Automotive Panel - Cars

Colombia

Features

Panel size (ISO): 57.966

People profiled (ISO): 11.180

Estimated response rate (ISO): 41%

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.

0 >1000

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:

<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Sex	Man	5.218	
	Woman	4.301	
Age	18-24	1.042	
	25-34	2.434	
	35-44	2.878	
	45-54	2.101	
	55-64	924	
	>=65	103	
Social class	Stratum 1 (low-low)	70	
	Stratum 2 (low)	1.047	
	Stratum 3 (medium-low)	3.967	
	Stratum 4 (medium)	2.876	
	Stratum 5 (medium-high)	1.081	
	Stratum 6 (high)	355	
	I do not know	65	
Regions	Amazónica	18	
	Orinoquia	134	
	Atlántica	881	
	Central	6.518	
	Oriental	684	
	Pacífica	1.264	

Department		
	Bogotá Distrito Capital (D. C.)	4.089
	Amazonas	0
	Antioquia	1.271
	Arauca	1
	Atlántico	462
	Boyacá	155
	Caldas	160
	Caquetá	1
	Casanare	21
	Cauca	70
	Cesar	67
	Córdoba	25
	Cundinamarca	474
	Chocó	0
	Guainía	0
	Guaviare	0
	Huila	64
	La Guajira	4
	Magdalena	111
	Meta	92
	Nariño	105
	Norte de Santander	112
	Putumayo	0
	Quindío	91
	Risaralda	169
	San Andrés & Providencia	0
	Santander	397
	Sucre	20
	Tolima	140
	Valle del Cauca	1.069
	Vaupés	0
	Vichada	0
	Bolivar	132

Driving license and vehicle types driven		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Types of vehicle usually driven	Private car or SUV	9.523	
	Motorcycle	2.083	
	Van	156	
	Lorry	193	
	Marine vehicles (boats, ships, etc..)	90	
Has a driving license	Yes	9.128	
	No	394	
Types of driving license owned	A1	757	
	A2	1.451	
	B1	5.500	
	B2	335	
	B3	486	
	C1	2.336	
	C2	659	
	C3	179	
	I do not remember	157	
Number of automobiles at home	1 automobile	7.092	
	2 automobiles	2.000	
	3 automobiles	282	
	More than 3 atuomobiles	128	

Car brands and models		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Automobile brands have	Acura	0	
	Alfa Romeo	7	
	Audi	107	
	BMW	152	
	BYD	2	
	Chana	47	
	Chery	69	
	Chevrolet	3.553	
	Citroën	50	
	Daihatsu	48	
	Dodge	62	
	Fiat	178	
	Ford	454	
	Geely	2	
	Great Wall	1	
	Hafei	21	
	Honda	153	
	Hyundai	666	
	JAC	22	
	Jaguar	0	
	Jeep	69	
	JMC	0	
	Kia	523	
	Land Rover	2	
	Lifan	0	
	Mahindra	0	
	Maserati	0	
	Mazda	1.141	
	Mercedes Benz	66	
	Mini	2	
	Mitsubishi	157	
	Nissan	613	
	Peugeot	121	
	Porsche	0	
	RAM	0	
	Renault	1.972	
	Seat	2	
	Skoda	110	
	Ssangyong	46	
	Subaru	47	
	Suzuki	44	
	Toyota	402	
	Volkswagen	286	
	Volvo	2	
	ZNA	0	
	Zotye	24	
	Other brand	203	

