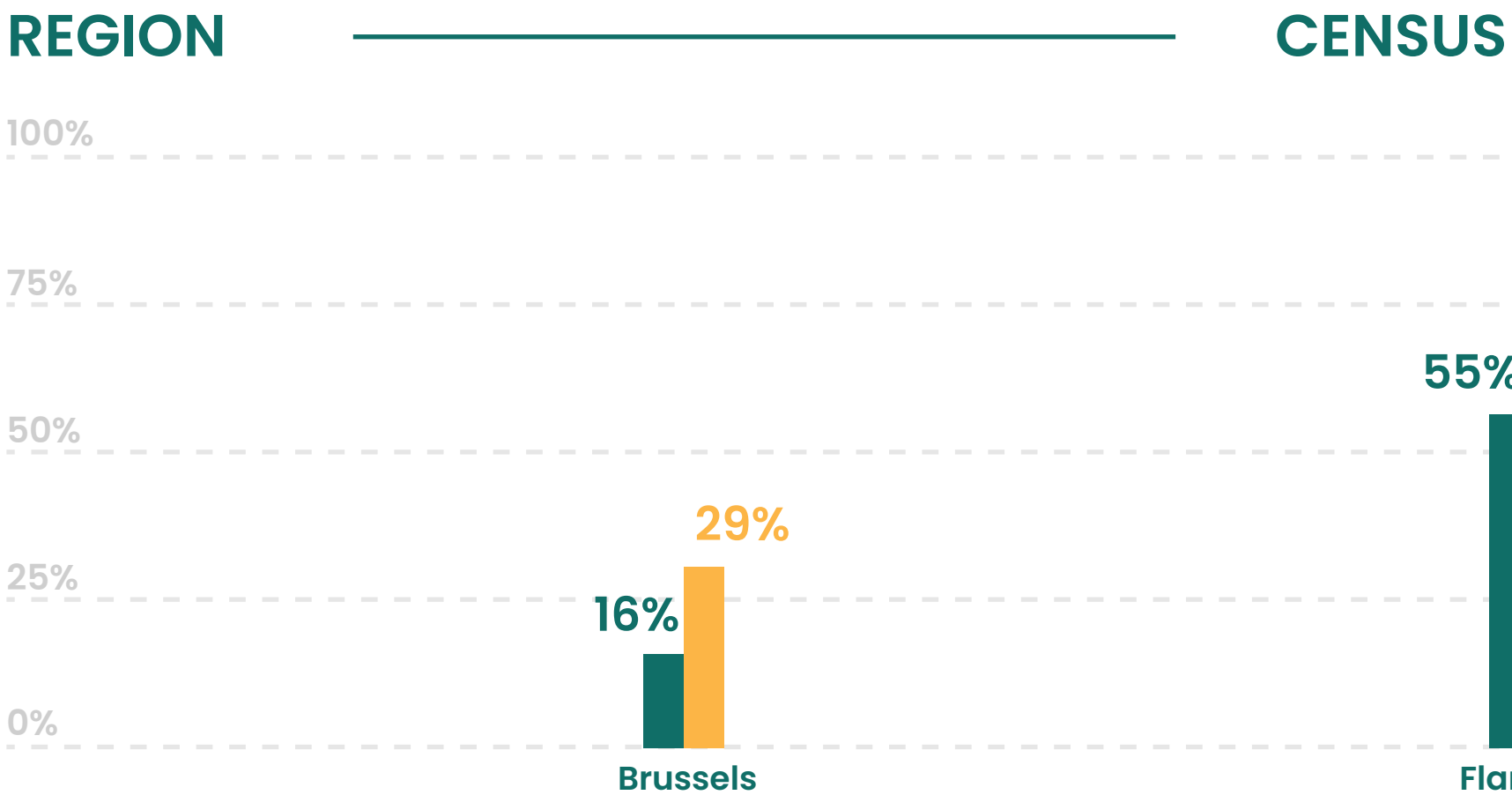
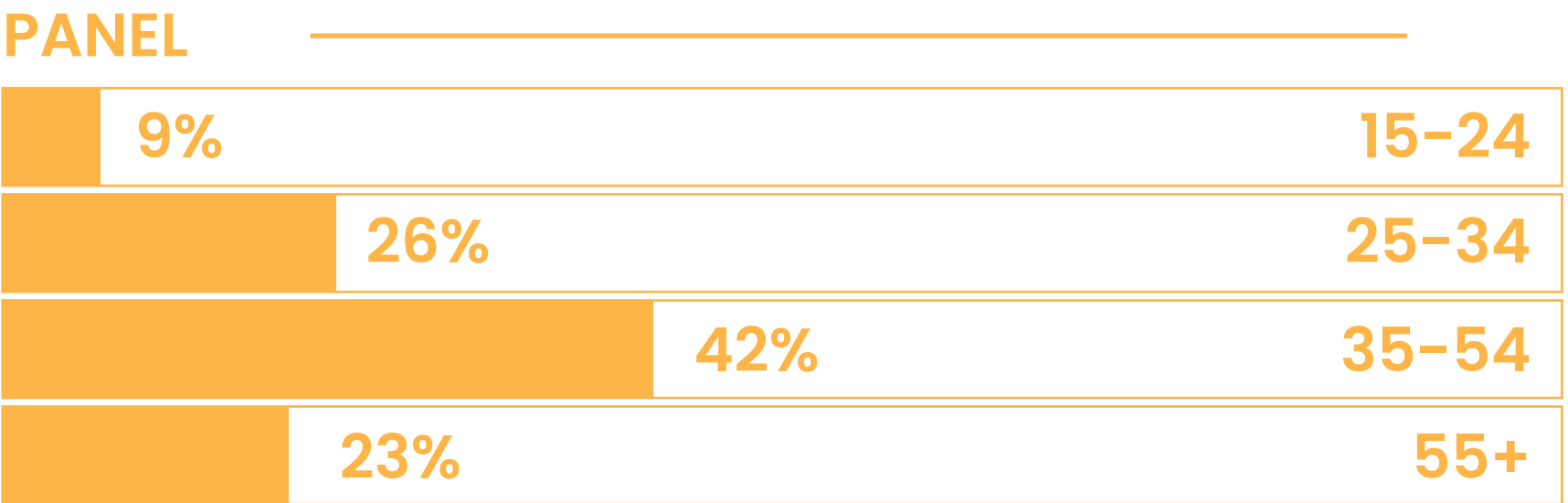
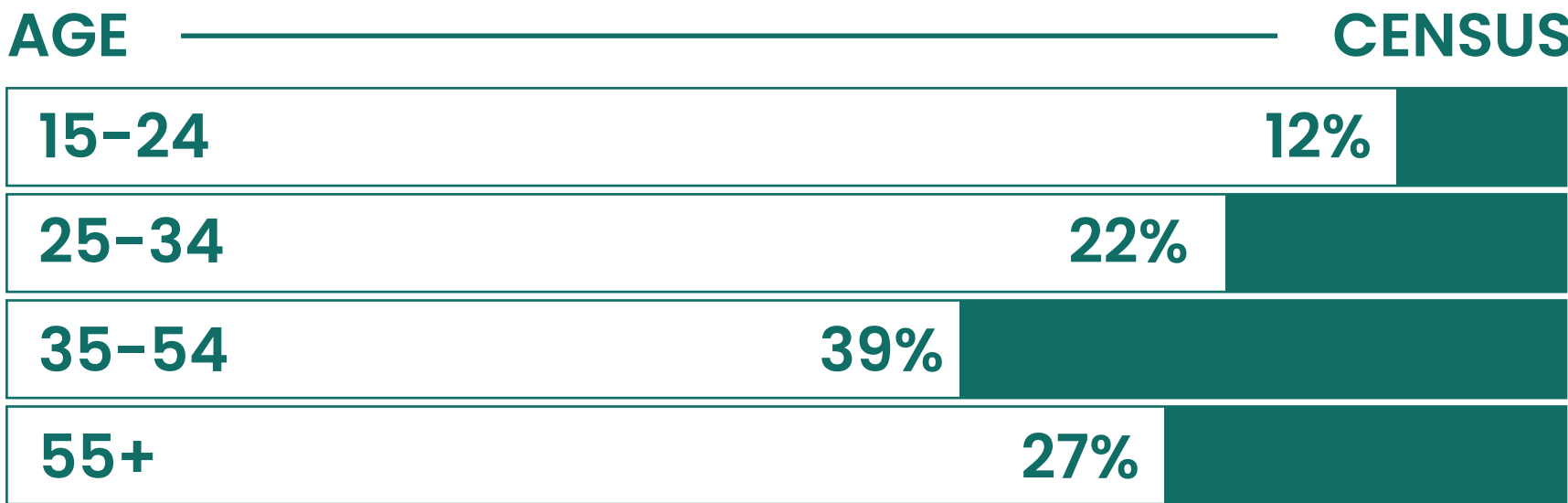
Population: 11,7 millions



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EUROPE

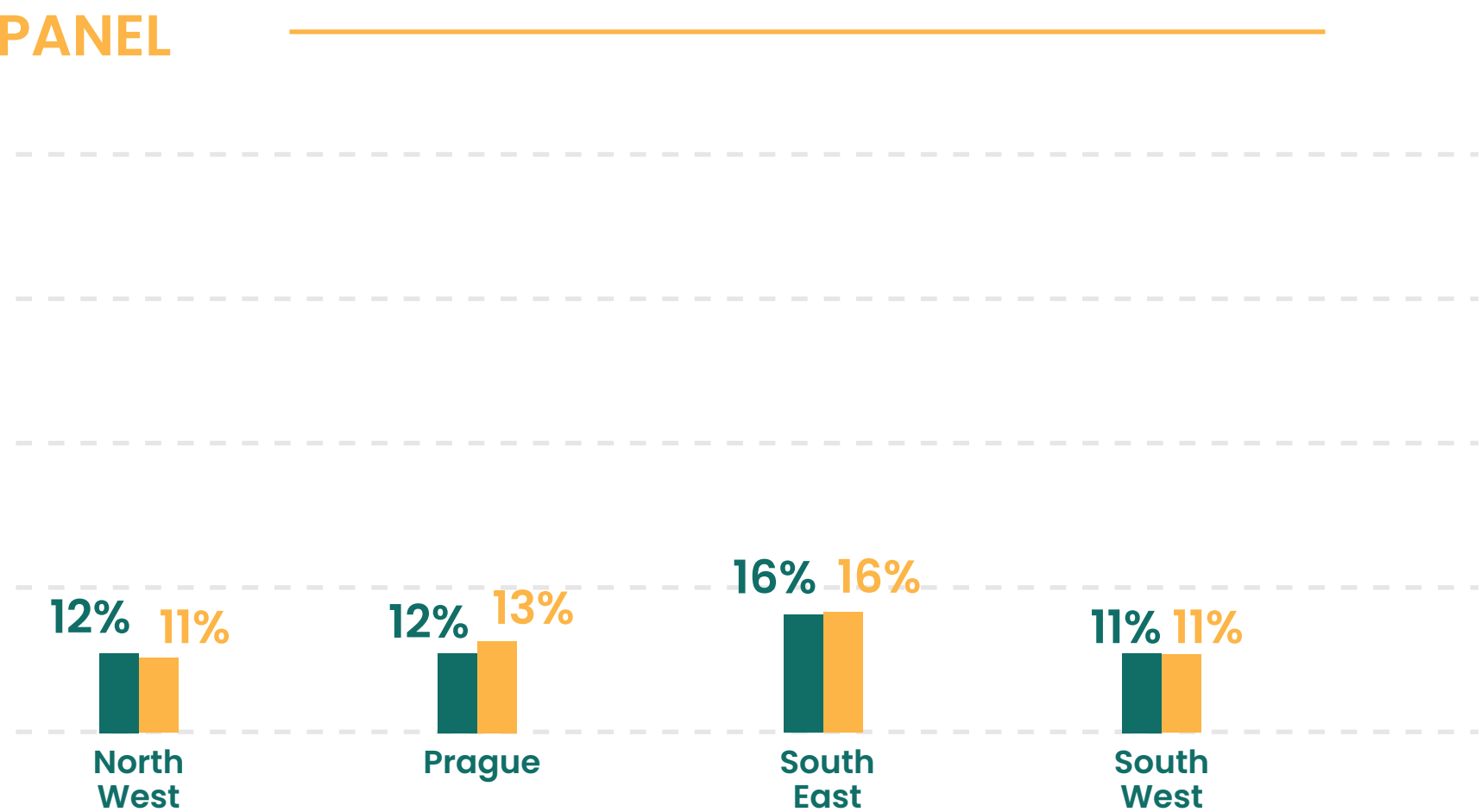
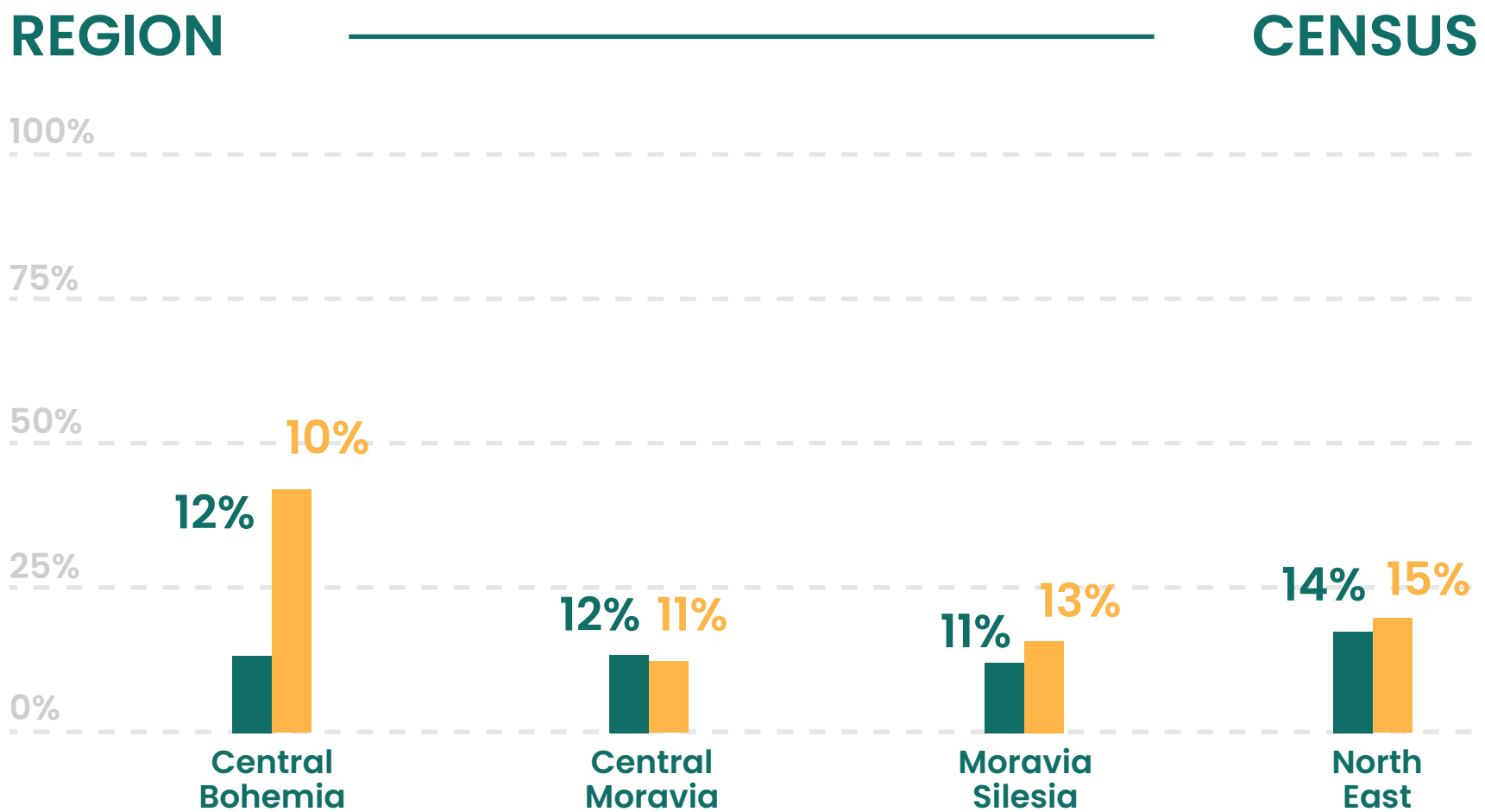
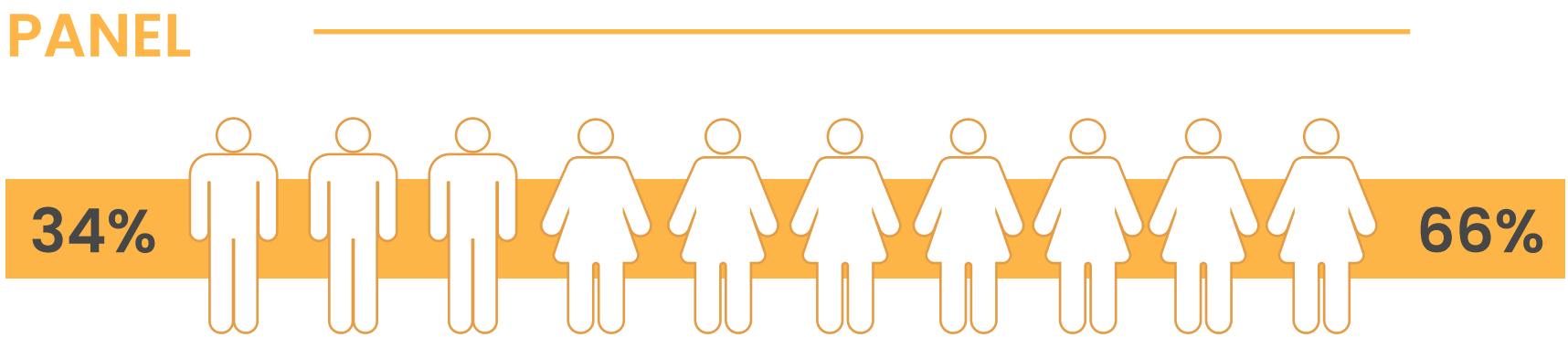
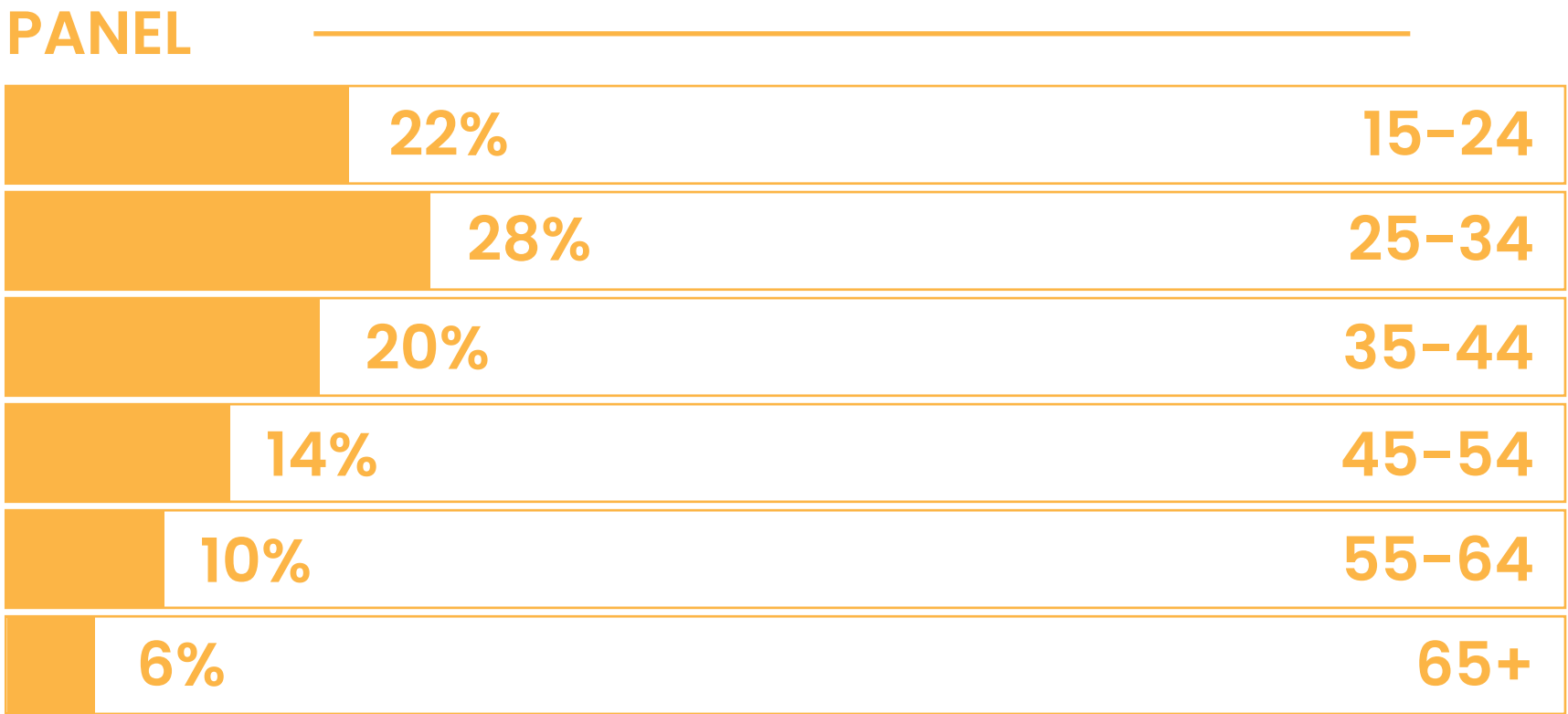
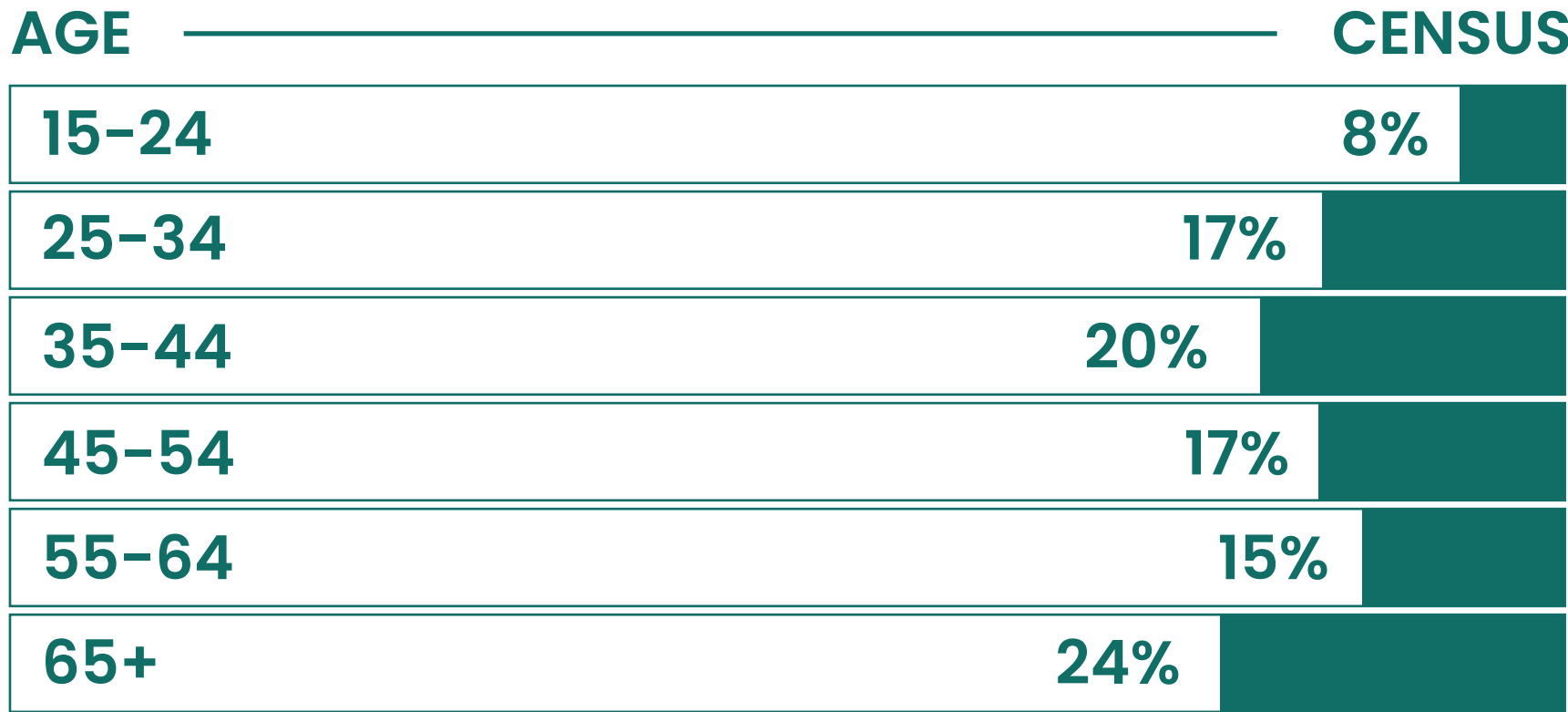


CZECH REPUBLIC

PANEL SIZE: 40,500  
Population: 10,7 millions



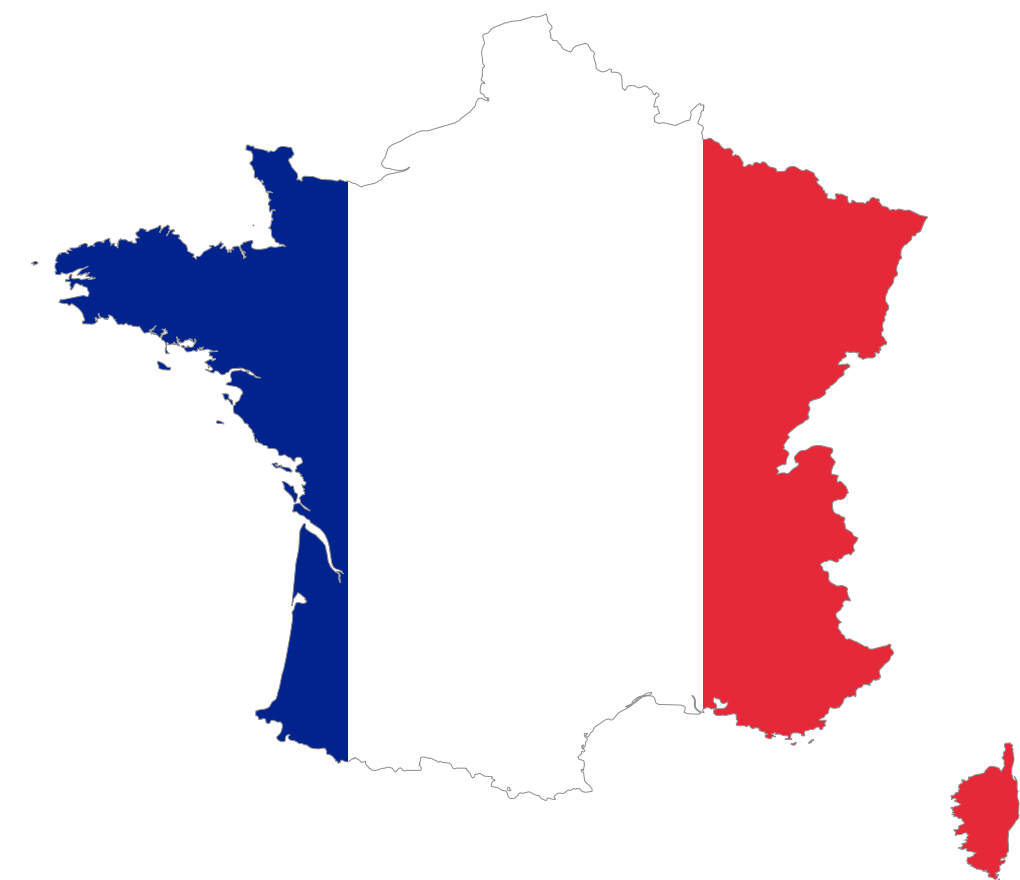
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FRANCE

