

## YouGov / Sunday Times Survey Results

Sample Size: 1787 GB Adults Fieldwork: 2nd - 3rd August 2012

Fieldwork: 2nd - 3rd August 2012																								
			Voti	ng inter	ntion	2	010 Vot	e	Ge	nder		Αç	ge		Social	grade			Region			Non Con	Watched the	Watching
		Total	Con	Lab	Lib	Con	Lab	Lib	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland	Voters	Opening	the
					Dem			Dem										South	Wales				Ceremony	Olympics
Weighted			435		139	563	444	398	868	919	216	456		504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted	d Sample		458	541	146	593	403	408	873	914	87	450	751	499	1193	594	275	628	342	397	145	1329	1449	1450
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																								
[Excluding Don't knows and Wouldn't votes]		00	1 400	_	•	1 70		•	00	0.4	I 00	00	00	0.5	00	00	00	00	04	00	4.4	0	I 00	0.4
Con Lab		32 44	100	0 100	0	76 8	95	8 43	33	31 47	20 57	33 41	32 48	35 37	36	26 51	26 57	39 31	31 54	32 47	14	0 64	33 44	34 43
Lab Lib Dem		10	0	0	100	1	95 2	43 37	41	11	9	14	9		39 13	6	8	14	54 7	8	42 10	15	10	43 10
Other		14	0	0	0	15	2	11	10 16	12	13	12	9 12	9 19	12	17	9	16	, 8	6 13	34	21	13	10
Other Parties Voting Intention		14	U	U	U	15	2	- ' '	10	12	13	12	12	19	12	17	9	10	0	13	34	21	13	12
UKIP		8	0	0	0	12	1	2	9	7	6	5	5	14	6	10	5	9	5	10	7	11	7	7
SNP / PCY		3	0	0	0	0	0	2	3	2	4	2	2	3	3	2	0	0	0	0	25	4	3	2
Green		2	0	0	0	0	1	6	3	2	3	4	2	1	2	2	2	4	1	2	1	3	2	2
BNP		1	0	0	0	2	0	0	2	1	0	1	1	1	1	2	2	2	0	1	0	2	1	1
Respect		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other		0	0	0	0	0	0	0	0	0	ō	0	1	1	0	1	0	1	1	0	0	1	0	0
Non Voters		-		-			•	- 1	-	-		-		• 1			-		•	-	-	-	, -	-
Would Not Vote		9	0	0	0	3	3	5	8	9	11	13	8	5	8	10	8	10	8	8	8	11	7	7
Don't know		15	0	0	0	13	9	20	11	18	18	14	14	15	15	14	20	14	15	14	10	19	15	14
		•				•					•												•	
	Aug 1-2	Viia 3-3																						
	Aug 1-2	Aug 2-3																						
Do you approve or disapprove of the																								
Government's record to date?																							-	
				4	41	49	5						24			19			25	23				
Don't know	14	13	14	4	18	15	4	12	12	15	20	17	12	8	14	12	15	15	15	9	10	13	13	13
		Aug 2-3																						
	27																							
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Don't know	3	"	1 2	3	2	1 3	_	5	-7	3	1 3	3	-7	5	3	ا د		U	7	3	3	O	1 7	-
Do you approve or disapprove of the Government's record to date?  Approve Disapprove Don't know	Aug 1-2  24 62 14  July 26- 27  4 31 35 31 29 60 6	Aug 2-3  25 62 13  Aug 2-3  4 33 37 30 28 58 5	71 15 14 15 72 87 9 2 11	4 92 4 1 8 9 36 52 88 3	41 40 18 1 55 56 35 6 41 2	49   36   15   9   57   66   22   9   31   3	5 90 4 0 14 14 14 35 48 83 2	20 68 12 2 29 31 39 27 66 3	26 62 12 5 33 38 27 31 58 4	23 62 15 4 33 37 32 25 57 6	22 58 20 7 37 44 25 23 48 9	25 57 17 3 35 38 29 24 53 8	24 64 12 4 31 35 28 32 60 4	26 66 8 4 32 36 33 28 61 3	29 57 14 5 37 42 30 23 53 5	19 69 12 3 28 31 29 34 63 6	24 61 15 5 33 38 35 19 54 8	28 56 15 4 39 43 27 23 50 6	25 61 15 4 33 37 26 33 59 4	23 68 9 5 29 34 33 29 62 3	15 75 10 2 20 22 27 43 <b>70</b> 8	10 77 13 1 21 22 36 36 36 72 6	26 61 13 5 34 39 32 25 57 4	27 60 13 5 36 41 31 25 56 4



Part	Fieldwork: 2nd - 3rd August 2012																								
Part	<u>-</u>	Voting intent					2	010 Vo	te	G	ender		Α	ge		Socia	l grade			Region			N 0	Watched the	Watching
Department   Composition   C			Total	Con	Lab		Con	Lab		Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London			North	Scotland			
Do you think Ed Milliband is doing well or badly as leader of the Labour party?  Very well 2				435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229				155		1458	1443
Doy of think Ed Millahand is doing well or hadly as leader of the Labour party?  Very well 28	Unweighte	d Sample			541		593		408	873						1193									
New   Section   Section			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fairly well 28	,									•															
TOTAL WELL Fairly badly 16 36 34 92 152 14 25 37 34 35 29 38 34 34 35 29 38 34 34 35 29 38 32 33 40 34 33 33 34 35 37     Pairly badly 17 20 36 6 9 13 8 13 25 95 50 55 55 55 55 55 55 55 55 55 55 55 55																		-						-	
Fairly badly   24   24   26   36   34   39   21   52   41   25   37   34   32   25   37   36   32   32   35   32   35   35   37   36   33   35   37   36																									
Very badly   21   20   36   6   9   31   8   13   25   15   20   20   17   24   18   21   11   15   19   20																									
TOTAL BADLY   Fig.	. , ,									-							-	-							
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?  Very well 7																									
Do you think that Nick Clegg is deling well or baddy as leader of the Liberal Democrats?    Very well   2																									
Second   Percent   Perce	Bont know	15	'-	1 10	U	U	1 '''	U	10		10	'-	10	13	'			1 13	12	12	10	13	13	12	10
Fairly Well 28 27 58 77 65 43 8 33 29 25 20 18 18 17 20 19 18 11 13 19 19 19 18 11 13 19 20 19 18 11 13 19 19 18 11 13 19 19 19 18 11 13 19 19 18 11 13 19 19 19 18 11 13 19 19 18 11 13 19 19 19 18 11 13 19 19 18 11 13 19 19 19 19 19 19 19 19 19 19 19 19 19	,																								
TOTAL WELL   18																				-				1	
Fairly badly 31 32 34 31 33 34 27 37 26 36 36 30 35 33 31 33 32 29 35 33 32 33 34 40 40 40 40 40 40 40 41 41 24 24 60 5 3 35 88 35 55 32 27 37 88 71 76 69 70 74 77 80 79 73 74 40 40 40 40 40 40 40 40 40 40 40 40 40																									
Very badly   Ver																									
TOTAL BADLY 72 73 58 91 38 67 88 69 78 69 77 68 73 78 71 76 69 70 74 77 80 79 73 74  Do you think the Conservative and Liberal  Do you think the Conservative and Liberal  Democrat coalition partners are working together well or badly?  Very well 2 1 3 1 6 2 1 2 1 2 1 1 2 1 2 1 2 1 2 1 2 1 2																									
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badily?  Very well 2																									
Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly?  Very well 2 1 3 1 6 2 1 2 1 2 1 2 1 1 2 1 2 1 2 1 2 1 1 2 2 1 1 1 2 2 1 1 1 2 2 1 1 1 2 2 1 1 1 2 2 1 1 1 2 2 1 1 1 2 2 2 1 1 1 1 2 2 1 1 1 1 2 2 1 1 1 1 2 2 1 1 1 1 2 1	The state of the s																								
Democrat coalition partners are working together well or badly?  Very well 2 1 3 1 6 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1	Don't know	9	8	8	3	2	8	4	5	5	11	6	12	9	4	7	9	9	10	7	6	9	8	7	6
Fairly well 28 27 58 7 65 43 8 33 29 25 22 31 26 27 32 21 27 31 28 24 18 17 29 29  TOTAL WELL 30 28 61 8 71 45 9 35 30 27 23 32 28 28 34 22 29 33 29 25 20 18 30 31  Fairly badly 34 36 30 39 23 34 40 37 35 38 46 32 35 38 37 36 43 37 28 40 35 30 39 36 26 27  TOTAL BADLY 64 65 35 90 28 50 88 60 67 64 70 59 66 68 61 71 63 62 63 70 74 75 64 64  Don't know 7 6 4 3 3 1 5 3 5 3 5 3 9 7 9 6 4 5 7 8 6 7 5 6 7 5 5  Do you think this coalition government is good or bad for people like you?  Very good 2 1 3 0 7 2 1 3 2 1 1 1 2 2 2 2 1 3 1 2 2 2 0 1 1 1 2 2 2 2 0 1 1 1 2 2 2 2	Democrat coalition partners are working together																								
TOTAL WELL    30   28   61   8   71   45   9   35   30   27   23   32   28   28   34   22   29   33   29   25   20   18   30   31	Very well																				1			1	
Fairly badly Very badly 30 29 5 51 5 16 48 23 32 26 24 27 31 30 24 35 20 25 35 30 39 36 26 27 TOTAL BADLY 64 65 35 90 28 50 88 60 67 64 70 59 66 68 61 71 63 62 63 70 74 75 64 64 Don't know 7 6 4 3 1 5 3 5 8 8 60 67 64 70 59 66 68 61 71 63 62 63 70 74 75 64 64 65 67 7 5 64 64 65 75 7 8 64 7 7 5 64 7 7 5 64 64 70 8 64 8 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8																									
Very badly   30   29   5   51   5   16   48   23   32   26   24   27   31   30   24   35   20   25   35   30   39   36   26   27	TOTAL WELL																								
TOTAL BADLY 64 65 35 90 28 50 88 60 67 64 70 59 66 68 61 71 63 62 63 70 74 75 64 64 64 Don't know 7 6 4 3 1 5 3 5 3 5 3 9 7 9 6 4 5 7 8 6 7 5 6 7 5 5 5 5 17 55 5 17 55 5 17 55 5 18 22 19 19 19 20 21 26 22 20 17 17 20 20 20 20 20 20 20 20 20 20 20 20 20																									
Do you think this coalition government is good or bad for people like you?  Very good 2 1 3 0 7 2 1 3 2 1 1 1 1 1 2 2 2 2 1 1 3 1 2 2 0 1 1 1 1 1 2 2 2 0 1 1 1 1 1 1 2 2 2 0 1 1 1 1	. , ,		_																						
Do you think this coalition government is good or bad for people like you?  Very good 2 1 3 0 7 2 1 3 2 1 1 1 1 2 2 2 2 1 1 3 1 2 2 2 0 1 1 2 1 2 2 2 0 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 1 1 2 2 2 2 2 1 1 2 2 2 2 2 1 1 2 2 2 2 2 1 1 2 2 2 2 2 2 1 1 2	The state of the s																								
or bad for people like you?  Very good 2 1 3 3 0 7 2 1 3 2 1 1 1 1 2 2 2 2 1 1 3 1 2 2 2 0 1 1 1 2 2 2 0 1 1 1 2 2 2 1 1 1 2 2 2 0 1 1 1 2 2 2 0 1 1 1 2 2 2 1 1 1 1	Don't know	7	6	4	3	1	5	3	5	3	9	7	9	6	4	5	7	8	6	7	5	6	7	5	5
Very good Fairly good         2         1         3         0         7         2         1         3         2         1         1         1         2         2         2         1         3         1         2         2         0         1         1         2           Fairly good         15         17         41         3         47         27         5         20         18         15         12         19         15         18         21         11         15         20         15         15         16         9         18         18           TOTAL GOOD         17         18         44         3         54         29         6         23         20         16         13         20         17         20         23         12         18         21         17         16         10         19         20           Fairly bad         27         24         29         12         28         26         28         34         22         27         28         26         28         34         22         27         28         26         28         34         22																									
Fairly good 15 17 41 3 47 27 5 20 18 15 12 19 15 18 21 11 15 20 15 15 16 9 18 18  TOTAL GOOD 17 18 44 3 54 29 6 23 20 16 13 20 17 20 23 12 18 21 17 17 16 10 19 20  Fairly bad 27 27 24 29 21 28 27 28 26 28 34 22 27 28 26 28 23 28 23 29 30 28 29 28  Very bad 31 31 7 55 5 17 55 25 33 29 25 29 35 31 27 36 28 25 35 35 35 35 39 28 29  TOTAL BAD 58 58 31 84 26 45 82 53 59 57 59 51 62 59 53 64 51 53 58 64 65 67 57 57  Does't make much difference either way 20 20 20 12 11 18 22 10 22 17 23 24 22 19 19 20 21 26 22 20 17 17 20 20 20		2	1	3	0	7	2	1	3	2	1	1	1	2	2	2	1	3	1	2	2	0	1	1	2
TOTAL GOOD 17 18 44 3 54 29 6 23 20 16 13 20 17 20 23 12 18 21 17 17 16 10 19 20  Fairly bad 27 27 24 29 21 28 27 28 26 28 34 22 27 28 26 28 23 28 23 29 30 28 29 29 29 29 29 29 29 29 29 29 29 29 29								5			15	12	19				11		20				9	18	
Very bad         31         31         7         55         5         17         55         25         25         23         29         25         29         35         31         27         36         28         25         35         35         35         39         28         29           TOTAL BAD         58         58         31         84         26         45         82         53         59         57         59         51         62         59         53         64         51         53         58         64         65         67         57         57           Does't make much difference either way         20         20         11         18         22         10         22         17         23         24         22         19         19         20         21         26         22         20         17         17         20         20			18			54											12						10		
TOTAL BAD 58 58 31 84 26 45 82 53 59 57 59 51 62 59 53 64 51 53 58 64 65 67 57 57  Does't make much difference either way 20 20 22 11 18 22 10 22 17 23 24 22 19 19 20 21 26 22 20 17 17 20 20 20	Fairly bad						28											23							
TOTAL BAD 58 58 31 84 26 45 82 53 59 57 59 51 62 59 53 64 51 53 58 64 65 67 57 57  Does't make much difference either way 20 20 22 11 18 22 10 22 17 23 24 22 19 19 20 21 26 22 20 17 17 20 20 20	Very bad	31	31	7	55	5	17	55	25	33	29	25	29	35	31	27	36	28	25	35	35	35	39	28	29
Does't make much difference either way 20 20 22 11 18 22 10 22 17 23 24 22 19 19 20 21 26 22 20 17 17 20 20 20																									
	Does't make much difference either way	20	20	22	11	18	22	10	22	17		24	22		19		21	26	22	20	17		20	20	
	•	4	4	4	1	2	4	2	2	3	4	4	7	3	2	5	3	5	4	5	3	2	4	3	3



