



Total	Country of residence										Gender		Age Group					
	Austr alia	China	Hong Kong	Malay sia	Philip pines	Singa pore	Thaila nd	Vietn am	Indon esia	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Mean	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		

gender. Gender

Unweighted base	9332	1000	1005	1000	1241	1069	1002	1013	1001	1001	4628	4704	2215	3112	2033	1130	842	35
Base	9332	1000	1005	1000	1241	1069	1002	1013	1001	1001	4787	4545	2204	2867	1901	1383	977	35.52

Q1. Are you interested in Formula 1?

Unweighted base	9289	1000	1005	1000	1229	1038	1002	1013	1001	1001	4606	4683	2197	3099	2025	1127	841	35
Base	9289	1000	1005	1000	1230	1037	1002	1013	1001	1001	4764	4525	2185	2855	1894	1379	976	35.55
Yes	50%	41%	53%	55%	30%	54%	48%	54%	55%	62%	58%	42%	45%	52%	54%	50%	46%	35.57
No	32%	52%	33%	34%	22%	21%	42%	26%	33%	28%	27%	37%	31%	31%	30%	34%	41%	36.67
Don't know/I'm not sure	13%	7%	14%	11%	6%	25%	10%	20%	12%	10%	10%	16%	17%	10%	11%	11%	13%	34.36

Q2. Have you ever watched a Formula 1 race, either on TV or in person?

Unweighted base	9282	1000	1005	1000	1224	1036	1002	1013	1001	1001	4604	4678	2196	3096	2023	1127	840	35
Base	9283	1000	1005	1000	1226	1035	1002	1013	1001	1001	4762	4521	2183	2853	1893	1379	975	35.55
Yes	68%	65%	69%	78%	46%	62%	77%	64%	79%	80%	76%	60%	59%	69%	73%	73%	72%	36.31
No	22%	33%	27%	20%	11%	32%	21%	27%	15%	16%	16%	29%	28%	21%	19%	20%	23%	34.62
Don't know/I'm not sure	4%	2%	4%	3%	1%	6%	2%	9%	5%	4%	3%	5%	6%	4%	3%	3%	4%	33.22

Q2a. How have you watched Formula 1 races in the past?

Unweighted base	6732	659	682	776	974	643	777	636	783	802	3709	3023	1417	2313	1542	856	604	35
Base	6758	651	690	777	982	642	776	647	793	800	3843	2915	1403	2128	1462	1056	709	36.04
On TV	80%	77%	90%	87%	45%	93%	68%	89%	90%	97%	80%	81%	80%	79%	81%	81%	82%	36.15



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Attended in person	3%	4%	1%	5%	2%	3%	8%	3%	2%	1%	3%	3%	3%	3%	3%	3%	3%	35.72
Both on TV and in person	11%	19%	9%	9%	12%	5%	24%	8%	8%	2%	11%	10%	9%	10%	10%	11%	14%	37.69

Q2b. Would you be interested in attending a Formula 1 race in the future?

Unweighted base	5730	504	617	670	764	596	527	571	699	782	3127	2603	1252	1954	1299	736	489	35
Base	5761	502	623	673	769	596	529	579	712	779	3246	2515	1224	1808	1244	901	586	35.89
Yes	66%	53%	74%	65%	37%	83%	59%	70%	81%	72%	68%	64%	66%	70%	69%	62%	53%	35.07
No	14%	27%	10%	16%	11%	6%	26%	10%	9%	15%	12%	16%	13%	12%	12%	16%	22%	38.68
Don't know/I'm not sure	14%	20%	16%	19%	8%	11%	16%	20%	10%	12%	14%	14%	13%	12%	13%	17%	24%	38.66

Q2c. Which of these comes closest to why you have not previously attended a Formula 1 race?

Unweighted base	5728	504	617	670	764	594	527	571	699	782	3127	2601	1252	1954	1297	736	489	35
Base	5760	502	623	673	769	594	529	579	712	779	3246	2513	1224	1808	1242	901	586	35.88
It was too expensive	39%	42%	23%	37%	38%	44%	75%	30%	16%	50%	38%	40%	35%	38%	41%	41%	39%	36.47
I haven't had time	10%	8%	14%	12%	6%	7%	12%	13%	12%	9%	11%	10%	13%	11%	8%	9%	9%	34.11
There was no race close enough to where I live	38%	32%	57%	44%	7%	43%	1%	49%	69%	33%	39%	36%	37%	37%	38%	37%	39%	36.05
Other	6%	13%	4%	5%	5%	4%	11%	5%	2%	6%	5%	7%	5%	5%	5%	6%	9%	37.89
Don't know/I'm not sure	2%	4%	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%	2%	2%	3%	37.24



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Q3. Would you like more Formula 1 events to take place in cities in the Asia-Pacific region?

