



Consumers panel



Mexico

Features

Panel size (ISO): 101.427

People profiled (ISO): 101.427

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 POPULATION		Real delivery	Panel IR%
		Total panelists:	33.256
			100,0%
Sex	Man	17.154	
	Woman	16.098	
Age	<14	54	
	14-18	955	
	19-24	6.178	
	25-34	12.152	
	35-44	7.742	
	45-54	4.035	
	55-64	1.701	
	>=65	432	
Employment status	Occupationally active (full-time)	19.493	
	Occupationally active (half-time)	4.197	
	Retired / pensioner	462	
	Student (dedicated to studying)	3.096	
	I study and work	2.433	
	Housework	1.799	
	Unemployed	1.683	
Purchase responsible	Myself	16.897	
	Another person	4.620	
	Shared responsibility	11.705	
Main income contributor	Myself	21.047	
	Another person	12.177	
	Shared responsibility	0	
Level of education	Uneducated	139	
	Elementary	151	
	High school	1.129	
	School / High School / Technical Careers	7.469	
	Degree	16.978	
	Graduate	3.594	
Marital status	Single	13.101	
	Married	14.030	
	Divorced	1.413	
	Separated	970	
	Widow/er	274	
	Free union	3.427	
Social class	AB	10.272	
	C+	9.516	
	C	4.296	
	C-	3.360	
	D+	2.051	
	D	831	
	E	20	

Nielsen areas	R1 Pacific	2.419	
	R2 North	5.339	
	R3 West-Center	5.129	
	R4 Center	4.491	
	R5 D.F.	11.798	
	R6 Southeast	4.046	
State	Aguascalientes	429	
	Baja California	694	
	Baja California Sur	160	
	Campeche	192	
	Coahuila	700	
	Colima	237	
	Chiapas	536	
	Chihuahua	857	
	Federal district	7.606	
	Durango	344	
	Guanajuato	1.111	
	Guerrero	411	
	Hidalgo	497	
	Jalisco	2.624	
	Mexico	4.806	
	Michoacán	726	
	Morelos	657	
	Nayarit	197	
	Nuevo León	1.944	
	Oaxaca	398	
	Puebla	1.274	
	Querétaro	699	
	Quintana Roo	448	
	San Luis Potosí	566	
	Sinaloa	602	
	Sonora	765	
	Tabasco	335	
	Tamaulipas	663	
	Tlaxcala	231	
	Veracruz	1.457	
	Yucatán	783	
	Zacatecas	263	
Size of habitat	Up to 2,500 inhabitants	10	
	2,501 to 25,000	769	
	25.001 to 100.000	2.891	
	100,001 to 1,000,000	21.034	
	>1.000,001	7.025	
Number of children	None	17.535	
	1	5.593	
	2	6.342	
	3	2.832	
	4 or more	913	
Number of people in household	Lives alone	1.790	
	2	5.568	
	3	7.756	
	4	9.157	
	5 or more	8.828	



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