

# *A Sporting Nation*



The research for Cricket Foundation was carried out between :17 / 08 / 2011 and 22 / 08 / 2011  
Sample: 1098 UK adults

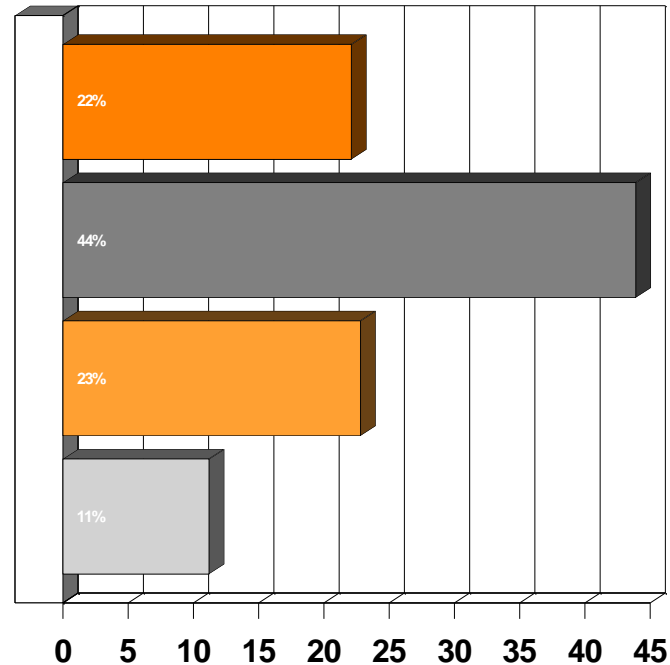
## Question One

How important is success for our national sports teams in lifting the mood of the country?

Base % Respondents	
Base	100.0%
Q1	
Very important	22.1%
Important	43.9%
Not particularly important	22.8%
Not important at all	11.2%

## Question One

How important is success for our national sports teams in lifting the mood of the country?



Very important

Important

Not particularly important

Not important at all

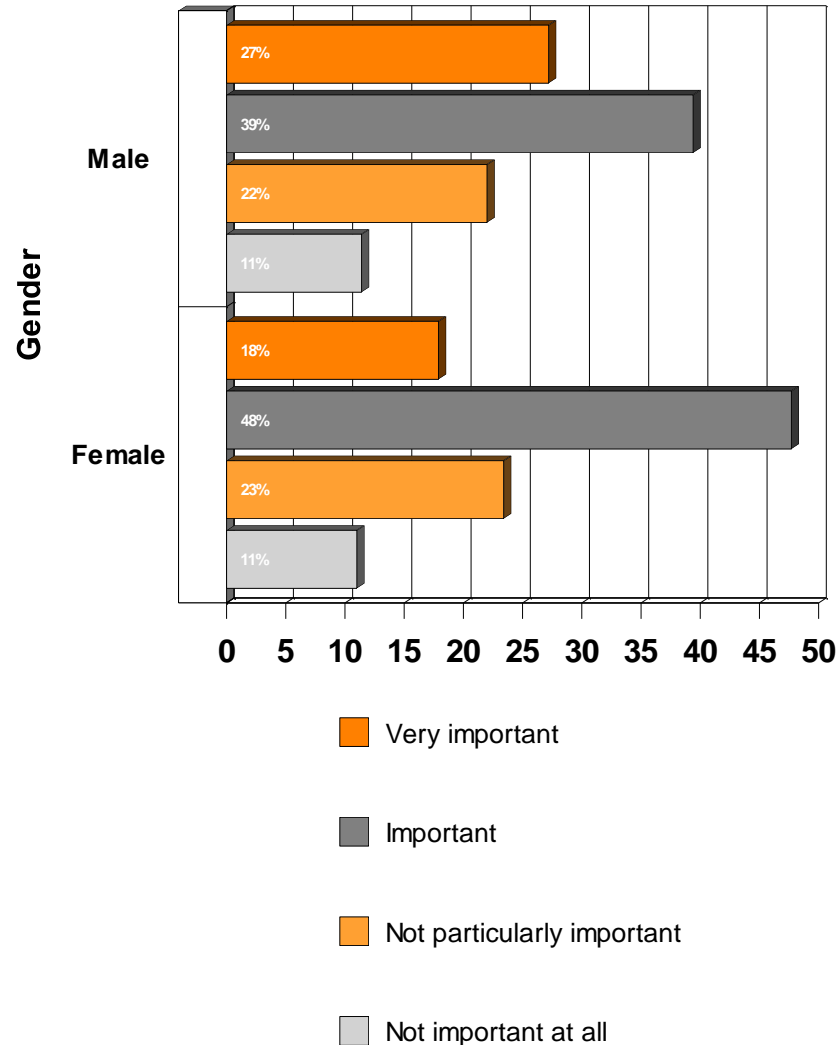
## Question One Cross Tabulation With Gender

How important is success for our national sports teams in lifting the mood of the country?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q1			
Very important	22.1%	27.2%	17.9%
Important	43.9%	39.4%	47.7%
Not particularly important	22.8%	22.0%	23.4%
Not important at all	11.2%	11.4%	11.0%

## Question One Cross Tabulation With Gender

How important is success for our national sports teams in lifting the mood of the country?



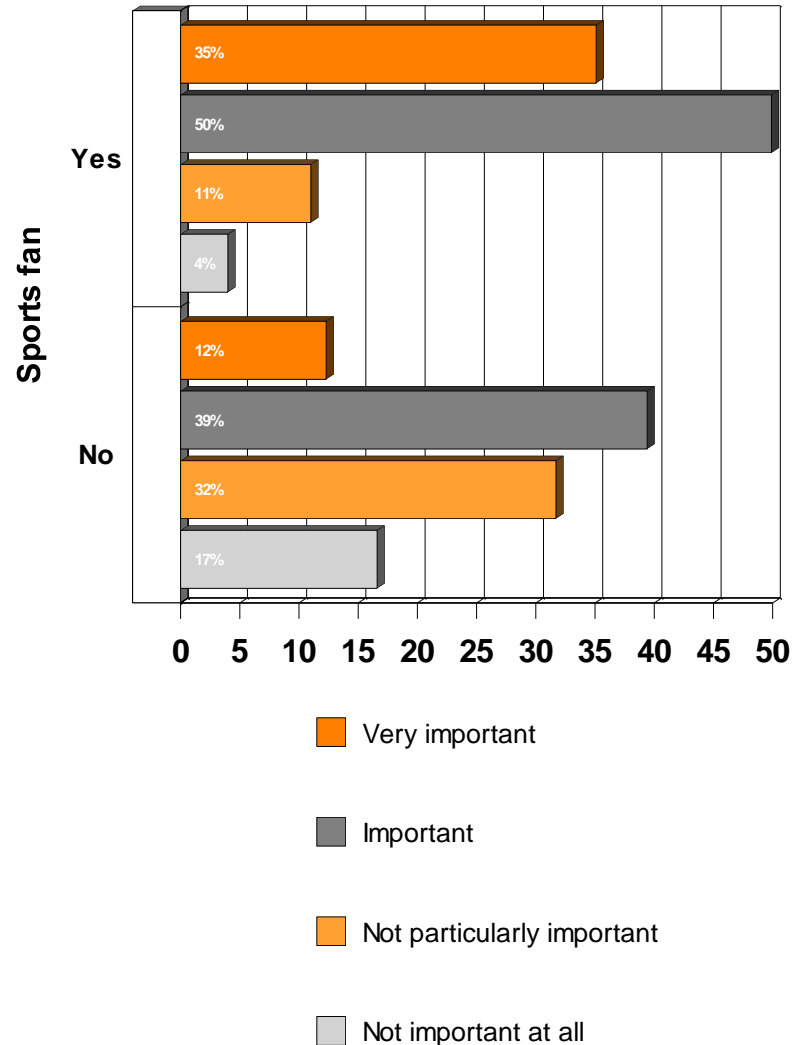
## Question One Cross Tabulation With Sports Fan

How important is success for our national sports teams in lifting the mood of the country?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q1			
Very important	22.1%	35.1%	12.3%
Important	43.9%	49.9%	39.4%
Not particularly important	22.8%	11.0%	31.7%
Not important at all	11.2%	4.0%	16.6%

## Question One Cross Tabulation With Sports Fan

How important is success for our national sports teams in lifting the mood of the country?



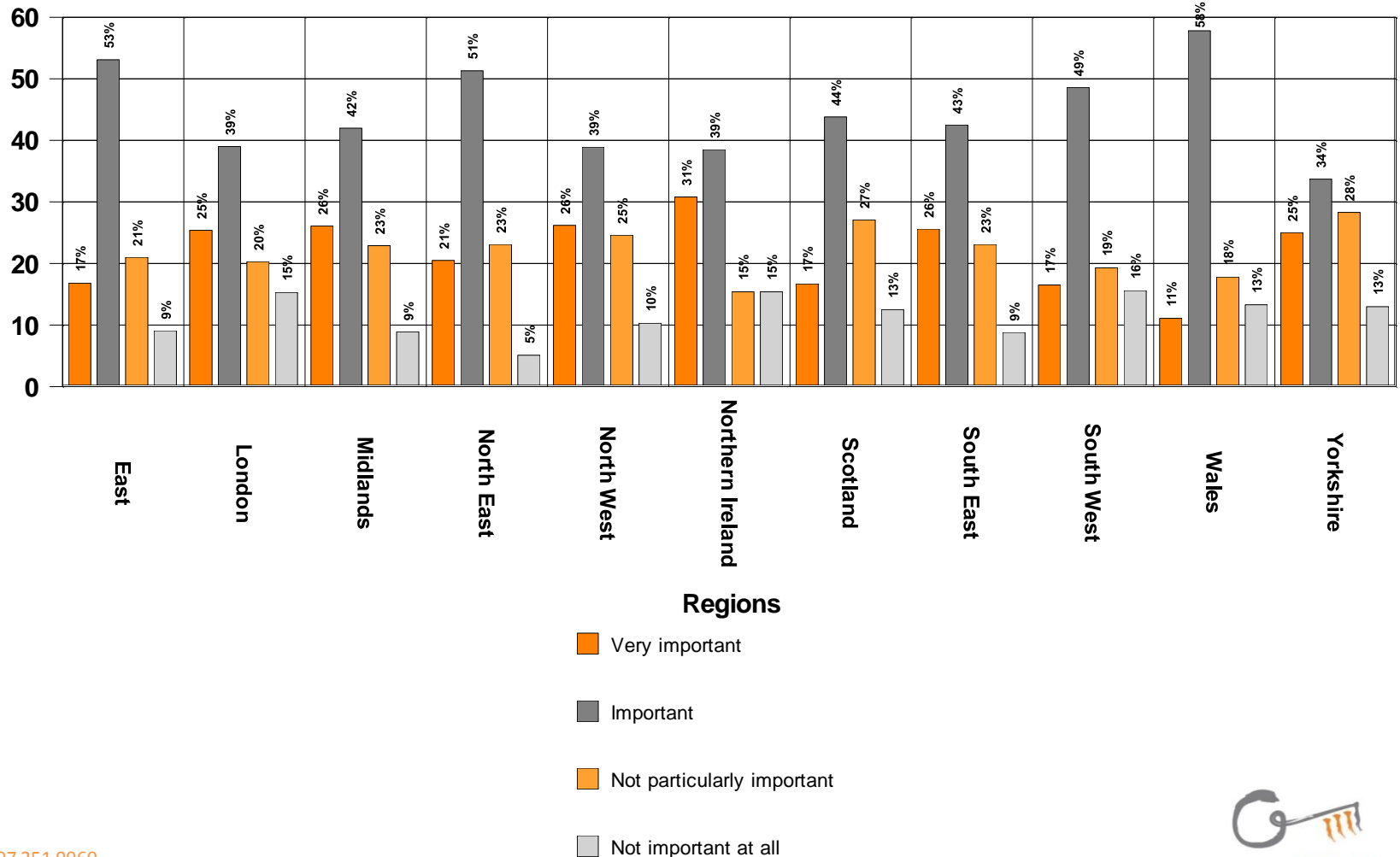
## Question One Cross Tabulation With Region

How important is success for our national sports teams in lifting the mood of the country?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q1												
Very important	22.1%	16.8%	25.4%	26.1%	20.5%	26.2%	30.8%	16.7%	25.6%	16.5%	11.1%	25.0%
Important	43.9%	53.1%	39.0%	42.0%	51.3%	38.9%	38.5%	43.8%	42.5%	48.6%	57.8%	33.7%
Not particularly important	22.8%	21.0%	20.3%	22.9%	23.1%	24.6%	15.4%	27.1%	23.1%	19.3%	17.8%	28.3%
Not important at all	11.2%	9.1%	15.3%	8.9%	5.1%	10.3%	15.4%	12.5%	8.8%	15.6%	13.3%	13.0%

## Question One Cross Tabulation With Region

How important is success for our national sports teams in lifting the mood of the country?



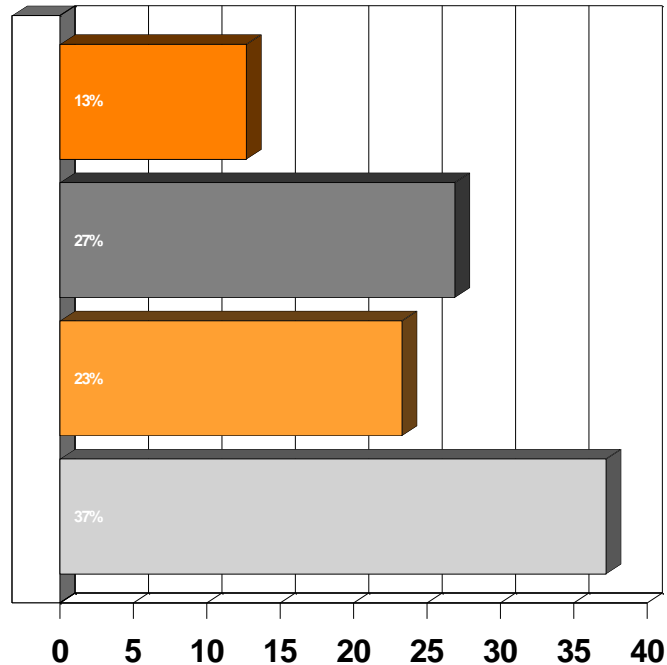
## Question Two

Does success for our national sports teams make you personally happier?

Base % Respondents	
Base	100.0%
Q2	
Yes hugely	12.7%
Yes moderately	26.9%
Yes a little	23.3%
No	37.2%

## Question Two

Does success for our national sports teams make you personally happier?



Yes hugely

Yes moderately

Yes a little

No

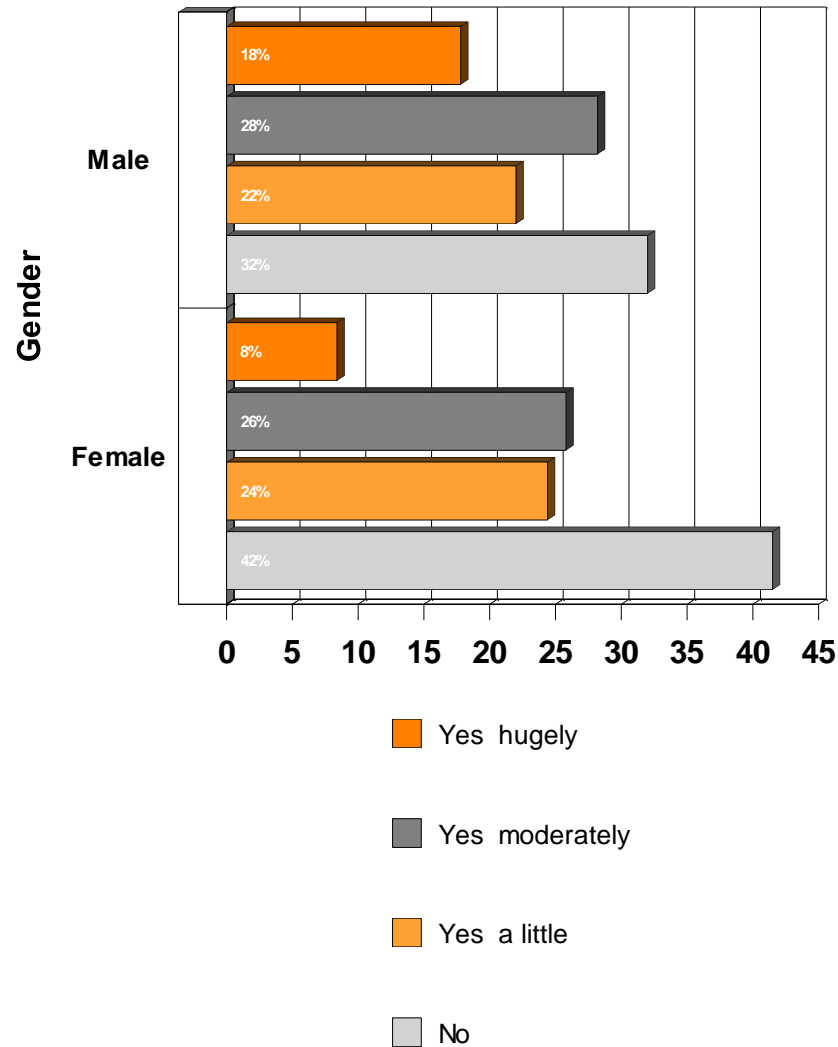
## Question Two Cross Tabulation With Gender

Does success for our national sports teams make you personally happier?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q2			
Yes hugely	12.7%	17.8%	8.4%
Yes moderately	26.9%	28.2%	25.8%
Yes a little	23.3%	22.0%	24.4%
No	37.2%	32.0%	41.5%

## Question Two Cross Tabulation With Gender

Does success for our national sports teams make you personally happier?



