Panel book

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

For over 15 years, Netquest has provided market researchers with genuine, insightful data.

Netquest’s consumer-panel and data-collection capabilities in 26 countries helps institutions and businesses analyze the market, gain valuable insight and genuinely understand consumers.

Panel size calculated according to ISO-Norm 26362

Number of panelists who have participated in, at least, one survey in the last year.

Discover our 5 superpowers

What does it take to build a super panel?

#1 Genuine data: put the panelist first

The best way to collect quality data is by treating participants fairly. That’s why at Netquest, everyone who participates is rewarded. Remember: engaged participants are the foundation of meaningful research.

#2 A closed panel: a unique way of recruiting

Invitees are given one-time use personal invitations, reducing the risk of self-selection and duplication.

#3 Transparency: ISO certification is a big deal

We tell you every single detail about how we run our panel. We were the first panel in the Ibero-American region supported by the ISO standard for online access panels, ISO 26362, which we still hold today.

#4 Diverse targets: the most profiled

Every time panelists participate in our surveys, we gather more profile data on different topics. Our participation prediction system uses this data to minimize unnecessary invitations, leading to more efficient panel use and a better price for you.

#5 Tech-powered: the best technology developed in-house

We develop our own panel technology, incentive system and data-collection software. Surveys are responsive, and panelists have access to a uniquely branded all-in-one app.
A Symphony of Data
Orchestrating data combinations to give you a 360° view of the consumer

PROFILING
Who is she?

BEHAVIOR
What is she doing?

OPINION
Why?

GEOLOCATION
Where is she?

AUDIO MATCHING
What is she listening to?
Our worldwide panel
The Americas

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

Rest of Central America: Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama and Puerto Rico.
Rest of South America: Ecuador, Bolivia, Paraguay, Uruguay and Venezuela.

Data: August 2019. The number of profiled panelists grows daily.
United States

Panelists: **22,697**

Average response rate: **35-40%**

Country profile:

- Population: 324,118,787
- Est. Online Population: 286,942,362
- Internet Penetration Rate: 88%

Available profiling examples [+1000 panel attributes]

- **7,259** Travelers
- **7,707** Mothers
- **8,784** Information on financial products
- **13,334** Household decision maker
- **9,956** Main source of income
- **7,178** Actively working

### Regions

1. East North Central 17%
2. East South Central 7%
3. Middle Atlantic 14%
4. Mountain 7%
5. New England 5%
6. Pacific 11%
7. South Atlantic 22%
8. West North Central 7%
9. West South Central 10%

### Ethnic group

- White 81%
- African American 11%
- Hispanic 1%
- Asian 2%
- Other 5%

### Socioeconomics

- Upper class 1%
- Upper Middle class 19%
- Middle class 36%
- Working/Lower class 44%

### Age and Gender

- 16-24: 10%
- 25-34: 14%
- 35-44: 18%
- 45-54: 20%
- +55: 38%

- F: 74%
- M: 26%
Brazil

Panelists: **420,890**

Average response rate: **20-25%**

Country profile:

- Population: 209,567,920
- Est. Online Population: 139,111,185
- Internet Penetration Rate: 66%

Available profiling examples [+1000 panel attributes]

- **111,953** Healthcare information
- **126,473** Mothers
- **73,009** Information on financial products
- **291,732** Household decision maker
- **17,700** IT influencers
- **5,860** Managers

Mexico

Panelists: **304,553**

Average response rate: **20-25%**

Country profile:

Population: 128,632,004
Est. Online Population: 82,324,483
Internet Penetration Rate: 64%

Available profiling examples [+1000 panel attributes]

- **78,322**
  - Healthcare information
- **75,033**
  - Mothers
- **54,433**
  - Information on financial products
- **207,809**
  - Household decision maker
- **53,788**
  - E-commerce
- **42,085**
  - Car drivers

**Regions**

1. Northeast/Pacific **8%**
2. North **15%**
3. Bajio **15%**
4. Center **16%**
5. DF **31%**
6. Southeast **15%**

Argentina

Panelists: 224,164

Average response rate: 20-25%

Country profile:

Population: 43,847,277
Est. Online Population: 30,359,855
Internet Penetration Rate: 69%

Available profiling examples [+1000 panel attributes]

<table>
<thead>
<tr>
<th>Region</th>
<th>Gender</th>
<th>Socioeconomics</th>
<th>Age</th>
<th>Regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOA - Northwest</td>
<td>7%</td>
<td>ABC1 11%</td>
<td>16-24 25%</td>
<td>1 NOA - Northwest 7%</td>
</tr>
<tr>
<td>Cuyo</td>
<td>6%</td>
<td>C2 24%</td>
<td>25-34 31%</td>
<td>2 Cuyo 6%</td>
</tr>
<tr>
<td>Humid Pampa</td>
<td>62%</td>
<td>C3 24%</td>
<td>35-44 22%</td>
<td>3 Humid Pampa 62%</td>
</tr>
<tr>
<td>NEA - Northeast</td>
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<td>D1 21%</td>
<td>45-54 12%</td>
<td>4 NEA - Northeast 7%</td>
</tr>
<tr>
<td>Patagonia</td>
<td>5%</td>
<td>D2/E 20%</td>
<td>+55 10%</td>
<td>5 Patagonia 5%</td>
</tr>
<tr>
<td>A. C. of Buenos Aires</td>
<td>13%</td>
<td></td>
<td></td>
<td>6 A. C. of Buenos Aires 13%</td>
</tr>
</tbody>
</table>

Colombia

Panelists: **115,737**

Average response rate: **25-30%**

Country profile:

- Population: 48,654,392
- Est. Online Population: 27,664,747
- Internet Penetration Rate: 57%

Available profiling examples [+]1000 panel attributes

- **46,603** Healthcare information
- **32,749** Mothers
- **25,485** Amateur athletes
- **82,296** Household decision maker
- **10,829** IT influencers
- **8,683** Motocycle drivers

Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>16-24</td>
<td>31%</td>
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<tr>
<td>25-34</td>
<td>37%</td>
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<tr>
<td>35-44</td>
<td>20%</td>
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<td>45-54</td>
<td>8%</td>
</tr>
<tr>
<td>+55</td>
<td>4%</td>
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Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>60%</td>
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<tr>
<td>Male</td>
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Socioeconomics

<table>
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<th>Stratum</th>
<th>Percentage</th>
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<td>2</td>
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<td>3</td>
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<td>4</td>
<td>12%</td>
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<tr>
<td>5</td>
<td>3%</td>
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<tr>
<td>6</td>
<td>1%</td>
</tr>
</tbody>
</table>

Regions

1. Atlantic **13%**
2. Eastern **8%**
3. Central **64%**
4. Pacific **12%**
5. Orinoquia **2%**
6. Amazonic **1%**

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

Panelists: **205,025**

Average response rate: **20-25%**

Country profile:

- Population: 18,131,850
- Internet Penetration Rate: 78%

Available profiling examples [+]1000 panel attributes]

- **50,218** Healthcare information
- **32,702** Amateur athletes
- **113,724** Main source of income
- **136,389** Household decision maker
- **13,790** IT influencers
- **24,587** Car drivers

Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>16-24</td>
<td>25%</td>
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<td>36%</td>
</tr>
<tr>
<td>35-44</td>
<td>22%</td>
</tr>
<tr>
<td>45-54</td>
<td>10%</td>
</tr>
<tr>
<td>+55</td>
<td>7%</td>
</tr>
</tbody>
</table>

Gender

- Female: 58%
- Male: 42%

Socioeconomics

<table>
<thead>
<tr>
<th>Socioeconomic Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>AB</td>
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</tr>
<tr>
<td>C1a</td>
<td>8%</td>
</tr>
<tr>
<td>C1b</td>
<td>15%</td>
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<tr>
<td>C2</td>
<td>20%</td>
</tr>
<tr>
<td>C3</td>
<td>23%</td>
</tr>
<tr>
<td>D</td>
<td>20%</td>
</tr>
<tr>
<td>E</td>
<td>10%</td>
</tr>
</tbody>
</table>

Regions

1. North **20%**
2. Metropolitant **49%**
3. South **31%**

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

The number of profiled panelists grows daily. Data: August 2019. 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.
Peru