PANEL SIZE: 14,180

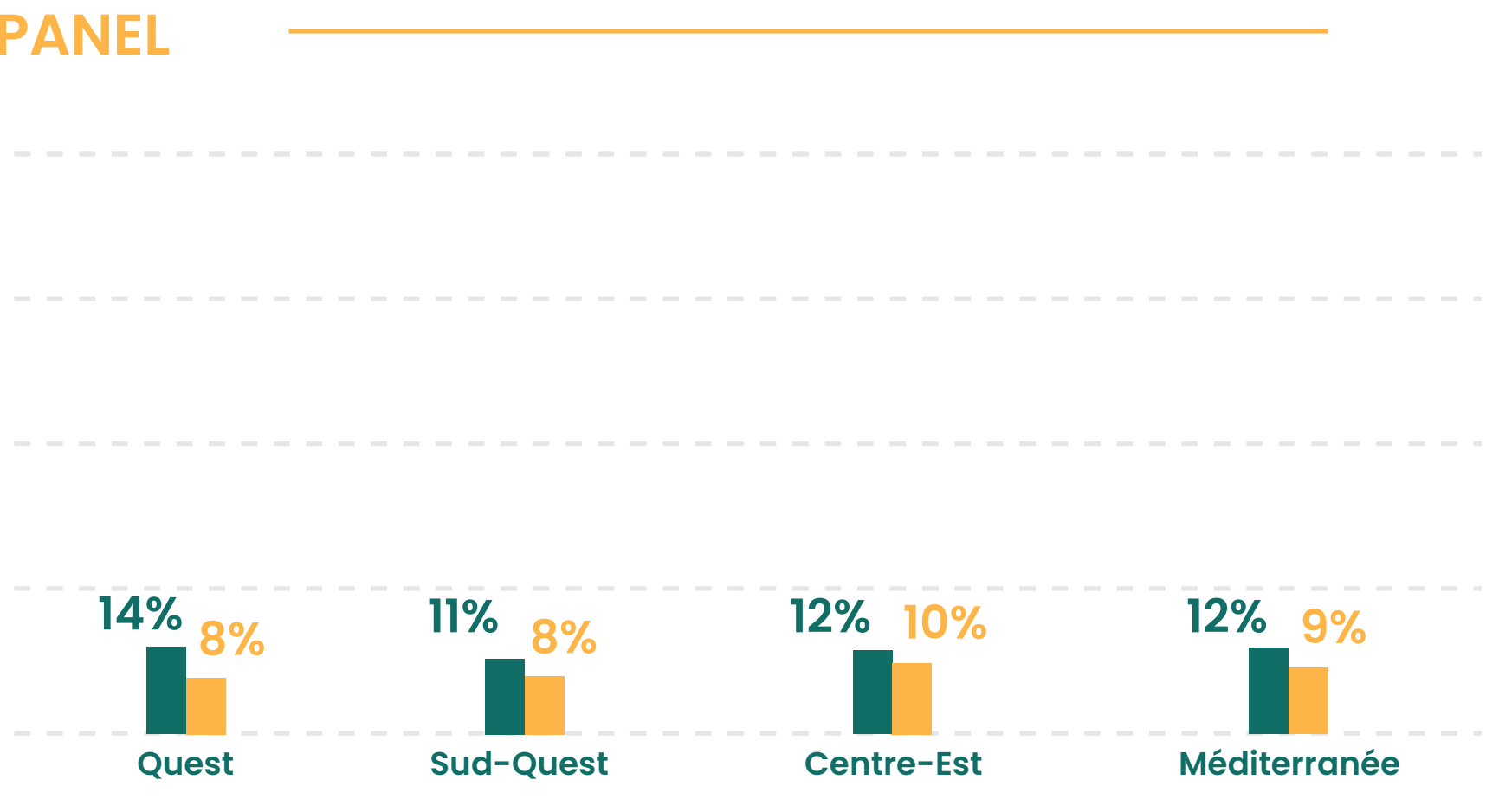
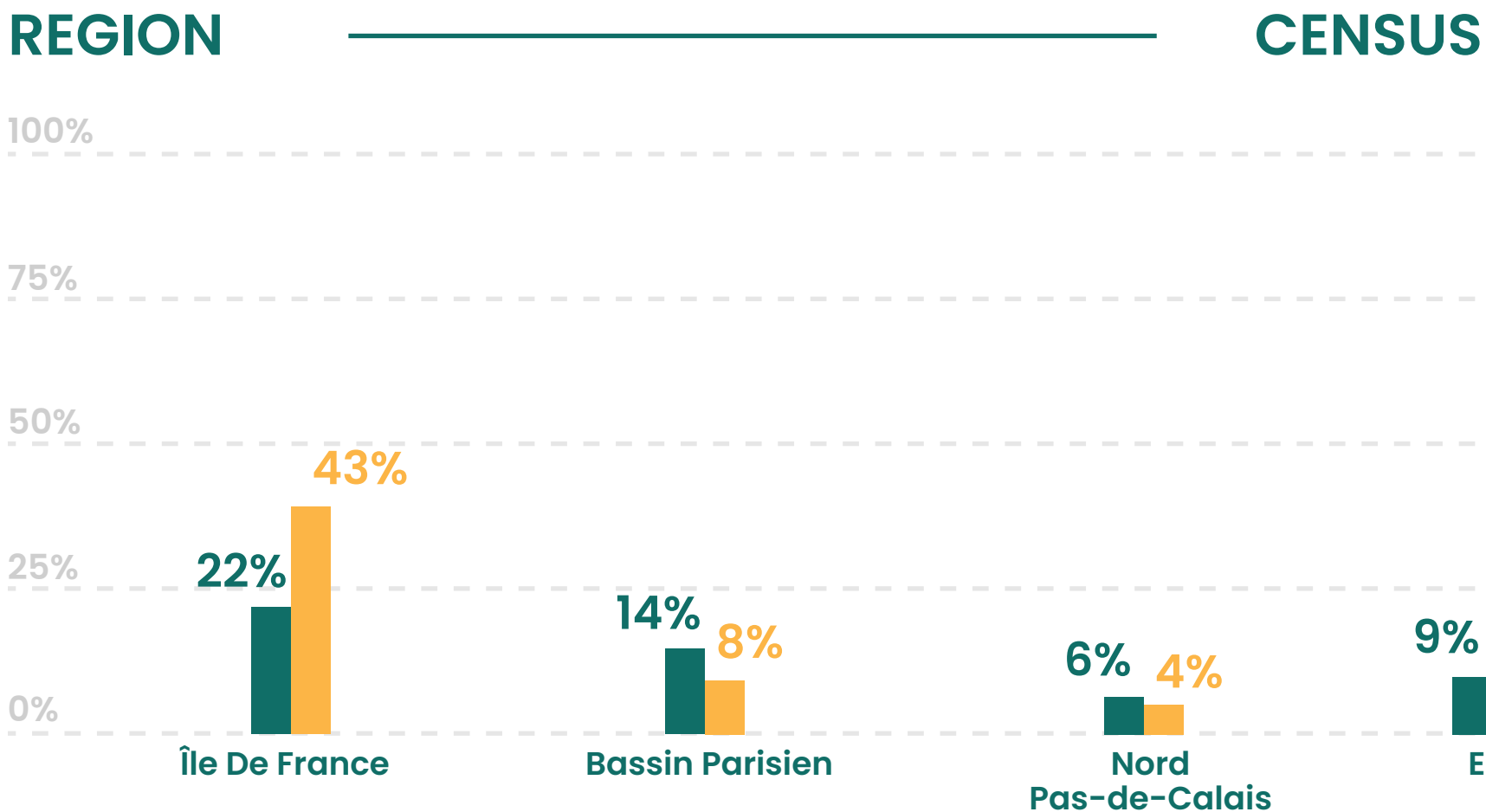
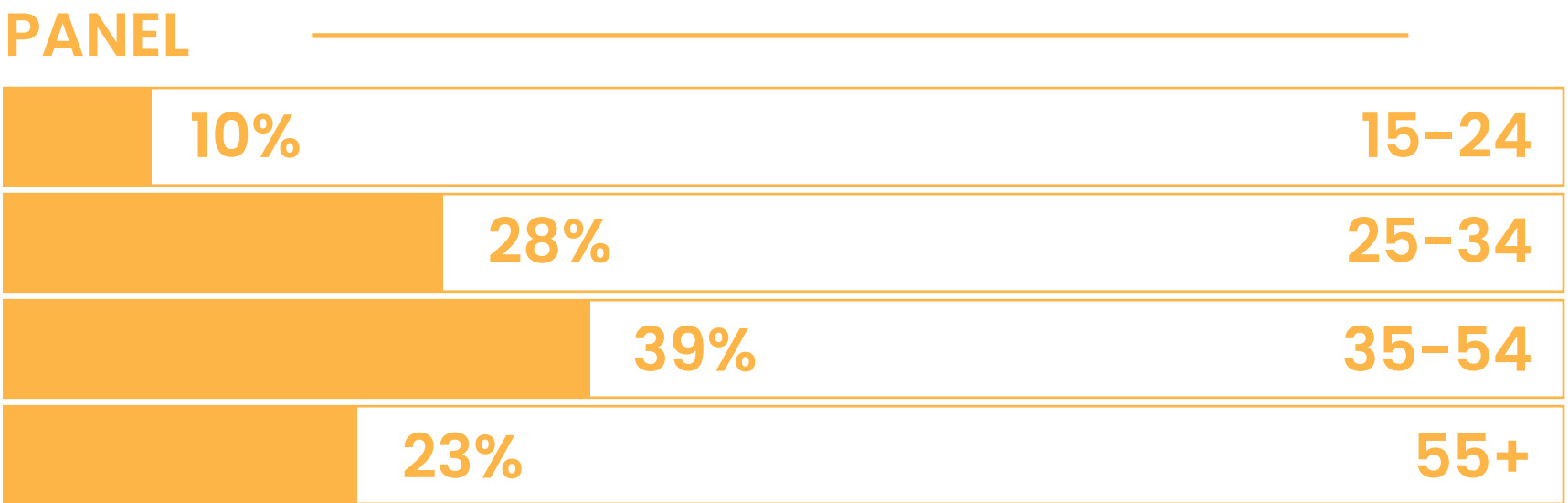
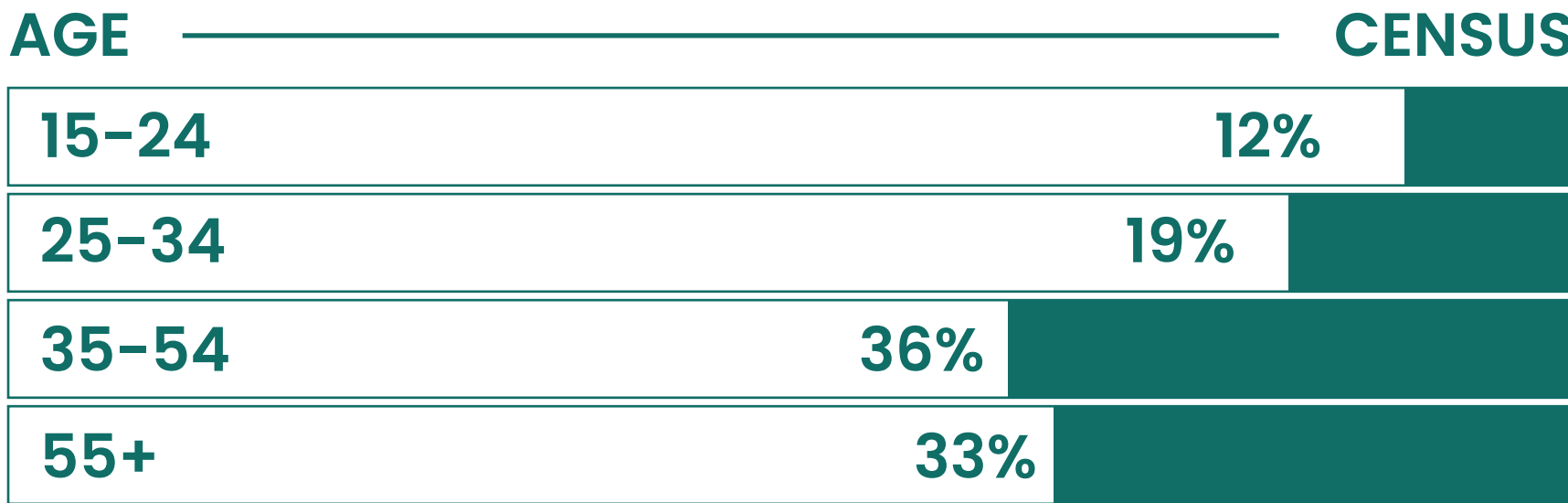
Population: 65,6 millions



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EUROPE



GERMANY

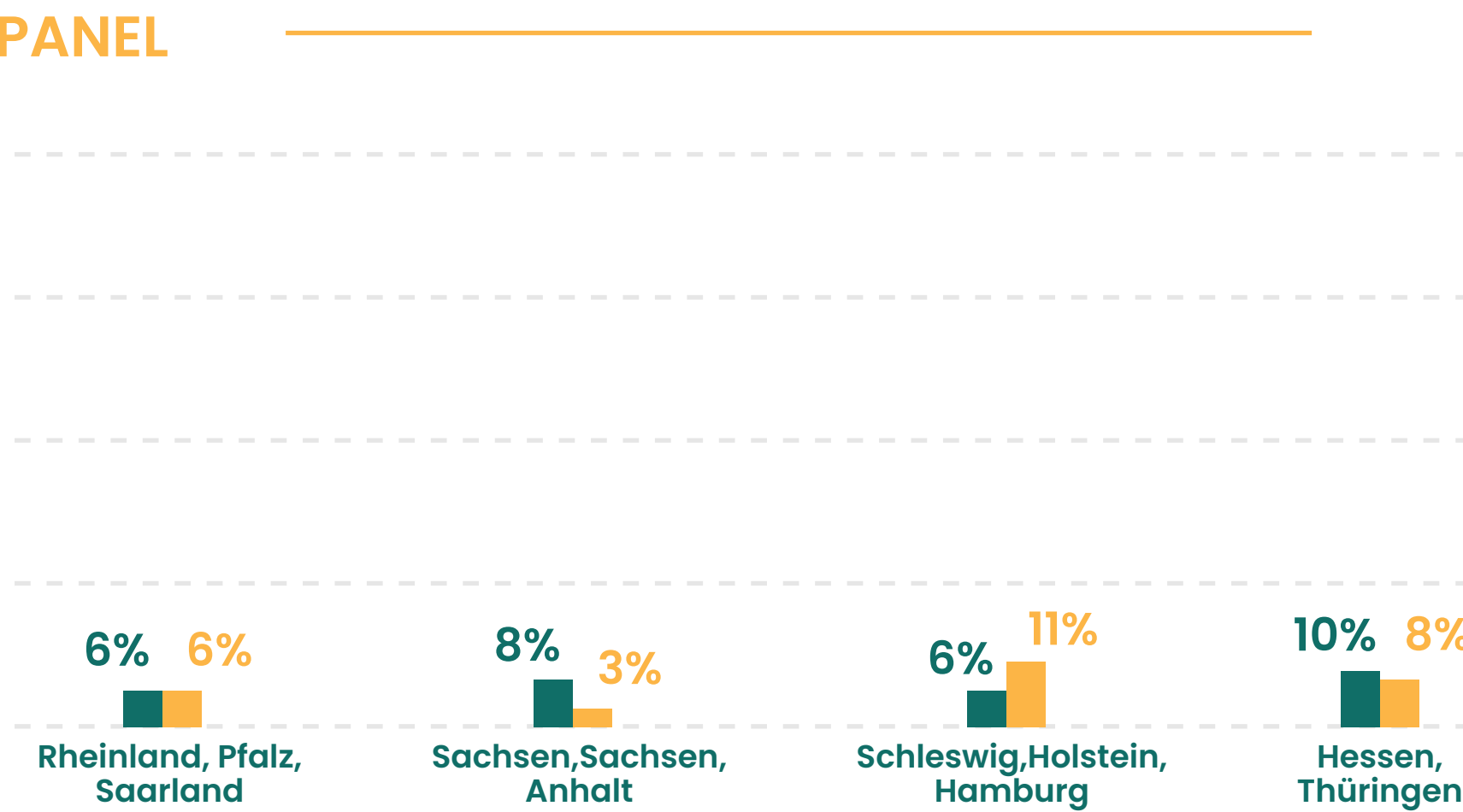
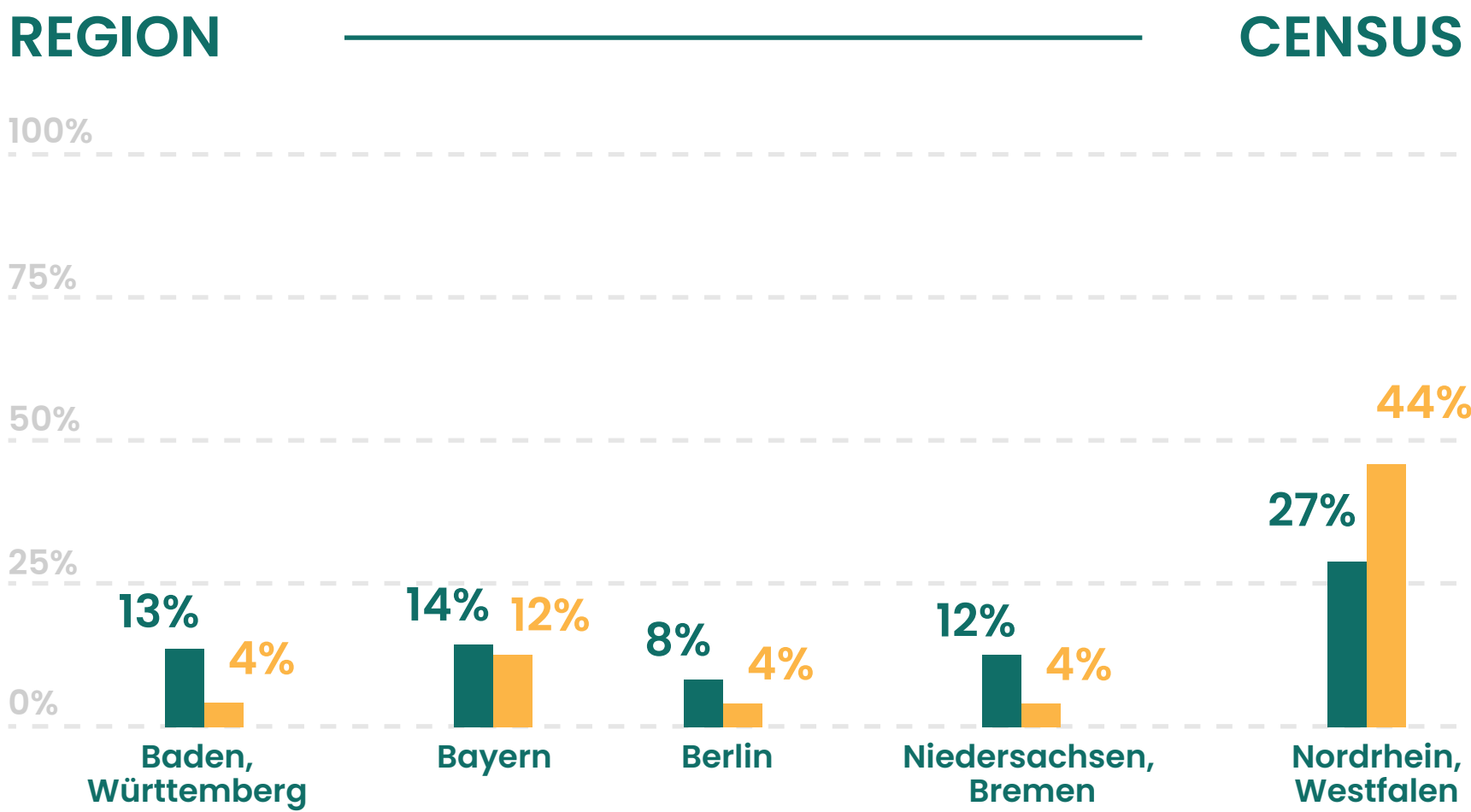
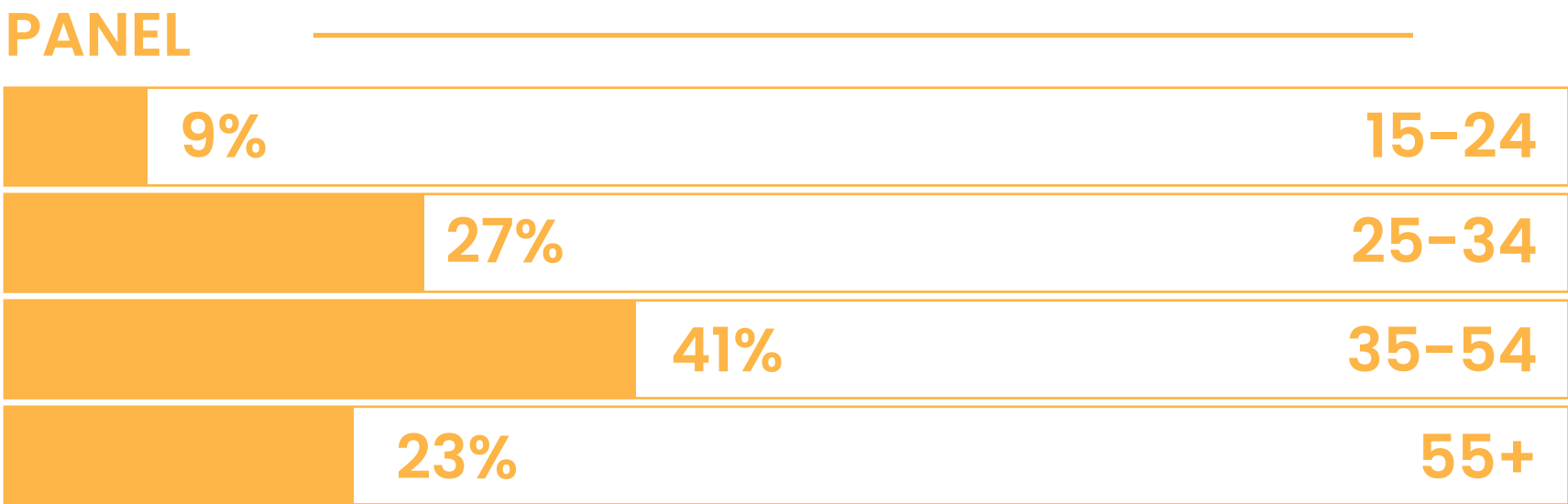
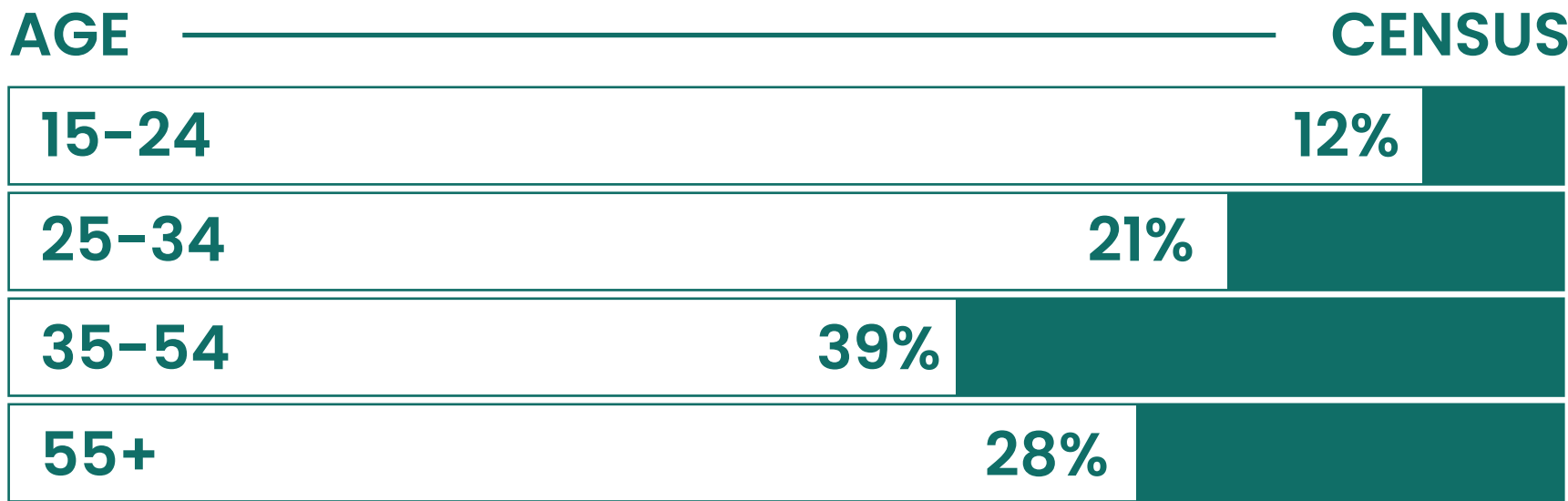
PANEL SIZE: 12,550

Population: 84,4 millions



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GREECE

PANEL SIZE: 35,470

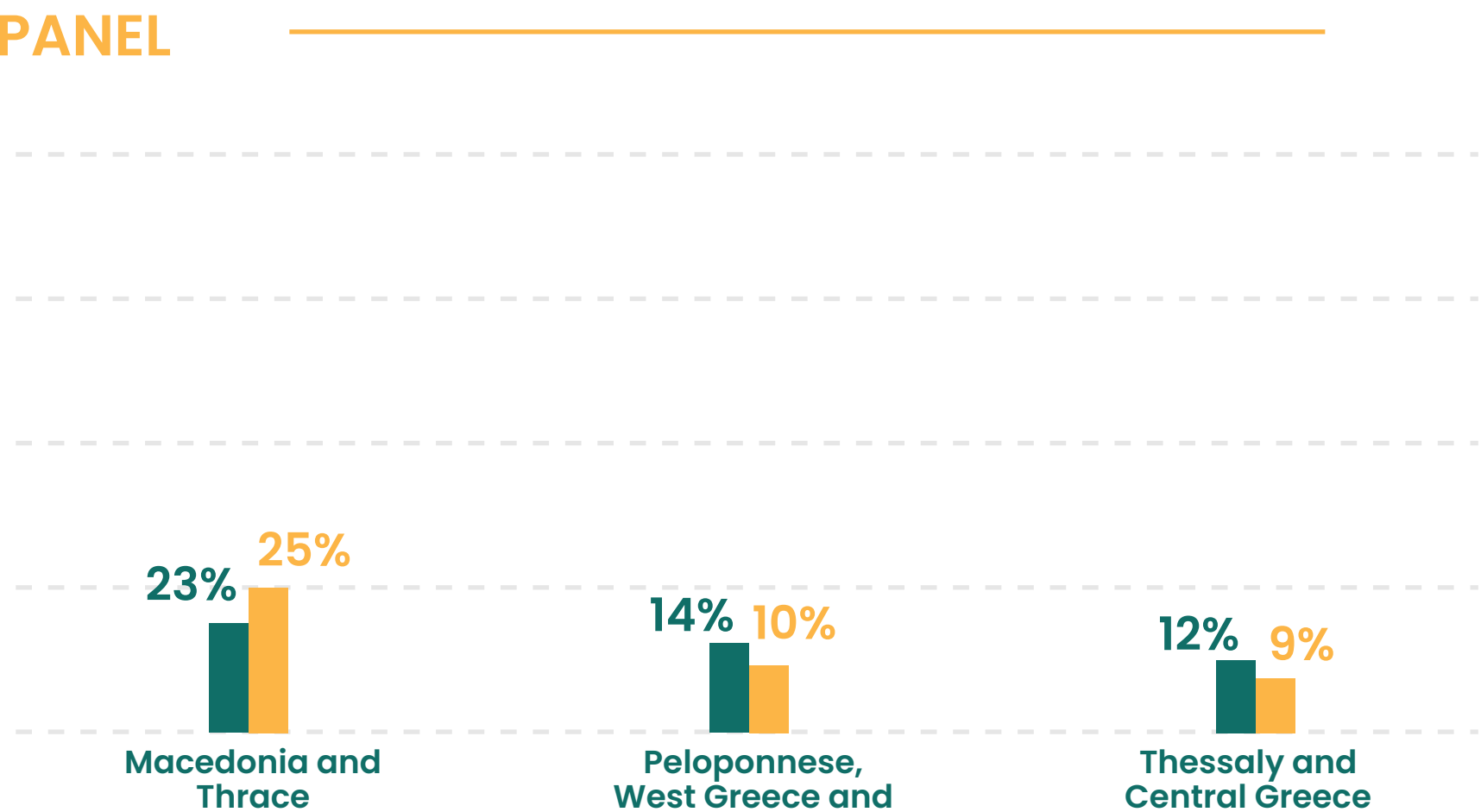
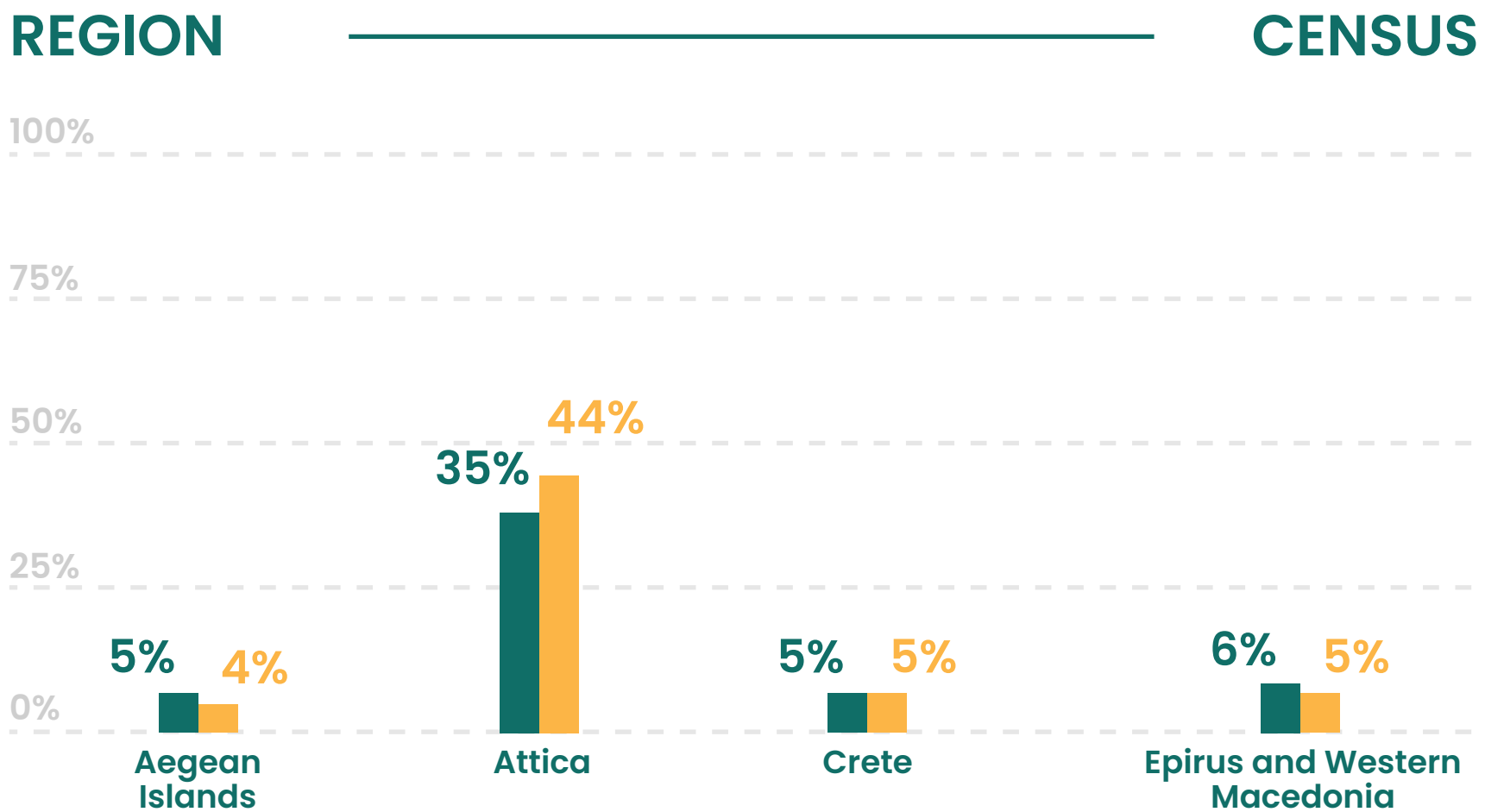
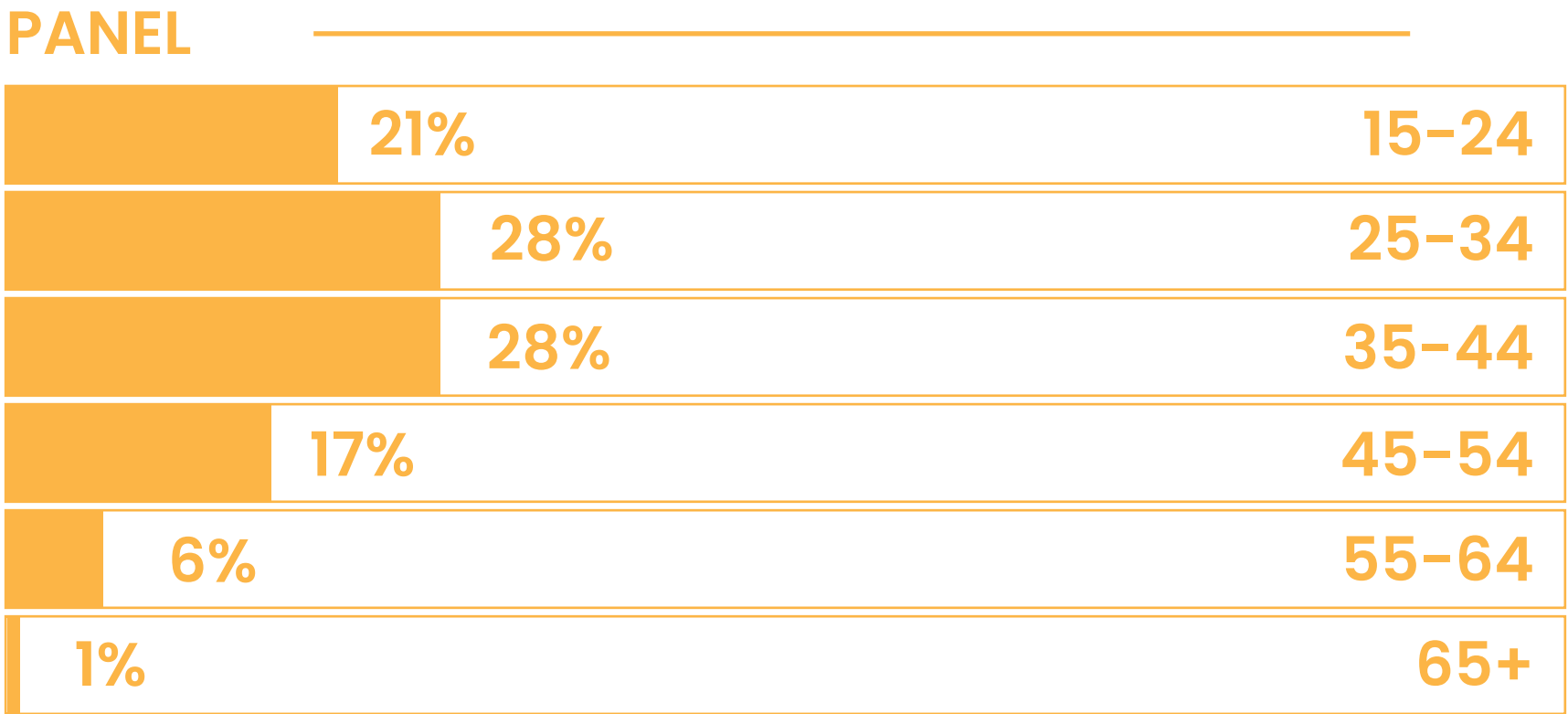
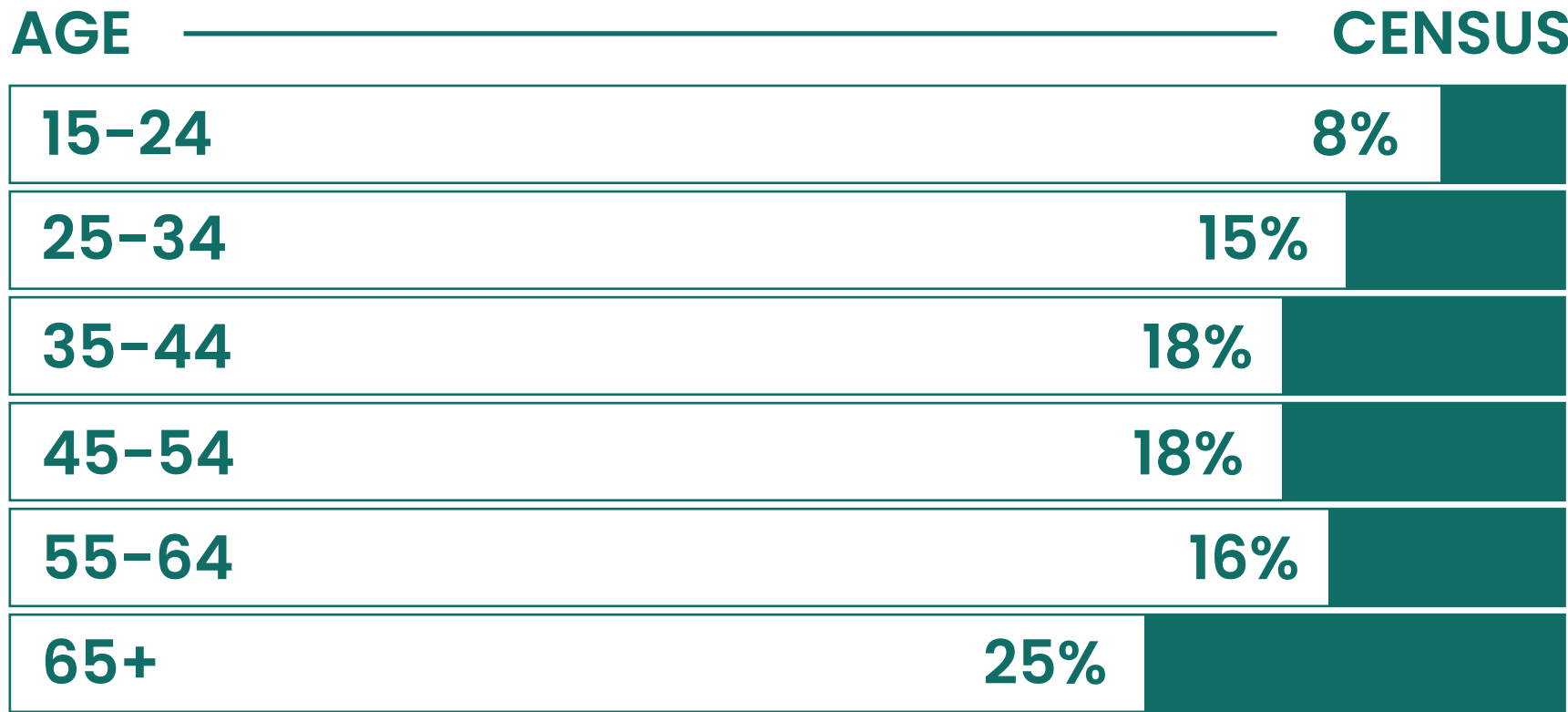
Population: 10,3 millions



