



Bank Panel



Argentina

Features

Panel size (ISO): 71.139
 People profiled (ISO): 19.507
 Estimated response rate (ISO): 47%
 Updated: 15/12/2014

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

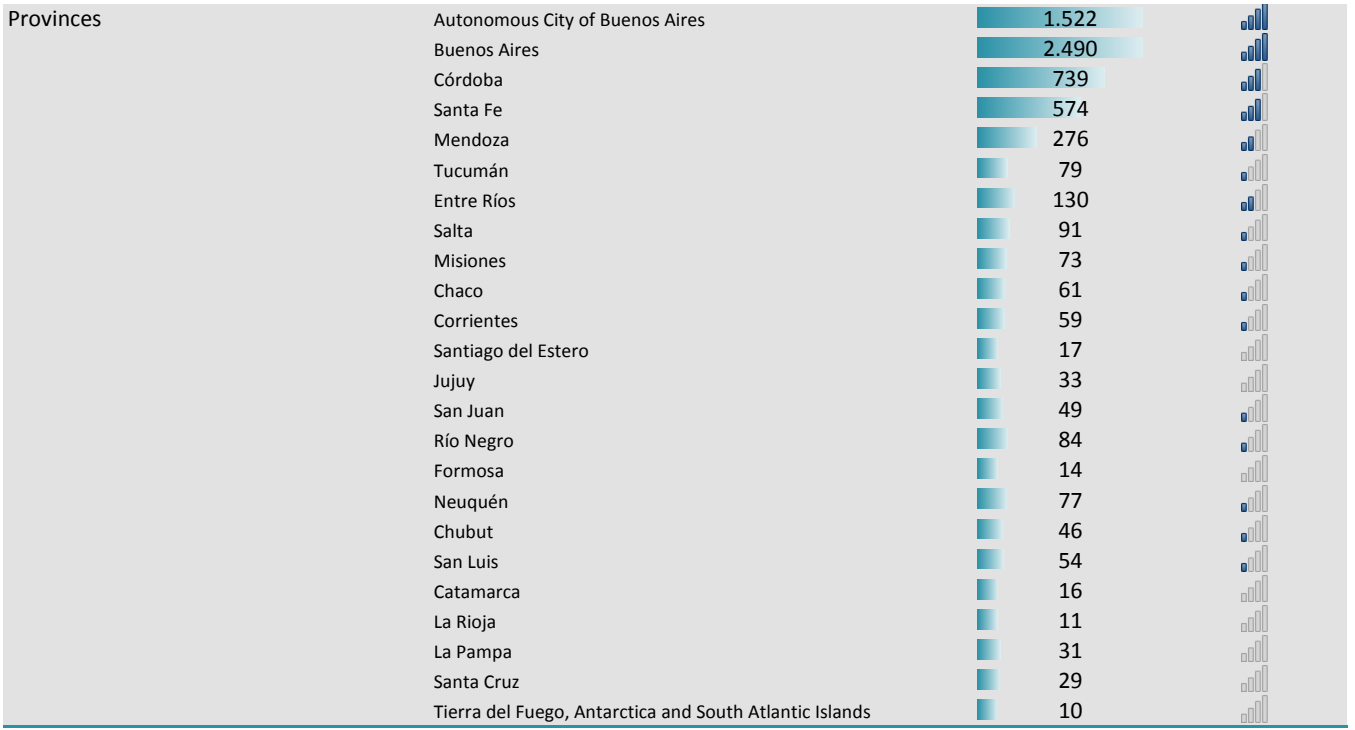
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.


































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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:

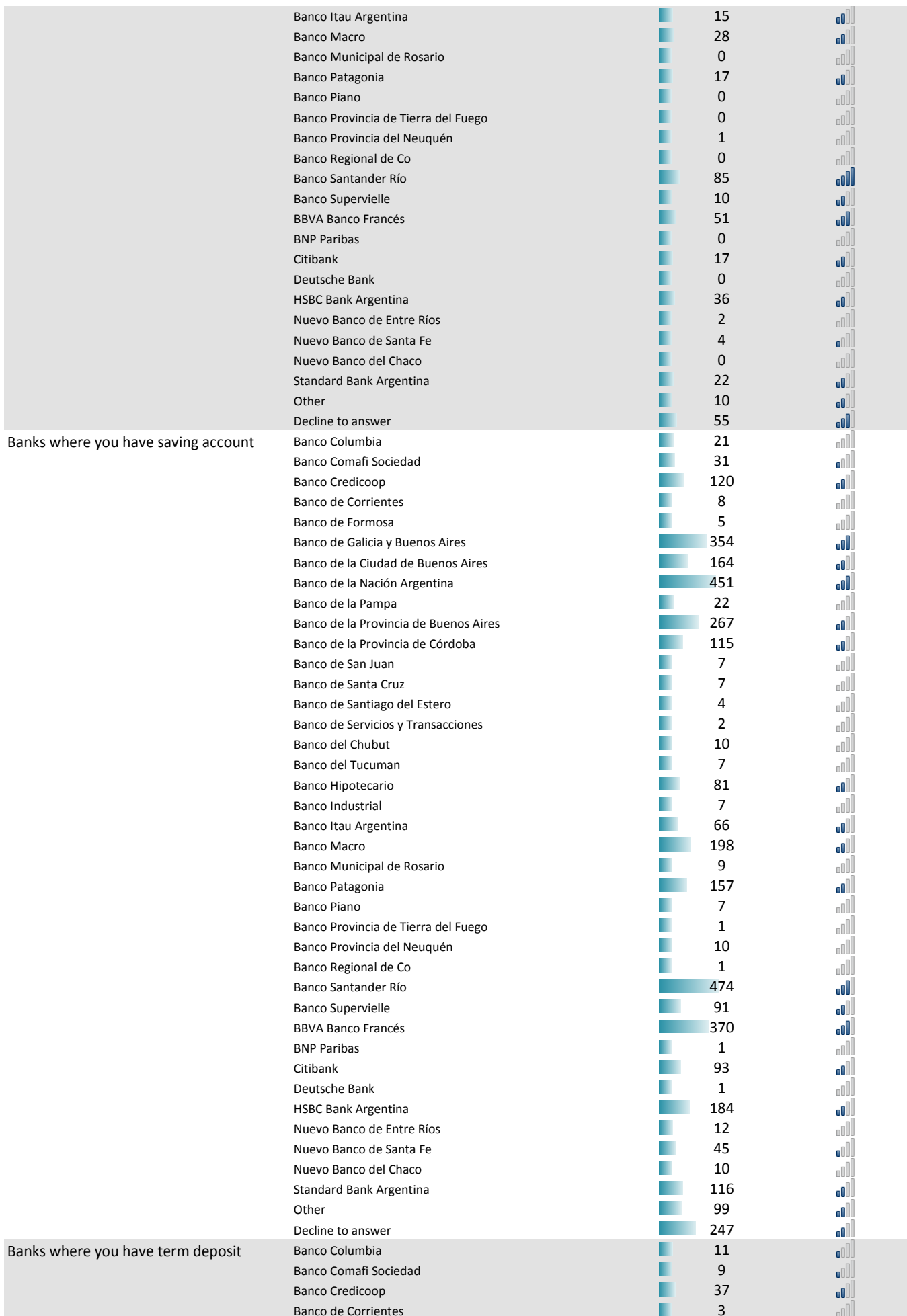
<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	6.576
Sex	Man	2.360	
	Woman	4.215	
Age	18-24	841	
	25-34	2.111	
	35-44	1.639	
	45-54	1.231	
	55-64	631	
	>=65	120	
Social class	Level 1: E	14	
	Level 2: D2	173	
	Level 3: D1	812	
	Level 4: C3	1.453	
	Level 5: C2	2.240	
	Level 6: C1	1.796	
	Level 7: AB	77	
Regions	NOA- Northwest Argentina	250	
	Cuyo	381	
	Humid Pampa	3.834	
	NEA - Northeast Argentina	339	
	Patagonia	248	
	Autonomous City of Buenos Aires	1.522	



