

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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

Readership

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Any reader	78%	77%	78%	81%	83%	72%	73%	80%	79%	76%	79%	77%	77%	86%	75%	77%	73%	76%
Devices only	5%	5%	4%	6%	9%	6%	3%	2%	4%	5%	5%	5%	6%	2%	4%	4%	6%	2%
Digital reader	40%	39%	40%	60%	58%	41%	34%	26%	43%	35%	40%	35%	42%	50%	37%	34%	44%	34%
Online only	4%	4%	4%	7%	6%	4%	5%	3%	4%	4%	4%	4%	6%	5%	4%	4%	5%	1%
Print only	38%	38%	39%	21%	25%	30%	39%	54%	36%	41%	39%	42%	35%	36%	39%	42%	30%	42%
Print and digital	28%	27%	28%	41%	39%	26%	24%	21%	31%	24%	27%	22%	29%	39%	26%	25%	26%	29%
Print and online	10%	10%	10%	9%	9%	10%	11%	9%	10%	9%	9%	5%	10%	11%	11%	11%	13%	11%
Online and devices	3%	3%	3%	6%	4%	5%	3%	1%	4%	2%	4%	3%	2%	4%	3%	1%	6%	1%
Devices and print	7%	6%	8%	9%	11%	5%	8%	4%	7%	6%	6%	6%	6%	10%	6%	11%	8%	8%
Read all formats	11%	12%	11%	23%	19%	11%	5%	7%	13%	9%	12%	11%	13%	18%	9%	4%	6%	10%

Do you recall reading any newspapers around the time of the London 2012 Olympic Games?

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Yes, I did	66%	65%	67%	62%	64%	56%	63%	74%	67%	65%	67%	65%	64%	75%	65%	68%	56%	72%
No, I didn't	32%	33%	31%	34%	32%	40%	35%	25%	31%	32%	32%	31%	35%	22%	33%	31%	41%	24%
Can't recall	3%	3%	2%	4%	3%	3%	2%	1%	2%	3%	2%	4%	1%	2%	3%	2%	2%	4%

Do you recall reading any articles on newspaper websites via a computer or laptop around the time of the London 2012 Olympic Games?

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Yes, I did	28%	29%	28%	45%	38%	30%	23%	20%	32%	24%	29%	23%	31%	38%	27%	20%	30%	23%
No, I didn't	66%	65%	67%	49%	55%	61%	74%	76%	64%	69%	63%	71%	66%	56%	70%	77%	65%	70%
Can't recall	6%	6%	5%	6%	7%	9%	3%	4%	4%	7%	8%	6%	4%	6%	3%	4%	5%	7%

Do you recall reading any newspapers using each of the following types of device around the time of the London 2012 Olympic Games? (Please tick one option on each row. Please include visiting the newspaper's website using an internet browser on the device as well as via an app)

Mobile phone/ smartphone :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Yes, I used this device	23%	23%	23%	41%	41%	27%	17%	11%	25%	21%	25%	23%	22%	31%	19%	19%	22%	20%
No, I did not use this device	77%	77%	77%	59%	59%	73%	83%	89%	75%	79%	75%	77%	78%	69%	81%	81%	78%	80%

Tablet (e.g. Apple iPad, Samsung Galaxy etc.) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Yes, I used this device	8%	8%	9%	11%	15%	8%	6%	6%	11%	5%	9%	7%	12%	13%	6%	1%	8%	7%
No, I did not use this device	92%	92%	91%	89%	85%	92%	94%	94%	89%	95%	91%	93%	88%	87%	94%	99%	92%	93%

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Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

	Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Base	Facebook	LinkedIn	Google+	Twitter						
Readership											
Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Any reader	78%	79%	82%	84%	84%	100%	100%	100%	100%	100%	100%
Devices only	5%	5%	4%	6%	6%	6%	100%	11%	-	-	-
Digital reader	40%	43%	56%	49%	58%	51%	100%	100%	100%	-	100%
Online only	4%	4%	4%	4%	5%	6%	-	11%	100%	-	-
Print only	38%	36%	27%	35%	27%	49%	-	-	-	100%	-
Print and digital	28%	30%	43%	36%	39%	36%	-	70%	-	-	100%
Print and online	10%	9%	11%	9%	9%	12%	-	24%	-	-	35%
Online and devices	3%	4%	5%	3%	7%	4%	-	8%	-	-	-
Devices and print	7%	7%	7%	8%	11%	9%	-	17%	-	-	25%
Read all formats	11%	14%	26%	18%	19%	14%	-	28%	-	-	40%

Do you recall reading any newspapers around the time of the London 2012 Olympic Games?

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Yes, I did	66%	66%	70%	71%	66%	85%	-	70%	-	100%	100%
No, I didn't	32%	32%	29%	27%	32%	14%	82%	27%	97%	-	-
Can't recall	3%	3%	1%	2%	3%	1%	18%	3%	3%	-	-

Do you recall reading any articles on newspaper websites via a computer or laptop around the time of the London 2012 Olympic Games?

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Yes, I did	28%	31%	45%	35%	41%	36%	-	71%	100%	-	75%
No, I didn't	66%	64%	53%	58%	54%	59%	81%	25%	-	94%	22%
Can't recall	6%	5%	2%	7%	6%	5%	19%	4%	-	6%	3%

Do you recall reading any newspapers using each of the following types of device around the time of the London 2012 Olympic Games? (Please tick one option on each row. Please include visiting the newspaper's website using an internet browser on the device as well as via an app)

Mobile phone/ smartphone :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Yes, I used this device	23%	28%	37%	33%	30%	97%	40%	59%	-	-	59%
No, I did not use this device	77%	72%	63%	67%	60%	70%	3%	41%	100%	100%	41%

Tablet (e.g. Apple iPad, Samsung Galaxy etc.) :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Yes, I used this device	8%	9%	15%	12%	11%	11%	21%	21%	-	-	22%
No, I did not use this device	92%	91%	85%	88%	89%	89%	79%	79%	100%	100%	78%

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Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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	Northern Ireland

Approximately how often, if at all, did you use each of the following sources to follow the London 2012 Olympic Games? (Please tick one option on each row)

BBC TV :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	58%	59%	57%	53%	56%	58%	57%	61%	61%	54%	55%	65%	64%	54%	61%	60%	46%	48%
Once a day	16%	15%	16%	17%	20%	13%	15%	15%	17%	14%	19%	10%	13%	16%	13%	9%	21%	32%
A few times during the Games	12%	12%	12%	12%	10%	13%	12%	13%	11%	13%	11%	10%	12%	13%	12%	11%	17%	15%
I did not use this to follow the Olympics	14%	14%	15%	18%	14%	16%	16%	12%	11%	18%	14%	15%	10%	17%	14%	20%	16%	5%

