

YouGov Survey Results

Sample Size: 1926 GB Adults
Fieldwork: 23rd - 24th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
Weighted Sample	1926	514	583	121	171	584	474	433	936	990	233	491	659	543	1098	828	247	626	412	474	168
Unweighted Sample	1926	470	599	104	215	586	492	436	900	1026	164	469	754	539	1261	665	290	634	390	455	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
How interested, if at all, are you in sport in general?																							
Very interested	24	23	22	25	24	26	21	23	27	15	34	11	28	26	20	18	25	19	24	22	23	22	18
Fairly interested	33	36	33	34	34	35	33	35	34	32	35	31	34	30	32	35	32	33	34	32	32	32	38
TOTAL INTERESTED	57	59	55	59	58	61	54	58	61	47	69	42	62	56	52	53	57	52	58	54	55	54	56
Not very interested	23	24	23	21	23	27	25	23	21	29	15	31	22	24	24	23	22	25	24	25	21	24	21
Not at all interested	17	16	21	19	18	12	20	18	19	23	15	27	14	18	23	24	20	22	18	20	23	21	22
TOTAL NOT INTERESTED	40	40	44	40	41	39	45	41	40	52	30	58	36	42	47	47	42	47	42	45	44	45	43
Don't know	3	1	1	0	1	0	1	1	0	0	1	1	2	2	0	0	1	1	0	2	1	0	0

	July 24-25 2011	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
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	53	72	75	83	77	80	65	78	78	76	74	75	79	74	76	72	78	70	77	82	75	69	59
Should not	42	35	18	15	12	14	12	29	15	15	15	17	14	10	15	14	20	14	17	16	11	15	18	24
Don't know	14	12	11	10	5	9	7	7	7	7	10	9	11	11	11	10	8	8	13	7	7	9	13	18

	July 24-25 2011	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
How interested, if at all, were you in the London Olympics that took place in 2012?																								
Very interested	11	22	45	36	47	39	51	19	42	38	36	39	34	39	36	36	35	41	30	42	40	35	32	30
Fairly interested	29	29	31	34	33	33	26	38	33	35	35	32	36	36	35	33	34	33	36	34	35	35	35	25
TOTAL INTERESTED	40	51	76	70	80	72	77	57	75	73	71	71	70	75	71	69	69	74	66	76	75	70	67	55
Not very interested	28	23	12	17	12	14	15	21	14	14	18	15	18	17	17	17	17	15	19	16	15	14	18	26
Not at all interested	30	23	11	11	8	13	8	21	10	12	12	12	11	4	10	14	13	9	14	7	8	14	14	18
TOTAL NOT INTERESTED	58	46	23	28	20	27	23	42	24	26	30	27	29	21	27	31	30	24	33	23	23	28	32	44
Don't know	2	2	1	1	0	1	0	1	1	0	0	1	1	4	2	0	0	1	1	0	2	2	0	0

	July 24-25 2011	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
How interested, if at all, are you in the London Paralympics taking place in 2012?																								
Very interested	6	11	21	22	26	27	30	13	25	26	22	23	22	21	20	23	24	26	18	29	25	21	18	19
Fairly interested	27	30	40	34	35	35	33	31	36	38	33	30	37	31	30	35	37	32	36	37	37	32	34	20
TOTAL INTERESTED	33	41	61	56	61	62	63	44	61	64	55	53	59	52	50	58	61	58	54	66	62	53	52	39
Not very interested	31	30	22	26	22	23	25	31	22	24	29	27	26	31	29	25	22	25	27	26	22	26	28	37
Not at all interested	34	26	15	17	17	14	12	24	17	12	15	19	14	13	19	16	16	16	17	8	15	18	19	24
TOTAL NOT INTERESTED	65	56	37	43	39	37	37	55	39	36	44	46	40	44	48	41	38	41	44	34	37	44	47	61
Don't know	2	3	2	1	0	1	0	1	1	0	1	1	1	3	1	1	0	1	1	0	1	2	1	0

