



## Automotive Panel - Cars



Chile

### Features

Panel size (ISO): 47.260

People profiled (ISO): 14.992

Estimated response rate (ISO): 31%

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:	9.916
			52,6%
Sex	Man	4.465	
	Woman	5.095	
Age	18-24	928	
	25-34	3.215	
	35-44	2.854	
	45-54	1.531	
	55-64	749	
	>=65	238	
Social class	ABC1	5.066	
	C2	3.798	
	C3	562	
	D	90	
	E	0	
Regions	I Region of Tarapacá	119	
	II Region of Antofagasta	256	
	III Region of Atacama	100	
	IV Region of Coquimbo	279	
	V Region of Valparaíso	950	
	VI Region of Libertador General Bernardo O'Higgins	291	
	VII Region of Maule	325	
	VIII Region of Bío Bío	888	
	IX Region of La Araucanía	285	
	X Region of los Lagos	312	
	XI Region of Aysén del General Carlos Ibañez del Campo	37	
	XII Region of Magallanes & la Antártica Chilena	83	
	XIII Region Metropolitana	5.285	
	XIV Region of Los Ríos	157	
	XV Region of Arica & Parinacota	111	
Grouped regions	North	1.835	
	South	2.426	
	Metropolitan region	5.285	

Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	9.916
			52,6%
Types of vehicle usually driven	Private car or SUV	9.562	
	Motorcycle	698	
	Van	318	
	Lorry	219	
	Marine vehicles (boats, ships, etc..)	132	
Has a driving license	Yes	9.107	
	No	453	
Types of driving license owned	Professional A-1	580	
	Professional A-2	514	
	Professional A-3	127	
	Professional A-4	157	
	Professional A-5	72	
	Non Professional B	7.704	
	Non Professional C	730	
	Special D	242	
	Special E	20	
	Special F	70	
Number of automobiles at home	I do not remember	368	
	1 automobile	6.474	
	2 automobiles	2.435	
	3 automobiles	398	
	More than 3 automobiles	226	

Car brands and models		Real delivery	Panel IR%
		Total panelists:	9.916
			52,6%
Automobile brands have	Alfa Romeo	15	
	Audi	54	
	BMW	93	
	BYD	60	
	Changan	17	
	Chery	113	
	Chevrolet	2.101	
	Chrysler	59	
	Citroën	270	
	Daewoo	209	
	Daihatsu	112	
	DFM	1	
	Dodge	69	
	Fiat	332	
	Ford	417	
	Foton	2	
	Geely	56	
	Great Wall	167	
	Haima	4	
	Honda	158	
	Hyundai	1.188	
	JAC Motors	79	
	Jaguar	0	
	Jeep	145	
	Jinbei	0	
	Kia	882	
	Lada	3	
	Land Rover	5	
	Lifan	17	
	Mahindra	72	
	Maserati	0	
	Mazda	422	
	Mercedes Benz	75	
	MG	15	
	Mini	0	
	Mitsubishi	294	
	Nissan	930	
	Opel	76	
	Peugeot	500	
	Porsche	0	
	Renault	272	
	Renault-Samsung	124	
	Saab	0	
	Skoda	2	
	Ssangyong	130	
	Subaru	273	
	Suzuki	938	
	Tata	0	
	Toyota	1.030	
	Volkswagen	320	
	Volvo	31	
	Zotye	18	
	Other brand	144	

