



RESEARCH INTERNATIONAL

Pan European survey 2006

Role of TV

Europe

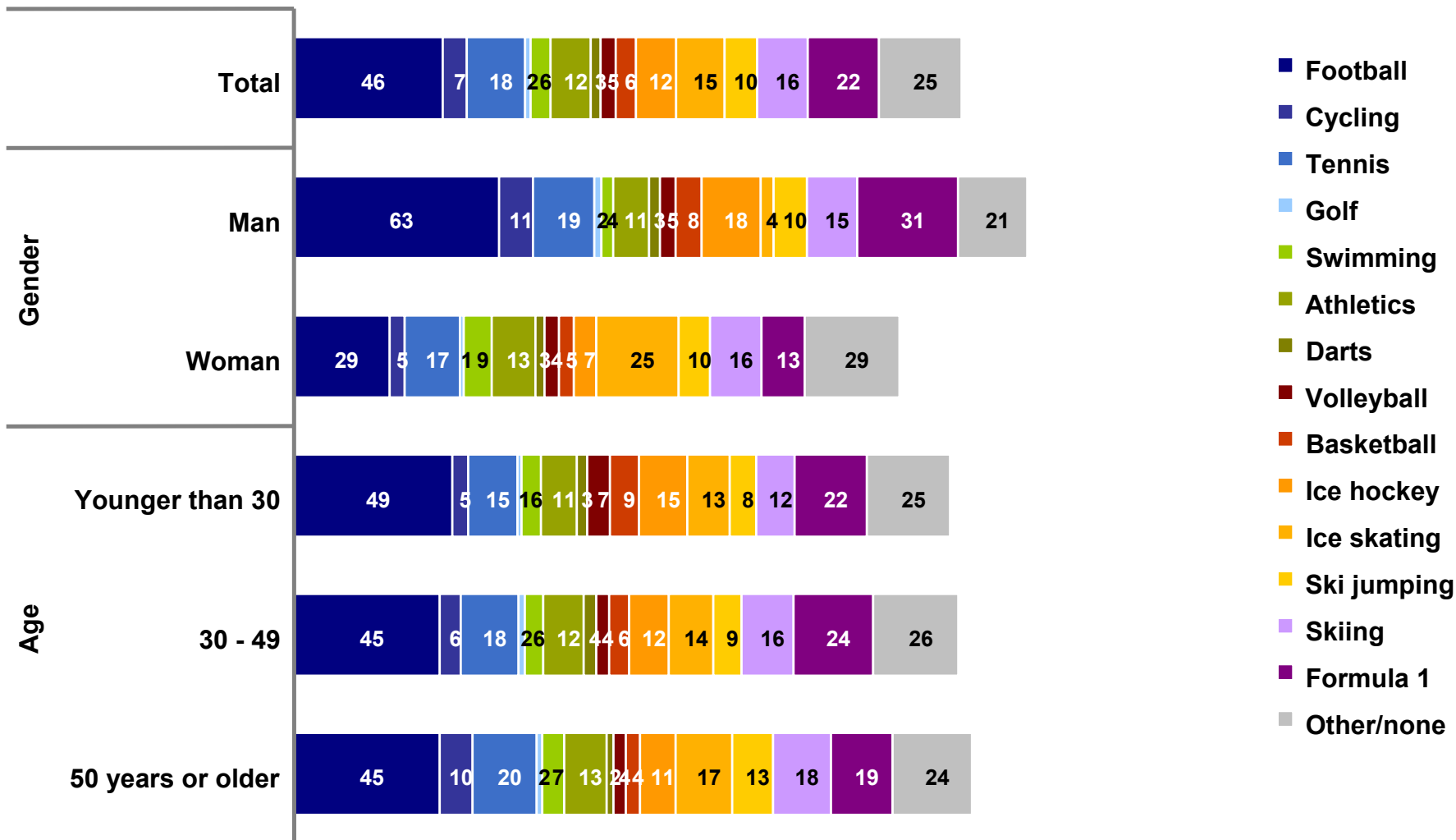
‘World Cup Football European TV event of the year’
as indicated by the majority of 6,000 European TV viewers

