

ITV Weekly Cuts Index Survey

ONLINE Fieldwork : 17th-19th August 2012

Absolutes/col percents

Table 1

Q.3 Thinking about how much of the London 2012 Olympic Games coverage that you watched on TV, are you planning to watch more, less or about the same amount of the London 2012 Paralympic Games on TV?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	314	840
More	200 10%	94 9%	106 10%	40 16%	55 17%	42 11%	23 7%	19 6%	22 5%	65 12%	52 9%	46 11%	38 8%	36 12%	104 12%
About the same	929 45%	418 41%	511 49%	104 42%	127 39%	169 43%	161 46%	158 51%	210 48%	214 38%	268 45%	221 51%	226 48%	135 43%	361 43%
Less	758 37%	421 42%	336 32%	86 35%	116 35%	134 34%	140 40%	109 35%	172 40%	242 44%	231 39%	126 29%	158 33%	115 37%	312 37%
Don't know	173 8%	76 8%	97 9%	17 7%	31 10%	46 12%	26 7%	23 7%	30 7%	36 6%	46 8%	40 9%	52 11%	27 9%	62 7%

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Q.3 Thinking about how much of the London 2012 Olympic Games coverage that you watched on TV, are you planning to watch more, less or about the same amount of the London 2012 Paralympic Games on TV?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2060	1787	171	94	260	168	206	153	102	175	234	299	198	1064	713	351	996	182	116	111	376	211
Weighted base	2060	1772	179	93	242	182	191	160	109	193	259	264	188	1154	906	247	906	165	109	106	352	174
More	200 10%	184 10%	11 6%	4 5%	24 10%	13 7%	25 13%	9 6%	6 6%	17 9%	41 16%	36 14%	13 7%	141 12%	110 12%	31 13%	60 7%	10 6%	11 10%	12 11%	10 3%	15 9%
About the same	929 45%	787 44%	82 46%	42 45%	100 41%	93 51%	87 46%	72 45%	60 55%	82 42%	102 39%	128 48%	82 43%	496 43%	386 43%	111 45%	432 48%	87 53%	52 48%	49 47%	163 46%	80 46%
Less	758 37%	652 37%	71 40%	35 37%	96 40%	62 34%	59 31%	67 42%	35 32%	63 33%	103 40%	85 32%	82 44%	428 37%	339 37%	88 36%	330 36%	53 32%	37 33%	33 31%	156 44%	52 30%
Don't know	173 8%	150 8%	15 9%	12 13%	22 9%	14 8%	19 10%	12 8%	8 8%	31 16%	14 5%	15 6%	12 6%	89 8%	72 8%	17 7%	85 9%	14 9%	9 8%	11 11%	22 6%	27 16%

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Table 2
Q.4 Do you agree or disagree with each of the following statements?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2060	921	1139	209	337	376	377	330	431	727	516	318	499	287	777
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	314	840
<u>I am excited about the London 2012 Paralympic Games</u>															
Agree	893 43%	396 39%	498 47%	120 49%	155 47%	183 47%	156 45%	126 41%	153 35%	242 44%	260 44%	194 45%	197 41%	160 51%	382 46%
Disagree	776 38%	433 43%	343 33%	84 34%	99 30%	133 34%	132 38%	133 43%	195 45%	218 39%	221 37%	143 33%	194 41%	103 33%	318 38%
Don't know	390 19%	181 18%	209 20%	44 18%	75 23%	75 19%	62 18%	50 16%	85 20%	96 17%	116 19%	95 22%	84 18%	51 16%	140 17%
<u>The London 2012 Paralympic Games will increase awareness of disabled people excelling in sports</u>															
Agree	1729 84%	830 82%	899 86%	200 81%	270 82%	318 81%	303 86%	262 85%	375 87%	478 86%	506 85%	353 82%	391 83%	268 85%	692 82%
Disagree	154 7%	83 8%	70 7%	28 11%	26 8%	33 8%	19 5%	21 7%	27 6%	42 8%	44 7%	28 7%	39 8%	23 7%	72 9%
Don't know	177 9%	96 10%	81 8%	19 8%	34 10%	40 10%	28 8%	26 8%	31 7%	36 6%	47 8%	51 12%	44 9%	23 7%	76 9%
<u>I think the status of the London 2012 Paralympic Games would be improved if it was held at the same time as the Olympics events</u>															
Agree	970 47%	403 40%	567 54%	135 55%	195 59%	213 54%	179 51%	114 37%	134 31%	255 46%	278 47%	207 48%	231 49%	168 54%	418 50%
Disagree	689 33%	404 40%	285 27%	73 29%	79 24%	103 26%	112 32%	117 38%	206 48%	199 36%	221 37%	134 31%	136 29%	96 31%	267 32%
Don't know	400 19%	202 20%	198 19%	39 16%	55 17%	75 19%	59 17%	78 25%	93 21%	103 19%	99 17%	92 21%	107 22%	49 16%	155 18%

