



SUNDAY PEOPLE

Olympics and Best PM

METHODOLOGY NOTE

ComRes interviewed 2,026 adults online from 8th to 9th August 2012. Data were weighted to be demographically representative of all British adults. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 1
Q1. Which, if any, of the following politicians do you think would make the BEST Prime Minister?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
David Cameron	485 24%	247 25%	238 23%	48 20%	67 21%	82 21%	67 20%	84 28%	137 32%	149 27%	120 20%	111 26%	105 23%	40 13%	202 25%
Ed Miliband	302 15%	155 16%	147 14%	36 15%	61 19%	63 16%	48 14%	46 15%	48 11%	83 15%	97 17%	58 14%	63 14%	59 19%	135 17%
Boris Johnson	290 14%	160 16%	130 13%	38 16%	34 10%	57 15%	43 13%	49 16%	69 16%	94 17%	93 16%	58 14%	45 10%	49 15%	113 14%
Nick Clegg	88 4%	46 5%	43 4%	17 7%	26 8%	10 2%	12 4%	7 2%	16 4%	20 4%	25 4%	22 5%	22 5%	13 4%	42 5%
Ed Balls	72 4%	46 5%	25 2%	5 2%	11 3%	17 4%	14 4%	10 3%	14 3%	19 4%	28 5%	15 4%	9 2%	22 7%	23 3%
George Osborne	21 1%	16 2%	5 *	4 2%	4 1%	3 1%	9 3%	- -	- -	2 *	6 1%	10 2%	3 1%	7 2%	13 2%
None of these	495 24%	238 24%	257 25%	42 17%	72 22%	104 27%	92 27%	80 26%	105 25%	125 23%	134 23%	100 24%	136 29%	76 24%	186 23%
Don't know	274 14%	85 9%	190 18%	52 21%	49 15%	49 13%	59 17%	29 9%	36 9%	54 10%	86 15%	50 12%	83 18%	51 16%	104 13%

Politics and Olympics Study (J301106)
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Absolutes/col percents

Table 1
Q1. Which, if any, of the following politicians do you think would make the BEST Prime Minister?
Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
David Cameron	485 24%	41 23%	12 13%	59 25%	38 21%	38 20%	46 29%	21 19%	59 31%	54 21%	74 29%	43 23%	331 66%	35 6%	38 24%	25 8%
Ed Miliband	302 15%	33 19%	18 19%	45 19%	23 13%	27 14%	13 8%	16 15%	19 10%	54 21%	32 12%	22 12%	6 1%	240 42%	10 7%	24 8%
Boris Johnson	290 14%	15 9%	11 12%	22 9%	22 12%	31 16%	23 15%	12 11%	31 16%	48 19%	47 18%	28 15%	98 20%	47 8%	21 13%	71 23%
Nick Clegg	88 4%	7 4%	11 11%	8 4%	7 4%	13 7%	6 4%	4 4%	7 4%	10 4%	7 3%	8 4%	8 2%	11 2%	46 29%	8 3%
Ed Balls	72 4%	2 1%	11 12%	9 4%	8 5%	6 3%	6 4%	3 3%	4 2%	7 3%	8 3%	8 4%	2 *	55 10%	4 3%	5 2%
George Osborne	21 1%	2 1%	- -	1 *	- -	1 *	7 5%	4 4%	* *	1 *	3 1%	2 1%	3 1%	10 2%	4 2%	4 1%
None of these	495 24%	58 33%	22 24%	52 22%	52 29%	41 22%	39 25%	33 31%	48 25%	55 21%	52 20%	44 24%	27 5%	121 21%	22 14%	149 48%
Don't know	274 14%	17 10%	7 7%	43 18%	28 16%	31 16%	17 11%	15 14%	22 12%	26 10%	36 14%	31 17%	26 5%	59 10%	12 8%	28 9%

Politics and Olympics Study (J301106)
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Absolutes/col percents

