

ITV Cuts Index Survey

ONLINE Fieldwork : 27th-29th July 2012

Absolutes/col percents

Table 1

Q1. Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector		Interview Period		Q3. I watched the London 2012 Olympics Opening Ceremony	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	Before 9pm Friday 27th	9pm Friday 27th onwards	Agree	Dis- agree
Unweighted base	2010	895	1115	199	344	379	364	315	409	684	524	315	487	290	773	745	1265	1236	452
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
<u>The way the Government is going about cutting public spending is fair</u>																			
Agree	626 31%	369 37%	257 25%	67 28%	94 29%	89 23%	90 26%	85 28%	202 48%	200 37%	159 27%	143 34%	125 27%	67 22%	267 33%	189 26%	437 34%	438 35%	116 26%
Disagree	1075 53%	485 49%	590 58%	122 51%	166 52%	229 60%	193 56%	183 61%	182 43%	264 49%	331 57%	215 51%	265 57%	210 68%	400 49%	418 58%	657 51%	636 51%	270 61%
Don't know	309 15%	131 13%	178 17%	53 22%	61 19%	64 17%	59 17%	34 11%	38 9%	78 14%	93 16%	65 15%	72 16%	32 10%	150 18%	110 15%	199 15%	171 14%	58 13%
<u>The Government is cutting public spending too much and too quickly</u>																			
Agree	1124 56%	505 51%	619 60%	144 60%	191 59%	232 61%	197 58%	169 56%	192 45%	268 49%	330 57%	241 57%	285 62%	214 69%	436 53%	423 59%	701 54%	700 56%	264 60%
Disagree	597 30%	374 38%	224 22%	51 21%	70 22%	92 24%	95 28%	94 31%	194 46%	208 38%	158 27%	126 30%	106 23%	66 21%	243 30%	193 27%	404 31%	389 31%	123 28%
Don't know	289 14%	107 11%	182 18%	46 19%	61 19%	58 15%	49 14%	38 13%	36 9%	67 12%	96 16%	55 13%	71 15%	29 9%	138 17%	101 14%	188 15%	155 12%	56 13%
<u>Things in this country are generally heading in the right direction</u>																			
Agree	563 28%	324 33%	240 23%	75 31%	85 27%	84 22%	78 23%	79 26%	162 38%	180 33%	148 25%	129 31%	106 23%	68 22%	237 29%	179 25%	384 30%	388 31%	102 23%
Disagree	1092 54%	515 52%	578 56%	113 47%	174 54%	234 61%	189 55%	179 59%	204 48%	273 50%	319 55%	229 54%	271 59%	188 61%	438 54%	430 60%	663 51%	638 51%	280 63%
Don't know	355 18%	147 15%	208 20%	54 22%	63 19%	65 17%	74 22%	44 14%	56 13%	90 17%	116 20%	63 15%	85 18%	53 17%	141 17%	108 15%	246 19%	220 18%	62 14%

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

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	Gender			Age						Social Grade				Employment Sector		Interview Period		Q3. I watched the London 2012 Olympics Opening Ceremony	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	Before 9pm Friday 27th	9pm Friday 27th onwards	Agree	Disagree
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
<u>The UK is on course for another wave of recession</u>																			
Agree	1322 66%	618 63%	704 69%	143 59%	201 62%	281 74%	234 68%	216 72%	248 59%	342 63%	401 69%	280 66%	299 65%	233 75%	529 65%	502 70%	821 63%	818 66%	307 69%
Disagree	273 14%	186 19%	87 9%	39 16%	43 13%	39 10%	45 13%	32 10%	75 18%	92 17%	54 9%	66 16%	61 13%	26 9%	129 16%	87 12%	186 14%	184 15%	45 10%
Don't know	414 21%	181 18%	234 23%	59 25%	78 24%	62 16%	62 18%	54 18%	99 23%	108 20%	128 22%	76 18%	102 22%	50 16%	159 20%	128 18%	286 22%	244 20%	91 21%