BBC online (including iPlayer) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	18%	19%	17%	22%	30%	23%	15%	10%	22%	14%	15%	20%	19%	23%	18%	20%	16%	5%
Once a day	10%	12%	9%	13%	15%	12%	9%	7%	12%	8%	12%	7%	11%	7%	12%	4%	10%	19%
A few times during the Games	16%	18%	15%	28%	17%	16%	15%	12%	16%	16%	15%	13%	22%	14%	18%	16%	17%	14%
I did not use this to follow the Olympics	56%	51%	60%	36%	38%	48%	60%	71%	50%	63%	58%	60%	47%	56%	52%	60%	57%	62%

National newspapers (including the London Evening Standard) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	5%	6%	4%	5%	7%	4%	3%	5%	5%	5%	5%	6%	6%	6%	5%	3%	4%	-
Once a day	21%	22%	21%	17%	21%	14%	21%	26%	24%	18%	21%	18%	23%	27%	23%	12%	18%	21%
A few times during the Games	20%	18%	21%	28%	20%	22%	17%	17%	21%	18%	18%	20%	16%	24%	19%	24%	15%	33%
I did not use this to follow the Olympics	54%	54%	54%	51%	52%	60%	59%	51%	50%	59%	56%	57%	55%	43%	53%	61%	63%	46%

Online national newspaper websites (e.g. Mail Online, guardian.co.uk, etc) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	7%	8%	6%	12%	12%	7%	4%	4%	8%	5%	6%	7%	9%	12%	4%	4%	4%	6%
Once a day	10%	10%	9%	11%	13%	10%	9%	8%	10%	9%	13%	7%	6%	13%	8%	5%	6%	21%
A few times during the Games	13%	12%	14%	22%	15%	14%	10%	9%	15%	10%	11%	11%	18%	12%	13%	9%	17%	11%
I did not use this to follow the Olympics	71%	71%	71%	55%	60%	69%	77%	79%	67%	76%	69%	75%	67%	63%	75%	82%	73%	62%

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Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

Approximately how often, if at all, did you use each of the following sources to follow the London 2012 Olympic Games? (Please tick one option on each row)

BBC TV :

	2103	1361	284	199	476	1479	119	816	120	663	511
Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	58%	59%	61%	56%	63%	61%	51%	62%	56%	60%	66%
Once a day	16%	16%	19%	16%	16%	16%	16%	16%	11%	15%	17%
A few times during the Games	12%	12%	9%	11%	9%	12%	10%	10%	10%	13%	9%
I did not use this to follow the Olympics	14%	13%	11%	16%	12%	12%	23%	12%	23%	11%	8%

BBC online (including iPlayer) :

	2103	1361	284	199	476	1479	119	816	120	663	511
Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	18%	20%	30%	13%	24%	19%	18%	26%	25%	12%	27%
Once a day	10%	11%	19%	14%	14%	11%	13%	15%	11%	7%	16%
A few times during the Games	16%	18%	21%	21%	23%	17%	11%	20%	19%	14%	22%
I did not use this to follow the Olympics	56%	51%	31%	53%	38%	53%	58%	39%	45%	67%	35%

National newspapers (including the London Evening Standard) :

	2103	1361	284	199	476	1479	119	816	120	663	511
Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	5%	4%	4%	6%	4%	6%	1%	7%	2%	5%	10%
Once a day	21%	21%	24%	29%	20%	27%	6%	23%	-	31%	31%
A few times during the Games	20%	20%	25%	19%	25%	25%	7%	23%	7%	26%	30%
I did not use this to follow the Olympics	54%	55%	47%	46%	51%	42%	86%	46%	92%	38%	29%

Online national newspaper websites (e.g. Mail Online, guardian.co.uk, etc) :

	2103	1361	284	199	476	1479	119	816	120	663	511
Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	7%	8%	11%	6%	10%	9%	5%	16%	15%	1%	17%
Once a day	10%	11%	14%	16%	13%	12%	2%	20%	14%	4%	24%
A few times during the Games	13%	14%	19%	13%	16%	16%	12%	25%	30%	6%	26%
I did not use this to follow the Olympics	71%	67%	56%	66%	60%	64%	81%	39%	41%	89%	32%

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

Local newspapers (other than the London Evening Standard) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	2%	3%	2%	4%	5%	2%	2%	2%	3%	2%	3%	4%	1%	2%	1%	1%	1%	4%
Once a day	10%	10%	10%	7%	10%	10%	9%	11%	10%	10%	13%	13%	6%	8%	7%	8%	11%	5%
A few times during the Games	12%	12%	13%	18%	15%	8%	13%	10%	12%	12%	11%	11%	14%	12%	11%	13%	13%	38%
I did not use this to follow the Olympics	76%	76%	75%	71%	70%	80%	76%	77%	75%	76%	73%	72%	79%	78%	80%	79%	75%	53%

ITV :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	8%	6%	9%	4%	6%	9%	7%	9%	8%	7%	10%	8%	7%	10%	7%	5%	2%	14%
Once a day	10%	10%	10%	6%	11%	9%	9%	13%	9%	11%	13%	11%	10%	12%	6%	9%	9%	9%
A few times during the Games	16%	14%	18%	14%	9%	13%	17%	20%	15%	16%	15%	14%	16%	19%	14%	11%	17%	24%
I did not use this to follow the Olympics	66%	70%	63%	76%	74%	70%	66%	58%	67%	66%	62%	66%	66%	60%	73%	75%	72%	52%

Online TV sites :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	8%	9%	7%	12%	11%	5%	8%	6%	8%	7%	7%	10%	9%	10%	7%	3%	9%	
Once a day	7%	8%	6%	8%	14%	8%	4%	4%	7%	7%	7%	5%	4%	8%	8%	5%	7%	15%
A few times during the Games	12%	11%	12%	15%	11%	14%	13%	9%	12%	11%	11%	8%	17%	8%	13%	18%	11%	9%
I did not use this to follow the Olympics	74%	72%	75%	65%	64%	74%	75%	81%	72%	75%	75%	77%	70%	74%	72%	71%	79%	67%

BBC Radio :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	13%	13%	13%	9%	12%	13%	18%	12%	15%	11%	13%	16%	13%	9%	15%	16%	7%	9%
Once a day	10%	11%	9%	7%	12%	10%	11%	8%	11%	8%	10%	10%	7%	9%	11%	5%	11%	9%
A few times during the Games	17%	19%	15%	16%	18%	16%	15%	19%	20%	14%	20%	15%	21%	13%	16%	15%	17%	18%
I did not use this to follow the Olympics	60%	57%	63%	68%	58%	61%	56%	61%	54%	67%	57%	59%	58%	69%	57%	64%	65%	65%

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Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

Local newspapers (other than the London Evening Standard) :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	2%	2%	1%	4%	2%	3%	1%	4%	-	1%	6%
Once a day	10%	10%	11%	10%	9%	12%	5%	11%	1%	12%	15%
A few times during the Games	12%	13%	15%	17%	18%	14%	13%	16%	8%	13%	18%
I did not use this to follow the Olympics	76%	74%	73%	70%	72%	71%	81%	69%	91%	73%	61%

ITV :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	8%	8%	6%	8%	6%	9%	3%	9%	6%	9%	11%
Once a day	10%	11%	8%	21%	14%	12%	14%	14%	4%	10%	15%
A few times during the Games	16%	15%	13%	11%	13%	16%	8%	15%	15%	18%	17%
I did not use this to follow the Olympics	66%	66%	73%	60%	67%	63%	75%	62%	76%	64%	57%

