

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in sports?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Very interested	21%	35%	9%	27%	24%	22%	17%
Somewhat interested	32%	32%	32%	30%	29%	33%	36%
Not very interested	22%	16%	28%	25%	21%	22%	22%
Not interested at all	24%	17%	30%	16%	25%	24%	26%
Don't know	1%	1%	0%	2%	1%	-	-

How often, if at all, do you watch sports?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Every day	4%	7%	1%	6%	5%	4%	3%
Several days a week	14%	23%	6%	18%	15%	14%	13%
On one or two days a week	17%	21%	13%	16%	15%	17%	19%
Once or twice a month	16%	16%	16%	15%	15%	16%	17%
A few times a year	14%	9%	20%	14%	14%	14%	15%
Once or twice a year	8%	5%	11%	8%	8%	10%	6%
Less often than this	8%	5%	11%	8%	9%	10%	7%
Never	17%	12%	21%	11%	19%	15%	19%
Don't know	1%	1%	1%	3%	1%	1%	1%

Have you ever watched a sports event live, in person?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
I have	66%	72%	60%	55%	64%	70%	68%
I have not but would like to	10%	8%	11%	20%	12%	8%	5%
I have not and would not like to	23%	18%	28%	20%	23%	20%	26%
Don't know	1%	2%	1%	4%	1%	1%	0%

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

How often, if at all, do you play any sport?

	Unweighted base	Male	Female	16-24	25-39	40-59	60+
Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Every day	1%	2%	1%	4%	1%	1%	-
Several days a week	6%	9%	4%	14%	7%	6%	3%
On one or two days a week	10%	15%	6%	17%	13%	8%	7%
Once or twice a month	6%	8%	4%	11%	7%	6%	2%
A few times a year	5%	5%	5%	9%	7%	4%	2%
Once or twice a year	1%	2%	1%	2%	2%	2%	1%
Less often than this	6%	5%	7%	5%	9%	8%	3%
Never, but I used to	35%	35%	35%	21%	26%	37%	46%
Never, and never used to	29%	19%	37%	13%	28%	28%	35%
Don't know	1%	1%	1%	4%	1%	1%	1%

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

Which of these sports, if any, have you played in the last month?

	Unweighted base	757	440	317	177	245	204	131
	Base	751	455	296	176	259	191	125
Football	28%	40%	10%	45%	39%	13%	3%	
Tennis	12%	11%	13%	19%	14%	6%	8%	
Cricket	7%	9%	3%	9%	7%	7%	3%	
Rugby Union	2%	2%	2%	4%	2%	1%	-	
Rugby League	1%	0%	1%	1%	1%	1%	-	
Hockey	3%	3%	2%	5%	2%	1%	1%	
Netball	2%	1%	5%	5%	3%	1%	-	
Badminton	12%	10%	15%	15%	12%	10%	9%	
Kabaddi	0%	0%	0%	1%	0%	-	-	
Basketball	6%	7%	3%	10%	8%	3%	-	
Golf	10%	14%	4%	4%	8%	9%	26%	
Athletics (track and field)	4%	5%	3%	7%	5%	4%	-	
Equestrian sports	2%	1%	3%	2%	1%	2%	3%	
Rowing	1%	2%	0%	2%	3%	1%	-	
Swimming (as a sport)	2%	2%	2%	4%	3%	1%	-	
Swimming (as a recreational activity)	20%	16%	28%	16%	21%	23%	22%	
Boxing	2%	3%	1%	5%	3%	1%	-	
American football	1%	1%	0%	1%	1%	-	-	
Motor Sports	1%	2%	0%	1%	1%	2%	-	
Baseball/Softball	1%	1%	0%	2%	1%	1%	-	
Ice hockey	0%	0%	0%	1%	0%	-	-	
Squash	1%	1%	1%	1%	2%	1%	-	
Table tennis	8%	8%	7%	10%	9%	4%	10%	
Cycling (as a sport)	2%	2%	2%	3%	3%	1%	1%	
Cycling (as a recreational activity)	14%	16%	11%	9%	12%	20%	17%	
Martial arts	3%	3%	2%	2%	2%	5%	-	
Bowls and/or boules	3%	3%	4%	1%	2%	4%	9%	
Other	13%	14%	12%	11%	7%	18%	25%	
Not applicable – I don't play/haven't played any sports recently	20%	12%	31%	14%	19%	27%	16%	
Don't know	2%	2%	1%	3%	2%	1%	-	

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

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Very interested	20%	22%	17%	23%	20%	22%	17%
Somewhat interested	33%	33%	32%	34%	32%	33%	32%
Not very interested	21%	20%	23%	22%	21%	19%	23%
Not interested at all	25%	24%	27%	17%	25%	26%	28%
Don't know	1%	1%	1%	4%	1%	-	-

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Very interested	10%	11%	10%	11%	10%	11%	10%
Somewhat interested	30%	32%	29%	30%	28%	33%	29%
Not very interested	27%	26%	28%	31%	27%	24%	28%
Not interested at all	32%	30%	33%	23%	34%	32%	33%
Don't know	1%	1%	1%	4%	1%	-	-

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Very important	16%	19%	13%	16%	14%	15%	18%
Somewhat important	37%	34%	40%	31%	30%	38%	44%
Not very important	23%	21%	24%	25%	26%	22%	19%
Not important at all	21%	23%	20%	21%	26%	23%	16%
Don't know	3%	3%	4%	7%	4%	2%	2%

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

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

	2049	994	1055	274	539	561	675
Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Very closely	11%	12%	11%	14%	9%	14%	10%
Somewhat closely	29%	33%	27%	30%	32%	29%	28%
Not very closely	31%	31%	32%	34%	30%	30%	34%
Not at all	26%	23%	30%	18%	28%	27%	29%
Don't know	1%	2%	1%	5%	1%	1%	1%

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

	2049	994	1055	274	539	561	675
Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	16%	18%	14%	26%	21%	13%	10%
Should not be included	67%	67%	66%	61%	59%	69%	74%
Don't know	17%	15%	20%	13%	20%	18%	16%

E-sports

	2049	994	1055	274	539	561	675
Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	12%	17%	7%	21%	19%	9%	4%
Should not be included	61%	64%	58%	58%	57%	62%	64%
Don't know	27%	20%	35%	21%	24%	28%	32%

Motorsports

	2049	994	1055	274	539	561	675
Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	20%	22%	18%	40%	28%	16%	8%
Should not be included	60%	61%	59%	41%	49%	66%	72%
Don't know	20%	17%	23%	19%	23%	18%	20%

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Total	Gender		Agegroup 16			
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Cricket

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	37%	38%	36%	61%	42%	31%	28%
Should not be included	42%	46%	39%	23%	35%	47%	53%
Don't know	21%	16%	25%	17%	23%	22%	20%

Mixed Martial Arts

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	56%	55%	57%	71%	61%	53%	50%
Should not be included	21%	26%	17%	14%	17%	26%	24%
Don't know	22%	19%	25%	16%	22%	21%	26%

Squash

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	60%	64%	56%	53%	54%	64%	65%
Should not be included	17%	16%	17%	24%	18%	14%	15%
Don't know	23%	20%	27%	23%	28%	22%	21%

Bowling

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	40%	44%	35%	38%	34%	40%	45%
Should not be included	38%	38%	39%	45%	44%	36%	33%
Don't know	22%	18%	26%	17%	22%	25%	22%

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Total	Gender		Agegroup 16			
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Baseball/Softball

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	37%	37%	37%	56%	41%	32%	29%
Should not be included	39%	43%	35%	25%	35%	42%	46%
Don't know	24%	20%	28%	19%	24%	26%	24%

Lacrosse

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	40%	41%	39%	46%	40%	42%	37%
Should not be included	29%	31%	27%	28%	28%	24%	33%
Don't know	31%	28%	34%	25%	32%	34%	31%

Flag football

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	14%	16%	13%	26%	22%	10%	7%
Should not be included	39%	43%	34%	35%	41%	38%	39%
Don't know	47%	41%	52%	39%	37%	52%	53%

American football

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be included	19%	19%	19%	38%	26%	12%	11%
Should not be included	60%	64%	56%	45%	52%	67%	66%
Don't know	22%	17%	26%	18%	22%	21%	23%

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

How much, if at all, do you think the Olympics games bring people together?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
I think they bring people together both while they are happening, and afterwards		24%	28%	21%	31%	30%	21%	19%
I think they bring people together while they are happening, but not afterwards		56%	54%	59%	53%	50%	58%	61%
I don't think they bring people together at all		11%	13%	9%	6%	8%	14%	12%
Don't know		9%	6%	11%	9%	11%	7%	7%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
At different times		42%	43%	41%	44%	41%	41%	43%
At the same time as each other		38%	35%	40%	36%	36%	39%	38%
They should not take place at all		3%	4%	2%	3%	4%	2%	3%
Don't know		18%	17%	18%	17%	19%	18%	16%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
Should be provided support from the government		42%	44%	39%	54%	47%	44%	31%
Should not be provided support from the government		30%	34%	27%	24%	24%	28%	40%
Don't know		28%	22%	34%	22%	29%	28%	29%

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

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	16%	19%	14%	36%	24%	14%	4%
Should not be allowed	71%	71%	72%	45%	56%	76%	90%
Don't know	12%	11%	14%	19%	20%	9%	6%

Having a visible tattoo/body print with a political message

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	21%	23%	19%	44%	30%	20%	5%
Should not be allowed	65%	65%	65%	39%	50%	69%	85%
Don't know	14%	12%	16%	17%	20%	11%	10%

Sitting out the national anthem

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	32%	35%	30%	49%	45%	34%	14%
Should not be allowed	51%	52%	50%	29%	36%	49%	74%
Don't know	17%	14%	20%	22%	19%	17%	12%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	19%	26%	12%	29%	24%	19%	12%
Should not be allowed	67%	63%	72%	57%	59%	69%	77%
Don't know	14%	11%	16%	14%	18%	12%	11%

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

Kneeling for the national anthem

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	37%	37%	37%	55%	50%	39%	18%
Should not be allowed	39%	45%	33%	22%	23%	38%	59%
Don't know	24%	18%	30%	23%	27%	23%	23%

Chanting a political slogan

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	10%	14%	7%	21%	16%	9%	2%
Should not be allowed	76%	75%	77%	55%	63%	79%	92%
Don't know	14%	11%	16%	24%	21%	11%	6%

Making a symbolic political gesture with their hands

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be allowed	16%	19%	13%	33%	23%	14%	4%
Should not be allowed	70%	69%	71%	43%	55%	73%	91%
Don't know	14%	12%	16%	23%	22%	12%	5%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
The restrictions go too far	14%	16%	12%	19%	16%	16%	9%
The restrictions are about right	43%	39%	47%	47%	45%	43%	40%
The restrictions don't go far enough	26%	33%	20%	15%	16%	27%	39%
Don't know	16%	12%	21%	20%	23%	14%	12%

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

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670	
Should be allowed to compete under their national flag	15%	17%	12%	21%	18%	16%	8%	
Should be allowed to compete, but only as a neutral	36%	32%	39%	42%	37%	35%	32%	
Should not be allowed to compete at all	36%	42%	30%	21%	27%	37%	48%	
Don't know	14%	9%	19%	16%	18%	12%	12%	

Athletes from Belarus

	Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670	
Should be allowed to compete under their national flag	15%	18%	12%	20%	19%	16%	9%	
Should be allowed to compete, but only as a neutral	37%	33%	40%	43%	37%	36%	34%	
Should not be allowed to compete at all	31%	37%	25%	17%	22%	32%	42%	
Don't know	18%	12%	23%	20%	21%	16%	15%	

