



Sports Panel



Brazil

Features

Panel size (ISO): 121.966

People profiled (ISO): 21.342

Estimated response rate (ISO): 33%

Updated: 15/12/2014

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

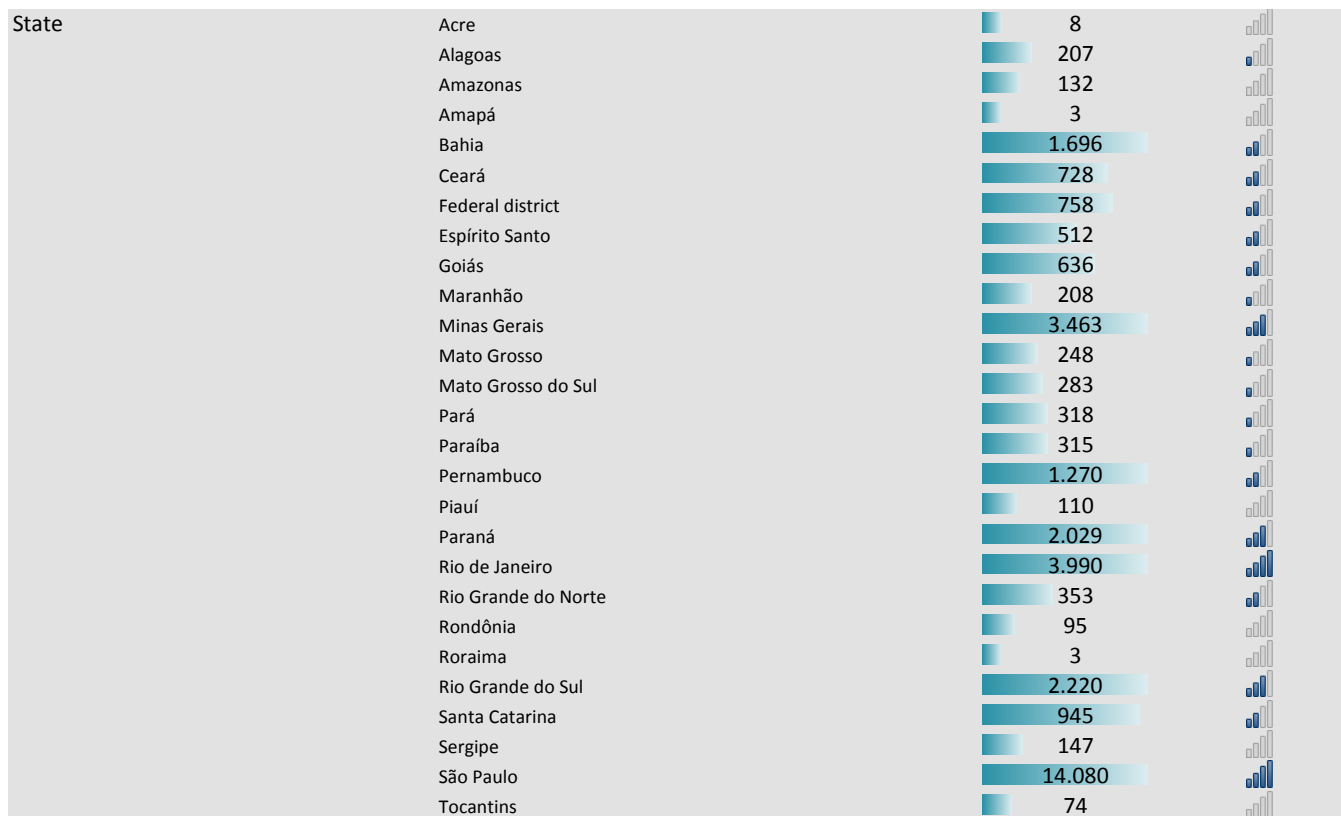
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.



























































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:	39.112
			100,0%
Sex	Man	15.432	
	Woman	19.763	
Age	14-18	310	
	19-24	5.365	
	25-34	11.845	
	35-44	8.471	
	45-54	5.849	
	55-64	2.828	
	>=65	465	
Social class	A1	478	
	A2	4.245	
	B1	10.217	
	B2	11.787	
	C1	6.332	
	C2	1.653	
	D	382	
Regions	E	30	
	North	724	
	Northeast	5.154	
	Southeast	22.076	
	South	5.224	
	Central-West	1.957	