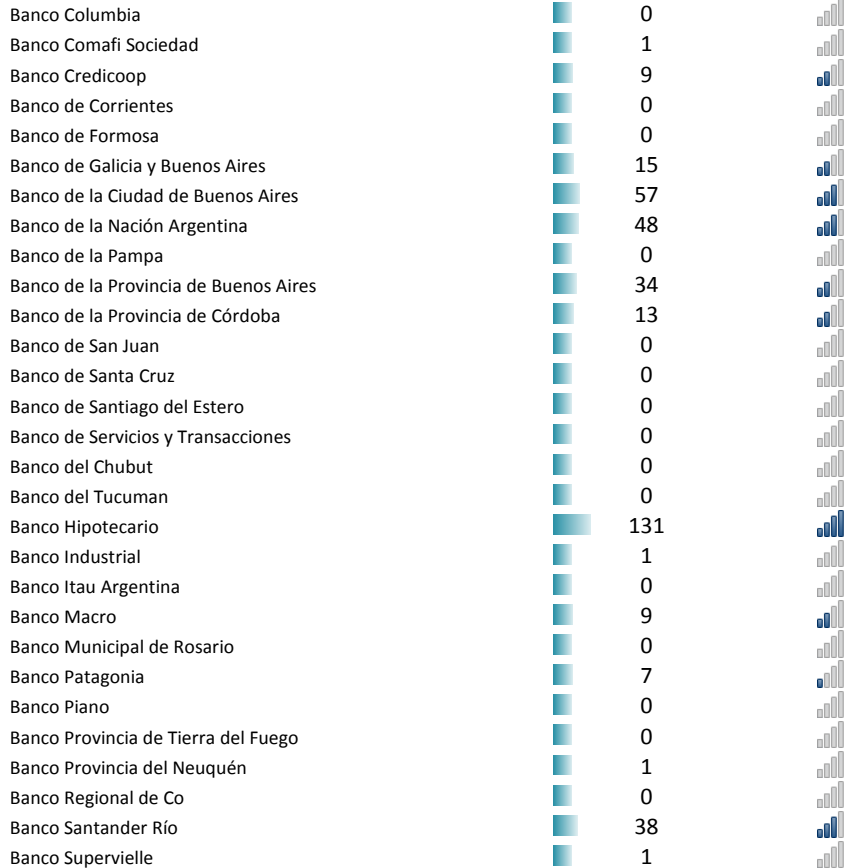
 Hired financial products and level of savings		Real delivery	Panel IR%
		Total panelists:	6.576
Currently hired financial products	Saving account or book	2.884	
	Checking account	2.901	
	Demand deposit	449	
	Term deposit	1.025	
	Mortgage loan	545	
	Car loan	537	
	Personal and consumer loans	1.456	
	Another type of loan	234	
	CREDIT card from a financial institution	4.482	
	DEBIT card from a financial institution	4.053	
	Trading houses or retail cards	811	
	Checkbook	683	
	Market investments / Shares	198	
	Pension plan / retirement	295	
	Mutual funds	193	
	Bills / Bonds / Debentures	119	
	Other	120	
Household savings	Less than \$15.000 Pesos	2.330	
	Between \$15.001 and \$25.000 Pesos	555	
	Between \$25.001 and \$5.0000 Pesos	320	
	Between \$50.001 and \$75.000 Pesos	223	
	Between \$75.001 and \$100.000 Pesos	132	
	Between \$100.001 and \$125.000 Pesos	82	
	Between \$125.001 and \$150.000 Pesos	54	
	Between \$150.001 and \$175.000 Pesos	44	
	Between \$175.001 and \$200.000 Pesos	42	
	Between \$200.001 and \$250.000 Pesos	43	
	Between \$250.001 and \$300.000 Pesos	36	
	Between \$300.001 and \$400.000 Pesos	21	
	More than \$400.000 Pesos	91	
	I do not remember	801	
Decline to answer	1.795		

Hired financial institutions		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Banks where you have checking account	Banco Columbia	23	
	Banco Comafi Sociedad	33	
	Banco Credicoop	175	
	Banco de Corrientes	11	
	Banco de Formosa	6	
	Banco de Galicia y Buenos Aires	373	
	Banco de la Ciudad de Buenos Aires	70	
	Banco de la Nación Argentina	259	
	Banco de la Pampa	17	
	Banco de la Provincia de Buenos Aires	185	
	Banco de la Provincia de Córdoba	74	
	Banco de San Juan	10	
	Banco de Santa Cruz	6	
	Banco de Santiago del Estero	5	
	Banco de Servicios y Transacciones	2	
	Banco del Chubut	14	
	Banco del Tucuman	7	
	Banco Hipotecario	68	
	Banco Industrial	8	
	Banco Itau Argentina	76	
	Banco Macro	235	
	Banco Municipal de Rosario	4	
	Banco Patagonia	124	
	Banco Piano	2	
	Banco Provincia de Tierra del Fuego	4	
	Banco Provincia del Neuquén	11	
	Banco Regional de Co	1	
	Banco Santander Río	642	
	Banco Supervielle	59	
	BBVA Banco Francés	389	
	BNP Paribas	2	
	Citibank	113	
	Deutsche Bank	3	
	HSBC Bank Argentina	209	
	Nuevo Banco de Entre Ríos	48	
	Nuevo Banco de Santa Fe	47	
Nuevo Banco del Chaco	12		
Standard Bank Argentina	110		
Other	101		
Decline to answer	266		
Checking account or demand deposit	Banco Columbia	5	
	Banco Comafi Sociedad	8	
	Banco Credicoop	23	
	Banco de Corrientes	2	
	Banco de Formosa	2	
	Banco de Galicia y Buenos Aires	48	
	Banco de la Ciudad de Buenos Aires	20	
	Banco de la Nación Argentina	43	
	Banco de la Pampa	3	
	Banco de la Provincia de Buenos Aires	24	
	Banco de la Provincia de Córdoba	7	
	Banco de San Juan	0	
	Banco de Santa Cruz	0	
	Banco de Santiago del Estero	0	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	1	
	Banco del Tucuman	0	
Banco Hipotecario	11		
Banco Industrial	1		