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HUNGARY

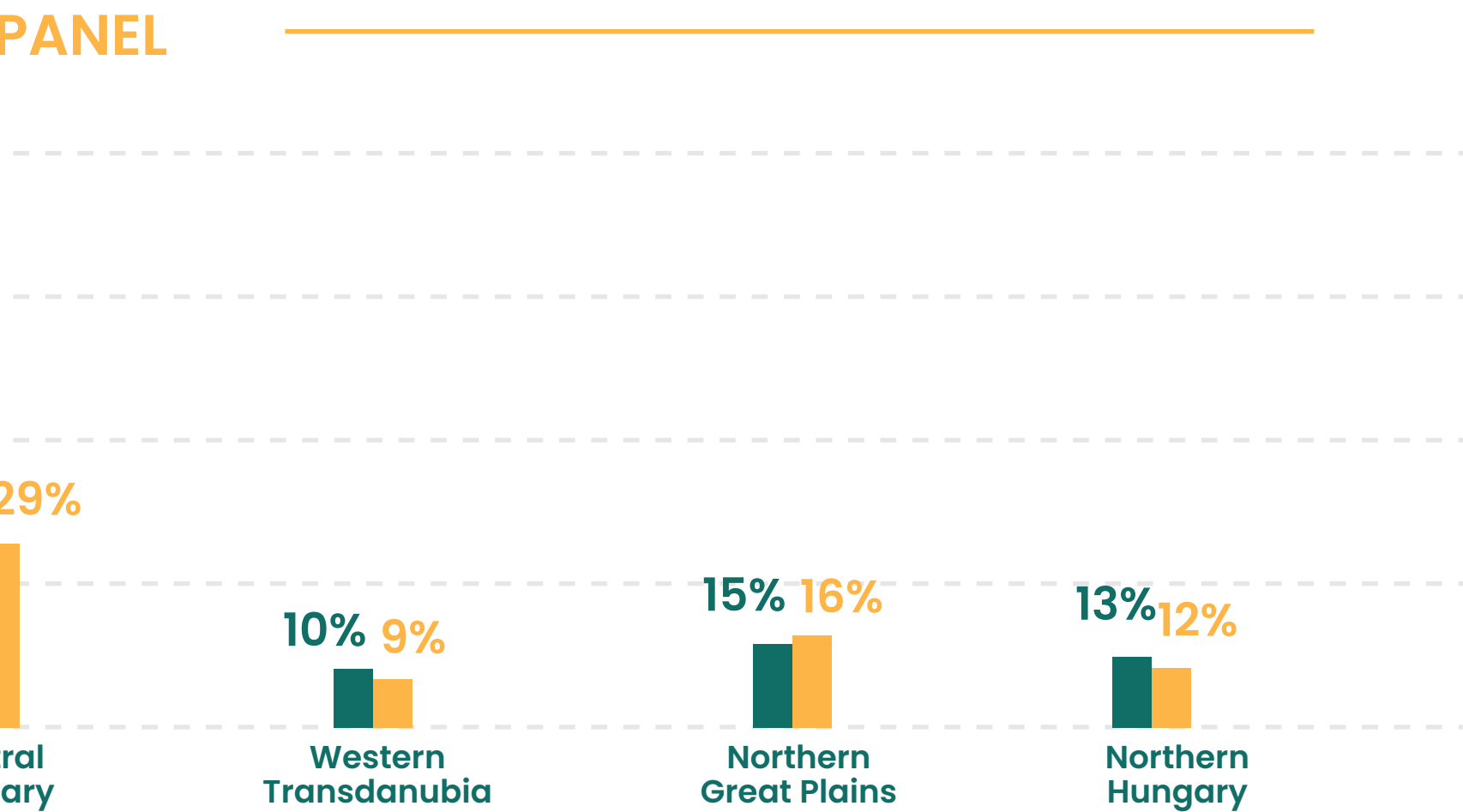
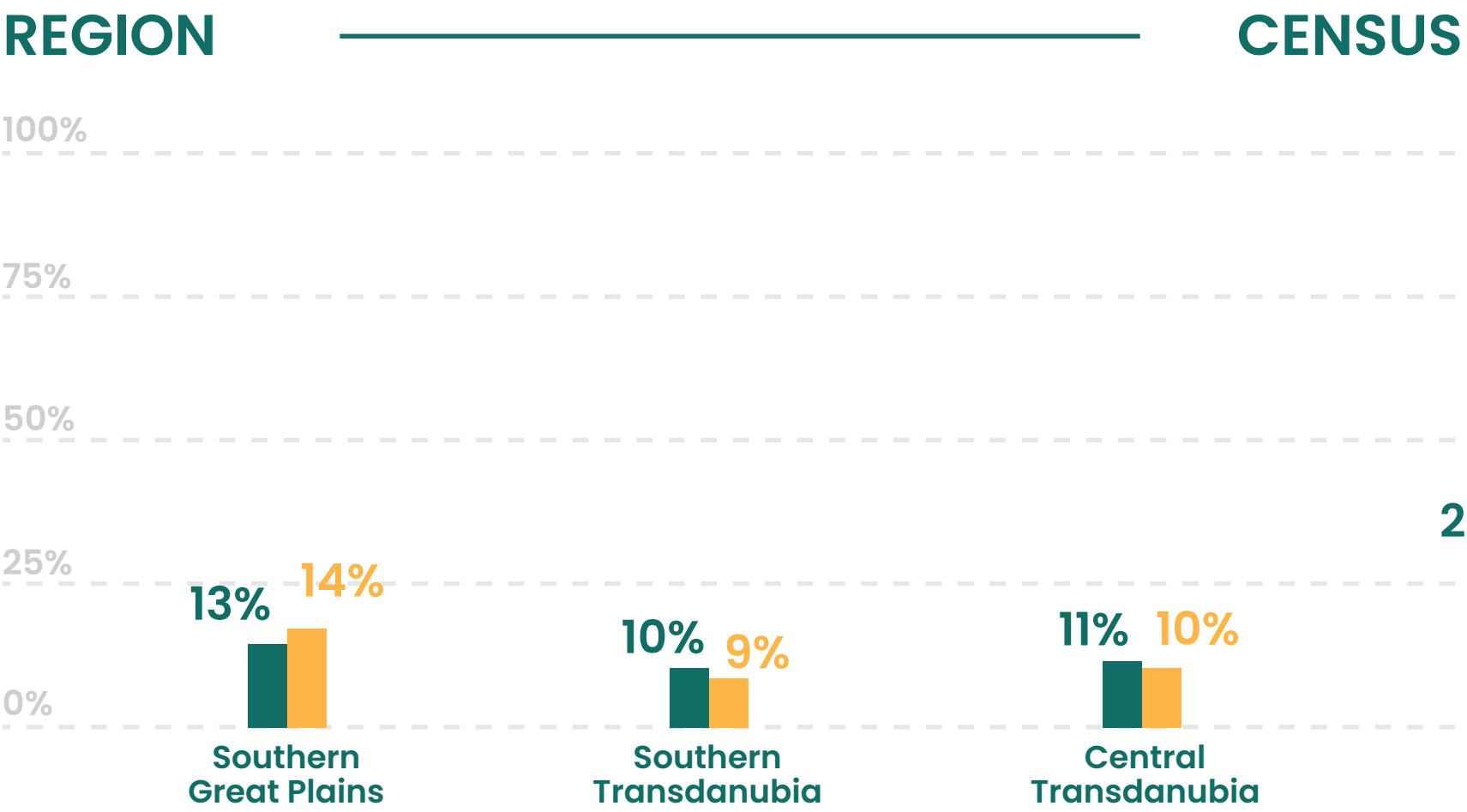
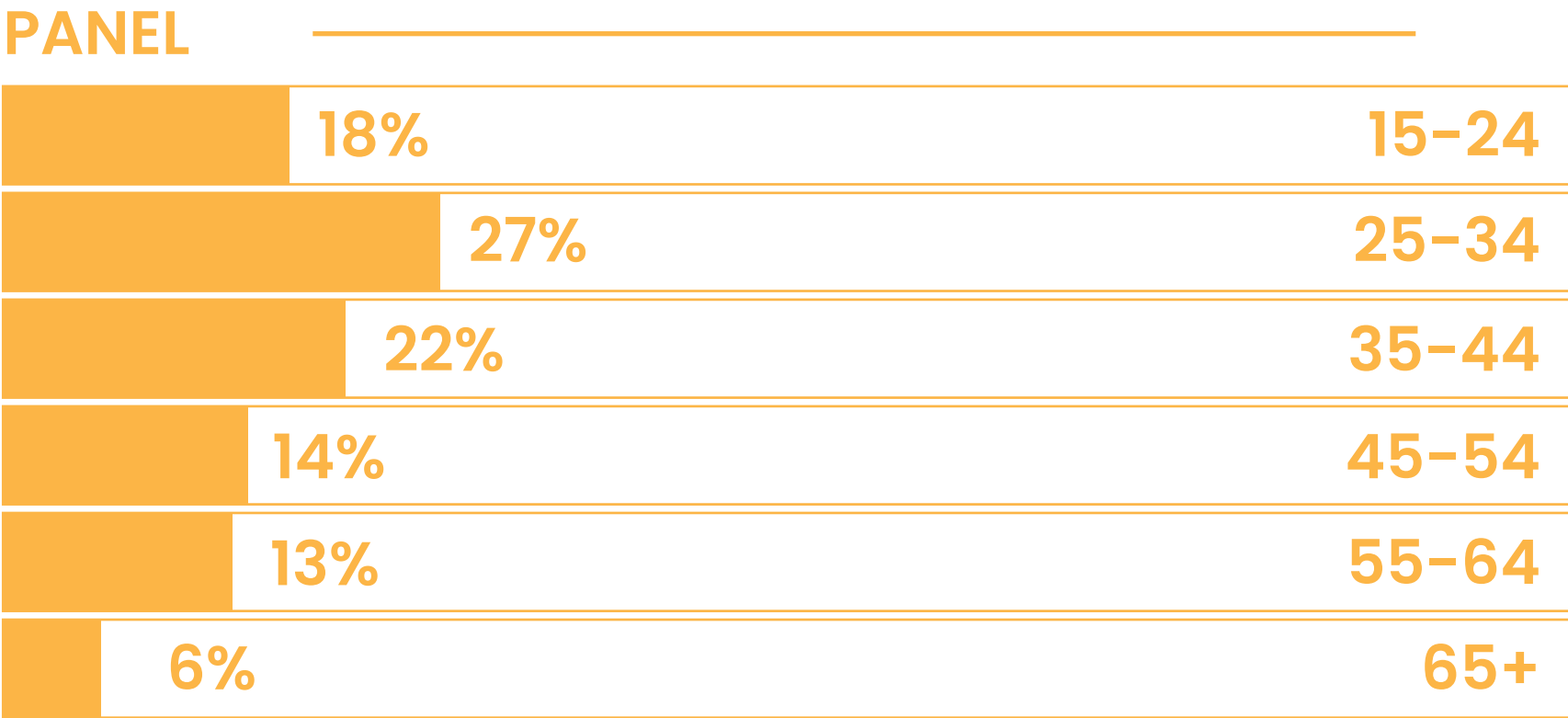
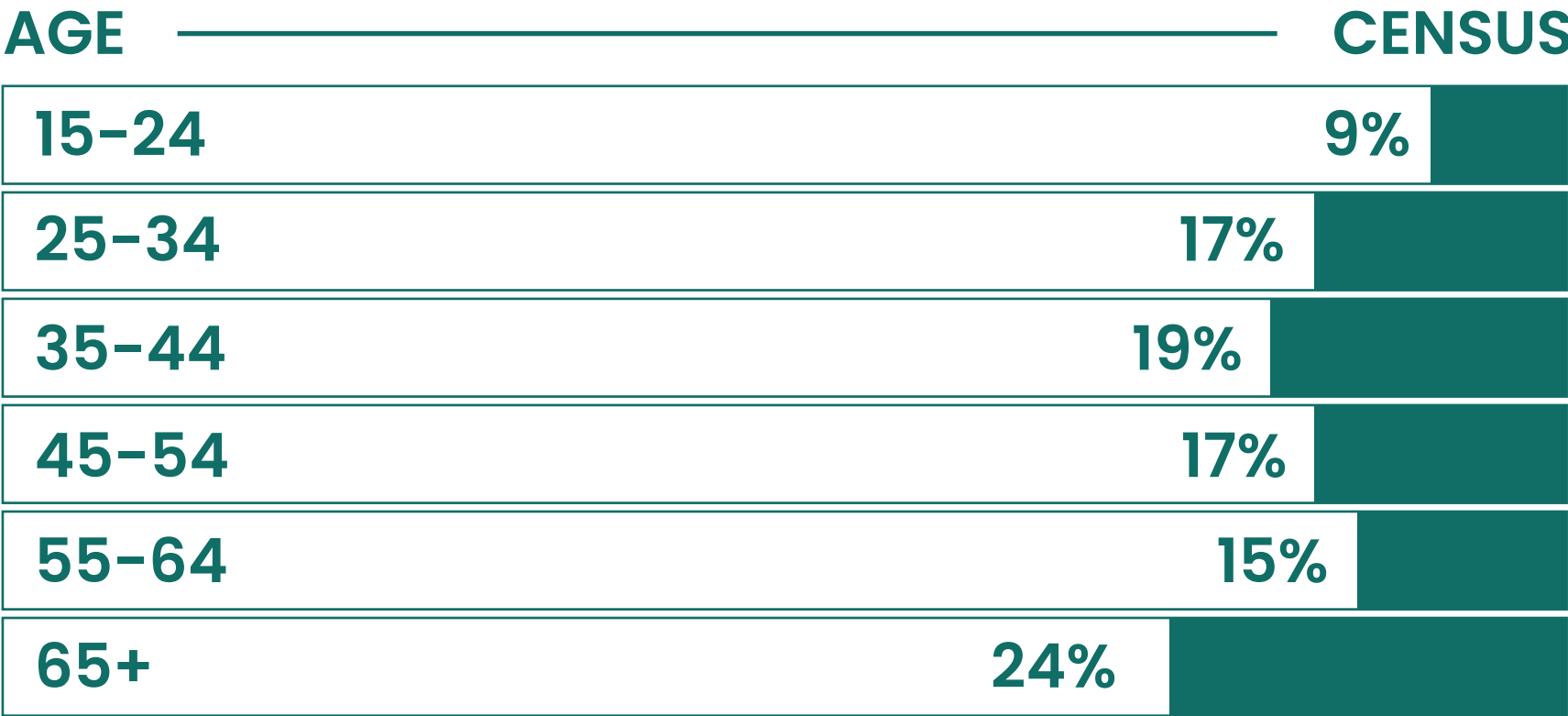
PANEL SIZE: 28,980

Population: 9,6 millions



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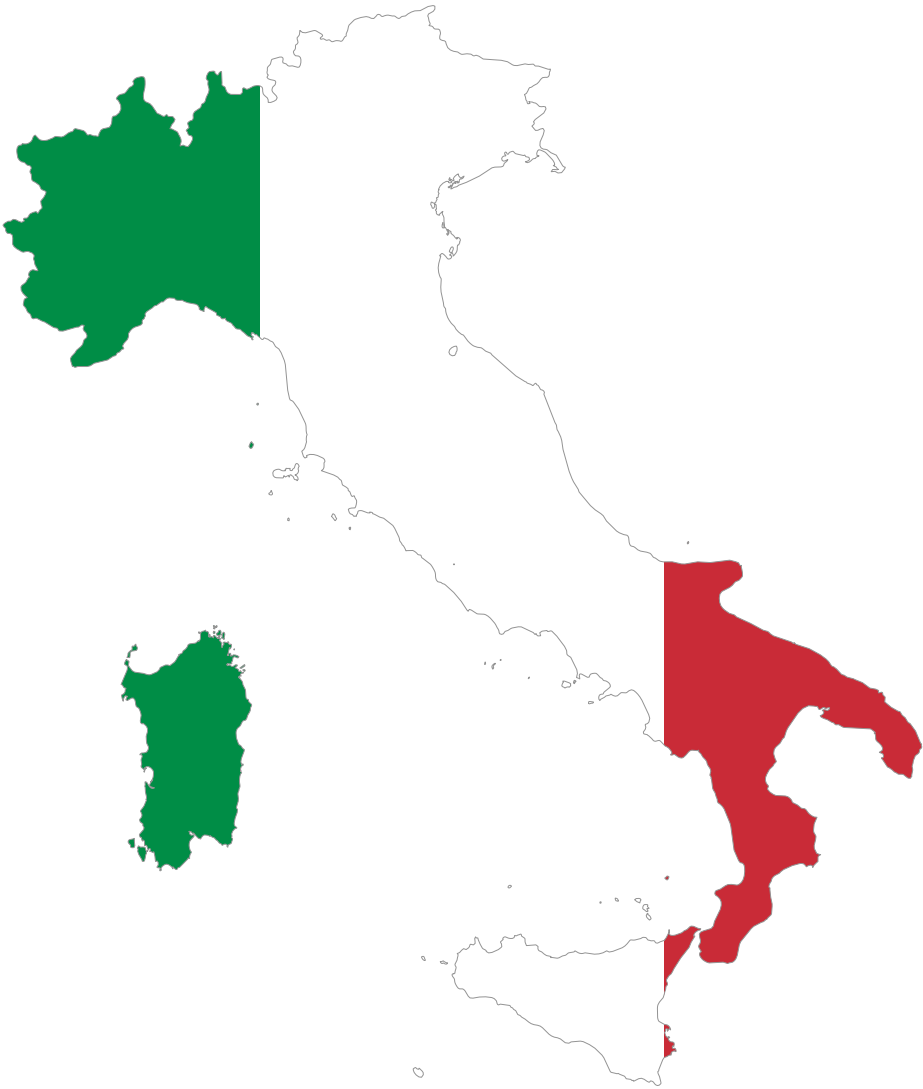
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ITALY

PANEL SIZE: 17,790

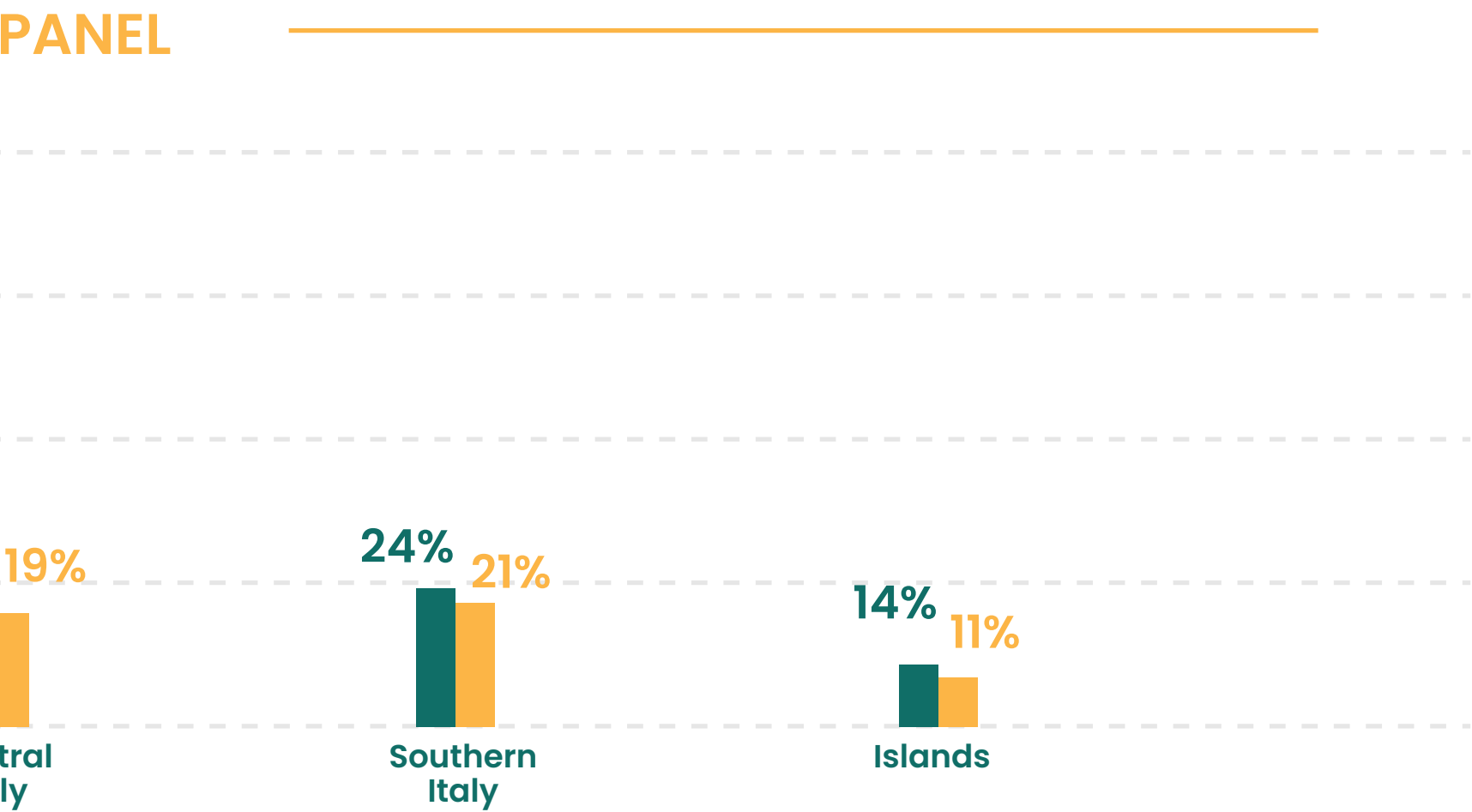
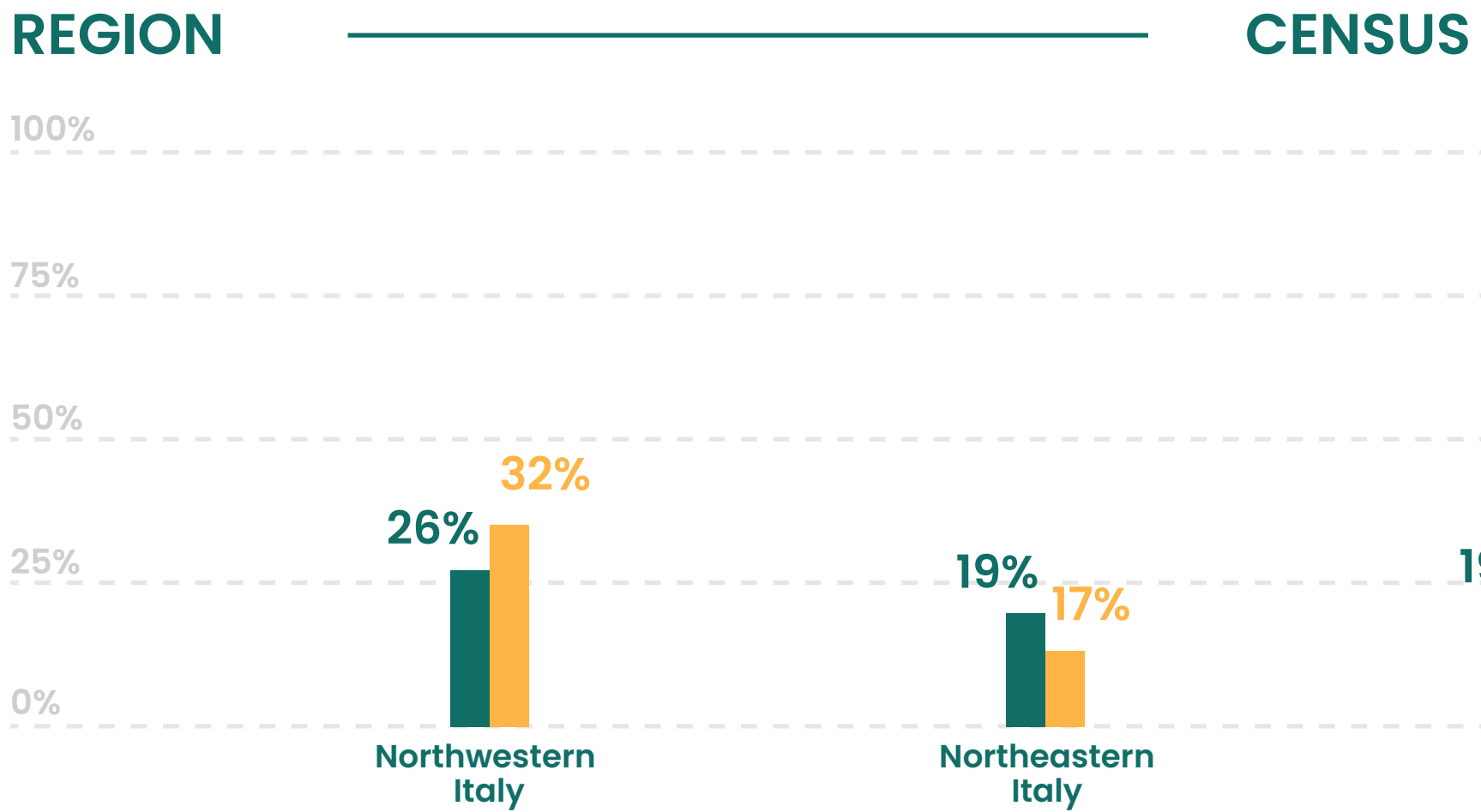
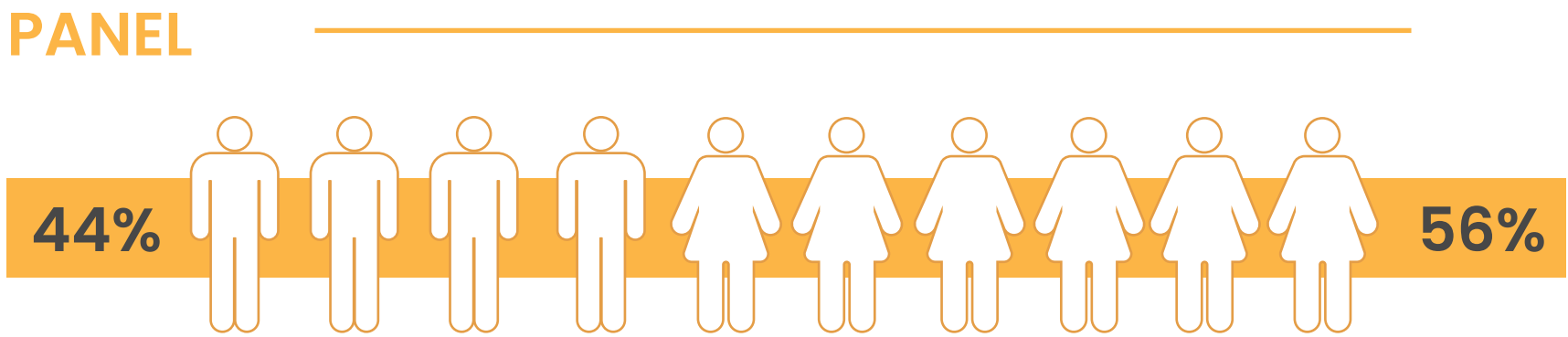
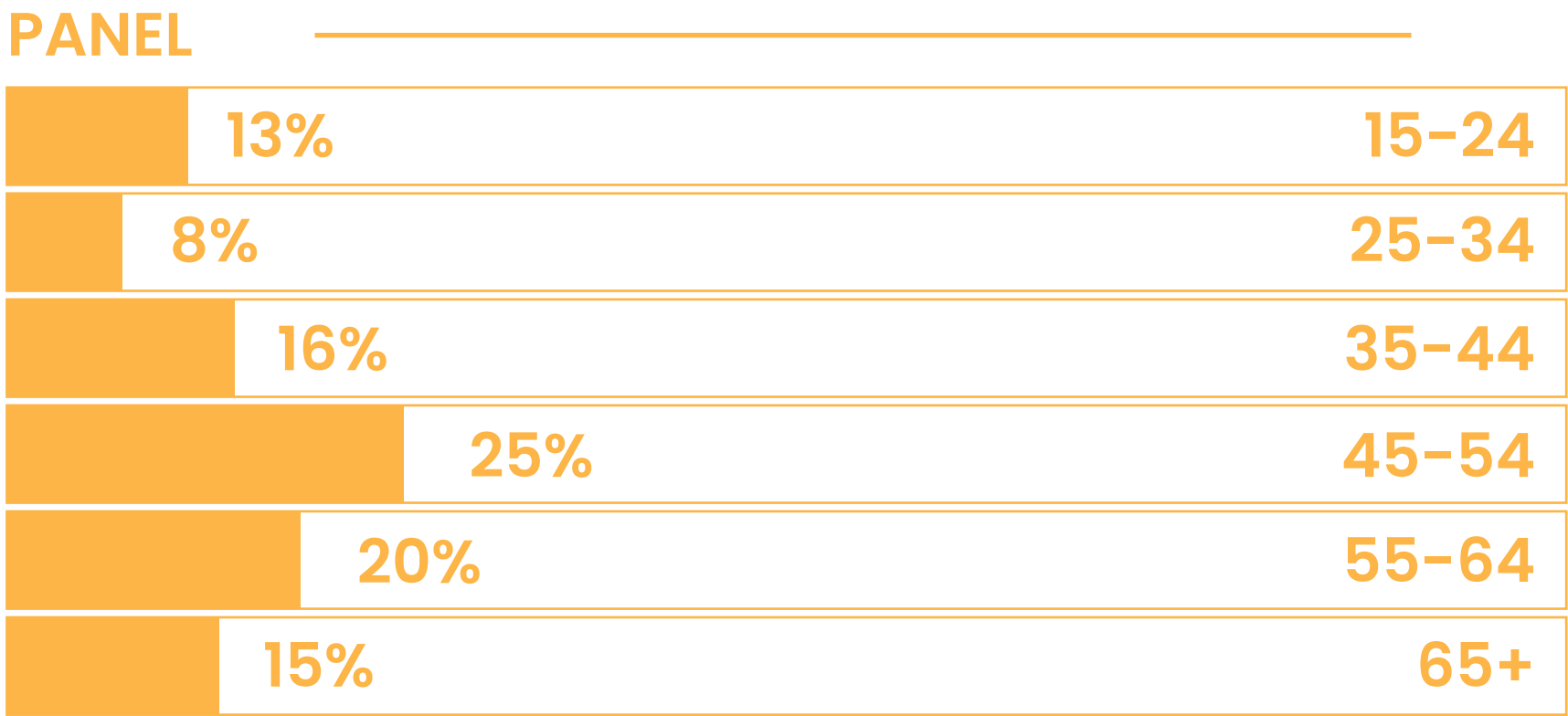
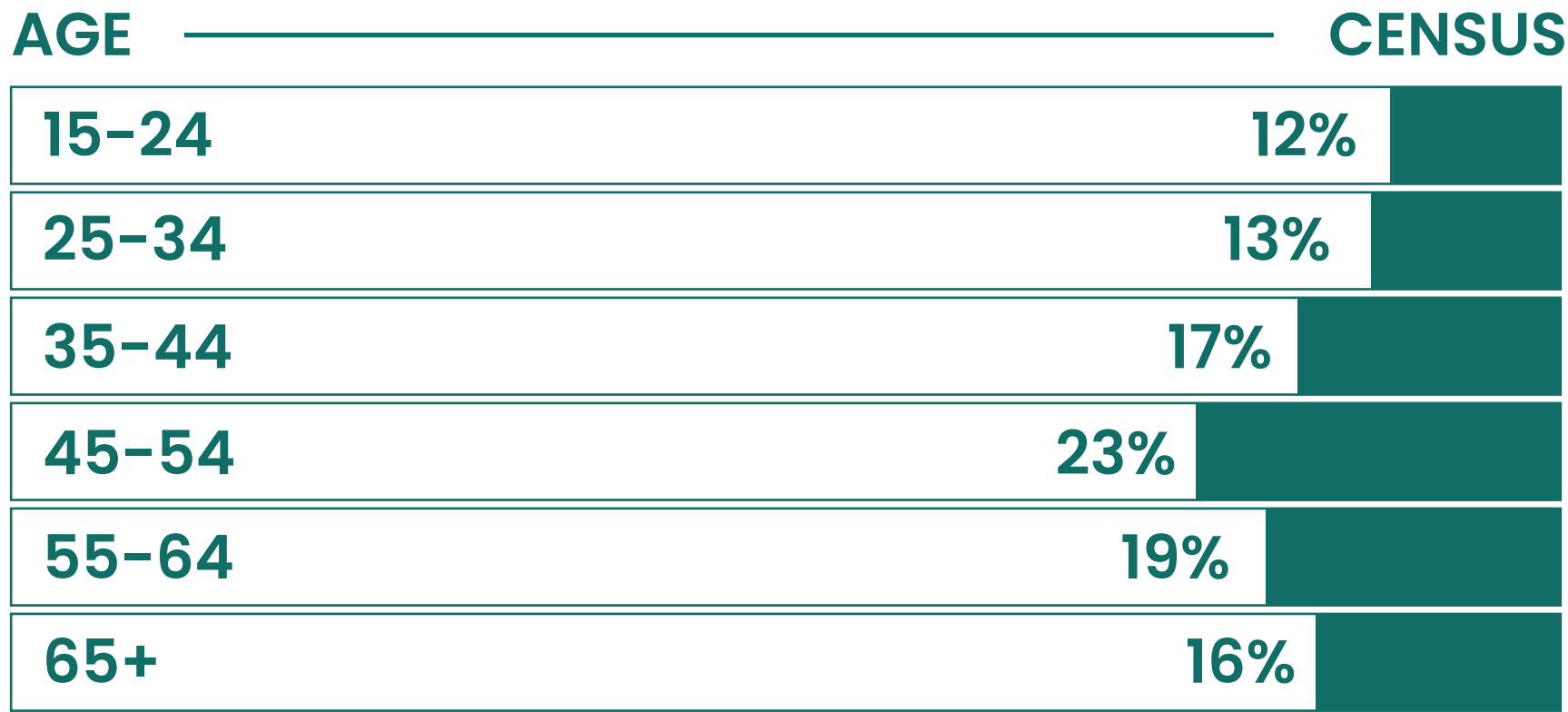
Population: 60,2 millions



