

YouGov / The Sun Survey Results

Sample Size: 2045 GB Adults
Fieldwork: 22nd - 23rd January 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Do you have any children in any of the following age bands?						Parents			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	No - I do not have any children	19 or older (grown-up children)	16 to 18	12 to 15	8 to 11	5 to 7	0 to 4	Have children	Does not have children
Weighted Sample	2045	x	x	x	658	490	430	994	1051	247	521	699	577	1166	879	262	665	438	503	178	800	786	138	177	165	113	190	1245	800
Unweighted Sample	2045	489	675	146	642	492	442	986	1059	174	478	807	586	1378	667	330	687	401	455	172	788	820	148	176	151	102	172	1257	788
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The next few questions are about sport (i.e. team sports or individual sports), rather than general physical exercise.
In general, have you felt like doing more sport since the London 2012 Olympics?

Yes, I have	17	20	18	21	17	15	16	18	16	32	25	14	8	20	13	20	17	17	17	13	23	8	13	25	23	31	22	14	23
No, I haven't	80	77	79	77	80	83	82	79	81	57	73	84	91	77	83	76	81	79	81	80	73	90	84	73	75	66	76	84	73
Don't know	3	2	3	2	3	2	2	3	3	12	3	1	2	3	3	5	2	4	1	7	5	2	3	2	3	2	2	5	

Have you taken up a new sport since the London 2012 Olympics?

Yes, I have	6	6	6	5	5	6	4	7	5	16	10	3	1	7	3	8	6	6	4	5	8	1	5	5	11	5	5	4	8
No, I haven't	94	94	94	95	95	94	96	93	95	84	90	97	99	93	97	92	94	94	96	95	92	99	95	95	89	95	95	96	92

Have you increased or decreased the amount of time you spend doing sport since the London 2012 Olympics or has there been no change?

Increased	9	13	8	15	9	8	10	10	9	22	15	7	3	12	6	12	12	7	8	7	15	3	6	11	9	11	9	6	15
Decreased	5	3	6	4	5	5	3	5	4	9	8	3	2	6	3	5	6	4	2	5	5	2	4	6	10	4	5	4	5
No change	84	83	84	81	85	85	87	83	86	64	75	89	95	81	89	81	80	87	88	87	78	94	90	82	81	84	83	89	78
Don't know	2	1	2	1	1	2	0	2	1	5	2	1	0	1	2	2	1	2	2	1	2	1	0	1	0	2	2	1	2

In general, has your child/children felt like doing more sport since the London 2012 Olympics?

[Asked to those with children n=1257]

Yes, they have	18	25	16	23	21	15	23	19	17	30	20	20	15	19	17	25	20	15	18	13	0	16	26	25	28	36	18	18	0
No, they haven't	68	60	72	62	63	73	63	65	70	15	75	69	64	66	70	64	66	68	68	76	0	65	69	70	69	59	77	68	0
Don't know	14	14	12	15	16	12	14	16	12	55	5	10	21	14	14	11	14	16	14	11	0	19	5	5	4	5	5	14	0

Has your child/children taken up a new sport since the London 2012 Olympics?

[Asked to those with children n=1257]

Yes, they have	11	14	9	15	11	8	16	12	10	14	12	14	7	12	9	12	12	8	13	6	0	9	13	16	19	26	10	11	0
No, they haven't	89	86	91	85	89	92	84	88	90	86	88	86	93	88	91	88	88	92	87	94	0	91	87	84	81	74	90	89	0

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

Has your child/children increased or decreased the amount of time they spend doing sport since the London 2012 Olympics or has there been no change?

[Asked to those with children n=1257]

Increased	15	21	13	14	16	11	19	16	14	30	16	17	12	17	12	19	17	12	15	11	0	13	14	19	22	29	15	15	0
Decreased	2	2	3	3	2	4	0	3	2	40	7	0	0	3	1	5	2	4	1	0	0	1	2	3	8	0	1	2	0
No change	76	71	79	74	73	78	72	73	77	23	74	78	75	73	79	71	75	77	75	82	0	76	82	76	69	70	82	76	0
Don't know	7	7	6	9	9	7	9	8	7	7	3	4	13	8	7	6	7	8	9	8	0	11	2	3	1	1	2	7	0

Which ONE of the following statements comes closest to your view?

