



## 2010 AUDIENCE SURVEY

From the 2<sup>nd</sup> of February until the 15<sup>th</sup> of February 2010, FOTA, in association with F1 Racing and LG Electronics and with the support of IFM Sports Marketing Surveys, carried out an extensive audience survey that allowed gathering almost 90,000 indications from F1 fans and followers from all over the world.

### **Methodology 2010**

FOTA and F1 Racing sent their call to actions via websites/banners from 2nd February. The resulting sample was weighted to reflect the Formula One viewing profile (using IFM Sports Marketing Surveys audience data as in the FOTA 2009 study) to achieve a fully representative F1 Fan Survey. This included weighting by country, gender, age and interest in Formula One.

The answers to the most significant questions are reported in the following pages, showing weighted and unweighted data.

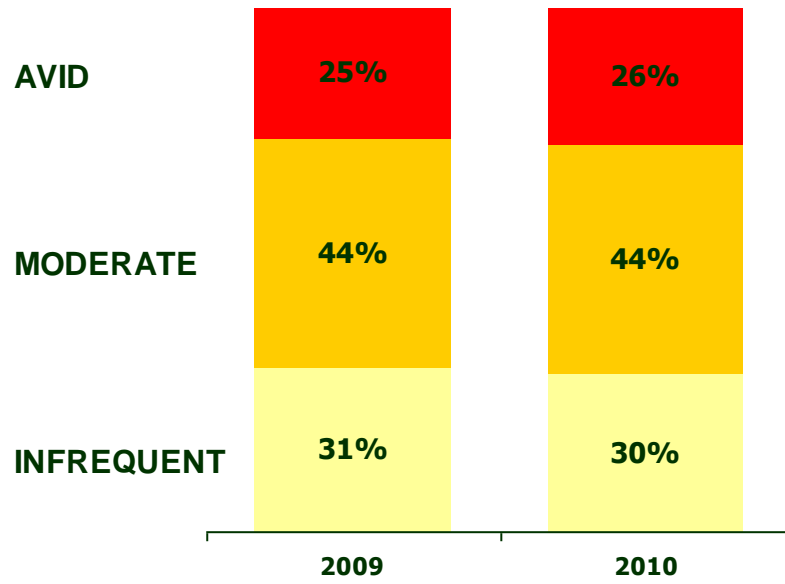
- Questions on fans attitude toward F1 (including media used to follow F1)
- Questions on F1 issues (rules, venues, TV coverage, etc)
- Questions on FOTA
- Questions on sponsors (visibility, attractiveness, etc)
- Favourite moment of the 2009 season



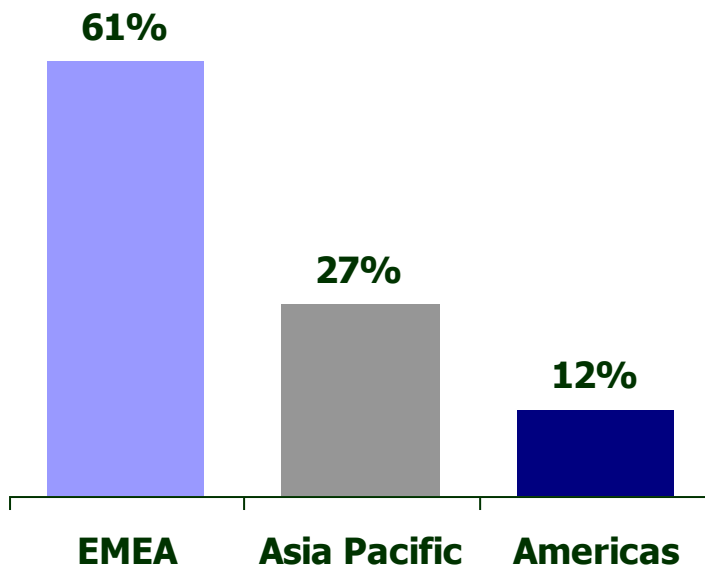
**Global call to Action through F1 Racing  
& Haymarket On-Line Channels**

**IFM SMS top up sample from Nationally  
Representative On-Line Panels**

**CLASSIFICATION OF THE INTEREST OF FANS IN FORMULA ONE**



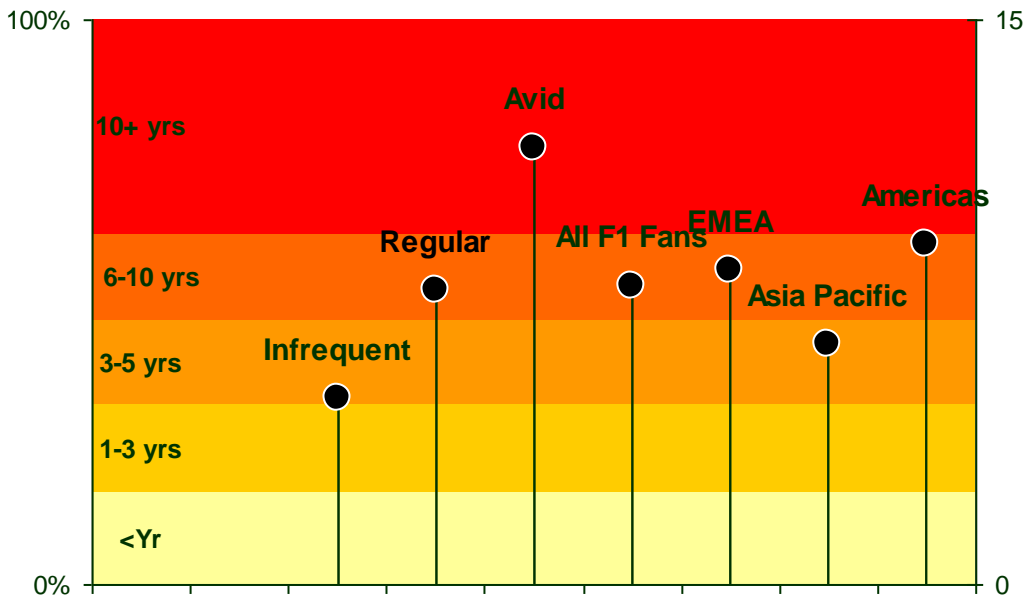
**GEOGRAPHIC DISTRIBUTION OF F1 FANS**



QUESTION	Weighted sample	Unweighted sample
<b>How long have you been following F1?</b>		
Less than 1 year	16.4%	2%
Between 1 year and 3 years	15.4%	4.7%
Between 3 years and 5 years	15.1%	10%
Between 6 and 10 years	15.1%	16.4%
More than 10 years	38%	66.8%

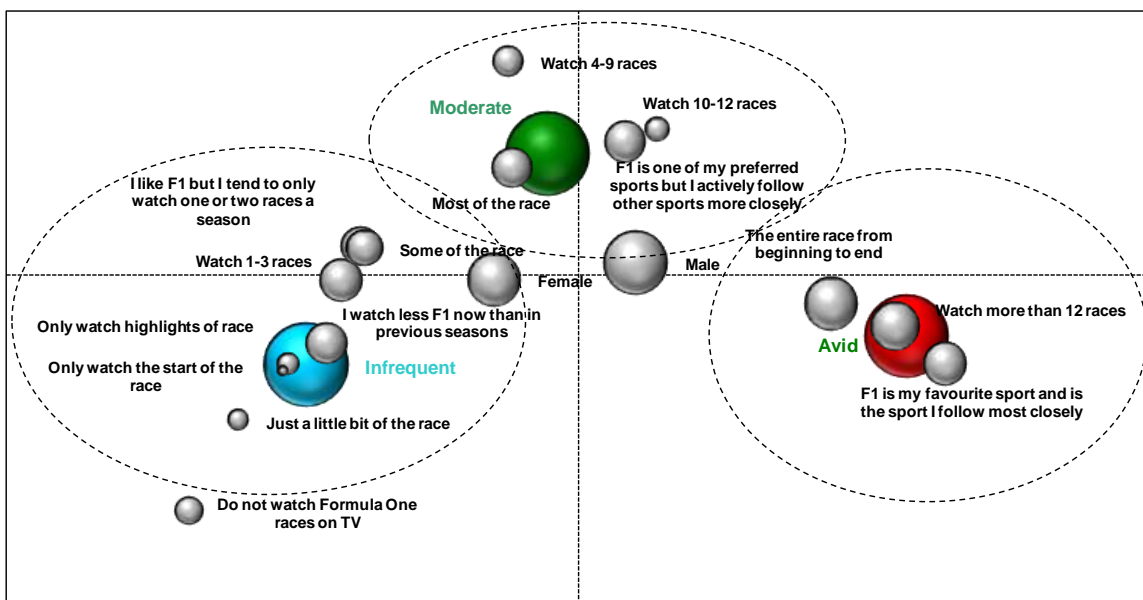
QUESTION	Weighted sample	Unweighted sample
<b>Amount of GP races watched on TV per season</b>		
Watch 1-3 races	27.2%	3.5%
Watch 4-9 races	17.4%	4.3%
Watch 10-12 races	9.3%	6.1%
Watch more than 12 races	33.5%	84.2%
Do not watch F1 races on TV	12.6%	1.9%

