

## YouGov Survey Results

Sample Size: 1660 GB Adults  
Fieldwork: 22nd - 23rd August 2016

	EU Ref Vote 2016			Vote in 2015				Gender		Age				Social Grade		Region					Rio Interest		
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Total Interested	Total Not Interested
<b>Weighted Sample</b>	<b>1660</b>	<b>652</b>	<b>709</b>	<b>260</b>	<b>468</b>	<b>388</b>	<b>100</b>	<b>160</b>	<b>803</b>	<b>857</b>	<b>193</b>	<b>709</b>	<b>410</b>	<b>349</b>	<b>946</b>	<b>714</b>	<b>199</b>	<b>551</b>	<b>357</b>	<b>400</b>	<b>153</b>	<b>894</b>	<b>730</b>
Unweighted Sample	1660	806	681	150	497	406	111	166	761	899	178	705	415	362	1016	644	170	578	358	404	150	935	697
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How interested, if at all, are you in sport in general?

Very interested	17	18	16	19	19	18	12	16	26	8	11	18	19	14	18	15	16	15	16	20	18	28	3
Fairly interested	27	28	28	19	32	28	29	29	30	24	30	25	26	30	30	22	28	25	27	29	23	40	12
<b>TOTAL INTERESTED</b>	<b>44</b>	<b>46</b>	<b>44</b>	<b>38</b>	<b>51</b>	<b>46</b>	<b>41</b>	<b>45</b>	<b>56</b>	<b>32</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>44</b>	<b>48</b>	<b>37</b>	<b>44</b>	<b>40</b>	<b>43</b>	<b>49</b>	<b>41</b>	<b>68</b>	<b>15</b>
Not very interested	23	24	23	19	24	23	23	25	17	28	27	21	21	26	22	24	25	23	25	18	23	22	24
Not at all interested	31	29	31	38	24	30	36	30	24	38	25	32	33	30	28	36	28	35	29	30	32	10	59
<b>TOTAL NOT INTERESTED</b>	<b>54</b>	<b>53</b>	<b>54</b>	<b>57</b>	<b>48</b>	<b>53</b>	<b>59</b>	<b>55</b>	<b>41</b>	<b>66</b>	<b>52</b>	<b>53</b>	<b>54</b>	<b>56</b>	<b>50</b>	<b>60</b>	<b>53</b>	<b>58</b>	<b>54</b>	<b>48</b>	<b>55</b>	<b>32</b>	<b>83</b>
Don't know	3	2	2	6	1	2	0	0	3	2	6	4	1	0	2	3	3	2	2	2	3	0	1

### How interested, if at all, were you in the Rio Olympics that took place in 2016?

Very interested	22	25	21	16	27	24	21	22	23	20	19	21	24	22	24	19	21	20	23	24	21	41	0
Fairly interested	32	31	30	37	37	31	36	28	30	34	32	33	29	33	35	28	36	32	31	33	28	59	0
<b>TOTAL INTERESTED</b>	<b>54</b>	<b>56</b>	<b>51</b>	<b>53</b>	<b>64</b>	<b>55</b>	<b>57</b>	<b>50</b>	<b>53</b>	<b>54</b>	<b>51</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>59</b>	<b>47</b>	<b>57</b>	<b>52</b>	<b>54</b>	<b>57</b>	<b>49</b>	<b>100</b>	<b>0</b>
Not very interested	19	21	21	10	18	18	24	25	19	19	21	17	18	23	18	20	20	19	17	18	24	0	43
Not at all interested	25	21	27	32	18	25	19	26	24	26	24	25	27	22	21	31	20	27	27	23	26	0	57
<b>TOTAL NOT INTERESTED</b>	<b>44</b>	<b>42</b>	<b>48</b>	<b>42</b>	<b>36</b>	<b>43</b>	<b>43</b>	<b>51</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>39</b>	<b>51</b>	<b>40</b>	<b>46</b>	<b>44</b>	<b>41</b>	<b>50</b>	<b>0</b>	<b>100</b>
Don't know	2	1	2	5	1	1	0	0	3	1	5	3	1	0	1	3	2	2	2	3	2	0	0

