



# Panel Book

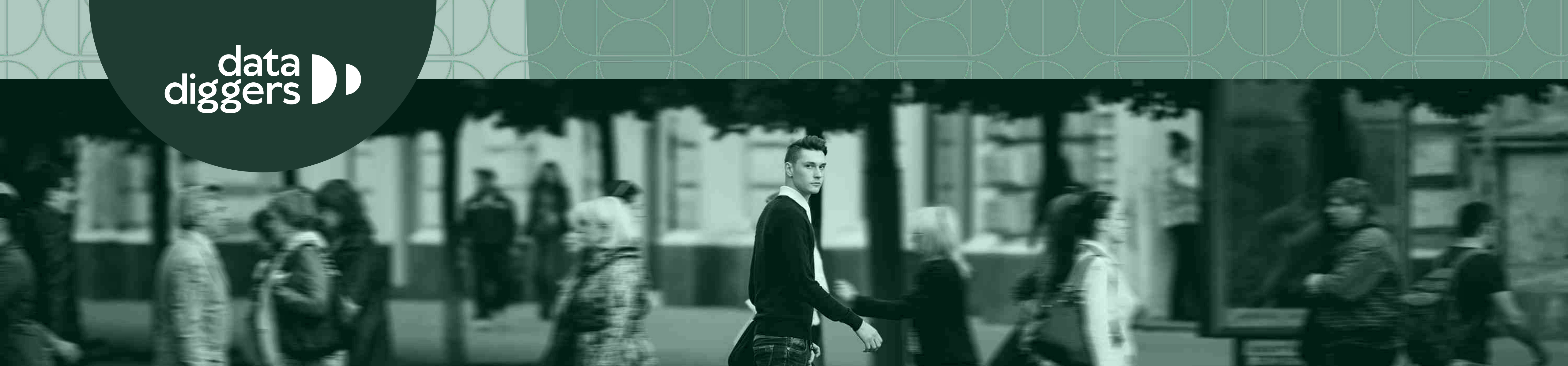


# NICE TO MEET YOU!

At DataDiggers, we help organizations unlock their potential by delivering seamless access to real, actionable insights from people around the world.

As a technology-driven market research agency, we provide comprehensive global data collection solutions that inform strategic decisions, accelerate business growth, and optimize performance.



The background of the top half of the page is a blurred, black and white photograph of a busy city street. Pedestrians are walking in various directions, and the background is out of focus, creating a sense of motion and urban activity.

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## ONLINE PANELS

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## PANEL COVERAGE

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With a decade of expertise in quantitative and qualitative market research, DataDiggers delivers end-to-end solutions designed to fuel growth with high-quality, timely insights.

## Our core capabilities include:

- Advanced online research methodologies.
- Mobile-optimized surveys.
- Incidence rate validation.
- In-depth interviews (online & phone).
- Product & concept testing.
- Multi-country fielding & local feasibility checks.
- Mixed-method & hybrid (online/offline) research.
- Online/offline focus groups.
- Tracking studies & brand health measurement.
- Client sample integration.
- CATI services.
- Online communities & digital/traditional diaries.

## Supporting services:

- Questionnaire design.
- Survey programming & hosting.
- Data processing & advanced statistical reporting.
- Insights delivery & storytelling.

We operate in 100+ countries with exceptional efficiency.

Our proprietary MyVoice online panels are rapidly expanding across Europe, MENA, Asia, Africa, and the Americas, ensuring continuous access to quality respondents.

We also offer high-precision coding and translation for both structured and open-ended data.

Operational teams in Romania, India, and Singapore enable us to manage multi-country projects across all time zones with agility, across sectors including financial services, consumer goods, telecom, energy, B2B, and pharma.

# — ABOUT US —

Looking for responsive,  
high-quality research you  
can trust?

Contact us or email  
[rfq@datadiggers-mr.com](mailto:rfq@datadiggers-mr.com)  
to get started.



# WHAT MAKES US DIFFERENT

-  24/7 global support for sales and project management.
-  Expert teams working across three continents.
-  Weekend fieldwork coverage — always complimentary.
-  Flexible survey launch & testing windows.
-  Full-service solutions across qualitative & quantitative research.
-  Actively maintained panels with daily incentive payouts.
-  Best-in-class programming, coding, and localization.
-  Free questionnaire localization included.
-  No minimum order values. No hidden setup fees.





Our proprietary MyVoice panels are built under strict industry standards. As active members of ESOMAR, Insights Association, and SORMA, we uphold top-tier performance, transparency, and ethics.

When additional local panels are required, we partner only with vendors that meet our rigorous quality criteria:

- Verified double opt-in membership.
- Transparent governance covering recruitment, incentives, and fraud control.
- Diverse recruitment sources.
- High recontact success rates.
- Readiness for emerging research modes (mobile-first, online qual, digital diaries).
- Local expertise for questionnaire localization.

We never use purchased databases, email lists, river sampling, or social media intercepts — practices that fail our data quality and fraud prevention standards.

# QUALITY IN EXECUTION



Every survey and sample we deliver is safeguarded by:

- Multi-layered fraud detection.
- Real-time panel validation.
- Rigorous logic checks.

The result: data you can trust — accurate, reliable, and ready to act on.





When precision matters, we never compromise targeting. All MyVoice panel members are deeply profiled with 70+ demographic, behavioral, and lifestyle attributes.

## Key profiling standards include:

- Multi-layered fraud detection.
- Real-time panel validation.
- Rigorous logic checks.

Over 90% of our panelists provide rich, up-to-date information on employment, technology usage, automotive ownership, and more — ensuring you reach exactly the audience you need.

# PANEL SIZES

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

## EUROPE

|                                                                                                  |       |                                                                                                      |       |
|--------------------------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------------------------------|-------|
|  Belgium        | 12300 |  Norway           | 12700 |
|  Czech Republic | 43000 |  Poland           | 52000 |
|  France         | 27000 |  Portugal         | 42500 |
|  Germany        | 17500 |  Romania          | 93000 |
|  Greece         | 47000 |  Spain            | 18500 |
|  Hungary      | 37400 |  Sweden         | 14700 |
|  Italy        | 35000 |  Switzerland    | 11000 |
|  Rep. Moldova | 18600 |  Turkey         | 62000 |
|  Netherlands  | 15600 |  United Kingdom | 40000 |

## MIDDLE EAST

|                                                                                                          |       |
|----------------------------------------------------------------------------------------------------------|-------|
|  United Arab Emirates | 32000 |
|----------------------------------------------------------------------------------------------------------|-------|

## AMERICAS

|                                                                                              |        |
|----------------------------------------------------------------------------------------------|--------|
|  Canada | 46000  |
|  Chile  | 45000  |
|  USA    | 115000 |

## AFRICA

|                                                                                                  |       |
|--------------------------------------------------------------------------------------------------|-------|
|  Kenya        | 46000 |
|  Nigeria      | 47000 |
|  South Africa | 72000 |

## ASIA-PACIFIC

|                                                                                                   |       |
|---------------------------------------------------------------------------------------------------|-------|
|  Hong Kong   | 4500  |
|  India       | 83000 |
|  Philippines | 48000 |
|  Singapore   | 7600  |
|  Thailand    | 42000 |

# PANEL SIZES

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

## EUROPE

|                                                                                     |          |       |
|-------------------------------------------------------------------------------------|----------|-------|
|    | Austria  | 8600  |
|    | Bulgaria | 13850 |
|    | Croatia  | 11200 |
|    | Denmark  | 12100 |
|   | Estonia  | 3400  |
|  | Finland  | 4200  |
|  | Ireland  | 5000  |

## MIDDLE EAST

|                                                                                     |              |      |
|-------------------------------------------------------------------------------------|--------------|------|
|  | Israel       | 5800 |
|  | Lebanon      | 5500 |
|  | Qatar        | 5200 |
|  | Saudi Arabia | 7900 |

|                                                                                       |           |       |
|---------------------------------------------------------------------------------------|-----------|-------|
|    | Latvia    | 4500  |
|    | Lithuania | 4700  |
|    | Serbia    | 21000 |
|    | Slovakia  | 23500 |
|   | Slovenia  | 6000  |
|  | Ukraine   | 7800  |

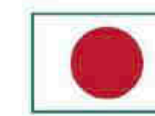
## AMERICAS

|                                                                                       |           |       |
|---------------------------------------------------------------------------------------|-----------|-------|
|  | Argentina | 8345  |
|  | Brazil    | 12400 |
|  | Colombia  | 14500 |
|  | Mexico    | 14300 |
|  | Peru      | 28000 |

## AFRICA

|                                                                                     |         |       |
|-------------------------------------------------------------------------------------|---------|-------|
|  | Egypt   | 9500  |
|  | Ghana   | 11000 |
|  | Morocco | 7500  |

## ASIA-PACIFIC

|                                                                                       |             |       |
|---------------------------------------------------------------------------------------|-------------|-------|
|  | Australia   | 7200  |
|  | China       | 16250 |
|  | Indonesia   | 38500 |
|  | Japan       | 7600  |
|  | Malaysia    | 9500  |
|  | New Zealand | 5500  |
|  | Pakistan    | 15800 |
|  | South Korea | 13900 |
|  | Taiwan      | 13800 |
|  | Vietnam     | 18300 |

# PANEL SIZES

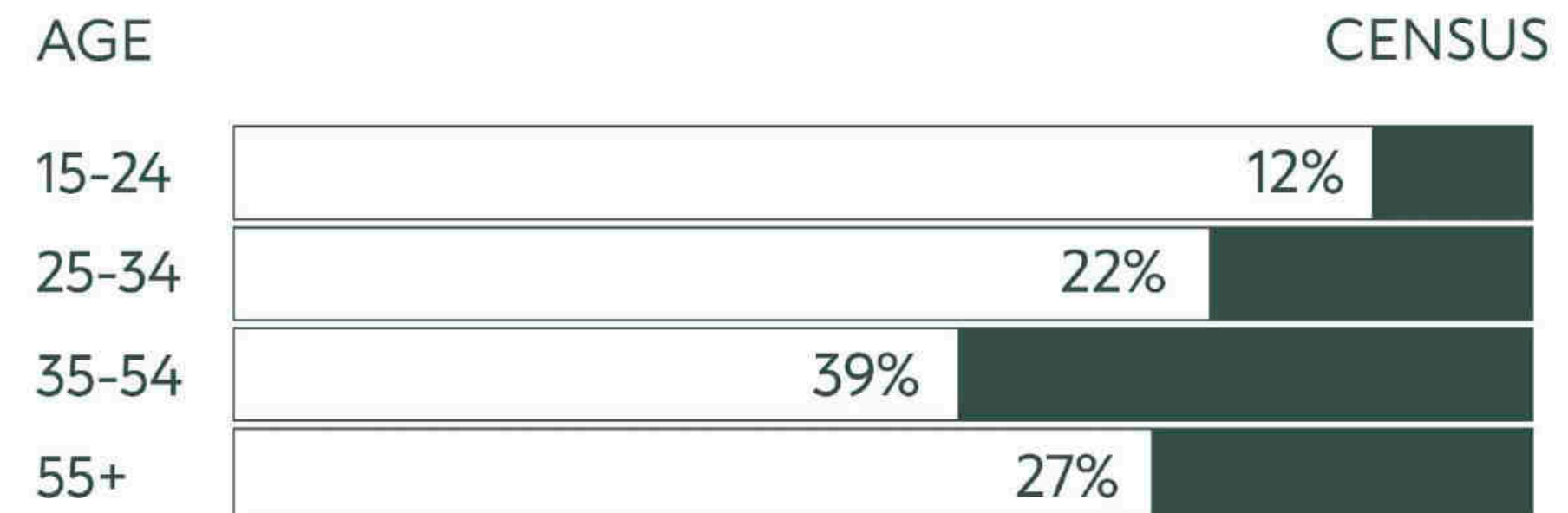
## BELGIUM | EUROPE

Panel Size: 12300

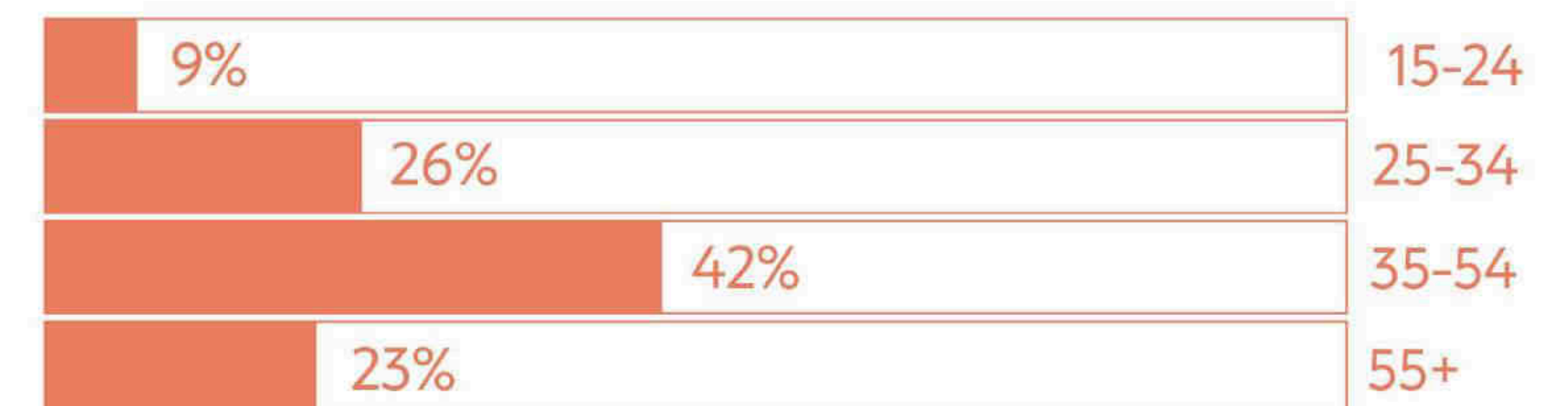
Population: 11,7 millions



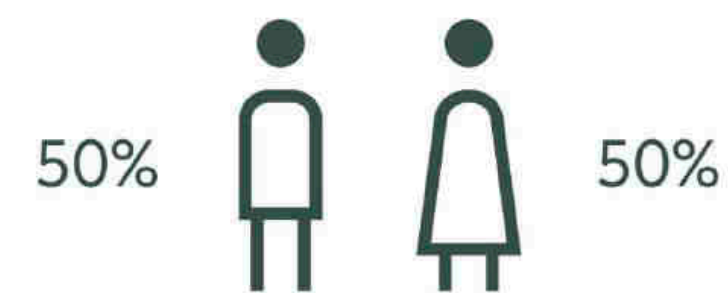
### AGE



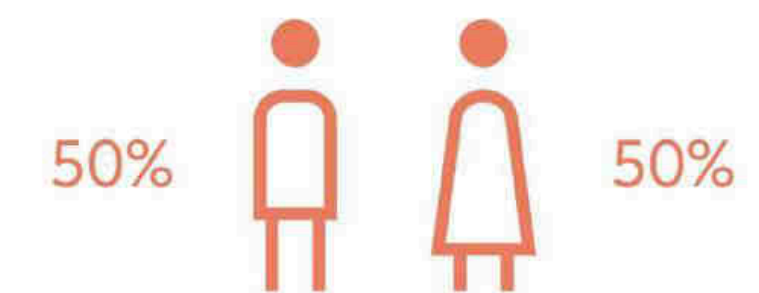
### PANEL



### GENDER



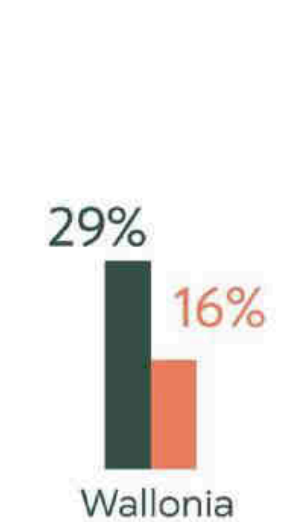
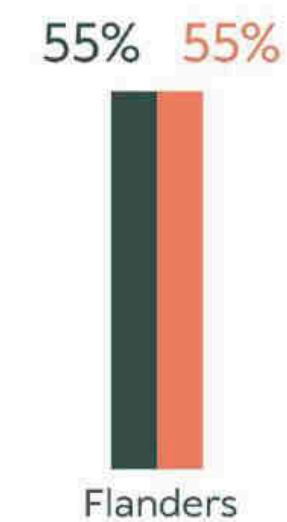
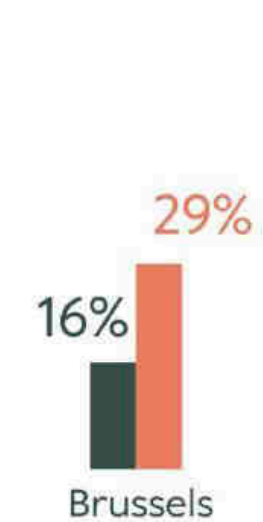
### PANEL



### REGION

### CENSUS

### PANEL



# PANEL SIZES

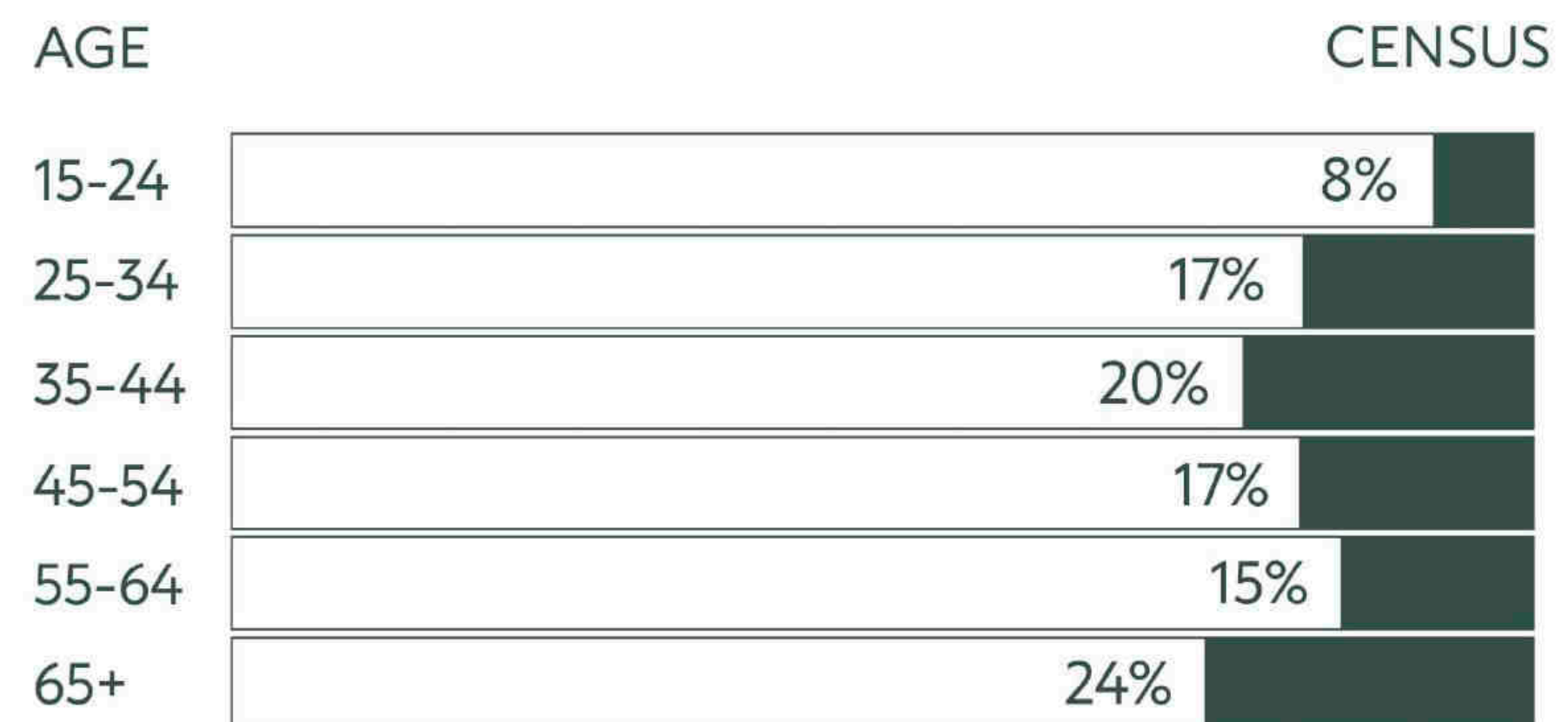
## CZECH REPUBLIC | EUROPE

Panel Size: 43000

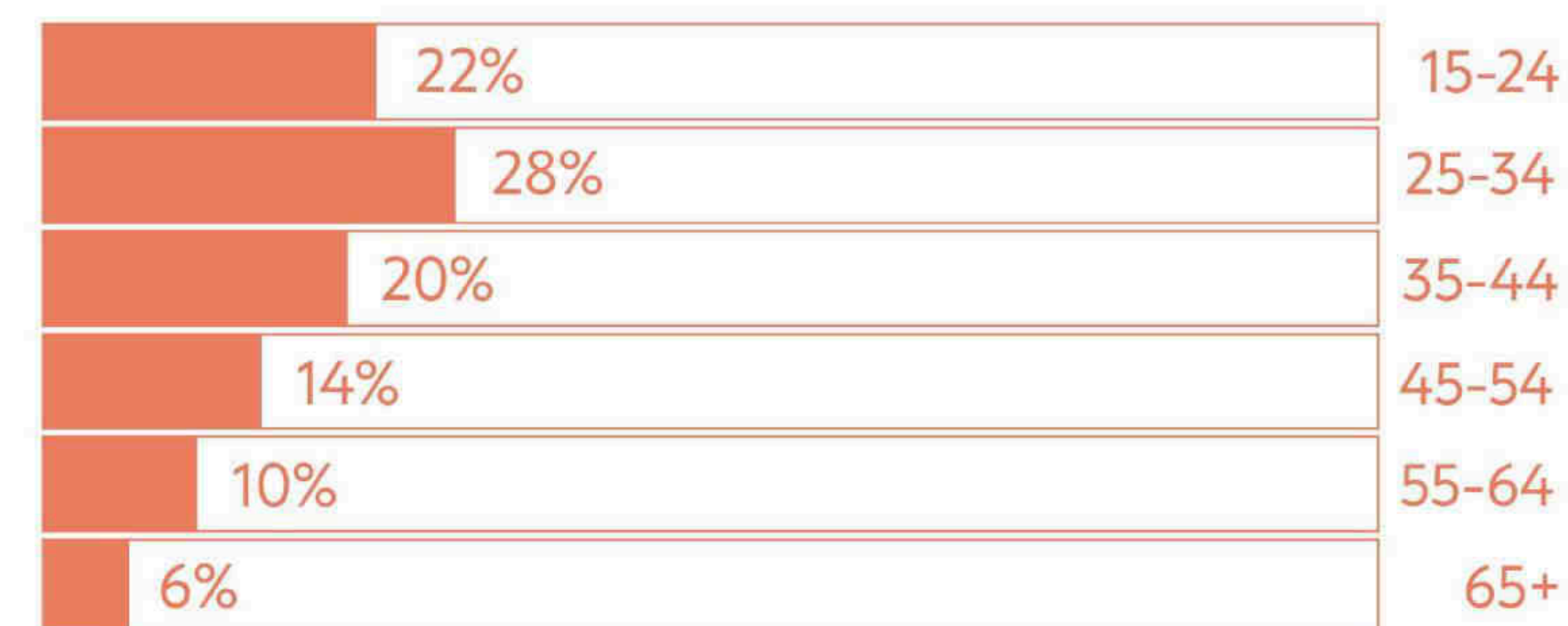
Population: 10,7 millions



### AGE



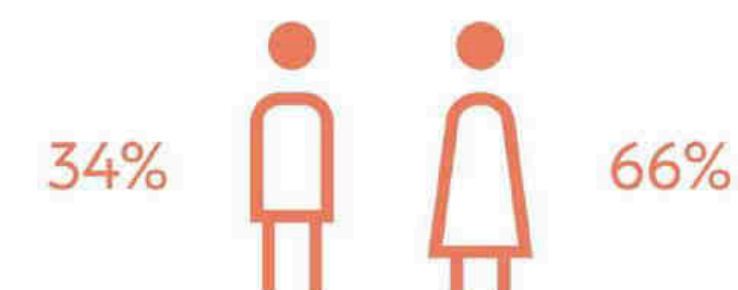
### PANEL



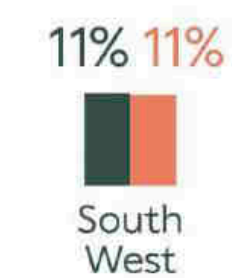
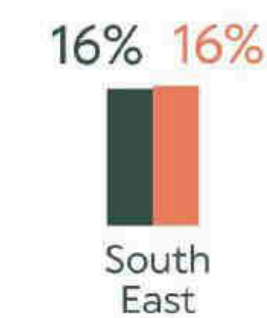
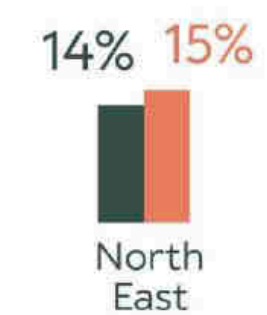
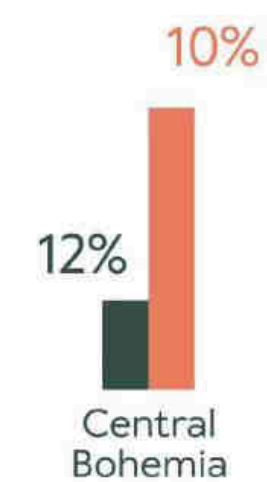
### GENDER



### PANEL



### REGION

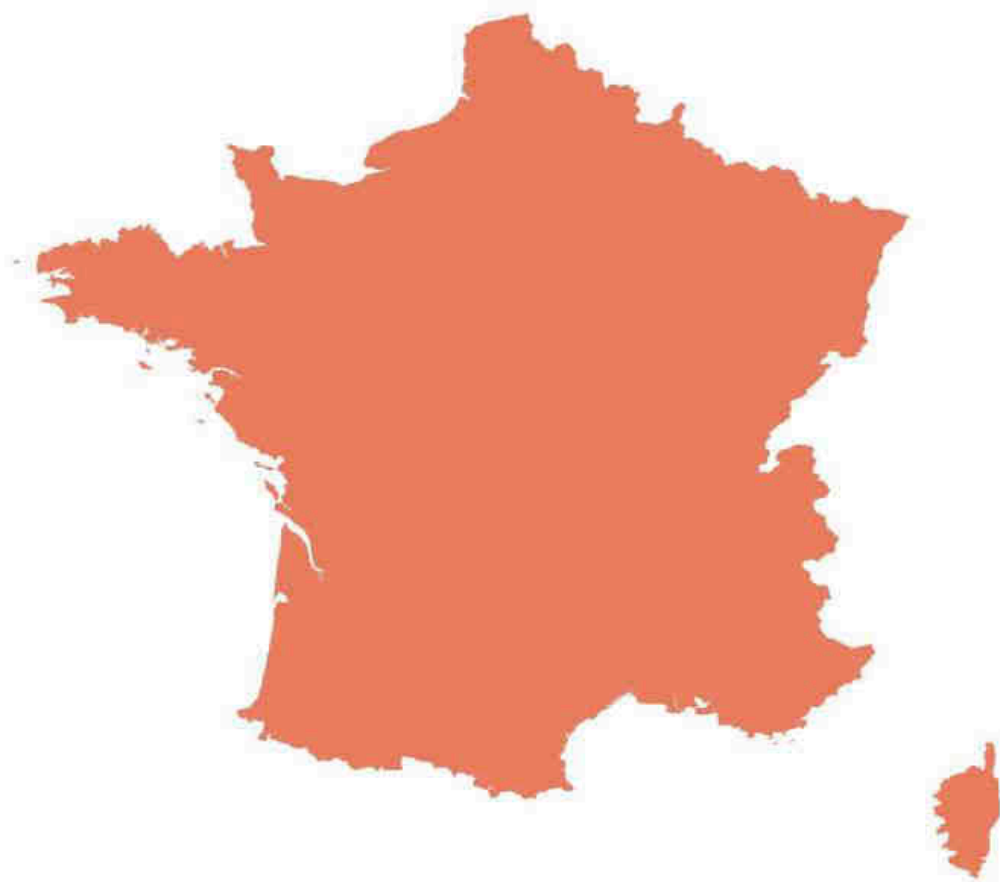


# PANEL SIZES

## FRANCE | EUROPE

Panel Size: 27000

Population: 65,6 millions



### AGE

15-24

12%

### CENSUS

### PANEL

25-34

19%

35-54

36%

55+

33%

10%

15-24

28%

25-34

39%

35-54

23%

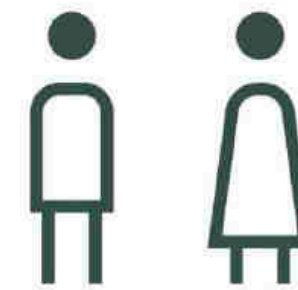
55+

### GENDER

### CENSUS

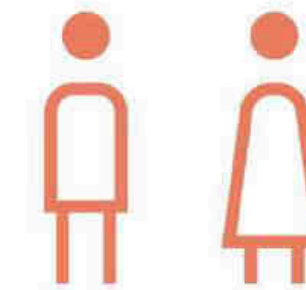
### PANEL

48%



52%

51%

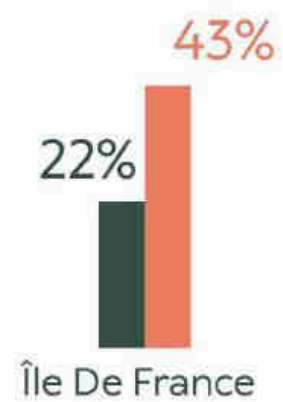


49%

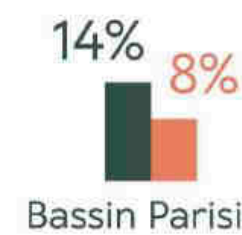
### REGION

### CENSUS

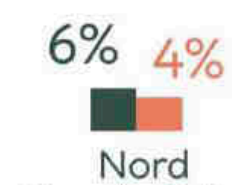
### PANEL



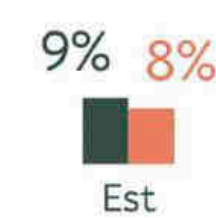
Île De France



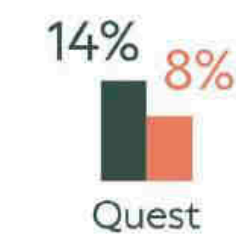
Bassin Parisien



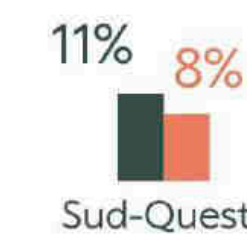
Nord  
Pas-de-Calais



Est



Quest



Sud-Quest



Centre-Est



Méditerranée

# PANEL SIZES

## GERMANY | EUROPE

Panel Size: 17500

Population: 84,4 millions



### AGE

15-24

### CENSUS

12%

### PANEL

9%

15-24

25-34

21%

27%

25-34

35-54

39%

41%

35-54

55+

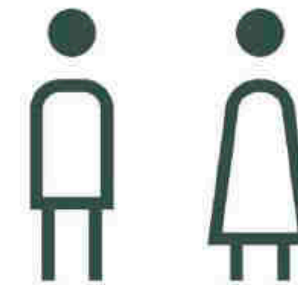
28%

23%

55+

### GENDER

51%

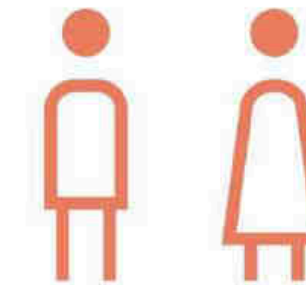


49%

### CENSUS

### PANEL

49%

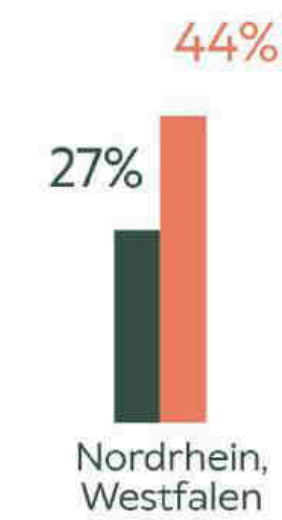
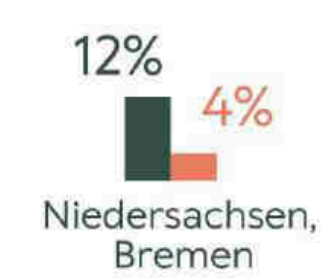
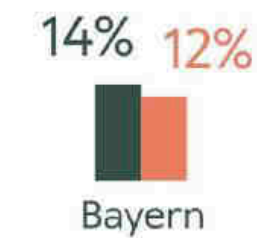


