

Mothers panel



Spain

Features

Panel size (ISO): 121.712



People profiled (ISO): 34.204

Estimated response rate (ISO): 49%

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):		420	1,9%
Quarter	1st quarter	26	
	2nd quarter	112	
	3rd quarter	251	
Age	21 to 25 years	37	
	26 to 30 years	117	
	31 to 35 years	233	
	36 to 40 years	186	
Employment status	I currently work full-time	241	
	I currently work part-time	36	
	Unemployed	62	
	Retired / pensioner	0	
	Student	3	
	Student with job	4	
	Housework	4	
Marital status	Single	29	
	Married or living together	367	
	Separated or divorced	1	
	Widow/er	0	
Social class	High	52	
	Medium high	175	
	Medium	81	
	Medium low	18	
	Low	1	
Nielsen areas	Northeast / Catalunya & Balears	31	
	Levante	43	
	South / Andalucía	82	
	Center	33	
	Norwest	27	
	North Center	45	
	Canarias	4	
	AMB (Metropolitan Area Barcelona)	48	
	AMM (Metropolitan Area Madrid)	69	
Size of habitat	Province capital	171	
	No capital, from 50,000 to 500,000 inhabitants	132	
	No capital, from 50,000 to 500,000 inhabitants	78	
Number of children	None	184	
	1 child	159	
	2 children	44	
	3 children	4	
	4 or more children	1	

Number of people in household	1	0	
	2	180	
	3	141	
	4	55	
	5 or more	10	

MOTHERS OF CHILDREN UP TO 36 MONTHS		Real delivery	Panel IR%
Total mothers of children up to 36 months:		3.541	19,7%
Children age	Less than 1 year	862	
	From 13 to 24 months	1.272	
	From 25 to 36 months	1.234	
Mothers age	21 to 25 years	222	
	26 to 30 years	870	
	31 to 35 years	2.135	
	36 to 40 years	2.055	
Employment status	I currently work full-time	1.879	
	I currently work part-time	519	
	Unemployed	639	
	Retired / pensioner	3	
	Student	29	
	Student with job	37	
	Housework	241	
Marital status	Single	199	
	Married or living together	3.009	
	Separated or divorced	38	
	Widow/er	1	
Social class	High	347	
	Medium high	1.353	
	Medium	720	
	Medium low	189	
	Low	10	
Nielsen areas	Northeast / Catalunya & Balears	337	
	Levante	423	
	South / Andalucía	556	
	Center	404	
	Norwest	300	
	North Center	326	
	Canarias	52	
	AMB (Metropolitan Area Barcelona)	348	
	AMM (Metropolitan Area Madrid)	491	
Size of habitat	Province capital	1.209	
	No capital, from 50,000 to 500,000 inhabitants	1.257	
	No capital, from 50,000 to 500,000 inhabitants	695	
Number of children	1 child	1.812	
	2 children	1.238	
	3 children	171	
	4 or more children	24	
Number of people in household	1	4	
	2	46	
	3	1.673	
	4	1.236	
	5 or more	217	

MOTHERS OF CHILDREN UNDER AGE		Real delivery	Panel IR%
Total mothers of children under age:		10.921	42,4%
Children age	Less than 1 year	712	
	1 year	1.318	
	2 years	1.207	
	3 years	1.241	
	4 years	1.242	
	5 years	1.191	
	6 years	1.051	
	7 years	860	
	8 years	756	
	9 years	681	
	10 years	609	
	11 years	593	
	12 years	533	
	13 years	495	
	14 years	626	
	15 years	506	
	16 years	502	
17 years	489		
Mothers age	21 to 25 years	656	
	26 to 30 years	1.509	
	31 to 35 years	3.743	
	36 to 40 years	5.574	
	41 to 45 years	4.873	
	46 to 50 years	3.352	
	51 to 55 years	1.480	
56 to 60 years	395		
Employment status	I currently work full-time	5.752	
	I currently work part-time	1.921	
	Unemployed	2.233	
	Retired / pensioner	55	
	Student	160	
	Student with job	165	
	Housework	1.040	
Marital status	Single	708	
	Married or living together	8.610	
	Separated or divorced	667	
	Widow/er	41	
Social class	High	1.341	
	Medium high	4.713	
	Medium	2.741	
	Medium low	774	
	Low	41	
Nielsen areas	Northeast / Catalunya & Balears	1.133	
	Levante	1.296	
	South / Andalucía	1.591	
	Center	1.171	
	Norwest	895	
	North Center	994	
	Canarias	207	
	AMB (Metropolitan Area Barcelona)	1.096	
	AMM (Metropolitan Area Madrid)	1.635	
	Province capital	3.854	
Size of habitat	No capital, from 50,000 to 500,000 inhabitants	3.719	
	No capital, from 50,000 to 500,000 inhabitants	2.117	
	No capital, from 50,000 to 500,000 inhabitants	2.117	
Number of children	1 child	5.573	
	2 children	3.864	
	3 children	518	
	4 or more children	74	

Number of people in household	1	13	
	2	411	
	3	4.369	
	4	4.152	
	5 or more	836	



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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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