



Panel Book

2018



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DataDiggers is a fieldwork expert who offers proprietary online panels, multiple data collection solutions and flawless supporting services to market researchers across the globe.

As full members of ESOMAR and Insights Association we serve clients all around the world from Romania, India and Canada, efficiently covering the Asian and North American time zones.

Aside from online panels and CAWI services (programming, hosting, data processing), we assist our clients reach their business goals through excellent support in terms of:

- product tests, tracking studies, mobile surveys via mobile apps or in-browser and multi-country studies
- CATI, focus groups, online communities, diaries, in-depth interviews, ethnography research, desk research and mystery shopping
- coding and translation for both questionnaires and verbatims.

What makes us different and reasons why others are using us:

- ✓ **no minimum fees and no set up fees**, meaning no stress about hidden fees and a lot more simplicity in putting together your proposal
- ✓ very competitive CPIs
- ✓ **free weekend coverage**
- ✓ very quick service, i.e. bidding in <30 minutes or launching in <60 minutes from the project confirmation
- ✓ **free questionnaire localization** done on every project, so that the data you get from us is always of highest quality possible
- ✓ **high flexibility at all stages:** we never overcharge you before, during or after project, we often not change costs even if specs are tougher and we very often work extended hours to launch and manage your project
- ✓ highly professional and friendly staff, quick and proactive
- ✓ offering free insights on local markets
- ✓ **very low rates** in case you ever need programming, translations or coding.

Among our current customers there are both large full market research companies, as well as different online panel suppliers: Kantar TNS, Ipsos, GfK, YouGov, Toluna, Research Now, Lucid, ResponDi, Critical Mix etc.

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

We employ cutting-edge technology and several techniques/methodologies to ensure the highest data quality possible:

- ✓ 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
- ✓ Efficient IP detection, so that we make sure only unique and real people are answering online surveys
- ✓ Automatically screening out panelists that are members in more than one panel
- ✓ Flagging fraudulent survey takers (speedsters, straight-liners etc.) and purging them from panels on a regular basis
- ✓ Always double-checking the accuracy of translation and localization 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
- ✓ Rewarding panel members in local currencies immediately they finish a survey
- ✓ Accurate panel support in native languages and in a timely manner.



All our panels fully meet the quality standards agreed in the industry, as defined by ESOMAR and Insights Association.

If we need to use external panel partners we only hire those that meet several tight quality criteria:

- ✓ offer active double opt-in online panel members only
- ✓ have transparent panel management rules in place (in terms of recruitment, incentivizing, purging, treating fraudulent respondents etc.)
- ✓ are able to re-contact panel members if needed and usually register reasonable return rates in such situations
- ✓ 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, plus there are many drawbacks associated with them.

DataDiggers is a member of ESOMAR and Insights Association, strictly following the industry standards and ethic codes in everything we do, from panel recruitment and up to incentives delivery.

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

- ❑ **Automotive:** car ownership, year of registration, car brands, type of fuel used etc.
- ❑ **Household:** items owners, decision making purchase (main shoppers) etc.
- ❑ **Food & beverage:** fast food/restaurant consumption habits, grocery shopping decision making, type of beverage consumed and frequency etc.
- ❑ **Technology & gaming:** smartphone ownership, phone brand, operating system, Internet usage frequency, PC ownership, game consoles ownership 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.
- ❑ **Media & entertainment:** sports playing/watching, TV usage, magazines reading etc.

At registration all our panel members are required to provide basic data, such as **year of birth, gender and location**, 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.

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 below the **current panel size of our main proprietary panels** and the total reach including local partners.

Country	DataDiggers proprietary panel	Total panel size including partners
Chile	22,000	50,000
Colombia	5,000	40,000
Czech Republic	20,000	65,000
Greece	15,000	40,000
Hungary	15,000	50,000
India	25,000	120,000
Indonesia	20,000	70,000
Kenya	20,000	85,000
Nigeria	17,000	30,000
Mexico	6,000	50,000
Peru	10,000	40,000

Last update: September 2018

Please find below the **current panel size of our main proprietary panels** and the total reach including local partners.