Table 2

Q2. Do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

	Q2. Summary						
	Private school students tend to do better than state school students at sports due to better funding	The Government should increase funding of sports in schools	The London 2012 Olympic sponsors should be offered tax breaks to encourage them to fund school sports	There should be more hours of compulsory sports lessons in school for young people	Britain's investment in sport has been worth every penny given Britain's London 2012 Olympic success	I'm inspired to try a new sport because of the London 2012 Olympics	There should be a national holiday for the parade of Olympians
Unweighted base	2026	2026	2026	2026	2026	2026	2026
Weighted base	2026	2026	2026	2026	2026	2026	2026
Agree	1316 65%	1478 73%	906 45%	1389 69%	1354 67%	535 26%	877 43%
Disagree	363 18%	299 15%	731 36%	385 19%	380 19%	1227 61%	912 45%
Don't know	347 17%	249 12%	389 19%	252 12%	293 14%	264 13%	237 12%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 3

Q2. Do you agree or disagree with each of the following statements?

-Private school students tend to do better than state school students at sports due to better funding

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1316 65%	680 69%	636 62%	139 57%	218 67%	246 64%	218 63%	206 68%	288 68%	386 70%	377 64%	269 63%	284 61%	205 65%	522 64%
Disagree	363 18%	156 16%	207 20%	55 23%	58 18%	73 19%	58 17%	45 15%	74 17%	88 16%	91 15%	86 20%	97 21%	58 18%	152 19%
Don't know	347 17%	157 16%	191 18%	49 20%	48 15%	65 17%	69 20%	53 18%	63 15%	73 13%	119 20%	70 17%	84 18%	54 17%	144 18%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 3

Q2. Do you agree or disagree with each of the following statements?

-Private school students tend to do better than state school students at sports due to better funding

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1316 65%	116 66%	67 73%	163 69%	114 64%	117 62%	111 71%	66 61%	106 56%	167 66%	182 70%	107 58%	312 62%	410 71%	105 66%	215 69%
Disagree	363 18%	31 18%	19 21%	38 16%	28 16%	43 23%	17 11%	20 19%	35 19%	45 18%	41 16%	45 24%	116 23%	82 14%	31 20%	47 15%
Don't know	347 17%	29 16%	5 6%	37 16%	37 20%	28 15%	29 18%	22 20%	49 26%	43 17%	38 15%	32 17%	73 15%	86 15%	22 14%	50 16%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 4
Q2. Do you agree or disagree with each of the following statements?
-The Government should increase funding of sports in schools
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1478 73%	750 76%	727 70%	163 67%	252 78%	285 74%	240 70%	217 71%	321 75%	412 75%	415 71%	306 72%	344 74%	231 73%	604 74%
Disagree	299 15%	153 15%	146 14%	44 18%	41 13%	45 12%	53 15%	58 19%	58 14%	89 16%	100 17%	54 13%	56 12%	44 14%	120 15%
Don't know	249 12%	90 9%	160 15%	36 15%	31 10%	55 14%	51 15%	29 10%	47 11%	46 8%	72 12%	65 15%	66 14%	41 13%	94 12%

Politics and Olympics Study (J301106)
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Absolutes/col percents

Table 4
Q2. Do you agree or disagree with each of the following statements?
-The Government should increase funding of sports in schools
Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1478 73%	128 73%	69 75%	189 79%	115 64%	132 71%	113 72%	74 69%	130 69%	199 78%	208 80%	120 65%	360 72%	468 81%	122 78%	219 70%
Disagree	299 15%	26 15%	17 18%	29 12%	35 19%	38 20%	17 11%	14 13%	36 19%	32 13%	25 10%	29 16%	82 16%	61 11%	23 15%	56 18%
Don't know	249 12%	22 13%	6 6%	20 8%	29 16%	17 9%	28 18%	18 17%	23 12%	24 9%	26 10%	36 19%	59 12%	48 8%	12 8%	37 12%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 5

Q2. Do you agree or disagree with each of the following statements?

