



Automotive Panel - Cars



Argentina

Features

Panel size (ISO): 71.139

People profiled (ISO): 15.690

Estimated response rate (ISO): 48%

Updated: 15/12/2014

Size (ISO): number of panelists according to ISO 26362

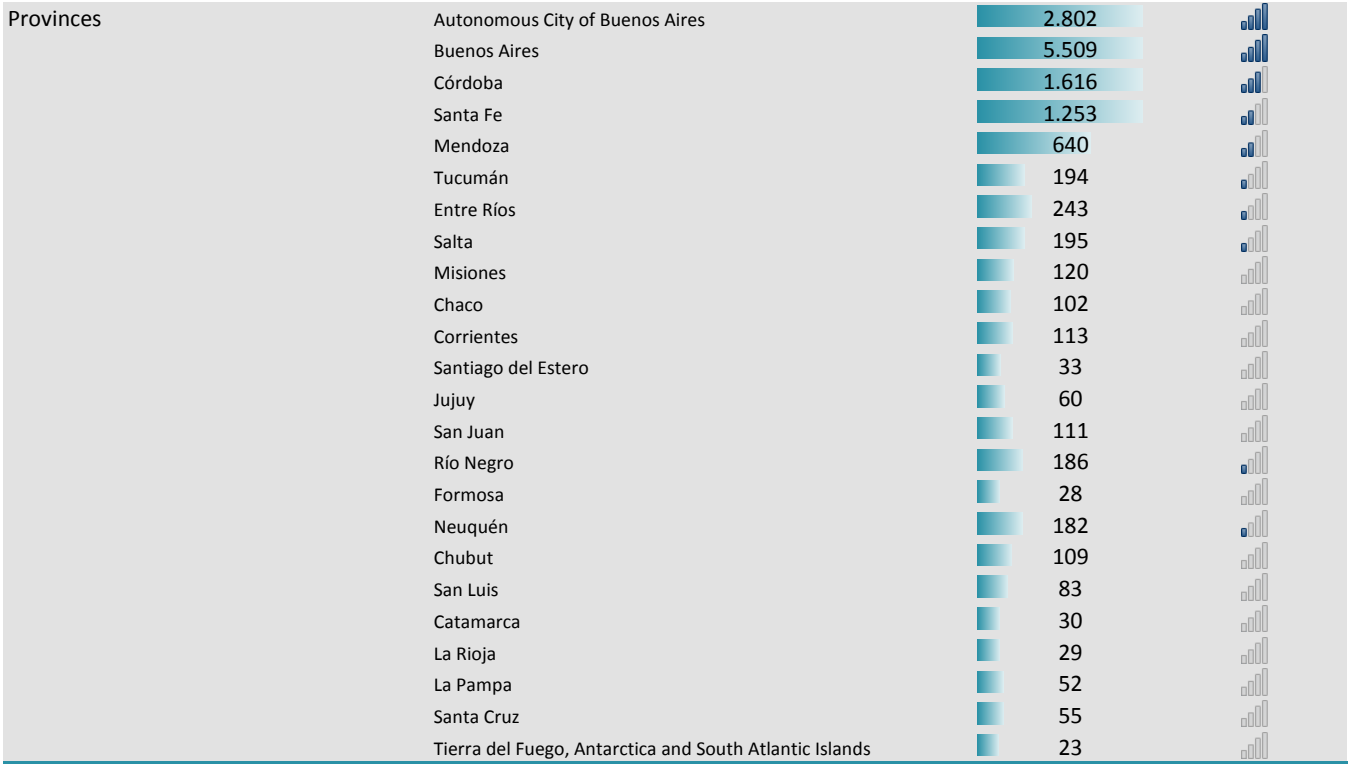
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.























