1. Marc	ch 2003			
	The Mayor of London is backing	a bid for the C	l Nympics in 2	012 in Lon
	Is that strongly/tend to support/o			
		%		
	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/consi	ultation/doc
	MORI			
	OPINION SURVEY OF LONDO	NERS		
	TOPLINE RESULTS 17th March	2003		
	Results are based on 1,008 interview.	erviews condu	cted by telep	phone with
	Interviews were conducted between the second s	ween 7th Marc	h and 15th I	March 2003
	•			
	Data are weighted by gender, ag	je, work status	and ethnicit	ty to the kno

2.1 Feb	pruary 2004			
	The Mayor of London and the Government	-	•	•
	Do you support or oppose this bid? Is that s		ipport/oppo	se?
		%		
	Strongly support	44		
	Tend to Support			
	Neither support nor oppose			
	Tend to oppose			
	Strongly oppose			
	Don't know	3		
	Source: http://www.london.gov.uk/mayor/co	nsultation/docs/fe	b04_mori.p	df
	MORI OPINION SURVEY OF LONDONER	S		
	TOPLINE: 06/02/04			
	Results are based on 1,003 interviews cor	nducted by teleph	one with a s	sample of res
	Greater London area.			
	Interviews were conducted between 29th	January 4th Febr	Jary 2003.	
	Data are weighted by gender, age, work s	tatus, ethnicity ar	d Inner vers	sus Outer Lo
	known profile of Greater London.			
	Mar '03 figures refer to a telephone survey	conducted betw	een 7th Ma	rch and 15th
	Jun '03 refer to a telephone survey conduct	ort nor oppose 8 se 8 se 14 se 14 3 3 /www.london.gov.uk/mayor/consultation/docs/feb04_mori.pdf /www.london.gov.uk/mayor/consultation/docs/feb04_mori.pdf DN SURVEY OF LONDONERS /02/04 based on 1,003 interviews conducted by telephone with a sample of reson area. ere conducted between 29th January 4th February 2003. ighted by gender, age, work status, ethnicity and Inner versus Outer Lo		
			sponses are	e given in ab
	rather than percentage answers.			

bruary 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	20	
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 sam	ple of reside	nts 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			
ŀ	known profile of Greater London.			
•	Mar '03 figures refer to a telephone survey conducted between 7th March a	and 15th Ma	rch 2003,	
	Jun '03 refer to a telephone survey conducted between 17th June and 24th .	June 2003 a	nd Nov '03	
f	figures refer to a telephone survey conducted between 6th November and 16	6th Novembe	er 2003, all	
(on behalf of the Greater London Authority. Data for all surveys are weighted	by gender, a	ige, work	
5	status, ethnicity and Inner versus Outer London to the known profile of Grea	ter London.		
•	Where results do not sum to 100%, this may be due to multiple responses,	computer ro	ounding or	
t	he exclusion of 'don't know/not stated' response categories.			
•	Where there are small bases (less than 30 respondents) responses are giv	en in absolu	te figures	
r	ather than percentage answers.		_	

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 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.pd		
MORI OPINION SURVEY OF LONDONERS		

TOPLINE: 06/02/04				
Results are based on 1,003 interviews conducted by telephone	with a sample of reside	ents in the		
Greater London area.				
Interviews were conducted between 29th January 4th February	2003.			
Data are weighted by gender, age, work status, ethnicity and Inr	ner versus Outer Londo	on to the		
known profile of Greater London.				
Mar '03 figures refer to a telephone survey conducted between	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	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 Noven	mber and 16th Novemb	er 2003, all		
on behalf of the Greater London Authority. Data for all surveys are	e weighted by gender,	age, work		
status, ethnicity and Inner versus Outer London to the known prot	file of Greater London.			
Where results do not sum to 100%, this may be due to multiple	responses, computer r	ounding or		
the exclusion of 'don't know/not stated' response categories.				
Where there are small bases (less than 30 respondents) respon	ises are given in absolu	ute figures		
rather than percentage answers.				

3. Octob	er 2004			
	Olympics			
	Q Would you like London to be chosen		2012 Olym	pic Games?
	Yes definitely			
	Yes perhaps	· · · ·		
	I don't feel strongly either way	-		
	Probably not	-		
	Definitely not	21		
	Don't know	1		
	Source: http://www.london.gov.uk/mayor/co	nsultation/do	ocs/oct04_n	nori.pdf
	MORI London Omnibus – October 2004			
	TOPLINE RESULTS			
	• Results are based on 1,007 interviews con	nducted by te	elephone wi	th a represe
	sample of residents in the Greater London	area.		
	Interviews were conducted 9th – 12th Oct	ober 2004.		
	Data are weighted by gender, age, work s	14 trongly either way 9 t 8 t 21 1 1 www.london.gov.uk/mayor/consultation/docs/oct04_mori.pdf Www.london.gov.uk/mayor/consultation/docs/oct04_mori.pdf Omnibus – October 2004 SULTS pased on 1,007 interviews conducted by telephone with a represer dents in the Greater London area. ere conducted 9th – 12th October 2004. ghted by gender, age, work status, ethnicity and Inner versus Oute file of Greater London. es refer to a telephone survey conducted between 17th and 24th I Greater London Authority. Data are weighted by gender, age, work nner versus Outer London to the known profile of Greater London. es do not sum to 100%, this may be due to multiple responses, cor e exclusion of 'don't know/not stated' response categories.		
	the known profile of Greater London.			
	Mar '04 figures refer to a telephone surve	y conducted	between 17	th and 24th
	behalf of the Greater London Authority. Dat	a are weight	ed by gende	er, age, work
		•		
	Where there are small bases (less than			

4. Marc	h 2005			
	Would you say you support or opp	ose London b	eing chose	n as the hos
	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/consult	ation/docs/	mar05-toplir
	ICM Olympic Bid Survey March 20	05		
	TOPLINE RESULTS			
	ICM Research interviewed a rand	om sample of	1125 Lond	on adults ag
	telephone on 25 February - 3 Marc	ch 2005.		
	Interviews were conducted across	London and	the results	have been v
	the profile of all adults.			
	ICM is a member of the British Po	lling Council a	nd abides	by its rules.

6.1 April 2005	
	ndon being chosen as the host city for the
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
Soiurce: http://www.london.gov.	uk/mayor/consultation/docs/apr05_poll.pdf
ICM Olympic Bid Survey April 20	005
TOPLINE RESULTS	
ICM Research interviewed a rai	ndom sample of 1,000 London adults aged
on 22-24th April 2005.	
Interviews were conducted acro	ss London and the results have been weig
of all adults.	
ICM is a member of the British I	Polling Council and abides by its rules.

il 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)		
Soiurce: 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 age	ed 18+ by telephone	
on 22-24th April 2005.		
Interviews were conducted across London and the results have been we	eighted to the profile	
of all adults.		
ICM is a member of the British Polling Council and abides by its rules.		

3 Ap	oril 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	8+ by teleph	none	
	on 22-24th April 2005.			
	Interviews were conducted across London and the results have been weighted	ed to the pr	ofile	
	of all adults.			
	ICM is a member of the British Polling Council and abides by its rules.			

7. March 2	006			
	In July 2005, the Olympic Committee a	innounced th	hat London v	will host the
	Olympic Games. From what you have	seen or hea	rd, do agree	or disagree
	Olympics will be good for London? Is the	hat strongly	or tend to ag	gree/disagre
	%			
	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 interview	s conducted	by telephor	ne with a rep
	residents in the Greater London area			
	Interviews were conducted 21st - 26t	th March 200	06.	
	Data are weighted by gender, age, we	ork status ar	nd ethnicity f	o the known
	Additionally, the London sample is weight	ghted by Inn	er and Oute	r London to
	profile.			
	Where results do not sum to 100%, the second s	nis may be c	lue to multip	le response:
	the exclusion of 'don't know/not stated'	response c	ategories.	
	An asterisk (*) indicates a value of les	s than 0.5%	but not zer	0.