Banks where you have mortgage



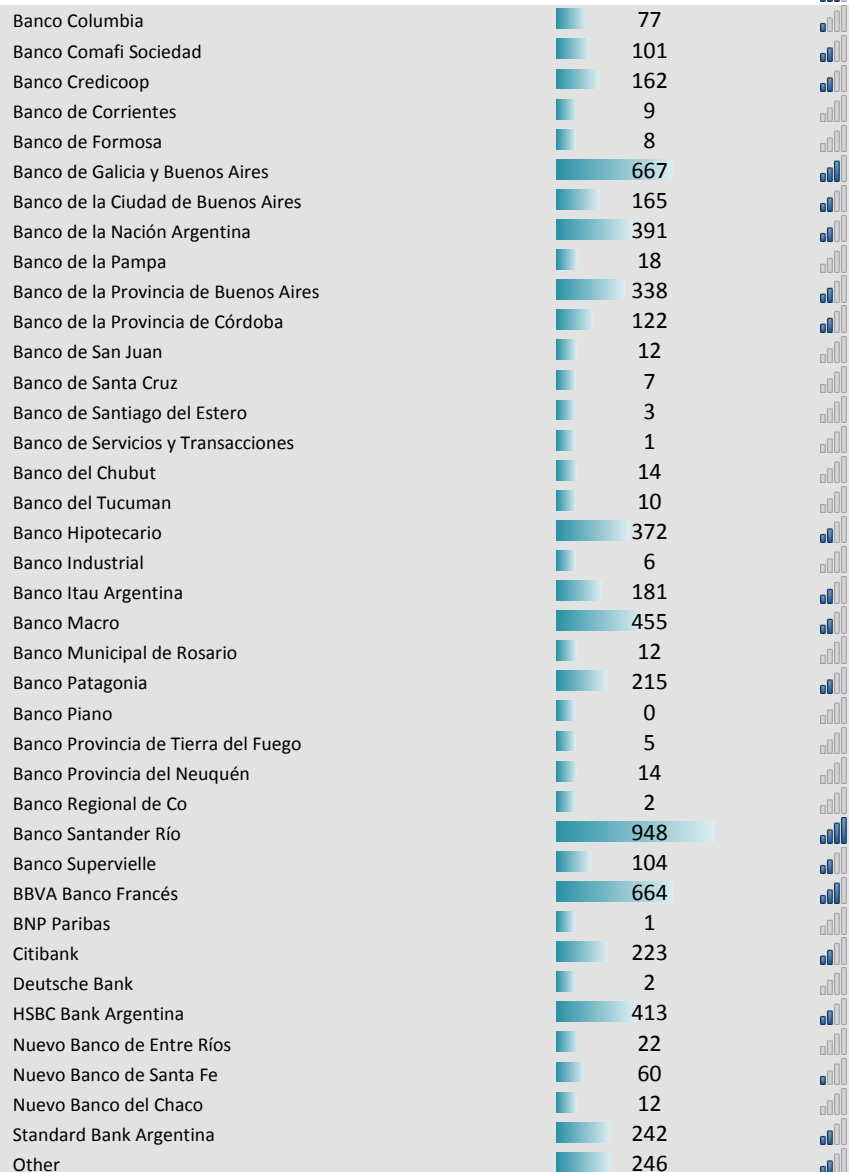
BBVA Banco Francés	26	
BNP Paribas	0	
Citibank	3	
Deutsche Bank	0	
HSBC Bank Argentina	4	
Nuevo Banco de Entre Ríos	1	
Nuevo Banco de Santa Fe	0	
Nuevo Banco del Chaco	0	
Standard Bank Argentina	5	
Other	28	
Decline to answer	102	

