Panel B2B





Chile

Features

Panel size (ISO): 47.260 People profiled (ISO): 6.057 Estimated response rate (ISO): 35%

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:

Socioden	nographic profile	Real delivery	Panel IR%
T /	Total panelis	sts: 13.605	76,0%
Sex	Man	6.646	.00
	Woman	6.481	ا000
Age	<18	0	00
	18-24	1.096	.00
	25-34	4.286	.00
	35-44	4.010	.00
	45-54	2.486	.00
	55-64	1.049	.00
	>=65	166	•00
Social class	ABC1	5.617	.00
	C2	6.100	.00
	C3	1.218	.00
	D	175	•00
	E	0	00
Regions	l Region of Tarapacá	119	•00
	II Region of Antofagasta	232	.00
	III Region of Atacama	100	•00
	IV Region of Coquimbo	295	.00
	V Region of Valparaíso	1.085	.00
	VI Region of Libertador General Bernardo O'Higgins	264	.000
	VII Region of Maule	279	.000
	VIII Region of Bío Bío	881	.00
	IX Region of La Araucanía	295	.000
	X Region of los Lagos	322	.000
	XI Region of Aysén del General Carlos Ibañez del Campo	32	00
	XII Region of Magallanes & la Antártica Chilena	84	00
	XIII Region Metropolitana	8.778	.00
	XIV Region of Los Ríos	171	•000
	XV Region of Arica & Parinacota	84	.000
Grouped regions	North	1.951	.00
	South	2.397	.000
	Metropolitan region	8.778	.00

Employment status	Occupationally active (full-time)	10.080	ال00ء
	Occupationally active (half-time)	1.823	.000
	Retired / pensioner	0	.000
	Student	0	.000
	Student with job	1.209	.00
	Housework	0	.000
	Unemployed	0	.000
Level of education	Postgraduate (Master, PhD or equivalent)	1.199	•00
	Complete university studies	5.136	•00
	Complete technical / incomplete univ.	4.436	•00
	Incomplete technical	777	a000
	Medium complete	1.363	•00
	Medium incomplete	115	aa00

Employment sta	tus		Real delivery	Panel IR%
	Tot	al panelists:	13.605	76,0%
ears since completion studies	Between 6 and 10		2.947	000
	Between 11 and 15		2.152	.00
	Between 16 and 20		1.925	.00
	More than 20		4.395	.00
	Administrative		1.985	.00
	Biology		101	00
	Communications		435	••0
	Building trade		515	••0
	Accountancy		357	••0
	Creativity, Production and Commercial Design		306	.00
	Law and legislation		266	•000
	Education		1.538	.00
	Engineering		688	.00
	Logistics, Processing and Distribution		377	
	Manufacturing, Production and Operations		366	•00
	Marketing, Advertising and Public Relations		169	
	Human Resources		1.917	.00
	Health and Beauty		362	••
	Health Sector		153	•000
	Insurance and Reinsurance		735	.00
	Information Technology / Systems		53	.000
ore specific job category	#N/A		49	.00
	#N/A		0	.000
	#N/A		19	.00
	#N/A		0	00
	#N/A		0	00
	#N/A		17	••00
	#N/A		0	.00
	#N/A		2	
	#N/A		51	••00
	#N/A		0	
	#N/A		15	.00
	#N/A		50	.00
	#N/A		1	.00
	, #N/A		0	00
	, #N/A		0	00
	#N/A		0	
	, #N/A		53	•••
	#N/A		15	
	, #N/A		17	.00
	, #N/A		17	
	#N/A		103	.00
ore specific job category	#N/A		0	#¡DIV/0!
or opening jour analysis,	#N/A		0	#¡DIV/0!
ore specific job category	#N/A		0	#¡DIV/0!
or a specime join amongs.	#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!
ore specific job category	#N/A		0	# DIV/0:
c specific job category	Other		0	0000 0000
	#N/A		36	•00 <u>0</u>
	Agriculture, animal husbandry, forestry, fishing and	hunting	349	000U 000
	Mining	anting	433	.000
	Electricity and water supply pipeline		200	
			726	.00 .00
	Building trade		720	.oOU