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670	
Should be allowed	38%	45%	31%	49%	42%	38%	29%	
Should not be allowed	30%	31%	29%	23%	25%	29%	38%	
Don't know	32%	25%	40%	28%	33%	33%	33%	

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

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
Athletes should represent the country they were born in and/or where they grew up in		48%	51%	45%	33%	40%	49%	59%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen		41%	39%	42%	55%	43%	40%	34%
Don't know		12%	10%	13%	13%	16%	11%	8%

How big of a problem, if at all, do you think doping is in professional sports?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
A very big problem		21%	24%	18%	16%	19%	21%	24%
A fairly big problem		44%	43%	45%	41%	40%	45%	48%
Not a very big problem		13%	14%	11%	16%	14%	12%	11%
Not a problem at all		2%	2%	1%	4%	2%	1%	0%
Don't know		21%	17%	25%	24%	25%	20%	17%

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

	Unweighted base	2049	994	1055	274	539	561	675
	Base	2049	996	1053	264	567	548	670
It would		10%	13%	8%	17%	14%	9%	6%
It would not		72%	72%	72%	65%	63%	73%	81%
Don't know		18%	16%	20%	18%	23%	19%	14%

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

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Should be banned permanently	47%	48%	47%	27%	38%	51%	60%
Should be suspended for a period of time but not permanently	43%	44%	41%	55%	47%	41%	36%
Should not be banned	2%	2%	2%	5%	2%	1%	1%
Don't know	8%	6%	10%	13%	13%	7%	3%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
Strongly support	5%	7%	4%	12%	9%	4%	1%
Somewhat support	11%	16%	7%	22%	20%	9%	2%
Somewhat oppose	17%	16%	17%	19%	18%	19%	12%
Strongly oppose	51%	47%	55%	26%	33%	54%	75%
Don't know	16%	14%	17%	21%	21%	15%	10%

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

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
It is	82%	81%	83%	85%	84%	83%	79%
It is not	6%	8%	4%	7%	5%	5%	7%
Don't know	12%	10%	13%	8%	11%	12%	14%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	994	1055	274	539	561	675
Base	2049	996	1053	264	567	548	670
There should be legal limits	25%	18%	31%	34%	27%	23%	20%
There should not be legal limits	51%	61%	42%	46%	45%	54%	57%
Don't know	24%	20%	27%	20%	27%	23%	23%

Cell Contents (Column Percentages)

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in sports?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Very interested	21%	44%	10%	42%	7%	32%	13%	26%	8%
Somewhat interested	32%	25%	34%	28%	30%	31%	35%	40%	32%
Not very interested	22%	15%	35%	14%	27%	17%	26%	17%	27%
Not interested at all	24%	13%	19%	14%	36%	20%	27%	18%	33%
Don't know	1%	3%	2%	2%	1%	-	-	-	-

How often, if at all, do you watch sports?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Every day	4%	12%	-	9%	1%	6%	1%	5%	1%
Several days a week	14%	28%	7%	25%	4%	20%	8%	20%	6%
On one or two days a week	17%	16%	16%	22%	7%	19%	16%	25%	14%
Once or twice a month	16%	13%	17%	14%	16%	17%	15%	18%	16%
A few times a year	14%	8%	20%	7%	21%	11%	17%	10%	20%
Once or twice a year	8%	6%	11%	4%	13%	8%	12%	5%	7%
Less often than this	8%	8%	9%	5%	12%	6%	13%	3%	10%
Never	17%	6%	16%	13%	25%	13%	16%	14%	24%
Don't know	1%	3%	4%	2%	1%	-	1%	0%	1%

Have you ever watched a sports event live, in person?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
I have	66%	59%	52%	68%	59%	76%	65%	79%	59%
I have not but would like to	10%	23%	18%	11%	13%	6%	11%	2%	8%
I have not and would not like to	23%	14%	26%	19%	27%	17%	23%	20%	33%
Don't know	1%	5%	3%	2%	1%	1%	2%	0%	0%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How often, if at all, do you play any sport?

	Unweighted base	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Every day	1%	6%	3%	1%	0%	1%	1%	-	-
Several days a week	6%	19%	8%	10%	3%	9%	3%	4%	3%
On one or two days a week	10%	23%	11%	20%	6%	11%	5%	10%	4%
Once or twice a month	6%	13%	10%	10%	4%	10%	2%	3%	2%
A few times a year	5%	7%	12%	9%	5%	5%	4%	2%	2%
Once or twice a year	1%	1%	3%	1%	3%	2%	1%	1%	0%
Less often than this	6%	5%	5%	8%	10%	4%	11%	2%	3%
Never, but I used to	35%	12%	29%	25%	27%	40%	34%	50%	43%
Never, and never used to	29%	11%	15%	15%	42%	17%	37%	28%	42%
Don't know	1%	4%	4%	1%	-	0%	1%	-	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which of these sports, if any, have you played in the last month?

	Unweighted base	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
	757	104	73	147	98	110	94	79	52
Base	751	104	72	173	86	107	85	71	54
Football	28%	63%	19%	50%	17%	23%	1%	4%	2%
Tennis	12%	18%	20%	15%	10%	4%	8%	2%	15%
Cricket	7%	9%	9%	11%	1%	12%	1%	4%	2%
Rugby Union	2%	2%	5%	2%	1%	2%	1%	-	-
Rugby League	1%	-	2%	1%	1%	1%	-	-	-
Hockey	3%	6%	4%	2%	4%	3%	-	-	2%
Netball	2%	1%	9%	2%	5%	-	3%	-	-
Badminton	12%	12%	19%	11%	13%	9%	11%	4%	17%
Kabaddi	0%	1%	-	-	1%	-	-	-	-
Basketball	6%	11%	8%	10%	2%	3%	2%	-	-
Golf	10%	5%	1%	10%	5%	17%	-	35%	15%
Athletics (track and field)	4%	7%	6%	5%	4%	5%	3%	-	-
Equestrian sports	2%	1%	2%	-	2%	2%	3%	2%	5%
Rowing	1%	3%	-	3%	1%	1%	-	-	-
Swimming (as a sport)	2%	5%	3%	2%	4%	1%	-	-	-
Swimming (as a recreational activity)	20%	12%	20%	15%	33%	20%	27%	15%	30%
Boxing	2%	6%	3%	4%	1%	2%	-	-	-
American football	1%	2%	-	1%	2%	-	-	-	-
Motor Sports	1%	2%	-	1%	1%	4%	-	-	-
Baseball/Softball	1%	2%	1%	1%	1%	1%	-	-	-
Ice hockey	0%	1%	-	-	1%	-	-	-	-
Squash	1%	1%	1%	2%	1%	1%	-	-	-
Table tennis	8%	12%	5%	8%	10%	6%	2%	7%	14%
Cycling (as a sport)	2%	5%	1%	2%	5%	1%	1%	1%	-
Cycling (as a recreational activity)	14%	13%	3%	13%	11%	24%	15%	19%	16%
Martial arts	3%	1%	3%	2%	2%	8%	2%	-	-
Bowls and/or boules	3%	-	2%	3%	1%	2%	5%	7%	12%
Other	13%	11%	10%	8%	5%	17%	18%	29%	19%
Not applicable – I don't play/haven't played any sports recently	20%	9%	22%	13%	32%	15%	42%	9%	26%
Don't know	2%	4%	2%	2%	1%	1%	1%	-	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Very interested	20%	28%	17%	27%	13%	23%	20%	15%	19%
Somewhat interested	33%	28%	40%	34%	31%	33%	32%	34%	30%
Not very interested	21%	23%	22%	18%	25%	18%	21%	23%	23%
Not interested at all	25%	17%	17%	21%	30%	25%	27%	28%	29%
Don't know	1%	5%	4%	1%	2%	-	-	-	-

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Very interested	10%	15%	7%	13%	6%	10%	11%	7%	12%
Somewhat interested	30%	28%	32%	32%	24%	35%	32%	31%	28%
Not very interested	27%	30%	33%	23%	32%	24%	24%	29%	28%
Not interested at all	32%	22%	25%	30%	37%	32%	32%	33%	32%
Don't know	1%	5%	3%	2%	1%	-	-	-	-

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Very important	16%	19%	12%	18%	9%	19%	12%	19%	18%
Somewhat important	37%	30%	32%	32%	28%	31%	45%	40%	47%
Not very important	23%	17%	33%	23%	30%	24%	20%	19%	19%
Not important at all	21%	25%	17%	23%	29%	25%	21%	21%	12%
Don't know	3%	8%	7%	4%	5%	1%	2%	1%	3%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

	2049	140	134	251	288	244	317	359	316
Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Very closely	11%	16%	12%	11%	7%	15%	13%	9%	10%
Somewhat closely	29%	33%	26%	38%	27%	31%	27%	29%	26%
Not very closely	31%	31%	37%	29%	30%	26%	33%	35%	32%
Not at all	26%	15%	20%	20%	35%	27%	26%	26%	31%
Don't know	1%	4%	5%	2%	0%	1%	1%	1%	-

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

	2049	140	134	251	288	244	317	359	316
Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	16%	28%	25%	29%	13%	13%	13%	8%	12%
Should not be included	67%	58%	64%	56%	61%	70%	69%	78%	69%
Don't know	17%	14%	12%	14%	26%	17%	18%	14%	19%

E-sports

	2049	140	134	251	288	244	317	359	316
Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	12%	30%	12%	26%	11%	13%	6%	5%	4%
Should not be included	61%	53%	63%	57%	57%	67%	59%	72%	55%
Don't know	27%	17%	26%	17%	31%	20%	35%	22%	41%

Motorsports

	2049	140	134	251	288	244	317	359	316
Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	20%	46%	33%	32%	23%	16%	16%	6%	10%
Should not be included	60%	35%	48%	48%	50%	70%	62%	77%	67%
Don't know	20%	19%	19%	20%	27%	13%	22%	16%	23%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Cricket

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	37%	60%	62%	44%	39%	29%	32%	29%	27%
Should not be included	42%	24%	22%	38%	32%	54%	41%	56%	50%
Don't know	21%	16%	17%	17%	29%	16%	27%	15%	24%

Mixed Martial Arts

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	56%	69%	72%	63%	58%	50%	55%	47%	54%
Should not be included	21%	14%	13%	20%	15%	33%	20%	30%	18%
Don't know	22%	17%	15%	17%	27%	18%	24%	23%	28%

Squash

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	60%	55%	51%	59%	49%	69%	60%	68%	62%
Should not be included	17%	22%	27%	18%	19%	14%	14%	14%	15%
Don't know	23%	23%	23%	23%	33%	17%	27%	18%	23%

Bowling

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	40%	42%	33%	41%	26%	41%	38%	49%	42%
Should not be included	38%	41%	50%	43%	45%	37%	35%	33%	32%
Don't know	22%	16%	17%	16%	29%	22%	27%	17%	26%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Baseball/Softball

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	37%	55%	58%	45%	37%	30%	34%	26%	32%
Should not be included	39%	25%	24%	36%	33%	47%	38%	54%	39%
Don't know	24%	21%	18%	18%	30%	23%	28%	20%	28%

Lacrosse

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	40%	40%	53%	43%	37%	43%	41%	38%	35%
Should not be included	29%	31%	26%	29%	28%	28%	20%	34%	31%
Don't know	31%	29%	21%	28%	35%	29%	38%	28%	34%

Flag football

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	14%	30%	22%	24%	19%	10%	10%	7%	7%
Should not be included	39%	32%	38%	44%	39%	45%	31%	47%	33%
Don't know	47%	38%	41%	32%	42%	44%	58%	46%	60%

American football

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be included	19%	41%	34%	28%	24%	7%	16%	10%	11%
Should not be included	60%	40%	50%	56%	48%	76%	60%	72%	61%
Don't know	22%	19%	16%	16%	29%	17%	24%	18%	28%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How much, if at all, do you think the Olympics games bring people together?

