



Automotive Panel - Cars



Spain

Features

Panel size (ISO): 121.712

People profiled (ISO): 59.737

Estimated response rate (ISO): 45%

Updated: 15/12/2014

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

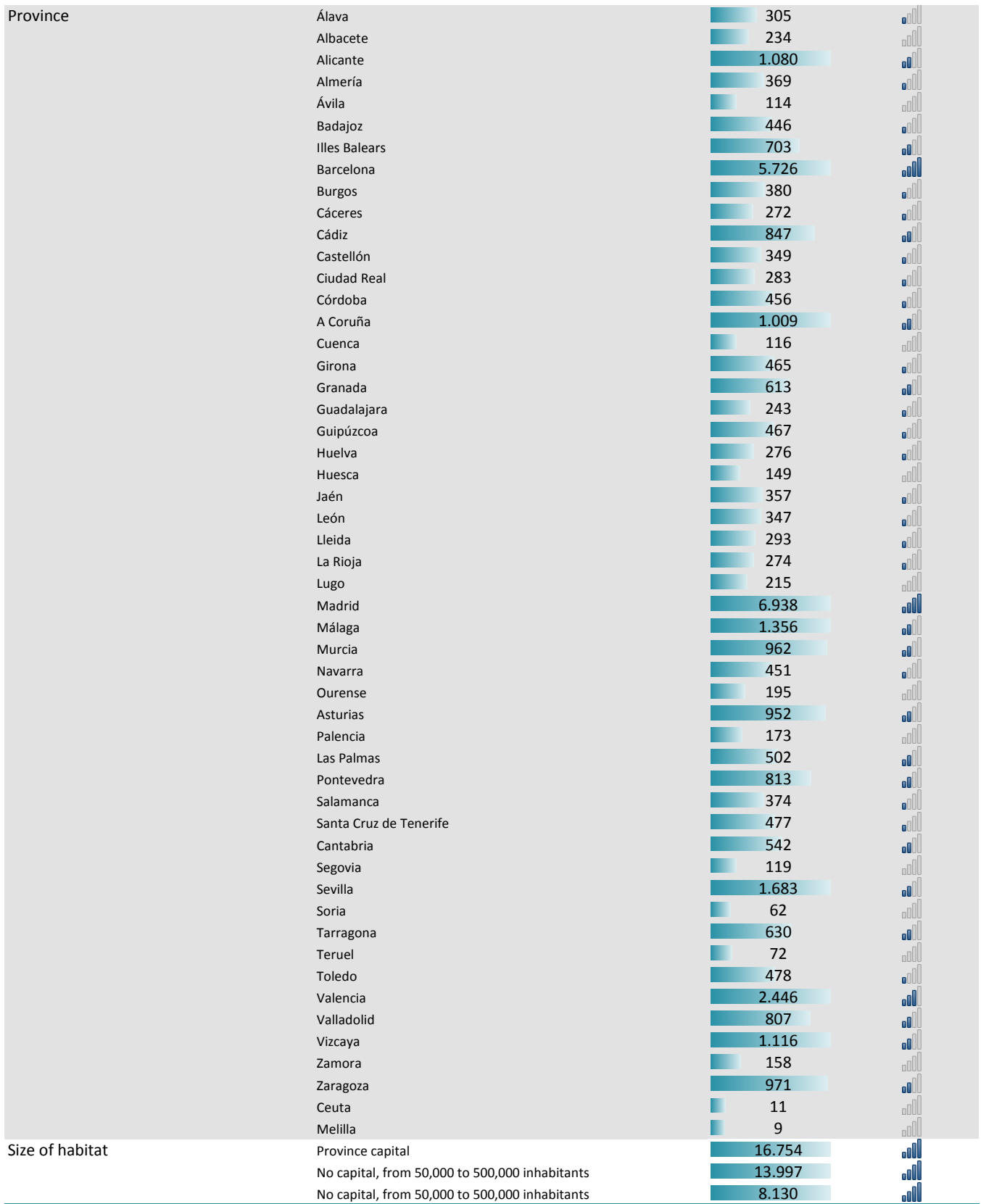
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

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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:

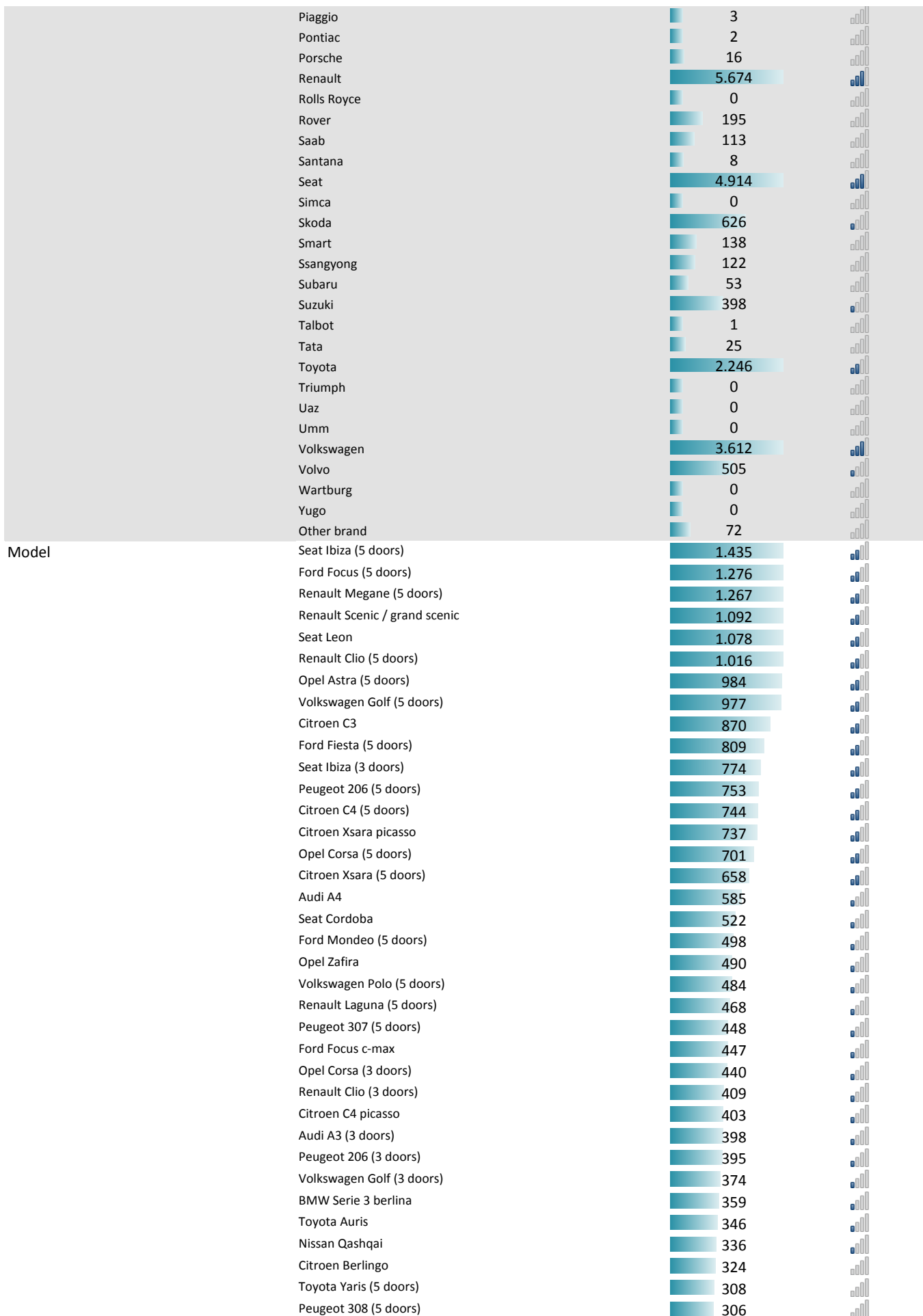
<0,5% <1% <5% <10% >=10%

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	44.082
Sex	Man	20.085	
	Woman	19.096	
Age	14-18	53	
	19-24	3.215	
	25-34	10.393	
	35-44	13.481	
	45-54	7.701	
	55-64	3.280	
	>=65	1.033	
Social class	High	6.154	
	Medium high	19.119	
	Medium	10.439	
	Medium low	2.806	
	Low	267	
	Not defined	441	
Nielsen areas	Northeast / Catalunya & Balears	4.606	
	Levante	5.118	
	South / Andalucía	6.521	
	Center	3.879	
	Norwest	3.579	
	North Center	3.799	
	Canarias	979	
	AMB (Metropolitan Area Barcelona)	4.401	
	AMM (Metropolitan Area Madrid)	6.320	



Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	44.082
			80,4%
Types of vehicle usually driven	Private car or SUV	39.327	
	Motorcycle	5.513	
	Van	1.861	
	Lorry	523	
	Marine vehicles (boats, ships, etc..)	621	
Has a driving license	Yes	39.188	
	No	116	
Types of driving license owned	A1	5.623	
	A	6.059	
	B	38.712	
	C1	1.646	
	C	1.524	
	D1	613	
	D	720	
	BE	1.027	
	C1E	830	
	CE	861	
	D1E	468	
	DE	499	
	BTP	2.385	
	I do not remember	21	
Number of automobiles at home	1 automobile	24.864	
	2 automobiles	11.982	
	3 automobiles	1.561	
	More than 3 automobiles	876	

Car brands and models		Real delivery	Panel IR%
		Total panelists:	44.082
			80,4%
Automobile brands have	Abarth	5	
	Alfa Romeo	435	
	Aro	11	
	Asia Motors	6	
	Aston Martin	15	
	Audi	1.967	
	Austin	9	
	Authi	3	
	Autobianchi	2	
	Auverland	2	
	Bentley	3	
	Bertone	3	
	BMW	1.598	
	Cadillac	9	
	Caterham	0	
	Chevrolet	602	
	Chrysler	197	
	Citroen	5.596	
	Dacia	394	
	Daewoo	339	
	Daihatsu	8	
	Daimler	0	
	DKW	0	
	Dodge	24	
	Ebro	0	
	Ferrari	9	
	Fiat	1.356	
	Ford	4.832	
	FSO	0	
	Galloper	13	
	GME	0	
	Honda	779	
	Hummer	3	
	Hyundai	1.411	
	Infiniti	3	
	Innocenti	0	
	Isuzu	7	
	Iveco	54	
	Jaguar	50	
	Jeep	100	
	Kia	886	
	Korando	1	
	Lada	5	
	Lamborghini	1	
	Lancia	118	
	Land Rover	177	
	LDV	0	
	Lexus	59	
	Lotus	0	
	Mahindra	0	
	Maserati	2	
	Maybach	0	
	Mazda	525	
	Mercedes	1.370	
	MG	9	
	Mini	244	
	Mitsubishi	403	
	Morgan	0	
	Nissan	1.838	
	Opel	3.923	
	Peugeot	4.593	



Volkswagen Polo (3 doors)	304	
Seat Toledo	298	
Ford Fiesta (3 doors)	296	
Peugeot 207 (5 doors)	287	
Mercedes Clase C	265	
Honda Civic (5 doors)	264	
Audi A3 sportback (5 doors)	264	
Peugeot 407	255	
Volkswagen Passat (5 doors)	254	
Renault Kangoo	254	
Toyota Corolla (5 doors)	250	
Seat Altea	245	
Peugeot 307 SW (SW)	244	
Skoda Fabia	241	

** More than 1.200 available models*

Automobile's features		Real delivery	Panel IR%
		Total panelists:	44.082
			80,4%
Segment to which the vehicle belongs	A	1.597	
	B	15.579	
	C	20.305	
	D	8.263	
	E	1.631	
	F	119	
	SS	2.034	
	Sports car	390	
	Sports high performance car	60	
	Sports Grand Tourer car	15	
Body type	Sport-coupe	773	
	Convertible car	614	
	Family	2.055	
	Van	799	
	Light van	1.288	
	Microcar	66	
	MPV	6.790	
	Pickup	100	
	SUV	2.951	
	SUV	1.033	
	Private car Hatchback	153	
	Private car Hatchback 3d	7.230	
	Private car Hatchback 5d	20.961	
	Private car Sedan	6.109	
Type of fuel	Gasoline	17.517	
	Diesel	27.294	
	Electric	66	
	Hybrid (electric and gasoline)	252	
	Natural gas vehicle	18	
	Butane or propane gas	14	
	Biofuels (ethanol, biodiesel...)	21	
	Another type	7	
I don't know	1		
New or second hand	New	28.048	
	As new or km0 (less than 1 year)	5.914	
	Second-hand (more than 1 year)	11.711	
	I don't know	5	
Vehicle under warranty	Yes	8.000	
	No	31.708	
	I don't know	0	
Vehicle ownership	Myself, it is a private car	31.157	
	Myself, but acquired through my firm / company	1.036	
	Another person	12.649	
	My company is the owner, is a company car	2.954	
Decision makers in the purchase of the vehicle	I was the only decision maker	14.971	
	The decision was shared with another person	22.980	
	Another person decided exclusively	8.906	
	I don't know	10	
Method of payment of the vehicle	Totally spot, only with means	20.837	
	Totally spot, with loan assistance or family or friends	4.572	
	Was financed by the dealer or the brand	12.150	
	Was financed by the bank, all of it or just a part	6.979	

