Mothers panel





Mexico

Features

Panel size (ISO): 101.427 People profiled (ISO): 22.946 Estimated response rate (ISO): 39%

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:

PREGNANT		Real delivery	Panel IR%
P	Total pregnant (women aged 21 to 40 years):	408	2,8%
Quarter	1st quarter	45	000
	2nd quarter	115	•000
	3rd quarter	192	••0
Age	21 to 25 years	164	•00
	26 to 30 years	209	•00 <u>U</u>
	31 to 35 years	185	•00 <u>U</u>
	36 to 40 years	85	.000
Employment status	Occupationally active (full-time)	186	•00
	Occupationally active (half-time)	59	•00
	Retired / pensioner	0	000
	Student (dedicated to studying)	8	00
	I study and work	23	00
	Housework	37	00
	Unemployed	1	00
Marital status	Single	65	••0
	Married	220	.000
	Divorced	2	00
	Separated	3	00
	Widow/er	0	00
	Free union	54	00
Social class	AB	89	•00
	C+	96	.00
	С	31	00
	C-	35	00
	D+	14	
	D	2	.000
	Ε	0	00
Nielsen areas	R1 Pacific	20	.00
	R2 North	74	•000
	R3 West-Center	68	•000
	R4 Center	38	.000
	R5 D.F.	116	•00
	R6 Southeast	35	00
Number of children	None	132	
	1	122	•000
	2	69	•00
	3	16	.000
		5	

Number of people in household	Lives alone	5	000
	2	89	
	3	88	•00
	4	89	•000
	5 or more	70	•••

From 3.1 to 24 months From 25 to 36 months From 25 to 36 months 738 all Violities age 21 to 25 years 26 to 30 years 31 to 35 years 31 to 35 years 31 to 36 to 40 years 36 to 40 years 36 to 40 years 631 all Employment status Occupationally active (full-time) Occupationally active (full-time) 317 all Retired / pensioner 0 student (dedicated to studying) 1 study and work 73 all I study and work 77 all Unemployed 77 all Warrital status Single 257 all Married 1.183 all Divorced 24 all Separated Widow/er Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Fr	MOTHERS OF	F CHILDREN UP TO 36 MONTHS	Real delivery	Panel IR%
From 3.1 to 24 months From 25 to 36 months From 25 to 36 months 738 all Violities age 21 to 25 years 26 to 30 years 31 to 35 years 31 to 35 years 31 to 36 to 40 years 36 to 40 years 36 to 40 years 631 all Employment status Occupationally active (full-time) Occupationally active (full-time) 317 all Retired / pensioner 0 student (dedicated to studying) 1 study and work 73 all I study and work 77 all Unemployed 77 all Warrital status Single 257 all Married 1.183 all Divorced 24 all Separated Widow/er Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 423 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Free union 428 all Free union 429 all Free union 420 all Free union 421 all Free union 422 all Free union 424 all Free union 425 all Free union 426 all Free union 427 all Fr	E 9	Total mothers of children up to 36 months	2.262	15,5%
From 25 to 36 months 738	Children age	Less than 1 year	608	000
21 to 25 years 26 to 30 years 1.148 3		From 13 to 24 months	720	•00
26 to 30 years 31 to 35 years 31 to 35 years 36 to 40 years 631 Imployment status Occupationally active (full-time) 890 1		From 25 to 36 months	738	.00
31 to 35 years 36 to 40 years 631 31 31 32 32 32 34 34 34 34 34	Mothers age	21 to 25 years	872	.000
Semployment status		26 to 30 years	1.148	••0
Employment status Occupationally active (full-time) Retired / pensioner Student (dedicated to studying) 1 study and work Housework Unemployed Varital status Single Separated Divorced Separated Widow/er 1 1 Free union C- C- 1 190 D+ D- D- E O 1155 R1 Pacific R2 North R3 West-Center R5 D.F. R6 Southeast R6 Cothlere R5 D.F. R6 Southeast 1 child 2 children 3 children 4 cree-children 1 child 2 children 3 children 3 children 3 children 3 children 4 cree-children 1 child 2 children 3 children 3 children 3 children 4 cree-children 1 child 2 children 3 children 3 children 3 children 4 cree-children 1 child 2 children 3 children 3 children 3 children 3 children 4 cree-children 1 child 2 children 3 children 3 children 3 children 4 cree-children 7 children 3 children 3 children 3 children 3 children 4 cree-children 7 children 3 children 3 children 3 children 4 cree-children 7 children 3 children 3 children 3 children 4 cree-children 7 children 3 children 4 cree-children 4 cree-children 4 cree-children 5 children 5 childre		31 to 35 years	1.120	••0
Occupationally active (half-time) 317 Retired / pensioner 0 0 1 1 1 1 1 1 1 1		36 to 40 years	631	••0
Retired / pensioner 0 33 34 1 1 1 1 1 1 1 1 1	Employment status	Occupationally active (full-time)	890	.00
Student (dedicated to studying) 33 33 33 34 40 371 34 40 371 3		Occupationally active (half-time)	317	••0
Istudy and work		Retired / pensioner	0	00
Housework Unemployed		Student (dedicated to studying)	33	00
Unemployed 77 1		I study and work	73	•000
Marital status Single Married		Housework	371	••0
Married Divorced Separated Widow/er Free union 423 48 C+ C+ C- 190 D+ 115 D E E O 190 115 A Social class R1 Pacific R2 North R3 West-Center R4 Center R5 D.F. R6 Southeast 1 child 2 children 2 children 3 children 3 children 3 children 4 or more children 1 child 2 children 3 children 3 children 4 or more children 1 child children 3 children 3 children 4 or more children 1 child children 3 childr		Unemployed	77	•000
Divorced Separated 48 48 48 48 48 48 48 48 48 48 48 48 48	Marital status	Single	257	
Separated 48 Widow/er 1 1 1 1 1 1 1 1 1		Married	1.183	••0
Vidow/er 1 1 1 1 1 1 1 1 1		Divorced	24	00
Free union 423 AB C+ 483 C 2112 C- 190 D+ 115 D 24 E 0 Nielsen areas R1 Pacific R2 North 368 R3 West-Center 357 R4 Center S5 D.F. R6 Southeast 212 Number of children 1 child 687 2 children 2 children 233 3 children 3 children 7		Separated	48	00
Free union 423 AB C+ 483 C 2112 C- 190 D+ 115 D 24 E 0 Nielsen areas R1 Pacific R2 North 368 R3 West-Center 357 R4 Center S5 D.F. R6 Southeast 212 Number of children 1 child 687 2 children 2 children 233 3 children 3 children 7		Widow/er	1	00
AB		Free union	423	_0
C+ 483 C 212 C- 190 D+ 115 D 24 E 0 0 100 Nielsen areas R1 Pacific 159 R2 North 368 R3 West-Center 357 R4 Center 264 R5 D.F. 581 R6 Southeast 212 Number of children 1 child 687 2 children 233 3 children 38 4 or more children 7 Number of people in household Lives alone 1 2 99 3 602 4 636	Social class	AB	446	-0
C C- 190		C+	483	П
C- D+ D+ 115 D E Nielsen areas R1 Pacific R2 North R3 West-Center R3 West-Center R5 D.F. R6 Southeast Number of children 1 child 2 children 3 children 4 or more children 1 child 2 99 3 4 602 4 10 115 115 115 115 115 115 115 115 115 1		С	212	п
D+ 115		C-	190	пП
D		D+		
E		D	24	_П
Nielsen areas R1 Pacific 159 R2 North 368 R3 West-Center 357 R4 Center 264 R5 D.F. 581 R6 Southeast 212 Number of children 1 child 2 children 233 3 children 38 4 or more children 7 Number of people in household Lives alone 1 2 99 3 602 4 636		E	0	
R2 North R3 West-Center R4 Center R5 D.F. R6 Southeast 2 children 2 children 3 children 4 or more children 1 tives alone 2 99 3 44 636	Nielsen areas	R1 Pacific		
R3 West-Center R4 Center R5 D.F. R6 Southeast 2 12 Number of children 2 children 2 children 3 children 3 children 4 or more children 1 tives alone 2 99 3 602 4 636		R2 North	368	nll n
R4 Center R5 D.F. R6 Southeast 212 Number of children 1 child 2 children 3 children 3 children 4 or more children 1 tives alone 2 99 3 602 4 636		R3 West-Center	357	
R5 D.F. R6 Southeast 212 Number of children 1 child 2 children 3 children 3 children 4 or more children 1 tives alone 2 99 3 602 4 636		R4 Center	264	
R6 Southeast 212		R5 D.F.		
Number of children 1 child 233 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3		R6 Southeast	212	_0
2 children 233 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	Number of children	1 child	687	_0
3 children 38 4 or more children 7 Number of people in household Lives alone 1 99 3 3 602 4 636		2 children	233	п
4 or more children 7 Number of people in household Lives alone 1 2 99 3 602 4 636		3 children		n
Number of people in household Lives alone 2 99 3 602 4 636				_0
99 000 602 000 4 636 000 000 000 000 000 000 000 000 000	Number of people in household			_0
3 602 606 606 606 606 606 606 606 606 606	Park a market			_0
4 636 of				
		5 or more	592	000