-The London 2012 Olympic sponsors should be offered tax breaks to encourage them to fund school sports

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	906 45%	466 47%	440 43%	110 45%	179 55%	167 43%	145 42%	129 42%	176 41%	248 45%	239 41%	184 43%	235 50%	139 44%	380 47%
Disagree	731 36%	389 39%	343 33%	72 30%	96 30%	132 34%	112 33%	132 43%	187 44%	213 39%	234 40%	143 34%	141 30%	107 34%	295 36%
Don't know	389 19%	138 14%	251 24%	61 25%	49 15%	86 22%	87 25%	43 14%	62 15%	86 16%	114 19%	99 23%	90 19%	70 22%	142 17%

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Absolutes/col percents

Table 5

Q2. Do you agree or disagree with each of the following statements?

-The London 2012 Olympic sponsors should be offered tax breaks to encourage them to fund school sports

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	906 45%	68 39%	39 43%	123 51%	68 38%	77 41%	68 43%	45 41%	82 43%	137 54%	124 48%	77 42%	235 47%	286 49%	78 50%	115 37%
Disagree	731 36%	75 43%	34 37%	72 30%	63 35%	73 39%	57 36%	45 42%	72 38%	78 31%	89 34%	73 40%	185 37%	179 31%	58 37%	160 51%
Don't know	389 19%	32 18%	18 20%	44 18%	48 27%	38 20%	33 21%	18 16%	36 19%	40 16%	47 18%	35 19%	82 16%	112 19%	22 14%	38 12%

Politics and Olympics Study (J301106)
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Absolutes/col percents

Table 6

Q2. Do you agree or disagree with each of the following statements?
-There should be more hours of compulsory sports lessons in school for young people

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1389 69%	719 72%	670 65%	144 59%	227 70%	261 68%	225 65%	213 70%	319 75%	386 71%	393 67%	287 67%	323 69%	223 70%	558 68%
Disagree	385 19%	170 17%	215 21%	64 27%	53 16%	73 19%	72 21%	61 20%	63 15%	103 19%	127 22%	68 16%	87 19%	56 18%	160 20%
Don't know	252 12%	103 10%	149 14%	35 14%	44 14%	51 13%	48 14%	31 10%	44 10%	58 11%	67 11%	71 17%	56 12%	38 12%	100 12%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 6

Q2. Do you agree or disagree with each of the following statements?

-There should be more hours of compulsory sports lessons in school for young people

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1389 69%	119 68%	59 65%	174 73%	117 66%	129 69%	100 64%	65 61%	133 70%	180 71%	191 73%	122 66%	374 75%	405 70%	114 72%	211 67%
Disagree	385 19%	36 20%	27 29%	34 14%	43 24%	40 21%	33 21%	22 20%	37 19%	43 17%	35 13%	36 19%	74 15%	101 17%	28 18%	71 23%
Don't know	252 12%	21 12%	6 6%	30 13%	18 10%	19 10%	24 15%	20 19%	20 11%	31 12%	34 13%	27 15%	53 11%	72 13%	15 10%	31 10%

Politics and Olympics Study (J301106)
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Absolutes/col percents

Table 7

Q2. Do you agree or disagree with each of the following statements?

-Britain's investment in sport has been worth every penny given Britain's London 2012 Olympic success

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1354 67%	676 68%	677 66%	146 60%	225 70%	253 66%	220 64%	210 69%	299 70%	377 69%	394 67%	286 67%	296 63%	209 66%	549 67%
Disagree	380 19%	197 20%	182 18%	48 20%	63 19%	66 17%	68 20%	59 19%	77 18%	101 18%	109 19%	79 19%	91 19%	66 21%	160 20%
Don't know	293 14%	119 12%	174 17%	49 20%	36 11%	66 17%	56 16%	35 11%	50 12%	69 13%	84 14%	60 14%	80 17%	42 13%	109 13%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 7

Q2. Do you agree or disagree with each of the following statements?

