



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.



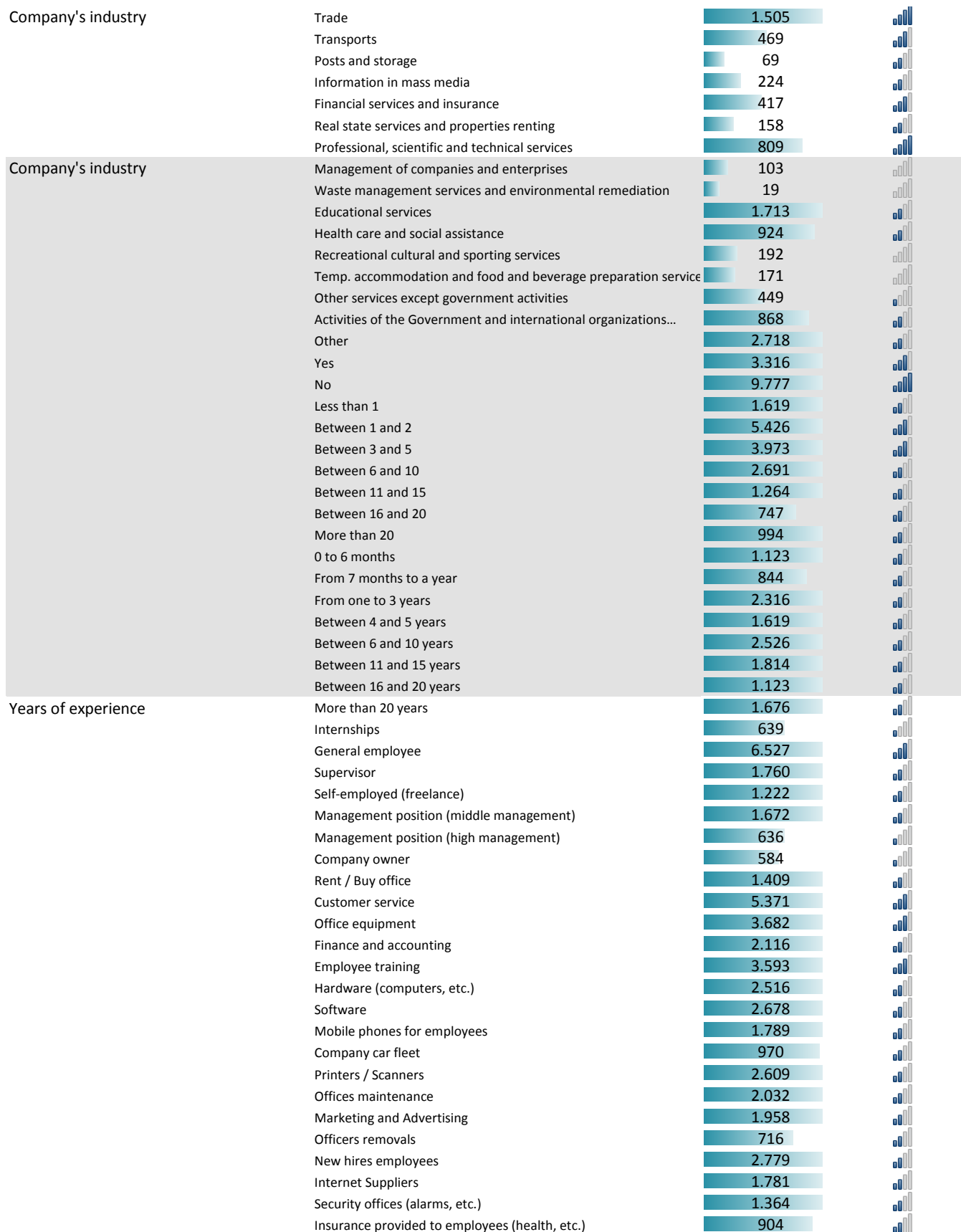
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

