



datadiggers
reliable. insightful. global.

Panel Book

2020



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ABOUT US

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:



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

mixed online/offline quantitative and qualitative research methodologies: CATI, online and offline focus groups, online communities, online and offline diaries, online and telephone IDIs



various online research methodologies: sample only surveys, multi-country projects, tracking studies, product testing, client sample surveys, incidence rate checks, survey on mobile devices

full service capabilities: questionnaire building, survey programming & hosting, data processing, as well as reporting & analysis



highly professional **coding** and **translation** services for both questionnaires and verbatims

We own strong and fast growing **proprietary online panels** across Europe, Middle East, Africa, Asia and the Americas. Apart from these, we provide access to premium online panels across the world via certified local partners. As long standing members of **ESOMAR** and **Insights Association** we strictly abide to the industry's quality code of conduct in everything we do, every step of the way.

Contact us at rfq@datadiggers-mr.com right now to get a true sense of quality online market research services.

1



24/7 coverage for sales and project management

2



highly experienced staff on 2 continents

3



free weekend coverage whenever required

4



flexible testing and launching hours

10



excellent support for mixed methodologies (qualitative, CAPI, CATI etc)

10 REASONS TO CHOOSE DATADIGGERS

5



speedy and hassle-free process from A to Z



healthy panels through daily incentive payments



high-quality programming, coding and translation



free questionnaire localization at all times



no minimum fee and no setup fee

9

8

7

6

Among our current customers there are both large full market research companies, as well as different online panel suppliers: Kantar, Toluna, Ipsos, GfK, YouGov, Respondi, Dynata, Cross Marketing etc.

QUALITY



All our proprietary panels, housed starting with 2019 under our new panel brand, **MyVoice**, fully meet the quality standards agreed in the industry, as defined by ESOMAR and MRA. If we need to use local external panel providers we only hire those that meet several tight quality criteria:



offer active double opt-in online panel members only



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



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



are open to new industry trends, such as mobile surveys, online forums, online diaries or online focus groups



use a healthy recruitment policy, including a large variety of resources



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.

We are members of **ESOMAR** and **Marketing Research Association (MRA)**, strictly following the industry standards and ethic codes in everything we do, from panel recruitment to incentives delivery.



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



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



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



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



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



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



Accurate panel support in native languages and in a timely manner



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 our proprietary online panels, counting more than 70 criteria, such as:



Technology & gaming: smartphone ownership, phone brand, operating system, Internet usage frequency, PC ownership, game consoles ownership etc



Household: items owners, decision making purchase (main shoppers) etc



Media & entertainment: sports playing/watching, TV usage, magazines reading etc



Automotive: car ownership, year of registration, car brands, type of fuel used etc



Mother of babies & parenting: age, gender and number of children in household, shopping behavior etc



B2B: ITDMs, BDMs, C-Level employees, job titles, company size etc



Healthcare: doctors, nurses, pharmacists, other hospital staff, ailments, medication taken etc



Travel: business, leisure, type of transportation, frequency of traveling etc



Finance & banking: usage of banking services, card brands etc



Food & beverage: fast food/restaurant consumption habits, grocery shopping decision making, type of beverage consumed and frequency 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 a 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.

Please find the size of **our proprietary panels**, as well as our total panel reach including local partners in the table below.

	Country	Proprietary panels	Total with partners
	Chile	31,100	74,000
	Colombia	9,800	79,000
	Croatia	7,000	12,600
	Czech Republic	31,400	70,000
	Greece	27,500	42,000
	Hong Kong	3,500	5,000
	Hungary	30,600	53,900
	India	34,800	120,100
	Indonesia	24,900	67,100
	Kenya	30,100	85,000
	Mexico	10,800	72,000
	Nigeria	30,500	53,000
	Peru	20,000	38,900
	Philippines	32,000	70,000
	Poland	35,700	91,000
	Portugal	25,900	61,900
	Romania	25,000	87,100
	Serbia	14,500	24,000
	Singapore	3,000	6,800
	Slovakia	12,500	36,000
	South Africa	45,700	53,000
	Thailand	25,300	34,000
	Turkey	45,700	90,000
	United Arab Emirates	22,200	33,000
	USA	5,500	100,200
	Vietnam	12,400	31,000

PANEL SIZE

Following up are our growing proprietary panels, as well as our total panel reach including local partners in the table below.

Country	Proprietary panels	Total with partners	Country	Proprietary panels	Total with partners
 Argentina	3,000	19,200	 Japan	3,100	7,000
 Australia	2,000	5,000	 Latvia	2,100	4,200
 Austria	2,600	4,600	 Lithuania	2,100	4,500
 Belgium	3,400	5,900	 Morocco	2,000	5,000
 Brazil	3,300	24,200	 Netherlands	3,700	6,700
 Bulgaria	3,100	16,000	 New Zealand	3,100	5,000
 Canada	2,600	20,100	 Norway	2,100	4,000
 China	5,000	51,200	 Russia	3,300	23,100
 Denmark	2,100	4,600	 Saudi Arabia	2,100	4,100
 Egypt	3,100	12,000	 Slovenia	2,100	4,100
 Estonia	2,100	4,000	 South Korea	2,200	11,200
 Finland	2,500	21,000	 Spain	3,300	17,000
 France	5,300	49,100	 Sweden	3,600	15,100
 Germany	5,300	52,000	 Switzerland	2,400	5,500
 Ireland	2,500	5,000	 Taiwan	5,200	7,600
 Israel	2,100	6,500	 UK	3,200	49,100
 Italy	10,200	31,000	 Ukraine	3,000	21,100

PANEL SIZE

DataDiggers

30,100

Total with partners

85,000

Internet penetration

89%

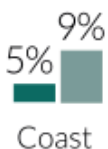
Smartphone penetration

44%

Facebook users

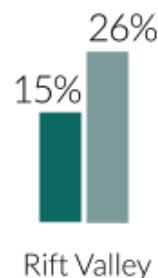
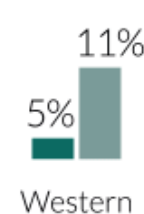
6.2 million

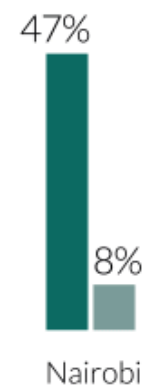

 48.5 million



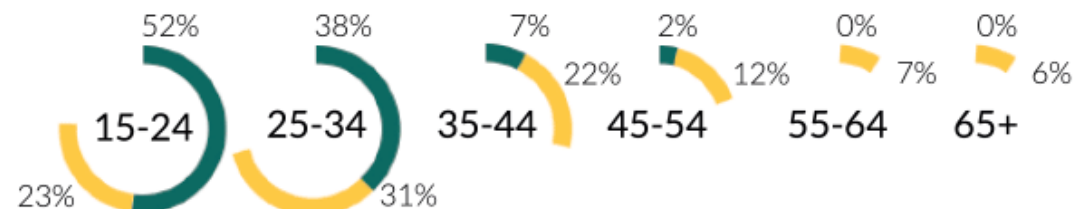
Region	Panel (%)	Census (%)
Coast	5%	9%
North Eastern	1%	6%
Eastern	6%	15%
Central	13%	11%
Rift Valley	15%	26%
Western	5%	11%
Nyanza	8%	14%
Nairobi	47%	8%





