

Ipsos MORI Olympics - August 2012

Table 1

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
Boris Johnson, the Mayor of London**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	309 31%	195 36%	255 33%	250 34%	238 34%	210 35%	17 21%	154 31%	154 30%	76 27%	121 34%	111 31%	32 27%	44 26%	50 28%	70 40%	50 33%	61 29%	30 29%	87 32%	96 34%	58 27%	68 29%	183 33%	126 28%	298 30%
Fairly positive	298 30%	151 28%	226 29%	217 29%	201 29%	165 28%	20 24%	152 31%	146 28%	83 29%	101 28%	114 31%	33 27%	50 30%	56 31%	44 25%	38 25%	76 36%	31 30%	90 33%	78 28%	59 27%	70 30%	169 30%	129 28%	292 29%
Made no difference	237 24%	109 20%	168 22%	157 21%	150 21%	126 21%	24 30%	117 24%	120 23%	84 29%	88 25%	66 18%	38 31%	46 28%	53 29%	35 20%	34 22%	32 15%	14 14%	53 20%	71 25%	63 29%	50 21%	124 22%	113 25%	253 25%
Fairly negative	67 7%	41 7%	52 7%	49 7%	47 7%	43 7%	8 10%	36 7%	32 6%	21 7%	18 5%	28 8%	8 7%	13 8%	6 4%	12 7%	13 8%	16 7%	8 8%	21 8%	17 6%	15 7%	15 6%	38 7%	29 7%	72 7%
Very negative	51 5%	30 5%	39 5%	36 5%	35 5%	34 6%	9 11%	23 5%	28 5%	11 4%	15 4%	24 7%	4 4%	7 4%	9 5%	7 4%	8 5%	16 7%	9 9%	16 6%	9 3%	11 5%	15 7%	25 4%	26 6%	48 5%
Don't know	46 5%	17 3%	35 5%	33 4%	27 4%	21 3%	4 4%	10 2%	36 7%	13 4%	13 4%	20 5%	6 5%	7 4%	6 4%	7 4%	8 5%	12 5%	10 9%	3 1%	14 5%	11 5%	18 7%	17 3%	29 6%	44 4%
Combinations - Summary net																										
Positive	606 60%	347 64%	480 62%	467 63%	439 63%	375 63%	36 45%	306 62%	300 58%	159 55%	222 62%	225 62%	65 54%	94 56%	107 59%	115 66%	88 59%	137 65%	60 60%	177 66%	175 61%	117 54%	138 59%	352 63%	255 56%	590 59%
Negative	118 12%	70 13%	91 12%	85 11%	82 12%	77 13%	16 20%	58 12%	60 12%	32 11%	33 9%	52 14%	12 10%	20 12%	15 8%	19 11%	21 14%	31 15%	17 17%	37 14%	26 9%	25 12%	30 13%	62 11%	55 12%	120 12%
Net positive	489 49%	276 51%	390 50%	382 51%	357 51%	298 50%	20 25%	248 51%	240 47%	127 44%	188 53%	173 48%	53 43%	74 45%	92 51%	96 55%	68 45%	106 50%	43 43%	141 52%	149 52%	91 42%	108 46%	289 52%	199 44%	470 47%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Table 2

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
Boris Johnson, the Mayor of London**

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con		Lab	LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	309 31%	127 46%	82 24%	33 31%	136 25%	181 37%	160 42%	127 29%	181 32%	129 39%	156 26%	35 29%	137 32%	139 31%	110 32%	107 32%	41 25%	45 31%	217 32%	94 28%	76 31%	104 33%	110 31%	34 26%	272 31%	18 21%	115 44%	55 22%	47 31%	298 30%	
Fairly positive	298 30%	90 33%	88 26%	38 35%	158 29%	161 33%	128 34%	134 31%	164 29%	109 33%	167 28%	39 32%	123 29%	131 29%	112 32%	97 29%	51 31%	36 24%	209 31%	81 24%	60 24%	113 36%	104 29%	44 34%	255 29%	20 23%	88 34%	70 28%	42 28%	292 29%	
Made no difference	237 24%	31 11%	90 27%	23 22%	149 27%	89 18%	54 14%	117 27%	120 21%	58 18%	161 27%	28 23%	110 26%	118 27%	83 24%	70 21%	52 32%	25 17%	153 22%	84 25%	57 23%	57 18%	96 27%	32 25%	203 23%	27 30%	39 15%	68 27%	44 29%	253 25%	
Fairly negative	67 7%	9 3%	31 9%	6 5%	45 8%	22 5%	15 4%	28 6%	39 7%	11 3%	54 9%	10 8%	21 5%	23 5%	17 5%	23 7%	11 7%	16 11%	41 6%	22 7%	19 8%	22 7%	23 6%	12 9%	62 7%	4 4%	6 2%	27 11%	12 8%	72 7%	
Very negative	51 5%	11 4%	21 6%	4 4%	31 6%	21 4%	15 4%	16 4%	35 6%	10 3%	36 6%	5 4%	18 4%	19 4%	12 4%	25 7%	2 1%	11 8%	37 5%	24 7%	12 5%	12 4%	15 4%	6 4%	39 4%	12 13%	12 4%	17 7%	3 2%	48 5%	
Don't know	46 5%	4 2%	21 6%	2 2%	31 6%	14 3%	7 2%	14 3%	32 6%	10 3%	31 5%	4 3%	12 3%	14 3%	14 4%	12 4%	6 4%	13 9%	26 4%	31 9%	23 9%	4 1%	11 3%	2 1%	37 4%	8 9%	1 1%	16 6%	3 2%	44 4%	
Combinations - Summary net																															
Positive	606 60%	217 80%	169 51%	71 67%	294 54%	342 70%	288 76%	261 60%	345 60%	238 73%	323 53%	74 61%	260 62%	270 61%	222 64%	204 61%	92 56%	81 55%	426 62%	175 52%	137 55%	217 70%	214 60%	78 60%	528 61%	39 44%	203 78%	126 49%	88 59%	590 59%	
Negative	118 12%	21 8%	53 16%	10 9%	76 14%	43 9%	30 8%	44 10%	74 13%	21 6%	90 15%	14 12%	39 9%	41 9%	30 9%	48 14%	12 8%	27 19%	78 11%	46 14%	30 12%	34 11%	38 11%	17 13%	101 12%	15 18%	18 7%	44 17%	15 10%	120 12%	
Net positive	489 49%	196 72%	117 35%	61 58%	219 40%	298 61%	257 68%	217 50%	271 48%	217 66%	234 39%	60 50%	220 52%	228 51%	193 55%	155 47%	80 49%	54 37%	348 51%	129 38%	106 43%	183 59%	177 49%	61 47%	427 49%	23 26%	185 71%	81 32%	73 49%	470 47%	

Fieldwork dates : 11th to 13th August 2012

Standard weights

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Ipsos MORI

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Table 3

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
David Cameron**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	122 12%	82 15%	104 13%	103 14%	101 14%	86 14%	3 3%	56 11%	66 13%	24 8%	52 15%	46 13%	13 10%	11 7%	25 14%	27 15%	20 13%	26 12%	10 10%	42 16%	34 12%	20 9%	27 11%	76 14%	46 10%	114 11%
Fairly positive	310 31%	162 30%	256 33%	243 33%	222 32%	181 30%	13 16%	153 31%	157 31%	114 39%	103 29%	93 26%	51 42%	63 38%	54 30%	49 28%	42 28%	52 24%	26 26%	83 31%	93 32%	69 32%	66 28%	175 32%	135 30%	295 29%
Made no difference	380 38%	193 36%	277 36%	262 35%	247 35%	218 36%	39 49%	198 40%	183 35%	108 38%	149 42%	123 34%	44 36%	64 39%	85 47%	64 37%	53 35%	70 33%	35 35%	108 40%	110 39%	78 36%	84 35%	219 39%	162 36%	394 39%
Fairly negative	96 10%	49 9%	68 9%	66 9%	65 9%	55 9%	14 18%	41 8%	55 11%	26 9%	18 5%	52 14%	11 9%	15 9%	6 3%	12 7%	21 14%	32 15%	18 17%	23 9%	23 8%	24 11%	26 11%	46 8%	50 11%	102 10%
Very negative	64 6%	43 8%	50 6%	49 7%	47 7%	45 7%	8 10%	37 8%	27 5%	11 4%	20 5%	34 9%	3 2%	8 5%	6 3%	13 8%	13 8%	21 10%	3 3%	7 3%	15 5%	14 6%	27 12%	23 4%	41 9%	68 7%
Don't know	34 3%	13 2%	19 3%	19 3%	16 2%	15 3%	3 4%	7 1%	27 5%	6 2%	14 4%	14 4%	1 1%	5 3%	5 3%	10 5%	3 2%	11 5%	8 8%	6 2%	11 4%	11 5%	6 3%	17 3%	17 4%	34 3%
Combinations - Summary net																										
Positive	432 43%	244 45%	360 46%	346 47%	323 46%	266 44%	15 19%	209 42%	224 43%	138 48%	155 43%	140 39%	63 52%	75 45%	79 43%	76 43%	62 41%	78 37%	36 36%	124 46%	126 44%	89 41%	93 39%	251 45%	182 40%	409 41%
Negative	160 16%	92 17%	118 15%	115 16%	112 16%	100 17%	23 28%	78 16%	82 16%	36 13%	38 11%	86 24%	14 11%	23 14%	12 7%	25 14%	33 22%	53 25%	21 21%	31 11%	38 13%	38 18%	53 23%	69 12%	91 20%	170 17%
Net positive	272 27%	152 28%	241 31%	231 31%	210 30%	167 28%	-7 -9%	130 27%	142 28%	102 35%	117 33%	54 15%	50 41%	52 31%	66 37%	51 29%	29 19%	25 12%	15 15%	93 35%	88 31%	51 24%	40 17%	182 33%	90 20%	239 24%