December 2006

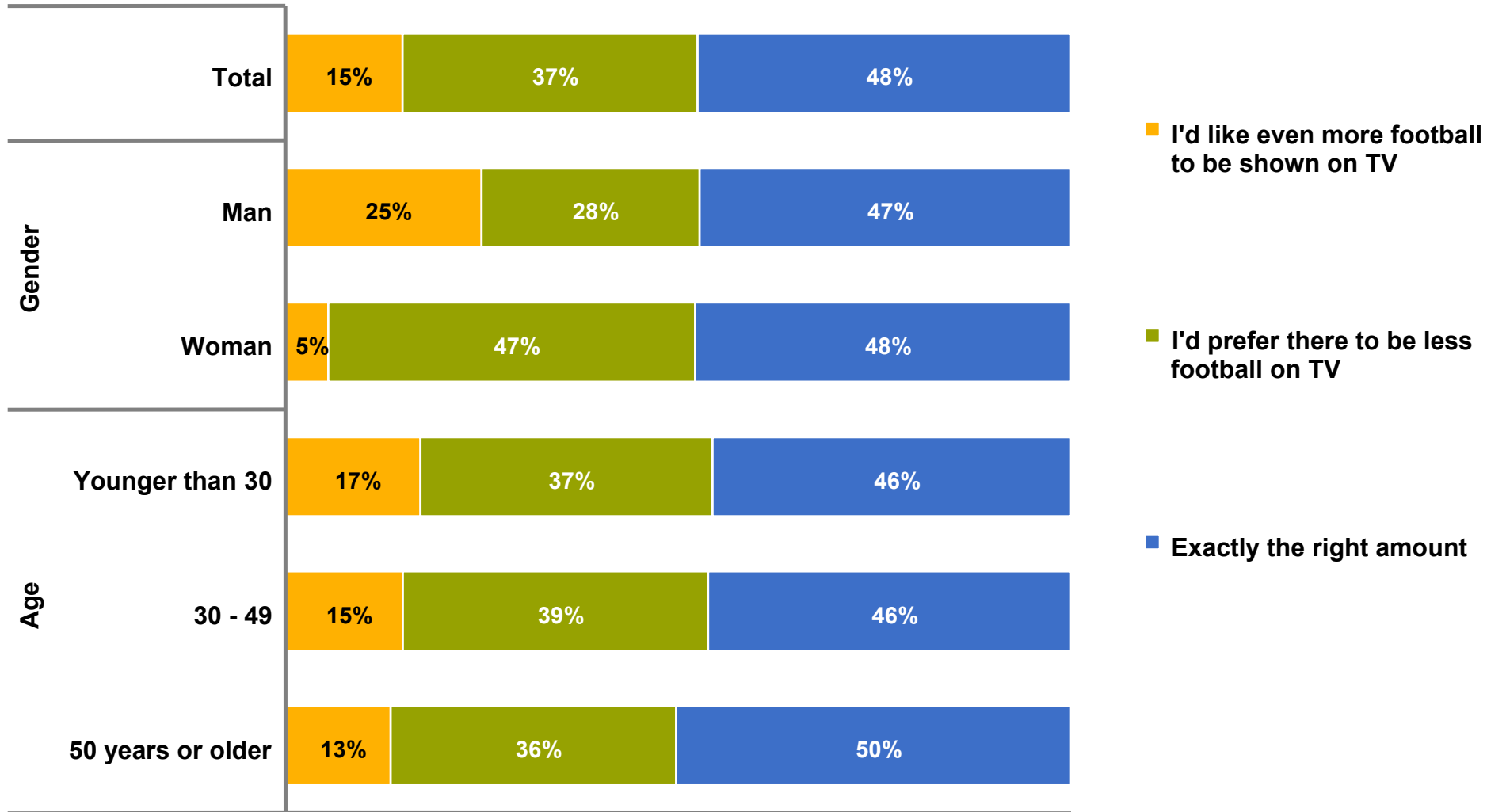


UPC

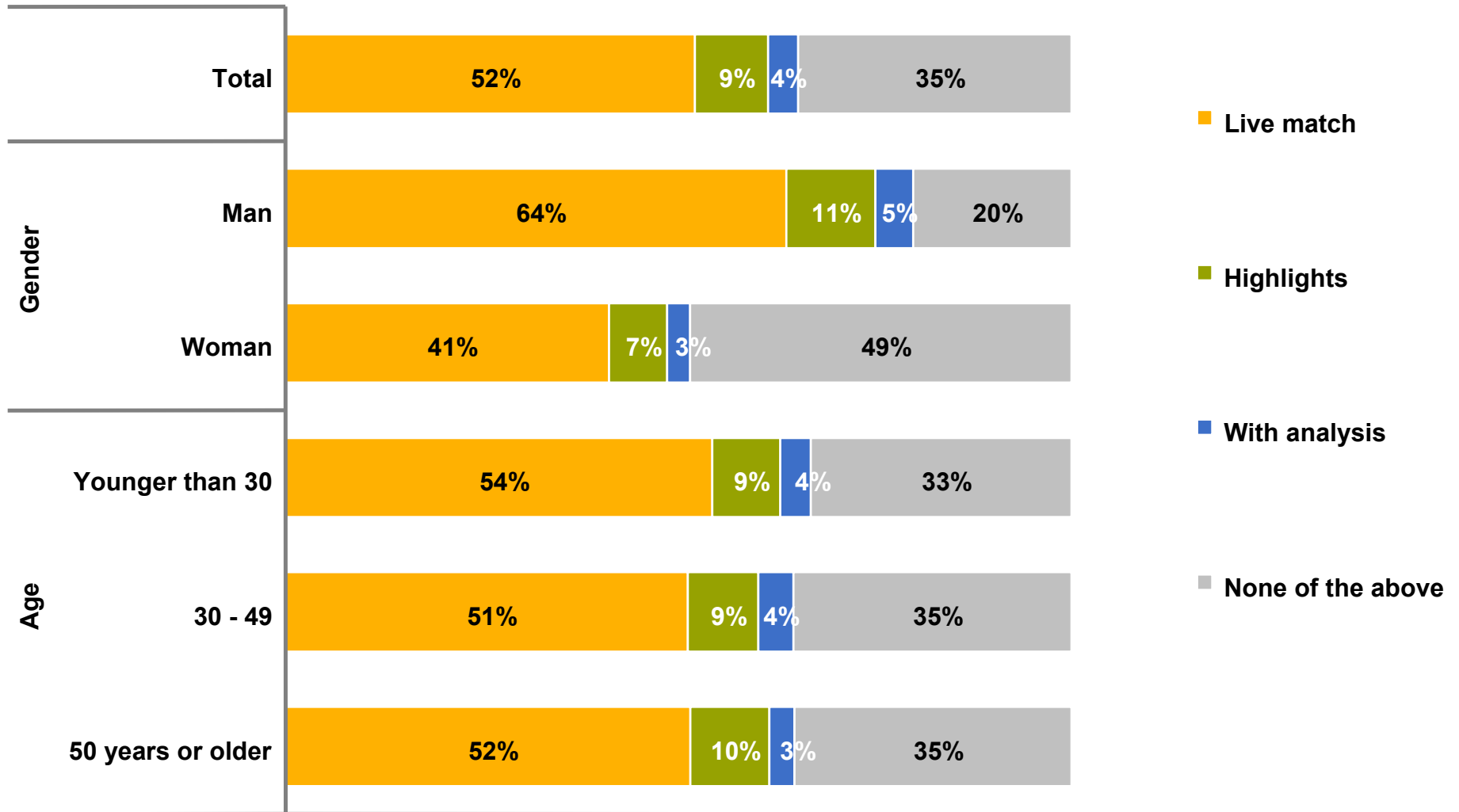
What is your favourite sport to watch on TV? (Europe)