Age

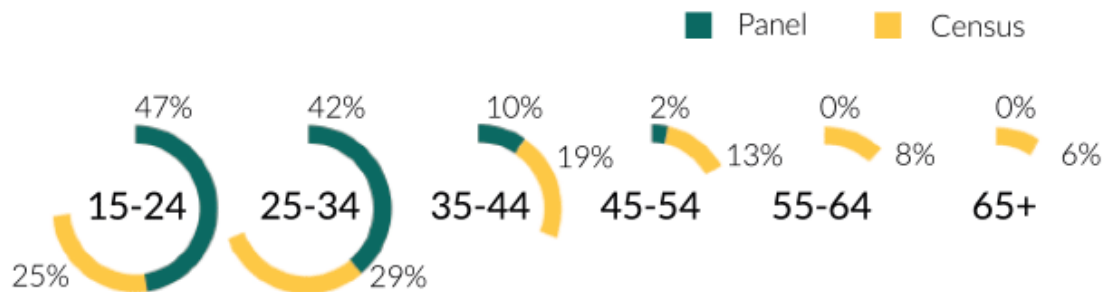
Gender



Region



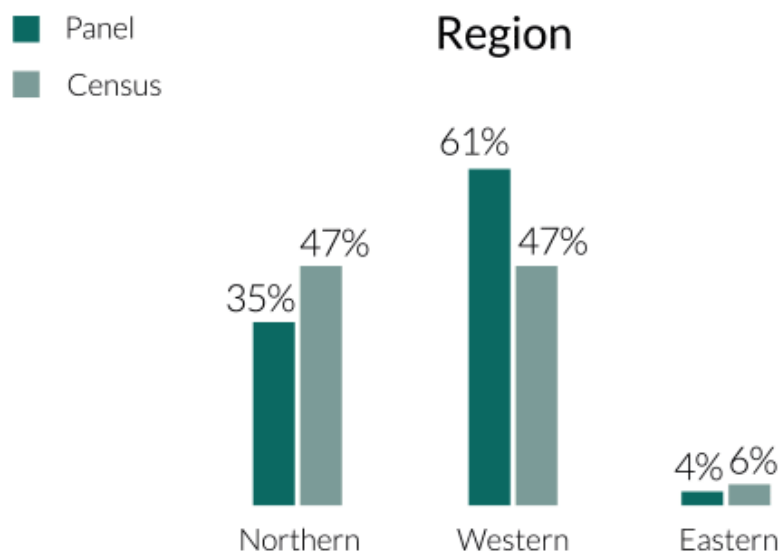
Age



Gender



Region



PANEL SIZE

DataDiggers

30,500

Total with partners

53,000

Internet penetration

48%

Smartphone penetration

67%

Facebook users

16 million



191.8 million



PANEL SIZE

DataDiggers

45,700

Total with partners

53,000

Internet penetration

54%

Smartphone penetration

69%

Facebook users

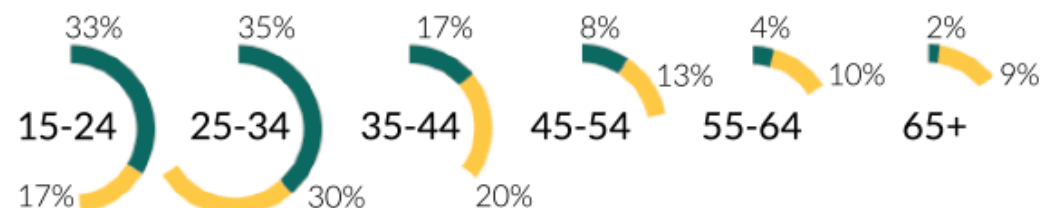
16 million



55.4 million

Age

Panel Census

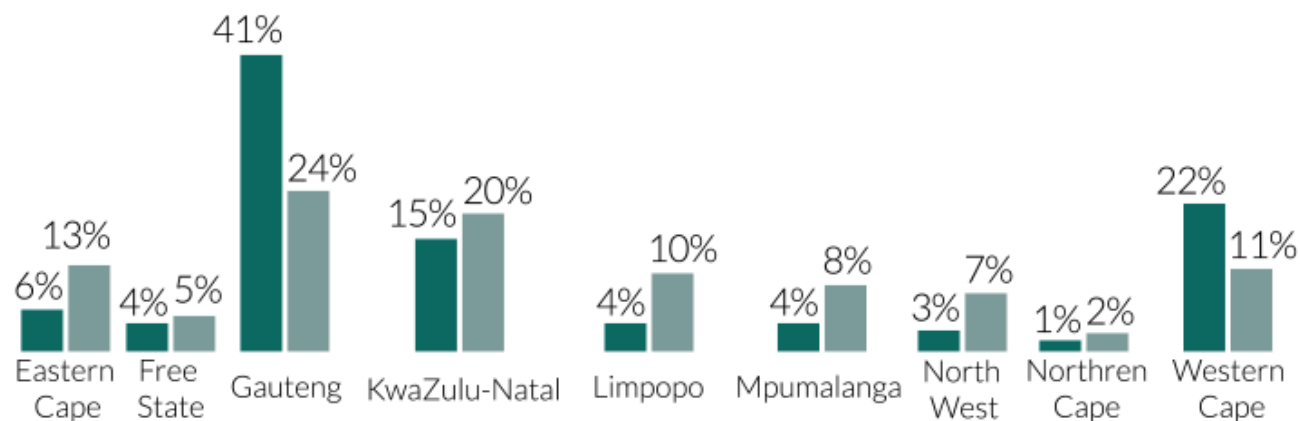


Gender

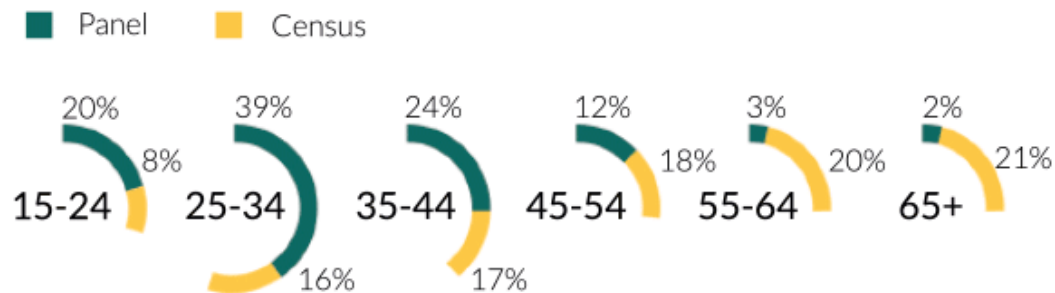


Region

Panel Census



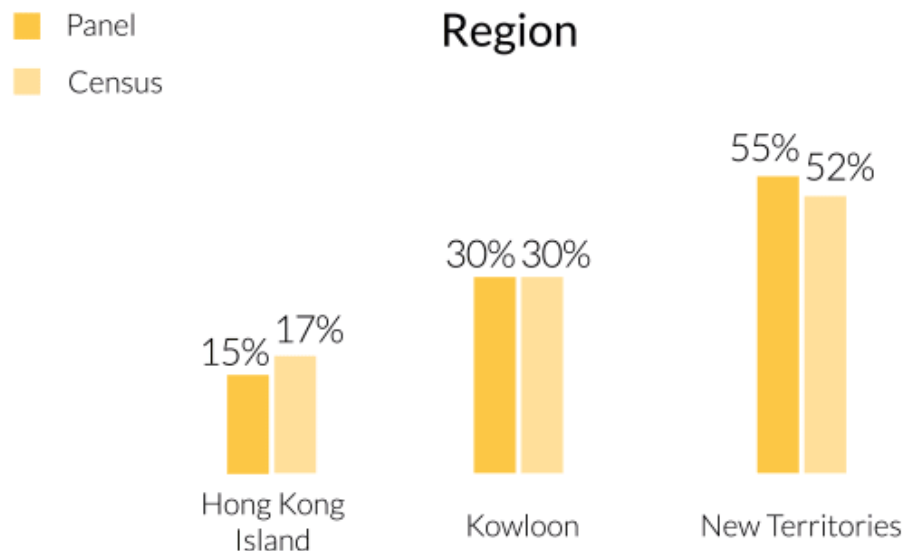
Age



Gender



Region



PANEL SIZE

DataDiggers

3,500

Total with partners

5,000

Internet penetration

87%

Smartphone penetration

79%

Facebook users

5.1 million



7.4 million

PANEL SIZE

DataDiggers

34,800

Total with partners

120,100

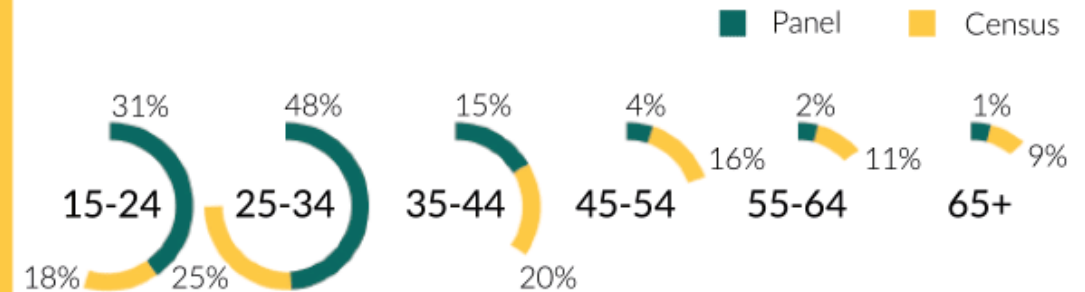
Internet penetration 34%

Smartphone penetration 33%

Facebook users 241 million


 1.35 billion

