

A Good Sport



The research for Spirit of Cricket was carried out between: **23 / 03 / 2010** and **06 / 04 / 2010**
Sample: 1007 parents of children aged 8 - 16

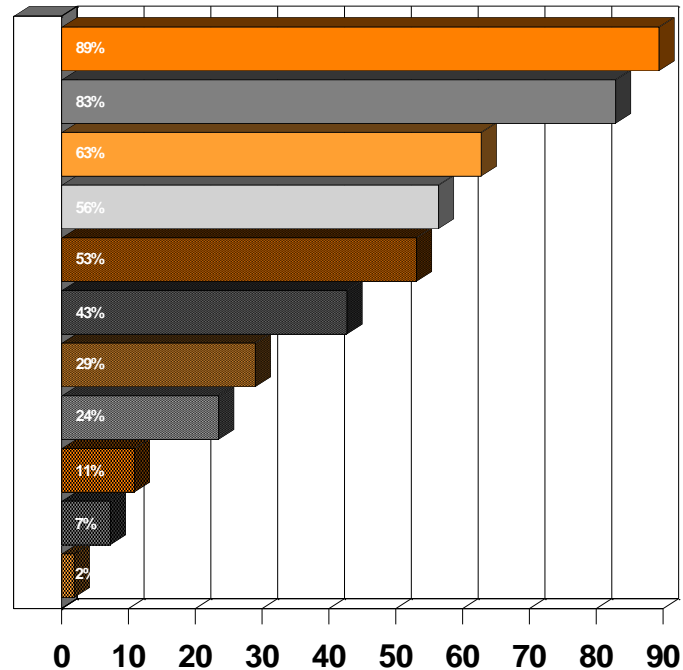
Question One


What are your main reasons for wanting your child to take part in sport?


Absolute Base % Respondents	
Base	1007 100.0%
Q3	
To have fun	900 89.4%
To be fit and active	835 82.9%
To be part of a team	632 62.8%
To make friends	568 56.4%
To learn new skills	535 53.1%
To learn how to play sport in the right spirit	430 42.7%
To become more disciplined	292 29.0%
To learn to deal with losing	237 23.5%
To win	110 10.9%
To improve their prospects of going professional	74 7.3%
Other (please specify)	19 1.9%

Question One

What are your main reasons for wanting your child to take part in sport?





 To have fun


 To be fit and active


 To be part of a team

 To make friends

 To learn new skills

 To learn how to play sport in the right spirit

 To become more disciplined

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 To win

 To improve their prospects of going professional

 Other (please specify)

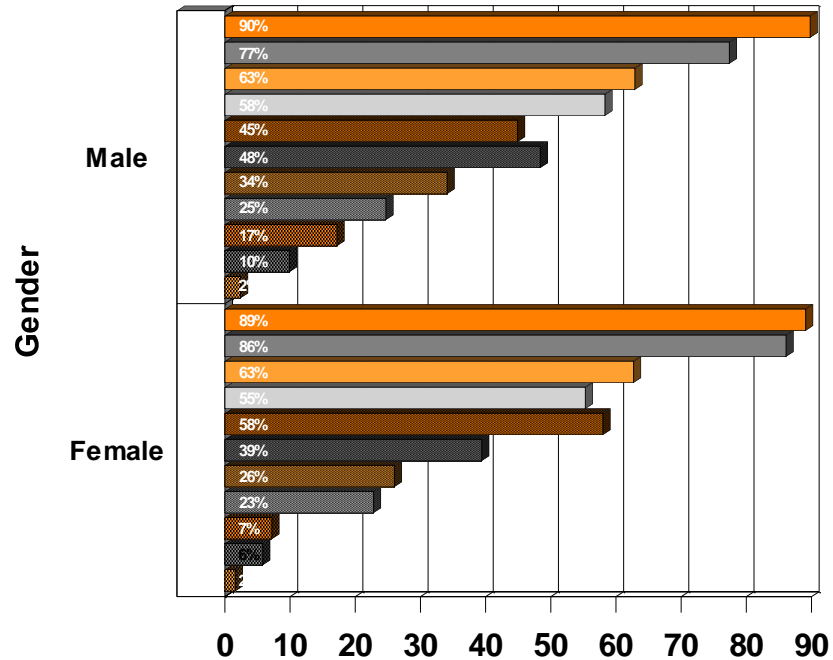
Question One Cross Tabulation With Gender

What are your main reasons for wanting your child to take part in sport?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	1007	372	635
Q3			
To have fun	900 89.4%	334 89.8%	566 89.1%
To be fit and active	835 82.9%	288 77.4%	547 86.1%
To be part of a team	632 62.8%	234 62.9%	398 62.7%
To make friends	568 56.4%	217 58.3%	351 55.3%
To learn new skills	535 53.1%	167 44.9%	368 58.0%
To learn how to play sport in the right spirit	430 42.7%	180 48.4%	250 39.4%
To become more disciplined	292 29.0%	127 34.1%	165 26.0%
To learn to deal with losing	237 23.5%	92 24.7%	145 22.8%
To win	110 10.9%	64 17.2%	46 7.2%
To improve their prospects of going professional	74 7.3%	37 9.9%	37 5.8%
Other (please specify)	19 1.9%	9 2.4%	10 1.6%

Question One Cross Tabulation With Gender

What are your main reasons for wanting your child to take part in sport?



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- To be fit and active
- To be part of a team
- To make friends
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- To become more disciplined
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- To win
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- Other (please specify)

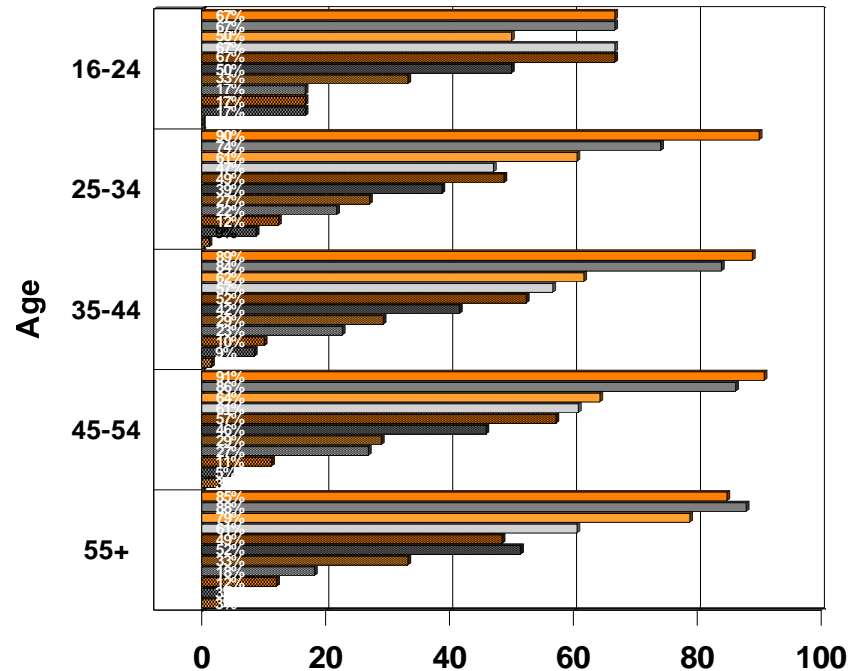
Question One Cross Tabulation With Age

What are your main reasons for wanting your child to take part in sport?

Absolute Break % Respondents	Base	Age				
		16-24	25-34	35-44	45-54	55+
Base	1007	6	170	515	283	33
Q3						
To have fun	900 89.4%	4 66.7%	153 90.0%	458 88.9%	257 90.8%	28 84.8%
To be fit and active	835 82.9%	4 66.7%	126 74.1%	432 83.9%	244 86.2%	29 87.9%
To be part of a team	632 62.8%	3 50.0%	103 60.6%	318 61.7%	182 64.3%	26 78.8%
To make friends	568 56.4%	4 66.7%	80 47.1%	292 56.7%	172 60.8%	20 60.6%
To learn new skills	535 53.1%	4 66.7%	83 48.8%	270 52.4%	162 57.2%	16 48.5%
To learn how to play sport in the right spirit	430 42.7%	3 50.0%	66 38.8%	214 41.6%	130 45.9%	17 51.5%
To become more disciplined	292 29.0%	2 33.3%	46 27.1%	151 29.3%	82 29.0%	11 33.3%
To learn to deal with losing	237 23.5%	1 16.7%	37 21.8%	117 22.7%	76 26.9%	6 18.2%
To win	110 10.9%	1 16.7%	21 12.4%	52 10.1%	32 11.3%	4 12.1%
To improve their prospects of going professional	74 7.3%	1 16.7%	15 8.8%	44 8.5%	13 4.6%	1 3.0%
Other (please specify)	19 1.9%	- -	2 1.2%	8 1.6%	8 2.8%	1 3.0%

Question One Cross Tabulation With Age

What are your main reasons for wanting your child to take part in sport?



