

YouGov Survey Results

Sample Size: 2115

Fieldwork: 20th - 22nd October 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following sports events would you be most likely to pay a premium price on tickets for

Unweighted Base	2115	970	1145	207	348	347	349	864	1217	897	510	334	221	244	504	102	200
All GB adults	2115	1016	1099	255	372	368	380	740	1163	951	520	347	203	271	485	106	184
Premier League Football	15%	22%	8%	22%	22%	18%	13%	8%	15%	14%	17%	14%	18%	16%	10%	19%	12%
UEFA Champions League	13%	20%	7%	24%	19%	14%	13%	7%	14%	12%	12%	11%	16%	15%	10%	17%	21%
The Open Championship	4%	7%	1%	3%	4%	4%	4%	5%	5%	3%	5%	3%	3%	3%	4%	2%	8%
Football League	7%	10%	4%	13%	8%	7%	5%	4%	7%	7%	8%	8%	6%	7%	5%	9%	6%
Ryder Cup	7%	11%	3%	8%	8%	7%	5%	7%	8%	6%	6%	7%	5%	5%	7%	12%	12%
2012 Olympic & Paralympic Games	17%	18%	17%	33%	22%	20%	15%	9%	20%	14%	15%	15%	19%	22%	21%	22%	10%
F1 Grand Prix Race	14%	19%	10%	17%	20%	15%	14%	10%	15%	14%	11%	16%	15%	14%	17%	13%	14%
Grand National	7%	9%	5%	9%	8%	7%	9%	5%	8%	6%	8%	8%	7%	8%	5%	8%	6%
Premiership Rugby	4%	6%	2%	10%	3%	3%	3%	4%	4%	5%	3%	3%	5%	4%	7%	4%	1%
iRB Rugby World Cup	9%	13%	5%	13%	9%	9%	7%	7%	9%	8%	6%	8%	5%	7%	11%	23%	9%
European Athletics Championship	3%	3%	3%	3%	4%	3%	3%	2%	4%	2%	3%	2%	7%	2%	3%	2%	3%
Commonwealth Games	5%	6%	4%	9%	6%	5%	4%	4%	5%	4%	4%	3%	4%	5%	5%	7%	10%
Wimbledon Tennis Championships	15%	15%	15%	29%	20%	12%	12%	11%	18%	11%	12%	11%	12%	18%	19%	20%	19%
World Boxing Championships	5%	9%	2%	10%	6%	5%	5%	3%	6%	5%	6%	8%	5%	5%	4%	6%	2%
International Test cricket	9%	15%	3%	9%	10%	10%	7%	7%	10%	6%	10%	10%	6%	6%	9%	14%	2%
Twenty-twenty crickets	6%	10%	2%	7%	7%	6%	4%	5%	7%	4%	7%	7%	5%	4%	6%	4%	2%
None of these	49%	39%	59%	32%	36%	47%	52%	62%	47%	52%	53%	49%	48%	45%	48%	46%	51%

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Which, if any, of the following sports events would
you be most likely to pay a premium price on tickets
for atte

	Total	Government Region						
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted Base	2115	88	247	175	162	172	221	244
All GB adults	2115	97	247	176	167	180	203	271
Premier League Football	15%	19%	21%	11%	10%	17%	18%	16%
UEFA Champions League	13%	7%	17%	9%	10%	12%	16%	15%
The Open Championship	4%	3%	6%	4%	3%	3%	3%	3%
Football League	7%	8%	7%	10%	9%	7%	6%	7%
Ryder Cup	7%	5%	8%	4%	7%	6%	5%	5%
2012 Olympic & Paralympic Games	17%	6%	16%	19%	14%	15%	19%	22%
F1 Grand Prix Race	14%	6%	12%	14%	15%	18%	15%	14%
Grand National	7%	8%	10%	5%	7%	10%	7%	8%
Premiership Rugby	4%	2%	1%	7%	4%	2%	5%	4%
iRB Rugby World Cup	9%	7%	5%	8%	11%	5%	5%	7%
European Athletics Championship	3%	1%	4%	2%	2%	3%	7%	2%
Commonwealth Games	5%	2%	5%	5%	4%	3%	4%	5%
Wimbledon Tennis Championships	15%	11%	13%	10%	15%	8%	12%	18%
World Boxing Championships	5%	7%	7%	5%	7%	8%	5%	5%
International Test cricket	9%	5%	10%	13%	10%	10%	6%	6%
Twenty-twenty crickets	6%	5%	5%	11%	6%	8%	5%	4%
None of these	49%	52%	55%	52%	47%	52%	48%	45%

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Total	Government Region			
Base	South East	South West	Wales	Scotland

Which, if any, of the following sports events would you be most likely to pay a premium price on tickets for

Unweighted Base	2115	299	205	102	200
All GB adults	2115	287	198	106	184
Premier League Football	15%	12%	8%	19%	12%
UEFA Champions League	13%	12%	8%	17%	21%
The Open Championship	4%	4%	4%	2%	8%
Football League	7%	4%	5%	9%	6%
Ryder Cup	7%	7%	7%	12%	12%
2012 Olympic & Paralympic Games	17%	21%	21%	22%	10%
F1 Grand Prix Race	14%	17%	16%	13%	14%
Grand National	7%	4%	8%	8%	6%
Premiership Rugby	4%	5%	10%	4%	1%
IRB Rugby World Cup	9%	9%	13%	23%	9%
European Athletics Championship	3%	3%	5%	2%	3%
Commonwealth Games	5%	4%	6%	7%	10%
Wimbledon Tennis Championships	15%	17%	21%	20%	19%
World Boxing Championships	5%	3%	5%	6%	2%
International Test cricket	9%	8%	12%	14%	2%
Twenty-twenty crickets	6%	6%	7%	4%	2%
None of these	49%	49%	46%	46%	51%

