

2012 Olympic Games Study

CATI Fieldwork : 5th - 15th April 2012

Absolutes/col percents

Table 1

Q1. Do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

	Q1 Summary			
	The 2012 Olympic Games will benefit my local area	The 2012 Olympic Games will mainly benefit London and not the rest of the country	The 2012 Olympic Games is more about big business than about local people	I plan to watch the torch relay when it comes near to where I live
Unweighted base	2007	2007	2007	2007
Weighted base	2007	2007	2007	2007
Agree	554 28%	1407 70%	1397 70%	844 42%
Disagree	1370 68%	547 27%	494 25%	1085 54%
Don't know	83 4%	53 3%	116 6%	78 4%

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Absolutes/col percents

Table 2

Q1. Do you agree or disagree with each of the following statements?

-The 2012 Olympic Games will benefit my local area

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	554 28%	265 27%	289 28%	97 40%	106 33%	107 28%	86 25%	63 21%	94 22%	147 27%	170 29%	106 25%	131 28%	189 37%	166 31%	117 23%	54 19%	28 16%
Disagree	1370 68%	688 70%	682 67%	136 56%	197 62%	256 67%	244 72%	228 76%	308 73%	374 69%	385 66%	299 71%	312 67%	299 59%	338 64%	367 73%	223 77%	143 82%
Don't know	83 4%	30 3%	53 5%	8 3%	17 5%	18 5%	11 3%	10 3%	19 5%	21 4%	27 5%	16 4%	19 4%	22 4%	25 5%	20 4%	12 4%	4 2%

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Table 2

Q1. Do you agree or disagree with each of the following statements?

-The 2012 Olympic Games will benefit my local area

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	554 28%	26 29%	31 17%	45 29%	59 32%	77 30%	112 44%	37 20%	17 16%	62 34%	60 25%	28 16%	509 29%	28 16%	17 16%
Disagree	1370 68%	61 67%	139 79%	105 67%	117 62%	175 68%	125 49%	139 76%	83 78%	117 63%	167 71%	143 82%	1144 66%	143 82%	83 78%
Don't know	83 4%	3 4%	7 4%	6 4%	12 6%	6 2%	16 6%	7 4%	6 6%	7 4%	9 4%	4 2%	74 4%	4 2%	6 6%

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Absolutes/col percents

Table 3

Q1. Do you agree or disagree with each of the following statements?

-The 2012 Olympic Games will mainly benefit London and not the rest of the country

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	1407	701	706	155	220	262	246	217	306	364	425	288	329	316	347	397	207	139
	70%	71%	69%	64%	69%	69%	72%	72%	73%	67%	73%	68%	71%	62%	66%	79%	71%	80%
Disagree	547	260	287	86	93	112	87	69	100	168	145	122	113	173	170	96	75	33
	27%	26%	28%	36%	29%	29%	26%	23%	24%	31%	25%	29%	24%	34%	32%	19%	26%	19%
Don't know	53	23	31	-	7	8	8	15	15	10	12	11	20	21	12	10	8	2
	3%	2%	3%	-	2%	2%	2%	5%	4%	2%	2%	3%	4%	4%	2%	2%	3%	1%

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Table 3

Q1. Do you agree or disagree with each of the following statements?

-The 2012 Olympic Games will mainly benefit London and not the rest of the country

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	1407 70%	68 75%	139 79%	97 62%	127 67%	160 62%	156 62%	132 72%	75 71%	123 66%	190 81%	139 80%	1192 69%	139 80%	75 71%
Disagree	547 27%	20 22%	33 19%	55 35%	55 29%	85 33%	88 35%	49 27%	26 25%	59 32%	43 18%	33 19%	488 28%	33 19%	26 25%
Don't know	53 3%	2 2%	5 3%	3 2%	6 3%	12 5%	9 4%	3 2%	5 5%	3 2%	3 1%	2 1%	46 3%	2 1%	5 5%

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Table 4

Q1. Do you agree or disagree with each of the following statements?
-The 2012 Olympic Games is more about big business than about local people
Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	1397	696	701	150	231	264	242	219	291	338	406	309	344	365	349	347	205	131
	70%	71%	68%	62%	72%	69%	71%	73%	69%	62%	70%	73%	75%	72%	66%	69%	71%	75%
Disagree	494	227	267	79	81	98	83	63	89	177	141	93	84	119	156	118	66	35
	25%	23%	26%	33%	25%	26%	24%	21%	21%	33%	24%	22%	18%	23%	29%	24%	23%	20%
Don't know	116	61	56	12	9	20	16	19	41	28	35	20	34	26	25	38	19	8
	6%	6%	5%	5%	3%	5%	5%	6%	10%	5%	6%	5%	7%	5%	5%	8%	7%	5%

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Absolutes/col percents

Table 4

Q1. Do you agree or disagree with each of the following statements?
-The 2012 Olympic Games is more about big business than about local people
Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	1397 70%	66 72%	115 65%	93 60%	134 71%	182 71%	183 73%	125 68%	79 75%	122 66%	166 71%	131 75%	1186 69%	131 75%	79 75%
Disagree	494 25%	19 21%	43 24%	54 35%	47 25%	61 24%	58 23%	47 26%	19 18%	55 30%	56 24%	35 20%	440 26%	35 20%	19 18%
Don't know	116 6%	6 6%	19 11%	9 6%	8 4%	15 6%	12 5%	11 6%	8 8%	8 4%	13 6%	8 5%	100 6%	8 5%	8 8%

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Table 5

Q1. Do you agree or disagree with each of the following statements?

