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Table 1
Q1. Are you...
 Base: All respondents

	Gender			Age							Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers		Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Male	59%	100%	0	53%	55%	70%	70%	50%	54%	69%	64%	33%	59%	0	73%	54%	43%	50%	33%	40%	61%	61%	100%	60%	59%	68%	59%	59%
Female	41%	0	100%	47%	45%	30%	30%	50%	46%	31%	36%	67%	41%	0	27%	46%	57%	50%	67%	60%	39%	39%	0	40%	42%	32%	41%	41%

Table 2
 Q2. Which age bracket are you in?
 Base: All respondents

	Gender			Age						Sports Fandom		World Cup Country			Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers			Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe	
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500	
Under 18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18-24	30%	27%	34%	100%	0	0	0	0	42%	0	31%	19%	30%	0	30%	33%	19%	38%	17%	47%	28%	32%	50%	27%	33%	14%	30%	30%	
25-34	41%	38%	44%	0	100%	0	0	0	58%	0	40%	46%	41%	0	46%	36%	48%	41%	67%	33%	39%	39%	50%	41%	42%	38%	41%	41%	
35-44	23%	28%	17%	0	0	100%	0	0	80%	23%	31%	23%	0	20%	26%	24%	19%	17%	13%	33%	19%	0	25%	21%	39%	23%	23%		
45-54	5%	5%	3%	0	0	0	100%	0	16%	4%	4%	5%	0	4%	4%	8%	0	0	7%	0	5%	0	6%	4%	7%	5%	5%		
55+	1%	1%	1%	0	0	0	0	100%	0	4%	1%	0	1%	0	1%	2%	1%	2%	0	0	5%	0	1%	1%	1%	1%	1%		
Under 35	71%	66%	78%	100%	100%	0	0	0	100%	0	71%	65%	71%	0	76%	69%	67%	79%	83%	80%	67%	71%	100%	69%	75%	52%	71%	71%	
Over 35	29%	34%	22%	0	0	100%	100%	100%	0	100%	29%	35%	29%	0	24%	31%	33%	21%	17%	20%	33%	29%	0	31%	25%	46%	29%	29%	

Table 4
Q6. Thinking about sports how would you describe yourself? Please select one answer only
 Base: All respondents

	Gender			Age							Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup							World Cup Content Sharers		Country	Region
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Strongly dislike sports	4%	2%	7%	3%	4%	6%	0	0	4%	5%	0	44%	4%	0	4%	5%	4%	14%	17%	13%	6%	2%	0	2%	4%	0	4%	4%
Moderately dislike sports	5%	3%	8%	3%	6%	7%	9%	0	5%	7%	0	56%	5%	0	1%	7%	9%	9%	0	0	6%	5%	0	5%	5%	4%	5%	5%
Neutral about sports	8%	4%	13%	8%	8%	6%	13%	0	8%	7%	0	0	8%	0	2%	10%	12%	2%	17%	0	6%	6%	0	9%	6%	9%	8%	8%
Moderate sports fan	32%	25%	42%	30%	30%	33%	39%	83%	30%	36%	39%	0	32%	0	14%	41%	41%	31%	33%	40%	28%	32%	100%	32%	30%	38%	32%	32%
Big sports fan	51%	66%	30%	56%	51%	48%	39%	17%	53%	45%	61%	0	51%	0	79%	37%	33%	45%	33%	47%	56%	55%	0	52%	55%	49%	51%	51%
Sports Fan	83%	91%	71%	86%	81%	81%	78%	100%	83%	82%	100%	0	83%	0	93%	78%	75%	76%	67%	87%	83%	87%	100%	84%	85%	87%	83%	83%
Not Sports Fan	10%	5%	15%	6%	11%	13%	9%	0	9%	12%	0	100%	10%	0	5%	12%	13%	22%	17%	13%	11%	6%	0	7%	9%	4%	10%	10%

Table 7
 Q11. How excited are you about the World Cup this summer?
 Base: All respondents

	Gender			Age					Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers		Country	Region					
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe	
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500	
1: Not at all excited	10%	8%	14%	9%	10%	10%	22%	17%	10%	12%	7%	29%	10%	0	3%	12%	21%	9%	17%	0	0	10%	0	11%	5%	19%	10%	10%	10%
2	15%	11%	19%	17%	13%	13%	9%	67%	15%	14%	12%	33%	15%	0	4%	19%	25%	16%	0	27%	22%	11%	0	15%	13%	19%	15%	15%	15%
3	27%	24%	30%	20%	25%	38%	35%	17%	23%	36%	27%	17%	27%	0	17%	34%	27%	24%	33%	27%	28%	29%	100%	27%	26%	33%	27%	27%	27%
4	18%	20%	16%	20%	22%	13%	13%	0	21%	12%	21%	6%	18%	0	21%	19%	12%	12%	0	20%	28%	23%	0	18%	20%	19%	18%	18%	18%
5: Very excited	30%	37%	20%	34%	30%	26%	22%	0	32%	25%	34%	15%	30%	0	56%	17%	15%	40%	50%	27%	22%	27%	0	28%	36%	10%	30%	30%	

Table 8

Q12. Where are you planning to watch/follow the World Cup? Please choose as many or as few as you like.