Online TV sites :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	8%	9%	10%	8%	9%	9%	7%	12%	4%	6%	13%
Once a day	7%	8%	13%	13%	10%	8%	7%	10%	7%	5%	12%
A few times during the Games	12%	12%	13%	14%	15%	13%	9%	16%	13%	10%	19%
I did not use this to follow the Olympics	74%	71%	63%	66%	66%	70%	77%	61%	77%	79%	57%

BBC Radio :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	13%	14%	23%	13%	15%	14%	14%	17%	11%	11%	19%
Once a day	10%	10%	12%	10%	10%	11%	8%	13%	7%	9%	15%
A few times during the Games	17%	17%	20%	14%	18%	18%	16%	19%	15%	17%	21%
I did not use this to follow the Olympics	60%	59%	45%	63%	58%	57%	62%	51%	68%	63%	45%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103

Fieldwork: 17th - 20th August 2012

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	Northern Ireland

Commercial radio (e.g. talkSPORT, Capital, etc) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	4%	4%	5%	3%	5%	6%	5%	3%	5%	3%	5%	4%	4%	7%	4%	2%	1%	-
Once a day	7%	9%	6%	7%	13%	9%	6%	5%	8%	7%	7%	9%	7%	11%	6%	9%	3%	11%
A few times during the Games	10%	10%	10%	14%	10%	11%	10%	8%	10%	10%	11%	7%	16%	13%	9%	5%	8%	9%
I did not use this to follow the Olympics	78%	77%	79%	76%	71%	74%	78%	85%	77%	80%	76%	79%	73%	70%	82%	85%	88%	80%

Magazines :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	2%	1%	0%	1%	1%	0%	0%	2%
Once a day	2%	2%	2%	4%	5%	1%	1%	2%	2%	3%	3%	3%	2%	3%	1%	2%	1%	2%
A few times during the Games	8%	7%	10%	10%	12%	9%	6%	6%	10%	6%	9%	7%	7%	11%	9%	2%	7%	8%
I did not use this to follow the Olympics	88%	90%	87%	84%	80%	88%	93%	91%	87%	90%	86%	89%	91%	86%	89%	96%	92%	88%

Facebook :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	10%	9%	11%	25%	21%	11%	6%	2%	11%	9%	10%	15%	10%	11%	10%	5%	7%	10%
Once a day	6%	5%	7%	10%	11%	8%	3%	3%	6%	6%	8%	4%	4%	6%	7%	4%	6%	4%
A few times during the Games	9%	10%	9%	17%	14%	13%	5%	4%	9%	9%	8%	8%	10%	12%	10%	9%	7%	6%
I did not use this to follow the Olympics	75%	76%	73%	48%	53%	68%	86%	91%	74%	75%	74%	73%	75%	71%	73%	83%	81%	81%

YouTube :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	1%	2%	1%	4%	5%	0%	0%	-	2%	1%	3%	1%	1%	2%	0%	1%	1%	-
Once a day	2%	3%	2%	5%	5%	3%	1%	1%	2%	3%	4%	2%	3%	3%	1%	-	1%	4%
A few times during the Games	9%	10%	8%	19%	16%	8%	6%	3%	7%	10%	8%	9%	12%	10%	8%	7%	9%	4%
I did not use this to follow the Olympics	88%	86%	89%	71%	74%	89%	93%	96%	89%	86%	86%	88%	84%	85%	90%	92%	90%	92%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103

Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

Commercial radio (e.g. talkSPORT, Capital, etc) :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	4%	5%	5%	4%	6%	5%	2%	7%	3%	2%	9%
Once a day	7%	8%	7%	11%	8%	9%	5%	11%	5%	6%	14%
A few times during the Games	10%	10%	13%	13%	13%	11%	10%	11%	7%	11%	13%
I did not use this to follow the Olympics	78%	77%	75%	72%	74%	75%	83%	71%	85%	80%	65%

Magazines :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	3%
Once a day	2%	2%	4%	5%	1%	3%	1%	4%	-	1%	6%
A few times during the Games	8%	9%	12%	12%	11%	10%	5%	13%	1%	7%	17%
I did not use this to follow the Olympics	88%	88%	83%	81%	87%	86%	93%	80%	99%	92%	74%

Facebook :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	10%	15%	16%	15%	22%	12%	10%	19%	11%	4%	20%
Once a day	6%	8%	7%	8%	9%	7%	10%	10%	6%	3%	12%
A few times during the Games	9%	13%	17%	13%	16%	10%	15%	12%	12%	7%	12%
I did not use this to follow the Olympics	75%	64%	59%	64%	53%	72%	65%	58%	71%	85%	56%

YouTube :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	1%	2%	2%	3%	2%	2%	2%	3%	-	-	5%
Once a day	2%	2%	3%	4%	4%	3%	4%	5%	2%	1%	6%
A few times during the Games	9%	10%	14%	16%	17%	10%	15%	16%	11%	4%	18%
I did not use this to follow the Olympics	88%	85%	81%	77%	78%	85%	79%	76%	88%	95%	72%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103

Fieldwork: 17th - 20th August 2012

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	Northern Ireland

Twitter :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	7%	7%	7%	17%	14%	7%	4%	2%	7%	6%	8%	7%	5%	5%	9%	4%	6%	3%
Once a day	3%	3%	3%	8%	6%	5%	1%	1%	3%	3%	5%	3%	2%	4%	3%	1%	1%	-
A few times during the Games	5%	6%	5%	11%	10%	5%	4%	2%	6%	5%	5%	4%	9%	9%	3%	4%	5%	7%
I did not use this to follow the Olympics	85%	84%	85%	64%	69%	84%	91%	96%	84%	86%	82%	86%	84%	82%	85%	91%	89%	90%

Mobile apps :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	8%	9%	7%	9%	14%	9%	9%	3%	9%	6%	7%	8%	6%	7%	8%	10%	10%	10%
Once a day	5%	6%	4%	14%	6%	6%	3%	2%	4%	5%	6%	3%	5%	7%	4%	1%	4%	5%
A few times during the Games	6%	6%	5%	9%	10%	7%	3%	4%	7%	4%	4%	5%	9%	8%	5%	6%	5%	9%
I did not use this to follow the Olympics	82%	79%	85%	68%	70%	78%	86%	92%	79%	85%	84%	83%	79%	78%	84%	82%	81%	77%

Tablet apps :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	3%	3%	2%	4%	5%	3%	2%	2%	4%	1%	3%	3%	3%	3%	3%	1%	2%	3%
Once a day	2%	3%	2%	3%	5%	3%	2%	1%	2%	3%	4%	1%	2%	5%	1%	-	3%	-
A few times during the Games	2%	3%	2%	4%	5%	3%	1%	1%	3%	2%	3%	2%	2%	6%	1%	-	1%	4%
I did not use this to follow the Olympics	92%	91%	94%	88%	85%	92%	95%	96%	91%	95%	91%	93%	93%	86%	95%	99%	95%	93%