-Britain's investment in sport has been worth every penny given Britain's London 2012 Olympic success

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1354 67%	117 67%	62 68%	176 74%	113 63%	113 60%	106 67%	66 62%	119 63%	174 68%	189 73%	118 64%	393 78%	399 69%	115 73%	179 57%
Disagree	380 19%	31 18%	19 21%	36 15%	36 20%	38 20%	31 20%	25 23%	40 21%	47 18%	39 15%	37 20%	64 13%	104 18%	26 17%	83 26%
Don't know	293 14%	28 16%	10 11%	26 11%	30 17%	36 19%	21 13%	16 15%	31 16%	34 13%	32 12%	30 16%	44 9%	75 13%	17 11%	51 16%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 8

Q2. Do you agree or disagree with each of the following statements?

-I'm inspired to try a new sport because of the London 2012 Olympics

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	535 26%	265 27%	271 26%	128 52%	153 47%	122 32%	63 18%	34 11%	36 8%	150 27%	152 26%	135 32%	99 21%	108 34%	264 32%
Disagree	1227 61%	610 61%	616 60%	91 37%	138 42%	195 51%	227 66%	238 78%	338 79%	331 61%	371 63%	225 53%	299 64%	174 55%	435 53%
Don't know	264 13%	118 12%	146 14%	24 10%	34 10%	68 18%	55 16%	32 10%	52 12%	66 12%	64 11%	65 15%	68 15%	35 11%	119 15%

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Absolutes/col percents

Table 8

Q2. Do you agree or disagree with each of the following statements?

-I'm inspired to try a new sport because of the London 2012 Olympics

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	535 26%	33 19%	25 27%	71 30%	43 24%	39 21%	40 26%	22 20%	46 24%	107 42%	68 26%	41 22%	120 24%	207 36%	55 35%	49 16%
Disagree	1227 61%	112 64%	58 63%	131 55%	114 64%	127 68%	98 62%	78 72%	119 63%	112 44%	157 61%	121 65%	321 64%	302 52%	91 58%	220 70%
Don't know	264 13%	31 18%	9 9%	36 15%	23 13%	20 11%	19 12%	8 8%	25 13%	36 14%	34 13%	23 13%	60 12%	69 12%	12 7%	44 14%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 9

Q2. Do you agree or disagree with each of the following statements?

-There should be a national holiday for the parade of Olympians

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	877 43%	420 42%	457 44%	137 56%	186 57%	196 51%	157 46%	98 32%	103 24%	233 43%	253 43%	199 47%	192 41%	173 55%	398 49%
Disagree	912 45%	480 48%	432 42%	82 34%	97 30%	140 36%	136 40%	175 58%	283 66%	271 50%	277 47%	176 41%	188 40%	121 38%	323 40%
Don't know	237 12%	92 9%	145 14%	24 10%	41 13%	50 13%	51 15%	31 10%	40 9%	43 8%	57 10%	50 12%	86 18%	22 7%	96 12%

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Absolutes/col percents

Table 9

Q2. Do you agree or disagree with each of the following statements?

-There should be a national holiday for the parade of Olympians

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	877 43%	57 32%	31 34%	118 50%	85 47%	81 43%	57 36%	44 41%	72 38%	150 59%	120 46%	60 33%	181 36%	293 51%	83 53%	115 37%
Disagree	912 45%	104 59%	51 55%	86 36%	76 43%	86 46%	75 48%	47 44%	88 46%	83 32%	113 44%	102 55%	268 53%	223 39%	66 42%	168 54%
Don't know	237 12%	15 9%	10 10%	34 14%	18 10%	20 10%	25 16%	16 15%	29 15%	22 9%	26 10%	22 12%	53 10%	62 11%	8 5%	30 10%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 10
Q3. Do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

