

YouGov Survey Results

Sample Size: 2116
Fieldwork: 1st - 6th April 2010

League Against Cruel Sports

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	Gender		Age					Social Grade		Region							Working Status						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	
Unweighted Base	2116	970	1146	188	293	381	342	912	1247	869	489	329	205	283	461	113	236	1019	306	95	448	57	191
All GB Adults	2116	1016	1100	254	327	419	375	741	1164	952	521	347	203	271	485	106	184	1079	282	117	371	64	202

The Grand National is an annual horse race held at Aintree, run over a distance of just over 4 miles and contains thirty fences to be jumped. This year it is being staged on Saturday 10th April.

In general, what is your level of interest in the Grand National?

Interest Level	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Watch and bet for money (including a fun bet, e.g. office sweepstake)	32%	35%	29%	28%	39%	38%	35%	24%	32%	31%	38%	28%	29%	27%	29%	38%	34%	36%	29%	28%	26%	26%	26%
Watch but don't bet for money	13%	13%	13%	11%	7%	11%	13%	17%	12%	14%	15%	12%	13%	12%	11%	13%	11%	12%	12%	9%	18%	19%	9%
Bet but don't watch	4%	4%	4%	7%	4%	4%	3%	3%	4%	3%	5%	5%	3%	5%	3%	1%	3%	5%	4%	5%	1%	2%	4%
Don't watch or bet but interested in the result	12%	11%	13%	9%	6%	11%	12%	17%	13%	10%	10%	15%	15%	11%	12%	12%	11%	12%	12%	8%	16%	10%	11%
Have no interest at all	38%	36%	40%	40%	41%	35%	36%	40%	37%	40%	31%	39%	40%	40%	44%	37%	40%	35%	41%	44%	38%	42%	48%
I have never heard of the Grand National	1%	2%	1%	5%	3%	1%	0%	0%	1%	2%	1%	1%	0%	5%	1%	-	1%	1%	2%	5%	-	1%	3%

How cruel do you think the Grand National is on horses?

Cruelty Level	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Very cruel	10%	7%	13%	5%	5%	12%	11%	13%	9%	11%	12%	9%	10%	7%	11%	8%	12%	8%	14%	4%	11%	16%	18%
Fairly cruel	29%	24%	33%	27%	31%	26%	27%	31%	30%	28%	27%	35%	25%	29%	28%	27%	29%	27%	34%	22%	31%	24%	31%
Not very cruel	30%	35%	25%	33%	32%	31%	31%	27%	31%	30%	33%	24%	34%	32%	30%	32%	27%	34%	27%	34%	26%	24%	19%
Not at all cruel	16%	21%	12%	12%	14%	15%	19%	19%	17%	16%	17%	16%	20%	13%	17%	17%	18%	17%	12%	13%	23%	16%	10%
Don't know	14%	13%	16%	23%	19%	15%	12%	10%	14%	15%	12%	17%	12%	20%	14%	15%	13%	14%	13%	27%	9%	20%	22%

14 horses have died in the last 14 runnings of the Grand National.

What, if anything, do you think officials should do to decrease the risk to horses? (Please tick all that apply)

Measure	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Have fewer jumps	21%	16%	26%	21%	18%	24%	19%	22%	20%	23%	24%	21%	19%	20%	18%	20%	25%	18%	26%	15%	20%	34%	32%
Lower the height of the fences	48%	38%	56%	39%	41%	46%	50%	53%	47%	48%	47%	51%	47%	47%	47%	46%	46%	45%	60%	36%	50%	34%	52%
Reduce the distance of the water jumps	25%	20%	30%	22%	25%	23%	21%	30%	25%	26%	24%	29%	22%	25%	25%	29%	26%	22%	29%	15%	30%	22%	36%
Shorten the course	15%	12%	17%	18%	15%	13%	16%	14%	13%	16%	14%	20%	11%	13%	14%	13%	16%	13%	14%	17%	11%	20%	25%
Reduce the number of horses that take part	28%	21%	35%	30%	28%	28%	25%	29%	29%	26%	30%	28%	28%	24%	27%	25%	29%	26%	29%	27%	29%	32%	34%
Other	4%	5%	3%	7%	3%	4%	5%	3%	4%	4%	4%	3%	6%	3%	3%	6%	6%	4%	4%	5%	2%	4%	5%
Don't know	19%	19%	19%	25%	27%	17%	17%	15%	20%	18%	16%	17%	18%	24%	19%	20%	20%	19%	18%	28%	14%	22%	23%
Nothing - I think the Grand National is fine the way it is	17%	26%	8%	11%	16%	18%	17%	18%	17%	16%	19%	16%	16%	13%	16%	19%	17%	18%	8%	18%	22%	18%	9%

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	Total	Marital Status					Children in Household			
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2116	1158	239	201	55	444	1473	291	206	91
All GB Adults	2116	1090	262	191	47	506	1401	318	240	109

The Grand National is an annual horse race held at Aintree, run over a distance of just over 4 miles and contains thirty fences to be jumped. This year it is being staged on Saturday 10th April.

In general, what is your level of interest in the Grand National?

	Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Watch and bet for money (including a fun bet, e.g. office sweepstake)	32%	32%	39%	27%	21%	31%	29%	37%	38%	36%
Watch but don't bet for money	13%	15%	9%	11%	20%	9%	14%	11%	11%	9%
Bet but don't watch	4%	3%	4%	4%	3%	5%	4%	4%	4%	4%
Don't watch or bet but interested in the result	12%	13%	9%	16%	16%	11%	13%	10%	12%	11%
Have no interest at all	38%	36%	37%	41%	40%	42%	40%	37%	32%	34%
I have never heard of the Grand National	1%	1%	2%	-	-	2%	1%	2%	2%	7%

How cruel do you think the Grand National is on horses?

	Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Very cruel	10%	10%	9%	13%	19%	8%	10%	8%	13%	9%
Fairly cruel	29%	29%	34%	29%	20%	27%	30%	27%	30%	18%
Not very cruel	30%	31%	29%	24%	27%	32%	30%	32%	29%	36%
Not at all cruel	16%	18%	10%	21%	14%	14%	16%	19%	14%	14%
Don't know	14%	12%	17%	13%	21%	19%	14%	14%	14%	23%

14 horses have died in the last 14 runnings of the Grand National.

What, if anything, do you think officials should do to decrease the risk to horses? (Please tick all that apply)

	Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+
Have fewer jumps	21%	19%	23%	27%	28%	23%	21%	22%	23%	19%
Lower the height of the fences	48%	48%	50%	53%	51%	43%	49%	45%	50%	37%
Reduce the distance of the water jumps	25%	24%	27%	30%	29%	25%	27%	24%	22%	16%
Shorten the course	15%	12%	17%	15%	14%	18%	14%	16%	16%	14%
Reduce the number of horses that take part	28%	25%	29%	28%	39%	33%	29%	26%	31%	20%
Other	4%	3%	4%	3%	-	5%	4%	4%	4%	3%
Don't know	19%	18%	19%	16%	14%	21%	19%	17%	18%	22%
Nothing – I think the Grand National is fine the way it is	17%	19%	13%	14%	12%	15%	16%	19%	13%	19%