

NOP/421317/421318 OLYMPICS
FIELDWORK DATES : 18TH - 20TH / 25TH - 27TH JANUARY 2008

Q1 DO YOU THINK YOU ARE LIKELY TO GO TO THE OLYMPIC GAMES IN LONDON IN 2012, OR NOT?

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------|--------------------|------------|-------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1999 | 971 49% | 1028 51% | 232 12% | 303 15% | 327 16% | 392 20% | 311 16% | 434 22% | 430 22% | 618 31% | 418 21% | 533 27% |
| WEIGHTED TOTAL | 1999 | 972 49% | 1027 51% | 242 12% | 310 16% | 390 20% | 328 16% | 304 15% | 424 21% | 416 21% | 610 31% | 428 21% | 545 27% |
| YES | 506 25% | 287 30% | 218 21% | 84 35% | 116 37% | 128 33% | 82 25% | 53 17% | 43 10% | 140 34% | 179 29% | 106 25% | 80 15% |
| NO | 1493 75% | 685 70% | 808 79% | 158 65% | 194 63% | 262 67% | 246 75% | 251 83% | 382 90% | 276 66% | 431 71% | 322 75% | 465 85% |

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| | TOTAL | STANDARD REGION | | | | | | | | | | | |
|------------------|---------------------|-----------------|-----------|---------------|------------------------------|------------------|------------------|-----------|----------------|------------|---------------|---------------|---------------------|
| | | SCOTLAND | NORTH | NORTH WEST | YORKSHIRE & HUMBERSIDE | EAST MIDLANDS | WEST MIDLANDS | WALES | EAST ANGLIA | LONDON | SOUTH EAST | SOUTH WEST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1999 | 165 8% | 99 5% | 208 10% | 167 8% | 137 7% | 172 9% | 99 5% | 81 4% | 248 12% | 397 20% | 172 9% | 54 3% |
| WEIGHTED TOTAL | 1999 | 164 8% | 98 5% | 208 10% | 168 8% | 144 7% | 178 9% | 98 5% | 76 4% | 248 12% | 391 20% | 170 9% | 56 3% |
| YES | 506 25% | 24 15% | 12 12% | 45 22% | 28 17% | 29 20% | 38 22% | 19 19% | 16 21% | 132 53% | 144 37% | 15 9% | 4 7% |
| NO | 1493 75% | 140 85% | 86 88% | 163 78% | 140 83% | 115 80% | 140 78% | 79 81% | 60 79% | 116 47% | 247 63% | 155 91% | 52 93% |

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| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1999 | 182 9% | 89 4% | 227 11% | 179 9% | 281 14% | 186 9% | 151 8% | 425 21% | 165 8% | 60 3% | 54 3% |
| WEIGHTED TOTAL | 1999 | 181 9% | 87 4% | 228 11% | 182 9% | 292 15% | 182 9% | 147 7% | 419 21% | 166 8% | 60 3% | 56 3% |
| YES | 506 25% | 24 13% | 13 15% | 45 20% | 33 18% | 64 22% | 28 16% | 37 25% | 206 49% | 46 28% | 5 8% | 4 7% |
| NO | 1493 75% | 157 87% | 74 85% | 182 80% | 149 82% | 228 78% | 153 84% | 109 75% | 213 51% | 120 72% | 55 92% | 52 93% |

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| | TOTAL | MARITAL STATUS | | | WORKING STATUS | | |
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| | | MARRIED /LIVING AS MARRIED | SINGLE | WIDOW -ED/ DIVORC -ED/ SEPA- RATED | FULL TIME | PART TIME | NOT WORKING |
| UNWEIGHTED TOTAL | 1999 | 1180 59% | 481 24% | 338 17% | 819 41% | 310 16% | 870 44% |
| WEIGHTED TOTAL | 1999 | 1174 59% | 482 24% | 342 17% | 860 43% | 319 16% | 820 41% |
| YES | 506 25% | 303 26% | 151 31% | 52 15% | 287 33% | 88 28% | 131 16% |
| NO | 1493 75% | 871 74% | 332 69% | 290 85% | 573 67% | 231 72% | 689 84% |

NOP/421317/421318 OLYMPICS
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BASE : ALL ADULTS AGED 16+

| | TOTAL | GOING TO THE 2012 OLYMPICS | |
|------------------|--------------------|-------------------------------|--------------|
| | | YES | NO |
| UNWEIGHTED TOTAL | 1999 | 501 25% | 1498 75% |
| WEIGHTED TOTAL | 1999 | 506 25% | 1493 75% |
| YES | 506 25% | 506 100% | - |
| NO | 1493 75% | - | 1493 100% |

NOP/421317/421318 OLYMPICS
FIELDWORK DATES : 18TH - 20TH / 25TH - 27TH JANUARY 2008

Q2 WHY DO YOU SAY THAT?