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	Region													Which of the following best describes your current working status?								
	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	2010	1746	159	98	260	168	176	150	105	180	255	290	169	1063	684	379	947	170	99	109	349	220
Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>The way the Government is going about cutting public spending is fair</u>																						
Agree	626	557	33	15	60	55	52	65	37	81	83	83	64	334	260	74	292	19	25	36	164	48
	31%	32%	19%	17%	25%	31%	28%	42%	34%	43%	33%	32%	35%	30%	29%	31%	33%	13%	25%	31%	48%	27%
Disagree	1075	905	114	63	146	93	101	73	56	73	137	126	92	610	480	130	465	98	54	71	145	97
	53%	52%	65%	70%	62%	53%	55%	47%	53%	39%	54%	49%	50%	54%	54%	54%	53%	65%	54%	60%	43%	55%
Don't know	309	267	28	12	30	30	33	18	13	34	34	49	27	182	145	37	127	35	20	10	30	32
	15%	15%	16%	14%	13%	17%	18%	12%	13%	18%	13%	19%	15%	16%	16%	15%	14%	23%	20%	9%	9%	18%
<u>The Government is cutting public spending too much and too quickly</u>																						
Agree	1124	943	118	65	154	91	103	79	63	74	152	133	92	650	506	144	473	93	56	72	147	106
	56%	55%	68%	71%	65%	51%	56%	50%	59%	39%	60%	52%	50%	58%	57%	60%	54%	61%	56%	62%	43%	60%
Disagree	597	527	36	16	55	56	52	60	33	80	65	81	63	308	249	59	289	26	24	29	169	41
	30%	30%	21%	17%	23%	32%	28%	38%	31%	43%	26%	31%	34%	27%	28%	24%	33%	17%	24%	25%	50%	23%
Don't know	289	259	20	10	27	30	30	18	10	34	36	44	29	167	129	38	122	33	20	16	24	30
	14%	15%	11%	11%	12%	17%	16%	11%	10%	18%	14%	17%	16%	15%	15%	16%	14%	22%	20%	13%	7%	17%
<u>Things in this country are generally heading in the right direction</u>																						
Agree	563	491	35	18	48	55	46	56	38	56	82	86	44	305	234	71	258	31	24	33	128	41
	28%	28%	20%	19%	20%	31%	25%	36%	36%	30%	32%	33%	24%	27%	26%	29%	29%	21%	24%	29%	38%	23%
Disagree	1092	921	114	59	140	96	105	75	57	100	115	129	102	626	499	127	466	87	47	71	160	102
	54%	53%	65%	65%	59%	54%	57%	48%	54%	53%	46%	50%	56%	56%	56%	53%	53%	57%	47%	61%	47%	58%
Don't know	355	317	26	15	48	26	35	25	11	32	56	43	37	195	151	44	160	33	29	13	52	34
	18%	18%	15%	16%	21%	15%	19%	16%	10%	17%	22%	17%	20%	17%	17%	18%	18%	22%	29%	11%	15%	19%

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Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>The UK is on course for another wave of recession</u>																						
Agree	1322	1139	120	67	182	114	130	101	63	107	152	160	124	761	600	161	561	95	63	78	205	119
	66%	66%	69%	74%	77%	64%	70%	65%	59%	57%	60%	62%	67%	68%	68%	67%	63%	63%	63%	67%	61%	67%
Disagree	273	228	17	12	20	19	17	22	28	36	41	32	29	155	126	29	118	20	14	12	58	14
	14%	13%	10%	13%	9%	11%	9%	14%	26%	19%	16%	13%	16%	14%	14%	12%	13%	13%	14%	10%	17%	8%
Don't know	414	362	37	12	34	44	39	33	15	45	60	65	31	209	158	51	205	36	23	27	76	44
	21%	21%	21%	13%	14%	25%	21%	21%	15%	24%	24%	25%	17%	19%	18%	21%	23%	24%	23%	23%	22%	25%

