



## Sports Panel



Portugal

### Features

Panel size (ISO): 32.637  
 People profiled (ISO): 6.527  
 Estimated response rate (ISO): 46%  
 Updated: 15/12/2014

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

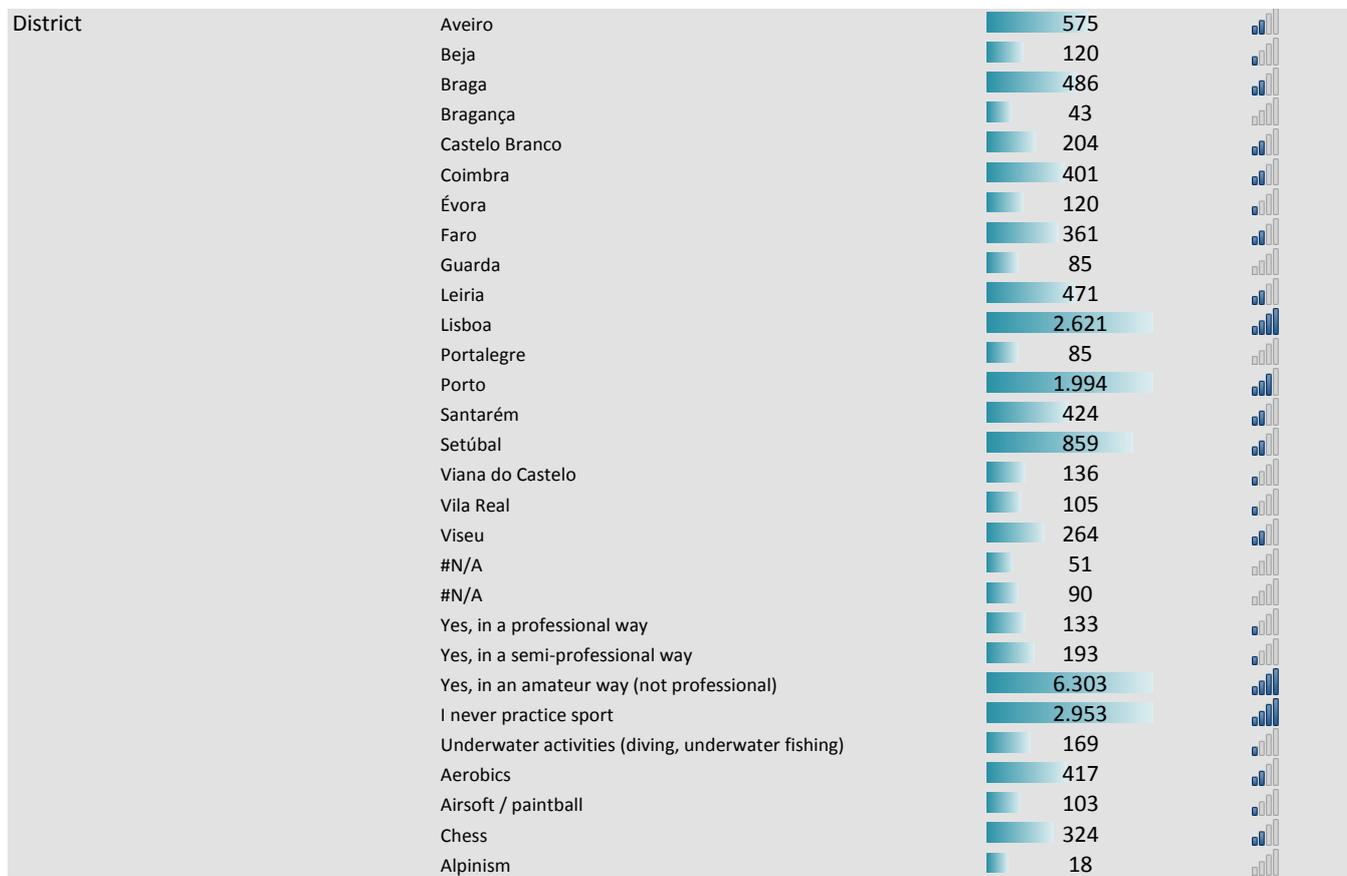
Real delivery: maximum sample size of a specific target that we can deliver on a real project. It is the sum of profiled panelists and the estimated number of panelists not yet profiled.

