net quest

PANEL BOOK

Our strong commitment to quality
enables us to offer you data that is
100 % real, calculated in accordance
with the ISO 26362 standard.

ABOUT US

Netquest is the number one provider of opinion and digital behavior data in the Market Research sector in Latin America, Spain and Portugal.

We count on more than 10 years of experience in creating representative panels of the population, being the only company in the region to be certified with the ISO 26362 standard, specific for online access panels.

Thanks to our cross-device technology, we are the only company capable of offering integrated information about the consumer.

BY INVITATION ONLY

Panel size calculated according to ISO-Norm 26362: Number of panelists who have participated in, at least, one survey in the last year.

COUNTRY	Brazil	Mexico	Spain	Argentina	Colombia
PANELISTS	280,503	232,088	224,686	163,335	78,059

COUNTRY	Chile	Portugal	Peru	Rest of Central America	Rest of South America
PANELISTS	139,626	33,630	57,609	72,645	42,439

WHAT MAKES US DIFFERENT?

Data Combination
We can combine opinion data and digital behavior data of the consumer for a 360 degree vision.

Compliance with ISO 26362
Thanks to our commitment to quality we have been certified with the ISO 26362 standard for Panels Online.

Access to difficult targets
More than 500 segmentation variables in our panel and 25 profiling modules allow us to reach difficult targets such as BDM (Business Decision Makers), mothers or car owners.

Committed to your project
We guarantee the sample for all of our projects. We know how important it is for you to have results in time, no excuses.

Highlighted SERVICES

- ADVANCED PROGRAMMING OF ONLINE SURVEYS.

- ONLINE RECRUITMENT FOR QUALITATIVE STUDIES.

- DO-IT-YOURSELF SOFTWARE FOR ONLINE SURVEYS.

- STUDIES MANAGEMENT TO YOUR OWN DATABASES.

- PROCESSING AND TABULATION OF SURVEY RESULTS.

BRAZIL

Panelists: 280,503
Average response rate: 15-25%

Country profile
Population: 203,429,800
Est. Online Population: 75,982,000
Internet Penetration Rate: 58%

Available profiling examples

HEALTHCARE INFORMATION:	**32,392**	INFORMATION ON FINANCIAL PRODUCTS:	**25,644**
MOTHERS (CHILDREN UNDER 18):	**79,779**	IT INFLUENCERS:	**9,900**
MANAGERS:	**5,749**	HOUSEHOLD PURCHASING RESPONSIBLE:	**211,964**

More than 500 profiling examples

AGE	PANEL
16 - 24	30%
25 - 34	32%
35 - 44	20%
45 - 54	11%
+ 55	7%

GENDER	PANEL
Male	34%
Female	66%

SOCIOECONOMIC STATUS	PANEL
A1 / A2	17%
B1 / B2	52%
C1 / C2	28%
D /E	3%

Panelists under 18 years old: 7,690

1 North **Panel: 2%**

2 Centre- West **Panel: 7%**

3 Northeast **Panel: 13%**

4 Southeast **Panel: 64%**

5 South **Panel: 13%**

Sources: www.sidra.ibge.gov.br | www.censo2010.ibge.gov.br | www.census.gov | www.cetic.br (2013)

The number of profiled panelists grows daily. Data: July 2016. **Panel size** calculated according to ISO-Norm 26362. **Response rate** calculated as the % of panelists who participated in the last project to which they were invited.