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:



Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	16.062
			52,8%
Sex	Man	6.756	
	Woman	7.264	
Age	18-24	1.536	
	25-34	3.867	
	35-44	3.865	
	45-54	3.012	
	55-64	1.400	
	>=65	278	
Social class	Level 1: E	2	
	Level 2: D2	285	
	Level 3: D1	1.549	
	Level 4: C3	3.011	
	Level 5: C2	4.982	
	Level 6: C1	3.949	
	Level 7: AB	176	
Regions	NOA- Northwest Argentina	605	
	Cuyo	873	
	Humid Pampa	8.472	
	NEA - Northeast Argentina	648	
	Patagonia	598	
	Autonomous City of Buenos Aires	2.802	



Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	16.062
			52,8%
Types of vehicle usually driven	Private car or SUV	14.022	
	Motorcycle	2.527	
	Van	594	
	Lorry	268	
	Marine vehicles (boats, ships, etc.)	375	
Has a driving license	Yes	13.553	
	No	468	
Types of driving license owned	A2	2.075	
	A3	1.217	
	B1	10.302	
	B2	3.071	
	C	437	
	BTP	294	
	D1	206	
	D2	184	
	I do not remember	286	
Number of automobiles at home	1 automobile	11.508	
	2 automobiles	1.988	
	3 automobiles	291	
	More than 3 automobiles	212	

Car brands and models		Real delivery	Panel IR%
		Total panelists:	16.062
			52,8%
Automobile brands have	Alfa Romeo	32	
	Audi	106	
	BMW	109	
	Chery	83	
	Chevrolet	2.156	
	Chrysler	47	
	Citroen	660	
	Dacia	0	
	Daewoo	23	
	Daihatsu	28	
	Dodge	55	
	Ferrari	4	
	Fiat	2.379	
	Ford	2.337	
	Galopper	0	
	Heibao	0	
	Honda	275	
	Hyundai	140	
	Isuzu	6	
	Jaguar	0	
	Jeep	54	
	Kia	50	
	Lada	2	
	Land Rover	6	
	Lexus	0	
	Maserati	0	
	Mazda	5	
	Mercedes Benz	188	
	MG	0	
	Mini	1	
	Mitsubishi	33	
	Nissan	144	
	Peugeot	1.401	
	Porsche	0	
	Renault	2.437	
	Rover	7	
	Saab	0	
	Seat	8	
	Smarth	0	
	Ssangyong	5	
	Subaru	6	
	Suzuki	167	
	Toyota	482	
	Volkswagen	2.420	
	Volvo	1	
	Other brand	130	

