



Panel B2B



Brazil

Features

Panel size (ISO): 121.966
 People profiled (ISO): 72.674
 Estimated response rate (ISO): 30%
 Updated: 15/12/2014

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

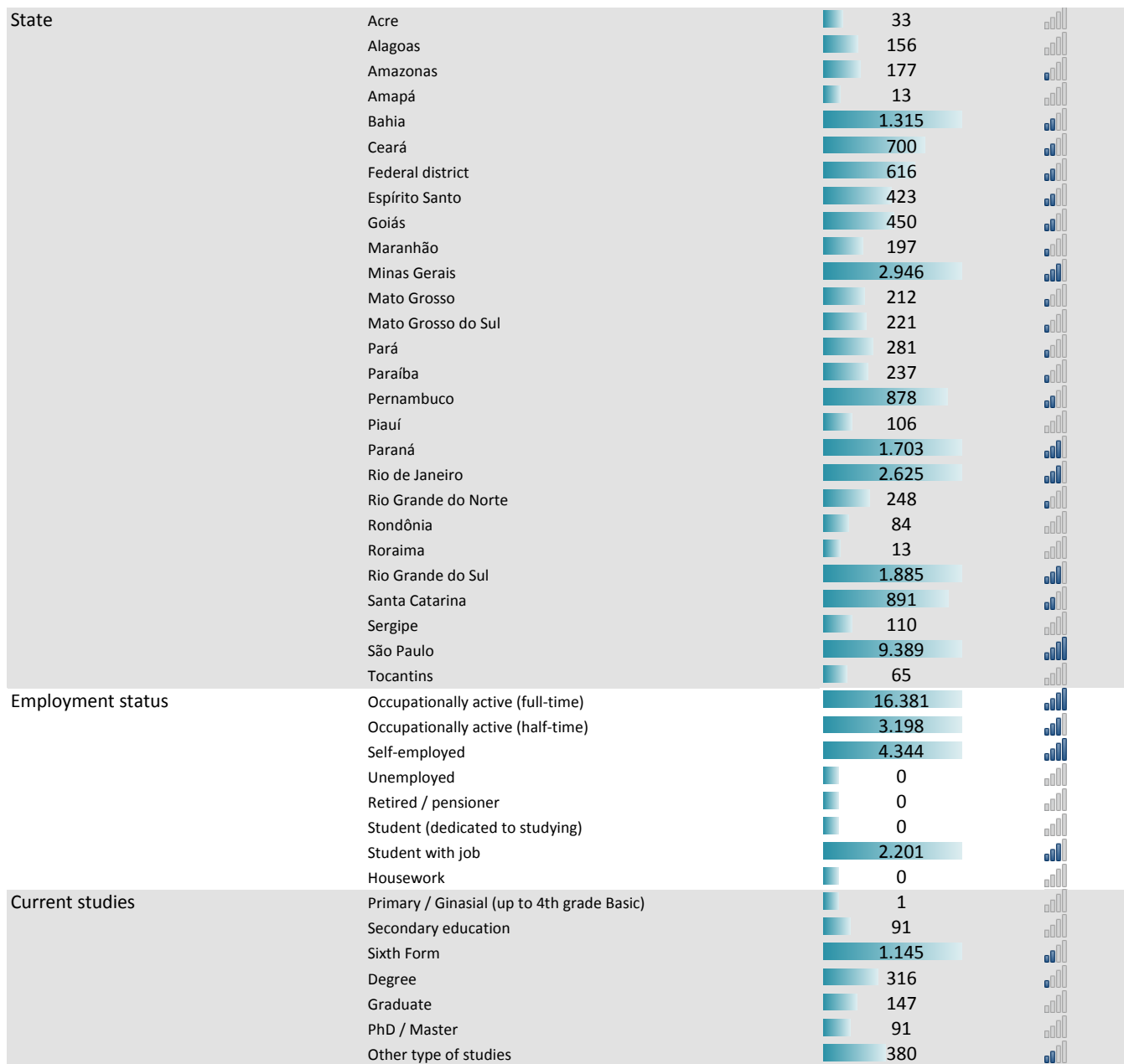
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