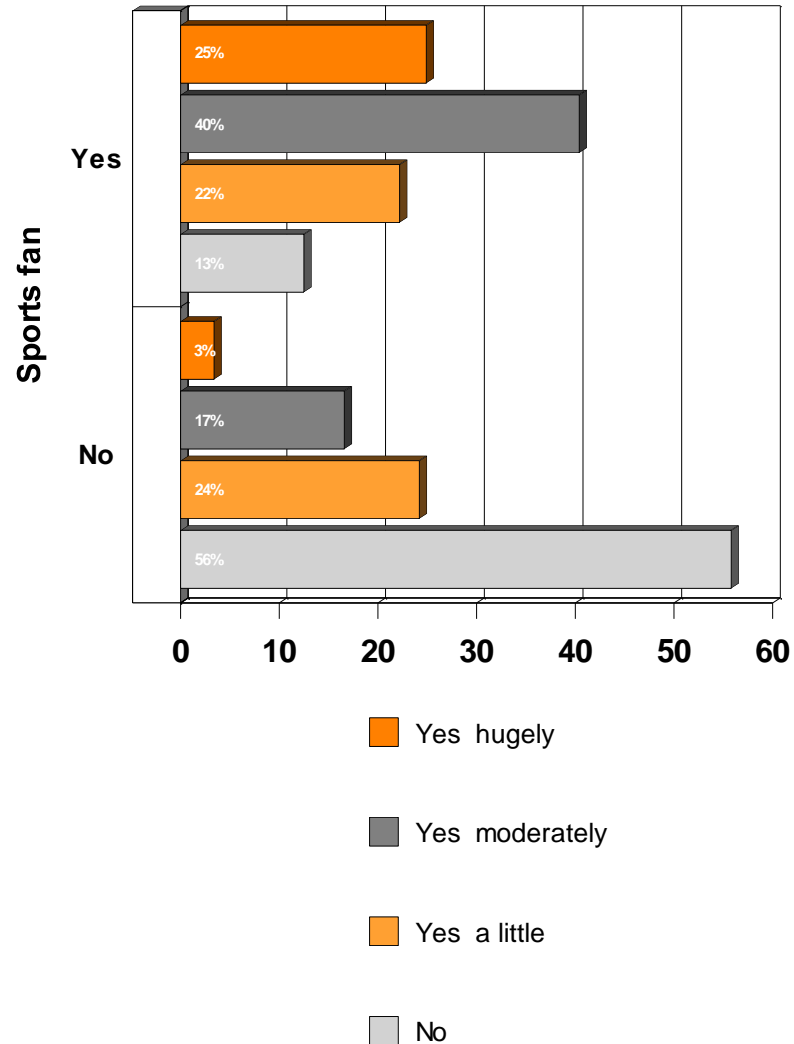
## Question Two Cross Tabulation With Sports Fan

Does success for our national sports teams make you personally happier?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q2			
Yes hugely	12.7%	24.9%	3.4%
Yes moderately	26.9%	40.4%	16.6%
Yes a little	23.3%	22.2%	24.2%
No	37.2%	12.5%	55.8%

## Question Two Cross Tabulation With Sports Fan

Does success for our national sports teams make you personally happier?



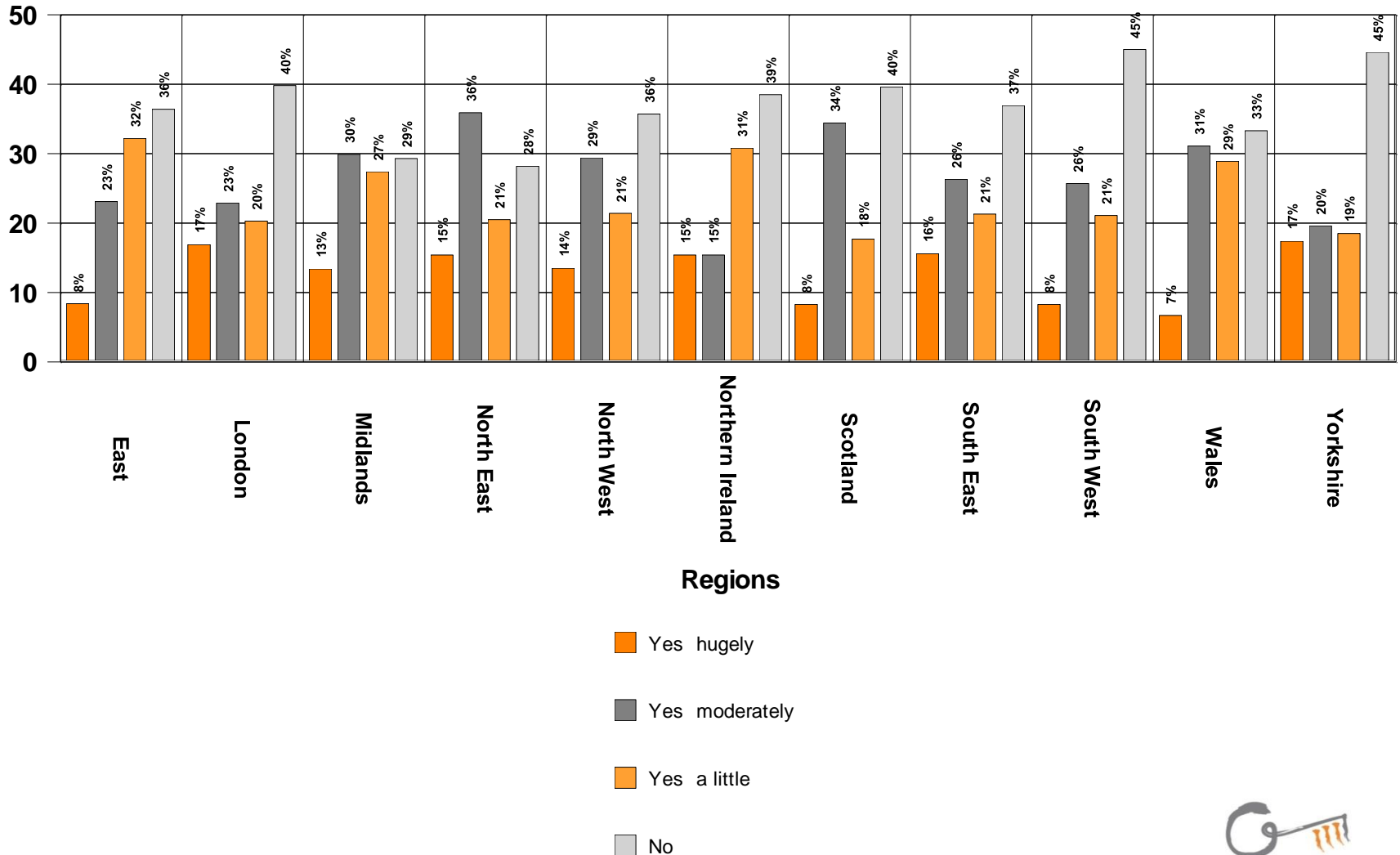
## Question Two Cross Tabulation With Region

Does success for our national sports teams make you personally happier?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q2												
Yes hugely	12.7%	8.4%	16.9%	13.4%	15.4%	13.5%	15.4%	8.3%	15.6%	8.3%	6.7%	17.4%
Yes moderately	26.9%	23.1%	22.9%	29.9%	35.9%	29.4%	15.4%	34.4%	26.3%	25.7%	31.1%	19.6%
Yes a little	23.3%	32.2%	20.3%	27.4%	20.5%	21.4%	30.8%	17.7%	21.3%	21.1%	28.9%	18.5%
No	37.2%	36.4%	39.8%	29.3%	28.2%	35.7%	38.5%	39.6%	36.9%	45.0%	33.3%	44.6%

## Question Two Cross Tabulation With Region

Does success for our national sports teams make you personally happier?



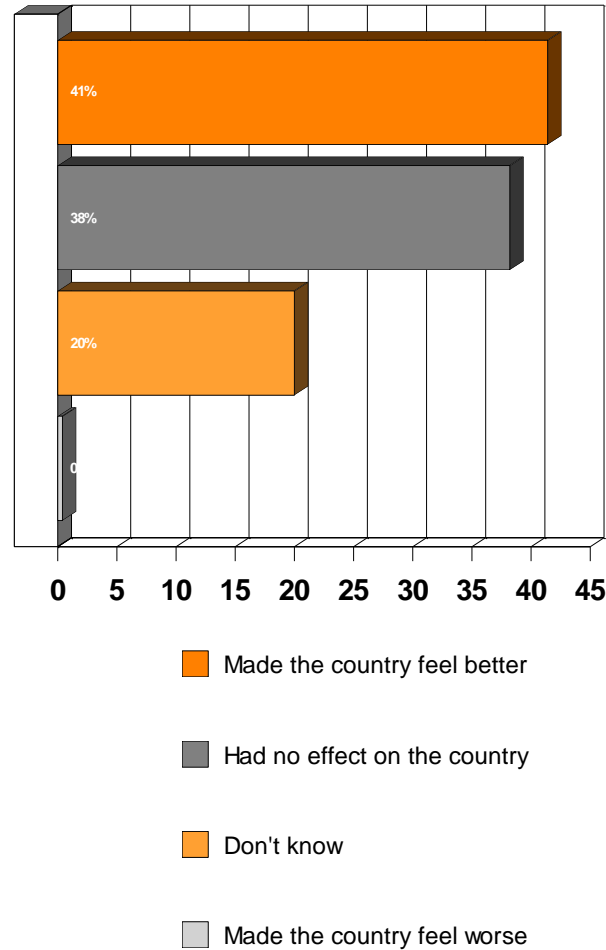
### Question Three

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?

Base % Respondents	
Base	100.0%
Q3	
Made the country feel better	41.4%
Had no effect on the country	38.2%
Don't know	20.0%
Made the country feel worse	0.4%

### Question Three

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?



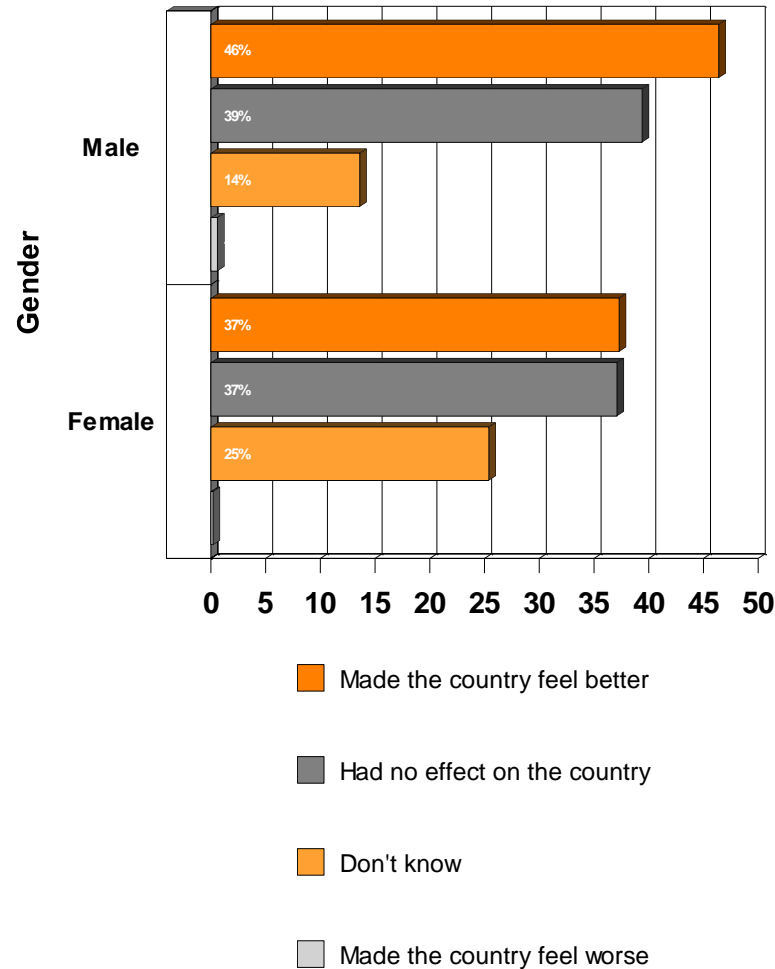
## Question Three Cross Tabulation With Gender

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q3			
Made the country feel better	41.4%	46.4%	37.3%
Had no effect on the country	38.2%	39.4%	37.1%
Don't know	20.0%	13.6%	25.4%
Made the country feel worse	0.4%	0.6%	0.2%

## Question Three Cross Tabulation With Gender

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?



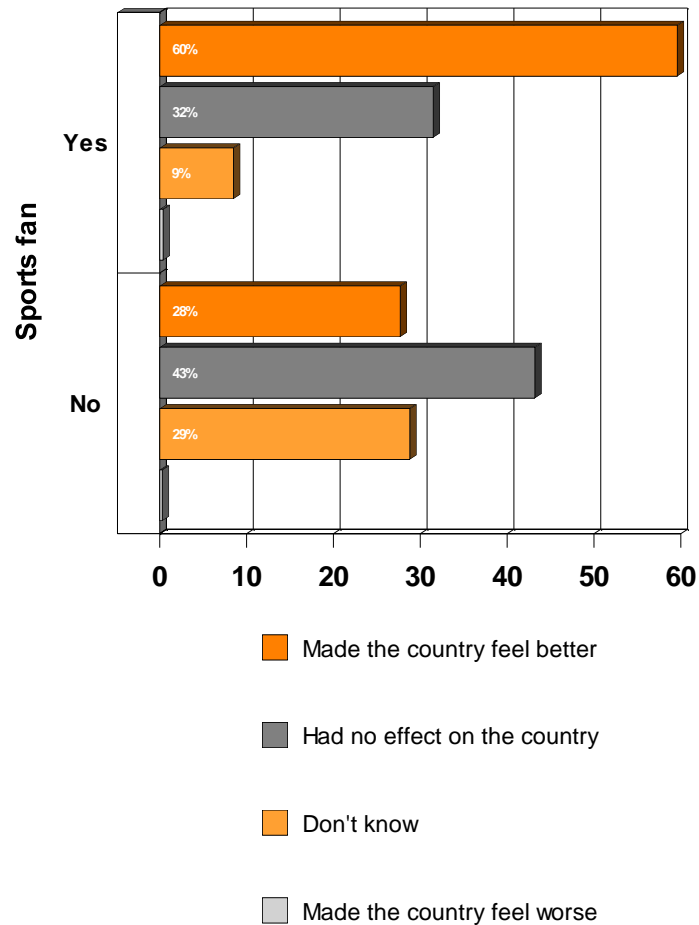
## Question Three Cross Tabulation With Sports Fan

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q3			
Made the country feel better	41.4%	59.6%	27.7%
Had no effect on the country	38.2%	31.5%	43.2%
Don't know	20.0%	8.5%	28.8%
Made the country feel worse	0.4%	0.4%	0.3%

## Question Three Cross Tabulation With Sports Fan

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?



