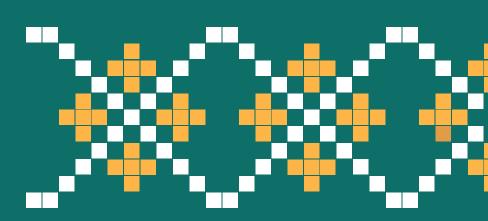


PANELBOOK 2023



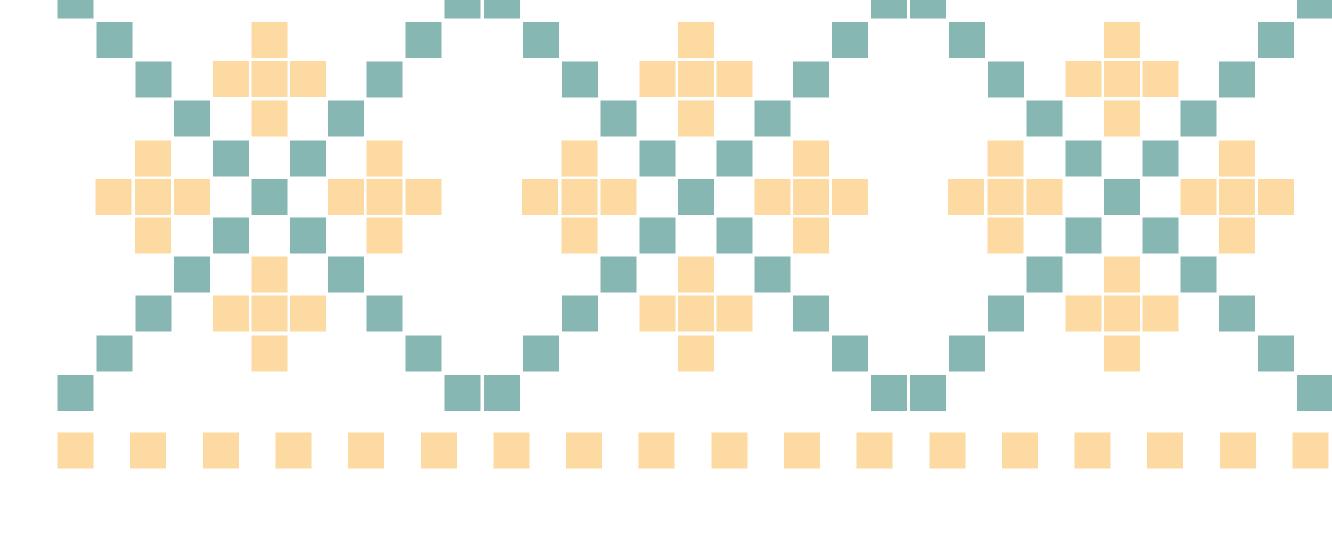
NICE TO MEET YOU!

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

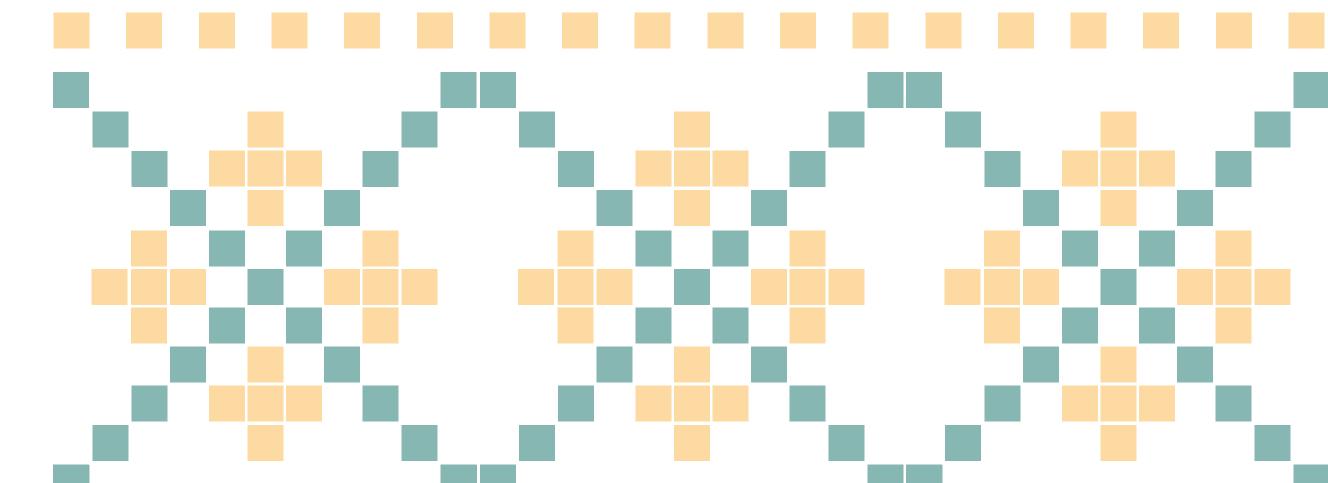
We are market research experts who provide clients all over the globe with a full set of data collection solutions and supporting services to help their businessess grow.

TABLE OF CONTENTS

1	OUR COMPANY	
	ABOUT US	2
	WHAT MAKES US DIFFERENT	3
	QUALITY	4
SECTION 2	ONLINE PANELS	
	PROFILING	6
	PANEL SIZES	8
SECTION 3	PANEL COVERAGE	
	AFRICA	10
	AMERICAS	13
	ASIA-PACIFIC	16
	EUROPE	21
	MIDDLE EAST	39







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 right now to get a true sense of quality online market research services!







WHAT MAKES US DIFFERENT





Coverage for sales and project management 24 hours a day, 7 days a week



Highly qualified staff across three continents



Free weekend coverage



Testing and launching hours are **flexible**



Excellent support for mixed methodologies (qualitative, CAPI, CATI, etc.)



Healthy panels through daily incentive payments REASONS TO CHOOSE DATADIGGERS



High-quality programming, coding and translation



Free questionnaire **localization** is available at all times



Full-service studies



There is **no minimum fee for** strong partnerships and no setup charge









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:

Use a healthy recruitment policy, including a large variety of resources.

Are able to re-contact panel members if needed and usually register resonable return rates in such situations

Have transparent panel management rules in place (in terms of recruitment incentivizing, purging, treating fraudulent respondents, etc.)

Offer active double opt-in online panel members only



Are open to new industry trends, such as mobile surveys, online forms, online diaries or online focus groups

Are capable to provide local insight, especially questionnaire localization

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.

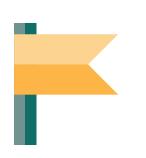
Recruiting only double opt-in panel members from a diverse pool of Internet sources, in order to ensure an excellent national representation by various demographics and to deliver bias-free data



(IP)

Efficient IP detection, so that we make sure only unique and real people are answering your online surveys

Flagging fraudulent survey takers (speedsters, straight-liners, etc.) and purging them from panels on a regular basis



ADVANCED DATA QUALITY



Automatically screening out panelists that are members in more that one panel

Always double-checking the accuracy of the translations and localizations of the questionnaire before launching a survey







Accurate panel support in native languages and in a timely manner

Running surveys only in official local languages, to make sure members accurately understand the logic of the questions they are being asked





Rewarding panel members in local currencies immediately after they finish a survey









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:



AUTOMOTIVE



B₂B



FINANCE & **BANKING**



FOOD & **BEVERAGES**



HEALTHCARE

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.



HOUSEHOLD



MEDIA & **ENTERTAINMENT**



MOTHER OF BABIES & PARENTING



TECHNOLOGY & GAMING



TRAVEL

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 ownershipp, 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	PROPRIETARY PANELS
Kenya	38820
Nigeria	40560
South Africa	66450

	AMERICAS	PROPRIETARY PANELS
*	Canada	33419
*	Chile	40080
	USA	86261

EUROPE	PROPRIETARY PANELS			PROPRIETARY PANELS
Belgium	10890		Norway	9350
Czech Republic	40500		Poland	43310
France	14180	•	Portugal	33380
Germany	12550		Romania	78750
Greece	35560	自然 自	Spain	11560
Hungary	28980	+	Sweden	9890
Italy	17790	+	Switzerland	8920
Rep. Moldova	11560	C*	Turkey	48410
Netherlands	10390		United Kingdom	16520

ASIA-PACIFIC	PROPRIETARY PANELS
Hong Kong	3730
India	61750
Philippines	41280
Singapore	4120
Thailand	30360

MIDDLE EAST		PRIETARY ANELS
United Arab Emira	ates	28740







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
③	Mexico	13000
•	Peru	24600

	MIDDLE EAST	PROPRIETARY PANELS
\$	Israel	3290
*	Lebanon	1340
	Qatar	3420
21700	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

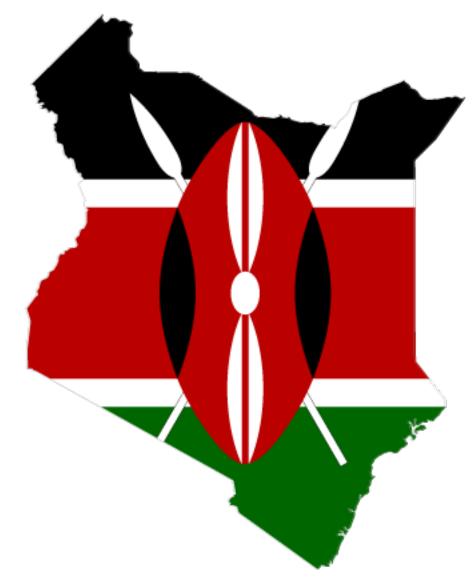
EUROPE	PROPRIETARY PANELS		PROPRIETARY PANELS
Austria	3200	Latvia	2210
Bulgaria	7240	Lithuania	2150
Croatia	8520	Serbia	15580
Denmark	9060	Slovakia	16120
Estonia	2140	Slovenia	2640
Finland	2550	Ukraine	3130
Ireland	2610		

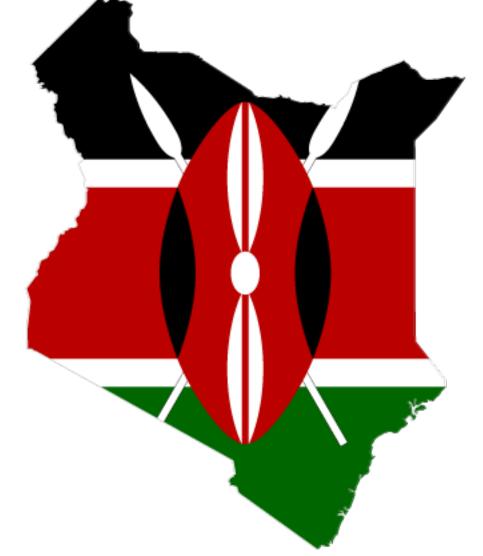




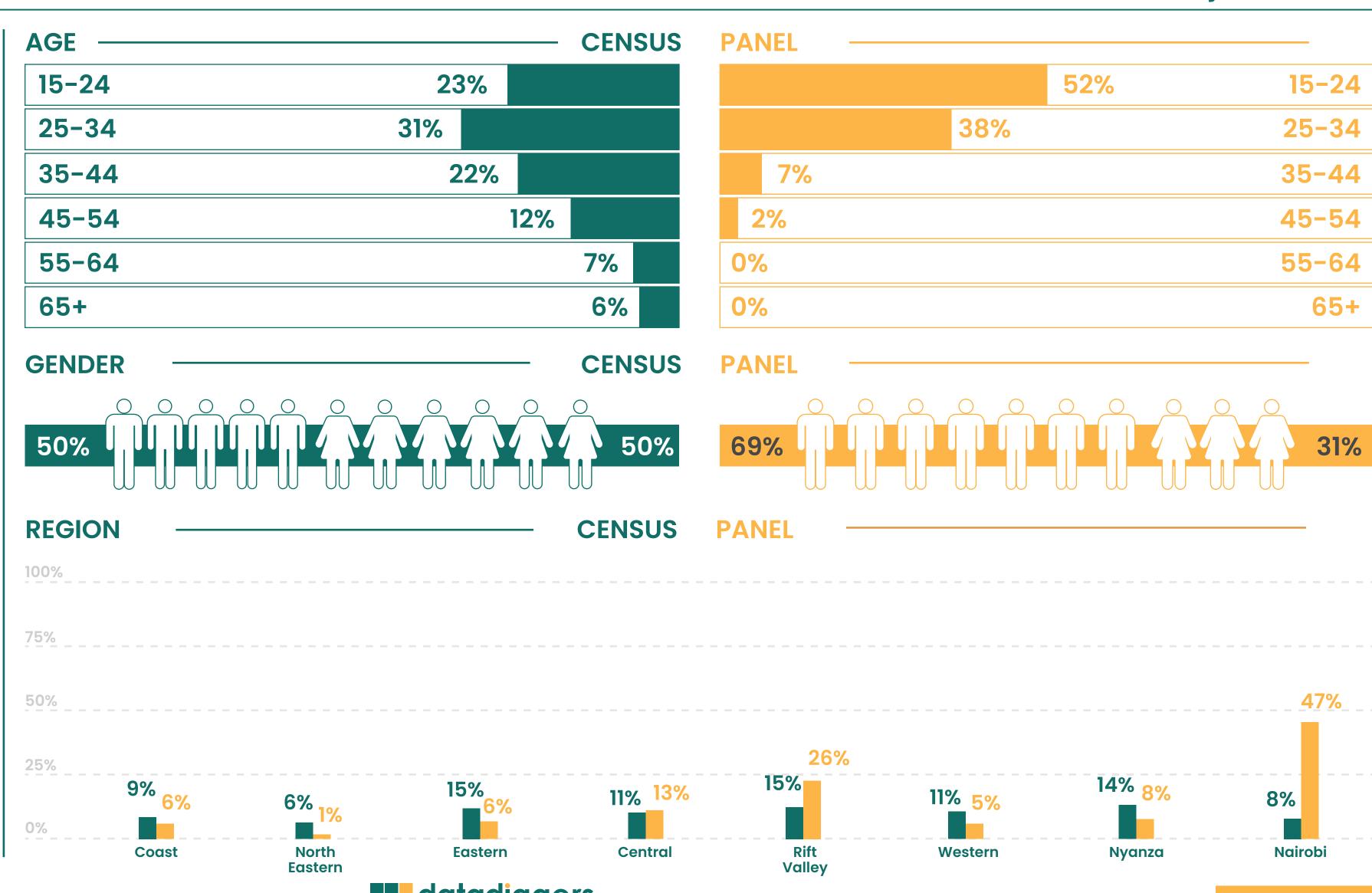
PANEL SIZE: **38,820**

Population: 56,4 millions





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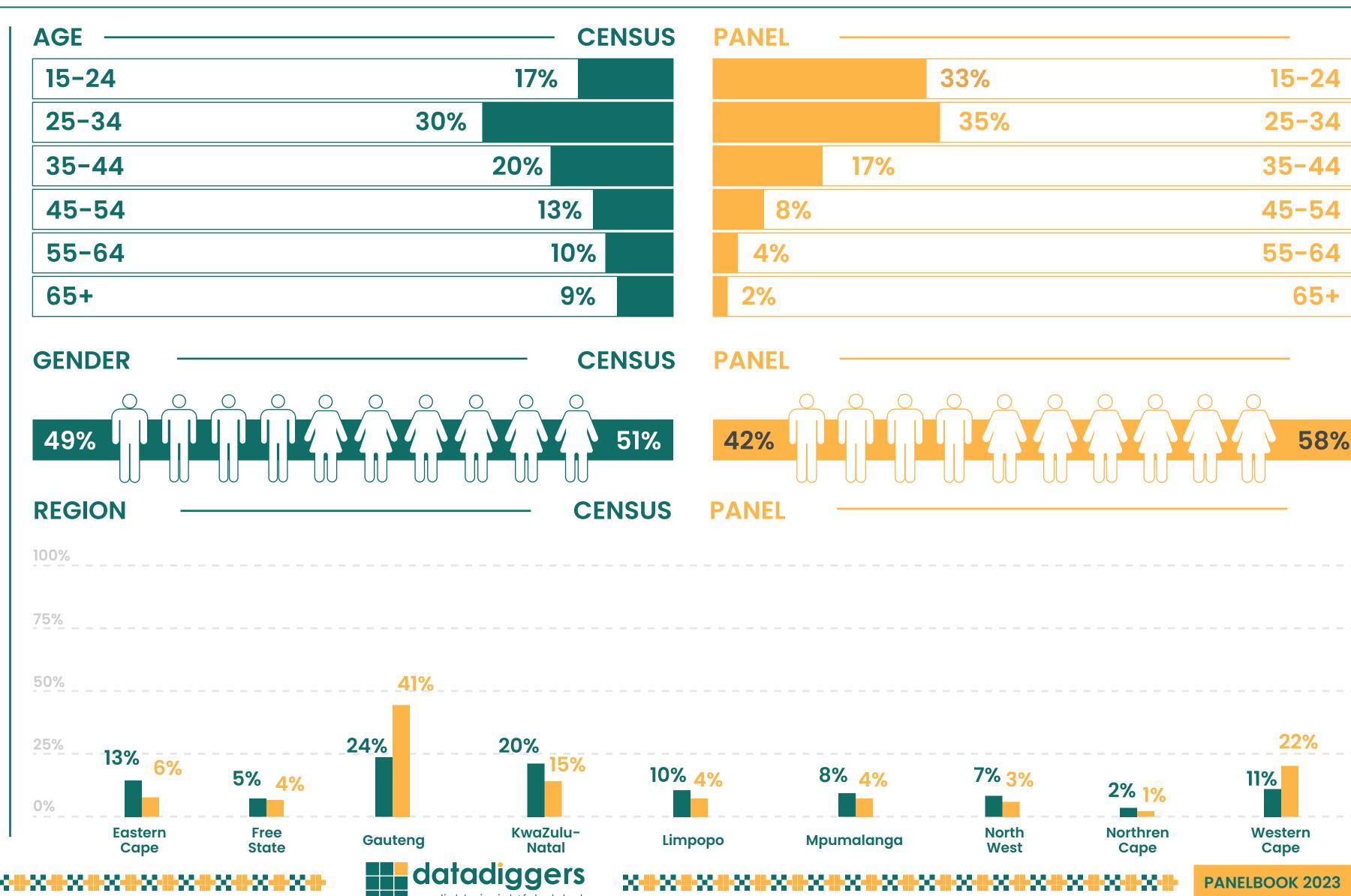


