

YouGov Survey Results

Sample Size: 835 British Sports Fans

Fieldwork: 30th November - 1st December 2011

	Total
Weighted Sample	878
Unweighted Sample	835
	%

Which of the following would you most like to win the BBC Sports Personality of the Year 2011?

Mark Cavendish (Cycling)	14
Mo Farah (Athletics)	14
Rory Mclroy (Golf)	14
Andy Murray (Tennis)	10
Darren Clarke (Golf)	8
Alastair Cook (Cricket)	8
Amir Khan (Boxing)	7
Andrew Strauss (Cricket)	6
Luke Donald (Golf)	3
Dai Greene (Athletics)	2
Don't know	15

Are there any other sportsmen or sportswomen you think should have been included in the shortlist?

Yes	24
No	42
Don't know	34

Who do you think should decide the SHORTLIST for the BBC Sports Personality of the Year?

The public	54
Professional sportsmen and sportswomen	24
Sports journalists	12
The BBC	3
Previous winners of the award	2
Other	2
Don't know	3

Please say which of the following publications you feel should be allowed to nominate people for the BBC Sports Personality of the Year shortlist

[Respondants were shown a random sample of 8]

Belfast Telegraph

[Sample number =157]

Should be allowed	32
Should NOT be allowed	43
Don't know	26

Cosmopolitan

[Sample number =178]

Should be allowed	18
Should NOT be allowed	59
Don't know	22

Daily Mail

[Sample number =160]

Should be allowed	42
Should NOT be allowed	42
Don't know	16

Daily Post

[Sample number =150]

Should be allowed	18
Should NOT be allowed	53
Don't know	28

Daily Star

[Sample number =149]

Should be allowed	30
Should NOT be allowed	53
Don't know	16

Daily Star Sunday

[Sample number =160]

Should be allowed	28
Should NOT be allowed	49
Don't know	22

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Daily Telegraph

[Sample number =171]

Should be allowed	31
Should NOT be allowed	49
Don't know	20

The Economist

[Sample number =148]

Should be allowed	24
Should NOT be allowed	56
Don't know	20

Financial Times

[Sample number =171]

Should be allowed	28
Should NOT be allowed	48
Don't know	24

Glamour

[Sample number =153]

Should be allowed	13
Should NOT be allowed	73
Don't know	13

Glasgow Herald

[Sample number =162]

Should be allowed	30
Should NOT be allowed	41
Don't know	29

Grazia

[Sample number =160]

Should be allowed	13
Should NOT be allowed	47
Don't know	40

The Guardian

[Sample number =163]

Should be allowed	44
Should NOT be allowed	37
Don't know	19

Heat

[Sample number =153]

Should be allowed	13
Should NOT be allowed	66
Don't know	20

Hello

[Sample number =164]

Should be allowed	21
Should NOT be allowed	65
Don't know	15

The Independent

[Sample number =153]

Should be allowed	45
Should NOT be allowed	35
Don't know	20

Irish News

[Sample number =176]

Should be allowed	27
Should NOT be allowed	49
Don't know	24

London Evening Standard

[Sample number =160]

Should be allowed	35
Should NOT be allowed	42
Don't know	22

Mail on Sunday

[Sample number =173]

Should be allowed	39
Should NOT be allowed	45
Don't know	16

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Manchester Evening News

[Sample number =168]

Should be allowed	31
Should NOT be allowed	45
Don't know	25

Men's Health

[Sample number =143]

Should be allowed	28
Should NOT be allowed	50
Don't know	22

Metro

[Sample number =176]

Should be allowed	25
Should NOT be allowed	46
Don't know	29

Nuts

[Sample number =150]

Should be allowed	17
Should NOT be allowed	66
Don't know	17

The Observer

[Sample number =164]

Should be allowed	34
Should NOT be allowed	41
Don't know	25

OK Magazine

[Sample number =174]

Should be allowed	16
Should NOT be allowed	71
Don't know	13

Private Eye

[Sample number =183]

Should be allowed	22
Should NOT be allowed	55
Don't know	23

Radio Times

[Sample number =171]

Should be allowed	29
Should NOT be allowed	44
Don't know	26

Sport Magazine

[Sample number =164]

