

## YouGov Survey Results

Sample Size: 1721 GB Adults  
Fieldwork: 10th - 11th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
<b>Weighted Sample</b>	<b>1721</b>	X	X	X	X	531	424	331	836	885	203	439	589	491	981	740	220	559	368	423	150	
Unweighted Sample	1721	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interesting or boring do you think the following sports are to watch on television?

### Football

Very interesting	29	29	39	20	22	28	41	18	43	15	26	35	29	24	29	29	30	26	23	35	30
Fairly interesting	21	17	23	24	19	18	24	23	20	23	21	21	23	19	22	21	20	19	22	22	28
<b>TOTAL INTERESTING</b>	<b>50</b>	<b>46</b>	<b>62</b>	<b>44</b>	<b>41</b>	<b>46</b>	<b>65</b>	<b>41</b>	<b>63</b>	<b>38</b>	<b>47</b>	<b>56</b>	<b>52</b>	<b>43</b>	<b>51</b>	<b>50</b>	<b>50</b>	<b>45</b>	<b>45</b>	<b>57</b>	<b>58</b>
Fairly boring	17	20	12	20	17	19	13	20	12	22	23	16	15	19	18	17	21	17	19	17	13
Very boring	30	31	24	34	41	34	21	37	23	38	25	26	31	36	30	31	28	37	32	24	27
<b>TOTAL BORING</b>	<b>47</b>	<b>51</b>	<b>36</b>	<b>54</b>	<b>58</b>	<b>53</b>	<b>34</b>	<b>57</b>	<b>35</b>	<b>60</b>	<b>48</b>	<b>42</b>	<b>46</b>	<b>55</b>	<b>48</b>	<b>48</b>	<b>49</b>	<b>54</b>	<b>51</b>	<b>41</b>	<b>40</b>
Don't know	2	3	2	2	0	1	2	2	1	3	5	2	2	1	2	2	1	1	4	2	2

### Rugby Union

Very interesting	15	17	19	13	15	16	19	14	19	10	14	14	13	17	15	14	11	15	22	12	8
Fairly interesting	29	32	32	25	29	31	34	24	35	24	18	33	28	32	30	28	26	27	29	30	43
<b>TOTAL INTERESTING</b>	<b>44</b>	<b>49</b>	<b>51</b>	<b>38</b>	<b>44</b>	<b>47</b>	<b>53</b>	<b>38</b>	<b>54</b>	<b>34</b>	<b>32</b>	<b>47</b>	<b>41</b>	<b>49</b>	<b>45</b>	<b>42</b>	<b>37</b>	<b>42</b>	<b>51</b>	<b>42</b>	<b>51</b>
Fairly boring	20	19	19	24	18	20	18	23	18	22	26	20	20	18	21	19	25	20	17	19	25
Very boring	32	27	27	36	37	29	28	36	26	39	35	31	35	30	31	34	34	36	27	36	20
<b>TOTAL BORING</b>	<b>52</b>	<b>46</b>	<b>46</b>	<b>60</b>	<b>55</b>	<b>49</b>	<b>46</b>	<b>59</b>	<b>44</b>	<b>61</b>	<b>61</b>	<b>51</b>	<b>55</b>	<b>48</b>	<b>52</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>44</b>	<b>55</b>	<b>45</b>
Don't know	4	5	2	2	1	4	2	2	2	5	8	2	3	3	3	4	4	3	5	3	5

### Tennis

Very interesting	21	22	25	29	18	23	26	19	17	25	20	17	18	30	23	19	27	22	19	21	20
Fairly interesting	38	43	40	30	34	39	42	37	41	36	38	44	40	32	40	37	37	39	34	37	54
<b>TOTAL INTERESTING</b>	<b>59</b>	<b>65</b>	<b>65</b>	<b>59</b>	<b>52</b>	<b>62</b>	<b>68</b>	<b>56</b>	<b>58</b>	<b>61</b>	<b>58</b>	<b>61</b>	<b>58</b>	<b>62</b>	<b>63</b>	<b>56</b>	<b>64</b>	<b>61</b>	<b>53</b>	<b>58</b>	<b>74</b>
Fairly boring	18	17	19	21	15	17	18	23	21	16	15	19	18	20	18	19	17	18	23	18	9
Very boring	19	15	13	19	33	20	13	19	18	20	20	18	21	17	17	22	16	20	19	22	11
<b>TOTAL BORING</b>	<b>37</b>	<b>32</b>	<b>32</b>	<b>40</b>	<b>48</b>	<b>37</b>	<b>31</b>	<b>42</b>	<b>39</b>	<b>36</b>	<b>35</b>	<b>37</b>	<b>39</b>	<b>37</b>	<b>35</b>	<b>41</b>	<b>33</b>	<b>38</b>	<b>42</b>	<b>40</b>	<b>20</b>
Don't know	3	3	3	2	0	1	2	2	2	3	8	2	3	1	2	4	3	1	4	2	5

