



## BBC RADIO 5 LIVE – PREMIERSHIP VIEWERS SURVEY

Methodology: ComRes interviewed 1,000 UK adults, who report being regular viewers of Premier League football (watching it live at least once a month), online between 7th and 15th March 2017. Data were drawn from a nationally representative sample of UK adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

For information about commissioning research please contact [marc.hardwick@comresglobal.com](mailto:marc.hardwick@comresglobal.com) or call +44 (0)20 7871 8660.

### REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51/F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

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## BBC Radio 5 Live Premiership Viewers Survey

**Q1\_SUM. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### SUMMARY TABLE

Base: All respondents

	Total	More than once a week	Once a week	Once a fortnight	Once a month	2-3 times in a season	Once a season	Less often than once a season	Don't know	Net: Weekly	Net: Monthly
A Premier League football match	1000 100%	336 34%	395 40%	130 13%	139 14%	- -	- -	- -	- -	731 73%	1000 100%
A Football League football match	1000 100%	197 20%	308 31%	147 15%	157 16%	83 8%	23 2%	77 8%	8 1%	505 51%	809 81%
A Premiership rugby union match	1000 100%	41 4%	108 11%	116 12%	125 13%	108 11%	50 5%	409 41%	43 4%	149 15%	390 39%
A Super League rugby league match	1000 100%	40 4%	81 8%	91 9%	98 10%	90 9%	70 7%	477 48%	53 5%	121 12%	310 31%
A County Championships cricket match	1000 100%	40 4%	65 7%	71 7%	81 8%	124 12%	75 8%	497 50%	47 5%	105 11%	257 26%
A Formula One race	1000 100%	42 4%	129 13%	193 19%	135 14%	134 13%	57 6%	283 28%	27 3%	171 17%	499 50%

## BBC Radio 5 Live Premiership Viewers Survey

**Q1\_SUM. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### Net: Weekly summary

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
A Premier League football match	731 73%	202 69%	258 72%	271 78% a	399 77% e	332 68%	394 72%	337 74%	232 73%	94 71%	179 74%	115 71%
A Football League football match	505 51%	158 54%	170 47%	177 51%	261 51%	244 50%	254 46%	251 55% f	150 47%	66 50%	130 54%	85 52%
A Premiership rugby union match	149 15%	58 20% bc	48 13%	43 12%	81 16%	68 14%	84 15%	65 14%	41 13%	21 16%	33 14%	27 17%
A Super League rugby league match	121 12%	51 17% bc	32 9%	38 11%	68 13%	53 11%	64 12%	57 13%	30 9%	17 13%	41 17% hk	16 10%
A County Championships cricket match	105 11%	46 16% bc	27 8%	32 9%	56 11%	49 10%	70 13% g	35 8%	31 10%	19 14%	23 10%	19 12%
A Formula One race	171 17%	75 26% bc	62 17% c	34 10%	90 17%	81 17%	100 18%	71 16%	57 18%	25 19%	34 14%	31 19%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1\_SUM. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### Net: Weekly summary

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
A Premier League football match	731 73%	336 100%	731 100%	609 74%	633 77%	331 73%	195 70%	324 75%	256 73%	235 73%	345 74%	103 86%	147 69%	252 74%
						f						lm		
A Football League football match	505 51%	249 74%	475 65%	434 53%	445 54%	255 56%	166 59%	251 58%	203 58%	192 60%	266 57%	78 65%	112 52%	162 47%
			b							c		lm		
A Premiership rugby union match	149 15%	71 21%	128 18%	132 16%	138 17%	95 21%	74 26%	92 21%	85 24%	82 25%	95 20%	30 25%	52 24%	36 11%
						c	cd	cd	cd	cd	c	m	m	
A Super League rugby league match	121 12%	58 17%	111 15%	108 13%	113 14%	86 19%	62 22%	78 18%	70 20%	64 20%	79 17%	32 27%	33 15%	36 11%
						cd	cd	cd	cd	cd		lm		
A County Championships cricket match	105 11%	52 15%	92 13%	99 12%	103 13%	76 17%	59 21%	74 17%	65 19%	64 20%	76 16%	23 19%	41 19%	21 6%
						cd	cd	cd	cd	cd	c	m	m	
A Formula One race	171 17%	81 24%	144 20%	159 19%	158 19%	119 26%	92 33%	115 27%	110 31%	96 30%	120 26%	45 38%	47 22%	45 13%
						cd	cdj	cd	cd	cd	cd	lm	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q1\_SUM. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### Net: Monthly summary

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
A Premier League football match	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
A Football League football match	809 81%	248 85%	283 79%	278 80%	411 80%	398 82%	441 81%	368 81%	247 78%	104 79%	203 84%	137 84%
A Premiership rugby union match	390 39%	149 51% bc	132 37%	109 31%	211 41%	179 37%	220 40%	170 38%	109 34%	63 48% hj	90 37%	64 39%
A Super League rugby league match	310 31%	140 48% bc	97 27%	73 21%	166 32%	144 30%	171 31%	139 31%	82 26%	46 35%	86 36% h	46 28%
A County Championships cricket match	257 26%	120 41% bc	69 19%	68 19%	144 28%	113 23%	157 29% g	100 22%	75 24%	51 39% hjk	59 24%	43 26%
A Formula One race	499 50%	177 60% bc	172 48%	150 43%	287 56% e	212 44%	292 53% g	207 46%	154 49%	79 60% hjk	116 48%	75 46%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1\_SUM. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### Net: Monthly summary

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
A Premier League football match	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
A Football League football match	809 81%	305 91%	625 85%	681 83%	692 84%	388 86%	251 90%	375 87%	315 90%	289 90%	403 87%	104 87%	189 88%	260 76%
		b					cd	c				m	m	
A Premiership rugby union match	390 39%	152 45%	305 42%	356 43%	349 43%	239 53%	175 63%	225 52%	205 58%	184 57%	238 51%	67 56%	117 55%	109 32%
						cd	cdegj	cd	cdj	cd	cd	m	m	
A Super League rugby league match	310 31%	130 39%	248 34%	287 35%	282 34%	208 46%	160 57%	197 46%	181 52%	164 51%	204 44%	63 53%	96 45%	77 23%
						cd	cdegj	cd	cdj	cd	cd	m	m	
A County Championships cricket match	257 26%	114 34%	203 28%	234 28%	244 30%	185 41%	146 52%	175 41%	162 46%	153 48%	180 39%	48 40%	91 43%	60 18%
		b				cd	cdegj	cd	cdj	cdj	cd	m	m	
A Formula One race	499 50%	183 54%	385 53%	431 52%	435 53%	271 60%	194 69%	261 61%	236 67%	211 66%	273 59%	82 68%	125 58%	159 46%
						cd	cdegj	cd	cdej	cd	c	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m



## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Premier League football match

Base: All respondents

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	336 34%	95 32%	113 32%	128 37%	200 39%	136 28%	184 34%	152 34%	106 34%	37 28%	99 41%	43 26%
Once a week	395 40%	107 37%	145 41%	143 41%	199 39%	196 40%	210 38%	185 41%	126 40%	57 43%	80 33%	72 44%
Once a fortnight	130 13%	49 17%	50 14%	31 9%	59 11%	71 15%	75 14%	55 12%	45 14%	19 14%	24 10%	30 18%
Once a month	139 14%	42 14%	50 14%	47 13%	57 11%	82 17%	78 14%	61 13%	39 12%	19 14%	39 16%	18 11%
2-3 times in a season	-	-	-	-	-	-	-	-	-	-	-	-
Once a season	-	-	-	-	-	-	-	-	-	-	-	-
Less often than once a season	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>												
Net: Weekly	731 73%	202 69%	258 72%	271 78%	399 77%	332 68%	394 72%	337 74%	232 73%	94 71%	179 74%	115 71%
Net: Monthly	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Premier League football match

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	336	336	336	283	315	160	90	147	118	110	157	42	70	128
	34%	100%	46%	34%	38%	35%	32%	34%	34%	34%	34%	35%	33%	37%
Once a week	395	-	395	326	318	171	105	177	138	125	188	61	77	124
	40%	-	54%	40%	39%	38%	38%	41%	39%	39%	40%	51%	36%	36%
Once a fortnight	130	-	-	107	100	63	44	57	49	45	66	7	37	41
	13%	-	-	13%	12%	14%	16%	13%	14%	14%	14%	6%	17%	12%
Once a month	139	-	-	108	87	58	41	49	46	42	54	10	30	49
	14%	-	-	13%	11%	13%	15%	11%	13%	13%	12%	8%	14%	14%
2-3 times in a season	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a season	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often than once a season	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>														
Net: Weekly	731	336	731	609	633	331	195	324	256	235	345	103	147	252
	73%	100%	100%	74%	77%	73%	70%	75%	73%	73%	74%	86%	69%	74%
Net: Monthly	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Football League football match

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	197 20%	80 27% bc	56 16%	61 17%	108 21%	89 18%	91 17%	106 23% f	60 19%	26 20%	56 23%	28 17%
Once a week	308 31%	78 27%	114 32%	116 33%	153 30%	155 32%	163 30%	145 32%	90 28%	40 30%	74 31%	57 35%
Once a fortnight	147 15%	43 15%	56 16%	48 14%	78 15%	69 14%	92 17% g	55 12%	48 15%	16 12%	35 14%	28 17%
Once a month	157 16%	47 16%	57 16%	53 15%	72 14%	85 18%	95 17%	62 14%	49 16%	22 17%	38 16%	24 15%
2-3 times in a season	83 8%	21 7%	29 8%	33 9%	45 9%	38 8%	43 8%	40 9%	27 9%	9 7%	18 7%	12 7%
Once a season	23 2%	8 3%	10 3%	5 1%	8 2%	15 3%	15 3%	8 2%	7 2%	3 2%	5 2%	6 4%
Less often than once a season	77 8%	14 5%	34 9% a	29 8%	48 9% e	29 6%	43 8%	34 8%	32 10%	13 10%	14 6%	8 5%
Don't know	8 1%	2 1%	2 1%	4 1%	3 1%	5 1%	5 1%	3 1%	3 1%	3 2%	2 1%	- -
<b>NETS</b>												
Net: Weekly	505 51%	158 54%	170 47%	177 51%	261 51%	244 50%	254 46%	251 55% f	150 47%	66 50%	130 54%	85 52%
Net: Monthly	809 81%	248 85%	283 79%	278 80%	411 80%	398 82%	441 81%	368 81%	247 78%	104 79%	203 84%	137 84%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Football League football match

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	197 20%	165 49%	193 26%	174 21%	183 22%	113 25%	73 26%	110 26%	95 27%	86 27%	116 25%	34 28%	48 22%	67 20%
Once a week	308 31%	84 25%	282 39%	260 32%	262 32%	142 31%	93 33%	141 33%	108 31%	106 33%	150 32%	44 37%	64 30%	95 28%
Once a fortnight	147 15%	28 8%	85 12%	120 15%	120 15%	68 15%	45 16%	59 14%	52 15%	49 15%	67 14%	14 12%	42 20%	43 13%
Once a month	157 16%	28 8%	65 9%	127 15%	127 15%	65 14%	40 14%	65 15%	60 17%	48 15%	70 15%	12 10%	35 16%	55 16%
2-3 times in a season	83 8%	14 4%	46 6%	68 8%	60 7%	31 7%	17 6%	29 7%	22 6%	21 7%	33 7%	9 8%	13 6%	28 8%
Once a season	23 2%	4 1%	8 1%	22 3%	13 2%	13 3%	4 1%	9 2%	5 1%	5 2%	11 2%	3 3%	5 2%	9 3%
Less often than once a season	77 8%	12 4%	47 6%	47 6%	50 6%	16 4%	6 2%	13 3%	7 2%	7 2%	14 3%	4 3%	7 3%	41 12%
Don't know	8 1%	1 *	5 1%	6 1%	5 1%	4 1%	2 1%	4 1%	2 1%	- -	4 1%	- -	- -	4 1%
<b>NETS</b>														
Net: Weekly	505 51%	249 74%	475 65%	434 53%	445 54%	255 56%	166 59%	251 58%	203 58%	192 60%	266 57%	78 65%	112 52%	162 47%
Net: Monthly	809 81%	305 91%	625 85%	681 83%	692 84%	388 86%	251 90%	375 87%	315 90%	289 90%	403 87%	104 87%	189 88%	260 76%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Premiership rugby union match

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	41 4%	21 7% bc	13 4%	7 2%	22 4%	19 4%	25 5%	16 4%	15 5%	8 6%	7 3%	5 3%
Once a week	108 11%	37 13%	35 10%	36 10%	59 11%	49 10%	59 11%	49 11%	26 8%	13 10%	26 11%	22 13%
Once a fortnight	116 12%	48 16% bc	38 11%	30 9%	77 15% e	39 8%	73 13%	43 9%	33 10%	19 14%	35 14% k	13 8%
Once a month	125 13%	43 15%	46 13%	36 10%	53 10%	72 15% d	63 12%	62 14%	35 11%	23 17% j	22 9%	24 15%
2-3 times in a season	108 11%	25 9%	40 11%	43 12%	55 11%	53 11%	63 12%	45 10%	39 12%	10 8%	25 10%	18 11%
Once a season	50 5%	14 5%	16 4%	20 6%	26 5%	24 5%	30 5%	20 4%	19 6%	8 6%	10 4%	8 5%
Less often than once a season	409 41%	91 31%	153 43% a	165 47% a	207 40%	202 42%	214 39%	195 43%	134 42%	44 33%	104 43%	69 42%
Don't know	43 4%	14 5%	17 5%	12 3%	16 3%	27 6%	20 4%	23 5%	15 5%	7 5%	13 5%	4 2%
<b>NETS</b>												
Net: Weekly	149 15%	58 20% bc	48 13%	43 12%	81 16%	68 14%	84 15%	65 14%	41 13%	21 16%	33 14%	27 17%
Net: Monthly	390 39%	149 51% bc	132 37%	109 31%	211 41%	179 37%	220 40%	170 38%	109 34%	63 48% hj	90 37%	64 39%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Premiership rugby union match

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	41 4%	26 8%	38 5%	37 4%	39 5%	30 7%	25 9% cd	28 7%	28 8% cd	27 8% cd	28 6%	10 8%	11 5%	13 4%
Once a week	108 11%	45 13%	90 12%	95 12%	99 12%	65 14%	49 18% cd	64 15%	57 16% c	55 17% cd	67 14%	20 17% m	41 19% m	23 7%
Once a fortnight	116 12%	44 13%	89 12%	110 13%	109 13%	79 17% cd	58 21% cd	71 17%	66 19% cd	52 16%	75 16%	18 15%	36 17% m	35 10%
Once a month	125 13%	37 11%	88 12%	114 14%	102 12%	65 14%	43 15%	62 14%	54 15%	50 16%	68 15%	19 16%	29 14%	38 11%
2-3 times in a season	108 11%	29 9%	74 10%	89 11%	87 11%	50 11%	31 11%	44 10%	32 9%	29 9%	50 11%	9 8%	20 9%	37 11%
Once a season	50 5%	14 4%	35 5%	44 5%	37 5%	19 4%	10 4%	18 4%	17 5%	17 5%	19 4%	4 3%	10 5%	16 5%
Less often than once a season	409 41%	128 38%	288 39%	307 37% efghij	314 38% efghij	125 28% f	51 18% f	127 30% f	84 24% f	82 25% f	142 31% fh	34 28%	61 29%	164 48% kl
Don't know	43 4%	13 4%	29 4%	28 3%	33 4%	19 4%	13 5%	16 4%	13 4%	10 3%	16 3%	6 5%	6 3%	16 5%
<b>NETS</b>														
Net: Weekly	149 15%	71 21%	128 18%	132 16%	138 17%	95 21% c	74 26% cd	92 21% cd	85 24% cd	82 25% cd	95 20% c	30 25% m	52 24% m	36 11%
Net: Monthly	390 39%	152 45%	305 42%	356 43%	349 43%	239 53% cd	175 63% cdegj	225 52% cd	205 58% cdj	184 57% cd	238 51% cd	67 56% m	117 55% m	109 32%

Columns Tested: a, b - c, d, e, f, g, h, i, j - k, l, m

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Super League rugby league match

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	40 4%	17 6%	13 4%	10 3%	24 5%	16 3%	21 4%	19 4%	8 3%	6 5%	17 7% hk	4 2%
Once a week	81 8%	34 12% b	19 5%	28 8%	44 9%	37 8%	43 8%	38 8%	22 7%	11 8%	24 10%	12 7%
Once a fortnight	91 9%	45 15% bc	32 9% c	14 4%	50 10%	41 8%	51 9%	40 9%	22 7%	13 10%	27 11%	16 10%
Once a month	98 10%	44 15% bc	33 9%	21 6%	48 9%	50 10%	56 10%	42 9%	30 9%	16 12%	18 7%	14 9%
2-3 times in a season	90 9%	25 9%	34 9%	31 9%	50 10%	40 8%	58 11%	32 7%	23 7%	18 14% h	24 10%	13 8%
Once a season	70 7%	22 8%	20 6%	28 8%	38 7%	32 7%	38 7%	32 7%	18 6%	6 5%	20 8%	17 10%
Less often than once a season	477 48%	91 31% a	186 52% a	200 57% a	237 46%	240 49%	256 47%	221 49%	175 55% ij	56 42%	100 41%	77 47%
Don't know	53 5%	15 5%	21 6%	17 5%	24 5%	29 6%	24 4%	29 6%	18 6%	6 5%	12 5%	10 6%
<b>NETS</b>												
Net: Weekly	121 12%	51 17% bc	32 9%	38 11%	68 13%	53 11%	64 12%	57 13%	30 9%	17 13%	41 17% hk	16 10%
Net: Monthly	310 31%	140 48% bc	97 27%	73 21%	166 32%	144 30%	171 31%	139 31%	82 26%	46 35%	86 36% h	46 28%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Super League rugby league match

