



Automotive Panel - Cars



Brazil

Features

Panel size (ISO): 121.966

People profiled (ISO): 43.321

Estimated response rate (ISO): 32%

Updated: 15/12/2014

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

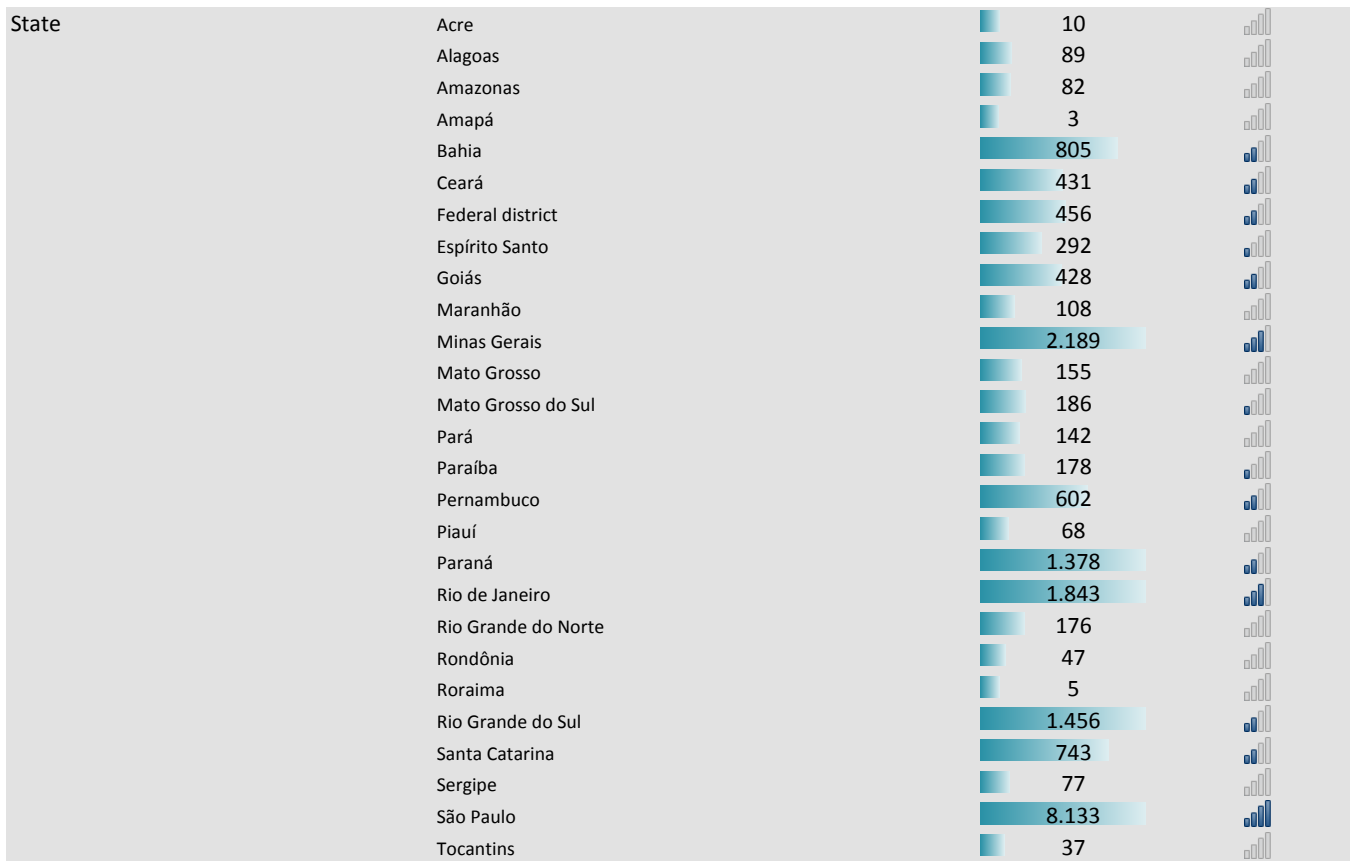
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.



















