

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 1

Q.1 To what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements					
	I'm excited about the London 2012 Olympics	The British taxpayer has contributed too much to the costs of the London 2012 Olympics	I'm inspired to play more sport at the moment because of the London 2012 Olympics	The London 2012 Olympics will be good for the British economy	Ordinary people understand the importance of sport better than sports governing bodies (such as the IOC or the FA) understand the importance of sport	Sportsmen and sportswomen are good role models for young people in Britain
Unweighted base	2045	2045	2045	2045	2045	2045
Weighted base	2045	2045	2045	2045	2045	2045
NET: Agree	858 42%	1313 64%	312 15%	1206 59%	914 45%	1551 76%
Agree strongly (4)	284 14%	649 32%	87 4%	364 18%	218 11%	472 23%
Tend to agree (3)	574 28%	664 32%	225 11%	842 41%	696 34%	1079 53%
Tend to disagree (2)	499 24%	367 18%	708 35%	378 18%	501 24%	290 14%
Disagree strongly (1)	599 29%	92 4%	924 45%	231 11%	112 6%	75 4%
NET: Disagree	1098 54%	458 22%	1633 80%	609 30%	613 30%	365 18%
Don't know	89 4%	273 13%	100 5%	230 11%	518 25%	128 6%
Mean	2.28	3.06	1.73	2.74	2.67	3.02
Standard deviation	1.05	0.88	0.84	0.92	0.81	0.74
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm excited about the London 2012 Olympics

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	858 42%	457 46%	401 38%	116 47%	174 53%	168 43%	139 40%	104 34%	157 37%	265 48%	265 45%	171 40%	157 33%	145 47%	390 46%
Agree strongly	(4) 284 14%	157 16%	128 12%	54 22%	55 17%	67 17%	51 15%	29 9%	29 7%	91 16%	92 15%	53 12%	49 10%	59 19%	130 15%
Tend to agree	(3) 574 28%	301 30%	273 26%	62 25%	119 36%	101 26%	88 25%	75 25%	128 30%	174 32%	173 29%	118 28%	109 23%	86 28%	260 31%
Tend to disagree	(2) 499 24%	247 25%	252 24%	50 20%	63 19%	92 24%	89 26%	79 26%	124 29%	144 26%	134 23%	106 25%	115 24%	68 22%	216 26%
Disagree strongly	(1) 599 29%	267 27%	332 32%	55 22%	72 22%	116 30%	107 31%	110 36%	140 33%	131 24%	167 28%	138 32%	163 35%	81 26%	203 24%
NET: Disagree	1098 54%	514 51%	584 56%	105 43%	136 41%	208 54%	196 56%	189 62%	264 61%	275 50%	301 51%	243 57%	279 59%	149 49%	419 50%
Don't know	89 4%	31 3%	58 6%	24 10%	17 5%	13 3%	13 4%	13 4%	9 2%	13 2%	27 5%	15 3%	34 7%	13 4%	30 4%
Mean	2.28	2.36	2.20	2.52	2.51	2.32	2.25	2.08	2.11	2.42	2.33	2.21	2.10	2.42	2.39
Standard deviation	1.05	1.05	1.05	1.11	1.04	1.09	1.06	1.01	0.95	1.03	1.07	1.04	1.03	1.10	1.03
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.04

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm excited about the London 2012 Olympics