Banks where you have a car loan		
Banco Columbia	2	
Banco Comafi Sociedad	1	
Banco Credicoop	8	
Banco de Corrientes	1	
Banco de Formosa	1	
Banco de Galicia y Buenos Aires	18	
Banco de la Ciudad de Buenos Aires	12	
Banco de la Nación Argentina	33	
Banco de la Pampa	1	
Banco de la Provincia de Buenos Aires	29	
Banco de la Provincia de Córdoba	16	
Banco de San Juan	1	
Banco de Santa Cruz	0	
Banco de Santiago del Estero	0	
Banco de Servicios y Transacciones	0	
Banco del Chubut	2	
Banco del Tucuman	0	
Banco Hipotecario	8	
Banco Industrial	2	
Banco Itau Argentina	3	
Banco Macro	28	
Banco Municipal de Rosario	0	
Banco Patagonia	22	
Banco Piano	0	
Banco Provincia de Tierra del Fuego	0	
Banco Provincia del Neuquén	3	
Banco Regional de Co	0	
Banco Santander Río	53	
Banco Supervielle	8	
BBVA Banco Francés	77	
BNP Paribas	0	
Citibank	4	
Deutsche Bank	0	
HSBC Bank Argentina	36	
Nuevo Banco de Entre Ríos	3	
Nuevo Banco de Santa Fe	2	
Nuevo Banco del Chaco	0	
Standard Bank Argentina	17	
Other	48	
Decline to answer	89	

Banks where you have personal loan		
Banco Columbia	20	
Banco Comafi Sociedad	23	
Banco Credicoop	38	
Banco de Corrientes	3	
Banco de Formosa	3	
Banco de Galicia y Buenos Aires	102	
Banco de la Ciudad de Buenos Aires	64	
Banco de la Nación Argentina	101	
Banco de la Pampa	11	
Banco de la Provincia de Buenos Aires	141	
Banco de la Provincia de Córdoba	51	
Banco de San Juan	5	
Banco de Santa Cruz	4	
Banco de Santiago del Estero	5	



Banks where you have credit card



































	Decline to answer	369	
Banks where you have debit card	Banco Columbia	16	
	Banco Comafi Sociedad	41	
	Banco Credicoop	179	
	Banco de Corrientes	9	
	Banco de Formosa	11	
	Banco de Galicia y Buenos Aires	512	
	Banco de la Ciudad de Buenos Aires	195	
	Banco de la Nación Argentina	526	
	Banco de la Pampa	24	
	Banco de la Provincia de Buenos Aires	398	
	Banco de la Provincia de Córdoba	121	
	Banco de San Juan	16	
	Banco de Santa Cruz	10	
	Banco de Santiago del Estero	7	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	21	
	Banco del Tucuman	9	
	Banco Hipotecario	90	
	Banco Industrial	9	
	Banco Itau Argentina	98	
	Banco Macro	276	
	Banco Municipal de Rosario	18	
	Banco Patagonia	223	
	Banco Piano	9	
	Banco Provincia de Tierra del Fuego	7	
	Banco Provincia del Neuquén	23	
	Banco Regional de Co	1	
	Banco Santander Río	811	
	Banco Supervielle	119	
	BBVA Banco Francés	489	
	BNP Paribas	1	
	Citibank	127	
	Deutsche Bank	1	
HSBC Bank Argentina	284		
Nuevo Banco de Entre Ríos	37		
Nuevo Banco de Santa Fe	80		
Nuevo Banco del Chaco	15		
Standard Bank Argentina	156		
Other	111		
	Decline to answer	296	
Banks where you have investments	Banco Columbia	0	
	Banco Comafi Sociedad	1	
	Banco Credicoop	3	
	Banco de Corrientes	0	
	Banco de Formosa	0	
	Banco de Galicia y Buenos Aires	10	
	Banco de la Ciudad de Buenos Aires	4	
	Banco de la Nación Argentina	13	
	Banco de la Pampa	0	
	Banco de la Provincia de Buenos Aires	4	
	Banco de la Provincia de Córdoba	0	
	Banco de San Juan	0	
	Banco de Santa Cruz	0	
	Banco de Santiago del Estero	0	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	0	
	Banco del Tucuman	0	
	Banco Hipotecario	4	
	Banco Industrial	0	
	Banco Itau Argentina	0	
Banco Macro	6		
Banco Municipal de Rosario	0		
Banco Patagonia	0		
Banco Piano	0		






















































