



Sports Panel



Colombia

Features

Panel size (ISO): 57.966
 People profiled (ISO): 6.389
 Estimated response rate (ISO): 40%
 Updated: 15/12/2014

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

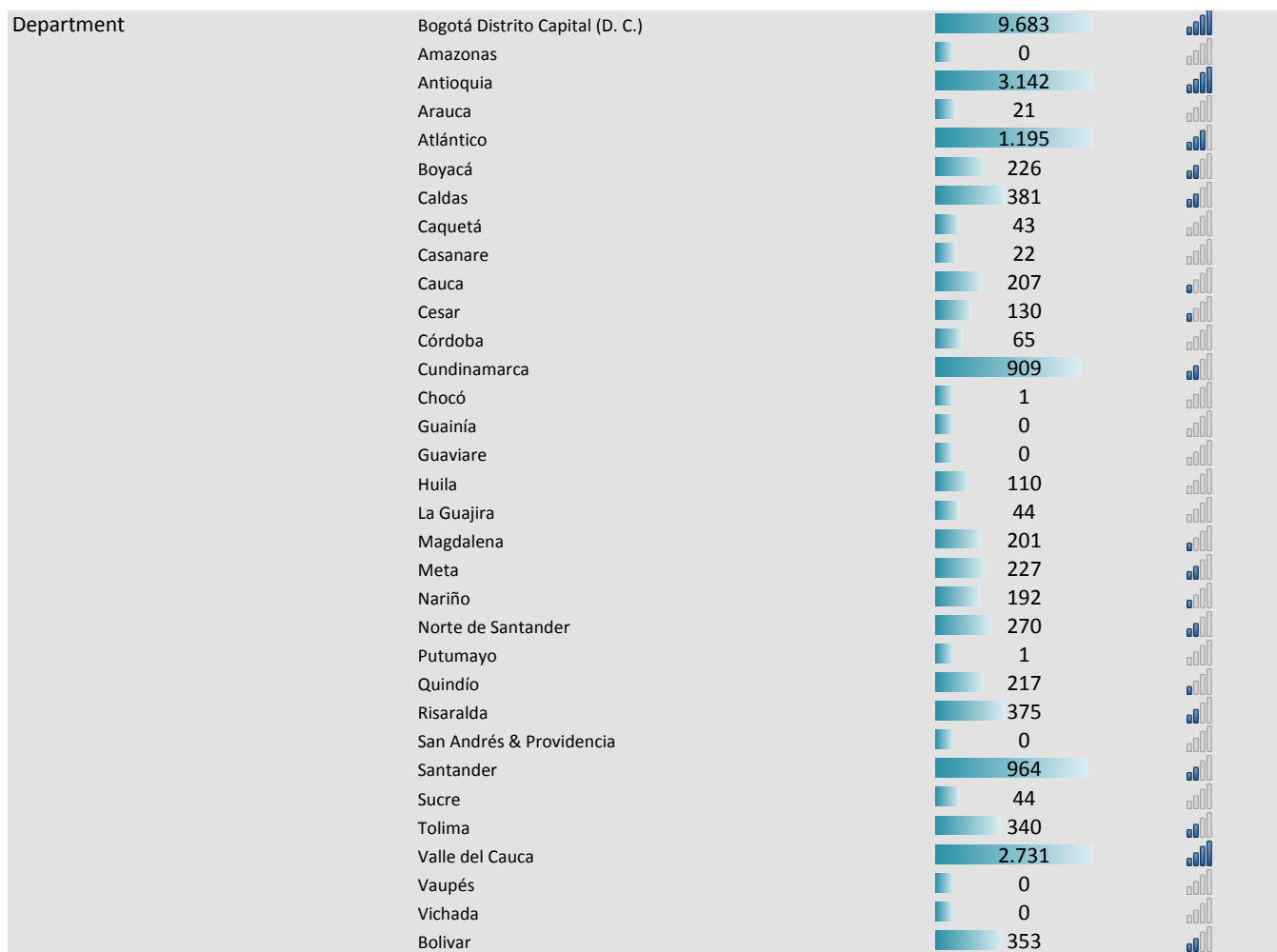
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.























































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:	23.324
			100,0%
Sex	Man	10.946	
	Woman	11.436	
Age	<18	288	
	18-24	4.134	
	25-34	5.937	
	35-44	5.496	
	45-54	4.353	
	55-64	1.963	
	>=65	167	
Social class	Stratum 1 (low-low)	533	
	Stratum 2 (low)	4.017	
	Stratum 3 (medium-low)	9.443	
	Stratum 4 (medium)	5.503	
	Stratum 5 (medium-high)	1.989	
	Stratum 6 (high)	647	
	I do not know	159	
Regions	Amazónica	45	
	Orinoquia	294	
	Atlántica	2.119	
	Central	15.226	
	Oriental	1.482	
	Pacífica	3.172	



