



2014 television viewing habits poll – survey results

Where do you currently reside?

	Total	United Kingdom	Outside the United Kingdom
Weighted	428	400	28
Unweighted	353	330	23

Have your viewing habits or situation changed between 2013 and 2014?

	Total	Change	No change
Weighted	400	65	335
Unweighted	325	53	272

What pay-TV platform do you subscribe to?

	Total	BSkyB	Virgin Media	Other
Weighted	400	181	62	157
Unweighted	321	145	50	126

Sky subscribers: What is your status regarding Sky Sports F1?

	Total	Watched since launch	Watched since 2013	Upgraded	Down-graded	Not watched	Other
Weighted	181	136	10	5	3	12	15
Unweighted	145	109	8	4	2	10	12

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

	Total	Watched since launch	Watched since 2013	Upgraded	Down-graded	Not watched	Other
Weighted	62	26	4	0	2	21	9
Unweighted	50	21	3	0	2	17	7

How did you consume Formula 1 in 2013? [Sky live races]**- 416 votes were conducted by 316 users**

	Total	Watched Sky live		Watched BBC highlights		Listened on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
Weighted	400	208	192	224	176	43	357	52
Unweighted	316	164	152	177	139	34	282	41

How do you plan to consume Formula 1 in 2014? [Sky live races]**- 419 votes were conducted by 316 users**

	Total	Watch Sky live		Watch BBC highlights		Listen on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
Weighted	400	205	195	219	181	43	357	63
Unweighted	316	162	154	173	143	34	282	50

How did you consume Formula 1 in 2013? [BBC and Sky live races]**- 369 votes were conducted by 312 users**

	Total	Watched Sky live		Watched BBC live		Listened on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
Weighted	400	167	233	255	145	23	377	28
Unweighted	312	130	186	199	117	18	298	22

How do you plan to consume Formula 1 in 2014? [BBC and Sky live races]**- 376 votes were conducted by 312 users**

	Total	Watch Sky live		Watch BBC live		Listen on 5 Live		Other
		Yes	No	Yes	No	Yes	No	
Weighted	400	168	232	258	142	24	376	32
Unweighted	312	131	181	201	111	19	293	25

BBC F1 – 2013 vs 2014

	Total	More likely to watch coverage	Less likely to watch coverage	No change
Weighted	400	71	97	232
Unweighted	310	55	75	180

Sky Sports F1 – 2013 vs 2014

	Total	More likely to watch coverage	Less likely to watch coverage	No change
Weighted	400	89	66	245
Unweighted	310	69	51	190

Have the changes to the BBC F1 team made you...

	Total	More likely to watch coverage	Less likely to watch coverage	No change
Weighted	400	41	137	222
Unweighted	310	32	106	172

Have the changes to the Sky Sports F1 team made you...

	Total	More likely to watch coverage	Less likely to watch coverage	No change
Weighted	400	34	40	326
Unweighted	310	26	31	253

What shows on Sky Sports F1 have you watched?

	Weighted	Unweighted
Total	243	194
Main programming (Practice / Qualifying / Race)	165	207
Feeder series (GP2 / GP3)	94	118
Ted's Notebook	146	183
The F1 Show	134	168
Classic F1	91	114
Midweek Report	64	80
F1 Legends	85	106
Other	24	30
Nothing	29	36

Sky Sports F1 as a standalone channel: the price per month?

	Weighted	Unweighted
Total	400	305
Below £2.50	111	85
£2.50 to £4.99	96	73
£5.00 to £7.49	65	50
£7.50 to £9.99	58	44
£10.00 to £12.49	44	34
£12.50 to £14.99	16	12
£15.00 to £17.49	3	2
£17.50 to £19.99	3	2
Above £20.00	4	3

All of the voters live in the United Kingdom and Ireland. Voters outside of this region have not been included in this analysis (see the first statement), otherwise the picture could be distorted. Where necessary, questions have been weighted up or down to 400 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 13th to April 9th, 2014.

Contact: thef1broadcastingblog@gmail.com

Website: <http://f1broadcasting.wordpress.com>