Unweighted base	9277	1000	1005	1000	1221	1034	1002	1013	1001	1001	4601	4676	2196	3094	2020	1127	840	35
Base	9279	1000	1005	1000	1223	1034	1002	1013	1001	1001	4760	4519	2183	2851	1890	1379	975	35.55
Yes	61%	40%	68%	68%	38%	74%	55%	68%	76%	66%	67%	55%	59%	63%	64%	61%	55%	35.22
No	14%	32%	12%	12%	8%	7%	20%	13%	11%	15%	12%	16%	14%	14%	13%	12%	19%	36.29
Don't know/I'm not sure	19%	29%	20%	20%	13%	19%	25%	18%	13%	19%	16%	23%	20%	16%	18%	22%	26%	37.19

Q3a. In which cities would you most like to new Formula 1 races to take place? (Select up to three)

Unweighted base	5999	399	676	694	811	765	550	683	757	664	3272	2727	1407	2078	1350	728	436	34
Base	6016	398	680	682	816	763	555	694	765	664	3384	2632	1392	1927	1277	883	536	35.01
Bangkok	27%	19%	11%	20%	20%	27%	33%	85%	18%	7%	28%	26%	25%	29%	26%	27%	26%	35.23
Beijing	19%	12%	73%	21%	10%	19%	16%	11%	6%	3%	20%	18%	19%	19%	19%	19%	19%	35.04
Brisbane	9%	44%	3%	5%	10%	8%	21%	4%	1%	2%	9%	9%	7%	8%	8%	10%	18%	38.76
Hanoi	9%	5%	3%	3%	4%	4%	7%	10%	42%	1%	10%	8%	10%	11%	8%	6%	8%	33.19
		BCI			I	I	BCDEI	ABCD EFI	ABC DEF GI		K		O	NO				
Hong Kong	33%	23%	42%	84%	15%	50%	44%	22%	10%	9%	31%	35%	30%	31%	36%	36%	35%	35.80
Ho Chi Minh	14%	9%	3%	4%	7%	5%	12%	8%	70%	1%	15%	13%	14%	16%	11%	13%	15%	34.64

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Jakarta	14%	12%	4%	2%	11%	11%	11%	6%	4%	66%	15%	12%	14%	12%	16%	14%	16%	35.61
Medan	3%	2%	1%	2%	3%	1%	4%	2%	0%	15%	4%	3%	3%	3%	4%	2%	2%	33.94
Surabaya	6%	3%	4%	1%	4%	1%	3%	2%	1%	31%	6%	5%	5%	5%	7%	5%	4%	34.56
Sydney	20%	56%	13%	14%	19%	28%	34%	13%	11%	12%	18%	24%	20%	21%	20%	17%	25%	35.42
Other	11%	13%	10%	6%	9%	32%	11%	5%	5%	5%	11%	10%	13%	10%	9%	10%	12%	34.29
Don't know/I'm not sure	4%	6%	4%	3%	5%	5%	11%	3%	2%	2%	4%	5%	4%	3%	5%	6%	5%	36.89

Q4. How far would you be prepared to travel to see a Formula 1 race?

	Unweighted base	9273	1000	1005	1000	1220	1031	1002	1013	1001	1001	4600	4673	2195	3093	2019	1127	839	35
	Base	9275	1000	1005	1000	1223	1031	1002	1013	1001	1001	4759	4517	2182	2851	1889	1379	974	35.55
I would travel within my country, but not to a different country		28%	24%	39%	11%	11%	26%	24%	38%	42%	39%	30%	25%	30%	30%	29%	23%	21%	33.99
I would travel within my country and to a neighbouring country		18%	9%	15%	17%	14%	24%	19%	24%	15%	21%	20%	15%	16%	19%	19%	18%	15%	35.48
I would travel across countries in Asia-Pacific		9%	8%	7%	17%	8%	13%	11%	9%	6%	3%	11%	7%	7%	10%	9%	10%	9%	36.28
I would travel beyond Asia-Pacific		3%	2%	1%	4%	3%	4%	4%	3%	2%	2%	3%	3%	3%	3%	4%	2%	2%	34.43
I would not travel to see a Formula 1 race		28%	51%	26%	42%	17%	17%	37%	16%	24%	21%	23%	32%	25%	23%	26%	32%	44%	38.19
Don't know/I'm not sure		10%	7%	12%	9%	5%	15%	7%	10%	11%	13%	8%	12%	12%	9%	8%	10%	9%	34.51

Q5. Which of the following brands do you associate with Formula 1?