Vehicle's price	Less than 6,000 euros	6.442	
	Between 6,001 and 10,000 euros	6.375	
	Between 10,001 and 12,500 euros	5.716	
	Between 12,501 and 15,000 euros	6.207	
	Between 15,001 and 18,000 euros	5.797	
	Between 18,000 and 24,000 euros	7.697	
	Between 24,001 and 30,000 euros	3.347	
	Between 30,001 and 36,000 euros	1.364	
	More than 36,000 euros	1.125	
I don't know	112		
First vehicle or substitute	It is the first automobile at home	8.023	
	This automobile was added to others	15.627	
	This automobile was purchased to replace another one	25.919	
Drivers of the automobile	As a rule, it is driven by me	23.182	
	It is shared with my partner	16.804	
	It is shared with my parents and siblings	6.081	
	Another situation	3.631	
Main vehicle	Yes, it is the main one or only one	26.526	
	No, the main is another one	12.083	
	All cars in the same way	8.925	
Annual mileage	Less than 2,500 km	3.653	
	Between 2,501 and 5,000 km.	5.778	
	Between 5,001 and 7,500 km.	5.423	
	Between 7,501 and 10,000 km	6.656	
	Between 10,001 and 15,000 km.	8.422	
	Between 15,001 and 20,000 km.	5.989	
	Between 20,001 and 30,000 km.	4.696	
	Between 30,001 and 40,000 km.	1.806	
	Between 40,001 and 50,000 km.	958	
	Between 50,001 and 75,000 km.	763	
	Between 75,001 and 100,000 km	531	
	More than 100,000 km.	996	
I don't know	0		
GPS in the vehicle	Yes, we have an integrated navigator	5.367	
	Yes, we have a removable navigator	15.616	
	No, we have not navigator	22.671	
	I don't know	0	
Year of automobile's purchase	Previous to 2000	6.550	
	2001-2005	12.615	
	2006-2008	12.069	
	2009	4.292	
	2010	4.942	
	2011	3.392	
	2012 or later	8.970	

Vehicle maintenance		Real delivery	Panel IR%
		Total panelists:	44.082
			80,4%
Vehicle Maintainer	Myself	25.413	
	Myself directed by my company	1.601	
	Another relative	15.617	
	My company	1.843	
Place of vehicle maintenance	Brand's official service	12.368	
	Independent garage	14.693	
	Fast service chain	2.900	
	Garages associated malls	445	
	Myself or a friend or a relative	1.702	
	Where the insurance company decides	253	
	Another place	185	
When were the tires changed for the last time	6 months ago or less	7.945	
	Between 6 months and one year	7.063	
	Between one year and one year and a half	4.905	
	Between a year and a half and two years	3.048	
	More than 2 years	2.850	
	I have never changed them	4	
Number of tires changed	The 4 tires	11.161	
	3 tires	228	
	2 tires	11.558	
	Only 1 tire	888	
	I do not remember	5	
Intention of changing tires	Yes, within the next 6 months or earlier	4.621	
	Yes, between 6 months and one year	5.827	
	Yes, within more than one year	5.203	
	I do not know when I will change them	254	

Intention of purchase a new vehicle		Real delivery	Panel IR%
		Total panelists:	44.082
			80,4%
Intention of purchase a new vehicle	Yes, within the next 3 months	742	
	Yes, within the next 3 to 5 months	833	
	Yes, within the next 6 to 11 months	1.881	
	Yes, within the next 12 to 18 months	3.604	
	Yes, but not before 18 months	7.169	
	I have no plans to buy a car	25.056	
Degree of decision on the purchase of future vehicle	I was the only decision maker	2.506	
	The decision was shared with another person	4.465	
	Another person decided exclusively	97	
	I don't know	14	
Type of fuel of the future vehicle	Gasoline	1.691	
	Diesel	4.351	
	Electric	419	
	Hybrid (electric and gasoline)	1.569	
	Natural gas vehicle	60	
	Butane or propane gas	17	
	Biofuels (ethanol, biodiesel...)	71	
	Another type	7	
	I don't know	829	
Future new vehicle or second hand	New	4.312	
	As new or km0 (less than 1 year)	2.247	
	Second-hand (more than 1 year)	1.312	
	I don't know	734	
Ownership of the future vehicle	Myself, it would be a private car	6.456	
	Myself, but acquired through my firm / company	245	
	My company would be the owner, it would be a company car	148	
	I don't know	230	
Price is willing to pay for future vehicle	Less than 6,000 euros	697	
	Between 6,001 and 10,000 euros	982	
	Between 10,001 and 12,500 euros	778	
	Between 12,501 and 15,000 euros	941	
	Between 15,001 and 18,000 euros	1.003	
	Between 18,000 and 24,000 euros	1.175	
	Between 24,001 and 30,000 euros	539	
	Between 30,001 and 36,000 euros	224	
	More than 36,000 euros	159	
I don't know	490		
Know the brand of the future vehicle	Yes	1.894	
	No	5.212	
Brand of future vehicle	Abarth	0	
	Alfa Romeo	20	
	Aro	0	
	Asia Motors	1	
	Aston Martin	2	
	Audi	157	
	Austin	0	
	Authi	4	
	Autobianchi	1	
	Auverland	0	
	Bentley	0	
	Bertone	0	
	BMW	109	
	Cadillac	0	
	Caterham	0	
	Chevrolet	4	
	Chrysler	5	
	Citroen	100	
	Dacia	46	
	Daewoo	0	
	Daihatsu	0	
	Daimler	0	