Other internet sites :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	6%	7%	5%	10%	11%	4%	6%	3%	6%	6%	6%	8%	5%	8%	5%	6%	5%	2%
Once a day	7%	7%	7%	7%	12%	9%	5%	4%	8%	6%	7%	6%	3%	10%	8%	6%	5%	11%
A few times during the Games	16%	17%	14%	23%	16%	18%	16%	12%	17%	14%	16%	11%	19%	19%	17%	10%	15%	13%
I did not use this to follow the Olympics	71%	69%	74%	60%	61%	68%	73%	81%	69%	74%	71%	75%	72%	63%	70%	78%	76%	75%

Other commercial TV (e.g. Channel 4, Sky etc. but excluding ITV) :

Unweighted Base	2103	1032	1071	271	303	346	433	750	1214	889	523	298	193	247	502	120	169	51
All UK Adults	2103	1012	1091	252	349	351	402	749	1157	946	503	336	196	261	467	103	179	59
Several times a day	6%	5%	6%	4%	6%	6%	6%	6%	6%	5%	6%	5%	4%	8%	6%	6%	2%	12%
Once a day	7%	7%	6%	5%	8%	5%	6%	8%	7%	6%	9%	5%	6%	10%	5%	2%	6%	11%
A few times during the Games	14%	15%	14%	15%	11%	15%	16%	15%	14%	15%	14%	13%	20%	16%	13%	12%	11%	19%
I did not use this to follow the Olympics	73%	73%	74%	76%	74%	75%	73%	71%	72%	74%	70%	77%	70%	66%	77%	80%	82%	58%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103

Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Base	Facebook	LinkedIn	Google+						

Twitter :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	7%	9%	12%	12%	25%	8%	9%	14%	7%	2%	14%
Once a day	3%	4%	7%	6%	9%	4%	2%	6%	4%	1%	7%
A few times during the Games	5%	7%	12%	9%	17%	6%	10%	9%	8%	3%	10%
I did not use this to follow the Olympics	85%	80%	70%	73%	48%	82%	79%	71%	80%	94%	69%

Mobile apps :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	8%	10%	15%	8%	15%	9%	12%	13%	2%	4%	14%
Once a day	5%	6%	11%	10%	10%	6%	7%	10%	-	1%	13%
A few times during the Games	6%	7%	9%	6%	7%	7%	6%	11%	2%	2%	13%
I did not use this to follow the Olympics	82%	78%	65%	76%	68%	79%	75%	66%	96%	93%	60%

Tablet apps :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	3%	3%	6%	5%	5%	3%	1%	5%	-	1%	6%
Once a day	2%	2%	6%	5%	2%	3%	4%	6%	-	0%	7%
A few times during the Games	2%	3%	5%	3%	4%	3%	5%	4%	-	1%	4%
I did not use this to follow the Olympics	92%	91%	84%	87%	89%	91%	91%	85%	100%	98%	83%

Other internet sites :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	6%	7%	10%	9%	9%	7%	5%	10%	6%	3%	11%
Once a day	7%	7%	9%	10%	8%	8%	3%	12%	7%	5%	14%
A few times during the Games	16%	18%	24%	16%	22%	18%	16%	24%	21%	12%	26%
I did not use this to follow the Olympics	71%	68%	56%	66%	61%	67%	76%	55%	66%	81%	49%

Other commercial TV (e.g. Channel 4, Sky etc. but excluding ITV) :

Unweighted Base	2103	1361	284	199	476	1479	119	816	120	663	511
All UK Adults	2103	1387	268	220	480	1638	95	833	91	805	582
Several times a day	6%	6%	4%	7%	6%	7%	2%	7%	2%	6%	9%
Once a day	7%	7%	8%	10%	8%	8%	7%	10%	3%	6%	12%
A few times during the Games	14%	14%	15%	16%	17%	16%	8%	19%	12%	14%	21%
I did not use this to follow the Olympics	73%	72%	73%	68%	69%	69%	83%	65%	84%	74%	58%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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	Northern Ireland

Please look at the statements below about the London 2012 Olympic Games and their coverage by national newspapers - and the London Evening Standard.

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row. When we use the word "newspaper", we mean both the printed and digital versions.)

I spent much longer reading newspapers during the Olympics than I would normally :

Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	5%	6%	5%	6%	8%	4%	5%	5%	6%	5%	6%	7%	8%	2%	6%	2%	2%	5%
Tend to agree	18%	17%	20%	19%	15%	19%	19%	19%	21%	15%	17%	13%	15%	25%	21%	22%	17%	21%
Agree (NET)	24%	23%	24%	25%	24%	23%	24%	23%	27%	20%	22%	21%	23%	28%	27%	24%	19%	26%
Neither agree nor disagree	14%	16%	13%	11%	13%	18%	16%	13%	13%	15%	11%	13%	18%	17%	16%	10%	10%	23%
Tend to disagree	20%	17%	22%	25%	19%	19%	17%	20%	19%	20%	20%	25%	24%	13%	18%	26%	19%	13%
Strongly disagree	39%	41%	37%	29%	41%	36%	42%	42%	39%	39%	41%	39%	31%	39%	37%	38%	49%	36%
Disagree (NET)	59%	58%	60%	54%	60%	55%	58%	62%	58%	60%	62%	64%	55%	53%	55%	64%	68%	49%
Don't know	3%	3%	4%	10%	3%	4%	1%	2%	2%	5%	5%	3%	3%	3%	2%	3%	2%	2%

I read a newspaper/ accessed a newspaper website on more occasions each day during the Olympics than I would normally :

Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	7%	7%	7%	11%	10%	8%	5%	4%	8%	5%	6%	7%	6%	7%	8%	4%	4%	5%
Tend to agree	18%	18%	18%	22%	21%	22%	18%	14%	20%	15%	19%	19%	19%	18%	17%	15%	17%	20%
Agree (NET)	25%	25%	25%	33%	32%	29%	23%	17%	28%	21%	25%	26%	25%	26%	25%	19%	21%	25%
Neither agree nor disagree	12%	13%	12%	9%	12%	14%	16%	12%	12%	12%	10%	10%	19%	10%	14%	19%	9%	17%
Tend to disagree	17%	14%	20%	18%	17%	18%	15%	17%	17%	16%	16%	22%	15%	19%	14%	16%	13%	28%
Strongly disagree	42%	45%	40%	29%	36%	35%	45%	51%	40%	45%	44%	39%	36%	42%	43%	44%	52%	29%
Disagree (NET)	59%	59%	60%	48%	53%	53%	60%	68%	57%	62%	60%	60%	51%	61%	58%	61%	65%	57%
Don't know	4%	3%	4%	11%	4%	4%	2%	3%	3%	5%	5%	4%	4%	3%	3%	2%	5%	2%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
Base	Facebook	LinkedIn	Google+	Twitter						

Please look at the statements below about the London 2012 Olympic Games and their coverage by national newspapers - and the London Evening Standard.