Base: All respondents

	Gender		Age							Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers			Country	Region			
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe	
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500	
At my home	77%	78%	76%	70%	77%	85%	78%	83%	74%	84%	78%	75%	77%	0	77%	79%	73%	74%	67%	60%	61%	94%	79%	50%	79%	77%	87%	77%	77%
At a friend/family member's home	46%	48%	43%	46%	51%	41%	39%	17%	49%	40%	48%	22%	46%	0	50%	45%	44%	34%	17%	53%	44%	55%	100%	49%	49%	35%	46%	46%	46%
Bar/pub	30%	32%	28%	29%	33%	27%	30%	0	31%	27%	31%	23%	30%	0	37%	29%	17%	34%	33%	60%	39%	37%	0	27%	33%	23%	30%	30%	30%
At work	12%	14%	9%	7%	13%	15%	17%	0	11%	15%	13%	4%	12%	0	15%	10%	12%	17%	0	20%	11%	13%	50%	11%	14%	4%	12%	12%	
When travelling/commuting	8%	8%	7%	9%	6%	8%	17%	0	7%	9%	8%	6%	8%	0	12%	6%	3%	12%	0	13%	11%	6%	0	7%	9%	3%	8%	8%	
At school/college/university	4%	4%	5%	9%	3%	1%	4%	0	5%	1%	5%	2%	4%	0	6%	3%	4%	7%	0	20%	11%	5%	0	3%	5%	1%	4%	4%	
Out and about (eg in a café, shops)	18%	18%	17%	21%	18%	15%	17%	0	19%	15%	19%	15%	18%	0	19%	19%	12%	17%	17%	20%	17%	16%	50%	18%	19%	17%	18%	18%	
Live at the stadium	6%	6%	7%	9%	6%	4%	4%	0	7%	4%	7%	2%	6%	0	12%	4%	4%	9%	17%	20%	6%	6%	0	5%	8%	0	6%	6%	
Not sure yet	3%	3%	4%	3%	3%	3%	9%	17%	3%	4%	3%	6%	3%	0	3%	3%	5%	2%	0	0	11%	3%	0	3%	2%	6%	3%	3%	

Table 9

Q13. Thinking about watching/following the World Cup, which of the following media channels and devices do you plan to use? Please choose as many or as few as you like.

Base: All respondents

	Gender		Age						Sports Fandom		World Cup Country			Football Fandom			Primary Device Use to follow World Cup							World Cup Content Sharers		Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Smartphone	39%	38%	41%	39%	40%	43%	17%	50%	39%	39%	41%	40%	39%	0	49%	37%	27%	100%	50%	47%	44%	34%	50%	28%	45%	30%	39%	39%
Feature phone	9%	8%	10%	7%	10%	9%	9%	0	9%	8%	9%	10%	9%	0	15%	6%	3%	10%	100%	27%	17%	3%	0	7%	11%	1%	9%	9%
Tablet (e.g., iPad, Kindle Fire)	17%	17%	16%	15%	17%	16%	30%	17%	16%	18%	19%	8%	17%	0	23%	15%	9%	21%	17%	100%	6%	18%	50%	14%	20%	12%	17%	17%
Laptop/ Computer	29%	31%	26%	29%	29%	31%	17%	33%	29%	29%	32%	10%	29%	0	39%	25%	17%	22%	50%	33%	100%	29%	50%	27%	31%	28%	29%	29%
Internet connected TV/Smart TV	23%	23%	23%	21%	24%	23%	22%	50%	23%	24%	25%	15%	23%	0	28%	20%	24%	17%	33%	27%	39%	100%	0	9%	26%	14%	23%	23%
Radio/Digital Audio Broadcast (DAB)	7%	8%	5%	6%	7%	9%	4%	0	7%	8%	8%	0	7%	0	12%	5%	3%	5%	33%	13%	0	8%	100%	7%	8%	6%	7%	7%
TV	73%	73%	73%	66%	75%	79%	87%	50%	71%	73%	75%	54%	73%	0	76%	71%	75%	29%	33%	33%	56%	24%	50%	100%	71%	81%	73%	73%
Other (Please Specify)	3%	3%	2%	0	2%	6%	4%	0	1%	5%	2%	6%	3%	0	4%	1%	5%	0	0	0	11%	0	0	2%	3%	3%	3%	3%

Table 10
 Q14. And which of the following devices will be your primary way of watching/following the World Cup? Please select one answer only
 Base: All respondents

