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Base	BT Vision	Sky	TalkTalk	Virgin Media	Freeview	YouView	Other Pay TV	Not applicable - I don't have a TV/ TV service at home

The Football Association (The FA) :

	2066	77	714	36	336	747	17	17	122
Unweighted Base	2066	77	758	34	357	712	19	12	97
<b>Base: All UK adults</b>									
1 - Don't value at all	32%	40%	28%	23%	30%	37%	9%	25%	35%
2	8%	3%	9%	9%	7%	8%	11%	5%	7%
3	8%	4%	9%	6%	9%	8%	13%	11%	5%
4	8%	10%	9%	6%	8%	7%	22%	11%	1%
5	12%	16%	12%	3%	11%	12%	-	24%	14%
6	9%	7%	11%	10%	8%	8%	-	6%	13%
7	7%	3%	8%	2%	11%	6%	-	-	5%
8	5%	4%	4%	17%	7%	5%	22%	15%	0%
9	2%	3%	2%	7%	5%	1%	5%	-	2%
10 - Value a lot	3%	4%	3%	4%	2%	3%	18%	-	1%
Don't know	5%	6%	5%	11%	2%	5%	-	4%	16%