

# **NEMS** market research

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Measuring and Understanding Public Opinion:

## UEFA European Football Championship 2016

June 2016

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This public opinion data has been collected and analysed by NEMS from a survey of a representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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**Who'll be  
watching and where  
will we be watching  
UEFA Euro 2016**

**NEMS**



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# UEFA European Football Championship 2016

## SPEED READ

- The UEFA Euro 2016 football matches are due to start in France on Friday 10 June.<sup>1</sup>
- Three out of ten of us plan to watch some of the matches.
- Even if we aren't planning on watching any of the games a quarter of us have someone else in the household who will.
- We'll be watching the games at a pub, at a friend's home but our own home is the venue of choice.
- Just 3% of viewers plan to watch only the final, whereas 7% of viewers plan to watch all / most matches. 14% of viewers intend to watch games involving England and / or Wales.

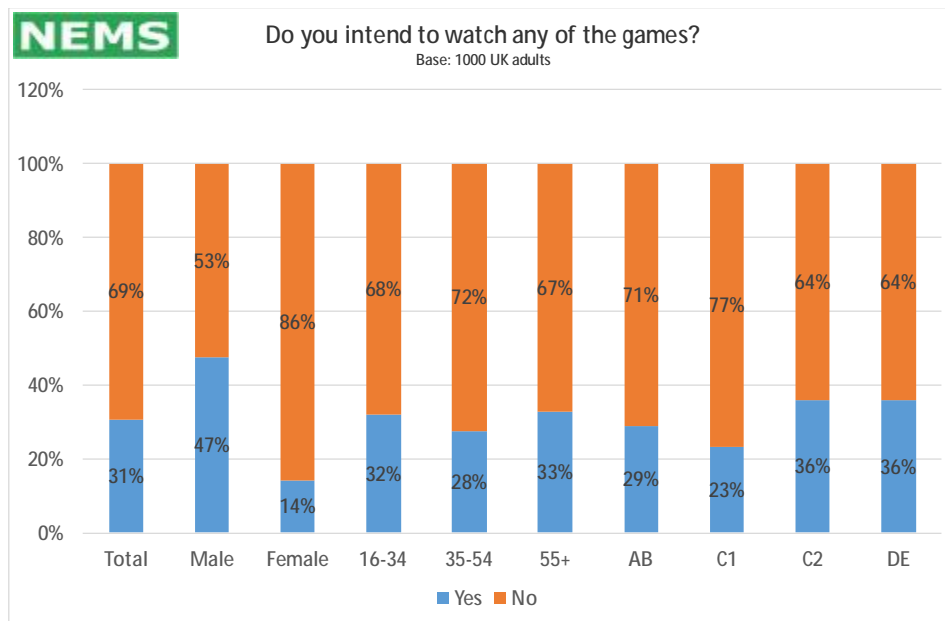
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<sup>1</sup> <http://www.uefa.com/uefaeuro/index.html>

### Who will be watching any of the games

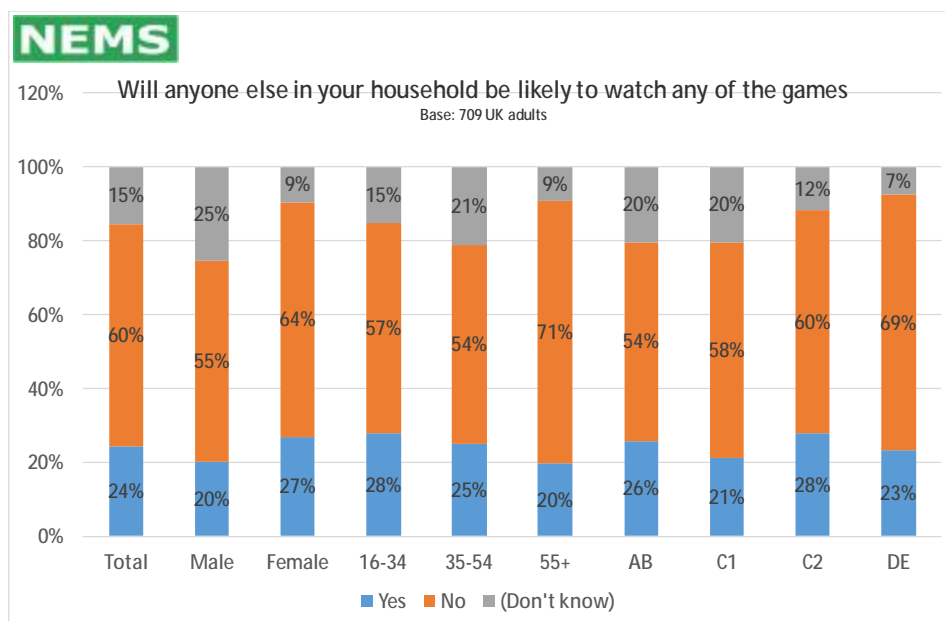
The UEFA Euro 2016 football matches are due to start in France on Friday 10 June 2016 and 31% of the population are planning to watch some of the games increasing to nearly half of men in the country (47%) compared to less than a third of women (31%).

Age does not appear to influence the likelihood of watching any of the games however those from the C2 and DE socioeconomic groups are more likely to watch some of the games than the country's ABC1s.