There is too much investment in sport at a grassroots, local level	5	4	5	3	6	4	5	5	4	5	4	5	5	4	5	3	4	5	6	5	5	5	2	4	8	5	7	5	5
There is about the right level of investment in sport at a grassroots, local level	20	26	19	22	22	19	22	21	20	20	26	16	20	23	17	22	20	20	22	13	20	19	16	25	26	25	22	21	20
There is too little investment in sport at a grassroots, local level	52	53	55	54	54	54	52	54	50	46	45	58	55	52	52	45	56	51	53	52	48	56	64	57	48	59	50	55	48
Don't know	23	17	21	21	18	23	21	20	26	30	25	21	19	21	25	30	20	24	19	30	28	21	18	15	17	11	21	19	28

Do you think you would do more sport if there were more clubs locally to you or would it make no difference?

Yes, I would	22	23	24	19	21	21	23	20	24	36	31	20	11	24	20	28	22	20	25	16	24	14	23	31	33	39	40	21	24
No, I wouldn't - I already do lots of sports	13	17	12	9	16	11	11	16	11	15	16	13	10	16	9	14	14	14	11	15	15	10	9	13	21	18	14	12	15
No, I wouldn't - I don't do any sports	47	49	46	55	49	48	51	46	48	29	32	48	67	43	52	37	50	48	48	45	42	61	39	33	29	25	27	50	42
Don't know	17	12	18	17	14	19	15	18	17	20	21	19	11	17	18	20	14	19	16	24	19	16	29	23	17	18	18	16	19

Do you think your child/children would do more sport if there were more clubs locally to you or would it make no difference?

[Asked to those with children n=1257]

Yes, they would	33	31	40	32	27	38	38	30	34	18	44	37	23	32	33	36	28	30	40	31	0	27	41	47	47	44	46	33	0
No, they wouldn't - they already do lots of sports	19	24	18	19	20	18	15	19	19	11	15	21	19	21	17	16	19	23	17	19	0	19	19	22	25	24	13	19	0
No, they wouldn't - they don't do any sports	21	19	18	22	20	21	20	22	20	45	17	18	24	20	21	23	23	18	19	19	0	23	20	12	11	10	14	21	0
Don't know	28	26	24	27	32	22	27	29	27	26	24	24	34	27	29	25	30	29	24	31	0	31	20	19	17	22	27	28	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which ONE of the following statements comes closest to your view?																														
Sport can help young people improve their lives	85	91	84	79	87	85	84	82	87	80	82	86	89	86	83	85	86	85	84	84	84	87	86	84	79	83	86	86	84	
Sport doesn't make much difference to improving young people's lives	8	4	7	12	7	8	10	10	6	7	10	8	6	7	9	6	8	9	7	7	7	6	11	12	13	10	9	8	7	
Don't know	7	4	8	9	6	7	6	8	7	13	8	7	5	7	8	10	6	6	9	10	9	7	4	4	7	7	4	6	9	
Which ONE of the following statements comes closest to your view?																														
Sport can help lower crime levels	64	69	66	63	63	66	62	64	64	53	66	65	66	66	61	68	63	61	65	64	63	65	72	68	61	58	70	65	63	
Sport can contribute to increasing crime levels	3	4	4	2	4	3	2	4	2	5	4	2	2	3	3	2	4	4	3	0	2	2	5	7	12	0	1	3	2	
Sport makes no real difference to crime levels	23	21	21	27	26	20	26	22	24	25	20	23	26	22	25	19	25	25	23	21	22	26	16	15	22	32	19	24	22	
Don't know	10	7	9	9	8	10	10	10	9	17	11	10	6	9	11	12	8	10	10	15	13	7	7	9	5	10	10	8	13	
In general, do you think young people should spend more or less time doing sport or do they spend about the right amount of time doing sport?																														
More time	68	71	71	64	67	73	66	68	69	60	69	70	68	69	67	66	69	69	65	73	68	69	74	69	64	66	73	68	68	
Less time	3	2	4	6	3	3	5	4	3	4	5	2	3	4	3	4	4	3	3	1	3	3	3	3	9	3	4	4	3	
About the right amount of time	15	15	14	16	16	14	14	14	15	17	14	13	16	15	14	14	14	14	18	13	11	15	16	21	21	27	13	17	11	
Don't know	14	13	11	14	14	10	14	14	13	20	12	14	13	12	17	16	13	14	14	14	18	13	6	8	6	5	11	11	18	

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised