

Market Research Report
**for COI on behalf of DCMS
and ODI**
London 2012 Legacy
Research Wave 3, 2009:
Quantitative Report

Prepared for:

Tracy Logan
COI
Hercules Rd
London SE1 7DU

Prepared by:

Continental Research
289-231 High Holborn
London WC1V 7DA
t: 020 7490 5944
f: 020 7490 1174

Agency Contacts:

Jacqui Banerjee – Director
Jeremiah Fryer – Research Executive

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1. Background, Objectives and Method

The Government Olympic Executive (GOE) was set up to ensure that the London 2012 Olympic and Paralympic Games are delivered on time and on budget and that they benefit the whole of the UK.

In 2007, GOE published the London 2012 Olympic Legacy Action Plan which set out how the Government will deliver on its five legacy promises:

1. To make the UK a world-leading sporting nation
2. To transform the heart of East London
3. To inspire a new generation of young people
4. To make the Olympic Park a blueprint for sustainable living
5. To demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business

A quantitative attitudinal tracking survey was required to measure the general public's attitude towards the legacy, with specific goals such as measuring and tracking attitudes towards the Games nationally in the UK, measuring awareness and expectations of the possible legacy of the 2012 Games, and understanding different legacy areas and perceived benefits of each.

Part of the aim of the research was to identify differences in opinion between the key audience groups.

This research was commissioned by DCMS (Department for Culture, Media and Sport) and the ODI (Office for Disability Issues).

1.1. Method

Research was conducted using a face to face quantitative interviewing method via:

- In-home Omnibus research consisting of 2154 interviews
- Ad-hoc boost interviews in-home with young people (aged 16 to 24) and residents in the five London host boroughs and interviews with disabled people aged under 65 years via community centres (referred to as sub-groups in the report)

When combined with the Omnibus interviews in the relevant sub-groups, the total number of interviews in these boost categories were:

- 665 disabled people under the age of 65
- 1333 young people (aged 16 to 24)
- 1111 host borough residents

In total 4568 people were interviewed, providing an extremely robust sample in all key sub-groups.

Omnibus and boost samples of disabled people and young people are analysed together to provide an 'all population' sample. Host borough residents are analysed separately. The results were weighted to ensure the all population sample is representative of all UK residents aged 16 years or more, likewise the host borough sample is also representative of its population.

Fieldwork was carried out between:

- Omnibus: 21 and 27 October 2009
- Ad-hoc: 14 October and 7 November 2009

More details of the methodological approach can be found in Appendix A.

1.2. Key Points of Note

There are some key points that should be noted when reading this report:

Results in 2009 are compared to research in 2007 and 2008 where common questions were asked. Research in 2008 was carried out shortly after the Olympic and Paralympic Games were held in Beijing. The slightly different positive responses seen in 2008 is likely to have been as a result of this Beijing halo effect.

There are some demographic influences which need to be taken into account when analysing results:

- The disabled population consists of a high proportion of over 65 year olds (43% compared with 23% in the overall population), therefore responses will be affected by this higher proportion of older respondents
- The host borough residents group consists of a higher proportion of young people (44% under the age of 34 years compared with 28% in the overall population). Additionally there is a high BME (Black and minority ethnic) population in this group. The host borough results are generally more positive throughout the research, most likely due to their close proximity to the Olympic site. It is possible that in some cases the more positive results seen for Asian respondents is because of a strong correlation with the host boroughs rather than their ethnic origin.

Any differences commented on in this report are statistically significant, unless otherwise stated or referred to as a 'slight' difference.

The questionnaire addressed to respondents referred to the London 2012 Olympic and Paralympic Games as the Games.

Regional analysis in the report is based on Government Office Region (GOR).

2. Executive Summary

Key Findings

- Three in four respondents were interested in the Games and confident the UK would host a successful Games. These levels are higher than 2007
- Three in four were pleased the Games would be taking place in London
- Benefits most wanted from the Games included both sport and the wider legacy potential: helping the UK economy, providing opportunities for young people, regenerating East London and improving transport
- Nine in ten people felt that it was important the Games had long-term benefits for disabled people
- The long-term benefits of the Games were considered more important by more respondents than medal achievements and respondents believed benefits should be felt most after the Games rather than during
- Potential participation in Government initiatives linked to the Games were particularly good amongst young people, although persuasion is probably necessary to harness this potential
- Host borough residents were most positive about the Games and

Interested in and pleased about the Games

In 2009, three in four respondents (72%) were interested in the Games. This is an increase since 2007 (67%) and consistent with 2008 (73%). A similar proportion of three in four (75% in 2009) were pleased the Games would be taking place in London, this level has been consistent for the last two years.

Host borough residents were both more likely to be interested in the Games (86%) and pleased they were taking place in London (85%) compared to all respondents. Of the three key sub-groups (young people, host borough residents and disabled people), the disabled people group reported the lowest proportion of people saying they were pleased about the Games taking place in London, but this was still 68%.

The factors which drive interest in and being pleased about the Games are:

- Being a sports enthusiast
- A correlation with being knowledgeable about the Games
- Backing the Games
- Perceiving the Games as impacting positively on them
- Living in a Southern region.

Knowledge of the Games

People were asked how much they knew about several different aspects of the Games. Around one in three respondents claimed they knew a lot or a little about the preparations for and benefits of the Games mentioned. Knowledge levels tended to tie in with the stage at which the Games are currently at, for example, most was known about building of the venues (37%) and less known about the staging of events (27%).

Host borough residents reported higher levels of knowledge for all aspects measured compared to other sub-groups.

Confidence in the UK holding a successful Games

Confidence in the UK hosting a successful Games remained positive and increased in 2009. 76% were confident in 2007 and 2008, and this increased to 79% in 2009.

Confidence levels were high amongst all key sub-groups, with host borough residents giving the highest level of confident responses (86%). Disabled people were least confident (77%).

Benefits wanted

On balance respondents believed it was more important that there are long-term benefits for all in the UK from hosting the Games (49%) compared to hosting a world class Games with a high medal tally (13%). These views were consistent across all three key sub-groups.

Respondents were asked, without prompting, what long-term benefits they wanted to see as a result of the Games. Benefits wanted were both concerned with sport and also the wider legacy potential. Of key priority were:

- Helping the UK economy (31%)
- Providing more opportunities for young people (20%)
- Improved sports venues (20%)
- Increased participation in sport (18%)

Notably all key sub-groups most wanted the Games to benefit the UK economy, otherwise key benefits wanted were:

- Residents in host boroughs had stronger feelings about most potential benefits, their most common responses were the regeneration of East London (36%), providing opportunities for young people (35%), improved sports venues (29%) and transport (26%).
- Young people and disabled people most desired opportunities for young people (18% and 19% respectively), improved sports venues (19% and 16%), increased

participation in sport (18% and 15%) and more visitors to the UK (19% and 13%). Disabled people also wanted more opportunities for disabled people (15%).

Respondents were asked to rank the aims of the Games from a varied list covering sport, participation, regeneration, Games achievements and encouraging tourism. The most cared about aims were:

- Increased take up in sports (24%)
- Building new homes in East London (11%)
- Retaining 4th place in the medal table (9%)
- Showcasing the UK as a great place to live (8%)

Among respondents from the sub-groups the most cared about aims were:

- Young people prioritised job creation (22%), an increased take up in sport (18%) and inspiring young people (13%)
- Disabled people cared most about increased take up in sport (17%), new homes in East London (12%) and creating positive attitudes to disabled people (10%).
- Host borough residents cared most about job creation (22%), building new homes in East London (21%) and inspiring young people (13%).

Where benefits should be felt

Around three in four (78%) respondents agreed the long-term benefits of the Games should be wider than just sport and over half (58%) agreed that the whole of the UK will benefit not just London. Host borough residents were more likely than other sub-groups to agree to these.

A majority of respondents believed there would be a positive benefit felt:

- In London (82%)

- By young people (73%)
- The country as a whole (71%)
- By disabled people (65%).

People were less likely to feel the Games would benefit them personally (25%) or their local area (24%), with the exception of host borough residents (55% and 46% respectively), which might be expected given their proximity to the Olympic site.

Most benefits were anticipated after the Games (43%), but also, albeit to a lesser extent, during (30%) and now in the run up to the Games (20%). Young people were more sceptical about benefits felt after the Games (33%).

When prompted, nine in ten thought it very or fairly important that the Games would benefit disabled people in all areas measured, which included sport, employment and general opportunities. The benefits that were felt to be most important, where over three in five thought it very important were that:

- Disabled people can access appropriate facilities, services and businesses when attending the Games (67%)
- More access to sport and physical activity for disabled people (65%)
- Initiatives around the Games promoting a more positive understanding of disabled people (63%).

Awareness of current legacy initiatives

Over half of respondents had heard of the free swimming initiative for under 16s and over 60s (54%). Young people were least aware of this (37%). Awareness was also higher amongst parents (61%) and over 65 year olds (60%) who are the key targets of this initiative.

When asked about knowledge of activities linked to the Games, free swimming was the most known about where 43% knew a lot or a little. Over one in ten were aware of overseas teams visiting and training, things happening in schools and

participation in sport initiatives. Host borough residents tended to be more aware of each initiative.

Current impact on participation

Current participation levels of respondents were:

- Over half had ever taken part in cultural activities (58%), participation levels were highest amongst young people (68%)
- Over two in five (44%) had taken part in sport or active recreation in the last four weeks, this level was highest amongst young people (59%) and lowest amongst disabled people (27%)
- Approximately one-quarter had taken part in volunteering activities (23%), this level was lower amongst host borough residents (19%)
- Just under one-third (30%) had taken part in sporting events to raise money for charity and young people (42%) were most likely to have done this.

Around 16% of all respondents claimed they had been encouraged to take part in sport, cultural activities and volunteering more as a result of the Games. Young people (28%) and residents in host boroughs (28%) were most likely to claim this.

