



## Bank Panel



Spain

### Features

Panel size (ISO): 121.712

People profiled (ISO): 35.007

Estimated response rate (ISO): 42%

Updated: 15/12/2014

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

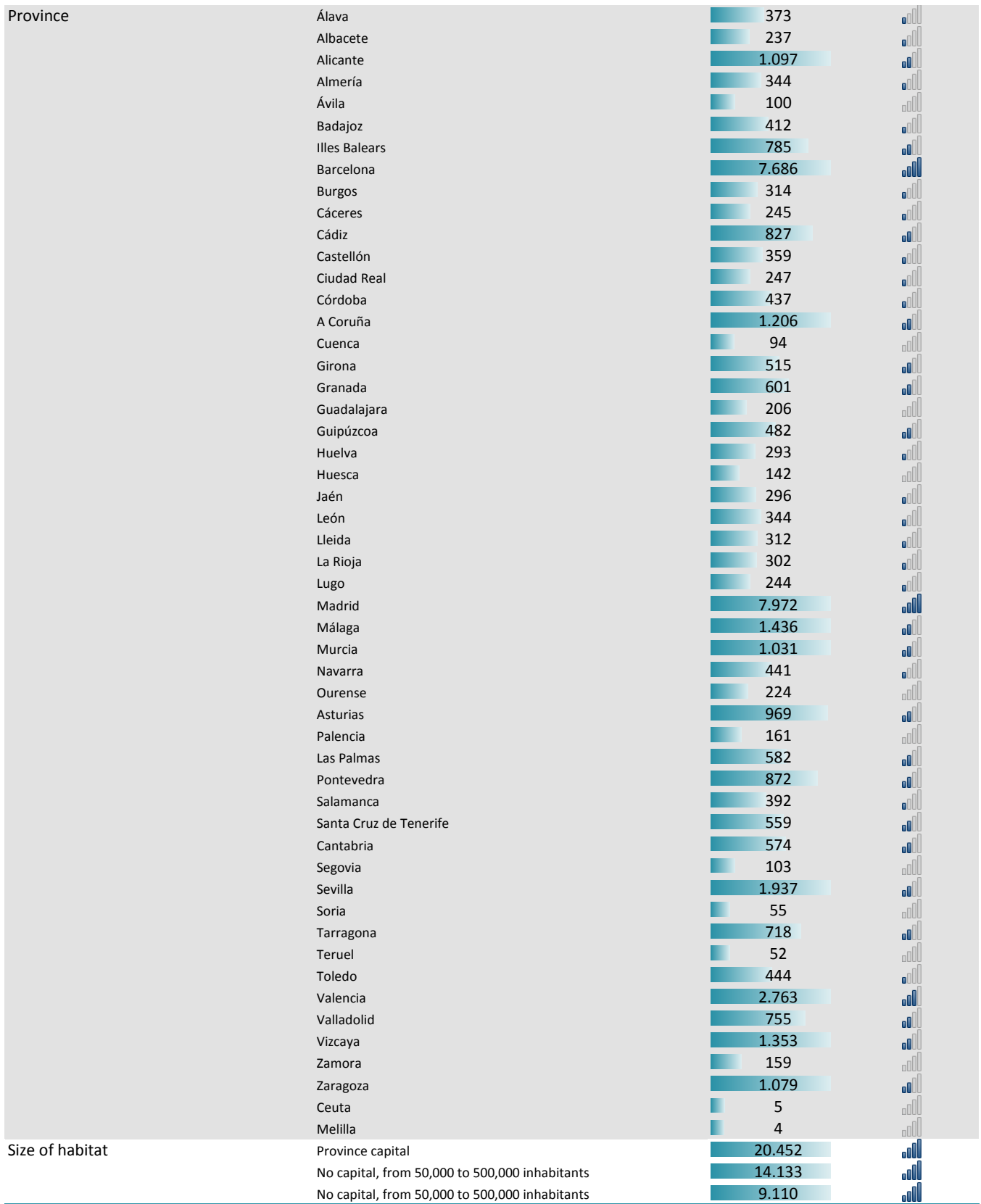
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

































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:	46.638
Sex	Man	19.820	
	Woman	24.127	
Age	14-18	59	
	19-24	3.717	
	25-34	12.088	
	35-44	14.958	
	45-54	8.462	
	55-64	3.553	
	>=65	946	
Social class	High	6.529	
	Medium high	21.387	
	Medium	11.913	
	Medium low	3.273	
	Low	268	
	Not defined	525	
Nielsen areas	Northeast / Catalunya & Balears	5.089	
	Levante	5.555	
	South / Andalucía	6.760	
	Center	3.571	
	Norwest	3.962	
	North Center	4.136	
	Canarias	1.141	
	AMB (Metropolitan Area Barcelona)	6.218	
	AMM (Metropolitan Area Madrid)	7.393	