	Q3. Summary						
	The Army servicemen and servicewomen who were brought in to secure the London 2012 Olympics should be given a special commendation for their service to the country	Danny Boyle, artistic director of the London 2012 Olympic opening ceremony, should be knighted	Sebastian Coe, chairman of the London Organising Committee for the Olympic Games, has done a brilliant job	The Government should call for an immediate halt to the selling off of school playing fields	The London 2012 Olympics have made me feel more proud of Britain	Other countries will think better of Britain because of the London 2012 Olympics	The Queen showed she was a 'good sport' by agreeing to act with James Bond at the opening ceremony
Unweighted base	2026	2026	2026	2026	2026	2026	2026
Weighted base	2026	2026	2026	2026	2026	2026	2026
Agree	1212 60%	727 36%	1383 68%	1701 84%	1517 75%	1379 68%	1761 87%
Disagree	539 27%	845 42%	253 12%	125 6%	334 16%	256 13%	119 6%
Don't know	276 14%	454 22%	389 19%	199 10%	175 9%	391 19%	146 7%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 11

Q3. Do you agree or disagree with each of the following statements?

-The Army servicemen and servicewomen who were brought in to secure the London 2012 Olympics should be given a special commendation for their service to the country

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1212 60%	619 62%	592 57%	140 58%	199 61%	224 58%	197 57%	172 57%	280 66%	339 62%	323 55%	264 62%	286 61%	184 58%	493 60%
Disagree	539 27%	278 28%	261 25%	59 24%	81 25%	94 25%	98 29%	98 32%	108 25%	156 29%	187 32%	91 21%	104 22%	86 27%	229 28%
Don't know	276 14%	96 10%	180 17%	44 18%	45 14%	66 17%	50 14%	34 11%	37 9%	52 10%	78 13%	70 16%	76 16%	47 15%	96 12%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 11

Q3. Do you agree or disagree with each of the following statements?

-The Army servicemen and servicewomen who were brought in to secure the London 2012 Olympics should be given a special commendation for their service to the country

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1212 60%	97 55%	58 63%	160 67%	112 63%	100 53%	88 56%	56 52%	116 61%	155 61%	166 64%	104 56%	312 62%	371 64%	94 59%	189 60%
Disagree	539 27%	61 35%	21 23%	48 20%	48 27%	63 34%	42 27%	37 35%	52 27%	56 22%	59 23%	49 27%	128 26%	145 25%	50 32%	89 28%
Don't know	276 14%	18 10%	12 13%	30 13%	19 10%	24 13%	27 17%	14 13%	22 12%	43 17%	35 13%	31 17%	61 12%	62 11%	14 9%	35 11%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 12

Q3. Do you agree or disagree with each of the following statements?

-Danny Boyle, artistic director of the London 2012 Olympic opening ceremony, should be knighted

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	727 36%	358 36%	369 36%	95 39%	136 42%	143 37%	101 29%	96 32%	156 37%	217 40%	201 34%	166 39%	143 31%	124 39%	317 39%
Disagree	845 42%	442 45%	403 39%	81 33%	121 37%	146 38%	152 44%	157 52%	188 44%	228 42%	264 45%	153 36%	199 43%	121 38%	328 40%
Don't know	454 22%	193 19%	261 25%	67 27%	67 21%	96 25%	92 27%	51 17%	82 19%	101 19%	122 21%	106 25%	124 27%	72 23%	173 21%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 12

Q3. Do you agree or disagree with each of the following statements?

-Danny Boyle, artistic director of the London 2012 Olympic opening ceremony, should be knighted

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	727 36%	59 34%	37 40%	101 43%	50 28%	58 31%	63 40%	28 26%	61 32%	102 40%	107 41%	60 33%	191 38%	245 42%	67 43%	96 31%
Disagree	845 42%	84 48%	35 38%	80 34%	84 47%	88 47%	61 39%	51 48%	83 44%	101 40%	95 37%	83 45%	206 41%	205 35%	69 44%	156 50%
Don't know	454 22%	33 19%	20 22%	57 24%	44 25%	41 22%	33 21%	28 26%	45 24%	52 21%	58 22%	42 23%	105 21%	127 22%	21 13%	60 19%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 13

Q3. Do you agree or disagree with each of the following statements?

