



Panel B2B



Spain

Features

Panel size (ISO): 121.712

People profiled (ISO): 39.542

Estimated response rate (ISO): 43%

Updated: 15/12/2014

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

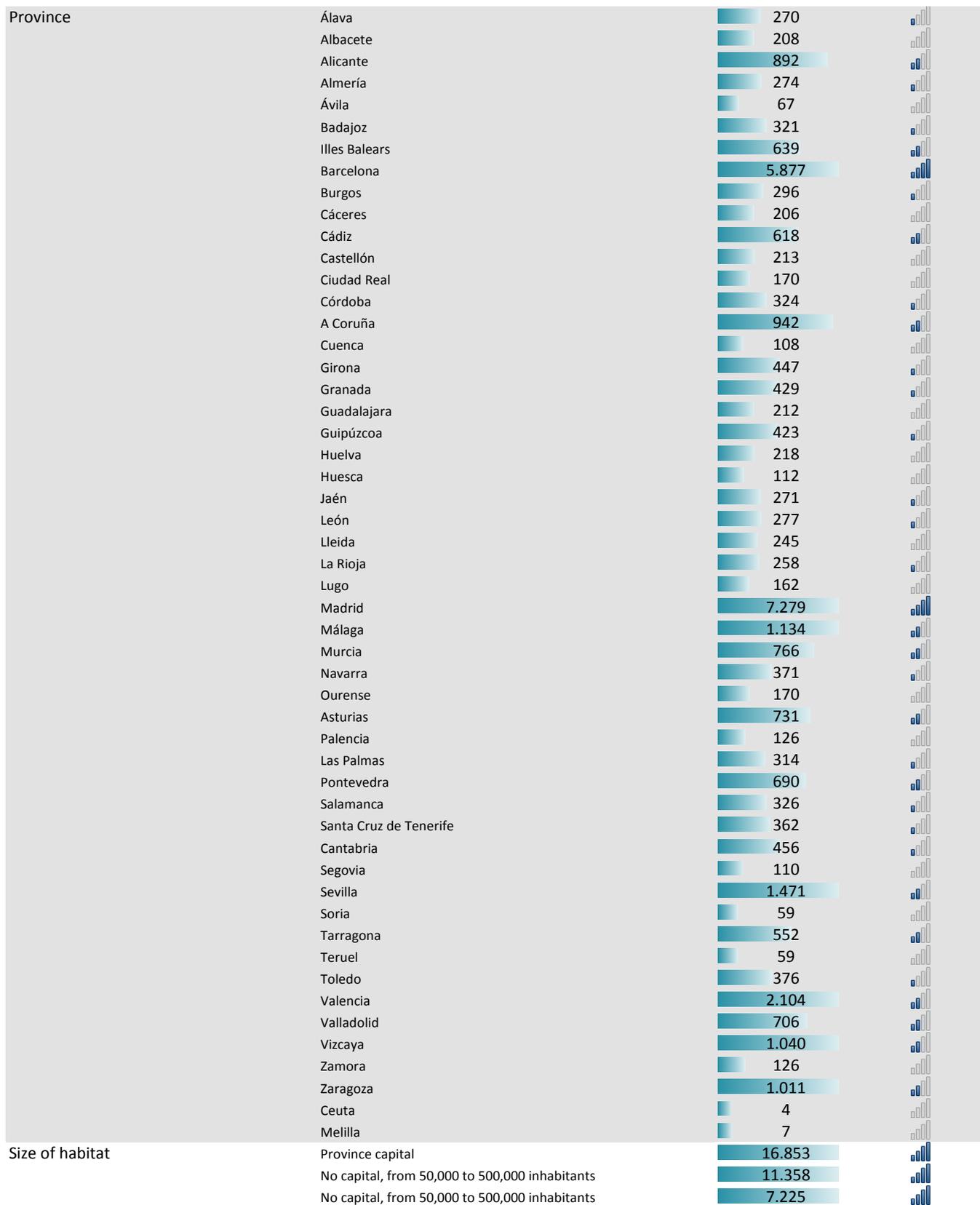
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<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	37.643
			69,6%
Sex	Man	17.585	
	Woman	18.054	
Age	<14	0	
	14-18	6	
	19-24	1.181	
	25-34	9.483	
	35-44	14.248	
	45-54	7.881	
	55-64	2.553	
	>=65	215	
Social class	High	5.690	
	Medium high	18.832	
	Medium	8.946	
	Medium low	1.795	
	Low	108	
	Not defined	254	
Nielsen areas	Northeast / Catalunya & Balears	4.156	
	Levante	4.256	
	South / Andalucía	5.253	
	Center	3.270	
	Norwest	3.046	
	North Center	3.386	
	Canarias	711	
	AMB (Metropolitan Area Barcelona)	4.799	
	AMM (Metropolitan Area Madrid)	6.714	