-I plan to watch the torch relay when it comes near to where I live

Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	844 42%	370 38%	473 46%	121 50%	147 46%	160 42%	143 42%	100 33%	173 41%	217 40%	245 42%	185 44%	197 43%	230 45%	227 43%	185 37%	131 45%	72 41%
Disagree	1085 54%	577 59%	508 50%	115 48%	164 51%	199 52%	182 53%	191 64%	235 56%	308 57%	310 53%	220 52%	248 54%	261 51%	280 53%	299 59%	149 51%	97 56%
Don't know	78 4%	36 4%	42 4%	4 2%	11 3%	22 6%	17 5%	10 3%	14 3%	17 3%	28 5%	16 4%	17 4%	19 4%	23 4%	20 4%	10 4%	6 3%

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Absolutes/col percents

Table 5

Q1. Do you agree or disagree with each of the following statements?

-I plan to watch the torch relay when it comes near to where I live

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	844 42%	35 38%	61 35%	67 43%	81 43%	114 44%	115 46%	88 48%	42 40%	80 43%	89 38%	72 41%	730 42%	72 41%	42 40%
Disagree	1085 54%	54 59%	113 64%	81 52%	99 53%	134 52%	127 50%	91 50%	58 54%	100 54%	132 56%	97 56%	931 54%	97 56%	58 54%
Don't know	78 4%	2 3%	2 1%	8 5%	9 5%	9 3%	10 4%	4 2%	6 6%	6 3%	15 7%	6 3%	66 4%	6 3%	6 6%

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Absolutes/col percents

Table 6
Q2. Do you agree or disagree with each of the following statements?

-Summary

Base: All respondents

	Q2 Summary			
	Despite the cost, London 2012 will prove to be good value in terms of its benefit to the UK	London 2012 will be a waste of taxpayers' money	London 2012 is an investment which will make more money for the UK than it is costing the taxpayer	Taxpayers have paid too much to cover the cost of London 2012
Unweighted base	2007	2007	2007	2007
Weighted base	2007	2007	2007	2007
Agree	1106 55%	817 41%	906 45%	1284 64%
Disagree	720 36%	1081 54%	867 43%	503 25%
Don't know	181 9%	108 5%	234 12%	220 11%

2012 Olympic Games Study

CATI Fieldwork : 5th - 15th April 2012

Absolutes/col percents

Table 7

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

-Despite the cost, London 2012 will prove to be good value in terms of its benefit to the UK

Base: All respondents

	Gender		Age						Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181	
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174	
Agree	1106	554	551	154	198	198	180	146	229	305	324	232	244	290	304	257	158	96	
		55%	56%	54%	64%	62%	52%	53%	49%	54%	56%	56%	55%	53%	57%	57%	51%	55%	55%
Disagree	720	370	350	64	100	153	128	127	148	184	214	148	174	178	178	190	106	67	
		36%	38%	34%	27%	31%	40%	38%	42%	35%	34%	37%	35%	38%	35%	34%	38%	37%	39%
Don't know	181	59	123	23	23	31	33	27	45	53	44	41	44	42	47	56	25	11	
		9%	6%	12%	10%	7%	8%	10%	9%	11%	10%	7%	10%	9%	8%	9%	11%	9%	6%

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Table 7

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

-Despite the cost, London 2012 will prove to be good value in terms of its benefit to the UK

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	1106 55%	45 50%	92 52%	84 54%	114 61%	141 55%	149 59%	102 56%	56 53%	106 57%	120 51%	96 55%	953 55%	96 55%	56 53%
Disagree	720 36%	35 39%	67 38%	55 35%	56 30%	93 36%	84 33%	66 36%	40 38%	67 36%	89 38%	67 39%	613 35%	67 39%	40 38%
Don't know	181 9%	11 12%	19 11%	17 11%	18 10%	23 9%	19 7%	15 8%	10 9%	12 7%	27 11%	11 6%	161 9%	11 6%	10 9%

