Olympics Survey
ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 1
Q.1 To what extent do you agree or disagree with each of the following statements?
Summary
Base: All respondents

		Statements					
		I'm excited about the London 2012 Olympics	The British taxpayer has contributed too much to the costs of the London 2012 Olympics	I'm inspired to play more sport at the moment because of the London 2012 Olympics	The London 2012 Olympics will be good for the British economy	Ordinary people understand the importance of sport better than sports governing bodies (such as the IOC or the FA) understand the importance of sport	Sportsmen and sportswomen are good role models for young people in Britain
Unweighted base		2045	2045	2045	2045	2045	2045
Weighted base		2045	2045	2045	2045	2045	2045
NET: Agree		858 42%	1313 64%	312 15%	1206 59%	914 45%	1551 76%
Agree strongly	(4)	284 14%	649 32%	87 4%	364 18%	218 11%	472 23%
Tend to agree	(3)	574 28%	664 32%	225 11%	842 41%	696 34%	1079 53%
Tend to disagree	(2)	499 24%	367 18%	708 35%	378 18%	501 24%	290 14%
Disagree strongly	(1)	599 29%	92 4%	924 45%	231 11%	112 6%	75 4%
NET: Disagree		1098 54%	458 22%	1633 80%	609 30%	613 30%	365 18%
Don't know		89 4%	273 13%	100 5%	230 11%	518 25%	128 6%
Mean		2.28	3.06	1.73	2.74	2.67	3.02
Standard deviation		1.05	0.88	0.84	0.92	0.81	0.74
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

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Olympics Survey
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Table 2
Q.1 To what extent do you agree or disagree with each of the following statements?
I'm excited about the London 2012 Olympics
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		858	457	401	116	174	168	139	104	157	265	265	171	157	145	390
		42%	46%	38%	47%	53%	43%	40%	34%	37%	48%	45%	40%	33%	47%	46%
Agree strongly	(4)	284	157	128	54	55	67	51	29	29	91	92	53	49	59	130
		14%	16%	12%	22%	17%	17%	15%	9%	7%	16%	15%	12%	10%	19%	15%
Tend to agree	(3)	574	301	273	62	119	101	88	75	128	174	173	118	109	86	260
		28%	30%	26%	25%	36%	26%	25%	25%	30%	32%	29%	28%	23%	28%	31%
Tend to disagree	(2)	499	247	252	50	63	92	89	79	124	144	134	106	115	68	216
		24%	25%	24%	20%	19%	24%	26%	26%	29%	26%	23%	25%	24%	22%	26%
Disagree strongly	(1)	599	267	332	55	72	116	107	110	140	131	167	138	163	81	203
		29%	27%	32%	22%	22%	30%	31%	36%	33%	24%	28%	32%	35%	26%	24%
NET: Disagree		1098	514	584	105	136	208	196	189	264	275	301	243	279	149	419
		54%	51%	56%	43%	41%	54%	56%	62%	61%	50%	51%	57%	59%	49%	50%
Don't know		89	31	58	24	17	13	13	13	9	13	27	15	34	13	30
		4%	3%	6%	10%	5%	3%	4%	4%	2%	2%	5%	3%	7%	4%	4%
Mean		2.28	2.36	2.20	2.52	2.51	2.32	2.25	2.08	2.11	2.42	2.33	2.21	2.10	2.42	2.39
Standard deviation		1.05	1.05	1.05	1.11	1.04	1.09	1.06	1.01	0.95	1.03	1.07	1.04	1.03	1.10	1.03
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.04

Olympics Survey
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Absolutes/col percents

