### YouGov Survey Results

		Ge	nder		Ag	е		Social	Grade			Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Samp	le 1738		894	189	727	420	402	1000	738	202	567	366	407	145
Unweighted Samp	le 1738		993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
hich of these sports do you watch/ listen to? en's Tennis														
I regularly watch/ listen to the	is <b>4</b>	5	3	5	2	4	6	5	3	7	4	2	4	4
I sometimes watch/ listen to the	is <b>11</b>	14	9	11	10	13	12	12	11	12	11	10	10	16
I only watch/ listen to this during major tournamen	ts <b>28</b>	27	29	23	28	28	31	33	22	29	31	29	21	33
TOTA	L 43	46	41	39	40	45	49	50	36	48	46	41	35	53
I never watch/ listen to th	is <b>56</b>	53	58	58	59	55	50	50	64	51	53	58	63	47
Not su	re <b>1</b>	1	1	3	1	0	0	1	1	0	1	0	1	0
omen's Tennis														
I regularly watch/ listen to th		3	2	0	1	3	5	3	2	4	2	2	2	3
I sometimes watch/ listen to th		13	9	11	10	12	12	11	10	12	10	10	10	14
I only watch/ listen to this during major tournamen	ts <b>26</b>	24	28	19	26	26	30	30	21	29	28	29	20	27
TOTA		40	39	30	37	41	47	44	33	45	40	41	32	44
I never watch/ listen to th		59	60	68	62	59	53	56	66	55	59	59	67	56
Not su	re <b>1</b>	0	1	2	1	0	0	0	1	0	1	0	1	0
en's Football														
I regularly watch/ listen to th		36	9	23	24	23	20	22	23	25	20	21	27	19
I sometimes watch/ listen to th		15	18	12	17	16	18	16	18	16	14	17	18	19
I only watch/ listen to this during major tournamen		12	19	22	17	15	11	19	11	21	17	14	13	11
TOTA		63	46	57	58	54	49	57	52	62	51	52	58	49
I never watch/ listen to th	is <b>45</b>	36	53	41	42	47	51	43	48	38	48	47	40	50
Not su	re <b>1</b>	0	1	2	1	0	0	1	1	0	1	1	1	0
omen's Football														
I regularly watch/ listen to th	is <b>2</b>	3	1	0	2	2	2	2	2	3	2	2	2	2
I regularly watch/ listen to th I sometimes watch/ listen to th		3 16	1 7	0 11	2 8	2 14	2 15	2 11	2 12	3 11	2 10	2 12	2 14	2 8
с, ,	is 11 ts 14	16 16		-	8 15	14 13	15 13				10 15		14 15	8 12
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA	is 11 ts 14 L 27	16 16 <b>35</b>	7	11 17 <b>28</b>	8 15 <b>25</b>	14 13 <b>29</b>	15 13 <b>30</b>	11 16 <b>29</b>	12 12 <b>26</b>	11 19 <b>33</b>	10 15 <b>27</b>	12 12 <b>26</b>	14 15 <b>31</b>	8 12 <b>22</b>
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen	is 11 ts 14 L 27 is 72	16 16	7 12 <b>20</b> 78	11 17 <b>28</b> 70	8 15 <b>25</b> 74	14 13 <b>29</b> 70	15 13 <b>30</b> 70	11 16 <b>29</b> 71	12 12 <b>26</b> 72	11 19 <b>33</b> 65	10 15 <b>27</b> 72	12 12 <b>26</b> 74	14 15 <b>31</b> 68	8 12 <b>22</b> 78
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su	is 11 ts 14 L 27 is 72	16 16 <b>35</b>	7 12 <b>20</b>	11 17 <b>28</b>	8 15 <b>25</b>	14 13 <b>29</b>	15 13 <b>30</b>	11 16 <b>29</b>	12 12 <b>26</b>	11 19 <b>33</b>	10 15 <b>27</b>	12 12 <b>26</b>	14 15 <b>31</b>	8 12 <b>22</b>
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket	is 11 ts 14 L 27 is 72 re 1	16 16 <b>35</b> 64 1	7 12 <b>20</b> 78 1	11 17 <b>28</b> 70 2	8 15 <b>25</b> 74 1	14 13 <b>29</b> 70 1	15 13 <b>30</b> 70 0	11 16 <b>29</b> 71 1	12 12 <b>26</b> 72 1	11 19 <b>33</b> 65 2	10 15 <b>27</b> 72 1	12 12 <b>26</b> 74 1	14 15 <b>31</b> 68 1	8 12 <b>22</b> 78 0
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket I regularly watch/ listen to th	is 11 ts 14 L 27 is 72 re 1 is 8	16 16 <b>35</b> 64 1 13	7 12 <b>20</b> 78 1 3	11 17 <b>28</b> 70 2 2	8 15 <b>25</b> 74 1	14 13 <b>29</b> 70 1	15 13 <b>30</b> 70 0 13	11 16 <b>29</b> 71 1 9	12 12 <b>26</b> 72 1	11 19 <b>33</b> 65 2 9	10 15 <b>27</b> 72 1 8	12 12 <b>26</b> 74 1 8	14 15 <b>31</b> 68 1 9	8 12 <b>22</b> 78 0 3
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket I regularly watch/ listen to th I sometimes watch/ listen to th	is 11 ts 14 LL 27 is 72 re 1 is 8 is 9	16 16 <b>35</b> 64 1 13 14	7 12 <b>20</b> 78 1 3 5	11 17 <b>28</b> 70 2 2 11	8 15 <b>25</b> 74 1 6 7	14 13 <b>29</b> 70 1 9 9	15 13 <b>30</b> 70 0 13 13	11 16 <b>29</b> 71 1 9 10	12 12 <b>26</b> 72 1 6 8	11 19 <b>33</b> 65 2 9 8	10 15 <b>27</b> 72 1 8 9	12 12 <b>26</b> 74 1 8 11	14 15 <b>31</b> 68 1 9 11	8 12 <b>22</b> 78 0 3 4
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket I regularly watch/ listen to th I sometimes watch/ listen to th I only watch/ listen to this during major tournamen	is 11 ts 14 L 27 is 72 re 1 is 8 is 9 ts 9	16 16 <b>35</b> 64 1 13 13 14 12	7 12 <b>20</b> 78 1 3 5 7	11 17 <b>28</b> 70 2 2 11 5	8 15 <b>25</b> 74 1 6 7 10	14 13 <b>29</b> 70 1 9 9 9 10	15 13 <b>30</b> 70 0 13 13 13	11 16 <b>29</b> 71 1 9 10 11	12 12 <b>26</b> 72 1 6 8 7	11 19 <b>33</b> 65 2 9 8 13	10 15 <b>27</b> 72 1 8 9 9	12 12 <b>26</b> 74 1 8 11 9	14 15 <b>31</b> 68 1 9 11 10	8 12 <b>22</b> 78 0 3 4 6
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket I regularly watch/ listen to th I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA	is 11 ts 14 L 27 is 72 re 1 is 8 is 9 ts 9 L 26	16 16 <b>35</b> 64 1 13 14 12 <b>39</b>	7 12 <b>20</b> 78 1 3 5 7 7 <b>15</b>	11 17 <b>28</b> 70 2 2 11 5 <b>18</b>	8 15 <b>25</b> 74 1 6 7 10 <b>23</b>	14 13 <b>29</b> 70 1 9 9 9 10 <b>28</b>	15 13 <b>30</b> 70 0 13 13 13 11 <b>37</b>	11 16 <b>29</b> 71 1 9 10	12 12 72 1 6 8 7 7 <b>21</b>	11 19 <b>33</b> 65 2 9 8 13 <b>30</b>	10 15 <b>27</b> 72 1 8 9 9 9 <b>26</b>	12 12 <b>26</b> 74 1 8 11 9 <b>28</b>	14 15 <b>31</b> 68 1 9 11	8 12 <b>22</b> 78 0 3 4 6 <b>13</b>
I sometimes watch/ listen to th I only watch/ listen to this during major tournamen TOTA I never watch/ listen to th Not su en's Cricket I regularly watch/ listen to th I sometimes watch/ listen to th I only watch/ listen to this during major tournamen	is 11 ts 14 L 27 is 72 re 1 is 8 is 9 ts 9 L 26	16 16 <b>35</b> 64 1 13 13 14 12	7 12 <b>20</b> 78 1 3 5 7	11 17 <b>28</b> 70 2 2 11 5	8 15 <b>25</b> 74 1 6 7 10	14 13 <b>29</b> 70 1 9 9 9 10	15 13 <b>30</b> 70 0 13 13 13	11 16 <b>29</b> 71 1 9 10 11	12 12 <b>26</b> 72 1 6 8 7	11 19 <b>33</b> 65 2 9 8 13	10 15 <b>27</b> 72 1 8 9 9	12 12 <b>26</b> 74 1 8 11 9	14 15 <b>31</b> 68 1 9 11 10	8 12 <b>22</b> 78 0 3 4 6

