

Olympics Survey

CATI Fieldwork : 29th June - 8th July 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					
	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	North-ern Ire-land
Unweighted base	2071	945	1126	150	312	378	415	354	462	697	420	343	611	532	521	498	285	175	60
Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>The 2012 Olympic Games will benefit my local area</u>																			
Agree	606 29%	275 28%	332 31%	97 39%	126 39%	131 32%	92 26%	55 18%	105 24%	169 31%	186 31%	139 32%	112 23%	181 34%	175 33%	126 25%	68 24%	37 21%	18 30%
Disagree	1382 67%	682 69%	700 65%	142 58%	196 60%	266 65%	242 70%	241 78%	294 68%	351 65%	398 66%	280 64%	353 71%	315 60%	332 63%	355 72%	204 72%	135 77%	41 67%
Don't know	82 4%	37 4%	45 4%	8 3%	5 2%	13 3%	15 4%	11 4%	31 7%	19 3%	16 3%	16 4%	31 6%	30 6%	19 4%	15 3%	12 4%	4 3%	2 3%
<u>The 2012 Olympic Games will mainly benefit London and not the rest of the country</u>																			
Agree	1525 74%	750 75%	776 72%	168 68%	223 68%	296 72%	267 77%	245 80%	327 76%	377 70%	449 75%	324 74%	375 76%	348 66%	385 73%	387 78%	218 77%	144 81%	43 72%
Disagree	504 24%	234 24%	271 25%	74 30%	101 31%	105 25%	76 22%	55 18%	94 22%	150 28%	142 24%	103 24%	109 22%	159 30%	134 25%	102 21%	63 22%	32 18%	14 24%
Don't know	41 2%	11 1%	31 3%	4 2%	5 1%	10 2%	6 2%	7 2%	10 2%	12 2%	9 1%	8 2%	12 3%	20 4%	8 1%	7 2%	3 1%	1 *	3 5%

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Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>The 2012 Olympic Games is more about big business than about local people</u>																			
Agree	1429	705	723	157	228	274	255	228	287	327	408	332	362	361	358	332	215	129	35
	69%	71%	67%	64%	70%	67%	73%	74%	67%	61%	68%	76%	73%	68%	68%	67%	76%	73%	58%
Disagree	526	244	281	75	91	116	79	69	96	180	161	77	107	134	134	139	57	40	22
	25%	25%	26%	30%	28%	28%	23%	22%	22%	33%	27%	18%	22%	25%	25%	28%	20%	23%	36%
Don't know	117	44	72	14	10	20	14	11	48	32	32	26	27	32	36	26	12	8	3
	6%	4%	7%	6%	3%	5%	4%	3%	11%	6%	5%	6%	5%	6%	7%	5%	4%	4%	6%
<u>The torch relay is making me more interested in the Olympics</u>																			
Agree	834	347	487	94	148	177	127	100	187	233	230	166	205	168	233	219	119	59	36
	40%	35%	45%	38%	45%	43%	36%	32%	44%	43%	38%	38%	41%	32%	44%	44%	42%	34%	59%
Disagree	1205	635	569	147	179	230	216	201	232	296	365	262	282	349	287	269	163	112	25
	58%	64%	53%	60%	55%	56%	62%	65%	54%	55%	61%	60%	57%	66%	55%	54%	58%	63%	41%
Don't know	33	12	20	6	1	3	6	7	10	9	6	7	10	10	7	9	2	5	-
	2%	1%	2%	2%	*	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	-

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Unweighted base	2071	90	171	149	184	274	258	182	103	188	237	175	60	1733	175	103	60
Weighted base	2071	90	173	153	185	271	255	179	105	189	233	177	60	1729	177	105	60
<u>The 2012 Olympic Games will benefit my local area</u>																	
Agree	606 29%	24 27%	43 25%	44 29%	76 41%	82 30%	99 39%	49 27%	19 18%	55 29%	59 25%	37 21%	18 30%	532 31%	37 21%	19 18%	18 30%
Disagree	1382 67%	65 72%	125 72%	107 70%	102 55%	174 64%	141 55%	122 68%	81 78%	124 65%	164 70%	135 77%	41 67%	1125 65%	135 77%	81 78%	41 67%
Don't know	82 4%	1 1%	5 3%	3 2%	7 4%	15 6%	15 6%	7 4%	4 4%	10 5%	9 4%	4 3%	2 3%	72 4%	4 3%	4 4%	2 3%
<u>The 2012 Olympic Games will mainly benefit London and not the rest of the country</u>																	
Agree	1525 74%	68 76%	136 79%	111 72%	128 69%	191 70%	157 61%	134 75%	84 80%	146 77%	182 78%	144 81%	43 72%	1254 73%	144 81%	84 80%	43 72%
Disagree	504 24%	22 24%	34 19%	40 26%	54 29%	74 27%	85 33%	44 25%	19 18%	41 21%	46 20%	32 18%	14 24%	439 25%	32 18%	19 18%	14 24%
Don't know	41 2%	- -	3 2%	2 1%	4 2%	7 2%	13 5%	1 1%	2 2%	2 1%	5 2%	1 *	3 5%	36 2%	1 *	2 2%	3 5%