Employment status	I currently work full-time	28.807	
	I currently work part-time	4.692	
	Unemployed	0	
	Retired / pensioner	0	
	Student	0	
	Student with job	2.179	
	Housework	0	
Current studies	Secondary education	5	
	Sixth Form	57	
	PF Medium Graduate	49	
	PF High Graduate	221	
	Social Guarantee Program	0	
	University	1.243	
	Graduate	277	
	Other	215	

Employment status		Real delivery	Panel IR%
		Total panelists:	37.643
			69,6%
Current employment status	Business Administration	3.626	
	Public administration	3.582	
	Customer service	1.474	
	Quality, production and R & D	786	
	Commercial and sales	1.786	
	Purchasing, logistics and storage	738	
	Design and Graphics	663	
	Education and training	3.220	
	Finance and banking	810	
	Computers and telecommunications	3.353	
	Engineers and technicians	2.179	
	Real state and building	468	
	Legal	566	
	Marketing and communication	664	
	Professions, arts and crafts	1.224	
	Human Resources	575	
	Health (including veterinarians, dentists, etc.)	2.402	
	Tourism and catering	1.258	
	Another type of profession	4.780	
	I am studying	2	
Shops / retail	1.117		
Company's industry	Agriculture, livestock, forestry and fishing	701	
	Oil industry	129	
	Manufacturing industry	2.468	
	Electricity, gas, steam and air conditioning supply	477	
	Water supply, sewerage, waste management...	213	
	Building trade	1.415	
	Wholesale and retail trade, repair of vehicles	1.672	
	Transport and storage	1.195	
	Hotel industry	1.662	
	Information and communications	3.228	
	Financial and insurance activities	1.333	
	Real state advice	421	
	Professional, scientific and technical activities	2.711	
	Administrative and support service activities	1.773	
	Public administration and defense, compulsory social security	2.352	
	Education	4.006	
	Human health and social services	2.993	
	Arts, entertainment and recreation activities	960	
	Other services	4.857	
	Work activities within the home	265	
Organizations activities and extraterritorial bodies	203		
Years in the company	Less than 1	797	
	Between 1 and 2	5.303	
	Between 3 and 5	10.524	
	Between 6 and 10	12.241	
	Between 11 and 15	7.343	
	Between 16 and 20	3.463	
	More than 20	6.197	
Years of experience	0 to 6 months	1.401	
	From 7 months to a year	1.200	
	From one to 3 years	3.817	
	Between 4 and 5 years	3.657	
	Between 6 and 10 years	7.989	
	Between 11 and 15 years	7.108	
	Between 16 and 20 years	3.456	
More than 20 years	6.386		

Employment position	Scholarship / Internships	1.035	
	Employee	17.002	
	Specialist	7.231	
	Intermediate command	6.694	
	Leadership / management	3.475	
Areas in which influences	Rental / purchase of office	3.077	
	Customer service	9.443	
	Office equipment	8.168	
	Finance and accounting	4.450	
	Employee training	7.905	
	Hardware (computers, etc.)	6.276	
	Software	7.904	
	Mobile phones for employees	4.870	
	Company car fleet	2.657	
	Printers / Scanners	6.130	
	Offices maintenance	4.527	
	Marketing and Advertising	4.294	
	Officers removals	2.207	
	New hires employees	5.117	
	Internet Suppliers	5.329	
	Security offices (alarms, etc.)	3.159	
	Insurance provided to employees (health, etc.)	2.462	
	Insurance for office	2.799	
	Postal and courier Services	5.335	
	Legal services	2.691	
	Technology services	5.140	
	Salaries of employees	3.313	
Telecommunications	4.760		
Travel and accommodation	4.518		
None	14.926		
Areas in which decision-makers can decide	Rental / purchase of office	1.950	
	Customer service	5.181	
	Office equipment	4.048	
	Finance and accounting	2.759	
	Employee training	3.870	
	Hardware (computers, etc.)	3.565	
	Software	4.099	
	Mobile phones for employees	2.924	
	Company car fleet	1.710	
	Printers / Scanners	3.476	
	Offices maintenance	2.418	
	Marketing and Advertising	2.605	
	Officers removals	1.323	
	New hires employees	2.705	
	Internet Suppliers	3.316	
	Security offices (alarms, etc.)	1.936	
	Insurance provided to employees (health, etc.)	1.550	
	Insurance for office	1.900	
	Postal and courier Services	3.047	
	Legal services	1.888	
	Technology services	2.803	
	Salaries of employees	2.146	
Telecommunications	2.724		
Travel and accommodation	2.763		
None	6.850		