	Banco Provincia de Tierra del Fuego	0	
	Banco Provincia del Neuquén	1	
	Banco Regional de Co	0	
	Banco Santander Río	29	
	Banco Supervielle	0	
	BBVA Banco Francés	18	
	BNP Paribas	0	
	Citibank	6	
	Deutsche Bank	1	
	HSBC Bank Argentina	7	
	Nuevo Banco de Entre Ríos	0	
	Nuevo Banco de Santa Fe	0	
	Nuevo Banco del Chaco	0	
	Standard Bank Argentina	2	
	Other	30	
	Decline to answer	46	
Banks where you have pension plan	Banco Columbia	0	
	Banco Comafi Sociedad	1	
	Banco Credicoop	6	
	Banco de Corrientes	0	
	Banco de Formosa	1	
	Banco de Galicia y Buenos Aires	5	
	Banco de la Ciudad de Buenos Aires	9	
	Banco de la Nación Argentina	59	
	Banco de la Pampa	0	
	Banco de la Provincia de Buenos Aires	24	
	Banco de la Provincia de Córdoba	8	
	Banco de San Juan	2	
	Banco de Santa Cruz	0	
	Banco de Santiago del Estero	2	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	2	
	Banco del Tucuman	0	
	Banco Hipotecario	0	
	Banco Industrial	4	
	Banco Itau Argentina	2	
	Banco Macro	23	
	Banco Municipal de Rosario	1	
	Banco Patagonia	9	
	Banco Piano	8	
	Banco Provincia de Tierra del Fuego	0	
	Banco Provincia del Neuquén	1	
	Banco Regional de Co	0	
	Banco Santander Río	11	
	Banco Supervielle	15	
	BBVA Banco Francés	10	
	BNP Paribas	0	
	Citibank	1	
	Deutsche Bank	0	
	HSBC Bank Argentina	5	
	Nuevo Banco de Entre Ríos	2	
	Nuevo Banco de Santa Fe	6	
	Nuevo Banco del Chaco	0	
	Standard Bank Argentina	1	
	Other	22	
	Decline to answer	36	
Banks where you have investment funds	Banco Columbia	0	
	Banco Comafi Sociedad	0	
	Banco Credicoop	5	
	Banco de Corrientes	0	
	Banco de Formosa	0	
	Banco de Galicia y Buenos Aires	16	
	Banco de la Ciudad de Buenos Aires	5	
	Banco de la Nación Argentina	9	
	Banco de la Pampa	0	

Banco de la Provincia de Buenos Aires	4	
Banco de la Provincia de Córdoba	2	
Banco de San Juan	1	
Banco de Santa Cruz	0	
Banco de Santiago del Estero	0	
Banco de Servicios y Transacciones	0	
Banco del Chubut	0	
Banco del Tucuman	0	
Banco Hipotecario	3	
Banco Industrial	0	
Banco Itau Argentina	1	
Banco Macro	5	
Banco Municipal de Rosario	0	
Banco Patagonia	3	
Banco Piano	0	
Banco Provincia de Tierra del Fuego	0	
Banco Provincia del Neuquén	0	
Banco Regional de Co	0	
Banco Santander Río	25	
Banco Supervielle	1	
BBVA Banco Francés	16	
BNP Paribas	0	
Citibank	7	
Deutsche Bank	0	
HSBC Bank Argentina	8	
Nuevo Banco de Entre Ríos	0	
Nuevo Banco de Santa Fe	0	
Nuevo Banco del Chaco	0	
Standard Bank Argentina	6	
Other	18	
Decline to answer	44	