Fieldwork: 2nd - 3rd August 2012																								vviidt ti
			Vot	ing inter	ntion	- 2	010 Vo	te	G	ender		Α	ge		Social	grade			Region			Non Con	Watched the	Watching
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Voters	Opening Ceremony	the Olympics
Weighter	d Sample	1787	435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the coalition government is managing the economy well or badly?									ī								•						•	
Very well	2	2	7	0	3	5	0	1	2	2	3	1	3	2	3	1	2	2	2	3	1	0	2	2
Fairly well TOTAL WELL	23 <b>25</b>	25 27	63 <b>70</b>	6 <b>6</b>	49 <b>52</b>	47 <b>52</b>	6 <b>6</b>	23 <b>24</b>	28 <b>30</b>	23 <b>25</b>	23 <b>26</b>	29 <b>30</b>	23 <b>26</b>	26 <b>28</b>	29 <b>32</b>	21 <b>22</b>	25 <b>27</b>	30 <b>32</b>	27 <b>29</b>	21 <b>24</b>	17 <b>18</b>	13 <b>13</b>	27 <b>29</b>	28 <b>30</b>
Fairly badly	32	33	21	35	35	28	34	39	28	2 <b>3</b> 37	34	32	29	36	32	33	32	33	2 <b>9</b> 27	39	27	36	34	34
Very badly	35	33	3	56	9	13	56	31	36	30	29	28	38	33	29	39	32	28	37	31	50	43	30	30
TOTAL BADLY	67	66	24	91	44	41	90	70	64	67	63	60	67	69	61	72	64	61	64	70	77	79	64	64
Don't know	9	7	6	3	5	7	3	5	7	8	11	9	7	3	7	6	9	8	7	6	6	7	7	6
In your opinion how good or bad is the state of Britain's economy at the moment?			I .	•	•	' 					1 .		•		' I a		·						' !	
Very good Quite good	0 3	0 3	0 8	0 1	0 3	0 6	0 2	0 1	0 3	0 3	1 6	0 4	0 3	0 2	0	0 3	1 4	0 5	0 2	0 2	0 2	0 2	0 4	0 4
TOTAL GOOD	3	3	8	1	3	6	2	1	3	3	7	4	3	2	4	3	5	<b>5</b>	2	2	2	2	4	4
Neither good nor bad	14	15	31	8	23	23	10	14	17	13	15	15	15	16	16	14	24	16	12	14	10	10	17	17
Quite bad	45	47	51	42	62	50	43	51	45	48	48	48	45	47	50	43	42	47	50	47	45	45	49	50
Very bad	35	32	10	46	13	19	44	33	32	32	24	28	36	34	27	38	26	30	34	34	38	39	29	28
TOTAL BAD	80	79	61	88	75	69	87	84	77	80	72	76	81	81	77	81	68	77	84	81	83	84	78	78
Don't know	3	3	1	2	0	1	1	1	3	3	7	4	1	1	3	2	3	2	3	3	5	3	2	2
How do you think the financial situation of your household will change over the next 12 months?																								
Get a lot better	1	1	2	1	1	2	1	0	1	1	1	2	1	0	2	0	3	1	0	1	0	0	1	1
Get a little better	9	8	14	4	17	10	4	9	8	7	14	11	7	3	10	5	8	8	8	8	5	6	8	9
TOTAL BETTER	10	9	16	5	18	12	5	9	9	8	15	13	8	3	12	5	11	9	8	9	5	6	9	10
Stay about the same	37	37	56	29	47	46	28	38	38	35	41	40	34	34	40	33	39	38	39	33	31	30	38	39
Get a little worse	33	32	21	38	25	28	38	34	30	34	31	25	30	40	32	31	27	32	29	33	38	35	32	32
Get a lot worse	16 <b>49</b>	19	25	25 <b>63</b>	7	12 <b>40</b>	26 <b>64</b>	15	18 <b>48</b>	19	6	15	25 <b>55</b>	20	12 <b>44</b>	27 <b>58</b>	19 <b>46</b>	16	19 <b>48</b>	22 <b>55</b>	20 <b>58</b>	23 <b>58</b>	17 <b>49</b>	16
TOTAL WORSE  Don't know	<b>49</b> 5	51 5	3	3	<b>32</b>	3	4	<b>49</b>	5	<b>53</b>	<b>37</b>	<b>40</b>	4	<b>60</b>	5	4	3	<b>48</b> 5	<b>46</b> 5	4	6	5 5	49	<b>48</b> 3
Do you think David Cameron should remain leader of the Conservative party at the next election, or do you think he should step down and let someone else lead the party?	3	J	1	3	3		4	3		4		O	4	2		4	3	3	J	4	Ü	3	, <del>*</del>	3
David Cameron should remain Conservative leader		39	79	22	65	61	23	38	40	39	41	43	38	37	45	32	37	44	41	38	23	27	42	43
David Cameron should step down and let someone else lead the party		37	14	53	20	24	51	37	39	34	35	32	37	40	33	41	39	32	39	36	44	44	35	34
Don't know		24	7	25	15	15	26	25	21	27	24	25	24	23	22	27	24	23	20	25	33	30	24	23