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	858 42%	55 31%	38 42%	105 44%	65 36%	85 45%	73 46%	42 39%	90 47%	115 45%	119 45%	72 39%
Agree strongly	(4) 284 14%	16 9%	9 10%	38 16%	21 12%	28 15%	23 15%	11 10%	32 17%	53 21%	33 12%	20 11%
Tend to agree	(3) 574 28%	38 22%	29 31%	67 28%	44 24%	57 30%	49 31%	31 29%	58 30%	63 24%	86 33%	53 28%
Tend to disagree	(2) 499 24%	49 27%	23 25%	51 21%	54 30%	50 27%	43 27%	19 17%	50 26%	60 23%	47 18%	53 28%
Disagree strongly	(1) 599 29%	65 37%	29 31%	76 32%	53 30%	43 23%	37 23%	39 36%	48 25%	66 26%	86 33%	56 30%
NET: Disagree	1098 54%	114 64%	52 56%	127 53%	108 60%	93 49%	81 51%	58 54%	97 51%	126 49%	133 51%	109 58%
Don't know	89 4%	9 5%	2 2%	8 4%	8 4%	11 6%	5 3%	8 7%	5 2%	16 6%	11 4%	5 3%
Mean	2.28	2.03	2.21	2.28	2.19	2.39	2.38	2.14	2.40	2.43	2.26	2.20
Standard deviation	1.05	1.00	1.01	1.09	1.01	1.02	1.02	1.07	1.05	1.11	1.07	1.00
Standard error	0.02	0.08	0.10	0.07	0.08	0.07	0.08	0.12	0.08	0.08	0.06	0.07

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements?

The British taxpayer has contributed too much to the costs of the London 2012 Olympics

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	1313 64%	638 64%	675 65%	131 54%	209 64%	245 63%	231 67%	206 67%	290 68%	341 62%	357 60%	304 71%	311 66%	214 70%	518 62%
Agree strongly	(4) 649 32%	337 34%	312 30%	57 23%	105 32%	122 31%	102 29%	115 38%	148 35%	161 29%	176 30%	158 37%	154 33%	104 34%	249 30%
Tend to agree	(3) 664 32%	301 30%	363 35%	75 30%	104 32%	123 32%	130 37%	90 29%	142 33%	180 33%	181 31%	145 34%	158 34%	110 36%	269 32%
Tend to disagree	(2) 367 18%	215 21%	151 15%	44 18%	53 16%	69 18%	50 15%	62 20%	88 20%	126 23%	122 21%	59 14%	59 13%	50 16%	160 19%
Disagree strongly	(1) 92 4%	51 5%	41 4%	14 6%	12 4%	16 4%	25 7%	13 4%	12 3%	31 6%	24 4%	20 5%	17 4%	15 5%	47 6%
NET: Disagree	458 22%	266 27%	192 18%	57 23%	65 20%	85 22%	75 22%	76 25%	99 23%	156 28%	146 25%	79 18%	76 16%	66 21%	207 25%
Don't know	273 13%	98 10%	175 17%	57 23%	53 16%	58 15%	41 12%	26 8%	40 9%	55 10%	90 15%	47 11%	82 18%	27 9%	113 13%
Mean	3.06	3.02	3.09	2.92	3.10	3.06	3.00	3.09	3.10	2.95	3.01	3.15	3.16	3.08	2.99
Standard deviation	0.88	0.91	0.85	0.91	0.86	0.88	0.91	0.90	0.85	0.91	0.89	0.87	0.84	0.88	0.91
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.05	0.03

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements?

The British taxpayer has contributed too much to the costs of the London 2012 Olympics

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	1313 64%	117 66%	62 67%	146 61%	110 61%	124 66%	102 64%	70 64%	124 65%	180 70%	154 59%	123 66%
Agree strongly	(4) 649 32%	69 39%	31 33%	76 32%	42 23%	61 32%	46 29%	31 29%	55 29%	108 42%	76 29%	54 29%
Tend to agree	(3) 664 32%	47 27%	32 34%	70 29%	68 38%	63 34%	56 35%	39 36%	69 36%	73 28%	79 30%	69 37%
Tend to disagree	(2) 367 18%	23 13%	19 20%	43 18%	40 22%	33 18%	27 17%	16 15%	41 22%	33 13%	54 21%	36 20%
Disagree strongly	(1) 92 4%	7 4%	4 4%	13 6%	10 6%	5 3%	6 3%	6 5%	7 4%	9 4%	20 8%	6 3%
NET: Disagree	458 22%	30 17%	23 25%	56 23%	50 28%	38 20%	33 21%	22 20%	48 25%	42 16%	74 28%	42 22%
Don't know	273 13%	30 17%	7 8%	37 16%	20 11%	27 14%	24 15%	17 16%	19 10%	35 13%	34 13%	22 12%
Mean	3.06	3.22	3.04	3.03	2.89	3.11	3.06	3.04	3.00	3.25	2.92	3.04
Standard deviation	0.88	0.88	0.88	0.92	0.87	0.83	0.84	0.88	0.85	0.86	0.96	0.83
Standard error	0.02	0.07	0.09	0.06	0.07	0.06	0.07	0.11	0.06	0.06	0.06	0.06