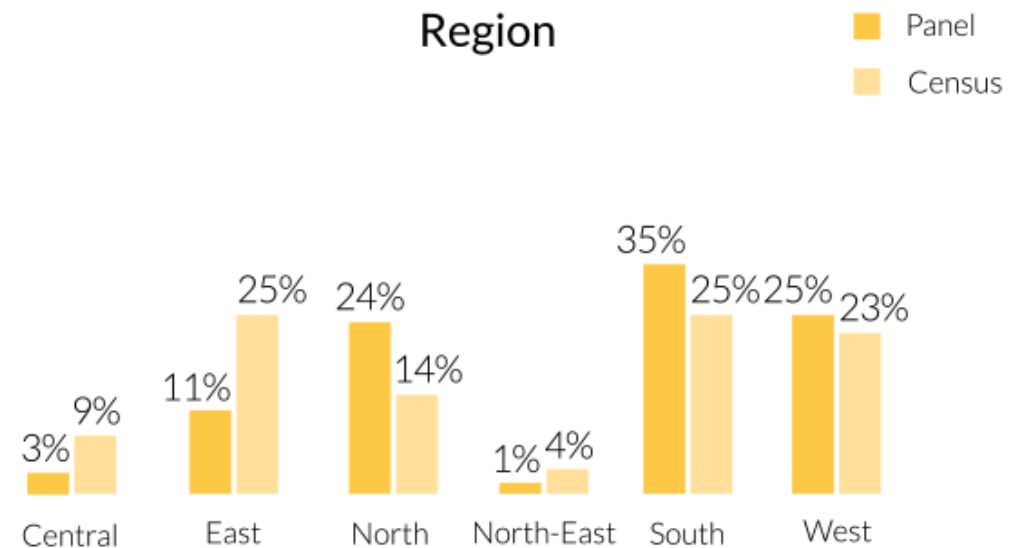
Age



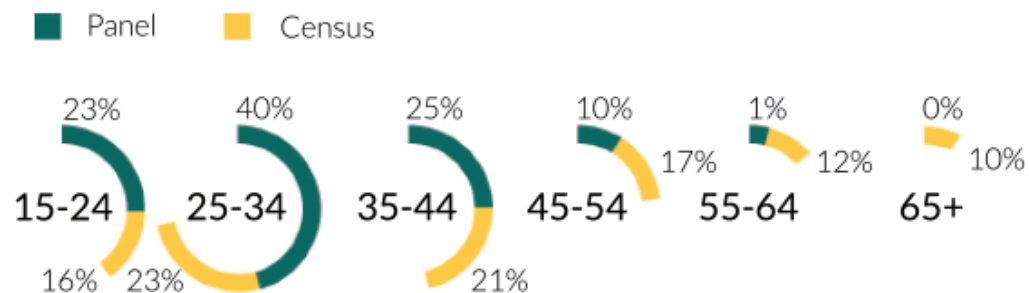
Gender



Region



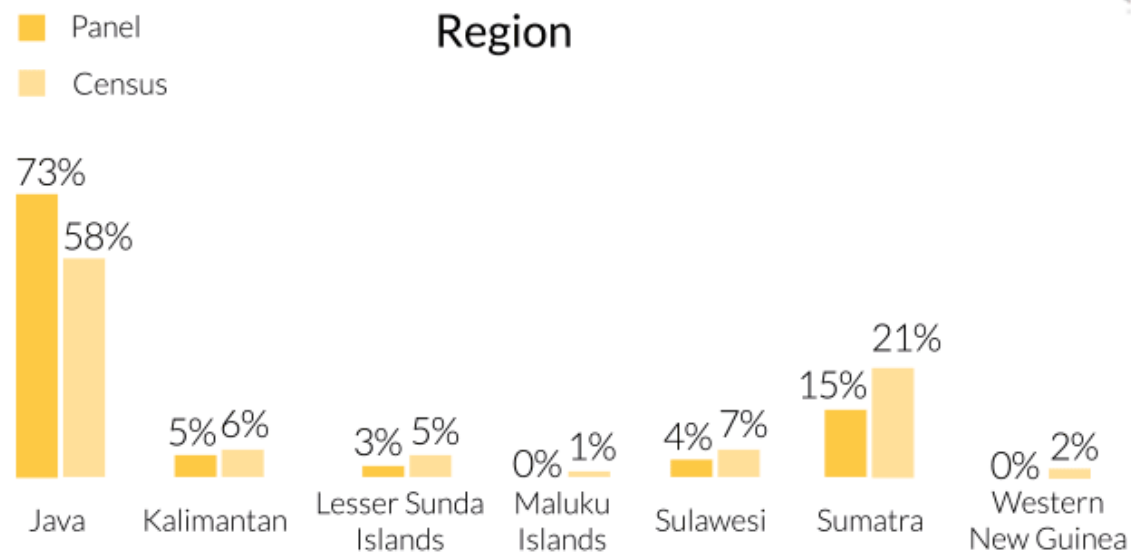
Age



Gender



Region



PANEL SIZE

DataDiggers

24,900

Total with partners

67,100

Internet penetration

50%

Smartphone penetration

47%

Facebook users

126 million



263.5 million      

PANEL SIZE

DataDiggers

32,000

Total with partners

70,000

Internet penetration

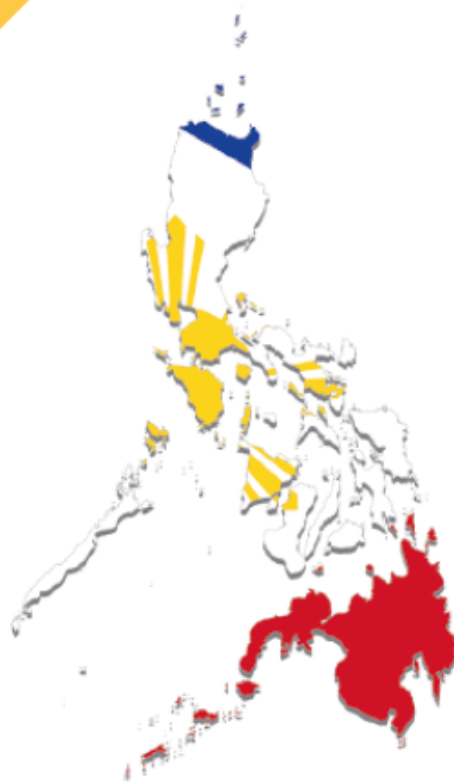
56%

Smartphone penetration

61%

Facebook users

54 million

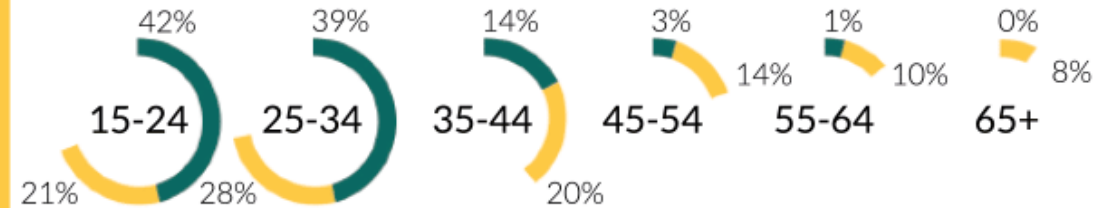







 103.8 million

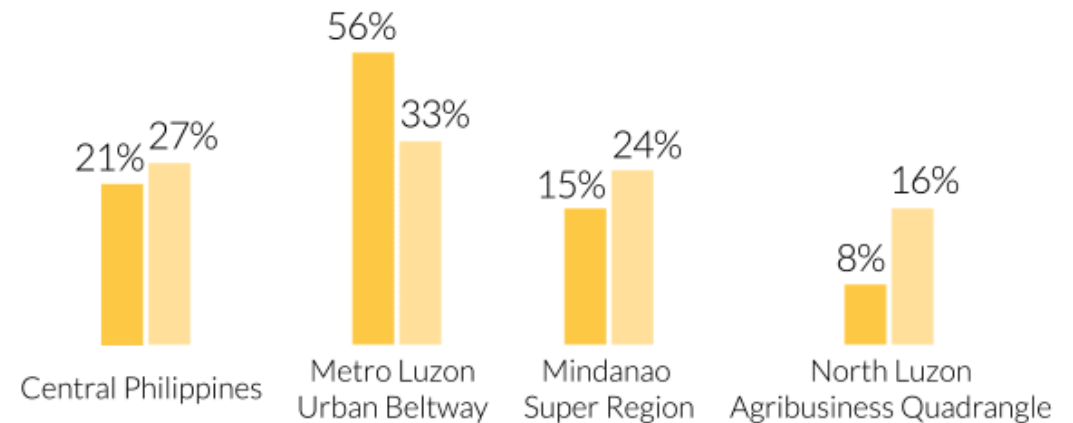
Age

 Panel
  Census


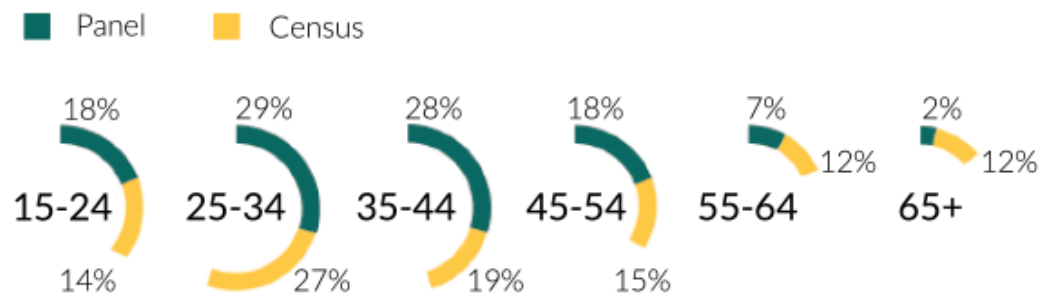
Gender



Region

 Panel
  Census


Age



PANEL SIZE

DataDiggers

3,000

Total with partners

6,800

Internet penetration

81%

Smartphone penetration

91%

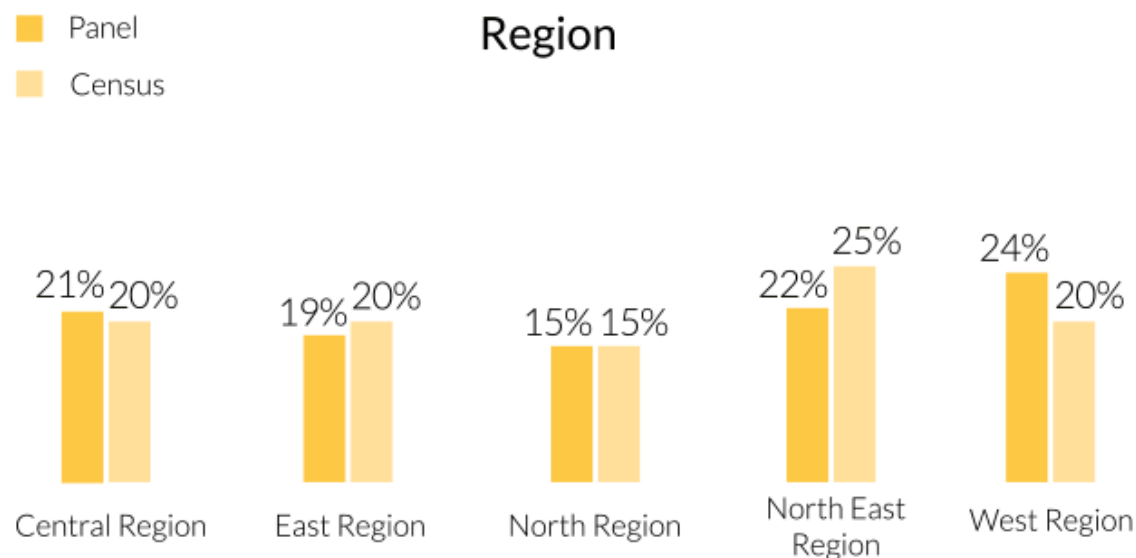
Facebook users

4.1 million

Gender



Region



5.8 million 

PANEL SIZE

DataDiggers

25,300

Total with partners

34,000

Internet penetration

84%

