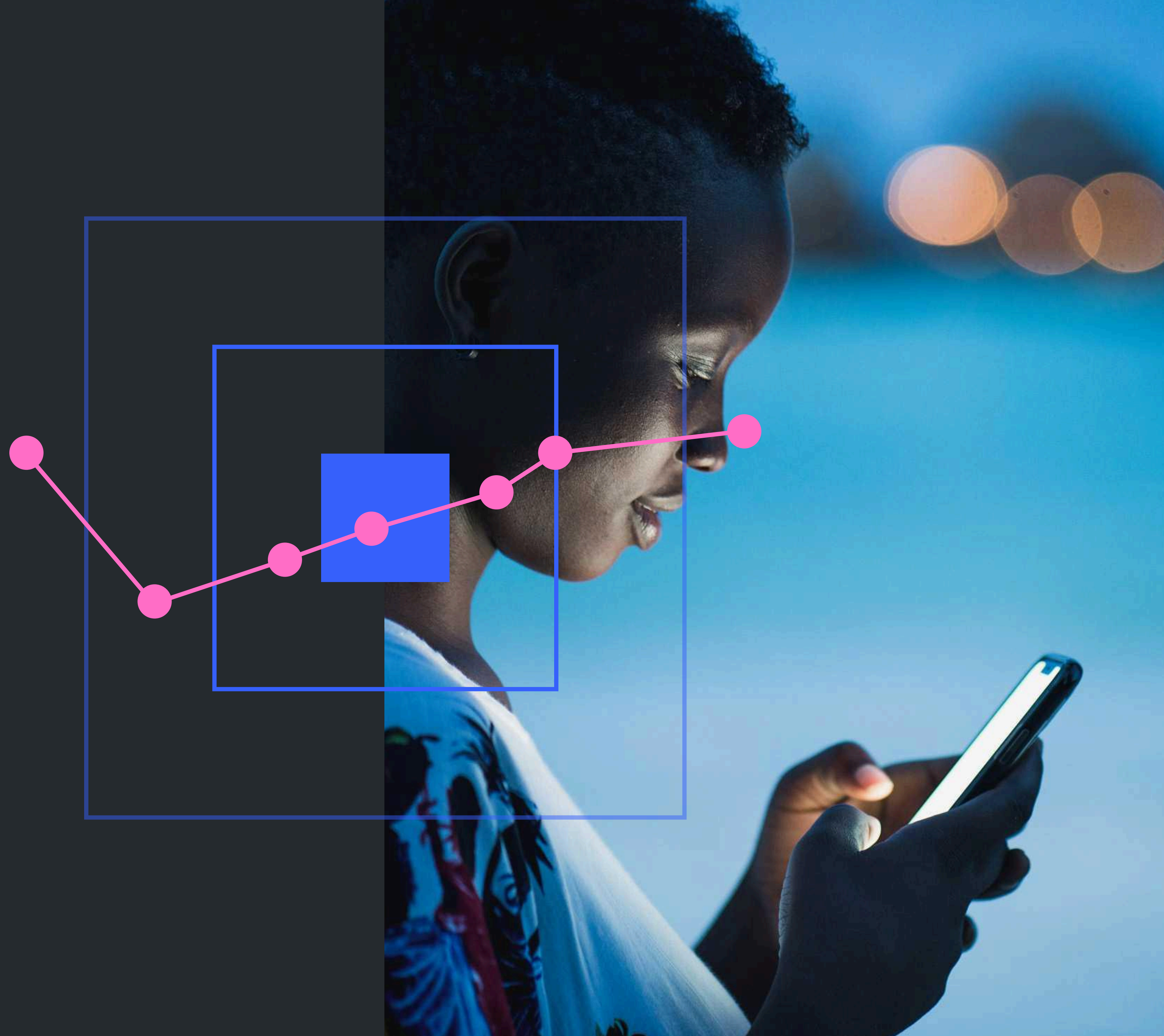


37 PANELS FROM NETQUEST AND BILENDI GROUP

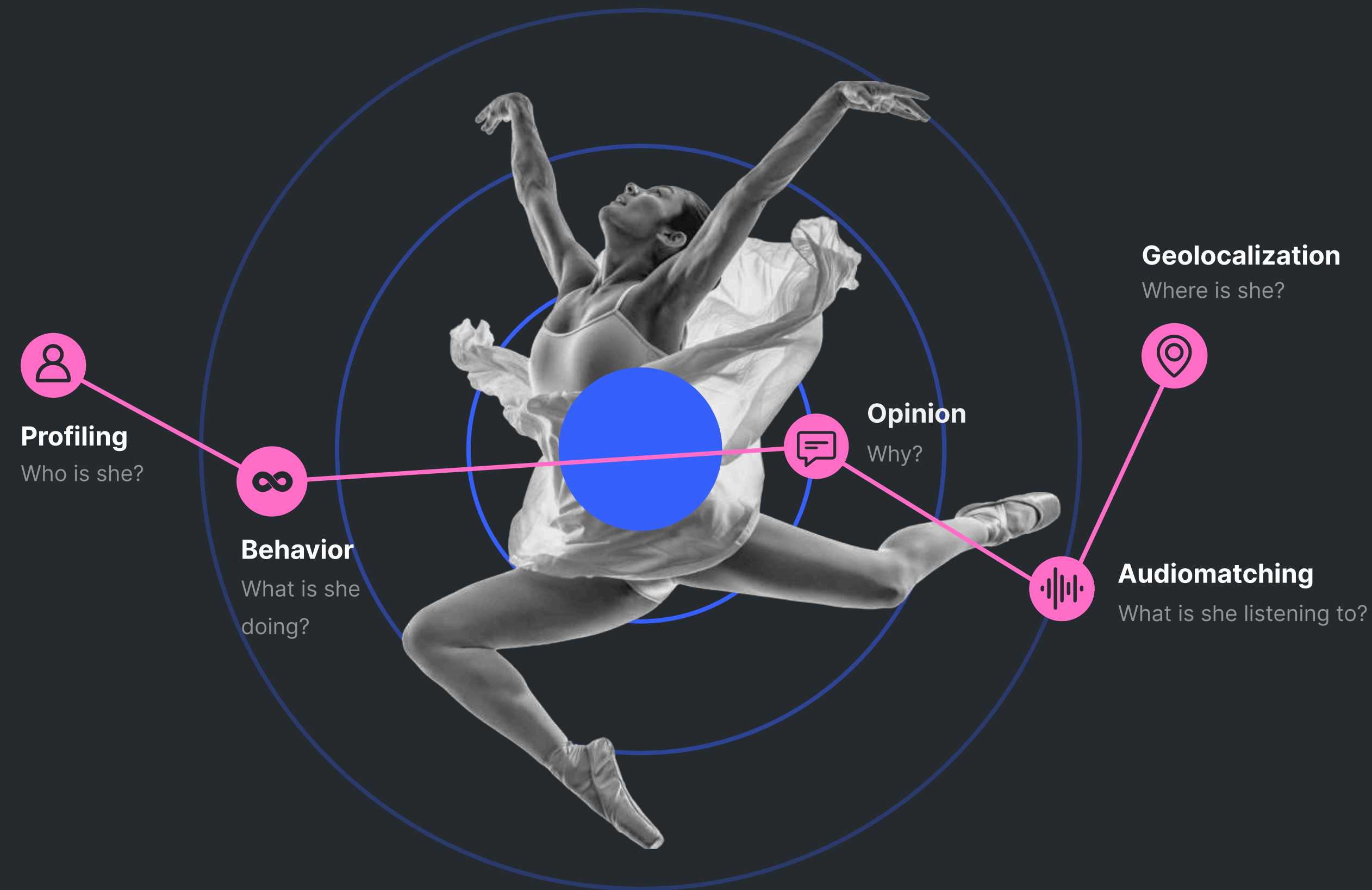
# *Panel book*

Our main goal is to provide a high quality panel for decision-makers. We are committed to generating quality data that is 100% authentic and accurate, calculated in compliance with ISO 20252 regulation.



# *Symphony* of data

Orchestrating data combinations to give you a 360° view of the consumer





# *About us*

For more than 20 years, Netquest has been delivering genuine, quality, meaningful data to players in the market research industry.

**Since January 2025, Netquest is part of the Bilendi Group**, which means that our data collection capacity and our panels in **37 countries** make us the partner of choice for companies and organisations that want gather valuable insights and achieve a deeper understanding of their consumers.





# *Panel size*

The figures presented in this panel book are based on estimates derived from the ISO 20252 standard, which defines active panelists as individuals who have participated in at least one survey within the past 12 months.



# *What makes us a quality #GenuinePanel?*

## **#1 Genuine panelists: a user-centered experience**

The best way to achieve quality data is to offer the best and fairest experience to panelists. This is why at Netquest, all participants are rewarded, even those who aren't selected.

## **#2 Diverse recruitment sources: representative sampling**

Our internal team recruits panelists from a wide and varied range of channels. This guarantees a representative sample, incorporating different backgrounds and points of view, thus minimizing bias.





### **#3 Transparency and quality: ISO certification guarantee**

We are the first panel in Ibero-America to be endorsed by the ISO 20252 certification, specific to conducting market, opinion and social research.

### **#4 Diverse targets: detailed profiling**

Each time a panelist participates, we gather more information about their profile and preferences. A highly profiled panel enables more precise targeting, avoiding unnecessary invitations and offering more efficient use of the panel.

### **#5 Our own advanced technology**

Our panel technology, rewards system and data collection software have all been developed in-house. Our surveys adapt to all devices and our panelists have access to an all-in-one app. By developing our own technology, we ensure that we can meet the needs of our clients and sampling of the highest quality.



# *Our panel worldwide* **America**

## **Central and south America**

Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Puerto Rico, Bolivia, Ecuador, Paraguay, Uruguay and Venezuela.

**United States**  
**31,000**

**México**  
**259,000**

**Central America**  
**5,700**

**Brazil**  
**400,000**

**Colombia**  
**141,000**

**Peru**  
**62,000**

**South America**  
**24,300**

**Chile**  
**145,000**

**Argentina**  
**122,000**

LATAM

# Argentina

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

122,000

GENDER

31% M | 69% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 17%   | 22%   | 24%   | 19%   | 18% |
| 16-24 | 25-34 | 34-44 | 45-54 | +55 |

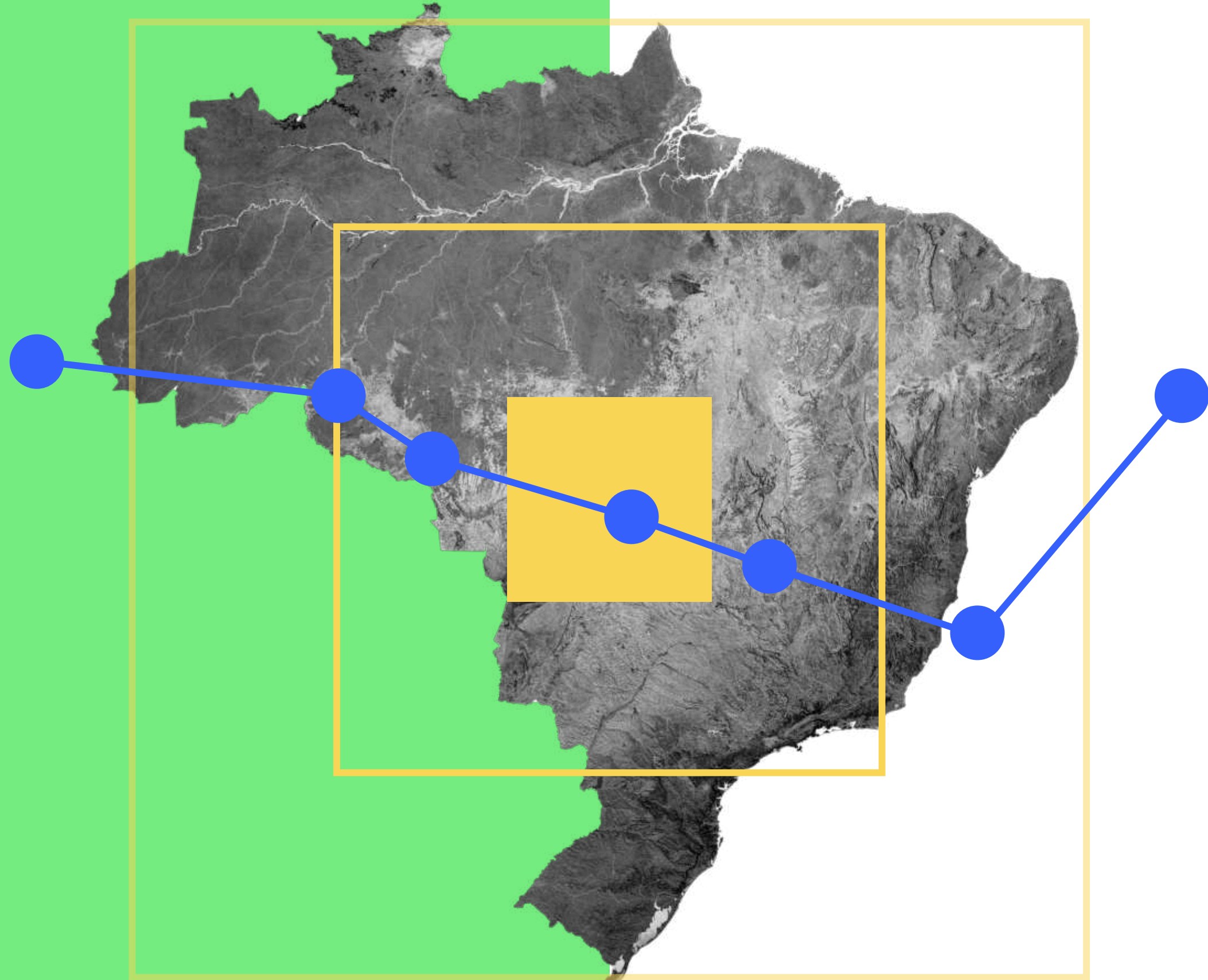
SOCIOECONOMICS

|      |     |     |     |      |
|------|-----|-----|-----|------|
| 12%  | 26% | 24% | 18% | 21%  |
| ABC1 | C2  | C3  | D1  | D2/E |

REGIONS

13% Buenos Aires 16% CABA 18% Centro Argentina 11% Norte Argentina 6% Cuyo  
32% GBA 4% Patagonia





LATAM

# Brazil

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

400,000

GENDER

34% M | 66% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 19%   | 28%   | 26%   | 16%   | 11% |
| 16-24 | 25-34 | 34-44 | 45-54 | +55 |

SOCIODEMOGRAPHICS

|     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
| 11% | 14% | 33% | 22% | 15% | 6%  |
| A   | B1  | B2  | C1  | C2  | D/E |

REGIONS

7% Centro Oeste 19% Nord Este 5% Norte 54% Sudeste 16% Sul



NETQUEST PANELS, NOW PART OF BILENDI GROUP

# Central and South America

PANELISTS

30,000

- Costa Rica
- Dominican Republic
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panamá
- Puerto Rico

- Bolivia
- Ecuador
- Paraguay
- Uruguay
- Venezuela







LATAM

# Chile

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

145,000

GENDER

27% M | 73% F

AGE

11%

16-24

20%

25-34

29%

34-44

25%

45-54

15%

+55

SOCIOECONOMICS

1%

AB

7%

C1a

10%

C1b

17%

C2

23%

C3

23%

D

19%

E

REGIONS

1% Arita y Parinacota 2% Los Rios 50% Metropolitana 2% Antofagasta

5% Maule 1% Atacama 0% Aysen del General Carlos Ibañez del Campo

3% Coquimbo 5% La Araucania 4% Los Lagos

1% Magallanes y la Antartica Chilena 2% Nuble 1% Tarapaca 12% Valparaíso

8% Bio Bio 4% Libertado General Bernardo O'Higgins



LATAM

# Colombia

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

141,000

GENDER

38% M | 62% F

AGE

25%

16-24

32%

25-34

22%

34-44

13%

45-54

9%

+55

SOCIOECONOMICS

18%

Stratum 1

31%

Stratum 2

33%

Stratum 3

11%

Stratum 4

3%

Stratum 5

1%

Stratum 6

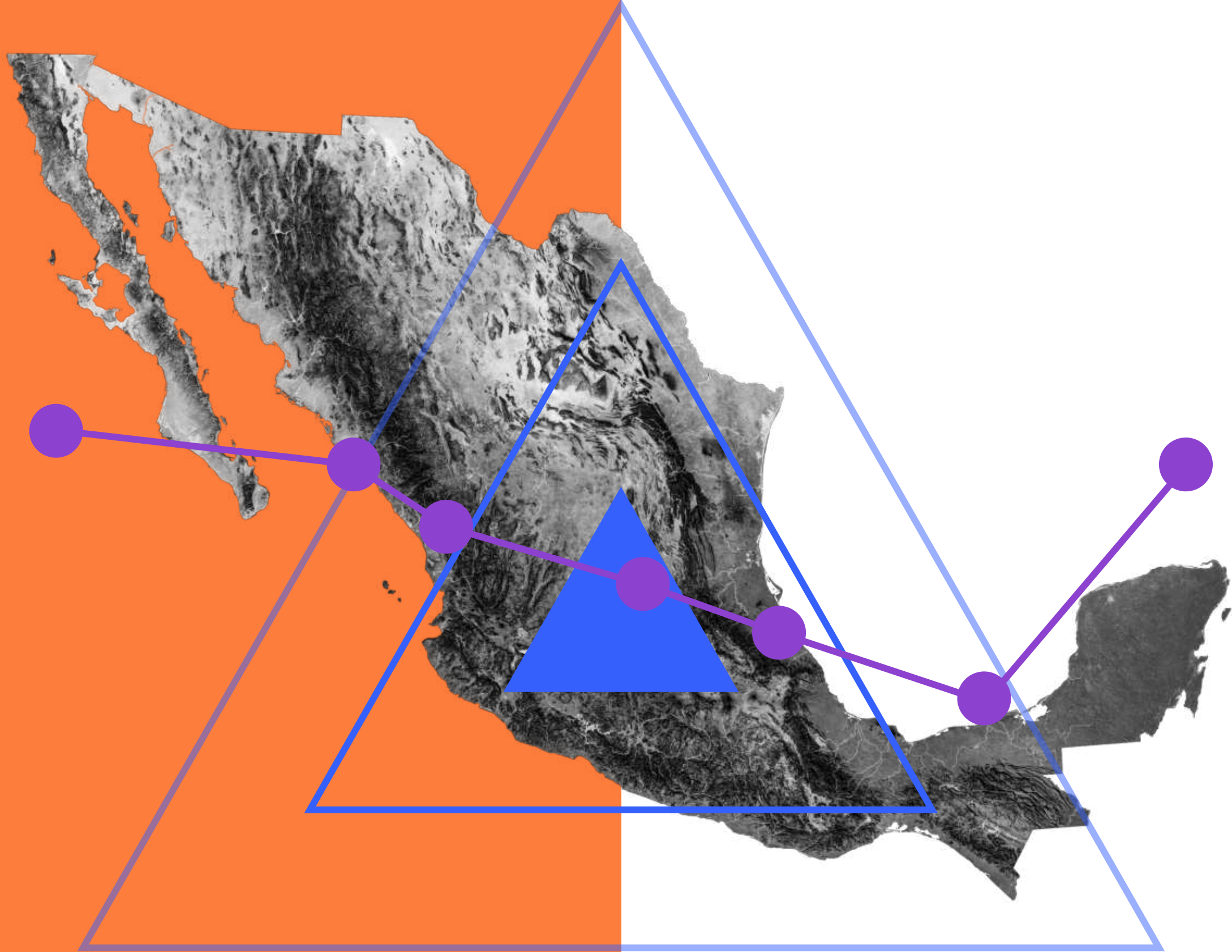
3%

Unknown

REGIONS

16% Atlantica 58% Central 9% Oriental 3% Orinoquía 13% Pacífica 1% Amazónica





LATAM

# Mexico

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

259,000

GENDER

41% M | 59% F

AGE

19%

16-24

31%

25-34

26%

34-44

16%

45-54

8%

+55

SOCIOECONOMICS

25%

AB

23%

C+

18%

C

17%

C-

10%

D+

6%

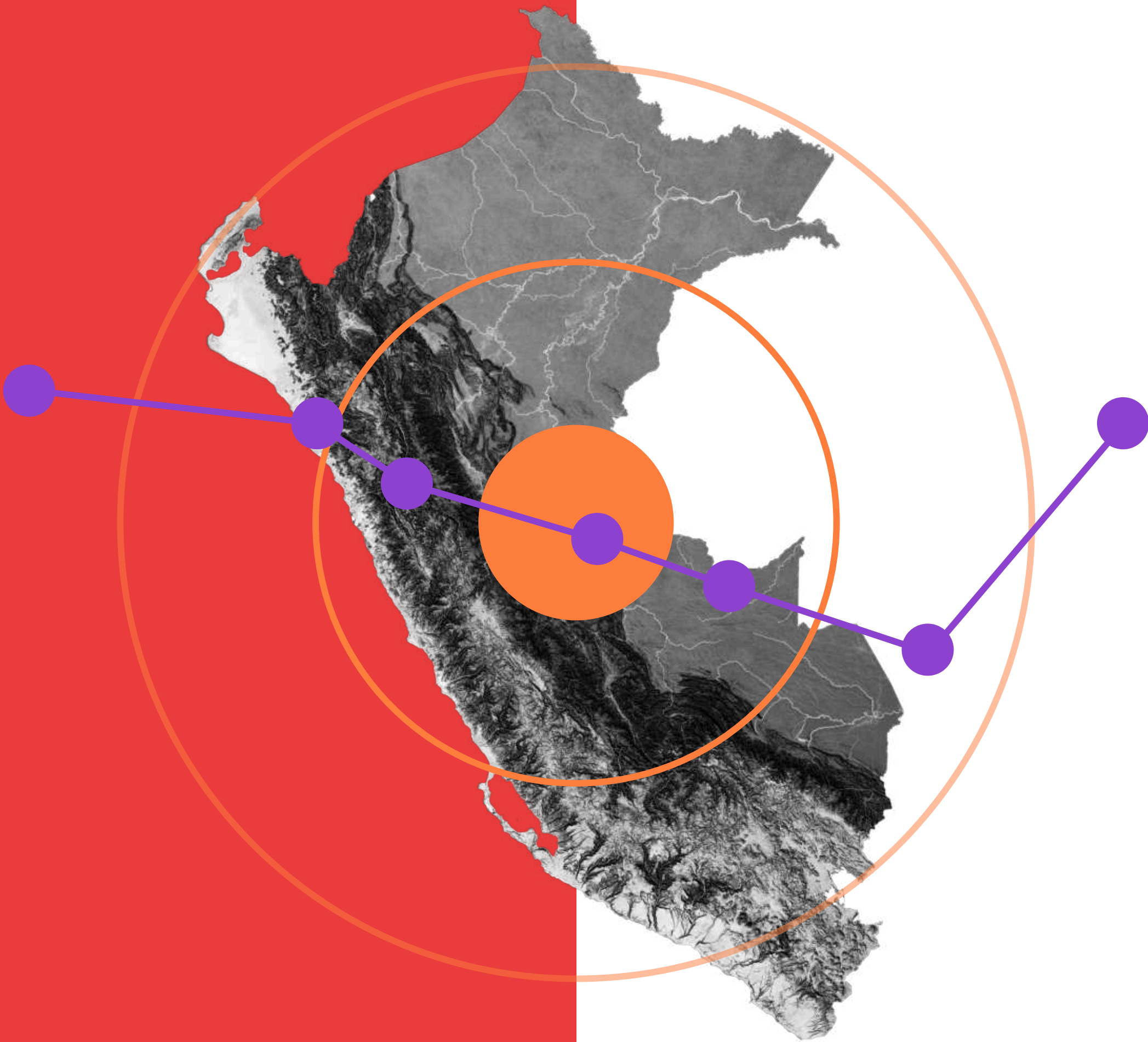
D

1%

E

REGIONS

15% Centro 34% DF 15% Norte 15% Oeste Centro 6% Pacífico 14% Sureste



LATAM

# Perú

NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

62,000

GENDER

39% M | 61% F

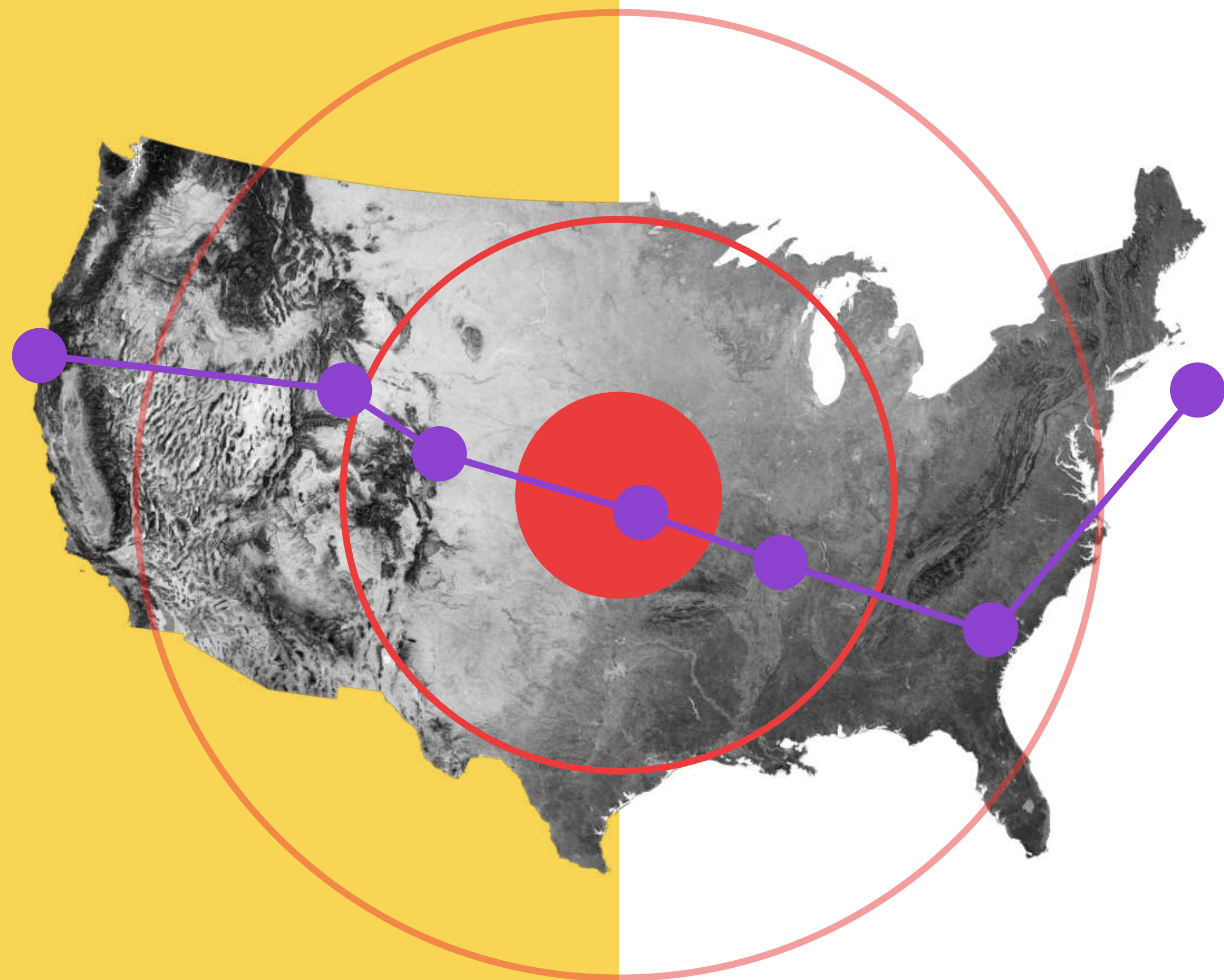
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 45%   | 29%   | 14%   | 7%    | 5%  |
| 16-24 | 25-34 | 34-44 | 45-54 | +55 |

REGIONS

14% Centro Sur 64% Lima 18% Norte 4% Oriente





AMERICA

# United States

PANEL MEMBERS

**31,000**

GENDER

**29% M | 71% F**

AGE

**4%**

16-24

**8%**

25-34

**18%**

34-44

**15%**

45-54

**55%**

+55

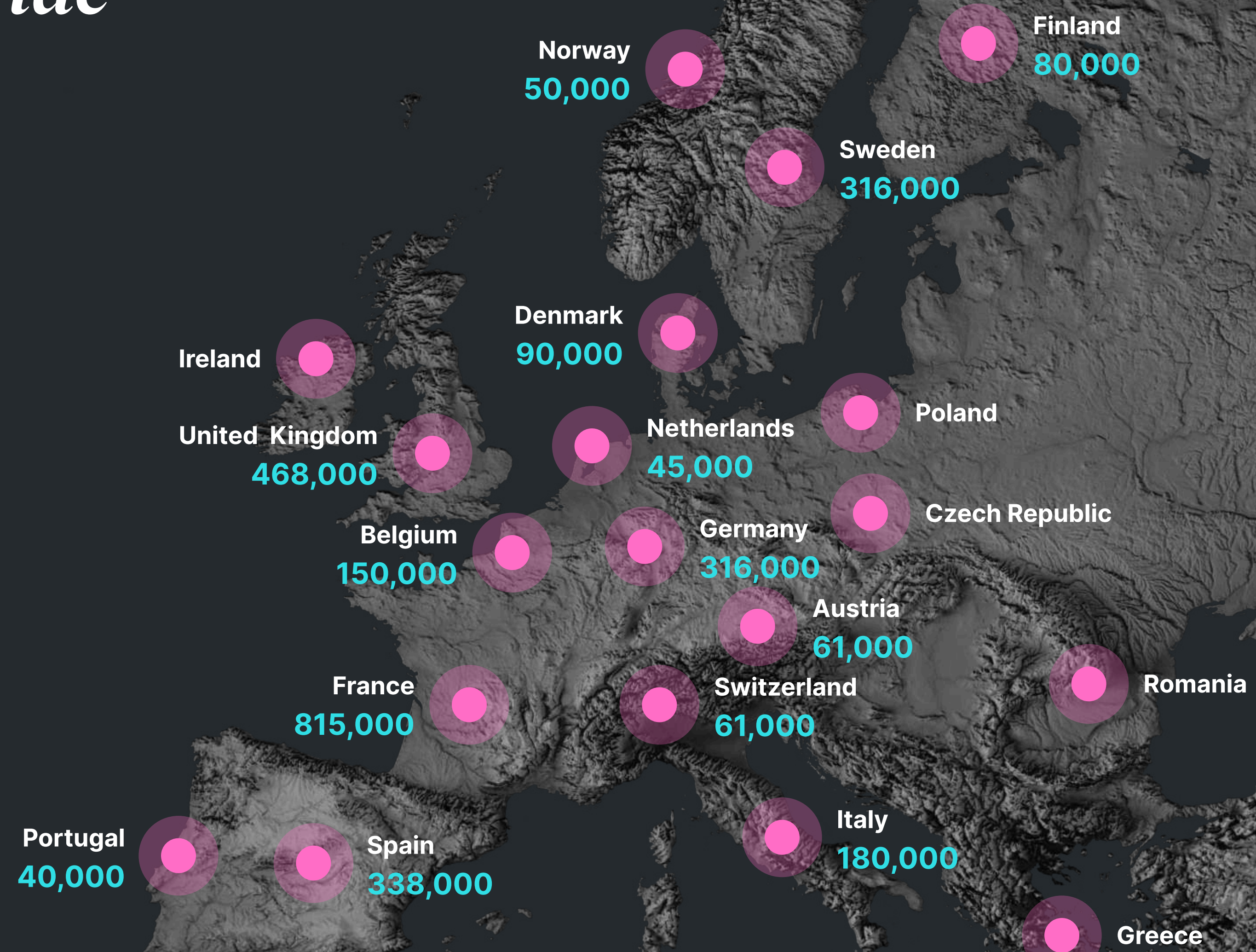
REGIONS

**23% Mid West 23% Northeast 37% South 17% West**



# *Our panel worldwide*

## Europe





EUROPE

# Austria

PANEL MEMBERS

61,000

GENDER

40% M | 60% F

AGE

19%

16-24

27%

25-34

30%

35-49

20%

50-64

4%

+65

EUROPE

# Belgium

PANEL MEMBERS

150,000

GENDER

53% M | 47% F

AGE

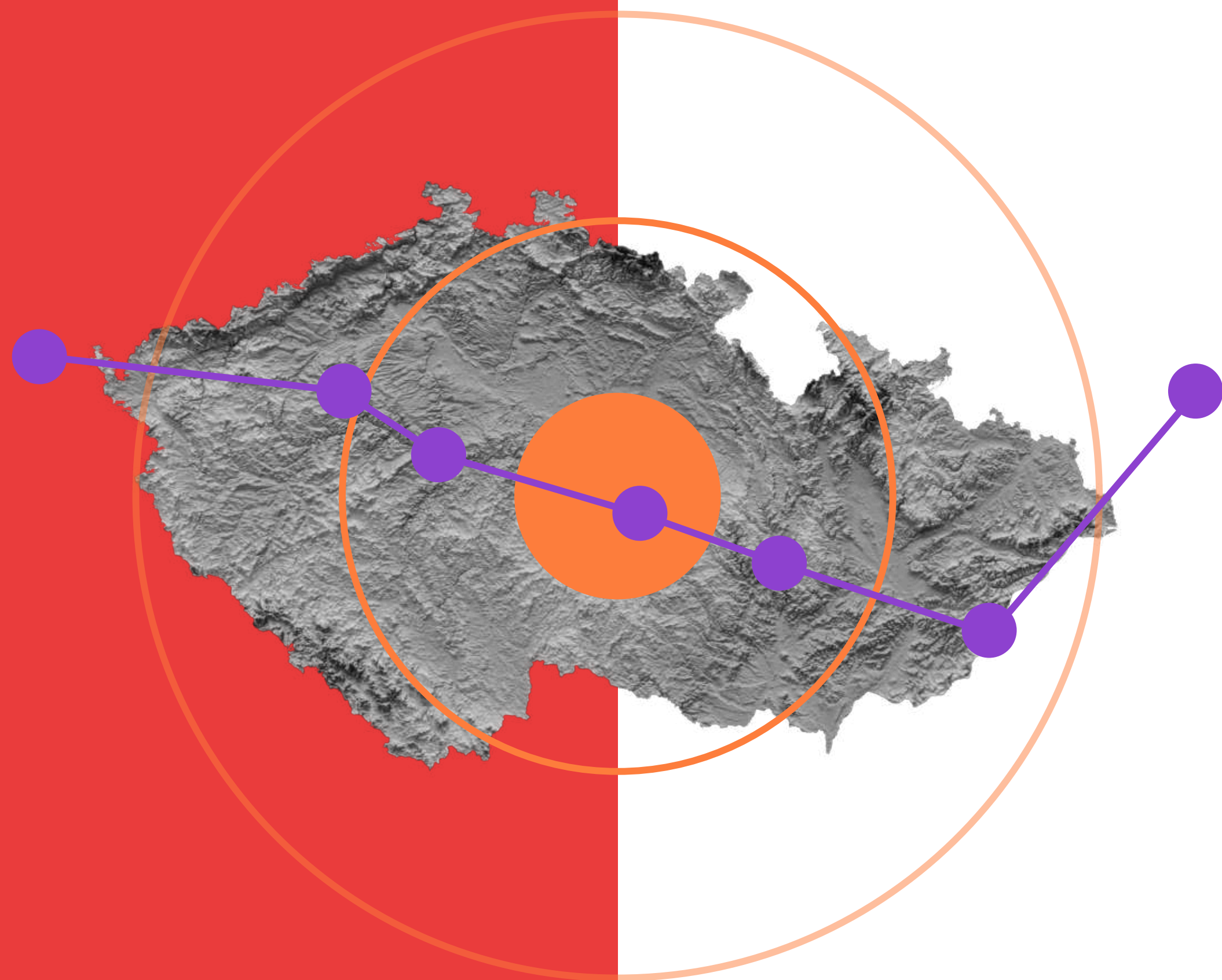
|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 20%   | 4%    | 14%   | 29%   | 33% |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

REGIONS

36% Nielsen 1 42% Nielsen 2 6% Nielsen 3 8% Nielsen 4 8% Nielsen 5

79,3% Flanders 16,1% Wallonia 4,6% Brussels





EUROPE

# Czech Republic

NEW PANEL

## COUNTRY PROFILE

**10,900,000**

Population

**7,400,000**

Online Population

**88%**

Internet Penetration Rate

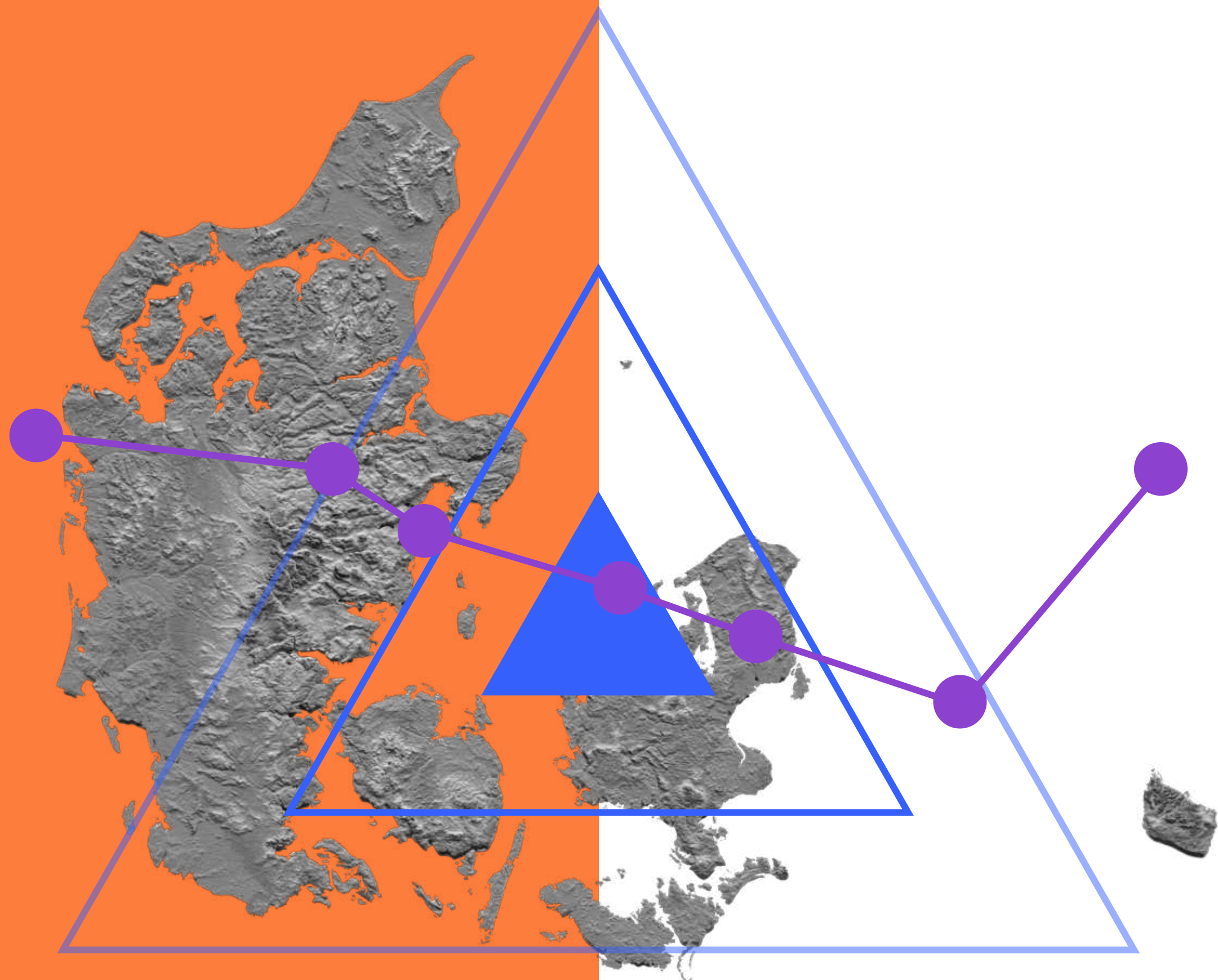
## REGIONS

**3%** Karlovy Vary **6%** Plzen **7%** Ústí n. L. **13%** Central Bohemian **13%** Prague

**6%** South Bohemia **4%** Liberec region **5%** Hradec Králové **5%** Pardubice

**5%** Vysocina **6%** Olomouc **11%** South Moravian **11%** Moravian-Silesian

**5%** Zlín Region



EUROPE

# Denmark

PANEL MEMBERS

90,000

GENDER

45% M | 55% F

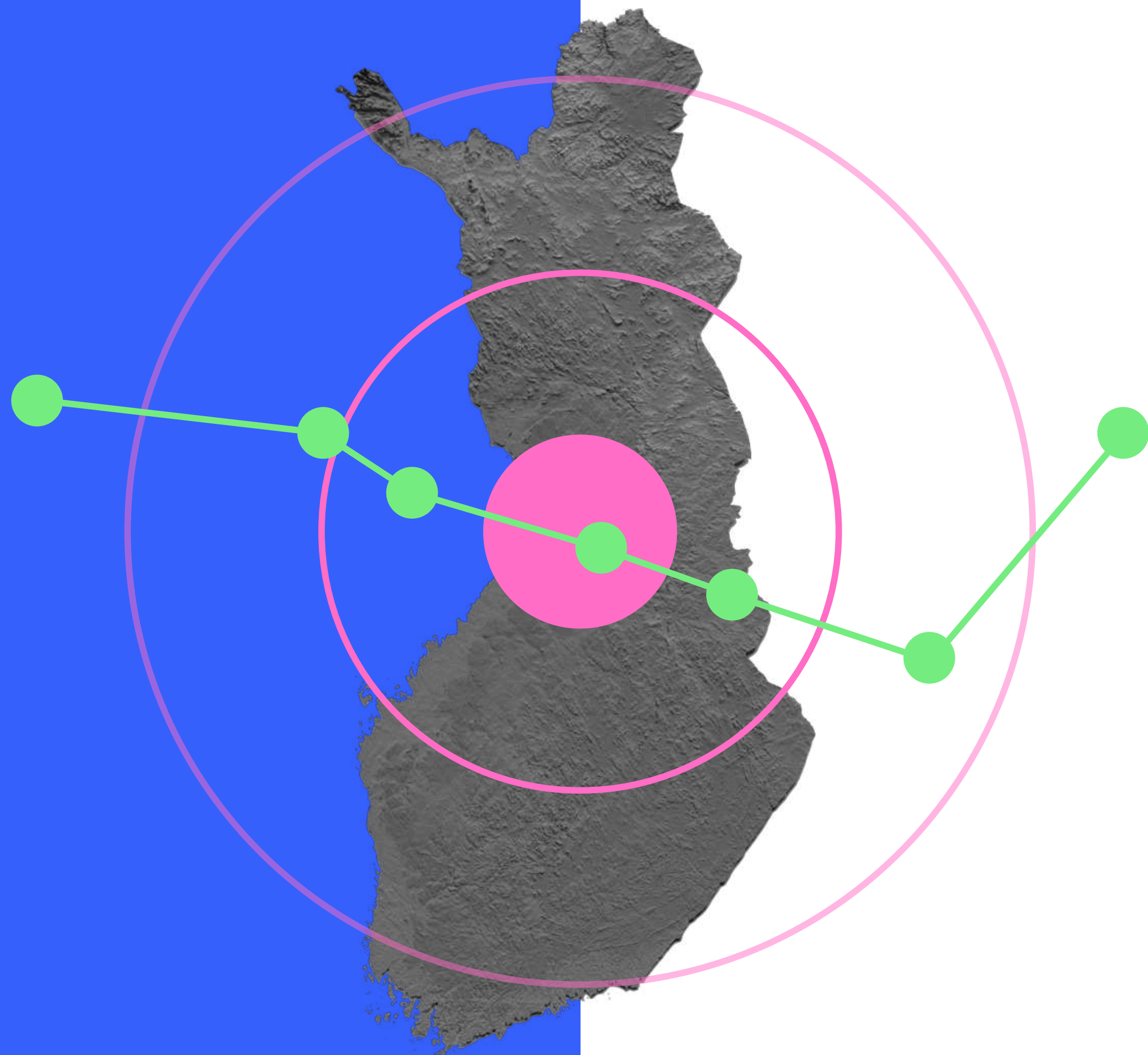
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 21%   | 15%   | 17%   | 21%   | 26% |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

REGIONS

28% Hovedstaden 15% Sjælland 24% Syddanmark 23% Midtjylland  
10% Nordjylland





EUROPE

# Finland

PANEL MEMBERS

**80,000**

GENDER

**46% M | 54% F**

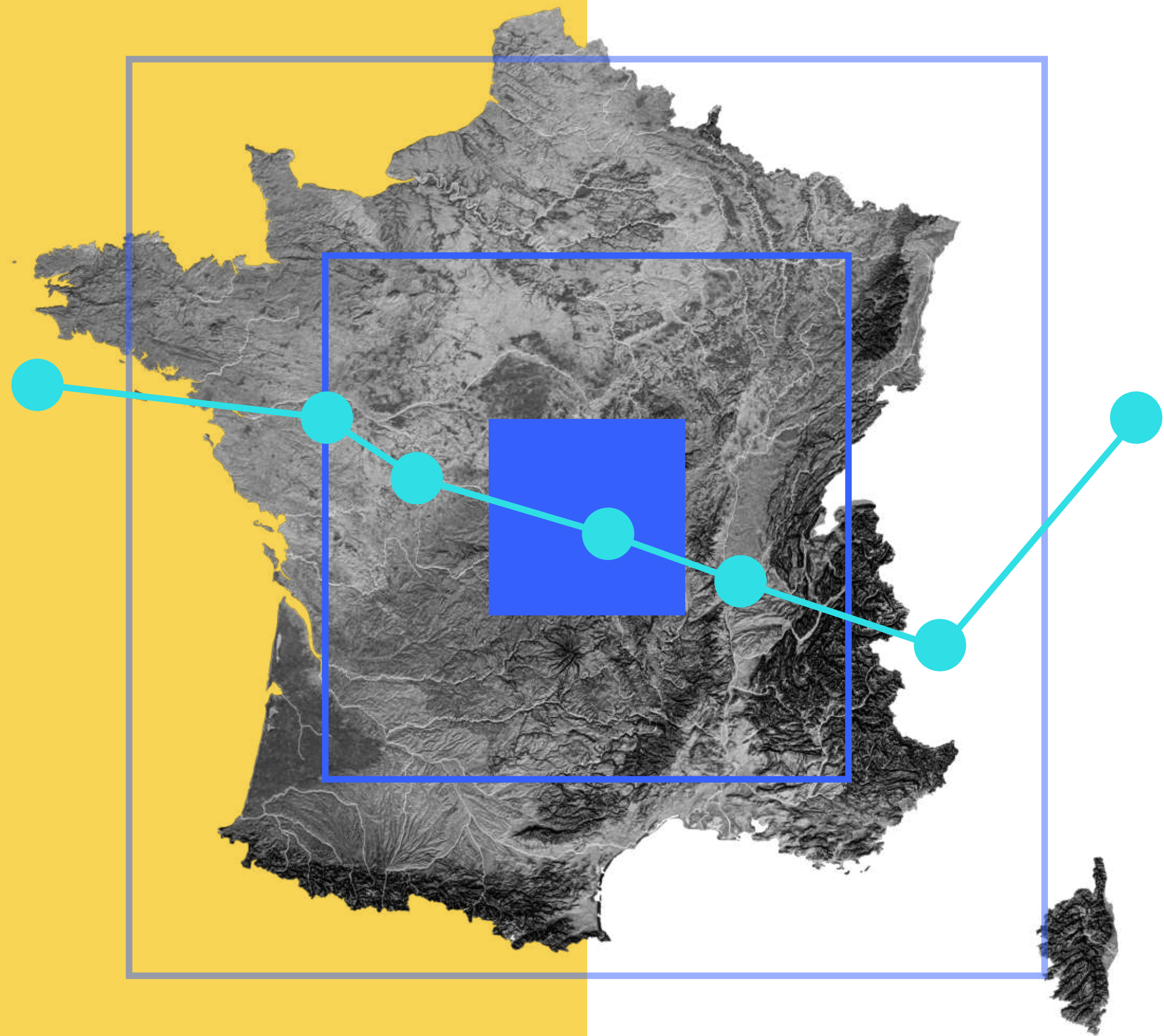
AGE

|            |            |            |            |            |
|------------|------------|------------|------------|------------|
| <b>31%</b> | <b>16%</b> | <b>19%</b> | <b>20%</b> | <b>13%</b> |
| 16-24      | 25-34      | 35-49      | 50-64      | +65        |

REGIONS

**31%** Helsinki-Uusimaa **25%** Länsi-Suomi **21%** Etelä-Suomi

**22%** Pohjois-Ja Itä-Suomi



EUROPE

# France

PANEL MEMBERS

815,000

GENDER

35% M | 65% F

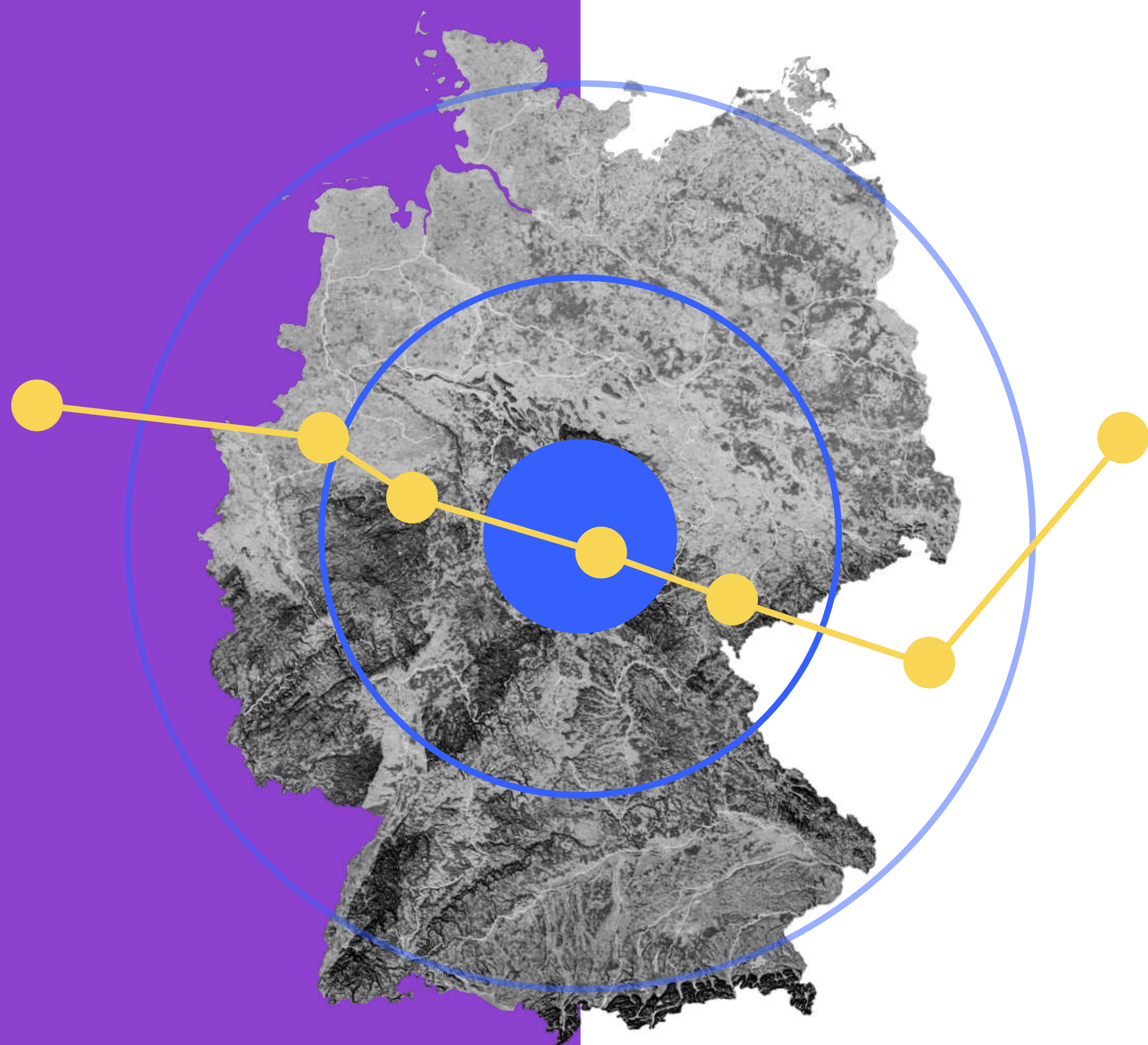
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 9%    | 23%   | 39%   | 22%   | 7%  |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

AGGLOMERATION

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 19% | 14% | 11% | 31% | 25% |
| CC1 | CC2 | CC3 | CC4 | CC5 |





EUROPE

# Germany

PANEL MEMBERS

**316,000**

GENDER

**40% M | 60% F**

AGE

**13%**

16-24

**25%**

25-34

**30%**

35-49

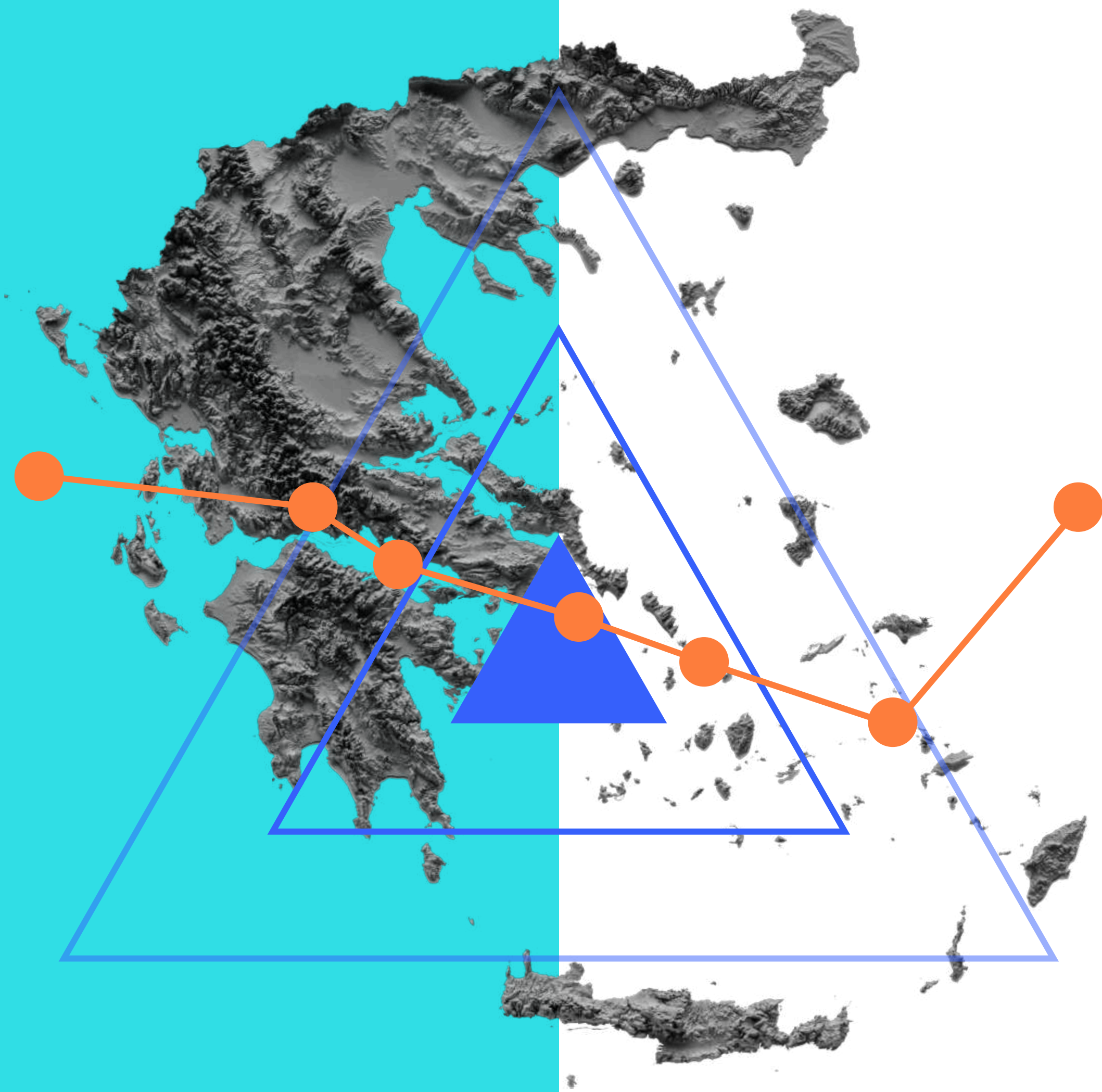
**25%**

50-64

**6%**

+65





EUROPE

# Greece

NEW PANEL

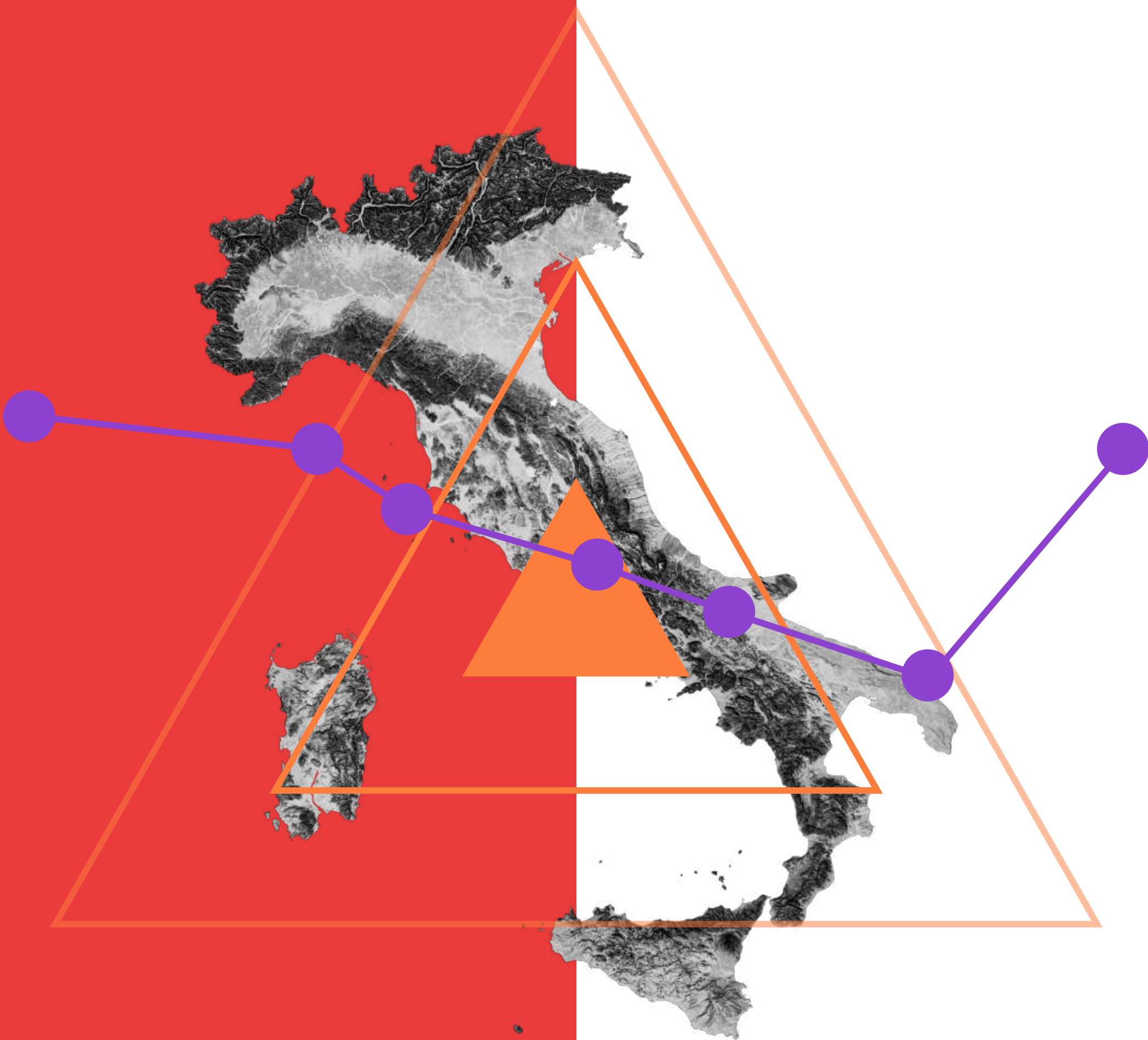
COUNTRY PROFILE

|                   |                   |                           |
|-------------------|-------------------|---------------------------|
| <b>10,400,000</b> | <b>8,700,000</b>  | <b>84%</b>                |
| Population        | Online Population | Internet Penetration Rate |

REGIONS

**35%** Attica   **17%** Central Macedonia   **7%** Thessaly   **6%** Western Greece  
**6%** Crete   **6%** Eastern Macedonia and Thrace   **3%** Epirus   **2%** Ionian Islands  
**2%** North Aegean   **3%** South Aegean   **5%** Peloponnese   **5%** Central Greece  
**3%** Western Macedonia





EUROPE

# Italy

PANEL MEMBERS

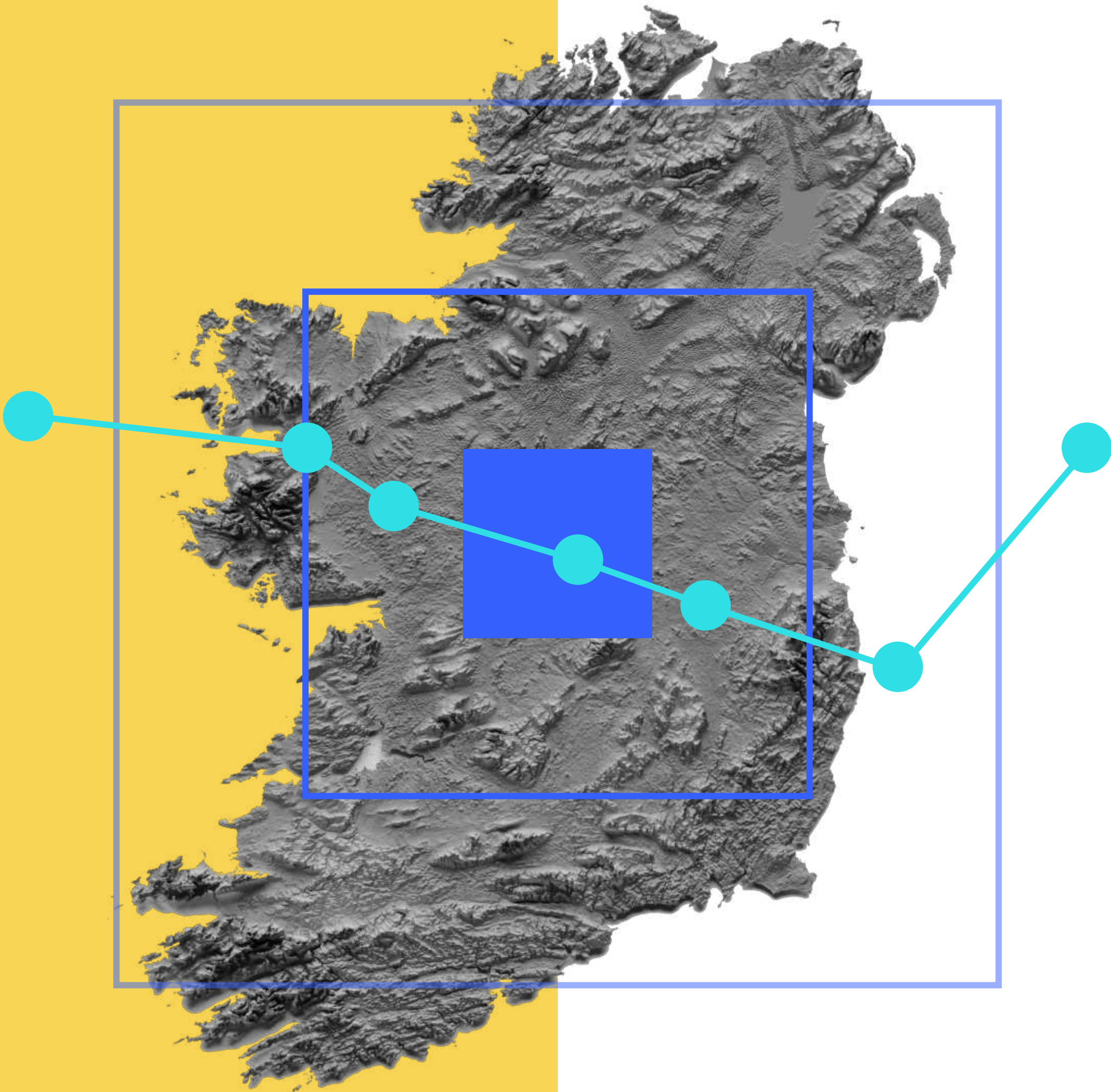
180,000

GENDER

43% M | 56% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 16%   | 32%   | 38%   | 12%   | 2%  |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |



EUROPE

# Ireland

NEW PANEL

COUNTRY PROFILE

|                  |                   |                           |
|------------------|-------------------|---------------------------|
| <b>5,600,000</b> | <b>5,000,000</b>  | <b>99%</b>                |
| Population       | Online Population | Internet Penetration Rate |

REGIONS

**28%** Dublin   **15%** Mid-East   **10%** Mid-west   **6%** Midland   **9%** South-East  
**14%** South-West   **9%** West   **8%** Border



EUROPE

# Netherlands

PANEL MEMBERS

45,000

GENDER

47% M | 53% F

AGE

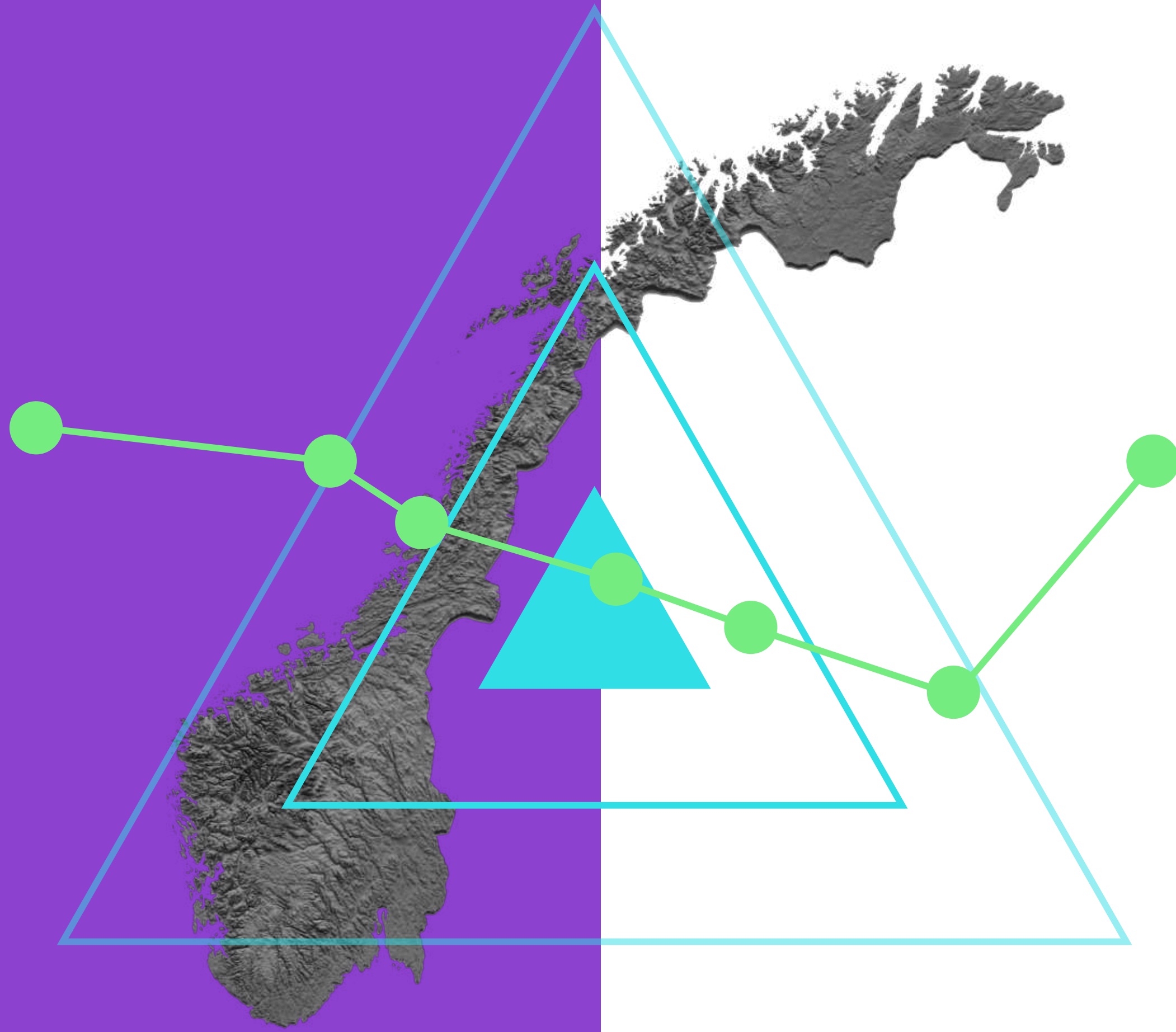
|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 30%   | 19%   | 26%   | 20%   | 6%  |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

EDUCATION

|               |                  |                |
|---------------|------------------|----------------|
| 29%           | 42%              | 29%            |
| Low education | Medium education | High education |

REGIONS

3% Drenthe 3% Friesland 11% Gelderland 4% Groningen  
7% Limburg 14% Noord-Brabant 17% Noord-Holland 7% Utrecht  
2% Zeeland 21% Zuid-Holland 7% Overijssel 2% Flevoland



EUROPE

# Norway

PANEL MEMBERS

50,000

GENDER

55% M | 45% F

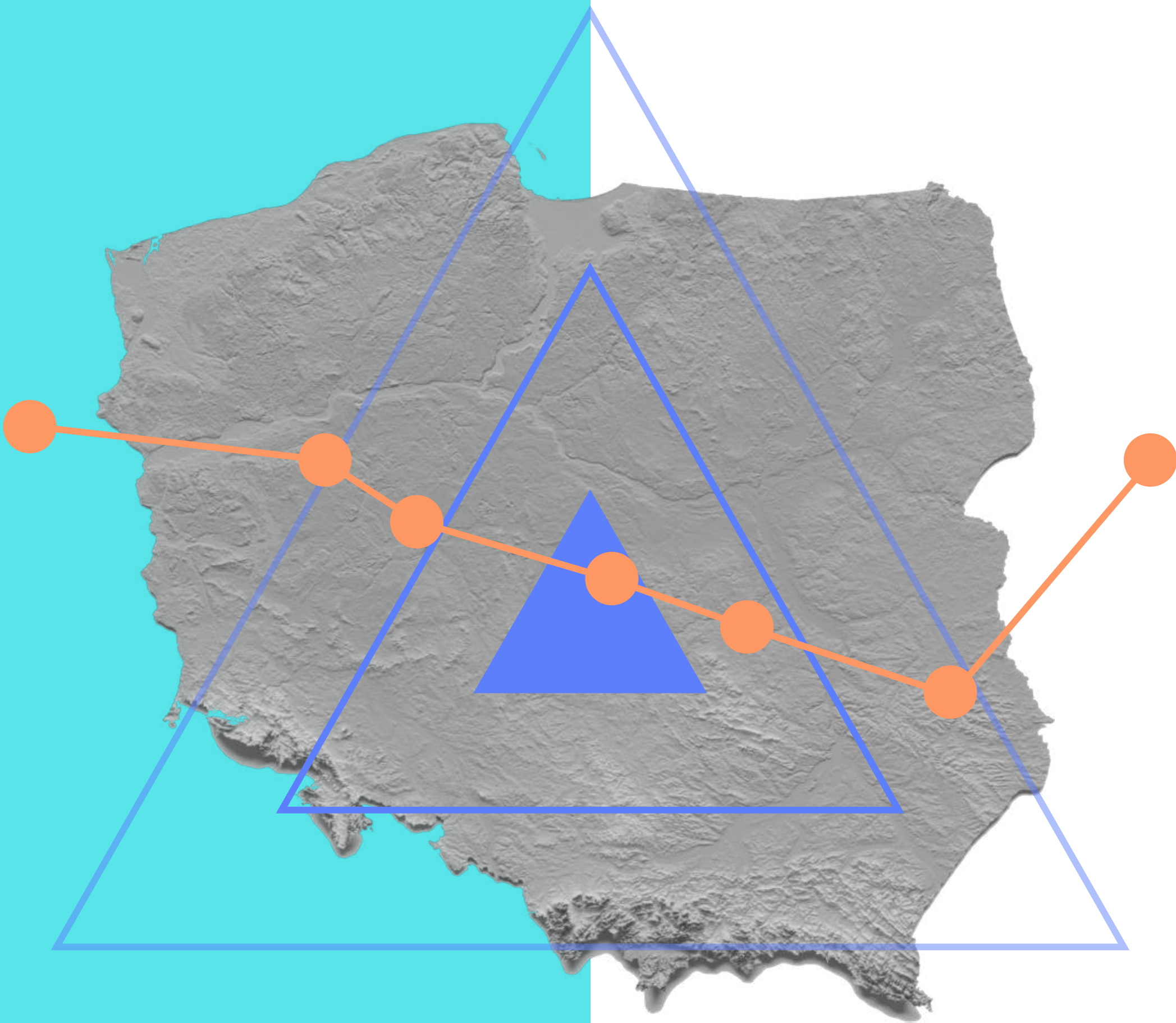
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 26%   | 15%   | 21%   | 19%   | 19% |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

REGIONS

25% Oslo og Akershus 8% Hedmark og Oppland 24% Sør-Østlandet  
9% Agder og Rogaland 16% Vestlandet 8% Trøndelag 9% Nord-Norge





EUROPE

# Poland

NEW PANEL

COUNTRY PROFILE

|                   |                   |                           |
|-------------------|-------------------|---------------------------|
| <b>36,600,000</b> | <b>34,500,000</b> | <b>96%</b>                |
| Population        | Online Population | Internet Penetration Rate |

REGIONS

- 4% West Pomeranian 3% Lubusz 8% Lower Silesian 6% Pomeranian
- 5% Kuyavian Pomeranian 9% Greater Poland 2% Opole 4% Warmian-Masurian
- 14% Masovian 6% Lodz 12% Silesian 3% Swietokrzyskie 9% Lesser Poland
- 3% Podlaskie 5% Lublin 5% Subcarpathian

EUROPE

# Portugal

INCLUDING NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

40,000

GENDER

35% M | 65% F

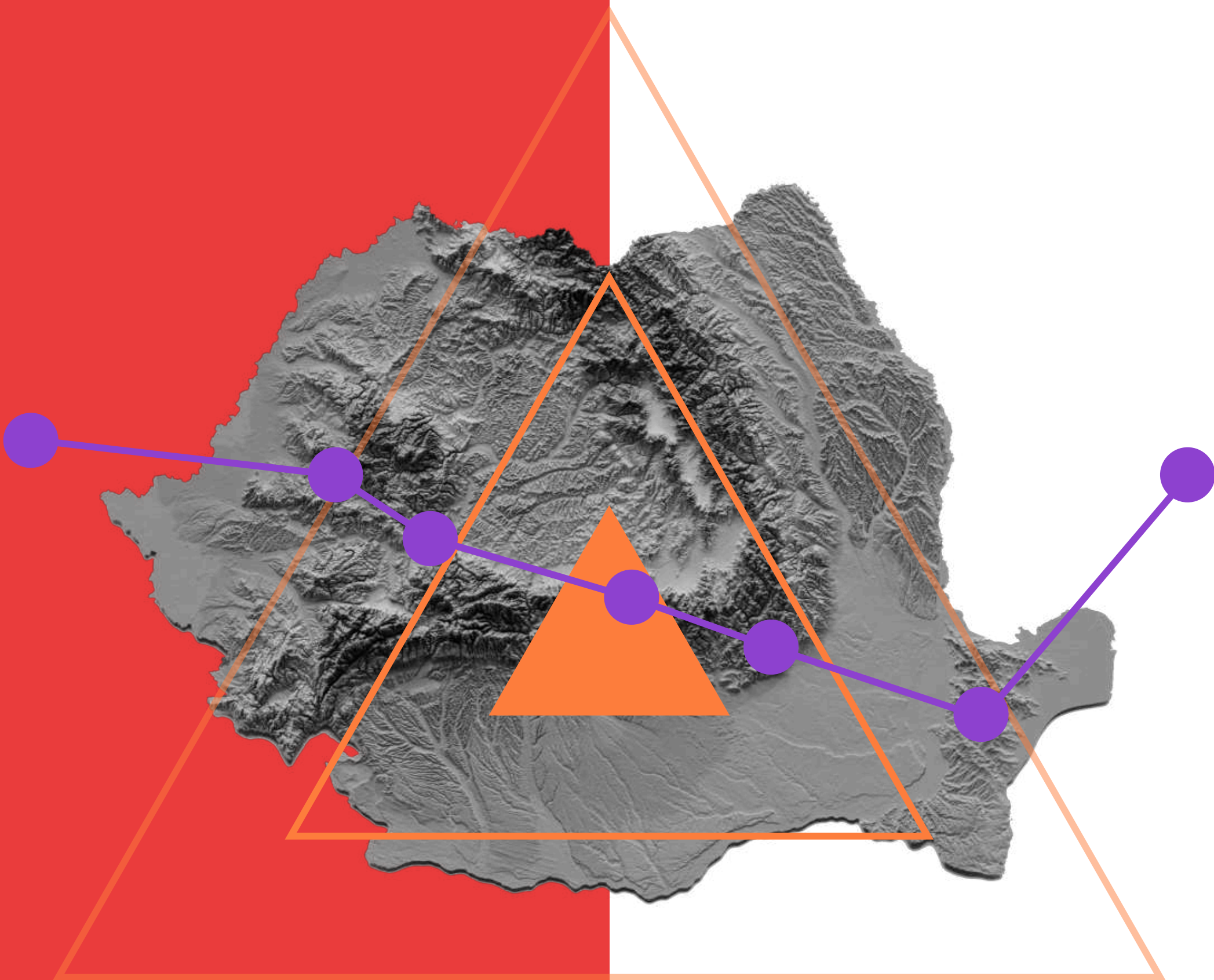
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 6%    | 22%   | 27%   | 26%   | 19% |
| 16-24 | 25-34 | 34-44 | 45-54 | +55 |