Title	Opinion Polls		
Subject	Social-cultural		
Description	Opinion poll results rea	alted to Olym	pic and Para
Publisher	The Financial Times, T	he Guardian	, Greater Lo
Contributo	Ipsos MORI, ICM Rese	earch, BMG I	Research, L
Date	2003 - 2010, 2012		
Туре	Opinion polls		
Format	Excel spreadsheet		
Identifier	So29		
Source	http://www.ipsos-mori.c	com, http://w	ww.icmresea
Language	English		
Relation			
Coverage	Great Britain and Lond	on	
Rights	Ipsos MORI, ICM Rese	earch, Bosto	ck Marketing

Ipsos MORI	Attitudes To	owards The London 2012	Olympics L	ogo		
Published: 15 Ju						
Fieldwork: 8 - 10						
Theme: Sport, L		ture				
Source: The Fina						
		of those who have seen t	he new Olvr	npic logo dis	approve of i	it, with just o
	Topline Res					
		Ipsos MORI interviewed	a represent	ative quota s	sample of 97	77 adults in (
		Interviews were conduct			-	
		Data are weighted to ma	• •			
		Full data tabulations (we				e upon reau
	Q1 Have vo	ou seen the new London				
			%			
		Yes	79			
		No	21			
		Don't know	*			
	Q And do v	ou approve or disapprove	e of the loan	?		
		ho have seen logo (774)				
			%			
		Strongly approve	4			
		Tend to approve	12			
		Neither approve nor disa				
		Tend to disapprove	19			
		Strongly disapprove	49			
		Don't know	2			
Prepared on be	half of The	Guardian by ICM Resea	rch			
Fieldwork dates:						
		ed: All adults aged 18+				
Sample size: 1,0						
Sampling Metho	d: Within ea	ch selected marginal con	stituency, a	random sam	ple of teleph	none numbe
		. Thinking about the Olym				
	Base: All re					
					Female	
			Total	Male	i cinaic	
1		Unweighted base	Total 1002	Male 459	543	
		Unweighted base Weighted base				
			1002	459	543	
		Weighted base	1002 1002	459 479	543 523	
		Weighted base	1002 1002 732	459 479 343	543 523 389	
		Weighted base Net: Pleased	1002 1002 732 73%	459 479 343 72%	543 523 389 74%	
		Weighted base Net: Pleased	1002 1002 732 73% 298	459 479 343 72% 137	543 523 389 74% 161	
		Weighted base Net: Pleased Very pleased (4)	1002 1002 732 73% 298 30%	459 479 343 72% 137 29%	543 523 389 74% 161 31%	
		Weighted base Net: Pleased Very pleased (4)	1002 1002 732 73% 298 30% 434	459 479 343 72% 137 29% 206	543 523 389 74% 161 31% 228	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3)	1002 1002 732 73% 298 30% 434 43%	459 479 343 72% 137 29% 206 43%	543 523 389 74% 161 31% 228 44%	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3)	1002 1002 732 73% 298 30% 434 43% 92	459 479 343 72% 137 29% 206 43% 47	543 523 389 74% 161 31% 228 44% 46	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3) Not very pleased (2)	1002 1002 732 73% 298 30% 434 43% 92 9%	459 479 343 72% 137 29% 206 43% 47 10%	543 523 389 74% 161 31% 228 44% 46 9%	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3) Not very pleased (2)	1002 1002 732 73% 298 30% 434 43% 92 9% 150	459 479 343 72% 137 29% 206 43% 47 10% 79	543 523 389 74% 161 31% 228 44% 46 9% 72	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3) Not very pleased (2) Not pleased at all (1)	1002 1002 732 73% 298 30% 434 43% 92 9% 150 15%	459 479 343 72% 137 29% 206 43% 47 10% 79 16%	543 523 389 74% 161 31% 228 44% 46 9% 72 14%	
		Weighted base Net: Pleased Very pleased (4) Quite pleased (3) Not very pleased (2) Not pleased at all (1)	1002 1002 732 73% 298 30% 434 43% 92 9% 150 15% 243	459 479 343 72% 137 29% 206 43% 47 10% 79 16% 125	543 523 389 74% 161 31% 228 44% 46 9% 72 14% 118	