Smartphone penetration

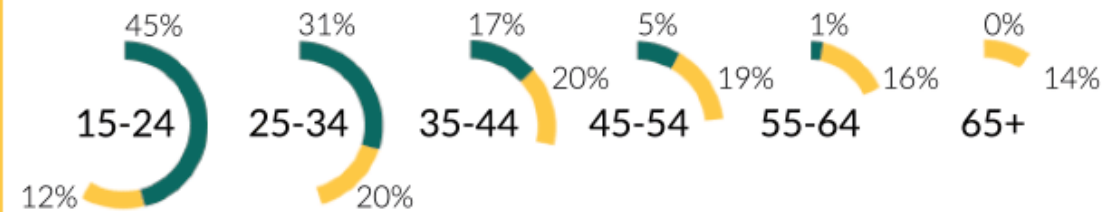
70%

Facebook users

57 million



Age

■ Panel
 ■ Census


Gender

Panel

56%



44%

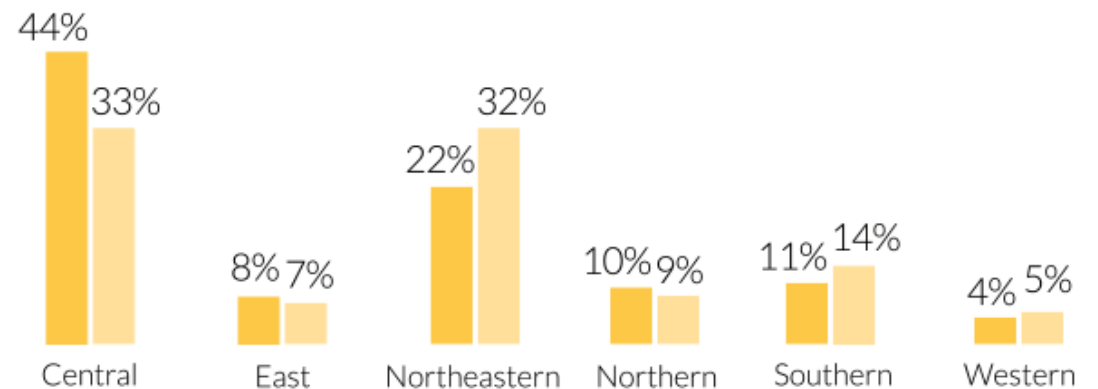
Census

48%

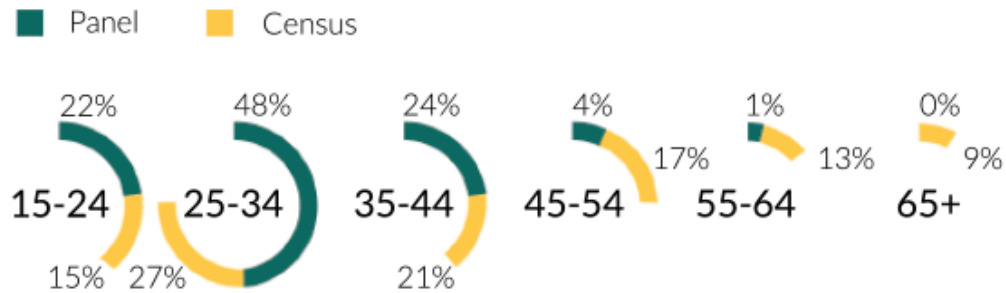


52%

Region

■ Panel
 ■ Census


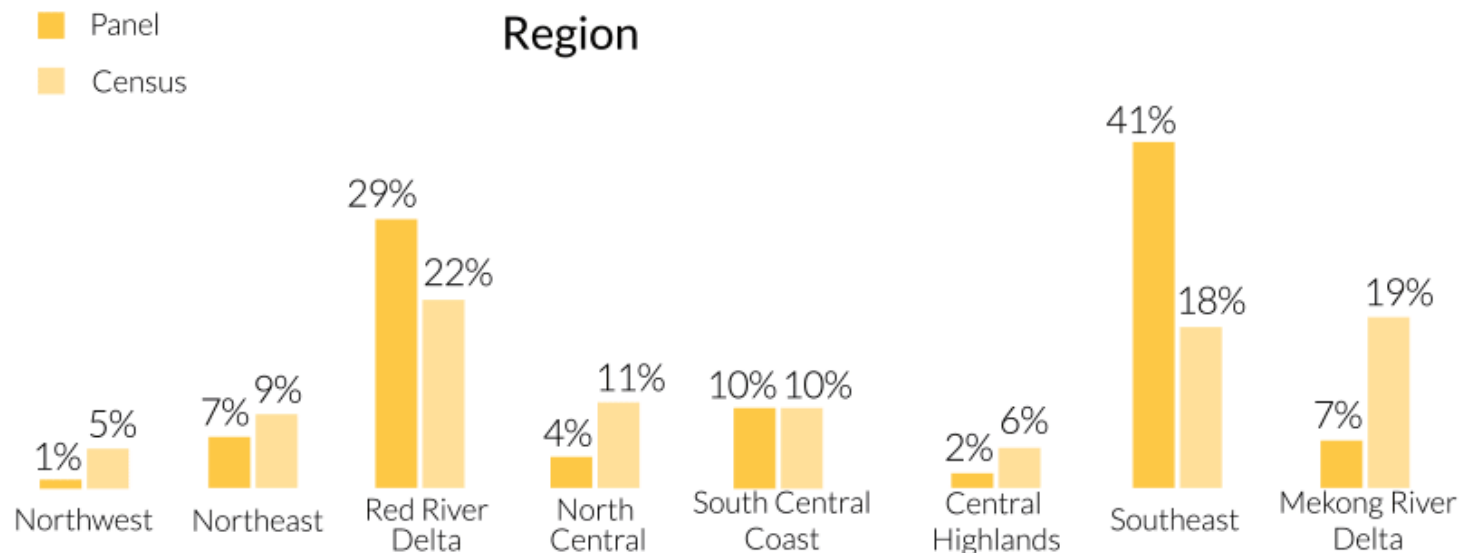
Age



Gender



Region



PANEL SIZE

DataDiggers

12,400

Total with partners

31,000

Internet penetration

67%

Smartphone penetration

72%

Facebook users

64 million



95.4 million



PANEL SIZE

DataDiggers

7,000

Total with partners

12,600

Internet penetration

74%

Smartphone penetration

65%

Facebook users

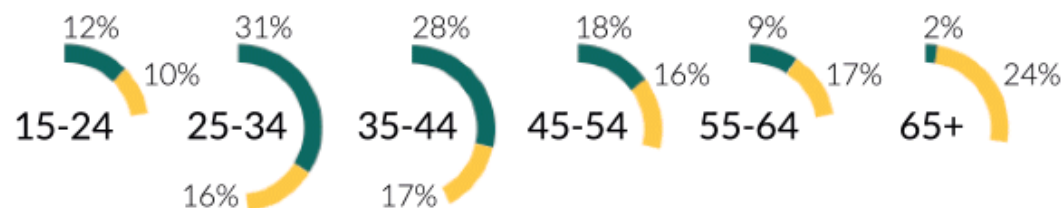
1.8 million



4.2 million

Age

Panel
 Census

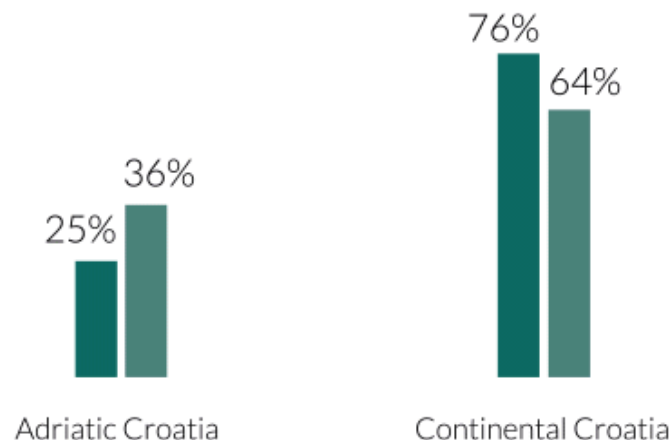


Gender

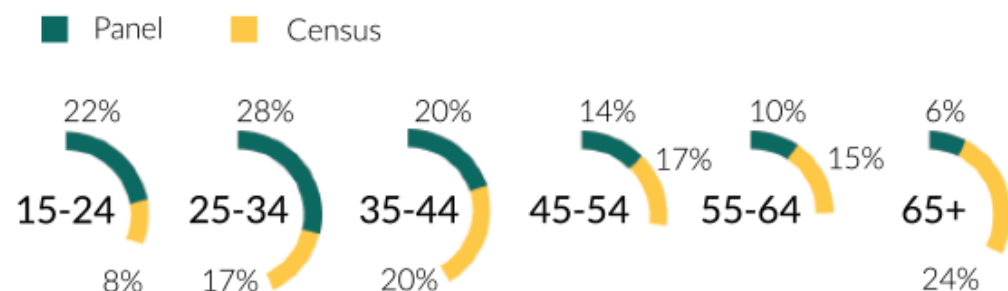


Region

Panel
 Census



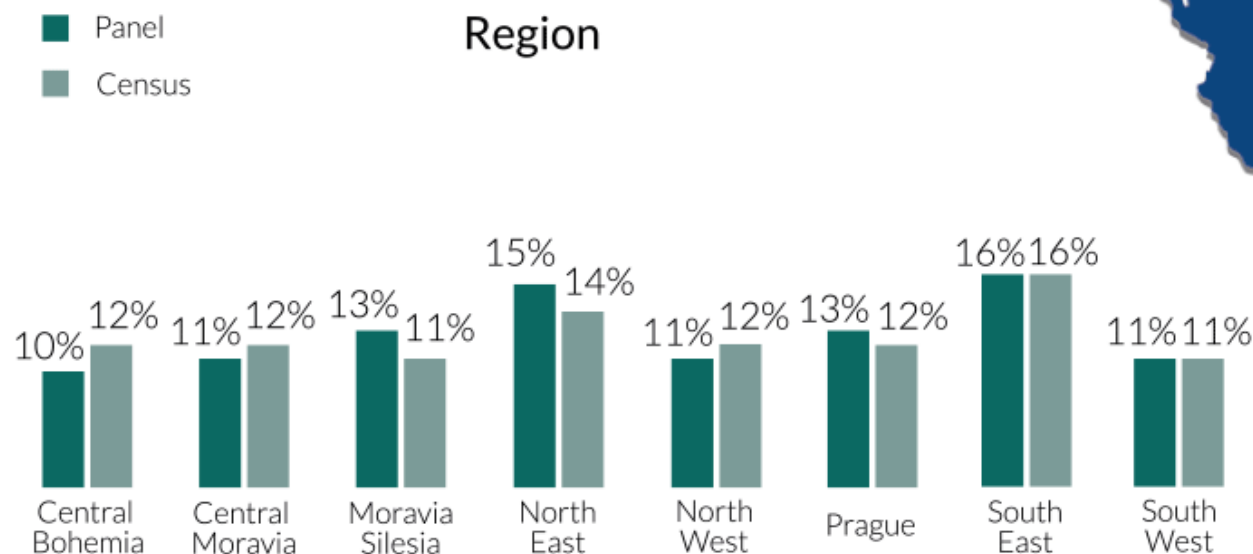
Age



Gender



Region



PANEL SIZE

DataDiggers

31,400

Total with partners

70,000

Internet penetration

88%

Smartphone penetration

58%

Facebook users

4.6 million