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Unweighted base	9265	1000	1005	1000	1216	1027	1002	1013	1001	1001	4598	4667	2195	3087	2017	1127	839	35
Base	9268	1000	1005	1000	1219	1027	1002	1013	1001	1001	4757	4511	2182	2845	1888	1379	974	35.55
Rolex	21%	23%	22%	22%	32%	18%	26%	14%	12%	19%	23%	19%	17%	19%	25%	24%	25%	37.42
Heineken	16%	18%	16%	13%	8%	14%	22%	15%	22%	21%	17%	15%	11%	15%	20%	19%	19%	37.76
Mercedes	37%	40%	29%	35%	35%	30%	53%	24%	34%	48%	43%	29%	27%	33%	42%	45%	47%	38.00
Renault	25%	35%	25%	23%	25%	17%	40%	14%	11%	35%	32%	18%	14%	21%	31%	36%	35%	39.78
Red Bull	40%	52%	39%	34%	33%	27%	57%	46%	35%	43%	48%	32%	34%	39%	44%	44%	47%	36.88
Johnnie Walker	12%	14%	6%	9%	6%	19%	22%	16%	7%	7%	13%	11%	8%	11%	14%	13%	14%	37.59
Ferrari	52%	57%	47%	65%	41%	58%	67%	41%	40%	60%	57%	48%	40%	50%	57%	64%	61%	37.40
Microsoft	8%	8%	10%	6%	5%	13%	8%	7%	7%	10%	9%	7%	7%	7%	10%	8%	9%	36.49
Hublot	5%	4%	4%	4%	3%	4%	9%	3%	5%	7%	6%	3%	3%	5%	6%	5%	4%	36.42
Tag Heuer	17%	26%	5%	4%	26%	20%	35%	10%	4%	18%	20%	13%	8%	15%	20%	24%	24%	39.96
Bell & Ross	8%	3%	5%	3%	35%	2%	4%	4%	8%	4%	9%	7%	8%	10%	9%	7%	4%	33.31
Blackberry	6%	6%	7%	3%	7%	8%	7%	4%	9%	6%	7%	6%	5%	7%	8%	5%	5%	34.99
UPS	8%	4%	8%	9%	11%	7%	11%	8%	4%	8%	10%	6%	5%	7%	10%	11%	8%	38.06
Shell	37%	34%	30%	45%	35%	43%	46%	40%	16%	39%	41%	32%	26%	33%	44%	46%	42%	37.87
Alfa Romeo	12%	22%	8%	10%	11%	11%	16%	12%	6%	8%	13%	10%	8%	9%	13%	17%	19%	40.34
Santander	5%	8%	5%	4%	5%	3%	8%	4%	4%	7%	7%	4%	3%	5%	7%	7%	7%	38.97
Hackett	4%	3%	3%	4%	5%	2%	3%	4%	4%	6%	4%	4%	3%	4%	5%	5%	2%	35.50
Casio	9%	7%	13%	7%	5%	10%	7%	8%	12%	10%	9%	8%	8%	8%	10%	9%	9%	35.98
Smirnoff	4%	8%	4%	2%	2%	8%	3%	6%	2%	4%	5%	4%	3%	5%	5%	5%	5%	36.91
Total	9%	7%	11%	4%	9%	14%	7%	9%	2%	14%	11%	5%	5%	7%	10%	13%	11%	39.05
Mobil	24%	29%	30%	21%	23%	22%	33%	29%	13%	19%	29%	19%	15%	20%	30%	35%	31%	39.02
CNBC	5%	3%	4%	3%	3%	5%	5%	6%	6%	6%	5%	4%	4%	5%	6%	4%	4%	35.41
Other	2%	2%	1%	1%	2%	4%	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	1%	33.44
Don't know/I'm not sure	16%	27%	19%	12%	6%	18%	13%	19%	18%	15%	12%	21%	21%	15%	12%	14%	19%	34.62

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	

Q5b. Do you think that it is appropriate for Formula 1 to allow sponsorship from companies that make alcohol?