QUESTION	Weighted sample	Unweighted sample
<b>When you watch a race on TV, how much of it do you typically watch?</b>		
The entire race from beginning to end	43%	85.4%
Most of the race	25%	10.4%
Some of the race	18.1%	2.6%
Just a little bit of the race	5.9%	0.6%
Only watch the start of the race	1.5%	0.2%
Only watch highlights of race	6.5%	0.8%



QUESTION	Weighted sample	Unweighted sample
Which of the following best describes you:		
F1 is my favourite sport and is the sport I follow most closely	25.6%	69.7%
F1 is one of my preferred sports but I actively follow other sports more closely	27%	22%
I like F1 but I tend to only watch one or two races a season	21.8%	2.7%
I watch less F1 now than in previous seasons	25.6%	5.6%

### F1 Fan profile



QUESTION	Weighted sample	Unweighted sample
How many F1 GP races have you personally attended in the last 12 months?		
None	77.5%	75.7%
One	13.3%	16.7%
Two	5%	3.4%
Three or more	4.2%	4.1%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>TV – Live Races</b>	Weighted sample	Unweighted sample
Never	9.3%	1.5%
Rarely	15.6%	2.5%
Occasionally	26.6%	5.2%
Frequently	48.4%	90.8%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>TV – Qualifying</b>	Weighted sample	Unweighted sample
Never	15.9%	2.6%
Rarely	20.3%	4.7%
Occasionally	27.2%	13.1%
Frequently	36.6%	79.6%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Newspapers - sports sections</b>	Weighted sample	Unweighted sample
Never	23.1%	13.5%
Rarely	26.1%	22.6%
Occasionally	29.3%	29.5%
Frequently	21.4%	34.3%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Radio Broadcasts</b>	Weighted sample	Unweighted sample
Never	55.9%	50.9%
Rarely	26.8%	28.8%
Occasionally	13.3%	15%
Frequently	4%	5.3%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>F1 magazines</b>	Weighted sample	Unweighted sample
Never	46.8%	23.4%
Rarely	25.1%	26%
Occasionally	17.9%	26.5%
Frequently	10.3%	24.2%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Streaming of F1 on websites</b>	Weighted sample	Unweighted sample
Never	42.5%	21.4%
Rarely	21.9%	20.1%
Occasionally	20.4%	28.5%
Frequently	15.2%	30%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Formula one related internet sites (exc. streaming)</b>	Weighted sample	Unweighted sample
Never	34.8%	5.8%
Rarely	17.3%	5.8%
Occasionally	18.3%	15.6%
Frequently	29.6%	72.8%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Formula One blogs or forums</b>	Weighted sample	Unweighted sample
Never	46.7%	18.9%
Rarely	22%	22.3%
Occasionally	17.3%	25.9%
Frequently	14.1%	32.9%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Email (RSS) updates</b>	Weighted sample	Unweighted sample
Never	66.4%	57.2%
Rarely	18.1%	20.6%
Occasionally	10.1%	11.6%
Frequently	5.4%	10.6%

<b>QUESTION</b> How frequently do you read, listen or access the following media for F1? <b>Mobile/ cell phone results, information updates</b>	Weighted sample	Unweighted sample
Never	76.3%	75.1%
Rarely	13.2%	13.2%
Occasionally	7%	6.8%
Frequently	3.5%	4.8%

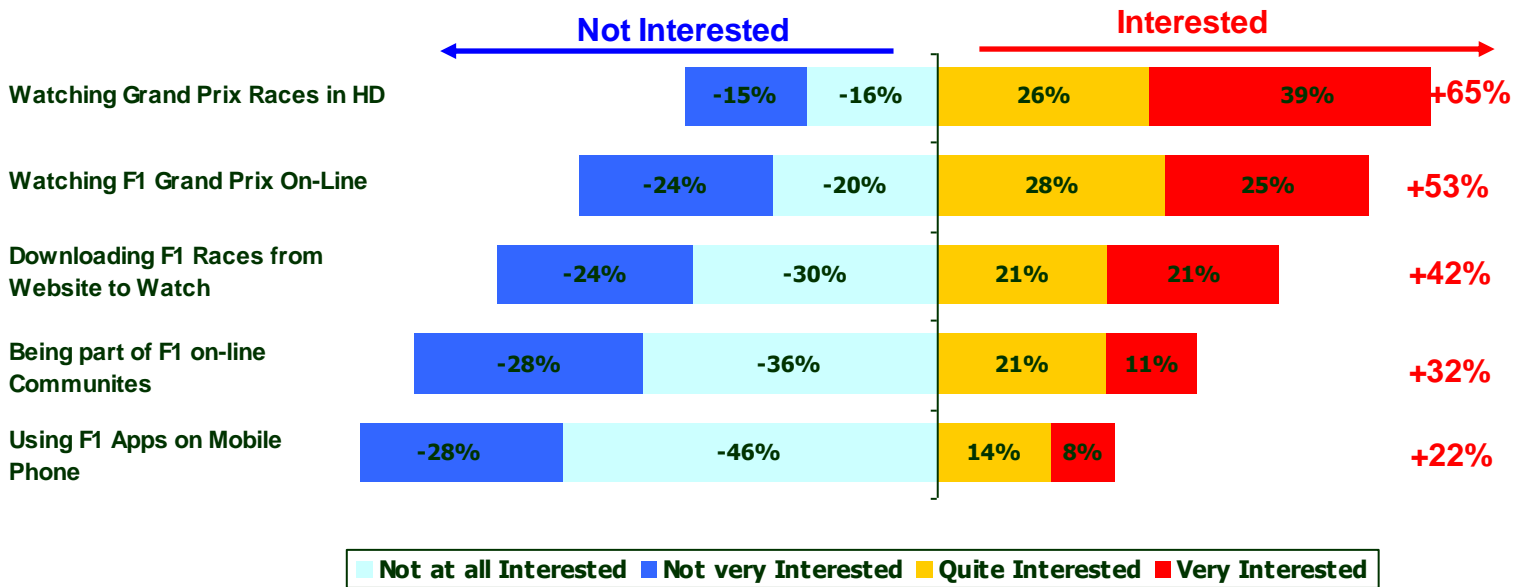
<b>QUESTION</b> <b>If the following were available to you</b> <b>how interested would you be in each</b> <b>of them?</b> <b>Watching Grand Prix Races Online</b>	Weighted sample	Unweighted sample
Not at all interested	20.2%	8.6%
Not very interested	24.4%	17.4%
Quite interested	27.6%	27.1%
Very interested	24.8%	44.5%
Don't know	3.1%	2.4%

<b>QUESTION</b> <b>If the following were available to you</b> <b>how interested would you be in each</b> <b>of them?</b> <b>Using F1 Apps on your mobile phone</b>	Weighted sample	Unweighted sample
Not at all interested	46.3%	32.8%
Not very interested	27.6%	26.3%
Quite interested	14.4%	18.8%
Very interested	8.4%	19.1%
Don't know	3.3%	3%

<b>QUESTION</b> <b>If the following were available to you</b> <b>how interested would you be in each</b> <b>of them?</b> <b>Being part of F1 online communities</b>	Weighted sample	Unweighted sample
Not at all interested	36.4%	16.7%
Not very interested	28.3%	27.6%
Quite interested	20.7%	30%
Very interested	11.4%	22.9%
Don't know	3.2%	2.8%