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm inspired to play more sport at the moment because of the London 2012 Olympics

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	312	172	141	67	83	77	43	23	18	95	95	65	57	62	172
	15%	17%	13%	27%	25%	20%	12%	7%	4%	17%	16%	15%	12%	20%	21%
Agree strongly	(4) 87	50	38	21	22	31	12	-	2	27	32	14	14	21	51
	4%	5%	4%	9%	7%	8%	3%	-	*	5%	5%	3%	3%	7%	6%
Tend to agree	(3) 225	122	103	46	61	47	32	23	17	69	62	51	43	42	121
	11%	12%	10%	19%	19%	12%	9%	7%	4%	12%	10%	12%	9%	14%	14%
Tend to disagree	(2) 708	381	327	78	115	127	133	110	146	211	216	142	139	103	321
	35%	38%	31%	32%	35%	33%	38%	36%	34%	38%	36%	33%	30%	34%	38%
Disagree strongly	(1) 924	404	520	75	109	168	158	166	248	228	254	200	243	130	301
	45%	40%	50%	30%	33%	43%	45%	54%	58%	41%	43%	46%	52%	42%	36%
NET: Disagree	1633	785	847	153	224	295	290	276	394	439	469	342	382	234	623
	80%	78%	81%	62%	68%	76%	83%	90%	92%	79%	79%	80%	81%	76%	74%
Don't know	100	45	55	26	20	16	14	8	17	18	29	22	31	11	44
	5%	4%	5%	10%	6%	4%	4%	2%	4%	3%	5%	5%	7%	4%	5%
Mean	1.73	1.81	1.65	2.06	1.99	1.84	1.69	1.52	1.45	1.80	1.78	1.70	1.61	1.84	1.90
Standard deviation	0.84	0.85	0.81	0.97	0.92	0.94	0.78	0.63	0.59	0.85	0.86	0.82	0.79	0.91	0.88
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements?

I'm inspired to play more sport at the moment because of the London 2012 Olympics

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	312 15%	32 18%	13 14%	44 18%	23 13%	26 14%	28 18%	13 12%	22 11%	54 21%	37 14%	18 10%
Agree strongly	(4) 87 4%	10 6%	6 7%	11 5%	10 5%	6 3%	7 4%	2 2%	5 3%	19 7%	9 3%	1 1%
Tend to agree	(3) 225 11%	22 12%	7 7%	33 14%	14 8%	20 10%	21 13%	11 10%	17 9%	36 14%	28 11%	17 9%
Tend to disagree	(2) 708 35%	40 23%	32 35%	81 34%	64 36%	74 39%	49 31%	39 36%	77 40%	92 36%	91 35%	69 37%
Disagree strongly	(1) 924 45%	94 53%	43 47%	108 45%	84 47%	76 40%	75 47%	50 46%	82 43%	95 37%	127 48%	90 48%
NET: Disagree	1633 80%	134 76%	75 82%	189 79%	148 82%	150 79%	124 78%	89 82%	159 83%	187 73%	217 83%	159 85%
Don't know	100 5%	11 6%	4 5%	7 3%	9 5%	13 7%	7 4%	6 6%	10 5%	16 6%	8 3%	9 5%
Mean	1.73	1.69	1.72	1.77	1.70	1.75	1.74	1.66	1.70	1.91	1.69	1.60
Standard deviation	0.84	0.92	0.88	0.86	0.84	0.79	0.87	0.77	0.76	0.92	0.81	0.69
Standard error	0.02	0.07	0.09	0.06	0.07	0.06	0.07	0.09	0.06	0.07	0.05	0.05

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements?