Model		
	Chevrolet Aveo	579
	Renault Logan	408
	Chevrolet Spark	383
	Chevrolet Other model	375
	Chevrolet Corsa	361
	Mazda 323	278
	Renault Twingo	245
	Chevrolet Spark Gt	245
	Renault Clio	233
	Chevrolet Optra	221
	Chevrolet Aveo Emotion	220
	Renault Sandero	214
	Hyundai Accent	200
	Chevrolet Aveo Family	188
	Mazda Other model	183
	Chevrolet LUV D-Max	162
	Renault 9	158
	Mazda Allegro	156
	Chevrolet Sprint	154
	Kia Picanto	153
	Hyundai Other model	137
	Renault Mégane	133
	Nissan Sentra	129
	Toyota Hilux	108
	Mazda 3	107
	Renault Symbol Avancée	96
	Renault Stepway	93
	Chevrolet Sail	92
	Ford Other model	88
	Toyota Prado	87
	Mitsubishi Montero	85
	Nissan Tiida	74
	Mazda 626	73
	Chevrolet Alto	71
	Chevrolet Captiva	71
	Mazda 2	69
	Renault Other model	68
	Ford Explorer	68
	Chevrolet Aveo Emotion Sedán	67
	Kia Sportage	66
	Ford Fiesta Sedan	64
	Hyundai Tucson	64
	Renault Duster	63
	Chevrolet Vitara	59
	Chevrolet Blazer	51
	Chevrolet Grand Vitara	48
	Nissan Frontier	47
	Honda Civic	46
	Mazda Bt-50	46
	Mazda 3 Sedán	45

** More than 600 available models*

Automobile's features		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Segment to which the vehicle belongs	A	1.249	
	B	3.938	
	C	2.585	
	D	1.026	
	E	281	
	F	127	
	Sports car	91	
	Sports high performance car	1	
	Sports Grand Tourer car	1	
Body type	SUV	1.606	
	MPV	106	
	Other	7.587	
Type of fuel	Gasoline	8.487	
	Diesel	853	
	Electric	24	
	Hybrid (electric and gasoline)	42	
	Natural gas vehicle	581	
	Butane or propane gas	4	
	Biofuels (ethanol, biodiesel...)	41	
	Another type	21	
	I don't know	0	
New or second hand	New	5.194	
	As new or km0 (less than 1 year)	1.231	
	Second-hand (more than 1 year)	4.014	
	I don't know	0	
Vehicle under warranty	Yes	3.073	
	No	6.520	
	I don't know	0	
Vehicle ownership	Myself, it is a private car	6.261	
	Myself, but acquired through my firm / company	402	
	Another person	3.481	
	My company is the owner, is a company car	648	
Decision makers in the purchase of the vehicle	I was the only decision maker	3.467	
	The decision was shared with another person	5.311	
	Another person decided exclusively	1.766	
	I don't know	1	
Method of payment of the vehicle	Totally spot, only with means	4.411	
	Totally spot, with loan assistance or family or friends	1.578	
	Was financed by the dealer or the brand	1.892	
	Was financed by the bank, all of it or just a part	2.393	
Vehicle's price	Less than $10.000.000 Pesos	1.143	
	Between $10.000.001 and $15.000.000 Pesos	1.379	
	Between $15.000.001 and $20.000.000 Pesos	1.370	
	Between $20.000.001 and $35.000.000 Pesos	3.291	
	Between $35.000.001 and $50.000.000 Pesos	1.555	
	Between $50.000.001 and $75.000.000 Pesos	776	
	Between $75.000.001 and $100.000.000 Pesos	393	
	Between $100.000.001 and $120.000.000 Pesos	128	
	More than $120.000.000 Pesos	107	
	I don't know	18	
First vehicle or substitute	It is the first automobile at home	3.203	
	This automobile was added to others	2.553	
	This automobile was purchased to replace another one	5.424	

