YouGov Survey Results

Sample Size: 1722 GB Adults Fieldwork: 1st - 2nd August 2016

Main Main Main Farma 18-24 25-49 50-64 65+ ABC1 C2De London Rosuth Mislands North Scotland Disymplicis Mislands Mislands North Mislands Mislands	Ticiawork. 1st 2na August 2010		Ge	nder	Age				Social	Grade						
Unweighted Sample 1722 794 968 177 727 420 380 1024 688 177 560 371 423 161 860		Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London			North	Scotland	
How interested, if at all, are you in sport in general? Very interested 15 24 6 14 15 18 12 17 11 16 13 17 14 16 27 Fairly interested 29 32 27 35 26 30 31 43 46 40 45 41 46 45 45 72 Not very interested 27 22 32 25 28 26 24 25 28 26 22 24 21 Not very interested 27 22 32 25 28 26 24 25 31 27 28 23 30 27 5 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 How interested, if at all, are you in sport in general? Vary interested 29 32 27 35 26 30 31 27 28 23 30 27 5 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 How interested, if at all, are you in sport in general? Vary interested 29 32 27 35 26 30 31 27 28 23 30 27 5 TOTAL NOT INTERESTED 44 56 33 49 48 49 49 29 29 29 29 29 20 20 2	Weighted Sample	1722	833	889	200	735	425	362	982	740	207	572	370	415	158	791
Note Processed Family	Unweighted Sample	1722	764	958	177	727	429	389	1024	698	177	590	371	423	161	805
Very interested 15		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fairly interested 29 32 27 35 26 30 31 29 29 29 29 28 29 31 29 45	· · · · · · · · · · · · · · · · · · ·															
Fairly interested 28 32 27 35 26 30 31 29 29 29 28 29 31 29 31 29 45 TOTAL INTERESTED 44 56 33 49 41 48 48 43 46 40 45 41 46 45 45 72 Not very interested 27 22 32 25 28 26 28 25 29 26 24 25 28 26 22 24 21 Not very interested 27 22 32 25 28 26 28 28 27 28 28 28 28 29 27 28 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 How interested, if at all, are you in sport in general? Very interested 27 22 32 27 35 26 30 31 29 29 29 29 29 29 28 29 31 29 31 29 45 How interested, if at all, are you in sport in general? Very interested 29 32 27 35 26 30 31 29 29 29 28 29 31 27 14 16 27 Fairly interested 29 32 27 35 26 30 31 29 29 29 28 29 31 29 31 29 45 Not very interested 27 22 32 25 28 28 28 28 28 28 28 28 29 31 29 45 Not very interested 26 19 31 18 26 25 25 28 28 28 28 28 28 29 31 29 45 Not very interested 27 22 32 25 28 28 28 28 28 28 28 28 28 28 28 28 29 31 29 45 Not very interested 26 19 31 18 26 25 25 28 28 28 28 28 28 28 28 28 28 28 28 28	Very interested	15	24	6	14	15	18	12	17	11	16	13	17	14	16	27
TOTAL INTERESTED 44 556 33 49 41 48 48 46 45 45 42 42 42 42 42 42	Fairly interested															
Not very interested 27 22 32 25 28 26 22 24 27 28 28 28 22 24 21 Not very interested 27 27 35 26 36 36 36 36 36 36 36	TOTAL INTERESTED												46		45	
Not at all interested 27	Not very interested								_							
Don't know 3	Not at all interested	27	22	32	25	28	26		25	31	27	28	23	30	27	
How interested, if at all, are you in sport in general? Very interested 15	TOTAL NOT INTERESTED	53	41	63	43	54	51	57	51	55	52	56	49	52	51	26
Very interested 15	Don't know	3	4	3	8	4	1	1	3	4	3	3	4	4	4	1