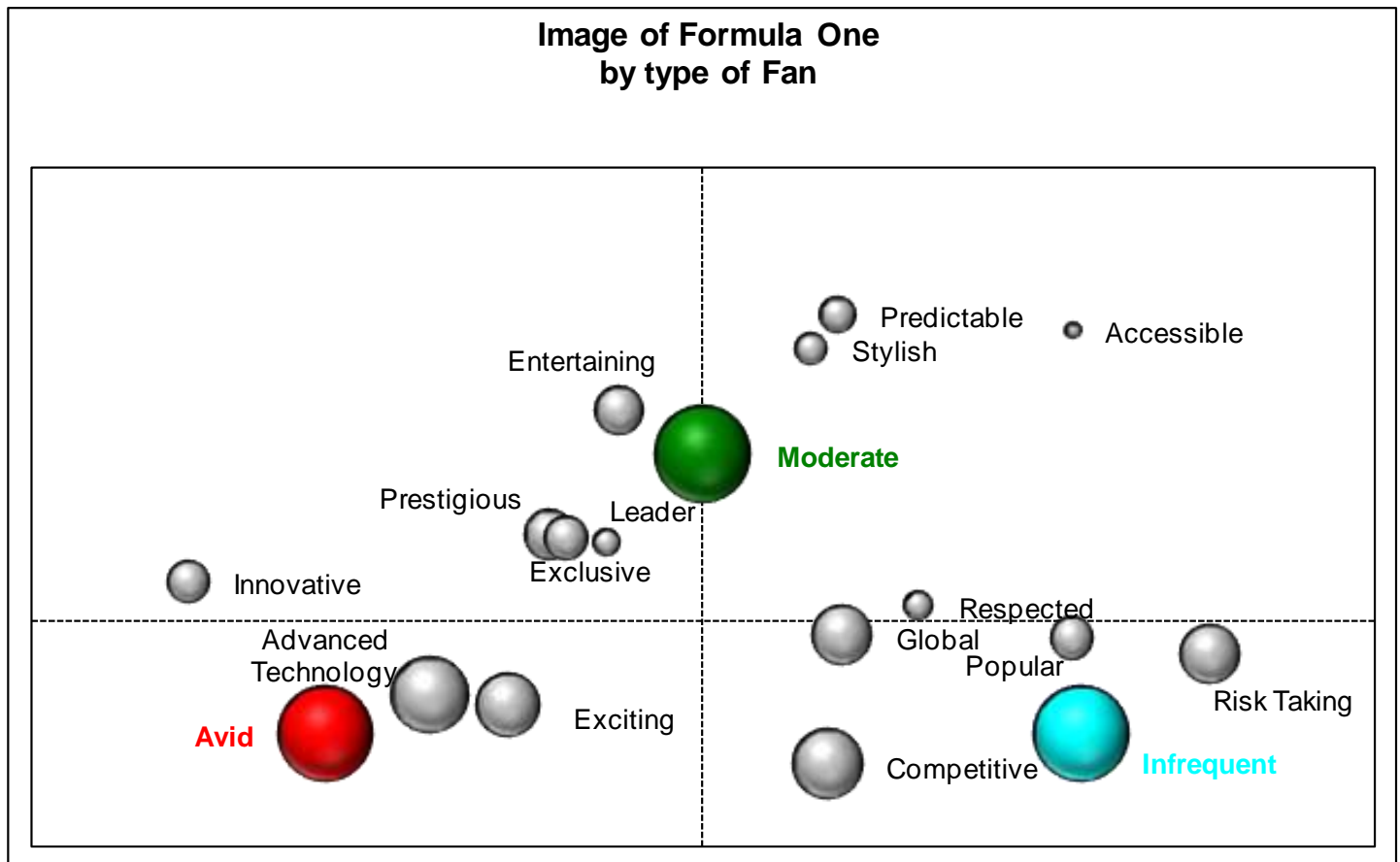
<b>QUESTION</b> <b>If the following were available to you</b> <b>how interested would you be in each</b> <b>of them?</b> <b>Watching Grand Prix Races In HD</b> <b>(high definition)</b>	Weighted sample	Unweighted sample
Not at all interested	16.2%	4.1%
Not very interested	15.1%	6.9%
Quite interested	26.3%	15.4%
Very interested	39.4%	70.4%
Don't know	3.1%	3.2%

QUESTION	Weighted sample	Unweighted sample
<b>If the following were available to you how interested would you be in each of them?</b>		
<b>Downloading F1 races from a website to watch</b>		
Not at all interested	30.4%	11.2%
Not very interested	24%	18%
Quite interested	21.4%	24.4%
Very interested	21.1%	44%
Don't know	3.1%	2.4%





QUESTION Which THREE of the following words/phrases do you think best describes Formula One?	Weighted sample	Unweighted sample
Advanced Technology	47.5%	64.5%
Competitive	40.9%	33%
Exciting	33.6%	34.6%
Risk Taking	30.6%	11%
Global	29.3%	27.3%
Prestigious	20.2%	28.1%
Entertaining	19.1%	18.7%
Popular	15.1%	9.9%
Exclusive	14.8%	18.7%
Innovative	14%	25.4%
Predictable	11.2%	9.9%
Stylish	8.6%	6.6%
Respected	6.8%	5%
Leader	6%	6.1%
Accessible	2.3%	1.2%



<b>QUESTION</b> <b>F1 is the pinnacle of motorsport</b>	Weighted sample	Unweighted sample
Strongly disagree	8.7%	2.6%
-	6%	2.1%
Neither agree nor disagree	18.2%	7.4%
-	20.2%	16.5%
Strongly agree	42.3%	69.8%
No opinion	4.5%	1.5%

<b>QUESTION</b> <b>F1 showcases the best drivers</b>	Weighted sample	Unweighted sample
Strongly disagree	6.2%	2.8%
-	7%	4.3%
Neither agree nor disagree	17.8%	13.4%
-	25.6%	29.9%
Strongly agree	39.4%	48.6%
No opinion	4%	1%

<b>QUESTION</b> <b>TV coverage of F1 is informative and engaging</b>	Weighted sample	Unweighted sample
Strongly disagree	6.3%	3.8%
-	9.4%	7.3%
Neither agree nor disagree	24.9%	18%
-	30.5%	36%
Strongly agree	23.8%	33%
No opinion	5.1%	2%

<b>QUESTION</b> <b>F1 has an important role to play in promoting environmentally friendly initiatives in motorsport</b>	Weighted sample	Unweighted sample
Strongly disagree	14%	14.8%
-	14.5%	14.9%
Neither agree nor disagree	28.7%	28.4%
-	18.7%	19%
Strongly agree	16.4%	18.9%
No opinion	7.8%	3.9%

<b>QUESTION</b> <b>F1 plays an important role in promoting road safety globally</b>	Weighted sample	Unweighted sample
Strongly disagree	13.6%	11.5%
-	14.2%	15.1%
Neither agree nor disagree	29.3%	30.4%
-	18.7%	20%
Strongly agree	16.5%	19%
No opinion	7.8%	4%

<b>QUESTION</b> <b>There is too much focus on politics in F1</b>	Weighted sample	Unweighted sample
Strongly disagree	7.7%	4.7%
-	8.3%	6.3%
Neither agree nor disagree	26.4%	17.6%
-	16.9%	20.8%
Strongly agree	29.8%	47.4%
No opinion	10.9%	3.2%

<b>QUESTION</b> <b>F1 showcases the most advanced technology in motorsport</b>	Weighted sample	Unweighted sample
Strongly disagree	5.7%	2%
-	4.1%	2.7%
Neither agree nor disagree	12.2%	6.1%
-	22.3%	21.1%
Strongly agree	51.9%	67.3%
No opinion	3.8%	0.8%

<b>QUESTION</b> <b>F1 has the right balance between technology and driver safety</b>	Weighted sample	Unweighted sample
Strongly disagree	4.2%	2.1%
-	7%	4.6%
Neither agree nor disagree	18.6%	12.3%
-	29.9%	30.2%
Strongly agree	35.3%	49.4%
No opinion	5%	1.4%