### How interested, if at all, are you in the Rio Paralympics taking place in 2016?

Very interested	10	10	11	5	10	13	13	9	9	11	8	9	11	10	10	10	6	11	11	9	10	18	0
Fairly interested	29	33	27	25	33	31	31	28	26	32	23	31	28	31	31	28	30	28	32	32	22	50	6
<b>TOTAL INTERESTED</b>	<b>39</b>	<b>43</b>	<b>38</b>	<b>30</b>	<b>43</b>	<b>44</b>	<b>44</b>	<b>37</b>	<b>35</b>	<b>43</b>	<b>31</b>	<b>40</b>	<b>39</b>	<b>41</b>	<b>41</b>	<b>38</b>	<b>36</b>	<b>39</b>	<b>43</b>	<b>41</b>	<b>32</b>	<b>68</b>	<b>6</b>
Not very interested	28	29	27	25	31	27	30	26	28	27	32	26	25	32	30	24	36	25	24	28	34	24	34
Not at all interested	30	24	31	40	24	27	25	37	33	27	30	29	34	27	27	34	26	32	30	28	31	7	59
<b>TOTAL NOT INTERESTED</b>	<b>58</b>	<b>53</b>	<b>58</b>	<b>65</b>	<b>55</b>	<b>54</b>	<b>55</b>	<b>63</b>	<b>61</b>	<b>54</b>	<b>62</b>	<b>55</b>	<b>59</b>	<b>59</b>	<b>57</b>	<b>58</b>	<b>62</b>	<b>57</b>	<b>54</b>	<b>56</b>	<b>65</b>	<b>31</b>	<b>93</b>
Don't know	3	3	3	5	2	2	1	0	4	3	7	4	2	1	2	4	3	4	3	3	3	1	1

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Fieldwork: 22nd - 23rd August 2016

	EU Ref Vote 2016				Vote in 2015				Gender		Age				Social Grade		Region					Rio Interest	
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Total Interested	Total Not Interested
<b>Weighted Sample</b>	<b>1660</b>	652	709	260	468	388	100	160	803	857	193	709	410	349	946	714	199	551	357	400	153	894	730
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with this statement: 'The 2016 Olympic Games were a good advert for Rio de Janeiro'?

Agree	<b>35</b>	39	32	36	42	29	39	39	36	35	33	34	37	38	38	31	42	31	34	37	41	50	20
Disagree	<b>27</b>	31	27	21	31	30	27	23	30	25	36	26	25	28	28	26	26	30	28	26	24	27	30
Don't know	<b>37</b>	31	40	43	27	41	34	37	34	40	31	39	39	34	33	42	32	38	38	37	35	23	51

Do you agree or disagree with this statement: 'The 2016 Olympic Games were a good advert for the whole of Brazil'?

Agree	<b>28</b>	31	25	30	32	26	36	29	29	28	30	30	28	26	30	26	32	25	30	30	31	40	15
Disagree	<b>32</b>	35	32	28	37	32	32	34	35	30	37	30	31	35	34	29	32	34	32	30	31	34	31
Don't know	<b>39</b>	34	43	42	32	43	32	36	36	42	33	40	41	40	36	44	36	41	38	40	38	26	53

Taking everything into account, which of the following statements comes closest to your own view?

I think the 2016 Olympics Games in Rio were a success	<b>50</b>	55	49	42	60	50	56	50	47	53	49	48	54	51	53	47	56	46	51	53	48	70	28
I think the 2016 Olympics Games in Rio were a failure	<b>5</b>	3	6	7	4	4	5	9	7	3	5	7	3	4	5	6	6	6	3	6	3	4	6
I do not think the 2016 Olympics Games in Rio were a success or a failure	<b>27</b>	28	28	25	25	30	29	25	30	25	30	26	27	29	28	26	25	31	28	22	29	23	34
Don't know	<b>17</b>	13	17	26	11	17	11	15	16	19	17	19	16	16	14	22	13	17	18	18	19	3	32

Thinking back to the 2012 Olympics in London, taking everything into account how do you think the Rio games compare?