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				Voti	ng inter	ntion	2	010 Vo	te	G	ender		А	ge		Social	grade			Region				Watched the	Watching
			Total	Con	Lab	Lib	Con	Lab	Lib	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland	Non Con Voters	Opening	the
						Dem			Dem										South	Wales				Ceremony	Olympics
	Weighted			435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
	Unweighted	d Sample		458	541	146	593	403	408	873	914	87	450	751	499	1193	594	275	628	342	397	145	1329	1449	1450
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
				l			l	-			40	l		0.5		l		l	•		00		0.4	l or	0.5
	Boris Johnson		24 14	33	22 9	22 13	30	20 9	23 14	29 14	19 14	24 7	31 11	25 14	17	26 17	22 10	29	24	24	23 14	18 18	21 11	25 15	25
	William Hague David Davis		14 6	24 7	5	10	23 9	5	14 6	7	14 6	3	3	7	21 11	6	7	13 4	15 6	11 7	14 9	18 5	6	6	15 6
	George Osborne		3	2	3	6	2	5 6	2	3	2	7	3 4	1	1	3	2	5	3	2	2	0	3	3	3
	Michael Gove		2	2	2	3	3	3	2	2	3	2	2	2	4	3	2	5	3	2	1	1	2	2	2
	Somebody else		16	8	22	18	10	21	17	16	15	18	12	16	18	16	15	13	18	14	15	20	18	15	15
	Don't know		34	24	35	28	23	36	35	28	41	39	36	36	29	29	42	31	30	41	35	37	38	35	34
				•			•					•				•									
		July 12- 13	Aug 2-3																						
	the following would make a ervative leader and Prime ameron?																								
Boris Johnson																									
	Would make a better leader	23	30	30	30	20	34	31	29	35	26	32	34	32	24	32	28	39	29	26	32	25	30	31	31
	Would make a worse leader	43	33	29	39	56	26	36	44	34	32	38	30	32	34	36	28	26	36	31	33	36	34	33	34
	Neither	24	24	32	20	14	30	22	16	22	26	17	18	25	31	21	28	22	23	28	22	27	21	24	24
Don't know, or don't k	now enough about this person to say	11	13	9	10	9	10	11	11	9	16	13	17	11	11	10	16	13	12	15	13	11	14	12	11
George Osborne																									
	Would make a better leader	3	4	1	6	5	2	7	4	4	4	11	4	2	3	4	3	7	4	3	4	2	5	4	4
	Would make a worse leader	59	56	60	59	64	59	56	64	65	47	45	49	61	60	59	51	55	58	53	55	55	55	57	57
	Neither	21	22	26	22	14	24	23	15	20	25	23	21	20	24	21	24	19	19	26	24	25	21	22	22
Don't know, or don't k	now enough about this person	17	18	13	13	17	15	14	16	12	24	20	25	17	12	16	21	19	19	18	16	18	20	17	16
Michael Gove	to say			l			l			l		l				l		l						I	
Wilchael Gove	Would make a better leader	6	6	l 7	4	6	8	6	5	6	5	6	5	4	9	7	4	7	7	4	6	3	5	6	6
	Would make a worse leader	42	37	37	40	50	36	38	46	44	31	37	33	38	39	41	31	41	40	33	35	33	37	38	39
	Neither	19	21	21	24	16	22	24	14	19	22	13	17	22	26	19	22	18	18	23	22	26	21	21	20
Don't know, or don't k	now enough about this person to say	32	37	35	32	28	35	32	35	31	42	44	45	36	27	32	43	34	34	40	37	38	37	35	35
William Hague	io ouy			1						1						1	l							ı	
•	Would make a better leader	28	26	28	23	29	32	20	31	28	24	18	23	24	35	30	22	27	26	24	27	27	25	27	26
	Would make a worse leader	32	29	25	36	29	23	37	28	32	26	26	32	30	25	29	28	34	31	27	24	27	30	28	29
	Neither	27	29	36	26	31	32	28	27	28	30	23	23	32	33	28	30	23	28	32	33	27	27	29	30
Don't know, or don't k	now enough about this person	13	16	11	15	12	13	14	14	12	20	33	21	14	7	13	20	17	15	17	16	19	18	16	15



Fieldwork: 2nd - 3rd August 2012																							vviiat ti
Fieldwork. Zild - 3rd August 2012		Voti	ng inte	ntion	2	010 Vo	e	G	ender		A	ge		Socia	grade			Region			Non Com	Watched the	Watching
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Non Con Voters	Opening Ceremony	the Olympics
Weighted Sam		435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted Sam	ple 1787 %	458 %	541	146	593	403 %	408 %	873 %	914	87 %	450 %	751 %	499 %	1193	594 %	275 <b>%</b>	628 <b>%</b>	342 <b>%</b>	397 <b>%</b>	145 <b>%</b>	1329	1449 <b>%</b>	1450 <b>%</b>
David Davis	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would make a better leader	15	15	14	13	18	14	16	18	11	12	10	14	21	17	11	16	13	13	18	13	15	14	15
Would make a worse leader	24	32	24	27	29	22	23	30	18	23	24	26	22	25	22	26	28	21	21	22	21	25	25
Neither	22	21	25	24	20	29	18	22	22	14	19	24	25	21	23	21	19	26	24	22	23	22	22
Don't know, or don't know enough about this person to say	39	32	37	36	33	35	43	29	48	51	46	36	31	36	44	37	40	41	37	43	41	39	38
Tony Blair																							
Would make a better leader	20	6	38	16	7	37	25	23	17	26	20	21	16	21	19	27	16	23	22	12	24	21	20
Would make a worse leader	46	77	22	53	74	17 36	45	48	44	37	42	45	55	48	43	37	54 18	41 25	45	45	36	47 22	48
Neither  Don't know, or don't know enough about this person	23	11	31	22	12		23	21	24	21	20	25	23	22	23	25			23	28	26		22
to say	11	6	9	9	8	10	8	8	14	17	18	10	5	9	15	11	12	11	10	15	13	11	10
Would you be more or less likely to vote Conservative if Boris Johnson replaced David Cameron as Conservative leader?					•			•		1				i	·								
Much more likely	8	10	4	3	13	5	4	9	6	15	9	6	5	9	5	9	9	7	8	2	7	8	8
A little more likely TOTAL MORE LIKELY	11 19	7 17	11 <b>15</b>	12 <b>15</b>	11 <b>24</b>	11 <b>16</b>	13 <b>17</b>	13 <b>22</b>	9 <b>15</b>	13 <b>28</b>	13 <b>22</b>	10 <b>16</b>	11 <b>16</b>	13 <b>22</b>	9 <b>14</b>	18 <b>27</b>	13 <b>22</b>	8 <b>15</b>	8 <b>16</b>	10 <b>12</b>	13 <b>20</b>	12 <b>20</b>	12 <b>20</b>
A little less likely	6	10	3	9	8	5	7	6	6	7	6	5	6	6	5	7	7	7	4	2	4	6	7
Much less likely	11	11	9	14	11	10	12	12	10	11	11	9	14	12	9	9	11	13	12	7	11	11	12
TOTAL LESS LIKELY	17	21	12	23	19	15	19	18	16	18	17	14	20	18	14	16	18	20	16	9	15	17	19
No difference - I would probably not vote Conservative anyway	41	6	66	57	9	64	57	39	43	34	39	46	40	36	48	35	34	44	47	58	53	40	39
No difference - I would probably vote Conservative	14	52	1	2	37	2	3	14	15	6	13	16	18	15	13	12	17	12	15	13	2	15	15
anyway	9	4	5	4	10	4	4	7	10	14	9	8	6	8	10	10	9	10	6	8	10	8	8
Don't know	9	4	5	4	10	4	4	/	10	14	9	8	ь	8	10	10	9	10	ь	8	10	8	8
July 2  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?	<sup>2-</sup> Aug 2-3	3																					
Should 53	57	65	59	68	57	64	58	55	58	64	63	55	50	60	52	53	59	59	56	48	54	64	66
Should not 35	29	25	28	23	29	24	29	31	28	20	21	31	39	28	31	32	29	27	31	28	31	24	24
Don't know 12	14	11	12	9	14	12	13	14	14	16	16	14	11	12	17	15	12	13	13	24	15	12	10
July 2 27	<sup>6-</sup> Aug 2-3	3																					
How interested, if at all, are you in the London Olympics taking place in 2012?																							
Very interested 21	31	37	38	31	33	41	30	32	31	33	36	32	26	35	27	31	36	33	28	22	30	37	39
Fairly interested 30	32	36	27	35	35	30	32	30	34	37	31	32	31	33	31	38	32	28	30	38	31	37	38
TOTAL INTERESTED 51  Not very interested 24	63 18	<b>73</b>	<b>65</b> 16	<b>66</b> 20	<b>68</b>	<b>71</b> 13	<b>62</b> 20	<b>62</b> 18	<b>65</b> 18	<b>70</b>	<b>67</b> 16	<b>64</b> 16	<b>57</b> 22	<b>68</b>	<b>58</b> 19	<b>69</b> 19	<b>68</b> 14	<b>61</b> 17	<b>58</b> 24	<b>60</b> 17	<b>61</b> 19	<b>74</b> 16	<b>77</b> 17
Not at all interested 23		12	15	13	15	14	15	17	16	8	14	19	20	13	21	10	17	19	16	20	18	9	5
TOTAL INTERESTED 47	35	26	31	33	31	27	35	35	34	22	30	35	42	30	40	29	31	36	40	37	37	25	22
Don't know 2	2	1	4	1	1	2	2	3	1	8	3	1	1	2	2	2	1	4	2	4	2	1	1



