Panel B2B



Brazil

Features

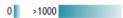
Panel size (ISO): 121.966 People profiled (ISO): 72.674 Estimated response rate (ISO): 30%

Updated: 15/12/2014

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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.



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:

Socion	lemographic profile		Real delivery	Panel IR%
	icinograpine prome	Total panelists:	35.256	76,5%
Sex	Man		12.415	.00
	Woman		13.721	.00
Age	<14		0	.000
	14-18		156	.000
	19-24		3.522	.000
	25-34		8.872	.00
	35-44		6.938	.00
	45-54		4.615	.oO
	55-64		1.817	.00
	>=65		189	•000
ocial class	A1		354	.00
	A2		3.014	.00
	B1		7.293	ال00
	B2		8.752	ال00
	C1		4.912	.00
	C2	•	1.471	•00
	D		262	•000
	E		13	000
egions	North		719	•00
	Northeast		3.990	.00
	Southeast		15.397	الاه
	South		4.492	.00
	Central-West		1.513	••0

State	Acre		33	.000
State	Alagoas		156	0000
	Amazonas		177	•000
	Amapá		13	.000
	Bahia		1.315	•00
	Ceará		700	пП
	Federal district		616	•0UU •00
	Espírito Santo		423	•0UU •00
	Goiás		450	•0UU •00
	Maranhão		197	
	Minas Gerais		2.946	
	Mato Grosso		212	• 00 U
			221	•UUU •nN
	Mato Grosso do Sul		281	
	Pará		237	•UUU -n()
	Paraíba			•0UU •0
	Pernambuco	_	878	
	Piauí	_	106	n0UU
	Paraná		1.703	•0 0 0
	Rio de Janeiro		2.625	• 0 00
	Rio Grande do Norte		248	•000
	Rondônia		84	nOUU
	Roraima		13	00 <u>0</u>
	Rio Grande do Sul		1.885	.00
	Santa Catarina		891	
	Sergipe		110	n00 <u>U</u>
	São Paulo		9.389	•00
	Tocantins		65	.oOU
Employment status	Occupationally active (full-time)		16.381	•00 0
	Occupationally active (half-time)		3.198	.00
	Self-employed		4.344	.00
	Unemployed		0	.00
	Retired / pensioner		0	.000
	Student (dedicated to studying)		0	.000
	Student with job		2.201	.00
	Housework		0	.000
Current studies	Primary / Ginasial (up to 4th grade Basic)		1	000
	Secondary education		91	a000
	Sixth Form		1.145	.000
	Degree		316	•00
	Graduate		147	anOO
	PhD / Master		91	
	Other type of studies		380	•000
	2			

Employment sta	itus	Real delivery	Panel IR9
	Total panelists:	35.256	76,5%
rrent employment category	Business Administration	2.912	.00
	Public administration	1.422	.000
	Customer service	1.529	••0
	Quality, production and R & D	357	••0
	Commercial and sales	2.380	.00
	Purchasing, logistics and storage	520	.000
	Design and Graphics	391	••0
	Education, teachers	2.155	
	Education and training (teachers, trainers, school leaders etc)	576	••0
	Finance and banking	1.837	.00
	Engineers and technicians	1.228	
	Property and construction	375	
	Legal market	753	
	Marketing and communication	761	
	Professions, arts and crafts	236	
	Human Resources	694	-011
	Health (doctors, nurses, veterinarians, etc.)	1.608	•••••
	Tourism and catering	298	
	Another type of profession	5.977	
npany's industry	Computer activities	974	пП
inparry 3 maastry	Real estate advice	473	.00U .nn
	Recreational, cultural and sporting activities	288	
	Public administration and Advocacy	943	
	· · · · · · · · · · · · · · · · · · ·	329	
	Agriculture, livestock and fishing		-01UU -01
	Food and related products	746	- DUU
	Automotive	257	0UUU _0[]
	Trade (wholesale and retail)	1.676	.00 U
	Building trade	1.070	0 000
	Post and telecommunications	261	0UU nN
	Publishing, graphic arts and reproduction audiovisual	341	
	Education	1.149	
	Electronics and Electricity	362	
	Energy, mining and environment	290	
	Sales force	254	•000
	Tranport industry	323	0000
	Light industry (furniture)	48	a0UU
	Wood Industry / paper	88	a0UU
	Heavy industry	291	•00
	Chemicals and pharmaceuticals	250	•001
	Textile industry (textile / fashion / home)	350	.00
	Research and development	153	•00]
	NGOs and social services	202	•00
	Health	929	000
	Services (hotels, travel, restaurants)	255	•00 <u> </u>
	Consultancy, advisory and audit services	775	•00
	Advertising services	230	•000
	HR services	319	•00
	IT services	886	.000
	Financial services	535	االه
	Personal services	491	
	Telemarketing	471	.00
	Other activities	5.583	
	Consumer goods industry (products)	541	.00
rs in the company	Less than 1	3.075	.00
	Between 1 and 2	9.410	-v0
	Between 3 and 5	6.226	
	Between 6 and 10	4.269	
	· · · · · · · · · · · · · · · · · · ·		0000 000
	Between 11 and 15	2.560	•0UU
	Between 16 and 20	1.294	oUUU