### YouGov Survey Results

### Sample Size: 1738 Adults in GB

Fieldwork: 2nd - 3rd March 2020							Women's	s sports med	ia coverage	change	Support/ o	oppose equa	l coverage
	「otal	More interested		No difference - always been interested	No difference - never been interested	Don't know		Decreased	No change	Don't know	Support	Oppose	Don't know
Weighted Sample 1		322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample 1		346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of these sports do you watch/ listen to? Men's Tennis		_					_				_		
I regularly watch/ listen to this	4	6	7	7	2	1	5	2	4	1	4	6	4
I sometimes watch/ listen to this	11	19	11	17	6	20	13	12	8	7	12	12	8
I only watch/ listen to this during major tournaments	28	43	29	44	17	31	34	37	17	10	32	29	15
TOTAL	43	68	47	68	25	52	52	51	29	18	48	47	27
I never watch/ listen to this	56	32	53	32	74	39	49	49	70	79	52	51	72
Not sure	1	0	0	0	1	9	0	0	0	3	0	1	2
Women's Tennis							-				-		
I regularly watch/ listen to this	2	4	3	6	1	1	3	0	1	1	3	3	1
I sometimes watch/ listen to this	11	18	11	19	5	16	12	15	11	7	12	7	9
I only watch/ listen to this during major tournaments	26	44	25	43	14	34	31	36	16	10	30	27	13
TOTAL	39	66	39	68	20	51	46	51	28	18	45	37	23
I never watch/ listen to this	60	34	61	32	80	42	54	49	72	80	55	62	76
Not sure	1	0	0	0	1	6	0	0	0	3	0	0	2
Men's Football							-				-		
I regularly watch/ listen to this	22	41	44	28	13	22	28	11	16	2	22	43	12
I sometimes watch/ listen to this	17	21	16	21	13	21	18	34	17	9	16	19	16
I only watch/ listen to this during major tournaments	15	20	17	20	12	22	17	41	15	7	18	12	9
TOTAL	54	82	77	69	38	65	63	86	48	18	56	74	37
I never watch/ listen to this	45	18	23	30	61	25	38	14	51	78	44	25	60
Not sure	1	0	0	0	0	10	0	0	0	4	0	0	3
Women's Football							-				-		
I regularly watch/ listen to this	2	5	3	3	0	1	2	6	1	0	3	0	0
	11	28	8	21	3	9	13	39	12	3	12	13	7
I only watch/ listen to this during major tournaments	14	34	17	22	4	25	17	5	10	3	16	13	6
TOTAL	27	67	28	46	7	35	32	50	23	6	31	26	13
I never watch/ listen to this	72	33	71	54	92	50	67	49	76	91	68	74	84
Not sure	1	0	0	1	1	14	1	0	0	3	1	0	2
Men's Cricket							-				_		
I regularly watch/ listen to this	8	15	23	9	5	7	10	14	4	1	7	20	3
	9	14	17	13	6	12	10	8	9	4	9	15	7
I only watch/ listen to this during major tournaments	9	16	5	15	5	14	11	33	7	2	10	16	5
TOTAL	26	45	45	37	16	33	31	55	20	7	26	51	15
I never watch/ listen to this	72	54	56	62	84	59	68	44	78	89	73	48	83
Not sure	1	1	0	1	1	8	1	0	1	3	1	1	2