MEXICO

Panelists: 232,088
Average response rate: 15-25%

Country profile
Population: 123,799,215
Est. Online Population: 50,923,060
Internet Penetration Rate:41.1%

Available profiling examples

HEALTHCARE INFORMATION:	58,622

INFORMATION ON FINANCIAL PRODUCTS:	52,254

MOTHERS (CHILDREN UNDER 18):	39,671

IIT INFLUENCERS:	17,307

CAR DRIVERS:	37,584

HOUSEHOLD PURCHASING RESPONSIBLE:	119,956

More than 500 profiling variables

AGE	PANEL
16 - 24	31%
25 - 34	37%
35 - 44	19%
45 - 54	9%
+55	4%

GENDER	PANEL
Male	41%
Female	59%

SOCIOECONOMIC STATUS	PANEL
ABC+	57%
C / C-	28%
D+	10%
D / E	6%

Panelists under 18 years old: 3,892

Northeast/ Pacific
Panel: 5%

North
Panel: 19%

Bajío / West-Centre
Panel: 21%

Centre
Panel: 10%

Federal District
Panel: 36%

Southeast
Panel: 9%

Sources: www.amipci.org.mx | www.inegi.org.mx | Online survey AMIPCI 2007, 2009 and 2010.

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SPAIN

Panelists: 224,686
Average response rate: 25-35%

Available profiling examples

HEALTHCARE INFORMATION:	**64,002**	HOUSEHOLD INCOME RESPONSIBLE:	**152,928**
INFORMATION ON FINANCIAL PRODUCTS:	**48,328**	AMATEUR ATHLETES	**61,791**
CAR DRIVERS:	**66,730**	HOUSEHOLD PURCHASING RESPONSIBLE:	**183,182**

More than 500 profiling variables

Country profile

Population: 47,066,402
Est. Online Population: 35,010,273
Internet Penetration Rate: 74.4%

AGE	PANEL
16 - 24	20%
25 - 34	27%
35 - 44	28%
45 - 54	17%
+55	9%

GENDER	PANEL
Male	40%
Female	60%

SOCIOECONOMIC STATUS	PANEL
iA1/iA2	35%
iB	16%
iC	22%
iD	8%
iE1/iE2	20%

Panelists under 18 years old: 3,187

1. Northeast
   Panel: 11%
2. East
   Panel: 14%
3. South
   Panel: 16%
4. Centre
   Panel: 9%
5. Northwest
   Panel: 9%
6. North Centre
   Panel: 8%
7. Canary Isl., Ceuta & Melilla
   Panel: 3%
8. M.A. Barcelona
   Panel: 12%
9. M.A. Madrid
   Panel: 19%

Sources: www.ine.es | www.newmediatrendwatch.com | www.aimc.es | www.census.gov

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ARGENTINA

Panelists: 163,335
Average response rate: 25-35%

Available profiling examples

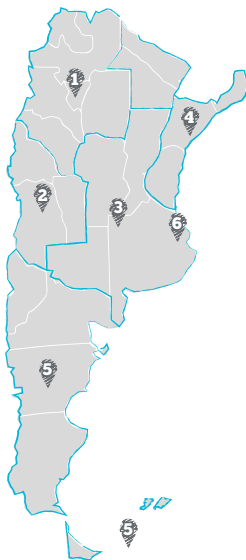|			
HEALTHCARE INFORMATION:	**37,860**	HOUSEHOLD INCOME RESPONSIBLE:	**98,339**
AMATEUR ATHLETES:	**25,164**	IIT INFLUENCERS:	**6,494**
CAR DRIVERS:	**13,928**	HOUSEHOLD PURCHASING RESPONSIBLE:	**127,806**

More than 500 profiling variables

Country proflie
Population: 41,803,125
Est. Online Population: 24,973,660
Internet Penetration Rate: 59.7%

AGE	PANEL
16 - 24	25%
25 - 34	33%
35 - 44	22%
45 - 54	12%
+55	9%

GENDER	PANEL
Male	37%
Female	63%

SOCIOECONOMIC STATUS	PANEL
A - B - C1	17%
C2	30%
C3	25%
D1	18%
D2 - E	10%

Panelists under 18 years old: 2,443

1. NOA - Northwest
   Panel: 4%

2. Cuyo
   Panel: 8%

3. Humid Pampa
   Panel: 61%

4. NEA - Northeast
   Panel: 4%

5. Patagonia
   Panel: 4%

6. A.C. of Buenos Aires
   Panel: 19%

COLOMBIA

Panelists: 78,059
Average response rate: 25-35%

Available profiling examples

HOUSEHOLD PURCHASING RESPONSIBLE:	**64,243**
MOTHERS (CHILDREN UNDER 18):	**24,293**
MOTORCYCLE DRIVERS:	**5,536**
AMATEUR ATHLETES:	**18,230**
IIT INFLUENCERS:	**6,114**
HEALTHCARE INFORMATION:	**26,394**

