## YouGov

## YouGov - Probability perceptions (2/3)

Fieldwork: 10th - 11th September 2020
Sample: $\mathbf{2 , 3 0 3}$ GB adults age 18+

| Total | Gender |  | Age |  |  |  |  | Social Grade |  | Region |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | North | Midland | East | London | South | Wales | Scotland |

Please imagine that a sports analytics company developed a model that could predict how likely each player is to win a professional tennis match...

Now imagine that this model predicted that a player has a
$1 \%$ chance of winning their match. If the player did end up
winning their match, would your assumption be...

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 18\% | 20\% | 16\% | 19\% | 21\% | 20\% | 18\% | 16\% | 19\% | 17\% | 18\% | 19\% | 15\% | 19\% | 18\% | 18\% | 20\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 49\% | 50\% | 48\% | 58\% | 47\% | 47\% | 50\% | 47\% | 53\% | 43\% | 48\% | 47\% | 50\% | 47\% | 51\% | 51\% | 47\% |
| Don't know | 33\% | 30\% | 36\% | 23\% | 32\% | 33\% | 31\% | 37\% | 28\% | 40\% | 33\% | 35\% | 35\% | 34\% | 31\% | 31\% | 33\% |

Now imagine that this model predicted that a player has a $5 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be..

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 20\% | 23\% | 17\% | 23\% | 26\% | 21\% | 20\% | 17\% | 22\% | 18\% | 19\% | 18\% | 18\% | 20\% | 23\% | 19\% | 24\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 45\% | 45\% | 45\% | 50\% | 39\% | 45\% | 46\% | 45\% | 48\% | 41\% | 46\% | 43\% | 43\% | 44\% | 45\% | 51\% | 42\% |
| Don't know | 35\% | 32\% | 38\% | 28\% | 35\% | 34\% | 34\% | 39\% | 31\% | 41\% | 35\% | 39\% | 40\% | 36\% | 32\% | 30\% | 34\% |

Now imagine that this model predicted that a player has a $10 \%$ chance of winning their match. If the player did end up $10 \%$ chance of winning their match. If the player did
winning their match, would your assumption be...

- Unweighted base

Unweighted base
Base: All UK adults
That the model was correct, and this was just an unlikely outcome that happened to take place
That the model was incorrect, and this outcome was more likely to happen than they had said it was

Don't know

| 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| 22\% | 24\% | 19\% | 25\% | 28\% | 20\% | 24\% | 18\% | 24\% | 19\% | 18\% | 22\% | 19\% | 23\% | 24\% | 22\% | 23\% |
| 42\% | 42\% | 41\% | 44\% | 34\% | 45\% | 42\% | 43\% | 45\% | 38\% | 45\% | 38\% | 42\% | 40\% | 41\% | 48\% | 42\% |
| 37\% | 34\% | 39\% | 30\% | 38\% | 35\% | 34\% | 40\% | 31\% | 43\% | 37\% | 40\% | 39\% | 37\% | 35\% | 31\% | 36\% |

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## YouGov - Probability perceptions (2/3)

Fieldwork: 10th - 11th September 2020
Sample: $\mathbf{2 , 3 0 3}$ GB adults age 18+

| Total | Gender |  | Age |  |  |  |  | Social Grade |  | Region |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | North | Midland | East | London | South | Wales | Scotland |

Please imagine that a sports analytics company developed a model that could predict how likely each player is to win a professional tennis match...

Now imagine that this model predicted that a player has a $20 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be...

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 25\% | 28\% | 23\% | 29\% | 33\% | 26\% | 26\% | 20\% | 28\% | 21\% | 24\% | 24\% | 21\% | 25\% | 29\% | 25\% | 27\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 38\% | 39\% | 37\% | 39\% | 30\% | 37\% | 39\% | 41\% | 40\% | 35\% | 41\% | 37\% | 39\% | 37\% | 35\% | 39\% | 39\% |
| Don't know | 37\% | 33\% | 41\% | 32\% | 37\% | 36\% | 35\% | 39\% | 32\% | 44\% | 36\% | 40\% | 40\% | 38\% | 36\% | 36\% | 34\% |

Now imagine that this model predicted that a player has a
$\mathbf{2 5 \%}$ chance of winning their match. If the player did end up winning their match, would your assumption be...

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 26\% | 29\% | 24\% | 30\% | 35\% | 29\% | 27\% | 21\% | 29\% | 23\% | 24\% | 29\% | 23\% | 26\% | 28\% | 27\% | 26\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 37\% | 37\% | 37\% | 40\% | 29\% | 35\% | 37\% | 40\% | 38\% | 35\% | 40\% | 33\% | 37\% | 34\% | 36\% | 40\% | 40\% |
| Don't know | 37\% | 34\% | 39\% | 31\% | 36\% | 36\% | 36\% | 39\% | 33\% | 42\% | 36\% | 38\% | 39\% | 40\% | 36\% | 33\% | 34\% |

Now imagine that this model predicted that the player has a $30 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be..