Model			
Toyota Yaris	273		
Hyundai Accent	264		
Chevrolet Spark	262		
Chevrolet Corsa 5 doors	206		
Chevrolet Aveo Sedán	162		
Kia Morning	153		
Nissan Other model	149		
Chevrolet Sail	139		
Suzuki Alto	130		
Chevrolet Spark Gt	128		
Hyundai Elantra	126		
Toyota Corolla	123		
Nissan V-16	117		
Chevrolet Corsa 4 doors	114		
KIA Rio	111		
Peugeot 206 5 doors	107		
Hyundai I10	104		
Toyota YARIS SPORT	99		
Great Wall Other model	97		
Hyundai Tucson	93		
Renault-Samsung SM3	90		
Nissan TERRANO PICK-UP 4X4 CAB DOBLE	89		
Chevrolet Other model	88		
Chevrolet Corsa 3 doors	85		
Mazda 3 Sedán	83		
Nissan Terrano	80		
Suzuki Grand vitara	76		
Toyota Tercel	75		
Nissan Tiida Sedán	75		
Hyundai Santa fe	74		
Kia RIO 5 HB	74		
Suzuki Grand Nómade	73		
Toyota Hilux 4x4 Cab Doble	73		
Citroën C3	73		
Suzuki Swift	71		
Nissan Sentra	71		
Ford Ecosport	71		
Toyota Rav4	70		
Chevrolet Captiva	70		
Ford Fiesta	69		
Chevrolet OPTRA LL	69		
Mitsubishi L-200 4X4 CABINA DOBLE	68		
Hyundai Getz	63		
Suzuki Celerio	60		
Jeep Compass	60		
Chevrolet AVEO HATCHBACK NEW	60		
Suzuki Maruti	58		
Suzuki Other model	58		
JAC Motors Other model	57		
Mazda Other model	57		