Years of experience	0 to 6 months	2.356	.00
	From 7 months to a year	2.075	.00
	From one to 3 years	5.362	.000
	Between 4 and 5 years	3.460	.000
	Between 6 and 10 years	4.799	.000
	Between 11 and 15 years	3.050	.00
	Between 16 and 20 years	1.856	.00
	More than 20 years	3.136	.00
Labor position	Internships	1.311	•00
	General employee	13.295	.000
	Specialist / Professional (scientists, artists, teachers etc)	4.314	.000
	Management position (middle management)	1.810	.00
	Leadership / Management	3.769	.000
Work in public sector	Yes	6.017	.000
	No	20.104	.000
Areas in which influences	Rent / Buy office	3.185	•000
	Customer service	10.192	.00
	Office equipment	7.498	.00
	Finance and accounting	4.500	.00
	Employee training	5.435	•00
	Hardware (computers, etc.)	4.041	•00
	Software	5.046	•00
	Mobile phones for employees	2.564	•00
	Company car fleet	2.138	•00
	Printers / Scanners	4.918	•00
	Offices maintenance	5.465	•000
	Marketing and Advertising	3.591	•00
	Officers removals	3.281	•00
	New hires employees	4.807	•00
	Internet Suppliers	4.358	•0
	Security offices (alarms, etc.)	2.647	•00
	Insurance provided to employees (health, etc.)	1.836	•00
	Insurance for office	1.926	•00
	Postal and courier Services	3.758	•00
	Legal services	2.935	.00
	Technology services	3.797	.00
	Salaries of employees	3.287	.00
	Telecommunications	3.710	.00
	Travel and accommodation	3.069	.00
	None of them	8.721	.00

Areas in which decision-makers can decide Rent / Bu	uy office 1.784	•00
Custome		.00
Office eq		•00
Finance a	and accounting 2.761	•00
Employe	e training 2.661	•000
Hardwar	e (computers, etc.)	0000
Software		0000
Mobile p	hones for employees 1.385	•••
Company	y car fleet 1.223	•••
Printers ,	/ Scanners 2.591	00
Offices m	naintenance 2.705	•••
Marketin	g and Advertising 2.049	••0
Officers r		•00
New hire	s employees 2.553	
Internet	Suppliers 2.350	
Security	offices (alarms, etc.) 1.405	الاست
Insurance	e provided to employees (health, etc.)	•00
Insurance	e for office 1.076	•00
Postal an	d courier Services 2.074	00
Legal ser	vices 1.619	00
Technolo	egy services 2.040	•00
Salaries o	of employees 1.836	•00
Telecom	munications 1.964	.00
Travel an	d accommodation 1.671	000
None of	3.528	
Changes in the company next 6 months New insu	rance for office 239	
	rnet supplier 856	اام
New seco	urity system 415	
Rent nev		
	o new office	
	new office 308	
	printers / scanners 1.264	الم
Compute		
	computing 1.368	
Car fleet	566	
	hones for employees 657	_00
None of	· ·	•0V _•00
The company has more than one premises Yes	13.474	•000 •00
No	12.650	.000 .000
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	201 and 500 1.279	0000
	501 and 1,000 710	0000
	1,001 and 2,000 572	0000
	2,001 and 5,000 722	0000
More that		000
	1 and 10 15.849	•000
	11 and 50 5.945	•000
	51 and 100 878	•••
_	101 and 200 529	الاس
Between		
	201 and 500 520	•0]]
Between	201 and 500 520 501 and 1,000 239	•00U •00U
Between Between	501 and 1,000 239 1,001 and 2,000 136	_0
Between Between Between	501 and 1,000 239	•00

Number of computers in the company	Between 1 and 10	4.468	.00
	Between 11 and 50	4.844	.00
	Between 51 and 100	1.335	.00
	Between 101 and 200	960	.00
	Between 201 and 500	1.190	.00
	Between 501 and 1,000	625	•00
	Between 1,001 and 2,000	361	•00
	Between 2,001 and 5,000	413	.00
	More than 5,000	571	•00
Know the turnover of the company	Yes	4.736	.00
	No	15.370	.00
Turnover of the company in local currency	None of them	13.908	.00
	Between 1 and 4 employees	6.705	.00
	Between 5 and 9 employees	1.924	.00
	Between 10 and 19 employees	1.396	.00
	Between 20 and 49 employees	944	.00
	50 or more employees	1.210	.00
Working locations	One office	13.681	.00
	Working from home (telecommuting)	3.179	.00
	Traveling (visiting clients, etc)	1.701	.00
	In a factory	1.530	.00
	In a shop	2.028	.00
	On the premises of a customer	1.512	.00
	Other	5.894	.00
Main workplace	One office	1.201	.00
	Working from home (telecommuting)	436	.00
	Traveling (visiting clients, etc)	222	.00
	In a factory	106	.00
	In a shop	126	.00
	On the premises of a customer	172	.00
	Other	117	.00
Items provided at work	PC for use outside the office	5.321	.00
	Laptop for use outside the office	7.034	.00
	Mobile phone	8.472	.00
	Car	4.696	.00
	Credit card	2.422	.000
	Others	1.603	
	None of them	11.720	•00

