



Mothers panel



Brazil

Features

Panel size (ISO): 121.966

People profiled (ISO): 41.415

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%

PREGNANT		Real delivery	Panel IR%
Total pregnant (women aged 21 to 40 years):		484	2,0%
Quarter	1st quarter	85	
	2nd quarter	142	
	3rd quarter	153	
Age	21 to 25 years	112	
	26 to 30 years	151	
	31 to 35 years	130	
	36 to 40 years	63	
Employment status	Occupationally active (full-time)	175	
	Occupationally active (half-time)	49	
	Self-employed	36	
	Unemployed	35	
	Retired / pensioner	0	
	Student (dedicated to studying)	10	
	Student with job	24	
	Housework	34	
Marital status	Single	64	
	Married	244	
	Living with partner	71	
	Separated	0	
	Divorced	2	
	Widow/er	0	
Social class	A1	4	
	A2	43	
	B1	94	
	B2	118	
	C1	82	
	C2	28	
	D	9	
Regions	North	13	
	Northeast	61	
	Southeast	225	
	South	52	
	Central-West	28	
Number of children	None	180	
	1	131	
	2	56	
	3	10	
	4 or more children	4	

Number of people in household	Lives alone		2	
	2		123	
	3		127	
	4		70	
	5 or more		53	

 MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		2.763	13,4%
Children age	Less than 1 year	687	
	From 13 to 24 months	709	
	From 25 to 36 months	690	
Mothers age	21 to 25 years	616	
	26 to 30 years	811	
	31 to 35 years	740	
	36 to 40 years	438	
Employment status	Occupationally active (full-time)	708	
	Occupationally active (half-time)	251	
	Self-employed	281	
	Unemployed	233	
	Retired / pensioner	8	
	Student (dedicated to studying)	57	
	Student with job	80	
	Housework	345	
Marital status	Single	293	
	Married	1.219	
	Living with partner	443	
	Separated	22	
	Divorced	24	
	Widow/er	5	
Social class	A1	8	
	A2	88	
	B1	421	
	B2	718	
	C1	499	
	C2	209	
	D	60	
Regions	North	66	
	Northeast	296	
	Southeast	1.102	
	South	403	
	Central-West	141	
Number of children	1 child	947	
	2 children	477	
	3 children	146	
	4 or more children	59	
Number of people in household	Lives alone	2	
	2	108	
	3	819	
	4	619	
	5 or more	456	

MOTHERS OF CHILDREN UNDER AGE		Real delivery	Panel IR%
		Total mothers of children under age:	10.680
			44,2%
Children age	Less than 1 year	661	
	1 year	703	
	2 years	739	
	3 years	732	
	4 years	727	
	5 years	707	
	6 years	675	
	7 years	617	
	8 years	576	
	9 years	596	
	10 years	591	
	11 years	562	
	12 years	581	
	13 years	532	
	14 years	634	
	15 years	543	
	16 years	567	
17 years	462		
Mothers age	21 to 25 years	1.216	
	26 to 30 years	2.303	
	31 to 35 years	2.954	
	36 to 40 years	2.808	
	41 to 45 years	2.061	
	46 to 50 years	1.245	
	51 to 55 years	569	
	56 to 60 years	198	
Employment status	Occupationally active (full-time)	3.121	
	Occupationally active (half-time)	977	
	Self-employed	1.015	
	Unemployed	718	
	Retired / pensioner	108	
	Student (dedicated to studying)	191	
	Student with job	346	
	Housework	1.075	
Marital status	Single	1.218	
	Married	4.359	
	Living with partner	1.307	
	Separated	235	
	Divorced	398	
	Widow/er	69	
Social class	A1	43	
	A2	547	
	B1	1.679	
	B2	2.744	
	C1	1.755	
	C2	637	
	D	176	
Regions	North	214	
	Northeast	1.125	
	Southeast	4.298	
	South	1.446	
	Central-West	506	
Number of children	1	3.426	
	2	2.029	
	3	645	
	4 or more children	253	

Number of people in household	Lives alone		
	2	42	
	3	568	
	4	3.052	
	5	2.346	
	5 or more	1.579	



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



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