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:	24.376
Sex	Man	10.732	
	Woman	9.715	
Age	14-18	37	
	19-24	2.187	
	25-34	6.476	
	35-44	5.567	
	45-54	3.783	
	55-64	1.966	
	>=65	339	
Social class	A1	403	
	A2	3.407	
	B1	7.442	
	B2	6.693	
	C1	2.049	
	C2	353	
	D	62	
E	4		
Regions	North	419	
	Northeast	2.629	
	Southeast	12.481	
	South	3.601	
	Central-West	1.271	



Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	24.376
			56,7%
Types of vehicle usually driven	Private car or SUV	20.448	
	Motorcycle	3.486	
	Van	474	
	Lorry	380	
	Marine vehicles (boats, ships, etc.)	317	
Has a driving license	Yes	19.764	
	No	682	
Types of driving license owned	Category A	5.901	
	Category B	16.225	
	Category C	1.073	
	Category D	1.377	
	Category E	220	
Number of automobiles at home	1 automobile	14.065	
	2 automobiles	5.162	
	3 automobiles	815	
	More than 3 automobiles	357	

Car brands and models		Real delivery	Panel IR%
		Total panelists:	24.376
			56,7%
Automobile brands have	Acura	2	
	Alfa Romeo	9	
	Asia	11	
	Audi	122	
	BMW	113	
	Cadillac	0	
	Chana	4	
	Changan	1	
	Chery	77	
	Chevrolet	5.401	
	Chrysler	13	
	Citroën	669	
	Daewoo	3	
	Daihatsu	0	
	Dodge	10	
	Effa	9	
	Envemo	0	
	Ferrari	12	
	Fiat	6.085	
	Ford	3.021	
	Honda	906	
	Hummer	1	
	Hyundai	511	
	Infiniti	0	
	Isuzu	0	
	JAC	78	
	Jaguar	0	
	Jeep	8	
	Jinbei	0	
	JPX	0	
	Kia	185	
	Lada	0	
	Lamborghini	0	
	Land Rover	9	
	Lexus	0	
	Lifan	3	
	Lobini	0	
	Lotus	0	
	Mahindra	0	
	Maserati	0	
	Mazda	1	
	Mercedes-Benz	107	
	Mercury	0	
	Mini	3	
	Mitsubishi	219	
	Miura	0	
	Nissan	351	
	Peugeot	774	
	Plymouth	0	
	Porsche	1	
	Renault	1.617	
	Seat	1	
	Smart	4	
	Ssangyong	7	
	Subaru	5	
	Suzuki	34	
	Toyota	538	
	Troller	3	

Model	Count	Bar Chart
Volkswagen	4.687	
Volvo	9	
Other brand	147	
Volkswagen Gol	2.242	
Fiat Palio	1.953	
Chevrolet Celta	1.218	
Fiat Uno	1.053	
Ford Fiesta	983	
Chevrolet Corsa	780	
Volkswagen Fox	725	
Fiat Siena	675	
Ford Ka	624	
Fiat Uno Mille	551	
Renault Sandero	483	
Chevrolet Corsa Classic Sedan	399	
Fiat Palio Weekend	392	
Honda Fit	373	
Renault Clio	365	
Chevrolet Classic	362	
Honda Civic	341	
Chevrolet Prisma	338	
Ford Ecosport	328	
Toyota Corolla	293	
Renault Logan	290	
Volkswagen Voyage	286	
Citroën C3	273	
Ford Fiesta Sedan	268	
Fiat Idea	249	
Ford Escort	247	
Peugeot 206	241	
Fiat Strada	240	
Chevrolet Astra	228	
Chevrolet Corsa Sedan	222	
Chevrolet Vectra	208	
Peugeot 207	202	
Fiat Punto	190	
Chevrolet Agile	189	
Volkswagen Parati	164	
Ford Focus	157	
Volkswagen Saveiro	156	
Volkswagen Golf	156	
Chevrolet Meriva	155	
Hyundai Outro modelo	154	
Volkswagen Fusca	150	
Fiat Doblo	137	
Chevrolet Outro modelo	129	
Volkswagen Spacefox	120	
Chevrolet S10	117	
Chevrolet Monza	117	
Honda City	116	
Volkswagen Crossfox	115	
Chevrolet Montana	113	
Volkswagen Polo Sedan	112	

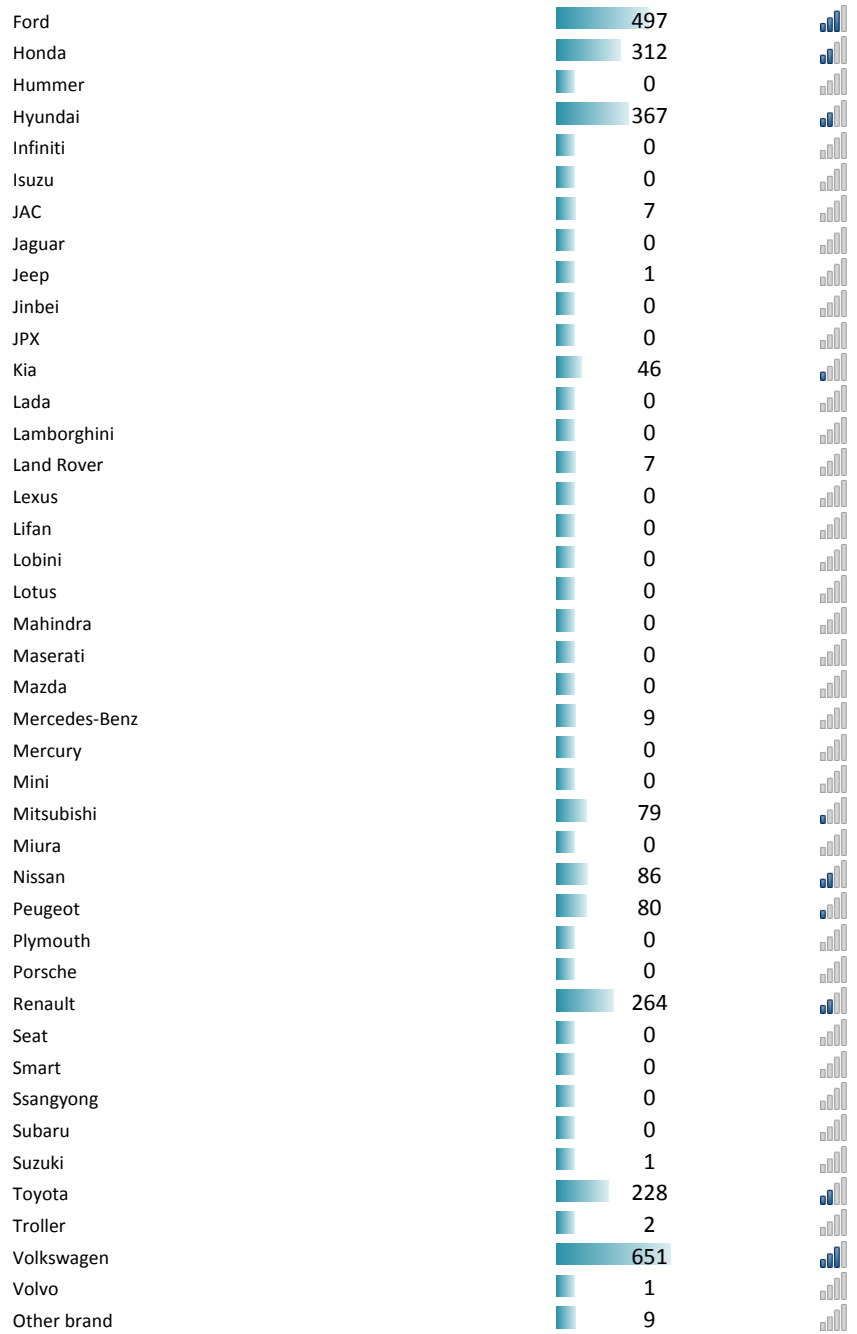
* More than 700 available models













Automobile's features		Real delivery	Panel IR%
		Total panelists:	24.376
			56,7%
Segment to which the vehicle belongs	A	784	
	B	15.854	
	C	3.980	
	D	1.224	
	E	300	
	F	11	
	Sports car	76	
	Sports high performance car	12	
	Sports Grand Tourer car	0	
Body type	SUV	1.248	
	MPV	1.496	
	Other	19.497	
Type of fuel	Gasoline	400	
	Diesel	3	
	Electric	0	
	Hybrid (electric and gasoline)	0	
	Natural gas vehicle	2	
	Butane or propane gas	0	
	Biofuels (ethanol, biodiesel...)	75	
	Another type	2	
	I don't know	0	
New or second hand	New	9.697	
	As new or km0 (less than 1 year)	3.778	
	Second-hand (more than 1 year)	9.449	
	I don't know	6	
Vehicle under warranty	Yes	6.149	
	No	14.624	
	I don't know	0	
Vehicle ownership	Myself, it is a private car	15.488	
	Myself, but acquired through my firm / company	468	
	Another person	6.962	
	My company is the owner, is a company car	970	
Decision makers in the purchase of the vehicle	I was the only decision maker	8.056	
	The decision was shared with another person	11.307	
	Another person decided exclusively	4.171	
	I don't know	9	
Method of payment of the vehicle	Totally spot, only with means	8.973	
	Totally spot, with loan assistance or family or friends	1.786	
	Was financed by the dealer or the brand	5.689	
	Was financed by the bank, all of it or just a part	6.410	
Vehicle's price	Less than R\$ 10.000	1.864	
	Between R\$ 10.001 and R\$ 15.000	2.695	
	Between R\$ 15.001 and R\$ 20.000	2.707	
	Between R\$ 20.001 and R\$ 25.000	2.857	
	Between R\$ 25.001 and R\$ 30.000	3.438	
	De R\$ 30.001 a R\$ 40.000	4.423	
	Between R\$ 40.001 and R\$ 50.000	2.213	
	Between R\$ 50.001 and R\$ 75.000	1.822	
	More than R\$ 75.001	759	
	Don't know	64	
First vehicle or substitute	It is the first automobile at home	4.449	
	This automobile was added to others	5.964	
	This automobile was purchased to replace another one	13.776	
Drivers of the automobile	As a rule, it is driven by me	10.023	