DKW	0	
Dodge	0	
Ebro	0	
Ferrari	2	
Fiat	17	
Ford	116	
FSO	0	
Galloper	0	
GME	0	
Honda	15	
Hummer	0	
Hyundai	51	
Infiniti	0	
Innocenti	0	
Isuzu	0	
Iveco	0	
Jaguar	1	
Jeep	0	
Kia	21	
Korando	0	
Lada	0	
Lamborghini	0	
Lancia	0	
Land Rover	12	
LDV	0	
Lexus	8	
Lotus	0	
Mahindra	0	
Maserati	0	
Maybach	0	
Mazda	10	
Mercedes	110	
MG	0	
Mini	10	
Mitsubishi	5	
Morgan	0	
Nissan	73	
Opel	59	
Peugeot	74	
Piaggio	0	
Pontiac	0	
Porsche	7	
Renault	109	
Rolls Royce	0	
Rover	1	
Saab	0	
Santana	0	
Seat	109	
Simca	0	
Skoda	14	
Smart	1	
Ssangyong	3	
Subaru	2	
Suzuki	1	
Talbot	0	
Tata	0	
Toyota	107	
Triumph	0	
Uaz	0	
Umm	0	
Volkswagen	164	
Volvo	18	
Wartburg	0	
Yugo	0	

	Other brand	1	
Segment to which the future vehicle will belong	A	25	
	B	385	
	C	671	
	D	354	
	E	114	
	F	11	
	SS	19	
	Sports car	20	
	Sports high performance car	7	
	Sports Grand Tourer car	5	
Body type of the future vehicle	Sport-coupe	57	
	Convertible car	32	
	Family	65	
	Van	12	
	Light van	9	
	Microcar	1	
	MPV	223	
	Pickup	2	
	SUV	300	
	SUV	13	
	Private car Hatchback	6	
	Private car Hatchback 3d	123	
	Private car Hatchback 5d	566	
Private car Sedan	224		

Other automotive information available

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



Netquest is certified with ISO26362 standard

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Automotive Panel - Motorcycles



