

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 1

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?  
How far do you agree or disagree with each of them?**

**Summary****Base: All respondents**

	Statements				
	It will improve Britain's standing in the eyes of the world	It will make the country feel a greater sense of pride in Britain	It will benefit British business	It will show that Britain is capable of completing large scale projects on time and on budget	It represents a waste of time and money in the current economic climate
Unweighted base	2052	2052	2052	2052	2052
Weighted base	2052	2052	2052	2052	2052
NET: Agree	1051 51%	1228 60%	1408 69%	1266 62%	815 40%
Strongly agree (+2)	259 13%	369 18%	445 22%	429 21%	397 19%
Somewhat agree (+1)	792 39%	860 42%	962 47%	837 41%	418 20%
Neither agree nor disagree (0)	617 30%	439 21%	380 19%	447 22%	417 20%
Somewhat disagree (-1)	213 10%	218 11%	134 7%	160 8%	422 21%
Strongly disagree (-2)	111 5%	119 6%	76 4%	119 6%	332 16%
NET: Disagree	324 16%	337 16%	211 10%	279 14%	755 37%
Don't know	59 3%	48 2%	54 3%	60 3%	65 3%
Mean	0.44	0.57	0.78	0.65	0.06
Standard deviation	1.03	1.09	0.99	1.09	1.37
Standard error	0.02	0.02	0.02	0.02	0.03

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Table 2

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?**

**How far do you agree or disagree with each of them?**

**It will improve Britain's standing in the eyes of the world**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
NET: Agree	1051	526	525	120	192	210	168	153	208	316	312	194	230	79	46	118	88	102	85	47	100	167	133	87	200	438	
	51%	52%	50%	49%	59%	54%	48%	50%	48%	57%	52%	45%	49%	44%	50%	49%	48%	54%	53%	43%	52%	65%	51%	47%	60%	53%	
Strongly agree	(+2)	259	139	120	41	50	54	32	40	42	75	81	46	57	20	14	29	25	28	23	7	18	46	23	27	46	118
		13%	14%	12%	17%	15%	14%	9%	13%	10%	14%	14%	11%	12%	11%	15%	12%	14%	15%	14%	6%	9%	18%	9%	15%	14%	14%
Somewhat agree	(+1)	792	387	405	79	143	156	136	113	166	241	231	147	173	58	32	89	63	74	62	40	82	121	110	60	154	320
		39%	38%	39%	32%	43%	40%	39%	37%	38%	43%	39%	34%	37%	33%	34%	37%	35%	39%	37%	43%	47%	42%	32%	47%	39%	
Neither agree nor disagree	(0)	617	282	335	77	88	110	105	100	136	153	177	140	146	47	26	79	62	61	44	40	60	54	86	58	64	246
		30%	28%	32%	31%	27%	28%	30%	33%	28%	30%	32%	31%	26%	28%	33%	34%	32%	27%	37%	31%	21%	33%	31%	19%	30%	
Somewhat disagree	(-1)	213	120	93	26	23	41	47	31	45	54	58	57	45	31	10	25	16	17	22	10	16	16	28	23	44	79
		10%	12%	9%	10%	7%	11%	13%	10%	10%	10%	10%	13%	9%	17%	11%	10%	9%	9%	14%	9%	8%	6%	10%	12%	13%	10%
Strongly disagree	(-2)	111	59	52	6	11	23	19	16	37	23	25	32	31	17	7	10	10	5	5	5	14	14	12	13	14	38
		5%	6%	5%	3%	3%	6%	5%	5%	9%	4%	4%	7%	7%	10%	7%	4%	6%	3%	3%	5%	7%	6%	4%	7%	4%	5%
NET: Disagree		324	179	146	32	34	64	66	47	82	77	83	89	76	48	17	35	26	22	27	15	30	30	39	36	57	117
		16%	18%	14%	13%	10%	16%	19%	15%	19%	14%	14%	21%	16%	27%	18%	14%	14%	12%	17%	13%	16%	12%	15%	19%	17%	14%
Don't know		59	19	40	17	14	6	10	8	4	8	23	9	20	5	4	9	5	4	5	7	2	7	5	6	10	18
		3%	2%	4%	7%	4%	1%	3%	2%	1%	1%	4%	2%	4%	3%	4%	4%	3%	2%	3%	6%	1%	3%	2%	3%	3%	2%
Mean		0.44	0.43	0.45	0.54	0.63	0.46	0.34	0.43	0.31	0.53	0.50	0.28	0.40	0.19	0.42	0.44	0.43	0.55	0.49	0.34	0.39	0.67	0.41	0.36	0.54	0.50
Standard deviation		1.03	1.06	0.99	1.00	0.95	1.05	1.01	1.02	1.07	0.99	1.00	1.07	1.05	1.16	1.12	0.98	1.03	0.95	1.01	0.92	1.02	1.03	0.95	1.10	1.03	1.01
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.07	0.05	0.09	0.11	0.06	0.08	0.07	0.08	0.09	0.08	0.07	0.06	0.08	0.06	0.04

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Absolutes/col percents

Table 3

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?**

**How far do you agree or disagree with each of them?**

**It will make the country feel a greater sense of pride in Britain**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
NET: Agree	1228	590	639	156	201	241	205	186	239	352	372	231	273	93	47	155	103	114	104	62	114	168	159	111	213	520	
	60%	59%	61%	63%	61%	62%	59%	60%	56%	64%	63%	54%	58%	52%	50%	64%	57%	60%	65%	57%	59%	65%	60%	59%	64%	63%	
Strongly agree	(+2)	369	178	191	57	67	77	47	55	66	106	111	71	80	26	12	40	29	45	36	12	34	52	45	38	55	159
		18%	18%	18%	23%	20%	20%	14%	18%	15%	19%	19%	16%	17%	14%	13%	16%	16%	24%	23%	11%	18%	20%	17%	20%	17%	19%
Somewhat agree	(+1)	860	412	448	99	135	165	157	131	173	246	261	160	193	67	35	115	73	69	68	50	80	116	114	73	157	361
		42%	41%	43%	40%	41%	42%	45%	43%	40%	44%	44%	37%	41%	38%	37%	48%	40%	36%	43%	46%	42%	45%	43%	39%	48%	44%
Neither agree nor disagree	(0)	439	207	231	49	72	85	77	57	98	115	114	98	111	30	27	45	49	54	20	23	49	44	68	32	48	167
		21%	21%	22%	20%	22%	22%	22%	19%	23%	21%	19%	23%	24%	17%	29%	19%	27%	28%	12%	21%	25%	17%	26%	17%	15%	20%
Somewhat disagree	(-1)	218	121	97	16	37	34	35	40	56	57	68	56	37	33	11	19	14	17	20	14	16	24	21	28	47	76
		11%	12%	9%	6%	11%	9%	10%	13%	13%	10%	11%	13%	8%	18%	12%	8%	8%	9%	13%	13%	8%	9%	8%	15%	14%	9%
Strongly disagree	(-2)	119	68	52	9	12	21	25	19	33	26	25	37	31	17	6	14	10	4	10	8	12	14	11	11	16	43
		6%	7%	5%	4%	4%	5%	7%	6%	8%	5%	4%	9%	6%	10%	7%	6%	6%	2%	7%	7%	6%	6%	4%	6%	5%	5%
NET: Disagree		337	188	148	25	49	55	60	58	90	83	93	93	68	50	17	33	24	21	31	22	28	38	33	39	63	119
		16%	19%	14%	10%	15%	14%	17%	19%	21%	15%	16%	22%	14%	28%	19%	14%	13%	11%	19%	20%	15%	15%	12%	21%	19%	15%
Don't know		48	20	28	16	6	8	7	7	4	4	16	8	20	5	2	8	5	1	5	3	2	9	3	5	6	13
		2%	2%	3%	7%	2%	2%	2%	2%	1%	1%	3%	2%	4%	3%	2%	4%	3%	*	3%	2%	1%	3%	1%	3%	2%	2%
Mean		0.57	0.52	0.62	0.78	0.64	0.63	0.49	0.55	0.43	0.64	0.63	0.40	0.56	0.29	0.39	0.64	0.56	0.70	0.64	0.41	0.56	0.67	0.62	0.54	0.58	0.64
Standard deviation		1.09	1.13	1.05	1.02	1.05	1.07	1.08	1.12	1.14	1.05	1.06	1.17	1.08	1.22	1.08	1.05	1.05	1.00	1.17	1.10	1.08	1.08	1.01	1.16	1.09	1.07
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.09	0.11	0.07	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.08	0.06	0.04