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Standard weights

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Table 4

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
David Cameron**

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con		Lab	LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	122	69	27	8	45	86	77	46	76	74	45	14	51	52	44	42	12	20	87	39	36	45	38	9	111	3	63	16	8	114	
		12%	25%	8%	7%	8%	18%	20%	11%	13%	23%	7%	11%	12%	12%	13%	13%	7%	14%	13%	12%	15%	14%	11%	7%	13%	3%	24%	6%	5%	11%
Fairly positive	310	120	80	41	148	188	162	143	167	153	140	40	144	148	115	99	57	35	214	95	65	99	117	47	265	30	101	51	54	295	
		31%	44%	24%	39%	27%	39%	43%	33%	29%	47%	23%	33%	34%	33%	33%	30%	35%	24%	31%	28%	26%	32%	32%	37%	31%	34%	39%	20%	36%	29%
Made no difference	380	60	139	41	231	152	101	187	193	76	269	51	167	179	145	116	68	46	262	121	93	108	152	55	339	28	65	111	70	394	
		38%	22%	42%	38%	42%	31%	27%	43%	34%	23%	45%	42%	40%	40%	42%	35%	42%	31%	38%	36%	37%	35%	42%	42%	39%	32%	25%	44%	46%	39%
Fairly negative	96	17	40	10	60	37	27	32	64	14	77	7	30	31	21	40	14	20	61	39	24	30	27	8	76	15	18	34	11	102	
		10%	6%	12%	10%	11%	8%	7%	11%	4%	13%	6%	7%	7%	6%	12%	9%	13%	9%	12%	10%	10%	7%	6%	9%	17%	7%	14%	7%	10%	
Very negative	64	4	33	3	46	17	6	20	44	3	59	6	18	20	12	23	7	22	36	26	19	23	16	5	50	7	9	28	5	68	
		6%	1%	10%	2%	8%	3%	2%	5%	8%	1%	10%	5%	4%	5%	4%	7%	4%	15%	5%	8%	8%	7%	4%	4%	6%	8%	3%	11%	3%	7%
Don't know	34	3	15	3	20	8	6	8	26	6	15	3	12	14	11	14	6	4	25	17	11	7	10	6	28	5	5	13	3	34	
		3%	1%	4%	3%	4%	2%	2%	5%	2%	3%	2%	3%	3%	3%	4%	3%	3%	4%	5%	5%	2%	3%	4%	3%	6%	2%	5%	2%	3%	
Combinations - Summary net																															
Positive	432	189	107	49	192	274	238	189	244	227	185	54	195	200	159	141	69	55	300	134	101	144	155	56	377	33	164	67	62	409	
		43%	69%	32%	46%	35%	56%	63%	43%	43%	70%	31%	45%	46%	45%	46%	42%	37%	44%	40%	41%	46%	43%	44%	43%	37%	63%	26%	41%	41%	
Negative	160	20	73	13	106	54	33	52	108	17	136	13	48	51	34	63	21	42	97	64	43	53	43	12	126	22	27	63	15	170	
		16%	7%	22%	12%	19%	11%	9%	12%	19%	5%	22%	11%	11%	12%	10%	19%	13%	28%	14%	19%	17%	17%	12%	10%	14%	25%	10%	25%	10%	17%
Net positive	272	169	34	36	86	221	205	136	136	210	49	40	147	149	125	79	48	13	204	70	58	91	112	44	251	11	137	5	47	239	
		27%	62%	10%	34%	16%	45%	54%	31%	24%	64%	8%	34%	35%	33%	36%	23%	30%	9%	30%	21%	24%	29%	31%	34%	29%	13%	52%	2%	31%	24%

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 5

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
The Royal Family**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	445 44%	272 50%	365 47%	359 48%	343 49%	295 49%	25 31%	187 38%	258 50%	101 35%	165 46%	178 49%	42 34%	59 36%	86 47%	80 45%	72 48%	106 50%	45 45%	112 41%	132 46%	90 41%	112 47%	244 44%	201 45%	442 44%
Fairly positive	259 26%	128 24%	197 25%	183 25%	168 24%	142 24%	16 20%	132 27%	126 25%	89 31%	83 23%	86 24%	46 37%	44 26%	36 20%	47 27%	32 21%	54 26%	31 31%	86 32%	69 24%	54 25%	50 21%	155 28%	104 23%	265 26%
Made no difference	232 23%	116 21%	168 22%	158 21%	151 22%	132 22%	23 29%	130 26%	103 20%	78 27%	90 25%	65 18%	25 20%	53 32%	53 29%	37 21%	38 25%	27 13%	13 13%	63 23%	70 25%	56 26%	44 19%	133 24%	99 22%	232 23%
Fairly negative	29 3%	14 3%	19 2%	17 2%	17 2%	15 2%	9 11%	23 5%	7 1%	10 4%	6 2%	13 4%	5 5%	5 3%	1 1%	5 3%	5 3%	8 4%	4 4%	5 2%	8 3%	9 4%	8 3%	12 2%	17 4%	29 3%
Very negative	22 2%	7 1%	14 2%	13 2%	9 1%	8 1%	7 8%	13 3%	9 2%	6 2%	7 2%	9 3%	3 2%	3 2%	2 1%	5 3%	2 1%	8 4%	3 3%	1 *	2 1%	6 3%	14 6%	3 *	20 4%	21 2%
Don't know	19 2%	7 1%	12 2%	12 2%	10 1%	8 1%	1 1%	6 1%	13 3%	4 1%	5 1%	11 3%	1 1%	2 1%	3 2%	2 1%	3 2%	8 4%	6 6%	4 2%	5 2%	2 1%	8 3%	9 2%	11 2%	18 2%
Combinations - Summary net																										
Positive	704 70%	400 74%	562 73%	543 73%	511 73%	436 73%	41 51%	320 65%	384 74%	191 66%	249 70%	264 73%	88 72%	103 62%	122 68%	126 72%	103 69%	161 76%	76 75%	198 73%	201 70%	143 66%	162 69%	398 72%	305 68%	707 70%
Negative	52 5%	21 4%	32 4%	30 4%	26 4%	22 4%	16 19%	36 7%	16 3%	16 6%	13 4%	22 6%	8 7%	8 5%	3 2%	10 6%	7 5%	16 7%	6 6%	6 2%	9 3%	15 7%	22 9%	15 3%	37 8%	50 5%
Net positive	652 65%	379 70%	530 68%	512 69%	485 69%	414 69%	25 31%	284 58%	368 71%	175 61%	236 66%	242 67%	79 65%	95 57%	119 66%	117 67%	97 64%	145 69%	69 69%	192 71%	191 67%	128 59%	140 60%	383 69%	269 59%	657 65%

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Table 6

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
The Royal Family**

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	445 44%	161 59%	133 40%	42 40%	212 39%	240 49%	203 54%	179 41%	266 47%	176 54%	240 40%	56 46%	185 44%	187 42%	158 45%	162 48%	61 37%	62 43%	319 47%	155 46%	120 48%	142 45%	148 41%	47 36%	382 44%	36 40%	149 57%	98 39%	63 42%	442 44%	
Fairly positive	259 26%	70 26%	73 22%	37 35%	146 27%	142 29%	107 28%	113 26%	145 25%	86 26%	154 26%	36 30%	103 24%	113 26%	89 26%	84 25%	52 32%	27 18%	174 25%	81 24%	59 24%	82 26%	96 27%	41 32%	232 27%	21 24%	62 24%	63 25%	44 29%	265 26%	
Made no difference	232 23%	32 12%	92 28%	24 23%	146 27%	86 18%	56 15%	124 29%	108 19%	48 15%	162 27%	24 20%	115 27%	123 28%	84 24%	66 20%	43 27%	33 23%	150 22%	69 21%	49 20%	62 20%	101 28%	37 29%	202 23%	20 23%	42 16%	67 26%	37 24%	232 23%	
Fairly negative	29 3%	4 2%	14 4%	- -	16 3%	6 1%	4 1%	7 2%	22 4%	2 1%	26 4%	1 1%	7 2%	8 2%	12 4%	8 2%	2 1%	6 4%	21 3%	9 3%	6 2%	13 4%	7 2%	- -	21 2%	3 4%	5 2%	10 4%	3 2%	29 3%	
Very negative	22 2%	- -	12 4%	1 1%	16 3%	4 1%	1 *	7 2%	16 3%	6 2%	16 3%	3 2%	7 2%	7 2%	3 1%	4 1%	2 1%	14 9%	6 1%	12 3%	8 3%	8 3%	3 1%	1 1%	17 2%	4 4%	2 1%	7 3%	1 1%	21 2%	
Don't know	19 2%	5 2%	9 3%	2 2%	14 2%	9 2%	7 2%	5 1%	14 3%	9 3%	7 1%	1 1%	5 1%	6 1%	3 1%	11 3%	2 1%	4 3%	13 2%	10 3%	6 2%	5 2%	5 1%	3 2%	16 2%	4 4%	1 *	8 3%	3 2%	18 2%	
Combinations - Summary net																															
Positive	704 70%	231 85%	206 62%	79 75%	357 65%	382 78%	310 82%	292 67%	411 72%	262 80%	394 65%	92 76%	288 68%	301 68%	247 71%	246 74%	114 69%	89 61%	493 72%	236 70%	179 72%	224 72%	244 68%	88 68%	613 71%	57 65%	212 81%	161 64%	107 71%	707 70%	
Negative	52 5%	4 2%	27 8%	1 1%	32 6%	10 2%	5 1%	14 3%	37 7%	8 2%	42 7%	4 3%	14 3%	14 3%	15 4%	12 4%	5 3%	20 14%	27 4%	21 6%	14 6%	21 7%	10 3%	1 1%	38 4%	7 8%	7 3%	18 7%	4 3%	50 5%	
Net positive	652 65%	227 83%	179 54%	78 74%	325 59%	372 76%	305 81%	278 64%	374 65%	253 78%	352 58%	88 73%	275 65%	286 65%	232 66%	234 70%	109 67%	69 47%	466 68%	215 64%	165 67%	203 65%	234 65%	87 67%	576 66%	50 57%	205 78%	144 57%	103 68%	657 65%	

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

* = Less than 0.5%

our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 7

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them? The BBC

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10 Absolutely certain)	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	545 54%	317 58%	443 57%	433 58%	408 58%	349 58%	31 38%	266 54%	279 54%	155 54%	188 53%	202 56%	65 53%	90 54%	96 53%	92 53%	82 54%	120 57%	51 50%	145 54%	167 58%	112 52%	122 52%	312 56%	233 52%	552 55%
Fairly positive	270 27%	135 25%	206 27%	189 25%	177 25%	152 25%	20 25%	121 25%	149 29%	88 31%	106 30%	76 21%	45 37%	43 26%	53 29%	53 30%	37 24%	40 19%	20 20%	86 32%	65 23%	56 26%	63 27%	151 27%	119 26%	253 25%
Made no difference	106 11%	56 10%	74 10%	69 9%	66 9%	60 10%	12 15%	55 11%	51 10%	36 13%	41 12%	28 8%	11 9%	25 15%	22 12%	19 11%	12 8%	16 8%	5 5%	24 9%	37 13%	22 10%	24 10%	61 11%	46 10%	117 12%
Fairly negative	27 3%	14 3%	18 2%	18 2%	16 2%	14 2%	4 5%	16 3%	12 2%	4 1%	7 2%	17 5%	- -	4 2%	5 3%	2 1%	6 4%	10 5%	8 8%	9 3%	8 3%	7 3%	4 2%	17 3%	10 2%	31 3%
Very negative	37 4%	14 3%	20 3%	20 3%	20 3%	16 3%	12 14%	23 5%	14 3%	2 1%	9 2%	26 7%	- -	2 1%	4 2%	5 3%	10 7%	16 8%	11 10%	4 2%	5 2%	11 5%	17 7%	9 2%	28 6%	30 3%
Don't know	22 2%	7 1%	14 2%	14 2%	12 2%	8 1%	2 3%	10 2%	11 2%	3 1%	5 1%	13 4%	1 1%	3 2%	1 *	4 2%	4 3%	9 4%	7 7%	1 1%	4 1%	9 4%	7 3%	6 1%	16 4%	24 2%
Combinations - Summary net																										
Positive	815 81%	453 83%	649 84%	622 84%	585 84%	501 84%	51 63%	388 79%	428 83%	243 84%	294 83%	278 77%	110 90%	133 80%	148 82%	146 83%	118 79%	160 76%	71 70%	231 86%	232 81%	168 78%	184 78%	463 83%	352 78%	805 80%
Negative	64 6%	28 5%	38 5%	38 5%	36 5%	30 5%	16 20%	39 8%	25 5%	6 2%	16 4%	43 12%	- -	6 4%	9 5%	6 4%	16 11%	26 12%	18 18%	13 5%	12 4%	17 8%	21 9%	26 5%	38 8%	61 6%
Net positive	751 75%	425 78%	611 79%	584 79%	549 79%	471 79%	35 43%	349 71%	403 78%	237 82%	278 78%	236 65%	110 90%	127 76%	139 77%	139 79%	102 68%	134 63%	52 52%	218 81%	220 77%	150 70%	164 69%	437 79%	314 69%	744 74%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

* = Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 8

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them? The BBC

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	545	166	181	61	292	277	227	243	302	209	301	73	235	242	208	179	89	63	387	177	140	176	192	65	475	38	155	135	96	552	
	54%	61%	54%	58%	53%	57%	60%	56%	53%	64%	50%	61%	56%	55%	60%	54%	54%	43%	57%	53%	56%	56%	53%	50%	55%	43%	59%	53%	64%	55%	
Fairly positive	270	71	88	27	144	127	98	111	159	77	165	26	113	120	86	87	49	44	173	85	61	83	102	42	237	24	70	69	30	253	
	27%	26%	26%	25%	26%	26%	26%	26%	28%	24%	27%	22%	27%	27%	25%	26%	30%	30%	25%	25%	24%	27%	28%	33%	27%	28%	27%	27%	20%	25%	
Made no difference	106	20	31	13	62	51	33	56	50	22	76	14	46	53	39	31	15	20	70	33	18	30	44	14	85	15	23	26	16	117	
	11%	7%	9%	12%	11%	10%	9%	13%	9%	7%	13%	12%	11%	12%	11%	9%	9%	14%	10%	10%	7%	9%	12%	11%	10%	16%	9%	10%	10%	12%	
Fairly negative	27	3	6	3	18	15	6	12	16	6	21	2	11	11	8	13	1	5	21	9	8	8	10	2	25	1	4	4	7	31	
	3%	1%	2%	3%	3%	3%	2%	3%	3%	2%	3%	1%	3%	3%	2%	4%	1%	3%	3%	3%	3%	3%	3%	2%	3%	1%	1%	2%	4%	3%	
Very negative	37	9	16	-	20	13	9	8	28	6	29	2	11	13	4	15	6	10	19	21	12	11	4	2	26	9	6	10	1	30	
	4%	3%	5%	-	4%	3%	2%	2%	5%	2%	5%	2%	3%	3%	1%	4%	4%	7%	3%	6%	5%	4%	1%	1%	3%	10%	2%	4%	*	3%	
Don't know	22	4	11	1	13	6	5	6	16	7	12	3	5	5	4	9	4	5	13	10	9	4	8	4	20	2	4	10	1	24	
	2%	1%	3%	1%	2%	1%	1%	1%	3%	2%	2%	2%	1%	1%	1%	3%	2%	3%	2%	3%	3%	1%	2%	3%	2%	2%	2%	4%	1%	2%	
Combinations - Summary net																															
Positive	815	237	269	88	436	404	325	354	461	286	466	100	348	362	294	266	138	106	560	262	200	259	294	107	713	62	225	204	126	805	
	81%	87%	81%	83%	79%	83%	86%	81%	81%	88%	77%	83%	83%	82%	84%	80%	84%	73%	82%	78%	81%	83%	82%	83%	82%	70%	86%	80%	84%	80%	
Negative	64	12	23	3	39	28	15	20	44	12	50	4	22	24	12	28	7	15	40	30	21	20	14	4	51	10	10	14	7	61	
	6%	4%	7%	3%	7%	6%	4%	5%	8%	4%	8%	3%	5%	5%	4%	8%	5%	10%	6%	9%	8%	6%	4%	3%	6%	11%	4%	6%	5%	6%	
Net positive	751	225	246	85	397	376	310	334	417	274	416	96	326	339	281	238	130	91	520	232	180	240	280	103	662	52	215	190	119	744	
	75%	83%	74%	80%	72%	77%	82%	77%	73%	84%	69%	79%	77%	76%	81%	71%	80%	63%	76%	69%	72%	77%	78%	80%	76%	59%	82%	75%	79%	74%	

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

* = Less than 0.5%

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 9

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them? The NHS

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10 Absolutely certain)	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	186 19%	104 19%	148 19%	146 20%	139 20%	116 19%	14 17%	86 17%	101 20%	58 20%	61 17%	67 18%	26 21%	32 19%	36 20%	26 15%	23 15%	44 21%	26 26%	43 16%	55 19%	40 18%	49 21%	98 18%	89 20%	192 19%
Fairly positive	206 20%	112 21%	173 22%	157 21%	150 21%	128 21%	9 11%	96 20%	110 21%	70 24%	72 20%	64 18%	41 34%	29 17%	32 18%	39 23%	28 19%	36 17%	15 15%	58 21%	48 17%	42 19%	58 25%	106 19%	100 22%	202 20%
Made no difference	485 48%	268 49%	365 47%	354 48%	329 47%	290 48%	37 47%	246 50%	240 46%	136 47%	189 53%	160 44%	49 41%	86 52%	99 55%	90 51%	74 49%	86 41%	39 38%	145 54%	153 54%	98 45%	89 38%	298 54%	187 41%	486 48%
Fairly negative	32 3%	16 3%	23 3%	22 3%	20 3%	18 3%	4 5%	13 3%	19 4%	5 2%	8 2%	19 5%	1 1%	4 2%	3 2%	5 3%	7 5%	12 5%	7 7%	3 1%	13 5%	9 4%	7 3%	17 3%	15 3%	34 3%
Very negative	32 3%	18 3%	21 3%	21 3%	20 3%	20 3%	10 12%	20 4%	12 2%	6 2%	12 3%	15 4%	1 1%	6 3%	5 3%	6 4%	5 4%	9 4%	3 3%	7 3%	1 *	14 7%	9 4%	9 2%	24 5%	31 3%
Don't know	64 6%	25 5%	45 6%	43 6%	40 6%	28 5%	7 8%	30 6%	34 7%	13 4%	14 4%	38 10%	3 3%	10 6%	6 3%	8 4%	13 9%	25 12%	12 12%	13 5%	14 5%	14 7%	23 10%	27 5%	37 8%	62 6%
Combinations - Summary net																										
Positive	393 39%	216 40%	320 41%	303 41%	289 41%	244 41%	22 28%	182 37%	211 41%	129 45%	133 37%	131 36%	67 55%	61 37%	68 38%	65 37%	51 34%	80 38%	41 41%	101 37%	103 36%	81 37%	108 46%	204 37%	189 42%	394 39%
Negative	65 6%	34 6%	44 6%	42 6%	40 6%	38 6%	14 17%	34 7%	31 6%	11 4%	20 6%	34 9%	2 2%	9 6%	8 4%	12 7%	13 9%	21 10%	9 9%	11 4%	15 5%	23 11%	16 7%	26 5%	39 9%	65 6%
Net positive	328 33%	182 34%	277 36%	261 35%	249 36%	206 34%	8 10%	148 30%	180 35%	117 41%	113 32%	97 27%	65 53%	52 31%	60 33%	53 30%	38 25%	59 28%	32 32%	90 33%	88 31%	58 27%	92 39%	178 32%	150 33%	329 33%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*=Less than 0.5%

Ipsos MORI Olympics - August 2012

Table 10

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them? The NHS

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	186 19%	45 17%	79 24%	16 15%	109 20%	75 15%	62 16%	69 16%	118 21%	68 21%	112 18%	22 18%	69 16%	71 16%	63 18%	53 16%	37 22%	33 23%	116 17%	76 23%	58 24%	60 19%	50 14%	18 14%	158 18%	18 20%	41 16%	56 22%	23 16%	192 19%	
Fairly positive	206 20%	61 22%	75 23%	28 26%	123 22%	109 22%	88 23%	97 22%	109 19%	80 24%	115 19%	33 28%	88 21%	91 20%	75 21%	67 20%	34 20%	24 16%	142 21%	59 18%	45 18%	74 24%	73 20%	25 19%	183 21%	14 16%	52 20%	52 20%	29 19%	202 20%	
Made no difference	485 48%	135 50%	138 41%	55 52%	251 46%	249 51%	190 50%	232 53%	254 44%	153 47%	289 48%	52 43%	225 53%	240 54%	187 53%	159 48%	81 49%	52 36%	346 51%	155 46%	118 48%	142 46%	188 52%	71 55%	427 49%	38 43%	140 54%	112 44%	85 56%	486 48%	
Fairly negative	32 3%	9 3%	5 1%	4 4%	17 3%	21 4%	12 3%	7 2%	25 4%	7 2%	24 4%	3 2%	8 2%	8 2%	8 4%	13 4%	4 3%	7 5%	21 3%	12 4%	6 3%	11 3%	10 3%	4 3%	23 7%	6 2%	3 1%	9 6%	34 3%		
Very negative	32 3%	4 1%	12 3%	2 2%	19 3%	11 2%	6 2%	10 2%	22 4%	4 1%	27 4%	3 2%	11 3%	12 3%	5 1%	10 3%	3 2%	14 10%	15 2%	11 3%	7 3%	7 2%	14 4%	4 3%	26 3%	4 5%	4 1%	13 5%	2 1%	31 3%	
Don't know	64 6%	18 7%	25 7%	1 1%	30 6%	24 5%	20 5%	22 5%	42 7%	15 5%	38 6%	8 6%	20 5%	21 5%	12 3%	32 10%	5 3%	15 10%	44 6%	22 7%	14 5%	17 6%	25 7%	7 6%	50 6%	9 10%	18 7%	18 7%	2 1%	62 6%	
Combinations - Summary net																															
Positive	393 39%	106 39%	154 46%	44 41%	232 42%	184 38%	150 40%	165 38%	227 40%	147 45%	227 37%	55 46%	157 37%	162 37%	138 39%	120 36%	70 43%	57 39%	258 38%	135 40%	103 42%	134 43%	123 34%	43 33%	341 39%	32 36%	93 36%	107 42%	52 35%	394 39%	
Negative	65 6%	12 5%	16 5%	6 6%	36 7%	32 7%	18 5%	17 4%	48 8%	11 3%	51 8%	5 4%	19 4%	21 5%	13 4%	22 7%	8 5%	22 15%	35 5%	23 7%	13 5%	18 6%	24 7%	8 7%	49 6%	10 12%	10 4%	17 7%	12 8%	65 6%	
Net positive	328 33%	94 34%	138 41%	38 36%	196 36%	151 31%	132 35%	149 34%	179 31%	136 42%	176 29%	50 41%	139 33%	141 32%	125 36%	98 29%	62 38%	36 24%	223 33%	112 33%	90 36%	116 37%	100 28%	34 26%	292 34%	21 24%	83 32%	91 36%	40 27%	329 33%	

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

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<http://www.ipsos-mori.com/politicaltrends>

Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 11

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?