51%

### REGION

### CENSUS

### PANEL



# PANEL SIZES

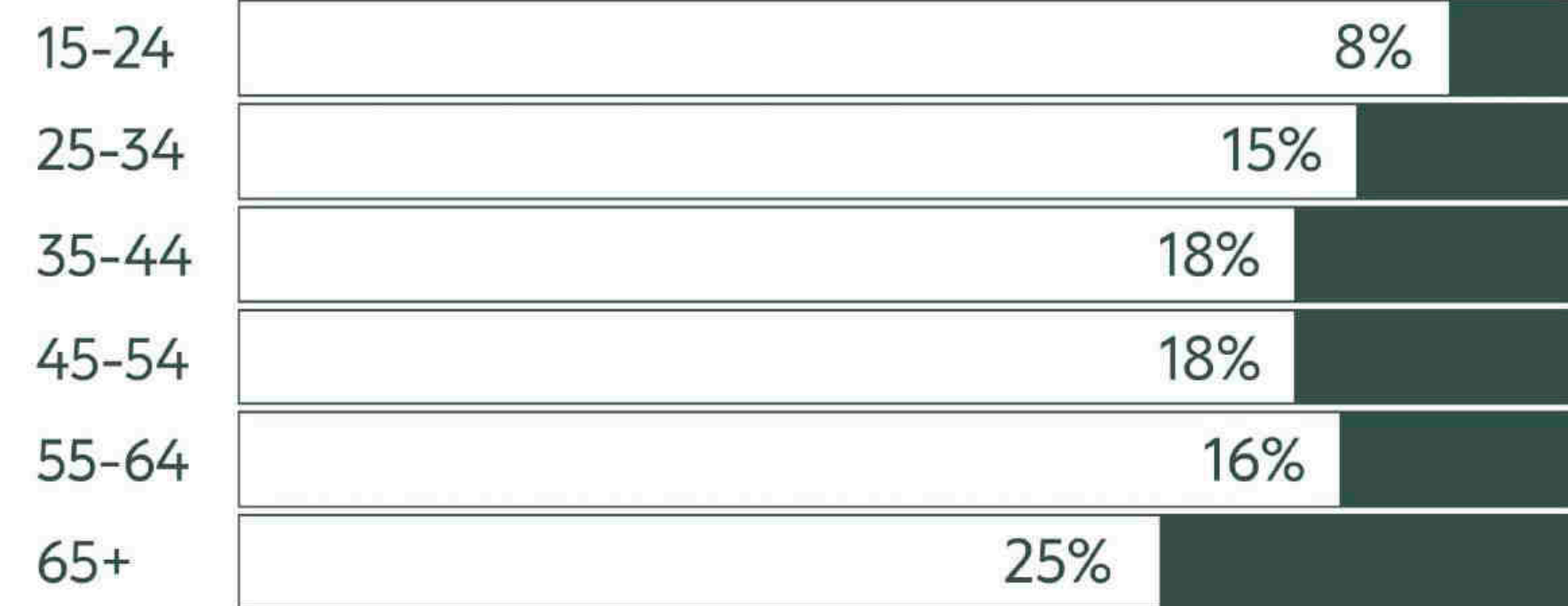
## GREECE | EUROPE

Panel Size: 47000

Population: 10,3 millions



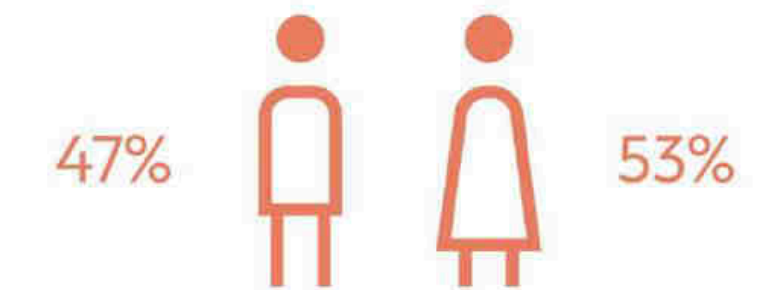
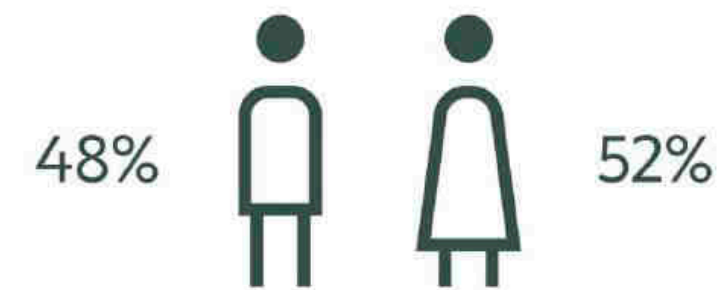
### AGE



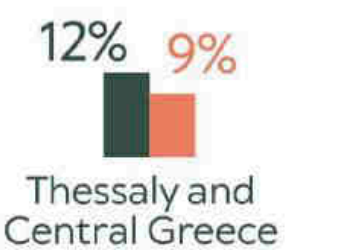
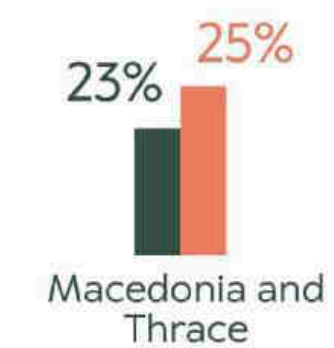
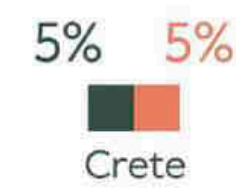
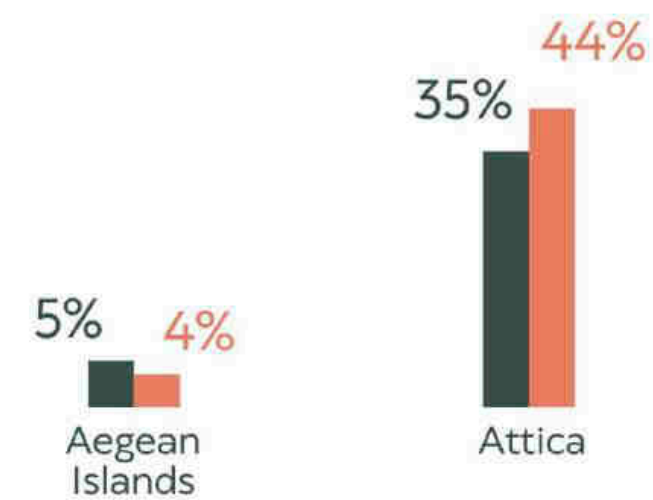
### PANEL



### GENDER



### REGION

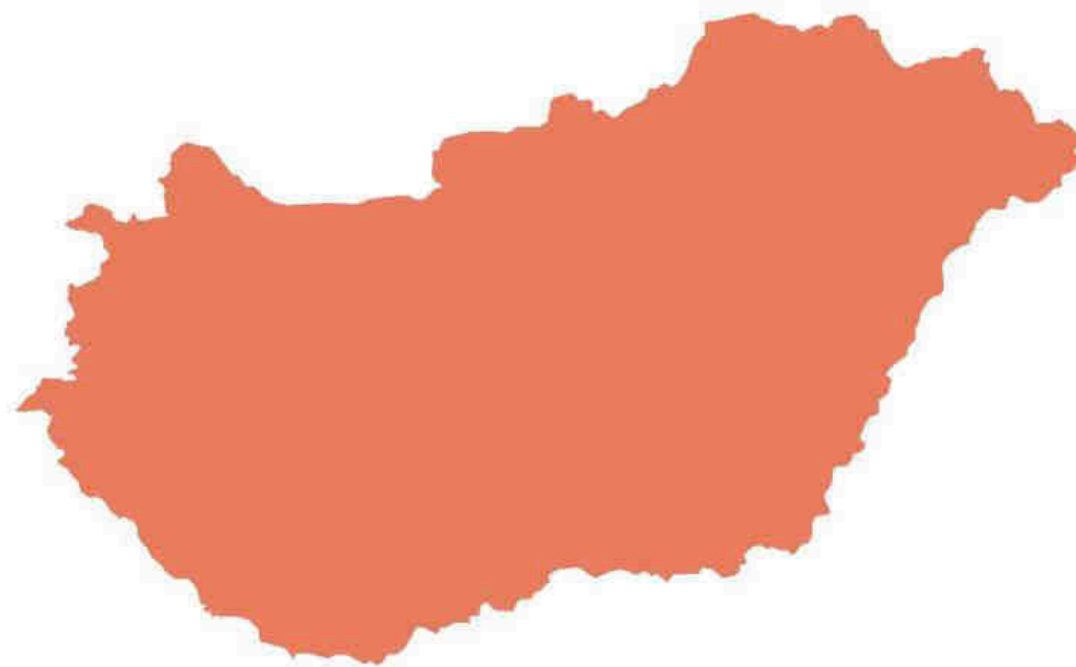


# PANEL SIZES

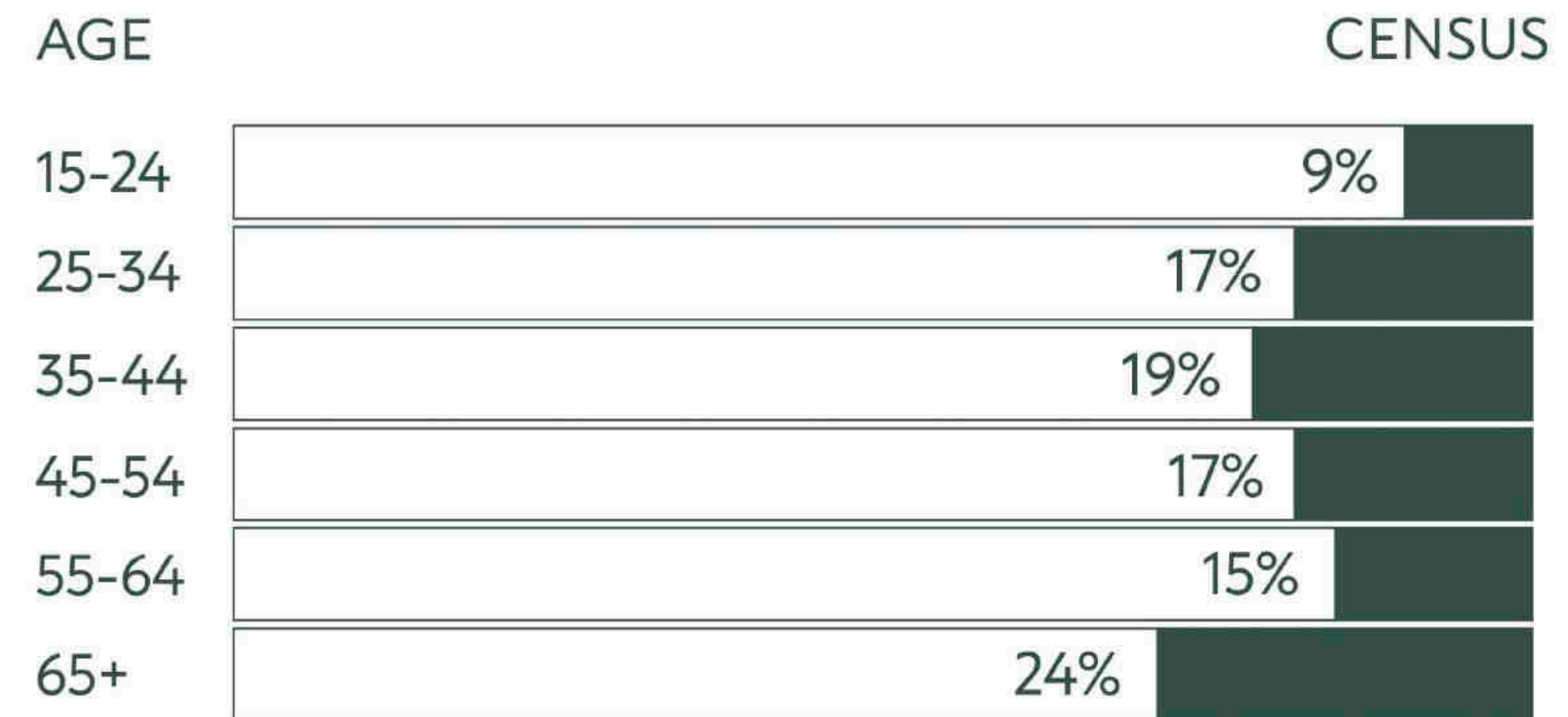
## HUNGARY | EUROPE

Panel Size: 37400

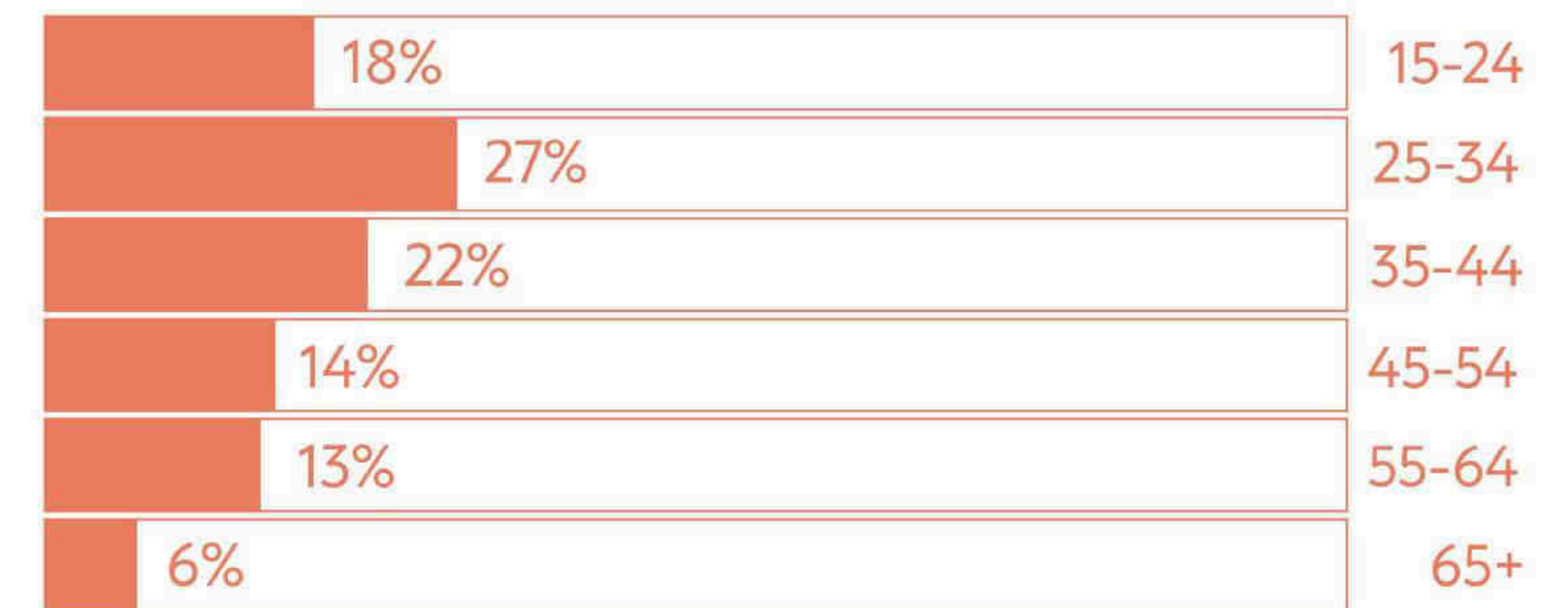
Population: 9,6 millions



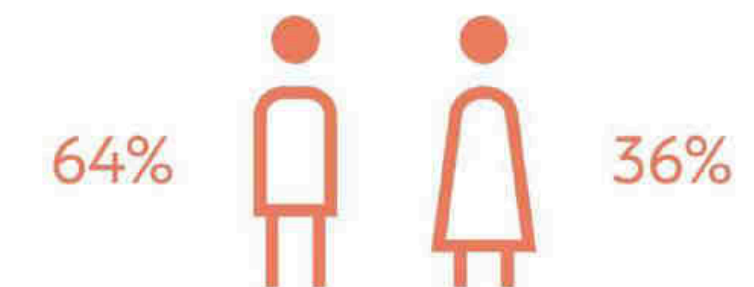
### AGE



### PANEL

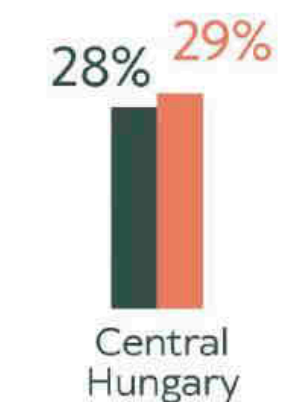
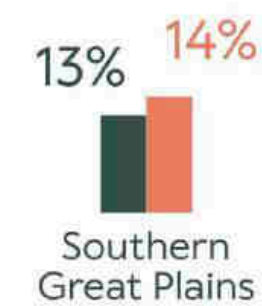


### GENDER



### REGION

### CENSUS PANEL



# PANEL SIZES

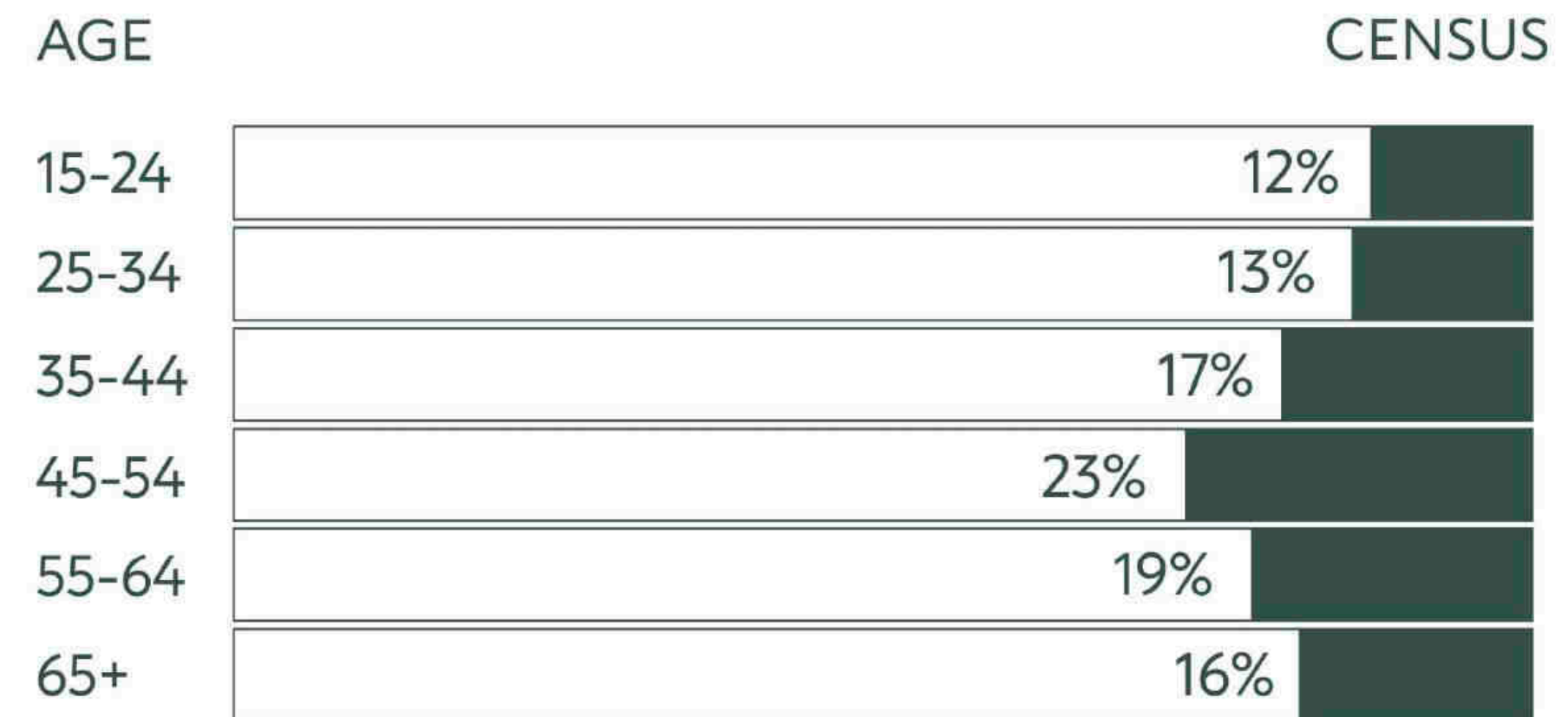
## ITALY | EUROPE

Panel Size: 35000

Population: 60,2 millions



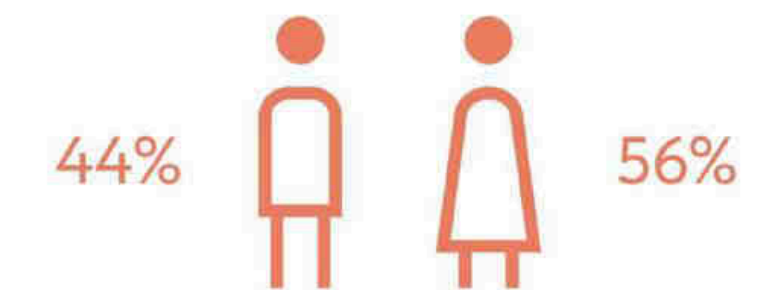
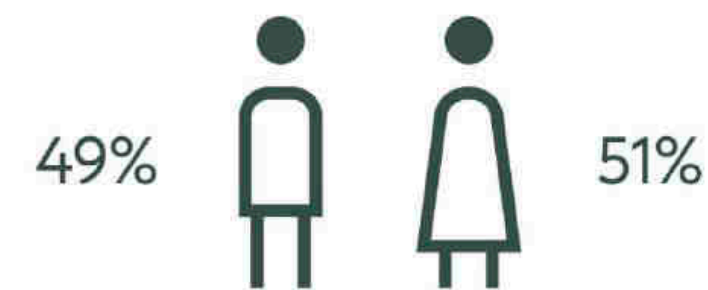
### AGE



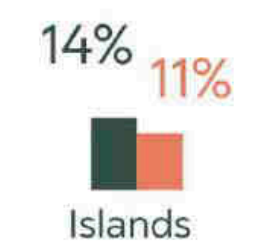
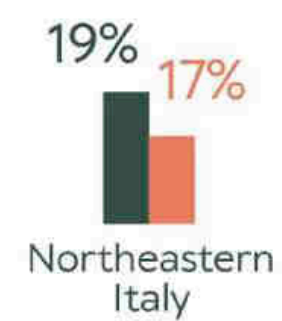
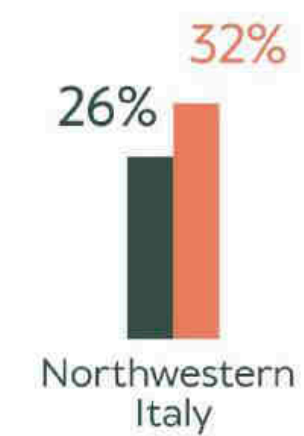
### PANEL



### GENDER



### REGION



# PANEL SIZES

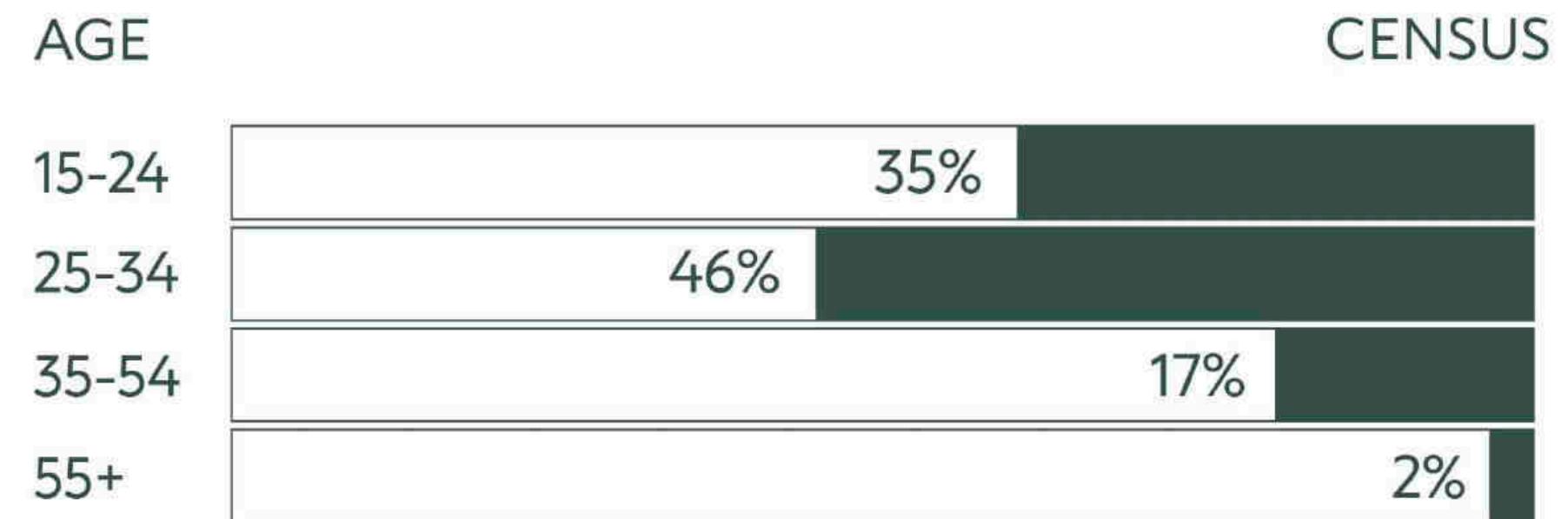
## REPUBLIC OF MOLDOVA | EUROPE

Panel Size: 18600

Population: 4 millions



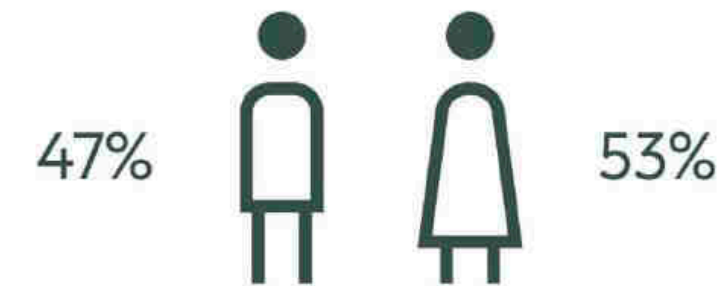
### AGE



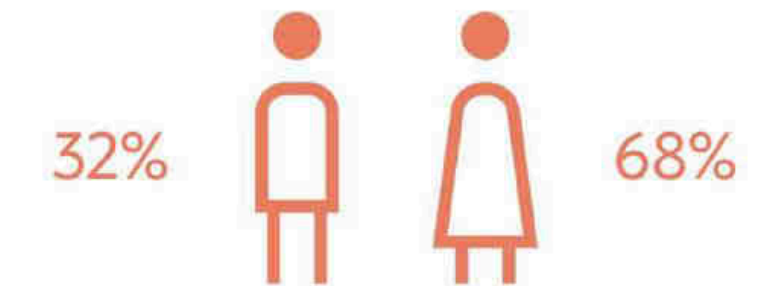
### PANEL



### GENDER



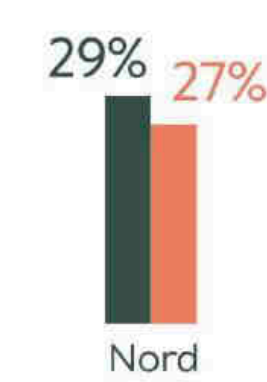
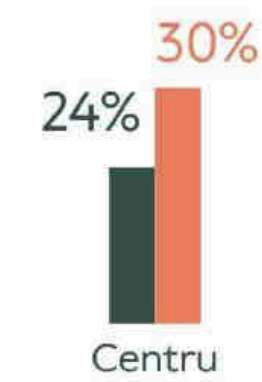
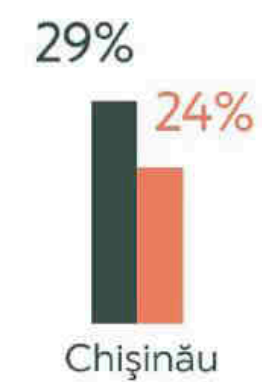
### PANEL