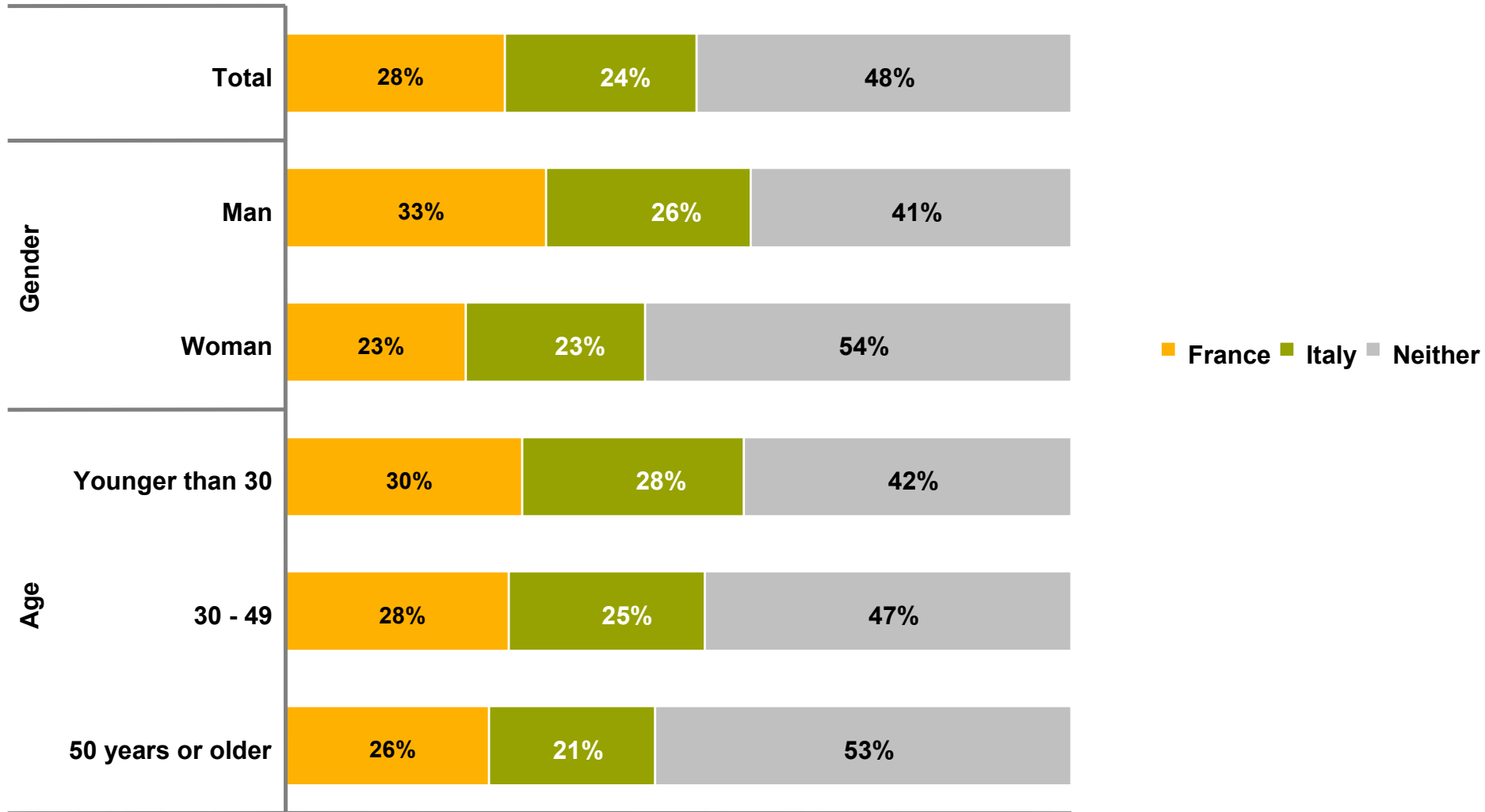
What do you think about the amount of football on TV? (Europe)



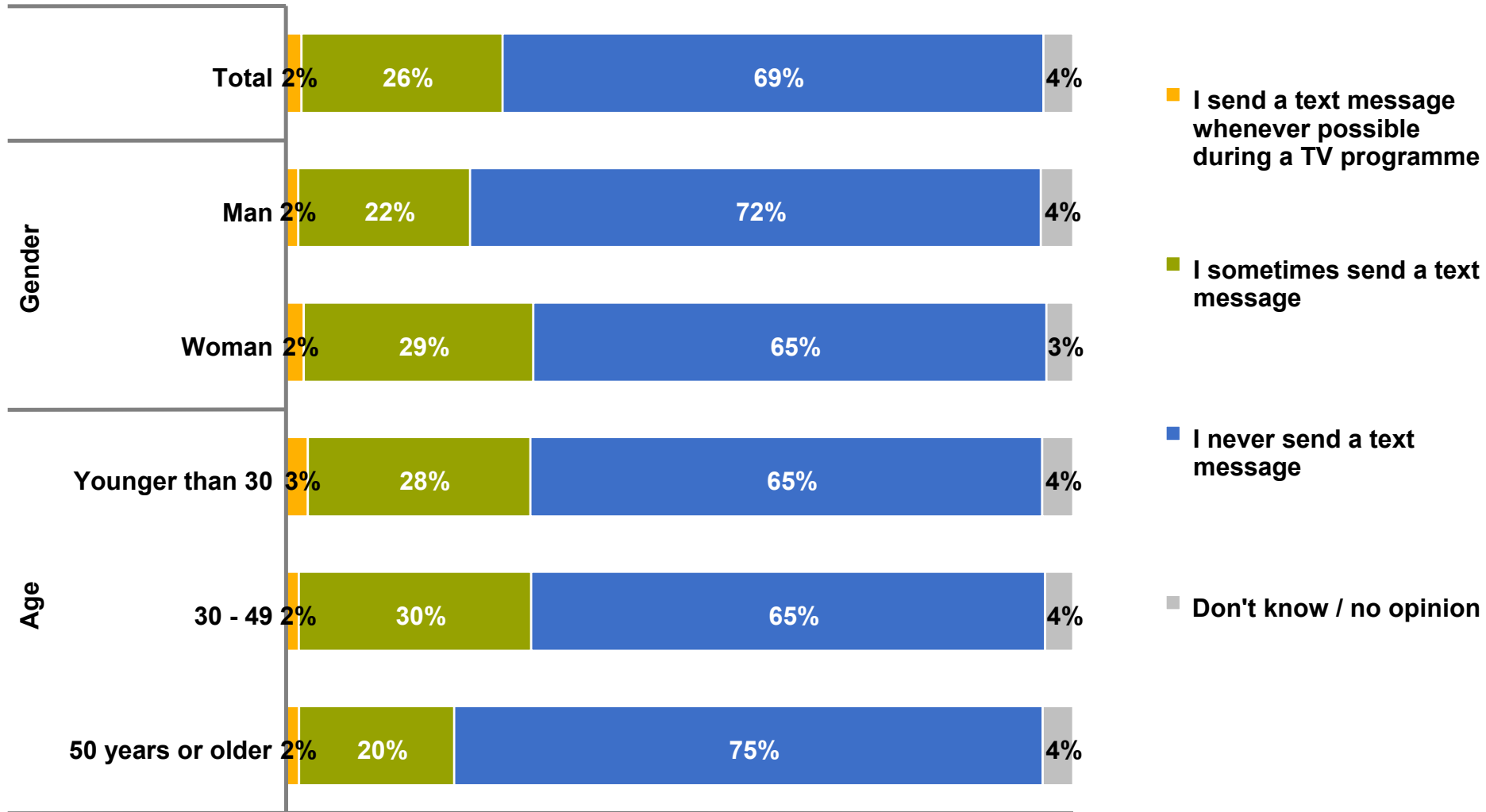
How do you prefer to watch football on TV? (Europe)