A baseline measure was taken for participation in Games specific initiatives such as Olympians or Paralympians visiting a school to talk about the Games. This baseline will track levels of awareness of these initiatives up to the Games. Current levels of awareness are low, between 0%-2%.

Potential impact on participation

Some respondents claimed the Games were already impacting on their environmental actions. People reported the Games were leading to them recycling more (23%) and using less electricity (23%), the least popular response was cutting down on water usage (16%). Host borough residents and young people tended to be more conscientious in their actions.

The activities people would most welcome in the run up to the Games (which were mentioned spontaneously) were:

- Sporting activities (45%)
- Family related activities (24%)
- General community events (19%)
- Cultural activities (11%).

One-third (33%) claimed they would give up their time for an Olympic inspired activity, this level was higher for young people (48%) and lower for disabled people (24%).

Amongst those who would give up their time, activities that were spontaneously reported as being of interest were general help (14%) and sporting events (13%). When prompted, this preferred involvement was for sporting activities (59%) and community events (51%).

Sources of information

On balance, respondents were more likely to have heard positive things about the Games (52%) than negative things (32%). Host borough residents were more likely to have heard positive (81%) and negative (47%) things demonstrating the higher degree of communications about the Games both formally and informally. More respondents said they had heard positive things and fewer respondents said they had heard negative things compared with previous waves of research.

Television was the key source of information for all respondents followed by newspapers, the Internet and word of mouth. Host borough residents were more likely than others to get their information via press and word of mouth. This is probably because of the greater media buzz in this geographic area. Disabled people were least likely to get their information from the Internet (8%), most likely because of their older age bias.

Security

Three in four respondents (76%) were confident of effective security being in place for the Games.

3. Conclusions

UK residents continue to be interested and pleased about the Games, as well as being confident that the UK will host a successful Games with research results being maintained, if not bettered compared to 2007 and 2008. Knowledge of the Games and a personal interest in it drive these positive views. Host borough residents held the most positive attitudes.

Priority legacy areas for the Games were both within sport (better venues and increased participation) as well as with wider issues: helping the UK economy, providing opportunities for young people and building new homes in East London. Respondents identified helping the UK economy as the top long-term benefit of the Games, showing the expected wider role of the Games goes beyond sport. Job creation was also a particular concern for young people and host boroughs residents.

The lasting legacy of the Games was more important than producing a successful Games. This was also supported by respondents feeling benefits should be most felt after the Games rather than in the run up or during the Games. Additionally there was a proportion of respondents who believed that the Games will impact positively on London, young people and the country as a whole and should benefit disabled people across a number of Games related and non-related factors.

Around one-third of respondents were knowledgeable about specific preparations for the Games as well as the expected long-term benefits of it.

Levels of participation in activities show three in four respondents have taken part in cultural activities, two-fifths have taken part in sporting or recreational activities (in a four week period preceding the interview), one-third have taken part in sports related charity events and one-quarter have taken part in volunteering, with young people demonstrating higher levels of participation than other sub-groups. One-third of all respondents claim they would give up their time for an Olympic inspired activity with levels peaking amongst young people (48%). Given their current and potential participation levels, young people have the most potential to be advocates of taking part in Olympic related activities, although quite persuasive

communications may be required to translate intent into action. Disabled people were less likely to participate in activities (24%), mainly driven by older (65 years or more) disabled people.

Respondents judged that London hosting the Games would be a source of encouragement, 16% of respondents claimed that as we get closer to the Games they have been encouraged to either do more sport, take part in cultural activities or do more volunteering.

On balance respondents were more likely to hear positive rather than negative things about the Olympics (52% versus 32%). Key sources of information were TV and press, followed by the Internet and word of mouth. Host borough residents were more likely to hear more positive things and negative things.

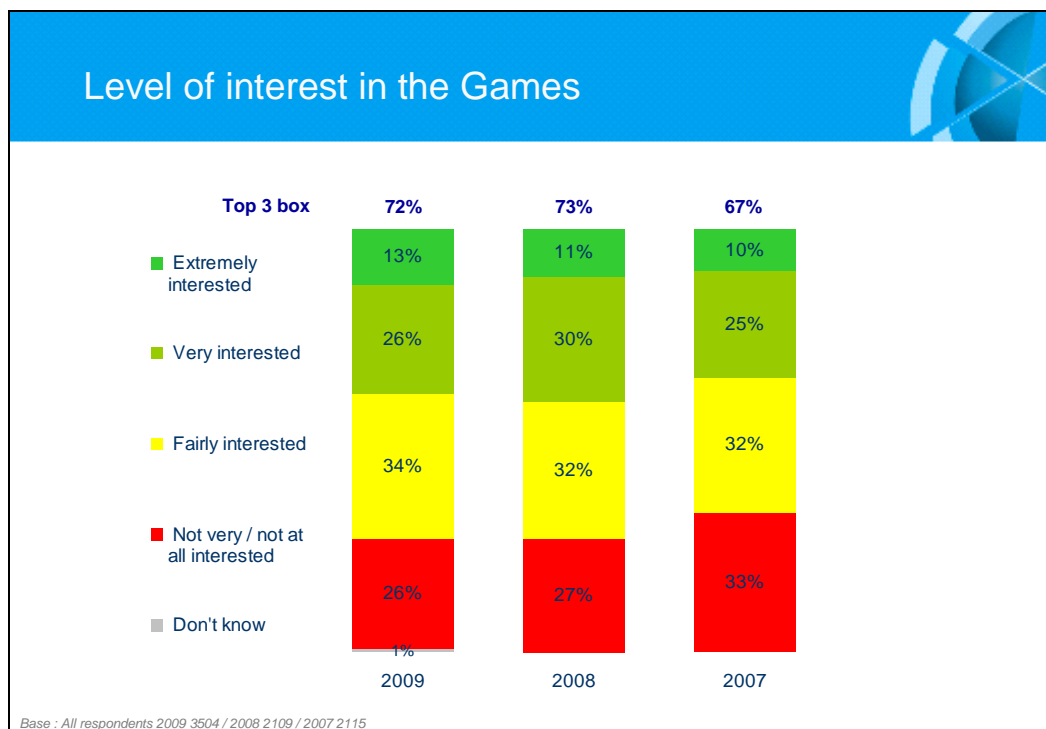
Amongst key sub-groups:

- **Host borough residents** tended to be the most positive towards the Games, most likely because of their anticipated direct benefit from it and this is a younger population compared to nationally. They claim average levels of current and potential participation. They are also more informed and hear more about the Games, both positively and negatively.
- **Young people** held fairly average attitudes towards the Games, but a higher proportion than average are confident that the UK will hold a successful Games. Their knowledge is slightly more limited. They have good claimed actual and potential participation in sports, cultural activities and volunteering.
- **Disabled people** held positive views of the Games, but less positive compared to all respondents. Their knowledge levels were similar to all respondents. Perhaps views are driven by some feeling that there will be less personal benefit to them and also they have less desire to give up their time for Olympic activities. The higher proportion of older people within the disabled population is likely to affect positive views.

4. Main Findings

4.1. Interest in and enthusiasm for hosting the 2012 Games

Nearly three in four (72%) of all respondents were either extremely, very or fairly interested in the Games. This compares favourably to results in 2007, when 67% were interested in the Games. The percentage interested in 2009 (72%) was similar compared to 2008 (73%). Research in 2008 was carried out shortly after the Beijing Olympic and Paralympics Games had taken place and this is likely to have inflated interest in this year. The results are shown in the following chart.

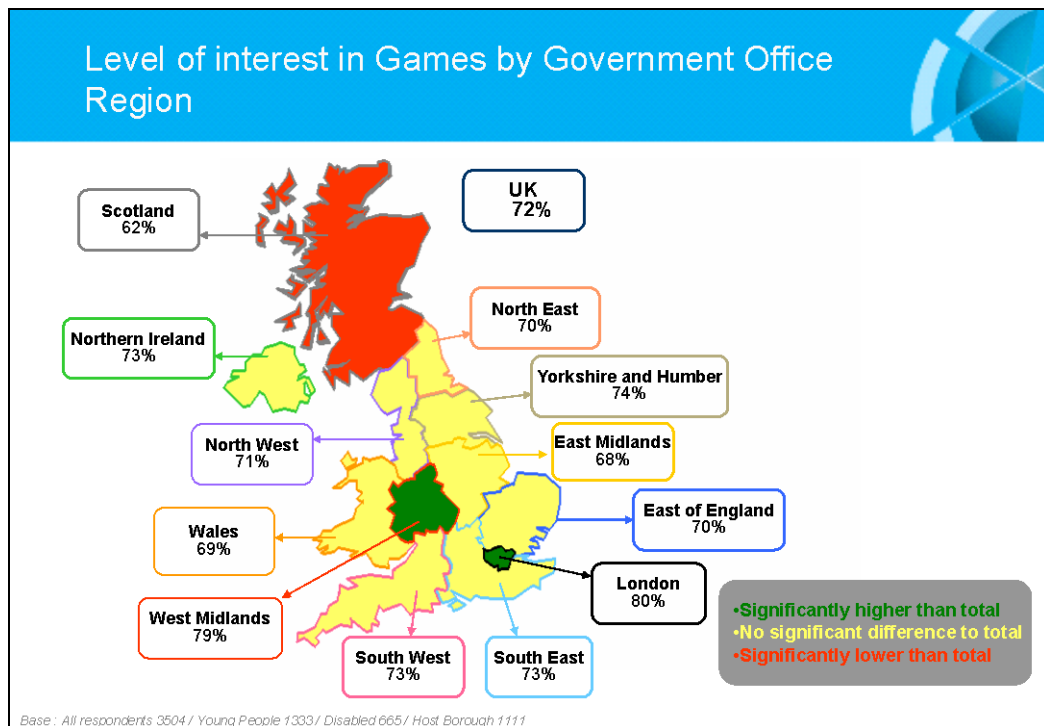


Of the main sub-groups measured, residents in host boroughs were more interested (86%) compared to all respondents. The level of interest for young people (72%) and disabled people (70%) was similar to that of all respondents.

