

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Here is a list of sports which are included in the 2024 Summer Olympic Games. How interested, if at all, are you in each of these sports?

Archery

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	3%	5%	6%	3%	3%
Somewhat interested	23%	25%	21%	30%	25%	22%	20%
Not very interested	23%	25%	21%	26%	20%	24%	23%
Not interested at all	48%	43%	53%	35%	46%	49%	55%
Don't know	2%	1%	2%	4%	3%	1%	0%

Artistic Gymnastics

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	12%	4%	21%	13%	16%	13%	9%
Somewhat interested	24%	16%	31%	25%	24%	24%	22%
Not very interested	16%	21%	11%	17%	16%	17%	13%
Not interested at all	47%	58%	36%	41%	41%	46%	56%
Don't know	2%	1%	2%	4%	3%	1%	-

Artistic Swimming

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	7%	3%	10%	11%	8%	7%	4%
Somewhat interested	18%	8%	27%	21%	19%	17%	16%
Not very interested	21%	23%	19%	22%	23%	20%	20%
Not interested at all	52%	64%	41%	42%	46%	55%	59%
Don't know	2%	1%	3%	4%	4%	2%	1%

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Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Athletics (Track and field)

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	25%	24%	26%	15%	24%	27%	29%
Somewhat interested	27%	28%	26%	37%	25%	28%	24%
Not very interested	13%	14%	11%	18%	12%	12%	11%
Not interested at all	34%	33%	35%	28%	36%	33%	37%
Don't know	1%	1%	2%	2%	3%	1%	-

Badminton

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	4%	11%	6%	2%	2%
Somewhat interested	19%	20%	19%	28%	21%	15%	18%
Not very interested	24%	25%	23%	21%	22%	27%	22%
Not interested at all	51%	50%	53%	36%	49%	55%	57%
Don't know	1%	1%	1%	3%	1%	1%	1%

Basketball

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	6%	3%	10%	7%	2%	1%
Somewhat interested	16%	15%	17%	21%	21%	13%	11%
Not very interested	25%	26%	24%	27%	23%	24%	26%
Not interested at all	54%	52%	55%	38%	45%	59%	61%
Don't know	2%	1%	2%	3%	3%	1%	0%

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Total	Gender		Age			
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Basketball 3x3

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	3%	2%	5%	4%	2%	1%
Somewhat interested	11%	12%	9%	17%	16%	9%	5%
Not very interested	23%	25%	21%	29%	21%	22%	23%
Not interested at all	61%	59%	63%	42%	57%	65%	70%
Don't know	3%	2%	4%	7%	3%	3%	1%

Beach Volleyball

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	3%	4%	7%	3%	3%
Somewhat interested	20%	24%	16%	27%	23%	21%	15%
Not very interested	22%	24%	21%	28%	22%	21%	21%
Not interested at all	52%	45%	57%	36%	44%	55%	61%
Don't know	2%	1%	2%	5%	4%	1%	-

Boxing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	7%	11%	4%	8%	10%	6%	6%
Somewhat interested	21%	26%	16%	25%	26%	20%	15%
Not very interested	18%	20%	16%	23%	18%	20%	15%
Not interested at all	53%	42%	63%	41%	44%	54%	65%
Don't know	1%	1%	2%	3%	2%	1%	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Breaking

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	2%	3%	3%	6%	3%	0%
Somewhat interested	9%	9%	10%	13%	12%	9%	5%
Not very interested	12%	13%	11%	17%	15%	11%	10%
Not interested at all	59%	63%	55%	50%	53%	58%	69%
Don't know	17%	12%	21%	17%	15%	19%	15%

Canoe slalom

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	4%	5%	3%	6%	3%	5%
Somewhat interested	23%	25%	20%	14%	22%	27%	22%
Not very interested	19%	22%	16%	25%	17%	19%	20%
Not interested at all	50%	47%	54%	48%	50%	49%	54%
Don't know	3%	2%	5%	10%	5%	3%	0%

Canoe sprint

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	3%	3%	2%	3%	3%	2%
Somewhat interested	20%	21%	20%	15%	22%	22%	19%
Not very interested	23%	24%	21%	27%	22%	22%	22%
Not interested at all	52%	51%	54%	49%	50%	52%	56%
Don't know	2%	1%	3%	7%	3%	1%	0%

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Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Cycling BMX Freestyle

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	3%	4%	6%	4%	3%
Somewhat interested	20%	23%	18%	22%	22%	25%	14%
Not very interested	20%	21%	20%	26%	20%	17%	21%
Not interested at all	53%	50%	56%	42%	49%	52%	62%
Don't know	2%	2%	3%	5%	4%	1%	0%

Cycling BMX Racing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	3%	6%	7%	3%	2%
Somewhat interested	20%	24%	16%	19%	21%	24%	15%
Not very interested	21%	21%	20%	24%	20%	19%	21%
Not interested at all	53%	48%	58%	46%	47%	53%	62%
Don't know	2%	2%	3%	6%	5%	1%	0%

Cycling Mountain Bike

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	5%	6%	4%	3%	7%	6%	3%
Somewhat interested	21%	25%	16%	22%	19%	22%	20%
Not very interested	22%	20%	23%	24%	24%	19%	22%
Not interested at all	50%	47%	53%	45%	46%	51%	55%
Don't know	2%	1%	3%	6%	5%	1%	-

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Total	Gender		Age			
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Cycling Road

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	6%	9%	4%	3%	6%	5%	9%
Somewhat interested	23%	24%	21%	22%	19%	25%	24%
Not very interested	21%	21%	20%	26%	25%	16%	19%
Not interested at all	48%	44%	52%	44%	47%	52%	48%
Don't know	2%	2%	2%	5%	3%	1%	-

Cycling Track

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	10%	13%	8%	6%	11%	10%	12%
Somewhat interested	27%	29%	25%	25%	20%	30%	30%
Not very interested	17%	17%	17%	25%	21%	12%	14%
Not interested at all	44%	40%	49%	41%	45%	46%	44%
Don't know	2%	1%	3%	4%	4%	2%	-

Diving

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	14%	8%	20%	15%	14%	14%	15%
Somewhat interested	31%	29%	33%	31%	31%	34%	29%
Not very interested	15%	19%	11%	19%	17%	14%	13%
Not interested at all	38%	42%	34%	32%	35%	37%	43%
Don't know	1%	1%	2%	4%	3%	1%	-

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Total	Gender		Age			
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Equestrian

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	2%	6%	6%	4%	2%	4%
Somewhat interested	18%	13%	23%	14%	15%	16%	24%
Not very interested	21%	21%	22%	21%	21%	24%	20%
Not interested at all	54%	62%	46%	51%	56%	55%	52%
Don't know	3%	2%	3%	8%	4%	2%	-

Fencing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	2%	2%	2%	4%	5%	1%	1%
Somewhat interested	15%	16%	13%	20%	17%	14%	10%
Not very interested	23%	25%	22%	28%	22%	21%	25%
Not interested at all	58%	55%	61%	43%	53%	63%	64%
Don't know	2%	1%	2%	4%	3%	1%	0%

Football

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	13%	19%	8%	23%	16%	11%	9%
Somewhat interested	25%	29%	21%	26%	27%	26%	21%
Not very interested	17%	15%	19%	14%	15%	19%	18%
Not interested at all	43%	36%	50%	34%	40%	42%	52%
Don't know	2%	1%	3%	3%	2%	2%	1%

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Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Golf

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	6%	2%	4%	5%	3%	4%
Somewhat interested	13%	17%	9%	18%	13%	12%	12%
Not very interested	17%	17%	16%	19%	16%	16%	16%
Not interested at all	65%	58%	72%	54%	64%	68%	68%
Don't know	2%	1%	2%	5%	2%	1%	0%

Handball

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	2%	3%	2%	3%	5%	2%	0%
Somewhat interested	11%	12%	10%	20%	11%	10%	7%
Not very interested	24%	27%	21%	28%	23%	24%	24%
Not interested at all	61%	57%	64%	45%	57%	62%	69%
Don't know	2%	2%	3%	4%	4%	2%	0%

Hockey

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	5%	2%	4%	7%	1%	2%
Somewhat interested	18%	22%	15%	23%	20%	18%	15%
Not very interested	22%	23%	21%	23%	20%	21%	24%
Not interested at all	55%	49%	60%	47%	49%	59%	58%
Don't know	2%	1%	2%	4%	3%	1%	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Judo

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	4%	2%	4%	5%	1%	2%
Somewhat interested	17%	21%	14%	19%	22%	17%	13%
Not very interested	22%	23%	22%	28%	20%	22%	22%
Not interested at all	55%	51%	59%	45%	50%	57%	62%
Don't know	2%	1%	2%	4%	3%	2%	0%

