Panel B2B

Argentina

Features

Panel size (ISO): 71.139
People profiled (ISO): 10.266
Estimated response rate (ISO): 38%
Updated: 15/12/2014

Size (ISO): number of panelists according to ISO 26362

Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

0 >1000

IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
	Total panelists:	19.925	74,8%
Sex	Man	8.071	
	Woman	10.528	
Age	<18	0	
	18-24	1.592	
	25-34	5.214	
	35-44	5.501	
	45-54	4.250	
	55-64	1.771	
	>=65	226	
Social class	Level 1: E	24	
	Level 2: D2	541	
	Level 3: D1	2.234	
	Level 4: C3	3.975	
	Level 5: C2	6.457	
	Level 6: C1	5.153	
	Level 7: AB	183	
Regions	NOA- Northwest Argentina	655	
	Cuyo	896	
	Humid Pampa	11.029	
	NEA - Northeast Argentina	886	
	Patagonia	547	
	Autonomous City of Buenos Aires	4.543	

Provinces	Autonomous City of Buenos Aires	4.543
	Buenos Aires	7.727
	Córdoba	1.786
	Santa Fe	1.415
	Mendoza	691
	Tucumán	203
	Entre Ríos	286
	Salta	244
	Misiones	183
	Chaco	148
	Corrientes	174
	Santiago del Estero	49
	Jujuy	78
	San Juan	103
	Río Negro	150
	Formosa	26
	Neuquén	152
	Chubut	100
	San Luis	99
	Catamarca	27
	La Rioja	25
	La Pampa	55
	Santa Cruz	74
	Tierra del Fuego, Antarctica and South Atlantic Islands	23
Employment status	Occupationally active (full-time)	12.049
	Occupationally active (half-time)	4.348
	Retired / pensioner	0
	Student	0
	Student with job	2.204
	Housework	0
	Unemployed	0
Level of education	Uneducated	0
	Elementary incomplete	21
	Complete elementary	171
	Incomplete high school	899
	Complete high school	2.642
	Incomplete tertiary education	1.819
	Complete tertiary education	3.129
	Incomplete university studies	4.352
	Complete university studies	4.066
	Graduate	1.237

Employment status		Real delivery	Panel IR%
	Total panelists:	19.925	74,8%
Years since completion studies	Between 16 and 20	2.521	
	More than 20	7.091	
	Administrative	3.073	
	Biology	83	
	Communications	570	
	Building trade	524	
	Accountancy	584	
	Creativity, Production and Commercial Design	507	
	Law and legislation	521	
	Education	2.515	
	Engineering	430	
	Logistics, Processing and Distribution	375	
	Manufacturing, Production and Operations	550	
	Marketing, Advertising and Public Relations	150	
	Human Resources	3.083	
	Health and Beauty	282	
	Health Sector	416	
	Insurance and Reinsurance	1.100	
	Information Technology / Systems	185	
	Tourism, Hospitality and Gastronomy	1.031	
	Sales	497	
More specific job category	#N/A	94	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	2	
	#N/A	4	
	#N/A	0	
	#N/A	1	
	#N/A	3	
	#N/A	1	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	1	
	#N/A	53	
	#N/A	22	
	#N/A	25	
	#N/A	55	
	#N/A	0	
	#N/A	0	
More specific job category	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
More specific job category	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	Other	0	#¡DIV/0!

