



Mothers panel



Chile

Features

Panel size (ISO): 47.260
 People profiled (ISO): 18.167
 Estimated response rate (ISO): 58%
 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 pregnant (women aged 21 to 40 years):		352	2,6%
Quarter	1st quarter	65	
	2nd quarter	103	
	3rd quarter	119	
Age	21 to 25 years	93	
	26 to 30 years	113	
	31 to 35 years	79	
	36 to 40 years	42	
Employment status	Occupationally active (full-time)	146	
	Occupationally active (half-time)	24	
	Retired / pensioner	0	
	Student	0	
	Student with job	7	
	Housework	32	
	Unemployed	8	
Marital status	Single	113	
	Married	105	
	Divorced	3	
	Separated	1	
	Widow/er	0	
	Free union	66	
Social class	ABC1	102	
	C2	135	
	C3	38	
	D	10	
	E	2	
Grouped regions	North	49	
	South	94	
	Metropolitan region	146	
Number of children	None	184	
	1	75	
	2	23	
	3	6	
	4 or more children	0	
Number of people in household	Lives alone	4	
	2	70	
	3	80	
	4	58	
	5 or more	73	

MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		1.720	15,4%
Children age	Less than 1 year	472	
	From 13 to 24 months	472	
	From 25 to 36 months	423	
Mothers age	21 to 25 years	397	
	26 to 30 years	440	
	31 to 35 years	432	
	36 to 40 years	307	
Employment status	Occupationally active (full-time)	504	
	Occupationally active (half-time)	115	
	Retired / pensioner	0	
	Student	69	
	Student with job	51	
	Housework	238	
	Unemployed	114	
Marital status	Single	472	
	Married	499	
	Divorced	21	
	Separated	26	
	Widow/er	1	
	Free union	291	
Social class	ABC1	461	
	C2	598	
	C3	204	
	D	47	
Social class	E	3	
	North	262	
	South	391	
Number of children	1 child	576	
	2 children	306	
	3 children	112	
	4 or more children	27	
Number of people in household	Lives alone	3	
	2	46	
	3	363	
	4	435	
	5 or more	468	

MOTHERS OF CHILDREN UNDER AGE		Real delivery	Panel IR%
Total mothers of children under age:		5.666	46,3%
Children age	Less than 1 year	457	
	1 year	465	
	2 years	428	
	3 years	465	
	4 years	460	
	5 years	423	
	6 years	397	
	7 years	389	
	8 years	358	
	9 years	327	
	10 years	271	
	11 years	285	
	12 years	299	
	13 years	295	
	14 years	305	
	15 years	298	
	16 years	260	
17 years	257		
Mothers age	21 to 25 years	726	
	26 to 30 years	1.093	
	31 to 35 years	1.304	
	36 to 40 years	1.287	
	41 to 45 years	978	
	46 to 50 years	652	
	51 to 55 years	290	
	56 to 60 years	92	
Employment status	Occupationally active (full-time)	2.406	
	Occupationally active (half-time)	657	
	Retired / pensioner	11	
	Student	159	
	Student with job	167	
	Housework	896	
	Unemployed	357	
Marital status	Single	1.422	
	Married	1.682	
	Divorced	202	
	Separated	231	
	Widow/er	28	
	Free union	686	
Social class	ABC1	1.499	
	C2	1.983	
	C3	627	
	D	146	
	E	12	
Grouped regions	North	819	
	South	1.253	
	Metropolitan region	2.180	
Number of children	1	1.776	
	2	1.083	
	3	462	
	4 or more children	162	
Number of people in household	Lives alone	18	
	2	254	
	3	1.167	
	4	1.351	
	5 or more	2.826	



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