

BBC LONDON OLYMPICS POLL
Fieldwork dates : 21st-23rd January 2011

Table 13

Q3 Which one of the following, if any, would you most like to see the stadium used for after the Olympics have finished?

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Football	264 26%	99 25%	165 27%	81 33%	83 28%	56 22%	44 23%	180 37%	84 17%	44 37%	69 28%	52 25%	43 27%	22 20%	34 23%	155 23%	9 23%	32 27%	45 37%	5 72%	12 39%	206 26%	34 27%
Athletics	391 39%	149 37%	242 40%	74 30%	118 39%	121 46%	78 41%	175 36%	216 42%	32 27%	90 36%	79 38%	68 43%	58 53%	64 42%	273 41%	15 36%	41 35%	43 36%	1 12%	7 22%	318 41%	42 34%
Concerts	207 21%	89 22%	118 20%	62 25%	66 22%	46 18%	32 17%	78 16%	129 25%	36 30%	59 24%	43 20%	30 19%	12 11%	27 18%	135 20%	8 19%	31 27%	20 17%	1 16%	8 24%	164 21%	27 21%
A combination of these	40 4%	20 5%	20 3%	9 4%	12 4%	6 2%	13 7%	12 3%	28 5%	- -	9 4%	14 7%	3 2%	7 6%	7 5%	29 4%	4 10%	4 3%	2 2%	- -	1 3%	35 4%	3 2%
Other	29 3%	16 4%	12 2%	11 4%	4 1%	12 4%	2 1%	10 2%	18 4%	1 1%	7 3%	5 2%	6 4%	3 3%	6 4%	18 3%	1 3%	3 3%	3 3%	- -	3 9%	18 2%	7 5%
Don't know	73 7%	30 7%	43 7%	13 5%	17 6%	20 8%	23 12%	37 8%	36 7%	7 6%	16 6%	18 9%	10 6%	8 7%	15 10%	54 8%	4 9%	7 6%	8 6%	- -	1 3%	46 6%	13 11%



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Table 14

Q4 Thinking about the use of the stadium after the Olympics, do you agree or disagree with each of these statements...

Base : All

	The Olympic Stadium should always be able to be used for athletics after 2012.	After the Olympics there is no need for an athletics stadium in London.	As long as there are other athletics facilities available the Olympic Stadium does not need to be used for athletics after 2012.
Unweighted Base	1001	1001	1001
Weighted Base	1001	1001	1001
Agree	702 70%	161 16%	376 38%
Disagree	263 26%	771 77%	570 57%
Don't know	35 4%	69 7%	55 5%



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Table 15

Q4 Thinking about the use of the stadium after the Olympics, do you agree or disagree with each of these statements...

The Olympic Stadium should always be able to be used for athletics after 2012.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	702	286	417	177	213	175	138	323	379	78	178	142	106	79	118	449	33	91	88	2	25	568	75
	70%	71%	69%	71%	71%	67%	73%	66%	74%	65%	71%	68%	66%	72%	79%	68%	80%	78%	73%	30%	78%	72%	60%
Disagree	263	98	165	65	79	71	48	158	106	37	68	60	43	28	27	189	7	21	29	5	6	197	43
	26%	24%	28%	26%	26%	27%	25%	32%	21%	31%	27%	29%	27%	25%	18%	29%	17%	18%	24%	70%	19%	25%	34%
Don't know	35	17	18	9	9	14	4	10	25	5	4	8	11	3	5	24	1	4	4	-	1	19	8
	4%	4%	3%	3%	3%	6%	2%	2%	5%	4%	2%	4%	7%	3%	3%	4%	2%	3%	3%	-	3%	2%	6%



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Table 16

Q4 Thinking about the use of the stadium after the Olympics, do you agree or disagree with each of these statements...

After the Olympics there is no need for an athletics stadium in London.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	161	67	94	52	43	37	28	95	65	19	49	24	36	11	22	97	7	20	24	1	8	115	30
	16%	17%	16%	21%	14%	14%	15%	19%	13%	16%	19%	11%	23%	10%	15%	15%	17%	17%	20%	14%	25%	15%	24%
Disagree	771	300	471	179	241	204	148	379	392	95	192	166	112	93	114	510	33	93	90	6	20	626	84
	77%	75%	78%	71%	80%	78%	78%	77%	77%	79%	77%	79%	70%	84%	76%	77%	81%	80%	75%	86%	64%	80%	67%
Don't know	69	34	36	19	16	19	14	17	53	6	10	21	12	7	14	55	1	3	6	-	4	42	11
	7%	8%	6%	8%	5%	7%	7%	3%	10%	5%	4%	10%	8%	6%	9%	8%	2%	3%	5%	-	12%	5%	8%



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Table 17

Q4 Thinking about the use of the stadium after the Olympics, do you agree or disagree with each of these statements...