Fieldwork: 2nd - 3rd August 2012																								
			Voti	ng inter	ntion	2	2010 Vo	te	Ge	nder		A	ge		Social	grade			Region			Non Con	Watched the	Watching
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Voters	Opening Ceremony	the Olympics
Weighted Sa	amnla	1787	435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted S		1787	458	541	146	593	403	408	873	914	87	450	751	499	1193	594	275	628	342	397	145	1329	1449	1450
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the 2012 Olympics in London this																								
year will or will not be a success?																								
	60	71	79	72	80	76	75	73	70	71	75	74	72	64	74	66	77	73	70	66	65	68	78	80
	15	11	8	11	7	8	8	10	12	9	8	13	10	10	9	13	12	10	14	9	9	12	7	7
Don't know	24	19	13	17	13	16	17	17	17	20	17	12	18	26	17	21	11	17	16	24	26	20	14	12
Harrison II and hardles annual and day you distribute																								
How well or badly organised do you think the																								
London Olympics have been so far?  very well organised		25	36	22	34	35	20	26	28	22	22	28	28	19	28	20	22	29	27	21	17	21	29	29
Fairly well organised		49	49	48	54 54	47	53	26 49	28 45	52 52	52	26 45	28 48	52	49	20 48	53	29 49	49	48	48	49	52 52	53
TOTAL WELL ORGANISED		74	85	70	88	82	73	75	73	7 <b>4</b>	74	73	76	71	77	68	75	78	76	69	46 <b>65</b>	70	81	82
Fairly badly organised		15	10	18	8	12	16	15	14	16	14	16	11	19	12	18	14	12	15	19	16	16	12	12
Very badly organised		5	2	6	2	4	5	5	6	4	2	4	7	5	4	7	7	4	4	6	5	6	3	2
TOTAL BADLY ORGANISED		20	12	24	10	16	21	20	20	20	16	20	18	24	16	25	21	16	19	25	21	22	15	14
Don't know		6	3	6	2	4	6	5	7	6	9	6	7	5	6	7	4	5	6	6	14	7	4	3
											, -					- 1								
How much, if anything, do you think the Olympics is doing to lift people's mood in difficult economic times?																								
Is doing a lot to lift people's mood		23	28	23	22	29	24	22	22	23	22	26	21	21	24	20	22	27	22	20	14	21	25	27
Is doing a fair amount to lift people's mood		46	48	43	56	44	47	49	41	50	49	45	45	45	46	45	54	45	41	45	49	45	50	50
TOTAL DOING A LOT		69	76	66	78	73	71	71	63	73	71	71	66	66	70	65	76	72	63	65	63	66	75	77
Is not doing much to lift people's mood		17	14	18	16	16	16	16	19	14	13	15	16	21	16	17	13	16	21	19	9	18	15	15
Is not doing anything to lift people's mood		8	5	10	4	5	7	8	10	7	3	8	10	8	7	10	5	6	8	11	15	9	5	4
TOTAL DOING NOTHING		25	19	28	20	21	23	24	29	21	16	23	26	29	23	27	18	22	29	30	24	27	20	19
Don't know		7	4	7	2	5	6	5	8	6	12	6	8	5	7	8	6	6	9	5	14	8	5	3
Did you watch the Olympic opening ceremony?																								
Yes, all of it		47	51	50	56	51	50	53	46	49	49	47	48	45	50	44	51	49	47	46	38	46	58	55
Yes, some of it		34	36	33	28	34	36	29	35	34	42	34	32	34	36	33	39	34	30	34	43	34	42	35
No, none of it		18	13	17	16	15	14	19	20	17	9	19	19	21	15	23	11	17	23	21	19	20	0	10
															•								•	
Taking everything into account, what was your opinion of the Olympic opening ceremony?																								
[Only asked to those who watched the Olympic opening ceremony. N=1449]																								
Very good		60	61	64	70	61	64	67	59	61	57	62	61	59	61	59	64	63	59	57	56	60	60	64
Fairly good		29	29	27	26	29	25	28	31	28	34	27	29	30	30	28	25	28	28	33	33	30	29	28
TOTAL GOOD		89	90	91	96	90	89	95	90	89	91	89	90	89	91	87	89	91	87	90	89	90	89	92
Fairly bad		7	7	5	4	7	7	3	5	8	8	7	5	7	6	7	8	5	8	6	8	7	7	5
Very bad		3	4	3	0	3	3	1	3	2	1	2	4	2	2	4	3	2	3	4	1	2	3	2
TOTAL BAD		10	11	8	4	10	10	4	8	10	9	9	9	9	8	11	11	7	11	10	9	9	10	7
Don't know		1	0	1	1	1	1	1	1	1	0	2	1	1	1	1	1	1	2	1	2	2	1	1



Fieldwo	k: 2nd ·	- 3rd <i>l</i>	August	2012
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Voting intention   2010 Vote   Gender   Age   Social grade   Region   Woth   Open	ng the Olympics 8 1443 9 1450 % 50 22 72 22
Weighted Sample Unweighted Sam	8 1443 9 1450 % 50 22 72 22
Unweighted Sample 1787 458 541 146 593 403 408 873 914 87 450 751 499 1193 594 275 628 342 397 145 1329 144   % % % % % % % % % % % % % % % % % %	9 1450 % 50 22 <b>72</b> 22
Did the opening ceremony make you feel proud to be British, embarrassed to be British, or neither?	50 22 <b>72</b> 22
to be British, embarrassed to be British, or neither?	22 <b>72</b> 22
neither?	22 <b>72</b> 22
	22 <b>72</b> 22
IUNIV asked to those who watched the Ulympic	22 <b>72</b> 22
	22 <b>72</b> 22
opening ceremony. N=1449]  Made me feel very proud to be British  47   54 49 50   53 48 47   45 49   46 50 50 41   47 48   51 54 42 45 32 45   45 45 45 45 45 45 45 45 45 45 45 45 45	22 <b>72</b> 22
Made me feel a little proud to be British 21 19 22 27 19 23 24 23 20 23 22 18 24 21 21 19 17 29 23 19 22 2 2	<b>72</b> 22
TOTAL PROUD 68 73 71 77 72 71 71 68 69 69 72 68 65 68 69 70 71 71 68 51 67 66	22
Did not make me feel either proud or embarrassed <b>24</b> 20 23 20 21 23 23 25 23 21 24 23 28 24 24 25 21 21 26 36 25 22	
Made me feel a little embarrassed to be British <b>5</b>   4   4   2   5   4   4   6   8   2   5   6   5   4   2   6   3   5   4   5   5	4
Made me feel very embarrassed to be British 1 2 2 0 1 1 0 2 1 1 1 2 1 1 2 2 1 3 1 2 1 1	1
TOTAL EMBARRASSED 6 6 6 2 6 5 4 6 7 9 3 7 7 6 6 4 7 6 6 6 6 6	5
Don't know 1   1 0 1   1 1 1   1 1   2 2 1 1   1 1   2 1 1 0 7 1   1	1
Opening Ceremony? [Only asked to those who watched the Olympic opening ceremony. N=1449]	24
The Queen's appearance with James Bond <b>29</b> 37 25 27 35 27 27 26 32 22 34 29 29 31 27 23 30 26 37 22 26 29	31
Pandemonium - the first part of the ceremony showing the industrial revolution and British social history  18	20
The lighting of the Olympic cauldron 18 19 16 17 19 16 19 18 19 13 12 22 23 17 21 17 19 19 17 21 18 18	19
Mr Bean and Chariots of Fire 15 12 16 6 13 15 13 16 13 32 13 11 11 15 14 22 12 15 11 20 15 11	13
The celebration of the NHS 5 1 10 6 2 9 6 5 5 4 7 4 6 5 6 7 5 5 6 2 7 5	5
The celebration of Britain's musical and film heritage and tribute to Sir Tim Berners Lee 3 2 2 7 3 3 5 3 4 4 5 4 1 4 3 4 3 6 2 3 4 3	4
The parade of the competing nations <b>2</b> 2 2 0 2 3 0 2 2 1 2 2 2 1 2 3 3 3 2 2	2
The celebration of childrens' literature	- 1
Emeli Sande singing Abide with Me	1
Sir Paul McCartney singing Hey Jude 1 0 0 1 0 0 1 1 1 0 1 0 1 0 0 0 3 1 1	
Don't know <b>6</b> 5 6 6 5 6 5 6 5 3 7 6 4 4 7 6 4 6 5 10 6 6	4



Fieldwork: 2nd - 3rd August 2012																								
-			Voti	ng inter		2	010 Vot		Ge	ender		A	ge		Social	grade			Region			Non Con	Watched the	Watching
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Voters	Opening Ceremony	the Olympics
Weighted			435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted	Sample	1787	458 %	541 %	146 %	593 <b>%</b>	403 %	408 %	873 %	914	87 %	450 %	751 %	499	1193	594 %	275 <b>%</b>	628 %	342	397 <b>%</b>	145 %	1329	1449	1450 <b>%</b>
Part of the opening ceremony was a tribute to the NHS and the people who worked it in, do you think it was appropriate or inappropriate to include this in the ceremony?																								
Appropriate Inappropriate Don't know		62 22 16	51 36 13	75 11 14	76 14 9	49 35 16	76 9 15	69 18 13	60 23 17	63 22 15	70 13 17	69 16 15	60 22 17	53 32 15	62 24 15	62 21 18	63 21 16	63 21 16	62 23 15	60 24 16	60 21 20	65 18 17	67 21 12	66 21 13
One member of Parliament referred to the opening ceremony as "leftie multicultural crap". Do you think this criticism was fair or unfair?																								
Fair Unfair Don't know		15 69 16	24 63 13	9 79 13	4 84 12	22 63 16	11 76 13	8 82 10	16 68 16	13 70 16	14 64 22	14 71 15	13 71 16	18 67 15	14 72 13	15 65 20	19 67 14	12 72 15	17 66 17	16 69 15	8 68 24	12 71 17	14 76 10	13 77 10
The cost of the opening ceremony for the London Olympics was around £27 million. Do you think this was too much to spend, too little, or about right?	July 19- 20	Aug 2-3																						
Too much Too little About right Don't know	67 3 16 14	52 2 32 14	45 2 40 13	49 3 36 13	41 3 45 10	50 2 35 13	44 4 38 13	48 1 35 16	46 3 39 13	57 2 26 15	42 4 34 20	53 3 30 15	51 2 33 14	56 1 33 10	47 3 36 15	58 2 28 13	52 7 27 14	46 3 38 13	52 1 32 15	56 1 31 12	58 1 23 18	54 2 30 14	46 3 37 14	46 3 38 13
On average how much of the Olympic coverage have you been watching each day?																								
None at all Less than an hour One or two hours Three or four hours More than four hours Don't know		17 25 26 17 12 2	9 24 29 21 16 1	17 23 26 18 15 2	19 33 20 19 9	12 22 29 21 14 1	14 21 32 18 13 2	20 31 19 17 13 0	16 24 27 19 11 2	18 26 25 16 13	17 22 36 13 8 4	14 26 28 18 11 2	19 24 23 18 14	18 27 24 17 14 1	14 25 27 19 12 2	22 24 25 15 12 2	9 28 35 16 9 2	16 24 24 21 14 1	21 24 24 16 14 2	19 24 27 15 13 2	20 29 26 14 6 4	20 25 25 16 11 2	10 25 30 21 14 1	0 31 32 21 15 0
Have you taken time off work or worked from home during the Olympics in order to watch the <u>Games?</u> Please tick all that apply Yes, I have taken holiday or leave from work to			ı			ı		ı			ı			ı	ĺ		Ī						ĺ	
watch the games Yes, I have worked from home in order to watch the		4 3	3	5 2	5 3	5 3	4 5	3	5 3	3	5	8 5	3	0	5 4	2	7 7	3	3	4 1	1	3	3	5 3
games Yes, I have phoned in sick or skipped work to watch the games		1	1	1	0	1	1	0	1	0	2	1	0	0	1	0	1	1	0	1	0	1	1	1
No, I have not done any of these things in order to watch the games		54	54	53	59	49	50	62	56	52	60	71	66	22	57	50	56	55	59	48	57	54	54	54
Not applicable - I do not currently work Don't know		37 2	37 1	38 2	33 0	42 1	38 2	31 0	33 2	41 1	27 3	13 3	27 1	76 1	33 2	44 2	27 3	37 1	34 3	46 1	37 4	38 2	37 1	37 1