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	40 4%	25 7%	39 5%	34 4%	38 5%	29 6%	22 8% cd	25 6%	23 7%	21 7%	25 5%	11 9% m	9 4%	10 3%
Once a week	81 8%	33 10%	72 10%	74 9%	75 9%	57 13% c	40 14% cd	53 12%	47 13% cd	43 13% cd	54 12%	21 18% m	24 11%	26 8%
Once a fortnight	91 9%	35 10%	64 9%	84 10%	82 10%	63 14% cd	56 20% cdej	62 14% cd	63 18% cd	52 16% cd	64 14% d	18 15% m	37 17% m	16 5%
Once a month	98 10%	37 11%	73 10%	95 12%	87 11%	59 13%	42 15% d	57 13%	48 14%	48 15% d	61 13%	13 11%	26 12%	25 7%
2-3 times in a season	90 9%	27 8%	61 8%	81 10%	78 10%	48 11%	29 10%	36 8%	32 9%	30 9%	46 10%	5 4%	20 9%	39 11% k
Once a season	70 7%	19 6%	45 6%	61 7%	54 7%	31 7%	19 7%	35 8%	30 9%	27 8%	37 8%	8 7%	25 12% m	16 5%
Less often than once a season	477 48%	148 44%	340 47%	362 44% efghij	364 44% efghij	147 33% f	61 22% f	145 34% f	96 27%	91 28%	158 34% fh	40 33%	67 31%	191 56% kl
Don't know	53 5%	12 4%	37 5%	33 4%	42 5%	18 4%	11 4%	17 4%	12 3%	10 3%	20 4%	4 3%	6 3%	19 6%
<b>NETS</b>														
Net: Weekly	121 12%	58 17%	111 15%	108 13%	113 14%	86 19% cd	62 22% cd	78 18% cd	70 20% cd	64 20% cd	79 17%	32 27% lm	33 15%	36 11%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m



## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Super League rugby league match

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	310	130	248	287	282	208	160	197	181	164	204	63	96	77
	31%	39%	34%	35%	34%	46%	57%	46%	52%	51%	44%	53%	45%	23%
						cd	cdegj	cd	cdj	cd	cd	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A County Championships cricket match

Base: All respondents

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	40 4%	19 6% bc	10 3%	11 3%	18 3%	22 5%	30 5% g	10 2%	11 3%	11 8% hj	8 3%	6 4%
Once a week	65 7%	27 9% b	17 5%	21 6%	38 7%	27 6%	40 7%	25 6%	20 6%	8 6%	15 6%	13 8%
Once a fortnight	71 7%	40 14% bc	17 5%	14 4%	42 8%	29 6%	40 7%	31 7%	21 7%	15 11%	15 6%	14 9%
Once a month	81 8%	34 12% bc	25 7%	22 6%	46 9%	35 7%	47 9%	34 8%	23 7%	17 13% k	21 9%	10 6%
2-3 times in a season	124 12%	24 8%	43 12%	57 16% a	75 15% e	49 10%	73 13%	51 11%	37 12%	11 8%	41 17% i	22 13%
Once a season	75 8%	28 10%	23 6%	24 7%	39 8%	36 7%	43 8%	32 7%	30 9%	15 11% j	13 5%	13 8%
Less often than once a season	497 50%	111 38% a	202 56% a	184 53% a	242 47%	255 53%	254 46%	243 54% f	155 49% i	51 39%	119 49%	81 50%
Don't know	47 5%	10 3%	21 6%	16 5%	15 3%	32 7% d	20 4%	27 6%	19 6%	4 3%	10 4%	4 2%
<b>NETS</b>												
Net: Weekly	105 11%	46 16% bc	27 8%	32 9%	56 11%	49 10%	70 13% g	35 8%	31 10%	19 14%	23 10%	19 12%
Net: Monthly	257 26%	120 41% bc	69 19%	68 19%	144 28%	113 23%	157 29% g	100 22%	75 24%	51 39% hjk	59 24%	43 26%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A County Championships cricket match

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	40 4%	26 8%	37 5%	39 5%	40 5%	30 7%	23 cd	29 7%	27 c	24 7%	30 6%	8 7%	15 7%	10 3%
Once a week	65 7%	26 8%	55 8%	60 7%	63 8%	46 10%	36 cd	45 10%	38 c	40 cd	46 10%	15 13%	26 12%	11 3%
Once a fortnight	71 7%	31 9%	53 7%	66 8%	68 8%	59 13%	49 cd	53 12%	53 15%	48 cd	54 12%	11 9%	29 14%	16 5%
Once a month	81 8%	31 9%	58 8%	69 8%	73 9%	50 11%	38 cd	48 11%	44 c	41 c	50 11%	14 12%	21 10%	23 7%
2-3 times in a season	124 12%	50 15%	98 13%	103 13%	105 13%	46 10%	29 10%	42 10%	35 10%	34 11%	46 10%	12 10%	27 13%	44 13%
Once a season	75 8%	19 6%	49 7%	67 8%	62 8%	40 9%	20 7%	37 9%	26 7%	25 8%	39 8%	8 7%	17 8%	31 9%
Less often than once a season	497 50%	141 42%	349 48%	385 47%	374 46%	162 36%	74 26%	157 37%	110 31%	97 30%	178 38%	44 37%	77 36%	192 56%
Don't know	47 5%	12 4%	32 4%	35 4%	35 4%	19 4%	11 4%	19 4%	18 5%	13 4%	22 5%	8 7%	2 1%	15 4%
<b>NETS</b>														
Net: Weekly	105 11%	52 15%	92 13%	99 12%	103 13%	76 cd	59 cd	74 cd	65 19%	64 20%	76 16%	23 m	41 19%	21 6%
Net: Monthly	257 26%	114 34%	203 28%	234 28%	244 30%	185 41%	146 52%	175 41%	162 46%	153 48%	180 39%	48 40%	91 43%	60 18%
Columns Tested:	a,b	c,d,e,f,g,h,i,j	k,l,m											

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Formula One race

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	42 4%	20 7% c	14 4%	8 2%	24 5%	18 4%	24 4%	18 4%	16 5%	6 5%	6 2%	6 4%
Once a week	129 13%	55 19% c	48 13% c	26 7%	66 13%	63 13%	76 14%	53 12%	41 13%	19 14%	28 12%	25 15%
Once a fortnight	193 19%	47 16%	66 18%	80 23% a	116 23% e	77 16%	109 20%	84 19%	63 20%	30 23%	49 20%	27 17%
Once a month	135 14%	55 19% bc	44 12%	36 10%	81 16% e	54 11%	83 15%	52 11%	34 11%	24 18% h	33 14%	17 10%
2-3 times in a season	134 13%	35 12%	49 14%	50 14%	57 11%	77 16% d	68 12%	66 15%	46 15%	17 13%	25 10%	23 14%
Once a season	57 6%	19 6%	24 7%	14 4%	25 5%	32 7%	27 5%	30 7%	13 4%	4 3%	18 7%	12 7%
Less often than once a season	283 28%	56 19%	104 29% a	123 35% a	137 27%	146 30%	147 27%	136 30%	94 30%	29 22%	74 31%	49 30%
Don't know	27 3%	6 2%	9 3%	12 3%	9 2%	18 4%	13 2%	14 3%	9 3%	3 2%	9 4%	4 2%
<b>NETS</b>												
Net: Weekly	171 17%	75 26% bc	62 17% c	34 10%	90 17%	81 17%	100 18%	71 16%	57 18%	25 19%	34 14%	31 19%
Net: Monthly	499 50%	177 60% bc	172 48%	150 43%	287 56% e	212 44%	292 53% g	207 46%	154 49%	79 60% hjk	116 48%	75 46%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q1. On average, how often, if at all, do you watch each of the following sporting events live on television / on screen (as opposed to highlights) during their season?**

### A Formula One race

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	42 4%	26 8%	40 5%	41 5%	40 5%	32 7%	24 9%	32 7%	33 9%	28 9%	34 7%	17 14%	10 5%	10 3%
							cd		cd	cd		lm		
Once a week	129 13%	55 16%	104 14%	118 14%	118 14%	87 19%	68 24%	83 19%	77 22%	68 21%	86 18%	28 23%	37 17%	35 10%
						cd	cd	cd	cd	cd	c	m	m	
Once a fortnight	193 19%	65 19%	146 20%	152 18%	157 19%	76 17%	48 17%	70 16%	53 15%	51 16%	73 16%	18 15%	39 18%	75 22%
Once a month	135 14%	37 11%	95 13%	120 15%	120 15%	76 17%	54 19%	76 18%	73 21%	64 20%	80 17%	19 16%	39 18%	39 11%
									cd	cd			m	
2-3 times in a season	134 13%	37 11%	90 12%	114 14%	109 13%	63 14%	28 10%	50 12%	33 9%	35 11%	61 13%	7 6%	30 14%	41 12%
				h		h							k	
Once a season	57 6%	16 5%	35 5%	50 6%	46 6%	30 7%	17 6%	28 7%	24 7%	20 6%	32 7%	7 6%	8 4%	19 6%
Less often than once a season	283 28%	96 29%	201 27%	210 25%	211 26%	78 17%	36 13%	84 20%	52 15%	52 16%	92 20%	21 18%	48 22%	112 33%
				efghij	efghij			f			f			kl
Don't know	27 3%	4 1%	20 3%	19 2%	19 2%	10 2%	5 2%	7 2%	6 2%	4 1%	7 2%	3 3%	3 1%	11 3%
<b>NETS</b>														
Net: Weekly	171 17%	81 24%	144 20%	159 19%	158 19%	119 26%	92 33%	115 27%	110 31%	96 30%	120 26%	45 38%	47 22%	45 13%
						cd	cdj	cd	cd	cd	cd	lm	m	
Net: Monthly	499 50%	183 54%	385 53%	431 52%	435 53%	271 60%	194 69%	261 61%	236 67%	211 66%	273 59%	82 68%	125 58%	159 46%
						cd	cdegj	cd	cdej	cd	c	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### SUMMARY TABLE

Base: All respondents

	Total	More than once a week	Once a week or so	Every 2-3 weeks	Once a month or so	Every few months	Once or twice a season	Less often than once a season	Never	Don't know	Net: Weekly	Net: Monthly	Net: Ever
On a television at my own home using my own sports package (e.g. Sky / BT)	1000 100%	304 30%	263 26%	107 11%	78 8%	33 3%	14 1%	21 2%	176 18%	4 *	567 57%	752 75%	820 82%
On a television in a public place (e.g. pub, sports club)	1000 100%	77 8%	168 17%	113 11%	167 17%	106 11%	92 9%	101 10%	176 18%	- -	245 25%	525 53%	824 82%
Using a pay-per-view service online or on television (e.g. Now TV)	1000 100%	74 7%	110 11%	76 8%	57 6%	46 5%	23 2%	51 5%	554 55%	9 1%	184 18%	317 32%	437 44%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	1000 100%	76 8%	102 10%	80 8%	77 8%	38 4%	37 4%	42 4%	544 54%	4 *	178 18%	335 34%	452 45%
Streamed online (not through an official provider) via a streaming website	1000 100%	62 6%	110 11%	72 7%	76 8%	40 4%	26 3%	44 4%	562 56%	8 1%	172 17%	320 32%	430 43%
On a television at a friend's / family member's house using their sports package	1000 100%	56 6%	106 11%	132 13%	140 14%	104 10%	97 10%	95 10%	263 26%	7 1%	162 16%	434 43%	730 73%
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	1000 100%	48 5%	75 8%	60 6%	57 6%	34 3%	22 2%	55 6%	641 64%	8 1%	123 12%	240 24%	351 35%
On an app on my phone	1000 100%	40 4%	83 8%	70 7%	59 6%	33 3%	35 4%	52 5%	623 62%	5 1%	123 12%	252 25%	372 37%

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### SUMMARY TABLE

Base: All respondents

	Total	More than once a week	Once a week or so	Every 2-3 weeks	Once a month or so	Every few months	Once or twice a season	Less often than once a season	Never	Don't know	Net: Weekly	Net: Monthly	Net: Ever
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	1000 100%	50 5%	66 7%	61 6%	55 6%	29 3%	20 2%	41 4%	668 67%	10 1%	116 12%	232 23%	322 32%
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	1000 100%	41 4%	70 7%	61 6%	46 5%	17 2%	19 2%	26 3%	715 72%	5 1%	111 11%	218 22%	280 28%

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

### Net: Weekly summary

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
On a television at my own home using my own sports package (e.g. Sky / BT)	567 57%	156 53%	207 58%	204 58%	299 58%	268 55%	318 58%	249 55%	186 59%	70 53%	143 59%	91 56%
On a television in a public place (e.g. pub, sports club)	245 25%	92 31%	92 26%	61 17%	143 28%	102 21%	134 24%	111 25%	70 22%	39 30%	63 26%	35 21%
Using a pay-per-view service online or on television (e.g. Now TV)	184 18%	80 27%	71 20%	33 9%	99 19%	85 18%	106 19%	78 17%	64 20%	24 18%	38 16%	34 21%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	178 18%	86 29%	62 17%	30 9%	87 17%	91 19%	100 18%	78 17%	60 19%	26 20%	34 14%	42 26%
Streamed online (not through an official provider) via a streaming website	172 17%	90 31%	61 17%	21 6%	95 18%	77 16%	94 17%	78 17%	43 14%	33 25%	34 14%	33 20%
On a television at a friend's / family member's house using their sports package	162 16%	89 30%	52 15%	21 6%	74 14%	88 18%	83 15%	79 17%	44 14%	27 20%	42 17%	29 18%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

### Net: Weekly summary

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	123 12%	76 26% bc	45 13% c	2 1%	63 12%	60 12%	70 13%	53 12%	30 9%	27 20% hj	26 11%	23 14%
On an app on my phone	123 12%	79 27% bc	34 9% c	10 3%	59 11%	64 13%	72 13%	51 11%	31 10%	24 18% hj	23 10%	32 20% hj
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	116 12%	67 23% bc	43 12% c	6 2%	61 12%	55 11%	67 12%	49 11%	32 10%	24 18% hj	26 11%	19 12%
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	111 11%	63 22% bc	41 11% c	7 2%	58 11%	53 11%	63 12%	48 11%	38 12%	18 14%	23 10%	22 13%
<b>NETS</b>												
Net: Streamed online	223 22%	119 41% bc	81 23% c	23 7%	121 23%	102 21%	123 22%	100 22%	58 18%	44 33% hj	45 19%	43 26% h

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

**Net: Weekly summary**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
On a television at my own home using my own sports package (e.g. Sky / BT)	567 57%	287 85%	523 72%	469 57%	567 69%	259 57%	149 53%	230 53%	188 54%	170 53%	250 54%	77 64%	117 55%	208 61%
On a television in a public place (e.g. pub, sports club)	245 25%	113 34%	221 30%	245 30%	211 26%	162 36%	122 44%	156 36%	144 41%	135 42%	163 35%	49 41%	66 31%	69 20%
Using a pay-per-view service online or on television (e.g. Now TV)	184 18%	94 28%	167 23%	171 21%	180 22%	137 30%	97 35%	125 29%	118 34%	105 33%	130 28%	45 38%	47 22%	54 16%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	178 18%	87 26%	162 22%	167 20%	169 21%	178 39%	111 40%	137 32%	123 35%	116 36%	144 31%	42 35%	53 25%	42 12%
Streamed online (not through an official provider) via a streaming website	172 17%	86 26%	152 21%	158 19%	155 19%	133 29%	102 36%	172 40%	125 36%	128 40%	172 37%	44 37%	61 29%	26 8%
On a television at a friend's / family member's house using their sports package	162 16%	65 19%	134 18%	153 19%	152 19%	129 29%	108 39%	122 28%	114 32%	111 34%	128 28%	37 31%	50 23%	37 11%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### Net: Weekly summary

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	123	58	106	120	120	116	101	119	123	112	123	37	47	13
	12%	17%	15%	15%	15%	26%	36%	28%	35%	35%	26%	31%	22%	4%
						cd	cdegj	cd	cdegj	cdegj	cd	m	m	
On an app on my phone	123	54	104	121	121	108	94	110	106	99	113	31	45	23
	12%	16%	14%	15%	15%	24%	34%	26%	30%	31%	24%	26%	21%	7%
						cd	cdegj	cd	cde	cdej	cd	m	m	
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	116	56	98	112	110	101	87	112	99	116	116	35	46	16
	12%	17%	13%	14%	13%	22%	31%	26%	28%	36%	25%	29%	21%	5%
						cd	cde	cd	cd	cdeghj	cd	m	m	
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	111	52	92	109	111	109	111	103	101	99	107	32	44	13
	11%	15%	13%	13%	14%	24%	40%	24%	29%	31%	23%	27%	21%	4%
						cd	cdeghij	cd	cd	cdegj	cd	m	m	
<b>NETS</b>														
Net: Streamed online	223	101	190	209	205	180	142	216	171	174	223	60	82	31
	22%	30%	26%	25%	25%	40%	51%	50%	49%	54%	48%	50%	38%	9%
						cd	cde	cde	cde	cde	cde	lm	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### Net: Monthly summary