			-11
Gross annual salary	Up to R\$13.200,00	7.760	.000
	Between 13.200,00 and R\$17.200,00	2.789	000
	Between R\$17.200,00 and R\$20.400,00	1.437	•0
	Between R\$20.400,00 and R\$28.800,00	2.006	.00
	Between R\$28.800,00 and R\$37.200,00	1.415	
	Between R\$37.200,00 and R\$52.200,00	1.280	•00
	Between R\$52.200,00 and R\$67.200,00	896	•00
	Between R\$67.200,00 and R\$91.800,00	753	•00
	Between R\$91.800,00 and R\$116.400,00	426	•00
	Between R\$116.400,00 and R\$214.800,00	501	•00
	R\$214.800,00 or more	169	.oO()
	Decline to answer	6.627	.000
Sector of work	Finance	2.550	.00
	Human Resources	2.352	.00
	Computers / Technology / Systems and development	4.850	.00
	Marketing / Sales / Commercial	3.099	.00
	Human Resources	551	•00
	Other specialties	12.687	.000

(i)	Other working informations
Current employment sta	atus extended
Turnover of the compar	ny 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

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B2B Executives Panel



Brazil

Features

Panel size (ISO): 121.966 People profiled (ISO): 72.693 Estimated response rate (ISO): 30%

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.



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:

Socio	demographic profile		Real delivery	Panel IR%
Ш		Total panelists:	5.109	11,0%
Sex	Man		2.229	.00
	Woman		1.557	.00
Age	<14		0	00
	14-18		4	.000
	19-24		196	•000
	25-34		915	
	35-44		1.129	.000
	45-54		956	.000
	55-64		487	••0
	>=65		59	
Social class	A1		130	00
	A2		823	••0
	B1		1.279	••0
	B2		1.042	••0
	C1		388	•0
	C2		86	00
	D		6	000
	E	I I	1	000
Regions	North		83	00
	Northeast		500	••0
	Southeast		2.294	•00
	South		681	••0
	Central-West		182	•000

State	Acro		1
State	Acre Alagoas		4
	Amazonas		2
	Amapá		пппп
	Bahia		26
	Ceará		5
	Federal district		3
	Espírito Santo		.5
	Goiás		1
	Maranhão		9
	Minas Gerais	The second secon	04
	Mato Grosso		.3
	Mato Grosso do Sul	1	7
	Pará	2	9
	Paraíba	2	
	Pernambuco	1	20
	Piauí	1	.00
	Paraná	2	67 • 00
	Rio de Janeiro	3	60
	Rio Grande do Norte	1	000
	Rondônia		5
	Roraima		000
	Rio Grande do Sul	2	53
	Santa Catarina	1	34
	Sergipe	1	1
	São Paulo	1.4	170
	Tocantins		5
Employment status	Occupationally active (full-time)	1.8	340
• ,	Occupationally active (half-time)	1	66 11
	Self-employed		527
	Unemployed		
	Retired / pensioner		
	Student (dedicated to studying)		
	Student with job		10
	Housework		
	HOUSEWOIK		

