

## YouGov / Sunday Times Survey Results

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

	Voting intention				2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics
	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			
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	32	100	0	0	76	1	8	33	31	20	33	32	35	36	26	26	39	31	32	14	0	33	34
Lab	44	0	100	0	8	95	43	41	47	57	41	48	37	39	51	57	31	54	47	42	64	44	43
Lib Dem	10	0	0	100	1	2	37	10	11	9	14	9	9	13	6	8	14	7	8	10	15	10	10
Other	14	0	0	0	15	2	11	16	12	13	12	12	19	12	17	9	16	8	13	34	21	13	12
<b>Other Parties Voting Intention</b>																							
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	0	0	1	1	0	1	0	1	1	0	0	1	0	0
<b>Non Voters</b>																							
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	Aug 2-3																					
<b>Do you approve or disapprove of the Government's record to date?</b>																								
Approve	24	25	71	4	41	49	5	20	26	23	22	25	24	26	29	19	24	28	25	23	15	10	26	27
Disapprove	62	62	15	92	40	36	90	68	62	62	58	57	64	66	57	69	61	56	61	68	75	77	61	60
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

		July 26-27	Aug 2-3																					
<b>Do you think that David Cameron is doing well or badly as Prime Minister?</b>																								
Very well	4	4	15	1	1	9	0	2	5	4	7	3	4	4	5	3	5	4	4	5	2	1	5	5
Fairly well	31	33	72	8	55	57	14	29	33	33	37	35	31	32	37	28	33	39	33	29	20	21	34	36
<b>TOTAL WELL</b>	<b>35</b>	<b>37</b>	<b>87</b>	<b>9</b>	<b>56</b>	<b>66</b>	<b>14</b>	<b>31</b>	<b>38</b>	<b>37</b>	<b>44</b>	<b>38</b>	<b>35</b>	<b>36</b>	<b>42</b>	<b>31</b>	<b>38</b>	<b>43</b>	<b>37</b>	<b>34</b>	<b>22</b>	<b>22</b>	<b>39</b>	<b>41</b>
Fairly badly	31	30	9	36	35	22	35	39	27	32	25	29	28	33	30	29	35	27	26	33	27	36	32	31
Very badly	29	28	2	52	6	9	48	27	31	25	23	24	32	28	23	34	19	23	33	29	43	36	25	25
<b>TOTAL BADLY</b>	<b>60</b>	<b>58</b>	<b>11</b>	<b>88</b>	<b>41</b>	<b>31</b>	<b>83</b>	<b>66</b>	<b>58</b>	<b>57</b>	<b>48</b>	<b>53</b>	<b>60</b>	<b>61</b>	<b>53</b>	<b>63</b>	<b>54</b>	<b>50</b>	<b>59</b>	<b>62</b>	<b>70</b>	<b>72</b>	<b>57</b>	<b>56</b>
Don't know	6	5	2	3	2	3	2	3	4	6	9	8	4	3	5	6	8	6	4	3	8	6	4	4

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	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			
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think Ed Miliband is doing well or badly as leader of the Labour party?

Very well	2	4	1	12	1	2	13	2	4	5	5	2	4	7	4	5	6	3	6	3	5	6	4	4
Fairly well	28	29	15	56	31	14	49	37	29	29	30	27	28	31	30	29	32	26	32	29	28	34	30	29
<b>TOTAL WELL</b>	<b>30</b>	<b>33</b>	<b>16</b>	<b>68</b>	<b>32</b>	<b>16</b>	<b>62</b>	<b>39</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>29</b>	<b>32</b>	<b>38</b>	<b>34</b>	<b>34</b>	<b>38</b>	<b>29</b>	<b>38</b>	<b>32</b>	<b>33</b>	<b>40</b>	<b>34</b>	<b>33</b>
Fairly badly	36	34	39	21	52	41	25	37	34	35	30	32	36	37	36	32	32	35	32	37	36	33	35	37
Very badly	21	20	36	6	9	31	8	13	25	15	20	23	19	18	20	20	17	24	18	21	11	15	19	20
<b>TOTAL BADLY</b>	<b>57</b>	<b>54</b>	<b>75</b>	<b>27</b>	<b>61</b>	<b>72</b>	<b>33</b>	<b>50</b>	<b>59</b>	<b>50</b>	<b>50</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>52</b>	<b>49</b>	<b>59</b>	<b>50</b>	<b>58</b>	<b>47</b>	<b>48</b>	<b>54</b>	<b>57</b>
Don't know	13	12	10	6	8	11	6	10	8	16	14	16	13	7	11	14	13	12	12	10	19	13	12	10

Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?