Table 2
Q.1 To what extent do you agree or disagree with each of the following statements?
I'm excited about the London 2012 Olympics
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
							Region						
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		858 42%	55 31%	38 42%	105 44%	65 36%	85 45%	73 46%	42 39%	90 47%	115 45%	119 45%	72 39%
Agree strongly	(4)	284 14%	16 9%	9 10%	38 16%	21 12%	28 15%	23 15%	11 10%	32 17%	53 21%	33 12%	20 11%
Tend to agree	(3)	574 28%	38 22%	29 31%	67 28%	44 24%	57 30%	49 31%	31 29%	58 30%	63 24%	86 33%	53 28%
Tend to disagree	(2)	499 24%	49 27%	23 25%	51 21%	54 30%	50 27%	43 27%	19 17%	50 26%	60 23%	47 18%	53 28%
Disagree strongly	(1)	599 29%	65 37%	29 31%	76 32%	53 30%	43 23%	37 23%	39 36%	48 25%	66 26%	86 33%	56 30%
NET: Disagree		1098 54%	114 64%	52 56%	127 53%	108 60%	93 49%	81 51%	58 54%	97 51%	126 49%	133 51%	109 58%
Don't know		89 4%	9 5%	2 2%	8 4%	8 4%	11 6%	5 3%	8 7%	5 2%	16 6%	11 4%	5 3%
Mean		2.28	2.03	2.21	2.28	2.19	2.39	2.38	2.14	2.40	2.43	2.26	2.20
Standard deviation		1.05	1.00	1.01	1.09	1.01	1.02	1.02	1.07	1.05	1.11	1.07	1.00
Standard error		0.02	0.08	0.10	0.07	0.08	0.07	0.08	0.12	0.08	0.08	0.06	0.07

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Olympics Survey
ONLINE Fieldwork : 20th-21st June 2012

Table 3
Q.1 To what extent do you agree or disagree with each of the following statements?
The British taxpayer has contributed too much to the costs of the London 2012 Olympics
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		1313	638	675	131	209	245	231	206	290	341	357	304	311	214	518
		64%	64%	65%	54%	64%	63%	67%	67%	68%	62%	60%	71%	66%	70%	62%
Agree strongly	(4)	649	337	312	57	105	122	102	115	148	161	176	158	154	104	249
		32%	34%	30%	23%	32%	31%	29%	38%	35%	29%	30%	37%	33%	34%	30%
Tend to agree	(3)	664	301	363	75	104	123	130	90	142	180	181	145	158	110	269
		32%	30%	35%	30%	32%	32%	37%	29%	33%	33%	31%	34%	34%	36%	32%
Tend to disagree	(2)	367	215	151	44	53	69	50	62	88	126	122	59	59	50	160
		18%	21%	15%	18%	16%	18%	15%	20%	20%	23%	21%	14%	13%	16%	19%
Disagree strongly	(1)	92	51	41	14	12	16	25	13	12	31	24	20	17	15	47
		4%	5%	4%	6%	4%	4%	7%	4%	3%	6%	4%	5%	4%	5%	6%
NET: Disagree		458	266	192	57	65	85	75	76	99	156	146	79	76	66	207
		22%	27%	18%	23%	20%	22%	22%	25%	23%	28%	25%	18%	16%	21%	25%
Don't know		273	98	175	57	53	58	41	26	40	55	90	47	82	27	113
		13%	10%	17%	23%	16%	15%	12%	8%	9%	10%	15%	11%	18%	9%	13%
Mean		3.06	3.02	3.09	2.92	3.10	3.06	3.00	3.09	3.10	2.95	3.01	3.15	3.16	3.08	2.99
Standard deviation		0.88	0.91	0.85	0.91	0.86	0.88	0.91	0.90	0.85	0.91	0.89	0.87	0.84	0.88	0.91
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.05	0.03

