



Bank Panel



Chile

Features

Panel size (ISO): 47.260
 People profiled (ISO): 11.579
 Estimated response rate (ISO): 44%
 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

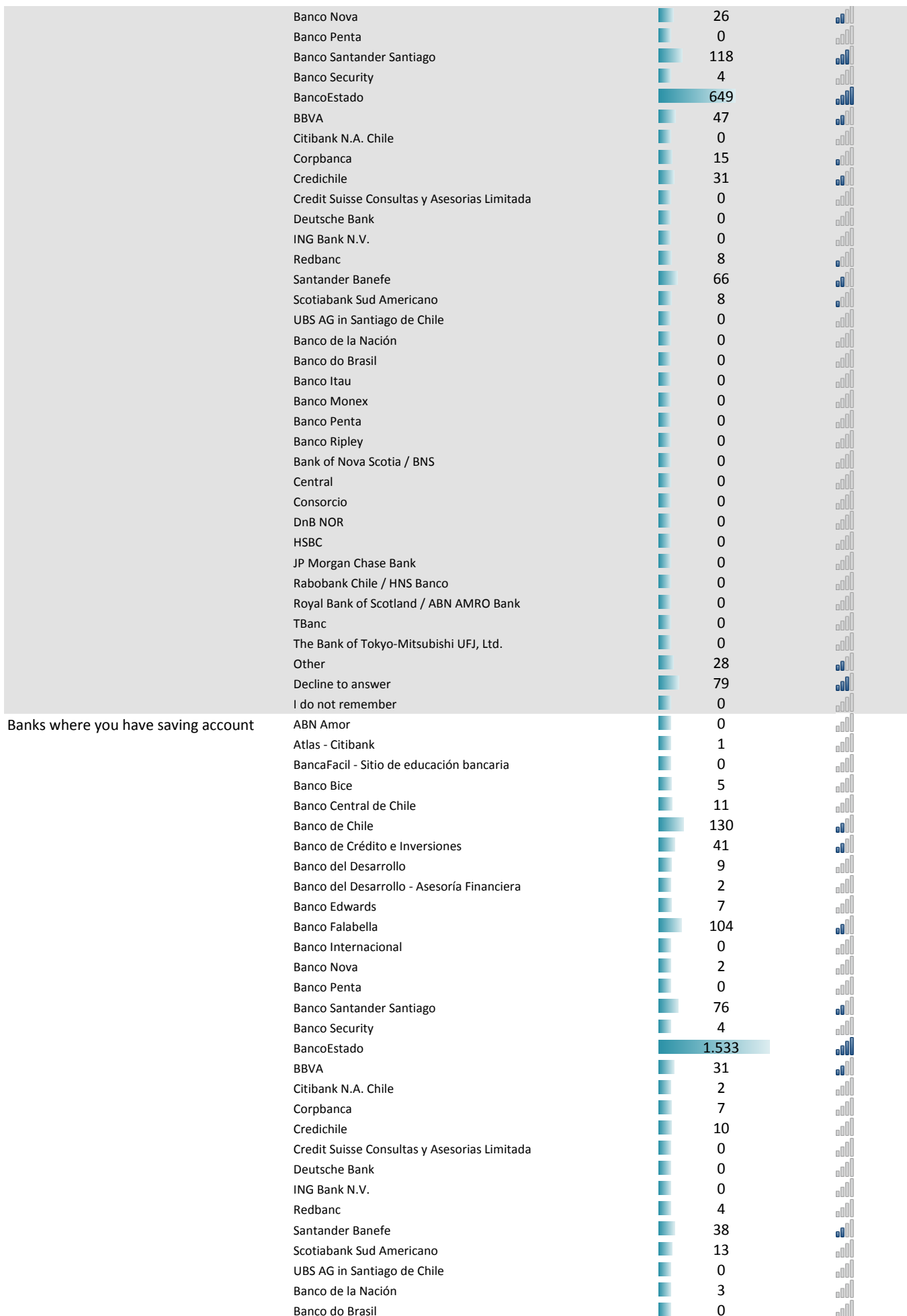
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