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
On a television at my own home using my own sports package (e.g. Sky / BT)	752 75%	242 83%	275 77%	235 67%	389 76%	363 75%	423 77%	329 73%	227 72%	104 79%	192 79%	128 79%
On a television in a public place (e.g. pub, sports club)	525 53%	204 70%	199 56%	122 35%	293 57%	232 48%	294 54%	231 51%	141 45%	81 61%	134 55%	88 54%
On a television at a friend's / family member's house using their sports package	434 43%	197 67%	159 44%	78 22%	215 42%	219 45%	241 44%	193 43%	124 39%	73 55%	105 43%	75 46%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	335 34%	173 59%	113 32%	49 14%	165 32%	170 35%	193 35%	142 31%	102 32%	57 43%	71 29%	66 40%
Streamed online (not through an official provider) via a streaming website	320 32%	172 59%	104 29%	44 13%	172 33%	148 31%	182 33%	138 30%	82 26%	59 45%	70 29%	63 39%
Using a pay-per-view service online or on television (e.g. Now TV)	317 32%	145 49%	124 35%	48 14%	172 33%	145 30%	189 35%	128 28%	95 30%	56 42%	69 29%	55 34%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### Net: Monthly summary

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
On an app on my phone	252 25%	143 49% bc	86 24% c	23 7%	128 25%	124 26%	143 26%	109 24%	61 19%	52 39% hj	57 24%	50 31% h
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	240 24%	146 50% bc	80 22% c	14 4%	123 24%	117 24%	139 25%	101 22%	57 18%	51 39% hj	51 21%	46 28% h
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	232 23%	136 46% bc	78 22% c	18 5%	121 23%	111 23%	135 25%	97 21%	54 17%	50 38% hjk	54 22%	40 25%
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	218 22%	132 45% bc	74 21% c	12 3%	104 20%	114 24%	130 24%	88 19%	65 21%	46 35% hj	47 19%	40 25%
<b>NETS</b>												
Net: Streamed online	355 36%	189 65% bc	119 33% c	47 13%	183 36%	172 35%	199 36%	156 34%	94 30%	62 47% hj	77 32%	69 42% hj

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

**Net: Monthly summary**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
On a television at my own home using my own sports package (e.g. Sky / BT)	752 75%	306 91%	605 83%	633 77%	752 92%	373 83%	238 85%	342 80%	292 83%	263 82%	368 79%	102 85%	165 77%	265 77%
On a television in a public place (e.g. pub, sports club)	525 53%	193 57%	404 55%	525 64%	442 54%	315 70%	224 80%	309 72%	270 77%	249 77%	331 71%	84 70%	134 63%	156 46%
On a television at a friend's / family member's house using their sports package	434 43%	158 47%	332 45%	409 50%	389 47%	303 67%	221 79%	273 63%	254 72%	228 71%	293 63%	72 60%	124 58%	125 37%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	335 34%	122 36%	257 35%	315 38%	316 39%	335 74%	216 77%	257 60%	237 68%	220 68%	271 58%	72 60%	112 52%	76 22%
Streamed online (not through an official provider) via a streaming website	320 32%	118 35%	245 34%	298 36%	288 35%	252 56%	200 71%	320 74%	248 71%	237 74%	320 69%	72 60%	118 55%	56 16%
Using a pay-per-view service online or on television (e.g. Now TV)	317 32%	119 35%	238 33%	293 36%	307 37%	242 54%	187 67%	224 52%	210 60%	197 61%	233 50%	64 53%	101 47%	90 26%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### Net: Monthly summary

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
On an app on my phone	252	97	194	248	246	214	185	218	212	198	226	61	87	56
	25%	29%	27%	30%	30%	47%	66%	51%	60%	61%	49%	51%	41%	16%
						cd	cdegj	cd	cdegj	cdegj	cd	m	m	
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	240	89	182	233	232	223	192	233	240	216	240	61	92	38
	24%	26%	25%	28%	28%	49%	69%	54%	68%	67%	52%	51%	43%	11%
						cd	cdegj	cd	cdegj	cdegj	cd	m	m	
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	232	85	174	224	222	203	177	223	207	232	232	59	92	39
	23%	25%	24%	27%	27%	45%	63%	52%	59%	72%	50%	49%	43%	11%
						cd	cdegj	cde	cdegj	cdefghj	cd	m	m	
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	218	72	156	211	213	214	218	199	198	189	205	58	81	34
	22%	21%	21%	26%	26%	47%	78%	46%	56%	59%	44%	48%	38%	10%
						cd	cdeg hij	cd	cdegj	cdegj	cd	m	m	
<b>NETS</b>														
Net: Streamed online	355	124	268	332	320	280	221	342	276	268	355	80	129	63
	36%	37%	37%	40%	39%	62%	79%	80%	79%	83%	76%	67%	60%	18%
						cd	cde	cde	cde	cdej	cde	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

### Net: Ever summary

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
On a television in a public place (e.g. pub, sports club)	824 82%	267 91% bc	303 85% c	254 73%	432 84%	392 81%	465 85% g	359 79%	252 80%	114 86%	190 79%	142 87% hj
On a television at my own home using my own sports package (e.g. Sky / BT)	820 82%	276 94% bc	296 83% c	248 71%	416 81%	404 83%	463 85% g	357 79%	248 78%	114 86%	202 83%	139 85%
On a television at a friend's / family member's house using their sports package	730 73%	256 87% bc	265 74% c	209 60%	364 71%	366 75%	411 75%	319 70%	221 70%	110 83% hjk	174 72%	114 70%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	452 45%	218 74% bc	164 46% c	70 20%	214 42%	238 49% d	247 45%	205 45%	138 44%	81 61% hj	94 39%	83 51% j
Using a pay-per-view service online or on television (e.g. Now TV)	437 44%	190 65% bc	175 49% c	72 21%	226 44%	211 44%	250 46%	187 41%	128 41%	75 57% hj	100 41%	76 47%
Streamed online (not through an official provider) via a streaming website	430 43%	209 71% bc	151 42% c	70 20%	217 42%	213 44%	242 44%	188 42%	118 37%	82 62% hjk	93 38%	75 46%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

### Net: Ever summary

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
On an app on my phone	372 37%	200 68% bc	133 37% c	39 11%	182 35%	190 39%	206 38%	166 37%	99 31%	73 55% hjk	83 34%	67 41% h
Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)	351 35%	191 65% bc	127 35% c	33 9%	166 32%	185 38%	199 36%	152 34%	89 28%	74 56% hjk	77 32%	62 38% h
Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)	322 32%	175 60% bc	114 32% c	33 9%	162 31%	160 33%	176 32%	146 32%	80 25%	67 51% hjk	73 30%	56 34% h
At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)	280 28%	163 56% bc	98 27% c	19 5%	133 26%	147 30%	160 29%	120 26%	81 26%	57 43% hjk	63 26%	51 31%
<b>NETS</b>												
Net: Streamed online	465 47%	224 76% bc	166 46% c	75 21%	227 44%	238 49%	257 47%	208 46%	129 41%	84 64% hjk	99 41%	84 52% hj
Net: Never streamed online	535 54%	69 24%	192 54% a	274 79% ab	288 56%	247 51%	290 53%	245 54%	187 59% ik	48 36%	143 59% ik	79 48% i

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

### BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

**Net: Ever summary**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
On a television in a public place (e.g. pub, sports club)	824 82%	283 84%	609 83%	824 100% defghij	694 85%	426 94% d	273 98% degj	404 94% d	338 96% d	310 96% d	435 94% d	105 88% m	192 90% m	271 79%
On a television at my own home using my own sports package (e.g. Sky / BT)	820 82%	315 94% b	633 87%	694 84%	820 100% cefg hij	417 92% c	270 96% ceg j	384 89% c	331 94% cg j	300 93% c j	413 89% c	108 90% m	192 90% m	278 81%
On a television at a friend's / family member's house using their sports package	730 73%	257 76%	543 74%	673 82% d	633 77%	417 92% cd	267 95% cdg j	387 90% cd	335 95% cdg j	300 93% cd	417 90% cd	94 78% m	179 84% m	233 68%
At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)	452 45%	160 48%	331 45%	426 52%	417 51%	452 100% cdfghij	273 98% cdghij	330 77% cd	305 87% cdg j	277 86% cdg j	351 75% cd	90 75% m	140 65% m	109 32%
Using a pay-per-view service online or on television (e.g. Now TV)	437 44%	152 45%	325 44%	407 49%	414 50%	324 72% cd	240 86% cdeg j	305 71% cd	283 81% cdeg j	261 81% cdeg j	322 69% cd	79 66% m	133 62% m	118 35%
Streamed online (not through an official provider) via a streaming website	430 43%	147 44%	324 44%	404 49%	384 47%	330 73% cd	250 89% cde	430 100% cdefhij	332 95% cdef	302 94% cdef	430 92% cde	88 73% m	149 70% m	78 23%

Columns Tested: a, b - c, d, e, f, g, h, i, j - k, l, m



## BBC Radio 5 Live Premiership Viewers Survey

**Q2\_SUM.** Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

**Net: Ever summary**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>On an app on my phone</b>	372	142	280	363	358	303	236	300	286	259	314	75	120	89
	37%	42%	38%	44%	44%	67%	84%	70%	81%	80%	68%	63%	56%	26%
						cd	cdegj	cd	cdegj	cdegj	cd	m	m	
<b>Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)</b>	351	118	256	338	331	305	244	332	351	283	351	79	123	61
	35%	35%	35%	41%	40%	67%	87%	77%	100%	88%	75%	66%	57%	18%
						cd	cdegj	cde	cdefgij	cdegj	cde	m	m	
<b>Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)</b>	322	110	235	310	300	277	234	302	283	322	322	75	123	47
	32%	33%	32%	38%	37%	61%	84%	70%	81%	100%	69%	63%	57%	14%
						cd	cdegj	cde	cdegj	cdefghj	cde	m	m	
<b>At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)</b>	280	90	195	273	270	273	280	250	244	234	258	68	102	45
	28%	27%	27%	33%	33%	60%	100%	58%	70%	73%	55%	57%	48%	13%
						cd	cdeg hij	cd	cdegj	cdegj	cd	m	m	
<b>NETS</b>														
<b>Net: Streamed online</b>	465	157	345	435	413	351	258	430	351	322	465	93	161	81
	47%	47%	47%	53%	50%	78%	92%	100%	100%	100%	100%	78%	75%	24%
						cd	cde	cdef	cdef	cdef	cdef	m	m	
<b>Net: Never streamed online</b>	535	179	386	389	407	101	22	-	-	-	-	27	53	261
	54%	53%	53%	47%	50%	22%	8%	-	-	-	-	23%	25%	76%
				efghij	efghij	fghij	ghij							kl

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television in a public place (e.g. pub, sports club)

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	77 8%	33 11%	28 8%	16 5%	45 9%	32 7%	42 8%	35 8%	30 9%	10 8%	19 8%	8 5%
Once a week or so	168 17%	59 20%	64 18%	45 13%	98 19%	70 14%	92 17%	76 17%	40 13%	29 22%	44 18%	27 17%
Every 2-3 weeks	113 11%	49 17%	45 13%	19 5%	69 13%	44 9%	64 12%	49 11%	21 7%	23 17%	29 12%	24 15%
Once a month or so	167 17%	63 22%	62 17%	42 12%	81 16%	86 18%	96 18%	71 16%	50 16%	19 14%	42 17%	29 18%
Every few months	106 11%	32 11%	41 11%	33 9%	52 10%	54 11%	58 11%	48 11%	39 12%	11 8%	14 6%	25 15%
Once or twice a season	92 9%	15 5%	29 8%	48 14%	48 9%	44 9%	61 11%	31 7%	30 9%	12 9%	21 9%	15 9%
Less often than once a season	101 10%	16 5%	34 9%	51 15%	39 8%	62 13%	52 10%	49 11%	42 13%	10 8%	21 9%	14 9%
Never	176 18%	26 9%	55 15%	95 27%	83 16%	93 19%	82 15%	94 21%	64 20%	18 14%	52 21%	21 13%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
<b>NETS</b>												
Net: Weekly	245 25%	92 31%	92 26%	61 17%	143 28%	102 21%	134 24%	111 25%	70 22%	39 30%	63 26%	35 21%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television in a public place (e.g. pub, sports club)

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	525	204	199	122	293	232	294	231	141	81	134	88
	53%	70%	56%	35%	57%	48%	54%	51%	45%	61%	55%	54%
		bc	c		e					h	h	
Net: Ever	824	267	303	254	432	392	465	359	252	114	190	142
	82%	91%	85%	73%	84%	81%	85%	79%	80%	86%	79%	87%
		bc	c				g					hj

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television in a public place (e.g. pub, sports club)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	77	55	74	77	71	59	47	57	56	53	59	21	26	17
	8%	16%	10%	9%	9%	13%	17%	13%	16%	16%	13%	18%	12%	5%
		b				cd	cd	cd	cd	cd	d	m	m	
Once a week or so	168	58	147	168	140	103	75	99	88	82	104	28	40	52
	17%	17%	20%	20%	17%	23%	27%	23%	25%	25%	22%	23%	19%	15%
						d	cd	d	d	d	d	m		
Every 2-3 weeks	113	36	81	113	92	72	53	70	59	57	75	18	27	35
	11%	11%	11%	14%	11%	16%	19%	16%	17%	18%	16%	15%	13%	10%
						d	cd	d	d	d	d			
Once a month or so	167	44	102	167	139	81	49	83	67	57	93	17	41	52
	17%	13%	14%	20%	17%	18%	18%	19%	19%	18%	20%	14%	19%	15%
Every few months	106	34	72	106	90	50	25	45	36	33	50	8	26	37
	11%	10%	10%	13%	11%	11%	9%	10%	10%	10%	11%	7%	12%	11%
Once or twice a season	92	30	64	92	77	33	13	26	19	16	29	3	17	38
	9%	9%	9%	11%	9%	7%	5%	6%	5%	5%	6%	3%	8%	11%
				efghij	fghij							3%	k	k
Less often than once a season	101	26	69	101	85	28	11	24	13	12	25	10	15	40
	10%	8%	9%	12%	10%	6%	4%	6%	4%	4%	5%	8%	7%	12%
				efghij	efghij									
Never	176	53	122	-	126	26	7	26	13	12	30	15	22	71
	18%	16%	17%	-	15%	6%	3%	6%	4%	4%	6%	13%	10%	21%
					cefg hij	cf	c	cf	c	c	cf			kl
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>NETS</b>														
Net: Weekly	245	113	221	245	211	162	122	156	144	135	163	49	66	69
	25%	34%	30%	30%	26%	36%	44%	36%	41%	42%	35%	41%	31%	20%
						cd	cdej	cd	cd	cd	cd	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television in a public place (e.g. pub, sports club)

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	525	193	404	525	442	315	224	309	270	249	331	84	134	156
	53%	57%	55%	64%	54%	70%	80%	72%	77%	77%	71%	70%	63%	46%
			d			cd	cdegj	cd	cde	cde	cd	m	m	
Net: Ever	824	283	609	824	694	426	273	404	338	310	435	105	192	271
	82%	84%	83%	100%	85%	94%	98%	94%	96%	96%	94%	88%	90%	79%
			defghij			d	degj	d	d	d	d	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at my own home using my own sports package (e.g. Sky / BT)

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	304 30%	85 29%	105 29%	114 33%	160 31%	144 30%	171 31%	133 29%	95 30%	40 30%	79 33%	45 28%
Once a week or so	263 26%	71 24%	102 28%	90 26%	139 27%	124 26%	147 27%	116 26%	91 29%	30 23%	64 26%	46 28%
Every 2-3 weeks	107 11%	58 20%	35 10%	14 4%	53 10%	54 11%	60 11%	47 10%	20 6%	17 13%	33 14%	20 12%
		bc	c							h	h	h
Once a month or so	78 8%	28 10%	33 9%	17 5%	37 7%	41 8%	45 8%	33 7%	21 7%	17 13%	16 7%	17 10%
		c	c							hj		
Every few months	33 3%	19 6%	9 3%	5 1%	14 3%	19 4%	22 4%	11 2%	11 3%	5 4%	5 2%	5 3%
		bc										
Once or twice a season	14 1%	9 3%	2 1%	3 1%	7 1%	7 1%	6 1%	8 2%	8 3%	3 2%	1 *	2 1%
		bc							j			
Less often than once a season	21 2%	6 2%	10 3%	5 1%	6 1%	15 3%	12 2%	9 2%	2 1%	2 2%	4 2%	4 2%
						d						
Never	176 18%	17 6%	60 17%	99 28%	97 19%	79 16%	82 15%	94 21%	67 21%	17 13%	39 16%	23 14%
			a	ab				f	i			
Don't know	4 *	- -	2 1%	2 1%	2 *	2 *	2 *	2 *	1 *	1 1%	1 *	1 1%
<b>NETS</b>												
Net: Weekly	567 57%	156 53%	207 58%	204 58%	299 58%	268 55%	318 58%	249 55%	186 59%	70 53%	143 59%	91 56%
Net: Monthly	752 75%	242 83%	275 77%	235 67%	389 76%	363 75%	423 77%	329 73%	227 72%	104 79%	192 79%	128 79%
			c	c							h	