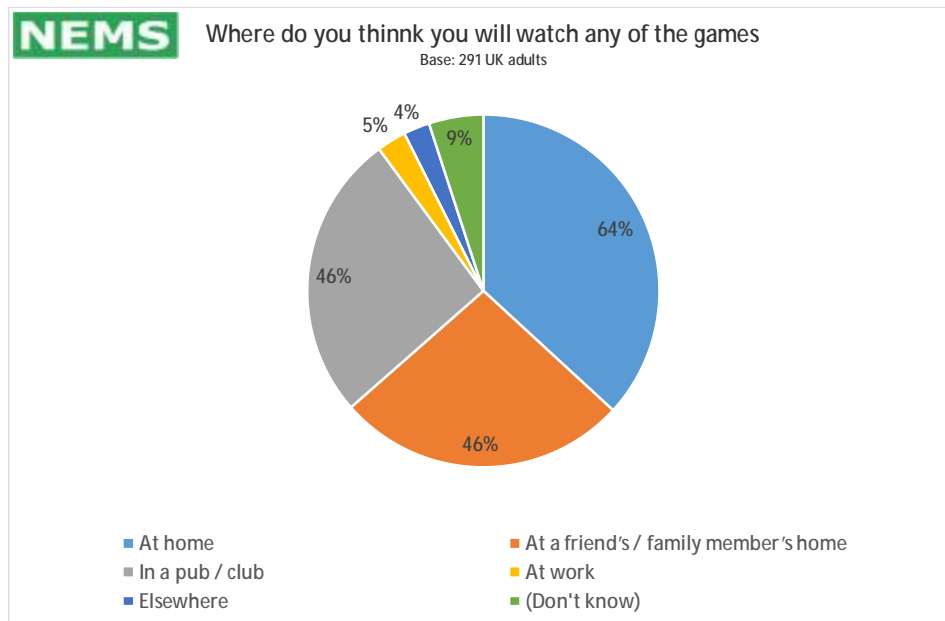
### Who else in the household will be watching any of the games

Among the population who are not planning on watching any of the games, almost a quarter (24%) have someone else in their household who will be likely to watch some the matches.



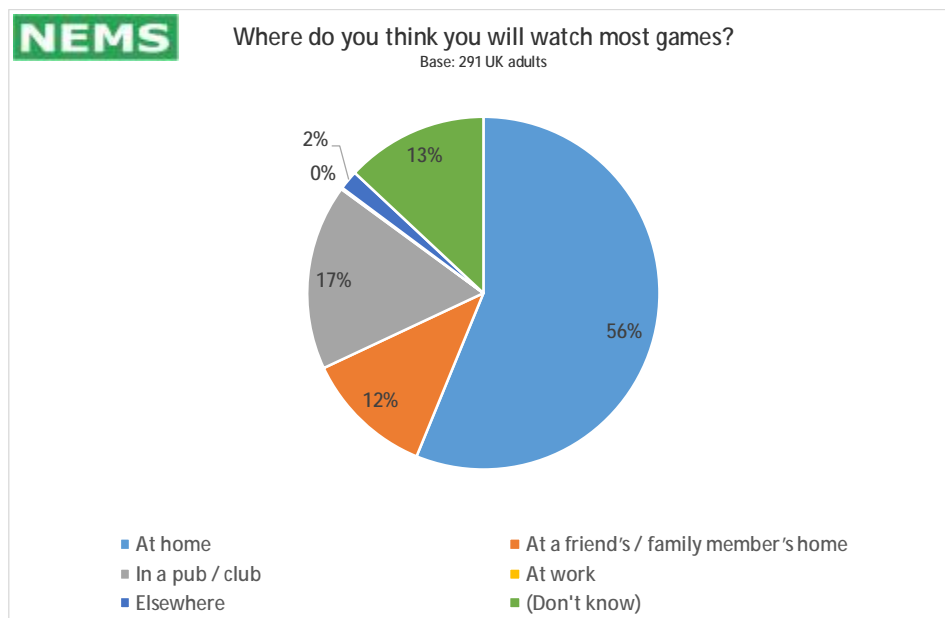
### Where will people watch *any* of the games

Among the 31% of the population who are planning to watch some of the UEFA 2016 games, nearly two thirds (64%) will do so at home. Almost half (46%) will watch some of the matches at a friend's or family member's home, exactly the same proportion that expect to watch in a pub / club. 5% intend to watch some of the matches at work.



### Where will people watch *most* of the games

As to where people plan to watch *most* of the games, the majority (56%) expect this to be at home, followed by a pub / club (17%) and then at a friend's or family member's home (17%)

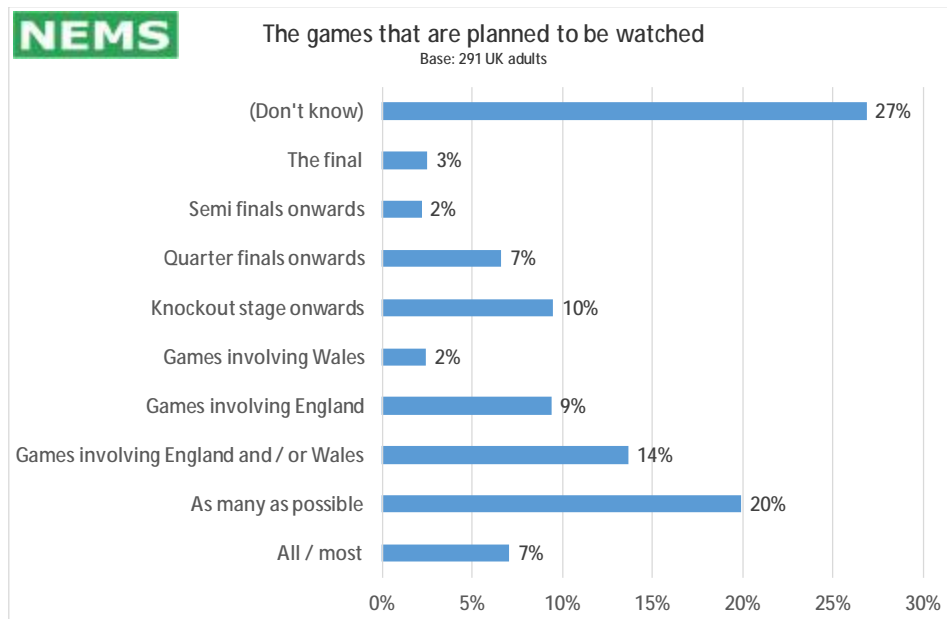


### How many games will people watch

As for the number of games people are planning on watching, the largest proportion of likely viewers are unsure accounting for in excess of a quarter (27%) of the likely viewers.