More specific job category	#N/A	1
	Agriculture, animal husbandry, forestry, fishing and hunting	384
	Mining	50
	Electricity and water supply pipeline	175
	Building trade	724
	Manufacturing industries	708
	Trade	2.267
	Transports	476
Company's industry	Posts and storage	74
	Information in mass media	248
	Financial services and insurance	550
	Real state services and properties renting	182
	Professional, scientific and technical services	1.163
	Management of companies and enterprises	106
	Waste management services and environmental remediation	23
Company's industry	Educational services	2.370
	Health care and social assistance	1.547
	Recreational cultural and sporting services	352
	Temp. accommodation and food and beverage preparation service	171
	Other services except government activities	660
	Activities of the Government and international organizations...	1.520
	Other	4.585
	Yes	5.996
	No	12.576
	Less than 1	981
	Between 1 and 2	5.156
	Between 3 and 5	5.124
	Between 6 and 10	5.239
	Between 11 and 15	2.771
	Between 16 and 20	1.648
	More than 20	2.897
	0 to 6 months	1.076
	From 7 months to a year	989
	From one to 3 years	2.734
	Between 4 and 5 years	2.305
	Between 6 and 10 years	3.984
	Between 11 and 15 years	2.379
	Between 16 and 20 years	1.696
	More than 20 years	3.298
	Internships	2.993
Employment position	General employee	7.859
	Supervisor	1.464
	Self-employed (freelance)	2.855
	Management position (middle management)	1.510
	Management position (high management)	696
	Company owner	1.167
	Rent / Buy office	1.609
	Customer service	7.483
	Office equipment	4.300
	Finance and accounting	2.955
	Employee training	4.622
	Hardware (computers, etc.)	3.631
	Software	3.792
	Mobile phones for employees	1.939
	Company car fleet	1.221
	Printers / Scanners	3.549
	Offices maintenance	2.710
	Marketing and Advertising	2.693
	Officers removals	1.264
	New hires employees	3.017
	Internet Suppliers	2.788
	Security offices (alarms, etc.)	1.909
	Insurance provided to employees (health, etc.)	1.302
	Insurance for office	1.315

	Postal and courier Services	2.634
Areas in which influences	Legal services	1.633
	Technology services	2.597
	Salaries of employees	2.081
	Telecommunications	2.099
	Travel and accommodation	1.773
	None	6.616
	Rent / Buy office	950
	Customer service	4.749
	Office equipment	1.926
	Finance and accounting	1.742
	Employee training	2.264
	Hardware (computers, etc.)	2.038
Areas in which decision-makers can decide	Software	2.066
	Mobile phones for employees	1.115
Areas in which decision-makers can decide	Company car fleet	729
	Printers / Scanners	1.958
Areas in which decision-makers can decide	Marketing and Advertising	1.507
	Officers removals	643
	New hires employees	1.515
	Internet Suppliers	1.681
	Security offices (alarms, etc.)	1.022
	Insurance provided to employees (health, etc.)	728
	Insurance for office	772
	Postal and courier Services	1.391
	Legal services	982
Areas in which decision-makers can decide	Technology services	1.450
	Salaries of employees	1.189
	Telecommunications	1.177
	Travel and accommodation	1.064
	None	3.138
	New insurance for office	201
	New Internet supplier	536
	New security system	273
	Rent new office	124
Changes in the company within the next 6 months	Moving to new office	144
	Purchase new office	97
	Purchase printers / scanners	935
	Computers	1.280
	Software computing	846
	Car fleet	326
	Mobile phones for employees	547
	None	1.284
	Yes	9.588
The company has more than one premises	No	8.964
	In the same country where I live	8.441
Number of employees	More than 5,000	849
	Between 1 and 10	15.486
	Between 11 and 50	5.047
	Between 51 and 100	970
	Between 101 and 200	437
	Between 201 and 500	593
Number of computers in the office	Between 501 and 1,000	212
	Between 1,001 and 2,000	87
	Between 2,001 and 5,000	90
	More than 5,000	46
	Between 1 and 10	7.378
	Between 11 and 50	6.330
	Between 51 and 100	2.356

