



## Panel B2B



Colombia

### Features

Panel size (ISO): 57.966  
 People profiled (ISO): 9.874  
 Estimated response rate (ISO): 43%  
 Updated: 15/12/2014

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

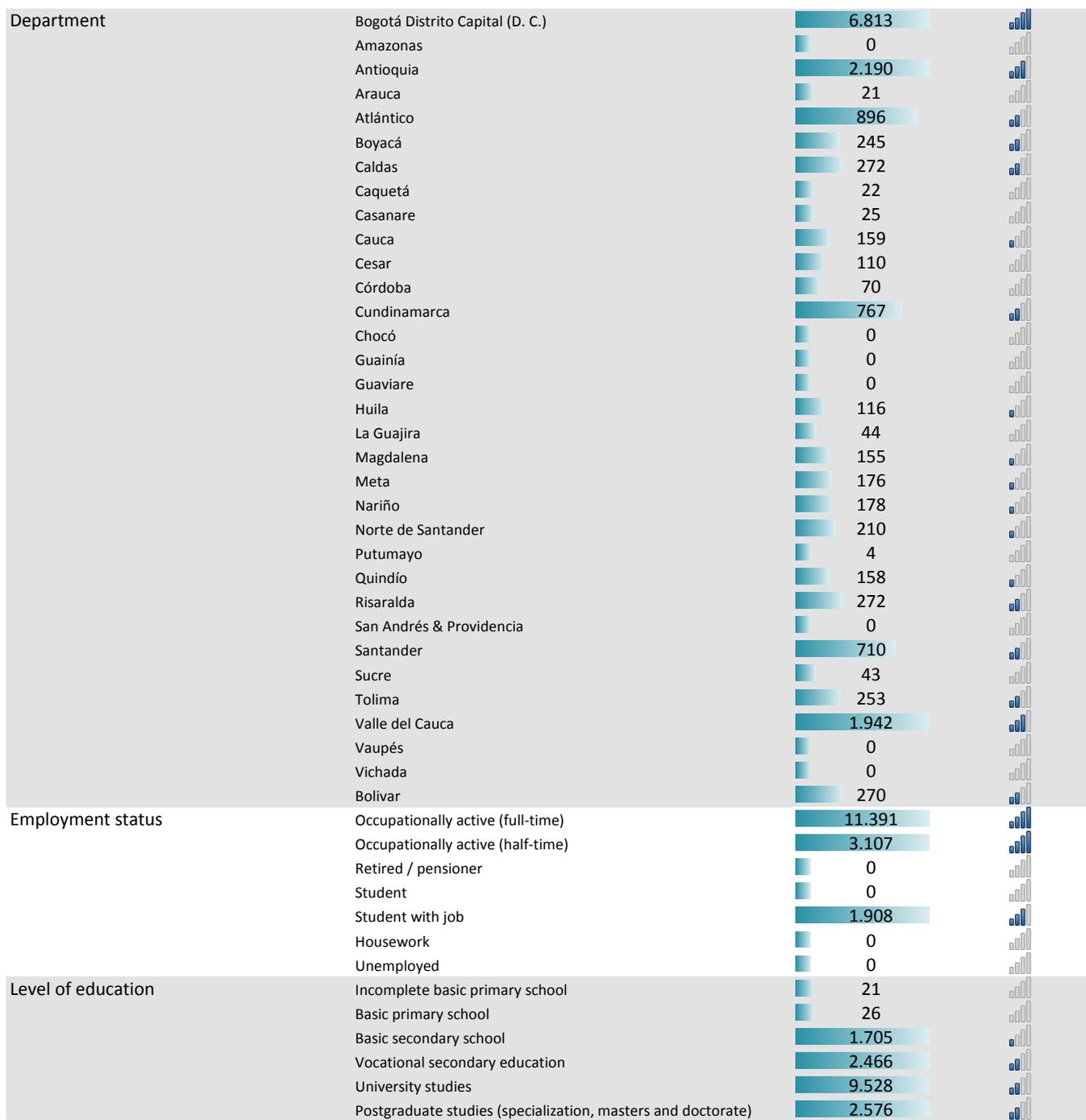
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