By other demographic groups those who were more interested in the Games than all respondents were:

- Male respondents (78%)
- People from Asian (81%) or Black (87%) ethnic groups
- Those in social classes AB¹ (80%)
- Residents in London (80%) and the West Midlands (79%)

Regional results are shown in the following chart.



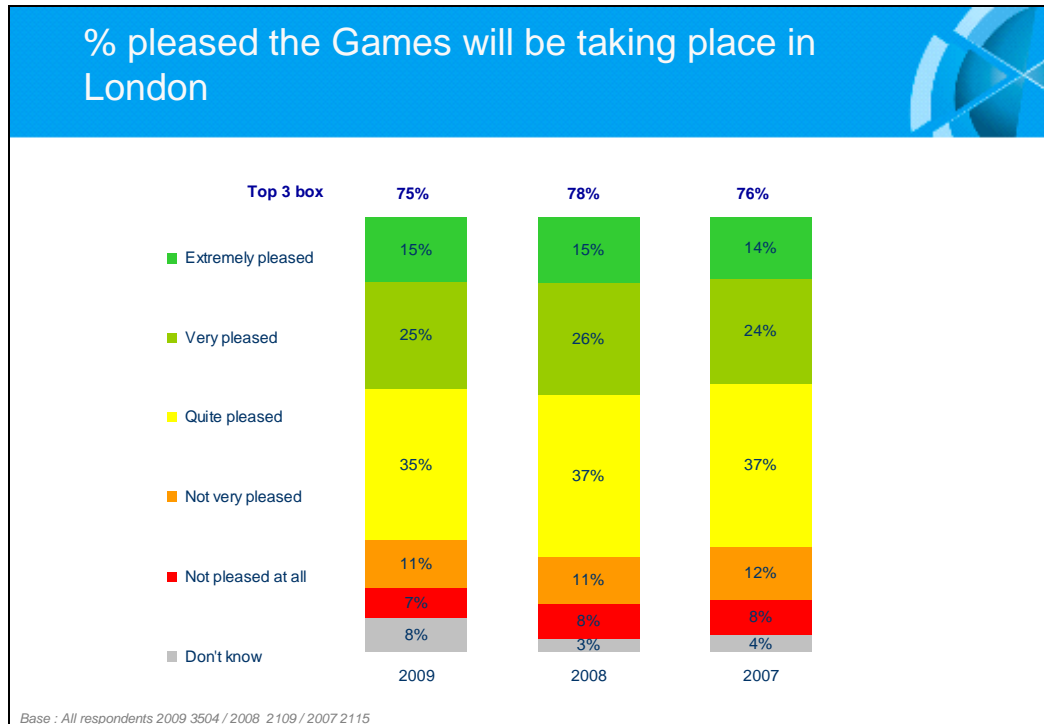
¹ Social classification definitions are provided in Appendix C

Key driver analysis shows that factors most likely to influence interest in the Games included being a sports enthusiast, being knowledgeable about the Games, feeling there will be a personal benefit to them from the Games and backing the Games.

Specifically these factors were:

- Being knowledgeable about the staging of events and expected long-term benefits
- Seeing the Games as impacting positively on them personally and on London
- Being confident that the UK will host a successful Games
- Believing the whole of the UK will benefit from the Games not just London
- Caring that Great Britain retains 4th place in the medal table
- Caring about showing the rest of the world the UK is a great place to visit
- Caring that the Games will create more jobs
- Participating in sport and charity related sport
- Being male

Three in four respondents were also pleased the Games are taking place in London, 75% said they were extremely, very or quite pleased about this. This level was lower than in 2008 (78%) but at a similar level to 2007 (76%). Again, the inflated results in 2008 are likely to be due to the Beijing Games effect. Results for 2007 to 2009 are shown in the following chart.



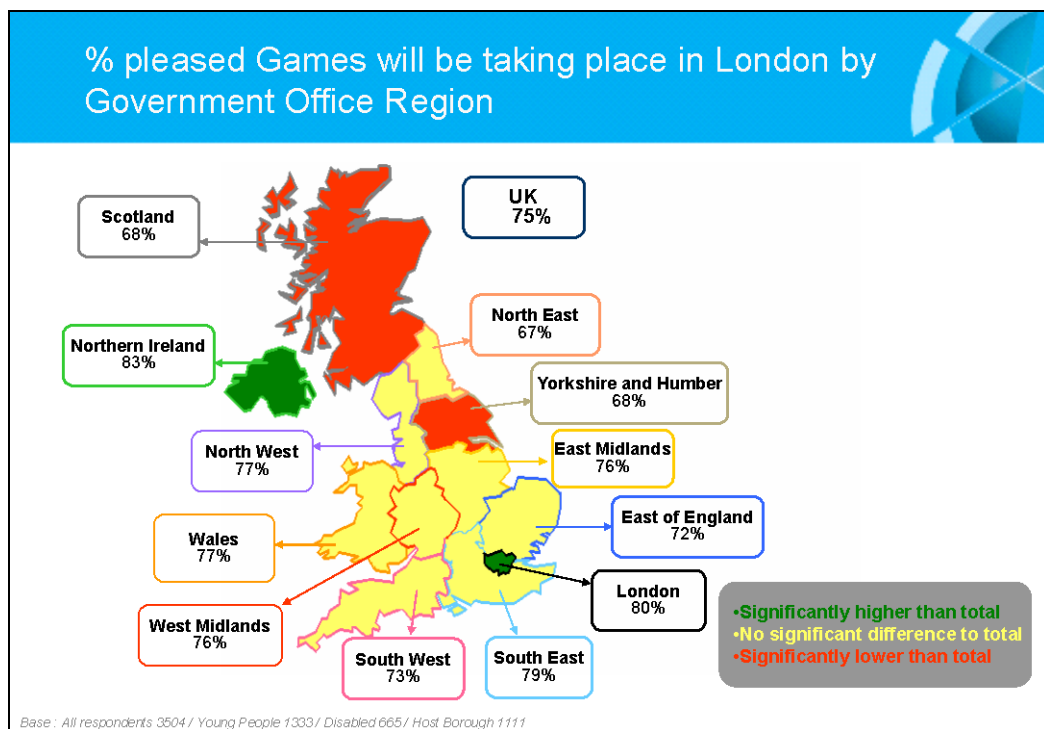
Host borough residents were more likely than all respondents to feel pleased about the Games taking place in London (85%). As discussed below, the key drivers of feeling pleased about the Games were location, knowledge, and personal benefit. These measures also correlate highly with host borough residents.

Amongst other key sub-groups, young people were more likely than all respondents to be pleased about the Games taking place in London (79%), whereas disabled people were less likely than all respondents to be pleased (68%).

By other demographic groups those who were most likely to be pleased were:

- Asian ethnic groups (85%)
- Working age respondents (77%) (compared with 66% of those 65 years or older)
- People living in Northern Ireland (83%)

Regional results for being pleased about the Games are shown in the following chart. Differences highlighted by region are statistically significant ones.

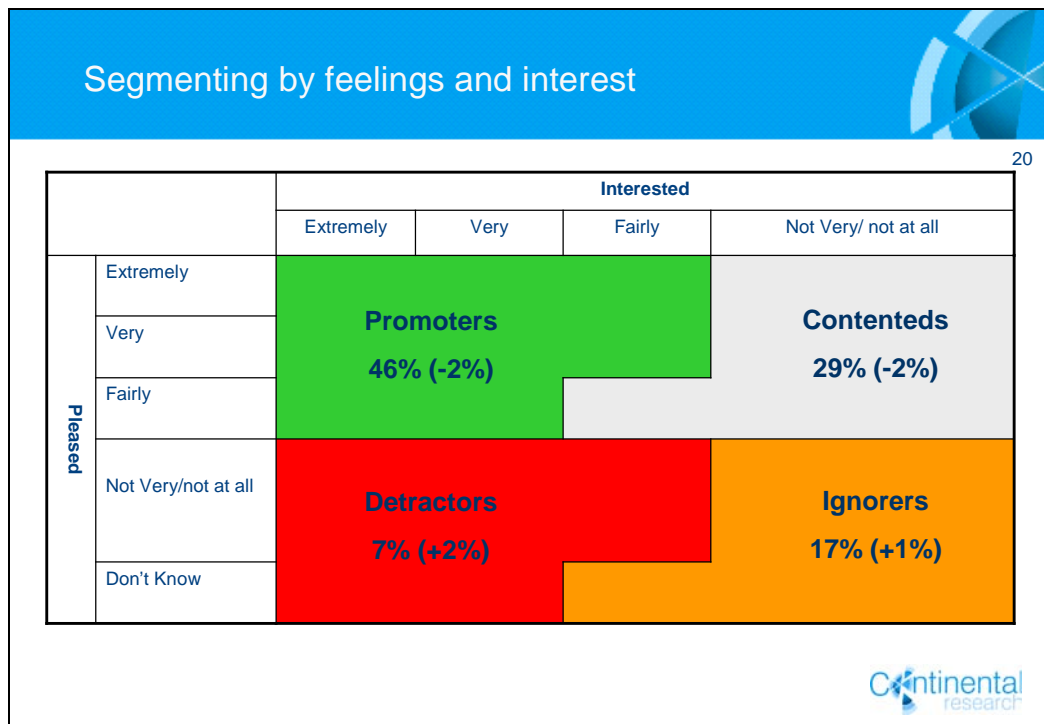


The key drivers of being pleased about the Games are summarised as being personally affected by the Games, being knowledgeable about it and backing the 2012 Games, specifically these were:

- Location: including London, South East, South West, Wales, West Midlands
- Being knowledgeable about the staging of events and expected long-term benefits

- Seeing the Games as impacting positively on them personally and on London and the country as a whole
- Being confident that the UK will host a successful Games
- Believing the whole of the UK will benefit from the Games not just London

Total responses were segmented according to the number of people being pleased the Games are taking place in London and cross analysed by the number of people interested in the Games. This is shown in the following chart. This analysis provides four groups: promoters, contenteds, detractors and ignorers, which are discussed below.