A fifth of viewers (20%) are planning to watch as many matches as possible. Games involving England and / or Wales will be watched by 14% of viewers.

One in ten viewers will watch from the knockout stage onwards (i.e. after all the group games). Only 3% of viewers plan on just watching the final.



# Omnibus Data Tabulations

## UEFA European Football Championship 2016

Weighted:

June 2016

|  | Total | Male | Female | 16-34 | 35-54 | 55+ | AB    | C1  | C2    | DE  | North | Midlands | South |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|--------|-------|-------|-----|-------|-----|-------|-----|-------|----------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q01 The Euro 2016 Football Championships start on 10th of June. Do you intend to watch any of the games?</b>    |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Yes  | 30.7% | 307  | 47.3%  | 236   | 14.2% | 71  | 32.1% | 105 | 27.5% | 95  | 32.9% | 107      | 29.0% | 50  | 23.3% | 73  | 36.0% | 111 | 35.8% | 73  | 35.0% | 124 | 30.5% | 96  | 26.1% | 80  |
| No   | 69.3% | 693  | 52.7%  | 263   | 85.8% | 430 | 67.9% | 222 | 72.5% | 252 | 67.1% | 219      | 71.0% | 122 | 76.7% | 242 | 64.0% | 198 | 64.2% | 130 | 65.0% | 232 | 69.5% | 219 | 73.9% | 226 |
| Weighted base:   | 1000  | 499  | 501    | 327   | 347   | 326 | 172   | 315 | 310   | 203 | 356   | 316      | 305   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 1000  | 464  | 536    | 142   | 434   | 424 | 173   | 299 | 330   | 198 | 424   | 299      | 237   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <b>Q02 Will anyone else in your household be likely to watch any of the Euro 2016 Football Championship games?</b> |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <i>Those not watching the Euro 2016 Football Championships</i>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Yes  | 24.3% | 168  | 20.1%  | 53    | 26.9% | 115 | 27.8% | 62  | 25.1% | 63  | 19.8% | 43       | 25.8% | 32  | 21.3% | 51  | 27.8% | 55  | 23.2% | 30  | 23.3% | 54  | 25.4% | 56  | 24.5% | 55  |
| No   | 60.2% | 417  | 54.5%  | 143   | 63.7% | 274 | 57.0% | 127 | 53.8% | 135 | 70.9% | 155      | 53.9% | 66  | 58.4% | 141 | 60.4% | 120 | 69.3% | 90  | 60.9% | 141 | 56.7% | 125 | 61.9% | 140 |
| (Don't know)   | 15.5% | 107  | 25.4%  | 67    | 9.4%  | 40  | 15.2% | 34  | 21.1% | 53  | 9.3%  | 20       | 20.4% | 25  | 20.4% | 49  | 11.8% | 23  | 7.5%  | 10  | 15.8% | 37  | 17.8% | 39  | 13.6% | 31  |
| Weighted base:   | 693   | 263  | 430    | 222   | 252   | 219 | 122   | 242 | 198   | 130 | 232   | 219      | 226   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 709   | 238  | 471    | 102   | 314   | 293 | 121   | 229 | 227   | 132 | 291   | 215      | 173   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <b>Q03 Where do you think you will watch any of the games? [MR/PR]</b>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <i>Those watching the Euro 2016 Football Championships</i>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| At home  | 63.8% | 196  | 66.8%  | 158   | 54.1% | 38  | 61.6% | 65  | 68.2% | 65  | 62.2% | 67       | 63.5% | 32  | 62.6% | 46  | 64.1% | 71  | 64.9% | 47  | 64.9% | 81  | 59.4% | 57  | 66.0% | 53  |
| At a friend's / family member's home   | 46.2% | 142  | 43.9%  | 104   | 54.1% | 38  | 51.4% | 54  | 45.4% | 43  | 41.9% | 45       | 58.1% | 29  | 31.9% | 23  | 45.2% | 50  | 54.2% | 39  | 43.1% | 54  | 38.3% | 37  | 59.4% | 47  |
| In a pub / club  | 45.7% | 141  | 42.7%  | 101   | 55.9% | 40  | 38.4% | 40  | 51.6% | 49  | 47.7% | 51       | 48.6% | 24  | 36.8% | 27  | 52.3% | 58  | 42.8% | 31  | 52.7% | 66  | 42.7% | 41  | 39.5% | 31  |
| At work  | 4.7%  | 14   | 4.7%   | 11    | 4.4%  | 3   | 1.9%  | 2   | 7.5%  | 7   | 4.8%  | 5        | 0.0%  | 0   | 12.6% | 9   | 2.1%  | 2   | 3.8%  | 3   | 3.7%  | 5   | 9.3%  | 9   | 1.0%  | 1   |
| Elsewhere  | 4.2%  | 13   | 5.4%   | 13    | 0.0%  | 0   | 1.7%  | 2   | 6.4%  | 6   | 4.6%  | 5        | 9.0%  | 5   | 4.4%  | 3   | 2.8%  | 3   | 2.6%  | 2   | 5.8%  | 7   | 5.2%  | 5   | 0.6%  | 0   |
| (Don't know)   | 8.7%  | 27   | 8.8%   | 21    | 8.1%  | 6   | 8.2%  | 9   | 6.8%  | 6   | 10.8% | 12       | 8.4%  | 4   | 17.3% | 13  | 5.1%  | 6   | 5.6%  | 4   | 5.8%  | 7   | 13.7% | 13  | 7.8%  | 6   |
| Weighted base:   | 307   | 236  | 71     | 105   | 95    | 107 | 50    | 73  | 111   | 73  | 124   | 96       | 80    |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 291   | 226  | 65     | 40    | 120   | 131 | 52    | 70  | 103   | 66  | 133   | 84       | 64    |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <b>Q04 Where do you think you will watch most of the games? [PR]</b>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <i>Those watching the Euro 2016 Football Championships</i>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| At home  | 56.2% | 173  | 64.3%  | 152   | 29.3% | 21  | 52.3% | 55  | 59.7% | 57  | 56.9% | 61       | 61.9% | 31  | 60.6% | 45  | 53.2% | 59  | 52.4% | 38  | 57.8% | 72  | 52.2% | 50  | 56.3% | 45  |
| At a friend's / family member's home   | 11.8% | 36   | 7.0%   | 16    | 28.0% | 20  | 14.1% | 15  | 8.0%  | 8   | 13.0% | 14       | 15.7% | 8   | 9.1%  | 7   | 7.5%  | 8   | 18.6% | 14  | 7.5%  | 9   | 15.2% | 15  | 15.6% | 12  |
| In a pub / club  | 17.1% | 52   | 15.0%  | 35    | 24.0% | 17  | 19.9% | 21  | 18.2% | 17  | 13.3% | 14       | 10.1% | 5   | 9.8%  | 7   | 24.0% | 27  | 18.6% | 13  | 21.6% | 27  | 12.2% | 12  | 15.6% | 12  |
| At work  | 0.1%  | 0    | 0.2%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.4%  | 0        | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.3%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Elsewhere  | 1.8%  | 5    | 2.3%   | 5     | 0.0%  | 0   | 0.0%  | 0   | 2.6%  | 3   | 2.7%  | 3        | 3.0%  | 1   | 1.8%  | 1   | 1.5%  | 2   | 1.4%  | 1   | 1.9%  | 2   | 3.2%  | 3   | 0.0%  | 0   |
| (Don't know)   | 13.0% | 40   | 11.3%  | 27    | 18.6% | 13  | 13.7% | 14  | 11.5% | 11  | 13.7% | 15       | 9.3%  | 5   | 18.1% | 13  | 13.9% | 16  | 9.0%  | 7   | 10.9% | 14  | 17.2% | 17  | 12.5% | 10  |
| Weighted base:   | 307   | 236  | 71     | 105   | 95    | 107 | 50    | 73  | 111   | 73  | 124   | 96       | 80    |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 291   | 226  | 65     | 40    | 120   | 131 | 52    | 70  | 103   | 66  | 133   | 84       | 64    |     |       |     |       |     |       |     |       |     |       |     |       |     |