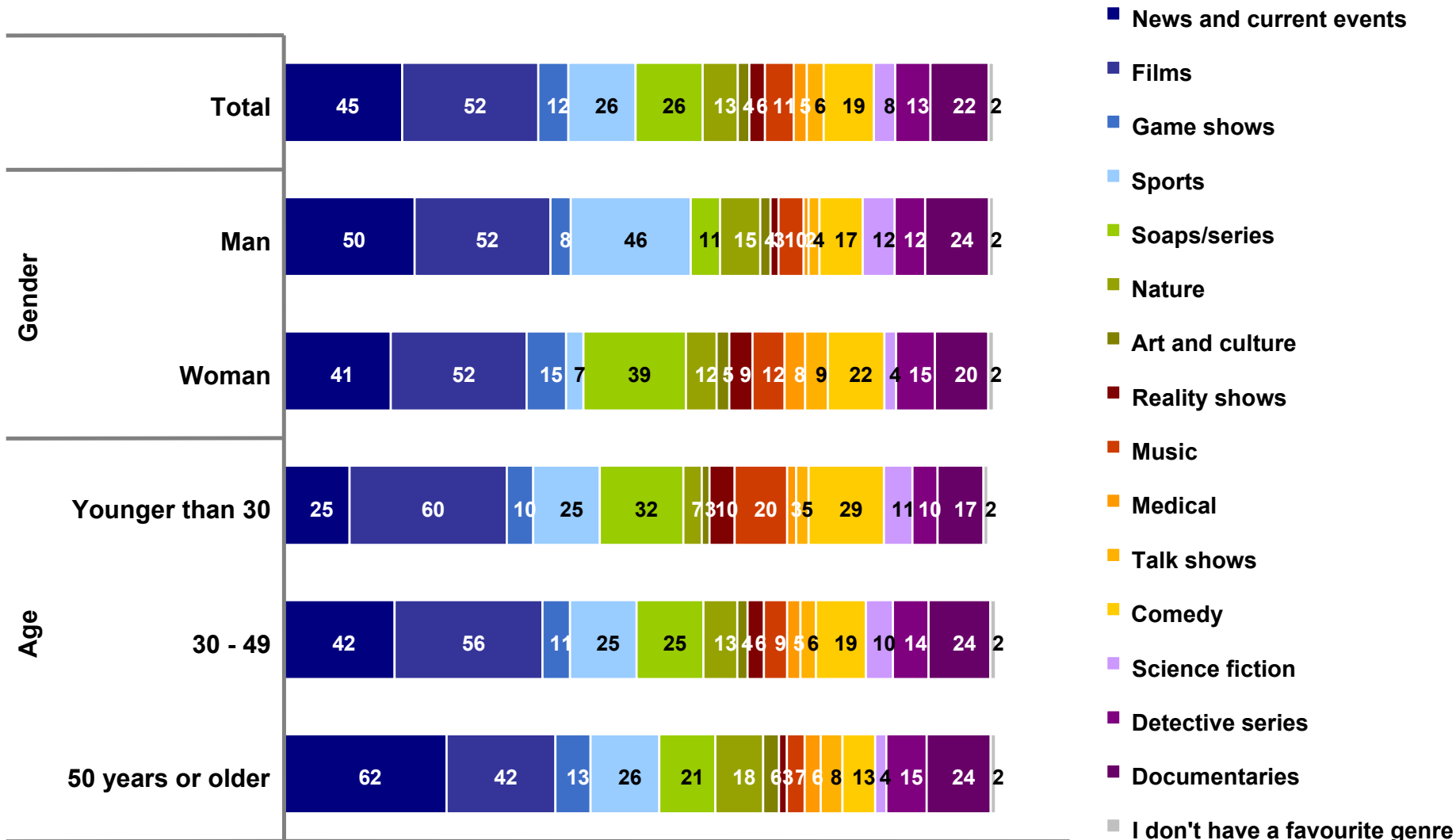
Which country did you support during the World Cup Final? (Europe)