Number of computers in the company	Between 101 and 200	1.609
	Between 201 and 500	1.541
	Between 501 and 1,000	849
	Between 1,001 and 2,000	432
	Between 2,001 and 5,000	608
	More than 5,000	542
	Yes	2.556
Know the turnover of the company	No	10.000
	100,000 or less	4.122
	Between 100,001 and 500,000	4.561
	Between 500,001 and 1,000,000	1.690
	Between 1,000,001 and 2,000,000	1.498
	Between 2,000,001 and 5,000,000	2.007
	Between 5,000,001 and 10,000,000	1.434
Turnover of the company in local currency	Between 10,000,001 and 20,000,000	1.373
	Between 20,000,001 and 50,000,000	1.160
	Between 50,000,000 and 100,000,000	1.566
	More than 100,000,000	1.622
	None	10.591
	Between 1 and 4 employees	4.277
	Between 5 and 9 employees	1.405
	Between 10 and 19 employees	825
	Between 20 and 49 employees	748
	50 or more employees	682
	One office	10.100
	Working from home (telecommuting)	2.991
	Traveling (visiting clients, etc..)	1.527
	In a factory	1.014
Working location	In a shop	1.462
	On the premises of a customer	982
	Other	2.826
	School	976
	Hospital	483
	Construction	267

Other working informations

Current employment status extended
Turnover of the company declared
ITDMs
Medical specialty

Netquest is certified with ISO26362 standard

The way how a panel recruits, interviews and rewards panelists is key to the reliability of the data you get. In Netquest we care about every detail, thinking of you. That's the reason why we are the only panel in Spain, Portugal and Latin America with the ISO26362 certificate, the specific standard for online Access Panels

B2B Executives Panel

Argentina

Features

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<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
	Total panelists:	1.985	7,5%
Sex	Man	1.036	
	Woman	790	
Age	<18	0	
	18-24	45	
	25-34	293	
	35-44	484	
	45-54	602	
	55-64	328	
	>=65	49	
Social class	Level 1: E	0	
	Level 2: D2	0	
	Level 3: D1	70	
	Level 4: C3	144	
	Level 5: C2	616	
	Level 6: C1	880	
	Level 7: AB	50	
Regions	NOA- Northwest Argentina	71	
	Cuyo	76	
	Humid Pampa	1.082	
	NEA - Northeast Argentina	79	
	Patagonia	52	
	Autonomous City of Buenos Aires	421	

Provinces	Autonomous City of Buenos Aires	421
	Buenos Aires	736
	Córdoba	181
	Santa Fe	122
	Mendoza	48
	Tucumán	24
	Entre Ríos	24
	Salta	20
	Misiones	5
	Chaco	1
	Corrientes	3
	Santiago del Estero	0
	Jujuy	2
	San Juan	3
	Río Negro	3
	Formosa	0
	Neuquén	3
	Chubut	1
	San Luis	2
	Catamarca	0
	La Rioja	0
	La Pampa	0
	Santa Cruz	1
	Tierra del Fuego, Antarctica and South Atlantic Islands	0
Employment status	Occupationally active (full-time)	1.462
	Occupationally active (half-time)	248
	Retired / pensioner	0
	Student	0
	Student with job	114
	Housework	0
	Unemployed	0

Employment status		Real delivery	Panel IR%
	Total panelists:	1.985	7,5%
Years since completion studies	Between 16 and 20	285	
	More than 20	1.077	
	Administrative	152	
	Biology	0	
	Communications	47	
	Building trade	98	
	Accountancy	51	
	Creativity, Production and Commercial Design	50	
	Law and legislation	48	
	Education	168	
	Engineering	51	
	Logistics, Processing and Distribution	25	
	Manufacturing, Production and Operations	52	
	Marketing, Advertising and Public Relations	25	
	Human Resources	319	
	Health and Beauty	24	
	Health Sector	48	
	Insurance and Reinsurance	73	
	Information Technology / Systems	3	
	Tourism, Hospitality and Gastronomy	44	
	Sales	80	
More specific job category	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	0	
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	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	2	
	#N/A	0	
	#N/A	0	
	#N/A	0	
More specific job category	#N/A	0	#¡DIV/0!
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More specific job category	#N/A	0	#¡DIV/0!
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	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	#N/A	0	#¡DIV/0!
	Other	0	#¡DIV/0!