PANEL SIZE: **40,560**

Population: 218,5 millions



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SOUTH AFRICA

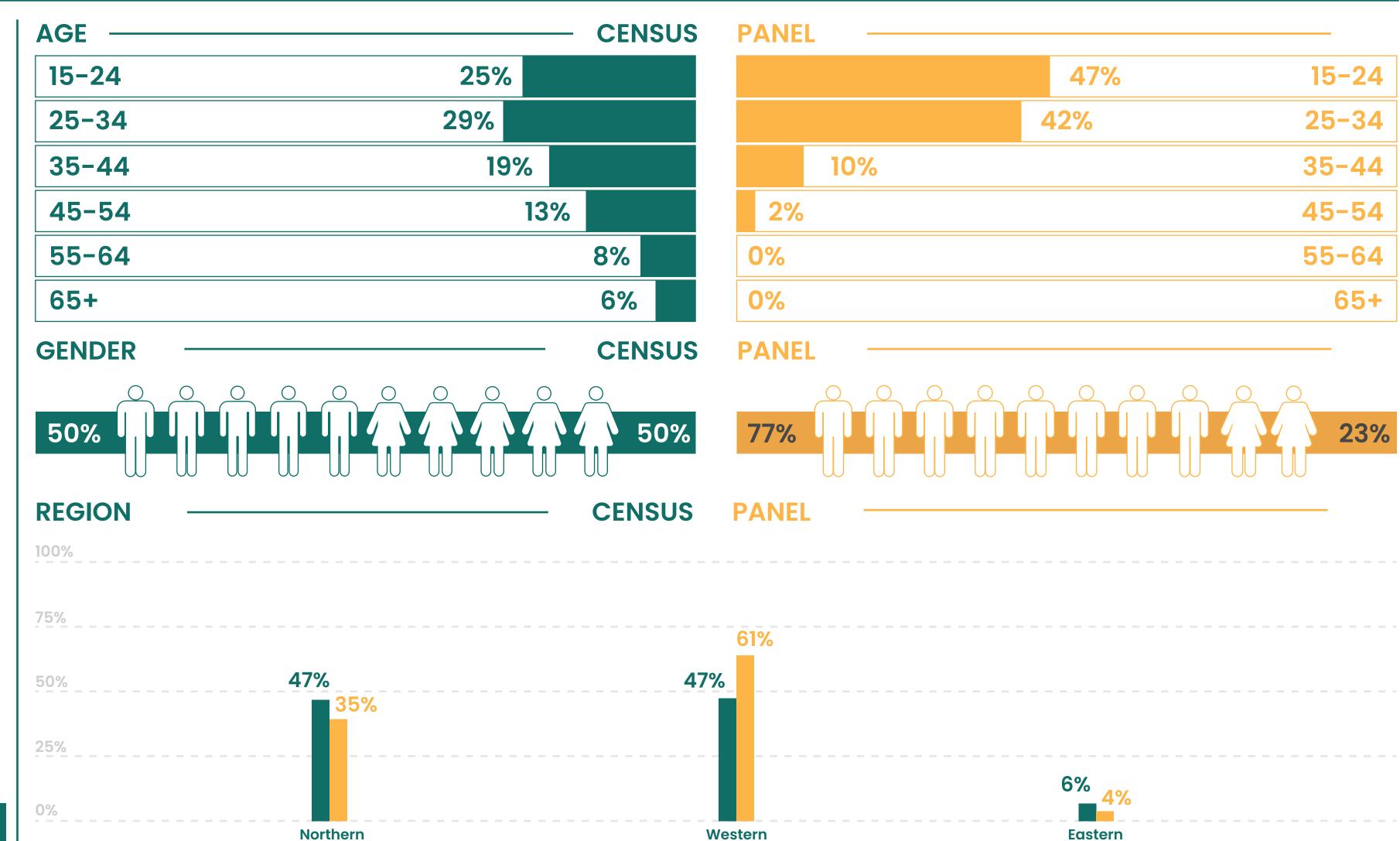


PANEL SIZE: **66,450**

Population: 61 millions



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CANADA

* AMERICAS

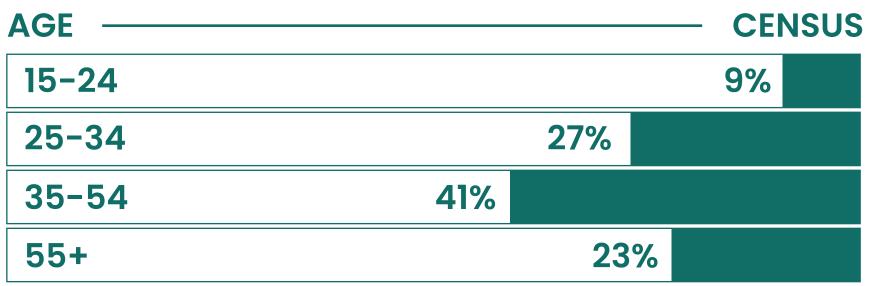
PANEL SIZE: **33,419**

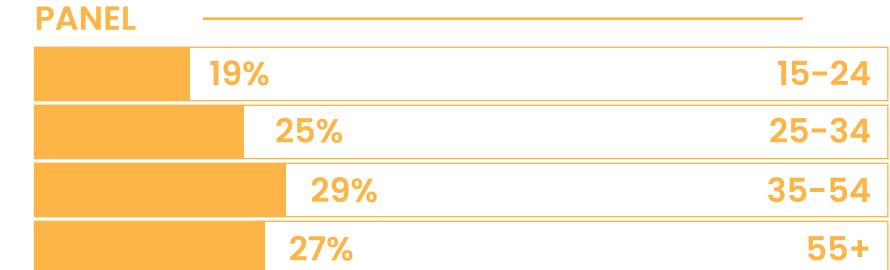
Population: 37,4 millions

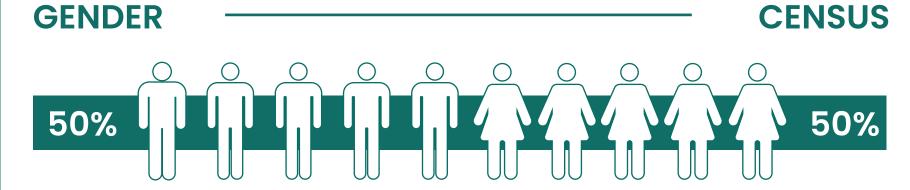


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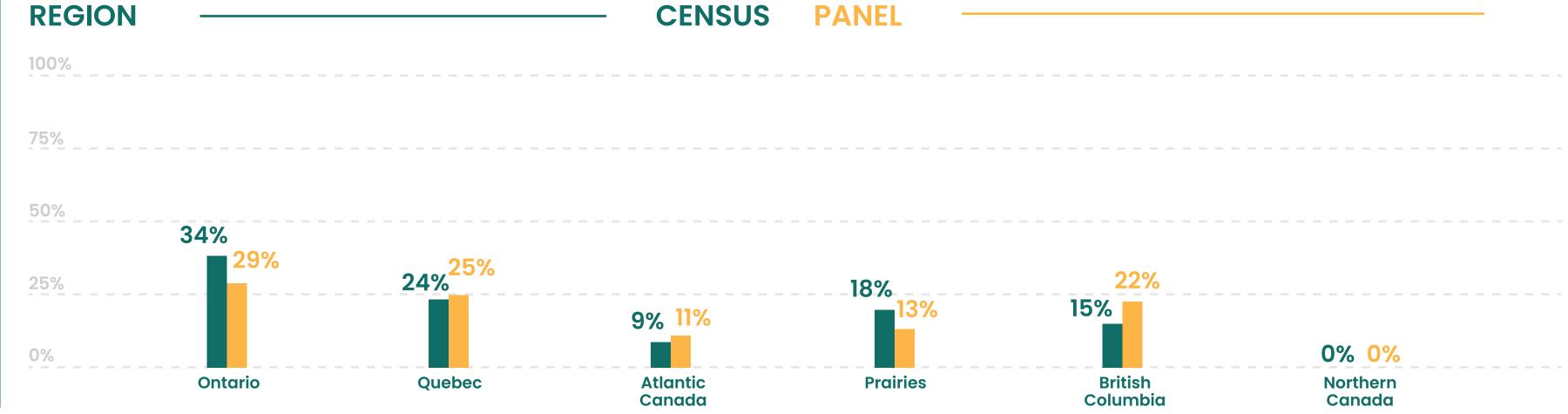
rfq@datadiggers-mr.com











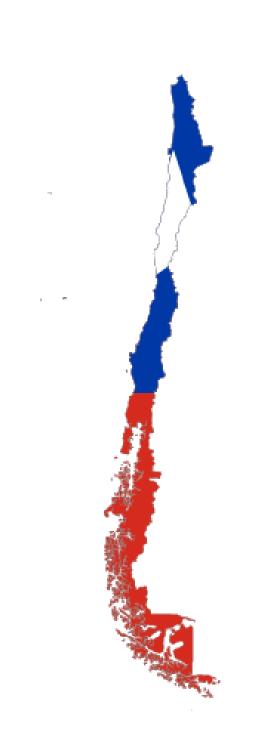




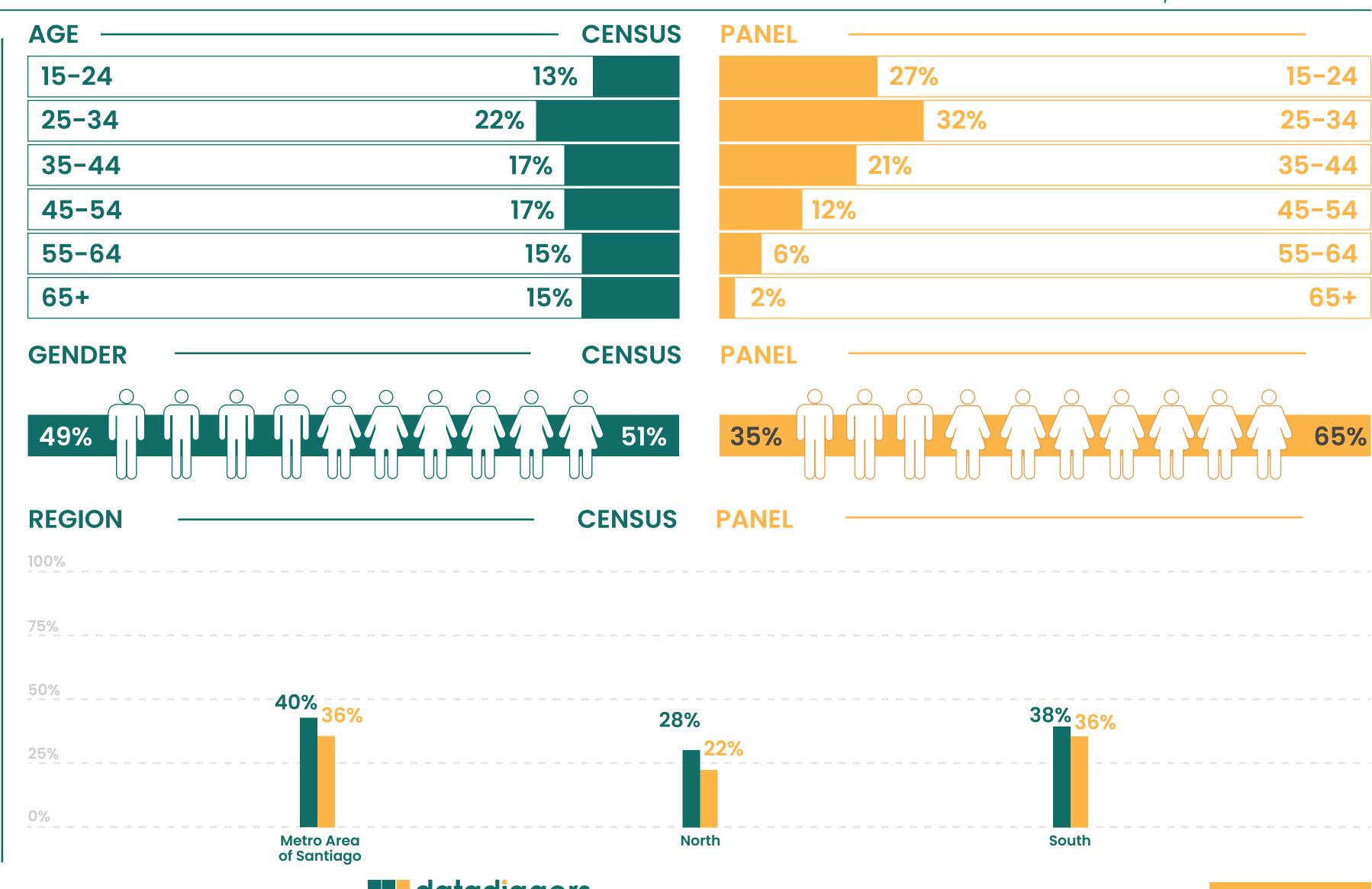


PANEL SIZE: **40,080**

Population: 19,5 millions



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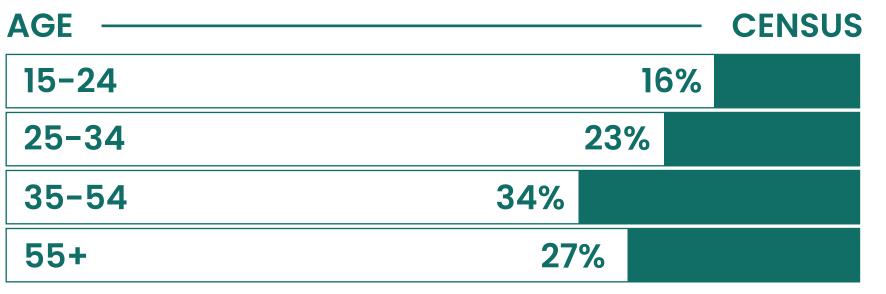
PANEL SIZE: **86,261**

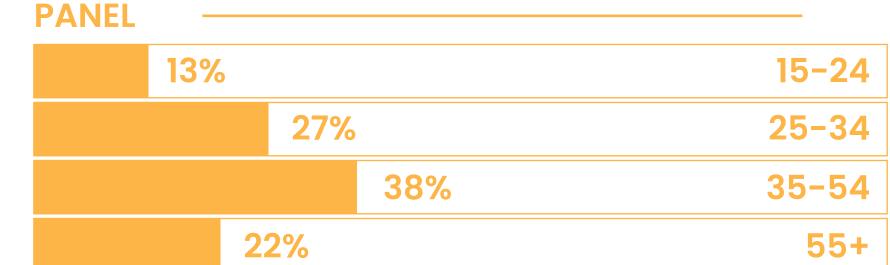
Population: 331 millions

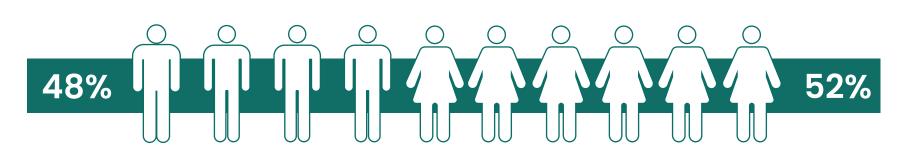


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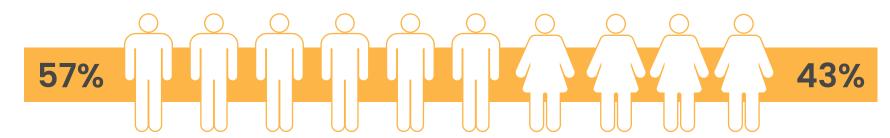