Marathon swimming

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	5%	4%	6%	4%	8%	3%	4%
Somewhat interested	17%	14%	20%	20%	19%	15%	15%
Not very interested	23%	26%	20%	30%	22%	22%	22%
Not interested at all	53%	55%	51%	41%	47%	58%	58%
Don't know	3%	2%	3%	5%	4%	1%	1%

Modern Pentathlon

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	5%	4%	6%	3%	5%	6%	6%
Somewhat interested	22%	22%	21%	14%	20%	20%	27%
Not very interested	21%	23%	19%	24%	21%	23%	18%
Not interested at all	48%	47%	49%	45%	47%	50%	49%
Don't know	4%	4%	5%	13%	7%	2%	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Rhythmic Gymnastics

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	10%	4%	17%	13%	14%	10%	7%
Somewhat interested	22%	14%	30%	22%	22%	23%	21%
Not very interested	17%	20%	14%	18%	18%	17%	14%
Not interested at all	49%	60%	38%	42%	44%	49%	56%
Don't know	2%	2%	2%	5%	3%	0%	1%

Rowing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	6%	7%	6%	3%	8%	4%	8%
Somewhat interested	28%	29%	27%	25%	26%	29%	30%
Not very interested	18%	20%	15%	28%	16%	18%	14%
Not interested at all	46%	43%	49%	41%	45%	47%	48%
Don't know	2%	1%	2%	4%	4%	1%	0%

Rugby Sevens

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	7%	10%	4%	5%	9%	6%	7%
Somewhat interested	17%	22%	11%	17%	17%	15%	17%
Not very interested	18%	19%	17%	22%	19%	18%	15%
Not interested at all	56%	47%	65%	49%	53%	60%	60%
Don't know	2%	1%	3%	6%	3%	1%	1%

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Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Sailing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	2%	3%	2%	0%	3%	1%	3%
Somewhat interested	18%	19%	17%	16%	21%	18%	17%
Not very interested	26%	27%	25%	38%	22%	24%	25%
Not interested at all	53%	51%	54%	42%	51%	56%	55%
Don't know	2%	1%	2%	4%	3%	1%	-

Shooting

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	6%	2%	7%	6%	3%	1%
Somewhat interested	17%	22%	13%	19%	18%	18%	15%
Not very interested	22%	25%	18%	23%	19%	21%	24%
Not interested at all	56%	47%	64%	47%	53%	56%	60%
Don't know	2%	1%	3%	3%	3%	2%	0%

Skateboarding

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	6%	5%	6%	6%	10%	5%	2%
Somewhat interested	19%	18%	19%	26%	19%	20%	14%
Not very interested	20%	22%	18%	22%	18%	23%	18%
Not interested at all	54%	53%	54%	41%	49%	51%	66%
Don't know	2%	1%	3%	5%	4%	1%	1%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Sport climbing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	4%	4%	8%	7%	2%	2%
Somewhat interested	18%	19%	17%	23%	22%	20%	10%
Not very interested	23%	26%	21%	26%	22%	23%	23%
Not interested at all	53%	50%	55%	39%	45%	54%	63%
Don't know	2%	1%	3%	4%	4%	2%	1%

Surfing

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	3%	4%	5%	6%	2%	1%
Somewhat interested	20%	17%	23%	25%	23%	20%	15%
Not very interested	24%	26%	22%	31%	24%	25%	20%
Not interested at all	50%	52%	49%	34%	43%	51%	62%
Don't know	2%	2%	3%	3%	4%	1%	1%

Swimming

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	16%	13%	20%	13%	17%	17%	17%
Somewhat interested	32%	30%	34%	38%	33%	31%	29%
Not very interested	16%	19%	13%	22%	14%	15%	16%
Not interested at all	35%	37%	32%	25%	33%	37%	38%
Don't know	1%	1%	1%	3%	2%	1%	0%

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Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Table tennis

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	4%	8%	6%	4%	2%
Somewhat interested	21%	22%	19%	30%	23%	17%	18%
Not very interested	22%	23%	22%	23%	20%	24%	22%
Not interested at all	51%	49%	53%	37%	48%	55%	57%
Don't know	1%	1%	2%	3%	2%	1%	0%

Taekwondo

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	3%	2%	3%	6%	2%	1%
Somewhat interested	18%	20%	15%	27%	21%	19%	10%
Not very interested	22%	25%	20%	22%	19%	23%	25%
Not interested at all	54%	50%	57%	40%	50%	54%	62%
Don't know	3%	2%	5%	9%	4%	3%	2%

Tennis

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	12%	9%	14%	11%	14%	9%	12%
Somewhat interested	23%	24%	23%	32%	25%	21%	20%
Not very interested	19%	22%	16%	21%	15%	21%	19%
Not interested at all	45%	45%	46%	32%	44%	48%	49%
Don't know	1%	1%	2%	4%	3%	1%	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Trampoline

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	2%	7%	6%	7%	4%	3%
Somewhat interested	20%	14%	25%	25%	23%	20%	15%
Not very interested	22%	25%	19%	24%	21%	23%	22%
Not interested at all	52%	57%	47%	40%	46%	52%	60%
Don't know	2%	1%	3%	5%	4%	1%	0%

Triathlon

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	7%	7%	7%	1%	8%	6%	10%
Somewhat interested	28%	28%	29%	27%	26%	33%	27%
Not very interested	20%	21%	19%	31%	19%	19%	18%
Not interested at all	42%	41%	43%	34%	44%	41%	44%
Don't know	2%	2%	2%	8%	3%	2%	-

Volleyball

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	3%	3%	2%	5%	5%	1%	1%
Somewhat interested	17%	19%	15%	28%	21%	14%	11%
Not very interested	25%	26%	24%	22%	25%	26%	26%
Not interested at all	54%	51%	57%	41%	47%	58%	62%
Don't know	1%	1%	2%	4%	2%	1%	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Gender		Age			
	Male	Female	16-24	25-39	40-59	60+

Water polo

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	2%	3%	1%	2%	4%	1%	1%
Somewhat interested	11%	10%	11%	21%	11%	9%	7%
Not very interested	26%	29%	22%	29%	25%	26%	24%
Not interested at all	60%	57%	63%	43%	55%	62%	69%
Don't know	2%	1%	3%	4%	4%	2%	-

Weightlifting

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	4%	5%	3%	7%	8%	3%	1%
Somewhat interested	19%	22%	16%	25%	20%	19%	15%
Not very interested	22%	25%	19%	22%	24%	21%	22%
Not interested at all	53%	47%	58%	41%	45%	56%	62%
Don't know	2%	1%	3%	4%	3%	1%	1%

Wrestling

Unweighted base	1331	635	696	182	347	390	412
Base	1331	647	684	172	352	400	408
Very interested	2%	4%	1%	5%	5%	1%	1%
Somewhat interested	11%	14%	8%	18%	15%	10%	7%
Not very interested	19%	22%	17%	26%	21%	18%	16%
Not interested at all	65%	60%	71%	48%	57%	69%	76%
Don't know	2%	1%	3%	4%	3%	2%	-

Cell Contents (Column Percentages)

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Here is a list of sports which are included in the 2024 Summer Olympic Games. How interested, if at all, are you in each of these sports?