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Absolutes/col percents

Table 4

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?**

**How far do you agree or disagree with each of them?**

**It will benefit British business**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
NET: Agree	1408	688	719	170	234	286	241	200	276	388	428	283	309	123	63	169	123	135	112	67	129	182	180	123	246	590	
	69%	68%	69%	69%	71%	73%	69%	65%	64%	70%	72%	66%	65%	69%	68%	70%	68%	71%	70%	62%	67%	71%	68%	66%	74%	72%	
Strongly agree	(+2)	445	207	238	76	77	97	55	63	76	111	126	99	110	36	16	46	35	52	50	17	29	73	52	40	68	186
		22%	21%	23%	31%	24%	25%	16%	20%	18%	20%	21%	23%	23%	20%	17%	19%	20%	27%	31%	16%	15%	28%	20%	21%	21%	23%
Somewhat agree	(+1)	962	481	481	94	157	189	186	137	200	278	302	184	199	87	48	124	88	84	62	51	100	109	128	84	178	404
		47%	48%	46%	38%	48%	48%	53%	45%	46%	50%	51%	43%	42%	49%	51%	51%	49%	44%	39%	46%	52%	42%	49%	45%	54%	49%
Neither agree nor disagree	(0)	380	184	196	45	69	62	58	56	89	94	104	95	87	28	15	53	36	34	27	23	43	46	43	32	59	144
		19%	18%	19%	18%	21%	16%	17%	18%	21%	17%	17%	22%	19%	16%	16%	22%	20%	18%	17%	21%	22%	18%	16%	17%	18%	18%
Somewhat disagree	(-1)	134	73	61	14	10	15	30	24	41	46	30	32	27	11	7	5	11	15	14	9	12	12	22	18	10	44
		7%	7%	6%	6%	3%	4%	9%	8%	10%	8%	5%	7%	6%	6%	7%	2%	6%	8%	9%	8%	6%	5%	8%	9%	3%	5%
Strongly disagree	(-2)	76	42	34	-	8	19	16	16	18	17	16	16	28	11	4	6	5	2	4	6	5	8	14	11	9	30
		4%	4%	3%	-	3%	5%	4%	5%	4%	3%	3%	4%	6%	6%	5%	3%	3%	1%	3%	5%	3%	3%	5%	6%	3%	4%
NET: Disagree		211	115	96	14	18	34	46	40	59	63	46	48	54	22	11	11	15	17	18	15	18	21	36	28	19	73
		10%	11%	9%	6%	6%	9%	13%	13%	14%	11%	8%	11%	12%	12%	12%	8%	9%	11%	13%	9%	8%	14%	15%	6%	9%	
Don't know		54	18	35	16	7	8	4	12	6	9	17	6	21	5	3	7	7	3	3	4	3	10	4	4	7	11
		3%	2%	3%	7%	2%	2%	1%	4%	1%	2%	3%	1%	5%	3%	4%	3%	4%	1%	2%	4%	1%	4%	2%	2%	2%	1%
Mean		0.78	0.75	0.82	1.01	0.88	0.87	0.68	0.70	0.65	0.77	0.85	0.75	0.75	0.73	0.71	0.84	0.80	0.90	0.89	0.61	0.71	0.91	0.70	0.68	0.89	0.83
Standard deviation		0.99	1.01	0.97	0.88	0.90	1.00	0.99	1.06	1.02	0.97	0.91	1.01	1.08	1.06	1.00	0.86	0.92	0.94	1.04	1.03	0.90	0.98	1.05	1.09	0.87	0.96
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.08	0.05	0.04

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Absolutes/col percents

Table 5

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?**

**How far do you agree or disagree with each of them?**

**It will show that Britain is capable of completing large scale projects on time and on budget**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
NET: Agree	1266	647	619	134	186	253	219	195	279	368	371	258	270	101	54	160	111	114	104	69	119	165	163	105	219	506	
	62%	64%	59%	54%	57%	65%	63%	63%	65%	66%	62%	60%	57%	57%	59%	66%	61%	60%	65%	63%	62%	64%	62%	56%	66%	62%	
Strongly agree	(+2)	429	242	187	38	68	90	63	78	91	130	119	87	93	26	16	50	37	44	43	21	36	65	62	29	74	180
		21%	24%	18%	15%	21%	23%	18%	25%	21%	23%	20%	20%	20%	14%	17%	21%	21%	23%	27%	19%	19%	25%	24%	16%	22%	22%
Somewhat agree	(+1)	837	405	432	96	118	163	156	117	188	239	251	170	176	76	38	110	73	70	61	48	84	100	100	76	145	326
		41%	40%	41%	39%	36%	42%	45%	38%	44%	43%	42%	40%	37%	42%	41%	46%	41%	37%	38%	44%	44%	39%	38%	41%	44%	40%
Neither agree nor disagree	(0)	447	198	248	62	77	87	73	67	81	116	119	101	112	38	20	48	40	54	34	19	43	47	57	45	61	185
		22%	20%	24%	25%	23%	22%	21%	22%	21%	20%	23%	24%	21%	22%	20%	22%	29%	21%	18%	22%	18%	22%	24%	19%	23%	
Somewhat disagree	(-1)	160	72	88	25	35	20	22	22	36	35	60	33	31	19	7	18	16	8	10	10	18	15	24	16	22	67
		8%	7%	8%	10%	11%	5%	6%	7%	8%	6%	10%	8%	7%	11%	7%	7%	9%	4%	6%	9%	10%	6%	9%	8%	7%	8%
Strongly disagree	(-2)	119	64	55	8	18	24	24	19	27	24	28	28	39	15	8	10	7	5	6	7	9	19	20	13	19	44
		6%	6%	5%	3%	5%	6%	7%	6%	6%	4%	5%	6%	8%	9%	8%	4%	4%	3%	4%	7%	5%	7%	8%	7%	6%	5%
NET: Disagree		279	136	143	33	53	44	46	41	63	59	89	61	70	35	15	28	23	13	16	17	27	33	44	29	41	111
		14%	14%	14%	13%	16%	11%	13%	15%	11%	15%	14%	15%	20%	16%	11%	13%	7%	10%	15%	14%	13%	17%	15%	12%	14%	
Don't know		60	24	36	17	12	7	11	5	7	10	17	12	20	4	3	5	8	8	6	4	3	12	-	8	8	18
		3%	2%	3%	7%	4%	2%	3%	2%	2%	3%	3%	3%	4%	2%	4%	2%	4%	4%	3%	3%	2%	5%	-	4%	3%	2%
Mean		0.65	0.70	0.60	0.57	0.58	0.72	0.63	0.70	0.66	0.76	0.65	0.61	0.56	0.44	0.54	0.73	0.68	0.77	0.81	0.63	0.63	0.73	0.61	0.52	0.72	0.66
Standard deviation		1.09	1.11	1.05	1.00	1.11	1.07	1.08	1.12	1.10	1.03	1.07	1.10	1.15	1.14	1.14	1.01	1.04	0.96	1.04	1.11	1.04	1.14	1.16	1.09	1.08	1.08
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.09	0.12	0.07	0.08	0.07	0.08	0.11	0.08	0.08	0.07	0.08	0.06	0.04

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### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 6

**Q.1 Here are a list of statements about the Summer Olympics being held in London this coming summer?**

**How far do you agree or disagree with each of them?**

**It represents a waste of time and money in the current economic climate**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
NET: Agree	815	393	422	79	135	149	131	125	195	222	238	167	188	81	42	88	74	63	56	44	77	98	103	91	125	328	
	40%	39%	40%	32%	41%	38%	38%	41%	45%	40%	40%	39%	40%	45%	45%	36%	41%	33%	35%	41%	40%	38%	39%	48%	38%	40%	
Strongly agree	(+2)	397	214	183	26	55	72	79	57	107	115	89	78	34	24	34	30	30	35	22	38	59	45	46	60	151	
		19%	21%	18%	11%	17%	19%	23%	19%	21%	19%	21%	17%	19%	25%	14%	17%	16%	22%	21%	20%	23%	17%	25%	18%	18%	
Somewhat agree	(+1)	418	180	239	52	80	77	52	68	89	107	123	78	110	47	18	54	44	33	22	38	39	57	44	64	178	
		20%	18%	23%	21%	24%	20%	15%	22%	21%	19%	21%	18%	23%	26%	20%	22%	24%	17%	14%	20%	20%	15%	22%	24%	19%	22%
Neither agree nor disagree	(0)	417	189	228	59	72	94	78	56	58	96	121	101	99	30	20	58	49	43	35	21	47	40	51	24	180	
		20%	19%	22%	24%	22%	24%	22%	18%	13%	17%	20%	23%	21%	17%	21%	24%	27%	22%	22%	19%	24%	16%	19%	13%	20%	22%
Somewhat disagree	(-1)	422	210	213	44	70	75	72	62	99	132	111	87	92	40	17	50	34	42	34	23	32	47	66	38	168	
		21%	21%	20%	18%	21%	19%	21%	20%	23%	24%	19%	20%	19%	22%	18%	21%	19%	22%	22%	21%	17%	18%	25%	20%	22%	21%
Strongly disagree	(-2)	332	185	147	37	35	61	64	62	73	98	113	53	69	23	10	40	18	34	30	15	36	61	37	29	129	
		16%	18%	14%	15%	11%	16%	18%	20%	17%	18%	19%	12%	15%	13%	10%	17%	10%	18%	19%	14%	19%	23%	14%	15%	18%	16%
NET: Disagree		755	395	360	80	106	136	136	124	172	230	223	140	161	63	26	91	51	76	64	38	68	107	103	67	297	
		37%	39%	34%	33%	32%	35%	39%	40%	40%	42%	38%	33%	34%	35%	28%	38%	28%	40%	40%	35%	36%	42%	39%	36%	40%	36%
Don't know		65	28	37	28	16	10	4	2	5	6	13	23	24	5	4	5	7	9	4	5	1	13	7	6	9	14
		3%	3%	4%	12%	5%	3%	1%	1%	1%	1%	2%	5%	5%	3%	5%	2%	4%	4%	2%	5%	*	5%	3%	3%	3%	2%
Mean		0.06	0.03	0.10	-0.05	0.16	0.06	0.03	-0.01	0.13	0.02	0.03	0.15	0.08	0.16	0.34	-0.04	0.20	-0.09	-0.02	0.13	0.05	-0.05	0.03	0.23	-0.02	0.07
Standard deviation		1.37	1.43	1.32	1.27	1.27	1.34	1.42	1.41	1.46	1.41	1.40	1.33	1.33	1.34	1.34	1.30	1.23	1.35	1.42	1.37	1.39	1.52	1.33	1.44	1.38	1.35
Standard error		0.03	0.05	0.04	0.09	0.07	0.07	0.08	0.08	0.07	0.05	0.06	0.09	0.06	0.10	0.14	0.08	0.09	0.10	0.11	0.13	0.10	0.10	0.08	0.11	0.08	0.05

