

YouGov Survey Results

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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
Weighted Sample	1730	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in sport in general?

Very interested	24	33	25	24	27	26	19	38	10	25	26	26	19	23	24	23	24	23	26	19
Fairly interested	33	32	34	41	35	37	36	32	35	28	36	35	32	34	33	33	32	35	31	39
TOTAL INTERESTED	57	65	59	65	62	63	55	70	45	53	62	61	51	57	57	56	56	58	57	58
Not very interested	23	23	22	18	24	20	25	16	30	18	22	19	32	24	22	25	23	23	22	24
Not at all interested	17	12	18	17	13	15	20	11	22	13	13	20	18	16	17	16	17	15	17	17
TOTAL NOT INTERESTED	40	35	40	35	37	35	45	27	52	31	35	39	50	40	39	41	40	38	39	41
Don't know	3	0	1	0	1	2	1	3	3	16	3	1	0	2	4	2	3	3	3	0

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 19-20	July 22-23																			
Should	44	53	64	55	53	57	55	53	54	52	48	52	54	53	53	52	49	58	53	53	38
Should not	44	35	29	34	40	36	34	39	36	35	23	32	37	41	36	34	41	30	35	38	39
Don't know	12	12	8	10	6	7	10	8	10	14	29	16	8	6	11	14	10	13	11	9	23

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

Very interested	17	22	29	25	21	24	24	19	24	19	24	23	23	17	22	21	23	24	20	22	13
Fairly interested	27	29	33	28	35	32	30	32	28	31	28	25	30	34	29	30	32	31	29	26	32
TOTAL INTERESTED	44	51	62	53	56	56	54	51	52	50	52	48	53	51	51	51	55	55	49	48	45
Not very interested	27	23	20	26	20	22	25	23	24	22	13	27	22	26	25	21	20	23	26	24	22
Not at all interested	28	23	18	21	24	21	20	25	21	25	21	22	26	23	22	25	25	20	21	26	29
TOTAL NOT INTERESTED	55	46	38	47	44	43	45	48	45	47	34	49	48	49	47	46	45	43	47	50	51
Don't know	2	2	0	1	0	1	1	1	2	3	14	3	0	0	3	2	2	2	3	2	4

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

Very interested	10	11	14	14	11	12	16	9	11	11	7	11	11	13	11	11	12	12	10	10	
Fairly interested	27	30	30	33	31	32	35	32	27	32	29	26	31	32	29	31	31	31	25	29	36
TOTAL INTERESTED	37	41	44	47	42	44	51	41	38	43	36	37	42	45	40	42	43	43	37	39	46
Not very interested	28	30	31	30	32	29	29	32	31	30	27	32	31	30	32	29	26	31	33	33	24
Not at all interested	32	26	24	22	25	26	19	27	28	23	23	28	26	24	26	26	29	24	27	25	27
TOTAL NOT INTERESTED	60	56	55	52	57	55	48	59	59	53	50	60	57	54	58	55	55	55	60	58	51
Don't know	2	3	1	1	0	1	2	1	3	3	14	3	1	0	3	3	2	3	3	3	4