Archery

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	5%	5%	8%	4%	6%	1%	3%	3%
Somewhat interested	23%	33%	27%	29%	21%	22%	22%	22%	18%
Not very interested	23%	30%	23%	23%	18%	28%	20%	22%	23%
Not interested at all	48%	28%	42%	38%	53%	44%	55%	53%	56%
Don't know	2%	4%	3%	2%	5%	-	2%	-	0%

Artistic Gymnastics

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	12%	4%	22%	7%	24%	2%	23%	3%	15%
Somewhat interested	24%	15%	36%	20%	28%	17%	30%	11%	31%
Not very interested	16%	23%	9%	23%	10%	23%	10%	15%	12%
Not interested at all	47%	52%	29%	47%	35%	57%	35%	71%	42%
Don't know	2%	5%	3%	2%	4%	0%	2%	-	-

Artistic Swimming

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	7%	5%	16%	5%	11%	2%	11%	1%	7%
Somewhat interested	18%	12%	31%	12%	25%	7%	27%	4%	27%
Not very interested	21%	27%	17%	24%	21%	26%	14%	18%	22%
Not interested at all	52%	51%	33%	56%	37%	65%	45%	76%	43%
Don't know	2%	5%	3%	2%	6%	-	3%	1%	1%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Athletics (Track and field)

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	25%	12%	17%	31%	17%	28%	26%	21%	35%
Somewhat interested	27%	33%	40%	21%	29%	30%	26%	29%	18%
Not very interested	13%	22%	14%	14%	11%	11%	12%	12%	10%
Not interested at all	34%	30%	26%	33%	38%	31%	35%	37%	37%
Don't know	1%	3%	2%	1%	5%	-	1%	-	-

Badminton

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	9%	13%	8%	5%	3%	2%	2%	2%
Somewhat interested	19%	31%	25%	24%	19%	17%	13%	15%	21%
Not very interested	24%	22%	21%	28%	17%	27%	27%	20%	24%
Not interested at all	51%	33%	40%	40%	57%	52%	57%	63%	51%
Don't know	1%	5%	1%	0%	2%	1%	1%	-	1%

Basketball

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	15%	5%	10%	5%	4%	1%	1%	1%
Somewhat interested	16%	14%	29%	23%	20%	14%	12%	8%	15%
Not very interested	25%	31%	24%	23%	23%	28%	20%	25%	27%
Not interested at all	54%	35%	40%	43%	47%	54%	65%	66%	57%
Don't know	2%	5%	2%	1%	5%	-	2%	-	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Basketball 3x3

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	6%	5%	4%	4%	3%	1%	-	1%
Somewhat interested	11%	16%	17%	20%	12%	12%	6%	3%	7%
Not very interested	23%	32%	26%	19%	22%	28%	16%	23%	23%
Not interested at all	61%	39%	45%	55%	58%	56%	72%	74%	66%
Don't know	3%	6%	7%	1%	4%	1%	4%	0%	2%

Beach Volleyball

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	5%	3%	8%	6%	4%	2%	4%	2%
Somewhat interested	20%	21%	34%	29%	17%	29%	13%	17%	13%
Not very interested	22%	34%	22%	22%	23%	21%	21%	23%	20%
Not interested at all	52%	34%	37%	39%	50%	46%	64%	56%	66%
Don't know	2%	5%	5%	2%	5%	-	1%	-	-

Boxing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	7%	13%	2%	14%	6%	9%	4%	9%	3%
Somewhat interested	21%	29%	21%	35%	18%	26%	14%	16%	14%
Not very interested	18%	21%	25%	18%	17%	25%	14%	17%	12%
Not interested at all	53%	34%	49%	32%	55%	40%	67%	58%	71%
Don't know	1%	3%	3%	0%	3%	-	1%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Breaking

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	2%	4%	5%	7%	3%	3%	-	1%
Somewhat interested	9%	16%	10%	12%	12%	9%	9%	2%	8%
Not very interested	12%	19%	15%	17%	12%	13%	9%	8%	11%
Not interested at all	59%	49%	50%	54%	52%	61%	55%	80%	60%
Don't know	17%	14%	20%	11%	18%	15%	24%	10%	20%

Canoe slalom

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	3%	2%	4%	8%	3%	4%	4%	5%
Somewhat interested	23%	13%	15%	30%	15%	31%	23%	21%	22%
Not very interested	19%	33%	16%	19%	15%	20%	17%	23%	17%
Not interested at all	50%	42%	55%	45%	55%	47%	50%	51%	56%
Don't know	3%	10%	11%	3%	7%	-	5%	0%	-

Canoe sprint

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	2%	1%	3%	4%	3%	3%	1%	3%
Somewhat interested	20%	11%	19%	23%	20%	24%	21%	20%	18%
Not very interested	23%	30%	25%	26%	18%	24%	20%	21%	23%
Not interested at all	52%	50%	48%	46%	54%	49%	54%	57%	56%
Don't know	2%	7%	7%	2%	4%	-	2%	-	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Cycling BMX Freestyle

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	4%	5%	9%	3%	5%	4%	2%	3%
Somewhat interested	20%	21%	23%	24%	19%	31%	18%	13%	15%
Not very interested	20%	28%	24%	21%	19%	18%	16%	20%	22%
Not interested at all	53%	40%	45%	43%	54%	46%	59%	65%	60%
Don't know	2%	7%	4%	2%	5%	-	3%	-	0%

Cycling BMX Racing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	8%	4%	9%	4%	4%	3%	2%	3%
Somewhat interested	20%	21%	17%	28%	15%	33%	15%	13%	16%
Not very interested	21%	23%	24%	19%	22%	20%	19%	24%	19%
Not interested at all	53%	43%	49%	43%	51%	43%	62%	61%	62%
Don't know	2%	6%	6%	2%	7%	1%	1%	1%	0%

Cycling Mountain Bike

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	5%	3%	3%	8%	6%	7%	5%	5%	2%
Somewhat interested	21%	24%	21%	26%	13%	27%	17%	24%	17%
Not very interested	22%	23%	24%	22%	25%	19%	19%	17%	26%
Not interested at all	50%	43%	47%	42%	49%	46%	56%	55%	55%
Don't know	2%	6%	5%	2%	7%	-	2%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Cycling Road

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	6%	4%	2%	9%	4%	7%	4%	13%	6%
Somewhat interested	23%	21%	23%	17%	21%	30%	21%	26%	21%
Not very interested	21%	26%	26%	28%	22%	16%	16%	17%	21%
Not interested at all	48%	42%	46%	44%	50%	46%	58%	44%	52%
Don't know	2%	6%	3%	2%	4%	1%	2%	-	-

Cycling Track

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	10%	8%	3%	16%	6%	13%	7%	13%	11%
Somewhat interested	27%	25%	25%	21%	18%	32%	28%	34%	27%
Not very interested	17%	25%	26%	21%	20%	12%	12%	14%	14%
Not interested at all	44%	38%	44%	40%	49%	42%	50%	39%	48%
Don't know	2%	4%	3%	2%	6%	1%	2%	-	-

Diving

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	14%	10%	19%	11%	17%	8%	20%	5%	23%
Somewhat interested	31%	23%	39%	29%	34%	37%	31%	25%	33%
Not very interested	15%	25%	13%	21%	12%	16%	13%	19%	8%
Not interested at all	38%	36%	27%	37%	33%	38%	35%	52%	36%
Don't know	1%	5%	2%	1%	4%	1%	1%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Equestrian

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	1%	10%	4%	4%	1%	4%	1%	7%
Somewhat interested	18%	13%	16%	12%	18%	9%	22%	18%	30%
Not very interested	21%	17%	26%	20%	21%	25%	23%	18%	21%
Not interested at all	54%	58%	43%	62%	50%	63%	48%	63%	42%
Don't know	3%	11%	5%	2%	6%	2%	2%	-	-

Fencing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	2%	3%	6%	5%	4%	1%	1%	1%	0%
Somewhat interested	15%	18%	23%	18%	16%	18%	11%	12%	8%
Not very interested	23%	30%	26%	25%	19%	24%	18%	24%	26%
Not interested at all	58%	44%	43%	50%	57%	57%	69%	62%	66%
Don't know	2%	6%	3%	2%	3%	-	1%	-	0%

Football

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	13%	34%	11%	24%	9%	14%	9%	12%	6%
Somewhat interested	25%	24%	28%	26%	28%	34%	19%	28%	14%
Not very interested	17%	14%	15%	17%	13%	17%	21%	13%	22%
Not interested at all	43%	25%	44%	33%	46%	35%	49%	46%	57%
Don't know	2%	3%	3%	0%	4%	-	4%	1%	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Golf

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	4%	3%	10%	1%	4%	2%	6%	2%
Somewhat interested	13%	23%	12%	16%	10%	17%	7%	17%	7%
Not very interested	17%	19%	20%	19%	14%	19%	13%	13%	19%
Not interested at all	65%	49%	60%	55%	72%	60%	76%	64%	72%
Don't know	2%	5%	4%	0%	4%	0%	1%	0%	0%

Handball

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	2%	2%	3%	6%	4%	2%	1%	0%	1%
Somewhat interested	11%	26%	14%	14%	9%	11%	10%	5%	8%
Not very interested	24%	30%	26%	27%	19%	31%	17%	22%	25%
Not interested at all	61%	36%	54%	51%	62%	55%	69%	73%	65%
Don't know	2%	5%	3%	2%	6%	1%	3%	-	1%

Hockey

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	4%	3%	10%	4%	3%	0%	3%	2%
Somewhat interested	18%	24%	22%	23%	18%	26%	10%	17%	14%
Not very interested	22%	26%	19%	23%	18%	22%	19%	24%	24%
Not interested at all	55%	41%	53%	43%	54%	50%	69%	55%	60%
Don't know	2%	5%	3%	1%	6%	-	1%	0%	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Judo