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

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Sex	Man	1.798	
	Woman	2.643	
Age	18-24	819	
	25-34	1.568	
	35-44	1.036	
	45-54	638	
	55-64	293	
	>=65	84	
Social class	ABC1	1.755	
	C2	2.024	
	C3	537	
	D	120	
	E	2	
Regions	I Region of Tarapacá	25	
	II Region of Antofagasta	86	
	III Region of Atacama	24	
	IV Region of Coquimbo	92	
	V Region of Valparaíso	455	
	VI Region of Libertador General Bernardo O'Higgins	119	
	VII Region of Maule	118	
	VIII Region of Bío Bío	356	
	IX Region of La Araucanía	116	
	X Region of los Lagos	117	
	XI Region of Aysén del General Carlos Ibañez del Campo	10	
	XII Region of Magallanes & la Antártica Chilena	26	
	XIII Region Metropolitana	2.795	
	XIV Region of Los Ríos	57	
	XV Region of Arica & Parinacota	35	
Grouped regions	North	719	
	South	925	
	Metropolitan region	2.795	

Hired financial products and level of savings		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Currently hired financial products	Checking account	2.382	
	Demand deposit	1.177	
	Saving account or book	2.027	
	Term deposit	574	
	Mortgage loan	828	
	Car loan	252	
	Personal and consumer loans	1.301	
	Another type of loan	211	
	CREDIT card from a financial institution	1.838	
	DEBIT card from a financial institution	2.044	
	Trading houses or retail cards	1.840	
	Checkbook	1.491	
	Market investments / Shares	167	
	Pension plan / retirement	431	
	Mutual funds	351	
	Bills / Bonds / Debentures	36	
	Other	148	
Household savings	Less than \$500.000 Pesos	1.220	
	Between \$500.001 and \$750.000 Pesos	392	
	Between \$750.001 and \$1.000.000 Pesos	322	
	Between \$1.000.001 and \$1.250.000 Pesos	187	
	Between \$1.250.001 and \$1.500.000 Pesos	150	
	Between \$1.500.001 and \$2.000.000 Pesos	168	
	Between \$2.000.001 and \$2.500.000 Pesos	130	
	Between \$2.500.001 and \$3.000.000 Pesos	107	
	Between \$3.000.001 and \$3.500.000 Pesos	66	
	Between \$3.500.001 and \$5.000.000 Pesos	128	
	Between \$5.000.001 and \$7.500.000 Pesos	135	
	Between \$7.500.001 and \$10.000.000 Pesos	104	
	More than \$10.000.000 Pesos	234	
	I do not remember	403	
Decline to answer	688		

Hired financial institutions		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Banks where you have checking account	ABN Amor	1	
	Atlas - Citibank	1	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	29	
	Banco Central de Chile	28	
	Banco de Chile	499	
	Banco de Crédito e Inversiones	321	
	Banco del Desarrollo	6	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	63	
	Banco Falabella	194	
	Banco Internacional	2	
	Banco Nova	5	
	Banco Penta	0	
	Banco Santander Santiago	485	
	Banco Security	43	
	BancoEstado	614	
	BBVA	196	
	Citibank N.A. Chile	7	
	Corpbanca	78	
	Credichile	10	
	Credit Suisse Consultas y Asesorias Limitada	1	
	Deutsche Bank	1	
	ING Bank N.V.	1	
	Redbanc	13	
	Santander Banefe	118	
	Scotiabank Sud Americano	108	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	82	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	5	
	Bank of Nova Scotia / BNS	2	
	Central	0	
	Consortio	5	
	DnB NOR	0	
	HSBC	2	
	JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	1		
Royal Bank of Scotland / ABN AMRO Bank	0		
TBanc	63		
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0		
Other	23		
Decline to answer	150		
I do not remember	11		
Checking account or demand deposit	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	1	
	Banco Bice	9	
	Banco Central de Chile	9	
	Banco de Chile	81	
	Banco de Crédito e Inversiones	89	
	Banco del Desarrollo	5	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	6	
	Banco Falabella	64	
	Banco Internacional	1	