Veighted Sample         Total         Male         Fenale         18-24         25-49         50-64         65+         ABC1         C2DE         London         Rest of South         Mulands/ Wales         No           Weighted Sample         1738         844         894         189         727         420         402         1000         738         202         567         366         42           Women's Cricket         7         7         7         8         22         6         33         4         8         66         4         66         55         361         42           I only watch/ listen to this         1         2         1         0         0         1         3         1         1         0         2         2         1         42         44         4         6         5         3         7           I only watch/ listen to this         5         8         2         6         3         4         8         6         9         6         4         4         6         5         3         7           I only watch/ listen to this         1         17         7         3         3         6         3	145           26         153           6         %           1         1           7         3           4         1           2         5           7         96           0         11           8         9
Unweighted Sample         1738         745         993         143         726         432         437         1052         686         188         559         361         442           % </th <th>26         153           6         %           1         1           7         3           4         1           2         5           7         96           1         0           9         11           8         9</th>	26         153           6         %           1         1           7         3           4         1           2         5           7         96           1         0           9         11           8         9
Unweighted Sample         1738         745         993         143         726         432         437         1052         886         188         559         381         42           % <th>6 % 1 1 7 3 4 1 <b>2 5</b> 7 96 1 0 9 11 8 9</th>	6 % 1 1 7 3 4 1 <b>2 5</b> 7 96 1 0 9 11 8 9
Women's Cricket       I regularly watch/ listen to this       1       2       1       0       0       1       3       1       1       0       2       2       1         I sometimes watch/ listen to this       5       8       2       6       3       4       8       6       4       4       6       5       3         I only watch/ listen to this during major tournaments       5       7       3       3       3       6       7       6       4       4       6       5       4         I never watch/ listen to this       8       83       93       88       92       88       81       86       9       6       1       1       8       9       87       88       88       88         Men's Rugby       1	1 1 7 3 4 1 <b>2 5</b> 7 96 1 0 9 11 8 9
I regularly watch/ listen to this       1       2       1       0       0       1       3       1       1       0       2       2       1         I sometimes watch/ listen to this       5       7       3       3       6       7       6       4       6       5       3       7         I only watch/ listen to this during major tournaments       5       7       3       3       6       7       6       4       4       6       5       3         I only watch/ listen to this       88       83       93       88       92       88       81       86       90       87       87       88       88         Men's Rugby       1       1       1       2       2       1       1       89       12       17       1       10       10       10 <td< td=""><td>7 3 4 1 2 5 7 96 1 0 9 11 8 9</td></td<>	7 3 4 1 2 5 7 96 1 0 9 11 8 9
I sometimes watch/ listen to this       5       8       2       6       3       4       8       6       4       6       5       3       7         I only watch/ listen to this during major tournaments       5       7       7       6       9       6       1       18       13       9       10       13       10       1         I never watch/ listen to this       88       83       92       88       81       86       90       87       88       88       88       92       1       4       1       2       1       4       1       2       1       4       1       2       1       4       1       2       1       4       1       2       1       4       1       2       1       4       1       2       1       4       1       2       1       1       1       2       1	7 3 4 1 2 5 7 96 1 0 9 11 8 9
I only watch/ listen to this during major tournaments       5       7       3       3       3       3       6       7       6       4       4       6       5       4         TOTAL 11       17       6       9       6       11       18       13       9       10       13       10       1         I never watch/ listen to this       88       93       88       92       88       81       86       90       87       87       88       8         Men's Rugby       1       1       1       2       2       1       1       8       9       17       15       11       16       17       21       19       1       1       1       1       1       1       1       1       1       1       1       1 <td>4     1       2     5       7     96       1     0       9     11       8     9</td>	4     1       2     5       7     96       1     0       9     11       8     9
TOTAL       11       17       6       9       6       11       18       13       9       10       13       10       1         I never watch/ listen to this       88       83       93       88       92       88       81       86       90       87       87       88       88         Men's Rugby       I regularly watch/ listen to this       9       13       6       3       7       11       15       11       8       9       12       17       1       10       12       17       11       11       11       14       14       14       14       15       16       16       16       38	<b>2 5</b> 7 96 1 0 9 11 8 9
Inever watch/listen to this       88       83       93       88       92       88       81       86       90       87       87       88       88         Men's Rugby       I regularly watch/listen to this       9       1       1       1       1       2       2       1       1       2       1       4       1       2       1         Men's Rugby       I regularly watch/listen to this       9       13       6       3       7       11       15       11       8       9       9       9       9       9       9       9       9       12       17       1         I only watch/listen to this during major tournaments       19       21       17       25       18       19       19       21       16       17       21       19       1         TortAL       42       52       34       37       39       46       48       46       38       35       42       45       45         Momen's Rugby       I never watch/listen to this       5       7       3       5       4       5       6       54       55       6       6       4       4       7       5       5 <td>7 96 I 0 9 11 8 9</td>	7 96 I 0 9 11 8 9
Not sure       1       1       1       2       2       1       1       2       1       4       1       2       1         Men's Rugby       I regularly watch/ listen to this       9       13       6       3       7       11       15       11       8       9       1       1       1       14       16       14       15       14       14       1	I 0 9 11 8 9
Men's Rugby       I regularly watch/ listen to this       9       13       6       3       7       11       15       11       8       9       17       15       18       19       19       11       14 <th< td=""><td>9 11 8 9</td></th<>	9 11 8 9
I regularly watch/ listen to this       9       13       6       3       7       11       15       11       8       9       17       1       1       1       14       16       14       15       15       15       15       15       15	8 9
I sometimes watch/ listen to this       14       18       11       9       14       16       14 <td>8 9</td>	8 9
I only watch/ listen to this during major tournaments       19       21       17       25       18       19       19       21       16       17       21       19       1         TOTAL 42       52       34       37       39       46       48       46       38       35       42       45       44         I never watch/ listen to this       56       48       64       61       60       53       52       52       62       63       56       54       55         Not sure       1       1       1       1       0       0       2       3       1       1       0       1       2       1       1       0       1       1       1       1       1       0       1	
TOTAL       42       52       34       37       39       46       48       46       38       35       42       45       44         I never watch/ listen to this       56       48       64       61       60       53       52       52       62       63       56       54       55         Not sure       1       1       1       2       1       1       0       1       1       2       1	
I never watch/ listen to this       56       48       64       61       60       53       52       52       62       63       56       54       55         Not sure       1       1       1       2       1       1       0       1       1       2       1	
Not sure       1       1       1       2       1       1       0       1       1       2       1 <th1< th="">       1       <th1< th=""> <th1< td="" th<=""><td></td></th1<></th1<></th1<>	
Women's Rugby       I regularly watch/ listen to this       1       1       1       0       0       2       3       1       1       0       1       2       0         I sometimes watch/ listen to this during major tournaments       5       7       3       5       4       5       7       6       4       4       7       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       6       6       6       6       6       6       6       6       6       6       1       1       1       1       1       1       1	
I regularly watch/ listen to this       1       1       1       1       0       0       2       3       1       1       0       1       2       0         I sometimes watch/ listen to this       5       7       3       5       4       5       7       6       4       5       6       5       6       5       6       5       6       5       6       5       6       5       6       5       6       5       6       5       6       5       6       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       6       6       6       6       6       6       1       1       12       1       1       12       1       1       1       1       12       1       1       1       1       1       1	
I sometimes watch/ listen to this       5       7       3       5       4       5       7       6       4       5       6       5       6       5       6       5       6       5       6       5       6       5       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       5       6       6       4       4       7       5       5       6       6       6       6       6       6       6       6       6       6       6       6       6       6       6       6       6       9	) 4
I only watch/ listen to this during major tournaments       5       7       4       7       5       5       6       6       4       4       7       5       5         TOTAL 11       15       8       12       9       12       16       13       9       9       14       12       1         I never watch/ listen to this       87       83       90       85       88       87       84       85       89       85       86       87       88         Men's Swimming       I regularly watch/ listen to this       1       1       2       0       1       2       3       1       1       0       2       1       1         I sometimes watch/ listen to this       1       1       2       0       1       2       3       1       1       0       2       1       1         I sometimes watch/ listen to this       6       6       6       6       5       6       9       7       5       7       6       6       8         I only watch/ listen to this during major tournaments       18       17       19       15       15       20       22       20       14       21	
TOTAL       11       15       8       12       9       12       16       13       9       9       14       12       1         I never watch/ listen to this       87       83       90       85       88       87       84       85       89       85       86       87       88         Not sure       2       1       3       2       1       1       2       1       6       1       1       1       1         Men's Swimming       I regularly watch/ listen to this       1       1       2       0       1       2       3       1       1       0       2       1       1         I sometimes watch/ listen to this       6       6       6       6       5       6       9       7       5       7       6       6       6       6       5       20       22       20       14       21       17       17       1         I only watch/ listen to this during major tournaments       18       17       19       15       15       20       22       20       14       21       17       17       17       17       17       17       17       17       17 <td></td>	
I never watch/ listen to this       87       83       90       85       88       87       84       85       89       85       86       87       88         Men's Swimming       I regularly watch/ listen to this       1       1       2       1       1       2       1       1       2       1       1       2       1	
Not sure       2       1       3       2       1       1       2       1       6       1       1       1         Men's Swimming       I regularly watch/ listen to this       1       1       2       0       1       2       3       1       1       0       2       1       1         I sometimes watch/ listen to this       6       6       6       6       5       6       9       7       5       7       6       6       6       8         I only watch/ listen to this during major tournaments       18       17       19       15       15       20       22       20       14       21       17       17       17         TOTAL       25       24       27       21       21       28       34       28       20       28       25       24       24	
I regularly watch/ listen to this       1       1       2       0       1       2       3       1       1       0       2       1       1         I sometimes watch/ listen to this       6       6       6       6       5       6       9       7       5       7       6       6       6         I only watch/ listen to this during major tournaments       18       17       19       15       15       20       22       20       14       21       17       17       1         TOTAL 25       24       27       21       21       28       34       28       20       28       25       24       24	1 1
I sometimes watch/ listen to this       6       6       6       6       5       6       9       7       5       7       6       6       8         I only watch/ listen to this during major tournaments       18       17       19       15       15       20       22       20       14       21       17       17       1         TOTAL 25       24       27       21       21       28       34       28       20       28       25       24       24	
l only watch/ listen to this during major tournaments 18 17 19 15 15 20 22 20 14 21 17 17 1 TOTAL 25 24 27 21 21 28 34 28 20 28 25 24 2	
TOTAL 25 24 27 21 21 28 34 28 20 28 25 24 2	
pever watch/listen to this <b>72</b> 74 70 77 77 71 66 60 79 65 75 74 7	
	4 72
Not sure <b>2</b> 2 1 3 2 1 1 2 1 6 1 2 1	1 0
Women's Swimming	
I regularly watch/listen to this 1 1 1 0 0 2 2 1 1 0 2 1	
I sometimes watch/listen to this 6 5 6 6 5 5 8 7 5 7 5 5 8	
I only watch/ listen to this during major tournaments 17 15 19 13 15 19 22 20 14 21 17 16 1	
TOTAL 24 21 26 19 20 26 32 28 20 28 24 22 2	
I never watch/listen to this <b>74</b> 77 72 77 78 73 67 71 79 64 75 76 7	
Not sure         2         1         3         3         1         0         2         1         7         1         2         1           Men's Darts         Image: Second S	1 0
	5 5
I regularly watch/ listen to this         4         5         3         1         4         4         3         5         2         2         6         5           I sometimes watch/ listen to this         11         15         7         15         11         8         11         10         12         6         11         10         1	
I only watch/ listen to this during major tournaments $8$ 9 6 4 7 9 9 7 8 7 9 9 6	
TOTAL 23 29 16 20 22 21 24 20 25 15 22 25 2	
	5 22
Not sure $2$ 2 1 2 3 1 0 2 1 6 1 2 1	5 79
	5 78 I 0

		Cł	nange in inte	rest in watching	women's sports		Women'	s sports med	ia coverage	change	Support/ of	oppose equa	l coverage
	otal	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
Weighted Sample 1		322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample 1		346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Cricket													
······································	1	4	0	1	0	0	1	0	1	0	2	1	0
	5	9	1	10	2	6	5	13	7	1	5	6	3
, , ,	5	12	10	7	1	6	6	10	2	2	5	7	1
TOTAL		25	11	18	3	12	12	23	10	3	12	14	4
I never watch/ listen to this		75	89	80	96	80	87	78	88	93	87	85	93
	1	1	0	1	1	8	1	0	2	3	1	2	2
Men's Rugby	. 1					_							_
ξ,	9	19	4	11	6	5	12	0	8	1	9	21	5
	14	20	18	20	10	13	15	35	16	8	14	19	12
, , ,	19	31	35	26	12	25	23	5	7	11	22	18	11
TOTAL		70	57	57	28	43	50	40	31	20	45	58	28
	56	29	43	43	71	51	50	60	67	77	55	40	72
	1	1	0	1	1	7	1	0	1	2	1	1	1
Women's Rugby			•		•		i .					•	
- <b>3</b> · · · <b>)</b>	1	3	0	2	0	0	1	0	1	0	1	0	1
	5	12	3	10	2	2	5	22	7	1	6	4	3
, , ,	5	15	3	10	1	4	7	5	2	1	7	5	1
TOTAL		30	6	22	3	6	13	27	10	2	14	9	5
	87	68	94	76	97	84	85	44	88	95	85	86	93
	2	2	0	3	1	10	1	29	1	3	1	4	2
Men's Swimming		0	0	0		•		0	0	0		0	•
- <b>3</b> · · · <b>)</b>	1	2	3	3	1	0	1	0	3	0	1	2	0
	6	8	5	13	3	7	6	9	8	3	7	8	4
, , ,	18	31	19	31	9	15	21	10	9	10	20	18	10
TOTAL	-	41	27	47	13	22	28	<b>19</b>	20	13	28	28	14
	73	57 2	73 0	51 2	86	69 9	70 1	53 29	78 2	84 3	71	67	83 2
	2	2	0	2	1	9	I	29	Z	3	1	5	Z
Women's Swimming	4 1	1	2	2	0	0	1	0	2	0	1	1	0
····g-·····	1 6	9	3 7	3 14	0 2	0 5	1 6	0 9	2 7	0 3	1 7	1 6	0
	-		7 16	30	2 8	ъ 15		9 10	9	3 8	7 19	6 19	3 9
I only watch/ listen to this during major tournaments TOTAL		31 <b>41</b>	26	30 <b>47</b>	0 10	20	21 28	19	9 18	。 11	27	19 26	9 12
I never watch/ listen to this		<b>41</b> 57	<b>26</b> 74	<b>47</b> 51	88	<b>20</b> 70	<b>20</b> 71	53	79	86	72	<b>26</b> 68	85
	2	57 2	74 0	3	88	70 9	1	53 29	79 3	86 4	1	68 6	85 2
Men's Darts	-	2	U	5	I	3	I '	29	3	4		U	2
	4	4	17	7	3	3	4	3	5	1	4	8	2
I sometimes watch/ listen to this		4 14	9	15	9	3 8	4 11	20	5 18	3	4 11	8 15	6
	8	14	9 20	15	9 4	8 9	9	20 10	5	3 1	8	15	6 5
Toriy watch/listen to this during major tournaments		31 31	20 <b>46</b>	34	4 16	9 20	9 24	33	5 28	5	° 23	34	5 13
	23 76	<b>3</b> 1 68	<b>46</b> 55	<b>34</b> 64	84	<b>20</b> 71	<b>24</b> 74	<b>33</b> 39	<b>28</b> 70	<b>9</b> 3	76	<b>34</b> 61	84
	2	1	0	64 2	84 1	9	1	39 29	70 2	93 3	1	4	84 3
Not sure	-	I	0	2	I	9		29	2	3	I '	4	3