Very well	2	1	1	0	12	1	0	4	1	1	0	3	1	1	1	1	2	2	1	1	1	1	1	1
Fairly well	16	17	33	6	49	24	8	23	17	18	17	17	18	17	20	15	20	18	18	17	10	12	18	19
<b>TOTAL WELL</b>	<b>18</b>	<b>18</b>	<b>34</b>	<b>6</b>	<b>61</b>	<b>25</b>	<b>8</b>	<b>27</b>	<b>18</b>	<b>19</b>	<b>17</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>21</b>	<b>16</b>	<b>22</b>	<b>20</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>13</b>	<b>19</b>	<b>20</b>
Fairly badly	31	32	34	31	33	34	30	34	27	37	26	36	30	35	33	31	33	32	29	35	33	32	33	34
Very badly	41	41	24	60	5	33	58	35	51	32	51	32	43	43	38	45	36	38	45	42	47	47	40	40
<b>TOTAL BADLY</b>	<b>72</b>	<b>73</b>	<b>58</b>	<b>91</b>	<b>38</b>	<b>67</b>	<b>88</b>	<b>69</b>	<b>78</b>	<b>69</b>	<b>77</b>	<b>68</b>	<b>73</b>	<b>78</b>	<b>71</b>	<b>76</b>	<b>69</b>	<b>70</b>	<b>74</b>	<b>77</b>	<b>80</b>	<b>79</b>	<b>73</b>	<b>74</b>
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

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	2	1	1	2	1	1	2
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
<b>TOTAL WELL</b>	<b>30</b>	<b>28</b>	<b>61</b>	<b>8</b>	<b>71</b>	<b>45</b>	<b>9</b>	<b>35</b>	<b>30</b>	<b>27</b>	<b>23</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>34</b>	<b>22</b>	<b>29</b>	<b>33</b>	<b>29</b>	<b>25</b>	<b>20</b>	<b>18</b>	<b>30</b>	<b>31</b>
Fairly badly	34	36	30	39	23	34	40	37	35	38	46	32	35	38	37	36	43	37	28	40	35	39	38	37
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
<b>TOTAL BADLY</b>	<b>64</b>	<b>65</b>	<b>35</b>	<b>90</b>	<b>28</b>	<b>50</b>	<b>88</b>	<b>60</b>	<b>67</b>	<b>64</b>	<b>70</b>	<b>59</b>	<b>66</b>	<b>68</b>	<b>61</b>	<b>71</b>	<b>63</b>	<b>62</b>	<b>63</b>	<b>70</b>	<b>74</b>	<b>75</b>	<b>64</b>	<b>64</b>
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

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	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
<b>TOTAL GOOD</b>	<b>17</b>	<b>18</b>	<b>44</b>	<b>3</b>	<b>54</b>	<b>29</b>	<b>6</b>	<b>23</b>	<b>20</b>	<b>16</b>	<b>13</b>	<b>20</b>	<b>17</b>	<b>20</b>	<b>23</b>	<b>12</b>	<b>18</b>	<b>21</b>	<b>17</b>	<b>17</b>	<b>16</b>	<b>10</b>	<b>19</b>	<b>20</b>
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	39	28	29	
<b>TOTAL BAD</b>	<b>58</b>	<b>58</b>	<b>31</b>	<b>84</b>	<b>26</b>	<b>45</b>	<b>82</b>	<b>53</b>	<b>59</b>	<b>57</b>	<b>59</b>	<b>51</b>	<b>62</b>	<b>59</b>	<b>53</b>	<b>64</b>	<b>51</b>	<b>53</b>	<b>58</b>	<b>64</b>	<b>65</b>	<b>67</b>	<b>57</b>	<b>57</b>
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
Don't know	4	4	4	1	2	4	2	2	3	4	4	7	3	2	5	3	5	4	5	3	2	4	3	3

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<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the coalition government is managing the economy well or badly?