	Unweighted base	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	297	323	346
I think they bring people together both while they are happening, and afterwards	24%	37%	25%	35%	25%	23%	20%	21%	18%
I think they bring people together while they are happening, but not afterwards	56%	48%	59%	49%	51%	55%	61%	59%	64%
I don't think they bring people together at all	11%	6%	6%	10%	7%	18%	10%	14%	11%
Don't know	9%	9%	10%	5%	18%	4%	10%	7%	7%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

	Unweighted base	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	297	323	346
At different times	42%	49%	39%	42%	40%	41%	40%	44%	43%
At the same time as each other	38%	33%	40%	37%	35%	38%	40%	33%	43%
They should not take place at all	3%	3%	3%	5%	3%	4%	0%	5%	2%
Don't know	18%	16%	18%	17%	22%	17%	20%	19%	13%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

	Unweighted base	16-24/Male	16-24/Female	25-39/Male	25-39/Female	40-59/Male	40-59/Female	60+/Male	60+/Female
	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	297	323	346
Should be provided support from the government	42%	57%	51%	54%	39%	45%	43%	30%	32%
Should not be provided support from the government	30%	23%	25%	27%	22%	36%	22%	43%	37%
Don't know	28%	20%	25%	18%	39%	19%	36%	27%	31%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	16%	35%	37%	26%	22%	19%	11%	6%	3%
Should not be allowed	71%	47%	43%	60%	52%	71%	81%	89%	90%
Don't know	12%	17%	20%	14%	26%	10%	9%	5%	7%

Having a visible tattoo/body print with a political message

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	21%	42%	46%	32%	28%	24%	17%	6%	5%
Should not be allowed	65%	40%	37%	55%	44%	64%	72%	85%	84%
Don't know	14%	19%	16%	13%	27%	11%	11%	9%	11%

Sitting out the national anthem

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	32%	46%	51%	48%	41%	36%	33%	18%	11%
Should not be allowed	51%	33%	25%	38%	34%	51%	47%	72%	75%
Don't know	17%	20%	24%	14%	24%	13%	20%	11%	14%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	19%	40%	17%	31%	16%	25%	13%	17%	7%
Should not be allowed	67%	48%	66%	57%	61%	65%	73%	73%	82%
Don't know	14%	12%	16%	12%	23%	10%	14%	11%	11%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Kneeling for the national anthem

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	37%	53%	57%	49%	52%	39%	39%	18%	17%
Should not be allowed	39%	28%	17%	32%	14%	46%	31%	64%	55%
Don't know	24%	19%	26%	19%	35%	15%	30%	18%	28%

Chanting a political slogan

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	10%	25%	16%	20%	12%	12%	7%	3%	1%
Should not be allowed	76%	53%	57%	65%	62%	78%	80%	91%	93%
Don't know	14%	22%	27%	15%	26%	10%	13%	6%	6%

Making a symbolic political gesture with their hands

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be allowed	16%	36%	31%	28%	18%	19%	10%	5%	3%
Should not be allowed	70%	42%	45%	56%	54%	72%	75%	89%	92%
Don't know	14%	22%	25%	15%	28%	10%	15%	6%	5%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
The restrictions go too far	14%	25%	13%	18%	14%	22%	12%	8%	10%
The restrictions are about right	43%	44%	50%	46%	44%	34%	50%	33%	46%
The restrictions don't go far enough	26%	15%	14%	20%	13%	36%	19%	50%	29%
Don't know	16%	16%	23%	17%	29%	7%	20%	9%	14%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
Should be allowed to compete under their national flag		15%	23%	18%	22%	14%	23%	10%	7%	9%
Should be allowed to compete, but only as a neutral		36%	42%	43%	37%	37%	24%	44%	30%	35%
Should not be allowed to compete at all		36%	23%	19%	30%	24%	46%	30%	57%	40%
Don't know		14%	12%	20%	11%	25%	8%	16%	7%	16%

Athletes from Belarus

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
Should be allowed to compete under their national flag		15%	23%	17%	23%	16%	24%	10%	7%	10%
Should be allowed to compete, but only as a neutral		37%	42%	44%	38%	37%	25%	45%	31%	37%
Should not be allowed to compete at all		31%	22%	12%	25%	18%	41%	25%	51%	34%
Don't know		18%	13%	27%	14%	29%	10%	20%	10%	19%

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
Should be allowed		38%	54%	43%	50%	35%	48%	29%	34%	25%
Should not be allowed		30%	21%	26%	26%	24%	29%	30%	41%	35%
Don't know		32%	25%	31%	25%	41%	23%	41%	25%	40%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
Athletes should represent the country they were born in and/or where they grew up in		48%	39%	26%	45%	35%	56%	43%	58%	60%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen		41%	48%	61%	44%	43%	34%	44%	35%	33%
Don't know		12%	13%	13%	11%	22%	10%	13%	8%	7%

How big of a problem, if at all, do you think doping is in professional sports?

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
A very big problem		21%	24%	8%	24%	14%	21%	22%	26%	21%
A fairly big problem		44%	38%	44%	43%	38%	44%	45%	45%	51%
Not a very big problem		13%	17%	14%	13%	14%	18%	8%	10%	12%
Not a problem at all		2%	3%	4%	3%	1%	1%	1%	1%	-
Don't know		21%	18%	30%	16%	34%	16%	24%	18%	17%

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

	Unweighted base	2049	140	134	251	288	244	317	359	316
	Base	2049	135	129	286	281	251	297	323	346
It would		10%	20%	13%	19%	9%	9%	9%	7%	4%
It would not		72%	67%	64%	64%	63%	73%	72%	81%	81%
Don't know		18%	14%	23%	17%	28%	19%	19%	12%	15%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Should be banned permanently	47%	29%	26%	40%	36%	52%	50%	59%	62%
Should be suspended for a period of time but not permanently	43%	57%	54%	50%	44%	43%	40%	36%	35%
Should not be banned	2%	3%	6%	2%	3%	1%	1%	2%	0%
Don't know	8%	11%	14%	9%	18%	4%	9%	3%	3%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
Strongly support	5%	17%	7%	11%	6%	6%	3%	1%	1%
Somewhat support	11%	24%	20%	29%	10%	13%	5%	3%	1%
Somewhat oppose	17%	19%	20%	17%	19%	19%	19%	12%	13%
Strongly oppose	51%	22%	30%	28%	37%	49%	57%	72%	76%
Don't know	16%	19%	23%	14%	27%	14%	15%	11%	8%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
It is	82%	86%	84%	84%	83%	82%	84%	77%	82%
It is not	6%	7%	6%	7%	4%	7%	4%	11%	3%
Don't know	12%	7%	10%	9%	13%	11%	13%	12%	15%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	140	134	251	288	244	317	359	316
Base	2049	135	129	286	281	251	297	323	346
There should be legal limits	25%	33%	35%	25%	30%	14%	30%	11%	29%
There should not be legal limits	51%	51%	40%	54%	36%	66%	44%	68%	47%
Don't know	24%	16%	25%	21%	34%	20%	26%	21%	24%

Cell Contents (C)

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in sports?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Very interested	21%	21%	22%	22%	13%	21%	10%
Somewhat interested	32%	34%	31%	32%	32%	28%	39%
Not very interested	22%	22%	22%	22%	20%	25%	18%
Not interested at all	24%	23%	24%	23%	33%	25%	33%
Don't know	1%	0%	1%	1%	2%	-	-

How often, if at all, do you watch sports?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Every day	4%	4%	4%	4%	6%	2%	2%
Several days a week	14%	14%	15%	15%	4%	12%	9%
On one or two days a week	17%	17%	17%	17%	15%	17%	8%
Once or twice a month	16%	17%	15%	16%	10%	17%	25%
A few times a year	14%	16%	12%	14%	20%	13%	23%
Once or twice a year	8%	9%	7%	8%	7%	9%	12%
Less often than this	8%	7%	10%	8%	5%	10%	7%
Never	17%	16%	18%	16%	31%	19%	13%
Don't know	1%	1%	2%	1%	1%	1%	2%

Have you ever watched a sports event live, in person?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
I have	66%	73%	57%	67%	52%	68%	60%
I have not but would like to	10%	7%	13%	10%	7%	6%	10%
I have not and would not like to	23%	19%	28%	21%	42%	25%	29%
Don't know	1%	1%	2%	1%	-	2%	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How often, if at all, do you play any sport?

	Unweighted base	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Every day	1%	1%	1%	1%	-	1%	-
Several days a week	6%	7%	5%	6%	3%	6%	8%
On one or two days a week	10%	10%	10%	10%	7%	11%	5%
Once or twice a month	6%	5%	6%	6%	7%	4%	-
A few times a year	5%	5%	5%	5%	5%	5%	1%
Once or twice a year	1%	1%	2%	1%	2%	1%	1%
Less often than this	6%	7%	5%	6%	2%	5%	5%
Never, but I used to	35%	34%	36%	35%	28%	37%	39%
Never, and never used to	29%	29%	28%	27%	46%	31%	39%
Don't know	1%	1%	2%	1%	-	-	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which of these sports, if any, have you played in the last month?

	Unweighted base	757	444	313	649	33	61	14
	Base	751	414	337	656	29	53	12
Football	28%	28%	25%	33%	29%	17%	25%	29%
Tennis	12%	12%	12%	12%	12%	5%	5%	27%
Cricket	7%	7%	7%	7%	7%	2%	6%	7%
Rugby Union	2%	2%	2%	1%	2%	3%	4%	7%
Rugby League	1%	1%	1%	0%	0%	2%	2%	-
Hockey	3%	3%	3%	3%	3%	2%	-	17%
Netball	2%	2%	2%	3%	3%	-	3%	-
Badminton	12%	12%	12%	11%	12%	5%	7%	12%
Kabaddi	0%	0%	1%	-	0%	-	2%	-
Basketball	6%	6%	4%	8%	5%	11%	5%	14%
Golf	10%	10%	12%	9%	9%	24%	15%	13%
Athletics (track and field)	4%	4%	5%	3%	4%	2%	3%	-
Equestrian sports	2%	2%	2%	1%	2%	2%	3%	-
Rowing	1%	1%	1%	1%	1%	2%	2%	-
Swimming (as a sport)	2%	2%	2%	2%	2%	-	-	-
Swimming (as a recreational activity)	20%	20%	24%	15%	21%	7%	20%	18%
Boxing	2%	2%	2%	3%	2%	4%	2%	-
American football	1%	1%	0%	1%	1%	-	-	-
Motor Sports	1%	1%	1%	2%	1%	2%	-	-
Baseball/Softball	1%	1%	1%	1%	1%	2%	2%	-
Ice hockey	0%	0%	0%	0%	0%	-	-	-
Squash	1%	1%	1%	1%	1%	2%	2%	7%
Table tennis	8%	8%	9%	7%	9%	2%	3%	-
Cycling (as a sport)	2%	2%	2%	2%	3%	-	-	-
Cycling (as a recreational activity)	14%	14%	17%	10%	14%	8%	22%	-
Martial arts	3%	3%	4%	1%	2%	10%	2%	-
Bowls and/or boules	3%	3%	4%	3%	3%	5%	9%	-
Other	13%	13%	13%	14%	13%	19%	15%	19%
Not applicable – I don't play/haven't played any sports recently	20%	20%	19%	20%	19%	28%	17%	16%
Don't know	2%	2%	1%	3%	2%	-	-	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Very interested	20%	22%	17%	21%	19%	14%	7%
Somewhat interested	33%	34%	31%	33%	34%	29%	39%
Not very interested	21%	22%	21%	20%	18%	32%	26%
Not interested at all	25%	22%	30%	25%	28%	25%	28%
Don't know	1%	0%	2%	1%	1%	-	-

