

Sample Size: 1687 GB Adults
Fieldwork: 16th - 17th August 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	1687	417	566	134	517	410	363	820	867	204	430	577	476	962	725	216	548	361	415	147
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you had to choose, which one of the following would you prefer?

An increase in rail fares of 6.2%	39	50	35	41	47	33	39	46	33	34	42	43	33	42	34	30	37	43	44	35
An increase in the basic rate of tax from 20p to 21p in the pound	32	28	39	34	25	37	37	33	31	42	27	30	35	31	33	40	33	30	25	38
Don't know	29	22	26	25	27	29	24	21	37	24	31	27	32	26	33	30	30	26	31	27

The government has announced changes to rules on school playing fields. Previously, each school in England had to set aside 25 to 50 square metres of space for each pupil whilst new guidelines suggest that schools must now ensure there is a "suitable outdoor space" for pupils.

Do you support or oppose this change?

Support	23	32	16	26	29	18	18	20	26	18	20	23	27	21	25	22	19	27	26	18
Oppose	58	49	67	58	52	66	69	64	53	58	56	59	60	62	54	60	63	53	55	62
Don't know	19	19	16	16	19	17	13	17	21	25	24	18	13	17	21	18	18	19	19	20

For how long, if at all, do you think the Olympics will lead to change in Britain?

For a few days	4	5	4	0	5	3	3	5	3	5	2	5	4	5	3	6	4	4	4	3
For a few weeks	17	16	18	11	16	17	16	18	16	13	15	20	16	17	17	15	18	19	14	18
For a few months	24	24	26	22	26	27	18	21	26	16	25	25	25	23	24	23	26	20	25	22
For a year	8	9	8	17	9	10	9	10	7	8	10	8	6	9	7	10	6	10	10	4
For a few years	10	12	10	18	10	9	16	9	11	8	15	8	9	10	9	13	8	9	10	15
The Olympics will lead to lasting change in Britain	11	16	10	13	13	11	10	11	11	18	11	9	10	12	9	11	12	11	11	6
Not applicable, I do not think the Olympics will lead to any change in Britain	20	14	20	17	16	17	25	22	19	24	14	20	25	20	21	15	21	19	21	28
Don't know	6	4	4	2	5	6	3	4	7	9	7	5	4	3	9	8	5	8	5	4

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	Train users		
Total	At least once a month	Less often than one a month	Never
Weighted Sample 1687	393	836	438
Unweighted Sample 1687	380	851	441
	%	%	%

And if you had to choose, which one of the following would you prefer?

An increase in rail fares of 6.2%	39	28	43	44
An increase in the basic rate of tax from 20p to 21p in the pound	32	44	32	22
Don't know	29	29	25	34

The government has announced changes to rules on school playing fields. Previously, each school in England had to set aside 25 to 50 square metres of space for each pupil whilst new guidelines suggest that schools must now ensure there is a "suitable outdoor space" for pupils.

Do you support or oppose this change?

Support	23	23	22	25
Oppose	58	59	60	55
Don't know	19	18	18	19

For how long, if at all, do you think the Olympics will lead to change in Britain?

For a few days	4	6	3	4
For a few weeks	17	17	17	17
For a few months	24	22	25	23
For a year	8	12	7	7
For a few years	10	11	11	6
The Olympics will lead to lasting change in Britain	11	13	13	6
Not applicable, I do not think the Olympics will lead to any change in Britain	20	14	19	29
Don't know	6	4	5	8

Sample Size: 1687 GB Adults
Fieldwork: 16th - 17th August 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	1687	417	566	134	517	410	363	820	867	204	430	577	476	962	725	216	548	361	415	147	
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which do you think was more important, the Olympic games themselves or the legacy of the Games?

	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
That the Olympics is enjoyed during the Games themselves	22	16	24	26	20	21	24	24	20	28	20	20	24	22	22	20	20	23	23	26
That the legacy of the Olympics changes Britain for the better	22	30	22	20	25	23	21	24	20	21	28	20	19	23	20	27	24	19	21	19
Both equally	38	43	40	35	42	44	36	35	41	28	38	40	41	40	36	36	39	38	40	33
Neither	13	9	10	14	10	9	14	13	12	13	10	15	12	11	14	12	12	13	12	15
Don't know	5	2	4	4	3	4	5	4	6	10	5	5	4	3	8	5	5	7	4	6

July 22-23 Aug 16-17

Do you agree or disagree with this statements?

