

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 1  
**Q.1 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2048	938	1110	212	343	430	355	318	390	735	505	325	483	174	101	249	181	183	156	99	174	251	285	195	324	807	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>I am excited about the London 2012 Olympics</b>																											
Agree	653	353	300	108	144	130	105	79	86	193	186	147	127	30	25	69	48	59	46	37	62	120	92	64	121	293	
	32%	35%	29%	44%	44%	33%	30%	26%	20%	35%	31%	34%	27%	17%	27%	29%	27%	31%	29%	34%	32%	46%	35%	34%	38%	35%	
Disagree	1108	524	584	94	132	213	180	188	302	298	320	218	272	119	54	125	112	105	94	59	109	102	135	95	154	413	
	54%	52%	56%	38%	40%	55%	52%	61%	70%	54%	54%	51%	58%	67%	58%	52%	62%	55%	59%	54%	57%	40%	51%	51%	49%	50%	
Don't know	287	127	160	44	51	46	63	40	43	61	88	65	73	29	14	47	20	26	19	12	21	36	36	28	42	123	
	14%	13%	15%	18%	16%	12%	18%	13%	10%	11%	15%	15%	15%	17%	15%	19%	11%	14%	12%	11%	11%	14%	14%	15%	13%	15%	
<b>The London 2012 Olympics will benefit the lives of people in my area</b>																											
Agree	280	166	115	47	73	59	43	25	34	84	78	65	53	16	8	19	18	32	15	14	30	75	37	16	51	137	
	14%	17%	11%	19%	22%	15%	12%	8%	8%	15%	13%	15%	11%	9%	9%	8%	10%	17%	9%	13%	15%	29%	14%	9%	16%	17%	
Disagree	1363	664	699	135	177	259	238	231	323	387	392	273	311	140	67	179	123	122	120	74	123	118	170	127	217	523	
	67%	66%	67%	55%	54%	67%	68%	75%	75%	70%	66%	64%	66%	79%	72%	74%	68%	64%	75%	68%	64%	46%	65%	68%	68%	63%	
Don't know	404	174	231	64	77	71	67	51	73	81	123	92	108	22	17	42	40	35	24	21	39	64	56	44	49	170	
	20%	17%	22%	26%	23%	18%	19%	17%	17%	15%	21%	21%	23%	12%	18%	18%	22%	19%	15%	19%	20%	25%	21%	24%	16%	20%	
<b>I feel that the Olympics will only benefit London and people living in London</b>																											
Agree	1128	566	562	116	171	211	195	180	256	311	317	229	271	132	61	159	110	114	102	74	91	91	107	89	174	442	
	55%	56%	54%	47%	52%	54%	56%	58%	60%	56%	53%	53%	58%	74%	66%	66%	61%	60%	64%	68%	47%	35%	41%	47%	55%	53%	
Disagree	521	289	233	72	85	98	95	73	98	156	155	115	96	22	15	40	36	44	32	20	64	106	91	51	86	236	
	25%	29%	22%	29%	26%	25%	27%	24%	23%	28%	26%	27%	20%	12%	16%	17%	20%	23%	20%	19%	33%	41%	35%	27%	27%	28%	
Don't know	398	149	250	57	71	80	59	55	76	85	122	87	105	25	16	41	35	32	24	14	37	60	65	48	58	151	
	19%	15%	24%	23%	22%	21%	17%	18%	18%	15%	21%	20%	22%	14%	18%	17%	19%	17%	15%	13%	19%	23%	25%	25%	18%	18%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 1  
**Q.1 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>The ticketing system for the London 2012 Olympics was fair</b>																											
Agree	296 14%	166 17%	131 13%	61 25%	81 25%	61 16%	36 10%	24 8%	32 7%	92 17%	87 15%	71 17%	47 10%	20 11%	11 12%	33 14%	32 18%	31 17%	22 14%	21 19%	25 13%	51 20%	29 11%	20 11%	49 15%	155 19%	
Disagree	1055 52%	520 52%	536 51%	97 40%	131 40%	200 51%	193 56%	166 54%	267 62%	302 55%	307 52%	207 48%	239 51%	87 49%	43 47%	114 47%	86 47%	93 49%	88 55%	57 52%	108 56%	137 53%	149 57%	95 51%	156 49%	423 51%	