2012 Olympic Games Study

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Absolutes/col percents

Table 8

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

-London 2012 will be a waste of taxpayers' money

Base: All respondents

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	817 41%	429 44%	388 38%	85 35%	121 38%	159 42%	129 38%	139 46%	184 44%	187 35%	243 42%	177 42%	209 45%	214 42%	197 37%	201 40%	123 43%	82 47%
Disagree	1081 54%	517 53%	565 55%	148 61%	185 58%	200 52%	190 56%	144 48%	214 51%	325 60%	315 54%	219 52%	222 48%	275 54%	300 57%	274 54%	153 53%	80 46%
Don't know	108 5%	38 4%	71 7%	8 3%	15 5%	22 6%	22 6%	18 6%	24 6%	30 5%	24 4%	25 6%	31 7%	21 4%	32 6%	29 6%	14 5%	12 7%

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Absolutes/col percents

Table 8

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

-London 2012 will be a waste of taxpayers' money

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	817 41%	42 47%	71 40%	57 36%	69 37%	103 40%	110 44%	73 40%	50 47%	71 38%	88 37%	82 47%	685 40%	82 47%	50 47%
Disagree	1081 54%	44 48%	96 54%	88 56%	104 56%	141 55%	134 53%	103 56%	50 47%	108 58%	134 57%	80 46%	952 55%	80 46%	50 47%
Don't know	108 5%	5 5%	10 6%	12 7%	14 8%	13 5%	8 3%	7 4%	7 6%	6 3%	14 6%	12 7%	90 5%	12 7%	7 6%

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Absolutes/col percents

Table 9

Q2. Do you agree or disagree with each of the following statements?**-London 2012 is an investment which will make more money for the UK than it is costing the taxpayer****Base: All respondents**

	Gender		Age							Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	906 45%	472 48%	434 42%	143 59%	145 45%	168 44%	151 44%	125 42%	174 41%	224 41%	276 47%	200 48%	205 45%	234 46%	238 45%	235 47%	127 44%	72 41%
Disagree	867 43%	442 45%	425 42%	83 34%	134 42%	174 45%	138 40%	152 51%	186 44%	240 44%	247 43%	188 45%	191 41%	208 41%	230 43%	219 43%	126 43%	84 48%
Don't know	234 12%	69 7%	165 16%	15 6%	42 13%	40 10%	52 15%	24 8%	62 15%	78 14%	58 10%	33 8%	65 14%	68 13%	62 12%	50 10%	36 13%	18 10%

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Absolutes/col percents

Table 9

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

-London 2012 is an investment which will make more money for the UK than it is costing the taxpayer

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	906 45%	45 50%	73 41%	68 44%	84 45%	122 48%	111 44%	80 44%	47 44%	85 46%	117 50%	72 41%	786 46%	72 41%	47 44%
Disagree	867 43%	39 43%	79 45%	69 44%	82 44%	105 41%	103 41%	79 43%	46 43%	79 42%	100 43%	84 48%	736 43%	84 48%	46 43%
Don't know	234 12%	6 7%	25 14%	19 12%	21 11%	30 12%	38 15%	24 13%	13 12%	22 12%	18 8%	18 10%	204 12%	18 10%	13 12%

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Absolutes/col percents

Table 10

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

-Taxpayers have paid too much to cover the cost of London 2012

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2007	922	1085	135	284	376	412	351	449	725	407	345	530	535	523	489	279	181
Weighted base	2007	983	1024	241	321	381	341	301	422	542	582	421	462	510	530	504	289	174
Agree	1284	646	638	148	204	247	214	199	272	293	357	305	329	321	333	311	197	121
	64%	66%	62%	61%	63%	65%	63%	66%	64%	54%	61%	72%	71%	63%	63%	62%	68%	69%
Disagree	503	268	236	72	81	99	84	72	96	186	154	80	83	138	133	128	73	31
	25%	27%	23%	30%	25%	26%	25%	24%	23%	34%	26%	19%	18%	27%	25%	25%	25%	18%
Don't know	220	70	150	21	36	36	43	30	54	62	71	37	50	51	63	64	19	22
	11%	7%	15%	9%	11%	9%	13%	10%	13%	12%	12%	9%	11%	10%	12%	13%	7%	13%

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Absolutes/col percents

Table 10

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

-Taxpayers have paid too much to cover the cost of London 2012

Base: All respondents

	Total	Region										Region Summary			
		North East	Yorks & Humb.	East Midlands	Eastern	South East	London	South West	Wales	West Midlands	North West	Scotland	England	Scotland	Wales
Unweighted base	2007	91	169	145	196	278	257	178	101	182	229	181	1725	181	101
Weighted base	2007	91	177	156	188	258	253	183	106	186	236	174	1726	174	106
Agree	1284 64%	55 60%	107 60%	102 65%	114 61%	156 60%	166 66%	124 68%	73 68%	117 63%	149 63%	121 69%	1090 63%	121 69%	73 68%
Disagree	503 25%	25 27%	44 25%	38 24%	47 25%	74 29%	64 25%	46 25%	27 25%	48 26%	60 25%	31 18%	445 26%	31 18%	27 25%
Don't know	220 11%	11 13%	26 15%	16 10%	27 14%	28 11%	23 9%	12 7%	6 6%	20 11%	27 11%	22 13%	191 11%	22 13%	6 6%