Spain

Features

Panel size (ISO): 121.712

People profiled (ISO): 59.744

Estimated response rate (ISO): 48%

Updated: 15/12/2014

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

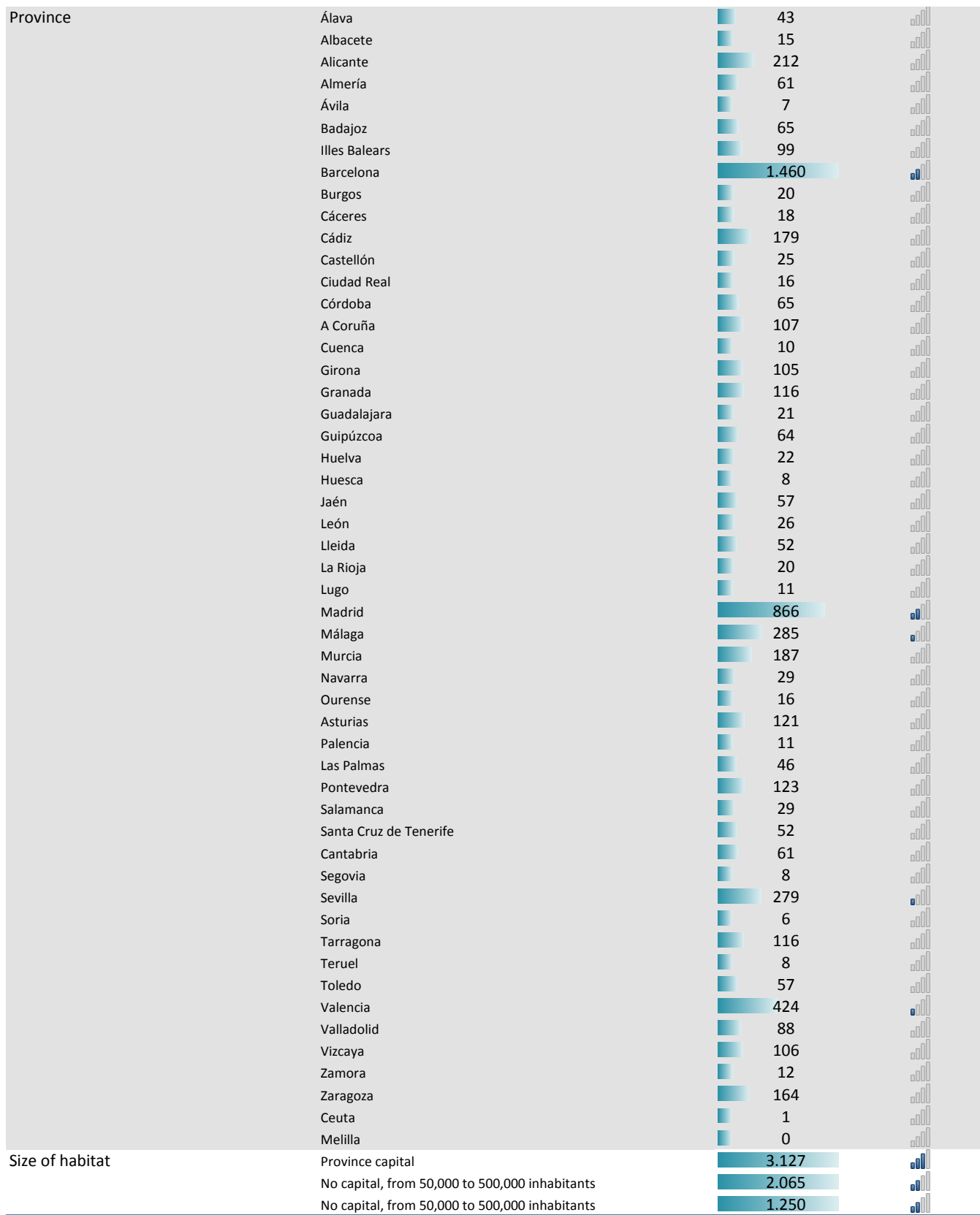
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















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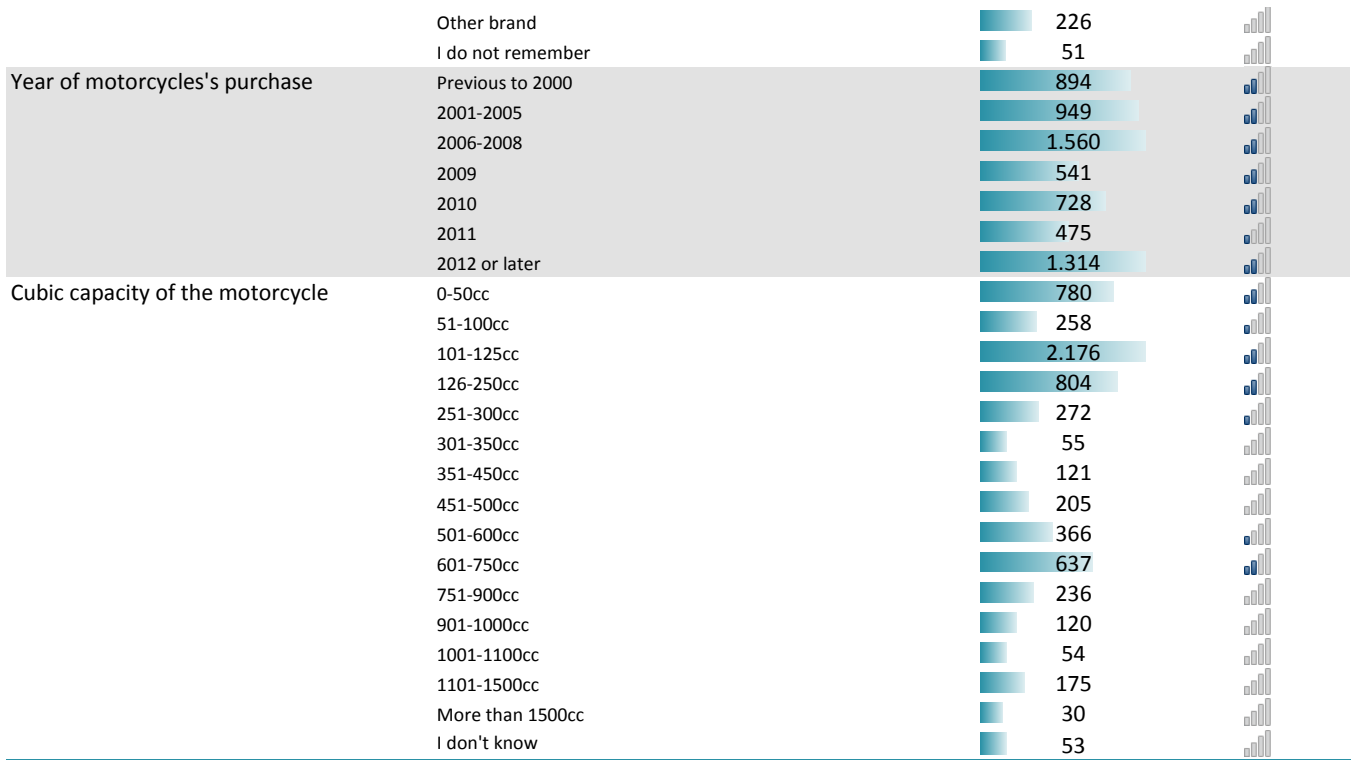
<0,5% | <1% | <5% | <10% | >=10%