	Banco Itau	9	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	2	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consortio	7	
	DnB NOR	1	
	HSBC	0	
	JP Morgan Chase Bank	0	
	Rabobank Chile / HNS Banco	0	
	Royal Bank of Scotland / ABN AMRO Bank	0	
	TBanc	1	
	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
	Other	100	
	Decline to answer	127	
	I do not remember	16	
Banks where you have term deposit	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	11	
	Banco Central de Chile	2	
	Banco de Chile	98	
	Banco de Crédito e Inversiones	50	
	Banco del Desarrollo	1	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	11	
	Banco Falabella	46	
	Banco Internacional	3	
	Banco Nova	0	
	Banco Penta	0	
	Banco Santander Santiago	67	
	Banco Security	5	
	BancoEstado	112	
	BBVA	31	
	Citibank N.A. Chile	0	
	Corpbanca	39	
	Credichile	0	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	0	
	Redbanc	1	
	Santander Banefe	15	
	Scotiabank Sud Americano	7	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	6	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	1	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consortio	5	
	DnB NOR	0	
	HSBC	0	
	JP Morgan Chase Bank	0	
	Rabobank Chile / HNS Banco	0	
	Royal Bank of Scotland / ABN AMRO Bank	0	
	TBanc	6	
	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
	Other	25	
	Decline to answer	67	
	I do not remember	11	
Banks where you have mortgage	ABN Amor	0	

Atlas - Citibank	0	
BancaFacil - Sitio de educación bancaria	0	
Banco Bice	8	
Banco Central de Chile	2	
Banco de Chile	89	
Banco de Crédito e Inversiones	40	
Banco del Desarrollo	18	
Banco del Desarrollo - Asesoría Financiera	4	
Banco Edwards	13	
Banco Falabella	22	
Banco Internacional	0	
Banco Nova	0	
Banco Penta	1	
Banco Santander Santiago	125	
Banco Security	3	
BancoEstado	208	
BBVA	59	
Citibank N.A. Chile	0	
Corpbanca	37	
Credichile	5	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	0	
ING Bank N.V.	0	
Redbanc	1	
Santander Banefe	28	
Scotiabank Sud Americano	42	
UBS AG in Santiago de Chile	0	
Banco de la Nación	0	
Banco do Brasil	0	
Banco Itau	16	
Banco Monex	0	
Banco Penta	0	
Banco Ripley	1	
Bank of Nova Scotia / BNS	0	
Central	0	
Consortio	6	
DnB NOR	0	
HSBC	0	
JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	3	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
Other	41	
Decline to answer	76	
I do not remember	11	

Banks where you have a car loan

ABN Amor	0	
Atlas - Citibank	0	
BancaFacil - Sitio de educación bancaria	0	
Banco Bice	0	
Banco Central de Chile	0	
Banco de Chile	27	
Banco de Crédito e Inversiones	9	
Banco del Desarrollo	3	
Banco del Desarrollo - Asesoría Financiera	1	
Banco Edwards	3	
Banco Falabella	22	
Banco Internacional	0	
Banco Nova	0	
Banco Penta	0	
Banco Santander Santiago	23	
Banco Security	3	
BancoEstado	24	
BBVA	15	
Citibank N.A. Chile	0	

Corpbanca	3	
Credichile	3	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	0	
ING Bank N.V.	0	
Redbanc	0	
Santander Banefe	6	
Scotiabank Sud Americano	8	
UBS AG in Santiago de Chile	0	
Banco de la Nación	0	
Banco do Brasil	0	
Banco Itau	5	
Banco Monex	0	
Banco Penta	0	
Banco Ripley	2	
Bank of Nova Scotia / BNS	0	
Central	0	
Consortio	1	
DnB NOR	0	
HSBC	0	
JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	1	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
Other	26	
Decline to answer	39	
I do not remember	18	

Banks where you have personal loan

ABN Amor	0	
Atlas - Citibank	0	
BancaFacil - Sitio de educación bancaria	0	
Banco Bice	7	
Banco Central de Chile	3	
Banco de Chile	188	
Banco de Crédito e Inversiones	133	
Banco del Desarrollo	7	
Banco del Desarrollo - Asesoría Financiera	0	
Banco Edwards	16	
Banco Falabella	126	
Banco Internacional	0	
Banco Nova	16	
Banco Penta	2	
Banco Santander Santiago	178	
Banco Security	12	
BancoEstado	242	
BBVA	107	
Citibank N.A. Chile	3	
Corpbanca	39	
Credichile	46	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	1	
ING Bank N.V.	0	
Redbanc	4	
Santander Banefe	70	
Scotiabank Sud Americano	36	
UBS AG in Santiago de Chile	0	
Banco de la Nación	0	
Banco do Brasil	0	
Banco Itau	28	
Banco Monex	0	
Banco Penta	0	
Banco Ripley	44	
Bank of Nova Scotia / BNS	0	
Central	0	
Consortio	4	

	DnB NOR	0	
	HSBC	0	
	JP Morgan Chase Bank	0	
	Rabobank Chile / HNS Banco	0	
	Royal Bank of Scotland / ABN AMRO Bank	0	
	TBanc	14	
	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
	Other	94	
	Decline to answer	101	
	I do not remember	12	
Banks where you have other loans	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	0	
	Banco Central de Chile	1	
	Banco de Chile	13	
	Banco de Crédito e Inversiones	9	
	Banco del Desarrollo	4	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	0	
	Banco Falabella	16	
	Banco Internacional	2	
	Banco Nova	0	
	Banco Penta	0	
	Banco Santander Santiago	18	
	Banco Security	1	
	BancoEstado	41	
	BBVA	7	
	Citibank N.A. Chile	0	
	Corpbanca	4	
	Credichile	4	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	0	
	Redbanc	0	
	Santander Banefe	2	
	Scotiabank Sud Americano	2	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	6	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	8	
	Bank of Nova Scotia / BNS	0	
	Central	0	
Consorcio	0		
DnB NOR	0		
HSBC	0		
JP Morgan Chase Bank	0		
Rabobank Chile / HNS Banco	0		
Royal Bank of Scotland / ABN AMRO Bank	0		
TBanc	1		
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0		
Other	32		
Decline to answer	31		
I do not remember	12		
Banks where you have credit card	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	21	
	Banco Central de Chile	9	
	Banco de Chile	443	
	Banco de Crédito e Inversiones	236	
Banco del Desarrollo	2		

Banco del Desarrollo - Asesoría Financiera	0	
Banco Edwards	51	
Banco Falabella	191	
Banco Internacional	0	
Banco Nova	10	
Banco Penta	0	
Banco Santander Santiago	406	
Banco Security	33	
BancoEstado	406	
BBVA	163	
Citibank N.A. Chile	9	
Corpbanca	61	
Credichile	29	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	0	
ING Bank N.V.	0	
Redbanc	7	
Santander Banefe	109	
Scotiabank Sud Americano	80	
UBS AG in Santiago de Chile	0	
Banco de la Nación	0	
Banco do Brasil	0	
Banco Itau	64	
Banco Monex	0	
Banco Penta	0	
Banco Ripley	32	
Bank of Nova Scotia / BNS	0	
Central	0	
Consortio	3	
DnB NOR	0	
HSBC	0	
JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	47	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
Other	30	
Decline to answer	101	
I do not remember	12	

































Banks where you have debit card		
ABN Amor	0	
Atlas - Citibank	0	
BancaFacil - Sitio de educación bancaria	0	
Banco Bice	22	
Banco Central de Chile	6	
Banco de Chile	331	
Banco de Crédito e Inversiones	264	
Banco del Desarrollo	8	
Banco del Desarrollo - Asesoría Financiera	0	
Banco Edwards	46	
Banco Falabella	150	
Banco Internacional	1	
Banco Nova	29	
Banco Penta	0	
Banco Santander Santiago	389	
Banco Security	35	
BancoEstado	878	
BBVA	140	
Citibank N.A. Chile	4	
Corpbanca	55	
Credichile	33	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	0	
ING Bank N.V.	0	
Redbanc	14	
Santander Banefe	105	

	Scotiabank Sud Americano	77	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	59	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	11	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consortio	8	
	DnB NOR	0	
	HSBC	0	
	JP Morgan Chase Bank	0	
	Rabobank Chile / HNS Banco	0	
	Royal Bank of Scotland / ABN AMRO Bank	0	
	TBanc	47	
	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
	Other	13	
	Decline to answer	82	
	I do not remember	8	
Banks where you have investments	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	2	
	Banco Central de Chile	0	
	Banco de Chile	44	
	Banco de Crédito e Inversiones	9	
	Banco del Desarrollo	1	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	4	
	Banco Falabella	1	
	Banco Internacional	0	
	Banco Nova	0	
	Banco Penta	0	
	Banco Santander Santiago	12	
	Banco Security	6	
	BancoEstado	13	
	BBVA	1	
	Citibank N.A. Chile	0	
	Corpbanca	4	
	Credichile	1	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	0	
	Redbanc	0	
	Santander Banefe	0	
	Scotiabank Sud Americano	4	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	1	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	0	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consortio	2	
	DnB NOR	0	
	HSBC	0	
	JP Morgan Chase Bank	0	
	Rabobank Chile / HNS Banco	0	
	Royal Bank of Scotland / ABN AMRO Bank	0	
	TBanc	0	
	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	

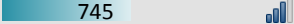
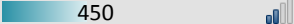

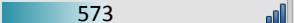
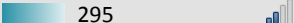
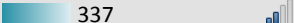
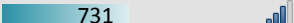
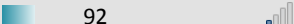
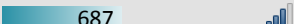
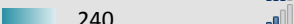
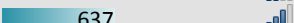
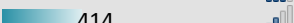
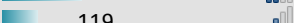
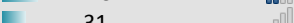
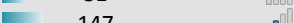
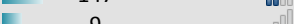
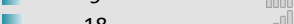










































	Other	25	
	Decline to answer	29	
	I do not remember	12	
Banks where you have pension plan	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	9	
	Banco Central de Chile	0	
	Banco de Chile	19	
	Banco de Crédito e Inversiones	14	
	Banco del Desarrollo	0	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	1	
	Banco Falabella	0	
	Banco Internacional	0	
	Banco Nova	0	
	Banco Penta	1	
	Banco Santander Santiago	12	
	Banco Security	15	
	BancoEstado	41	
	BBVA	17	
	Citibank N.A. Chile	0	
	Corpbanca	10	
	Credichile	1	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	3	
	Redbanc	0	
	Santander Banefe	3	
	Scotiabank Sud Americano	3	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	0	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	0	
	Bank of Nova Scotia / BNS	0	
Central	0		
Consortio	25		
DnB NOR	0		
HSBC	0		
JP Morgan Chase Bank	0		
Rabobank Chile / HNS Banco	0		
Royal Bank of Scotland / ABN AMRO Bank	0		
TBanc	0		
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0		
Other	86		
Decline to answer	87		
I do not remember	75		
Banks where you have investment funds	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	11	
	Banco Central de Chile	0	
	Banco de Chile	54	
	Banco de Crédito e Inversiones	31	
	Banco del Desarrollo	2	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	6	
	Banco Falabella	20	
	Banco Internacional	0	
	Banco Nova	0	
	Banco Penta	1	
Banco Santander Santiago	38		

Banco Security	7	
BancoEstado	49	
BBVA	15	
Citibank N.A. Chile	0	
Corpbanca	5	
Credichile	0	
Credit Suisse Consultas y Asesorias Limitada	0	
Deutsche Bank	0	
ING Bank N.V.	1	
Redbanc	0	
Santander Banefe	6	
Scotiabank Sud Americano	14	
UBS AG in Santiago de Chile	0	
Banco de la Nación	0	
Banco do Brasil	0	
Banco Itau	11	
Banco Monex	0	
Banco Penta	0	
Banco Ripley	0	
Bank of Nova Scotia / BNS	0	
Central	0	
Consortio	5	
DnB NOR	0	
HSBC	1	
JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	0	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
Other	28	
Decline to answer	48	
I do not remember	21	

Main financial institution		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Main financial institution	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	17	
	Banco Central de Chile	19	
	Banco de Chile	444	
	Banco de Crédito e Inversiones	325	
	Banco del Desarrollo	10	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	48	
	Banco Falabella	183	
	Banco Internacional	0	
	Banco Nova	32	
	Banco Penta	0	
	Banco Santander Santiago	461	
	Banco Security	28	
	BancoEstado	1.668	
	BBVA	159	
	Citibank N.A. Chile	3	
	Corpbanca	52	
	Credichile	33	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	0	
	Redbanc	5	
	Santander Banefe	143	
	Scotiabank Sud Americano	74	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	1	
	Banco do Brasil	0	
	Banco Itau	47	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	7	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consorcio	4	
	DnB NOR	0	
	HSBC	0	
	JP Morgan Chase Bank	0	
Rabobank Chile / HNS Banco	0		
Royal Bank of Scotland / ABN AMRO Bank	0		
TBanc	48		
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	1		
Other	52		
Decline to answer	449		
I do not remember	109		
Years with the main financial institution	Less than 1 year	305	
	Between 1 and 2 years	655	
	Between 3 and 5 years	1.075	
	More than 5 years	2.185	
	I do not remember	178	
	Decline to answer	43	

Interaction with the financial institution and credit cards		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Interaction with the financial institution	In the bank branch through its staff	1.560	
	In the bank branch through its ATM	1.395	
	Through the phone of the bank branches	284	
	Through Internet	3.436	
	Mobile phone	720	
	I do not remember	32	
	Decline to answer	140	
Banking via Internet	Consult information about my accounts	3.170	
	Make money transfers via Internet	3.093	
	Purchase / hire investment products	1.443	
	Other bank operations	274	
	I do not remember	7	
	Decline to answer	44	
Frequency of banking via Internet	Many times a week	1.555	
	Once a week	849	
	Once every 15 days	505	
	Once a month	367	
	Less frequently	120	
	I do not remember	46	
	Decline to answer	38	
Credit cards hired	Visa	1.382	
	Mastercard	1.138	
	American Express	190	
	Diners Club	13	
	JCB	1	
	Discover	1	
	Other	10	
	I do not remember	19	
	Decline to answer	78	
Type of credit card hired	Gold	560	
	Platinum	452	
	Centurion	39	

Private banking		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Receive services from private banking	Yes	252	
	No	4.191	
Banks receive services from private banking	ABN Amor	0	
	Atlas - Citibank	0	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	5	
	Banco Central de Chile	3	
	Banco de Chile	48	
	Banco de Crédito e Inversiones	29	
	Banco del Desarrollo	1	
	Banco del Desarrollo - Asesoría Financiera	0	
	Banco Edwards	14	
	Banco Falabella	14	
	Banco Internacional	0	
	Banco Nova	1	
	Banco Penta	0	
	Banco Santander Santiago	39	
	Banco Security	2	
	BancoEstado	62	
	BBVA	10	
	Citibank N.A. Chile	0	
	Corpbanca	3	
	Credichile	2	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	0	
	ING Bank N.V.	0	
	Redbanc	1	
	Santander Banefe	9	
	Scotiabank Sud Americano	5	
	UBS AG in Santiago de Chile	0	
	Other	0	
	Decline to answer	21	
	I do not remember	6	
	Banco de la Nación	0	
	Banco do Brasil	0	
	Banco Itau	8	
	Banco Monex	0	
	Banco Penta	0	
	Banco Ripley	1	
	Bank of Nova Scotia / BNS	0	
	Central	0	
	Consortio	1	
	DnB NOR	0	
HSBC	0		
JP Morgan Chase Bank	0		
Rabobank Chile / HNS Banco	0		
Royal Bank of Scotland / ABN AMRO Bank	0		
TBanc	1		
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0		
Personal Manager for private banking services	Yes	141	
	No	74	
	I don't know	37	

Products and banks in the past		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Financial institution hired in the past	Checking account	745	
	Demand deposit	450	
	Saving account or book	1.000	
	Term deposit	573	
	Mortgage loan	295	
	Car loan	337	
	Personal and consumer loans	731	
	Another type of loan	92	
	CREDIT card from a financial institution	687	
	DEBIT card from a financial institution	240	
	Trading houses or retail cards	637	
	Checkbook	414	
	Market investments / Shares	119	
	Pension plan / retirement	31	
	Mutual funds	147	
	Bills / Bonds / Debentures	9	
	Other	18	
	I didn't have any other hired product	1.454	
Decline to answer	244		
Financial institution hired in the past	ABN Amor	1	
	Atlas - Citibank	24	
	BancaFacil - Sitio de educación bancaria	0	
	Banco Bice	19	
	Banco Central de Chile	20	
	Banco de Chile	461	
	Banco de Crédito e Inversiones	311	
	Banco del Desarrollo	70	
	Banco del Desarrollo - Asesoría Financiera	21	
	Banco Edwards	63	
	Banco Falabella	229	
	Banco Internacional	5	
	Banco Nova	36	
	Banco Penta	0	
	Banco Santander Santiago	423	
	Banco Security	21	
	BancoEstado	1.009	
	BBVA	155	
	Citibank N.A. Chile	39	
	Corpbanca	103	
	Credichile	105	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	2	
	ING Bank N.V.	0	
	Redbanc	11	
	Santander Banefe	214	
	Scotiabank Sud Americano	88	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	1	
	Banco do Brasil	0	
	Banco Itau	37	
	Banco Monex	1	
	Banco Penta	0	
Banco Ripley	56		
Bank of Nova Scotia / BNS	1		
Central	0		
Consortio	11		
DnB NOR	0		
HSBC	0		
JP Morgan Chase Bank	0		

Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	29	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	0	
Other	91	
Decline to answer	130	
I do not remember	101	

Products and banks in the future		Real delivery	Panel IR%
		Total panelists:	4.442
			86,8%
Intention of hiring financial products in the future	Checking account	649	
	Demand deposit	115	
	Saving account or book	347	
	Term deposit	392	
	Mortgage loan	773	
	Car loan	428	
	Personal and consumer loans	390	
	Another type of loan	90	
	CREDIT card from a financial institution	273	
	DEBIT card from a financial institution	86	
	Trading houses or retail cards	142	
	Checkbook	136	
	Market investments / Shares	127	
	Pension plan / retirement	69	
	Mutual funds	216	
	Bills / Bonds / Debentures	11	
	Other	5	
I have no intention of hiring any other product	1.712		
Decline to answer	201		
Financial institution you would hire	ABN Amor	0	
	Atlas - Citibank	2	
	BancaFacil - Sitio de educación bancaria	1	
	Banco Bice	34	
	Banco Central de Chile	29	
	Banco de Chile	579	
	Banco de Crédito e Inversiones	343	
	Banco del Desarrollo	25	
	Banco del Desarrollo - Asesoría Financiera	8	
	Banco Edwards	61	
	Banco Falabella	345	
	Banco Internacional	3	
	Banco Nova	34	
	Banco Penta	7	
	Banco Santander Santiago	365	
	Banco Security	35	
	BancoEstado	1.014	
	BBVA	201	
	Citibank N.A. Chile	11	
	Corpbanca	85	
	Credichile	43	
	Credit Suisse Consultas y Asesorias Limitada	0	
	Deutsche Bank	2	
	ING Bank N.V.	1	
	Redbanc	9	
	Santander Banefe	125	
	Scotiabank Sud Americano	94	
	UBS AG in Santiago de Chile	0	
	Banco de la Nación	0	
	Banco do Brasil	2	
	Banco Itau	74	
	Banco Monex	1	
	Banco Penta	0	
Banco Ripley	46		
Bank of Nova Scotia / BNS	5		
Central	3		
Consortio	19		
DnB NOR	0		
HSBC	3		
JP Morgan Chase Bank	1		

Rabobank Chile / HNS Banco	0	
Royal Bank of Scotland / ABN AMRO Bank	0	
TBanc	29	
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	2	
Other	59	
Decline to answer	145	
I do not remember	35	

i 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