Hired financial products and level of savings		Real delivery	Panel IR%
		Total panelists:	46.638
			92,7%
Currently hired financial products	Checking account or demand deposit	30.703	
	Saving account or book	24.890	
	Term deposit	10.643	
	Mortgage loan	17.984	
	Car loan	4.307	
	Personal and consumer loans	4.429	
	Another type of loan	935	
	CREDIT card from a financial institution	22.925	
	DEBIT card from a financial institution	26.166	
	Own establishments cards	18.625	
	Checkbook	3.184	
	Market investments / Shares	5.386	
	Pension plan / retirement	9.679	
	Mutual funds	3.917	
	Bills / Bonds / Debentures	634	
	Other	347	
Household savings	Less than 3.000 euros	5.320	
	Between 3.001 and 6.000 euros	2.145	
	Between 6.001 and 10.000 euros	1.786	
	Between 10.001 and 15.000 euros	1.408	
	Between 15.001 and 20.000 euros	1.082	
	Between 20.001 and 25.000 euros	798	
	Between 25.001 and 30.000 euros	697	
	Between 30.001 and 35.000 euros	776	
	Between 35.001 and 40.000 euros	341	
	Between 40.001 and 45.000 euros	316	
	Between 45.001 and 50.000 euros	459	
	Between 50.001 and 75.000 euros	449	
	Between 75.001 and 100.000 euros	558	
	More than 100.000 euros	292	
	I do not remember	1.532	
Decline to answer	6.262		



## Hired financial institutions

Real delivery

Panel IR%

Total panelists:

46.638

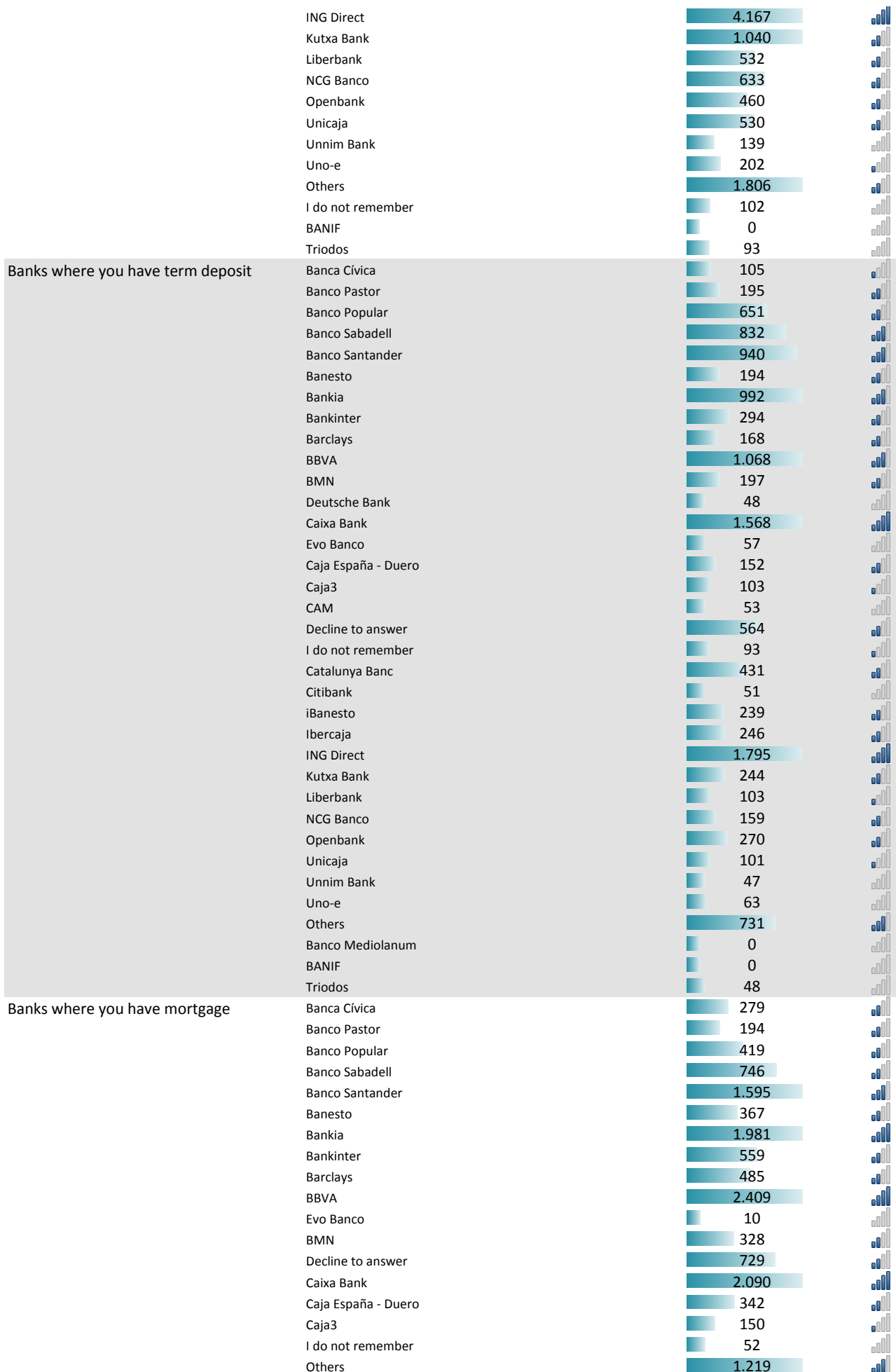
92,7%

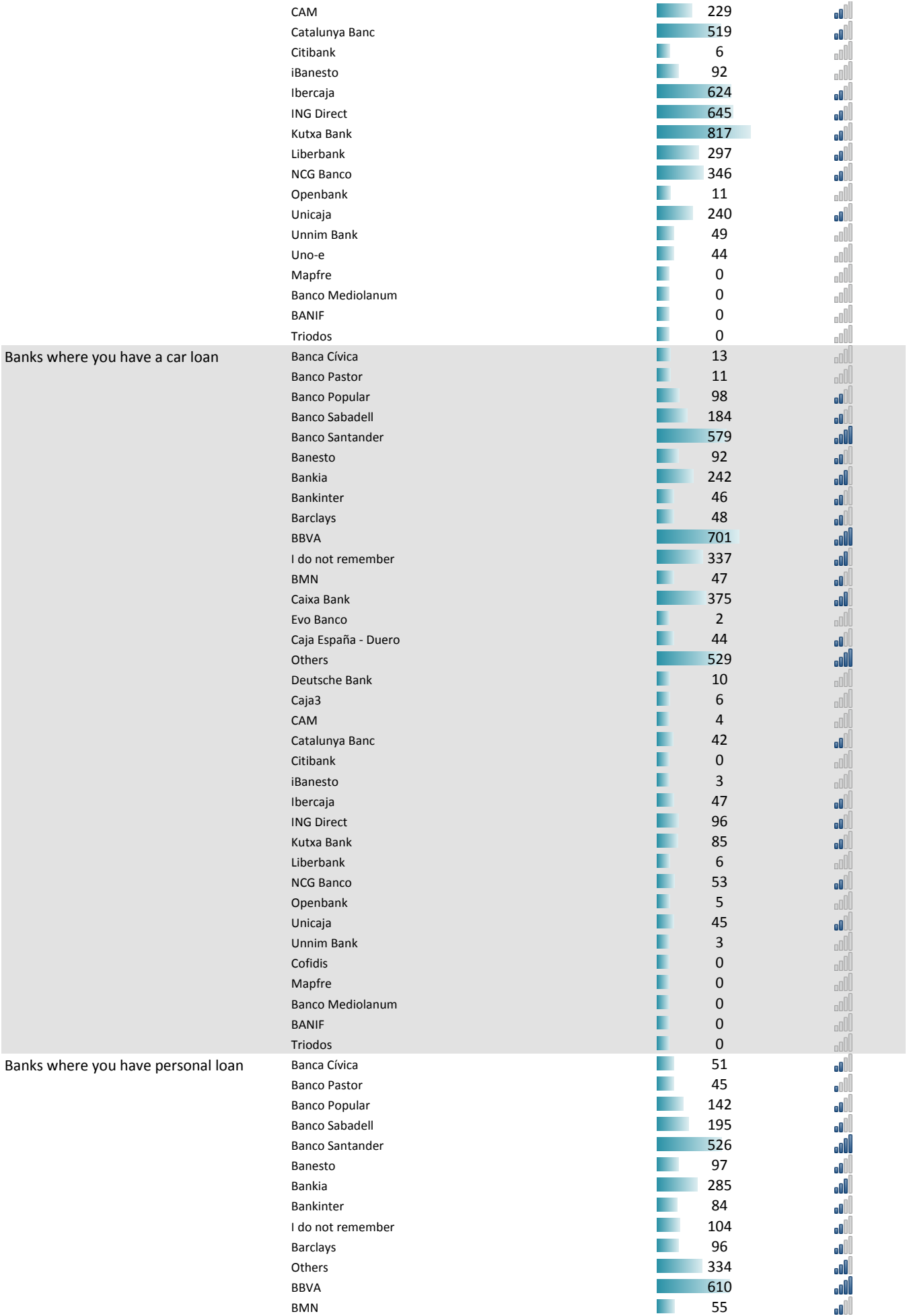
## Banks where you have checking account