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row. When we use the word "newspaper", we mean both the printed and digital versions.)

I spent much longer reading newspapers during the Olympics than I would normally :

Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	5%	6%	6%	5%	7%	5%	1%	7%	-	3%	10%
Tend to agree	18%	19%	24%	24%	20%	18%	5%	19%	3%	18%	24%
Agree (NET)	24%	25%	30%	29%	27%	24%	7%	26%	3%	21%	34%
Neither agree nor disagree	14%	14%	11%	13%	12%	14%	14%	15%	5%	13%	17%
Tend to disagree	20%	20%	17%	18%	18%	20%	10%	18%	9%	21%	22%
Strongly disagree	39%	38%	41%	39%	41%	39%	57%	37%	80%	41%	25%
Disagree (NET)	59%	58%	57%	57%	58%	59%	68%	55%	89%	63%	46%
Don't know	3%	3%	2%	1%	3%	3%	12%	4%	3%	3%	2%

I read a newspaper/ accessed a newspaper website on more occasions each day during the Olympics than I would normally :

Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	7%	7%	10%	8%	10%	7%	4%	11%	3%	2%	13%
Tend to agree	18%	20%	27%	23%	22%	18%	9%	23%	11%	13%	28%
Agree (NET)	25%	27%	37%	31%	31%	25%	13%	34%	14%	15%	42%
Neither agree nor disagree	12%	12%	11%	14%	11%	12%	14%	15%	5%	9%	18%
Tend to disagree	17%	18%	16%	19%	18%	17%	11%	14%	9%	20%	16%
Strongly disagree	42%	39%	34%	34%	36%	42%	52%	32%	67%	53%	22%
Disagree (NET)	59%	57%	50%	54%	54%	59%	63%	46%	76%	72%	38%
Don't know	4%	4%	2%	1%	4%	4%	10%	5%	4%	3%	3%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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	Northern Ireland

The number of different newspaper titles I read/
websites I accessed during the Olympics was
higher than usual :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	4%	4%	4%	7%	7%	3%	5%	2%	5%	4%	6%	4%	4%	3%	5%	2%	3%	3%	2%
Tend to agree	14%	14%	14%	17%	17%	19%	10%	12%	15%	13%	14%	12%	16%	15%	14%	10%	12%	12%	32%
Agree (NET)	18%	19%	18%	24%	24%	23%	16%	13%	19%	17%	20%	15%	20%	18%	19%	11%	14%	14%	34%
Neither agree nor disagree	11%	12%	10%	10%	12%	16%	11%	9%	11%	11%	9%	10%	16%	12%	11%	14%	12%	5%	5%
Tend to disagree	18%	15%	21%	25%	17%	17%	17%	18%	19%	17%	15%	27%	15%	19%	17%	13%	13%	37%	37%
Strongly disagree	47%	50%	45%	31%	41%	40%	54%	56%	47%	48%	49%	44%	43%	45%	48%	61%	56%	21%	21%
Disagree (NET)	65%	65%	66%	56%	58%	56%	71%	74%	66%	65%	64%	71%	58%	64%	65%	74%	69%	58%	58%
Don't know	5%	4%	6%	11%	6%	5%	3%	5%	3%	7%	7%	4%	6%	5%	2%	5%	5%	3%	3%

I will keep things from the newspaper as souvenirs
of the Olympics (e.g. articles, pictures,
supplements, full copies etc.) :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	5%	5%	5%	5%	8%	4%	4%	4%	4%	5%	4%	5%	7%	8%	3%	6%	2%	-	-
Tend to agree	9%	8%	11%	9%	12%	13%	7%	8%	10%	8%	9%	9%	11%	14%	9%	12%	6%	6%	1%
Agree (NET)	14%	13%	16%	14%	19%	17%	11%	13%	16%	13%	14%	16%	19%	17%	14%	14%	6%	6%	1%
Neither agree nor disagree	9%	9%	9%	7%	12%	14%	10%	6%	8%	10%	9%	11%	12%	7%	9%	5%	9%	9%	7%
Tend to disagree	16%	14%	19%	22%	16%	14%	12%	17%	18%	14%	13%	16%	15%	14%	21%	17%	14%	14%	27%
Strongly disagree	56%	61%	51%	48%	47%	50%	65%	61%	55%	57%	57%	54%	51%	55%	53%	61%	66%	66%	63%
Disagree (NET)	72%	75%	69%	70%	63%	65%	77%	77%	73%	71%	70%	70%	66%	68%	74%	78%	78%	80%	89%
Don't know	5%	3%	6%	9%	6%	5%	2%	4%	3%	6%	7%	3%	3%	7%	3%	3%	6%	6%	2%

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

The number of different newspaper titles I read/
websites I accessed during the Olympics was
higher than usual :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	4%	5%	6%	5%	7%	4%	1%	7%	1%	2%	9%	
Tend to agree	14%	15%	15%	14%	15%	14%	9%	18%	6%	11%	22%	
Agree (NET)	18%	20%	21%	19%	22%	18%	10%	24%	7%	12%	31%	
Neither agree nor disagree	11%	12%	14%	15%	11%	11%	14%	13%	2%	9%	15%	
Tend to disagree	18%	21%	19%	21%	20%	18%	11%	18%	14%	19%	20%	
Strongly disagree	47%	42%	44%	41%	42%	47%	54%	39%	73%	55%	31%	
Disagree (NET)	65%	63%	62%	62%	62%	65%	65%	57%	87%	74%	51%	
Don't know	5%	5%	3%	4%	5%	5%	11%	5%	4%	5%	3%	

I will keep things from the newspaper as souvenirs
of the Olympics (e.g. articles, pictures,
supplements, full copies etc.) :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	5%	5%	6%	4%	7%	5%	1%	6%	-	4%	8%	
Tend to agree	9%	10%	8%	16%	11%	9%	4%	11%	2%	8%	14%	
Agree (NET)	14%	15%	14%	20%	18%	14%	5%	17%	2%	12%	22%	
Neither agree nor disagree	9%	9%	9%	10%	8%	9%	10%	12%	2%	6%	14%	
Tend to disagree	16%	19%	20%	20%	19%	16%	10%	15%	6%	18%	18%	
Strongly disagree	56%	52%	54%	46%	51%	56%	64%	52%	84%	60%	43%	
Disagree (NET)	72%	71%	75%	66%	70%	72%	74%	67%	90%	78%	61%	
Don't know	5%	4%	3%	4%	4%	5%	11%	5%	6%	4%	3%	

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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	Northern Ireland