	Gender			Age						Sports Fandom		World Cup Country			Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers		Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Smartphone	12%	10%	14%	15%	12%	9%	0	17%	13%	8%	11%	12%	0	12%	13%	5%	100%	0	0	0	0	0	0	0	13%	0	12%	12%
Feature phone	1%	1%	2%	1%	2%	1%	0	0	1%	1%	1%	2%	1%	0	2%	1%	0	0	100%	0	0	0	0	0	2%	0	1%	1%
Tablet (e.g., iPad, Kindle Fire)	3%	2%	4%	5%	2%	2%	4%	0	3%	2%	3%	4%	3%	0	3%	3%	3%	0	0	100%	0	0	0	0	4%	1%	3%	3%
Laptop/ Computer	4%	4%	3%	3%	3%	5%	0	0	3%	4%	4%	4%	0	4%	3%	4%	4%	0	0	0	100%	0	0	0	4%	3%	4%	4%
Internet connected TV/Smart TV	12%	13%	12%	13%	12%	10%	13%	50%	12%	12%	13%	8%	12%	0	13%	11%	15%	0	0	0	0	100%	0	0	13%	9%	12%	12%
Radio/Digital Audio Broadcast (DAB)	*	1%	0	1%	*	0	0	0	1%	0	*	0	*	0	1%	*	0	0	0	0	0	0	100%	0	1%	*	*	*
TV	63%	65%	60%	57%	64%	67%	78%	33%	61%	67%	64%	46%	63%	0	59%	64%	67%	0	0	0	0	0	0	100%	60%	71%	63%	63%
Other (Please Specify)	2%	2%	1%	2%	1%	3%	0	0	2%	2%	1%	4%	2%	0	3%	1%	3%	0	0	0	0	0	0	0	2%	1%	2%	2%
None of these	3%	3%	3%	3%	3%	4%	0	3%	3%	3%	4%	3%	0	3%	3%	4%	0	0	0	0	0	0	0	0	4%	1%	3%	3%

Table 11
 Q15. Which of the following ways do you plan to use your mobile phone to watch/follow the World Cup? Please choose as many or as few as you like.
 Base: All respondents

	Gender		Age					Sports Fandom			World Cup Country		Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers		Country	Region			
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
To check scores	45%	49%	41%	42%	44%	50%	61%	50%	43%	51%	48%	27%	45%	0	50%	47%	31%	38%	50%	33%	37%	50%	53%	47%	65%	45%	45%	
To watch live matches streamed (i.e., via Sky Go, BBC iPlayer, ITV Player)	21%	24%	18%	20%	19%	26%	30%	17%	18%	27%	23%	8%	21%	0	28%	19%	15%	38%	0	13%	33%	24%	0	18%	28%	12%	21%	21%
Use phone based ticket to attend match	4%	3%	6%	7%	5%	1%	0	0	6%	1%	4%	4%	4%	0	8%	4%	0	9%	33%	13%	0	5%	0	3%	6%	0	4%	4%
To gamble/place a bet	12%	13%	11%	17%	14%	5%	4%	0	15%	5%	14%	4%	12%	0	18%	9%	11%	16%	0	13%	11%	11%	0	12%	15%	4%	12%	12%
Message fantasy league	8%	12%	3%	9%	9%	8%	4%	0	9%	7%	10%	0	8%	0	14%	7%	1%	3%	17%	13%	11%	6%	0	9%	10%	3%	8%	8%
Talk about/comment on event/matches	12%	13%	12%	16%	11%	11%	9%	0	13%	10%	14%	6%	12%	0	20%	10%	4%	17%	0	13%	22%	15%	0	11%	16%	0	12%	12%
To stream matches live via online audio or radio	14%	12%	16%	13%	14%	14%	22%	17%	13%	15%	14%	15%	14%	0	16%	15%	5%	22%	0	13%	28%	13%	50%	13%	17%	4%	14%	14%
To get the latest news from the tournament overall	30%	31%	28%	33%	26%	33%	30%	17%	29%	32%	33%	19%	30%	0	36%	28%	24%	29%	17%	20%	33%	29%	50%	32%	34%	29%	30%	30%
To get the latest team news i.e. starting line ups etc.	28%	30%	25%	26%	28%	32%	13%	17%	27%	29%	30%	21%	28%	0	37%	25%	13%	33%	17%	20%	33%	28%	50%	28%	31%	28%	28%	28%
Sign up for goal, red card, yellow card etc. alerts	14%	17%	11%	17%	11%	16%	17%	17%	14%	16%	16%	8%	14%	0	24%	12%	3%	19%	17%	13%	17%	16%	0	14%	17%	10%	14%	14%
Download the Official Fifa World Cup App	17%	19%	14%	18%	17%	16%	17%	17%	17%	17%	16%	6%	17%	0	25%	13%	13%	21%	17%	13%	22%	27%	0	15%	21%	4%	17%	17%
Take pictures/videos of me and my friends enjoying the games	10%	9%	11%	13%	12%	3%	0	0	13%	2%	11%	4%	10%	0	9%	11%	4%	12%	33%	13%	11%	5%	0	10%	11%	6%	10%	10%
To watch/catch up on highlights/best goals	23%	25%	20%	21%	21%	26%	28%	50%	21%	27%	25%	15%	23%	0	31%	20%	13%	28%	17%	7%	17%	26%	0	23%	27%	13%	23%	23%
Download non-FIFA World-Cup-related app or apps	12%	13%	11%	9%	15%	13%	4%	17%	13%	12%	13%	15%	12%	0	17%	11%	5%	16%	33%	20%	6%	21%	0	10%	15%	6%	12%	12%
Other	1%	*	2%	2%	1%	0	0	0	1%	0	1%	0	1%	0	1%	1%	1%	3%	17%	0	0	0	0	0	1%	3%	1%	1%
I don't plan to use my mobile phone to watch/follow the World Cup	9%	8%	10%	8%	8%	8%	17%	33%	8%	10%	6%	23%	9%	0	1%	10%	21%	2%	0	0	6%	6%	0	11%	0	0	9%	9%
Information	63%	63%	62%	65%	59%	67%	63%	50%	61%	66%	66%	44%	63%	0	67%	63%	52%	53%	67%	47%	56%	61%	100%	68%	66%	80%	63%	63%
Content	40%	43%	36%	39%	36%	47%	43%	67%	37%	47%	43%	25%	40%	0	46%	38%	28%	53%	17%	20%	61%	42%	50%	38%	47%	23%	40%	40%
Social	25%	27%	22%	30%	26%	20%	9%	0	28%	17%	28%	10%	25%	0	33%	24%	8%	22%	33%	27%	39%	24%	0	25%	30%	9%	25%	25%
Transact	37%	40%	33%	43%	37%	32%	26%	17%	40%	31%	41%	23%	37%	0	51%	31%	25%	45%	67%	40%	33%	50%	0	33%	44%	19%	37%	37%

