

YouGov SMG Insight Survey Results

Sample Size: 2122

Fieldwork: 13th - 16th August 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2122	994	1128	198	303	342	385	894	1178	944	498	322	210	246	525	121	200
Base: All GB Adults	2122	1019	1103	255	349	379	397	743	1167	955	522	348	204	272	486	106	185

How do you intend to watch Premier League football matches this season on TV? (Please tick the option that BEST applies)

Watch all live games	4%	6%	3%	5%	5%	4%	3%	4%	3%	5%	4%	6%	7%	4%	3%	5%	2%
Watch a selection of games	20%	27%	14%	23%	27%	21%	21%	16%	20%	21%	23%	23%	16%	16%	18%	13%	30%
Watch my team games only	5%	6%	4%	9%	6%	5%	6%	3%	4%	5%	7%	5%	6%	5%	4%	2%	2%
Watch TV highlights only	14%	19%	9%	8%	12%	16%	19%	13%	14%	13%	15%	13%	14%	15%	12%	15%	10%
Other	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%
Not applicable - I don't intend to watch any	56%	40%	70%	54%	47%	53%	51%	64%	57%	54%	50%	52%	56%	58%	61%	63%	54%

Thinking about your general viewing location of Premier League matches, from the following devices/locations, how are you MOST likely to watch Premier League coverage this season?

	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	881	556	325	87	139	150	185	320	472	409	233	140	86	99	196	41	86
Base: All GB Adults who intend to watch any games	944	608	336	117	183	176	196	271	506	438	261	166	89	113	190	39	85
At home	74%	70%	82%	51%	64%	73%	83%	86%	75%	74%	65%	76%	76%	75%	79%	91%	77%
At a friend's house	6%	6%	6%	15%	6%	7%	6%	2%	6%	7%	9%	6%	8%	2%	5%	-	7%
At the football ground	3%	3%	3%	8%	2%	6%	2%	1%	3%	3%	4%	7%	3%	4%	0%	-	1%
At a pub or club	12%	16%	5%	21%	24%	9%	7%	7%	13%	12%	17%	7%	13%	16%	12%	4%	8%
On the internet	2%	2%	0%	3%	2%	2%	1%	0%	1%	2%	2%	2%	-	-	2%	-	3%
Other	1%	1%	1%	1%	1%	-	-	2%	1%	1%	0%	1%	-	-	1%	5%	3%
Don't know	2%	1%	3%	-	-	3%	2%	3%	2%	2%	2%	1%	1%	3%	1%	-	1%

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Fieldwork: 13th - 16th August 2010

	Total	Working Status						Marital Status				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2122	1096	264	78	433	67	184	1128	236	207	60	481
Base: All GB Adults	2122	1159	253	89	356	78	187	1055	253	192	55	557

How do you intend to watch Premier League football matches this season on TV? (Please tick the option that BEST applies)

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Watch all live games	4%	4%	2%	8%	4%	6%	3%	4%	3%	4%	3%	6%
Watch a selection of games	20%	23%	18%	15%	16%	20%	17%	20%	21%	17%	11%	22%
Watch my team games only	5%	5%	3%	7%	3%	11%	5%	4%	7%	4%	-	5%
Watch TV highlights only	14%	15%	9%	12%	12%	17%	12%	16%	13%	13%	6%	12%
Other	1%	2%	2%	-	1%	3%	-	1%	1%	2%	2%	2%
Not applicable - I don't intend to watch any	56%	51%	66%	59%	63%	42%	62%	55%	56%	60%	79%	53%

Thinking about your general viewing location of Premier League matches, from the following devices/ locations, how are you MOST likely to watch Premier League coverage this season?

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	881	507	87	31	157	36	63	485	94	78	13	207
Base: All GB Adults who intend to watch any games	944	574	87	37	130	45	71	480	112	76	12	260
At home	74%	72%	72%	50%	86%	83%	81%	86%	66%	69%	100%	56%
At a friend's house	6%	7%	8%	12%	1%	6%	3%	2%	7%	10%	-	12%
At the football ground	3%	4%	3%	12%	1%	-	2%	1%	7%	3%	-	5%
At a pub or club	12%	14%	12%	20%	4%	11%	12%	7%	16%	15%	-	21%
On the internet	2%	2%	1%	-	1%	-	-	1%	3%	-	-	3%
Other	1%	0%	2%	5%	3%	-	-	1%	-	2%	-	1%
Don't know	2%	1%	2%	-	5%	-	2%	2%	2%	1%	-	1%