

DK2019-75592-1



Total	Køn		Alder				
	Kvinde	Mand	18-29	30-39	40-49	50-59	60+
	A	B	C	D	E	F	G

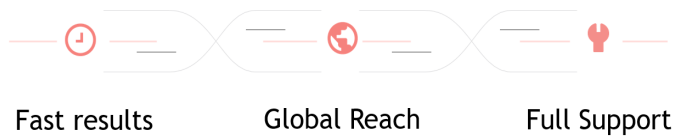
Hvordan planlægger du at se Tour de France 2019? Du kan markere flere svar

	Base	A	B	C	D	E	F	G
	1300	658	642	258	191	222	222	407
Jeg vil følge Tour de France som tilskuer	1%	1%	1%	2%	2%	1%	0%	1%
Jeg vil se alle etaper i TV	11%	7%	14%	6%	10%	7%	14%	15%
			A				C.E	C.E
Jeg vil se bjergetaperne i TV	13%	6%	19%	11%	13%	15%	12%	13%
			A					
Jeg vil se sprintetaperne i TV	3%	2%	4%	7%	5%	1%	2%	1%
			A	E.F.G	E.G			
Jeg vil se et par enkelte etaper i TV	23%	20%	26%	20%	17%	22%	23%	28%
			A					C.D
Jeg vil se afslutningen på Champs-Élysées i Paris i TV	11%	11%	11%	9%	7%	9%	10%	15%
								C.D.E.F
Jeg kommer slet ikke til at se Tour de France 2019	44%	55%	33%	51%	55%	48%	45%	33%
		B		G	F.G	G	G	
Ved ikke	7%	7%	7%	4%	5%	8%	6%	9%
								C
Totalsum	113%	110%	116%	110%	114%	111%	113%	115%

YouGov Omnibus

YouGov Omnibus can reach both nationally representative and specialist samples from virtually any developed market.

Our reach enables you to obtain robust results quickly and affordably. All this, with the high-level of support from start to finish that YouGov's clients have come to expect.



YouGov BrandIndex

Want to find out what the world thinks about your brand? BrandIndex is the authoritative measure of brand perception, monitoring thousands of brands across dozens of sectors.

Not only will you get a real time picture of your brand's health, but also that of your competitors and entire sectors. BrandIndex operates at national and international levels, allowing you to track brand perception in just one country,



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YouGov offers a full range of research and consulting services to help you make smarter decisions about your markets, customers, and offerings.

We can help you address business questions related to market structure/composition, innovation and product development, product/service optimization, customer experience, branding and market effectiveness.



YouGov Profiles

YouGov Profiles taps into thousands of variables on consumers, including brand usage and perception, hobbies and interests, and media and social media consumption, providing marketers a more detailed portrait of consumers.

Get the profile of your target audience across multi-channel data sets with greater granularity and accuracy than ever before. Profiles is available at national and international levels allowing you to tap into your target audience in one or more countries.