Fieldwork: 10th - 11th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1721</b>	X	X	X	X	531	424	331	836	885	203	439	589	491	981	740	220	559	368	423	150	
<b>Unweighted Sample</b>	<b>1721</b>	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Cricket</b>																						
Very interesting	12	18	14	11	12	17	16	11	19	6	3	13	12	16	13	12	13	13	13	13	6	
Fairly interesting	20	17	25	17	30	19	24	15	26	14	22	19	19	21	19	21	17	18	22	23	15	
<b>TOTAL INTERESTING</b>	<b>32</b>	<b>35</b>	<b>39</b>	<b>28</b>	<b>42</b>	<b>36</b>	<b>40</b>	<b>26</b>	<b>45</b>	<b>20</b>	<b>25</b>	<b>32</b>	<b>31</b>	<b>37</b>	<b>32</b>	<b>33</b>	<b>30</b>	<b>31</b>	<b>35</b>	<b>36</b>	<b>21</b>	
Fairly boring	21	23	22	23	14	23	22	23	21	20	22	20	19	22	21	20	19	21	20	20	25	
Very boring	44	39	38	49	44	40	36	50	32	56	44	46	47	39	45	43	45	47	39	42	50	
<b>TOTAL BORING</b>	<b>65</b>	<b>62</b>	<b>60</b>	<b>72</b>	<b>58</b>	<b>63</b>	<b>58</b>	<b>73</b>	<b>53</b>	<b>76</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>61</b>	<b>66</b>	<b>63</b>	<b>64</b>	<b>68</b>	<b>59</b>	<b>62</b>	<b>75</b>	
Don't know	3	3	2	1	0	2	2	1	3	4	9	2	2	2	2	5	6	1	6	2	5	
<b>Athletics</b>																						
Very interesting	15	13	20	19	13	14	20	14	12	18	9	17	12	19	15	15	16	14	14	18	9	
Fairly interesting	43	43	44	43	33	39	47	45	46	41	45	41	46	40	44	42	41	43	43	41	50	
<b>TOTAL INTERESTING</b>	<b>58</b>	<b>56</b>	<b>64</b>	<b>62</b>	<b>46</b>	<b>53</b>	<b>67</b>	<b>59</b>	<b>58</b>	<b>59</b>	<b>54</b>	<b>58</b>	<b>58</b>	<b>59</b>	<b>59</b>	<b>57</b>	<b>57</b>	<b>57</b>	<b>57</b>	<b>59</b>	<b>59</b>	
Fairly boring	19	25	18	17	20	24	16	19	21	17	23	19	17	18	19	18	21	18	16	18	22	
Very boring	20	16	15	19	34	20	14	19	19	22	15	20	22	20	20	21	16	23	22	20	14	
<b>TOTAL BORING</b>	<b>39</b>	<b>41</b>	<b>33</b>	<b>36</b>	<b>54</b>	<b>44</b>	<b>30</b>	<b>38</b>	<b>40</b>	<b>39</b>	<b>38</b>	<b>39</b>	<b>39</b>	<b>38</b>	<b>39</b>	<b>39</b>	<b>37</b>	<b>41</b>	<b>38</b>	<b>38</b>	<b>36</b>	
Don't know	3	3	3	2	0	3	2	2	3	3	8	3	3	2	2	4	5	2	4	3	5	
<b>Snooker</b>																						
Very interesting	7	6	11	2	6	5	9	3	8	5	3	8	6	8	6	8	5	6	7	9	4	
Fairly interesting	26	26	31	27	21	25	32	26	29	23	15	23	26	33	26	26	26	24	31	21	35	
<b>TOTAL INTERESTING</b>	<b>33</b>	<b>32</b>	<b>42</b>	<b>29</b>	<b>27</b>	<b>30</b>	<b>41</b>	<b>29</b>	<b>37</b>	<b>28</b>	<b>18</b>	<b>31</b>	<b>32</b>	<b>41</b>	<b>32</b>	<b>34</b>	<b>31</b>	<b>30</b>	<b>38</b>	<b>30</b>	<b>39</b>	
Fairly boring	25	30	22	34	21	28	25	29	29	21	26	27	23	26	26	24	24	23	19	33	27	
Very boring	39	35	34	36	53	40	32	40	30	47	46	40	42	31	40	37	40	45	38	35	29	
<b>TOTAL BORING</b>	<b>64</b>	<b>65</b>	<b>56</b>	<b>70</b>	<b>74</b>	<b>68</b>	<b>57</b>	<b>69</b>	<b>59</b>	<b>68</b>	<b>72</b>	<b>67</b>	<b>65</b>	<b>57</b>	<b>66</b>	<b>61</b>	<b>64</b>	<b>68</b>	<b>57</b>	<b>68</b>	<b>56</b>	
Don't know	3	4	2	1	0	3	2	1	3	4	9	2	3	2	2	5	6	2	4	2	5	
<b>Motor Racing</b>																						
Very interesting	16	20	16	17	14	20	16	13	20	12	9	20	15	15	16	15	17	18	14	15	10	
Fairly interesting	25	26	26	25	23	26	25	26	30	20	22	23	28	23	24	25	23	26	26	20	31	
<b>TOTAL INTERESTING</b>	<b>41</b>	<b>46</b>	<b>42</b>	<b>42</b>	<b>37</b>	<b>46</b>	<b>41</b>	<b>39</b>	<b>50</b>	<b>32</b>	<b>31</b>	<b>43</b>	<b>43</b>	<b>38</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>44</b>	<b>40</b>	<b>35</b>	<b>41</b>	
Fairly boring	20	20	19	23	21	19	22	23	19	22	26	21	20	18	21	20	18	16	22	25	24	
Very boring	37	32	37	34	42	35	34	37	29	45	36	34	35	43	37	37	40	39	35	38	30	
<b>TOTAL BORING</b>	<b>57</b>	<b>52</b>	<b>56</b>	<b>57</b>	<b>63</b>	<b>54</b>	<b>56</b>	<b>60</b>	<b>48</b>	<b>67</b>	<b>62</b>	<b>55</b>	<b>55</b>	<b>61</b>	<b>58</b>	<b>57</b>	<b>58</b>	<b>55</b>	<b>57</b>	<b>63</b>	<b>54</b>	
Don't know	2	2	2	2	0	1	2	1	2	3	7	2	2	1	2	3	2	1	4	2	5	