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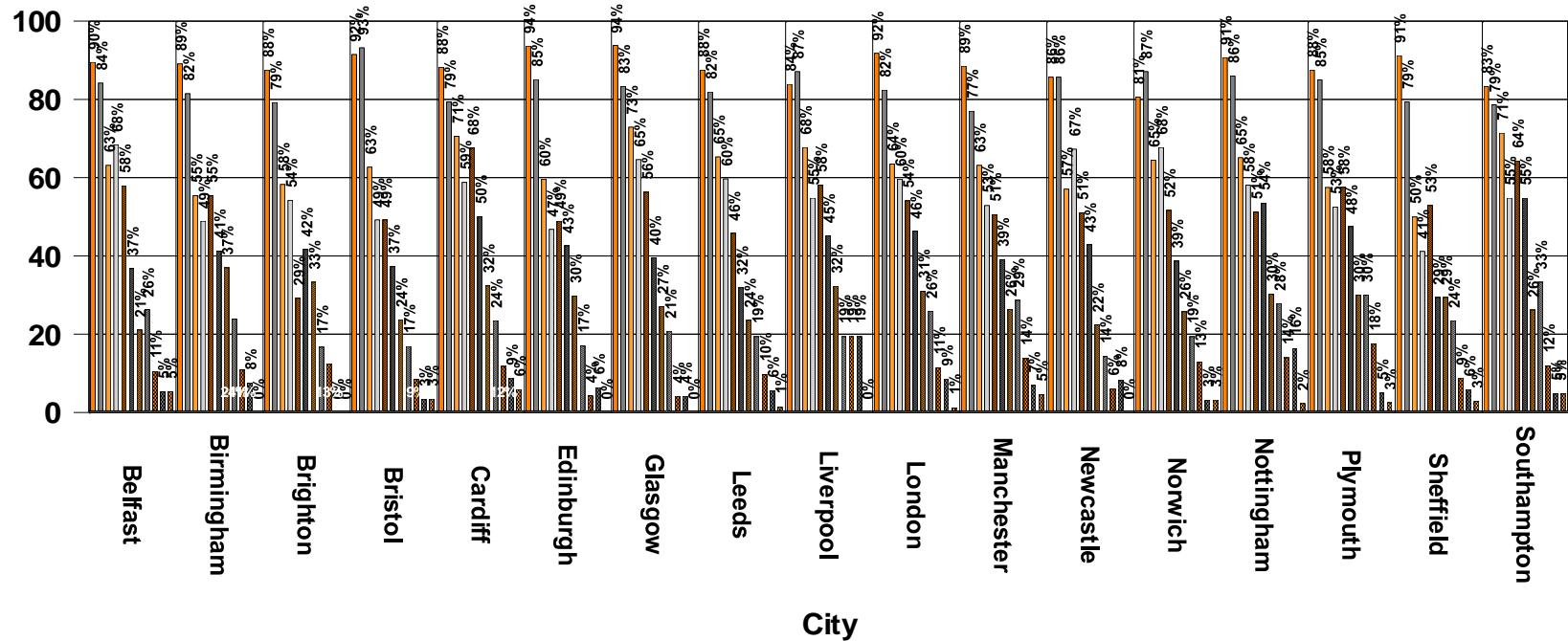
Question One Cross Tabulation With City

What are your main reasons for wanting your child to take part in sport?

Absolute Break % Respondents	Base	City																
		Belfast	Birmi...	Bright...	Bristol	Cardiff	Edinb...	Glasg...	Leeds	Liver...	London	Manc...	Newc...	Norwi...	Nottin...	Plym...	Sheffi...	South...
Base	1007	19	92	24	59	34	47	48	72	31	255	87	49	31	43	40	34	42
Q3																		
To have fun	900 89.4%	17 89.5%	82 89.1%	21 87.5%	54 91.5%	30 88.2%	44 93.6%	45 93.8%	63 87.5%	26 83.9%	234 91.8%	77 88.5%	42 85.7%	25 80.6%	39 90.7%	35 87.5%	31 91.2%	35 83.3%
To be fit and active	835 82.9%	16 84.2%	75 81.5%	19 79.2%	55 93.2%	27 79.4%	40 85.1%	40 83.3%	59 81.9%	27 87.1%	210 82.4%	67 77.0%	42 85.7%	27 87.1%	37 86.0%	34 85.0%	27 79.4%	33 78.6%
To be part of a team	632 62.8%	12 63.2%	51 55.4%	14 58.3%	37 62.7%	24 70.6%	28 59.6%	35 72.9%	47 65.3%	21 67.7%	162 63.5%	55 63.2%	28 57.1%	20 64.5%	28 65.1%	23 57.5%	17 50.0%	30 71.4%
To make friends	568 56.4%	13 68.4%	45 48.9%	13 54.2%	29 49.2%	20 58.8%	22 46.8%	31 64.6%	43 59.7%	17 54.8%	152 59.6%	46 52.9%	33 67.3%	21 67.7%	25 58.1%	21 52.5%	14 41.2%	23 54.8%
To learn new skills	535 53.1%	11 57.9%	51 55.4%	7 29.2%	29 49.2%	23 67.6%	23 48.9%	27 56.3%	33 45.8%	18 58.1%	138 54.1%	44 50.6%	25 51.0%	16 51.6%	22 51.2%	23 57.5%	18 52.9%	27 64.3%
To learn how to play sport in the right spirit	430 42.7%	7 36.8%	38 41.3%	10 41.7%	22 37.3%	17 50.0%	20 42.6%	19 39.6%	23 31.9%	14 45.2%	118 46.3%	34 39.1%	21 42.9%	12 38.7%	23 53.5%	19 47.5%	10 29.4%	23 54.8%
To become more disciplined	292 29.0%	4 21.1%	34 37.0%	8 33.3%	14 23.7%	11 32.4%	14 29.8%	13 27.1%	17 23.6%	10 32.3%	79 31.0%	23 26.4%	11 22.4%	8 25.8%	13 30.2%	12 30.0%	10 29.4%	11 26.2%
To learn to deal with losing	237 23.5%	5 26.3%	22 23.9%	4 16.7%	10 16.9%	8 23.5%	8 17.0%	10 20.8%	14 19.4%	6 19.4%	66 25.9%	25 28.7%	7 14.3%	6 19.4%	12 27.9%	12 30.0%	8 23.5%	14 33.3%
To win	110 10.9%	2 10.5%	10 10.9%	3 12.5%	5 8.5%	4 11.8%	2 4.3%	2 4.2%	7 9.7%	6 19.4%	29 11.4%	12 13.8%	3 6.1%	4 12.9%	6 14.0%	7 17.5%	3 8.8%	5 11.9%
To improve their prospects of going professional	74 7.3%	1 5.3%	7 7.6%	- -	2 3.4%	3 8.8%	3 6.4%	2 4.2%	4 5.6%	6 19.4%	22 8.6%	6 6.9%	4 8.2%	1 3.2%	7 16.3%	2 5.0%	2 5.9%	2 4.8%
Other (please specify)	19 1.9%	1 5.3%	- -	- -	2 3.4%	2 5.9%	- -	- -	1 1.4%	- -	3 1.2%	4 4.6%	- -	1 3.2%	1 2.3%	1 2.5%	1 2.9%	2 4.8%

Question One Cross Tabulation With City

What are your main reasons for wanting your child to take part in sport?



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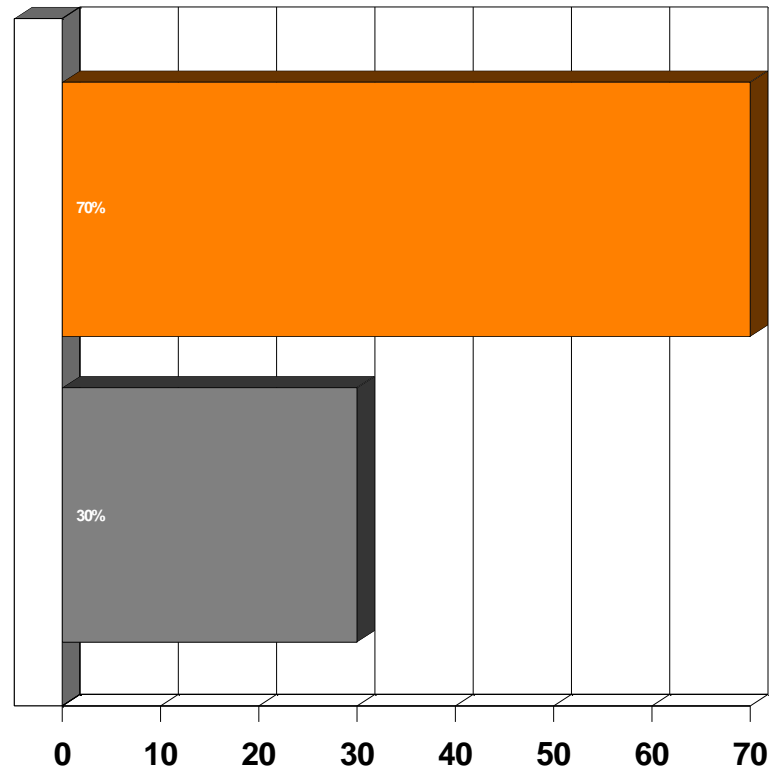
Question Two

If your child sees a sportsperson they like doing something unfair during a game, do you worry about whether they will try to do it themselves?

Absolute Base % Respondents	
Base	1007 100.0%
Q5	
No	705 70.0%
Yes	302 30.0%

Question Two

If your child sees a sportsperson they like doing something unfair during a game, do you worry about whether they will try to do it themselves?