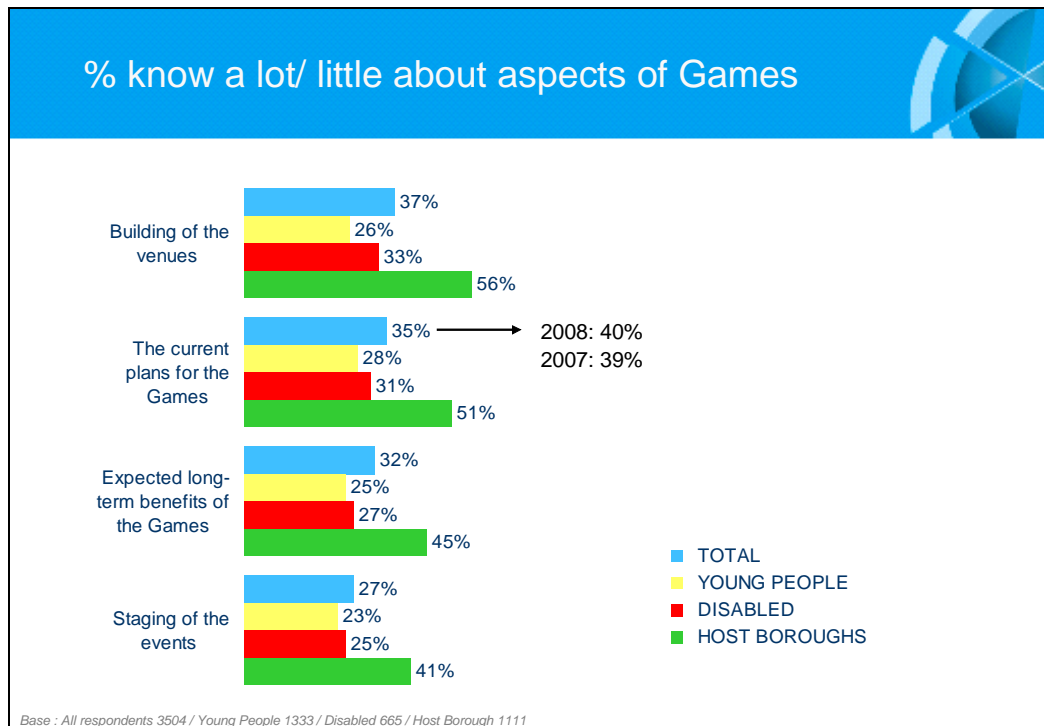


The largest groups are those which require least persuasion in terms of being more positive about the Games. Promoters, who were interested in the Games and were pleased about them make up 46% of all respondents. The Contenteds, who were pleased, but not interested made up 29%. The Detractors, who were not pleased, but were interested make up 7% of all respondents. Those who were neither

interested nor pleased (the Ignorers) made up nearly one-fifth (17%) of all respondents.

4.2. Knowledge of the 2012 Games

Knowledge of building of the venues, the current plans for the Games, expected long-term benefits of the Games and staging of the events was measured. For each, respondents were asked if they knew a lot, a little or nothing at all about these preparations and benefits. The following chart shows the proportions who knew a lot or a little about each by all respondents and by key sub-groups.



Amongst all respondents, most knowledge was held for the building of the venues, the current plans for the Games and the expected long-term benefits of the Games, where around one-third knew a lot or a little about each. A lower level of just over one-quarter knew about the staging of the events. This perhaps shows that knowledge levels tie in with the stage at which the Games are at, although the

results suggest that legacy communications have impacted on awareness of long-term benefits.

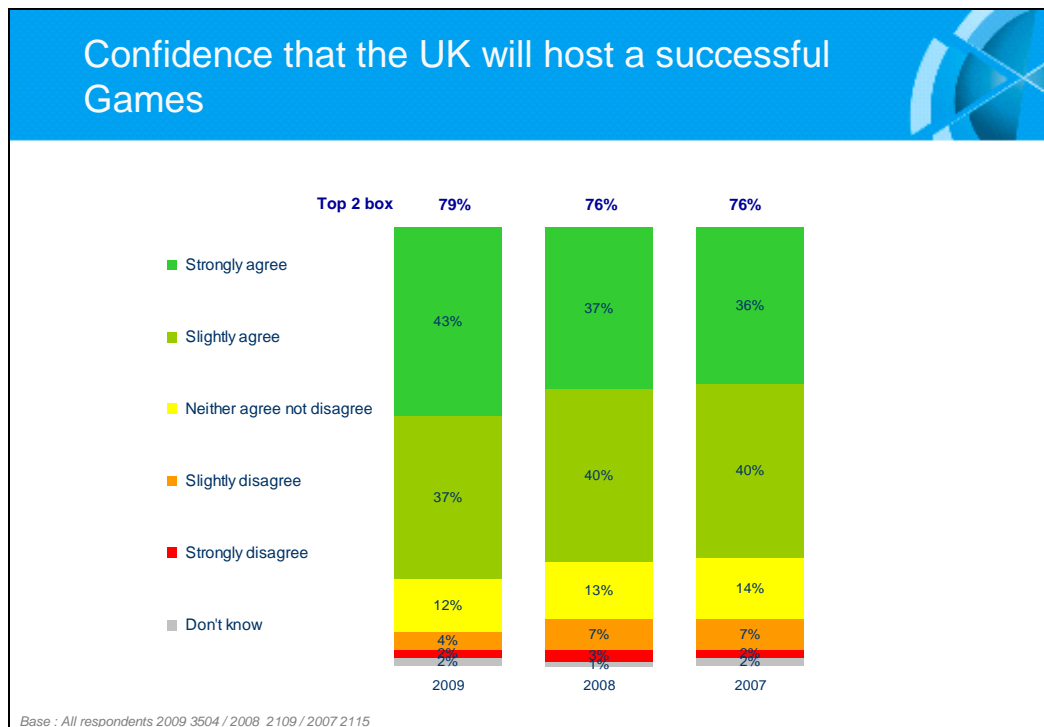
Knowledge of the current plans for the Games was also measured in 2007 (39%) and 2008 (40%). Knowledge was lower in 2009 (35%).

Amongst key sub-groups, residents in the host boroughs were the most knowledgeable for all aspects measured. Disabled people's knowledge was lower than all respondents regarding the current plans for the Games and expected long-term benefits of the Games. Young people, however, were the least knowledgeable overall, where they knew less about the building of the venues, the current plans for the Games and the staging of the events compared to all respondents. These young adults may hold lower knowledge levels due to this age group typically being low news media consumers.

Amongst other demographic sub-groups, people living in London, males and social classes AB were consistently more knowledgeable than all respondents on these measures.

4.3. Confidence in the UK hosting a successful Games

High confidence levels in the UK hosting a successful Games were found. Four in five (79%) strongly or slightly agreed they were confident in 2009, this was a higher level of confidence compared to the levels found in 2007 and 2008, where 76% were confident each year.



Key sub-groups with most respondents agreeing they were strongly or slightly confident were residents in host boroughs (86%) and young people (82%). Three in four (77%) disabled people were confident, which was a similar level to all respondents. Other demographic differences showed that males (83%) were most confident the UK will hold successful Games.

4.4. What benefits are wanted

Respondents were asked what they wanted the long-term benefits of the Games to be, answers given were spontaneous and respondents could give more than one answer. Helping the UK economy (31%) and providing opportunities for young people (20%) were the most frequently mentioned spontaneous responses. Specific benefits relating to sport were also important. Of all people, 20% would like to see improved sports venues and 18% increased participation in sports. Other benefits which were wanted included more visitors to the UK (16%), the regeneration of East London (12%) and more opportunities for disabled people (7%). One-quarter (25%) of respondents could not think of any long-term benefits that they wanted. This is shown in the following table.

What would you want the long-term benefits of the Games to be (spontaneous)

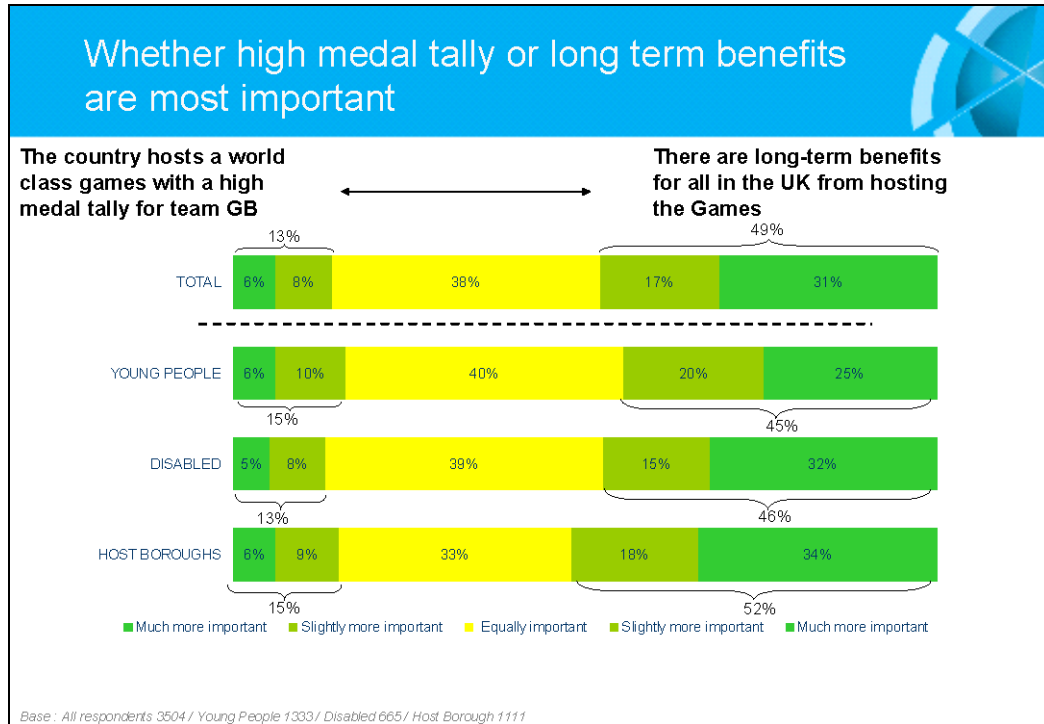
Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host borough 1111 %
Helping the UK economy	31	29	22	43
More opportunities for young people	20	18	19	36
Improved sports venues	20	19	16	29
Increased participation in sport	18	18	15	19
More visitors to the UK	16	19	13	18
Regeneration of East London	12	7	10	36
More opportunities for disabled people	7	6	15	6
Better transport	7	6	7	26
More involvement in the local community	6	5	7	9
Increased involvement in cultural activities	4	4	3	7
Don't know	25	31	31	14
<i>Others mentioned by less than 4%</i>				