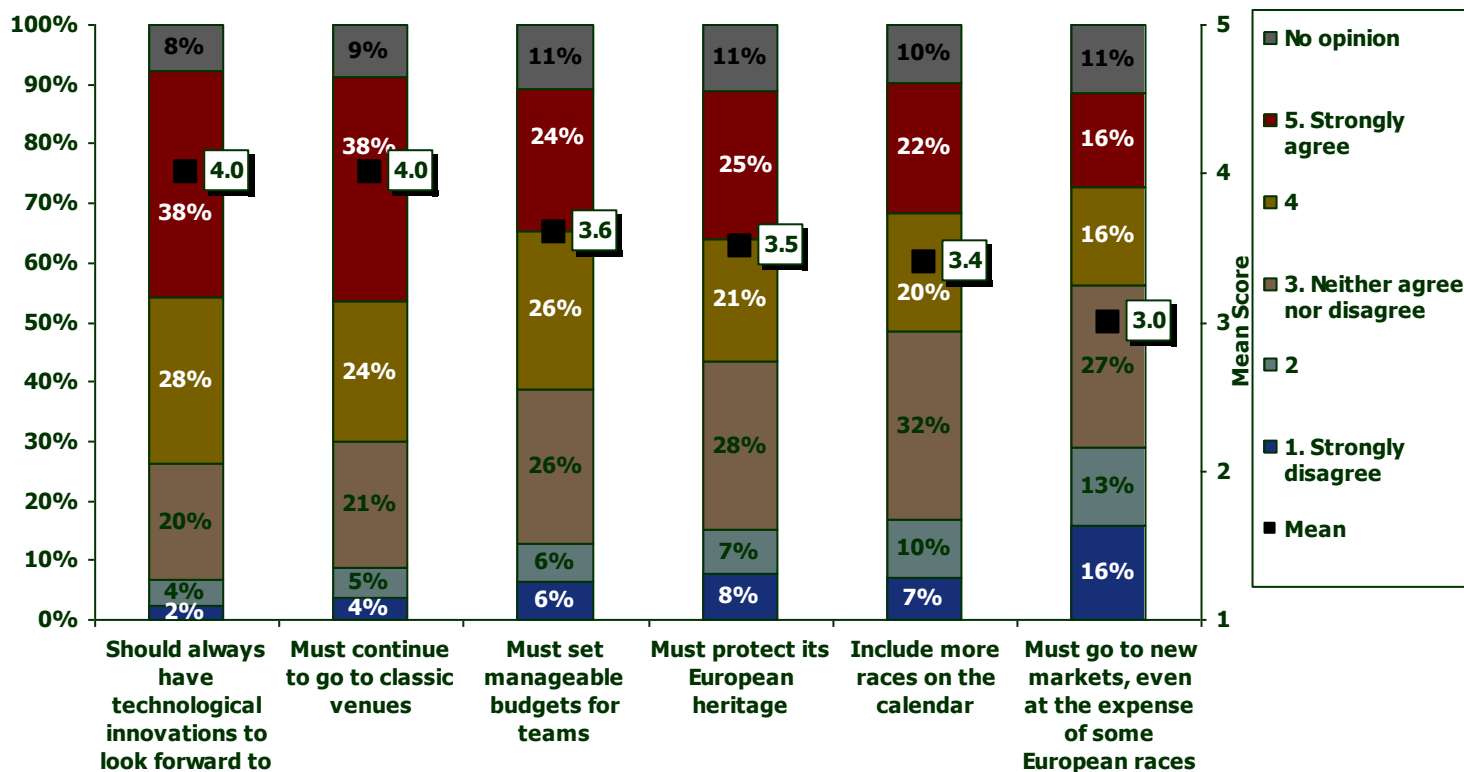
<b>QUESTION</b> <b>I look forward to technological innovations each season</b>	Weighted sample	Unweighted sample
Strongly disagree	7.3%	2.5%
-	8%	3.9%
Neither agree nor disagree	23.8%	12.3%
-	22.3%	22.5%
Strongly agree	32.4%	57.6%
No opinion	6.2%	1.2%

<b>QUESTION</b> <b>Technology used in F1 has helped improve the safety of road cars</b>	Weighted sample	Unweighted sample
Strongly disagree	5.2%	2.9%
-	7.5%	6%
Neither agree nor disagree	25.5%	20.9%
-	27.6%	29.9%
Strongly agree	25.8%	35.9%
No opinion	8.4%	4.3%

<b>QUESTION</b> <b>Formula One has the right balance of technology and driver skill</b>	Weighted sample	Unweighted sample
Strongly disagree	8.2%	7.9%
-	12.9%	16.9%
Neither agree nor disagree	24.4%	24.1%
-	26.9%	29.7%
Strongly agree	22.4%	20%
No opinion	5.3%	1.5%

<b>QUESTION</b> <b>Technological innovations have led to more competitive racing</b>	Weighted sample	Unweighted sample
Strongly disagree	12.7%	15.2%
-	12.6%	19%
Neither agree nor disagree	22.5%	25.4%
-	22.3%	19.9%
Strongly agree	24.6%	18.9%
No opinion	5.3%	1.6%

Technology is the most exciting aspect of F1	Weighted sample	Unweighted sample
Strongly disagree	11.1%	12.4%
-	13.2%	17%
Neither agree nor disagree	27%	29.4%
-	22.3%	21.2%
Strongly agree	20.7%	18.6%
No opinion	5.7%	1.3%



QUESTION	Weighted sample	Unweighted sample
When the live race is too early or too late in the day, do you ever record the live race and watch it at a more convenient time?		
Yes frequently	15.3%	36.5%
Yes sometimes	26.4%	28%
No not at all	58.3%	35.5%

<b>QUESTION</b> Below are a list of current F1 broadcast features. Please let us know whether you would like to see more, less or think the current amount is about right: <b>Lap/section split times</b>	Weighted sample	Unweighted sample
I would like to see less	8.1%	1.8%
It is about right	54.1%	53.3%
I would like to see more	24.4%	42.5%
No opinion	13.4%	2.4%

<b>QUESTION</b> <b>Split times between car positions</b>	Weighted sample	Unweighted sample
I would like to see less	5.7%	1.2%
It is about right	48.4%	44.4%
I would like to see more	33.5%	52.3%
No opinion	12.4%	2.1%

<b>QUESTION</b> <b>Helicopter view of the race</b>	Weighted sample	Unweighted sample
I would like to see less	10%	9.2%
It is about right	42.5%	55.1%
I would like to see more	35.2%	32.2%
No opinion	12.3%	3.6%

<b>QUESTION</b> <b>Pit wall</b>	Weighted sample	Unweighted sample
I would like to see less	14.4%	11.5%
It is about right	49.4%	60.2%
I would like to see more	21%	24.8%
No opinion	15.1%	3.5%

<b>QUESTION</b> <b>On-board camera</b>	Weighted sample	Unweighted sample
I would like to see less	6.9%	2.2%
It is about right	38.1%	34.5%
I would like to see more	44.2%	61.6%
No opinion	10.8%	1.7%

<b>QUESTION</b> <b>Analysis of pit strategies and tactics</b>	Weighted sample	Unweighted sample
I would like to see less	9.7%	5%
It is about right	38.8%	40.6%
I would like to see more	38.1%	51.8%
No opinion	13.5%	2.6%

<b>QUESTION</b> <b>Pit to car radio</b>	Weighted sample	Unweighted sample
I would like to see less	10.1%	4.6%
It is about right	36.5%	30.3%
I would like to see more	39.5%	62.6%
No opinion	13.9%	2.5%

<b>QUESTION</b> <b>On-Screen race graphics and data</b>	Weighted sample	Unweighted sample
I would like to see less	6.9%	3%
It is about right	40.4%	35.1%
I would like to see more	40.3%	59.3%
No opinion	12.4%	2.6%

<b>QUESTION</b> <b>Thinking about features that could be used in Formula One TV broadcasts, what level would you like to see the following?</b> <b>Analysis of steward decisions</b>	Weighted sample	Unweighted sample
Like to see some	28.6%	9.3%
Like to see a lot	31.7%	50%
No opinion	27.9%	36%
Do not want to see at all	11.7%	4.7%

<b>QUESTION</b> <b>Split screen coverage of the race</b>	Weighted sample	Unweighted sample
Like to see some	30.1%	20.3%
Like to see a lot	36.9%	47.7%
No opinion	23.8%	27.1%
Do not want to see at all	9.1%	4.9%

<b>QUESTION</b> <b>Interactive TV to allow you to follow a specific car</b>	Weighted sample	Unweighted sample
Like to see some	20.3%	8.2%
Like to see a lot	33.4%	28.6%
No opinion	39.1%	58.9%
Do not want to see at all	7.2%	4.3%

<b>QUESTION</b> <b>The ability to follow a car of your choice for the entire race</b>	Weighted sample	Unweighted sample
Like to see some	23.1%	14.6%
Like to see a lot	34.8%	31.7%
No opinion	33.9%	48.1%
Do not want to see at all	8.3%	5.6%



<b>QUESTION</b> <b>How important are each of the following features of F1 to you?</b> <b>F1 showcases the best drivers</b>	Weighted sample	Unweighted sample
Not at all important to me	5.9%	1.7%
-	3.7%	1.6%
Neither important nor unimportant	18.9%	11.9%
-	31%	29.7%
Extremely important to me	34.1%	53.7%
No opinion	6.4%	1.4%

