



Bolivia

Features

Panel size (ISO): 210 People profiled (ISO): 210 Estimated response rate (ISO): 97%

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% | | | | <1% | | | <5% | | | | <10% | | | >=10% | | |

GENERAL F	POPULATION		Real delivery	Panel IR%
Т		Total panelists:	204	100,0%
Sex	Man		143	ا00
	Woman		61	.oOU
Age	<14		0	.000
	14-18		0	
	19-24		25	.oOU
	25-34		69	.oOU
	35-44		56	.000
	45-54		28	أأم
	55-64		20	الم
	>=65		4	.000
Employment status	Occupationally active (full-time)		114	.000
	Occupationally active (half-time)		34	.00
	Retired / pensioner		1	.000
	Student		15	.00
	Student with job		21	.00
	Housework		2	•00
	Unemployed		14	.00
Regions	Beni		1	•000
	Chuquisaca		15	.00
	Cochabamba		48	.000
	La Paz		72	.000
	Oruro		0	.000
	Pando		0	.000
	Potosí		6	•00
	Santa Cruz		47	.000
	Tarija		9	•00



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

net

Consumers panel



Costa Rica

Features

Panel size (ISO): 1.702 People profiled (ISO): 1.702 Estimated response rate (ISO): 27%

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% | | | | <1% | | | <5% | | | | <10% | | | >=10% | | |

GENERAL P	OPULATION		Real delivery	Panel IR%
		Total panelists:	467	100,0%
Sex	Man		245	.000
	Woman		221	ا000
Age	<14		0	00
	14-18		3	•000
	19-24		48	ا000
	25-34		118	ا000
	35-44		179	00
	45-54		97	00
	55-64		15	
	>=65		2	00
Employment status	Occupationally active (full-time)		236	•000
	Occupationally active (half-time)		72	•000
	Retired / pensioner		27	000
	Student		27	000
	Student with job		27	000
	Housework		53	.00
	Unemployed		16	•00
Regions	Alajuela		49	.00
	Cartago		44	•00
	Guanacaste		16	••0
	Heredia		63	•000
	Limón		11	••0
	Puntarenas		21	••0
	San José		259	.000



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





Ecuador

Features

Panel size (ISO): 3.028 People profiled (ISO): 3.028 Estimated response rate (ISO): 38%

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:

Man	GENERAL POP	ULATION		Real delivery	Panel IR%
Age	T .	<u> </u>	Total panelists:	1.176	100,0%
Age 14	Sex	Man		535	
14-18 19-24 173 25-34 25-34 35-44 404 45-54 55-64 55-64 55-65 8 Employment status Occupationally active (full-time) Cocupationally active (full-time) Fixed Pensioner Student with job Student with job Housework 101 Housework 10		Woman			
19-24	Age	<14			
25-34 279 35-44 404 41 45-54 218 45-54 60 45-56 8 60 45-56 8 60 60 60 60 60 60 60					-8
35-44 404 41-54 55-64 55-64 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 8 8 60 41-565 41-5		19-24			and the second s
45-54 218 35-64 60 36 55-64 60 36 36 36 36 36 36 36		25-34		279	.001
S5-64 S60 S60 S60 S60 S60 S60 S78 S60 S78 S60 S78 S78 S60 S78 S78 S78 S60 S78 S7		35-44			ال00
S = 65 8 8 1		45-54		218	ال00
Employment status		55-64		60	•00
Occupationally active (half-time)		>=65		8	•000
Retired / pensioner Student Student Student with job Housework Unemployed 40 Purchase responsible Myself Another person Shared responsibility Main income contributor Myself Another person Shared responsibility 456 all Manother person Shared responsibility 456 all Machin income contributor Myself Another person Shared responsibility 427 all Level of education Uneducated Complete elementary Incomplete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married Married Married Married United Separated 54 all 550 all 564 574	Employment status	Occupationally active (full-time)		578	ال00
Student Student Student Student Student Student With job Student Student With job		Occupationally active (half-time)		142	ال00
Student with job		Retired / pensioner		60	000
Housework		Student		143	.00
Unemployed 40 Purchase responsible Myself 536 Another person 181 Shared responsibility 456 Main income contributor Myself 475 Another person 270 Shared responsibility 427 Another person 270 Shared responsibility 427 Level of education Uneducated 0 Elementary incomplete 0 Complete elementary 1 Incomplete high school 25 Complete high school 25 Complete high school 305 Up to three years of higher education 305 4 or more years of college education (not graduate) 446 Graduate 180 Married 500 United 113 and Separated 544		Student with job		101	000
Purchase responsible Myself Another person Shared responsibility Main income contributor Myself Another person Shared responsibility Main income contributor Myself Another person Shared responsibility Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Marital status Marital status Married Married United United Separated 54		Housework		101	•00
Another person Shared responsibility Main income contributor Myself Another person Shared responsibility Another person Shared responsibility Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Marrital status Married United United United Separated A 56 all A 456 all A 475 all A 475 all A 407 all A 54 all A 56 all A 500 A 500 A 600 A 6		Unemployed		40	•00
Shared responsibility 456 Main income contributor Myself Another person Shared responsibility 427 Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Complete high school Up to three years of higher education 305 4 or more years of college education (not graduate) Graduate 180 Marrital status Single Married United 500 United 5113 Separated 54	Purchase responsible	Myself		536	.00
Main income contributor Myself Another person Shared responsibility Level of education Uneducated Complete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married United Married United Separated 475 427 427 427 428 427 429 427 401 427 401 427 401 427 401 427 401 427 401 427 401 427 401 427 401 427 401 427 401 427 401 401 401 401 401 401 401 40		Another person		181	00
Another person Shared responsibility Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married Married United Separated Another person 270 427 10 10 10 11 11 11 11 11 11 1		Shared responsibility		456	00
Shared responsibility Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married Married United Separated Shared responsibility 427 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Main income contributor	Myself		475	.00
Level of education Uneducated Elementary incomplete Complete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married United United Separated Uneducated 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		Another person		270	.00
Elementary incomplete Complete elementary Incomplete high school Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married Married United United Separated Elementary incomplete 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		Shared responsibility		427	.00
Complete elementary Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Married Married United United Separated Complete elementary 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Level of education	Uneducated		0	00
Incomplete high school Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Marrital status Single Married United United Separated 125 10 208 116 117 117 117 118 118 119 119 119 119 119 119 119 119		Elementary incomplete		0	00
Complete high school Up to three years of higher education 4 or more years of college education (not graduate) Graduate Marrital status Single Married United Separated Complete high school United Some deducation (not graduate) 446 180 180 180 180 181 180 180 180 180 180		Complete elementary		1	00
Up to three years of higher education 305 4 or more years of college education (not graduate) 446 Graduate 180 Marrital status Single 416 United 500 United 513 Separated 54		Incomplete high school		25	••0
A or more years of college education (not graduate) Graduate 180 Marrital status Married United Separated 446 180 180 180 180 180 180 180 18		Complete high school		208	_0
Graduate 180 of Marital status Single 416 of Married 500 of United 113 of Separated 54		Up to three years of higher education		305	.00
Graduate 180 and Marital status Single 416 and Married 500 and United 113 and Separated 54		4 or more years of college education (not gradu	ate)	446	_0
Marital status Single 416 Married 500 Married 113 Separated 54				180	
Married 500 United 113 Separated 54	Marital status	Single		416	
Separated 54		Married		500	_n
Separated 54		United		113	=0
		Separated		54	-01
Divorced 82 nill		Divorced		82	.00
Widow/er 2		Widow/er		2	

		_	-11
Regions	Azuay	46	00
	Bolívar	1	.000
	Cañar	1	
	Carchi	3	
	Chimborazo	24	••0
	Cotopaxi	11	•00 <u>U</u>
	El Oro	42	••0
	Esmeraldas	14	••0
	Galápagos	1	00
	Guayas	316	.000
	Imbabura	28	
	Loja	19	.000
	Los Ríos	16	000
	Manabí	59	.00
	Morona Santiago	2	00
	Napo	5	00
	Orellana	2	00
	Pastaza	8	•000
	Pichincha	466	.000
	Santa Elena	18	.000
	Santo Domingo de los Tsáchilas	32	.000
	Sucumbíos	10	•000
	Tungurahua	34	.000
	Zamora Chinchipe	3	000
Number of children	None	0	000
	1	219	.000
	2	304	.000
	3	156	.000
	4	40	.00
	5 or more	14	•000
Number of people in household	Lives alone	49	•000
, ,	2	158	.000
	3	252	.nl
	4	349	.00
	5 or more	360	.000
			0000

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



Features

Panel size (ISO): 1.110 People profiled (ISO): 1.110 Estimated response rate (ISO): 31%