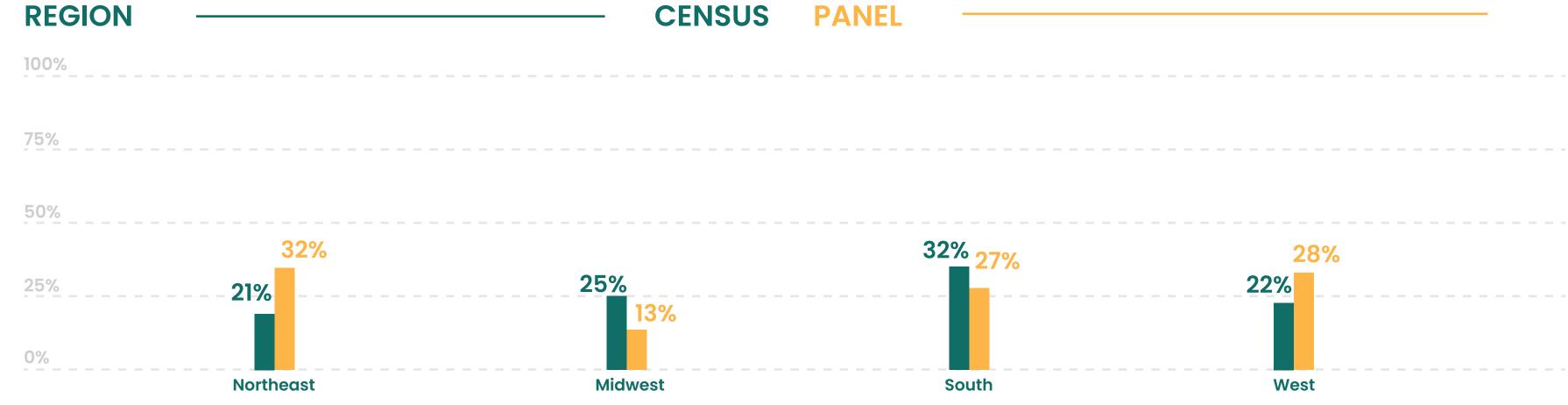




GENDER

REGION





CENSUS





HONG-KONG

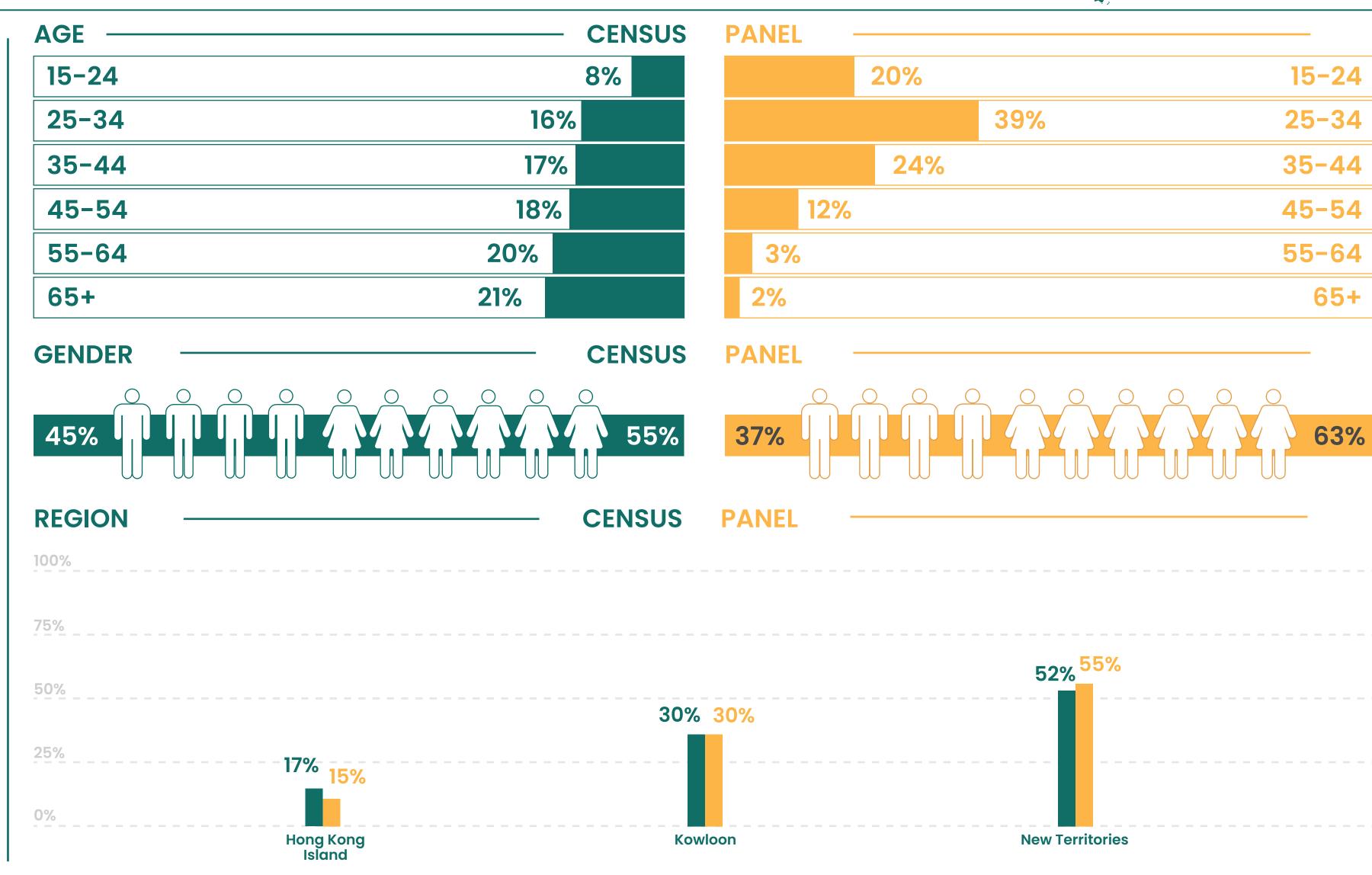


PANEL SIZE: **3,730**

Population: 7,6 millions



Contact us at:







INDIA

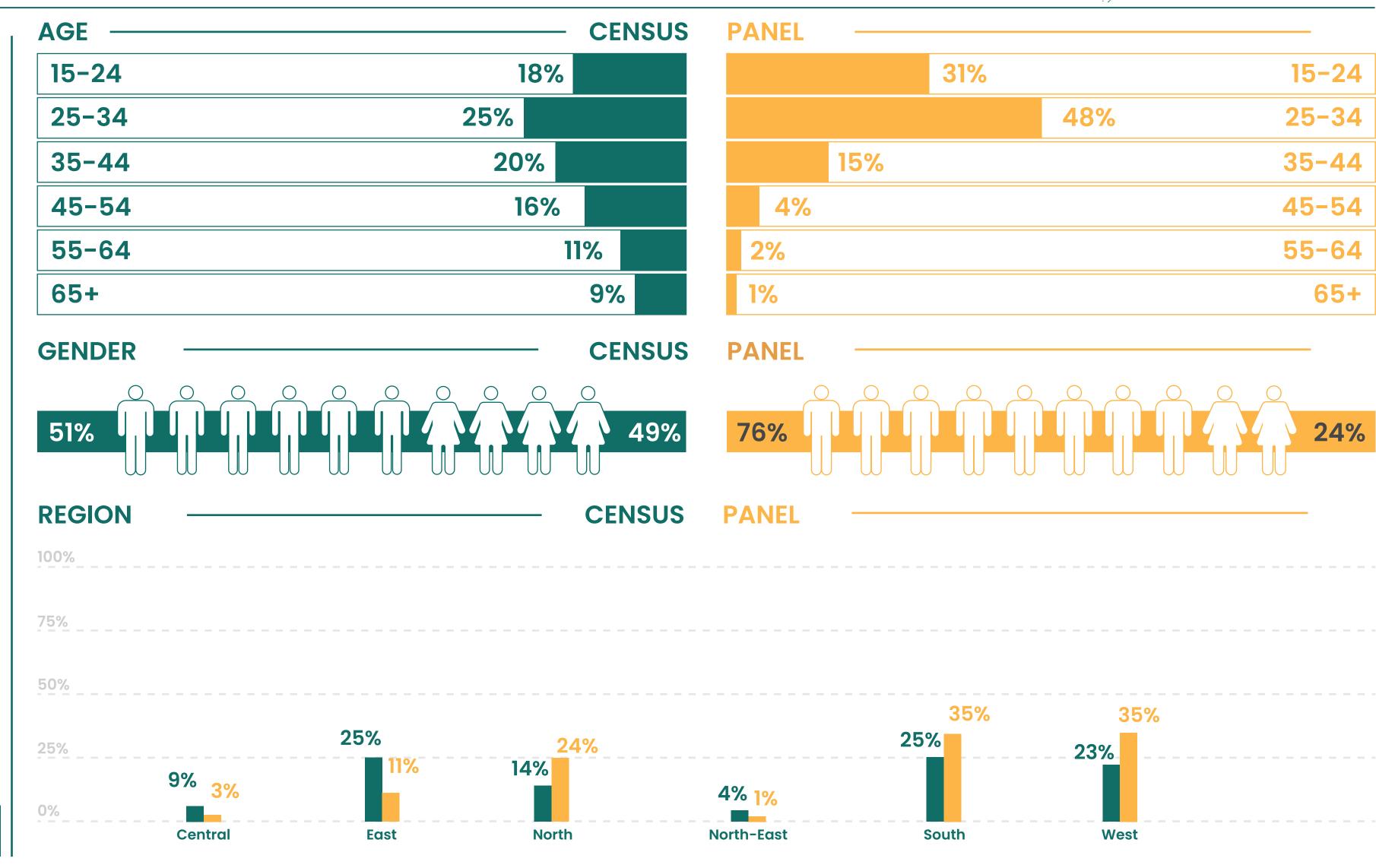


PANEL SIZE: **61,750**

Population: 1,4 billions



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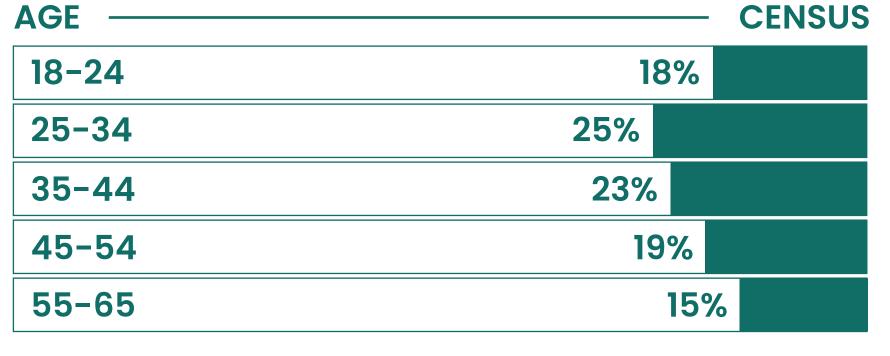


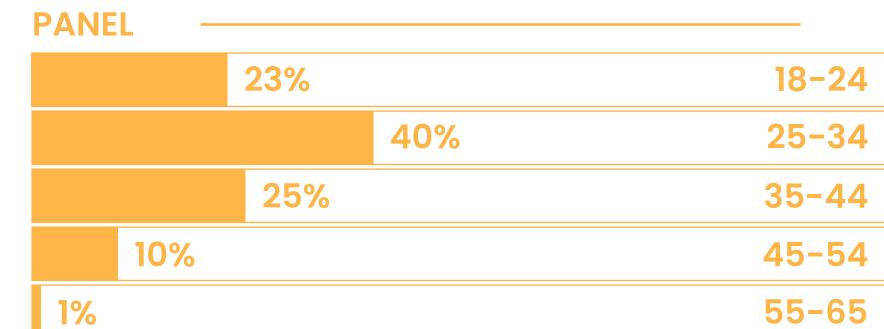
INDONESIA



PANEL SIZE: **29,680**

Population: 273,8 billions









Kalimantan



REGION CENSUS PANEL 100% 75% 58%

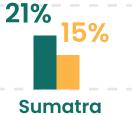
PANEL



Java







0.4% 2%

Western New Guinea

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5% 3%

Lesser Sunda

Islands



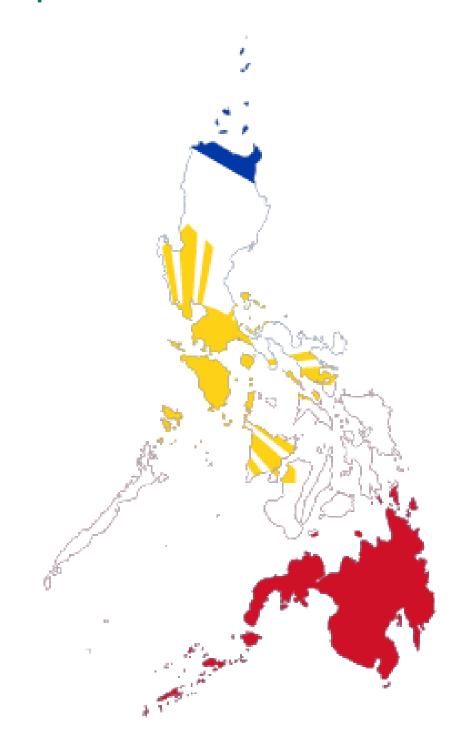


PHILIPPINES

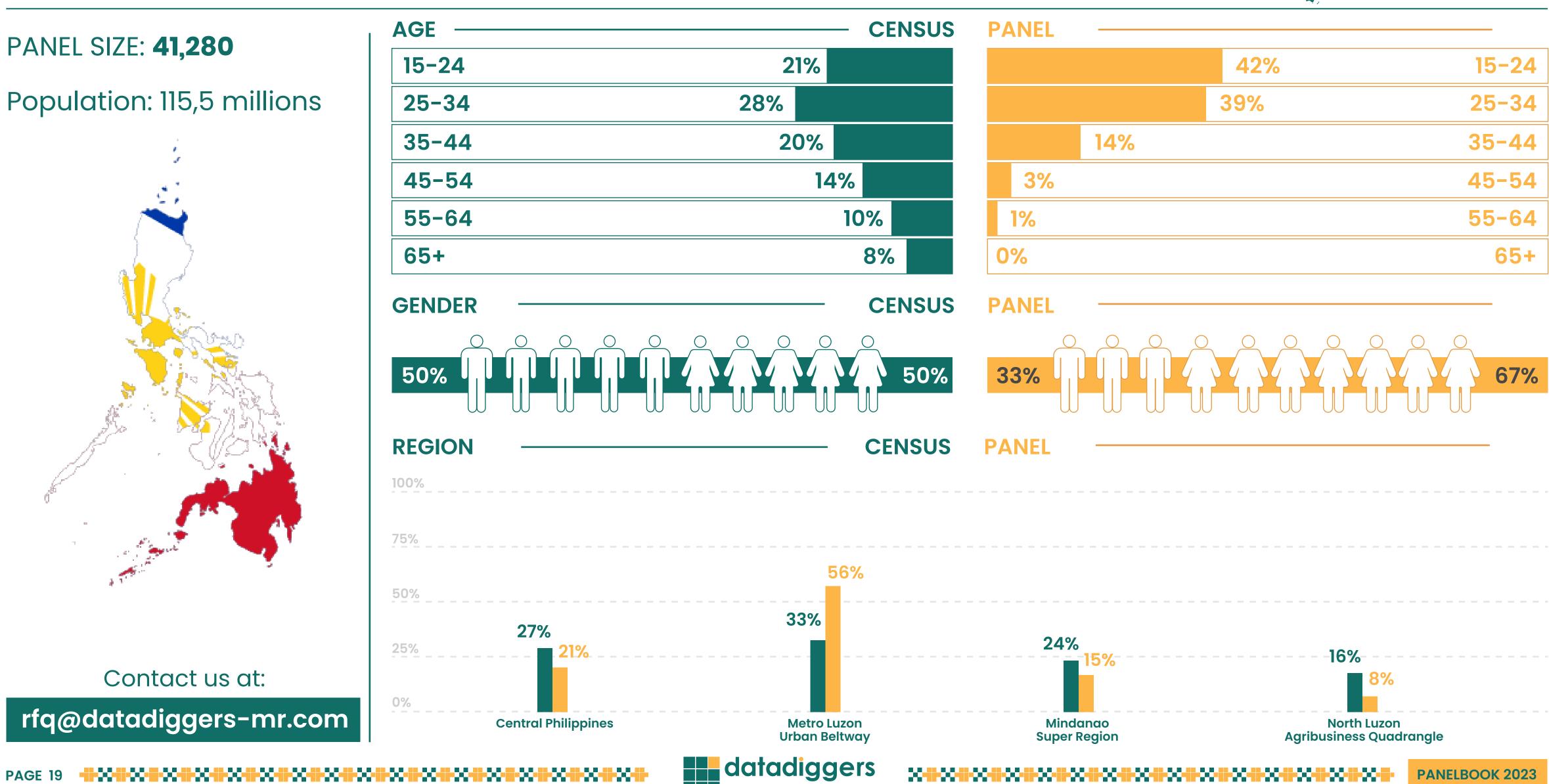


PANEL SIZE: **41,280**

Population: 115,5 millions



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SINGAPORE

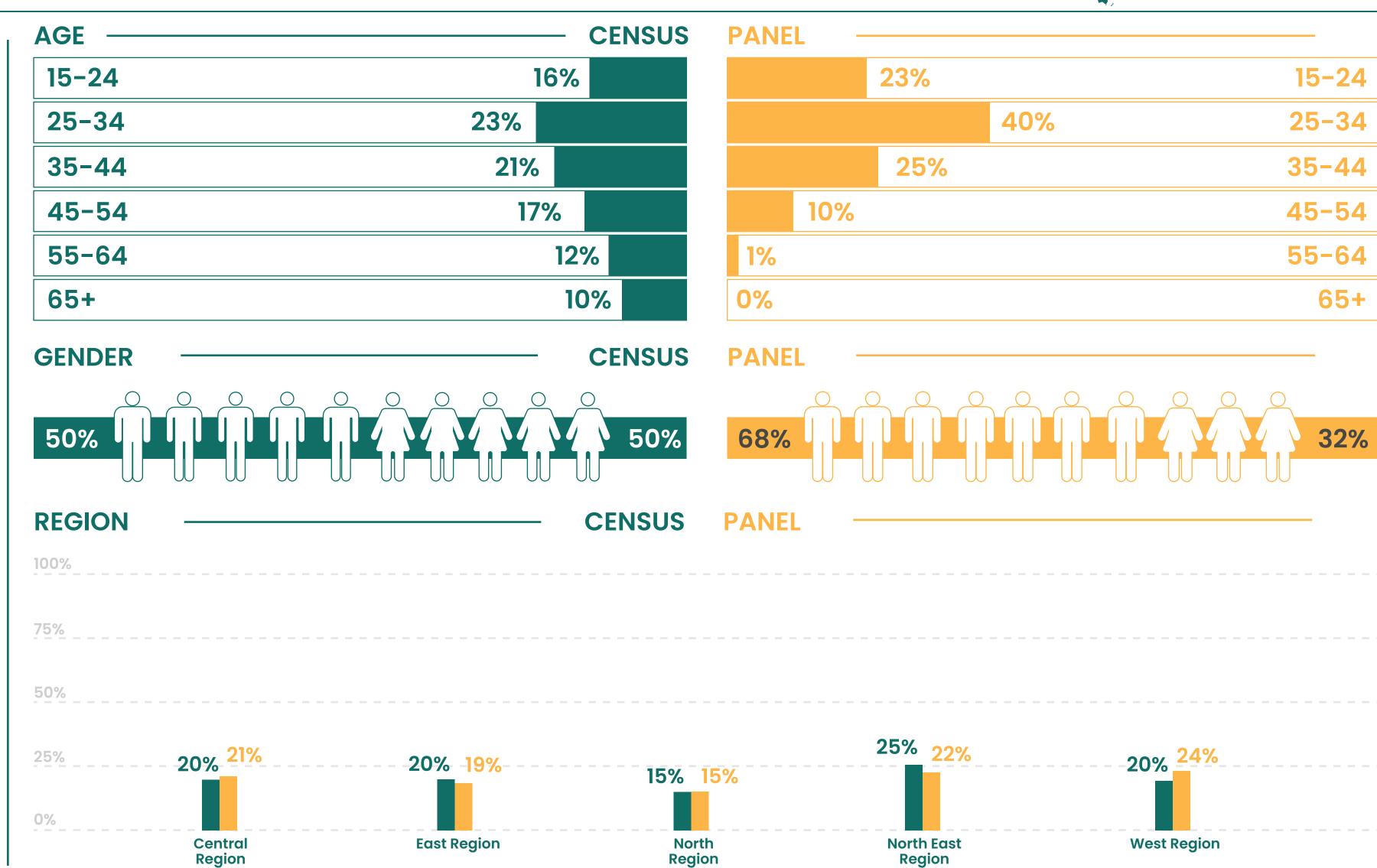


PANEL SIZE: **4,120**

Population: 6 millions



Contact us at:





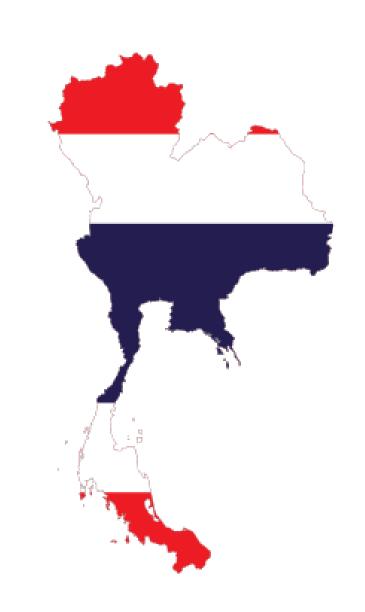


THAILAND

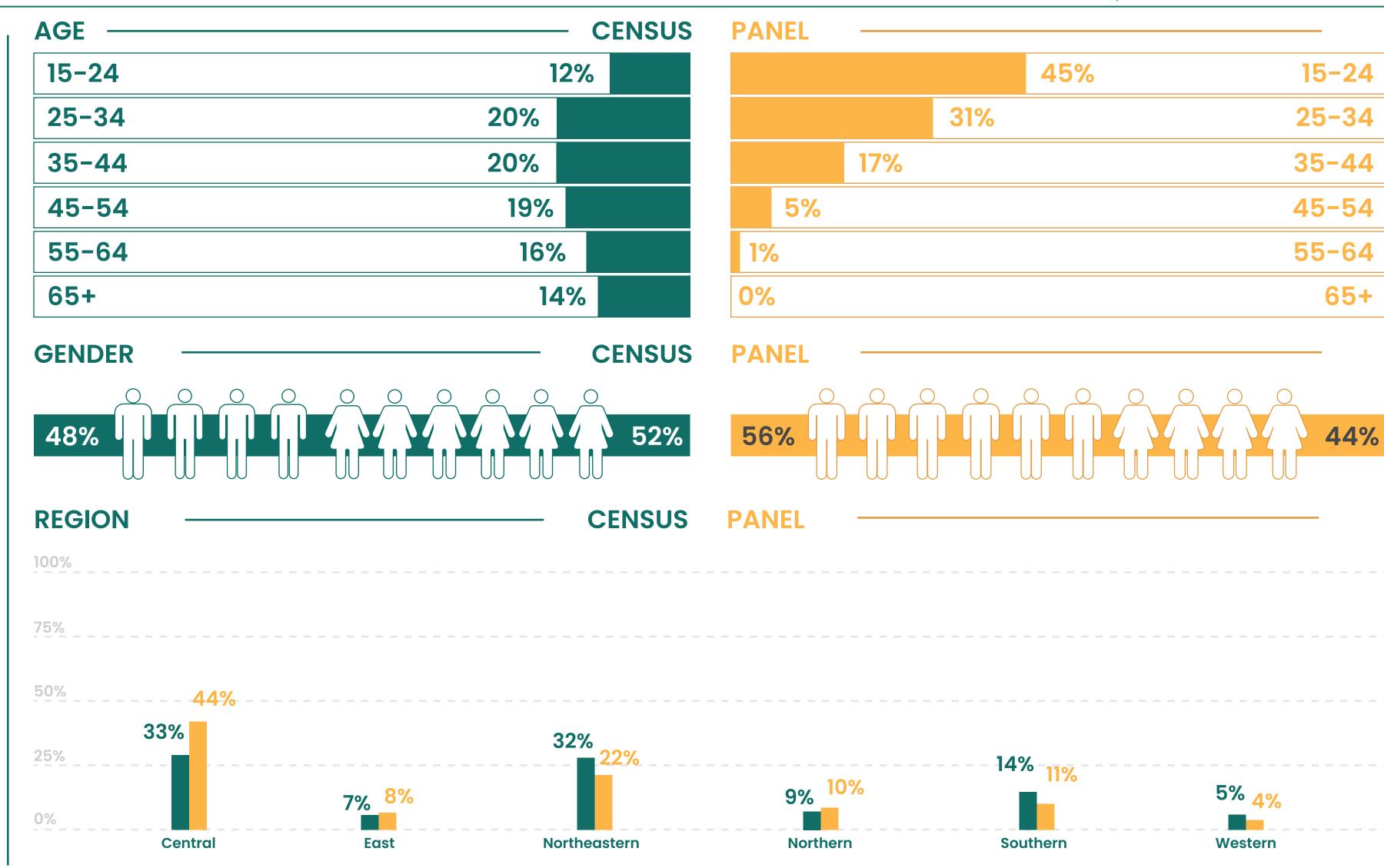


PANEL SIZE: **30,360**

Population: 70,1 millions



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VIETNAM

* ASIA-PACIFIC

18-24

25-34

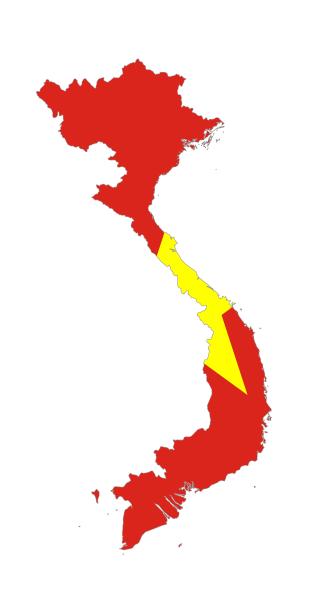
35-44

45-54

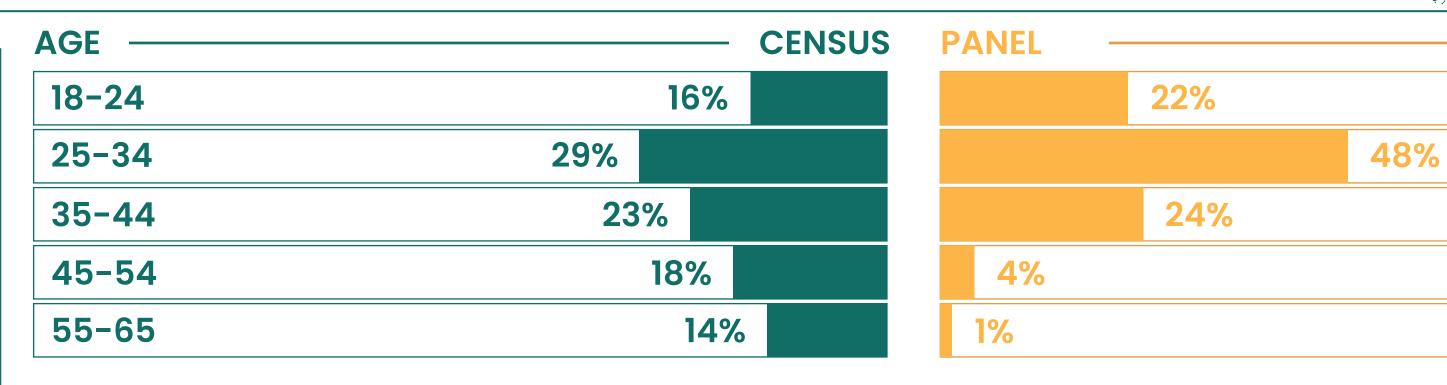
55-65

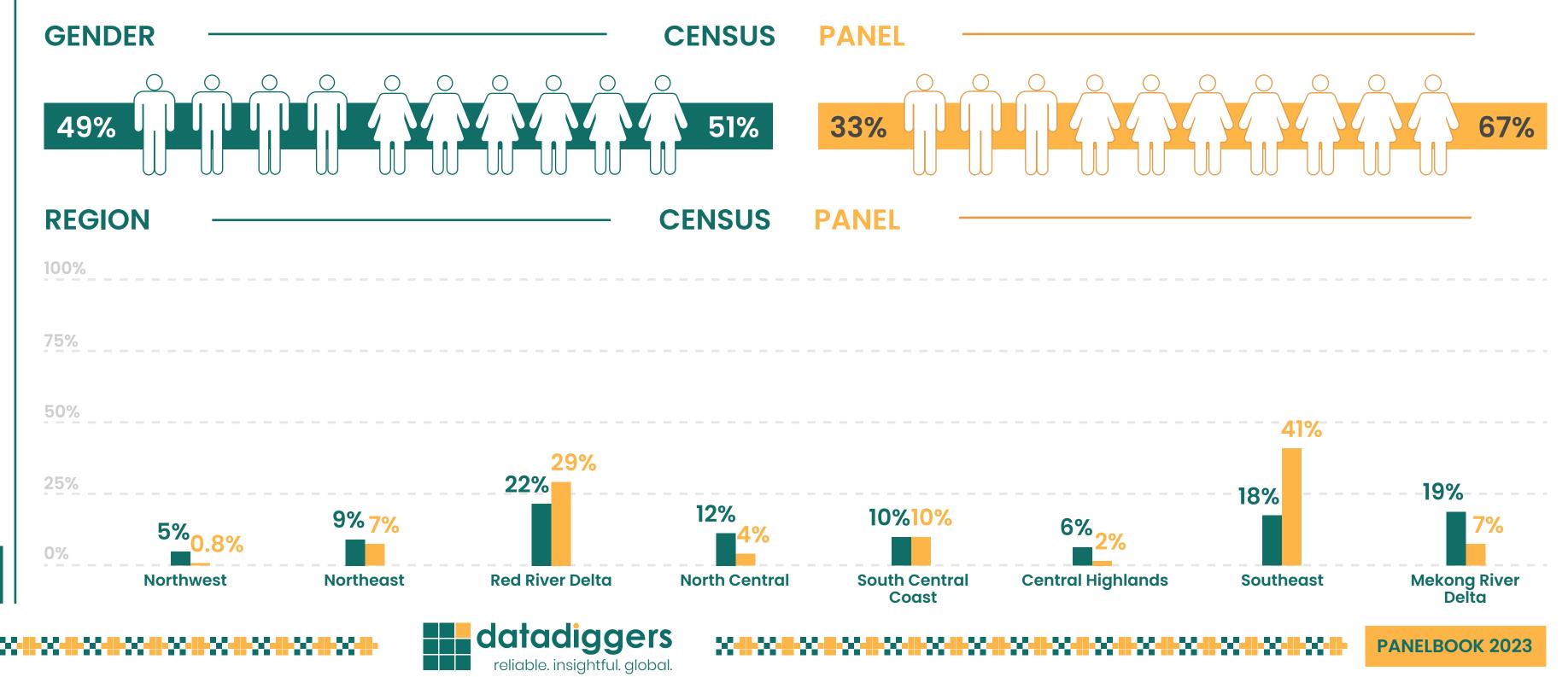
PANEL SIZE: **14,920**

Population: 97,4 millions



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BELGIUM



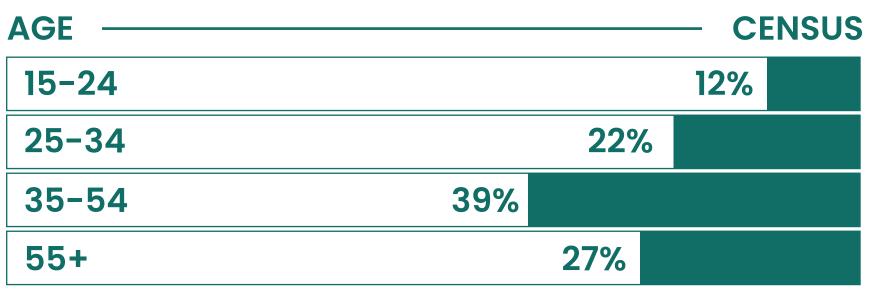
PANEL SIZE: **10,890**

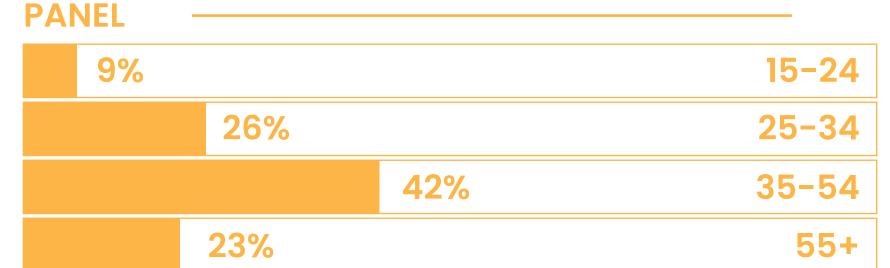
Population: 11,7 millions

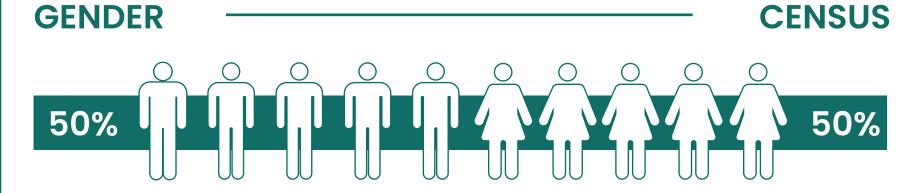


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REGION





CENSUS

PANEL





CZECH REPUBLIC

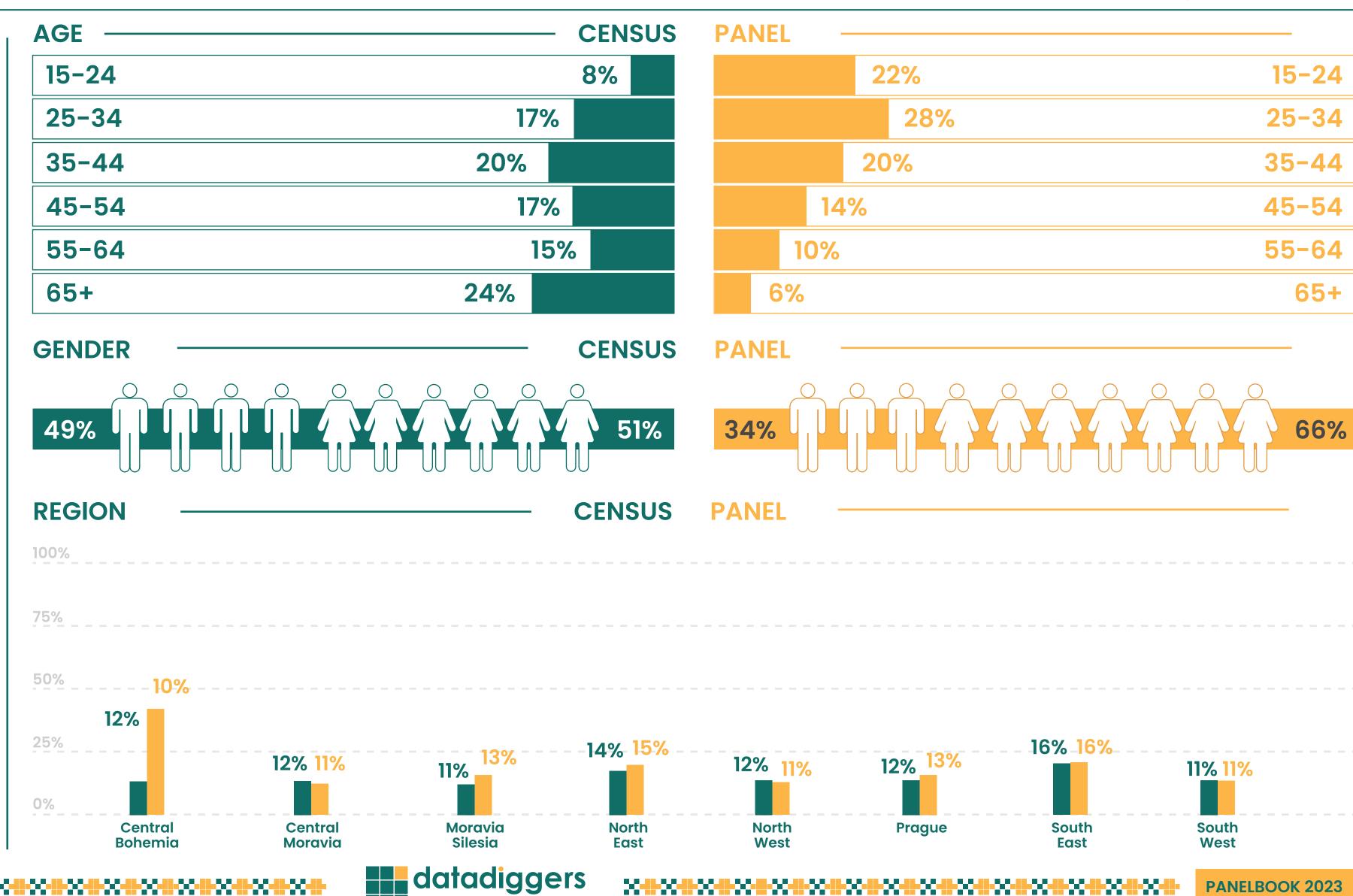


PANEL SIZE: **40,500**

Population: 10,7 millions



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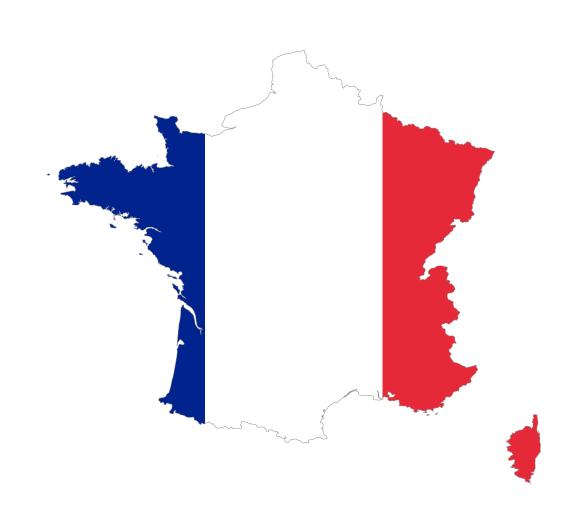






