

YouGov/Thomas Cook Survey Results

Sample Size: 2128

Fieldwork: 20th - 22nd September 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Do you intend to go to watch any of the London 2012 Olympic Games live (i.e. attend events)?

Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Yes, I do	25%	25%	24%	38%	31%	28%	24%	16%	26%	23%	15%	22%	35%	35%	34%	10%	15%
No, I don't	60%	59%	60%	43%	53%	55%	60%	72%	60%	60%	72%	57%	55%	40%	54%	72%	73%
Don't know	15%	15%	15%	19%	16%	17%	17%	13%	14%	17%	13%	21%	10%	25%	12%	18%	12%

Which, if any, of the following British athletes are you looking forward to seeing competing at the London 2012 Olympic Games?(Please tick all that apply)

Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Jessica Ennis	23%	27%	18%	16%	23%	24%	26%	23%	23%	22%	24%	27%	19%	18%	22%	28%	20%
Chris Hoy	32%	36%	28%	23%	28%	31%	41%	33%	33%	31%	29%	36%	30%	26%	32%	34%	42%
Victoria Pendleton	24%	27%	21%	11%	17%	24%	31%	28%	26%	21%	22%	30%	25%	20%	26%	20%	18%
Rebecca Adlington	31%	32%	31%	23%	29%	30%	38%	33%	33%	29%	31%	39%	29%	27%	31%	28%	27%
Mo Farah	13%	15%	10%	7%	11%	11%	16%	15%	14%	12%	10%	18%	12%	10%	14%	14%	11%
Tom Daley	25%	24%	26%	22%	20%	21%	32%	28%	27%	24%	23%	31%	28%	24%	26%	25%	20%
Perri Shakes-Drayton	5%	6%	4%	4%	4%	4%	5%	7%	4%	6%	4%	7%	7%	4%	5%	5%	3%
Louis Smith	4%	5%	4%	5%	5%	4%	4%	5%	4%	5%	5%	6%	6%	4%	3%	4%	4%
Other	3%	3%	3%	4%	1%	3%	3%	3%	3%	3%	1%	4%	2%	2%	4%	5%	3%
Don't know	16%	13%	18%	19%	14%	18%	15%	14%	14%	18%	15%	13%	21%	20%	16%	5%	13%
Not applicable - I am not looking forward to seeing any specific British athletes at the London 2012 Olympic Games	37%	35%	38%	41%	35%	34%	32%	40%	37%	37%	38%	35%	36%	36%	36%	42%	37%

Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Which one, if any, past British athletes would you MOST like to see come out of retirement to compete at the London 2012 Olympic Games?

	Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
	All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Colin Jackson		3%	3%	3%	6%	2%	4%	2%	3%	3%	3%	2%	3%	3%	5%	2%	11%	4%
Linford Christie		5%	4%	6%	7%	9%	4%	3%	4%	4%	6%	6%	5%	5%	7%	4%	2%	5%
Sally Gunnell		2%	2%	3%	1%	3%	1%	2%	3%	3%	2%	3%	0%	3%	1%	3%	4%	3%
Lord Sebastian Coe		3%	3%	2%	-	2%	3%	3%	3%	2%	3%	3%	4%	3%	2%	2%	-	2%
Dame Kelly Holmes		8%	6%	11%	10%	8%	4%	9%	11%	8%	9%	10%	12%	6%	6%	8%	4%	6%
Denise Lewis		2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	3%	2%	3%	1%	1%	-	1%
Daley Thompson		8%	10%	6%	1%	5%	13%	11%	8%	8%	9%	7%	11%	7%	5%	8%	12%	11%
Sir Steve Redgrave		9%	10%	9%	13%	10%	9%	9%	7%	10%	8%	6%	7%	12%	12%	10%	6%	12%
Roger Black		2%	1%	2%	0%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Jonathan Edwards		2%	3%	2%	5%	4%	2%	1%	2%	3%	2%	2%	2%	3%	2%	2%	1%	3%
Other		1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	0%	1%	0%
Don't know		14%	10%	17%	18%	14%	12%	12%	14%	12%	16%	13%	10%	16%	17%	15%	13%	13%
Not applicable - I would not want to see any past British athletes to come out of retirement and compete at the London 2012 Olympics		41%	44%	38%	37%	36%	42%	45%	42%	42%	39%	41%	43%	37%	39%	42%	46%	38%

When it comes to supporting athletes based on their nationality, which ONE of the following do/ would you do at the Olympics?

	Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
	All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Support British athletes because I am British		63%	64%	61%	61%	60%	61%	67%	63%	63%	61%	65%	67%	65%	57%	65%	61%	45%
Support British athletes despite not being British		1%	1%	1%	1%	2%	0%	1%	1%	1%	2%	0%	1%	3%	1%	2%	-	-
Support the nation's athletes where I am from (i.e. not the U.K.)		1%	1%	1%	2%	2%	2%	1%	0%	1%	2%	2%	-	-	4%	1%	1%	2%
Support athletes regardless of their nationality		15%	15%	15%	13%	14%	14%	15%	16%	15%	15%	13%	11%	14%	19%	13%	18%	24%
None of these		15%	14%	15%	13%	15%	16%	11%	16%	15%	14%	13%	16%	16%	13%	15%	14%	17%
Don't know		6%	4%	7%	9%	7%	7%	5%	4%	5%	7%	6%	5%	2%	7%	4%	6%	12%

Which ONE, if any, sporting nationality would you MOST like Britain to beat at the London 2012 Olympic Games?

	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Germany	10%	12%	8%	11%	11%	9%	9%	9%	8%	11%	12%	10%	12%	9%	7%	10%	5%
Russia	5%	6%	5%	4%	5%	4%	4%	8%	5%	6%	6%	8%	5%	4%	5%	5%	4%
USA	35%	40%	30%	37%	39%	34%	37%	32%	35%	36%	36%	38%	34%	34%	38%	33%	26%
France	8%	10%	6%	8%	5%	5%	10%	11%	7%	10%	9%	8%	12%	6%	8%	7%	5%
China	5%	6%	5%	6%	5%	5%	5%	7%	5%	6%	6%	7%	5%	6%	5%	5%	3%
Australia	7%	9%	4%	4%	9%	9%	5%	7%	6%	8%	6%	8%	8%	8%	6%	6%	2%
Other	1%	2%	1%	4%	0%	1%	3%	1%	1%	2%	1%	2%	2%	3%	1%	2%	1%
Don't know	10%	6%	14%	13%	8%	13%	8%	9%	9%	11%	10%	11%	8%	12%	8%	9%	12%
Not applicable - I don't want them to beat any sporting nationality in particular	30%	26%	34%	26%	29%	32%	29%	32%	33%	27%	29%	23%	29%	31%	30%	37%	42%
Not applicable - I don't support Britain	2%	2%	1%	3%	3%	2%	2%	1%	2%	2%	2%	1%	1%	3%	1%	2%	3%

Which ONE of the following statements best reflect your opinion of Britain's London Olympic 2012 chances compared to other national sports (e.g. Football, Cricket, Rugby etc.)?

	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2128	1006	1122	228	344	326	328	902	1255	873	500	283	214	309	491	92	239
All GB adults	2128	1021	1107	255	368	382	378	745	1170	958	523	349	204	272	487	106	185
Britain's athletes offer the best hope of bringing sporting glory to Britain compared with other national sportsmen and	25%	27%	23%	23%	26%	22%	25%	27%	24%	27%	25%	22%	34%	26%	24%	25%	25%
Britain's athletes are neither more nor less likely to bring sporting glory to Britain than other national sportsmen and	41%	42%	40%	32%	38%	44%	47%	41%	43%	39%	40%	41%	41%	39%	44%	45%	38%
Britain's athletes offer less hope of bringing sporting glory to Britain compared with other national sportsmen and wome	10%	12%	8%	10%	10%	10%	9%	11%	11%	9%	12%	13%	5%	11%	9%	7%	10%
Don't know	23%	18%	28%	35%	26%	24%	19%	20%	22%	24%	23%	25%	20%	24%	23%	24%	27%

All figures, unless otherwise stated, are from YouGov Plc.