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	Region													Region Summary			
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Weighted base	2071	90	173	153	185	271	255	179	105	189	233	177	60	1729	177	105	60
<u>The 2012 Olympic Games is more about big business than about local people</u>																	
Agree	1429 69%	61 67%	116 67%	109 71%	121 65%	185 68%	175 69%	131 73%	84 80%	128 68%	154 66%	129 73%	35 58%	1181 68%	129 73%	84 80%	35 58%
Disagree	526 25%	29 32%	43 25%	36 24%	52 28%	73 27%	61 24%	40 22%	17 16%	46 24%	68 29%	40 23%	22 36%	447 26%	40 23%	17 16%	22 36%
Don't know	117 6%	1 1%	14 8%	8 5%	12 7%	13 5%	19 7%	8 5%	4 4%	15 8%	11 5%	8 4%	3 6%	102 6%	8 4%	4 4%	3 6%
<u>The torch relay is making me more interested in the Olympics</u>																	
Agree	834 40%	40 44%	80 46%	70 46%	81 44%	93 34%	75 29%	78 44%	41 39%	81 43%	99 42%	59 34%	36 59%	698 40%	59 34%	41 39%	36 59%
Disagree	1205 58%	48 53%	90 52%	81 53%	103 56%	173 64%	176 69%	99 56%	64 61%	103 55%	131 56%	112 63%	25 41%	1004 58%	112 63%	64 61%	25 41%
Don't know	33 2%	2 2%	3 2%	1 1%	1 1%	5 2%	5 2%	2 1%	- -	4 2%	4 2%	5 3%	- -	27 2%	5 3%	- -	- -

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Table 2
Q.2 Do you agree or disagree with each of the following statements?
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	North-ern Ire-land
Unweighted base	2071	945	1126	150	312	378	415	354	462	697	420	343	611	532	521	498	285	175	60
Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>Despite the cost, London 2012 will prove to be good value in terms of its benefit to the UK</u>																			
Agree	1134 55%	530 53%	604 56%	149 61%	195 60%	227 55%	181 52%	144 47%	237 55%	310 58%	334 56%	236 54%	254 51%	276 52%	303 58%	294 59%	139 49%	85 48%	36 59%
Disagree	795 38%	416 42%	378 35%	91 37%	113 34%	155 38%	150 43%	139 45%	147 34%	199 37%	228 38%	172 40%	196 39%	205 39%	193 37%	172 35%	122 43%	81 46%	22 37%
Don't know	142 7%	48 5%	95 9%	6 2%	20 6%	28 7%	18 5%	24 8%	46 11%	29 5%	39 6%	27 6%	47 9%	46 9%	31 6%	30 6%	22 8%	11 6%	2 4%
<u>London 2012 will be a waste of taxpayers money</u>																			
Agree	839 40%	405 41%	434 40%	87 35%	121 37%	166 41%	151 43%	143 46%	170 40%	177 33%	240 40%	202 46%	221 44%	213 40%	199 38%	181 37%	137 48%	86 49%	23 37%
Disagree	1099 53%	538 54%	561 52%	142 58%	184 56%	221 54%	182 52%	150 49%	220 51%	332 62%	331 55%	206 47%	231 46%	269 51%	298 57%	280 56%	134 47%	81 46%	37 61%
Don't know	133 6%	51 5%	82 8%	17 7%	23 7%	22 5%	16 5%	15 5%	40 9%	30 6%	30 5%	28 6%	45 9%	45 8%	29 6%	35 7%	13 5%	10 6%	1 1%

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	Gender		Age							Social Grade				Region					
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Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>With less than a month to go, I am feeling more excited about London 2012 now than I was at the beginning of this year</u>																			
Agree	752	344	408	116	143	156	117	80	141	240	204	146	162	190	197	195	91	53	26
	36%	35%	38%	47%	44%	38%	33%	26%	33%	45%	34%	34%	33%	36%	37%	39%	32%	30%	43%
Disagree	1266	627	640	127	180	247	222	220	271	295	379	276	317	317	313	296	187	119	33
	61%	63%	59%	52%	55%	60%	64%	71%	63%	55%	63%	64%	64%	60%	59%	60%	66%	67%	55%
Don't know	53	23	30	3	5	8	10	7	19	4	18	13	18	19	17	6	6	5	1
	3%	2%	3%	1%	2%	2%	3%	2%	4%	1%	3%	3%	4%	4%	3%	1%	2%	3%	2%
<u>Taxpayers have paid too much to cover the cost of London 2012</u>																			
Agree	1214	574	640	139	181	242	210	192	250	273	334	291	316	307	297	287	177	113	34
	59%	58%	59%	56%	55%	59%	60%	63%	58%	51%	56%	67%	64%	58%	56%	58%	62%	64%	57%
Disagree	660	343	317	86	122	125	112	91	124	211	208	118	122	179	169	165	76	52	19
	32%	34%	29%	35%	37%	30%	32%	30%	29%	39%	35%	27%	25%	34%	32%	33%	27%	30%	31%
Don't know	197	77	119	21	25	43	27	24	56	54	58	26	59	41	60	45	31	12	7
	9%	8%	11%	9%	8%	11%	8%	8%	13%	10%	10%	6%	12%	8%	11%	9%	11%	7%	12%

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Weighted base	2071	90	173	153	185	271	255	179	105	189	233	177	60	1729	177	105	60
<u>Despite the cost, London 2012 will prove to be good value in terms of its benefit to the UK</u>																	
Agree	1134 55%	52 58%	103 59%	90 59%	100 54%	152 56%	124 48%	96 54%	43 41%	112 59%	139 60%	85 48%	36 59%	969 56%	85 48%	43 41%	36 59%
Disagree	795 38%	34 38%	56 32%	53 35%	70 38%	95 35%	110 43%	70 39%	53 50%	70 37%	82 35%	81 46%	22 37%	639 37%	81 46%	53 50%	22 37%
Don't know	142 7%	4 4%	14 8%	9 6%	15 8%	24 9%	22 9%	13 7%	9 9%	7 4%	12 5%	11 6%	2 4%	120 7%	11 6%	9 9%	2 4%
<u>London 2012 will be a waste of taxpayers money</u>																	
Agree	839 40%	34 38%	62 36%	57 37%	65 35%	108 40%	104 41%	79 44%	57 55%	77 41%	85 36%	86 49%	23 37%	673 39%	86 49%	57 55%	23 37%
Disagree	1099 53%	55 61%	95 55%	86 57%	110 59%	142 52%	128 50%	94 53%	40 38%	102 54%	130 56%	81 46%	37 61%	942 54%	81 46%	40 38%	37 61%
Don't know	133 6%	1 1%	16 9%	9 6%	11 6%	21 8%	23 9%	6 3%	7 7%	9 5%	18 8%	10 6%	1 1%	114 7%	10 6%	7 7%	1 1%

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<u>With less than a month to go, I am feeling more excited about London 2012 now than I was at the beginning of this year</u>																	
Agree	752 36%	28 30%	64 37%	64 42%	68 37%	86 32%	104 41%	61 34%	30 29%	64 34%	104 44%	53 30%	26 43%	643 37%	53 30%	30 29%	26 43%
Disagree	1266 61%	61 68%	107 62%	82 53%	111 60%	176 65%	141 55%	116 65%	71 68%	121 64%	127 55%	119 67%	33 55%	1043 60%	119 67%	71 68%	33 55%
Don't know	53 3%	2 2%	2 1%	7 4%	6 3%	9 3%	10 4%	2 1%	4 4%	4 2%	2 1%	5 3%	1 2%	43 3%	5 3%	4 4%	1 2%
<u>Taxpayers have paid too much to cover the cost of London 2012</u>																	
Agree	1214 59%	51 57%	104 60%	90 59%	97 52%	155 57%	152 60%	107 60%	70 67%	110 58%	131 56%	113 64%	34 57%	997 58%	113 64%	70 67%	34 57%
Disagree	660 32%	33 37%	52 30%	46 30%	70 38%	98 36%	80 31%	54 30%	22 21%	54 28%	80 34%	52 30%	19 31%	568 33%	52 30%	22 21%	19 31%
Don't know	197 9%	6 7%	16 9%	17 11%	18 10%	19 7%	23 9%	18 10%	13 13%	26 14%	23 10%	12 7%	7 12%	164 10%	12 7%	13 13%	7 12%

