

# Rio Olympics 2016

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Survey general statistics

*Total Respondents: 1008 UK general population adults aged 18+*

*Fieldwork conducted 22<sup>nd</sup> August 2016 online by Harris Interactive using the Harris 24 Service*

*Time in Field: 3 hours*

# 1. Have you been following any of the Olympic coverage this year?

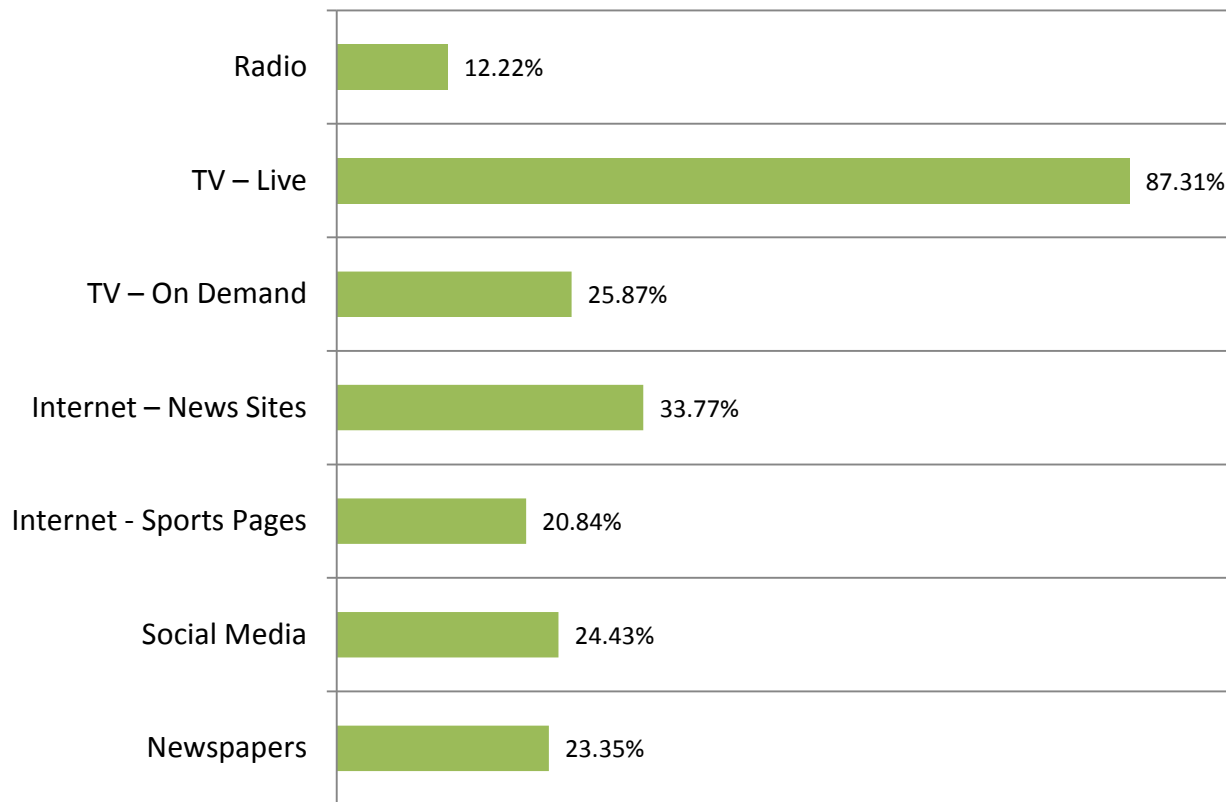
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Question Type: Single Choice | Total Respondents: 1008

	Total		
		100.00% (1008)	
Yes	82.84%	835	
No	17.16%	173	

## 2. What media did you most frequently use to keep track of the Olympics this year? Please tick all that apply:

Question Type: Multiple Choice | Total Respondents: 835



### 3. Who was your favourite INDIVIDUAL British Gold Medal winner? Slides 4 to 5

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Question Type: Single Choice | Total Respondents: 835

	Total		
	100.00%	(835)	
Adam Peaty - Swimming	7.66%	64	
Alistair Brownlee - Triathlon	5.03%	42	
Andy Murray - Tennis	11.50%	96	
Charlotte Dujardin - Equestrian	1.80%	15	
Giles Scott - Sailing	0.12%	1	
Jade Jones - Taekwondo	2.87%	24	
Jason Kenny - Cycling Track	6.23%	52	
Joseph Clarke- Canoe	0.72%	6	

### 3. Who was your favourite INDIVIDUAL British Gold Medal winner? Slides 4 to 5

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Question Type: Single Choice | Total Respondents: 835

	Total		
	100.00%	(835)	
Justin Rose - Golf	2.75%	23	
Laura Trott - Cycling Track	11.38%	95	
Liam Heath - Canoe Sprint	0.48%	4	
Max Whitlock - Gymnastics	12.93%	108	
<b>Mo Farah - Athletics</b>	<b>25.39%</b>	<b>212</b>	
Nick Skelton - Equestrian	6.23%	52	
Nicola Adams - Boxing	4.91%	41	

