

DEMOGRAPHICS

	Gender			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Count	20161	12927	7234	318	1934	3118	4642	5666	4519
%	100%	64%	36%	2%	10%	15%	23%	28%	22%

DEMOGRAPHICS

	ITV Region								
	LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)	Granada/Bord er (North West)	Tyne Tees (North East)
Count	3213	2883	1844	837	1144	1984	1779	1876	758
%	16%	14%	9%	4%	6%	10%	9%	9%	4%

DEMOGRAPHICS

	ITV Region			SEG			
	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)	AB	C1	C2	DE
Count	1692	1756	351	9250	6441	2853	1490
%	8%	9%	2%	46%	32%	14%	7%

Which of the following statements about this summer's Olympic and Paralympic Games, apply to you:

			Gender			Age					
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I will be attending one or more official Olympic events this summer	Yes	Count	1651	1003	648	31	242	353	437	393	203
		%	8%	8%	9%	10%	13%	11%	9%	7%	5%
	No	Count	18397	11873	6524	284	1686	2742	4180	5241	4291
		%	92%	92%	91%	90%	87%	89%	91%	93%	95%
I will be attending one or more official Paralympic events this summer	Yes	Count	470	259	211	13	59	96	121	127	59
		%	2%	2%	3%	4%	3%	3%	3%	2%	1%
	No	Count	19181	12374	6807	295	1815	2911	4380	5418	4388
		%	98%	98%	97%	96%	97%	97%	97%	98%	99%

Which of the following statements about this summer's Olympic and Paralympic Games, apply to you:

			ITV Region					
			LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)
I will be attending one or more official Olympic events this summer	Yes	Count	517	285	130	40	76	197
		%	16%	10%	7%	5%	7%	10%
	No	Count	2670	2582	1704	790	1064	1775
		%	84%	90%	93%	95%	93%	90%
I will be attending one or more official Paralympic events this summer	Yes	Count	184	84	38	14	22	59
		%	6%	3%	2%	2%	2%	3%
	No	Count	2912	2703	1761	807	1096	1878
		%	94%	97%	98%	98%	98%	97%

Which of the following statements about this summer's Olympic and Paralympic Games, apply to you:

			ITV Region					
			Yorkshire (Yorkshire & Humberside)	Granada/Bord er (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
I will be attending one or more official Olympic events this summer	Yes	Count	75	99	34	144	50	10
		%	4%	5%	4%	9%	3%	3%
	No	Count	1694	1768	722	1538	1700	338
		%	96%	95%	96%	91%	97%	97%
I will be attending one or more official Paralympic events this summer	Yes	Count	12	11	6	31	7	4
		%	1%	1%	1%	2%	0%	1%
	No	Count	1735	1827	740	1606	1722	344
		%	99%	99%	99%	98%	100%	99%

Which of the following statements about this summer's Olympic and Paralympic Games, apply to you:

			SEG			
			AB	C1	C2	DE
I will be attending one or more official Olympic events this summer	Yes	Count	992	513	109	43
		%	11%	8%	4%	3%
	No	Count	8213	5891	2727	1437
		%	89%	92%	96%	97%
I will be attending one or more official Paralympic events this summer	Yes	Count	267	142	37	24
		%	3%	2%	1%	2%
	No	Count	8731	6129	2748	1446
		%	97%	98%	99%	98%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I have already planned and booked my travel to the event(s)	Count	298	190	108	4	29	61	89	75	42
	%	16%	17%	14%	11%	11%	15%	19%	17%	18%
I have researched travel options but have not booked anything yet	Count	510	309	201	11	58	121	130	122	71
	%	28%	28%	27%	30%	21%	30%	27%	27%	30%
I have not yet thought about how I will get to the event(s)	Count	558	311	247	11	122	127	126	123	53
	%	30%	28%	33%	30%	45%	32%	26%	28%	23%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	658	376	282	12	96	143	173	155	83
	%	35%	34%	38%	32%	36%	36%	36%	35%	35%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	767	433	334	13	115	173	183	185	98
	%	41%	39%	45%	35%	43%	43%	38%	42%	42%
I will use my car/motorcycle for part of the journey and then switch to public transport	Count	515	320	195	12	63	98	140	137	69
	%	28%	29%	26%	32%	23%	25%	29%	31%	29%
I will use my car/motorcycle for part of the journey and then use park and ride	Count	118	85	33	1	9	26	34	29	19
	%	6%	8%	4%	3%	3%	7%	7%	7%	8%
I expect that the events in London will not provide any car parking	Count	635	379	256	11	118	125	162	143	79
	%	34%	34%	34%	30%	44%	31%	34%	32%	34%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
I have already planned and booked my travel to the event(s)	Count	52	34	43	5	21	26	26
	%	9%	11%	28%	11%	24%	12%	31%
I have researched travel options but have not booked anything yet	Count	140	84	47	12	25	81	20
	%	24%	26%	31%	26%	28%	37%	24%
I have not yet thought about how I will get to the event(s)	Count	192	118	31	13	23	67	17
	%	33%	37%	21%	28%	26%	31%	20%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	240	112	59	11	23	87	30
	%	41%	35%	39%	23%	26%	40%	36%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	362	114	37	8	17	89	19
	%	62%	36%	25%	17%	19%	41%	23%
I will use my car/motorcycle for part of the journey and then switch to public transport	Count	90	105	65	18	34	81	33
	%	15%	33%	43%	38%	39%	37%	39%
I will use my car/motorcycle for part of the journey and then use park and ride	Count	21	24	12	3	8	12	8
	%	4%	8%	8%	6%	9%	5%	10%
I expect that the events in London will not provide any car parking	Count	223	123	51	11	34	70	20
	%	38%	39%	34%	23%	39%	32%	24%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
I have already planned and booked my travel to the event(s)	Count	25	10	31	21	6
	%	24%	26%	20%	39%	50%
I have researched travel options but have not booked anything yet	Count	31	10	44	14	3
	%	30%	26%	28%	26%	25%
I have not yet thought about how I will get to the event(s)	Count	29	9	49	11	2
	%	28%	24%	31%	20%	17%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	26	10	43	16	5
	%	25%	26%	27%	30%	42%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	32	11	47	25	5
	%	30%	29%	30%	46%	42%
I will use my car/motorcycle for part of the journey and then switch to public transport	Count	26	13	45	5	3
	%	25%	34%	29%	9%	25%
I will use my car/motorcycle for part of the journey and then use park and ride	Count	5	2	17	5	1
	%	5%	5%	11%	9%	8%
I expect that the events in London will not provide any car parking	Count	29	12	46	14	5
	%	28%	32%	29%	26%	42%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		SEG			
		AB	C1	C2	DE
I have already planned and booked my travel to the event(s)	Count	167	93	28	12
	%	15%	16%	22%	21%
I have researched travel options but have not booked anything yet	Count	298	159	37	15
	%	27%	27%	28%	26%
I have not yet thought about how I will get to the event(s)	Count	347	172	30	13
	%	32%	30%	23%	23%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	409	198	35	17
	%	37%	34%	27%	30%
I am aware that London 2012 provides detailed journey planning information/tools on its website	Count	465	234	41	26
	%	43%	40%	32%	46%
I will use my car/motorcycle for part of the journey and then switch to public transport	Count	324	157	29	8
	%	30%	27%	22%	14%
I will use my car/motorcycle for part of the journey and then use park and ride	Count	59	44	11	4
	%	5%	8%	8%	7%
I expect that the events in London will not provide any car parking	Count	398	200	24	14
	%	36%	34%	18%	25%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I expect most venues to have onsite parking	Count	83	54	29	2	8	19	15	25	15
	%	4%	5%	4%	5%	3%	5%	3%	6%	6%
I don't expect to be able to park at most venues	Count	850	519	331	15	144	184	219	203	92
	%	46%	47%	44%	41%	53%	46%	46%	46%	39%
None of the above	Count	50	29	21	0	2	9	15	14	10
	%	3%	3%	3%	0%	1%	2%	3%	3%	4%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
I expect most venues to have onsite parking	Count	22	12	4	3	5	8	8
	%	4%	4%	3%	6%	6%	4%	10%
I don't expect to be able to park at most venues	Count	288	159	68	13	45	90	37
	%	49%	50%	45%	28%	51%	41%	44%
None of the above	Count	12	7	11	3	4	4	0
	%	2%	2%	7%	6%	5%	2%	0%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
I expect most venues to have onsite parking	Count	4	3	10	4	1
	%	4%	8%	6%	7%	8%
I don't expect to be able to park at most venues	Count	42	19	66	22	7
	%	40%	50%	42%	41%	58%
None of the above	Count	3	1	4	1	0
	%	3%	3%	3%	2%	0%

Thinking of this summer's Olympics, which of the following statements, if any, apply to you: (Please tick all that apply) [ALL THOSE ATTENDING THE OLYMPIC OR PARAOLYMPIC GAMES]

		SEG			
		AB	C1	C2	DE
I expect most venues to have onsite parking	Count	49	23	7	4
	%	4%	4%	5%	7%
I don't expect to be able to park at most venues	Count	515	284	39	17
	%	47%	49%	30%	30%
None of the above	Count	24	14	8	2
	%	2%	2%	6%	4%

