

# YouGov Results

## Sports watching

Sample: 2,139 GB adults

Fieldwork 24th - 25th March 2020



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

MIS\_Q1. Before the global outbreak of coronavirus (COVID-19), in general how often, if at all, did you watch live sports (e.g. on TV, a tablet, online etc.)?

Unweighted base	2139	1024	1115	219	342	349	336	893
<b>Base: All GB adults</b>	<b>2139</b>	<b>1037</b>	<b>1102</b>	<b>237</b>	<b>343</b>	<b>356</b>	<b>350</b>	<b>852</b>
Daily	115	86	28	9	15	21	13	56
Several times a week	323	229	93	37	38	49	52	147
Once a week	243	136	108	24	33	52	38	96
Twice a month	105	67	37	16	16	20	17	36
Once a month	95	49	46	18	9	13	12	42
Less often than once a month	466	186	281	45	70	79	65	207
Never	765	269	496	82	155	115	150	263
Don't know	28	16	12	7	7	7	3	5

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## Sports watching

Sample: 2,139 GB adults

Fieldwork 24th - 25th March 2020



Total	Social Grade	
	ABC1	C2DE

MIS\_Q1. Before the global outbreak of coronavirus (COVID-19), in general how often, if at all, did you watch live sports (e.g. on TV, a tablet, online etc.)?

Unweighted base	2139	1244	895
<b>Base: All GB adults</b>	<b>2139</b>	<b>1219</b>	<b>920</b>
Daily	115	61	54
Several times a week	323	193	130
Once a week	243	147	96
Twice a month	105	68	37
Once a month	95	59	36
Less often than once a month	466	289	178
Never	765	395	369
Don't know	28	8	20

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

MIS\_Q1. Before the global outbreak of coronavirus (COVID-19), in general how often, if at all, did you watch live sports (e.g. on TV, a tablet, online etc.)?

Unweighted base	2139	1024	1115	219	342	349	336	893
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MIS\_Q2. Due to the global outbreak of coronavirus (Covid19), lots of professional sport has been cancelled/postponed over the coming months. As a result of this, there will be less live sport shown on TV...Which, if any, of the following sport related themes would you like to see on TV whilst there is less live sports to watch? (Please select all that apply)

Unweighted base	2139	1024	1115	219	342	349	336	893
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Base: All GB adults

	2139	1024	1115	219	342	349	336	893
Replays of classic matches/ tournaments (e.g. football, cricket, rugby etc.)	485	335	150	56	63	84	87	195
Esports tournaments of traditional sports (e.g. football, basketball etc.)	101	81	20	27	26	19	15	14
Esports tournaments that aren't versions of traditional sports (e.g. Fortnite, League of Legends etc.)	95	74	21	21	32	21	15	6
Any format of a traditional sport (eg football, cricket, rugby, tennis etc.) competition from around the world which can be played without the risk of spreading the virus (e.g. players who have passed through quarantine period playing one another in special games)	294	208	86	40	57	49	51	97
Sport discussion/ debate	196	143	53	28	37	37	34	61
Programs that focus on exercise/ physical activity viewers can participate in	401	153	248	41	81	69	62	148
Any sport from around the world which have not been cancelled or postponed	230	152	78	26	38	39	44	83
Athletes or teams performing physical/sporting challenges against one another remotely	175	103	73	28	39	32	33	43
Athletes or teams playing sports related video games against each other	100	68	32	25	25	27	12	11
Other	50	29	21	2	5	7	8	27
None of these - I have no interest in watching any sports on TV	945	344	600	102	153	150	166	373
Don't know	173	105	68	14	20	30	19	90

Cell Contents (Counts)

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Total	Social Grade	
	ABC1	C2DE

MIS\_Q1. Before the global outbreak of coronavirus (COVID-19), in general how often, if at all, did you watch live sports (e.g. on TV, a tablet, online etc.)?

Unweighted base	2139	1244	895
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MIS\_Q2. Due to the global outbreak of coronavirus (Covid19), lots of professional sport has been cancelled/postponed over the coming months. As a result of this, there will be less live sport shown on TV...Which, if any, of the following sport related themes would you like to see on TV whilst there is less live sports to watch? (Please select all that apply)

Unweighted base	2139	1244	895
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**Base: All GB adults**

	2139	1219	920
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Replays of classic matches/ tournaments (e.g. football, cricket, rugby etc.)	485	305	180
Esports tournaments of traditional sports (e.g. football, basketball etc.)	101	57	44
Esports tournaments that aren't versions of traditional sports (e.g. Fortnite, League of Legends etc.)	95	55	40
Any format of a traditional sport (eg football, cricket, rugby, tennis etc.) competition from around the world which can be played without the risk of spreading the virus (e.g. players who have passed through quarantine period playing one another in special games)	294	194	100
Sport discussion/ debate	196	126	70
Programs that focus on exercise/ physical activity viewers can participate in	401	272	129
Any sport from around the world which have not been cancelled or postponed	230	137	93
Athletes or teams performing physical/sporting challenges against one another remotely	175	98	77
Athletes or teams playing sports related video games against each other	100	57	42
Other	50	26	24
None of these - I have no interest in watching any sports on TV	945	516	429
Don't know	173	76	97

Cell Contents (C)