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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
Weighted Sample	1730	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	April 12-13	July 22-23																			
Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games will be good for London generally'																					
Agree	53	58	72	59	57	64	60	53	58	57	49	56	61	59	57	59	49	60	59	59	56
Disagree	30	26	19	26	29	24	23	32	26	25	17	26	27	28	26	25	30	24	25	27	24
Don't know	17	17	9	15	14	12	17	15	16	18	34	18	12	13	17	16	20	16	16	15	21
Do you agree or disagree with this statement: 'Taking everything into account, the Olympic Games will be good for people like me'																					
Agree	20	23	32	22	27	26	23	21	24	21	27	22	24	19	23	22	28	29	18	19	12
Disagree	64	58	53	59	54	58	56	64	59	57	43	55	62	63	59	57	51	53	59	65	66
Don't know	16	19	15	18	19	16	21	14	16	22	29	23	14	18	18	21	21	18	23	16	22
Do you agree or disagree with this statement: 'Bringing the Olympic Games to London will ensure that the capital has much better sports facilities not just for the games themselves but for years afterwards'																					
Agree	55	53	65	53	60	59	52	53	55	52	54	55	52	54	54	52	49	53	56	53	54
Disagree	26	28	23	29	26	26	30	27	28	28	20	27	31	27	28	27	31	29	25	27	28
Don't know	18	19	12	18	15	15	18	20	17	21	26	18	17	19	18	21	19	18	19	20	18
Do you agree or disagree with this statement: 'Bringing the Olympic Games to London will ensure that the capital has a much better public transport system'																					
Agree	29	16	23	17	16	20	15	13	17	15	12	17	17	15	17	14	23	14	17	15	11
Disagree	46	57	50	60	58	54	58	61	57	56	47	60	59	55	58	54	63	59	54	54	51
Don't know	25	28	27	23	26	26	26	26	26	29	41	23	24	30	24	32	14	27	29	31	38
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	27	34	45	34	33	42	36	28	37	30	29	35	35	33	34	34	38	34	34	32	31
Disagree	55	47	39	51	49	42	46	54	44	49	40	45	49	49	49	44	48	44	47	49	49
Don't know	18	19	16	16	19	16	18	17	18	20	31	20	15	19	18	22	14	21	19	19	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you agree or disagree with this statement: 'I am concerned about the security arrangements for the Olympic Games in London'																				
Agree	54	48	59	50	55	61	50	47	59	29	51	56	64	49	60	54	51	53	56	56
Disagree	31	40	27	36	34	26	33	40	22	38	33	31	25	37	23	33	35	29	27	26
Don't know	16	12	14	13	11	13	18	13	18	33	16	13	11	14	17	13	14	17	17	18
Do you agree or disagree with this statement: 'I am concerned about the transport arrangements for the Olympic Games in London'																				
Agree	53	58	54	51	57	53	54	51	55	48	51	52	58	54	52	73	60	48	43	38
Disagree	23	24	25	23	24	25	23	27	20	23	25	27	18	24	22	16	19	25	30	28
Do you agree or disagree with this statement: 'The 2012 Olympic Games will be a good advert for London'																				
Agree	60	73	61	70	64	62	59	59	61	55	57	62	62	60	59	56	64	59	58	55
Disagree	22	16	24	17	20	23	25	22	22	12	24	26	21	23	21	26	22	22	23	21
Don't know	18	12	15	13	16	15	15	19	17	32	20	12	17	16	20	19	14	19	19	24
Do you agree or disagree with this statement: 'The 2012 Olympic Games will be a good advert for the whole of Britain'																				
Agree	48	63	47	52	55	46	45	47	49	45	46	48	51	47	49	47	54	47	45	36
Disagree	36	25	41	33	29	40	43	38	34	27	37	39	35	36	35	30	30	38	42	43
Don't know	16	11	12	15	15	14	12	15	18	28	18	13	14	17	16	22	16	15	13	21
Taking everything into account, which of the following statements comes closest to your own view?																				
I think the 2012 Olympics Games in London will be a success	53	69	53	60	62	51	53	53	53	43	51	55	56	54	52	51	57	53	50	45
I think the 2012 Olympics Games in London will be a failure	10	8	10	5	9	10	8	11	9	9	14	9	6	10	10	10	10	10	8	12
I do not think the 2012 Olympics Games in London will be a success or a failure	27	19	28	30	22	30	30	27	27	26	24	27	30	27	26	26	25	27	31	28
Don't know	10	4	9	5	7	9	8	9	12	22	11	8	8	9	12	12	8	10	10	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

April 12-13 July 22-23

Thinking back to the 2000 Olympics in Sydney, taking everything into account how do you think the London games will compare?

[This question only went to respondents who were interested in the Olympics n=863]

The London games will be better than the Sydney games	23	27	35	25	26	30	25	24	30	23	38	26	29	19	29	24	33	31	21	24	20
The Sydney games will be better than the London games	18	18	16	19	11	18	23	15	16	19	13	18	19	17	18	18	15	19	22	11	22
There will not be much difference between the two	33	34	34	39	37	35	33	36	36	32	17	33	35	41	33	35	29	30	36	41	32
Don't know	26	22	15	17	26	17	19	25	18	26	31	22	18	22	21	23	23	20	21	23	26

Thinking back to the 2004 Olympics in Athens, taking everything into account how do you think the London games will compare?

[This question only went to respondents who were interested in the Olympics n=863]

The London games will be better than the Athens games	45	49	62	48	57	56	45	51	56	43	52	49	47	52	53	45	57	50	48	48	43
The Athens games will be better than London games	6	6	3	8	6	4	10	5	6	7	5	9	6	5	6	7	4	6	7	4	12
There will not be much difference between the two	22	23	20	28	20	21	26	23	24	22	11	24	26	23	21	25	18	21	26	28	13
Don't know	27	21	15	15	17	19	19	21	14	29	32	18	21	20	20	23	20	23	19	19	31

Thinking back to the 2008 Olympics in Beijing, taking everything into account how do you think the London games will compare?

