































Sample Size: 1738 Adults in GB  
Fieldwork: 2nd - 3rd March 2020

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1738</b>	844	894	189	727	420	402	1000	738	202	567	366	407	145
<b>Unweighted Sample</b>	<b>1738</b>	745	993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Cycling

[to those who have watched it regularly or during a major tournament. N=498]

Men's sport quality is better	<b>26</b>	35	16	27	25	29	25	27	25	26	29	20	30	18
Women's sport quality is better	<b>4</b>	4	4	5	1	4	6	4	4	2	3	5	5	3
About the same	<b>61</b>	56	66	50	64	60	62	60	62	64	61	61	56	72
Don't know	<b>9</b>	5	14	18	10	7	7	9	9	8	7	14	9	7

Generally speaking, do you think that media coverage of women's sports has increased or decreased over the last few years, or has there been no change?

Increased	<b>72</b>	76	68	71	68	76	77	76	67	72	74	70	71	78
Decreased	<b>1</b>	2	1	0	2	1	1	1	1	3	1	1	0	0
No change	<b>12</b>	11	13	16	14	8	8	10	14	12	9	14	13	9
Don't know	<b>15</b>	12	18	13	16	15	15	13	18	14	16	15	15	13

Generally speaking, do you think the quality of media coverage of women's sports has improved or worsened over the last few years, or has there been no change?

Improved	<b>53</b>	55	52	48	53	54	55	55	51	63	53	52	50	55
Worsened	<b>1</b>	2	1	1	1	1	2	2	1	0	1	2	3	1
No change	<b>19</b>	21	17	26	20	18	16	18	20	13	20	19	21	17
Don't know	<b>26</b>	22	30	25	26	27	27	25	28	24	27	27	26	27

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	Change in interest in watching women's sports					Women's sports media coverage change				Support/ oppose equal coverage			
	Total	More interested	Less interested	No difference - always been interested	No difference - never been interested	Don't know	Increased	Decreased	No change	Don't know	Support	Oppose	Don't know
<b>Weighted Sample</b>	<b>1738</b>	322	35	346	967	68	1255	19	201	262	1205	203	330
<b>Unweighted Sample</b>	<b>1738</b>	346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%

### Cycling

[to those who have watched it regularly or during a major tournament. N=498]

Men's sport quality is better	<b>26</b>	26	66	21	32	31	27	47	25	12	22	53	27
Women's sport quality is better	<b>4</b>	6	0	4	2	0	4	18	2	0	5	0	0
About the same	<b>61</b>	65	34	64	56	44	60	10	66	67	63	46	62
Don't know	<b>9</b>	4	0	11	10	24	8	24	8	21	10	1	11

Generally speaking, do you think that media coverage of women's sports has increased or decreased over the last few years, or has there been no change?

Increased	<b>72</b>	92	86	79	63	62	100	0	0	0	78	83	44
Decreased	<b>1</b>	0	5	3	1	1	0	100	0	0	1	3	1
No change	<b>12</b>	5	5	12	14	14	0	0	100	0	10	8	18
Don't know	<b>15</b>	3	5	7	22	23	0	0	0	100	11	6	37

Generally speaking, do you think the quality of media coverage of women's sports has improved or worsened over the last few years, or has there been no change?

Improved	<b>53</b>	86	49	64	39	45	71	44	9	3	63	48	23
Worsened	<b>1</b>	1	13	1	1	1	1	19	3	0	1	5	1
No change	<b>19</b>	7	16	24	21	25	13	31	73	5	17	24	23
Don't know	<b>26</b>	6	21	10	39	28	15	5	15	92	19	24	54