eldwork: 2nd - 3rd August 2012		V	oting int	ention		2010 Vo	te	Ge	nder		A	ie		Social	grade			Region				Watched the	Watchir
	Total		Ť	Lih	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Non Con Voters	Opening Ceremony	the Olympi
Weighted Sam						444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted Sam	ple 1787 %	45		146	593 <b>%</b>	403 %	408 <b>%</b>	873 %	914	87 %	450 %	751 %	499 %	1193	594 <b>%</b>	275 %	628 <b>%</b>	342 <b>%</b>	397 <b>%</b>	145 <b>%</b>	1329	1449	1450 %
you think the BBC are doing a good or bad in covering the Olympic Games? nly asked to those who are watching the impics. N=1478]	76	76	, 76	76	76	76	76	76	76	76	76	76	70	76	76	76	76	/0	/0	76	76	76	76
Very good job	42	46		40	46	50	42	40	45	33	43	46	42	44	40	38	46	43	41	40	41	46	43
Fairly good job TOTAL GOOD JOB	45 87	43 89		52 <b>92</b>		42 <b>92</b>	48 <b>90</b>	46 <b>86</b>	45 <b>90</b>	53 <b>86</b>	47 <b>90</b>	41 <b>87</b>	45 <b>87</b>	43 <b>87</b>	48 <b>88</b>	44 <b>82</b>	44 <b>90</b>	45 <b>88</b>	49 <b>90</b>	45 <b>85</b>	46 <b>87</b>	45 <b>91</b>	46 <b>89</b>
Fairly bad job	4	4		2	5	4	3	5	4	5	4	4	5	5	3	8	4	5	3	3	5	3	4
Very bad job	2	4		1	3	1	1	2	1	2	2	2	1	1	2	4	2	1	0	2	1	2	2
TOTAL BAD JOB	6	8		3	8	5	4	7	5	7	6	6	6	6	5	12	6	6	3	5	6	5	6
Don't know	6	4	5	5	4	4	5	6	6	7	5	7	6	6	6	7	5	6	7	10	7	4	5
w well or badly informed do you think the C's commentators have been? sly asked to those who are watching the mpics. N=1478] Very well informed	29	29	9 34	34	30	37	30	25	33	25	28	31	28	30	27	28	29	31	31	19	29	31	3
Fairly well informed	53	55		49	54	52	52	55	52	57	53	51	55	51	57	49	56	51	54	52	53	55	5
TOTAL WELL INFORMED	82	84		83		89	82	80	85	82	81	82	83	81	84	77	85	82	85	71	82	86	8
Fairly badly informed	6	6		5	6	4	5	8	4	9	5	6	5	6	5	10	5	7	4	6	6	5	(
Very badly informed	1	3		1	2	0	1	2	0 <b>4</b>	0 <b>9</b>	2	2	1	7	1	3	2	0 <b>7</b>	0	1	1	1 <b>6</b>	
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ST enjoyed watching so far at this year's	7 11	8		11	7	7	<b>6</b> 12	<b>10</b> 11	11	9	<b>7</b> 11	<b>8</b> 11	<b>6</b> 11	11	<b>6</b> 10	<b>13</b> 10	8	10	11	23	12	8	9
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Don't know ich of the following Olympic sports have you ST enjoyed watching so far at this year's mpics? ly asked to those who are watching the		8	8 22	11		7														23			9
Don't know  ch of the following Olympic sports have you  ST enjoyed watching so far at this year's  npics?  y asked to those who are watching the  npics. N=1478]  Swimming  Cycling	11 19 17	18	8 3 22 9 18	11 21 16	14 21	7 24 18	12 20 16	11 15 22	11 23 12	9 25 13	20 15	11 20 20	11 14 18	21 18	10 15 16	10 17 15	18 17	10 15 17	20 19	28 16	12 19 17	20 18	1 1
Don't know  ch of the following Olympic sports have you  ET enjoyed watching so far at this year's  inpics?  y asked to those who are watching the  inpics. N=1478]  Swimming  Cycling  Gymnastics	19 17 13	18	8 3 22 9 18 1 11	21 16 17	7 14 21 12	7 24 18 9	20 16 16	15 22 6	23 12 19	9 25 13 14	20 15 14	20 20 12	11 14 18 11	21 18 12	15 16 14	10 17 15 13	18 17 13	15 17 14	20 19 12	28 16 8	12 19 17 13	20 18 13	1 1 1
Don't know  th of the following Olympic sports have you it enjoyed watching so far at this year's apics?  asked to those who are watching the apics. N=1478]  Swimming Cycling Gymnastics Rowing	19 17 13 10	18 19 11	8 22 9 18 1 11 2 9	21 16 17 7	14 21 12 12	7 24 18 9 9	20 16 16 9	15 22 6 10	23 12 19 9	9 25 13 14 4	20 15 14 6	20 20 12 12	14 18 11 13	21 18 12 9	15   16   14   10	10 17 15 13 7	18 17 13 11	15 17 14 9	20 19 12 11	28 16 8 8	19 17 13 9	20 18 13 10	1 1 1
Don't know  th of the following Olympic sports have you for enjoyed watching so far at this year's npics?  y asked to those who are watching the npics. N=1478]  Swimming Cycling Gymnastics Rowing Football	19 17 13 10 6	18 19 11 12 5	8 22 9 18 1 11 2 9 8	21 16 17 7	14 21 12 12 5	7 24 18 9 9	20 16 16 9 5	15 22 6 10	23 12 19 9 2	9 25 13 14 4 0	20 15 14 6 9	20 20 12 12 5	14 18 11 13 8	11 21 18 12 9 5	10   15   16   14   10   7	17 15 13 7 4	18 17 13 11 7	15 17 14 9 8	20 19 12 11 6	28 16 8 8	19 17 13 9 7	20 18 13 10 6	1 1 1
Don't know  th of the following Olympic sports have you it enjoyed watching so far at this year's apics?  asked to those who are watching the apics. N=1478]  Swimming Cycling Gymnastics Rowing	19 17 13 10	18 19 11	8 22 9 18 1 11 2 9 8	21 16 17 7	14 21 12 12	7 24 18 9 9	20 16 16 9	15 22 6 10	23 12 19 9	9 25 13 14 4	20 15 14 6	20 20 12 12	14 18 11 13	21 18 12 9	15   16   14   10	10 17 15 13 7	18 17 13 11	15 17 14 9	20 19 12 11	28 16 8 8	19 17 13 9	20 18 13 10	1 1 1
Don't know  th of the following Olympic sports have you if enjoyed watching so far at this year's npics?  v asked to those who are watching the npics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving	19 17 13 10 6 4	18 19 12 5 4	8 22 9 18 11 2 9 8 4 3	21 16 17 7 11 2	14 21 12 12 5 3	7 24 18 9 9 4 3 2	20 16 16 9 5 3	11 15 22 6 10 11 2	23 12 19 9 2 5	9 25 13 14 4 0 6	20 15 14 6 9 5	20 20 12 12 5 3	11 14 18 11 13 8 2	11 21 18 12 9 5 3	15   16   14   10   7	17 15 13 7 4 6	18 17 13 11 7 4	15 17 14 9 8 5	20 19 12 11 6 2	28 16 8 8 4 2	19 17 13 9 7 3	20 18 13 10 6 4	1 1 1 1
Don't know  th of the following Olympic sports have you it enjoyed watching so far at this year's npics?  asked to those who are watching the npics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing	19 17 13 10 6 4 4 4	18 19 12 5 4 4 7	8 22 18 11 11 2 9 8 4 3 1 3	21 16 17 7 11 2 5 6 0	14 21 12 12 5 3 7	7 24 18 9 9 4 3 2 3	20 16 16 9 5 3 2 4 3	15 22 6 10 11 2 5 2	23 12 19 9 2 5 2 6 3	9 25 13 14 4 0 6 6 4 11	20 15 14 6 9 5 5 3	20 20 12 12 5 3 3 2	14 18 11 13 8 2 1 7 2	11 21 18 12 9 5 3 4 4	15   16   14   10   7   4   3   4   4	17 15 13 7 4 6 4 1 2	18 17 13 11 7 4 2 6	15 17 14 9 8 5 5 3 4	20 19 12 11 6 2 5 3 3	28 16 8 8 4 2 2 6	19 17 13 9 7 3 3 3 3	20 18 13 10 6 4 4 4 2	1 1 1 1
Don't know  ch of the following Olympic sports have you  ST enjoyed watching so far at this year's  npics?  y asked to those who are watching the  npics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing	19 17 13 10 6 4 4 4 2 2	18 19 12 5 4 4 7 1	8 22 9 18 1 11 2 9 4 3 1 3 1	21 16 17 7 11 2 5 6 0	14 21 12 12 5 3 7 1	7 24 18 9 9 4 3 2 3	20 16 16 9 5 3 2 4 3 4	15 22 6 10 11 2 5 2 2	23 12 19 9 2 5 2 6 3 2	9 25 13 14 4 0 6 6 4 11 3	20 15 14 6 9 5 5 3 1	20 20 12 12 5 3 3 2 0 2	14 18 11 13 8 2 1 7 2	11 21 18 12 9 5 3 4 4 1 2	15   16   14   10   7   4   3   4   4   2	17 15 13 7 4 6 4 1 1 2 3	18 17 13 11 7 4 2 6 0 2	15 17 14 9 8 5 5 3 4 2	20 19 12 11 6 2 5 3 3	28 16 8 8 4 2 2 6 2 1	19 17 13 9 7 3 3 3 3	20 18 13 10 6 4 4 4 2 2	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Don't know  th of the following Olympic sports have you it enjoyed watching so far at this year's inpics?  v asked to those who are watching the inpics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis	19 17 13 10 6 4 4 4 2 2	18 19 12 5 4 4 7 1 1 2 2	8 22 9 18 11 1 2 9 8 4 3 1 3 1 1 1	21 16 17 7 11 2 5 6 0 0	7 14 21 12 12 5 3 3 7 1 2 2	7 24 18 9 9 4 3 2 3 1	20 16 16 9 5 3 2 4 3 4 0	15 22 6 10 11 2 5 2 2 1	23 12 19 9 2 5 2 6 3 2 2	9 25 13 14 4 0 6 6 4 11 3	20 15 14 6 9 5 5 3 1 1	20 20 12 12 5 3 3 2 0 2	14 18 11 13 8 2 1 7 2 2 3	21 18 12 9 5 3 4 4 1 2	15   16   14   10   7   4   3   4   4   2   2	17 15 13 7 4 6 4 1 2 3 3	18 17 13 11 7 4 2 6 0 2 2	15 17 14 9 8 5 5 3 4 2	20 19 12 11 6 2 5 3 3 2	28 16 8 8 4 2 2 6 2 1 5	19 17 13 9 7 3 3 3 2 2	20 18 13 10 6 4 4 4 2 2	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Don't know  th of the following Olympic sports have you it enjoyed watching so far at this year's npics?  y asked to those who are watching the npics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery	19 17 13 10 6 4 4 2 2 2	18 19 12 55 44 47 71 12 22	8 22 9 18 1 11 2 9 8 4 3 1 1 1 2	21 16 17 7 11 2 5 6 0 0 0	7 14 21 12 12 5 3 3 7 1 2 2	7 24 18 9 9 4 3 2 3 1 1 2	20 16 16 9 5 3 2 4 3 4 0 2	15 22 6 10 11 2 5 2 2 1 1	23 12 19 9 2 5 2 6 3 2 2	9 25 13 14 4 0 6 6 4 11 3 1	20 15 14 6 9 5 3 1 1 1	20 20 12 12 5 3 3 2 0 2	14 18 11 13 8 2 1 7 2 2 3 3	21 18 12 9 5 3 4 4 1 2 1	15   16   14   10   7   4   3   4   4   2   2   2	17 15 13 7 4 6 4 1 2 3 3	18 17 13 11 7 4 2 6 0 2 2	15 17 14 9 8 5 5 3 4 2 1	20 19 12 11 6 2 5 3 3 2 0	28 16 8 8 4 2 2 6 2 1 5 2	19 17 13 9 7 3 3 3 2 2	20 18 13 10 6 4 4 2 2 2	11 11 11 11 11 11 11 11 11 11 11 11 11
Don't know  ch of the following Olympic sports have you  Et enjoyed watching so far at this year's  Inpics?  Inpics: N=1478]  Swimming  Cycling  Gymnastics  Rowing  Football  Diving  Beach volleyball  Equestrian  Boxing  Canoeing  Tennis	19 17 13 10 6 4 4 4 2 2	18 19 12 5 4 4 7 1 1 2 2	8 22 9 18 1 11 2 9 8 4 3 1 3 1 1 2 0	21 16 17 7 11 2 5 6 0 0	7 14 21 12 12 5 3 3 7 1 2 2	7 24 18 9 9 4 3 2 3 1	20 16 16 9 5 3 2 4 3 4 0	15 22 6 10 11 2 5 2 2 1	23 12 19 9 2 5 2 6 3 2 2	9 25 13 14 4 0 6 6 4 11 3	20 15 14 6 9 5 5 3 1 1	20 20 12 12 5 3 3 2 0 2	14 18 11 13 8 2 1 7 2 2 3	21 18 12 9 5 3 4 4 1 2	15   16   14   10   7   4   3   4   4   2   2	17 15 13 7 4 6 4 1 2 3 3	18 17 13 11 7 4 2 6 0 2 2	15 17 14 9 8 5 5 3 4 2	20 19 12 11 6 2 5 3 3 2	28 16 8 8 4 2 2 6 2 1 5	19 17 13 9 7 3 3 3 2 2	20 18 13 10 6 4 4 4 2 2	11 11 11 11 11 11 11 11 11 11 11 11 11