The London 2012 Olympics will be good for the British economy

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	1206 59%	599 60%	607 58%	149 61%	221 68%	249 64%	194 56%	167 54%	227 53%	345 63%	358 60%	242 56%	261 55%	178 58%	546 65%
Agree strongly	(4) 364 18%	203 20%	161 15%	59 24%	79 24%	87 22%	46 13%	42 14%	51 12%	93 17%	120 20%	78 18%	74 16%	63 21%	170 20%
Tend to agree	(3) 842 41%	396 39%	446 43%	90 37%	142 43%	162 42%	148 43%	125 41%	176 41%	252 46%	238 40%	164 38%	187 40%	114 37%	376 45%
Tend to disagree	(2) 378 18%	195 19%	183 18%	33 13%	51 16%	57 15%	67 19%	75 25%	95 22%	114 21%	109 18%	74 17%	80 17%	72 23%	131 16%
Disagree strongly	(1) 231 11%	126 13%	106 10%	22 9%	25 8%	43 11%	40 12%	42 14%	59 14%	51 9%	58 10%	58 13%	64 14%	25 8%	78 9%
NET: Disagree	609 30%	320 32%	289 28%	55 22%	76 23%	101 26%	107 31%	117 38%	153 36%	165 30%	167 28%	132 31%	144 31%	97 32%	210 25%
Don't know	230 11%	83 8%	147 14%	42 17%	30 9%	39 10%	47 14%	23 7%	49 11%	41 7%	68 11%	56 13%	65 14%	32 11%	82 10%
Mean	2.74	2.74	2.74	2.91	2.93	2.84	2.66	2.59	2.58	2.76	2.80	2.70	2.67	2.78	2.84
Standard deviation	0.92	0.95	0.89	0.94	0.88	0.94	0.89	0.91	0.91	0.87	0.92	0.97	0.95	0.90	0.89
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.06	0.03

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements?

The London 2012 Olympics will be good for the British economy

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	1206 59%	93 52%	54 58%	143 60%	119 66%	114 60%	96 60%	63 58%	134 70%	134 52%	160 61%	97 52%
Agree strongly	(4) 364 18%	35 20%	21 23%	43 18%	28 16%	32 17%	26 17%	11 10%	38 20%	53 21%	49 19%	27 14%
Tend to agree	(3) 842 41%	58 33%	33 35%	100 42%	91 50%	82 43%	69 43%	51 48%	95 50%	81 31%	111 42%	70 38%
Tend to disagree	(2) 378 18%	38 21%	17 19%	45 19%	33 18%	33 18%	30 19%	18 17%	23 12%	55 22%	40 15%	44 24%
Disagree strongly	(1) 231 11%	27 15%	9 9%	30 12%	15 8%	19 10%	13 8%	14 13%	15 8%	31 12%	36 14%	23 12%
NET: Disagree	609 30%	65 37%	26 28%	75 31%	48 27%	52 28%	44 27%	33 30%	38 20%	86 33%	75 29%	67 36%
Don't know	230 11%	19 11%	12 13%	23 9%	13 7%	23 12%	20 12%	13 12%	20 10%	37 14%	27 10%	23 12%
Mean	2.74	2.64	2.83	2.72	2.79	2.76	2.78	2.62	2.91	2.71	2.74	2.62
Standard deviation	0.92	1.01	0.95	0.93	0.83	0.89	0.86	0.88	0.84	0.99	0.96	0.92
Standard error	0.02	0.08	0.10	0.06	0.06	0.07	0.07	0.10	0.06	0.07	0.06	0.07

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements?