<b>QUESTION</b> <b>Informative and engaging TV commentary</b>	Weighted sample	Unweighted sample
Not at all important to me	4.4%	1.5%
-	5.3%	2%
Neither important nor unimportant	19.1%	10.9%
-	32.6%	31.1%
Extremely important to me	32.4%	53.5%
No opinion	6.2%	1.1%

<b>QUESTION</b> <b>Driver safety</b>	Weighted sample	Unweighted sample
Not at all important to me	4.1%	2.5%
-	3.9%	3.5%
Neither important nor unimportant	16.4%	15.7%
-	26.5%	28.3%
Extremely important to me	43.3%	48.7%
No opinion	5.8%	1.3%

<b>QUESTION</b> <b>Diversity of circuits and venues</b>	Weighted sample	Unweighted sample
Not at all important to me	3.7%	1.5%
-	3.6%	2.1%
Neither important nor unimportant	17.2%	11.6%
-	31.3%	27.7%
Extremely important to me	37.3%	55.7%
No opinion	6.9%	1.4%

<b>QUESTION</b> <b>Showcases the most advanced technology</b>	Weighted sample	Unweighted sample
Not at all important to me	4.1%	2%
-	5.1%	3.2%
Neither important nor unimportant	18.3%	14.7%
-	30.1%	31.2%
Extremely important to me	36%	47.8%
No opinion	6.4%	1.1%

<b>QUESTION</b> <b>Involvement of multi-national car manufacturers</b>	Weighted sample	Unweighted sample
Not at all important to me	8.2%	8.9%
-	6.1%	6.8%
Neither important nor unimportant	25%	26.6%
-	26.9%	25.3%
Extremely important to me	26.2%	30.7%
No opinion	7.7%	1.7%

<b>QUESTION</b> <b>Global reach</b>	Weighted sample	Unweighted sample
Not at all important to me	6.7%	5.7%
-	6%	5.7%
Neither important nor unimportant	25.7%	25.7%
-	27.3%	28%
Extremely important to me	25.6%	32.5%
No opinion	8.7%	2.4%

<b>QUESTION</b> <b>Pit stop strategies</b>	Weighted sample	Unweighted sample
Not at all important to me	6%	4%
-	6.7%	5.7%
Neither important nor unimportant	22.4%	18.5%
-	31.8%	35.6%
Extremely important to me	24.6%	34.9%
No opinion	8.4%	1.3%

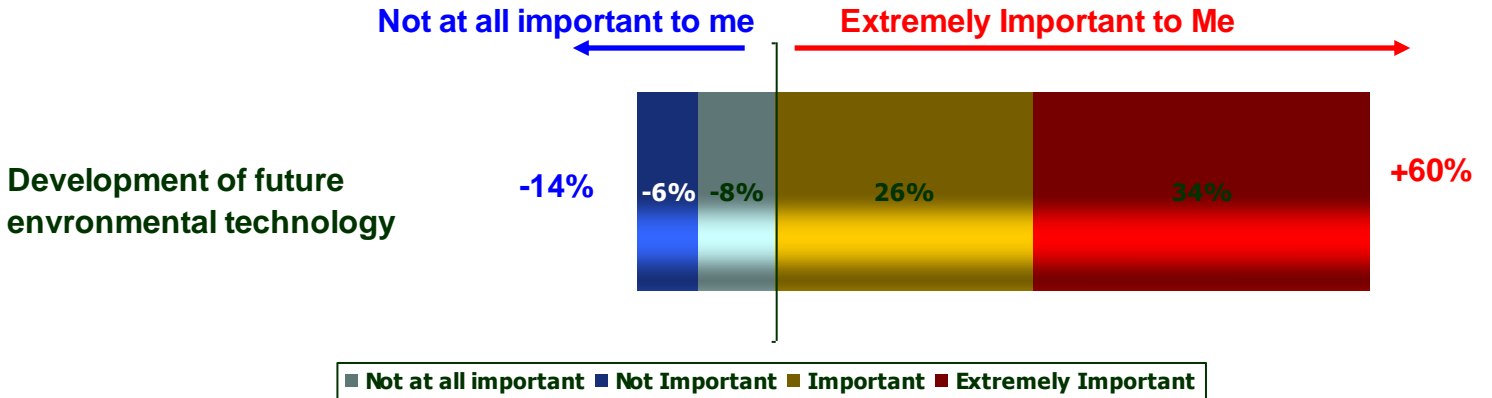
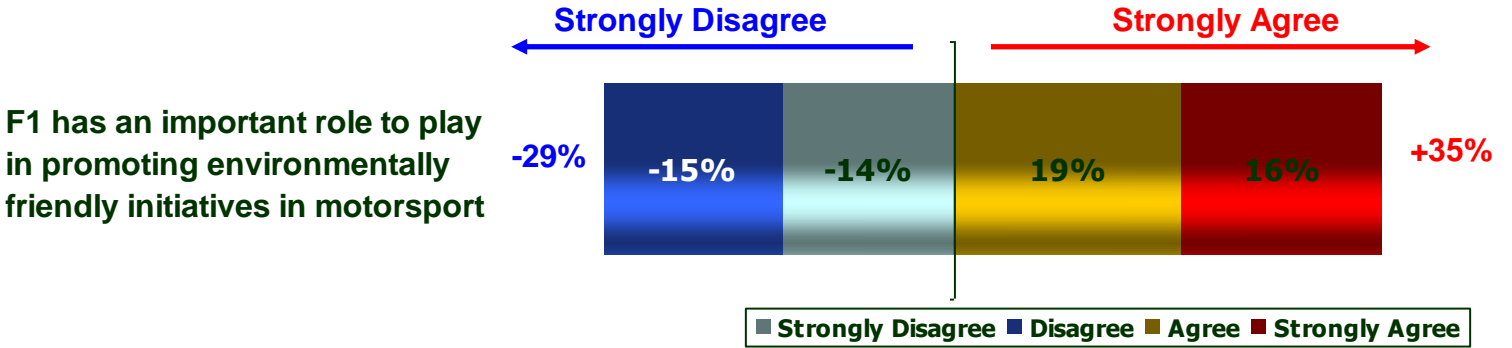
<b>QUESTION</b> <b>Regulations that promote road-relevant technologies</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
Not at all important to me	8.1%	10.9%
-	7.2%	9.5%
Neither important nor unimportant	26%	28.8%
-	28.2%	26.6%
Extremely important to me	21.6%	21.8%
No opinion	8.9%	2.5%

<b>QUESTION</b> <b>Overtaking in races</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
Not at all important to me	2.8%	0.5%
-	2.7%	0.6%
Neither important nor unimportant	11.4%	3.5%
-	22.1%	13.2%
Extremely important to me	53.8%	81%
No opinion	7.1%	1.2%

<b>QUESTION</b> <b>Involvement of leading multi-national companies</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
Not at all important to me	12.7%	13.6%
-	8.7%	9.3%
Neither important nor unimportant	29.6%	33.4%
-	23.1%	22.4%
Extremely important to me	17.4%	18.8%
No opinion	8.5%	2.5%

<b>QUESTION</b> <b>Glamour</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
Not at all important to me	17.5%	18.3%
-	9.9%	10.1%
Neither important nor unimportant	23.4%	26.8%
-	20.6%	20.9%
Extremely important to me	20.6%	21.6%
No opinion	7.9%	2.4%

QUESTION	Weighted sample	Unweighted sample
Development of future environmental technology		
Not at all important to me	7.9%	11.9%
-	5.7%	7.5%
Neither important nor unimportant	18.8%	21.9%
-	26.4%	26.7%
Extremely important to me	33.7%	30%
No opinion	7.5%	1.9%



<b>QUESTION</b> Please rate your levels of agreement with the following statements about the future of F1. <b>Needs to deliver exciting racing and overtaking</b>	Weighted sample	Unweighted sample
Strongly disagree	3.5%	1.1%
-	2.8%	1.5%
Neither agree nor disagree	10.5%	4.6%
-	19.2%	13.1%
Strongly agree	57.3%	78.7%
No opinion	6.7%	1.1%

<b>QUESTION</b> <b>Must continue to go to classic venues</b>	Weighted sample	Unweighted sample
Strongly disagree	3.8%	1.6%
-	5.1%	2.1%
Neither agree nor disagree	21%	11.7%
-	23.5%	16.5%
Strongly agree	37.9%	66.3%
No opinion	8.7%	1.8%