As long as there are other athletics facilities available the Olympic Stadium does not need to be used for athletics after 2012.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	376 38%	154 39%	222 37%	114 45%	104 34%	97 37%	62 33%	205 42%	172 34%	45 37%	103 41%	79 38%	62 39%	35 32%	52 35%	260 39%	8 19%	37 31%	47 39%	3 42%	14 44%	285 36%	54 43%
Disagree	570 57%	224 56%	346 58%	130 52%	178 59%	147 56%	115 60%	266 54%	304 60%	70 58%	138 55%	116 55%	91 57%	70 63%	85 57%	365 55%	32 78%	74 63%	67 55%	4 58%	14 44%	469 60%	62 50%
Don't know	55 5%	22 5%	33 5%	7 3%	18 6%	16 6%	13 7%	20 4%	35 7%	5 4%	9 4%	15 7%	7 5%	6 5%	12 8%	36 5%	1 2%	6 5%	7 6%	- -	4 13%	29 4%	9 7%



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Table 18

Q5 Which of the bids, if any, do you think should win?

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Tottenham Hotspur's bid	128	48	80	26	45	31	25	77	50	25	32	16	27	10	17	83	7	15	14	2	6	88	25
	13%	12%	13%	10%	15%	12%	13%	16%	10%	21%	13%	8%	17%	10%	11%	13%	17%	13%	12%	28%	19%	11%	20%
West Ham's bid	717	300	417	196	207	178	136	333	384	80	170	171	110	83	103	480	27	80	89	4	19	588	78
	72%	75%	69%	78%	69%	68%	72%	68%	75%	67%	68%	81%	69%	75%	68%	73%	65%	69%	74%	60%	60%	75%	62%
Neither	124	41	83	24	42	40	18	68	56	12	41	18	19	14	20	77	7	17	13	1	4	85	19
	12%	10%	14%	10%	14%	15%	10%	14%	11%	10%	17%	9%	12%	12%	13%	12%	18%	15%	11%	12%	12%	11%	15%
Don't know	33	12	21	5	7	11	10	13	20	3	6	5	5	3	11	22	-	4	4	-	3	22	4
	3%	3%	3%	2%	2%	4%	5%	3%	4%	3%	3%	2%	3%	3%	7%	3%	-	3%	3%	-	9%	3%	3%



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Table 19

Q6 Thinking about the two bids for redeveloping the Olympic stadium, do you agree or disagree with each of these statements...

Base : All

	It would damage the legacy of the Olympics if the stadium cannot hold athletics events after 2012.	Stadiums should not be used for both athletics and football, as having an athletics track between the spectators and the pitch would make football matches less enjoyable.	The Olympic stadium should be dismantled and rebuilt as a football stadium after London 2012	Athletics is not popular enough in this country to justify keeping a purpose-built athletics stadium open after the Olympics have finished.
Unweighted Base	1001	1001	1001	1001
Weighted Base	1001	1001	1001	1001
Agree	634 63%	280 28%	141 14%	254 25%
Disagree	309 31%	588 59%	815 81%	683 68%
Don't know	58 6%	133 13%	45 4%	64 6%



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Table 20

Q6 Thinking about the two bids for redeveloping the Olympic stadium, do you agree or disagree with each of these statements...

It would damage the legacy of the Olympics if the stadium cannot hold athletics events after 2012.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	634	268	366	163	185	159	126	294	340	72	150	140	102	83	87	419	32	77	77	3	15	519	65
	63%	67%	61%	65%	62%	61%	66%	60%	67%	60%	60%	66%	64%	75%	58%	63%	78%	66%	64%	44%	47%	66%	51%
Disagree	309	118	191	72	104	79	54	175	134	41	89	63	51	24	40	199	8	35	38	4	15	235	49
	31%	29%	32%	29%	35%	30%	28%	36%	26%	35%	36%	30%	32%	22%	26%	30%	20%	31%	31%	56%	47%	30%	39%
Don't know	58	15	43	15	11	23	10	22	36	7	11	8	7	3	23	44	1	4	6	-	2	29	12
	6%	4%	7%	6%	4%	9%	5%	4%	7%	6%	4%	4%	4%	3%	16%	7%	2%	3%	5%	-	7%	4%	9%



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Table 21

Q6 Thinking about the two bids for redeveloping the Olympic stadium, do you agree or disagree with each of these statements...

