

Finn Partners
Television
 US



Total	Gender		Age			Region				Race		
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic

FINNA1. How and where do you mostly watch sports, if applicable? Please check one option only.

Unweighted base	1115	508	607	232	370	513	208	226	412	269	818	117	106
Base: All US adults	1104	548	556	329	344	431	201	205	429	269	736	135	166
At home													
On TV	50%	51%	48%	41%	49%	56%	51%	48%	51%	48%	48%	52%	58%
On a mobile device (i.e., a smartphone or tablet)	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	-
Through a laptop/desktop	2%	2%	1%	1%	2%	1%	0%	4%	2%	1%	2%	2%	1%
Through a games console (e.g., an Xbox, Playstation, etc)	0%	0%	0%	1%	0%	-	0%	-	0%	0%	0%	-	-
In a bar													
On TV	3%	4%	2%	4%	4%	1%	3%	5%	2%	4%	3%	2%	4%
On a mobile device (i.e., a smartphone or tablet)	0%	0%	-	-	0%	-	-	-	0%	-	-	1%	-
In another place outside of home (e.g., a café or the gym)													
On TV	5%	7%	4%	3%	5%	8%	4%	6%	6%	4%	6%	5%	5%
On a mobile device (i.e., a smartphone or tablet)	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Through a laptop/desktop	0%	0%	0%	1%	0%	0%	0%	-	0%	1%	0%	-	1%
At home													
On TV	2%	2%	1%	2%	2%	1%	0%	2%	2%	1%	2%	3%	0%
On a mobile device (i.e., a smartphone or tablet)	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%
Through a laptop/desktop	1%	1%	1%	1%	2%	1%	2%	0%	1%	2%	1%	1%	2%
Other													
Other ways	4%	6%	3%	3%	5%	4%	2%	8%	4%	4%	4%	4%	4%
Not applicable - I do not watch sports	30%	23%	37%	38%	27%	26%	32%	24%	29%	34%	31%	26%	23%

FINN1. How often do you watch any pirated movies and / or television shows, if at all?

By pirated, we mean content that has been obtained illegally, through downloading or someone making a copy of an original.

Unweighted base	1115	508	607	232	370	513	208	226	412	269	818	117	106
Base: All US adults	1104	548	556	329	344	431	201	205	429	269	736	135	166
Every day	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	1%	3%	2%
A few times a week but not every day	3%	2%	3%	4%	3%	1%	2%	-	4%	3%	2%	2%	5%
A few times a month but not every week	4%	5%	3%	8%	4%	1%	7%	4%	4%	2%	2%	7%	8%
A few times a year but not every month	8%	9%	6%	17%	6%	2%	4%	5%	11%	7%	7%	9%	15%
Less often	15%	16%	13%	23%	15%	8%	14%	16%	15%	15%	13%	22%	15%
Not applicable – I never watch pirated movies and / or television content	70%	66%	73%	46%	70%	87%	71%	74%	64%	73%	75%	57%	56%

	Education				Marital Status						Children under the age of 18		Income			
Middle Eastern	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership	Yes	No	Under 40	40 to 80	80+	Prefer not to say

2	385	385	221	124	631	15	122	52	253	42	305	810	352	358	247	153
2	465	350	187	102	577	14	106	48	316	42	308	796	378	355	214	153
-	57%	44%	43%	46%	54%	51%	47%	64%	42%	40%	51%	49%	49%	51%	50%	45%
-	1%	2%	-	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%	0%	1%
-	1%	1%	5%	1%	1%	-	3%	-	2%	6%	2%	1%	2%	1%	-	3%
-	0%	0%	0%	-	0%	-	-	-	1%	-	-	0%	0%	-	0%	1%
-	2%	5%	3%	4%	2%	8%	2%	2%	6%	-	2%	4%	4%	3%	3%	2%
-	-	-	1%	-	0%	-	-	-	-	-	1%	-	-	-	1%	-
-	3%	5%	9%	8%	6%	-	8%	2%	3%	6%	4%	6%	3%	7%	9%	3%
-	0%	1%	0%	1%	1%	-	-	-	0%	-	1%	0%	1%	0%	0%	-
-	-	1%	0%	1%	0%	-	-	-	0%	-	0%	0%	0%	1%	-	0%
-	1%	2%	2%	1%	1%	-	1%	2%	3%	-	1%	2%	3%	2%	1%	1%
50%	1%	2%	4%	1%	2%	-	2%	-	1%	2%	3%	1%	2%	2%	3%	1%
-	1%	1%	1%	2%	1%	-	-	4%	1%	-	2%	1%	1%	1%	0%	2%
-	3%	5%	4%	6%	5%	-	8%	-	3%	4%	5%	4%	4%	4%	7%	2%
50%	30%	33%	26%	29%	26%	41%	28%	27%	36%	42%	28%	30%	31%	29%	25%	38%