Unweighted base	9261	1000	1005	1000	1215	1024	1002	1013	1001	1001	4596	4665	2194	3086	2015	1127	839	35
Base	9265	1000	1005	1000	1218	1024	1002	1013	1001	1001	4755	4510	2181	2844	1886	1379	974	35.55
Yes	42%	46%	46%	52%	26%	41%	56%	47%	42%	31%	47%	38%	40%	43%	44%	44%	43%	35.74
No	33%	33%	33%	26%	23%	41%	29%	28%	38%	48%	31%	35%	33%	32%	32%	33%	38%	36.09
Don't know/I'm not sure	19%	21%	21%	21%	10%	18%	15%	26%	20%	21%	17%	21%	20%	18%	19%	19%	18%	35.36

Q6_1. Overall economy :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	74%	66%	74%	81%	72%	74%	72%	70%	69%	86%	77%	71%	69%	75%	76%	76%	73%	35.99
Negative	5%	8%	4%	4%	6%	2%	7%	4%	5%	3%	5%	4%	5%	5%	4%	4%	5%	35.06
Neither positive nor negative	22%	26%	22%	15%	22%	24%	21%	26%	26%	12%	18%	25%	26%	20%	20%	20%	23%	35.25
		CFI	CI	I	CI	CI	CI	CFI	CFI			J	MNO					

Q6_2. Tourism :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	86%	80%	81%	90%	88%	87%	87%	81%	88%	92%	87%	85%	82%	86%	88%	89%	87%	36.03
Negative	3%	4%	5%	3%	3%	1%	4%	3%	3%	2%	4%	2%	4%	4%	3%	2%	2%	33.48
Neither positive nor negative	11%	16%	14%	7%	9%	12%	9%	16%	9%	5%	9%	13%	14%	10%	10%	9%	11%	34.51



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Q6_3. Retail :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	71%	67%	70%	78%	76%	72%	67%	65%	69%	77%	73%	69%	63%	73%	74%	76%	73%	36.35
Negative	6%	6%	6%	4%	5%	4%	11%	6%	7%	5%	7%	5%	6%	7%	6%	5%	6%	34.75
Neither positive nor negative	23%	28%	24%	17%	19%	23%	22%	29%	24%	18%	20%	26%	31%	21%	21%	19%	22%	34.29

Q6_4. Security :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	37%	31%	39%	36%	42%	42%	31%	38%	26%	48%	40%	33%	29%	40%	41%	39%	35%	36.23
Negative	24%	23%	31%	25%	22%	16%	33%	15%	36%	19%	24%	25%	29%	24%	21%	23%	22%	34.70
Neither positive nor negative	39%	46%	30%	38%	36%	42%	36%	47%	38%	33%	36%	42%	41%	36%	38%	39%	43%	36.04

Q6_5. Local transport :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	42%	39%	35%	25%	62%	50%	33%	40%	27%	70%	45%	38%	35%	43%	46%	44%	41%	36.35
Negative	30%	30%	40%	55%	13%	17%	43%	21%	38%	10%	31%	30%	33%	29%	29%	29%	32%	35.57
Neither positive nor negative	28%	31%	25%	20%	25%	33%	24%	39%	35%	21%	25%	32%	32%	29%	25%	27%	27%	35.19

Q6_6. Entertainment :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	80%	72%	75%	82%	75%	86%	78%	71%	86%	90%	81%	78%	78%	80%	82%	80%	77%	35.74
Negative	4%	6%	6%	4%	6%	2%	7%	3%	4%	2%	5%	4%	4%	5%	4%	4%	4%	35.45



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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
Neither positive nor negative	16%	22%	19%	14%	18%	12%	15%	26%	10%	7%	14%	18%	18%	15%	14%	16%	18%	36.12

Q6_7. Environment :