	It is shared with my partner	8.768	
	It is shared with my parents and siblings	3.739	
	Another situation	2.463	


Main vehicle	Yes, it is the main one or only one	13.590	
	No, the main is another one	3.533	
	All cars in the same way	5.645	
Annual mileage	Less than 2,500 km	1.907	
	Between 2,501 and 5,000 km.	2.437	
	Between 5,001 and 7,500 km.	2.321	
	Between 7,501 and 10,000 km	2.957	
	Between 10,001 and 15,000 km.	3.213	
	Between 15,001 and 20,000 km.	2.139	
	Between 20,001 and 30,000 km.	1.792	
	Between 30,001 and 40,000 km.	1.040	
	Between 40,001 and 50,000 km.	705	
	Between 50,001 and 75,000 km.	680	
	Between 75,001 and 100,000 km	495	
More than 100,000 km.	572		
I don't know	0		
GPS in the vehicle	Yes, we have an integrated navigator	2.196	
	Yes, we have a removable navigator	6.911	
	No, we have not navigator	12.904	
	I don't know	0	
Year of automobile's purchase	Previous to 2000	1.637	
	2001-2005	1.839	
	2006-2008	3.031	
	2009	1.949	
	2010	3.615	
	2011	3.714	
	2012 or later	9.741	

Vehicle maintenance		Real delivery	Panel IR%
		Total panelists:	24.376
			56,7%
Vehicle Maintainer	Myself	13.567	
	Myself directed by my company	677	
	Another relative	7.810	
	My company	789	
Place of vehicle maintenance	Brand's official service	5.857	
	Independent garage	8.991	
	Fast service chain	717	
	Garages associated malls	445	
	Myself or a friend or a relative	580	
	Where the insurance company decides	308	
	Another place	169	
When were the tires changed for the last time	6 months ago or less	5.212	
	Between 6 months and one year	3.145	
	Between one year and one year and a half	1.600	
	Between a year and a half and two years	636	
	More than 2 years	562	
	I have never changed them	42	
Number of tires changed	The 4 tires	5.810	
	3 tires	228	
	2 tires	3.887	
	Only 1 tire	764	
	I do not remember	1	
Intention of changing tires	Yes, within the next 6 months or earlier	3.890	
	Yes, between 6 months and one year	3.231	
	Yes, within more than one year	2.807	
	I do not know when I will change them	104	

