



Mothers panel



Portugal

Features

Panel size (ISO): 32.637
 People profiled (ISO): 11.008
 Estimated response rate (ISO): 26%
 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):		72	2,0%
Quarter	1st quarter	8	
	2nd quarter	20	
	3rd quarter	30	
Age	21 to 25 years	6	
	26 to 30 years	21	
	31 to 35 years	26	
	36 to 40 years	10	
Employment status	Full time job	37	
	Part time job	3	
	Self-employed	2	
	Unemployed	5	
	Retired / pensioner	0	
	Student	1	
	Student with job	0	
	Housework	1	
Marital status	Single	6	
	Married	27	
	Living with partner	24	
	Separated	0	
	Divorced	0	
	Widow/er	0	
Social class	AB	31	
	C1	23	
	C2	4	
	D	0	
Nielsen areas	Area I - Grande Lisboa	5	
	Area II - Grande Porto	9	
	Area III Norte - Litoral Norte	10	
	Area III Sud - Litoral Centro	9	
	Area IV - Interior Norte	3	
	Area V - Algarve Sul	15	
Number of children	None	0	
	1 child	19	
	2 children	3	
	3 children	1	
	4 or more children	0	
Number of people in household	Lives alone	0	
	2	30	
	3	16	
	4	7	
	5 or more	2	

MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		554	13,9%
Children age	Less than 1 year	149	
	From 13 to 24 months	161	
	From 25 to 36 months	159	
Mothers age	21 to 25 years	59	
	26 to 30 years	134	
	31 to 35 years	179	
	36 to 40 years	136	
Employment status	Full time job	229	
	Part time job	21	
	Self-employed	25	
	Unemployed	81	
	Retired / pensioner	0	
	Student	1	
	Student with job	4	
	Housework	2	
Marital status	Single	55	
	Married	259	
	Living with partner	126	
	Separated	4	
	Divorced	9	
	Widow/er	0	
Social class	AB	194	
	C1	192	
	C2	65	
	D	3	
Nielsen areas	Area I - Grande Lisboa	97	
	Area II - Grande Porto	76	
	Area III Norte - Litoral Norte	77	
	Area III Sud - Litoral Centro	87	
	Area IV - Interior Norte	37	
	Area V - Algarve Sul	55	
Number of children	1 child	241	
	2 children	157	
	3 children	22	
	4 or more children	3	
Number of people in household	Lives alone	0	
	2	20	
	3	215	
	4	164	
	5 or more	51	

MOTHERS OF CHILDREN UNDER AGE		Real delivery	Panel IR%
Total mothers of children under age:		2.396	45,5%
Children age	Less than 1 year	136	
	1 year	166	
	2 years	170	
	3 years	172	
	4 years	180	
	5 years	190	
	6 years	187	
	7 years	162	
	8 years	138	
	9 years	149	
	10 years	140	
	11 years	139	
	12 years	147	
	13 years	119	
	14 years	144	
	15 years	132	
	16 years	128	
17 years	128		
Mothers age	21 to 25 years	105	
	26 to 30 years	263	
	31 to 35 years	520	
	36 to 40 years	664	
	41 to 45 years	505	
	46 to 50 years	326	
	51 to 55 years	113	
	56 to 60 years	16	
Employment status	Full time job	1.133	
	Part time job	94	
	Self-employed	96	
	Unemployed	327	
	Retired / pensioner	2	
	Student	17	
	Student with job	19	
	Housework	63	
Marital status	Single	193	
	Married	1.148	
	Living with partner	387	
	Separated	41	
	Divorced	186	
	Widow/er	10	
Social class	AB	862	
	C1	845	
	C2	232	
	D	27	
Nielsen areas	Area I - Grande Lisboa	518	
	Area II - Grande Porto	314	
	Area III Norte - Litoral Norte	313	
	Area III Sud - Litoral Centro	322	
	Area IV - Interior Norte	152	
	Area V - Algarve Sul	261	
Number of children	1 child	993	
	2 children	710	
	3 children	140	
	4 or more children	35	
Number of people in household	Lives alone	3	
	2	177	
	3	894	
	4	664	
	5 or more	222	



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