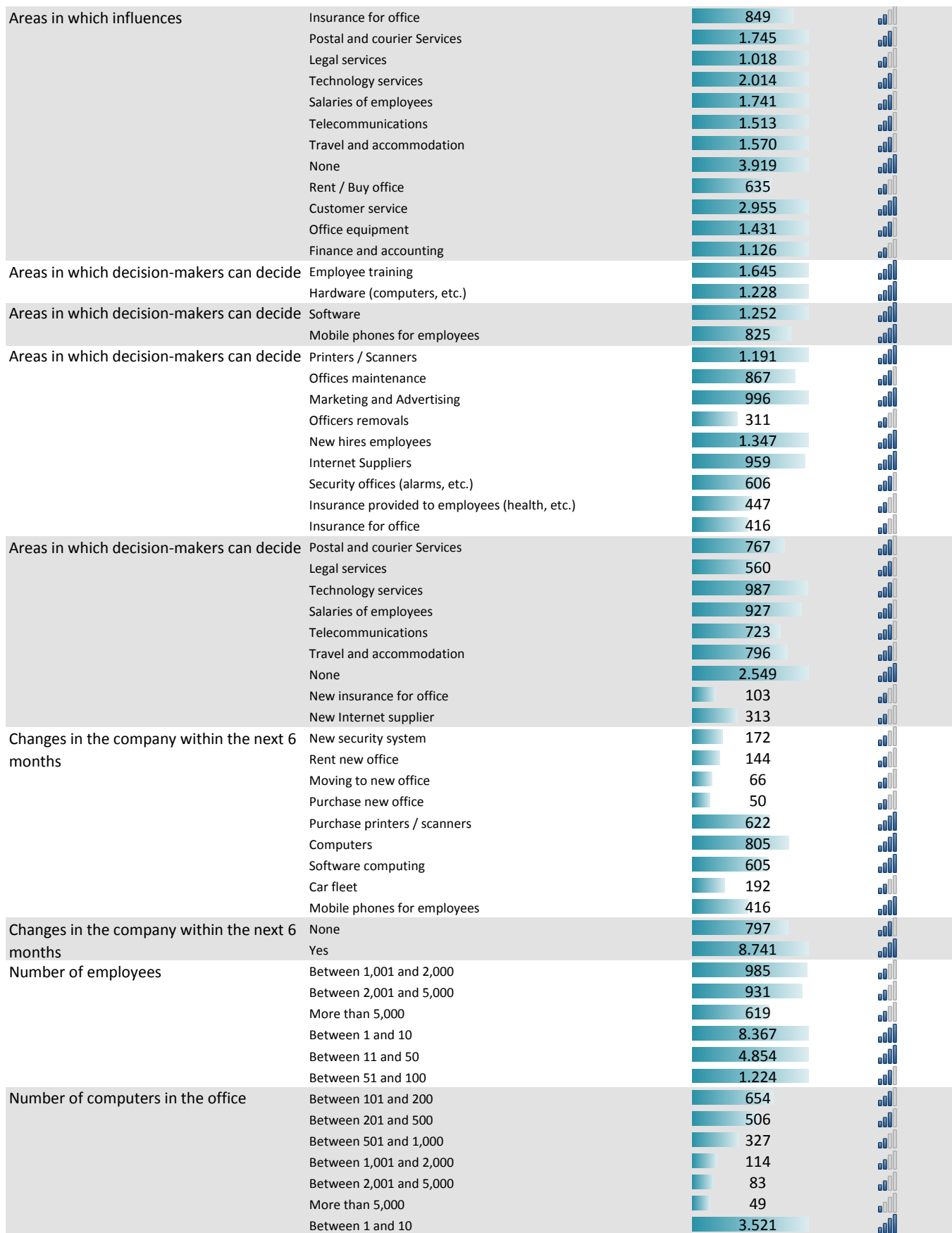




































Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	13.605
			76,0%
Sex	Man	6.646	
	Woman	6.481	
Age	<18	0	
	18-24	1.096	
	25-34	4.286	
	35-44	4.010	
	45-54	2.486	
	55-64	1.049	
	>=65	166	
Social class	ABC1	5.617	
	C2	6.100	
	C3	1.218	
	D	175	
	E	0	
Regions	I Region of Tarapacá	119	
	II Region of Antofagasta	232	
	III Region of Atacama	100	
	IV Region of Coquimbo	295	
	V Region of Valparaíso	1.085	
	VI Region of Libertador General Bernardo O'Higgins	264	
	VII Region of Maule	279	
	VIII Region of Bío Bío	881	
	IX Region of La Araucanía	295	
	X Region of los Lagos	322	
	XI Region of Aysén del General Carlos Ibañez del Campo	32	
	XII Region of Magallanes & la Antártica Chilena	84	
	XIII Region Metropolitana	8.778	
	XIV Region of Los Ríos	171	
	XV Region of Arica & Parinacota	84	
Grouped regions	North	1.951	
	South	2.397	
	Metropolitan region	8.778	

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

Employment status		Real delivery	Panel IR%
		Total panelists:	13.605
			76,0%
Years since completion studies	Between 6 and 10	2.947	
	Between 11 and 15	2.152	
	Between 16 and 20	1.925	
	More than 20	4.395	
	Administrative	1.985	
	Biology	101	
	Communications	435	
	Building trade	515	
	Accountancy	357	
	Creativity, Production and Commercial Design	306	
	Law and legislation	266	
	Education	1.538	
	Engineering	688	
	Logistics, Processing and Distribution	377	
	Manufacturing, Production and Operations	366	
	Marketing, Advertising and Public Relations	169	
	Human Resources	1.917	
	Health and Beauty	362	
	Health Sector	153	
	Insurance and Reinsurance	735	
More specific job category	Information Technology / Systems	53	
	#N/A	49	
	#N/A	0	
	#N/A	19	
	#N/A	0	
	#N/A	0	
	#N/A	17	
	#N/A	0	
	#N/A	2	
	#N/A	51	
	#N/A	0	
	#N/A	15	
	#N/A	50	
	#N/A	1	
	#N/A	0	
	#N/A	0	
	#N/A	0	
	#N/A	53	