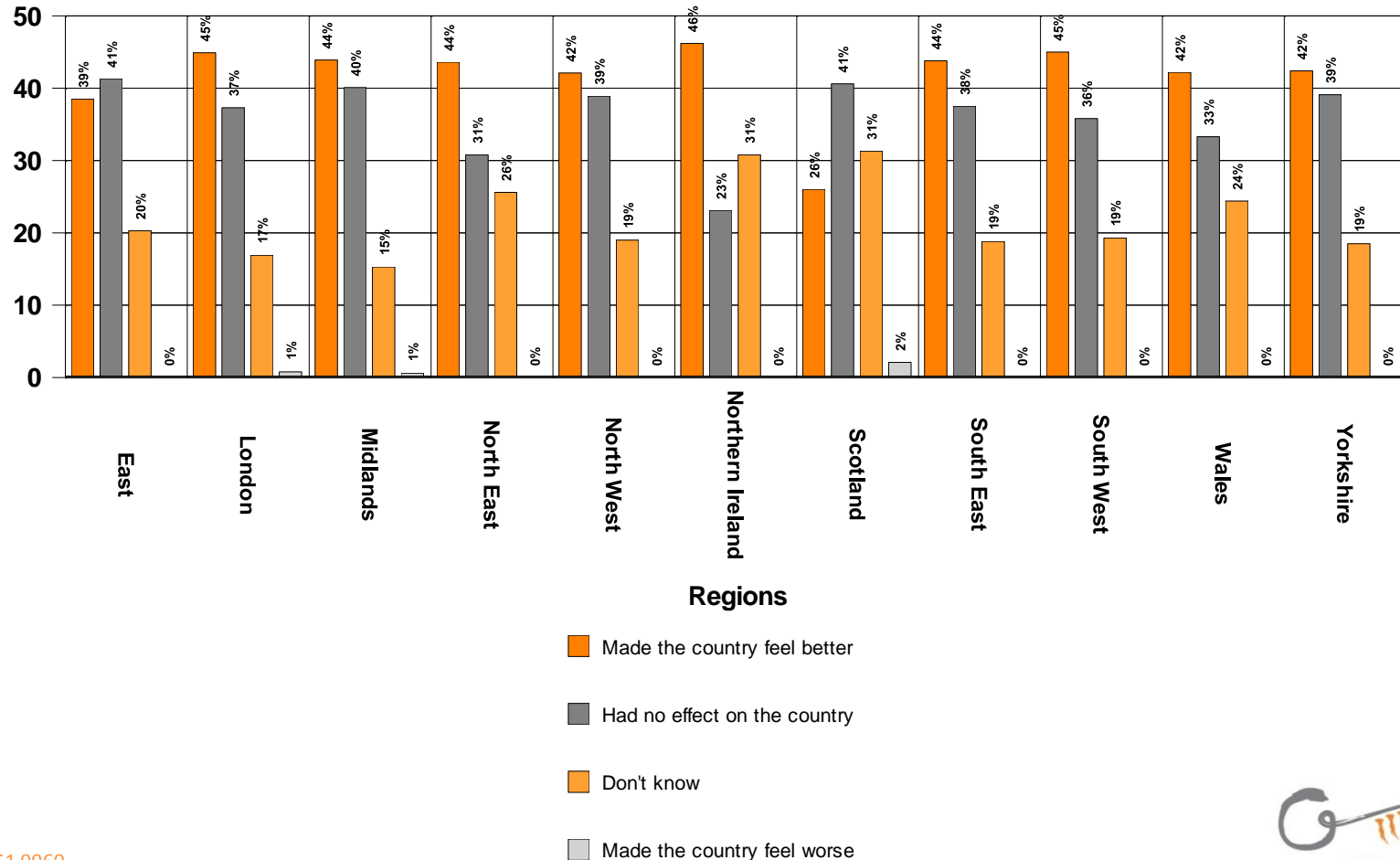
## Question Three Cross Tabulation With Region

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q3												
Made the country feel better	41.4%	38.5%	44.9%	43.9%	43.6%	42.1%	46.2%	26.0%	43.8%	45.0%	42.2%	42.4%
Had no effect on the country	38.2%	41.3%	37.3%	40.1%	30.8%	38.9%	23.1%	40.6%	37.5%	35.8%	33.3%	39.1%
Don't know	20.0%	20.3%	16.9%	15.3%	25.6%	19.0%	30.8%	31.3%	18.8%	19.3%	24.4%	18.5%
Made the country feel worse	0.4%	-	0.8%	0.6%	-	-	-	2.1%	-	-	-	-

## Question Three Cross Tabulation With Region

What do you think the effects have been of national sporting teams' success such as the England Cricket team becoming the No1 side in the world or their Ashes win in Australia earlier this year?



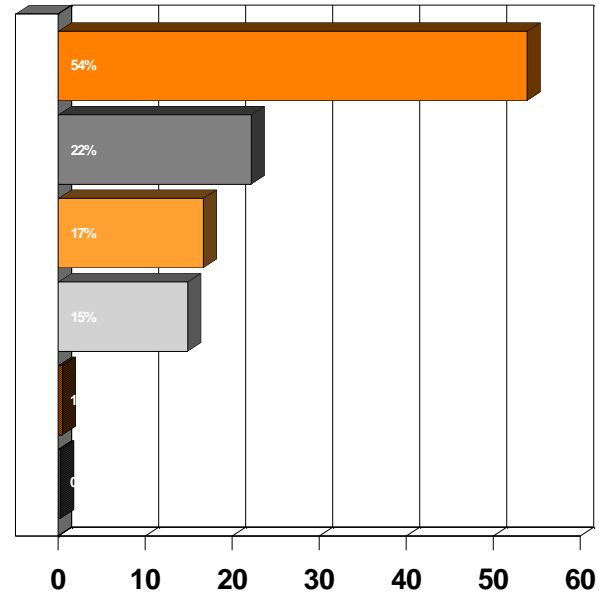
## Question Four

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?

Base % Respondents	
Base	100.0%
Q4	
I am not a parent or do not have a child / children aged 3-18	53.9%
Yes - it is good for them to see national sporting success	22.2%
It won't have any effect on them	16.7%
Yes - they will be more likely to want to play sport	14.9%
It will have a negative effect on them	0.5%
Yes - Other please specify	0.3%

## Question Four

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?



- I am not a parent or do not have a child / children aged 3-18
- Yes - it is good for them to see national sporting success
- It won't have any effect on them
- Yes - they will be more likely to want to play sport
- It will have a negative effect on them
- Yes - Other please specify

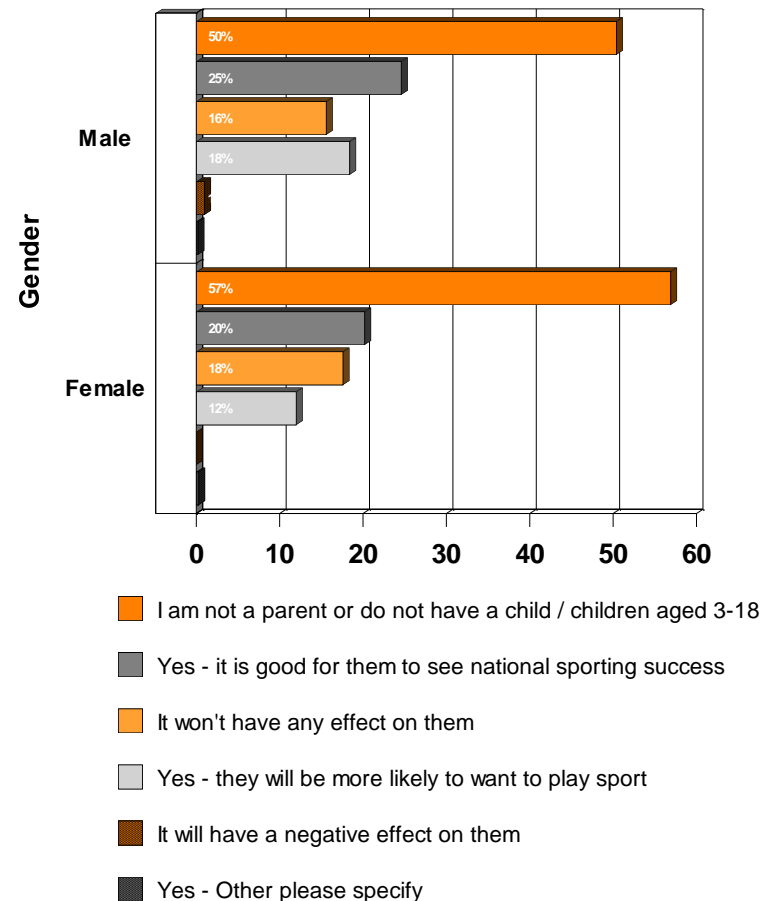
## Question Four Cross Tabulation With Gender

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q4			
I am not a parent or do not have a child / children aged 3-18	53.9%	50.4%	56.9%
Yes - it is good for them to see national sporting success	22.2%	24.6%	20.2%
It won't have any effect on them	16.7%	15.6%	17.6%
Yes - they will be more likely to want to play sport	14.9%	18.4%	12.0%
It will have a negative effect on them	0.5%	1.0%	-
Yes - Other please specify	0.3%	0.2%	0.3%

## Question Four Cross Tabulation With Gender

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?



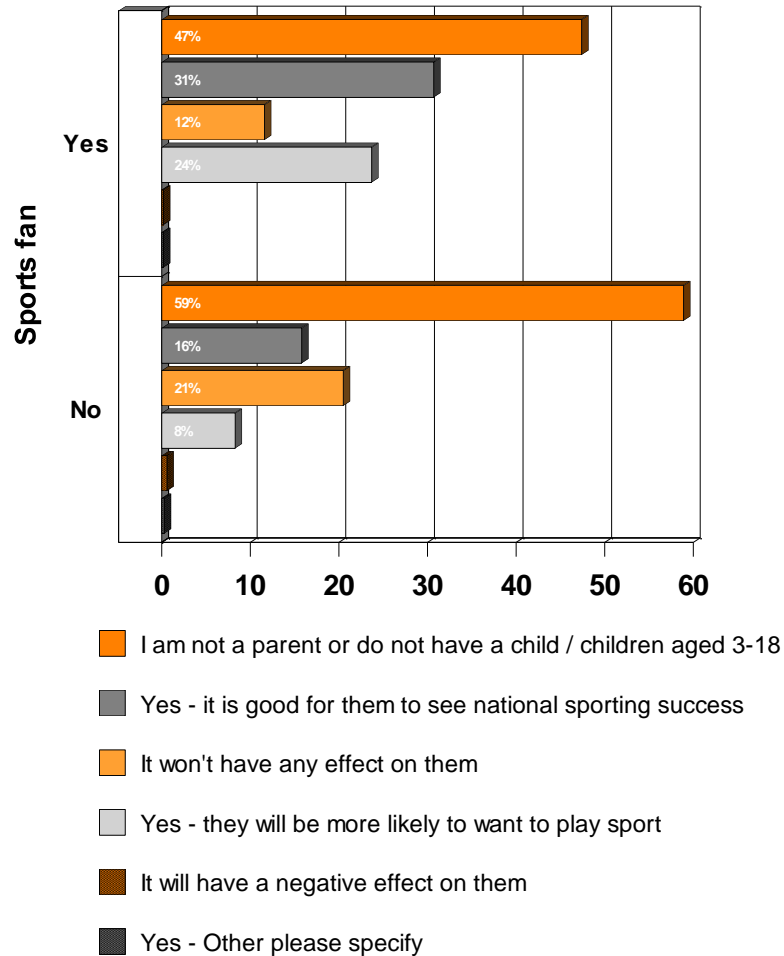
## Question Four Cross Tabulation With Sports Fan

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q4			
I am not a parent or do not have a child / children aged 3-18	53.9%	47.4%	58.9%
Yes - it is good for them to see national sporting success	22.2%	30.7%	15.8%
It won't have any effect on them	16.7%	11.6%	20.5%
Yes - they will be more likely to want to play sport	14.9%	23.7%	8.3%
It will have a negative effect on them	0.5%	0.2%	0.6%
Yes - Other please specify	0.3%	0.2%	0.3%

## Question Four Cross Tabulation With Sports Fan

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?



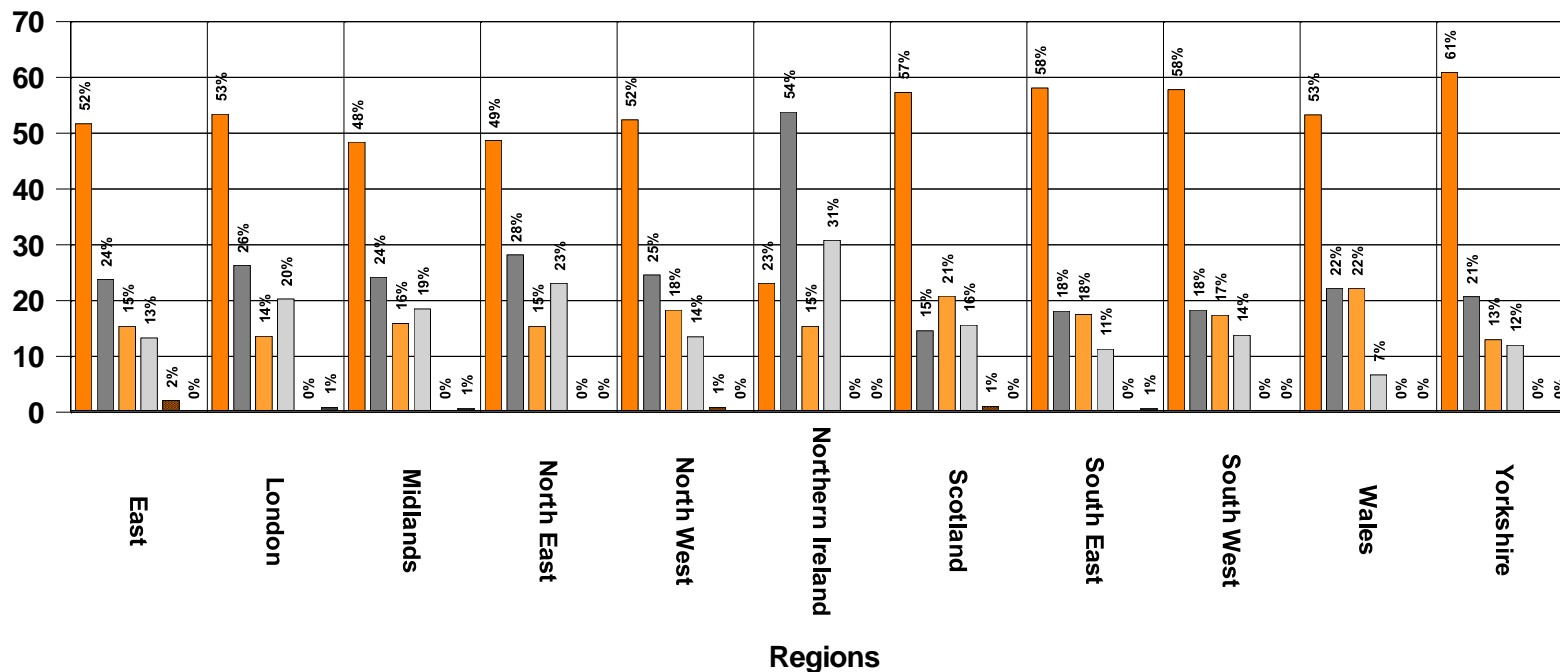
## Question Four Cross Tabulation With Region

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q4												
I am not a parent or do not have a child / children aged 3-18	53.9%	51.7%	53.4%	48.4%	48.7%	52.4%	23.1%	57.3%	58.1%	57.8%	53.3%	60.9%
Yes - it is good for them to see national sporting success	22.2%	23.8%	26.3%	24.2%	28.2%	24.6%	53.8%	14.6%	18.1%	18.3%	22.2%	20.7%
It won't have any effect on them	16.7%	15.4%	13.6%	15.9%	15.4%	18.3%	15.4%	20.8%	17.5%	17.4%	22.2%	13.0%
Yes - they will be more likely to want to play sport	14.9%	13.3%	20.3%	18.5%	23.1%	13.5%	30.8%	15.6%	11.3%	13.8%	6.7%	12.0%
It will have a negative effect on them	0.5%	2.1%	-	-	-	0.8%	-	1.0%	-	-	-	-
Yes - Other please specify	0.3%	-	0.8%	0.6%	-	-	-	-	0.6%	-	-	-

## Question Four Cross Tabulation With Region

If you are a parent of a child / children aged 3-18, do you think success of our national sporting teams, like the England cricket team becoming the No1 side in the world, has a positive effect on your child(ren)?



- I am not a parent or do not have a child / children aged 3-18
- Yes - it is good for them to see national sporting success
- It won't have any effect on them
- Yes - they will be more likely to want to play sport
- It will have a negative effect on them
- Yes - Other please specify

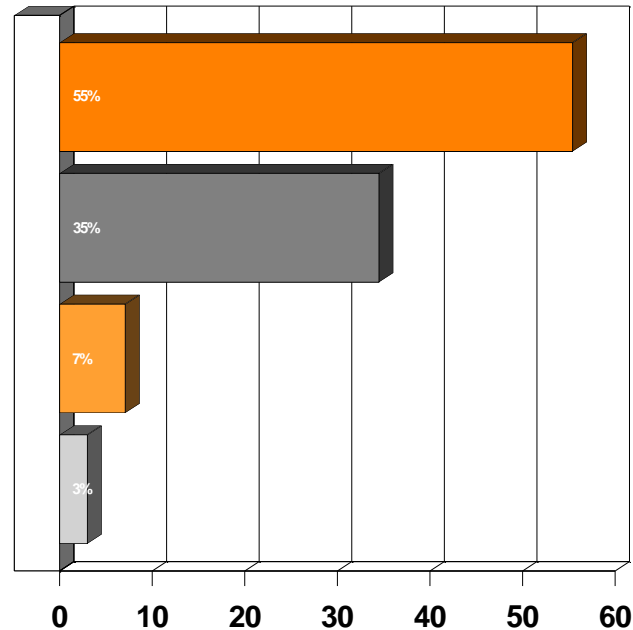
## Question Five


Do you feel you are more productive at work immediately after success by one of our national sporting teams?


