Consumers panel

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.

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:		**204**	**100,0%**
Sex	Man	143	
	Woman	61	
Age	<14	0	
	14-18	0	
	19-24	25	
	25-34	69	
	35-44	56	
	45-54	28	
	55-64	20	
	>=65	4	
Employment status	Occupationally active (full-time)	114	
	Occupationally active (half-time)	34	
	Retired / pensioner	1	
	Student	15	
	Student with job	21	
	Housework	2	
	Unemployed	14	
Regions	Beni	1	
	Chuquisaca	15	
	Cochabamba	48	
	La Paz	72	
	Oruro	0	
	Pando	0	
	Potosí	6	
	Santa Cruz	47	
	Tarija	9	

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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

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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.

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

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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

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Consumers panel

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.

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:		**1.176**	**100,0%**
Sex	Man	535	
	Woman	640	
Age	<14	0	
	14-18	32	
	19-24	173	
	25-34	279	
	35-44	404	
	45-54	218	
	55-64	60	
	>=65	8	
Employment status	Occupationally active (full-time)	578	
	Occupationally active (half-time)	142	
	Retired / pensioner	60	
	Student	143	
	Student with job	101	
	Housework	101	
	Unemployed	40	
Purchase responsible	Myself	536	
	Another person	181	
	Shared responsibility	456	
Main income contributor	Myself	475	
	Another person	270	
	Shared responsibility	427	
Level of education	Uneducated	0	
	Elementary incomplete	0	
	Complete elementary	1	
	Incomplete high school	25	
	Complete high school	208	
	Up to three years of higher education	305	
	4 or more years of college education (not graduate)	446	
	Graduate	180	
Marital status	Single	416	
	Married	500	
	United	113	
	Separated	54	
	Divorced	82	
	Widow/er	2	

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

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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

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Consumers panel

El Salvador

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.

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

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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

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Consumers panel

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.

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

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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

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Consumers panel

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.

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:		**130**	**100,0%**
Sex	Man	80	
	Woman	49	
Age	<14	0	
	14-18	0	
	19-24	17	
	25-34	42	
	35-44	40	
	45-54	20	
	55-64	7	
	>=65	0	
Employment status	Occupationally active (full-time)	63	
	Occupationally active (half-time)	15	
	Retired / pensioner	0	
	Student	0	
	Student with job	15	
	Housework	0	
	Unemployed	31	
Regions	Atlántida	7	
	Choluteca	2	
	Colón	2	
	Comayagua	1	
	Copán	2	
	Cortés	34	
	El Paraíso	0	
	Francisco Morazán	63	
	Gracias a Dios	0	
	Intibucá	1	
	Islas de la Bahía	0	
	La Paz	0	
	Lempira	0	
	Ocotepeque	0	
	Olancho	0	
	Santa Bárbara	3	
	Valle	0	
	Yoro	2	

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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

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Consumers panel

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.

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

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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

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Consumers panel

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.

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:		**122**	**100,0%**
Sex	Man	46	
	Woman	75	
Age	<14	0	
	14-18	1	
	19-24	10	
	25-34	23	
	35-44	35	
	45-54	39	
	55-64	7	
	>=65	3	
Employment status	Occupationally active (full-time)	90	
	Occupationally active (half-time)	0	
	Retired / pensioner	14	
	Student	14	
	Student with job	0	
	Housework	0	
	Unemployed	0	
Regions	Bocas del Toro	1	
	Coclé	1	
	Colón	5	
	Chiriquí	12	
	Darién	0	
	Herrera	0	
	Los Santos	1	
	Panama	87	
	Veraguas	9	
	Kuna Yala region	0	
	Emberá region	0	
	Ngöbe Buglé region	0	
	Madugandí Region	0	
	Wargandí Region	0	

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Supermarkets in which he/she buys

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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

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Consumers panel

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.