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 7  
**Q.2 Which of the following likely Olympians from Team GB do you think is most likely to emerge as Britain's star at next year's Summer Olympic Games in London?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Tom Daley (diving)	298 15%	134 13%	164 16%	22 9%	43 13%	55 14%	51 15%	57 18%	70 16%	85 15%	80 13%	62 14%	71 15%	29 16%	18 19%	35 14%	24 13%	36 19%	19 12%	14 13%	26 14%	27 11%	41 15%	28 15%	40 12%	135 17%
Jessica Ennis (athletics)	217 11%	144 14%	72 7%	11 4%	51 16%	49 13%	39 11%	22 7%	44 10%	66 12%	55 9%	53 12%	43 9%	17 10%	7 7%	21 9%	33 18%	20 11%	12 7%	12 11%	15 8%	31 12%	30 12%	18 10%	47 14%	95 12%
Chris Hoy (cycling)	195 10%	101 10%	94 9%	20 8%	28 9%	38 10%	41 12%	29 9%	39 9%	52 9%	67 11%	45 11%	31 7%	39 22%	5 5%	34 14%	12 7%	12 6%	13 8%	6 5%	15 8%	18 7%	30 12%	10 6%	38 11%	82 10%
Mo Farah (athletics)	164 8%	120 12%	44 4%	18 7%	14 4%	37 9%	27 8%	30 10%	39 9%	52 9%	55 9%	28 6%	29 6%	9 5%	7 8%	19 8%	8 4%	12 6%	17 11%	10 9%	16 8%	22 9%	31 12%	13 7%	23 7%	68 8%
Becky Adlington (swimming)	149 7%	69 7%	80 8%	13 5%	27 8%	21 5%	31 9%	32 11%	25 6%	47 8%	41 7%	32 7%	29 6%	6 3%	8 9%	22 9%	18 10%	13 7%	22 14%	2 1%	8 4%	14 5%	18 7%	18 10%	28 9%	65 8%
Ben Ainslie (sailing)	76 4%	47 5%	29 3%	2 1%	8 2%	11 3%	11 3%	17 6%	27 6%	36 7%	18 3%	12 3%	10 2%	4 2%	4 4%	6 2%	5 3%	4 2%	4 2%	9 9%	5 3%	8 3%	13 5%	14 7%	14 4%	19 2%
Victoria Pendleton (cycling)	69 3%	40 4%	29 3%	3 1%	9 3%	21 5%	13 4%	11 3%	13 3%	21 4%	20 3%	14 3%	14 3%	4 2%	2 3%	9 4%	3 2%	2 1%	4 2%	5 5%	13 7%	13 5%	7 2%	7 4%	15 4%	29 4%
Paula Radcliffe (athletics)	59 3%	26 3%	32 3%	8 3%	21 6%	10 2%	8 2%	6 2%	6 1%	9 2%	16 3%	13 3%	21 4%	4 2%	4 4%	7 3%	4 2%	4 2%	5 3%	2 2%	4 2%	14 5%	7 3%	3 2%	12 4%	19 2%
Beth Tweddle (gymnastics)	48 2%	20 2%	28 3%	12 5%	8 2%	11 3%	4 1%	4 1%	8 2%	14 3%	14 2%	15 3%	6 1%	1 1%	- -	7 3%	6 3%	3 2%	6 4%	3 3%	7 4%	7 3%	5 2%	3 2%	6 2%	18 2%
Phillips Iidowu (athletics)	34 2%	16 2%	18 2%	4 2%	12 4%	5 1%	8 2%	2 1%	4 1%	8 1%	13 2%	4 1%	9 2%	4 2%	- -	2 1%	1 1%	3 2%	2 1%	5 4%	6 3%	6 2%	1 1%	3 2%	10 3%	16 2%
William Fox-Pitt (equestrian)	28 1%	6 1%	22 2%	2 1%	7 2%	5 1%	6 2%	6 2%	2 *	10 2%	7 1%	6 1%	4 1%	- -	4 4%	1 *	- -	5 2%	5 3%	- -	3 2%	1 *	7 3%	2 1%	9 3%	12 1%
Don't know	716 35%	282 28%	434 41%	133 54%	100 30%	126 32%	110 32%	92 30%	154 36%	153 28%	208 35%	148 34%	206 44%	60 34%	34 36%	78 32%	67 37%	75 39%	50 32%	40 37%	75 39%	97 37%	72 27%	68 36%	88 27%	262 32%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 8

**Q.3 Which of the following describes how you will follow the Olympics next summer?**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
I am planning or hope to attend an Olympic event in person	172 8%	115 11%	57 5%	29 12%	51 16%	43 11%	24 7%	11 4%	14 3%	83 15%	54 9%	17 4%	18 4%	8 4%	5 6%	10 4%	6 3%	13 7%	12 7%	8 7%	27 14%	42 16%	29 11%	11 6%	45 14%	94 12%
I won't be attending in person but I will watch Olympics events at viewing parties outdoors if they have a giant screen in a public place	129 6%	65 6%	64 6%	32 13%	38 11%	28 7%	18 5%	5 2%	8 2%	35 6%	35 6%	25 6%	34 7%	2 1%	9 10%	18 7%	7 4%	6 3%	13 8%	6 6%	2 1%	33 13%	18 7%	14 8%	32 10%	57 7%
I won't be attending in person or watch at outdoor viewing parties but I plan to watch Olympic events on TV and follow the Games through the media	1270 62%	609 61%	661 63%	140 57%	182 56%	228 58%	211 61%	215 70%	293 68%	328 59%	363 61%	287 67%	291 62%	114 64%	51 55%	165 68%	120 66%	134 71%	98 61%	70 65%	114 59%	134 52%	157 60%	112 60%	186 56%	492 60%
I will do all that I can to avoid the Olympics if possible	481 23%	217 22%	264 25%	45 18%	58 18%	91 23%	96 27%	76 25%	115 27%	108 19%	142 24%	102 24%	128 27%	55 31%	27 29%	48 20%	48 26%	36 19%	36 23%	25 23%	49 26%	48 19%	58 22%	49 26%	67 20%	176 21%



## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 9  
**Q.4a Who do you think should receive the greatest amount of credit if the London Olympics go well?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Sebastian Coe	905	493	412	37	91	180	185	168	244	289	273	172	171	64	36	112	68	96	69	49	96	86	142	88	152	347
	44%	49%	39%	15%	28%	46%	53%	54%	57%	52%	46%	40%	36%	36%	39%	46%	38%	51%	43%	45%	50%	33%	54%	47%	46%	42%
Boris Johnson	189	117	72	22	39	30	26	30	43	54	56	44	36	19	12	13	19	14	13	9	13	38	24	16	27	84
	9%	12%	7%	9%	12%	8%	7%	10%	10%	10%	9%	10%	8%	10%	12%	5%	11%	7%	8%	8%	7%	15%	9%	8%	8%	10%
David Cameron	90	34	57	29	30	19	5	3	5	18	33	17	22	9	1	10	7	6	10	7	8	13	12	8	16	40
	4%	3%	5%	12%	9%	5%	1%	1%	1%	3%	6%	4%	5%	5%	1%	4%	4%	3%	6%	6%	4%	5%	5%	4%	5%	5%
Ken Livingstone	48	30	18	7	8	10	6	7	9	19	15	3	11	3	2	6	1	1	2	5	6	18	3	1	8	20
	2%	3%	2%	3%	3%	3%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	1%	1%	4%	3%	7%	1%	1%	2%	2%
Tony Blair	43	35	8	8	5	7	8	6	8	19	14	1	9	5	2	7	1	3	3	1	3	7	5	6	11	14
	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%	2%	*	2%	3%	2%	3%	1%	1%	2%	1%	2%	3%	2%	3%	3%	2%
Tessa Jowell	25	11	14	2	7	6	2	2	6	6	6	4	9	3	2	1	1	3	*	2	4	4	3	1	5	10
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	*	2%	2%	2%	1%	1%	2%	1%
Jeremy Hunt	17	12	5	3	12	1	-	1	1	5	5	6	2	1	-	1	1	3	2	-	-	7	-	2	8	7
	1%	1%	1%	1%	4%	*	-	*	*	1%	1%	1%	*	1%	-	*	1%	2%	1%	-	-	3%	-	1%	2%	1%
Don't know	734	273	461	139	136	137	117	90	115	145	194	184	211	74	38	92	81	64	60	37	62	86	74	65	103	296
	36%	27%	44%	56%	41%	35%	33%	29%	27%	26%	33%	43%	45%	42%	41%	38%	45%	34%	37%	34%	32%	33%	28%	35%	31%	36%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 10