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Table 3
Q.1 To what extent do you agree or disagree with each of the following statements?
The British taxpayer has contributed too much to the costs of the London 2012 Olympics
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		1313 64%	117 66%	62 67%	146 61%	110 61%	124 66%	102 64%	70 64%	124 65%	180 70%	154 59%	123 66%
Agree strongly	(4)	649 32%	69 39%	31 33%	76 32%	42 23%	61 32%	46 29%	31 29%	55 29%	108 42%	76 29%	54 29%
Tend to agree	(3)	664 32%	47 27%	32 34%	70 29%	68 38%	63 34%	56 35%	39 36%	69 36%	73 28%	79 30%	69 37%
Tend to disagree	(2)	367 18%	23 13%	19 20%	43 18%	40 22%	33 18%	27 17%	16 15%	41 22%	33 13%	54 21%	36 20%
Disagree strongly	(1)	92 4%	7 4%	4 4%	13 6%	10 6%	5 3%	6 3%	6 5%	7 4%	9 4%	20 8%	6 3%
NET: Disagree		458 22%	30 17%	23 25%	56 23%	50 28%	38 20%	33 21%	22 20%	48 25%	42 16%	74 28%	42 22%
Don't know		273 13%	30 17%	7 8%	37 16%	20 11%	27 14%	24 15%	17 16%	19 10%	35 13%	34 13%	22 12%
Mean		3.06	3.22	3.04	3.03	2.89	3.11	3.06	3.04	3.00	3.25	2.92	3.04
Standard deviation		0.88	0.88	0.88	0.92	0.87	0.83	0.84	0.88	0.85	0.86	0.96	0.83
Standard error		0.02	0.07	0.09	0.06	0.07	0.06	0.07	0.11	0.06	0.06	0.06	0.06

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Olympics Survey
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Absolutes/col percents

Table 4
Q.1 To what extent do you agree or disagree with each of the following statements?
I'm inspired to play more sport at the moment because of the London 2012 Olympics
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		312	172	141	67	83	77	43	23	18	95	95	65	57	62	172
		15%	17%	13%	27%	25%	20%	12%	7%	4%	17%	16%	15%	12%	20%	21%
Agree strongly	(4)	87	50	38	21	22	31	12	-	2	27	32	14	14	21	51
		4%	5%	4%	9%	7%	8%	3%	-	*	5%	5%	3%	3%	7%	6%
Tend to agree	(3)	225	122	103	46	61	47	32	23	17	69	62	51	43	42	121
		11%	12%	10%	19%	19%	12%	9%	7%	4%	12%	10%	12%	9%	14%	14%
Tend to disagree	(2)	708	381	327	78	115	127	133	110	146	211	216	142	139	103	321
		35%	38%	31%	32%	35%	33%	38%	36%	34%	38%	36%	33%	30%	34%	38%
Disagree strongly	(1)	924	404	520	75	109	168	158	166	248	228	254	200	243	130	301
		45%	40%	50%	30%	33%	43%	45%	54%	58%	41%	43%	46%	52%	42%	36%
NET: Disagree		1633	785	847	153	224	295	290	276	394	439	469	342	382	234	623
		80%	78%	81%	62%	68%	76%	83%	90%	92%	79%	79%	80%	81%	76%	74%
Don't know		100	45	55	26	20	16	14	8	17	18	29	22	31	11	44
		5%	4%	5%	10%	6%	4%	4%	2%	4%	3%	5%	5%	7%	4%	5%
Mean		1.73	1.81	1.65	2.06	1.99	1.84	1.69	1.52	1.45	1.80	1.78	1.70	1.61	1.84	1.90
Standard deviation		0.84	0.85	0.81	0.97	0.92	0.94	0.78	0.63	0.59	0.85	0.86	0.82	0.79	0.91	0.88
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.03

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Absolutes/col percents

Table 4
Q.1 To what extent do you agree or disagree with each of the following statements?
I'm inspired to play more sport at the moment because of the London 2012 Olympics
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
								Region					
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		312 15%	32 18%	13 14%	44 18%	23 13%	26 14%	28 18%	13 12%	22 11%	54 21%	37 14%	18 10%
Agree strongly	(4)	87 4%	10 6%	6 7%	11 5%	10 5%	6 3%	7 4%	2 2%	5 3%	19 7%	9 3%	1 1%
Tend to agree	(3)	225 11%	22 12%	7 7%	33 14%	14 8%	20 10%	21 13%	11 10%	17 9%	36 14%	28 11%	17 9%
Tend to disagree	(2)	708 35%	40 23%	32 35%	81 34%	64 36%	74 39%	49 31%	39 36%	77 40%	92 36%	91 35%	69 37%
Disagree strongly	(1)	924 45%	94 53%	43 47%	108 45%	84 47%	76 40%	75 47%	50 46%	82 43%	95 37%	127 48%	90 48%
NET: Disagree		1633 80%	134 76%	75 82%	189 79%	148 82%	150 79%	124 78%	89 82%	159 83%	187 73%	217 83%	159 85%
Don't know		100 5%	11 6%	4 5%	7 3%	9 5%	13 7%	7 4%	6 6%	10 5%	16 6%	8 3%	9 5%
Mean		1.73	1.69	1.72	1.77	1.70	1.75	1.74	1.66	1.70	1.91	1.69	1.60
Standard deviation		0.84	0.92	0.88	0.86	0.84	0.79	0.87	0.77	0.76	0.92	0.81	0.69
Standard error		0.02	0.07	0.09	0.06	0.07	0.06	0.07	0.09	0.06	0.07	0.05	0.05