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Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2060	1010	1050	247	330	391	350	309	433	556	597	433	474	314	840
<u>I am proud of the British sports men and women who are competing in the London 2012 Paralympic Games</u>															
Agree	1700 83%	809 80%	891 85%	196 79%	271 82%	310 79%	297 85%	255 82%	372 86%	465 84%	492 82%	358 83%	385 81%	267 85%	676 80%
Disagree	146 7%	87 9%	59 6%	25 10%	18 5%	32 8%	16 5%	27 9%	29 7%	42 8%	52 9%	29 7%	24 5%	23 7%	70 8%
Don't know	214 10%	113 11%	101 10%	26 11%	41 13%	50 13%	37 11%	27 9%	32 7%	49 9%	54 9%	45 10%	66 14%	23 7%	94 11%
<u>I plan to watch at least some of the Paralympic Games on TV</u>															
Agree	1436 70%	702 70%	734 70%	169 68%	234 71%	266 68%	246 70%	210 68%	311 72%	400 72%	439 74%	295 68%	301 64%	226 72%	583 69%
Disagree	388 19%	206 20%	182 17%	58 23%	49 15%	82 21%	59 17%	69 22%	72 17%	99 18%	110 18%	81 19%	98 21%	59 19%	174 21%
Don't know	236 11%	102 10%	135 13%	21 8%	47 14%	44 11%	46 13%	30 10%	49 11%	57 10%	49 8%	56 13%	75 16%	28 9%	82 10%
<u>The London 2012 Paralympic Games are worth the cost to the public purse</u>															
Agree	1272 62%	615 61%	658 63%	134 54%	207 63%	232 59%	228 65%	188 61%	284 66%	362 65%	378 63%	249 58%	284 60%	212 68%	518 62%
Disagree	360 17%	189 19%	170 16%	58 23%	59 18%	67 17%	54 16%	56 18%	65 15%	93 17%	97 16%	87 20%	82 17%	50 16%	158 19%
Don't know	428 21%	205 20%	223 21%	55 22%	64 19%	92 24%	68 19%	66 21%	83 19%	101 18%	123 21%	96 22%	108 23%	52 16%	164 20%

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	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2060	1787	171	94	260	168	206	153	102	175	234	299	198	1064	713	351	996	182	116	111	376	211
Weighted base	2060	1772	179	93	242	182	191	160	109	193	259	264	188	1154	906	247	906	165	109	106	352	174
<u>I am excited about the London 2012 Paralympic Games</u>																						
Agree	893 43%	777 44%	67 37%	32 35%	110 46%	79 44%	81 43%	65 41%	50 45%	85 44%	127 49%	118 45%	79 42%	542 47%	430 47%	112 45%	351 39%	62 37%	57 52%	45 42%	116 33%	72 41%
Disagree	776 38%	659 37%	75 42%	41 44%	90 37%	74 41%	66 34%	66 42%	43 39%	82 43%	68 26%	95 36%	77 41%	421 36%	337 37%	84 34%	355 39%	62 38%	35 32%	40 38%	162 46%	56 32%
Don't know	390 19%	336 19%	37 21%	20 22%	41 17%	28 16%	44 23%	28 18%	17 15%	26 14%	64 25%	52 20%	32 17%	190 17%	140 15%	51 21%	200 22%	41 25%	17 16%	21 20%	74 21%	46 27%
<u>The London 2012 Paralympic Games will increase awareness of disabled people excelling in sports</u>																						
Agree	1729 84%	1489 84%	151 85%	80 86%	201 83%	151 83%	166 87%	131 82%	89 81%	153 79%	218 84%	230 87%	159 84%	960 83%	750 83%	209 85%	769 85%	132 80%	96 88%	90 85%	310 88%	141 81%
Disagree	154 7%	139 8%	12 7%	5 6%	22 9%	15 8%	7 4%	14 9%	3 3%	21 11%	24 9%	16 6%	14 7%	96 8%	80 9%	16 6%	58 6%	14 9%	4 4%	6 5%	21 6%	13 7%
Don't know	177 9%	144 8%	16 9%	8 8%	19 8%	16 9%	18 9%	14 9%	17 16%	19 10%	17 7%	18 7%	15 8%	98 9%	76 8%	23 9%	79 9%	18 11%	9 8%	10 9%	21 6%	20 12%
<u>I think the status of the London 2012 Paralympic Games would be improved if it was held at the same time as the Olympics events</u>																						
Agree	970 47%	844 48%	78 44%	47 50%	123 51%	91 50%	98 51%	77 48%	47 43%	79 41%	126 48%	123 47%	79 42%	586 51%	462 51%	124 50%	384 42%	83 50%	53 49%	41 39%	107 30%	99 57%
Disagree	689 33%	592 33%	58 32%	33 35%	78 32%	53 29%	58 30%	51 32%	40 36%	67 35%	83 32%	95 36%	75 40%	363 31%	291 32%	72 29%	327 36%	47 29%	32 30%	35 33%	174 49%	38 22%
Don't know	400 19%	335 19%	43 24%	13 14%	41 17%	38 21%	35 18%	32 20%	22 20%	46 24%	51 20%	46 17%	34 18%	205 18%	153 17%	51 21%	196 22%	35 21%	24 22%	29 28%	72 20%	37 21%