The Rio games were better than the London games	<b>3</b>	2	3	4	3	3	5	3	3	3	4	3	3	3	2	4	1	3	3	4	3	5	1
The London games were better than the Rio games	<b>50</b>	58	50	35	59	53	56	50	56	44	57	49	50	49	56	42	59	52	47	50	40	65	34
There was not much difference between the two	<b>23</b>	22	24	28	21	24	22	26	21	26	16	23	25	26	23	24	25	20	25	24	28	24	23
Don't know	<b>24</b>	18	23	34	16	20	17	21	21	26	23	25	22	23	19	30	15	24	25	23	29	6	42

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back to the 2008 Olympics in Beijing, taking everything into account how do you think the Rio games compare?

The Rio games were better than the Beijing games	<b>12</b>	13	12	10	14	12	14	15	13	11	9	13	14	10	13	11	12	11	12	15	10	18	5
The Beijing games were better than the Rio games	<b>19</b>	22	19	17	19	22	23	22	24	15	25	21	16	17	21	17	22	19	19	19	18	24	14
There was not much difference between the two	<b>26</b>	27	27	25	28	28	22	24	27	25	21	25	30	27	28	24	27	24	28	27	28	32	21
Don't know	<b>42</b>	39	42	48	39	38	41	40	35	49	45	41	40	46	39	47	39	46	42	39	44	26	60

Thinking back to the 2004 Olympics in Athens, taking everything into account how do you think the Rio games compare?

The Rio games were better than the Athens games	<b>11</b>	12	12	8	15	11	13	13	14	8	4	12	14	11	14	8	13	10	9	15	9	18	4
The Athens games were better than the Rio games	<b>8</b>	8	9	5	8	7	8	11	10	6	9	9	6	7	7	8	7	8	7	7	9	9	6
There was not much difference between the two	<b>23</b>	23	23	22	23	27	23	21	26	20	19	24	26	19	25	19	25	21	24	22	23	26	19
Don't know	<b>58</b>	57	56	64	54	56	56	54	50	66	69	55	54	63	53	65	55	61	59	56	59	46	71

At the Rio Olympics the Great Britain team won 27 gold medals. Thinking forward to the Tokyo Olympics in 2020, do you think the Great Britain team will win more, less or the same amount of gold medals as Rio 2016?

Less than Rio 2016	<b>20</b>	25	20	14	23	18	25	21	29	12	17	21	21	20	22	18	24	19	19	20	22	25	15
More than Rio 2016	<b>24</b>	24	26	23	23	26	21	30	19	29	36	23	24	20	25	23	20	24	28	26	18	32	16
The same as Rio 2016	<b>22</b>	24	22	18	27	23	24	23	18	25	15	22	23	24	25	18	17	24	23	21	21	26	17
Don't know	<b>34</b>	27	33	45	26	33	30	27	33	34	32	34	32	36	28	41	38	33	30	33	38	16	52

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of Great Britain's gold medal-winning performances at the Rio Olympics was your favourite?

