

# Majority of Brits clueless about the rules of Olympic sports, survey finds

Submitted by: Kaleidoscope PR

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London, 25 June 2012 – The Olympics might be this year's most watched event but the majority of us actually have quite a limited understanding of what goes on inside the stadium as a new poll\* reveals that on average, 84 per cent of Britons have no more than a basic knowledge of the rules and points systems of Olympic sports.

With just over a month to go until the world's greatest sports spectacle kicks off in London, the survey results prove that there's plenty of homework for us Brits to do when it comes to knowing our somersaults from our saltos.

The poll, commissioned by the people behind the app "Curly's Pocket Guide to Sports", reveals that while over three-quarters of Brits will watch the Olympics, either live or on TV, only 16 per cent actually possess detailed knowledge of the rules.

In addition, only 4 per cent of survey respondents said that they know how points are allocated for Olympic sports. For some specific sports such as archery and canoeing the figure is as low as 2 per cent.

The five least-known sports, with an overwhelming percentage of British people not knowing the rules at all, are: Greco-Roman wrestling, taekwondo, freestyle wrestling, handball and canoeing. Unsurprisingly, the five sports with which British people are most familiar are the ubiquitous events: football, athletics, tennis, swimming and badminton.

Male respondents said they know more about the rules than female respondents across all sports – even for women-only sports such as synchronised swimming.

However, while the survey found that our sporting knowledge is rather rusty, almost three-quarters of British people agree that it is important to know what's going on, with 83 per cent saying that they enjoy watching sport more if they understand the rules.

Katie "Curly", the brains behind the new app, says: "During a sports-packed summer like this, we can find ourselves going nuts about events we don't normally watch. Maybe it's not as surprising as it first seems that so many people are in the dark about sports like rhythmic gymnastics or fencing when they're so rarely seen worldwide."

But all is not lost, as an encouraging 92 per cent of British people say they are willing to spend time learning the rules of a sport, although three-quarters of them don't want to spend more than half an hour doing so.

Looking up the rules of a sport on the internet is the preferred method for 62 per cent of people, while only one in three would turn to a friend for the information. Perhaps surprisingly, nearly half of all people said that they wouldn't simply pick up the rules as they watched the sport live or on TV.

Help is at hand. As Curly says: “It was obvious to me that, although you could probably find out the rules of sports by trawling the internet, it would be a lot easier if there was a handy ‘one-stop shop’ for all the info about them, presented in a clear, non-technical and fun way – that’s why we created ‘Curly’s Pocket Guide to Sports’.”

The app is the perfect on-the-go companion for this jam-packed summer of sport. It features all this summer’s events, from cricket to canoeing, golf to gymnastics, presented completely jargon-free, demystifying the rules and offering a wealth of weird and wonderful stories behind each event. In fact, the app acts like a knowledgeable friend sitting by your side.

To find out more information about the new “Curly’s Pocket Guide to Sports” app, please visit:  
[www.curlyspocketguide.com](http://www.curlyspocketguide.com)

- ENDS –

\* OnePoll carried out an online survey of 1,236 UK adults on behalf of WilsonFletcher Ltd. The UK adults aged over 18 years of age were questioned throughout May 2012. The survey results have been weighted to nationally representative criteria.

#### NOTES TO EDITORS

<strong>Available media material on request:

- Survey statistics
- Photos of female developer trio (Katie Buchanan and colleagues)
- Promo code for app
- Screenshot images of app
- User video of app</strong>

About WilsonFletcher:

WilsonFletcher Ltd is a digital service innovation practice with studios in London and Sydney. The company’s client base spans some of the world’s leading organisations. More information about WilsonFletcher’s customer insight, digital futures, experience design services and state of the art research facilities is available from [www.wilsonfletcher.com](http://www.wilsonfletcher.com).

About the new app “Curly’s Pocket Guide to Sports”:

A visit to a tennis stadium fired the imagination of Londoner Katie “Curly” Buchanan and less than a year later, “Curly’s Pocket Guide to Sports” was born. It is the perfect on-the-go companion to the upcoming, jam-packed summer of sport. Featuring 74 different sports, the app demystifies the rules and offers a wealth of interesting and entertaining background information. It is now available from the iTunes app store: <http://itunes.apple.com/us/app/curlys-pocket-guide-to-sports./id516302722?mt=8>

To find out more information about Curly and the app, you can visit her social media channels:

Twitter: @Curlysguide

Facebook: [www.facebook.com/curly.buchanan](https://www.facebook.com/curly.buchanan)

Facebook: [www.facebook.com/CurlysPocketGuide](https://www.facebook.com/CurlysPocketGuide)

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