	#N/A	15	
	#N/A	17	
	#N/A	17	
	#N/A	103	
More specific job category	#N/A	0	#i DIV/0!
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More specific job category	#N/A	0	#i DIV/0!
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	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
More specific job category	#N/A	0	
	Other	0	
	#N/A	36	
	Agriculture, animal husbandry, forestry, fishing and hunting	349	
	Mining	433	
	Electricity and water supply pipeline	200	
	Building trade	726	
	Manufacturing industries	374	





Number of computers in the company	Between 11 and 50	4.624	
	Between 51 and 100	1.969	
	Between 101 and 200	1.268	
	Between 201 and 500	1.493	
	Between 501 and 1,000	1.300	
	Between 1,001 and 2,000	599	
	Between 2,001 and 5,000	482	
Number of computers in the company	More than 5,000	316	
	Yes	2.025	
	No	7.720	
	100,000 or less	166	
	Between 100,001 and 500,000	106	
	Between 500,001 and 1,000,000	105	
	Between 1,000,001 and 2,000,000	289	
Turnover of the company in local currency	Between 2,000,001 and 5,000,000	350	
	Between 5,000,001 and 10,000,000	408	
	Between 10,000,001 and 20,000,000	836	
	Between 20,000,001 and 50,000,000	1.728	
	Between 50,000,000 and 100,000,000	1.370	
	More than 100,000,000	9.746	
	None	6.346	
	Between 1 and 4 employees	3.511	
	Between 5 and 9 employees	1.237	
	Between 10 and 19 employees	884	
	Between 20 and 49 employees	603	
	50 or more employees	444	
	One office	8.433	
	Working from home (telecommuting)	1.642	
	Traveling (visiting clients, etc..)	1.184	
	In a factory	543	
Working location	In a shop	1.070	
	On the premises of a customer	768	
	Other	1.446	
	School	598	



Other working informations

Current employment status extended

Turnover of the company declared

ITDMs

Medical specialty



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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.

