

YouGov Survey Results

Sample Size: 2069 GB Adults
Fieldwork: 23rd - 24th October 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2069	X	X	X	X	630	523	390	1003	1066	246	523	708	592	1179	890
Unweighted Sample	2069	537	574	104	264	641	571	388	1013	1056	175	399	888	607	1365	704
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following sports, please say how interested you are in them.

Football

Very interested	25	28	27	12	27	29	28	18	40	12	21	29	28	21	26	24
Fairly interested	20	17	20	38	19	19	20	20	20	20	30	17	19	19	20	19
TOTAL INTERESTED	45	45	47	50	46	48	48	38	60	32	51	46	47	40	46	43
Not very interested	15	16	15	22	10	13	17	20	12	18	15	17	12	17	16	13
Not at all interested	38	38	36	28	44	38	34	42	27	49	31	34	40	43	37	40
TOTAL NOT INTERESTED	53	54	51	50	54	51	51	62	39	67	46	51	52	60	53	53
Don't know	2	0	1	0	0	0	2	1	2	1	4	3	1	0	1	2

Rugby

Very interested	9	9	10	11	12	11	11	7	13	6	7	8	10	11	10	8
Fairly interested	21	24	21	27	20	23	20	23	26	17	19	23	19	23	24	18
TOTAL INTERESTED	30	33	31	38	32	34	31	30	39	23	26	31	29	34	34	26
Not very interested	23	26	22	24	22	24	22	26	25	21	27	22	22	22	24	21
Not at all interested	45	40	46	37	46	41	45	44	34	55	43	44	48	43	41	50
TOTAL NOT INTERESTED	68	66	68	61	68	65	67	70	59	76	70	66	70	65	65	71
Don't know	2	0	1	0	0	0	1	1	2	1	4	3	1	0	1	2

Cricket

Very interested	9	11	11	6	7	10	10	8	13	4	6	9	8	11	10	7
Fairly interested	16	21	15	24	19	22	16	16	24	10	10	13	17	21	17	16
TOTAL INTERESTED	25	32	26	30	26	32	26	24	37	14	16	22	25	32	27	23
Not very interested	18	22	16	23	15	22	17	18	21	14	16	18	16	20	20	14
Not at all interested	56	46	57	47	59	46	56	58	40	70	64	57	58	47	52	60
TOTAL NOT INTERESTED	74	68	73	70	74	68	73	76	61	84	80	75	74	67	72	74
Don't know	2	0	1	0	0	1	1	1	2	1	4	3	1	1	1	2

Golf

Very interested	6	7	5	6	7	8	5	3	9	2	3	6	6	6	6	5
Fairly interested	13	14	13	20	13	15	13	14	18	8	6	10	13	19	15	10
TOTAL INTERESTED	19	21	18	26	20	23	18	17	27	10	9	16	19	25	21	15
Not very interested	20	26	19	18	15	24	19	19	24	16	17	21	19	22	20	20
Not at all interested	60	53	62	56	64	53	62	63	48	71	69	60	63	53	57	63
TOTAL NOT INTERESTED	80	79	81	74	79	77	81	82	72	87	86	81	82	75	77	83
Don't know	2	0	1	0	0	1	1	1	2	1	4	3	1	0	1	2

Tennis

Very interested	9	11	9	11	8	11	9	9	8	11	8	10	8	10	10	8
Fairly interested	25	30	24	29	21	29	23	28	23	27	21	21	25	29	28	20
TOTAL INTERESTED	34	41	33	40	29	40	32	37	31	38	29	31	33	39	38	28
Not very interested	23	24	22	26	23	24	23	23	28	19	24	21	24	24	24	23
Not at all interested	41	35	43	35	47	36	43	39	40	43	43	43	43	37	38	46
TOTAL NOT INTERESTED	64	59	65	61	70	60	66	62	68	62	67	64	67	61	62	69
Don't know	2	0	1	0	0	0	1	1	2	1	5	4	1	0	1	3

YouGov Survey Results

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Fieldwork: 23rd - 24th October 2014

	Region					Football Fans	Rugby Fans	Cricket Fans	Golf Fans	Tennis Fans	Athletics Fans	
	Total	London	Rest of South	Midlands / Wales	North							Scotland
Weighted Sample	2069	265	672	443	509	180	930	632	521	385	698	709
Unweighted Sample	2069	314	649	418	457	231	936	680	546	412	752	760
	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following sports, please say how interested you are in them.