Company's industry	Trade	1.505	أأاه
	Transports	469	الم
	Posts and storage	69	ا
	Information in mass media	224	
	Financial services and insurance	417	الم
	Real state services and properties renting	158	•••
	Professional, scientific and technical services	809	أآن
Company's industry	Management of companies and enterprises	103	
, ,	Waste management services and environmental remediation	19	000
	Educational services	1.713	000
	Health care and social assistance	924	.000
	Recreational cultural and sporting services	192	
	Temp. accommodation and food and beverage preparation service		
	Other services except government activities	449	
	Activities of the Government and international organizations	868	
	Other	2.718	
	Yes	3.316	-nN
	No	9.777	-00l
	Less than 1	1.619	-000
	Between 1 and 2	5.426	
	Between 3 and 5	3.973	_n[]
	Between 6 and 10	2.691	
	Between 11 and 15	1.264	
	Between 16 and 20	747	
	More than 20	994	
	0 to 6 months	1.123	0 00 00 000
	From 7 months to a year	844	
	·	2.316	0U UU 0 00
	From one to 3 years	1.619	00 UU 0 00
	Between 4 and 5 years	2.526	00 UU 0 00
	Between 6 and 10 years	1.814	• 0 000
	Between 11 and 15 years	1.123	• 0 000
Vegra of conscious	Between 16 and 20 years	1.676	
Years of experience	More than 20 years	639	0 0 UU ()
	Internships	6.527	
	General employee	1.760	000 0
	Supervisor	1.222	0U UU 0 00
	Self-employed (freelance)		0U UU -00
	Management position (middle management)	1.672 636	• 0 UU •••
	Management position (high management)	584	•UUU •00
	Company owner	1.409	
	Rent / Buy office Customer service	5.371	•0UU
	Office equipment	3.682	000U
	• •	2.116	• • • • • • • • • • • • • • • • • • •
	Finance and accounting Employee training	3.593	0UUU 000
		2.516	
	Hardware (computers, etc.) Software	2.678	• • • • • • • • • • • • • • • • • • •
	Mobile phones for employees	1.789	• 0 00
		970	• • ••
	Company car fleet Printers / Scanners	2.609	00 00 0 00
	Offices maintenance	2.032	00 00 0 00
		1.958	0 00 00
	Marketing and Advertising	716	0000 000
	Officers removals		0 0 00 000
	New hires employees	2.779	00 00 0 00
	Internet Suppliers	1.781 1.364	00 00 0 00
	Security offices (alarms, etc.)	904	00 00
	Insurance provided to employees (health, etc.)	904	0000

