



# BBC Olympics Legacy Survey

## METHODOLOGY NOTE

ComRes interviewed 3,218 UK adults by telephone between the 5<sup>th</sup> and 21<sup>st</sup> July 2013. Data were weighted to be representative of all adults aged 18+ in the UK. ComRes is a member of the British Polling Council and abides by its rules.

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## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 1

**Q1. Thinking about the London 2012 Olympic Games, what impact, if any, have they had on how active you are personally? Would you say you are as a result more or less active, or have the Games had no impact on your level of activity?**

**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	North-ern Ireland
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
I am more active as a result	350 11%	185 12%	165 10%	92 24%	55 11%	89 14%	47 9%	39 8%	29 4%	105 12%	112 12%	64 9%	69 9%	16 6%	20 14%	39 11%	30 11%	20 7%	25 10%	19 12%	37 13%	52 13%	50 12%	30 10%	12 13%
I am less active as a result	33 1%	16 1%	17 1%	6 2%	7 1%	7 1%	4 1%	4 1%	4 1%	7 1%	4 *	10 2%	11 1%	3 1%	* *	4 1%	3 1%	7 2%	2 1%	1 *	1 *	7 2%	4 1%	- -	1 1%
The Olympic Games had no impact on my level of activity	2830 88%	1375 87%	1454 89%	288 75%	452 88%	513 84%	496 91%	439 91%	642 95%	755 87%	815 87%	602 89%	658 89%	252 93%	121 86%	323 88%	242 88%	259 90%	216 89%	145 88%	255 87%	335 85%	347 87%	255 90%	80 85%
Don't know	5 *	1 *	4 *	- -	- -	3 *	- -	1 *	1 *	2 *	2 *	- -	1 *	1 *	- -	- -	1 *	3 1%	- -	- -	- -	- -	- -	- -	1 1%

## Olympic Legacy

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Absolutes/col percents

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**Q1. Thinking about the London 2012 Olympic Games, what impact, if any, have they had on how active you are personally? Would you say you are as a result more or less active, or have the Games had no impact on your level of activity?**

**Base: All respondents**

	BBC Region															
	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
Unweighted base	3218	257	110	100	353	100	252	100	196	107	127	100	114	100	168	154
Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
I am more active as a result	350 11%	33 13%	14 12%	9 10%	49 14%	21 19%	21 8%	12 13%	16 8%	10 10%	13 11%	4 5%	14 11%	10 12%	13 7%	19 13%
I am less active as a result	33 1%	2 1%	-	1 1%	6 2%	-	1 *	1 1%	3 1%	* *	2 1%	* 1%	1 1%	1 1%	3 2%	1 1%
The Olympic Games had no impact on my level of activity	2830 88%	217 86%	108 88%	85 90%	302 85%	92 81%	252 92%	80 85%	187 91%	85 89%	110 88%	74 95%	106 88%	75 87%	166 90%	125 86%
Don't know	5 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	2 1%	1 *

**Olympic Legacy**  
**CATI Fieldwork : 5th - 21st July 2013**

Absolutes/col percents

Table 2

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-Summary****Base: All respondents**

	<u>Q2. Summary</u>		
	<u>Sports facilities in your local area</u>	<u>The local economy in your area</u>	<u>Public services in your local area</u>
Unweighted base	3218	3218	3218
Weighted base	3218	3218	3218
Positive	1041 32%	722 22%	663 21%
Negative	69 2%	99 3%	86 3%
No impact	1789 56%	2141 67%	2219 69%
Don't know	319 10%	256 8%	250 8%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 3

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-Sports facilities in your local area**

**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	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
Positive	1041	487	553	163	189	206	148	134	201	297	290	225	228	71	47	106	76	95	78	53	88	147	140	102	37
	32%	31%	34%	42%	37%	34%	27%	28%	30%	34%	31%	33%	31%	26%	33%	29%	28%	33%	32%	32%	30%	37%	35%	36%	39%
Negative	69	41	29	3	4	5	14	26	17	19	20	14	17	6	4	6	11	5	9	4	3	9	5	5	3
	2%	3%	2%	1%	1%	1%	3%	5%	3%	2%	2%	2%	2%	2%	3%	2%	4%	2%	4%	2%	1%	2%	1%	2%	3%
No impact	1789	914	876	194	285	358	339	265	348	482	534	382	391	177	77	217	169	153	134	93	163	200	217	145	44
	56%	58%	53%	50%	55%	59%	62%	55%	51%	56%	57%	56%	53%	65%	55%	59%	61%	53%	55%	56%	56%	51%	54%	51%	47%
Don't know	319	135	183	26	37	42	46	57	110	71	90	54	104	18	13	39	19	35	22	16	39	37	40	33	10
	10%	9%	11%	7%	7%	7%	8%	12%	16%	8%	10%	8%	14%	6%	9%	11%	7%	12%	9%	9%	13%	9%	10%	11%	11%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 3

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**-Sports facilities in your local area**

**Base: All respondents**

	BBC Region															
	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
Unweighted base	3218	257	110	100	353	100	252	100	196	107	127	100	114	100	168	154
Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
Positive	1041 32%	80 32%	47 38%	28 30%	128 36%	44 39%	76 28%	37 39%	57 27%	33 34%	41 32%	31 40%	43 36%	37 43%	71 39%	34 23%
Negative	69 2%	2 1%	7 5%	4 4%	8 2%	2 2%	3 1%	3 3%	4 2%	2 2%	2 2%	* *	1 *	2 2%	5 3%	11 7%
No impact	1789 56%	143 56%	57 47%	53 56%	194 55%	65 58%	164 60%	44 47%	135 65%	51 53%	70 56%	34 43%	67 56%	36 42%	91 49%	93 64%
Don't know	319 10%	28 11%	11 9%	9 10%	26 7%	2 1%	30 11%	10 11%	11 5%	10 10%	13 10%	13 16%	10 8%	11 13%	18 10%	7 5%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 4

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-The local economy in your area**

**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	North-ern Ire-land
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
Positive	722 22%	367 23%	355 22%	133 35%	130 25%	164 27%	103 19%	77 16%	114 17%	181 21%	234 25%	154 23%	152 21%	44 16%	37 26%	61 17%	45 16%	72 25%	50 21%	35 21%	59 20%	129 33%	96 24%	66 23%	27 28%
Negative	99 3%	48 3%	52 3%	4 1%	10 2%	13 2%	19 3%	23 5%	30 4%	17 2%	32 3%	24 3%	27 4%	9 3%	6 5%	12 3%	11 4%	5 2%	8 3%	4 3%	3 1%	18 5%	12 3%	8 3%	3 3%
No impact	2141 67%	1066 68%	1074 65%	222 58%	343 67%	391 64%	391 71%	337 70%	456 68%	611 70%	597 64%	457 68%	475 64%	204 75%	85 60%	265 72%	200 73%	196 68%	159 65%	111 67%	205 70%	219 56%	259 65%	186 65%	51 55%
Don't know	256 8%	96 6%	160 10%	26 7%	32 6%	44 7%	34 6%	45 9%	75 11%	59 7%	70 8%	41 6%	85 12%	14 5%	12 9%	29 8%	20 7%	17 6%	26 11%	15 9%	26 9%	26 7%	33 8%	25 9%	13 13%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 4

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-The local economy in your area**

**Base: All respondents**

	BBC Region															
	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
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Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
Positive	722 22%	54 22%	28 23%	18 19%	122 34%	35 31%	35 13%	27 28%	39 19%	16 17%	32 25%	15 19%	28 23%	22 26%	53 29%	25 17%
Negative	99 3%	4 2%	3 2%	5 5%	15 4%	4 4%	9 3%	3 3%	8 4%	3 3%	5 4%	4 5%	- -	1 1%	5 3%	6 4%
No impact	2141 67%	172 68%	82 67%	63 67%	199 56%	66 58%	214 78%	51 55%	150 73%	67 70%	83 66%	54 68%	83 69%	55 64%	119 64%	106 73%
Don't know	256 8%	23 9%	9 8%	8 9%	20 6%	8 7%	15 6%	13 13%	8 4%	9 10%	6 5%	6 8%	10 8%	8 9%	7 4%	8 6%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 5

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-Public services in your local area**

**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	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
Positive	663 21%	303 19%	361 22%	108 28%	123 24%	125 20%	97 18%	91 19%	119 18%	147 17%	206 22%	151 22%	160 22%	39 14%	31 22%	58 16%	44 16%	63 22%	50 20%	34 20%	56 19%	124 32%	78 19%	65 23%	22 24%
Negative	86 3%	50 3%	36 2%	7 2%	14 3%	15 2%	8 1%	22 5%	19 3%	16 2%	31 3%	9 1%	29 4%	8 3%	2 2%	6 2%	10 4%	8 3%	4 2%	9 5%	7 3%	12 3%	8 2%	8 3%	3 4%
No impact	2219 69%	1125 71%	1094 67%	246 64%	347 67%	435 71%	404 74%	330 68%	457 68%	644 74%	629 67%	471 70%	475 64%	210 77%	92 65%	269 73%	203 74%	190 66%	167 69%	111 67%	208 71%	236 60%	281 70%	195 68%	57 61%
Don't know	250 8%	99 6%	151 9%	25 6%	31 6%	37 6%	37 7%	40 8%	80 12%	62 7%	67 7%	45 7%	76 10%	15 5%	16 11%	34 9%	19 7%	28 10%	22 9%	13 8%	21 7%	21 5%	34 8%	17 6%	11 12%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 5

**Q2. What impact, if any, do you think that the Olympic Games have had on each of the following in your local area? Have they had a positive or a negative impact, or have the Games had no impact at all?**

**-Public services in your local area**

**Base: All respondents**

	BBC Region															
	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
Unweighted base	3218	257	110	100	353	100	252	100	196	107	127	100	114	100	168	154
Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
Positive	663 21%	60 24%	30 25%	19 21%	104 29%	26 23%	35 13%	22 24%	36 17%	16 17%	25 20%	15 19%	23 19%	21 24%	46 25%	19 13%
Negative	86 3%	6 3%	4 3%	2 2%	9 3%	1 1%	5 2%	3 4%	3 2%	* *	4 3%	2 3%	8 6%	2 3%	4 2%	7 4%
No impact	2219 69%	172 68%	80 66%	67 71%	226 64%	73 65%	210 77%	57 61%	159 77%	70 74%	90 72%	53 67%	82 68%	58 67%	114 62%	109 75%
Don't know	250 8%	15 6%	8 6%	6 6%	16 4%	12 11%	24 9%	11 12%	8 4%	8 9%	8 6%	9 11%	8 6%	5 6%	20 11%	10 7%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 6

**Q3. In your view, were the Olympic Games worth the investment of public money, or not?**

**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	North-ern Ireland
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
Yes	2232	1078	1155	268	348	446	361	326	484	646	666	451	470	170	91	265	181	207	157	107	207	281	291	209	67
	69%	68%	70%	69%	68%	73%	66%	67%	72%	74%	71%	67%	64%	63%	64%	72%	66%	71%	65%	65%	71%	72%	72%	73%	71%
No	826	420	406	99	133	137	160	128	168	182	224	191	228	79	45	83	85	68	71	52	70	91	94	70	19
	26%	27%	25%	26%	26%	22%	29%	27%	25%	21%	24%	28%	31%	29%	32%	23%	31%	23%	29%	32%	24%	23%	23%	25%	20%
Don't know	160	79	80	19	34	28	26	29	23	41	43	34	42	22	6	19	10	15	15	6	15	21	17	6	8
	5%	5%	5%	5%	7%	5%	5%	6%	3%	5%	5%	5%	6%	8%	4%	5%	3%	5%	6%	4%	5%	5%	4%	2%	9%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

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**Base: All respondents**

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	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
Unweighted base	3218	257	110	100	353	100	252	100	196	107	127	100	114	100	168	154
Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
Yes	2232 69%	182 72%	77 64%	65 69%	254 72%	73 65%	196 71%	67 71%	136 66%	71 74%	98 78%	57 72%	81 67%	64 75%	132 72%	92 63%
No	826 26%	64 25%	37 30%	27 28%	81 23%	36 32%	67 24%	19 20%	54 26%	21 22%	25 20%	22 28%	37 31%	19 22%	47 25%	49 34%
Don't know	160 5%	7 3%	8 6%	3 3%	21 6%	4 4%	11 4%	8 9%	17 8%	4 4%	2 2%	-	2 2%	3 3%	6 3%	4 3%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 7

**Q4. Would you want the Olympic Games to come to Britain again in your lifetime, or not?**

**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	North-ern Ireland
Unweighted base	3218	1481	1737	314	495	524	633	539	713	1089	685	509	935	264	124	339	299	266	216	156	296	388	431	339	100
Weighted base	3218	1577	1641	386	515	611	547	483	676	869	933	676	740	271	141	367	276	289	243	166	293	393	401	285	94
Yes	2372	1147	1225	317	409	497	398	318	433	663	683	504	522	197	108	274	193	221	171	114	208	308	301	214	62
	74%	73%	75%	82%	79%	81%	73%	66%	64%	76%	73%	75%	71%	73%	76%	75%	70%	77%	71%	69%	71%	78%	75%	75%	67%
No	731	378	353	66	90	98	122	142	214	177	218	146	190	58	24	83	74	62	62	47	72	78	89	61	21
	23%	24%	22%	17%	18%	16%	22%	29%	32%	20%	23%	22%	26%	21%	17%	23%	27%	21%	25%	29%	25%	20%	22%	21%	22%
Don't know	115	52	63	3	16	16	28	23	29	29	32	26	28	16	9	10	9	5	10	4	12	6	11	10	10
	4%	3%	4%	1%	3%	3%	5%	5%	4%	3%	3%	4%	4%	6%	7%	3%	3%	2%	4%	3%	4%	2%	3%	4%	11%

## Olympic Legacy

### CATI Fieldwork : 5th - 21st July 2013

Absolutes/col percents

Table 7

**Q4. Would you want the Olympic Games to come to Britain again in your lifetime, or not?**

**Base: All respondents**

	BBC Region															
	Total	East	East Midlands	East Yorkshire & Lincolnshire	London	North East & Cumbria	North West	Northern Ireland	Scotland	South	South East	South West	Wales	West	West Midlands	Yorkshire
Unweighted base	3218	257	110	100	353	100	252	100	196	107	127	100	114	100	168	154
Weighted base	3218	253	122	95	356	113	274	94	206	95	125	79	120	86	184	145
Yes	2372 74%	189 75%	93 76%	73 77%	281 79%	89 79%	200 73%	62 67%	147 71%	72 75%	100 80%	56 71%	86 72%	66 76%	140 76%	97 67%
No	731 23%	55 22%	27 22%	16 17%	70 20%	20 18%	69 25%	21 22%	47 23%	20 21%	25 20%	18 23%	30 25%	18 21%	39 21%	45 31%
Don't know	115 4%	8 3%	2 2%	6 6%	5 1%	3 3%	6 2%	10 11%	12 6%	4 4%	- -	4 6%	4 3%	2 3%	5 3%	3 2%