

Cuts Index Survey

ONLINE Fieldwork : 22nd - 24th July 2011

Absolutes/col percents

Table1

Q1. Do you agree or disagree with each of the following statements about the London 2012 Olympics?

Base: All respondents

	Gender			Age						Social Class				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	2027	958	1069	203	340	424	362	317	381	635	547	306	539	531	535	517	270	174
Weighted base	2027	993	1034	243	324	385	345	304	426	547	588	426	466	515	535	509	292	176
<u>I am excited about the London 2012 Olympics</u>																		
Agree	705 35%	348 35%	357 35%	118 48%	145 45%	130 34%	128 37%	91 30%	94 22%	211 39%	210 36%	143 34%	141 30%	213 41%	180 34%	162 32%	107 37%	43 24%
Disagree	1134 56%	558 56%	576 56%	99 41%	146 45%	228 59%	180 52%	194 64%	287 67%	289 53%	335 57%	238 56%	272 58%	253 49%	305 57%	299 59%	161 55%	117 66%
Don't know	188 9%	87 9%	101 10%	27 11%	34 10%	28 7%	36 10%	19 6%	44 10%	47 9%	43 7%	44 10%	53 11%	49 10%	50 9%	48 9%	25 8%	16 9%
<u>The London 2012 Olympics will benefit the lives of people in my area</u>																		
Agree	266 13%	153 15%	112 11%	52 21%	57 18%	47 12%	39 11%	26 8%	45 11%	81 15%	78 13%	56 13%	51 11%	113 22%	75 14%	45 9%	28 10%	4 3%
Disagree	1444 71%	705 71%	739 72%	141 58%	209 64%	277 72%	256 74%	230 76%	331 78%	397 72%	412 70%	300 71%	335 72%	309 60%	372 70%	394 77%	212 73%	157 89%
Don't know	317 16%	135 14%	182 18%	51 21%	58 18%	61 16%	50 15%	48 16%	50 12%	69 13%	98 17%	69 16%	80 17%	93 18%	88 17%	70 14%	52 18%	14 8%
<u>I feel that the Olympics will only benefit London and people living in London</u>																		
Agree	1228 61%	615 62%	613 59%	122 50%	207 64%	238 62%	194 56%	196 65%	272 64%	331 60%	366 62%	263 62%	268 57%	232 45%	323 60%	375 74%	170 58%	128 73%
Disagree	506 25%	253 26%	252 24%	78 32%	74 23%	90 23%	99 29%	74 24%	91 21%	137 25%	143 24%	98 23%	128 27%	186 36%	135 25%	78 15%	76 26%	30 17%
Don't know	293 14%	125 13%	169 16%	43 18%	43 13%	58 15%	52 15%	34 11%	64 15%	80 15%	79 13%	64 15%	70 15%	97 19%	77 14%	56 11%	46 16%	18 10%
<u>The ticketing system for the London 2012 Olympics was fair</u>																		
Agree	263 13%	140 14%	123 12%	56 23%	59 18%	58 15%	38 11%	21 7%	32 7%	70 13%	95 16%	63 15%	36 8%	77 15%	70 13%	62 12%	40 14%	15 9%
Disagree	1215 60%	604 61%	611 59%	119 49%	177 55%	230 60%	216 63%	200 66%	272 64%	347 63%	319 54%	244 57%	305 65%	303 59%	337 63%	314 62%	151 52%	110 63%
Don't know	549 27%	249 25%	300 29%	68 28%	87 27%	97 25%	90 26%	84 28%	122 29%	131 24%	174 30%	119 28%	125 27%	135 26%	129 24%	134 26%	101 35%	51 29%

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	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
Weighted base	2027	993	1034	243	324	385	345	304	426	547	588	426	466	515	535	509	292	176
The ticketing system has made me feel more negative about the London 2012 Olympics																		
Agree	887	483	404	90	128	154	171	142	203	272	243	186	186	219	262	215	110	81
	44%	49%	39%	37%	39%	40%	50%	47%	48%	50%	41%	44%	40%	43%	49%	42%	37%	46%
Disagree	683	331	353	93	123	135	101	98	134	178	210	146	149	176	159	186	109	53
	34%	33%	34%	38%	38%	35%	29%	32%	31%	33%	36%	34%	32%	34%	30%	37%	37%	30%
Don't know	456	180	277	61	74	96	73	65	89	97	134	94	131	119	114	108	73	42
	23%	18%	27%	25%	23%	25%	21%	21%	21%	18%	23%	22%	28%	23%	21%	21%	25%	24%
The London 2012 Olympics is not worth the public money spent on it																		
Agree	965	497	468	100	135	194	160	152	224	280	274	204	207	229	250	264	122	100
	48%	50%	45%	41%	42%	50%	46%	50%	53%	51%	47%	48%	44%	45%	47%	52%	42%	57%
Disagree	643	330	313	88	117	110	115	95	118	175	192	125	151	191	158	147	105	42
	32%	33%	30%	36%	36%	28%	33%	31%	28%	32%	33%	29%	32%	37%	30%	29%	36%	24%
Don't know	419	167	252	55	72	82	69	57	84	92	122	97	108	95	127	98	65	34
	21%	17%	24%	22%	22%	21%	20%	19%	20%	17%	21%	23%	23%	18%	24%	19%	22%	19%
I would be disappointed if the British Olympic Team didn't perform better than they did in Beijing																		
Agree	1054	535	519	115	171	189	175	160	243	297	292	233	231	260	285	289	143	78
	52%	54%	50%	47%	53%	49%	51%	53%	57%	54%	50%	55%	50%	50%	53%	57%	49%	44%
Disagree	503	262	242	70	88	102	85	72	86	131	146	104	122	125	145	116	71	47
	25%	26%	23%	29%	27%	26%	25%	24%	20%	24%	25%	24%	26%	24%	27%	23%	24%	26%
Don't know	470	197	273	58	65	94	84	73	96	119	149	89	113	131	105	104	79	51
	23%	20%	26%	24%	20%	24%	24%	24%	23%	22%	25%	21%	24%	25%	20%	20%	27%	29%
I think that British expectations will negatively affect athletes in the British Olympic Team																		
Agree	466	262	204	63	97	77	63	66	99	133	125	99	109	121	129	116	49	52
	23%	26%	20%	26%	30%	20%	18%	22%	23%	24%	21%	23%	23%	23%	24%	23%	17%	29%
Disagree	844	419	426	97	135	158	169	129	155	222	245	191	186	201	221	216	133	73
	42%	42%	41%	40%	42%	41%	49%	42%	37%	41%	42%	45%	40%	39%	41%	42%	45%	42%
Don't know	717	313	404	83	92	149	113	109	171	192	218	135	172	193	185	177	110	51
	35%	31%	39%	34%	28%	39%	33%	36%	40%	35%	37%	32%	37%	37%	35%	35%	38%	29%