Current employment category Business Administration Public administration 121 Customer service Quality, production and R & D Quality, production and R & D Commercial and sales Purchasing, logistics and storage Design and Graphics Education, teachers Education, teachers Education and training (teachers, trainers, school leaders etc) Finance and banking Engineers and technicians E			Employment status
Public administration Customer service Quality, production and R & D 20 Commercial and sales Purchasing, logistics and storage Design and Graphics Education, teachers Education and training (teachers, trainers, school leaders etc) Education and training (teachers, trainers, school leaders etc) Education and training (teachers, trainers, school leaders etc) Engineers and technicians Engineers and technicians Property and construction Regal market Marketing and communication Professions, arts and crafts Human Resources Health (doctors, nurses, veterinarians, etc.) Tourism and catering Another type of profession Education Real estate advice Recreational, cultural and sporting activities Real estate advice Recreational, cultural and Advocacy Refullic administration and Advocacy Agriculture, ilvestock and fishing Food and related products Building trade Post and telecommunications Reducation Education Education Education Education Food Education Electronics and Electricity Food Electronics and Electricity Food Electronics and Electricity Food Electronics and Electricity Food Food Food Food Food Food Food Foo	s: 5.109 11,0%	Total panelists:	-0-
Public administration Customer service Quality, production and R & D 20 Commercial and sales Purchasing, logistics and storage 39 Design and Graphics Education, teachers Education and training (teachers, trainers, school leaders etc) Education and training (teachers, trainers, school leaders etc) Education and training (teachers, trainers, school leaders etc) Engineers and technicians Engineers and technicians Property and construction 88 Legal market Marketing and communication 130 Professions, arts and crafts Human Resources Health (doctors, nurses, veterinarians, etc.) Tourism and catering Another type of profession Education Real estate advice Recreational, cultural and sporting activities Real estate advice Recreational, cultural and Advocacy Refullic administration and Advocacy Agriculture, livestock and fishing Food and related products Building trade Post and telecommunications 2 Publishing, graphic arts and reproduction audiovisual Education Education Education Electronics and Electricity 53	871	Business Administration	Current employment category
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Design and Graphics Education, teachers Education, teachers Education and training (teachers, trainers, school leaders etc) Finance and banking Engineers and technicians Property and construction Regal market Marketing and communication Professions, arts and crafts Human Resources Health (doctors, nurses, veterinarians, etc.) Tourism and catering Another type of profession Real estate advice Recreational, cultural and sporting activities Public administration and Advocacy Agriculture, livestock and fishing Frod and related products Trade (wholesale and retail) Building trade Post and telecommunications Education Electronics and Electricity 106 1176 1106 1156 1156 1157 1168 1172 1172 1173 1174 1174 1174 1175 1176 1176 1177 1176 1177 1176 1177 1176 1177 1176 1177 117	20	Purchasing, logistics and storage	
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Property and construction Legal market Marketing and communication Professions, arts and crafts Human Resources Health (doctors, nurses, veterinarians, etc.) Tourism and catering Another type of profession Company's industry Computer activities Real estate advice Public administration and Advocacy Agriculture, livestock and fishing Food and related products Automotive Trade (wholesale and retail) Building trade Post and telecommunications Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 150 150 150 150 150 150 150 15		_	
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Company's industry Computer activities Real estate advice Recreational, cultural and sporting activities Public administration and Advocacy Agriculture, livestock and fishing Food and related products Automotive 177 Trade (wholesale and retail) Building trade Post and telecommunications Post and telecommunications Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 180 94 46 46 47 47 48 48 49 49 40 49 40 40 40 40 40 40 40 40 40 40 40 40 40		_	
Real estate advice Recreational, cultural and sporting activities 46 Public administration and Advocacy 86 Agriculture, livestock and fishing 57 Food and related products 172 Automotive 17 Trade (wholesale and retail) 848 Building trade Post and telecommunications 2 Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 53			Company's industry
Recreational, cultural and sporting activities Public administration and Advocacy Agriculture, livestock and fishing Food and related products Automotive 17 Trade (wholesale and retail) Building trade Post and telecommunications Post and telecommunications 2 Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 46 add 46 add 47 add 48 add 48 add 48 add 60 add		· · · · · · · · · · · · · · · · · · ·	company 5 maastry
Public administration and Advocacy Agriculture, livestock and fishing Food and related products Automotive 17 Trade (wholesale and retail) Building trade Post and telecommunications Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 86 17 17 40 448 448 448 40 10 11 17 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18	_0		
Agriculture, livestock and fishing Food and related products Automotive 17 Trade (wholesale and retail) Building trade Post and telecommunications Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 53		· · · · · · · · · · · · · · · · · · ·	
Food and related products Automotive 17 Trade (wholesale and retail) 448 Building trade Post and telecommunications 2 Publishing, graphic arts and reproduction audiovisual Education Focus and Electricity 53		· · · · · · · · · · · · · · · · · · ·	
Automotive 17 Trade (wholesale and retail) 448 Building trade 194 Post and telecommunications 2 Publishing, graphic arts and reproduction audiovisual Education 76 Electronics and Electricity 53	п		
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Building trade Post and telecommunications Post and reproduction audiovisual Education Electronics and Electricity Post and telecommunications For and Electronics and Electricity For and Electronics and Ele	4.40	_	
Post and telecommunications Publishing, graphic arts and reproduction audiovisual Education Electronics and Electricity 2 00 76 10 10 10 10 10 10 10 10 10 1	104	_	
Publishing, graphic arts and reproduction audiovisual 76 Education 76 Electronics and Electricity 53			
Education 76 and Electronics and Electricity 53			
Electronics and Electricity 53			
Energy, mining and environment		· · · · · · · · · · · · · · · · · · ·	
		·	
Sales force 45			
Tranport industry 39	2000	· · · · · · · · · · · · · · · · · · ·	
Light industry (furniture)			
Wood Industry / paper 9		· · · · · · · · · · · · · · · · · · ·	
Heavy industry 25		_	
Chemicals and pharmaceuticals 15		_	
Textile industry (textile / fashion / home) 78		_	
Research and development 10		· · · · · · · · · · · · · · · · · · ·	
NGOs and social services 31			
Health 69			
Services (hotels, travel, restaurants) 46		· · · · · · · · · · · · · · · · · · ·	
Consultancy, advisory and audit services 209		· · · · · · · · · · · · · · · · · · ·	
Advertising services 49			
HR services 44			
IT services 130			
Financial services 63			
Personal services 103			
Telemarketing 10			
Other activities 824			
Consumer goods industry (products) 76	76	Consumer goods industry (products)	