Andy Murray: Tennis - Men's Singles	8	9	8	5	8	7	5	8	8	8	7	6	9	9	9	6	4	7	5	6	28	10	5
Mo Farah: Athletics - Men's 10,000 metres	7	8	6	8	8	8	6	5	8	7	11	8	5	6	8	6	14	7	5	6	5	10	4
Great Britain women's field hockey team: Field Hockey - Women's Tournament	7	9	7	2	9	8	8	6	8	5	4	6	8	7	8	5	7	7	6	8	3	11	2
Mo Farah: Athletics - Men's 5,000 metres	6	6	5	8	6	8	8	4	6	7	10	5	8	5	6	7	8	7	5	7	5	7	5
Laura Trott: Cycling - Women's Omnium	4	5	5	1	5	4	6	6	4	5	4	4	5	6	5	3	5	4	6	4	3	7	2
Nick Skelton: Equestrian - Individual Jumping	4	4	5	0	6	4	2	4	2	5	1	3	5	6	4	3	2	4	5	3	3	5	2
Adam Peaty: Swimming - Men's 100m Breaststroke	3	3	3	2	4	3	2	1	3	3	3	3	2	5	3	3	1	3	5	3	1	4	2
Jack Laugher and Chris Mears: Diving - Men's 3 m Synchronized Springboard	3	3	3	2	3	3	1	7	3	3	7	3	2	1	4	2	4	3	3	3	2	4	1
Max Whitlock: Gymnastics - Men's Floor	3	3	3	2	4	3	7	3	2	4	2	3	3	3	4	2	3	4	2	2	2	5	1
Alistair Brownlee: Triathlon - Men's Triathlon	3	2	4	2	3	4	5	4	3	3	1	1	4	5	2	4	1	2	3	5	1	3	2
Max Whitlock: Gymnastics - Men's Pommel Horse	2	1	1	3	1	1	0	1	1	2	0	2	1	2	1	2	1	2	2	1	2	3	0
Charlotte Dujardin: Equestrian - Individual Dressage	2	2	1	1	2	1	2	2	0	3	1	1	2	4	2	1	2	2	2	1	1	2	1
Jason Kenny: Cycling - Men's Keirin	2	2	2	2	3	1	1	5	3	1	0	3	1	2	2	2	2	2	2	3	2	3	1
Nicola Adams: Boxing - Women's Flyweight	2	2	2	1	1	2	2	1	2	2	1	2	1	2	1	2	2	1	2	3	1	2	1
Joe Clarke: Canoeing - Men's K-1	1	1	1	1	0	1	0	2	1	1	3	0	0	0	0	1	1	0	1	1	0	1	1
Jason Kenny, Philip Hindes and Callum Skinner: Cycling - Men's Team Sprint	1	1	1	1	1	1	1	1	2	1	1	2	0	1	1	1	2	0	2	1	0	2	0
Helen Glover and Heather Stanning: Rowing - Women's Coxless Pair	1	1	1	0	1	1	2	0	0	1	0	0	0	2	1	0	0	1	0	1	1	1	1
Steven Burke, Ed Clancy, Owain Doull and Bradley Wiggins: Cycling - Men's Team Pursuit	1	1	1	0	2	1	2	1	1	1	0	2	1	1	1	1	1	2	1	1	1	2	0
Great Britain Men's Eight Rowing Team: Rowing - Men's Eight	1	0	1	1	1	0	1	2	0	1	1	1	1	0	1	1	1	0	2	1	1	1	0
Katie Archibald, Elinor Barker, Joanna Rowsell and Laura Trott: Cycling - Women's Team Pursuit	1	2	1	2	2	1	2	1	1	2	0	2	1	1	1	1	1	2	2	2	1	2	0
Justin Rose: Golf - Men's Individual	1	1	1	3	1	1	2	1	2	0	2	1	0	2	1	1	0	1	1	2	1	2	0
Jason Kenny: Cycling - Men's Sprint	1	2	1	1	1	2	1	1	2	1	1	1	1	1	1	2	0	1	2	2	0	2	0
Jade Jones: Taekwondo - Women's 57kg	1	2	1	0	1	2	0	2	2	0	0	1	2	1	1	1	1	1	3	1	0	1	1
Alex Gregory, Constantine Louloudis, George Nash and Mohamed Sbihi: Rowing - Men's Coxless Four	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Giles Scott: Sailing - Finn	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saskia Clark and Hannah Mills: Sailing - Women's 470	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Liam Heath: Canoeing - Men's K-1 200m	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Don't know	36	29	37	51	27	33	34	34	37	35	37	40	36	27	32	42	36	38	36	34	33	10	66