Fieldwork: 23rd - 24th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1926	514	583	121	171	584	474	433	936	990	233	491	659	543	1098	828	247	626	412	474	168	
Unweighted Sample	1926	470	599	104	215	586	492	436	900	1026	164	469	754	539	1261	665	290	634	390	455	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 24-25 2011	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games was good for London generally'																								
Agree	55	58	76	76	86	78	89	62	80	78	77	74	79	71	78	77	77	79	72	79	79	75	75	70
Disagree	27	26	11	10	5	11	5	25	10	12	8	11	9	9	11	10	11	9	11	14	9	11	10	7
Don't know	18	17	13	14	9	11	6	14	11	10	15	15	13	20	12	13	13	11	17	7	12	15	15	23
Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games was good for people like me'																								
Agree	17	23	50	45	59	50	54	30	53	48	42	46	43	48	46	45	41	50	37	55	50	41	41	30
Disagree	65	58	33	36	28	33	22	54	33	34	39	37	35	23	34	37	41	31	42	25	29	38	42	54
Don't know	17	19	16	20	13	17	24	16	14	19	19	17	22	29	20	17	18	19	21	20	22	21	17	16
Do you agree or disagree with this statement: 'Bringing the Olympic Games to London has ensured that the capital has much better sports facilities not just for the games themselves but for years afterwards'																								
Agree	54	53	61	53	64	54	64	41	57	56	52	55	52	58	50	53	54	54	52	50	56	51	54	51
Disagree	26	28	13	19	13	21	17	30	16	20	20	21	17	14	22	18	19	18	20	23	17	19	21	12
Don't know	20	19	26	28	23	25	20	28	27	24	28	25	31	28	29	29	26	28	28	26	27	30	25	37
Do you agree or disagree with this statement: 'Bringing the Olympic Games to London has ensured that the capital has a much better public transport system'																								
Agree	32	16	23	27	35	32	37	11	29	28	26	29	25	25	29	23	30	30	22	37	28	22	26	22
Disagree	41	57	35	29	23	28	31	46	28	29	29	31	28	38	33	28	23	30	28	42	27	28	27	27
Don't know	28	28	42	44	41	40	32	43	43	43	45	41	48	37	38	49	47	40	50	21	45	51	47	51
Do you agree or disagree with this statement: 'Bringing the Olympic Games to London will encourage more British people to take up sport and so improve the health of the nation'																								
Agree	29	34	56	47	58	49	54	31	52	50	42	49	44	53	50	44	44	51	41	47	49	46	46	39
Disagree	51	47	23	30	26	32	26	41	29	31	33	29	32	25	31	32	30	29	33	30	28	29	33	38
Don't know	20	19	22	23	17	19	20	28	20	19	25	22	24	22	19	24	26	21	26	23	23	25	21	23

Fieldwork: 23rd - 24th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

July 24-25 2011

Aug 13-14 2012

July 23-24 2013

Do you agree or disagree with this statement: 'I am disappointed by the way tickets were sold for the Olympic Games in London'

Agree	60	64	55	58	57	51	60	60	60	54	58	53	49	55	54	59	57	53	62	59	53	52	45
Disagree	14	12	14	16	13	25	6	14	12	15	15	12	21	19	11	9	16	11	21	12	12	17	8
Don't know	26	24	31	25	30	24	35	26	28	31	27	35	30	26	34	32	27	36	17	30	35	31	47

Do you agree or disagree with this statement: 'The London Olympics have inspired me to join a sports club.'

Agree	7	7	8	8	11	8	5	7	9	5	7	8	14	12	6	3	10	5	12	8	5	9	3
Disagree	83	83	86	88	83	90	90	88	84	92	85	87	74	80	89	93	84	89	78	86	88	86	90
Don't know	10	10	7	4	7	2	5	5	7	4	8	6	13	8	5	4	7	7	10	6	8	5	6

Do you agree or disagree with this statement: 'The London Olympics have inspired me to be more active.'

Agree	29	29	21	23	26	23	15	19	24	19	23	19	33	30	19	11	25	16	33	21	18	21	13
Disagree	58	58	68	67	64	71	76	71	67	71	67	69	45	62	72	79	66	71	57	65	72	70	79
Don't know	13	13	11	10	10	6	9	10	10	10	10	12	22	9	10	10	10	13	10	14	10	9	8