The table above also shows the desired benefits by key sub-groups with statistically significant differences compared with the total population indicated by shaded boxes and summarised below:

- Host borough residents wanted more out of the Games by providing wider opportunities in terms of helping the economy, providing opportunities for young people, the regeneration of London and better transport. It is clear that some of these will have direct personal benefit, hence the higher levels of desire
- For disabled people there was a stronger desire for more opportunities for disabled people, but less for helping the UK economy. This desire was driven by working age disabled people where 21% wanted opportunities compared to 7% of over 65 year olds
- Young people wanted more visitors to the UK but there was less desire for East London being regenerated

For respondents who wanted improved sports venues to be a benefit of the Games, they were asked if this was for the Games themselves or for their local area. Amongst all respondents, the desire was a little more for the Games themselves (33%) than their local area (25%), although 39% wanted both.

Respondents were asked which was most important: the country hosting a world class Games with a high medal tally for team GB or that there are long-term benefits for all in the UK from hosting the Games. The responses are shown in the following chart.



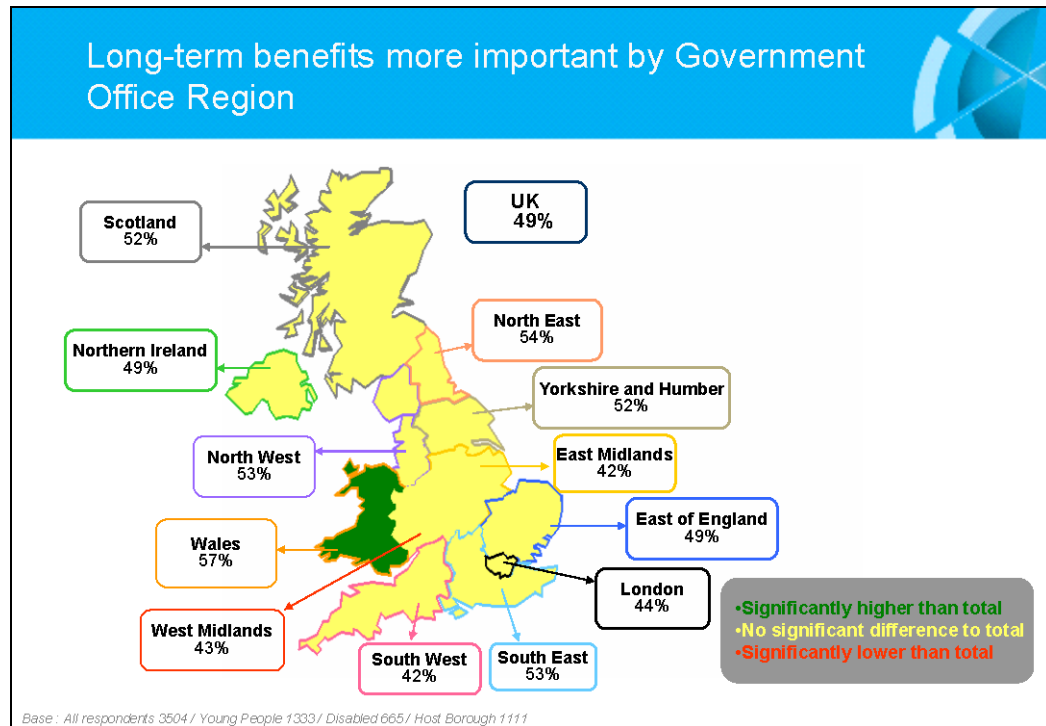
A higher proportion of respondents (49%) thought the long-term benefits of the Games were more important compared to 13% feeling hosting a world class Games with a high medal tally was more important. By key sub-group, host borough residents placed more importance on the long-term benefits (52%), again most likely because of the personal benefit they could derive.

By demographic groups, those who placed most importance on the long-term benefits of the Games were:

- People aged 35 to 44 years (55%)
- Asian ethnic groups (54%)
- Social classes AB (54%)

- Respondents in Wales (57%)

The proportions of respondents who placed more importance on the long-term benefits of the Games are shown by region in the following chart.



A list of Government aims for the Games was provided to respondents, and they were asked which ones they cared about the most. Respondents were asked to give their first choice through to their fifth choice. The following table shows the proportions of all respondents who chose each aim as their first choice. It also shows answers by first/second and first/second/third choices. The top five most cared about aims are highlighted.

Most cared about Government aims as a first, second and third choice

	1st choice %	1st/ 2nd choice %	1st/ 2nd/ 3rd choice %
<i>Base: all respondents</i>	3504	3504	3504
Increasing take-up in sports	24	40	49
Building new homes in East London	11	17	23
Great Britain retaining 4th in the Olympic medal table	9	16	23
Showing the rest of the world that the UK is a great place to visit	8	19	29
Encouraging young people to play an active part in their communities	6	13	21
Increased opportunities in sport for disabled people	6	16	23
Inspiring children and young people through the Games	6	13	21
Encouraging people to play an active part in their communities	6	12	19
More positive attitudes towards disabled people	5	8	11
Creating more jobs	5	11	19
More opportunities for British business	3	7	11
None of the above	7	7	7

Most cared about aims were concerned with sport and achievements in the Games, but also the lasting legacy. Increasing take-up in sport was the most cared about aim amongst all respondents as a first, second and third choice. Within the top five most cared about aims, as a first choice were also: building new homes in East London, retaining fourth place in the Olympic medal table, showing the rest of the world that the UK is a great place to live and encouraging young people to play an active part in their communities. Within the top five cared about aims as a second and third choice was also increased opportunities in sport for disabled people.

Different priorities were found amongst key sub-groups. The first choice aims are shown in the following table. The top five are highlighted for each sub-group.

Most cared about Government aims by key sub-group

	1st choice				1st/2nd/3rd choice			
	Total	Young people	Disabled	Host boroughs	Total	Young people	Disabled	Host boroughs
	%	%	%	%	%	%	%	%
<i>All respondents</i>	3504	1333	665	1111	3504	1333	665	1111
Increasing sports take-up	24	18	17	7	49	39	37	21
Building new homes in East London	11	5	12	21	23	11	23	40
GB retaining 4th in medal table	9	4	7	4	23	10	18	8
Show the world the UK is great place to visit	8	5	6	3	29	23	21	13
Young people play active part in communities	6	4	4	6	23	22	18	23
Sport opportunities for disabled people	6	5	8	3	21	17	27	8
Games inspiring children and young people	6	13	6	13	19	36	20	38
People playing an active part in communities	6	6	7	6	21	25	24	22
Positive attitudes to disabled people	5	4	10	2	19	17	27	11
Creating more jobs	5	22	7	22	11	42	17	54
More opportunities for British business	3	8	3	7	11	24	11	29
None of the above	7	1	9	-	7	1	9	-

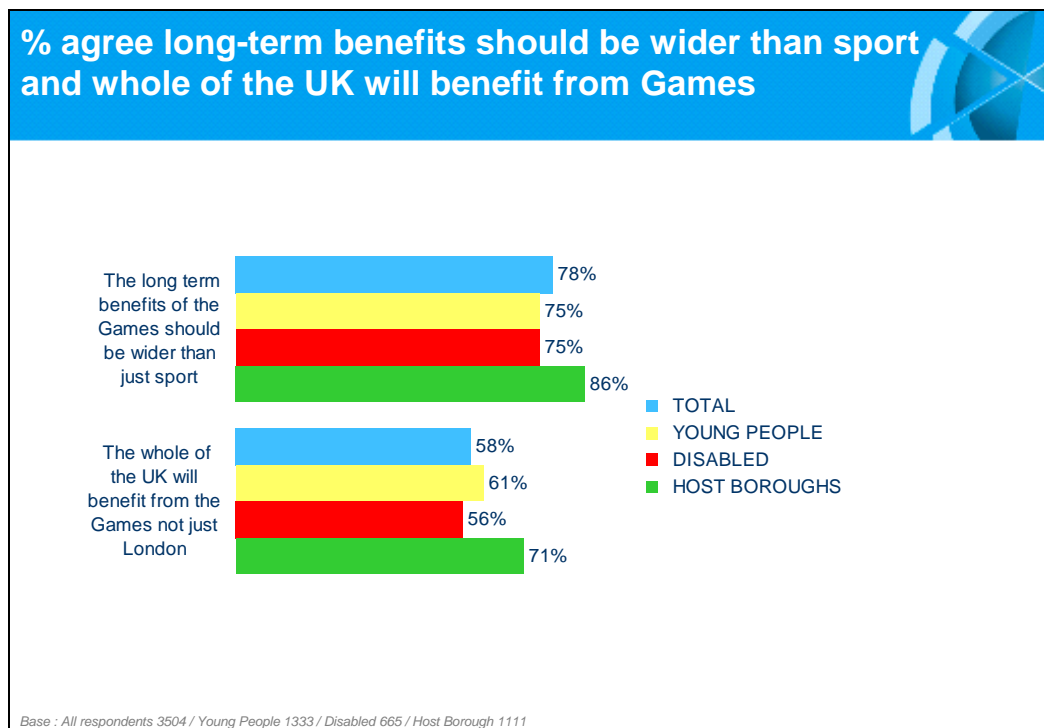
For young people the top five priorities were related to the wider economic impact, most likely due to the high unemployment levels amongst young people in particular at the time of research. Their priorities were creating more jobs, increasing take-up in sport, inspiring children and young people through the Games, creating more opportunities for British business and encouraging people to play an active part in their communities.