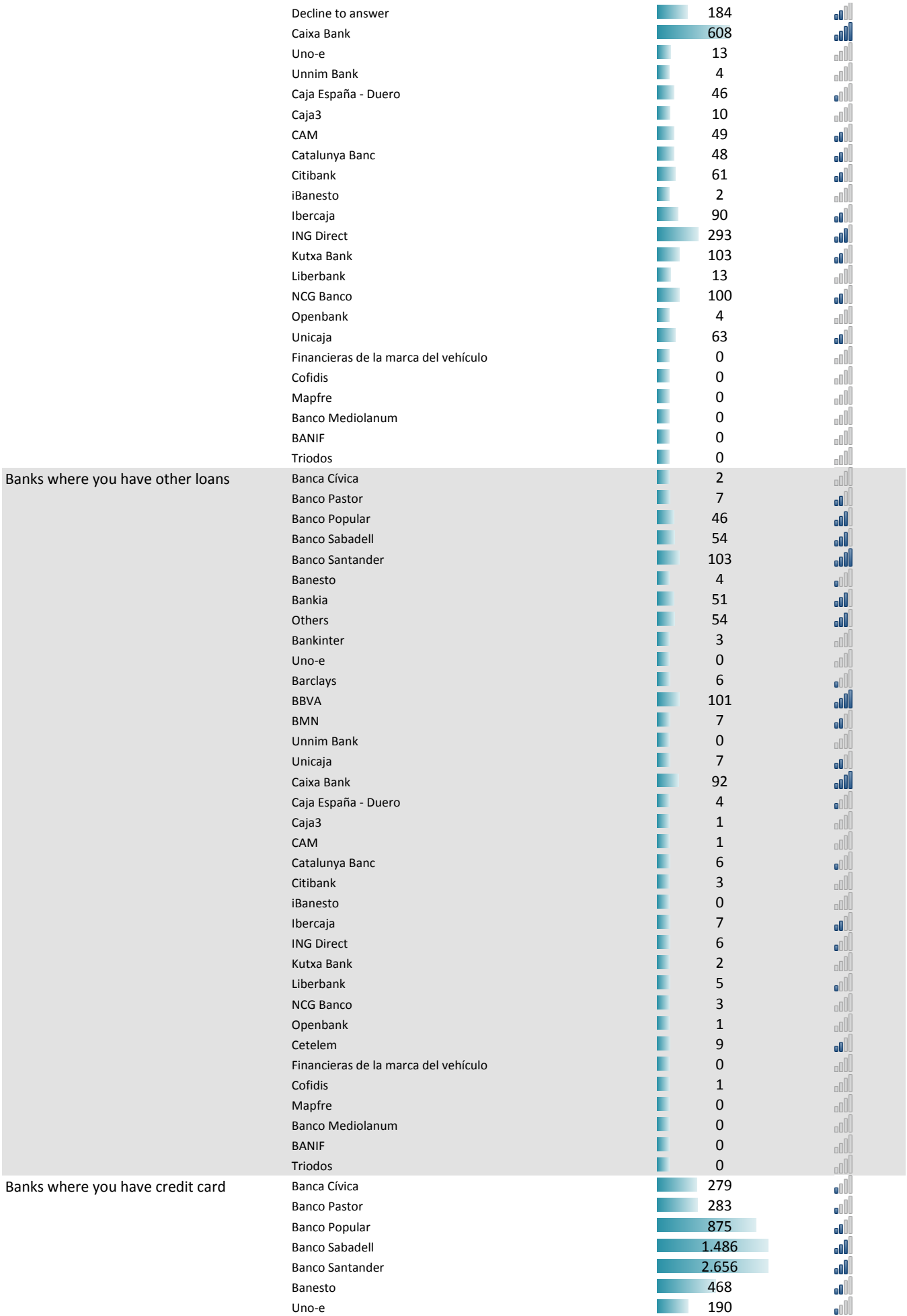
Banca Cívica	521	
Banco Pastor	534	
Banco Popular	1.383	
Banco Sabadell	2.382	
Banco Santander	4.353	
Banesto	814	
Bankia	3.621	
Bankinter	878	
Barclays	837	
BBVA	4.658	
BMN	661	
Caixa Bank	6.725	
Caja España - Duero	631	
Caja Laboral	300	
Caja3	300	
Cajamar	448	
CAM	287	
Catalunya Banc	1.298	
Cetelem	0	
Citibank	190	
Deutsche Bank	292	
Evo Banco	460	
iBanesto	527	
Ibercaja	908	
ING Direct	5.944	
Kutxa Bank	1.286	
Liberbank	496	
NCG Banco	826	
Openbank	934	
Unicaja	525	
Unnim Bank	178	
Uno-e	391	
Others	2.561	
I do not remember	52	
Decline to answer	1.235	
Triodos	167	