\* More than 550 available models

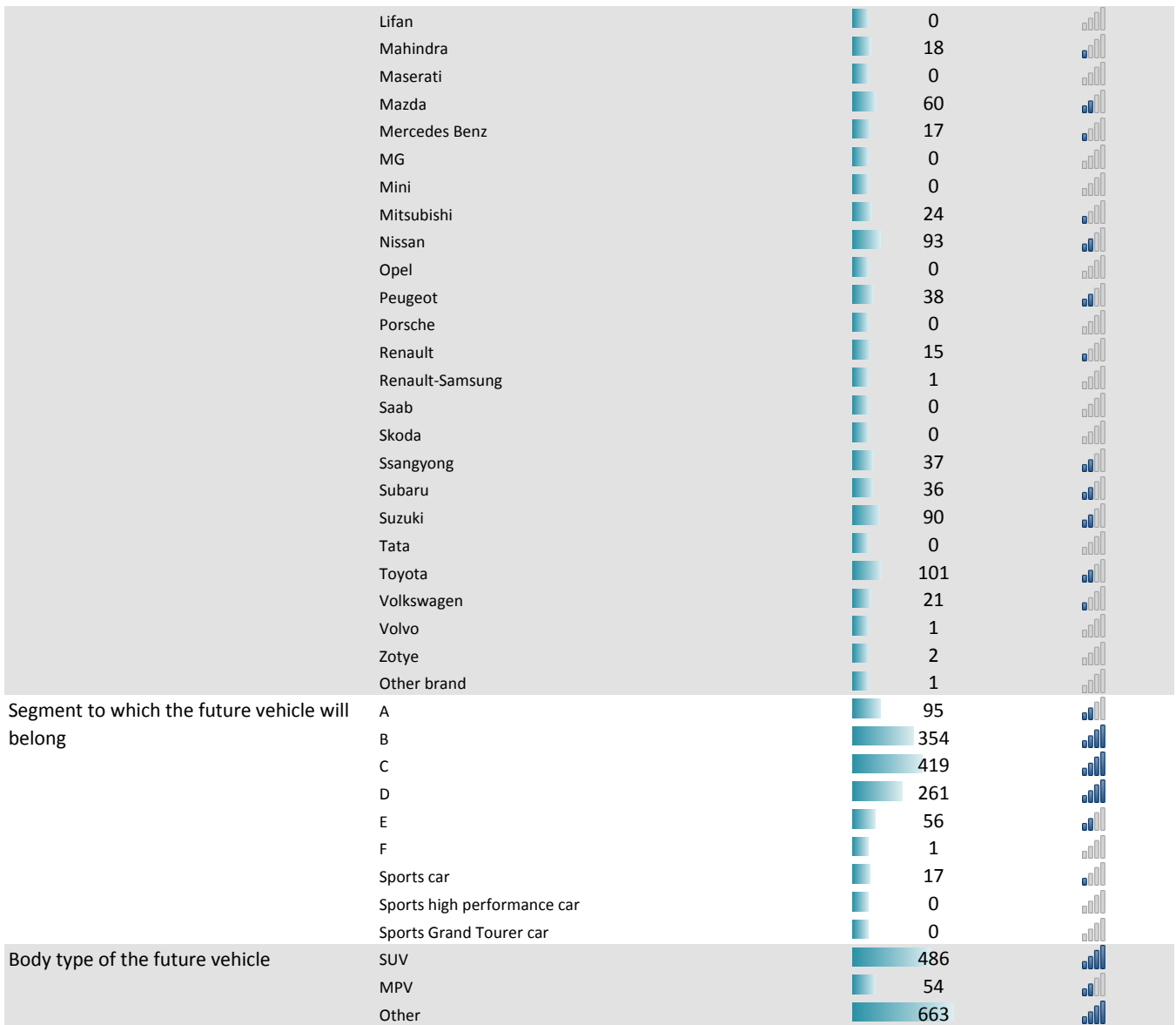
Automobile's features		Real delivery	Panel IR%
		Total panelists:	9.916
			52,6%
Segment to which the vehicle belongs	A	1.076	
	B	3.787	
	C	2.957	
	D	1.231	
	E	298	
	F	38	
	Sports car	72	
	Sports high performance car	2	
	Sports Grand Tourer car	0	
Body type	SUV	2.053	
	MPV	273	
	Other	7.135	
Type of fuel	Gasoline	5.620	
	Diesel	1.788	
	Electric	38	
	Hybrid (electric and gasoline)	127	
	Natural gas vehicle	37	
	Butane or propane gas	1	
	Biofuels (ethanol, biodiesel...)	15	
	Another type	4	
	I don't know	120	
New or second hand	New	5.109	
	As new or km0 (less than 1 year)	1.346	
	Second-hand (more than 1 year)	4.356	
	I don't know	1	
Vehicle under warranty	Yes	2.349	
	No	6.939	
	I don't know	0	
Vehicle ownership	Myself, it is a private car	6.391	
	Myself, but acquired through my firm / company	284	
	Another person	3.853	
	My company is the owner, is a company car	1.060	
Decision makers in the purchase of the vehicle	I was the only decision maker	3.502	
	The decision was shared with another person	5.147	
	Another person decided exclusively	2.389	
	I don't know	1	
Method of payment of the vehicle	Totally spot, only with means	5.372	
	Totally spot, with loan assistance or family or friends	1.324	
	Was financed by the dealer or the brand	1.595	
	Was financed by the bank, all of it or just a part	2.091	
Vehicle's price	Less than \$2.500.000 Pesos	1.255	
	Between \$2.500.001 and \$5.000.000 Pesos	3.363	
	Between \$5.000.001 and \$7.500.000 Pesos	2.676	