			all a
Years in the company	Less than 1	231	•000
	Between 1 and 2	970	•0
	Between 3 and 5	949	•0
	Between 6 and 10	726	•00
	Between 11 and 15	520	•00
	Between 16 and 20	300	•00
	More than 20	431	.00
Years of experience	0 to 6 months	119	a00U
	From 7 months to a year	151	
	From one to 3 years	488	•00
	Between 4 and 5 years	442	••0
	Between 6 and 10 years	736	••0
	Between 11 and 15 years	530	•00
	Between 16 and 20 years	428	•000
	More than 20 years	809	•000
Labor position	Internships	0	.000
·	General employee	0	00
	Specialist / Professional (scientists, artists, teachers etc)	0	00
	Management position (middle management)	0	00
	Leadership / Management	3.762	.00
Work in public sector	Yes	358	•••
Work in public sector	No	3.402	.00
Areas in which influences	Rent / Buy office	1.480	n00
Areas in which influences	Customer service	2.437	.nll
	Office equipment	2.053	•000 •00
		1.892	•0UU
	Finance and accounting	1.785	•0UU •0U
	Employee training		•0UU -00
	Hardware (computers, etc.)	1.391	.000
	Software	1.585	.000
	Mobile phones for employees	1.119	.000
	Company car fleet	1.064	.OUU
	Printers / Scanners	1.636	.000
	Offices maintenance	1.768	•000
	Marketing and Advertising	1.539	.000
	Officers removals	1.305	
	New hires employees	1.773	•000
	Internet Suppliers	1.699	•000
	Security offices (alarms, etc.)	1.191	-00
	Insurance provided to employees (health, etc.)	954	.00
	Insurance for office	1.002	.00
	Postal and courier Services	1.377	
	Legal services	1.241	
	Technology services	1.328	.000
	Salaries of employees	1.613	.000
	Telecommunications	1.346	.000
	Travel and accommodation	1.229	.000
	None of them	351	.000

Areas in which decision-makers can decide	Rent / Buy office	1.021	
	Customer service	1.876	•00 <u> </u>
	Office equipment	1.379	000
	Finance and accounting	1.423	o 00U
	Employee training	1.133	
	Hardware (computers, etc.)	1.044	.000
	Software	1.079	.000
	Mobile phones for employees	759	.000
	Company car fleet	737	000
	Printers / Scanners	1.152	•000
	Offices maintenance	1.158	•000
	Marketing and Advertising	1.099	.000
	Officers removals	815	
	New hires employees	1.228	•000
	Internet Suppliers	1.178	•000
	Security offices (alarms, etc.)	801	a000
		625	a000
	Insurance provided to employees (health, etc.) Insurance for office	679	_П
			.00U
	Postal and courier Services	953	a001
	Legal services	873	-00l
	Technology services	934	.OU
	Salaries of employees	1.121	.00U
	Telecommunications	920	-00 <u>l</u>
	Travel and accommodation	846	.oO[
	None of them	202	
Changes in the company next 6 months	New insurance for office	129	.000
	New Internet supplier	403	.00
	New security system	184	.000
	Rent new office	195	•00
	Moving to new office	212	•00
	Purchase new office	142	00
	Purchase printers / scanners	523	.000
	Computers	646	.000
	Software computing	467	.000
	Car fleet	302	
	Mobile phones for employees	316	•000
	None of them	564	•000
The company has more than one premises		1.077	•00
The company has more than one premises	No	2.685	-01
Where is the head office	In the same country where I live	993	.00
Where is the flead office	In a different country from where I live	64	nll
Number of employees	Between 1 and 10	3.133	
Number of employees	Between 11 and 50	759	
		the state of the s	•0UU •00
	Between 51 and 100	185	الاه
	Between 101 and 200	108	.00U
	Between 201 and 500	133	.001
	Between 501 and 1,000	49	
	Between 1,001 and 2,000	41	.oOU
	Between 2,001 and 5,000	35	-00l
	More than 5,000	67	000
Number of computers in the office	Between 1 and 10	3.457	.00
	Between 11 and 50	627	.00
	Between 51 and 100	91	000
	Between 101 and 200	56	00
	Between 201 and 500	34	.000
	Between 501 and 1,000	6	.000
	Between 1,001 and 2,000	5	.000
	Between 2,001 and 5,000	4	
	More than 5,000	3	
	•		m400

Number of computers in the company	Between 1 and 10	952	.00
	Between 11 and 50	647	.00
	Between 51 and 100	163	
	Between 101 and 200	87	
	Between 201 and 500	94	•000
	Between 501 and 1,000	43	00
	Between 1,001 and 2,000	15	00
	Between 2,001 and 5,000	14	00
	More than 5,000	45	00
Know the turnover of the company	Yes	1.939	
• •	No	1.452	•000
Turnover of the company in local currency	None of them	891	.000
	Between 1 and 4 employees	1.511	0000
	Between 5 and 9 employees	488	0000
	Between 10 and 19 employees	347	0000
	Between 20 and 49 employees	240	•000
	50 or more employees	270	•000
Working locations	One office	2.074	.000
	Working from home (telecommuting)	1.101	.000
	Traveling (visiting clients, etc)	452	.000
	In a factory	156	00
	In a shop	473	.000
	On the premises of a customer	272	•000
	Other	352	•000
Main workplace	One office	329	.00
	Working from home (telecommuting)	183	.00
	Traveling (visiting clients, etc)	68	0000
	In a factory	16	000
	In a shop	32	•000
	On the premises of a customer	37	•000
	Other	18	.000
Items provided at work	PC for use outside the office	1.084	.000
	Laptop for use outside the office	2.035	.000
	Mobile phone	2.333	•000
	Car	1.428	•000
	Credit card	964	•000
	Others	192	00
	None of them	802	•000