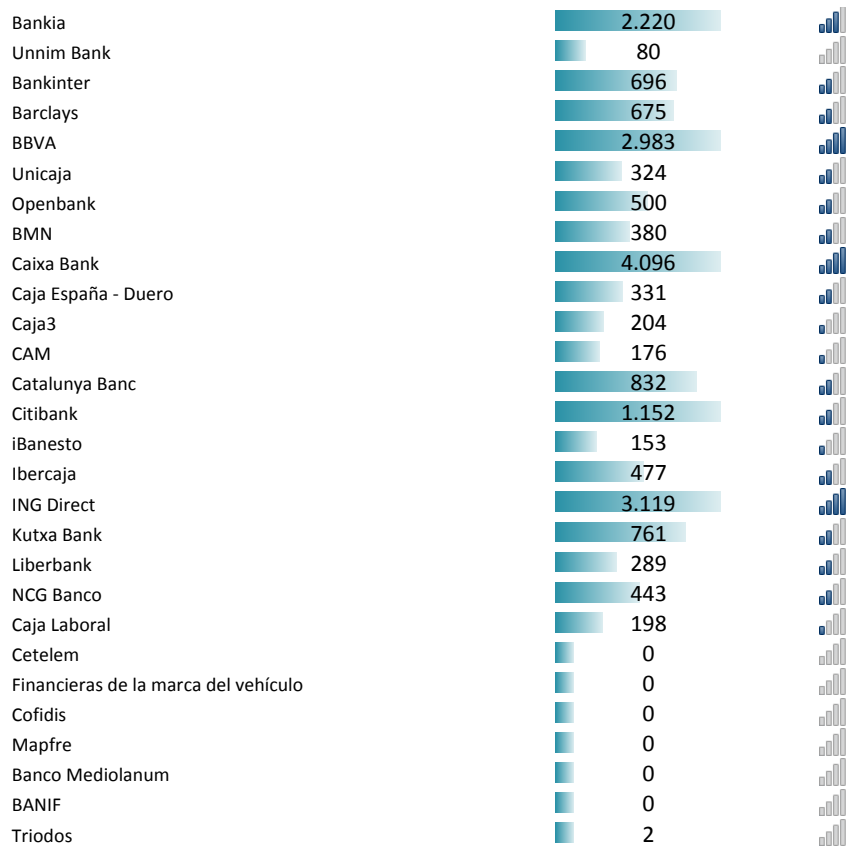
## Banks where you have saving account

Banca Cívica	507	
Banco Pastor	252	
Banco Popular	880	
Banco Sabadell	1.338	
Banco Santander	3.160	
Banesto	548	
Bankia	3.334	
Bankinter	280	
Barclays	355	
BBVA	3.304	
BMN	572	
Caixa Bank	4.836	
Cajamar	379	
Caja España - Duero	527	
Deutsche Bank	105	
Caja3	386	
CAM	312	
Catalunya Banc	979	
Evo Banco	299	
Decline to answer	1.038	
Citibank	93	
iBanesto	249	
Ibercaja	768	