10.6 million

EU

PANEL SIZE

DataDiggers

27,500

Total with partners

42,000

Internet penetration

69%

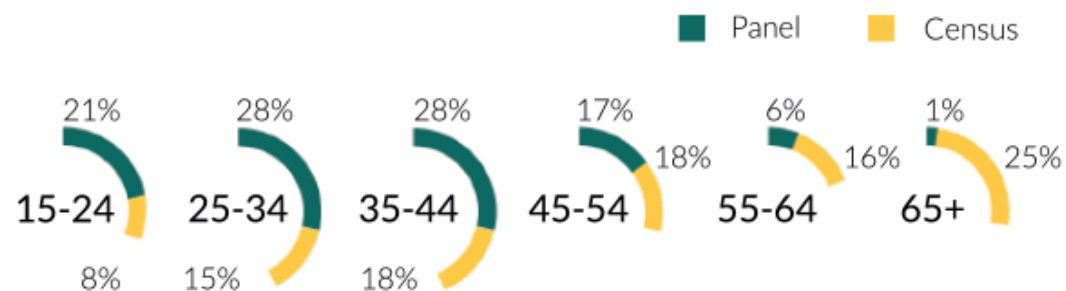
Smartphone penetration

58%

Facebook users

5 million

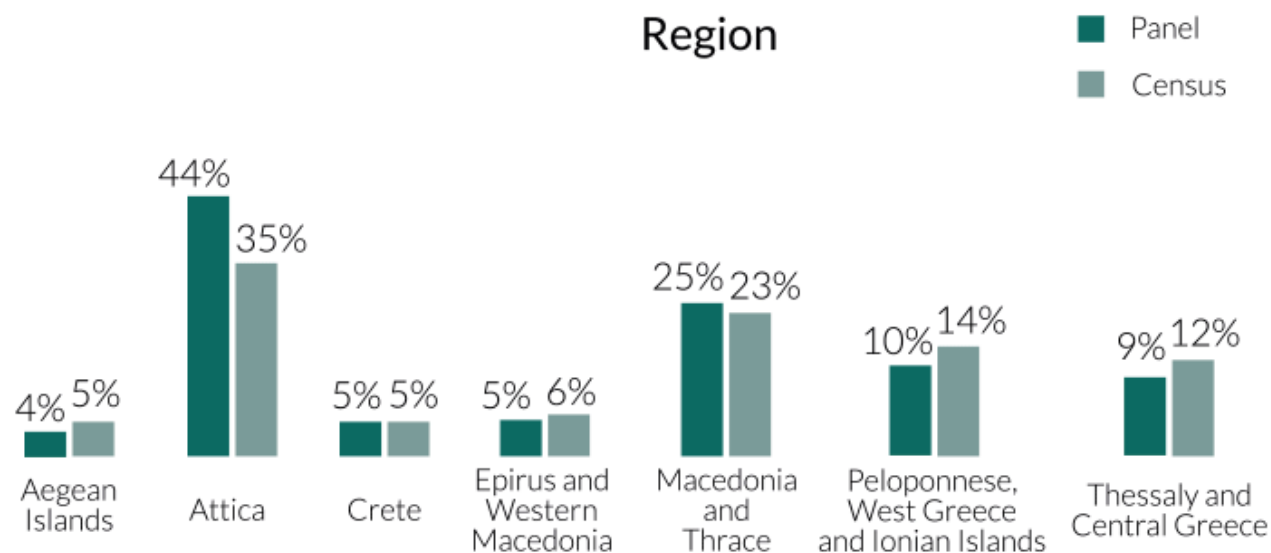
Age



Gender

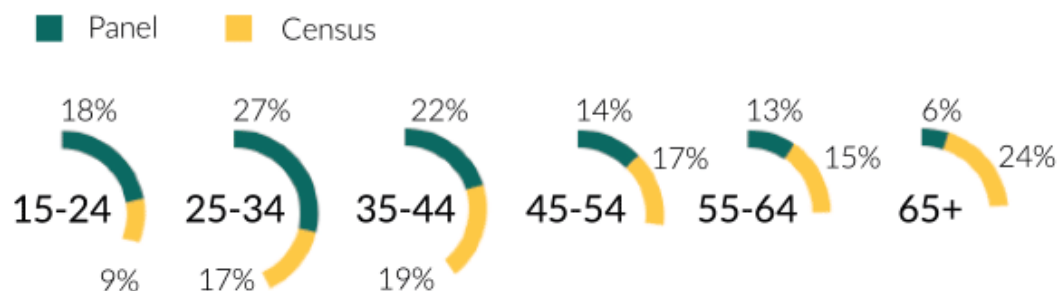


Region



10.9 million

Age



PANEL SIZE

DataDiggers

30,600

Total with partners

53,900

Internet penetration

81%

Smartphone penetration

61%

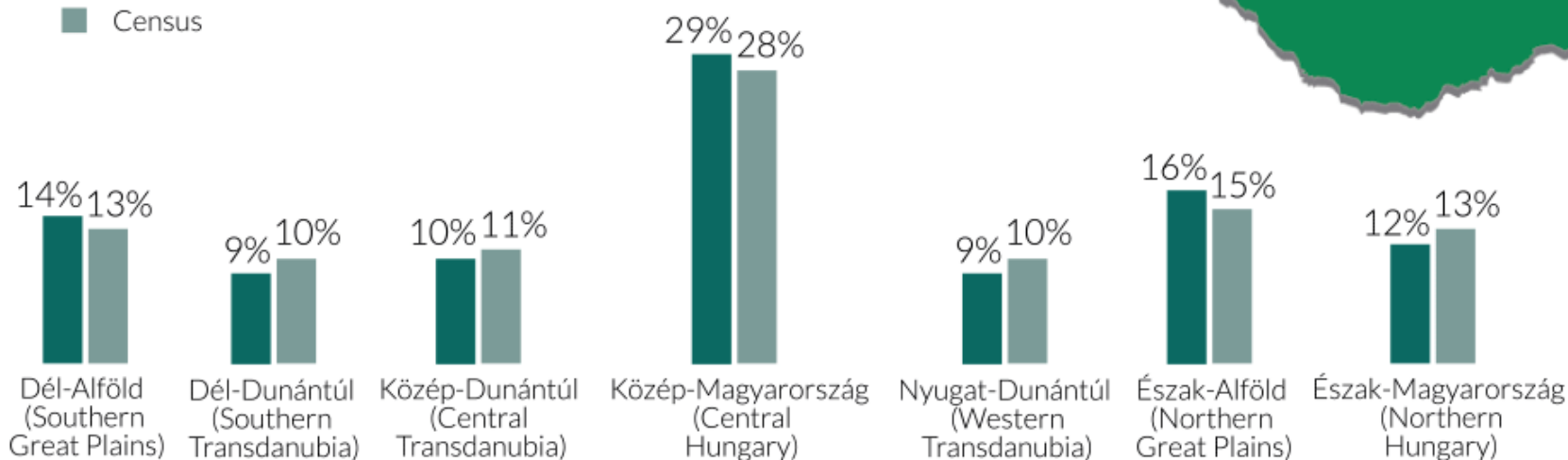
Facebook users

5.3 million

Gender



Region



9.8 million

PANEL SIZE

DataDiggers

35,700

Total with partners

91,000

Internet penetration

73%

Smartphone penetration

61%

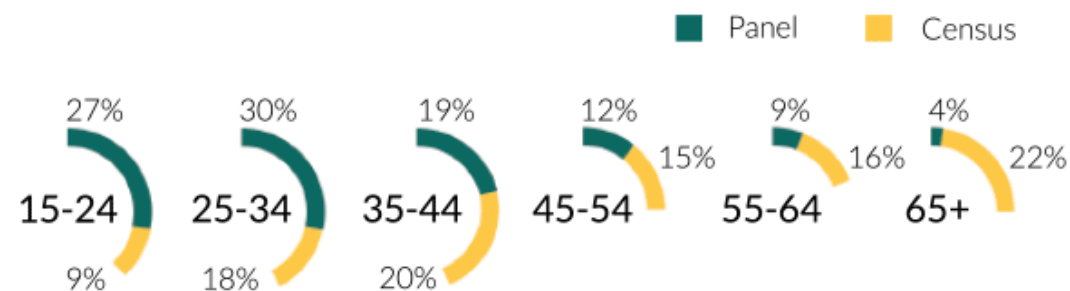
Facebook users

14 million



38.6 million

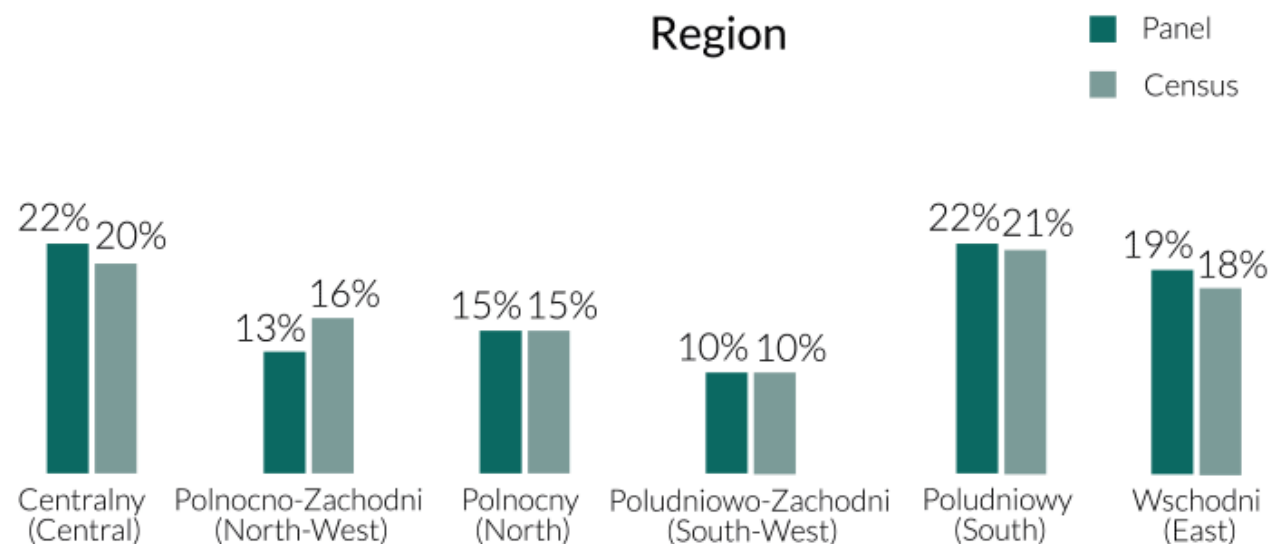
Age



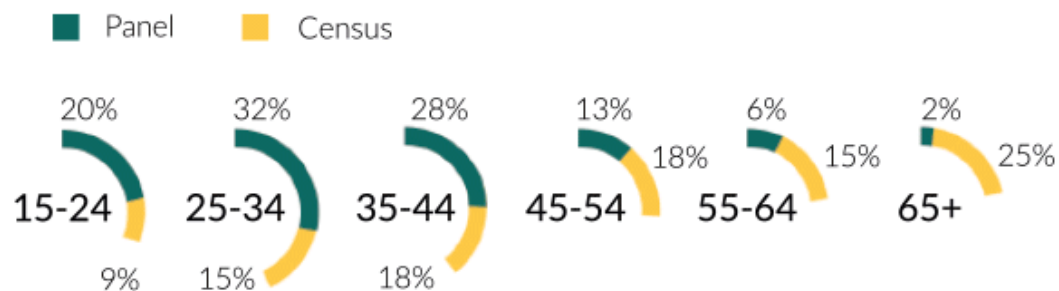
Gender



Region



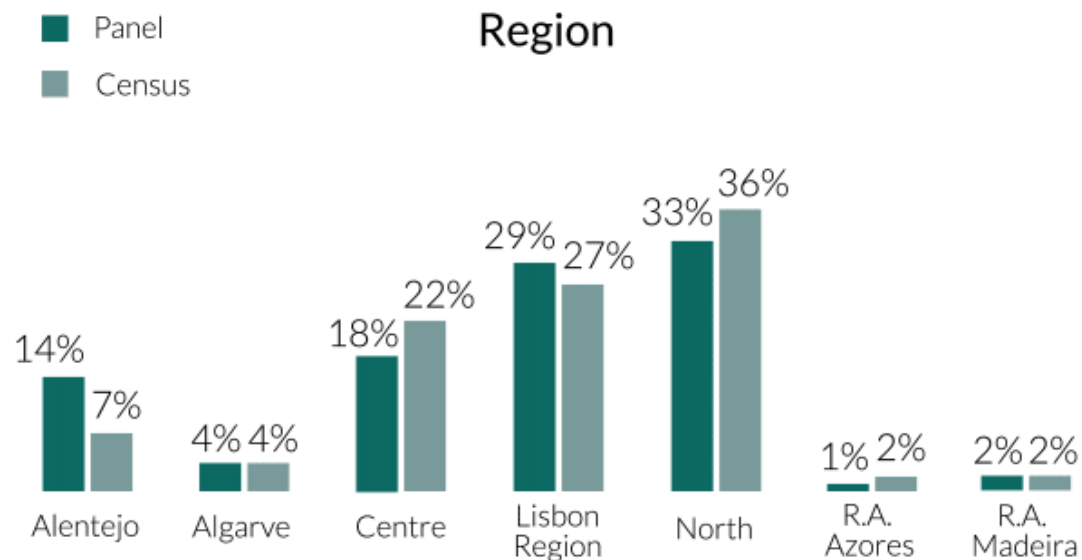
Age



Gender



Region



PANEL SIZE

DataDiggers

25,900

Total with partners

61,900

Internet penetration

72%

Smartphone penetration

59%