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Very interested	10%	11%	9%	10%	9%	10%	5%
Somewhat interested	30%	31%	29%	31%	29%	30%	19%
Not very interested	27%	28%	26%	27%	27%	29%	42%
Not interested at all	32%	30%	34%	31%	33%	32%	34%
Don't know	1%	0%	2%	1%	1%	-	-

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Very important	16%	16%	16%	17%	13%	11%	10%
Somewhat important	37%	37%	36%	38%	29%	30%	30%
Not very important	23%	25%	20%	23%	24%	23%	17%
Not important at all	21%	20%	23%	19%	33%	31%	43%
Don't know	3%	2%	5%	3%	2%	5%	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

	2049	1168	881	1688	115	189	57
Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Very closely	11%	12%	10%	12%	6%	7%	5%
Somewhat closely	29%	31%	27%	31%	22%	24%	26%
Not very closely	31%	32%	31%	30%	35%	38%	41%
Not at all	26%	24%	29%	26%	35%	29%	27%
Don't know	1%	0%	2%	1%	1%	2%	-

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

	2049	1168	881	1688	115	189	57
Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	16%	15%	17%	16%	16%	10%	21%
Should not be included	67%	71%	62%	66%	59%	71%	76%
Don't know	17%	14%	21%	17%	25%	19%	3%

E-sports

	2049	1168	881	1688	115	189	57
Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	12%	10%	14%	12%	14%	11%	11%
Should not be included	61%	65%	55%	61%	54%	61%	64%
Don't know	27%	25%	31%	27%	32%	28%	25%

Motorsports

	2049	1168	881	1688	115	189	57
Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	20%	16%	24%	20%	18%	17%	23%
Should not be included	60%	67%	51%	59%	55%	67%	69%
Don't know	20%	16%	25%	21%	27%	16%	8%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Cricket

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	37%	35%	39%	38%	31%	29%	37%
Should not be included	42%	47%	37%	42%	43%	47%	49%
Don't know	21%	18%	24%	21%	26%	24%	13%

Mixed Martial Arts

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	56%	56%	57%	56%	58%	58%	61%
Should not be included	21%	24%	18%	22%	18%	20%	21%
Don't know	22%	20%	25%	22%	24%	22%	18%

Squash

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	60%	64%	56%	61%	45%	60%	64%
Should not be included	17%	17%	16%	16%	25%	18%	27%
Don't know	23%	19%	28%	23%	30%	22%	9%

Bowling

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	40%	38%	42%	39%	34%	47%	56%
Should not be included	38%	43%	33%	39%	43%	30%	37%
Don't know	22%	20%	25%	22%	23%	23%	7%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Baseball/Softball

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	37%	35%	39%	37%	41%	37%	37%
Should not be included	39%	44%	34%	39%	36%	39%	51%
Don't know	24%	21%	27%	24%	23%	24%	12%

Lacrosse

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	40%	44%	36%	41%	35%	35%	32%
Should not be included	29%	30%	27%	28%	27%	36%	36%
Don't know	31%	27%	36%	31%	38%	29%	32%

Flag football

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	14%	11%	18%	14%	13%	14%	18%
Should not be included	39%	44%	33%	38%	41%	42%	52%
Don't know	47%	45%	49%	48%	46%	44%	30%

American football

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be included	19%	17%	21%	19%	17%	18%	20%
Should not be included	60%	65%	54%	60%	56%	59%	69%
Don't know	22%	18%	25%	21%	26%	23%	11%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How much, if at all, do you think the Olympics games bring people together?

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
I think they bring people together both while they are happening, and afterwards		24%	23%	26%	25%	19%	23%	29%
I think they bring people together while they are happening, but not afterwards		56%	59%	53%	57%	52%	57%	51%
I don't think they bring people together at all		11%	12%	9%	10%	14%	11%	16%
Don't know		9%	6%	11%	8%	15%	9%	4%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
At different times		42%	43%	40%	43%	35%	33%	50%
At the same time as each other		38%	39%	36%	37%	37%	44%	38%
They should not take place at all		3%	3%	3%	3%	5%	2%	2%
Don't know		18%	15%	21%	17%	24%	21%	10%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
Should be provided support from the government		42%	45%	38%	42%	32%	41%	45%
Should not be provided support from the government		30%	31%	30%	30%	26%	33%	37%
Don't know		28%	24%	32%	28%	42%	26%	18%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	16%	17%	15%	16%	17%	20%	21%
Should not be allowed	71%	73%	69%	71%	73%	66%	75%
Don't know	12%	10%	15%	13%	10%	14%	3%

Having a visible tattoo/body print with a political message

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	21%	22%	20%	21%	21%	24%	28%
Should not be allowed	65%	66%	63%	65%	66%	62%	63%
Don't know	14%	11%	17%	14%	14%	14%	9%

Sitting out the national anthem

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	32%	35%	30%	31%	39%	42%	35%
Should not be allowed	51%	51%	51%	52%	50%	41%	52%
Don't know	17%	15%	19%	17%	11%	17%	12%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	19%	21%	17%	18%	24%	24%	26%
Should not be allowed	67%	68%	66%	68%	64%	64%	70%
Don't know	14%	11%	17%	14%	13%	12%	5%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Kneeling for the national anthem

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	37%	40%	34%	36%	43%	46%	45%
Should not be allowed	39%	39%	38%	39%	39%	33%	44%
Don't know	24%	21%	28%	25%	17%	21%	11%

Chanting a political slogan

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	10%	11%	9%	10%	9%	17%	12%
Should not be allowed	76%	78%	73%	76%	79%	72%	78%
Don't know	14%	11%	17%	14%	13%	10%	10%

Making a symbolic political gesture with their hands

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be allowed	16%	18%	14%	16%	11%	22%	17%
Should not be allowed	70%	71%	69%	70%	77%	69%	73%
Don't know	14%	11%	18%	15%	12%	9%	10%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
The restrictions go too far	14%	12%	17%	14%	13%	18%	22%
The restrictions are about right	43%	47%	39%	44%	40%	36%	40%
The restrictions don't go far enough	26%	30%	23%	26%	21%	27%	33%
Don't know	16%	12%	21%	16%	25%	19%	6%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
Should be allowed to compete under their national flag		15%	12%	18%	14%	14%	18%	24%
Should be allowed to compete, but only as a neutral		36%	39%	31%	36%	30%	34%	28%
Should not be allowed to compete at all		36%	38%	33%	36%	35%	34%	41%
Don't know		14%	11%	18%	14%	21%	13%	7%

Athletes from Belarus

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
Should be allowed to compete under their national flag		15%	12%	19%	14%	16%	19%	25%
Should be allowed to compete, but only as a neutral		37%	41%	31%	37%	33%	34%	29%
Should not be allowed to compete at all		31%	33%	28%	31%	31%	31%	33%
Don't know		18%	14%	22%	18%	20%	16%	14%

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	1168	881	1688	115	189	57
	Base	2049	1106	943	1715	109	168	57
Should be allowed		38%	38%	37%	38%	32%	37%	41%
Should not be allowed		30%	31%	29%	29%	35%	32%	39%
Don't know		32%	31%	34%	33%	32%	31%	20%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Athletes should represent the country they were born in and/or where they grew up in	48%	46%	50%	47%	46%	53%	49%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen	41%	45%	35%	41%	39%	40%	42%
Don't know	12%	9%	15%	12%	16%	8%	9%

How big of a problem, if at all, do you think doping is in professional sports?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
A very big problem	21%	22%	20%	20%	24%	20%	30%
A fairly big problem	44%	47%	41%	45%	33%	45%	38%
Not a very big problem	13%	13%	13%	13%	11%	11%	9%
Not a problem at all	2%	1%	2%	1%	5%	1%	-
Don't know	21%	18%	24%	20%	27%	22%	23%

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
It would	10%	10%	10%	10%	13%	13%	9%
It would not	72%	74%	69%	72%	65%	71%	68%
Don't know	18%	15%	21%	18%	22%	16%	22%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Should be banned permanently	47%	50%	45%	48%	44%	43%	41%
Should be suspended for a period of time but not permanently	43%	43%	42%	42%	42%	51%	54%
Should not be banned	2%	2%	2%	2%	4%	1%	2%
Don't know	8%	5%	11%	8%	10%	6%	2%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
Strongly support	5%	6%	5%	5%	5%	6%	4%
Somewhat support	11%	10%	13%	12%	10%	12%	7%
Somewhat oppose	17%	17%	16%	17%	20%	13%	21%
Strongly oppose	51%	55%	47%	51%	47%	55%	52%
Don't know	16%	12%	19%	16%	18%	13%	16%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
It is	82%	85%	79%	83%	76%	85%	77%
It is not	6%	5%	7%	6%	6%	6%	13%
Don't know	12%	9%	15%	12%	18%	9%	9%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	1168	881	1688	115	189	57
Base	2049	1106	943	1715	109	168	57
There should be legal limits	25%	21%	29%	24%	29%	26%	27%
There should not be legal limits	51%	57%	45%	52%	45%	47%	49%
Don't know	24%	22%	26%	23%	26%	27%	24%

Cell Contents (C)

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in sports?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Very interested	21%	20%	20%	22%	34%	20%	13%	21%	10%
Somewhat interested	32%	31%	36%	33%	35%	29%	32%	28%	39%
Not very interested	22%	24%	20%	23%	12%	25%	20%	25%	18%
Not interested at all	24%	25%	22%	21%	17%	24%	33%	25%	33%
Don't know	1%	0%	1%	1%	1%	0%	2%	-	-

How often, if at all, do you watch sports?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Every day	4%	5%	3%	5%	8%	3%	6%	2%	2%
Several days a week	14%	11%	16%	20%	24%	12%	4%	12%	9%
On one or two days a week	17%	19%	19%	14%	18%	16%	15%	17%	8%
Once or twice a month	16%	14%	16%	18%	16%	17%	10%	17%	25%
A few times a year	14%	14%	14%	10%	10%	16%	20%	13%	23%
Once or twice a year	8%	8%	7%	7%	5%	10%	7%	9%	12%
Less often than this	8%	10%	8%	7%	7%	8%	5%	10%	7%
Never	17%	16%	17%	17%	11%	17%	31%	19%	13%
Don't know	1%	2%	1%	1%	1%	0%	1%	1%	2%

Have you ever watched a sports event live, in person?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
I have	66%	66%	68%	64%	67%	68%	52%	68%	60%
I have not but would like to	10%	11%	12%	12%	14%	6%	7%	6%	10%
I have not and would not like to	23%	22%	18%	22%	18%	24%	42%	25%	29%
Don't know	1%	1%	2%	2%	2%	1%	-	2%	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How often, if at all, do you play any sport?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Every day	1%	1%	1%	-	3%	1%	-	1%	-
Several days a week	6%	4%	8%	6%	11%	5%	3%	6%	8%
On one or two days a week	10%	8%	11%	8%	18%	10%	7%	11%	5%
Once or twice a month	6%	6%	3%	7%	7%	7%	7%	4%	-
A few times a year	5%	5%	2%	6%	10%	4%	5%	5%	1%
Once or twice a year	1%	1%	2%	1%	1%	1%	2%	1%	1%
Less often than this	6%	5%	6%	8%	9%	6%	2%	5%	5%
Never, but I used to	35%	38%	37%	36%	21%	38%	28%	37%	39%
Never, and never used to	29%	30%	29%	26%	18%	27%	46%	31%	39%
Don't know	1%	2%	1%	2%	2%	1%	-	-	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which of these sports, if any, have you played in the last month?