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Table 2

Q2. Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		Interview Period		Q3. I watched the London 2012 Olympics Opening Ceremony		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	Before 9pm Friday 27th	9pm Friday 27th onwards	Agree	Dis- agree
Unweighted base	2010	895	1115	199	344	379	364	315	409	684	524	315	487	290	773	745	1265	1236	452
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
<u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u>																			
Agree	1447	650	798	152	260	309	267	220	240	366	421	305	355	254	603	534	913	912	323
	72%	66%	78%	63%	81%	81%	78%	73%	57%	67%	72%	72%	77%	82%	74%	74%	71%	73%	73%
Disagree	414	264	150	48	38	49	51	64	165	140	107	88	78	38	140	130	284	260	96
	21%	27%	15%	20%	12%	13%	15%	21%	39%	26%	18%	21%	17%	12%	17%	18%	22%	21%	22%
Don't know	149	72	77	41	24	25	23	18	17	36	54	29	29	17	74	53	96	73	24
	7%	7%	7%	17%	7%	7%	7%	6%	4%	7%	9%	7%	6%	6%	9%	7%	7%	6%	6%
<u>I have more money to spend on non-essential items now than I did last year</u>																			
Agree	346	209	137	59	72	49	39	48	79	108	108	79	51	35	182	116	231	234	62
	17%	21%	13%	24%	22%	13%	12%	16%	19%	20%	19%	19%	11%	11%	22%	16%	18%	19%	14%
Disagree	1533	706	827	145	227	307	284	241	329	398	435	317	383	259	571	550	983	949	358
	76%	72%	81%	60%	71%	80%	83%	80%	78%	73%	75%	75%	83%	84%	70%	77%	76%	76%	81%
Don't know	131	71	60	38	22	26	18	13	14	37	40	26	28	15	63	51	79	62	24
	7%	7%	6%	16%	7%	7%	5%	4%	3%	7%	7%	6%	6%	5%	8%	7%	6%	5%	5%
<u>My personal financial situation is generally heading in the right direction</u>																			
Agree	694	402	291	90	111	108	90	100	195	237	187	143	128	102	301	229	464	466	129
	35%	41%	28%	37%	34%	28%	26%	33%	46%	44%	32%	34%	28%	33%	37%	32%	36%	37%	29%
Disagree	1093	488	606	108	163	242	210	173	196	249	322	240	282	173	419	406	687	658	283
	54%	49%	59%	45%	51%	63%	62%	57%	47%	46%	55%	57%	61%	56%	51%	57%	53%	53%	64%
Don't know	223	95	128	44	47	32	41	29	30	57	74	39	52	34	97	82	141	121	32
	11%	10%	12%	18%	15%	8%	12%	9%	7%	11%	13%	9%	11%	11%	12%	11%	11%	10%	7%

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Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
<u>I am confident that the company I work for will be more successful financially in the next year, than last year</u>																			
Agree	458 23%	258 26%	200 20%	77 32%	119 37%	97 25%	68 20%	55 18%	41 10%	147 27%	138 24%	99 23%	73 16%	93 30%	292 36%	177 25%	281 22%	305 25%	82 19%
Disagree	550 27%	262 27%	288 28%	68 28%	94 29%	136 36%	114 33%	77 25%	61 14%	158 29%	157 27%	119 28%	116 25%	120 39%	261 32%	201 28%	348 27%	332 27%	152 34%
Don't know	1002 50%	465 47%	537 52%	95 40%	109 34%	149 39%	160 47%	170 56%	320 76%	238 44%	288 49%	204 48%	273 59%	96 31%	264 32%	339 47%	663 51%	608 49%	209 47%
<u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u>																			
Agree	630 31%	307 31%	322 31%	98 40%	124 39%	170 44%	114 33%	68 23%	56 13%	197 36%	190 33%	133 32%	110 24%	147 48%	307 38%	244 34%	386 30%	411 33%	127 29%
Disagree	454 23%	246 25%	208 20%	57 24%	94 29%	88 23%	89 26%	63 21%	63 15%	130 24%	142 24%	100 24%	82 18%	94 31%	268 33%	159 22%	295 23%	282 23%	111 25%
Don't know	927 46%	432 44%	495 48%	86 36%	103 32%	124 33%	139 41%	171 57%	303 72%	215 40%	251 43%	189 45%	271 59%	67 22%	241 30%	314 44%	612 47%	552 44%	206 46%

