

Make Opinion Online Access Panel

10M+ active respondents
136 countries

DIY Platform

Managed Services

API Integration

Panel Quality

Multi-layer fraud protection and human oversight

Respondent Experience and Engagement

Happy respondents, better data

Profiling and Recruitment

Continuous dynamic profiling

Compliance & Ethics

GDPR, BDSG, CCPA, and local laws respected

Technology & Infrastructure

In-house platform, API-ready, fast

Panel Stats

Country coverage by key demographics

Our Services

Self-serve, managed services and API ready

Create surveys.
Reach people.
Understand results.

Panel Quality

At Make Opinion, quality it's built into every layer of our process. No system is perfect, but we consistently maintain one of the lowest reconciliation rates in the industry, and that's not by accident.

2.8% reconciliation rate

Fraud & Bot-Farm Defense: we check VPNs, proxies, and suspicious IPs automatically, not just once, but throughout each respondent's lifetime in the panel.

Digital Fingerprinting: every respondent receives a persistent digital ID, allowing us to detect duplication and monitor behavioral consistency across time.

Human Oversight: our dedicated Panel Quality team manually reviews any system flagged respondents for nuanced, real-world judgment calls tech can't make alone.

Answer Consistency Checks: we automatically flag respondents whose answers contradict each other in unlikely ways, like claiming a very low income and also reporting ownership of a Porsche. These respondents are reviewed and removed when appropriate.

Random Profile Validation: we run periodic re-validations across key demographic and behavioral data to ensure panel integrity and consistency.

Optional Third-Party Quality Tools: on request, we enable third-party industry standard solutions, such as Research Defender, to provide additional layers of fraud detection and respondent validation.

Survey Feedback Loop: after every survey, respondents rate their experience. We analyze that feedback to flag problematic surveys and spot disengaged or manipulative behavior across their history.

Respondent Experience and Engagement

Happy respondents don't just stay in the panel longer, they deliver better data.

At Make Opinion, we treat our panelists with respect, fairness, and transparency, because engaged respondents don't rush, drop out, they provide reliable, thoughtful answers.

4.6 stars: respondent satisfaction on TrustPilot

Smarter Pre-Qualification and Rapid Incidence Checks: we combine over 100 profiling fields with a custom screener tool that allows quick incidence checks based on 200 answers before full launch. This minimizes costly targeting mistakes and maximizes conversion.

Fair Rewards, Even for Screenouts and Quota Fulls: respondents who don't qualify or reach a full quota are still compensated. This policy reinforces trust and helps maintain healthy panel retention.

Phased Trust Incentives: respondents earn access to real-time incentives and monthly prize drawings only after successfully passing initial validation steps, including trap question detection, speeding checks, and profile consistency audits, and completing several surveys with good behavior.

Responsive Panel Support: our Panel Support team answers every respondent ticket promptly and thoughtfully, ensuring panelists feel heard and respected, not ignored.

Survey Experience Ratings: after each survey respondents rate their experience. We use these ratings to detect friction points and maintain a high-quality experience across the board.

Profiling and Recruitment

A healthy panel is not built overnight. At Make Opinion, we grow a high-quality respondent base through consistent, targeted recruitment and evolving profiling. Our focus is simple, help you reach the right people with the most reliable data possible.

95% profiled panel on key demographics

First-Party Data Ownership: every profile belongs to us, not a third party. Make Opinion owns 100% of respondent data, meaning you get full traceability, better consistency, and cleaner sample management.

Diverse Recruitment Sources: we run targeted campaigns, social media campaigns, social media direct to survey (only if specifically requested), partnerships with local and global websites and apps, and other industry-trusted acquisition channels to ensure diversity and balance.

Continuous Profiling: respondent profiles are not static. We layer in behavioral, demographic, and attitudinal data over time, giving you richer targeting options with every interaction.

Ongoing Profiling Refresh: key profile fields are refreshed regularly, based on the natural expiration cycle of different data points, so targeting remains accurate as people's lives change.

Re-contact and Longitudinal Capabilities: all profiling is respondent-level and persistent, enabling re-contact, multi-wave studies, and segmentation validation overtime without data loss or integrity issues.