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

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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

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Consumers panel

net quest

Peru

Features

Panel size (ISO): 18.224

People profiled (ISO): 18.224

Estimated response rate (ISO): 46%

Updated: 15/12/2014

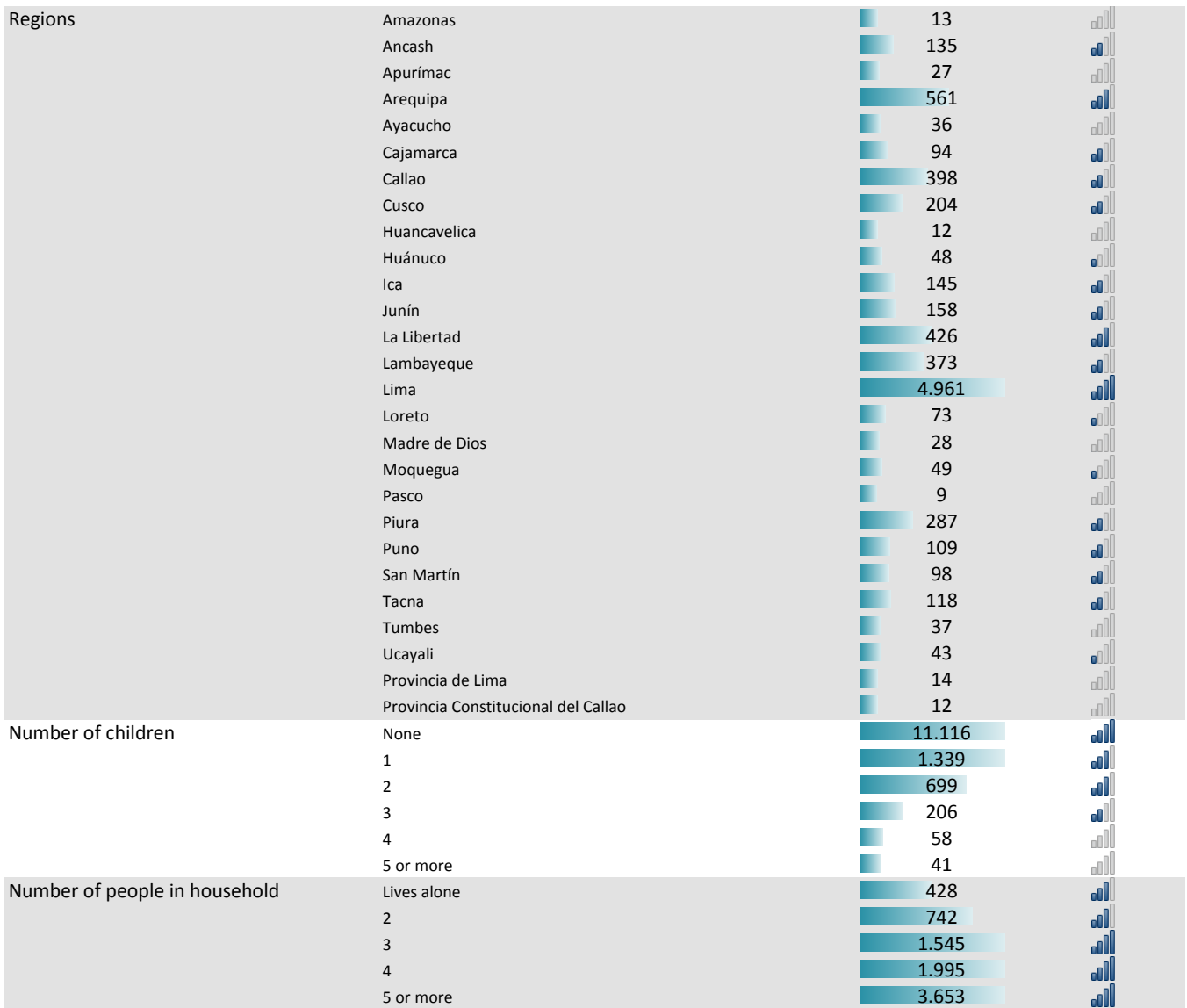Size (ISO): number of panelists according to ISO 26362

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.