## 4. Which was your favourite TEAM Gold Medal Winner?

### Slides 6 to 7

Question Type: Single Choice | Total Respondents: 835

	Total	
	100.00% (835)	
Men's Cycling - Team Sprint	11.02%	92
Men's Cycling - Team Pursuit	10.66%	89
Women's Cycling - Team Pursuit	14.01%	117
Men's Diving - Synchronised 3m springboard	18.08%	151
Men's Rowing - Coxed 8	3.47%	29
Men's Rowing - Coxless 4	2.51%	21
<b>Ladies Hockey - Hockey</b>	<b>33.77%</b>	<b>282</b>
Women's Rowing - Coxless Pair	4.07%	34

## 4. Which was your favourite TEAM Gold Medal Winner? Slides 6 to 7

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Question Type: Single Choice | Total Respondents: 835

	Total	
	100.00% (835)	
Women's Sailing - Dinghy	2.40%	20

## 5. Has Britain's record-breaking performance during this Olympics inspired you to more actively participate in sport in the future?

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Question Type: Single Choice | Total Respondents: 835

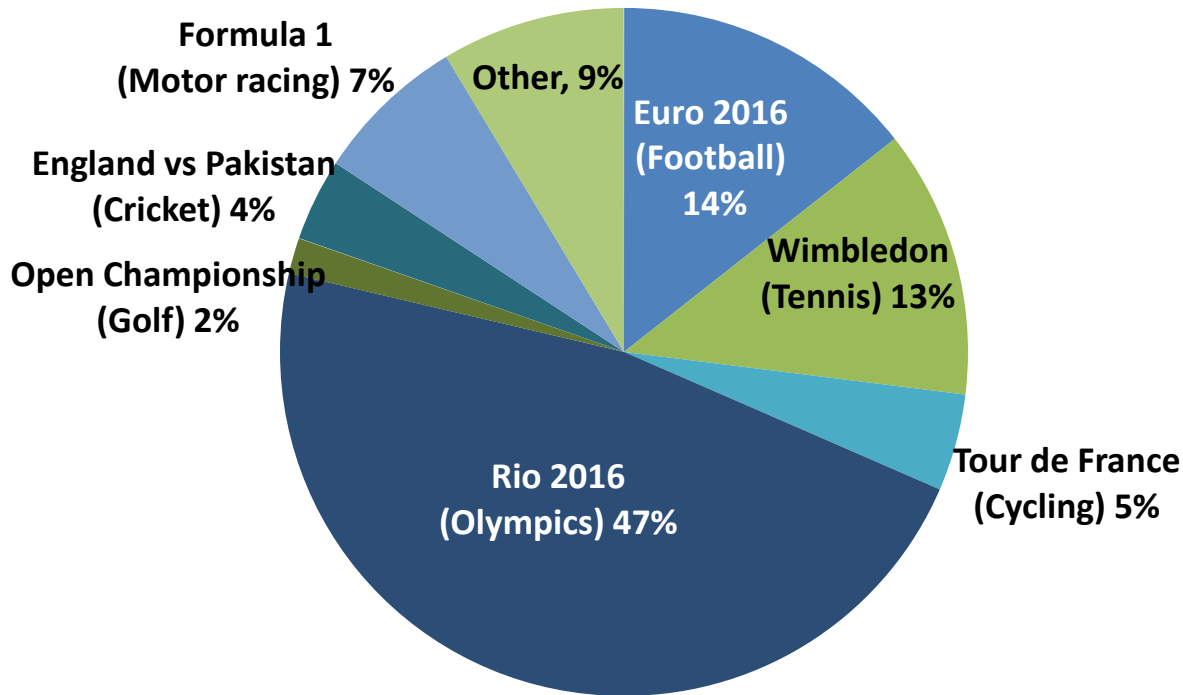
	Total		
	100.00% (835)		
Yes	43.71%	365	
No	56.29%	470	



## 6. Which of the following did you enjoy the most?

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Question Type: Single Choice | Total Respondents: 1008



# Celebrating a Summer of Sport

- During the 2016 Summer of Sport we'll be using the Harris 24 service to pulse the public's predictions of the likely winners and losers. We'll be following the final stages of Euro 2016, Wimbledon, the Tour de France, and the Olympics.
- Harris 24 is especially for those moments when you need answers fast from the general population. 1000-2000 responses can be achieved in less than 24 hours in the UK.
- **Summer of Sport Special Offer**  
To further celebrate this Summer's sporting events we're running a very special Harris 24 promotion. If you commission a Harris 24 Survey between now and 31st August 2016, *we'll give you 5 questions, for FREE!* [Full terms and conditions](#) on the Harris Interactive website.
- If you'd like to take advantage of this offer please contact your usual Harris account representative, or contact us on the details below quoting the "Harris 24 Summer of Sport special offer."

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