Very well	2	2	7	0	3	5	0	1	2	2	3	1	3	2	3	1	2	2	3	1	0	2	2
Fairly well	23	25	63	6	49	47	6	23	28	23	23	29	23	26	29	21	25	30	27	21	17	13	27
<b>TOTAL WELL</b>	<b>25</b>	<b>27</b>	<b>70</b>	<b>6</b>	<b>52</b>	<b>52</b>	<b>6</b>	<b>24</b>	<b>30</b>	<b>25</b>	<b>26</b>	<b>30</b>	<b>26</b>	<b>28</b>	<b>32</b>	<b>22</b>	<b>27</b>	<b>32</b>	<b>29</b>	<b>24</b>	<b>18</b>	<b>13</b>	<b>29</b>
Fairly badly	32	33	21	35	35	28	34	39	28	37	34	32	29	36	32	33	32	33	27	39	27	36	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
<b>TOTAL BADLY</b>	<b>67</b>	<b>66</b>	<b>24</b>	<b>91</b>	<b>44</b>	<b>41</b>	<b>90</b>	<b>70</b>	<b>64</b>	<b>67</b>	<b>63</b>	<b>60</b>	<b>67</b>	<b>69</b>	<b>61</b>	<b>72</b>	<b>64</b>	<b>61</b>	<b>64</b>	<b>70</b>	<b>77</b>	<b>79</b>	<b>64</b>
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	6

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0
Quite good	3	3	8	1	3	6	2	1	3	3	6	4	3	2	4	3	4	5	2	2	2	2	4
<b>TOTAL GOOD</b>	<b>3</b>	<b>3</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>
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
Quite bad	45	47	51	42	62	50	43	51	45	48	48	48	45	47	50	43	42	47	50	47	45	45	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
<b>TOTAL BAD</b>	<b>80</b>	<b>79</b>	<b>61</b>	<b>88</b>	<b>75</b>	<b>69</b>	<b>87</b>	<b>84</b>	<b>77</b>	<b>80</b>	<b>72</b>	<b>76</b>	<b>81</b>	<b>81</b>	<b>77</b>	<b>81</b>	<b>68</b>	<b>77</b>	<b>84</b>	<b>81</b>	<b>83</b>	<b>84</b>	<b>78</b>
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

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
Get a little better	9	8	14	4	17	10	4	9	8	7	14	11	7	3	10	5	8	8	8	5	6	8	
<b>TOTAL BETTER</b>	<b>10</b>	<b>9</b>	<b>16</b>	<b>5</b>	<b>18</b>	<b>12</b>	<b>5</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>15</b>	<b>13</b>	<b>8</b>	<b>3</b>	<b>12</b>	<b>5</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>6</b>	
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	
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	
Get a lot worse	16	19	4	25	7	12	26	15	18	19	6	15	25	20	12	27	19	16	19	22	20	23	
<b>TOTAL WORSE</b>	<b>49</b>	<b>51</b>	<b>25</b>	<b>63</b>	<b>32</b>	<b>40</b>	<b>64</b>	<b>49</b>	<b>48</b>	<b>53</b>	<b>37</b>	<b>40</b>	<b>55</b>	<b>60</b>	<b>44</b>	<b>58</b>	<b>46</b>	<b>48</b>	<b>48</b>	<b>55</b>	<b>58</b>	<b>48</b>	
Don't know	5	5	3	3	3	3	4	3	5	4	8	6	4	2	5	4	3	5	5	4	6	5	

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?

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
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
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

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	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics	
	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
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If Cameron were to step down as Conservative leader before the next election who would you most like to see replace him?

Boris Johnson	24	33	22	22	30	20	23	29	19	24	31	25	17	26	22	29	24	24	23	18	21	25	25
William Hague	14	24	9	13	23	9	14	14	14	7	11	14	21	17	10	13	15	11	14	18	11	15	15
David Davis	6	7	5	10	9	5	6	7	6	3	3	7	11	6	7	4	6	7	9	5	6	6	6
George Osborne	3	2	3	6	2	6	2	3	2	7	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

Do you think each of the following would make a better or worse Conservative leader and Prime Minister than David Cameron?