More specific job category	#N/A	0
	Agriculture, animal husbandry, forestry, fishing and hunting	29
	Mining	1
	Electricity and water supply pipeline	0
	Building trade	101
	Manufacturing industries	77
	Trade	391
	Transports	22
Company's industry	Posts and storage	0
	Information in mass media	27
	Financial services and insurance	24
	Real state services and properties renting	47
	Professional, scientific and technical services	106
	Management of companies and enterprises	22
	Waste management services and environmental remediation	0
Company's industry	Educational services	139
	Health care and social assistance	47
	Recreational cultural and sporting services	27
	Temp. accommodation and food and beverage preparation service	6
	Other services except government activities	75
	Activities of the Government and international organizations...	101
	Other	397
	Yes	422
	No	1.406
	Less than 1	45
	Between 1 and 2	299
	Between 3 and 5	421
	Between 6 and 10	518
	Between 11 and 15	356
	Between 16 and 20	196
	More than 20	486
	0 to 6 months	26
	From 7 months to a year	49
	From one to 3 years	121
	Between 4 and 5 years	143
	Between 6 and 10 years	325
	Between 11 and 15 years	266
	Between 16 and 20 years	249
	More than 20 years	577
	Internships	0

Employment position	General employee	0
	Supervisor	0
	Self-employed (freelance)	0
	Management position (middle management)	0
	Management position (high management)	690
	Company owner	1.158
	Rent / Buy office	704
	Customer service	1.259
	Office equipment	959
	Finance and accounting	937
	Employee training	911
	Hardware (computers, etc.)	817
	Software	763
	Mobile phones for employees	573
	Company car fleet	503
	Printers / Scanners	795
	Offices maintenance	621
	Marketing and Advertising	847
	Officers removals	415
	New hires employees	842
	Internet Suppliers	771
	Security offices (alarms, etc.)	624
	Insurance provided to employees (health, etc.)	526
	Insurance for office	499
	Postal and courier Services	643
Areas in which influences	Legal services	624
	Technology services	722
	Salaries of employees	746
	Telecommunications	623
	Travel and accommodation	527
	None	197
	Rent / Buy office	501
	Customer service	993
	Office equipment	629
	Finance and accounting	666
	Employee training	659
	Hardware (computers, etc.)	620
Areas in which decision-makers can decide	Software	589
	Mobile phones for employees	427
Areas in which decision-makers can decide	Company car fleet	380
	Printers / Scanners	577
Areas in which decision-makers can decide	Marketing and Advertising	603
	Officers removals	294
	New hires employees	629
	Internet Suppliers	577
	Security offices (alarms, etc.)	431
	Insurance provided to employees (health, etc.)	376
	Insurance for office	373
	Postal and courier Services	448
	Legal services	476
Areas in which decision-makers can decide	Technology services	533
	Salaries of employees	572
	Telecommunications	431
	Travel and accommodation	380
	None	98
	New insurance for office	102
	New Internet supplier	182
	New security system	128
	Rent new office	75

Changes in the company within the next 6 months	Moving to new office	48
	Purchase new office	47
	Purchase printers / scanners	256
	Computers	351
	Software computing	200
	Car fleet	150
	Mobile phones for employees	177
	None	305
	Yes	647
The company has more than one premises	No	1.181
	In the same country where I live	618
Number of employees	More than 5,000	25
	Between 1 and 10	2.283
	Between 11 and 50	388
	Between 51 and 100	23
	Between 101 and 200	20
	Between 201 and 500	23
Number of computers in the office	Between 501 and 1,000	0
	Between 1,001 and 2,000	0
	Between 2,001 and 5,000	0
	More than 5,000	0
	Between 1 and 10	1.165
	Between 11 and 50	555
	Between 51 and 100	103
Number of computers in the company	Between 101 and 200	105
	Between 201 and 500	108
	Between 501 and 1,000	20
	Between 1,001 and 2,000	20
	Between 2,001 and 5,000	20
	More than 5,000	42
	Yes	769
Know the turnover of the company	No	615
	100,000 or less	898
	Between 100,001 and 500,000	2.193
	Between 500,001 and 1,000,000	501
	Between 1,000,001 and 2,000,000	499
	Between 2,000,001 and 5,000,000	376
	Between 5,000,001 and 10,000,000	0