[This question only went to respondents who were interested in the Olympics n=863]

The London games will be better than the Beijing games	26	30	34	27	35	39	29	24	29	30	19	36	35	22	33	25	34	29	25	31	33
The Beijing games will be better than London games	20	21	23	24	16	20	23	21	27	16	27	21	19	21	21	21	24	18	25	21	19
There will not be much difference between the two	33	30	31	31	34	28	31	29	30	30	23	27	30	36	27	34	21	33	31	32	25
Don't know	21	19	13	17	15	14	17	27	14	24	31	16	16	20	19	19	21	20	19	16	23

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking forward to the London Olympics, where do you think the Great Britain team will come in the overall medal table of competing nations?

[This question only went to respondents who were interested in the Olympics n=863]

First	4	2	2	5	2	3	3	0	1	4	4	4	2	1	2	3	6	1	0	3	3
Second	3	6	9	6	1	8	4	7	6	5	8	6	8	3	6	6	8	6	4	5	10
Third	13	13	12	15	13	13	16	10	13	12	17	15	12	11	13	12	13	14	14	11	14
Fourth	15	21	22	21	23	24	16	22	26	17	30	17	23	20	25	17	21	21	11	29	27
Fifth	12	11	13	9	13	9	10	12	14	7	9	8	12	12	11	10	15	11	15	5	4
In the top ten but not in the top five	41	35	33	32	36	32	36	37	31	39	19	40	33	40	33	38	26	33	45	38	23
In the top twenty but not in the top ten	5	6	6	6	3	6	7	4	4	8	6	5	6	7	5	8	3	6	6	6	12
Outside the top twenty	1	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
Don't know	7	6	5	5	8	5	7	8	4	8	6	5	5	8	6	6	9	7	6	2	6

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

[This question only went to respondents who were interested in the Olympics n=863]

Great Britain should compete as a single team at the Olympics	79	77	80	80	82	78	76	81	75	79	77	73	82	76	82	72	77	79	79	73	81
England, Scotland, Wales and Northern Ireland could compete separately at the Olympics	16	17	17	15	17	17	18	14	20	15	16	21	15	18	15	21	16	17	18	20	11
Don't know	5	5	3	5	1	5	6	5	4	6	8	6	3	5	4	7	7	5	3	6	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking everything into account, which are your favourite sports at the summer Olympics?

(Please tick up to five)

[This question only went to respondents who were interested in the Olympics n=863]

