



# Panel book

# DigData online panel as a network of thoughts

**558** We have realized over 550 research projects

**279 576** Our respondents have filled nearly 280 000 questionnaires

**127 000** We've gathered over 125 000 users all over Ukraine

**24** in 24 regions of Ukraine\*

MEDICINES

SERVICES

HOME APPLIANCES

E-COMMERCE

FMCG

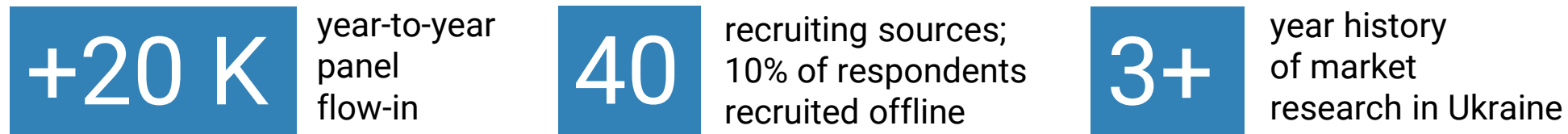
OTHER CATEGORIES

DigData online panels is an ideal tool to investigate consumers of nearly all categories of goods and services.

\*except for the occupied territories

# DigData online panel

We take a lot of effort in non-stop **recruiting new respondents to our panel** using online and offline methods, including social media, advertising and b2b projects.



To enforce our panelists' loyalty we are always there to help them (phone, e-mail, social media) and monitor their likes and needs.

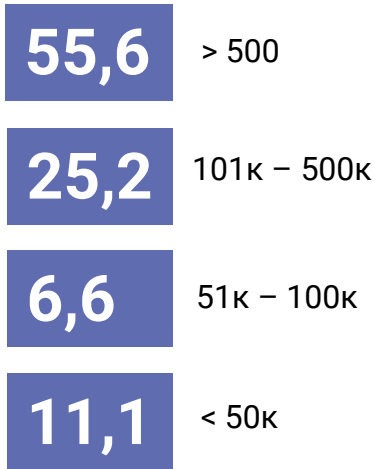
In line with our quality codex we terminate speedsters, straight liners and responses with bad logics, which helps us maintain **high quality of data**, while elaborate motivation package guarantees high response level.

DigData develops **custom questionnaires** for the specific clients' needs, while the panel is profiled to give access to the target audience to be surveyed.