BASE : ALL ADULTS AGED 16+ NOT LIKELY TO GO TO THE OLYMPIC GAMES IN 2012

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
|------------------------------|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1498 | 692 46% | 806 54% | 149 10% | 193 13% | 215 14% | 295 20% | 259 17% | 387 26% | 286 19% | 437 29% | 316 21% | 459 31% |
| WEIGHTED TOTAL | 1493 | 685 46% | 808 54% | 158 11% | 194 13% | 262 18% | 246 16% | 251 17% | 382 26% | 276 18% | 431 29% | 322 22% | 465 31% |
| NOT INTERESTED IN SPORTS | 569 38% | 242 35% | 327 40% | 73 46% | 89 46% | 114 43% | 96 39% | 96 38% | 101 26% | 116 42% | 181 42% | 121 38% | 152 33% |
| TOO FAR AWAY TO TRAVEL TO | 346 23% | 153 22% | 193 24% | 31 20% | 39 20% | 67 25% | 63 26% | 46 18% | 100 26% | 61 22% | 104 24% | 73 23% | 107 23% |
| COST/ TOO EXPENSIVE | 259 17% | 120 17% | 139 17% | 17 11% | 32 16% | 52 20% | 55 22% | 52 21% | 50 13% | 40 15% | 79 18% | 61 19% | 79 17% |
| CONCERNS ABOUT SECURITY | 25 2% | 13 2% | 11 1% | 2 1% | 8 4% | 3 1% | 3 1% | 5 2% | 3 1% | 2 1% | 9 2% | 6 2% | 7 1% |
| OTHER | 498 33% | 252 37% | 246 30% | 47 29% | 57 29% | 68 26% | 68 28% | 80 32% | 179 47% | 105 38% | 127 30% | 107 33% | 159 34% |
| DON'T KNOW | 28 2% | 9 1% | 20 2% | 8 5% | 7 3% | 4 1% | 3 1% | 2 1% | 5 1% | 2 1% | 8 2% | 4 1% | 14 3% |

NOP/421317/421318 OLYMPICS
FIELDWORK DATES : 18TH - 20TH / 25TH - 27TH JANUARY 2008

Q2 WHY DO YOU SAY THAT?

BASE : ALL ADULTS AGED 16+ NOT LIKELY TO GO TO THE OLYMPIC GAMES IN 2012

| | TOTAL | STANDARD REGION | | | | | | | | | | | |
|------------------------------|--------------------|-----------------|-----------|---------------|------------------------------|------------------|------------------|-----------|----------------|-----------|---------------|---------------|---------------------|
| | | SCOTLAND | NORTH | NORTH WEST | YORKSHIRE & HUMBERSIDE | EAST MIDLANDS | WEST MIDLANDS | WALES | EAST ANGLIA | LONDON | SOUTH EAST | SOUTH WEST | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1498 | 143 10% | 89 6% | 164 11% | 138 9% | 109 7% | 134 9% | 81 5% | 63 4% | 121 8% | 249 17% | 157 10% | 50 3% |
| WEIGHTED TOTAL | 1493 | 140 9% | 86 6% | 163 11% | 140 9% | 115 8% | 140 9% | 79 5% | 60 4% | 116 8% | 247 17% | 155 10% | 52 3% |
| NOT INTERESTED IN SPORTS | 569 38% | 46 33% | 33 39% | 67 41% | 59 42% | 37 32% | 51 37% | 29 36% | 21 35% | 41 36% | 103 42% | 55 36% | 25 48% |
| TOO FAR AWAY TO TRAVEL TO | 346 23% | 52 37% | 31 36% | 44 27% | 33 23% | 25 21% | 25 18% | 24 31% | 3 5% | 26 22% | 33 13% | 37 24% | 12 22% |
| COST/ TOO EXPENSIVE | 259 17% | 20 14% | 20 23% | 25 15% | 23 16% | 18 15% | 30 21% | 16 20% | 14 24% | 17 14% | 40 16% | 33 21% | 5 9% |
| CONCERNS ABOUT SECURITY | 25 2% | * | - | 3 2% | 5 3% | 2 2% | 1 1% | - | 2 3% | 5 4% | 5 2% | 2 1% | - |
| OTHER | 498 33% | 45 32% | 19 22% | 38 23% | 43 30% | 54 47% | 45 33% | 20 26% | 27 45% | 37 32% | 100 41% | 59 38% | 12 23% |
| DON'T KNOW | 28 2% | 3 2% | 1 1% | 2 1% | - | - | 6 4% | 3 3% | 1 2% | 5 4% | 5 2% | 2 1% | 1 1% |