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Unweighted base	2010	1746	159	98	260	168	176	150	105	180	255	290	169	1063	684	379	947	170	99	109	349	220
Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u>																						
Agree	1447 72%	1247 72%	132 76%	67 74%	174 74%	128 72%	130 70%	113 72%	68 64%	137 73%	184 73%	180 70%	133 73%	856 76%	676 76%	180 75%	591 67%	115 76%	68 68%	86 73%	180 53%	143 81%
Disagree	414 21%	353 20%	31 18%	15 16%	46 20%	43 25%	47 25%	33 21%	30 28%	41 22%	43 17%	54 21%	30 17%	178 16%	138 16%	40 17%	236 27%	16 11%	26 26%	27 23%	148 44%	19 11%
Don't know	149 7%	130 7%	11 6%	9 10%	15 6%	6 3%	9 5%	11 7%	8 7%	11 6%	26 10%	24 9%	20 11%	92 8%	71 8%	21 9%	57 6%	21 14%	6 6%	5 4%	10 3%	16 9%
<u>I have more money to spend on non-essential items now than I did last year</u>																						
Agree	346 17%	304 18%	20 12%	20 21%	35 15%	37 21%	36 19%	26 17%	22 21%	27 15%	41 16%	51 20%	30 16%	217 19%	172 19%	45 19%	129 15%	11 7%	16 16%	13 11%	76 23%	13 7%
Disagree	1533 76%	1308 76%	147 84%	65 71%	185 78%	132 75%	139 75%	118 75%	79 74%	149 79%	191 76%	185 72%	143 78%	830 74%	645 73%	184 76%	703 79%	125 83%	76 77%	101 86%	247 73%	154 87%
Don't know	131 7%	117 7%	8 4%	7 7%	16 7%	8 4%	11 6%	12 8%	6 6%	12 7%	20 8%	21 8%	11 6%	79 7%	67 8%	11 5%	52 6%	16 10%	8 8%	3 3%	16 5%	10 6%
<u>My personal financial situation is generally heading in the right direction</u>																						
Agree	694 35%	585 34%	62 36%	33 36%	66 28%	59 33%	64 34%	55 35%	46 44%	68 36%	83 33%	99 38%	58 31%	403 36%	328 37%	75 31%	291 33%	25 16%	27 27%	38 32%	162 48%	38 22%
Disagree	1093 54%	950 55%	93 53%	48 53%	139 59%	105 59%	101 54%	92 59%	51 48%	103 55%	132 52%	124 48%	106 58%	592 53%	460 52%	132 55%	501 57%	112 74%	60 61%	66 56%	154 46%	109 61%
Don't know	223 11%	194 11%	19 11%	10 11%	31 13%	14 8%	21 11%	10 6%	9 9%	17 9%	38 15%	34 13%	20 11%	130 12%	96 11%	34 14%	92 10%	15 10%	12 12%	13 11%	22 7%	30 17%