The people of London

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total	
		(10) Absolutely cert -ain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	440	255	355	348	325	278	29	204	236	122	163	156	53	69	83	80	65	91	36	125	128	98	89	253	187	440
	44%	47%	46%	47%	47%	46%	36%	42%	46%	42%	46%	43%	44%	41%	46%	46%	43%	43%	36%	46%	45%	45%	38%	46%	41%	44%
Fairly positive	307	158	238	222	213	176	15	152	156	98	107	102	48	50	58	49	42	61	32	80	86	58	82	167	140	296
	30%	29%	31%	30%	30%	29%	19%	31%	30%	34%	30%	28%	40%	30%	32%	28%	28%	29%	31%	30%	30%	27%	35%	30%	31%	29%
Made no difference	167	92	123	117	112	101	19	99	68	57	56	54	19	38	28	28	27	27	12	46	45	38	37	92	75	184
	17%	17%	16%	16%	16%	17%	24%	20%	13%	20%	16%	15%	15%	23%	16%	16%	18%	13%	12%	17%	16%	18%	16%	17%	17%	18%
Fairly negative	30	14	20	19	14	14	5	11	18	7	8	14	1	7	1	7	8	6	3	8	9	8	4	17	13	26
	3%	3%	3%	3%	2%	2%	6%	2%	4%	3%	2%	4%	1%	4%	*	4%	5%	3%	3%	3%	3%	4%	2%	3%	3%	3%
Very negative	16	3	8	7	7	5	8	7	9	2	6	8	1	1	3	3	2	6	3	1	3	2	11	3	13	15
	2%	1%	1%	1%	1%	1%	10%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	3%	3%	*	1%	1%	5%	1%	3%	1%
Don't know	47	21	30	30	27	25	4	18	29	3	16	28	-	3	8	8	7	21	16	9	14	12	12	23	24	46
	5%	4%	4%	4%	4%	4%	5%	4%	6%	1%	4%	8%	-	2%	4%	4%	4%	10%	15%	3%	5%	5%	5%	4%	5%	5%
Combinations - Summary net																										
Positive	748	414	593	570	538	454	44	356	392	220	270	258	102	118	141	129	107	151	68	206	214	156	171	420	327	736
	74%	76%	77%	77%	77%	76%	54%	72%	76%	76%	76%	71%	83%	71%	78%	73%	71%	72%	67%	76%	75%	72%	73%	76%	72%	73%
Negative	46	17	28	26	21	20	13	19	27	9	15	22	2	8	4	11	10	12	6	9	12	10	15	20	26	41
	5%	3%	4%	3%	3%	3%	16%	4%	5%	3%	4%	6%	1%	5%	2%	6%	7%	6%	6%	3%	4%	5%	7%	4%	6%	4%
Net positive	701	397	565	544	517	434	31	337	365	211	255	236	100	110	137	118	96	140	62	197	203	146	156	400	302	695
	70%	73%	73%	73%	74%	72%	38%	69%	71%	73%	72%	65%	82%	66%	76%	67%	64%	66%	61%	73%	71%	68%	66%	72%	67%	69%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*=Less than 0.5%

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 12
Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
The people of London

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.			
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot.	Mid-lands	South	Greater London	England	Scot.	Con		Lab	LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	440	145	134	43	220	231	188	194	246	178	228	52	200	207	154	142	74	60	297	131	101	133	176	66	386	30	140	89	70	440	
		44%	53%	40%	40%	40%	47%	50%	45%	43%	54%	38%	43%	47%	47%	44%	43%	45%	41%	43%	39%	41%	43%	49%	51%	44%	34%	54%	35%	47%	44%
Fairly positive	307	77	112	42	189	154	119	123	185	90	195	36	117	124	107	106	52	40	213	106	74	92	109	42	262	32	73	88	46	296	
		30%	28%	34%	40%	34%	31%	32%	28%	32%	28%	30%	28%	28%	31%	32%	32%	27%	31%	32%	30%	30%	30%	32%	30%	36%	28%	35%	31%	29%	29%
Made no difference	167	27	58	14	94	63	41	87	80	39	117	26	71	77	65	50	27	23	115	62	47	59	45	14	143	15	34	50	24	184	
		17%	10%	17%	13%	17%	13%	11%	20%	14%	12%	19%	21%	17%	17%	19%	15%	16%	15%	17%	18%	19%	19%	13%	10%	16%	17%	13%	20%	16%	18%
Fairly negative	30	7	8	1	17	16	8	18	11	6	22	2	19	20	7	14	3	5	21	9	7	9	12	5	26	2	5	7	2	26	
		3%	3%	2%	1%	3%	3%	2%	4%	2%	4%	1%	5%	5%	2%	4%	2%	4%	3%	3%	3%	3%	4%	3%	2%	2%	2%	3%	2%	3%	
Very negative	16	3	5	2	7	5	5	5	11	2	14	1	6	8	4	1	3	9	5	7	2	4	5	3	10	5	2	5	2	15	
		2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	*	2%	6%	1%	2%	1%	1%	1%	3%	1%	5%	1%	2%	1%	1%	
Don't know	47	12	17	5	23	19	17	8	38	11	29	4	8	8	11	22	5	9	33	21	17	13	12	-	42	4	8	15	7	46	
		5%	5%	5%	4%	4%	4%	2%	7%	3%	5%	4%	2%	2%	3%	6%	3%	6%	5%	6%	7%	4%	3%	-	5%	5%	3%	6%	4%	5%	
Combinations - Summary net																															
Positive	748	223	246	85	409	385	307	317	431	268	423	88	316	330	262	248	126	100	510	237	175	226	285	108	648	62	213	177	116	736	
		74%	82%	74%	80%	74%	79%	81%	73%	75%	82%	70%	73%	75%	74%	75%	74%	77%	69%	75%	71%	71%	72%	79%	83%	75%	71%	81%	69%	77%	73%
Negative	46	10	13	3	24	21	14	24	22	9	36	2	26	28	11	15	6	14	26	15	9	14	17	8	35	6	7	12	4	41	
		5%	4%	4%	3%	4%	4%	5%	4%	3%	6%	2%	6%	6%	3%	4%	3%	10%	4%	5%	4%	4%	5%	6%	4%	7%	3%	5%	3%	4%	
Net positive	701	212	233	82	385	364	294	293	408	259	387	86	291	303	251	233	121	86	484	222	166	212	268	100	613	56	206	164	112	695	
		70%	78%	70%	77%	70%	74%	78%	67%	72%	79%	64%	71%	69%	68%	72%	70%	74%	59%	71%	66%	67%	68%	74%	77%	71%	63%	79%	65%	74%	69%

Fieldwork dates : 11th to 13th August 2012
 Standard weights
 Source : Ipsos MORI J12-002008-01 (J201208/r)
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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 13

**Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
London's public transport system**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age									Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007	
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007	
Very positive	297 30%	161 30%	232 30%	227 31%	215 31%	181 30%	16 20%	143 29%	154 30%	90 31%	122 34%	85 24%	34 28%	56 33%	58 32%	64 37%	38 25%	48 23%	24 24%	87 32%	91 32%	63 29%	56 24%	177 32%	120 26%	298 30%	
Fairly positive	273 27%	158 29%	221 29%	209 28%	201 29%	173 29%	17 21%	122 25%	151 29%	72 25%	104 29%	97 27%	34 28%	38 23%	62 34%	43 24%	36 24%	61 29%	25 25%	79 29%	84 29%	52 24%	59 25%	163 29%	110 24%	281 28%	
Made no difference	193 19%	106 19%	145 19%	138 19%	128 18%	114 19%	20 25%	110 22%	83 16%	63 22%	62 17%	68 19%	22 18%	41 25%	34 19%	28 16%	31 20%	37 18%	14 14%	56 21%	47 16%	42 19%	48 20%	103 19%	90 20%	195 19%	
Fairly negative	54 5%	21 4%	34 4%	32 4%	30 4%	23 4%	12 15%	24 5%	30 6%	25 9%	11 3%	19 5%	11 9%	14 8%	1 *	10 6%	10 6%	9 4%	3 3%	11 4%	20 7%	10 4%	12 5%	32 6%	22 5%	46 5%	
Very negative	26 3%	11 2%	16 2%	15 2%	13 2%	13 2%	7 9%	10 2%	17 3%	10 4%	11 3%	6 2%	5 4%	5 3%	4 2%	6 4%	4 3%	2 1%	- -	7 3%	4 1%	8 4%	8 3%	10 2%	16 4%	26 3%	
Don't know	163 16%	88 16%	126 16%	122 16%	112 16%	95 16%	8 10%	82 17%	81 16%	30 10%	46 13%	88 24%	16 13%	13 8%	22 12%	24 14%	33 22%	55 26%	35 34%	29 11%	40 14%	42 19%	52 22%	69 12%	94 21%	161 16%	
Combinations - Summary net																											
Positive	570 57%	319 59%	453 59%	436 59%	416 60%	354 59%	33 41%	265 54%	305 59%	161 56%	227 64%	183 50%	68 56%	93 56%	120 66%	107 61%	74 49%	109 51%	49 49%	166 61%	175 61%	115 53%	115 49%	340 61%	230 51%	579 57%	
Negative	80 8%	31 6%	51 7%	47 6%	43 6%	36 6%	19 24%	34 7%	47 9%	35 12%	21 6%	24 7%	16 13%	19 11%	5 3%	16 9%	14 9%	11 5%	3 3%	18 7%	24 8%	18 8%	20 9%	42 8%	38 8%	72 7%	
Net positive	490 49%	287 53%	403 52%	389 52%	372 53%	319 53%	14 17%	231 47%	259 50%	127 44%	205 58%	158 44%	52 42%	75 45%	115 63%	90 52%	60 40%	98 46%	46 46%	148 55%	151 53%	97 45%	95 40%	298 54%	192 42%	507 50%	

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 14
Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?
London's public transport system