Ordinary people understand the importance of sport better than sports governing bodies (such as the International Olympic Committee or the Football Association) understand the importance of sport

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	914 45%	533 53%	381 37%	94 38%	146 45%	169 44%	156 45%	150 49%	199 46%	261 47%	247 42%	194 45%	212 45%	147 48%	392 47%
Agree strongly	(4) 11%	218 13%	126 9%	91 11%	27 10%	34 13%	50 12%	41 11%	35 7%	32 10%	54 9%	55 13%	54 12%	34 11%	104 12%
Tend to agree	(3) 34%	696 41%	407 28%	290 27%	67 34%	113 31%	120 33%	114 37%	115 39%	168 38%	208 32%	193 32%	139 33%	157 33%	289 34%
Tend to disagree	(2) 24%	501 25%	248 24%	253 24%	56 23%	68 21%	94 24%	85 24%	73 29%	125 31%	169 24%	144 21%	89 21%	99 21%	212 25%
Disagree strongly	(1) 6%	112 5%	47 6%	66 8%	18 9%	29 6%	23 5%	17 5%	15 2%	10 4%	22 6%	36 4%	19 7%	35 8%	39 5%
NET: Disagree	613 30%	295 29%	318 31%	75 30%	96 29%	117 30%	102 29%	88 29%	135 31%	192 35%	180 30%	107 25%	135 29%	89 29%	251 30%
Don't know	518 25%	174 17%	343 33%	77 31%	85 26%	102 26%	90 26%	70 23%	95 22%	99 18%	166 28%	128 30%	124 26%	71 23%	195 23%
Mean	2.67	2.74	2.58	2.60	2.62	2.68	2.70	2.71	2.66	2.65	2.62	2.76	2.67	2.67	2.71
Standard deviation	0.81	0.78	0.83	0.88	0.87	0.85	0.82	0.79	0.69	0.75	0.81	0.82	0.86	0.84	0.81
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.03

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements?

Ordinary people understand the importance of sport better than sports governing bodies (such as the International Olympic Committee or the Football Association) understand the importance of sport

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	914 45%	80 45%	51 55%	116 48%	82 45%	81 43%	69 43%	50 46%	86 45%	120 47%	102 39%	78 42%
Agree strongly	(4) 218 11%	17 10%	10 11%	30 13%	14 8%	22 12%	14 9%	11 10%	23 12%	29 11%	28 11%	19 10%
Tend to agree	(3) 696 34%	63 36%	41 45%	86 36%	67 37%	59 31%	55 35%	39 36%	63 33%	92 36%	73 28%	58 31%
Tend to disagree	(2) 501 24%	45 25%	20 22%	63 26%	43 24%	48 25%	41 26%	24 22%	46 24%	49 19%	76 29%	46 24%
Disagree strongly	(1) 112 6%	9 5%	5 6%	8 3%	14 8%	14 7%	5 3%	9 8%	6 3%	16 6%	14 5%	12 6%
NET: Disagree	613 30%	54 31%	25 28%	70 29%	56 31%	62 33%	46 29%	33 30%	52 27%	65 25%	90 34%	58 31%
Don't know	518 25%	43 24%	16 17%	54 23%	42 23%	45 24%	44 27%	26 24%	54 28%	72 28%	71 27%	51 27%
Mean	2.67	2.65	2.73	2.74	2.60	2.62	2.67	2.63	2.75	2.71	2.60	2.62
Standard deviation	0.81	0.79	0.77	0.78	0.81	0.87	0.75	0.85	0.78	0.83	0.83	0.84
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.07	0.11	0.06	0.07	0.06	0.07

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements?