Table 12

Q16. What are your main motivations for using your phone to follow the World Cup? Please choose as many or as few as you like.

Base: All Who Plans to Watch/follow the World Cup on their Mobile

	Gender			Age						Sports Fandom			World Cup Country			Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers		Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	457	271	186	138	188	108	19	4	328	131	391	37	457	0	167	231	59	57	6	15	17	58	2	280	388	69	457	457
Time difference	14%	11%	18%	10%	19%	9%	21%	0	15%	11%	14%	11%	14%	0	14%	12%	22%	11%	0	13%	18%	17%	0	14%	15%	6%	14%	14%
Watch while away from home (e.g. at work, commuting etc.)	28%	22%	27%	28%	22%	40%	28%	25%	24%	37%	28%	30%	28%	0	34%	25%	24%	21%	50%	27%	41%	23%	0	29%	30%	16%	28%	28%
I can check scores anywhere and anytime	44%	49%	36%	39%	40%	51%	58%	100%	40%	53%	45%	38%	44%	0	46%	46%	27%	35%	50%	13%	47%	36%	50%	50%	41%	57%	44%	44%
I do everything on my phone	23%	22%	24%	25%	21%	21%	21%	50%	23%	22%	23%	16%	23%	0	23%	23%	19%	28%	17%	47%	41%	29%	0	19%	23%	22%	23%	23%
I don't have any other way to watch/follow the World Cup	4%	4%	3%	4%	4%	3%	11%	0	4%	4%	3%	8%	4%	0	4%	4%	2%	7%	0	0	6%	3%	50%	3%	4%	0	4%	4%
It's the easiest way for me to share information etc. on the tournament with my friends	20%	19%	22%	22%	20%	19%	11%	0	21%	17%	21%	16%	20%	0	20%	21%	17%	25%	33%	27%	24%	17%	0	20%	22%	6%	20%	20%
I don't want to miss out on any of the games/action	16%	17%	15%	16%	16%	17%	11%	25%	16%	16%	16%	19%	16%	0	28%	8%	14%	23%	17%	13%	12%	16%	50%	15%	18%	4%	16%	16%
Because the others in my household don't like/follow football	6%	6%	6%	4%	8%	3%	5%	50%	6%	5%	6%	5%	6%	0	6%	6%	3%	12%	17%	0	12%	5%	0	5%	6%	3%	6%	6%
I prefer mobile because it is my customised way of watching/following the World Cup	11%	11%	12%	16%	9%	11%	0	25%	12%	10%	12%	8%	11%	0	11%	12%	10%	21%	17%	20%	41%	5%	0	8%	12%	6%	11%	11%
So I can be the first of my friends/family to know what is happening	14%	13%	15%	17%	14%	10%	0	0	16%	8%	14%	11%	14%	0	15%	14%	7%	25%	33%	20%	24%	10%	0	11%	15%	4%	14%	14%
Other	3%	3%	2%	1%	5%	2%	0	0	3%	2%	3%	0	3%	0	2%	3%	5%	4%	0	0	0	7%	0	2%	2%	4%	3%	3%

Table 13
 Q17. Do you plan use your mobile phone to share or discuss any World Cup content with others? If so how? Please choose as many or as few as you like.
 Base: All Who Plans to Watch/follow the World Cup on their Mobile