Fieldwork: 2nd - 3rd March 2020		Gei	nder		Ag	e		Social	Grade			Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1738	844	894	189	727	420	402	1000	738	202	567	366	407	145
Unweighted Sample	1738	745	993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Darts														
I regularly watch/ listen to this		1	1	0	1	1	1	1	2	0	1	1	2	2
I sometimes watch/ listen to this	-	8	4	5	6	4	7	5	7	6	4	5	11	3
I only watch/ listen to this during major tournaments		5	3	3	4	4	6	3	5	3	5	5	3	2
TOTAL		14	8	8	11	9	14	9	14	9	10	11	16	7
I never watch/ listen to this		84	91	89	87	90	85	89	85	85	89	88	84	93
Not sure	2	2	1	3	3	1	0	2	1	6	1	2	1	1
Men's Golf	2	F	4		2	2	F	2	2		2	2	F	4
I regularly watch/ listen to this I sometimes watch/ listen to this		5 12	1	0	3	3 9	5 11	3	3	3 7	2 9	2 6	5 8	4 7
I only watch/ listen to this during major tournaments		12	4 9	10 13	5 10	9 14	11 14	9 14	6 10	11	9 12	6 13	8 11	7 14
TOTAL		<b>33</b>	9 14	<b>23</b>	18	26	<b>30</b>	<b>26</b>	19	21	23	13 21	24	25
I never watch/ listen to this		65	86	74	80	74	69	73	80	75	77	79	74	75
Not sure	-	1	1	3	1	0	0	1	1	3	1	0	2	0
Women's Golf				5		0	0		'	5		0	2	0
I regularly watch/ listen to this	0	1	0	0	0	0	1	0	0	0	0	0	1	1
I sometimes watch/ listen to this		6	2	4	2	2	8	4	3	1	3	3	6	5
I only watch/ listen to this during major tournaments		8	3	7	4	5	8	7	4	6	5	5	5	5
TOTAL		15	5	11	6	7	17	11	7	7	8	8	12	11
I never watch/ listen to this	-	85	94	87	92	92	82	88	91	88	90	92	87	89
Not sure		2	1	2	2	0	0	1	1	4	1	0	2	0
Men's Horse racing		•		•						•				
I regularly watch/ listen to this	2	3	1	0	1	3	5	2	2	3	2	2	3	2
I sometimes watch/ listen to this	8	8	7	10	6	9	8	7	8	7	8	7	10	4
I only watch/ listen to this during major tournaments	10	12	9	18	10	9	9	10	10	7	10	11	10	11
TOTAL	20	23	17	28	17	21	22	19	20	17	20	20	23	17
I never watch/ listen to this	78	75	81	70	81	79	78	79	78	79	78	80	77	81
Not sure	1	2	1	2	2	1	0	2	1	5	2	0	1	1
Women's Horse racing	i													
I regularly watch/ listen to this		2	1	0	1	3	3	2	2	2	2	1	2	2
I sometimes watch/ listen to this		4	4	6	3	4	5	4	3	4	3	3	6	1
I only watch/ listen to this during major tournaments		4	4	8	4	3	4	4	4	2	4	3	5	5
TOTAL		10	9	14	8	10	12	10	9	8	9	7	13	8
I never watch/ listen to this		86	89	81	89	89	87	88	88	86	87	92	85	91
Not sure	3	4	2	4	3	2	2	2	3	6	3	2	2	1
Men's Snooker	~		0		~	~	~ 1		~			<b>-</b>	~	0
I regularly watch/ listen to this		8	2	2	3	3	9	4	5	3	4	5	6	2
I sometimes watch/ listen to this		17	7	9	11	13 15	14 16	12	12	7	12	12 12	15	12
I only watch/ listen to this during major tournaments		15	10	8	11	15	16	13	12	10	13		13	18
TOTAL I never watch/ listen to this		<b>40</b> 59	<b>19</b> 80	19 79	<b>25</b>	<b>31</b> 69	<b>39</b> 60	<b>29</b>	<b>29</b> 70	<b>20</b> 76	<b>29</b> 70	<b>29</b> 72	<b>34</b> 65	<b>32</b> 67
	-	59 2	80 1	78 2	73 2	69 0	60 0	70 2	70 0	76 5	70 1	72 0	65 1	67 0
Not sure	Т	2	I	∠ ∠	2	0	0	2	0	Э	I	U	I	U

		Cł	hange in inte	rest in watching	women's sports		Women'	s sports med	ia coverage	e change	Support/ of	oppose equa	l 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
Weighted Sample		322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample	1738	346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Darts	. 1			_		_							
I regularly watch/ listen to this		1	0	2	1	2	1	0	3	0	1	1	0
I sometimes watch/ listen to this	6	8	4	10	3	4	6	15	9	2	6	5	3
I only watch/ listen to this during major tournaments	4	9	4	9	1	2	5	4	2	1	5	4	1
TOTAL		18	8	21	5	8	12	19	14	3	12	10	4
I never watch/ listen to this		80	90	76	94	82	87	52	84	95	86	86	93
Not sure	2	1	1	3	1	10	1	29	2	2	1	5	2
Men's Golf	•			4	0	0		0		4		0	
I regularly watch/ listen to this		5	11 9	4	2	0	4	0 48	1	1	3 7	9 17	1
I sometimes watch/ listen to this	8 12	11	9 9	11 17	6	9 17	8	48 5	10 11	1 4	13	17 20	6 6
I only watch/ listen to this during major tournaments TOTAL		24 <b>40</b>	9 29	17 <b>32</b>	6 14	17 <b>26</b>	14 <b>26</b>	5 53	11 <b>22</b>	4 6	23	20 <b>46</b>	6 13
I never watch/ listen to this		<b>40</b> 59	<b>29</b> 69	<b>32</b> 66	14 86	<b>20</b> 62	72	<b>53</b> 46	78	<b>6</b> 92	<b>23</b> 77	<b>40</b> 54	13 84
Not sure		1	1	1	0	12	1	40 0	0	92 2	1	0	3
Women's Golf		1	I	I	0	12		0	0	2		0	3
I regularly watch/ listen to this	0	1	0	1	0	0	1	0	0	0	1	0	0
I sometimes watch/ listen to this	4	7	2	5	2	4	3	15	6	1	3	3	4
I only watch/ listen to this during major tournaments	-	13	3	11	1	4	6	33	4	2	6	7	2
TOTAL		21	5	17	3	8	10	48	10	3	10	10	6
I never watch/ listen to this	-	77	93	82	97	82	89	52	90	95	89	89	91
Not sure		2	1	1	0	11	1	0	0	2	1	0	2
Men's Horse racing	-	-	•		Ū	• •		Ū	Ŭ	-		Ū	-
I regularly watch/ listen to this	2	5	1	4	1	1	3	2	3	0	2	6	1
I sometimes watch/ listen to this		11	18	9	6	7	8	22	7	3	7	9	7
I only watch/ listen to this during major tournaments		17	15	13	7	11	13	5	5	3	11	13	5
TOTAL		33	34	26	14	19	24	29	15	6	20	28	13
I never watch/ listen to this	78	65	66	72	86	74	75	42	84	92	79	69	84
Not sure	1	2	0	3	0	6	1	29	1	2	1	4	3
Women's Horse racing							•				•		
I regularly watch/ listen to this	2	4	3	3	1	1	2	6	2	0	2	3	1
I sometimes watch/ listen to this	4	6	6	5	3	2	4	13	5	2	4	3	4
I only watch/ listen to this during major tournaments	4	10	5	7	2	0	5	0	3	0	5	3	1
TOTAL	-	20	14	15	6	3	11	19	10	2	11	9	6
I never watch/ listen to this		77	85	81	94	87	87	52	88	95	88	86	90
Not sure	3	4	1	5	1	10	2	29	1	2	2	6	4
Men's Snooker													
I regularly watch/ listen to this		9	11	5	3	3	5	3	5	1	5	8	3
I sometimes watch/ listen to this		12	12	18	10	13	12	20	15	6	12	20	8
I only watch/ listen to this during major tournaments		22	19	19	7	16	15	4	7	4	13	14	10
TOTAL		43	42	42	20	32	32	27	27	11	30	42	21
I never watch/ listen to this	-	56	58	57	80	60	66	44	72	88	70	56	78
Not sure	1	1	0	2	0	7	1	29	0	2	1	3	2