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Olympics Survey
ONLINE Fieldwork : 20th-21st June 2012

Table 5
Q.1 To what extent do you agree or disagree with each of the following statements?
The London 2012 Olympics will be good for the British economy
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		1206	599	607	149	221	249	194	167	227	345	358	242	261	178	546
		59%	60%	58%	61%	68%	64%	56%	54%	53%	63%	60%	56%	55%	58%	65%
Agree strongly	(4)	364	203	161	59	79	87	46	42	51	93	120	78	74	63	170
		18%	20%	15%	24%	24%	22%	13%	14%	12%	17%	20%	18%	16%	21%	20%
Tend to agree	(3)	842	396	446	90	142	162	148	125	176	252	238	164	187	114	376
		41%	39%	43%	37%	43%	42%	43%	41%	41%	46%	40%	38%	40%	37%	45%
Tend to disagree	(2)	378	195	183	33	51	57	67	75	95	114	109	74	80	72	131
		18%	19%	18%	13%	16%	15%	19%	25%	22%	21%	18%	17%	17%	23%	16%
Disagree strongly	(1)	231	126	106	22	25	43	40	42	59	51	58	58	64	25	78
		11%	13%	10%	9%	8%	11%	12%	14%	14%	9%	10%	13%	14%	8%	9%
NET: Disagree		609	320	289	55	76	101	107	117	153	165	167	132	144	97	210
		30%	32%	28%	22%	23%	26%	31%	38%	36%	30%	28%	31%	31%	32%	25%
Don't know		230	83	147	42	30	39	47	23	49	41	68	56	65	32	82
		11%	8%	14%	17%	9%	10%	14%	7%	11%	7%	11%	13%	14%	11%	10%
Mean		2.74	2.74	2.74	2.91	2.93	2.84	2.66	2.59	2.58	2.76	2.80	2.70	2.67	2.78	2.84
Standard deviation		0.92	0.95	0.89	0.94	0.88	0.94	0.89	0.91	0.91	0.87	0.92	0.97	0.95	0.90	0.89
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.06	0.03

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Absolutes/col percents

Table 5
Q.1 To what extent do you agree or disagree with each of the following statements?
The London 2012 Olympics will be good for the British economy
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
												Region	
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		1206 59%	93 52%	54 58%	143 60%	119 66%	114 60%	96 60%	63 58%	134 70%	134 52%	160 61%	97 52%
Agree strongly	(4)	364 18%	35 20%	21 23%	43 18%	28 16%	32 17%	26 17%	11 10%	38 20%	53 21%	49 19%	27 14%
Tend to agree	(3)	842 41%	58 33%	33 35%	100 42%	91 50%	82 43%	69 43%	51 48%	95 50%	81 31%	111 42%	70 38%
Tend to disagree	(2)	378 18%	38 21%	17 19%	45 19%	33 18%	33 18%	30 19%	18 17%	23 12%	55 22%	40 15%	44 24%
Disagree strongly	(1)	231 11%	27 15%	9 9%	30 12%	15 8%	19 10%	13 8%	14 13%	15 8%	31 12%	36 14%	23 12%
NET: Disagree		609 30%	65 37%	26 28%	75 31%	48 27%	52 28%	44 27%	33 30%	38 20%	86 33%	75 29%	67 36%
Don't know		230 11%	19 11%	12 13%	23 9%	13 7%	23 12%	20 12%	13 12%	20 10%	37 14%	27 10%	23 12%
Mean		2.74	2.64	2.83	2.72	2.79	2.76	2.78	2.62	2.91	2.71	2.74	2.62
Standard deviation		0.92	1.01	0.95	0.93	0.83	0.89	0.86	0.88	0.84	0.99	0.96	0.92
Standard error		0.02	0.08	0.10	0.06	0.06	0.07	0.07	0.10	0.06	0.07	0.06	0.07