0 >1000

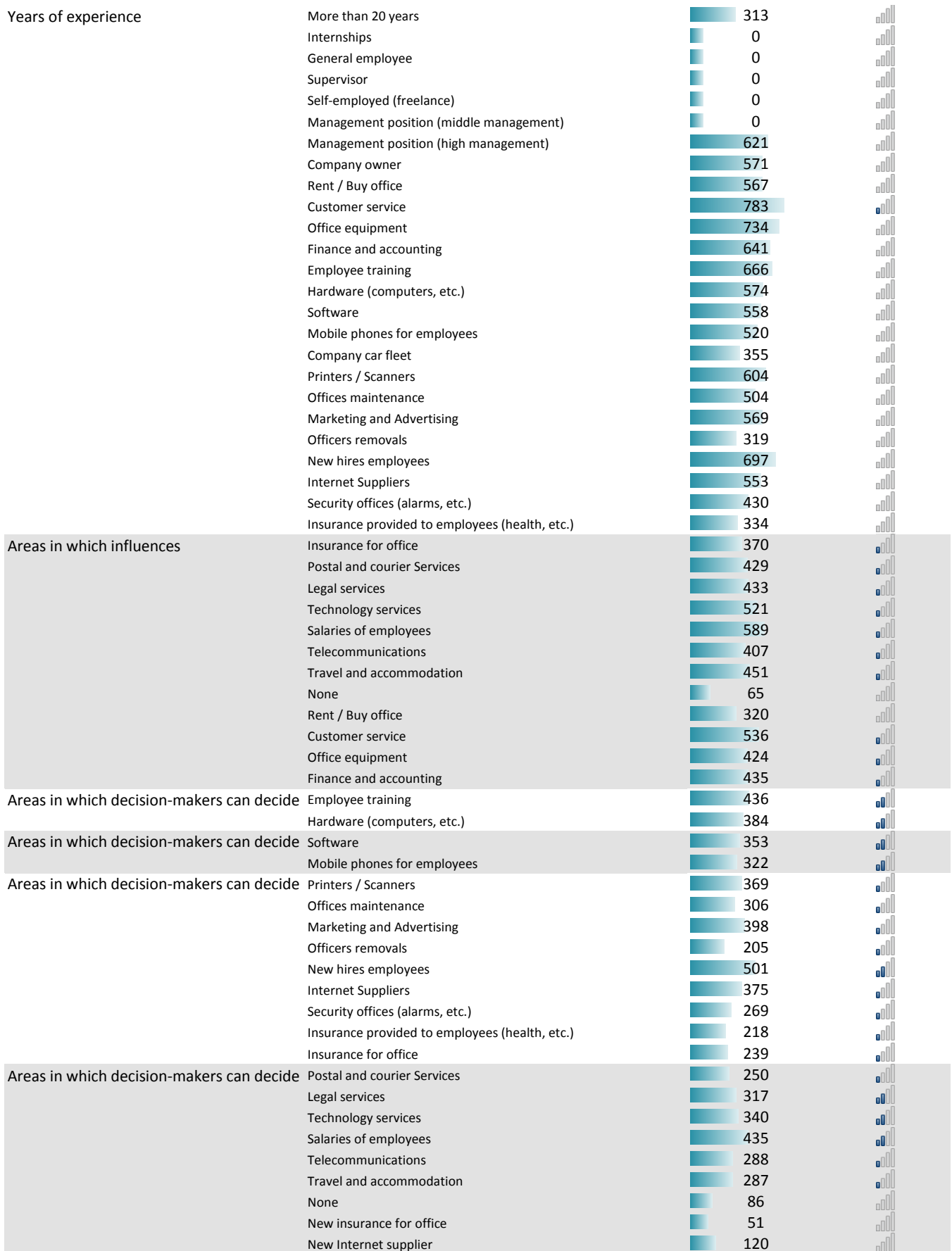
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