	Unweighted base	757	157	115	67	129	181	33	61	14
	Base	751	153	113	69	146	176	29	53	12
Football	28%	30%	22%	28%	49%	16%	17%	25%	29%	
Tennis	12%	12%	12%	8%	19%	10%	5%	5%	27%	
Cricket	7%	8%	7%	4%	8%	7%	2%	6%	7%	
Rugby Union	2%	2%	1%	-	1%	2%	3%	4%	7%	
Rugby League	1%	0%	-	-	1%	0%	2%	2%	-	
Hockey	3%	0%	4%	1%	3%	4%	2%	-	17%	
Netball	2%	3%	1%	-	4%	3%	-	3%	-	
Badminton	12%	8%	15%	17%	13%	12%	5%	7%	12%	
Kabaddi	0%	-	-	-	1%	-	-	2%	-	
Basketball	6%	3%	4%	7%	9%	5%	11%	5%	14%	
Golf	10%	8%	12%	10%	7%	11%	24%	15%	13%	
Athletics (track and field)	4%	4%	7%	7%	5%	1%	2%	3%	-	
Equestrian sports	2%	1%	4%	-	1%	1%	2%	3%	-	
Rowing	1%	1%	-	-	2%	2%	2%	2%	-	
Swimming (as a sport)	2%	3%	1%	-	5%	2%	-	-	-	
Swimming (as a recreational activity)	20%	18%	24%	21%	10%	30%	7%	20%	18%	
Boxing	2%	3%	1%	-	4%	2%	4%	2%	-	
American football	1%	-	1%	-	0%	1%	-	-	-	
Motor Sports	1%	2%	1%	1%	1%	1%	2%	-	-	
Baseball/Softball	1%	1%	1%	-	2%	0%	2%	2%	-	
Ice hockey	0%	1%	-	-	0%	-	-	-	-	
Squash	1%	1%	-	-	1%	1%	2%	2%	7%	
Table tennis	8%	8%	7%	5%	13%	9%	2%	3%	-	
Cycling (as a sport)	2%	3%	2%	-	5%	2%	-	-	-	
Cycling (as a recreational activity)	14%	14%	14%	13%	9%	19%	8%	22%	-	
Martial arts	3%	3%	2%	2%	3%	2%	10%	2%	-	
Bowls and/or boules	3%	5%	2%	1%	3%	3%	5%	9%	-	
Other	13%	11%	12%	8%	9%	20%	19%	15%	19%	
Not applicable – I don't play/haven't played any sports recently	20%	24%	21%	26%	16%	15%	28%	17%	16%	
Don't know	2%	3%	1%	2%	1%	2%	-	-	-	

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Very interested	20%	19%	17%	19%	30%	21%	19%	14%	7%
Somewhat interested	33%	28%	36%	37%	37%	31%	34%	29%	39%
Not very interested	21%	22%	21%	22%	15%	20%	18%	32%	26%
Not interested at all	25%	29%	25%	21%	15%	27%	28%	25%	28%
Don't know	1%	1%	1%	1%	2%	0%	1%	-	-

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Very interested	10%	8%	8%	8%	18%	11%	9%	10%	5%
Somewhat interested	30%	28%	31%	29%	36%	31%	29%	30%	19%
Not very interested	27%	28%	29%	29%	19%	26%	27%	29%	42%
Not interested at all	32%	35%	31%	32%	24%	32%	33%	32%	34%
Don't know	1%	1%	1%	2%	3%	0%	1%	-	-

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Very important	16%	16%	16%	15%	23%	16%	13%	11%	10%
Somewhat important	37%	40%	38%	45%	37%	34%	29%	30%	30%
Not very important	23%	20%	23%	23%	19%	27%	24%	23%	17%
Not important at all	21%	19%	20%	15%	17%	20%	33%	31%	43%
Don't know	3%	4%	4%	2%	4%	3%	2%	5%	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Very closely	11%	11%	8%	13%	17%	13%	6%	7%	5%
Somewhat closely	29%	27%	34%	29%	38%	28%	22%	24%	26%
Not very closely	31%	32%	33%	30%	29%	28%	35%	38%	41%
Not at all	26%	29%	25%	24%	15%	29%	35%	29%	27%
Don't know	1%	1%	1%	3%	2%	1%	1%	2%	-

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	16%	15%	15%	12%	32%	13%	16%	10%	21%
Should not be included	67%	68%	69%	68%	50%	71%	59%	71%	76%
Don't know	17%	17%	16%	21%	18%	16%	25%	19%	3%

E-sports

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	12%	9%	13%	9%	21%	11%	14%	11%	11%
Should not be included	61%	60%	62%	64%	55%	62%	54%	61%	64%
Don't know	27%	31%	25%	27%	23%	27%	32%	28%	25%

Motorsports

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	20%	15%	20%	20%	29%	21%	18%	17%	23%
Should not be included	60%	63%	61%	55%	49%	61%	55%	67%	69%
Don't know	20%	22%	19%	25%	22%	18%	27%	16%	8%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Cricket

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	37%	34%	45%	34%	46%	34%	31%	29%	37%
Should not be included	42%	46%	38%	41%	33%	45%	43%	47%	49%
Don't know	21%	20%	17%	26%	22%	21%	26%	24%	13%

Mixed Martial Arts

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	56%	52%	59%	51%	57%	60%	58%	58%	61%
Should not be included	21%	24%	20%	25%	20%	20%	18%	20%	21%
Don't know	22%	24%	21%	24%	23%	21%	24%	22%	18%

Squash

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	60%	59%	66%	58%	55%	63%	45%	60%	64%
Should not be included	17%	16%	14%	17%	19%	15%	25%	18%	27%
Don't know	23%	25%	20%	25%	26%	22%	30%	22%	9%

Bowling

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	40%	37%	46%	34%	43%	35%	34%	47%	56%
Should not be included	38%	40%	35%	36%	36%	43%	43%	30%	37%
Don't know	22%	23%	19%	30%	22%	22%	23%	23%	7%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Baseball/Softball

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	37%	32%	39%	34%	49%	34%	41%	37%	37%
Should not be included	39%	41%	40%	40%	27%	42%	36%	39%	51%
Don't know	24%	27%	21%	25%	24%	24%	23%	24%	12%

Lacrosse

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	40%	38%	48%	39%	42%	41%	35%	35%	32%
Should not be included	29%	27%	28%	30%	27%	28%	27%	36%	36%
Don't know	31%	35%	24%	30%	31%	31%	38%	29%	32%

Flag football

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	14%	12%	16%	12%	24%	12%	13%	14%	18%
Should not be included	39%	40%	34%	41%	38%	38%	41%	42%	52%
Don't know	47%	48%	50%	47%	39%	50%	46%	44%	30%

American football

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be included	19%	14%	21%	17%	31%	17%	17%	18%	20%
Should not be included	60%	64%	58%	63%	48%	62%	56%	59%	69%
Don't know	22%	22%	21%	20%	21%	22%	26%	23%	11%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

How much, if at all, do you think the Olympics games bring people together?

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
I think they bring people together both while they are happening, and afterwards		24%	21%	20%	25%	38%	24%	19%	23%	29%
I think they bring people together while they are happening, but not afterwards		56%	58%	57%	67%	46%	56%	52%	57%	51%
I don't think they bring people together at all		11%	12%	11%	4%	7%	12%	14%	11%	16%
Don't know		9%	8%	11%	4%	9%	8%	15%	9%	4%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
At different times		42%	40%	40%	49%	42%	46%	35%	33%	50%
At the same time as each other		38%	36%	38%	40%	39%	35%	37%	44%	38%
They should not take place at all		3%	3%	3%	1%	3%	4%	5%	2%	2%
Don't know		18%	21%	19%	10%	16%	16%	24%	21%	10%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
Should be provided support from the government		42%	38%	40%	38%	57%	42%	32%	41%	45%
Should not be provided support from the government		30%	32%	32%	27%	21%	33%	26%	33%	37%
Don't know		28%	30%	28%	34%	22%	25%	42%	26%	18%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	16%	13%	14%	11%	28%	16%	17%	20%	21%
Should not be allowed	71%	75%	72%	77%	58%	72%	73%	66%	75%
Don't know	12%	12%	13%	12%	14%	13%	10%	14%	3%

Having a visible tattoo/body print with a political message

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	21%	19%	17%	16%	32%	21%	21%	24%	28%
Should not be allowed	65%	68%	67%	70%	53%	65%	66%	62%	63%
Don't know	14%	12%	16%	14%	16%	14%	14%	14%	9%

Sitting out the national anthem

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	32%	26%	30%	28%	41%	32%	39%	42%	35%
Should not be allowed	51%	55%	50%	59%	41%	52%	50%	41%	52%
Don't know	17%	18%	21%	13%	18%	15%	11%	17%	12%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	19%	16%	19%	16%	26%	17%	24%	24%	26%
Should not be allowed	67%	70%	65%	71%	61%	70%	64%	64%	70%
Don't know	14%	14%	16%	13%	14%	13%	13%	12%	5%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Kneeling for the national anthem

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	37%	34%	30%	31%	48%	37%	43%	46%	45%
Should not be allowed	39%	40%	41%	41%	30%	40%	39%	33%	44%
Don't know	24%	26%	29%	27%	22%	23%	17%	21%	11%

Chanting a political slogan

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	10%	8%	9%	7%	19%	8%	9%	17%	12%
Should not be allowed	76%	79%	76%	79%	62%	78%	79%	72%	78%
Don't know	14%	12%	15%	14%	19%	14%	13%	10%	10%

Making a symbolic political gesture with their hands

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be allowed	16%	12%	15%	11%	30%	15%	11%	22%	17%
Should not be allowed	70%	75%	71%	76%	51%	70%	77%	69%	73%
Don't know	14%	14%	14%	13%	20%	14%	12%	9%	10%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
The restrictions go too far	14%	14%	12%	12%	16%	13%	13%	18%	22%
The restrictions are about right	43%	41%	43%	49%	46%	45%	40%	36%	40%
The restrictions don't go far enough	26%	27%	28%	24%	19%	29%	21%	27%	33%
Don't know	16%	18%	17%	14%	19%	13%	25%	19%	6%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
Should be allowed to compete under their national flag		15%	14%	12%	13%	19%	14%	14%	18%	24%
Should be allowed to compete, but only as a neutral		36%	34%	39%	39%	40%	34%	30%	34%	28%
Should not be allowed to compete at all		36%	36%	36%	34%	27%	40%	35%	34%	41%
Don't know		14%	16%	13%	14%	14%	12%	21%	13%	7%

Athletes from Belarus

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
Should be allowed to compete under their national flag		15%	14%	13%	12%	19%	14%	16%	19%	25%
Should be allowed to compete, but only as a neutral		37%	35%	38%	41%	39%	37%	33%	34%	29%
Should not be allowed to compete at all		31%	30%	32%	30%	23%	35%	31%	31%	33%
Don't know		18%	21%	18%	17%	19%	15%	20%	16%	14%

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	472	320	183	221	492	115	189	57
	Base	2049	471	326	180	240	498	109	168	57
Should be allowed		38%	34%	33%	36%	50%	39%	32%	37%	41%
Should not be allowed		30%	31%	35%	27%	21%	29%	35%	32%	39%
Don't know		32%	35%	32%	37%	29%	32%	32%	31%	20%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Athletes should represent the country they were born in and/or where they grew up in	48%	53%	47%	53%	33%	47%	46%	53%	49%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen	41%	36%	42%	33%	53%	42%	39%	40%	42%
Don't know	12%	11%	12%	14%	14%	12%	16%	8%	9%

How big of a problem, if at all, do you think doping is in professional sports?