# Omnibus Data Tabulations

## UEFA European Football Championship 2016

Weighted:

June 2016

|  | Total | Male | Female | 16-34 | 35-54  | 55+ | AB    | C1  | C2    | DE  | North | Midlands | South |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|--------|-------|--------|-----|-------|-----|-------|-----|-------|----------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q05 And which of the following best describes the number of games you plan to watch? [PR]</b> |       |      |        |       |        |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <i>Those watching the Euro 2016 Football Championships</i>                                       |       |      |        |       |        |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| All / most   | 7.0%  | 22   | 8.0%   | 19    | 3.9%   | 3   | 7.5%  | 8   | 9.9%  | 9   | 4.1%  | 4        | 1.9%  | 1   | 5.0%  | 4   | 2.9%  | 3   | 19.1% | 14  | 8.6%  | 11  | 5.9%  | 6   | 1.3%  | 1   |
| As many as possible  | 19.9% | 61   | 23.5%  | 56    | 7.9%   | 6   | 26.7% | 28  | 16.6% | 16  | 16.2% | 17       | 42.6% | 21  | 9.3%  | 7   | 22.5% | 25  | 11.0% | 8   | 19.4% | 24  | 32.8% | 32  | 6.9%  | 5   |
| Just the games involving England and / or Wales  | 13.6% | 42   | 14.6%  | 34    | 10.4%  | 7   | 7.7%  | 8   | 19.7% | 19  | 14.1% | 15       | 11.9% | 6   | 21.9% | 16  | 7.0%  | 8   | 16.6% | 12  | 16.5% | 21  | 6.7%  | 6   | 17.8% | 14  |
| Just the games involving England   | 9.4%  | 29   | 5.7%   | 14    | 21.6%  | 15  | 7.7%  | 8   | 12.3% | 12  | 8.5%  | 9        | 11.4% | 6   | 1.2%  | 1   | 8.9%  | 10  | 17.1% | 12  | 3.8%  | 5   | 7.3%  | 7   | 21.5% | 17  |
| Just the games involving Wales   | 2.4%  | 7    | 2.3%   | 5     | 2.8%   | 2   | 0.0%  | 0   | 4.6%  | 4   | 2.9%  | 3        | 2.4%  | 1   | 0.0%  | 0   | 3.9%  | 4   | 2.7%  | 2   | 0.0%  | 0   | 7.7%  | 7   | 0.0%  | 0   |
| From the knockout stage onwards  | 9.5%  | 29   | 11.4%  | 27    | 3.3%   | 2   | 12.0% | 13  | 5.7%  | 5   | 10.5% | 11       | 2.8%  | 1   | 10.9% | 8   | 13.4% | 15  | 6.7%  | 5   | 17.7% | 22  | 1.7%  | 2   | 6.5%  | 5   |
| From the quarter finals onwards  | 6.6%  | 20   | 5.0%   | 12    | 11.9%  | 8   | 7.7%  | 8   | 2.7%  | 3   | 9.1%  | 10       | 0.7%  | 0   | 2.7%  | 2   | 10.6% | 12  | 8.6%  | 6   | 10.5% | 13  | 3.6%  | 3   | 4.4%  | 4   |
| From the semi finals onwards   | 2.2%  | 7    | 1.8%   | 4     | 3.5%   | 2   | 2.0%  | 2   | 4.1%  | 4   | 0.6%  | 1        | 1.0%  | 0   | 1.6%  | 1   | 2.5%  | 3   | 3.0%  | 2   | 4.1%  | 5   | 1.1%  | 1   | 0.6%  | 0   |
| Just the final (Don't know)  | 2.5%  | 8    | 0.9%   | 2     | 7.7%   | 5   | 5.2%  | 5   | 1.9%  | 2   | 0.4%  | 0        | 3.6%  | 2   | 0.0%  | 0   | 5.3%  | 6   | 0.0%  | 0   | 0.3%  | 0   | 1.9%  | 2   | 6.9%  | 5   |
| Weighted base:   |       | 307  |        | 236   |        | 71  |       | 105 |       | 95  |       | 107      |       | 50  |       | 73  |       | 111 |       | 73  |       | 124 |       | 96  |       | 80  |