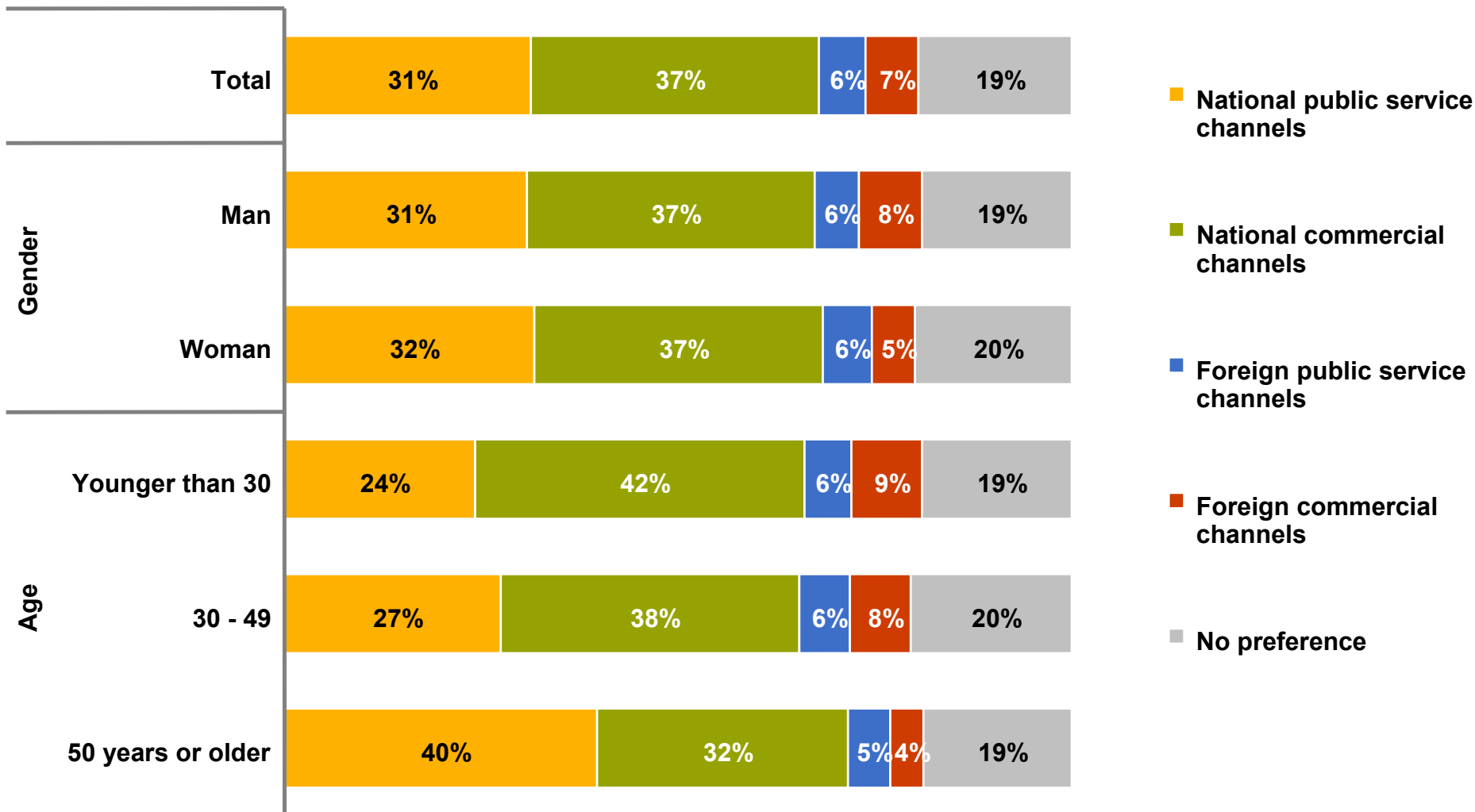
How often do you vote by text (SMS) during TV programmes? (Europe)



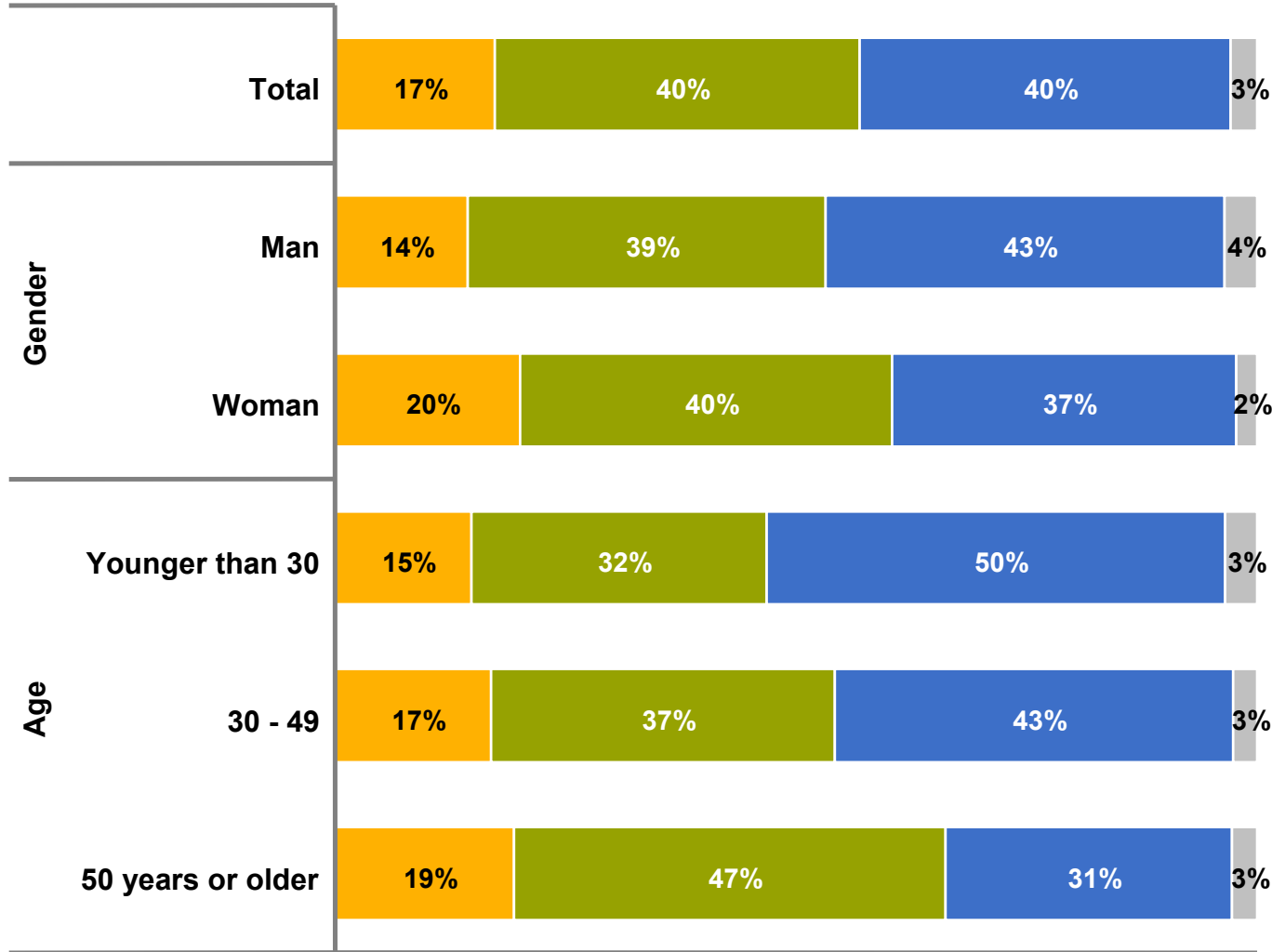
What is your favourite TV genre? (Europe)