0 >1000

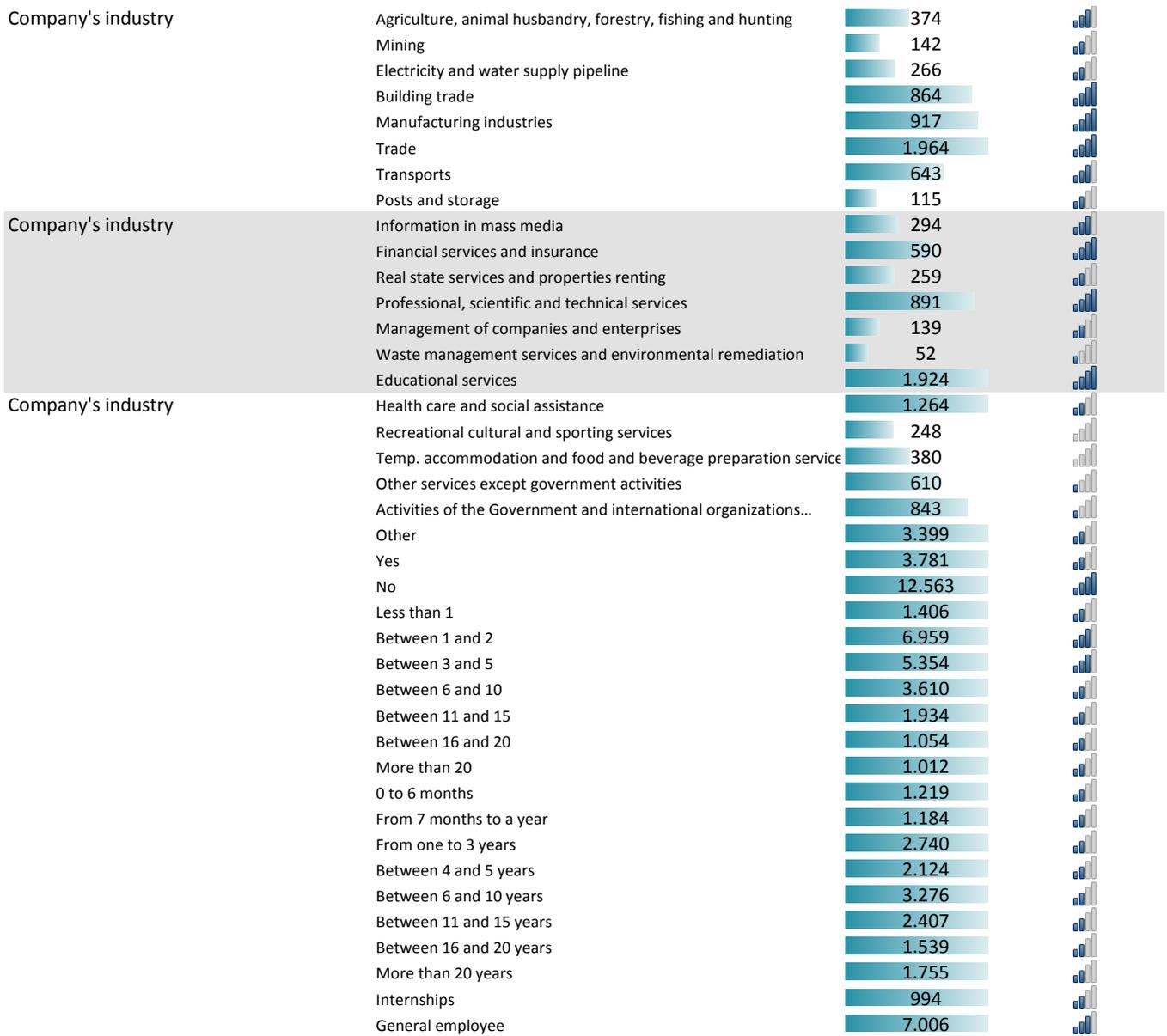
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