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:	353	100,0%
Sex	Man		205	000
	Woman		147	.oOU
Age	<14		0	.00
	14-18		0	00
	19-24		53	ا00
	25-34		139	ا00
	35-44		108	.000
	45-54		37	.00
	55-64		8	•000
	>=65		5	••
Employment status	Occupationally active (full-time)		180	.00
, , , , , , , , , , , , , , , , , , , ,	Occupationally active (half-time)		33	.00
	Retired / pensioner		13	االاه
	Student		19	.00
	Student with job		19	.00
	Housework		13	.00
	Unemployed		69	.00
Regions	Ahuachapán		6	.00
_	Santa Ana		28	.00
	Sonsonate		6	•000
	La Libertad		61	.00
	Chalatenango		0	.000
	Cuscatlán		7	••0
	San Salvador		207	.00
	La Paz		2	•00
	Cabañas		0	00
	San Vicente		1	00
	Usulután		9	.000
	San Miguel		13	.000
	Morazán		2	•00
	La Unión		2	•000



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



Guatemala

Features

Panel size (ISO): 2.005 People profiled (ISO): 2.005 Estimated response rate (ISO): 16%

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 I	POPULATION		Real delivery	Panel IR%
		Total panelists:	321	100,0%
Sex	Man		172	.00
	Woman		149	الاه
Age	<14		0	.00
	14-18		1	00
	19-24		42	••0 1
	25-34		99	••0 1
	35-44		104	•00
	45-54		52	•00
	55-64		12	•000
	>=65		6	•00
Employment status	Occupationally active (full-time)		177	•00
	Occupationally active (half-time)		57	•00
	Retired / pensioner		5	0000
	Student		10	0000
	Student with job		21	.00
	Housework		10	••0
	Unemployed		32	.000
Regions	Alta Verapaz		4	•00
_	Baja Verapaz		0	.000
	Chimaltenango		6	•00
	Chiquimula		2	•000
	El Petén		0	.000
	El Progreso		1	.000
	El Quiché		0	.000
	Escuintla		2	•000
	Guatemala		241	••0
	Huehuetenango		4	••0
	Izabal		3	•000
	Jalapa		0	.000
	Jutiapa		0	.000
	Quetzaltenango		16	.00
	Retalhuleu		2	•000
	Sacatepéquez		13	•00
	San Marcos		2	•000
	Santa Rosa		0	.000
	Sololá		2	•000
	Suchitepéquez		3	•000
	Totonicapán		0	.000
	Zacapa		3	•000



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



Honduras

Features

Panel size (ISO): 218 People profiled (ISO): 218 Estimated response rate (ISO): 59%

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% | | | | <1% | | | <5% | | | | <10% | | | >=10% | | |

GENERAL F	POPULATION		Real delivery	Panel IR%
Т		Total panelists:	130	100,0%
Sex	Man		80	.00
	Woman		49	.oOU
Age	<14		0	00
	14-18		0	
	19-24		17	•00
	25-34		42	•00
	35-44		40	.00
	45-54		20	•00
	55-64		7	••0
	>=65		0	00
Employment status	Occupationally active (full-time)		63	.00
	Occupationally active (half-time)		15	.00
	Retired / pensioner		0	
	Student		0	n00U
	Student with job		15	ا00ء
	Housework		0	nO0 <u>l</u>
	Unemployed		31	ال00
Regions	Atlántida		7	ا000
	Choluteca		2	•00
	Colón		2	•00
	Comayagua		1	•00[
	Copán		2	•00
	Cortés		34	ا00ء
	El Paraíso		0	.000
	Francisco Morazán		63	ال00
	Gracias a Dios		0	.000
	Intibucá		1	•00
	Islas de la Bahía		0	ال00ء
	La Paz		0	00
	Lempira		0	
	Ocotepeque		0	
	Olancho		0	00
	Santa Bárbara		3	••0
	Valle		0	00
	Yoro		2	•000



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



Nicaragua

Features

Panel size (ISO): 779
People profiled (ISO): 779
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.