**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 know 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 know enough about this person to say	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**

Would make a better leader	6	6	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 know 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**

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 know enough about this person to say	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

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics	
	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
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>David Davis</b>																							
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
<b>Tony Blair</b>																							
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	45	48	44	37	42	45	55	48	43	37	54	41	45	45	36	47	48
Neither	23	11	31	22	12	36	23	21	24	21	20	25	23	22	23	25	18	25	23	28	26	22	22
Don't know, or don't know enough about this person 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?

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	11	7	11	12	11	11	13	13	9	13	13	10	11	13	9	18	13	8	8	10	13	12	12
<b>TOTAL MORE LIKELY</b>	<b>19</b>	<b>17</b>	<b>15</b>	<b>15</b>	<b>24</b>	<b>16</b>	<b>17</b>	<b>22</b>	<b>15</b>	<b>28</b>	<b>22</b>	<b>16</b>	<b>16</b>	<b>22</b>	<b>14</b>	<b>27</b>	<b>22</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>20</b>	<b>20</b>	<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
<b>TOTAL LESS LIKELY</b>	<b>17</b>	<b>21</b>	<b>12</b>	<b>23</b>	<b>19</b>	<b>15</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>17</b>	<b>14</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>16</b>	<b>9</b>	<b>15</b>	<b>17</b>	<b>19</b>
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 anyway	14	52	1	2	37	2	3	14	15	6	13	16	18	15	13	12	17	12	15	13	2	15	15
Don't know	9	4	5	4	10	4	4	7	10	14	9	8	6	8	10	10	9	10	6	8	10	8	8

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?

July 22-23

Aug 2-3

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

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

July 26-27

Aug 2-3

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
<b>TOTAL INTERESTED</b>	<b>51</b>	<b>63</b>	<b>73</b>	<b>65</b>	<b>66</b>	<b>68</b>	<b>71</b>	<b>62</b>	<b>62</b>	<b>65</b>	<b>70</b>	<b>67</b>	<b>64</b>	<b>57</b>	<b>68</b>	<b>58</b>	<b>69</b>	<b>68</b>	<b>61</b>	<b>58</b>	<b>60</b>	<b>61</b>	<b>74</b>	<b>77</b>
Not very interested	24	18	14	16	20	16	13	20	18	18	14	16	16	22	17	19	19	14	17	24	17	19	16	17
Not at all interested	23	17	12	15	13	15	14	15	17	16	8	14	19	20	13	21	10	17	19	16	20	18	9	5
<b>TOTAL INTERESTED</b>	<b>47</b>	<b>35</b>	<b>26</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>27</b>	<b>35</b>	<b>34</b>	<b>22</b>	<b>30</b>	<b>35</b>	<b>42</b>	<b>30</b>	<b>40</b>	<b>29</b>	<b>31</b>	<b>36</b>	<b>40</b>	<b>37</b>	<b>37</b>	<b>25</b>	<b>22</b>	<b>22</b>
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

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics		
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					
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>	
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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the 2012 Olympics in London this year will or will not be a success?

Will 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
Will not be a success	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

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	47	53	49	45	52	52	45	48	52	49	48	53	49	49	48	48	49	52	53
<b>TOTAL WELL ORGANISED</b>	<b>74</b>	<b>85</b>	<b>70</b>	<b>88</b>	<b>82</b>	<b>73</b>	<b>75</b>	<b>73</b>	<b>74</b>	<b>74</b>	<b>73</b>	<b>76</b>	<b>71</b>	<b>77</b>	<b>68</b>	<b>75</b>	<b>78</b>	<b>76</b>	<b>69</b>	<b>65</b>	<b>70</b>	<b>81</b>	<b>82</b>
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
<b>TOTAL BADLY ORGANISED</b>	<b>20</b>	<b>12</b>	<b>24</b>	<b>10</b>	<b>16</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>16</b>	<b>25</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>25</b>	<b>21</b>	<b>22</b>	<b>15</b>	<b>14</b>
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