SOCIOECONOMICS

|     |     |     |    |
|-----|-----|-----|----|
| 53% | 35% | 10% | 2% |
| A/B | C1  | C2  | D  |





EUROPE

# Romania

NEW PANEL

COUNTRY PROFILE

|                   |                   |                           |
|-------------------|-------------------|---------------------------|
| <b>19,100,000</b> | <b>17,800,000</b> | <b>93%</b>                |
| Population        | Online Population | Internet Penetration Rate |

REGIONS

**4%** Nord-Est   **3%** Sud   **8%** Nord-Vest   **6%** Centru   **5%** Bucuresti-Ilfov  
**9%** Sud-Est   **2%** Sud-Vest   **4%** Vest

EUROPE

# Spain

INCLUDING NETQUEST PANEL, NOW PART OF BILENDI GROUP

PANEL MEMBERS

338,000

GENDER

39% M | 61% F

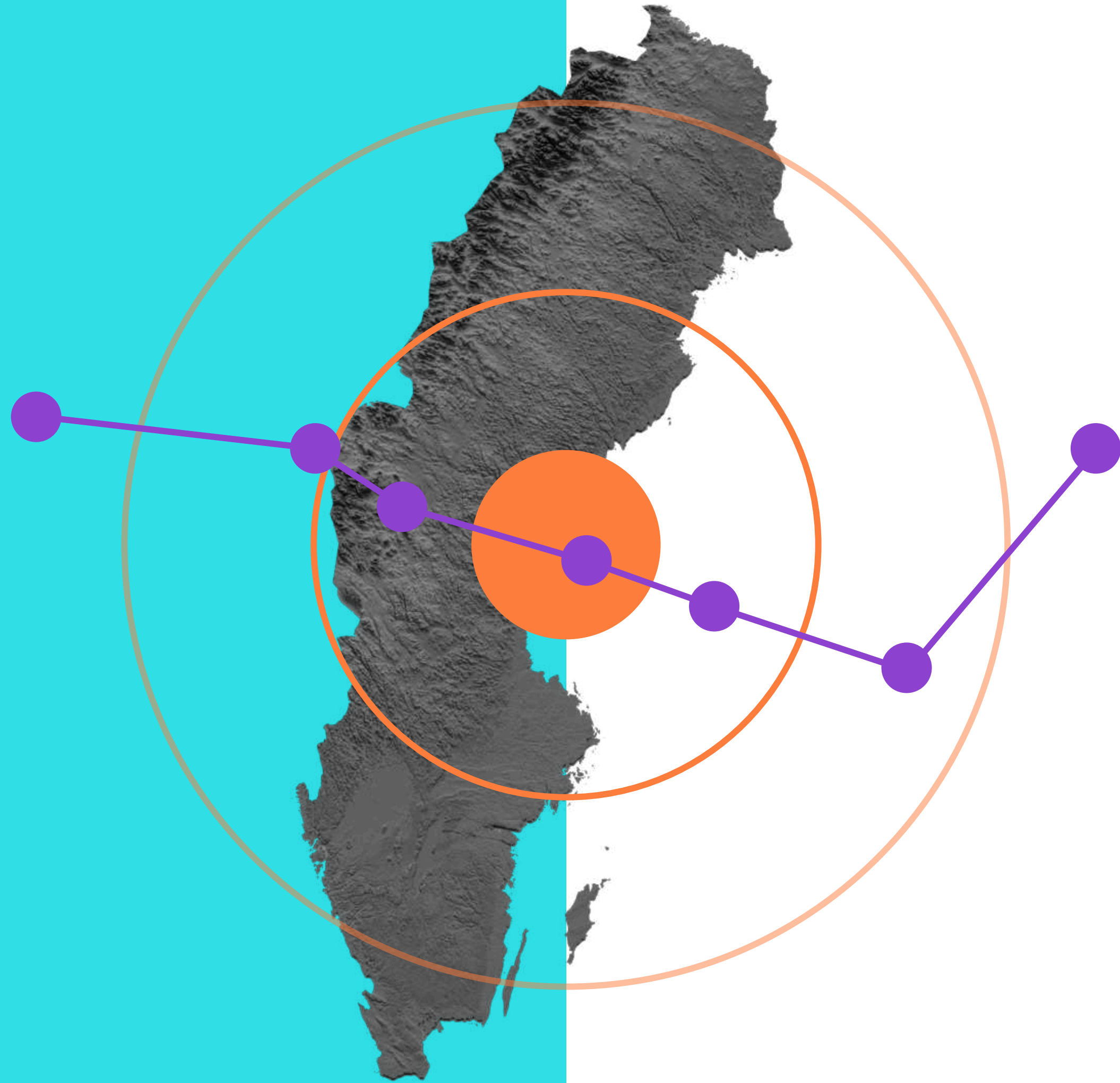
AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 16%   | 20%   | 22%   | 22%   | 20% |
| 16-24 | 25-34 | 34-44 | 45-54 | +55 |

EDUCATION

|                 |                |                  |                   |
|-----------------|----------------|------------------|-------------------|
| 0%              | 0%             | 0%               | 25%               |
| Doctorate       | Master degree  | Specialization   | Technician degree |
| 36%             | 35%            | 4%               | 0%                |
| Bachelor degree | ESO (until 16) | No school degree | Other             |





EUROPE

# Sweden

PANEL MEMBERS

100,000

GENDER

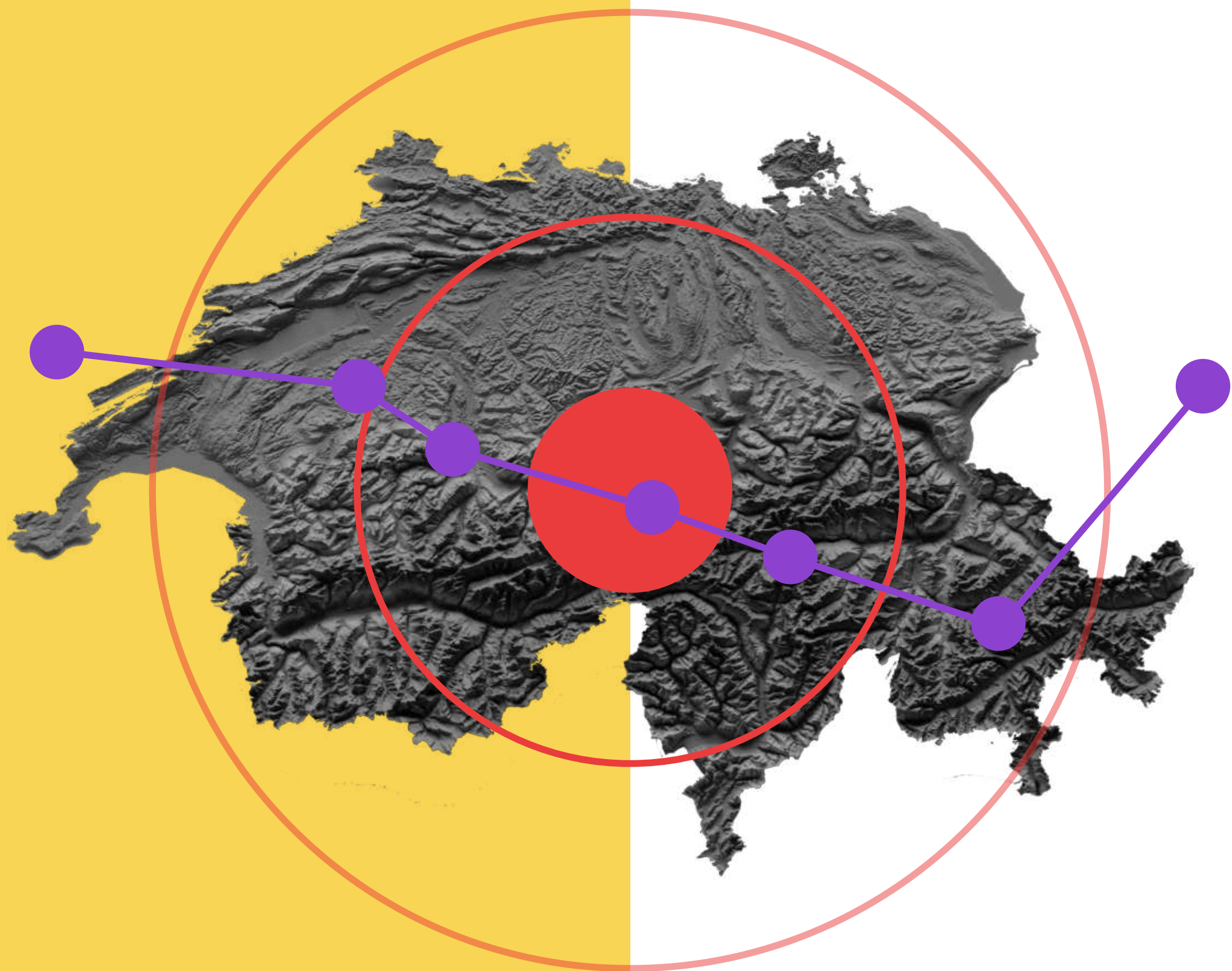
46% M | 54% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 22%   | 19%   | 22%   | 20%   | 16% |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

REGIONS

|                 |                         |                       |                  |
|-----------------|-------------------------|-----------------------|------------------|
| 21% Stockholm   | 17% Östra Mellansverige | 8% Småland Med Öarna  | 16% Sydsverige   |
| 19% Västsverige | 8% Norra Mellansverige  | 4% Mellersta Norrland | 6% Övre Norrland |



EUROPE

# Switzerland

PANEL MEMBERS

81,000

GENDER

41% M | 59% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 20%   | 26%   | 30%   | 18%   | 5%  |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |



EUROPE

# United Kingdom

PANEL MEMBERS

468,000

GENDER

43% M | 57% F

AGE

|       |       |       |       |     |
|-------|-------|-------|-------|-----|
| 15%   | 22%   | 30%   | 22%   | 10% |
| 16-24 | 25-34 | 35-49 | 50-64 | +65 |

EMPLOYMENT

|          |               |            |         |         |
|----------|---------------|------------|---------|---------|
| 63%      | 6%            | 22%        | 1%      | 8%      |
| Employed | Self employed | Unemployed | Retired | Student |

OCCUPATION

|                   |         |                    |                         |
|-------------------|---------|--------------------|-------------------------|
| 28%               | 18%     | 44%                | 10%                     |
| Graduate or above | A level | GCSE or equivalent | No formal qualification |

# Contact us

[marketing@netquest.com](mailto:marketing@netquest.com)

[netquest.com](https://netquest.com)



[netquest.com](https://netquest.com)

