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.



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%	.11	<1% all	<5% ull	<10% 4	>=10% .1

GENERAL P	OPULATION		Real delivery	Panel IR%
		Total panelists:	22.709	100,0%
Sex	Man		10.295	.00
	Woman		12.415	الان
∖ge	<14		23	ال00
	14-18		1.102	الاس
	19-24		4.793	الاوه
	25-34		6.559	ال00
	35-44		4.914	أآاه
	45-54		3.532	
	55-64		1.469	الم
	>=65		312	أأاله
mployment status	Occupationally active (full-time)		11.360	.00
	Occupationally active (half-time)		3.119	
	Retired / pensioner		839	االم
	Student		2.033	
	Student with job		1.895	
	Housework		1.450	
	Unemployed		1.954	
urchase responsible	Myself		9.744	.00
·	Another person		3.983	
	Shared responsibility		9.161	
Nain income contributor	Myself		7.730	الم
	Another person		6.165	
	Shared responsibility		9.037	.00
evel of education	Incomplete basic primary school		68	.000
	Basic primary school		181	•nN]
	Basic secondary school		4.741	أآل
	Vocational secondary education		4.229	.00
	University studies		11.408	.00
	Postgraduate studies (specialization, masters and doctorate)		2.246	
Narital status	Single		10.595	
	Married		5.783	الم
	Divorced		562	
	Separated		1.128	
	Widow/er		204	•000
	Free union		4.428	.00

Social class	Stratum 1 (low-low)	2.107	.00
	Stratum 2 (low)	6.064	.00
	Stratum 3 (medium-low)	9.403	
	Stratum 4 (medium)	3.362	الأوه
	Stratum 5 (medium-high)	877	
	Stratum 6 (high)	323	الم
	I do not know	388	.0]
Regions	Amazónica	171	000
-0 -	Orinoquia	602	
	Atlántica	2.799	000
	Central	13.715	.00
	Oriental	2.147	.00
	Pacífica	3.245	.00
Department	Bogotá Distrito Capital (D. C.)	6.924	.000
2 opar timent	Amazonas	9	a00
	Antioquia	3.189	• ••
	Arauca	56	a00
	Atlántico	1.033	•00
	Boyacá	441	
	Caldas	541	
		93	•00 •00
	Caquetá		.DDU
	Casanare	134	
	Cauca	328	•00
	Cesar	266	•00
	Córdoba	288	•00
	Cundinamarca	1.295	••
	Chocó	36	.00
	Guainía	3	.000
	Guaviare	15	.00
	Huila	368	اله
	La Guajira	121	.00
	Magdalena	350	الاس
	Meta	406	•000
	Nariño	314	•00
	Norte de Santander	491	
	Putumayo	47	.00
	Quindío	340	•00
	Risaralda	530	.00
	San Andrés & Providencia	17	.00
	Santander	1.214	.00
	Sucre	163	.00
	Tolima	525	.00
	Valle del Cauca	2.565	.00
	Vaupés	0	.000
	Vichada	4	.000
	Bolivar	557	
Number of children	None	11.780	.00
	1	4.633	.000
	2	4.018	.000
	3	1.594	.00
	4	496	
	5 or more	179	000
Number of people in household	Lives alone	986	
	2	3.075	
	3	5.547	.00
	4	6.389	.00
	5 or more	6.691	.00
	2 3	0.031	uudii

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