



## Formula 1 2013 television viewing habits poll

### Q1 - Have your viewing habits or situation changed between 2012 and 2013?

	Total	Change	No change
<b>Weighted</b>	<b>200</b>	<b>160</b>	<b>40</b>
Unweighted	204	163	41

### Q2 - Sky subscribers: What is your status regarding Sky Sports F1?

	Total	Watched since launch	Upgraded	Downgraded	Not watched	Other
<b>Weighted</b>	<b>145</b>	<b>94</b>	<b>5</b>	<b>6</b>	<b>27</b>	<b>13</b>
Unweighted	163	105	6	7	30	15

### Q3 - Virgin Media subscribers: What is your status regarding Sky Sports F1?

	Total	Watched since launch	Upgraded	Downgraded	Not watched	Other
<b>Weighted</b>	<b>55</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>32</b>	<b>12</b>
Unweighted	62	9	1	2	36	14

**Q4 - How did you consume Formula 1 in 2012? [Sky live races]****- 249 votes were conducted by 204 users****- 41 users chose more than one option**

	Total	Watched Sky live		Watched BBC highlights		Listened on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
<b>Weighted</b>	<b>200</b>	<b>114</b>	<b>86</b>	<b>92</b>	<b>108</b>	<b>21</b>	<b>179</b>	<b>18</b>
Unweighted	204	116	88	94	110	21	183	18

**Q5 - How did you consume Formula 1 in 2012? [BBC and Sky live races]****- 222 votes were conducted by 201 users****- 20 users chose more than one option**

	Total	Watched Sky live		Watched BBC live		Listened on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
<b>Weighted</b>	<b>200</b>	<b>84</b>	<b>116</b>	<b>123</b>	<b>77</b>	<b>7</b>	<b>193</b>	<b>7</b>
Unweighted	201	84	117	124	77	7	194	7

**Q6 - How do you plan to consume Formula 1 in 2013? [Sky live races]****- 232 votes were conducted by 200 users****- 27 users chose more than one option**

	Total	Watch Sky live		Watch BBC highlights		Listen on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
<b>Weighted</b>	<b>200</b>	<b>114</b>	<b>86</b>	<b>89</b>	<b>111</b>	<b>13</b>	<b>187</b>	<b>16</b>
Unweighted	200	114	86	89	111	13	187	16

**Q7 - How do you plan to consume Formula 1 in 2013? [BBC and Sky live races]****- 207 votes were conducted by 196 users****- 10 users chose more than one option**

	Total	Watch Sky live		Watch BBC live		Listen on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
<b>Weighted</b>	<b>200</b>	<b>84</b>	<b>116</b>	<b>117</b>	<b>83</b>	<b>6</b>	<b>194</b>	<b>4</b>
Unweighted	196	82	114	115	81	6	190	4

**Q8 – BBC F1 – 2012 vs 2013**

	Total	More likely to watch coverage	Less likely to watch coverage	No change
<b>Weighted</b>	<b>200</b>	<b>59</b>	<b>54</b>	<b>87</b>
Unweighted	193	57	52	84

**Q9 – Sky Sports F1 – 2012 vs 2013**

	Total	More likely to watch coverage	Less likely to watch coverage	No change
<b>Weighted</b>	<b>200</b>	<b>54</b>	<b>40</b>	<b>106</b>
Unweighted	178	48	36	94

**Q10 – Have the changes to the BBC F1 team made you...**

	Total	More likely to watch coverage	Less likely to watch coverage	No change
<b>Weighted</b>	<b>200</b>	<b>43</b>	<b>43</b>	<b>114</b>
Unweighted	190	41	41	108

All of the voters live in the United Kingdom and Ireland. Voters outside of this region have not been included in this analysis, otherwise the picture could be distorted. Where necessary, questions have been weighted up or down to 200 voters for ease of comparison purposes.

The poll is not meant to be representative of the entire population, and is only representative of the users that visit The F1 Broadcasting Blog. Nevertheless, it provides an insight into the viewing habits of those users and it provides a different perspective. I have included all of the raw voting figures above for sake of clarity.

Votes compiled from March 9<sup>th</sup> to April 13<sup>th</sup>, 2013.

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