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

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	17.518
			72,6%
Sex	Man	8.558	
	Woman	7.849	
Age	<18	0	
	18-24	2.011	
	25-34	5.024	
	35-44	4.770	
	45-54	3.373	
	55-64	1.117	
	>=65	70	
Social class	Stratum 1 (low-low)	380	
	Stratum 2 (low)	2.932	
	Stratum 3 (medium-low)	7.552	
	Stratum 4 (medium)	3.736	
	Stratum 5 (medium-high)	1.244	
	Stratum 6 (high)	363	
	I do not know	113	
Regions	Amazónica	46	
	Orinoquia	243	
	Atlántica	1.650	
	Central	10.922	
	Oriental	1.187	
	Pacífica	2.317	



Employment status		Real delivery	Panel IR%
		Total panelists:	17.518
			72,6%
Years since completion studies	More than 20	4.100	
	Administrative	2.851	
	Biology	66	
	Communications	485	
	Building trade	458	
	Accountancy	659	
	Creativity, Production and Commercial Design	497	
	Law and legislation	414	
	Education	1.527	
	Engineering	1.115	
	Logistics, Processing and Distribution	452	
	Manufacturing, Production and Operations	555	
	Marketing, Advertising and Public Relations	371	
	Human Resources	1.683	
	Health and Beauty	314	
	Health Sector	266	
	Insurance and Reinsurance	878	
	Information Technology / Systems	109	
	Tourism, Hospitality and Gastronomy	1.214	
	Sales	361	
	Veterinary / Zoology	1.595	
More specific job category	#N/A	1	
	#N/A	0	
	#N/A	24	
	#N/A	0	
	#N/A	22	
	#N/A	29	
	#N/A	0	
	#N/A	4	
	#N/A	2	
	#N/A	0	
	#N/A	52	
	#N/A	1	
	#N/A	25	
	#N/A	0	
	#N/A	116	
	#N/A	0	
	#N/A	0	
	#N/A	0	
More specific job category	#N/A	0	#iDIV/0!
	#N/A	0	#iDIV/0!
More specific job category	#N/A	0	
	Other	0	
	#N/A	20	



Employment position	Supervisor	1.372	
	Self-employed (freelance)	2.487	
	Management position (middle management)	2.100	
	Management position (high management)	1.051	
	Company owner	1.237	
	Rent / Buy office	2.011	
	Customer service	7.485	
	Office equipment	3.949	
	Finance and accounting	3.258	
	Employee training	4.243	
	Hardware (computers, etc.)	3.539	
	Software	3.634	
	Mobile phones for employees	2.453	
	Company car fleet	1.222	
	Printers / Scanners	3.214	
	Offices maintenance	2.426	
	Marketing and Advertising	2.831	
	Officers removals	1.107	
	New hires employees	3.075	
	Internet Suppliers	2.604	
	Security offices (alarms, etc.)	1.979	
	Insurance provided to employees (health, etc.)	1.485	
	Insurance for office	1.288	
	Postal and courier Services	2.209	
	Legal services	1.661	
	Areas in which influences	Technology services	3.002
Salaries of employees		2.274	
Telecommunications		2.566	
Travel and accommodation		2.024	
None		4.048	
Rent / Buy office		1.144	
Customer service		4.755	
Office equipment		1.772	
Finance and accounting		1.925	
Employee training		2.274	
Hardware (computers, etc.)		2.057	
Software		2.080	
Areas in which decision-makers can decide	Mobile phones for employees	1.319	
	Company car fleet	754	
Areas in which decision-makers can decide	Printers / Scanners	1.716	
	Offices maintenance	1.194	
Areas in which decision-makers can decide	Officers removals	571	
	New hires employees	1.676	
	Internet Suppliers	1.403	
	Security offices (alarms, etc.)	959	
	Insurance provided to employees (health, etc.)	779	
	Insurance for office	695	
	Postal and courier Services	1.147	
	Legal services	944	
	Technology services	1.539	
Areas in which decision-makers can decide	Salaries of employees	1.376	
	Telecommunications	1.355	
	Travel and accommodation	1.169	
	None	2.277	
	New insurance for office	177	
	New Internet supplier	537	
	New security system	320	
	Rent new office	271	
	Moving to new office	138	

