

1. March 2003			
The Mayor of London is backing a bid for the Olympics in 2012 in Lond			
Is that strongly/tend to support/oppose?			
		%	
Strongly support		44	
Tend to support		25	
Neither support nor oppose		6	
Tend to oppose		9	
Strongly oppose		12	
Don't know		4	
Source: March 2003 http://www.london.gov.uk/mayor/consultation/docs			
MORI			
OPINION SURVEY OF LONDONERS			
TOPLINE RESULTS 17th March 2003			
• Results are based on 1,008 interviews conducted by telephone with a			
• Interviews were conducted between 7th March and 15th March 2003.			
•			
Data are weighted by gender, age, work status and ethnicity to the know			

2.1 February 2004			
The Mayor of London and the Government are backing a bid for the Olympics in 2012			
Do you support or oppose this bid? Is that strongly/tend to support/oppose?			
		%	
Strongly support		44	
Tend to Support		24	
Neither support nor oppose		8	
Tend to oppose		8	
Strongly oppose		14	
Don't know		3	
Source: http://www.london.gov.uk/mayor/consultation/docs/feb04_mori.pdf			
MORI OPINION SURVEY OF LONDONERS			
TOPLINE: 06/02/04			
<ul style="list-style-type: none"> • Results are based on 1,003 interviews conducted by telephone with a sample of residents in the Greater London area. • Interviews were conducted between 29th January 4th February 2003. • Data are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London. • Mar '03 figures refer to a telephone survey conducted between 7th March and 15th March 2003. Jun '03 refer to a telephone survey conducted between 17th June and 24th June 2003. Nov '03 figures refer to a telephone survey conducted between 6th November and 16th November 2003 on behalf of the Greater London Authority. Data for all surveys are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London. • Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of 'don't know/not stated' response categories. • Where there are small bases (less than 30 respondents) responses are given in absolute numbers rather than percentage answers. 			

2.2 February 2004			
	You said that you support the Olympic bid. Why do you say that?		
	%		
	Good for London's economy	50	
	Increase national pride	25	
	Will have positive impact in sports across London and the UK	22	
	Increase employment	21	
	Will help regeneration	19	
	Transport system would be improved	7	
	Increase tourism	3	
	Would unite people/bring community together	2	
	Publicity/exposure for London	2	
	Enjoy sport/good entertainment	2	
	Would be good to see live	2	
	Good for Britain generally	2	
	It's about time London got the chance	2	
	Encourage kids into sport	1	
	Use of stadium after Games	*	
	No particular reason	2	
	Other	6	
	Don't know	1	
	Base: All who support bid (674)		
	Source: http://www.london.gov.uk/mayor/consultation/docs/feb04_mori.pdf		
	MORI OPINION SURVEY OF LONDONERS		

TOPLINE: 06/02/04			
• Results are based on 1,003 interviews conducted by telephone with a sample of residents in the Greater London area.			
• Interviews were conducted between 29th January 4th February 2003.			
• Data are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Mar '03 figures refer to a telephone survey conducted between 7th March and 15th March 2003, Jun '03 refer to a telephone survey conducted between 17th June and 24th June 2003 and Nov '03 figures refer to a telephone survey conducted between 6th November and 16th November 2003, all on behalf of the Greater London Authority. Data for all surveys are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of 'don't know/not stated' response categories.			
• Where there are small bases (less than 30 respondents) responses are given in absolute figures rather than percentage answers.			

2.3 February 2004			
	You said that you oppose the Olympic bid. Why do you say that?		
		%	
	Waste of taxpayers money	39	
	Increased burden on the London taxpayer	24	
	Transport system won't cope	20	
	Country cannot cope/ not big enough	10	
	Will leave unused facilities	6	
	Money would be better of spent elsewhere	6	
	Common people won't benefit	4	
	Think it should be held elsewhere	4	
	Do not have confidence in government	3	
	Threat of crime	2	
	Too many people here already	2	
	Too many other things need attention/should be priority	1	
	No particular reason	2	
	Other	10	
	Don't know	1	
	Source: http://www.london.gov.uk/mayor/consultation/docs/feb04_mori.pdf		
	MORI OPINION SURVEY OF LONDONERS		

TOPLINE: 06/02/04			
• Results are based on 1,003 interviews conducted by telephone with a sample of residents in the Greater London area.			
• Interviews were conducted between 29th January 4th February 2003.			
• Data are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Mar '03 figures refer to a telephone survey conducted between 7th March and 15th March 2003, Jun '03 refer to a telephone survey conducted between 17th June and 24th June 2003 and Nov '03 figures refer to a telephone survey conducted between 6th November and 16th November 2003, all on behalf of the Greater London Authority. Data for all surveys are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of 'don't know/not stated' response categories.			
• Where there are small bases (less than 30 respondents) responses are given in absolute figures rather than percentage answers.			

3. October 2004			
Olympics			
Q Would you like London to be chosen as a city for the 2012 Olympic Games?			
	%		
Yes definitely	47		
Yes perhaps	14		
I don't feel strongly either way	9		
Probably not	8		
Definitely not	21		
Don't know	1		
Source: http://www.london.gov.uk/mayor/consultation/docs/oct04_mori.pdf			
MORI London Omnibus – October 2004			
TOPLINE RESULTS			
• Results are based on 1,007 interviews conducted by telephone with a representative sample of residents in the Greater London area.			
• Interviews were conducted 9th – 12th October 2004.			
• Data are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Mar '04 figures refer to a telephone survey conducted between 17th and 24th March 2004 on behalf of the Greater London Authority. Data are weighted by gender, age, work status, ethnicity and Inner versus Outer London to the known profile of Greater London.			
• Where results do not sum to 100%, this may be due to multiple responses, rounding or the exclusion of 'don't know/not stated' response categories.			
• Where there are small bases (less than 100)			

4. March 2005			
	Would you say you support or oppose London being chosen as the host		
	2012 Olympic Games?		
	%		
	Strongly support	54	
	Tend to support	17	
	Neither support nor oppose	12	
	Tend to oppose	5	
	Strongly oppose	11	
	Don't know	2	
	Source: http://www.london.gov.uk/mayor/consultation/docs/mar05-topline		
	ICM Olympic Bid Survey March 2005		
	TOPLINE RESULTS		
	ICM Research interviewed a random sample of 1125 London adults age		
	telephone on 25 February - 3 March 2005.		
	Interviews were conducted across London and the results have been we		
	the profile of all adults.		
	ICM is a member of the British Polling Council and abides by its rules.		

6.1 April 2005			
	Would you support or oppose London being chosen as the host city for the 2012 Games? Is that strongly or tend to support/oppose?		
	%		
	Strongly support	60	
	Tend to support	19	
	Neither support nor oppose	7	
	Tend to oppose	6	
	Strongly oppose	7	
	Don't know	1	
	Source: http://www.london.gov.uk/mayor/consultation/docs/apr05_poll.pdf		
	ICM Olympic Bid Survey April 2005		
	TOPLINE RESULTS		
	ICM Research interviewed a random sample of 1,000 London adults aged 16 and over on 22-24th April 2005.		
	Interviews were conducted across London and the results have been weighted to represent the views of all adults.		
	ICM is a member of the British Polling Council and abides by its rules.		

6.2 April 2005				
	You said that you support the Olympic bid. Why do you say that?			
	%	%		
	Good for London's economy	43		
	Good for Britain generally	19		
	Increase employment	13		
	Increase tourism	12		
	Increase national pride	11		
	Will have a positive impact in sports across London and the UK	10		
	Enjoy sport/good entertainment	10		
	It's about time London got the chance	9		
	Would unite people/bring community together	9		
	Will help regeneration	9		
	Publicity/exposure for London	8		
	Would be good to see live	6		
	Transport system would be improved	5		
	Encourage kids into sport	5		
	Use of stadium after Games	4		
	No particular reason	4		
	Other	6		
	Don't know	3		
	Base: All who support bid (790)			
	Source: http://www.london.gov.uk/mayor/consultation/docs/apr05_poll.pdf			
	ICM Olympic Bid Survey April 2005			

	TOPLINE RESULTS			
	ICM Research interviewed a random sample of 1,000 London adults aged 18+ by telephone on 22-24th April 2005.			
	Interviews were conducted across London and the results have been weighted to the profile of all adults.			
	ICM is a member of the British Polling Council and abides by its rules.			

6.3 April 2005			
	You said that you oppose the Olympic bid. Why do you say that?		
		%	
	Waste of taxpayers money	34	
	Increased burden on the London taxpayer	33	
	Money would be better off spent elsewhere	18	
	Country cannot cope/not big enough	16	
	Transport system won't cope	14	
	Think it should be held elsewhere	8	
	Too many people here already	8	
	Too many other things need attention/should be priority	6	
	Common people won't benefit	5	
	Threat of crime	4	
	Will leave unused facilities	2	
	Do not have confidence in government	2	
	No particular reason	4	
	Other	14	
	Don't know	1	
	Base: All who oppose bid,126		
	Source: http://www.london.gov.uk/mayor/consultation/docs/apr05_poll.pdf		
	ICM Olympic Bid Survey April 2005		
	TOPLINE RESULTS		
	ICM Research interviewed a random sample of 1,000 London adults aged 18+ by telephone on 22-24th April 2005.		
	Interviews were conducted across London and the results have been weighted to the profile of all adults.		
	ICM is a member of the British Polling Council and abides by its rules.		

7. March 2006			
	In July 2005, the Olympic Committee announced that London will host the Olympic Games. From what you have seen or heard, do agree or disagree Olympics will be good for London? Is that strongly or tend to agree/disagree		
	%		
	Strongly agree	49	
	Tend to agree	25	
	Neither agree nor disagree	6	
	Tend to disagree	6	
	Strongly disagree	12	
	Don't know	2	
	MORI London Omnibus March 2006		
	Telephone Questionnaire		
	FINAL TOPLINE RESULTS		
	3rd April 2006		
	• Results are based on 1,004 interviews conducted by telephone with a rep residents in the Greater London area		
	• Interviews were conducted 21st – 26th March 2006.		
	• Data are weighted by gender, age, work status and ethnicity to the known profile. Additionally, the London sample is weighted by Inner and Outer London to profile.		
	• Where results do not sum to 100%, this may be due to multiple responses the exclusion of 'don't know/not stated' response categories.		
	• An asterisk (*) indicates a value of less than 0.5% but not zero.		

Title	Opinion Polls		
Subject	Social-cultural		
Description	Opinion poll results related to Olympic and Paralympic Games		
Publisher	The Financial Times, The Guardian, Greater London Authority		
Contributor	Ipsos MORI, ICM Research, BMG Research, London School of Economics		
Date	2003 - 2010, 2012		
Type	Opinion polls		
Format	Excel spreadsheet		
Identifier	So29		
Source	http://www.ipsos-mori.com , http://www.icmresearch.com		
Language	English		
Relation			
Coverage	Great Britain and London		
Rights	Ipsos MORI, ICM Research, Bostock Marketing International		

	Mean	2.9	2.86	2.94
	Standard deviation	0.01	0.01	0.99
	Standard error	0.03	0.05	0.04
Table 6 Q2. Taking all things into account, do you think that the Olympic games in 20				
Base: All respondents				
		Total	Male	Female
	Unweighted base	1002	459	543
	Weighted base	1002	479	523
	Good for Britain	797	375	422
		80%	78%	81%
	Bad for Britain	177	88	88
		18%	18%	17%
	Don't know	28	15	12
		3%	3%	2%
Table 7 Q3. From what you have seen so far, would you say that the London Olympi				
Base: All respondents				
		Total	Male	Female
	Unweighted base	1002	459	543
	Weighted base	1002	479	523
	More successful	519	228	291
		52%	48%	56%
	Less successful	350	196	154
		35%	41%	29%
	Don't know	133	54	79
		13%	11%	15%
Table 8 Q4. Would you support or oppose extra taxpayers money being used by the				
Base: All respondents				
		Total	Male	Female
	Unweighted base	1002	459	543
	Weighted base	1002	479	523
	Support	521	253	268
		52%	53%	51%
	Oppose	447	210	236
		45%	44%	45%
	Don't know	34	15	19
		3%	3%	4%
Annual London Survey 2009 by BMG Research				
Final results are based on 1,404 interviews conducted face-to-face in respondents' homes with reside				
Interviews were conducted in January 2009				
Multiple responses mean that respondents can give more than one answer to a question, therefore re				
An asterisk (*) represents a value of less than half of one per cent, but not zero				
Q38 In July 2005, the International Olympic Committee announced that London will h				
		%		
	Strongly disagree	8		
	Tend to disagree	13		
	Neither agree nor disagr	14		
	Tend to agree	37		
	Strongly agree	20		
	No opinion	8		
Q39 And do you agree or disagree that the 2012 Olympics Games and Paralympic G				

			%			
		Strongly disagree	14			
		Tend to disagree	19			
		Neither agree nor disagree	17			
		Tend to agree	30			
		Strongly agree	9			
		No opinion	11			
Q40 Now looking at this list of potential benefits of London hosting the 2012 Olympic Games, what do you think are the most important benefits that will result from the games?						
			%			
		Improving/regenerating the local area	24			
		Improving/regenerating the local area	16			
		Promoting England/The UK	15			
		Bringing more people to the area	21			
		Benefits for businesses	23			
		Improving the local economy	23			
		Increasing job opportunities	16			
		Improving transport	13			
		Improving sports facilities	12			
		Encouraging sport participation	4			
		Bringing people together	3			
		Encouraging young/New people to participate	3			
		Promoting good health/Fitness	2			
		Other	1			
		None of these	15			
		Don't know	10			
Q41 And what do you think are the long term benefits that will result from the games?						
			%			
		More children participating in sport	30			
		More adults participating in sport	15			
		Better leisure facilities	30			
		Increased business and employment	26			
		Improved transport	24			
		Attracting more tourists	21			
		Regeneration of East London	17			
		Other	1			
		None of these	20			
		Don't know	10			
Q42 Who do you think is responsible for the 2012 Olympic Games and Paralympic Games?						
			%			
		International Olympic Committee	26			
		Government	27			
		Mayor/Greater London Authority	25			
		London Organising Committee	7			
		Olympic Delivery Authority	3			
		London Development Agency	1			
		British Olympic Association	4			
		London Boroughs	1			
		Other	1			
		Don't know	29			

Annual London Survey 2010 by BMG Research					
Final results are based on 1,490 interviews conducted face-to-face in respondents' homes with reside					
Interviews were conducted in January and early February 2010					
Multiple responses mean that respondents can give more than one answer to a question, therefore re					
An asterisk (*) represents a value of less than half of one per cent, but not zero					
Q37 In July 2005, the International Olympic Committee announced that London will h					
			2009	2010	
		Strongly disagree	8	6	
		Tend to disagree	13	6	
		Neither agree nor disagr	14	14	
		Tend to agree	37	48	
		Strongly agree	20	18	
		No opinion	8	7	
Q38 And do you agree or disagree that the 2012 Olympics Games and Paralympic G					
			2009	2010	
		Strongly disagree	14	13	
		Tend to disagree	19	10	
		Neither agree nor disagr	17	18	
		Tend to agree	30	39	
		Strongly agree	9	12	
		No opinion	11	9	
Q39 Now looking at this list of potential benefits of London hosting the 2012 Olympic					
			2009	2010	
		Improving/regenerating	24	15	
		Improving/regenerating	16	16	
		Promoting England/The	15	19	
		Bringing more people/to	21	28	
		Benefits for businesses	23	33	
		Improving the local ecor	23	32	
		Increasing job opportuni	16	17	
		Improving transport	13	12	
		Improving sports facilitie	12	9	
		Encouraging sport partic	4	2	
		Bringing people togethe	3	2	
		Encouraging young/New	3	2	
		Promoting good heath/F	2	1	
		Other	1	1	
		None of these	15	10	
		Don't know	10	10	
Q40 And what do you think are the long term benefits that will result from the games'					
			2009	2010	2009
		More children participati	30	21	1
		More adults participating	15	20	8
		Better leisure facilities	30	29	1
		Increased business and	26	33	3
		Improved transport	24	22	4
		Attracting more tourists	21	33	5
		Regeneration of East Lo	17	15	7
		Other	1	1	10
		None of these	20	14	6
		Don't know	10	13	9

Q41 Who do you think is responsible for the 2012 Olympic Games and Paralympic G					
			2009	2010	
		International Olympic Co	26	35	
		Government	27	32	
		Mayor/Greater London A	25	28	
		London Organising Com	7	9	
		Olympic Delivery Author	3	3	
		London Development Ag	1	3	
		British Olympic Associat	4	7	
		London Boroughs	1	1	
		Other	1 *		
		Don't know	29	25	

data from LOCOG, (fieldworks)

Sept. 2012

please also see the 'SO29 - _Opinion_Polls.pptx'

There is enormous public recognition of the successful organisation of the Games

85% agree LOCOG did a good job in staging the Games

83% thought it was an impressive Games to be proud of

The Paralympics built upon the huge success of the Olympics with favourability finishing at a high of 76% (U

1 in 4 actively advocating the Games

62% believe it was the best Olympics and 65% the best Paralympics of all time

The momentum of the Games swept across the nation

61% feeling it was a 'Games for everyone'

86% followed coverage of the Olympic Game and 74% the Paralympic Game

over half the nation talked about the Games each day during the Olympics

Pride was the stand out emotion. Pride in the athlete performance, pride in the Games Makers, pride in being

Amongst sponsor brands, the general public rank London 2012 as the most inspirational

Nearly half of 16-24 year olds say the Games has inspired them to take part in more sport or ex

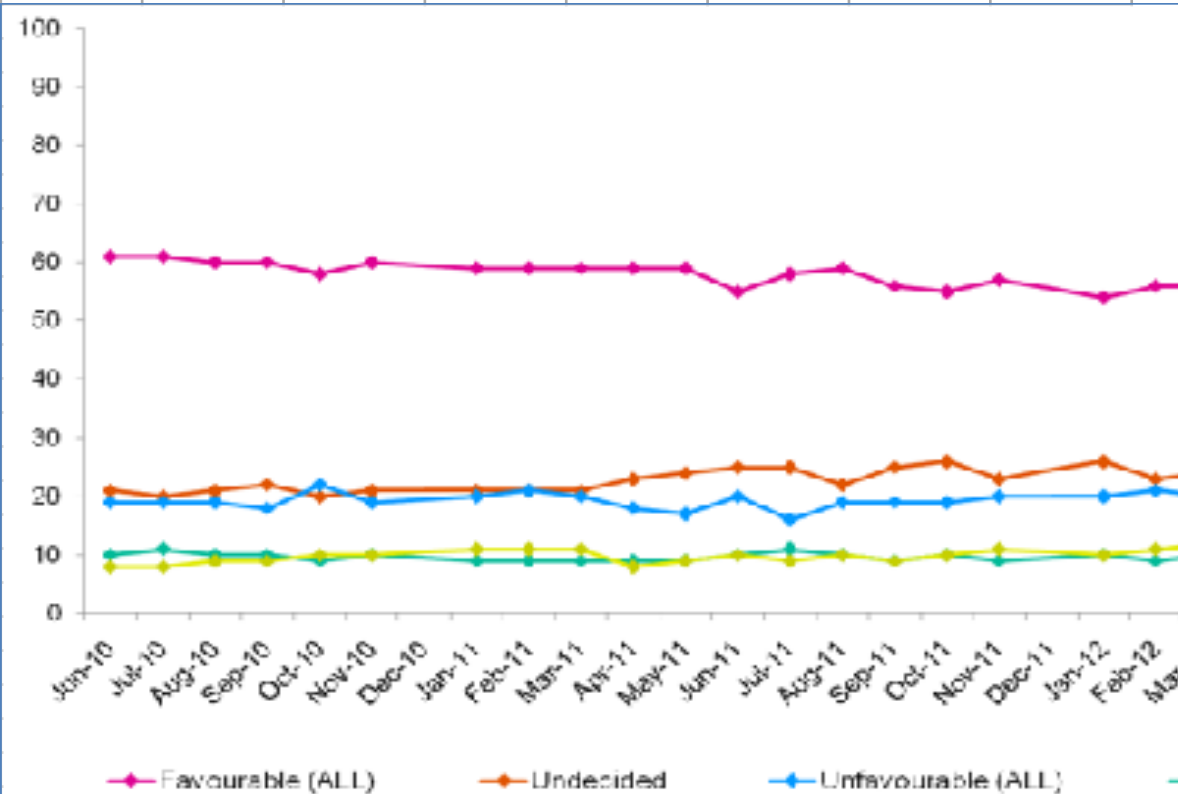
The Paralympics exceeded public expectation, it engaged more and was more influential in changing attitudes