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	7.452
			12,7%
Sex	Man	4.770	
	Woman	1.743	
Age	14-18	19	
	19-24	574	
	25-34	1.693	
	35-44	2.200	
	45-54	1.435	
	55-64	492	
	>=65	73	
Social class	High	1.168	
	Medium high	3.172	
	Medium	1.715	
	Medium low	307	
	Low	20	
	Not defined	105	
Nielsen areas	Northeast / Catalunya & Balears	821	
	Levante	912	
	South / Andalucía	1.230	
	Center	458	
	Norwest	454	
	North Center	427	
	Canarias	98	
	AMB (Metropolitan Area Barcelona)	1.232	
	AMM (Metropolitan Area Madrid)	784	

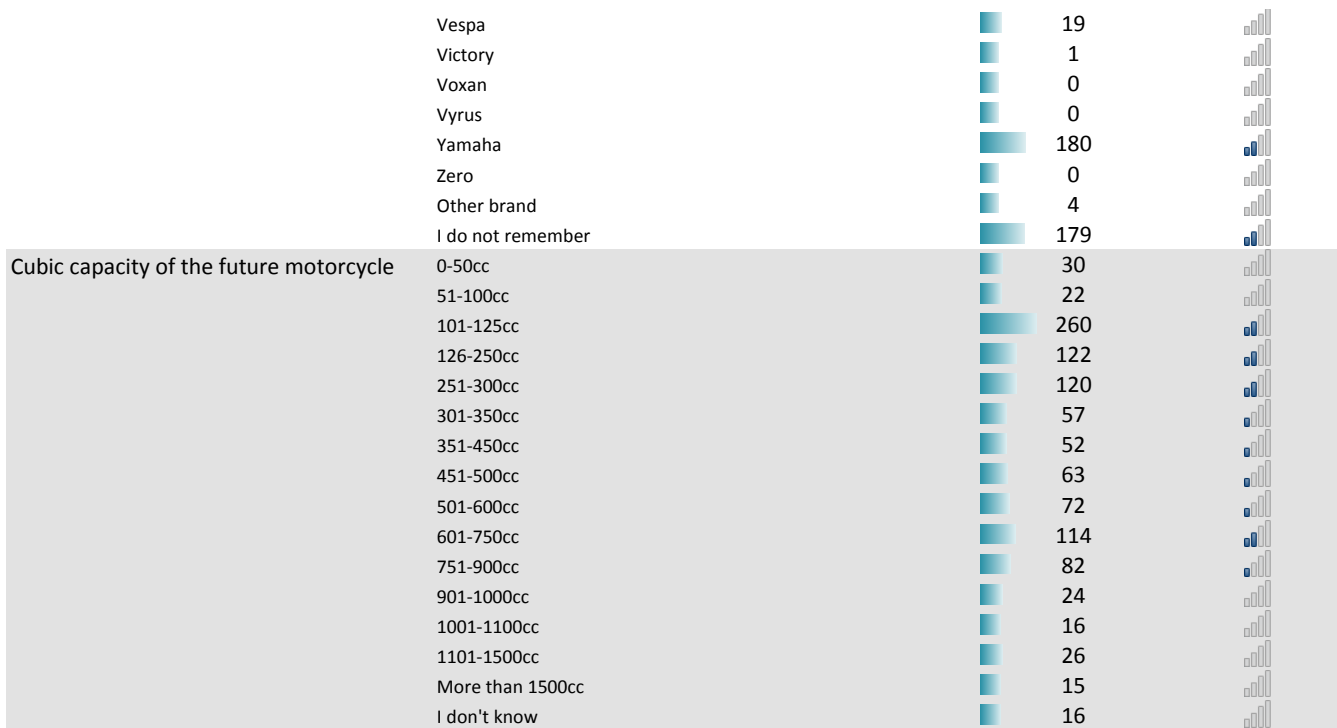


Driving license and vehicle types driven		Real delivery	Panel IR%
		Total panelists:	7.452
			12,7%
Types of vehicle usually driven	Private car or SUV	5.823	
	Motorcycle	6.537	
	Van	759	
	Lorry	274	
	Marine vehicles (boats, ships, etc.)	400	
Has a driving license	Yes	6.500	
	No	14	
Types of driving license owned	A1	2.659	
	A	3.601	
	B	6.162	
	C1	599	
	C	574	
	D1	237	
	D	294	
	BE	383	
	C1E	317	
	CE	321	
	D1E	188	
	DE	214	
	BTP	863	
	I do not remember	16	

Brand and features of the actual motorcycle		Real delivery	Panel IR%
		Total panelists:	7.452
			12,7%
Motorcycle brands have	Adiva	1	
	Adly	0	
	Aiyumo	1	
	Aprilia	318	
	Azel	1	
	Benelli	4	
	Beta	11	
	Bimota	3	
	BMW	341	
	Buell	3	
	Ca-am	1	
	Cagiva	1	
	CPI	0	
	CSR	1	
	Daelim	109	
	Derbi	117	
	KTM	51	
	Kymco	362	
	Linhai	0	
	Macbor	0	
	Malaguti	0	
	Montesa	12	
	Moto Guzzi	9	
	Moto Morini	0	
	Motor Hispania	4	
	MTR	0	
	MV Agusta	0	
	Ossa	4	
	Peugeot	229	
	PGO	1	
	Piaggio	473	
	Ducati	72	
	Gas Gas	1	