Sports practice		Real delivery	Panel IR%
		Total panelists:	39.112
			100,0%
Practice sport	Yes, in a professional way	582	
	Yes, in a semi-professional way	1.021	
	Yes, in an amateur way (not professional)	20.229	
	I never practice sport	13.333	
What sports practice	Underwater activities (diving, underwater fishing)	565	
	Aerobics	3.283	
	Airsoft / paintball	667	
	Chess	2.049	
	Alpinism	66	
	Aquagym	1.353	
	Martial arts	1.012	
	Athletics	737	
	Motorsports / Formula 1 / Rally	106	
	Badminton	78	
	Basketball	773	
	Handball	663	
	Boxing	522	
	Diving at high depth	76	
	Bungee jumping	77	
	Walk/Stroll	12.104	
	Cycling	3.046	
	Bodybuilding / Weightlifting	6.621	
	Dance	2.792	
	Enduro	106	
	Climb	136	
	Fencing	39	
	Water-skiing	4	
	Skiing and winter sports	42	
	Fitness / Zumba	278	
	Jogging / Running	3.434	
	Football	3.206	
	Football 7	2.295	
	American Football	70	
	Futsal	2.692	
	Gymnastics at home	2.628	
	Gymnastics in sports centers / Gym	2.626	
	Gymnastics in public spaces	1.126	
	Golf	72	
	Equestrian sports / Horse Riding	71	
	Ice hockey	3	
	Field hockey	4	
	Roller-hockey	33	
	Kayak	102	
	Kitesurf	7	
	Walk / Racewalking	35	
	Mountaineering / Hiking	175	
Motorcycling	287		
Motocross	143		
Jet skis	74		
Snowmobiles	4		
Mountain Biking	362		
Swimming	2.576		
Skydiving	103		
Paragliding / Hang gliding	39		
Skating / Ice skating	483		
Fishing	1.269		
Pilates	1.239		
Ping-Pong / Table Tennis	717		

	Boating	78	
	Rafting	81	
	Rowing	76	
	Rugby	70	
	Sandboarding	3	
	Skateboarding	288	
	Snowboarding	41	
	Indoor cycling	350	
	Squash	39	
	Surfing / Extreme surfing	283	
	Tai Chi	209	
	Tennis	713	
	Archery	108	
	Shooting and Hunting	173	
	Triathlon	40	
	Sailing	69	
	Volleyball / Beach volleyball / Mini-Volleyball	1.915	
	Flying without a parachute	4	
	Water polo	37	
	Windsurfing	6	
	Yoga	788	
	Other	952	
Frequency practice sport	5 times a week	4.236	
	3-4 times a week	8.733	
	1-2 times a week	6.987	
	Less often	1.777	
	Don't know	66	
Have personal trainer	Yes	8.632	
	No	13.197	
Current relationship with gyms	Yes	8.722	
	No	16.805	
	No, but I was in the past	9.634	
Intention to join a gym	Yes	16.703	
	No	9.735	

Sports as an amateur		Real delivery	Panel IR%
		Total panelists:	39.112
			100,0%
Sports that you follow as a fan	Athletics	3.189	
	Motorsports / Formula 1 / Rally	8.922	
	Basketball	3.904	
	Handball	1.168	
	Cycling	2.204	
	Skiing and winter sports	768	
	Football	16.645	
	American Football	1.128	
	Golf	294	
	Motorcycling	2.046	
	Rugby	423	
	Tennis	2.870	
	Sailing	411	
	Other	4.147	
I don't follow any sport as a fan	12.826		
Football competitions you follow as a fan	League in the country where I live	11.956	
	Cup of the country where I live	8.597	
	Competitions from other countries	5.161	
	Champions League	5.910	
	Copa Libertadores	13.354	
	World Cup	10.408	
	Other club competitions	4.103	
	Other national teams competitions	457	
I don't know / none in particular	481		
Football teams you support	Atlético MG	842	
	Atlético PR	177	
	Atlético-GO	39	
	Avaí	69	
	Bahia	359	
	Botafogo	503	
	Ceará	184	
	Corinthians	3.608	
	Coritiba	185	
	Cruzeiro	863	
	Figueirense	74	
	Flamengo	2.334	
	Fluminense	649	
	Fortaleza	109	
	Goiás	114	
	Grêmio	903	
	Guarani	45	
	Internacional	701	
	Náutico	113	
	Palmeiras	1.725	
	Paraná Clube	78	
	Ponte Preta	75	
	Portuguese	40	
	Santa Cruz	143	
	Santos	1.000	
	São Paulo	2.567	
	Sport	325	
Vasco	845		
Vitória	291		
Other	710		
I am not a fan of any of them	391		
You buy sportswear	Yes	20.037	
	No	15.125	



Other available about sports information

Annual expenditure on sportswear

Annual expenditure on sportswear brands



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