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**On a television at my own home using my own sports package (e.g. Sky / BT)**

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Ever	820	276	296	248	416	404	463	357	248	114	202	139
	82%	94%	83%	71%	81%	83%	85%	79%	78%	86%	83%	85%
		bc	c				g					

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at my own home using my own sports package (e.g. Sky / BT)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	304	232	298	246	304	143	77	123	105	94	135	40	59	119
	30%	69%	41%	30%	37%	32%	28%	29%	30%	29%	29%	33%	28%	35%
		b			cfghij									
Once a week or so	263	55	225	223	263	116	72	107	83	76	115	37	58	89
	26%	16%	31%	27%	32%	26%	26%	25%	24%	24%	25%	31%	27%	26%
		a			cefg hij									
Every 2-3 weeks	107	10	58	94	107	71	57	69	60	58	73	19	29	27
	11%	3%	8%	11%	13%	16%	20%	16%	17%	18%	16%	16%	14%	8%
		a			c	cd	cd	c	c	cd	c	m	m	
Once a month or so	78	9	24	70	78	43	32	43	44	35	45	6	19	30
	8%	3%	3%	8%	10%	10%	11%	10%	13%	11%	10%	5%	9%	9%
									c					
Every few months	33	6	16	32	33	26	20	23	24	19	25	4	15	7
	3%	2%	2%	4%	4%	6%	7%	5%	7%	6%	5%	3%	7%	2%
							cd		cd				m	
Once or twice a season	14	-	3	10	14	8	5	9	8	8	9	1	7	2
	1%	-	*	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%
													m	
Less often than once a season	21	3	9	19	21	10	7	10	7	10	11	1	5	4
	2%	1%	1%	2%	3%	2%	3%	2%	2%	3%	2%	1%	2%	1%
Never	176	20	95	126	-	35	10	45	20	22	51	12	22	63
	18%	6%	13%	15%	-	8%	4%	10%	6%	7%	11%	10%	10%	18%
		a		defghij		df	d	dfh	d	d	dfhi			kl
Don't know	4	1	3	4	-	-	-	1	-	-	1	-	-	1
	*	*	*	*	-	-	-	*	-	-	*	-	-	*
				d										

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at my own home using my own sports package (e.g. Sky / BT)

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	567 57%	287 85%	523 72%	469 57%	567 69%	259 57%	149 53%	230 53%	188 54%	170 53%	250 54%	77 64%	117 55%	208 61%
Net: Monthly	752 75%	306 91%	605 83%	633 77%	752 92%	373 83%	238 85%	342 80%	292 83%	263 82%	368 79%	102 85%	165 77%	265 77%
Net: Ever	820 82%	315 94%	633 87%	694 84%	820 100%	417 92%	270 96%	384 89%	331 94%	300 93%	413 89%	108 90%	192 90%	278 81%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at a friend's / family member's house using their sports package

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	56 6%	38 13% bc	15 4% c	3 1%	24 5%	32 7%	28 5%	28 6%	19 6%	12 9% k	14 6%	4 2%
Once a week or so	106 11%	51 17% bc	37 10% c	18 5%	50 10%	56 12%	55 10%	51 11%	25 8%	15 11%	28 12%	25 15% h
Every 2-3 weeks	132 13%	57 19% c	52 15% c	23 7%	72 14%	60 12%	77 14%	55 12%	37 12%	24 18%	29 12%	23 14%
Once a month or so	140 14%	51 17% c	55 15% c	34 10%	69 13%	71 15%	81 15%	59 13%	43 14%	22 17%	34 14%	23 14%
Every few months	104 10%	24 8%	43 12%	37 11%	53 10%	51 11%	61 11%	43 9%	35 11%	14 11%	23 10%	13 8%
Once or twice a season	97 10%	24 8%	31 9%	42 12%	50 10%	47 10%	58 11%	39 9%	27 9%	14 11%	23 10%	16 10%
Less often than once a season	95 10%	11 4%	32 9% a	52 15% ab	46 9%	49 10%	51 9%	44 10%	35 11%	9 7%	23 10%	10 6%
Never	263 26%	33 11% a	91 25% a	139 40% ab	148 29%	115 24%	131 24%	132 29%	94 30% i	20 15%	66 27% i	48 29% i
Don't know	7 1%	4 1%	2 1%	1 *	3 1%	4 1%	5 1%	2 *	1 *	2 2%	2 1%	1 1%
<b>NETS</b>												
Net: Weekly	162 16%	89 30% bc	52 15% c	21 6%	74 14%	88 18%	83 15%	79 17%	44 14%	27 20%	42 17%	29 18%
Net: Monthly	434 43%	197 67% bc	159 44% c	78 22%	215 42%	219 45%	241 44%	193 43%	124 39%	73 55% hj	105 43%	75 46%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at a friend's / family member's house using their sports package

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Ever	730	256	265	209	364	366	411	319	221	110	174	114
	73%	87%	74%	60%	71%	75%	75%	70%	70%	83%	72%	70%
		bc	c							hjk		

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at a friend's / family member's house using their sports package

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>More than once a week</b>	56	38	51	52	55	50	44	50	49	46	51	22	13	11
	6%	11%	7%	6%	7%	11%	16%	12%	14%	14%	11%	18%	6%	3%
		b				cd	cd	cd	cd	cd	cd	lm		
<b>Once a week or so</b>	106	27	83	101	97	79	64	72	65	65	77	15	37	26
	11%	8%	11%	12%	12%	17%	23%	17%	19%	20%	17%	13%	17%	8%
						cd	cdgj	cd	cd	cd	cd		m	
<b>Every 2-3 weeks</b>	132	49	102	123	119	96	62	83	76	62	88	26	35	38
	13%	15%	14%	15%	15%	21%	22%	19%	22%	19%	19%	22%	16%	11%
						cd	cd	cd	cd	d	d	m		
<b>Once a month or so</b>	140	44	96	133	118	78	51	68	64	55	77	9	39	50
	14%	13%	13%	16%	14%	17%	18%	16%	18%	17%	17%	8%	18%	15%
													k	k
<b>Every few months</b>	104	27	66	96	85	43	21	45	37	30	48	8	21	37
	10%	8%	9%	12%	10%	10%	8%	10%	11%	9%	10%	7%	10%	11%
<b>Once or twice a season</b>	97	38	72	87	82	46	17	42	29	29	48	7	16	36
	10%	11%	10%	11%	10%	10%	6%	10%	8%	9%	10%	6%	7%	11%
				f	f						f			
<b>Less often than once a season</b>	95	34	73	81	77	25	8	27	15	13	28	7	18	35
	10%	10%	10%	10%	9%	6%	3%	6%	4%	4%	6%	6%	8%	10%
				efghij	efhij			f						
<b>Never</b>	263	77	184	145	181	32	9	40	14	20	45	25	35	107
	26%	23%	25%	18%	22%	7%	3%	9%	4%	6%	10%	21%	16%	31%
				efghij	cefg hij	f		fh			fh			kl
<b>Don't know</b>	7	2	4	6	6	3	4	3	2	2	3	1	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
<b>NETS</b>														
<b>Net: Weekly</b>	162	65	134	153	152	129	108	122	114	111	128	37	50	37
	16%	19%	18%	19%	19%	29%	39%	28%	32%	34%	28%	31%	23%	11%
						cd	cd	cd	cd	cdj	cd	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On a television at a friend's / family member's house using their sports package

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	434	158	332	409	389	303	221	273	254	228	293	72	124	125
	43%	47%	45%	50%	47%	67%	79%	63%	72%	71%	63%	60%	58%	37%
						cd	cdegij	cd	cdgj	cdgj	cd	m	m	
Net: Ever	730	257	543	673	633	417	267	387	335	300	417	94	179	233
	73%	76%	74%	82%	77%	92%	95%	90%	95%	93%	90%	78%	84%	68%
				d		cd	cdgj	cd	cdgj	cd	cd	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	76 8%	40 14% bc	25 7% c	11 3%	40 8%	36 7%	40 7%	36 8%	28 9%	16 12% j	13 5%	13 8%
Once a week or so	102 10%	46 16% bc	37 10% c	19 5%	47 9%	55 11%	60 11%	42 9%	32 10%	10 8%	21 9%	29 18% hij
Every 2-3 weeks	80 8%	46 16% bc	29 8% c	5 1%	41 8%	39 8%	52 10%	28 6%	21 7%	22 17% hjk	16 7%	14 9%
Once a month or so	77 8%	41 14% bc	22 6%	14 4%	37 7%	40 8%	41 7%	36 8%	21 7%	9 7%	21 9%	10 6%
Every few months	38 4%	17 6% c	13 4%	8 2%	14 3%	24 5%	17 3%	21 5%	9 3%	4 3%	9 4%	8 5%
Once or twice a season	37 4%	18 6% c	16 4% c	3 1%	15 3%	22 5%	17 3%	20 4%	11 3%	10 8% k	9 4%	2 1%
Less often than once a season	42 4%	10 3%	22 6% c	10 3%	20 4%	22 5%	20 4%	22 5%	16 5%	10 8% j	5 2%	7 4%
Never	544 54%	74 25%	193 54% a	277 79% ab	298 58% e	246 51%	299 55%	245 54%	177 56% i	51 39%	147 61% ik	79 48%
Don't know	4 *	1 *	1 *	2 1%	3 1%	1 *	1 *	3 1%	1 *	- -	1 *	1 1%
<b>NETS</b>												
Net: Weekly	178 18%	86 29% bc	62 17% c	30 9%	87 17%	91 19%	100 18%	78 17%	60 19%	26 20%	34 14%	42 26% j

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)**

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	335	173	113	49	165	170	193	142	102	57	71	66
	34%	59%	32%	14%	32%	35%	35%	31%	32%	43%	29%	40%
		bc	c							hj		j
Net: Ever	452	218	164	70	214	238	247	205	138	81	94	83
	45%	74%	46%	20%	42%	49%	45%	45%	44%	61%	39%	51%
		bc	c			d				hj		j

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	76	51	74	70	75	76	48	60	55	49	62	20	22	20
	8%	15%	10%	8%	9%	17%	17%	14%	16%	15%	13%	17%	10%	6%
		b				cd	cd	cd	cd	cd	cd	m		
Once a week or so	102	36	88	97	94	102	63	77	68	67	82	22	31	22
	10%	11%	12%	12%	11%	23%	23%	18%	19%	21%	18%	18%	14%	6%
						cd	cd	cd	cd	cd	cd	m	m	
Every 2-3 weeks	80	19	55	76	77	80	58	70	64	57	72	15	38	12
	8%	6%	8%	9%	9%	18%	21%	16%	18%	18%	15%	13%	18%	4%
						cd	cd	cd	cd	cd	cd	m	m	
Once a month or so	77	16	40	72	70	77	47	50	50	47	55	15	21	22
	8%	5%	5%	9%	9%	17%	17%	12%	14%	15%	12%	13%	10%	6%
						cdgj	cd		cd	cd		m		
Every few months	38	11	22	35	34	38	22	25	23	22	28	8	12	9
	4%	3%	3%	4%	4%	8%	8%	6%	7%	7%	6%	7%	6%	3%
						cd	cd					m		
Once or twice a season	37	13	22	36	34	37	14	25	23	18	28	7	8	11
	4%	4%	3%	4%	4%	8%	5%	6%	7%	6%	6%	6%	4%	3%
						cd								
Less often than once a season	42	14	30	40	33	42	21	23	22	17	24	3	8	13
	4%	4%	4%	5%	4%	9%	8%	5%	6%	5%	5%	3%	4%	4%
						cdgij	d							
Never	544	173	397	394	400	-	6	99	45	44	113	30	74	232
	54%	51%	54%	48%	49%	-	2%	23%	13%	14%	24%	25%	35%	68%
				efghij	efghij	e	efhi	ef	ef	efhi				kl
Don't know	4	3	3	4	3	-	1	1	1	1	1	-	-	1
	*	1%	*	*	*	-	*	*	*	*	*	-	-	*

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**At home through the internet using a friend and/or family's sports package login with their permission (e.g. Sky Go)**

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	178 18%	87 26%	162 22%	167 20%	169 21%	178 39% cdgj	111 40% cdgj	137 32% cd	123 35% cd	116 36% cd	144 31% cd	42 35% lm	53 25% m	42 12% m
Net: Monthly	335 34%	122 36%	257 35%	315 38%	316 39%	335 74% cdghj	216 77% cdghij	257 60% cd	237 68% cdgj	220 68% cdgj	271 58% cd	72 60% m	112 52% m	76 22% m
Net: Ever	452 45%	160 48%	331 45%	426 52%	417 51%	452 100% cdfghij	273 98% cdghij	330 77% cd	305 87% cdgj	277 86% cdgj	351 75% cd	90 75% m	140 65% m	109 32% m

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)

Base: All respondents

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	41 4%	22 8%	17 5%	2 1%	19 4%	22 5%	24 4%	17 4%	16 5%	9 7%	9 4%	5 3%
		c	c									
Once a week or so	70 7%	41 14%	24 7%	5 1%	39 8%	31 6%	39 7%	31 7%	22 7%	9 7%	14 6%	17 10%
		bc	c									
Every 2-3 weeks	61 6%	41 14%	17 5%	3 1%	23 4%	38 8%	41 7%	20 4%	15 5%	20 15%	15 6%	9 6%
		bc	c			d	g			hjk		
Once a month or so	46 5%	28 10%	16 4%	2 1%	23 4%	23 5%	26 5%	20 4%	12 4%	8 6%	9 4%	9 6%
		bc	c									
Every few months	17 2%	11 4%	5 1%	1 *	10 2%	7 1%	9 2%	8 2%	- -	2 2%	7 3%	6 4%
		c								h	h	h
Once or twice a season	19 2%	12 4%	6 2%	1 *	7 1%	12 2%	9 2%	10 2%	8 3%	4 3%	3 1%	2 1%
		c										
Less often than once a season	26 3%	8 3%	13 4%	5 1%	12 2%	14 3%	12 2%	14 3%	8 3%	5 4%	6 2%	3 2%
Never	715 72%	127 43%	259 72%	329 94%	379 74%	336 69%	386 71%	329 73%	235 74%	74 56%	178 74%	112 69%
		a	a	ab					i		i	i
Don't know	5 1%	3 1%	1 *	1 *	3 1%	2 *	1 *	4 1%	- -	1 1%	1 *	- -
<b>NETS</b>												
Net: Weekly	111 11%	63 22%	41 11%	7 2%	58 11%	53 11%	63 12%	48 11%	38 12%	18 14%	23 10%	22 13%
		bc	c									

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)**

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Net: Monthly	218 22%	132 45%	74 21%	12 3%	104 20%	114 24%	130 24%	88 19%	65 21%	46 35%	47 19%	40 25%
		bc	c							hj		
Net: Ever	280 28%	163 56%	98 27%	19 5%	133 26%	147 30%	160 29%	120 26%	81 26%	57 43%	63 26%	51 31%
		bc	c							hjk		

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	41	27	36	40	41	40	41	39	38	36	39	13	18	4
	4%	8%	5%	5%	5%	9%	15%	9%	11%	11%	8%	11%	8%	1%
		b				cd	cdegj	cd	cd	cd	cd	m	m	
Once a week or so	70	25	56	69	70	69	70	64	63	63	68	19	26	9
	7%	7%	8%	8%	9%	15%	25%	15%	18%	20%	15%	16%	12%	3%
						cd	cdegj	cd	cd	cd	cd	m	m	
Every 2-3 weeks	61	14	41	59	59	60	61	59	59	54	60	15	21	13
	6%	4%	6%	7%	7%	13%	22%	14%	17%	17%	13%	13%	10%	4%
						cd	cdegj	cd	cd	cd	cd	m	m	
Once a month or so	46	6	23	43	43	45	46	37	38	36	38	11	16	8
	5%	2%	3%	5%	5%	10%	16%	9%	11%	11%	8%	9%	7%	2%
						cd	cdegj	cd	cd	cd	cd	m	m	
Every few months	17	3	9	17	17	16	17	16	15	15	17	3	8	2
	2%	1%	1%	2%	2%	4%	6%	4%	4%	5%	4%	3%	4%	1%
						cd	cd	cd	cd	cd	cd	m	m	
Once or twice a season	19	4	12	19	19	18	19	14	12	12	15	3	7	3
	2%	1%	2%	2%	2%	4%	7%	3%	3%	4%	3%	3%	3%	1%
						cdgj	cdgj					m	m	
Less often than once a season	26	11	18	26	21	25	26	21	19	18	21	4	6	6
	3%	3%	2%	3%	3%	6%	9%	5%	5%	6%	5%	3%	3%	2%
						cd	cdgj	d	d	d	d	m	m	
Never	715	243	533	546	546	176	-	178	105	85	204	51	111	295
	72%	72%	73%	66%	67%	39%	-	41%	30%	26%	44%	43%	52%	86%
				efghij	efghij	fhi		fhi	f	f	fhi			kl
Don't know	5	3	3	5	4	3	-	2	2	3	3	1	1	2
	1%	1%	*	1%	*	1%	-	*	1%	1%	1%	1%	*	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**At home through the internet using someone else's sports package login without their permission (e.g. Sky Go)**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	111 11%	52 15%	92 13%	109 13%	111 14%	109 24% cd	111 40% cdeghij	103 24% cd	101 29% cd	99 31% cdegi	107 23% cd	32 27% m	44 21% m	13 4%
Net: Monthly	218 22%	72 21%	156 21%	211 26%	213 26%	214 47% cd	218 78% cdeghij	199 46% cd	198 56% cdegi	189 59% cdegi	205 44% cd	58 48% m	81 38% m	34 10%
Net: Ever	280 28%	90 27%	195 27%	273 33%	270 33%	273 60% cd	280 100% cdeghij	250 58% cd	244 70% cdegi	234 73% cdegi	258 55% cd	68 57% m	102 48% m	45 13%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Using a pay-per-view service online or on television (e.g. Now TV)