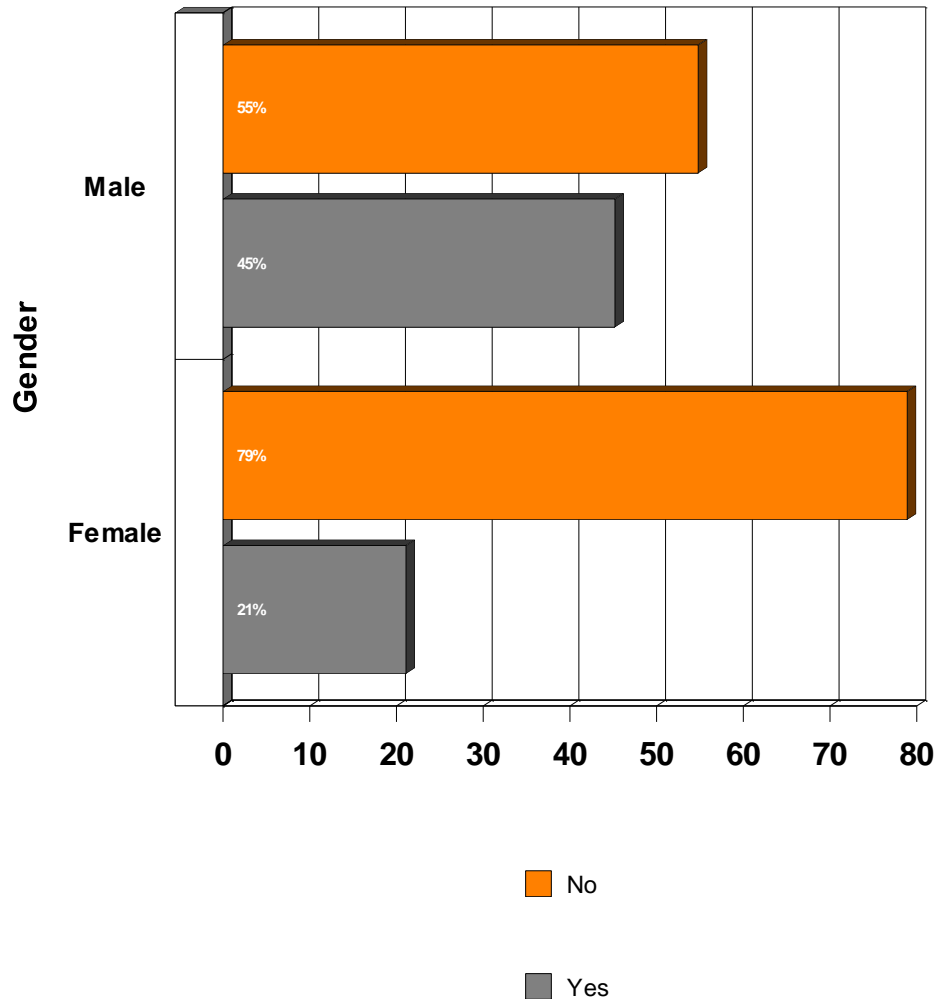
Question Two Cross Tabulation With Gender

If your child sees a sportsperson they like doing something unfair during a game, do you worry about whether they will try to do it themselves?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	1007	372	635
Q5			
No	705 70.0%	204 54.8%	501 78.9%
Yes	302 30.0%	168 45.2%	134 21.1%

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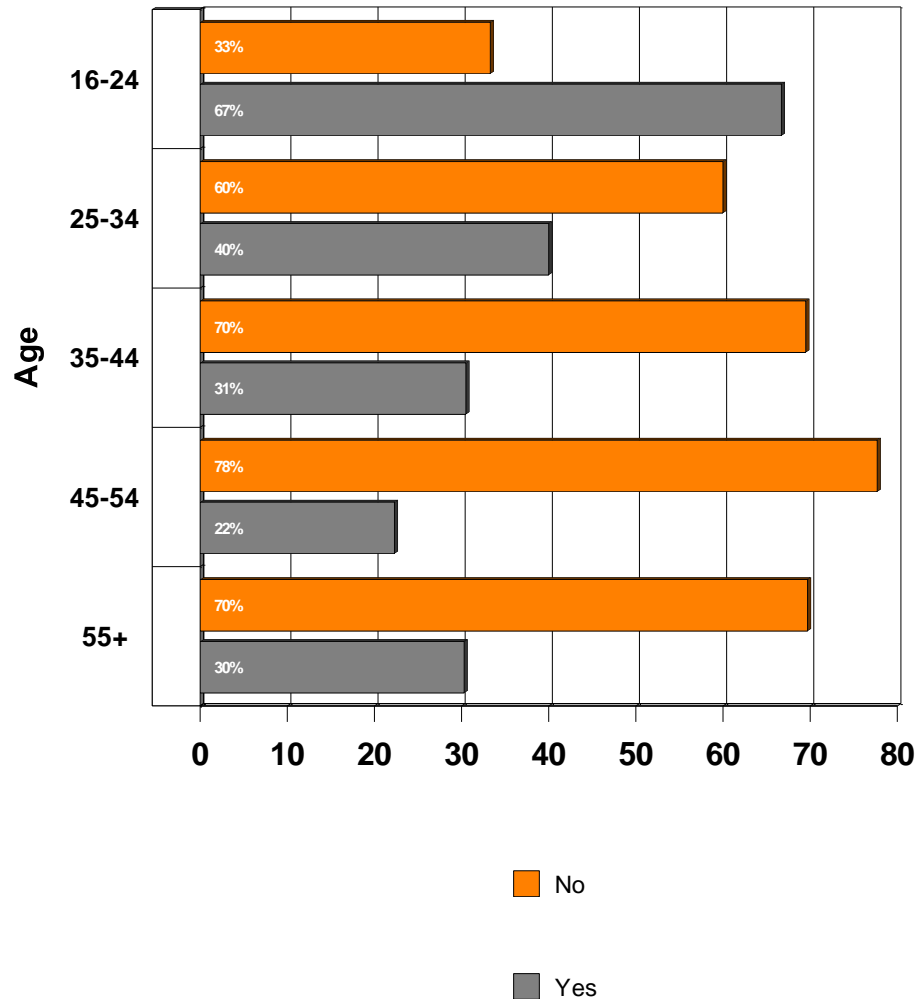
Question Two Cross Tabulation With Age

If your child sees a sportsperson they like doing something unfair during a game, do you worry about whether they will try to do it themselves?

Absolute Break % Respondents	Base	Age				
		16-24	25-34	35-44	45-54	55+
Base	1007	6	170	515	283	33
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Yes	302 30.0%	4 66.7%	68 40.0%	157 30.5%	63 22.3%	10 30.3%

Question Two Cross Tabulation With Age

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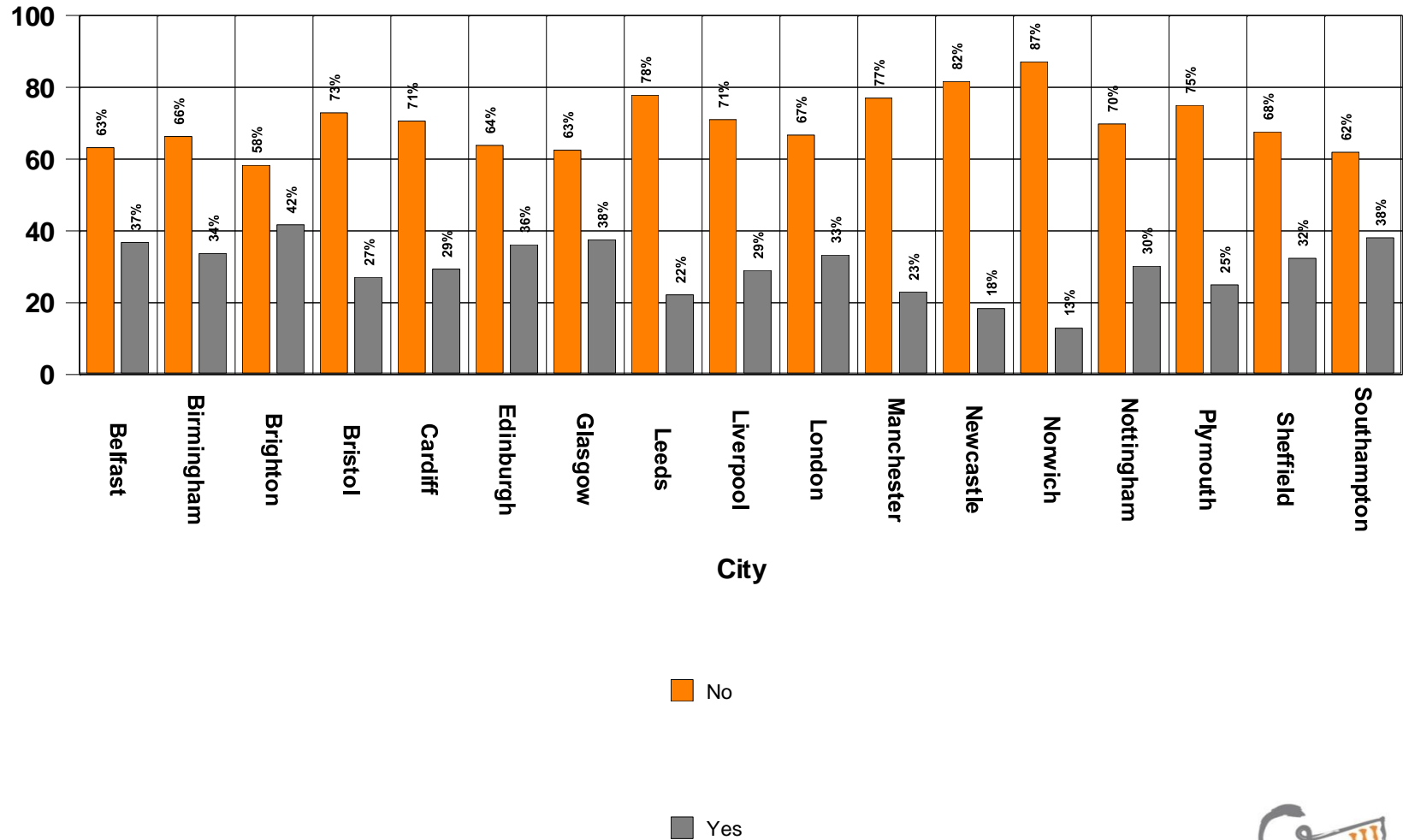
Question Two Cross Tabulation With City

If your child sees a sportsperson they like doing something unfair during a game, do you worry about whether they will try to do it themselves?