Fairly interested 29 32 27 35 26 30 31 29 29 29 28 29 31 29 45 TOTAL INTERESTED 44 56 33 49 41 48 43 46 40 45 41 46 45 45 72 Not very interested 26 19 31 18 26 25 29 26 24 25 28 26 28 26 22 24 21 18 18 26 27 22 32 25 28 26 28 25 31 27 28 23 30 27 5 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 26 26 26 26 26 26 26 26 26 26 26 26	· · · · · · · · · · · · · · · · · · ·															
Fairly interested 29 32 27 35 26 30 31 29 29 29 29 28 29 31 29 45 TOTAL INTERESTED 44 56 33 49 41 48 43 46 40 45 41 46 45 45 72 Not very interested 26 19 31 18 26 25 29 26 24 25 28 26 22 24 21 Not at all interested 27 22 32 25 28 26 28 25 31 27 28 23 30 27 5 TOTAL NOT INTERESTED 53 41 63 43 54 51 57 51 55 52 56 49 52 51 26 Don't know 3 4 3 8 4 1 1 1 3 3 4 3 3 4 4 4 4 4 1 1 How interested, if at all, are you in the Rio Olympics taking place in 2016? Very interested 33 31 34 37 32 31 34 35 29 34 34 35 30 29 71 TOTAL INTERESTED 46 46 46 54 47 43 43 50 40 48 47 50 42 41 100 Not very interested 26 26 26 26 19 26 27 30 22 31 23 26 23 30 28 0 29 71 TOTAL INTERESTED 52 52 52 52 43 50 56 57 48 56 50 51 48 56 56 0 Don't know 2 3 2 3 3 2 3 3 3 1 3 2 3 3 1 2 2 3 3 3 3	Very interested	15	24	6	14	15	18	12	17	11	16	13	17	14	16	27
Not very interested 26	Fairly interested	29			35					29	29		29			
Not at all interested 27	TOTAL INTERESTED	44	56	33	49	41	48	43		40	45	41	46	45	45	72
TOTAL NOT INTERESTED 53	Not very interested	26	19	31	18	26	25	29	26	24	25	28	26	22	24	21
Don't know 3	Not at all interested	27	22	32	25	28	26	28	25	31	27	28	23	30	27	5
How interested, if at all, are you in the Rio Olympics taking place in 2016? Very interested 13 15 12 17 15 12 9 15 11 14 13 15 12 12 29 71	TOTAL NOT INTERESTED	53	41	63	43	54	51	57	51	55	52	56	49	52	51	26
Very interested 13 15 12 17 15 12 9 15 11 14 13 15 12 12 29 71 15 12 13 34 37 32 31 34 35 29 34 34 35 30 29 71 15 15 15 15 15 15 15	Don't know	3	4	3	8	4	1	1	3	4	3	3	4	4	4	1
Fairly interested 33 31 34 37 32 31 34 35 29 34 34 35 30 29 71 TOTAL INTERESTED 46 46 46 46 54 47 43 43 50 40 48 47 50 42 41 100 Not very interested 26 26 26 26 24 24 29 27 26 25 27 25 25 26 28 0 Not at all interested 26 26 26 26 19 26 27 30 22 31 23 26 23 30 28 0 TOTAL NOT INTERESTED 52 52 52 43 50 56 57 48 56 50 51 48 56 56 0 Don't know 2 3 2 3 2 3 3 1 1 2 2 2 3 4 0 How interested, if at all, are you in the Rio Paralympics taking place in 2016? Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 56 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	· · · · · · · · · · · · · · · · · · ·															
Fairly interested 33 31 34 37 32 31 34 35 29 34 34 35 35 30 29 71 TOTAL INTERESTED 46 46 46 46 54 47 43 43 50 40 48 47 50 42 41 100 Not very interested 26 26 26 26 26 24 24 29 27 26 25 27 25 25 26 28 0 Not at all interested 26 26 26 26 19 26 27 30 22 31 23 26 23 30 28 0 TOTAL NOT INTERESTED 52 52 52 43 50 56 57 48 56 50 51 48 56 56 56 0 Don't know 2 3 2 3 3 1 1 2 2 2 3 1 2 2 3 4 0 How interested, if at all, are you in the Rio Paralympics taking place in 2016? Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	Very interested	13	15	12	17	15	12	9	15	11	14	13	15	12	12	29