Base % Respondents	
Base	100.0%
Q5	
I am no more or less productive	55.4%
I am not in work	34.5%
I am more productive	7.1%
I am less productive	3.0%

## Question Five


Do you feel you are more productive at work immediately after success by one of our national sporting teams?



 I am no more or less productive

 I am not in work

 I am more productive

 I am less productive

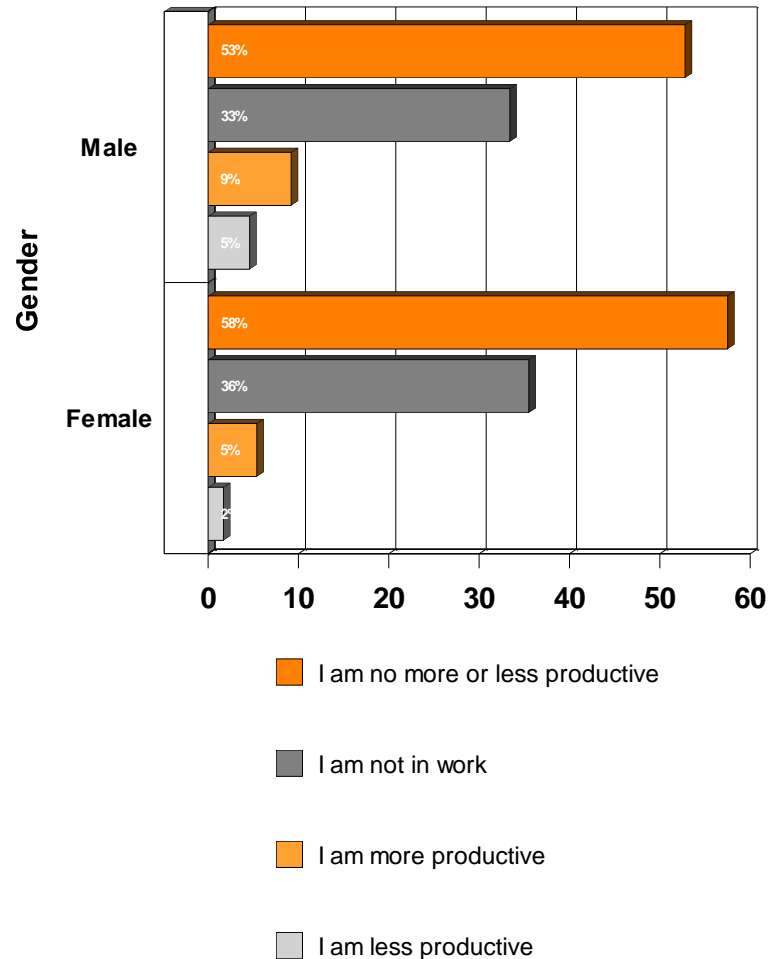
## Question Five Cross Tabulation With Gender

Do you feel you are more productive at work immediately after success by one of our national sporting teams?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q5			
I am no more or less productive	55.4%	52.8%	57.5%
I am not in work	34.5%	33.4%	35.5%
I am more productive	7.1%	9.2%	5.4%
I am less productive	3.0%	4.6%	1.7%

## Question Five Cross Tabulation With Gender

Do you feel you are more productive at work immediately after success by one of our national sporting teams?



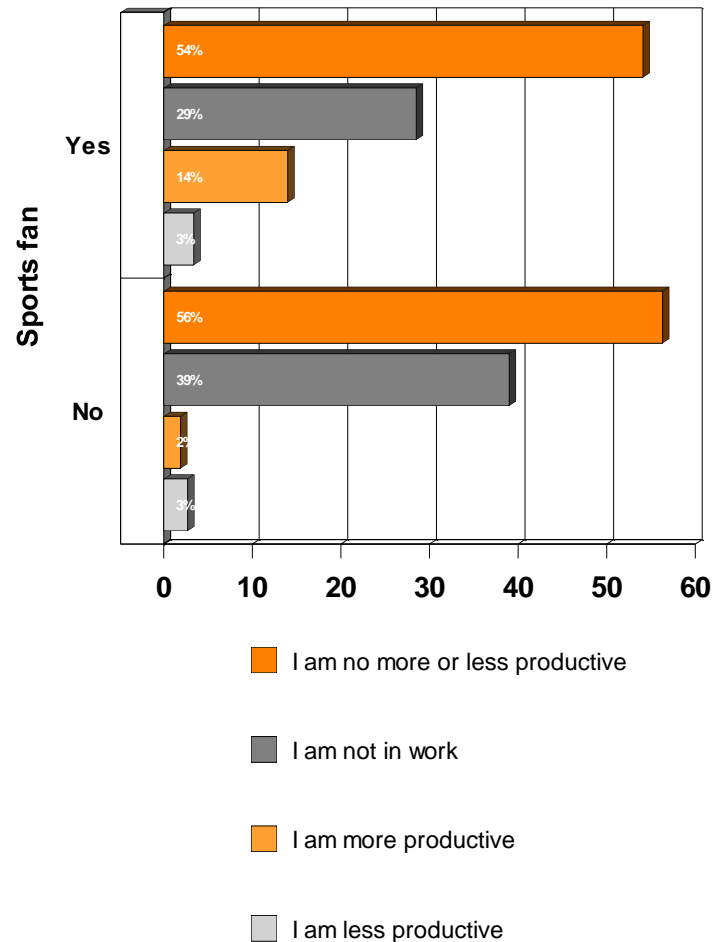
## Question Five Cross Tabulation With Sports Fan

Do you feel you are more productive at work immediately after success by one of our national sporting teams?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q5			
I am no more or less productive	55.4%	54.1%	56.3%
I am not in work	34.5%	28.5%	39.0%
I am more productive	7.1%	14.0%	1.9%
I am less productive	3.0%	3.4%	2.7%

## Question Five Cross Tabulation With Sports Fan

Do you feel you are more productive at work immediately after success by one of our national sporting teams?



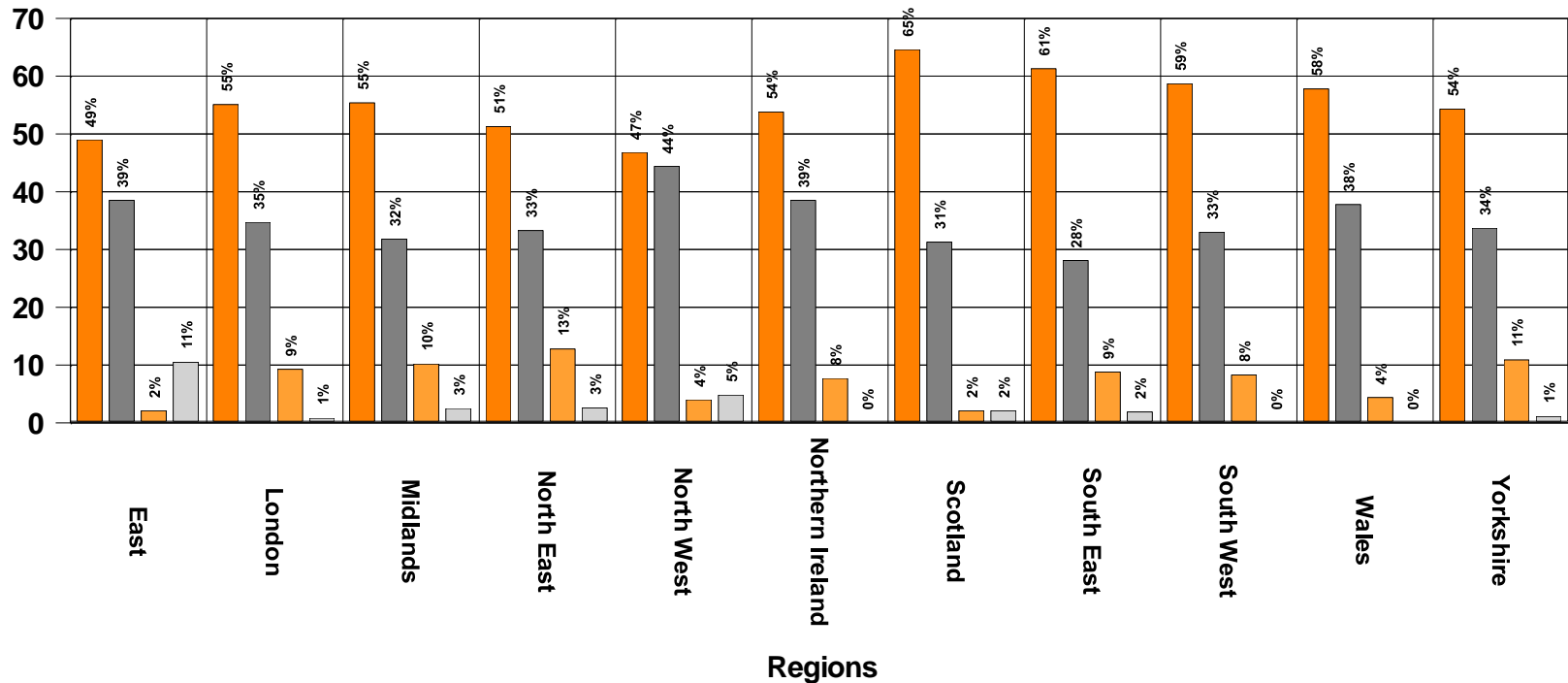
## Question Five Cross Tabulation With Region

Do you feel you are more productive at work immediately after success by one of our national sporting teams?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q5												
I am no more or less productive	55.4%	49.0%	55.1%	55.4%	51.3%	46.8%	53.8%	64.6%	61.3%	58.7%	57.8%	54.3%
I am not in work	34.5%	38.5%	34.7%	31.8%	33.3%	44.4%	38.5%	31.3%	28.1%	33.0%	37.8%	33.7%
I am more productive	7.1%	2.1%	9.3%	10.2%	12.8%	4.0%	7.7%	2.1%	8.8%	8.3%	4.4%	10.9%
I am less productive	3.0%	10.5%	0.8%	2.5%	2.6%	4.8%	-	2.1%	1.9%	-	-	1.1%

## Question Five Cross Tabulation With Region

Do you feel you are more productive at work immediately after success by one of our national sporting teams?



I am no more or less productive

I am not in work

I am more productive

I am less productive

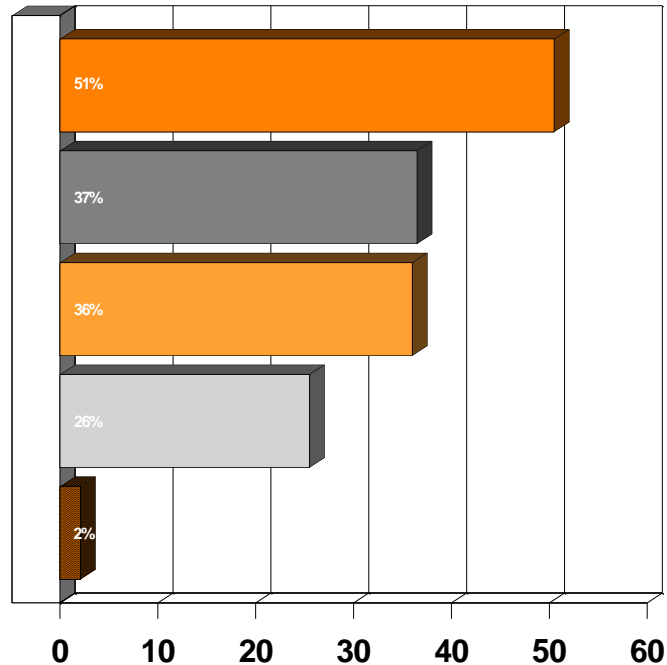
## Question Six

What are the positive effects of national sporting success?

Base % Respondents	
Base	100.0%
Q6	
It makes people more cheerful	50.5%
It unites a country that frequently doesn't feel united	36.5%
It makes the normally fairly reserved British actually go out and celebrate	36.0%
I don't think it has any positive effects	25.5%
Other (please state)	2.1%

## Question Six

What are the positive effects of national sporting success?



- It makes people more cheerful
- It unites a country that frequently doesn't feel united
- It makes the normally fairly reserved British actually go out and celebrate
- I don't think it has any positive effects
- Other (please state)

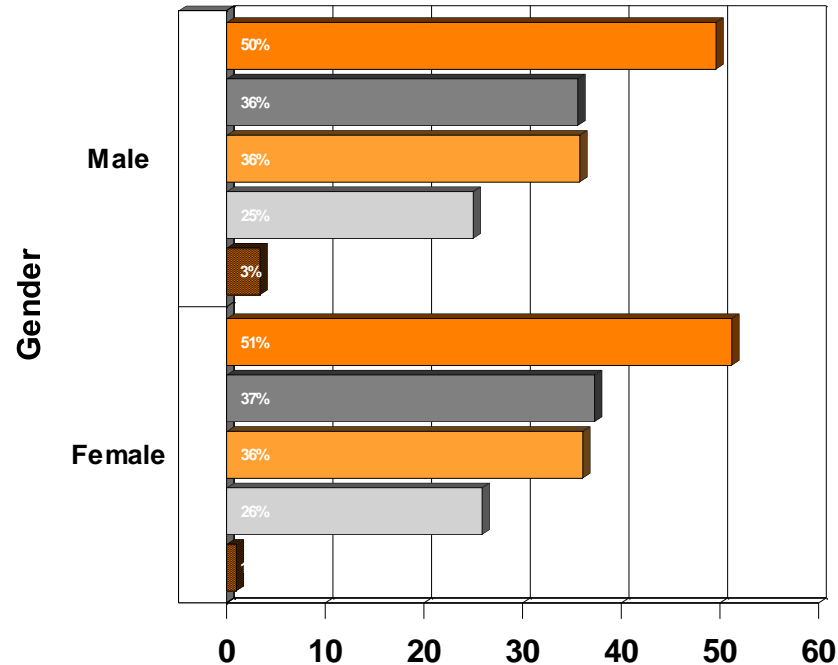
## Question Six Cross Tabulation With Gender

What are the positive effects of national sporting success?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q6			
It makes people more cheerful	50.5%	49.6%	51.2%
It unites a country that frequently doesn't feel united	36.5%	35.6%	37.3%
It makes the normally fairly reserved British actually go out and celebrate	36.0%	35.8%	36.1%
I don't think it has any positive effects	25.5%	25.0%	25.9%
Other (please state)	2.1%	3.4%	1.0%

## Question Six Cross Tabulation With Gender

What are the positive effects of national sporting success?



- It makes people more cheerful
- It unites a country that frequently doesn't feel united
- It makes the normally fairly reserved British actually go out and celebrate
- I don't think it has any positive effects
- Other (please state)

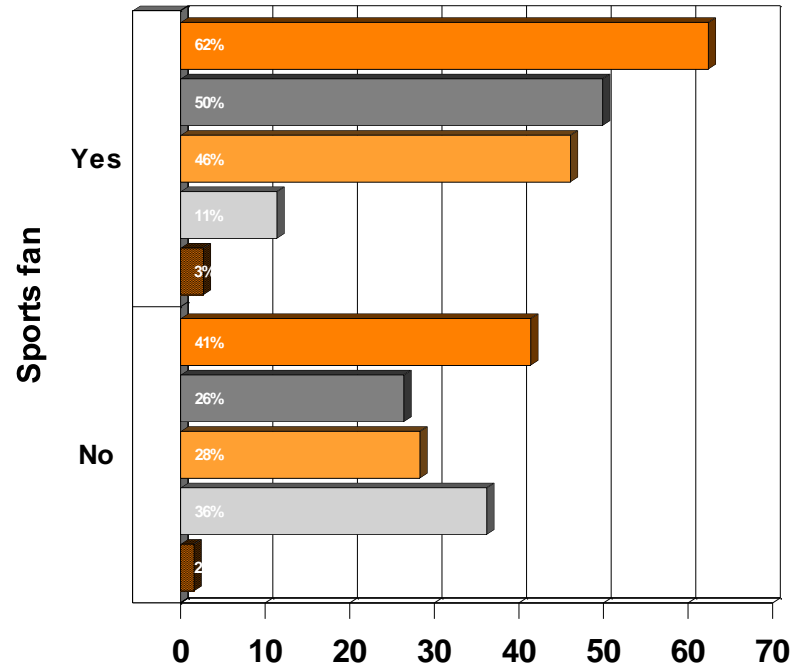
## Question Six Cross Tabulation With Sports Fan

What are the positive effects of national sporting success?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q6			
It makes people more cheerful	50.5%	62.4%	41.4%
It unites a country that frequently doesn't feel united	36.5%	49.9%	26.4%
It makes the normally fairly reserved British actually go out and celebrate	36.0%	46.1%	28.3%
I don't think it has any positive effects	25.5%	11.4%	36.2%
Other (please state)	2.1%	2.7%	1.6%

## Question Six Cross Tabulation With Sports Fan

What are the positive effects of national sporting success?