Stadiums should not be used for both athletics and football, as having an athletics track between the spectators and the pitch would make football matches less enjoyable.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	280	101	179	80	73	69	58	176	104	41	79	44	44	29	44	173	20	27	41	1	12	225	33
	28%	25%	30%	32%	24%	27%	30%	36%	20%	34%	32%	21%	27%	26%	29%	26%	49%	23%	34%	14%	39%	29%	26%
Disagree	588	242	347	132	194	153	109	272	316	68	152	136	94	62	76	388	20	76	70	6	17	475	66
	59%	60%	58%	53%	65%	59%	58%	55%	62%	57%	61%	65%	59%	56%	51%	59%	48%	65%	58%	86%	52%	61%	52%
Don't know	133	58	75	38	33	38	23	43	90	11	19	31	22	20	30	101	1	13	10	-	3	84	27
	13%	14%	12%	15%	11%	15%	12%	9%	18%	9%	8%	15%	14%	18%	20%	15%	2%	11%	8%	-	8%	11%	21%



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Table 22

Q6 Thinking about the two bids for redeveloping the Olympic stadium, do you agree or disagree with each of these statements...

The Olympic stadium should be dismantled and rebuilt as a football stadium after London 2012

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	141	53	87	37	42	31	31	97	43	29	45	13	23	10	21	83	8	16	26	1	5	103	21
	14%	13%	15%	15%	14%	12%	16%	20%	9%	24%	18%	6%	15%	9%	14%	13%	19%	14%	22%	14%	16%	13%	16%
Disagree	815	332	483	203	249	214	150	379	437	87	198	187	128	96	120	544	32	98	91	6	25	654	97
	81%	83%	80%	81%	83%	82%	79%	77%	86%	73%	79%	89%	80%	87%	80%	82%	78%	84%	76%	86%	79%	83%	78%
Don't know	45	15	30	10	10	15	10	14	30	4	7	10	9	5	9	35	1	2	3	-	2	26	8
	4%	4%	5%	4%	3%	6%	5%	3%	6%	3%	3%	5%	6%	4%	6%	5%	2%	2%	3%	-	6%	3%	6%



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Table 23

Q6 Thinking about the two bids for redeveloping the Olympic stadium, do you agree or disagree with each of these statements...

Athletics is not popular enough in this country to justify keeping a purpose-built athletics stadium open after the Olympics have finished.

Base : All

	REGION 1		REGION 2				GENDER		AGE						ETHNICITY					OVERALL IMPACT OF OLYMPICS			
	Inner London	Outer London	North East	South East	North West	South West	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	White	Mixed	Black or Black British	Asian or Asian British	Chinese or Oriental	Other ethnic back-ground	(NET) Positive	(NET) Negative	
Unweighted Base	1001	405	596	250	301	260	190	463	538	119	226	217	170	115	154	667	41	116	116	7	32	781	127
Weighted Base	1001	400	601	250	300	260	190	490	511	120	250	210	160	110	150	662	41	116	121	7	32	784	126
Agree	254 25%	85 21%	169 28%	66 26%	74 25%	66 25%	48 25%	149 30%	105 21%	35 29%	79 32%	43 21%	38 24%	22 20%	36 24%	147 22%	11 27%	28 24%	42 35%	5 72%	12 38%	191 24%	40 32%
Disagree	683 68%	286 71%	397 66%	168 67%	206 68%	172 66%	138 72%	320 65%	363 71%	78 65%	162 65%	154 73%	110 69%	79 72%	100 66%	463 70%	28 68%	84 72%	75 62%	2 28%	17 53%	554 71%	74 59%
Don't know	64 6%	30 7%	34 6%	16 7%	21 7%	22 9%	4 2%	22 4%	42 8%	7 6%	10 4%	13 6%	11 7%	9 8%	14 9%	51 8%	2 5%	4 3%	4 3%	- -	3 9%	38 5%	11 9%