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

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

Employment status		Real delivery		Panel IR%
		Total panelists:	1,241	7,1%
Years since completion studies	Between 6 and 10		193	
	Between 11 and 15		214	
	Between 16 and 20		213	
	More than 20		632	
	Administrative		100	
	Biology		0	
	Communications		19	
	Building trade		67	
	Accountancy		31	
	Creativity, Production and Commercial Design		47	
	Law and legislation		46	
	Education		149	
	Engineering		66	
	Logistics, Processing and Distribution		15	
	Manufacturing, Production and Operations		18	
	Marketing, Advertising and Public Relations		15	
	Human Resources		171	
	Health and Beauty		32	
	Health Sector		2	
	Insurance and Reinsurance		35	
	Information Technology / Systems		0	
More specific job category	#N/A		1	
	#N/A		0	
	#N/A		0	
	#N/A		0	
	#N/A		0	
	#N/A		0	
	#N/A		0	
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	#N/A		16	
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More specific job category	#N/A		0	#i DIV/0!
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More specific job category	#N/A		0	#i DIV/0!
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	#N/A		0	#i DIV/0!
	#N/A		0	#i DIV/0!
	#N/A		0	#i DIV/0!

More specific job category	#N/A	0	
	Other	0	
	#N/A	0	
	Agriculture, animal husbandry, forestry, fishing and hunting	16	
	Mining	18	
	Electricity and water supply pipeline	0	
	Building trade	68	
	Manufacturing industries	36	
Company's industry	Trade	153	
	Transports	18	
	Posts and storage	0	
	Information in mass media	1	
	Financial services and insurance	0	
	Real state services and properties renting	33	
	Professional, scientific and technical services	116	
Company's industry	Management of companies and enterprises	1	
	Waste management services and environmental remediation	0	
	Educational services	150	
	Health care and social assistance	33	
	Recreational cultural and sporting services	16	
	Temp. accommodation and food and beverage preparation service	18	
	Other services except government activities	17	
	Activities of the Government and international organizations...	46	
	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	
	Between 11 and 15	202	
	Between 16 and 20	114	
	More than 20	161	
	0 to 6 months	34	
	From 7 months to a year	16	
	From one to 3 years	99	
	Between 4 and 5 years	119	
	Between 6 and 10 years	219	
	Between 11 and 15 years	188	
	Between 16 and 20 years	153	



Changes in the company within the next 6 months	New security system	65	
	Rent new office	63	
	Moving to new office	33	
	Purchase new office	32	
	Purchase printers / scanners	168	
	Computers	233	
	Software computing	130	
	Car fleet	84	
	Mobile phones for employees	136	
Changes in the company within the next 6 months	None	172	
	Yes	511	
Number of employees	Between 1,001 and 2,000	14	
	Between 2,001 and 5,000	31	
	More than 5,000	31	
	Between 1 and 10	1.345	
	Between 11 and 50	320	
	Between 51 and 100	76	
Number of computers in the office	Between 101 and 200	31	
	Between 201 and 500	14	
	Between 501 and 1,000	0	
	Between 1,001 and 2,000	0	
	Between 2,001 and 5,000	0	
	More than 5,000	0	
	Between 1 and 10	574	
Number of computers in the company	Between 11 and 50	434	
	Between 51 and 100	118	
	Between 101 and 200	122	
	Between 201 and 500	30	
	Between 501 and 1,000	73	
	Between 1,001 and 2,000	14	
	Between 2,001 and 5,000	30	
Number of computers in the company	More than 5,000	14	
	Yes	591	
	No	398	
	100,000 or less	0	
	Between 100,001 and 500,000	0	
	Between 500,001 and 1,000,000	0	
	Between 1,000,001 and 2,000,000	102	

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



Other working informations

Current employment status extended

Turnover of the company declared

ITDMs

Medical specialty



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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

