Facebook users

5.8 million



10.3 million

PANEL SIZE

DataDiggers

25,000

Total with partners

87,100

Internet penetration

63%

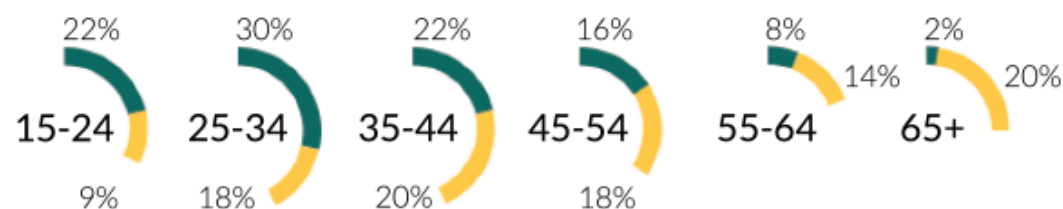
Smartphone penetration

53%

Facebook users

8.4 million

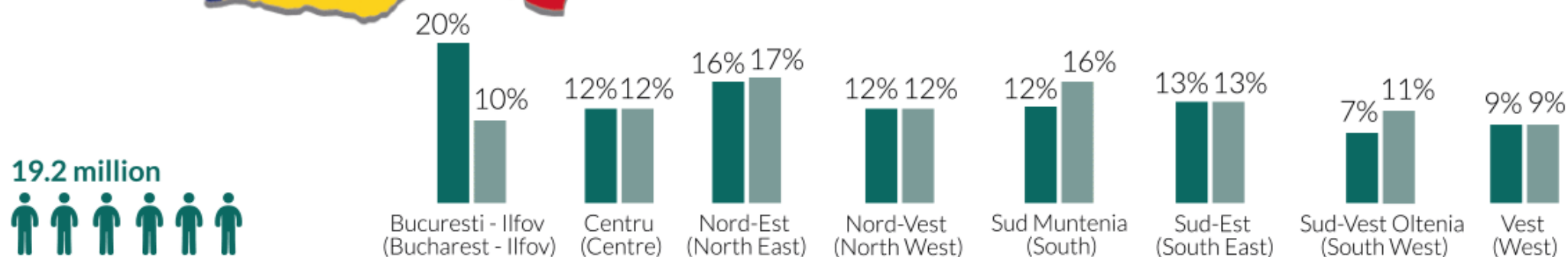
Age

■ Panel
 ■ Census


Gender



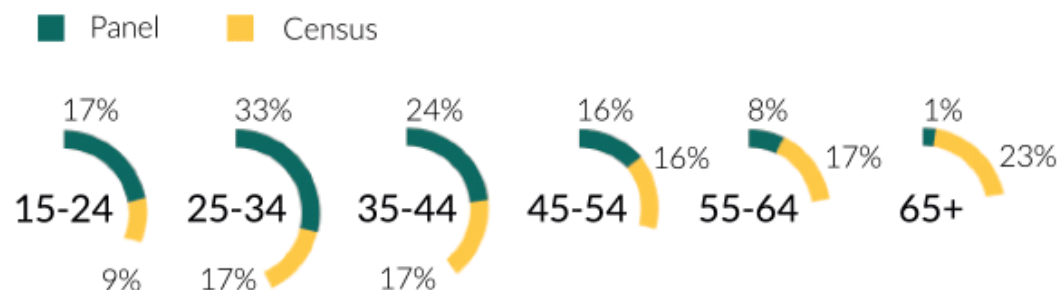
Region

■ Panel
 ■ Census


19.2 million



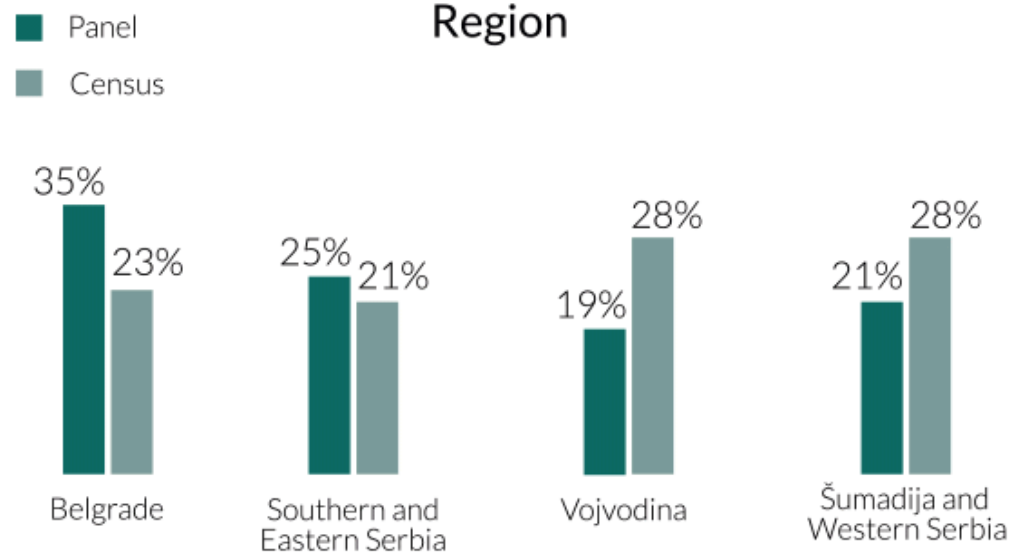
Age



Gender



Region



PANEL SIZE

DataDiggers

14,500

Total with partners

24,000

Internet penetration

67%

Smartphone penetration

51%

Facebook users

3.4 million



8.8 million

EU

PANEL SIZE

DataDiggers

12,500

Total with partners

36,000

Internet penetration

85%

Smartphone penetration

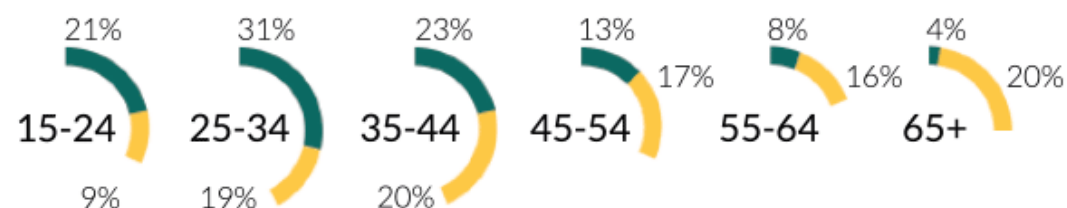
65%

Facebook users

2.4 million


 5.4 million

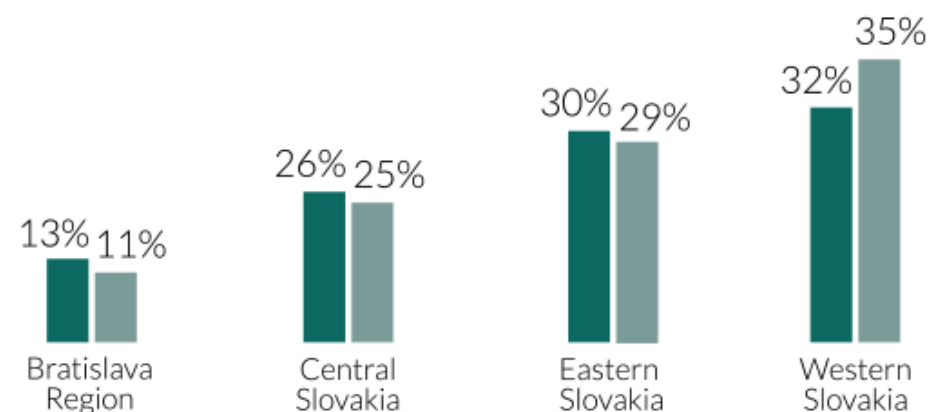
Age

 Panel
  Census


Gender



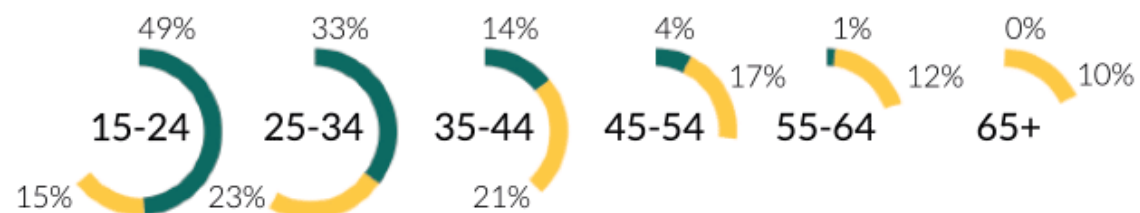
Region

 Panel
  Census


Age

Panel

Census



Gender

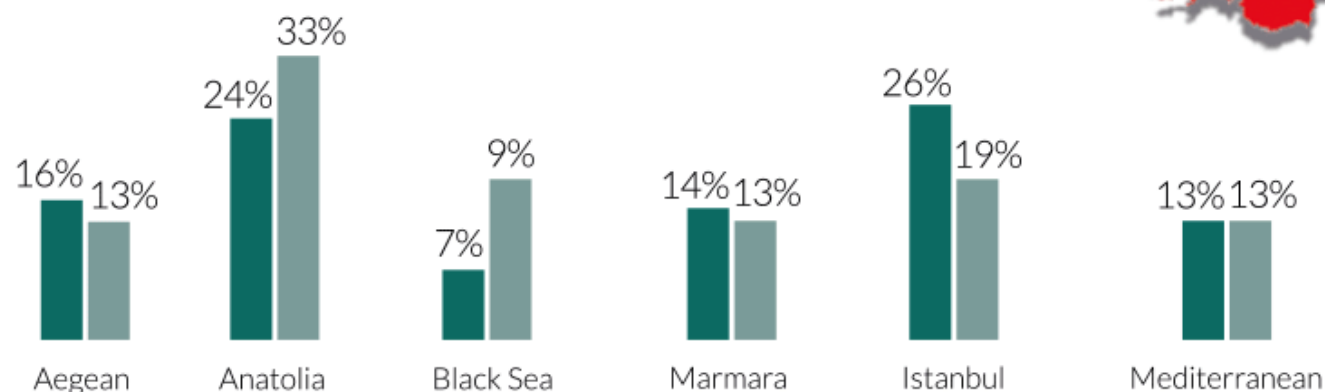
Panel 69%  31%