	Between \$7.500.001 and \$10.000.000 Pesos	1.509	
	Between \$10.000.001 and \$12.500.000 Pesos	656	
	Between \$12.500.001 and \$15.000.000 Pesos	470	
	Between \$15.000.001 and \$20.000.000 Pesos	230	
	Between \$20.000.001 and \$25.000.000 Pesos	69	
	More than \$25.000.000 Pesos	38	
I don't know	18		
First vehicle or substitute	It is the first automobile at home	2.470	
	This automobile was added to others	3.194	
	This automobile was purchased to replace another one	5.923	

Drivers of the automobile	As a rule, it is driven by me	4.595	
	It is shared with my partner	3.647	
	It is shared with my parents and siblings	2.011	
	Another situation	1.664	
Main vehicle	Yes, it is the main one or only one	6.812	
	No, the main is another one	2.609	
	All cars in the same way	1.910	
Annual mileage	Less than 2,500 km	945	
	Between 2,501 and 5,000 km.	1.232	
	Between 5,001 and 7,500 km.	1.013	
	Between 7,501 and 10,000 km	1.223	
	Between 10,001 and 15,000 km.	1.514	
	Between 15,001 and 20,000 km.	1.139	
	Between 20,001 and 30,000 km.	961	
	Between 30,001 and 40,000 km.	493	
	Between 40,001 and 50,000 km.	331	
	Between 50,001 and 75,000 km.	304	
	Between 75,001 and 100,000 km	232	
	More than 100,000 km.	332	
I don't know	0		
GPS in the vehicle	Yes, we have an integrated navigator	725	
	Yes, we have a removable navigator	2.307	
	No, we have not navigator	7.001	
	I don't know	0	
Year of automobile's purchase	Previous to 2000	929	
	2001-2005	1.004	
	2006-2008	1.536	
	2009	700	
	2010	1.562	
	2011	1.532	
	2012 or later	4.814	