		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	2. Taking all things into acc				games in 2
		espondents	_			
			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 Q	3. From what you have see				don Olvm
		espondents				
	1		Total	Male	Female	
	1	Unweighted base	1002	459	543	
	1	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%	
		4. Would you support or op espondents	Total	Male	Female	
		Unweighted base	1002	459	543	
		Weighted base	1002	479	523	
		Support	521	252		
				253	268	
			52%	53%	51%	
		Oppose	52% 447	53% 210	51% 236	
			52% 447 45%	53% 210 44%	51% 236 45%	
		Oppose Don't know	52% 447 45% 34	53% 210 44% 15	51% 236 45% 19	
			52% 447 45%	53% 210 44%	51% 236 45%	
		Don't know	52% 447 45% 34	53% 210 44% 15	51% 236 45% 19	
	-	Don't know	52% 447 45% 34 3%	53% 210 44% 15 3%	51% 236 45% 19 4%	
inal results are	e based on 1	Don't know 009 by BMG Research 1,404 interviews conducted	52% 447 45% 34 3%	53% 210 44% 15 3%	51% 236 45% 19 4%	
inal results are nterviews were	e based on f conducted	Don't know Do9 by BMG Research 1,404 interviews conducted in January 2009	52% 447 45% 34 3%	53% 210 44% 15 3% e in respond	51% 236 45% 19 4%	s with resid
inal results are nterviews were Aultiple respons	e based on 2 conducted ses mean th	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m	52% 447 45% 34 3% 1 face-to-fac	53% 210 44% 15 3% e in respond	51% 236 45% 19 4% ents' homes a question,	s with resid
inal results are nterviews were /lultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of c	52% 447 45% 34 3% I face-to-fac	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid
inal results are nterviews were /lultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m	52% 447 45% 34 3% I face-to-fac hore than on one per cent	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid
inal results are nterviews were /lultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of c	52% 447 45% 34 3% face-to-fac nore than on one per cent Nympic Corr %	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid
Final results are nterviews were Aultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of o y 2005, the International C Strongly disagree	52% 447 45% 34 3% I face-to-fac hore than on one per cent	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resic
Final results are nterviews were Aultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of o y 2005, the International C	52% 447 45% 34 3% face-to-fac nore than on one per cent Nympic Corr %	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resic
Final results are nterviews were Aultiple respons	e based on 2 conducted ses mean th epresents a	Don't know D09 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of o y 2005, the International C Strongly disagree	52% 447 45% 34 3% face-to-fac nore than on one per cent Dlympic Corr % 8 13	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid
Final results are nterviews were Aultiple respons	e based on 2 conducted ses mean th epresents a	Don't know Do9 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of d y 2005, the International C Strongly disagree Tend to disagree	52% 447 45% 34 3% face-to-fac nore than on one per cent Dlympic Corr % 8 13	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid
Final results are nterviews were Aultiple respons	e based on 2 conducted ses mean th epresents a	Don't know Do9 by BMG Research I,404 interviews conducted in January 2009 nat respondents can give m value of less than half of o y 2005, the International C Strongly disagree Tend to disagree Neither agree nor disagr	52% 447 45% 34 3% face-to-fac nore than on one per cent Dlympic Com % 8 13 13	53% 210 44% 15 3% e in respond e answer to , but not zer	51% 236 45% 19 4% ents' homes a question, o	s with resid