-Sebastian Coe, chairman of the London Organising Committee for the Olympic Games, has done a brilliant job

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1383 68%	671 68%	712 69%	145 60%	224 69%	253 66%	224 65%	212 70%	326 77%	391 71%	405 69%	283 67%	305 65%	225 71%	537 66%
Disagree	253 12%	160 16%	93 9%	34 14%	31 10%	53 14%	44 13%	45 15%	45 11%	70 13%	69 12%	59 14%	55 12%	32 10%	124 15%
Don't know	389 19%	161 16%	228 22%	64 26%	68 21%	79 21%	76 22%	47 16%	54 13%	87 16%	113 19%	83 20%	106 23%	60 19%	157 19%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 13

Q3. Do you agree or disagree with each of the following statements?

-Sebastian Coe, chairman of the London Organising Committee for the Olympic Games, has done a brilliant job

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con-ser-vative	Labour	Lib-eral Demo-crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1383 68%	120 68%	64 70%	173 73%	134 75%	118 63%	99 63%	66 61%	126 66%	166 65%	189 73%	128 69%	389 77%	402 70%	116 74%	193 62%
Disagree	253 12%	24 14%	9 10%	16 7%	24 13%	33 18%	27 17%	12 11%	21 11%	41 16%	31 12%	16 9%	48 10%	74 13%	13 8%	52 17%
Don't know	389 19%	32 18%	18 19%	50 21%	22 12%	36 19%	31 20%	29 27%	43 23%	48 19%	40 15%	40 22%	65 13%	102 18%	29 18%	68 22%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 14

Q3. Do you agree or disagree with each of the following statements?

-The Government should call for an immediate halt to the selling off of school playing fields

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1701 84%	840 85%	862 83%	180 74%	257 79%	312 81%	291 84%	269 89%	392 92%	463 85%	498 85%	352 83%	388 83%	263 83%	653 80%
Disagree	125 6%	73 7%	52 5%	19 8%	34 10%	20 5%	21 6%	20 6%	12 3%	36 7%	33 6%	25 6%	32 7%	28 9%	62 8%
Don't know	199 10%	80 8%	120 12%	44 18%	33 10%	53 14%	33 9%	15 5%	21 5%	48 9%	57 10%	49 11%	46 10%	26 8%	103 13%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 14

Q3. Do you agree or disagree with each of the following statements?

-The Government should call for an immediate halt to the selling off of school playing fields

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1701 84%	140 79%	80 87%	205 86%	156 87%	162 87%	134 85%	92 86%	146 77%	208 81%	229 88%	149 80%	420 84%	507 88%	135 85%	278 89%
Disagree	125 6%	12 7%	4 4%	12 5%	9 5%	10 5%	9 6%	8 7%	9 5%	19 8%	14 5%	19 11%	36 7%	30 5%	11 7%	10 3%
Don't know	199 10%	24 14%	8 8%	21 9%	14 8%	15 8%	14 9%	8 7%	35 18%	28 11%	18 7%	17 9%	45 9%	41 7%	12 8%	25 8%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 15

Q3. Do you agree or disagree with each of the following statements?

-The London 2012 Olympics have made me feel more proud of Britain

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1517 75%	715 72%	802 78%	176 72%	250 77%	286 74%	245 71%	232 76%	329 77%	424 78%	455 77%	307 72%	331 71%	243 77%	615 75%
Disagree	334 16%	193 19%	140 14%	42 17%	48 15%	59 15%	53 15%	55 18%	76 18%	88 16%	83 14%	74 17%	89 19%	40 13%	137 17%
Don't know	175 9%	84 8%	91 9%	25 10%	26 8%	39 10%	47 14%	17 6%	21 5%	35 6%	49 8%	45 11%	46 10%	34 11%	66 8%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 15

Q3. Do you agree or disagree with each of the following statements?