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Olympics Survey
ONLINE Fieldwork : 20th-21st June 2012

Table 6
Q.1 To what extent do you agree or disagree with each of the following statements?
Ordinary people understand the importance of sport better than sports governing bodies (such as the International Olympic Committee
or the Football Association) understand the importance of sport
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		914	533	381	94	146	169	156	150	199	261	247	194	212	147	392
		45%	53%	37%	38%	45%	44%	45%	49%	46%	47%	42%	45%	45%	48%	47%
Agree strongly	(4)	218	126	91	27	34	50	41	35	32	54	55	55	54	34	104
		11%	13%	9%	11%	10%	13%	12%	11%	7%	10%	9%	13%	12%	11%	12%
Tend to agree	(3)	696	407	290	67	113	120	114	115	168	208	193	139	157	113	289
		34%	41%	28%	27%	34%	31%	33%	37%	39%	38%	32%	32%	33%	37%	34%
Tend to disagree	(2)	501	248	253	56	68	94	85	73	125	169	144	89	99	66	212
		24%	25%	24%	23%	21%	24%	24%	24%	29%	31%	24%	21%	21%	22%	25%
Disagree strongly	(1)	112	47	66	18	29	23	17	15	10	22	36	19	35	23	39
		6%	5%	6%	8%	9%	6%	5%	5%	2%	4%	6%	4%	7%	8%	5%
NET: Disagree		613	295	318	75	96	117	102	88	135	192	180	107	135	89	251
		30%	29%	31%	30%	29%	30%	29%	29%	31%	35%	30%	25%	29%	29%	30%
Don't know		518	174	343	77	85	102	90	70	95	99	166	128	124	71	195
		25%	17%	33%	31%	26%	26%	26%	23%	22%	18%	28%	30%	26%	23%	23%
Mean		2.67	2.74	2.58	2.60	2.62	2.68	2.70	2.71	2.66	2.65	2.62	2.76	2.67	2.67	2.71
Standard deviation		0.81	0.78	0.83	0.88	0.87	0.85	0.82	0.79	0.69	0.75	0.81	0.82	0.86	0.84	0.81
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.03

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Table 6
Q.1 To what extent do you agree or disagree with each of the following statements?
Ordinary people understand the importance of sport better than sports governing bodies (such as the International Olympic Committee
or the Football Association) understand the importance of sport
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
												Region	
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		914	80	51	116	82	81	69	50	86	120	102	78
		45%	45%	55%	48%	45%	43%	43%	46%	45%	47%	39%	42%
Agree strongly	(4)	218	17	10	30	14	22	14	11	23	29	28	19
		11%	10%	11%	13%	8%	12%	9%	10%	12%	11%	11%	10%
Tend to agree	(3)	696	63	41	86	67	59	55	39	63	92	73	58
		34%	36%	45%	36%	37%	31%	35%	36%	33%	36%	28%	31%
Tend to disagree	(2)	501	45	20	63	43	48	41	24	46	49	76	46
		24%	25%	22%	26%	24%	25%	26%	22%	24%	19%	29%	24%
Disagree strongly	(1)	112	9	5	8	14	14	5	9	6	16	14	12
		6%	5%	6%	3%	8%	7%	3%	8%	3%	6%	5%	6%
NET: Disagree		613	54	25	70	56	62	46	33	52	65	90	58
		30%	31%	28%	29%	31%	33%	29%	30%	27%	25%	34%	31%
Don't know		518	43	16	54	42	45	44	26	54	72	71	51
		25%	24%	17%	23%	23%	24%	27%	24%	28%	28%	27%	27%
Mean		2.67	2.65	2.73	2.74	2.60	2.62	2.67	2.63	2.75	2.71	2.60	2.62
Standard deviation		0.81	0.79	0.77	0.78	0.81	0.87	0.75	0.85	0.78	0.83	0.83	0.84
Standard error		0.02	0.07	0.09	0.06	0.07	0.07	0.07	0.11	0.06	0.07	0.06	0.07