Compliance and Ethics

At Make Opinion, we take compliance seriously, not just because it is good practice, but because it is a legal and cultural standard where we are based. As a German company, we operate under some of the strictest data protection laws in the world.

Full GDPR Compliance: we ensure transparency, data control, and security at every step of the respondent journey.

Local Legal Adherence: we respect country-specific regulations, not just GDPR, but regional laws like LGPD in Brazil, CCPA in California, and other national frameworks where your studies run.

Respondent Control and Access: panelists can access, update, or delete their personal data anytime through our respondent portal, putting privacy in their hands.

No Surprises Policy: we never sell or share respondent data to other 3rd parties. Clear terms, clear consent, no hidden clauses.

Proactive Legal Monitoring: we continuously monitor regulatory changes and update our systems and processes before they become mandatory.

Technology and Infrastructure

At Make Opinion, we own and operate our entire tech stack, giving you full control over your projects without relying on third-party bottlenecks. Whether you are running one project or dozens, you get stability, speed, and real-time visibility from start to finish.

Proprietary Platform: Make Opinion Next lets you define audiences, check real-time feasibility and pricing, get respondents fast, and track progress live.

Real-Time APIs: instant data flow, seamless integrations, and faster project turnarounds without manual delays.

Robust Infrastructure: high uptime, secure hosting, and a global infrastructure network that keeps projects moving no matter where respondents are located.

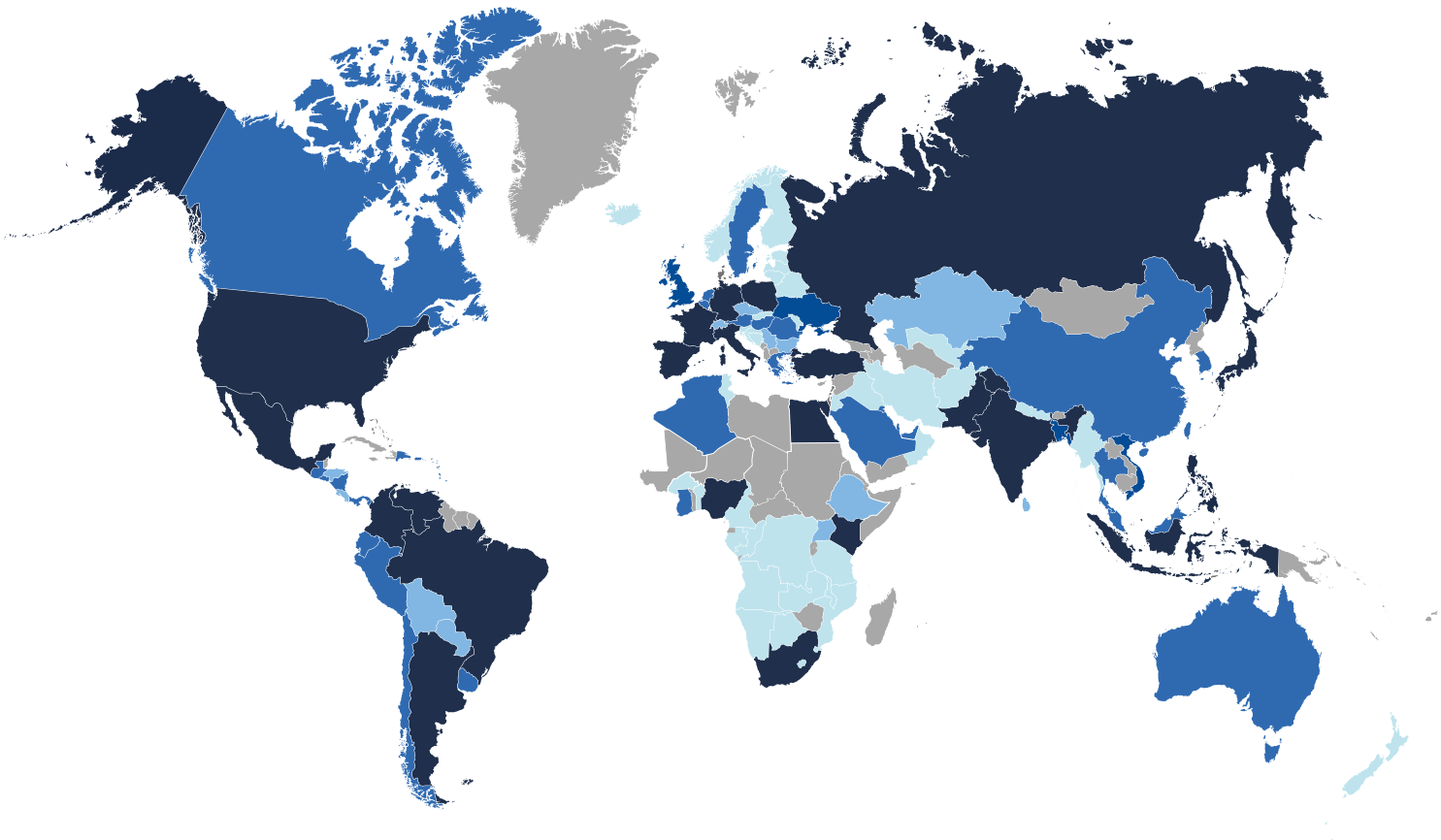
Continuous Optimization: we constantly upgrade based on real-world usage patterns and direct client feedback, so the platform evolves with your needs, not behind them.