Fieldwork: 23rd - 24th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1926	514	583	121	171	584	474	433	936	990	233	491	659	543	1098	828	247	626	412	474	168	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
Do you agree or disagree with this statement: 'The 2012 Olympic Games were a good advert for London'																							
Agree	60	84	83	91	85	94	71	88	86	85	82	84	76	85	84	84	85	81	85	85	82	85	74
Disagree	22	7	8	4	8	4	19	6	9	6	9	7	9	8	8	8	8	9	8	7	9	8	9
Don't know	18	9	9	5	7	2	10	6	6	8	9	8	15	7	8	7	7	11	7	8	9	7	17
Do you agree or disagree with this statement: 'The 2012 Olympic Games were a good advert for the whole of Britain'																							
Agree	48	76	71	83	72	77	58	79	73	71	69	74	67	72	72	71	74	67	76	79	69	67	52
Disagree	36	16	18	12	18	16	31	15	20	17	21	16	12	18	19	20	16	21	15	10	22	22	36
Don't know	16	9	10	6	10	7	11	6	7	12	11	10	21	9	9	9	9	12	9	12	9	11	11
Taking everything into account, which of the following statements comes closest to your own view?																							
I think the 2012 Olympics Games in London were a success	53	83	80	90	80	85	65	85	81	80	77	82	75	78	80	81	83	76	84	84	78	77	69
I think the 2012 Olympics Games in London were a failure	10	2	3	3	4	3	5	3	4	3	4	3	5	5	3	2	4	3	4	3	3	4	5
I do not think the 2012 Olympics Games in London were a success or a failure	27	11	13	6	13	9	24	9	12	14	14	11	10	13	13	14	10	16	10	9	15	17	16
Don't know	10	4	4	1	4	3	6	3	4	3	5	4	9	4	4	3	4	5	3	5	4	2	10

Fieldwork: 23rd - 24th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1926	514	583	121	171	584	474	433	936	990	233	491	659	543	1098	828	247	626	412	474	168	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 24-25 2011	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
Thinking back to the 2000 Olympics in Sydney, taking everything into account how do you think the London games compare?																								
<i>[Total of those interested in the London 2012 Olympics n=1350]</i>																								
The London games were better than the Sydney games	22	27	61	53	64	55	58	42	60	52	52	57	48	53	53	53	51	57	46	60	57	49	48	44
The Sydney games were better than the London games	19	18	2	4	3	4	4	2	4	4	5	6	3	6	5	4	3	5	4	3	2	6	5	7
There is not much difference between the two	31	34	16	18	13	20	18	35	16	22	20	20	16	8	18	21	20	16	21	17	15	19	23	20
Don't know	28	22	21	25	20	20	19	21	21	22	23	17	33	33	24	22	26	22	29	20	26	26	24	30
Thinking back to the 2004 Olympics in Athens, taking everything into account how do you think the London games will compare?																								
<i>[Total of those interested in the London 2012 Olympics n=1350]</i>																								
The London games were better than the Athens games	42	49	73	66	75	68	86	61	74	66	66	73	58	58	66	67	67	70	59	70	69	61	65	54
The Athens games were better than London games	7	6	1	2	2	2	2	2	2	4	1	2	2	5	2	2	1	3	2	2	1	2	4	3
There is not much difference between the two	26	23	6	9	4	9	2	11	6	10	10	9	9	9	8	10	8	7	12	7	7	11	9	11
Don't know	25	21	19	23	19	20	10	26	19	21	23	16	31	27	24	21	24	20	28	21	23	25	21	32
Thinking back to the 2008 Olympics in Beijing, taking everything into account how do you think the London games will compare?																								
<i>[Total of those interested in the London 2012 Olympics n=1350]</i>																								
The London games were better than the Beijing games	24	30	75	57	68	59	67	54	65	59	58	60	55	54	52	63	57	63	49	58	56	56	62	57
The Beijing games were better than London games	29	21	2	6	3	6	7	6	3	7	5	8	3	10	10	2	4	6	5	10	6	4	5	4
There is not much difference between the two	28	30	11	18	14	19	14	21	14	18	20	21	15	19	18	16	20	15	23	15	18	18	20	17
Don't know	20	19	12	19	16	15	12	19	18	16	17	11	26	17	20	19	18	16	22	18	20	22	14	22

Fieldwork: 23rd - 24th July 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

At the London Olympics the Great Britain team won 29 gold medals. Thinking forward to the Rio Olympics in 2016, if you had to guess, how many gold medals do you think the Great Britain team will win?