0 >1000

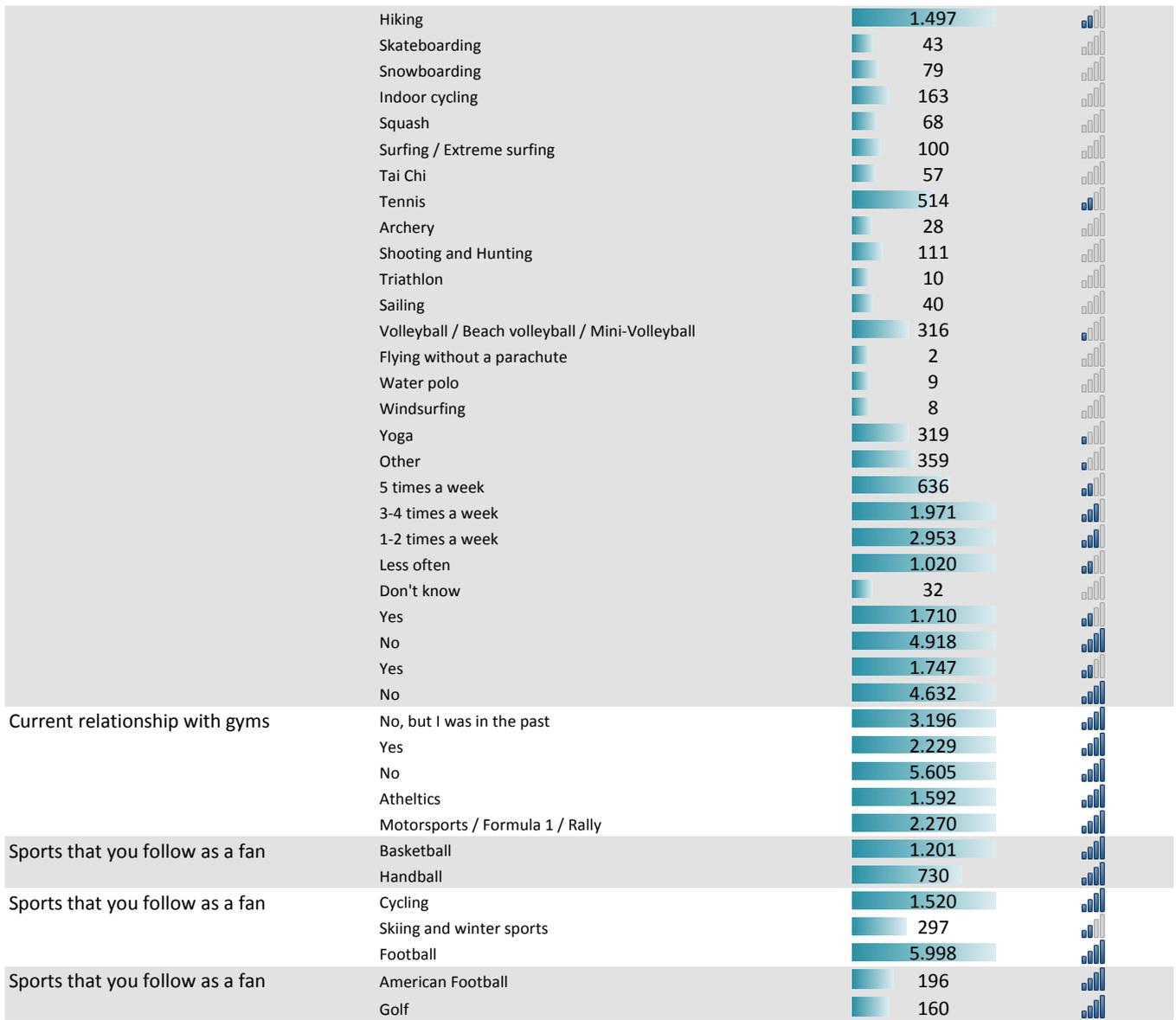
IR% Panel: panel Netquest's incidence rate for the particular target. It is not obtained from a representative population sample. It is the result of a progressive and random panel data collection. It shows the difficulty of the target:

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

Sociodemographic profile		Real delivery	Panel IR%
		Total panelists:	11.064
Sex	Man	4.954	
	Woman	4.631	
Age	14-18	32	
	19-24	1.077	
	25-34	2.568	
	35-44	2.823	
	45-54	2.037	
	55-64	863	
	>=65	166	
Social class	AB	5.140	
	C1	3.384	
	C2	839	
	D	212	
Nielsen areas	Area I - Grande Lisboa	2.823	
	Area II - Grande Porto	1.615	
	Area III Norte - Litoral Norte	1.956	
	Area III Sud - Litoral Centro	1.255	
	Area IV - Interior Norte	830	
	Area V - Algarve Sul	1.037	



Sports practice		Real delivery	Panel IR%
		Total panelists:	11.064
			100,0%
What sports practice	Aquagym	50	
	Martial arts	198	
	Athletics	920	
	Motorsports / Formula 1 / Rally	49	
What sports practice	Badminton	174	
	Basketball	257	
	Handball	112	
	Boxing	59	
	Diving at high depth	31	
	Bungee jumping	11	
	Walk/Stroll	3.156	
	Cycling	1.098	
	Bodybuilding / Weightlifting	437	
	Dance	493	
	Canyoning	48	
	Enduro	18	
	Climb	93	
	Fencing	19	
	Water-skiing	9	
	Skiing and winter sports	75	
	Fitness / Zumba	578	
	Jogging / Running	408	
	Racquetball	12	
	Frontenis / Basque pelota	1	
	Football	1.227	
	Football 7	414	
	American Football	13	
	Futsal	902	
	Gymnastics at home	1.177	
	Gymnastics in sports centers / Gym	711	
	Gymnastics in public spaces	453	
	Golf	71	
	Equestrian sports / Horse Riding	49	
	Ice hockey	1	
	Field hockey	10	
	Roller-hockey	19	
	Kayak	55	
	Kitesurf	3	
	Walk / Racewalking	300	
	Mountaineering / Hiking	87	
	Motorcycling	87	
	Motocross	48	
	Jet skis	29	
	Snowmobiles	0	
	Mountain Biking	381	
Swimming	1.135		
Paddle	27		
Skydiving	1		
Paragliding / Hang gliding	11		
Skating / Ice skating	79		
Fishing	317		
Pilates	312		
Ping-Pong / Table Tennis	258		
Boating	83		
Rafting	17		
Rowing	48		
Rugby	39		
Sandboarding	0		



Sports as an amateur		Real delivery	Panel IR%
		Total panelists:	11.064
			100,0%
Sports that you follow as a fan	Motorcycling	865	
	Rugby	364	
	Tennis	1.646	
	Sailing	168	
	Other	638	
	I don't follow any sport as a fan	2.633	
	League in the country where I live	5.696	
	Cup of the country where I live	3.752	
	Competitions from other countries	3.031	
	Champions League	5.016	
	Copa Libertadores	459	
	World Cup	4.214	
	Other club competitions	455	
	Other national teams competitions	297	
	I don't know / none in particular	63	
Football teams you support	Arsenal FC London	306	
	Athletic Club de Bilbao	60	
	CA Boca Juniors Buenos Aires	65	
	Chelsea FC London	1.029	
	Club Atlético de Madrid	314	
	FC Barcelona	1.314	
	FC Bayern München	561	
	FC do Porto	1.926	
	FC Internazionale Milano	208	
	Football teams you support	Glasgow Celtic FC	68
Juventus FC Torino		285	
Liverpool FC		330	
Manchester City FC		491	
Manchester United FC		1.255	
Milan AC		416	
Paris Saint-Germain FC		341	
Real Madrid CF		2.314	
Sport Lisboa e Benfica		3.149	
Sporting Clube de Portugal Lisboa		1.709	
Valencia CF		102	
I am not a fan of any of them		198	
Yes		5.208	
No		4.376	
#N/A		886	
#N/A		1.042	
#N/A		999	
#N/A		831	
#N/A		465	
#N/A		646	
#N/A		327	
#N/A		0	
#N/A	749		



#### 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