<b>QUESTION</b> <b>Needs to place more emphasis on driver skill</b>	Weighted sample	Unweighted sample
Strongly disagree	1.6%	0.6%
-	2.8%	1.2%
Neither agree nor disagree	16.4%	10.8%
-	27.6%	27.4%
Strongly agree	44.2%	58.7%
No opinion	7.4%	1.2%

<b>QUESTION</b> <b>Must be affordable for fans who want to attend</b>	Weighted sample	Unweighted sample
Strongly disagree	1.9%	0.8%
-	2.7%	1.2%
Neither agree nor disagree	14.4%	8.3%
-	20.1%	15.2%
Strongly agree	53%	72.7%
No opinion	8%	1.8%

<b>QUESTION</b> <b>Must always be the pinnacle of technology</b>	Weighted sample	Unweighted sample
Strongly disagree	2.5%	1.2%
-	3.8%	2.2%
Neither agree nor disagree	19.2%	13%
-	27.5%	26.3%
Strongly agree	39.3%	56%
No opinion	7.7%	1.4%

<b>QUESTION</b> <b>Should always have technological innovations to look forward to</b>	Weighted sample	Unweighted sample
Strongly disagree	2.4%	1.3%
-	4.2%	2.6%
Neither agree nor disagree	19.6%	14.8%
-	27.9%	29.1%
Strongly agree	37.9%	50.7%
No opinion	7.9%	1.4%

<b>QUESTION</b> <b>Must do more to connect with fans</b>	Weighted sample	Unweighted sample
Strongly disagree	1.9%	0.8%
-	3.5%	1.8%
Neither agree nor disagree	19.4%	14.4%
-	25.2%	23.6%
Strongly agree	41.2%	57.5%
No opinion	8.9%	1.8%

<b>QUESTION</b> <b>Should introduce more races that test drivers' talents</b>	Weighted sample	Unweighted sample
Strongly disagree	1.9%	1.1%
-	3.5%	2.2%
Neither agree nor disagree	18.6%	14.5%
-	26.8%	25%
Strongly agree	40.8%	55.3%
No opinion	8.5%	1.9%

<b>QUESTION</b> <b>Must protect its European heritage</b>	Weighted sample	Unweighted sample
Strongly disagree	7.7%	5%
-	7.4%	5%
Neither agree nor disagree	28.4%	20.7%
-	20.5%	20.3%
Strongly agree	24.9%	46.3%
No opinion	11.1%	2.6%

<b>QUESTION</b> <b>Must set manageable budgets for teams</b>	Weighted sample	Unweighted sample
Strongly disagree	6.3%	9.5%
-	6.4%	8.5%
Neither agree nor disagree	26.1%	27.7%
-	26.3%	25.3%
Strongly agree	24.1%	26.2%
No opinion	10.7%	2.9%

<b>QUESTION</b> <b>Include more races on the calendar</b>	Weighted sample	Unweighted sample
Strongly disagree	7.2%	6.1%
-	9.6%	9.1%
Neither agree nor disagree	31.7%	29.3%
-	19.8%	21%
Strongly agree	21.9%	32.4%
No opinion	9.9%	2%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>Must go to new markets, even at the expense of some European races</b>		
Strongly disagree	15.7%	33.5%
-	13.2%	19.8%
Neither agree nor disagree	27.4%	23%
-	16.4%	10.2%
Strongly agree	16%	11%
No opinion	11.4%	2.6%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>Formula One is a global sport and is increasing its coverage around the world. Formula One must continue to go to classic venues like Monaco, Spa, Silverstone &amp; Monza</b>		
Strongly disagree	4.3%	1.1%
-	3.7%	1%
Neither agree nor disagree	16.4%	5.7%
-	17.1%	9.4%
Strongly agree	50.5%	81.7%
No opinion	7.9%	1.1%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>Night races such as Singapore and Abu Dhabi, greatly increase my likelihood of watching F1</b>		
Strongly disagree	14.4%	17.2%
-	10.4%	11.4%
Neither agree nor disagree	27.9%	32.5%
-	19.9%	17.2%
Strongly agree	19.1%	20.1%
No opinion	8.3%	1.6%



<b>QUESTION</b> <b>Formula One must go to new countries even if it means losing some classic</b>	Weighted sample	Unweighted sample
Strongly disagree	19.7%	41.7%
-	14.6%	21.3%
Neither agree nor disagree	26.1%	20.1%
-	16.5%	8.6%
Strongly agree	14.5%	6.8%
No opinion	8.6%	1.5%

<b>QUESTION</b> <b>My interest in the race is affected by the race circuit</b>	Weighted sample	Unweighted sample
Strongly disagree	10.1%	14.9%
-	9.5%	8.9%
Neither agree nor disagree	27.4%	23.6%
-	25.6%	28.9%
Strongly agree	19.1%	22%
No opinion	8.4%	1.8%

<b>QUESTION</b> <b>I would like to see more about the host cities during the broadcasts</b>	Weighted sample	Unweighted sample
Strongly disagree	9.3%	14.9%
-	11.6%	17.6%
Neither agree nor disagree	29.7%	34.7%
-	22.8%	19.8%
Strongly agree	17.8%	10.5%
No opinion	8.8%	2.5%

<b>QUESTION</b> <b>There should be more street races</b>	Weighted sample	Unweighted sample
Strongly disagree	15.4%	23.2%
-	12.5%	17.1%
Neither agree nor disagree	27.7%	30.8%
-	19.4%	15.3%
Strongly agree	15.8%	12.1%
No opinion	9%	1.7%

<b>QUESTION</b> <b>Which FIVE of the following locations do you feel it is MOST important to have as hosts of Grand Prix Races?</b>	Weighted sample	Unweighted sample
Monaco	52%	62.8%
Italy	50.6%	68.1%
Britain	42.9%	62.7%
Germany	38.8%	41.5%
Belgium	29.4%	57.9%

<b>QUESTION</b> <b>Which one of the following statements best sums up your views on the use of KERS in 2009?</b>	Weighted sample	Unweighted sample
I don't know or understand KERS	25.7%	3.4%
Not every team used KERS so it is hard to measure its success	21.8%	35.8%
I think it demonstrated innovation in Formula One	14.6%	20.2%
I think it showed that Formula One is trying to be more energy efficient	13.6%	9.9%
It was one way for Formula One to show it can be energy efficient	12.1%	10.5%
I don't think it had a major effect on efficiency	12.1%	20.1%

<b>QUESTION</b> <b>KERS is a technology which had a positive impact on racing in F1 in 2009</b>	Weighted sample	Unweighted sample
Strongly disagree	18%	24.7%
-	10.8%	14.2%
Neither agree nor disagree	29.7%	25.4%
-	20.6%	18.7%
Strongly agree	16.9%	15.9%
No opinion	4%	1.2%

<b>QUESTION</b> <b>I would like to see KERS re-introduced in Formula One</b>	Weighted sample	Unweighted sample
Strongly disagree	17.6%	25.9%
-	8.3%	9.1%
Neither agree nor disagree	26.3%	21.3%
-	19.8%	16.5%
Strongly agree	23.2%	25.4%
No opinion	4.7%	1.9%

<b>QUESTION</b> <b>F1 races should be heavily promoted in the weeks preceding the event with major advertising campaigns</b>	Weighted sample	Unweighted sample
Strongly disagree	9%	5.7%
-	9.7%	9%
Neither agree nor disagree	41.4%	43.5%
-	22.9%	23.2%
Strongly agree	17.1%	18.5%

<b>QUESTION</b> <b>Leading F1 drivers and teams should attend a public promotional event on the Wednesday before each race</b>	Weighted sample	Unweighted sample
Strongly disagree	7.4%	6.2%
-	10%	9.1%
Neither agree nor disagree	40.2%	35.9%
-	24.2%	24.8%
Strongly agree	18.3%	24%

<b>QUESTION</b> <b>In the winter the top three drivers in the World Championship should go on a world tour</b>	Weighted sample	Unweighted sample
Strongly disagree	14.5%	18.2%
-	12%	14.2%
Neither agree nor disagree	43%	37.9%
-	17.1%	15%
Strongly agree	13.5%	14.7%

<b>QUESTION</b> <b>Speaking to those involved via regular surveys (to provide those in F1 with feedback/ comments on topical issues)</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
No interest	17.2%	5.9%
-	11.6%	6%
Some interest	35.5%	31.9%
-	18.4%	23%
High interest	17.2%	33.2%