Census 50%  50%

Region

Panel

Census



PANEL SIZE

DataDiggers

45,700

Total with partners

90,000

Internet penetration

70%

Smartphone penetration

75%

Facebook users

56 million



80.4 million



PANEL SIZE

DataDiggers

22,200

Total with partners

33,000

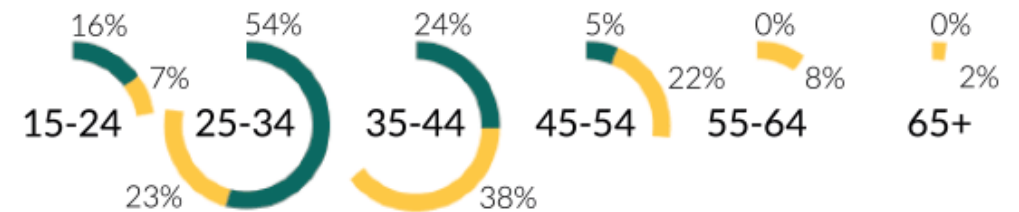
Internet penetration 92%

Smartphone penetration 97%

Facebook users 4.7 million


 9.3 million

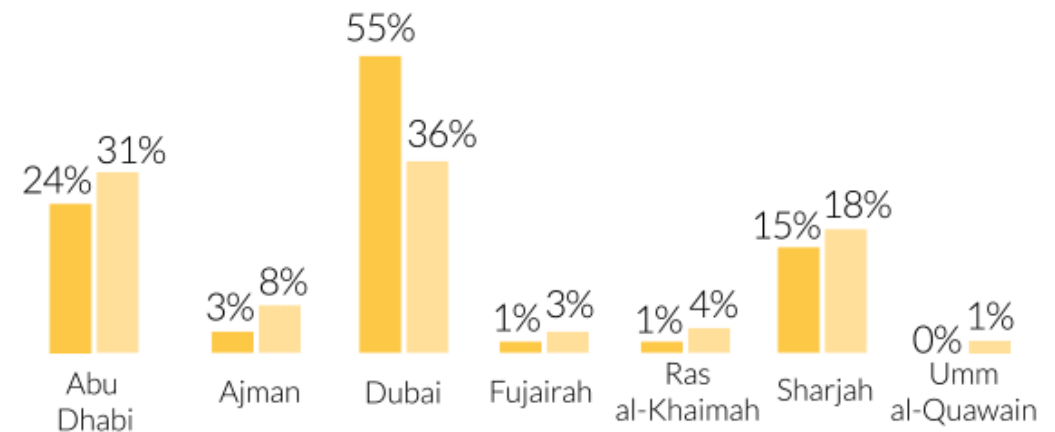
Age

 Panel
  Census


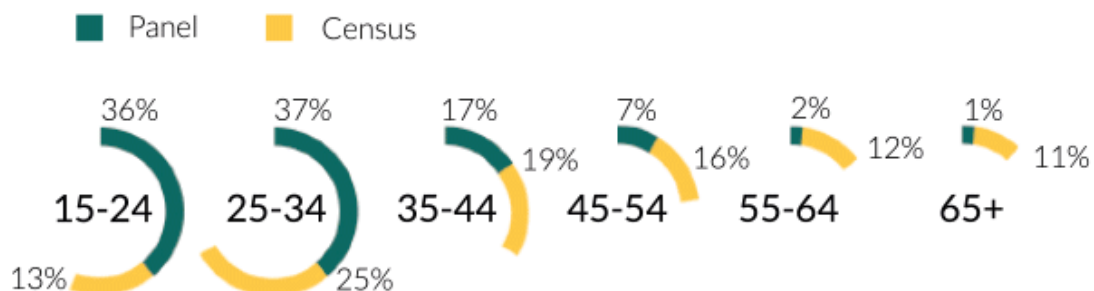
Gender



Region

 Panel
  Census


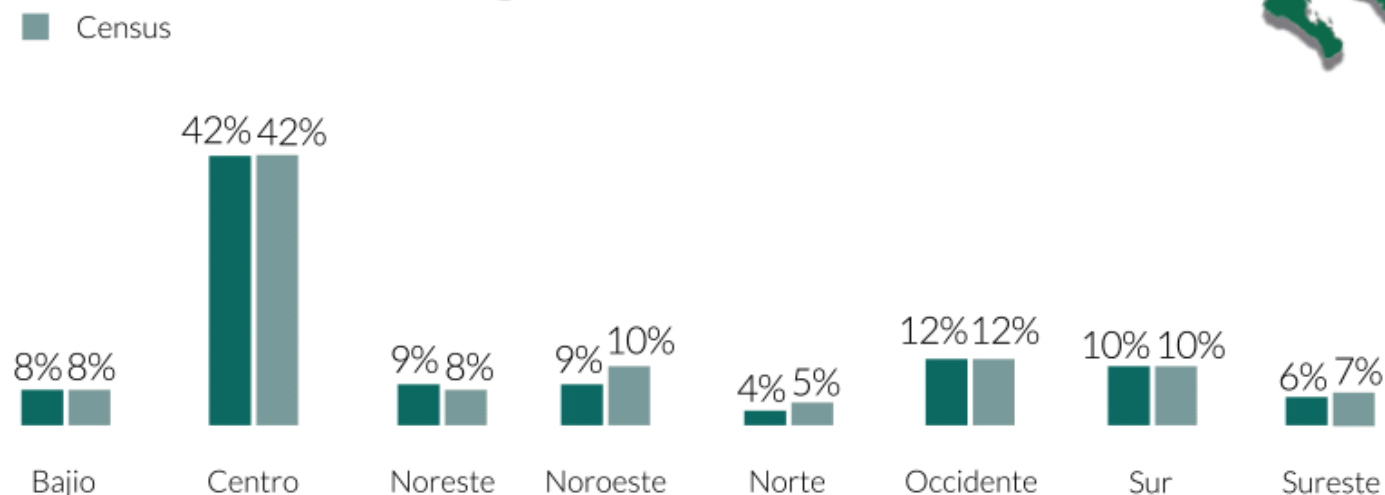
Age



Gender



Region



PANEL SIZE

DataDiggers

10,800

Total with partners

72,000

Internet penetration

59%

Smartphone penetration

41%

Facebook users

56.6 million



129.2 million



PANEL SIZE

DataDiggers

5,500

Total with partners

100,200

Internet penetration

88%

Smartphone penetration

72%

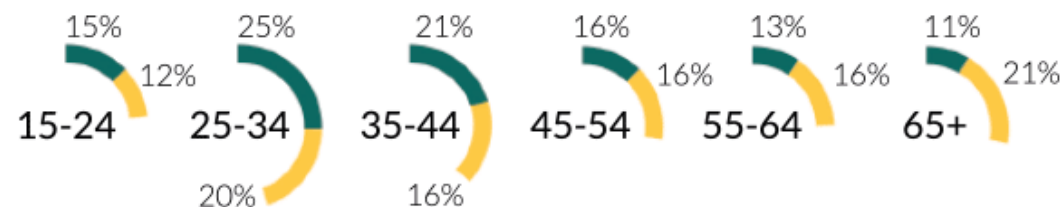
Facebook users

240 million



326.5 million

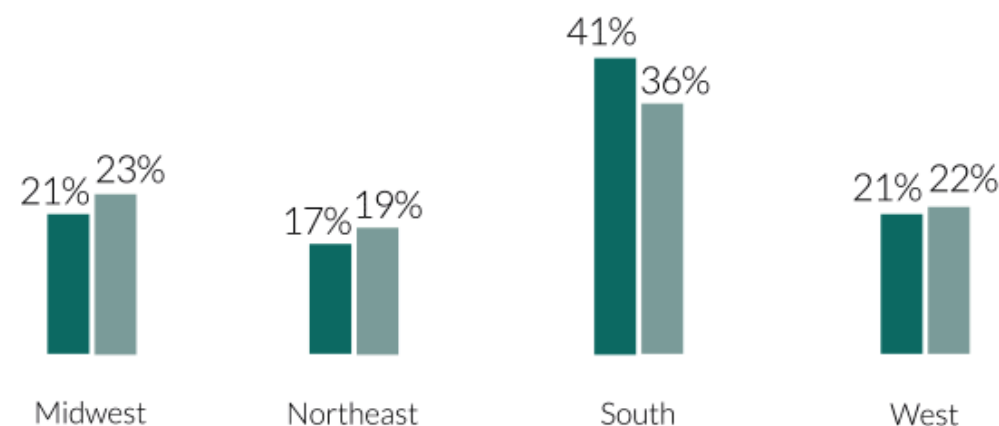
Age

■ Panel
 ■ Census