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 E	POPULATION		Real delivery	Panel IR%
" GENERALT		Total panelists:	332	100,0%
Sex	Man		193	ال00
	Woman		139	.00
Age	<14		1	.oOU
	14-18		4	.00
	19-24		68	.oOU
	25-34		88	ال00
	35-44		87	00
	45-54		63	.000
	55-64		15	.000
	>=65		1	00
Employment status	Occupationally active (full-time)		165	.00
	Occupationally active (half-time)		59	.00
	Retired / pensioner		59	.00
	Student		14	.00
	Student with job		14	•00
	Housework		0	00
	Unemployed		14	.000
Regions	Boaco		1	.000
	Carazo		9	••0
	Chinandega		11	••0
	Chontales		1	00
	Estelí		9	•0
	Granada		5	••0
	Jinotega		4	••0
	León		17	.00
	Madriz		1	00
	Managua		228	.000
	Masaya		9	••
	Matagalpa		12	••0
	Nueva Segovia		1	
	Rivas		6	.00
	Río San Juan		1	
	Atlántico Norte		3	•000
	Atlántico Sur		1	.000



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



Panama

Features

Panel size (ISO): 377
People profiled (ISO): 377
Estimated response rate (ISO): 32%

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 P	POPULATION		Real delivery	Panel IR%
T		Total panelists:	122	100,0%
Sex	Man		46	.00
	Woman		75	.000
Age	<14		0	.00
	14-18		1	•00
	19-24		10	.00
	25-34		23	.oOU
	35-44		35	.000
	45-54		39	.000
	55-64		7	.000
	>=65		3	.000
mployment status	Occupationally active (full-time)		90	.000
• •	Occupationally active (half-time)		0	.000
	Retired / pensioner		14	.000
	Student		14	.000
	Student with job		0	.000
	Housework		0	.000
	Unemployed		0	.000
egions	Bocas del Toro		1	•000
·	Coclé		1	•000
	Colón		5	.00
	Chiriquí		12	.000
	Darién		0	.00
	Herrera	i	0	.000
	Los Santos	i	1	•00
	Panama	i	87	.00
	Veraguas		9	.000
	Kuna Yala region	i	0	.00
	Emberá region	i	0	.000
	Ngöbe Buglé region	i	0	.000
	Madugandí Region	i	0	.000
	Wargandí Region	i	0	.000



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



Paraguay

Features

Panel size (ISO): 276 People profiled (ISO): 276 Estimated response rate (ISO): 74%

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 F	POPULATION		Real delivery	Panel IR%
ll ,		Total panelists:	204	100,0%
Sex	Man		108	00
	Woman		96	.00
Age	<14		0	.oOU
	14-18		4	•0
	19-24		30	اً 00
	25-34		52	•00L
	35-44		56	.oO()
	45-54		47	.000
	55-64		9	••0
	>=65		3	•00
Employment status	Occupationally active (full-time)		113	.000
	Occupationally active (half-time)		26	.000
	Retired / pensioner		0	00
	Student		8	.00
	Student with job		28	.000
	Housework		8	•00
	Unemployed		14	•00
Regions	Central		87	.00
	Alto Paraná		4	.00
	Asunción		82	00
	Itapúa		7	••0
	Caaguazú		1	•000
	San Pedro		1	•00
	Cordillera		0	00
	Paraguarí		0	00
	Concepción		2	••0
	Guairá		0	00
	Canindeyú		2	•000
	Caazapá		1	•000
	Amambay		0	00
	Misiones		2	.000
	Presidente Hayes		0	.000
	Ñeembucú		1	•000
	Boquerón		0	.000
	Alto Paraguay		0	.000



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



Features

Panel size (ISO): 18.224 People profiled (ISO): 18.224 Estimated response rate (ISO): 46%

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 PO	PULATION	Real delivery	Panel IR%
TT /	Total paneli		100,0%
Sex	Man	3.414	.00
	Woman	5.069	الاه
Age	<14	1	.00
	14-18	120	•00
	19-24	2.473	ال00ء
	25-34	2.539	٥٥٥ ا
	35-44	1.474	•00
	45-54	1.221	.00
	55-64	526	.00
	>=65	120	•00
Employment status	Occupationally active (full-time)	4.601	.00
	Occupationally active (half-time)	1.315	.00
	Retired / pensioner	71	•00
	Student	667	.00
	Student with job	656	.00
	Housework	553	.00
	Unemployed	577	.00
Purchase responsible	Myself	3.252	.00
	Another person	1.751	.000
	Shared responsibility	3.364	.000
Main income contributor	Myself	2.562	.000
	Another person	2.567	.000
	Shared responsibility	3.238	.000
evel of education	Uneducated	0	.000
	Until secondary, incomplete	8	.000
	Complete high school	88	.00
	Non-university higher education / incomplete university	750	.000
	Complete university studies	586	.000
	Graduate	203	.000
Marital status	Single	4.742	.000
	Married	2.043	.000
	United	920	.000
	Separated	371	•00
	Divorced	232	•00
	Widow/er	55	•000
Social class	High / Medium High - A	260	.00
	Medium - B	717	00
	Low high - C	521	.000
	Low low - D	103	.00
	Marginal - E	9	