Please select the statements below which apply to you:

			Gender			Age					
			Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I live or work in Greater London	Yes	Count	2134	1355	779	39	290	408	539	537	325
		%	12%	12%	13%	14%	17%	15%	14%	11%	9%
	No	Count	15125	9699	5426	246	1457	2353	3451	4212	3430
		%	88%	88%	87%	86%	83%	85%	86%	89%	91%
I live or work in a town/city outside Greater London that is hosting official Olympic events	Yes	Count	2050	1310	740	42	276	357	505	507	367
		%	12%	12%	12%	15%	16%	13%	13%	11%	10%
	No	Count	14871	9523	5348	240	1444	2342	3402	4152	3316
		%	88%	88%	88%	85%	84%	87%	87%	89%	90%
I don't live or work in an area which is involved with any official Olympic events	Yes	Count	13164	8359	4805	210	1239	2050	3040	3810	2838
		%	70%	70%	72%	71%	68%	70%	71%	73%	68%
	No	Count	5526	3646	1880	87	585	859	1224	1435	1341
		%	30%	30%	28%	29%	32%	30%	29%	27%	32%

Please select the statements below which apply to you:

			ITV Region					
			LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)
I live or work in Greater London	Yes	Count	1827	151	17	8	8	71
		%	64%	6%	1%	1%	1%	4%
	No	Count	1032	2255	1560	699	966	1601
		%	36%	94%	99%	99%	99%	96%
I live or work in a town/city outside Greater London that is hosting official Olympic events	Yes	Count	527	234	95	110	79	122
		%	22%	10%	6%	15%	8%	7%
	No	Count	1845	2169	1488	617	905	1548
		%	78%	90%	94%	85%	92%	93%
I don't live or work in an area which is involved with any official Olympic events	Yes	Count	942	2062	1439	579	834	1475
		%	40%	74%	80%	73%	75%	77%
	No	Count	1426	706	366	216	279	435
		%	60%	26%	20%	27%	25%	23%

Please select the statements below which apply to you:

			ITV Region					
			Yorkshire (Yorkshire & Humberside)	Granada/Bord er (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
I live or work in Greater London	Yes	Count	13	2	3	17	5	1
		%	1%	0%	0%	1%	0%	0%
	No	Count	1513	1613	630	1415	1525	287
		%	99%	100%	100%	99%	100%	100%
I live or work in a town/city outside Greater London that is hosting official Olympic events	Yes	Count	75	259	146	244	149	8
		%	5%	16%	22%	17%	10%	3%
	No	Count	1452	1400	510	1226	1399	281
		%	95%	84%	78%	83%	90%	97%
I don't live or work in an area which is involved with any official Olympic events	Yes	Count	1346	1280	471	1136	1323	262
		%	77%	72%	67%	71%	77%	76%
	No	Count	395	506	234	468	385	85
		%	23%	28%	33%	29%	23%	24%

Please select the statements below which apply to you:

			SEG			
			AB	C1	C2	DE
I live or work in Greater London	Yes	Count	1174	666	212	81
		%	15%	12%	9%	6%
	No	Count	6681	4910	2251	1176
		%	85%	88%	91%	94%
I live or work in a town/city outside Greater London that is hosting official Olympic events	Yes	Count	927	707	286	122
		%	12%	13%	12%	10%
	No	Count	6685	4790	2172	1123
		%	88%	87%	88%	90%
I don't live or work in an area which is involved with any official Olympic events	Yes	Count	6047	4314	1819	917
		%	71%	72%	68%	65%
	No	Count	2456	1677	851	485
		%	29%	28%	32%	35%

Please tick any of the following statements that apply to you:

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
I am looking forward to the Olympics	Count	8225	5181	3044	159	855	1352	1874	2113	1895
	%	41%	40%	42%	50%	44%	44%	41%	37%	42%
I am looking forward to the Olympics but I am concerned about possible travel disruption during the games	Count	2937	1905	1032	84	379	477	632	740	633
	%	15%	15%	14%	26%	20%	15%	14%	13%	14%
I think the transport system will cope	Count	2577	1914	663	43	250	368	573	703	646
	%	13%	15%	9%	14%	13%	12%	12%	12%	14%
I shall be working from home for some/all of the period to avoid possible travel disruption	Count	921	679	242	9	88	167	270	257	131
	%	5%	5%	3%	3%	5%	5%	6%	5%	3%
I shall be going away (UK or abroad) for some/all of the period to avoid possible travel disruption	Count	1169	820	349	15	80	139	230	374	328
	%	6%	6%	5%	5%	4%	4%	5%	7%	7%
I expect road conditions in and around London to be bad during the games	Count	10938	7184	3754	212	1182	1700	2445	3036	2386
	%	55%	56%	52%	67%	61%	55%	53%	54%	53%
I expect public transport in London to be very busy during the games	Count	12283	7967	4316	230	1344	1922	2764	3379	2672
	%	61%	62%	60%	73%	70%	62%	60%	60%	59%
I will be going to work as normal but expect my commuting time to increase significantly	Count	1319	917	402	31	220	296	392	314	67
	%	7%	7%	6%	10%	11%	10%	8%	6%	1%
None of the above	Count	4668	2926	1742	42	299	641	1108	1420	1162
	%	23%	23%	24%	13%	16%	21%	24%	25%	26%