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:

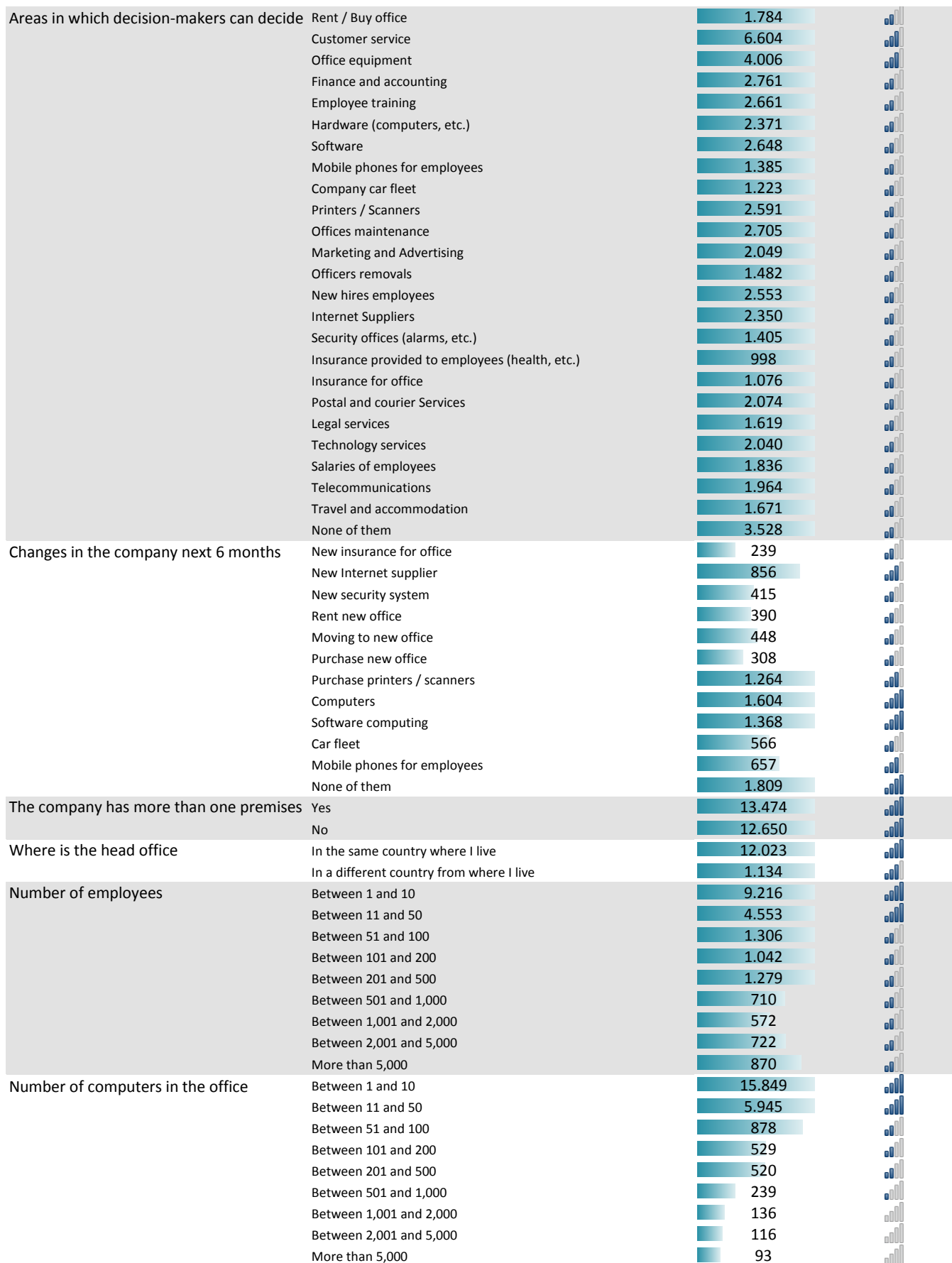
<0,5% <1% <5% <10% >=10%







































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





















Employment status		Real delivery	Panel IR%
		Total panelists:	35.256
			76,5%
Current employment category	Business Administration	2.912	
	Public administration	1.422	
	Customer service	1.529	
	Quality, production and R & D	357	
	Commercial and sales	2.380	
	Purchasing, logistics and storage	520	
	Design and Graphics	391	
	Education, teachers	2.155	
	Education and training (teachers, trainers, school leaders etc)	576	
	Finance and banking	1.837	
	Engineers and technicians	1.228	
	Property and construction	375	
	Legal market	753	
	Marketing and communication	761	
	Professions, arts and crafts	236	
	Human Resources	694	
	Health (doctors, nurses, veterinarians, etc.)	1.608	
	Tourism and catering	298	
	Another type of profession	5.977	
Company's industry	Computer activities	974	
	Real estate advice	473	
	Recreational, cultural and sporting activities	288	
	Public administration and Advocacy	943	
	Agriculture, livestock and fishing	329	
	Food and related products	746	
	Automotive	257	
	Trade (wholesale and retail)	1.676	
	Building trade	1.070	
	Post and telecommunications	261	
	Publishing, graphic arts and reproduction audiovisual	341	
	Education	1.149	
	Electronics and Electricity	362	
	Energy, mining and environment	290	
	Sales force	254	
	Transport industry	323	
	Light industry (furniture)	48	
	Wood Industry / paper	88	
	Heavy industry	291	
	Chemicals and pharmaceuticals	250	
	Textile industry (textile / fashion / home)	350	
	Research and development	153	
	NGOs and social services	202	
	Health	929	
	Services (hotels, travel, restaurants)	255	
	Consultancy, advisory and audit services	775	
	Advertising services	230	
	HR services	319	
	IT services	886	
	Financial services	535	
	Personal services	491	
	Telemarketing	471	
	Other activities	5.583	
Consumer goods industry (products)	541		
Years in the company	Less than 1	3.075	
	Between 1 and 2	9.410	
	Between 3 and 5	6.226	
	Between 6 and 10	4.269	
	Between 11 and 15	2.560	
	Between 16 and 20	1.294	
	More than 20	2.026	

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



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

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



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



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.

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:

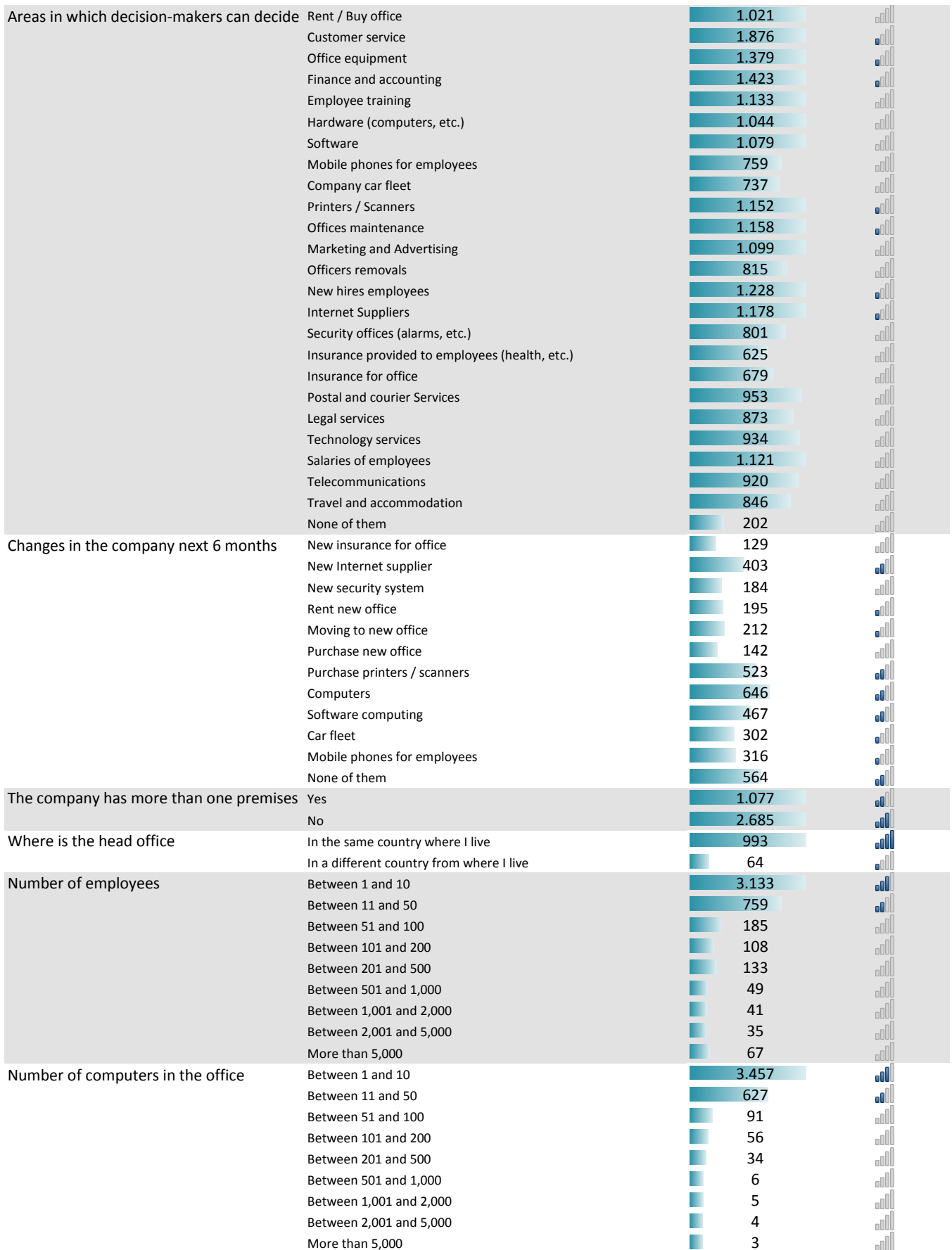
<0,5% <1% <5% <10% >=10%

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

State	Acre	1	
	Alagoas	14	
	Amazonas	22	
	Amapá	3	
	Bahia	126	
	Ceará	75	
	Federal district	63	
	Espírito Santo	45	
	Goiás	61	
	Maranhão	19	
	Minas Gerais	404	
	Mato Grosso	13	
	Mato Grosso do Sul	17	
	Pará	29	
	Paraíba	28	
	Pernambuco	120	
	Piauí	10	
	Paraná	267	
	Rio de Janeiro	360	
	Rio Grande do Norte	18	
Rondônia	5		
Roraima	0		
Rio Grande do Sul	253		
Santa Catarina	134		
Sergipe	11		
São Paulo	1.470		
Tocantins	5		
Employment status	Occupationally active (full-time)	1.840	
	Occupationally active (half-time)	166	
	Self-employed	1.627	
	Unemployed	0	
	Retired / pensioner	0	
	Student (dedicated to studying)	0	
	Student with job	110	
	Housework	0	

Employment status		Real delivery	Panel IR%
		Total panelists:	5.109
			11,0%
Current employment category	Business Administration	871	
	Public administration	121	
	Customer service	76	
	Quality, production and R & D	20	
	Commercial and sales	657	
	Purchasing, logistics and storage	39	
	Design and Graphics	64	
	Education, teachers	106	
	Education and training (teachers, trainers, school leaders etc)	66	
	Finance and banking	227	
	Engineers and technicians	155	
	Property and construction	88	
	Legal market	150	
	Marketing and communication	130	
	Professions, arts and crafts	49	
	Human Resources	94	
	Health (doctors, nurses, veterinarians, etc.)	0	
	Tourism and catering	50	
	Another type of profession	689	
	Company's industry	Computer activities	180
Real estate advice		94	
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)		448	
Building trade		194	
Post and telecommunications		2	
Publishing, graphic arts and reproduction audiovisual		76	
Education		76	
Electronics and Electricity		53	
Energy, mining and environment		11	
Sales force		45	
Transport industry		39	
Light industry (furniture)		10	
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		