Fieldwork: 2nd - 3rd March 2020		Gei	nder		Ag	je		Social	Grade			Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1738	844	894	189	727	420	402	1000	738	202	567	366	407	145
Unweighted Sample	1738	745	993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Snooker		1						ı						
I regularly watch/ listen to this		1	0	0	1	0	1	0	1	0	0	1	1	1
I sometimes watch/ listen to this	-	6	1	6	2	3	4	3	4	2	3	3	5	0
I only watch/ listen to this during major tournaments		3	2	2	3	2	4	3	2	3	2	3	3	2
TOTAL		10	3	8	<b>6</b> 92	5	9	<b>6</b> 92	<b>7</b> 92	<b>5</b> 90	<b>5</b> 93	7	9	3
I never watch/ listen to this		88	96	89		95	90 1	92 2	92 1	90 5	93 1	92 1	90 2	95
Men's Netball	2	3	1	3	2	1	1	2	1	5	1	1	2	1
	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I regularly watch/ listen to this I sometimes watch/ listen to this		1	0	5	0	0	0	1	1	0	0	0	3	0
I only watch/ listen to this during major tournaments		1	1	э 1	1	1	1	1	0	2	1	0	3 1	1
TOTAL		2	1	6	1	1	1	2	1	2	1	0	4	1
I never watch/ listen to this		95	98	90	97	99	98	96	98	93	98	99	- 94	99
Not sure	-	2	1	4	2	0	0	2	1	5	1	0	2	0
Women's Netball	•	-	•	•	-	Ŭ	Ŭ,	-	•	Ŭ		0	-	Ũ
I regularly watch/ listen to this	0	0	1	0	0	0	1	0	0	1	0	0	0	0
I sometimes watch/ listen to this		3	2	5	2	2	3	2	2	1	1	3	4	2
I only watch/ listen to this during major tournaments		3	5	4	5	4	3	5	2	6	3	4	5	4
TOTAL		6	8	9	7	6	7	7	4	8	4	7	9	6
I never watch/ listen to this	92	92	92	87	91	94	93	90	94	86	95	93	89	94
Not sure	2	2	1	4	2	1	0	2	1	5	1	1	2	0
Men's Athletics														
I regularly watch/ listen to this	5	5	5	1	3	7	8	6	4	6	6	4	5	5
I sometimes watch/ listen to this	13	15	10	11	11	15	15	14	11	17	10	15	15	6
I only watch/ listen to this during major tournaments	27	28	27	24	28	26	29	30	24	29	31	26	22	30
TOTAL	45	48	42	36	42	48	52	50	39	52	47	45	42	41
I never watch/ listen to this	54	51	57	60	57	52	48	50	61	46	53	54	58	60
Not sure	1	1	1	3	1	0	0	1	1	2	1	0	1	0
Women's Athletics								1						
I regularly watch/ listen to this		4	5	0	3	7	8	6	3	6	6	4	4	5
I sometimes watch/ listen to this		15	11	13	10	15	15	14	11	16	11	14	15	7
I only watch/ listen to this during major tournaments		27	27	24	27	25	29	29	23	31	29	26	21	29
TOTAL		46	43	37	40	47	52	49	37	53	46	44	40	41
I never watch/ listen to this		54	57	62	59	53	49	51	61	46	54	56	60	59
Not sure	1	1	1	2	1	1	0	1	1	2	1	0	1	0
Men's Cycling	<u> </u>		~		~	4	ا ۾	•	~		4	~	~	~
I regularly watch/ listen to this		3	2	0	2	4	4	3	2	1	4	3	2	3
I sometimes watch/ listen to this		11	7	6	6	13	12	10	8	10	8	8	11	8
I only watch/ listen to this during major tournaments		17	16	13	15	17	22	18	15	13	20	16	15	18
TOTAL		31	25	<b>19</b>	23	34 65	38	<b>31</b>	25 75	24	32	<b>27</b>	28	<b>29</b>
I never watch/ listen to this		67	74	79	77	65	62	67	75	74	67	73	71	72
Not sure	1	1	1	3	1	0	0	1	1	2	1	0	1	0

Fieldwork. 2nd - Stu March 2020		Cł	nange in inte	rest in watching v	women's sports		Women'	s sports med	ia coverage	change	Support/ of	oppose equa	l coverage
	Total	More interested	Less interested	No difference - always been interested	No difference - never been interested	Don't know	Increased		No change	Don't know	Support	Oppose	Don't knov
Weighted Sample		322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample		346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Snooker													
I regularly watch/ listen to this	0	1	2	1	0	0	1	4	0	0	1	0	0
I sometimes watch/ listen to this	3	5	4	8	1	0	3	15	4	3	4	1	4
I only watch/ listen to this during major tournaments	3	6	3	4	1	0	3	0	2	2	3	4	1
TOTAL		12	9	13	2	0	7	19	6	5	8	5	5
I never watch/ listen to this		86	91	84	97	92	92	52	93	94	92	91	93
Not sure	2	2	0	3	1	8	1	29	1	2	1	4	2
Men's Netball													
I regularly watch/ listen to this	0	0	0	0	0	0	0	0	1	0	0	0	0
I sometimes watch/ listen to this	1	1	0	0	1	0	0	0	4	0	0	0	2
I only watch/ listen to this during major tournaments	1	2	5	1	1	0	1	8	1	1	1	3	1
TOTAL		3	5	1	2	0	1	8	6	1	1	3	3
I never watch/ listen to this	97	95	95	96	98	94	98	63	94	97	98	93	95
Not sure	1	2	0	2	1	6	1	29	1	2	1	4	2
Women's Netball			•								i .	•	•
I regularly watch/ listen to this	0	1	0	1	0	0	0	0	1	0	1	0	0
I sometimes watch/ listen to this	2	3	7	4	1	2	2	9	5	0	2	2	3
I only watch/ listen to this during major tournaments	4	11	3	6	1	0	5	10	3	1	5	4	2
TOTAL		15	10	11	2	2	7	19	9	1	8	6	5
I never watch/ listen to this	92	83	90	87	97	92	92	53	91	96	92	90	94
Not sure	2	2	0	3	1	6	1	29	1	2	1	4	2
Men's Athletics	- 1	40	0	40	0	0		•	0	4		7	4
I regularly watch/ listen to this	5	10	8	10	2	0	6	2	3	1	6	7	1
I sometimes watch/ listen to this		23 43	5	22 39	6	19	15 32	17	11 15	4	13	17	9
I only watch/ listen to this during major tournaments TOTAL		43 76	29	39 71	17 <b>25</b>	31	53	44		13	31 50	31 55	12 <b>22</b>
I never watch/ listen to this			<b>42</b> 59		-	50	<b>53</b> 47	<b>63</b> 37	<b>29</b> 69	18			
	54 1	23 1	0	28 0	75 0	44	47	37 0	69 1	80 2	50 0	44	76
Not sure Not sure	'		U	U	U	6	U	U	I	2	U	1	2
I regularly watch/ listen to this	5	9	6	10	1	0	6	2	3	1	5	6	1
I sometimes watch/ listen to this		9 24	6 7	21	5	0 19	6 14	2 13	3 11	5	5 13	6 16	10
I only watch/ listen to this during major tournaments		24 42	31	21 41	5 16	33	32	13 48	14	э 11	30	30	10
TOTAL		42 75	37 <b>44</b>	41 72	22	53 52	32 52	48 63	14 28	17	<b>48</b>	30 52	22
I never watch/ listen to this		24	<b>44</b> 56	27	77	<b>52</b> 42	48	37	<b>20</b> 71	81	<b>40</b> 51	<b>52</b> 48	76
Not sure	55 1	24 1	0	1	0	42 6	48	37 0	0	2	1	48 0	2
Men's Cycling	1		0	I I	0	0	I '	0	0	2	I '	U	2
I regularly watch/ listen to this	3	5	9	4	1	1	3	2	1	0	3	5	1
I sometimes watch/ listen to this	3 9	5 16	9 6	4 14	5	9	10	2 19	11	4	9	5 11	6
I only watch/ listen to this during major tournaments	9 17	30	2	30	8	9 17	20	19 0	10	4 8	9 19	15	8
TOTAL		50 51	2 17	30 <b>48</b>	。 14	<b>27</b>	33	21	10 22	。 12	31	31	。 15
I never watch/ listen to this	29 71	<b>5</b> 1 48	84	<b>48</b> 51	14 85	<b>21</b> 64	33 66	<b>21</b> 79	78	86	68		83
		48 1	84 0	51	85 0	64 9	66 1	79 0	78 0	2	68 1	69 0	83 2
Not sure	1		0	U	U	9		0	U	2	'	0	2