Drivers of the automobile	As a rule, it is driven by me	4.059
	It is shared with my partner	3.491
	It is shared with my parents and siblings	2.205
	Another situation	1.363
Main vehicle	Yes, it is the main one or only one	7.143
	No, the main is another one	2.001
	All cars in the same way	1.629
Annual mileage	Less than 2,500 km	709
	Between 2,501 and 5,000 km.	1.321
	Between 5,001 and 7,500 km.	1.160
	Between 7,501 and 10,000 km	1.318
	Between 10,001 and 15,000 km.	1.436
	Between 15,001 and 20,000 km.	1.108
	Between 20,001 and 30,000 km.	817
	Between 30,001 and 40,000 km.	410
	Between 40,001 and 50,000 km.	282
	Between 50,001 and 75,000 km.	282
	Between 75,001 and 100,000 km	226
	More than 100,000 km.	246
	I don't know	0
GPS in the vehicle	Yes, we have an integrated navigator	1.311
	Yes, we have a removable navigator	2.118
	No, we have not navigator	6.629
	I don't know	0
Year of automobile's purchase	Previous to 2000	1.236
	2001-2005	911
	2006-2008	1.637
	2009	807
	2010	1.502
	2011	1.445
	2012 or later	3.922

Vehicle maintenance		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Vehicle Maintainer	Myself	4.730	
	Myself directed by my company	558	
	Another relative	4.590	
	My company	529	
Place of vehicle maintenance	Brand's official service	2.677	
	Independent garage	2.786	
	Fast service chain	213	
	Garages associated malls	153	
	Myself or a friend or a relative	231	
	Where the insurance company decides	135	
	Another place	30	
When were the tires changed for the last time	6 months ago or less	1.952	
	Between 6 months and one year	1.318	
	Between one year and one year and a half	604	
	Between a year and a half and two years	275	
	More than 2 years	186	
	I have never changed them	2	
Number of tires changed	The 4 tires	2.244	
	3 tires	108	
	2 tires	1.275	
	Only 1 tire	534	
	I do not remember	1	
Intention of changing tires	Yes, within the next 6 months or earlier	1.309	
	Yes, between 6 months and one year	1.463	
	Yes, within more than one year	1.072	
	I do not know when I will change them	45	

Intention of purchase a new vehicle		Real delivery	Panel IR%
	Total panelists:	10.191	42,9%
Intention of purchase a new vehicle	Yes, within the next 3 months	419	
	Yes, within the next 3 to 5 months	440	
	Yes, within the next 6 to 11 months	1.301	
	Yes, within the next 12 to 18 months	1.921	
	Yes, but not before 18 months	2.358	
	I have no plans to buy a car	3.027	
Degree of decision on the purchase of future vehicle	I will be the only decision maker	1.660	
	The decision will be shared with another person	2.380	
	Another person will decide exclusively	41	
	I don't know	1	
Ownership of the future vehicle	Myself, it would be a private car	3.690	
	Myself, but acquired through my firm / company	152	
	My company would be the owner, it would be a company car	70	
	I don't know	153	
Price is willing to pay for future vehicle	Less than $10.000.000 Pesos	87	
	Between $10.000.001 and $15.000.000 Pesos	324	
	Between $15.000.001 and $20.000.000 Pesos	565	
	Between $20.000.001 and $35.000.000 Pesos	1.263	
	Between $35.000.001 and $50.000.000 Pesos	969	
	Between $50.000.001 and $75.000.000 Pesos	468	
	Between $75.000.001 and $100.000.000 Pesos	159	
	Between $100.000.001 and $120.000.000 Pesos	45	
	More than $120.000.000 Pesos	43	
	I don't know	64	
Know the brand of the future vehicle	Yes	1.940	
	No	2.161	
Brand of future vehicle	Acura	0	
	Alfa Romeo	0	
	Audi	24	
	BMW	47	
	BYD	0	
	Chana	0	
	Chery	20	
	Chevrolet	489	
	Citroën	4	
	Daihatsu	0	
	Dodge	22	
	Fiat	5	
	Ford	136	
	Geely	0	
	Great Wall	0	
	Hafei	0	
	Honda	3	
	Hyundai	92	
	JAC	0	
	Jaguar	0	
	Jeep	5	
	JMC	0	
	Kia	158	
	Land Rover	0	
	Lifan	0	
	Mahindra	0	
	Maserati	0	
	Mazda	110	
	Mercedes Benz	0	
	Mini	0	
	Mitsubishi	2	
	Nissan	66	