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<b>Weighted Sample</b>	<b>1721</b>	X	X	X	X	531	424	331	836	885	203	439	589	491	981	740	220	559	368	423	150
<b>Unweighted Sample</b>	<b>1721</b>	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rugby League</b>																					
Very interesting	9	8	12	12	10	8	12	7	10	7	6	12	7	8	9	5	6	6	18	4	
Fairly interesting	24	23	27	20	23	23	30	20	28	20	21	23	24	26	25	22	19	23	23	25	32
<b>TOTAL INTERESTING</b>	<b>33</b>	<b>31</b>	<b>39</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>42</b>	<b>27</b>	<b>38</b>	<b>27</b>	<b>27</b>	<b>35</b>	<b>31</b>	<b>34</b>	<b>33</b>	<b>31</b>	<b>24</b>	<b>29</b>	<b>29</b>	<b>43</b>	<b>36</b>
Fairly boring	25	30	25	28	21	27	25	27	27	23	25	25	25	24	26	23	31	22	31	20	26
Very boring	38	33	32	36	43	37	31	42	32	44	38	37	40	37	37	40	40	44	35	35	33
<b>TOTAL BORING</b>	<b>63</b>	<b>63</b>	<b>57</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>56</b>	<b>69</b>	<b>59</b>	<b>67</b>	<b>63</b>	<b>62</b>	<b>65</b>	<b>61</b>	<b>63</b>	<b>63</b>	<b>71</b>	<b>66</b>	<b>66</b>	<b>55</b>	<b>59</b>
Don't know	5	5	4	3	3	5	3	4	3	6	10	4	4	4	4	5	5	6	3	5	
<b>Boxing</b>																					
Very interesting	8	8	11	6	9	7	12	6	12	4	5	13	6	7	8	9	7	7	10	10	6
Fairly interesting	23	22	26	22	23	21	29	17	32	14	29	27	23	16	21	25	25	20	21	25	25
<b>TOTAL INTERESTING</b>	<b>31</b>	<b>30</b>	<b>37</b>	<b>28</b>	<b>32</b>	<b>28</b>	<b>41</b>	<b>23</b>	<b>44</b>	<b>18</b>	<b>34</b>	<b>40</b>	<b>29</b>	<b>23</b>	<b>29</b>	<b>34</b>	<b>32</b>	<b>27</b>	<b>31</b>	<b>35</b>	<b>31</b>
Fairly boring	22	25	21	27	16	24	23	26	23	22	24	22	24	21	23	21	21	23	22	22	28
Very boring	43	41	37	43	52	45	33	49	30	54	34	35	43	53	45	39	44	47	41	40	36
<b>TOTAL BORING</b>	<b>65</b>	<b>66</b>	<b>58</b>	<b>70</b>	<b>68</b>	<b>69</b>	<b>56</b>	<b>75</b>	<b>53</b>	<b>76</b>	<b>58</b>	<b>57</b>	<b>67</b>	<b>74</b>	<b>68</b>	<b>60</b>	<b>65</b>	<b>70</b>	<b>63</b>	<b>62</b>	<b>64</b>
Don't know	4	4	4	2	1	3	3	3	3	5	8	3	4	4	3	5	3	3	6	3	5
<b>Golf</b>																					
Very interesting	6	8	8	4	4	7	8	5	9	3	4	6	6	6	7	4	8	5	4	7	10
Fairly interesting	17	22	19	11	15	20	16	14	24	10	13	14	18	20	16	18	11	18	17	19	14
<b>TOTAL INTERESTING</b>	<b>23</b>	<b>30</b>	<b>27</b>	<b>15</b>	<b>19</b>	<b>27</b>	<b>24</b>	<b>19</b>	<b>33</b>	<b>13</b>	<b>17</b>	<b>20</b>	<b>24</b>	<b>26</b>	<b>23</b>	<b>22</b>	<b>19</b>	<b>23</b>	<b>21</b>	<b>26</b>	<b>24</b>
Fairly boring	21	22	18	32	18	21	22	25	23	18	25	20	19	21	20	22	21	18	22	22	22
Very boring	53	44	52	51	62	49	51	55	41	65	51	56	54	51	54	52	56	56	53	50	49
<b>TOTAL BORING</b>	<b>74</b>	<b>66</b>	<b>70</b>	<b>83</b>	<b>80</b>	<b>70</b>	<b>73</b>	<b>80</b>	<b>64</b>	<b>83</b>	<b>76</b>	<b>76</b>	<b>73</b>	<b>72</b>	<b>74</b>	<b>74</b>	<b>77</b>	<b>74</b>	<b>75</b>	<b>72</b>	<b>71</b>
Don't know	3	4	3	2	1	3	2	1	3	4	7	3	3	2	2	4	3	2	5	3	5