TOTAL INTERESTED 46 46 46 54 47 43 43 50 40 48 47 50 42 41 100 Not very interested 26 26 26 26 24 24 29 27 26 25 27 25 25 26 28 0 Not at all interested 26 26 26 26 19 26 27 30 22 31 23 26 23 30 28 0 TOTAL NOT INTERESTED 52 52 52 52 43 50 56 57 48 56 50 51 48 56 56 0 Don't know 2 3 2 3 3 1 1 2 3 1 2 2 2 3 4 0 How interested, if at all, are you in the Rio Paralympics taking place in 2016? Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 Fairly interested 30 25 35 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	Fairly interested										34					
Not very interested 26	TOTAL INTERESTED	46	46	46	54		43	43			48	47	50	42	41	100
TOTAL NOT INTERESTED 52 52 52 43 50 56 57 48 56 50 51 48 56 56 0 Don't know 2 3 2 3 3 1 1 2 2 2 3 4 0 0 How interested, if at all, are you in the Rio Paralympics taking place in 2016? Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 16 159 58 58 60 62 58 57 59 63 24	Not very interested	26	26	26	24				26	25	27	25	25	26	28	0
Don't know 2 3 2 3 3 1 1 2 3 1 2 2 3 4 0	Not at all interested	26	26	26	19	26	27	30	22	31	23	26	23	30	28	0
How interested, if at all, are you in the Rio Paralympics taking place in 2016? Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	TOTAL NOT INTERESTED	52	52	52	43	50	56	57	48	56	50	51	48	56	56	0
Very interested 8 6 9 10 8 7 6 8 7 9 7 8 7 8 16 58 58 58 57 59 66 53 55 61 59 58 58 58 58 58 58 58	Don't know	2	3	2	3	3	1	1	2	3	1	2	2	3	4	0
Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	· · · · · · · · · · · · · · · · · · ·															
Fairly interested 30 25 35 30 26 32 36 31 29 26 33 32 29 25 58 TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	Verv interested	8	6	9	10	8	7	6	8	7	9	7	8	7	8	l 16
TOTAL INTERESTED 38 31 44 40 34 39 42 39 36 35 40 40 36 33 74 Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24																
Not very interested 29 33 26 31 31 29 26 31 27 36 28 31 27 29 19 Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24	•		-								_					
Not at all interested 30 33 27 24 30 30 32 27 33 26 30 26 32 34 5 TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24			_						_		_					
TOTAL NOT INTERESTED 59 66 53 55 61 59 58 58 60 62 58 57 59 63 24																
	TOTAL NOT INTERESTED															
	Don't know		_								_					

Thinking forward to the 2016 Olympics in Rio, taking everything into account how do you think

the London games will compare?															
games	49	54	44	59	45	50	50	53	43	51	53	48	46	41	65
The Rio games will be better than London games	3	3	2	5	4	1	1	3	2	5	2	3	1	7	4
There will not be much difference between the two	21	20	22	20	22	22	18	19	23	23	18	22	23	22	18
Don't know	27	23	32	16	28	28	31	25	31	21	27	27	30	30	14
Thinking forward to the Rio Olympics, where do you think the Great Britain team will come in the overall medal table of competing nations?															
First	1	2	1	3	2	0	1	1	2	0	1	2	2	1	2
Second	3	2	4	3	2	4	5	3	4	3	2	3	5	1	5
Third	10	10	10	11	10	8	12	10	10	12	11	10	8	7	15
Fourth	11	13	9	13	10	12	10	13	8	12	12	10	10	11	16
Fifth	9	11	8	14	9	10	7	10	9	9	11	10	7	8	14
In the top ten but not in the top five	30	31	30	27	32	31	29	33	27	33	29	31	29	35	37
In the top twenty but not in the top ten	4	3	5	2	6	3	3	4	4	5	3	4	5	5	2
Outside the top twenty	1	2	1	1	2	2	0	1	2	2	1	1	2	1	1
Don't know	29	26	33	25	28	30	33	26	33	24	28	29	33	31	8