Don't know	696 34%	318 32%	378 36%	87 35%	115 35%	128 33%	119 34%	117 38%	131 30%	159 29%	200 34%	152 35%	186 39%	71 40%	38 41%	94 39%	63 35%	65 35%	49 31%	31 29%	59 30%	70 27%	85 32%	72 38%	113 36%	252 30%	
<b>The ticketing system has made me feel more negative about the London 2012 Olympics</b>																											
Agree	875 43%	470 47%	406 39%	86 35%	135 41%	157 40%	154 44%	134 44%	209 49%	277 50%	244 41%	176 41%	179 38%	68 38%	40 43%	104 43%	74 41%	72 38%	69 43%	53 49%	87 46%	118 46%	115 44%	77 41%	132 42%	357 43%	
Disagree	528 26%	261 26%	266 26%	85 35%	92 28%	102 26%	74 21%	77 25%	98 23%	145 26%	172 29%	105 24%	106 23%	44 25%	20 22%	50 21%	55 30%	49 26%	45 28%	31 29%	52 27%	67 26%	76 29%	39 21%	97 31%	214 26%	
Don't know	645 31%	273 27%	372 36%	75 31%	100 31%	129 33%	121 35%	97 31%	123 28%	131 24%	178 30%	150 35%	186 39%	67 37%	33 35%	87 36%	52 29%	68 36%	45 29%	24 22%	52 27%	73 28%	73 28%	71 38%	88 28%	259 31%	
<b>The London 2012 Olympics is not worth the public money spent on it</b>																											
Agree	994 49%	488 49%	506 48%	102 42%	148 45%	173 45%	166 48%	159 52%	246 57%	287 52%	280 47%	204 47%	223 47%	91 51%	48 52%	120 50%	87 48%	95 50%	77 48%	59 54%	90 47%	120 47%	122 46%	86 46%	148 47%	378 46%	
Disagree	628 31%	339 34%	289 28%	77 31%	98 30%	132 34%	102 29%	95 31%	124 29%	183 33%	194 33%	125 29%	125 27%	37 21%	22 24%	63 26%	55 30%	59 31%	52 33%	30 28%	66 34%	94 36%	92 35%	59 31%	113 36%	254 31%	
Don't know	426 21%	177 18%	249 24%	66 27%	82 25%	84 21%	80 23%	53 17%	60 14%	82 15%	119 20%	101 23%	123 26%	50 28%	23 25%	57 24%	39 22%	36 19%	30 19%	19 18%	36 19%	44 17%	49 19%	42 23%	55 17%	198 24%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 1  
**Q.1 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>I would be disappointed if the British Olympic Team didn't perform better than they did in Beijing</b>																											
Agree	1014 49%	514 51%	499 48%	118 48%	166 51%	191 49%	169 49%	154 50%	215 50%	299 54%	278 47%	221 51%	216 46%	66 37%	50 54%	122 51%	86 48%	94 50%	88 56%	50 47%	93 48%	139 54%	125 48%	100 53%	151 47%	416 50%	
Disagree	548 27%	300 30%	247 24%	71 29%	88 27%	112 29%	95 27%	61 20%	120 28%	146 26%	170 29%	109 25%	122 26%	51 29%	16 17%	48 20%	48 27%	49 26%	44 28%	39 36%	61 32%	65 25%	78 30%	48 26%	96 30%	238 29%	
Don't know	487 24%	189 19%	298 29%	57 23%	73 22%	86 22%	84 24%	92 30%	95 22%	107 19%	146 25%	100 23%	134 28%	61 34%	26 28%	71 29%	46 26%	46 24%	26 16%	19 17%	38 20%	54 21%	60 23%	39 21%	71 22%	176 21%	
<b>I think that British expectations will negatively affect athletes in the British Olympic Team</b>																											
Agree	457 22%	257 26%	200 19%	71 29%	96 29%	86 22%	56 16%	63 20%	84 20%	133 24%	123 21%	111 26%	90 19%	31 17%	21 22%	45 19%	41 23%	44 23%	40 25%	28 26%	32 17%	70 27%	62 24%	43 23%	83 26%	194 23%	