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
<b>TOTAL DOING A LOT</b>	<b>69</b>	<b>76</b>	<b>66</b>	<b>78</b>	<b>73</b>	<b>71</b>	<b>71</b>	<b>63</b>	<b>73</b>	<b>71</b>	<b>71</b>	<b>66</b>	<b>66</b>	<b>70</b>	<b>65</b>	<b>76</b>	<b>72</b>	<b>63</b>	<b>65</b>	<b>63</b>	<b>66</b>	<b>75</b>	<b>77</b>
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
<b>TOTAL DOING NOTHING</b>	<b>25</b>	<b>19</b>	<b>28</b>	<b>20</b>	<b>21</b>	<b>23</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>16</b>	<b>23</b>	<b>26</b>	<b>29</b>	<b>23</b>	<b>27</b>	<b>18</b>	<b>22</b>	<b>29</b>	<b>30</b>	<b>24</b>	<b>27</b>	<b>20</b>	<b>19</b>
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
<b>TOTAL GOOD</b>	<b>89</b>	<b>90</b>	<b>91</b>	<b>96</b>	<b>90</b>	<b>89</b>	<b>95</b>	<b>90</b>	<b>89</b>	<b>91</b>	<b>89</b>	<b>90</b>	<b>89</b>	<b>91</b>	<b>87</b>	<b>89</b>	<b>91</b>	<b>87</b>	<b>90</b>	<b>89</b>	<b>90</b>	<b>89</b>	<b>92</b>
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
<b>TOTAL BAD</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>4</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>7</b>
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

Fieldwork: 2nd - 3rd August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics	
	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
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did the opening ceremony make you feel proud to be British, embarrassed to be British, or neither?

[Only asked to those who watched the Olympic 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	47	50
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	21	22
<b>TOTAL PROUD</b>	<b>68</b>	<b>73</b>	<b>71</b>	<b>77</b>	<b>72</b>	<b>71</b>	<b>71</b>	<b>68</b>	<b>69</b>	<b>69</b>	<b>72</b>	<b>68</b>	<b>65</b>	<b>68</b>	<b>69</b>	<b>70</b>	<b>71</b>	<b>71</b>	<b>68</b>	<b>51</b>	<b>67</b>	<b>68</b>	<b>72</b>
Did not make me feel either proud or embarrassed	24	20	23	20	21	23	23	25	23	21	24	23	28	24	24	25	21	21	26	36	25	24	22
Made me feel a little embarrassed to be British	5	4	4	2	5	4	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
<b>TOTAL EMBARRASSED</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>5</b>
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

What was your favourite part of the Olympic Opening Ceremony?

[Only asked to those who watched the Olympic opening ceremony. N=1449]

The Queen's appearance with James Bond	29	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	19	20	27	19	19	22	21	16	18	17	19	20	19	18	15	22	18	18	12	18	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	15	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	2	2	2	0	2	3	0	2	2	1	2	2	2	2	2	1	2	3	3	3	2	2	2
The celebration of children's literature	1	1	2	1	1	1	1	0	2	3	2	0	1	1	1	2	1	2	1	1	1	1	1
Emeli Sande singing Abide with Me	1	1	1	1	1	1	1	2	1	0	1	2	1	1	1	3	1	1	0	2	1	1	1
Sir Paul McCartney singing Hey Jude	1	0	0	1	0	0	1	1	1	0	1	0	1	1	0	1	0	0	0	3	1	1	1
Don't know	6	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

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics	
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				
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	62	51	75	76	49	76	69	60	63	70	69	60	53	62	62	63	63	62	60	60	65	67	66
Inappropriate	22	36	11	14	35	9	18	23	22	13	16	22	32	24	21	21	21	23	24	21	18	21	21
Don't know	16	13	14	9	16	15	13	17	15	17	15	17	15	15	18	16	16	15	16	20	17	12	13

One member of Parliament referred to the opening ceremony as "leftie multicultural crap". Do you think this criticism was fair or unfair?

Fair	15	24	9	4	22	11	8	16	13	14	14	13	18	14	15	19	12	17	16	8	12	14	13
Unfair	69	63	79	84	63	76	82	68	70	64	71	71	67	72	65	67	72	66	69	68	71	76	77
Don't know	16	13	13	12	16	13	10	16	16	22	15	16	15	13	20	14	15	17	15	24	17	10	10

July 19-20 Aug 2-3

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?