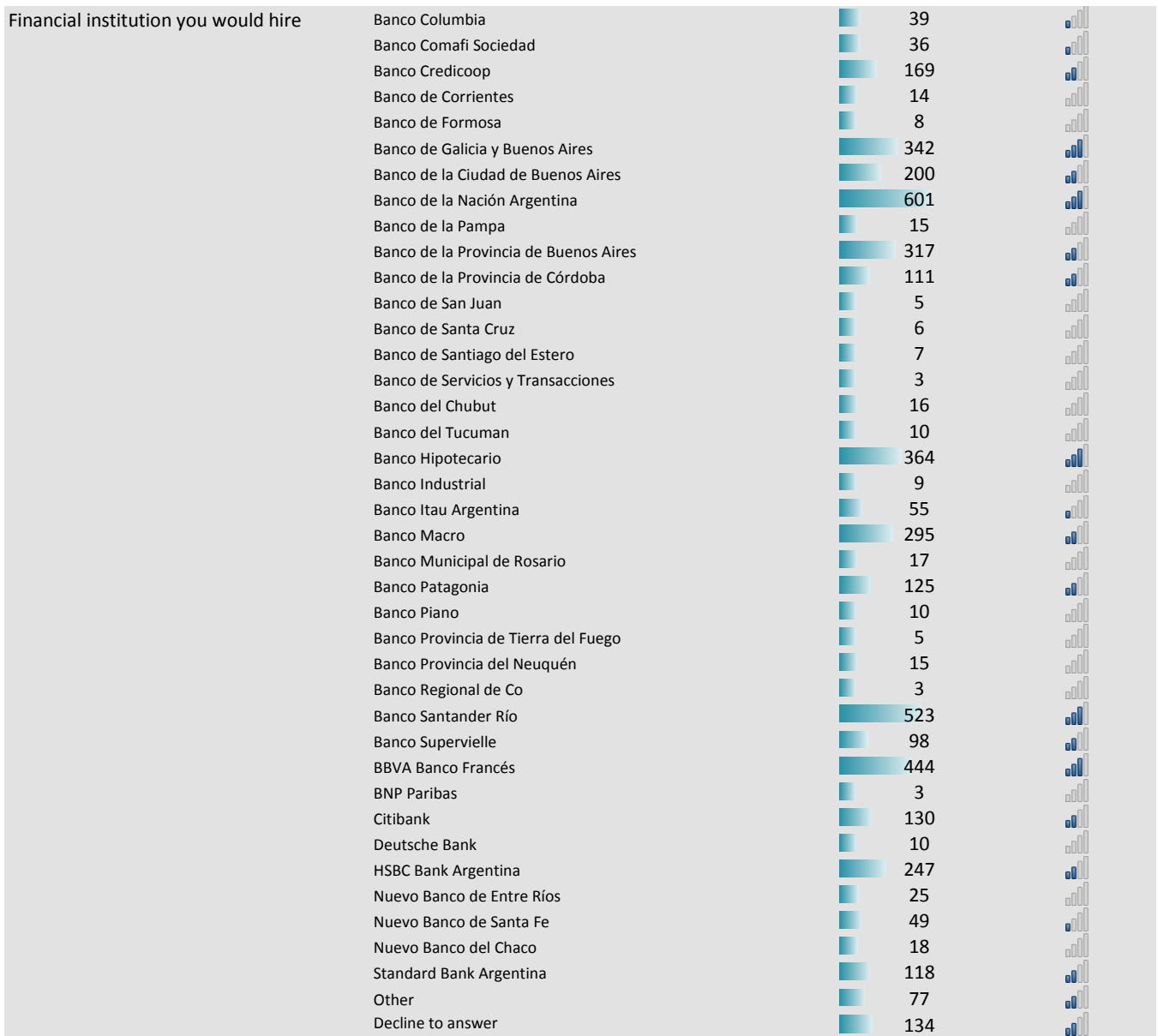
Main financial institution		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Main financial institution	Banco Columbia	39	
	Banco Comafi Sociedad	39	
	Banco Credicoop	194	
	Banco de Corrientes	15	
	Banco de Formosa	12	
	Banco de Galicia y Buenos Aires	513	
	Banco de la Ciudad de Buenos Aires	201	
	Banco de la Nación Argentina	539	
	Banco de la Pampa	30	
	Banco de la Provincia de Buenos Aires	449	
	Banco de la Provincia de Córdoba	172	
	Banco de San Juan	19	
	Banco de Santa Cruz	10	
	Banco de Santiago del Estero	10	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	25	
	Banco del Tucuman	12	
	Banco Hipotecario	140	
	Banco Industrial	3	
	Banco Itau Argentina	74	
	Banco Macro	390	
	Banco Municipal de Rosario	18	
	Banco Patagonia	210	
	Banco Piano	7	
	Banco Provincia de Tierra del Fuego	3	
	Banco Provincia del Neuquén	26	
	Banco Regional de Co	0	
	Banco Santander Río	885	
	Banco Supervielle	129	
	BBVA Banco Francés	544	
	BNP Paribas	0	
	Citibank	132	
	Deutsche Bank	2	
	HSBC Bank Argentina	266	
	Nuevo Banco de Entre Ríos	47	
Nuevo Banco de Santa Fe	81		
Nuevo Banco del Chaco	26		
Standard Bank Argentina	150		
Other	156		
Decline to answer	773		
Years with the main financial institution	Less than 1 year	623	
	Between 1 and 2 years	937	
	Between 3 and 5 years	1.495	
	More than 5 years	3.180	
	I do not remember	252	
Decline to answer	88		

Interaction with the financial institution and credit cards		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Interaction with the financial institution	In the bank branch through its staff	2.403	
	In the bank branch through its ATM	3.035	
	Through the phone of the bank branches	555	
	Through Internet	3.943	
	Mobile phone	523	
	I do not remember	82	
	Decline to answer	296	
Banking via Internet	Consult information about my accounts	3.763	
	Make money transfers via Internet	2.376	
	Purchase / hire investment products	1.036	
	Other bank operations	715	
	I do not remember	25	
	Decline to answer	87	
Frequency of banking via Internet	Many times a week	1.416	
	Once a week	1.086	
	Once every 15 days	648	
	Once a month	597	
	Less frequently	125	
	I do not remember	75	
	Decline to answer	57	
Credit cards hired	Visa	3.771	
	Mastercard	1.867	
	American Express	986	
	Diners Club	86	
	JCB	2	
	Discover	5	
	Other	459	
	I do not remember	34	
	Decline to answer	214	
Type of credit card hired	Gold	1.320	
	Platinum	723	
	Centurion	135	

