



Consumers panel



Chile

Features

Panel size (ISO): 47.260
 People profiled (ISO): 47.260
 Estimated response rate (ISO): 39%
 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.



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:



GENERAL POPULATION		Real delivery	Panel IR%
		Total panelists:	18.529
			100,0%
Sex	Man	7.013	
	Woman	11.515	
Age	<14	30	
	14-18	479	
	19-24	4.575	
	25-34	6.653	
	35-44	3.602	
	45-54	1.799	
	55-64	966	
	>=65	423	
Employment status	Occupationally active (full-time)	10.717	
	Occupationally active (half-time)	1.953	
	Retired / pensioner	432	
	Student	1.766	
	Student with job	1.306	
	Housework	1.085	
	Unemployed	1.180	
Purchase responsible	Myself	7.115	
	Another person	4.129	
	Shared responsibility	7.321	
Main income contributor	Myself	5.857	
	Another person	6.714	
	Shared responsibility	5.992	
Level of education	Postgraduate (Master, PhD or equivalent)	1.216	
	Complete university studies	6.000	
	Complete technical / incomplete univ.	7.141	
	Incomplete technical	1.204	
	Medium complete	2.436	
	Medium incomplete	396	
	Complete elementary	82	
	Incomplete elementary	50	
	Uneducated	27	
Marital status	Single	10.524	
	Married	4.738	
	Divorced	583	
	Separated	693	
	Widow/er	138	
	Free union	1.826	

Social class	ABC1	6.692	
	C2	8.789	
	C3	2.357	
	D	666	
	E	57	
Regions	I Region of Tarapacá	195	
	II Region of Antofagasta	362	
	III Region of Atacama	174	
	IV Region of Coquimbo	480	
	V Region of Valparaíso	2.016	
	VI Region of Libertador General Bernardo O'Higgins	536	
	VII Region of Maule	669	
	VIII Region of Bío Bío	1.822	
	IX Region of La Araucanía	691	
	X Region of los Lagos	605	
	XI Region of Aysén del General Carlos Ibañez del Campo	67	
	XII Region of Magallanes & la Antártica Chilena	143	
	XIII Region Metropolitana	10.129	
	XIV Region of Los Ríos	382	
	XV Region of Arica & Parinacota	187	
Grouped regions	North	3.417	
	South	4.918	
	Metropolitan region	10.129	
Number of children	None	11.156	
	1	3.197	
	2	2.441	
	3	1.219	
	4	346	
	5 or more	143	
Number of people in household	Lives alone	1.118	
	2	3.205	
	3	4.354	
	4	4.794	
	5 or more	5.090	



Further information

Parenting Magazines

Newspapers

TV Channels

Radio Stations

Supermarkets in which he/she buys

Store /main shop where most shopping is done

Types of stores where you usually do your shopping.

Foodstuffs type: pastries, cookies ... you buy for your home

Diaper brands bought for their children

Nonalcoholic beer



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