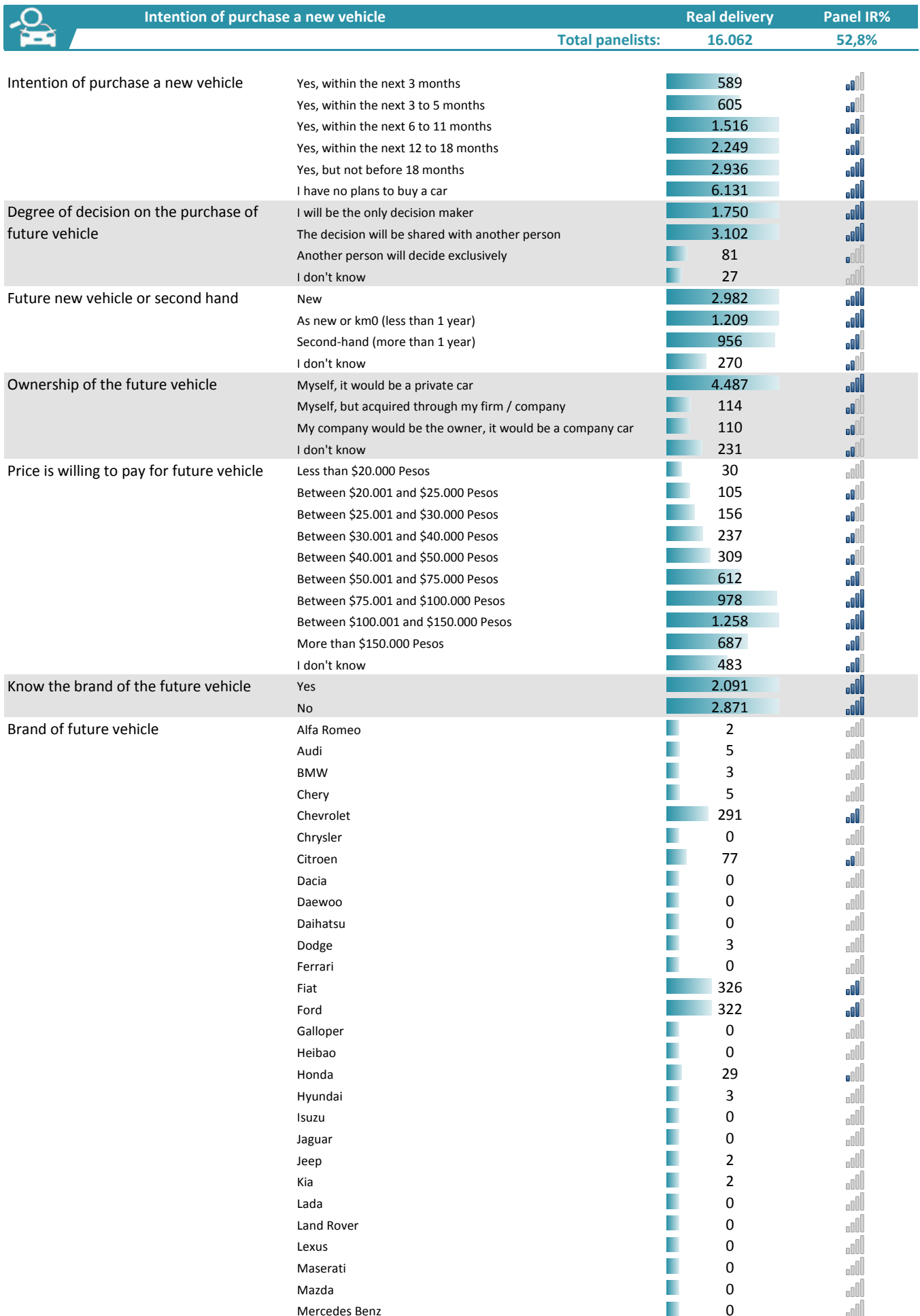
Model	Count	Bar
Renault Other model	454	
Fiat Other model	384	
Ford Other model	185	
Chevrolet Other model	161	
Peugeot Other model	134	
Volkswagen Other model	130	
Suzuki Other model	107	
Volkswagen Gol 1.6 3doors. Power	82	
Volkswagen Suran 1.6 Confortline	77	
Chevrolet Classic 4doors. 1.4 N LT Spirit	66	
Fiat Palio Attractive 1.4 5doors. (85cv)	58	
Mercedes Benz Other model	57	
Volkswagen Suran 1.6 Trendline	56	
Ford EcoSport 1.6 XLT	56	
Chevrolet Classic 4doors. 1.4 N LS	56	
Chevrolet Agile 1.4 LS 5doors.	56	
Chevrolet Corsa 4doors. 1.6 MPFI GL Base	52	
Fiat Ducato 1.9 D Furgón 10	51	
Ford Fiesta Kinetic 1.6 Titanium 5doors. (120cv)	51	
Volkswagen Gol 1.6 3doors. Power AA DA	50	
Fiat Uno S 1.3 MPI 3doors.	47	
Volkswagen Gol 1.6 5doors. Power	38	
Fiat Palio Fire 1.4 5doors.	33	
Volkswagen Suran 1.6 Highline	32	
Volkswagen Gol Trend 1.6 5doors. Pack I (PM)	32	
Ford EcoSport 1.6 XL Plus \ MP3	32	
Ford EcoSport 1.4 TDI XL Plus \ MP3	32	
Renault Duster 1.6 4x2 Dinamique (110cv)	31	
Ford KA 1.0 Viral \ MP3	31	
Chevrolet Corsa 4doors. 1.6 MPFI GL AA DA	31	
Volkswagen Gol 1.4 3doors. Power (PM) (83cv)	30	
Ford KA 1.6 Fly Viral	30	
Ford Fiesta Kinetic 1.6 Trend 5doors. (120cv)	30	
Ford EcoSport 1.4 TDI XLS MP3	30	
Renault Kangoo 1.6 Authentique Pack AA DA CD 1PLC	29	
Fiat Uno Evo 1.4 Fire Attractive AA DA (85cv) 5doors.	29	
Ford EcoSport 1.6 XLT Free Style	29	
Fiat Uno S 1.3 MPI 5doors.	29	
Chevrolet Classic 4doors. 1.4 N LS Pack AA DA	29	
Volkswagen Gol 1.0 MI 3doors. Base	28	
Hyundai Other model	28	
Renault Clio L 4doors. 1.2 Authentique / Base CD	28	
Ford Escort 4doors. 1.6 N LX 4doors.	28	
Fiat Fiorino 1.3 Fire Base	28	
Fiat Palio Adventure 1.6 16v Base	28	
Chevrolet Astra GL 1.8 N 4doors.	28	
Chevrolet Corsa 5doors. 1.6 MPFI GL AA DA	28	
Volkswagen Gol 1.4 5doors. Power (AA DA PM) (83cv)	27	
Volkswagen Gol 1.6 3doors. Trendline	27	
Toyota Other model	27	

