

YouGov Survey Results

Sample Size: 1734 GB Adults
Fieldwork: 25th - 26th March 2012

Total	Gender		Age				Social grade		Region					Olympic Interest	
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Interested	Not Interested
1734	843	891	210	442	593	489	988	746	222	564	371	427	151	759	913
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 24-25 2011
March 25-26 2012

All things considered and with the benefit of hindsight, do you think London should or should not have bid to host the 2012 Olympic and Paralympic games?

Should	44	48	48	48	49	54	48	42	49	46	52	52	44	44	43	80	23
Should not	42	40	43	38	32	30	42	51	40	41	41	37	39	43	48	15	64
Don't know	14	12	9	14	19	15	10	7	11	13	8	10	16	13	9	5	12

How interested, if at all, are you in the London Olympics taking place in 2012?

Very interested	11	14	15	13	11	17	14	12	15	12	14	18	11	11	10	31	0
Fairly interested	29	30	28	32	36	31	29	28	30	30	38	31	28	30	21	69	0
TOTAL INTERESTED	40	44	43	45	47	48	43	40	45	42	52	49	39	41	31	100	0
Not very interested	28	24	25	23	17	22	25	27	26	22	22	21	30	23	25	0	46
Not at all interested	30	29	30	27	24	24	31	32	27	31	25	25	26	33	41	0	54
TOTAL NOT INTERESTED	58	53	55	50	41	46	56	59	53	53	47	46	56	56	66	0	100
Don't know	2	4	3	5	12	5	2	1	3	5	1	4	5	4	3	0	0

How interested, if at all, are you in the London Paralympics taking place in 2012?

Very interested	6	7	6	8	6	7	6	9	8	7	6	11	4	6	9	16	0
Fairly interested	27	27	22	32	30	27	26	27	28	27	37	28	25	27	19	56	5
TOTAL INTERESTED	33	34	28	40	36	34	32	36	36	34	43	39	29	33	28	72	5
Not very interested	31	30	33	28	31	29	32	29	31	29	25	28	37	29	32	21	40
Not at all interested	34	32	37	27	22	33	33	33	31	32	31	31	28	34	37	7	54
TOTAL NOT INTERESTED	65	62	70	55	53	62	65	62	62	61	56	59	65	63	69	28	94
Don't know	2	3	2	5	10	4	2	1	2	5	2	3	5	4	3	0	0

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1734	843	891	210	442	593	489	988	746	222	564	371	427	151	759	913
1734	845	889	128	451	693	462	1137	597	306	566	337	388	137	723	968
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games will be good for London generally'

Agree	55	56	55	56	58	61	53	52	56	55	52	58	57	53	54	85	34
Disagree	27	27	30	25	26	17	30	34	27	28	36	27	23	27	28	7	46
Don't know	18	17	15	19	16	21	16	14	17	17	12	14	20	20	18	9	20

Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games will be good for people like me'

Agree	17	20	19	20	25	24	18	16	20	19	23	26	16	14	16	40	3
Disagree	65	64	67	61	52	57	67	70	64	63	60	56	68	69	72	39	88
Don't know	17	17	15	19	23	19	15	13	16	18	17	18	16	17	12	21	9

Above are examples of the newly unveiled kit design for British competitors at the London Olympics. On a scale of 0 to 10, where 0 means very poor and 10 means very good, how would you rate the kit design?

[Respondents were shown a picture containing various examples of the new Team GB olympics kit.]

0	6	8	5	3	5	7	9	6	7	8	6	7	7	6	2	11
1	3	4	2	0	3	4	3	3	3	3	2	4	3	5	2	4
2	4	5	3	3	3	5	5	4	4	4	4	3	5	3	2	5
3	6	6	6	6	3	7	6	6	5	5	7	5	6	4	6	6
4	7	6	7	1	8	6	8	7	5	7	7	8	5	3	6	7
5	12	12	11	10	9	10	16	11	13	14	12	11	9	14	9	14
6	9	8	10	10	10	8	9	10	8	13	10	5	8	15	9	10
7	16	17	15	18	19	16	11	15	17	13	17	16	16	14	18	13
8	17	15	19	16	21	18	13	19	15	17	16	23	15	14	23	13
9	8	8	8	11	8	9	7	9	8	7	8	8	9	9	11	6
10	8	6	9	12	5	7	8	6	10	7	8	4	10	10	11	5
Don't know	5	5	4	9	7	4	3	4	5	3	4	6	7	3	1	6
AVERAGE	6	6	6	7	6	6	5	6	6	6	6	6	6	6	7	5