### REGION

### CENSUS

### PANEL



# PANEL SIZES

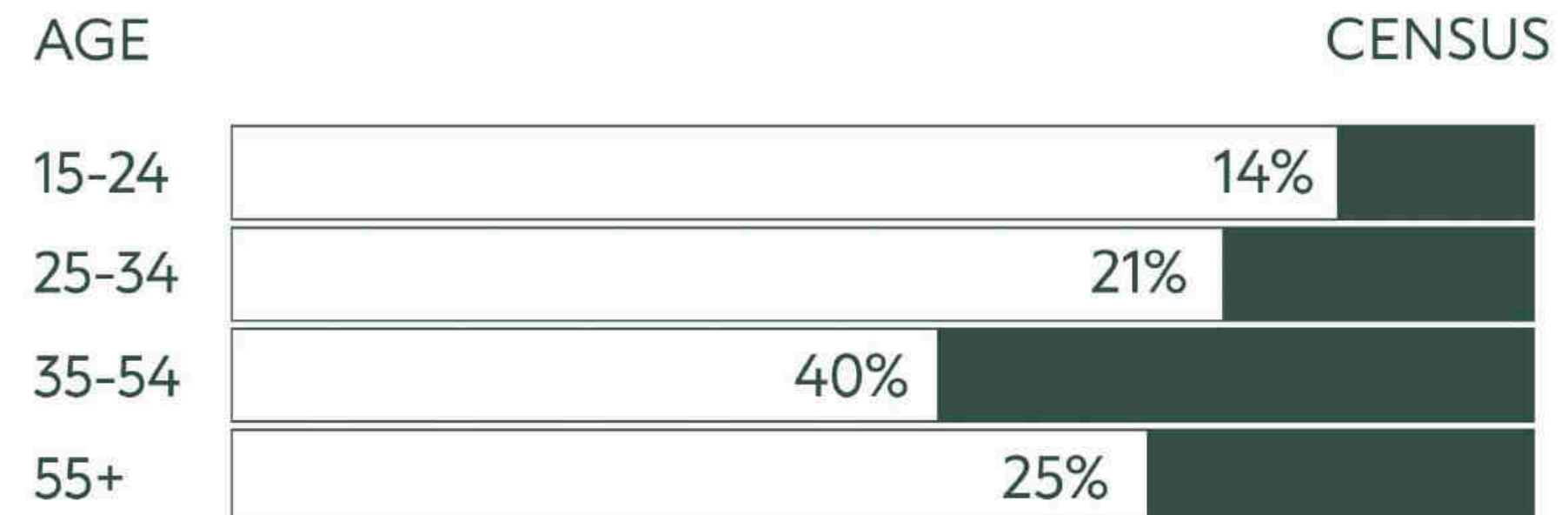
## NETHERLANDS | EUROPE

Panel Size: 15600

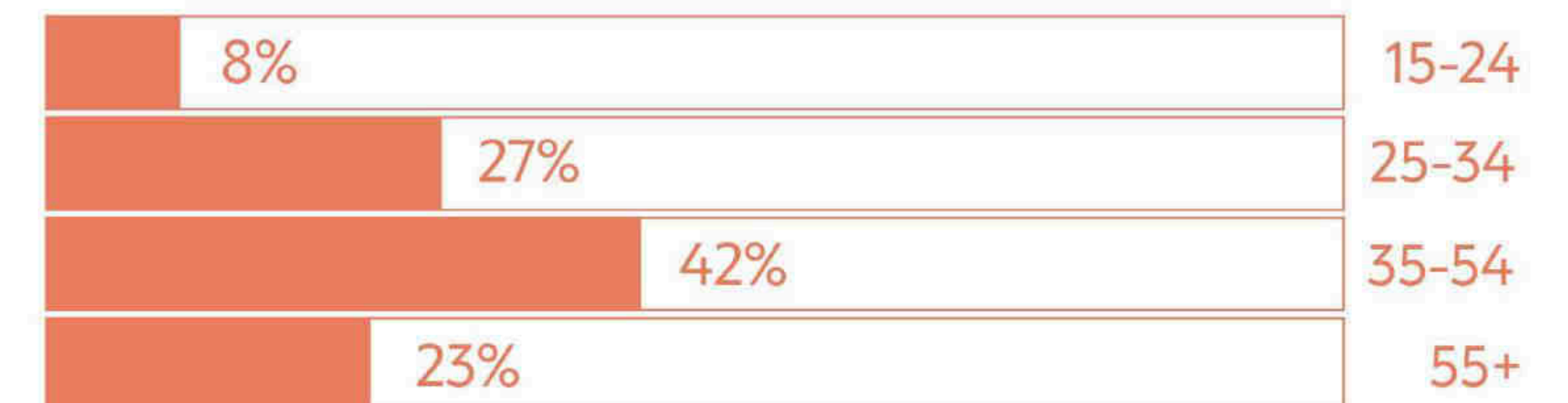
Population: 17,2 millions



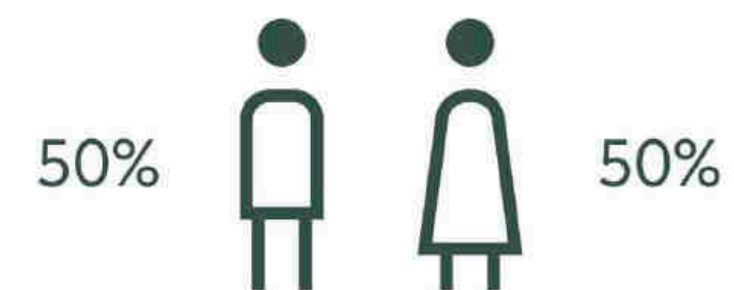
### AGE



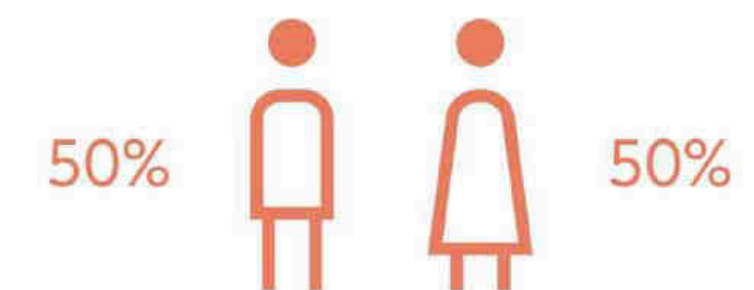
### PANEL



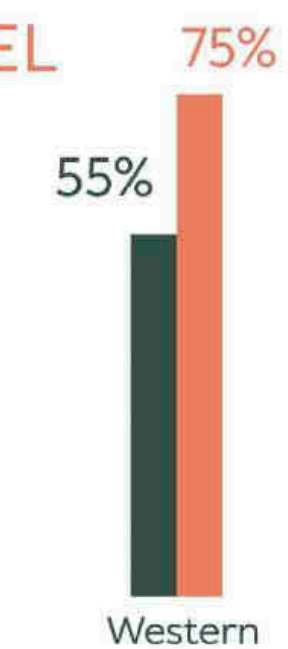
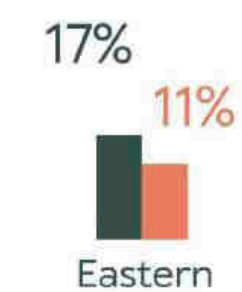
### GENDER



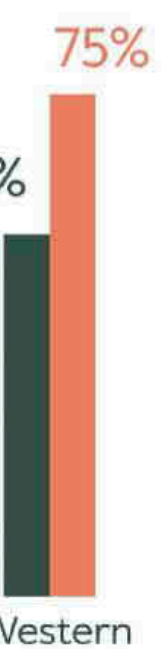
### PANEL



### REGION



### PANEL



# PANEL SIZES

## NORWAY | EUROPE

Panel Size: 12700

Population: 5,5 millions



### AGE

15-24

13%

25-34

23%

35-54

37%

55+

27%

### CENSUS

### PANEL

9%

15-24

27%

25-34

41%

35-54

23%

55+

### GENDER

### CENSUS

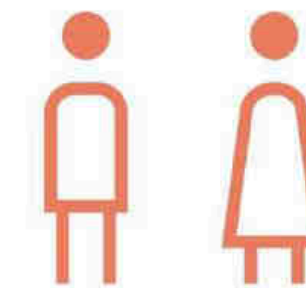
### PANEL

50%



50%

50%



50%

### REGION

### CENSUS

### PANEL

31%



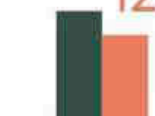
Oslo Og Akershus

6% 2%



Hedmark Og Oppland

16% 12%



Sør-Østlandet

14% 13%



Agder Og Rogaland

15% 8%



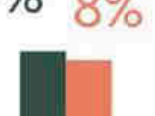
Vestlandet

9% 8%



Trøndelag

9% 8%



Nord-Norge

# PANEL SIZES

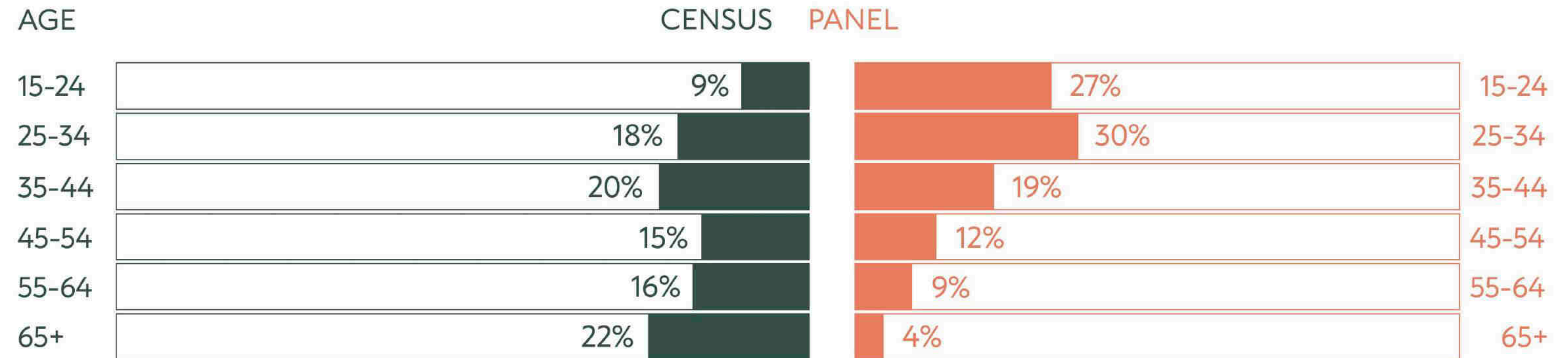
## POLAND | EUROPE

Panel Size: 52000

Population: 37,7 millions



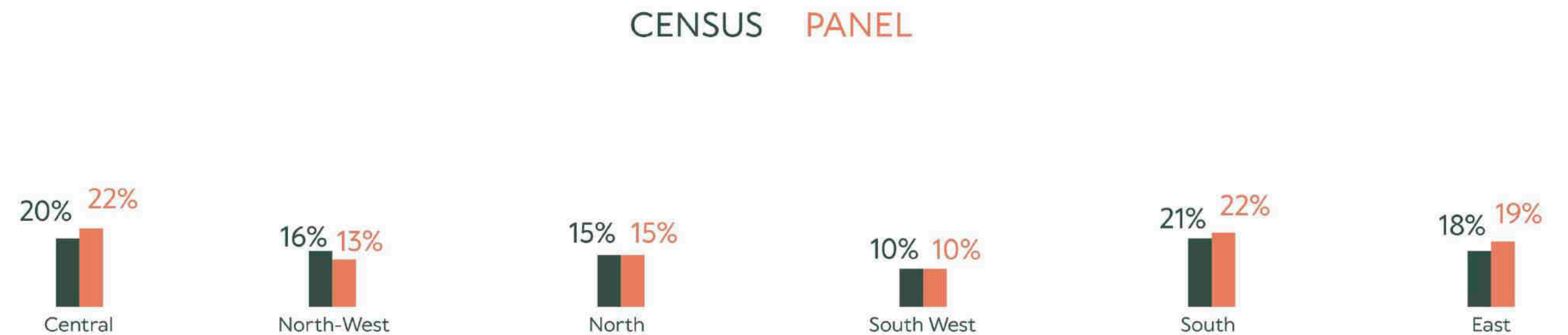
### AGE



### GENDER



### REGION

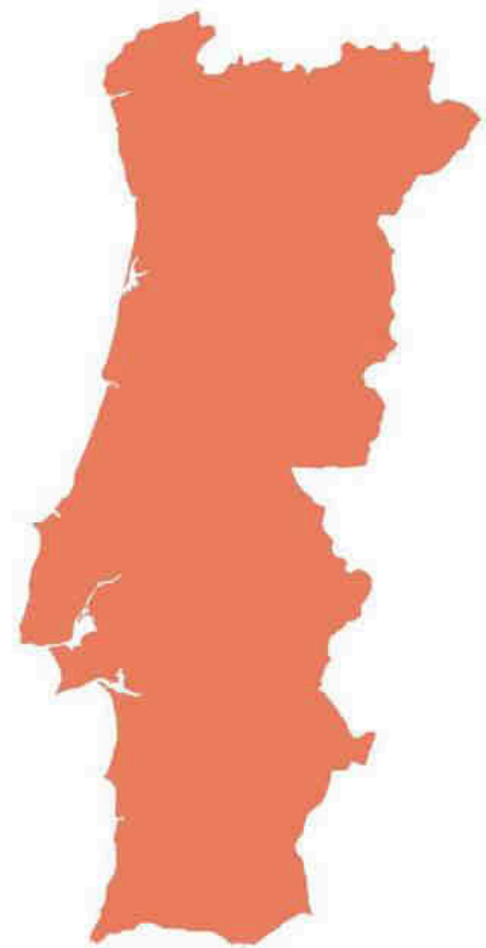


# PANEL SIZES

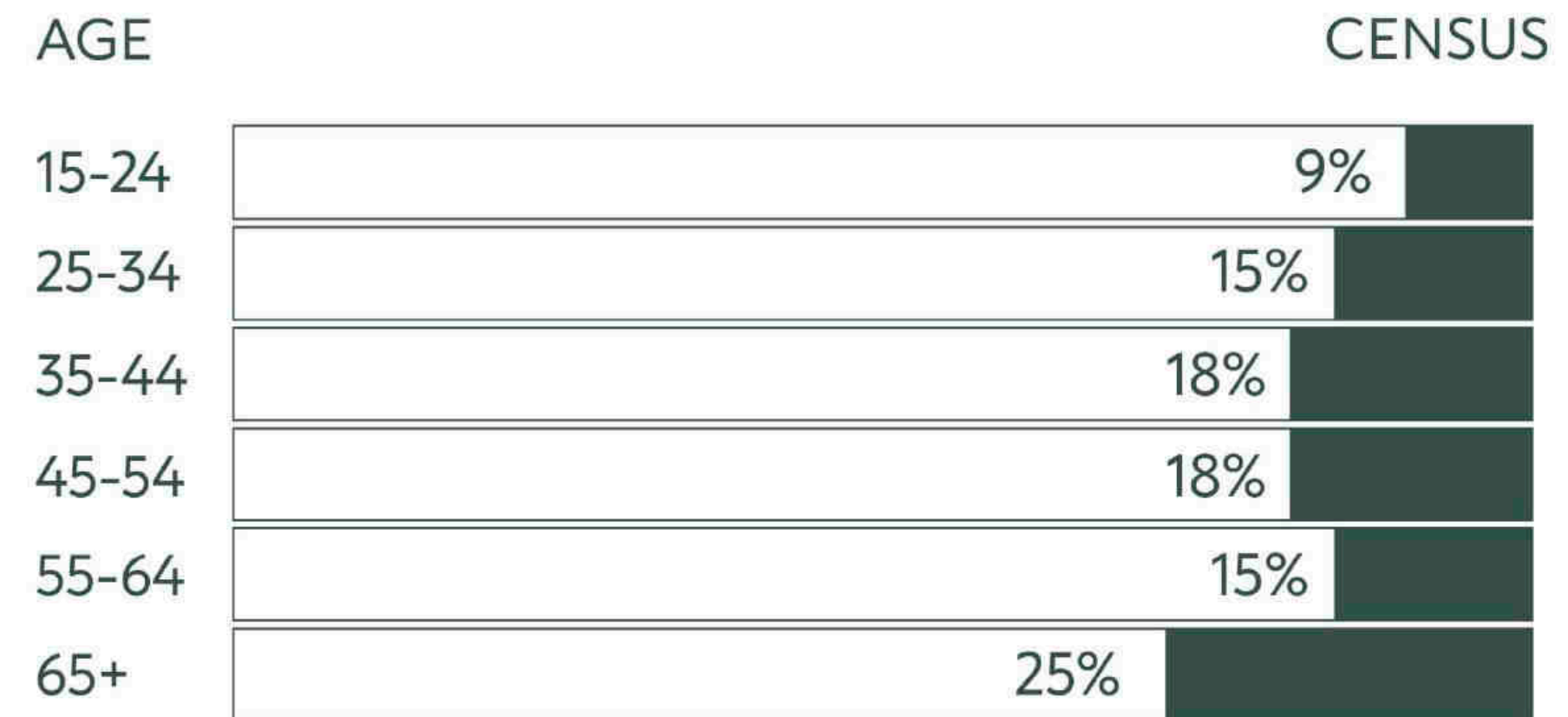
## PORTUGAL | EUROPE

Panel Size: 42500

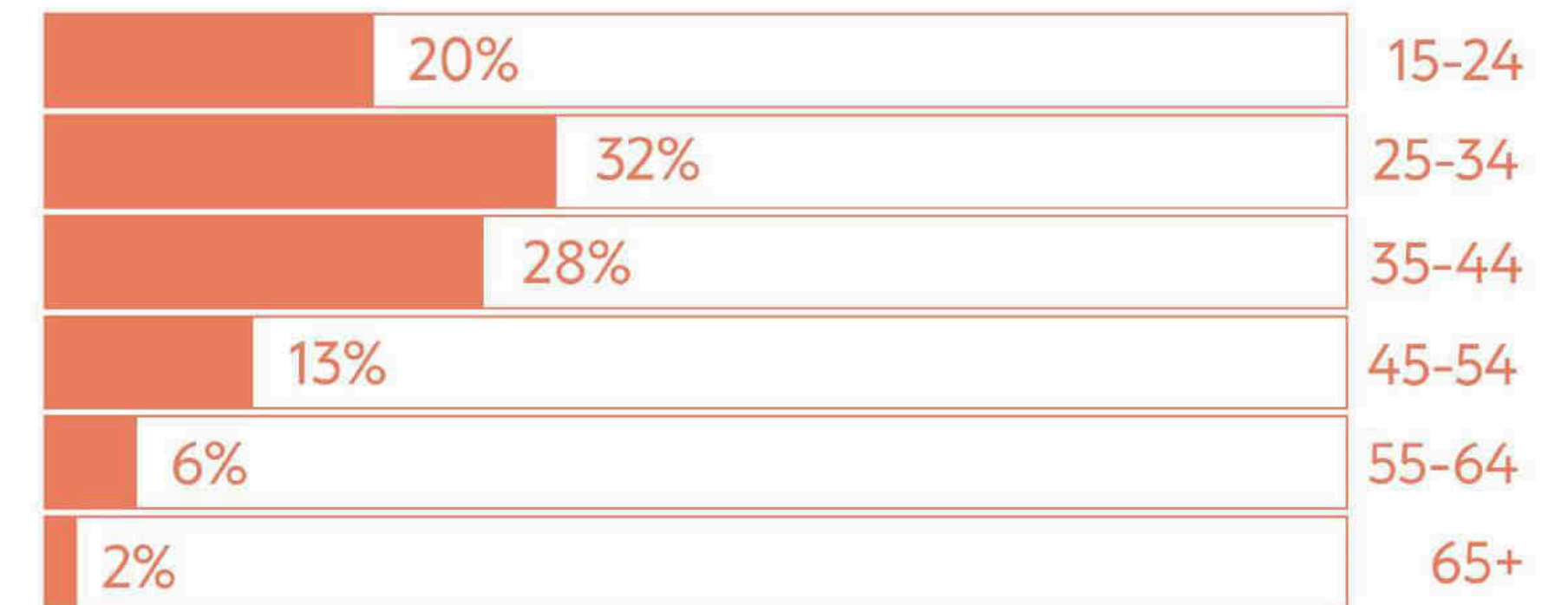
Population: 10,1 millions



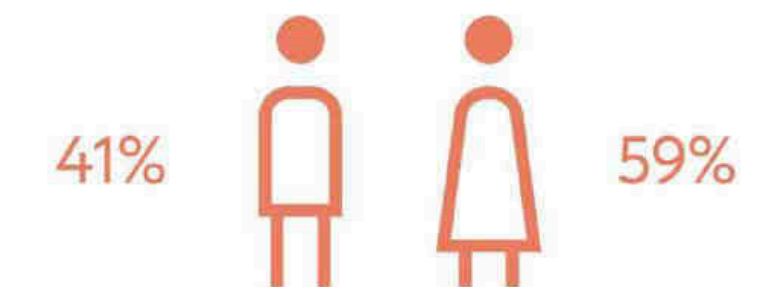
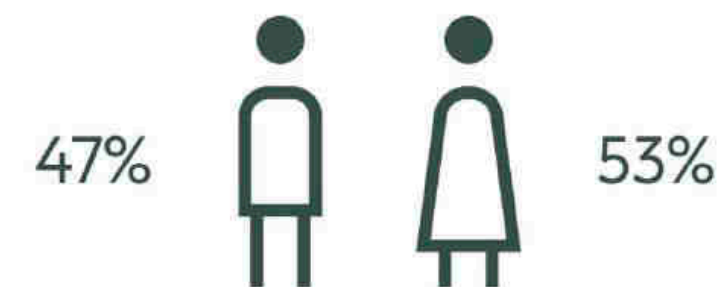
### AGE



### PANEL

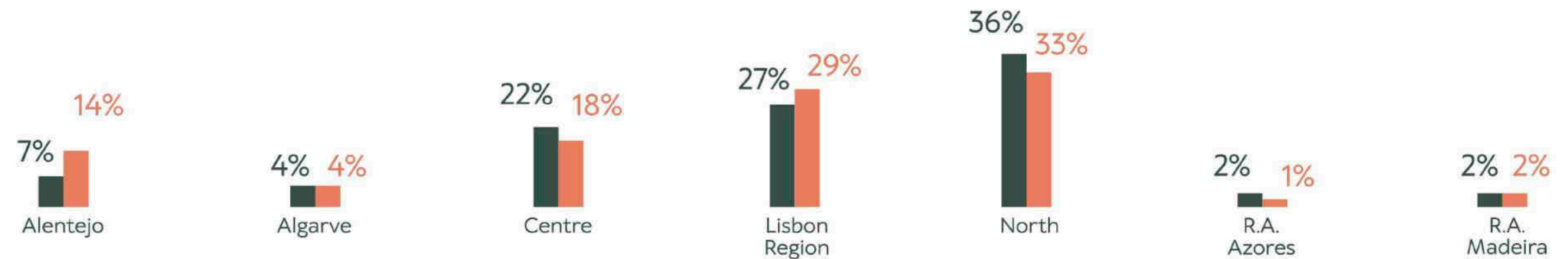


### GENDER



### REGION

### CENSUS PANEL

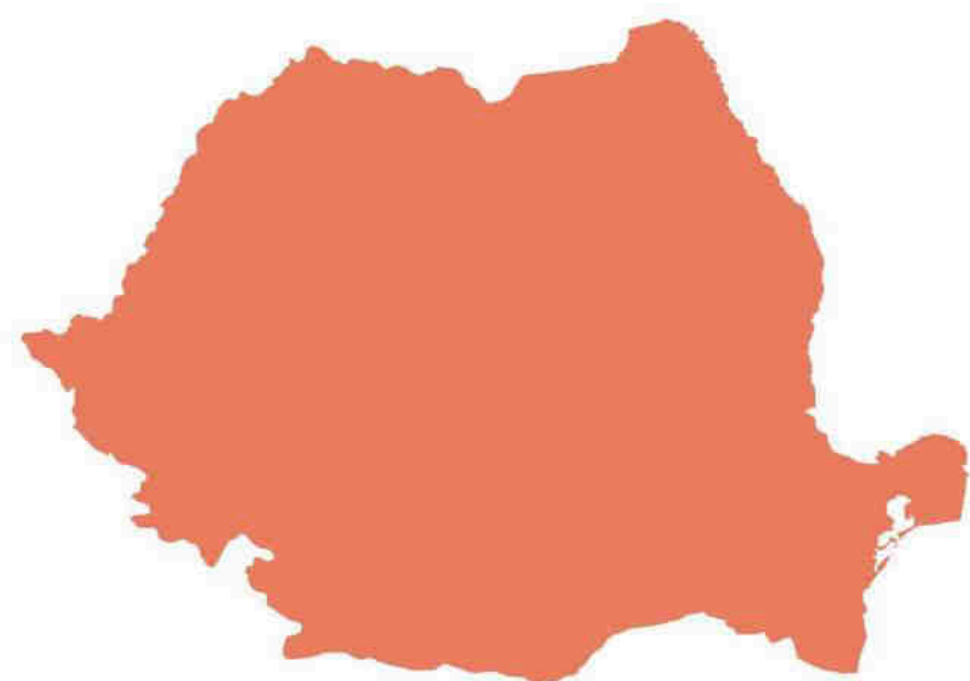


# PANEL SIZES

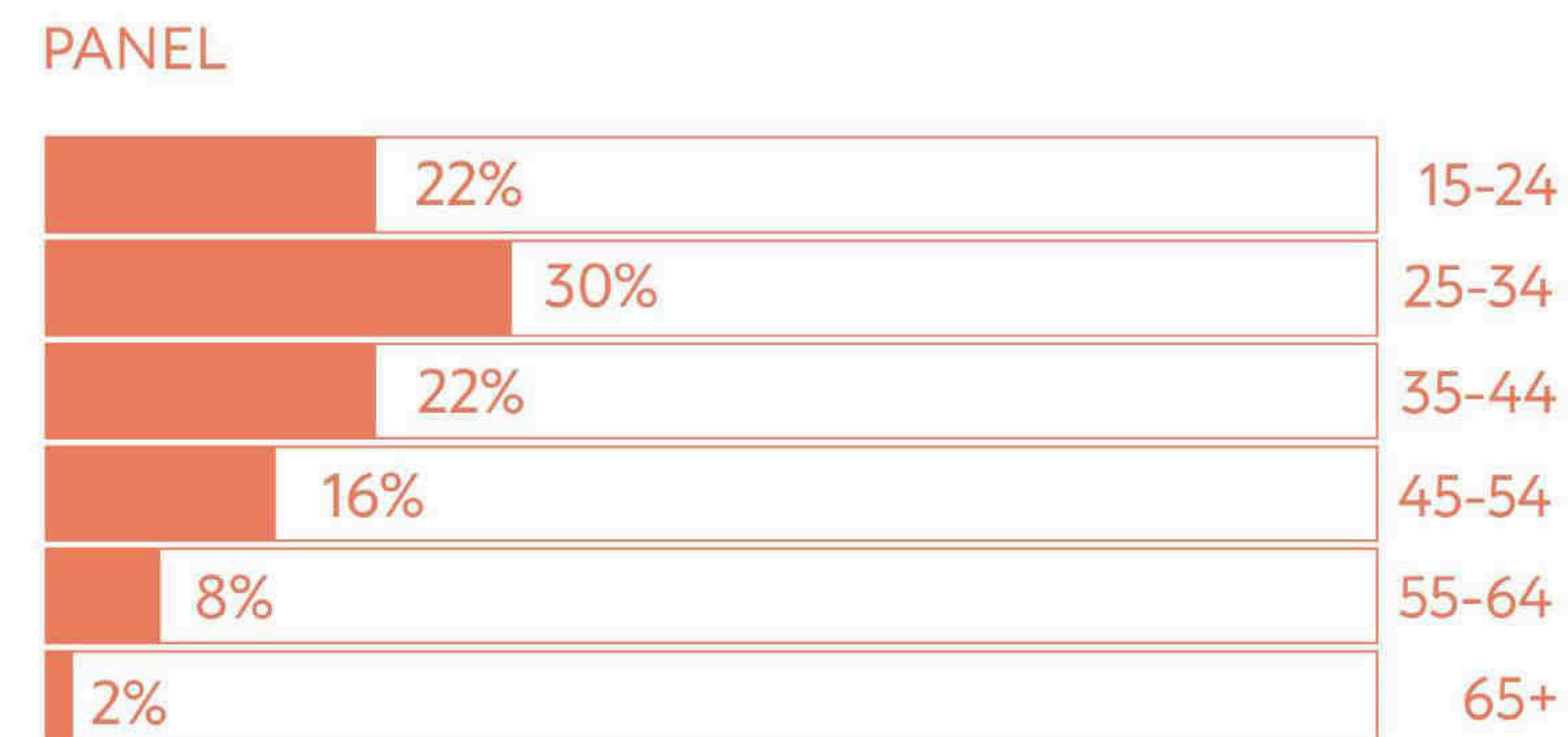
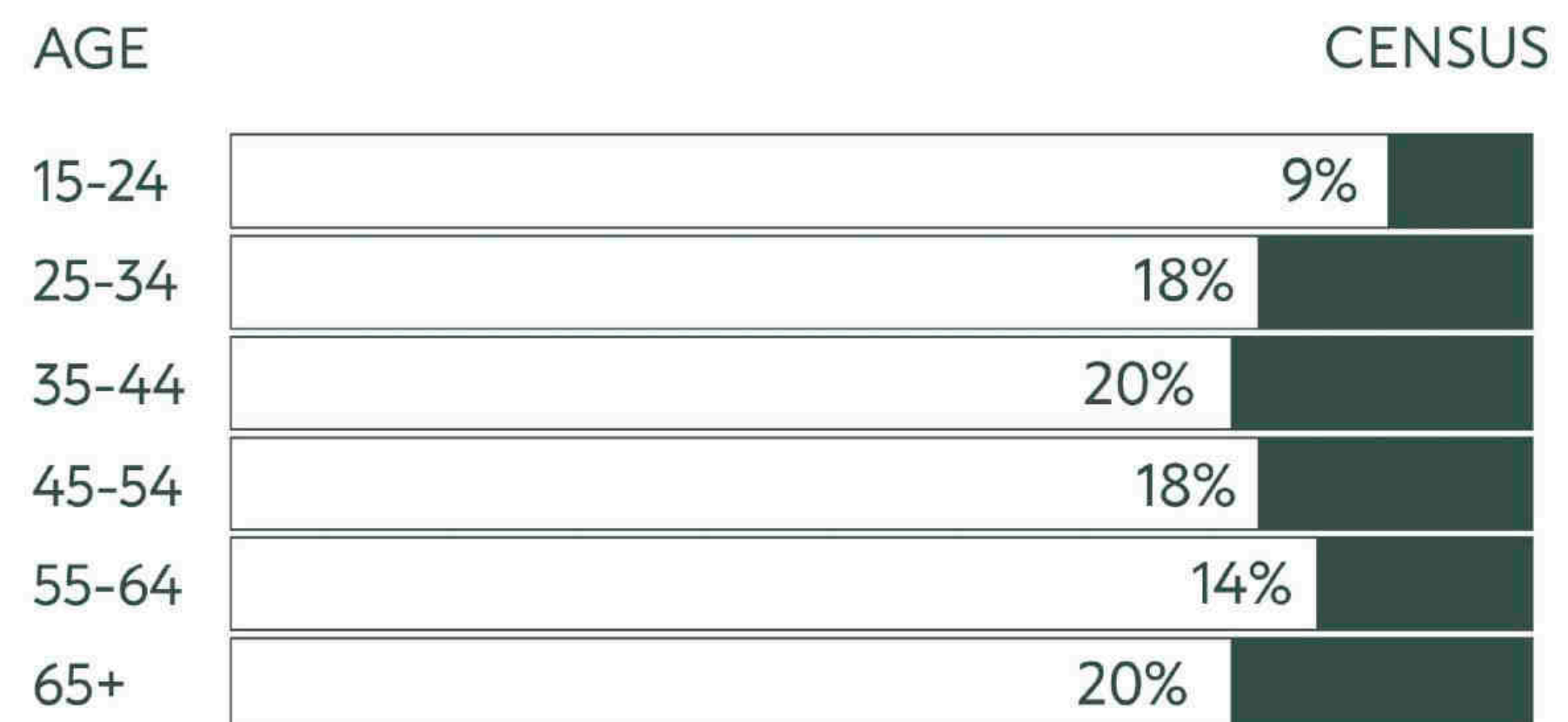
## ROMANIA | EUROPE