Intention of purchase a new vehicle		Real delivery	Panel IR%
		Total panelists:	24.376
			56,7%
Intention of purchase a new vehicle	Yes, within the next 3 months	1.201	
	Yes, within the next 3 to 5 months	1.657	
	Yes, within the next 6 to 11 months	3.557	
	Yes, within the next 12 to 18 months	5.156	
	Yes, but not before 18 months	4.528	
	I have no plans to buy a car	4.240	
Degree of decision on the purchase of future vehicle	I will be the only decision maker	4.306	
	The decision will be shared with another person	7.054	
	Another person will decide exclusively	149	
	I don't know	40	
Type of fuel of the future vehicle	Gasoline	158	
	Diesel	3	
	Electric	1	
	Hybrid (electric and gasoline)	4	
	Natural gas vehicle	4	
	Butane or propane gas	0	
	Biofuels (ethanol, biodiesel...)	82	
	Another type	5	
	I don't know	0	
Future new vehicle or second hand	New	6.564	
	As new or km0 (less than 1 year)	4.652	
	Second-hand (more than 1 year)	1.980	
	I don't know	417	
Ownership of the future vehicle	Myself, it would be a private car	10.990	
	Myself, but acquired through my firm / company	214	
	My company would be the owner, it would be a company car	77	
	I don't know	291	
Price is willing to pay for future vehicle	Less than R\$ 10.000	286	
	Between R\$ 10.001 and R\$ 15.000	830	
	Between R\$ 15.001 and R\$ 20.000	1.179	
	Between R\$ 20.001 and R\$ 25.000	1.319	
	Between R\$ 25.001 and R\$ 30.000	1.962	
	De R\$ 30.001 a R\$ 40.000	2.423	
	Between R\$ 40.001 and R\$ 50.000	1.500	
	Between R\$ 50.001 and R\$ 75.000	1.098	
	More than R\$ 75.001	471	
	Don't know	431	
Know the brand of the future vehicle	Yes	4.819	
	No	6.755	
Brand of future vehicle	Acura	0	
	Alfa Romeo	2	
	Asia	1	
	Audi	8	
	BMW	37	
	Cadillac	6	
	Chana	0	
	Changan	2	
	Chery	14	
	Chevrolet	852	
	Chrysler	1	
	Citroën	126	
	Daewoo	0	
	Daihatsu	0	
	Dodge	5	
	Effa	0	
	Envemo	0	
	Ferrari	0	
	Fiat	841	



Segment to which the future vehicle will belong	A	86	
	B	2.572	
	C	1.004	
	D	262	
	E	77	
	F	10	
	Sports car	40	
Body type of the future vehicle	SUV	504	
	MPV	297	
	Other	3.252	
	Sports high performance car	2	
Sports Grand Tourer car	0		