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.		
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned out right	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab		LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007	
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007	
Very positive	297 30%	100 37%	90 27%	35 33%	143 26%	153 31%	134 35%	132 30%	165 29%	135 41%	139 23%	42 35%	135 32%	138 31%	109 31%	89 26%	53 32%	39 26%	198 29%	86 25%	69 28%	88 28%	123 34%	48 37%	267 31%	17 19%	97 37%	62 25%	51 34%	298 30%	
Fairly positive	273 27%	74 27%	100 30%	30 28%	163 30%	137 28%	104 27%	121 28%	152 27%	76 23%	181 30%	33 28%	106 25%	116 26%	95 27%	95 28%	52 32%	32 22%	189 28%	89 26%	63 26%	84 27%	100 28%	37 28%	236 27%	25 29%	68 26%	68 27%	43 29%	281 28%	
Made no difference	193 19%	37 14%	59 18%	21 20%	114 21%	93 19%	59 15%	91 21%	102 18%	52 16%	125 21%	20 17%	86 20%	93 21%	71 20%	66 20%	28 17%	23 15%	137 20%	71 21%	48 20%	59 19%	63 17%	23 18%	158 18%	23 26%	38 15%	52 21%	33 22%	195 19%	
Fairly negative	54 5%	20 7%	15 4%	1 *	22 4%	26 5%	20 5%	29 7%	24 4%	19 6%	34 6%	4 3%	29 7%	30 7%	16 5%	12 4%	9 6%	16 11%	28 4%	10 3%	9 4%	21 7%	22 6%	10 8%	50 6%	1 1%	12 5%	11 4%	5 4%	46 5%	
Very negative	26 3%	4 1%	8 2%	3 3%	14 3%	10 2%	7 2%	10 2%	16 3%	5 1%	19 3%	3 3%	13 3%	13 3%	11 3%	5 2%	3 2%	7 5%	17 2%	8 2%	5 2%	7 2%	11 3%	6 4%	21 2%	3 4%	4 1%	6 2%	1 1%	26 3%	
Don't know	163 16%	38 14%	63 19%	17 16%	94 17%	68 14%	55 14%	52 12%	112 20%	40 12%	106 17%	18 15%	52 12%	53 12%	46 13%	68 20%	19 12%	30 21%	114 17%	72 21%	53 22%	52 17%	40 11%	7 5%	137 16%	19 21%	43 17%	55 22%	17 11%	161 16%	
Combinations - Summary net																															
Positive	570 57%	174 64%	189 57%	65 61%	306 56%	290 59%	238 63%	253 58%	317 56%	211 65%	321 53%	75 62%	241 57%	254 57%	204 58%	183 55%	104 64%	71 48%	387 57%	174 52%	132 53%	172 55%	224 62%	84 65%	503 58%	42 48%	165 63%	130 51%	94 62%	579 57%	
Negative	80 8%	24 9%	23 7%	3 3%	36 6%	37 8%	27 7%	40 9%	40 7%	23 7%	53 9%	7 6%	42 10%	44 10%	28 8%	17 5%	12 7%	23 16%	45 7%	19 6%	14 6%	29 9%	33 9%	16 12%	72 8%	5 5%	16 6%	17 6%	7 5%	72 7%	
Net positive	490 49%	150 55%	167 50%	61 58%	270 49%	253 52%	211 56%	213 49%	277 48%	188 57%	268 44%	68 56%	199 47%	211 47%	176 51%	166 50%	92 56%	48 33%	342 50%	155 46%	118 48%	144 46%	191 53%	69 53%	431 50%	38 43%	149 57%	114 45%	87 58%	507 50%	

Fieldwork dates : 11th to 13th August 2012
 Standard weights
 Source : Ipsos MORI J12-002008-01 (J201208/r)
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Ipsos MORI Olympics - August 2012

Table 15

Q.9 For each of the following please tell me to what extent, if at all, the Olympics has had a positive or negative impact on your opinion of them?

- Summary table -

Base : All

	Boris Johnson, the Mayor of London	David Cameron	The Royal Family	The BBC	The NHS	The people of London	London's public transport system
Unweighted Total	1007	1007	1007	1007	1007	1007	1007
Weighted Total	1007	1007	1007	1007	1007	1007	1007
Very positive	309 31%	122 12%	445 44%	545 54%	186 19%	440 44%	297 30%
Fairly positive	298 30%	310 31%	259 26%	270 27%	206 20%	307 30%	273 27%
Made no difference	237 24%	380 38%	232 23%	106 11%	485 48%	167 17%	193 19%
Fairly negative	67 7%	96 10%	29 3%	27 3%	32 3%	30 3%	54 5%
Very negative	51 5%	64 6%	22 2%	37 4%	32 3%	16 2%	26 3%
Don't know	46 5%	34 3%	19 2%	22 2%	64 6%	47 5%	163 16%
Combinations - Summary net							
Positive	606 60%	432 43%	704 70%	815 81%	393 39%	748 74%	570 57%
Negative	118 12%	160 16%	52 5%	64 6%	65 6%	46 5%	80 8%
Net positive	489 49%	272 27%	652 65%	751 75%	328 33%	701 70%	490 49%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 16

Q.10. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the short term? (August 2012)

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	301 30%	165 30%	240 31%	228 31%	214 31%	179 30%	25 31%	155 31%	146 28%	107 37%	98 28%	96 27%	39 32%	68 41%	55 31%	43 24%	36 24%	60 28%	36 35%	78 29%	76 27%	72 33%	75 32%	154 28%	147 32%	296 29%
Fairly positive	395 39%	216 40%	302 39%	294 40%	273 39%	234 39%	24 30%	199 40%	196 38%	100 35%	154 43%	140 39%	50 41%	50 30%	76 42%	78 45%	64 43%	76 36%	29 29%	111 41%	113 40%	76 35%	95 40%	224 40%	171 38%	398 40%
Will make no difference	138 14%	69 13%	98 13%	94 13%	90 13%	76 13%	19 23%	60 12%	78 15%	41 14%	47 13%	49 14%	14 12%	27 16%	25 14%	23 13%	22 15%	27 13%	15 15%	37 14%	42 15%	32 15%	27 12%	79 14%	59 13%	127 13%
Fairly negative	99 10%	57 11%	81 11%	76 10%	72 10%	66 11%	6 7%	43 9%	56 11%	22 8%	37 10%	40 11%	14 12%	8 5%	13 7%	24 14%	12 8%	28 13%	10 10%	26 10%	34 12%	17 8%	22 9%	60 11%	40 9%	106 11%
Very negative	30 3%	13 2%	21 3%	20 3%	18 3%	17 3%	4 5%	16 3%	14 3%	9 3%	8 2%	13 4%	2 2%	7 4%	4 2%	4 2%	8 5%	5 2%	1 1%	5 2%	6 2%	8 4%	11 5%	11 2%	19 4%	32 3%
Don't know	44 4%	22 4%	32 4%	32 4%	30 4%	27 5%	3 4%	18 4%	25 5%	9 3%	11 3%	23 6%	2 2%	7 4%	7 4%	4 2%	8 5%	15 7%	10 10%	13 5%	15 5%	11 5%	5 2%	28 5%	16 3%	48 5%
Combinations - Summary net	696	382	542	522	487	413	49	353	342	207	252	237	90	117	132	121	100	136	65	189	189	148	170	378	318	694
Positive	69%	70%	70%	70%	70%	69%	61%	72%	66%	72%	71%	65%	74%	71%	73%	69%	67%	64%	65%	70%	66%	68%	72%	68%	70%	69%
Negative	130 13%	70 13%	102 13%	96 13%	90 13%	83 14%	9 12%	59 12%	70 14%	30 11%	45 13%	54 15%	16 13%	14 9%	17 9%	28 16%	20 13%	33 16%	11 11%	31 11%	40 14%	26 12%	33 14%	71 13%	59 13%	138 14%
Net positive	566 56%	311 57%	441 57%	426 57%	397 57%	330 55%	40 50%	294 60%	272 53%	177 61%	207 58%	183 50%	73 60%	103 62%	115 63%	92 53%	80 53%	103 49%	54 54%	158 59%	149 52%	122 56%	137 58%	307 55%	259 57%	556 55%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 17

Q.10. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the short term? (August 2012)

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007
Very positive	301 30%	78 29%	107 32%	29 27%	167 30%	139 28%	107 28%	135 31%	166 29%	106 32%	178 29%	43 36%	132 31%	136 31%	102 29%	77 23%	68 41%	52 35%	179 26%	122 36%	85 34%	84 27%	95 26%	32 24%	246 28%	37 42%	68 26%	78 31%	37 24%	296 29%
Fairly positive	395 39%	111 41%	125 37%	47 44%	219 40%	205 42%	158 42%	164 38%	231 40%	124 38%	232 38%	48 40%	165 39%	174 39%	146 42%	137 41%	58 35%	47 32%	283 41%	116 35%	83 33%	136 44%	142 39%	51 39%	345 40%	34 38%	119 45%	96 38%	59 39%	398 40%
Will make no difference	138 14%	38 14%	45 14%	13 12%	67 12%	60 12%	51 13%	66 15%	72 13%	38 12%	89 15%	10 9%	65 16%	70 16%	51 15%	52 15%	15 9%	20 13%	102 15%	45 13%	36 15%	43 14%	50 14%	20 15%	120 14%	9 10%	39 15%	35 14%	28 18%	127 13%
Fairly negative	99 10%	25 9%	37 11%	13 13%	60 11%	49 10%	39 10%	40 9%	60 10%	38 12%	57 9%	11 9%	37 9%	37 8%	34 10%	39 12%	10 6%	16 11%	73 11%	34 10%	31 12%	22 7%	43 12%	16 12%	92 11%	3 4%	21 8%	24 9%	21 14%	106 11%
Very negative	30 3%	6 2%	9 3%	2 2%	18 3%	14 3%	8 2%	17 4%	14 2%	8 2%	20 3%	3 3%	12 3%	13 3%	7 2%	9 3%	4 2%	9 6%	16 2%	6 2%	3 1%	12 4%	12 3%	6 5%	25 3%	3 3%	4 2%	9 4%	* *	32 3%
Don't know	44 4%	14 5%	11 3%	2 2%	19 3%	22 4%	16 4%	15 3%	29 5%	13 4%	29 5%	5 4%	9 2%	13 3%	9 3%	20 6%	10 6%	3 2%	29 4%	12 4%	10 4%	14 4%	17 5%	5 4%	40 5%	2 3%	11 4%	12 5%	5 4%	48 5%
Combinations - Summary net Positive	696 69%	189 70%	232 69%	75 71%	386 70%	344 70%	265 70%	299 69%	397 69%	230 70%	410 68%	91 75%	297 71%	310 70%	248 71%	214 64%	126 77%	98 67%	462 68%	238 71%	168 68%	221 71%	237 66%	82 64%	592 68%	71 80%	187 71%	174 69%	96 64%	694 69%
Negative	130 13%	31 11%	46 14%	16 15%	78 14%	63 13%	47 12%	56 13%	73 13%	46 14%	77 13%	14 12%	50 12%	51 11%	41 12%	48 14%	13 8%	26 17%	89 13%	41 12%	34 14%	34 11%	55 15%	22 17%	117 13%	6 7%	25 10%	33 13%	22 14%	138 14%
Net positive	566 56%	159 58%	185 56%	60 56%	308 56%	281 58%	218 58%	243 56%	324 57%	185 57%	333 55%	77 64%	248 59%	259 58%	207 59%	166 50%	112 68%	73 50%	373 55%	198 59%	133 54%	187 60%	182 51%	60 47%	475 55%	64 73%	162 62%	141 56%	74 49%	556 55%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 18

Q.10. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on the UK economy in the short term? (August 2012)