**Q.4b Who do you think should receive the greatest amount of blame if the London Olympics go badly?**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Sebastian Coe	433	261	171	19	43	75	87	71	138	150	134	84	65	29	16	51	41	35	26	25	52	44	72	41	62	172
	21%	26%	16%	8%	13%	19%	25%	23%	32%	27%	22%	19%	14%	16%	17%	21%	23%	18%	17%	23%	27%	17%	27%	22%	19%	21%
David Cameron	314	159	155	56	55	74	67	28	35	83	81	66	84	33	21	34	27	28	28	19	27	27	39	31	65	126
	15%	16%	15%	23%	17%	19%	19%	9%	8%	15%	14%	15%	18%	19%	23%	14%	15%	15%	18%	18%	14%	10%	15%	16%	20%	15%
Boris Johnson	186	114	72	21	36	45	18	26	40	65	50	33	38	12	2	22	15	10	9	12	17	54	22	12	23	81
	9%	11%	7%	8%	11%	12%	5%	8%	9%	12%	8%	8%	8%	7%	3%	9%	8%	5%	6%	11%	9%	21%	8%	6%	7%	10%
Tony Blair	119	79	41	11	16	9	21	27	35	44	34	23	18	6	4	10	9	10	14	4	13	20	18	13	17	44
	6%	8%	4%	4%	5%	2%	6%	9%	8%	8%	6%	5%	4%	3%	4%	4%	5%	5%	9%	3%	7%	8%	7%	7%	5%	5%
Tessa Jowell	43	25	19	2	5	3	7	12	14	15	13	3	12	1	4	3	2	4	6	1	4	6	5	7	3	17
	2%	2%	2%	1%	1%	1%	2%	4%	3%	3%	2%	1%	3%	*	5%	1%	1%	2%	4%	1%	2%	2%	2%	4%	1%	2%
Ken Livingstone	41	24	16	2	10	9	7	5	8	8	18	10	5	1	1	2	*	2	3	3	3	21	5	*	15	12
	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	1%	1%	1%	1%	*	1%	2%	2%	1%	8%	2%	*	4%	1%
Jeremy Hunt	12	8	4	-	4	4	1	1	3	6	4	-	2	1	-	2	-	3	2	-	1	2	1	1	7	2
	1%	1%	*	-	1%	1%	*	*	1%	1%	1%	-	*	*	-	1%	-	1%	1%	-	*	1%	1%	*	2%	*
Don't know	904	336	568	136	160	172	141	138	157	183	261	213	247	96	44	119	87	99	71	44	76	83	102	82	139	366
	44%	33%	54%	55%	49%	44%	40%	45%	37%	33%	44%	49%	52%	54%	47%	49%	48%	52%	45%	41%	39%	32%	39%	44%	42%	45%

**Times Olympics Survey**  
**ONLINE Fieldwork : 16th-18th December 2011**

Absolutes/col percents

Table 11  
**Gender**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Male	1006	1006	-	94	154	191	178	161	228	319	269	225	193	93	55	108	79	100	84	55	104	129	117	81	157	469
	49%	100%	-	38%	47%	49%	51%	52%	53%	58%	45%	52%	41%	52%	59%	45%	44%	53%	53%	51%	54%	50%	44%	43%	48%	57%
Female	1046	-	1046	152	175	199	170	147	203	235	326	206	279	85	38	133	102	90	75	54	88	129	147	106	173	350
	51%	-	100%	62%	53%	51%	49%	48%	47%	42%	55%	48%	59%	48%	41%	55%	56%	47%	47%	49%	46%	50%	56%	57%	52%	43%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 12  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
18-24	246 12%	94 9%	152 15%	246 100%	-	-	-	-	-	46 8%	80 13%	50 12%	71 15%	18 10%	24 26%	23 9%	31 17%	32 17%	29 18%	7 6%	15 8%	26 10%	15 6%	28 15%	30 9%	93 11%
25-34	328 16%	154 15%	175 17%	-	328 100%	-	-	-	-	101 18%	90 15%	74 17%	64 13%	36 20%	13 14%	36 15%	23 13%	32 17%	20 12%	18 17%	26 13%	66 26%	35 13%	22 12%	90 27%	166 20%
35-44	390 19%	191 19%	199 19%	-	-	390 100%	-	-	-	104 19%	126 21%	78 18%	82 17%	27 15%	14 15%	49 20%	38 21%	31 16%	27 17%	17 15%	41 21%	60 23%	51 19%	35 19%	87 26%	220 27%
45-54	349 17%	178 18%	170 16%	-	-	-	349 100%	-	-	75 14%	95 16%	96 22%	84 18%	38 22%	13 14%	43 18%	31 17%	25 13%	32 20%	20 18%	32 16%	36 14%	47 18%	33 17%	75 23%	194 24%
55-64	308 15%	161 16%	147 14%	-	-	-	-	308 100%	-	81 15%	85 14%	60 14%	82 17%	29 16%	8 9%	48 20%	19 11%	35 18%	29 18%	20 18%	21 11%	26 10%	50 19%	23 12%	38 12%	109 13%
65+	431 21%	228 23%	203 19%	-	-	-	-	-	431 100%	148 27%	120 20%	73 17%	90 19%	29 16%	22 23%	42 17%	38 21%	35 18%	22 14%	27 25%	58 30%	44 17%	66 25%	47 25%	10 3%	38 5%
Average age	46.75	48.14	45.41	21.50	29.98	39.69	49.35	59.47	69.14	48.80	46.07	45.35	46.46	46.08	43.91	47.42	44.78	44.94	44.84	49.82	50.28	43.41	50.30	47.47	40.60	41.76

**Times Olympics Survey**  
**ONLINE Fieldwork : 16th-18th December 2011**

Absolutes/col percents

Table 13  
**Social Grade**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
AB	554	319	235	46	101	104	75	81	148	554	-	-	-	38	19	62	37	49	34	29	65	76	89	56	105	233
	27%	32%	22%	19%	31%	27%	21%	26%	34%	100%	-	-	-	21%	21%	26%	21%	26%	21%	27%	34%	29%	34%	30%	32%	28%
C1	595	269	326	80	90	126	95	85	120	-	595	-	-	56	36	67	46	59	42	32	52	87	70	48	130	260
	29%	27%	31%	32%	27%	32%	27%	28%	28%	-	100%	-	-	31%	39%	28%	25%	31%	26%	29%	27%	34%	27%	26%	39%	32%
C2	431	225	206	50	74	78	96	60	73	-	-	431	-	44	14	50	44	31	49	21	40	45	56	37	58	213
	21%	22%	20%	20%	23%	20%	27%	20%	17%	-	-	100%	-	25%	15%	21%	24%	16%	31%	20%	21%	18%	21%	20%	18%	26%
DE	472	193	279	71	64	82	84	82	90	-	-	-	472	41	23	62	55	51	34	27	35	50	49	46	37	113
	23%	19%	27%	29%	19%	21%	24%	27%	21%	-	-	-	100%	23%	25%	26%	30%	27%	22%	25%	18%	19%	19%	25%	11%	14%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 14  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Scotland	178	93	85	18	36	27	38	29	29	38	56	44	41	178	-	-	-	-	-	-	-	-	-	-	36	66
	9%	9%	8%	7%	11%	7%	11%	9%	7%	7%	9%	10%	9%	100%	-	-	-	-	-	-	-	-	-	-	11%	8%
North East	93	55	38	24	13	14	13	8	22	19	36	14	23	-	93	-	-	-	-	-	-	-	-	-	18	26
	5%	5%	4%	10%	4%	4%	4%	3%	5%	3%	6%	3%	5%	-	100%	-	-	-	-	-	-	-	-	-	5%	3%
North West	241	108	133	23	36	49	43	48	42	62	67	50	62	-	-	241	-	-	-	-	-	-	-	-	34	109
	12%	11%	13%	9%	11%	13%	12%	16%	10%	11%	11%	12%	13%	-	-	100%	-	-	-	-	-	-	-	-	10%	13%
Yorkshire & Humberside	181	79	102	31	23	38	31	19	38	37	46	44	55	-	-	-	181	-	-	-	-	-	-	-	23	69
	9%	8%	10%	13%	7%	10%	9%	6%	9%	7%	8%	10%	12%	-	-	-	100%	-	-	-	-	-	-	-	7%	8%
West Midlands	190	100	90	32	32	31	25	35	35	49	59	31	51	-	-	-	-	190	-	-	-	-	-	-	28	88
	9%	10%	9%	13%	10%	8%	7%	11%	8%	9%	10%	7%	11%	-	-	-	-	100%	-	-	-	-	-	-	8%	11%
East Midlands	159	84	75	29	20	27	32	29	22	34	42	49	34	-	-	-	-	-	159	-	-	-	-	-	27	65
	8%	8%	7%	12%	6%	7%	9%	10%	5%	6%	7%	11%	7%	-	-	-	-	-	100%	-	-	-	-	-	8%	8%
Wales	109	55	54	7	18	17	20	20	27	29	32	21	27	-	-	-	-	-	-	109	-	-	-	-	24	37
	5%	5%	5%	3%	6%	4%	6%	6%	6%	5%	5%	5%	6%	-	-	-	-	-	-	100%	-	-	-	-	7%	4%
Eastern	192	104	88	15	26	41	32	21	58	65	52	40	35	-	-	-	-	-	-	-	192	-	-	-	25	74
	9%	10%	8%	6%	8%	10%	9%	7%	13%	12%	9%	9%	7%	-	-	-	-	-	-	-	100%	-	-	-	8%	9%
London	258	129	129	26	66	60	36	26	44	76	87	45	50	-	-	-	-	-	-	-	-	258	-	-	53	108
	13%	13%	12%	11%	20%	15%	10%	8%	10%	14%	15%	11%	11%	-	-	-	-	-	-	-	-	100%	-	-	16%	13%
South East	263	117	147	15	35	51	47	50	66	89	70	56	49	-	-	-	-	-	-	-	-	-	263	-	36	105
	13%	12%	14%	6%	11%	13%	13%	16%	15%	16%	12%	13%	10%	-	-	-	-	-	-	-	-	-	100%	-	11%	13%
South West	187	81	106	28	22	35	33	23	47	56	48	37	46	-	-	-	-	-	-	-	-	-	-	187	25	73
	9%	8%	10%	11%	7%	9%	9%	7%	11%	10%	8%	9%	10%	-	-	-	-	-	-	-	-	-	-	100%	8%	9%