Athletics	71	72	73	70	75	66	69	80	74	70	75	68	71	76	71	74	66	70	75	80	61
Swimming	48	46	48	45	37	48	47	46	40	52	32	47	47	50	47	45	41	45	44	55	36
Track cycling	28	30	37	26	31	35	23	33	39	22	31	21	35	32	30	30	24	32	26	35	31
Diving	24	26	20	27	26	22	26	30	16	35	29	22	26	27	27	23	28	30	20	24	18
Rowing	23	25	29	20	31	28	16	35	27	23	18	16	27	33	26	24	14	31	23	24	23
Artistic gymnastics	17	20	14	23	20	14	27	24	7	34	17	31	23	10	21	20	22	19	18	23	23
Football	22	20	22	23	9	22	20	12	29	12	22	22	19	19	18	23	17	17	23	25	21
Tennis	14	18	23	18	17	18	14	15	17	18	36	18	11	18	17	18	20	19	14	14	25
Road cycling	10	14	16	17	15	15	15	16	21	7	11	11	17	13	14	14	12	10	12	22	14
Rhythmic gymnastics	12	13	10	11	5	11	13	15	4	22	13	19	10	12	12	14	13	16	9	12	15
Boxing	14	13	16	16	6	17	17	7	21	6	0	15	12	19	12	16	14	7	19	19	9
Triathlon	12	12	12	9	11	10	11	12	14	10	12	13	10	12	12	11	16	9	16	11	5
Show jumping	11	9	9	7	7	9	7	8	4	14	12	4	8	12	10	8	4	9	7	9	20
Modern pentathlon	6	8	5	9	8	8	11	7	9	8	2	7	9	11	8	9	8	7	9	8	15
Sailing	6	7	7	7	15	8	6	9	8	5	4	4	6	11	7	6	5	10	3	6	7
Synchronized swimming	6	7	4	9	8	6	10	7	2	12	5	7	6	8	6	8	10	5	7	6	12
Beach Volleyball	7	6	6	4	7	6	7	2	10	1	3	8	6	4	5	6	3	7	1	8	5
Table tennis	6	5	5	6	1	4	5	4	8	2	16	4	4	2	4	5	7	4	3	5	6
Trampoline	3	5	4	5	7	4	4	6	1	9	4	8	3	5	5	5	6	5	5	4	6
Canoe/kayak (slalom)	3	5	6	4	5	4	4	5	5	5	14	3	5	2	3	7	4	8	4	2	0
Field hockey	4	5	7	3	8	3	3	5	7	2	8	5	3	5	3	6	1	5	6	4	4
Badminton	8	5	5	7	3	7	2	4	8	3	2	9	6	3	5	5	4	6	6	5	3
Eventing	3	4	5	3	3	5	2	4	2	6	5	5	4	3	4	4	2	7	3	2	3
Dressage	3	4	2	3	2	4	2	3	1	6	6	1	4	5	4	3	2	4	0	4	9
Basketball	3	4	3	6	3	3	5	3	6	3	6	6	4	2	4	4	11	4	2	3	1
Archery	4	4	4	3	3	8	1	2	4	4	3	5	3	5	4	5	4	6	4	1	7
Weightlifting	5	3	3	3	1	3	3	1	4	2	0	5	3	2	2	4	3	4	3	2	2
Shooting	4	3	3	3	1	6	2	2	5	2	2	5	3	2	2	4	3	3	3	3	6
Taekwondo	1	2	2	2	1	2	2	1	2	1	0	3	2	0	1	2	3	1	1	2	1
Judo	1	2	3	1	5	3	1	2	3	1	3	3	1	2	2	2	3	2	3	2	3
Mountain biking	5	2	2	2	2	3	1	2	3	1	2	3	2	1	2	1	2	2	3	1	2
BMX	4	2	3	2	1	2	2	2	3	2	1	5	2	0	2	2	4	3	2	1	1
Canoe/kayak (sprint)	3	2	3	2	1	4	2	1	3	1	9	2	1	1	1	3	0	3	3	1	1
Volleyball (indoor)	4	1	0	2	1	0	3	0	1	1	3	2	0	0	1	1	2	1	0	0	4
Freestyle Wrestling	1	1	0	2	1	0	2	1	1	0	4	0	1	0	1	0	1	1	0	0	4
Water polo	1	1	1	0	4	1	0	1	0	1	0	0	0	2	0	1	2	0	0	0	1
Greco-Roman Wrestling	1	1	0	0	4	0	0	2	1	1	0	0	1	1	0	1	2	1	0	0	0
Fencing	2	1	1	1	4	1	1	2	1	1	0	1	1	2	1	1	3	1	0	0	0
Handball	0	0	1	0	1	1	0	0	1	0	0	1	0	1	1	0	1	1	0	0	0
None of the above	1	1	1	1	2	1	1	2	1	1	0	0	2	2	2	1	3	0	0	1	2
Don't know	4	3	3	3	1	2	4	2	3	2	5	3	2	1	2	3	5	3	3	1	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you could compete at the Olympics in one sport, which one sport would you choose?

[This question only went to respondents who were interested in the Olympics n=863]