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	74 7%	28 10%	30 8%	16 5%	40 8%	34 7%	40 7%	34 8%	33 10%	8 6%	18 7%	7 4%
		c	c						k			
Once a week or so	110 11%	52 18%	41 11%	17 5%	59 11%	51 11%	66 12%	44 10%	31 10%	16 12%	20 8%	27 17%
		bc	c									hj
Every 2-3 weeks	76 8%	37 13%	32 9%	7 2%	44 9%	32 7%	53 10%	23 5%	16 5%	22 17%	18 7%	10 6%
		c	c				g			hjk		
Once a month or so	57 6%	28 10%	21 6%	8 2%	29 6%	28 6%	30 5%	27 6%	15 5%	10 8%	13 5%	11 7%
		c	c									
Every few months	46 5%	24 8%	15 4%	7 2%	24 5%	22 5%	22 4%	24 5%	11 3%	6 5%	12 5%	9 6%
		bc										
Once or twice a season	23 2%	12 4%	10 3%	1 *	6 1%	17 4%	12 2%	11 2%	6 2%	4 3%	5 2%	6 4%
		c	c			d						
Less often than once a season	51 5%	9 3%	26 7%	16 5%	24 5%	27 6%	27 5%	24 5%	16 5%	9 7%	14 6%	6 4%
			a									
Never	554 55%	99 34%	180 50%	275 79%	283 55%	271 56%	293 54%	261 58%	188 59%	56 42%	138 57%	85 52%
			a	ab					i		i	
Don't know	9 1%	4 1%	3 1%	2 1%	6 1%	3 1%	4 1%	5 1%	- -	1 1%	4 2%	2 1%
											h	h
<b>NETS</b>												
Net: Weekly	184 18%	80 27%	71 20%	33 9%	99 19%	85 18%	106 19%	78 17%	64 20%	24 18%	38 16%	34 21%
		bc	c									

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

### Using a pay-per-view service online or on television (e.g. Now TV)

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	317	145	124	48	172	145	189	128	95	56	69	55
	32%	49%	35%	14%	33%	30%	35%	28%	30%	42%	29%	34%
		bc	c				g			hj		
Net: Ever	437	190	175	72	226	211	250	187	128	75	100	76
	44%	65%	49%	21%	44%	44%	46%	41%	41%	57%	41%	47%
		bc	c							hj		

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Using a pay-per-view service online or on television (e.g. Now TV)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	74	61	73	67	73	52	37	43	44	39	47	15	22	22
	7%	18%	10%	8%	9%	12%	13%	10%	13%	12%	10%	13%	10%	6%
		b				c	cd		c	c		m		
Once a week or so	110	33	94	104	107	85	60	82	74	66	83	30	25	32
	11%	10%	13%	13%	13%	19%	21%	19%	21%	20%	18%	25%	12%	9%
						cd	cd	cd	cd	cd	cd	lm		
Every 2-3 weeks	76	12	42	68	73	60	55	56	54	54	58	11	34	24
	8%	4%	6%	8%	9%	13%	20%	13%	15%	17%	12%	9%	16%	7%
						cd	cdegj	cd	cd	cd	cd		m	
Once a month or so	57	13	29	54	54	45	35	43	38	38	45	8	20	12
	6%	4%	4%	7%	7%	10%	13%	10%	11%	12%	10%	7%	9%	4%
						cd	cd	cd	cd	cd	cd		m	
Every few months	46	13	38	46	42	34	28	34	32	32	38	9	17	6
	5%	4%	5%	6%	5%	8%	10%	8%	9%	10%	8%	8%	8%	2%
						cd	cd	cd	cd	cd	d	m	m	
Once or twice a season	23	4	12	21	23	18	10	16	16	12	19	3	6	6
	2%	1%	2%	3%	3%	4%	4%	4%	5%	4%	4%	3%	3%	2%
Less often than once a season	51	16	37	47	42	30	15	31	25	20	32	3	9	16
	5%	5%	5%	6%	5%	7%	5%	7%	7%	6%	7%	3%	4%	5%
Never	554	180	400	410	400	124	37	122	65	58	139	41	79	221
	55%	54%	55%	50%	49%	27%	13%	28%	19%	18%	30%	34%	37%	65%
				efghij	efghij	fhi		fhi			fhi			kl
Don't know	9	4	6	7	6	4	3	3	3	3	4	-	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
<b>NETS</b>														
Net: Weekly	184	94	167	171	180	137	97	125	118	105	130	45	47	54
	18%	28%	23%	21%	22%	30%	35%	29%	34%	33%	28%	38%	22%	16%
						cd	cd	cd	cd	cd	cd	lm		

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Using a pay-per-view service online or on television (e.g. Now TV)

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
Net: Monthly	317 32%	119 35%	238 33%	293 36%	307 37%	242 54% cd	187 67% cdegj	224 52% cd	210 60% cdgj	197 61% cdegj	233 50% cd	64 m	101 m	90 26%
Net: Ever	437 44%	152 45%	325 44%	407 49%	414 50%	324 72% cd	240 86% cdegj	305 71% cd	283 81% cdegj	261 81% cdegj	322 69% cd	79 m	133 m	118 35%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via a streaming website

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	62 6%	35 12% bc	21 6% c	6 2%	25 5%	37 8%	31 6%	31 7%	21 7%	9 7%	17 7%	8 5%
Once a week or so	110 11%	55 19% bc	40 11% c	15 4%	70 14% e	40 8%	63 12%	47 10%	22 7%	24 18% hj	17 7%	25 15% hj
Every 2-3 weeks	72 7%	41 14% bc	20 6%	11 3%	40 8%	32 7%	42 8%	30 7%	17 5%	14 11% h	19 8%	15 9%
Once a month or so	76 8%	41 14% bc	23 6%	12 3%	37 7%	39 8%	46 8%	30 7%	22 7%	12 9%	17 7%	15 9%
Every few months	40 4%	14 5%	18 5%	8 2%	18 3%	22 5%	26 5%	14 3%	9 3%	8 6%	12 5%	4 2%
Once or twice a season	26 3%	10 3%	8 2%	8 2%	12 2%	14 3%	13 2%	13 3%	10 3%	7 5% jk	4 2%	2 1%
Less often than once a season	44 4%	13 4%	21 6%	10 3%	15 3%	29 6% d	21 4%	23 5%	17 5%	8 6%	7 3%	6 4%
Never	562 56%	81 28% a	207 58% a	274 79% ab	294 57%	268 55%	301 55%	261 58%	194 61% i	49 37%	146 60% i	88 54% i
Don't know	8 1%	3 1%	- -	5 1% b	4 1%	4 1%	4 1%	4 1%	4 1%	1 1%	3 1%	- -
<b>NETS</b>												
Net: Weekly	172 17%	90 31% bc	61 17% c	21 6%	95 18%	77 16%	94 17%	78 17%	43 14%	33 25% hj	34 14%	33 20%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via a streaming website

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	320	172	104	44	172	148	182	138	82	59	70	63
	32%	59%	29%	13%	33%	31%	33%	30%	26%	45%	29%	39%
		bc	c							hj		hj
Net: Ever	430	209	151	70	217	213	242	188	118	82	93	75
	43%	71%	42%	20%	42%	44%	44%	42%	37%	62%	38%	46%
		bc	c							hjk		

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via a streaming website

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
More than once a week	62 6%	46 14%	60 8%	57 7%	56 7%	49 11%	38 14%	62 14%	47 13%	48 15%	62 13%	15 13%	22 10%	10 3%
Once a week or so	110 11%	40 12%	92 13%	101 12%	99 12%	84 19%	64 23%	110 26%	78 22%	80 25%	110 24%	29 24%	39 18%	16 5%
Every 2-3 weeks	72 7%	20 6%	49 7%	68 8%	63 8%	62 14%	49 18%	72 17%	61 17%	53 16%	72 15%	14 12%	28 13%	16 5%
Once a month or so	76 8%	12 4%	44 6%	72 9%	70 9%	57 13%	49 18%	76 18%	62 18%	56 17%	76 16%	14 12%	29 14%	14 4%
Every few months	40 4%	11 3%	29 4%	39 5%	36 4%	32 7%	23 8%	40 9%	30 9%	25 8%	40 9%	7 6%	12 6%	7 2%
Once or twice a season	26 3%	9 3%	18 2%	25 3%	21 3%	16 4%	9 3%	26 6%	21 6%	14 4%	26 6%	3 3%	11 5%	4 1%
Less often than once a season	44 4%	9 3%	32 4%	42 5%	39 5%	30 7%	18 6%	44 10%	33 9%	26 8%	44 9%	6 5%	8 4%	11 3%
Never	562 56%	186 55%	400 55%	414 50%	431 53%	119 26%	28 10%	- -	19 5%	20 6%	35 8%	32 27%	65 30%	259 76%
Don't know	8 1%	3 1%	7 1%	6 1%	5 1%	3 1%	2 1%	- -	- -	- -	- -	- -	- -	5 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via a streaming website

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	172 17%	86 26%	152 21%	158 19%	155 19%	133 29% cd	102 36% cde	172 40% cde	125 36% cd	128 40% cde	172 37% cde	44 37% m	61 29% m	26 8%
Net: Monthly	320 32%	118 35%	245 34%	298 36%	288 35%	252 56% cd	200 71% cde	320 74% cde	248 71% cde	237 74% cde	320 69% cde	72 60% m	118 55% m	56 16%
Net: Ever	430 43%	147 44%	324 44%	404 49%	384 47%	330 73% cd	250 89% cde	430 100% cdefhij	332 95% cdef	302 94% cdef	430 92% cde	88 73% m	149 70% m	78 23%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	48 5%	30 10% bc	17 5% c	1 * *	20 4%	28 6%	24 4%	24 5%	17 5%	10 8%	10 4%	5 3%
Once a week or so	75 8%	46 16% bc	28 8% c	1 * *	43 8%	32 7%	46 8%	29 6%	13 4%	17 13% hj	16 7%	18 11% h
Every 2-3 weeks	60 6%	35 12% bc	19 5% c	6 2%	31 6%	29 6%	37 7%	23 5%	14 4%	15 11% hj	9 4%	14 9% j
Once a month or so	57 6%	35 12% bc	16 4% c	6 2%	29 6%	28 6%	32 6%	25 6%	13 4%	9 7%	16 7%	9 6%
Every few months	34 3%	19 6% bc	10 3%	5 1%	16 3%	18 4%	15 3%	19 4%	6 2%	7 5%	10 4%	7 4%
Once or twice a season	22 2%	10 3%	8 2%	4 1%	6 1%	16 3% d	13 2%	9 2%	10 3%	3 2%	3 1%	2 1%
Less often than once a season	55 6%	16 5%	29 8% c	10 3%	21 4%	34 7% d	32 6%	23 5%	16 5%	13 10%	13 5%	7 4%
Never	641 64%	100 34%	229 64% a	312 89% ab	344 67%	297 61%	344 63%	297 66%	223 71% ik	58 44%	164 68% i	99 61% i
Don't know	8 1%	2 1%	2 1%	4 1%	5 1%	3 1%	4 1%	4 1%	4 1%	- -	1 *	2 1%
<b>NETS</b>												
Net: Weekly	123 12%	76 26% bc	45 13% c	2 1%	63 12%	60 12%	70 13%	53 12%	30 9%	27 20% hj	26 11%	23 14%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)**

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	240	146	80	14	123	117	139	101	57	51	51	46
	24%	50%	22%	4%	24%	24%	25%	22%	18%	39%	21%	28%
		bc	c							hj		h
Net: Ever	351	191	127	33	166	185	199	152	89	74	77	62
	35%	65%	35%	9%	32%	38%	36%	34%	28%	56%	32%	38%
		bc	c							hjk		h

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	48	30	43	47	46	46	40	46	48	45	48	14	19	8
	5%	9%	6%	6%	6%	10%	14%	11%	14%	14%	10%	12%	9%	2%
						cd	cd	cd	cd	cd	cd	m	m	
Once a week or so	75	28	63	73	74	70	61	73	75	67	75	23	28	5
	8%	8%	9%	9%	9%	15%	22%	17%	21%	21%	16%	19%	13%	1%
						cd	cde	cd	cde	cd	cd	m	m	
Every 2-3 weeks	60	15	43	58	58	58	52	60	60	53	60	15	24	12
	6%	4%	6%	7%	7%	13%	19%	14%	17%	16%	13%	13%	11%	4%
						cd	cdej	cd	cd	cd	cd	m	m	
Once a month or so	57	16	33	55	54	49	39	54	57	51	57	9	21	13
	6%	5%	5%	7%	7%	11%	14%	13%	16%	16%	12%	8%	10%	4%
						cd	cd	cd	cde	cde	cd		m	
Every few months	34	7	22	34	34	28	23	31	34	24	34	6	15	6
	3%	2%	3%	4%	4%	6%	8%	7%	10%	7%	7%	5%	7%	2%
							cd	cd	cd	cd	cd		m	
Once or twice a season	22	10	15	20	18	13	6	18	22	11	22	4	5	4
	2%	3%	2%	2%	2%	3%	2%	4%	6%	3%	5%	3%	2%	1%
								d	cdef		cd			
Less often than once a season	55	12	37	51	47	41	23	50	55	32	55	8	11	13
	6%	4%	5%	6%	6%	9%	8%	12%	16%	10%	12%	7%	5%	4%
						d		cd	cdefi	cd	cd			
Never	641	217	469	479	484	143	33	95	-	39	111	41	91	277
	64%	65%	64%	58%	59%	32%	12%	22%	-	12%	24%	34%	43%	81%
				efghij	efghij	fghij	h	fhi		h	fhi			kl
Don't know	8	1	6	7	5	4	3	3	-	-	3	-	-	4
	1%	*	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**Streamed online (not through an official provider) via social media (e.g. through Facebook Live / Periscope)**

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	123 12%	58 17%	106 15%	120 15%	120 15%	116 26% cd	101 36% cdegj	119 28% cd	123 35% cdegj	112 35% cdegj	123 26% cd	37 31% m	47 22% m	13 4%
Net: Monthly	240 24%	89 26%	182 25%	233 28%	232 28%	223 49% cd	192 69% cdegj	233 54% cd	240 68% cdegj	216 67% cdegj	240 52% cd	61 51% m	92 43% m	38 11%
Net: Ever	351 35%	118 35%	256 35%	338 41%	331 40%	305 67% cd	244 87% cdegj	332 77% cde	351 100% cdefgj	283 88% cdegj	351 75% cde	79 66% m	123 57% m	61 18%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)

Base: All respondents

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	50 5%	31 11% bc	15 4% c	4 1%	20 4%	30 6%	27 5%	23 5%	19 6%	11 8% k	11 5%	4 2%
Once a week or so	66 7%	36 12% c	28 8% c	2 1%	41 8%	25 5%	40 7%	26 6%	13 4%	13 10% h	15 6%	15 9% h
Every 2-3 weeks	61 6%	42 14% bc	17 5% c	2 1%	29 6%	32 7%	35 6%	26 6%	13 4%	15 11% h	15 6%	12 7%
Once a month or so	55 6%	27 9% bc	18 5%	10 3%	31 6%	24 5%	33 6%	22 5%	9 3%	11 8% h	13 5%	9 6%
Every few months	29 3%	19 6% bc	8 2%	2 1%	15 3%	14 3%	10 2%	19 4% f	7 2%	5 4%	7 3%	7 4%
Once or twice a season	20 2%	9 3% c	8 2%	3 1%	7 1%	13 3%	12 2%	8 2%	6 2%	3 2%	3 1%	4 2%
Less often than once a season	41 4%	11 4%	20 6%	10 3%	19 4%	22 5%	19 3%	22 5%	13 4%	9 7%	9 4%	5 3%
Never	668 67%	115 39% a	240 67% a	313 90% ab	349 68%	319 66%	369 67%	299 66%	232 73% ik	63 48%	167 69% i	105 64% i
Don't know	10 1%	3 1%	4 1%	3 1%	4 1%	6 1%	2 *	8 2% f	4 1%	2 2%	2 1%	2 1%
<b>NETS</b>												
Net: Weekly	116 12%	67 23% bc	43 12% c	6 2%	61 12%	55 11%	67 12%	49 11%	32 10%	24 18% hj	26 11%	19 12%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

**Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)**

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	232	136	78	18	121	111	135	97	54	50	54	40
	23%	46%	22%	5%	23%	23%	25%	21%	17%	38%	22%	25%
		bc	c							hjk		
Net: Ever	322	175	114	33	162	160	176	146	80	67	73	56
	32%	60%	32%	9%	31%	33%	32%	32%	25%	51%	30%	34%
		bc	c							hjk		h

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	50	30	47	47	47	45	38	48	44	50	50	19	19	6
	5%	9%	6%	6%	6%	10%	14%	11%	13%	16%	11%	16%	9%	2%
						cd	cd	cd	cd	cdej	cd	m	m	
Once a week or so	66	26	51	65	63	56	49	64	55	66	66	16	27	10
	7%	8%	7%	8%	8%	12%	18%	15%	16%	20%	14%	13%	13%	3%
						cd	cd	cd	cd	cdegj	cd	m	m	
Every 2-3 weeks	61	19	44	59	61	57	52	61	59	61	61	12	26	12
	6%	6%	6%	7%	7%	13%	19%	14%	17%	19%	13%	10%	12%	4%
						cd	cdej	cd	cd	cdej	cd	m	m	
Once a month or so	55	10	32	53	51	45	38	50	49	55	55	12	20	11
	6%	3%	4%	6%	6%	10%	14%	12%	14%	17%	12%	10%	9%	3%
						cd	cd	cd	cd	cdegj	cd	m	m	
Every few months	29	9	22	28	29	26	23	25	24	29	29	5	13	2
	3%	3%	3%	3%	4%	6%	8%	6%	7%	9%	6%	4%	6%	1%
						c	cd	c	cd	cd	cd	m	m	
Once or twice a season	20	5	14	19	18	17	11	18	17	20	20	4	7	1
	2%	1%	2%	2%	2%	4%	4%	4%	5%	6%	4%	3%	3%	*
								d	cd	cd	cd	m	m	
Less often than once a season	41	11	25	39	31	31	23	36	35	41	41	7	11	5
	4%	3%	3%	5%	4%	7%	8%	8%	10%	13%	9%	6%	5%	1%
						d	cd	cd	cd	cde	cd	m	m	
Never	668	223	488	505	511	167	41	123	65	-	137	43	91	293
	67%	66%	67%	61%	62%	37%	15%	29%	19%	-	29%	36%	43%	86%
				efghij	efghij	fghij	i	fhi	i		fhi			kl
Don't know	10	3	8	9	9	8	5	5	3	-	6	2	-	2
	1%	1%	1%	1%	1%	2%	2%	1%	1%	-	1%	2%	-	1%
						i	i			i				

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### Streamed online (not through an official provider) via special technology (e.g. using Kodi software or an open source set top box)

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	116 12%	56 17%	98 13%	112 14%	110 13%	101 22% cd	87 31% cde	112 26% cd	99 28% cd	116 36% cdeghj	116 25% cd	35 29% m	46 21% m	16 5%
Net: Monthly	232 23%	85 25%	174 24%	224 27%	222 27%	203 45% cd	177 63% cdegj	223 52% cde	207 59% cdegj	232 72% cdefghj	232 50% cd	59 49% m	92 43% m	39 11%
Net: Ever	322 32%	110 33%	235 32%	310 38%	300 37%	277 61% cd	234 84% cdegj	302 70% cde	283 81% cdegj	322 100% cdefghj	322 69% cde	75 63% m	123 57% m	47 14%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On an app on my phone

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
More than once a week	40 4%	26 9% bc	13 4% c	1 * c	19 4%	21 4%	21 4%	19 4%	11 3%	10 8%	9 4%	6 4%
Once a week or so	83 8%	53 18% bc	21 6% c	9 3%	40 8%	43 9%	51 9%	32 7%	20 6%	14 11%	14 6%	26 16% hj
Every 2-3 weeks	70 7%	34 12% c	28 8% c	8 2%	36 7%	34 7%	42 8%	28 6%	17 5%	19 14% hk	21 9%	7 4%
Once a month or so	59 6%	30 10% c	24 7% c	5 1%	33 6%	26 5%	29 5%	30 7%	13 4%	9 7%	13 5%	11 7%
Every few months	33 3%	21 7% bc	11 3% c	1 * c	18 3%	15 3%	20 4%	13 3%	6 2%	7 5%	6 2%	7 4%
Once or twice a season	35 4%	17 6% c	12 3%	6 2%	20 4%	15 3%	23 4%	12 3%	13 4%	5 4%	6 2%	3 2%
Less often than once a season	52 5%	19 6% c	24 7% c	9 3%	16 3%	36 7% d	20 4%	32 7% f	19 6%	9 7%	14 6%	7 4%
Never	623 62%	90 31%	223 62% a	310 89% ab	331 64%	292 60%	339 62%	284 63%	216 68% ik	58 44%	158 65% i	94 58% i
Don't know	5 1%	3 1%	2 1%	- -	2 *	3 1%	2 *	3 1%	1 *	1 1%	1 *	2 1%
<b>NETS</b>												
Net: Weekly	123 12%	79 27% bc	34 9% c	10 3%	59 11%	64 13%	72 13%	51 11%	31 10%	24 18% hj	23 10%	32 20% hj

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

**Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?**

### On an app on my phone

Base: All respondents

Significance Level: 95%

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000	293	358	349	515	485	547	453	316	132	242	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Monthly	252	143	86	23	128	124	143	109	61	52	57	50
	25%	49%	24%	7%	25%	26%	26%	24%	19%	39%	24%	31%
		bc	c							hj		h
Net: Ever	372	200	133	39	182	190	206	166	99	73	83	67
	37%	68%	37%	11%	35%	39%	38%	37%	31%	55%	34%	41%
		bc	c							hjk		h

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On an app on my phone

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	40	30	38	39	38	37	33	38	38	35	39	12	15	8
	4%	9%	5%	5%	5%	8%	12%	9%	11%	11%	8%	10%	7%	2%
		b				cd	cd	cd	cd	cd	cd	m	m	
Once a week or so	83	24	66	82	83	71	61	72	68	64	74	19	30	15
	8%	7%	9%	10%	10%	16%	22%	17%	19%	20%	16%	16%	14%	4%
						cd	cdej	cd	cd	cd	cd	m	m	
Every 2-3 weeks	70	29	57	69	67	53	46	59	58	50	61	15	24	17
	7%	9%	8%	8%	8%	12%	16%	14%	17%	16%	13%	13%	11%	5%
						d	cd	cd	cd	cd	cd	m	m	
Once a month or so	59	14	33	58	58	53	45	49	48	49	52	15	18	16
	6%	4%	5%	7%	7%	12%	16%	11%	14%	15%	11%	13%	8%	5%
						cd	cd	cd	cd	cd	cd	m		
Every few months	33	18	25	31	33	25	16	27	25	21	27	2	12	11
	3%	5%	3%	4%	4%	6%	6%	6%	7%	7%	6%	2%	6%	3%
								c	cd	c				
Once or twice a season	35	14	26	35	34	24	15	23	18	15	24	6	13	9
	4%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	6%	3%
													m	
Less often than once a season	52	13	35	49	45	40	20	32	31	25	37	6	8	13
	5%	4%	5%	6%	5%	9%	7%	7%	9%	8%	8%	5%	4%	4%
						d			d					
Never	623	194	448	457	457	145	41	125	61	60	146	44	92	253
	62%	58%	61%	55%	56%	32%	15%	29%	17%	19%	31%	37%	43%	74%
				efghij	efghij	fhi		fhi			fhi			kl
Don't know	5	-	3	4	5	4	3	5	4	3	5	1	2	-
	1%	-	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q2. Roughly how often, if at all, do you watch Premier League football live via each of the following methods?

#### On an app on my phone

Base: All respondents

Significance Level: 95%

	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING			
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
<b>Total</b>	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
<b>NETS</b>														
Net: Weekly	123 12%	54 16%	104 14%	121 15%	121 15%	108 24% cd	94 34% cdegj	110 26% cd	106 30% cde	99 31% cdej	113 24% cd	31 26% m	45 21% m	23 7%
Net: Monthly	252 25%	97 29%	194 27%	248 30%	246 30%	214 47% cd	185 66% cdegj	218 51% cd	212 60% cdegj	198 61% cdegj	226 49% cd	61 51% m	87 41% m	56 16%
Net: Ever	372 37%	142 42%	280 38%	363 44%	358 44%	303 67% cd	236 84% cdegj	300 70% cd	286 81% cdegj	259 80% cdegj	314 68% cd	75 63% m	120 56% m	89 26%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q3. You mentioned you watch live Premier League football on television using a sports package. What provider's sports package do you use to watch these matches live?

Base: All respondents who ever watch premier league football matches live at home using their own sports package or using a friends/family members' sports package login

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	855 100%	283 100%	310 100%	262 100%	431 100%	424 100%	481 100%	374 100%	259 100%	119 100%	209 100%	145 100%
Sky Sports	548 64%	191 67%	207 67%	150 57%	262 61%	286 67%	297 62%	251 67%	168 65%	81 68%	142 68%	83 57%
		c	c			d					k	
BT Sport	320 37%	104 37%	103 33%	113 43%	173 40%	147 35%	188 39%	132 35%	95 37%	53 45%	59 28%	57 39%
				b						j		j
Virgin Media Sports Bundle	138 16%	49 17%	46 15%	43 16%	88 20%	50 12%	87 18%	51 14%	37 14%	26 22%	38 18%	25 17%
					e							
Don't know	51 6%	11 4%	19 6%	21 8%	24 6%	27 6%	25 5%	26 7%	21 8%	5 4%	8 4%	9 6%
				a								

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q3. You mentioned you watch live Premier League football on television using a sports package. What provider's sports package do you use to watch these matches live?

Base: All respondents who ever watch premier league football matches live at home using their own sports package or using a friends/family members' sports package login

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	855 100%	321 100%	649 100%	724 100%	820 100%	452 100%	280 100%	398 100%	340 100%	308 100%	430 100%	110 100%	198 100%	289 100%
Sky Sports	548 64%	240 75% b	430 66%	465 64%	532 65%	297 66%	190 68%	256 64%	228 67%	212 69%	280 65%	72 65%	131 66%	189 65%
BT Sport	320 37%	142 44%	256 39%	266 37%	310 38%	161 36%	99 35%	143 36%	127 37%	106 34%	157 37%	44 40%	68 34%	110 38%
Virgin Media Sports Bundle	138 16%	53 17%	116 18%	121 17%	134 16%	77 17%	52 19%	72 18%	60 18%	54 18%	75 17%	20 18%	36 18%	44 15%
Don't know	51 6%	6 2%	27 4%	42 6%	41 5%	26 6%	15 5%	25 6%	18 5%	17 6%	25 6%	6 5%	9 5%	13 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q4. You mentioned that you have watched Premier League football streamed online. What would you say is the main reason for this?

Base: All who ever stream premier league matches live online

	Total	AGE			GENDER		SEG		REGION			
		18-34 a	35-54 b	55+ c	Male d	Female e	ABC1 f	C2DE g	South of England exc. London h	London i	North of England j	Midlands k
Significance Level: 95%												
Total	465 100%	224 100%	166 100%	75 100%	227 100%	238 100%	257 100%	208 100%	129 100%	84 100%	99 100%	84 100%
A friend / family member streams it and I just watch	134 29%	71 32%	44 27%	19 25%	47 21%	87 37% d	74 29%	60 29%	36 28%	26 31%	26 26%	25 30%
The quality of online streaming is good	115 25%	61 27%	39 23%	15 20%	54 24%	61 26%	67 26%	48 23%	29 22%	15 18%	31 31% i	24 29%
Sports TV packages are not good value for money	110 24%	48 21%	40 24%	22 29%	60 26%	50 21%	56 22%	54 26%	31 24%	24 29%	22 22%	16 19%
Because I can use different websites to stream matches online	98 21%	52 23%	35 21%	11 15%	40 18%	58 24%	54 21%	44 21%	23 18%	20 24%	20 20%	22 26%
Watching a match in high quality is not a concern for me, as long as I can watch a match live	86 18%	39 17%	31 19%	16 21%	48 21%	38 16%	51 20%	35 17%	24 19%	19 23%	21 21%	13 15%
I do not want be tied to a year-long TV package contract	73 16%	35 16%	25 15%	13 17%	33 15%	40 17%	40 16%	33 16%	17 13%	11 13%	17 17%	12 14%
Other	19 4%	6 3%	6 4%	7 9% a	10 4%	9 4%	12 5%	7 3%	4 3%	3 4%	2 2%	5 6%
Prefer not to say	9 2%	2 1%	5 3%	2 3%	6 3%	3 1%	7 3%	2 1%	4 3%	1 1%	3 3%	- -
Don't know	15 3%	9 4%	5 3%	1 1%	9 4%	6 3%	8 3%	7 3%	4 3%	5 6%	3 3%	1 1%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q4. You mentioned that you have watched Premier League football streamed online. What would you say is the main reason for this?

Base: All who ever stream premier league matches live online

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	465 100%	157 100%	345 100%	435 100%	413 100%	351 100%	258 100%	430 100%	351 100%	322 100%	465 100%	93 100%	161 100%	81 100%
A friend / family member streams it and I just watch	134 29%	39 25%	88 26%	126 29%	120 29%	107 30%	81 31%	120 28%	112 32%	96 30%	134 29%	27 29%	49 30%	25 25%
The quality of online streaming is good	115 25%	38 24%	91 26%	111 26%	108 26%	97 28%	74 29%	109 25%	94 27%	89 28%	115 25%	28 30%	40 25%	18 22%
Sports TV packages are not good value for money	110 24%	41 26%	82 24%	101 23%	89 22%	79 23%	59 23%	105 24%	78 22%	82 25%	110 24%	26 28%	41 25%	18 22%
Because I can use different websites to stream matches online	98 21%	38 24%	76 22%	97 22%	89 22%	82 23%	62 24%	94 22%	79 23%	79 25%	98 21%	27 29%	37 23%	14 17%
Watching a match in high quality is not a concern for me, as long as I can watch a match live	86 18%	31 20%	68 20%	80 18%	76 18%	67 19%	54 21%	81 19%	65 19%	68 21%	86 18%	18 19%	39 24%	10 12%
I do not want be tied to a year-long TV package contract	73 16%	29 18%	52 15%	71 16%	61 15%	52 15%	36 14%	67 16%	57 16%	47 15%	73 16%	23 25%	24 15%	12 15%
Other	19 4%	12 8%	18 5%	15 3%	19 5%	9 3%	2 1%	17 4%	10 3%	8 2%	19 4%	2 2%	3 2%	5 6%
Prefer not to say	9 2%	2 1%	8 2%	8 2%	9 2%	6 2%	5 2%	7 2%	6 2%	2 1%	9 2%	- -	4 2%	3 4%
Don't know	15 3%	2 1%	9 3%	13 3%	15 4%	12 3%	10 4%	14 3%	11 3%	9 3%	15 3%	3 3%	3 2%	3 4%

Columns Tested: a, b - c, d, e, f, g, h, i, j - k, l, m

## BBC Radio 5 Live Premiership Viewers Survey

### Q5. As far as you are aware, is streaming live Premier League games online, not through an official provider...

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Always illegal	342 34%	75 26%	130 36%	137 39%	190 37%	152 31%	196 36%	146 32%	116 37%	37 28%	91 38%	48 29%
		a	a	a								
Legal	120 12%	53 18%	43 12%	24 7%	53 10%	67 14%	60 11%	60 13%	32 10%	22 17%	28 12%	16 10%
		bc	c									
It is legal to watch but illegal to upload a stream	104 10%	44 15%	34 9%	26 7%	63 12%	41 8%	53 10%	51 11%	32 10%	13 10%	28 12%	17 10%
		bc										
Sometimes illegal but it depends (e.g. if you have a TV license or not)	74 7%	32 11%	24 7%	18 5%	34 7%	40 8%	45 8%	29 6%	22 7%	20 15%	11 5%	13 8%
		c								hj		
It isn't breaking the law but Sky or BT could fine you if they find out	36 4%	22 8%	8 2%	6 2%	17 3%	19 4%	21 4%	15 3%	9 3%	6 5%	8 3%	6 4%
		bc										
Don't know	324 32%	67 23%	119 33%	138 40%	158 31%	166 34%	172 31%	152 34%	105 33%	34 26%	76 31%	63 39%
			a	a								i
<b>NETS</b>												
Net: Legal in some circumstances	214 21%	98 33%	66 18%	50 14%	114 22%	100 21%	119 22%	95 21%	63 20%	39 30%	47 19%	36 22%
		bc								hj		