2	385	385	221	124	631	15	122	52	253	42	305	810	352	358	247	153
2	465	350	187	102	577	14	106	48	316	42	308	796	378	355	214	153
-	2%	2%	1%	1%	2%	-	4%	3%	1%	-	2%	1%	2%	1%	1%	5%
-	2%	3%	3%	1%	2%	-	2%	2%	4%	-	3%	2%	4%	3%	1%	1%
-	4%	4%	6%	1%	4%	-	1%	2%	6%	-	5%	3%	4%	4%	3%	5%
-	9%	5%	11%	5%	5%	-	4%	3%	14%	12%	10%	7%	10%	9%	5%	3%
-	15%	16%	10%	18%	11%	6%	11%	12%	22%	23%	15%	14%	19%	14%	11%	11%
100%	67%	71%	69%	74%	76%	94%	78%	78%	53%	64%	64%	72%	63%	69%	79%	74%

FINN6a. The FIFA World Cup (soccer) begins on Thursday, June 12. How do you plan on watching the World Cup matches, if at all? Please check all that apply.

Unweighted base	1115	508	607	232	370	513	208	226	412	269	818	117	106
Base: All US adults	1104	548	556	329	344	431	201	205	429	269	736	135	166
Streamed online	7%	10%	4%	12%	9%	1%	8%	7%	7%	6%	6%	5%	13%
On TV	19%	23%	16%	20%	27%	13%	27%	15%	20%	17%	16%	25%	27%
Through my smartphone or tablet	4%	6%	2%	7%	5%	1%	3%	2%	6%	2%	1%	3%	15%
Through my DVR (record and watch later)	6%	7%	4%	6%	9%	2%	9%	3%	7%	2%	5%	6%	10%
On-demand/catch-up highlights	4%	5%	2%	4%	7%	1%	5%	1%	4%	4%	3%	5%	6%
Other	1%	1%	1%	2%	1%	-	-	2%	1%	0%	1%	-	-
I'm not planning on watching any matches	74%	68%	80%	67%	66%	85%	66%	81%	71%	78%	80%	66%	57%

Cell Contents (Column Percentage)

2	385	385	221	124	631	15	122	52	253	42	305	810	352	358	247	153
2	465	350	187	102	577	14	106	48	316	42	308	796	378	355	214	153
50%	7%	5%	11%	7%	5%	-	2%	-	14%	2%	7%	7%	6%	9%	4%	7%
50%	18%	15%	26%	31%	19%	24%	11%	11%	23%	30%	23%	18%	17%	20%	23%	19%
50%	4%	3%	5%	3%	3%	8%	-	2%	7%	-	5%	3%	3%	5%	3%	3%
50%	5%	4%	7%	9%	7%	8%	1%	4%	5%	4%	9%	4%	2%	11%	5%	5%
50%	3%	2%	5%	6%	3%	-	2%	-	5%	2%	4%	3%	3%	5%	4%	1%
-	-	1%	2%	2%	0%	-	-	-	2%	7%	1%	1%	1%	1%	0%	0%
50%	76%	79%	65%	63%	74%	76%	87%	83%	69%	68%	68%	76%	78%	69%	75%	75%