Changes in the company within the next 6 months	New insurance for office	615	
	New Internet supplier	1.356	
	New security system	524	
	Rent new office	564	
	Moving to new office	410	
	Purchase new office	262	
	Purchase printers / scanners	1.823	
	Computers	3.057	
	Software computing	2.965	
	Car fleet	780	
	Mobile phones for employees	2.104	
	None	5.629	
	The company has more than one premises	Yes	22.831
No		12.217	
Where is the head office	In the same country where I live	20.032	
	In a different country from where I live	2.452	
Number of employees	Between 1 and 10	13.396	
	Between 11 and 50	9.250	
	Between 51 and 100	3.331	
	Between 101 and 200	2.774	
	Between 201 and 500	3.605	
	Between 501 and 1,000	2.074	
	Between 1,001 and 2,000	1.718	
	Between 2,001 and 5,000	2.156	
More than 5,000	4.060		
Number of computers in the office	Between 1 and 10	25.525	
	Between 11 and 50	10.916	
	Between 51 and 100	2.626	
	Between 101 and 200	1.534	
	Between 201 and 500	1.632	
	Between 501 and 1,000	569	
	Between 1,001 and 2,000	263	
	Between 2,001 and 5,000	193	
More than 5,000	97		
Number of computers in the company	Between 1 and 10	8.583	
	Between 11 and 50	10.342	
	Between 51 and 100	3.954	
	Between 101 and 200	2.982	
	Between 201 and 500	3.772	
	Between 501 and 1,000	2.290	
	Between 1,001 and 2,000	1.523	
	Between 2,001 and 5,000	1.848	
More than 5,000	2.691		
Know the turnover of the company	No	24.506	
	Yes	6.126	
Number of dependent workers	None	20.882	
	Between 1 and 4 employees	8.072	
	Between 5 and 9 employees	2.383	
	Between 10 and 19 employees	1.497	
	Between 20 and 49 employees	948	
	50 or more employees	1.015	
Working locations	One office	22.272	
	Working from home (telecommuting)	3.455	
	Traveling (visiting clients, etc..)	3.227	
	In a factory	2.144	
	In a shop	2.748	
	On the premises of a customer	2.394	
	Other	6.087	

Main workplace	One office	20.791	
	Working from home (telecommuting)	1.195	
	Traveling (visiting clients, etc..)	1.281	
	In a factory	1.672	
	In a shop	2.483	
	On the premises of a customer	1.459	
	Other	5.831	
Items provided at work	PC for use outside the office	5.794	
	Laptop for use outside the office	9.843	
	Mobile phone	11.961	
	Car fleet	5.086	
	Credit card	3.182	
	Other	1.588	
	None	16.567	
Gross annual salary	6.000 euros or less	1.929	
	Between 6.001 and 10.000 euros	2.050	
	Between 10.001 and 15.000 euros	3.745	
	Between 15.001 and 20.000 euros	4.026	
	Between 20.001 and 25.000 euros	3.580	
	Between 25.001 and 30.000 euros	2.883	
	Between 30.001 and 35.000 euros	2.022	
	Between 35.001 and 40.000 euros	1.461	
	Between 40.001 and 45.000 euros	794	
	Between 45.001 and 50.000 euros	550	
	Between 50.001 and 75.000 euros	753	
	Between 75.001 and 100.000 euros	210	
	More than 100.000 euros	151	
	Decline to answer	9.667	
Sector of work	Finance	2.724	
	Human Resources	2.032	
	Marketing / Sales / Commercial	4.763	
	Computers / Technology / Systems and development	5.919	
	Other specialties	18.151	