**Times Olympics Survey**  
**ONLINE Fieldwork : 16th-18th December 2011**

Absolutes/col percents

Table 15  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Yes	1272	648	625	136	215	217	207	190	307	423	390	257	203	100	55	162	112	127	94	58	117	178	152	116	211	537
	62%	64%	60%	55%	65%	56%	59%	62%	71%	76%	66%	60%	43%	56%	59%	67%	62%	67%	59%	53%	61%	69%	58%	62%	64%	66%
No	780	358	422	110	114	173	142	118	123	132	205	174	269	78	38	79	69	62	65	51	76	80	111	71	119	282
	38%	36%	40%	45%	35%	44%	41%	38%	29%	24%	34%	40%	57%	44%	41%	33%	38%	33%	41%	47%	39%	31%	42%	38%	36%	34%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 16  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Owned outright - without mortgage	677 33%	351 35%	326 31%	39 16%	30 9%	38 10%	82 24%	170 55%	318 74%	228 41%	194 33%	131 31%	124 26%	50 28%	27 29%	80 33%	56 31%	62 33%	64 40%	43 39%	73 38%	68 26%	93 35%	62 33%	67 20%	183 22%
Owned with a mortgage or loan	718 35%	363 36%	356 34%	69 28%	139 42%	204 52%	168 48%	72 23%	66 15%	236 43%	224 38%	171 40%	88 19%	64 36%	28 30%	88 36%	67 37%	79 42%	58 37%	31 28%	79 41%	70 27%	89 34%	66 35%	165 50%	371 45%
Rented from the council	267 13%	109 11%	158 15%	41 17%	51 16%	55 14%	50 14%	46 15%	23 5%	18 3%	48 8%	51 12%	150 32%	38 21%	18 20%	27 11%	29 16%	23 12%	14 9%	12 11%	11 6%	42 16%	37 14%	16 9%	33 10%	78 10%
Rented from a housing association	105 5%	40 4%	65 6%	13 5%	24 7%	28 7%	17 5%	8 3%	15 3%	11 2%	22 4%	26 6%	46 10%	8 4%	7 8%	17 7%	4 2%	11 6%	5 3%	5 5%	13 7%	14 5%	13 5%	8 4%	15 5%	38 5%
Rented from someone else	258 13%	125 12%	133 13%	70 29%	77 24%	61 16%	31 9%	11 3%	8 2%	55 10%	96 16%	48 11%	59 12%	18 10%	11 12%	27 11%	21 11%	14 7%	13 8%	16 15%	13 7%	59 23%	31 12%	35 18%	49 15%	132 16%
Rent free	27 1%	19 2%	8 1%	13 5%	7 2%	3 1%	1 *	2 *	1 *	6 1%	11 2%	5 1%	5 1%	- -	2 2%	2 1%	6 3%	* *	5 3%	2 2%	3 2%	6 2%	* *	* *	2 1%	17 2%



## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 17  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Under 16	751	393	358	34	67	138	163	153	195	94	192	211	253	59	30	106	79	75	78	28	89	59	82	64	85	277
	37%	39%	34%	14%	20%	35%	47%	50%	45%	17%	32%	49%	54%	33%	32%	44%	43%	39%	49%	26%	46%	23%	31%	34%	26%	34%
17-18	409	179	230	32	60	78	75	59	105	100	136	98	75	31	20	47	29	30	30	31	41	45	64	40	61	175
	20%	18%	22%	13%	18%	20%	22%	19%	24%	18%	23%	23%	16%	17%	22%	20%	16%	16%	19%	29%	21%	17%	24%	22%	19%	21%
19-24	600	303	297	83	141	122	84	72	98	269	183	77	71	50	28	63	48	62	36	33	45	93	84	57	137	264
	29%	30%	28%	34%	43%	31%	24%	23%	23%	49%	31%	18%	15%	28%	30%	26%	27%	33%	22%	31%	23%	36%	32%	31%	41%	32%
25-34	72	39	33	-	27	25	5	8	7	34	17	4	16	8	1	10	5	3	4	3	7	18	8	4	19	35
	3%	4%	3%	-	8%	6%	1%	3%	2%	6%	3%	1%	3%	5%	1%	4%	3%	2%	2%	3%	4%	7%	3%	2%	6%	4%
35+	34	13	20	-	1	3	9	8	13	14	6	8	6	-	1	1	*	2	3	3	3	8	4	10	8	
	2%	1%	2%	-	*	1%	2%	2%	3%	2%	1%	2%	1%	4%	-	*	1%	*	1%	3%	2%	1%	3%	2%	3%	1%
Still in full time education	93	33	59	78	13	1	-	-	-	22	40	13	17	13	6	10	9	11	7	3	1	15	6	12	9	19
	5%	3%	6%	32%	4%	*	-	-	-	4%	7%	3%	4%	7%	6%	4%	5%	6%	4%	3%	1%	6%	2%	7%	3%	2%
Never had any full time education	6	5	*	-	*	4	1	-	1	*	2	2	-	*	*	1	-	-	2	*	1	1	-	-	-	4
	*	1%	*	-	*	1%	*	-	*	*	*	*	1%	-	*	*	*	-	-	2%	*	1%	*	-	-	*
Don't know	31	16	15	5	4	7	7	4	3	6	5	6	13	4	2	2	2	1	1	2	4	7	5	*	4	10
	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	1%	*	2%	2%	3%	2%	*	1%	1%
Prefer not to answer	57	24	34	13	15	11	5	4	9	14	16	10	18	5	5	1	8	7	1	2	1	17	5	4	6	28
	3%	2%	3%	5%	5%	3%	1%	1%	2%	2%	3%	2%	4%	3%	6%	*	4%	4%	1%	2%	1%	7%	2%	2%	2%	3%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 18  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Secondary school, high school, NVQ levels 1 to 3, etc.	1034 50%	485 48%	549 52%	100 41%	146 44%	195 50%	201 58%	168 54%	224 52%	139 25%	278 47%	299 69%	317 67%	81 45%	47 51%	134 55%	94 52%	95 50%	100 62%	54 49%	111 58%	102 39%	128 49%	89 48%	123 37%	411 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	723 35%	374 37%	349 33%	79 32%	123 38%	144 37%	117 34%	109 35%	150 35%	275 50%	253 43%	89 21%	106 22%	69 39%	27 29%	80 33%	63 35%	68 36%	38 24%	41 38%	62 32%	110 43%	97 37%	68 37%	153 46%	304 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	190 9%	110 11%	81 8%	10 4%	44 13%	41 10%	27 8%	27 9%	41 10%	124 22%	29 5%	20 5%	17 4%	19 11%	11 12%	21 9%	13 7%	15 8%	16 10%	7 6%	16 8%	32 12%	25 9%	18 9%	47 14%	78 10%
Still in full time education	48 2%	12 1%	36 3%	44 18%	4 1%	-	-	-	-	9 2%	21 3%	8 2%	10 2%	7 4%	5 5%	6 2%	6 3%	6 3%	1 1%	3 3%	-	4 1%	4 1%	7 3%	1 *	9 1%
Don't know	18 1%	6 1%	12 1%	4 2%	2 1%	5 1%	2 1%	1 *	3 1%	1 *	5 1%	5 1%	7 1%	-	-	1 *	-	-	5 3%	3 3%	2 1%	4 1%	3 1%	* 1%	2 1%	3 *
Prefer not to answer	40 2%	19 2%	20 2%	9 4%	9 3%	6 2%	1 *	4 1%	12 3%	6 1%	9 2%	10 2%	15 3%	2 1%	3 4%	1 *	5 3%	5 3%	1 *	1 1%	2 1%	7 3%	7 3%	5 3%	3 1%	14 2%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 19

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Yes - responsible for half or more of the items bought	1806	805	1001	174	304	369	330	265	364	473	522	373	437	158	73	220	157	164	133	96	167	246	225	166	299	721
	88%	80%	96%	70%	93%	95%	95%	86%	85%	85%	88%	87%	93%	89%	79%	91%	87%	87%	83%	88%	87%	95%	86%	89%	91%	88%
No - not responsible for most of the items bought	246	201	45	73	24	21	19	42	67	81	73	58	35	20	20	21	24	25	26	13	25	12	38	21	31	98
	12%	20%	4%	30%	7%	5%	5%	14%	15%	15%	12%	13%	7%	11%	21%	9%	13%	13%	17%	12%	13%	5%	14%	11%	9%	12%