Absolute Break % Respondents	Base	City																	
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Base	1007	19	92	24	59	34	47	48	72	31	255	87	49	31	43	40	34	42	
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Yes	302 30.0%	7 36.8%	31 33.7%	10 41.7%	16 27.1%	10 29.4%	17 36.2%	18 37.5%	16 22.2%	9 29.0%	85 33.3%	20 23.0%	9 18.4%	4 12.9%	13 30.2%	10 25.0%	11 32.4%	16 38.1%	

Question Two Cross Tabulation With City

If your child sees a sportsman they like doing something unfair during a game, do you worry about whether they will try to do it themselves?



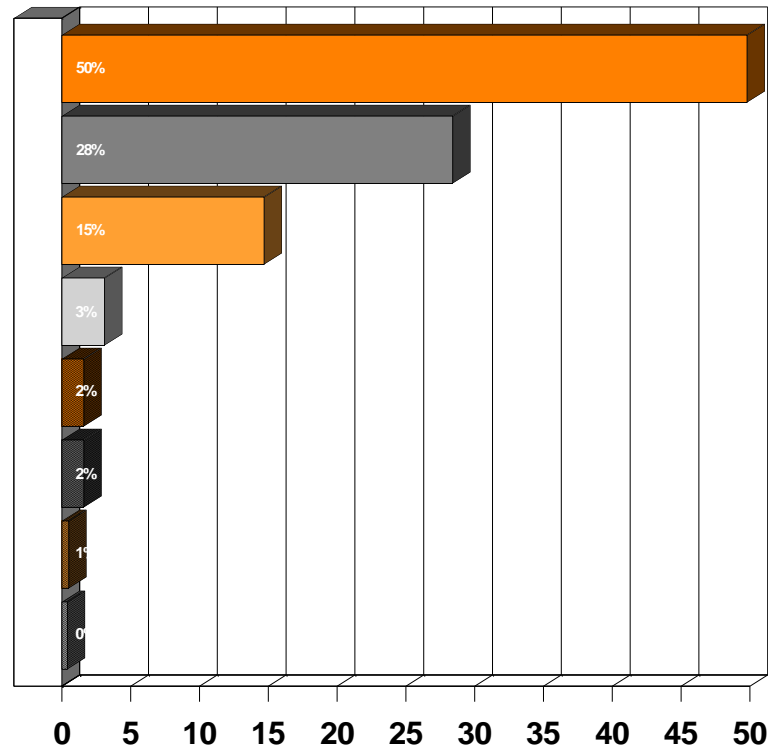
Question Three

If your child does / did something unfair in a game, who is most responsible for addressing it with them?

Absolute Base % Respondents	
Base	1007 100.0%
Q6	
Me	501 49.8%
Team coach	286 28.4%
PE Teacher	148 14.7%
Their other parent / guardian	31 3.1%
Team captain	16 1.6%
Other (please state)	16 1.6%
Team mates	5 0.5%
Another family member	4 0.4%

Question Three

If your child does / did something unfair in a game, who is most responsible for addressing it with them?



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- Team coach
- PE Teacher
- Their other parent / guardian
- Team captain
- Other (please state)
- Team mates
- Another family member

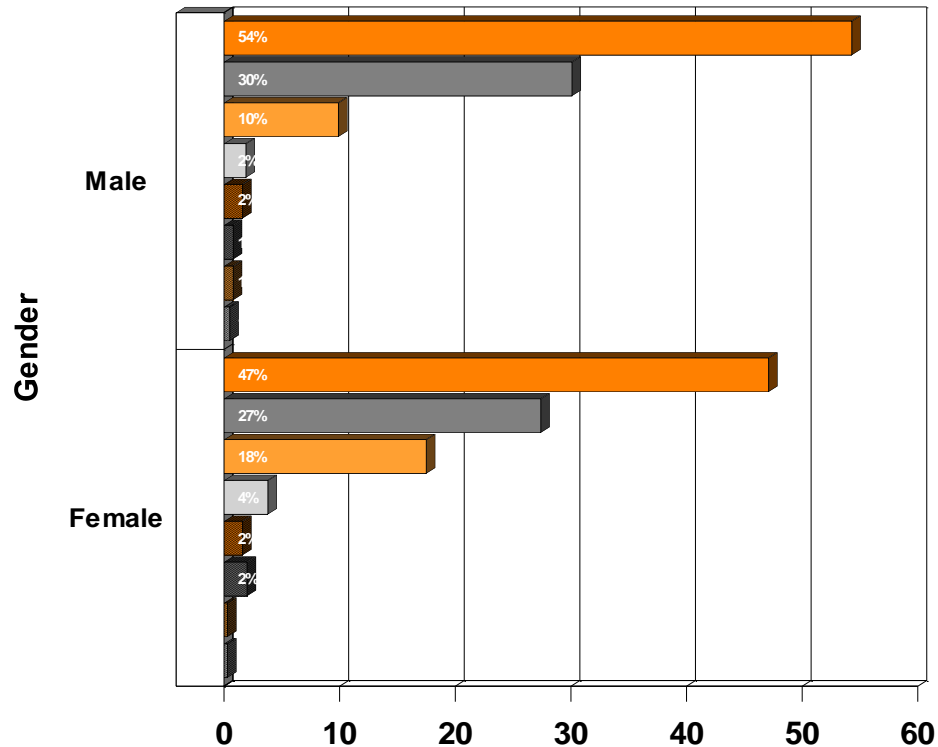
Question Three Cross Tabulation With Gender

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PE Teacher	148 14.7%	37 9.9%	111 17.5%
Their other parent / guardian	31 3.1%	7 1.9%	24 3.8%
Team captain	16 1.6%	6 1.6%	10 1.6%
Other (please state)	16 1.6%	3 0.8%	13 2.0%
Team mates	5 0.5%	3 0.8%	2 0.3%
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Question Three Cross Tabulation With Gender

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Me

Team coach

PE Teacher

Their other parent / guardian

Team captain

Other (please state)

Team mates

Another family member

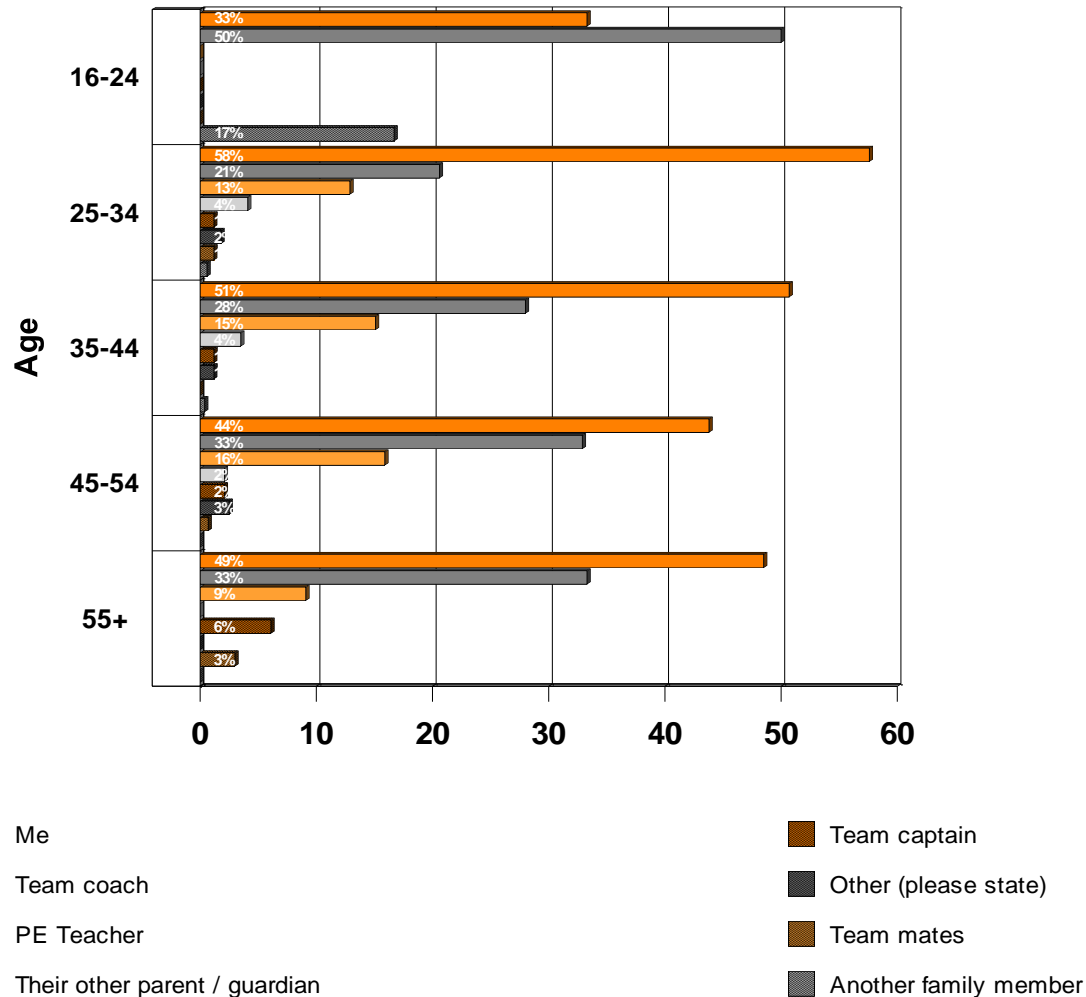
Question Three Cross Tabulation With Age