		Ger	nder		Ag	e		Social	Grade			Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1738	844	894	189	727	420		1000	738	202	567	366	407	145
Unweighted Sample		745	993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Cycling														
I regularly watch/ listen to this	1	1	1	0	0	2	3	2	1	1	2	1	1	2
I sometimes watch/ listen to this	7	8	6	5	4	10	11	7	6	7	7	6	8	7
I only watch/ listen to this during major tournaments	14	14	15	8	13	15	20	16	12	10	16	15	14	15
TOTAL		23	22	13	17	27	34	25	19	18	25	22	23	24
I never watch/ listen to this	76	74	77	84	81	72	66	73	80	76	74	77	75	76
Not sure	2	2	1	4	2	1	1	2	1	6	1	1	2	0
Are you more or less interested in watching women's sports now compared to a few years ago or is there no difference?														
More interested	19	24	14	17	19	19	19	21	16	22	19	16	19	17
Less interested	2	3	2	2	2	3	2	2	1	1	1	2	3	3
No difference - I've always been interested	20	20	20	19	21	18	21	19	21	23	22	19	17	21
No difference - I've never been interested	56	50	61	55	55	58	55	54	58	48	53	61	56	57
			-									-		-
Don't know Generally speaking, do you support or oppose equal media	4	5	3	6	4	2	4	4	4	7	4	2	6	2
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support	33	5 27 39	3 38 34	6 46 27	38	26	25	33	33	7 38 34	4 35 38	2 29 37	6 32 34	31
Generally speaking, do you support or oppose equal media coverage of men's and women's sport?	33	27	38	46			25 44	-		38	35	29	32	31 40
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT	33 36	27 39	38 34	46 27	38 33 71	26 39	25 44 69	33 38 71	33 35 68	38 34	35 38	29 37	32 34 66	31 40 71
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support	33 36 69	27 39 66	38 34 72	46 27 73	38 33	26 39 65	25 44	33 38	33 35	38 34 72	35 38 73	29 37 66	32 34	31 40
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose	33 36 69 8	27 39 66 12	38 34 72 4	46 27 73 4	38 33 71 8	26 39 65 11	25 44 69 8	33 38 71 9	33 35 68 7	38 34 72 12	35 38 73 7	29 37 66 8	32 34 66 9	31 40 71 7
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose	33 36 69 8 3 11	27 39 66 12 6	38 34 72 4 1	46 27 73 4 2	38 33 71 8 3	26 39 65 11 4	25 44 69 8 3	33 38 71 9 4	33 35 68 7 2	38 34 72 12 4	35 38 73 7 3	29 37 66 8 4	32 34 66 9 5	31 40 71 7 1
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE	33 36 69 8 3 11	27 39 66 12 6 18	38 34 72 4 1 5	46 27 73 4 2 6	38 33 71 8 3 11	26 39 65 11 4 15	25 44 69 8 3 11	33 38 71 9 4 13	33 35 68 7 2 9	38 34 72 12 4 16	35 38 73 7 3 10	29 37 66 8 4 12	32 34 66 9 5 14	31 40 71 7 1 8
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your	33 36 69 8 3 11	27 39 66 12 6 18	38 34 72 4 1 5	46 27 73 4 2 6	38 33 71 8 3 11	26 39 65 11 4 15	25 44 69 8 3 11	33 38 71 9 4 13	33 35 68 7 2 9	38 34 72 12 4 16	35 38 73 7 3 10	29 37 66 8 4 12	32 34 66 9 5 14	31 40 71 7 1 8
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if	33 36 69 8 3 11 19 26	27 39 66 12 6 18 16 20	38 34 72 4 1 5 22 31	46 27 73 4 2 6 21 29	38 33 71 8 3 11 18 29	26 39 65 11 4 15 20 24	25 44 69 8 3 11 20	33 38 71 9 4 13 16 29	33 35 68 7 2 9 23 23	38 34 72 12 4 16 11 27	35 38 73 7 3 10 18 28	29 37 66 8 4 12 23 22	32 34 66 9 5 14 20 26	31 40 71 7 1 8 21 26
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport	33 36 69 8 3 11 19	27 39 66 12 6 18 16	38 34 72 4 1 5 22	46 27 73 4 2 6 21	38 33 71 8 3 11 18	26 39 65 11 4 15 20	25 44 69 8 3 11 20	33 38 71 9 4 13 16	33 35 68 7 2 9 23	38 34 72 12 4 16 11	35 38 73 7 3 10 18	29 37 66 8 4 12 23	32 34 66 9 5 14 20	31 40 71 7 1 8 21
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport, even if here should be an increase in coverage of women's sport, but	33 36 69 8 3 11 19 26	27 39 66 12 6 18 16 20	38 34 72 4 1 5 22 31	46 27 73 4 2 6 21 29	38 33 71 8 3 11 18 29	26 39 65 11 4 15 20 24	25 44 69 8 3 11 20	33 38 71 9 4 13 16 29	33 35 68 7 2 9 23 23	38 34 72 12 4 16 11 27	35 38 73 7 3 10 18 28	29 37 66 8 4 12 23 22	32 34 66 9 5 14 20 26	31 40 71 7 1 8 21 26
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support TOTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport, even if here should be an increase in coverage of women's sport, but only if the coverage of men's sport doesn't decrease	33 36 69 8 3 11 19 26 24 23	27 39 66 12 6 18 16 20 29 25	38 34 72 4 1 5 22 31 20 21	46 27 73 4 2 6 21 29 32 15	38 33 71 8 3 11 18 29 24 22	26 39 65 11 4 15 20 24 22 22	25 44 69 8 3 11 20 20 22 30	33 38 71 9 4 13 16 29 24 23	33 35 68 7 2 9 23 23 23 23 24 23	38 34 72 12 4 16 11 27 28 21	35 38 73 7 3 10 18 28 28 27 20	29 37 66 8 4 12 23 22 22 21 28	32 34 66 9 5 14 20 26 22 22	31 40 71 7 1 8 21 26 24 25
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support ToTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport, even if here should be an increase in coverage of women's sport, but only if the coverage of men's sport doesn't decrease The current balance is about right There should be a decrease in coverage of women's sport, if it	33 36 69 8 3 11 19 26 24	27 39 66 12 6 18 16 20 29	38 34 72 4 1 5 22 31 20	46 27 73 4 2 6 21 29 32	38 33 71 8 3 11 18 29 24	26 39 65 11 4 15 20 24 24	25 44 69 8 3 11 20 20 22	33 38 71 9 4 13 16 29 24	33 35 68 7 2 9 23 23 23	38 34 72 12 4 16 11 27 28	35 38 73 7 3 10 18 28 28 27	29 37 66 8 4 12 23 22 22 21	32 34 66 9 5 14 20 26 22	31 40 71 7 1 8 21 26 24
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support ToTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport, even if means a decrease in coverage of men's sport, but only if the coverage of men's sport doesn't decrease The current balance is about right There should be a decrease in coverage of women's sport, bit only if the coverage of men's sport doesn't decrease The current balance is about right	33 36 69 8 3 11 19 26 24 23 3	27 39 66 12 6 18 16 20 29 25 4	38 34 72 4 1 5 22 31 20 21 1	46 27 73 4 2 6 21 29 32 15 4	38 33 71 8 3 11 18 29 24 22 2	26 39 65 11 4 15 20 24 22 22 5	25 44 69 8 3 11 20 22 30 1	33 38 71 9 4 13 16 29 24 23 3	33 35 68 7 2 9 23 23 23 24 23 1	38 34 72 12 4 16 11 27 28 21 2	35 38 73 7 3 10 18 28 27 20 2	29 37 66 8 4 12 23 22 21 28 2	32 34 66 9 5 14 20 26 22 22 5	31 40 71 7 1 8 21 26 24 25 1
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support ToTAL SUPPORT Tend to oppose Strongly oppose TOTAL OPPOSE Don't know And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view? There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport, even if means a decrease in coverage of men's sport, but only if the coverage of men's sport doesn't decrease The current balance is about right There should be a decrease in coverage of women's sport, bit only if the coverage of men's sport doesn't decrease	33 36 69 8 3 11 19 26 24 23	27 39 66 12 6 18 16 20 29 25	38 34 72 4 1 5 22 31 20 21	46 27 73 4 2 6 21 29 32 15	38 33 71 8 3 11 18 29 24 22	26 39 65 11 4 15 20 24 22 22	25 44 69 8 3 11 20 20 22 30	33 38 71 9 4 13 16 29 24 23	33 35 68 7 2 9 23 23 23 23 24 23	38 34 72 12 4 16 11 27 28 21	35 38 73 7 3 10 18 28 28 27 20	29 37 66 8 4 12 23 22 22 21 28	32 34 66 9 5 14 20 26 22 22	31 40 71 7 1 8 21 26 24 25

