




# Panel Book

2016



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

We are ESOMAR and MRA members, efficiently serving clients in Europe, North America and Asia-Pacific from our two offices, the headquarters in Romania and the US office based in New York.

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, CAPI, CLT, 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: Ipsos, GfK, SSI, Toluna, Respondi, Bilendi, Critical Mix, Borderless Access, MetrixLab, SoapBox Sample 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 MRA.

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 Marketing Research Association (MRA), 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 the **current panel size including our proprietary panels** and the total reach with local partners in the table below.

Country	DataDiggers proprietary panel	Total panel size including partners
Croatia	5,000	15,000
Czech Republic	10,000	40,000
Greece	10,000	30,000
Hungary	15,000	50,000
Poland	12,000	50,000
Romania	14,000	50,000
Serbia	5,000	15,000
Slovakia	3,000	12,000
Turkey	15,000	60,000

**Last update:** October 2016





<b>DataDiggers proprietary panel</b>	<b>5,000</b>
<b>Total panel size with partners</b>	<b>15,000</b>
Internet penetration	75%
Smartphone penetration	61%
Total population	4.2 million
Facebook users	1.8 million

**Panel site:** <http://hrpanel.datadiggers.ro>

Age	Panel	Census
15-24	13%	10%
25-34	40%	18%
35-44	27%	17%
45-54	14%	16%
55+	7%	39%

Gender	Panel	Census
Males	32%	48%
Females	68%	52%

Region	Panel	Census
Adriatic Croatia	17%	36%
Continental Croatia	83%	64%

**Sources:**

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014

# Czech Republic



<b>DataDiggers proprietary panel</b>	<b>10,000</b>
<b>Total panel size with partners</b>	<b>50,000</b>
Internet penetration	80%
Smartphone penetration	55%
Total population	10.5 million
Facebook users	4.5 million

**Panel site:** <http://czpanel.datadiggers.ro>

Age	Panel	Census
15-24	15%	10%
25-34	30%	18%
35-44	24%	17%
45-54	15%	16%
55+	15%	39%

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

Region	Panel	Census
Central Bohemia	9%	12%
Central Moravia	12%	12%
Moravia-Silesia	14%	11%
North East	15%	14%
North West	11%	12%
Prague	11%	12%
South East	17%	16%
South West	11%	11%

## Sources:

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>10,000</b>
<b>Total panel size with partners</b>	<b>30,000</b>
Internet penetration	63%
Smartphone penetration	53%
Total population	10.8 million
Facebook users	4.8 million

**Panel site:** <http://grpanel.datadiggers.ro>

Age	Panel	Census
15-24	19%	8%
25-34	32%	16%
35-44	28%	19%
45-54	16%	18%
55+	4%	40%

Gender	Panel	Census
Males	50%	50%
Females	50%	50%

Region	Panel	Census
Aegean Islands	3%	5%
Attica	48%	35%
Crete	4%	5%
Epirus + Western Macedonia	4%	6%
Macedonia + Thrace	23%	23%
Peloponnese, West Greece + Ionian Islands	10%	14%
Thessaly + Central Greece	7%	12%

#### Sources:

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>15,000</b>
<b>Total panel size with partners</b>	<b>50,000</b>
Internet penetration	76%
Smartphone penetration	50%
Total population	9.8 million
Facebook users	5.1 million

**Panel site:** <http://hupanel.datadiggers.ro>

Age	Panel	Census
15-24	19%	10%
25-34	22%	17%
35-44	19%	19%
45-54	17%	15%
55+	24%	39%

Gender	Panel	Census
Males	44%	48%
Females	56%	52%

Region	Panel	Census
Southern Great Plains	15%	13%
Southern Transdanubia	9%	10%
Central Transdanubia	7%	11%
Central Hungary	34%	28%
Western Transdanubia	7%	10%
Northern Great Plains	13%	15%
Northern Hungary	13%	13%

**Sources:**

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>12,000</b>
<b>Total panel size with partners</b>	<b>50,000</b>
Internet penetration	68%
Smartphone penetration	59%
Total population	38 million
Facebook users	14 million