Which television channels do you prefer to watch? (Europe)

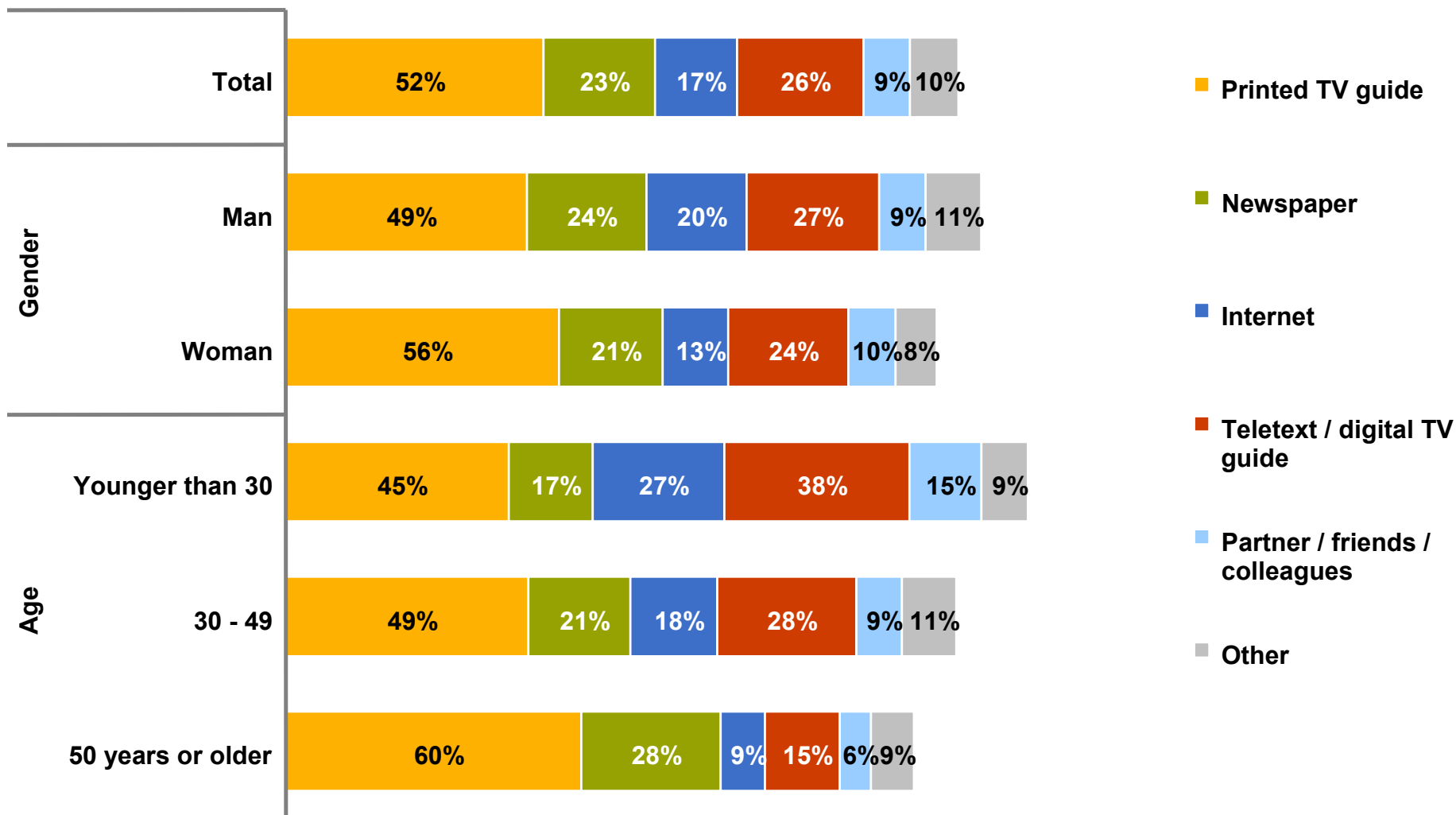


To what extent do you plan what you are going to watch on TV? (Europe)