	MOTHERS OF CHILDREN UNDER AGE	Real delivery	Panel IR%
'amba'	Total mothers of children under age:	7.704	45,9%
Children age	Less than 1 year	548	•00
-	1 year	707	.00
	2 years	719	.00
	3 years	700	•00
	4 years	676	.00
	5 years	609	•00
	6 years	633	•00
	7 years	575	•00
	8 years	557	•000
	9 years	553	•0]
	10 years	516	•0]
	11 years	491	•0]
	12 years	506	•00
	13 years	465	•00
	14 years	586	•0]
	15 years	476	•00
	16 years	480	
	17 years	358	.00
Nothers age	21 to 25 years	1.548	•00
	26 to 30 years	2.614	•••
	31 to 35 years	3.695	•0
	36 to 40 years	3.863	•00
	41 to 45 years	3.512	•00
	46 to 50 years	2.334	•0
	51 to 55 years	1.168	•0
	56 to 60 years	445	
mployment status	Occupationally active (full-time)	3.304	•••
	Occupationally active (half-time)	1.134	•0
	Retired / pensioner	17	000
	Student (dedicated to studying)	84	•000
	I study and work	204	•0
	Housework	1.017	•••
	Unemployed	246	•0]
/larital status	Single	1.054	•0
	Married	3.698	.000
	Divorced	360	•0
	Separated	340	•0
	Widow/er	51	
	Free union	1.011	٠٠٠
ocial class	AB	2.097	.00
	C+	2.102	••••
	С	963	•00
	C-	716	•••
	D+	451	۰۰۱
	D	115	•000
	E	0	000
lielsen areas	R1 Pacific	556	•0
	R2 North	1.149	•0 0 0
	R3 West-Center	1.039	• 0
	R4 Center	868	.00
	R5 D.F.	2.171	•••
	R6 Southeast	727	.00
lumber of children	1 child	2.469	•00
	2 children	967	••••
	3 children	182	•••
	4 or more children	44	•0

Number of people in household	Lives alone		13	
	2		420	
	3		1.846	.00
	4		2.241	.00
	5 or more		1.973	

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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