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



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

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	
	Between R\$20.400,00 and R\$28.800,00	225	
	Between R\$28.800,00 and R\$37.200,00	208	
	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	
	Between R\$91.800,00 and R\$116.400,00	117	
	Between R\$116.400,00 and R\$214.800,00	180	
R\$214.800,00 or more	81		
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	
	Other specialties	1.333	



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 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

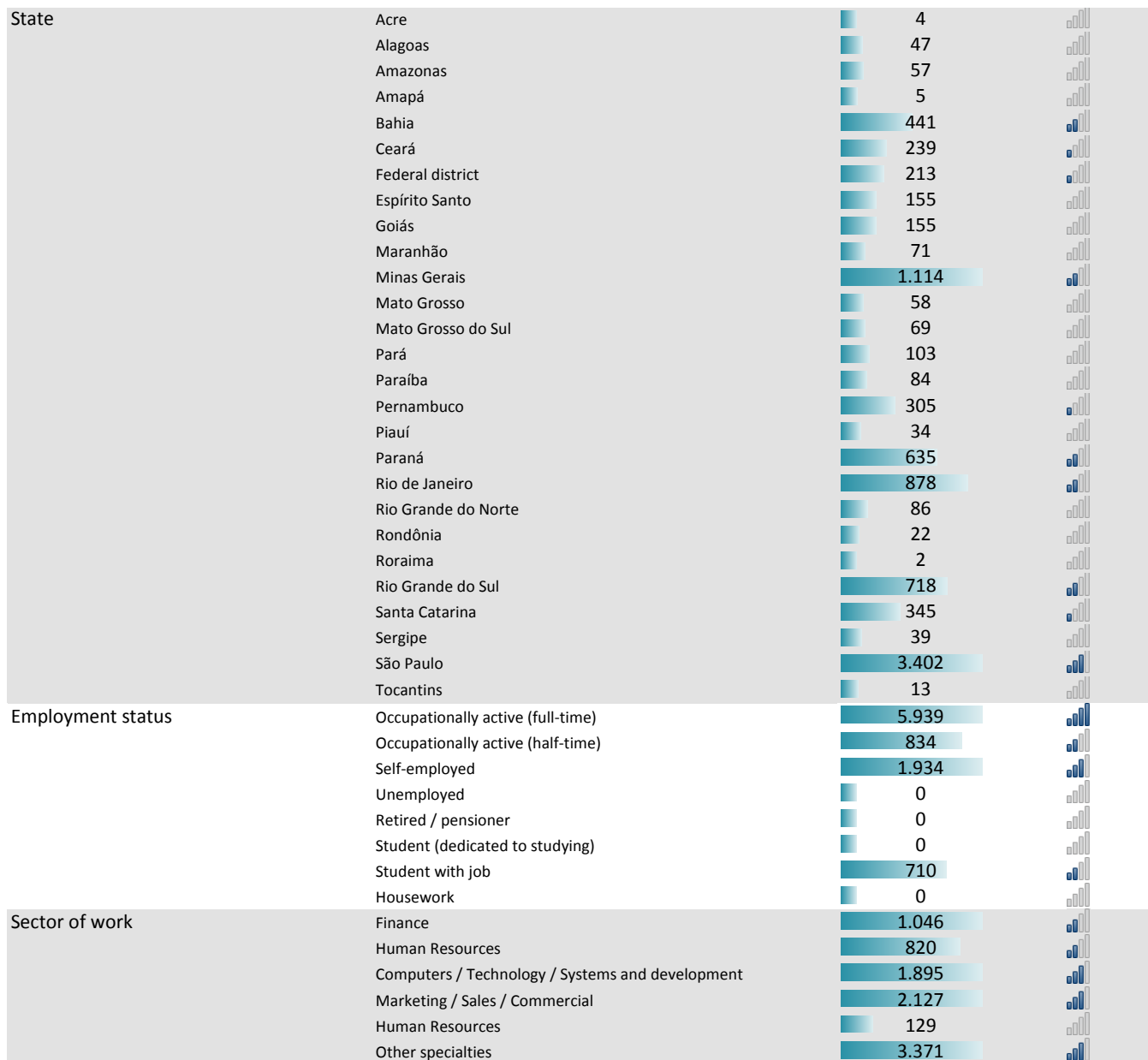
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