More than 500 profiling variables

Perfil país
Población: 46,245,297
Población est. Online: 28,475,560
Tasa penetración Internet: 61.6%

AGE	PANEL
15 - 24	28%
25 - 34	33%
35 - 44	21%
45 - 54	12%
+55	6%

GENDER	PANEL
Male	41%
Female	59%

SOCIOECONOMIC STATUS	PANEL
Stratum 1	7%
Stratum 2	27%
Stratum 3	43%
Stratum 4	17%
Stratum 5	5%
Stratum 6	2%

Panelists under 18 years old: 1,111

Amazonic R.
Panel: 1%

Orinoquia R.
Panel: 2%

Atlantic R.
Panel: 15%

Central R.
Panel: 60%

Eastern R.
Panel: 7%

Pacific R.
Panel: 15%

Sources: www.dane.gov.co | www.census.gov/ipc

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CHILE

Panelists: 139,626
Average response rate: 25-35%

Available profiling examples

HEALTHCARE INFORMATION: 35,942	**HOUSEHOLD INCOME RESPONSIBLE:** 87,795
AMATEUR ATHLETES: 23,733	**IT INFLUENCERS:** 3,978
CAR DRIVERS: 6,677	**HOUSEHOLD PURCHASING RESPONSIBLE:** 108,252

More than 500 profiling variables

Country profile
Population: 17,363,894
Est. Online Population: 11,546,990
Internet Penetration Rate: 66.5%

AGE	PANEL
16 - 24	29%
25 - 34	34%
35 - 44	21%
45 - 54	9%
+55	6%

GENDER	PANEL
Male	35%
Female	65%

SOCIOECONOMIC STATUS	PANEL
AB / C1a	14%
C1b/C2	37%
C3 / D	41%
E	9%

Panelists under 18 years old: 2,293

North
Panel: 17%

South
Panel: 22%

Metropolitan Region
Panel: 61%

Sources: www.ine.cl | www.census.gov

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PORTUGAL

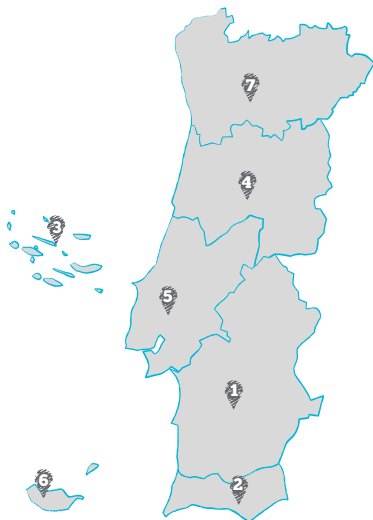**Panelists: 33,630**
Average response rate: 25-35%

Available profiling examples

HEALTHCARE INFORMATION:	**16,770**	
INFORMATION ON FINANCIAL PRODUCTS:	**18,197**	
CAR DRIVERS:	**9,064**	

HOUSEHOLD INCOME RESPONSIBLE:	**24,820**	
IT INFLUENCERS:	**2,596**	
HOUSEHOLD PURCHASING RESPONSIBLE:	**28,522**	

More than 500 profiling variables

Country profile

Population: 10,813,834
Est. Online Population: 7,015,519
Internet Penetration Rate: 64.9%