Areas in which influences	Insurance for office	849	•00
	Postal and courier Services	1.745	.00
	Legal services	1.018	•00
	Technology services	2.014	.00
	Salaries of employees	1.741	.00
	Telecommunications	1.513	
	Travel and accommodation	1.570	
	None	3.919	.00
	Rent / Buy office	635	nN
	Customer service	2.955	.00U
		1.431	0000
	Office equipment		• 00 U
	Finance and accounting	1.126	0000
Areas in which decision-makers can decide		1.645	•0UU
	Hardware (computers, etc.)	1.228	000
Areas in which decision-makers can decide	Software	1.252	0000
	Mobile phones for employees	825	.001
Areas in which decision-makers can decide	Printers / Scanners	1.191	الاه
	Offices maintenance	867	.00
	Marketing and Advertising	996	.000
	Officers removals	311	
	New hires employees	1.347	.00
	Internet Suppliers	959	.00
	Security offices (alarms, etc.)	606	.00
	Insurance provided to employees (health, etc.)	447	
	Insurance for office	416	•NU
			0000
Areas in which decision-makers can decide		767	000
	Legal services	560	000
	Technology services	987	000
	Salaries of employees	927	.00
	Telecommunications	723	.00
	Travel and accommodation	796	.00
	None	2.549	.000
	New insurance for office	103	
	New Internet supplier	313	•000
Changes in the company within the next 6	New security system	172	.000
months	Rent new office	144	_000
monus	Moving to new office	66	•00
	Purchase new office	50	•NU
	Purchase printers / scanners	622	0000
	Computers	805	0000
	Software computing	605	000
	Car fleet	192	0000
	Mobile phones for employees	416	.oll
Changes in the company within the next 6	None	797	.00
months	Yes	8.741	.000
Number of employees	Between 1,001 and 2,000	985	.000
• •	Between 2,001 and 5,000	931	•000
	More than 5,000	619	
	Between 1 and 10	8.367	
	Between 11 and 50	4.854	.nll
	Between 51 and 100	1.224	.00
Number of computers in the office			0000
Number of computers in the office	Between 101 and 200	654	-00U
	Between 201 and 500	506	• 0
	Between 501 and 1,000	327	
	Between 1,001 and 2,000	114	
	Between 2,001 and 5,000	83	••
	More than 5,000	49	000
	Between 1 and 10	3.521	.000