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	6%	2%	7%	4%	3%	0%	3%	2%
Somewhat interested	17%	20%	18%	30%	14%	23%	12%	12%	14%
Not very interested	22%	27%	29%	19%	21%	24%	21%	23%	21%
Not interested at all	55%	42%	48%	43%	56%	50%	64%	62%	62%
Don't know	2%	4%	4%	1%	5%	1%	2%	0%	0%

Marathon swimming

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	5%	3%	5%	6%	9%	3%	3%	2%	5%
Somewhat interested	17%	17%	23%	18%	20%	13%	17%	9%	21%
Not very interested	23%	33%	28%	25%	20%	26%	19%	25%	19%
Not interested at all	53%	40%	41%	49%	45%	58%	59%	64%	53%
Don't know	3%	8%	3%	2%	7%	0%	2%	-	2%

Modern Pentathlon

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	5%	3%	3%	4%	5%	5%	6%	4%	7%
Somewhat interested	22%	16%	13%	23%	17%	21%	19%	24%	30%
Not very interested	21%	26%	23%	23%	19%	21%	24%	22%	14%
Not interested at all	48%	42%	48%	44%	51%	51%	48%	49%	48%
Don't know	4%	14%	13%	6%	7%	0%	4%	0%	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Rhythmic Gymnastics

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	10%	4%	21%	8%	19%	2%	18%	2%	12%
Somewhat interested	22%	16%	28%	17%	27%	15%	32%	10%	31%
Not very interested	17%	22%	15%	23%	12%	21%	13%	14%	15%
Not interested at all	49%	50%	33%	51%	37%	61%	37%	73%	41%
Don't know	2%	7%	3%	2%	5%	1%	0%	1%	1%

Rowing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	6%	3%	3%	10%	7%	4%	5%	8%	9%
Somewhat interested	28%	24%	27%	31%	22%	31%	28%	29%	30%
Not very interested	18%	31%	24%	16%	17%	21%	15%	17%	11%
Not interested at all	46%	38%	43%	41%	49%	44%	50%	45%	50%
Don't know	2%	4%	3%	2%	5%	0%	1%	0%	0%

Rugby Sevens

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	7%	7%	3%	11%	7%	10%	2%	12%	3%
Somewhat interested	17%	17%	17%	22%	12%	22%	8%	24%	12%
Not very interested	18%	23%	21%	21%	16%	20%	15%	13%	17%
Not interested at all	56%	44%	53%	45%	59%	47%	72%	50%	68%
Don't know	2%	8%	5%	1%	5%	0%	2%	-	1%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Sailing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	2%	-	1%	5%	2%	1%	0%	3%	3%
Somewhat interested	18%	17%	16%	21%	20%	21%	15%	16%	17%
Not very interested	26%	41%	35%	24%	21%	23%	25%	28%	23%
Not interested at all	53%	38%	45%	49%	52%	54%	58%	53%	57%
Don't know	2%	4%	3%	1%	5%	0%	1%	-	-

Shooting

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	8%	7%	10%	2%	5%	1%	2%	1%
Somewhat interested	17%	21%	17%	22%	14%	26%	11%	18%	11%
Not very interested	22%	25%	20%	21%	17%	24%	18%	29%	19%
Not interested at all	56%	41%	54%	46%	61%	46%	66%	50%	69%
Don't know	2%	5%	2%	2%	5%	-	3%	-	1%

Skateboarding

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	6%	7%	5%	11%	9%	5%	5%	1%	3%
Somewhat interested	19%	22%	31%	21%	17%	25%	15%	7%	19%
Not very interested	20%	26%	18%	22%	15%	24%	22%	20%	16%
Not interested at all	54%	42%	40%	45%	52%	46%	56%	73%	60%
Don't know	2%	4%	5%	1%	6%	0%	2%	-	1%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Sport climbing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	8%	9%	8%	6%	2%	2%	2%	2%
Somewhat interested	18%	23%	23%	26%	19%	21%	19%	8%	12%
Not very interested	23%	30%	21%	25%	20%	26%	20%	25%	22%
Not interested at all	53%	35%	44%	40%	49%	51%	57%	64%	62%
Don't know	2%	4%	3%	1%	6%	1%	3%	1%	1%

Surfing

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	4%	6%	7%	5%	1%	4%	1%	2%
Somewhat interested	20%	23%	28%	22%	24%	20%	21%	7%	23%
Not very interested	24%	32%	30%	27%	21%	28%	21%	21%	20%
Not interested at all	50%	35%	34%	42%	44%	50%	52%	70%	55%
Don't know	2%	5%	2%	2%	6%	1%	2%	1%	1%

Swimming

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	16%	12%	14%	17%	18%	12%	21%	11%	22%
Somewhat interested	32%	28%	48%	31%	35%	35%	28%	26%	32%
Not very interested	16%	26%	18%	17%	12%	17%	13%	19%	13%
Not interested at all	35%	31%	19%	34%	32%	36%	37%	44%	33%
Don't know	1%	4%	2%	1%	3%	1%	0%	-	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Table tennis

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	7%	8%	8%	5%	4%	3%	2%	2%
Somewhat interested	21%	37%	22%	26%	20%	20%	14%	14%	22%
Not very interested	22%	24%	21%	24%	17%	24%	24%	21%	24%
Not interested at all	51%	29%	46%	42%	53%	50%	59%	63%	51%
Don't know	1%	3%	3%	0%	4%	1%	0%	-	1%

Taekwondo

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	2%	4%	8%	5%	3%	1%	1%	1%
Somewhat interested	18%	31%	23%	25%	17%	22%	15%	9%	11%
Not very interested	22%	26%	17%	19%	18%	26%	20%	27%	23%
Not interested at all	54%	34%	45%	46%	55%	48%	60%	62%	63%
Don't know	3%	7%	11%	2%	6%	1%	4%	1%	2%

Tennis

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	12%	8%	14%	16%	12%	7%	11%	4%	19%
Somewhat interested	23%	32%	32%	25%	24%	22%	19%	19%	21%
Not very interested	19%	22%	20%	17%	12%	22%	20%	25%	14%
Not interested at all	45%	33%	31%	40%	48%	47%	49%	52%	46%
Don't know	1%	4%	3%	1%	4%	1%	1%	-	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Trampoline

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	1%	11%	4%	9%	1%	6%	1%	4%
Somewhat interested	20%	20%	30%	21%	24%	14%	26%	7%	21%
Not very interested	22%	26%	21%	24%	17%	25%	21%	26%	19%
Not interested at all	52%	47%	34%	49%	43%	59%	46%	65%	55%
Don't know	2%	5%	5%	2%	6%	1%	1%	-	0%

Triathlon

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	7%	1%	2%	11%	5%	6%	6%	9%	12%
Somewhat interested	28%	30%	24%	25%	28%	33%	32%	26%	28%
Not very interested	20%	27%	34%	20%	18%	21%	17%	21%	16%
Not interested at all	42%	32%	35%	43%	46%	41%	42%	45%	44%
Don't know	2%	10%	5%	1%	4%	0%	3%	-	-

Volleyball

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	3%	5%	5%	7%	3%	1%	1%	1%	2%
Somewhat interested	17%	22%	34%	22%	20%	21%	7%	12%	10%
Not very interested	25%	29%	16%	28%	22%	27%	26%	23%	28%
Not interested at all	54%	39%	43%	41%	52%	52%	64%	64%	60%
Don't know	1%	5%	3%	1%	3%	-	2%	-	0%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Age + Gender							
	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female

Water polo

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	2%	5%	-	7%	2%	1%	1%	1%	1%
Somewhat interested	11%	21%	21%	10%	12%	9%	9%	7%	7%
Not very interested	26%	30%	28%	29%	22%	32%	21%	26%	22%
Not interested at all	60%	40%	46%	52%	58%	59%	66%	66%	71%
Don't know	2%	5%	4%	2%	6%	-	3%	-	-

Weightlifting

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	4%	11%	4%	11%	6%	2%	3%	1%	1%
Somewhat interested	19%	34%	16%	22%	19%	25%	14%	13%	16%
Not very interested	22%	17%	27%	27%	20%	27%	15%	24%	20%
Not interested at all	53%	35%	48%	39%	50%	45%	67%	62%	62%
Don't know	2%	4%	5%	1%	4%	0%	2%	-	1%

Wrestling

Unweighted base	1331	88	94	159	188	190	200	198	214
Base	1331	88	84	170	181	197	203	192	216
Very interested	2%	6%	3%	6%	3%	2%	-	2%	1%
Somewhat interested	11%	21%	14%	19%	11%	14%	6%	7%	7%
Not very interested	19%	26%	26%	26%	16%	23%	14%	16%	17%
Not interested at all	65%	44%	52%	48%	65%	61%	78%	75%	76%
Don't know	2%	3%	5%	0%	4%	1%	3%	-	-

Cell Contents (C)

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Here is a list of sports which are included in the 2024 Summer Olympic Games. How interested, if at all, are you in each of these sports?