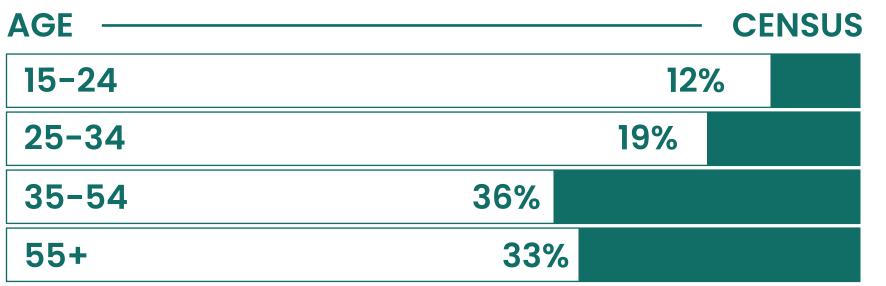
PANEL SIZE: **14,180**

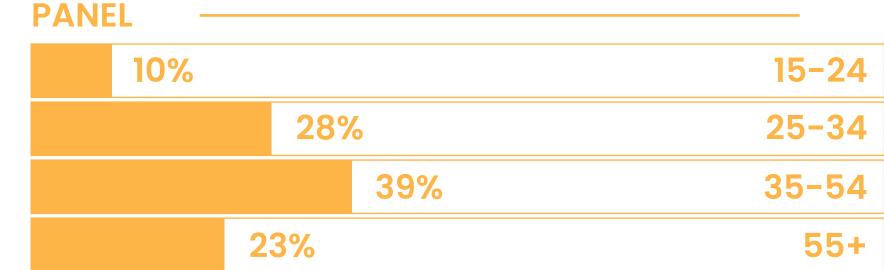
Population: 65,6 millions

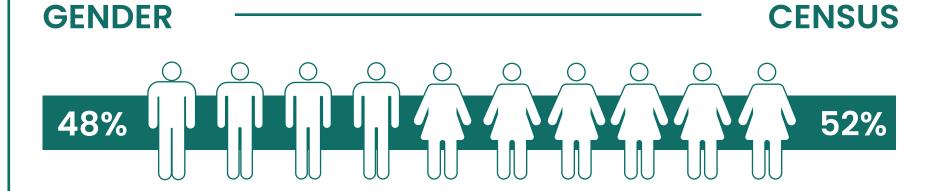


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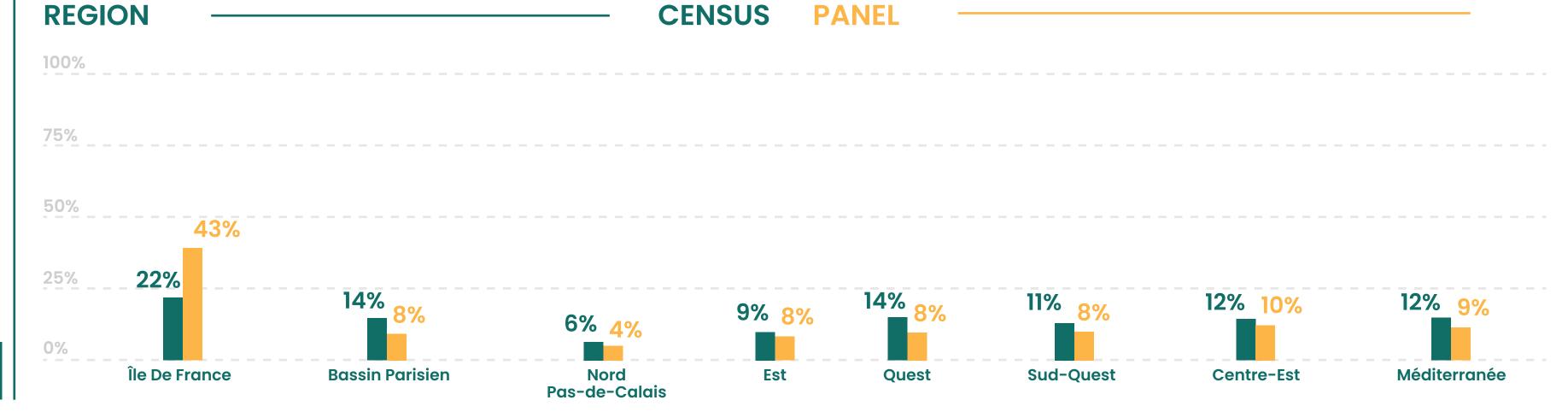
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PANEL



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EUROPE

15-24

25-34

35-54

55+

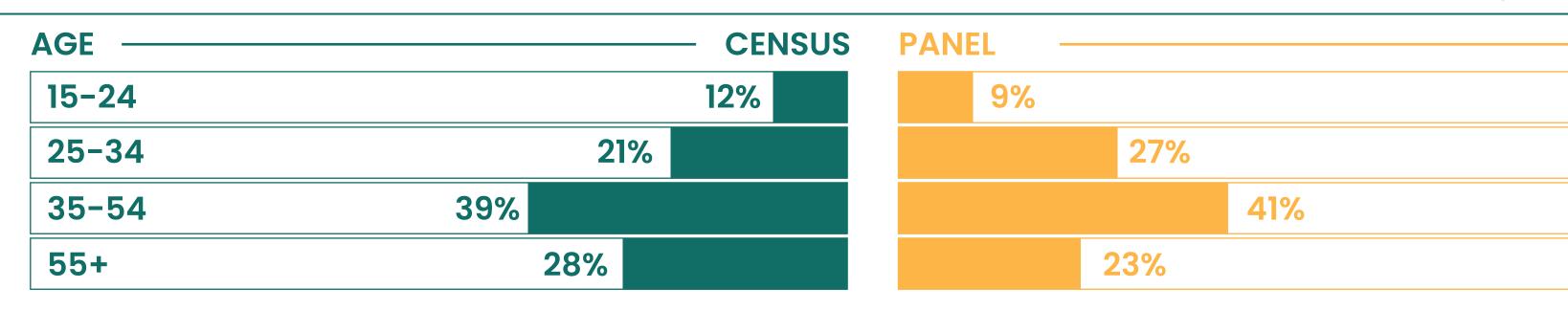
PANEL SIZE: **12,550**

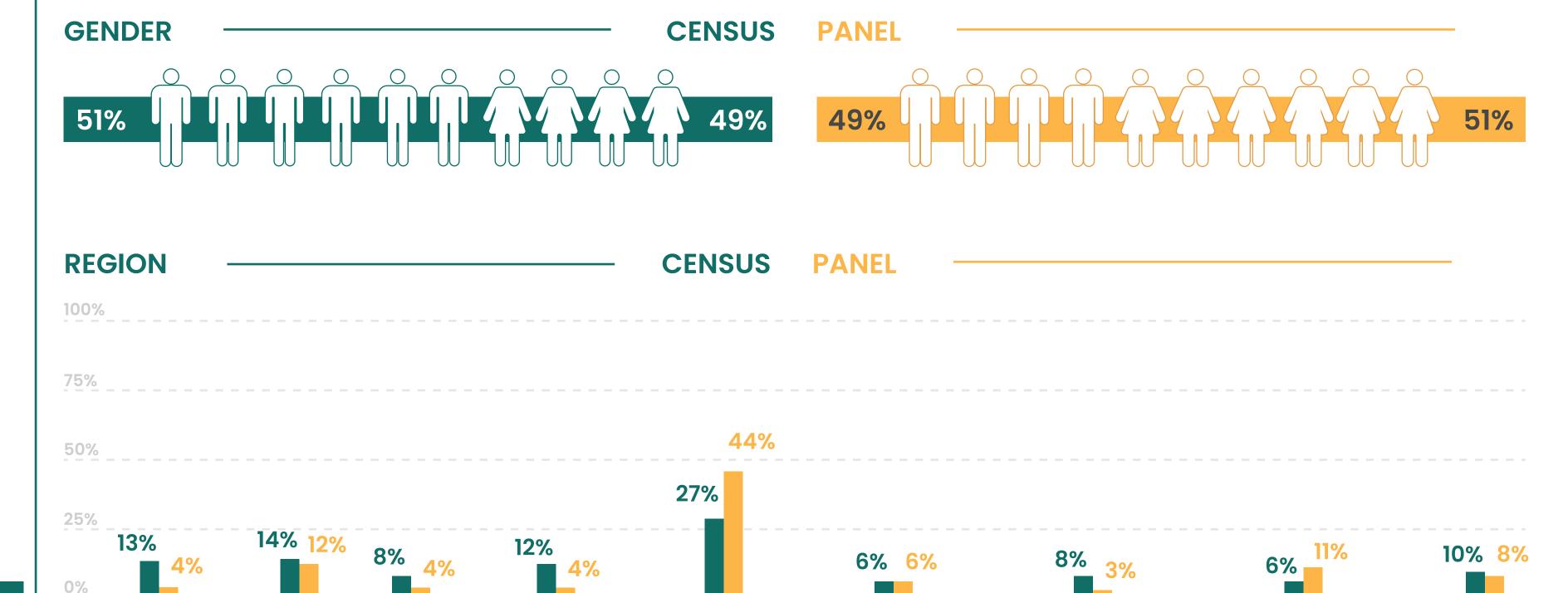
Population: 84,4 millions



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Nordrhein,

Westfalen

Niedersachsen,

Bremen



6% 6%

Rheinland, Pfalz,

Saarland

8% 3%

Sachsen, Sachsen,

Anhalt

Schleswig, Holstein,

Hamburg

10% 8%

Hessen,

Thüringen

13%

Baden,

Württemberg

Bayern

Berlin

0%



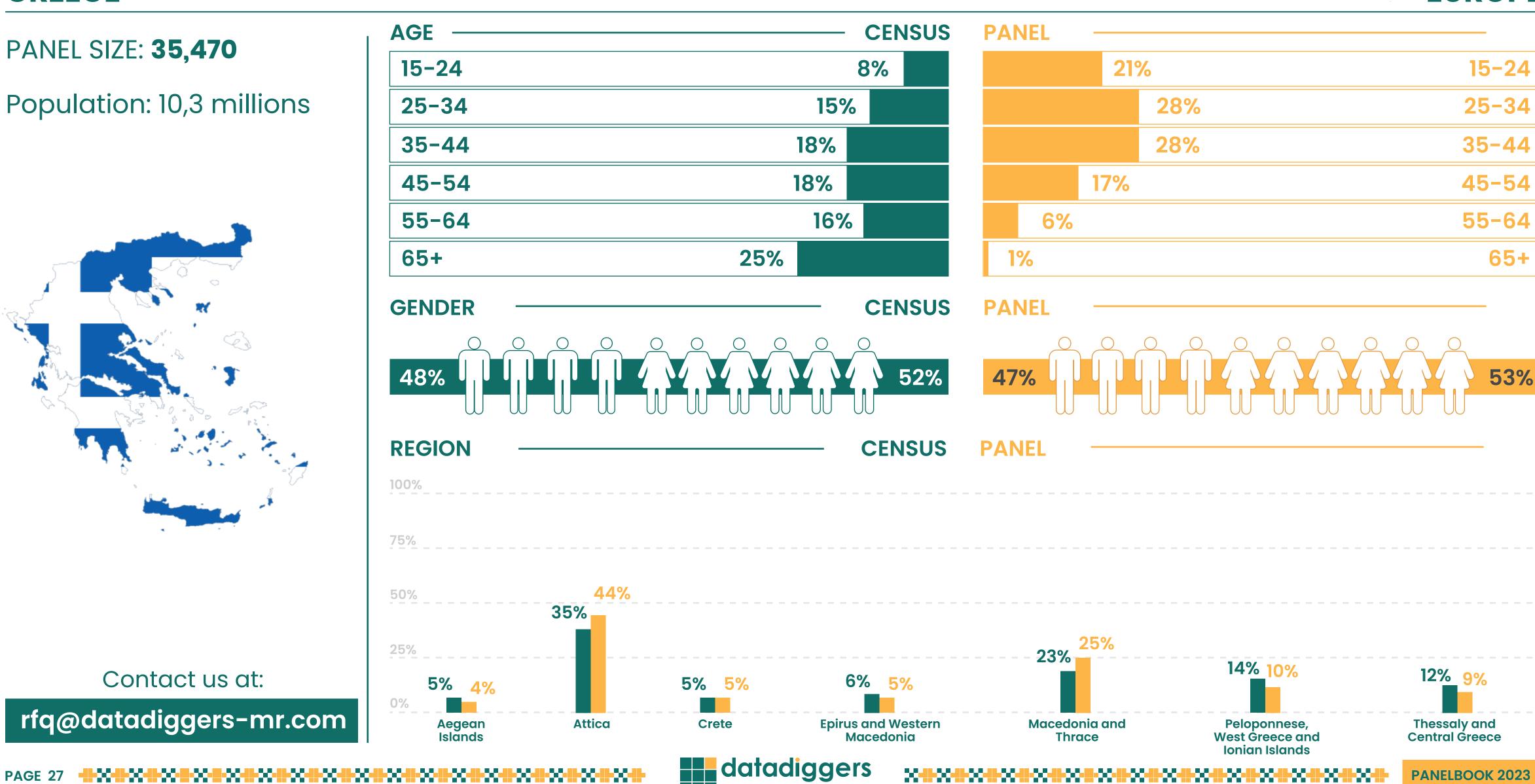
PANEL SIZE: **35,470**

Population: 10,3 millions



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HUNGARY

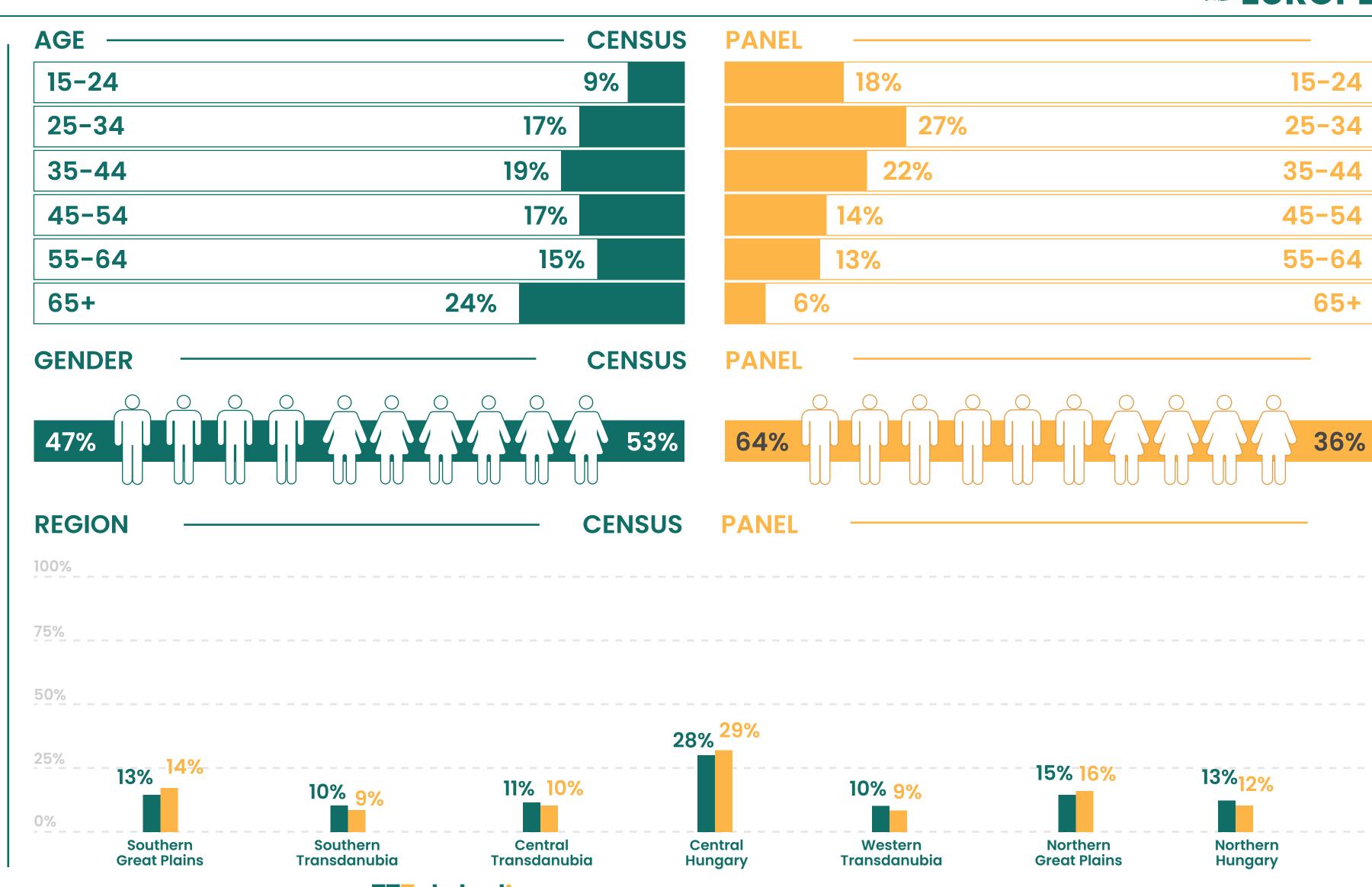


PANEL SIZE: **28,980**

Population: 9,6 millions



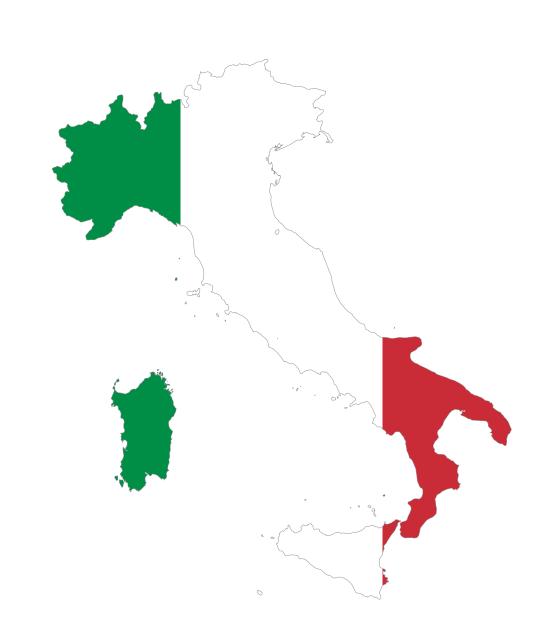
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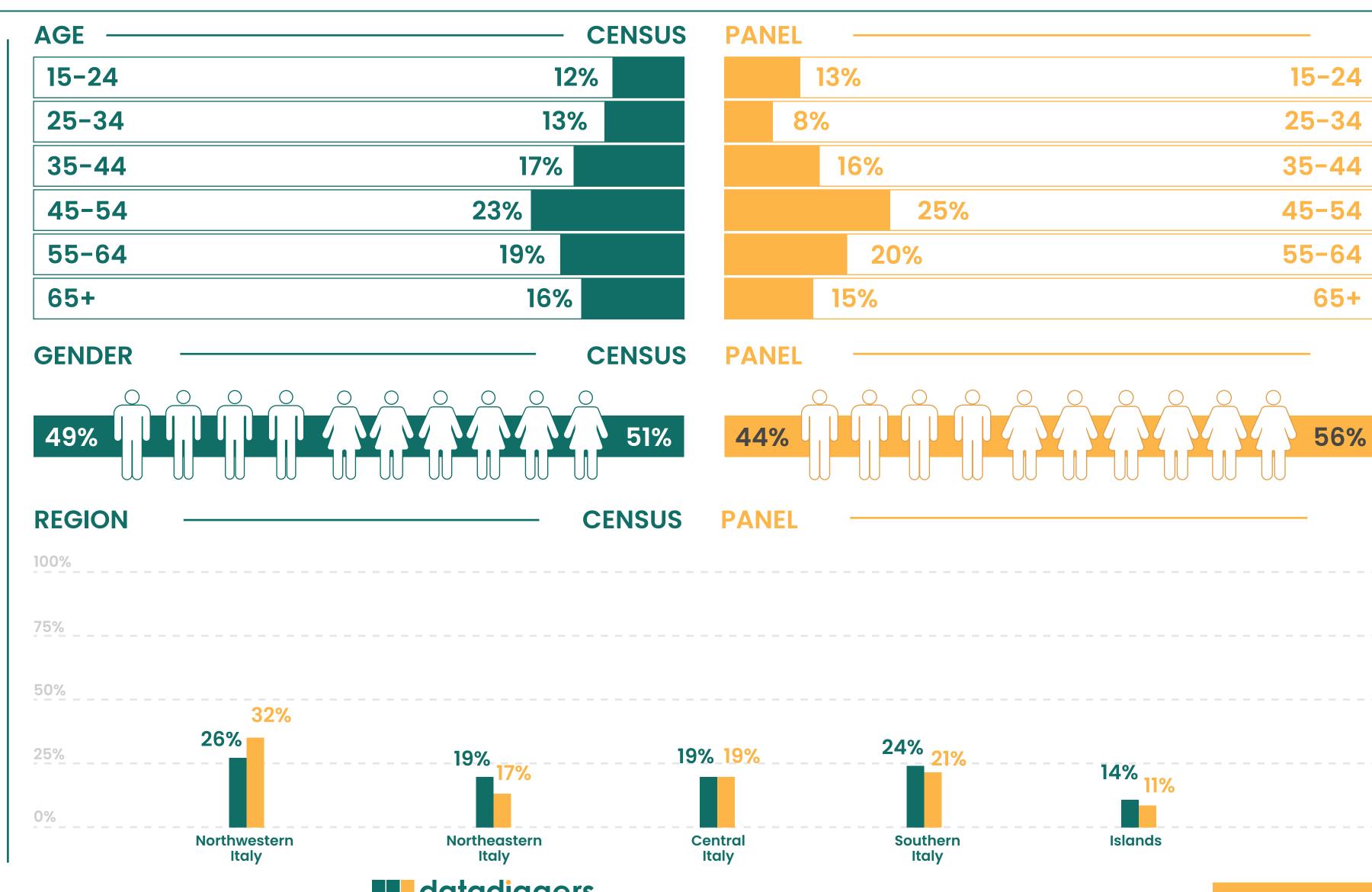