Panelists: **105,951**

Average response rate: **15–20%**

Country profile:

- Population: 31,774,225
- Est. Online Population: 13,036,965
- Internet Penetration Rate: 41%

Available profiling examples [+1000 panel attributes]

- **12,636** Healthcare information
- **5,071** Car drivers
- **16,301** Information on financial products
- **72,553** Household decision maker
- **63,697** Main source of income
- **63,678** Actively working

Sources: www.inei.gov.pe

**Age**

- 16–24: **47%**
- 25–34: **30%**
- 35–44: **13%**
- 45–54: **6%**
- +55: **4%**

**Gender**

- Female: **63%**
- Male: **37%**

**Socioeconomics**

- A1/A2: **6%**
- B1/B2: **29%**
- C1/C2: **36%**
- D: **20%**
- E: **9%**

**Regions**

1. Lima **53%**
2. Arequipa **6%**
3. Callao **5%**
4. Lambayeque **4%**
5. La Libertad **6%**
6. Piura **4%**
7. Cusco **2%**
8. Resto **20%**
## Rest of Central America

**Panelists:** 6,898  
**Average response rate:** 20-25%

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td><strong>Guatemala</strong></td>
<td><strong>El Salvador</strong></td>
<td><strong>Honduras</strong></td>
<td><strong>Nicaragua</strong></td>
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<tr>
<td>Gender</td>
<td>Gender</td>
<td>Gender</td>
<td>Gender</td>
</tr>
<tr>
<td>M 70% F 30%</td>
<td>M 63% F 37%</td>
<td>M 58% F 42%</td>
<td>M 66% F 34%</td>
</tr>
<tr>
<td>Age</td>
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<td>Age</td>
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<tr>
<td>17% 35% 27% 14% 7%</td>
<td>11% 25% 31% 20% 13%</td>
<td>12% 27% 25% 20% 16%</td>
<td>11% 29% 27% 19% 14%</td>
</tr>
</tbody>
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<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<tbody>
<tr>
<td><strong>Costa Rica</strong></td>
<td><strong>Panama</strong></td>
<td><strong>Dominican Rep.</strong></td>
<td><strong>Puerto Rico</strong></td>
</tr>
<tr>
<td>Gender</td>
<td>Gender</td>
<td>Gender</td>
<td>Gender</td>
</tr>
<tr>
<td>M 63% F 37%</td>
<td>M 54% F 46%</td>
<td>M 36% F 64%</td>
<td>M 24% F 76%</td>
</tr>
<tr>
<td>Age</td>
<td>Age</td>
<td>Age</td>
<td>Age</td>
</tr>
<tr>
<td>9% 14% 19% 24% 34%</td>
<td>15% 12% 19% 24% 30%</td>
<td>19% 44% 24% 9% 4%</td>
<td>6% 11% 25% 31% 27%</td>
</tr>
</tbody>
</table>

### Age bands

- 16-24
- 25-34
- 35-44
- 45-54
- 55+

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

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The number of profiled panelists grows daily. Data: August 2019. 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.
## Rest of South America

Panelists: **8,253**

Average response rate: **20-25%**

<table>
<thead>
<tr>
<th></th>
<th>Country</th>
<th>Gender</th>
<th>Age bands</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Venezuela</td>
<td>M 57% F 43%</td>
<td>Age: 7% 20% 25% 26% 22%</td>
</tr>
<tr>
<td>2</td>
<td>Ecuador</td>
<td>M 52% F 48%</td>
<td>Age: 20% 25% 18% 16% 21%</td>
</tr>
<tr>
<td>3</td>
<td>Bolivia</td>
<td>M 69% F 31%</td>
<td>Age: 12% 31% 31% 15% 11%</td>
</tr>
<tr>
<td>4</td>
<td>Paraguay</td>
<td>M 63% F 37%</td>
<td>Age: 17% 25% 26% 14% 18%</td>
</tr>
<tr>
<td>5</td>
<td>Uruguay</td>
<td>M 41% F 59%</td>
<td>Age: 4% 7% 15% 21% 53%</td>
</tr>
</tbody>
</table>

Our worldwide panel

Europe

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

*Panel currently being developed.