	Gender			Age						Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers			Country	Region		
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	457	271	186	138	188	108	19	4	326	131	391	37	457	0	167	231	59	57	6	15	17	58	2	280	388	69	457	457
Email	12%	11%	12%	8%	14%	11%	16%	25%	11%	12%	12%	8%	12%	0	14%	10%	10%	9%	33%	13%	29%	14%	0	11%	14%	0	12%	12%
Tweet	15%	14%	17%	24%	13%	7%	16%	0	18%	8%	16%	8%	15%	0	19%	13%	12%	14%	17%	27%	18%	14%	0	15%	18%	0	15%	15%
Post on Facebook	33%	32%	35%	33%	34%	33%	37%	0	33%	33%	35%	27%	33%	0	35%	32%	32%	39%	17%	40%	29%	43%	0	31%	39%	0	33%	33%
Post on other social media (e.g. Instagram, Tumblr, etc.)	14%	11%	17%	20%	14%	8%	0	0	16%	7%	15%	8%	14%	0	18%	14%	0	9%	0	13%	12%	16%	50%	15%	16%	0	14%	14%
Text via SMS/MMS	49%	50%	47%	44%	51%	49%	53%	75%	48%	50%	50%	41%	49%	0	60%	45%	32%	46%	67%	33%	47%	57%	0	49%	57%	0	49%	49%
Text via app (e.g. WhatsApp)	10%	10%	11%	16%	7%	8%	0	50%	11%	8%	10%	8%	10%	0	14%	10%	2%	11%	0	13%	18%	21%	0	8%	12%	0	10%	10%
Show others on my own device	10%	9%	10%	10%	10%	8%	11%	0	10%	8%	10%	8%	10%	0	14%	8%	5%	7%	0	7%	12%	10%	0	11%	11%	0	10%	10%
Via YouTube	11%	10%	11%	14%	9%	10%	5%	25%	11%	10%	11%	14%	11%	0	15%	9%	5%	19%	33%	13%	24%	12%	0	8%	13%	0	11%	11%
Via my own website or blog	4%	4%	5%	7%	3%	5%	0	0	5%	4%	5%	3%	4%	0	7%	3%	2%	9%	17%	13%	12%	2%	0	3%	5%	0	4%	4%
Via dropbox or similar file sharing system	3%	2%	4%	5%	2%	2%	0	0	3%	2%	3%	5%	3%	0	3%	3%	0	7%	0	7%	18%	2%	0	1%	3%	0	3%	3%
Make voice calls	21%	23%	17%	20%	22%	18%	21%	25%	21%	18%	21%	19%	21%	0	25%	19%	15%	21%	17%	7%	29%	19%	0	22%	24%	0	21%	21%
Make video calls	7%	6%	8%	8%	7%	6%	0	0	7%	5%	7%	6%	7%	0	9%	6%	0	12%	0	12%	0	12%	0	5%	8%	0	7%	7%
Via Vine	4%	3%	4%	7%	2%	1%	5%	0	4%	2%	4%	0	4%	0	5%	3%	2%	4%	17%	13%	18%	3%	0	1%	4%	0	4%	4%
I don't/won't be sharing any World Cup content	15%	17%	12%	7%	14%	25%	26%	25%	11%	25%	15%	8%	15%	0	10%	17%	22%	14%	0	7%	12%	10%	50%	18%	0	100%	15%	15%
Any Sharing	85%	83%	88%	93%	86%	75%	74%	75%	89%	75%	85%	92%	85%	0	90%	83%	78%	86%	100%	93%	88%	90%	50%	83%	100%	0	85%	85%
No Sharing	15%	17%	12%	7%	14%	25%	26%	25%	11%	25%	15%	8%	15%	0	10%	17%	22%	14%	0	7%	12%	10%	50%	18%	0	100%	15%	15%

Table 14
 Q18. And what types of World Cup content do you plan to share or discuss with others? Please choose as many or as few as you like.
 Base: All Who Plans to Watch/follow the World Cup on their Mobile and share content on their mobile