Country	DataDiggers proprietary panel	Total panel size including partners
Philippines	22,000	70,000
Poland	20,000	80,000
Portugal	20,000	60,000
Romania	10,000	70,000
Serbia	5,000	22,000
Slovakia	10,000	35,000
South Africa	20,000	40,000
Thailand	15,000	30,000
Turkey	15,000	80,000
United Arab Emirates	15,000	25,000
Vietnam	5,000	25,000

Last update: September 2018



DataDiggers proprietary panel	22,000
Total panel size with partners	50,000
Internet penetration	77.5%
Total population	18.2 million
Facebook users	13 million

Panel site: clpanel.datadiggers-mr.com

Age	Panel	Census
16-24	34%	17%
25-34	30%	20%
35-44	18%	17%
45-54	10%	17%
55+	8%	29%

Gender	Panel	Census
Males	34%	49%
Females	66%	51%

Region	Panel	Census
Metro Area of Santiago	36%	40%
North	22%	29%
South	38%	35%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	5,000
Total panel size with partners	40,000
Internet penetration	63.2%
Total population	49.5 million
Facebook users	29 million

Panel site: copanel.datadiggers-mr.com

Age	Panel	Census
16-24	44%	21%
25-34	28%	22%
35-44	16%	18%
45-54	7%	17%
55+	5%	23%

Gender	Panel	Census
Males	55%	49%
Females	45%	51%

Region	Panel	Census
North	38%	35%
South West	12%	10%
Centre East	23%	15%
Bogota	27%	40%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018

Czech Republic



DataDiggers proprietary panel	20,000
Total panel size with partners	65,000
Internet penetration	88%
Total population	10.6 million
Facebook users	4.6 million

Panel site: czpanel.datadiggers-mr.com

Age	Panel	Census
15-24	19%	10%
25-34	19%	16%
35-44	20%	20%
45-54	20%	16%
55+	22%	38%

Gender	Panel	Census
Males	30%	49%
Females	70%	51%

Region	Panel	Census
Central Bohemia	10%	12%
Central Moravia	10%	12%
Moravia-Silesia	14%	11%
North East	17%	14%
North West	12%	12%
Prague	10%	12%
South East	18%	16%
South West	11%	11%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	15,000
Total panel size with partners	40,000
Internet penetration	69.1%
Total population	10.9 million
Facebook users	5 million

Panel site: grpanel.datadiggers-mr.com

Age	Panel	Census
16-24	12%	11%
25-34	22%	14%
35-44	30%	18%
45-54	22%	18%
55+	13%	40%

Gender	Panel	Census
Males	50%	48%
Females	50%	52%

Region	Panel	Census
Aegean Islands	4%	5%
Attica	48%	35%
Crete	5%	5%
Epirus + Western Macedonia	4%	6%
Macedonia + Thrace	21%	23%
Peloponnese, West Greece + Ionian Islands	9%	14%
Thessaly + Central Greece	9%	12%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	15,000
Total panel size with partners	50,000
Internet penetration	80.5%
Total population	9.8 million
Facebook users	5.3 million

Panel site: hupanel.datadiggers-mr.com

Age	Panel	Census
16-24	14%	13%
25-34	17%	15%
35-44	19%	19%
45-54	17%	15%
55+	33%	38%

Gender	Panel	Census
Males	36%	47%
Females	64%	53%

Region	Panel	Census
Southern Great Plains	15%	13%
Southern Transdanubia	8%	10%
Central Transdanubia	10%	11%
Central Hungary	33%	28%
Western Transdanubia	8%	10%
Northern Great Plains	15%	15%
Northern Hungary	11%	13%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	25,000
Total panel size with partners	120,000
Internet penetration	34.1%
Total population	1.35 billion
Facebook users	251 million

Panel site: inpanel.datadiggers-mr.com

Age	Panel	Census
16-24	37%	25%
25-34	40%	22%
35-44	16%	19%
45-54	5%	15%
55+	2%	19%

Gender	Panel	Census
Males	72%	51%
Females	28%	49%

Region	Panel	Census
Central	4%	9%
East	10%	25%
North	27%	14%
North-East	2%	4%
South	32%	25%
West	26%	23%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	20,000
Total panel size with partners	70,000
Internet penetration	53.7%
Total population	266.8 million
Facebook users	130 million

Panel site: idpanel.datadiggers-mr.com

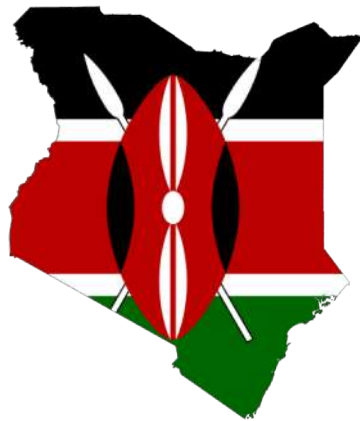
Age	Panel	Census
16-24	38%	21%
25-34	35%	21%
35-44	19%	20%
45-54	6%	17%
55+	3%	22%