**Panel site:** <http://plpanel.datadiggers.ro>

Age	Panel	Census
15-24	31%	10%
25-34	21%	21%
35-44	16%	18%
45-54	13%	15%
55+	19%	36%

Gender	Panel	Census
Males	46%	49%
Females	54%	51%

Region	Panel	Census
Center	22%	20%
North West	11%	16%
North	15%	15%
South West	10%	10%
South	23%	21%
East	19%	18%

#### Sources:

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>14,000</b>
<b>Total panel size with partners</b>	<b>50,000</b>
Internet penetration	56%
Smartphone penetration	46%
Total population	19.9 million
Facebook users	8.1 million

**Panel site:** <http://ropanel.datadiggers.ro>

Age	Panel	Census
15-24	26%	9%
25-34	34%	20%
35-44	21%	20%
45-54	14%	16%
55+	5%	34%

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

Region	Panel	Census
Bucharest - Ilfov	23%	10%
Center	10%	12%
North East	15%	17%
North West	12%	12%
South	12%	16%
South East	13%	13%
South West	7%	11%
West	8%	9%

**Sources:**

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>5,000</b>
<b>Total panel size with partners</b>	<b>15,000</b>
Internet penetration	66%
Smartphone penetration	50%
Total population	7.1 million
Facebook users	3.6 million

**Panel site:** <http://rspanel.datadiggers.ro>

Age	Panel	Census
15-24	18%	10%
25-34	37%	18%
35-44	24%	17%
45-54	14%	16%
55+	7%	39%

Gender	Panel	Census
Males	35%	49%
Females	65%	51%

Region	Panel	Census
Belgrade	36%	23%
Southern and Eastern Serbia	22%	21%
Vojvodina	21%	28%
Šumadija and Western Serbia	21%	28%

#### Sources:

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014



<b>DataDiggers proprietary panel</b>	<b>3,000</b>
<b>Total panel size with partners</b>	<b>12,000</b>
Internet penetration	83%
Smartphone penetration	65%
Total population	5.4 million
Facebook users	2.3 million

**Panel site:** <http://skpanel.datadiggers.ro>

Age	Panel	Census
15-24	18%	11%
25-34	23%	20%
35-44	26%	20%
45-54	18%	16%
55+	15%	33%

Gender	Panel	Census
Males	33%	49%
Females	67%	51%

Region	Panel	Census
Bratislava Region	18%	11%
Central Slovakia	20%	25%
Eastern Slovakia	26%	29%
Western Slovakia	36%	35%

#### Sources:

- Age and gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration and number of Facebook users: [www.internetworldstats.com](http://www.internetworldstats.com), 2016
- Smartphone owners: Google Consumer Barometer, 2014





<b>DataDiggers proprietary panel</b>	<b>15,000</b>
<b>Total panel size with partners</b>	<b>60,000</b>
Internet penetration	60%
Smartphone penetration	56%
Total population	77.7 million
Facebook users	41 million

**Panel site:** <http://trpanel.datadiggers.ro>

Age	Panel	Census
15-24	43%	16%
25-34	33%	26%
35-44	16%	21%
45-54	5%	16%
55+	3%	21%

Gender	Panel	Census
Males	69%	50%
Females	31%	50%

**Sources:**

- Age & gender data: U.S. Census Bureau, 2016
- Region: Wikipedia.org, 2016
- Total population: Eurostats, 2016
- Internet penetration:  
[www.internetworldstats.com](http://www.internetworldstats.com), 2016

Region	Panel	Census
Aegean	15%	13%
Central Anatolia	4%	5%
Central East Anatolia	2%	5%
East Black Sea	2%	3%
East Marmara	11%	9%
Istanbul	27%	19%
Mediterranean	11%	13%
North East Anatolia	1%	3%
South East Anatolia	5%	10%
West Anatolia	11%	10%
West Black Sea	5%	6%
West Marmara	4%	4%

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

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