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
A very big problem	21%	18%	21%	16%	25%	22%	24%	20%	30%
A fairly big problem	44%	46%	43%	53%	41%	44%	33%	45%	38%
Not a very big problem	13%	13%	13%	14%	14%	13%	11%	11%	9%
Not a problem at all	2%	1%	1%	1%	3%	1%	5%	1%	-
Don't know	21%	23%	23%	16%	16%	20%	27%	22%	23%

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

	Total	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
It would	10%	9%	10%	6%	16%	9%	13%	13%	9%
It would not	72%	72%	74%	77%	63%	75%	65%	71%	68%
Don't know	18%	19%	17%	16%	21%	17%	22%	16%	22%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Should be banned permanently	47%	48%	48%	53%	39%	51%	44%	43%	41%
Should be suspended for a period of time but not permanently	43%	42%	44%	37%	47%	39%	42%	51%	54%
Should not be banned	2%	2%	1%	3%	3%	2%	4%	1%	2%
Don't know	8%	9%	7%	7%	12%	8%	10%	6%	2%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
Strongly support	5%	5%	7%	4%	8%	4%	5%	6%	4%
Somewhat support	11%	12%	9%	13%	17%	10%	10%	12%	7%
Somewhat oppose	17%	18%	15%	14%	13%	18%	20%	13%	21%
Strongly oppose	51%	53%	52%	51%	41%	53%	47%	55%	52%
Don't know	16%	12%	18%	17%	20%	16%	18%	13%	16%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



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

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
It is	82%	79%	84%	88%	87%	81%	76%	85%	77%
It is not	6%	6%	7%	4%	5%	5%	6%	6%	13%
Don't know	12%	15%	9%	8%	8%	14%	18%	9%	9%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	472	320	183	221	492	115	189	57
Base	2049	471	326	180	240	498	109	168	57
There should be legal limits	25%	24%	20%	25%	33%	22%	29%	26%	27%
There should not be legal limits	51%	51%	55%	53%	44%	55%	45%	47%	49%
Don't know	24%	24%	25%	22%	23%	23%	26%	27%	24%

Cell Contents (C)

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

How interested, if at all, are you in sports?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Very interested	21%	24%	26%	22%	40%	-	48%	19%	13%
Somewhat interested	32%	38%	29%	32%	60%	-	36%	43%	29%
Not very interested	22%	21%	24%	25%	-	48%	11%	26%	25%
Not interested at all	24%	18%	21%	21%	-	52%	4%	13%	33%
Don't know	1%	-	0%	-	-	-	1%	-	0%

How often, if at all, do you watch sports?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Every day	4%	4%	6%	4%	8%	-	11%	5%	2%
Several days a week	14%	17%	14%	16%	26%	0%	32%	12%	8%
On one or two days a week	17%	19%	17%	19%	29%	3%	24%	20%	14%
Once or twice a month	16%	18%	16%	12%	21%	10%	15%	20%	15%
A few times a year	14%	13%	13%	21%	11%	19%	8%	20%	16%
Once or twice a year	8%	6%	11%	8%	2%	15%	3%	11%	9%
Less often than this	8%	7%	8%	8%	2%	16%	2%	7%	11%
Never	17%	16%	14%	11%	1%	36%	4%	5%	24%
Don't know	1%	1%	1%	-	1%	1%	0%	0%	1%

Have you ever watched a sports event live, in person?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
I have	66%	70%	70%	78%	82%	48%	76%	71%	62%
I have not but would like to	10%	6%	10%	4%	12%	7%	15%	12%	7%
I have not and would not like to	23%	24%	19%	17%	6%	43%	7%	16%	30%
Don't know	1%	-	1%	1%	1%	1%	2%	0%	1%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

How often, if at all, do you play any sport?

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298	
Every day	1%	1%	1%	1%	2%	0%	5%	-	-	-
Several days a week	6%	6%	6%	5%	10%	2%	27%	-	-	-
On one or two days a week	10%	10%	11%	14%	16%	3%	44%	-	-	-
Once or twice a month	6%	5%	6%	6%	8%	2%	25%	-	-	-
A few times a year	5%	4%	5%	3%	7%	3%	-	40%	-	-
Once or twice a year	1%	1%	2%	1%	2%	1%	-	12%	-	-
Less often than this	6%	5%	7%	8%	6%	6%	-	49%	-	-
Never, but I used to	35%	41%	31%	36%	38%	32%	-	-	55%	-
Never, and never used to	29%	26%	30%	22%	11%	49%	-	-	45%	-
Don't know	1%	-	1%	2%	1%	1%	-	-	-	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Which of these sports, if any, have you played in the last month?

	Unweighted base	757	87	226	90	566	182	465	268	-
Base	751	116	194	74	565	175	472	255	-	-
Football	28%	25%	32%	12%	34%	10%	37%	14%	-	-
Tennis	12%	10%	14%	12%	14%	7%	16%	5%	-	-
Cricket	7%	10%	5%	6%	8%	4%	8%	5%	-	-
Rugby Union	2%	1%	2%	5%	2%	2%	2%	1%	-	-
Rugby League	1%	-	2%	1%	1%	0%	1%	-	-	-
Hockey	3%	3%	2%	6%	3%	1%	4%	1%	-	-
Netball	2%	1%	3%	2%	3%	1%	3%	1%	-	-
Badminton	12%	10%	17%	7%	13%	9%	14%	7%	-	-
Kabaddi	0%	-	-	-	0%	-	0%	0%	-	-
Basketball	6%	6%	4%	3%	7%	0%	9%	1%	-	-
Golf	10%	20%	10%	12%	13%	4%	15%	4%	-	-
Athletics (track and field)	4%	2%	3%	4%	5%	1%	5%	3%	-	-
Equestrian sports	2%	2%	1%	3%	2%	2%	1%	2%	-	-
Rowing	1%	2%	1%	1%	2%	-	2%	0%	-	-
Swimming (as a sport)	2%	3%	2%	2%	2%	3%	3%	1%	-	-
Swimming (as a recreational activity)	20%	26%	18%	26%	20%	21%	22%	18%	-	-
Boxing	2%	-	3%	2%	3%	2%	3%	2%	-	-
American football	1%	-	-	1%	0%	1%	1%	0%	-	-
Motor Sports	1%	1%	1%	1%	1%	2%	2%	0%	-	-
Baseball/Softball	1%	-	1%	2%	1%	-	1%	0%	-	-
Ice hockey	0%	-	-	1%	0%	-	0%	0%	-	-
Squash	1%	1%	1%	1%	1%	-	1%	1%	-	-
Table tennis	8%	12%	7%	7%	10%	2%	11%	3%	-	-
Cycling (as a sport)	2%	3%	3%	2%	3%	1%	3%	1%	-	-
Cycling (as a recreational activity)	14%	20%	11%	22%	16%	7%	18%	9%	-	-
Martial arts	3%	-	3%	3%	2%	3%	4%	0%	-	-
Bowls and/or boules	3%	3%	3%	2%	4%	2%	4%	3%	-	-
Other	13%	16%	12%	17%	13%	13%	18%	6%	-	-
Not applicable – I don't play/haven't played any sports recently	20%	18%	20%	18%	14%	38%	2%	49%	-	-
Don't know	2%	1%	1%	2%	1%	1%	1%	1%	-	-

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Very interested	20%	24%	25%	30%	34%	3%	36%	21%	14%
Somewhat interested	33%	37%	34%	39%	43%	21%	38%	40%	29%
Not very interested	21%	18%	22%	14%	13%	31%	12%	25%	24%
Not interested at all	25%	20%	19%	17%	9%	44%	13%	14%	33%
Don't know	1%	-	0%	0%	1%	0%	1%	-	0%

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Very interested	10%	15%	12%	13%	17%	2%	20%	9%	7%
Somewhat interested	30%	32%	33%	38%	41%	18%	37%	35%	27%
Not very interested	27%	29%	26%	26%	25%	31%	27%	31%	27%
Not interested at all	32%	23%	29%	22%	16%	50%	15%	23%	39%
Don't know	1%	1%	0%	0%	1%	0%	1%	1%	0%

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Very important	16%	24%	17%	14%	24%	6%	27%	12%	13%
Somewhat important	37%	47%	38%	46%	46%	27%	41%	45%	33%
Not very important	23%	19%	24%	22%	18%	28%	18%	25%	24%
Not important at all	21%	9%	20%	16%	10%	34%	12%	15%	26%
Don't know	3%	1%	2%	2%	1%	5%	2%	3%	3%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

	2049	253	595	208	1120	919	465	268	1292
Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Very closely	11%	12%	13%	19%	20%	1%	21%	14%	7%
Somewhat closely	29%	36%	33%	38%	45%	12%	44%	32%	24%
Not very closely	31%	30%	33%	22%	25%	39%	22%	41%	33%
Not at all	26%	21%	21%	20%	9%	47%	12%	13%	35%
Don't know	1%	1%	0%	1%	1%	1%	1%	0%	1%

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

	2049	253	595	208	1120	919	465	268	1292
Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	16%	11%	21%	15%	18%	13%	25%	19%	12%
Should not be included	67%	73%	65%	74%	73%	60%	66%	67%	68%
Don't know	17%	16%	15%	12%	9%	26%	9%	14%	20%

E-sports

	2049	253	595	208	1120	919	465	268	1292
Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	12%	9%	15%	7%	13%	10%	20%	12%	9%
Should not be included	61%	67%	59%	73%	69%	52%	64%	63%	60%
Don't know	27%	25%	25%	21%	18%	38%	16%	26%	31%

Motorsports

	2049	253	595	208	1120	919	465	268	1292
Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	20%	14%	23%	18%	22%	17%	33%	17%	15%
Should not be included	60%	68%	60%	69%	66%	54%	55%	61%	62%
Don't know	20%	18%	17%	13%	11%	30%	12%	22%	22%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Cricket

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	37%	33%	42%	37%	43%	29%	49%	42%	31%
Should not be included	42%	50%	41%	47%	45%	40%	41%	39%	44%
Don't know	21%	17%	18%	16%	11%	31%	10%	19%	25%

Mixed Martial Arts

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	56%	51%	63%	58%	60%	52%	65%	57%	54%
Should not be included	21%	26%	19%	25%	26%	17%	22%	24%	21%
Don't know	22%	23%	18%	17%	14%	31%	12%	20%	26%

Squash

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	60%	69%	63%	72%	73%	46%	67%	66%	57%
Should not be included	17%	16%	16%	13%	13%	21%	20%	13%	17%
Don't know	23%	16%	21%	15%	14%	34%	13%	21%	27%

Bowling

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	40%	42%	43%	37%	48%	30%	45%	42%	38%
Should not be included	38%	38%	37%	48%	39%	38%	43%	40%	37%
Don't know	22%	21%	21%	15%	13%	32%	13%	18%	26%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Baseball/Softball

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	37%	35%	40%	37%	41%	32%	49%	44%	31%
Should not be included	39%	46%	37%	42%	43%	35%	39%	32%	42%
Don't know	24%	19%	23%	21%	16%	33%	13%	24%	27%

Lacrosse

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	40%	41%	43%	50%	47%	33%	49%	44%	37%
Should not be included	29%	35%	27%	26%	30%	27%	31%	24%	29%
Don't know	31%	25%	29%	24%	23%	40%	20%	32%	34%

Flag football

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	14%	12%	18%	11%	16%	12%	24%	16%	11%
Should not be included	39%	41%	37%	40%	44%	33%	44%	43%	37%
Don't know	47%	47%	45%	49%	40%	54%	32%	41%	52%

American football

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be included	19%	16%	21%	15%	21%	16%	31%	17%	15%
Should not be included	60%	65%	62%	68%	67%	52%	59%	62%	60%
Don't know	22%	19%	18%	17%	12%	32%	10%	21%	25%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

How much, if at all, do you think the Olympics games bring people together?