Data: August 2019. The number of profiled panelists grows daily.
Spain

Panelists: **164,300**
Average response rate: **45-50%**

Country profile:
Population: 46,064,604
Est. Online Population: 37,865,104
Internet Penetration Rate: 82%

Available profiling examples [+1000 panel attributes]

- **95,121** Healthcare information
- **54,126** Amatheur Athletes
- **79,939** Information on financial products
- **134,077** Household decision maker
- **102,031** Main source of income
- **80,324** Car drivers

**Age**
- 16-24: **11%**
- 25-34: **25%**
- 35-44: **29%**
- 45-54: **22%**
- +55: **13%**

**Gender**
- Female: **63%**
- Male: **37%**

**Socioeconomics**
- iA1/iA2: **36%**
- iB: **18%**
- iC: **25%**
- iD: **9%**
- iE1/iE2: **12%**

**Regions**
- 1. Northwest: **9%**
- 2. North Centre: **8%**
- 3. Northeast: **12%**
- 4. Centre: **10%**
- 5. East: **14%**
- 6. South: **16%**
- 7. Canary Isl., Ceuta & Melilla: **2%**
- 8. M. A. Madrid: **18%**
- 9. M. A. Barcelona: **11%**

Portugal

Panelists: 37,804

Average response rate: 30-35%

Country profile:

- Population: 10,304,434
- Est. Online Population: 6,930,762
- Internet Penetration Rate: 67%

Available profiling examples [+1000 panel attributes]

- 13,076 Healthcare information
- 13,524 Travelers
- 11,435 Information on financial products
- 24,487 Household decision maker
- 20,838 Main source of income
- 8,691 Car drivers

Regions

1. North 32%
2. Center 22%
3. Lisboa & Tagus Valley 33%
4. Alentejo 6%
5. Algarve 3%
6. Azores 2%
7. Madeira 2%


Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>21%</td>
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<td>27%</td>
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<tr>
<td>45-54</td>
<td>15%</td>
</tr>
<tr>
<td>+55</td>
<td>8%</td>
</tr>
</tbody>
</table>

Gender

- Female 73%
- Male 27%

Socioeconomics

- A/B 42%
- C1 44%
- C2 12%
- D 2%

The number of profiled panelists grows daily. Data: August 2019. 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.
United Kingdom

Panelists: **22,697**

Average response rate: **35-40%**

Country profile:

Population: 65,111,143
Est. Online Population: 60,273,385
Internet Penetration Rate: 93%

Available profiling examples [+1000 panel attributes]

<table>
<thead>
<tr>
<th>Age</th>
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<tbody>
<tr>
<td>16-24</td>
<td>4%</td>
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<td>45-54</td>
<td>23%</td>
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<tr>
<td>+55</td>
<td>46%</td>
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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>70%</td>
</tr>
<tr>
<td>Male</td>
<td>30%</td>
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<table>
<thead>
<tr>
<th>Socioeconomics</th>
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<tbody>
<tr>
<td>High</td>
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<td>Medium High</td>
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<tr>
<td>Medium Low</td>
<td>21%</td>
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<tr>
<td>Low</td>
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<table>
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<th>Regions</th>
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<tbody>
<tr>
<td>1 North East</td>
<td>5%</td>
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<tr>
<td>2 North West &amp; Isle of Man</td>
<td>12%</td>
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<tr>
<td>3 Yorkshire and The Humber</td>
<td>9%</td>
</tr>
<tr>
<td>4 East Midlands</td>
<td>7%</td>
</tr>
<tr>
<td>5 West Midlands</td>
<td>8%</td>
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<tr>
<td>6 Eastern</td>
<td>9%</td>
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<tr>
<td>7 London</td>
<td>9%</td>
</tr>
<tr>
<td>8 South East</td>
<td>12%</td>
</tr>
<tr>
<td>9 South West &amp; Channel Islands</td>
<td>14%</td>
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<tr>
<td>10 Northern Ireland</td>
<td>2%</td>
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<tr>
<td>11 Scotland</td>
<td>8%</td>
</tr>
<tr>
<td>12 Wales</td>
<td>5%</td>
</tr>
</tbody>
</table>