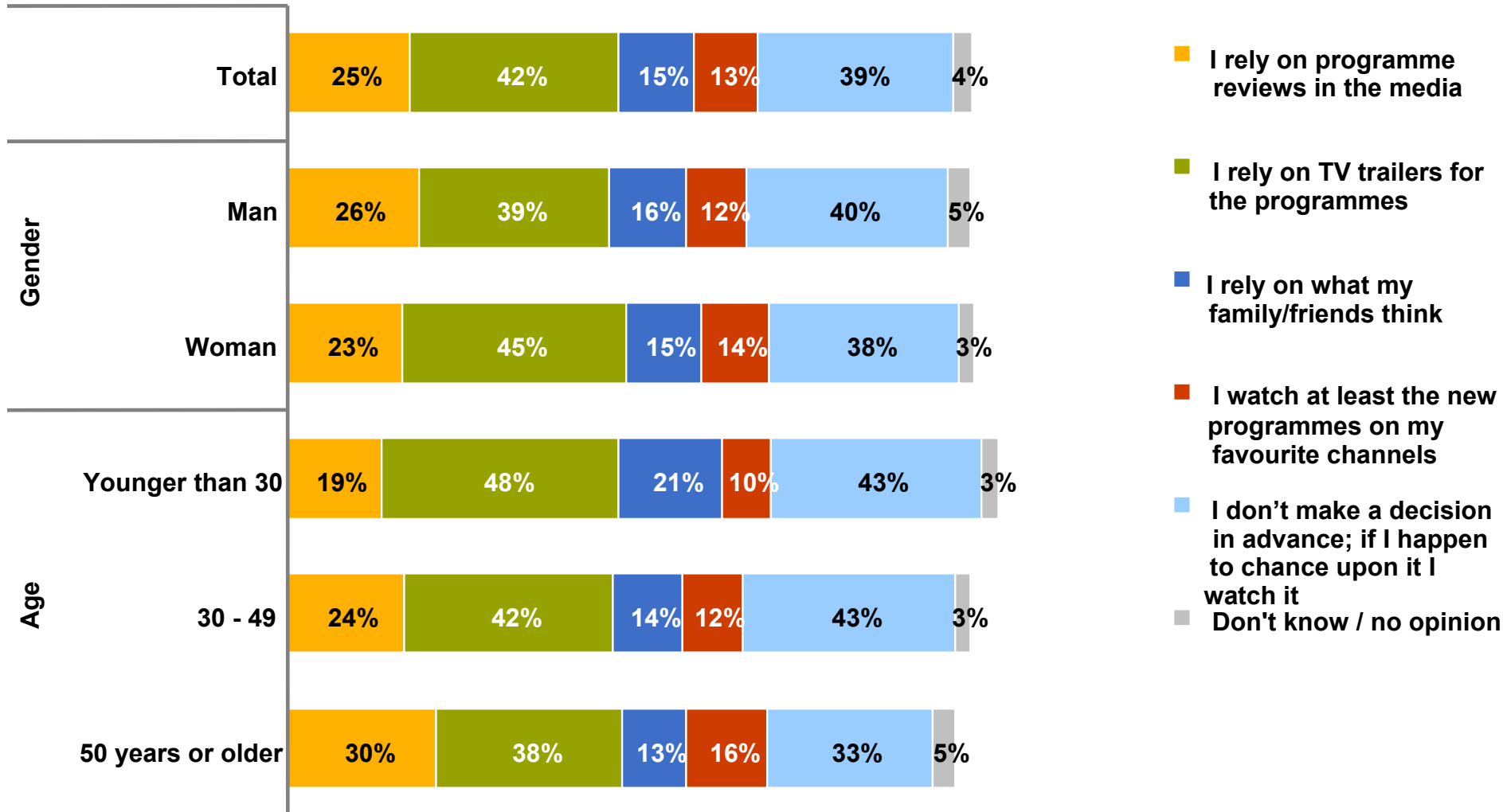


- Every week I know exactly what will be on TV and which programmes I'm going to watch
- Every day I take a look at what will be on TV and then choose which programmes to watch
- I don't choose in advance; during an evening's television I regularly change the station and then decide what I'm going to watch
- Don't know / no opinion

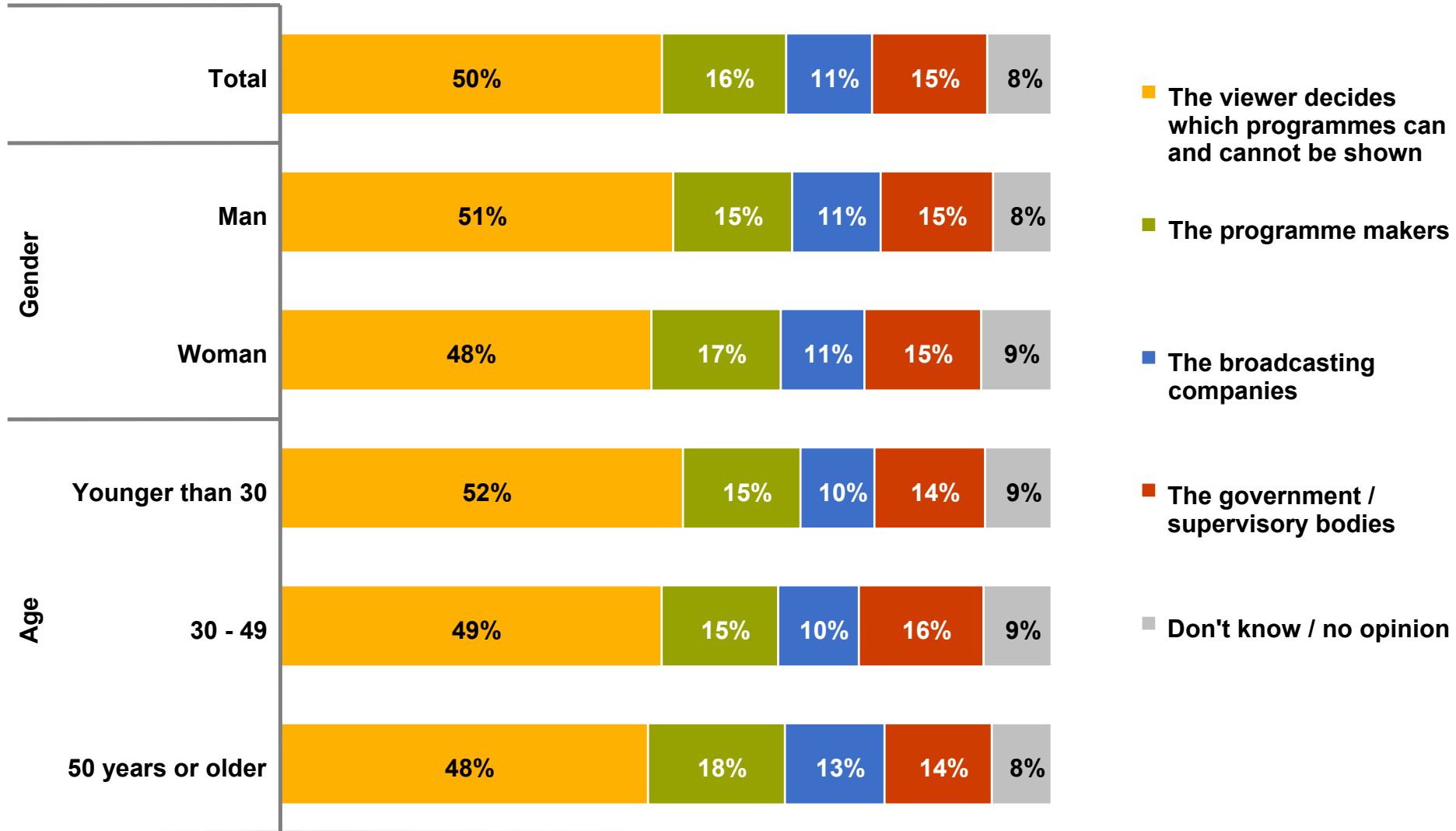
How do you find out what programmes will be on TV? (Europe)



