



BBC

Olympic Legacy

METHODOLOGY NOTE

ComRes interviewed 1,009 British adults by telephone from 4th to 6th January 2013. Data were weighted to be demographically representative of all GB adults aged 18+. 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.

Olympics Legacy
CATI Fieldwork : 4th - 6th January 2013

Absolutes/col percents

Table 1
Q1. Do you agree or disagree with each of the following statements ...
- Summary
Base: All respondents

	Q1. Summary			
	The Olympics has inspired me to take part in sport more often than I did before London 2012	I feel more proud to be British now than I did before the London 2012 Olympic Games	There is too much coverage of football on TV, radio and newspapers - and not enough of other sports	I have noticed an increase in coverage of non-football sports since the London 2012 Olympic Games
Unweighted base	1009	1009	1009	1009
Weighted base	1009	1009	1009	1009
Agree	184 18%	458 45%	568 56%	355 35%
Disagree	803 80%	502 50%	367 36%	535 53%
Don't know	22 2%	49 5%	74 7%	119 12%

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Absolutes/col percents

Table 2

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

- The Olympics has inspired me to take part in sport more often than I did before London 2012

Base: All respondents

	Gender			Age							Class				Region									
	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
Unweighted base	1009	501	508	108	157	182	179	169	214	347	206	164	292	86	42	124	82	94	71	56	90	139	134	91
Weighted base	1009	494	515	121	161	192	171	151	212	272	293	212	232	88	46	119	89	93	78	53	95	127	129	92
Agree	184	103	81	37	49	34	29	17	18	48	55	40	41	18	6	19	12	11	13	8	11	31	31	23
	18%	21%	16%	31%	30%	17%	17%	11%	8%	18%	19%	19%	18%	20%	14%	16%	14%	12%	17%	14%	12%	24%	24%	26%
Disagree	803	378	425	83	106	156	140	129	190	219	231	167	187	70	38	97	75	79	63	46	81	92	97	66
	80%	77%	83%	68%	66%	81%	82%	85%	89%	80%	79%	79%	81%	80%	82%	82%	84%	84%	80%	86%	86%	72%	75%	72%
Don't know	22	13	9	1	6	2	2	5	4	6	7	5	4	-	2	2	2	3	2	-	2	4	1	2
	2%	3%	2%	1%	4%	1%	1%	4%	2%	2%	2%	2%	2%	-	4%	2%	2%	4%	3%	-	2%	3%	1%	2%

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Table 3

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

- I feel more proud to be British now than I did before the London 2012 Olympic Games

Base: All respondents

	Gender			Age						Class				Region										
	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
Unweighted base	1009	501	508	108	157	182	179	169	214	347	206	164	292	86	42	124	82	94	71	56	90	139	134	91
Weighted base	1009	494	515	121	161	192	171	151	212	272	293	212	232	88	46	119	89	93	78	53	95	127	129	92
Agree	458	212	246	67	71	88	71	64	97	132	126	94	106	32	19	63	38	37	34	24	47	56	63	46
	45%	43%	48%	55%	44%	46%	41%	42%	46%	48%	43%	44%	46%	37%	41%	53%	43%	40%	43%	45%	50%	44%	48%	50%
Disagree	502	255	247	48	78	96	94	78	108	129	153	107	112	48	23	54	47	50	41	28	44	61	64	41
	50%	52%	48%	39%	49%	50%	55%	52%	51%	47%	52%	51%	48%	55%	51%	45%	53%	54%	52%	52%	47%	48%	49%	45%
Don't know	49	28	21	6	12	8	7	9	8	12	13	10	14	7	4	2	4	6	4	1	4	10	3	4
	5%	6%	4%	5%	7%	4%	4%	6%	4%	4%	4%	5%	6%	8%	9%	2%	5%	6%	5%	3%	4%	8%	2%	5%

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Table 4

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

- There is too much coverage of football on TV, radio and newspapers - and not enough of other sports

Base: All respondents

	Gender			Age							Class				Region									
	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
Unweighted base	1009	501	508	108	157	182	179	169	214	347	206	164	292	86	42	124	82	94	71	56	90	139	134	91
Weighted base	1009	494	515	121	161	192	171	151	212	272	293	212	232	88	46	119	89	93	78	53	95	127	129	92
Agree	568 56%	248 50%	319 62%	74 61%	96 59%	96 50%	82 48%	99 65%	122 58%	167 61%	152 52%	112 53%	136 59%	48 55%	28 61%	56 47%	52 59%	57 61%	42 54%	40 75%	55 58%	65 51%	72 55%	53 57%
Disagree	367 36%	220 45%	146 28%	42 34%	55 34%	80 42%	76 45%	45 29%	69 33%	89 33%	109 37%	91 43%	78 34%	31 35%	14 32%	52 44%	32 36%	33 35%	31 39%	13 25%	32 34%	45 35%	48 37%	36 39%
Don't know	74 7%	26 5%	49 9%	6 5%	11 7%	16 8%	13 8%	8 5%	21 10%	16 6%	31 11%	9 4%	18 8%	8 10%	3 7%	10 9%	5 6%	3 4%	5 7%	* 1%	7 8%	18 14%	10 8%	3 3%

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Table 5

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

- I have noticed an increase in coverage of non-football sports since the London 2012 Olympic Games

Base: All respondents

	Gender			Age							Class				Region									
	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
Unweighted base	1009	501	508	108	157	182	179	169	214	347	206	164	292	86	42	124	82	94	71	56	90	139	134	91
Weighted base	1009	494	515	121	161	192	171	151	212	272	293	212	232	88	46	119	89	93	78	53	95	127	129	92
Agree	355 35%	184 37%	171 33%	47 38%	60 37%	67 35%	63 37%	49 32%	70 33%	103 38%	83 28%	80 38%	90 39%	26 30%	14 30%	43 36%	32 36%	30 33%	20 26%	27 51%	34 36%	51 40%	45 35%	33 36%
Disagree	535 53%	274 55%	261 51%	68 56%	89 55%	106 55%	90 52%	81 54%	101 48%	145 53%	162 55%	116 55%	113 49%	50 57%	27 59%	67 57%	42 47%	51 55%	48 61%	24 45%	47 49%	57 45%	74 57%	48 52%
Don't know	119 12%	36 7%	83 16%	7 5%	13 8%	18 10%	19 11%	21 14%	41 19%	25 9%	47 16%	17 8%	30 13%	11 13%	5 11%	8 7%	15 16%	12 13%	10 13%	3 5%	14 15%	20 15%	10 8%	11 12%

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