Please tick any of the following statements that apply to you:

		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
I am looking forward to the Olympics	Count	1254	1252	772	347	470	843	726
	%	39%	43%	42%	42%	41%	43%	41%
I am looking forward to the Olympics but I am concerned about possible travel disruption during the games	Count	1038	528	193	77	127	362	129
	%	32%	18%	11%	9%	11%	18%	7%
I think the transport system will cope	Count	526	467	239	84	117	281	198
	%	16%	16%	13%	10%	10%	14%	11%
I shall be working from home for some/all of the period to avoid possible travel disruption	Count	382	189	50	22	25	92	31
	%	12%	7%	3%	3%	2%	5%	2%
I shall be going away (UK or abroad) for some/all of the period to avoid possible travel disruption	Count	382	164	96	28	46	109	83
	%	12%	6%	5%	3%	4%	6%	5%
I expect road conditions in and around London to be bad during the games	Count	2309	1866	968	390	617	1261	818
	%	72%	65%	53%	47%	54%	64%	46%
I expect public transport in London to be very busy during the games	Count	2646	2104	1074	437	673	1414	896
	%	82%	73%	58%	53%	59%	71%	51%
I will be going to work as normal but expect my commuting time to increase significantly	Count	701	219	37	23	40	110	34
	%	22%	8%	2%	3%	4%	6%	2%
None of the above	Count	181	404	479	256	286	331	549
	%	6%	14%	26%	31%	25%	17%	31%

Please tick any of the following statements that apply to you:

		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
I am looking forward to the Olympics	Count	777	282	749	613	146
	%	42%	38%	45%	35%	42%
I am looking forward to the Olympics but I am concerned about possible travel disruption during the games	Count	137	47	212	68	17
	%	7%	6%	13%	4%	5%
I think the transport system will cope	Count	187	77	246	121	29
	%	10%	10%	15%	7%	8%
I shall be working from home for some/all of the period to avoid possible travel disruption	Count	34	9	57	14	4
	%	2%	1%	3%	1%	1%
I shall be going away (UK or abroad) for some/all of the period to avoid possible travel disruption	Count	83	36	69	49	9
	%	4%	5%	4%	3%	3%
I expect road conditions in and around London to be bad during the games	Count	820	323	915	503	116
	%	44%	43%	54%	29%	33%
I expect public transport in London to be very busy during the games	Count	899	376	1003	600	135
	%	48%	50%	60%	35%	39%
I will be going to work as normal but expect my commuting time to increase significantly	Count	42	9	75	18	4
	%	2%	1%	4%	1%	1%
None of the above	Count	609	246	378	793	146
	%	33%	33%	22%	46%	42%

Please tick any of the following statements that apply to you:

		SEG			
		AB	C1	C2	DE
I am looking forward to the Olympics	Count	4043	2581	1029	524
	%	44%	40%	36%	35%
I am looking forward to the Olympics but I am concerned about possible travel disruption during the games	Count	1506	921	337	166
	%	16%	14%	12%	11%
I think the transport system will cope	Count	1339	771	302	148
	%	15%	12%	11%	10%
I shall be working from home for some/all of the period to avoid possible travel disruption	Count	632	230	34	22
	%	7%	4%	1%	1%
I shall be going away (UK or abroad) for some/all of the period to avoid possible travel disruption	Count	659	312	118	70
	%	7%	5%	4%	5%
I expect road conditions in and around London to be bad during the games	Count	5325	3506	1372	672
	%	58%	55%	48%	45%
I expect public transport in London to be very busy during the games	Count	6073	3959	1459	728
	%	66%	62%	52%	49%
I will be going to work as normal but expect my commuting time to increase significantly	Count	598	450	212	52
	%	6%	7%	7%	4%
None of the above	Count	1756	1522	868	483
	%	19%	24%	31%	33%