Gross annual salary	Up to R\$13.200,00	722	
	Between 13.200,00 and R\$17.200,00	266	
	Between R\$17.200,00 and R\$20.400,00	147	.00
	Between R\$20.400,00 and R\$28.800,00	225	
	Between R\$28.800,00 and R\$37.200,00	208	•00
	Between R\$37.200,00 and R\$52.200,00	218	
	Between R\$52.200,00 and R\$67.200,00	202	
	Between R\$67.200,00 and R\$91.800,00	155	.000
	Between R\$91.800,00 and R\$116.400,00	117	.000
	Between R\$116.400,00 and R\$214.800,00	180	
	R\$214.800,00 or more	81	.000
	Decline to answer	1.146	
Sector of work	Finance	513	
	Human Resources	304	
	Computers / Technology / Systems and development	1.181	
	Marketing / Sales / Commercial	395	
	Human Resources	10	.000
	Other specialties	1.333	•0

(i)	Other working informations	
Current employmen	t status extended	
Turnover of the cor	pany 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 ITDMs Panel





Brazil

Features

Panel size (ISO): 121.966 People profiled (ISO): 72.696 Estimated response rate (ISO): 33%

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.



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:

Socioc	lemographic profile		Real delivery	Panel IR%
TI		Total panelists:	12.644	26,1%
Sex	Man		5.315	.01
	Woman		4.194	ال00
Age	<14		0	00
	14-18		40	.000
	19-24		1.285	
	25-34		3.313	•00
	35-44		2.471	•00
	45-54		1.634	•000
	55-64		649	••0
	>=65		74	.000
Social class	A1		210	•0U
	A2		1.516	الاس
	B1		3.049	•00
	B2		2.952	•00
	C1		1.308	•0
	C2		323	•00]
	D		46	.000
	E		2	.oOU
Regions	North		235	•000
	Northeast		1.380	••0
	Southeast		5.575	•00
	South		1.699	••0
	Central-West		522	•000

State	Acre		4	٥٥٥١ ا
State	Alagoas		47	a00U
	Amazonas		57	anOU
	Amapá		5	U
		-	441	all
	Bahia			• 0 UU •nu
	Ceará		239	•0UU -nU
	Federal district		213	•0UU
	Espírito Santo		155	.00U
	Goiás		155	a00U
	Maranhão		71	.00U
	Minas Gerais		1.114	الا ٥٠
	Mato Grosso		58	00UU
	Mato Grosso do Sul		69	00U
	Pará		103	٥٥٥١
	Paraíba		84	.oOU
	Pernambuco		305	•00U
	Piauí		34	ال00ء
	Paraná		635	00
	Rio de Janeiro		878	00
	Rio Grande do Norte		86	00U
	Rondônia		22	.oOU
	Roraima		2	000
	Rio Grande do Sul		718	00
	Santa Catarina		345	
	Sergipe		39	000
	São Paulo		3.402	.00
	Tocantins		13	.oOU
Employment status	Occupationally active (full-time)		5.939	.000
p - 7	Occupationally active (half-time)		834	
	Self-employed		1.934	•••
	Unemployed		0	
	Retired / pensioner		0	nnN
	Student (dedicated to studying)		0	nn()
	Student with job		710	.000
	Housework		0	.000
Sector of work	Finance	_	1.046	n
Sector of Work	Human Resources		820	•0UU -•00
	Computers / Technology / Systems and development		1.895	00UU 0 00
			2.127	•0VU
	Marketing / Sales / Commercial		129	.00 U
	Human Resources		3.371	.00U
	Other specialties		5.3/1	٠٠٠٠

ITDMs			Real delivery	Panel IR%
		Total panelists:	12.644	26,1%
Types of IT influencers	ITDM-Hardware (computers, etc)		4.092	
	ITDM-Software		5.112	•00
	ITDM-Printers / Scanners		4.990	••0
	ITDM-Internet Providers		4.418	••0
	ITDM-Technology Services		3.849	••0
	ITDM-Telecommunications		3.777	••0
Types of IT decision makers (ITDMs)	ITDM-Hardware (computers, etc)		2.412	•00
	ITDM-Software		2.691	••
	ITDM-Printers / Scanners		2.636	••
	ITDM-Internet Providers		2.389	••
	ITDM-Technology Services		2.060	••
	ITDM-Telecommunications		1.991	•00
	None		4.126	••0
Category within the IT area	Director of IT Department / CIO		814	.000
	Quality Manager / QA		74	.000
	Director of Development / CTO		173	.000
	Project Manager		515	••0
	Database Manager		315	•000
	System Administrator / Network		936	••0
	Software Architect / Organic analyst		112	.000
	Functional analyst		590	••0
	Programmer analyst		771	••0
	Programmer / Developer		461	••0
	Tester or QA Engineer		134	.000
	DevTool Enginner		73	.000
	BigData Enginner		11	.000
	Release manager / Deployer		51	.000
	Technical writer		171	.000
	Helpdesk		748	••0
	Business Intelligence Expert		41	.000
	Expert ERP / CRM (no SAP)		59	.000
	SAP Expert		27	.000
	Expert in processes (BPM)		24	.000
	Graphic Designer / Interfaces designer		215	•000
	Web layout designer / Interfaces developer		402	•0 <u>0</u> 0
	Others		2.610	.00

