

YouGov Survey Results

Sample Size: 2206

Fieldwork: 14th - 16th June 2010

	Gender	Gender		Age				
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+
Unweighted base	1539	795	737	169	257	294	210	573
All GB Adults who are watching the World Cup	1539	827	711	208	275	342	263	452

If you have been watching the 2010 FIFA World Cup on TV, which one the following statements COMES CLOSEST to describing the way in which vuvuzelas/horns have impacted on your viewing experience, if at all?

I have been watching LESS of the 2010 FIFA World Cup because of the sound of the vuvuzelas/horns	17%	18%	16%	16%	19%	17%	11%	20%
The sound of the vuvuzelas/horns have not impacted the amount of the 2010 FIFA World Cup I have been watching	38%	38%	37%	45%	39%	42%	37%	31%
I have been watching the 2010 FIFA World Cup, but turning down the volume on my television because of the sound of the vuvuzelas/horns	35%	34%	35%	30%	33%	33%	41%	35%
The sound of the vuvuzelas/horns has enhanced my 2010 FIFA World Cup viewing experience	5%	5%	4%	6%	5%	6%	6%	2%
I won't be watching any more of the 2010 FIFA World Cup because of the sound of the vuvuzelas/horns	6%	5%	7%	3%	4%	2%	6%	12%