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	153 15%	86 16%	126 16%	119 16%	113 16%	92 15%	16 20%	82 17%	71 14%	52 18%	52 14%	50 14%	14 12%	38 23%	32 18%	20 11%	18 12%	31 15%	17 16%	39 14%	38 13%	33 15%	44 19%	77 14%	77 17%	149 15%
Fairly positive	433 43%	226 42%	337 43%	325 44%	296 42%	248 41%	23 29%	200 41%	233 45%	141 49%	155 43%	137 38%	66 54%	75 45%	71 39%	83 48%	60 40%	77 36%	32 32%	125 46%	124 44%	89 41%	95 40%	249 45%	184 41%	436 43%
Will make no difference	241 24%	135 25%	179 23%	172 23%	166 24%	146 24%	25 31%	128 26%	114 22%	61 21%	90 25%	90 25%	25 20%	36 22%	48 26%	43 24%	43 29%	47 22%	24 24%	63 23%	73 25%	55 25%	50 21%	136 24%	105 23%	234 23%
Fairly negative	102 10%	60 11%	80 10%	75 10%	72 10%	69 11%	10 13%	47 10%	54 11%	21 7%	40 11%	41 11%	16 13%	5 3%	18 10%	22 12%	15 10%	27 13%	12 12%	27 10%	31 11%	25 11%	19 8%	58 10%	44 10%	105 10%
Very negative	38 4%	20 4%	29 4%	29 4%	28 4%	25 4%	4 5%	19 4%	20 4%	7 3%	11 3%	21 6%	1 1%	7 4%	5 3%	6 3%	9 6%	11 5%	5 5%	8 3%	7 2%	7 3%	17 7%	15 3%	24 3%	39 4%
Don't know	39 4%	16 3%	24 3%	23 3%	23 3%	21 3%	2 3%	15 3%	24 5%	6 2%	9 3%	24 7%	- -	6 4%	7 4%	2 1%	5 3%	19 9%	11 11%	8 3%	13 5%	8 3%	11 5%	21 4%	19 4%	44 4%
Combinations - Summary net																										
Positive	586 58%	312 57%	463 60%	443 60%	409 59%	339 57%	39 49%	282 58%	304 59%	193 67%	206 58%	187 52%	80 66%	113 68%	103 57%	103 59%	79 52%	108 51%	49 48%	163 61%	162 57%	122 56%	138 59%	326 59%	261 58%	585 58%
Negative	140 14%	80 15%	108 14%	104 14%	100 14%	93 16%	14 18%	66 13%	74 14%	28 10%	50 14%	62 17%	17 14%	11 7%	23 13%	27 16%	24 16%	38 18%	17 17%	35 13%	37 13%	32 15%	36 15%	73 13%	67 15%	144 14%
Net positive	446 44%	232 43%	354 46%	339 46%	308 44%	246 41%	25 31%	217 44%	230 45%	165 57%	156 44%	125 34%	64 52%	102 61%	80 45%	75 43%	54 36%	71 33%	32 31%	128 47%	125 44%	90 42%	103 44%	253 46%	193 43%	441 44%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI

Ipsos MORI Olympics - August 2012

Table 19

Q.10. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on the UK economy in the short term? (August 2012)

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007
Very positive	153 15%	46 17%	53 16%	15 14%	78 14%	72 15%	61 16%	75 17%	78 14%	60 18%	84 14%	23 19%	76 18%	76 17%	49 14%	34 10%	28 17%	42 29%	83 12%	53 16%	44 18%	39 13%	61 17%	22 17%	132 15%	9 10%	41 16%	40 16%	14 9%	149 15%
Fairly positive	433 43%	125 46%	142 42%	56 53%	247 45%	231 47%	181 48%	252 42%	252 44%	150 46%	248 41%	58 48%	189 45%	196 44%	159 45%	133 40%	87 53%	45 31%	292 43%	140 42%	101 41%	138 44%	155 43%	54 41%	378 44%	39 44%	119 45%	95 38%	71 47%	436 43%
Will make no difference	241 24%	56 21%	74 22%	24 23%	124 23%	105 22%	80 21%	110 25%	131 23%	67 21%	153 25%	23 19%	99 24%	110 25%	94 27%	95 28%	23 14%	27 18%	189 28%	84 25%	58 23%	76 24%	82 23%	34 26%	205 24%	26 30%	65 25%	64 25%	37 25%	234 23%
Fairly negative	102 10%	29 11%	35 10%	7 7%	57 10%	51 10%	36 10%	39 9%	63 11%	30 9%	66 11%	8 6%	38 9%	38 9%	28 8%	41 12%	16 10%	17 12%	69 10%	38 11%	29 12%	29 9%	35 10%	11 8%	89 10%	9 10%	22 8%	28 11%	20 13%	105 10%
Very negative	38 4%	10 4%	16 5%	2 2%	23 4%	17 3%	12 3%	18 4%	20 4%	9 3%	28 5%	5 4%	12 3%	13 3%	8 2%	12 4%	3 2%	13 9%	21 3%	7 2%	4 2%	19 6%	13 4%	7 6%	32 4%	3 3%	8 3%	13 5%	2 1%	39 4%
Don't know	39 4%	6 2%	14 4%	2 2%	21 4%	13 3%	8 2%	12 3%	27 5%	11 3%	25 4%	4 4%	9 2%	11 3%	11 3%	19 6%	7 4%	1 1%	30 4%	15 4%	12 5%	11 4%	13 4%	2 2%	32 4%	3 3%	7 3%	14 5%	7 5%	44 4%
Combinations - Summary net Positive	586 58%	172 63%	195 58%	71 67%	325 59%	302 62%	242 64%	256 59%	330 58%	210 64%	332 55%	81 67%	264 63%	272 61%	208 60%	167 50%	115 70%	88 60%	375 55%	193 57%	145 58%	178 57%	216 60%	75 58%	511 59%	48 54%	159 61%	135 53%	85 56%	585 58%
Negative	140 14%	39 14%	51 15%	9 9%	79 14%	67 14%	48 13%	57 13%	83 15%	39 12%	94 16%	12 10%	49 12%	51 11%	37 10%	53 16%	19 11%	31 21%	90 13%	45 13%	33 13%	47 15%	48 13%	18 14%	121 14%	11 13%	30 11%	41 16%	21 14%	144 14%
Net positive	446 44%	133 49%	144 43%	61 58%	246 45%	235 48%	194 51%	199 46%	247 43%	171 52%	238 39%	69 57%	215 51%	221 50%	171 49%	114 34%	96 59%	57 39%	285 42%	148 44%	111 45%	131 42%	168 47%	57 44%	390 45%	37 41%	129 49%	95 37%	64 42%	441 44%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 20

Q.10. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the short term?

- Summary table -

Base : All

	London's economy	the UK economy
Unweighted Total	1007	1007
Weighted Total	1007	1007
Very positive	301 30%	153 15%
Fairly positive	395 39%	433 43%
Will make no difference	138 14%	241 24%
Fairly negative	99 10%	102 10%
Very negative	30 3%	38 4%
Don't know	44 4%	39 4%
Combinations - Summary net		
Positive	696 69%	586 58%
Negative	130 13%	140 14%
Net positive	566 56%	446 44%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*=Less than 0.5%

Ipsos MORI Olympics - August 2012

Table 21

**Q.11. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the long term?
(August 2012)**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	185 18%	108 20%	145 19%	139 19%	135 19%	113 19%	18 22%	93 19%	92 18%	40 14%	74 21%	71 20%	9 8%	31 19%	33 18%	41 23%	21 14%	50 24%	27 27%	49 18%	55 19%	38 17%	44 19%	104 19%	81 18%	189 19%
Fairly positive	372 37%	198 36%	301 39%	289 39%	262 38%	223 37%	22 27%	166 34%	206 40%	113 39%	128 36%	132 36%	48 40%	64 39%	68 38%	60 34%	64 42%	68 32%	34 34%	112 41%	111 39%	78 36%	71 30%	223 40%	150 33%	383 38%
Will make no difference	238 24%	129 24%	176 23%	169 23%	162 23%	140 23%	22 27%	125 25%	113 22%	73 25%	92 26%	73 20%	36 29%	37 22%	50 28%	42 24%	29 19%	44 21%	14 14%	74 27%	58 20%	51 24%	55 23%	132 24%	106 24%	233 23%
Fairly negative	98 10%	52 10%	68 9%	68 9%	68 10%	57 10%	8 10%	49 10%	49 10%	33 11%	22 6%	43 12%	19 15%	14 9%	8 5%	14 8%	24 16%	19 9%	10 10%	17 6%	33 12%	22 10%	26 11%	50 9%	48 11%	100 10%
Very negative	53 5%	29 5%	40 5%	39 5%	33 5%	31 5%	7 9%	32 6%	21 4%	15 5%	19 5%	19 5%	5 4%	10 6%	11 6%	9 5%	5 3%	14 7%	5 5%	5 2%	19 7%	14 6%	15 6%	24 4%	29 4%	45 4%
Don't know	61 6%	28 5%	43 6%	39 5%	38 5%	35 6%	3 4%	27 5%	34 7%	15 5%	21 6%	25 7%	6 5%	9 6%	11 6%	10 6%	9 6%	16 7%	10 10%	12 5%	10 4%	14 6%	25 10%	22 4%	38 8%	57 6%
Combinations - Summary net	557	306	446	427	397	336	40	259	299	153	201	203	58	95	101	101	84	119	62	161	165	116	115	327	231	572
Positive	55%	56%	58%	58%	57%	56%	49%	53%	58%	53%	57%	56%	47%	57%	56%	58%	56%	56%	61%	60%	58%	54%	49%	59%	51%	57%
Negative	151	80	109	107	100	88	16	81	70	48	42	62	23	25	19	23	29	34	15	23	52	36	41	75	77	145
Net positive	406	226	338	320	297	248	24	178	228	105	160	141	34	71	82	78	56	85	46	139	113	80	74	252	154	427
	40%	42%	44%	43%	43%	41%	30%	36%	44%	36%	45%	39%	28%	42%	45%	45%	37%	40%	46%	51%	40%	37%	31%	45%	34%	42%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

* = Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 22

Q.11. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the long term? (August 2012)

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007
Very positive	185 18%	61 22%	64 19%	16 15%	89 16%	86 18%	77 20%	77 18%	108 19%	72 22%	101 17%	27 22%	73 17%	76 17%	61 18%	57 17%	33 20%	33 23%	118 17%	65 19%	47 19%	57 18%	64 18%	20 16%	154 18%	18 20%	54 21%	47 18%	21 14%	189 19%
Fairly positive	372 37%	116 42%	112 33%	49 46%	197 36%	201 41%	165 44%	154 35%	219 38%	145 44%	204 34%	44 37%	167 40%	173 39%	126 36%	139 42%	67 41%	35 24%	265 39%	131 39%	89 36%	101 32%	140 39%	42 32%	314 36%	42 48%	106 40%	86 34%	67 44%	383 38%
Will make no difference	238 24%	55 20%	78 23%	23 22%	139 25%	116 24%	78 21%	109 25%	129 23%	61 19%	155 26%	27 22%	96 23%	106 24%	97 28%	68 20%	35 21%	34 23%	165 24%	83 25%	63 25%	79 25%	77 21%	31 24%	212 24%	20 22%	59 23%	62 24%	35 23%	233 23%
Fairly negative	98 10%	18 6%	39 12%	10 9%	65 12%	44 9%	27 7%	44 10%	54 9%	21 6%	73 12%	13 10%	39 9%	41 9%	34 10%	36 11%	19 12%	10 7%	70 10%	34 10%	27 11%	37 12%	28 8%	16 13%	85 10%	7 7%	14 5%	26 10%	16 11%	100 10%
Very negative	53 5%	16 6%	13 4%	4 4%	27 5%	29 6%	20 5%	27 6%	26 4%	17 5%	35 6%	4 3%	22 5%	23 5%	10 3%	15 4%	5 3%	22 15%	25 4%	10 3%	10 4%	21 7%	22 6%	12 9%	49 6%	1 1%	15 6%	13 5%	3 2%	45 4%
Don't know	61 6%	8 3%	28 8%	3 3%	33 6%	13 3%	11 3%	25 6%	36 6%	11 3%	36 6%	6 5%	25 6%	26 6%	21 6%	20 6%	6 4%	12 8%	41 6%	13 4%	12 5%	18 6%	29 8%	8 6%	55 6%	1 1%	14 5%	20 8%	9 6%	57 6%
Combinations - Summary net Positive	557 55%	177 65%	176 53%	65 62%	286 52%	287 59%	242 64%	231 53%	327 57%	217 66%	305 50%	71 59%	240 57%	249 56%	187 54%	196 59%	99 61%	68 47%	383 56%	196 58%	136 55%	158 51%	204 57%	62 48%	467 54%	60 68%	160 61%	133 52%	88 59%	572 57%
Negative	151 15%	33 12%	52 16%	14 13%	92 17%	73 15%	47 13%	72 16%	80 14%	38 12%	108 18%	16 14%	61 14%	64 14%	44 13%	51 15%	24 15%	31 21%	95 14%	44 13%	37 15%	57 18%	50 14%	28 22%	134 15%	8 9%	29 11%	40 16%	18 12%	145 14%
Net positive	406 40%	144 53%	124 37%	51 48%	194 35%	214 44%	195 51%	159 36%	247 43%	179 55%	197 33%	55 45%	179 43%	185 42%	143 41%	145 43%	75 46%	37 25%	288 42%	152 45%	99 40%	100 32%	154 43%	34 26%	333 38%	52 59%	131 50%	93 37%	70 46%	427 42%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 23

**Q.11. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on the UK economy in the long term?
(August 2012)**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age										Social Class						UnWgt Total
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Very positive	117 12%	68 12%	92 12%	87 12%	83 12%	73 12%	10 13%	48 10%	68 13%	30 11%	38 11%	48 13%	9 7%	21 13%	20 11%	18 10%	12 8%	36 17%	22 22%	25 9%	39 14%	20 9%	32 14%	65 12%	52 12%	115 11%
Fairly positive	355 35%	189 35%	285 37%	266 36%	248 35%	204 34%	21 27%	182 37%	173 34%	101 35%	134 38%	120 33%	43 36%	57 35%	59 33%	75 43%	54 36%	66 31%	32 32%	105 39%	109 38%	70 32%	71 30%	214 39%	142 31%	367 36%
Will make no difference	318 32%	174 32%	244 32%	237 32%	223 32%	192 32%	28 35%	168 34%	150 29%	89 31%	117 33%	112 31%	41 34%	47 29%	63 35%	54 31%	49 33%	62 30%	25 25%	104 38%	75 26%	71 33%	68 29%	179 32%	139 31%	321 32%
Fairly negative	115 11%	63 12%	83 11%	83 11%	80 12%	73 12%	9 11%	47 10%	68 13%	45 16%	32 9%	38 10%	20 16%	25 15%	15 8%	18 10%	15 10%	23 11%	11 11%	18 7%	39 14%	30 14%	28 12%	57 10%	58 13%	111 11%
Very negative	55 5%	29 5%	35 5%	34 5%	33 5%	31 5%	9 11%	30 6%	25 5%	16 6%	17 5%	22 6%	8 7%	8 5%	12 7%	5 3%	14 9%	7 4%	-	6 2%	14 5%	15 7%	19 8%	20 4%	35 8%	46 5%
Don't know	47 5%	20 4%	35 5%	35 5%	31 4%	25 4%	2 3%	17 3%	31 6%	7 2%	17 5%	23 6%	-	7 4%	12 7%	5 3%	7 4%	17 8%	11 11%	12 4%	10 3%	10 4%	16 7%	21 4%	26 6%	47 5%
Combinations - Summary net																										
Positive	472 47%	257 47%	376 49%	353 48%	331 47%	277 46%	32 40%	230 47%	242 47%	131 45%	172 48%	168 46%	52 43%	79 47%	79 44%	93 53%	66 44%	103 48%	54 54%	130 48%	148 52%	90 42%	103 44%	278 50%	194 43%	482 48%
Negative	170 17%	92 17%	119 15%	117 16%	113 16%	105 17%	18 22%	76 16%	93 18%	61 21%	49 14%	59 16%	28 23%	33 20%	26 15%	23 13%	29 19%	30 14%	11 11%	24 9%	52 18%	46 21%	48 20%	77 14%	93 21%	157 16%
Net positive	302 30%	165 30%	258 33%	236 32%	218 31%	173 29%	14 17%	154 31%	149 29%	70 24%	123 35%	109 30%	24 20%	46 27%	53 29%	71 40%	37 24%	72 34%	43 43%	106 39%	96 34%	45 21%	56 24%	202 36%	100 22%	325 32%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 24

Q.11. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on the UK economy in the long term? (August 2012)

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions						Past vote (2010 General Election)			UnW Tot.	
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/ Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Midlands	South	Greater London	England	Scot	Con	Lab		LD
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007
Very positive	117 12%	35 13%	48 14%	10 10%	62 11%	49 10%	45 12%	41 10%	75 13%	50 15%	60 10%	16 14%	46 11%	46 10%	35 10%	34 10%	17 10%	31 21%	69 10%	37 11%	32 13%	33 10%	47 13%	13 10%	102 12%	4 5%	34 13%	36 14%	11 7%	115 11%
Fairly positive	355 35%	117 43%	105 32%	50 47%	183 33%	194 40%	166 44%	154 35%	201 35%	149 46%	182 30%	47 39%	159 38%	163 37%	116 33%	121 36%	70 43%	41 28%	237 35%	125 37%	94 38%	94 30%	136 38%	49 38%	315 36%	32 36%	106 40%	79 31%	62 41%	367 36%
Will make no difference	318 32%	73 27%	100 30%	34 32%	180 33%	153 31%	107 28%	144 33%	173 30%	83 26%	207 34%	35 29%	130 31%	147 33%	128 37%	109 32%	41 25%	37 25%	236 35%	105 31%	72 29%	122 39%	91 25%	30 23%	266 31%	33 37%	77 29%	81 32%	54 36%	321 32%
Fairly negative	115 11%	24 9%	42 13%	7 7%	70 13%	52 11%	31 8%	51 12%	64 11%	23 7%	84 14%	13 11%	45 11%	46 10%	45 13%	36 11%	24 15%	11 7%	81 12%	35 10%	20 8%	42 13%	39 11%	19 14%	92 11%	15 17%	24 9%	29 11%	17 11%	111 11%
Very negative	55 5%	16 6%	17 5%	3 3%	29 5%	28 6%	19 5%	30 7%	25 4%	14 4%	41 7%	5 4%	24 6%	25 6%	11 3%	17 5%	8 5%	17 11%	28 4%	18 5%	16 6%	14 4%	23 6%	9 7%	51 6%	2 2%	12 4%	11 4%	2 2%	46 5%
Don't know	47 5%	8 3%	22 6%	2 2%	25 5%	12 2%	10 3%	15 3%	32 6%	7 2%	29 5%	4 4%	17 4%	17 4%	14 4%	18 5%	4 3%	10 7%	32 5%	16 5%	14 6%	8 3%	23 6%	9 7%	43 5%	2 3%	9 4%	19 7%	5 3%	47 5%
Combinations - Summary net Positive	472 47%	151 56%	153 46%	60 57%	245 45%	244 50%	211 56%	195 45%	276 48%	199 61%	242 40%	63 52%	205 49%	209 47%	151 43%	155 46%	86 53%	73 50%	306 45%	162 48%	126 51%	126 41%	184 51%	62 48%	417 48%	36 41%	140 54%	115 45%	73 49%	482 48%
Negative	170 17%	40 15%	59 18%	10 10%	99 18%	80 16%	50 13%	81 19%	89 16%	37 11%	126 21%	18 15%	69 16%	71 16%	56 16%	53 16%	32 20%	27 19%	109 16%	52 16%	36 14%	55 18%	62 17%	28 22%	142 16%	17 19%	35 13%	40 16%	19 12%	157 16%
Net positive	302 30%	111 41%	94 28%	50 47%	147 27%	164 34%	161 43%	115 26%	188 33%	162 50%	117 19%	45 38%	136 32%	138 31%	95 27%	102 31%	54 33%	45 31%	197 29%	110 33%	90 36%	71 23%	122 34%	34 26%	275 32%	19 22%	105 40%	75 29%	54 36%	325 32%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

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Ipsos MORI Olympics - August 2012

Table 25

Q.11. To what extent, if any, do you think hosting the Olympic Games will have a positive or negative impact on London's economy in the long term?

- Summary table -

Base : All

	London's economy	the UK economy
Unweighted Total	1007	1007
Weighted Total	1007	1007
Very positive	185 18%	117 12%
Fairly positive	372 37%	355 35%
Will make no difference	238 24%	318 32%
Fairly negative	98 10%	115 11%
Very negative	53 5%	55 5%
Don't know	61 6%	47 5%
Combinations - Summary net		
Positive	557 55%	472 47%
Negative	151 15%	170 17%
Net positive	406 40%	302 30%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*=Less than 0.5%

Ipsos MORI Olympics - August 2012

Table 26
**Q.12. Overall it has been said that the Olympics have been by and large been a success.
 Which two or three, if any, of the following do you think deserves the most credit for the Olympic Games being a success?**