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EUROPE



REPUBLIC OF MOLDOVA

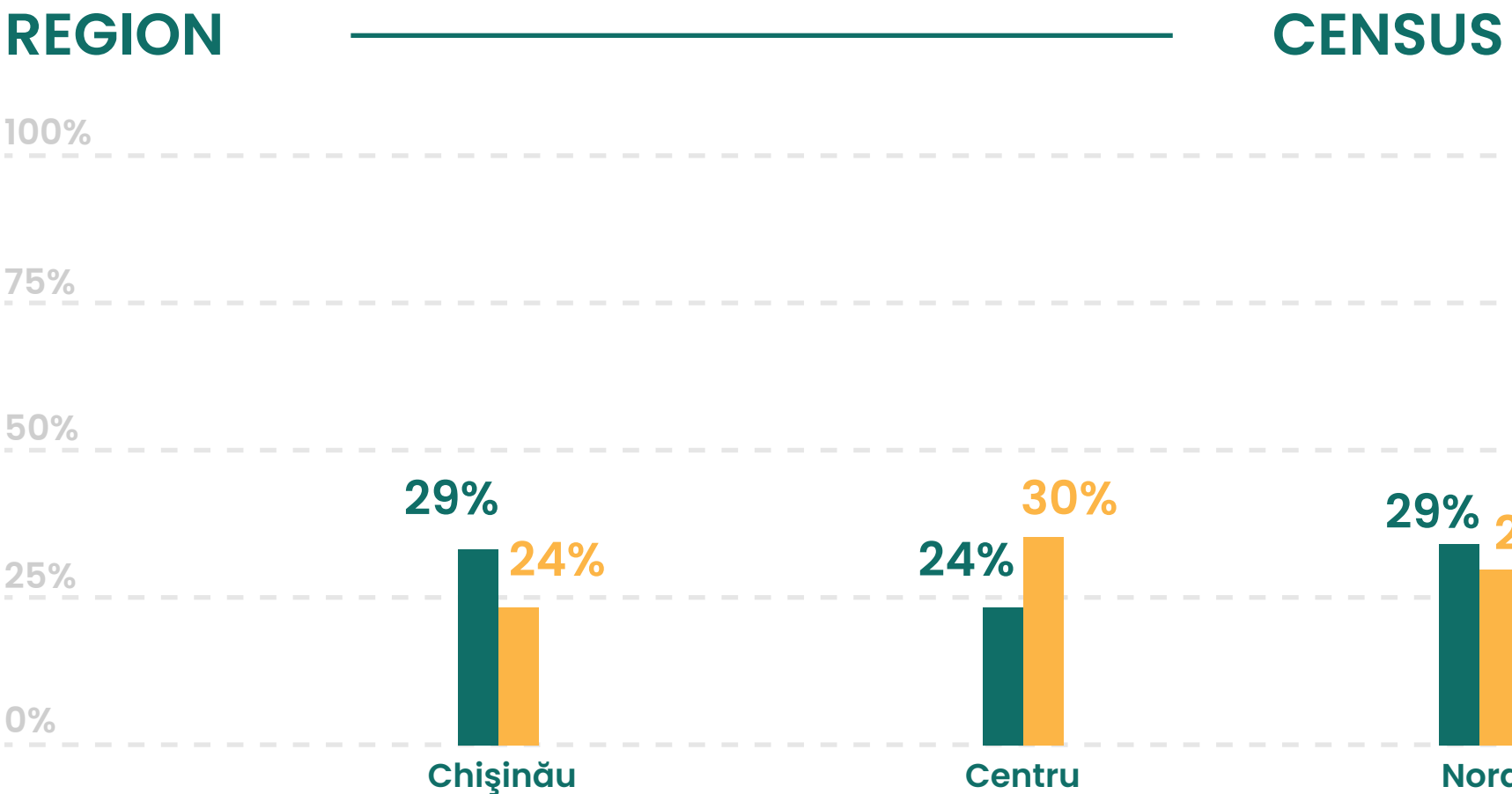
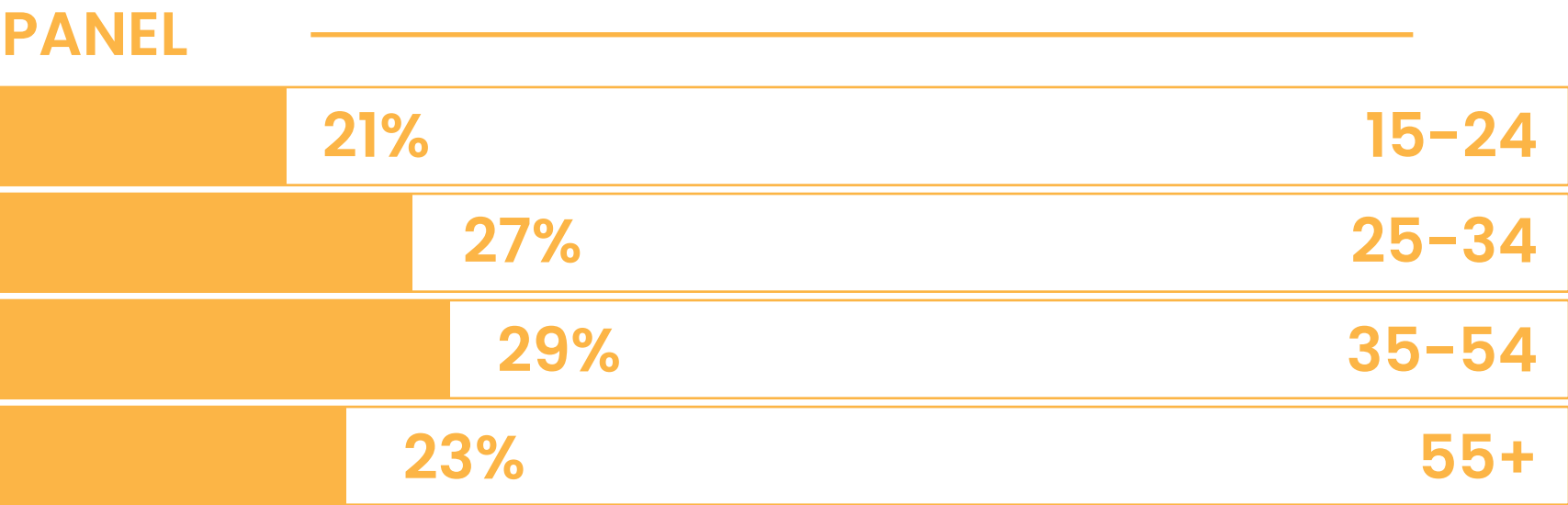
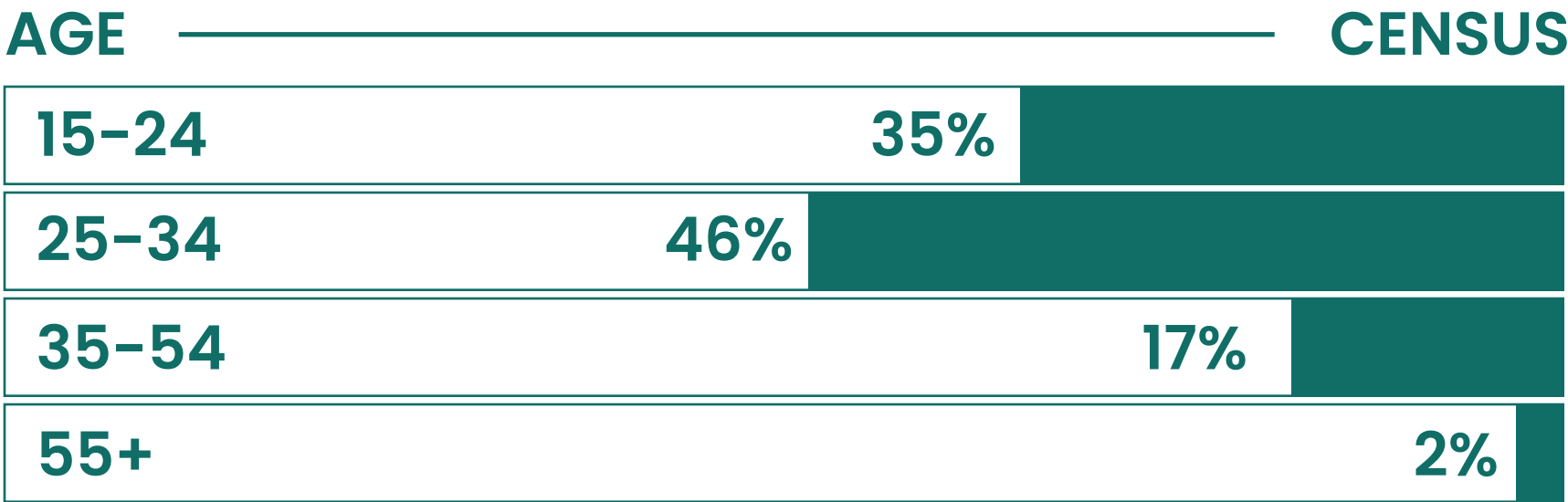
PANEL SIZE: 11,560

Population: 4 millions



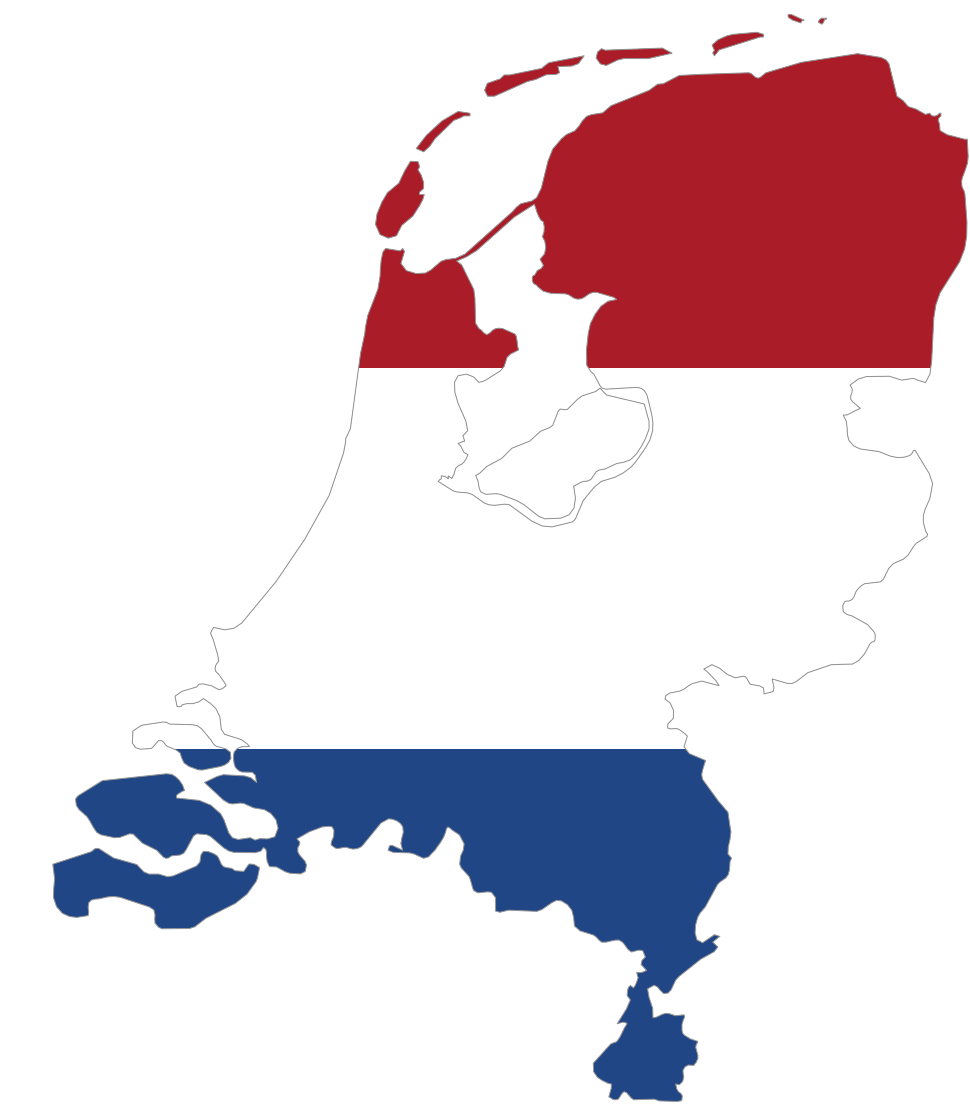
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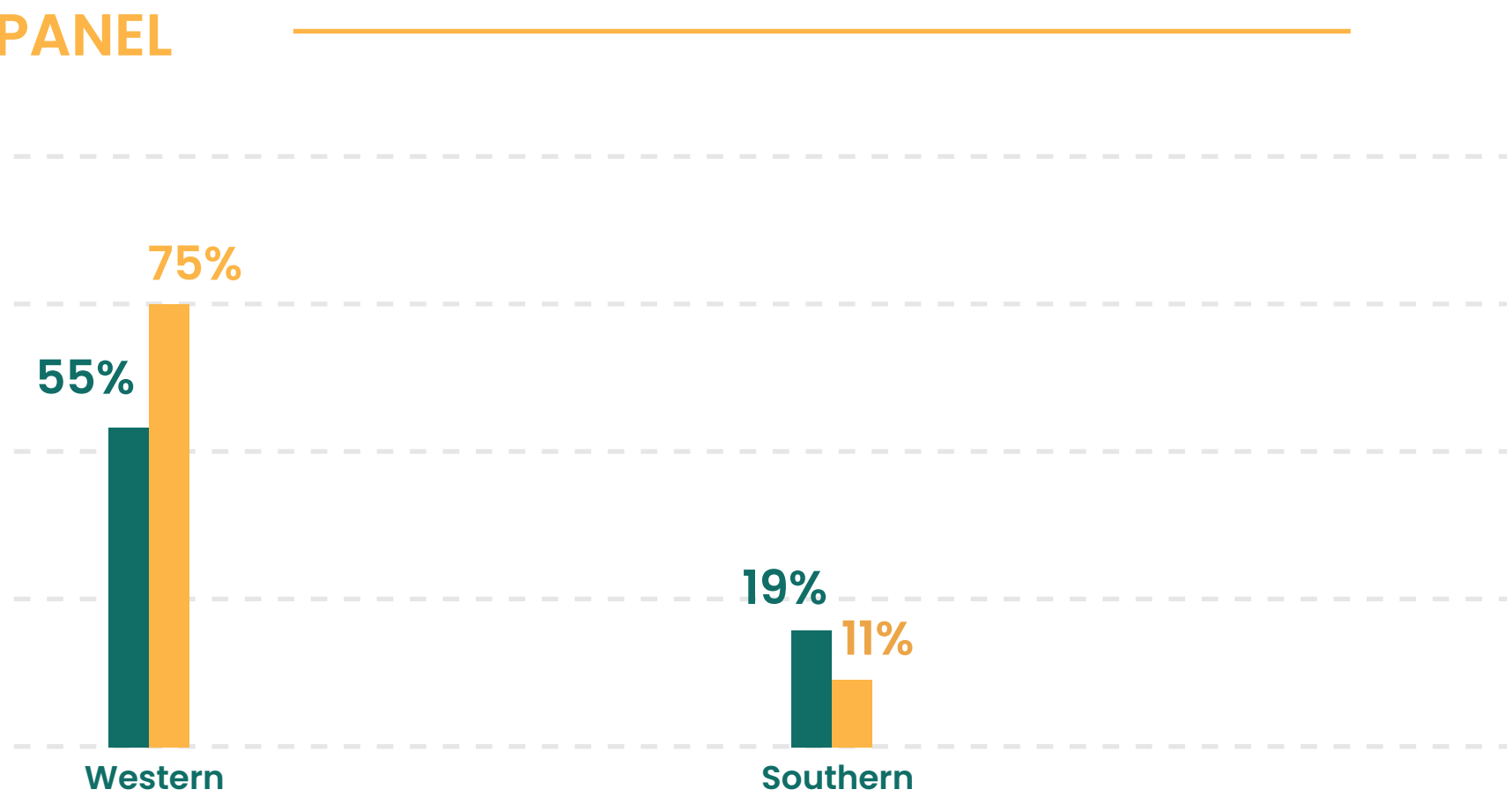
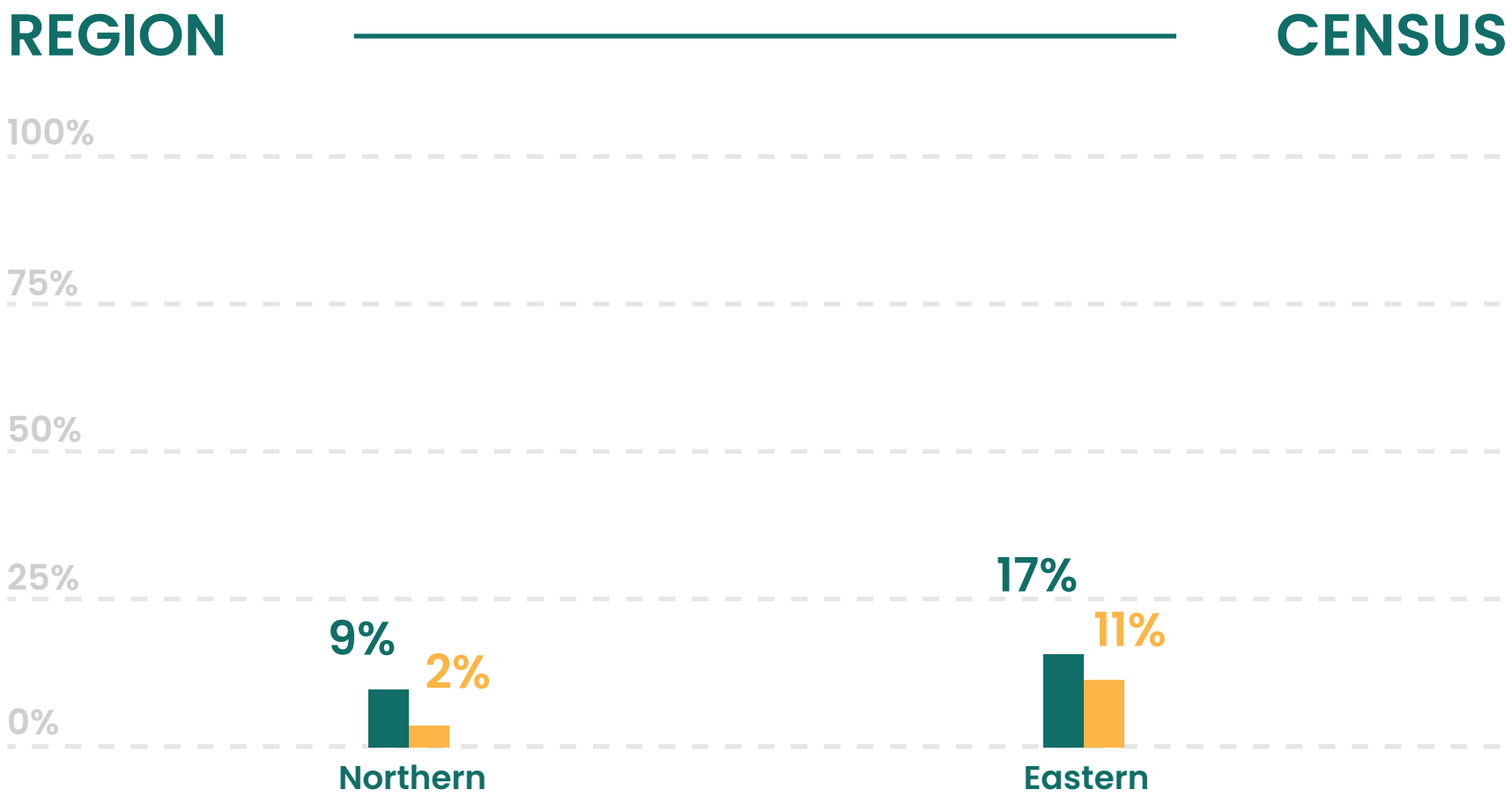
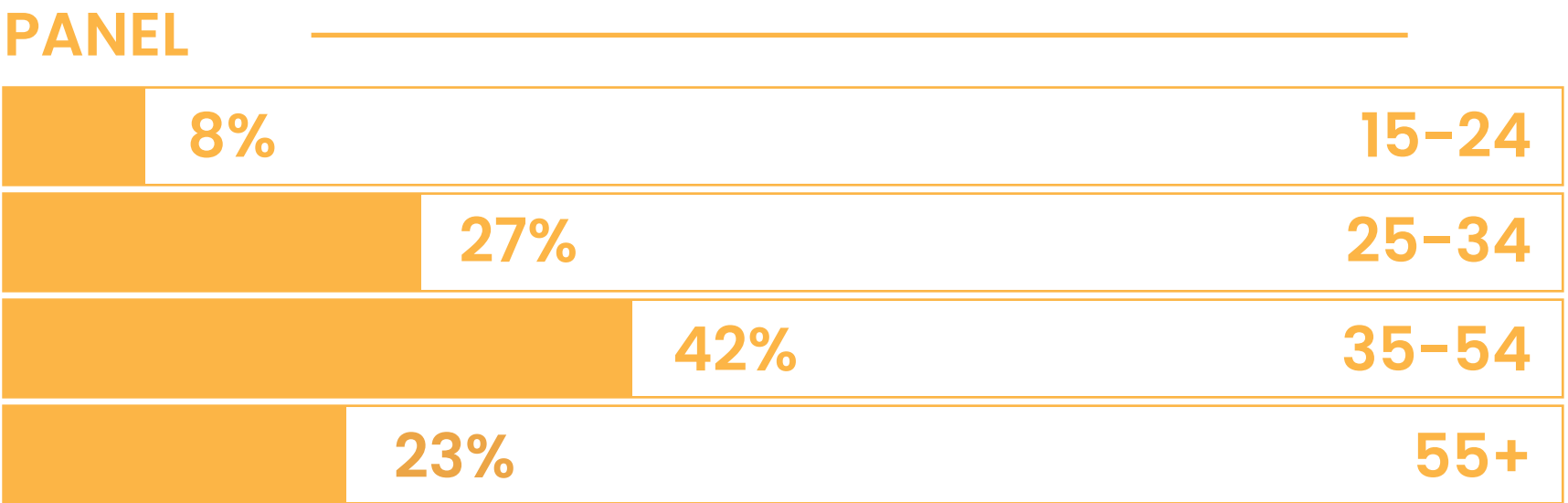
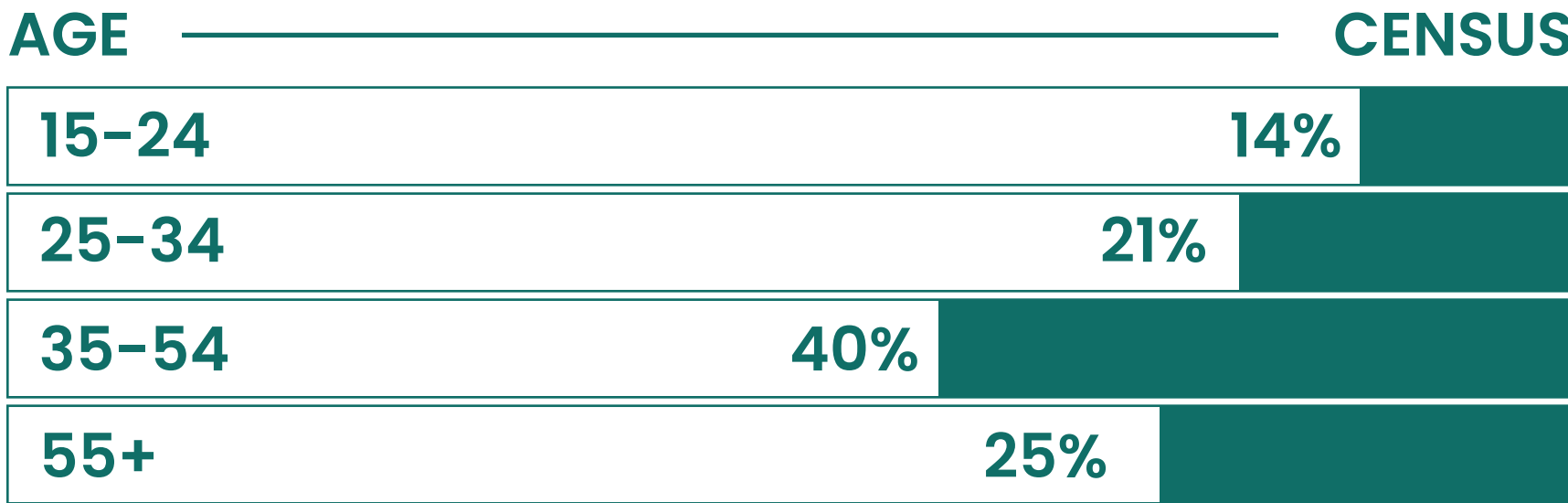
NETHERLANDS