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 disage	17	
Tend to agree	30	
Strongly agree	9	
No opinion	11	
Q40 Now looking at this list of poten	tial benefits	of London hosting the 2012 Olym
	%	
Improving/regenerating	24	
Improving/regenerating	16	
Promoting England/The	15	
Bringing more people/to	21	
Benefits for businesses	23	
Improving the local ecor	23	
Increasing job opportuni	16	
Improving transport	13	
Improving sports facilitie	12	
Encouraging sport partic	4	
Bringing people togethe	3	
Encouraging young/Nev	3	
Promoting good heath/F		
Other	1	
None of these	15	
Don't know	10	
Q41 And what do you think are the l	ong term ber	nefits that will result from the gam
	%	
More children participati	30	
More adults participating	15	
Better leisure facilities	30	
Increased business and	26	
Improved transport	24	
Attracting more tourists	21	
Regeneration of East Lo	17	
Other	1	
None of these	20	
Don't know	10	
Q42 Who do you think is responsible	e for the 201	2 Olympic Games and Paralympic
	%	
International Olympic Co		
Government	27	
Mayor/Greater London A		
London Organising Com		
Olympic Delivery Author		
Olympic Delivery Author		
 London Development Ag	1	
 London Development Ag British Olympic Associat	1	
London Development Ag British Olympic Associat London Boroughs	1 4 1	
London Development Ag British Olympic Associat	1	

Annual Londo	n Survey 2010 by BMG Research				
	e based on 1,490 interviews conducte	d face-to-fac	e in respond	lents' home:	s with reside
Interviews were	e conducted in January and early Febr	uary 2010			
Multiple respor	ses mean that respondents can give i	more than on	e answer to	a question,	therefore re
An asterisk (*)	represents a value of less than half of	one per cent	, but not zer	°O	
	Q37 In July 2005, the International	Olympic Com	mittee anno	ounced that	London will
		2009	2010		
	Strongly disagree	8	6		
	Tend to disagree	13	6		
	Neither agree nor disag	ı 14	14		
	Tend to agree	37	48		
	Strongly agree	20	18		
	No opinion	8	7		
	Q38 And do you agree or disagree t	hat the 2012	Olympics G	ames and F	Paralympic
		2009	2010		
	Strongly disagree	14	13		
	Tend to disagree	19	10		
	Neither agree nor disag	ı 17	18		
	Tend to agree	30	39		
	Strongly agree	9	12		
	No opinion	11	9		
	Q39 Now looking at this list of poter	tial benefits	of London h	osting the 2	012 Olympi
		2009	2010		
	Improving/regenerating	24	15		
	Improving/regenerating	16	16		
	Promoting England/The	e 15	19		
	Bringing more people/to	21	28		
	Benefits for businesses	23	33		
	Improving the local eco	r 23	32		
	Increasing job opportun	i 16	17		
	Improving transport	13	12		
	Improving sports facilitie	e 12	9		
	Encouraging sport parti		2		
	Bringing people togethe		2		
	Encouraging young/Nev	۸ 3	2		
	Promoting good heath/	- 2	1		
	Other	1	1		
	None of these	15	10		
	Don't know	10	10		
	Q40 And what do you think are the	ong term ber	nefits that wi	ill result fron	n the game
		2009	2010		200
	More children participat	i 30	21		
	More adults participatin		20		6
	Better leisure facilities	30	29		
	Increased business and	26	33		:
	Improved transport	24	22		
	Attracting more tourists	21	33		
	Regeneration of East L		15		
	Other	1	1		1(
	None of these	20	14		6
	Don't know	10	13		9

Q41 Who do you think is responsible	e for the 201	2 Olympic G	ames and Paralympic G
	2009	2010	
International Olympic Co	26	35	
Government	27	32	
Mayor/Greater London A	25	28	
London Organising Corr	7	9	
Olympic Delivery Author	3	3	
London Development Ag		3	
British Olympic Associat	4	7	
London Boroughs	1	1	
Other	1	*	
Don't know	29	25	