Number of computers in the company Between 51 and 100 Between 51 and 100 Between 51 and 200 Between 201 and 200 Between 501 and 500 Between 501 and 2,000 Between 2,001 and 2,000 Between 2,001 and 5,000 Number of computers in the company More than 5,000 100,000 or less Between 100,001 and 5,000 Between 100,001 and 50,000 Between 100,001 and 5,000 Between 100,001 and 2,000,000 Between 100,001 and 2,000,000 Between 100,001 and 2,000,000 Between 500,001 and 1,000,000 Between 500,001 and 1,000,000 Between 1,000,001 and 2,000,000 Between 5,000,001 and 1,000,000 Between 1,000,001 and 2,000,000 Between 2,000,001 and 3,000,000 Between 3,000,001 and 3,000,000 Between 1,000,001 and 2,000,000 Between 2,000,001 and 3,000,000 Between 3,000,001 and 3,000,000 Between 1,000,001 and 2,000,000 Between 2,000,001 and 3,000,000 Between 3,000,001 and 3,000,000 Between 3,000,000 Between 3,000,000 and 3,000,000 Between 3,000,000 and 3,000,000 Between 3,000,000 and 3,000,000 Between 3,000,000 and 3,				_
Between 101 and 200	Number of computers in the company	Between 11 and 50	4.624	٥٥٥ ا
Between 201 and 500		Between 51 and 100	1.969	000
Between 1,001 and 2,000 599 6		Between 101 and 200	1.268	.00
Between 1,001 and 2,000 S99 Setween 2,001 and 5,000 A82 Setween 2,001 and 5,000 A82 Setween 2,001 and 5,000 A82 Setween 2,000 A82 Setween 2,000 A82 Setween 100,000 or less Consider a Consider		Between 201 and 500	1.493	.00
Number of computers in the company		Between 501 and 1,000	1.300	.00
Number of computers in the company Yes No 100,000 or less Between 100,001 and 500,000 Between 5,000,001 and 1,000,000 Between 1,000,001 and 5,000,000 Between 5,000,001 and 5,000,000 Between 5,000,001 and 10,000,000 Between 1,000,001 and 5,000,000 Between 1,000,001 and 5,000,000 Between 1,000,001 and 10,000,000 Between 1,000,000 Between 1 and 4 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 40 employees Between 20 and		Between 1,001 and 2,000	599	•000
Yes		Between 2,001 and 5,000	482	.00
No	Number of computers in the company	More than 5,000	316	000
No		Yes	2.025	.00
100,000 or less Between 100,001 and 500,000 Between 500,001 and 1,000,000 Between 1,000,001 and 2,000,000 Between 1,000,001 and 2,000,000 Between 1,000,001 and 2,000,000 Between 1,000,001 and 2,000,000 Between 10,000,001 and 10,000,000 Between 10,000,001 and 20,000,000 Between 20,000,001 and 50,000,000 Between 20,000,001 and 50,000,000 Between 50,000,000 and 100,000,000 Between 50,000,000 and 100,000,000 Intercolor 1,278 Between 10,000,000 Between 1 and 4 employees Between 1 and 4 employees Between 10 and 19 employees Between 10 and 19 employees Between 20 and 49 employees One office Working from home (telecommuting) Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other		No	7.720	
Between 100,001 and 500,000		100,000 or less	166	- I
Between 500,001 and 1,000,000 105 10		Between 100,001 and 500,000	106	
Between 1,000,001 and 2,000,000 289 350 350 350 360 350 360 350 360		Between 500,001 and 1,000,000	105	
Turnover of the company in local currency Between 2,000,001 and 5,000,000 Between 5,000,001 and 10,000,000 Between 10,000,001 and 20,000,000 Between 20,000,001 and 50,000,000 Between 20,000,001 and 50,000,000 Between 50,000,000 and 100,000,000 Between 50,000,000 and 100,000,000 More than 100,000,000 None Between 1 and 4 employees Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 49 employees Between 20 and 49 employees Tormore em		Between 1,000,001 and 2,000,000	289	пП
Between 5,000,001 and 10,000,000 Between 10,000,001 and 20,000,000 Between 20,000,001 and 50,000,000 Between 50,000,000 and 100,000,000 Between 50,000,000 and 100,000,000 More than 100,000,000 None Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 49 employees One office Working from home (telecommuting) Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other 1.446 In a factory On the premises of a customer Other	Turnover of the company in local currency	Between 2,000,001 and 5,000,000	350	
Between 20,000,001 and 50,000,000 Between 50,000,000 and 100,000,000 More than 100,000,000 None Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 49 employees One office Working from home (telecommuting) Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other 1.446 1.728 1.728 1.370 1.370 1.370 1.370 1.370 1.370 1.271 1.237 1.23		Between 5,000,001 and 10,000,000	408	
Between 50,000,000 and 100,000,000 More than 100,000,000 None Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees 50 or more employees Working from home (telecommuting) Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other 1.446		Between 10,000,001 and 20,000,000	836	.000
More than 100,000,000 None Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees 50 or more employees Working from home (telecommuting) Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other 1.446		Between 20,000,001 and 50,000,000	1.728	.00
None		Between 50,000,000 and 100,000,000	1.370	.00
Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 49 employees Gods Gods Gods Gods Gods Gods Gods God		More than 100,000,000	9.746	.000
Between 1 and 4 employees Between 5 and 9 employees Between 10 and 19 employees Between 20 and 49 employees Between 20 and 49 employees Gods Gods Gods Gods Gods Gods Gods God		None	6.346	.000
Between 10 and 19 employees Between 20 and 49 employees 603 50 or more employees One office Working from home (telecommuting) 1.642 Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other Other 884 444 10 11 12 13 14 15 16 17 18 18 18 18 18 18 18 18 18		Between 1 and 4 employees	3.511	.00
Between 10 and 19 employees 884 10 10 10 10 10 10 10 1		Between 5 and 9 employees	1.237	•000
Between 20 and 49 employees 603 50 or more employees 444 One office 8.433 Working from home (telecommuting) 1.642 Working location Traveling (visiting clients, etc) 1.184 In a factory 543 In a shop 1.070 On the premises of a customer 768 Other 1.446		Between 10 and 19 employees	884	-N
So or more employees One office Working from home (telecommuting) Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other 444 154 1642 1784 1884 1985 1		Between 20 and 49 employees	603	
One office Working from home (telecommuting) Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other One office 8.433 1.642 1.184 1.		50 or more employees	444	_0
Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other Traveling (visiting clients, etc) 1.184 1.184 1.070 1.070 1.070 1.070 1.446		One office	8.433	_0
Working location Traveling (visiting clients, etc) In a factory In a shop On the premises of a customer Other Traveling (visiting clients, etc) 1.184 1.184 1.070 1.070 1.070 1.070 1.446		Working from home (telecommuting)	1.642	اام
In a shop On the premises of a customer Other 1.070 768 000 0100 0100 0100 0100 0100 0100 010	Working location	Traveling (visiting clients, etc)	1.184	
In a shop On the premises of a customer Other 1.070 00 00 00 00 00 00 00 00 00 00 00 00		In a factory	543	_0
On the premises of a customer 768 Other 1.446		In a shop	1.070	.000
Other 1.446		On the premises of a customer	768	-0
		Other	1.446	000
		School	598	.00