Panel Stats

Country coverage by key demographics

Global Online Access Panel



Users: 100K+ 50k+ 20k+ 10k+ 1k+

Europe

- 1. France
- 2. Italy
- 3. Germany
- 4. Spain
- 5. Russia
- 6. Poland
- 7. United Kingdom
- 8. Portugal
- 9. Ukraine
- 10. Belgium
- 11. Romania
- 12. Austria
- 13. Hungary
- 14. Netherlands
- 15. Greece
- 16. Sweden
- 17. Czech Republic
- 18. Bulgaria
- 19. Serbia
- 20. Switzerland
- 21. Croatia
- 22. Slovakia
- 23. Finland
- 24. Denmark
- 25. Ireland
- 26. Belarus
- 27. Lithuania
- 28. Norway
- 29. Latvia
- 30. Albania
- 31. Estonia

- 32. Slovenia
- 33. Alan Islands
- 34. Moldova
- 35. Malta
- 36. Luxembourg
- 37. Iceland
- 38. Bosnia and Herzegovina

North America

- 39. United States
- 40. Mexico
- 41. Dominican Republic
- 42. Canada
- 43. Guatemala
- 44. Costa Rica
- 45. El Salvador
- 46. Panama
- 47. Honduras
- 48. Nicaragua
- 49. Jamaica
- 50. Puerto Rico
- 51. Bahamas (the)
- 52. Trinidad and Tobago

South America

- 53. Brazil
- 54. Colombia
- 55. Argentina
- 56. Venezuela
- 57. Peru
- 58. Ecuador
- 59. Chile
- 60. Uruguay
- 61. Paraguay

Asia

- 62. India
- 63. Phillipines
- 64. Indonesia
- 65. Turkey
- 66. Japan
- 67. Vietnam
- 68. Bangladesh
- 69. Malaysia
- 70. Thailand
- 71. South Korea
- 72. China
- 73. Taiwan
- 74. Sri Lanka
- 75. Singapore
- 76. Hong Kong
- 77. Myanmar
- 78. Cyprus
- 79. Nepal
- 80. Northern Mariana Islands

Africa

- 81. Nigeria
- 82. South Africa
- 83. Kenya
- 84. Egypt
- 85. Morocco
- 86. Ghana
- 87. Algeria
- 88. Botswana
- 89. Uganda
- 90. Ethiopia
- 91. Angola
- 92. Ivory Coast
- 93. Tunisia
- 94. Tanzania
- 95. Mozambique
- 96. Botswana
- 97. Oman
- 98. Namibia
- 99. Cameroon
- 100. Rwanda
- 101. Congo
- 102. Malawi
- 103. Mauritius
- 104. Senegal
- 105. Zambia
- 106. Sierra Leone
- 107. Liberia
- 108. Benin
- 109. Eswatini
- 110. Gabon
- 111. Burkina Faso

- 112. Lesotho
- 113. Congo (the)

