



## Sports Panel



Mexico

### Features

Panel size (ISO): 101.427

People profiled (ISO): 21.449

Estimated response rate (ISO): 32%

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:	33.699
			100,0%
Sex	Man	15.849	
	Woman	15.450	
Age	14-18	694	
	19-24	4.823	
	25-34	10.604	
	35-44	8.782	
	45-54	4.516	
	55-64	1.628	
	>=65	150	
Social class	AB	12.834	
	C+	9.785	
	C	4.049	
	C-	2.762	
	D+	1.406	
	D	327	
Nielsen areas	R1 Pacific	1.873	
	R2 North	4.749	
	R3 West-Center	5.041	
	R4 Center	3.621	
	R5 D.F.	12.586	
	R6 Southeast	3.401	
State	Aguascalientes	352	
	Baja California	587	
	Baja California Sur	122	
	Campeche	132	
	Coahuila	562	
	Colima	141	
	Chiapas	438	
	Chihuahua	632	
	Federal district	8.097	
	Durango	264	
	Guanajuato	883	
	Guerrero	264	
	Hidalgo	356	
	Jalisco	3.025	
	Mexico	4.888	
	Michoacán	586	
	Morelos	479	
	Nayarit	155	
	Nuevo León	2.151	
	Oaxaca	300	



Sports practice		Real delivery	Panel IR%
		Total panelists:	33.699
			100,0%
Practice sport	Yes, in a professional way	622	
	Yes, in a semi-professional way	1.456	
	Yes, in an amateur way (not professional)	21.089	
	I never practice sport	8.110	
What sports practice	Underwater activities (diving, underwater fishing)	481	
	Aerobics	2.241	
	Airsoft / paintball	308	
	Chess	2.471	
	Alpinism	340	
	Aquagym	150	
	Martial arts	1.381	
	Athletics	1.680	
	Motorsports / Formula 1 / Rally	177	
	Badminton	180	
	Basketball	3.861	
	Handball	208	
	Boxing	1.164	
	Diving at high depth	125	
	Bungee jumping	61	
	Walk/Stroll	6.823	
	Cycling	3.334	
	Bodybuilding / Weightlifting	1.558	
	Dance	1.723	
	Canyoning	125	
	Enduro	65	
	Climb	494	
	Fencing	116	
	Water-skiing	63	
	Skiing and winter sports	55	
	Fitness / Zumba	2.329	
	Jogging / Running	4.251	
	Racquetball	524	
	Frontenis / Basque pelota	649	
	Football	6.158	
	Football 7	2.795	
	American Football	1.113	
	Futsal	1.223	
	Gymnastics at home	1.658	
	Gymnastics in sports centers / Gym	1.204	
	Gymnastics in public spaces	474	
	Golf	348	
	Equestrian sports / Horse Riding	121	
	Ice hockey	56	
	Field hockey	29	
	Roller-hockey	63	
	Kayak	125	
Kitesurf	3		
Walk / Racewalking	1.018		
Mountaineering / Hiking	537		
Motorcycling	367		
Motocross	187		
Jet skis	123		
Snowmobiles	28		
Mountain Biking	699		
Swimming	4.004		
Paddle	61		
Skydiving	89		
Paragliding / Hang gliding	59		

	Skating / Ice skating	594	
	Fishing	602	
	Pilates	1.096	
	Ping-Pong / Table Tennis	537	
	Boating	58	
	Rafting	56	
	Rowing	62	
	Rugby	91	
	Sandboarding	27	
	Hiking	536	
	Skateboarding	237	
	Snowboarding	33	
	Indoor cycling	1.625	
	Squash	736	
	Surfing / Extreme surfing	85	
	Tai Chi	366	
	Tennis	1.399	
	Archery	183	
	Shooting and Hunting	316	
	Triathlon	127	
	Sailing	31	
	Volleyball / Beach volleyball / Mini-Volleyball	1.768	
	Flying without a parachute	25	
	Water polo	59	
	Windsurfing	31	
	Yoga	2.297	
	Other	1.177	
Frequency practice sport	5 times a week	4.115	
	3-4 times a week	7.926	
	1-2 times a week	8.379	
	Less often	2.688	
	I don't know	56	
Have personal trainer	Yes	8.837	
	No	14.330	
Current relationship with gyms	Yes	8.816	
	No	12.627	
	No, but I was in the past	9.834	
Intention to join a gym	Yes	12.903	
	No	9.558	

Sports as an amateur		Real delivery	Panel IR%
		<b>Total panelists:</b>	<b>33.699</b>
			<b>100,0%</b>
Sports that you follow as a fan	Athletics	3.745	
	Motorsports / Formula 1 / Rally	5.293	
	Basketball	6.549	
	Handball	407	
	Cycling	2.070	
	Skiing and winter sports	1.007	
	Football	17.613	
	American Football	9.365	
	Golf	1.092	
	Motorcycling	1.532	
	Rugby	452	
	Tennis	4.494	
	Sailing	185	
	Others	2.276	
I don't follow any sport as a fan	7.527		
Football competitions you follow as a fan	League in the country where I live	15.172	
	Cup of the country where I live	6.299	
	Competitions from other countries	7.086	
	Champions League	10.603	
	Copa Libertadores	8.806	
	World Cup	10.844	
	Other club competitions	703	
	Other national teams competitions	522	
	I don't know / none in particular	242	



#### Other available about sports information

Annual expenditure on sportswear

Annual expenditure on sportswear brands



#### 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 every detail, thinking of you. That's the reason why we are the only panel in Spain, Portugal and Latin America with the ISO26362 certificate, the specific standard for online Access Panels