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





Chile

Features

Panel size (ISO): 47.260 People profiled (ISO): 6.058 Estimated response rate (ISO): 35%

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:

Sociodem	ographic profile	Real delivery	Panel IR%
I	Total pan	elists: 1.241	7,1%
Sex	Man	685	.00
	Woman	491	•0
.ge	<18	0	.000
	18-24	35	.000
	25-34	204	•00
	35-44	333	•00
	45-54	297	•00
	55-64	218	.00
	>=65	55	.000
Social class	ABC1	738	.00
	C2	405	•00
	C3	32	.000
	D	0	.000
	E	0	.000
Regions	l Region of Tarapacá	16	.000
	II Region of Antofagasta	14	.000
	III Region of Atacama	1	.000
	IV Region of Coquimbo	34	.000
	V Region of Valparaíso	98	•000
	VI Region of Libertador General Bernardo O'Higgins	17	.000
	VII Region of Maule	33	.000
	VIII Region of Bío Bío	64	.000
	IX Region of La Araucanía	35	.00
	X Region of los Lagos	34	.000
	XI Region of Aysén del General Carlos Ibañez del Campo	0	.000
	XII Region of Magallanes & la Antártica Chilena	1	.000
	XIII Region Metropolitana	742	•000
	XIV Region of Los Ríos	1	.000
	XV Region of Arica & Parinacota	0	
Grouped regions	North	182	000
	South	251	0000
	Metropolitan region	742	.000
Employment status	Occupationally active (full-time)	922	• •••
, , , = = =======	Occupationally active (half-time)	187	.000
	Retired / pensioner	0	00
	Student	0	.000
	Student with job	50	.000
	Housework	0	.000
	Unemployed	0	00

Employment sta	itus		Real delivery	Panel IR%
9		Total panelists:	1.241	7,1%
ears since completion studies	Between 6 and 10		193	•000
· ·	Between 11 and 15		214	•000
	Between 16 and 20		213	•000
	More than 20		632	•00
	Administrative		100	.000
	Biology		0	.000
	Communications		19	.000
	Building trade		67	.000
	Accountancy		31	00
	Creativity, Production and Commercial Design		47	
	Law and legislation		46	00
	Education		149	•000
	Engineering		66	00
	Logistics, Processing and Distribution		15	00
	Manufacturing, Production and Operations		18	00
	Marketing, Advertising and Public Relations		15	000
	Human Resources		171	•000
	Health and Beauty		32	
	Health Sector		2	000
	Insurance and Reinsurance		35	
	Information Technology / Systems		0	000
Nore specific job category	#N/A		1	.000
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		16	•00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
	#N/A		0	00
Nore specific job category	#N/A		0	#¡DIV/0!
	#N/A		0	#¡DIV/0!
Nore 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!