Don't know  ch of the following Olympic sports have you  ST enjoyed watching so far at this year's npics?  y asked to those who are watching the npics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton	19 17 13 10 6 4 4 4 2 2 2 1	18 19 12 55 44 47 71 12 22 11	8 22 3 18 1 11 2 9 8 4 3 3 1 1 2 0 0 1 1 1	21 16 17 7 11 2 5 6 0 0 0 0	7 14 21 12 12 5 3 7 1 2 2 1	7 24 18 9 9 4 3 2 3 1 1 1 2 2	20 16 16 9 5 3 2 4 3 4 0 2	15 22 6 10 11 2 5 2 2 1 1	23 12 19 9 2 5 2 6 3 2 2 1	9 25 13 14 4 0 6 4 11 3 1 0 4	20 15 14 6 9 5 3 1 1 1 0 0	20 20 12 12 5 3 2 0 2 1 2	11 14 18 11 13 8 2 1 7 2 2 3 3	21 18 12 9 5 3 4 4 1 2 1	15   16   14   10   7   4   3   4   4   2   2   2   0	17 15 13 7 4 6 4 1 2 3 3 1 3	18 17 13 11 7 4 2 6 0 2 2 2	15 17 14 9 8 5 5 3 4 2 1 1 2	20 19 12 11 6 2 5 3 3 2 0 1	28 16 8 8 4 2 2 6 2 1 5 2	19 17 13 9 7 3 3 3 2 2 2	20 18 13 10 6 4 4 4 2 2 2 1	11 11 11 11 11 11 11 11 11 11 11 11 11
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Don't know  ch of the following Olympic sports have you st enjoyed watching so far at this year's inpics?  y asked to those who are watching the inpics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton Basketball Fencing Judo Weightlifting Handball Hockey	19 17 13 10 6 4 4 4 2 2 2 1 1 1 1 1 1 0	18 19 11 12 55 44 44 44 77 71 12 22 22 11 11 00 10 1	8 222 8 188 1 111 1 1 2 9 8 4 4 3 3 1 1 1 2 2 0 0 1 1 1 2 2 0 0 0 0	21 16 17 7 11 2 5 6 0 0 0 0 2 0 0 1 2 3 3 0 0	144 211 122 55 33 37 71 22 22 11 00 11 00 11	7 24 18 9 9 4 3 2 3 1 1 1 2 2 1 1 1 2 1	20 16 16 9 5 3 2 4 3 4 0 2 1 1 1 2 1 0 0 0 0	15 22 6 10 11 2 5 2 1 1 1 1 1 1 2 1	23 12 19 9 2 5 2 6 3 2 2 1 0 1 1 1 1 0 0	25 13 14 4 0 6 6 4 11 3 1 0 4 1 1 0 0 0 0	20 15 14 6 9 5 5 3 1 1 1 0 0 2 1 1	20 20 12 12 5 3 3 2 0 2 1 1 2 1 2 0 0 2 1 1 2 0 0 1 1 0 0 0 1 0 0 1 0 0 1 0 0 0 1 0 0 0 1 0 0 1 0 0 1 0 0 1 0 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 1 0 1 0 1 1 1 1 1 0 1	11 14 18 11 13 8 2 1 7 2 2 3 3 1 0 1 1 1 1 1 0 1	21 18 12 9 5 3 4 4 1 1 1 1 1 1 1	15 16 14 10 7 4 3 4 4 2 2 2 0 1 1 0 1 2 0 0 0	17 15 13 7 4 6 4 1 2 3 3 1 1 1 1 1	18 17 13 11 7 4 2 6 0 2 2 2 1 0 0 2 1 1 1 1 1 1 1 1 1 1 1 1	15 17 14 9 8 5 5 3 4 2 1 2 0 1 1 0 1	20 19 12 11 6 2 5 3 2 0 1 1 1 0 1	28 16 8 8 4 2 2 6 2 1 5 2 1 0 1 1 5 1	19 17 13 9 7 3 3 3 2 2 2 1 1 1 1 1 2 0 0	20 18 13 10 6 4 4 2 2 1 1 1 1 1 0 0	11: 11: 11: 11: 12: 22: 22: 22: 23: 11: 11: 11: 11: 11: 11: 11: 11: 11: 1
Don't know  ch of the following Olympic sports have you ST enjoyed watching so far at this year's mpics?  y asked to those who are watching the mpics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton Basketball Fencing Judo Weightlifting Handball Hockey Sailing	11 19 17 13 10 6 4 4 4 2 2 2 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0	18 19 11 12 55 44 44 77 11 22 22 11 10 00 11	8 222 8 18 8 1 111 12 9 9 8 4 4 3 3 1 1 1 2 2 0 0 0 0 0 0	211 166 177 7 111 2 5 6 0 0 0 0 0 1 1 2 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7 14 21 12 12 5 3 3 7 7 1 2 2 1 1 0 0 1 0 0 1 1 0 0 1 1 1	7 24 18 9 9 4 3 2 2 1 1 1 2 2 1 1 0 0 0	20 16 16 9 5 3 2 4 3 4 0 2 1 1 1 2 1 0 0 0 0	15 22 6 10 11 2 5 2 1 1 1 1 2 1 1 1 1 2 1	23 12 19 9 2 5 2 6 3 2 2 1 0 1 1 1 1 0 0 0	9 25 13 14 4 0 6 6 4 11 3 1 0 4 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	20 15 14 6 9 5 5 3 1 1 0 0 0 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1	20 20 12 12 5 3 3 2 0 0 2 1 1 2 0 0 2 1 1 0 0 0 1 0 0 0 1 0 0 0 0	11 14 18 11 13 8 2 1 7 2 2 3 3 1 0 1 1 1 0 1	21 18 12 9 5 3 4 4 1 1 1 1 1 1 1 1	15   16   14   10   7   4   3   4   4   2   2   2   0   1   0   1   2   0	17 15 13 7 4 6 4 1 2 3 3 1 1 1 1 1	18 17 13 11 7 4 2 6 0 2 2 2 1 0 0 2 1	15 17 14 9 8 5 5 3 4 2 1 2 0 1 1 0 1	20 19 12 11 6 2 5 3 3 2 0 1 1 1 0 1 1 0 0 0 0 0	28 16 8 8 4 2 2 6 2 1 5 2 1 0 1 1 5 1	19 17 13 9 7 3 3 3 2 2 2 1 1 1 1 2 0 0	20 18 13 10 6 4 4 2 2 2 1 1 1 1 1 1	
Ch of the following Olympic sports have you ST enjoyed watching so far at this year's mpics?  If y asked to those who are watching the mpics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton Basketball Fencing Judo Weightlifting Handball Hockey	19 17 13 10 6 4 4 4 2 2 2 1 1 1 1 1 1 0	18 19 11 12 55 44 44 44 77 71 12 22 22 11 11 00 10 1	8 8 222 9 188 1 111 1 1 2 2 0 0 0 0 0 0 0	21 16 17 7 11 2 5 6 0 0 0 0 2 0 0 1 2 3 3 0 0	144 211 122 55 33 37 71 22 22 11 00 11 00 11	7 24 18 9 9 4 3 2 3 1 1 1 2 2 1 1 1 2 1	20 16 16 9 5 3 2 4 3 4 0 2 1 1 1 2 1 0 0 0 0	15 22 6 10 11 2 5 2 2 1 1 1 1 2 1 1 1 1 2 1	23 12 19 9 2 5 2 6 3 2 2 1 0 1 1 1 1 0 0	25 13 14 4 0 6 6 4 11 3 1 0 4 1 1 0 0 0 0	20 15 14 6 9 5 5 3 1 1 1 0 0 2 1 1	20 20 12 12 5 3 3 2 0 2 1 1 2 1 2 0 0 2 1 1 2 0 0 1 1 0 0 0 1 0 0 1 0 0 1 0 0 0 1 0 0 0 1 0 0 1 0 0 1 0 0 1 0 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 1 0 1 0 1 1 1 1 1 0 1	11 14 18 11 13 8 2 1 7 2 2 3 3 1 0 1 1 1 1 1 0 1	21 18 12 9 5 3 4 4 1 1 1 1 1 1 1	10   15   16   14   10   7   4   3   4   4   2   2   2   0   1   2   0   0   0   0   0	17 15 13 7 4 6 4 1 2 3 3 1 1 1 1 1 0 0	8 18 17 13 11 7 4 2 6 0 2 2 2 1 0 0 2 1 1 1 1 1 1 1 1 1 1 1 1	15 17 14 9 8 5 5 3 4 2 1 2 0 1 1 0 1	20 19 12 11 6 2 5 3 2 0 1 1 1 0 1	28 16 8 8 4 2 2 6 2 1 5 2 1 0 1 1 5 1	19 17 13 9 7 3 3 3 2 2 2 1 1 1 1 1 2 0 0	20 18 13 10 6 4 4 4 2 2 2 1 1 1 1 1 0 0 0	11/1 11/1 11/1 11/1 14/4 4/4 2/2 2/2 2/2 1 1 1 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0
Don't know  ich of the following Olympic sports have you ST enjoyed watching so far at this year's  mpics?  ly asked to those who are watching the  mpics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton Basketball Fencing Judo Weightlifting Handball Hockey Sailing Table Tennis	19 19 17 13 10 6 4 4 4 2 2 2 1 1 1 1 1 0 0 0 0 0	18 19 11:12:55 44 44 77 11:22:21 11:10:00 11:10:00 00:00 00:00	8 222 9 188 4 4 3 1 1 1 2 2 0 0 0 0 0 1 1 0	211 166 177 7 1111 2 5 6 6 0 0 0 0 0 1 2 2 3 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7 14 21 12 12 15 3 3 7 1 1 2 2 1 1 1 0 0 1 1 0 0 0 1 1	24 18 9 9 9 4 3 2 2 3 1 1 1 2 2 1 0 0 0 0 0 0	20 16 16 9 5 3 2 4 0 2 1 1 1 2 1 0 0 0 0	15 22 6 10 11 2 5 2 2 1 1 1 1 2 1 1 1 1 1 2 1 1 1 1	23 12 19 9 2 5 2 6 3 2 2 1 0 1 1 1 0 0 0 0	25 13 14 4 0 6 6 4 11 3 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	20 15 14 6 9 5 5 3 1 1 1 0 0 2 1 1 1 1 0 1 1 0 1 1 0 1 1 0 1 1 1 0 1 1 1 1 0 1 1 1 1 0 1	20 20 12 12 5 3 3 2 0 2 1 1 0 0 2 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	11 14 18 11 13 8 2 1 7 2 2 3 3 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	21 18 12 9 5 3 4 4 4 1 1 1 1 1 1 1 1 1 1 1 0 0 1 1 1 1	15 16 14 10 7 4 3 4 4 4 2 2 2 0 1 1 2 0 0 0 0 0 0	17 15 13 7 4 6 4 1 2 3 3 1 1 1 1 1 0 0	18 17 13 11 7 4 2 6 0 2 2 2 1 0 0 2 1 1 1 1	15 17 14 9 8 5 5 3 4 2 1 2 0 1 1 0 1 0	20 19 12 11 6 2 5 3 3 2 0 1 1 1 0 0 0 0	28 16 8 8 4 2 2 6 2 1 5 2 1 0 1 1 5 1	19 17 13 9 7 3 3 3 2 2 2 1 1 1 1 2 0 0	20 18 13 10 6 4 4 2 2 2 1 1 1 1 1 0 0 0 0	119 111 111 111 111 111 111 111 111 111
ich of the following Olympic sports have you ST enjoyed watching so far at this year's impics?  If any asked to those who are watching the impics. N=1478]  Swimming Cycling Gymnastics Rowing Football Diving Beach volleyball Equestrian Boxing Canoeing Tennis Archery Badminton Basketball Fencing Judo Weightlifting Handball Hockey Sailling Table Tennis Water Polo	19 17 13 10 6 4 4 4 2 2 2 1 1 1 1 1 0 0 0 0	18 19 11 12 12 12 12 12 12 12 12 12 12 12 12	8 222 8 18 8 1 111 12 9 9 8 4 4 3 3 1 1 1 2 2 0 0 0 0 0 0 1 1 0 0 4 4	211 16 177 7 111 2 5 6 0 0 0 0 2 0 0 1 1 2 3 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7 14 21 12 12 15 3 3 7 1 2 2 2 1 1 0 0 1 1 0 0 0 0	24 18 9 9 4 3 2 3 1 1 1 2 2 1 1 0 0 0 0	20 16 16 5 3 2 4 3 4 0 2 1 1 1 1 0 0 0 0	15 22 6 10 11 2 5 2 2 1 1 1 1 2 1 1 1 1 2 0 0 0 0 0 0 0 0	23 12 19 9 2 5 2 6 3 2 2 2 1 0 1 1 1 0 0 0 0	25 13 14 4 0 6 6 4 11 3 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	20 15 14 6 9 5 5 3 1 1 1 0 0 2 1 1 1 0 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 1 1 0 1 1 1 1 1 0 1	20 20 12 12 5 3 3 2 0 2 1 1 2 1 0 0 0 2 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	11 14 18 11 13 8 2 1 7 2 2 3 3 1 0 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0	21 18 12 9 5 3 4 4 1 1 1 1 1 1 1 1 1 1 1 0 0 0 0	15   16   14   10   7   4   3   4   2   2   2   0   1   2   0   0   0   0   0   0   0   0   0	17 15 13 7 4 6 4 1 2 3 3 1 1 1 1 0 0 0	18 17 13 11 7 4 2 6 0 2 2 2 1 0 0 2 1 1 1 1 1 1 1 1 1 1 1 1	15 17 14 9 8 5 5 3 4 2 1 1 0 1 1 0 1 0 0 0	20 19 12 11 6 2 5 3 2 0 1 1 1 0 0 0 0	28 16 8 8 4 2 2 6 2 1 5 2 1 0 1 1 5 1 0 0 1	19 17 13 9 7 3 3 3 2 2 2 1 1 1 1 2 0 0 0	20 18 13 10 6 4 4 4 2 2 2 1 1 1 1 1 0 0 0 0	11 11 11 11 11 11 11 11 11 11 11 11 11