Panel Size: 93000

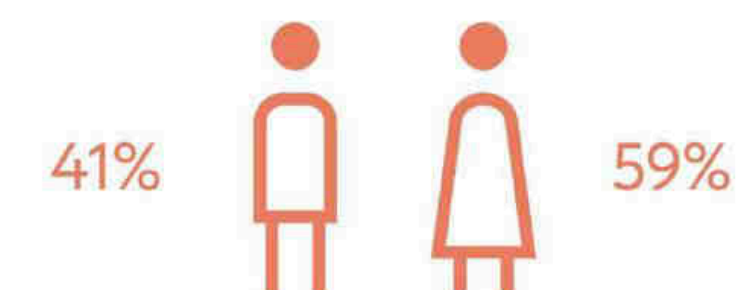
Population: 18,9 millions



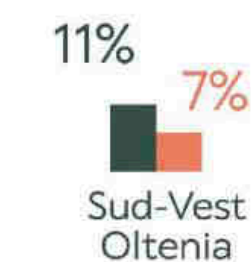
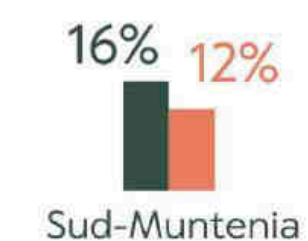
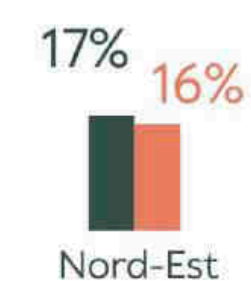
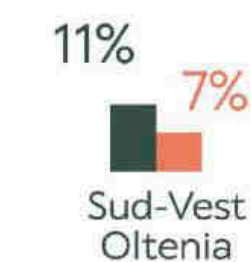
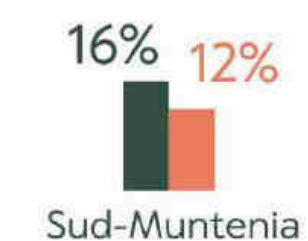
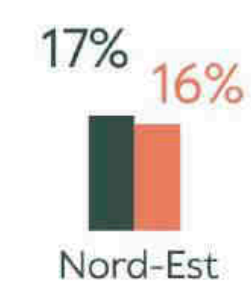
### AGE



### GENDER



### REGION



# PANEL SIZES

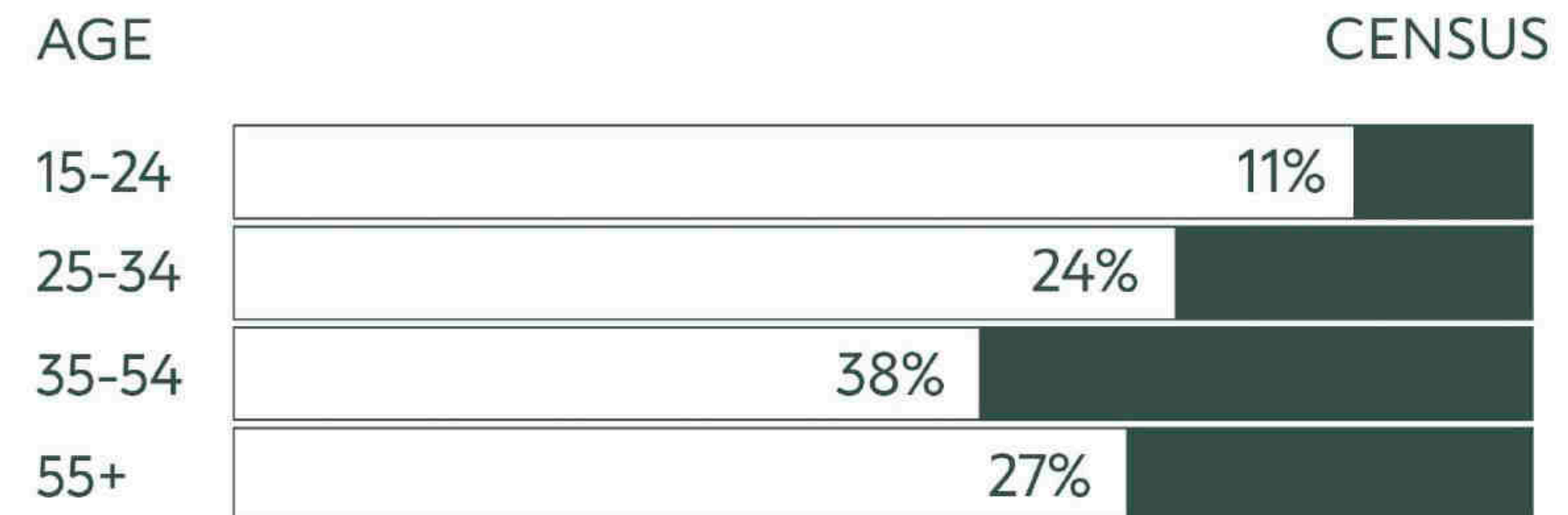
## SPAIN | EUROPE

Panel Size: 18500

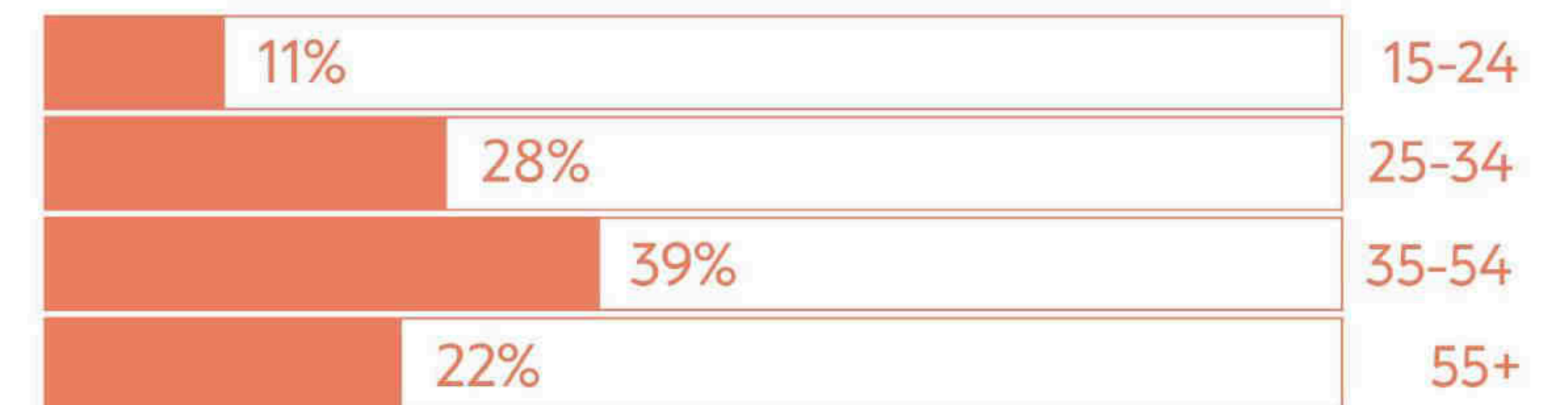
Population: 46,8 millions



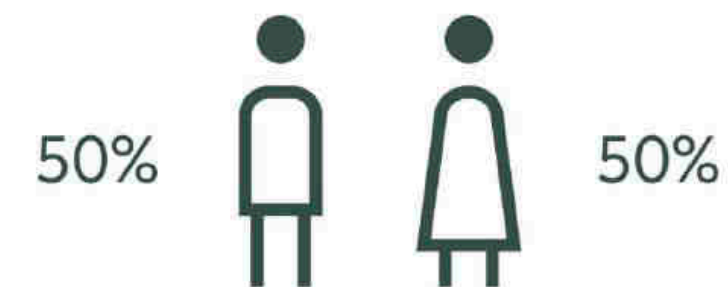
### AGE



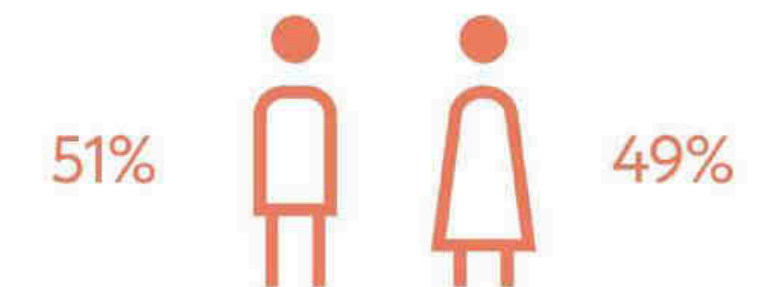
### PANEL



### GENDER

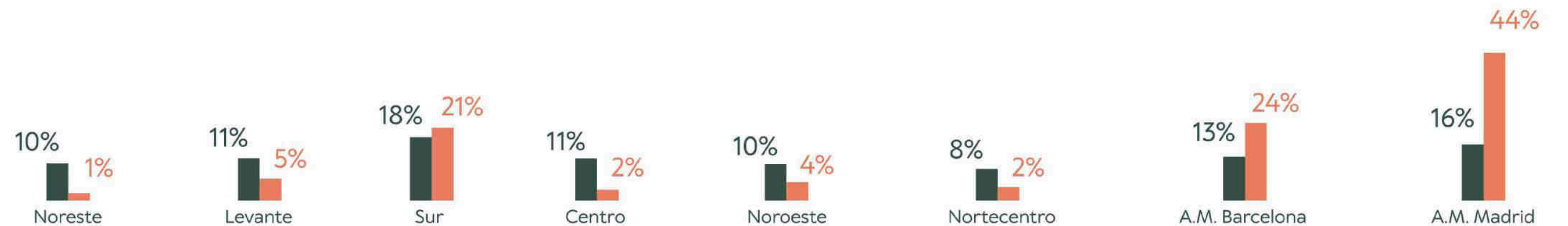


### PANEL



### REGION

### CENSUS



# PANEL SIZES

## SWEDEN | EUROPE

Panel Size: 14700

Population: 10,2 millions



### AGE

15-24

14%

25-34

19%

35-54

35%

55+

32%

### CENSUS

### PANEL

12%

15-24

25%

25-34

40%

35-54

23%

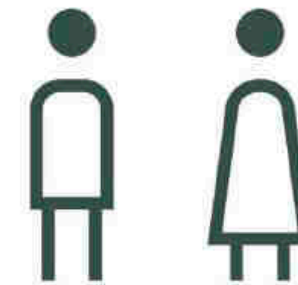
55+

### GENDER

### CENSUS

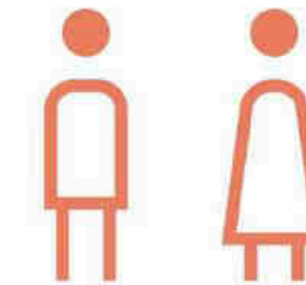
### PANEL

50%



50%

49%



51%

### REGION

### CENSUS

### PANEL

22%

Stockholm

47%

18% 16%

Östra  
Mellansverige

10% 4%

Småland  
Med Öarna

14% 12%

Sydsverige

16% 11%

Västsverige

9% 2%

Norra  
Mellansverige

4% 2%

Mellersta  
Norrland

7% 6%

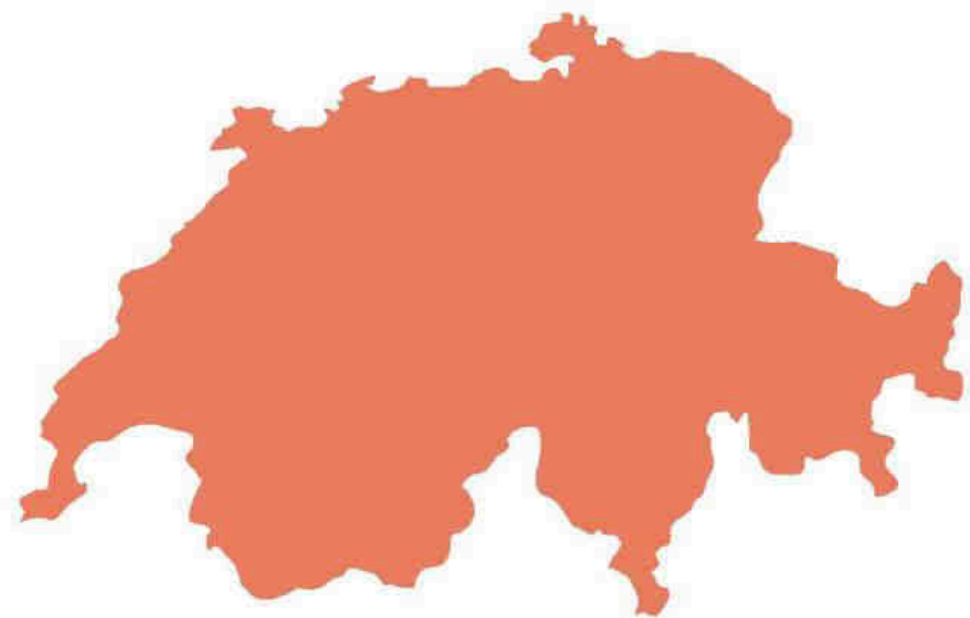
Övre  
Norrland

# PANEL SIZES

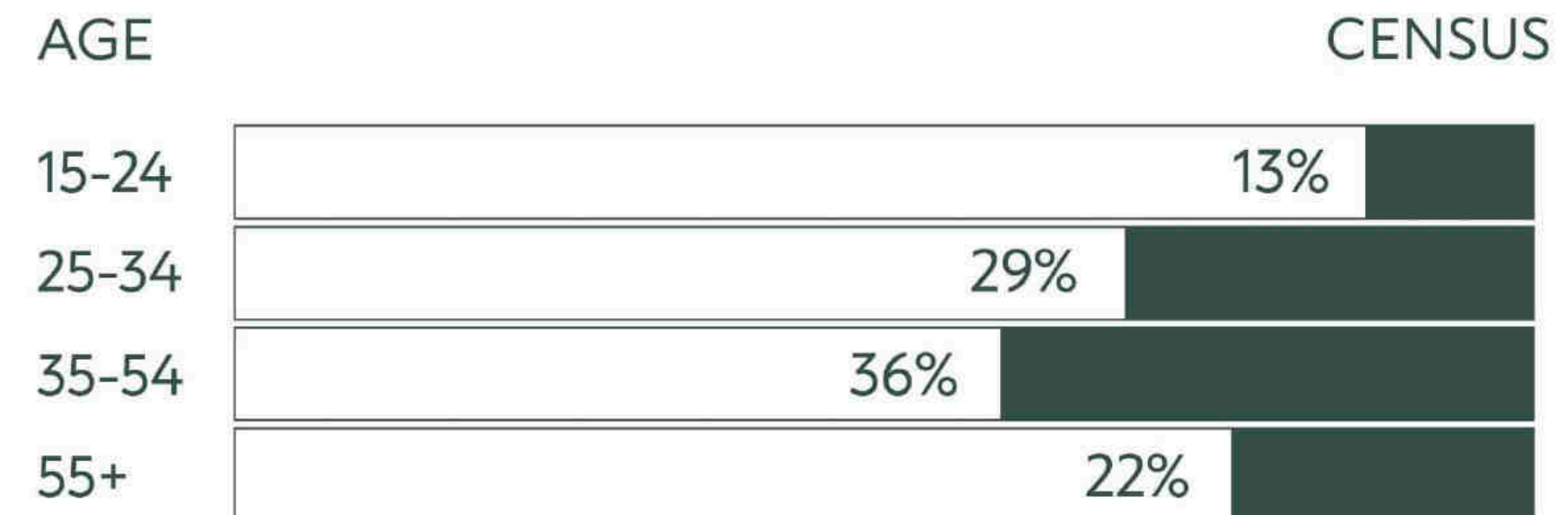
## SWITZERLAND | EUROPE

Panel Size: 11000

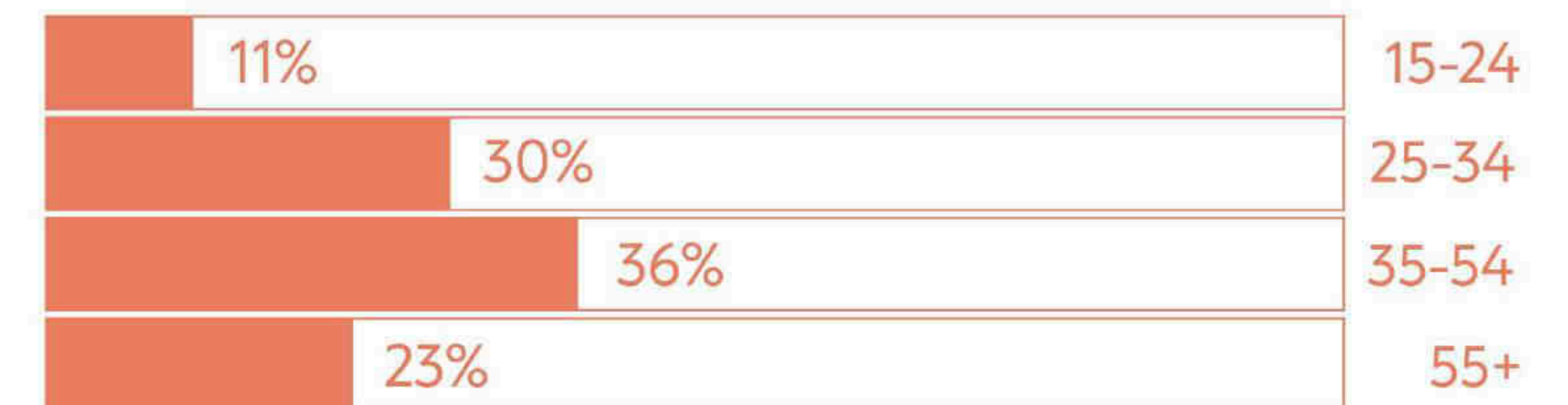
Population: 8,8 millions



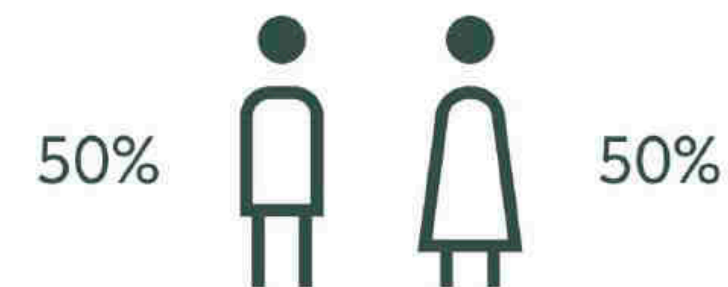
### AGE



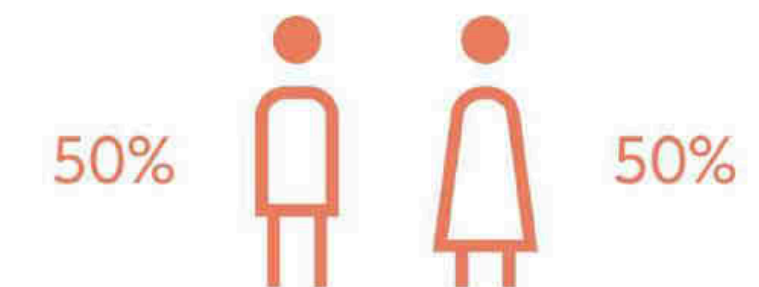
### PANEL



### GENDER



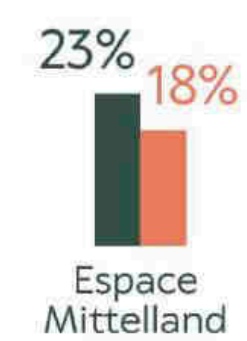
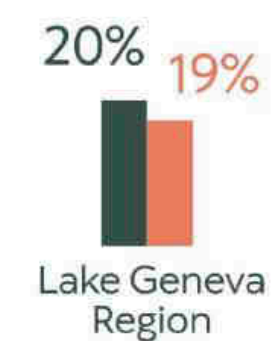
### PANEL