AGE	PANEL
16 - 24	14%
25 - 34	23%
35 - 44	31%
45 - 54	21%
+55	11%

GENDER	PANEL
Male	38%
Female	62%

SOCIOECONOMIC STATUS	PANEL
AB	43%
C1	41%
C2	12%
D	3%

Panelists under 18 years old: 269

Alentejo
Panel: 6%

Algarve
Panel: 4%

Azores
Panel: 2%

Centre
Panel: 21%

Lisboa & TagusValley
Panel: 36%

Madeira
Panel: 2%

North
Panel: 30%

PERU

Panelists: 57,609
Average response rate: 15-25%

Country profile
Population: 30,147.935
Est. Online Population: 11,817.991
Internet Penetration Rate: 39.2%

Available profiling examples

HOUSEHOLD PURCHASING RESPONSIBLE:	40,854	HOUSEHOLD INCOME RESPONSIBLE:	34,802
INFORMATION ON FINANCIAL PRODUCTS:	10,224	ACTIVELY WORKING:	35,190
CAR DRIVERS:	3,738	MOTORCYCLE DRIVERS:	1,423

More than 500 profiling variables

AGE	PANEL
16 - 24	45%
25 - 34	26%
35 - 44	15%
45 - 54	10%
+55	5%

GENDER	PANEL
Male	42%
Female	58%

SOCIOECONOMIC STATUS	PANEL
A1 /A2	13%
B1 /B2	39%
C1 /C2	38%
D	9%
E	2%

Panelists under 18 years old: 1,329

1 Lima
Panel: 58%

2 Arequipa
Panel: 6%

3 Callao
Panel: 6%

4 Lambayeque
Panel: 4%

5 La Libertad
Panel: 5%

6 Piura
Panel: 4%

7 Cusco
Panel: 2%

Rest of the country
Panel: 15%

Sources: www.inei.gov.pe

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CENTRAL AMERICA

Panelists: 72,645
Average response rate: 25-35%

Age bands:
16-24/25-34/35-44/45-54/+55

Costa Rica

GENDER		AGE					
M52%	W48%	6%	25%	38%	23%	8%	

Honduras

GENDER		AGE					
M56%	W44%	19%	32%	24%	14%	10%	

Dominican Rep.

GENDER		AGE					
M40%	W60%	40%	38%	15%	5%	2%	

Nicaragua

GENDER		AGE					
M60%	W40%	11%	29%	26%	27%	7%	

El Salvador

GENDER		AGE					
M53%	W47%	12%	35%	34%	13%	7%	

Panama

GENDER		AGE					
M43%	W57%	12%	23%	28%	22%	14%	

Guatemala

GENDER		AGE					
M55%	W45%	37%	39%	16%	6%	2%	

Puerto Rico

GENDER		AGE					
M16%	W84%	18%	30%	26%	18%	8%	

Sources: www.inec.go.cr | www.digestyc.gob.sv | www.ine.gob.gt | www.ine.gob.hn | www.inide.gob.ni | www.contraloria.gob.pa/censo | www.census.gov

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Panelists: 42,439
Average response rate: 35-45%

Age bands:
16-24/25-34/35-44/45-54/+55

Bolivia

GENDER		AGE				
M60%	W40%	12%	35%	29%	12%	12%

Ecuador

GENDER		AGE				
M43%	W57%	44%	36%	13%	4%	2%

Paraguay

GENDER		AGE				
M53%	W47%	18%	29%	22%	20%	10%

Uruguay

GENDER		AGE				
M20%	W80%	24%	31%	25%	15%	7%

Venezuela

GENDER		AGE				
M40%	W60%	21%	21%	23%	21%	14%

Sources: www.inec.gob.bo | www.inec.gov.es | www.ecuadorencifras.com | www.dgeec.gov.py | www.ine.gub.uy | www.ine.gov.ve/censo | www.census.gov

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CONTINUOUS PROFILING

Home & Family
This essential module provides information on household consumption patterns and residence details. This information can be used for general classifications or to find specific targets of certain social classes in combination with other variables (occupation, education, etc.).

MOTHERS (CHILDREN<18)
290,697

Socio-demographic studies, social class, B2B
Esomar recommends calculating social class based on occupation and education. At Netquest we think this information could be extended to other variables such as job categories, salary, annual turnover of the company or decision makers. We can also access technical profiles and B2B.

