## **Sports Panel**



Mexico

## **Features**

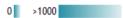
Panel size (ISO): 101.427 People profiled (ISO): 21.449 Estimated response rate (ISO): 32%

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.



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:

Sociode	emographic profile		Real delivery	Panel IR%
T		Total panelists:	33.699	100,0%
Sex	Man		15.849	.00
	Woman	_	15.450	.00
Age	14-18		694	الم
	19-24		4.823	الم
	25-34		10.604	الم
	35-44		8.782	الان
	45-54		4.516	الاه
	55-64	_	1.628	•00
	>=65		150	.00
Social class	AB	_	12.834	الان
	C+	_	9.785	٠٠٠
	С	_	4.049	•0[]
	C-	_	2.762	•0
	D+	_	1.406	•0]
	D	_	327	•0]]
	E		0	.00
Nielsen areas	R1 Pacific	_	1.873	•0
	R2 North		4.749	•0 <u> </u>
	R3 West-Center		5.041	•0]
	R4 Center	_	3.621	••••
	R5 D.F.	_	12.586	•0[]
	R6 Southeast		3.401	.00
State	Aguascalientes	_	352	•0
	Baja California	_	587	•0
	Baja California Sur		122	.00
	Campeche		132	-00U
	Coahuila	_	562	
	Colima		141	.000
	Chiapas	_	438	•0
	Chihuahua	_	632	•0
	Federal district	_	8.097	•0 <b>U</b>
	Durango	_	264	•000
	Guanajuato		883	•0
	Guerrero		264	•000
	Hidalgo		356	•0
	Jalisco		3.025	.00
	Mexico		4.888	•00
	Michoacán		586	
	Morelos		479	٠٠
	Nayarit		155	
	Nuevo León		2.151	•00
	Oaxaca		300	•00

Puebla		1.153	•0
Queréta	0	608	
Quintan	Roo	357	000
San Luis	Potosí	454	000
Sinaloa		435	
Sonora		523	000
Tabasco		284	•000
Tamauli	as	434	000
Tlaxcala		159	•000
Veracruz		1.261	000
Yucatán		650	000
Zacateca	S	174	•000

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	•00
	Yes, in an amateur way (not professional)	21.089	•00
	I never practice sport	8.110	.000
What sports practice	Underwater activities (diving, underwater fishing)	481	•00]
	Aerobics	2.241	
	Airsoft / paintball	308	
	Chess	2.471	•0
	Alpinism	340	٥٥
	Aquagym	150	a00U
	Martial arts	1.381	
	Atheltics	1.680	
	Motorsports / Formula 1 / Rally	177	OU
	Badminton	180	a0U
	Basketball	3.861	•0
	Handball	208	a00U
	Boxing	1.164	•0]]
	Diving at high depth	125	.oOU
	Bungee jumping	61	.oOU
	Walk/Stroll	6.823	•00
	Cycling	3.334	•000
	Bodybuilding / Weightlifting	1.558	۰۵۱۱
	Dance	1.723	•0
	Canyoning	125	الاه
	Enduro	65	٥٥٥١
	Climb	494	
	Fencing	116	.OOU
	Water-skiing	63	.00U
	Skiing and winter sports	55	
	Fitness / Zumba	2.329 4.251	.00
	Jogging / Running	524	
	Racquetball	649	oDUU onl
	Frontenis / Basque pelota Football	6.158	•00U
	Football 7	2.795	• <b>00</b> 0
	American Football	1.113	•0UU •000
	Futsal	1.223	
	Gymnastics at home	1.658	
	Gymnastics in sports centers / Gym	1.204	
	Gymnastics in public spaces	474	000
	Golf	348	.000
	Equestrian sports / Horse Riding	121	.000
	Ice hockey	56	.000
	Field hockey	29	.000
	Roller-hockey	63	.000
	Kayak	125	.000
	Kitesurf	3	00
	Walk / Racewalking	1.018	••0
	Mountaineering / Hiking	537	•000
	Motorcycling	367	.000
	Motocross	187	.000
	Jet skis	123	.000
	Snowmobiles	28	00
	Mountain Biking	699	•000
	Swimming	4.004	•00
	Paddle	61	.000
	Skydiving	89	.000
	Paragliding / Hang gliding	59	.000

	Skating / Ice skating	594	
	Fishing	602	•00U •01
	Pilates	1.096	•0UU •00
		537	<b>.0</b> 000
	Ping-Pong / Table Tennis		•0UU -n0
	Boating	58	00U
	Rafting	56	OU
	Rowing	62	OU
	Rugby	91	OU
	Sandboarding	27	OU
	Hiking	536	•00
	Skateboarding	237	-00
	Snowboarding	33	-00U
	Indoor cycling	1.625	•000
	Squash	736	•00 <u> </u>
	Surfing / Extreme surfing	85	.oOU
	Tai Chi	366	.000
	Tennis	1.399	••0
	Archery	183	.000
	Shooting and Hunting	316	.000
	Triathlon	127	.000
	Sailing	31	.000
	Volleyball / Beach volleyball / Mini-Volleyball	1.768	•000
	Flying without a parachute	25	.000
	Water polo	59	.000
	Windsurfing	31	.000
	Yoga	2.297	•000
	Other	1.177	
Frequency practice sport	5 times a week	4.115	.000
	3-4 times a week	7.926	
	1-2 times a week	8.379	.000
	Less often	2.688	.000
	l don't know	56	.000
Have personal trainer	Yes	8.837	.000
	No	14.330	.00
Current relationship with gyms	Yes	8.816	
	No	12.627	.00
	No, but I was in the past	9.834	.000
Intention to join a gym	Yes	12.903	
	No	9.558	.000
	110	3.330	UUUU

Sports as an amateur			Real delivery	Panel IR%
		Total panelists:	33.699	100,0%
Sports that you follow as a fan	Atheltics		3.745	.00
	Motorsports / Formula 1 / Rally		5.293	.00
	Basketball		6.549	.00
	Handball		407	•000
	Cycling		2.070	.000
	Skiing and winter sports		1.007	.000
	Football		17.613	.000
	American Football		9.365	.00
	Golf		1.092	••0
	Motorcycling		1.532	••0
	Rugby		452	•000
	Tennis		4.494	•00
	Sailing		185	00
	Others		2.276	••0
	I don't follow any sport as a fan		7.527	.00
Football competitions you follow as a fan	League in the country where I live		15.172	.00
	Cup of the country where I live		6.299	.00
	Competitions from other countries		7.086	.00
	Champions League		10.603	.00
	Copa Libertadores		8.806	.00
	World Cup		10.844	.00
	Other club competitions		703	•000
	Other national teams competitions		522	
	I don't know / none in particular		242	.000

Football toams you support	América	4.217	.oOU
Football teams you support			nΠ
	Atlante	284	
	Atlas	763	•0
	Club San Luis	132	•00
	Club Tijuana	534	••0
	Cruz Azúl	2.855	.oOÛ
	Guadalajara	4.318	.oOÛ
	Jaguares de Chiapas	188	•000
	León	674	••0
	Monarcas Morelia	427	••0
	Pachuca	435	.00
	Puebla F.C.	435	••0
	Queretaro F.C.	273	00
	Rayados de Monterrey	1.015	00
	Santos Laguna	780	00
	Tigres de la U.A.N.L.	981	••0
	Toluca	803	••0
	Pumas UNAM	3.650	.oOÛ
	I am not a fan of any of them	1.181	.000
You buy sportswear	Yes	21.748	.000
	No	9.557	

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## 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