Archery

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	3%	5%	4%	2%	5%	3%
Somewhat interested	23%	25%	21%	24%	25%	15%	17%
Not very interested	23%	23%	23%	23%	23%	21%	37%
Not interested at all	48%	48%	48%	48%	44%	58%	41%
Don't know	2%	1%	3%	2%	6%	2%	2%

Artistic Gymnastics

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	12%	14%	11%	13%	10%	9%	9%
Somewhat interested	24%	25%	22%	24%	22%	19%	18%
Not very interested	16%	15%	16%	15%	20%	16%	24%
Not interested at all	47%	46%	48%	46%	41%	56%	48%
Don't know	2%	1%	2%	2%	6%	-	2%

Artistic Swimming

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	7%	6%	8%	7%	5%	6%	1%
Somewhat interested	18%	19%	16%	18%	14%	15%	16%
Not very interested	21%	21%	21%	21%	29%	16%	19%
Not interested at all	52%	52%	53%	51%	46%	63%	61%
Don't know	2%	2%	3%	2%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Athletics (Track and field)

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	25%	30%	20%	25%	29%	20%	27%
Somewhat interested	27%	27%	27%	27%	23%	30%	31%
Not very interested	13%	11%	14%	13%	9%	9%	7%
Not interested at all	34%	31%	37%	33%	33%	41%	36%
Don't know	1%	1%	2%	1%	6%	-	-

Badminton

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	4%	4%	5%	6%	-
Somewhat interested	19%	20%	18%	20%	12%	14%	15%
Not very interested	24%	25%	22%	23%	29%	22%	32%
Not interested at all	51%	49%	54%	51%	48%	57%	53%
Don't know	1%	1%	2%	1%	6%	-	-

Basketball

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	3%	4%	4%	5%	6%
Somewhat interested	16%	17%	15%	17%	15%	10%	6%
Not very interested	25%	24%	25%	25%	23%	25%	30%
Not interested at all	54%	53%	54%	53%	52%	60%	56%
Don't know	2%	1%	3%	1%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Basketball 3x3

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	2%	2%	3%	4%	1%
Somewhat interested	11%	11%	10%	11%	11%	9%	5%
Not very interested	23%	23%	23%	22%	28%	27%	22%
Not interested at all	61%	61%	62%	62%	54%	59%	69%
Don't know	3%	3%	3%	3%	5%	1%	3%

Beach Volleyball

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	3%	4%	4%	3%	2%
Somewhat interested	20%	20%	21%	20%	24%	19%	26%
Not very interested	22%	24%	20%	23%	20%	20%	23%
Not interested at all	52%	51%	53%	51%	46%	58%	49%
Don't know	2%	1%	3%	2%	6%	-	-

Boxing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	7%	6%	8%	8%	4%	6%	-
Somewhat interested	21%	20%	21%	20%	31%	17%	28%
Not very interested	18%	17%	19%	19%	11%	14%	22%
Not interested at all	53%	57%	49%	52%	48%	63%	50%
Don't know	1%	0%	2%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Breaking

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	3%	3%	2%	3%	-
Somewhat interested	9%	9%	9%	10%	6%	3%	3%
Not very interested	12%	12%	13%	13%	8%	13%	6%
Not interested at all	59%	59%	59%	58%	64%	67%	62%
Don't know	17%	17%	16%	16%	20%	14%	29%

Canoe slalom

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	4%	4%	5%	5%	3%
Somewhat interested	23%	25%	20%	23%	26%	16%	22%
Not very interested	19%	19%	20%	19%	16%	21%	20%
Not interested at all	50%	49%	52%	50%	48%	57%	50%
Don't know	3%	3%	4%	4%	6%	1%	5%

Canoe sprint

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	3%	3%	1%	3%	2%
Somewhat interested	20%	23%	17%	20%	23%	17%	24%
Not very interested	23%	22%	24%	23%	24%	21%	16%
Not interested at all	52%	51%	53%	52%	46%	59%	56%
Don't know	2%	2%	3%	2%	6%	1%	3%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Cycling BMX Freestyle

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	4%	4%	1%	4%	7%
Somewhat interested	20%	21%	19%	21%	12%	22%	15%
Not very interested	20%	19%	22%	20%	37%	15%	17%
Not interested at all	53%	54%	52%	53%	44%	58%	60%
Don't know	2%	1%	3%	2%	6%	-	2%

Cycling BMX Racing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	4%	4%	2%	4%	3%
Somewhat interested	20%	22%	17%	20%	17%	21%	16%
Not very interested	21%	19%	22%	20%	25%	19%	21%
Not interested at all	53%	52%	54%	53%	50%	55%	58%
Don't know	2%	2%	3%	2%	6%	1%	2%

Cycling Mountain Bike

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	5%	5%	4%	5%	3%	6%	3%
Somewhat interested	21%	21%	20%	21%	19%	19%	16%
Not very interested	22%	22%	22%	22%	22%	18%	24%
Not interested at all	50%	50%	51%	49%	51%	57%	53%
Don't know	2%	2%	3%	2%	5%	-	4%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Cycling Road

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	6%	7%	6%	7%	3%	7%	2%
Somewhat interested	23%	26%	20%	23%	27%	14%	18%
Not very interested	21%	20%	22%	20%	21%	21%	29%
Not interested at all	48%	47%	50%	48%	44%	57%	50%
Don't know	2%	1%	3%	2%	6%	-	2%

Cycling Track

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	10%	13%	8%	10%	16%	9%	9%
Somewhat interested	27%	27%	26%	28%	20%	21%	18%
Not very interested	17%	15%	19%	17%	13%	16%	24%
Not interested at all	44%	44%	45%	43%	45%	52%	44%
Don't know	2%	1%	2%	2%	6%	1%	4%

Diving

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	14%	15%	14%	15%	14%	10%	6%
Somewhat interested	31%	33%	29%	32%	28%	27%	28%
Not very interested	15%	14%	16%	14%	23%	15%	28%
Not interested at all	38%	37%	38%	37%	30%	48%	38%
Don't know	1%	1%	2%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Equestrian

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	4%	4%	7%	3%	3%
Somewhat interested	18%	22%	14%	19%	20%	13%	10%
Not very interested	21%	22%	21%	21%	22%	23%	39%
Not interested at all	54%	52%	57%	54%	45%	61%	46%
Don't know	3%	2%	4%	3%	6%	1%	1%

Fencing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	2%	3%	2%	3%	-	2%	-
Somewhat interested	15%	14%	15%	15%	14%	10%	6%
Not very interested	23%	25%	22%	23%	24%	21%	29%
Not interested at all	58%	57%	60%	57%	56%	68%	63%
Don't know	2%	1%	2%	1%	6%	1%	2%

Football

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	13%	12%	14%	13%	18%	14%	4%
Somewhat interested	25%	23%	26%	25%	22%	22%	37%
Not very interested	17%	20%	14%	17%	12%	19%	8%
Not interested at all	43%	44%	43%	43%	43%	46%	51%
Don't know	2%	1%	3%	2%	5%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Golf

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	3%	4%	3%	1%	1%
Somewhat interested	13%	15%	11%	13%	10%	12%	30%
Not very interested	17%	16%	17%	16%	25%	19%	11%
Not interested at all	65%	64%	66%	66%	56%	68%	57%
Don't know	2%	1%	2%	1%	6%	1%	-

Handball

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	2%	3%	2%	3%	-	2%	-
Somewhat interested	11%	10%	12%	11%	11%	11%	9%
Not very interested	24%	26%	22%	25%	25%	19%	23%
Not interested at all	61%	60%	61%	60%	58%	67%	65%
Don't know	2%	2%	3%	2%	6%	-	3%

Hockey

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	3%	3%	6%	2%	1%
Somewhat interested	18%	20%	17%	19%	17%	14%	23%
Not very interested	22%	21%	22%	22%	22%	22%	25%
Not interested at all	55%	54%	55%	54%	49%	63%	48%
Don't know	2%	1%	2%	2%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Judo

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	3%	3%	3%	2%	-
Somewhat interested	17%	18%	17%	17%	20%	13%	27%
Not very interested	22%	21%	24%	22%	24%	24%	21%
Not interested at all	55%	57%	53%	55%	48%	61%	51%
Don't know	2%	1%	3%	2%	6%	-	-