Turnover of the company in local currency	Between 10,000,001 and 20,000,000	311
	Between 20,000,001 and 50,000,000	124
	Between 50,000,000 and 100,000,000	187
	More than 100,000,000	124
	None	425
	Between 1 and 4 employees	663
	Between 5 and 9 employees	248
	Between 10 and 19 employees	147
	Between 20 and 49 employees	145
	50 or more employees	154
	One office	1.036
	Working from home (telecommuting)	477
	Traveling (visiting clients, etc..)	228
	In a factory	77
Working location	In a shop	270
	On the premises of a customer	104
	Other	224
	School	49
	Hospital	2
	Construction	24

Other working informations

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B2B ITDMs Panel

Argentina

Features

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People profiled (ISO): 10.278
Estimated response rate (ISO): 41%
Updated: 15/12/2014

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	Total panelists:	6.801	25,2%
Sex	Man	3.483	
	Woman	2.844	
Age	<18	0	
	18-24	494	
	25-34	1.725	
	35-44	1.847	
	45-54	1.469	
	55-64	654	
	>=65	73	
Social class	Level 1: E	0	
	Level 2: D2	74	
	Level 3: D1	453	
	Level 4: C3	1.121	
	Level 5: C2	2.333	
	Level 6: C1	2.221	
	Level 7: AB	78	
Regions	NOA- Northwest Argentina	257	
	Cuyo	331	
	Humid Pampa	3.667	
	NEA - Northeast Argentina	313	
	Patagonia	150	
	Autonomous City of Buenos Aires	1.564	

Provinces	Autonomous City of Buenos Aires	1.564
	Buenos Aires	2.509
	Córdoba	571
	Santa Fe	515
	Mendoza	226
	Tucumán	80
	Entre Ríos	78
	Salta	77
	Misiones	80
	Chaco	51
	Corrientes	76
	Santiago del Estero	3
	Jujuy	27
	San Juan	30
	Río Negro	52
	Formosa	2
	Neuquén	25
	Chubut	2
	San Luis	51
	Catamarca	2
	La Rioja	0
	La Pampa	28
	Santa Cruz	23
	Tierra del Fuego, Antarctica and South Atlantic Islands	0
Employment status	Occupationally active (full-time)	4.523
	Occupationally active (half-time)	1.109
	Retired / pensioner	0
	Student	0
	Student with job	677
	Housework	0
	Unemployed	0
Sector of work	Finance	1.084
	medical Industry	241
	Computers / Technology / Systems and development	1.951
	Marketing / Sales / Commercial	1.434
	Human Resources	602
	Other specialties	2.766

ITDMs		Real delivery	Panel IR%
	Total panelists:	6.801	25,2%
Types of IT influencers	ITDM-Hardware (computers, etc)	3.642	
	ITDM-Software	3.800	
	ITDM-Printers / Scanners	3.560	
	ITDM-Internet Providers	2.783	
	ITDM-Technology Services	2.602	
	ITDM-Telecommunications	2.103	
Types of IT decision makers (ITDMs)	ITDM-Hardware (computers, etc)	2.040	
	ITDM-Software	2.069	
	ITDM-Printers / Scanners	1.960	
	ITDM-Internet Providers	1.678	
	ITDM-Technology Services	1.450	
	ITDM-Telecommunications	1.174	
	None	2.682	
Category within the IT area	Director of IT Department / CIO	1.018	
	Quality Manager / QA	170	
	Director of Development / CTO	234	
	Project Manager	1.774	
	Database Manager	580	
	System Administrator / Network	1.593	
	Software Architect / Organic analyst	297	
	Functional analyst	917	
	Programmer analyst	914	
	Programmer / Developer	911	
	Tester or QA Engineer	188	
	DevTool Enginner	0	
	BigData Enginner	0	
	Release manager / Deployer	0	
	Technical writer	62	
	Helpdesk	510	
	Business Intelligence Expert	41	
	Expert ERP / CRM (no SAP)	20	
	SAP Expert	231	
	Expert in processes (BPM)	128	
	Graphic Designer / Interfaces designer	702	
	Web layout designer / Interfaces developer	256	
	Others	3.879	