	Peugeot	23
	Porsche	0
	RAM	0
	Renault	261
	Seat	0
	Skoda	0
	Ssangyong	2
	Subaru	0
	Suzuki	2
	Toyota	71
	Volkswagen	48
	Volvo	0
	ZNA	0
	Zotye	1
	Other brand	2
Segment to which the future vehicle will belong	A	122
	B	637
	C	452
	D	253
	E	68
	F	21
	Sports car	21
	Sports high performance car	0
	Sports Grand Tourer car	0
Body type of the future vehicle	SUV	520
	MPV	21
	Other	1.033

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

Colombia

Features

Panel size (ISO): 57.966

People profiled (ISO): 11.181

Estimated response rate (ISO): 38%

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:	**5.421**	**23,1%**
Sex	Man	3.221	
	Woman	1.823	
Age	18-24	1.021	
	25-34	1.833	
	35-44	1.391	
	45-54	618	
	55-64	139	
	>=65	4	
Social class	Stratum 1 (low-low)	215	
	Stratum 2 (low)	1.330	
	Stratum 3 (medium-low)	2.353	
	Stratum 4 (medium)	802	
	Stratum 5 (medium-high)	214	
	Stratum 6 (high)	65	
	I do not know	23	
Regions	Amazónica	45	
	Orinoquia	200	
	Atlántica	591	
	Central	2.702	
	Oriental	519	
	Pacífica	949	

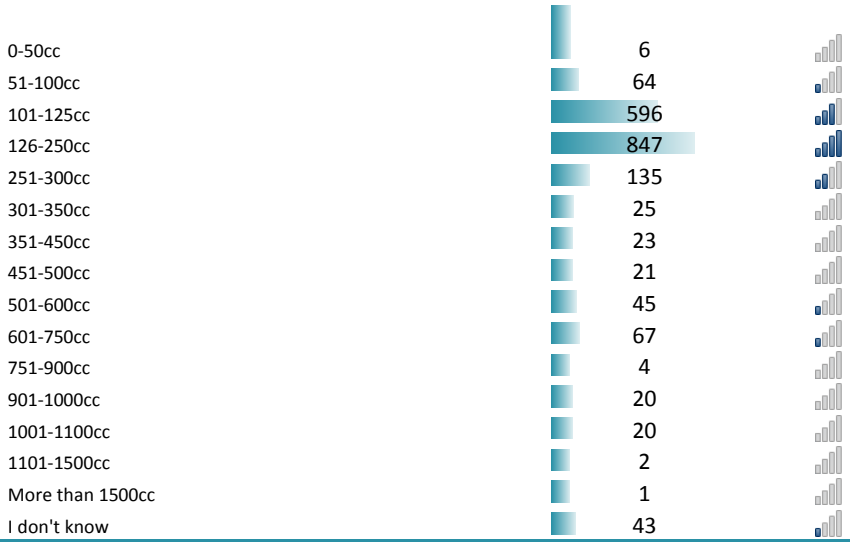
Department		
	Bogotá Distrito Capital (D. C.)	1.202
	Amazonas	0
	Antioquia	747
	Arauca	2
	Atlántico	210
	Boyacá	58
	Caldas	130
	Caquetá	20
	Casanare	26
	Cauca	68
	Cesar	70
	Córdoba	45
	Cundinamarca	197
	Chocó	1
	Guainía	0
	Guaviare	1
	Huila	66
	La Guajira	6
	Magdalena	89
	Meta	135
	Nariño	84
	Norte de Santander	112
	Putumayo	3
	Quindío	64
	Risaralda	109
	San Andrés & Providencia	0
	Santander	329
	Sucre	23
	Tolima	108
	Valle del Cauca	774
	Vaupés	0
	Vichada	0
	Bolivar	69