Disagree	853 42%	432 43%	420 40%	88 36%	128 39%	172 44%	163 47%	132 43%	169 39%	255 46%	258 43%	163 38%	177 38%	77 43%	31 33%	104 43%	80 44%	75 40%	64 40%	47 43%	86 45%	97 37%	117 45%	75 40%	135 42%	367 44%	
Don't know	739 36%	315 31%	424 41%	86 35%	103 32%	130 33%	129 37%	113 37%	177 41%	165 30%	213 36%	156 36%	204 43%	70 40%	41 44%	92 38%	60 33%	70 37%	55 35%	33 31%	73 38%	91 35%	84 32%	69 37%	99 31%	268 32%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2048	938	1110	212	343	430	355	318	390	735	505	325	483	174	101	249	181	183	156	99	174	251	285	195	324	807	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>I plan to watch at least some of the Olympics on TV</b>																											
Agree	1276	671	605	155	220	242	224	173	262	395	363	259	260	93	56	154	110	111	98	64	123	174	172	121	207	536	
	62%	67%	58%	63%	67%	62%	64%	56%	61%	71%	61%	60%	55%	52%	61%	64%	61%	59%	62%	59%	64%	67%	65%	65%	65%	65%	
Disagree	520	218	302	53	60	95	92	95	124	111	157	114	138	61	23	60	49	46	43	38	48	47	64	40	81	192	
	25%	22%	29%	22%	18%	24%	26%	31%	29%	20%	26%	26%	29%	34%	25%	25%	27%	24%	27%	35%	25%	18%	24%	22%	26%	23%	
Don't know	252	114	137	38	47	52	32	39	44	46	74	58	73	24	13	26	21	32	18	6	22	37	27	26	30	102	
	12%	11%	13%	15%	14%	13%	9%	13%	10%	8%	12%	14%	16%	14%	14%	11%	12%	17%	11%	6%	11%	14%	10%	14%	9%	12%	
<b>The Olympics are great for the UK in such difficult economic times</b>																											
Agree	902	483	418	122	159	184	149	116	171	258	269	202	173	62	42	106	83	81	72	37	79	130	132	77	147	400	
	44%	48%	40%	50%	49%	47%	43%	38%	40%	47%	45%	47%	37%	35%	46%	44%	46%	43%	45%	35%	41%	50%	50%	41%	46%	48%	
Disagree	694	345	349	69	79	117	121	130	177	199	193	143	159	73	30	83	49	66	54	38	77	72	87	66	108	255	
	34%	34%	33%	28%	24%	30%	35%	42%	41%	36%	32%	33%	34%	41%	32%	34%	27%	35%	34%	35%	40%	28%	33%	35%	34%	31%	
Don't know	453	176	277	55	89	88	78	61	82	96	132	85	139	42	21	52	49	43	33	33	37	56	43	43	63	175	
	22%	18%	26%	22%	27%	23%	22%	20%	19%	17%	22%	20%	29%	24%	22%	22%	27%	23%	21%	30%	19%	22%	16%	23%	20%	21%	
<b>The economic benefit of the Olympic Games will outweigh the cost</b>																											
Agree	606	352	255	74	118	123	94	82	115	190	184	121	111	42	27	69	55	58	43	33	51	96	90	42	105	273	
	30%	35%	24%	30%	36%	32%	27%	27%	27%	34%	31%	28%	24%	24%	29%	29%	30%	31%	27%	30%	27%	37%	34%	23%	33%	33%	
Disagree	908	442	466	85	115	174	147	160	227	247	251	195	214	95	33	112	66	86	70	53	94	98	115	87	145	327	
	44%	44%	45%	35%	35%	45%	42%	52%	53%	45%	42%	45%	45%	53%	36%	46%	36%	46%	44%	49%	49%	38%	44%	46%	46%	39%	
Don't know	534	210	324	86	95	92	107	65	88	115	159	114	146	41	33	60	60	45	46	23	47	63	59	58	67	230	
	26%	21%	31%	35%	29%	24%	31%	21%	21%	21%	27%	26%	31%	23%	35%	25%	33%	24%	29%	21%	24%	25%	22%	31%	21%	28%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>The Olympics will benefit the taxpayer more than it costs</b>																											