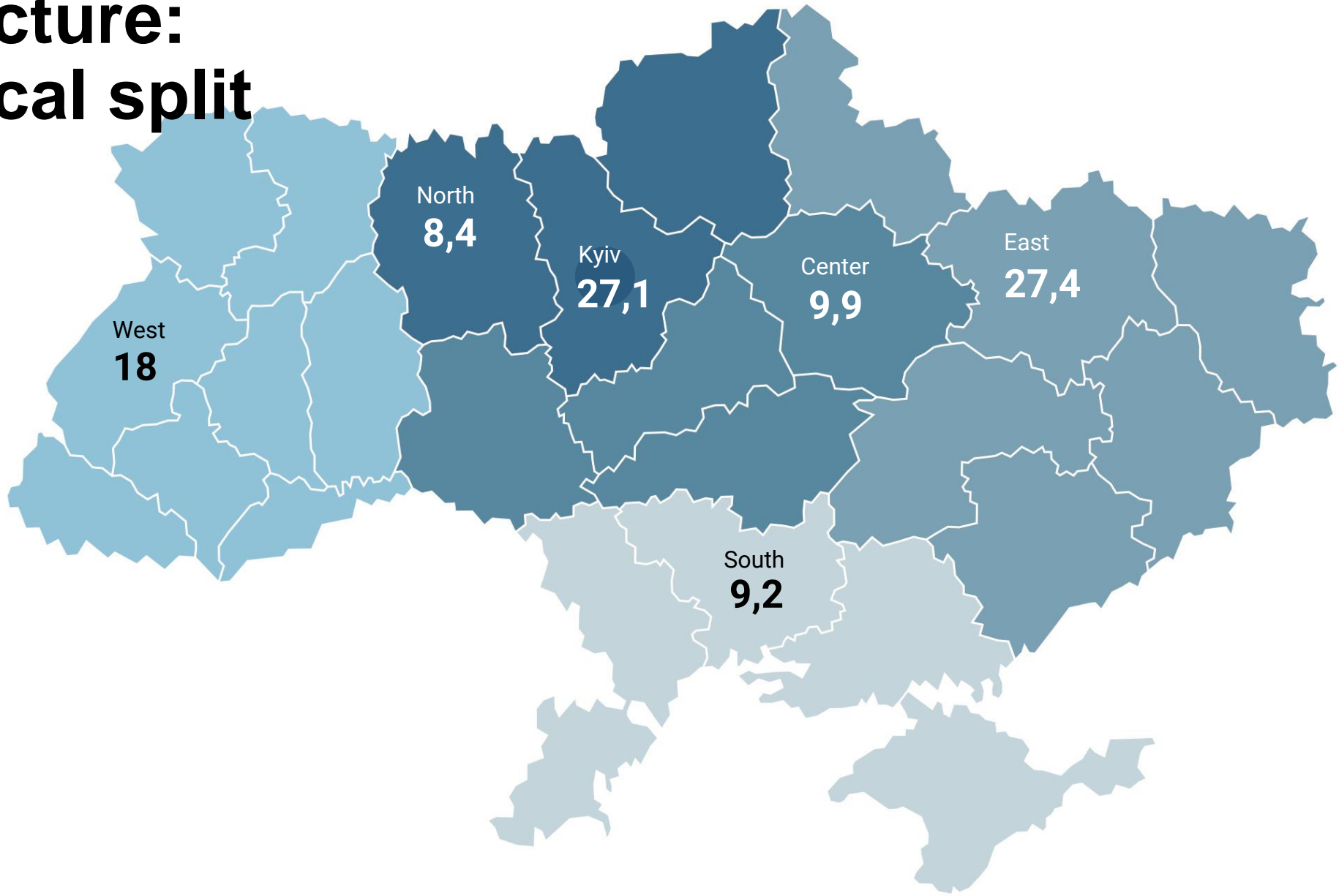


# Panel structure: geographical split

Split by city  
size, %



Regional split, % ▶



# Panel structure: age and gender

71%

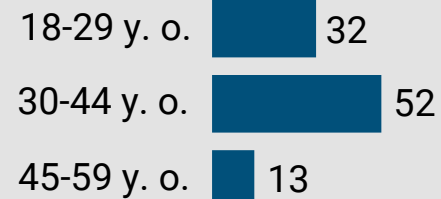
Internet penetration in Ukraine among people aged 15+

*According to Factim Group Investigation on Internet penetration, III quarter of 2019 year*

Total panel, %



53  
Females, %



47  
Males, %



# Panel structure: family size and marital status

# 71%

Internet penetration in Ukraine among people aged 15+

*According to Factim Group Investigation on Internet penetration, III quarter of 2019 year*

## Family size

- 36% Married, civil partnership, with kids
- 21% Lives with parents, relatives
- 16% Married, civil partnership, no kids
- 8% Lives alone, no kids
- 5% Lives alone, has kids
- 5% Married, civil partnership, kids separated
- 4% Shares living space with friends
- 5% Other

## Number of kids

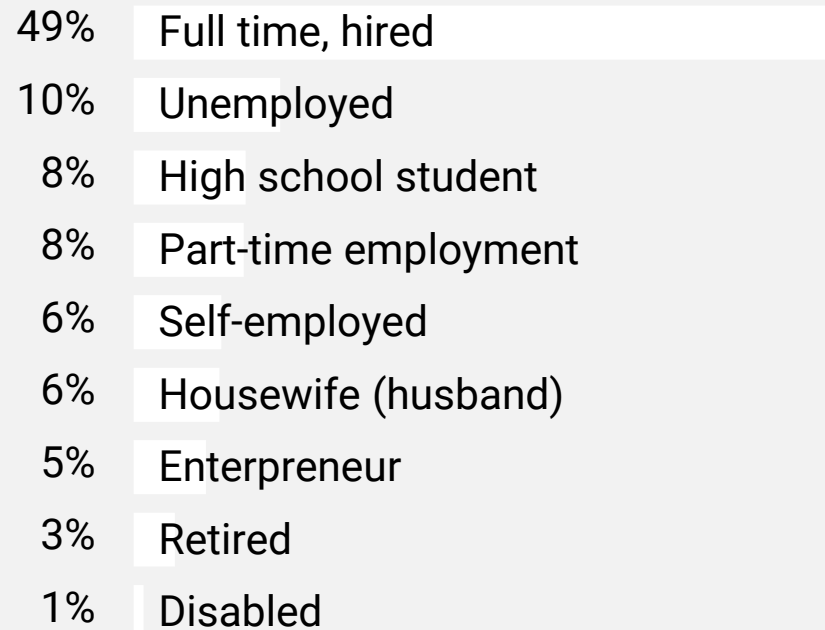
- 56% No kids
- 29% 1 kid
- 13% 2 kids
- 2% 3 kids

# Panel structure: employment and income

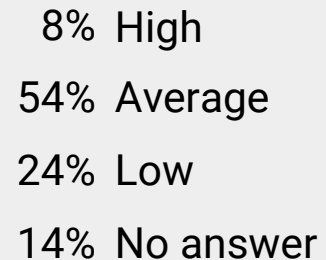
71%

Internet penetration in Ukraine among people aged 15+

*According to Factim Group Investigation on Internet penetration, III quarter of 2019 year*