I used different formats of the newspaper (i.e. print, digital) to keep in touch with Olympic events :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33	
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics																				
	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45		
Strongly agree	5%	5%	5%	10%	6%	5%	6%	2%	5%	4%	6%	7%	4%	5%	5%	1%	2%	3%		
Tend to agree	15%	14%	16%	23%	23%	18%	11%	9%	16%	13%	15%	12%	11%	19%	15%	21%	13%	19%		
Agree (NET)	20%	19%	20%	33%	29%	23%	17%	11%	21%	18%	21%	19%	15%	24%	19%	21%	15%	21%		
Neither agree nor disagree	11%	12%	9%	11%	14%	15%	10%	7%	11%	10%	13%	9%	13%	10%	11%	7%	8%	5%		
Tend to disagree	16%	14%	18%	18%	14%	17%	16%	17%	18%	14%	13%	21%	19%	15%	18%	15%	13%	16%		
Strongly disagree	49%	51%	47%	30%	40%	41%	54%	60%	46%	53%	47%	48%	48%	46%	48%	55%	57%	50%		
Disagree (NET)	65%	65%	65%	47%	54%	57%	70%	77%	64%	66%	60%	69%	66%	61%	66%	70%	70%	67%		
Don't know	5%	4%	5%	9%	4%	5%	3%	4%	3%	6%	6%	3%	6%	5%	3%	2%	6%	8%		

I shared newspaper articles or photos of the Olympics with my friends and family via social networks (e.g. Twitter, Facebook etc.) :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33	
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics																				
	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45		
Strongly agree	3%	4%	3%	7%	7%	4%	1%	1%	3%	3%	4%	2%	3%	3%	4%	3%	2%	2%		
Tend to agree	8%	8%	8%	12%	15%	9%	7%	4%	9%	6%	7%	7%	6%	14%	9%	6%	6%	1%		
Agree (NET)	11%	11%	12%	19%	22%	12%	8%	4%	13%	10%	11%	10%	9%	18%	13%	9%	9%	4%		
Neither agree nor disagree	8%	8%	7%	11%	8%	14%	5%	5%	6%	9%	7%	9%	9%	8%	7%	5%	6%	10%		
Tend to disagree	14%	12%	16%	17%	15%	15%	14%	13%	16%	12%	15%	19%	18%	10%	13%	13%	7%	20%		
Strongly disagree	62%	65%	59%	43%	50%	53%	70%	75%	62%	63%	60%	59%	60%	59%	63%	72%	73%	64%		
Disagree (NET)	76%	77%	76%	60%	65%	68%	85%	87%	78%	74%	76%	78%	78%	69%	75%	85%	80%	85%		
Don't know	5%	4%	5%	10%	5%	5%	2%	4%	3%	7%	7%	3%	4%	5%	5%	2%	5%	2%		

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

I used different formats of the newspaper (i.e. print, digital) to keep in touch with Olympic events :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	5%	5%	9%	5%	7%	5%	1%	9%	2%	1%	11%	
Tend to agree	15%	17%	22%	18%	17%	15%	6%	23%	4%	7%	29%	
Agree (NET)	20%	22%	31%	23%	24%	20%	7%	31%	5%	8%	41%	
Neither agree nor disagree	11%	11%	12%	17%	11%	11%	15%	15%	6%	7%	16%	
Tend to disagree	16%	16%	15%	11%	17%	16%	9%	14%	18%	19%	14%	
Strongly disagree	49%	46%	41%	45%	44%	49%	60%	36%	68%	62%	25%	
Disagree (NET)	65%	62%	55%	56%	61%	65%	68%	49%	86%	81%	40%	
Don't know	5%	4%	2%	4%	4%	5%	10%	5%	3%	4%	3%	

I shared newspaper articles or photos of the Olympics with my friends and family via social networks (e.g. Twitter, Facebook etc.) :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	3%	4%	9%	8%	9%	3%	1%	5%	3%	1%	6%	
Tend to agree	8%	10%	14%	16%	14%	8%	6%	12%	2%	4%	15%	
Agree (NET)	11%	14%	23%	24%	23%	11%	8%	18%	5%	5%	21%	
Neither agree nor disagree	8%	8%	5%	10%	8%	8%	13%	11%	1%	4%	12%	
Tend to disagree	14%	17%	16%	13%	16%	14%	10%	14%	11%	15%	16%	
Strongly disagree	62%	56%	54%	51%	48%	62%	58%	52%	79%	72%	47%	
Disagree (NET)	76%	73%	69%	64%	64%	76%	69%	66%	90%	87%	62%	
Don't know	5%	5%	3%	3%	5%	5%	11%	6%	3%	4%	5%	

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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

Here are some statements about how newspaper coverage could have affected your experience of the London 2012 Olympic Games. To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row. When we use the word "newspaper", we mean both the printed and digital versions.)

I really enjoyed reading the extended coverage and analysis of the Olympics in the newspapers :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics																			
	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45	
Strongly agree	9%	8%	10%	8%	8%	5%	10%	12%	10%	9%	8%	9%	9%	11%	13%	6%	5%	11%	
Tend to agree	31%	31%	31%	30%	35%	32%	30%	30%	35%	25%	30%	30%	34%	31%	33%	25%	30%	37%	
Agree (NET)	40%	39%	42%	38%	43%	37%	40%	42%	45%	34%	37%	39%	43%	42%	46%	31%	35%	48%	
Neither agree nor disagree	25%	25%	25%	20%	24%	27%	28%	25%	24%	27%	27%	32%	23%	23%	20%	34%	23%	23%	
Tend to disagree	10%	10%	11%	12%	11%	9%	9%	11%	9%	12%	10%	7%	10%	11%	11%	15%	10%	19%	
Strongly disagree	20%	22%	18%	17%	17%	23%	21%	20%	18%	21%	21%	17%	20%	20%	19%	17%	29%	11%	
Disagree (NET)	30%	32%	28%	29%	28%	32%	30%	31%	28%	33%	31%	24%	30%	31%	30%	31%	39%	30%	
Don't know	4%	4%	5%	13%	5%	4%	2%	2%	3%	6%	5%	5%	5%	4%	4%	4%	4%	-	

Newspapers were an important part of the Olympic celebrations :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics																			
	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45	
Strongly agree	12%	10%	13%	8%	9%	10%	14%	14%	13%	10%	13%	10%	12%	12%	12%	13%	9%	10%	
Tend to agree	37%	35%	39%	38%	34%	37%	41%	36%	38%	35%	35%	40%	37%	39%	36%	28%	36%	51%	
Agree (NET)	49%	44%	52%	46%	43%	47%	55%	50%	51%	46%	48%	50%	49%	51%	48%	41%	45%	61%	
Neither agree nor disagree	23%	23%	22%	19%	28%	19%	17%	26%	21%	24%	23%	22%	21%	22%	22%	32%	21%	24%	
Tend to disagree	9%	10%	9%	10%	10%	13%	10%	7%	9%	10%	9%	8%	8%	7%	12%	9%	9%	10%	
Strongly disagree	15%	19%	11%	12%	15%	18%	15%	15%	15%	15%	15%	17%	17%	14%	14%	15%	19%	5%	
Disagree (NET)	24%	29%	20%	22%	25%	31%	25%	22%	24%	24%	24%	25%	25%	21%	25%	24%	28%	15%	
Don't know	5%	4%	5%	13%	5%	4%	3%	3%	4%	5%	5%	3%	5%	5%	4%	4%	6%	-	

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
Base	Facebook	LinkedIn	Google+	Twitter						

Here are some statements about how newspaper coverage could have affected your experience of the London 2012 Olympic Games. To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row. When we use the word "newspaper", we mean both the printed and digital versions.)