PANEL SIZE: 10,390  
Population: 17,2 millions



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EUROPE

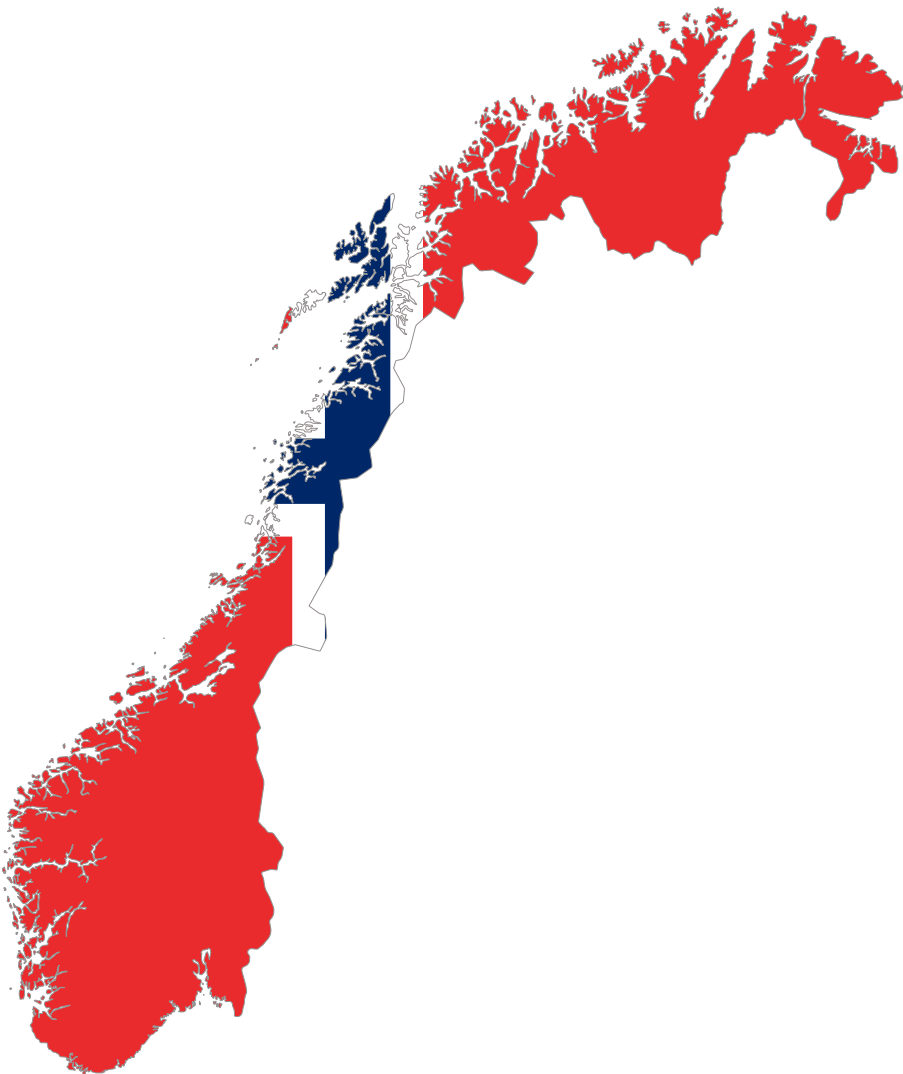




NORWAY

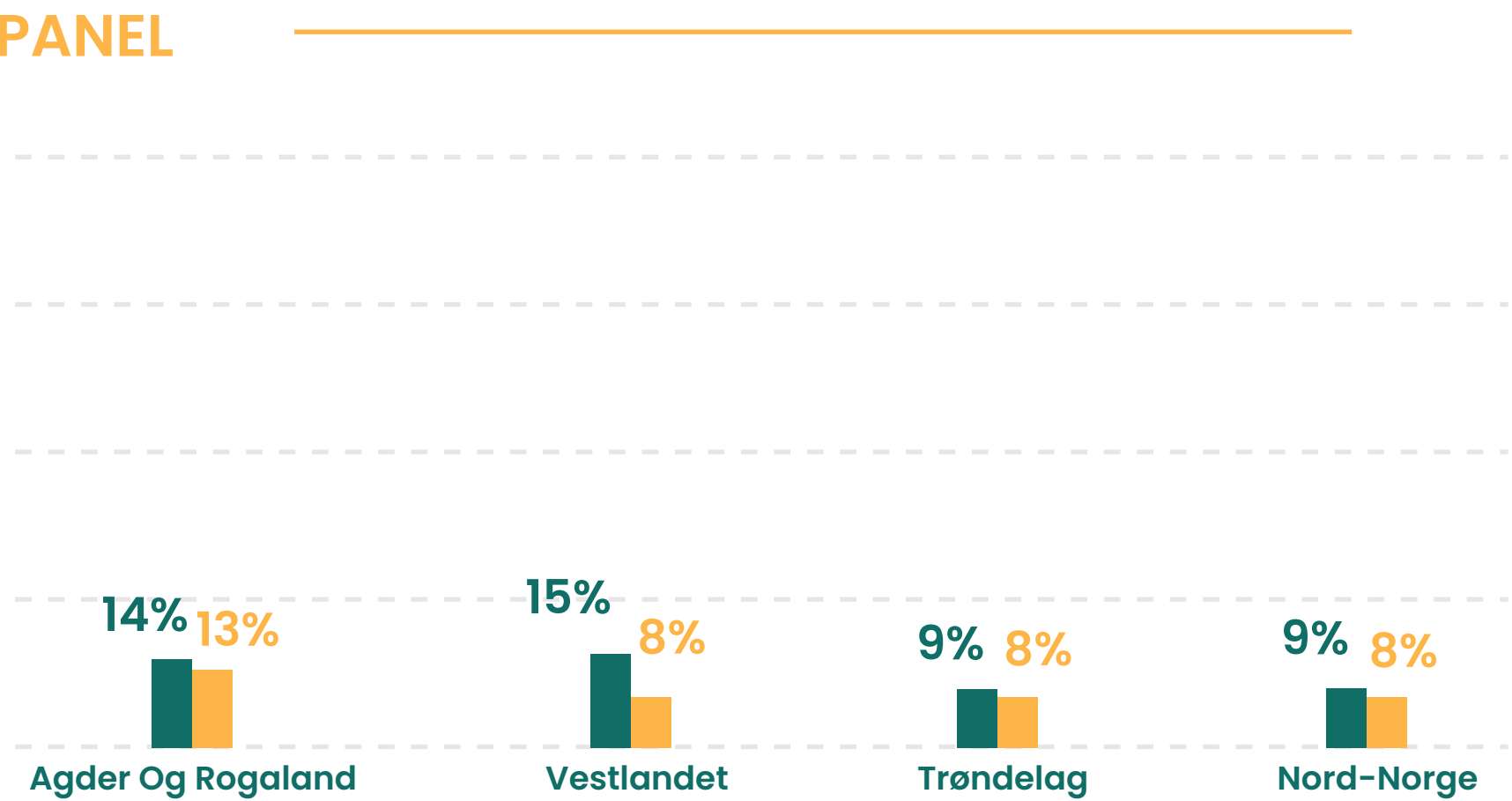
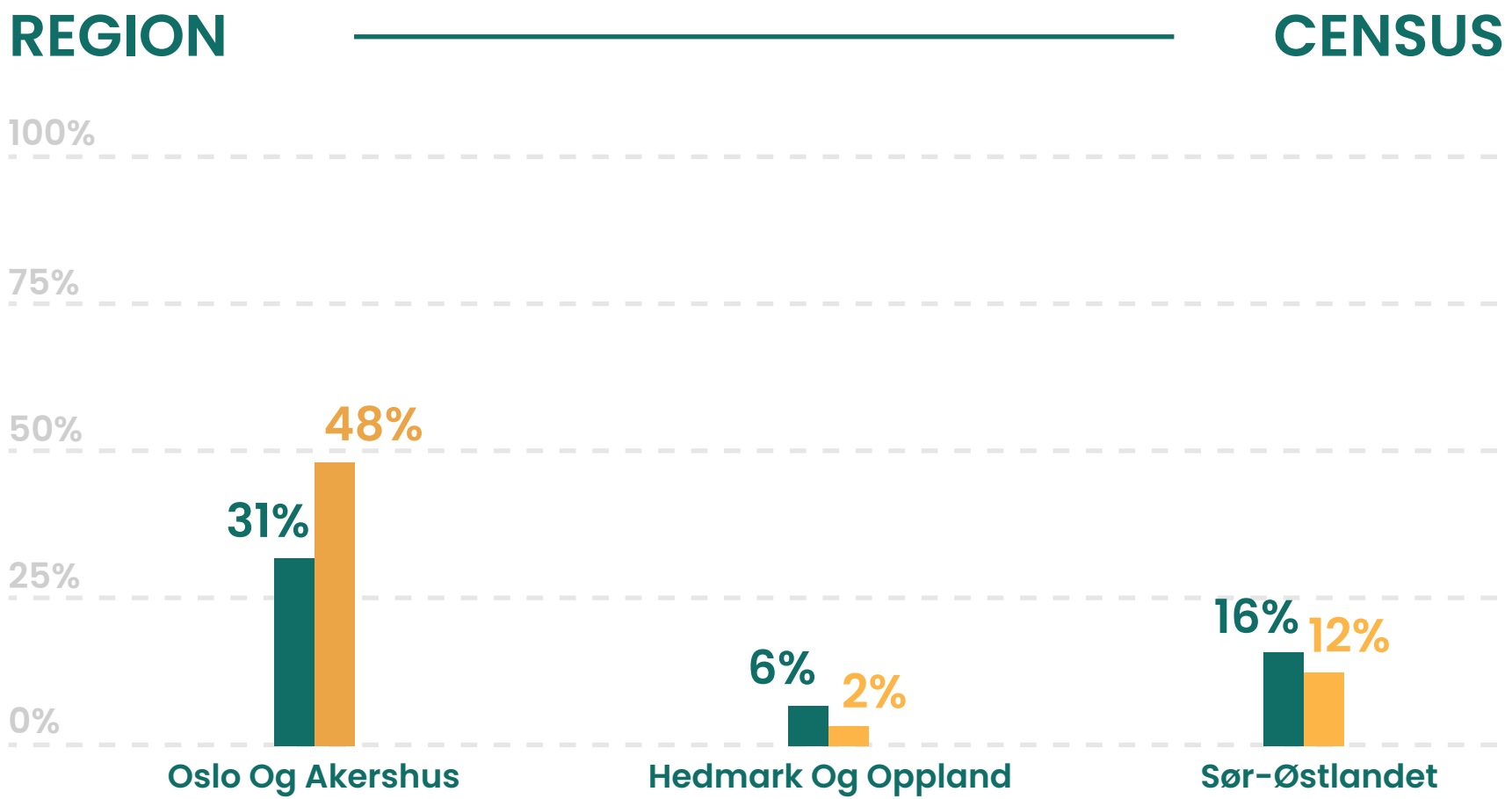
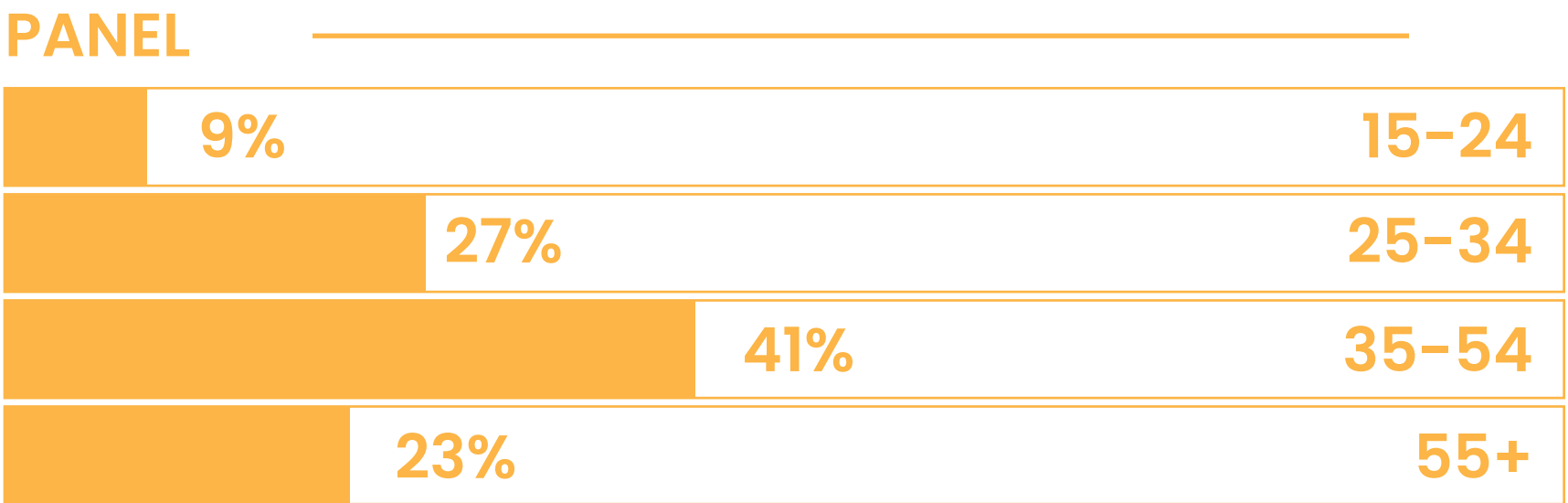
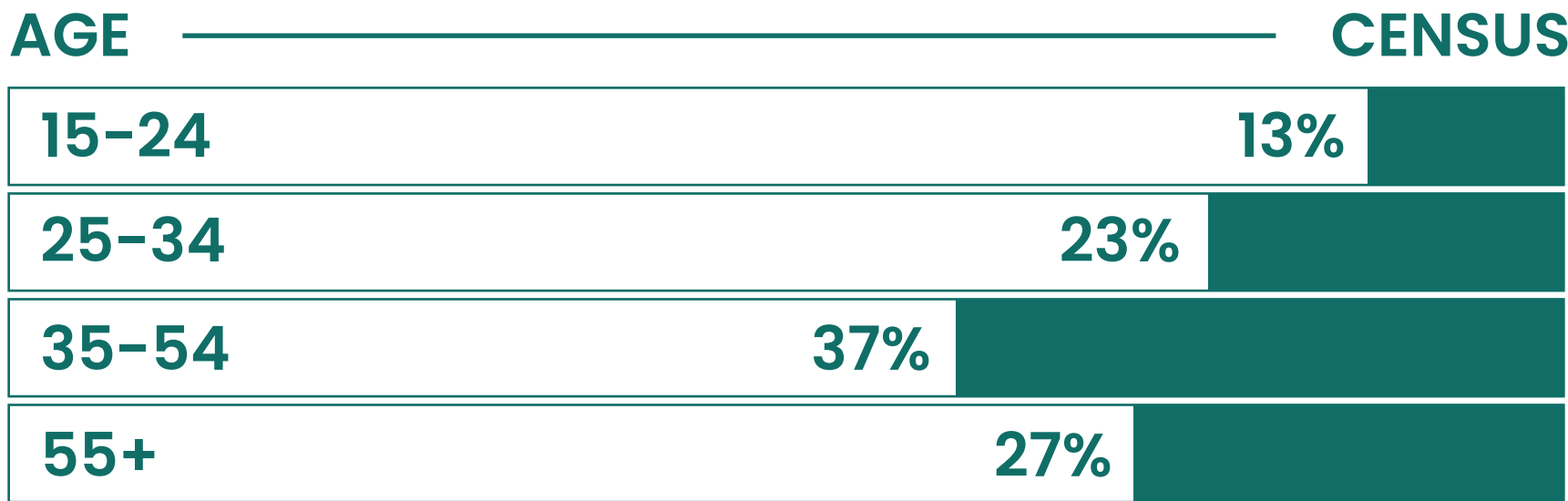
PANEL SIZE: 9,350

Population: 5,5 millions



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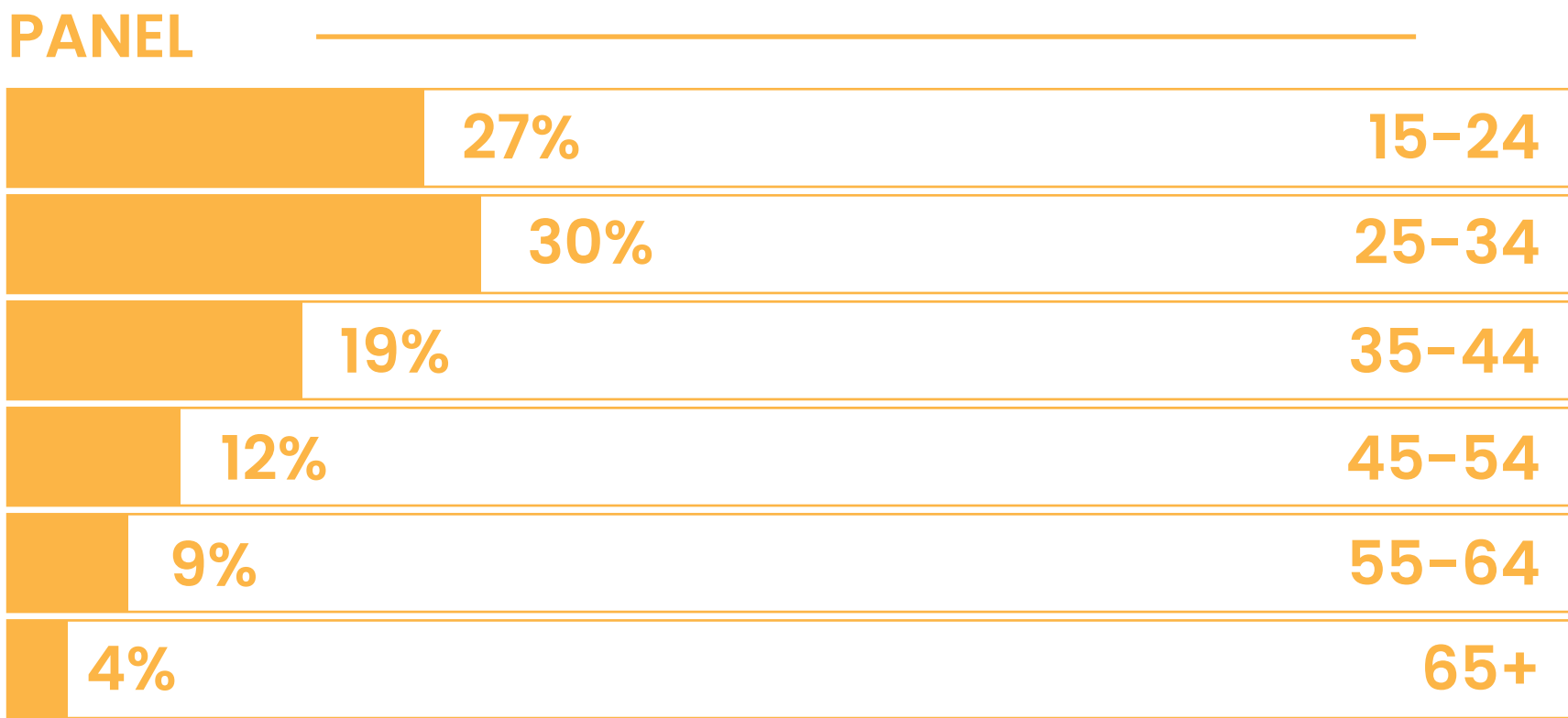
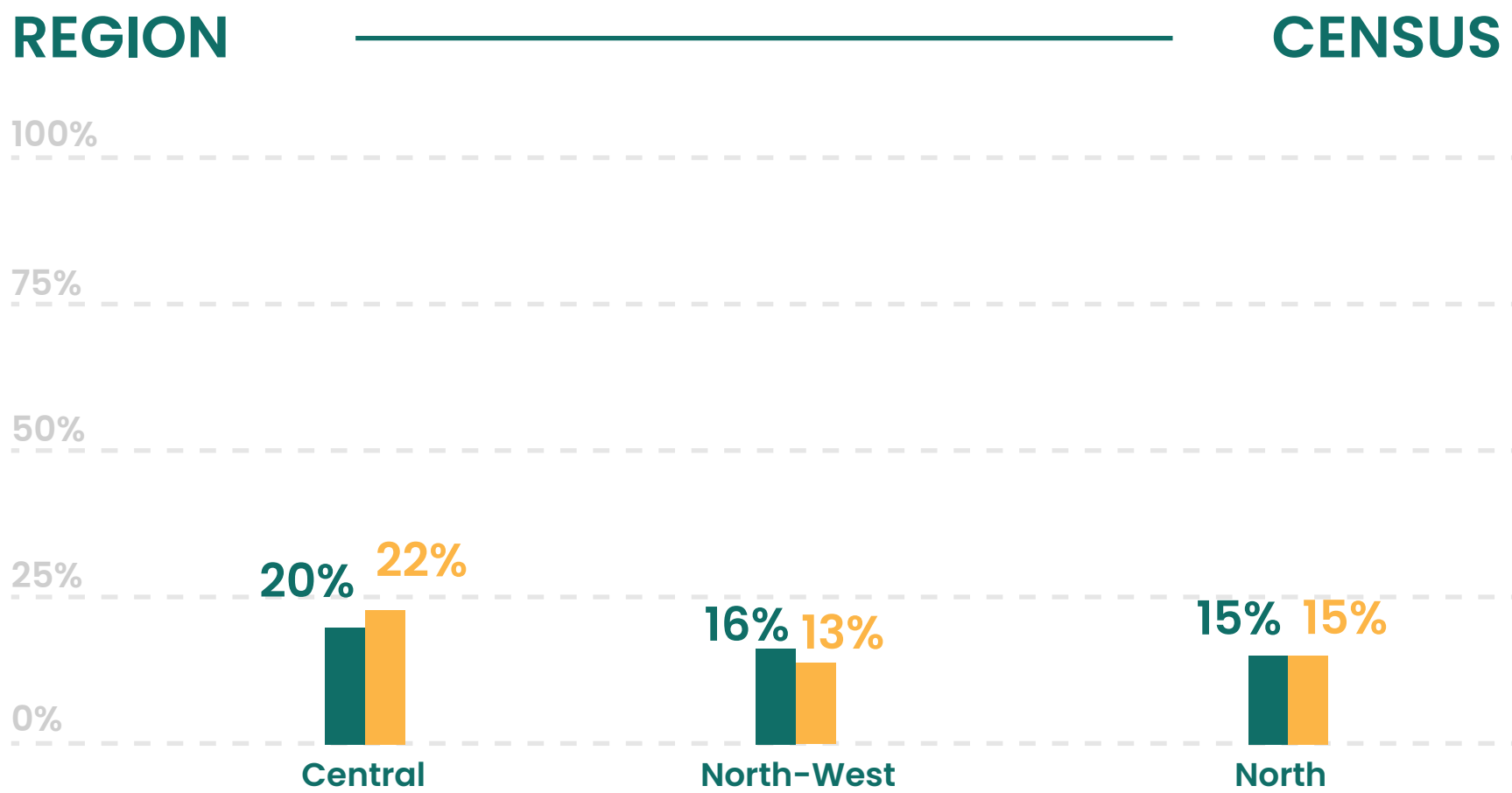
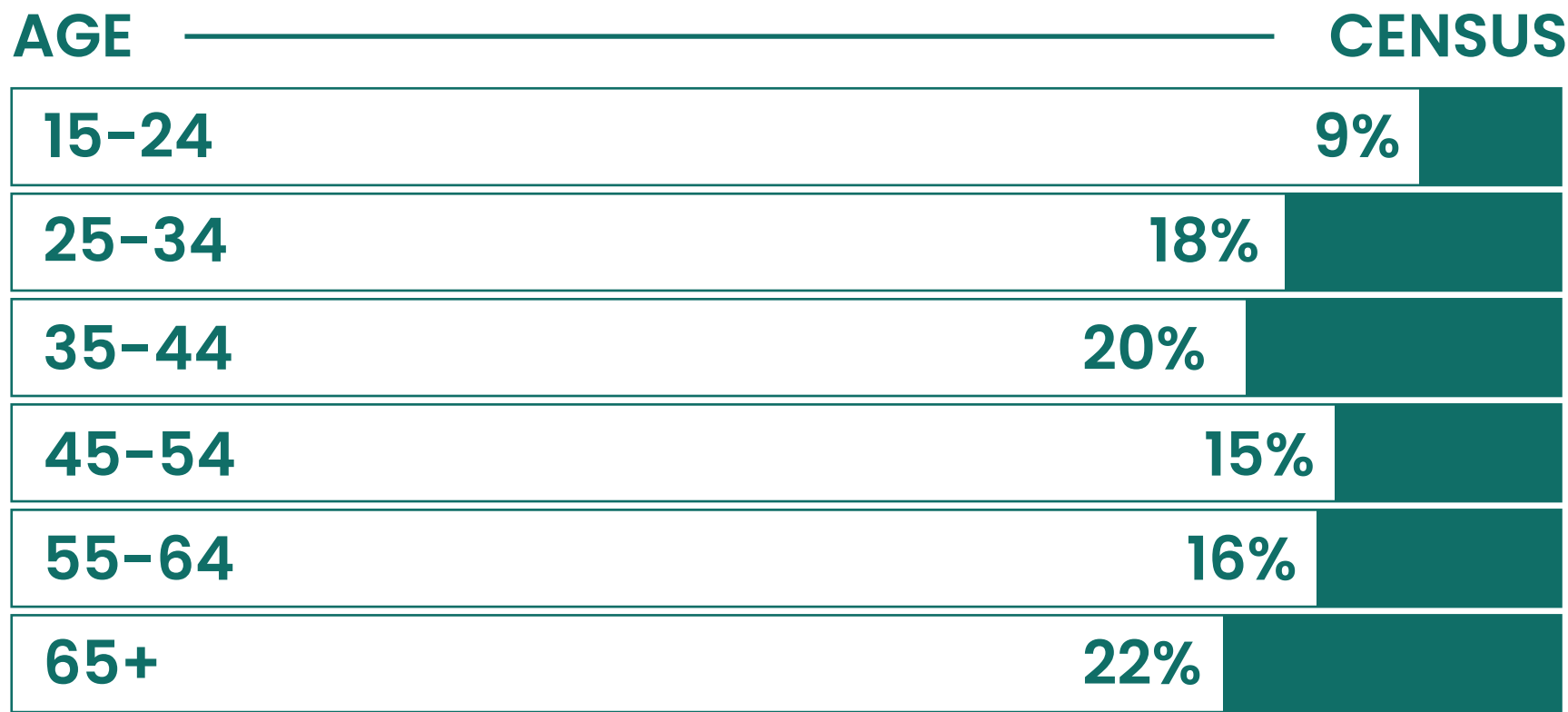