More specific job category	#N/A		0	000
wide specific job category	Other		0	_П
	#N/A		0	.000 .000
	Agriculture, animal husbandry, forestry, fishing and hunting	-	16	-N
			18	•0UU •01
	Mining		0	•0UU •00
	Electricity and water supply pipeline		68	a0UU a nn
	Building trade			• 0 ↓↓↓ _n()
Company to indicator.	Manufacturing industries		36	0 0UU _n()
Company's industry	Trade		153	.0 UU _n()
	Transports		18	n000
	Posts and storage		0	o0UU
	Information in mass media		1	.OU
	Financial services and insurance		0	
	Real state services and properties renting		33	
	Professional, scientific and technical services		116	٥٥٠
Company's industry	Management of companies and enterprises		1	0000
	Waste management services and environmental remediation		0	000
	Educational services		150	
	Health care and social assistance		33	000
	Recreational cultural and sporting services		16	
	Temp. accommodation and food and beverage preparation servi	ce	18	000
	Other services except government activities		17	.000
	Activities of the Government and international organizations		46	.00
	Other		240	
	Yes		185	
	No		992	
	Less than 1		67	
	Between 1 and 2		321	
	Between 3 and 5		353	
	Between 6 and 10		261	.000
	Between 11 and 15		202	.000
	Between 16 and 20		114	.000
	More than 20		161	.000
	0 to 6 months		34	.000
	From 7 months to a year		16	.DOO
	From one to 3 years		99	a000
	Between 4 and 5 years		119	.000
	Between 6 and 10 years		219	a000
	Between 11 and 15 years		188	.a00
	Between 16 and 20 years		153	.a00

Years of experience	More than 20 years	313	
	Internships	0	.00
	General employee	0	000
	Supervisor	0	000
	Self-employed (freelance)	0	000
	Management position (middle management)	0	.000
	Management position (high management)	621	.000
	Company owner	571	a00
	Rent / Buy office	567	a00
	Customer service	783	•00
	Office equipment	734	a00
	Finance and accounting	641	a00
	Employee training	666	.00
	Hardware (computers, etc.)	574	.00
	Software	558	
	Mobile phones for employees	520	.00
	Company car fleet	355	.00
	Printers / Scanners	604	.00
	Offices maintenance	504	.00
	Marketing and Advertising	569	.000
	Officers removals	319	000
	New hires employees	697	.000
	Internet Suppliers	553	.000
	Security offices (alarms, etc.)	430	.000
	Insurance provided to employees (health, etc.)	334	.DO
Areas in which influences	Insurance for office	370	000
Areas III Willell IIIIIuellees	Postal and courier Services	429	•000
	Legal services	433	•000
	Technology services	521	
	Salaries of employees	589	•000
	Telecommunications	407	
	Travel and accommodation	451	000
	None	65	nOO
	Rent / Buy office	320	000
	Customer service	536	
	Office equipment	424	
	Finance and accounting	435	
Areas in which decision-makers can decide	-	436	
	Hardware (computers, etc.)	384	
Areas in which decision-makers can decide		353	
	Mobile phones for employees	322	000
Areas in which decision-makers can decide		369	•000
	Offices maintenance	306	•000
	Marketing and Advertising	398	•000
	Officers removals	205	•000
	New hires employees	501	
	Internet Suppliers	375	•000
	Security offices (alarms, etc.)	269	
	Insurance provided to employees (health, etc.)	218	•000
	Insurance for office	239	•000
Areas in which decision-makers can decide	Postal and courier Services	250	•00
	Legal services	317	.00
	Technology services	340	00
	Salaries of employees	435	00
	Telecommunications	288	
	Travel and accommodation	287	•00
	None	86	000
	New insurance for office	51	.00[
	New Internet supplier	120	nOO