Other working informations

Current employment status extended

Turnover of the company declared

ITDMs

Medical specialty

Economic Industry Company (NCEA) up to 4 levels deep



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



Spain

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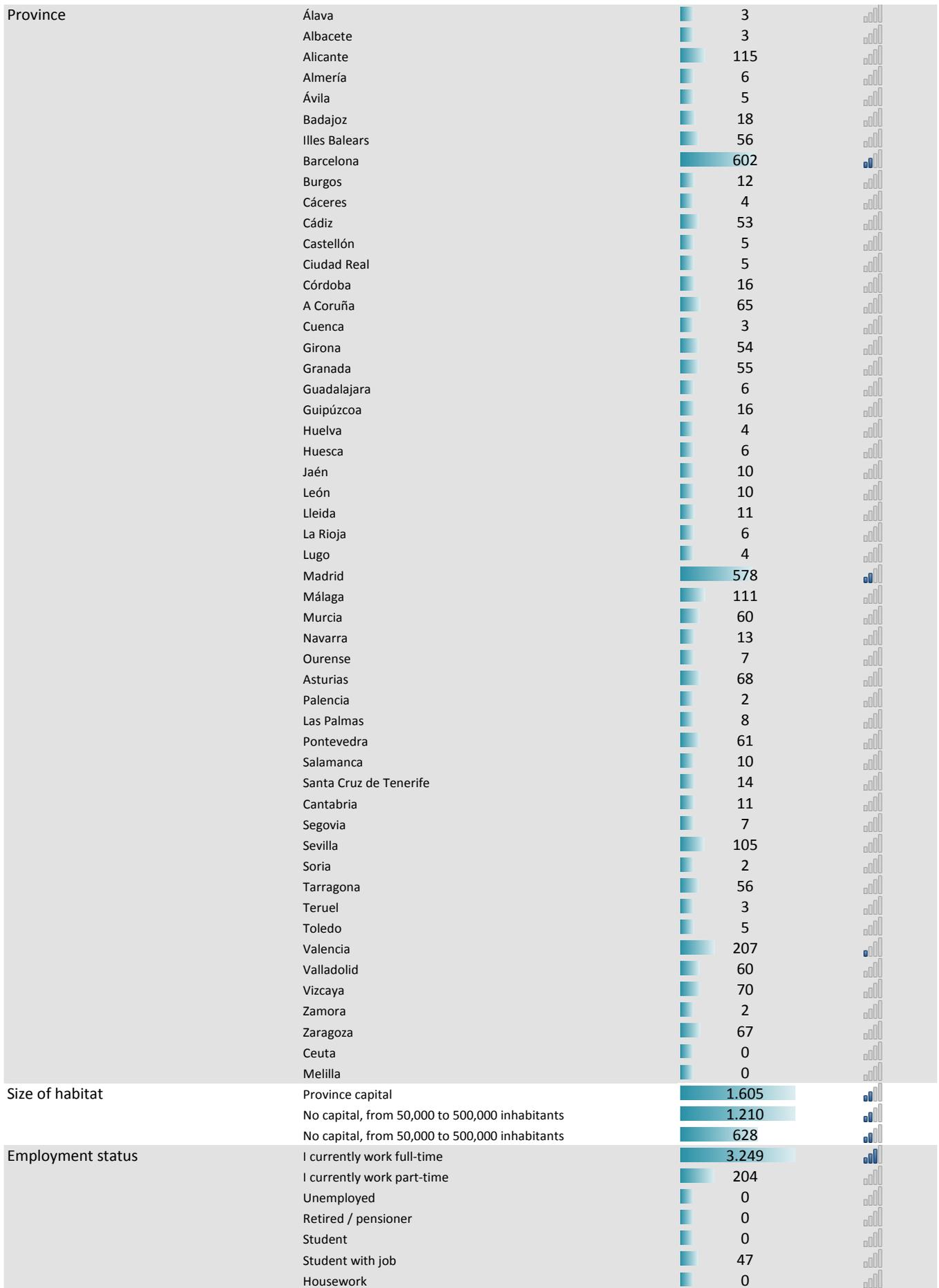
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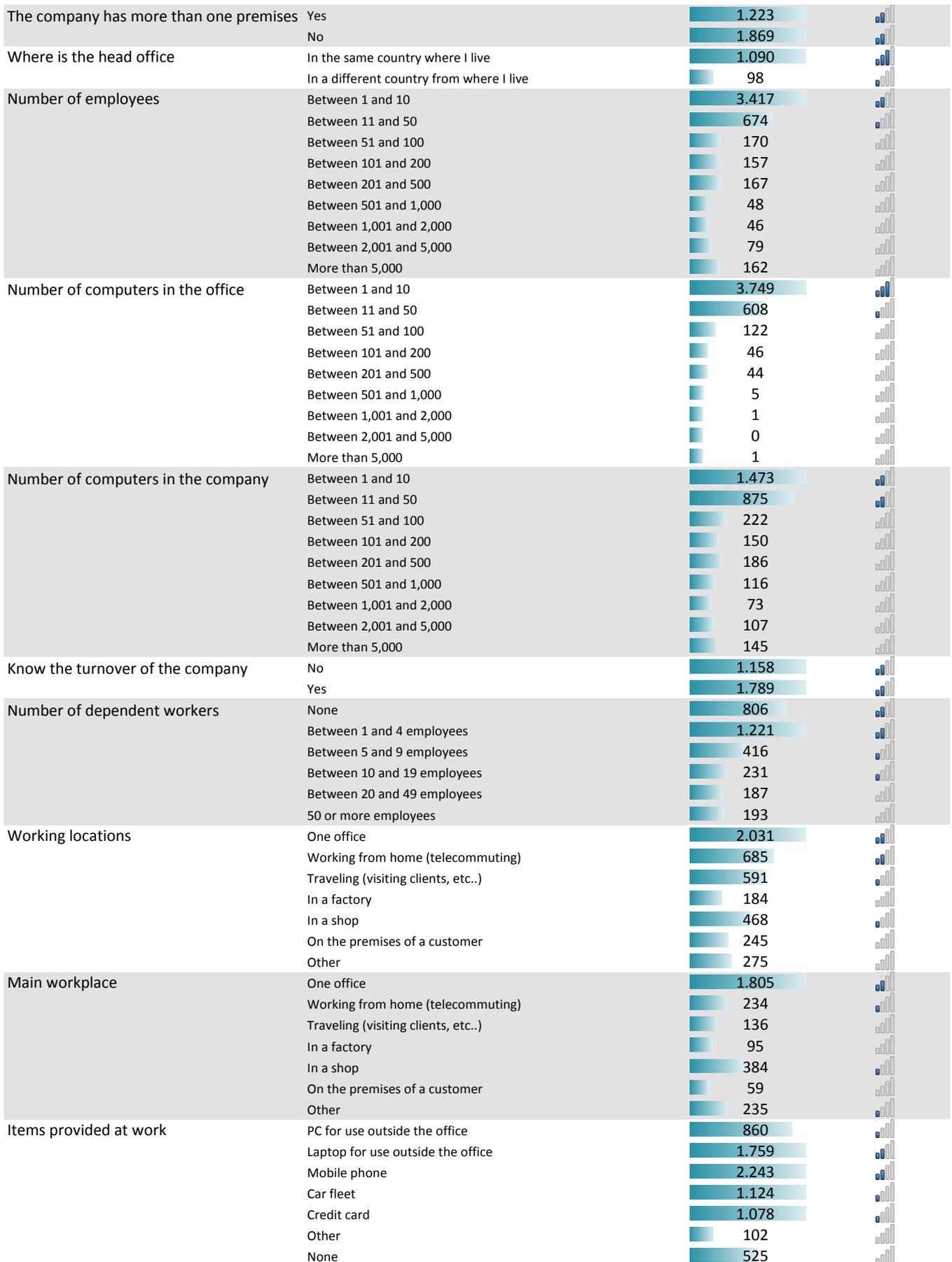
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Sociodemographic profile		Real delivery	Panel IR%
		Total panelists: 3.699	6,8%
Sex	Man	2.212	
	Woman	1.253	
Age	<14	0	
	14-18	0	
	19-24	3	
	25-34	470	
	35-44	1.388	
	45-54	1.044	
	55-64	430	
	>=65	59	
Social class	High	1.899	
	Medium high	1.253	
	Medium	259	
	Medium low	17	
	Low	0	
	Not defined	0	
Nielsen areas	Northeast / Catalunya & Balears	460	
	Levante	462	
	South / Andalucía	486	
	Center	305	
	Norwest	286	
	North Center	308	
	Canarias	57	
	AMB (Metropolitan Area Barcelona)	497	
	AMM (Metropolitan Area Madrid)	530	