Too much	67	52	45	49	41	50	44	48	46	57	42	53	51	56	47	58	52	46	52	56	58	54	46
Too little	3	2	2	3	3	2	4	1	3	2	4	3	2	1	3	2	7	3	1	1	1	2	3
About right	16	32	40	36	45	35	38	35	39	26	34	30	33	33	36	28	27	38	32	31	23	30	38
Don't know	14	14	13	13	10	13	13	16	13	15	20	15	14	10	15	13	14	13	15	12	18	14	13

On average how much of the Olympic coverage have you been watching each day?

None at all	17	9	17	19	12	14	20	16	18	17	14	19	18	14	22	9	16	21	19	20	20	10	0
Less than an hour	25	24	23	33	22	21	31	24	26	22	26	24	27	25	24	28	24	24	24	29	25	25	31
One or two hours	26	29	26	20	29	32	19	27	25	36	28	23	24	27	25	35	24	24	27	26	25	30	32
Three or four hours	17	21	18	19	21	18	17	19	16	13	18	18	17	19	15	16	21	16	15	14	16	21	21
More than four hours	12	16	15	9	14	13	13	11	13	8	11	14	14	12	12	9	14	14	13	6	11	14	15
Don't know	2	1	2	0	1	2	0	2	1	4	2	1	1	2	2	2	1	2	2	4	2	1	0

Have you taken time off work or worked from home during the Olympics in order to watch the Games? Please tick all that apply

Yes, I have taken holiday or leave from work to watch the games	4	4	5	5	5	4	4	5	3	4	8	3	0	5	2	7	4	3	4	1	4	4	5
Yes, I have worked from home in order to watch the games	3	3	2	3	3	5	3	3	2	5	5	2	1	4	1	7	3	2	1	1	3	3	3
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	37	37	38	33	42	38	31	33	41	27	13	27	76	33	44	27	37	34	46	37	38	37	37
Don't know	2	1	2	0	1	2	0	2	1	3	3	1	1	2	2	3	1	3	1	4	2	1	1





Fieldwork: 2nd - 3rd August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics		
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					
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>	
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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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?**

The Olympic organisers have done too much to keep Olympic officials and VIPs happy, and should have done more to put spectators first

<b>72</b>	67	73	65	72	69	75	71	72	62	66	72	80	69	75	67	70	71	78	67	73	72	72
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The Olympic organisers have done all they can to put spectators first, but there are some Olympic rules they cannot get around

<b>15</b>	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

<b>6</b>	2	9	8	3	8	5	6	6	7	9	6	3	4	8	6	7	4	5	7	7	5	4
<b>7</b>	4	7	3	5	6	4	7	7	12	8	7	4	6	8	10	6	8	4	12	8	6	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

<b>91</b>	94	89	94	92	91	95	91	92	86	89	92	94	92	90	91	91	89	94	91	90	93	93
<b>3</b>	3	5	1	4	5	1	3	4	4	5	3	2	3	4	2	3	6	2	2	3	3	4
<b>6</b>	3	7	4	4	5	4	6	5	10	6	5	4	5	6	7	6	6	4	7	6	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

<b>15</b>	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

<b>46</b>	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

<b>39</b>	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			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics		
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					
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>	
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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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 cheating and it is right that people should be able to voice their suspicions	<b>32</b>	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	<b>52</b>	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	<b>16</b>	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	<b>11</b>	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	<b>1</b>	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	<b>23</b>	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	<b>57</b>	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	<b>8</b>	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**

<b>Beach volleyball</b>																							
Should be an Olympic sport	<b>49</b>	45	52	51	46	53	53	54	45	61	59	47	38	52	46	54	51	53	47	36	51	53	55
Should not be an Olympic sport	<b>32</b>	40	28	32	37	27	32	29	35	19	24	37	40	34	30	27	31	26	37	45	30	32	32
Don't know	<b>18</b>	15	20	16	17	20	15	17	20	19	17	16	22	15	24	19	19	21	16	19	20	15	13
<b>BMX cycling</b>																							
Should be an Olympic sport	<b>45</b>	45	46	55	42	48	52	43	47	49	51	46	36	47	43	44	48	43	47	36	45	50	50
Should not be an Olympic sport	<b>36</b>	40	37	25	41	35	31	39	33	30	30	38	43	36	37	37	34	35	37	44	35	35	37
Don't know	<b>19</b>	15	17	21	17	17	17	17	20	21	18	16	21	17	21	18	19	22	16	19	20	15	13
<b>Golf</b>																							
Should be an Olympic sport	<b>21</b>	23	20	21	22	20	21	21	21	20	26	19	20	23	19	21	25	16	22	20	21	22	24
Should not be an Olympic sport	<b>62</b>	62	63	68	62	62	68	65	59	61	58	66	61	63	61	62	59	63	65	63	62	64	65
Don't know	<b>17</b>	14	17	12	16	17	12	14	19	20	16	15	18	14	20	17	16	21	14	17	17	13	11