	Nava aga wiku ayaka wa	65	anll
Changes in the company within the next 6		63	_NUU
months	Rent new office	33	0UUU _n()
	Moving to new office		_00U
	Purchase new office	32	OU
	Purchase printers / scanners	168	• 0 00
	Computers	233	
	Software computing	130	
	Car fleet	84	•0UU
	Mobile phones for employees	136	•0
Changes in the company within the next 6	None	172	• •
months	Yes	511	•00
Number of employees	Between 1,001 and 2,000	14	
	Between 2,001 and 5,000	31	OU
	More than 5,000	31	•00 <u> </u>
	Between 1 and 10	1.345	•00
	Between 11 and 50	320	•000
	Between 51 and 100	76	.000
Number of computers in the office	Between 101 and 200	31	000
	Between 201 and 500	14	.000
	Between 501 and 1,000	0	.000
	Between 1,001 and 2,000	0	000
	Between 2,001 and 5,000	0	000
	More than 5,000	0	000
	Between 1 and 10	574	.00
Number of computers in the company	Between 11 and 50	434	
	Between 51 and 100	118	•00
	Between 101 and 200	122	
	Between 201 and 500	30	
	Between 501 and 1,000	73	••••
	Between 1,001 and 2,000	14	a00
	Between 2,001 and 5,000	30	.000
Number of computers in the company	More than 5,000	14	000
, , , , , , , , , , , , , , , , , , ,	Yes	591	000
	No	398	.000
	100,000 or less	0	nn0
	Between 100,001 and 500,000	0	
	Between 500,001 and 1,000,000	0	
	Between 1,000,001 and 2,000,000	102	
	2000,000 and 2,000,000	102	UUUU

Turnover of the company in local currency	Between 2,000,001 and 5,000,000	0	.00
	Between 5,000,001 and 10,000,000	161	.00
	Between 10,000,001 and 20,000,000	337	.000
	Between 20,000,001 and 50,000,000	1.087	
	Between 50,000,000 and 100,000,000	576	•000
	More than 100,000,000	1.848	••0
	None	136	.000
	Between 1 and 4 employees	416	.000
	Between 5 and 9 employees	219	.000
	Between 10 and 19 employees	168	.000
	Between 20 and 49 employees	137	.000
	50 or more employees	82	.000
	One office	807	•000
	Working from home (telecommuting)	319	.000
Working location	Traveling (visiting clients, etc)	233	
	In a factory	33	.000
	In a shop	116	••
	On the premises of a customer	86	••
	Other	97	••
	School	36	.000

	ther working informations
Current employment status	extended
Turnover of the company d	eclared
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





Chile

Features

Panel size (ISO): 47.260 People profiled (ISO): 6.058 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.



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:

i	Sociodemographic profile		Real delivery	Panel IR%
T	Т	Total panelists:	4.941	27,8%
Sex	Man		2.885	.00
	Woman		1.853	ا000
Age	<18		0	00
	18-24		291	•00
	25-34		1.474	•00
	35-44		1.471	.00
	45-54		1.007	•00
	55-64		388	•00
	>=65		72	00
Social class	ABC1		2.538	اال
	C2		1.948	00
	C3		221	•00
	D		1	.00
	E		0	
Regions	l Region of Tarapacá		47	00
	II Region of Antofagasta		97	•00 <u>U</u>
	III Region of Atacama		34	
	IV Region of Coquimbo		85	•n0U
	V Region of Valparaíso		392	•00
	VI Region of Libertador General Bernardo O'Higg	gins	90	•00
	VII Region of Maule		137	•00
	VIII Region of Bío Bío		318	•00
	IX Region of La Araucanía		98	•00
	X Region of los Lagos		102	•00
	XI Region of Aysén del General Carlos Ibañez del	Campo	14	00
	XII Region of Magallanes & la Antártica Chilena		32	00
	XIII Region Metropolitana		3.094	•000
	XIV Region of Los Ríos		48	000
	XV Region of Arica & Parinacota		16	00

			nll
Grouped regions	North	722	0000
	South	907	000
	Metropolitan region	3.094	•OD
Employment status	Occupationally active (full-time)	3.818	.00
	Occupationally active (half-time)	580	
	Retired / pensioner	0	.00
	Student	0	.00
	Student with job	325	••
	Housework	0	.00
	Unemployed	0	.00
Sector of work	Finance	704	•0]]
	medical Industry	181	
	Computers / Technology / Systems and development	1.449	.00
	Marketing / Sales / Commercial	1.096	oO)
	Human Resources	572	00
	Other specialties	2.016	.00