Unweighted base	8733	1000	1005	1000	690	1021	1002	1013	1001	1001	4367	4366	2072	2837	1900	1092	832	35
Base	8750	1000	1005	1000	708	1021	1002	1013	1001	1001	4498	4253	2028	2658	1789	1309	967	35.78
Positive	35%	24%	43%	38%	40%	38%	28%	25%	29%	51%	37%	33%	29%	39%	40%	34%	30%	35.68
Negative	31%	45%	27%	33%	29%	26%	44%	27%	35%	18%	32%	31%	34%	28%	28%	34%	37%	36.37
Neither positive nor negative	34%	31%	31%	29%	31%	36%	28%	48%	36%	31%	31%	36%	37%	33%	32%	32%	33%	35.35

Q6_8. International standing :

Unweighted base	7732	1000	1005	1000	690	1021	1002	1013	1001	-	3839	3893	1789	2488	1707	947	801	35
Base	7749	1000	1005	1000	708	1021	1002	1013	1001	-	3977	3772	1818	2357	1538	1139	897	35.85
Positive	72%	63%	69%	78%	77%	76%	72%	73%	71%	-	75%	69%	66%	72%	75%	77%	73%	36.29
Negative	4%	5%	5%	3%	4%	2%	6%	3%	4%	-	5%	4%	4%	5%	4%	3%	3%	33.94
Neither positive nor negative	24%	32%	26%	19%	19%	22%	22%	24%	25%	-	21%	27%	30%	23%	21%	20%	24%	34.84

Q7. Has the Singapore Grand Prix been a net positive or net negative for the country?

Unweighted base	1002	-	-	-	-	-	1002	-	-	-	492	510	201	360	234	124	83	35
Base	1002	-	-	-	-	-	1002	-	-	-	491	511	261	321	210	130	80	34.20
Very positive	18%	-	-	-	-	-	18%	-	-	-	21%	15%	15%	16%	18%	21%	25%	36.18
Somewhat positive	52%	-	-	-	-	-	52%	-	-	-	48%	55%	55%	54%	50%	47%	41%	33.12
Neither positive nor negative	24%	-	-	-	-	-	24%	-	-	-	21%	27%	26%	24%	23%	23%	20%	33.63



	Total	Country of residence									Gender		Age Group					
		Austr alia	China	Hong Kong	Malay sia	Philip pines	Singa pore	Thaila nd	Vietn am	Indon esia	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Mean
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
Somewhat negative	5%	-	-	-	-	-	5%	-	-	-	7%	3%	2%	5%	7%	6%	11%	39.32
Very negative	2%	-	-	-	-	-	2%	-	-	-	3%	1%	1%	2%	2%	3%	2%	38.67

Q8. The Malaysian Grand Prix is an annual Formula 1 event that takes place in Malaysia. It has been reported that it will not continue after 2018. Do you agree with this decision?

Unweighted base	1208	-	-	-	1208	-	-	-	-	-	567	641	210	557	263	106	72	34
Base	1210	-	-	-	1210	-	-	-	-	-	656	554	269	423	227	218	74	34.75
Agree	21%	-	-	-	21%	-	-	-	-	-	25%	16%	12%	22%	18%	27%	33%	37.94
Disagree	25%	-	-	-	25%	-	-	-	-	-	26%	24%	24%	22%	26%	25%	35%	35.74
Don't know/I'm not sure	13%	-	-	-	13%	-	-	-	-	-	11%	16%	8%	13%	13%	18%	23%	38.21

Q9. The Singapore Grand Prix is an annual Formula 1 event that takes place in Singapore but its future is uncertain. Would you like to see it return in the future?

Unweighted base	1002	-	-	-	-	-	1002	-	-	-	492	510	201	360	234	124	83	35
Base	1002	-	-	-	-	-	1002	-	-	-	491	511	261	321	210	130	80	34.20
Yes	57%	-	-	-	-	-	57%	-	-	-	60%	53%	61%	52%	55%	62%	58%	34.17



	Total	Country of residence									Gender		Age Group					
		Austr alia	China	Hong Kong	Malay sia	Philip pines	Singa pore	Thaila nd	Vietn am	Indon esia	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Mean
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
No	19%	-	-	-	-	-	19%	-	-	-	21%	17%	13%	20%	21%	19%	27%	36.55
Don't know/I'm not sure	25%	-	-	-	-	-	25%	-	-	-	19%	30%	26%	28%	24%	19%	16%	32.50

Cell Contents (Column Percentage, Statistical Test Results), Statistics (Column Proportions/Mean, (5%): A/B/C/D/E/F/G/H/I, J/K, L/M/N/O/P, Q/R, S/T, U/V/W