Middle East

- 114. Pakistan
- 115. United Arab Emirates
- 116. Saudi Arabia
- 117. Kazakhstan
- 118. Jordan
- 119. Afghanistan
- 120. Israel
- 121. Iran
- 122. Qatar
- 123. Kuwait
- 124. Lebanon
- 125. Bahrain
- 126. Uzbekistan
- 127. Iraq

Oceania

- 128. Australia
- 129. New Zealand
- 130. American Samoa
- 131. Virgin Islands (U.S.)
- 132. Guam
- 133. Samoa
- 134. Palau
- 135. Micronesia
- 136. Marshall Islands (the)

Demographic Breakouts

Europe



Germany

59%

41%

— USERS —

236233

14-18

18-24

25-34

34-44

45-54

55-64

65-99

4%

36%

24%

27%

5%

3%

1%

Spain

33%

67%

— USERS —

216379

14-18

18-24

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65-99

1%

22%

26%

32%

13%

4%

1%

Russia

69%

31%

— USERS —

132393

14-18

18-24

25-34

34-44

45-54

55-64

65-99

6%

36%

21%

25%

8%

3%

2%

Poland

57%

43%

— USERS —

117576

14-18

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3%

33%

25%

29%

6%

2%

1%

United Kingdom

59%

41%

— USERS —

73990

14-18

18-24

25-34

34-44

45-54

55-64

65-99

3%

26%

26%

31%

9%

3%

2%

Portugal

48%

52%

— USERS —

52365

14-18

18-24

25-34

34-44

45-54

55-64

65-99

1%

22%

26%

33%

13%

4%

1%

Ukraine

71%

29%

— USERS —

50747

14-18

18-24

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26%

25%

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10%

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Belgium

50%

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49632