Vehicle maintenance		Real delivery	Panel IR%
		Total panelists:	9.916
			52,6%
Vehicle Maintainer	Myself	4.724	
	Myself directed by my company	491	
	Another relative	4.871	
	My company	868	
Place of vehicle maintenance	Brand's official service	2.329	
	Independent garage	2.764	
	Fast service chain	168	
	Garages associated malls	85	
	Myself or a friend or a relative	346	
	Where the insurance company decides	127	
	Another place	55	
When were the tires changed for the last time	6 months ago or less	1.476	
	Between 6 months and one year	1.088	
	Between one year and one year and a half	598	
	Between a year and a half and two years	303	
	More than 2 years	260	
	I have never changed them	2	
Number of tires changed	The 4 tires	1.871	
	3 tires	61	
	2 tires	1.076	
	Only 1 tire	479	
	I do not remember	0	
Intention of changing tires	Yes, within the next 6 months or earlier	1.100	
	Yes, between 6 months and one year	1.129	
	Yes, within more than one year	933	
	I do not know when I will change them	32	

Intention of purchase a new vehicle		Real delivery	Panel IR%
		Total panelists:	9.916
			52,6%
Intention of purchase a new vehicle	Yes, within the next 3 months	434	
	Yes, within the next 3 to 5 months	537	
	Yes, within the next 6 to 11 months	1.286	
	Yes, within the next 12 to 18 months	1.795	
	Yes, but not before 18 months	2.331	
	I have no plans to buy a car	3.134	
Degree of decision on the purchase of future vehicle	I will be the only decision maker	1.584	
	The decision will be shared with another person	2.378	
	Another person will decide exclusively	72	
	I don't know	18	
Future new vehicle or second hand	New	2.022	
	As new or km0 (less than 1 year)	1.347	
	Second-hand (more than 1 year)	951	
	I don't know	238	
Ownership of the future vehicle	Myself, it would be a private car	3.685	
	Myself, but acquired through my firm / company	97	
	My company would be the owner, it would be a company car	65	
	I don't know	218	
Price is willing to pay for future vehicle	Less than \$2.500.000 Pesos	206	
	Between \$2.500.001 and \$5.000.000 Pesos	1.158	
	Between \$5.000.001 and \$7.500.000 Pesos	1.053	
	Between \$7.500.001 and \$10.000.000 Pesos	802	
	Between \$10.000.001 and \$12.500.000 Pesos	371	
	Between \$12.500.001 and \$15.000.000 Pesos	206	
	Between \$15.000.001 and \$20.000.000 Pesos	112	
	Between \$20.000.001 and \$25.000.000 Pesos	17	
	More than \$25.000.000 Pesos	18	
I don't know	61		
Know the brand of the future vehicle	Yes	1.559	
	No	2.523	
Brand of future vehicle	Alfa Romeo	0	
	Audi	2	
	BMW	15	
	BYD	1	
	Changan	0	
	Chery	19	
	Chevrolet	198	
	Chrysler	1	
	Citroën	22	
	Daewoo	0	
	Daihatsu	1	
	DFM	0	
	Dodge	16	
	Fiat	18	
	Ford	39	
	Foton	0	
	Geely	1	
	Great Wall	24	
	Haima	1	
	Honda	16	
	Hyundai	182	
	JAC Motors	0	
	Jaguar	0	
	Jeep	35	
Jinbei	0		
Kia	126		
Lada	0		
Land Rover	0		





**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



Chile

### Features

Panel size (ISO): 47.260

People profiled (ISO): 14.992

Estimated response rate (ISO): 31%

Updated: 15/12/2014

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


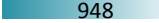



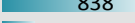












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IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:



Sociodemographic profile		Total panelists:	Real delivery	Panel IR%
			983	5,2%
Sex	Man	620		
	Woman	313		
Age	18-24	187		
	25-34	344		
	35-44	253		
	45-54	99		
	55-64	17		
	>=65	3		
Social class	ABC1	425		
	C2	405		
	C3	70		
	D	16		
	E	0		
Regions	I Region of Tarapacá	2		
	II Region of Antofagasta	19		
	III Region of Atacama	3		
	IV Region of Coquimbo	3		
	V Region of Valparaíso	73		
	VI Region of Libertador General Bernardo O'Higgins	20		
	VII Region of Maule	31		
	VIII Region of Bío Bío	92		
	IX Region of La Araucanía	17		
	X Region of los Lagos	20		
	XI Region of Aysén del General Carlos Ibañez del Campo	0		
	XII Region of Magallanes & la Antártica Chilena	0		
	XIII Region Metropolitana	540		
	XIV Region of Los Ríos	2		
	XV Region of Arica & Parinacota	5		
Grouped regions	North	150		
	South	243		
	Metropolitan region	540		

Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	983
			5,2%
Types of vehicle usually driven	Private car or SUV	699	
	Motorcycle	948	
	Van	111	
	Lorry	90	
	Marine vehicles (boats, ships, etc.)	60	
Has a driving license	Yes	838	
	No	96	
Types of driving license owned	Professional A-1	76	
	Professional A-2	92	
	Professional A-3	38	
	Professional A-4	21	
	Professional A-5	22	
	Non Professional B	601	
	Non Professional C	513	
	Special D	60	
	Special E	3	
	Special F	4	
	I do not remember	19	



## Brand and features of the actual motorcycle

Real delivery

Panel IR%

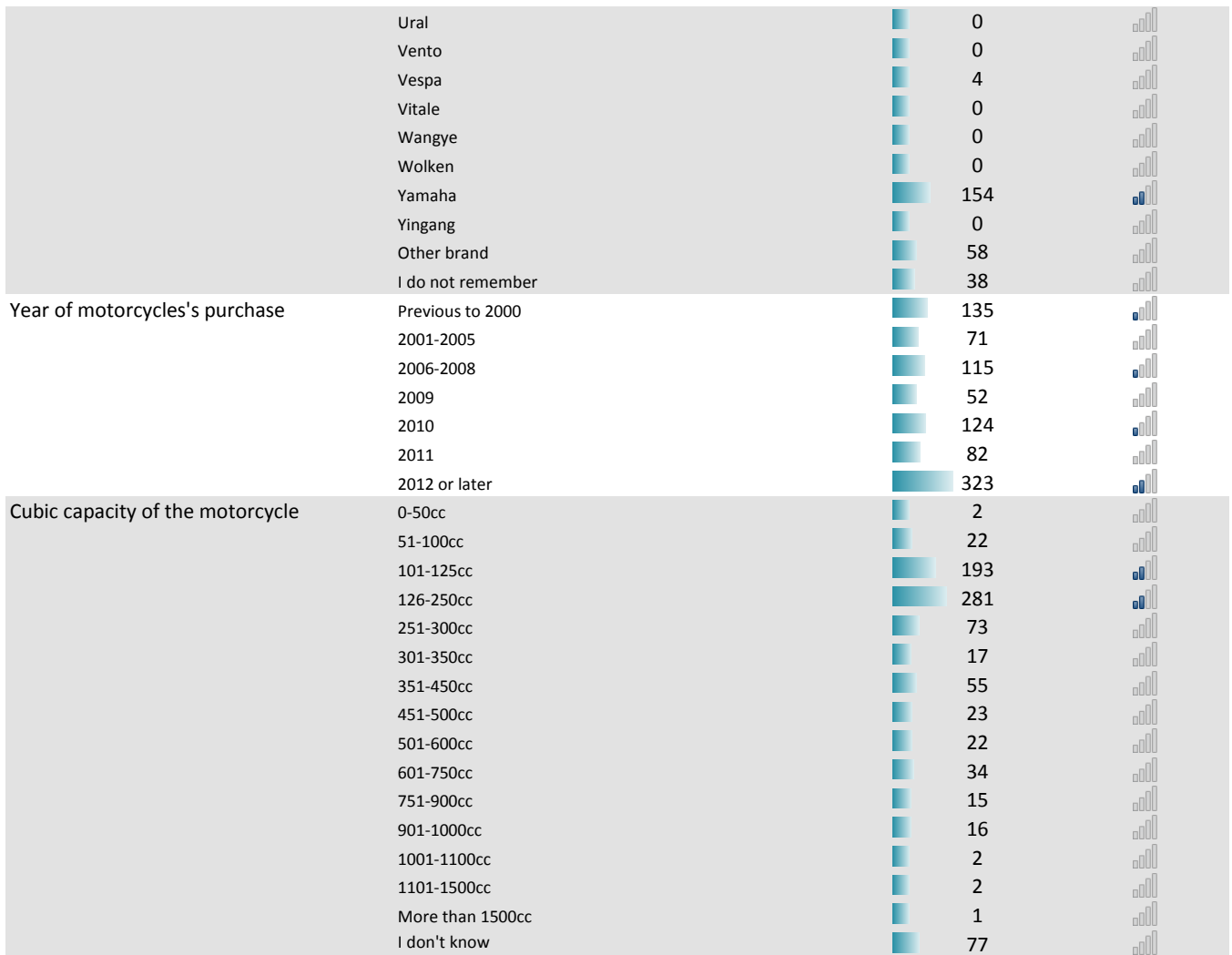
Total panelists:

983

5,2%

## Motorcycle brands have

Brand	Real delivery	Panel IR%
Aprilia	0	
Bimota	0	
BMW	16	
Buell	0	
Cagiva	0	
Ducati	2	
Euromot	15	
Geely	0	
Gilera	0	
Guzzi	0	
Harley Davidson	3	
Hartford	0	
Hensim	0	
Honda	208	
Husqvarna	0	
Hyosung	2	
Indian	0	
Jianshe	0	
Jincheng	0	
Kawasaki	37	
Keeway	18	
Kinlon	18	
KTM	2	
Kymco	0	
Lambretta	0	
Lifan	17	
Montesa	0	
Motolife	0	
Motomak	0	
Motomel	0	
Motorrاد	19	
MSK	0	
MV Augusta	0	
Norton	0	
Orion	0	
Peugeot	2	
Piaggio	0	
Pionner	0	
Poseidon	0	
Regal Raptor	0	
Sachs	1	
Sanya	0	
Shineray	0	
Sinski	0	
Spitz	0	
Sumo	0	
Suzuki	75	
Sym	0	
Takasaki	25	
TM	0	
Torito	0	
Triker	0	
Triumph	0	
TVS	0	
United Motors	36	







## Intention of purchase a new motorcycle

Real delivery

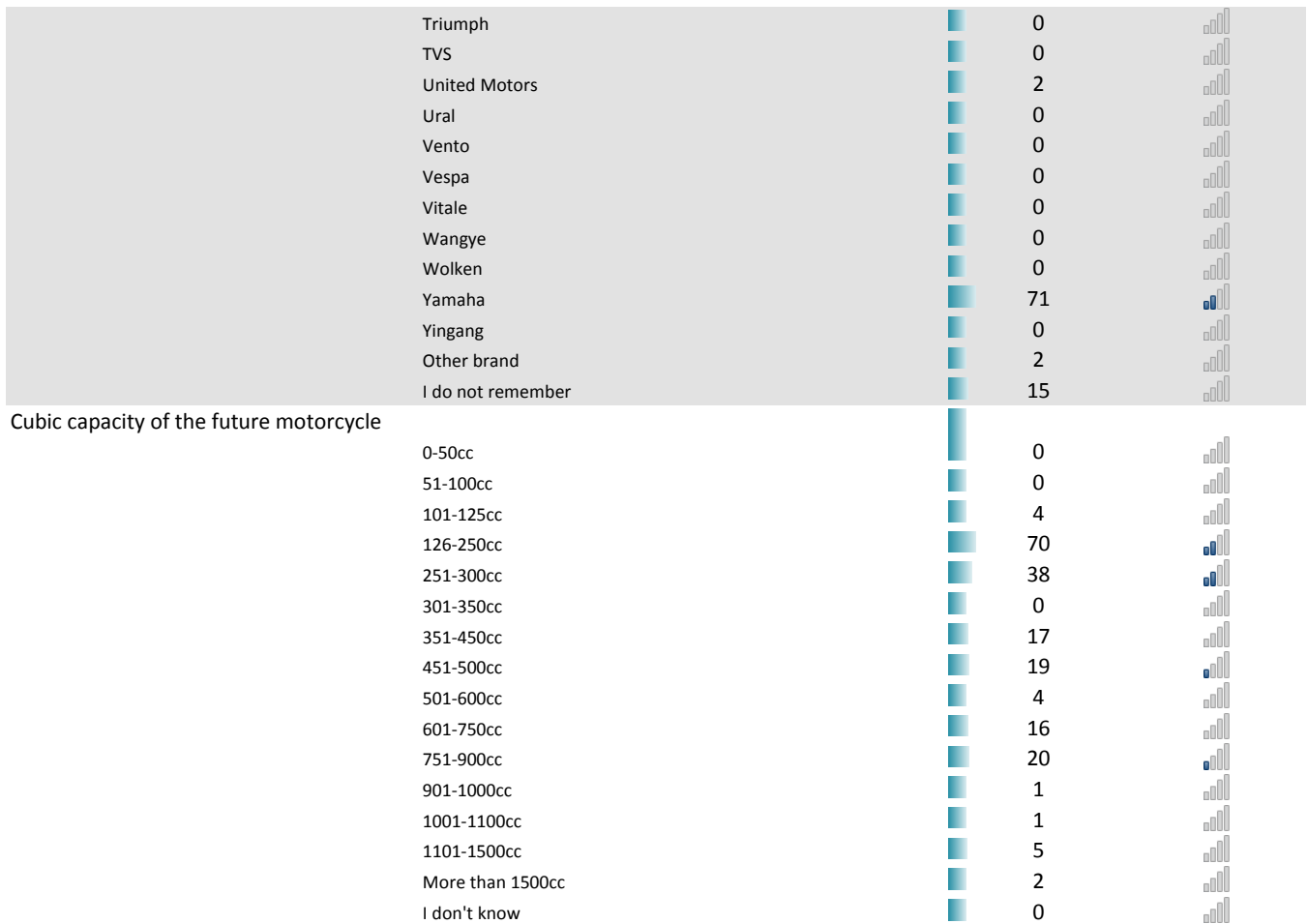
Panel IR%

Total panelists:

983

5,2%

Intention of purchase a new motorcycle		Total panelists:	Real delivery	Panel IR%
Intention of purchase a new motorcycle	Yes, within the next 3 months	38		
	Yes, within the next 3 to 5 months	36		
	Yes, within the next 6 to 11 months	73		
	Yes, within the next 12 to 18 months	105		
	Yes, but not before 18 months	191		
	I have no plans to buy a motorcycle	471		
Brands of the futur motorcycle	Aprilia	0		
	Bimota	0		
	BMW	5		
	Buell	0		
	Cagiva	0		
	Ducati	0		
	Euromot	0		
	Geely	0		
	Gilera	0		
	Guzzi	0		
	Harley Davidson	1		
	Hartford	0		
	Hensim	0		
	Honda	74		
	Husqvarna	0		
	Hyosung	2		
	Indian	0		
	Jianshe	0		
	Jincheng	0		
	Kawasaki	25		
	Keeway	0		
	Kinlon	0		
	KTM	6		
	Kymco	0		
	Lambretta	0		
	Lifan	0		
	Montesa	0		
	Motolife	0		
	Motomak	0		
	Motomel	0		
	Motorrad	0		
	MSK	0		
MV Augusta	0			
Norton	0			
Orion	0			
Peugeot	0			
Piaggio	0			
Pionner	0			
Poseidon	0			
Regal Raptor	0			
Sachs	0			
Sanya	0			
Shineray	0			
Sinski	0			
Spitz	0			
Sumo	0			
Suzuki	23			
Sym	0			
Takasaki	0			
TM	0			
Torito	0			
Triker	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