

## World Cup Survey

### CATI Fieldwork : May 26th-27th 2010

Absolutes/col percents

Table 1

**Q.1 What do you plan to be doing during England's first world cup game on Saturday 12th June?****Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	447	559	76	144	202	180	175	229	313	233	173	287	277	257	251	138	83
Weighted base	1006	493	513	121	161	191	171	151	211	271	292	211	232	256	266	252	145	87
NET: Watching the game	516	306	209	68	92	95	104	59	98	140	150	120	106	138	151	143	64	20
	51%	62%	41%	56%	57%	50%	61%	39%	46%	51%	52%	57%	46%	54%	57%	57%	44%	23%
I'll be watching the game in the pub	86	57	29	27	21	14	17	4	2	25	21	30	10	17	28	22	13	5
	9%	12%	6%	23%	13%	8%	10%	3%	1%	9%	7%	14%	4%	7%	11%	9%	9%	6%
I'll be watching the game at home or at a friend's	366	204	162	37	55	63	75	50	86	97	111	74	84	103	105	103	41	13
	36%	41%	32%	31%	34%	33%	44%	33%	41%	36%	38%	35%	36%	40%	40%	41%	28%	15%
I'll be working but still plan to watch/listen on the radio	26	18	8	3	3	8	4	3	5	6	8	8	5	8	5	5	8	-
	3%	4%	1%	3%	2%	4%	2%	2%	2%	2%	3%	4%	2%	3%	2%	2%	6%	-
I'll be watching the game somewhere else	38	27	11	-	13	9	8	2	5	11	11	8	7	10	12	13	1	2
	4%	5%	2%	-	8%	5%	5%	2%	2%	4%	4%	4%	3%	4%	5%	5%	1%	2%
I'll be working so I won't be able to watch	68	36	32	10	13	14	12	15	3	13	24	20	11	15	18	15	15	4
	7%	7%	6%	9%	8%	7%	7%	10%	1%	5%	8%	9%	5%	6%	7%	6%	10%	5%
I won't be watching the game	423	151	272	42	56	82	55	77	111	119	117	71	115	103	96	94	67	63
	42%	31%	53%	35%	35%	43%	32%	51%	52%	44%	40%	34%	49%	40%	36%	37%	46%	72%

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Table 2

**Q.2 Which one of the following would you most enjoy drinking while watching the England game?**

**Base: All respondents who will be watching the game**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	506	275	231	41	84	100	102	69	110	154	116	102	134	144	140	140	61	21
Weighted base	516	306	209	68	92	95	104	59	98	140	150	120	106	138	151	143	64	20
Beer	196 38%	161 53%	35 17%	30 44%	41 44%	37 39%	46 44%	19 33%	22 23%	49 35%	70 46%	54 45%	24 23%	47 34%	65 43%	52 36%	22 34%	10 50%
Tea/coffee	119 23%	61 20%	58 28%	5 7%	11 12%	14 14%	25 24%	17 29%	48 49%	28 20%	27 18%	21 18%	43 41%	29 21%	31 20%	36 25%	21 33%	2 11%
Soft drink	71 14%	29 10%	41 20%	9 13%	19 20%	23 24%	9 9%	3 6%	7 7%	17 12%	19 12%	16 13%	19 18%	25 18%	18 12%	21 15%	5 8%	2 7%
Wine	68 13%	18 6%	50 24%	4 6%	11 12%	15 16%	16 15%	13 21%	9 10%	24 17%	21 14%	15 12%	9 8%	20 14%	20 13%	19 13%	7 11%	3 14%
Cider	30 6%	23 8%	6 3%	10 15%	5 5%	3 3%	5 5%	2 3%	5 5%	11 8%	7 5%	7 6%	4 4%	9 6%	6 4%	7 5%	6 9%	2 9%
Spirits	21 4%	7 2%	14 7%	10 14%	2 3%	3 3%	3 3%	2 4%	1 2%	7 5%	6 4%	6 5%	2 2%	4 3%	8 6%	6 4%	2 4%	1 5%
Other	6 1%	4 1%	3 1%	- -	2 2%	- -	1 1%	1 1%	3 3%	1 1%	2 1%	1 1%	2 2%	4 3%	1 1%	2 1%	- -	- -
Don't know	5 1%	3 1%	2 1%	- -	1 1%	* 1%	* *	2 4%	1 1%	3 2%	- -	1 1%	1 1%	2 1%	2 1%	1 *	1 1%	* 2%