Athletics	18	21	18	22	26	18	24	28	23	19	9	24	22	23	23	19	20	18	27	23	15
Swimming	10	8	8	10	8	7	11	8	4	12	8	6	7	11	8	9	8	10	6	8	10
Football	8	7	10	7	0	7	9	4	13	1	15	6	6	5	6	7	7	9	4	6	5
Tennis	4	6	6	6	3	8	2	4	3	8	7	3	5	7	5	6	7	4	4	7	11
Shooting	3	4	4	4	3	5	3	4	6	1	2	2	4	5	3	5	1	4	6	3	6
Road cycling	2	3	6	2	5	5	2	4	5	1	4	2	5	2	3	4	2	3	2	6	3
Artistic gymnastics	2	3	3	3	3	2	4	2	0	6	2	8	3	0	1	5	3	3	4	2	2
Badminton	3	3	3	2	3	4	1	1	3	2	1	3	3	3	4	1	3	2	2	3	3
Canoe/kayak (slalom)	1	2	5	0	0	1	1	0	2	1	8	1	1	0	1	3	0	4	1	1	0
Track cycling	3	2	1	2	0	2	2	1	2	1	3	2	1	1	2	1	2	1	1	0	5
Rhythmic gymnastics	1	2	1	3	0	2	3	1	0	3	3	3	1	0	2	1	2	2	0	3	0
Show jumping	1	2	2	2	0	2	2	2	0	3	4	2	2	1	2	1	1	2	1	3	2
Archery	3	2	0	2	4	1	1	5	1	3	0	3	3	1	2	2	1	2	3	2	0
Sailing	2	2	1	1	8	3	1	3	3	2	0	1	2	4	3	2	3	2	1	3	3
Triathlon	1	2	2	1	4	3	1	2	4	0	2	2	1	2	1	2	0	2	3	2	0
Diving	2	1	1	1	0	1	2	0	1	1	2	1	1	1	1	1	0	2	0	2	0
Synchronized swimming	0	1	0	1	2	0	1	0	0	1	1	2	0	0	1	0	0	0	1	0	5
Mountain biking	1	1	1	1	1	1	0	1	1	0	1	1	1	0	1	0	1	1	1	0	0
Trampoline	1	1	0	2	1	1	1	1	0	2	1	2	1	0	1	1	2	0	0	2	1
Beach Volleyball	1	1	1	1	5	1	2	2	1	2	0	3	1	1	1	2	3	2	0	0	0
Dressage	1	1	0	1	2	0	0	4	0	2	3	0	1	1	1	1	2	1	0	1	0
Eventing	1	1	1	1	0	1	0	1	0	1	1	1	1	0	1	0	1	1	1	0	0
Boxing	1	1	1	1	1	1	1	0	1	0	0	2	1	0	1	1	2	0	1	1	0
Fencing	0	1	1	0	1	1	0	1	0	1	2	0	0	0	1	0	0	0	1	0	2
Field hockey	1	1	1	0	1	1	0	1	1	1	0	2	1	0	1	0	1	0	0	2	1
Rowing	2	1	2	1	2	2	0	2	2	1	0	2	2	1	2	0	2	1	2	0	1
Table tennis	3	1	1	2	0	1	1	0	2	0	2	1	1	1	2	1	2	1	1	1	4
Taekwondo	0	1	1	2	0	1	3	1	1	2	4	0	2	0	1	1	0	1	3	1	0
Weightlifting	0	1	0	0	0	0	0	0	1	0	1	1	0	0	1	0	0	0	1	1	0
Water polo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Canoe/kayak (sprint)	1	0	0	1	0	1	0	0	1	0	3	0	0	0	1	0	0	0	2	0	0
BMX	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0
Volleyball (indoor)	0	0	0	1	0	0	1	0	0	1	0	0	1	0	1	0	1	0	1	0	0
Freestyle Wrestling	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Greco-Roman Wrestling	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Basketball	1	0	0	1	0	0	1	1	1	0	0	2	0	0	1	0	2	0	0	0	1
Handball	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Judo	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Modern pentathlon	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	1	0
None of the above	8	6	4	7	7	2	7	7	5	7	6	2	6	10	6	6	5	4	10	6	8
Don't know	13	12	14	10	7	15	10	10	9	15	6	5	13	19	10	14	14	14	10	9	11

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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
Weighted Sample	1730	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

There have been calls for more sports to be added to the summer Olympics programme. Which of the following sports (if any) do you think should be added to the sports at future Olympics? (Please tick all that apply)

[This question only went to respondents who were interested in the Olympics n=863]

Squash	29	32	29	34	40	31	30	37	32	31	38	36	27	30	36	26	31	32	30	32	33
Netball	33	30	28	25	47	31	26	39	21	39	27	36	29	29	32	28	34	26	29	33	35
Rugby sevens	23	23	25	25	26	21	27	20	31	16	31	20	23	23	27	19	22	21	24	24	32
Karate	22	22	19	22	25	19	23	22	21	22	25	27	23	14	22	21	21	18	26	25	18
Bowling	14	16	14	20	16	17	17	15	17	15	8	12	15	23	13	20	10	14	12	22	28
Cricket	14	14	9	18	16	13	15	15	16	12	7	19	16	11	14	15	13	11	14	22	8
Golf	11	12	14	14	14	11	11	14	14	10	2	13	14	13	11	12	8	11	9	16	14
Water skiing	12	12	10	11	12	12	13	11	10	14	4	9	16	13	11	13	10	13	10	10	20
Polo	9	10	13	8	15	9	8	10	11	9	21	11	8	7	9	11	7	15	5	8	16
Snooker	8	10	12	10	11	10	11	10	11	8	9	11	7	12	7	14	6	9	5	16	14
Surfing	8	9	5	10	14	6	8	12	6	12	15	10	8	7	10	8	13	11	6	9	5
Tug of war	11	8	6	11	9	7	11	10	11	6	5	9	9	8	7	10	12	7	8	10	2
Baseball	4	7	6	8	8	7	7	7	7	6	3	7	8	5	6	7	7	5	6	10	3
Mountaineering and Climbing	5	5	3	6	11	4	5	6	6	4	14	6	3	3	6	3	3	6	4	5	7
Sumo wrestling	7	5	3	6	10	4	4	8	6	5	5	10	5	2	5	6	5	4	4	8	6
Orienteering	5	4	4	4	4	7	3	2	6	3	5	4	4	4	6	2	2	4	3	4	14
Softball	4	4	2	4	9	4	4	5	4	5	3	7	4	3	4	4	7	3	3	3	11
Boules	2	4	7	4	3	4	5	2	5	3	12	4	3	2	4	5	1	5	5	4	0
Racquetball	3	3	1	3	8	2	4	4	2	3	0	5	3	2	3	3	4	3	2	3	2
Chess	3	3	3	4	4	4	3	3	4	2	3	3	4	2	3	2	4	2	3	2	4
Lifesaving	2	2	1	3	6	1	2	3	2	2	4	1	1	2	2	2	4	1	1	0	9
Korfball	2	1	1	1	3	1	1	1	1	1	0	3	1	0	1	0	1	1	1	1	0
Bridge	1	1	0	1	2	1	0	1	1	1	0	1	1	0	1	1	1	1	0	2	0
None of the above	11	13	12	12	12	11	16	13	14	11	6	9	15	17	12	13	9	11	20	10	16
Don't know	10	10	11	11	9	9	13	6	9	11	10	11	10	10	8	13	13	12	9	8	8