	Generic	1	
	Gilera	18	
	Goes	0	
	Harley Davidson	100	
	HM	0	
	Honda	1.179	
	Husaberg	0	
	Husqvarna	7	
	Hyosung	70	
	i-Moto	1	
	Italjet	1	
	Kawasaki	265	
	Keeway	12	
	Kenrod	0	
	Quantya	0	
	Rieju	20	
	Sherco	0	
	Suzuki	688	
	Sym	78	
	TGB	5	
	Triumph	21	
	Ural	0	
	Vectrix	0	
	Vespa	356	
	Victory	0	
	Voxan	0	
	Vyrus	0	
	Yamaha	941	
	Zero	0	



Intention of purchase a new motorcycle		Real delivery	Panel IR%
		Total panelists:	7.452
			12,7%
Intention of purchase a new motorcycle	Yes, within the next 3 months	155	
	Yes, within the next 3 to 5 months	123	
	Yes, within the next 6 to 11 months	314	
	Yes, within the next 12 to 18 months	444	
	Yes, but not before 18 months	913	
	I have no plans to buy a motorcycle	4.493	
Brands of the futur motorcycle	Adiva	1	
	Adly	0	
	Aiyumo	0	
	Aprilia	66	
	Azel	1	
	Benelli	0	
	Beta	4	
	Bimota	2	
	BMW	69	
	Buell	5	
	Ca-am	2	
	Cagiva	0	
	CPI	8	
	CSR	3	
	Daelim	4	
	Derbi	12	
	KTM	15	
	Kymco	34	
	Linhai	0	
	Macbor	0	
	Malaguti	0	
	Montesa	7	
	Moto Guzzi	5	
	Moto Morini	0	
	Motor Hispania	2	
	MTR	0	
	MV Agusta	3	
	Ossa	0	
	Peugeot	13	
	PGO	0	
	Piaggio	22	
	Ducati	25	
	Gas Gas	1	
	Generic	5	
	Gilera	2	
	Goes	0	
	Harley Davidson	21	
	HM	1	
	Honda	198	
	Husaberg	2	
	Husqvarna	6	
Hyosung	3		
i-Moto	0		
Italjet	0		
Kawasaki	53		
Keeway	1		
Kenrod	1		
Quantya	1		
Rieju	0		
Sherco	1		
Suzuki	105		
Sym	4		
TGB	3		
Triumph	10		
Ural	0		
Vectrix	0		



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Automobiles information



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