| Sample:  |       | 291  |        | 226   |        | 65  |       | 40  |       | 120 |       | 131      |       | 52  |       | 70  |       | 103 |       | 66  |       | 133 |       | 84  |       | 64  |
| <b>SEX Sex of respondent</b>   |       |      |        |       |        |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Male   | 49.9% | 499  | 100.0% | 499   | 0.0%   | 0   | 51.6% | 169 | 51.4% | 178 | 46.7% | 152      | 59.9% | 103 | 46.3% | 146 | 53.2% | 165 | 42.2% | 86  | 51.6% | 184 | 50.3% | 159 | 48.8% | 149 |
| Female   | 50.1% | 501  | 0.0%   | 0     | 100.0% | 501 | 48.4% | 158 | 48.6% | 169 | 53.3% | 174      | 40.1% | 69  | 53.7% | 169 | 46.8% | 145 | 57.8% | 117 | 48.4% | 172 | 49.7% | 157 | 51.2% | 156 |
| Weighted base:   |       | 1000 |        | 499   |        | 501 |       | 327 |       | 347 |       | 326      |       | 172 |       | 315 |       | 310 |       | 203 |       | 356 |       | 316 |       | 305 |
| Sample:  |       | 1000 |        | 464   |        | 536 |       | 142 |       | 434 |       | 424      |       | 173 |       | 299 |       | 330 |       | 198 |       | 424 |       | 299 |       | 237 |
| <b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>               |       |      |        |       |        |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| 16 to 24   | 15.1% | 151  | 15.9%  | 79    | 14.4%  | 72  | 46.3% | 151 | 0.0%  | 0   | 0.0%  | 0        | 16.1% | 28  | 16.2% | 51  | 14.5% | 45  | 13.8% | 28  | 18.6% | 66  | 13.4% | 42  | 13.2% | 40  |
| 25 to 34   | 17.5% | 175  | 17.9%  | 89    | 17.2%  | 86  | 53.7% | 175 | 0.0%  | 0   | 0.0%  | 0        | 18.3% | 31  | 18.3% | 58  | 15.1% | 47  | 19.4% | 39  | 17.1% | 61  | 13.7% | 43  | 21.6% | 66  |
| 35 to 44   | 18.4% | 184  | 18.9%  | 94    | 17.9%  | 90  | 0.0%  | 0   | 53.0% | 184 | 0.0%  | 0        | 15.5% | 27  | 19.2% | 61  | 23.6% | 73  | 11.7% | 24  | 15.7% | 56  | 20.0% | 63  | 19.4% | 59  |
| 45 to 54   | 16.3% | 163  | 16.8%  | 84    | 15.8%  | 79  | 0.0%  | 0   | 47.0% | 163 | 0.0%  | 0        | 19.7% | 34  | 18.8% | 59  | 17.8% | 55  | 7.2%  | 15  | 16.3% | 58  | 17.5% | 55  | 15.0% | 46  |
| 55 to 64   | 13.1% | 131  | 13.4%  | 67    | 12.8%  | 64  | 0.0%  | 0   | 0.0%  | 0   | 40.2% | 131      | 13.2% | 23  | 11.9% | 38  | 15.4% | 48  | 11.3% | 23  | 13.4% | 48  | 12.7% | 40  | 13.3% | 41  |
| 65 +   | 19.5% | 195  | 17.1%  | 85    | 21.9%  | 110 | 0.0%  | 0   | 0.0%  | 0   | 59.8% | 195      | 17.2% | 30  | 15.7% | 49  | 13.6% | 42  | 36.5% | 74  | 19.0% | 67  | 22.7% | 72  | 17.4% | 53  |
| Weighted base:   |       | 1000 |        | 499   |        | 501 |       | 327 |       | 347 |       | 326      |       | 172 |       | 315 |       | 310 |       | 203 |       | 356 |       | 316 |       | 305 |
| Sample:  |       | 1000 |        | 464   |        | 536 |       | 142 |       | 434 |       | 424      |       | 173 |       | 299 |       | 330 |       | 198 |       | 424 |       | 299 |       | 237 |

# Omnibus Data Tabulations

## UEFA European Football Championship 2016

Weighted:

|  | Total | Male | Female | 16-34 | 35-54 | 55+ | AB    | C1  | C2    | DE  | North | Midlands | South |     |        |     |        |     |       |     |       |     |       |     |       |     |
|--|-------|------|--------|-------|-------|-----|-------|-----|-------|-----|-------|----------|-------|-----|--------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>SEG Socio-economic group</b>  |       |      |        |       |       |     |       |     |       |     |       |          |       |     |        |     |        |     |       |     |       |     |       |     |       |     |
| A  | 3.2%  | 32   | 3.7%   | 18    | 2.7%  | 14  | 1.7%  | 6   | 5.4%  | 19  | 2.3%  | 7        | 18.5% | 32  | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 3.1%  | 11  | 3.0%  | 9   | 3.2%  | 10  |
| B  | 14.0% | 140  | 17.0%  | 85    | 11.1% | 55  | 16.4% | 54  | 12.0% | 42  | 13.8% | 45       | 81.5% | 140 | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 15.1% | 54  | 16.5% | 52  | 10.5% | 32  |
| C1   | 31.5% | 315  | 29.2%  | 146   | 33.8% | 169 | 33.2% | 109 | 34.5% | 120 | 26.7% | 87       | 0.0%  | 0   | 100.0% | 315 | 0.0%   | 0   | 0.0%  | 0   | 25.5% | 91  | 34.2% | 108 | 36.5% | 111 |
| C2   | 31.0% | 310  | 33.0%  | 165   | 29.0% | 145 | 28.0% | 92  | 36.9% | 128 | 27.5% | 90       | 0.0%  | 0   | 0.0%   | 0   | 100.0% | 310 | 0.0%  | 0   | 34.4% | 123 | 27.3% | 86  | 31.3% | 95  |
| D  | 6.9%  | 69   | 5.2%   | 26    | 8.5%  | 43  | 8.4%  | 28  | 7.4%  | 26  | 4.8%  | 16       | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 33.9% | 69  | 8.9%  | 32  | 3.8%  | 12  | 5.5%  | 17  |
| E  | 13.4% | 134  | 11.9%  | 60    | 14.9% | 75  | 12.2% | 40  | 3.7%  | 13  | 25.0% | 81       | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 66.1% | 134 | 12.9% | 46  | 15.2% | 48  | 13.1% | 40  |
| (Refused)  | 0.0%  | 0    | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0        | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:   |       | 1000 |        | 499   |       | 501 |       | 327 |       | 347 |       | 326      |       | 172 |        | 315 |        | 310 |       | 203 |       | 356 |       | 316 |       | 305 |
| Sample:  |       | 1000 |        | 464   |       | 536 |       | 142 |       | 434 |       | 424      |       | 173 |        | 299 |        | 330 |       | 198 |       | 424 |       | 299 |       | 237 |
| <b>EMP Which of the following best describes your current employment status ? [PR]</b>               |       |      |        |       |       |     |       |     |       |     |       |          |       |     |        |     |        |     |       |     |       |     |       |     |       |     |
| Working full-time (30+ hours a week)   | 48.0% | 480  | 56.8%  | 283   | 39.2% | 196 | 57.4% | 188 | 65.5% | 227 | 19.8% | 64       | 45.6% | 78  | 62.2%  | 196 | 53.6%  | 166 | 19.3% | 39  | 44.2% | 157 | 48.1% | 152 | 51.6% | 157 |
| Part-time  | 12.8% | 128  | 6.9%   | 34    | 18.7% | 94  | 4.5%  | 15  | 20.3% | 71  | 13.2% | 43       | 14.8% | 26  | 15.3%  | 48  | 13.6%  | 42  | 6.2%  | 13  | 12.0% | 43  | 13.2% | 42  | 13.5% | 41  |
| Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid) | 16.2% | 162  | 17.3%  | 86    | 15.0% | 75  | 34.7% | 113 | 9.6%  | 33  | 4.7%  | 15       | 17.5% | 30  | 8.4%   | 26  | 14.2%  | 44  | 30.2% | 61  | 20.4% | 73  | 11.1% | 35  | 16.9% | 51  |
| Not working (retired / invalid)  | 22.9% | 229  | 18.7%  | 94    | 27.0% | 135 | 3.4%  | 11  | 4.6%  | 16  | 61.9% | 202      | 22.1% | 38  | 14.2%  | 45  | 18.6%  | 58  | 43.5% | 88  | 23.1% | 82  | 27.6% | 87  | 18.1% | 55  |
| (Refused)  | 0.2%  | 2    | 0.3%   | 2     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 2        | 0.0%  | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.8%  | 2   | 0.4%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:   |       | 1000 |        | 499   |       | 501 |       | 327 |       | 347 |       | 326      |       | 172 |        | 315 |        | 310 |       | 203 |       | 356 |       | 316 |       | 305 |
| Sample:  |       | 1000 |        | 464   |       | 536 |       | 142 |       | 434 |       | 424      |       | 173 |        | 299 |        | 330 |       | 198 |       | 424 |       | 299 |       | 237 |
| <b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>      |       |      |        |       |       |     |       |     |       |     |       |          |       |     |        |     |        |     |       |     |       |     |       |     |       |     |
| One  | 24.9% | 249  | 25.7%  | 128   | 24.0% | 120 | 10.1% | 33  | 19.1% | 66  | 45.9% | 150      | 11.3% | 19  | 21.0%  | 66  | 19.4%  | 60  | 50.7% | 103 | 29.1% | 104 | 21.2% | 67  | 23.8% | 73  |
| Two  | 39.6% | 396  | 36.7%  | 183   | 42.5% | 213 | 41.2% | 135 | 46.4% | 161 | 30.7% | 100      | 50.9% | 88  | 42.4%  | 134 | 41.3%  | 128 | 23.0% | 47  | 35.8% | 127 | 42.1% | 133 | 41.8% | 128 |
| Three  | 20.4% | 204  | 21.8%  | 109   | 18.9% | 95  | 22.0% | 72  | 22.3% | 77  | 16.6% | 54       | 21.5% | 37  | 24.6%  | 78  | 18.8%  | 58  | 15.1% | 31  | 21.5% | 76  | 24.3% | 77  | 14.3% | 44  |
| Four   | 10.9% | 109  | 13.1%  | 65    | 8.8%  | 44  | 18.5% | 61  | 8.9%  | 31  | 5.5%  | 18       | 8.8%  | 15  | 9.8%   | 31  | 14.1%  | 44  | 9.7%  | 20  | 11.4% | 41  | 7.0%  | 22  | 14.3% | 44  |
| Five   | 3.2%  | 32   | 2.6%   | 13    | 3.7%  | 19  | 6.5%  | 21  | 2.0%  | 7   | 1.0%  | 3        | 6.8%  | 12  | 2.2%   | 7   | 4.2%   | 13  | 0.0%  | 0   | 1.1%  | 4   | 4.0%  | 13  | 4.8%  | 15  |
| Six or more  | 0.3%  | 3    | 0.0%   | 0     | 0.5%  | 3   | 0.8%  | 3   | 0.0%  | 0   | 0.0%  | 0        | 0.0%  | 0   | 0.0%   | 0   | 0.8%   | 3   | 0.0%  | 0   | 0.7%  | 3   | 0.0%  | 0   | 0.0%  | 0   |
| (Refused)  | 0.9%  | 9    | 0.2%   | 1     | 1.5%  | 8   | 0.9%  | 3   | 1.3%  | 5   | 0.3%  | 1        | 0.6%  | 1   | 0.0%   | 0   | 1.5%   | 5   | 1.5%  | 3   | 0.4%  | 1   | 1.3%  | 4   | 1.0%  | 3   |
| Weighted base:   |       | 1000 |        | 499   |       | 501 |       | 327 |       | 347 |       | 326      |       | 172 |        | 315 |        | 310 |       | 203 |       | 356 |       | 316 |       | 305 |
| Sample:  |       | 1000 |        | 464   |       | 536 |       | 142 |       | 434 |       | 424      |       | 173 |        | 299 |        | 330 |       | 198 |       | 424 |       | 299 |       | 237 |