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24%

28%

10%

4%

2%

Romania

53%

47%

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65-99

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28%

26%

31%

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Austria

59%

41%

— USERS —

37099

14-18

18-24

25-34

34-44

45-54

55-64

65-99

5%

35%

24%

27%

5%

3%

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Hungary

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45%

— USERS —

25137

14-18

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34-44

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11%

4%

2%

Netherlands

64%

36%

— USERS —

24626

14-18

18-24

25-34

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55-64

65-99

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26%

30%

8%

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5%

Greece

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— USERS —

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Sweden

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Czech Republic

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Serbia

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Switzerland

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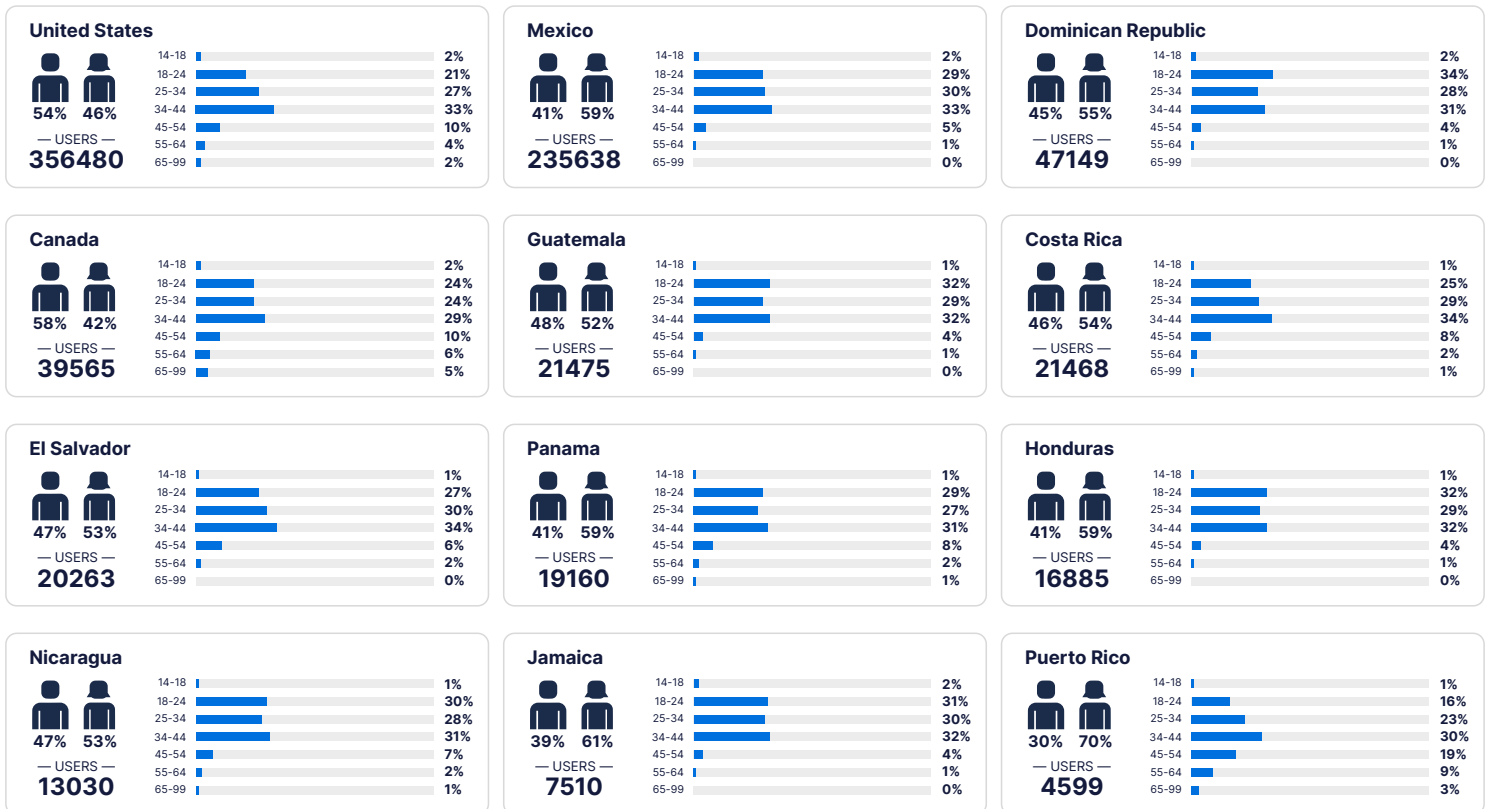
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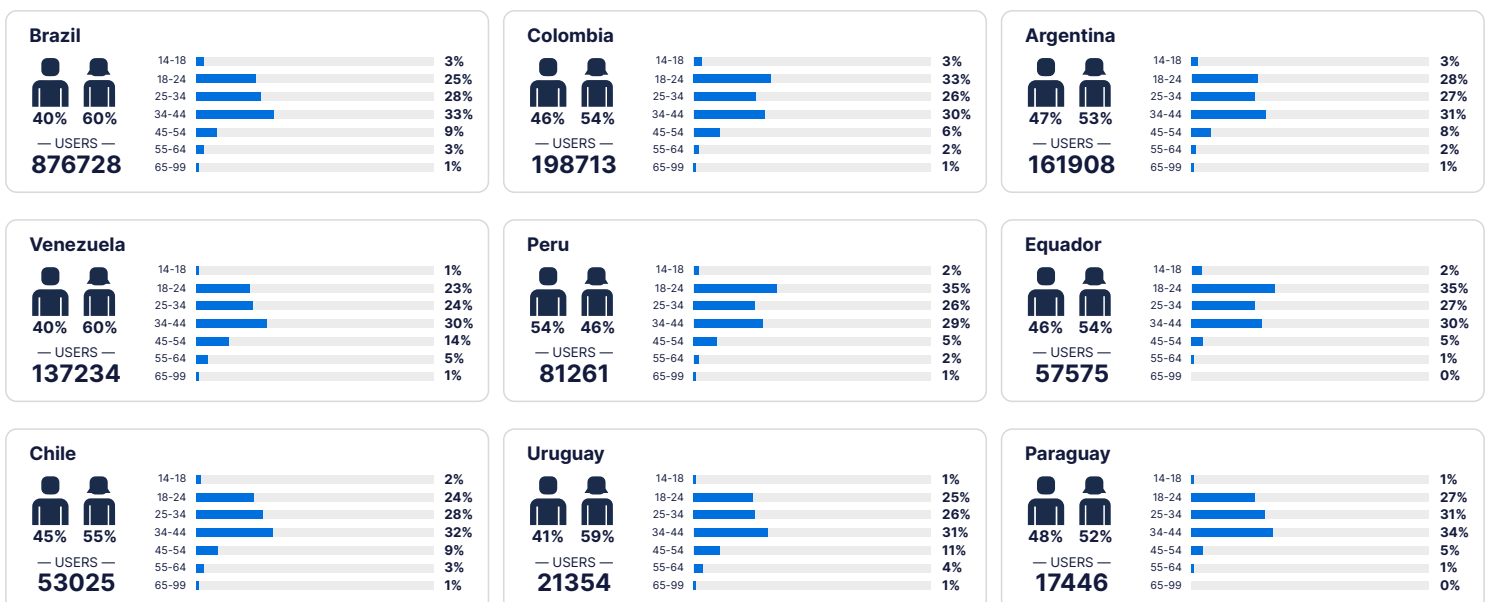
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Demographic Breakouts