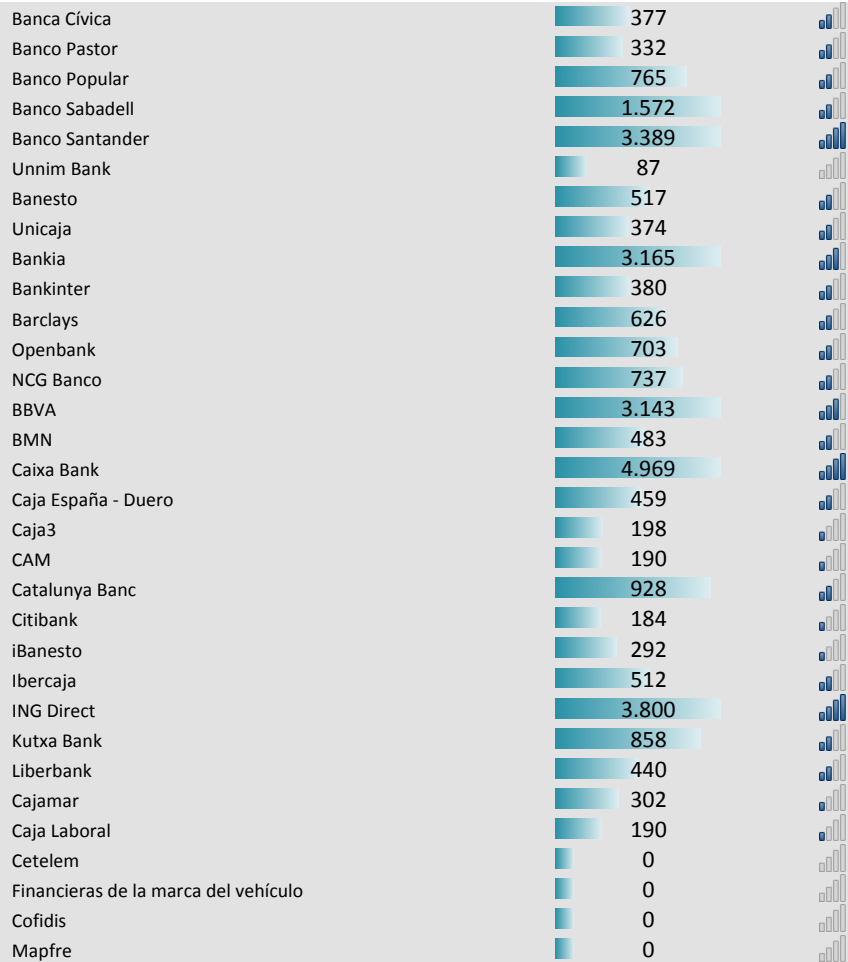




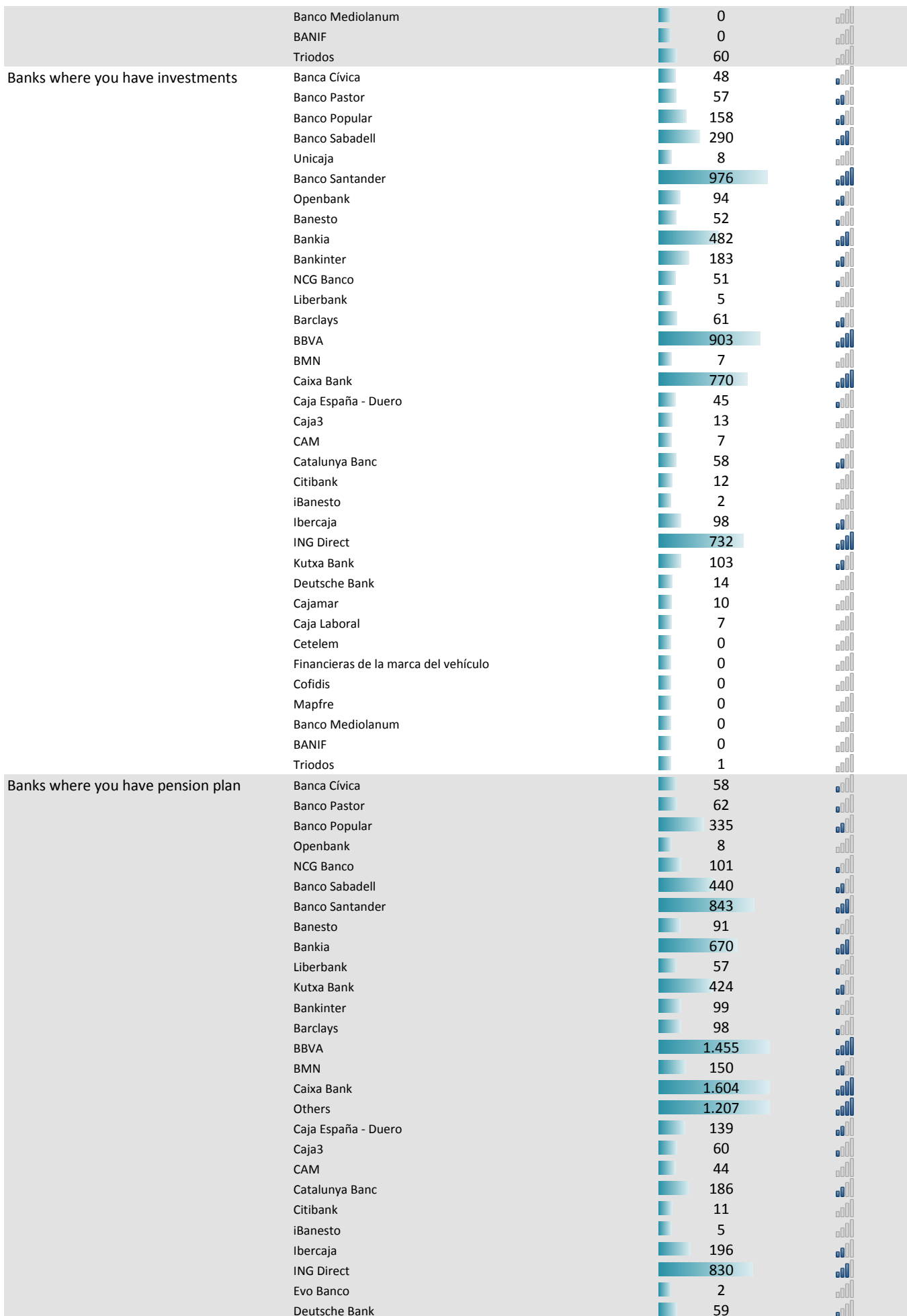


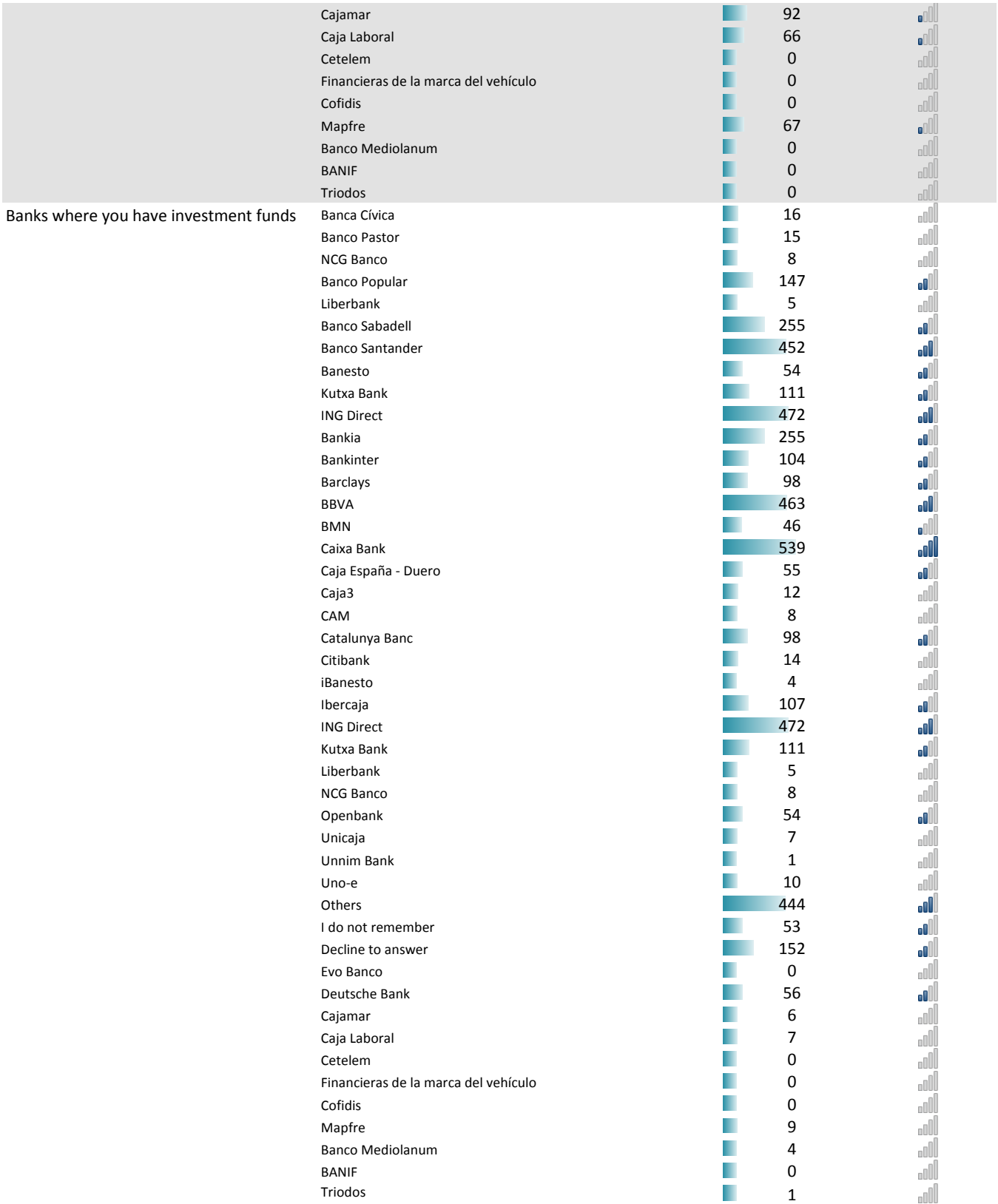


## Banks where you have debit card

































































































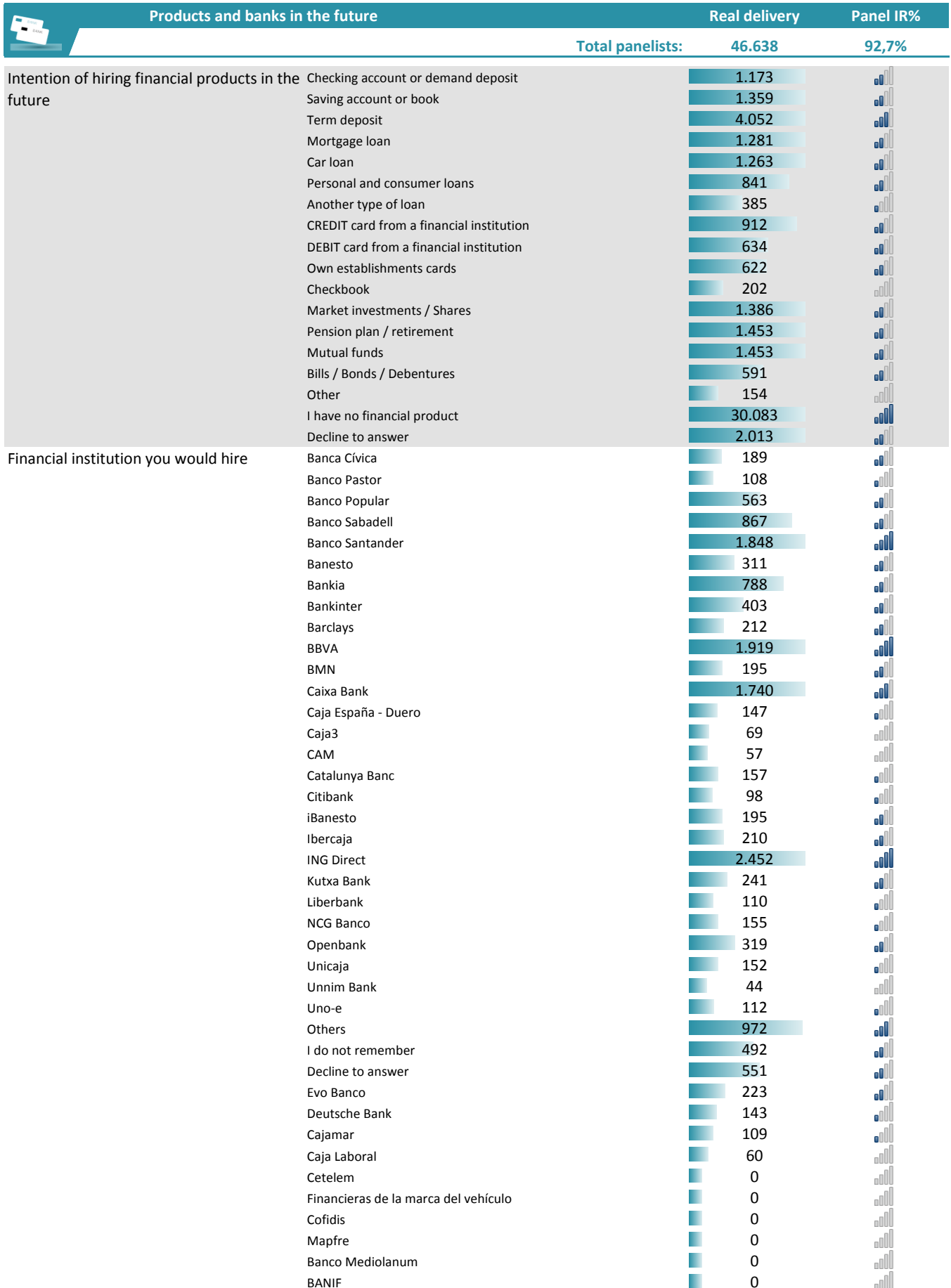


Main financial institution		Real delivery	Panel IR%
		Total panelists:	46.638
			92,7%
Main financial institution	Banca Cívica	152	
	Banco Pastor	0	
	Banco Popular	56	
	Banco Sabadell	6	
	Banco Santander	7	
	Banesto	0	
	Bankia	0	
	Bankinter	0	
	Barclays	9	
	BBVA	4	
	BMN	0	
	Caixa Bank	1	
	Caja España - Duero	567	
	Caja3	292	
	CAM	912	
	Catalunya Banc	1.887	
	Citibank	3.966	
	iBanesto	569	
	Ibercaja	3.816	
	ING Direct	566	
	Kutxa Bank	594	
	Liberbank	4.746	
	NCG Banco	624	
	Openbank	7.101	
	Unicaja	636	
	Unnim Bank	343	
	Uno-e	276	
	Others	1.057	
	I do not remember	50	
	Decline to answer	153	
	Evo Banco	858	
	Deutsche Bank	4.061	
	Cajamar	1.297	
	Caja Laboral	577	
Cetelem	836		
Financieras de la marca del vehículo	357		
Cofidis	626		
Mapfre	133		
Banco Mediolanum	104		
BANIF	2.369		
Triodos	489		
Years with the main financial institution	Less than 1 year	2.260	
	Between 1 and 2 years	321	
	Between 3 and 5 years	244	
	More than 5 years	489	
	I do not remember	290	
	Decline to answer	0	