I really enjoyed reading the extended coverage and analysis of the Olympics in the newspapers :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	9%	9%	9%	11%	12%	9%	2%	10%	2%	9%	13%	
Tend to agree	31%	32%	34%	32%	30%	31%	9%	29%	8%	33%	38%	
Agree (NET)	40%	42%	44%	43%	42%	40%	11%	39%	10%	42%	50%	
Neither agree nor disagree	25%	25%	23%	23%	22%	25%	22%	25%	20%	26%	27%	
Tend to disagree	10%	11%	11%	12%	10%	10%	7%	10%	14%	11%	9%	
Strongly disagree	20%	18%	20%	18%	21%	20%	46%	22%	50%	18%	11%	
Disagree (NET)	30%	29%	31%	30%	31%	30%	53%	31%	64%	29%	20%	
Don't know	4%	5%	3%	3%	5%	4%	14%	5%	6%	4%	3%	

Newspapers were an important part of the Olympic celebrations :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics												
	1638	1095	220	184	406	1638	95	833	91	805	582	
Strongly agree	12%	12%	11%	17%	13%	12%	4%	11%	4%	13%	14%	
Tend to agree	37%	37%	38%	40%	36%	37%	15%	37%	16%	37%	44%	
Agree (NET)	49%	49%	49%	57%	49%	49%	19%	47%	20%	50%	58%	
Neither agree nor disagree	23%	23%	19%	18%	19%	23%	22%	21%	25%	24%	21%	
Tend to disagree	9%	11%	13%	11%	11%	9%	8%	10%	8%	8%	10%	
Strongly disagree	15%	13%	16%	11%	16%	15%	40%	16%	38%	14%	8%	
Disagree (NET)	24%	24%	29%	21%	27%	24%	48%	26%	46%	23%	18%	
Don't know	5%	5%	3%	3%	5%	5%	11%	6%	9%	3%	3%	

**YouGov/Newsworks Survey
Results**

Sample Size: 2103

Fieldwork: 17th - 20th August 2012

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	Northern Ireland

Reading newspaper coverage about the Olympics built a great sense of anticipation :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45	
Strongly agree	9%	9%	9%	8%	11%	7%	5%	11%	9%	9%	9%	11%	11%	8%	9%	9%	2%	10%	
Tend to agree	28%	26%	30%	32%	27%	26%	29%	28%	31%	25%	29%	28%	29%	30%	27%	21%	28%	32%	
Agree (NET)	37%	35%	39%	40%	38%	33%	34%	39%	40%	34%	38%	39%	40%	38%	36%	30%	30%	42%	
Neither agree nor disagree	25%	24%	25%	20%	23%	25%	25%	26%	23%	27%	23%	28%	24%	21%	26%	30%	22%	31%	
Tend to disagree	14%	13%	14%	14%	12%	16%	17%	13%	15%	13%	16%	9%	13%	13%	15%	20%	10%	23%	
Strongly disagree	20%	24%	16%	15%	23%	22%	20%	20%	19%	21%	19%	21%	18%	23%	18%	16%	33%	4%	
Disagree (NET)	34%	38%	31%	29%	35%	38%	36%	32%	34%	34%	34%	30%	31%	36%	33%	36%	43%	27%	
Don't know	5%	4%	5%	12%	4%	4%	5%	2%	4%	6%	5%	4%	5%	5%	4%	5%		-	

Newspapers played an important part in building the positive mood of the nation during the Olympics :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics	1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45	
Strongly agree	12%	11%	14%	10%	11%	10%	10%	16%	13%	11%	12%	10%	13%	15%	14%	15%	9%	8%	
Tend to agree	41%	40%	42%	42%	39%	39%	47%	40%	43%	38%	39%	45%	42%	38%	41%	39%	39%	59%	
Agree (NET)	53%	51%	56%	51%	50%	49%	58%	56%	57%	49%	51%	55%	55%	53%	55%	54%	48%	67%	
Neither agree nor disagree	18%	18%	19%	15%	18%	21%	15%	20%	16%	21%	20%	16%	21%	15%	16%	20%	24%	22%	
Tend to disagree	8%	8%	7%	6%	9%	9%	9%	7%	8%	8%	8%	6%	3%	10%	10%	7%	4%	8%	
Strongly disagree	15%	19%	12%	14%	17%	17%	14%	15%	15%	16%	14%	18%	16%	15%	14%	15%	17%	2%	
Disagree (NET)	23%	27%	19%	20%	26%	25%	23%	22%	23%	23%	23%	25%	19%	26%	25%	22%	21%	11%	
Don't know	5%	4%	6%	14%	6%	5%	4%	3%	4%	7%	6%	4%	6%	7%	5%	4%	7%		-

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

Reading newspaper coverage about the Olympics built a great sense of anticipation :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	9%	9%	9%	10%	10%	9%	2%	9%	3%	8%	12%	
Tend to agree	28%	29%	26%	31%	26%	28%	9%	28%	13%	29%	33%	
Agree (NET)	37%	38%	35%	40%	36%	37%	11%	37%	16%	37%	46%	
Neither agree nor disagree	25%	24%	25%	27%	23%	25%	20%	21%	13%	28%	24%	
Tend to disagree	14%	15%	17%	11%	16%	14%	12%	15%	19%	13%	14%	
Strongly disagree	20%	18%	20%	18%	20%	20%	47%	22%	45%	18%	13%	
Disagree (NET)	34%	33%	37%	29%	36%	34%	59%	37%	64%	31%	27%	
Don't know	5%	5%	3%	4%	4%	5%	11%	5%	7%	4%	3%	

Newspapers played an important part in building the positive mood of the nation during the Olympics :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	12%	12%	12%	15%	13%	12%	3%	12%	6%	12%	16%	
Tend to agree	41%	42%	46%	43%	39%	41%	14%	40%	27%	43%	46%	
Agree (NET)	53%	54%	58%	58%	52%	53%	17%	52%	32%	55%	62%	
Neither agree nor disagree	18%	18%	14%	16%	17%	18%	24%	17%	19%	19%	17%	
Tend to disagree	8%	8%	9%	7%	8%	8%	6%	8%	8%	7%	8%	
Strongly disagree	15%	14%	15%	12%	17%	15%	40%	16%	33%	14%	9%	
Disagree (NET)	23%	22%	24%	20%	25%	23%	46%	24%	41%	22%	17%	
Don't know	5%	5%	4%	6%	6%	5%	13%	6%	8%	4%	4%	

