

British Future Olympics questions Topline 24.08.12

- Research carried out for British Future;
- Results are based on 1,025 online interviews with people aged 16-75 in Great Britain as part of Ipsos MORI's online omnibus;
- Fieldwork took place between 18-22 August 2012;
- Where results do not sum to 100, this may be due to multiple responses, computer rounding, or weighting;
- Results are based on all respondents unless otherwise stated;
- Please note that data have been weighted to the known profile of the population; and
- An asterisk (*) represents a value of less than one half of one per cent, but not zero.

Q1

Base: 1,025 British Adults 16-75

As you may know, Britain has been hosting the 2012 Olympic Games. Thinking about what you have seen or have heard about Britain's performance in the Olympic Games, which two or three of the following athletes, if any, have made you proudest to be British?

	%
Jessica Ennis in the heptathlon	50
Mo Farah in the 5,000 or 10,000 metres	43
Bradley Wiggins in the cycling	29
Sir Chris Hoy in the cycling	25
Andy Murray in the tennis	15
Nicola Adams in the boxing	12
Ben Ainslie in the sailing	9
Laura Trott in the cycling	9
Katherine Grainger in the rowing	8
Jade Jones in the taekwondo	5
Alastair Brownlee in the triathlon	5
Greg Rutherford in the long jump	5
Charlotte Dujardin in the dressage	3
Other	3
No athlete made me proud	10
Don't know	8

Q2

Base: 1,025 British Adults 16-75

I'd now like to ask you some questions about the BBC's coverage of sport. As a publically-funded, free-to-view broadcaster, do you agree or disagree that the BBC should do each of the following?

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neither Agree nor Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't know</i>	Agree	Disagree
	%	%	%	%	%	%	%	%
The BBC should show less sport	7	11	32	26	20	3	18	46
The BBC should concentrate on sports that are not shown elsewhere	9	25	42	15	5	4	34	20
The BBC should show as much women's sport as men's sport	26	36	25	7	2	3	62	9
The BBC should show sporting events that bring the nation together	36	35	21	2	2	4	71	4
The BBC should show the sports that most people want to watch	20	37	29	6	3	3	57	9
The BBC should show a weekly programme that rounds up all the sports in Britain, even if this means spending more of the licence fee on getting the rights to show certain sports	16	28	28	15	9	5	44	24