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Weighted base	2060	1772	179	93	242	182	191	160	109	193	259	264	188	1154	906	247	906	165	109	106	352	174
<u>I am proud of the British sports men and women who are competing in the London 2012 Paralympic Games</u>																						
Agree	1700 83%	1476 83%	138 77%	86 92%	199 82%	145 80%	167 87%	132 82%	86 79%	153 79%	204 79%	232 88%	158 84%	943 82%	741 82%	202 82%	757 84%	131 79%	93 85%	92 87%	305 87%	137 78%
Disagree	146 7%	123 7%	13 7%	3 3%	25 10%	17 10%	6 3%	16 10%	10 9%	17 9%	19 7%	10 4%	12 6%	93 8%	79 9%	15 6%	53 6%	11 6%	6 5%	3 2%	26 7%	9 5%
Don't know	214 10%	173 10%	28 16%	5 5%	18 7%	20 11%	18 10%	12 8%	13 12%	23 12%	36 14%	23 9%	18 10%	117 10%	86 10%	31 13%	97 11%	24 14%	11 10%	11 10%	22 6%	29 17%
<u>I plan to watch at least some of the Paralympic Games on TV</u>																						
Agree	1436 70%	1249 71%	118 66%	60 64%	171 71%	126 69%	142 75%	108 68%	69 63%	125 65%	192 74%	193 73%	132 70%	810 70%	643 71%	167 67%	626 69%	107 65%	81 74%	75 71%	257 73%	106 61%
Disagree	388 19%	328 19%	34 19%	22 24%	48 20%	35 19%	29 15%	34 21%	26 23%	46 24%	36 14%	44 17%	34 18%	233 20%	188 21%	45 18%	155 17%	25 15%	20 19%	15 14%	59 17%	35 20%
Don't know	236 11%	194 11%	27 15%	11 12%	23 9%	22 12%	19 10%	18 11%	15 14%	22 11%	31 12%	27 10%	21 11%	111 10%	75 8%	36 14%	125 14%	33 20%	8 7%	16 15%	35 10%	33 19%
<u>The London 2012 Paralympic Games are worth the cost to the public purse</u>																						
Agree	1272 62%	1107 62%	96 54%	56 60%	171 71%	116 64%	136 71%	89 56%	69 63%	118 61%	148 57%	167 63%	106 56%	730 63%	582 64%	149 60%	542 60%	92 56%	56 52%	71 67%	228 65%	95 54%
Disagree	360 17%	313 18%	30 17%	20 21%	39 16%	30 17%	26 14%	42 26%	18 16%	37 19%	45 17%	42 16%	32 17%	208 18%	165 18%	42 17%	152 17%	30 18%	14 13%	11 10%	59 17%	38 22%
Don't know	428 21%	352 20%	53 30%	17 18%	32 13%	36 20%	28 15%	29 18%	23 21%	39 20%	66 25%	55 21%	51 27%	216 19%	159 18%	56 23%	212 23%	43 26%	39 36%	24 23%	65 18%	42 24%