- It makes people more cheerful
- It unites a country that frequently doesn't feel united
- It makes the normally fairly reserved British actually go out and celebrate
- I don't think it has any positive effects
- Other (please state)

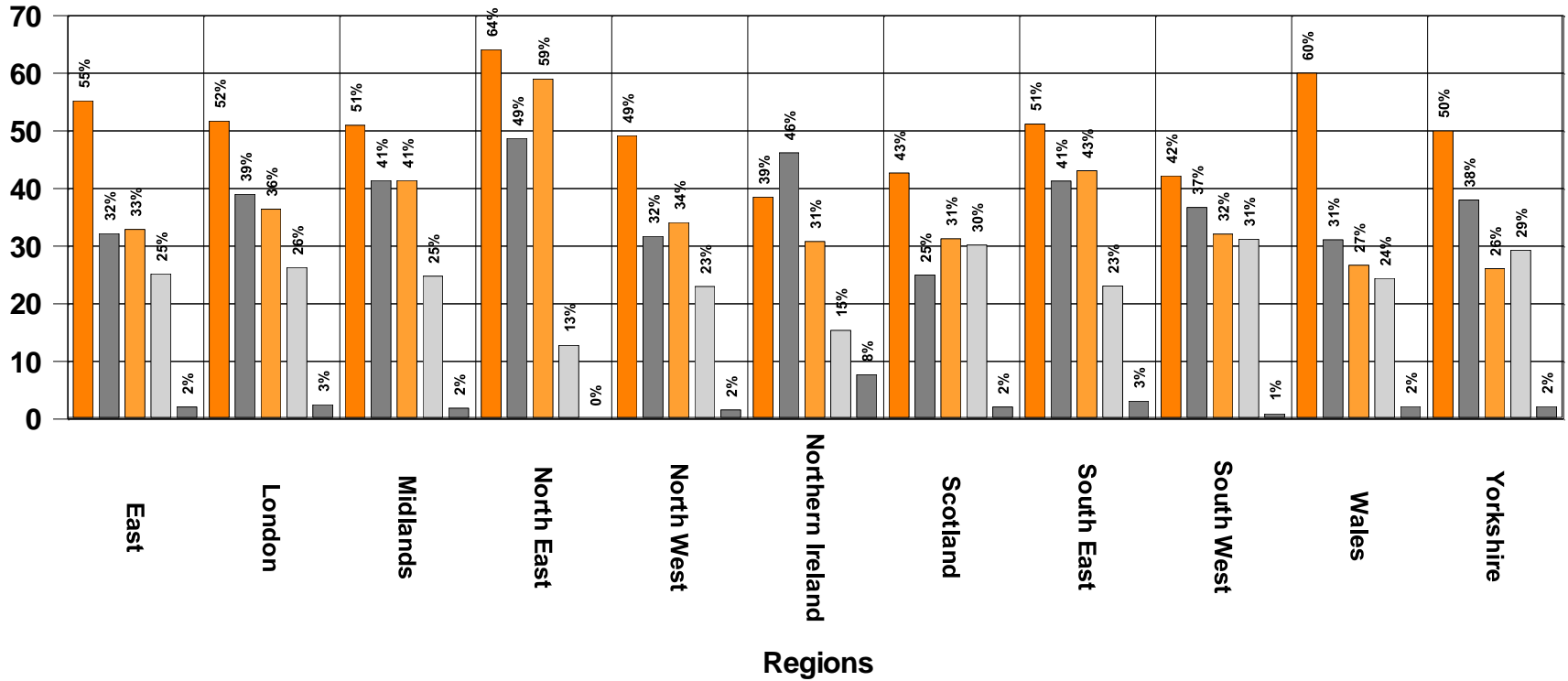
## Question Six Cross Tabulation With Region

What are the positive effects of national sporting success?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q6												
It makes people more cheerful	50.5%	55.2%	51.7%	51.0%	64.1%	49.2%	38.5%	42.7%	51.2%	42.2%	60.0%	50.0%
It unites a country that frequently doesn't feel united	36.5%	32.2%	39.0%	41.4%	48.7%	31.7%	46.2%	25.0%	41.3%	36.7%	31.1%	38.0%
It makes the normally fairly reserved British actually go out and celebrate	36.0%	32.9%	36.4%	41.4%	59.0%	34.1%	30.8%	31.3%	43.1%	32.1%	26.7%	26.1%
I don't think it has any positive effects	25.5%	25.2%	26.3%	24.8%	12.8%	23.0%	15.4%	30.2%	23.1%	31.2%	24.4%	29.3%
Other (please state)	2.1%	2.1%	2.5%	1.9%	-	1.6%	7.7%	2.1%	3.1%	0.9%	2.2%	2.2%

## Question Six Cross Tabulation With Region

What are the positive effects of national sporting success?



- It makes people more cheerful
- It unites a country that frequently doesn't feel united
- It makes the normally fairly reserved British actually go out and celebrate
- I don't think it has any positive effects
- Other (please state)

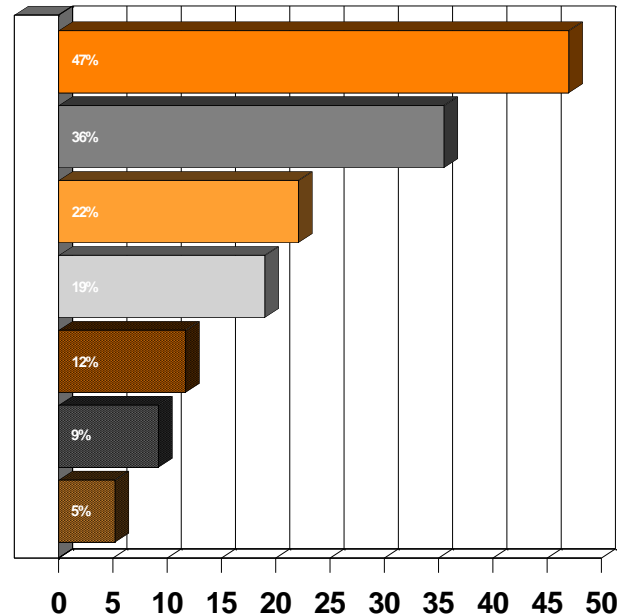
## Question Seven








In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the countrys mood?

Base % Respondents	
Base	100.0%
Q7	
A UK-wide heatwave for the rest of the summer	47.0%
A national sports team becoming the best in the world	35.5%
I don't think anything will lift the country's mood	22.1%
Kate Middleton announcing that she is pregnant	19.0%
Prince Harry getting hitched	11.7%
Other (please state)	9.2%
A British Euromillions winner	5.2%

## Question Seven

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the countrys mood?



-  A UK-wide heatwave for the rest of the summer
-  A national sports team becoming the best in the world
-  I don't think anything will lift the country's mood
-  Kate Middleton announcing that she is pregnant
-  Prince Harry getting hitched
-  Other (please state)
-  A British Euromillions winner

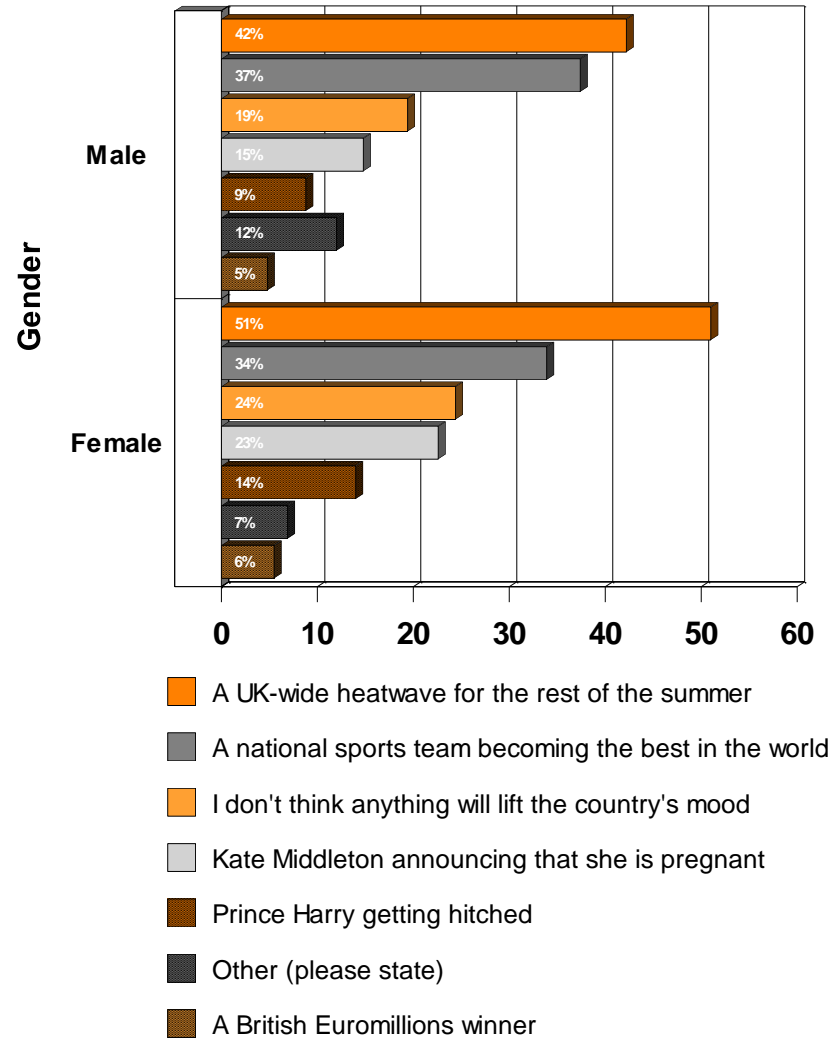
## Question Seven Cross Tabulation With Gender

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the countrys mood?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q7			
A UK-wide heatwave for the rest of the summer	47.0%	42.2%	51.0%
A national sports team becoming the best in the world	35.5%	37.4%	33.9%
I don't think anything will lift the country's mood	22.1%	19.4%	24.4%
Kate Middleton announcing that she is pregnant	19.0%	14.8%	22.6%
Prince Harry getting hitched	11.7%	8.8%	14.0%
Other (please state)	9.2%	12.0%	6.9%
A British Euromillions winner	5.2%	4.8%	5.5%

## Question Seven Cross Tabulation With Gender

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the country's mood?



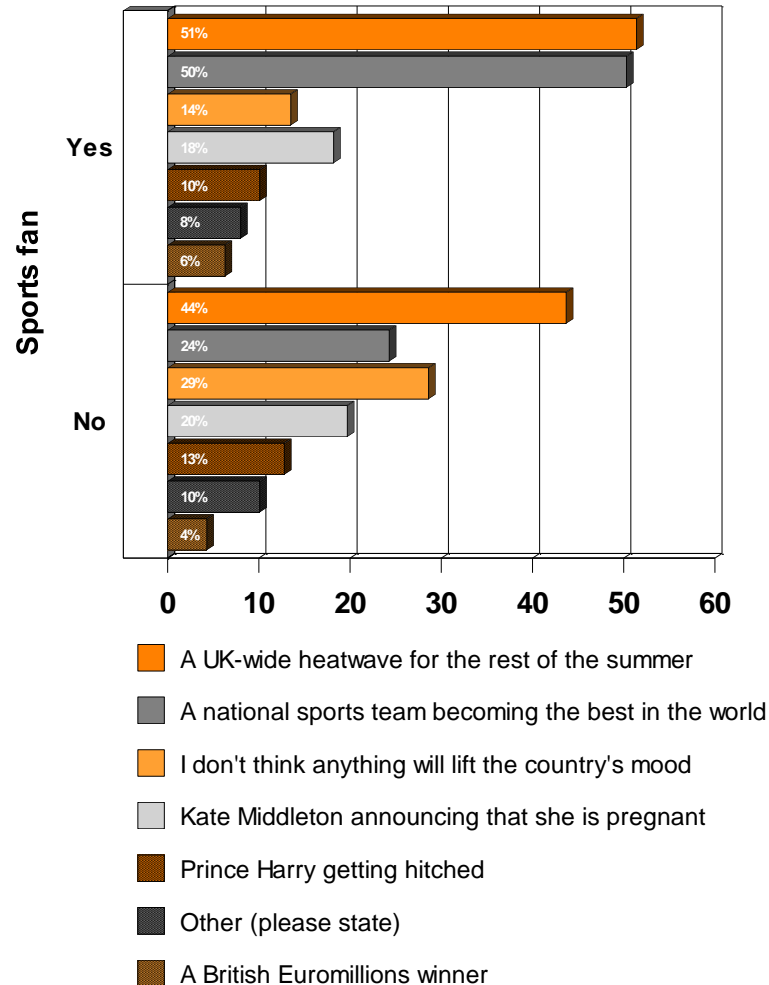
## Question Seven Cross Tabulation With Sports Fan

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the countrys mood?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q7			
A UK-wide heatwave for the rest of the summer	47.0%	51.4%	43.7%
A national sports team becoming the best in the world	35.5%	50.3%	24.3%
I don't think anything will lift the country's mood	22.1%	13.5%	28.6%
Kate Middleton announcing that she is pregnant	19.0%	18.2%	19.7%
Prince Harry getting hitched	11.7%	10.1%	12.8%
Other (please state)	9.2%	8.0%	10.1%
A British Euromillions winner	5.2%	6.3%	4.3%

## Question Seven Cross Tabulation With Sports Fan

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the countrys mood?



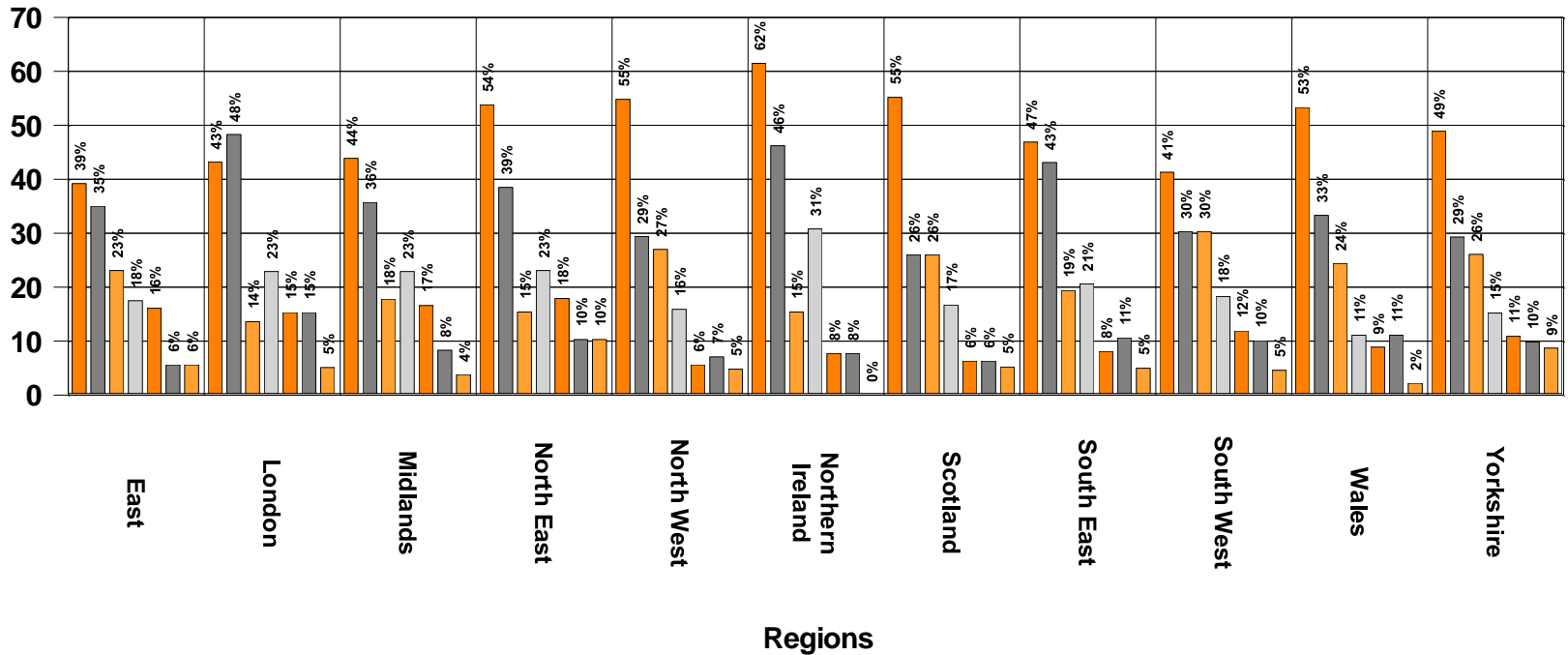
## Question Seven Cross Tabulation With Region

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the country's mood?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q7												
A UK-wide heatwave for the rest of the summer	47.0%	39.2%	43.2%	43.9%	53.8%	54.8%	61.5%	55.2%	46.9%	41.3%	53.3%	48.9%
A national sports team becoming the best in the world	35.5%	35.0%	48.3%	35.7%	38.5%	29.4%	46.2%	26.0%	43.1%	30.3%	33.3%	29.3%
I don't think anything will lift the country's mood	22.1%	23.1%	13.6%	17.8%	15.4%	27.0%	15.4%	26.0%	19.4%	30.3%	24.4%	26.1%
Kate Middleton announcing that she is pregnant	19.0%	17.5%	22.9%	22.9%	23.1%	15.9%	30.8%	16.7%	20.6%	18.3%	11.1%	15.2%
Prince Harry getting hitched	11.7%	16.1%	15.3%	16.6%	17.9%	5.6%	7.7%	6.3%	8.1%	11.9%	8.9%	10.9%
Other (please state)	9.2%	5.6%	15.3%	8.3%	10.3%	7.1%	7.7%	6.3%	10.6%	10.1%	11.1%	9.8%
A British Euromillions winner	5.2%	5.6%	5.1%	3.8%	10.3%	4.8%	-	5.2%	5.0%	4.6%	2.2%	8.7%

## Question Seven Cross Tabulation With Region

In light of the recent unrest in the UK, which of the following do you think would be most likely to lift the country's mood?