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	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2027	174	96	237	184	200	109	172	241	290	161	163
Weighted base	2027	176	92	238	179	188	107	190	255	260	185	158
<u>I am excited about the London 2012 Olympics</u>												
Agree	705 35%	43 24%	25 28%	83 35%	54 30%	71 38%	39 37%	59 31%	113 44%	100 38%	68 37%	50 32%
Disagree	1134 56%	117 66%	57 63%	131 55%	110 61%	98 52%	62 58%	120 63%	116 46%	137 53%	99 54%	86 55%
Don't know	188 9%	16 9%	9 9%	24 10%	15 8%	18 10%	6 6%	11 6%	26 10%	23 9%	18 10%	21 13%
<u>The London 2012 Olympics will benefit the lives of people in my area</u>												
Agree	266 13%	4 3%	5 5%	23 10%	17 10%	22 12%	5 5%	40 21%	71 28%	43 16%	23 13%	13 8%
Disagree	1444 71%	157 89%	75 81%	186 78%	134 75%	135 72%	89 83%	123 65%	134 53%	175 67%	124 67%	114 72%
Don't know	317 16%	14 8%	12 13%	29 12%	28 16%	31 16%	14 13%	27 14%	50 20%	43 16%	38 21%	31 20%
<u>I feel that the Olympics will only benefit London and people living in London</u>												
Agree	1228 61%	128 73%	66 72%	181 76%	127 71%	112 60%	79 73%	94 50%	86 34%	146 56%	92 50%	117 74%
Disagree	506 25%	30 17%	19 21%	34 14%	24 14%	52 28%	16 15%	59 31%	115 45%	71 27%	61 33%	25 16%
Don't know	293 14%	18 10%	6 7%	22 9%	27 15%	23 12%	13 12%	37 20%	54 21%	43 17%	32 17%	16 10%
<u>The ticketing system for the London 2012 Olympics was fair</u>												
Agree	263 13%	15 9%	12 13%	31 13%	19 11%	30 16%	17 16%	19 10%	39 15%	38 15%	23 12%	21 13%
Disagree	1215 60%	110 63%	53 58%	142 60%	118 66%	113 60%	56 52%	125 66%	151 59%	152 58%	95 52%	99 63%
Don't know	549 27%	51 29%	26 29%	65 27%	42 23%	45 24%	34 32%	46 24%	65 25%	70 27%	67 36%	38 24%

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Weighted base	2027	176	92	238	179	188	107	190	255	260	185	158
<u>The ticketing system has made me feel more negative about the London 2012 Olympics</u>												
Agree	887 44%	81 46%	37 40%	97 41%	81 45%	87 46%	39 36%	101 53%	102 40%	118 45%	71 38%	74 47%
Disagree	683 34%	53 30%	36 39%	82 34%	69 38%	57 31%	42 39%	57 30%	83 33%	93 36%	67 36%	44 28%
Don't know	456 23%	42 24%	19 21%	59 25%	30 17%	43 23%	27 25%	32 17%	70 28%	49 19%	47 25%	39 25%
<u>The London 2012 Olympics is not worth the public money spent on it</u>												
Agree	965 48%	100 57%	50 54%	115 48%	100 56%	86 46%	53 49%	102 54%	124 49%	105 40%	69 37%	62 39%
Disagree	643 32%	42 24%	26 28%	74 31%	47 26%	61 33%	35 33%	46 24%	90 35%	101 39%	70 38%	51 33%
Don't know	419 21%	34 19%	16 17%	49 21%	32 18%	40 21%	19 18%	42 22%	41 16%	54 21%	46 25%	45 28%
<u>I would be disappointed if the British Olympic Team didn't perform better than they did in Beijing</u>												
Agree	1054 52%	78 44%	40 44%	145 61%	104 58%	102 54%	51 48%	97 51%	112 44%	148 57%	92 50%	85 54%
Disagree	503 25%	47 26%	31 34%	50 21%	35 20%	52 28%	21 20%	53 28%	68 26%	57 22%	50 27%	41 26%
Don't know	470 23%	51 29%	20 22%	43 18%	40 22%	34 18%	35 33%	40 21%	76 30%	55 21%	43 24%	31 20%
<u>I think that British expectations will negatively affect athletes in the British Olympic Team</u>												
Agree	466 23%	52 29%	20 21%	58 24%	39 22%	43 23%	26 24%	54 28%	71 28%	50 19%	23 12%	32 20%
Disagree	844 42%	73 42%	47 51%	94 39%	75 42%	81 43%	41 38%	75 39%	91 36%	110 42%	92 50%	65 42%
Don't know	717 35%	51 29%	25 27%	87 36%	65 37%	63 34%	40 38%	61 32%	93 36%	101 39%	70 38%	60 38%