Private banking		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Receive services from private banking	Yes	356	
	No	6.223	
Banks receive services from private banking	Banco Columbia	6	
	Banco Comafi Sociedad	5	
	Banco Credicoop	19	
	Banco de Corrientes	1	
	Banco de Formosa	0	
	Banco de Galicia y Buenos Aires	52	
	Banco de la Ciudad de Buenos Aires	9	
	Banco de la Nación Argentina	19	
	Banco de la Pampa	0	
	Banco de la Provincia de Buenos Aires	20	
	Banco de la Provincia de Córdoba	3	
	Banco de San Juan	0	
	Banco de Santa Cruz	0	
	Banco de Santiago del Estero	1	
	Banco de Servicios y Transacciones	0	
	Banco del Chubut	0	
	Banco del Tucuman	0	
	Banco Hipotecario	16	
	Banco Industrial	0	
	Banco Itau Argentina	6	
	Banco Macro	26	
	Banco Municipal de Rosario	0	
	Banco Patagonia	11	
	Banco Piano	0	
	Banco Provincia de Tierra del Fuego	0	
	Banco Provincia del Neuquén	2	
	Banco Regional de Co	0	
	Banco Santander Río	47	
	Banco Supervielle	17	
	BBVA Banco Francés	48	
	BNP Paribas	1	
	Citibank	15	
	Deutsche Bank	4	
HSBC Bank Argentina	32		
Nuevo Banco de Entre Ríos	2		
Nuevo Banco de Santa Fe	0		
Nuevo Banco del Chaco	0		
Standard Bank Argentina	16		
Other	12		
Decline to answer	36		
Personal Manager for private banking services	Yes	157	
	No	156	
	I don't know	42	

Products and banks in the past		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Financial institution hired in the past	Checking account	1.210	
	Demand deposit	152	
	Saving account or book	571	
	Term deposit	1.071	
	Mortgage loan	415	
	Car loan	436	
	Personal and consumer loans	936	
	Another type of loan	177	
	CREDIT card from a financial institution	1.048	
	DEBIT card from a financial institution	583	
	Trading houses or retail cards	215	
	Checkbook	523	
	Market investments / Shares	151	
	Pension plan / retirement	118	
	Mutual funds	192	
	Bills / Bonds / Debentures	75	
	Other	44	
	I didn't have any other hired product	2.534	
Decline to answer	413		
Financial institution hired in the past	Banco Columbia	76	
	Banco Comafi Sociedad	60	
	Banco Credicoop	213	
	Banco de Corrientes	12	
	Banco de Formosa	8	
	Banco de Galicia y Buenos Aires	496	
	Banco de la Ciudad de Buenos Aires	135	
	Banco de la Nación Argentina	350	
	Banco de la Pampa	18	
	Banco de la Provincia de Buenos Aires	273	
	Banco de la Provincia de Córdoba	100	
	Banco de San Juan	13	
	Banco de Santa Cruz	5	
	Banco de Santiago del Estero	7	
	Banco de Servicios y Transacciones	4	
	Banco del Chubut	9	
	Banco del Tucuman	12	
	Banco Hipotecario	175	
	Banco Industrial	11	
	Banco Itau Argentina	78	
	Banco Macro	271	
	Banco Municipal de Rosario	10	
	Banco Patagonia	162	
	Banco Piano	13	
	Banco Provincia de Tierra del Fuego	5	
	Banco Provincia del Neuquén	13	
	Banco Regional de Co	5	
	Banco Santander Río	598	
	Banco Supervielle	83	
	BBVA Banco Francés	492	
	BNP Paribas	12	
	Citibank	201	
	Deutsche Bank	20	
	HSBC Bank Argentina	277	
	Nuevo Banco de Entre Ríos	26	
	Nuevo Banco de Santa Fe	55	
Nuevo Banco del Chaco	18		
Standard Bank Argentina	180		
Other	171		
Decline to answer	176		

Products and banks in the future		Real delivery	Panel IR%
		Total panelists:	6.576
			71,4%
Intention of hiring financial products in the future	Checking account	360	
	Demand deposit	66	
	Saving account or book	236	
	Term deposit	522	
	Mortgage loan	591	
	Car loan	553	
	Personal and consumer loans	574	
	Another type of loan	185	
	CREDIT card from a financial institution	684	
	DEBIT card from a financial institution	204	
	Trading houses or retail cards	68	
	Checkbook	103	
	Market investments / Shares	184	
	Pension plan / retirement	63	
	Mutual funds	214	
	Bills / Bonds / Debentures	104	
Other	12		
I have no intention of hiring any other product	3.312		
Decline to answer	373		



Other available financial information

Household income

Panelist's monthly salary

Information about insurances hired



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