- A UK-wide heatwave for the rest of the summer
- A national sports team becoming the best in the world
- I don't think anything will lift the country's mood
- Kate Middleton announcing that she is pregnant
- Prince Harry getting hitched
- Other (please state)
- A British Euromillions winner

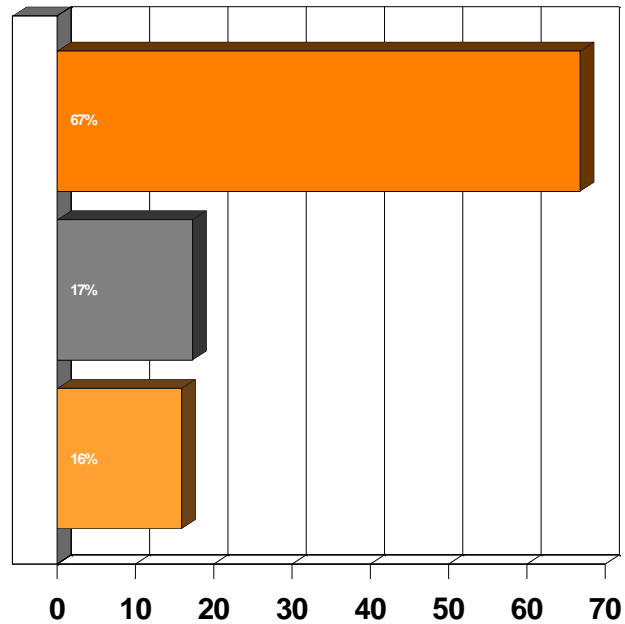
## Question Eight

Do children today have enough positive role models?

Base % Respondents	
Base	100.0%
Q8	
No	66.8%
Don't know	17.3%
Yes	15.9%

## Question Eight

Do children today have enough positive role models?



No

Don't know

Yes

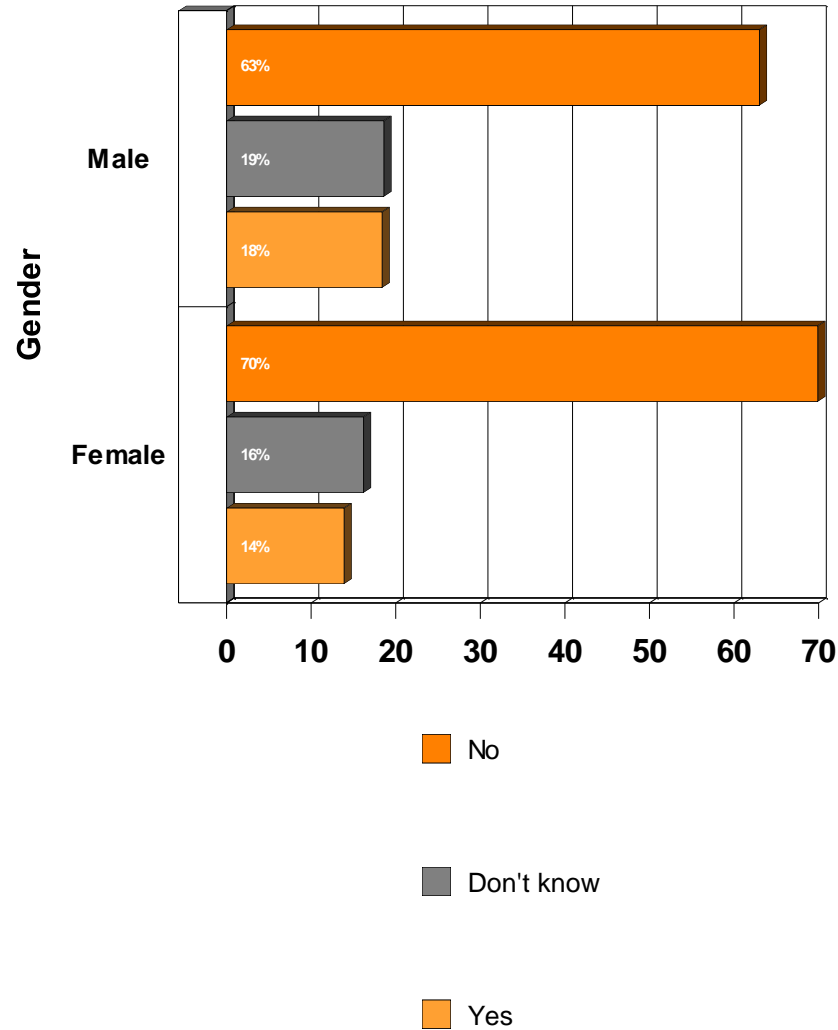
## Question Eight Cross Tabulation With Gender

Do children today have enough positive role models?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q8			
No	66.8%	63.0%	69.9%
Don't know	17.3%	18.6%	16.2%
Yes	15.9%	18.4%	13.9%

## Question Eight Cross Tabulation With Gender

Do children today have enough positive role models?



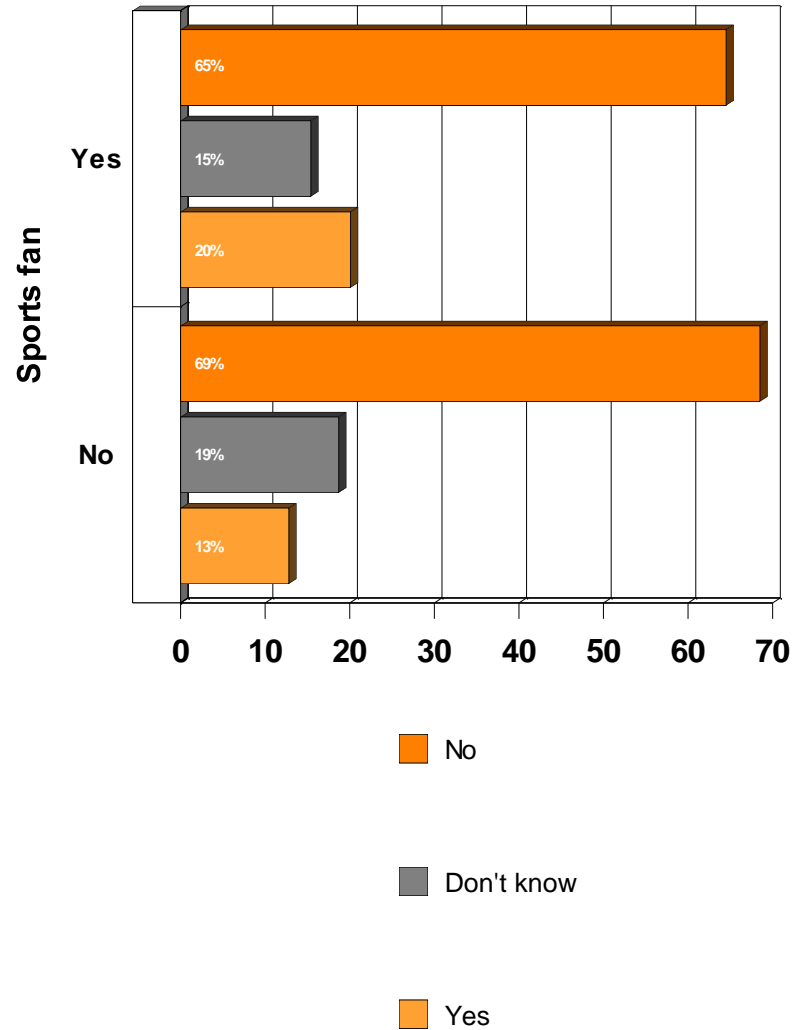
## Question Eight Cross Tabulation With Sports Fan

Do children today have enough positive role models?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q8			
No	66.8%	64.5%	68.5%
Don't know	17.3%	15.4%	18.7%
Yes	15.9%	20.1%	12.8%

## Question Eight Cross Tabulation With Sports Fan

Do children today have enough positive role models?



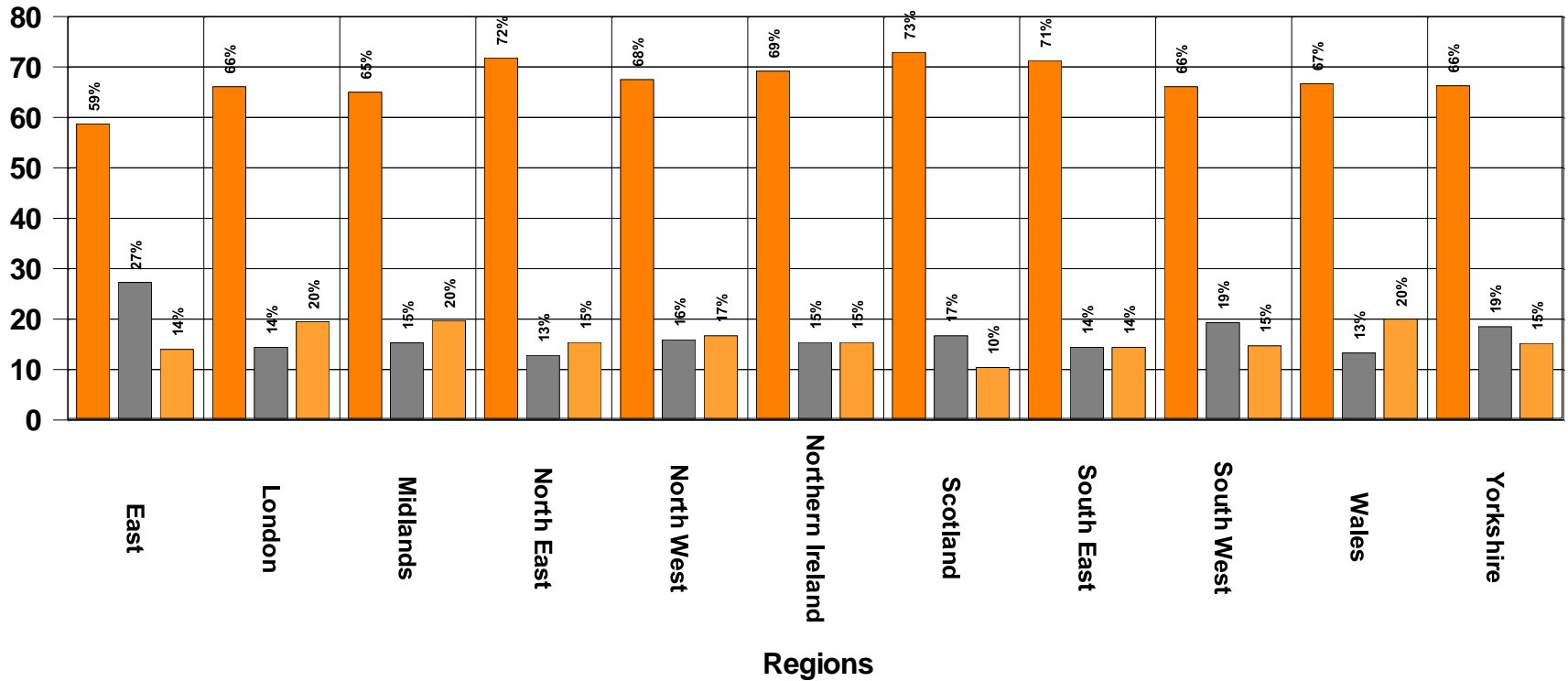
## Question Eight Cross Tabulation With Region

Do children today have enough positive role models?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q8												
No	66.8%	58.7%	66.1%	65.0%	71.8%	67.5%	69.2%	72.9%	71.3%	66.1%	66.7%	66.3%
Don't know	17.3%	27.3%	14.4%	15.3%	12.8%	15.9%	15.4%	16.7%	14.4%	19.3%	13.3%	18.5%
Yes	15.9%	14.0%	19.5%	19.7%	15.4%	16.7%	15.4%	10.4%	14.4%	14.7%	20.0%	15.2%

## Question Eight Cross Tabulation With Region

Do children today have enough positive role models?



No

Don't know

Yes

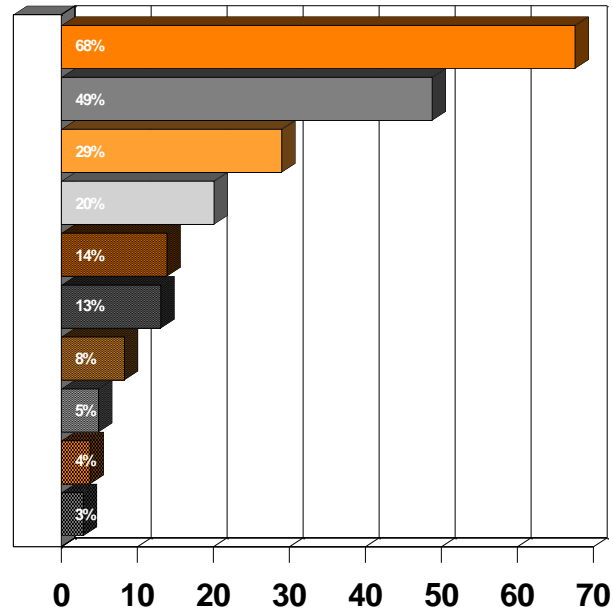
## Question Nine

Who are the best positive role models for today's children?

Base % Respondents	
Base	100.0%
Q9	
Parents	67.6%
Teachers	48.8%
Youth Group leaders	29.0%
Sporting coaches	20.1%
England's cricketers	13.9%
Don't know	13.1%
The footballers of the England, Scotland, Wales and Northern Ireland teams	8.3%
Others (please state)	4.9%
Politicians	3.8%
Today's children don't need positive role models	2.9%

## Question Nine

Who are the best positive role models for today's children?