Changes in the company within the next 6 months	Purchase new office	233		
	Purchase printers / scanners	884		
	Computers	1.399		
	Software computing	1.086		
	Car fleet	325		
	Mobile phones for employees	730		
	None	1.094		
	Yes	9.628		
	No	6.656		
Where is the head office	In the same country where I live	8.665		
	In a different country from where I live	873		
Number of computers in the office	Between 1 and 10	13.062		
	Between 11 and 50	4.705		
	Between 51 and 100	1.087		
	Between 101 and 200	623		
	Between 201 and 500	562		
	Between 501 and 1,000	259		
Number of computers in the office	Between 1,001 and 2,000	146		
	Between 2,001 and 5,000	148		
	More than 5,000	59		
	Between 1 and 10	5.513		
	Between 11 and 50	5.810		
	Between 51 and 100	2.122		
	Between 101 and 200	1.387		
	Number of computers in the company	Between 201 and 500	1.892	
		Between 501 and 1,000	933	
Between 1,001 and 2,000		561		
Between 2,001 and 5,000		563		
More than 5,000		560		
Yes		2.925		
Turnover of the company in local currency	No	9.597		
	100,000 or less	518		
	Between 100,001 and 500,000	222		
	Between 500,001 and 1,000,000	423		
	Between 1,000,001 and 2,000,000	426		
	Between 2,000,001 and 5,000,000	850		
	Between 5,000,001 and 10,000,000	517		
	Between 10,000,001 and 20,000,000	1.032		

Turnover of the company in local currency	Between 20,000,001 and 50,000,000	1.760	
	Between 50,000,000 and 100,000,000	2.093	
	More than 100,000,000	10.569	
	None	6.938	
	Between 1 and 4 employees	5.106	
	Between 5 and 9 employees	1.695	
	Between 10 and 19 employees	1.133	
	Between 20 and 49 employees	673	
	50 or more employees	677	
	One office	9.930	
	Working from home (telecommuting)	2.647	
	Traveling (visiting clients, etc..)	1.911	
	In a factory	958	
	In a shop	1.046	
Working location	On the premises of a customer	1.042	
	Other	1.496	
	School	599	
	Hospital	362	
	Construction	346	
	One office	9.011	



### 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



Colombia

### Features

Panel size (ISO): 57.966  
 People profiled (ISO): 9.875  
 Estimated response rate (ISO): 43%  
 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:

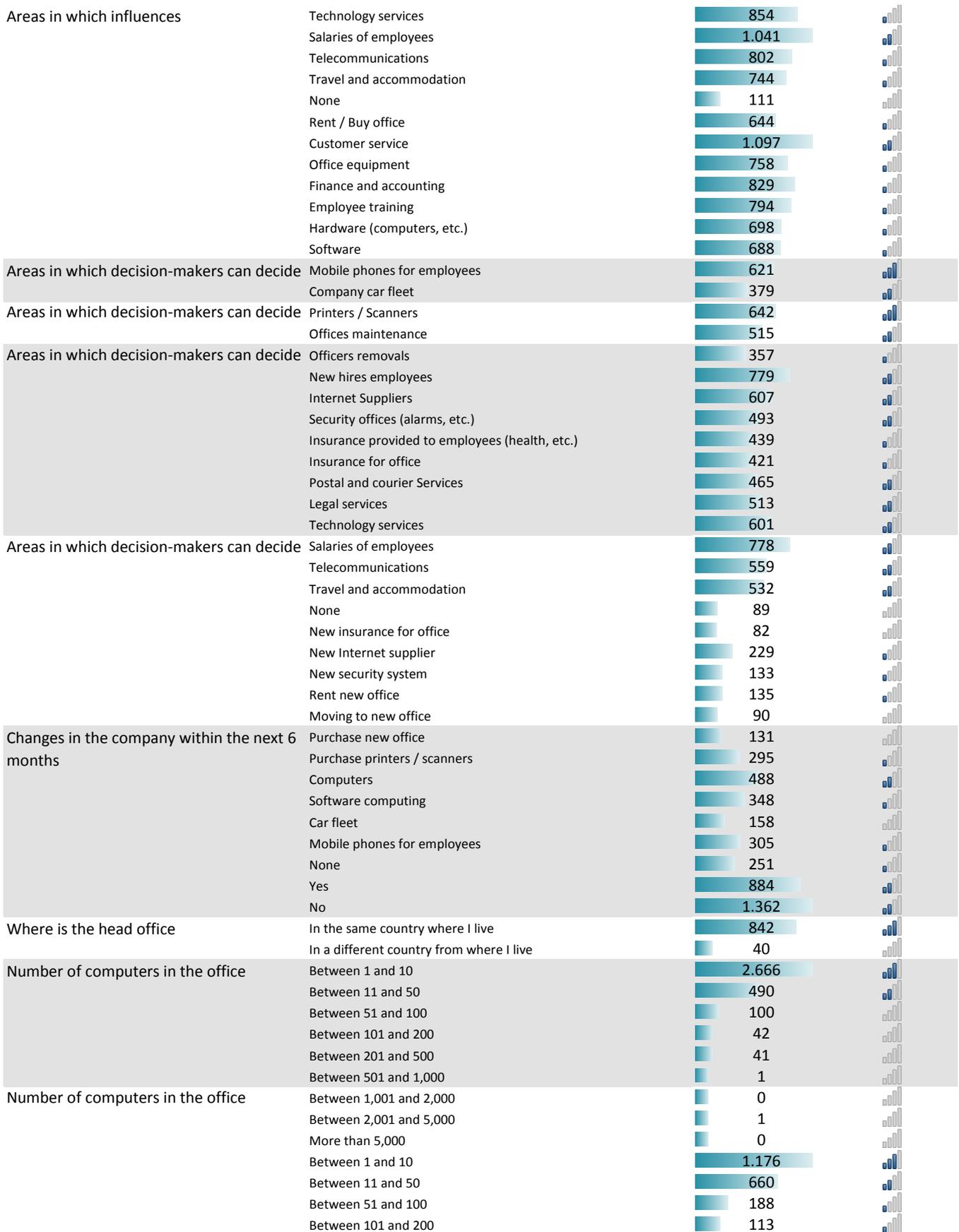
<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	2.425
			10,1%
Sex	Man	1.367	
	Woman	924	
Age	<18	0	
	18-24	91	
	25-34	457	
	35-44	766	
	45-54	647	
	55-64	308	
	>=65	1	
Social class	Stratum 1 (low-low)	4	
	Stratum 2 (low)	205	
	Stratum 3 (medium-low)	902	
	Stratum 4 (medium)	661	
	Stratum 5 (medium-high)	337	
	Stratum 6 (high)	120	
	I do not know	1	
Regions	Amazónica	0	
	Orinoquia	24	
	Atlántica	171	
	Central	1.634	
	Oriental	141	
	Pacífica	301	

Department	Bogotá Distrito Capital (D. C.)	1.040	
	Amazonas	0	
	Antioquia	321	
	Arauca	0	
	Atlántico	84	
	Boyacá	26	
	Caldas	24	
	Caquetá	0	
	Casanare	0	
	Cauca	2	
	Cesar	1	
	Córdoba	0	
	Cundinamarca	92	
	Chocó	0	
	Guainía	0	
	Guaviare	0	
	Huila	2	
	La Guajira	0	
	Magdalena	22	
	Meta	23	
	Nariño	4	
	Norte de Santander	24	
	Putumayo	0	
	Quindío	2	
	Risaralda	24	
	San Andrés & Providencia	0	
	Santander	70	
	Sucre	0	
	Tolima	28	
	Valle del Cauca	256	
Vaupés	0		
Vichada	0		
Bolívar	22		
Employment status	Occupationally active (full-time)	1.742	
	Occupationally active (half-time)	415	
	Retired / pensioner	0	
	Student	0	
	Student with job	114	
	Housework	0	
	Unemployed	0	