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Base	1007	6	170	515	283	33
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PE Teacher	148 14.7%	- -	22 12.9%	78 15.1%	45 15.9%	3 9.1%
Their other parent / guardian	31 3.1%	- -	7 4.1%	18 3.5%	6 2.1%	- -
Team captain	16 1.6%	- -	2 1.2%	6 1.2%	6 2.1%	2 6.1%
Other (please state)	16 1.6%	- -	3 1.8%	6 1.2%	7 2.5%	- -
Team mates	5 0.5%	- -	2 1.2%	- -	2 0.7%	1 3.0%
Another family member	4 0.4%	1 16.7%	1 0.6%	2 0.4%	- -	- -

Question Three Cross Tabulation With Age

If your child does / did something unfair in a game, who is most responsible for addressing it with them?



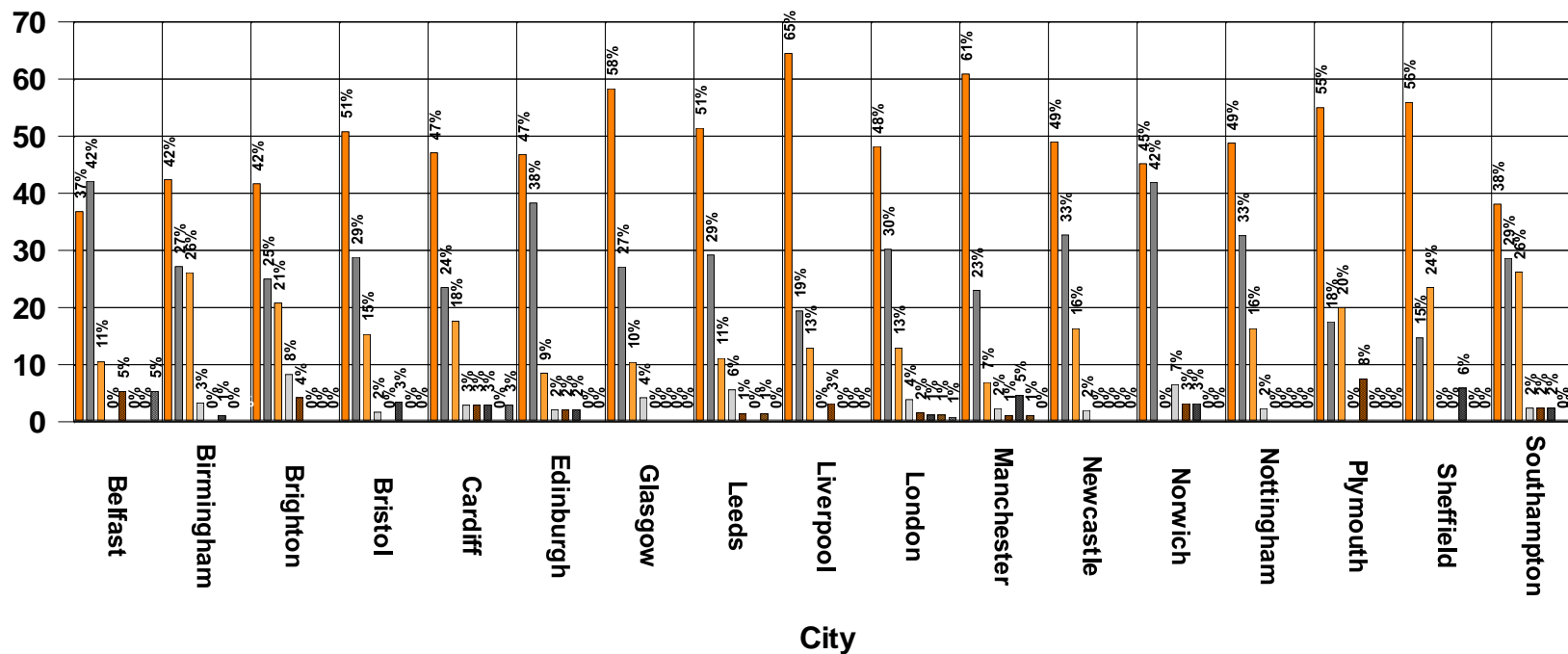
Question Three Cross Tabulation With City

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Absolute Break % Respondents	Base	City																	
		Belfast	Birmi...	Bright...	Bristol	Cardiff	Edinb...	Glasg...	Leeds	Liver...	London	Manc...	Newc...	Norwi...	Nottin...	Plym...	Sheffi...	South...	
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Me	501 49.8%	7 36.8%	39 42.4%	10 41.7%	30 50.8%	16 47.1%	22 46.8%	28 58.3%	37 51.4%	20 64.5%	123 48.2%	53 60.9%	24 49.0%	14 45.2%	21 48.8%	22 55.0%	19 55.9%	16 38.1%	
Team coach	286 28.4%	8 42.1%	25 27.2%	6 25.0%	17 28.8%	8 23.5%	18 38.3%	13 27.1%	21 29.2%	6 19.4%	77 30.2%	20 23.0%	16 32.7%	13 41.9%	14 32.6%	7 17.5%	5 14.7%	12 28.6%	
PE Teacher	148 14.7%	2 10.5%	24 26.1%	5 20.8%	9 15.3%	6 17.6%	4 8.5%	5 10.4%	8 11.1%	4 12.9%	33 12.9%	6 6.9%	8 16.3%	-	7 16.3%	8 20.0%	8 23.5%	11 26.2%	
Their other parent / guardian	31 3.1%	-	3 3.3%	2 8.3%	1 1.7%	1 2.9%	1 2.1%	2 4.2%	4 5.6%	-	10 3.9%	2 2.3%	1 2.0%	2 6.5%	1 2.3%	-	-	1 2.4%	
Team captain	16 1.6%	1 5.3%	-	1 4.2%	-	1 2.9%	1 2.1%	-	1 1.4%	1 3.2%	4 1.6%	1 1.1%	-	1 3.2%	-	3 7.5%	-	1 2.4%	
Other (please state)	16 1.6%	-	1 1.1%	-	2 3.4%	1 2.9%	1 2.1%	-	-	-	3 1.2%	4 4.6%	-	1 3.2%	-	-	2 5.9%	1 2.4%	
Team mates	5 0.5%	-	-	-	-	-	-	-	1 1.4%	-	3 1.2%	1 1.1%	-	-	-	-	-	-	
Another family member	4 0.4%	1 5.3%	-	-	-	1 2.9%	-	-	-	-	2 0.8%	-	-	-	-	-	-	-	

Question Three Cross Tabulation With City

If your child does / did something unfair in a game, who is most responsible for addressing it with them?



- Me
- Team coach
- PE Teacher
- Their other parent / guardian
- Team captain
- Other (please state)
- Team mates
- Another family member

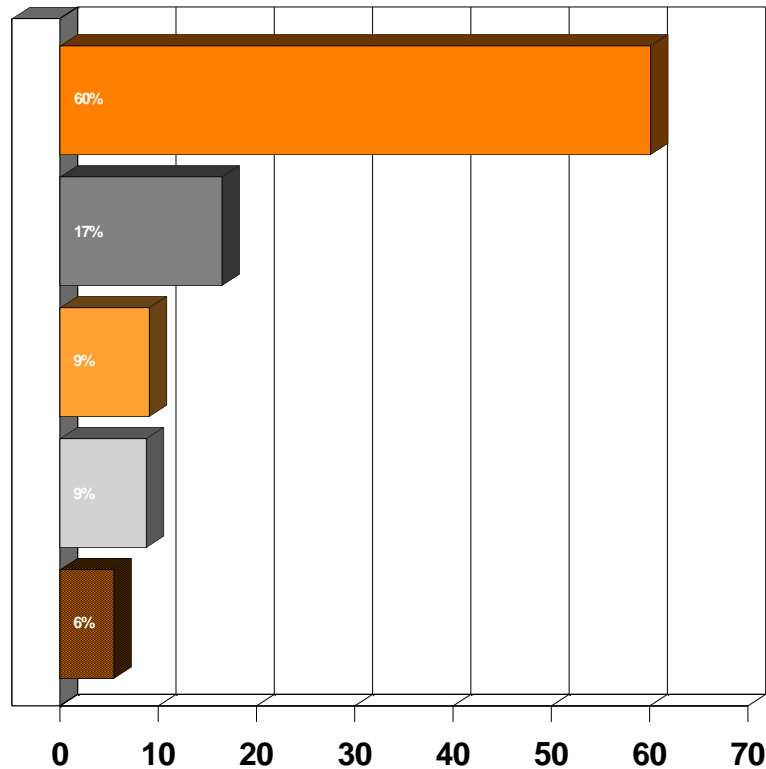
Question Four

If you become aware of a child (not your own) doing something unfair when playing sport, and you don't believe anyone else has noticed, what is your likely reaction?