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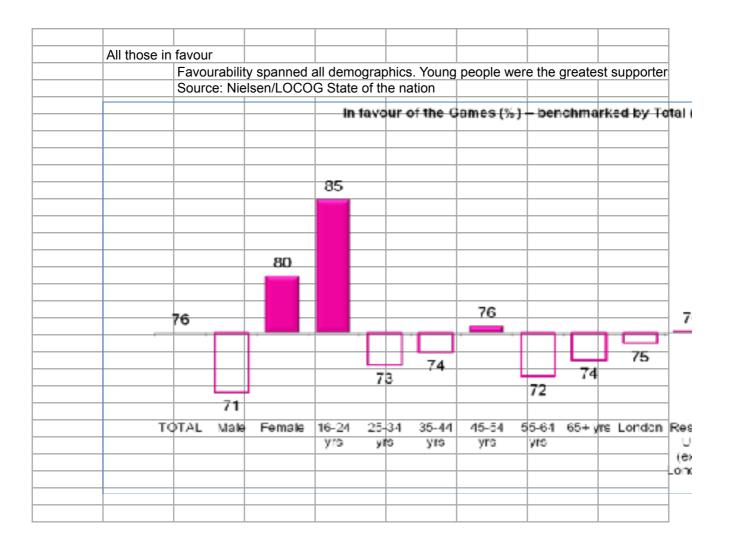
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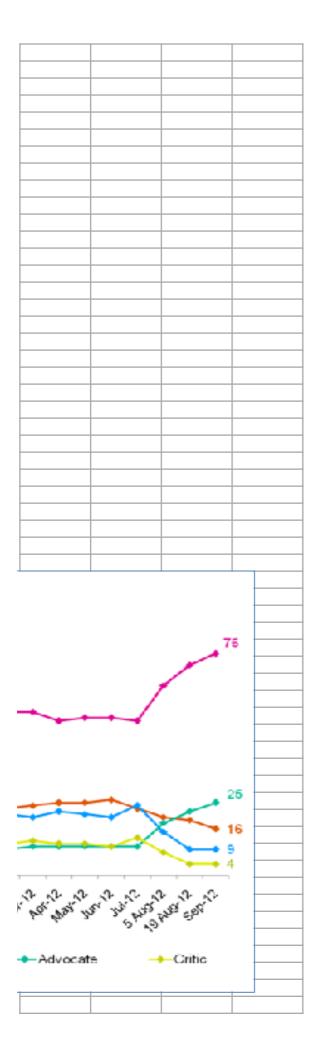
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data from	LOCOG. (f	ieldworks)						
	Sept. 2012							
		please also	see the 'So	D29Opini	on_Polls.pp	tx'		
There is er		blic recognitio				the Games		
		e LOCOG did						
	83% thou	ght it was an i	impressive	Games to be	proud of			
The Paraly		upon the hug			ics with favo	ourability fini	shing at a hi	gh of 76% (ι
		vely advocatir					6 - 11 4ins -	
	62% belle	ve it was the	best Olymp	ICS and 65%	the best Pa	iralympics of		
The mome	ntum of the	Games swep	t across the	e nation				
	1	ng it was a 'Ga						
		ved coverage			nd 74% the	Paralympic	Game	
		he nation talk						
Pride was t	the stand o	ut emotion. P	ride in the a	thlete perfor	mance, prid	e in the Gar	nes Makers,	pride in beir
Amongst s	ponsor brai	nds, the gene	ral public ra	ink London 2	2012 as the	most inspira	tional	
	Nearly ha	If of 16-24 yea	ar olds say f	the Games h	as inspired	them to take	e part in more	e sport or ex
The Paraly	mpics exce	eded public e	expectation,	it engaged	more and wa	as more influ	uential in cha	nging attituc
The Londo	n 2012 Gar	nes, staged ir	n a time of a	austerity, has	s remarkably	/ grown pub	lic belief in th	e benefits to
	A							
	A nation ir	n favour - adv		•)/ : f arrarra		
						% in tavour o	of the Games	s at the end (
		Source: INE		G State of t	he hation			
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		← Favourabl	le (ALL)	🔶 LJr	decided	→ -U	nfavourable	(ALL)
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76%)			
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