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Fieldwork: 20th - 22nd October 2010

Total	Working Status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following sports events would you be most likely to pay a premium price on tickets for atte

Unweighted Base	2115	1046	294	1340	101	436	69	169	1092	243	237	60	475
All GB adults	2115	1098	279	1376	115	372	74	178	1043	253	229	54	527
Premier League Football	15%	19%	12%	18%	13%	6%	19%	6%	12%	22%	12%	1%	19%
UEFA Champions League	13%	18%	11%	17%	19%	4%	10%	4%	11%	17%	8%	1%	20%
The Open Championship	4%	5%	3%	5%	2%	4%	3%	0%	5%	2%	3%	2%	4%
Football League	7%	8%	7%	8%	11%	2%	3%	4%	4%	10%	5%	-	11%
Ryder Cup	7%	8%	8%	8%	6%	7%	3%	1%	8%	6%	6%	5%	7%
2012 Olympic & Paralympic Games	17%	20%	20%	20%	32%	9%	16%	8%	15%	18%	10%	20%	26%
F1 Grand Prix Race	14%	17%	13%	16%	16%	9%	23%	10%	14%	15%	13%	4%	17%
Grand National	7%	9%	7%	8%	10%	3%	7%	3%	6%	10%	8%	8%	8%
Premiership Rugby	4%	4%	3%	4%	12%	3%	3%	2%	4%	3%	1%	3%	7%
iRB Rugby World Cup	9%	10%	6%	9%	18%	8%	6%	3%	8%	8%	8%	7%	11%
European Athletics Championship	3%	4%	4%	4%	1%	2%	-	2%	3%	2%	2%	3%	5%
Commonwealth Games	5%	5%	9%	6%	9%	3%	2%	3%	4%	3%	4%	1%	8%
Wimbledon Tennis Championships	15%	16%	21%	17%	23%	9%	12%	7%	13%	12%	12%	14%	23%
World Boxing Championships	5%	6%	4%	6%	8%	3%	10%	3%	4%	7%	5%	2%	8%
International Test cricket	9%	11%	6%	10%	6%	7%	6%	4%	8%	8%	7%	6%	10%
Twenty-twenty crickets	6%	8%	5%	7%	4%	4%	4%	2%	5%	7%	6%	1%	7%
None of these	49%	40%	52%	43%	32%	68%	56%	70%	52%	48%	58%	57%	39%

YouGov Survey Results

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Total	
Base	Refused

Which, if any, of the following sports events would you be most likely to pay a premium price on tickets for

Unweighted Base	2115	8
All GB adults	2115	8
Premier League Football	15%	37%
UEFA Champions League	13%	18%
The Open Championship	4%	7%
Football League	7%	7%
Ryder Cup	7%	15%
2012 Olympic & Paralympic Games	17%	-
F1 Grand Prix Race	14%	-
Grand National	7%	7%
Premiership Rugby	4%	7%
IRB Rugby World Cup	9%	7%
European Athletics Championship	3%	-
Commonwealth Games	5%	-
Wimbledon Tennis Championships	15%	7%
World Boxing Championships	5%	7%
International Test cricket	9%	15%
Twenty-twenty crickets	6%	15%
None of these	49%	63%

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Which, if any, of the following sports events would you be most likely to pay a premium price on tickets for

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	Base	0	1	2	3+			
Unweighted Base	2115	1480	283	225	75	583	52	
All GB adults	2115	1423	312	244	82	638	54	
Premier League Football	15%	14%	17%	17%	11%	16%	15%	
UEFA Champions League	13%	13%	15%	16%	14%	15%	10%	
The Open Championship	4%	5%	3%	2%	3%	3%	2%	
Football League	7%	7%	5%	9%	7%	7%	3%	
Ryder Cup	7%	8%	6%	5%	4%	6%	5%	
2012 Olympic & Paralympic Games	17%	18%	14%	24%	17%	18%	9%	
F1 Grand Prix Race	14%	15%	17%	12%	10%	15%	11%	
Grand National	7%	7%	9%	5%	10%	8%	4%	
Premiership Rugby	4%	4%	5%	4%	5%	4%	2%	
iRB Rugby World Cup	9%	9%	9%	8%	9%	8%	10%	
European Athletics Championship	3%	3%	5%	1%	5%	4%	3%	
Commonwealth Games	5%	5%	7%	5%	4%	6%	9%	
Wimbledon Tennis Championships	15%	16%	15%	15%	6%	14%	7%	
World Boxing Championships	5%	5%	9%	5%	3%	7%	1%	
International Test cricket	9%	9%	8%	7%	9%	8%	7%	
Twenty-twenty crickets	6%	6%	7%	4%	2%	5%	5%	
None of these	49%	51%	44%	45%	53%	46%	58%	