Interaction with the financial institution and credit cards		Real delivery	Panel IR%
		Total panelists:	46.638
			92,7%
Interaction with the financial institution	In the bank branch through its staff	26.249	
	In the bank branch through its ATM	18.071	
	Through the phone of the bank branches	3.828	
	Through Internet	31.061	
	Mobile phone	7.150	
	I do not remember	147	
	Decline to answer	786	
	Via Tablet PC	2.170	
Banking via Internet	Consult information about my accounts	30.728	
	Make money transfers via Internet	25.138	
	Purchase / hire investment products	5.946	
	Other bank operations	767	
	I do not remember	56	
	Decline to answer	273	
Frequency of banking via Internet	Many times a week	12.241	
	Once a week	8.023	
	Once every 15 days	5.258	
	Once a month	3.804	
	Less frequently	1.573	
	I do not remember	579	
	Decline to answer	338	
Credit cards hired	Visa	19.807	
	Mastercard	9.421	
	American Express	1.698	
	Diners Club	92	
	JCB	8	
	Discover	8	
	Other	398	
	I do not remember	283	
	Decline to answer	517	
Type of credit card hired	Gold	6.919	
	Platinum	1.880	
	Centurion	578	
	None of them	0	

Private banking		Real delivery	Panel IR%
		Total panelists:	46.638
			92,7%
Receive services from private banking	No	35.197	
	Yes	2.957	
Banks receive services from private	Banca Cívica	13	
	Banco Pastor	54	
	Banco Popular	112	
	Banco Sabadell	208	
	Banco Santander	440	
	Banesto	56	
	Bankia	252	
	Bankinter	147	
	Barclays	146	
	BBVA	491	
	BMN	10	
	Caixa Bank	386	
	Caja España - Duero	6	
	Caja3	4	
	CAM	4	
	Catalunya Banc	52	
	Citibank	51	
	iBanesto	4	
	Ibercaja	53	
	ING Direct	159	
	Kutxa Bank	57	
	Liberbank	9	
	NCG Banco	18	
	Openbank	12	
	Unicaja	11	
	Unnim Bank	1	
	Uno-e	3	
	Others	160	
	I do not remember	52	
	Decline to answer	140	
	Evo Banco	2	
	Deutsche Bank	9	
	Cajamar	10	
Caja Laboral	4		
Cetelem	0		
Financieras de la marca del vehículo	0		
Cofidis	0		
Mapfre	0		
Banco Mediolanum	15		
BANIF	9		
Triodos	1		
Personal Manager for private banking services	Yes	1.896	
	No	803	
	I don't know	192	

Products and banks in the past		Real delivery	Panel IR%
		Total panelists:	46.638
			92,7%
Financial products hired in the past	Checking account or demand deposit	4.602	
	Saving account or book	5.983	
	Term deposit	7.048	
	Mortgage loan	5.347	
	Car loan	7.496	
	Personal and consumer loans	5.394	
	Another type of loan	945	
	CREDIT card from a financial institution	5.412	
	DEBIT card from a financial institution	3.783	
	Own establishments cards	2.555	
	Checkbook	3.769	
	Market investments / Shares	3.231	
	Pension plan / retirement	2.260	
	Mutual funds	3.173	
	Bills / Bonds / Debentures	1.481	
	Other	288	
	I have no financial product	14.959	
Decline to answer	2.132		
Financial institution hired in the past	Banca Cívica	718	
	Banco Pastor	380	
	Banco Popular	1.002	
	Banco Sabadell	1.151	
	Banco Santander	3.335	
	Banesto	1.070	
	Bankia	3.660	
	Bankinter	655	
	Barclays	485	
	BBVA	4.394	
	BMN	670	
	Caixa Bank	4.780	
	Caja España - Duero	553	
	Caja3	305	
	CAM	615	
	Catalunya Banc	1.178	
	Citibank	345	
	iBanesto	200	
	Ibercaja	688	
	ING Direct	1.723	
	Kutxa Bank	926	
	Liberbank	492	
	NCG Banco	743	
	Openbank	321	
	Unicaja	544	
	Unnim Bank	227	
	Uno-e	102	
	Others	1.888	
	I do not remember	814	
	Decline to answer	682	
	Evo Banco	55	
	Deutsche Bank	193	
	Cajamar	340	
	Caja Laboral	242	
Cetelem	0		
Financieras de la marca del vehículo	0		
Cofidis	0		
Mapfre	0		
Banco Mediolanum	0		
BANIF	0		
Triodos	5		





Other available financial information

Household income

Panelist's monthly salary

Information about insurances hired



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