Gender	Panel	Census
Males	75%	50%
Females	25%	50%

Region	Panel	Census
Java	76%	58%
Kalimantan	4%	6%
Lesser Sunda Islands	3%	5%
Maluku Islands	0.3%	1%
Sulawesi	4%	7%
Sumatra	14%	21%
Western New Guinea	0.2%	2%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	20,000
Total panel size with partners	85,000
Internet penetration	85%
Total population	51 million
Facebook users	7 million

Panel site: kepanel.datadiggers-mr.com

Age	Panel	Census
16-24	48%	32%
25-34	41%	27%
35-44	8%	19%
45-54	2%	10%
55+	1%	12%

Gender	Panel	Census
Males	65%	50%
Females	35%	50%

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%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	6,000
Total panel size with partners	50,000
Internet penetration	65%
Total population	130.8 million
Facebook users	78 million

Panel site: mxpanel.datadiggers-mr.com

Age	Panel	Census
16-24	36%	22%
25-34	37%	22%
35-44	18%	19%
45-54	6%	16%
55+	3%	21%

Gender	Panel	Census
Males	52%	48%
Females	48%	52%

Region	Panel	Census
Bajio	10%	8%
Centro	34%	42%
Noreste	9%	8%
Noroeste	8%	10%
Norte	6%	5%
Occidente	12%	12%
Sur	17%	10%
Sureste	4%	7%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	17,000
Total panel size with partners	30,000
Internet penetration	50.2%
Total population	196 million
Facebook users	17 million

Panel site: ngpanel.datadiggers-mr.com

Age	Panel	Census
15-24	17%	34%
25-34	52%	25%
35-44	24%	18%
45-54	6%	11%
55+	1%	12%

Gender	Panel	Census
Males	76%	51%
Females	24%	49%

Region	Panel	Census
Northern	35%	47%
Western	61%	47%
Eastern	4%	6%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	10,000
Total panel size with partners	40,000
Internet penetration	67.6%
Total population	32.6 million
Facebook users	20 million

Panel site: pepanel.datadiggers-mr.com

Age	Panel	Census
16-24	48%	22%
25-34	41%	23%
35-44	8%	18%
45-54	2%	15%
55+	1%	22%

Gender	Panel	Census
Males	57%	48%
Females	43%	52%

Region	Panel	Census
Lima	63%	84%
Norte / Nor-Este	19%	5%
Centro	3%	1%
Sur / Sur-Este	14%	10%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	22,000
Total panel size with partners	70,000
Internet penetration	62.9%
Total population	106.5 million
Facebook users	62 million

Panel site: phpanel.datadiggers-mr.com

Age	Panel	Census
16-24	37%	29%
25-34	42%	24%
35-44	16%	19%
45-54	4%	13%
55+	2%	16%

Gender	Panel	Census
Males	25%	50%
Females	75%	50%

Region	Panel	Census
Central Philippines	20%	27%
Metro Luzon Beltway	56%	33%
Mindanao	15%	24%
North Luzon	9%	16%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	20,000
Total panel size with partners	80,000
Internet penetration	73.3%
Total population	38.6 million
Facebook users	14 million

Panel site: plpanel.datadiggers-mr.com

Age	Panel	Census
16-24	19%	13%
25-34	17%	18%
35-44	19%	19%
45-54	18%	14%
55+	26%	36%

Gender	Panel	Census
Males	45%	48%
Females	55%	52%

Region	Panel	Census
Center	24%	20%
North West	13%	16%
North	15%	15%
South West	11%	10%
South	21%	21%
East	17%	18%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	20,000
Total panel size with partners	60,000
Internet penetration	72.4%
Total population	10.3 million
Facebook users	5.8 million

Panel site: ptpanel.datadiggers-mr.com

Age	Panel	Census
16-24	24%	13%
25-34	31%	15%
35-44	26%	18%
45-54	11%	17%
55+	8%	37%

Gender	Panel	Census
Males	35%	48%
Females	65%	52%

Region	Panel	Census
Alentejo	22%	7%
Algarve	2%	4%
Center	21%	22%
Lisbon Region	22%	27%
North	28%	36%
R.A. Azores	1%	2%
R.A. Madeira	2%	2%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	10,000
Total panel size with partners	70,000
Internet penetration	62.8%
Total population	19.2 million
Facebook users	8.4 million

Panel site: ropanel.datadiggers-mr.com

Age	Panel	Census
16-24	31%	12%
25-34	32%	17%
35-44	19%	20%
45-54	13%	17%
55+	6%	34%

Gender	Panel	Census
Males	33%	48%
Females	67%	52%

Region	Panel	Census
Bucharest - Ilfov	17%	10%
Center	10%	12%
North East	17%	17%
North West	12%	12%
South	15%	16%
South East	13%	13%
South West	8%	11%
West	9%	9%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	10,000
Total panel size with partners	35,000
Internet penetration	85.2%
Total population	5.4 million
Facebook users	2.4 million