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

### Q5. As far as you are aware, is streaming live Premier League games online, not through an official provider...

Base: All respondents

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
Always illegal	342 34%	128 38%	252 34%	271 33%	278 34%	109 24%	45 16%	78 18%	61 17%	47 15%	81 17%	-	-	342 100%
				efghij	efghij	efghij								kl
Legal	120 12%	42 13%	103 14%	105 13%	108 13%	90 20%	68 24%	88 20%	79 23%	75 23%	93 20%	120 100%	-	-
						cd	cd	cd	cd	cd	cd	lm		
It is legal to watch but illegal to upload a stream	104 10%	41 12%	78 11%	91 11%	93 11%	61 13%	43 15%	67 16%	50 14%	55 17%	76 16%	-	104 49%	-
								cd		cd	cd		km	
Sometimes illegal but it depends (e.g. if you have a TV license or not)	74 7%	19 6%	46 6%	66 8%	65 8%	50 11%	37 13%	54 13%	48 14%	44 14%	57 12%	-	74 35%	-
							cd	cd	cd	cd	cd		km	
It isn't breaking the law but Sky or BT could fine you if they find out	36 4%	10 3%	23 3%	35 4%	34 4%	29 6%	22 8%	28 7%	25 7%	24 7%	28 6%	-	36 17%	-
							cd		cd	cd			km	
Don't know	324 32%	96 29%	229 31%	256 31%	242 30%	113 25%	65 23%	115 27%	88 25%	77 24%	130 28%	-	-	-
				efhi	f									
<b>NETS</b>														
Net: Legal in some circumstances	214 21%	70 21%	147 20%	192 23%	192 23%	140 31%	102 36%	149 35%	123 35%	123 38%	161 35%	-	214 100%	-
						cd	cd	cd	cd	cde	cd		km	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q6\_SUM.** You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

### SUMMARY TABLE

Base: All who ever watch premier league matches live in a public place

	Total	Every time	Most of the time	Some of the time	Rarely	Never	Don't know	Net: Every time/ Most of the time	Net: Ever
With a license (i.e. with a pint symbol on the screen)	824 100%	255 31%	155 19%	88 11%	43 5%	59 7%	224 27%	410 50%	541 66%
Using a personal sports package (i.e. Sky or BT but without the pint symbol on the screen)	824 100%	103 13%	130 16%	100 12%	50 6%	200 24%	241 29%	233 28%	383 46%
Streamed online not through an official provider	824 100%	31 4%	69 8%	82 10%	81 10%	355 43%	206 25%	100 12%	263 32%
Using a foreign channel	824 100%	21 3%	54 7%	115 14%	103 13%	377 46%	154 19%	75 9%	293 36%

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

**With a license (i.e. with a pint symbol on the screen)**

Base: All who ever watch premier league matches live in a public place

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	824 100%	267 100%	303 100%	254 100%	432 100%	392 100%	465 100%	359 100%	252 100%	114 100%	190 100%	142 100%
Every time	255 31%	88 33%	101 33%	66 26%	130 30%	125 32%	139 30%	116 32%	75 30%	23 20%	66 35% i	47 33% i
Most of the time	155 19%	67 25% bc	53 17%	35 14%	90 21%	65 17%	92 20%	63 18%	42 17%	29 25%	32 17%	35 25%
Some of the time	88 11%	45 17% bc	31 10% c	12 5%	48 11%	40 10%	55 12%	33 9%	21 8%	18 16% h	20 11%	18 13%
Rarely	43 5%	15 6%	15 5%	13 5%	25 6%	18 5%	19 4%	24 7%	16 6%	7 6%	7 4%	7 5%
Never	59 7%	16 6%	15 5%	28 11% ab	33 8%	26 7%	28 6%	31 9%	20 8%	6 5%	12 6%	10 7%
Don't know	224 27%	36 13%	88 29% a	100 39% ab	106 25%	118 30%	132 28%	92 26%	78 31% k	31 27%	53 28% k	25 18%
<b>NETS</b>												
Net: Every time/ Most of the time	410 50%	155 58% c	154 51% c	101 40%	220 51%	190 48%	231 50%	179 50%	117 46%	52 46%	98 52%	82 58% h
Net: Ever	541 66%	215 81% bc	200 66% c	126 50%	293 68%	248 63%	305 66%	236 66%	154 61%	77 68%	125 66%	107 75% h

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

**With a license (i.e. with a pint symbol on the screen)**

Base: All who ever watch premier league matches live in a public place

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	824 100%	283 100%	609 100%	824 100%	694 100%	426 100%	273 100%	404 100%	338 100%	310 100%	435 100%	105 100%	192 100%	271 100%
Every time	255 31%	118 42%	202 33%	255 31%	225 32%	114 27%	67 25%	105 26%	90 27%	76 25%	114 26%	36 34%	54 28%	104 38%
		b		fi	efgij									l
Most of the time	155 19%	51 18%	126 21%	155 19%	137 20%	108 25%	72 26%	102 25%	87 26%	93 30%	111 26%	27 26%	50 26%	41 15%
						cd	cd	cd	cd	cd	cd	m	m	
Some of the time	88 11%	18 6%	54 9%	88 11%	82 12%	75 18%	61 22%	76 19%	71 21%	59 19%	78 18%	12 11%	41 21%	20 7%
						cd	cd	cd	cd	cd	cd		km	
Rarely	43 5%	16 6%	25 4%	43 5%	36 5%	32 8%	22 8%	32 8%	24 7%	21 7%	32 7%	7 7%	15 8%	9 3%
													m	
Never	59 7%	16 6%	43 7%	59 7%	47 7%	27 6%	18 7%	23 6%	20 6%	22 7%	27 6%	10 10%	8 4%	19 7%
Don't know	224 27%	64 23%	159 26%	224 27%	167 24%	70 16%	33 12%	66 16%	46 14%	39 13%	73 17%	13 12%	24 13%	78 29%
				efghij	efghij									kl
<b>NETS</b>														
Net: Every time/ Most of the time	410 50%	169 60%	328 54%	410 50%	362 52%	222 52%	139 51%	207 51%	177 52%	169 55%	225 52%	63 60%	104 54%	145 54%
Net: Ever	541 66%	203 72%	407 67%	541 66%	480 69%	329 77%	222 81%	315 78%	272 80%	249 80%	335 77%	82 78%	160 83%	174 64%
						cd	cd	cd	cd	cd	cd	m	m	

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

### Using a foreign channel

Base: All who ever watch premier league matches live in a public place

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Significance Level: 95%												
Total	824 100%	267 100%	303 100%	254 100%	432 100%	392 100%	465 100%	359 100%	252 100%	114 100%	190 100%	142 100%
Every time	21 3%	15 6% bc	5 2%	1 *	12 3%	9 2%	14 3%	7 2%	7 3%	7 6% jk	1 1%	2 1%
Most of the time	54 7%	34 13% bc	16 5% c	4 2%	28 6%	26 7%	31 7%	23 6%	16 6%	11 10%	10 5%	10 7%
Some of the time	115 14%	48 18% c	45 15% c	22 9%	70 16%	45 11%	61 13%	54 15%	22 9%	24 11% h	33 17% h	25 18% h
Rarely	103 13%	46 17% c	35 12%	22 9%	59 14%	44 11%	61 13%	42 12%	27 11%	20 18%	27 14%	17 12%
Never	377 46%	92 34% a	142 47% a	143 56% ab	195 45%	182 46%	212 46%	165 46%	124 49% i	33 29%	89 47% i	63 44% i
Don't know	154 19%	32 12%	60 20% a	62 24% a	68 16%	86 22% d	86 18%	68 19%	56 22%	19 17%	30 16%	25 18%
<b>NETS</b>												
Net: Every time/ Most of the time	75 9%	49 18% bc	21 7% c	5 2%	40 9%	35 9%	45 10%	30 8%	23 9%	18 16% j	11 6%	12 8%
Net: Ever	293 36%	143 54% bc	101 33% c	49 19%	169 39% e	124 32%	167 36%	126 35%	72 29%	62 54% hjk	71 37%	54 38%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

### Using a foreign channel

Base: All who ever watch premier league matches live in a public place

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	824 100%	283 100%	609 100%	824 100%	694 100%	426 100%	273 100%	404 100%	338 100%	310 100%	435 100%	105 100%	192 100%	271 100%
Every time	21 3%	7 2%	17 3%	21 3%	20 3%	20 5% c	18 7% cd	18 4%	18 5% c	19 6% cd	19 4%	11 10% lm	7 4% m	1 *
Most of the time	54 7%	17 6%	42 7%	54 7%	53 8%	53 12% cd	50 18% cdegj	50 12% cd	50 15% cd	50 16% cd	52 12% cd	14 13% m	28 15% m	5 2%
Some of the time	115 14%	45 16%	86 14%	115 14%	109 16%	91 21% cd	70 26% cd	94 23% cd	83 25% cd	84 27% cd	97 22% cd	23 22% m	36 19% m	27 10%
Rarely	103 13%	34 12%	74 12%	103 13%	88 13%	65 15%	43 16%	67 17%	55 16%	48 15%	72 17% c	18 17%	34 18% m	28 10%
Never	377 46%	142 50%	290 48%	377 46% efghij	306 44% efghij	144 34% fi	65 24%	126 31% f	96 28%	80 26%	141 32% f	33 31%	71 37%	157 58% kl
Don't know	154 19%	38 13%	100 16%	154 19% efghij	118 17% efghij	53 12%	27 10%	49 12%	36 11%	29 9%	54 12%	6 6%	16 8%	53 20% kl
<b>NETS</b>														
Net: Every time/ Most of the time	75 9%	24 8%	59 10%	75 9%	73 11%	73 17% cd	68 25% cdegj	68 17% cd	68 20% cd	69 22% cdj	71 16% cd	25 24% m	35 18% m	6 2%
Net: Ever	293 36%	103 36%	219 36%	293 36%	270 39%	229 54% cd	181 66% cdegj	229 57% cd	206 61% cde	201 65% cdegj	240 55% cd	66 63% m	105 55% m	61 23%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

**Using a personal sports package (i.e. Sky or BT but without the pint symbol on the screen)**

Base: All who ever watch premier league matches live in a public place

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	824 100%	267 100%	303 100%	254 100%	432 100%	392 100%	465 100%	359 100%	252 100%	114 100%	190 100%	142 100%
Every time	103 13%	31 12%	41 14%	31 12%	50 12%	53 14%	55 12%	48 13%	36 14%	12 11%	18 9%	17 12%
Most of the time	130 16%	64 24% bc	46 15% c	20 8%	73 17%	57 15%	77 17%	53 15%	38 15%	27 24% hj	27 14%	22 15%
Some of the time	100 12%	54 20% bc	34 11% c	12 5%	55 13%	45 11%	57 12%	43 12%	21 8%	22 19% h	25 13%	21 15% h
Rarely	50 6%	22 8% c	18 6%	10 4%	23 5%	27 7%	31 7%	19 5%	17 7%	7 6%	9 5%	10 7%
Never	200 24%	45 17%	75 25% a	80 31% a	118 27% e	82 21%	112 24%	88 25%	58 23%	18 16%	54 28% i	36 25%
Don't know	241 29%	51 19%	89 29% a	101 40% ab	113 26%	128 33% d	133 29%	108 30%	82 33%	28 25%	57 30%	36 25%
<b>NETS</b>												
Net: Every time/ Most of the time	233 28%	95 36% c	87 29% c	51 20%	123 28%	110 28%	132 28%	101 28%	74 29%	39 34% j	45 24%	39 27%
Net: Ever	383 46%	171 64% bc	139 46% c	73 29%	201 47%	182 46%	220 47%	163 45%	112 44%	68 60% hj	79 42%	70 49%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

**Using a personal sports package (i.e. Sky or BT but without the pint symbol on the screen)**

Base: All who ever watch premier league matches live in a public place

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	824 100%	283 100%	609 100%	824 100%	694 100%	426 100%	273 100%	404 100%	338 100%	310 100%	435 100%	105 100%	192 100%	271 100%
Every time	103 13%	49 17%	87 14%	103 13%	90 13%	61 14%	44 16%	58 14%	54 16%	45 15%	63 14%	25 24% lm	24 13%	29 11%
Most of the time	130 16%	44 16%	103 17%	130 16%	121 17%	100 23% cd	81 30% cd	101 25% cd	92 27% cd	84 27% cd	105 24% cd	22 21% m	49 26% m	21 8%
Some of the time	100 12%	20 7%	64 11%	100 12%	95 14%	84 20% cd	68 25% cd	86 21% cd	76 22% cd	76 25% cd	88 20% cd	19 18% m	40 21% m	17 6%
Rarely	50 6%	12 4%	27 4%	50 6%	42 6%	34 8%	25 9%	31 8%	29 9%	28 9%	35 8%	7 7%	21 11% m	12 4%
Never	200 24%	89 31%	160 26%	200 24% efghij	165 24% efghij	71 17% fh	23 8%	54 13% f	39 12%	37 12%	61 14% f	13 12%	33 17%	98 36% kl
Don't know	241 29%	69 24%	168 28%	241 29% efghij	181 26% efghij	76 18% f	32 12%	74 18% f	48 14%	40 13%	83 19% fi	19 18%	25 13%	94 35% kl
<b>NETS</b>														
Net: Every time/ Most of the time	233 28%	93 33%	190 31%	233 28%	211 30%	161 38% cd	125 46% cde	159 39% cd	146 43% cd	129 42% cd	168 39% cd	47 45% m	73 38% m	50 18%
Net: Ever	383 46%	125 44%	281 46%	383 46%	348 50%	279 65% cd	218 80% cdegj	276 68% cd	251 74% cdej	233 75% cdegj	291 67% cd	73 70% m	134 70% m	79 29%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m



## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

### Streamed online not through an official provider

Base: All who ever watch premier league matches live in a public place

	AGE			GENDER		SEG		REGION				
	Total	18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
	a	b	c	d	e	f	g	h	i	j	k	
Significance Level: 95%												
Total	824 100%	267 100%	303 100%	254 100%	432 100%	392 100%	465 100%	359 100%	252 100%	114 100%	190 100%	142 100%
Every time	31 4%	14 5%	13 4%	4 2%	17 4%	14 4%	14 3%	17 5%	11 4%	4 4%	6 3%	6 4%
Most of the time	69 8%	42 16%	23 8%	4 2%	40 9%	29 7%	40 9%	29 8%	20 8%	18 16%	15 8%	12 8%
Some of the time	82 10%	46 17%	25 8%	11 4%	40 9%	42 11%	46 10%	36 10%	21 8%	17 15%	16 8%	17 12%
Rarely	81 10%	38 14%	25 8%	18 7%	47 11%	34 9%	55 12%	26 7%	22 9%	13 11%	21 11%	17 12%
Never	355 43%	94 35%	132 44%	129 51%	193 45%	162 41%	192 41%	163 45%	106 42%	32 28%	87 46%	57 40%
Don't know	206 25%	33 12%	85 28%	88 35%	95 22%	111 28%	118 25%	88 25%	72 29%	30 26%	45 24%	33 23%
<b>NETS</b>												
Net: Every time/ Most of the time	100 12%	56 21%	36 12%	8 3%	57 13%	43 11%	54 12%	46 13%	31 12%	22 19%	21 11%	18 13%
Net: Ever	263 32%	140 52%	86 28%	37 15%	144 33%	119 30%	155 33%	108 30%	74 29%	52 46%	58 31%	52 37%

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

**Q6. You mentioned that that you watch live Premier League football on a television in a public place, such as a pub or sports club.**

**When you watch it in a public place, how often, if at all, is the match shown using the following methods?**

### Streamed online not through an official provider

Base: All who ever watch premier league matches live in a public place

	REGULARITY OF WATCHING PL FOOTBALL LIVE			EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
	Total	More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%														
Total	824 100%	283 100%	609 100%	824 100%	694 100%	426 100%	273 100%	404 100%	338 100%	310 100%	435 100%	105 100%	192 100%	271 100%
Every time	31 4%	16 6%	30 5%	31 4%	30 4%	25 6%	22 cd	24 6%	24 c	22 c	25 6%	13 m	12 m	5 2%
Most of the time	69 8%	22 8%	52 9%	69 8%	69 10%	66 15%	57 cd	65 cd	64 cd	63 cd	66 cd	18 m	36 m	9 3%
Some of the time	82 10%	25 9%	58 10%	82 10%	80 12%	74 17%	63 cd	75 cd	72 cd	70 cd	78 18%	18 m	33 m	12 4%
Rarely	81 10%	23 8%	54 9%	81 10%	70 10%	59 14%	33 c	59 cd	45 13%	40 13%	61 14%	9 9%	28 m	22 8%
Never	355 43%	136 48%	266 44%	355 43%	287 41%	134 31%	62 23%	115 28%	89 26%	80 26%	135 31%	35 33%	60 31%	153 56%
Don't know	206 25%	61 22%	149 24%	206 25%	158 23%	68 16%	36 13%	66 16%	44 13%	35 11%	70 16%	12 11%	23 12%	70 26%
<b>NETS</b>														
Net: Every time/ Most of the time	100 12%	38 13%	82 13%	100 12%	99 14%	91 21%	79 cd	89 cd	88 cd	85 cd	91 cd	31 m	48 m	14 5%
Net: Ever	263 32%	86 30%	194 32%	263 32%	249 36%	224 53%	175 cd	223 cd	205 cde	195 cde	230 cd	58 m	109 m	48 18%

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q7\_SUM. To what extent do you agree or disagree with each of the following statements?