-The London 2012 Olympics have made me feel more proud of Britain

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1517 75%	117 67%	73 79%	184 77%	134 75%	149 80%	106 67%	74 69%	133 70%	194 76%	220 85%	132 72%	423 84%	444 77%	123 78%	209 67%
Disagree	334 16%	37 21%	14 15%	34 14%	31 17%	32 17%	36 23%	21 19%	35 18%	36 14%	25 10%	33 18%	54 11%	93 16%	25 16%	74 24%
Don't know	175 9%	22 12%	5 5%	20 8%	14 8%	6 3%	15 10%	13 12%	22 11%	25 10%	15 6%	19 11%	25 5%	41 7%	10 6%	30 10%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 16

Q3. Do you agree or disagree with each of the following statements?

-Other countries will think better of Britain because of the London 2012 Olympics

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1379 68%	679 68%	700 68%	165 68%	238 74%	254 66%	215 62%	208 69%	299 70%	408 75%	398 68%	292 69%	282 60%	226 71%	561 69%
Disagree	256 13%	139 14%	117 11%	30 12%	37 11%	50 13%	50 15%	47 16%	42 10%	60 11%	74 13%	43 10%	79 17%	35 11%	108 13%
Don't know	391 19%	174 18%	217 21%	49 20%	49 15%	81 21%	79 23%	48 16%	85 20%	80 15%	115 20%	91 21%	105 23%	56 18%	149 18%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 16

Q3. Do you agree or disagree with each of the following statements?

-Other countries will think better of Britain because of the London 2012 Olympics

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1379 68%	122 69%	56 62%	179 75%	125 70%	129 69%	91 58%	76 71%	124 65%	186 73%	179 69%	112 61%	398 79%	407 70%	113 71%	192 61%
Disagree	256 13%	26 15%	14 15%	26 11%	20 11%	23 12%	25 16%	8 7%	21 11%	32 12%	26 10%	36 20%	37 7%	65 11%	19 12%	62 20%
Don't know	391 19%	28 16%	22 24%	34 14%	34 19%	36 19%	41 26%	24 22%	44 23%	38 15%	55 21%	36 20%	67 13%	105 18%	26 17%	59 19%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 17

Q3. Do you agree or disagree with each of the following statements?

-The Queen showed she was a 'good sport' by agreeing to act with James Bond at the opening ceremony

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2026	916	1110	197	342	392	348	332	415	731	525	285	485	305	767
Weighted base	2026	993	1033	243	324	385	344	304	426	547	588	425	466	317	818
Agree	1761 87%	850 86%	911 88%	197 81%	264 81%	325 84%	303 88%	281 92%	392 92%	492 90%	517 88%	361 85%	391 84%	258 82%	720 88%
Disagree	119 6%	75 8%	44 4%	19 8%	32 10%	22 6%	17 5%	11 4%	18 4%	32 6%	32 5%	27 6%	28 6%	26 8%	42 5%
Don't know	146 7%	68 7%	78 8%	27 11%	29 9%	38 10%	25 7%	12 4%	16 4%	23 4%	39 7%	37 9%	46 10%	33 10%	56 7%

Politics and Olympics Study (J301106)
ONLINE Fieldwork : 8th - 9th August 2012

Absolutes/col percents

Table 17

Q3. Do you agree or disagree with each of the following statements?

-The Queen showed she was a 'good sport' by agreeing to act with James Bond at the opening ceremony

Base: All respondents

	Region												Voting Intention			
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Con- ser- vative	Labour	Lib- eral Demo- crat	Other
Unweighted base	2026	173	83	247	163	199	147	92	180	241	299	202	491	586	167	292
Weighted base	2026	176	92	238	179	187	157	107	190	255	260	185	502	578	158	313
Agree	1761 87%	159 91%	75 82%	211 89%	154 86%	171 91%	130 83%	89 82%	164 86%	211 83%	239 92%	158 86%	458 91%	503 87%	146 92%	278 89%
Disagree	119 6%	4 2%	8 9%	10 4%	13 7%	10 6%	12 7%	8 8%	9 4%	19 8%	12 5%	14 7%	24 5%	35 6%	7 4%	17 5%
Don't know	146 7%	12 7%	9 10%	17 7%	11 6%	6 3%	16 10%	11 10%	17 9%	24 10%	9 4%	13 7%	20 4%	40 7%	5 3%	18 6%