### REGION

### CENSUS

### PANEL



# PANEL SIZES

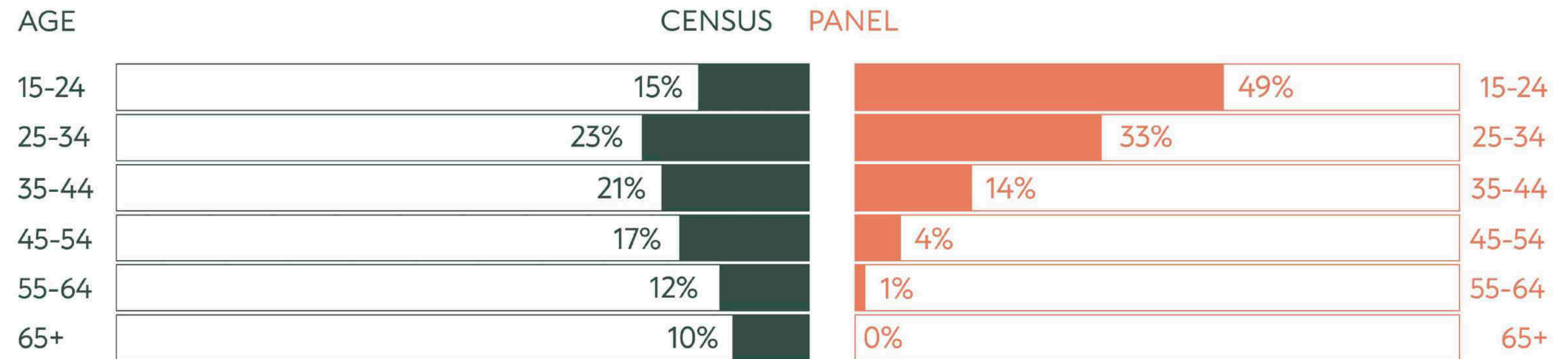
## TURKEY | EUROPE

Panel Size: 62000

Population: 86,5 millions



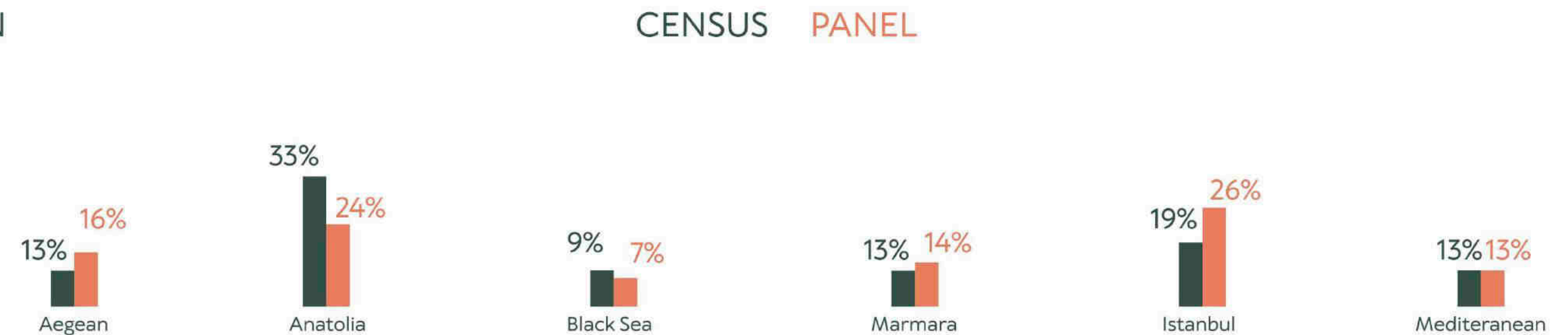
### AGE



### GENDER



### REGION



# PANEL SIZES

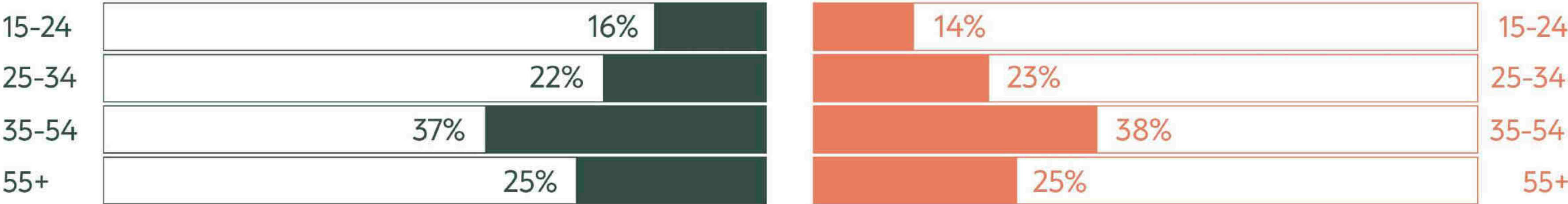
## UNITED KINGDOM | EUROPE

Panel Size: 40000

Population: 68,7 millions



### AGE



### GENDER



### REGION



# PANEL SIZES

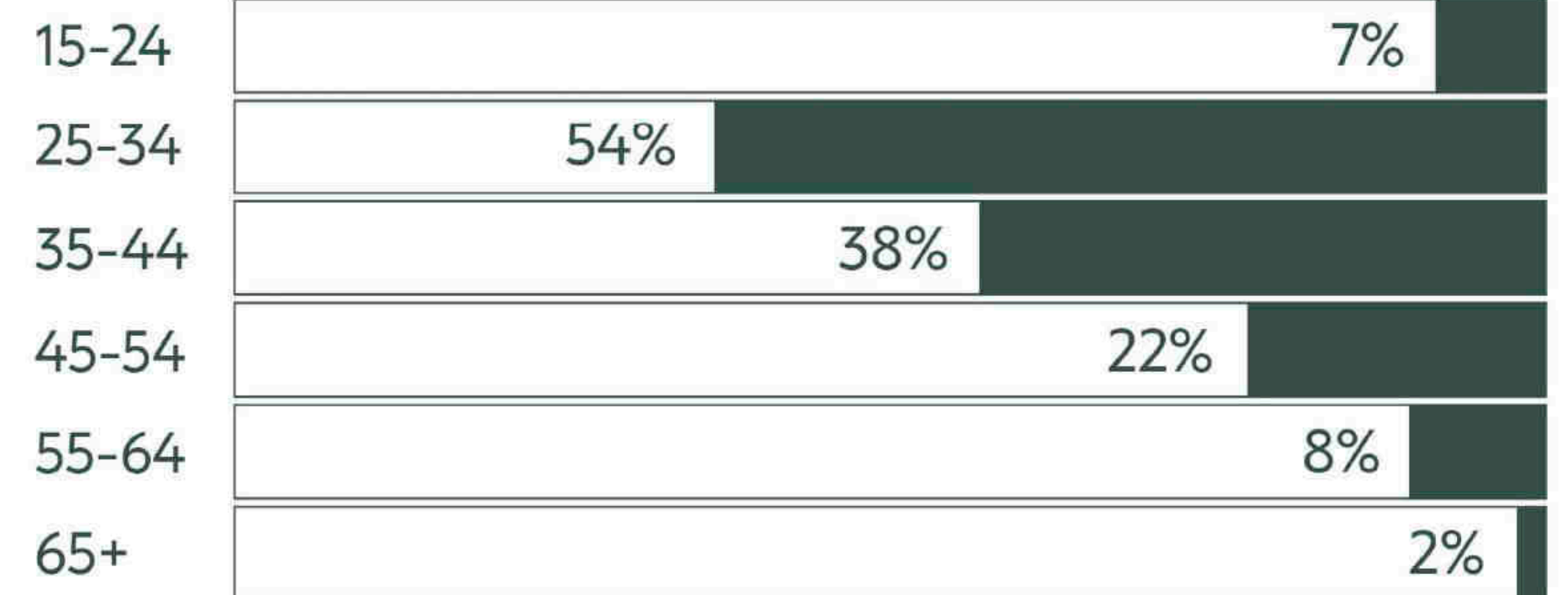
## UNITED ARAB EMIRATES | MIDDLE EAST

Panel Size: 32000

Population: 10,2 millions



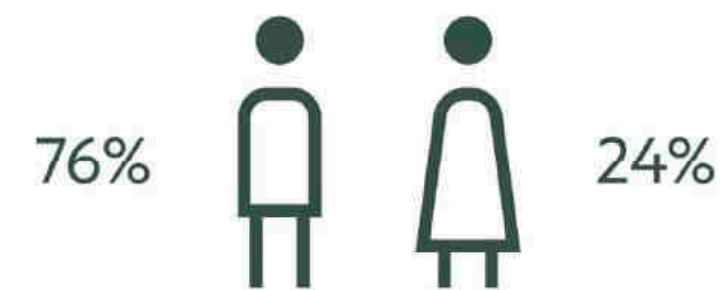
### AGE



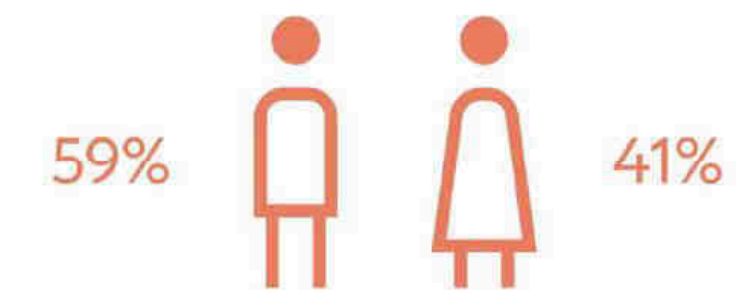
### PANEL



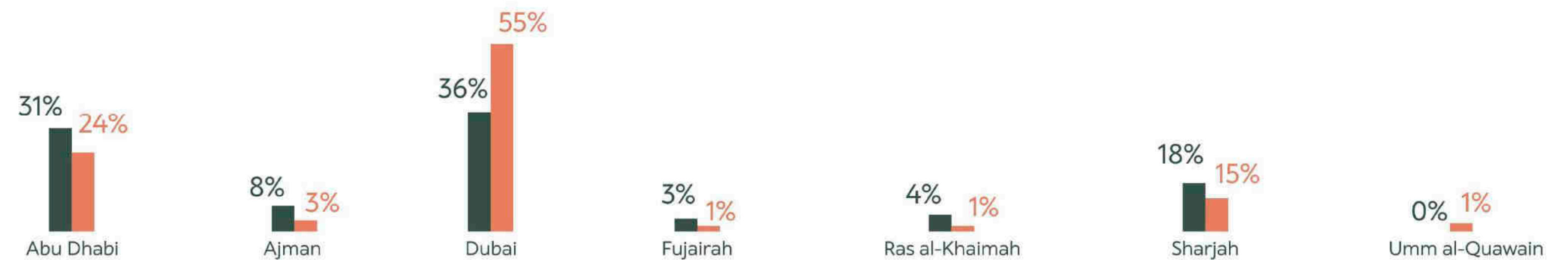
### GENDER



### PANEL



### REGION



# PANEL SIZES

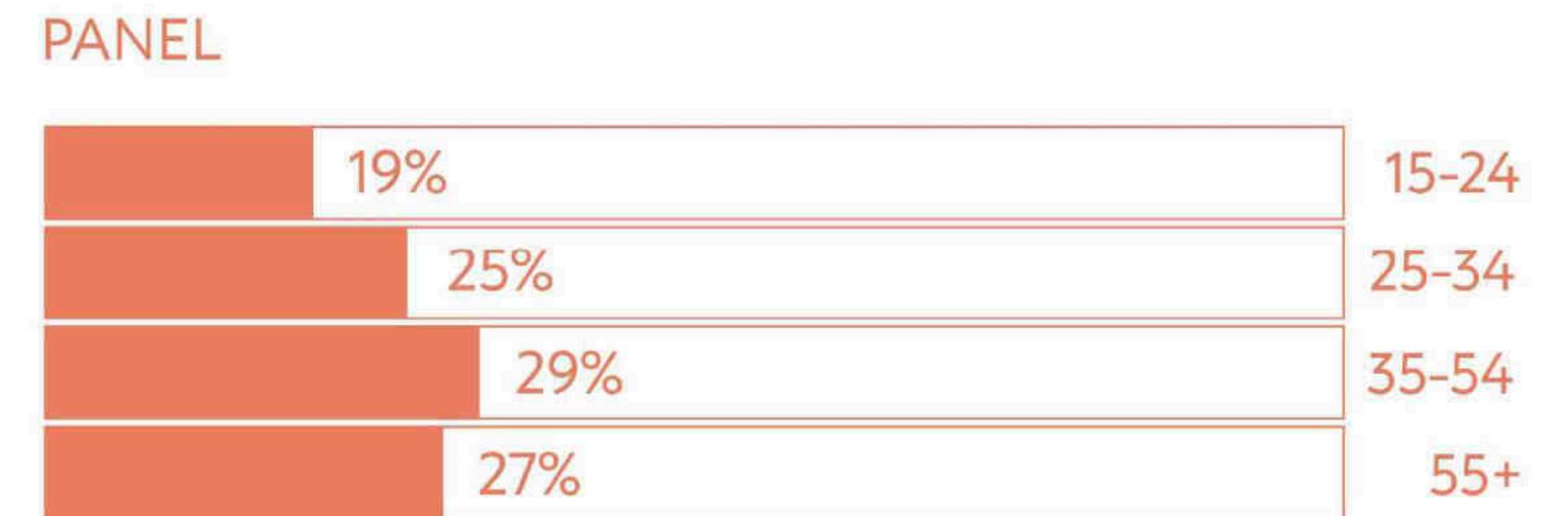
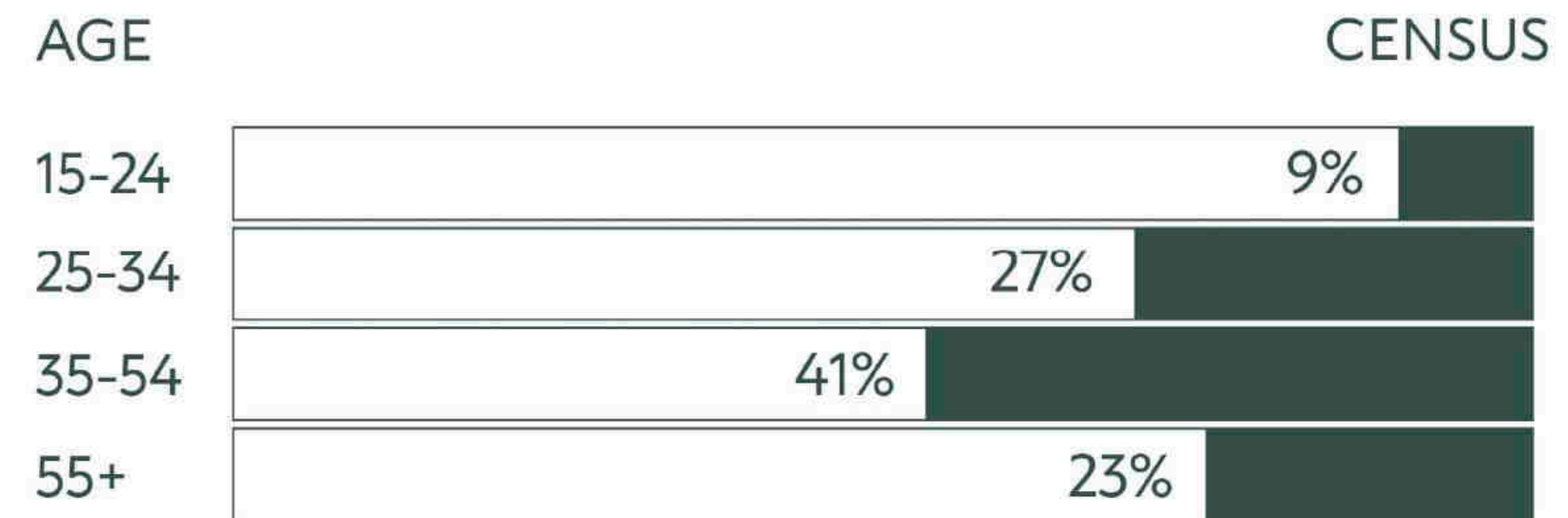
## CANADA | AMERICAS

Panel Size: 46000

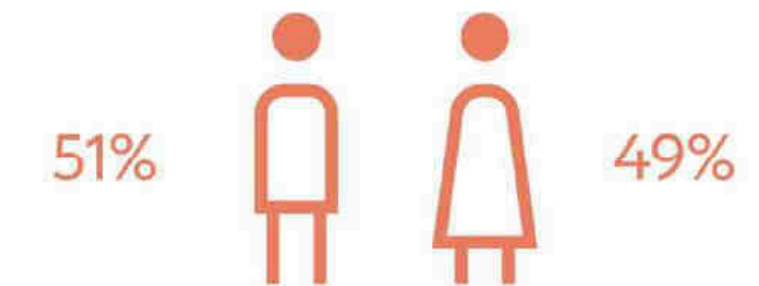
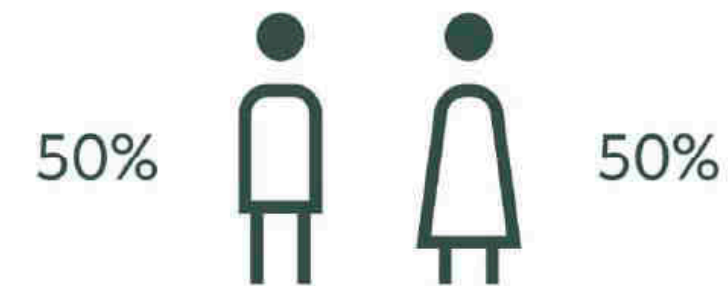
Population: 37,4 millions



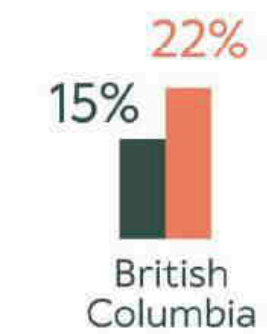
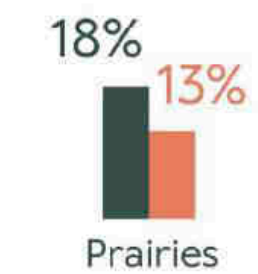
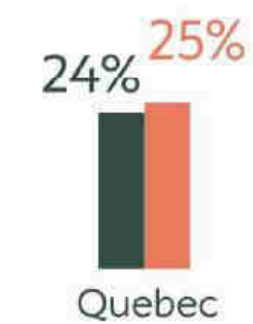
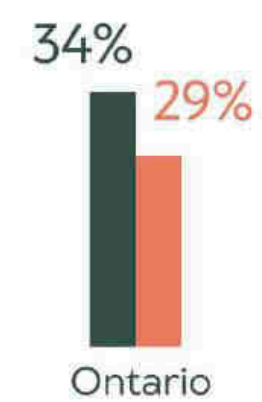
### AGE



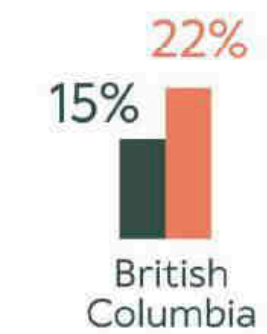
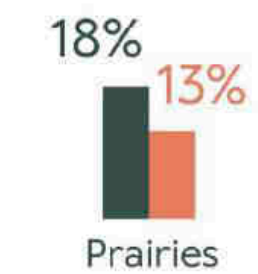
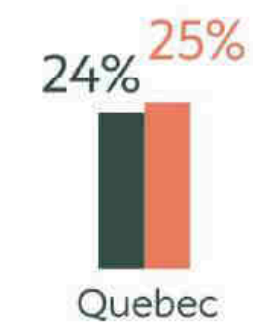
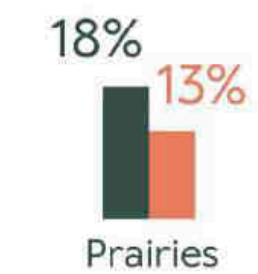
### GENDER



### REGION



### PANEL



# PANEL SIZES

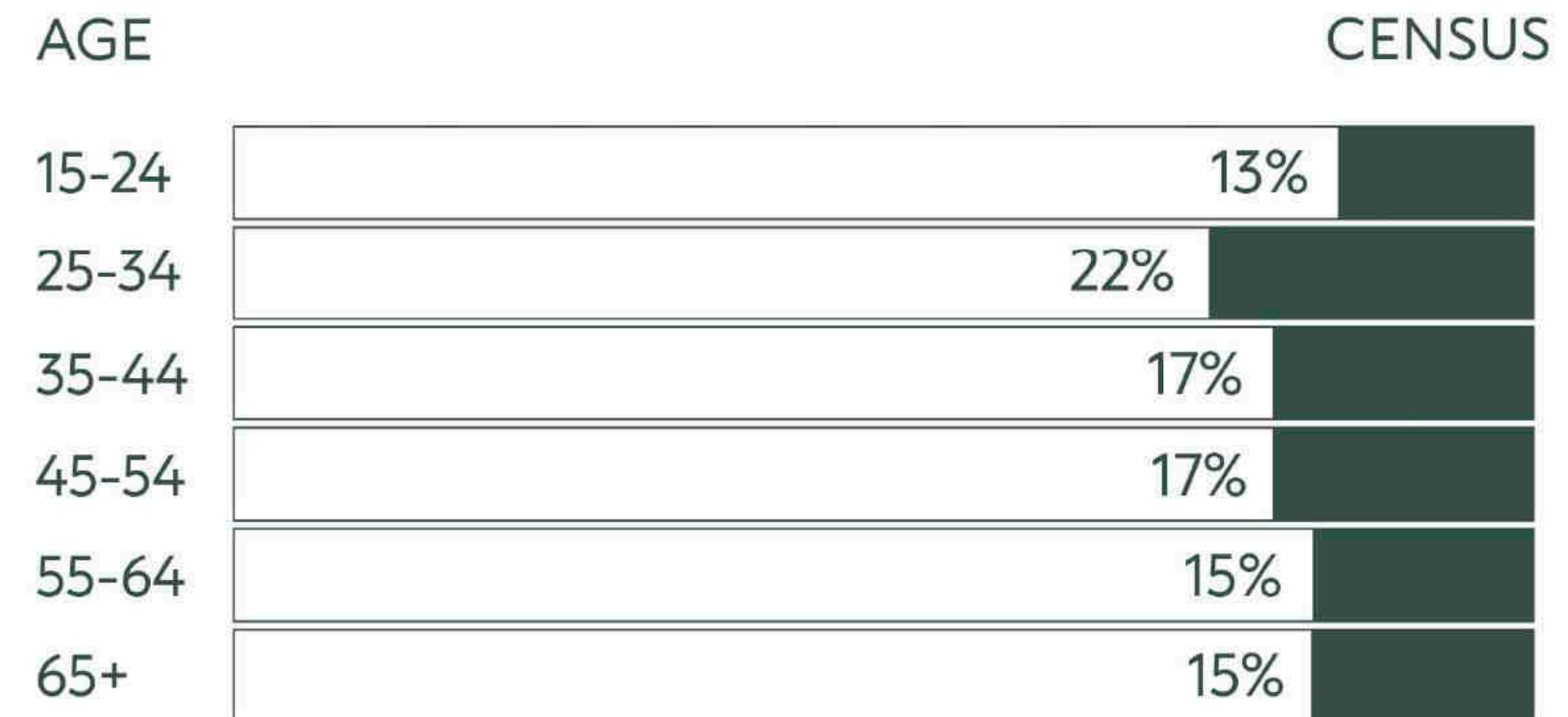
## CHILE | AMERICAS

Panel Size: 45000

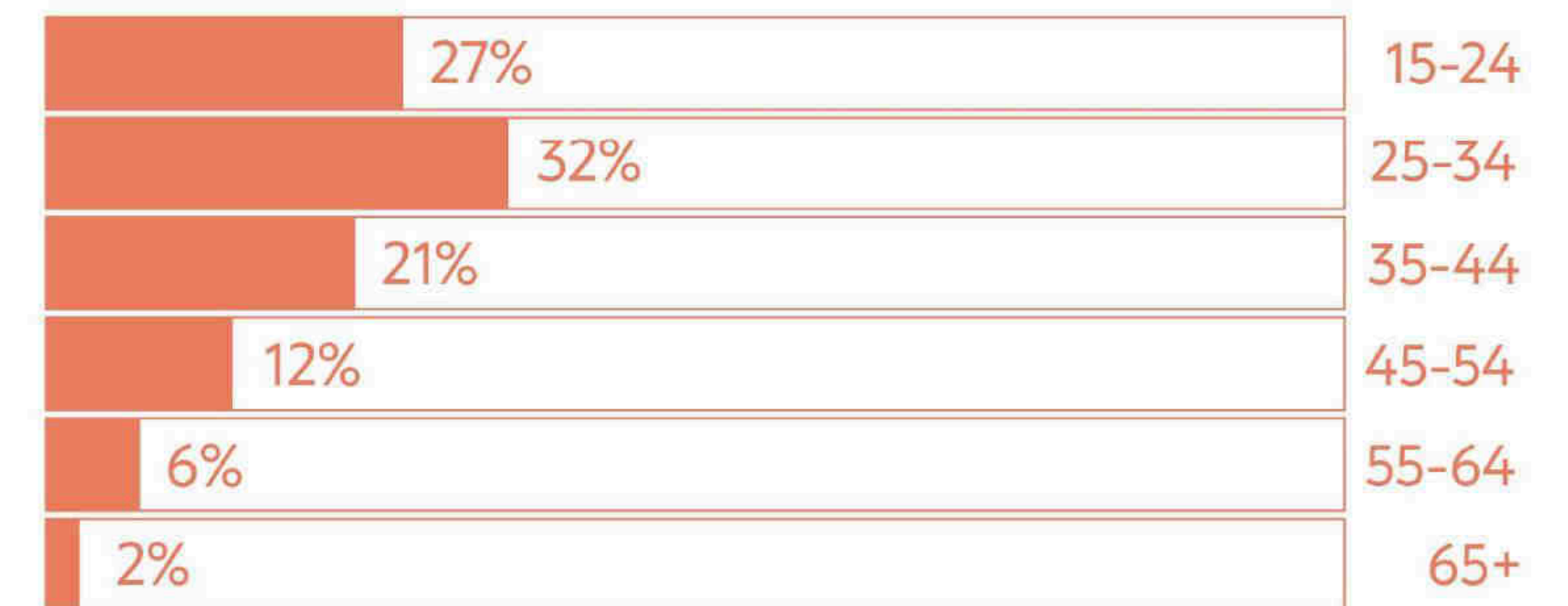
Population: 19,5 millions



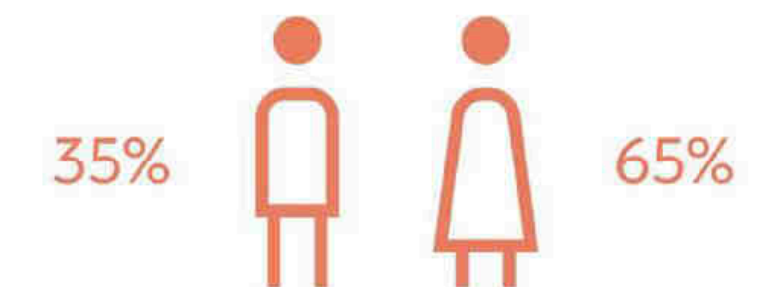
### AGE



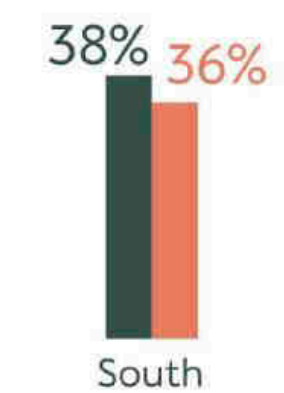
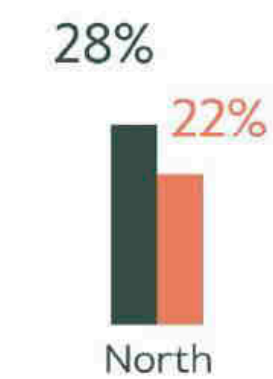
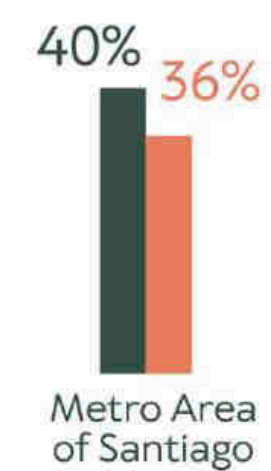
### PANEL



### GENDER



### REGION

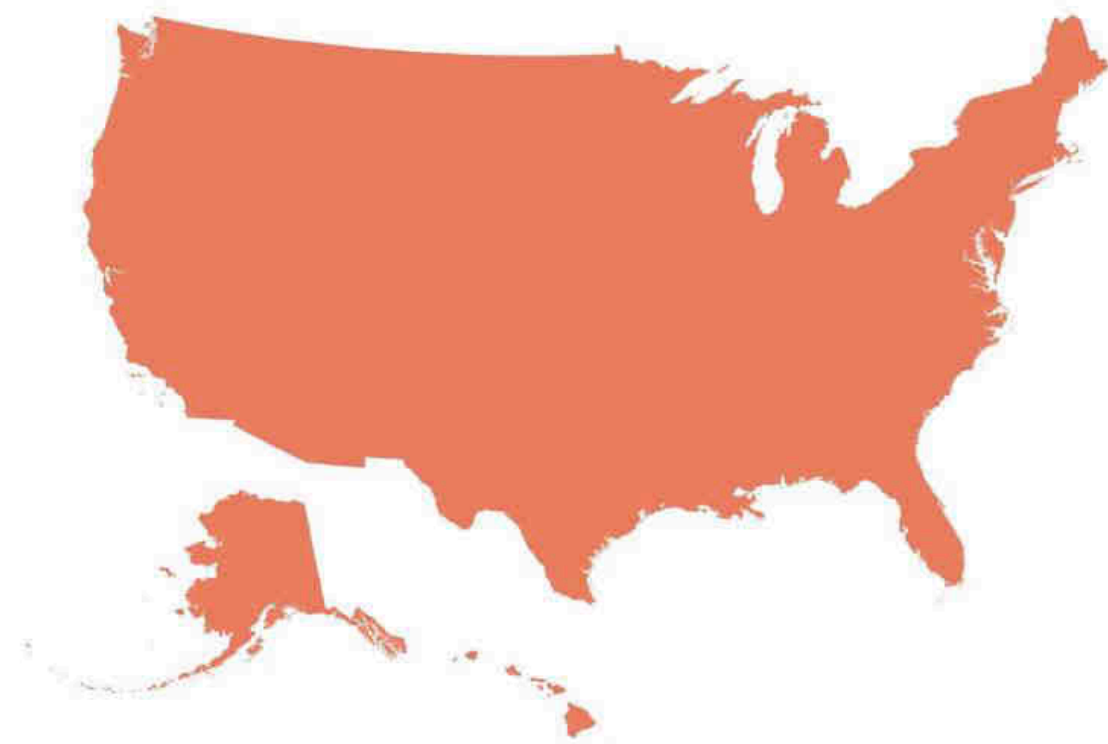


# PANEL SIZES

## USA | AMERICAS

Panel Size: 115000

Population: 331 millions



### AGE

15-24

16%

25-34

23%

35-54

34%

55+

27%

### CENSUS

### PANEL

13%

15-24

27%

25-34

38%

35-54

22%

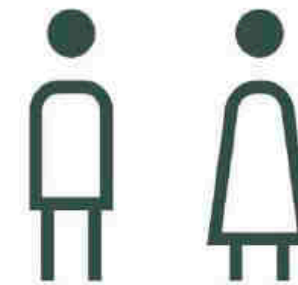
55+

### GENDER

### CENSUS

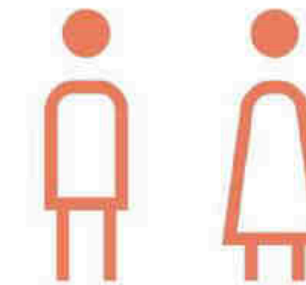
### PANEL

48%



52%

57%



43%

### REGION

### CENSUS

### PANEL

21%



Northeast

25%



Midwest

32%



South

22%



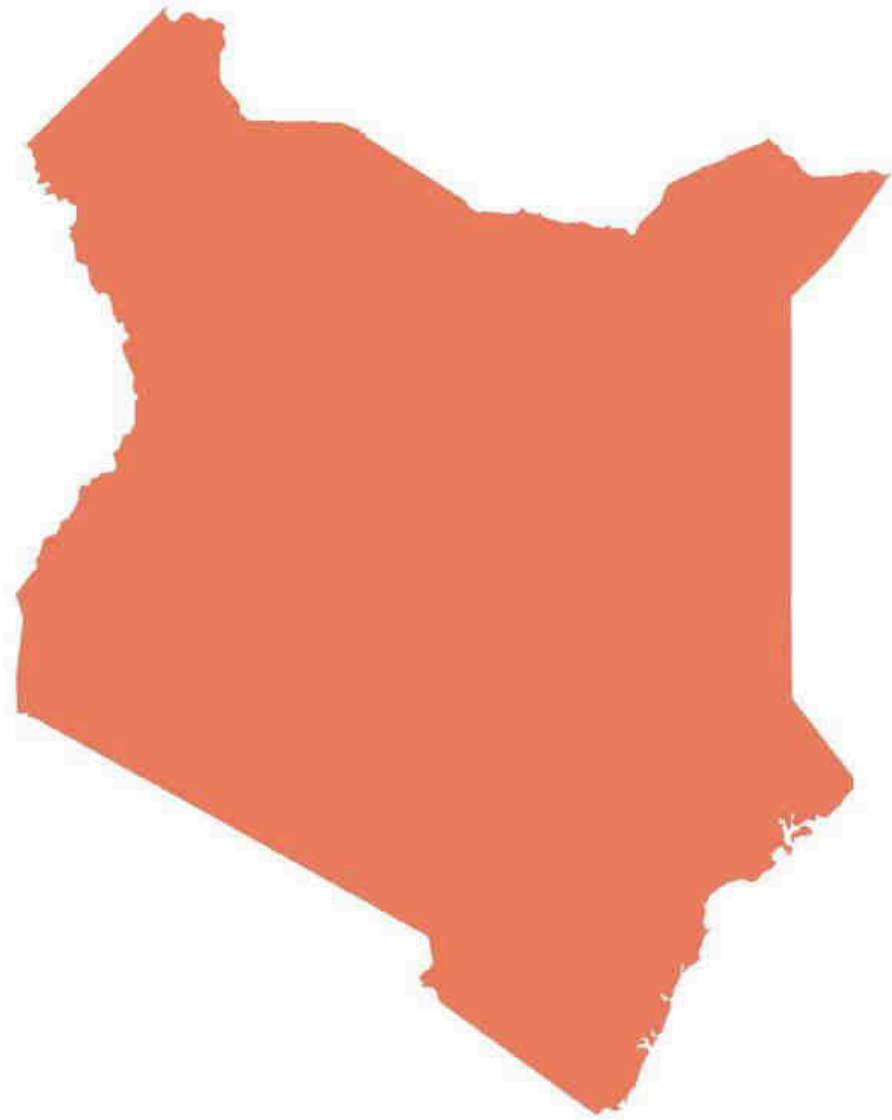
West

# PANEL SIZES

## KENYA | AFRICA

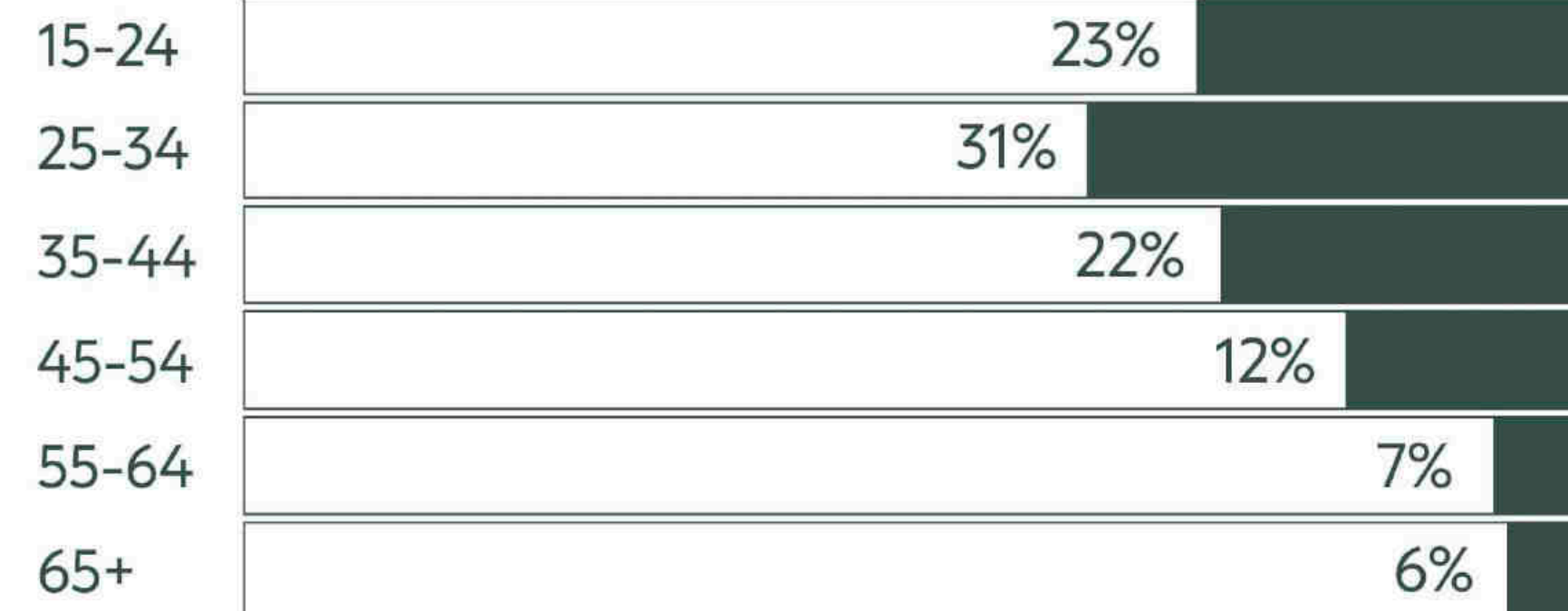
Panel Size: 46000

Population: 56,4 millions

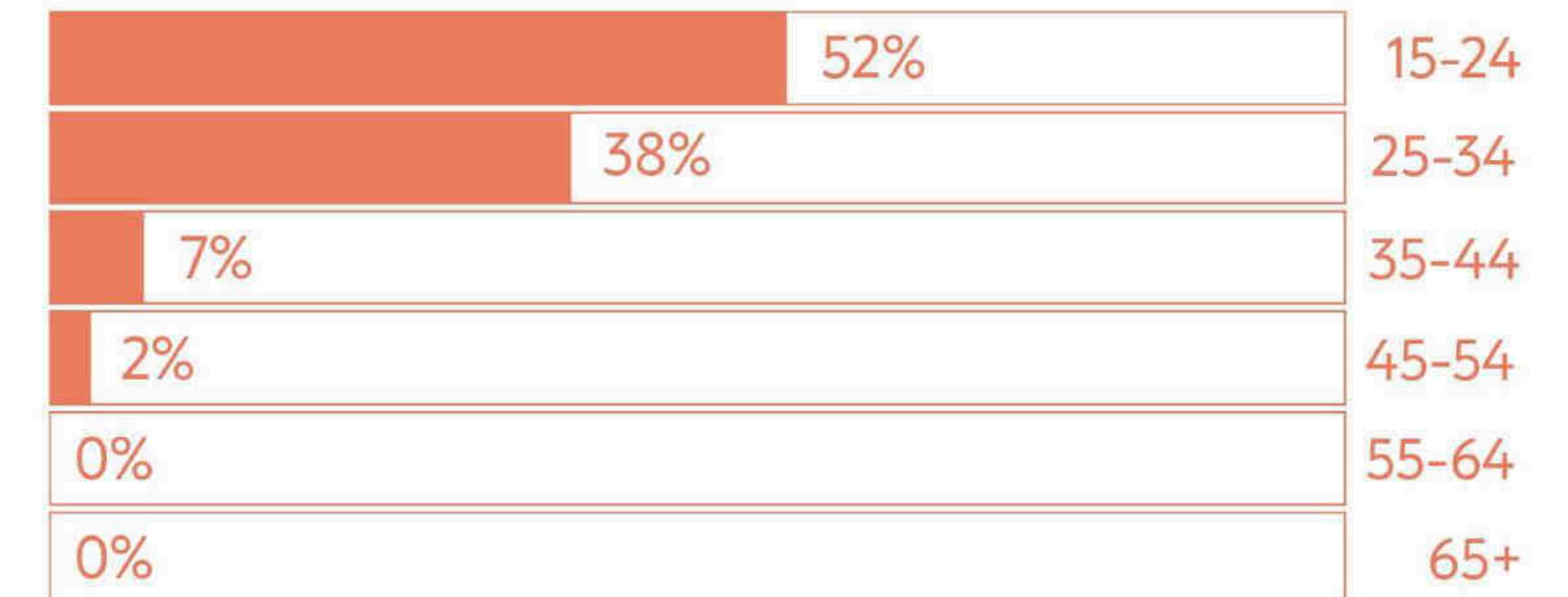


### AGE

CENSUS



PANEL



### GENDER

CENSUS

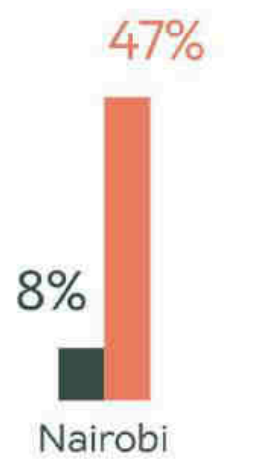
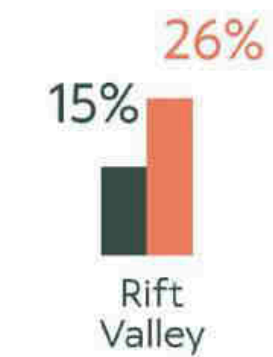
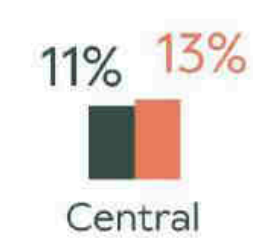


PANEL



### REGION

CENSUS



# PANEL SIZES

## NIGERIA | AFRICA

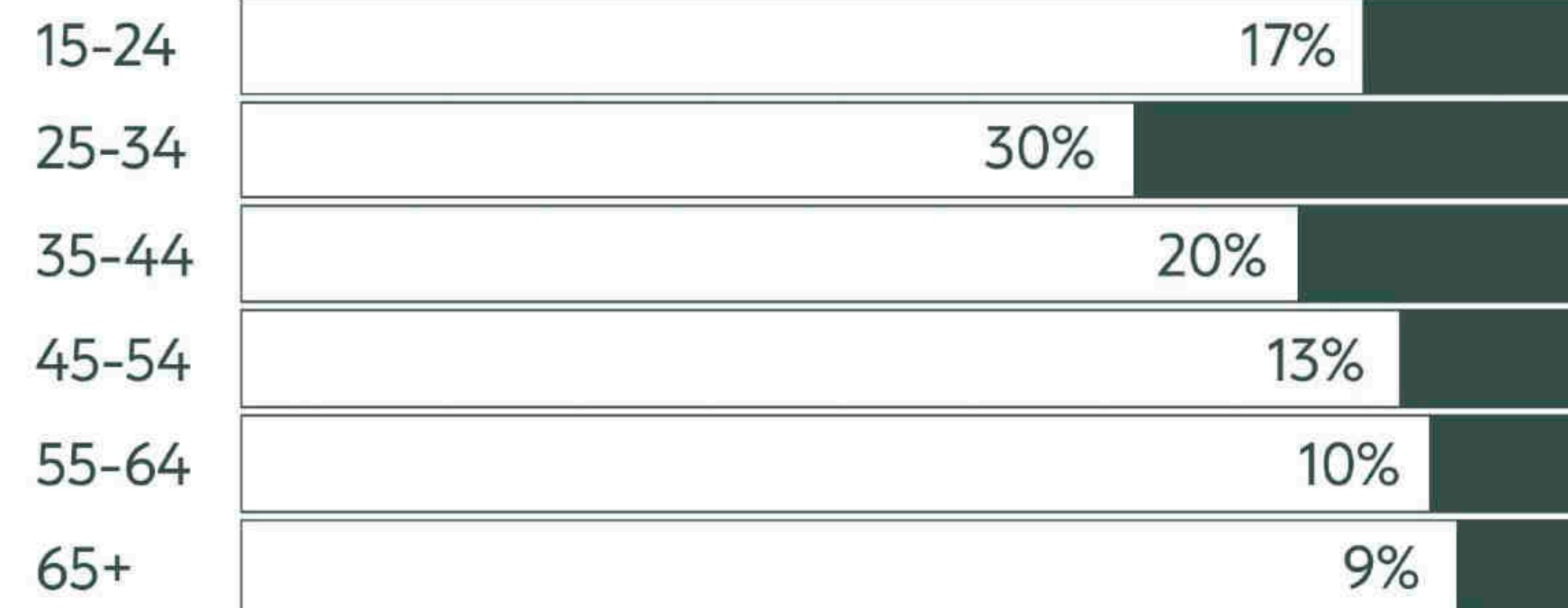
Panel Size: 47000

Population: 218,5 millions

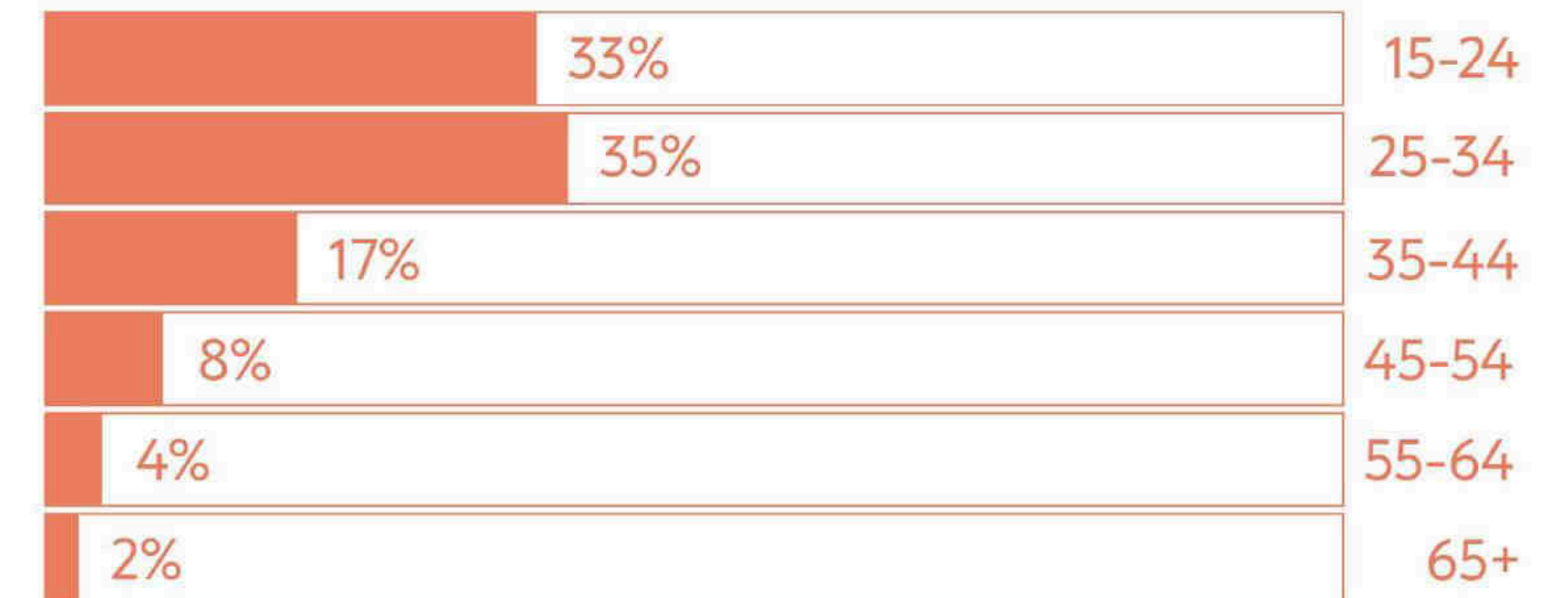


### AGE

CENSUS



PANEL

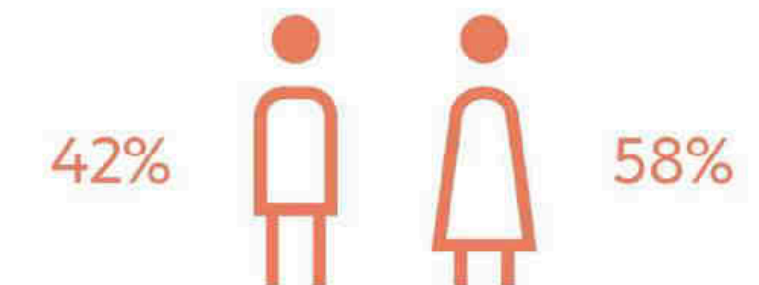


### GENDER

CENSUS



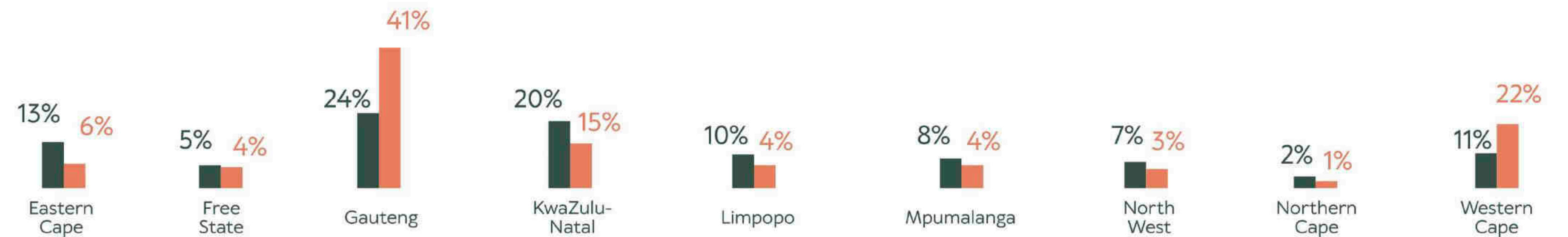
PANEL



### REGION

CENSUS

PANEL

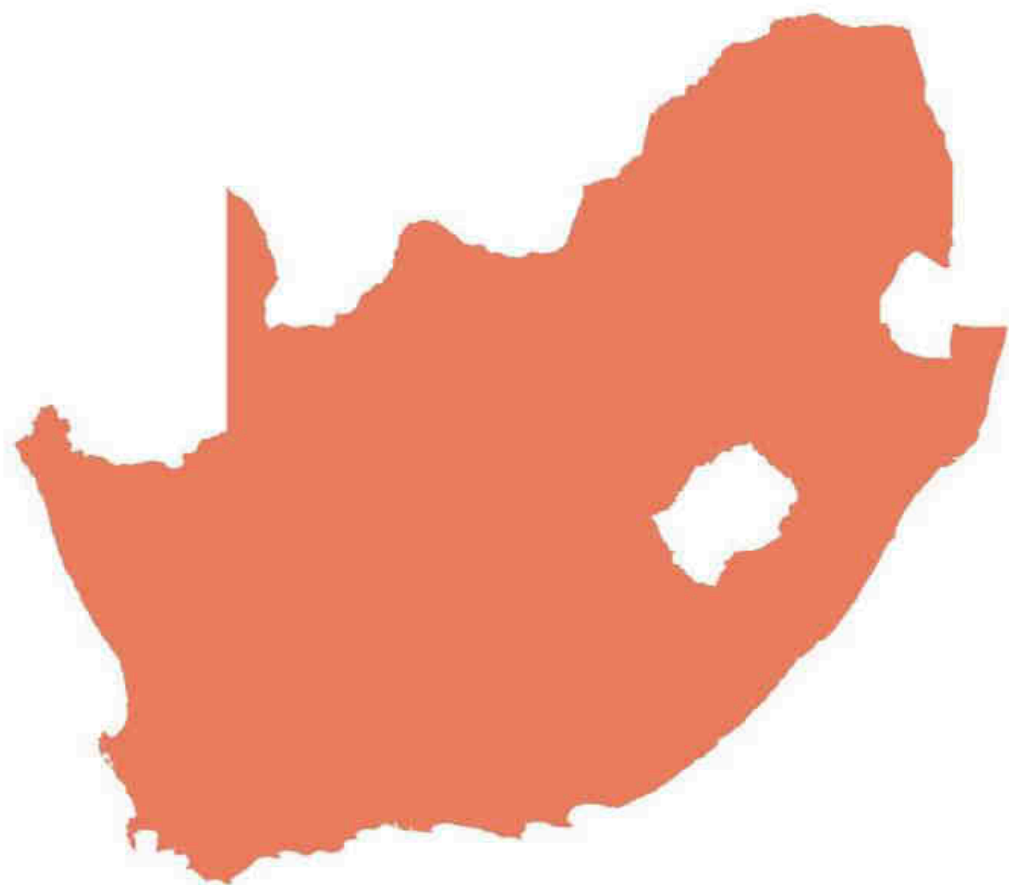


# PANEL SIZES

## SOUTH AFRICA | AFRICA

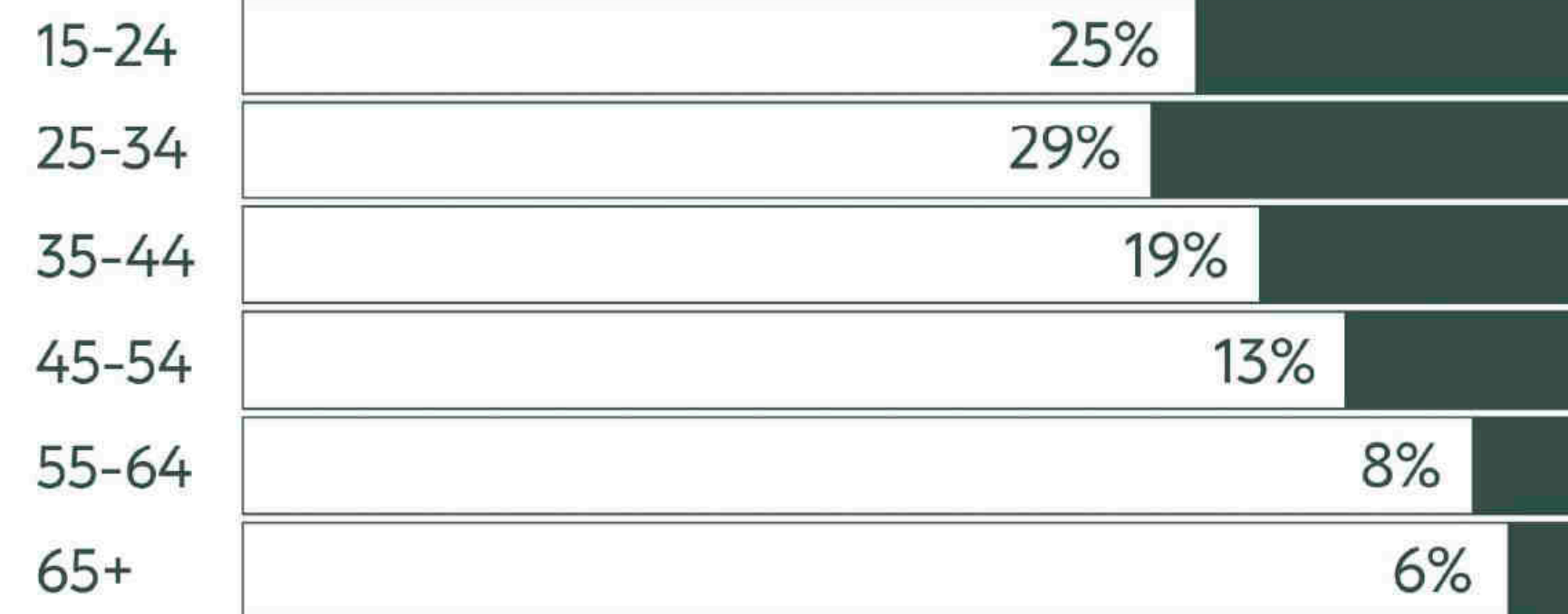
Panel Size: 72000

Population: 61 millions

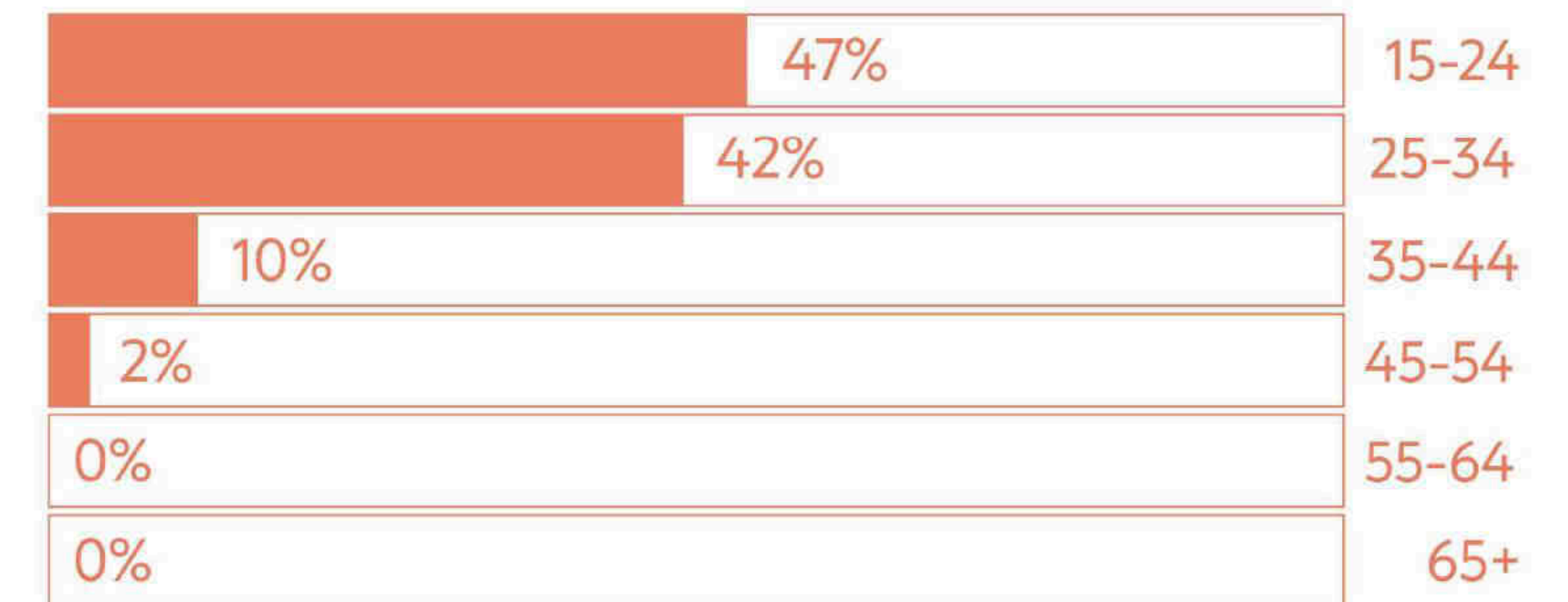


### AGE

CENSUS

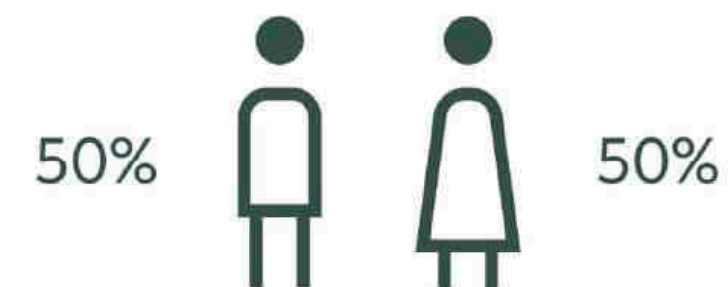


PANEL

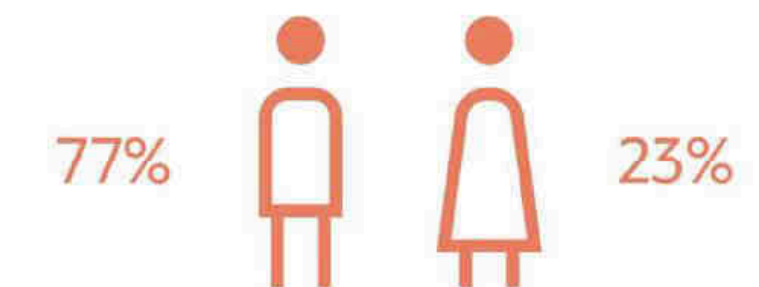


### GENDER

CENSUS

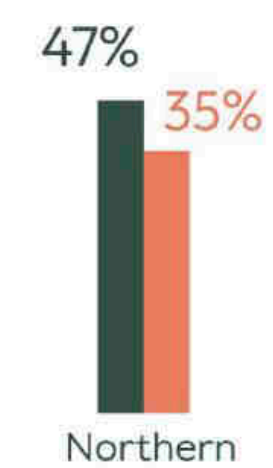


PANEL

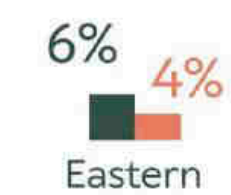
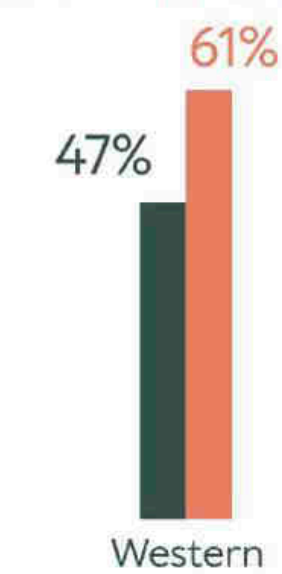