POLAND

PANEL SIZE: 43,310  
Population: 37,7 millions

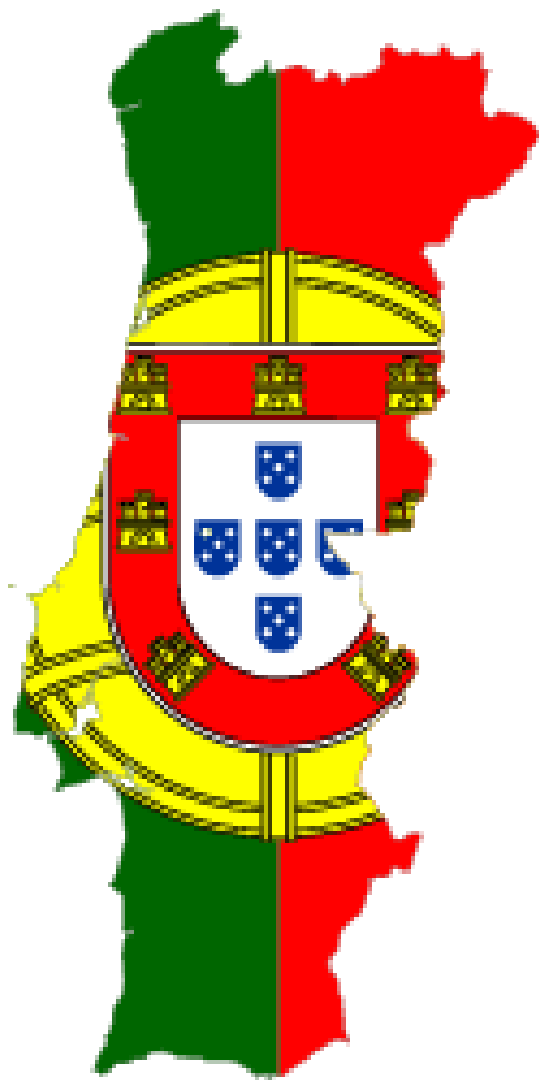


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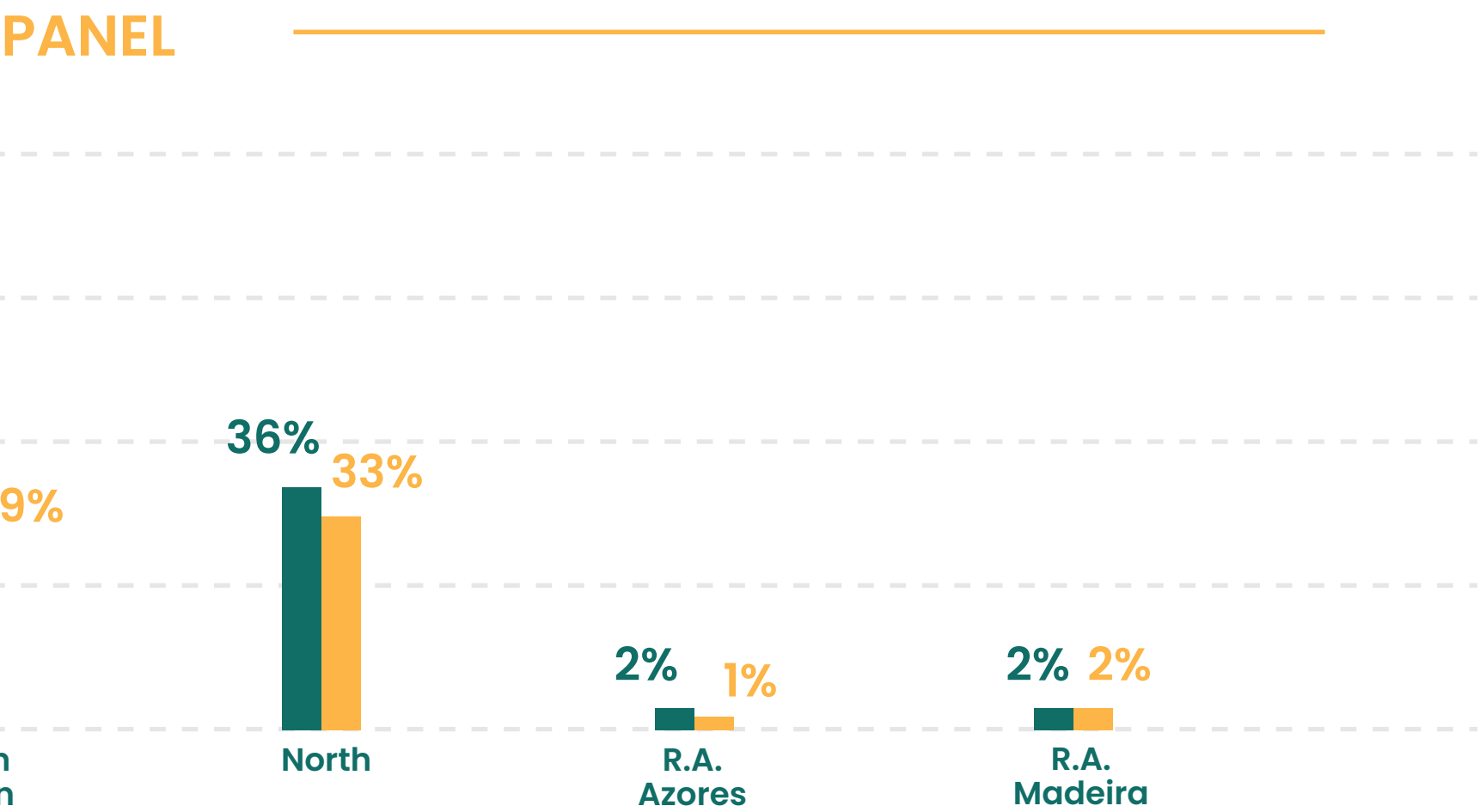
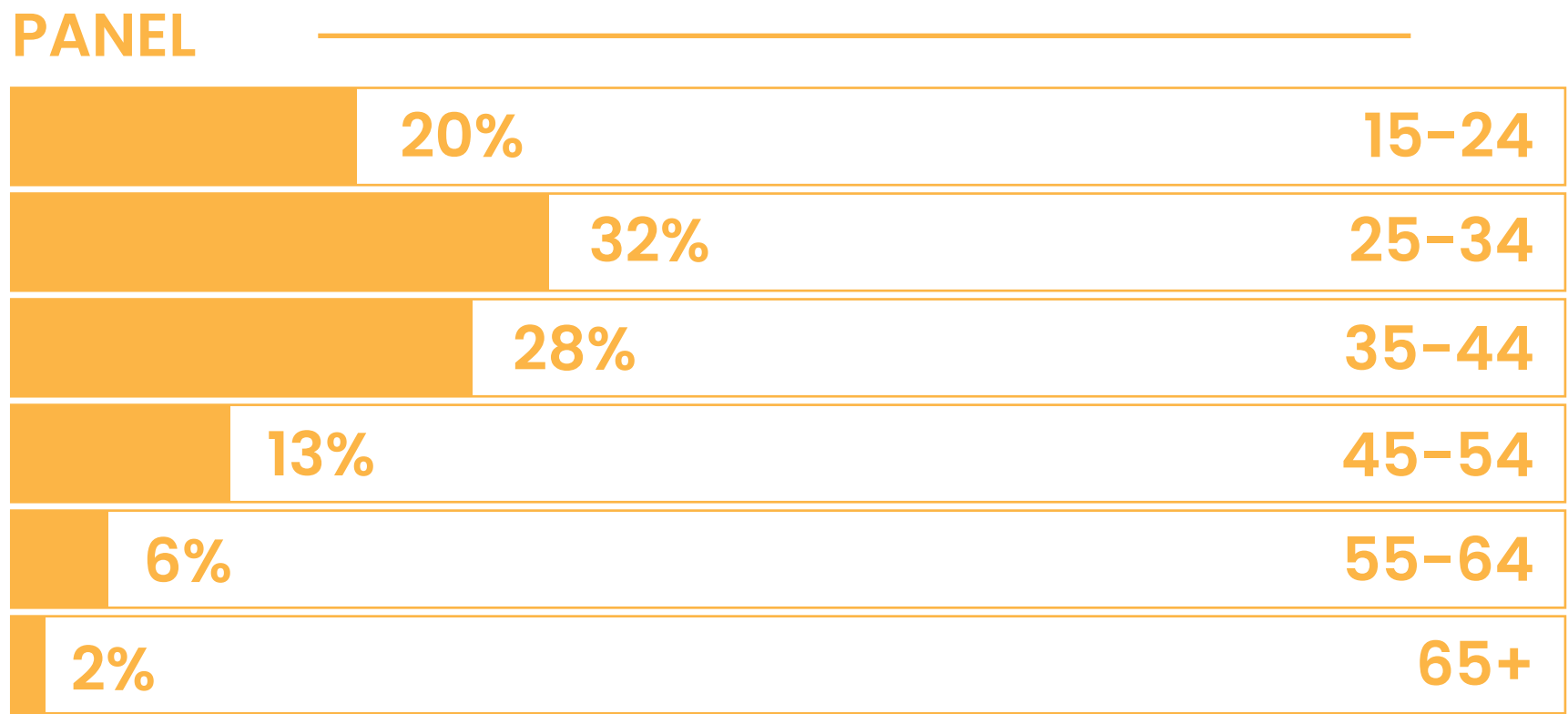
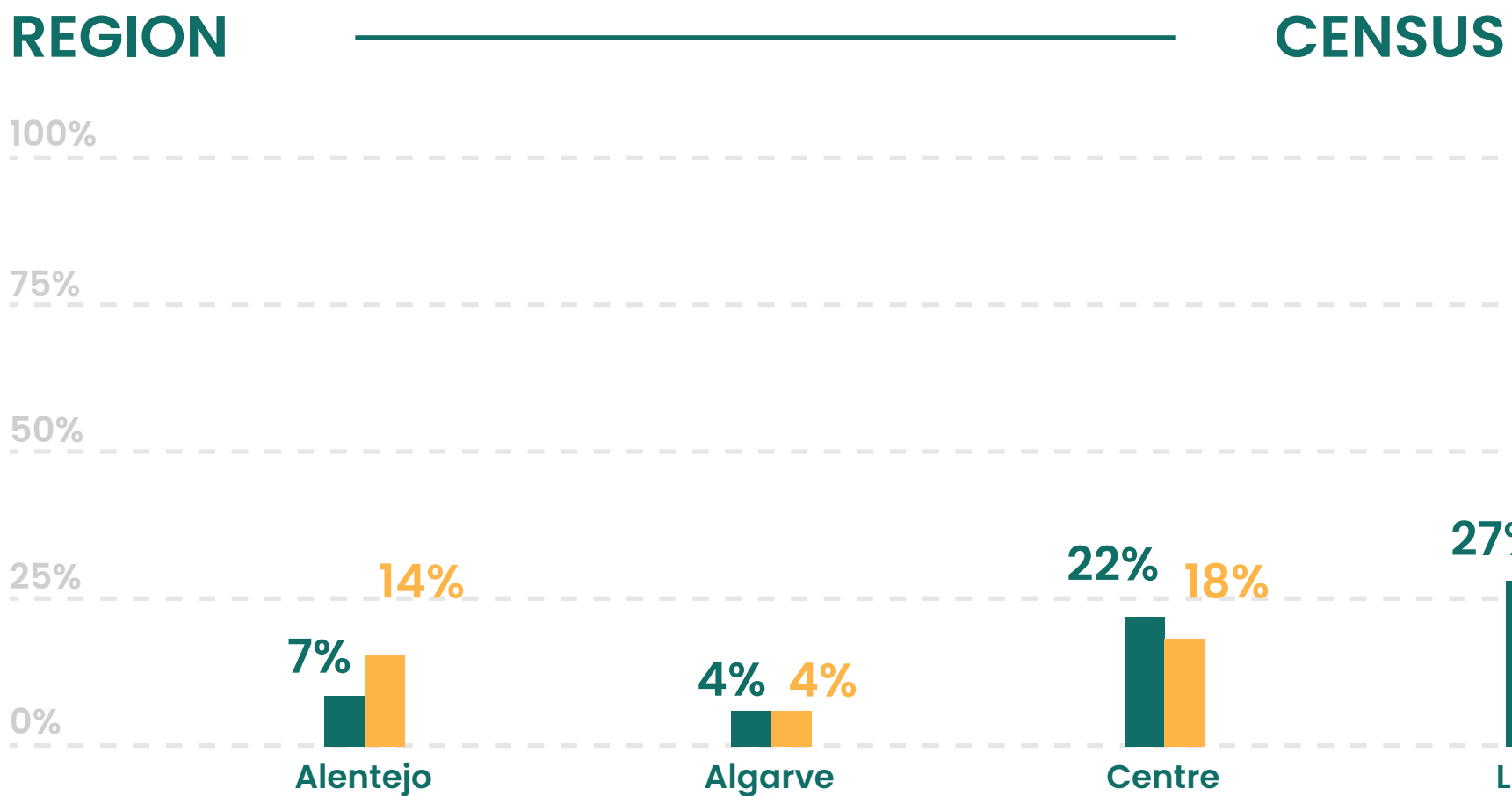
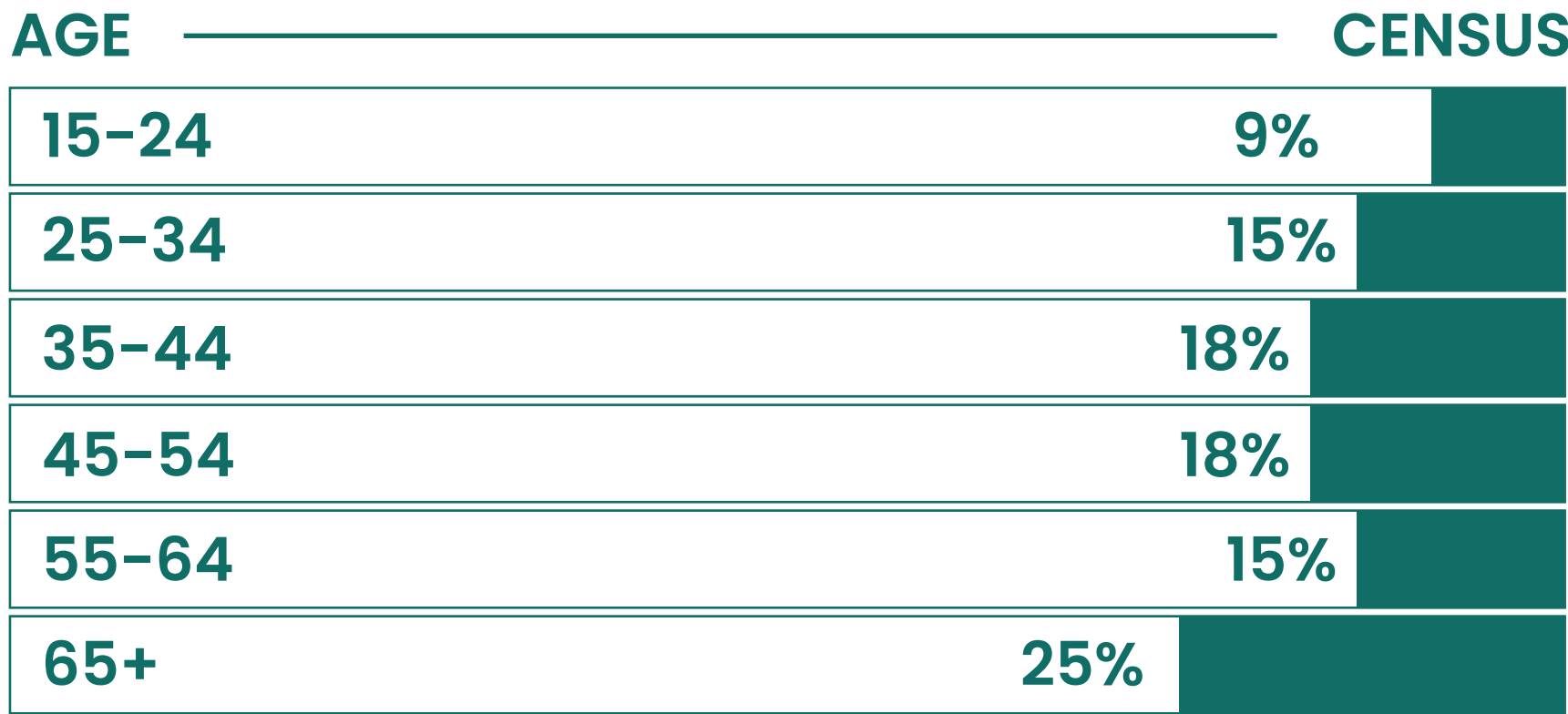
PANEL SIZE: 33,380

Population: 10,1 millions



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ROMANIA

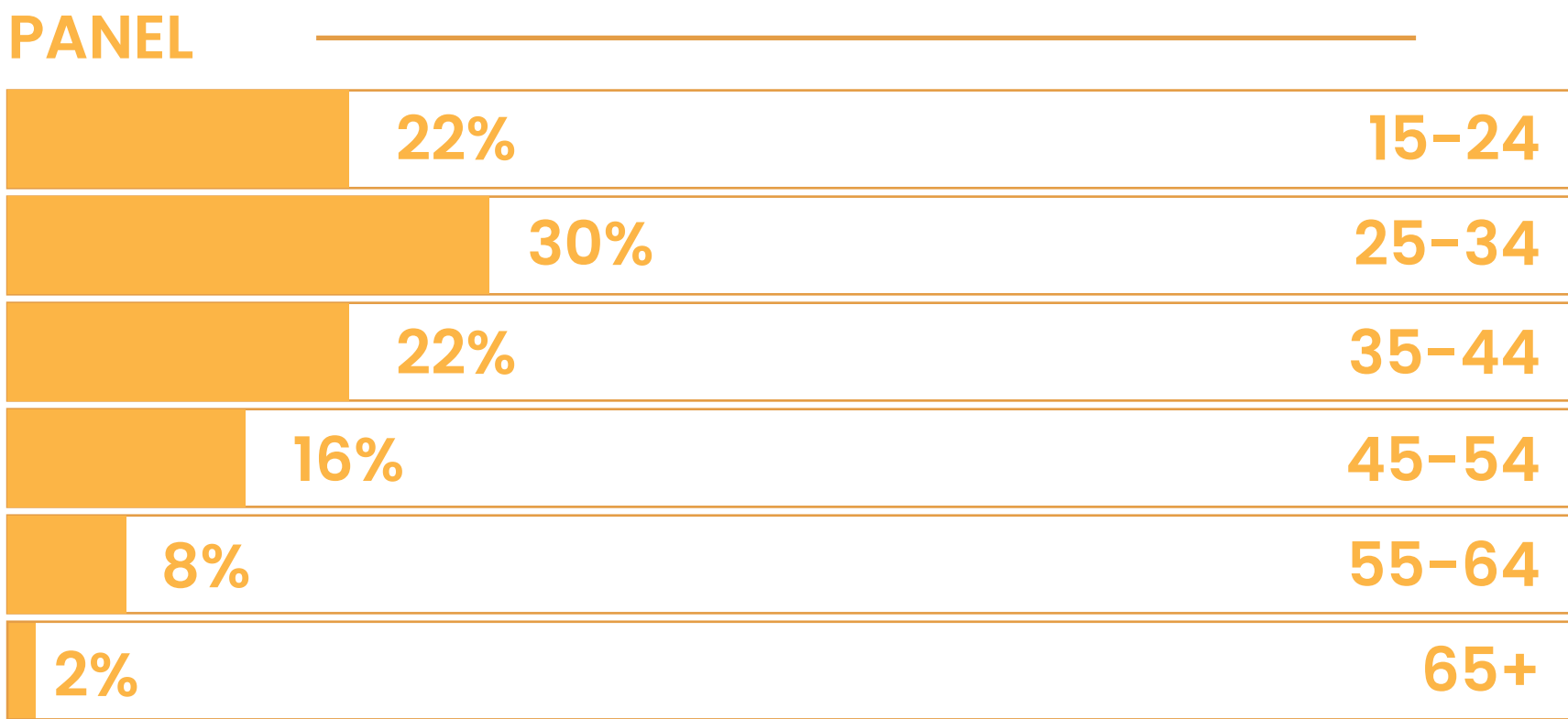
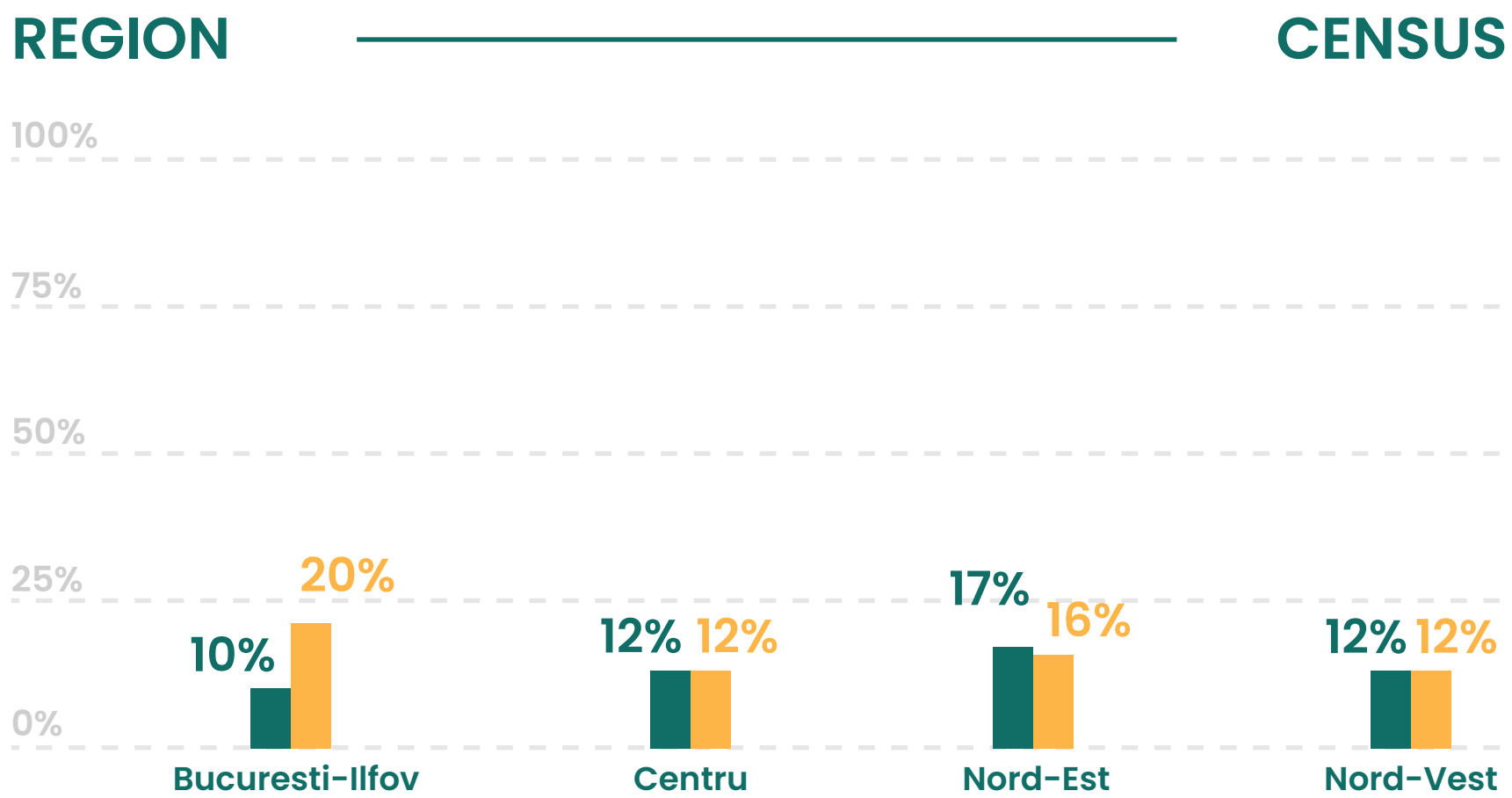
PANEL SIZE: 78,750

Population: 18,9 millions



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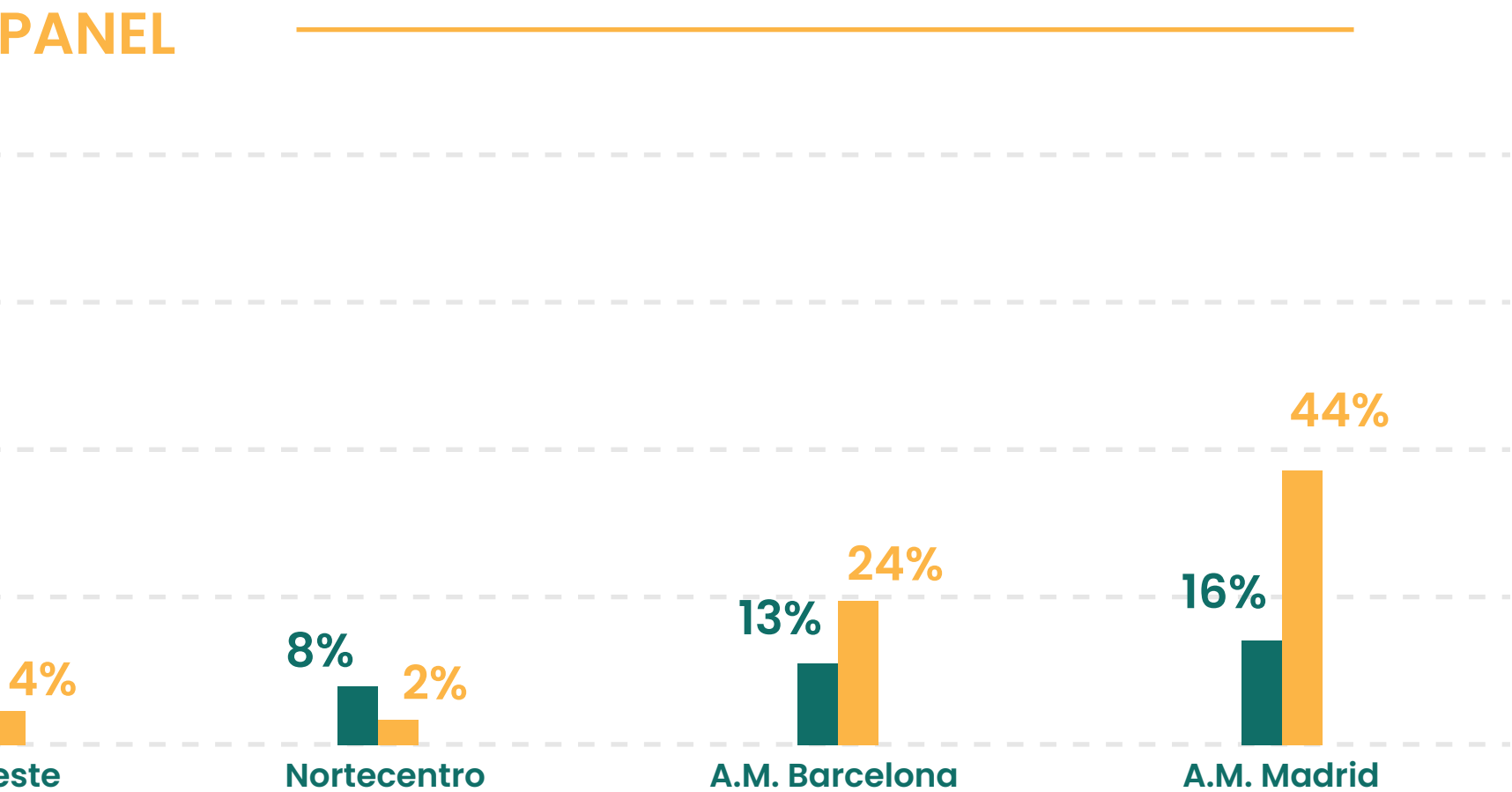
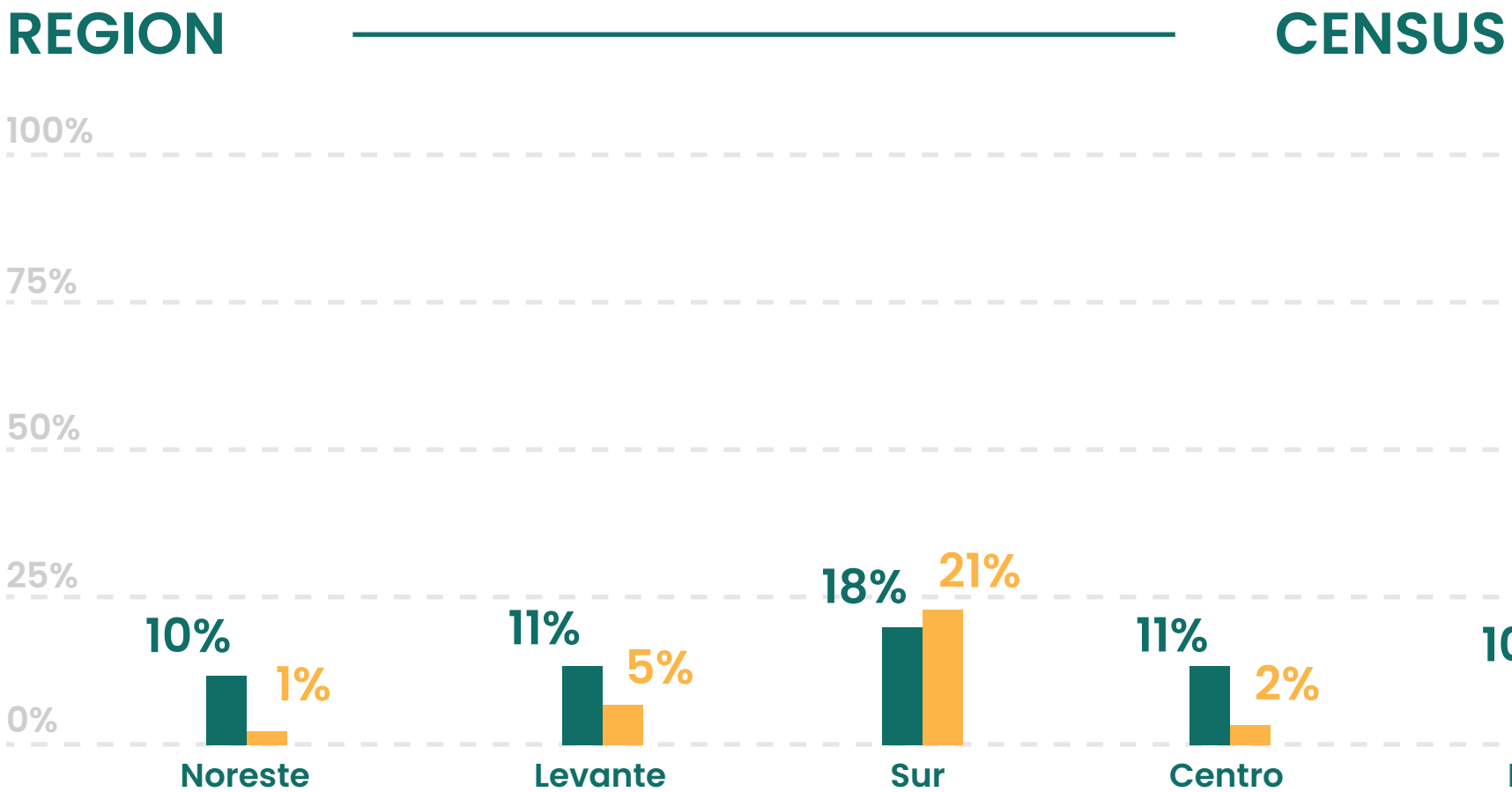
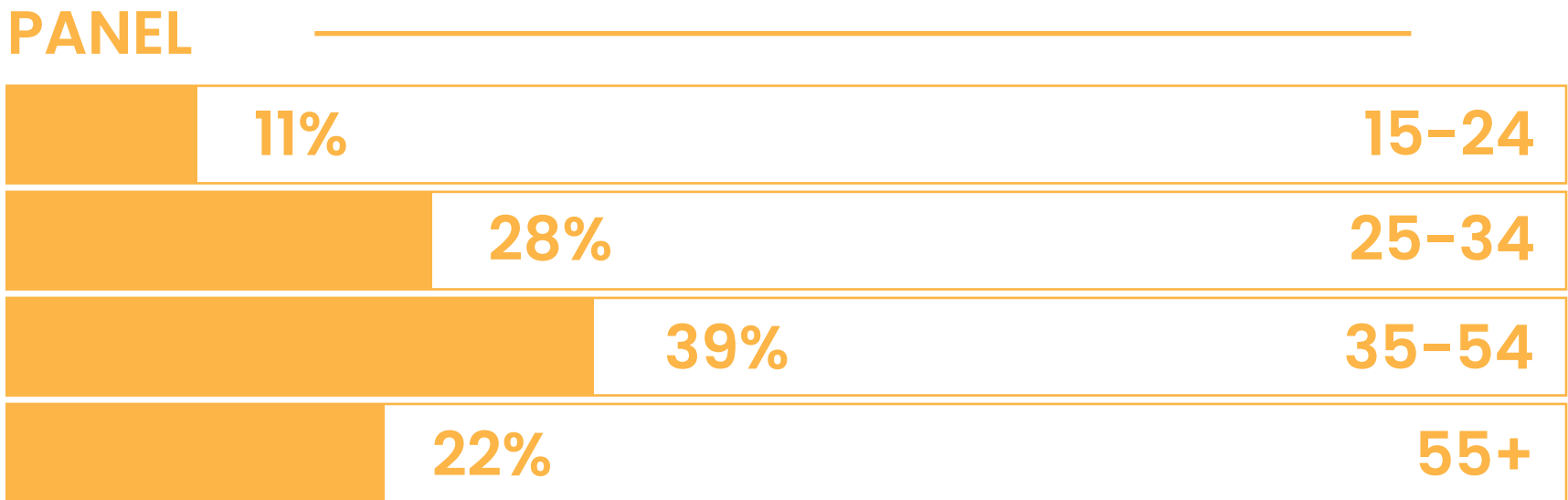
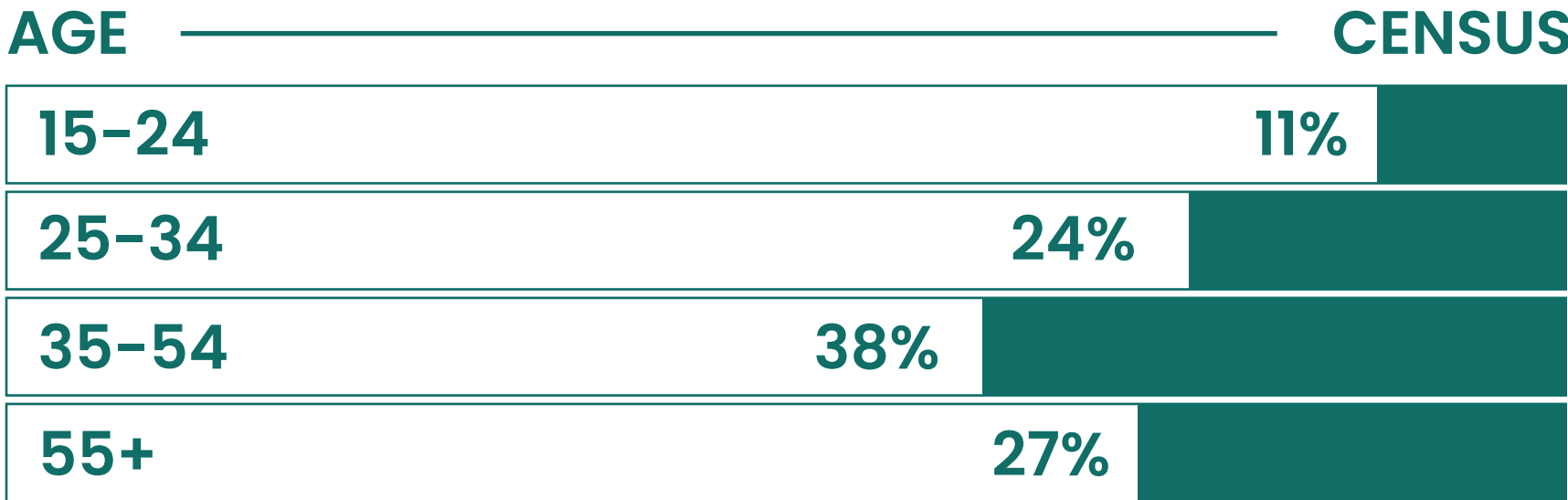
PANEL SIZE: **11,560**

Population: 46,8 millions



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SWEDEN

PANEL SIZE: 9,890

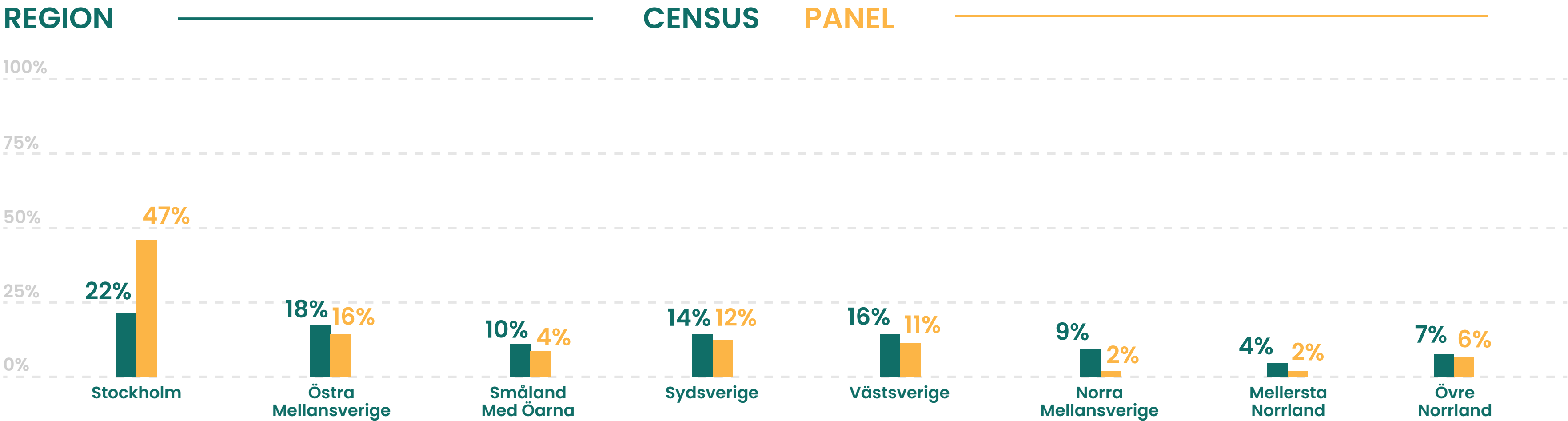
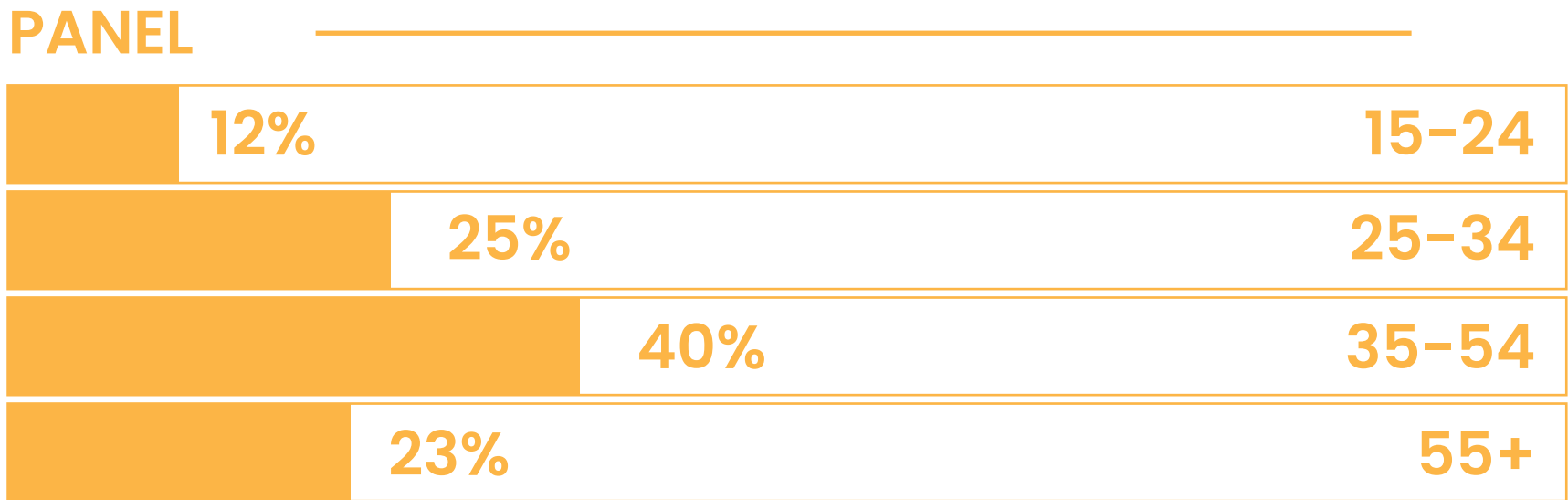
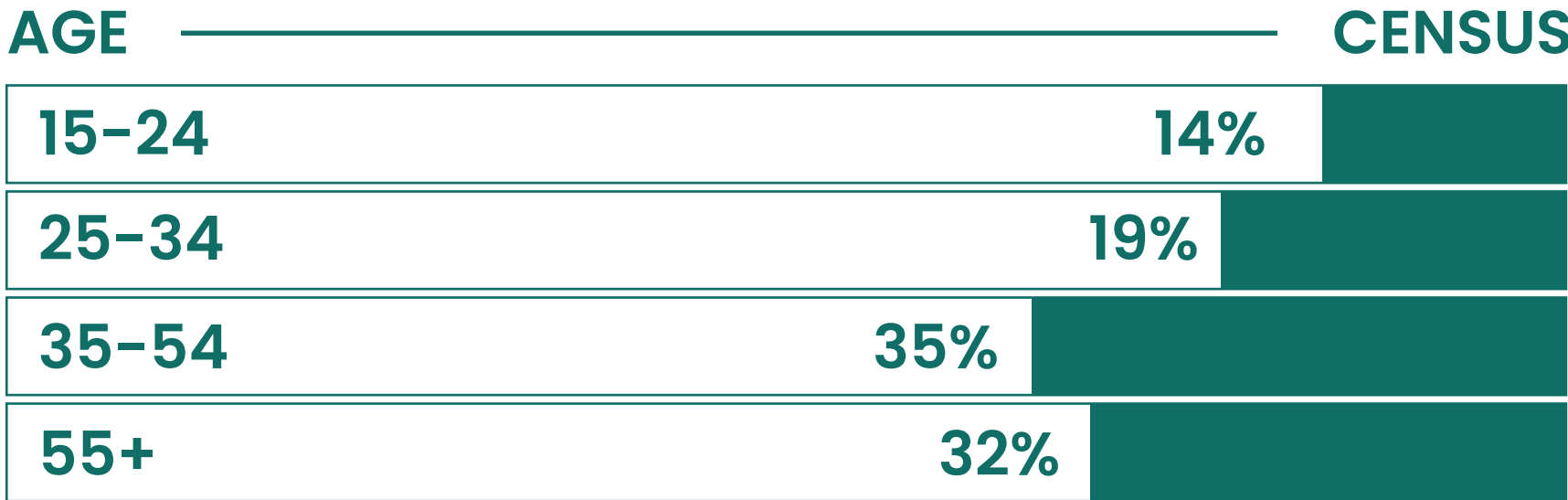
Population: 10,2 millions