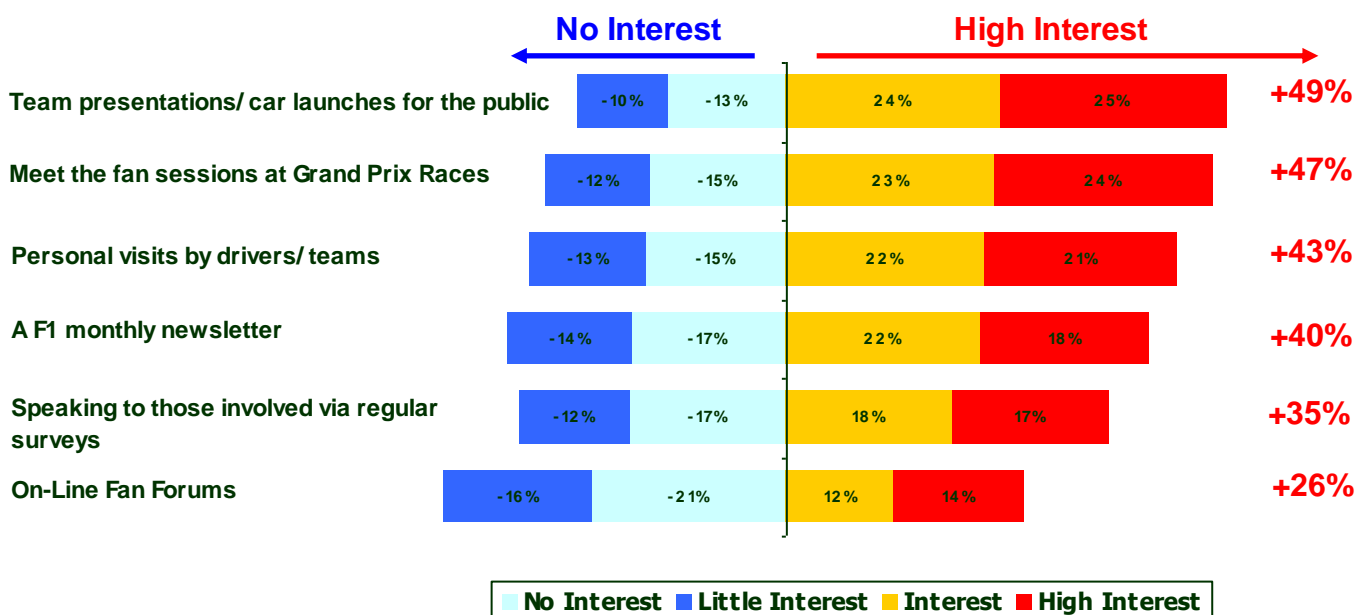
<b>QUESTION</b> <b>A Formula One monthly newsletter available to fans informing them on the latest topical issues facing F1</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
No interest	16.9%	7.3%
-	13.6%	7.7%
Some interest	29.5%	25.2%
-	21.5%	24.3%
High interest	18.4%	35.5%

<b>QUESTION</b> <b>Team presentations/ car launches that the public can attend</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
No interest	12.9%	4.6%
-	10.3%	5.7%
Some interest	28.4%	19.7%
-	23.7%	24.3%
High interest	24.8%	45.7%

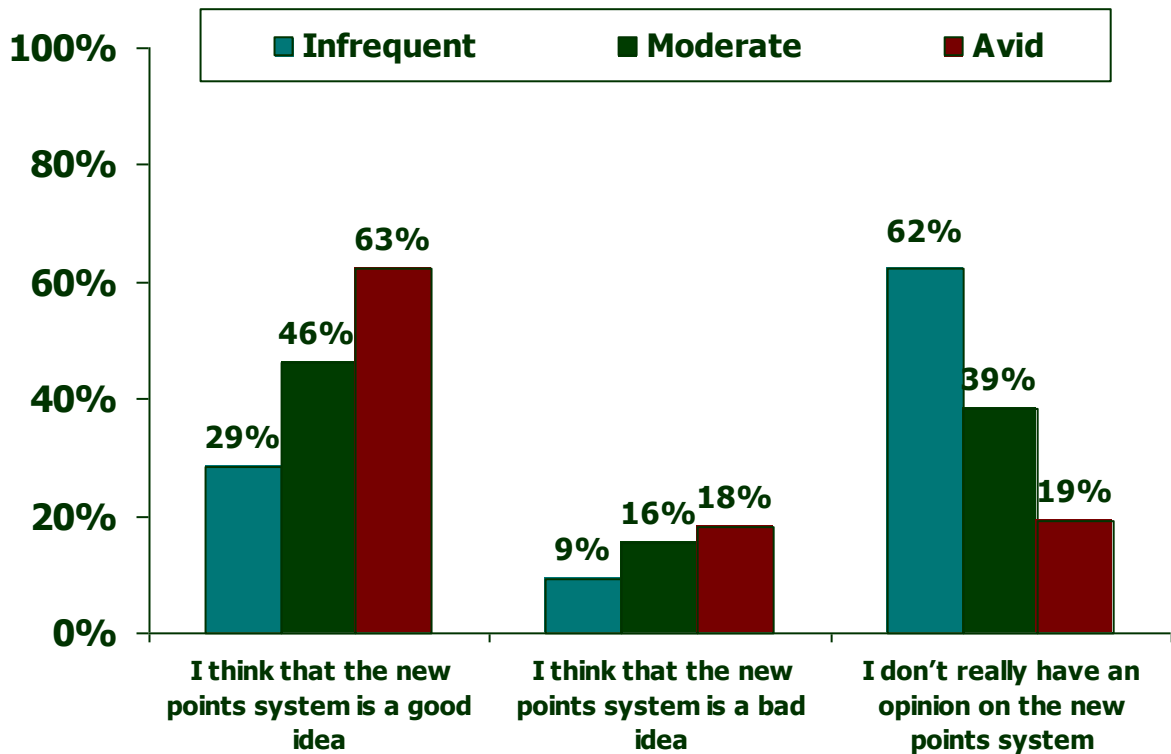
<b>QUESTION</b> <b>Personal visits by drivers/ teams around the world</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
No interest	15.3%	7%
-	12.8%	9.2%
Some interest	28.9%	25.5%
-	22%	22.5%
High interest	21%	35.9%

QUESTION	Weighted sample	Unweighted sample
<b>Meet the fans sessions in Grand Prix locations pre race</b>		
No interest	14.9%	6.4%
-	11.5%	7.4%
Some interest	26.6%	21.3%
-	23.1%	23.8%
High interest	23.9%	41.1%

QUESTION	Weighted sample	Unweighted sample
<b>Online Fan Forums</b>		
No interest	21.2%	12.5%
-	16.3%	13.3%
Some interest	30%	30.7%
-	18.2%	19.9%
High interest	14.4%	23.5%



QUESTION	Weighted sample	Unweighted sample
<b>2010 will see a new point scoring system introduced.</b> <b>What do you think about the change?</b>		
I think that the new points system is a good idea	44.9%	62.2%
I think that the new points system is a bad idea	14.2%	17.8%
I don't really have an opinion on the new points system	40.9%	20%



<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>Should there be a bigger points differential between the winner of a Grand Prix and the second place finisher, to encourage chasing drivers to race more aggressively and attempt overtaking manoeuvres rather than 'drive for points'?</b>		
Yes	61.9%	67.9%
No	38.1%	32.1%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>Have you heard of FOTA, the Formula One Teams Association?</b>		
Yes definitely	44.4%	88.5%
Yes I think so	20.8%	6.3%
No not at all	34.8%	5.2%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>How important do you feel it is for FOTA to play the following roles in F1, where 1 is low importance and 5 is high importance: To promote the development of F1 and enhance its worldwide image and reputation?</b>		
1. Low importance	9.5%	3.3%
2.	7.6%	3.5%
3.	28.3%	14.9%
4.	24.4%	25.7%
5. High importance	30.2%	52.7%

<b>QUESTION</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
<b>How important do you feel it is for FOTA to allow one voice to speak on behalf of F1 Teams?</b>		
1. Low importance	9.7%	3.8%
2.	9%	3.6%
3.	29.4%	13.8%
4.	24.6%	23.9%
5. High importance	27.3%	54.9%

<b>QUESTION</b> <b>How important do you feel it is for FOTA to recommend new technologies and strategies to improve F1?</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
1. Low importance	7.8%	2.4%
2.	6.6%	2.9%
3.	27.4%	13%
4.	28.4%	28.1%
5. High importance	29.9%	53.6%