### REGION

CENSUS



PANEL

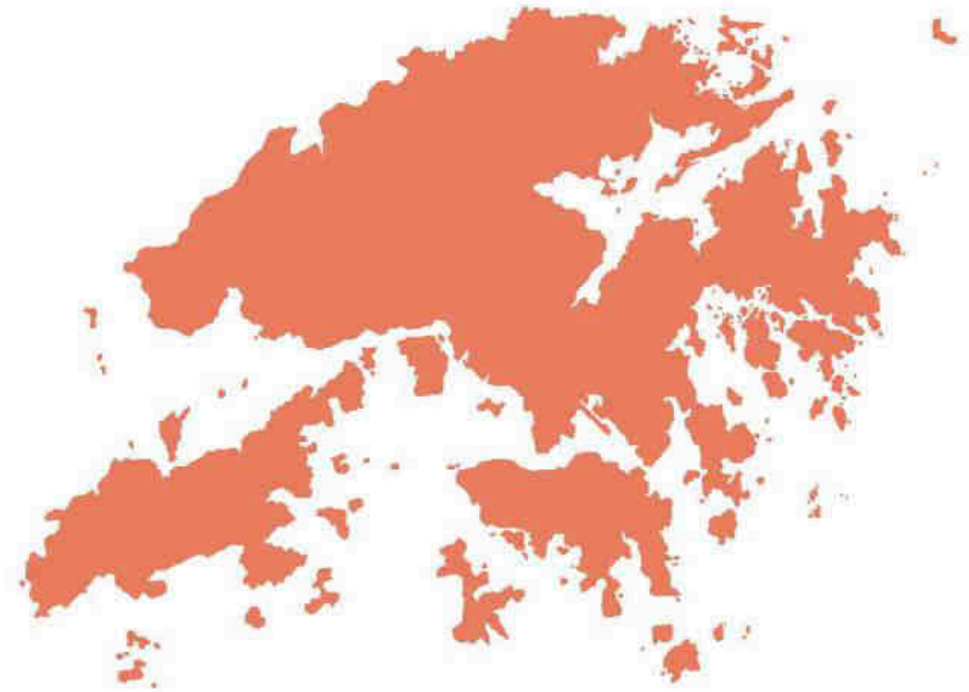


# PANEL SIZES

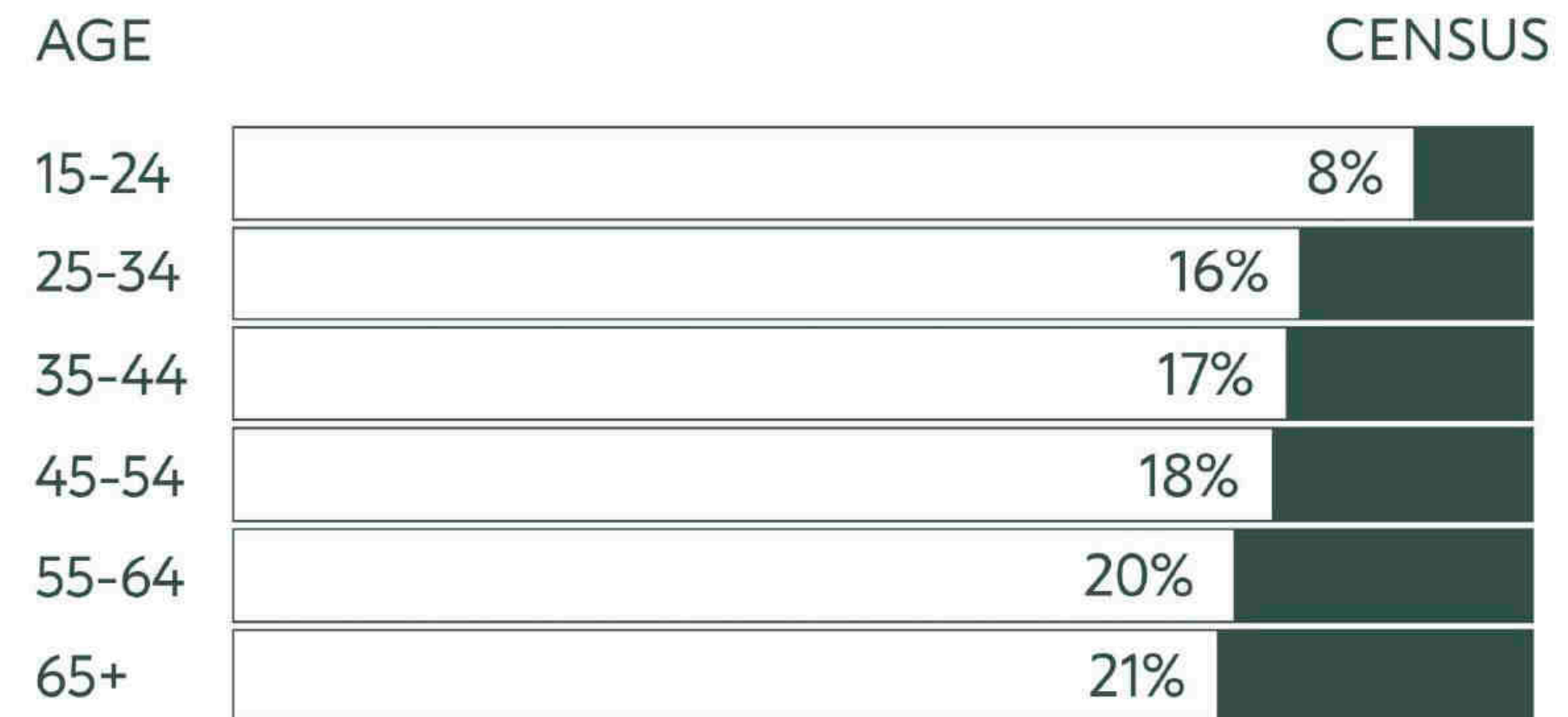
## HONG-KONG | ASIA-PACIFIC

Panel Size: 4500

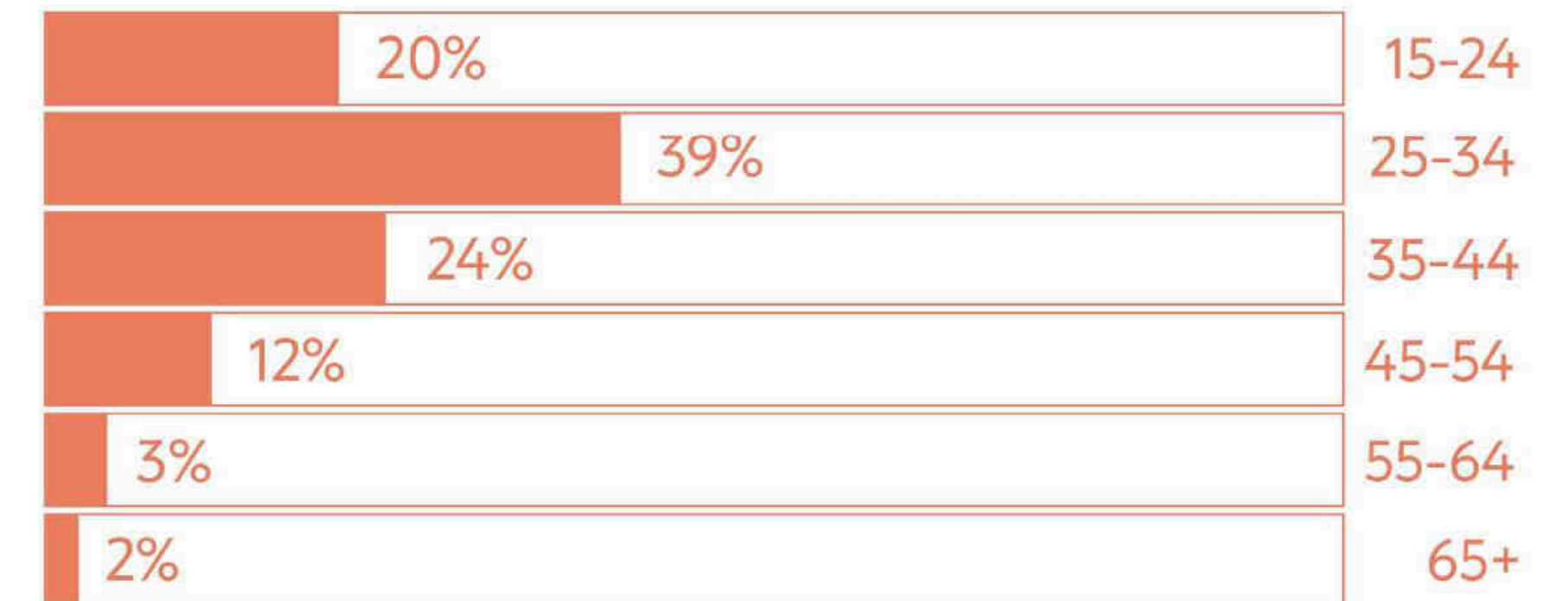
Population: 7,6 millions



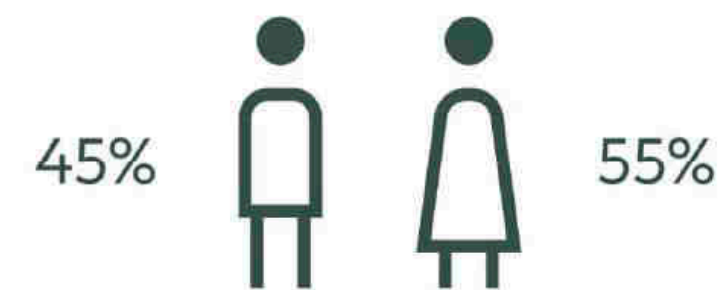
### AGE



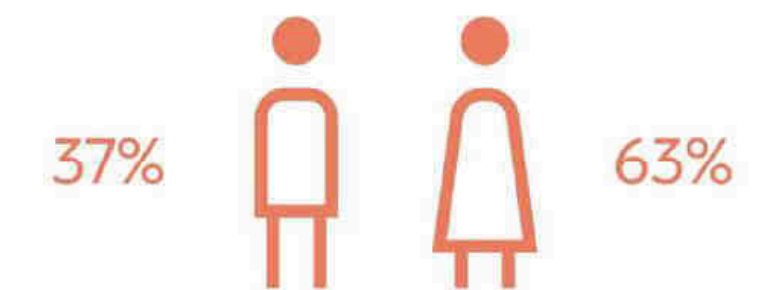
### PANEL



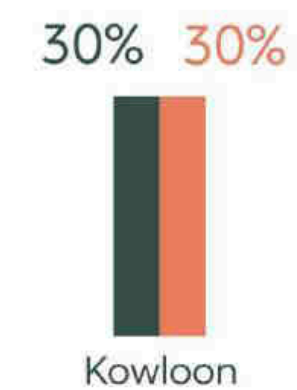
### GENDER



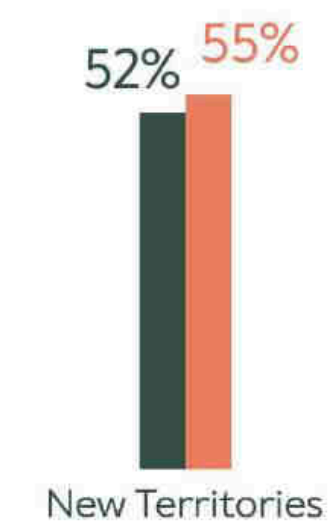
### PANEL



### REGION



### PANEL

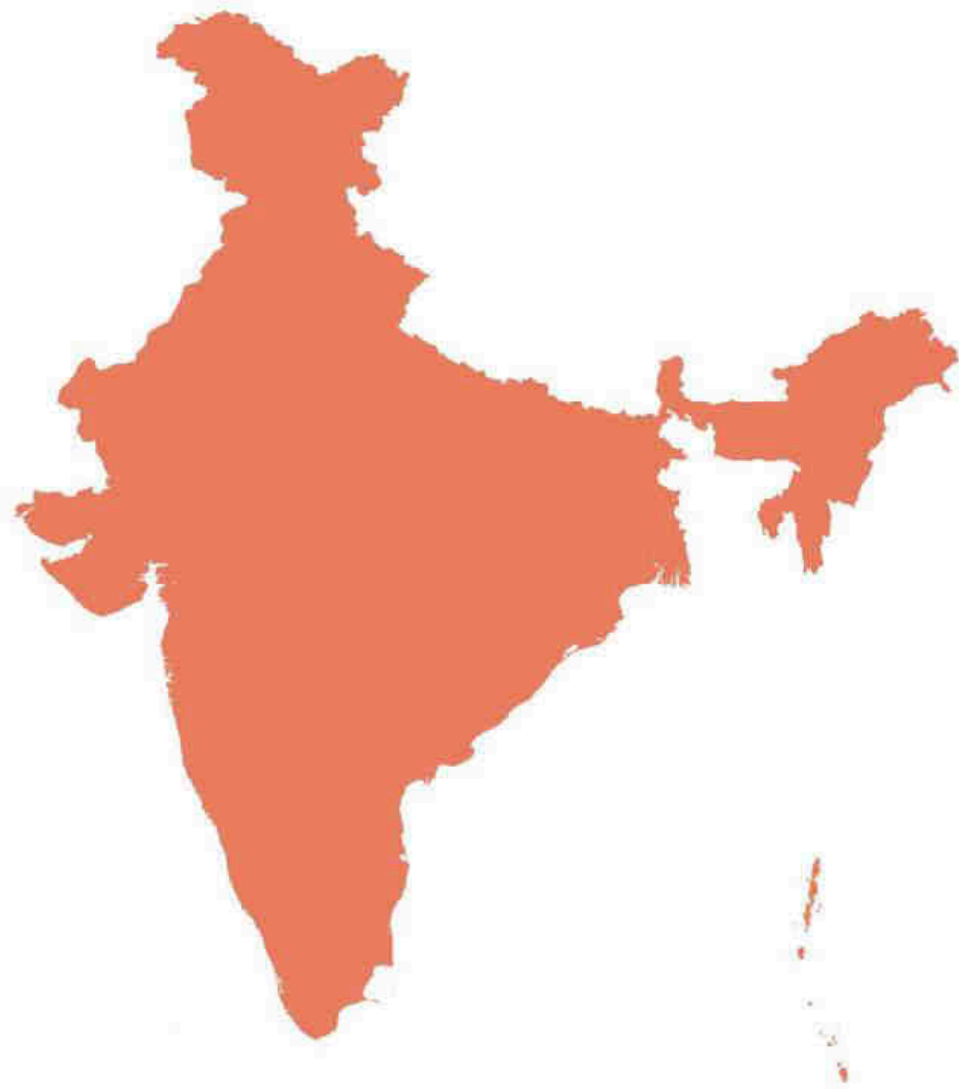


# PANEL SIZES

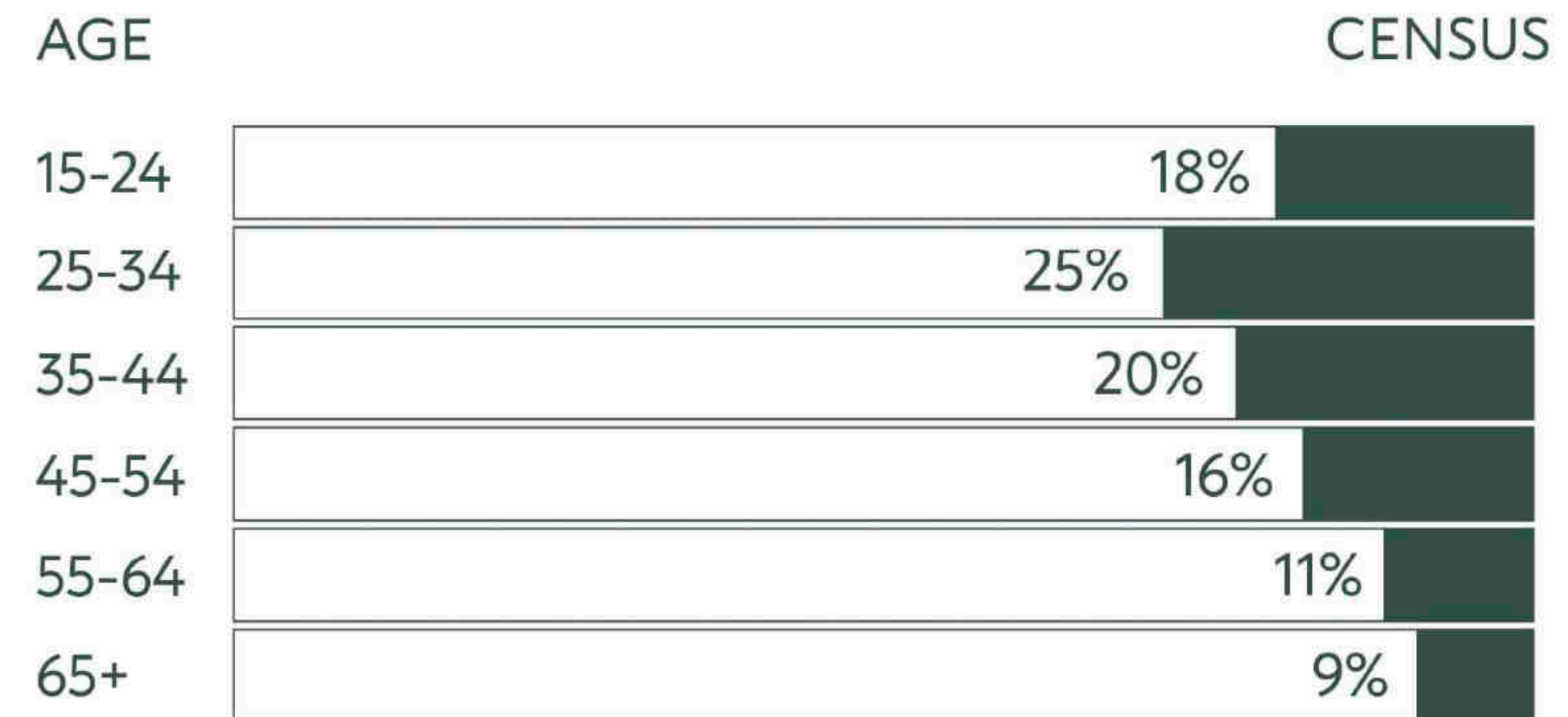
## INDIA | ASIA-PACIFIC

Panel Size: 83000

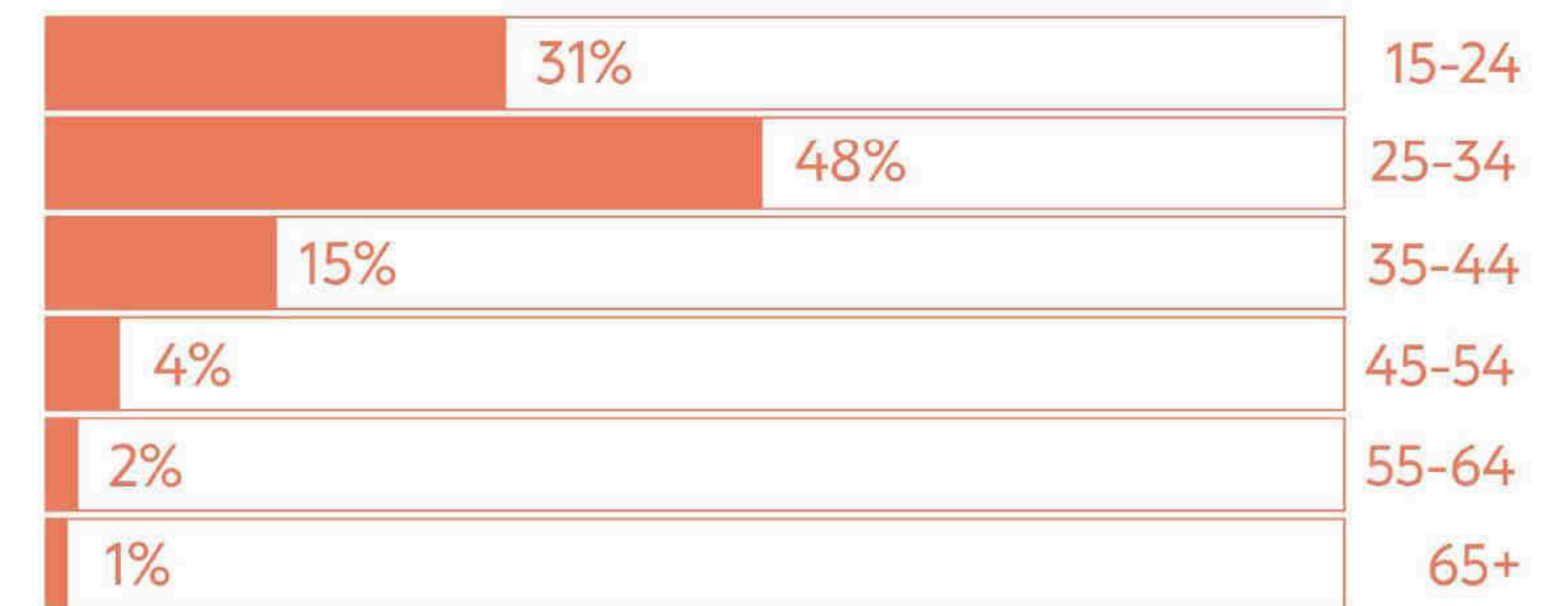
Population: 1,4 billions



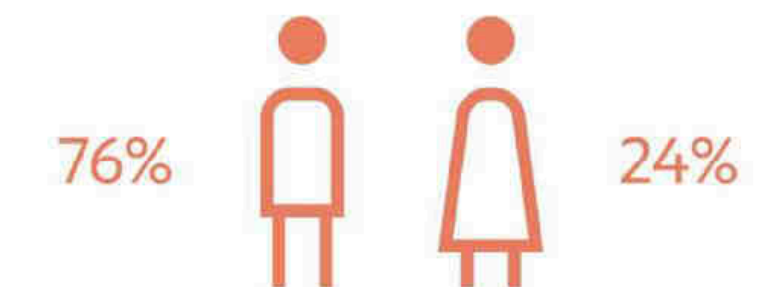
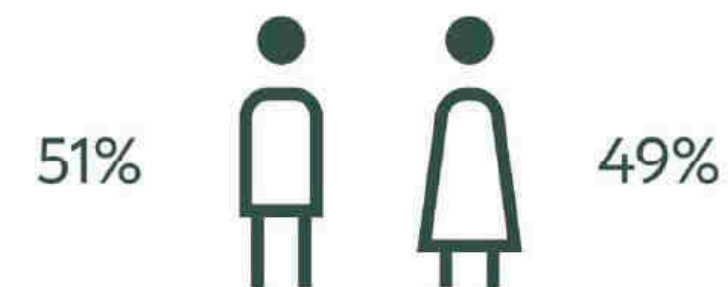
### AGE



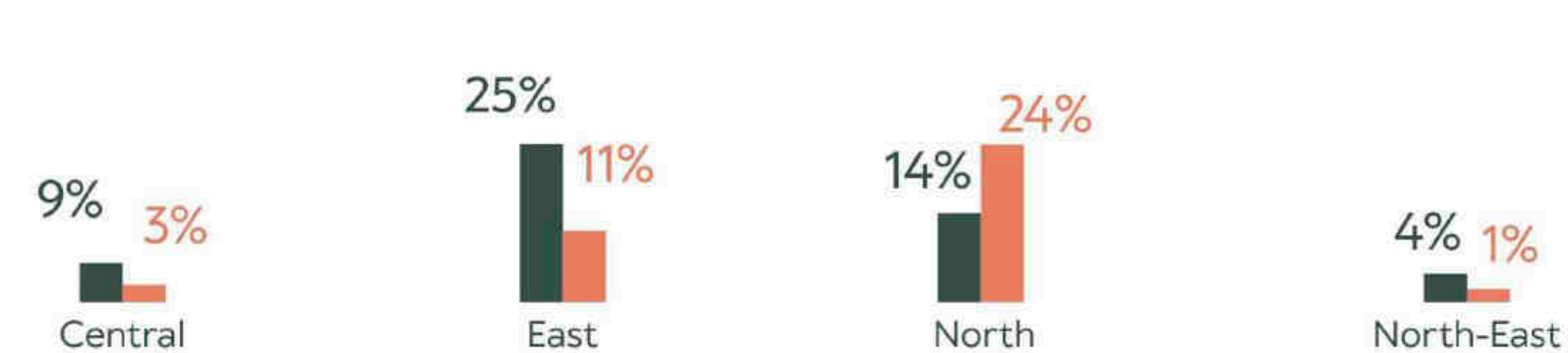
### PANEL



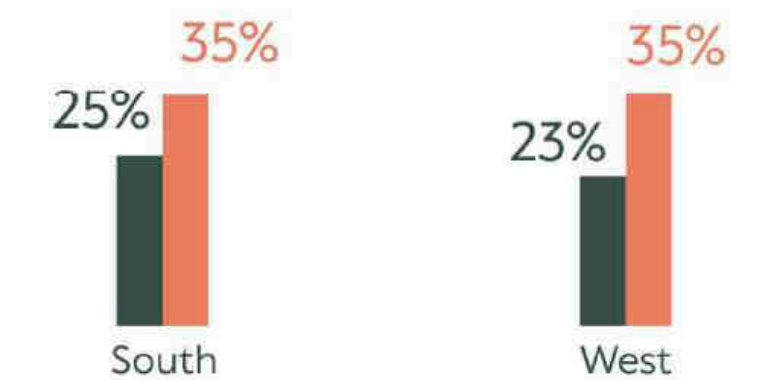
### GENDER



### REGION



### PANEL



# PANEL SIZES

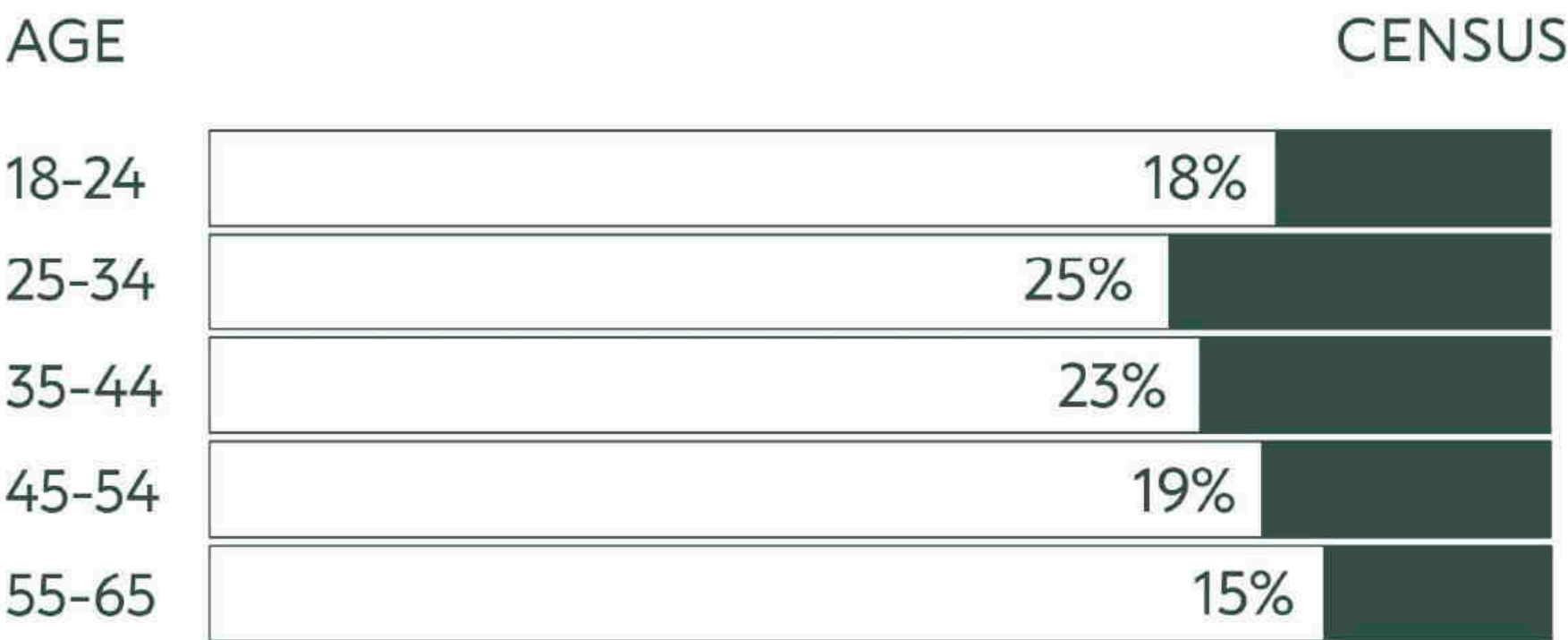
## INDONESIA | ASIA-PACIFIC

Panel Size: 38500

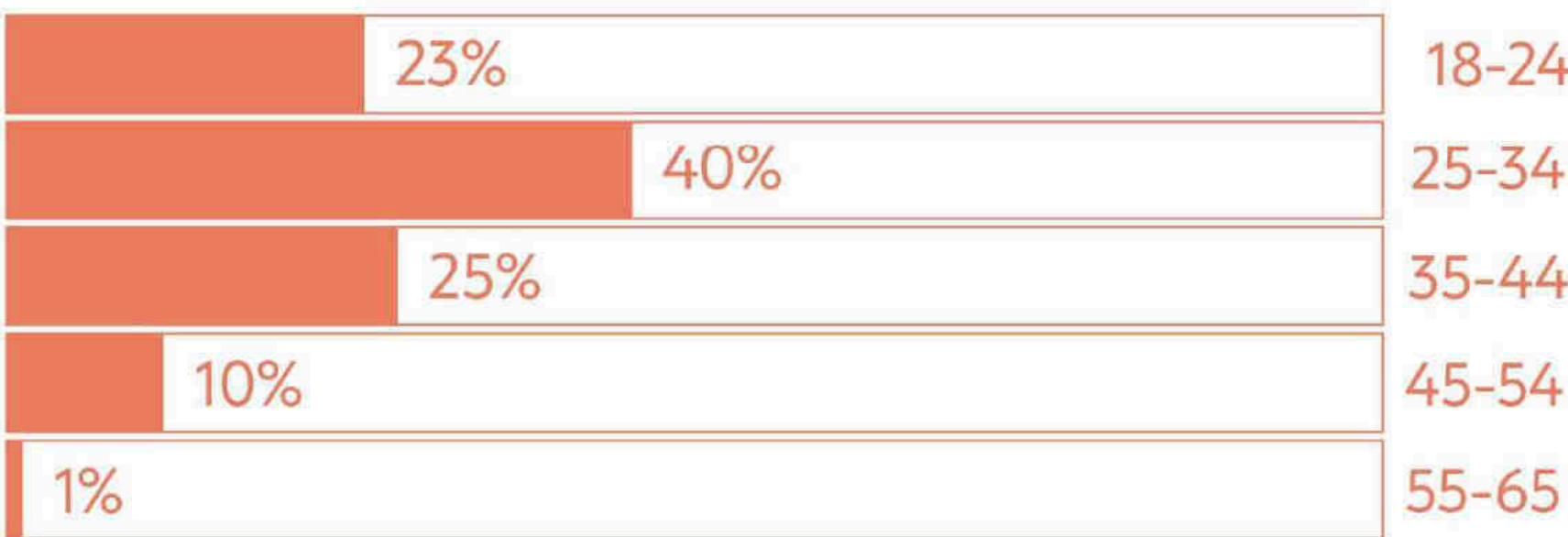
Population: 273,8 billions



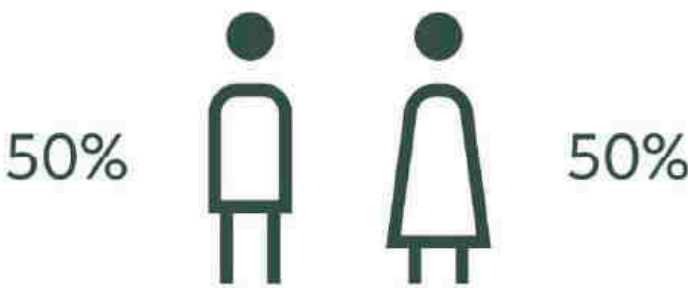
### AGE



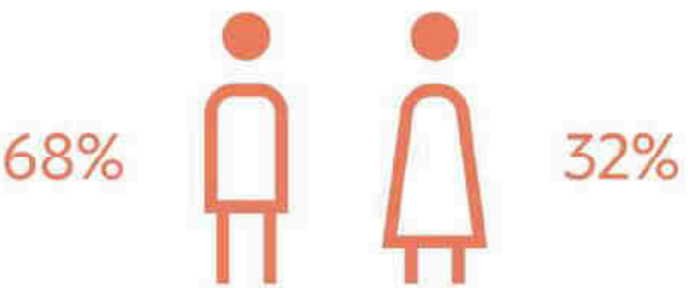
### PANEL



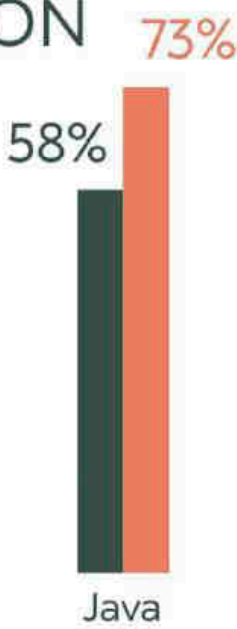
### GENDER



### PANEL



### REGION



# PANEL SIZES

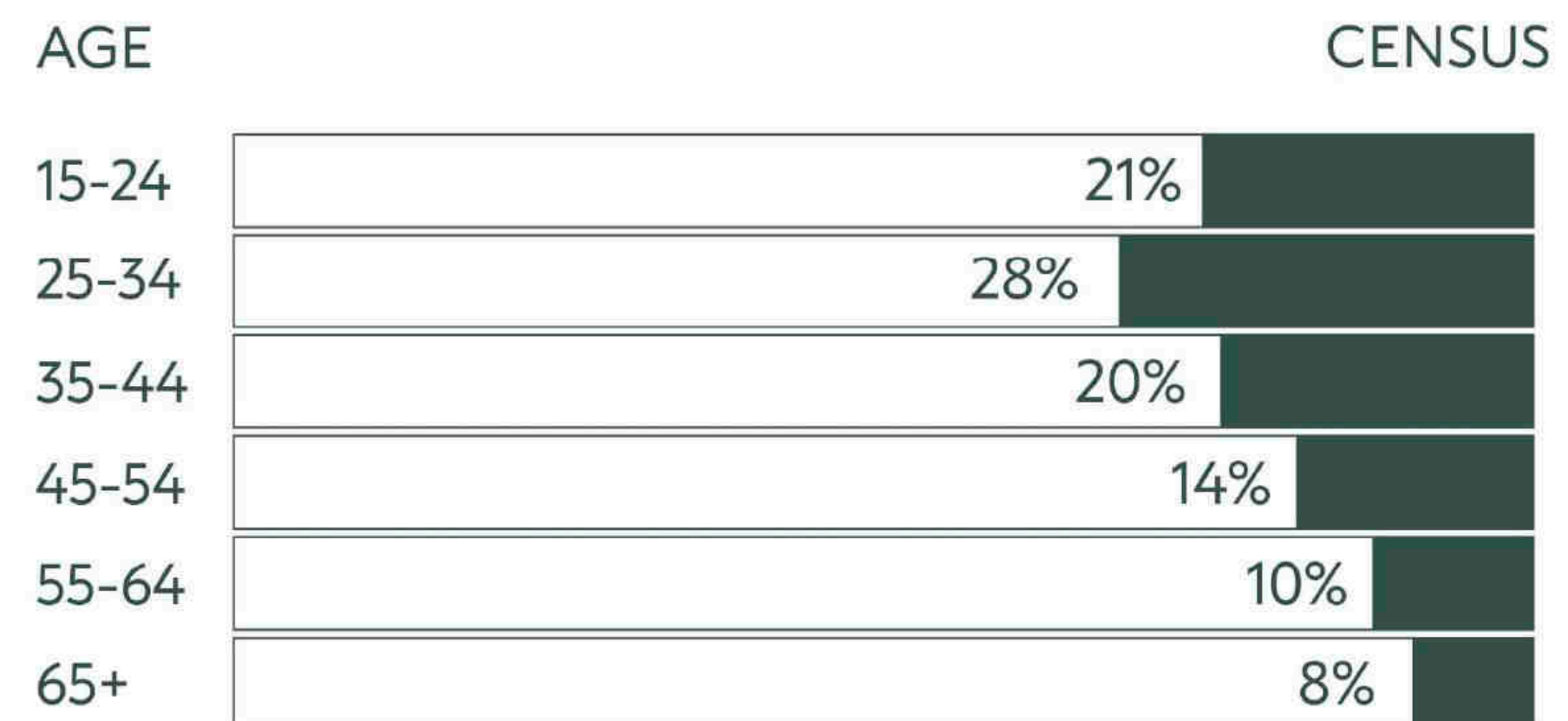
## PHILIPPINES | ASIA-PACIFIC

Panel Size: 48000

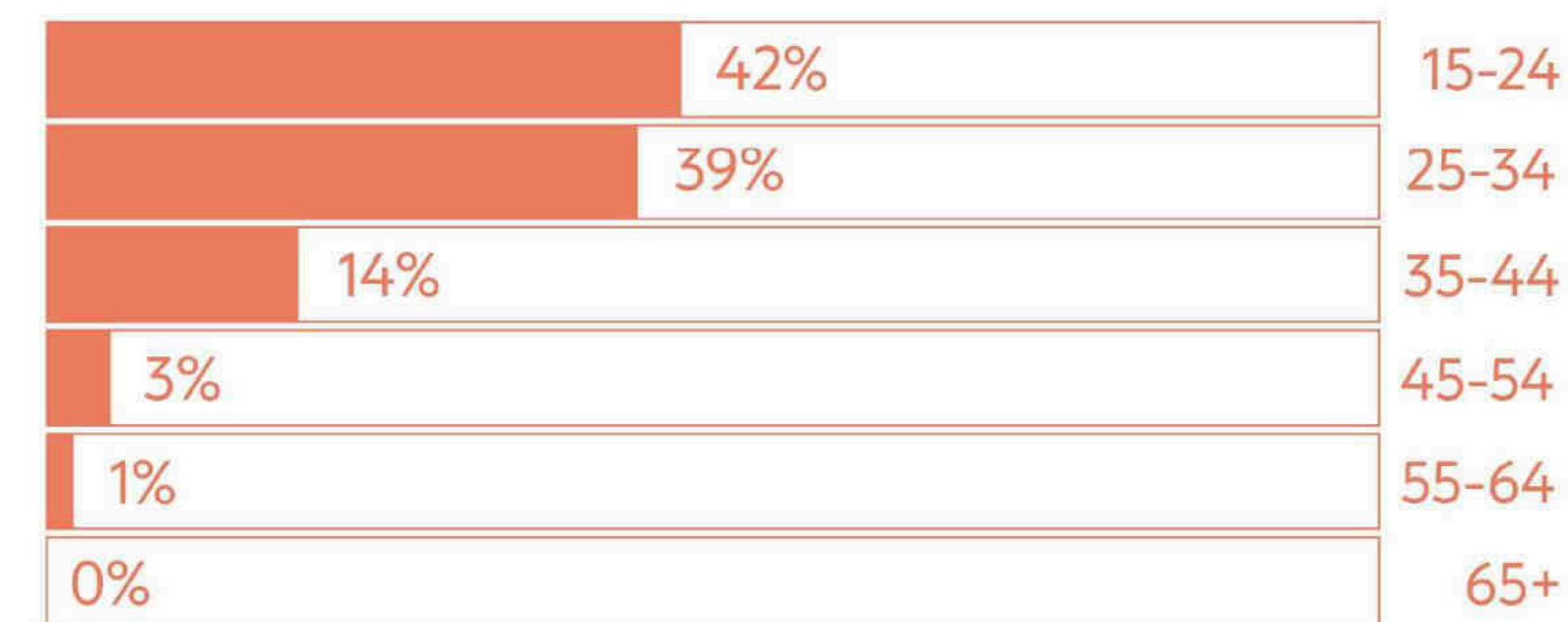
Population: 115,5 millions



### AGE



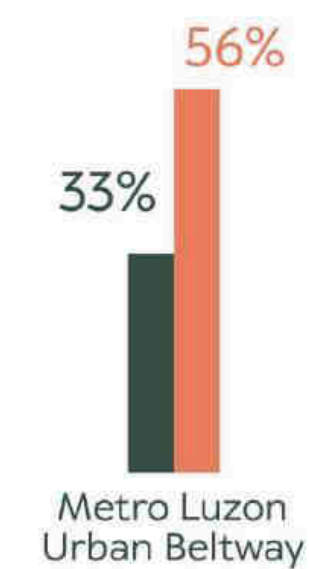
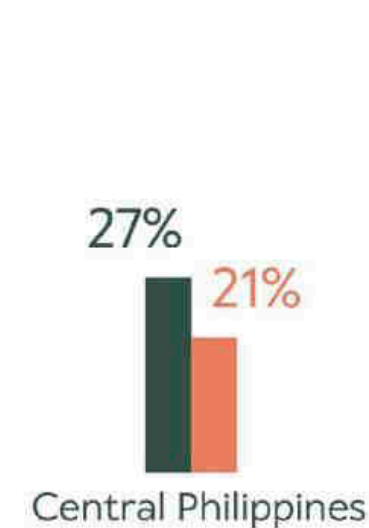
### PANEL