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
I think they bring people together both while they are happening, and afterwards		24%	25%	28%	31%	33%	15%	40%	25%	19%
I think they bring people together while they are happening, but not afterwards		56%	60%	56%	58%	56%	57%	51%	62%	57%
I don't think they bring people together at all		11%	10%	8%	7%	8%	14%	7%	8%	13%
Don't know		9%	6%	8%	4%	3%	14%	2%	6%	11%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
At different times		42%	45%	42%	44%	48%	36%	44%	46%	41%
At the same time as each other		38%	39%	41%	46%	39%	36%	41%	38%	36%
They should not take place at all		3%	2%	1%	2%	2%	4%	4%	1%	3%
Don't know		18%	14%	16%	8%	11%	25%	11%	14%	20%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
Should be provided support from the government		42%	38%	47%	55%	53%	29%	60%	46%	34%
Should not be provided support from the government		30%	38%	29%	23%	28%	33%	29%	26%	32%
Don't know		28%	24%	24%	22%	19%	38%	11%	28%	33%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	16%	4%	23%	19%	17%	15%	22%	23%	13%
Should not be allowed	71%	89%	65%	72%	75%	68%	69%	66%	73%
Don't know	12%	7%	11%	8%	8%	17%	9%	11%	14%

Having a visible tattoo/body print with a political message

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	21%	4%	27%	26%	22%	20%	27%	32%	17%
Should not be allowed	65%	86%	60%	63%	69%	61%	62%	59%	68%
Don't know	14%	11%	14%	12%	9%	19%	10%	9%	16%

Sitting out the national anthem

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	32%	12%	43%	43%	34%	31%	43%	38%	28%
Should not be allowed	51%	77%	40%	41%	55%	47%	46%	44%	55%
Don't know	17%	11%	17%	16%	12%	22%	11%	18%	18%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	19%	9%	24%	21%	22%	16%	28%	23%	15%
Should not be allowed	67%	79%	64%	69%	69%	66%	64%	64%	70%
Don't know	14%	12%	13%	10%	9%	18%	9%	12%	15%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Kneeling for the national anthem

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	37%	22%	50%	49%	38%	36%	45%	48%	32%
Should not be allowed	39%	57%	26%	30%	45%	32%	39%	32%	40%
Don't know	24%	22%	24%	20%	17%	32%	16%	20%	27%

Chanting a political slogan

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	10%	2%	15%	7%	11%	10%	14%	15%	8%
Should not be allowed	76%	91%	72%	85%	80%	72%	74%	73%	78%
Don't know	14%	7%	14%	8%	9%	18%	12%	12%	14%

Making a symbolic political gesture with their hands

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed	16%	5%	22%	20%	17%	15%	24%	21%	12%
Should not be allowed	70%	88%	65%	69%	73%	67%	65%	64%	73%
Don't know	14%	7%	13%	12%	9%	18%	11%	15%	14%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
The restrictions go too far	14%	10%	10%	6%	16%	13%	19%	16%	12%
The restrictions are about right	43%	47%	49%	53%	46%	40%	48%	48%	40%
The restrictions don't go far enough	26%	36%	27%	31%	28%	25%	23%	19%	29%
Don't know	16%	8%	14%	10%	10%	23%	10%	17%	18%

Sports study - UK

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Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed to compete under their national flag		15%	7%	13%	7%	16%	13%	23%	16%	11%
Should be allowed to compete, but only as a neutral		36%	41%	38%	47%	37%	34%	38%	42%	34%
Should not be allowed to compete at all		36%	44%	38%	37%	38%	33%	32%	31%	39%
Don't know		14%	9%	11%	9%	8%	20%	7%	11%	16%

Athletes from Belarus

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed to compete under their national flag		15%	7%	12%	8%	17%	13%	22%	17%	12%
Should be allowed to compete, but only as a neutral		37%	43%	40%	50%	39%	34%	40%	42%	34%
Should not be allowed to compete at all		31%	38%	33%	29%	33%	28%	27%	24%	34%
Don't know		18%	12%	15%	13%	11%	25%	11%	17%	19%

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	253	595	208	1120	919	465	268	1292
	Base	2049	350	497	178	1100	936	472	255	1298
Should be allowed		38%	37%	37%	37%	45%	30%	52%	38%	33%
Should not be allowed		30%	31%	33%	31%	30%	31%	27%	26%	32%
Don't know		32%	32%	30%	32%	26%	40%	21%	36%	35%

Sports study - UK

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Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Athletes should represent the country they were born in and/or where they grew up in	48%	57%	43%	36%	52%	43%	48%	40%	50%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen	41%	34%	48%	58%	42%	39%	47%	49%	37%
Don't know	12%	9%	10%	6%	6%	17%	5%	11%	13%

How big of a problem, if at all, do you think doping is in professional sports?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
A very big problem	21%	22%	18%	21%	25%	16%	26%	18%	20%
A fairly big problem	44%	47%	47%	49%	50%	38%	46%	50%	42%
Not a very big problem	13%	15%	13%	13%	13%	12%	13%	16%	12%
Not a problem at all	2%	1%	1%	-	1%	2%	3%	1%	1%
Don't know	21%	16%	21%	18%	12%	31%	12%	15%	25%

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
It would	10%	8%	12%	7%	13%	8%	20%	13%	6%
It would not	72%	81%	71%	78%	74%	70%	70%	70%	73%
Don't know	18%	11%	17%	16%	13%	23%	9%	17%	21%

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Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Should be banned permanently	47%	62%	45%	44%	50%	45%	40%	43%	51%
Should be suspended for a period of time but not permanently	43%	35%	48%	49%	44%	41%	52%	48%	38%
Should not be banned	2%	0%	1%	1%	2%	2%	3%	2%	1%
Don't know	8%	3%	6%	5%	4%	12%	5%	6%	9%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
Strongly support	5%	3%	5%	3%	6%	4%	11%	6%	3%
Somewhat support	11%	6%	14%	14%	13%	9%	19%	15%	8%
Somewhat oppose	17%	11%	20%	21%	17%	16%	16%	25%	15%
Strongly oppose	51%	72%	49%	51%	53%	50%	45%	38%	56%
Don't know	16%	9%	12%	11%	10%	21%	9%	16%	17%

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Total	2024 GE election vote			Interest in sports		Play a sport		
	Con	Lab	Lib dem	Interested	Not interested	Monthly	A few times a year or less	Never

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
It is	82%	86%	88%	89%	90%	75%	87%	88%	80%
It is not	6%	5%	4%	5%	5%	8%	8%	4%	6%
Don't know	12%	10%	8%	6%	6%	18%	5%	8%	14%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	253	595	208	1120	919	465	268	1292
Base	2049	350	497	178	1100	936	472	255	1298
There should be legal limits	25%	21%	25%	19%	25%	25%	28%	27%	23%
There should not be legal limits	51%	60%	51%	63%	58%	44%	60%	51%	49%
Don't know	24%	20%	24%	18%	17%	32%	12%	22%	28%

Cell Contents (C)

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

How interested, if at all, are you in sports?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Very interested	21%	35%	7%	41%	8%	26%	17%
Somewhat interested	32%	44%	19%	44%	24%	36%	35%
Not very interested	22%	17%	27%	12%	29%	21%	27%
Not interested at all	24%	4%	46%	2%	39%	17%	21%
Don't know	1%	-	0%	-	0%	0%	0%

How often, if at all, do you watch sports?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Every day	4%	7%	1%	9%	1%	5%	2%
Several days a week	14%	23%	5%	26%	6%	17%	14%
On one or two days a week	17%	23%	10%	25%	11%	19%	18%
Once or twice a month	16%	19%	12%	20%	14%	17%	19%
A few times a year	14%	14%	15%	11%	17%	14%	17%
Once or twice a year	8%	6%	10%	5%	10%	7%	11%
Less often than this	8%	5%	12%	3%	12%	7%	7%
Never	17%	2%	34%	1%	28%	12%	13%
Don't know	1%	1%	1%	1%	1%	1%	-

Have you ever watched a sports event live, in person?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
I have	66%	77%	55%	80%	57%	72%	65%
I have not but would like to	10%	13%	6%	13%	7%	9%	12%
I have not and would not like to	23%	10%	38%	7%	34%	19%	20%
Don't know	1%	1%	1%	1%	1%	0%	3%

Sports study - UK

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

How often, if at all, do you play any sport?

	Unweighted base	Interested	Not interested	Closely	Not closely	Is	Is not
	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Every day	1%	2%	0%	2%	0%	1%	1%
Several days a week	6%	8%	4%	10%	4%	7%	3%
On one or two days a week	10%	14%	6%	16%	6%	11%	14%
Once or twice a month	6%	8%	3%	9%	3%	6%	7%
A few times a year	5%	6%	4%	7%	4%	5%	6%
Once or twice a year	1%	2%	1%	2%	1%	1%	3%
Less often than this	6%	7%	6%	6%	6%	6%	7%
Never, but I used to	35%	36%	33%	36%	34%	38%	35%
Never, and never used to	29%	16%	44%	12%	40%	23%	24%
Don't know	1%	1%	1%	1%	1%	1%	1%

Sports study - UK

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Which of these sports, if any, have you played in the last month?

	Unweighted base	757	524	220	442	303	540	123
	Base	751	515	221	435	302	526	119
Football	28%	32%	20%	35%	18%	30%	28%	
Tennis	12%	14%	9%	14%	9%	13%	9%	
Cricket	7%	8%	4%	9%	4%	7%	10%	
Rugby Union	2%	2%	2%	2%	1%	2%	4%	
Rugby League	1%	1%	0%	1%	-	1%	1%	
Hockey	3%	3%	1%	4%	1%	2%	3%	
Netball	2%	3%	2%	3%	1%	2%	3%	
Badminton	12%	11%	13%	12%	11%	12%	13%	
Kabaddi	0%	0%	0%	0%	0%	0%	1%	
Basketball	6%	7%	2%	7%	4%	5%	4%	
Golf	10%	12%	7%	12%	9%	11%	8%	
Athletics (track and field)	4%	5%	1%	5%	3%	5%	4%	
Equestrian sports	2%	2%	1%	2%	2%	2%	3%	
Rowing	1%	2%	0%	2%	0%	1%	-	
Swimming (as a sport)	2%	3%	1%	3%	1%	2%	3%	
Swimming (as a recreational activity)	20%	20%	23%	21%	20%	22%	13%	
Boxing	2%	3%	2%	2%	3%	2%	3%	
American football	1%	0%	1%	1%	0%	0%	1%	
Motor Sports	1%	1%	2%	1%	2%	1%	3%	
Baseball/Softball	1%	1%	-	1%	0%	1%	1%	
Ice hockey	0%	0%	-	0%	-	0%	-	
Squash	1%	1%	1%	1%	1%	1%	2%	
Table tennis	8%	9%	7%	9%	6%	8%	8%	
Cycling (as a sport)	2%	2%	2%	3%	2%	3%	3%	
Cycling (as a recreational activity)	14%	16%	10%	17%	10%	16%	8%	
Martial arts	3%	3%	2%	3%	2%	2%	2%	
Bowls and/or boules	3%	4%	3%	4%	3%	4%	2%	
Other	13%	12%	17%	12%	16%	14%	13%	
Not applicable – I don't play/haven't played any sports recently	20%	17%	26%	15%	27%	19%	19%	
Don't know	2%	1%	0%	1%	1%	0%	2%	

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

How interested, if at all, are you in the Summer Olympic Games?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Very interested	20%	38%	-	47%	1%	24%	17%
Somewhat interested	33%	62%	-	50%	21%	35%	34%
Not very interested	21%	-	46%	2%	35%	21%	24%
Not interested at all	25%	-	54%	0%	43%	20%	23%
Don't know	1%	-	-	0%	0%	0%	2%

How interested, if at all, are you in the Winter Olympic Games?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Very interested	10%	19%	0%	23%	1%	12%	7%
Somewhat interested	30%	52%	6%	52%	15%	33%	32%
Not very interested	27%	23%	33%	20%	33%	27%	30%
Not interested at all	32%	6%	61%	5%	50%	27%	29%
Don't know	1%	0%	0%	0%	0%	0%	1%

How important, if at all, is it for you that the UK does well in the Olympic Games?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Very important	16%	26%	4%	33%	4%	19%	11%
Somewhat important	37%	50%	23%	51%	27%	40%	36%
Not very important	23%	17%	29%	12%	31%	22%	30%
Not important at all	21%	6%	39%	4%	34%	17%	21%
Don't know	3%	1%	5%	1%	4%	2%	2%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

How closely, if at all, will you be watching the 2024 Summer Olympic Games in Paris?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Very closely	11%	21%	0%	28%	-	13%	10%
Somewhat closely	29%	54%	2%	72%	-	34%	25%
Not very closely	31%	23%	41%	-	54%	30%	38%
Not at all	26%	1%	56%	-	46%	21%	24%
Don't know	1%	1%	1%	-	-	1%	1%

Do you think each of the following should or should not be listed as Olympic Sports?