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Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>I am confident that the company I work for will be more successful financially in the next year, than last year</u>																						
Agree	458 23%	390 23%	40 23%	21 23%	43 18%	47 26%	36 19%	39 25%	28 26%	51 27%	69 27%	48 18%	36 20%	385 34%	322 36%	63 26%	73 8%	10 7%	14 14%	2 1%	29 9%	18 10%
Disagree	550 27%	473 27%	48 28%	23 25%	62 26%	49 28%	54 29%	35 22%	29 27%	53 28%	77 30%	74 29%	46 25%	381 34%	304 34%	78 32%	169 19%	48 32%	22 22%	15 13%	43 13%	40 23%
Don't know	1002 50%	866 50%	87 50%	47 52%	132 56%	81 46%	96 51%	82 53%	49 46%	85 45%	107 42%	136 53%	101 55%	359 32%	259 29%	100 42%	643 73%	93 62%	63 64%	100 86%	267 79%	119 67%
<u>I expect that there will be more redundancies made at my workplace in the next year, than last year</u>																						
Agree	630 31%	548 32%	52 30%	24 27%	84 36%	56 32%	65 35%	40 26%	29 27%	49 26%	116 46%	76 29%	39 21%	455 40%	365 41%	89 37%	175 20%	52 35%	29 29%	14 12%	42 12%	38 22%
Disagree	454 23%	374 22%	43 25%	19 21%	37 16%	41 23%	39 21%	37 24%	37 35%	59 31%	50 20%	55 21%	38 21%	362 32%	298 34%	64 26%	92 10%	12 8%	12 12%	11 10%	35 10%	21 12%
Don't know	927 46%	807 47%	79 45%	47 52%	115 49%	81 45%	82 44%	79 51%	40 38%	81 43%	87 34%	128 49%	107 58%	308 27%	221 25%	88 36%	618 70%	87 58%	58 59%	92 79%	263 77%	118 66%

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Table 3

Q3. Do you agree or disagree with each of the following statements?**Base: All respondents**

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Unweighted base	2010	895	1115	199	344	379	364	315	409	684	524	315	487	290	773	745	1265	1236	452
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
<u>I watched the London 2012 Olympics Opening Ceremony</u>																			
Agree	1245	609	636	160	194	224	193	155	319	366	376	241	262	206	468	252	993	1245	-
	62%	62%	62%	66%	60%	59%	57%	51%	76%	67%	64%	57%	57%	67%	57%	35%	77%	100%	-
Disagree	443	217	226	46	81	95	80	80	61	95	118	112	118	67	198	186	257	-	443
	22%	22%	22%	19%	25%	25%	24%	26%	14%	18%	20%	27%	26%	22%	24%	26%	20%	-	100%
Don't know/Not applicable	322	159	162	35	47	63	68	67	42	81	89	69	82	37	152	279	43	-	-
	16%	16%	16%	14%	15%	16%	20%	22%	10%	15%	15%	16%	18%	12%	19%	39%	3%	-	-
<u>I was impressed by the London 2012 Olympics Opening Ceremony</u>																			
Agree	1058	529	528	138	161	195	166	122	275	291	316	212	238	176	404	194	863	1032	20
	53%	54%	52%	57%	50%	51%	49%	40%	65%	54%	54%	50%	52%	57%	49%	27%	67%	83%	5%
Disagree	301	146	154	28	42	59	53	47	71	88	85	55	73	38	118	105	196	146	153
	15%	15%	15%	12%	13%	15%	15%	16%	17%	16%	15%	13%	16%	12%	15%	15%	15%	12%	34%
Don't know/Not applicable	652	310	342	75	119	128	122	132	76	164	182	155	151	95	294	418	234	67	271
	32%	31%	33%	31%	37%	33%	36%	44%	18%	30%	31%	37%	33%	31%	36%	58%	18%	5%	61%
<u>I am excited about the London 2012 Olympics</u>																			
Agree	1039	513	526	137	182	202	172	136	211	289	323	211	216	175	445	352	687	827	63
	52%	52%	51%	57%	57%	53%	50%	45%	50%	53%	55%	50%	47%	57%	55%	49%	53%	66%	14%
Disagree	736	372	364	74	98	135	118	139	173	200	196	167	174	109	281	275	461	305	344
	37%	38%	36%	31%	30%	35%	34%	46%	41%	37%	34%	40%	38%	35%	34%	38%	36%	24%	77%
Don't know/Not applicable	235	100	134	30	42	45	53	26	39	54	64	44	72	25	91	90	144	114	37
	12%	10%	13%	13%	13%	12%	15%	9%	9%	10%	11%	10%	16%	8%	11%	13%	11%	9%	8%

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Absolutes/col percents

Table 3

Q3. Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector		Interview Period		Q3. I watched the London 2012 Olympics Opening Ceremony	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	Before 9pm Friday 27th	9pm Friday 27th onwards	Agree	Disagree
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
I plan to watch at least some of the Olympics on TV																			
Agree	1509	765	744	180	232	290	269	218	322	424	455	298	332	235	624	522	988	1096	185
	75%	78%	73%	75%	72%	76%	79%	72%	76%	78%	78%	71%	72%	76%	76%	73%	76%	88%	42%
Disagree	335	152	183	36	63	60	48	56	71	80	78	92	85	55	127	128	207	96	216
	17%	15%	18%	15%	20%	16%	14%	18%	17%	15%	13%	22%	18%	18%	16%	18%	16%	8%	49%
Don't know/Not applicable	166	68	97	25	27	32	25	28	29	39	50	32	46	19	66	67	98	53	42
	8%	7%	10%	11%	8%	8%	7%	9%	7%	7%	9%	8%	10%	6%	8%	9%	8%	4%	10%
The Olympics are great for the UK in such difficult economic times																			
Agree	1178	596	583	133	194	214	209	154	276	327	345	242	265	196	481	410	769	861	151
	59%	60%	57%	55%	60%	56%	61%	51%	65%	60%	59%	57%	57%	64%	59%	57%	59%	69%	34%
Disagree	489	248	241	54	66	91	85	98	95	131	121	121	116	68	197	190	299	222	211
	24%	25%	23%	22%	21%	24%	25%	33%	23%	24%	21%	29%	25%	22%	24%	27%	23%	18%	48%
Don't know/Not applicable	342	141	201	54	62	77	48	50	51	85	117	59	81	45	139	117	225	162	81
	17%	14%	20%	22%	19%	20%	14%	16%	12%	16%	20%	14%	17%	14%	17%	16%	17%	13%	18%
Hosting the London 2012 Olympics will improve Britain's reputation abroad																			
Agree	1209	613	596	152	207	215	203	168	264	339	370	250	250	201	496	424	785	866	155
	60%	62%	58%	63%	64%	56%	59%	56%	63%	62%	63%	59%	54%	65%	61%	59%	61%	70%	35%
Disagree	399	207	193	42	48	88	67	73	81	112	99	95	94	56	166	147	252	178	194
	20%	21%	19%	17%	15%	23%	20%	24%	19%	21%	17%	22%	20%	18%	20%	21%	19%	14%	44%
Don't know/Not applicable	401	166	236	47	67	79	71	61	77	92	115	77	118	51	155	145	256	201	95
	20%	17%	23%	20%	21%	21%	21%	20%	18%	17%	20%	18%	26%	17%	19%	20%	20%	16%	21%

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Absolutes/col percents

Table 3

Q3. Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		Interview Period		Q3. I watched the London 2012 Olympics Opening Ceremony	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	Before 9pm Friday 27th	9pm Friday 27th onwards	Agree	Disagree
Weighted base	2010	985	1025	241	322	382	342	301	422	543	583	422	462	309	817	717	1293	1245	443
I am proud of the British sports men and women who are competing in the London 2012 Olympics																			
Agree	1573	765	808	175	249	290	263	239	356	436	462	321	354	244	620	547	1026	1099	253
	78%	78%	79%	72%	77%	76%	77%	79%	84%	80%	79%	76%	76%	79%	76%	76%	79%	88%	57%
Disagree	175	99	76	28	24	36	31	27	30	42	45	44	44	34	73	77	99	55	102
	9%	10%	7%	12%	7%	9%	9%	9%	7%	8%	8%	10%	9%	11%	9%	11%	8%	4%	23%
Don't know/Not applicable	262	121	141	38	49	56	48	35	36	64	75	57	65	31	124	94	168	92	88
	13%	12%	14%	16%	15%	15%	14%	12%	8%	12%	13%	14%	14%	10%	15%	13%	13%	7%	20%