PANEL SIZE: **17,790**

Population: 60,2 millions



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REPUBLIC OF MOLDOVA



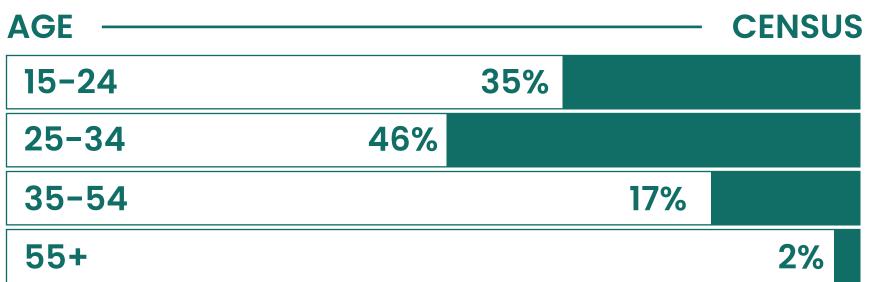
PANEL SIZE: **11,560**

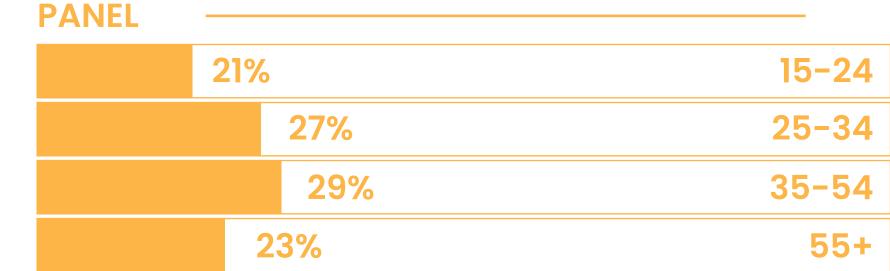
Population: 4 millions

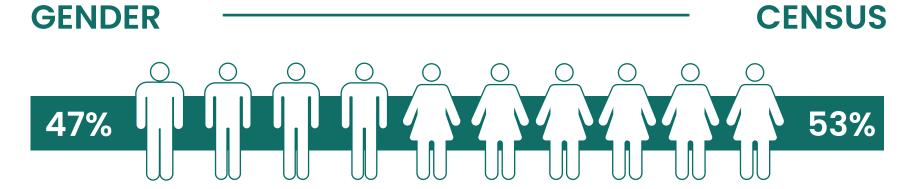


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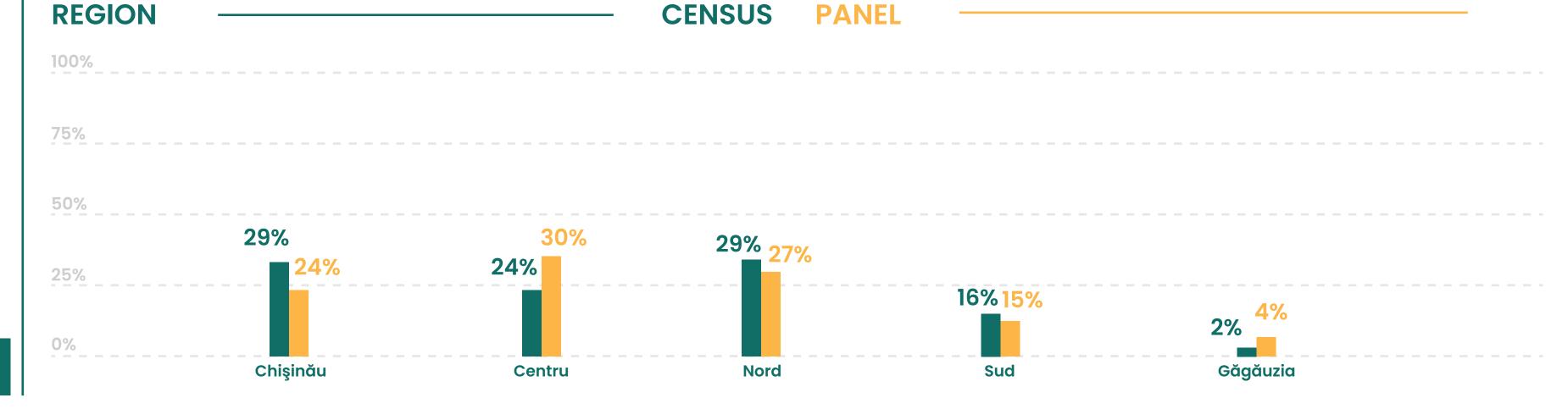
rfq@datadiggers-mr.com













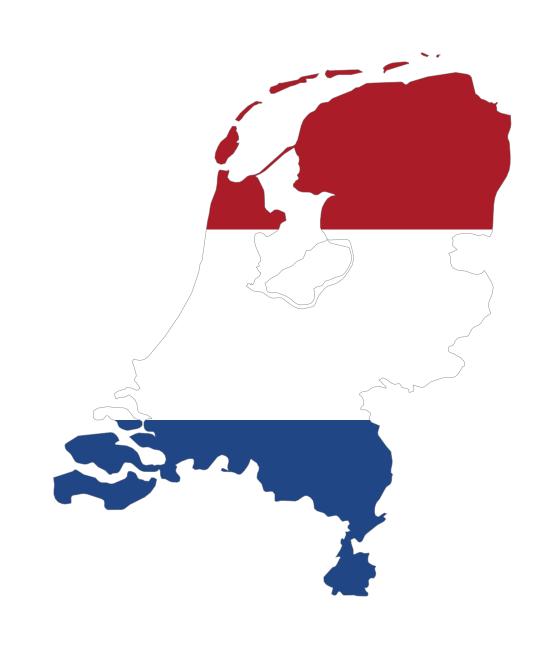


NETHERLANDS

EUROPE

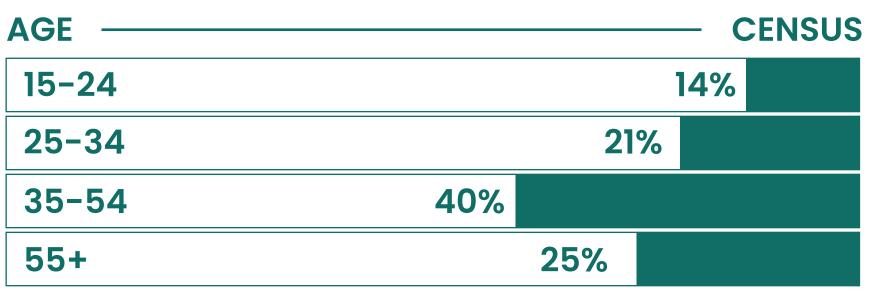
PANEL SIZE: **10,390**

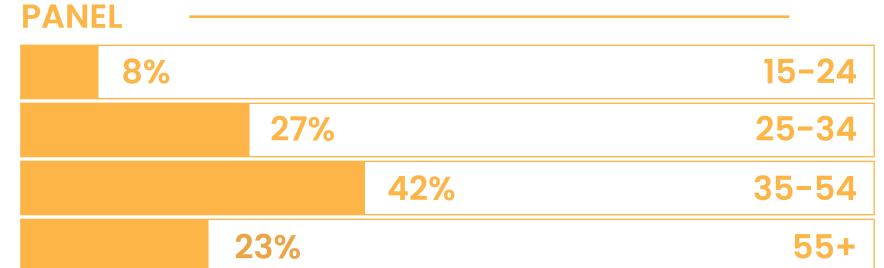
Population: 17,2 millions



Contact us at:

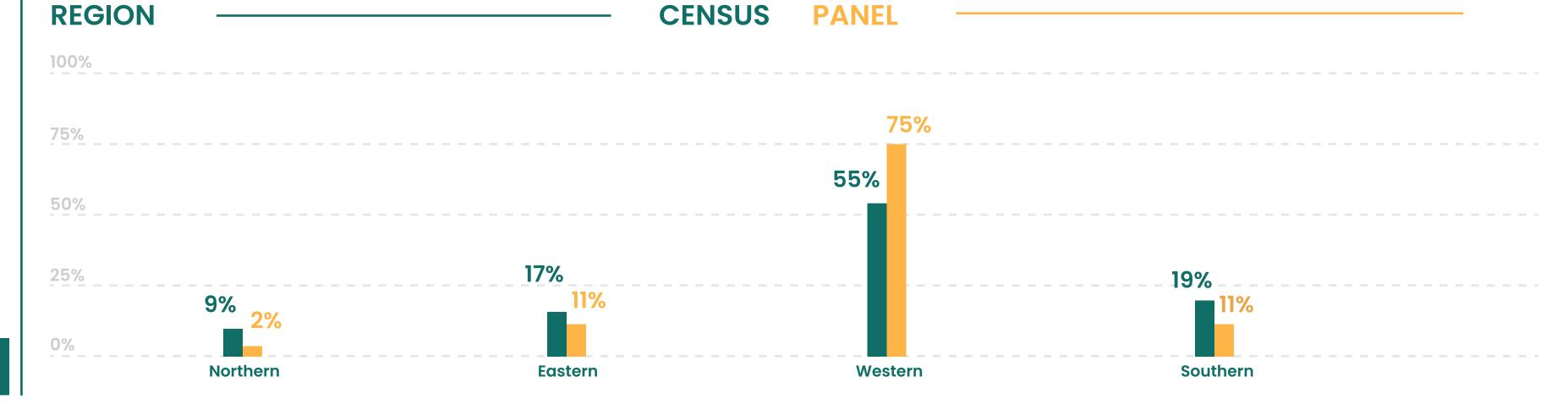
rfq@datadiggers-mr.com













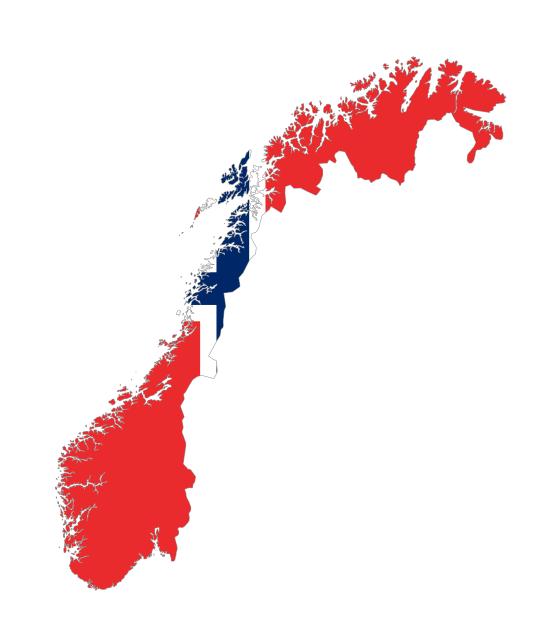


NORWAY

EUROPE

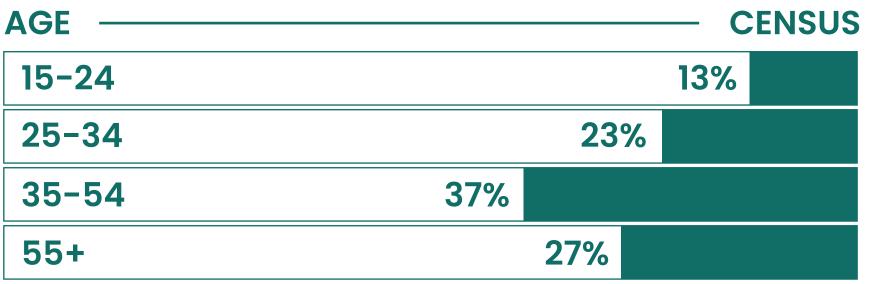
PANEL SIZE: **9,350**

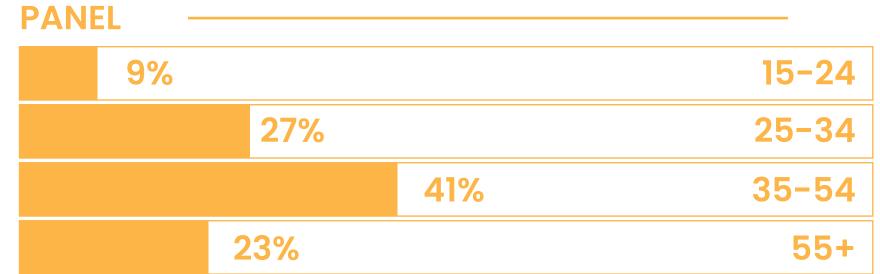
Population: 5,5 millions

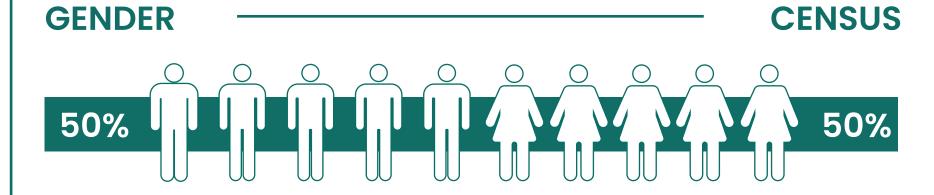


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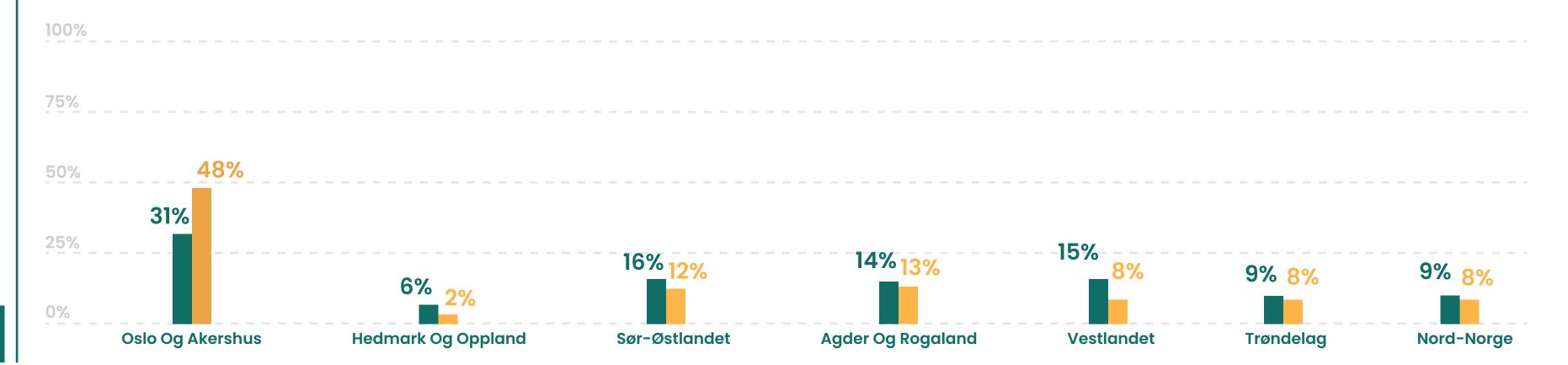