	Gender		Age						Sports Fandom		World Cup Country			Football Fandom			Primary Device Use to follow World Cup							World Cup Content Sharers		Country	Region	
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	388	224	164	128	162	81	14	3	290	98	331	34	388	0	151	191	46	49	6	14	15	52	1	231	388	0	388	388
Goal, red card, yellow card etc. alerts	26%	28%	24%	30%	20%	32%	43%	0	24%	33%	27%	26%	26%	0	32%	24%	17%	22%	17%	21%	40%	37%	0	26%	26%	0	26%	26%
Latest news from the tournament overall	28%	32%	23%	29%	23%	32%	50%	67%	26%	36%	31%	9%	28%	0	38%	21%	26%	24%	17%	21%	33%	38%	0	29%	28%	0	28%	28%
Latest team news i.e. starting line ups etc.	26%	28%	23%	23%	28%	27%	29%	33%	26%	28%	28%	24%	26%	0	32%	22%	24%	24%	17%	23%	27%	23%	0	28%	26%	0	26%	26%
Pictures/videos of me and my friends enjoying the games	18%	16%	21%	18%	18%	17%	21%	0	18%	17%	19%	9%	18%	0	19%	16%	13%	22%	17%	36%	7%	27%	0	15%	18%	0	18%	18%
Highlights/best goals	39%	42%	35%	32%	40%	46%	50%	67%	37%	47%	41%	26%	39%	0	44%	38%	28%	37%	17%	21%	53%	40%	0	41%	39%	0	39%	39%
My World Cup fantasy league progress	8%	8%	7%	10%	8%	4%	7%	0	9%	4%	8%	0	8%	0	13%	5%	2%	10%	0	21%	13%	6%	0	7%	8%	0	8%	8%
General sporting/footballing banter	30%	29%	30%	25%	30%	37%	21%	33%	28%	35%	29%	41%	30%	0	30%	30%	26%	31%	30%	29%	27%	33%	0	29%	30%	0	30%	30%
Information about World Cup sponsors or adverts	10%	10%	10%	13%	10%	7%	0	0	11%	6%	11%	3%	10%	0	13%	8%	9%	12%	50%	14%	0	13%	100%	8%	10%	0	10%	10%
Video content e.g. live games, highlights, goals	26%	28%	23%	19%	30%	28%	29%	33%	25%	29%	28%	18%	26%	0	33%	23%	15%	27%	17%	29%	47%	29%	0	26%	26%	0	26%	26%
Content about my favourite team/home country	28%	27%	29%	27%	26%	31%	36%	33%	26%	32%	29%	21%	28%	0	31%	26%	24%	31%	17%	7%	27%	29%	0	29%	28%	0	28%	28%
Other	4%	4%	4%	2%	5%	4%	7%	0	3%	4%	4%	6%	4%	0	3%	4%	2%	4%	0	0	7%	2%	0	4%	4%	0	4%	4%

Table 15

Q19. When watching/following the World Cup do you plan to use more than one device at a time, will you do any of the following? Please choose as many or as few as you like.

Base: All respondents

	Gender			Age						Sports Fandom			World Cup Country			Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers			Country	Region
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe	
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500	
Watch on TV, use my mobile at half time.	31%	29%	33%	28%	30%	38%	26%	0	29%	35%	33%	25%	31%	0	37%	31%	16%	36%	0	33%	50%	24%	0	32%	36%	14%	31%	31%	
Watch on TV, use my mobile throughout the game.	32%	32%	33%	28%	30%	38%	43%	50%	29%	40%	34%	25%	32%	0	37%	33%	20%	22%	0	40%	28%	35%	50%	35%	36%	26%	32%	32%	
Listen on Radio and use my mobile at half time.	13%	11%	16%	14%	11%	15%	13%	0	12%	14%	14%	10%	13%	0	17%	9%	16%	19%	17%	7%	17%	15%	0	11%	15%	6%	13%	13%	
Listen on radio, use my mobile throughout the game	9%	8%	11%	7%	9%	12%	4%	17%	8%	11%	10%	6%	9%	0	12%	8%	5%	16%	33%	13%	22%	11%	0	7%	11%	6%	9%	9%	
Watch on my mobile, watch something else (not the World Cup) on my TV	14%	12%	16%	17%	15%	9%	9%	0	16%	9%	15%	8%	14%	0	17%	13%	9%	29%	33%	13%	35%	11%	0	10%	18%	0	14%	14%	
Watch on my mobile, listen to something else (not the World Cup) on my radio	11%	10%	12%	13%	13%	5%	13%	0	13%	6%	11%	8%	11%	0	14%	9%	9%	17%	17%	13%	11%	10%	100%	8%	14%	1%	11%	11%	
Watch multiple games on different devices (i.e., one on TV one on mobile)	17%	19%	15%	19%	18%	17%	9%	0	18%	15%	19%	8%	17%	0	28%	13%	8%	34%	33%	7%	17%	21%	0	15%	21%	9%	17%	17%	
Don't plan on using any of these combinations of devices	24%	27%	19%	18%	25%	23%	43%	50%	22%	27%	21%	38%	24%	0	11%	26%	45%	7%	17%	20%	22%	26%	0	26%	13%	49%	24%	24%	

Table 16
 Q20. How will social media impact your experience of watching/following the World Cup? Please select one answer only.
 Base: All respondents

	Gender		Age							Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers		Country	Region			
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	145	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Improve, I can't imagine not using it together	19%	17%	22%	23%	22%	13%	4%	0	22%	11%	20%	23%	19%	0	29%	14%	13%	29%	17%	20%	22%	10%	0	18%	23%	6%	19%	19%
Improve, it's another way to socialise	17%	16%	18%	18%	15%	21%	9%	0	16%	18%	17%	10%	17%	0	21%	15%	15%	16%	33%	20%	28%	15%	0	17%	19%	12%	17%	17%
Improve, I can keep up to date more easily	29%	29%	29%	35%	26%	25%	26%	17%	30%	25%	31%	19%	29%	0	28%	29%	28%	19%	17%	27%	28%	47%	50%	28%	32%	16%	29%	29%
Detract, it is too invasive	5%	4%	6%	5%	2%	9%	4%	17%	3%	9%	4%	8%	5%	0	2%	5%	9%	6%	0	13%	0	5%	50%	5%	4%	7%	5%	5%
Detract, it is distracting from the game	4%	3%	5%	5%	3%	3%	9%	0	4%	4%	3%	6%	4%	0	4%	5%	1%	7%	33%	0	0	5%	0	3%	4%	3%	4%	4%
Detract, I prefer to socialise in the real world	8%	9%	7%	6%	9%	6%	13%	33%	8%	8%	8%	10%	8%	0	5%	8%	13%	9%	0	7%	6%	5%	0	9%	6%	12%	8%	8%
Do not use social media	19%	23%	14%	7%	23%	23%	35%	33%	16%	25%	17%	23%	19%	0	11%	24%	20%	16%	0	13%	17%	15%	0	21%	11%	45%	19%	19%