Taking everything into account, the Olympic Games was good for London generally

	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	
Agree	58	79	88	81	82	84	84	78	80	79	76	80	79	81	82	75	79	78	82	83	70
Disagree	26	12	8	11	11	9	9	13	13	10	15	10	12	11	12	13	14	9	10	14	
Don't know	17	9	3	7	7	7	7	9	7	11	9	10	9	9	7	12	8	9	9	7	16

Taking everything into account, the Olympic Games was good for people like me

	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	
Agree	23	49	59	49	60	56	53	52	47	52	54	54	47	46	54	44	53	52	47	50	38
Disagree	58	39	32	39	34	35	37	37	41	36	33	31	41	45	36	42	34	36	40	40	45
Don't know	19	12	9	12	6	9	10	11	12	12	13	15	12	9	10	15	13	12	12	10	17

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

	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	
Agree	53	69	78	69	70	75	71	70	69	69	64	73	69	68	71	66	57	70	70	75	65
Disagree	28	15	12	16	16	14	15	15	17	13	17	12	15	15	15	14	26	14	12	13	10
Don't know	19	16	10	15	14	11	14	14	14	18	19	16	15	17	14	19	17	16	17	12	25

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Unweighted Sample	1687	380	851	441
	%	%	%	%

Which do you think was more important, the Olympic games themselves or the legacy of the Games?

That the Olympics is enjoyed during the Games themselves	22	22	21	25
That the legacy of the Olympics changes Britain for the better	22	28	22	17
Both equally	38	36	43	32
Neither	13	10	10	20
Don't know	5	4	4	6

	July 22-23	Aug 16-17			
Do you agree or disagree with this statements?					
Taking everything into account, the Olympic Games was good for London generally					
Agree	58	79	80	83	74
Disagree	26	12	12	10	14
Don't know	17	9	7	7	12
Taking everything into account, the Olympic Games was good for people like me					
Agree	23	49	58	54	34
Disagree	58	39	33	35	52
Don't know	19	12	9	11	14
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	53	69	66	73	66
Disagree	28	15	19	12	16
Don't know	19	16	15	15	18

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

Bringing the Olympic Games to London has ensured that the capital has a much better public transport system

Agree	16	32	42	31	36	39	32	30	35	29	36	34	29	32	31	33	33	30	32	35	28
Disagree	57	40	36	43	34	38	41	40	41	38	43	41	41	36	42	37	53	44	35	36	26
Don't know	28	28	22	26	31	23	28	30	24	33	22	25	30	32	27	30	13	26	33	29	45

Bringing the Olympic Games to London will encourage more British people to take up sport and so improve the health of the nation

Agree	34	51	61	53	65	55	52	53	52	50	62	59	46	46	51	51	46	52	51	57	41
Disagree	47	31	29	29	23	31	29	32	32	30	22	22	36	37	32	30	31	32	29	28	41
Don't know	19	18	11	19	12	15	19	15	15	20	16	19	18	17	17	19	24	16	21	15	19

Aug 13-14 Aug 16-17

The London Olympics have inspired me to join a sports club.

Agree	7	9	11	11	9	10	9	8	10	7	21	15	4	3	9	8	15	7	6	11	5
Disagree	83	82	79	81	81	81	84	82	82	82	68	71	86	92	83	81	73	82	84	82	86
Don't know	10	9	10	9	10	9	7	10	8	11	11	13	9	5	8	11	12	10	10	6	9

The London Olympics have inspired me to be more active.

Agree	29	25	30	28	29	26	29	24	24	25	36	36	20	16	27	21	27	21	28	26	24
Disagree	58	66	63	63	62	66	64	70	68	65	49	53	73	78	65	68	62	67	61	71	69
Don't know	13	9	7	9	8	8	7	6	8	10	15	12	7	6	8	10	10	11	11	3	8

It has been announced that competitive team sports will be made compulsory for all primary school children in England. In principle, do you think this sounds like a good or bad idea?

A good idea	77	93	71	65	90	75	70	81	73	57	72	79	87	76	79	68	78	80	78	73
A bad idea	15	5	20	30	6	17	23	13	18	27	19	14	8	18	12	25	12	14	13	20
Don't know	8	2	9	5	3	8	7	6	9	15	9	6	5	7	9	7	10	5	8	7

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	%	%	%	%

Bringing the Olympic Games to London has ensured that the capital has a much better public transport system

Agree	16	32	40	30	30
Disagree	57	40	41	40	40
Don't know	28	28	18	31	30

Bringing the Olympic Games to London will encourage more British people to take up sport and so improve the health of the nation

Agree	34	51	55	53	45
Disagree	47	31	30	30	35
Don't know	19	18	15	17	20

Aug 13-14 Aug 16-17

The London Olympics have inspired me to join a sports club.

Agree	7	9	14	8	6
Disagree	83	82	76	84	87
Don't know	10	9	11	8	7

The London Olympics have inspired me to be more active.

Agree	29	25	35	26	15
Disagree	58	66	57	66	77
Don't know	13	9	8	8	8

It has been announced that competitive team sports will be made compulsory for all primary school children in England. In principle, do you think this sounds like a good or bad idea?

A good idea		77	66	82	79
A bad idea		15	25	13	12
Don't know		8	8	5	9

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Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And in practice, do you think the policy to make competitive team sports compulsory will actually work?

Will probably work	52	70	47	51	65	50	45	55	50	47	49	52	58	51	54	51	54	52	57	38
Will probably not work	34	21	40	39	25	36	44	34	35	39	33	36	31	37	30	34	33	36	32	45
Don't know	13	9	14	10	10	14	11	11	15	14	18	12	10	12	15	15	13	13	11	18

It has been suggested that school children should be made to take part in two hours of sport a day. In principle, do you think this sounds like a good or bad idea?