# Omnibus Data Tabulations

## UEFA European Football Championship 2016

Weighted:

June 2016

|  | Total | Male | Female | 16-34 | 35-54 | 55+ | AB    | C1  | C2    | DE  | North | Midlands | South |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|--------|-------|-------|-----|-------|-----|-------|-----|-------|----------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>CHI How many children live in your household, aged 15 years and under ?</b> |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| None   | 71.2% | 712  | 74.9%  | 374   | 67.5% | 338 | 64.5% | 211 | 52.6% | 182 | 97.7% | 318      | 61.4% | 106 | 74.8% | 236 | 67.4% | 209 | 79.6% | 161 | 75.5% | 269 | 66.8% | 211 | 71.0% | 217 |
| One  | 11.9% | 119  | 12.4%  | 62    | 11.5% | 57  | 14.8% | 48  | 18.9% | 66  | 1.7%  | 5        | 18.3% | 32  | 9.5%  | 30  | 13.8% | 43  | 7.5%  | 15  | 10.6% | 38  | 16.6% | 53  | 8.4%  | 26  |
| Two  | 11.8% | 118  | 10.0%  | 50    | 13.6% | 68  | 13.0% | 43  | 21.4% | 74  | 0.4%  | 1        | 14.9% | 26  | 12.2% | 39  | 10.4% | 32  | 10.6% | 22  | 8.4%  | 30  | 13.7% | 43  | 13.5% | 41  |
| Three  | 3.9%  | 39   | 1.5%   | 8     | 6.3%  | 31  | 6.2%  | 20  | 5.4%  | 19  | 0.0%  | 0        | 3.9%  | 7   | 3.5%  | 11  | 5.4%  | 17  | 2.3%  | 5   | 3.7%  | 13  | 2.5%  | 8   | 5.6%  | 17  |
| Four   | 0.6%  | 6    | 1.0%   | 5     | 0.3%  | 1   | 1.5%  | 5   | 0.4%  | 1   | 0.0%  | 0        | 0.9%  | 1   | 0.0%  | 0   | 1.5%  | 5   | 0.0%  | 0   | 1.3%  | 5   | 0.0%  | 0   | 0.5%  | 1   |
| Five   | 0.0%  | 0    | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0        | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Six or more  | 0.0%  | 0    | 0.0%   | 0     | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0        | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Refused)  | 0.6%  | 6    | 0.2%   | 1     | 0.9%  | 5   | 0.0%  | 0   | 1.3%  | 5   | 0.3%  | 1        | 0.6%  | 1   | 0.0%  | 0   | 1.5%  | 5   | 0.0%  | 0   | 0.4%  | 1   | 0.3%  | 1   | 1.0%  | 3   |
| Weighted base:   | 1000  | 499  | 501    | 327   | 347   | 326 | 172   | 315 | 310   | 203 | 356   | 316      | 305   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 1000  | 464  | 536    | 142   | 434   | 424 | 173   | 299 | 330   | 198 | 424   | 299      | 237   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <b>IS2 ISBA region</b>   |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Ulster   | 2.3%  | 23   | 1.5%   | 8     | 3.1%  | 15  | 2.6%  | 8   | 2.8%  | 10  | 1.5%  | 5        | 2.2%  | 4   | 1.6%  | 5   | 1.8%  | 6   | 4.3%  | 9   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Scotland   | 8.3%  | 83   | 7.3%   | 36    | 9.3%  | 47  | 10.4% | 34  | 5.3%  | 18  | 9.4%  | 31       | 9.8%  | 17  | 4.2%  | 13  | 9.4%  | 29  | 11.7% | 24  | 23.3% | 83  | 0.0%  | 0   | 0.0%  | 0   |
| North / Borders  | 6.3%  | 62   | 5.8%   | 29    | 6.7%  | 33  | 2.8%  | 9   | 9.0%  | 31  | 6.8%  | 22       | 6.5%  | 11  | 3.1%  | 10  | 7.8%  | 24  | 8.5%  | 17  | 17.6% | 62  | 0.0%  | 0   | 0.0%  | 0   |
| Lancashire   | 11.6% | 116  | 14.7%  | 73    | 8.6%  | 43  | 13.6% | 44  | 10.6% | 37  | 10.8% | 35       | 11.2% | 19  | 12.2% | 39  | 12.9% | 40  | 9.1%  | 18  | 32.7% | 116 | 0.0%  | 0   | 0.0%  | 0   |
| Yorkshire  | 9.4%  | 94   | 9.0%   | 45    | 9.8%  | 49  | 12.2% | 40  | 7.9%  | 27  | 8.3%  | 27       | 10.2% | 18  | 9.2%  | 29  | 9.5%  | 29  | 8.9%  | 18  | 26.4% | 94  | 0.0%  | 0   | 0.0%  | 0   |
| Wales & South West   | 10.7% | 107  | 7.0%   | 35    | 14.4% | 72  | 7.5%  | 25  | 7.4%  | 26  | 17.4% | 57       | 9.2%  | 16  | 8.2%  | 26  | 11.3% | 35  | 14.8% | 30  | 0.0%  | 0   | 26.3% | 83  | 7.9%  | 24  |