Base : All

	Total (Weighted)	Likelihood to vote						Gender		Age								Social Class						UnWgt Total		
		(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE		ABC1	C2DE
Unweighted Total	1007	568	785	756	711	623	85	468	539	253	362	392	93	160	192	170	173	219	89	287	312	195	213	599	408	1007
Weighted Total	1007	543	774	743	698	599	81	491	516	288	356	363	122	166	181	175	151	212	101	270	285	216	236	555	452	1007
Sebastian Coe and the London Organising Committee (LOCOG)	551 55%	327 60%	448 58%	432 58%	407 58%	355 59%	32 40%	268 55%	283 55%	120 42%	221 62%	210 58%	38 31%	82 49%	108 60%	113 65%	89 59%	122 58%	57 56%	182 67%	167 59%	95 44%	107 45%	350 63%	202 45%	568 56%
Boris Johnson and his office	123 12%	69 13%	103 13%	98 13%	94 13%	75 12%	6 8%	61 12%	62 12%	28 10%	42 12%	53 15%	16 13%	12 7%	17 10%	24 14%	17 11%	37 17%	20 20%	38 14%	34 12%	21 10%	29 13%	72 13%	50 11%	116 12%
Ken Livingstone, the former Mayor of London	34 3%	20 4%	23 3%	23 3%	23 3%	2 4%	2 2%	20 4%	14 3%	9 3%	6 2%	18 5%	6 5%	4 2%	3 2%	3 2%	7 5%	11 5%	4 4%	15 6%	3 1%	4 2%	11 5%	18 3%	16 3%	35 3%
David Cameron	24 2%	8 1%	15 2%	12 2%	12 2%	9 1%	* *	14 3%	10 2%	7 2%	4 1%	12 3%	4 3%	3 2%	2 1%	3 2%	6 4%	6 3%	1 1%	1 *	3 1%	7 3%	12 5%	4 1%	19 4%	24 2%
The current Government	30 3%	11 2%	24 3%	21 3%	18 3%	15 2%	3 4%	14 3%	16 3%	8 3%	10 3%	12 3%	3 2%	6 3%	6 4%	3 2%	6 4%	5 3%	3 3%	7 2%	8 3%	6 3%	10 4%	15 3%	15 3%	31 3%
Previous Labour Government	63 6%	47 9%	58 8%	56 8%	56 8%	50 8%	1 2%	49 10%	14 3%	16 6%	22 6%	25 7%	6 5%	10 6%	10 6%	12 7%	9 7%	15 7%	8 8%	22 8%	14 5%	12 5%	16 7%	36 6%	27 6%	69 7%
The sponsors	101 10%	46 8%	78 10%	73 10%	67 10%	52 9%	12 14%	40 8%	62 12%	47 16%	29 8%	25 7%	23 19%	24 14%	19 11%	10 6%	14 9%	11 5%	5 5%	21 8%	25 9%	27 12%	29 12%	45 8%	56 12%	99 10%
The Army	241 24%	133 24%	180 23%	174 23%	166 24%	142 24%	19 23%	119 24%	122 24%	82 29%	76 21%	83 23%	32 26%	51 30%	35 19%	41 23%	35 23%	48 23%	23 23%	56 21%	69 24%	53 25%	63 27%	125 23%	116 26%	234 23%
The Games makers/volunteers	585 58%	336 62%	458 59%	441 59%	418 60%	373 62%	42 52%	273 56%	311 60%	179 62%	221 62%	185 51%	79 65%	99 60%	117 65%	103 59%	90 59%	96 45%	37 37%	164 61%	181 64%	122 56%	118 50%	345 62%	239 53%	595 59%
The public transport system	127 13%	65 12%	103 13%	95 13%	93 13%	73 12%	4 5%	67 14%	60 12%	50 18%	43 12%	33 9%	26 22%	24 15%	20 11%	24 14%	11 7%	22 10%	13 13%	38 14%	43 15%	17 8%	30 13%	80 14%	47 10%	122 12%
The athletes	667 66%	358 66%	520 67%	499 67%	462 66%	396 66%	44 55%	323 66%	344 67%	204 71%	239 67%	224 62%	90 74%	114 69%	131 72%	108 62%	107 71%	117 55%	49 48%	181 67%	193 68%	154 71%	139 59%	374 67%	293 65%	669 66%
Other	26 3%	16 3%	20 3%	19 3%	19 3%	18 3%	2 3%	14 3%	13 2%	3 1%	13 4%	11 3%	1 1%	1 1%	4 2%	9 5%	5 3%	6 3%	2 2%	7 3%	7 2%	6 3%	7 3%	14 3%	12 3%	28 3%
I don't think the Olympics have been a success	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	1 *	1 *	1 *	- *	1 *	* *	1 *	- *	- *	1 *	- *	- *	- *	1 *	- *	1 *	1 *	1 *	3 *
None/no answer	2 *	* *	1 *	1 *	1 *	1 *	- -	- -	2 *	- -	1 *	1 *	- -	- -	* *	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 *	1 *	1 *	3 *
Don't know	16 2%	5 1%	6 1%	6 1%	6 1%	6 1%	8 10%	3 1%	13 2%	- -	5 1%	11 3%	- -	- -	1 1%	4 2%	3 2%	9 4%	7 7%	- -	3 1%	4 2%	9 4%	3 *	13 3%	13 1%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

*=Less than 0.5%

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Ipsos MORI Olympics - August 2012

Table 27
**Q.12. Overall it has been said that the Olympics have been by and large been a success.
 Which two or three, if any, of the following do you think deserves the most credit for the Olympic Games being a success?**

Base : All

	Total (Weighted)	Voting						Working status		Government		Work sector			Tenure					GOR Regions							Past vote (2010 General Election)			UnW Tot.
		Con	Lab	LD	Not Con	Not Lab	Con LD	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Private/Voluntary	Mortgage	Owned outright	Private renter	Social renter	Total owner occupier	North	North excl. Scot	Mid-lands	South	Greater London	England	Scot	Con	Lab	LD	
Unweighted Total	1007	253	346	103	563	470	356	442	565	298	634	254	322	341	388	348	138	124	736	338	242	301	368	130	861	96	245	266	164	1007
Weighted Total	1007	272	334	106	550	488	378	436	571	327	605	121	421	444	349	334	164	146	683	336	248	312	359	129	869	88	262	254	151	1007
Sebastian Coe and the London Organising Committee (LOCOG)	551 55%	184 67%	169 51%	59 55%	277 50%	293 60%	242 64%	248 57%	304 53%	195 60%	307 51%	71 59%	244 58%	256 58%	208 59%	208 62%	84 51%	41 28%	416 61%	174 52%	136 55%	172 55%	205 57%	55 42%	488 56%	39 44%	172 66%	128 50%	99 66%	568 56%
Boris Johnson and his office	123 12%	54 20%	35 11%	12 11%	56 10%	74 15%	65 17%	44 10%	79 14%	55 17%	62 10%	13 11%	46 11%	46 10%	38 11%	42 13%	18 11%	23 16%	80 12%	29 9%	20 8%	42 13%	52 15%	26 20%	106 12%	9 10%	50 19%	21 8%	11 7%	116 12%
Ken Livingstone, the former Mayor of London	34 3%	1 *	23 7%	3 3%	30 5%	8 2%	4 1%	11 2%	23 4%	7 2%	27 4%	4 3%	8 2%	9 2%	12 3%	10 3%	5 3%	7 5%	22 3%	9 3%	7 3%	14 5%	11 3%	4 3%	28 3%	2 2%	-	24 9%	6 4%	35 3%
David Cameron	24 2%	10 4%	10 3%	2 2%	13 2%	13 3%	11 3%	10 2%	13 2%	15 5%	7 1%	5 5%	5 1%	5 1%	9 2%	6 2%	4 2%	5 4%	15 2%	8 2%	7 3%	11 3%	5 1%	1 2%	22 2%	1 1%	5 2%	8 3%	3 2%	24 2%
The current Government	30 3%	12 4%	9 3%	3 3%	13 2%	16 3%	15 4%	9 2%	21 4%	19 6%	10 2%	3 2%	9 2%	9 2%	13 4%	3 2%	6 4%	21 3%	3 1%	2 1%	12 4%	15 4%	10 8%	28 3%	1 1%	13 5%	5 2%	3 2%	31 3%	
Previous Labour Government	63 6%	9 3%	38 12%	7 7%	49 9%	20 4%	16 4%	29 7%	34 6%	14 4%	46 8%	10 8%	26 6%	27 6%	22 6%	21 6%	8 5%	12 8%	43 6%	16 5%	13 5%	18 6%	28 8%	9 7%	53 6%	4 4%	7 3%	35 14%	10 6%	69 7%
The sponsors	101 10%	23 9%	38 11%	8 7%	54 10%	40 8%	31 8%	47 11%	54 9%	25 8%	69 11%	16 13%	40 10%	44 10%	33 9%	20 6%	24 15%	22 15%	53 8%	36 11%	23 9%	37 12%	29 8%	11 9%	78 9%	13 14%	22 9%	31 12%	5 4%	99 10%
The Army	241 24%	48 18%	72 22%	35 33%	140 26%	116 24%	83 22%	109 25%	132 23%	76 23%	152 25%	29 24%	104 25%	104 23%	74 21%	85 25%	44 27%	34 23%	158 23%	89 27%	66 26%	80 26%	72 20%	26 20%	201 23%	24 27%	64 25%	52 21%	35 23%	234 23%
The Games makers/volunteers	585 58%	161 58%	192 59%	63 57%	315 59%	285 58%	224 59%	273 63%	311 55%	195 60%	347 57%	75 62%	269 64%	287 65%	221 63%	192 58%	93 57%	73 50%	413 60%	180 53%	132 53%	192 61%	213 59%	72 56%	512 59%	47 54%	156 60%	144 57%	102 68%	595 59%
The public transport system	127 13%	35 13%	44 13%	18 17%	77 14%	68 14%	53 14%	55 13%	72 13%	55 17%	63 10%	14 11%	49 12%	50 11%	44 13%	30 9%	34 21%	17 11%	74 11%	39 12%	29 12%	33 11%	55 15%	29 22%	115 13%	10 11%	29 11%	32 13%	21 14%	122 12%
The athletes	667 66%	173 64%	229 69%	63 60%	368 67%	313 64%	237 63%	300 69%	367 64%	190 58%	426 70%	81 67%	288 68%	307 69%	251 72%	218 65%	105 64%	81 56%	469 69%	240 71%	186 75%	202 65%	225 63%	79 61%	575 66%	54 61%	168 64%	174 69%	108 72%	669 66%
Other	26 3%	3 1%	8 2%	4 4%	16 3%	12 2%	8 2%	13 3%	13 2%	7 2%	18 3%	2 2%	11 3%	11 3%	11 3%	7 2%	4 2%	5 3%	18 3%	9 3%	5 2%	7 2%	11 3%	4 3%	22 3%	4 4%	7 3%	6 2%	3 2%	28 3%
I don't think the Olympics have been a success	1 *	-	1 *	-	1 *	-	-	1 *	1 *	-	1 *	1 1%	-	-	-	-	1 *	1 1%	-	1 *	1 *	-	*	*	1 *	-	-	1 *	-	3 *
None/no answer	2 *	1 *	-	-	* *	1 *	1 *	1 *	1 *	1 *	* *	1 1%	-	-	1 *	-	* *	1 1%	1 *	1 *	1 *	-	1 *	* *	2 *	-	1 *	-	-	3 *
Don't know	16 2%	6 2%	4 1%	-	4 1%	6 1%	6 2%	-	16 3%	4 1%	10 2%	-	3 1%	3 1%	2 *	7 2%	1 1%	6 4%	9 1%	9 3%	4 2%	5 2%	2 1%	1 *	11 1%	5 6%	4 1%	4 2%	-	13 1%

Fieldwork dates : 11th to 13th August 2012

Standard weights

Source : Ipsos MORI J12-002008-01 (J201208/r)

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