A good idea	54	60	51	51	58	49	51	58	50	52	54	52	57	53	55	48	53	57	54	56
A bad idea	35	32	40	43	32	41	42	34	37	38	33	38	34	39	31	41	36	31	37	34
Don't know	11	8	10	6	10	10	7	8	13	10	13	11	9	9	13	11	11	12	9	10

And in practice, do you think the policy to make school children do two hours of sport a day would actually work?

Will probably work	26	29	24	22	30	24	24	30	21	20	31	24	26	26	26	27	25	23	28	27
Will probably not work	64	61	68	68	62	66	68	62	66	67	57	67	66	65	62	60	64	70	63	58
Don't know	10	10	8	10	8	10	8	7	13	12	12	10	8	9	12	13	11	7	9	15

Are you planning/ have you taken a holiday this summer?

Yes, I have/ am planning on taking a holiday this summer	52	56	53	57	54	55	54	51	53	48	50	50	58	60	42	55	48	52	54	57
No, I have not/ am not planning on taking a holiday this summer	43	43	43	37	43	42	41	44	42	38	46	45	40	37	51	39	48	44	41	35
Don't know	5	1	4	7	3	3	6	5	5	14	4	4	2	3	7	6	4	5	5	9

And did you take your holiday/ are you planning on taking your holiday...?

[Only asked to those who have taken a summer holiday or are planning to n=889]

In the UK	41	31	43	46	34	40	48	39	42	38	43	42	39	33	55	29	44	50	37	40
Abroad	58	67	57	50	65	60	52	60	57	59	57	57	60	65	45	70	55	48	63	60
Don't know	1	2	0	3	1	0	1	1	1	3	0	0	1	1	0	1	1	2	0	0

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	%	%	%

And in practice, do you think the policy to make competitive team sports compulsory will actually work?

Will probably work	52	48	55	53
Will probably not work	34	40	33	33
Don't know	13	12	12	14

It has been suggested that school children should be made to take part in two hours of sport a day. In principle, do you think this sounds like a good or bad idea?

A good idea	54	50	57	54
A bad idea	35	40	35	33
Don't know	11	10	8	13

And in practice, do you think the policy to make school children do two hours of sport a day would actually work?

Will probably work	26	26	25	28
Will probably not work	64	63	65	65
Don't know	10	11	10	7

Are you planning/ have you taken a holiday this summer?

Yes, I have/ am planning on taking a holiday this summer	52	57	56	42
No, I have not/ am not planning on taking a holiday this summer	43	38	41	53
Don't know	5	5	3	5

And did you take your holiday/ are you planning on taking your holiday...?

[Only asked to those who have taken a summer holiday or are planning to n=889]

In the UK	41	36	42	45
Abroad	58	63	58	54
Don't know	1	1	1	1

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

How much did you spend/ will you be spending on your MAIN summer holiday this year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.

[Only asked to those who have taken a summer holiday or are planning to n=889]

Less than £500	27	13	34	37	17	25	35	24	29	47	35	24	16	23	33	19	28	31	28	18
£500 - £999	27	33	26	30	29	28	29	26	29	28	29	26	28	25	32	33	27	26	26	29
£1,000 - £1,999	25	31	18	24	32	21	20	29	21	18	19	26	30	28	18	24	23	27	26	22
£2,000 or more	18	21	19	7	18	24	13	20	16	6	16	21	20	21	11	21	17	14	17	28
Don't know	3	3	2	2	4	3	3	1	5	2	1	2	6	2	6	3	5	2	3	3

And how much did you spend on your MAIN summer holiday last year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.

Less than £500	13	7	16	14	11	11	16	14	12	15	16	13	10	14	12	10	12	15	15	8
£500 - £999	17	20	15	21	18	16	17	19	16	14	18	17	18	18	16	20	15	19	17	19
£1,000 - £1,999	16	17	17	15	16	20	15	17	15	8	14	18	18	18	13	17	15	16	16	16
£2,000 or more	12	18	11	10	18	12	10	13	12	4	8	14	18	17	7	13	13	11	12	16
Not applicable, I did not go on a summer holiday last year	39	35	38	38	35	40	40	35	42	52	41	36	34	31	49	35	42	36	38	38
Don't know	3	3	2	2	3	1	1	2	4	7	3	2	3	2	4	4	3	3	2	2

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	%	%	%	%

How much did you spend/ will you be spending on your MAIN summer holiday this year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.

[Only asked to those who have taken a summer holiday or are planning to n=889]

Less than £500	27	28	26	28
£500 - £999	27	28	29	22
£1,000 - £1,999	25	26	25	24
£2,000 or more	18	17	17	21
Don't know	3	2	3	6

And how much did you spend on your MAIN summer holiday last year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.

Less than £500	13	11	14	13
£500 - £999	17	23	18	11
£1,000 - £1,999	16	18	18	10
£2,000 or more	12	13	13	12
Not applicable, I did not go on a summer holiday last year	39	33	35	50
Don't know	3	2	2	3