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Unweighted Sample	1721	424	519	90	220	551	430	317	834	887	149	403	681	488	1138	583	272	594	312	421	122
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Darts</b>																					
Very interesting	5	4	7	3	8	3	5	5	8	3	3	8	6	3	5	6	5	3	4	9	5
Fairly interesting	21	20	27	19	14	21	28	16	26	17	16	21	24	20	20	23	17	19	25	24	20
<b>TOTAL INTERESTING</b>	<b>26</b>	<b>24</b>	<b>34</b>	<b>22</b>	<b>22</b>	<b>24</b>	<b>33</b>	<b>21</b>	<b>34</b>	<b>20</b>	<b>19</b>	<b>29</b>	<b>30</b>	<b>23</b>	<b>25</b>	<b>29</b>	<b>22</b>	<b>22</b>	<b>29</b>	<b>33</b>	<b>25</b>
Fairly boring	20	25	18	24	21	23	22	25	22	19	19	23	19	20	20	21	21	20	20	21	22
Very boring	50	47	45	53	56	51	42	52	42	57	56	44	48	54	53	45	55	55	46	43	49
<b>TOTAL BORING</b>	<b>70</b>	<b>72</b>	<b>63</b>	<b>77</b>	<b>77</b>	<b>74</b>	<b>64</b>	<b>77</b>	<b>64</b>	<b>76</b>	<b>75</b>	<b>67</b>	<b>67</b>	<b>74</b>	<b>73</b>	<b>66</b>	<b>76</b>	<b>75</b>	<b>66</b>	<b>64</b>	<b>71</b>
Don't know	3	3	3	2	1	3	3	1	3	4	7	3	3	3	2	5	2	3	5	3	5
<b>Swimming</b>																					
Very interesting	6	8	7	2	5	6	8	4	5	7	3	7	5	7	5	7	8	5	5	9	2
Fairly interesting	30	28	32	39	24	28	32	30	23	36	29	26	29	33	31	28	31	31	27	29	32
<b>TOTAL INTERESTING</b>	<b>36</b>	<b>36</b>	<b>39</b>	<b>41</b>	<b>29</b>	<b>34</b>	<b>40</b>	<b>34</b>	<b>28</b>	<b>43</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>40</b>	<b>36</b>	<b>35</b>	<b>39</b>	<b>36</b>	<b>32</b>	<b>38</b>	<b>34</b>
Fairly boring	28	29	29	32	25	27	34	29	33	23	33	28	30	23	30	25	28	28	25	29	31
Very boring	33	31	27	24	46	36	23	35	36	30	26	35	33	34	32	35	31	33	37	32	30
<b>TOTAL BORING</b>	<b>61</b>	<b>60</b>	<b>56</b>	<b>56</b>	<b>71</b>	<b>63</b>	<b>57</b>	<b>64</b>	<b>69</b>	<b>53</b>	<b>59</b>	<b>63</b>	<b>63</b>	<b>57</b>	<b>62</b>	<b>60</b>	<b>59</b>	<b>61</b>	<b>62</b>	<b>61</b>	<b>61</b>
Don't know	4	4	4	2	1	3	3	2	3	4	8	3	3	3	2	6	2	3	6	2	5