[Total of those interested in the London 2012 Olympics n=1350]

Less than 10	1	1	0	1	1	1	0	2	1	1	1	0	1	2	1	1	2	0	1	1	2	0
10 - 19	12	17	14	16	28	17	17	13	20	22	11	11	18	19	15	16	18	16	15	16	20	15
20 - 24	25	23	25	24	21	25	23	26	22	27	19	22	21	28	20	25	20	22	26	24	20	21
25 - 29	17	16	18	14	23	17	17	13	17	17	15	26	14	15	15	18	14	12	18	15	17	14
30 - 34	17	16	16	17	11	13	16	17	16	10	21	16	19	15	14	15	17	19	15	16	12	24
35 - 100	10	9	9	9	1	9	10	10	5	7	10	10	9	7	9	9	8	10	8	8	10	3
Don't know	18	19	17	19	15	18	16	19	19	15	23	16	17	15	27	17	22	21	17	19	20	24

Currently Great Britain competes as a single team at the Olympics, but it has been suggested the England, Scotland, Wales and Northern Ireland could compete separately, as they do at the Commonwealth Games. Which of the following comes closest to your own

[Total of those interested in the London 2012 Olympics n=1350]

	July 24-25 2011	Aug 13-14 2012	July 23-24 2013																				
Great Britain should compete as a single team at the Olympics	75	85	84	89	81	94	89	87	80	89	83	85	80	85	85	83	87	78	86	82	81	88	81
England, Scotland, Wales and Northern Ireland could compete separately at the Olympics	19	10	11	7	15	3	5	8	15	5	13	8	10	10	10	12	8	14	10	11	13	9	12
Don't know	6	5	5	3	4	3	6	4	5	6	4	7	10	5	5	4	4	8	4	7	6	3	7

Fieldwork: 23rd - 24th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample	1926	470	599	104	215	586	492	436	900	1026	164	469	754	539	1261	665	290	634	390	455	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
Taking everything into account, what impact, if any, do you think the London Olympics and Paralympics has had on the state of Britain's economy overall?																							
It has had a largely positive impact	13	15	20	29	21	22	8	24	20	18	21	20	19	20	21	19	19	22	24	21	19	18	20
It has had a slightly positive impact	37	37	38	41	37	48	42	43	38	42	38	39	42	41	35	39	43	32	36	41	38	41	26
TOTAL POSITIVE IMPACT	50	52	58	70	58	70	50	67	58	60	59	59	61	61	56	58	62	54	60	62	57	59	46
It has had no impact	20	25	19	14	23	9	25	17	20	19	21	17	17	14	21	22	17	21	18	17	20	20	20
It has had a slightly negative impact	10	7	6	7	4	8	10	6	5	6	6	6	8	5	6	5	7	4	5	5	6	7	8
It has had a largely negative impact	10	6	3	1	3	3	9	2	4	4	4	3	1	4	2	5	3	5	3	3	1	5	6
TOTAL NEGATIVE IMPACT	20	13	9	8	7	11	19	8	9	10	10	9	9	9	8	10	10	9	8	8	7	12	14
Don't know	11	10	13	8	12	9	7	8	14	11	10	16	13	15	14	10	11	16	14	12	15	10	20

	July 22-23 2012	Aug 13-14 2012	July 23-24 2013																				
Taking everything into account, what impact, if any, do you think the London Olympics and Paralympics has had on the overall mood of the general public in Britain?																							
It has had a largely positive impact	26	44	44	58	43	55	32	52	43	43	40	48	41	41	47	45	46	42	47	50	43	40	34
It has had a slightly positive impact	40	37	35	30	37	29	40	33	36	39	37	33	36	39	32	36	35	35	36	33	34	39	33
TOTAL POSITIVE IMPACT	66	81	79	88	80	84	72	85	79	82	77	81	77	80	79	81	81	77	83	83	77	79	67
It has had no impact	18	12	12	8	12	8	16	10	10	11	13	10	11	11	12	12	10	13	10	9	13	13	20
It has had a slightly negative impact	4	1	1	0	0	2	1	0	0	1	1	1	2	1	1	1	1	1	1	1	0	1	1
It has had a largely negative impact	4	1	1	0	1	2	5	1	2	1	2	1	0	1	1	3	1	2	1	1	0	3	1
TOTAL NEGATIVE IMPACT	8	2	2	0	1	4	6	1	2	2	3	2	2	2	2	4	2	3	2	2	0	4	2
Don't know	9	6	7	3	6	4	5	3	8	4	7	7	9	8	7	4	5	8	5	6	9	4	11