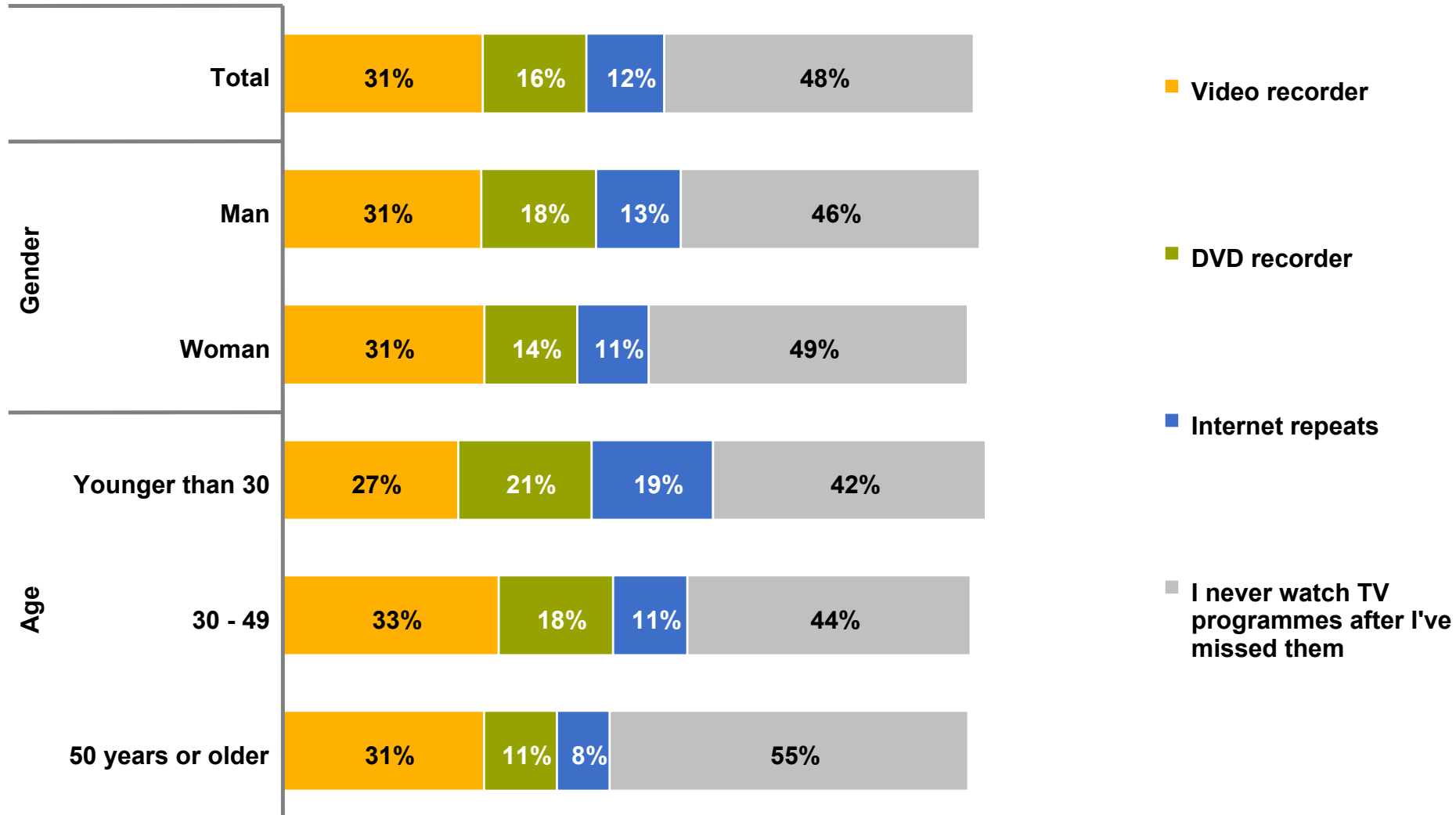
How do you decide whether to watch a new TV programme? (Europe)



Who do you think should decide what can and cannot be shown on TV? (Europe)



**If you miss one of your favourite TV programmes, there are various ways of watching it after it is originally transmitted. Which method do you use?
(Europe)**



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