Employment status		Real delivery	Panel IR%
		Total panelists: 2,425	10,1%
Years since completion studies	More than 20	964	
	Administrative	461	
	Biology	0	
	Communications	43	
	Building trade	91	
	Accountancy	44	
	Creativity, Production and Commercial Design	129	
	Law and legislation	43	
	Education	95	
	Engineering	180	
	Logistics, Processing and Distribution	43	
	Manufacturing, Production and Operations	86	
	Marketing, Advertising and Public Relations	66	
	Human Resources	184	
	Health and Beauty	46	
	Health Sector	43	
	Insurance and Reinsurance	87	
	Information Technology / Systems	0	
	Tourism, Hospitality and Gastronomy	163	
	Sales	69	
Veterinary / Zoology	246		
More specific job category	#N/A	0	
	#N/A	1	
	#N/A	0	
	#N/A	4	
	#N/A	0	
	#N/A	0	
	#N/A	22	
	#N/A	0	
	#N/A	0	
	More specific job category	#N/A	0
#N/A		0	#i DIV/0!
More specific job category	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	#N/A	0	#i DIV/0!
	Other	0	#i DIV/0!
	#N/A	0	#i DIV/0!
Company's industry	Agriculture, animal husbandry, forestry, fishing and hunting	65	
	Mining	1	
	Electricity and water supply pipeline	21	
	Building trade	112	
	Manufacturing industries	173	
	Trade	383	
	Transports	66	
	Posts and storage	1	

Company's industry	Information in mass media	22	
	Financial services and insurance	19	
	Real state services and properties renting	47	
	Professional, scientific and technical services	197	
	Management of companies and enterprises	23	
	Waste management services and environmental remediation	1	
	Educational services	138	
Company's industry	Health care and social assistance	111	
	Recreational cultural and sporting services	49	
	Temp. accommodation and food and beverage preparation service	66	
	Other services except government activities	88	
	Activities of the Government and international organizations...	42	
	Other	449	
	Yes	267	
	No	1.959	
	Less than 1	62	
	Between 1 and 2	616	
	Between 3 and 5	747	
	Between 6 and 10	592	
	Between 11 and 15	444	
	Between 16 and 20	215	
	More than 20	210	
	0 to 6 months	23	
	From 7 months to a year	47	
	From one to 3 years	212	
	Between 4 and 5 years	250	
	Between 6 and 10 years	462	
	Between 11 and 15 years	423	
	Between 16 and 20 years	334	
	More than 20 years	413	
	Internships	0	
	General employee	0	
	Employment position	Supervisor	0
		Self-employed (freelance)	0
Management position (middle management)		0	
Management position (high management)		1.021	
Company owner		1.204	
Rent / Buy office		894	
Customer service		1.498	
Office equipment		1.210	
Finance and accounting		1.137	
Employee training		1.152	
Hardware (computers, etc.)		966	
Software		934	
Mobile phones for employees		892	
Company car fleet		559	
Printers / Scanners		957	
Offices maintenance		782	
Marketing and Advertising		960	
Officers removals		519	
New hires employees		1.091	
Internet Suppliers		917	
Security offices (alarms, etc.)		759	
Insurance provided to employees (health, etc.)		687	
Insurance for office		623	
Postal and courier Services		666	
Legal services		723	