Absolute Base % Respondents	
Base	1007 100.0%
Q7	
Ask a coach/teacher to speak to them about their behaviour	605 60.1%
Ignore it	166 16.5%
Try to talk to them myself about their actions	92 9.1%
Approach their parent or guardian and bring it to their attention	89 8.8%
None of the above	55 5.5%

Question Four

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- Ask a coach/teacher to speak to them about their behaviour
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- None of the above

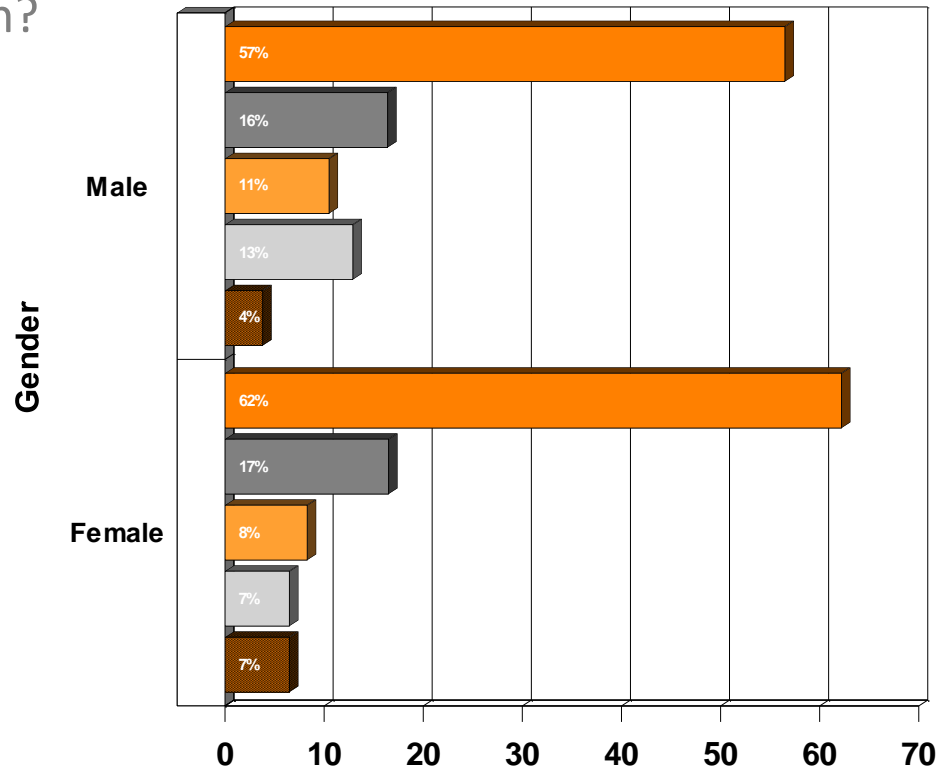
Question Four Cross Tabulation With Gender

If you become aware of a child (not your own) doing something unfair when playing sport, and you don't believe anyone else has noticed, what is your likely reaction?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	1007	372	635
Q7			
Ask a coach/teacher to speak to them about their behaviour	605 60.1%	210 56.5%	395 62.2%
Ignore it	166 16.5%	61 16.4%	105 16.5%
Try to talk to them myself about their actions	92 9.1%	39 10.5%	53 8.3%
Approach their parent or guardian and bring it to their attention	89 8.8%	48 12.9%	41 6.5%
None of the above	55 5.5%	14 3.8%	41 6.5%

Question Four Cross Tabulation With Gender

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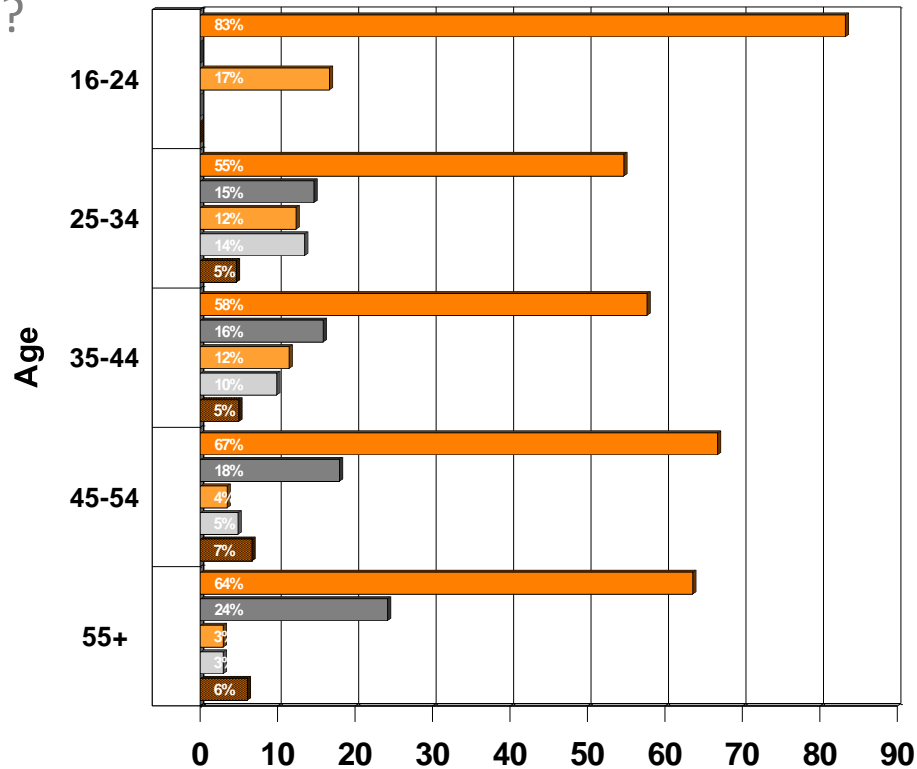
Question Four Cross Tabulation With Age

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Absolute Break % Respondents	Base	Age				
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Ask a coach/teacher to speak to them about their behaviour	605 60.1%	5 83.3%	93 54.7%	297 57.7%	189 66.8%	21 63.6%
Ignore it	166 16.5%	- -	25 14.7%	82 15.9%	51 18.0%	8 24.2%
Try to talk to them myself about their actions	92 9.1%	1 16.7%	21 12.4%	59 11.5%	10 3.5%	1 3.0%
Approach their parent or guardian and bring it to their attention	89 8.8%	- -	23 13.5%	51 9.9%	14 4.9%	1 3.0%
None of the above	55 5.5%	- -	8 4.7%	26 5.0%	19 6.7%	2 6.1%

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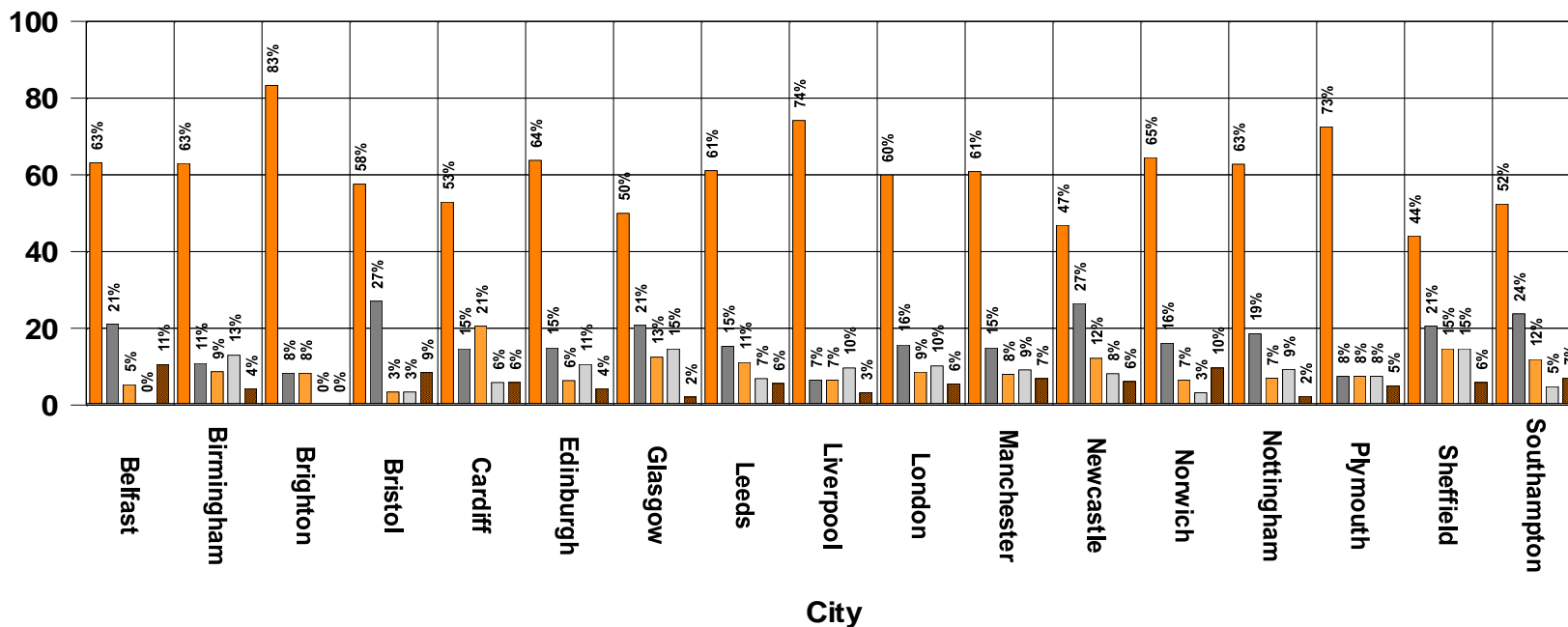
Question Four Cross Tabulation With City

If you become aware of a child (not your own) doing something unfair when playing sport, and you don't believe anyone else has noticed, what is your likely reaction?