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Absolutes/col percents

Table 3

Q3. Do you agree or disagree with each of the following statements?**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	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	2010	1746	159	98	260	168	176	150	105	180	255	290	169	1063	684	379	947	170	99	109	349	220
Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>I watched the London 2012 Olympics Opening Ceremony</u>																						
Agree	1245 62%	1094 63%	89 51%	57 63%	149 63%	97 55%	115 62%	90 57%	62 58%	128 68%	177 70%	176 68%	105 57%	673 60%	527 60%	147 61%	572 65%	81 53%	60 60%	75 64%	255 75%	101 57%
Disagree	443 22%	369 21%	51 29%	25 28%	53 22%	48 27%	42 23%	40 25%	24 22%	37 20%	40 16%	38 15%	46 25%	264 23%	206 23%	58 24%	179 20%	43 28%	26 26%	24 20%	46 14%	41 23%
Don't know/Not applicable	322 16%	267 15%	34 19%	9 10%	34 15%	32 18%	29 15%	27 17%	21 20%	23 12%	36 14%	45 17%	32 18%	188 17%	152 17%	36 15%	133 15%	28 19%	14 14%	18 16%	38 11%	34 19%
<u>I was impressed by the London 2012 Olympics Opening Ceremony</u>																						
Agree	1058 53%	931 54%	73 42%	45 50%	131 56%	88 49%	98 53%	74 48%	54 51%	109 58%	145 57%	156 60%	84 46%	580 51%	450 51%	129 54%	478 54%	68 45%	48 49%	69 58%	206 61%	87 49%
Disagree	301 15%	250 14%	38 22%	15 17%	33 14%	21 12%	36 19%	20 13%	12 12%	33 18%	37 15%	23 9%	32 17%	157 14%	123 14%	34 14%	144 16%	25 17%	17 18%	19 16%	58 17%	25 14%
Don't know/Not applicable	652 32%	548 32%	64 37%	30 33%	72 30%	69 39%	52 28%	62 39%	40 37%	46 25%	71 28%	79 31%	68 37%	390 35%	312 35%	78 32%	262 30%	58 39%	34 34%	30 26%	75 22%	65 37%
<u>I am excited about the London 2012 Olympics</u>																						
Agree	1039 52%	900 52%	73 42%	48 53%	140 59%	89 50%	93 50%	74 47%	66 62%	94 50%	145 57%	141 55%	77 42%	620 55%	494 56%	126 52%	419 47%	60 39%	55 55%	52 44%	170 50%	82 46%
Disagree	736 37%	623 36%	82 47%	32 36%	69 29%	74 42%	70 38%	66 43%	31 30%	73 39%	78 31%	79 31%	82 45%	391 35%	294 33%	97 40%	346 39%	67 44%	30 30%	46 39%	139 41%	64 36%
Don't know/Not applicable	235 12%	206 12%	20 11%	10 12%	28 12%	14 8%	23 13%	16 10%	9 8%	22 12%	30 12%	38 15%	24 13%	115 10%	97 11%	19 8%	119 13%	25 16%	14 14%	20 17%	29 9%	31 18%