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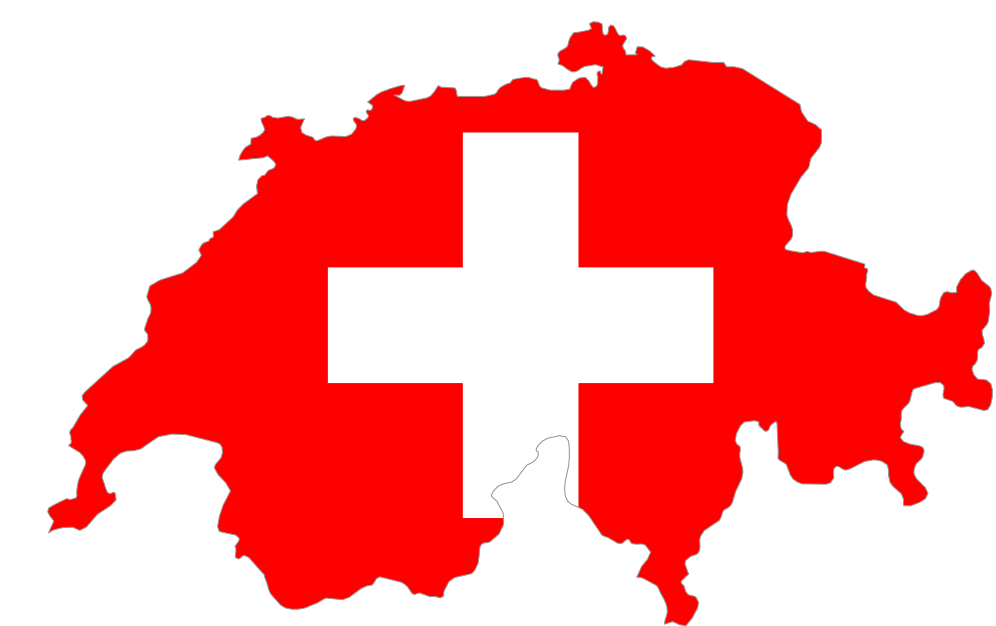
EUROPE



SWITZERLAND

PANEL SIZE: 8,920

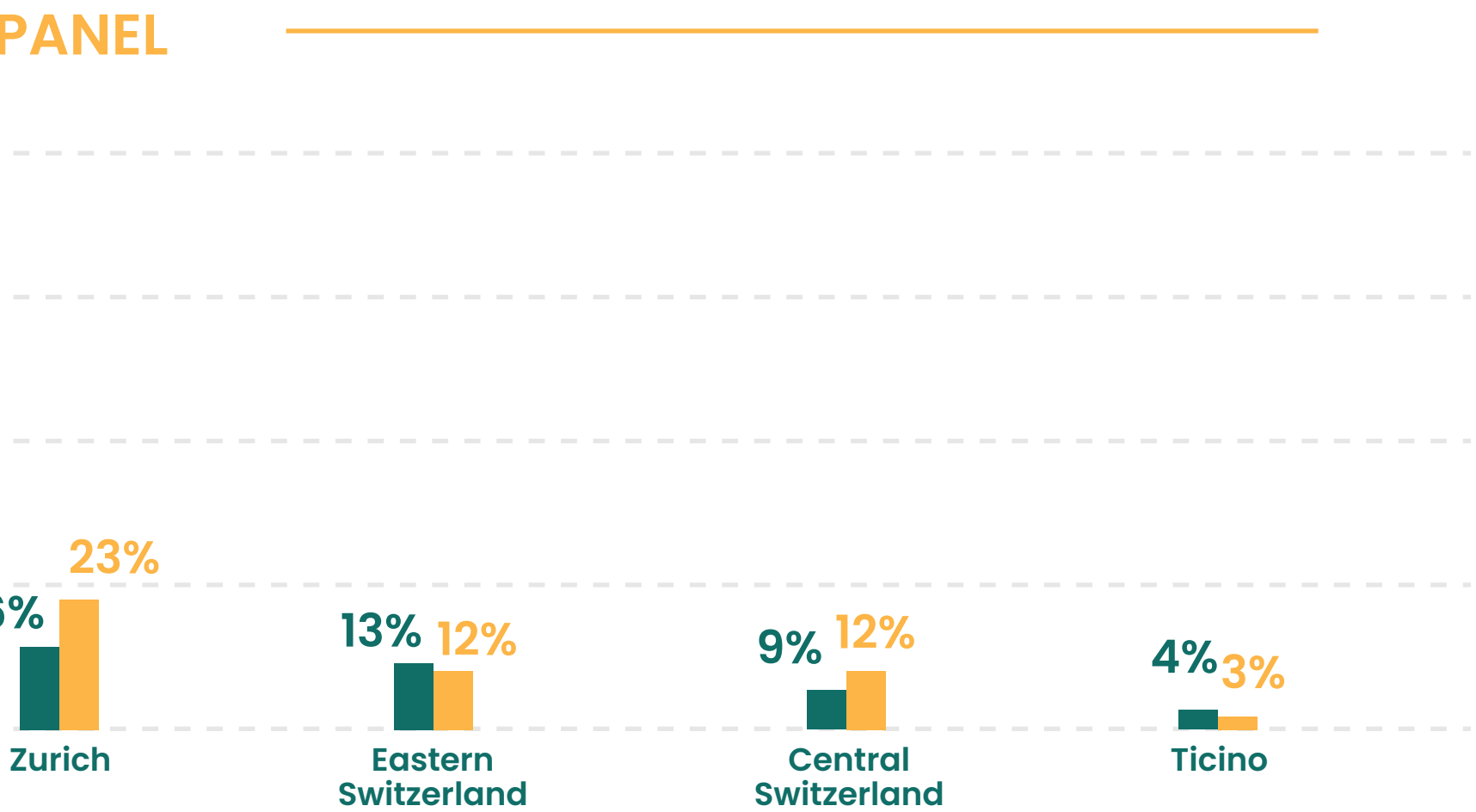
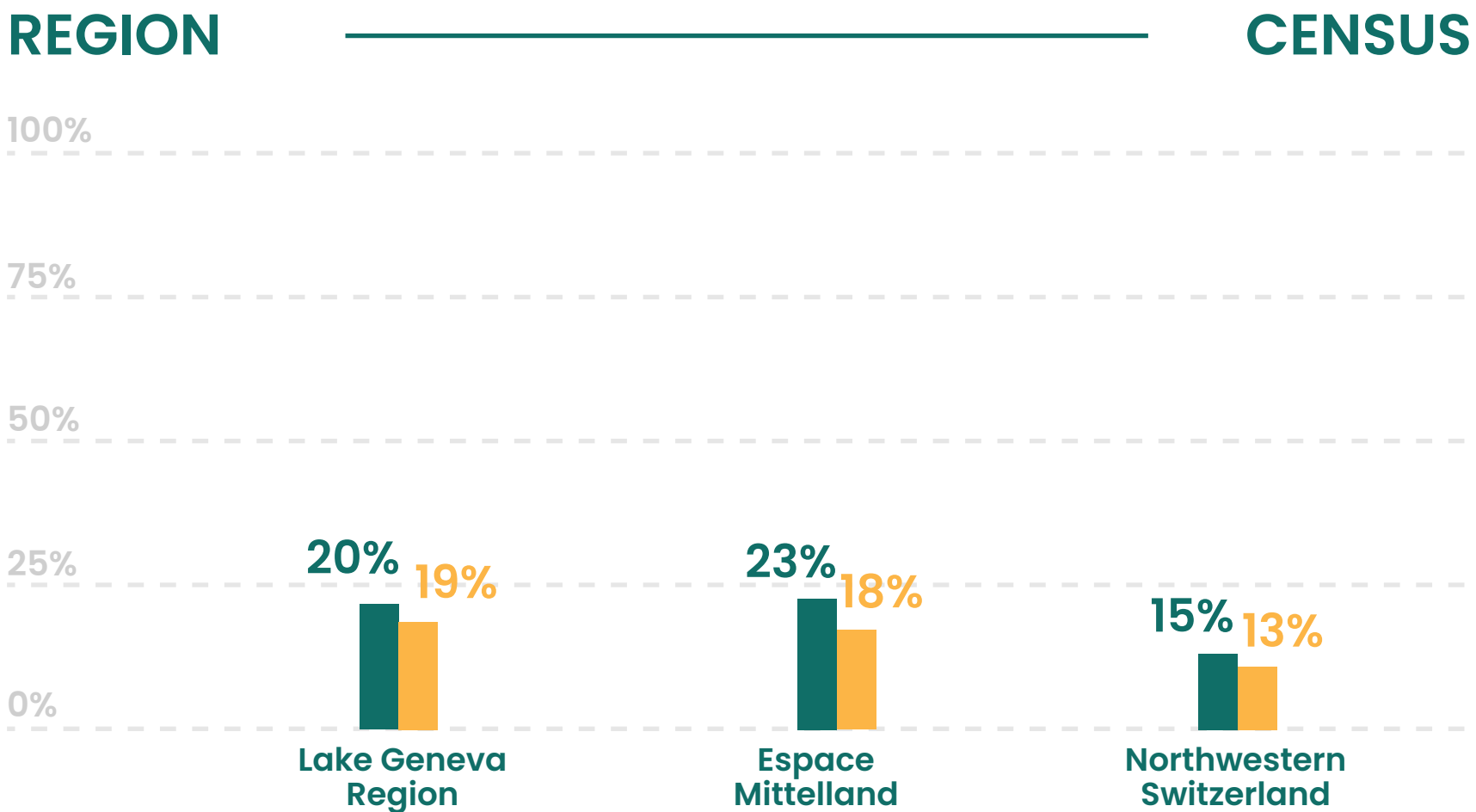
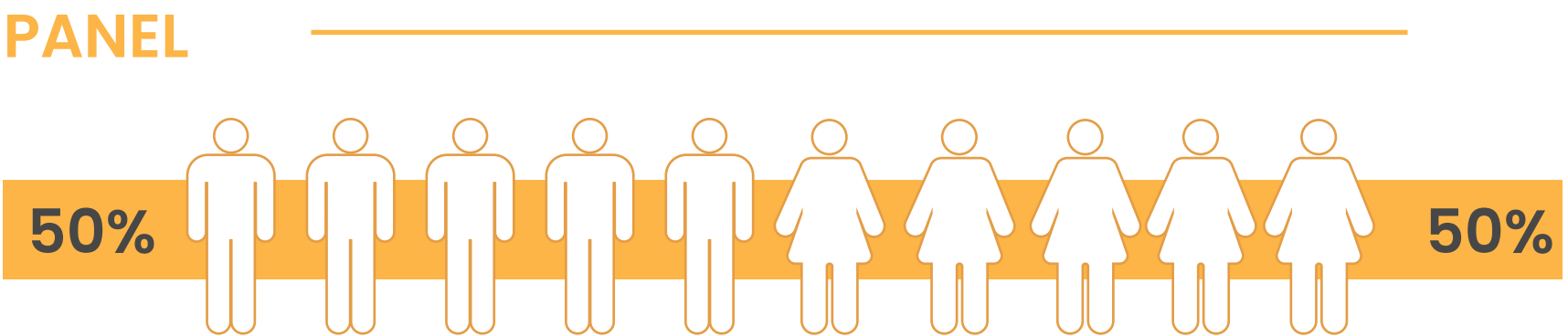
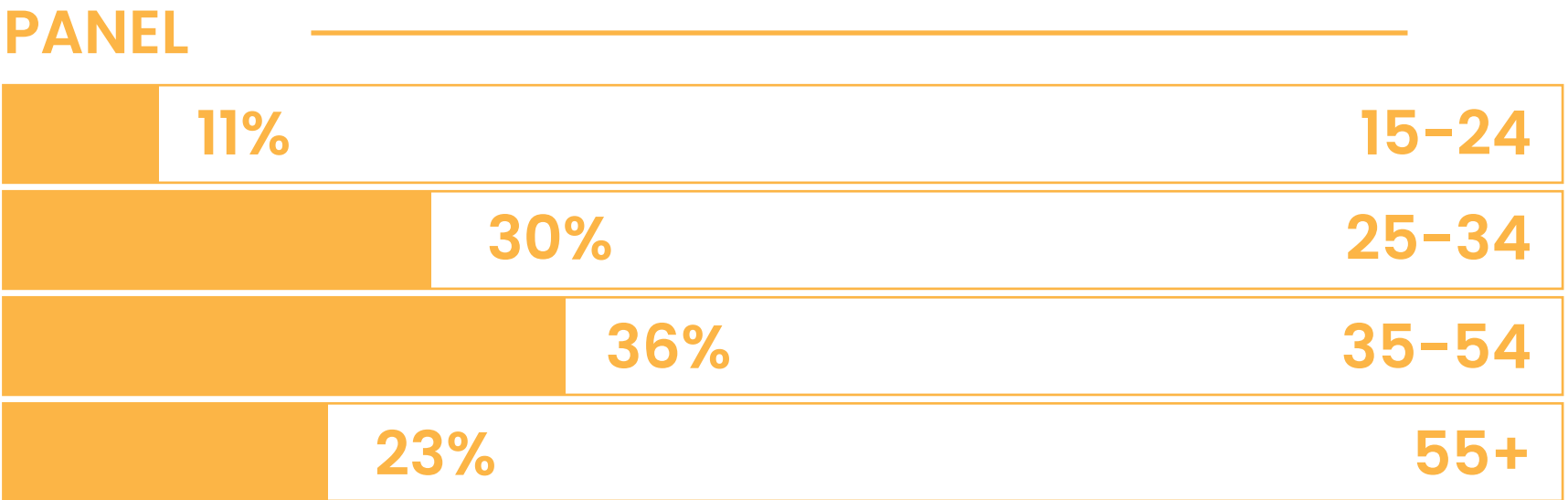
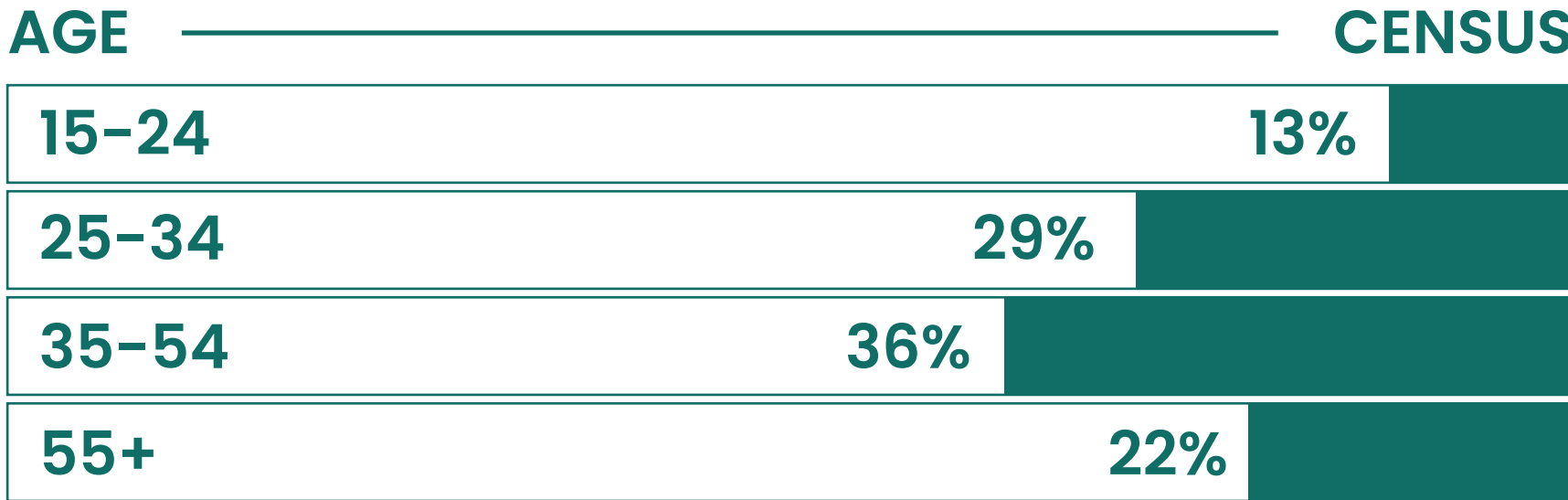
Population: 8,8 millions



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EUROPE



TURKEY

PANEL SIZE: 48,410

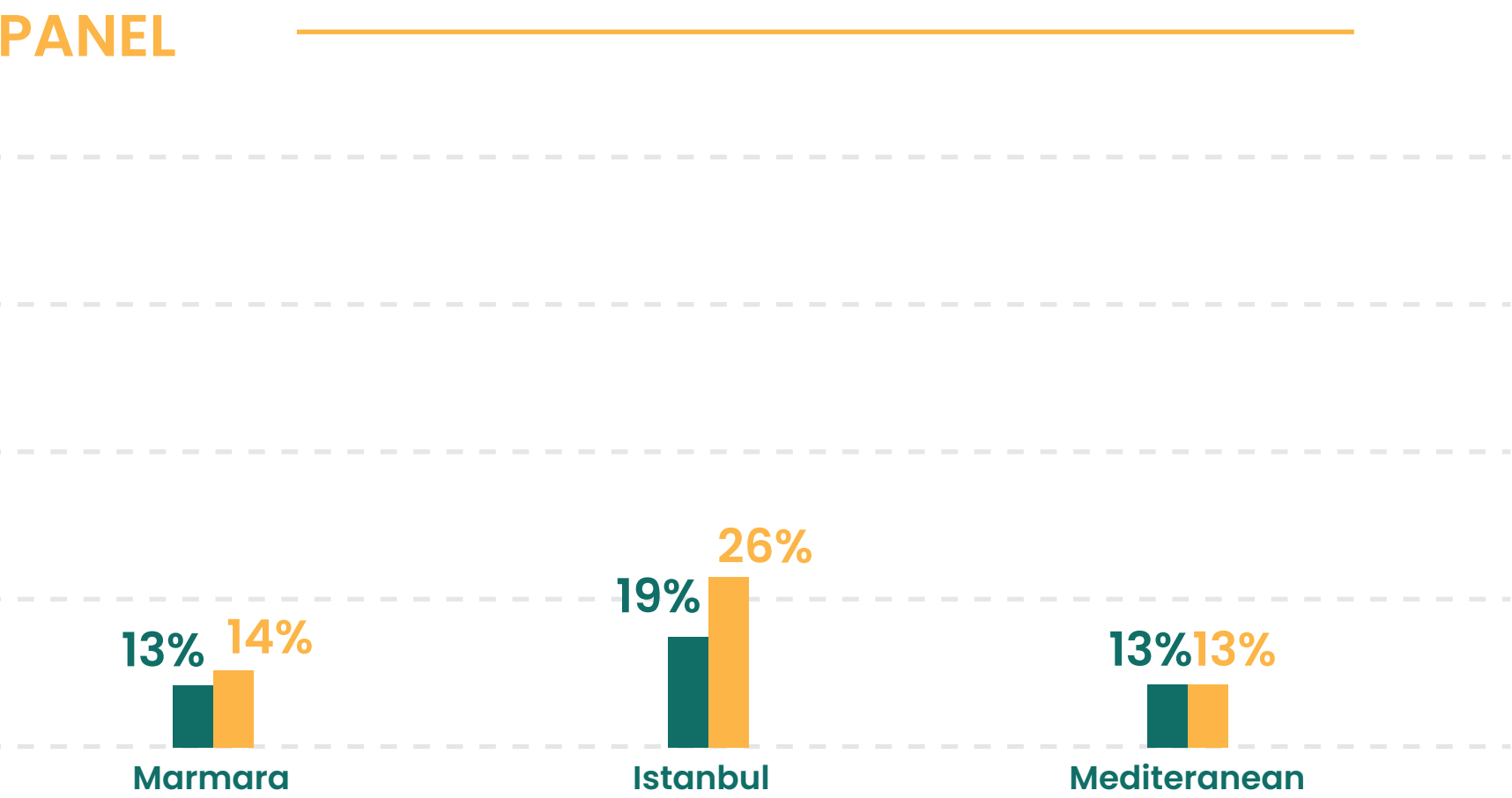
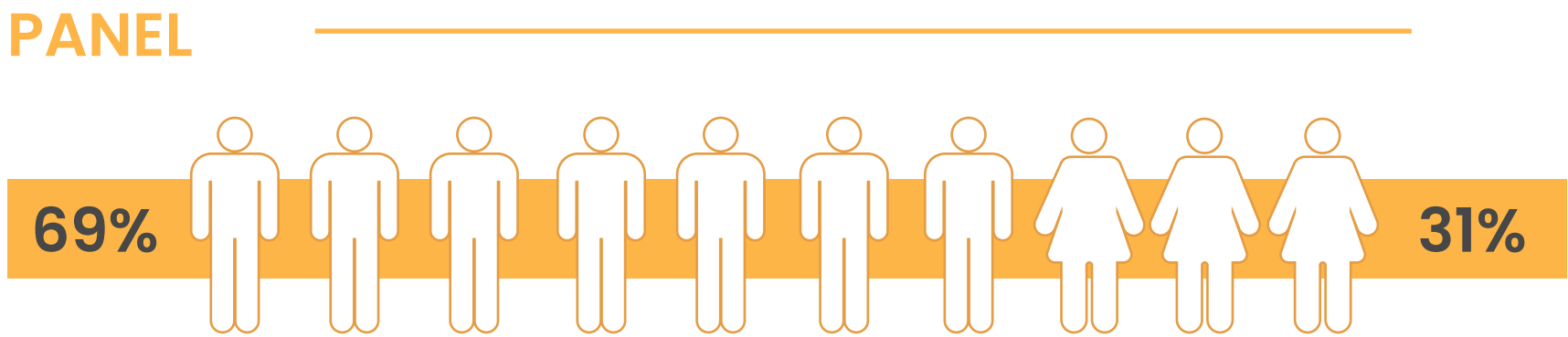
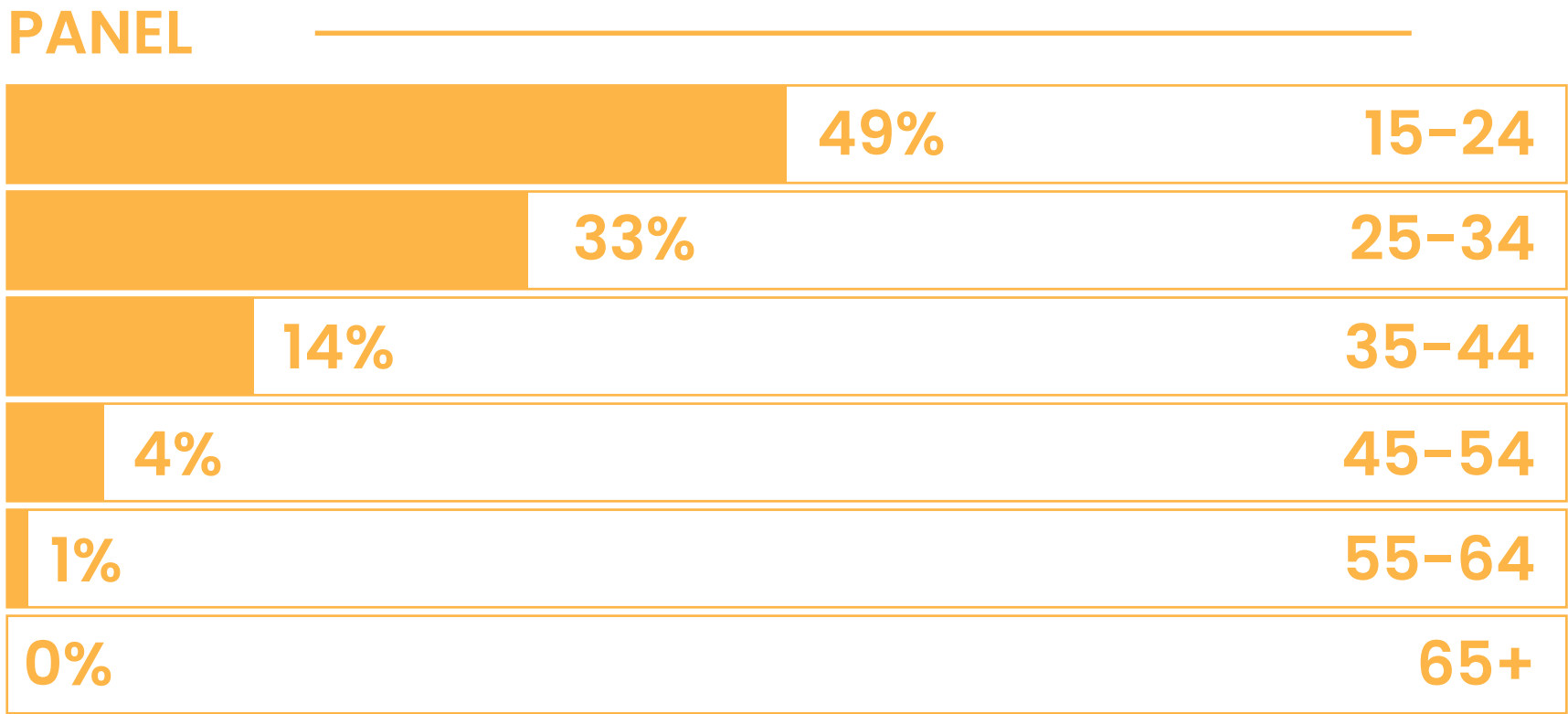
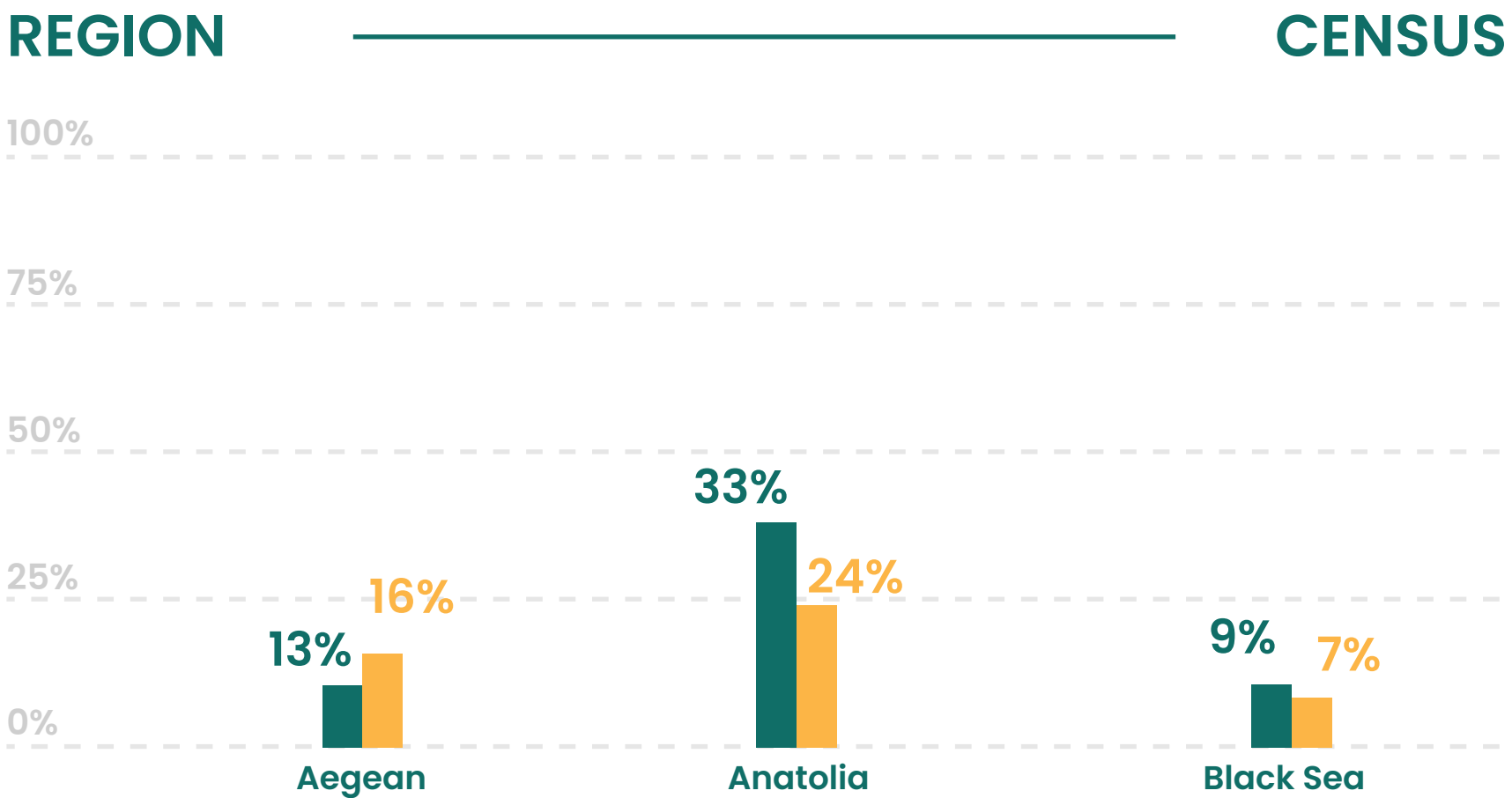
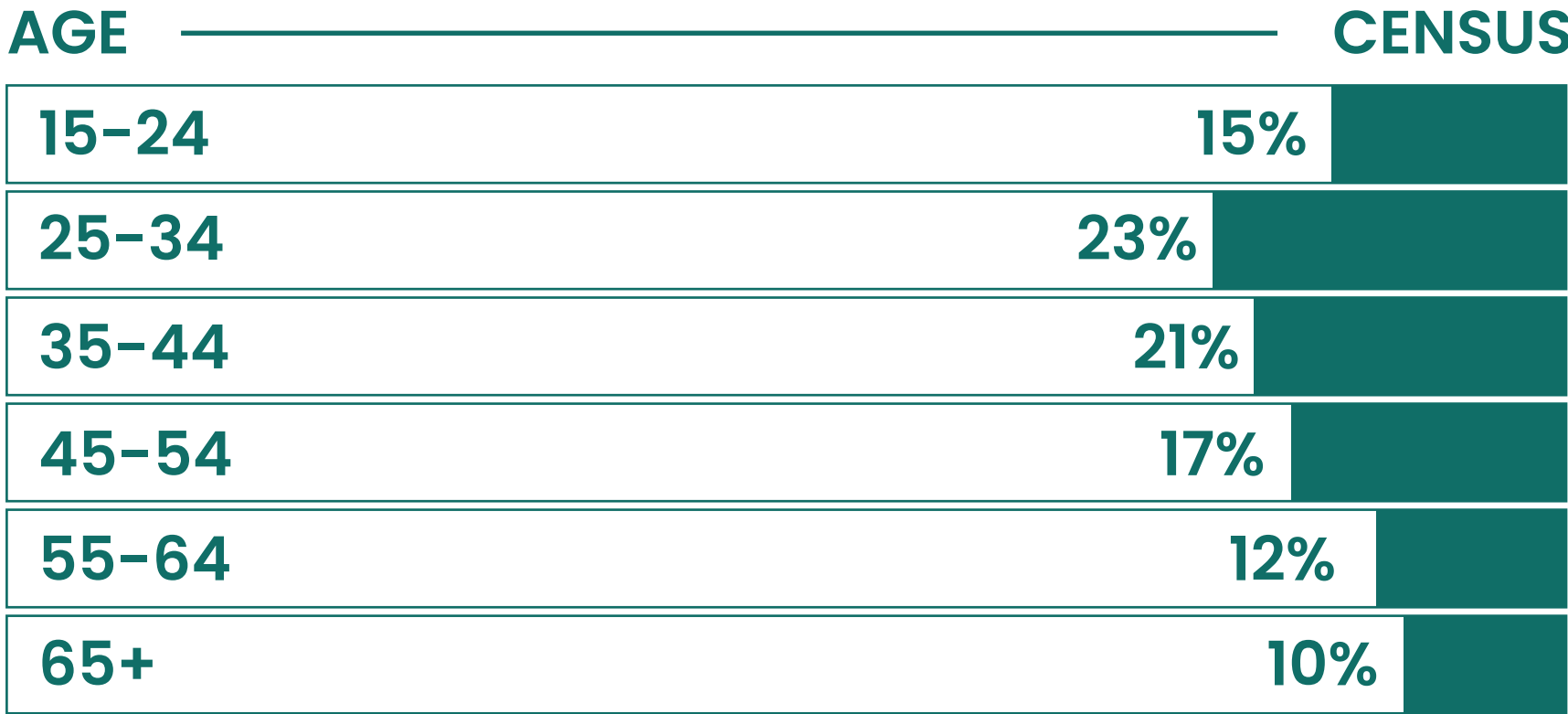
Population: 86,5 millions