Fieldwork. Zhu - Siù March 2020		C	hange in inte	rest in watching v	women's sports		Women'	s sports med	ia coverage	e change	Support/ of	oppose equa	I 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
Weighted Sample	1738	322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample	1738	346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Women's Cycling													
I regularly watch/ listen to this		3	1	3	1	0	2	2	0	0	2	1	0
I sometimes watch/ listen to this		15	6	12	3	5	8	13	5	3	7	9	4
I only watch/ listen to this during major tournaments		26	5	28	6	16	17	6	9	6	17	11	8
TOTAL		44	12	43	10	21	27	21	14	9	26	21	12
I never watch/ listen to this		55	88	54	90	68	72	49	86	88	73	76	86
Not sure	2	2	0	3	0	11	1	30	0	2	1	3	2
Are you more or less interested in watching women's sports now compared to a few years ago or is there no difference?													
More interested	19	100	0	0	0	0	24	0	8	3	23	12	6
Less interested	2	0	100	0	0	0	2	9	1	1	2	7	1
No difference - I've always been interested		0	0	100	0	0	22	50	20	9	25	14	5
No difference - I've never been interested		0	0	0	100	0	49	37	66	82	47	65	83
Don't know		0	0	0	0	100	3	5	5	6	4	2	6
Generally speaking, do you support or oppose equal media coverage of men's and women's sport? Strongly support Tend to support		45 42	14 39	45 43	26 32	27 36	35 40	21 26	29 32	25 25	48 52	0 0	0 0
TOTAL SUPPORT		87	53	88	58	63	75	47	61	50	100	0	0
Tend to oppose		7	27	7	9	6	10	33	4	1	0	71	0
Strongly oppose		0	13	2	5	Ő	3	0	4	3	0	29	0
TOTAL OPPOSE		7	40	9	14	6	13	33	8	4	0	100	0
Don't know		6	8	5	28	30	12	20	30	46	0	0	100
And thinking again about coverage of men's and women's sport in general, which of the following comes closest to your view?													
There should be an increase in coverage of women's sport, even if it means a decrease in coverage of men's sport	20	38	11	32	21	13	28	18	24	17	36	1	4
There should be an increase in coverage of women's sport, but		42	21	32	16	23	29	28	20	7	30	18	7
only if the coverage of men's sport doesn't decrease The current balance is about right	23	14	41	29	22	25	24	37	27	12	21	35	21
There should be a decrease in coverage of women's sport, if it		0	19	0	4	1	3	0	4	0	0	16	3
means an increase in coverage of men's sport													
There should be a decrease of coverage of women's sport, even if	3	1	4	0	4	0	3	2	4	3	0	21	1
	3	1 6	4 3	0 7	4 32	0 38	3 14	2 15	4 22	3 61	0 12	21 9	1 64

		Gei	nder		Ag	е		Social	Grade			Region		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1738	844	894	189	727	420	402	1000	738	202	567	366	407	145
Unweighted Sample	1738	745	993	143	726	432	437	1052	686	188	559	361	426	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following, do you think the quality of men's														
sport or women's sport is better at the highest level, or is it														
about the same?														
Tennis														
[to those who have watched it regularly or during a major														
tournament. N=805]														
Men's sport quality is better		39	29	27	27	44	38	35	32	34	33	31	39	35
Women's sport quality is better	8	9	7	17	10	4	5	9	6	13	5	11	9	5
About the same	-	46	58	44	57	47	52	51	54	49	57	52	45	52
Don't know	6	6	6	12	6	4	5	4	9	4	6	7	6	7
Football														
[to those who have watched it regularly or during a major tournament. N=992]														
Men's sport quality is better	66	78	51	63	66	68	67	69	63	69	63	63	72	66
Women's sport quality is better	5	4	6	7	5	4	5	5	5	2	6	7	4	6
About the same	18	13	25	21	17	20	18	15	23	19	20	17	18	14
Don't know	10	5	18	10	13	7	10	12	8	10	11	13	7	14
Cricket														
[to those who have watched it regularly or during a major tournament. N=492]														
Men's sport quality is better	69	74	56	53	64	77	72	69	68	65	74	62	71	66
Women's sport quality is better	3	3	2	24	1	0	1	3	1	2	1	0	6	0
About the same	16	14	19	17	14	13	19	15	18	13	13	22	17	0
Don't know	13	9	23	7	20	11	8	13	13	21	12	15	5	34
Rugby	_			-				-		-				
[to those who have watched it regularly or during a major tournament. N=776]														
Men's sport quality is better	67	76	53	68	64	69	68	67	65	73	60	70	73	61
Women's sport quality is better	2	1	3	3	2	1	2	2	2	1	2	3	1	2
About the same	15	12	18	13	15	15	14	13	17	12	19	12	12	12
Don't know	17	11	25	17	19	15	16	18	16	14	19	15	14	24
Swimming [to those who have watched it regularly or during a major	-			•				-						
tournament. N=479] Men's sport quality is better	17	25	11	32	16	16	16	15	21	21	18	18	17	10
Women's sport quality is better		25 5	3	32 4	6	4	10	4	21	4	2	10	2	0
About the same		э 65	3 79	4 62	69	4 76	י 79	4 75	3 69	4 68	2 75	64	2 77	81
Don't know	-	5	79	2	9	4	79 5	75 5	09 7	7	6	7	3	9
DONT KNOW	v	5	1	2	9	4	5	5	1	'	U	1	3	9

		Ch	nange in inte	rest in watching	women's sports		Women'	s sports med	ia coverage	Support/ oppose equal coverage			
	Total	More interested	Less	No difference - always been interested		Don't know		Decreased	No change	Don't know	Support	Oppose	Don't know
Weighted Sample	1738	322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample			37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following, do you think the quality of men's													
sport or women's sport is better at the highest level, or is it													
about the same?													
Tennis													
[to those who have watched it regularly or during a major tournament. N=805]													
Men's sport quality is better	34	32	71	24	44	27	35	12	26	36	27	64	49
Women's sport quality is better	8	7	2	9	7	7	6	82	16	12	7	11	11
About the same		55	15	62	43	52	53	5	56	42	59	25	34
Don't know	6	6	12	5	6	14	6	0	3	10	7	1	6
Football													
[to those who have watched it regularly or during a major tournament. N=992]		_					_				_		
Men's sport quality is better	66	69	77	60	70	47	70	59	55	43	61	90	66
Women's sport quality is better	5	7	18	8	1	2	5	10	8	1	7	1	1
About the same		21	1	21	15	29	16	20	31	21	20	6	21
Don't know	10	4	4	11	14	22	9	12	7	35	12	3	13
Cricket [to those who have watched it regularly or during a major													
tournament. N=492]													
Men's sport quality is better		73	68	60	78	35	73	24	49	65	63	86	71
Women's sport quality is better	3	1	0	1	5	4	1	0	16	5	1	0	16
About the same		16	32	20	7	31	14	16	30	7	20	7	9
Don't know	13	10	0	18	10	30	12	60	5	24	16	7	4
<b>Rugby</b> [to those who have watched it regularly or during a major													
tournament. N=776] Men's sport quality is better	67	60	80	60	60	52	60	23	60	50	62	00	71
Women's sport quality is better		69 3	80 4	60 2	69 1	52 0	69 2	23 24	60 5	50 0	63 1	86 0	16
		13	4 2	2	12	20	14	24 29	22	10	20	7	9
Don't know		15	2 14	17	12	20 28	14	29 24	13	40	20 16	7	9 4
Swimming	.,	1 15	17	17	17	20	1 15	27	15	40	10	'	7
[to those who have watched it regularly or during a major tournament. N=479]													
-	17	12	39	12	30	8	15	29	26	26	12	34	34
Women's sport quality is better	4	5	8	5	1	0	4	45	5	0	4	5	0
About the same		79	53	75	65	79	75	25	63	70	77	61	56
Don't know		4	0	8	5	13	6	0	6	4	7	0	10
	-	•	•	č	5			2	-		•	č	

Fieldwork: 2nd - 3rd March 2020		Gender			Aç	le		Social Grade		Region					
	<b>T</b> ( )			40.04			05.				Rest of	Ť		0	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	South	Wales	North	Scotland	
Weighted Sample	1738	844	894	189	727	420	402	1000	738	202	567	366	407	145	
Unweighted Sample		745	993 %	143	726	432	437	1052	686	188	559	361 %	426	153	
Darts	%	%	%	%	%	%	%	%	%	%	%	70	%	%	
[to those who have watched it regularly or during a major tournament. N=379]															
Men's sport quality is better	62	70	48	81	59	69	54	61	63	55	66	58	68	61	
Women's sport quality is better		4	4	8	5	4	2	6	1	2	2	7	5	2	
About the same	-	18	33	4	26	18	32	21	26	27	23	26	22	10	
Don't know	10	8	15	7	10	10	12	12	9	16	9	9	5	27	
Golf															
[to those who have watched it regularly or during a major tournament. N=408]															
Men's sport quality is better	57	64	39	37	59	60	58	53	63	50	58	58	63	49	
Women's sport quality is better		4	2	19	4	0	1	4	2	6	2	1	8	0	
About the same		18	38	7	19	27	31	27	18	17	24	26	18	36	
Don't know	16	14	21	37	18	13	10	15	17	27	16	16	12	15	
Horse racing [to those who have watched it regularly or during a major tournament. N=360]															
Men's sport quality is better	35	36	33	23	33	37	41	36	33	45	26	38	39	35	
Women's sport quality is better		5	3	23 18	3	0	2	4	5	45 4	20 5	2	6	0	
About the same		41	46	34	46	47	2 42	4 43	44	4 39	49	32	44	44	
Don't know	-	18	18	25	40 19	16	15	43 18	18	12	49 20	28	12	20	
Snooker	10	10	10	20	15	10	15	10	10	12	20	20	12	20	
[to those who have watched it regularly or during a major tournament. N=502]															
Men's sport quality is better	55	61	44	66	51	58	55	52	59	46	54	58	64	34	
Women's sport quality is better		1	2	0	2	0	1	2	0	3	0	1	1	1	
About the same		14	21	9	18	15	16	17	15	16	18	15	15	12	
Don't know		25	33	25	28	27	28	30	25	36	28	25	20	52	
Netball	-	-	-		-		-	-	-	-	-	-	-		
[o those who have watched it regularly or during a major tournament. N=119]															
Men's sport quality is better	12	23	4	36	9	5	5	14	7	25	4	0	20	0	
Women's sport quality is better		45	73	40	65	69	61	66	49	68	83	66	43	52	
About the same	14	14	14	14	6	22	22	9	26	6	8	11	20	21	
Don't know	13	18	9	10	19	4	12	11	18	0	5	23	16	27	
Athletics				-			•			-					
[to those who have watched it regularly or during a major tournament. N=831]															
Men's sport quality is better	17	26	7	29	13	17	20	16	20	19	19	13	20	9	
Women's sport quality is better		5	4	21	4	2	2	6	2	6	3	3	8	5	
About the same		64	83	41	78	76	74	74	71	71	75	74	66	80	
Don't know	5	5	6	9	5	5	4	4	7	4	3	10	6	6	
	-	-	-	-	-	-					-	-	-	-	

	Change in interest in watching women's sports						Women'	s sports med	ia coverage	Support/ oppose equal coverage			
F			T T	No difference -	No difference -								l j
	Total	More interested	Less interested	always been interested	never been interested	Don't know	Increased	Decreased	No change	Don't know	Support	Oppose	Don't know
Weighted Sample	1738	322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample	1738	346	37	356	927	72	1306	16	178	238	1245	200	293
	%	%	%	%	%	%	%	%	%	%	%	%	%
Darts													
[to those who have watched it regularly or during a major tournament. N=379]													
Men's sport quality is better		63	69	53	70	54	66	43	50	48	57	81	68
Women's sport quality is better	4	3	20	1	6	0	2	26	12	0	4	8	0
About the same	-	25	12	33	17	22	23	0	30	22	27	10	20
Don't know	10	10	0	13	8	24	9	31	8	30	12	1	12
Golf													
[to those who have watched it regularly or during a major tournament. N=408]													
Men's sport quality is better		63	81	47	59	45	61	12	44	33	50	77	52
Women's sport quality is better	4	2	4	2	6	6	1	8	17	16	1	2	20
About the same		24	15	33	16	19	24	18	27	19	29	9	24
Don't know	16	11	0	18	18	31	15	63	12	32	19	12	4
Horse racing [to those who have watched it regularly or during a major tournament. N=360]													
Men's sport quality is better	35	22	78	28	46	24	34	58	44	20	26	61	50
Women's sport quality is better	4	2	0	5		14	3	0	9	20 16	4	6	4
About the same	-	55	16	52	31	44	44	25	43	37	49	22	36
Don't know		21	6	14	19	19	19	17	4	27	21	11	10
Snooker			Ū.		10				•			••	
[to those who have watched it regularly or during a major tournament. N=502]													
Men's sport quality is better	55	59	93	44	60	30	57	47	55	37	48	85	57
Women's sport quality is better	1	1	0	2	1	0	0	35	3	2	1	3	1
About the same		18	0	20	14	10	15	0	28	16	19	6	13
Don't know	28	22	7	34	25	61	28	18	14	45	32	6	30
Netball													
[to those who have watched it regularly or during a major tournament. N=119]													
Men's sport quality is better	12	3	58	6	31	0	4	29	53	30	4	27	43
Women's sport quality is better	60	72	42	55	47	100	67	45	35	32	64	64	37
About the same	14	11	0	23	9	0	15	0	6	29	19	0	0
Don't know	13	13	0	15	12	0	14	26	6	10	13	9	20
Athletics													
[to those who have watched it regularly or during a major tournament. N=831]													
Men's sport quality is better	17	16	40	14	21	12	18	6	11	11	13	38	18
Women's sport quality is better	5	6	5	2	6	11	3	15	19	3	4	2	10
About the same	73	75	49	76	69	70	74	71	66	72	77	59	63
Don't know	5	3	6	7	5	8	5	8	4	14	6	1	8

		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	
Weighted Sample	1738	844	894	189	727	420	402	1000	738	202	567	366	407	145	
Unweighted Sample	1738	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	26	35	16	27	25	29	25	27	25	26	29	20	30	18	
Women's sport quality is better	4	4	4	5	1	4	6	4	4	2	3	5	5	3	
About the same	61	56	66	50	64	60	62	60	62	64	61	61	56	72	
Don't know	9	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 Decreased No change Don't know	1 12	76 2 11 12	68 1 13 18	71 0 16 13	68 2 14 16	76 1 8 15	77 1 8 15	76 1 10 13	67 1 14 18	72 3 12 14	74 1 9 16	70 1 14 15	71 0 13 15	78 0 9 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 Worsened No change Don't know	1 19	55 2 21 22	52 1 17 30	48 1 26 25	53 1 20 26	54 1 18 27	55 2 16 27	55 2 18 25	51 1 20 28	63 0 13 24	53 1 20 27	52 2 19 27	50 3 21 26	55 1 17 27	

		Ch	nange in inte	rest in watching v	vomen's sports		Women'	s sports med	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
Weighted Sample	1738	322	35	346	967	68	1255	19	201	262	1205	203	330
Unweighted Sample	1738	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	26	26	66	21	32	31	27	47	25	12	22	53	27
Women's sport quality is better		6	0	4	2	0	4	18	2	0	5	0	0
About the same	61	65	34	64	56	44	60	10	66	67	63	46	62
Don't know	9	4	0	11	10	24	8	24	8	21	10	1	11
women's sports has increased or decreased over the last few years, or has there been no change? Increased Decreased No change Don't know	1 12	92 0 5 3	86 5 5 5	79 3 12 7	63 1 14 22	62 1 14 23	100 0 0 0	0 100 0 0	0 0 100 0	0 0 0 100	78 1 10 11	83 3 8 6	44 1 18 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 Worsened No change Don't know	1 19	86 1 7 6	49 13 16 21	64 1 24 10	39 1 21 39	45 1 25 28	71 1 13 15	44 19 31 5	9 3 73 15	3 0 5 92	63 1 17 19	48 5 24 24	23 1 23 54