Unweighted base
Base: All UK adults
That the model was correct, and this was just an unlikely outcome that happened to take place ect, and this outcome was more likely to happen than they had said it was
Don't know

| 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| 29\% | 32\% | 27\% | 34\% | 36\% | 31\% | 30\% | 25\% | 32\% | 25\% | 29\% | 27\% | 23\% | 28\% | 33\% | 32\% | 31\% |
| $34 \%$ | 34\% | 33\% | 38\% | 26\% | 32\% | 35\% | 36\% | 35\% | 32\% | 36\% | 32\% | 33\% | 34\% | 32\% | 37\% | 33\% |
| 37\% | 34\% | 40\% | 29\% | 38\% | 37\% | 36\% | 39\% | 33\% | 42\% | 35\% | 41\% | 43\% | 38\% | 35\% | 31\% | 37\% |

## YouGov

## YouGov - Probability perceptions (2/3)

Fieldwork: 10th - 11th September 2020
Sample: $\mathbf{2 , 3 0 3}$ GB adults age $18+$

| Total | Gender |  | Age |  |  |  |  | Social Grade |  | Region |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | North | Midland | East | London | South | Wales | Scotland |

Please imagine that a sports analytics company developed a model that could predict how likely each player is to win a professional tennis match...

Now imagine that this model predicted that the team has a $33.3 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be..

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 30\% | 33\% | 26\% | 33\% | 37\% | 34\% | 28\% | 24\% | 33\% | 25\% | 28\% | 29\% | 25\% | 27\% | 33\% | 31\% | 33\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 33\% | 32\% | 33\% | 31\% | 25\% | 30\% | 37\% | 36\% | 33\% | 32\% | 34\% | 31\% | 34\% | 32\% | 31\% | 37\% | 32\% |
| Don't know | 38\% | 34\% | 41\% | 36\% | 38\% | 36\% | 35\% | 40\% | 34\% | 43\% | 37\% | 40\% | 41\% | 40\% | 36\% | 31\% | 35\% |

Now imagine that this model predicted that a player has a
$40 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be..

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 36\% | 39\% | 34\% | 47\% | 47\% | 36\% | 37\% | 29\% | 41\% | 30\% | 34\% | 38\% | 30\% | 36\% | 40\% | 36\% | 38\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 27\% | 27\% | 26\% | 23\% | 18\% | 27\% | 29\% | 30\% | 26\% | 28\% | 29\% | 25\% | 25\% | 27\% | 25\% | 32\% | 26\% |
| Don't know | 37\% | 33\% | 40\% | 30\% | 35\% | 37\% | 34\% | 40\% | 33\% | 42\% | 37\% | 37\% | 45\% | 37\% | 35\% | 32\% | 35\% |

Now imagine that this model predicted that the player has a $45 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be..

Unweighted base
Base: All UK adults
That the model was correct, and this was just an unlikely outcome that happened to take place ect, and this outcome was more likely to happen than they had said it was

Don't know

| 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| $40 \%$ | $42 \%$ | $38 \%$ | $48 \%$ | $47 \%$ | $42 \%$ | $40 \%$ | $33 \%$ | $44 \%$ | $34 \%$ | $38 \%$ | $40 \%$ | $38 \%$ | $35 \%$ | $45 \%$ | $36 \%$ | $41 \%$ |
| $24 \%$ | $25 \%$ | $24 \%$ | $21 \%$ | $17 \%$ | $23 \%$ | $25 \%$ | $29 \%$ | $24 \%$ | $25 \%$ | $27 \%$ | $23 \%$ | $23 \%$ | $24 \%$ | $22 \%$ | $28 \%$ | $25 \%$ |
| $36 \%$ | $34 \%$ | $38 \%$ | $32 \%$ | $36 \%$ | $35 \%$ | $35 \%$ | $38 \%$ | $33 \%$ | $41 \%$ | $35 \%$ | $38 \%$ | $39 \%$ | $40 \%$ | $33 \%$ | $36 \%$ | $34 \%$ |

## YouGov

## YouGov - Probability perceptions (2/3)

Fieldwork: 10th - 11th September 2020
Sample: $\mathbf{2 , 3 0 3}$ GB adults age 18+

| Total | Gender |  | Age |  |  |  |  | Social Grade |  | Region |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | North | Midland <br> s | East | London | South | Wales | Scotland |

Pease imagine that a sports analytics company developed a model that could predict how likely each player is to win a professional tennis match..

Now imagine that this model predicted that a player has a $49 \%$ chance of winning their match. If the player did end up winning their match, would your assumption be...

| Unweighted base | 2303 | 1059 | 1244 | 177 | 363 | 391 | 352 | 1020 | 1419 | 884 | 564 | 384 | 225 | 268 | 545 | 108 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All UK adults | 2303 | 1117 | 1186 | 256 | 369 | 404 | 348 | 926 | 1313 | 990 | 550 | 380 | 215 | 311 | 534 | 113 | 200 |
| That the model was correct, and this was just an unlikely outcome that happened to take place | 42\% | 43\% | 40\% | 47\% | 52\% | 45\% | 41\% | 35\% | 46\% | 37\% | 39\% | 44\% | 41\% | 37\% | 45\% | 36\% | 49\% |
| That the model was incorrect, and this outcome was more likely to happen than they had said it was | 21\% | 23\% | 20\% | 21\% | 15\% | 19\% | 22\% | 25\% | 20\% | 23\% | 24\% | 19\% | 20\% | 24\% | 20\% | 31\% | 16\% |
| Don't know | 37\% | 34\% | 39\% | 32\% | 34\% | 36\% | 38\% | 39\% | 34\% | 41\% | 37\% | 37\% | 39\% | 39\% | 36\% | 33\% | 34\% |