Employment status		Real delivery	Panel IR%
		Total panelists:	3.699
			6,8%
Current employment status	Business Administration	639	
	Public administration	113	
	Customer service	12	
	Quality, production and R & D	56	
	Commercial and sales	261	
	Purchasing, logistics and storage	11	
	Design and Graphics	60	
	Education and training	155	
	Finance and banking	54	
	Computers and telecommunications	202	
	Engineers and technicians	209	
	Real state and building	111	
	Legal	108	
	Marketing and communication	56	
	Professions, arts and crafts	158	
	Human Resources	64	
	Health (including veterinarians, dentists, etc.)	109	
	Tourism and catering	153	
	Another type of profession	360	
	I am studying	0	
Shops / retail	254		
Company's industry	Agriculture, livestock, forestry and fishing	59	
	Oil industry	7	
	Manufacturing industry	262	
	Electricity, gas, steam and air conditioning supply	12	
	Water supply, sewerage, waste management...	1	
	Building trade	169	
	Wholesale and retail trade, repair of vehicles	313	
	Transport and storage	65	
	Hotel industry	200	
	Information and communications	261	
	Financial and insurance activities	97	
	Real state advice	113	
	Professional, scientific and technical activities	404	
	Administrative and support service activities	62	
	Public administration and defense, compulsory social security	59	
	Education	202	
	Human health and social services	155	
	Arts, entertainment and recreation activities	112	
	Other services	514	
	Work activities within the home	3	
Organizations activities and extraterritorial bodies	8		
Years in the company	Less than 1	11	
	Between 1 and 2	360	
	Between 3 and 5	826	
	Between 6 and 10	1.015	
	Between 11 and 15	851	
	Between 16 and 20	508	
	More than 20	806	
Years of experience	0 to 6 months	17	
	From 7 months to a year	11	
	From one to 3 years	202	
	Between 4 and 5 years	205	
	Between 6 and 10 years	561	
	Between 11 and 15 years	753	
	Between 16 and 20 years	463	
More than 20 years	1.081		

Employment position	Leadership / management	3.444	
	Board of Directors	0	
Areas in which influences	Rental / purchase of office	1.580	
	Customer service	2.087	
	Office equipment	2.098	
	Finance and accounting	1.731	
	Employee training	1.872	
	Hardware (computers, etc.)	1.505	
	Software	1.667	
	Mobile phones for employees	1.460	
	Company car fleet	1.118	
	Printers / Scanners	1.567	
	Offices maintenance	1.259	
	Marketing and Advertising	1.457	
	Officers removals	880	
	New hires employees	1.625	
	Internet Suppliers	1.616	
	Security offices (alarms, etc.)	1.243	
	Insurance provided to employees (health, etc.)	1.059	
	Insurance for office	1.236	
	Postal and courier Services	1.371	
	Legal services	1.185	
	Technology services	1.320	
	Salaries of employees	1.574	
	Telecommunications	1.398	
Travel and accommodation	1.285		
None	242		
Areas in which decision-makers can decide	Rental / purchase of office	1.060	
	Customer service	1.473	
	Office equipment	1.360	
	Finance and accounting	1.233	
	Employee training	1.248	
	Hardware (computers, etc.)	1.230	
	Software	1.319	
	Mobile phones for employees	1.172	
	Company car fleet	894	
	Printers / Scanners	1.273	
	Offices maintenance	934	
	Marketing and Advertising	1.177	
	Officers removals	692	
	New hires employees	1.231	
	Internet Suppliers	1.328	
	Security offices (alarms, etc.)	1.006	
	Insurance provided to employees (health, etc.)	831	
	Insurance for office	1.004	
	Postal and courier Services	1.080	
	Legal services	989	
	Technology services	1.033	
	Salaries of employees	1.246	
	Telecommunications	1.118	
Travel and accommodation	1.051		
None	214		
Changes in the company within the next 6 months	New insurance for office	223	
	New Internet supplier	315	
	New security system	133	
	Rent new office	180	
	Moving to new office	130	
	Purchase new office	83	
	Purchase printers / scanners	353	
	Computers	582	
	Software computing	459	
	Car fleet	257	
	Mobile phones for employees	492	
	None	1.112	



Gross annual salary	6.000 euros or less	88	
	Between 6.001 and 10.000 euros	104	
	Between 10.001 and 15.000 euros	145	
	Between 15.001 and 20.000 euros	202	
	Between 20.001 and 25.000 euros	152	
	Between 25.001 and 30.000 euros	146	
	Between 30.001 and 35.000 euros	137	
	Between 35.001 and 40.000 euros	105	
	Between 40.001 and 45.000 euros	92	
	Between 45.001 and 50.000 euros	57	
	Between 50.001 and 75.000 euros	188	
	Between 75.001 and 100.000 euros	91	
	More than 100.000 euros	48	
Decline to answer	1.237		
Sector of work	Finance	332	
	Human Resources	193	
	Marketing / Sales / Commercial	718	
	Computers / Technology / Systems and development	330	
	medical Industry	44	
	Other specialties	1.352	



Other working informations

Current employment status extended

Turnover of the company declared

ITDMs

Medical specialty

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B2B ITDMs Panel



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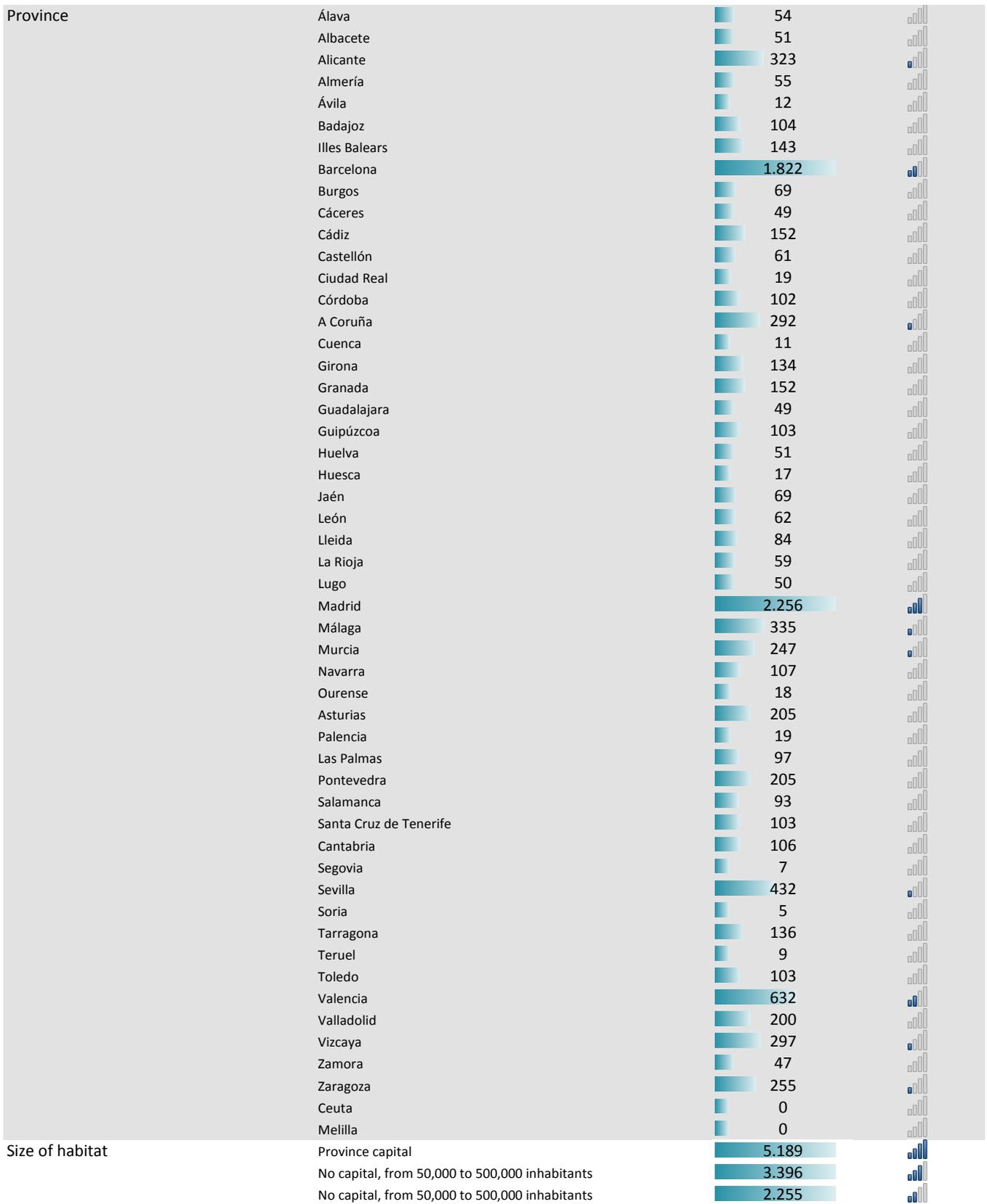
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Sociodemographic profile		Real delivery	Panel IR%
		Total panelists: 11.694	23,2%
Sex	Man	6.766	
	Woman	4.199	
Age	<18	0	
	18-24	330	
	25-34	2.964	
	35-44	4.458	
	45-54	2.396	
	55-64	686	
	>=65	64	
Social class	High	2.793	
	Medium high	6.064	
	Medium	1.768	
	Medium low	192	
	Low	7	
	Not defined	52	
Nielsen areas	Northeast / Catalunya & Balears	1.147	
	Levante	1.382	
	South / Andalucía	1.590	
	Center	926	
	Norwest	932	
	North Center	983	
	Canarias	233	
	AMB (Metropolitan Area Barcelona)	1.512	
	AMM (Metropolitan Area Madrid)	2.104	



Employment status	I currently work full-time	9.288	
	I currently work part-time	1.078	
	Unemployed	0	
	Retired / pensioner	0	
	Student	0	
	Student with job	554	
	Housework	0	
Sector of work	Finance	942	
	Human Resources	574	
	Marketing / Sales / Commercial	1.490	
	Computers / Technology / Systems and development	3.116	
	medical Industry	232	
	Other specialties	4.311	

ITDMs		Real delivery	Panel IR%
		Total panelists:	11.694
			23,2%
Types of IT influencers	ITDM-Hardware (computers, etc)	5.636	
	ITDM-Software	7.144	
	ITDM-Printers / Scanners	5.464	
	ITDM-Internet Providers	4.700	
	ITDM-Technology Services	4.547	
	ITDM-Telecommunications	4.168	
Types of IT decision makers (ITDMs)	ITDM-Hardware (computers, etc)	3.675	
	ITDM-Software	2.695	
	ITDM-Printers / Scanners	9.048	
	ITDM-Internet Providers	3.124	
	ITDM-Technology Services	3.589	
	ITDM-Telecommunications	3.008	
	None	2.844	
Category within the IT area	Director of IT Department / CIO	1.218	
	Quality Manager / QA	230	
	Director of Development / CTO	567	
	Project Manager	2.636	
	Database Manager	776	
	System Administrator / Network	2.454	
	Software Architect / Organic analyst	507	
	Functional analyst	578	
	Programmer analyst	1.782	
	Programmer / Developer	1.863	
	Tester or QA Engineer	372	
	DevTool Engineer	171	
	BigData Enginner	102	
	Release manager / Deployer	2	
	Technical writer	137	
	Helpdesk	639	
	Business Intelligence Expert	138	
	Expert ERP / CRM (no SAP)	138	
	SAP Expert	168	
	Expert in processes (BPM)	138	
	Graphic Designer / Interfaces designer	921	
	Web layout designer / Interfaces developer	409	
	Others	3.257	

Performed tasks related to IT	Collecting application requirements	5.595		
	Application Architecture Design	2.928		
	Systems architecture design	3.930		
	Applications Development	5.613		
	Functional testing of applications	5.495		
	Application Performance Testing	3.801		
	Implementation of development tools	4.171		
	Design and / or implantation of development processes	2.619		
	Design and / or implantation of business processes	2.786		
	Security analyst	1.876		
	Selecting business software (ERP, CRM, etc.)	1.835		
	Enterprise Software Implantation	2.934		
	Client support of computer systems	5.619		
	Systems and applications monitoring	3.983		
	Database administration	4.331		
	Database design	3.768		
	Design of business continuity processes	1.382		
	Implantation Processes / backup systems	2.872		
	Negotiating with data suppliers / network	2.236		
	Negotiating with voice suppliers	1.310		
	Parameterization of third party software	2.210		
	Management of development projects	3.659		
	Management of computer department	3.695		
	Interfaces Design / websites	3.366		
	Development of interfaces	3.158		
	Web layout designer	2.495		
	Bundling and / or application deployment	1.693		
	Writing manuals / applications tutorials	2.954		
	Mentoring of technical staff	1.301		
	Others	2.269		
	IT issues over which it has influences on decisions	Workstations	5.774	
		Workstations operating systems	5.551	
Election of office software		7.071		
Antivirus software		5.353		
Small peripherals (such as personal scanners...)		6.125		
Election of large peripheral devices (such as photocopiers ...)		3.421		
Provider of office supplies		4.165		
Office Network Infrastructure		4.191		
Equipment maintenance supplier		3.859		
Network and telecommunications equipment		4.591		
Data and telecommunications suppliers		3.648		
Courier services and groupware		2.751		
Audio solutions and video conferencing		2.833		
Physical systems of access control		1.992		
Mail provider		3.596		
Business Software (ERP, CRM, etc.)		2.854		
Tools for process management (BPM)		1.842		
Business Intelligence Tools		1.821		
Servers		4.777		
Servers Operating Systems		4.037		
CPD		2.294		
Data storage services		3.333		
Backup Systems		4.473		
Databases		4.827		
Application Servers		3.330		
Virtualization Solutions and / or cloud		2.888		
Development tools		3.232		
Software development technology		3.867		
Outsourcing IT related services		2.710		
None		4.382		

IT issues over which it has power to decide		
Workstations	5.584	
Workstations operating systems	5.823	
Election of office software	7.299	
Antivirus software	6.251	
Small peripherals (such as personal scanners...)	6.312	
Election of large peripheral devices (such as photocopiers ...)	3.752	
Provider of office supplies	4.642	
Office Network Infrastructure	4.411	
Equipment maintenance supplier	4.121	
Network and telecommunications equipment	5.033	
Data and telecommunications suppliers	3.977	
Courier services and groupware	2.971	
Audio solutions and video conferencing	2.993	
Physical systems of access control	2.287	
Mail provider	4.086	
Business Software (ERP, CRM, etc.)	2.795	
Tools for process management (BPM)	1.889	
Business Intelligence Tools	1.914	
Servers	5.314	
Servers Operating Systems	4.560	
CPD	2.540	
Data storage services	3.608	
Backup Systems	4.823	
Databases	4.985	
Application Servers	3.284	
Virtualization Solutions and / or cloud	3.058	
Development tools	3.390	
Software development technology	3.675	
Outsourcing IT related services	2.695	
None	9.048	

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