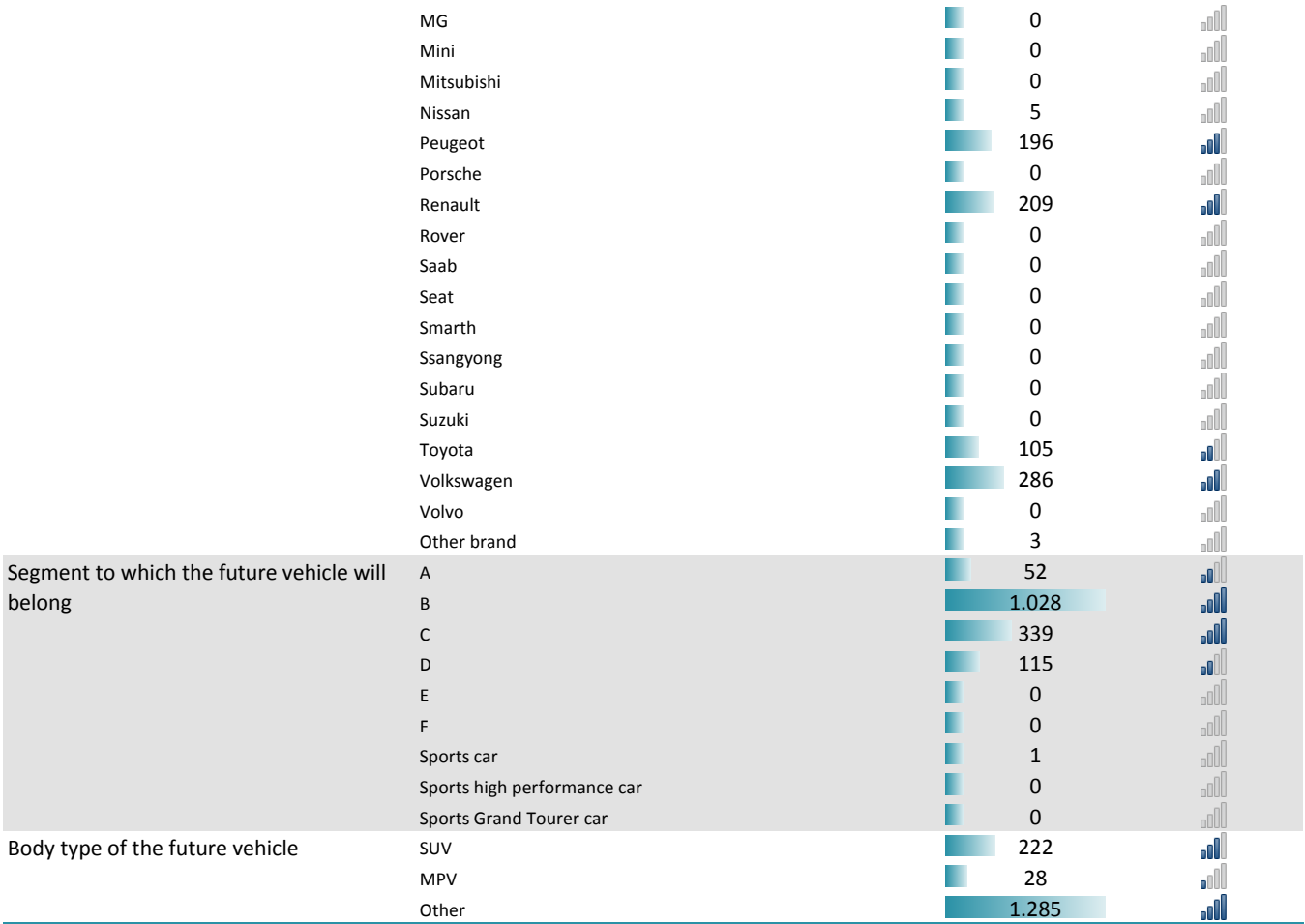
* More than 4.000 available models

Automobile's features		Real delivery	Panel IR%
		Total panelists:	16.062
			52,8%
Segment to which the vehicle belongs	A	438	
	B	7.045	
	C	2.149	
	D	772	
	E	56	
	F	5	
	Sports car	3	
	Sports high performance car	2	
	Sports Grand Tourer car	0	
Body type	SUV	1.155	
	MPV	273	
	Other	9.042	
Type of fuel	Gasoline	6.334	
	Diesel	2.155	
	Electric	52	
	Hybrid (electric and gasoline)	102	
	Natural gas vehicle	1.441	
	Butane or propane gas	52	
	Biofuels (ethanol, biodiesel...)	52	
	Another type	84	
	I don't know	157	
New or second hand	New	6.697	
	As new or km0 (less than 1 year)	1.747	
	Second-hand (more than 1 year)	6.187	
	I don't know	1	
Vehicle under warranty	Yes	3.363	
	No	9.474	
	I don't know	0	
Vehicle ownership	Myself, it is a private car	9.552	
	Myself, but acquired through my firm / company	372	
	Another person	4.529	
	My company is the owner, is a company car	1.041	
Decision makers in the purchase of the vehicle	I was the only decision maker	4.436	
	The decision was shared with another person	7.640	
	Another person decided exclusively	2.996	
	I don't know	1	
Method of payment of the vehicle	Totally spot, only with means	6.336	
	Totally spot, with loan assistance or family or friends	2.574	
	Was financed by the dealer or the brand	3.962	
	Was financed by the bank, all of it or just a part	1.521	
Vehicle's price	Less than \$20.000 Pesos	1.184	
	Between \$20.001 and \$25.000 Pesos	777	
	Between \$25.001 and \$30.000 Pesos	779	