Sportsmen and sportswomen are good role models for young people in Britain

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2045	1004	1041	212	314	403	346	318	452	764	520	275	486	298	780
Weighted base	2045	1002	1043	245	327	389	348	307	429	552	593	430	470	307	838
NET: Agree	1551 76%	730 73%	821 79%	179 73%	263 80%	306 79%	261 75%	222 73%	319 74%	432 78%	457 77%	317 74%	345 73%	230 75%	660 79%
Agree strongly	(4) 472 23%	205 20%	267 26%	65 27%	81 25%	106 27%	65 19%	61 20%	94 22%	126 23%	137 23%	94 22%	115 24%	83 27%	189 23%
Tend to agree	(3) 1079 53%	525 52%	554 53%	114 47%	182 56%	200 51%	196 56%	161 53%	226 53%	306 55%	321 54%	223 52%	230 49%	147 48%	471 56%
Tend to disagree	(2) 290 14%	174 17%	116 11%	29 12%	34 10%	45 12%	51 15%	48 16%	83 19%	88 16%	83 14%	63 15%	56 12%	49 16%	102 12%
Disagree strongly	(1) 75 4%	41 4%	34 3%	7 3%	14 4%	17 4%	13 4%	11 4%	14 3%	14 3%	18 3%	23 5%	20 4%	9 3%	30 4%
NET: Disagree	365 18%	215 21%	150 14%	36 15%	48 15%	63 16%	64 18%	58 19%	96 22%	102 18%	101 17%	86 20%	76 16%	58 19%	132 16%
Don't know	128 6%	57 6%	71 7%	30 12%	16 5%	20 5%	23 7%	26 8%	13 3%	18 3%	35 6%	26 6%	49 11%	20 6%	46 6%
Mean	3.02	2.95	3.09	3.10	3.06	3.07	2.96	2.97	2.96	3.02	3.03	2.96	3.04	3.06	3.03
Standard deviation	0.74	0.76	0.73	0.75	0.74	0.77	0.72	0.74	0.75	0.71	0.72	0.79	0.77	0.76	0.72
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Olympics Survey

ONLINE Fieldwork : 20th-21st June 2012

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements?

Sportsmen and sportswomen are good role models for young people in Britain

Base: All respondents

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2045	167	100	245	179	209	160	83	197	204	301	200
Weighted base	2045	178	92	240	180	189	159	108	192	257	262	187
NET: Agree	1551 76%	135 76%	69 75%	182 76%	142 79%	144 76%	114 72%	85 78%	148 77%	201 78%	194 74%	138 74%
Agree strongly	(4) 472 23%	34 19%	19 20%	61 25%	46 25%	52 27%	27 17%	27 24%	40 21%	73 28%	61 23%	33 18%
Tend to agree	(3) 1079 53%	101 57%	51 55%	121 50%	96 53%	92 49%	87 55%	58 54%	107 56%	128 50%	133 51%	105 56%
Tend to disagree	(2) 290 14%	21 12%	17 18%	40 17%	20 11%	27 14%	27 17%	13 12%	26 14%	27 11%	47 18%	24 13%
Disagree strongly	(1) 75 4%	6 3%	4 4%	7 3%	6 4%	10 5%	5 3%	2 2%	6 3%	16 6%	7 3%	6 3%
NET: Disagree	365 18%	28 16%	20 22%	47 20%	26 15%	37 19%	32 20%	15 14%	33 17%	43 17%	54 21%	29 16%
Don't know	128 6%	15 8%	3 3%	11 5%	12 7%	9 5%	12 8%	8 8%	11 6%	13 5%	14 5%	19 10%
Mean	3.02	3.00	2.94	3.03	3.08	3.03	2.93	3.09	3.01	3.06	3.00	2.99
Standard deviation	0.74	0.70	0.75	0.76	0.74	0.81	0.71	0.68	0.72	0.82	0.74	0.69
Standard error	0.02	0.06	0.08	0.05	0.06	0.06	0.06	0.08	0.05	0.06	0.04	0.05