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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
Weighted Sample	1730	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who from the following would you most like to see light the Olympic torch at the opening ceremony of the London games?

[This question only went to respondents who were interested in the Olympics n=863]

Steve Redgrave	29	26	35	21	28	29	17	29	28	25	19	32	29	21	26	27	16	33	27	25	17
David Beckham	9	13	13	15	10	13	14	13	10	16	17	12	11	16	14	13	10	9	21	15	13
Daley Thompson	9	9	8	7	8	8	9	9	11	7	4	6	11	10	8	9	7	10	9	7	8
Kelly Holmes	6	5	3	7	4	4	6	5	5	6	6	5	8	3	5	6	11	5	3	7	0
Chris Hoy	4	4	3	5	4	4	4	3	5	2	5	3	4	3	4	3	4	4	3	1	14
Sebastian Coe	5	3	5	3	1	5	3	3	3	4	3	4	3	4	4	2	6	3	3	5	2
Linford Christie	3	3	2	3	0	2	4	4	2	4	9	4	1	2	4	2	5	3	0	4	3
Tanni Grey Thompson	5	3	2	3	6	2	4	4	3	3	0	3	3	4	2	4	2	3	4	3	2
Mary Peters	2	2	3	1	5	3	2	3	2	2	0	0	3	4	2	3	1	2	1	4	0
Rebecca Adlington	3	2	1	2	3	1	2	1	2	2	3	1	2	2	2	2	1	2	1	1	8
Matthew Pinsent	1	2	2	2	0	2	2	0	2	1	3	2	1	1	2	1	1	2	1	0	5
Victoria Pendleton	0	2	1	3	0	1	1	4	2	1	3	3	1	2	1	3	2	2	2	2	2
Jonathon Edwards	1	1	3	1	2	2	0	1	1	1	1	0	0	3	1	2	0	1	2	2	0
Steve Oveit	0	1	0	2	0	1	2	1	1	1	0	0	1	2	1	1	2	1	1	1	2
Anne Packer	1	0	0	0	2	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	1
Lynn Davies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sally Gunnell	2	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1	1	0
Ben Ainslie	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Denise Lewis	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0
Chris Boardman	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
David Hemery	0	0	0	1	0	1	0	0	0	1	0	0	1	1	0	0	1	0	0	1	0
Other	4	10	9	11	13	12	11	10	12	8	9	9	10	11	10	9	11	8	12	11	9

Taking everything into account, what impact, if any, do you think the London Olympics and Paralympics will have on the state of Britain's economy overall?

It will have a largely positive impact	13	21	13	13	18	14	10	12	14	7	11	15	14	13	13	14	13	13	14	7
It will have a slightly positive impact	37	42	37	48	42	36	38	38	35	28	40	37	37	37	36	36	35	34	40	40
TOTAL POSITIVE	50	63	50	61	60	50	48	50	49	35	51	52	51	50	49	50	48	47	54	47
It will have no impact	20	16	23	14	16	22	19	23	17	22	17	19	22	19	20	16	20	18	23	16
It will have a slightly negative impact	10	7	9	14	8	8	14	10	10	13	9	11	9	12	8	11	10	11	7	15
It will have a largely negative impact	10	7	9	7	10	10	11	8	11	5	9	12	10	9	10	11	10	11	8	8
TOTAL NEGATIVE	20	14	18	21	18	18	25	18	21	18	18	23	19	21	18	22	20	22	15	23
Don't know	11	7	9	5	7	11	8	9	13	24	14	7	7	10	12	13	11	12	8	13

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	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
Weighted Sample 1730	429	553	120	564	407	395	841	889	209	441	592	488	986	744	221	562	370	426	151
Unweighted Sample 1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taking everything into account, what impact, if any, do you think the London Olympics and Paralympics will have on the overall mood of the general public in Britain?