	Between \$30.001 and \$40.000 Pesos	1.162	
	Between \$40.001 and \$50.000 Pesos	1.141	
	Between \$50.001 and \$75.000 Pesos	2.510	
	Between \$75.001 and \$100.000 Pesos	2.069	
	Between \$100.001 and \$150.000 Pesos	1.489	
	More than \$150.000 Pesos	723	
	I don't know	55	
First vehicle or substitute	It is the first automobile at home	2.982	
	This automobile was added to others	3.453	
	This automobile was purchased to replace another one	9.173	

Drivers of the automobile	As a rule, it is driven by me	5.766	
	It is shared with my partner	5.509	
	It is shared with my parents and siblings	2.587	
	Another situation	1.978	
Main vehicle	Yes, it is the main one or only one	10.530	
	No, the main is another one	2.766	
	All cars in the same way	2.176	
Annual mileage	Less than 2,500 km	881	
	Between 2,501 and 5,000 km.	1.416	
	Between 5,001 and 7,500 km.	1.259	
	Between 7,501 and 10,000 km	1.683	
	Between 10,001 and 15,000 km.	2.058	
	Between 15,001 and 20,000 km.	1.528	
	Between 20,001 and 30,000 km.	1.260	
	Between 30,001 and 40,000 km.	728	
	Between 40,001 and 50,000 km.	482	
	Between 50,001 and 75,000 km.	471	
	Between 75,001 and 100,000 km	412	
	More than 100,000 km.	504	
I don't know	0		
GPS in the vehicle	Yes, we have an integrated navigator	1.194	
	Yes, we have a removable navigator	5.656	
	No, we have not navigator	7.607	
	I don't know	0	
Year of automobile's purchase	Previous to 2000	1.353	
	2001-2005	1.068	
	2006-2008	1.883	
	2009	1.040	
	2010	1.890	
	2011	2.074	
	2012 or later	6.728	