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EUROPE



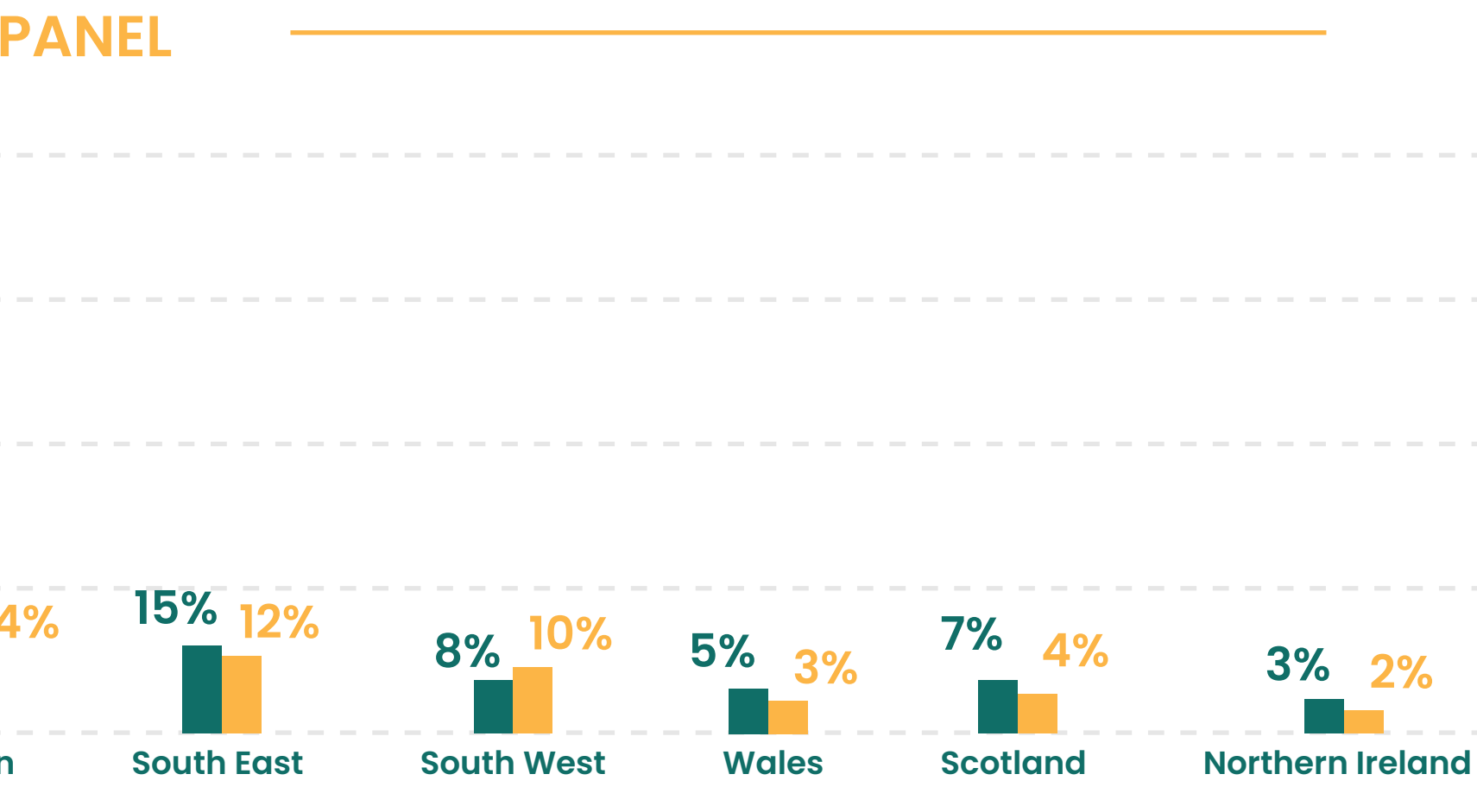
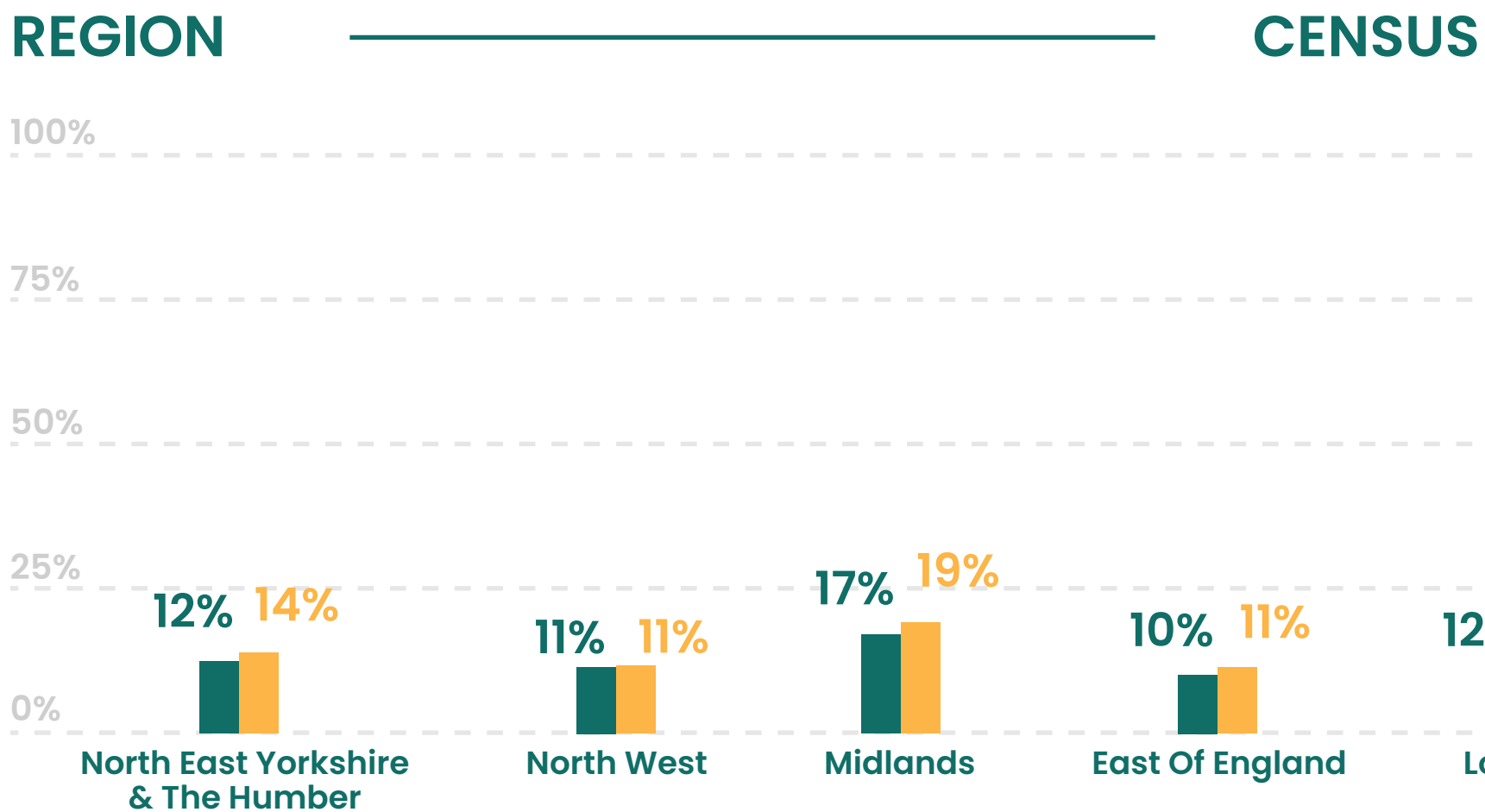
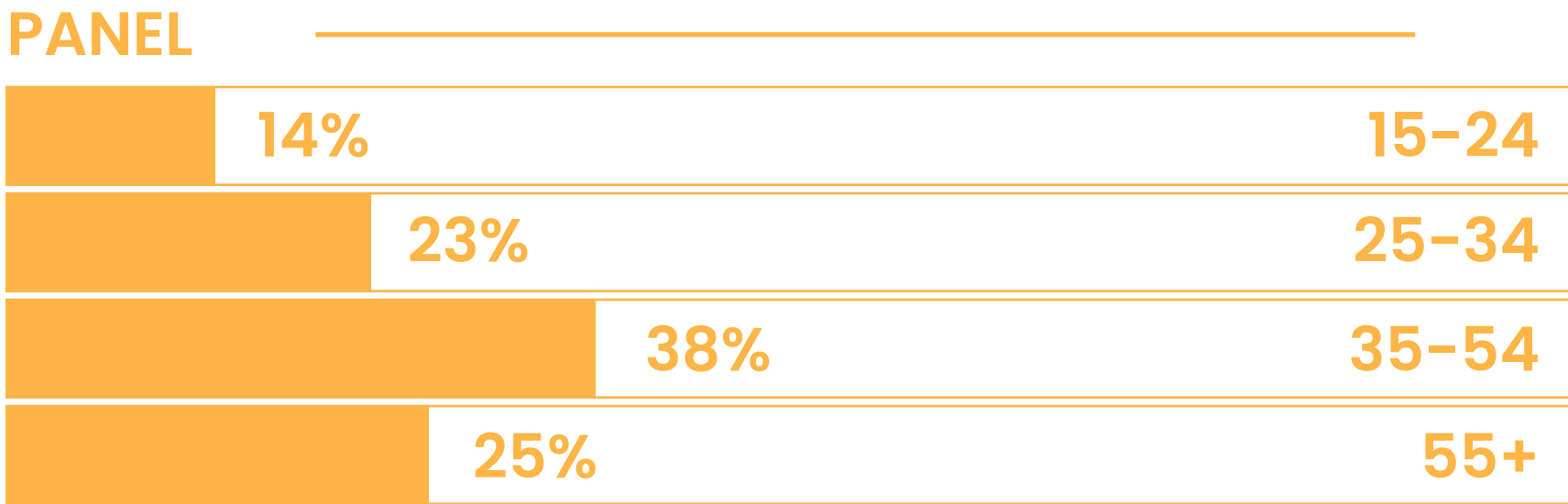
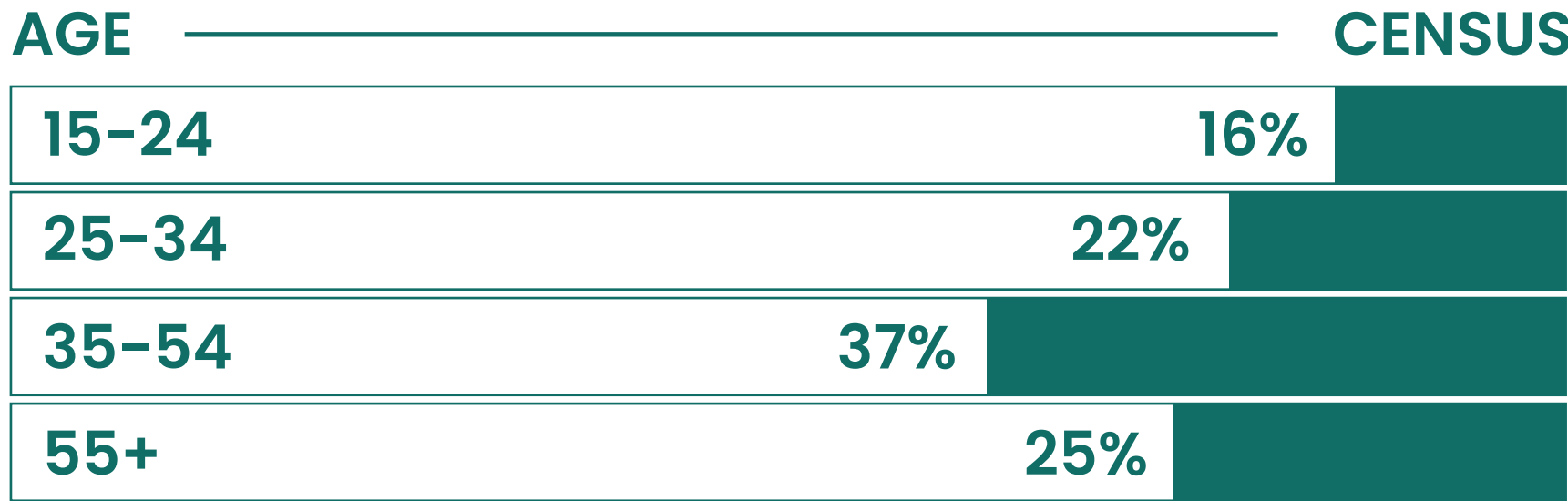
UNITED KINGDOM

PANEL SIZE: 16,520  
Population: 68,7 millions



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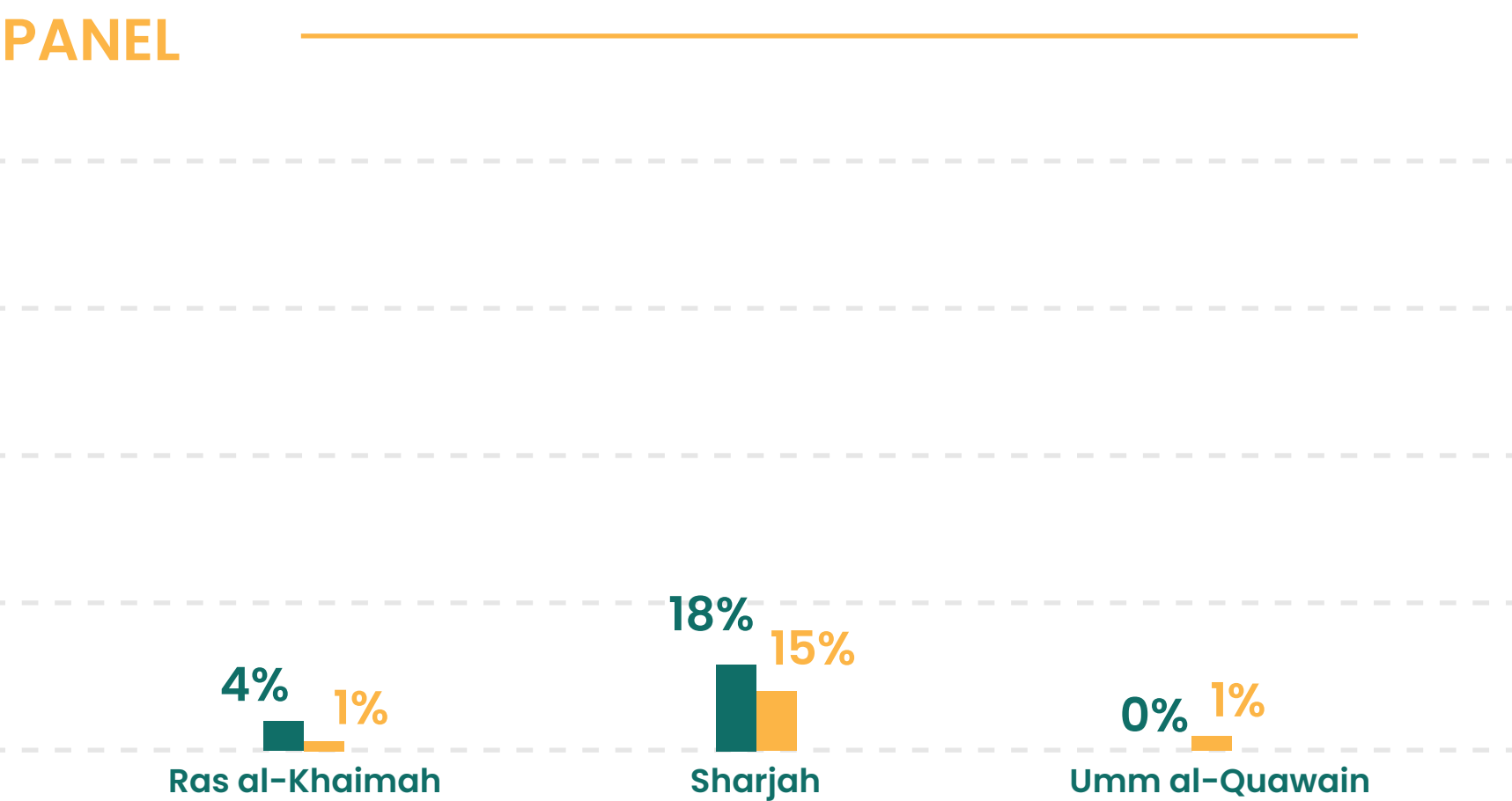
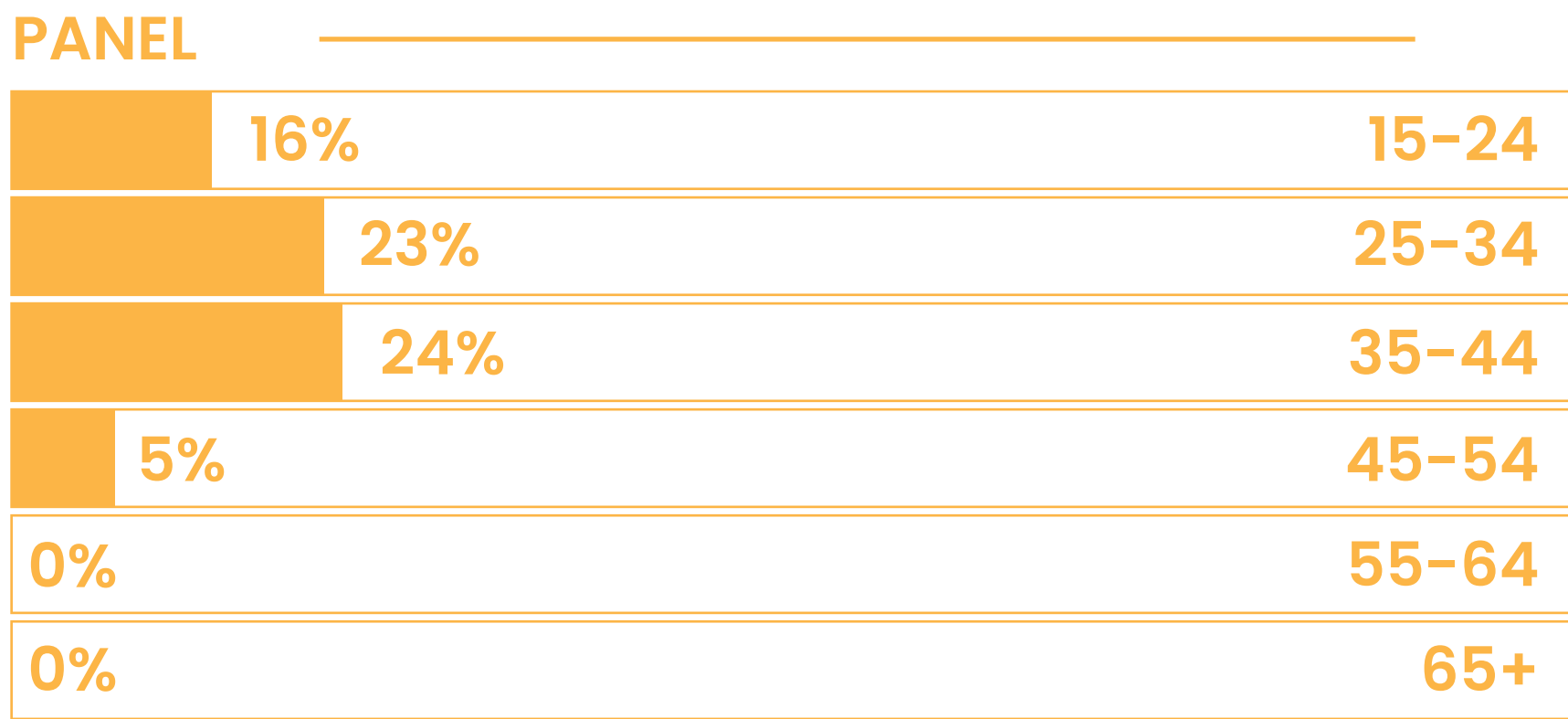
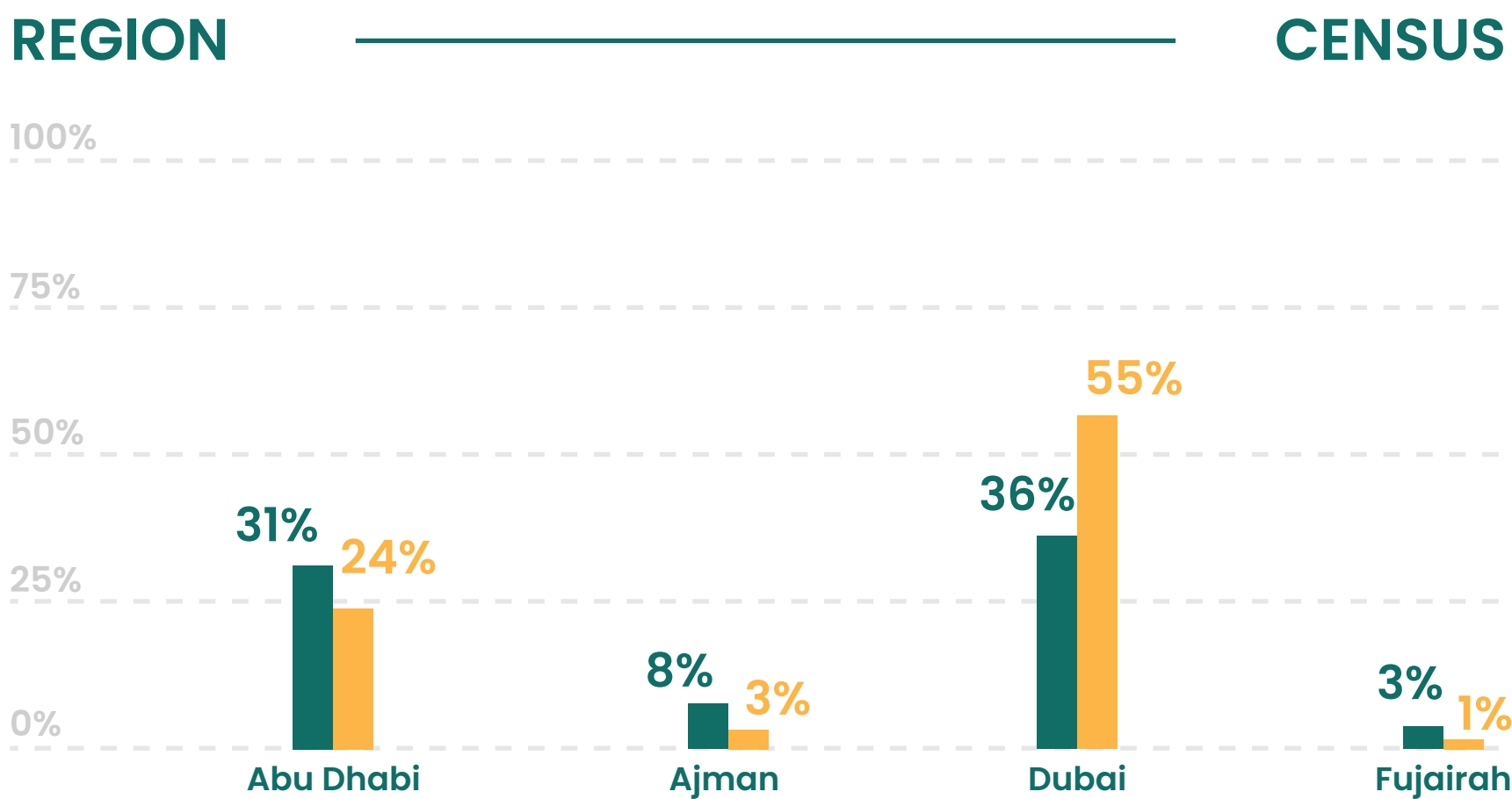
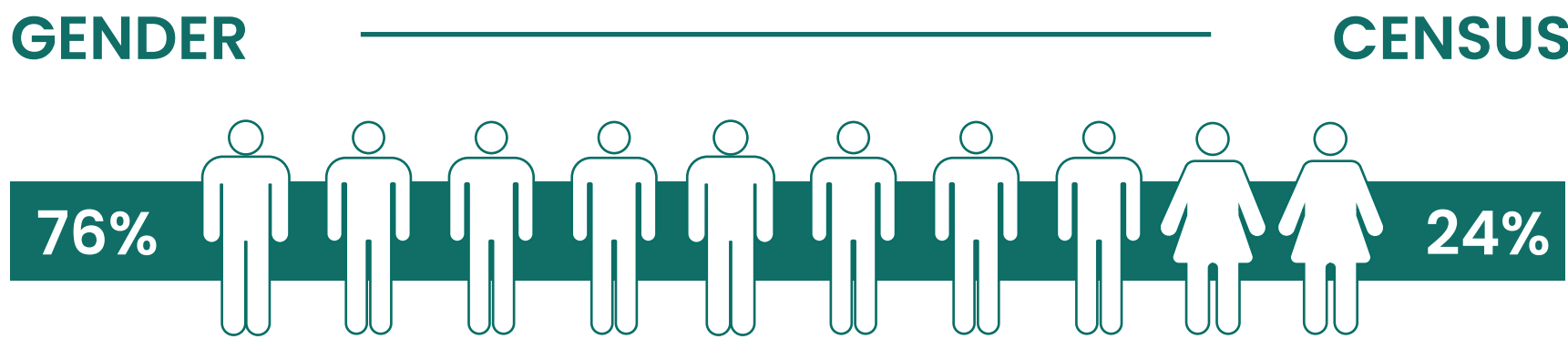
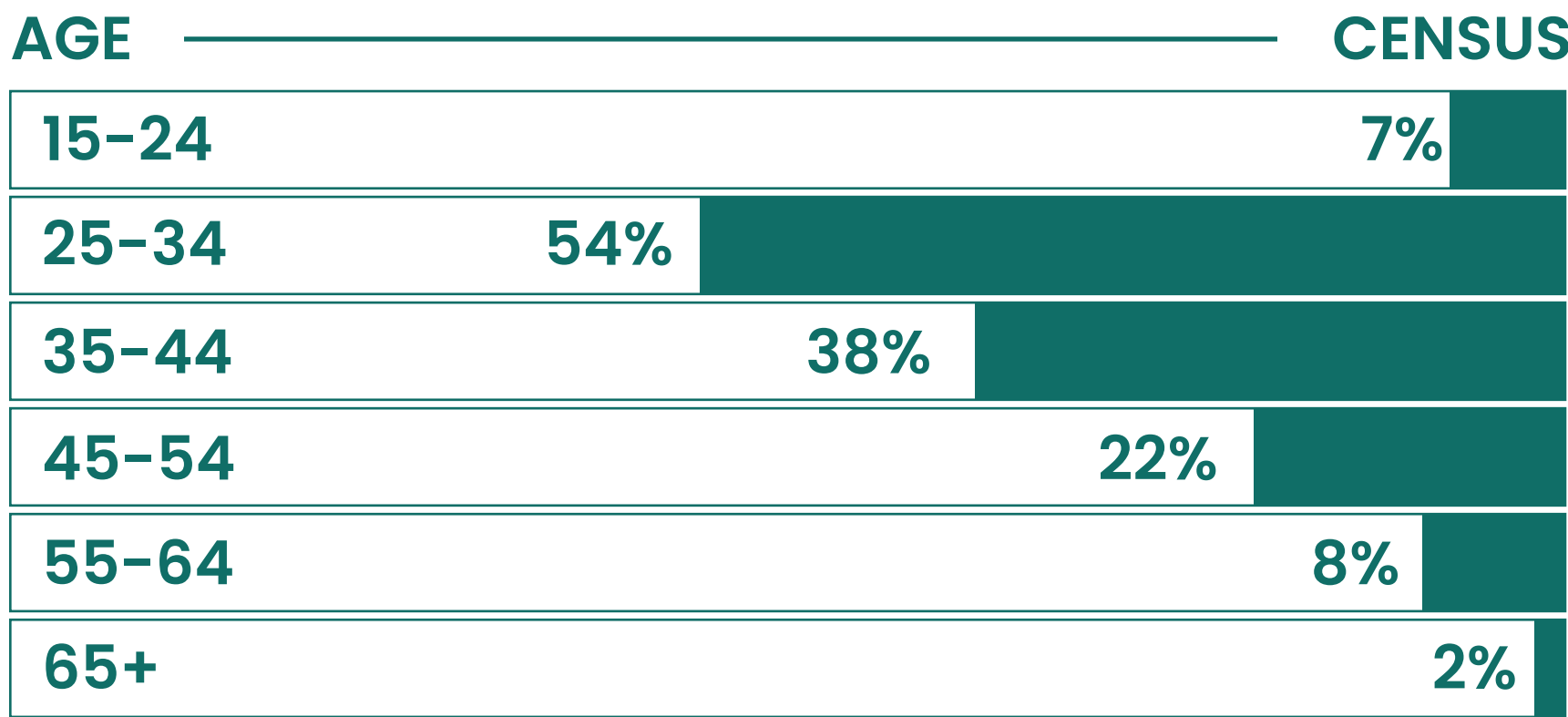
EUROPE



PANEL SIZE: **28,740**  
Population: 10,2 millions



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Nominingue, QC  
J0W 1R0, Canada



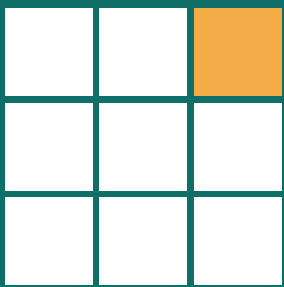
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