It will have a largely positive impact	26	37	28	26	34	27	25	26	26	20	20	30	29	25	27	25	31	24	24	17
It will have a slightly positive impact	40	38	37	54	39	37	45	37	43	41	40	37	42	41	38	40	37	40	44	40
TOTAL POSITIVE	66	75	65	80	73	64	70	63	69	61	60	67	71	66	65	65	68	64	68	57
It will have no impact	18	15	21	14	15	22	15	23	13	12	20	19	16	18	17	16	14	20	19	22
It will have a slightly negative impact	4	2	3	4	3	4	5	4	4	5	5	4	2	4	4	4	5	4	2	6
It will have a largely negative impact	4	4	3	1	4	3	5	3	5	2	4	4	4	3	5	6	4	3	2	6
TOTAL NEGATIVE	8	6	6	5	7	7	10	7	9	7	9	8	6	7	9	10	9	7	4	12
Don't know	9	5	7	2	5	7	6	7	10	19	11	5	6	8	9	9	8	9	8	9

How well or badly do you believe each of the following will cope with the task of hosting the 2012 Olympic Games?

Olympic venues

Very well	21	28	21	24	27	19	21	23	19	15	19	21	24	22	20	19	24	24	18	14
Fairly well	39	41	38	51	38	41	43	39	39	34	38	41	39	41	35	39	41	33	41	37
TOTAL WELL	60	69	59	75	65	60	64	62	58	49	57	62	63	63	55	58	65	57	59	51
Neither well not badly	17	16	19	10	18	18	16	17	17	14	15	19	19	16	19	19	16	18	18	15
Fairly badly	8	6	8	5	5	9	8	7	8	6	10	7	7	8	7	10	6	8	6	14
TOTAL BADLY	25	22	27	15	23	27	24	24	25	20	25	26	26	24	26	29	22	26	24	29
Don't know	11	6	10	10	8	10	10	10	12	26	13	7	9	10	13	7	8	13	14	15

Public transport in London

Very well	3	3	5	4	3	4	2	3	3	1	2	4	3	3	3	6	3	2	3	1
Fairly well	16	19	14	21	18	15	18	16	15	5	14	19	17	18	13	14	16	17	16	13
TOTAL WELL	19	22	19	25	21	19	20	19	18	6	16	23	20	21	16	20	19	19	19	14
Neither well not badly	18	22	19	18	20	20	16	19	18	16	15	19	23	16	21	14	16	21	20	24
Fairly badly	33	36	34	33	34	34	33	35	32	33	32	33	36	34	33	29	37	31	35	28
Very badly	20	15	18	16	18	19	22	17	21	18	25	20	15	20	19	32	20	18	13	19
TOTAL BADLY	53	51	52	49	52	53	55	52	53	51	57	53	51	54	52	61	57	49	48	47
Don't know	10	5	10	9	7	7	9	9	11	28	12	6	6	10	11	5	8	11	13	15

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
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	
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Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public transport in the rest of Britain outside

London

Very well	13	19	16	13	18	15	10	14	13	14	13	14	13	14	13	12	14	18	11	9
Fairly well	31	37	30	34	33	32	34	30	32	29	32	32	30	33	29	30	31	30	34	27
TOTAL WELL	44	56	46	47	51	47	44	44	45	43	45	46	43	47	42	42	45	48	45	36
Neither well not badly	27	24	27	35	25	27	32	29	25	15	26	28	30	26	27	29	27	24	27	27
Fairly badly	13	11	12	8	12	13	12	13	14	11	12	14	15	13	15	13	16	12	11	16
Very badly	5	4	5	2	5	5	4	5	5	3	6	6	4	5	6	6	4	6	5	5
TOTAL BADLY	18	15	17	10	17	18	16	18	19	14	18	20	19	18	21	19	20	18	16	21
Don't know	10	5	10	7	8	8	8	10	11	27	12	6	7	10	11	10	7	10	13	17