Table 17
Q21. And what type of World Cup video content would you be willing to pay for? Please choose as many or as few as you like.
 Base: All respondents

	Gender			Age						Sports Fandom			World Cup Country		Football Fandom			Primary Device Use to follow World Cup						World Cup Content Sharers			Country	Region
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europa
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Access to full games live	22%	24%	20%	25%	21%	22%	22%	17%	23%	22%	25%	15%	22%	0	34%	18%	12%	24%	17%	40%	28%	27%	100%	20%	27%	10%	22%	22%
Access to highlights of games	12%	10%	14%	16%	12%	7%	9%	0	14%	7%	12%	10%	12%	0	13%	10%	13%	21%	17%	13%	6%	10%	0	11%	13%	4%	12%	12%
Access to exclusive content, such as player interviews etc.	10%	9%	12%	15%	9%	7%	9%	0	12%	7%	11%	6%	10%	0	17%	7%	5%	12%	17%	20%	11%	15%	0	7%	13%	3%	10%	10%
Behind the scenes content i.e. the making of the World Cup	11%	10%	12%	18%	9%	6%	9%	0	13%	6%	11%	10%	11%	0	15%	10%	5%	12%	0	7%	17%	13%	0	10%	13%	1%	11%	11%
Access to the tournaments best goals	13%	11%	16%	17%	13%	9%	13%	17%	14%	10%	14%	6%	13%	0	16%	13%	7%	19%	17%	13%	11%	15%	0	12%	16%	3%	13%	13%
Access to exclusive greatest past World Cup player documentaries	7%	5%	9%	10%	5%	9%	0	0	7%	7%	6%	13%	7%	0	9%	7%	4%	17%	17%	20%	6%	5%	0	5%	9%	3%	7%	7%
Exclusive content about my country's team	12%	11%	13%	14%	13%	10%	0	0	13%	8%	13%	15%	12%	0	20%	8%	7%	17%	33%	33%	11%	15%	0	10%	14%	4%	12%	12%
Access to premium commentary	7%	6%	9%	10%	7%	5%	9%	0	8%	5%	8%	8%	7%	0	8%	6%	4%	16%	17%	13%	11%	6%	0	6%	9%	1%	7%	7%
Access to ad-free video of games	13%	10%	17%	11%	15%	12%	9%	17%	13%	12%	14%	8%	13%	0	14%	12%	12%	17%	50%	13%	17%	15%	50%	11%	14%	10%	13%	13%
I would not be willing to pay for World Cup video content	41%	41%	42%	30%	43%	49%	52%	50%	38%	49%	38%	48%	41%	0	25%	48%	53%	17%	0	7%	28%	35%	0	51%	30%	71%	41%	41%

Table 18

Q22. While on mobile sites/apps, how often do you click or interact with ads to get more information about a product/service? We would like you to think about all mobile ads, not just World Cup ones. Please select one answer only.

Base: All respondents

	Gender			Age							Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers		Country	Region		
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
At least once a day	34%	35%	33%	33%	36%	35%	35%	17%	34%	34%	37%	27%	34%	0	48%	29%	24%	45%	33%	53%	39%	35%	0	31%	40%	22%	34%	34%
At least once a week	15%	13%	18%	18%	17%	12%	0	33%	17%	11%	16%	15%	15%	0	13%	17%	16%	19%	33%	7%	6%	19%	50%	14%	18%	7%	15%	15%
At least once a month	9%	10%	9%	11%	7%	10%	17%	17%	8%	12%	10%	10%	9%	0	9%	9%	9%	10%	0	13%	11%	13%	0	9%	10%	10%	9%	9%
Less than once a month	13%	12%	15%	14%	10%	18%	13%	17%	12%	17%	12%	13%	13%	0	9%	13%	23%	9%	17%	20%	11%	13%	0	13%	13%	10%	13%	13%
Never	28%	29%	25%	25%	31%	25%	35%	17%	28%	26%	25%	35%	28%	0	20%	32%	28%	17%	17%	7%	33%	19%	50%	32%	20%	51%	28%	28%

Table 19
 Q23. Which of the following are the TWO most important factors that would get you to interact with a mobile ad on your phone? We would like you to think about all mobile ads, not just World Cup ones. Please select 2 answers only.
 Base: All respondents