Performed tasks related to IT	Collecting application requirements	3.775
	Application Architecture Design	1.736
	Systems architecture design	3.096
	Applications Development	3.083
	Functional testing of applications	4.422
	Application Performance Testing	3.400
	Implementation of development tools	2.658
	Design and / or implantation of development processes	2.036
	Design and / or implantation of business processes	1.765
	Security analyst	1.648
	Selecting business software (ERP, CRM, etc.)	1.553
	Enterprise Software Implantation	1.610
	Client support of computer systems	4.781
	Systems and applications monitoring	3.311
	Database administration	3.336
	Database design	2.299
	Design of business continuity processes	1.227
	Implantation Processes / backup systems	1.527
	Negotiating with data suppliers / network	1.694
	Negotiating with voice suppliers	695
	Parameterization of third party software	1.253
	Management of development projects	2.627
	Management of computer department	2.651
	Interfaces Design / websites	2.232
	Development of interfaces	1.848
	Web layout designer	1.022
	Bundling and / or application deployment	697
	Writing manuals / applications tutorials	2.102
	Mentoring of technical staff	1.420
	Others	1.631
IT issues over which it has influences on decisions	Workstations	4.917
	Workstations operating systems	5.003
	Election of office software	5.343
	Antivirus software	5.261
	Small peripherals (such as personal scanners...)	5.205
	Election of large peripheral devices (such as photocopiers ...)	2.729
	Provider of office supplies	2.824
	Office Network Infrastructure	3.112
	Equipment maintenance supplier	3.832
	Network and telecommunications equipment	3.818
	Data and telecommunications suppliers	3.053
	Courier services and groupware	2.061
	Audio solutions and video conferencing	2.142
	Physical systems of access control	1.672
	Mail provider	2.563
	Business Software (ERP, CRM, etc.)	1.589
	Tools for process management (BPM)	1.147
	Business Intelligence Tools	1.187
	Servers	3.306
	Servers Operating Systems	3.265
	CPD	655
	Data storage services	2.446
	Backup Systems	2.487
	Databases	3.482
	Application Servers	2.035
	Virtualization Solutions and / or cloud	1.823
	Development tools	1.739
	Software development technology	2.700
	Outsourcing IT related services	1.882
	None	3.000

IT issues over which it has power to decide	Workstations	5.055
	Workstations operating systems	5.011
	Election of office software	5.393
	Antivirus software	5.778
	Small peripherals (such as personal scanners...)	5.003
	Election of large peripheral devices (such as photocopiers ...)	2.564
	Provider of office supplies	2.639
	Office Network Infrastructure	3.114
	Equipment maintenance supplier	4.023
	Network and telecommunications equipment	3.834
	Data and telecommunications suppliers	2.590
	Courier services and groupware	1.770
	Audio solutions and video conferencing	1.853
	Physical systems of access control	1.469
	Mail provider	2.422
	Business Software (ERP, CRM, etc.)	1.282
	Tools for process management (BPM)	1.032
	Business Intelligence Tools	1.030
	Servers	3.050
	Servers Operating Systems	2.775
	CPD	481
	Data storage services	2.085
	Backup Systems	2.339
	Databases	3.226
	Application Servers	1.511
	Virtualization Solutions and / or cloud	1.468
	Development tools	1.453
	Software development technology	2.426
	Outsourcing IT related services	1.661
	None	4.179

Other working informations

Current employment status extended
Turnover of the company declared
ITDMs
Medical specialty

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