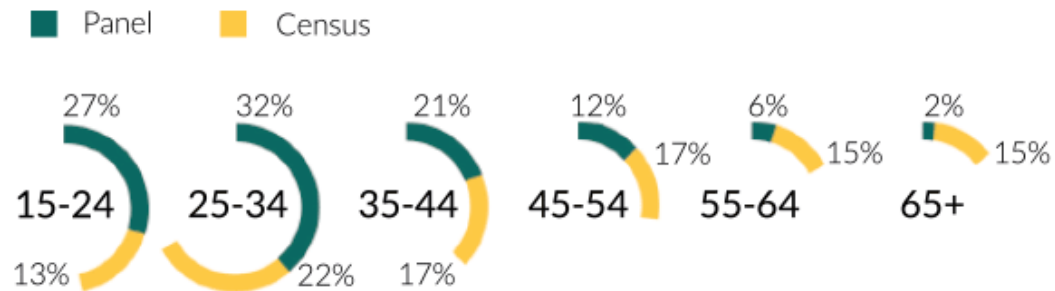
Gender



Region

■ Panel
 ■ Census


Age

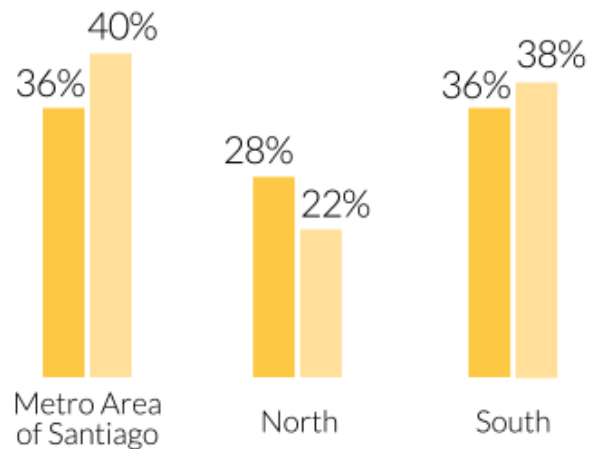


Gender



Region

Panel (Dark Yellow), Census (Light Yellow)



PANEL SIZE

DataDiggers

31,100

Total with partners

74,000

Internet penetration

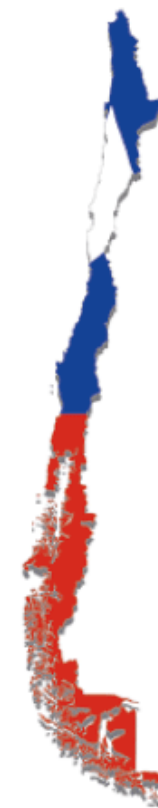
82%

Smartphone penetration

44%

Facebook users

12.3 million



18 million



S.A.M.

PANEL SIZE

DataDiggers

9,800

Total with partners

79,000

Internet penetration

63%

Smartphone penetration

40%

Facebook users

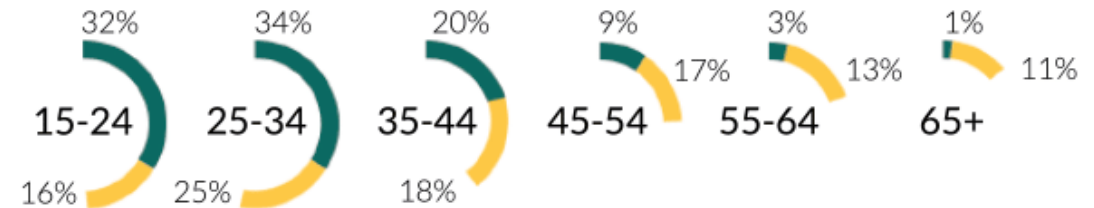
31 million



49.2 million

Age

Panel Census

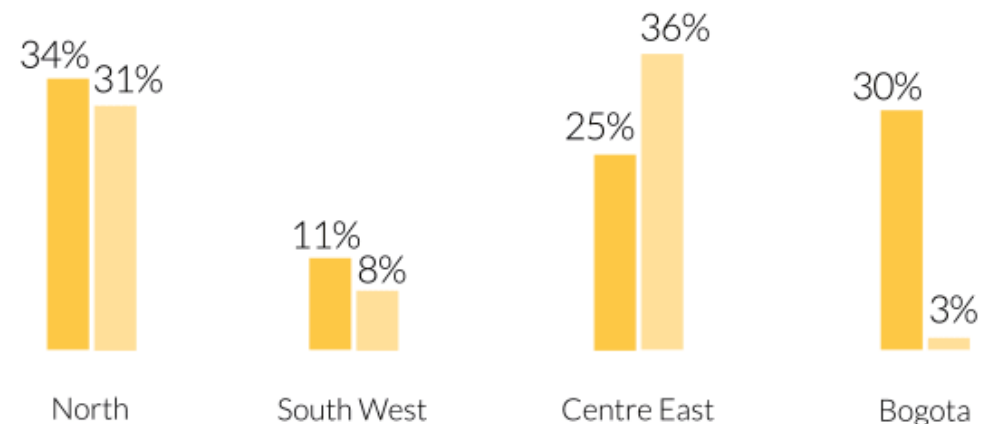


Gender

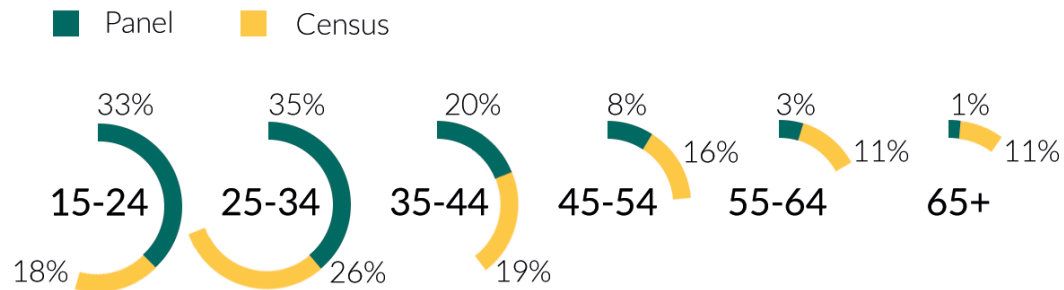


Region

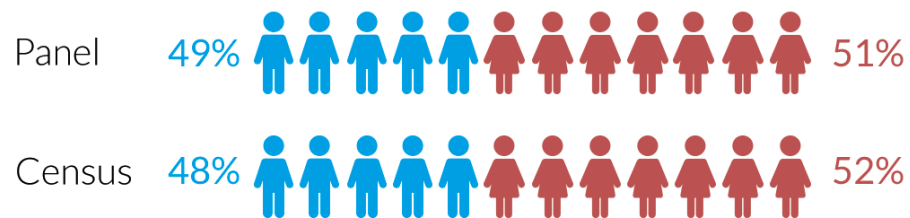
Panel Census



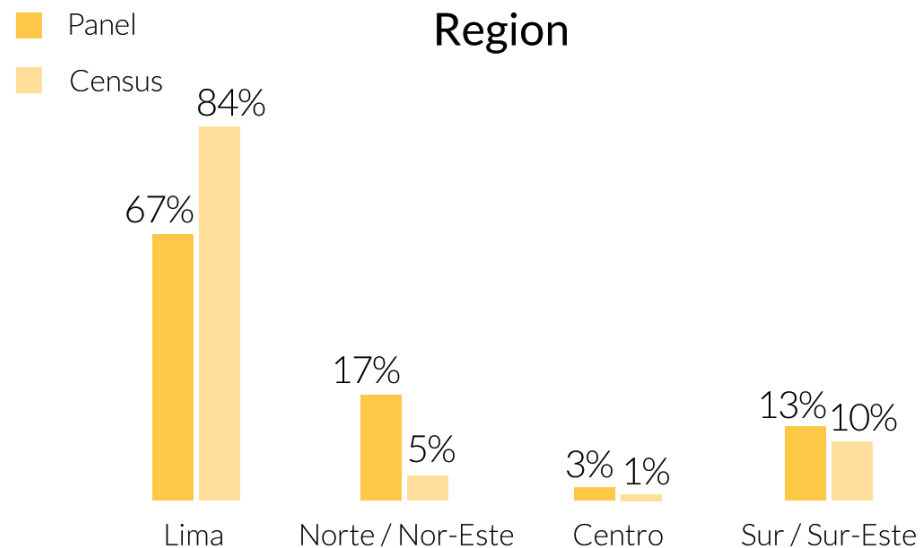
Age



Gender



Region



PANEL SIZE

DataDiggers

20,000

Total with partners

38,900

Internet penetration

68%

Smartphone penetration

36%

Facebook users

20 million



32.2 million



S. AM.



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