### GENDER



### REGION

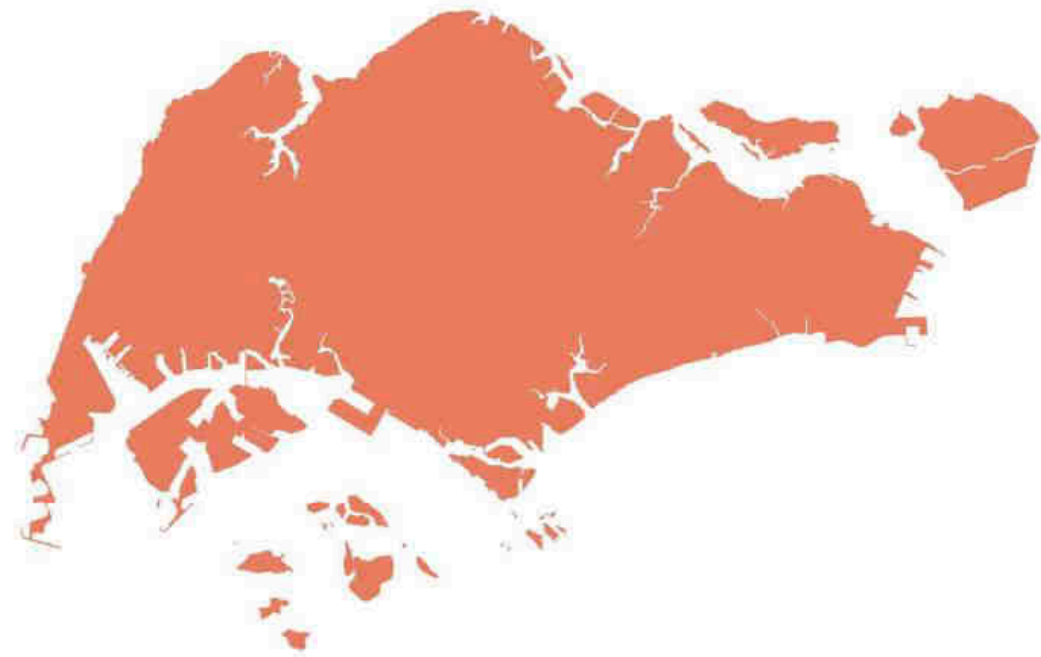


# PANEL SIZES

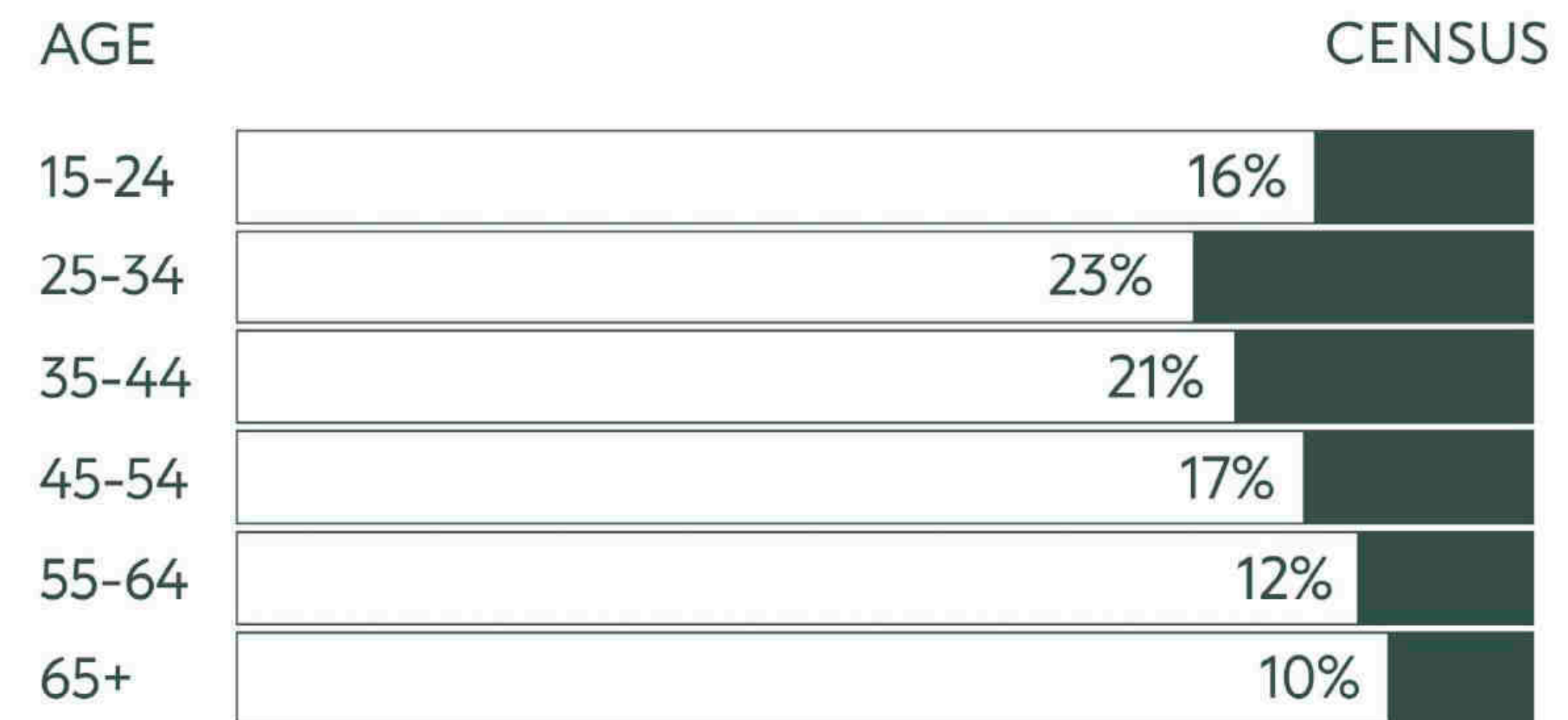
## SINGAPORE | ASIA-PACIFIC

Panel Size: 7600

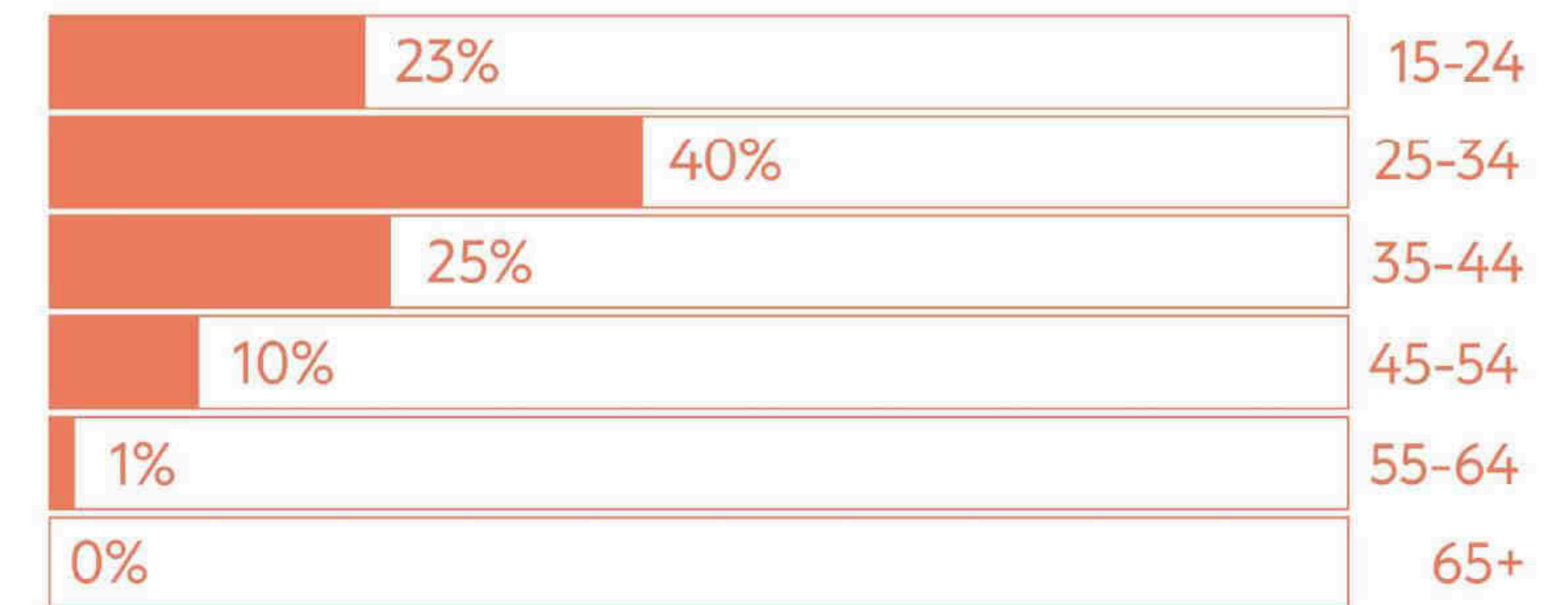
Population: 6 millions



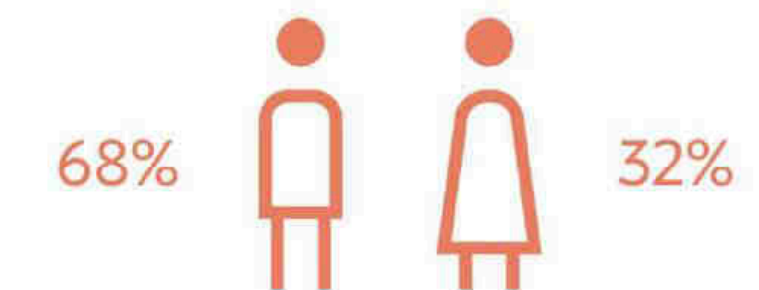
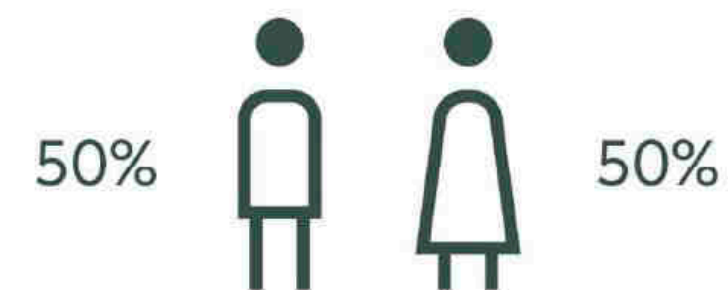
### AGE



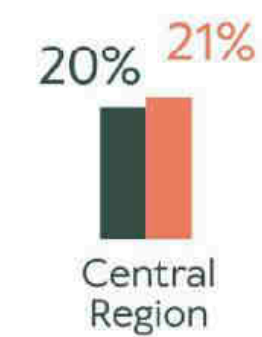
### PANEL



### GENDER



### REGION



### CENSUS

### PANEL

# PANEL SIZES

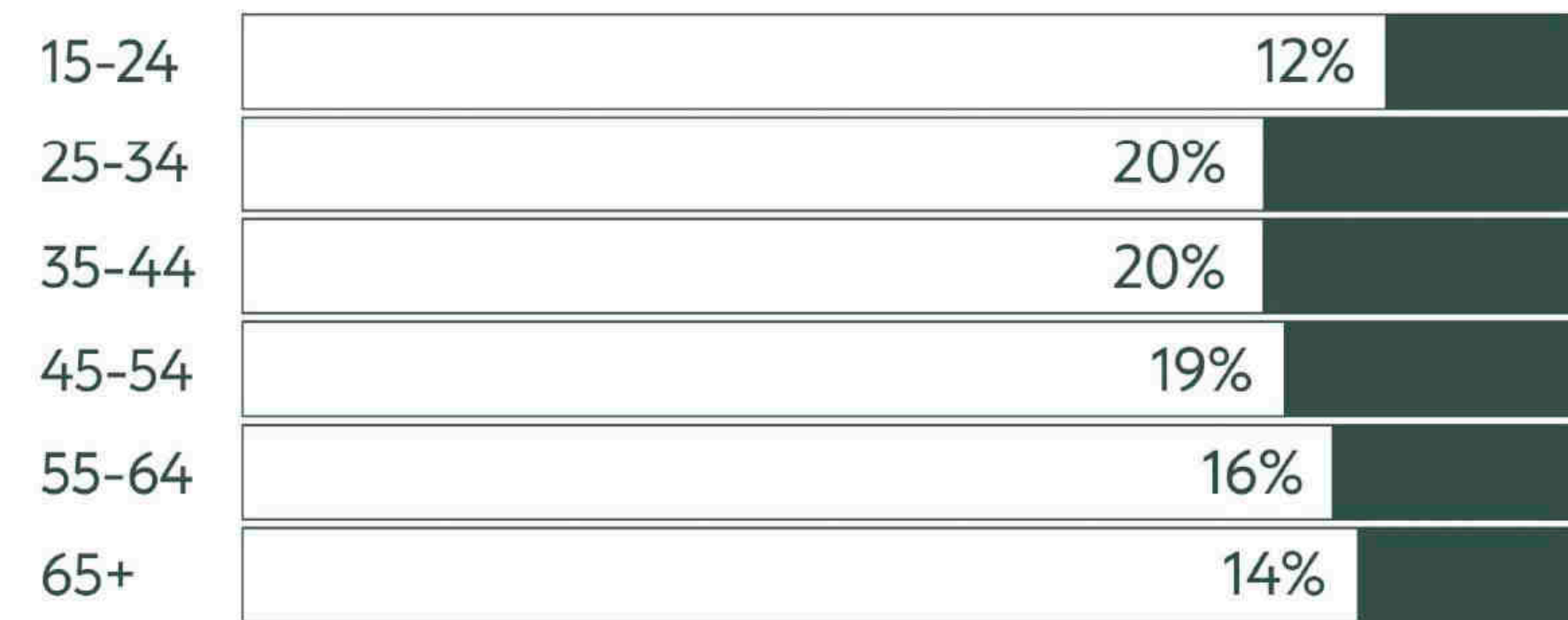
## THAILAND | ASIA-PACIFIC

Panel Size: 42000

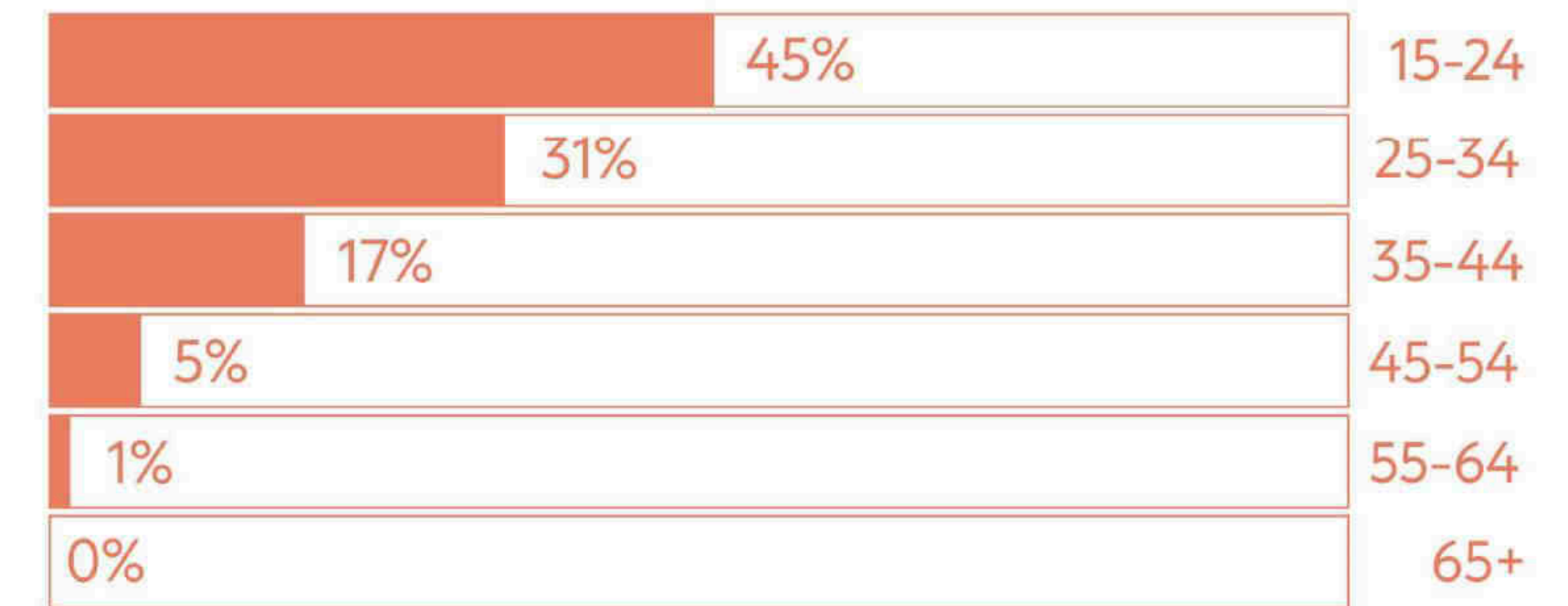
Population: 70,1 millions



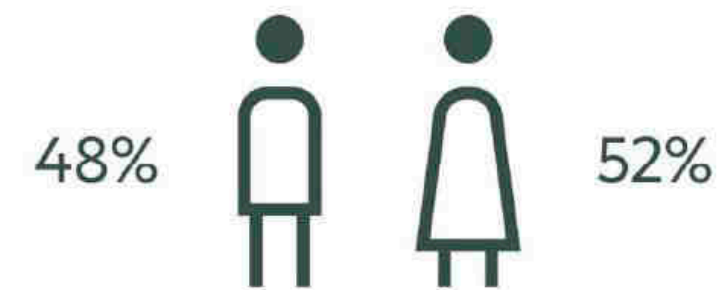
### AGE



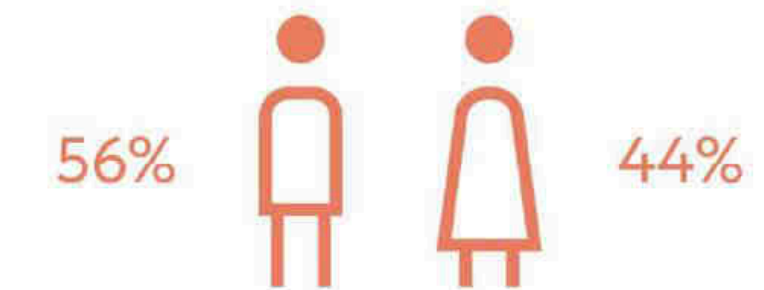
### PANEL



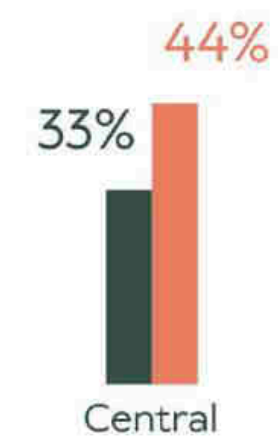
### GENDER



### PANEL



### REGION



### PANEL

### PANEL

# PANEL SIZES

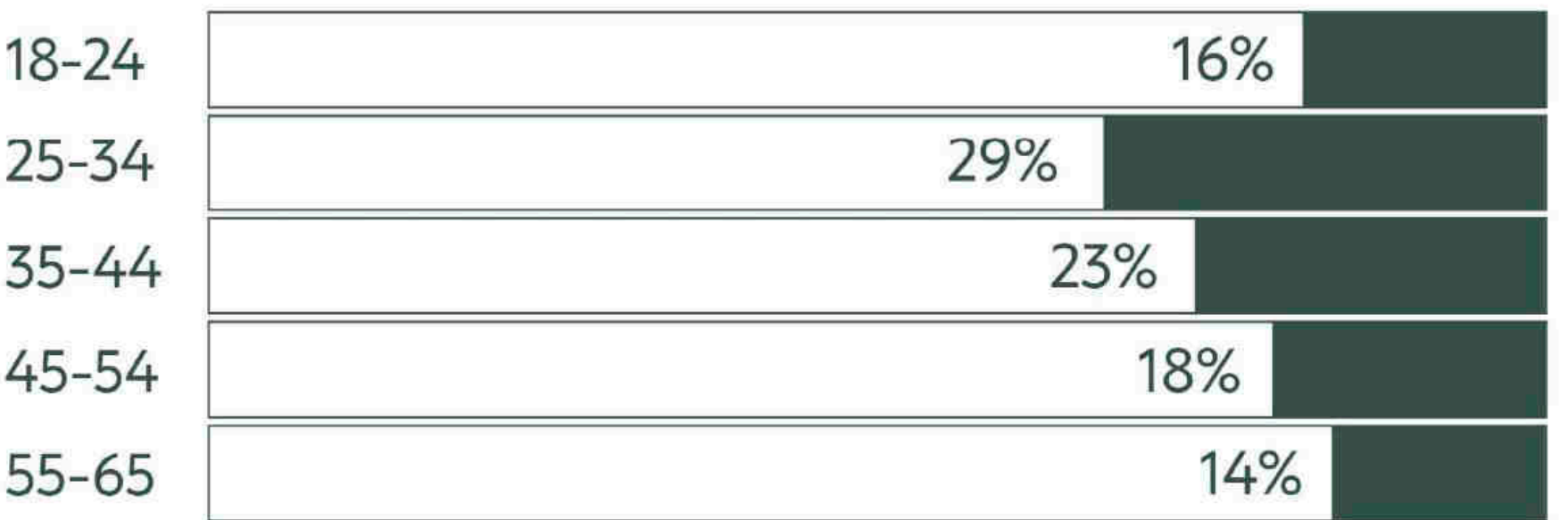
## VIETNAM | ASIA-PACIFIC

Panel Size: 18300

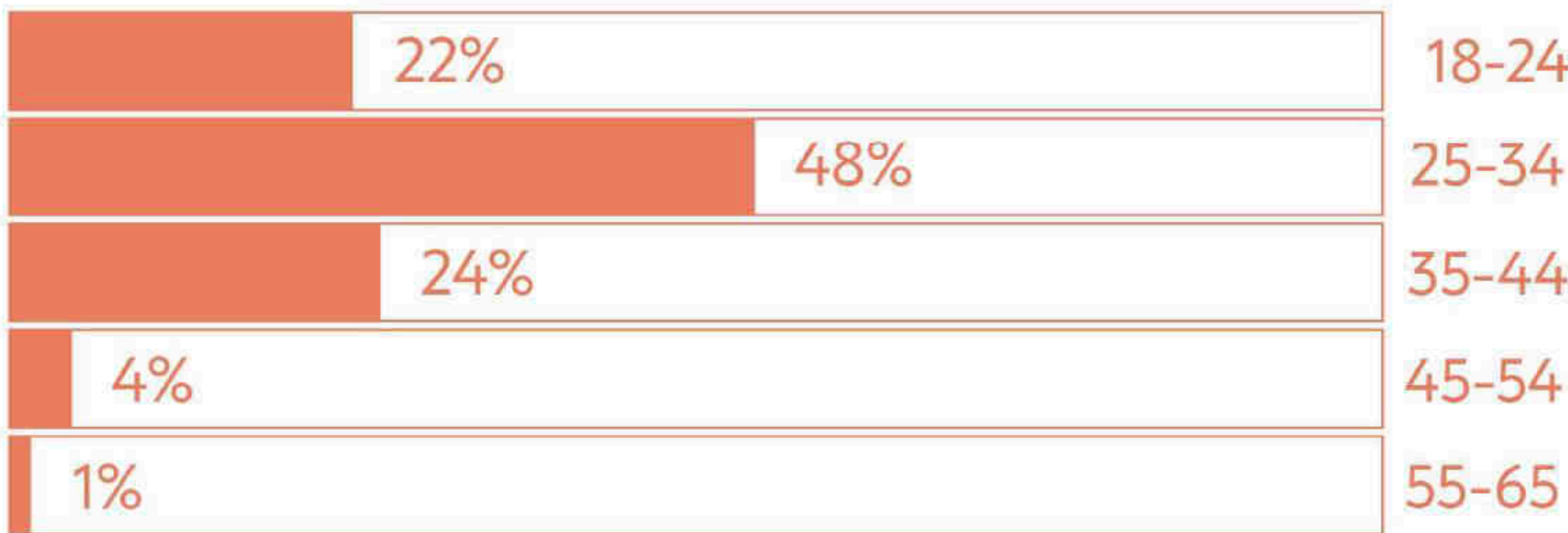
Population: 97,4 millions



### AGE



### PANEL

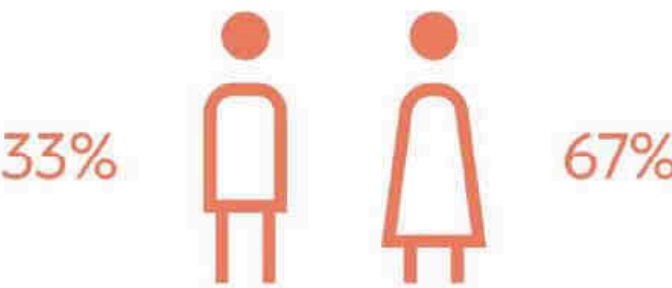


### GENDER



### CENSUS

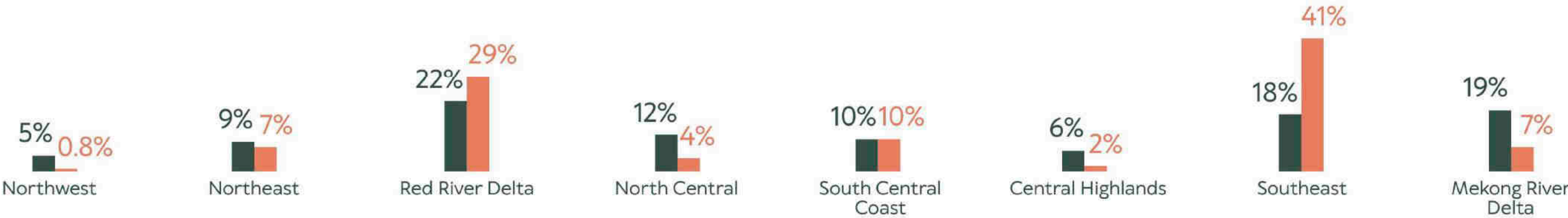
### PANEL



### REGION

### CENSUS

### PANEL





# THANK YOU

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