#### SUMMARY TABLE

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
I am nervous about streaming football matches online through unofficial websites	1000 100%	314 31%	241 24%	141 14%	116 12%	188 19%	555 56%	257 26%	2.93
I regularly prioritise watching Premier League matches live over other plans	1000 100%	137 14%	340 34%	282 28%	165 17%	76 8%	477 48%	447 45%	2.49
Streaming a football match online for free is a victimless crime that does not hurt anyone	1000 100%	81 8%	255 26%	262 26%	220 22%	182 18%	336 34%	482 48%	2.24
I personally know someone who streams football matches online through unofficial websites	1000 100%	130 13%	204 20%	120 12%	372 37%	174 17%	334 33%	492 49%	2.11

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I regularly prioritise watching Premier League matches live over other plans

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Strongly agree (4)	137 14%	59 20% bc	47 13%	31 9%	72 14%	65 13%	73 13%	64 14%	45 14%	20 15%	35 14%	20 12%
Tend to agree (3)	340 34%	110 38%	123 34%	107 31%	186 36%	154 32%	201 37% g	139 31%	106 34%	52 39%	76 31%	56 34%
Tend to disagree (2)	282 28%	70 24%	107 30%	105 30%	142 28%	140 29%	155 28%	127 28%	86 27%	36 27%	69 29%	52 32%
Strongly disagree (1)	165 17%	30 10%	53 15%	82 23% ab	79 15%	86 18%	78 14%	87 19% f	57 18% i	12 9%	42 17% i	27 17%
Don't know	76 8%	24 8%	28 8%	24 7%	36 7%	40 8%	40 7%	36 8%	22 7%	12 9%	20 8%	8 5%
<b>NETS</b>												
Net: Agree	477 48%	169 58% bc	170 47% c	138 40%	258 50%	219 45%	274 50%	203 45%	151 48%	72 55%	111 46%	76 47%
Net: Disagree	447 45%	100 34%	160 45% a	187 54% ab	221 43%	226 47%	233 43%	214 47%	143 45%	48 36%	111 46%	79 48% i
Mean score	2.49	2.74 bc	2.50 c	2.27	2.52	2.44	2.53	2.43	2.47	2.67 k	2.47	2.45
Standard deviation	.95	.93	.93	.95	.94	.96	.92	.99	.97	.87	.97	.93
Standard error	.03	.06	.05	.05	.04	.05	.04	.05	.06	.08	.07	.07

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I regularly prioritise watching Premier League matches live over other plans

Base: All respondents

Significance Level: 95%

	Total	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
		More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	1000	336	731	824	820	452	280	430	351	322	465	120	214	342
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 137	82	126	122	130	85	67	89	80	74	93	34	33	42
	14%	24%	17%	15%	16%	19%	24%	21%	23%	23%	20%	28%	15%	12%
		b					cd	cd	cd	cd	c	lm		
Tend to agree	(3) 340	139	275	290	302	191	115	166	138	129	176	41	92	115
	34%	41%	38%	35%	37%	42%	41%	39%	39%	40%	38%	34%	43%	34%
						c							m	
Tend to disagree	(2) 282	69	196	245	228	101	54	103	77	66	117	22	56	104
	28%	21%	27%	30%	28%	22%	19%	24%	22%	20%	25%	18%	26%	30%
		a		efghi	efhi									k
Strongly disagree	(1) 165	28	87	109	102	44	23	38	25	28	42	16	25	65
	17%	8%	12%	13%	12%	10%	8%	9%	7%	9%	9%	13%	12%	19%
				fghij	h									l
Don't know	76	18	47	58	58	31	21	34	31	25	37	7	8	16
	8%	5%	6%	7%	7%	7%	8%	8%	9%	8%	8%	6%	4%	5%
<b>NETS</b>														
Net: Agree	477	221	401	412	432	276	182	255	218	203	269	75	125	157
	48%	66%	55%	50%	53%	61%	65%	59%	62%	63%	58%	63%	58%	46%
		b				cd	cd	cd	cd	cd	c	m	m	
Net: Disagree	447	97	283	354	330	145	77	141	102	94	159	38	81	169
	45%	29%	39%	43%	40%	32%	28%	33%	29%	29%	34%	32%	38%	49%
			a	efghij	efghij									kl
Mean score	2.49	2.86	2.64	2.55	2.60	2.75	2.87	2.77	2.85	2.84	2.75	2.82	2.65	2.41
		b				cd	cd	cd	cd	cd	cd	m	m	
Standard deviation	.95	.90	.92	.92	.92	.89	.90	.91	.89	.91	.91	1.02	.89	.95
Standard error	.03	.05	.04	.03	.03	.04	.06	.05	.05	.05	.04	.10	.06	.05

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I personally know someone who streams football matches online through unofficial websites

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Strongly agree (4)	130 13%	53 18%	45 13%	32 9%	64 12%	66 14%	76 14%	54 12%	42 13%	25 19%	23 10%	18 11%
Tend to agree (3)	204 20%	91 31%	69 19%	44 13%	111 22%	93 19%	121 22%	83 18%	56 18%	32 24%	58 24%	34 21%
Tend to disagree (2)	120 12%	44 15%	53 15%	23 7%	60 12%	60 12%	59 11%	61 13%	39 12%	13 10%	28 12%	19 12%
Strongly disagree (1)	372 37%	56 19%	130 36%	186 53%	198 38%	174 36%	202 37%	170 38%	134 42%	33 25%	95 39%	61 37%
Don't know	174 17%	49 17%	61 17%	64 18%	82 16%	92 19%	89 16%	85 19%	45 14%	29 22%	38 16%	31 19%
<b>NETS</b>												
Net: Agree	334 33%	144 49%	114 32%	76 22%	175 34%	159 33%	197 36%	137 30%	98 31%	57 43%	81 33%	52 32%
Net: Disagree	492 49%	100 34%	183 51%	209 60%	258 50%	234 48%	261 48%	231 51%	173 55%	46 35%	123 51%	80 49%
Mean score	2.11	2.58	2.10	1.73	2.09	2.13	2.16	2.06	2.02	2.48	2.04	2.07
Standard deviation	1.15	1.07	1.13	1.09	1.14	1.16	1.16	1.13	1.15	1.18	1.10	1.13
Standard error	.04	.07	.07	.06	.05	.06	.05	.06	.07	.12	.08	.10

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I personally know someone who streams football matches online through unofficial websites

Base: All respondents

Significance Level: 95%

	Total	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
		More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
Strongly agree (4)	130 13%	59 18%	109 15%	116 14%	114 14%	77 17%	52 19%	86 20%	65 19%	69 21%	90 19%	22 18%	43 20%	45 13%
Tend to agree (3)	204 20%	66 20%	146 20%	187 23%	178 22%	133 29%	92 33%	129 30%	113 32%	104 32%	141 30%	29 24%	80 37%	50 15%
Tend to disagree (2)	120 12%	34 10%	76 10%	109 13%	98 12%	69 15%	48 17%	61 14%	57 16%	44 14%	65 14%	11 9%	25 12%	43 13%
Strongly disagree (1)	372 37%	120 36%	275 38%	273 33%	288 35%	105 23%	51 18%	85 20%	60 17%	49 15%	92 20%	42 35%	44 21%	165 48%
Don't know	174 17%	57 17%	125 17%	139 17%	142 17%	68 15%	37 13%	69 16%	56 16%	56 17%	77 17%	16 13%	22 10%	39 11%
<b>NETS</b>														
Net: Agree	334 33%	125 37%	255 35%	303 37%	292 36%	210 46%	144 51%	215 50%	178 51%	173 54%	231 50%	51 43%	123 57%	95 28%
Net: Disagree	492 49%	154 46%	351 48%	382 46%	386 47%	174 38%	99 35%	146 34%	117 33%	93 29%	157 34%	53 44%	69 32%	208 61%
Mean score	2.11	2.23	2.15	2.21	2.17	2.47	2.60	2.60	2.62	2.73	2.59	2.30	2.64	1.92
Standard deviation	1.15	1.21	1.18	1.14	1.15	1.10	1.05	1.09	1.04	1.04	1.09	1.21	1.07	1.14
Standard error	.04	.07	.05	.04	.04	.06	.07	.06	.06	.06	.06	.12	.08	.07

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### Streaming a football match online for free is a victimless crime that does not hurt anyone

Base: All respondents

Significance Level: 95%

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Strongly agree (4)	81 8%	38 13% bc	28 8%	15 4%	47 9%	34 7%	43 8%	38 8%	19 6%	18 14% hk	18 7%	10 6%
Tend to agree (3)	255 26%	90 31% c	97 27% c	68 19%	128 25%	127 26%	143 26%	112 25%	89 28% j	41 31% j	50 21%	42 26%
Tend to disagree (2)	262 26%	79 27%	86 24%	97 28%	137 27%	125 26%	149 27%	113 25%	87 28%	25 19%	68 28%	47 29%
Strongly disagree (1)	220 22%	37 13%	83 23% a	100 29% a	119 23%	101 21%	117 21%	103 23%	59 19%	26 20%	67 28% h	32 20%
Don't know	182 18%	49 17%	64 18%	69 20%	84 16%	98 20%	95 17%	87 19%	62 20%	22 17%	39 16%	32 20%
<b>NETS</b>												
Net: Agree	336 34%	128 44% bc	125 35% c	83 24%	175 34%	161 33%	186 34%	150 33%	108 34%	59 45% hjk	68 28%	52 32%
Net: Disagree	482 48%	116 40%	169 47%	197 56% ab	256 50%	226 47%	266 49%	216 48%	146 46%	51 39%	135 56% hi	79 48%
Mean score	2.24	2.53 bc	2.24 c	1.99	2.24	2.24	2.25	2.23	2.27 j	2.46 j	2.09	2.23
Standard deviation	.96	.93	.97	.90	.98	.94	.95	.98	.90	1.03	.96	.91
Standard error	.03	.06	.06	.05	.05	.05	.04	.05	.06	.10	.07	.08

Columns Tested: a,b,c - d,e - f,g - h,i,j,k



## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### Streaming a football match online for free is a victimless crime that does not hurt anyone

Base: All respondents

	Total	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
		More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%														
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
Strongly agree (4)	81 8%	34 10%	69 9%	74 9%	65 8%	54 12% d	41 15% cd	63 15% cd	53 15% cd	52 16% cd	66 14% cd	23 19% m	26 12% m	12 4%
Tend to agree (3)	255 26%	91 27%	186 25%	220 27%	210 26%	154 34% cd	106 38% cd	165 38% cd	125 36% cd	122 38% cd	173 37% cd	31 26%	92 43% km	70 20%
Tend to disagree (2)	262 26%	80 24%	187 26%	223 27% gij	223 27% gij	105 23%	62 22%	89 21%	77 22%	62 19%	99 21%	29 24%	53 25%	102 30%
Strongly disagree (1)	220 22%	79 24%	160 22%	168 20% efghij	183 22% efghij	71 16% g	34 12%	47 11%	45 13%	39 12%	53 11%	21 18%	23 11%	130 38% kl
Don't know	182 18%	52 15%	129 18%	139 17%	139 17%	68 15%	37 13%	66 15%	51 15%	47 15%	74 16%	16 13%	20 9%	28 8%
<b>NETS</b>														
Net: Agree	336 34%	125 37%	255 35%	294 36%	275 34%	208 46% cd	147 53% cd	228 53% cde	178 51% cd	174 54% cde	239 51% cd	54 45% m	118 55% m	82 24%
Net: Disagree	482 48%	159 47%	347 47%	391 47% efghij	406 50% efghij	176 39% gij	96 34%	136 32%	122 35%	101 31%	152 33%	50 42%	76 36%	232 68% kl
Mean score	2.24	2.28	2.27	2.29	2.23	2.50 cd	2.63 cd	2.67 cde	2.62 cd	2.68 cde	2.64 cde	2.54 m	2.62 m	1.89
Standard deviation	.96	1.00	.98	.96	.95	.95	.92	.91	.94	.94	.92	1.05	.86	.88
Standard error	.03	.06	.04	.04	.04	.05	.06	.05	.05	.06	.05	.10	.06	.05

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I am nervous about streaming football matches online through unofficial websites

Base: All respondents

	Total	AGE			GENDER		SEG		REGION			
		18-34	35-54	55+	Male	Female	ABC1	C2DE	South of England exc. London	London	North of England	Midlands
		a	b	c	d	e	f	g	h	i	j	k
Significance Level: 95%												
Total	1000 100%	293 100%	358 100%	349 100%	515 100%	485 100%	547 100%	453 100%	316 100%	132 100%	242 100%	163 100%
Strongly agree (4)	314 31%	86 29%	94 26%	134 38% ab	147 29%	167 34% d	175 32%	139 31%	103 33%	35 27%	85 35%	50 31%
Tend to agree (3)	241 24%	88 30% c	90 25% c	63 18%	112 22%	129 27%	135 25%	106 23%	69 22%	39 30%	62 26%	40 25%
Tend to disagree (2)	141 14%	45 15%	59 16% c	37 11%	87 17% e	54 11%	67 12%	74 16%	48 15%	22 17%	25 10%	20 12%
Strongly disagree (1)	116 12%	31 11%	46 13%	39 11% a	73 14% e	43 9%	57 10%	59 13%	35 11%	15 11%	30 12%	19 12%
Don't know	188 19%	43 15%	69 19%	76 22% a	96 19%	92 19%	113 21%	75 17%	61 19%	21 16%	40 17%	34 21%
<b>NETS</b>												
Net: Agree	555 56%	174 59% b	184 51%	197 56%	259 50%	296 61% d	310 57%	245 54%	172 54%	74 56%	147 61%	90 55%
Net: Disagree	257 26%	76 26%	105 29% c	76 22%	160 31% e	97 20%	124 23%	133 29% f	83 26%	37 28%	55 23%	39 24%
Mean score	2.93	2.92	2.80	3.07 b	2.79	3.07 d	2.99	2.86	2.94	2.85	3.00	2.94
Standard deviation	1.06	1.01	1.06	1.09	1.10	1.00	1.04	1.08	1.07	1.02	1.07	1.07
Standard error	.04	.06	.06	.07	.05	.05	.05	.06	.07	.10	.08	.09

Columns Tested: a,b,c - d,e - f,g - h,i,j,k

## BBC Radio 5 Live Premiership Viewers Survey

### Q7. To what extent do you agree or disagree with each of the following statements?

#### I am nervous about streaming football matches online through unofficial websites

Base: All respondents

Significance Level: 95%

	Total	REGULARITY OF WATCHING PL FOOTBALL LIVE		EVER WATCHED PL MATCHES...								PERCEPTIONS ON LEGALITY OF STREAMING		
		More than once a week	Weekly	In public place	At home with sports package	Login with permission	Login without permission	Streamed via streaming website	Streamed via social media	Streamed via special technology	Net: Ever streamed	Legal	It depends	Illegal
		a	b	c	d	e	f	g	h	i	j	k	l	m
Total	1000 100%	336 100%	731 100%	824 100%	820 100%	452 100%	280 100%	430 100%	351 100%	322 100%	465 100%	120 100%	214 100%	342 100%
Strongly agree (4)	314 31%	116 35%	237 32%	256 31% fghij	262 32% fghij	130 29% gij	68 24%	96 22%	84 24%	71 22%	107 23%	41 34% l	44 21%	152 44% l
Tend to agree (3)	241 24%	76 23%	166 23%	204 25%	204 25%	139 31% cd	98 35% cd	134 31% cd	115 33% cd	107 33% cd	143 31% cd	32 27% m	76 36% m	57 17%
Tend to disagree (2)	141 14%	45 13%	105 14%	125 15%	116 14%	79 17%	49 18%	98 23% cde	65 19%	64 20% d	102 22% cd	13 11%	53 25% km	35 10%
Strongly disagree (1)	116 12%	41 12%	90 12%	93 11%	93 11%	48 11%	29 10%	51 12%	39 11%	39 12%	54 12%	18 15%	21 10%	45 13%
Don't know	188 19%	58 17%	133 18%	146 18% egij	145 18% egij	56 12%	36 13%	51 12%	48 14%	41 13%	59 13%	16 13%	20 9%	53 15% l
<b>NETS</b>														
Net: Agree	555 56%	192 57%	403 55%	460 56%	466 57%	269 60%	166 59%	230 53%	199 57%	178 55%	250 54%	73 61%	120 56%	209 61%
Net: Disagree	257 26%	86 26%	195 27%	218 26%	209 25%	127 28%	78 28%	149 35% cde	104 30%	103 32% d	156 34% cd	31 26%	74 35% m	80 23%
Mean score	2.93	2.96	2.92	2.92 gij	2.94 gij	2.89 gj	2.84	2.73	2.81	2.75	2.75	2.92	2.74	3.09 l
Standard deviation	1.06	1.08	1.08	1.05	1.05	1.00	.97	.99	.99	.99	.99	1.10	.93	1.12
Standard error	.04	.06	.04	.04	.04	.05	.06	.05	.06	.06	.05	.11	.07	.07

Columns Tested: a,b - c,d,e,f,g,h,i,j - k,l,m