The aims disabled people prioritised as being most cared about were: an increased take up in sport, building new homes in East London, creating more positive attitudes towards disabled people, increased opportunities in sports for disabled people and retaining 4th place in the Olympic medal table. Again the personal benefits are apparent for some of these aims.

For host borough residents the top five most cared about aims were: job creation, building new homes in East London, increasing take-up in sports, inspiring children and young people through the Games and more opportunities for British business. Some similarities to young people exist most likely due to the high proportion of young people in the host boroughs.

4.5. Opinions on where benefits should be felt and when

To measure where benefits should be felt, respondents were asked whether they agreed or disagreed to two attitude statements: the long-term benefits of the Games should be wider than just sport and the whole of the UK will benefit from the Games not just London. The levels agreeing to each statement are shown in the following chart.

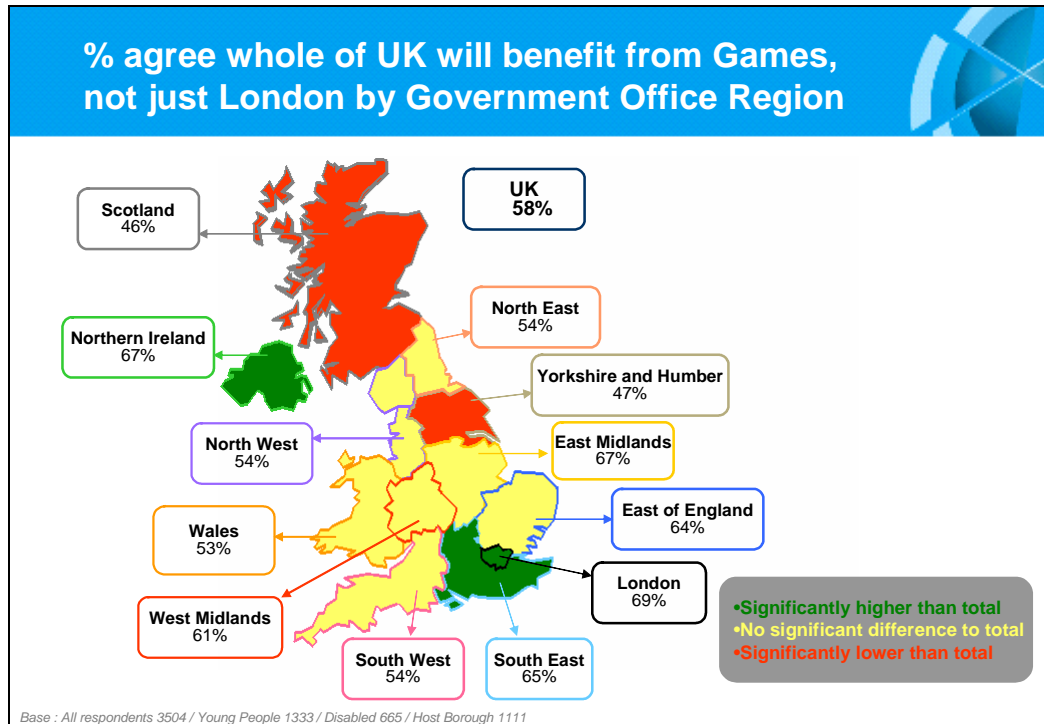


Around three-quarters (78%) of all respondents agreed the long-term benefits of the Games should be wider than sport. Approximately three-fifths (58%) of respondents agreed the whole of the UK will benefit from the Games, not just London.

Amongst key sub-groups, host borough residents were most in agreement with both statements. This reflects the personal benefit they expect from the Games, where they were more likely to believe the benefits should be wider than sport. Host borough residents were also more likely to believe the benefits of the Games would be felt by the whole of the UK not just London. This higher level perhaps reflects on a more pessimistic view amongst those outside of London. Indeed respondents in

some northern regions were less likely to agree than all respondents: 47% of respondents in Yorkshire and The Humber and 46% of respondents in Scotland, this compares to 69% of all Londoners which was higher than all respondents.

Regional results for those agreeing the whole of the UK will benefit from the Games, not just London are shown in the following chart.

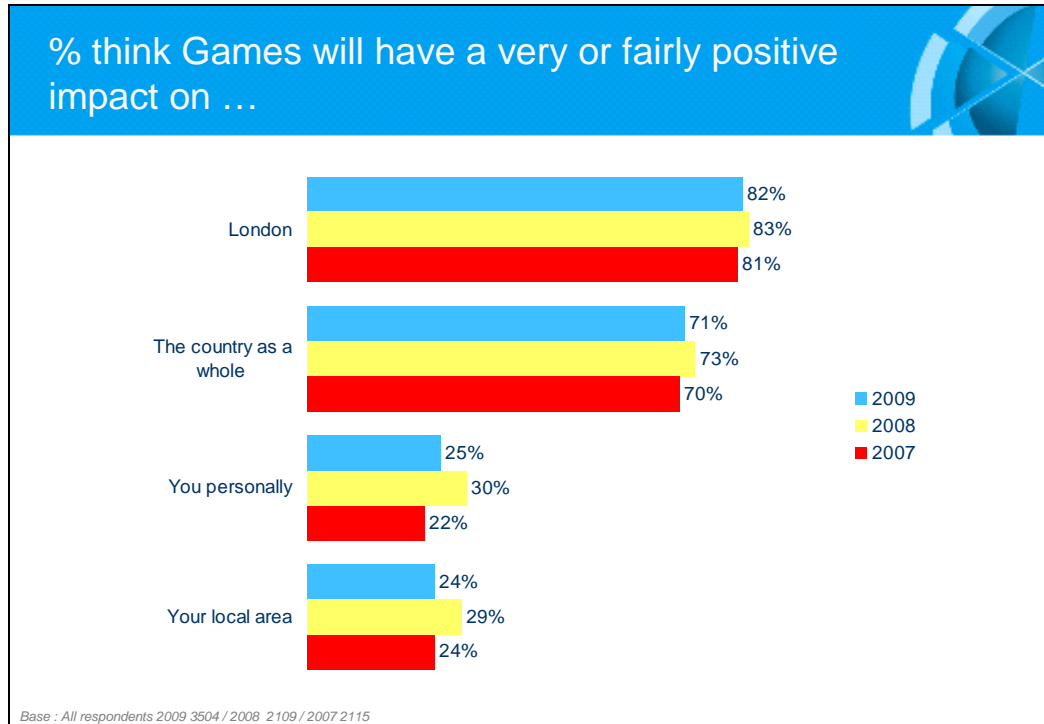


Other sub-group differences show:

- Respondents aged 45 to 54 years were more likely to agree the long-term benefits of the Games should be wider than sport (83%).
- Asian respondents were most likely to agree the whole of the UK should benefit from the Games not just London (79%). This finding amongst Asian respondents is likely to correlate strongly with this demographic group being more likely to live in London.

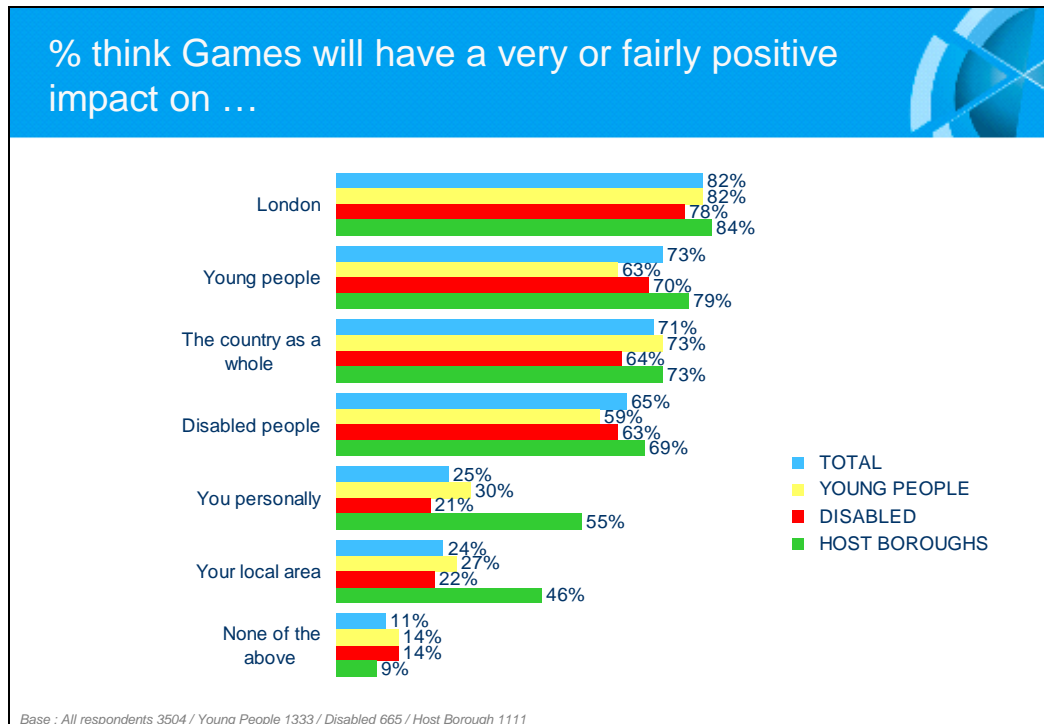
Respondents were also asked whether there would be a positive or negative impact on each of the following: London, the country as a whole, you personally and your local area. Those for which a higher proportion of respondents believed there

would be a positive impact were London (82%), a lower, but still a majority, thought there would be a positive impact on the whole of the country (70%). Much lower levels believed there would be an impact on them personally (25%) and their local area (24%). This is shown in the following chart.