 **Other automotive information available**

Automobiles 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



Brazil

Features

Panel size (ISO): 121.966

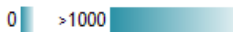
People profiled (ISO): 43.551

Estimated response rate (ISO): 31%

Updated: 15/12/2014

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

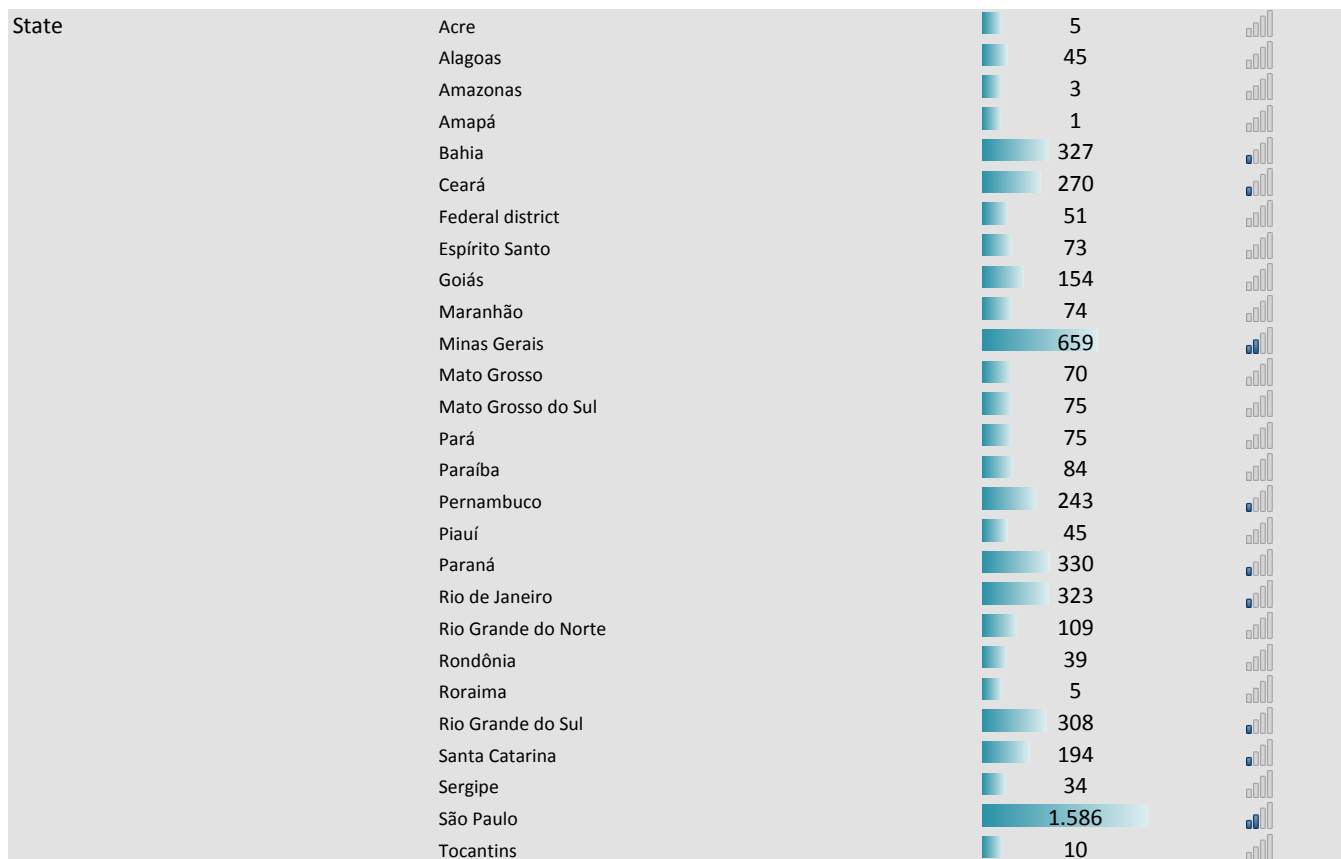
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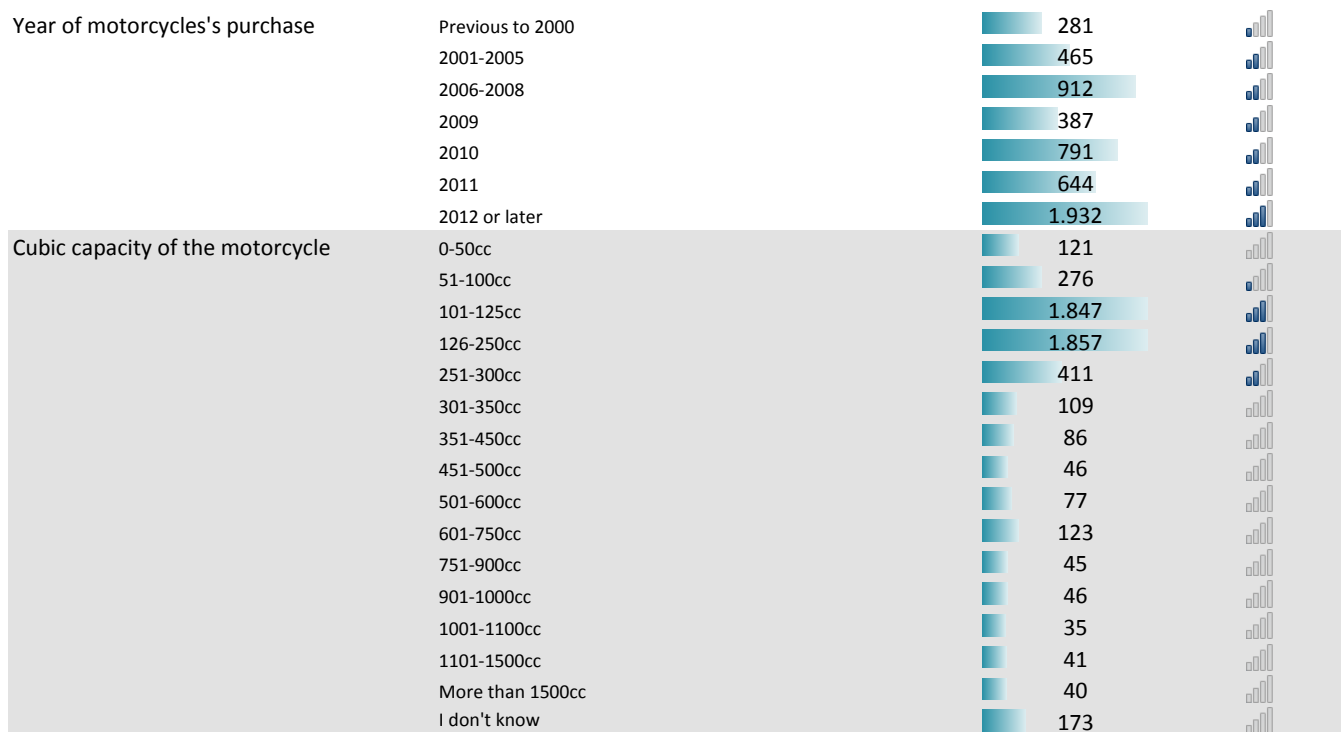


Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	6.616
			15,2%
Sex	Man	3.415	
	Woman	2.071	
Age	14-18	32	
	19-24	1.046	
	25-34	2.219	
	35-44	1.200	
	45-54	682	
	55-64	204	
	>=65	6	
Social class	A1	54	
	A2	645	
	B1	1.465	
	B2	1.840	
	C1	1.022	
	C2	298	
	D	68	
Regions	E	0	
	North	211	
	Northeast	1.307	
	Southeast	2.666	
	South	858	
	Central-West	397	



Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	6.616
			15,2%
Types of vehicle usually driven	Private car or SUV	3.611	
	Motorcycle	5.488	
	Van	337	
	Lorry	260	
	Marine vehicles (boats, ships, etc.)	224	
Has a driving license	Yes	4.837	
	No	626	
Types of driving license owned	Category A	3.941	
	Category B	3.564	
	Category C	347	
	Category D	485	
	Category E	119	

Brand and features of the actual motorcycle		Real delivery	Panel IR%
		Total panelists:	6.616
			15,2%
Motorcycle brands have	AJP	0	
	AME Amazonas	0	
	Bimota	0	
	Birelli	0	
	BMW	47	
	Buell	0	
	Dafra	149	
	Dayang	0	
	Dayun	0	
	Ducati	9	
	Faspider	0	
	FYM	0	
	Garinni	1	
	Gas Gas	0	
	Green	1	
	HaoBao	2	
	Haojin	0	
	Harley Davidson	44	
	Honda	3.418	
	Husaberg	0	
	Husqvarna	0	
	Iros	1	
	Johnny Pag	0	
	Jonny	5	
	Kahena	0	
	Kasinski	73	
	Kawasaki	50	
	Kelt	0	
	Kin	0	
	Kinro	0	
	KTM	0	
	Kzuki	0	
	Leopard	0	
	Lon-V	0	
	Miza	0	
	Motokötter	0	
	Motor Z	0	
	Mottus	0	
	MRX	0	
	MV Agusta	0	
	MVK	1	
	Pegassi	0	
	Piaggio	0	
	Regal Raptor	0	
	Shineray	38	
	Sundown	42	
	Suzuki	330	
	TMA	0	
	Traxx	41	
	Triumph	2	
	US1	0	
	Vespa	0	
	Wind	0	
	Wuyang	0	
	Yamaha	840	
	Other brand	112	
	I do not remember	45	





Intention of purchase a new motorcycle

Real delivery

Panel IR%

Total panelists:

6.616

15,2%

Intention of purchase a new motorcycle

Yes, within the next 3 months
 Yes, within the next 3 to 5 months
 Yes, within the next 6 to 11 months
 Yes, within the next 12 to 18 months
 Yes, but not before 18 months
 I have no plans to buy a motorcycle

