



GfK NOP

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%



GfK NOP

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	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%



GfK NOP

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	TV REGION										
		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%



GfK NOP

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	MARITAL STATUS			WORKING STATUS		
		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
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	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
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	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%



GfK NOP

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	MARITAL STATUS			WORKING STATUS		
		MARRIED /LIVING AS MARRIED	SINGLE	WIDOW -ED/ DIVORC -ED/ SEPA- RATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	1498	883 59%	330 22%	285 19%	547 37%	222 15%	729 49%
WEIGHTED TOTAL	1493	871 58%	332 22%	290 19%	573 38%	231 15%	689 46%
NOT INTERESTED IN SPORTS	569 38%	352 40%	134 41%	82 28%	245 43%	103 44%	221 32%
TOO FAR AWAY TO TRAVEL TO	346 23%	210 24%	69 21%	66 23%	141 25%	49 21%	155 22%
COST/ TOO EXPENSIVE	259 17%	150 17%	53 16%	56 19%	94 16%	61 26%	103 15%
CONCERNS ABOUT SECURITY	25 2%	13 1%	9 3%	3 1%	12 2%	2 1%	10 2%
OTHER	498 33%	268 31%	109 33%	121 42%	156 27%	58 25%	285 41%
DON'T KNOW	28 2%	14 2%	12 4%	3 1%	11 2%	6 3%	12 2%

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

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

**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			
		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%



GfK NOP

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

**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	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	430 22%	30 18%	13 13%	39 19%	23 14%	32 22%	34 19%	11 12%	18 23%	81 33%	110 28%	35 20%	5 8%
NO	1466 73%	129 79%	84 86%	159 76%	129 77%	106 74%	137 77%	79 81%	56 73%	147 59%	265 68%	130 77%	45 80%
DON'T KNOW	102 5%	5 3%	1 1%	11 5%	16 10%	5 4%	7 4%	7 7%	3 4%	20 8%	16 4%	5 3%	7 12%



GfK NOP

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

**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	TV REGION										
		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	430 22%	30 17%	11 13%	40 18%	29 16%	56 19%	24 13%	41 28%	134 32%	44 26%	16 28%	5 8%
NO	1466 73%	146 81%	75 86%	176 77%	136 75%	223 76%	150 83%	99 68%	260 62%	113 68%	42 71%	45 80%
DON'T KNOW	102 5%	5 3%	1 1%	12 5%	16 9%	13 5%	8 4%	6 4%	25 6%	9 6%	1 2%	7 12%



GfK NOP

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

**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	MARITAL STATUS			WORKING STATUS		
		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	430 22%	246 21%	123 25%	61 18%	211 25%	59 18%	161 20%
NO	1466 73%	877 75%	333 69%	256 75%	619 72%	244 76%	604 74%
DON'T KNOW	102 5%	51 4%	27 5%	25 7%	31 4%	17 5%	55 7%

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

**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	GOING TO THE 2012 OLYMPICS	
		YES	NO
UNWEIGHTED TOTAL	1999	501 25%	1498 75%
WEIGHTED TOTAL	1999	506 25%	1493 75%
YES	430 22%	205 40%	226 15%
NO	1466 73%	276 55%	1190 80%
DON'T KNOW	102 5%	25 5%	77 5%

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	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	393 20%	226 23%	167 16%	79 33%	82 27%	94 24%	59 18%	32 11%	47 11%	102 24%	115 19%	90 21%	86 16%
NO	1590 80%	737 76%	853 83%	160 66%	225 72%	293 75%	269 82%	271 89%	373 88%	313 75%	493 81%	334 78%	450 83%
DON'T KNOW	16 1%	9 1%	7 1%	3 1%	3 1%	3 1%	1 *	1 *	5 1%	1 *	2 *	4 1%	9 2%



GfK NOP

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	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	393 20%	36 22%	13 14%	45 22%	27 16%	28 19%	30 17%	17 18%	17 23%	73 29%	68 17%	27 16%	12 21%
NO	1590 80%	128 78%	85 86%	163 78%	139 83%	115 80%	148 83%	81 82%	57 75%	169 68%	320 82%	142 84%	44 79%
DON'T KNOW	16 1%	- -	- -	- -	1 1%	1 1%	1 *	- -	2 3%	7 3%	3 1%	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	TV REGION										
		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	393 20%	40 22%	9 10%	50 22%	28 15%	54 19%	30 16%	28 19%	109 26%	23 14%	10 18%	12 21%
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 *	2 1%	9 2%	* *	- -	- -



GfK NOP

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	MARITAL STATUS			WORKING STATUS		
		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	393 20%	233 20%	121 25%	39 12%	210 24%	56 18%	127 15%
NO	1590 80%	932 79%	356 74%	302 88%	646 75%	263 82%	681 83%
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%