	Gender		Age						Sports Fandom		World Cup Country		Football Fandom			Primary Device Use to follow World Cup					World Cup Content Sharers		Country	Region				
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	293	207	150	204	117	23	6	354	146	414	48	500	0	169	256	75	58	6	15	18	62	2	314	388	69	500	500
Special deal or coupon	17%	16%	18%	15%	20%	16%	4%	3%	18%	15%	16%	25%	17%	0	22%	14%	15%	22%	17%	20%	33%	15%	100%	15%	19%	14%	17%	17%
Entertaining/interactive design (e.g. a game in the ad)	10%	11%	9%	11%	12%	7%	4%	0	12%	8%	10%	8%	10%	0	8%	13%	5%	19%	0	20%	6%	13%	55%	8%	11%	6%	10%	10%
Video or animation	17%	14%	20%	17%	20%	12%	13%	17%	18%	12%	19%	4%	17%	0	21%	13%	19%	19%	17%	20%	17%	23%	0	15%	19%	9%	17%	17%
Ad for a product I'm interested in	17%	16%	19%	15%	15%	20%	26%	67%	15%	23%	17%	21%	17%	0	17%	19%	13%	22%	33%	7%	22%	23%	0	17%	18%	14%	17%	17%
Ad related to a brand or product I like	17%	18%	14%	19%	12%	21%	26%	0	15%	21%	17%	15%	17%	0	20%	15%	16%	16%	17%	27%	6%	19%	0	16%	20%	4%	17%	17%
Ad related to an ad I'd seen somewhere else (TV, newspaper/magazine, billboard)	10%	10%	11%	17%	9%	8%	0	0	12%	6%	11%	10%	10%	0	15%	9%	5%	10%	0	13%	28%	10%	0	9%	12%	6%	10%	10%
Ad shared by a friend	12%	11%	13%	17%	11%	10%	0	0	14%	8%	13%	6%	12%	0	10%	13%	13%	21%	0	27%	6%	13%	0	11%	14%	9%	12%	12%
Other (Please Specify)	*	*	0	0	0	1%	0	0	0	1%	*	0	*	0	*	0	0	0	0	0	0	0	0	0	*	*	0	*
None of these	26%	28%	23%	21%	27%	30%	30%	17%	25%	29%	24%	31%	26%	0	19%	30%	28%	14%	17%	0	22%	23%	0	31%	18%	51%	26%	26%

Table 20
 Q24. Which ONE of the following types of mobile ads are you most likely to pay attention to while watching World Cup coverage or searching for World Cup results on your smartphone? Please select one answer only.
 Base: All respondents

	Gender			Age						Sports Fandom			World Cup Country		Football Fandom			Primary Device Use to follow World Cup							World Cup Content Sharers		Country	Region
	Total	Male	Female	18-24	25-34	35-44	45-55	Over 55	Under 35	Over 35	Sports Fan	Not A Sports Fan	Yes	No	Fanatic	Fan	Casual Fan	Smartphone	Feature Phone	Tablet	Laptop/Computer	Internet TV	Radio/DAB	TV	World Cup Content Sharers	Non Sharers	France	Europe
Total	500	233	267	150	204	117	23	6	354	146	414	48	50	0	169	255	75	58	6	15	18	62	2	314	388	69	500	500
Ad featuring an athlete I like	11%	12%	11%	12%	11%	12%	9%	0	11%	11%	12%	6%	11%	0	12%	11%	8%	12%	17%	13%	6%	10%	0	12%	12%	10%	11%	11%
Ad from an official World Cup sponsor	10%	10%	11%	15%	10%	6%	4%	0	12%	5%	11%	6%	10%	0	17%	7%	7%	14%	33%	20%	6%	8%	100%	9%	11%	10%	10%	10%
Ad featuring my country's team	10%	9%	12%	11%	10%	10%	9%	0	11%	10%	10%	10%	10%	0	11%	10%	11%	12%	50%	7%	6%	6%	0	11%	11%	7%	10%	10%
Ad featuring great moments from past World Cup matches	10%	10%	9%	11%	10%	9%	4%	0	11%	7%	11%	8%	10%	0	12%	9%	5%	16%	0	7%	28%	15%	0	7%	12%	3%	10%	10%
Ad that is fun/entertaining	24%	24%	24%	19%	26%	26%	13%	50%	23%	25%	22%	31%	24%	0	15%	28%	28%	22%	0	27%	22%	26%	0	25%	24%	20%	24%	24%
Ad for a product that's relevant to me	19%	20%	17%	19%	16%	21%	35%	50%	17%	24%	19%	17%	19%	0	20%	18%	21%	14%	0	27%	28%	19%	0	20%	20%	19%	19%	19%
Other (Please Specify)	+	+	+	0	0	1%	4%	0	0	1%	+	2%	+	0	0	1%	0	0	0	0	0	0	0	0	1%	0	+	+
None of these	15%	15%	15%	13%	16%	16%	22%	0	15%	16%	14%	19%	15%	0	13%	16%	20%	10%	0	0	6%	16%	0	17%	10%	30%	15%	15%