Roads in London

Very well	3	3	4	3	3	5	1	3	3	1	2	4	3	2	3	4	4	2	2	1
Fairly well	12	15	10	17	13	11	13	11	13	10	11	13	13	14	10	13	13	13	11	11
TOTAL WELL	15	18	14	20	16	16	14	14	16	11	13	17	16	16	13	17	17	15	13	12
Neither well not badly	15	18	18	10	15	19	12	16	14	10	13	15	19	13	18	12	13	17	16	18
Fairly badly	37	36	36	43	37	33	43	38	35	35	34	39	37	38	35	33	37	36	39	34
Very badly	24	23	23	22	24	25	23	24	24	21	29	24	21	24	24	33	27	22	19	21
TOTAL BADLY	61	59	59	65	61	58	66	62	59	56	63	63	58	62	59	66	64	58	58	55
Don't know	10	5	9	5	7	7	8	8	11	25	11	5	8	9	10	6	7	11	12	16

Security arrangements

Very well	7	12	7	6	9	6	5	8	6	4	6	8	7	6	7	8	8	8	5	3
Fairly well	24	32	23	30	30	24	25	25	24	21	21	24	29	26	22	25	28	22	22	24
TOTAL WELL	31	44	30	36	39	30	30	33	30	25	27	32	36	32	29	33	36	30	27	27
Neither well not badly	19	19	17	27	18	18	22	23	15	20	17	22	18	19	19	16	21	20	19	16
Fairly badly	25	23	29	22	26	29	25	24	26	17	28	26	26	25	26	28	23	26	27	25
Very badly	14	8	16	8	12	16	14	11	17	10	16	15	14	13	15	15	12	13	17	17
TOTAL BADLY	39	31	45	30	38	45	39	35	43	27	44	41	40	38	41	43	35	39	44	42
Don't know	10	5	8	8	6	7	10	9	11	29	12	5	6	10	10	9	8	11	10	15

Sample Size: 1730 GB adults
Fieldwork: 22nd - 23rd July 2012

	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
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Unweighted Sample	1730	425	530	118	563	398	423	809	921	91	507	712	420	1175	555	291	556	323	403	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People living in London																				
Very well	7	10	8	7	8	8	5	7	6	3	6	7	8	7	6	10	7	6	6	5
Fairly well	28	32	28	37	30	25	33	29	26	26	27	29	28	30	25	25	32	27	26	25
TOTAL WELL	35	42	36	44	38	33	38	36	32	29	33	36	36	37	31	35	39	33	32	30
Neither well not badly	19	18	23	15	19	24	17	20	18	14	17	18	24	18	21	16	17	23	24	10
Fairly badly	26	26	24	26	24	26	26	25	27	25	26	27	24	26	26	24	28	23	23	33
Very badly	10	9	9	8	11	9	11	9	12	8	12	12	9	10	11	18	9	11	8	11
TOTAL BADLY	36	35	33	34	35	35	37	34	39	33	38	39	33	36	37	42	37	34	31	44
Don't know	10	5	9	6	7	8	9	9	11	24	13	6	7	10	11	7	7	11	14	15
Airports in London																				
Very well	5	7	5	7	7	5	3	5	4	3	4	6	3	4	5	6	7	4	3	3
Fairly well	24	30	24	23	25	23	24	26	23	22	25	26	23	23	25	21	28	25	22	20
TOTAL WELL	29	37	29	30	32	28	27	31	27	25	29	32	26	27	30	27	35	29	25	23
Neither well not badly	20	20	19	29	20	23	20	21	19	25	18	19	20	20	20	21	18	17	24	19
Fairly badly	31	30	33	32	31	31	36	30	32	21	29	32	37	32	29	33	29	35	31	30
Very badly	11	8	10	4	11	10	9	9	11	4	12	11	11	11	10	11	11	9	10	14
TOTAL BADLY	42	38	43	36	42	41	45	39	43	25	41	43	48	43	39	44	40	44	41	44
Don't know	10	5	9	5	7	7	8	9	11	25	12	6	6	10	10	9	8	11	11	14
The London Organising Committee of the Olympic Games (LOCOG)																				
Very well	8	12	9	10	10	8	8	7	10	3	7	12	8	8	9	11	10	10	6	5
Fairly well	31	37	31	41	34	31	35	31	31	29	30	32	33	31	31	28	34	30	32	26
TOTAL WELL	39	49	40	51	44	39	43	38	41	32	37	44	41	39	40	39	44	40	38	31
Neither well not badly	24	25	26	27	26	27	23	24	24	21	20	26	28	25	22	23	24	26	24	23
Fairly badly	12	9	13	6	10	11	12	13	10	9	12	11	13	12	11	13	11	8	14	15
Very badly	9	7	9	4	9	10	8	10	8	5	10	10	9	9	10	12	9	10	8	10
TOTAL BADLY	21	16	22	10	19	21	20	23	18	14	22	21	22	21	21	25	20	18	22	25
Don't know	15	10	13	12	12	13	14	14	17	33	21	10	9	14	17	14	13	16	16	21