			-11
Performed tasks related to IT	Collecting application requirements	1.975	
	Application Architecture Design	809	
	Systems architecture design	1.353	
	Applications Development	1.714	
	Functional testing of applications	2.703	0 0UU
	Application Performance Testing	1.369	•0UU -n()
	Implementation of development tools	2.130	• 0 UU •n1
	Design and / or implantation of development processes	872	•0UU -n()
	Design and / or implantation of business processes	1.007 1.098	
	Security analyst	1.354	•NN
	Selecting business software (ERP, CRM, etc.) Enterprise Software Implantation	1.947	•UUU
	· · · · · · · · · · · · · · · · · · ·	2.081	• 0 000
	Client support of computer systems	2.106	•0UU •00
	Systems and applications monitoring Database administration	2.082	•0UU •00
	Database design	838	
		597	•NU
	Design of business continuity processes Implantation Processes / backup systems	1.234	
	Negotiating with data suppliers / network	1.380	
		608	•nnn
	Negotiating with voice suppliers Parameterization of third party software	962	
		1.487	•0UU •00
	Management of development projects Management of computer department	1.950	
	Interfaces Design / websites	999	
	Development of interfaces	1.245	-010 -010
		1.198	-010 -010
	Web layout designer Rundling and / or application deployment	993	•NU
	Bundling and / or application deployment Writing manuals / applications tutorials	1.426	•NU
	Writing manuals / applications tutorials	1.183	•NN
	Mentoring of technical staff Others	1.399	•NN
IT issues over which it has influences on	Workstations	3.521	
decisions	Workstations operating systems	2.057	• 0 UU
decisions	Election of office software	2.821	_000
	Antivirus software	2.996	-000
	Small peripheral devices (such as personal scanners)	2.861	
	Election of great peripheral deviced (such as photocopiers)	1.175	-nN
	Provider of office supplies	1.469	-000
	Office Network Infrastructure	1.804	-000
	Equipment maintenance supplier	2.355	••00
	Network and telecommunications equipment	2.330	• • 000
	Data and telecommunications suppliers	1.631	-000
	Courier services and groupware	1.007	-000
	Audio solutions and video conferencing	1.252	-00
	Physical systems of access control	1.149	-000
	Mail provider	1.658	
	Business Software (ERP, CRM, etc.)	1.454	
	Tools for process management (BPM)	932	-nN
	Business Intelligence Tools	950	-00
	Servers	2.389	
	Servers Operating Systems	1.496	
	CPD	1.486	.nnl
	Data storage services	1.651	nnll
	Backup Systems	1.500	
	Databases	1.916	
	Application Servers	1.349	
	• •	1.167	•ull
	Virtualization Solutions and / or cloud Development tools	1.167 1.159	•00U •nfl
	Virtualization Solutions and / or cloud		e001 e001 en11
	Virtualization Solutions and / or cloud Development tools	1.159	000 000 000 001
	Virtualization Solutions and / or cloud Development tools Software development technology	1.159 1.833	•001 •000 •001 •000