Dogians	A	13	_n
Regions	Amazonas	13	00U -00
	Ancash	135 27	• • ••
	Apurímac 		00U
	Arequipa	561	•••
	Ayacucho	36	aDDU
	Cajamarca	94	
	Callao	398	00
	Cusco	204	•00
	Huancavelica	12	الان
	Huánuco	48	
	Ica	145	
	Junín	158	•00]
	La Libertad	426	•00
	Lambayeque	373	.00
	Lima	4.961	.00
	Loreto	73	•00
	Madre de Dios	28	
	Moquegua	49	•000
	Pasco	9	
	Piura	287	000
	Puno	109	000
	San Martín	98	0 00
	Tacna	118	0 00
	Tumbes	37	.000
	Ucayali	43	•000
	Provincia de Lima	14	.000
	Provincia Constitucional del Callao	12	.000
Number of children	None	11.116	•00
	1	1.339	.00
	2	699	.00
	3	206	.800
	4	58	00
	5 or more	41	.00
Number of people in household	Lives alone	428	•00
realiser of people in flousefiold	2	742	•000 •000
	3	1.545	.000
	4	1.995	.000
	5 or more	3.653	0000 000
	3 OF THORE	3.033	0000

Further information	
$oldsymbol{U}$	
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





Puerto Rico

Features

Panel size (ISO): 292 People profiled (ISO): 292 Estimated response rate (ISO): 95%

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% | | | | <1% | | | <5% | | | <10% | | | >=10% | | |

n GE	NERAL POPULATION		Real delivery	Panel IR%
		Total panelists:	277	100,0%
Sex	Man		77	.00
	Woman		200	ا000
Age	<14		0	.000
	14-18		3	00
	19-24		28	ا00
	25-34		56	ا00
	35-44		67	.000
	45-54		94	.000
	55-64		21	.00
	>=65		5	•00
Employment status	Occupationally active (full-time)		95	.000
	Occupationally active (half-time)		20	•00
	Retired / pensioner		44	.000
	Student		37	.000
	Student with job		14	.00
	Housework		34	.000
	Unemployed		25	•00

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



Features

Panel size (ISO): 226 People profiled (ISO): 226 Estimated response rate (ISO): 45%

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 P	OPULATION		Real delivery	Panel IR%
		Total panelists:	103	100,0%
Sex	Man		41	.00
	Woman		61	ال00
Age	<14		0	
	14-18		5	•00
	19-24		14	.oOU
	25-34		24	.oOU
	35-44		28	.000
	45-54		20	.000
	55-64		6	•00
	>=65		1	••0
Employment status	Occupationally active (full-time)		41	.00
	Occupationally active (half-time)		11	.00
	Retired / pensioner		1	• • 0
	Student		12	•00
	Student with job		18	.00
	Housework		4	•000
	Unemployed		9	.00
Regions	Azua		0	.000
	Bahoruco		0	.000
	Barahona		1	••0
	Dajabón		0	.000
	Duarte		0	00
	Elías Piña		0	00
	El Seibo		0	00
	Espaillat		0	00
	Hato Mayor		0	00
	Hermanas Mirabal		0	00
	Independencia		0	00
	La Altagracia		0	00
	La Romana		2	• • 000
	La Vega		1	••0
	María Trinidad Sánchez		0	.000
	Monseñor Nouel		0	00
	Montecristi		0	00
	Monte Plata		0	.000
	Pedernales		0	.000
	Peravia		0	.000
	Puerto Plata		1	•000
	Samaná		0	.000
	Sánchez Ramírez		0	.000
	San Cristóbal		3	••00

San José de Ocoa	0	00
San Juan	0	00
San Pedro de Macorís	1	••0 <u>0</u> 0
Santiago	12	000
Santiago Rodríguez	0	00
Santo Domingo	24	.000
Valverde	0	00
Distrito Nacional - Santo Domingo	43	

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





Uruguay

Features

Panel size (ISO): 2.000 People profiled (ISO): 2.000 Estimated response rate (ISO): 55%