Driving license and vehicle types driven		Real delivery	Panel IR%
	Total panelists:	5.421	23,1%
Types of vehicle usually driven	Private car or SUV	2.073	
	Motorcycle	5.063	
	Van	110	
	Lorry	129	
	Marine vehicles (boats, ships, etc..)	67	
Has a driving license	Yes	4.549	
	No	496	
Types of driving license owned	A1	1.638	
	A2	2.632	
	B1	1.405	
	B2	130	
	B3	130	
	C1	642	
	C2	285	
	C3	89	
	I do not remember	46	

Brand and features of the actual motorcycle		Real delivery	Panel IR%
	Total panelists:	5.421	23,1%
Motorcycle brands have	Agusta	0	
	AKT	990	
	Aprilia	0	
	Ayco	5	
	Bajaj	504	
	BMW	1	
	Buell	0	
	Cagiva	0	
	Ducati	2	
	Gasgas	0	
	Harley Davidson	0	
	Honda	838	
	Husqvarna	0	
	Jialing	44	
	Kawasaki	69	
	KTM	1	
	Kymco	278	
	MD Bikes	0	
	Peugeot	0	
	Piaggio	2	
	Piaggio Vespa	4	
	Regal Raptor	0	
	Royal Enfield	0	
	Sachs	0	
	Suzuki	630	
	Triumph	0	
	TVS	21	
	United Motors	88	
	Vento	0	
	Yakima	0	
	Yamaha	1.043	
	Other brand	274	
	I do not remember	49	
Year of motorcycles's purchase	Previous to 2000	282	
	2001-2005	330	
	2006-2008	900	
	2009	338	
	2010	580	
	2011	581	
	2012 or later	1.994	
Cubic capacity of the motorcycle	0-50cc	5	
	51-100cc	663	
	101-125cc	2.529	
	126-250cc	1.205	
	251-300cc	111	
	301-350cc	24	
	351-450cc	21	
	451-500cc	20	
	501-600cc	43	
	601-750cc	45	
	751-900cc	1	
	901-1000cc	21	
	1001-1100cc	18	
	1101-1500cc	0	
	More than 1500cc	2	
	I don't know	197	

Intention of purchase a new motorcycle		Real delivery	Panel IR%
	Total panelists:	5.421	23,1%
Intention of purchase a new motorcycle	Yes, within the next 3 months	313	
	Yes, within the next 3 to 5 months	347	
	Yes, within the next 6 to 11 months	620	
	Yes, within the next 12 to 18 months	627	
	Yes, but not before 18 months	815	
	I have no plans to buy a motorcycle	2.299	
Brands of the futur motorcycle	Agusta	0	
	AKT	279	
	Aprilia	1	
	Ayco	1	
	Bajaj	274	
	BMW	23	
	Buell	0	
	Cagiva	1	
	Ducati	22	
	Gasgas	0	
	Harley Davidson	2	
	Honda	335	
	Husqvarna	0	
	Jialing	1	
	Kawasaki	111	
	KTM	44	
	Kymco	111	
	MD Bikes	0	
	Peugeot	4	
	Piaggio	2	
	Piaggio Vespa	0	
	Regal Raptor	0	
	Royal Enfield	0	
	Sachs	0	
	Suzuki	306	
	Triumph	0	
	TVS	26	
	United Motors	7	
	Vento	0	
	Yakima	0	
	Yamaha	631	
	Other brand	71	
	I do not remember	19	

Cubic capacity of the future motorcycle



0-50cc	6
51-100cc	64
101-125cc	596
126-250cc	847
251-300cc	135
301-350cc	25
351-450cc	23
451-500cc	21
501-600cc	45
601-750cc	67
751-900cc	4
901-1000cc	20
1001-1100cc	20
1101-1500cc	2
More than 1500cc	1
I don't know	43

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