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

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	Northern Ireland

My understanding of what was going on in the Olympics was increased by the newspaper coverage :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	9%	9%	9%	11%	8%	6%	7%	11%	11%	7%	10%	10%	8%	10%	10%	7%	5%	6%	6%
Tend to agree	31%	29%	34%	29%	33%	29%	34%	31%	34%	28%	28%	28%	40%	31%	34%	24%	36%	37%	37%
Agree (NET)	41%	38%	43%	41%	41%	34%	41%	43%	45%	35%	38%	37%	48%	42%	43%	31%	41%	43%	43%
Neither agree nor disagree	23%	24%	22%	18%	20%	25%	25%	25%	21%	26%	26%	25%	21%	21%	22%	26%	14%	39%	39%
Tend to disagree	13%	13%	13%	14%	15%	14%	13%	11%	12%	13%	13%	12%	9%	13%	11%	22%	16%	12%	12%
Strongly disagree	19%	22%	18%	16%	20%	23%	18%	19%	19%	20%	19%	22%	16%	19%	19%	17%	27%	5%	5%
Disagree (NET)	32%	34%	30%	30%	35%	37%	31%	30%	31%	33%	31%	35%	25%	32%	30%	40%	43%	17%	17%
Don't know	4%	3%	5%	12%	4%	4%	3%	2%	3%	6%	5%	3%	5%	4%	4%	2%	4%	2%	1%

The photographs in newspapers were one of the highlights of my Olympics experience :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	9%	7%	11%	6%	11%	5%	7%	12%	10%	8%	9%	7%	11%	9%	9%	7%	8%	11%	11%
Tend to agree	27%	25%	28%	25%	26%	26%	28%	28%	27%	26%	25%	26%	34%	30%	24%	20%	28%	40%	40%
Agree (NET)	36%	33%	39%	31%	37%	31%	35%	39%	38%	34%	34%	33%	46%	39%	33%	27%	37%	51%	51%
Neither agree nor disagree	25%	25%	24%	18%	24%	25%	26%	27%	25%	25%	26%	27%	23%	20%	26%	32%	19%	24%	24%
Tend to disagree	14%	13%	14%	18%	10%	18%	16%	11%	14%	13%	15%	15%	8%	13%	17%	11%	11%	23%	23%
Strongly disagree	22%	25%	18%	20%	25%	22%	20%	21%	20%	23%	20%	21%	18%	25%	23%	20%	31%	2%	2%
Disagree (NET)	35%	38%	32%	38%	34%	40%	36%	32%	35%	36%	34%	36%	26%	38%	36%	37%	42%	25%	25%
Don't know	4%	4%	5%	13%	4%	4%	3%	2%	3%	6%	5%	4%	5%	4%	4%	4%	4%	2%	-

Newspapers were a vital part of my Olympics experience :

	Unweighted Base	1479	720	759	213	224	219	278	545	874	605	369	203	138	193	345	80	118	33
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	781	857	205	290	252	295	596	915	723	398	259	151	224	351	79	131	45
Strongly agree	8%	8%	8%	6%	8%	7%	8%	10%	9%	7%	10%	8%	8%	7%	7%	11%	9%	8%	8%
Tend to agree	23%	22%	24%	17%	23%	23%	23%	25%	25%	20%	22%	24%	24%	30%	24%	10%	15%	33%	33%
Agree (NET)	31%	30%	32%	24%	32%	30%	31%	35%	35%	27%	31%	32%	31%	38%	30%	22%	25%	41%	41%
Neither agree nor disagree	25%	24%	26%	20%	22%	27%	28%	26%	24%	25%	25%	25%	24%	22%	26%	29%	23%	29%	29%
Tend to disagree	15%	15%	15%	21%	17%	13%	14%	13%	15%	15%	15%	15%	15%	10%	18%	20%	13%	15%	15%
Strongly disagree	25%	28%	23%	25%	26%	27%	25%	24%	24%	27%	24%	25%	25%	26%	22%	25%	37%	15%	15%
Disagree (NET)	40%	43%	38%	45%	44%	40%	39%	37%	38%	42%	39%	40%	39%	36%	40%	45%	51%	30%	30%
Don't know	4%	3%	4%	11%	3%	4%	2%	2%	3%	5%	4%	3%	5%	4%	4%	4%	2%	-	-

**YouGov/Newsworks Survey
Results**

Sample Size: 2103
Fieldwork: 17th - 20th August 2012

Total	Social Media (monthly or more)				Any reader	Devices only	Digital reader	Online only	Print only	Print and digital
	Facebook	LinkedIn	Google+	Twitter						

My understanding of what was going on in the Olympics was increased by the newspaper coverage :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	9%	9%	9%	7%	15%	10%	9%	1%	9%	4%	9%	12%
Tend to agree	31%	33%	37%	37%	27%	30%	31%	12%	31%	12%	32%	38%
Agree (NET)	41%	42%	44%	44%	43%	39%	41%	14%	40%	16%	41%	50%
Neither agree nor disagree	23%	23%	20%	20%	25%	26%	23%	15%	22%	13%	25%	25%
Tend to disagree	13%	14%	14%	14%	14%	14%	13%	12%	13%	13%	12%	12%
Strongly disagree	19%	17%	20%	20%	16%	17%	19%	50%	20%	51%	19%	10%
Disagree (NET)	32%	31%	34%	34%	30%	32%	32%	62%	33%	64%	31%	22%
Don't know	4%	4%	2%	2%	3%	3%	4%	10%	5%	6%	3%	3%

The photographs in newspapers were one of the highlights of my Olympics experience :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	9%	9%	9%	9%	13%	11%	9%	2%	9%	3%	8%	12%
Tend to agree	27%	27%	22%	22%	32%	26%	27%	12%	27%	8%	27%	33%
Agree (NET)	36%	37%	31%	31%	45%	37%	36%	14%	36%	11%	36%	45%
Neither agree nor disagree	25%	25%	26%	26%	21%	21%	25%	17%	22%	9%	28%	25%
Tend to disagree	14%	15%	17%	17%	10%	15%	14%	9%	14%	20%	13%	14%
Strongly disagree	22%	19%	24%	24%	20%	21%	22%	45%	23%	56%	20%	13%
Disagree (NET)	35%	34%	41%	41%	31%	36%	35%	54%	37%	76%	33%	27%
Don't know	4%	4%	2%	2%	3%	5%	4%	14%	5%	4%	3%	3%

Newspapers were a vital part of my Olympics experience :

	Unweighted Base	1479	970	223	153	378	1479	119	816	120	663	511
All UK Adults online who read a newspaper via print, online or apps around the time of the Olympics		1638	1095	220	184	406	1638	95	833	91	805	582
Strongly agree	8%	8%	8%	8%	13%	10%	8%	2%	9%	-	8%	12%
Tend to agree	23%	23%	23%	23%	24%	19%	23%	8%	23%	8%	23%	29%
Agree (NET)	31%	31%	31%	31%	37%	29%	31%	10%	32%	8%	31%	41%
Neither agree nor disagree	25%	25%	25%	25%	25%	25%	25%	15%	22%	15%	28%	25%
Tend to disagree	15%	16%	16%	16%	8%	16%	15%	13%	16%	14%	14%	15%
Strongly disagree	25%	23%	26%	26%	28%	27%	25%	51%	27%	58%	24%	16%
Disagree (NET)	40%	39%	42%	42%	36%	43%	40%	65%	42%	72%	38%	31%
Don't know	4%	4%	2%	2%	3%	3%	4%	10%	4%	5%	3%	3%