Football

Very interested	25	29	23	26	26	27	56	42	54	56	37	38
Fairly interested	20	23	20	17	22	14	44	24	24	24	25	27
TOTAL INTERESTED	45	52	43	43	48	41	100	66	78	80	62	65
Not very interested	15	13	16	15	15	14	0	13	9	10	17	14
Not at all interested	38	32	42	38	36	44	0	21	12	10	22	22
TOTAL NOT INTERESTED	53	45	58	53	51	58	0	34	21	20	39	36
Don't know	2	3	1	3	2	0	0	0	0	0	0	0

Rugby

Very interested	9	10	9	11	9	8	15	31	25	25	15	18
Fairly interested	21	17	21	23	20	26	30	69	40	36	31	32
TOTAL INTERESTED	30	27	30	34	29	34	45	100	65	61	46	50
Not very interested	23	23	23	24	23	20	29	0	19	22	25	23
Not at all interested	45	47	47	38	46	47	26	0	16	16	29	27
TOTAL NOT INTERESTED	68	70	70	62	69	67	55	0	35	38	54	50
Don't know	2	3	1	3	1	0	0	0	0	1	0	0

Cricket

Very interested	9	11	8	9	10	5	15	22	35	26	15	15
Fairly interested	16	17	18	17	18	6	29	32	65	38	23	25
TOTAL INTERESTED	25	28	26	26	28	11	44	54	100	64	38	40
Not very interested	18	16	19	21	15	13	21	17	0	18	18	18
Not at all interested	56	54	54	49	57	76	34	30	0	18	43	42
TOTAL NOT INTERESTED	74	70	73	70	72	89	55	47	0	36	61	60
Don't know	2	3	1	3	2	0	0	0	0	0	0	0

Golf

Very interested	6	7	6	7	4	5	10	11	15	30	10	11
Fairly interested	13	12	11	15	12	18	23	26	31	70	25	22
TOTAL INTERESTED	19	19	17	22	16	23	33	37	46	100	35	33
Not very interested	20	20	21	20	18	18	27	25	24	0	24	25
Not at all interested	60	57	61	55	64	59	40	38	29	0	41	43
TOTAL NOT INTERESTED	80	77	82	75	82	77	67	63	53	0	65	68
Don't know	2	3	1	3	2	0	0	0	0	0	0	0

Tennis

Very interested	9	15	9	7	8	11	13	14	15	21	27	19
Fairly interested	25	28	25	26	19	31	33	37	37	43	73	44
TOTAL INTERESTED	34	43	34	33	27	42	46	51	52	64	100	63
Not very interested	23	21	25	25	23	19	28	26	28	23	0	21
Not at all interested	41	33	41	39	49	39	25	23	20	13	0	15
TOTAL NOT INTERESTED	64	54	66	64	72	58	53	49	48	36	0	36
Don't know	2	4	1	3	1	0	0	0	0	1	0	0

Sample Size: 2069 GB Adults
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	Westminster VI				2010 Vote			Gender		Age				Social Grade		
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Weighted Sample	2069	X	X	X	X	630	523	390	1003	1066	246	523	708	592	1179	890
Unweighted Sample	2069	537	574	104	264	641	571	388	1013	1056	175	399	888	607	1365	704
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Athletics

Very interested	7	6	11	9	6	7	11	7	7	8	6	7	7	9	8	6
Fairly interested	27	26	29	28	28	29	27	28	26	27	18	24	30	29	28	25
TOTAL INTERESTED	34	32	40	37	34	36	38	35	33	35	24	31	37	38	36	31
Not very interested	25	31	21	34	24	28	24	26	30	22	21	27	24	28	28	23
Not at all interested	38	36	38	29	42	37	36	37	34	42	51	37	38	34	35	43
TOTAL NOT INTERESTED	63	67	59	63	66	65	60	63	64	64	72	64	62	62	63	66
Don't know	2	0	2	0	0	0	2	1	3	1	4	4	1	0	1	3

What do you think is the right level of reward is for the very best sportspeople in each of the following sports? Please write in the total annual earnings you think would be appropriate in pounds.