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Table 3

Q.3 Do you agree or disagree with each of the following statements?**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	North-ern Ire-land
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Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>I am not put off attending a London 2012 event by the threat of a terrorist attack</u>																			
Agree	1283 62%	658 66%	625 58%	153 62%	214 65%	260 63%	242 69%	183 60%	231 54%	360 67%	380 63%	269 62%	274 55%	352 67%	313 59%	300 60%	177 62%	105 59%	37 61%
Disagree	720 35%	306 31%	414 38%	89 36%	108 33%	133 32%	102 29%	118 38%	170 40%	160 30%	216 36%	149 34%	196 39%	160 30%	198 38%	183 37%	95 34%	61 35%	23 38%
Don't know	68 3%	30 3%	37 3%	4 2%	6 2%	18 4%	4 1%	7 2%	29 7%	18 3%	5 1%	17 4%	27 5%	15 3%	17 3%	13 3%	11 4%	11 6%	1 2%
<u>I have full confidence in the ability of the security services to protect the public at London 2012 events</u>																			
Agree	1625 78%	782 79%	843 78%	197 80%	271 83%	324 79%	274 79%	223 72%	336 78%	436 81%	474 79%	338 78%	377 76%	397 75%	424 81%	399 80%	218 77%	137 77%	51 84%
Disagree	363 18%	179 18%	183 17%	47 19%	48 15%	61 15%	65 19%	71 23%	71 17%	88 16%	107 18%	77 18%	91 18%	104 20%	91 17%	74 15%	55 19%	29 16%	10 16%
Don't know	83 4%	33 3%	50 5%	2 1%	10 3%	25 6%	9 3%	14 5%	23 5%	15 3%	19 3%	20 5%	28 6%	26 5%	12 2%	24 5%	11 4%	11 6%	- -

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Weighted base	2071	994	1077	246	328	410	349	308	430	539	601	435	497	527	527	497	284	177	60
<u>London 2012 events are spread over too many venues for the public to be guaranteed protection against terrorist attack</u>																			
Agree	707 34%	318 32%	389 36%	99 40%	112 34%	104 25%	94 27%	108 35%	190 44%	122 23%	181 30%	171 39%	233 47%	179 34%	183 35%	172 35%	90 32%	62 35%	22 36%
Disagree	1176 57%	606 61%	570 53%	132 54%	200 61%	266 65%	228 65%	163 53%	187 43%	369 69%	369 61%	222 51%	216 43%	302 57%	301 57%	283 57%	159 56%	100 57%	31 51%
Don't know	188 9%	70 7%	118 11%	15 6%	16 5%	40 10%	26 8%	37 12%	54 12%	47 9%	51 8%	42 10%	48 10%	45 9%	43 8%	42 9%	34 12%	15 8%	7 12%

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<u>I am not put off attending a London 2012 event by the threat of a terrorist attack</u>																	
Agree	1283 62%	53 58%	117 67%	86 56%	115 62%	182 67%	170 66%	115 64%	62 60%	112 59%	131 56%	105 59%	37 61%	1079 62%	105 59%	62 60%	37 61%
Disagree	720 35%	35 39%	54 31%	58 38%	66 36%	80 29%	80 31%	59 33%	37 35%	74 39%	94 40%	61 35%	23 38%	599 35%	61 35%	37 35%	23 38%
Don't know	68 3%	2 3%	2 1%	9 6%	5 2%	9 3%	5 2%	6 3%	5 5%	3 2%	9 4%	11 6%	1 2%	51 3%	11 6%	5 5%	1 2%
<u>I have full confidence in the ability of the security services to protect the public at London 2012 events</u>																	
Agree	1625 78%	72 79%	133 77%	122 80%	153 83%	209 77%	188 74%	129 72%	89 85%	149 79%	194 83%	137 77%	51 84%	1349 78%	137 77%	89 85%	51 84%
Disagree	363 18%	15 17%	29 17%	27 17%	29 15%	48 18%	55 22%	42 23%	13 13%	36 19%	30 13%	29 16%	10 16%	311 18%	29 16%	13 13%	10 16%
Don't know	83 4%	3 3%	12 7%	4 3%	3 2%	14 5%	12 5%	8 5%	3 2%	4 2%	9 4%	11 6%	-	69 4%	11 6%	3 2%	-

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Weighted base	2071	90	173	153	185	271	255	179	105	189	233	177	60	1729	177	105	60
<u>London 2012 events are spread over too many venues for the public to be guaranteed protection against terrorist attack</u>																	
Agree	707 34%	28 31%	66 38%	60 39%	56 30%	87 32%	92 36%	57 32%	33 32%	67 36%	78 34%	62 35%	22 36%	590 34%	62 35%	33 32%	22 36%
Disagree	1176 57%	59 65%	91 53%	81 53%	118 64%	164 60%	139 54%	105 59%	54 52%	101 54%	133 57%	100 57%	31 51%	991 57%	100 57%	54 52%	31 51%
Don't know	188 9%	4 5%	16 9%	12 8%	11 6%	21 8%	25 10%	17 10%	17 16%	20 11%	22 9%	15 8%	7 12%	148 9%	15 8%	17 16%	7 12%