

YouGov / Telegent Systems Survey Results

Sample Size: 2529

Fieldwork: 12th to 14th April 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	2463	1147	1316	239	424	436	372	992	1436	1027	602	376	222	287	637	118	221
Base: All GB Adults	2463	1182	1281	296	423	463	419	862	1355	1108	606	404	236	315	564	123	214

If you could watch the same live content on a mobile phone as you could do on your conventional TV set at home (i.e. a whole episode of your favourite reality TV programme or a sports match) for free...

Where would you be likely to watch it? (Please tick all that apply)

On the train/ bus/ tube	30%	33%	28%	52%	44%	31%	29%	16%	33%	28%	27%	26%	30%	47%	25%	25%	39%
In a queue	7%	7%	7%	12%	11%	7%	6%	3%	7%	7%	6%	6%	9%	9%	6%	11%	6%
At work/ my desk	10%	12%	8%	13%	18%	14%	9%	2%	9%	11%	11%	12%	10%	7%	6%	15%	10%
At home	19%	20%	19%	26%	21%	22%	15%	17%	18%	20%	19%	18%	24%	21%	18%	24%	14%
As a passenger in the car	21%	21%	20%	30%	31%	21%	16%	14%	19%	22%	21%	23%	22%	19%	20%	18%	16%
On the loo	8%	12%	4%	18%	12%	9%	5%	3%	6%	10%	6%	7%	12%	9%	8%	9%	8%
None of the above	34%	31%	36%	12%	17%	29%	37%	51%	36%	31%	34%	34%	34%	23%	38%	31%	38%
Don't know	9%	10%	8%	8%	7%	9%	9%	10%	7%	11%	10%	11%	11%	7%	7%	10%	6%

Apart from England doing well in the 2010 football World Cup...

Which ONE of the following do you think could have the MOST positive impact on the nation's morale?

Employers offering a World Cup equivalent of the 'Duvet Day' to watch specific matches televised live (i.e. a day off from work)	13%	15%	11%	17%	21%	14%	11%	8%	13%	13%	13%	14%	15%	14%	12%	11%	11%
Employers allowing staff to watch big matches televised live at work	38%	41%	36%	41%	41%	46%	39%	32%	40%	37%	41%	41%	46%	42%	38%	23%	24%
Employers allowing staff to come in late after their team has played	7%	9%	5%	7%	6%	7%	10%	5%	7%	7%	9%	5%	4%	8%	7%	5%	6%
None of these	31%	27%	35%	22%	23%	25%	31%	41%	32%	30%	25%	29%	25%	25%	34%	47%	51%
Don't know	11%	9%	12%	13%	8%	8%	9%	14%	9%	13%	12%	12%	9%	12%	9%	13%	9%

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Total	Working Status						Marital Status					Children in Household				
	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	0	1	2	3+
Unweighted Base	2463	1178	295	123	567	67	233	1304	285	220	85	550	1728	311	256	101
Base: All GB Adults	2463	1233	279	139	487	81	244	1249	294	222	80	599	1658	343	287	109

If you could watch the same live content on a mobile phone as you could do on your conventional TV set at home (i.e. a whole episode of your favourite reality TV programme or a sports match) for free...

Where would you be likely to watch it? (Please tick all that apply)

On the train/ bus/ tube	30%	37%	24%	50%	15%	33%	22%	23%	40%	26%	15%	44%	30%	32%	36%	22%
In a queue	7%	9%	9%	9%	2%	3%	5%	6%	11%	6%	3%	8%	6%	13%	8%	7%
At work/ my desk	10%	14%	8%	14%	1%	6%	3%	8%	15%	7%	3%	12%	8%	16%	8%	16%
At home	19%	18%	19%	21%	18%	33%	24%	19%	17%	16%	12%	23%	17%	22%	26%	21%
As a passenger in the car	21%	22%	22%	30%	14%	19%	21%	19%	29%	15%	9%	22%	18%	26%	29%	13%
On the loo	8%	9%	4%	15%	3%	15%	8%	5%	12%	6%	-	13%	7%	11%	7%	10%
None of the above	34%	27%	36%	16%	52%	31%	38%	39%	22%	42%	56%	22%	37%	25%	25%	35%
Don't know	9%	7%	10%	10%	10%	12%	12%	9%	8%	10%	6%	8%	9%	10%	7%	15%

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Employers offering a World Cup equivalent of the 'Duvet Day' to watch specific matches televised live (i.e. a day off from work)	13%	16%	9%	15%	6%	20%	11%	11%	14%	9%	3%	19%	13%	16%	12%	13%
Employers allowing staff to watch big matches televised live at work	38%	42%	37%	39%	31%	34%	35%	38%	44%	36%	32%	38%	36%	42%	46%	38%
Employers allowing staff to come in late after their team has played	7%	7%	10%	6%	5%	4%	4%	8%	6%	6%	5%	5%	6%	9%	8%	10%
None of these	31%	28%	34%	26%	41%	22%	31%	33%	28%	38%	35%	26%	34%	24%	24%	24%
Don't know	11%	7%	10%	14%	16%	20%	18%	11%	9%	10%	25%	11%	11%	8%	10%	15%