Marathon swimming

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	5%	5%	5%	5%	2%	4%	1%
Somewhat interested	17%	16%	18%	17%	20%	14%	11%
Not very interested	23%	24%	22%	23%	22%	22%	26%
Not interested at all	53%	54%	52%	53%	48%	59%	60%
Don't know	3%	2%	3%	2%	7%	1%	2%

Modern Pentathlon

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	5%	6%	5%	5%	4%	4%	3%
Somewhat interested	22%	24%	19%	22%	18%	17%	22%
Not very interested	21%	19%	23%	20%	25%	23%	20%
Not interested at all	48%	49%	48%	48%	47%	53%	50%
Don't know	4%	2%	6%	4%	6%	3%	5%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Rhythmic Gymnastics

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	10%	11%	9%	11%	14%	9%	9%
Somewhat interested	22%	22%	22%	23%	21%	17%	20%
Not very interested	17%	16%	17%	17%	25%	13%	14%
Not interested at all	49%	49%	49%	48%	35%	60%	54%
Don't know	2%	1%	3%	2%	6%	1%	3%

Rowing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	6%	7%	5%	6%	9%	7%	3%
Somewhat interested	28%	31%	25%	29%	29%	20%	35%
Not very interested	18%	16%	19%	18%	14%	17%	12%
Not interested at all	46%	45%	48%	45%	42%	54%	49%
Don't know	2%	1%	3%	2%	6%	2%	2%

Rugby Sevens

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	7%	8%	6%	6%	17%	9%	6%
Somewhat interested	17%	17%	17%	16%	16%	22%	24%
Not very interested	18%	18%	18%	18%	17%	15%	17%
Not interested at all	56%	56%	56%	58%	44%	54%	52%
Don't know	2%	1%	3%	2%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Sailing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	2%	3%	2%	2%	2%	2%	-
Somewhat interested	18%	21%	15%	19%	16%	12%	10%
Not very interested	26%	25%	27%	26%	27%	22%	37%
Not interested at all	53%	51%	54%	52%	49%	63%	51%
Don't know	2%	1%	2%	1%	6%	1%	3%

Shooting

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	4%	4%	1%	3%	3%
Somewhat interested	17%	18%	16%	17%	21%	12%	20%
Not very interested	22%	21%	23%	22%	23%	19%	23%
Not interested at all	56%	57%	54%	55%	49%	65%	52%
Don't know	2%	1%	3%	2%	6%	-	2%

Skateboarding

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	6%	6%	6%	6%	2%	5%	5%
Somewhat interested	19%	19%	19%	19%	20%	17%	12%
Not very interested	20%	21%	19%	21%	20%	14%	11%
Not interested at all	54%	54%	54%	52%	53%	63%	70%
Don't know	2%	1%	3%	2%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Sport climbing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	4%	4%	2%	4%	3%
Somewhat interested	18%	21%	15%	18%	16%	16%	17%
Not very interested	23%	23%	23%	23%	23%	23%	21%
Not interested at all	53%	50%	55%	52%	50%	56%	58%
Don't know	2%	2%	2%	2%	8%	1%	-

Surfing

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	3%	4%	5%	3%	2%
Somewhat interested	20%	20%	21%	21%	23%	14%	6%
Not very interested	24%	26%	22%	24%	24%	22%	34%
Not interested at all	50%	50%	51%	49%	43%	61%	56%
Don't know	2%	1%	3%	2%	6%	-	2%

Swimming

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	16%	17%	16%	17%	13%	11%	11%
Somewhat interested	32%	34%	30%	32%	38%	31%	31%
Not very interested	16%	15%	17%	16%	18%	13%	10%
Not interested at all	35%	33%	36%	34%	26%	45%	48%
Don't know	1%	1%	2%	1%	5%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Table tennis

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	4%	5%	5%	2%	5%	-
Somewhat interested	21%	21%	20%	22%	11%	19%	14%
Not very interested	22%	23%	21%	22%	33%	16%	23%
Not interested at all	51%	51%	51%	50%	49%	60%	63%
Don't know	1%	1%	2%	1%	6%	-	-

Taekwondo

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	4%	2%	3%	2%	2%	-
Somewhat interested	18%	17%	18%	17%	23%	15%	19%
Not very interested	22%	23%	22%	23%	19%	21%	27%
Not interested at all	54%	55%	53%	53%	51%	62%	51%
Don't know	3%	2%	5%	4%	6%	-	3%

Tennis

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	12%	13%	10%	12%	11%	8%	7%
Somewhat interested	23%	24%	22%	22%	17%	34%	19%
Not very interested	19%	19%	18%	19%	17%	12%	26%
Not interested at all	45%	43%	48%	45%	49%	45%	49%
Don't know	1%	1%	2%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Trampoline

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	4%	5%	4%	4%	1%
Somewhat interested	20%	21%	19%	21%	15%	13%	18%
Not very interested	22%	23%	21%	22%	28%	21%	21%
Not interested at all	52%	50%	53%	51%	47%	61%	58%
Don't know	2%	1%	3%	2%	6%	1%	2%

Triathlon

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	7%	8%	6%	7%	7%	9%	1%
Somewhat interested	28%	31%	25%	30%	27%	20%	22%
Not very interested	20%	18%	22%	20%	24%	21%	28%
Not interested at all	42%	41%	44%	42%	34%	51%	47%
Don't know	2%	2%	3%	2%	9%	-	2%

Volleyball

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	3%	3%	3%	3%	-	2%	-
Somewhat interested	17%	16%	18%	17%	22%	10%	16%
Not very interested	25%	27%	24%	26%	20%	25%	27%
Not interested at all	54%	54%	54%	53%	52%	63%	57%
Don't know	1%	1%	2%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Social Grade		Part of the UK			
	ABC1	C2DE	England	Wales	Scotland	Northern Ireland

Water polo

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	2%	2%	2%	2%	1%	2%	-
Somewhat interested	11%	11%	10%	11%	9%	7%	6%
Not very interested	26%	26%	25%	25%	28%	26%	26%
Not interested at all	60%	59%	60%	60%	57%	63%	66%
Don't know	2%	1%	3%	2%	6%	1%	2%

Weightlifting

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	4%	5%	4%	4%	6%	4%	5%
Somewhat interested	19%	18%	20%	19%	27%	12%	19%
Not very interested	22%	20%	24%	22%	17%	20%	25%
Not interested at all	53%	56%	50%	53%	44%	62%	51%
Don't know	2%	1%	3%	2%	6%	1%	-

Wrestling

Unweighted base	1331	709	622	1078	76	122	55
Base	1331	691	640	1114	71	109	37
Very interested	2%	2%	2%	3%	4%	1%	1%
Somewhat interested	11%	10%	13%	11%	10%	11%	12%
Not very interested	19%	18%	21%	20%	19%	16%	9%
Not interested at all	65%	68%	62%	65%	61%	71%	77%
Don't know	2%	1%	2%	1%	6%	2%	-

Cell Contents (C)

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Here is a list of sports which are included in the 2024 Summer Olympic Games. How interested, if at all, are you in each of these sports?

Archery

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	3%	4%	2%	6%	5%	2%	5%	3%
Somewhat interested	23%	22%	24%	31%	29%	21%	25%	15%	17%
Not very interested	23%	22%	18%	18%	27%	26%	23%	21%	37%
Not interested at all	48%	52%	52%	49%	33%	48%	44%	58%	41%
Don't know	2%	1%	1%	-	6%	1%	6%	2%	2%

Artistic Gymnastics

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	12%	12%	14%	15%	15%	12%	10%	9%	9%
Somewhat interested	24%	25%	16%	16%	35%	26%	22%	19%	18%
Not very interested	16%	13%	14%	15%	13%	18%	20%	16%	24%
Not interested at all	47%	49%	54%	53%	33%	43%	41%	56%	48%
Don't know	2%	1%	2%	1%	4%	1%	6%	-	2%

Artistic Swimming

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	7%	6%	7%	5%	14%	6%	5%	6%	1%
Somewhat interested	18%	21%	13%	19%	16%	20%	14%	15%	16%
Not very interested	21%	19%	20%	19%	30%	20%	29%	16%	19%
Not interested at all	52%	52%	58%	57%	37%	51%	46%	63%	61%
Don't know	2%	2%	3%	-	3%	3%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Athletics (Track and field)

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	25%	24%	24%	25%	27%	26%	29%	20%	27%
Somewhat interested	27%	29%	21%	28%	27%	28%	23%	30%	31%
Not very interested	13%	13%	13%	12%	20%	11%	9%	9%	7%
Not interested at all	34%	33%	40%	35%	23%	34%	33%	41%	36%
Don't know	1%	1%	1%	-	4%	1%	6%	-	-

Badminton

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	4%	6%	5%	7%	2%	5%	6%	-
Somewhat interested	19%	17%	16%	19%	32%	20%	12%	14%	15%
Not very interested	24%	24%	21%	25%	22%	24%	29%	22%	32%
Not interested at all	51%	54%	56%	51%	37%	52%	48%	57%	53%
Don't know	1%	1%	1%	-	1%	1%	6%	-	-

Basketball

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	3%	4%	2%	8%	4%	4%	5%	6%
Somewhat interested	16%	14%	12%	21%	30%	15%	15%	10%	6%
Not very interested	25%	26%	24%	24%	22%	25%	23%	25%	30%
Not interested at all	54%	56%	58%	53%	36%	55%	52%	60%	56%
Don't know	2%	1%	2%	-	3%	1%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Basketball 3x3

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	2%	2%	2%	6%	1%	3%	4%	1%
Somewhat interested	11%	9%	10%	15%	17%	9%	11%	9%	5%
Not very interested	23%	21%	23%	20%	24%	22%	28%	27%	22%
Not interested at all	61%	65%	63%	61%	46%	65%	54%	59%	69%
Don't know	3%	2%	2%	2%	7%	3%	5%	1%	3%

Beach Volleyball

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	3%	3%	6%	6%	4%	4%	3%	2%
Somewhat interested	20%	20%	16%	20%	29%	19%	24%	19%	26%
Not very interested	22%	22%	22%	20%	24%	23%	20%	20%	23%
Not interested at all	52%	54%	57%	54%	36%	52%	46%	58%	49%
Don't know	2%	1%	2%	-	6%	1%	6%	-	-

Boxing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	7%	8%	3%	4%	15%	8%	4%	6%	-
Somewhat interested	21%	21%	18%	19%	26%	19%	31%	17%	28%
Not very interested	18%	20%	19%	23%	16%	17%	11%	14%	22%
Not interested at all	53%	51%	57%	54%	40%	56%	48%	63%	50%
Don't know	1%	1%	1%	-	2%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Breaking

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	4%	1%	3%	5%	2%	2%	3%	-
Somewhat interested	9%	11%	7%	7%	17%	10%	6%	3%	3%
Not very interested	12%	13%	11%	15%	18%	10%	8%	13%	6%
Not interested at all	59%	58%	65%	63%	42%	59%	64%	67%	62%
Don't know	17%	15%	16%	12%	19%	18%	20%	14%	29%

Canoe slalom

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	4%	3%	5%	5%	5%	5%	5%	3%
Somewhat interested	23%	21%	17%	26%	25%	27%	26%	16%	22%
Not very interested	19%	22%	19%	13%	23%	18%	16%	21%	20%
Not interested at all	50%	52%	58%	55%	38%	47%	48%	57%	50%
Don't know	3%	2%	4%	1%	8%	4%	6%	1%	5%

Canoe sprint

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	3%	2%	4%	3%	3%	1%	3%	2%
Somewhat interested	20%	18%	13%	22%	26%	24%	23%	17%	24%
Not very interested	23%	23%	27%	19%	26%	20%	24%	21%	16%
Not interested at all	52%	55%	56%	54%	37%	52%	46%	59%	56%
Don't know	2%	1%	2%	1%	8%	1%	6%	1%	3%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Cycling BMX Freestyle

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	4%	3%	1%	8%	5%	1%	4%	7%
Somewhat interested	20%	23%	15%	24%	25%	20%	12%	22%	15%
Not very interested	20%	19%	21%	21%	18%	20%	37%	15%	17%
Not interested at all	53%	53%	58%	54%	42%	54%	44%	58%	60%
Don't know	2%	1%	3%	-	7%	1%	6%	-	2%

Cycling BMX Racing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	5%	2%	2%	9%	4%	2%	4%	3%
Somewhat interested	20%	18%	17%	26%	23%	21%	17%	21%	16%
Not very interested	21%	23%	23%	19%	18%	18%	25%	19%	21%
Not interested at all	53%	54%	56%	52%	42%	55%	50%	55%	58%
Don't know	2%	1%	2%	1%	7%	2%	6%	1%	2%

Cycling Mountain Bike

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	5%	6%	3%	4%	8%	4%	3%	6%	3%
Somewhat interested	21%	20%	18%	22%	25%	22%	19%	19%	16%
Not very interested	22%	22%	23%	22%	19%	23%	22%	18%	24%
Not interested at all	50%	51%	53%	52%	40%	49%	51%	57%	53%
Don't know	2%	1%	3%	-	8%	2%	5%	-	4%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Cycling Road

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	6%	7%	7%	4%	9%	6%	3%	7%	2%
Somewhat interested	23%	23%	18%	28%	24%	26%	27%	14%	18%
Not very interested	21%	18%	21%	21%	23%	21%	21%	21%	29%
Not interested at all	48%	50%	53%	47%	38%	47%	44%	57%	50%
Don't know	2%	1%	1%	-	6%	1%	6%	-	2%

Cycling Track

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	10%	11%	11%	12%	11%	8%	16%	9%	9%
Somewhat interested	27%	29%	23%	26%	28%	30%	20%	21%	18%
Not very interested	17%	14%	16%	25%	23%	14%	13%	16%	24%
Not interested at all	44%	45%	48%	38%	33%	46%	45%	52%	44%
Don't know	2%	1%	2%	-	5%	1%	6%	1%	4%

Diving

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	14%	13%	15%	14%	20%	16%	14%	10%	6%
Somewhat interested	31%	35%	26%	30%	30%	34%	28%	27%	28%
Not very interested	15%	16%	15%	14%	16%	11%	23%	15%	28%
Not interested at all	38%	36%	42%	42%	29%	38%	30%	48%	38%
Don't know	1%	1%	1%	-	5%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Equestrian

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	5%	3%	6%	5%	2%	7%	3%	3%
Somewhat interested	18%	19%	19%	12%	20%	20%	20%	13%	10%
Not very interested	21%	18%	22%	22%	20%	23%	22%	23%	39%
Not interested at all	54%	57%	54%	60%	49%	53%	45%	61%	46%
Don't know	3%	2%	3%	1%	6%	3%	6%	1%	1%

Fencing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	2%	2%	2%	4%	5%	1%	-	2%	-
Somewhat interested	15%	12%	13%	13%	22%	17%	14%	10%	6%
Not very interested	23%	25%	19%	27%	27%	22%	24%	21%	29%
Not interested at all	58%	60%	65%	55%	42%	58%	56%	68%	63%
Don't know	2%	1%	2%	-	4%	1%	6%	1%	2%

Football

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	13%	15%	13%	11%	17%	10%	18%	14%	4%
Somewhat interested	25%	25%	21%	30%	32%	21%	22%	22%	37%
Not very interested	17%	16%	22%	12%	12%	20%	12%	19%	8%
Not interested at all	43%	43%	41%	45%	34%	48%	43%	46%	51%
Don't know	2%	1%	3%	2%	4%	1%	5%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Golf

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	4%	3%	5%	5%	5%	3%	1%	1%
Somewhat interested	13%	11%	14%	21%	17%	9%	10%	12%	30%
Not very interested	17%	14%	15%	11%	20%	18%	25%	19%	11%
Not interested at all	65%	70%	67%	63%	53%	67%	56%	68%	57%
Don't know	2%	1%	1%	-	5%	1%	6%	1%	-

Handball

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	2%	2%	2%	4%	4%	2%	-	2%	-
Somewhat interested	11%	10%	9%	9%	17%	10%	11%	11%	9%
Not very interested	24%	26%	22%	23%	29%	24%	25%	19%	23%
Not interested at all	61%	62%	64%	64%	45%	62%	58%	67%	65%
Don't know	2%	1%	3%	-	6%	2%	6%	-	3%

Hockey

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	3%	4%	2%	6%	3%	6%	2%	1%
Somewhat interested	18%	18%	20%	19%	25%	16%	17%	14%	23%
Not very interested	22%	24%	18%	16%	23%	24%	22%	22%	25%
Not interested at all	55%	55%	56%	63%	43%	56%	49%	63%	48%
Don't know	2%	1%	2%	-	4%	2%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Judo

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	3%	2%	2%	4%	4%	3%	2%	-
Somewhat interested	17%	14%	16%	14%	28%	17%	20%	13%	27%
Not very interested	22%	22%	22%	20%	22%	24%	24%	24%	21%
Not interested at all	55%	60%	58%	62%	40%	53%	48%	61%	51%
Don't know	2%	1%	1%	1%	5%	2%	6%	-	-

Marathon swimming

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	5%	5%	2%	5%	9%	5%	2%	4%	1%
Somewhat interested	17%	16%	14%	18%	25%	15%	20%	14%	11%
Not very interested	23%	23%	26%	19%	24%	22%	22%	22%	26%
Not interested at all	53%	53%	55%	57%	36%	56%	48%	59%	60%
Don't know	3%	2%	3%	-	6%	2%	7%	1%	2%

Modern Pentathlon

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	5%	6%	4%	5%	7%	5%	4%	4%	3%
Somewhat interested	22%	20%	21%	21%	21%	26%	18%	17%	22%
Not very interested	21%	23%	20%	17%	22%	19%	25%	23%	20%
Not interested at all	48%	49%	51%	56%	38%	47%	47%	53%	50%
Don't know	4%	3%	4%	1%	12%	2%	6%	3%	5%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Rhythmic Gymnastics

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	10%	9%	11%	10%	17%	9%	14%	9%	9%
Somewhat interested	22%	24%	13%	24%	29%	25%	21%	17%	20%
Not very interested	17%	18%	17%	11%	15%	18%	25%	13%	14%
Not interested at all	49%	48%	57%	55%	35%	47%	35%	60%	54%
Don't know	2%	1%	2%	-	5%	2%	6%	1%	3%

Rowing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	6%	6%	5%	7%	7%	7%	9%	7%	3%
Somewhat interested	28%	23%	27%	31%	34%	31%	29%	20%	35%
Not very interested	18%	21%	14%	18%	17%	19%	14%	17%	12%
Not interested at all	46%	49%	52%	45%	37%	42%	42%	54%	49%
Don't know	2%	1%	2%	-	5%	1%	6%	2%	2%

Rugby Sevens

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	7%	5%	5%	8%	6%	7%	17%	9%	6%
Somewhat interested	17%	15%	12%	19%	24%	15%	16%	22%	24%
Not very interested	18%	21%	18%	16%	21%	15%	17%	15%	17%
Not interested at all	56%	57%	64%	58%	41%	61%	44%	54%	52%
Don't know	2%	2%	2%	-	8%	1%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Sailing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	2%	2%	2%	2%	4%	3%	2%	2%	-
Somewhat interested	18%	16%	16%	23%	26%	19%	16%	12%	10%
Not very interested	26%	28%	23%	21%	28%	26%	27%	22%	37%
Not interested at all	53%	54%	60%	54%	38%	51%	49%	63%	51%
Don't know	2%	1%	1%	-	5%	1%	6%	1%	3%

Shooting

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	3%	2%	7%	8%	4%	1%	3%	3%
Somewhat interested	17%	16%	16%	13%	22%	19%	21%	12%	20%
Not very interested	22%	25%	18%	23%	17%	23%	23%	19%	23%
Not interested at all	56%	56%	61%	56%	48%	53%	49%	65%	52%
Don't know	2%	1%	3%	1%	5%	1%	6%	-	2%

Skateboarding

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	6%	5%	4%	5%	10%	7%	2%	5%	5%
Somewhat interested	19%	22%	14%	21%	19%	18%	20%	17%	12%
Not very interested	20%	18%	23%	20%	28%	20%	20%	14%	11%
Not interested at all	54%	54%	57%	54%	37%	55%	53%	63%	70%
Don't know	2%	1%	3%	1%	7%	1%	6%	-	2%

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Sport climbing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	5%	2%	1%	8%	4%	2%	4%	3%
Somewhat interested	18%	17%	13%	17%	28%	19%	16%	16%	17%
Not very interested	23%	23%	24%	24%	20%	25%	23%	23%	21%
Not interested at all	53%	55%	57%	58%	39%	51%	50%	56%	58%
Don't know	2%	1%	4%	-	5%	1%	8%	1%	-

Surfing

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	4%	2%	5%	7%	2%	5%	3%	2%
Somewhat interested	20%	18%	15%	21%	28%	25%	23%	14%	6%
Not very interested	24%	23%	26%	22%	24%	23%	24%	22%	34%
Not interested at all	50%	54%	54%	52%	34%	49%	43%	61%	56%
Don't know	2%	2%	2%	-	7%	1%	6%	-	2%

Swimming

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	16%	17%	16%	15%	26%	15%	13%	11%	11%
Somewhat interested	32%	30%	31%	34%	29%	34%	38%	31%	31%
Not very interested	16%	18%	15%	15%	20%	14%	18%	13%	10%
Not interested at all	35%	33%	37%	36%	25%	36%	26%	45%	48%
Don't know	1%	2%	1%	-	1%	1%	5%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Table tennis

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	3%	3%	2%	13%	4%	2%	5%	-
Somewhat interested	21%	20%	20%	20%	29%	21%	11%	19%	14%
Not very interested	22%	25%	21%	27%	22%	20%	33%	16%	23%
Not interested at all	51%	52%	54%	51%	34%	52%	49%	60%	63%
Don't know	1%	1%	2%	-	1%	2%	6%	-	-

Taekwondo

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	4%	2%	4%	5%	2%	2%	2%	-
Somewhat interested	18%	15%	17%	13%	28%	16%	23%	15%	19%
Not very interested	22%	25%	21%	17%	22%	24%	19%	21%	27%
Not interested at all	54%	54%	58%	63%	36%	55%	51%	62%	51%
Don't know	3%	2%	3%	3%	9%	4%	6%	-	3%

Tennis

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	12%	6%	10%	18%	21%	13%	11%	8%	7%
Somewhat interested	23%	21%	20%	15%	29%	25%	17%	34%	19%
Not very interested	19%	23%	19%	17%	16%	19%	17%	12%	26%
Not interested at all	45%	49%	50%	51%	30%	43%	49%	45%	49%
Don't know	1%	1%	1%	-	4%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Trampoline

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	6%	6%	3%	5%	3%	4%	4%	1%
Somewhat interested	20%	21%	13%	26%	25%	21%	15%	13%	18%
Not very interested	22%	23%	23%	18%	24%	21%	28%	21%	21%
Not interested at all	52%	49%	57%	53%	38%	53%	47%	61%	58%
Don't know	2%	1%	1%	1%	7%	1%	6%	1%	2%

Triathlon

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	7%	8%	6%	9%	11%	5%	7%	9%	1%
Somewhat interested	28%	31%	23%	27%	28%	35%	27%	20%	22%
Not very interested	20%	18%	21%	19%	20%	20%	24%	21%	28%
Not interested at all	42%	42%	48%	45%	34%	39%	34%	51%	47%
Don't know	2%	1%	2%	-	7%	1%	9%	-	2%

Volleyball

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	3%	4%	1%	3%	7%	1%	-	2%	-
Somewhat interested	17%	13%	15%	20%	26%	17%	22%	10%	16%
Not very interested	25%	26%	23%	24%	26%	28%	20%	25%	27%
Not interested at all	54%	56%	59%	54%	38%	53%	52%	63%	57%
Don't know	1%	1%	2%	-	4%	1%	6%	-	-

Interest in Olympic sports

Fieldwork Dates: 25th July - 1st August 2024



Total	Region UK							
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Water polo

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	2%	2%	1%	3%	6%	1%	1%	2%	-
Somewhat interested	11%	11%	9%	11%	15%	11%	9%	7%	6%
Not very interested	26%	27%	22%	22%	27%	26%	28%	26%	26%
Not interested at all	60%	59%	66%	63%	46%	61%	57%	63%	66%
Don't know	2%	1%	2%	-	5%	2%	6%	1%	2%

Weightlifting

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	4%	5%	3%	3%	8%	3%	6%	4%	5%
Somewhat interested	19%	19%	15%	17%	30%	17%	27%	12%	19%
Not very interested	22%	22%	23%	18%	21%	24%	17%	20%	25%
Not interested at all	53%	52%	57%	59%	38%	55%	44%	62%	51%
Don't know	2%	1%	2%	2%	3%	2%	6%	1%	-

Wrestling

Unweighted base	1331	305	222	105	139	307	76	122	55
Base	1331	306	212	110	156	331	71	109	37
Very interested	2%	3%	1%	2%	8%	1%	4%	1%	1%
Somewhat interested	11%	11%	9%	9%	19%	10%	10%	11%	12%
Not very interested	19%	20%	17%	18%	24%	21%	19%	16%	9%
Not interested at all	65%	65%	71%	71%	46%	67%	61%	71%	77%
Don't know	2%	1%	2%	-	4%	1%	6%	2%	-

Cell Contents (C)