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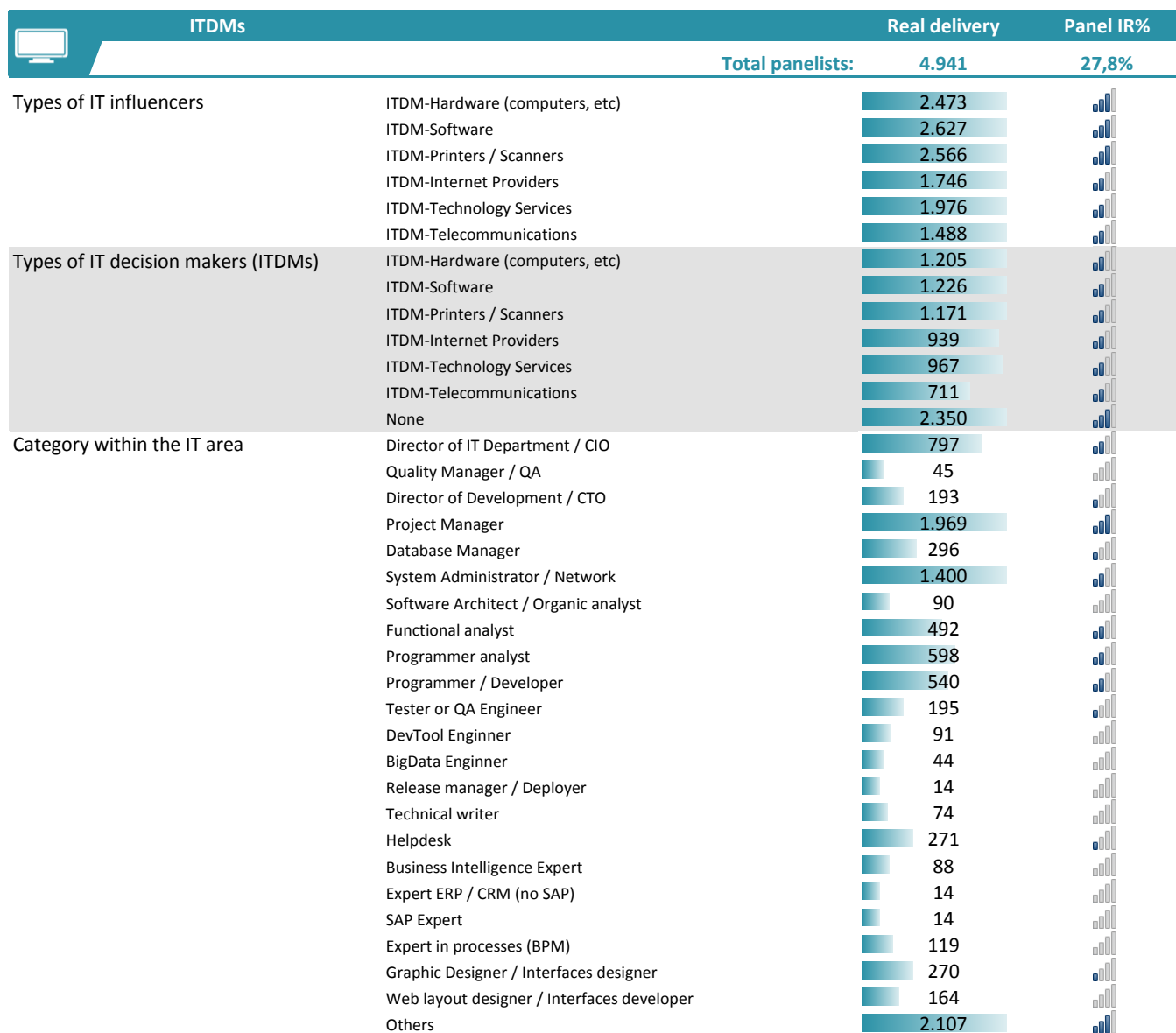






























































IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

































Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	4.941
			27,8%
Sex	Man	2.885	
	Woman	1.853	
Age	<18	0	
	18-24	291	
	25-34	1.474	
	35-44	1.471	
	45-54	1.007	
	55-64	388	
	>=65	72	
Social class	ABC1	2.538	
	C2	1.948	
	C3	221	
	D	1	
	E	0	
Regions	I Region of Tarapacá	47	
	II Region of Antofagasta	97	
	III Region of Atacama	34	
	IV Region of Coquimbo	85	
	V Region of Valparaíso	392	
	VI Region of Libertador General Bernardo O'Higgins	90	
	VII Region of Maule	137	
	VIII Region of Bío Bío	318	
	IX Region of La Araucanía	98	
	X Region of los Lagos	102	
	XI Region of Aysén del General Carlos Ibañez del Campo	14	
	XII Region of Magallanes & la Antártica Chilena	32	
	XIII Region Metropolitana	3.094	
	XIV Region of Los Ríos	48	
	XV Region of Arica & Parinacota	16	

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



Performed tasks related to IT	Collecting application requirements	3.797	
	Application Architecture Design	1.280	
	Systems architecture design	2.444	
	Applications Development	2.445	
	Functional testing of applications	3.497	
	Application Performance Testing	2.085	
	Implementation of development tools	2.820	
	Design and / or implantation of development processes	1.558	
	Design and / or implantation of business processes	1.982	
	Security analyst	1.166	
	Selecting business software (ERP, CRM, etc.)	1.853	
	Enterprise Software Implantation	1.725	
	Client support of computer systems	3.701	
	Systems and applications monitoring	2.517	
	Database administration	2.748	
	Database design	2.184	
	Design of business continuity processes	1.302	
	Implantation Processes / backup systems	1.096	
	Negotiating with data suppliers / network	2.007	
	Negotiating with voice suppliers	943	
	Parameterization of third party software	1.096	
	Management of development projects	2.676	
	Management of computer department	2.231	
	Interfaces Design / websites	1.338	
	Development of interfaces	1.357	
	Web layout designer	869	
	Bundling and / or application deployment	465	
	Writing manuals / applications tutorials	1.526	
	Mentoring of technical staff	1.157	
	Others	947	
IT issues over which it has influences on decisions	Workstations	4.297	
	Workstations operating systems	3.512	
	Election of office software	3.701	
	Antivirus software	3.080	
	Small peripherals (such as personal scanners...)	3.520	
	Election of large peripheral devices (such as photocopiers ...)	1.905	
	Provider of office supplies	1.889	
	Office Network Infrastructure	2.146	
	Equipment maintenance supplier	2.487	
	Network and telecommunications equipment	2.939	
	Data and telecommunications suppliers	2.190	
	Courier services and groupware	1.560	
	Audio solutions and video conferencing	1.813	
	Physical systems of access control	1.410	
	Mail provider	1.905	
	Business Software (ERP, CRM, etc.)	1.813	
	Tools for process management (BPM)	976	
	Business Intelligence Tools	1.124	
	Servers	2.564	
	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	
	Development tools	1.415	
	Software development technology	2.339	
	Outsourcing IT related services	1.817	
	None	2.235	

IT issues over which it has power to decide	Workstations	3.974	
	Workstations operating systems	3.503	
	Election of office software	3.530	
	Antivirus software	3.224	
	Small peripherals (such as personal scanners...)	3.098	
	Election of large peripheral devices (such as photocopiers ...)	1.685	
	Provider of office supplies	1.491	
	Office Network Infrastructure	1.967	
	Equipment maintenance supplier	2.045	
	Network and telecommunications equipment	2.604	
	Data and telecommunications suppliers	1.845	
	Courier services and groupware	1.118	
	Audio solutions and video conferencing	1.403	
	Physical systems of access control	1.073	
	Mail provider	1.687	
	Business Software (ERP, CRM, etc.)	1.357	
	Tools for process management (BPM)	880	
	Business Intelligence Tools	879	
	Servers	2.562	
	Servers Operating Systems	2.086	
	CPD	520	
	Data storage services	1.849	
	Backup Systems	1.359	
	Databases	2.296	
	Application Servers	1.444	
	Virtualization Solutions and / or cloud	1.283	
	Development tools	1.119	
	Software development technology	2.087	
	Outsourcing IT related services	1.450	
	None	3.135	



Other working informations

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