Workstations operating systems Election of office software Antivirus software Antivirus software 2,999 Small peripheral devices (such as personal scanners) 2,638 Election of great peripheral deviced (such as photocopiers) Provider of office supplies Office Network Infrastructure Equipment maintenance supplier 2,250 Network and telecommunications equipment Data and telecommunications suppliers Audio solutions and video conferencing Physical systems of access control 999 Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) 842 Business Intelligence Tools 888 Servers 2,088 Servers 2,088 Servers 3,1340 CPD Data storage services Backup Systems 1,340 CPD Data storage services 1,359 Backup Systems 1,335 Databases 1,335 Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services			2 205	nll
Election of office software Antivirus software Small peripheral devices (such as personal scanners) Election of great peripheral deviced (such as photocopiers) Provider of office supplies Office Network Infrastructure Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Servers Operating Systems CPD Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077	IT issues over which it has power to decide		3.285	00 UU
Antivirus software Small peripheral devices (such as personal scanners) Election of great peripheral deviced (such as photocopiers) Provider of office supplies Office Network Infrastructure Equipment maintenance supplier Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Servers Deta storage services Backup Systems Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077				
Small peripheral devices (such as personal scanners) Election of great peripheral deviced (such as photocopiers) Frovider of office supplies Office Network Infrastructure Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers Audio solutions and video conferencing Physical systems of access control Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Data storage services Backup Systems Databases Application Servers 1.335 Databases Application Servers Loss Development tools Software development technology Outsourcing IT related services 1.077				•0
Election of great peripheral deviced (such as photocopiers) Provider of office supplies Office Network Infrastructure Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers Courier services and groupware Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Operating Systems CPD Data storage services Backup Systems Databases Databases Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077				•0
Provider of office supplies Office Network Infrastructure Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers 1.448 Courier services and groupware Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers		Small peripheral devices (such as personal scanners)		
Office Network Infrastructure Equipment maintenance supplier Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers 1.448 Courier services and groupware Audio solutions and video conferencing Physical systems of access control Physical systems of access control 9999 Mail provider Business Software (ERP, CRM, etc.) 1.329 Tools for process management (BPM) 842 Business Intelligence Tools Servers 2.0.88 Servers Operating Systems 1.340 CPD 1.505 Data storage services Backup Systems 1.335 Databases 1.622 Application Servers Virtualization Solutions and / or cloud Development tools 942 Software development technology 0.1077 Outsourcing IT related services 1.077		Election of great peripheral deviced (such as photocopiers)	1.066	
Equipment maintenance supplier Network and telecommunications equipment Data and telecommunications suppliers 1,448 Courier services and groupware Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Operating Systems CPD Data storage services Backup Systems Databases Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1,077 Data under the development technology Outsourcing IT related services		Provider of office supplies	1.381	
Network and telecommunications equipment Data and telecommunications suppliers Courier services and groupware Audio solutions and video conferencing Physical systems of access control Physical systems of access control Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers Servers Operating Systems CPD Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077		Office Network Infrastructure	1.748	•00]
Data and telecommunications suppliers Courier services and groupware Audio solutions and video conferencing Physical systems of access control Physical systems of access control Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers 2.088 Servers Operating Systems CPD Data storage services Backup Systems Databases Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077		Equipment maintenance supplier	2.250	.00
Courier services and groupware Audio solutions and video conferencing Physical systems of access control Physical systems of access control Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers 2.088 Servers Operating Systems CPD Data storage services Backup Systems Databases Liada Databases Liada Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.076 1.076 1.076 1.076 1.076 1.077 1.07		Network and telecommunications equipment	2.101	.00
Audio solutions and video conferencing Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers 2.088 Servers 2.088 Servers Operating Systems CPD Data storage services Backup Systems Databases Application Servers Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.077 India storage services India storage servic		Data and telecommunications suppliers	1.448	•00
Physical systems of access control Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers 2.088 Servers 2.088 Servers Qperating Systems CPD Data storage services Backup Systems Databases Application Servers Application Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.527 and 1.329 and 1.329 and 1.329 and 1.329 and 1.330 and 1.340 and 1.340 and 1.340 and 1.350 a		Courier services and groupware	916	00
Mail provider Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers 2.088 Servers Packup Systems CPD Data storage services Backup Systems Databases Databases Databases Databases Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.329 1.329 1.340 1.340 1.340 1.340 1.340 1.340 1.340 1.340 1.359 1.359 1.359 1.335 1.359 1.335 1.359 1.370 1.391 1.		Audio solutions and video conferencing	1.076	•000
Business Software (ERP, CRM, etc.) Tools for process management (BPM) Business Intelligence Tools Servers Servers 2.088 Servers Operating Systems CPD Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.329 842 1.340 1.340 1.350 1.350 1.351 1.352 1.353 1.335		Physical systems of access control	999	•000
Tools for process management (BPM) Business Intelligence Tools Servers 2.088 Servers Operating Systems CPD 1.505 Data storage services Backup Systems Databases 1.335 Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 898 1.340 1.340 1.359 1.359 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.337 1.339		Mail provider	1.527	•000
Business Intelligence Tools Servers Servers Servers Operating Systems CPD 1.505 Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 2.088 1.340 1.340 1.359 1.359 1.359 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.339 1.139 1.1078 1.1078		Business Software (ERP, CRM, etc.)	1.329	•000
Business Intelligence Tools Servers Servers Servers Operating Systems CPD 1.505 Data storage services Backup Systems Databases 1.335 Databases 1.622 Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 2.088 1.340 1.340 1.340 1.359 1.359 1.359 1.359 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.335 1.337 1.339 1.337 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.337 1.339 1.339 1.337 1.339 1.3		Tools for process management (BPM)	842	.000
Servers Servers Operating Systems CPD 1.505 Data storage services Backup Systems 1.335 Databases 1.622 Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 2.088 1.340 1		Business Intelligence Tools	898	.000
CPD Data storage services Backup Systems 1.335 Databases 1.622 Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.505 1.359 1.335 1.335 1.335 1.335 1.335 1.339		Servers	2.088	- I
CPD Data storage services Backup Systems 1.335 Databases 1.622 Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.505 1.359 1.335 1.335 1.335 1.335 1.335 1.339		Servers Operating Systems	1.340	0 000
Data storage services Backup Systems Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.359 1.335 1.622 1.622 1.139 1.058 1.058 1.077 1.077		CPD	1.505	
Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.622 1.139 1.058 1.058 1.078 1.077 1.077		Data storage services	1.359	
Databases Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.622 1.139 1.058 1.058 1.078 1.077 1.077		Backup Systems	1.335	
Application Servers Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.139 1.058 942 1.707 1.707		Databases	1.622	
Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.058 942 1.707 1.077		Application Servers	1.139	-N
Development tools Software development technology Outsourcing IT related services 942 1.707 1.077		Virtualization Solutions and / or cloud	1.058	
Software development technology Outsourcing IT related services 1.077 1.077		· · · · · · · · · · · · · · · · · · ·	942	
Outsourcing IT related services 1.077		·	1.707	n
			1.077	пΠ
		None of them	2.279	

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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