REGION





CENSUS

PANEL





POLAND

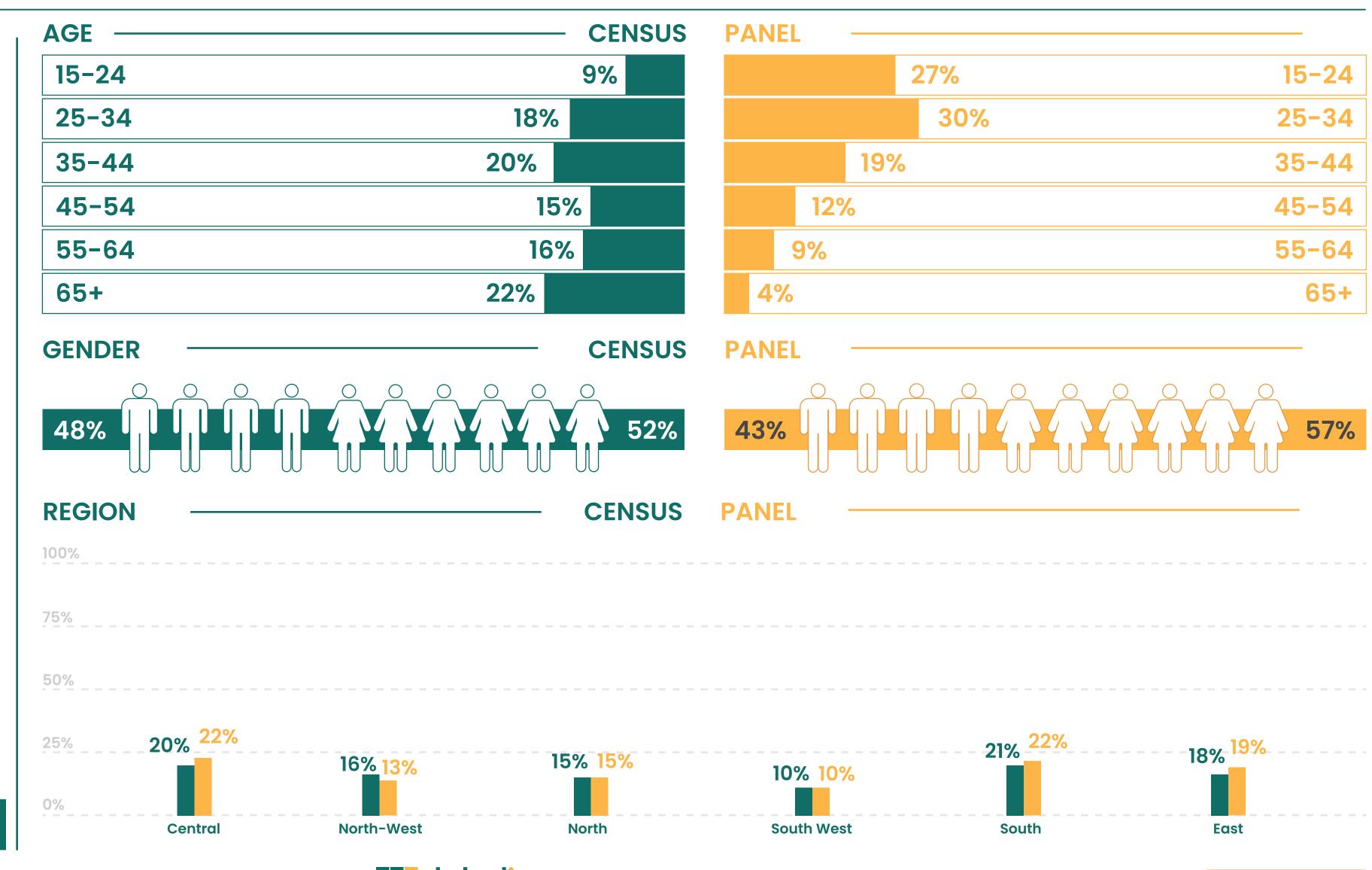


PANEL SIZE: **43,310**

Population: 37,7 millions



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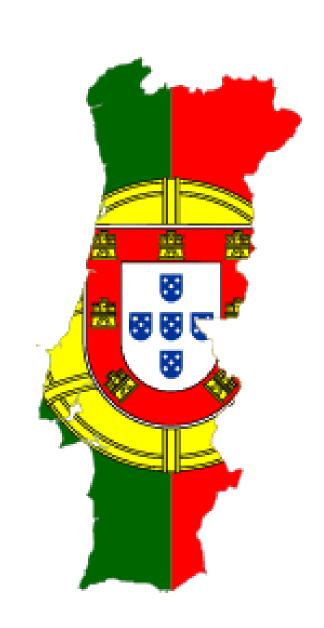


PORTUGAL

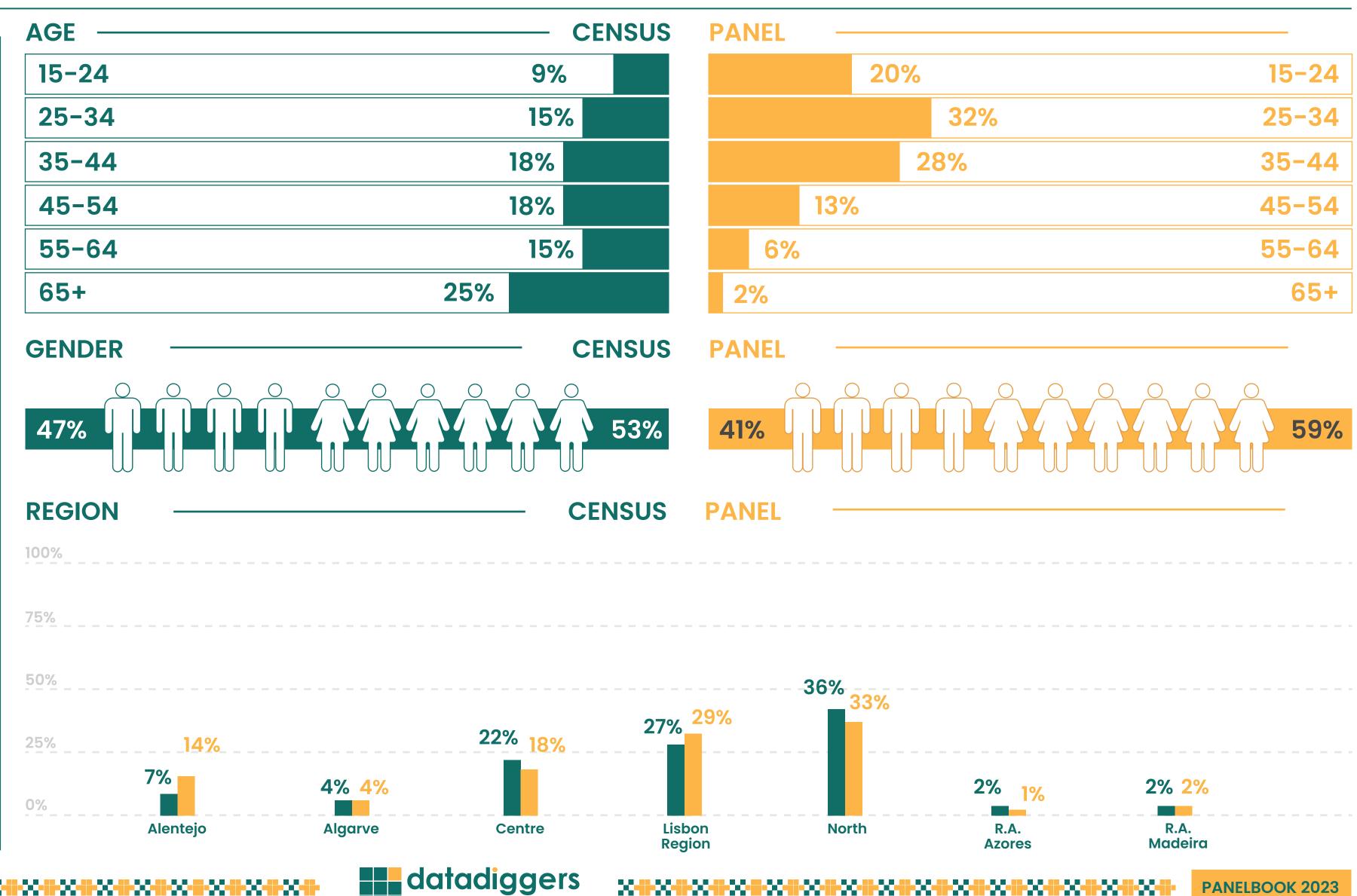


PANEL SIZE: **33,380**

Population: 10,1 millions



Contact us at:







ROMANIA



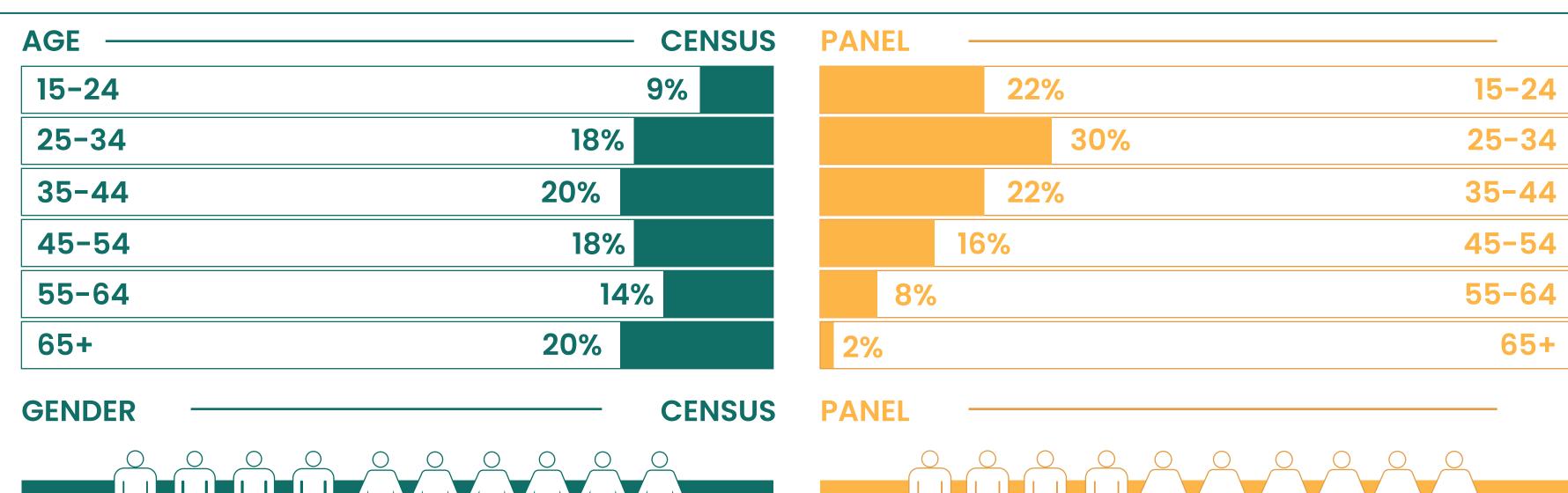
PANEL SIZE: **78,750**

Population: 18,9 millions



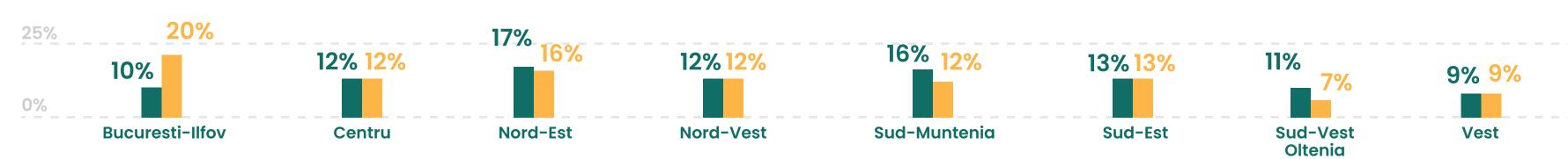
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50%







100%

SPAIN



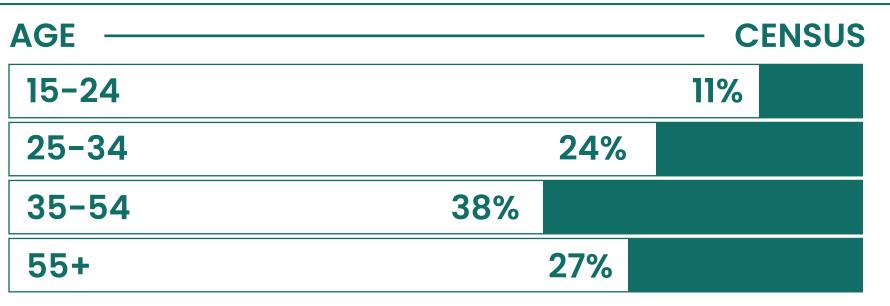
PANEL SIZE: **11,560**

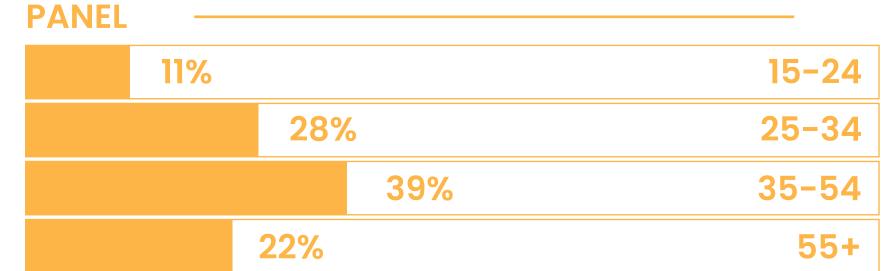
Population: 46,8 millions



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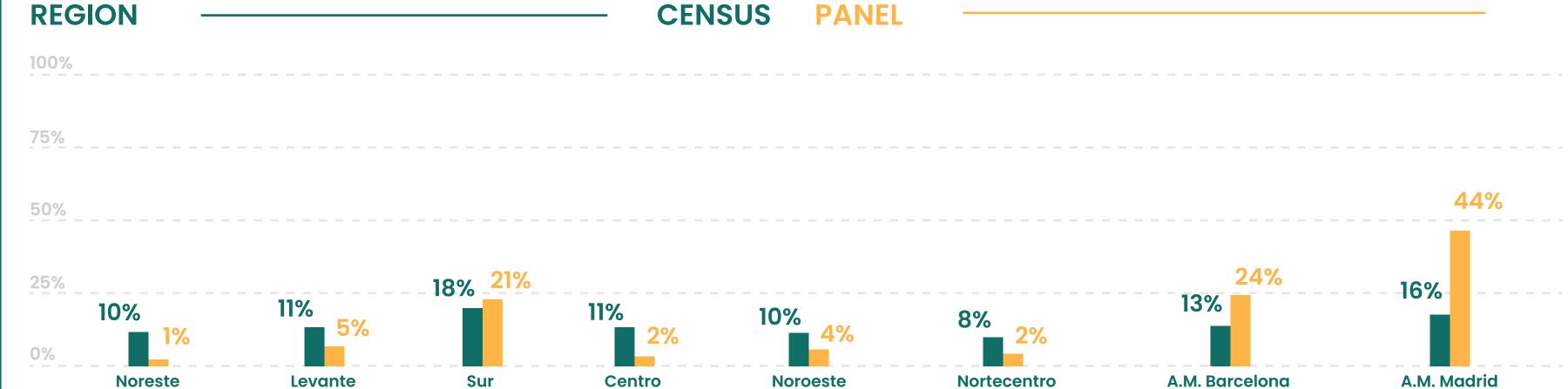
rfq@datadiggers-mr.com















SWEDEN



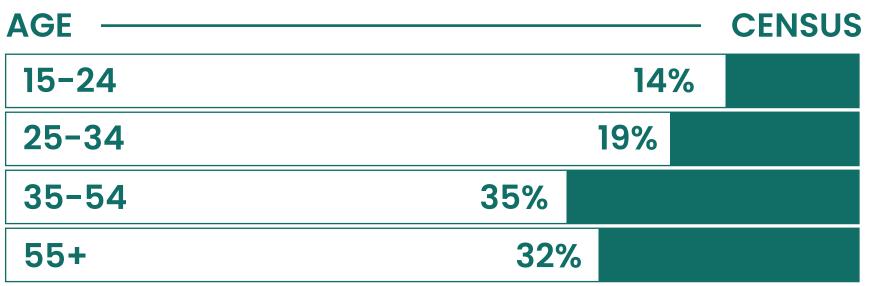
PANEL SIZE: **9,890**

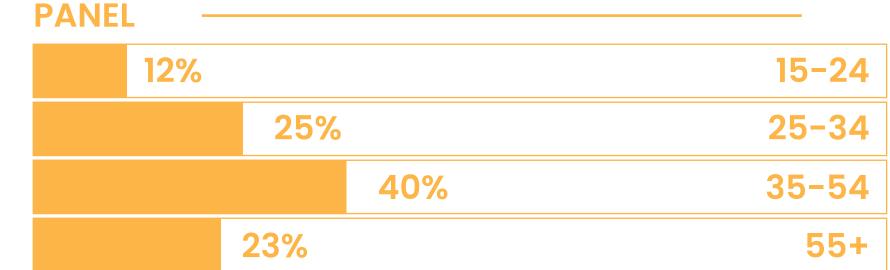
Population: 10,2 millions



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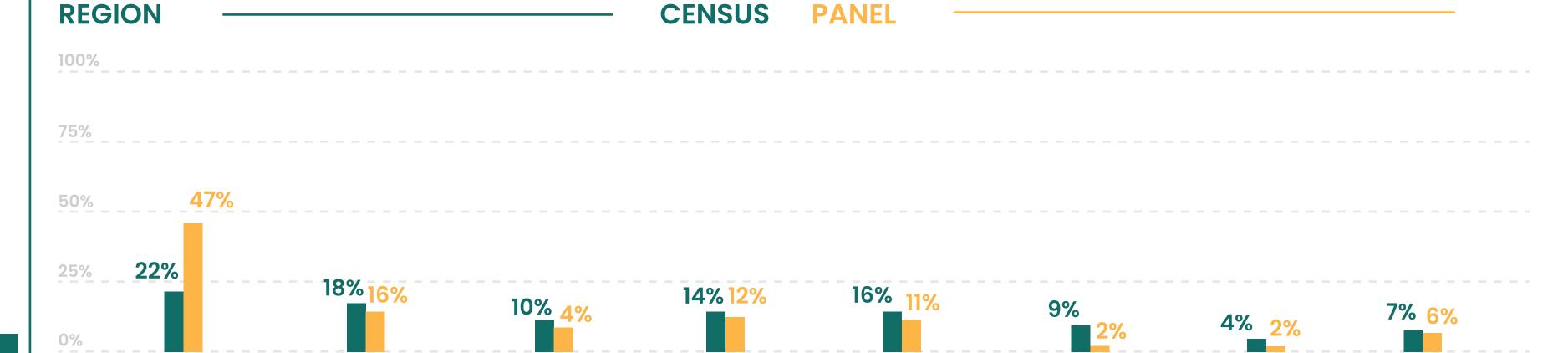