IT INFLUENCERS
64,379

Health
It provides detailed information about the panelists' health and their dependents. Willingness to participate in studies on diseases. People willing to discuss pathologies of very low incidence.

SUFFERED ILLNESSES
114,143

Banking, Finance & insurance
Knowing beforehand the financial and insurance client type is essential to gain access to complex targets. Private banking clients or insurance decision makers are typical examples of these studies.

FINANCIAL PRODUCTS
336,778

Retail & Grocery shopping
Consumer buying patterns are increasingly changing. With this module, you can easily know more about the buyer profile of a particular shopping centre, the frequency of purchase, etc.

PURCHASE RESPONSIBLES
43,183

Travelers
Thanks to this module, you can target, for example, people who have travelled on business class to a European country in the past 12 months or even get to know their reasons for travelling.

TRAVELERS
107,031

Sports
This module allows you to know people's sport habits: which sports do they practice, how often do they go to the gym, if they follow a sport, which annual spending do they have in sportswear, etc.

AMATEUR ATHLETES
210,609

HIGHLIGHTED

Automotive
The module shows essential data for studies focused on the growth of the automotive market research industry. It also provides information about car drivers and their vehicles: Brand, model, year of registration, title, insurance, car segment, etc.

CAR DRIVERS
208,876

*Modules not yet available for all countries. Panel data calculated according to the quality standards of the ISO 26362 norm for Access panels. Total amount shown for the available modules.

OTHER PRODUCTS

Healthcare Panels
Patients

Pathologies
Detailed information about our panelists' health and their dependents. Willingness to participate in studies on diseases.

Eating disorders	Infectious	Allergies	Cancer
Endocrine Trauma	Digestive	Kidneys	Children caregivers
Respiratory	Overweight	Liver	Adult caregivers
Reproductive	Visual	Auditory	General health
Cardiovascular	Urinary	Skin and Hair	Surgery
Autoinmune	Mental	Feet	
	Nervous	Teeth and mouth	

Spain
Portugal
Mexico
Venezuela
Colombia
Brazil
Chile
Argentina

Developing panels.

*Data modules are protected by level 3 security of the Spanish Agency for Data Protection. Panel data according to the quality ISO 26362 standards.

NEW PANEL

Information
Technology Panel

Information on IT Managers and IT Decision Makers. This panel includes people who influence technology decisions in their companies, as well as in the procurement of telecomunication services. Also available: information about the company and the industry.

Panel data according to the quality ISO 26362 standards.

COUNTRY	Brazil	Spain	Mexico	Argentina	Portugal	Chile	Colombia	Peru
MAXIMUM DELIVERY	42,973	71,944	42,171	39,772	10,829	42,628	27,602	8,117

*Maximum delivery: maximum number of responses we can obtain in a study on patients for each country (includes response rate). ISO 26362 Data.

OUR CLIENTS
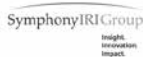
PROFESSIONALS WHO RECOMMEND US

We've been working with Netquest since 2006. They take as much care of panel maintanance and quality of surveys as we do at respondi, which helped us to create a much valued partnership. I can highly recommend their work and their panels.

CHRISTOPHER MORASCH | MANAGING DIRECTOR AT RESPONDI LTD (UK)

I have been working with Netquest over the last years, and the service I have received from them is always superb! I love that they are always concern about improving their tools and the quality of their panels. I would absolutely recommend them to any colleague or client that wants a quality and reliable service.

PABLO GÓMEZ | STRATEGY AND RESEARCH DIRECTOR AT UNIVERSAL MCCANN (ESPAÑA)

We have worked with Netquest on several occasions over the past few years and have been consistently impressed with their fast turnaround, competitiveness and high quality. Netquest are a leader in the panel and online survey space in Spain, offer a first rate team of professionals and are leading the development of panel and online survey technologies and techniques in the local market.

JAMES BURGE | MANAGING DIRECTOR, ASIA PACIFIC AT RESEARCH NOW

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