Fieldwork:	2nd - 2rd	Auguet	2012

		Voti	ng inte	ntion	2	:010 Vot	:e	Ge	ender		A	ge		Social	grade			Region			N 0	Watched the	Watching
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Non Con Voters	Opening Ceremony	the Olympics
Weighted Sample		435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted Sample		458	541	146	593	403	408	873	914	87	450	751	499	1193	594	275	628	342	397	145	1329	1449	1450
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There has been criticism of the Olympic organisers for leaving too many seats that have been set aside for VIPs and Olympic officials empty. Which of the following best reflect your view?		ı			I		ļ	l		ı				İ		Ī						ı	
The Olympic organisers have done too much to keep Olympic officials and VIPs happy, and should have done more to put spectators first	72	67	73	65	72	69	75	71	72	62	66	72	80	69	75	67	70	71	78	67	73	72	72
The Olympic organisers have done all they can to put spectators first, but there are some Olympic rules they cannot get around	15	27	11	24	20	16	15	16	15	19	17	15	13	20	9	17	17	16	13	14	12	18	19
Neither Don't know	6 7	2 4	9 7	8 3	3 5	8 6	5 4	6 7	6 7	7 12	9 8	6 7	3 4	4 6	8 8	6 10	7 6	4 8	5 4	7 12	7 8	5 6	4 5
Olympic organisers say that the problem of empty seats is not caused by seating for sponsors, which have tickets, but by unallocated seating that must be left free for any olympic officials and VIPs who wish to use it																							
Would you support or oppose letting the public take any empty VIP seats if they are not being used half an hour after the event starts?																							
Support Oppose Don't know	91 3 6	94 3 3	89 5 7	94 1 4	92 4 4	91 5 5	95 1 4	91 3 6	92 4 5	86 4 10	89 5 6	92 3 5	94 2 4	92 3 5	90 4 6	91 2 7	91 3 6	89 6 6	94 2 4	91 2 7	90 3 6	93 3 4	93 4 3
Chinese swimmer Ye Shiwen has made big improvements over her previous times and has been accused of taking drugs to boost her performance. All medal winners are tested for drugs, and there is no evidence that Ye Shiwen has taken drugs. From what you have seen or heard do you think Ye Shiwen is taking performance enhancing drugs?																							
Ye Shiwen is probably taking performance enhancing drugs	15	18	16	12	20	15	11	18	12	13	13	17	16	16	13	14	15	17	16	11	14	17	17
Ye Shiwen is probably NOT taking performance enhancing drugs	46	48	50	48	45	48	48	46	46	52	52	43	41	48	43	52	46	44	44	41	45	47	50
Don't know	39	34	34	39	35	37	41	36	42	36	35	40	43	35	44	34	39	39	40	47	41	36	34