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:		**8.484**	**100,0%**
Sex	Man	3.414	
	Woman	5.069	
Age	<14	1	
	14-18	120	
	19-24	2.473	
	25-34	2.539	
	35-44	1.474	
	45-54	1.221	
	55-64	526	
	>=65	120	
Employment status	Occupationally active (full-time)	4.601	
	Occupationally active (half-time)	1.315	
	Retired / pensioner	71	
	Student	667	
	Student with job	656	
	Housework	553	
	Unemployed	577	
Purchase responsible	Myself	3.252	
	Another person	1.751	
	Shared responsibility	3.364	
Main income contributor	Myself	2.562	
	Another person	2.567	
	Shared responsibility	3.238	
Level of education	Uneducated	0	
	Until secondary, incomplete	8	
	Complete high school	88	
	Non-university higher education / incomplete university	750	
	Complete university studies	586	
	Graduate	203	
Marital status	Single	4.742	
	Married	2.043	
	United	920	
	Separated	371	
	Divorced	232	
	Widow/er	55	
Social class	High / Medium High - A	260	
	Medium - B	717	
	Low high - C	521	
	Low low - D	103	
	Marginal - E	9	

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

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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

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Consumers panel

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.

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:		**277**	**100,0%**
Sex	Man	77	
	Woman	200	
Age	<14	0	
	14-18	3	
	19-24	28	
	25-34	56	
	35-44	67	
	45-54	94	
	55-64	21	
	>=65	5	
Employment status	Occupationally active (full-time)	95	
	Occupationally active (half-time)	20	
	Retired / pensioner	44	
	Student	37	
	Student with job	14	
	Housework	34	
	Unemployed	25	

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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

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Consumers panel

Dominican Republic

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.

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

San José de Ocoa	0	
San Juan	0	
San Pedro de Macorís	1	
Santiago	12	
Santiago Rodríguez	0	
Santo Domingo	24	
Valverde	0	
Distrito Nacional - Santo Domingo	43	

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Store /main shop where most shopping is done

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Consumers panel

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.

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

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Consumers panel

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.

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:	868	100,0%
Sex	Man	451	
	Woman	417	
Age	<14	1	
	14-18	31	
	19-24	71	
	25-34	120	
	35-44	178	
	45-54	236	
	55-64	160	
	>=65	67	
Employment status	Occupationally active (full-time)	445	
	Occupationally active (half-time)	129	
	Retired / pensioner	29	
	Student	53	
	Student with job	72	
	Housework	52	
	Unemployed	78	
Purchase responsible	Myself	388	
	Another person	118	
	Shared responsibility	358	
Main income contributor	Myself	378	
	Another person	149	
	Shared responsibility	338	
Level of education	Uneducated	0	
	Childhood Education	0	
	Children age	34	
	Secondary and Professional education	243	
	University studies	455	
	Postgraduate studies (specialization, masters and doctorate)	130	
Marital status	Single	352	
	Married	312	
	Divorced	87	
	Separated	25	
	Widow/er	8	
	Free union	77	

Regions			
Amazonas		0	
Anzoátegui		29	
Apure		1	
Aragua		45	
Barinas		6	
Bolívar		41	
Carabobo		61	
Cojedes		3	
Delta Amacuro		1	
Federal dependencies		0	
Capital district		252	
Falcón		15	
Guárico		6	
Lara		52	
Mérida		21	
Miranda		140	
Monagas		18	
Nueva Esparta		12	
Portuguese		11	
Sucre		8	
Táchira		32	
Trujillo		3	
Vargas		8	
Yaracuy		8	
Zulia		75	
Venezuela		5	
Guayana Esequiba		0	

Number of children			
None		364	
1		136	
2		187	
3		116	
4		34	
5 or more		24	

Number of people in household			
Lives alone		28	
2		111	
3		208	
4		231	
5 or more		283	

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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.

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:	3.336	100,0%
Sex	Man	2.197	
	Woman	2.602	
Age	<14	1	
	14-18	55	
	19-24	631	
	25-34	1.266	
	35-44	1.517	
	45-54	987	
	55-64	234	
	>=65	70	
Employment status	Occupationally active (full-time)	2.401	
	Occupationally active (half-time)	621	
	Retired / pensioner	339	
	Student	348	
	Student with job	382	
	Housework	275	
	Unemployed	352	

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