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: 12.644	26,1%
Sex	Man	5.315	
	Woman	4.194	
Age	<14	0	
	14-18	40	
	19-24	1.285	
	25-34	3.313	
	35-44	2.471	
	45-54	1.634	
	55-64	649	
Social class	>=65	74	
	A1	210	
	A2	1.516	
	B1	3.049	
	B2	2.952	
	C1	1.308	
	C2	323	
Regions	D	46	
	E	2	
	North	235	
	Northeast	1.380	
	Southeast	5.575	
	South	1.699	
	Central-West	522	



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

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		
	Application Performance Testing	1.369		
	Implementation of development tools	2.130		
	Design and / or implantation of development processes	872		
	Design and / or implantation of business processes	1.007		
	Security analyst	1.098		
	Selecting business software (ERP, CRM, etc.)	1.354		
	Enterprise Software Implantation	1.947		
	Client support of computer systems	2.081		
	Systems and applications monitoring	2.106		
	Database administration	2.082		
	Database design	838		
	Design of business continuity processes	597		
	Implantation Processes / backup systems	1.234		
	Negotiating with data suppliers / network	1.380		
	Negotiating with voice suppliers	608		
	Parameterization of third party software	962		
	Management of development projects	1.487		
	Management of computer department	1.950		
	Interfaces Design / websites	999		
	Development of interfaces	1.245		
	Web layout designer	1.198		
	Bundling and / or application deployment	993		
	Writing manuals / applications tutorials	1.426		
	Mentoring of technical staff	1.183		
	Others	1.399		
	IT issues over which it has influences on decisions	Workstations	3.521	
		Workstations operating systems	2.057	
		Election of office software	2.821	
Antivirus software		2.996		
Small peripheral devices (such as personal scanners...)		2.861		
Election of great peripheral devices (such as photocopiers...)		1.175		
Provider of office supplies		1.469		
Office Network Infrastructure		1.804		
Equipment maintenance supplier		2.355		
Network and telecommunications equipment		2.330		
Data and telecommunications suppliers		1.631		
Courier services and groupware		1.007		
Audio solutions and video conferencing		1.252		
Physical systems of access control		1.149		
Mail provider		1.658		
Business Software (ERP, CRM, etc.)		1.454		
Tools for process management (BPM)		932		
Business Intelligence Tools		950		
Servers		2.389		
Servers Operating Systems		1.496		
CPD		1.486		
Data storage services		1.651		
Backup Systems		1.500		
Databases		1.916		
Application Servers		1.349		
Virtualization Solutions and / or cloud		1.167		
Development tools		1.159		
Software development technology		1.833		
Outsourcing IT related services		1.236		
None of them		2.042		

IT issues over which it has power to decide		
Workstations	3.285	
Workstations operating systems	1.913	
Election of office software	2.457	
Antivirus software	2.999	
Small peripheral devices (such as personal scanners...)	2.638	
Election of great peripheral devices (such as photocopiers...)	1.066	
Provider of office supplies	1.381	
Office Network Infrastructure	1.748	
Equipment maintenance supplier	2.250	
Network and telecommunications equipment	2.101	
Data and telecommunications suppliers	1.448	
Courier services and groupware	916	
Audio solutions and video conferencing	1.076	
Physical systems of access control	999	
Mail provider	1.527	
Business Software (ERP, CRM, etc.)	1.329	
Tools for process management (BPM)	842	
Business Intelligence Tools	898	
Servers	2.088	
Servers Operating Systems	1.340	
CPD	1.505	
Data storage services	1.359	
Backup Systems	1.335	
Databases	1.622	
Application Servers	1.139	
Virtualization Solutions and / or cloud	1.058	
Development tools	942	
Software development technology	1.707	
Outsourcing IT related services	1.077	
None of them	2.279	

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