Fieldwork: 2nd - 3rd August 2012

		Voting intention		ntion	2010 Vote			G	ender	Age				Social	grade	Region				T., .	Watched the	Watching	
	Total	Con	Lab	Lib	Con	Lab	Lib	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland	Non Con Voters	Opening	the
Walnut and Ones also			602	Dem			Dem										South	Wales			4050	Ceremony	Olympics
Weighted Sample Unweighted Sample	1787 1787	<b>435</b> 458	541	139 146	563	444	<b>398</b> 408	868 873	919 914	<b>216</b> 87	<b>456</b> 450	611 751	<b>504</b> 499	1019 1193	<b>768</b> 594	<b>229</b> 275	<b>581</b> 628	382 342	<b>440</b> 397	<b>155</b> 145	1352 1329	1458 1449	1443 1450
onwoighted cample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you believe that American swimming coach John Leonard was right or wrong to raise this an an issue?  Right - taking performance enhancing drugs is		Ī			Í			Ī		Ì				Ī	ĺ							I	
cheating and it is right that people should be able to voice their suspicions	32	35	31	33	36	33	29	29	36	26	29	33	38	32	33	28	35	31	34	30	32	33	34
Wrong - athletes are tested for drugs already and it is wrong for people to cast doubt upon their achievements by suggesting they are on drugs	52	51	56	53	50	54	59	57	47	54	57	52	47	55	49	57	52	53	49	49	52	54	56
Don't know	16	14	13	13	14	14	11	14	17	20	14	15	15	13	19	15	13	15	17	21	16	13	11
Has the Olympics made you more or less likely to take up a sport yourself, or has it made no difference?					•					•													
Has made me more likely to take up sport myself	11	12	11	10	13	13	10	13	9	24	22	6	2	14	7	12	12	12	9	7	11	13	14
Has made me less likely to take up sport myself	1	1	2	1	1	3	1	1	2	4	3	1	0	2	1	5	1	1	0	0	2	2	2
No difference - I already regularly take part in sport	23	27	24	20	24	26	19	27	19	25	27	25	16	25	20	30	23	23	20	20	22	24	26
No difference - I am not interested in taking part in sport	57	54	55	59	56	51	63	50	63	33	41	61	77	51	65	44	57	54	63	63	58	54	51
Don't know	8	6	8	10	6	7	7	9	7	15	8	7	5	8	7	8	6	10	7	10	8	8	7
Below are a list of sports, some of which are Olympic sports, some are not, and some are planned to become Olympic sports in the future. In each case please say whether or not you think it should be an Olympic sport																							
Beach volleyball																							
Should be an Olympic sport Should not be an Olympic sport Don't know	49 32 18	45 40 15	52 28 20	51 32 16	46 37 17	53 27 20	53 32 15	54 29 17	45 35 20	61 19 19	59 24 17	47 37 16	38 40 22	52 34 15	46 30 24	54 27 19	51 31 19	53 26 21	47 37 16	36 45 19	51 30 20	53 32 15	55 32 13
BMX cycling	45	I 45	40		I 40	40	50	l 40	47	I 40	F.4	40	00	1 47	40	4.4	40	40	47	00	45	l 50	50
Should be an Olympic sport Should not be an Olympic sport Don't know	45 36 19	45 40 15	46 37 17	55 25 21	42 41 17	48 35 17	52 31 17	43 39 17	47 33 20	49 30 21	51 30 18	46 38 16	36 43 21	47 36 17	43 37 21	44 37 18	48 34 19	43 35 22	47 37 16	36 44 19	45 35 20	50 35 15	50 37 13
Golf																						' '	
Should be an Olympic sport Should not be an Olympic sport Don't know	21 62 17	23 62 14	20 63 17	21 68 12	22 62 16	20 62 17	21 68 12	21 65 14	21 59 19	20 61 20	26 58 16	19 66 15	20 61 18	23 63 14	19 61 20	21 62 17	25 59 16	16 63 21	22 65 14	20 63 17	21 62 17	22 64 13	24 65 11



Fieldwork: 2nd - 3rd August 2012																							
		Voting intention		ntion	2010 Vote			Ge	nder	Age				Social	grade	Region					Non Con	Watched the	Watching
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Voters	Opening Ceremony	the Olympics
Weighted Sample		435	602	139	563	444	398	868	919	216	456	611	504	1019	768	229	581	382	440	155	1352	1458	1443
Unweighted Sample	1787	458	541	146	593	403	408	873	914	87	450	751	499	1193	594	275	628	342	397	145	1329	1449	1450
Durchy asyana	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Rugby sevens Should be an Olympic sport	45	48	42	53	49	45	47	46	44	45	46	45	43	49	40	43	44	48	47	40	44	48	49
Should not be an Olympic sport	36	36	38	29	33	35	36	39	33	36	35	38	34	34	38	39	37	30	35	41	36	36	37
Don't know	19	17	20	18	18	20	17	15	23	19	18	17	23	17	23	19	19	22	18	19	20	16	14
Squash		•																					
Should be an Olympic sport	64	70	59	73	68	62	67	67	62	59	66	66	63	68	60	60	67	62	67	62	62	68	70
Should not be an Olympic sport	18	16	24	13	15	20	19	18	18	22	17	17	19	18	18	19	16	20	18	19	19	18	18
Don't know	18	14	17	14	17	17	14	15	20	19	17	17	19	14	22	21	18	19	15	19	19	14	12
Trampoline gymnastics							1			1												ı	
Should be an Olympic sport	63	62	60	63	62	61	68	58	67	58	66	68	56	62	64	64	66	58	64	57	63	67	68
Should not be an Olympic sport	18	22 16	21 18	16	20	20 19	15	22 20	14	22 20	16 18	15 17	22 22	20 18	16 21	15 21	16	21	18	25 18	17 20	17	18
Don't know	19	16	18	21	18	19	17	20	18	20	18	17	22	18	21	21	18	21	17	18	20	16	14
Who do you believe is the greatest Olympian out of the following?							_																
Michael Phelps - who has won the most medals and most gold medals of any Olympian	20	21	18	26	20	17	22	22	18	31	31	16	9	23	15	22	19	17	24	16	20	22	22
most gold medals of any Olympian																							
Steve Redgrave - who won gold medals at five Olympic games in a row	17	22	16	15	20	19	13	16	18	8	16	20	18	17	17	14	18	19	17	13	16	19	19
Bradley Wiggins - who has won more Olympic	13	12	13	10	14	12	12	12	13	8	9	11	19	10	15	14	14	12	12	7	13	13	13
medals than any other British Olympian  Jessie Owens - the black American athlete who won																							
4 gold medals at the 1936 Olympics in Nazi Germany	12	10	17	13	9	17	12	13	11	15	9	11	14	14	9	12	10	14	13	10	12	13	12
Mark Spitz - who won seven gold medals and set seven world records in the 1972 Olympics	5	4	6	2	5	6	4	3	6	2	4	6	6	4	6	7	4	4	5	4	5	4	5
Carl Lewis - the long jumper and sprinter who won gold in 1984, 1988, 1992 and 1996	4	5	4	1	5	3	2	5	2	3	4	4	3	4	3	4	3	5	2	4	3	4	4
Nadia Comaneci - who won five gold medals in 1976																							
and 1980 and was the first Olympic gymnast to score a perfect 10	4	3	2	6	3	2	4	3	4	0	4	5	3	3	5	3	3	3	3	9	4	4	3
Emil Zatopek - who won three gold medals in the 1952 Olympics, including for his first ever attempt at the Marathon	2	1	1	3	1	3	2	2	2	3	1	2	2	2	2	2	2	1	1	4	2	2	2
Fanny Blankers-Koen - the "flying housewife" who was the most successful athlete at the 1948 olympics	1	1	2	0	2	1	1	1	2	1	1	1	2	1	1	2	1	1	1	1	1	1	1
Seb Coe - who won gold medals in 1980 and 1984 for the 1500 metres	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	2	1	1	1	1	1
None of these Don't know	3 20	3 16	3 17	1 22	3 18	1 18	3 21	4 18	2 21	6 21	2 17	3 20	3 20	2 18	4 22	2 17	3 22	3 20	4 15	5 26	3 21	2 17	2 15



## **YouGov Weighting Data**

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted n
Age and Gender		
Male 18 to 24	21	61
Male 25 to 39	117	126
Male 40 to 59	221	167
Male 60 +	138	125
Female 18 to 24	20	58
Female 25 to 39	141	125
Female 40 to 59	189	171
Female 60 +	141	153
Region		
North England	206	243
Midlands	134	162
East England	92	95
London	156	126
South England	259	226
Wales	43	49
Scotland	98	86
Social Grade		
AB	361	277
C1	294	287
C2	142	207
DE	191	217
Newspaper Type		
Express / Mail	193	158
Sun / Star	113	232
Mirror / Record	60	99
Guardian / Independent	55	44
FT / Times / Telegraph	76	94
Other Paper	141	114
No Paper	350	247
Political Party Identification		
Labour	282	321
Conservative	296	282
Liberal Democrat	112	119
SNP/Plaid Cymru	26	17
Others	50	13
None/ DK	222	237

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