The London 2012 Games, staged in a time of austerity, has remarkably grown public belief in the benefits to

A nation in favour - advocates everywhere

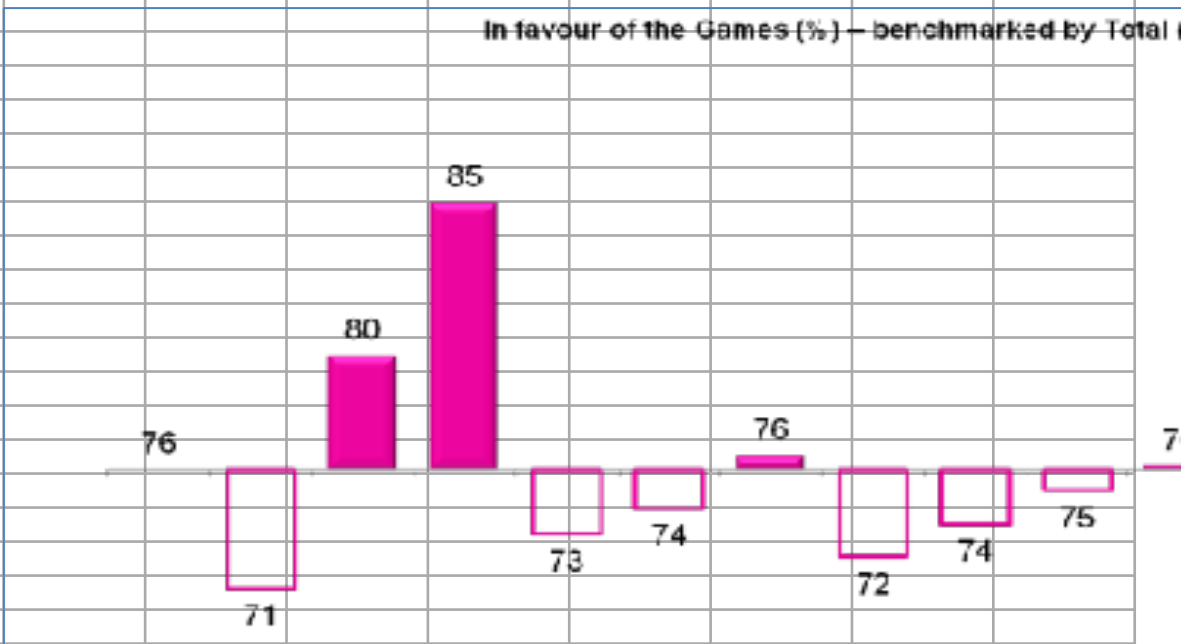
The Games swept up national support with 76% in favour of the Games at the end (

Source: Nielsen/LOCOG State of the nation



All those in favour

Favourability spanned all demographics. Young people were the greatest supporter
 Source: Nielsen/LOCOG State of the nation



TOTAL Male Female 16-24 yrs 25-34 yrs 35-44 yrs 45-54 yrs 55-64 yrs 65+ yrs London Res

(e)
 0.7x