Panel site: skpanel.datadiggers-mr.com

Age	Panel	Census
16-24	25%	13%
25-34	26%	17%
35-44	21%	19%
45-54	15%	16%
55+	13%	34%

Gender	Panel	Census
Males	41%	48%
Females	59%	52%

Region	Panel	Census
Bratislava Region	9%	11%
Central Slovakia	26%	25%
Eastern Slovakia	32%	29%
Western Slovakia	33%	35%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018

South Africa



DataDiggers proprietary panel	20,000
Total panel size with partners	40,000
Internet penetration	53.7%
Total population	57.4 million
Facebook users	16 million

Panel site: zapanel.datadiggers-mr.com

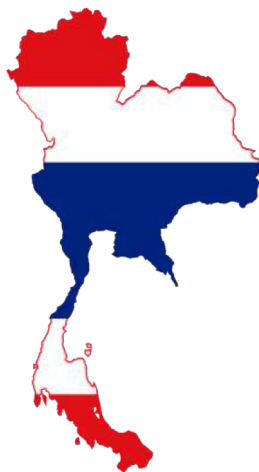
Age	Panel	Census
16-24	13%	25%
25-34	32%	27%
35-44	28%	18%
45-54	15%	13%
55+	12%	17%

Gender	Panel	Census
Males	36%	49%
Females	64%	51%

Region	Panel	Census
Eastern and Northern Cape	6%	15%
Free State	2%	5%
Gauteng	44%	24%
KwaZulu Natal	14%	20%
Limpopo	3%	10%
Mpumalanga	3%	8%
North West	3%	7%
Western Cape	24%	11%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	15,000
Total panel size with partners	30,000
Internet penetration	82.4%
Total population	69.2 million
Facebook users	46 million

Panel site: thpanel.datadiggers-mr.com

Age	Panel	Census
16-24	22%	17%
25-34	37%	18%
35-44	29%	20%
45-54	9%	19%
55+	2%	27%

Gender	Panel	Census
Males	37%	49%
Females	63%	51%

Region	Panel	Census
Central	61%	33%
Eastern	7%	7%
Northeastern	13%	32%
Northern	8%	9%
Southern	9%	14%
Western	2%	5%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	15,000
Total panel size with partners	80,000
Internet penetration	68.4%
Total population	82 million
Facebook users	44 million

Panel site: trpanel.datadiggers-mr.com

Age	Panel	Census
16-24	33%	21%
25-34	22%	21%
35-44	27%	20%
45-54	13%	16%
55+	6%	21%

Gender	Panel	Census
Males	73%	50%
Females	27%	50%

Region	Panel	Census
Aegean	16%	13%
Anatolia	24%	33%
Black Sea	7%	9%
Marmara	14%	13%
Istanbul	26%	19%
Mediterranean	13%	13%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	15,000
Total panel size with partners	25,000
Internet penetration	98.4%
Total population	9.6 million
Facebook users	8.7 million

Panel site: aepanel.datadiggers-mr.com

Age	Panel	Census
16-24	16%	13%
25-34	49%	40%
35-44	26%	28%
45-54	7%	13%
55+	2%	6%

Gender	Panel	Census
Males	53%	74%
Females	47%	26%

Region	Panel	Census
Abu Dhabi	24%	31%
Ajman	5%	8%
Dubai	50%	36%
Fujairah	2%	3%
Ras al-Khaimah	3%	4%
Sharjah	13%	18%
Umm al-Quwain	4%	1%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018



DataDiggers proprietary panel	5,000
Total panel size with partners	25,000
Internet penetration	66.3%
Total population	96.5 million
Facebook users	50 million

Panel site: vnpanel.datadiggers-mr.com

Age	Panel	Census
16-24	63%	21%
25-34	33%	24%
35-44	2%	19%
45-54	1%	16%
55+	0.3%	19%

Gender	Panel	Census
Males	61%	49%
Females	39%	51%

Region	Panel	Census
Northwest	4%	5%
Northeast	10%	9%
Red River Delta	20%	22%
North Central	12%	11%
South Central Coast	11%	10%
Central Highlands	4%	6%
Southeast	20%	18%
Mekong River Delta	17%	19%

Sources:

- Age and gender data: U.S. Census Bureau, 2018
- Region: Wikipedia.org, 2018
- Internet penetration, population and number of Facebook users: www.internetworldstats.com, 2018

Whether you need a proposal or some insights on your project please use the below contact details. Thank you!

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