North America

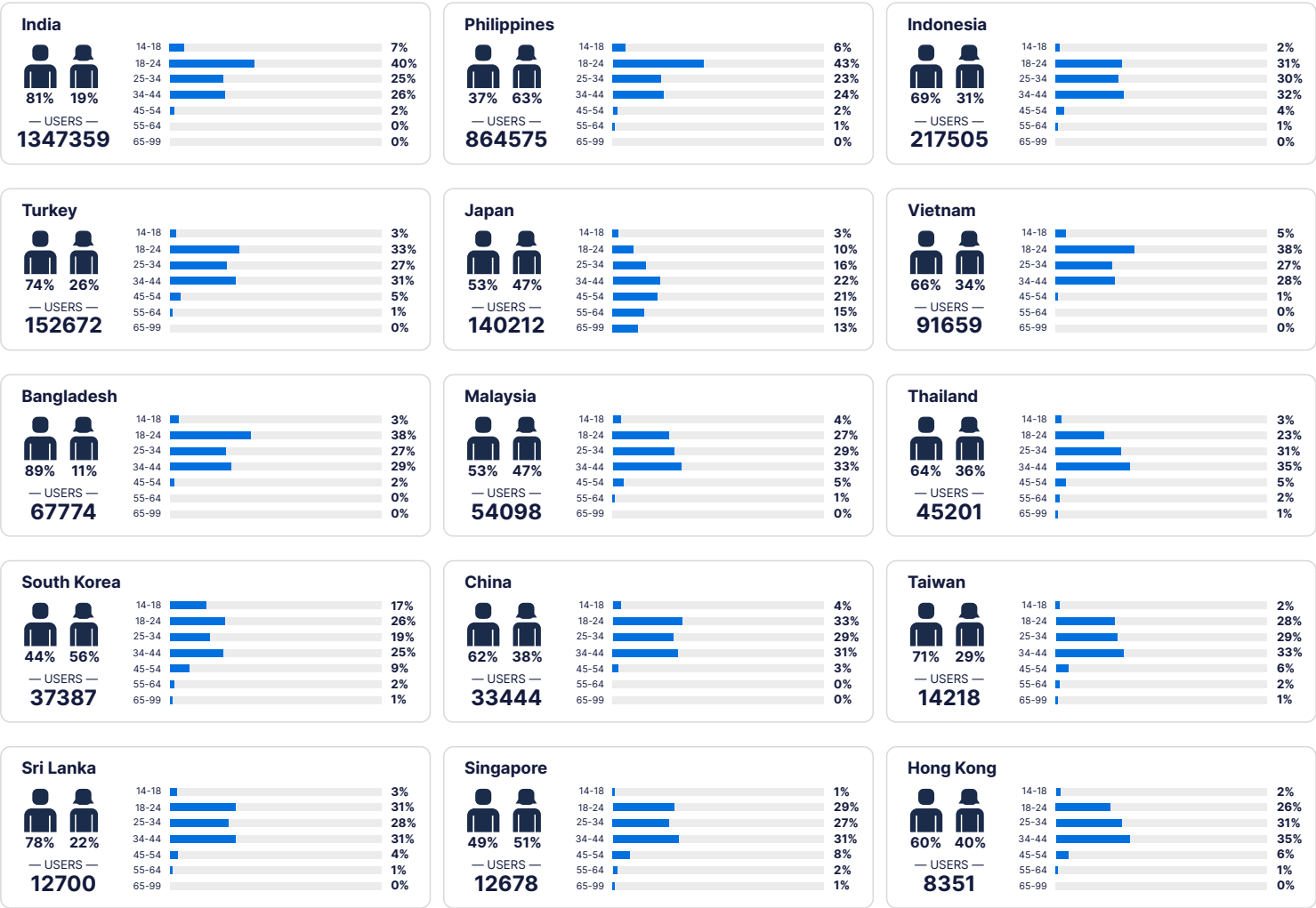


South America



Demographic Breakouts

Asia



Demographic Breakouts

Africa



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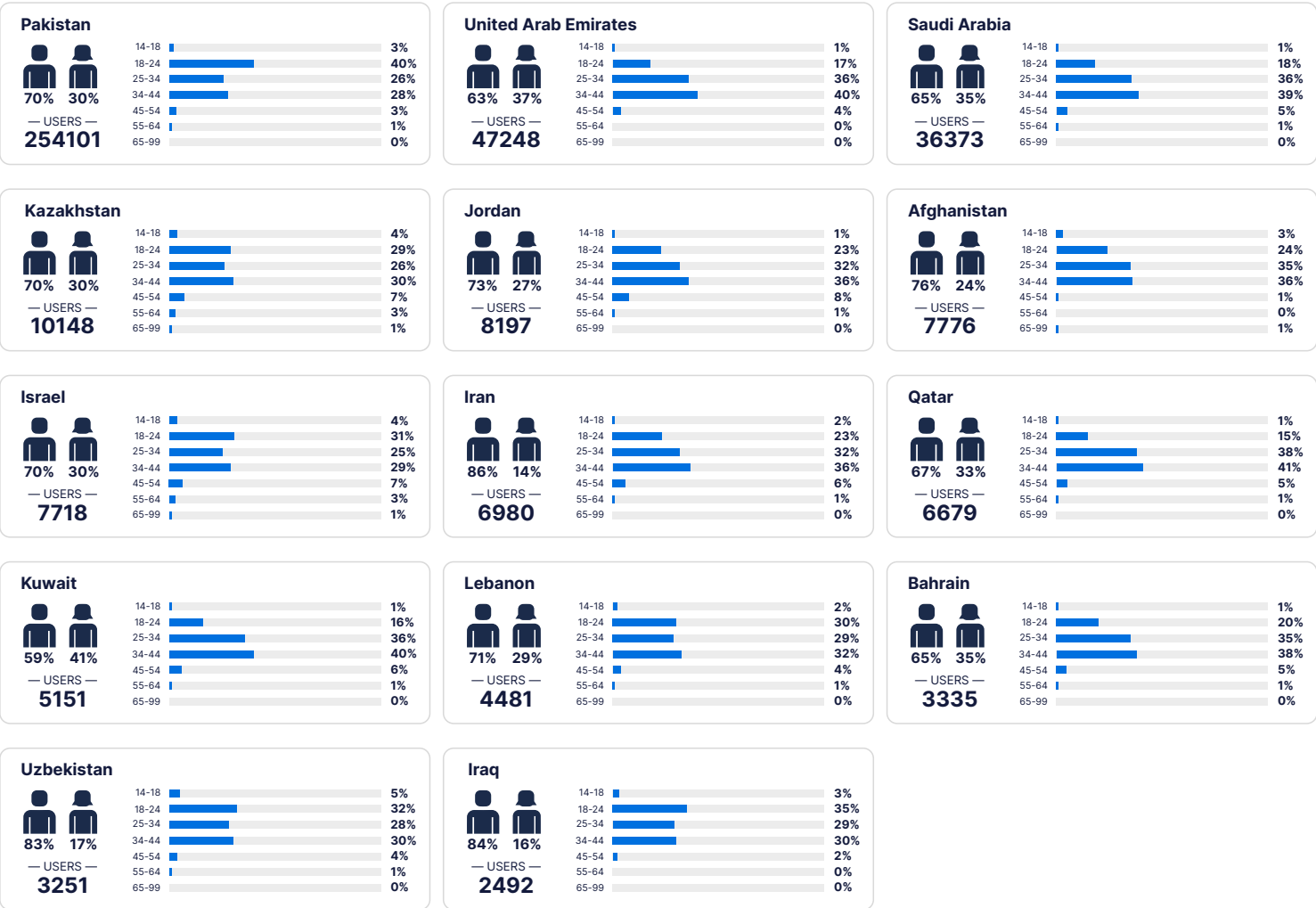
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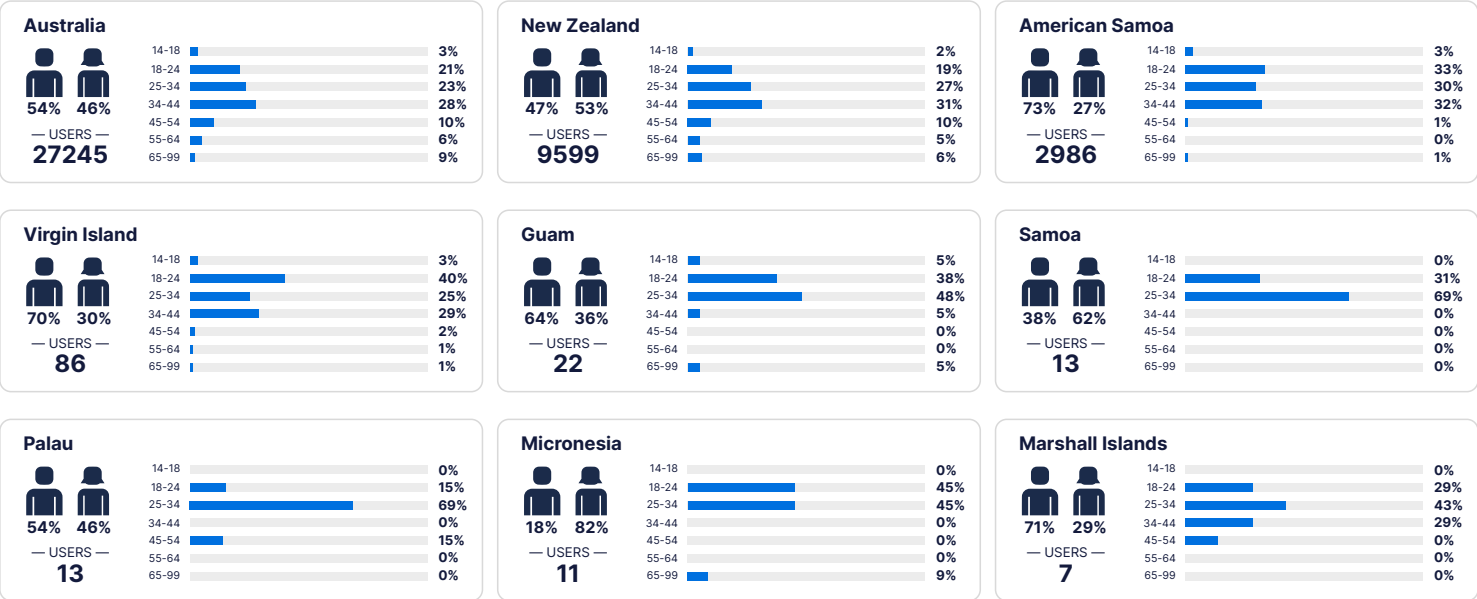
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Demographic Breakouts

Middle East



Oceania





Our Services

DIY Platform

Define your audience, get instant feasibility and pricing, and launch in minutes.

- Real-time feasibility and pricing
- Multi-country support
- Automated alerts and field monitoring

Managed Services

Our project managers handle everything for you – at literally no extra cost.

- 24/5 support from expert project managers
- Feasibility, pricing, and full fieldwork execution
- No service fees, ever

API Integration

Automate and scale with fast, developer-friendly tools.

- Feasibility, pricing, and project execution via API
- Fast response times for real-time applications
- Developer support available when needed



MAKE OPINION

Create Surveys. Reach People. Understand Results.



www.makeopinion.com