Number of computers in the company	Between 201 and 500	212	
	Between 501 and 1,000	38	
	Between 1,001 and 2,000	37	
	Between 2,001 and 5,000	37	
	More than 5,000	37	
	Yes	1.045	
Turnover of the company in local currency	No	908	
	100,000 or less	218	
	Between 100,001 and 500,000	127	
	Between 500,001 and 1,000,000	270	
	Between 1,000,001 and 2,000,000	218	
	Between 2,000,001 and 5,000,000	215	
	Between 5,000,001 and 10,000,000	35	
Turnover of the company in local currency	Between 10,000,001 and 20,000,000	215	
	Between 20,000,001 and 50,000,000	921	
	Between 50,000,000 and 100,000,000	507	
	More than 100,000,000	3.168	
	None	274	
	Between 1 and 4 employees	901	
	Between 5 and 9 employees	413	
	Between 10 and 19 employees	289	
	Between 20 and 49 employees	128	
	50 or more employees	177	
	One office	1.389	
	Working from home (telecommuting)	646	
	Working location	Traveling (visiting clients, etc..)	378
In a factory		175	
In a shop		200	
On the premises of a customer		152	
Other		137	
	School	19	
	Hospital	22	
	Construction	46	
	One office	1.190	



### 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



Colombia

### Features

Panel size (ISO): 57.966  
 People profiled (ISO): 9.875  
 Estimated response rate (ISO): 41%  
 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:	6.623
			28,5%
Sex	Man	3.910	
	Woman	2.368	
Age	<18	0	
	18-24	747	
	25-34	1.857	
	35-44	1.835	
	45-54	1.270	
	55-64	486	
	>=65	23	
Social class	Stratum 1 (low-low)	69	
	Stratum 2 (low)	977	
	Stratum 3 (medium-low)	2.835	
	Stratum 4 (medium)	1.565	
	Stratum 5 (medium-high)	535	
	Stratum 6 (high)	196	
	I do not know	21	
Regions	Amazónica	1	
	Orinoquia	113	
	Atlántica	582	
	Central	4.220	
	Oriental	439	
	Pacífica	846	

Department	Bogotá Distrito Capital (D. C.)	2.620	
	Amazonas	0	
	Antioquia	850	
	Arauca	2	
	Atlántico	271	
	Boyacá	93	
	Caldas	91	
	Caquetá	0	
	Casanare	2	
	Cauca	65	
	Cesar	47	
	Córdoba	24	
	Cundinamarca	283	
	Chocó	0	
	Guainía	0	
	Guaviare	0	
	Huila	46	
	La Guajira	3	
	Magdalena	62	
	Meta	88	
	Nariño	62	
	Norte de Santander	63	
	Putumayo	0	
	Quindío	66	
	Risaralda	107	
	San Andrés & Providencia	0	
	Santander	263	
	Sucre	21	
	Tolima	113	
	Valle del Cauca	699	
	Vaupés	0	
	Vichada	0	
	Employment status	Bolivar	92
Occupationally active (full-time)		4.411	
Occupationally active (half-time)		1.135	
Retired / pensioner		0	
Student		0	
Student with job		730	
Housework		0	
Unemployed		0	
Sector of work	Finance	1.011	
	medical Industry	210	
	Computers / Technology / Systems and development	2.624	
	Marketing / Sales / Commercial	1.702	
	Human Resources	684	
	Other specialties	1.955	

ITDMs		Real delivery	Panel IR%
		<b>Total panelists:</b>	<b>6.623</b>
			<b>28,5%</b>
Types of IT influencers	ITDM-Hardware (computers, etc)	3.410	
	ITDM-Software	3.498	
	ITDM-Printers / Scanners	3.089	
	ITDM-Internet Providers	2.503	
	ITDM-Technology Services	2.882	
	ITDM-Telecommunications	2.465	
Types of IT decision makers (ITDMs)	ITDM-Hardware (computers, etc)	1.988	
	ITDM-Software	2.012	
	ITDM-Printers / Scanners	1.672	
	ITDM-Internet Providers	1.351	
	ITDM-Technology Services	1.482	
	ITDM-Telecommunications	1.321	
	None	2.371	
Category within the IT area	Director of IT Department / CIO	1.344	
	Quality Manager / QA	218	
	Director of Development / CTO	385	
	Project Manager	1.403	
	Database Manager	792	
	System Administrator / Network	1.847	
	Software Architect / Organic analyst	111	
	Functional analyst	564	
	Programmer analyst	420	
	Programmer / Developer	809	
	Tester or QA Engineer	184	
	DevTool Engineer	56	
	BigData Enginner	72	
	Release manager / Deployer	17	
	Technical writer	167	
	Helpdesk	568	
	Business Intelligence Expert	53	
	Expert ERP / CRM (no SAP)	54	
	SAP Expert	35	
	Expert in processes (BPM)	17	
	Graphic Designer / Interfaces designer	645	
	Web layout designer / Interfaces developer	221	
Others	2.903		