**Times Olympics Survey**  
**ONLINE Fieldwork : 16th-18th December 2011**

Absolutes/col percents

Table 20  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
No cars in the household	415 20%	164 16%	251 24%	80 32%	84 26%	84 22%	82 24%	42 14%	42 10%	57 10%	122 21%	65 15%	171 36%	43 24%	32 34%	48 20%	40 22%	23 12%	24 15%	16 15%	19 10%	102 40%	45 17%	22 12%	57 17%	146 18%
1	850 41%	408 41%	442 42%	74 30%	128 39%	165 42%	121 35%	141 46%	220 51%	211 38%	258 43%	193 45%	188 40%	75 42%	35 37%	107 44%	67 37%	70 37%	61 38%	49 45%	86 45%	114 44%	102 39%	86 46%	121 37%	343 42%
2	601 29%	327 33%	274 26%	52 21%	97 30%	127 32%	103 29%	80 26%	142 33%	217 39%	172 29%	120 28%	92 20%	48 27%	23 24%	61 25%	69 38%	62 33%	48 30%	38 35%	71 37%	30 11%	91 35%	60 32%	107 33%	255 31%
3+	187 9%	107 11%	79 8%	40 16%	18 6%	15 4%	43 12%	44 14%	26 6%	69 12%	43 7%	53 12%	21 5%	12 7%	4 4%	26 11%	4 2%	35 18%	27 17%	6 5%	16 9%	13 5%	26 10%	19 10%	45 14%	75 9%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 21  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
White	1876	933	943	209	269	346	330	302	420	499	540	399	437	168	88	225	176	170	145	103	188	186	252	174	287	749
	91%	93%	90%	85%	82%	89%	95%	98%	97%	90%	91%	93%	93%	95%	95%	93%	97%	89%	91%	95%	98%	72%	96%	93%	87%	91%
NET: Non-white	146	60	86	33	48	39	15	3	8	40	48	28	29	6	2	14	4	16	14	2	2	66	9	10	34	61
	7%	6%	8%	13%	15%	10%	4%	1%	2%	7%	8%	7%	6%	4%	2%	6%	2%	8%	9%	2%	1%	26%	3%	5%	10%	7%
Mixed	24	15	10	3	4	10	3	1	3	7	14	-	3	1	-	2	-	2	7	1	-	9	1	2	8	12
	1%	1%	1%	1%	1%	3%	1%	*	1%	1%	2%	-	1%	1%	-	1%	-	1%	4%	1%	-	3%	1%	1%	2%	1%
Asian	63	21	42	20	29	10	4	-	1	22	12	14	16	4	1	6	4	9	6	-	2	21	5	4	9	23
	3%	2%	4%	8%	9%	2%	1%	-	*	4%	2%	3%	3%	3%	2%	2%	2%	5%	4%	-	1%	8%	2%	2%	3%	3%
Black	44	17	27	6	11	14	7	2	4	7	16	12	9	-	1	3	-	5	1	2	-	29	3	1	16	17
	2%	2%	3%	2%	3%	4%	2%	1%	1%	1%	3%	3%	2%	-	1%	1%	-	2%	1%	1%	-	11%	1%	1%	5%	2%
Chinese	9	4	5	3	3	2	1	-	-	4	5	-	-	1	-	4	-	-	-	-	-	4	-	1	-	7
	*	*	*	1%	1%	1%	*	-	-	1%	1%	-	-	*	-	2%	-	-	-	-	-	1%	-	*	-	1%
Other ethnic group	6	3	3	2	*	3	-	-	-	1	2	2	1	*	-	-	-	-	-	-	-	4	-	2	-	2
	*	*	*	1%	*	1%	-	-	-	*	*	1%	*	*	-	-	-	-	-	-	-	1%	-	1%	-	*
Prefer not to answer	30	13	17	4	12	5	4	3	3	15	7	3	6	3	2	2	1	4	*	3	2	6	3	3	9	9
	1%	1%	2%	2%	4%	1%	1%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	2%	*	3%	1%	2%	1%	2%	3%	1%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 22

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Christian	1129	561	569	83	131	188	202	210	315	296	334	234	265	93	57	154	89	116	92	65	106	117	148	93	180	404
	55%	56%	54%	34%	40%	48%	58%	68%	73%	53%	56%	54%	56%	52%	61%	64%	49%	61%	58%	60%	55%	45%	56%	50%	54%	49%
NET: Other	140	50	90	30	40	24	23	13	10	40	33	33	33	14	4	11	4	14	14	3	11	44	15	8	34	48
	7%	5%	9%	12%	12%	6%	7%	4%	2%	7%	6%	8%	7%	8%	4%	4%	2%	7%	8%	2%	6%	17%	6%	4%	10%	6%
Muslim	38	8	30	14	15	6	1	1	-	10	5	10	14	2	1	3	4	8	5	-	-	12	2	3	11	5
	2%	1%	3%	6%	5%	2%	*	*	-	2%	1%	2%	3%	1%	1%	1%	2%	4%	3%	-	-	4%	1%	2%	3%	1%
Hindu	18	8	10	3	10	3	2	-	-	8	5	4	1	2	1	2	-	-	2	-	1	8	2	*	*	11
	1%	1%	1%	1%	3%	1%	1%	-	-	2%	1%	1%	*	1%	1%	1%	-	-	1%	-	*	3%	1%	*	*	1%
Jewish	14	5	10	-	-	3	3	6	2	4	7	-	3	1	-	2	-	-	1	-	1	7	3	-	2	5
	1%	*	1%	-	-	1%	1%	2%	*	1%	1%	-	1%	1%	-	1%	-	-	*	-	*	3%	1%	-	1%	1%
Sikh	5	2	3	4	1	*	-	-	-	1	1	1	2	-	-	-	-	2	2	-	-	*	-	-	1	1
	*	*	*	1%	*	*	-	-	-	*	*	*	*	-	-	-	-	1%	2%	-	-	*	-	-	*	*
Buddhist	18	10	9	1	9	2	5	1	1	7	2	7	3	3	-	-	-	-	1	1	1	9	2	1	9	6
	1%	1%	1%	*	3%	1%	1%	*	*	1%	*	2%	1%	2%	-	-	-	-	1%	1%	*	4%	1%	*	3%	1%
Other	47	18	29	9	4	10	12	4	7	11	13	12	11	6	2	4	*	4	3	2	8	7	6	4	11	20
	2%	2%	3%	4%	1%	3%	3%	1%	2%	2%	2%	3%	2%	3%	3%	2%	*	2%	2%	2%	4%	3%	2%	2%	3%	2%
None	743	375	367	125	145	173	119	82	99	200	214	160	169	69	31	72	86	57	52	38	75	88	95	80	106	353
	36%	37%	35%	51%	44%	44%	34%	27%	23%	36%	36%	37%	36%	39%	33%	30%	47%	30%	33%	35%	39%	34%	36%	43%	32%	43%
Prefer not to say	40	20	20	8	13	5	5	3	6	18	14	4	4	1	1	4	3	3	1	4	1	10	5	6	10	14
	2%	2%	2%	3%	4%	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	2%	1%	3%	1%	4%	2%	3%	3%	2%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 23  
Which of the following best describes where you live?  
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Urban - Population over 10,000	836	448	388	110	173	169	145	102	137	237	257	172	170	81	38	89	72	75	45	41	63	202	76	55	161	376
	41%	45%	37%	45%	53%	43%	42%	33%	32%	43%	43%	40%	36%	45%	41%	37%	40%	39%	28%	38%	33%	78%	29%	29%	49%	46%
Town and Fringe	770	344	427	98	111	151	125	126	160	177	225	165	203	63	42	111	69	76	69	27	62	53	126	73	108	272
	38%	34%	41%	40%	34%	39%	36%	41%	37%	32%	38%	38%	43%	35%	45%	46%	38%	40%	43%	24%	32%	21%	48%	39%	33%	33%
Village	391	188	203	39	43	61	71	65	112	119	99	84	89	27	11	39	37	32	44	30	63	3	56	48	56	150
	19%	19%	19%	16%	13%	16%	20%	21%	26%	21%	17%	20%	19%	15%	12%	16%	21%	17%	28%	27%	33%	1%	21%	26%	17%	18%
Hamlet & Isolated Dwelling	54	26	28	-	1	8	9	15	21	21	14	10	9	7	2	2	3	7	2	12	4	-	5	11	4	21
	3%	3%	3%	-	*	2%	3%	5%	5%	4%	2%	2%	2%	4%	2%	1%	2%	4%	1%	11%	2%	-	2%	6%	1%	3%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 24  
Which of the following best describes your current working status?  
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
NET: Working	1149	626	524	123	256	307	269	147	47	338	390	271	149	102	43	143	93	115	92	61	99	161	141	98	330	819
	56%	62%	50%	50%	78%	79%	77%	48%	11%	61%	66%	63%	32%	57%	47%	59%	51%	61%	58%	56%	52%	62%	54%	52%	100%	100%
Working full time - working 30 hours per week or more	903	559	343	82	221	264	215	104	16	281	319	203	99	88	35	110	67	93	77	48	82	134	102	66	257	646
	44%	56%	33%	33%	67%	68%	62%	34%	4%	51%	54%	47%	21%	50%	37%	46%	37%	49%	49%	44%	42%	52%	39%	35%	78%	79%
Working part time - working between 8 and 29 hours per week	246	66	180	41	35	43	53	43	31	57	71	68	50	14	9	33	25	22	15	13	17	27	39	33	73	173
	12%	7%	17%	17%	11%	11%	15%	14%	7%	10%	12%	16%	11%	8%	9%	14%	14%	11%	9%	12%	9%	10%	15%	17%	22%	21%
NET: Not working	903	380	523	123	73	83	80	161	383	216	205	160	323	76	49	98	88	75	67	48	93	97	122	89	-	-
	44%	38%	50%	50%	22%	21%	23%	52%	89%	39%	34%	37%	68%	43%	53%	41%	49%	39%	42%	44%	48%	38%	46%	48%	-	-
Not working but seeking work or temporarily unemployed or sick	168	67	100	56	29	26	27	25	4	11	29	28	99	17	15	16	11	12	11	4	13	29	21	19	-	-
	8%	7%	10%	23%	9%	7%	8%	8%	1%	2%	5%	6%	21%	10%	16%	7%	6%	6%	7%	3%	7%	11%	8%	10%	-	-
Not working and not seeking work	106	44	62	47	13	17	14	13	2	15	29	15	47	15	3	8	11	18	10	7	3	11	11	8	-	-
	5%	4%	6%	19%	4%	4%	4%	4%	*	3%	5%	4%	10%	9%	4%	3%	6%	10%	6%	7%	2%	4%	4%	4%	-	-
Retired on a state pension only	132	41	90	1	-	-	1	25	104	12	20	19	81	8	6	22	15	11	9	7	13	6	25	11	-	-
	6%	4%	9%	1%	-	-	*	8%	24%	2%	3%	5%	17%	4%	6%	9%	8%	6%	6%	6%	7%	2%	10%	6%	-	-
Retired with a private pension	354	216	138	-	-	-	5	75	274	158	109	56	31	29	20	37	26	26	23	21	50	37	45	40	-	-
	17%	21%	13%	-	-	-	2%	24%	64%	29%	18%	13%	7%	16%	22%	15%	14%	14%	15%	19%	26%	14%	17%	21%	-	-
House person, housewife, househusband, etc.	144	12	132	19	30	40	33	22	-	20	18	42	65	7	5	15	25	7	14	9	15	15	20	12	-	-
	7%	1%	13%	8%	9%	10%	9%	7%	-	4%	3%	10%	14%	4%	5%	6%	14%	4%	9%	9%	8%	6%	8%	6%	-	-



## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 25

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1054	527	527	99	231	284	261	133	46	440	317	152	145	94	40	134	85	110	83	56	80	138	143	91	311	743
Weighted base	1149	626	524	123	256	307	269	147	47	338	390	271	149	102	43	143	93	115	92	61	99	161	141	98	330	819
Central government including all administrative departments and central government agencies such as the Bank of England	28 2%	17 3%	11 2%	-	9 4%	11 3%	7 3%	1 1%	-	11 3%	17 4%	-	-	2 2%	5 13%	5 3%	-	2 2%	-	4 7%	1 1%	3 2%	3 2%	3 3%	28 9%	-
HM Forces	14 1%	14 2%	-	2 1%	10 4%	2 1%	1 *	-	-	7 2%	-	6 2%	-	-	1 2%	-	1 1%	-	3 4%	2 3%	-	3 2%	-	3 4%	14 4%	-
National Health Service	53 5%	20 3%	33 6%	6 5%	9 4%	22 7%	10 4%	2 1%	3 7%	6 2%	26 7%	12 5%	9 6%	5 5%	5 12%	3 2%	3 3%	5 4%	2 3%	3 5%	8 8%	5 3%	10 7%	3 3%	53 16%	-
Universities and Academies funded by government	20 2%	7 1%	13 2%	3 3%	3 1%	5 2%	3 1%	4 3%	1 1%	7 2%	11 3%	-	2 1%	2 2%	-	2 1%	1 2%	3 3%	1 1%	3 5%	1 1%	3 2%	-	3 3%	20 6%	-
Courts service	1 *	1 *	1 *	-	1 *	-	-	-	1 1%	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-
Local government administration	47 4%	23 4%	24 5%	5 4%	16 6%	13 4%	8 3%	3 2%	1 3%	15 4%	24 6%	6 2%	1 1%	3 3%	1 2%	5 3%	-	5 5%	4 4%	3 4%	4 4%	13 8%	7 5%	2 2%	47 14%	-
Police service	16 1%	10 2%	6 1%	-	4 2%	6 2%	4 2%	1 1%	-	4 1%	10 3%	-	2 1%	2 2%	-	2 1%	3 3%	2 2%	2 2%	-	1 1%	1 1%	1 1%	3 3%	16 5%	-
Public sector housing	9 1%	3 1%	6 1%	-	4 1%	1 *	4 2%	-	-	2 1%	2 1%	5 2%	-	2 2%	-	-	-	-	-	1 1%	-	5 3%	2 1%	-	9 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	53 5%	5 1%	48 9%	3 2%	13 5%	11 4%	13 5%	11 8%	1 2%	26 8%	14 4%	5 2%	8 6%	5 4%	2 4%	10 7%	5 6%	4 4%	4 4%	2 4%	3 3%	9 5%	5 4%	5 5%	53 16%	-

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 25

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1149	626	524	123	256	307	269	147	47	338	390	271	149	102	43	143	93	115	92	61	99	161	141	98	330	819
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	10 2%	3 *	3 2%	6 2%	1 *	* *	2 2%	- -	1 *	2 1%	8 3%	1 1%	4 4%	1 3%	1 1%	1 1%	- -	3 3%	- -	- -	- -	2 1%	- -	12 4%	- -
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	77 7%	48 8%	29 6%	9 7%	14 5%	15 5%	23 8%	13 9%	3 7%	25 7%	22 6%	16 6%	14 9%	12 12%	2 5%	7 5%	8 8%	6 5%	9 10%	6 10%	8 8%	11 7%	7 5%	2 3%	77 23%	- -
None of the above	819 71%	469 75%	350 67%	93 76%	166 65%	220 72%	194 72%	109 74%	38 79%	233 69%	260 67%	213 78%	113 75%	66 65%	26 60%	109 76%	69 75%	88 76%	65 70%	37 60%	74 75%	108 67%	105 74%	73 75%	- -	819 100%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 26

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
No children aged 18 or under	1433	722	711	199	175	155	200	279	424	383	443	279	328	120	64	167	119	139	114	75	143	181	177	133	194	525
	70%	72%	68%	81%	53%	40%	57%	91%	98%	69%	74%	65%	69%	67%	69%	69%	66%	73%	71%	69%	75%	70%	67%	71%	59%	64%
NET: Yes	606	274	332	44	151	231	148	26	6	168	149	150	139	55	28	74	61	50	46	33	48	74	85	52	136	290
	30%	27%	32%	18%	46%	59%	42%	8%	1%	30%	25%	35%	29%	31%	30%	31%	34%	26%	29%	30%	25%	29%	32%	28%	41%	35%
Yes - children aged under 5 years old	236	95	141	41	106	72	14	1	1	70	54	51	62	19	12	20	29	19	18	9	20	37	34	19	51	84
	11%	9%	13%	17%	32%	18%	4%	*	*	13%	9%	12%	13%	10%	13%	8%	16%	10%	11%	9%	10%	14%	13%	10%	16%	10%
Yes - children aged 5 to 10 years old	246	122	125	4	71	122	45	4	-	74	57	60	56	23	7	39	28	21	10	14	25	27	33	18	52	128
	12%	12%	12%	2%	22%	31%	13%	1%	-	13%	10%	14%	12%	13%	8%	16%	16%	11%	6%	13%	13%	10%	13%	10%	16%	16%
Yes - children aged 11 to 15 years old	226	109	117	-	29	97	87	13	-	55	56	67	49	27	11	33	23	16	22	7	19	26	25	19	49	121
	11%	11%	11%	-	9%	25%	25%	4%	-	10%	9%	15%	10%	15%	11%	14%	13%	9%	13%	7%	10%	10%	9%	10%	15%	15%
Yes - children aged 16 to 18 years old	127	60	67	2	4	46	56	15	5	37	33	27	30	10	5	12	6	10	9	9	13	18	21	13	30	63
	6%	6%	6%	1%	1%	12%	16%	5%	1%	7%	6%	6%	6%	6%	5%	5%	3%	5%	6%	9%	7%	7%	8%	7%	9%	8%
Refused	13	10	4	3	3	3	1	3	1	3	4	1	5	3	*	-	*	1	-	1	1	4	2	2	*	4
	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	*	1%	2%	*	-	*	*	-	1%	*	1%	1%	1%	*	*

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 27  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
Anglia	205 10%	107 11%	98 9%	23 10%	33 10%	45 12%	32 9%	22 7%	50 12%	69 13%	59 10%	37 9%	40 8%	-	1 1%	-	1 1%	1 *	18 11%	1 1%	160 83%	-	22 8%	2 1%	24 7%	89 11%	
Border	23 1%	11 1%	13 1%	2 1%	2 1%	5 1%	2 1%	11 4%	1 *	5 1%	6 1%	7 2%	5 1%	12 7%	-	11 5%	-	-	-	-	-	-	-	-	-	-	14 2%
Central	320 16%	162 16%	158 15%	52 21%	47 14%	63 16%	43 12%	58 19%	57 13%	77 14%	95 16%	65 15%	84 18%	2 1%	-	2 1%	-	185 97%	116 73%	-	-	2 1%	7 3%	7 4%	50 15%	139 17%	
Granada	231 11%	103 10%	128 12%	22 9%	35 11%	46 12%	42 12%	42 14%	43 10%	58 10%	66 11%	47 11%	60 13%	-	-	226 94%	-	1 *	* *	3 3%	-	-	1 *	-	34 10%	103 13%	
London	343 17%	171 17%	172 16%	31 12%	77 23%	72 19%	48 14%	44 14%	71 16%	109 20%	111 19%	66 15%	57 12%	* *	1 1%	-	-	-	2 1%	-	26 13%	256 99%	55 21%	3 1%	70 21%	137 17%	
Meridian	202 10%	98 10%	104 10%	11 4%	28 9%	40 10%	40 11%	37 12%	47 11%	65 12%	53 9%	43 10%	41 9%	-	-	-	-	-	1 1%	-	2 1%	-	177 67%	23 12%	29 9%	81 10%	
TyneTees	92 4%	55 5%	37 4%	23 9%	12 4%	14 4%	13 4%	8 3%	22 5%	18 3%	37 6%	14 3%	23 5%	-	90 97%	-	2 1%	-	-	-	-	-	-	-	-	17 5%	25 3%
Wales	104 5%	52 5%	53 5%	7 3%	18 5%	14 4%	19 6%	18 6%	27 6%	28 5%	31 5%	20 5%	25 5%	-	-	1 *	-	-	-	103 95%	-	-	-	-	* *	22 7%	36 4%
West	70 3%	24 2%	46 4%	13 5%	11 3%	12 3%	10 3%	9 3%	16 4%	22 4%	16 3%	12 3%	21 4%	-	-	-	-	3 2%	-	2 2%	-	-	-	65 35%	8 2%	25 3%	
Westcountry	89 4%	42 4%	47 5%	17 7%	10 3%	12 3%	19 6%	9 3%	23 5%	26 5%	22 4%	24 5%	18 4%	-	-	1 *	-	-	-	-	-	-	1 *	87 47%	13 4%	35 4%	
Yorkshire	206 10%	91 9%	115 11%	31 13%	23 7%	40 10%	42 12%	25 8%	44 10%	41 7%	49 8%	55 13%	61 13%	-	1 1%	-	178 98%	-	22 14%	-	5 3%	-	-	-	28 9%	75 9%	
STV	165 8%	89 9%	76 7%	15 6%	34 10%	26 7%	38 11%	25 8%	29 7%	36 7%	50 8%	41 10%	38 8%	164 92%	-	-	-	-	-	-	-	-	1 *	-	36 11%	59 7%	