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Absolutes/col percents

Table 3

Q3. Do you agree or disagree with each of the following statements?**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	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
<u>I plan to watch at least some of the Olympics on TV</u>																						
Agree	1509	1298	123	68	188	119	135	108	88	138	205	207	131	859	673	185	651	100	76	83	267	126
	75%	75%	71%	74%	80%	67%	73%	69%	82%	73%	81%	80%	72%	76%	76%	77%	74%	66%	76%	71%	79%	71%
Disagree	335	281	40	17	34	44	30	28	13	36	31	34	29	182	144	38	153	33	16	24	50	30
	17%	16%	23%	18%	14%	25%	16%	18%	12%	19%	12%	13%	16%	16%	16%	17%	22%	16%	20%	15%	17%	
Don't know/Not applicable	166	149	11	7	14	14	20	20	6	15	18	18	23	85	67	18	80	19	8	10	22	22
	8%	9%	6%	7%	6%	8%	11%	13%	5%	8%	7%	7%	13%	8%	8%	7%	9%	12%	8%	8%	7%	12%
<u>The Olympics are great for the UK in such difficult economic times</u>																						
Agree	1178	1015	95	57	150	98	110	81	69	108	164	152	95	677	533	145	501	82	51	74	206	88
	59%	59%	54%	62%	64%	55%	59%	52%	64%	57%	65%	59%	52%	60%	60%	60%	57%	54%	51%	63%	61%	50%
Disagree	489	420	46	20	58	44	43	47	23	54	52	51	51	264	208	56	225	38	27	28	89	42
	24%	24%	27%	22%	24%	25%	23%	30%	22%	29%	21%	20%	28%	23%	24%	23%	25%	25%	27%	24%	26%	24%
Don't know/Not applicable	342	294	33	14	28	35	33	28	15	26	36	55	37	184	144	40	158	32	22	14	44	47
	17%	17%	19%	16%	12%	20%	18%	18%	14%	14%	14%	21%	20%	16%	16%	17%	18%	21%	22%	12%	13%	27%
<u>Hosting the London 2012 Olympics will improve Britain's reputation abroad</u>																						
Agree	1209	1045	98	57	165	104	104	81	66	111	164	162	97	697	549	149	512	77	62	68	216	89
	60%	60%	56%	62%	70%	59%	56%	52%	62%	59%	65%	63%	53%	62%	62%	62%	58%	51%	62%	58%	64%	50%
Disagree	399	335	43	13	35	42	46	37	22	40	45	35	41	222	178	44	177	31	17	25	70	34
	20%	19%	24%	15%	15%	24%	25%	24%	20%	21%	18%	14%	22%	20%	20%	18%	20%	21%	17%	21%	21%	19%
Don't know/Not applicable	401	349	34	21	36	31	35	38	19	37	44	61	45	206	158	48	195	44	21	25	53	53
	20%	20%	19%	23%	15%	18%	19%	25%	18%	20%	17%	23%	25%	18%	18%	20%	22%	29%	21%	21%	16%	30%

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Absolutes/col percents

Table 3

Q3. Do you agree or disagree with each of the following statements?

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	East-ern	London	South East	South West	NET: Working	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2010	1729	174	91	236	177	186	156	107	188	253	258	183	1126	884	241	884	152	100	117	339	177
I am proud of the British sports men and women who are competing in the London 2012 Olympics																						
Agree	1573	1350	135	71	193	134	146	113	88	147	199	204	144	864	676	189	709	114	78	96	287	134
	78%	78%	77%	78%	82%	75%	79%	72%	83%	78%	79%	79%	78%	77%	76%	78%	80%	75%	79%	82%	85%	76%
Disagree	175	150	19	8	18	24	13	19	6	15	20	13	18	107	81	26	68	12	10	12	21	14
	9%	9%	11%	9%	8%	14%	7%	12%	6%	8%	8%	5%	10%	9%	9%	11%	8%	8%	10%	10%	6%	8%
Don't know/Not applicable	262	229	21	12	25	19	27	24	12	26	33	40	21	154	128	27	107	26	12	10	30	30
	13%	13%	12%	14%	11%	11%	14%	15%	12%	14%	13%	16%	12%	14%	14%	11%	12%	17%	12%	8%	9%	17%