8,390 Travelers
8,349 Mothers
1,448 Amateur athletes
15,780 Household decision maker
11,711 Main source of income
8,335 Actively working
8,349 Mothers
11,711 Main source of income
8,335 Actively working
France

Panelists: **69,350**

Average response rate: **15-20%**

Country profile:

- Population: 64,668,129
- Est. Online Population: 55,860,330
- Internet Penetration Rate: 86%

Available profiling examples [+1000 panel attributes]

- **9,572** Travelers
- **16,994** Mothers
- **11,137** Mobile
- **38,283** Household decision maker
- **38,982** Main source of income
- **32,328** Actively working

**Gender**

- Female 62%
- Male 38%

**Socioeconomics**

- CSP+ 37%
- CSP- 41%
- Inactifs 22%

**Regions**

- RP 15%
- BPE 8%
- BPO 10%
- North 9%
- East 8%
- West 15%
- Southeast 12%
- Southwest 10%
- Mediterranée 13%

The number of profiled panelists grows daily. Data: August 2019. 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.
Italy

Panelists: 36,682
Average response rate: 30-35%

Country profile:

- Population: 59,801,004
- Est. Online Population: 39,211,518
- Internet Penetration Rate: 66%

Available profiling examples [+1000 panel attributes]

- Travelers: 14,768
- Mothers: 12,888
- Mobile: 5,187
- Household decision maker: 27,745
- Main source of income: 17,336
- Actively working: 18,547

Age

<table>
<thead>
<tr>
<th></th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>+55</th>
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<td></td>
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<td>20%</td>
<td>27%</td>
<td>22%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Gender

- Female: 74%
- Male: 26%

Socioeconomics

- High: 3%
- Medium High: 6%
- Medium Low: 51%
- Low: 40%

regions

- Area 1: 31%
- Area 2: 17%
- Area 3: 22%
- Area 4: 30%

Germany

Panelists: **40,729**

Average response rate: **20-25%**

Country profile:

- Population: 80,682,351
- Est. Online Population: 71,016,605
- Internet Penetration Rate: 88%

Available profiling examples [+1000 panel attributes]

- **6,957** Travelers
- **9,923** Mothers
- **1,781** Mobile

- **28,091** Household decision maker
- **21,478** Main source of income
- **17,306** Actively working

**Regions**

1. Hamburg, Bremen, Schleswig-Holstein, Niedersachsen **17%**
2. Nordrhein-Westfalen **23%**
3. Hessen, Rheinland-Pfalz, Saarland **13%**
4. Baden-Württemberg **10%**
5. Bayern **13%**
6. Berlin, Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt **15%**
7. Thüringen, Sachsen **9%**


The number of profiled panelists grows daily. Data: August 2019. 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.
Specialized panels

Get updated profile information on our panelists to help you understand any target audience. We have thousands of profile variables already identified about the panelists who will participate in your research projects.

Healthcare
The health care that our panelists and their dependents receive, including those with common and rare conditions, allergies, visual, auditory and mental health conditions, etc.

Sports
Athletic habits, preferred sports, gym use, team preferences and sportswear.

Automotive
Licensed drivers, carsharing users, shared vehicles, car brands, models, insurance and other vehicle details.

Labor Market
Employment status, degrees earned (or currently being pursued), occupation, sector, job, income, ITDM, ITINF and other decision areas.

Children’s Products
Brands, children’s products purchased, L6M, websites for children’s products.

Banking
Financial client type, insurance client type, private banking clients, insurance decision-makers; financial products, banks hired by product, and much more.
USA & Canada
americas@netquest.com

Spain
iberia@netquest.com

Portugal
portugal@netquest.com

Italy
italy@netquest.com

Germany
germany@netquest.com

France
france@netquest.com

United Kingdom
uk@netquest.com

Asia
apac@netquest.com

Colombia
colombia@netquest.com

Brazil
brazil@netquest.com

Southern Cone
southerncone@netquest.com

Mexico
mexico@netquest.com

netquest.com