The chart above also compares 2009 results to previous years. A similar level in 2009 compared to previous years thought there would be a positive impact on London and the country as a whole. For a personal and a local area impact, respondents in 2008 were more positive. This is likely to be due to the halo effect of the Beijing Olympics.

The following chart demonstrates the differences between the key sub-groups.



Young people were less likely than all respondents to believe the Olympics would impact young people (63%). However, they were more likely than all respondents to believe the Games would benefit them (30%) and their local area (27%). This shows that their perceived impact is better for themselves rather than peers compared to all respondents. Young people were also less likely than all respondents to believe there would be a positive impact on disabled people (59%).

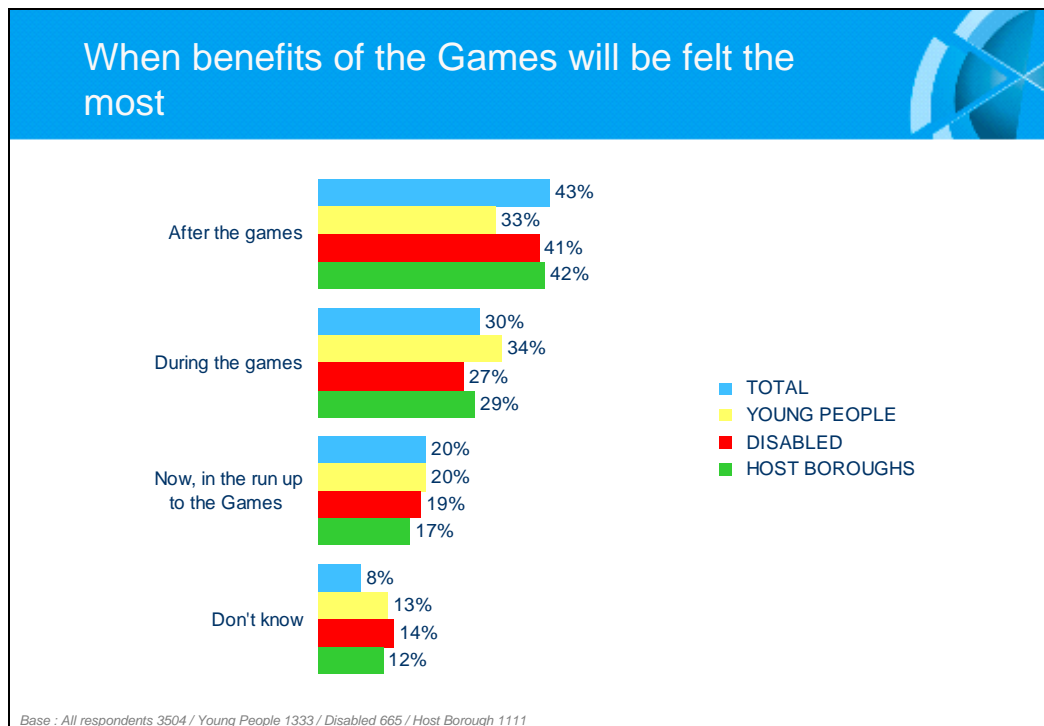
Disabled people were least likely to believe there would be an impact on people in London (78%) or the country as a whole (64%).

Host borough residents were particularly positive in that they were more likely than all respondents to say that the Games would impact positively on young people (79%), disabled people (69%), them personally (55%) and their local area (46%). The latter two factors being around double the level of all respondents, evidently because of their close proximity to the 2012 site.

There were some patterns in differences amongst demographic groupings:

- Social classes AB were more likely to believe a positive impact would be felt for all aspects
- Respondents living in most Northern regions were less likely to believe in a positive impact on them personally or their local area
- Males were more likely than females to believe in a positive impact of the Games on them personally

Respondents were asked when the benefits of the Games will be felt the most. The general view was that the benefits should be felt the most after the Games (43%), to some extent during the Games (30%) and the least now, in the run up to the Games (29%). This is shown in the following chart.



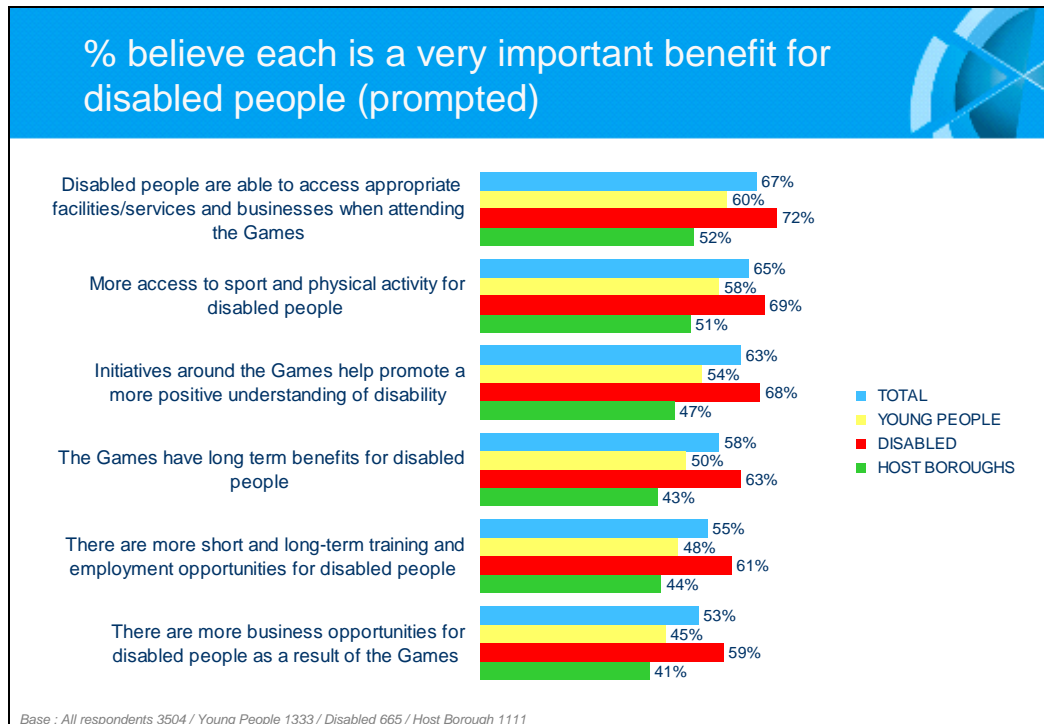
There were some differences in opinion amongst key sub-groups:

- Young people were more likely than all respondents to believe that the benefits should be felt during the Games (34%) and least likely, compared to all respondents, to believe that they should be felt after the Games (33%).
- Host borough residents were the least likely to believe benefits should be felt now in the run up to the Games (17%), which could reflect their direct experience of having the Olympic site on their doorstep currently.

Amongst other demographic groups the following differences were found:

- Those who most believed there would be benefits in the run up to the Games were respondents in the West Midlands (26%), Scotland (27%), Asian respondents (28%) and parents (24%)
- A greater belief that benefits would be felt most during the Games was found amongst respondents in the South West (38%)
- Those who thought benefits would be felt to a greater extent after the Games were: residents in the South East (49%) and Northern Ireland (52%), and social classes AB (53%)

Respondents were presented with a list of potential benefits for disabled people and asked how important these were. For each area measured around nine in ten of all respondents believed it was very or fairly important that the Games had the stated benefit, with little difference by key sub-groups. To understand which areas were more important than others, the results were examined to show the proportions that thought each was a very important benefit. This analysis is shown in the following chart.



The most important perceived benefit for disabled people was to have access to appropriate facilities, services and businesses when attending the Games (67% believed this was very important) along with more access to sport and physical activity for disabled people (65%). These factors were closely followed by the importance of initiatives around the Games to help promote a more positive understanding of disabled people (63%). Over half believed it was very important that the Games had long-term benefits for disabled people (58%), there are more short and long-term training and employment opportunities for disabled people (55%) and that there are more business opportunities for disabled people as a result of the Games (53%).

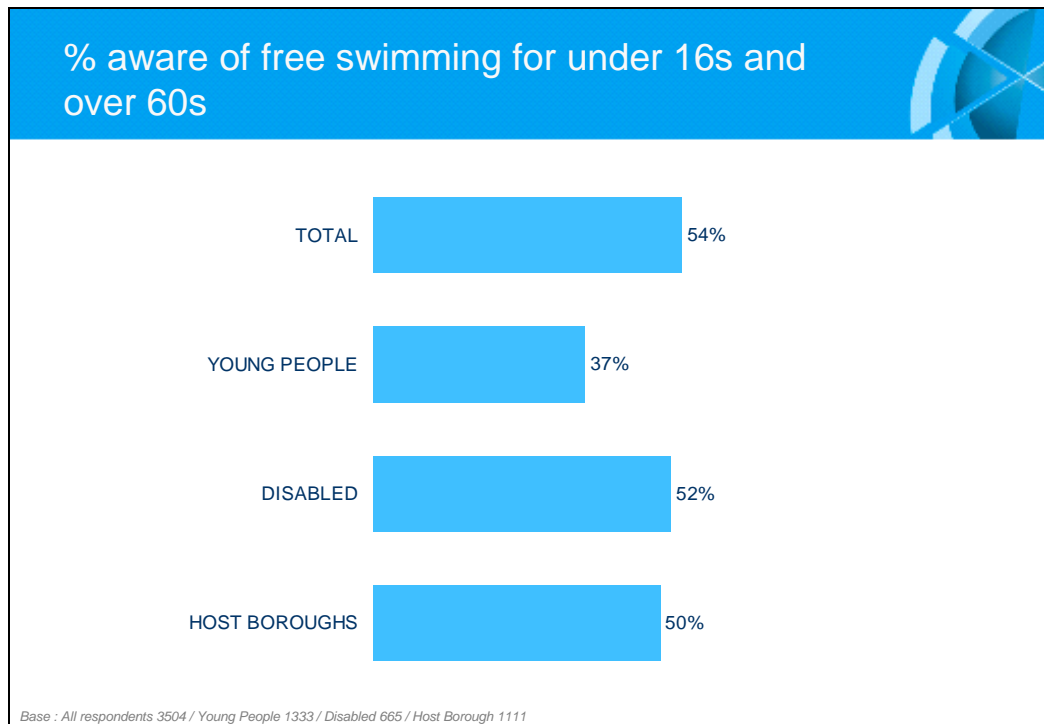
Amongst key sub-groups:

- Disabled people were more likely, compared to all respondents, to believe each was an important benefit, with the exception of more access to sport and physical activity for disabled people
- Young people and host borough respondents were consistently less likely to think each was a very important benefit for disabled people.

