



## Mothers panel



Colombia

### Features

Panel size (ISO): 57.966  
 People profiled (ISO): 18.367  
 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%











































PREGNANT		Real delivery	Panel IR%
<b>Total pregnant (women aged 21 to 40 years):</b>		<b>241</b>	<b>2,2%</b>
Quarter	1st quarter	31	
	2nd quarter	71	
	3rd quarter	98	
Age	21 to 25 years	80	
	26 to 30 years	72	
	31 to 35 years	64	
	36 to 40 years	29	
Employment status	Occupationally active (full-time)	99	
	Occupationally active (half-time)	28	
	Retired / pensioner	0	
	Student	12	
	Student with job	30	
	Housework	21	
	Unemployed	22	
Marital status	Single	43	
	Married	77	
	Divorced	0	
	Separated	2	
	Widow/er	0	
	Free union	79	
Social class	Stratum 1 (low-low)	31	
	Stratum 2 (low)	50	
	Stratum 3 (medium-low)	79	
	Stratum 4 (medium)	32	
	Stratum 5 (medium-high)	3	
	Stratum 6 (high)	0	
	I do not know	3	
Regions	Amazónica	1	
	Orinoquia	6	
	Atlántica	29	
	Central	132	
	Oriental	19	
	Pacífica	12	
	I do not know	0	
Number of children	None	78	
	1	75	
	2	39	
	3	9	
	4 or more children	0	
Number of people in household	Lives alone	0	
	2	33	
	3	66	
	4	48	
	I do not know	0	

























































5 or more



50



MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		1.521	15,2%
Children age	Less than 1 year	446	
	From 13 to 24 months	430	
	From 25 to 36 months	427	
Mothers age	21 to 25 years	488	
	26 to 30 years	507	
	31 to 35 years	383	
	36 to 40 years	213	
Employment status	Occupationally active (full-time)	409	
	Occupationally active (half-time)	130	
	Retired / pensioner	0	
	Student	32	
	Student with job	64	
	Housework	165	
	Unemployed	86	
Marital status	Single	230	
	Married	425	
	Divorced	8	
	Separated	43	
	Widow/er	0	
	Free union	525	
Social class	Stratum 1 (low-low)	168	
	Stratum 2 (low)	425	
	Stratum 3 (medium-low)	466	
	Stratum 4 (medium)	118	
	Stratum 5 (medium-high)	22	
	Stratum 6 (high)	10	
Regions	I do not know	17	
	Amazónica	8	
	Orinoquia	40	
	Atlántica	175	
	Central	730	
	Oriental	125	
	Pacífica	162	
Number of children	1	566	
	2	375	
	3	94	
	4 or more children	29	
Number of people in household	Lives alone	1	
	2	49	
	3	330	
	4	385	
	5 or more	465	

MOTHERS OF CHILDREN UNDER AGE		Real delivery	Panel IR%
Total mothers of children under age:		6.530	54,1%
Children age	Less than 1 year	424	
	1 year	440	
	2 years	444	
	3 years	463	
	4 years	469	
	5 years	497	
	6 years	547	
	7 years	413	
	8 years	440	
	9 years	430	
	10 years	398	
	11 years	356	
	12 years	392	
	13 years	459	
	14 years	485	
	15 years	425	
	16 years	417	
17 years	385		
Mothers age	21 to 25 years	936	
	26 to 30 years	1.521	
	31 to 35 years	1.879	
	36 to 40 years	1.709	
	41 to 45 years	1.340	
	46 to 50 years	927	
	51 to 55 years	426	
56 to 60 years	132		
Employment status	Occupationally active (full-time)	2.498	
	Occupationally active (half-time)	895	
	Retired / pensioner	28	
	Student	157	
	Student with job	309	
	Housework	868	
	Unemployed	465	
Marital status	Single	1.153	
	Married	1.828	
	Divorced	151	
	Separated	396	
	Widow/er	58	
	Free union	1.652	
Social class	Stratum 1 (low-low)	523	
	Stratum 2 (low)	1.628	
	Stratum 3 (medium-low)	2.147	
	Stratum 4 (medium)	658	
	Stratum 5 (medium-high)	132	
	Stratum 6 (high)	67	
	I do not know	67	
Regions	Amazónica	34	
	Orinoquia	140	
	Atlántica	641	
	Central	3.203	
	Oriental	546	
	Pacífica	718	
Number of children	1	2.218	
	2	1.719	
	3	589	
	4 or more children	202	

Number of people in household	Lives alone		
	2	12	
	3	364	
	4	1.463	
	5	1.681	
	5 or more	1.716	



### 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