Chess

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	16%	19%	13%	21%	13%	17%	17%
Should not be included	67%	72%	61%	72%	64%	71%	68%
Don't know	17%	9%	26%	7%	24%	12%	15%

E-sports

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	12%	14%	9%	16%	9%	12%	15%
Should not be included	61%	67%	55%	66%	58%	66%	60%
Don't know	27%	19%	36%	18%	33%	22%	26%

Motorsports

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	20%	23%	16%	26%	15%	21%	20%
Should not be included	60%	66%	54%	65%	58%	65%	62%
Don't know	20%	11%	30%	9%	27%	15%	18%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Cricket

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	37%	45%	28%	47%	30%	39%	36%
Should not be included	42%	43%	42%	43%	43%	45%	51%
Don't know	21%	12%	31%	10%	28%	16%	13%

Mixed Martial Arts

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	56%	64%	49%	63%	53%	60%	60%
Should not be included	21%	23%	19%	26%	18%	23%	22%
Don't know	22%	13%	32%	11%	29%	17%	17%

Squash

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	60%	74%	45%	77%	49%	65%	58%
Should not be included	17%	14%	20%	13%	19%	18%	21%
Don't know	23%	12%	35%	10%	32%	17%	21%

Bowling

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	40%	49%	29%	51%	32%	43%	37%
Should not be included	38%	39%	38%	39%	38%	40%	45%
Don't know	22%	12%	33%	11%	29%	16%	18%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Baseball/Softball

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	37%	45%	28%	46%	30%	39%	34%
Should not be included	39%	40%	39%	40%	39%	41%	48%
Don't know	24%	15%	33%	14%	30%	19%	18%

Lacrosse

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	40%	48%	31%	49%	35%	43%	45%
Should not be included	29%	29%	29%	29%	28%	31%	33%
Don't know	31%	23%	40%	22%	37%	26%	22%

Flag football

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	14%	17%	12%	17%	13%	15%	17%
Should not be included	39%	43%	34%	44%	36%	44%	43%
Don't know	47%	40%	54%	39%	52%	42%	40%

American football

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be included	19%	22%	15%	22%	17%	19%	19%
Should not be included	60%	67%	52%	68%	55%	65%	66%
Don't know	22%	11%	33%	10%	29%	17%	14%

Sports study - UK

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

How much, if at all, do you think the Olympics games bring people together?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
I think they bring people together both while they are happening, and afterwards	24%	37%	11%	42%	12%	26%	25%
I think they bring people together while they are happening, but not afterwards	56%	58%	55%	54%	59%	60%	60%
I don't think they bring people together at all	11%	3%	19%	3%	16%	10%	10%
Don't know	9%	2%	15%	1%	13%	3%	5%

Do you think the Olympic and Paralympic Games should take place at different times, or at the same time as each other?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
At different times	42%	50%	33%	52%	35%	46%	42%
At the same time as each other	38%	42%	34%	42%	35%	40%	41%
They should not take place at all	3%	1%	5%	0%	5%	2%	4%
Don't know	18%	8%	28%	7%	24%	12%	13%

Do you think sports that do not have high viewership/attendance should or should not be provided support from the government?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be provided support from the government	42%	54%	28%	59%	30%	47%	39%
Should not be provided support from the government	30%	26%	35%	23%	35%	31%	33%
Don't know	28%	20%	36%	18%	34%	22%	28%

Sports study - UK

Fieldwork Dates: 25th - 31st July 2024



Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Do you think athletes should or should not be allowed to do each of the following actions while competing at sports events?

Wearing visible clothing or accessories with a political message

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	16%	18%	14%	18%	15%	16%	24%
Should not be allowed	71%	74%	69%	75%	69%	77%	64%
Don't know	12%	8%	17%	7%	15%	7%	12%

Having a visible tattoo/body print with a political message

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	21%	24%	18%	25%	19%	20%	34%
Should not be allowed	65%	67%	64%	65%	65%	72%	55%
Don't know	14%	9%	18%	10%	16%	9%	11%

Sitting out the national anthem

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	32%	35%	30%	35%	31%	32%	37%
Should not be allowed	51%	53%	48%	54%	49%	57%	50%
Don't know	17%	11%	22%	11%	20%	12%	13%

Refusing to shake hands with an athlete from another country

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	19%	21%	17%	21%	18%	20%	22%
Should not be allowed	67%	69%	65%	70%	66%	72%	67%
Don't know	14%	10%	17%	9%	16%	8%	11%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Kneeling for the national anthem

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	37%	41%	33%	41%	35%	38%	41%
Should not be allowed	39%	40%	37%	41%	37%	43%	40%
Don't know	24%	19%	30%	18%	28%	19%	19%

Chanting a political slogan

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	10%	10%	10%	10%	10%	10%	17%
Should not be allowed	76%	80%	72%	81%	73%	83%	69%
Don't know	14%	9%	18%	9%	16%	7%	15%

Making a symbolic political gesture with their hands

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be allowed	16%	18%	14%	18%	15%	15%	24%
Should not be allowed	70%	72%	69%	71%	70%	77%	62%
Don't know	14%	10%	17%	11%	16%	8%	14%

Russian and Belarusian athletes are currently prohibited from competing in international sporting events under their national flag, and are instead treated as Individual Neutral Athletes. This means that they will wear a neutral kit, will not use their nation's flags, and will use an anthem without lyrics in medal ceremonies. Do you think these restrictions go too far, not far enough, or are they about right?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
The restrictions go too far	14%	12%	17%	13%	15%	15%	14%
The restrictions are about right	43%	51%	34%	50%	38%	45%	47%
The restrictions don't go far enough	26%	27%	26%	28%	26%	30%	24%
Don't know	16%	10%	23%	8%	21%	10%	15%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Athletes from Russia and Belarus were banned from competing for their countries at the Olympics following Russia's invasion of Ukraine in February 2022. However, athletes from Russia and Belarus who qualify for the Games can compete as neutrals. Which of the following comes closest to your view?

Athletes from Russia

	Unweighted base	2049	1103	930	859	1164	1366	275
	Base	2049	1072	957	833	1188	1329	290
Should be allowed to compete under their national flag		15%	13%	16%	14%	15%	16%	15%
Should be allowed to compete, but only as a neutral		36%	40%	31%	40%	33%	37%	40%
Should not be allowed to compete at all		36%	38%	34%	39%	35%	39%	32%
Don't know		14%	8%	19%	7%	17%	8%	13%

Athletes from Belarus

	Unweighted base	2049	1103	930	859	1164	1366	275
	Base	2049	1072	957	833	1188	1329	290
Should be allowed to compete under their national flag		15%	13%	17%	14%	16%	16%	16%
Should be allowed to compete, but only as a neutral		37%	43%	30%	43%	33%	40%	38%
Should not be allowed to compete at all		31%	32%	30%	32%	30%	34%	29%
Don't know		18%	12%	23%	11%	21%	11%	16%

Do you think that countries which are not considered free/democratic should or should not be allowed to take part in the Olympic Games?

	Unweighted base	2049	1103	930	859	1164	1366	275
	Base	2049	1072	957	833	1188	1329	290
Should be allowed		38%	44%	30%	46%	32%	41%	40%
Should not be allowed		30%	29%	31%	29%	31%	33%	32%
Don't know		32%	26%	38%	25%	36%	26%	28%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Which comes closer to your view about which nation's athletes should be allowed to represent in international competitions?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Athletes should represent the country they were born in and/or where they grew up in	48%	47%	49%	47%	49%	53%	41%
Athletes should be free to represent whichever country they want as long as they have citizenship, regardless of whether they were born/grew up there or just became a citizen	41%	46%	34%	47%	37%	40%	48%
Don't know	12%	6%	17%	6%	15%	6%	10%

How big of a problem, if at all, do you think doping is in professional sports?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
A very big problem	21%	22%	19%	26%	18%	32%	-
A fairly big problem	44%	51%	38%	50%	40%	68%	-
Not a very big problem	13%	13%	12%	12%	13%	-	89%
Not a problem at all	2%	1%	2%	1%	2%	-	11%
Don't know	21%	13%	29%	12%	27%	-	-

Do you think legalizing certain performance-enhancing drugs under medical supervision would or would not create a fairer playing field in sports?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
It would	10%	12%	8%	13%	8%	12%	11%
It would not	72%	73%	71%	73%	72%	78%	74%
Don't know	18%	15%	21%	14%	20%	10%	15%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Do you think that athletes who have been found guilty of doping should or should not be banned from taking part in professional sports competitions?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Should be banned permanently	47%	49%	47%	50%	46%	55%	34%
Should be suspended for a period of time but not permanently	43%	45%	40%	44%	42%	42%	56%
Should not be banned	2%	2%	2%	2%	2%	2%	4%
Don't know	8%	4%	11%	4%	10%	2%	6%

The Enhanced Games is an international sports event planned for 2025, where athletes will not be subject to drug testing and are allowed to take performance-enhancing drugs. Do you support or oppose the concept of the Enhanced Games, where athletes are allowed to use performance-enhancing drugs?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
Strongly support	5%	6%	4%	8%	4%	5%	8%
Somewhat support	11%	14%	9%	13%	10%	12%	16%
Somewhat oppose	17%	18%	15%	18%	16%	16%	23%
Strongly oppose	51%	52%	51%	51%	52%	57%	41%
Don't know	16%	10%	21%	10%	19%	9%	13%

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Total	Interest in Olympic Games		Watching the 2024 Olympics		Doping a big problem	
	Interested	Not interested	Closely	Not closely	Is	Is not

Do you think being a professional athlete is or is not a respectable career?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
It is	82%	92%	73%	92%	76%	86%	81%
It is not	6%	3%	9%	3%	8%	6%	8%
Don't know	12%	5%	19%	5%	16%	8%	11%

Do you think there should or should not be legal limits on the amount of physical training professional sportspeople do daily?

Unweighted base	2049	1103	930	859	1164	1366	275
Base	2049	1072	957	833	1188	1329	290
There should be legal limits	25%	27%	23%	25%	24%	28%	21%
There should not be legal limits	51%	56%	47%	59%	47%	55%	62%
Don't know	24%	18%	30%	16%	29%	17%	17%

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