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 I	POPULATION		Real delivery	Panel IR%
		Total panelists:	1.117	100,0%
Sex	Man		352	•01
	Woman		764	.00
Age	<14		0	00
	14-18		2	
	19-24		123	.00
	25-34		277	.00
	35-44		353	.000
	45-54		272	.000
	55-64		54	•00
	>=65		32	•00
Employment status	Occupationally active (full-time)		549	.00
	Occupationally active (half-time)		152	.000
	Retired / pensioner		115	.000
	Student		49	•000
	Student with job		104	•00
	Housework		50	•00
	Unemployed		88	000
Regions	Montevideo		573	.00
	Artigas		7	•000
	Canelones		171	.000
	Cerro Largo		19	•000
	Colonia		46	•000
	Durazno		2	00
	Flores		5	-000
	Florida		20	••0
	Lavalleja		13	••
	Maldonado		63	.00
	Paysandú		30	.00
	Río Negro		9	•000
	Rivera		14	••0
	Rocha		23	••0
	Salto		26	•000
	San José		24	•000
	Soriano		17	•000
	Tacuarembó		30	••0
	Treinta y tres		15	•00



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





Venezuela

Features

Panel size (ISO): 3.822 People profiled (ISO): 3.822 Estimated response rate (ISO): 22% 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%	.10	<1% ill	<5% ₁₁	<10% il	>=10% .1

GENERAL PO	OPULATION		Real delivery	Panel IR%
		Total panelists:	868	100,0%
Sex	Man		451	.00
	Woman		417	.000
Age	<14		1	
	14-18		31	الم
	19-24		71	الم
	25-34		120	الم
	35-44		178	.000
	45-54		236	أاه
	55-64		160	.oOŪ
	>=65		67	.00
mployment status	Occupationally active (full-time)		445	.000
	Occupationally active (half-time)		129	.000
	Retired / pensioner		29	.00
	Student		53	.00
	Student with job		72	.00
	Housework		52	.00
	Unemployed		78	.00
urchase responsible	Myself		388	.00
	Another person		118	.000
	Shared responsibility		358	.000
Nain income contributor	Myself		378	.000
	Another person		149	.000
	Shared responsibility		338	.000
evel of education	Uneducated		0	.00
	Childhood Education		0	.000
	Children age		34	الاس
	Secondary and Professional education		243	.00
	University studies		455	.000
	Postgraduate studies (specialization, masters and doctorate)		130	.00
1arital status	Single		352	.00
	Married		312	000
	Divorced		87	.00
	Separated		25	.000
	Widow/er		8	•000
	Free union		77	.00

Regions	Amazonas		0	.000
Negion3	Anzoátegui		29	•00
	Apure		1	a00
	Aragua		45	• ••
	Barinas		6	•000
	Bolívar		41	•000
	Carabobo		61	000
	Cojedes		3	a00
	Delta Amacuro		1	000
	Federal dependencies		0	00
	Capital district		252	.000
	Falcón		15	•00
	Guárico		6	•000
	Lara		52	••• •
	Mérida		21	••00
	Miranda		140	.000
	Monagas		18	.000
	Nueva Esparta		12	.000
	Portuguese		11	أأاه ا
	Sucre		8	000
	Táchira		32	000
	Trujillo		3	.000
	Vargas		8	•000
	Yaracuy		8	•000
	Zulia		75	.00
	Venezuela		5	
	Guayana Esequiba		0	.000
Number of children	None	_	364	.000
	1		136	.a0Î
	2		187	.00Û
	3		116	.a0Î
	4		34	000
	5 or more		24	•00
Number of people in household	Lives alone		28	
	2		111	.000
	3		208	.000
	4		231	الم
	5 or more		283	.000

Further information
lacksquare
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

net

Consumers panel



Rest of Latin America

Features

Panel size (ISO): 2.197 People profiled (ISO): 2.197 Estimated response rate (ISO): 46%

Updated: 15/12/2014

Países: Bolivia, Costa Rica, República Domincana, Ecuador, Guatemala, Honduras, Nicaragua, Panamá, Puerto Rico, Paraguay, El Salvador, Uruguay 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:

n G	ENERAL POPULATION		Real delivery	Panel IR%
II		Total panelists:	3.336	100,0%
Sex	Man		2.197	.00
	Woman		2.602	.oOU
Age	<14		1	.oOU
	14-18		55	00
	19-24		631	•0 0
	25-34		1.266	•0 0
	35-44		1.517	.000
	45-54		987	.000
	55-64		234	•00
	>=65		70	•00
Employment status	Occupationally active (full-time)		2.401	.00
	Occupationally active (half-time)		621	.00
	Retired / pensioner		339	.00
	Student		348	.00
	Student with job		382	.00
	Housework		275	.00
	Unemployed		352	.00

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