Should be allowed	61
Should NOT be allowed	22
Don't know	17

Sunday Express

[Sample number =175]

Should be allowed	40
Should NOT be allowed	38
Don't know	22

Sunday Telegraph

[Sample number =159]

Should be allowed	44
Should NOT be allowed	33
Don't know	23

Sunday Times

[Sample number =160]

Should be allowed	44
Should NOT be allowed	34
Don't know	22

Take a Break

[Sample number =147]

Should be allowed	18
Should NOT be allowed	53
Don't know	28

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The Mirror

[Sample number =156]

Should be allowed	35
Should NOT be allowed	39
Don't know	26

The People

[Sample number =165]

Should be allowed	31
Should NOT be allowed	47
Don't know	22

The Scotsman

[Sample number =162]

Should be allowed	25
Should NOT be allowed	40
Don't know	35

The Sun

[Sample number =169]

Should be allowed	32
Should NOT be allowed	52
Don't know	16

The Times

[Sample number =163]

Should be allowed	44
Should NOT be allowed	36
Don't know	20

The Voice

[Sample number =159]

Should be allowed	14
Should NOT be allowed	47
Don't know	39

TV Choice

[Sample number =189]

Should be allowed	25
Should NOT be allowed	55
Don't know	20

Western Mail

[Sample number =170]

Should be allowed	18
Should NOT be allowed	51
Don't know	31

Zoo

[Sample number =152]

Should be allowed	15
Should NOT be allowed	68
Don't know	17

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SHOULD BE ALLOWED

Sport Magazine	61
The Independent	45
The Guardian	44
Sunday Telegraph	44
Sunday Times	44
The Times	44
Daily Mail	42
Sunday Express	40
Mail on Sunday	39
London Evening Standard	35
The Mirror	35
The Observer	34
Belfast Telegraph	32
The Sun	32
Daily Telegraph	31
Manchester Evening News	31
The People	31
Daily Star	30
Glasgow Herald	30
Radio Times	29
Daily Star Sunday	28
Financial Times	28
Men's Health	28
Irish News	27
Metro	25
The Scotsman	25
TV Choice	25
The Economist	24
Private Eye	22
Hello	21
Cosmopolitan	18
Daily Post	18
Take a Break	18
Western Mail	18
Nuts	17
OK Magazine	16
Zoo	15
The Voice	14
Glamour	13
Grazia	13
Heat	13

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NET SCORE (Should be allowed - Should not be allowed)

Sport Magazine	39
Sunday Telegraph	11
The Independent	10
Sunday Times	10
The Times	8
The Guardian	7
Sunday Express	2
Daily Mail	0
The Mirror	-4
Mail on Sunday	-6
London Evening Standard	-7
The Observer	-7
Belfast Telegraph	-11
Glasgow Herald	-11
Manchester Evening News	-14
Radio Times	-15
The Scotsman	-15
The People	-16
Daily Telegraph	-18
Financial Times	-20
The Sun	-20
Daily Star Sunday	-21
Metro	-21
Irish News	-22
Men's Health	-22
Daily Star	-23
TV Choice	-30
The Economist	-32
Private Eye	-33
The Voice	-33
Western Mail	-33
Grazia	-34
Daily Post	-35
Take a Break	-35
Cosmopolitan	-41
Hello	-44
Nuts	-49
Heat	-53
Zoo	-53
OK Magazine	-55
Glamour	-60

Do you think the BBC Sports Personality of the Year shortlist should be based purely on merit, or should represent a cross section of sportspeople?

The shortlist should be judged on merit alone	65
The shortlist should represent a cross section of sportsmen and sportswomen	33
Don't know	3

Thinking about the BBC Sports Personality of the Year which of the following comes closest to your view?

Things should be kept as they are. There should be just one award for men and women	62
Things should be changed. There should be one award for men and another for women	31
Don't know	7

This year's shortlist did not include any women. Which of the following statements comes closest to your view?

There is at least one sportswoman who deserves to be on the shortlist for 2011 based on her performances over the last 12 months	41
There aren't any sportswomen who deserve to be on the shortlist this year based only on her performances, but they should be represented anyway	8
There aren't any sportswomen who deserve to be on the shortlist this year and they should not have been included	21
None of these	7
Don't know	22