



## 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.

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

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

MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		2.262	15,5%
Children age	Less than 1 year	608	
	From 13 to 24 months	720	
	From 25 to 36 months	738	
Mothers age	21 to 25 years	872	
	26 to 30 years	1.148	
	31 to 35 years	1.120	
	36 to 40 years	631	
Employment status	Occupationally active (full-time)	890	
	Occupationally active (half-time)	317	
	Retired / pensioner	0	
	Student (dedicated to studying)	33	
	I study and work	73	
	Housework	371	
	Unemployed	77	
Marital status	Single	257	
	Married	1.183	
	Divorced	24	
	Separated	48	
	Widow/er	1	
	Free union	423	
Social class	AB	446	
	C+	483	
	C	212	
	C-	190	
	D+	115	
	D	24	
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	
	5 or more	592	

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

Number of people in household	Lives alone		
	2	13	
	3	420	
	4	1.846	
	5	2.241	
	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



### 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