Fieldwork: 2nd - 3rd August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Non Con Voters	Watched the Opening Ceremony	Watching the Olympics	
	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
<b>Weighted Sample</b>	<b>1787</b>	<b>435</b>	<b>602</b>	<b>139</b>	<b>563</b>	<b>444</b>	<b>398</b>	<b>868</b>	<b>919</b>	<b>216</b>	<b>456</b>	<b>611</b>	<b>504</b>	<b>1019</b>	<b>768</b>	<b>229</b>	<b>581</b>	<b>382</b>	<b>440</b>	<b>155</b>	<b>1352</b>	<b>1458</b>	<b>1443</b>
<b>Unweighted Sample</b>	<b>1787</b>	<b>458</b>	<b>541</b>	<b>146</b>	<b>593</b>	<b>403</b>	<b>408</b>	<b>873</b>	<b>914</b>	<b>87</b>	<b>450</b>	<b>751</b>	<b>499</b>	<b>1193</b>	<b>594</b>	<b>275</b>	<b>628</b>	<b>342</b>	<b>397</b>	<b>145</b>	<b>1329</b>	<b>1449</b>	<b>1450</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Rugby sevens</b>																							
Should be an Olympic sport	<b>45</b>	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	<b>36</b>	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	<b>19</b>	17	20	18	18	20	17	15	23	19	18	17	23	17	23	19	19	22	18	19	20	16	14
<b>Squash</b>																							
Should be an Olympic sport	<b>64</b>	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	<b>18</b>	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	<b>18</b>	14	17	14	17	17	14	15	20	19	17	17	19	14	22	21	18	19	15	19	19	14	12
<b>Trampoline gymnastics</b>																							
Should be an Olympic sport	<b>63</b>	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	<b>18</b>	22	21	16	20	20	15	22	14	22	16	15	22	20	16	15	16	21	18	25	17	17	18
Don't know	<b>19</b>	16	18	21	18	19	17	20	18	20	18	17	22	18	21	21	18	21	17	18	20	16	14
<b>Who do you believe is the greatest Olympian out of the following?</b>																							
Michael Phelps - who has won the most medals and most gold medals of any Olympian	<b>20</b>	21	18	26	20	17	22	22	18	31	31	16	9	23	15	22	19	17	24	16	20	22	22
Steve Redgrave - who won gold medals at five Olympic games in a row	<b>17</b>	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 medals than any other British Olympian	<b>13</b>	12	13	10	14	12	12	12	13	8	9	11	19	10	15	14	14	12	12	7	13	13	13
Jessie Owens - the black American athlete who won 4 gold medals at the 1936 Olympics in Nazi Germany	<b>12</b>	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	<b>5</b>	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	<b>4</b>	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	<b>4</b>	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	<b>2</b>	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	<b>1</b>	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	<b>1</b>	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	<b>3</b>	3	3	1	3	1	3	4	2	6	2	3	3	2	4	2	3	3	4	5	3	2	2
Don't know	<b>20</b>	16	17	22	18	18	21	18	21	21	17	20	20	18	22	17	22	20	15	26	21	17	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 no.
<b>Age and Gender</b>		
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
<b>Region</b>		
North England	206	243
Midlands	134	162
East England	92	95
London	156	126
South England	259	226
Wales	43	49
Scotland	98	86
<b>Social Grade</b>		
AB	361	277
C1	294	287
C2	142	207
DE	191	217
<b>Newspaper Type</b>		
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
<b>Political Party Identification</b>		
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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