- Parents
- Teachers
- Youth Group leaders
- Sporting coaches
- England's cricketers
- Don't know
- The footballers of the England, Scotland, Wales and Northern Ireland teams
- Others (please state)
- Politicians
- Today's children don't need positive role models

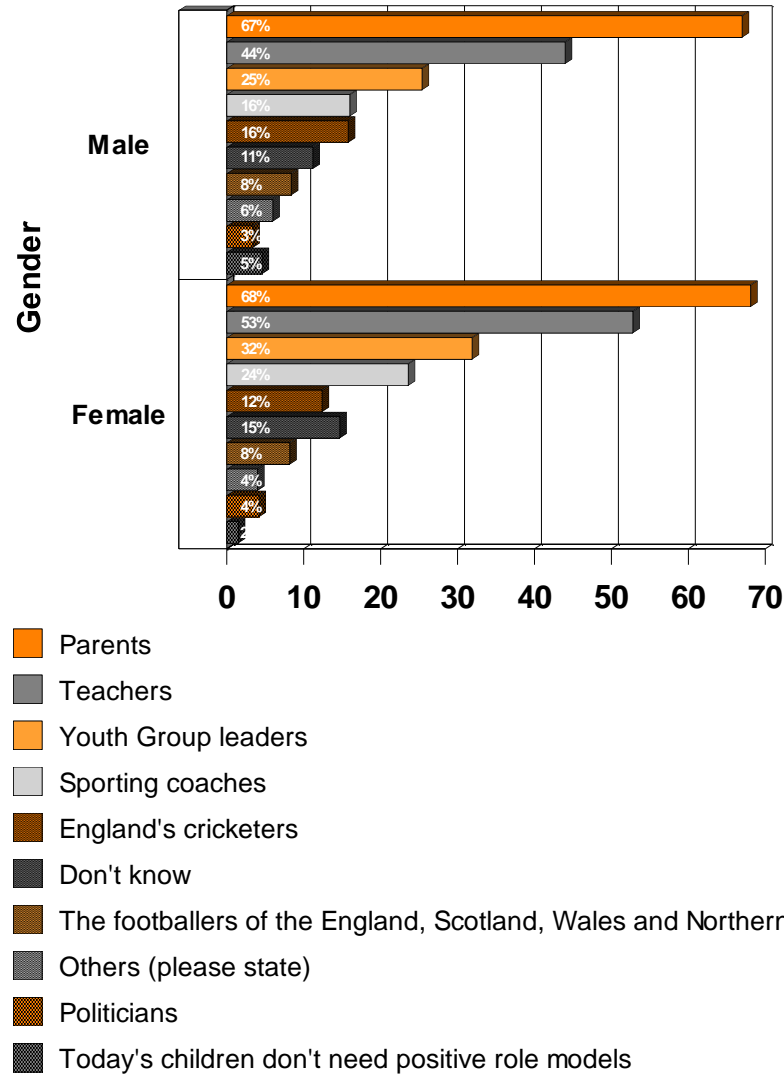
## Question Nine Cross Tabulation With Gender

Who are the best positive role models for todays children?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q9			
Parents	67.6%	67.0%	68.1%
Teachers	48.8%	44.0%	52.8%
Youth Group leaders	29.0%	25.4%	31.9%
Sporting coaches	20.1%	16.0%	23.6%
England's cricketers	13.9%	15.8%	12.4%
Don't know	13.1%	11.2%	14.7%
The footballers of the England, Scotland, Wales and Northern Ireland teams	8.3%	8.4%	8.2%
Others (please state)	4.9%	6.0%	4.0%
Politicians	3.8%	3.4%	4.2%
Today's children don't need positive role models	2.9%	4.6%	1.5%

## Question Nine Cross Tabulation With Gender

Who are the best positive role models for todays children?



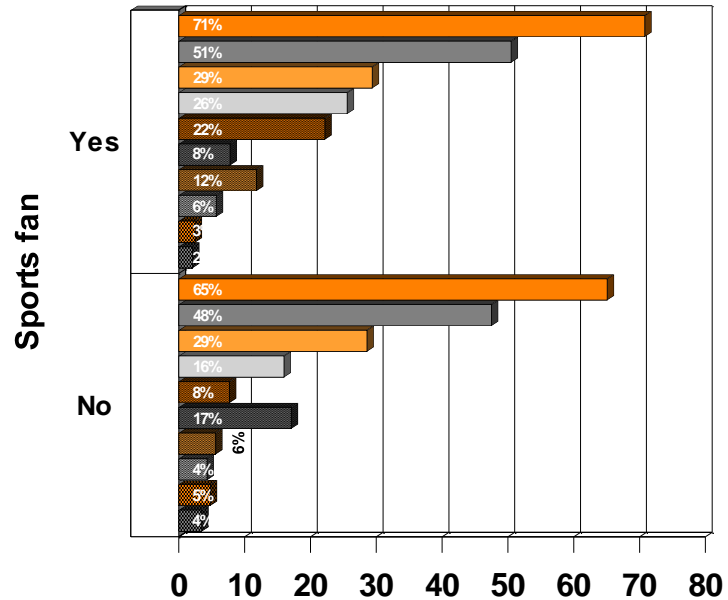
## Question Nine Cross Tabulation With Sports Fan

Who are the best positive role models for todays children?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q9			
Parents	67.6%	70.8%	65.1%
Teachers	48.8%	50.5%	47.5%
Youth Group leaders	29.0%	29.4%	28.6%
Sporting coaches	20.1%	25.6%	16.0%
England's cricketers	13.9%	22.2%	7.7%
Don't know	13.1%	7.8%	17.1%
The footballers of the England, Scotland, Wales and Northern Ireland teams	8.3%	11.8%	5.6%
Others (please state)	4.9%	5.7%	4.3%
Politicians	3.8%	2.5%	4.8%
Today's children don't need positive role models	2.9%	2.1%	3.5%

## Question Nine Cross Tabulation With Sports Fan

Who are the best positive role models for todays children?



- Parents
- Teachers
- Youth Group leaders
- Sporting coaches
- England's cricketers
- Don't know
- The footballers of the England, Scotland, Wales and Northern Ireland teams
- Others (please state)
- Politicians
- Today's children don't need positive role models

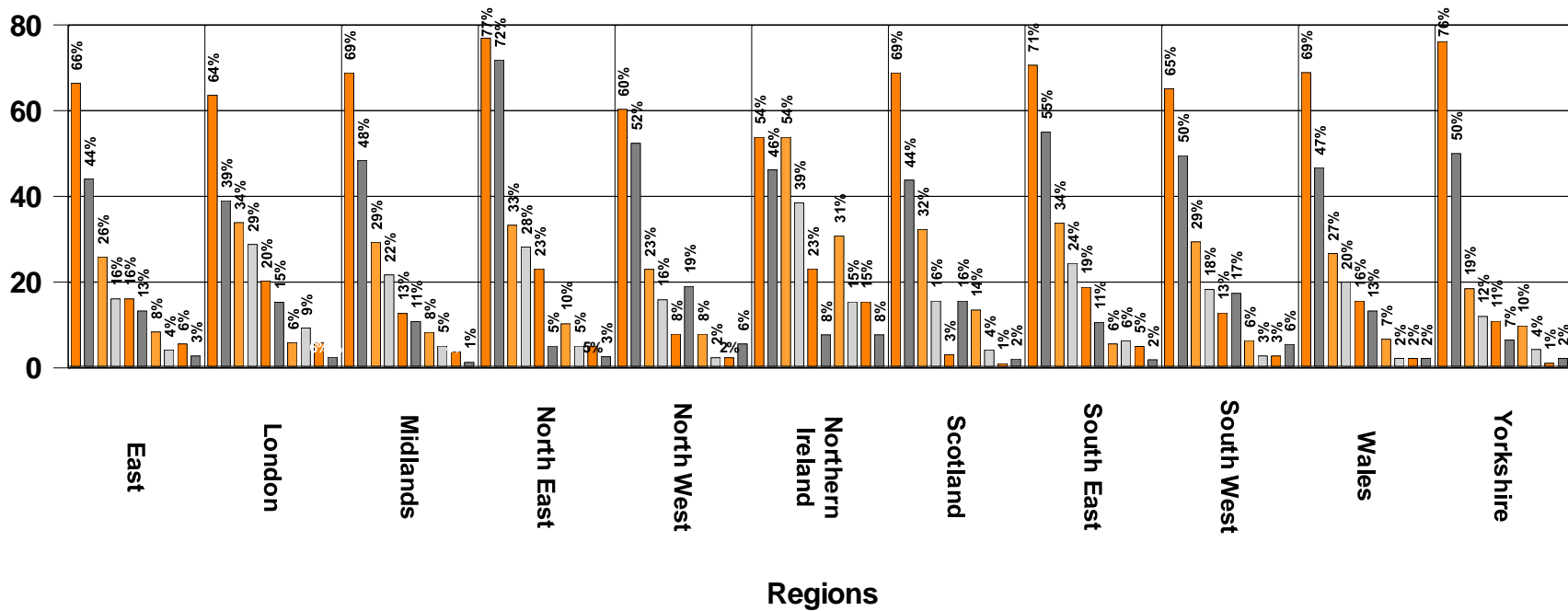
## Question Nine Cross Tabulation With Region

Who are the best positive role models for todays children?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q9												
Parents	67.6%	66.4%	63.6%	68.8%	76.9%	60.3%	53.8%	68.8%	70.6%	65.1%	68.9%	76.1%
Teachers	48.8%	44.1%	39.0%	48.4%	71.8%	52.4%	46.2%	43.8%	55.0%	49.5%	46.7%	50.0%
Youth Group leaders	29.0%	25.9%	33.9%	29.3%	33.3%	23.0%	53.8%	32.3%	33.8%	29.4%	26.7%	18.5%
Sporting coaches	20.1%	16.1%	28.8%	21.7%	28.2%	15.9%	38.5%	15.6%	24.4%	18.3%	20.0%	12.0%
England's cricketers	13.9%	16.1%	20.3%	12.7%	23.1%	7.9%	23.1%	3.1%	18.8%	12.8%	15.6%	10.9%
Don't know	13.1%	13.3%	15.3%	10.8%	5.1%	19.0%	7.7%	15.6%	10.6%	17.4%	13.3%	6.5%
The footballers of the England, Scotland, Wales and Northern Ireland teams	8.3%	8.4%	5.9%	8.3%	10.3%	7.9%	30.8%	13.5%	5.6%	6.4%	6.7%	9.8%
Others (please state)	4.9%	4.2%	9.3%	5.1%	5.1%	2.4%	15.4%	4.2%	6.3%	2.8%	2.2%	4.3%
Politicians	3.8%	5.6%	5.9%	3.8%	5.1%	2.4%	15.4%	1.0%	5.0%	2.8%	2.2%	1.1%
Today's children don't need positive role models	2.9%	2.8%	2.5%	1.3%	2.6%	5.6%	7.7%	2.1%	1.9%	5.5%	2.2%	2.2%

# Question Nine Cross Tabulation With Region

Who are the best positive role models for today's children?



- Parents
- Teachers
- Youth Group leaders
- Sporting coaches
- England's cricketers
- Don't know
- The footballers of the England, Scotland, Wales and Northern Ireland teams
- Others (please state)
- Politicians
- Today's children don't need positive role models

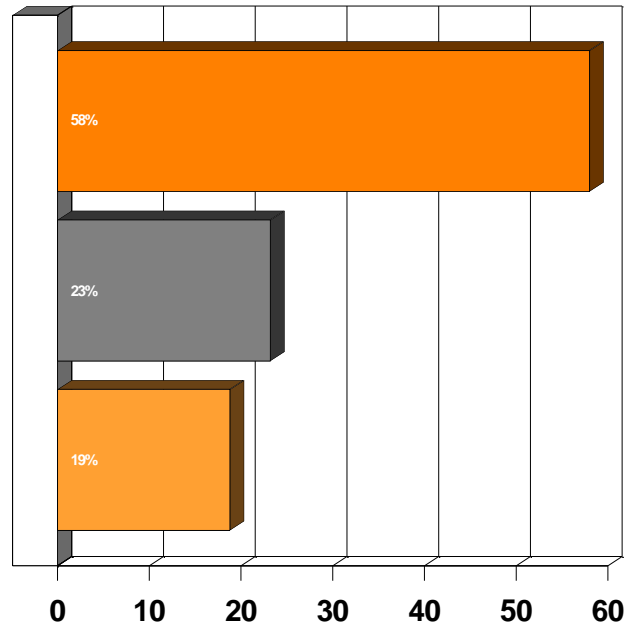
## Question Ten

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?

Base % Respondents	
Base	100.0%
Q10	
Yes	58.0%
Don't know	23.2%
No	18.8%

## Question Ten

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?



Yes

Don't know

No

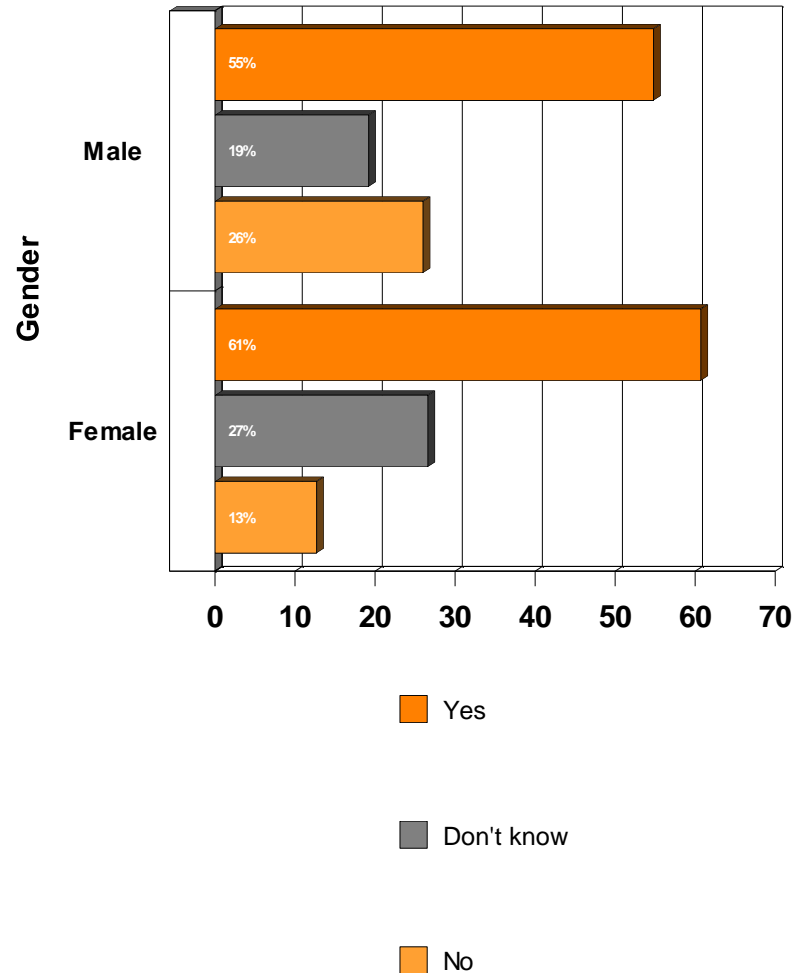
## Question Ten Cross Tabulation With Gender

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q10			
Yes	58.0%	54.8%	60.7%
Don't know	23.2%	19.2%	26.6%
No	18.8%	26.0%	12.7%

## Question Ten Cross Tabulation With Gender

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?



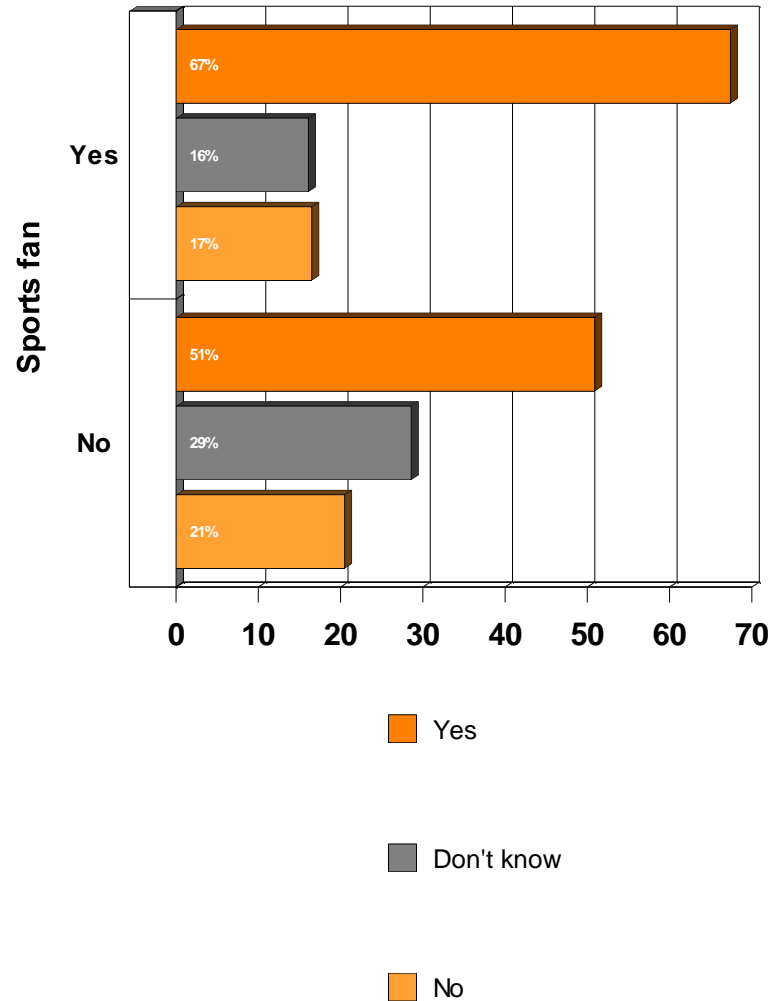
## Question Ten Cross Tabulation With Sports Fan

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q10			
Yes	58.0%	67.4%	50.9%
Don't know	23.2%	16.1%	28.6%
No	18.8%	16.5%	20.5%

## Question Ten Cross Tabulation With Sports Fan

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?