ITDMs			Real delivery	Panel IR%
		Total panelists:	4.941	27,8%
Types of IT influencers	ITDM-Hardware (computers, etc)		2.473	•00
	ITDM-Software		2.627	••0
	ITDM-Printers / Scanners		2.566	•00
	ITDM-Internet Providers		1.746	••0
	ITDM-Technology Services		1.976	••0
	ITDM-Telecommunications		1.488	••
Types of IT decision makers (ITDMs)	ITDM-Hardware (computers, etc)		1.205	00
	ITDM-Software		1.226	
	ITDM-Printers / Scanners		1.171	
	ITDM-Internet Providers		939	••0
	ITDM-Technology Services		967	••0
	ITDM-Telecommunications		711	••0
	None		2.350	•00
Category within the IT area	Director of IT Department / CIO		797	.000
	Quality Manager / QA		45	00
	Director of Development / CTO		193	
	Project Manager		1.969	•00
	Database Manager		296	•00
	System Administrator / Network		1.400	
	Software Architect / Organic analyst		90	
	Functional analyst		492	
	Programmer analyst		598	
	Programmer / Developer		540	
	Tester or QA Engineer		195	
	DevTool Enginner		91	.000
	BigData Enginner		44	
	Release manager / Deployer		14	.000
	Technical writer		74	.00Ū
	Helpdesk		271	•000
	Business Intelligence Expert		88	.000
	Expert ERP / CRM (no SAP)		14	.000
	SAP Expert		14	.000
	Expert in processes (BPM)		119	
	Graphic Designer / Interfaces designer		270	•00
	Web layout designer / Interfaces developer		164	nnl
	Others		2.107	••0

Performed tasks related to IT
Systems architecture design Applications Development Applications Development Quitable Applications Development Systems Application Feformance Testing Implementation of development tools Design and / or implantation of development processes Inspection processes Design and / or implantation of development processes Inspection processes Inspection processes Security analyst Security analyst Selecting business software (ERP, CRM, etc.) Inspection of Computer systems Systems and applications monitoring Inspection of Computer systems Systems and applications monitoring Inspection of Computer systems Design of business continuity processes Inspection of Computer systems Inspection of Computer systems Design of business continuity processes Inspection of Computer Systems Design of Dusiness Continuity processes Inspection of Computer Systems Development of Instruction of Computer Systems Development of Instruction of Computer Systems Inspection of Office Software Antivirus software Inspection of Office Software Antivirus Software Inspection of Inspecting Systems Inspection of Office Software Inspection of Inspecting Systems Office Network Infrastructure Equipment maintenance upplier Network and telecommunications equipment Deta and telecommunicatio
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Servers 2.564 and a servers
Servers Operating Systems 2.160
CPD 418
Data storage services 1.908
Backup Systems 1.635
Databases 2.145
Application Servers 1.816
Virtualization Solutions and / or cloud 1.588
Virtualization Solutions and / or cloud 1.588 Development tools 1.415
Virtualization Solutions and / or cloud Development tools Software development technology 1.588 1.415 2.339
Virtualization Solutions and / or cloud 1.588 Development tools 1.415

IT issues over which it has power to decide Workstations operating systems Election of office software Antivirus software Small peripherals (such as personal scanners) Election of large peripheral devices (such as photocopiers) Provider of office supplies Office Network Infrastructure Equipment maintenance supplier Network and telecommunications equipment 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 Operating Systems CPD Data storage services Application Servers Intelligence Tools Servers Databases Application Servers Application Servers La444 Virtualization Solutions and / or cloud Development tools Software development technology Outsourcing IT related services 1.455 None				nll
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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