Absolute Break % Respondents	Base	City																	
		Belfast	Birmi...	Bright...	Bristol	Cardiff	Edinb...	Glasg...	Leeds	Liverp...	London	Manc...	Newc...	Norwich	Nottin...	Plymo...	Sheffi...	South...	
Base	1007	19	92	24	59	34	47	48	72	31	255	87	49	31	43	40	34	42	
Q7																			
Ask a coach/teacher to speak to them about their behaviour	605 60.1%	12 63.2%	58 63.0%	20 83.3%	34 57.6%	18 52.9%	30 63.8%	24 50.0%	44 61.1%	23 74.2%	153 60.0%	53 60.9%	23 46.9%	20 64.5%	27 62.8%	29 72.5%	15 44.1%	22 52.4%	
Ignore it	166 16.5%	4 21.1%	10 10.9%	2 8.3%	16 27.1%	5 14.7%	7 14.9%	10 20.8%	11 15.3%	2 6.5%	40 15.7%	13 14.9%	13 26.5%	5 16.1%	8 18.6%	3 7.5%	7 20.6%	10 23.8%	
Try to talk to them myself about their actions	92 9.1%	1 5.3%	8 8.7%	2 8.3%	2 3.4%	7 20.6%	3 6.4%	6 12.5%	8 11.1%	2 6.5%	22 8.6%	7 8.0%	6 12.2%	2 6.5%	3 7.0%	3 7.5%	5 14.7%	5 11.9%	
Approach their parent or guardian and bring it to their attention	89 8.8%	- -	12 13.0%	- -	2 3.4%	2 5.9%	5 10.6%	7 14.6%	5 6.9%	3 9.7%	26 10.2%	8 9.2%	4 8.2%	1 3.2%	4 9.3%	3 7.5%	5 14.7%	2 4.8%	
None of the above	55 5.5%	2 10.5%	4 4.3%	- -	5 8.5%	2 5.9%	2 4.3%	1 2.1%	4 5.6%	1 3.2%	14 5.5%	6 6.9%	3 6.1%	3 9.7%	1 2.3%	2 5.0%	2 5.9%	3 7.1%	

Question Four Cross Tabulation With City

If you become aware of a child (not your own) doing something unfair when playing sport, and you don't believe anyone else has noticed, what is your likely reaction?



- Ask a coach/teacher to speak to them about their behaviour
- Ignore it
- Try to talk to them myself about their actions
- Approach their parent or guardian and bring it to their attention
- None of the above

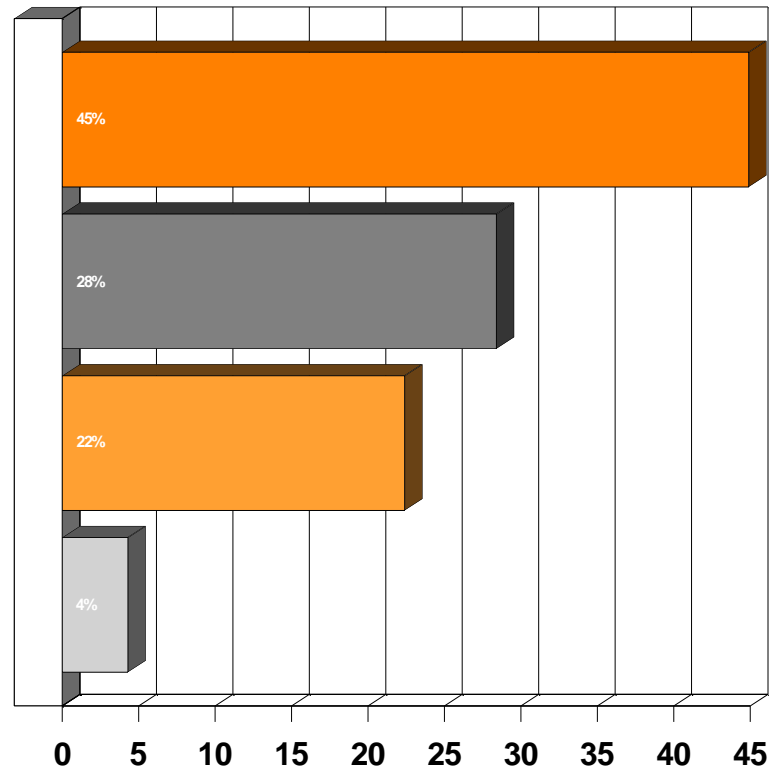
Question Five

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?

Absolute Base % Respondents	
Base	1007 100.0%
Q8	
Team sports	452 44.9%
Neither	286 28.4%
Both the same	226 22.4%
Individual sports	43 4.3%

Question Five

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?



- Team sports
- Neither
- Both the same
- Individual sports

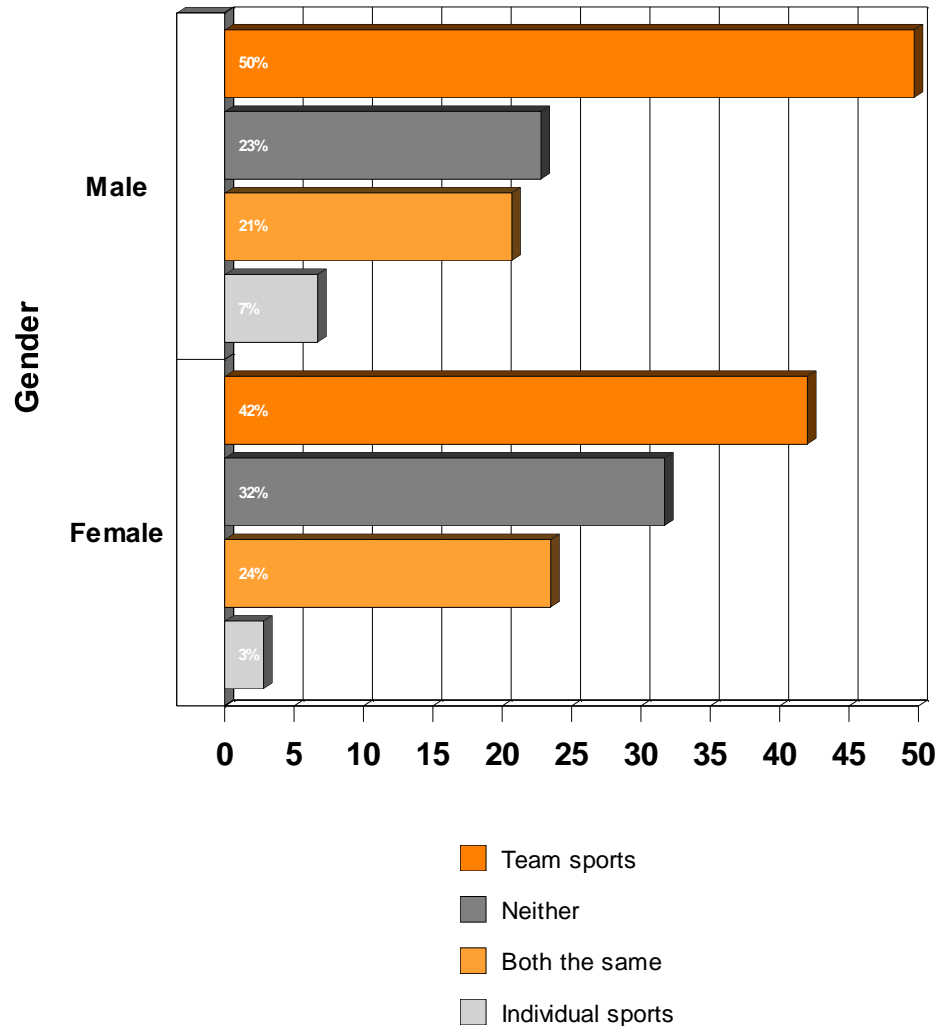
Question Five Cross Tabulation With Gender

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	1007	372	635
Q8			
Team sports	452 44.9%	185 49.7%	267 42.0%
Neither	286 28.4%	85 22.8%	201 31.7%
Both the same	226 22.4%	77 20.7%	149 23.5%
Individual sports	43 4.3%	25 6.7%	18 2.8%

Question Five Cross Tabulation With Gender

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?



