

YouGov Survey Results

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

	Gender		Age				Social Grade		Region					Interested in olympics	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1722	833	889	200	735	425	362	982	740	207	572	370	415	158	791
Unweighted Sample	1722	764	958	177	727	429	389	1024	698	177	590	371	423	161	805
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	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	3	4	3	3	4	4	4	1

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	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	3	4	3	3	4	4	4	1

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
Fairly 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	24	24	29	27	26	25	27	25	25	26	28	0
Not at all interested	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	3	1	1	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	30	26	32	34	5
TOTAL NOT INTERESTED	59	66	53	55	61	59	58	58	60	62	58	57	59	63	24
Don't know	3	3	3	5	4	2	1	2	4	2	2	3	4	4	1

**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