Performed tasks related to IT	Collecting application requirements	3.313		
	Application Architecture Design	1.604		
	Systems architecture design	2.830		
	Applications Development	2.337		
	Functional testing of applications	3.187		
	Application Performance Testing	1.789		
	Implementation of development tools	2.688		
	Design and / or implantation of development processes	1.474		
	Design and / or implantation of business processes	1.746		
	Security analyst	1.658		
	Selecting business software (ERP, CRM, etc.)	2.158		
	Enterprise Software Implantation	2.279		
	Client support of computer systems	4.477		
	Systems and applications monitoring	3.244		
	Database administration	3.415		
	Database design	2.231		
	Design of business continuity processes	1.083		
	Implantation Processes / backup systems	1.588		
	Negotiating with data suppliers / network	2.103		
	Negotiating with voice suppliers	1.122		
	Parameterization of third party software	1.400		
	Management of development projects	1.791		
	Management of computer department	2.471		
	Interfaces Design / websites	1.950		
	Development of interfaces	1.673		
	Web layout designer	1.093		
	Bundling and / or application deployment	797		
	Writing manuals / applications tutorials	1.438		
	Mentoring of technical staff	789		
	Others	1.458		
	IT issues over which it has influences on decisions	Workstations	5.169	
		Workstations operating systems	4.668	
		Election of office software	5.649	
Antivirus software		5.266		
Small peripherals (such as personal scanners...)		4.260		
Election of large peripheral devices (such as photocopiers ...)		2.548		
Provider of office supplies		2.807		
Office Network Infrastructure		3.412		
Equipment maintenance supplier		4.043		
Network and telecommunications equipment		3.217		
Data and telecommunications suppliers		3.149		
Courier services and groupware		1.750		
Audio solutions and video conferencing		2.470		
Physical systems of access control		1.692		
Mail provider		2.400		
Business Software (ERP, CRM, etc.)		1.986		
Tools for process management (BPM)		1.162		
Business Intelligence Tools		1.233		
Servers		3.125		
Servers Operating Systems		2.714		
CPD		701		
Data storage services		2.320		
Backup Systems		3.057		
Databases		3.520		
Application Servers		2.271		
Virtualization Solutions and / or cloud		1.552		
Development tools		1.402		
Software development technology		2.624		
Outsourcing IT related services		1.240		
None		1.882		

IT issues over which it has power to decide		
Workstations	4.682	
Workstations operating systems	4.320	
Election of office software	4.971	
Antivirus software	4.931	
Small peripherals (such as personal scanners...)	3.653	
Election of large peripheral devices (such as photocopiers ...)	2.050	
Provider of office supplies	2.110	
Office Network Infrastructure	2.728	
Equipment maintenance supplier	3.207	
Network and telecommunications equipment	2.695	
Data and telecommunications suppliers	2.296	
Courier services and groupware	1.354	
Audio solutions and video conferencing	1.955	
Physical systems of access control	1.298	
Mail provider	1.907	
Business Software (ERP, CRM, etc.)	1.403	
Tools for process management (BPM)	819	
Business Intelligence Tools	1.024	
Servers	2.456	
Servers Operating Systems	2.454	
CPD	476	
Data storage services	1.829	
Backup Systems	2.375	
Databases	2.906	
Application Servers	1.537	
Virtualization Solutions and / or cloud	1.101	
Development tools	1.046	
Software development technology	2.233	
Outsourcing IT related services	988	
None	2.436	

i **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