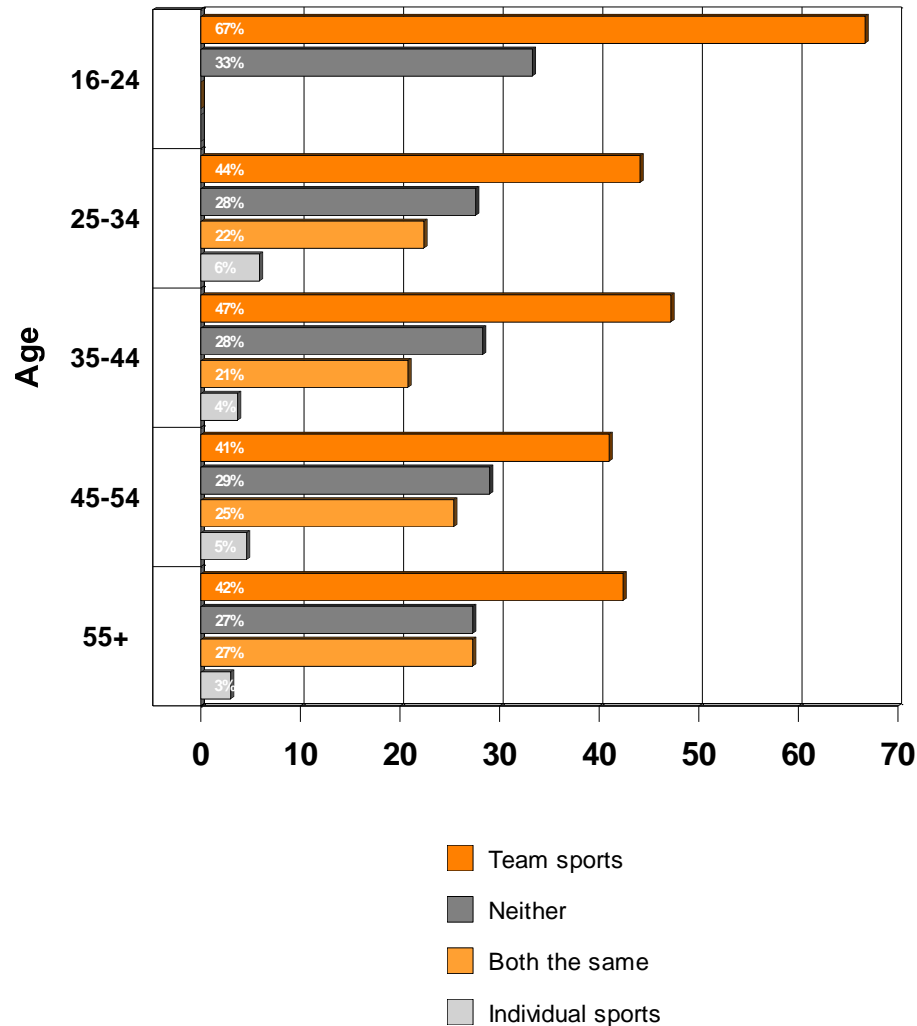
Question Five Cross Tabulation With Age

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?

Absolute Break % Respondents	Base	Age				
		16-24	25-34	35-44	45-54	55+
Base	1007	6	170	515	283	33
Q8						
Team sports	452 44.9%	4 66.7%	75 44.1%	243 47.2%	116 41.0%	14 42.4%
Neither	286 28.4%	2 33.3%	47 27.6%	146 28.3%	82 29.0%	9 27.3%
Both the same	226 22.4%	- -	38 22.4%	107 20.8%	72 25.4%	9 27.3%
Individual sports	43 4.3%	- -	10 5.9%	19 3.7%	13 4.6%	1 3.0%

Question Five Cross Tabulation With Age

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?



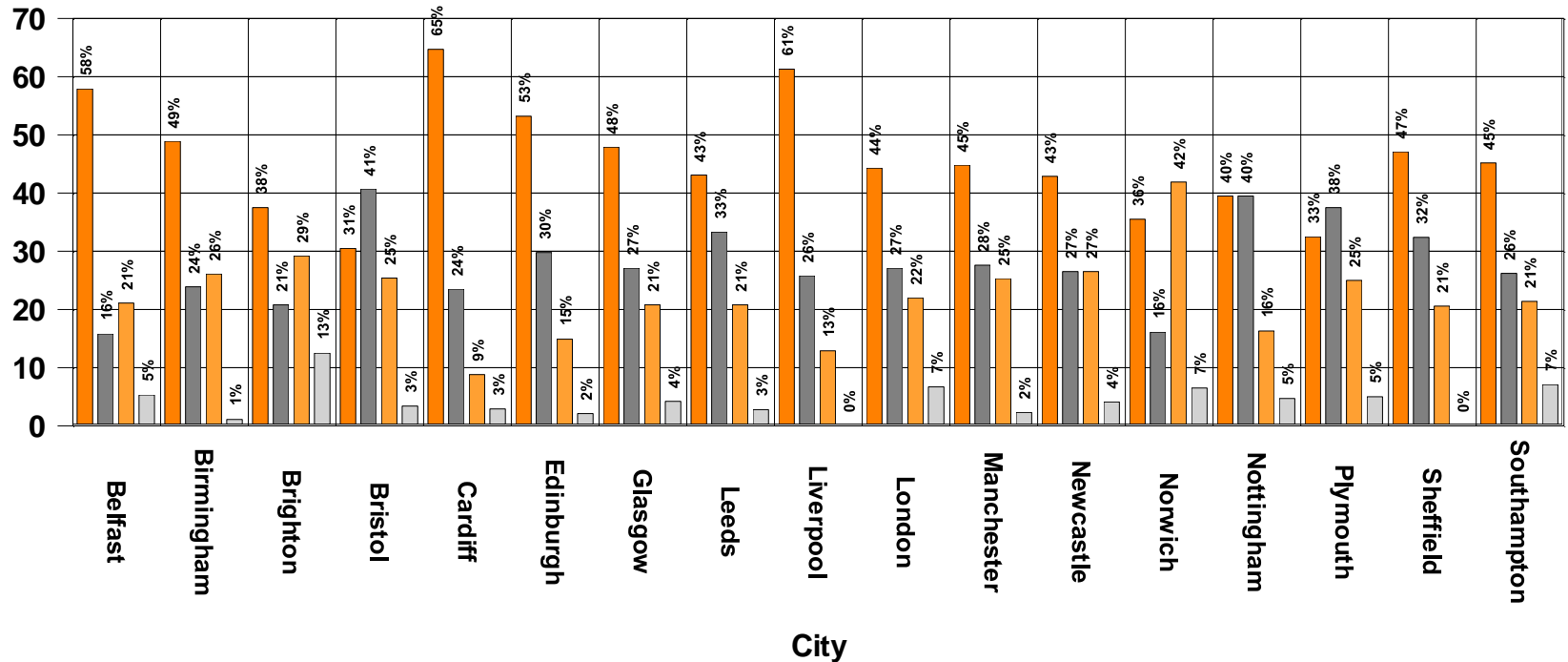
Question Five Cross Tabulation With City

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?

Absolute Break % Respondents	Base	City																
		Belfast	Birmi...	Bright...	Bristol	Cardiff	Edinb...	Glasg...	Leeds	Liver...	London	Manc...	Newc...	Norwi...	Nottin...	Plym...	Sheffi...	South...
Base	1007	19	92	24	59	34	47	48	72	31	255	87	49	31	43	40	34	42
Q8																		
Team sports	452 44.9%	11 57.9%	45 48.9%	9 37.5%	18 30.5%	22 64.7%	25 53.2%	23 47.9%	31 43.1%	19 61.3%	113 44.3%	39 44.8%	21 42.9%	11 35.5%	17 39.5%	13 32.5%	16 47.1%	19 45.2%
Neither	286 28.4%	3 15.8%	22 23.9%	5 20.8%	24 40.7%	8 23.5%	14 29.8%	13 27.1%	24 33.3%	8 25.8%	69 27.1%	24 27.6%	13 26.5%	5 16.1%	17 39.5%	15 37.5%	11 32.4%	11 26.2%
Both the same	226 22.4%	4 21.1%	24 26.1%	7 29.2%	15 25.4%	3 8.8%	7 14.9%	10 20.8%	15 20.8%	4 12.9%	56 22.0%	22 25.3%	13 26.5%	13 41.9%	7 16.3%	10 25.0%	7 20.6%	9 21.4%
Individual sports	43 4.3%	1 5.3%	1 1.1%	3 12.5%	2 3.4%	1 2.9%	1 2.1%	2 4.2%	2 2.8%	- -	17 6.7%	2 2.3%	2 4.1%	2 6.5%	2 4.7%	2 5.0%	- -	3 7.1%

Question Five Cross Tabulation With City

Do you see unfair play more often in children's team sports (e.g. football/rugby) or individual sports (e.g. tennis/ athletics)?



- Team sports
- Neither
- Both the same
- Individual sports

Question Six

In children's sport, what is the worst example of unfair play, not in the spirit of the game, that you have seen? – *Open Response – Please see Excel Spreadsheet*

Question Seven

Which of these incidents in professional sport stands out for you as the worst example of unfair play? – *Please see Excel Spreadsheet*