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 28  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Single	467 23%	244 24%	224 21%	180 73%	105 32%	89 23%	62 18%	20 7%	11 3%	86 16%	152 26%	97 23%	132 28%	38 21%	37 40%	50 21%	37 20%	45 24%	44 28%	17 15%	34 18%	83 32%	38 14%	45 24%	74 23%	217 26%
Married	1019 50%	546 54%	473 45%	11 5%	128 39%	197 51%	187 54%	199 65%	296 69%	338 61%	270 45%	226 52%	185 39%	89 50%	36 39%	115 48%	91 51%	97 51%	79 49%	62 57%	94 49%	101 39%	157 60%	98 52%	153 46%	389 47%
Civil Partnership	19 1%	13 1%	6 1%	4 2%	1 *	6 1%	3 1%	1 *	4 1%	8 2%	4 1%	1 *	5 1%	- -	- -	3 1%	- -	2 1%	- -	1 1%	4 2%	4 2%	2 1%	3 2%	2 1%	9 1%
Co Habiting	298 14%	128 13%	169 16%	43 17%	81 25%	76 19%	56 16%	25 8%	17 4%	69 12%	79 13%	81 19%	69 15%	28 16%	10 10%	44 18%	34 19%	33 17%	23 15%	15 14%	28 15%	28 11%	36 14%	18 10%	61 19%	139 17%
Widowed	55 3%	13 1%	42 4%	- -	- -	1 *	1 *	10 3%	43 10%	14 3%	26 4%	4 1%	11 2%	4 2%	3 3%	10 4%	4 2%	3 2%	2 2%	5 5%	7 4%	6 2%	7 2%	5 3%	6 2%	7 1%
Separated	33 2%	12 1%	21 2%	- -	3 1%	7 2%	8 2%	7 2%	8 2%	4 1%	8 1%	7 2%	14 3%	5 3%	- -	3 1%	5 3%	2 1%	3 2%	- -	3 2%	8 3%	4 2%	- -	6 2%	13 2%
Divorced	139 7%	35 3%	104 10%	- -	1 *	12 3%	30 9%	46 15%	50 12%	27 5%	49 8%	11 3%	53 11%	10 5%	5 5%	15 6%	8 5%	9 5%	8 5%	5 4%	21 11%	28 11%	18 7%	13 7%	24 7%	33 4%
Prefer not to answer	22 1%	16 2%	6 1%	8 3%	8 2%	2 1%	2 1%	- -	2 *	8 1%	6 1%	4 1%	4 1%	5 3%	2 3%	1 *	1 1%	- -	- -	4 3%	1 1%	1 *	2 1%	5 3%	4 1%	12 2%

## Times Olympics Survey

### ONLINE Fieldwork : 16th-18th December 2011

Absolutes/col percents

Table 29

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2052	971	1081	194	324	382	363	330	459	788	523	253	488	176	100	245	182	197	162	112	177	229	280	192	311	743	
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819	
Up to £7,000	(3.5)	89	35	55	30	11	14	18	11	5	2	14	7	66	7	7	9	11	7	5	3	6	14	10	10	7	13
		4%	3%	5%	12%	3%	4%	5%	4%	1%	*	2%	2%	14%	4%	7%	4%	6%	4%	3%	3%	6%	4%	5%	2%	2%	
£7,001 to £14,000	(10.5)	283	101	182	33	46	46	42	44	72	19	64	67	133	22	13	42	21	18	22	23	26	38	37	20	24	76
		14%	10%	17%	14%	14%	12%	12%	14%	17%	3%	11%	16%	28%	12%	14%	17%	12%	9%	14%	22%	13%	15%	14%	11%	7%	9%
£14,001 to £21,000	(17.5)	287	129	158	34	46	55	45	37	69	40	99	57	90	27	18	46	29	16	33	17	24	31	22	25	44	97
		14%	13%	15%	14%	14%	14%	13%	12%	16%	7%	17%	13%	19%	15%	19%	19%	16%	8%	21%	15%	12%	12%	8%	13%	13%	12%
£21,001 to £28,000	(24.5)	278	144	134	17	36	38	52	48	87	59	95	71	52	40	14	24	22	33	14	19	28	31	37	17	35	117
		14%	14%	13%	7%	11%	10%	15%	16%	20%	11%	16%	17%	11%	22%	15%	10%	12%	17%	9%	17%	15%	12%	14%	9%	11%	14%
£28,001 to £34,000	(31)	212	119	93	23	28	50	31	30	50	56	74	60	21	13	12	23	15	14	28	8	17	28	26	27	41	91
		10%	12%	9%	9%	8%	13%	9%	10%	12%	10%	12%	14%	5%	7%	13%	10%	8%	7%	18%	8%	9%	11%	10%	15%	13%	11%
£34,001 to £41,000	(37.5)	178	94	84	18	33	32	35	29	33	72	51	35	20	12	6	21	26	20	7	9	25	20	23	10	30	89
		9%	9%	8%	7%	10%	8%	10%	9%	8%	13%	9%	8%	4%	7%	6%	9%	14%	10%	5%	8%	13%	8%	9%	5%	9%	11%
£41,001 to £48,000	(44.5)	107	60	48	8	22	37	17	11	13	44	29	19	16	3	1	14	9	14	13	7	13	10	10	12	24	53
		5%	6%	5%	3%	7%	9%	5%	3%	3%	8%	5%	4%	3%	2%	1%	6%	5%	7%	8%	7%	7%	4%	4%	6%	7%	6%
£48,001 to £55,000	(51.5)	99	48	51	15	20	28	15	11	12	37	38	18	6	7	3	12	10	11	5	3	11	13	8	17	27	50
		5%	5%	5%	6%	6%	7%	4%	3%	3%	7%	6%	4%	1%	4%	3%	5%	5%	6%	3%	2%	6%	5%	3%	9%	8%	6%
£55,001 to £62,000	(58.5)	73	55	18	3	18	19	14	12	7	35	23	13	1	10	4	8	4	4	6	3	5	9	12	7	27	34
		4%	6%	2%	1%	6%	5%	4%	4%	2%	6%	4%	3%	*	6%	5%	3%	2%	2%	4%	3%	3%	4%	5%	4%	8%	4%
£62,001 to £69,000	(65.5)	47	23	24	3	11	10	10	11	3	26	13	4	4	2	1	1	3	6	-	5	5	12	9	4	16	22
		2%	2%	2%	1%	3%	2%	3%	4%	1%	5%	2%	1%	1%	1%	1%	*	1%	3%	-	4%	2%	5%	4%	2%	5%	3%
£69,001 to £76,000	(72.5)	44	28	16	2	9	13	12	3	4	24	9	10	-	8	-	6	-	7	1	1	3	11	6	1	14	23
		2%	3%	2%	1%	3%	3%	4%	1%	1%	4%	2%	2%	-	4%	-	2%	-	4%	1%	1%	2%	4%	2%	*	4%	3%
£76,001 to £83,000	(79.5)	17	12	6	2	2	4	5	3	1	15	2	-	-	5	-	2	*	4	1	-	1	2	2	1	6	9
		1%	1%	1%	1%	1%	1%	1%	1%	*	3%	*	-	-	3%	-	1%	*	2%	1%	-	*	1%	1%	1%	2%	1%
£83,001 or more	(86)	46	36	9	5	6	12	9	11	3	43	1	-	2	2	1	4	5	6	3	-	4	4	14	3	9	29
		2%	4%	1%	2%	2%	3%	2%	4%	1%	8%	*	-	*	1%	2%	2%	3%	3%	2%	-	2%	2%	5%	2%	3%	4%

**Times Olympics Survey**  
**ONLINE Fieldwork : 16th-18th December 2011**

Absolutes/col percents

Table 29

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2052	1006	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	330	819
Prefer not to answer	290	121	169	53	40	32	44	47	73	81	79	68	61	20	13	30	27	32	20	12	25	31	47	34	26	115
	14%	12%	16%	22%	12%	8%	13%	15%	17%	15%	13%	16%	13%	11%	14%	12%	15%	17%	13%	11%	13%	12%	18%	18%	8%	14%
Average income (£000's)	30.72	34.12	27.28	26.27	32.84	34.28	32.38	31.46	25.88	44.56	30.08	28.12	17.88	30.82	25.50	28.60	29.09	35.05	28.39	26.51	31.17	32.10	33.97	31.04	38.20	35.25