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Olympics Survey
ONLINE Fieldwork : 20th-21st June 2012

Table 7
Q.1 To what extent do you agree or disagree with each of the following statements?
Sportsmen and sportswomen are good role models for young people in Britain
Base: All respondents

		Total	Gender		Age						Social Grade				Employment Sector	
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri-vate
Unweighted base		2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base		2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree		1551	730	821	179	263	306	261	222	319	432	457	317	345	230	660
		76%	73%	79%	73%	80%	79%	75%	73%	74%	78%	77%	74%	73%	75%	79%
Agree strongly	(4)	472	205	267	65	81	106	65	61	94	126	137	94	115	83	189
		23%	20%	26%	27%	25%	27%	19%	20%	22%	23%	23%	22%	24%	27%	23%
Tend to agree	(3)	1079	525	554	114	182	200	196	161	226	306	321	223	230	147	471
		53%	52%	53%	47%	56%	51%	56%	53%	53%	55%	54%	52%	49%	48%	56%
Tend to disagree	(2)	290	174	116	29	34	45	51	48	83	88	83	63	56	49	102
		14%	17%	11%	12%	10%	12%	15%	16%	19%	16%	14%	15%	12%	16%	12%
Disagree strongly	(1)	75	41	34	7	14	17	13	11	14	14	18	23	20	9	30
		4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	3%	5%	4%	3%	4%
NET: Disagree		365	215	150	36	48	63	64	58	96	102	101	86	76	58	132
		18%	21%	14%	15%	15%	16%	18%	19%	22%	18%	17%	20%	16%	19%	16%
Don't know		128	57	71	30	16	20	23	26	13	18	35	26	49	20	46
		6%	6%	7%	12%	5%	5%	7%	8%	3%	3%	6%	6%	11%	6%	6%
Mean		3.02	2.95	3.09	3.10	3.06	3.07	2.96	2.97	2.96	3.02	3.03	2.96	3.04	3.06	3.03
Standard deviation		0.74	0.76	0.73	0.75	0.74	0.77	0.72	0.74	0.75	0.71	0.72	0.79	0.77	0.76	0.72
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Olympics Survey
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Absolutes/col percents

Table 7
Q.1 To what extent do you agree or disagree with each of the following statements?
Sportsmen and sportswomen are good role models for young people in Britain
Base: All respondents

		Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
							Region						
Unweighted base		2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base		2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree		1551 76%	135 76%	69 75%	182 76%	142 79%	144 76%	114 72%	85 78%	148 77%	201 78%	194 74%	138 74%
Agree strongly	(4)	472 23%	34 19%	19 20%	61 25%	46 25%	52 27%	27 17%	27 24%	40 21%	73 28%	61 23%	33 18%
Tend to agree	(3)	1079 53%	101 57%	51 55%	121 50%	96 53%	92 49%	87 55%	58 54%	107 56%	128 50%	133 51%	105 56%
Tend to disagree	(2)	290 14%	21 12%	17 18%	40 17%	20 11%	27 14%	27 17%	13 12%	26 14%	27 11%	47 18%	24 13%
Disagree strongly	(1)	75 4%	6 3%	4 4%	7 3%	6 4%	10 5%	5 3%	2 2%	6 3%	16 6%	7 3%	6 3%
NET: Disagree		365 18%	28 16%	20 22%	47 20%	26 15%	37 19%	32 20%	15 14%	33 17%	43 17%	54 21%	29 16%
Don't know		128 6%	15 8%	3 3%	11 5%	12 7%	9 5%	12 8%	8 8%	11 6%	13 5%	14 5%	19 10%
Mean		3.02	3.00	2.94	3.03	3.08	3.03	2.93	3.09	3.01	3.06	3.00	2.99
Standard deviation		0.74	0.70	0.75	0.76	0.74	0.81	0.71	0.68	0.72	0.82	0.74	0.69
Standard error		0.02	0.06	0.08	0.05	0.06	0.06	0.06	0.08	0.05	0.06	0.04	0.05

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