| Midlands   | 16.0% | 160  | 19.3%  | 96    | 12.7% | 64  | 11.3% | 37  | 20.3% | 70  | 16.2% | 53       | 18.7% | 32  | 20.9% | 66  | 9.1%  | 28  | 16.7% | 34  | 0.0%  | 0   | 50.7% | 160 | 0.0%  | 0   |
| East England   | 7.3%  | 73   | 7.6%   | 38    | 6.9%  | 35  | 7.3%  | 24  | 7.4%  | 26  | 7.1%  | 23       | 10.0% | 17  | 6.3%  | 20  | 8.7%  | 27  | 4.3%  | 9   | 0.0%  | 0   | 23.0% | 73  | 0.0%  | 0   |
| London   | 19.2% | 192  | 20.5%  | 103   | 17.9% | 90  | 24.0% | 78  | 19.4% | 67  | 14.2% | 46       | 14.3% | 25  | 24.9% | 79  | 19.6% | 61  | 14.0% | 28  | 0.0%  | 0   | 0.0%  | 0   | 63.0% | 192 |
| Southern   | 8.9%  | 89   | 7.2%   | 36    | 10.6% | 53  | 8.4%  | 28  | 9.9%  | 34  | 8.2%  | 27       | 7.8%  | 13  | 9.3%  | 29  | 9.9%  | 31  | 7.8%  | 16  | 0.0%  | 0   | 0.0%  | 0   | 29.1% | 89  |
| Weighted base:   | 1000  | 499  | 501    | 327   | 347   | 326 | 172   | 315 | 310   | 203 | 356   | 316      | 305   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 1000  | 464  | 536    | 142   | 434   | 424 | 173   | 299 | 330   | 198 | 424   | 299      | 237   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| <b>TV2 TV region [MR]</b>  |       |      |        |       |       |     |       |     |       |     |       |          |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Grampian / Scottish  | 8.2%  | 82   | 7.1%   | 35    | 9.3%  | 47  | 10.4% | 34  | 5.1%  | 18  | 9.4%  | 31       | 9.8%  | 17  | 4.2%  | 13  | 9.1%  | 28  | 11.7% | 24  | 23.1% | 82  | 0.0%  | 0   | 0.0%  | 0   |
| Tyne Tees / Border   | 7.4%  | 74   | 6.8%   | 34    | 8.0%  | 40  | 2.8%  | 9   | 11.5% | 40  | 7.7%  | 25       | 7.1%  | 12  | 4.1%  | 13  | 8.9%  | 27  | 10.5% | 21  | 20.7% | 74  | 0.0%  | 0   | 0.0%  | 0   |
| Granada  | 11.1% | 111  | 14.1%  | 71    | 8.0%  | 40  | 12.9% | 42  | 9.6%  | 33  | 10.8% | 35       | 14.0% | 24  | 10.1% | 32  | 11.4% | 35  | 9.6%  | 20  | 27.0% | 96  | 4.7%  | 15  | 0.0%  | 0   |
| Yorkshire  | 13.4% | 134  | 13.9%  | 69    | 12.9% | 65  | 16.5% | 54  | 13.2% | 46  | 10.5% | 34       | 13.5% | 23  | 12.9% | 41  | 16.5% | 51  | 9.4%  | 19  | 33.7% | 120 | 4.4%  | 14  | 0.0%  | 0   |
| HTV / West Country   | 11.1% | 111  | 9.1%   | 46    | 13.1% | 66  | 8.1%  | 26  | 9.0%  | 31  | 16.4% | 54       | 7.9%  | 14  | 8.6%  | 27  | 14.3% | 44  | 13.0% | 26  | 1.8%  | 6   | 24.1% | 76  | 9.5%  | 29  |
| Central  | 19.5% | 195  | 21.7%  | 108   | 17.4% | 87  | 13.4% | 44  | 23.7% | 82  | 21.1% | 69       | 23.5% | 41  | 22.9% | 72  | 12.4% | 38  | 21.7% | 44  | 5.0%  | 18  | 55.4% | 175 | 0.8%  | 2   |
| Anglia   | 9.6%  | 96   | 9.8%   | 49    | 9.3%  | 46  | 7.3%  | 24  | 12.1% | 42  | 9.1%  | 30       | 12.7% | 22  | 9.2%  | 29  | 11.3% | 35  | 4.7%  | 10  | 0.6%  | 2   | 25.6% | 81  | 4.1%  | 13  |
| LWT / Carlton  | 22.9% | 229  | 24.0%  | 120   | 21.7% | 109 | 27.3% | 89  | 21.9% | 76  | 19.4% | 63       | 19.2% | 33  | 29.2% | 92  | 21.8% | 67  | 17.8% | 36  | 0.0%  | 0   | 6.0%  | 19  | 68.6% | 209 |
| Meridian   | 11.2% | 112  | 10.5%  | 52    | 12.0% | 60  | 8.4%  | 28  | 14.1% | 49  | 11.1% | 36       | 11.4% | 20  | 14.1% | 44  | 8.3%  | 26  | 11.3% | 23  | 0.0%  | 0   | 5.1%  | 16  | 31.6% | 96  |
| Weighted base:   | 1000  | 499  | 501    | 327   | 347   | 326 | 172   | 315 | 310   | 203 | 356   | 316      | 305   |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Sample:  | 1000  | 464  | 536    | 142   | 434   | 424 | 173   | 299 | 330   | 198 | 424   | 299      | 237   |     |       |     |       |     |       |     |       |     |       |     |       |     |