<b>QUESTION</b> <b>How important do you feel it is for FOTA to support teams and F1 in general?</b>	<b>Weighted sample</b>	<b>Unweighted sample</b>
1. Low importance	7.4%	1.7%
2.	6.3%	2%
3.	25.4%	10.4%
4.	26.7%	25.7%
5. High importance	34.3%	60.2%



<b>QUESTION</b> <b>I think more highly of companies that sponsor F1</b>	Weighted sample	Unweighted sample
Strongly disagree	11.2%	5.5%
-	7.6%	4.1%
Neither agree nor disagree	42.9%	36.3%
-	21.5%	27.4%
Strongly agree	16.8%	26.7%

<b>QUESTION</b> <b>Sponsorship contributes greatly to the success of F1</b>	Weighted sample	Unweighted sample
Strongly disagree	4.6%	1.9%
-	5.8%	2.6%
Neither agree nor disagree	25.8%	15.1%
-	30.8%	31.8%
Strongly agree	33%	48.7%

<b>QUESTION</b> <b>I am more likely to consider purchasing products from companies that get involved in sponsoring F1</b>	Weighted sample	Unweighted sample
Strongly disagree	17.1%	12.1%
-	10.3%	8.2%
Neither agree nor disagree	39.4%	32.3%
-	19.8%	25.3%
Strongly agree	13.3%	22.1%

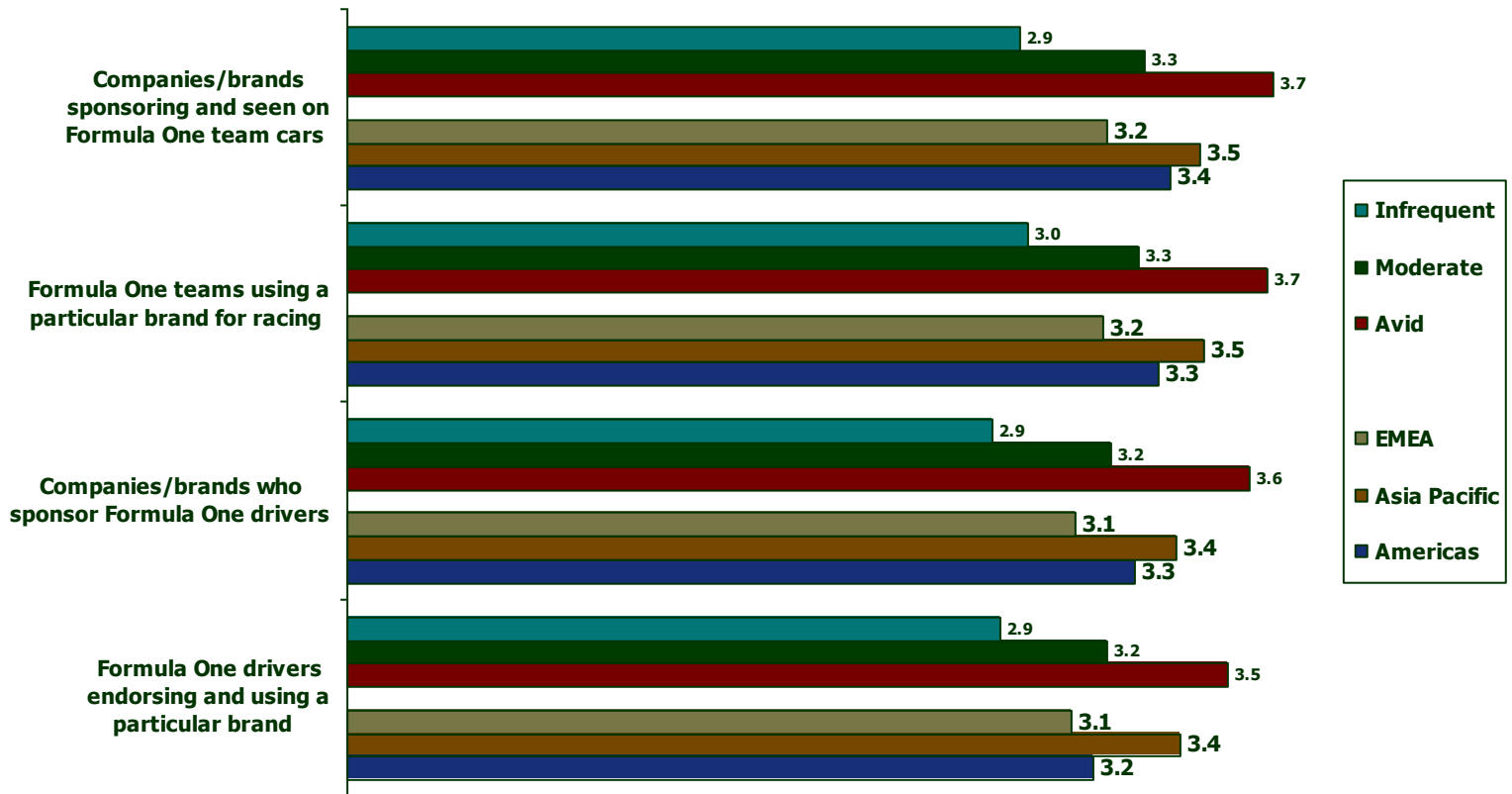
<b>QUESTION</b> <b>Companies/brands who sponsor F1 drivers</b>	Weighted sample	Unweighted sample
Definitely not consider	9.9%	5%
Less likely to consider	6.3%	2.8%
No difference	46.8%	42.1%
More likely to consider	28.2%	36.4%
Definitely consider	8.8%	13.7%

<b>QUESTION</b> <b>F1 drivers endorsing and using a particular brand</b>	Weighted sample	Unweighted sample
Definitely not consider	8.9%	5.2%
Less likely to consider	6.5%	3.4%
No difference	49.8%	46.5%
More likely to consider	26.9%	33%
Definitely consider	7.9%	12%

<b>QUESTION</b> <b>Companies/brands sponsoring and seen on F1 team cars</b>	Weighted sample	Unweighted sample
Definitely not consider	8.5%	4.5%
Less likely to consider	5.1%	2.3%
No difference	46.3%	36.8%
More likely to consider	29.6%	39.1%
Definitely consider	10.5%	17.2%

<b>QUESTION</b> <b>F1 teams using a particular brand for racing</b>	Weighted sample	Unweighted sample
Definitely not consider	8.5%	4.5%
Less likely to consider	5.3%	2.6%
No difference	46.7%	37.8%
More likely to consider	28.7%	37.6%
Definitely consider	10.7%	17.5%

<b>QUESTION</b> <b>Companies/brands who sponsor particular F1 Grand Prix races</b>	Weighted sample	Unweighted sample
Definitely not consider	9%	5.2%
Less likely to consider	6%	4.4%
No difference	52.7%	50.7%
More likely to consider	24.5%	29.9%
Definitely consider	7.8%	9.8%



QUESTION	Weighted sample	Unweighted sample
<b>Companies/brands that sponsor F1 drivers/teams but the products are not specifically used for racing</b>		
Definitely not consider	9.3%	5.2%
Less likely to consider	7.5%	5.1%
No difference	51.6%	46.8%
More likely to consider	24.4%	32.3%
Definitely consider	7.3%	10.5%

QUESTION	Weighted sample	Unweighted sample
<b>Companies/brands that you see on billboards/signs around the F1 track</b>		
Definitely not consider	9.3%	5.6%
Less likely to consider	7.1%	5.4%
No difference	54%	52.9%
More likely to consider	22.9%	28.5%
Definitely consider	6.8%	7.6%

<b>QUESTION</b> <b>Which ONE of the moments listed below is your favourite moment of the 2009 F1 Season?</b>	Unweighted sample
Force India Qualifying & Race performance in Spa	18.8%
Jenson Button drive in Brazil to capture the drivers title	14.7%
Brawn GP 1-2 in Melbourne	11.6%
Lightning and monsoon rain at Malaysian GP in Sepang	9.5%
Mark Webber's 1st F1 win in Germany	8.2%
Sebastian Vettel's race win at Silverstone	6.7%
Opening Lap of the Brazilian GP	6.4%
Lewis Hamilton's race drive in Singapore	5.6%
Sebastian Vettel's Qualifying & Race drive in Shanghai	5.3%
Jenson Button's run to the Monaco podium	5%
Dusk at Yas Marina Circuit on race day	4.3%
Qualifying session at Japanese GP in Suzuka	3.9%

[...]