NOP/421317/421318 OLYMPICS
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BASE : ALL ADULTS AGED 16+ NOT LIKELY TO GO TO THE OLYMPIC GAMES IN 2012

| | TOTAL | TV REGION | | | | | | | | | | |
|------------------------------|--------------------|------------|--------------|------------|------------|------------|------------|-----------|-----------------|-----------|-----------------------|---------------------|
| | | SCOTLAND | TYNE TEES | GRANADA | YORKSHIRE | CENTRAL | HARLECH | ANGLIA | CARLTON /LWT | MERIDIAN | WEST COUNTRY TV | NORTHERN IRELAND |
| UNWEIGHTED TOTAL | 1498 | 160 11% | 77 5% | 183 12% | 146 10% | 218 15% | 159 11% | 111 7% | 223 15% | 116 8% | 55 4% | 50 3% |
| WEIGHTED TOTAL | 1493 | 157 11% | 74 5% | 182 12% | 149 10% | 228 15% | 153 10% | 109 7% | 213 14% | 120 8% | 55 4% | 52 3% |
| NOT INTERESTED IN SPORTS | 569 38% | 52 33% | 32 42% | 75 41% | 62 41% | 79 35% | 50 32% | 38 35% | 85 40% | 48 40% | 24 43% | 25 48% |
| TOO FAR AWAY TO TRAVEL TO | 346 23% | 63 40% | 24 33% | 47 26% | 34 23% | 43 19% | 42 27% | 9 9% | 39 18% | 18 15% | 14 26% | 12 22% |
| COST/ TOO EXPENSIVE | 259 17% | 22 14% | 20 28% | 28 15% | 23 16% | 42 18% | 37 24% | 19 18% | 29 14% | 23 19% | 9 17% | 5 9% |
| CONCERNS ABOUT SECURITY | 25 2% | * | 2 3% | 3 2% | 3 2% | 2 1% | 1 1% | 2 2% | 6 3% | 3 3% | 1 2% | - |
| OTHER | 498 33% | 47 30% | 15 20% | 47 26% | 49 33% | 86 38% | 45 30% | 52 48% | 74 35% | 51 42% | 20 37% | 12 23% |
| DON'T KNOW | 28 2% | 3 2% | - | 3 2% | - | 6 3% | 5 3% | 4 3% | 6 3% | 2 2% | - | 1 1% |

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BASE : ALL ADULTS AGED 16+ NOT LIKELY TO GO TO THE OLYMPIC GAMES IN 2012

| | MARITAL STATUS | | | WORKING STATUS | | |
|------------------------------|-------------------------------------|------------|---|----------------|--------------|----------------|
| | MARRIED /LIVING AS MARRIED | SINGLE | WIDOW -ED/ DIVORC -ED/ SEPA- RATED | FULL TIME | PART TIME | NOT WORKING |
| TOTAL | | | | | | |
| UNWEIGHTED TOTAL | 1498 | 883 59% | 330 22% | 285 19% | 547 37% | 222 15% |
| WEIGHTED TOTAL | 1493 | 871 58% | 332 22% | 290 19% | 573 38% | 231 15% |
| NOT INTERESTED IN SPORTS | 569 38% | 352 40% | 134 41% | 82 28% | 245 43% | 103 44% |
| TOO FAR AWAY TO TRAVEL TO | 346 23% | 210 24% | 69 21% | 66 23% | 141 25% | 49 21% |
| COST/ TOO EXPENSIVE | 259 17% | 150 17% | 53 16% | 56 19% | 94 16% | 61 26% |
| CONCERNs ABOUT SECURITY | 25 2% | 13 1% | 9 3% | 3 1% | 12 2% | 2 1% |
| OTHER | 498 33% | 268 31% | 109 33% | 121 42% | 156 27% | 58 25% |
| DON'T KNOW | 28 2% | 14 2% | 12 4% | 3 1% | 11 2% | 6 3% |
| | | | | | | |

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| | TOTAL | GOING TO THE 2012 OLYMPICS | |
|------------------------------|-------------------|---------------------------------------|--------------|
| | | YES | NO |
| UNWEIGHTED TOTAL | 1498 | - | 1498 100% |
| WEIGHTED TOTAL | 1493 | - | 1493 100% |
| NOT INTERESTED IN SPORTS | 569 38% | - | 569 38% |
| TOO FAR AWAY TO TRAVEL TO | 346 23% | - | 346 23% |
| COST/ TOO EXPENSIVE | 259 17% | - | 259 17% |
| CONCERNs ABOUT SECURITY | 25 2% | - | 25 2% |
| OTHER | 498 33% | - | 498 33% |
| DON'T KNOW | 28 2% | - | 28 2% |

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Q3 DO YOU THINK THAT THE REGION WHERE YOU LIVE WILL GET ANY NOTICEABLE BENEFIT FROM THE OLYMPICS, OR NOT?