Vehicle maintenance		Real delivery	Panel IR%
		Total panelists:	16.062
			52,8%
Vehicle Maintainer	Myself	6.775	
	Myself directed by my company	730	
	Another relative	6.782	
	My company	741	
Place of vehicle maintenance	Brand's official service	3.111	
	Independent garage	4.451	
	Fast service chain	231	
	Garages associated malls	53	
	Myself or a friend or a relative	609	
	Where the insurance company decides	107	
	Another place	80	
When were the tires changed for the last time	6 months ago or less	2.184	
	Between 6 months and one year	1.729	
	Between one year and one year and a half	849	
	Between a year and a half and two years	405	
	More than 2 years	355	
	I have never changed them	3	
Number of tires changed	The 4 tires	2.560	
	3 tires	102	
	2 tires	1.930	
	Only 1 tire	691	
	I do not remember	0	
Intention of changing tires	Yes, within the next 6 months or earlier	1.551	
	Yes, between 6 months and one year	1.671	
	Yes, within more than one year	1.457	
	I do not know when I will change them	52	





Other automotive information available

- Exact vehicle model (Until 3 vehicles driven)
- Motorcycle information



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



Automotive Panel - Motorcycles



Argentina

Features

Panel size (ISO): 71.139

People profiled (ISO): 15.706

Estimated response rate (ISO): 47%

Updated: 15/12/2014

Size (ISO): number of panelists according to ISO 26362

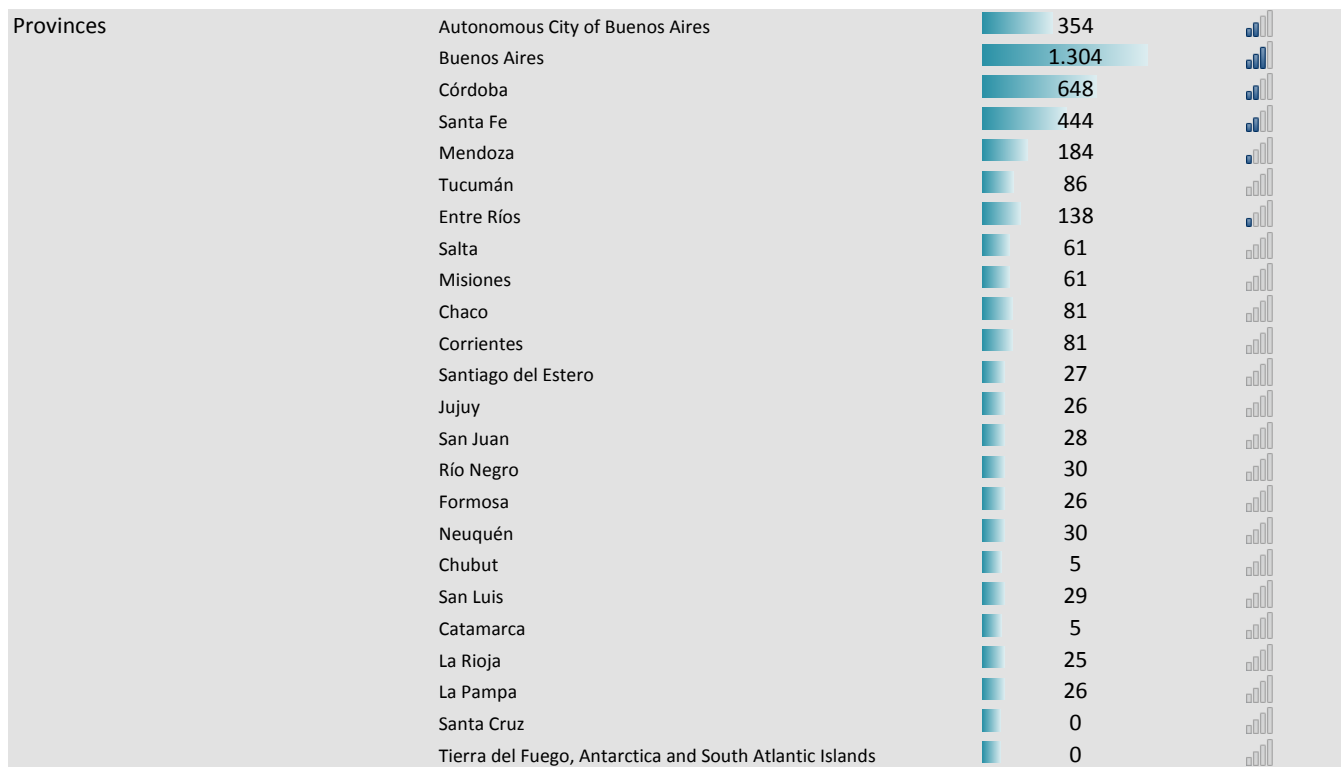
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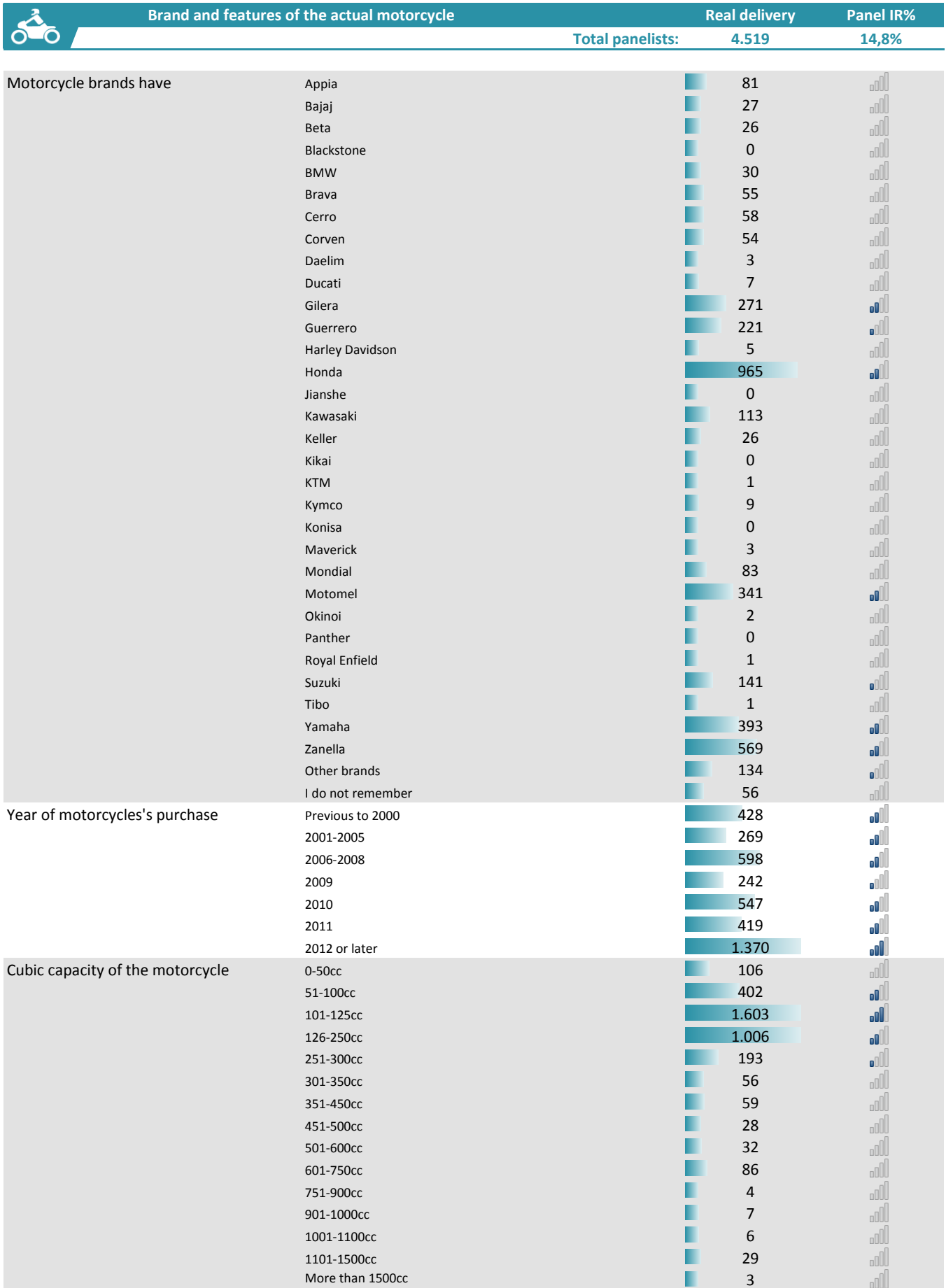
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:



Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	4.519
			14,8%
Sex	Man	2.194	
	Woman	1.722	
Age	18-24	676	
	25-34	1.269	
	35-44	1.025	
	45-54	682	
	55-64	197	
	>=65	6	
Social class	Level 1: E	2	
	Level 2: D2	153	
	Level 3: D1	695	
	Level 4: C3	1.075	
	Level 5: C2	1.243	
	Level 6: C1	714	
	Level 7: AB	11	
Regions	NOA- Northwest Argentina	294	
	Cuyo	264	
	Humid Pampa	2.444	
	NEA - Northeast Argentina	429	
	Patagonia	109	
	Autonomous City of Buenos Aires	354	

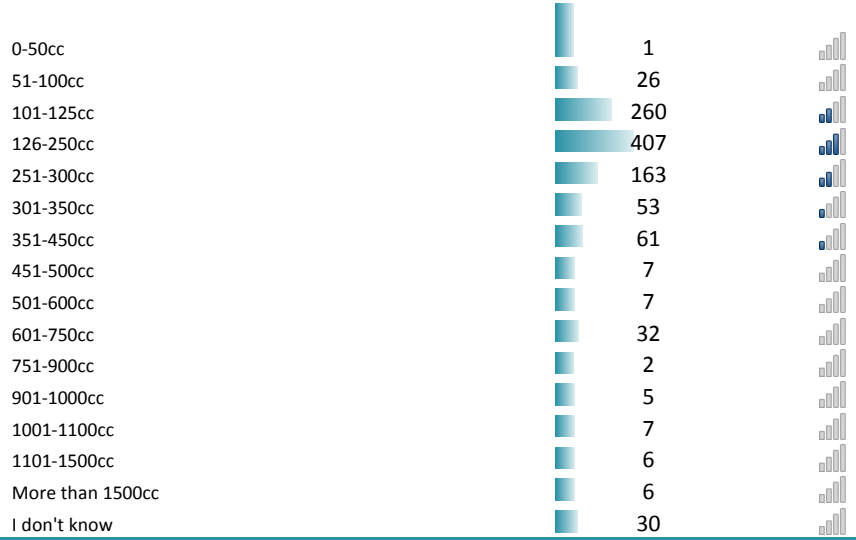


Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	4,519
			14,8%
Types of vehicle usually driven	Private car or SUV	2.558	
	Motorcycle	3.937	
	Van	345	
	Lorry	169	
	Marine vehicles (boats, ships, etc.)	172	
Has a driving license	Yes	3.570	
	No	348	
Types of driving license owned	A2	2.127	
	A3	879	
	B1	1.986	
	B2	787	
	C	193	
	BTP	111	
	D1	82	
	D2	82	
	I do not remember	111	



Intention of purchase a new motorcycle		Real delivery	Panel IR%
		Total panelists:	4.519
			14,8%
Intention of purchase a new motorcycle	Yes, within the next 3 months	215	
	Yes, within the next 3 to 5 months	190	
	Yes, within the next 6 to 11 months	326	
	Yes, within the next 12 to 18 months	399	
	Yes, but not before 18 months	606	
	I have no plans to buy a motorcycle	2.138	
Brands of the futur motorcycle	Appia	9	
	Bajaj	29	
	Beta	3	
	Blackstone	0	
	BMW	30	
	Brava	3	
	Cerro	6	
	Corven	26	
	Daelim	0	
	Ducati	27	
	Gilera	57	
	Guerrero	55	
	Harley Davidson	26	
	Honda	411	
	Jianshe	0	
	Kawasaki	63	
	Keller	0	
	Kikai	0	
	KTM	0	
	Kymco	3	
	Konisa	2	
	Maverick	1	
	Mondial	24	
	Motomel	56	
	Okinoi	0	
	Panther	0	
	Royal Enfield	0	
Suzuki	63		
Tibo	0		
Yamaha	191		
Zanella	125		
Other brands	29		

Cubic capacity of the future motorcycle



i Other automotive information available

Automobiles information



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