Agree	402 20%	246 25%	156 15%	49 20%	98 30%	80 21%	67 19%	53 17%	54 13%	129 23%	108 18%	94 22%	72 15%	28 15%	18 19%	46 19%	34 19%	38 20%	35 22%	19 18%	36 19%	73 28%	51 19%	25 14%	76 24%	191 23%	
Disagree	1086 53%	532 53%	554 53%	111 45%	132 40%	207 53%	174 50%	190 62%	271 63%	304 55%	311 52%	221 51%	250 53%	109 61%	46 50%	126 52%	90 50%	100 53%	89 56%	60 55%	109 57%	110 43%	142 54%	103 55%	169 53%	407 49%	
Don't know	560 27%	225 22%	335 32%	86 35%	97 30%	102 26%	106 31%	64 21%	105 24%	120 22%	175 30%	115 27%	150 32%	41 23%	29 31%	68 28%	56 31%	51 27%	35 22%	30 27%	47 24%	74 29%	71 27%	58 31%	73 23%	232 28%	
<b>The Olympics will make people healthier by improving the number who participate in sport</b>																											
Agree	697 34%	379 38%	318 30%	84 34%	135 41%	132 34%	114 33%	94 30%	140 32%	207 38%	199 34%	159 37%	132 28%	55 31%	27 29%	84 35%	71 39%	60 32%	48 30%	31 29%	60 31%	96 37%	105 40%	60 32%	123 39%	297 36%	
Disagree	863 42%	407 41%	456 44%	99 40%	118 36%	179 46%	139 40%	141 46%	187 43%	247 45%	249 42%	163 38%	204 43%	83 47%	40 44%	96 40%	56 31%	87 46%	73 46%	53 49%	89 46%	102 39%	107 41%	77 41%	130 41%	344 41%	
Don't know	487 24%	217 22%	270 26%	63 26%	75 23%	78 20%	96 27%	73 24%	103 24%	99 18%	145 24%	109 25%	135 29%	40 23%	25 27%	61 25%	53 29%	43 22%	39 24%	24 22%	43 22%	60 23%	51 19%	50 27%	65 20%	189 23%	
<b>The whole country will see benefits from the Olympic Games</b>																											
Agree	509 25%	272 27%	236 23%	76 31%	101 31%	101 26%	84 24%	58 19%	88 21%	171 31%	155 26%	94 22%	89 19%	31 17%	18 19%	56 23%	42 23%	51 27%	36 23%	18 17%	48 25%	86 33%	73 28%	50 27%	94 30%	222 27%	
Disagree	1102 54%	558 56%	544 52%	105 43%	143 44%	215 55%	192 55%	189 61%	260 60%	295 53%	303 51%	239 56%	265 56%	119 67%	53 57%	130 54%	88 49%	107 56%	84 53%	64 59%	118 61%	110 43%	131 50%	97 52%	173 54%	418 50%	
Don't know	437 21%	173 17%	264 25%	65 26%	84 26%	73 19%	72 21%	61 20%	82 19%	87 16%	136 23%	98 23%	117 25%	28 16%	22 23%	55 23%	50 28%	32 17%	39 24%	26 24%	26 14%	62 24%	58 22%	39 21%	51 16%	190 23%	

## ITV Cuts Index Survey

### ONLINE Fieldwork : 6th-8th January 2012

Absolutes/col percents

Table 2

**Q.2 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	2048	1004	1044	246	328	389	348	307	430	553	594	430	471	178	93	241	181	189	159	109	192	258	263	187	317	830	
<b>I doubt the London 2012 Olympics will be ready on time</b>																											
Agree	367 18%	141 14%	225 22%	69 28%	77 23%	76 19%	51 15%	49 16%	46 11%	103 19%	86 14%	88 20%	90 19%	23 13%	17 19%	38 16%	27 15%	41 22%	26 16%	13 12%	43 22%	57 22%	49 19%	32 17%	72 23%	153 18%	
Disagree	1151 56%	658 66%	493 47%	108 44%	174 53%	219 56%	204 59%	175 57%	270 63%	353 64%	361 61%	207 48%	230 49%	90 51%	49 53%	133 55%	105 58%	95 50%	88 55%	72 67%	111 58%	151 59%	157 60%	100 54%	184 58%	469 57%	
Don't know	530 26%	204 20%	326 31%	69 28%	77 23%	94 24%	93 27%	83 27%	114 26%	97 17%	147 25%	136 32%	151 32%	65 36%	27 29%	69 29%	48 27%	54 28%	46 29%	23 21%	38 20%	50 19%	57 22%	54 29%	61 19%	207 25%	