329
 325
 625
 710
 942
 2.458

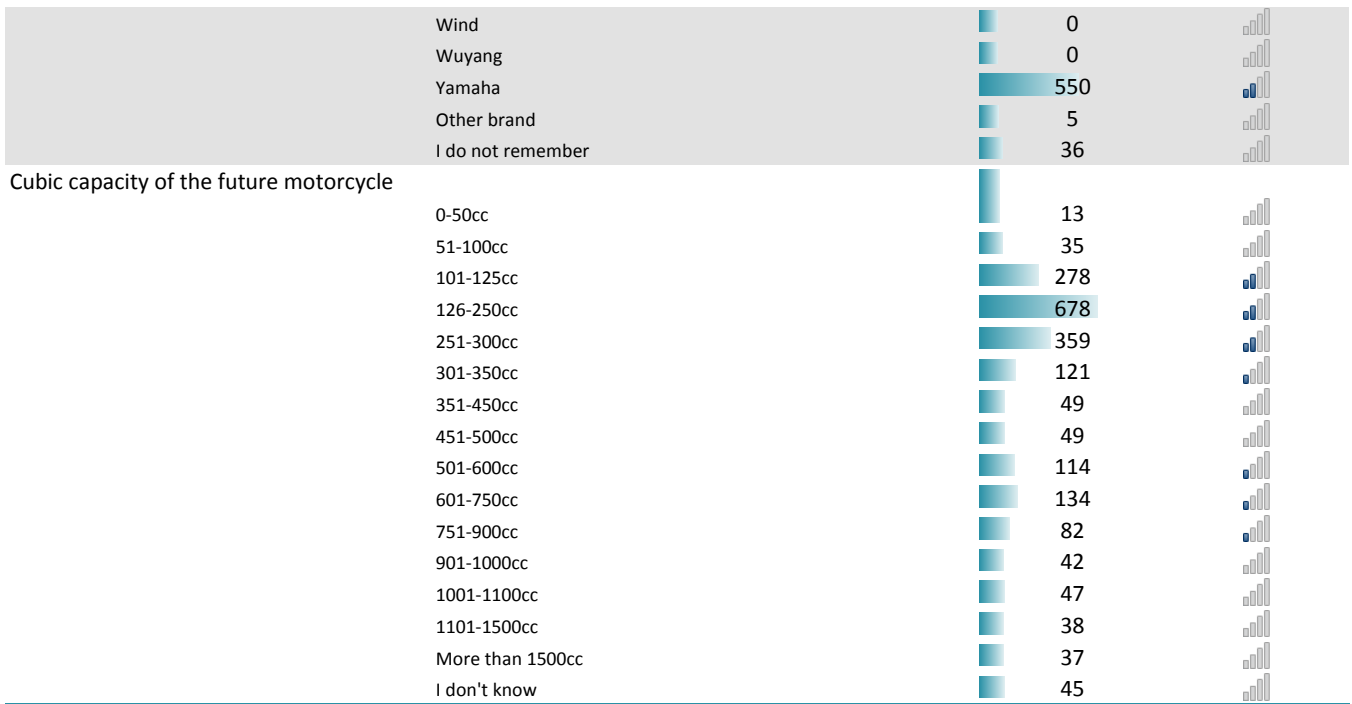


Brands of the futur motorcycle

AJP
 AME Amazonas
 Bimota
 Birelli
 BMW
 Buell
 Dafra
 Dayang
 Dayun
 Ducati
 Faspider
 FYM
 Garinni
 Gas Gas
 Green
 HaoBao
 Haojin
 Harley Davidson
 Honda
 Husaberg
 Husqvarna
 Iros
 Johnny Pag
 Jonny
 Kahena
 Kasinski
 Kawasaki
 Kelt
 Kin
 Kinro
 KTM
 Kzuki
 Leopard
 Lon-V
 Miza
 Motokötter
 Motor Z
 Mottus
 MRX
 MV Agusta
 MVK
 Pegassi
 Piaggio
 Regal Raptor
 Shineray
 Sundown
 Suzuki
 TMA
 Traxx
 Triumph
 US1
 Vespa

3
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 5
 63
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 82
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 125
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 3
 3
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 2
 2
 1
 6
 2
 3
 4
 2
 8
 5
 187
 0
 7
 7
 0
 3





Other automotive information available

Exact vehicle model (Until 3 vehicles driven)

Year of automobile's license plate

Motorcycle information



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