Östra

Mellansverige





Sydsverige

PANEL



Småland Med Öarna



Mellansverige

Västsverige

Övre

Norrland

Mellersta

Norrland

Stockholm

SWITZERLAND

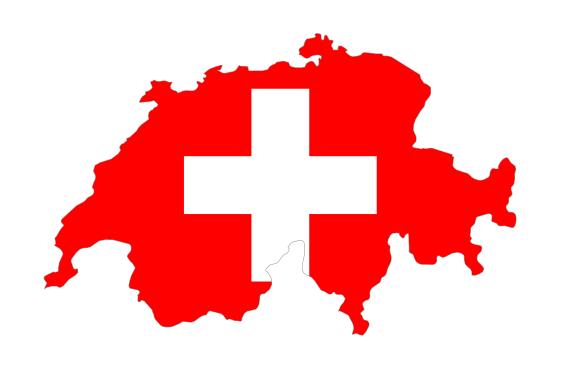
EUROPE

PANEL SIZE: **8,920**

Population: 8,8 millions

AGE

REGION

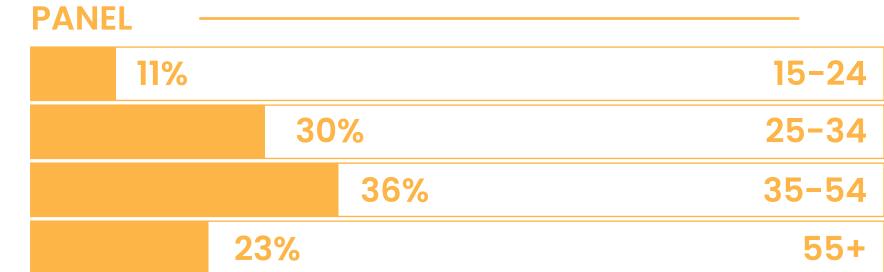


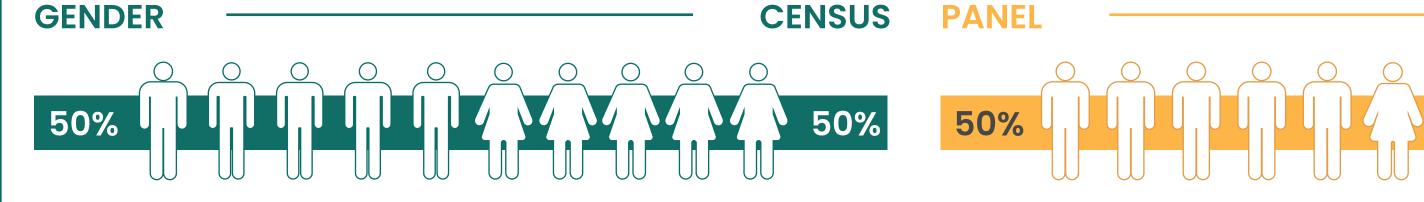
 15-24
 13%

 25-34
 29%

 35-54
 36%

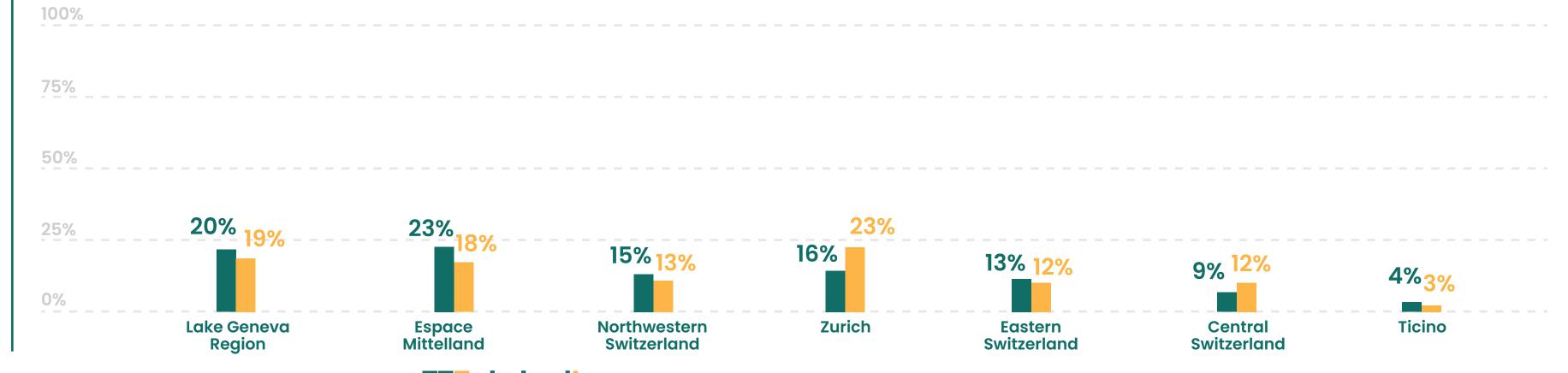
 55+
 22%





CENSUS

CENSUS



PANEL

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TURKEY



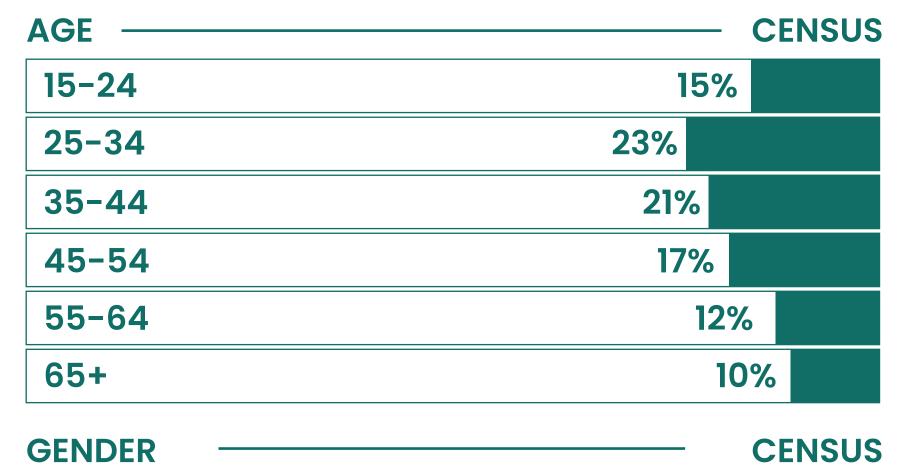
PANEL SIZE: **48,410**

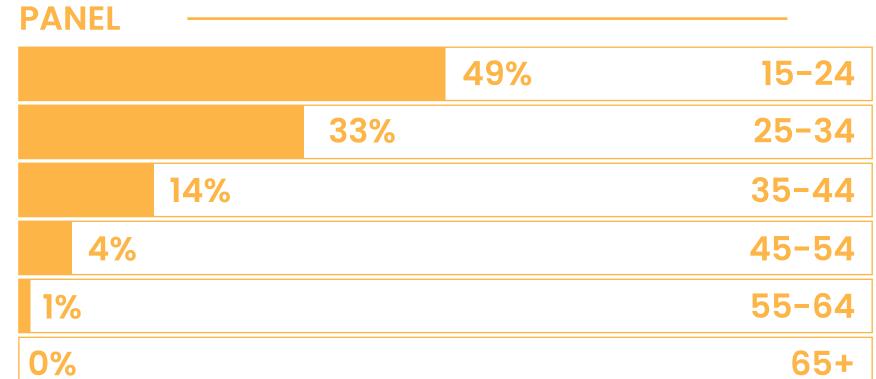
Population: 86,5 millions



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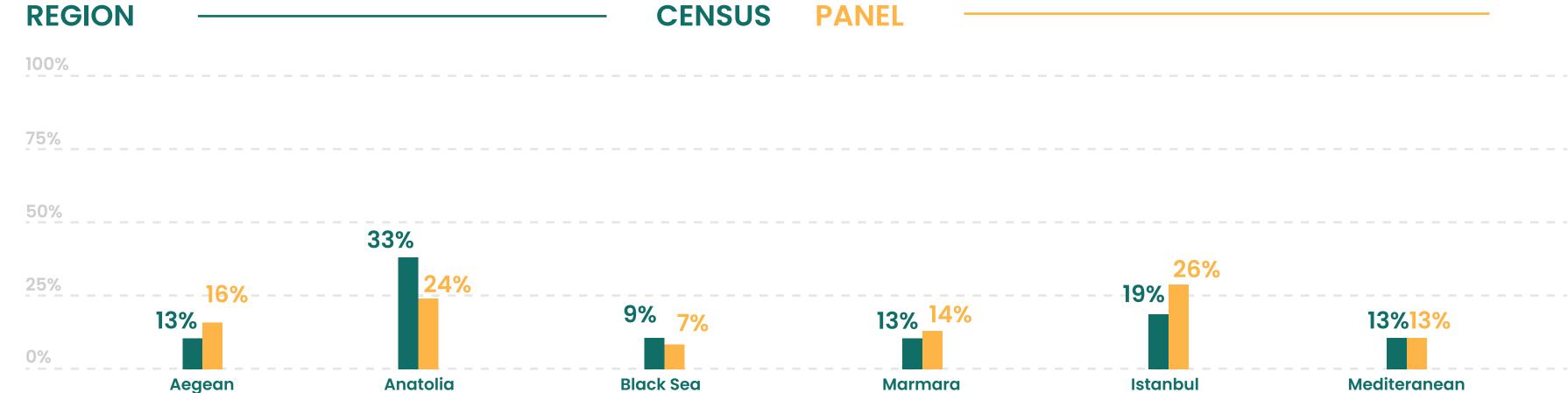
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UNITED KINGDOM



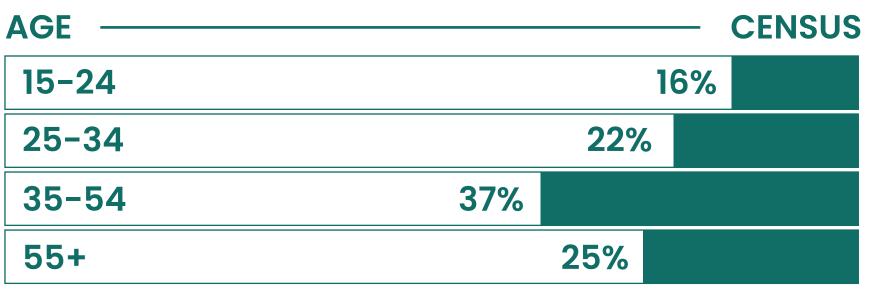
PANEL SIZE: **16,520**

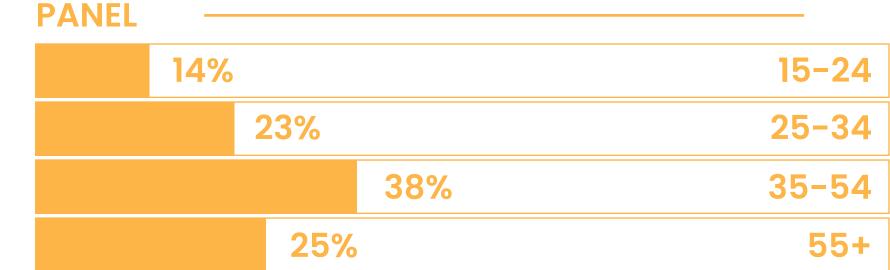
Population: 68,7 millions

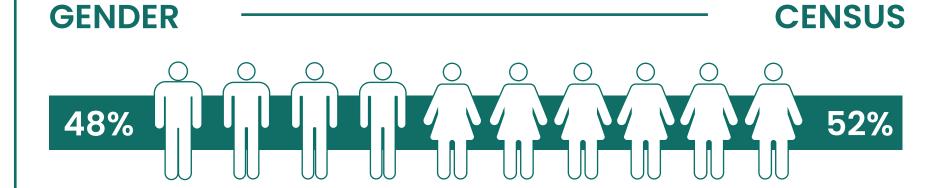


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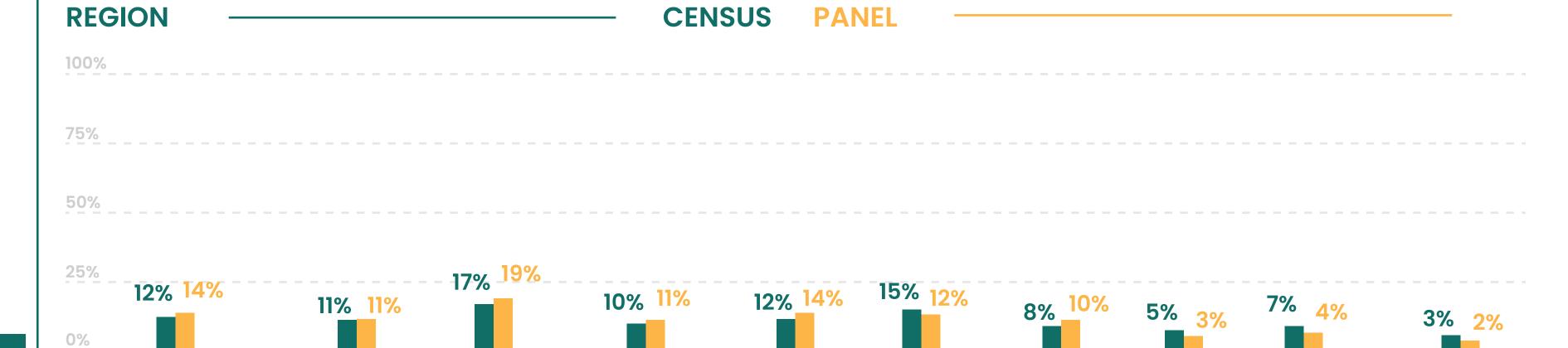


North West

North East Yorkshire

& The Humber





London

PANEL

Midlands

East Of England



South West

South East

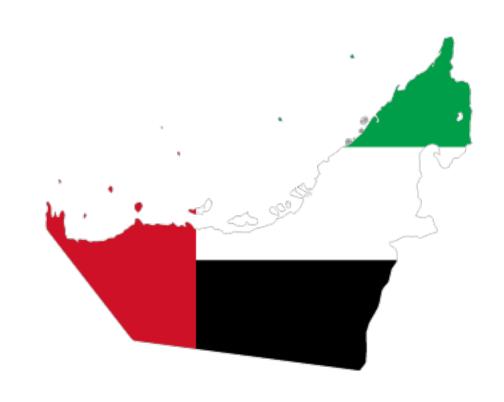
Northern Ireland

Scotland

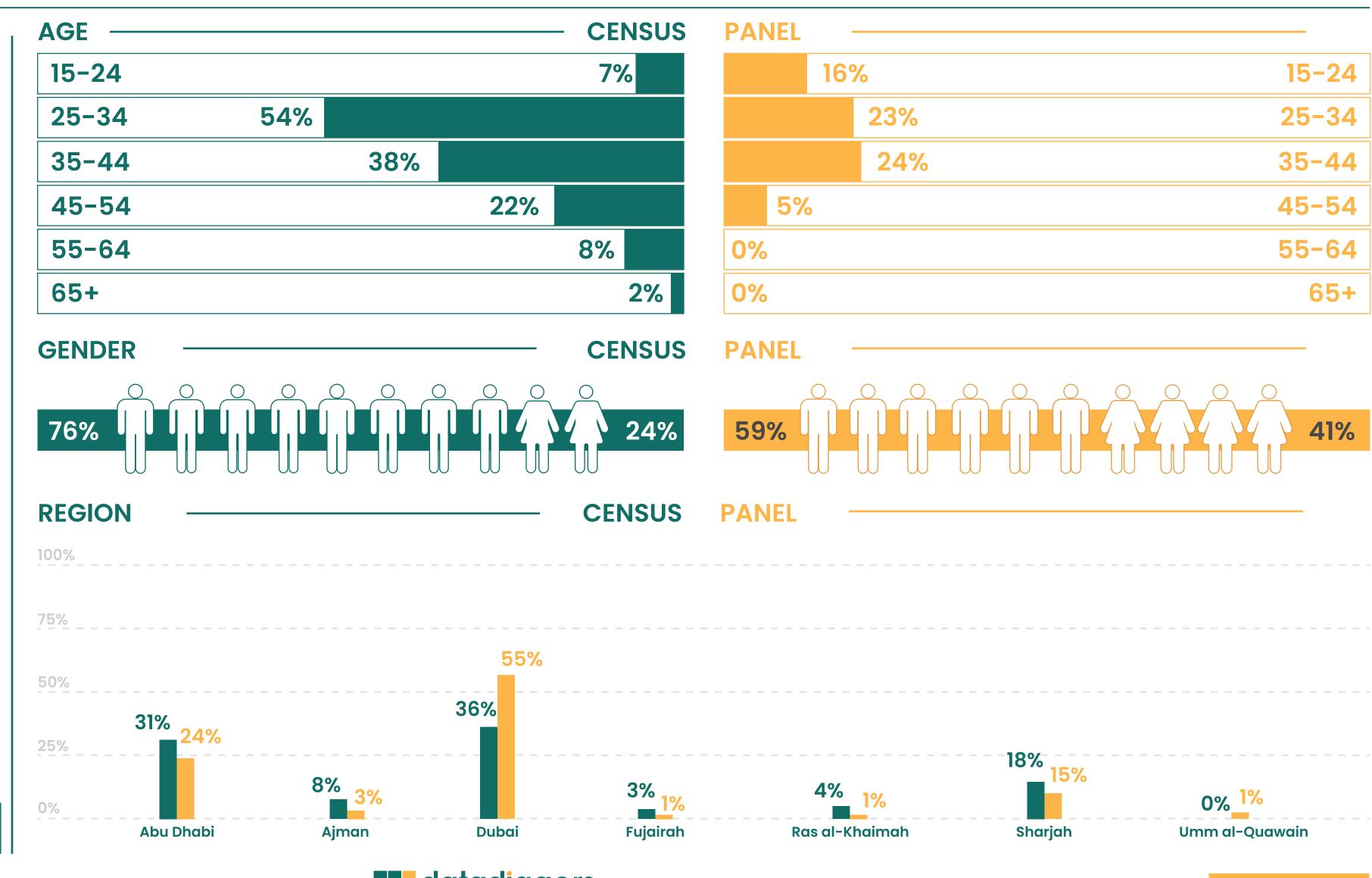
Wales

PANEL SIZE: **28,740**

Population: 10,2 millions



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Contact us at: +(40) 770 794 874

Visit us: www.datadiggers-mr.com

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Romania (HEADQUARTERS)

Union Building, 6th Floor, 11 Ion Campineanu Street, Sector 1, 010031, Bucharest



Canada

16 Chemin Zenon-Hebert, Nominingue, QC J0W 1RO, Canada



India

D-101 Sanmati Kunj, Dwarka 110075 New Delhi



Singapore

30 Petain Road, Singapore, 208099, Singapore