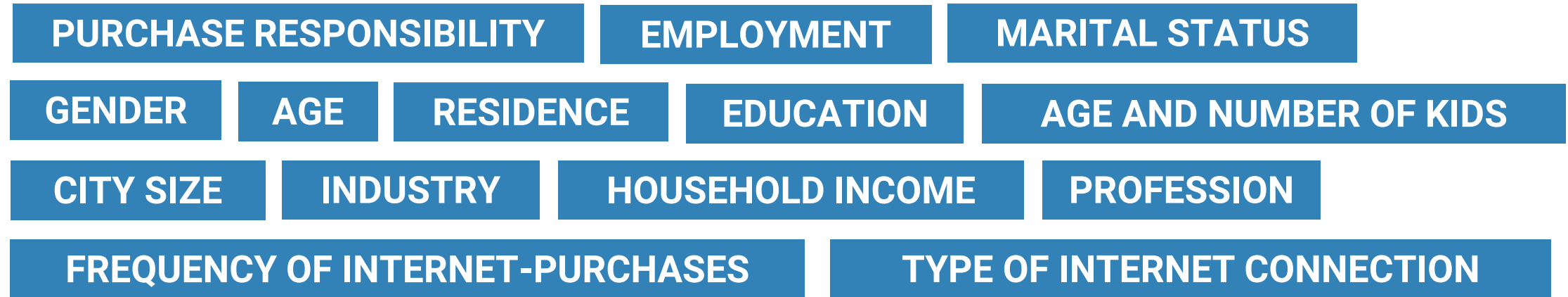


## Income

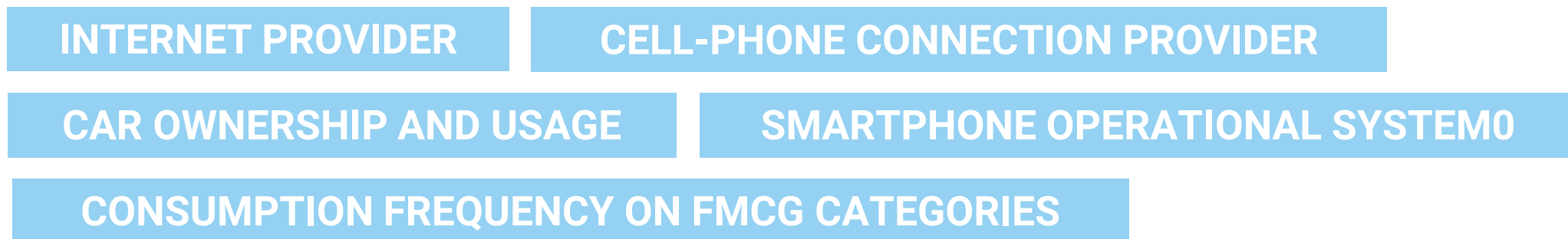


# Available targeting

Personal data shared in registration questionnaire. Available for 100% of panel



Additional profiling. Available for 50% of panel





# Quality control measures in place

**Constant monitoring of the profiling information shared by respondent.** Every panel member has a unique identifier and a unique e-mail on top of registration socio-demographic data which makes it impossible to have duplicates in the panel.

In-survey **monitoring of untypical respondents' behavior** while filling in surveys like straightliners, speedsters, inattentive responses, mutually exclusive answers.

Survey-to-survey panel enrichment lets us get deeper knowledge of panel members, which lets us **monitor dishonest responses**.



# Loyalty of respondents

Respondents' loyalty is the key to high quality of marketing research.

**The response rate to the invitation to participate in the survey is more than 45%.** This shows proactivity and viability of our online panel. To increase the loyalty of respondents, we conduct various activities and mini-activations, as well as encourage activity by drawing valuable prizes. We increase the level of trust of respondents through constant communication, as well as prompt support in resolving various issues.

**The percentage of respondents who reach the end of the questionnaire is more than 90%,** which indicates the high quality of the questionnaires, programmed by DigData specialists.

**The number of those who unsubscribe from our research is less than 0.28%,** which confirms the fact that the loyalty of our respondents is at a high level.

*Base: N=1000 (according to Omnibus, April 2019)*



# Motives for respondents' participation in DigData online surveys

**57%** participate in surveys because there is possibility of receiving a reward

Each respondent who passed the survey becomes a participant in the prize draw. We use a system of drawing gift certificates and other valuable prizes (gadgets, mobile equipment, etc).

However, **receiving a reward is not the only motivating factor for the respondents** of our online panel. Other motives:

**54%** like to express their opinion

**45%** want companies to take their views into account

**42%** take surveys as a matter of interest

**24%** like DigData community

**14%** like to learn about new products on the market

*Base: N=1000 (according to Omnibus, April 2019)*

# What prevents panelists from completing the survey

56% Not enough free time

25% Questionnaire is too long

Regardless of place of residence, gender and age of respondent there could be a problem of having not enough free time. Thanks to special software, respondents can be interviewed at any convenient time and using any device.

According to our research practice, the most **optimal duration of the survey is 10-15 minutes.**

*Base: N=1000 (according to Omnibus, April 2019)*

# Principles of work and quality

The company adheres to the International Code of ICC / ESOMAR Marketing and Social Research. Guarantees high quality of research and correspondence to ethical research practices.

You could learn more about the operation of the service quality control system, as well as ethical issues related to marketing research, following the [link](#).





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next project!**

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