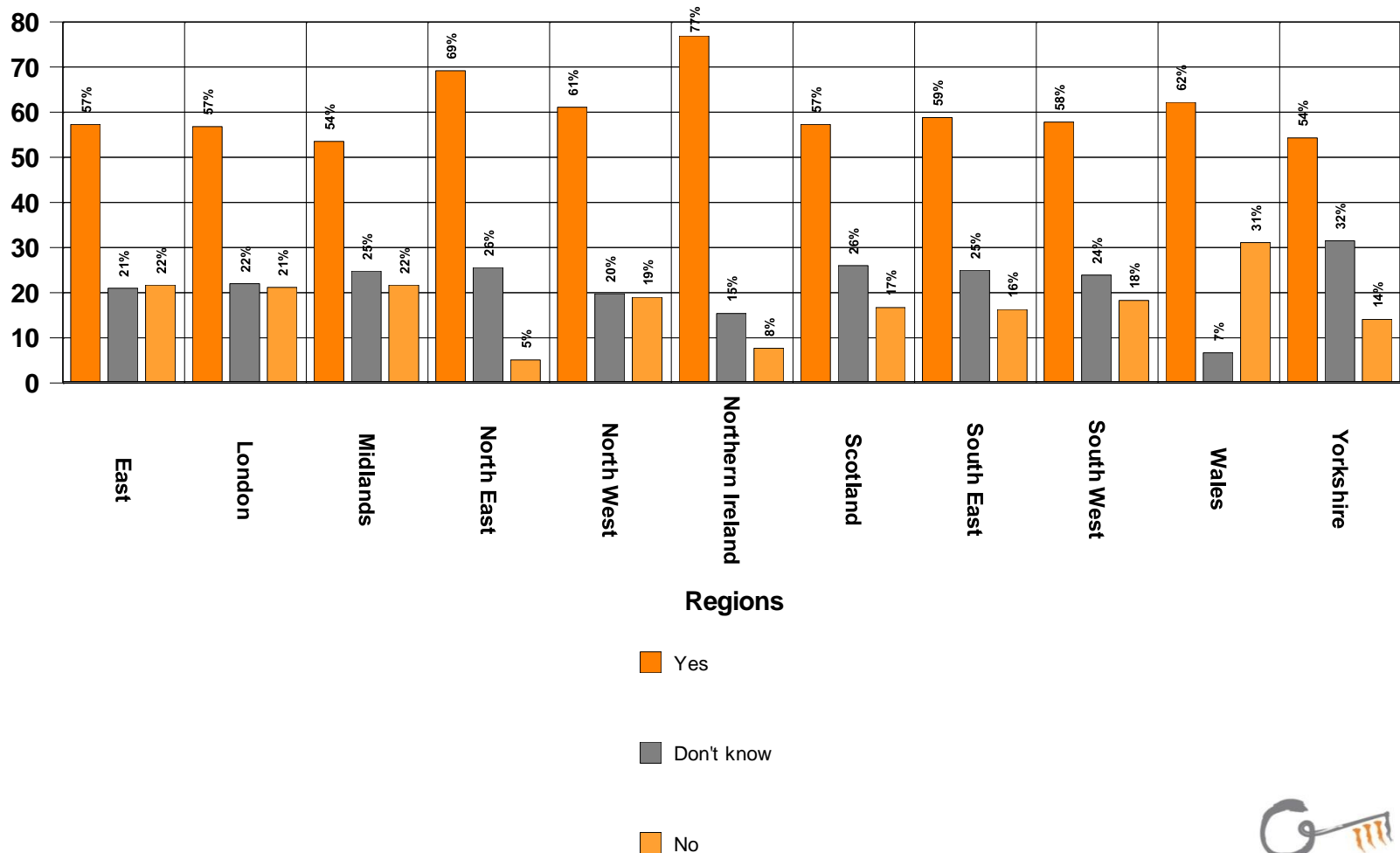
## Question Ten Cross Tabulation With Region

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q10												
Yes	58.0%	57.3%	56.8%	53.5%	69.2%	61.1%	76.9%	57.3%	58.8%	57.8%	62.2%	54.3%
Don't know	23.2%	21.0%	22.0%	24.8%	25.6%	19.8%	15.4%	26.0%	25.0%	23.9%	6.7%	31.5%
No	18.8%	21.7%	21.2%	21.7%	5.1%	19.0%	7.7%	16.7%	16.3%	18.3%	31.1%	14.1%

## Question Ten Cross Tabulation With Region

Should high-level sportsmen and women play a more active role in helping the Government to engage with young people in troubled times?



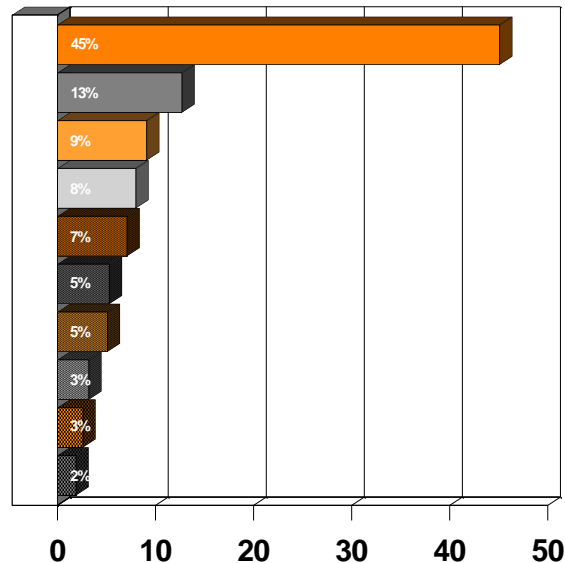
## Question Eleven

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?

Base % Respondents	
Base	100.0%
Q11	
None	45.1%
Lord Sebastian Coe - Chairman of London 2012	12.7%
Martin Johnson England rugby union manager	9.1%
Andrew Strauss England cricket captain	8.0%
Other - please specify	7.1%
Sir Clive Woodward Director of Sport, British Olympic Association	5.3%
John Terry England football captain	5.1%
Andy Flower England cricket team Director	3.2%
Fabio Capello England football manager	2.6%
Lewis Moody England rugby captain	1.9%

## Question Eleven

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?



- None
- Lord Sebastian Coe - Chairman of London 2012
- Martin Johnson England rugby union manager
- Andrew Strauss England cricket captain
- Other - please specify
- Sir Clive Woodward Director of Sport, British Olympic Association
- John Terry England football captain
- Andy Flower England cricket team Director
- Fabio Capello England football manager
- Lewis Moody England rugby captain

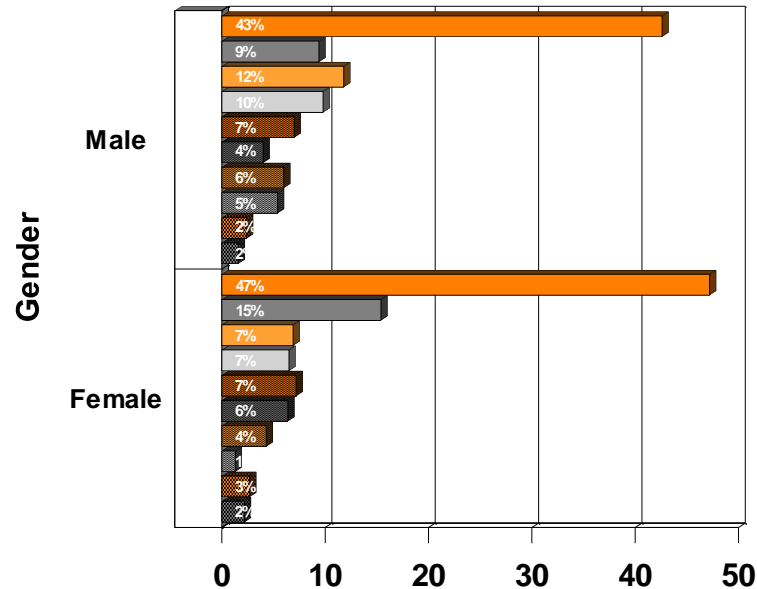
## Question Eleven Cross Tabulation With Gender

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?

Break % Respondents	Base	Gender	
		Male	Female
Base	1098	500	598
Q11			
None	45.1%	42.6%	47.2%
Lord Sebastian Coe - Chairman of London 2012	12.7%	9.4%	15.4%
Martin Johnson England rugby union manager	9.1%	11.8%	6.9%
Andrew Strauss England cricket captain	8.0%	9.8%	6.5%
Other - please specify	7.1%	7.0%	7.2%
Sir Clive Woodward Director of Sport, British Olympic Association	5.3%	4.0%	6.4%
John Terry England football captain	5.1%	6.0%	4.3%
Andy Flower England cricket team Director	3.2%	5.4%	1.3%
Fabio Capello England football manager	2.6%	2.4%	2.7%
Lewis Moody England rugby captain	1.9%	1.6%	2.2%

## Question Eleven Cross Tabulation With Gender

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?



- None
- Lord Sebastian Coe - Chairman of London 2012
- Martin Johnson England rugby union manager
- Andrew Strauss England cricket captain
- Other - please specify
- Sir Clive Woodward Director of Sport, British Olympic Association
- John Terry England football captain
- Andy Flower England cricket team Director
- Fabio Capello England football manager
- Lewis Moody England rugby captain

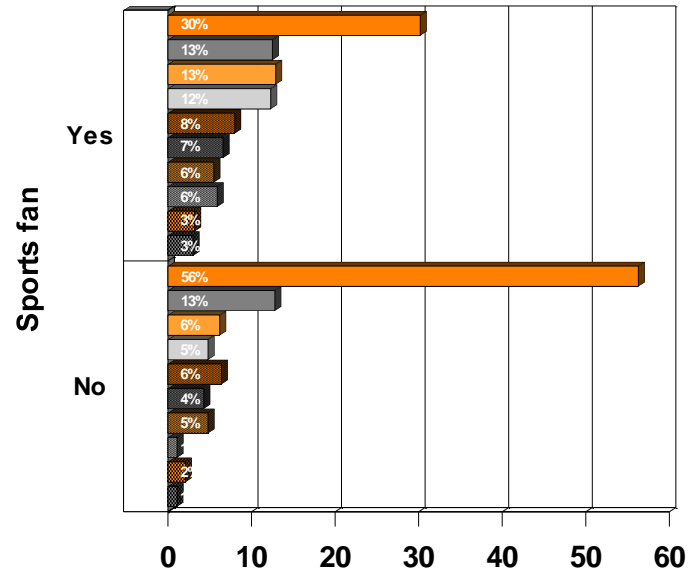
## Question Eleven Cross Tabulation With Sports Fan

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?

Break % Respondents	Base	Sports fan	
		Yes	No
Base	1098	473	625
Q11			
None	45.1%	30.2%	56.3%
Lord Sebastian Coe - Chairman of London 2012	12.7%	12.5%	12.8%
Martin Johnson England rugby union manager	9.1%	12.9%	6.2%
Andrew Strauss England cricket captain	8.0%	12.3%	4.8%
Other - please specify	7.1%	8.0%	6.4%
Sir Clive Woodward Director of Sport, British Olympic Association	5.3%	6.6%	4.3%
John Terry England football captain	5.1%	5.5%	4.8%
Andy Flower England cricket team Director	3.2%	5.9%	1.1%
Fabio Capello England football manager	2.6%	3.2%	2.1%
Lewis Moody England rugby captain	1.9%	3.0%	1.1%

## Question Eleven Cross Tabulation With Sports Fan

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?



- None
- Lord Sebastian Coe - Chairman of London 2012
- Martin Johnson England rugby union manager
- Andrew Strauss England cricket captain
- Other - please specify
- Sir Clive Woodward Director of Sport, British Olympic Association
- John Terry England football captain
- Andy Flower England cricket team Director
- Fabio Capello England football manager
- Lewis Moody England rugby captain

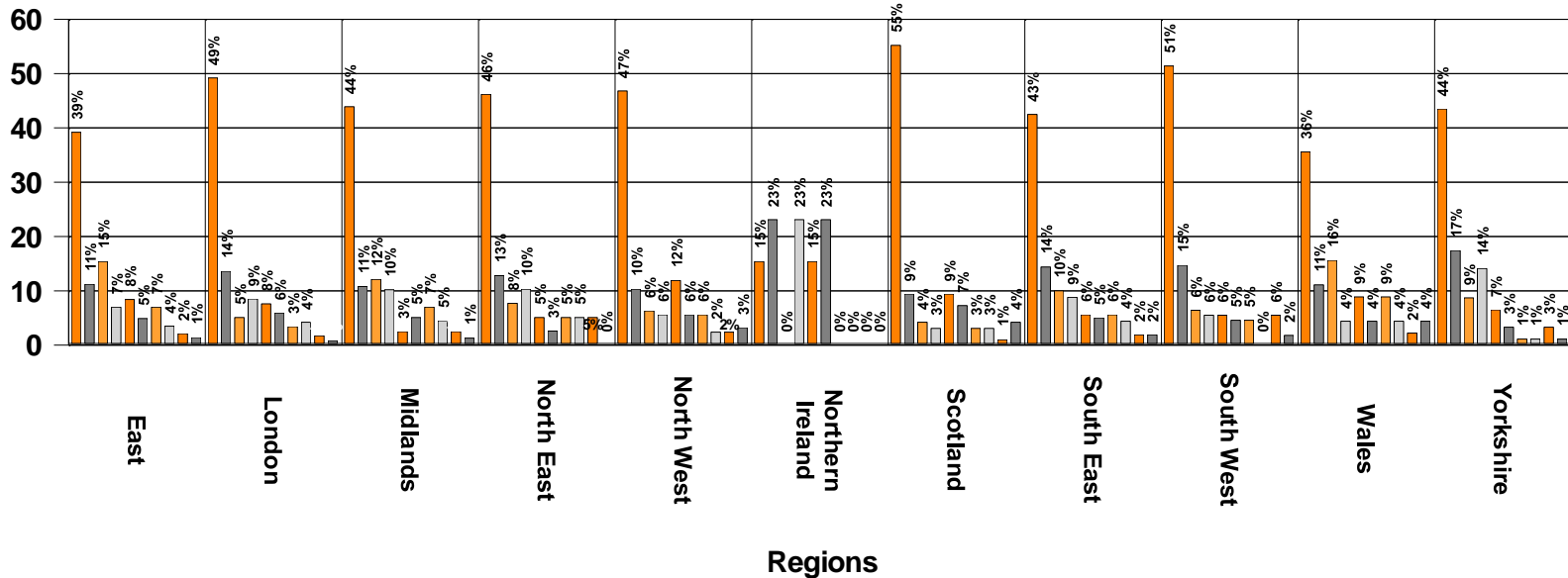
## Question Eleven Cross Tabulation With Region

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?

Break % Respondents	Base	Regions										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1098	143	118	157	39	126	13	96	160	109	45	92
Q11												
None	45.1%	39.2%	49.2%	43.9%	46.2%	46.8%	15.4%	55.2%	42.5%	51.4%	35.6%	43.5%
Lord Sebastian Coe - Chairman of London 2012	12.7%	11.2%	13.6%	10.8%	12.8%	10.3%	23.1%	9.4%	14.4%	14.7%	11.1%	17.4%
Martin Johnson England rugby union manager	9.1%	15.4%	5.1%	12.1%	7.7%	6.3%	-	4.2%	10.0%	6.4%	15.6%	8.7%
Andrew Strauss England cricket captain	8.0%	7.0%	8.5%	10.2%	10.3%	5.6%	23.1%	3.1%	8.8%	5.5%	4.4%	14.1%
Other - please specify	7.1%	8.4%	7.6%	2.5%	5.1%	11.9%	15.4%	9.4%	5.6%	5.5%	8.9%	6.5%
Sir Clive Woodward Director of Sport, British Olympic Association	5.3%	4.9%	5.9%	5.1%	2.6%	5.6%	23.1%	7.3%	5.0%	4.6%	4.4%	3.3%
John Terry England football captain	5.1%	7.0%	3.4%	7.0%	5.1%	5.6%	-	3.1%	5.6%	4.6%	8.9%	1.1%
Andy Flower England cricket team Director	3.2%	3.5%	4.2%	4.5%	5.1%	2.4%	-	3.1%	4.4%	-	4.4%	1.1%
Fabio Capello England football manager	2.6%	2.1%	1.7%	2.5%	5.1%	2.4%	-	1.0%	1.9%	5.5%	2.2%	3.3%
Lewis Moody England rugby captain	1.9%	1.4%	0.8%	1.3%	-	3.2%	-	4.2%	1.9%	1.8%	4.4%	1.1%

## Question Eleven Cross Tabulation With Region

In light of the recent unrest in the UK, if one sporting leader could lead the country to better times, who do you think this should be?



- None
- Lord Sebastian Coe - Chairman of London 2012
- Martin Johnson England rugby union manager
- Andrew Strauss England cricket captain
- Other - please specify
- Sir Clive Woodward Director of Sport, British Olympic Association
- John Terry England football captain
- Andy Flower England cricket team Director
- Fabio Capello England football manager
- Lewis Moody England rugby captain