

Consumers panel



Colombia

Features

Panel size (ISO): 57.966

People profiled (ISO): 57.966

Estimated response rate (ISO): 39%

Updated: 15/12/2014




































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

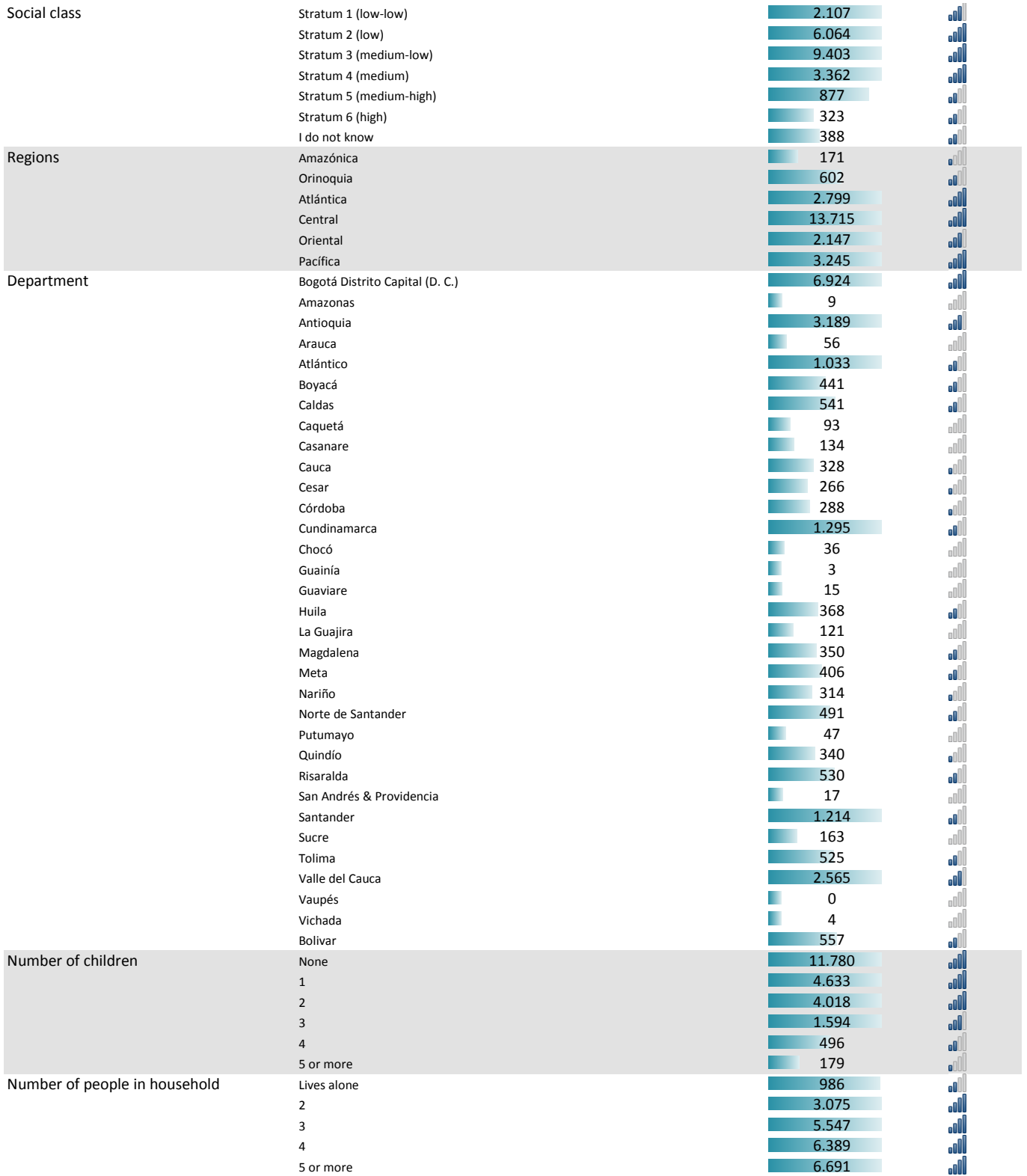
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

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% 

GENERAL POPULATION		Real delivery	Panel IR%
		Total panelists:	100,0%
Sex	Man	10.295	
	Woman	12.415	
Age	<14	23	
	14-18	1.102	
	19-24	4.793	
	25-34	6.559	
	35-44	4.914	
	45-54	3.532	
	55-64	1.469	
	>=65	312	
Employment status	Occupationally active (full-time)	11.360	
	Occupationally active (half-time)	3.119	
	Retired / pensioner	839	
	Student	2.033	
	Student with job	1.895	
	Housework	1.450	
	Unemployed	1.954	
Purchase responsible	Myself	9.744	
	Another person	3.983	
	Shared responsibility	9.161	
Main income contributor	Myself	7.730	
	Another person	6.165	
	Shared responsibility	9.037	
Level of education	Incomplete basic primary school	68	
	Basic primary school	181	
	Basic secondary school	4.741	
	Vocational secondary education	4.229	
	University studies	11.408	
	Postgraduate studies (specialization, masters and doctorate)	2.246	
Marital status	Single	10.595	
	Married	5.783	
	Divorced	562	
	Separated	1.128	
	Widow/er	204	
	Free union	4.428	





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