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | AGE | | | | | | SOCIAL CLASS | | | |
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| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| UNWEIGHTED TOTAL | 1999 | 971 49% | 1028 51% | 232 12% | 303 15% | 327 16% | 392 20% | 311 16% | 434 22% | 430 22% | 618 31% | 418 21% | 533 27% |
| WEIGHTED TOTAL | 1999 | 972 49% | 1027 51% | 242 12% | 310 16% | 390 20% | 328 16% | 304 15% | 424 21% | 416 21% | 610 31% | 428 21% | 545 27% |
| YES | 430 22% | 233 24% | 197 19% | 64 26% | 72 23% | 83 21% | 80 25% | 56 19% | 75 18% | 98 23% | 159 26% | 79 18% | 95 18% |
| NO | 1466 73% | 703 72% | 763 74% | 161 67% | 226 73% | 291 75% | 236 72% | 234 77% | 318 75% | 301 72% | 420 69% | 333 78% | 412 76% |
| DON'T KNOW | 102 5% | 36 4% | 66 6% | 17 7% | 12 4% | 16 4% | 12 4% | 14 5% | 31 7% | 17 4% | 32 5% | 16 4% | 37 7% |

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| UNWEIGHTED TOTAL | 1999 | 165 8% | 99 5% | 208 10% | 167 8% | 137 7% | 172 9% | 99 5% | 81 4% | 248 12% | 397 20% | 172 9% | 54 3% |
| WEIGHTED TOTAL | 1999 | 164 8% | 98 5% | 208 10% | 168 8% | 144 7% | 178 9% | 98 5% | 76 4% | 248 12% | 391 20% | 170 9% | 56 3% |
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| UNWEIGHTED TOTAL | 1999 | 182 9% | 89 4% | 227 11% | 179 9% | 281 14% | 186 9% | 151 8% | 425 21% | 165 8% | 60 3% | 54 3% |
| WEIGHTED TOTAL | 1999 | 181 9% | 87 4% | 228 11% | 182 9% | 292 15% | 182 9% | 147 7% | 419 21% | 166 8% | 60 3% | 56 3% |
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| YES | 430 22% | 205 40% | 226 15% |
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Q4 DO YOU THINK THE OLYMPICS WILL INSPIRE YOU TO PARTICIPATE IN SPORT OR EXERCISE?

BASE : ALL ADULTS AGED 16+

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|------------------|---------------------|------------|-------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
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| DON'T KNOW | 16 1% | - | - | - | 1 1% | 1 1% | 1 * | - | 2 3% | 7 3% | 3 1% | 1 * | - |

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|------------------|---------------------|------------|--------------|------------|------------|------------|------------|------------|-----------------|------------|-----------------------|---------------------|
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| NO | 1590 80% | 141 78% | 78 90% | 178 78% | 152 84% | 236 81% | 151 83% | 117 80% | 300 72% | 143 86% | 49 82% | 44 79% |
| DON'T KNOW | 16 1% | - | - | - | 1 1% | 2 1% | 1 1% | 2 1% | 9 2% | * | - | - |

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| | MARITAL STATUS | | | WORKING STATUS | | |
|------------------|-------------------------------------|-------------|---|----------------|--------------|----------------|
| | MARRIED /LIVING AS MARRIED | SINGLE | WIDOW -ED/ DIVORC -ED/ SEPA- RATED | FULL TIME | PART TIME | NOT WORKING |
| TOTAL | | | | | | |
| UNWEIGHTED TOTAL | 1999 | 1180 59% | 481 24% | 338 17% | 819 41% | 310 16% |
| WEIGHTED TOTAL | 1999 | 1174 59% | 482 24% | 342 17% | 860 43% | 319 16% |
| YES | 393 20% | 233 20% | 121 25% | 39 12% | 210 24% | 56 18% |
| NO | 1590 80% | 932 79% | 356 74% | 302 88% | 646 75% | 263 82% |
| DON'T KNOW | 16 1% | 10 1% | 5 1% | 1 * | 4 * | - - |
| | | | | | | 12 1% |

NOP/421317/421318 OLYMPICS
FIELDWORK DATES : 18TH - 20TH / 25TH - 27TH JANUARY 2008

Q4 DO YOU THINK THE OLYMPICS WILL INSPIRE YOU TO PARTICIPATE IN SPORT OR EXERCISE?

BASE : ALL ADULTS AGED 16+

| | TOTAL | GOING TO THE 2012 OLYMPICS | |
|------------------|--------------------|-------------------------------|-------------|
| | | YES | NO |
| UNWEIGHTED TOTAL | 1999 | 501 25% | 1498 75% |
| WEIGHTED TOTAL | 1999 | 506 25% | 1493 75% |
| YES | 393 20% | 210 42% | 183 12% |
| NO | 1590 80% | 293 58% | 1297 87% |
| DON'T KNOW | 16 1% | 3 1% | 13 1% |