Football

Median	£75,000	100000	60000	70000	60000	100000	60000	70000	100000	50000	60000	100000	90000	70000	100000	60000
Mean	£386,254	578492	242567	142143	183513	558746	447034	201836	597843	138423	398745	427886	322028	437706	398422	366148
Don't know	63	58	67	62	58	62	68	58	59	67	60	64	59	69	60	68

Rugby

Median	£60,000	80000	50000	70000	50000	75000	50000	52000	80000	50000	55000	80000	60000	50000	75000	50000
Mean	£205,970	368650	146066	125015	121383	326850	143492	168380	281538	116664	371462	260270	155509	147974	254023	126808
Don't know	66	61	69	64	62	64	70	61	62	70	65	67	62	70	63	70

Cricket

Median	£50,000	60000	50000	50000	50000	70000	50000	50000	70000	50000	50000	60000	50000	50000	50000	50000
Mean	£186,548	341725	116775	106368	135802	307050	118011	156343	259588	101366	398570	232302	141140	112856	226476	119427
Don't know	67	62	70	64	63	65	71	61	63	70	68	67	62	71	63	71

Golf

Median	£50,000	70000	50000	60000	50000	75000	50000	60000	75000	50000	45000	75000	60000	50000	60000	50000
Mean	£281,676	510269	175863	250895	118483	476741	174845	220804	400162	147373	402935	330197	257515	211059	323581	211959
Don't know	68	63	71	66	64	66	72	62	65	71	68	68	64	72	65	72

Athletics

Median	£52,000	60000	50000	70000	50000	60000	50000	52000	70000	50000	60000	75000	60000	50000	60000	50000
Mean	£282,849	525222	120313	135244	91908	349021	207506	163993	442661	104924	734458	380174	139081	187751	334250	199457
Don't know	68	64	71	64	65	67	72	62	65	71	68	68	64	73	65	72

Tennis

Median	£60,000	75000	50000	70000	50000	75000	50000	60000	80000	50000	50000	100000	75000	50000	75000	50000
Mean	£296,810	472511	221455	190592	108252	434747	335016	209491	414370	164134	409021	353957	241045	272108	330580	240903
Don't know	67	63	71	64	64	66	72	63	64	70	67	68	63	72	64	72

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Weighted Sample	2069	265	672	443	509	180	930	632	521	385	698	709
Unweighted Sample	2069	314	649	418	457	231	936	680	546	412	752	760
	%	%	%	%	%	%	%	%	%	%	%	%

Athletics

Very interested	7	13	7	7	6	5	11	13	13	17	16	22
Fairly interested	27	28	29	27	24	26	38	43	42	43	48	78
TOTAL INTERESTED	34	41	36	34	30	31	49	56	55	60	64	100
Not very interested	25	24	28	23	25	26	30	26	29	27	24	0
Not at all interested	38	30	35	40	44	43	20	18	15	13	11	0
TOTAL NOT INTERESTED	63	54	63	63	69	69	50	44	44	40	35	0
Don't know	2	4	1	4	1	0	1	0	0	1	0	0

What do you think is the right level of reward is for the very best sportspeople in each of the following sports? Please write in the total annual earnings you think would be appropriate in pounds.

Football

Median	£75,000	100000	75000	75000	50000	60000	100000	100000	100000	100000	100000	100000
Mean	£386,254	596337	409035	469478	245213	168400	635017	413833	565939	559512	486091	390428
Don't know	63	67	60	62	67	61	62	60	60	59	61	59

Rugby

Median	£60,000	100000	60000	70000	50000	50000	100000	80000	100000	75000	75000	90000
Mean	£205,970	268026	256948	193327	143922	109698	307283	247456	286449	297433	303905	218502
Don't know	66	70	63	64	71	63	66	61	62	61	64	62

Cricket

Median	£50,000	100000	60000	50000	50000	50000	75000	70000	100000	75000	70000	75000
Mean	£186,548	212890	255879	172847	107487	95709	272614	221714	271812	273825	291262	187507
Don't know	67	71	63	65	72	64	67	64	61	61	65	63

Golf

Median	£50,000	100000	50000	50000	50000	70000	100000	90000	100000	100000	80000	100000
Mean	£281,676	542029	295016	228096	217465	188334	459382	372191	481058	538715	449359	329561
Don't know	68	72	64	66	73	65	68	66	64	63	66	64

Athletics

Median	£52,000	100000	60000	60000	50000	50000	80000	70000	90000	75000	70000	80000
Mean	£282,849	332867	316299	443693	102342	113617	485930	440487	434187	308215	333996	394559
Don't know	68	72	64	67	73	66	69	66	64	64	66	63

Tennis

Median	£60,000	100000	60000	60000	50000	70000	100000	80000	100000	100000	100000	100000
Mean	£296,810	449270	314180	339602	189332	184869	456864	358371	461513	498586	482798	354656
Don't know	67	71	64	66	72	65	68	65	64	63	66	63