Sports practice		Real delivery	Panel IR%
		Total panelists:	23.324
			100,0%
Practice sport	Yes, in a professional way	447	
	Yes, in a semi-professional way	1.069	
	Yes, in an amateur way (not professional)	14.361	
	I never practice sport	6.482	
What sports practice	Underwater activities (diving, underwater fishing)	343	
	Aerobics	1.840	
	Airsoft / paintball	471	
	Chess	1.907	
	Alpinism	176	
	Aquagym	46	
	Martial arts	670	
	Athletics	1.820	
	Motorsports / Formula 1 / Rally	85	
	Badminton	65	
	Basketball	3.129	
	Handball	272	
	Boxing	263	
	Diving at high depth	42	
	Bungee jumping	110	
	Walk/Stroll	4.815	
	Cycling	3.928	
	Bodybuilding / Weightlifting	563	
	Dance	1.935	
	Canyoning	111	
	Enduro	112	
	Climb	358	
	Fencing	45	
	Water-skiing	23	
	Skiing and winter sports	21	
	Fitness / Zumba	584	
	Jogging / Running	1.785	
	Racquetball	0	
	Frontenis / Basque pelota	69	
	Football	3.511	
	Football 7	1.919	
	American Football	44	
	Futsal	2.564	
	Gymnastics at home	2.598	
	Gymnastics in sports centers / Gym	1.641	
	Gymnastics in public spaces	953	
	Golf	221	
	Equestrian sports / Horse Riding	131	
	Ice hockey	0	
	Field hockey	0	
	Roller-hockey	20	
	Kayak	64	
Kitesurf	1		
Walk / Racewalking	895		
Mountaineering / Hiking	343		
Motorcycling	372		
Motocross	154		
Jet skis	86		
Snowmobiles	1		
Mountain Biking	539		
Swimming	3.230		
Paddle	1		
Skydiving	43		
Paragliding / Hang gliding	109		

	Skating / Ice skating	715	
	Fishing	695	
	Pilates	556	
	Ping-Pong / Table Tennis	1.163	
	Boating	136	
	Rafting	91	
	Rowing	23	
	Rugby	133	
	Sandboarding	0	
	Hiking	437	
	Skateboarding	132	
	Snowboarding	20	
	Indoor cycling	671	
	Squash	202	
	Surfing / Extreme surfing	20	
	Tai Chi	154	
	Tennis	1.323	
	Archery	44	
	Shooting and Hunting	139	
	Triathlon	44	
	Sailing	25	
	Volleyball / Beach volleyball / Mini-Volleyball	1.565	
	Flying without a parachute	2	
	Water polo	41	
	Windsurfing	20	
	Yoga	1.116	
	Other	649	
Frequency practice sport	5 times a week	2.119	
	3-4 times a week	4.532	
	1-2 times a week	6.636	
	Less often	2.496	
	I don't know	90	
Have personal trainer	Yes	4.715	
	No	11.184	
Current relationship with gyms	Yes	5.031	
	No	9.787	
	No, but I was in the past	7.563	
Intention to join a gym	Yes	9.859	
	No	7.471	

Sports as an amateur		Real delivery	Panel IR%
		Total panelists:	23.324
			100,0%
Sports that you follow as a fan	Athletics	3.006	
	Motorsports / Formula 1 / Rally	5.030	
	Basketball	4.169	
	Handball	421	
	Cycling	5.568	
	Skiing and winter sports	519	
	Football	13.021	
	American Football	940	
	Golf	944	
	Motorcycling	1.634	
	Rugby	464	
	Tennis	5.384	
	Sailing	136	
	Others	1.082	
I don't follow any sport as a fan	5.153		
Football competitions you follow as a fan	League in the country where I live	10.048	
	Cup of the country where I live	5.533	
	Competitions from other countries	6.085	
	Champions League	7.669	
	Copa Libertadores	9.056	
	World Cup	8.621	
	Other club competitions	646	
	Other national teams competitions	354	
I don't know / none in particular	225		
Football teams you support	Arsenal FC London	1.333	
	Athletic Club de Bilbao	134	
	CA Boca Juniors Buenos Aires	1.617	
	Chelsea FC London	1.876	
	Club Atlético de Madrid	2.320	
	FC Barcelona	5.179	
	FC Bayern München	2.513	
	FC do Porto	1.636	
	FC Internazionale Milano	706	
	Glasgow Celtic FC	44	
	Juventus FC Torino	1.210	
	Liverpool FC	835	
	Manchester City FC	1.380	
	Manchester United FC	2.514	
	Milan AC	1.669	
	Paris Saint-Germain FC	744	
	Real Madrid CF	5.353	
	Sport Lisboa e Benfica	95	
	Sporting Clube de Portugal Lisboa	114	
	Valencia CF	220	
I am not a fan of any of them	2.619		
You buy sportswear	Yes	13.178	
	No	9.204	



Other available about sports information

Annual expenditure on sportswear

Annual expenditure on sportswear brands



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