4.6. Awareness of current legacy initiatives

Awareness of the initiative offering free swimming in public pools for the over 60s and under 16s was measured. This is an England only scheme, although it is additionally offered in Wales. The scheme is well served in the East and West Midlands and in the North West, where local authorities run the scheme for both under 16s and over 60s. Authorities in other parts of the country, such as the South West, do not offer this at all.

Over half (54%) of all respondents had heard of free swimming. This was higher than the 49% who had heard of this in 2008.

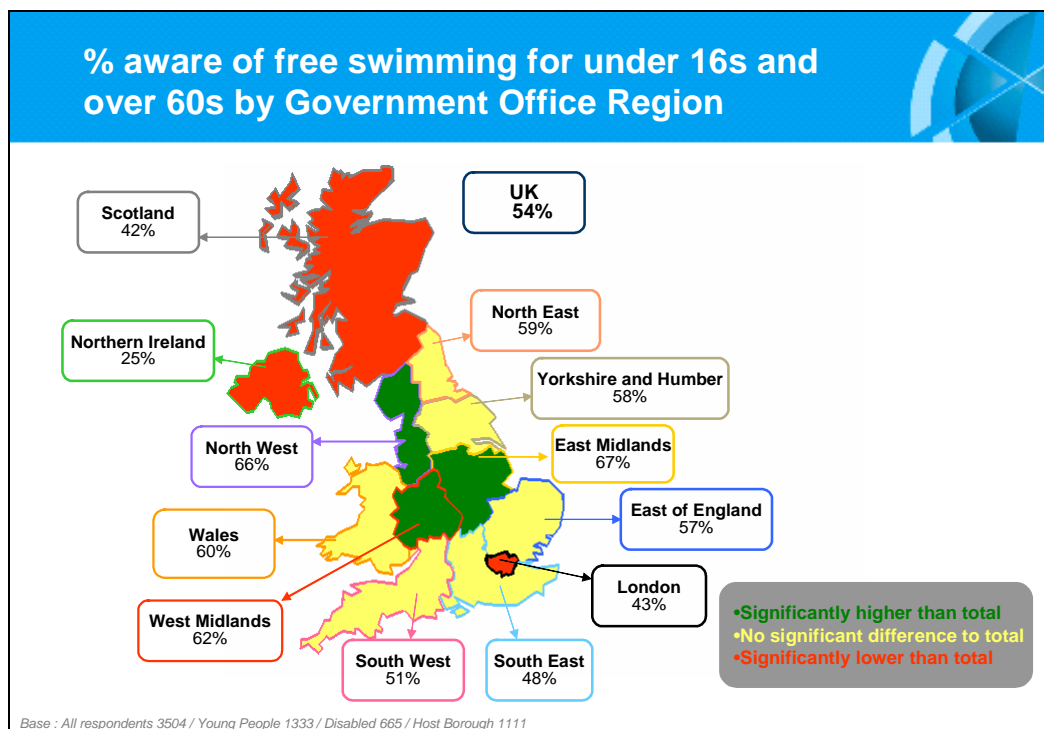


Young people were the least likely to have heard of the free swimming initiative. Given young people are just outside the catchment age to be eligible for free swimming, as they are aged 16 to 24 years, this lower level of knowledge coupled with typically lower media consumption is not unexpected. Host borough residents were also less likely to have heard of free swimming for certain age groups. This result ties in with the awareness levels for young people, given the high 16 to 24 year old host borough population.

Amongst other demographic groups awareness was higher, compared to all respondents for:

- The approximate target groups of the free swimming: over 65 year olds (60%) and parents (61%)
- Residents in the East Midlands (67%), the West Midlands (62%) and the North West (66%), this is where the scheme is particularly well served

Regional differences in awareness of the free swimming initiative are shown in the following chart.



Knowledge of Games initiatives were measured by asking respondents if they knew a lot, a little, not very much or nothing at all about each. This question was designed to capture a baseline figure for activity and to measure this over time.

% know a lot or a little about Games Initiatives

	Total %	Young people %	Disabled %	Host boroughs %
<i>All respondents:</i>	3504	1333	665	1111
Free Swimming for over-60s or under-16s	43	29	38	44
Overseas teams visiting and training	14	15	10	12
Things happening in schools	11	15	6	18
Participation in sports initiatives	11	14	7	16
New training opportunities	9	13	6	18
London 2012 representatives visiting schools and businesses	9	11	6	16
Volunteering opportunities linked to the Games	8	12	6	17
Contracts for local business	8	10	5	18
The Cultural Olympiad	7	8	5	14
London 2012 Inspire programme	6	10	4	15
Open Weekend	5	7	3	13

Knowledge was highest for free swimming for the over 60s and under 16s where 43% knew a lot or a little about it. Other initiatives with over one in ten claiming to know a lot or a little about each were overseas teams visiting and training (14%), things happening in schools (11%) and participation in sports initiatives (11%).

Amongst key sub-groups:

- Young people claimed higher knowledge levels for all activities, barring free swimming where their knowledge was lower
- Host borough residents were also more knowledgeable for most activities
- Disabled respondents had the lowest knowledge levels of all sub-groups for each activity, except free swimming

4.7. Current impact on participation

Respondents were asked whether they had participated in a number of physical and cultural activities either a lot, a little, not very much or not at all. The proportions taking part a lot or a little is summarised in the following table.

Physical and cultural activities participated in a lot/little

	Total	Young people	Disabled	Host boroughs
	%	%	%	%
<i>Base: all respondents</i>	3504	1333	664	1111
Cultural activities	58	68	44	56
Sporting or active recreation activities	44	59	27	43
Sporting events for charity	30	42	22	25
Volunteering	23	22	24	19

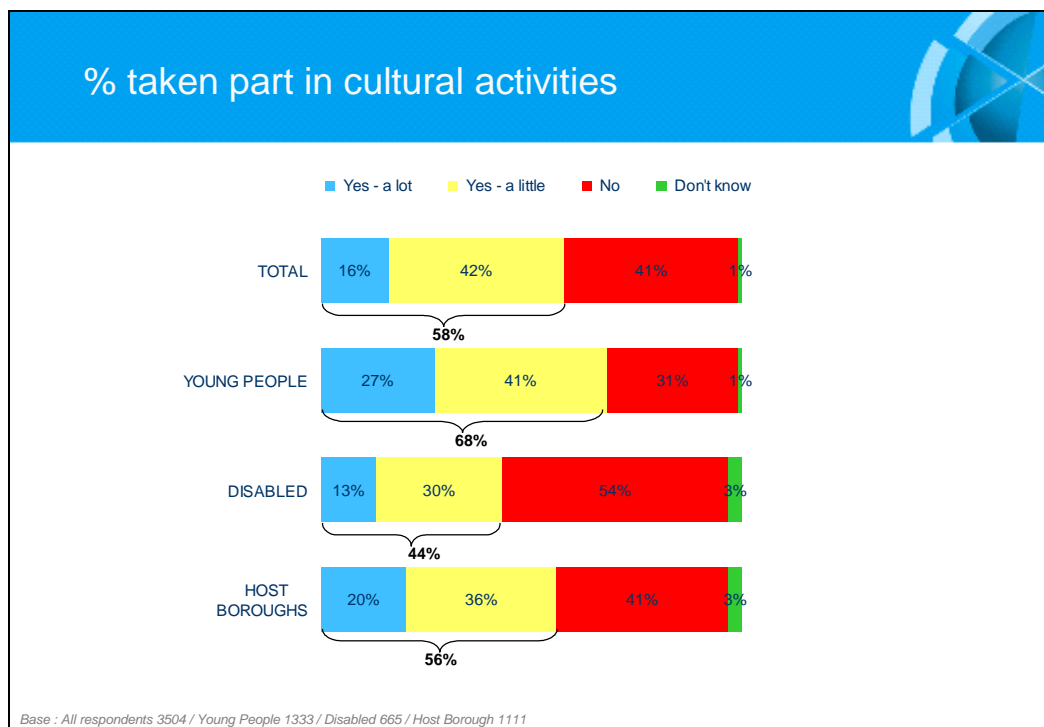
Most participation was in cultural activities where 58% had taken part regularly. Cultural activities were described in the interview as regularly going to the theatre, cinemas, museums, libraries, galleries and music events. Just under half (44%) of respondents had taken part in sport and active recreation in the past four weeks either a lot or a little². A lower level of 30% had taken part in sporting events to raise money for charity. Just under one-quarter (23%) had taken part in volunteering activities.

This level of participation is examined in more detail by key sub-groups. Barring volunteering, young people were consistently more likely to participate in each activity compared to all respondents. These higher levels of participation offer

² A question relating to participation in sport has been included in research to enable other results from the survey to be analysed by those who participate in sport and those who do not. It serves as a baseline to measure movement against Olympic questions which are not asked in other surveys. The survey was not designed to measure the level of participation in sport in the UK specifically. The Taking Part Survey published by DCMS should be used for estimates of participation in sport.

opportunities to engage and encourage young people to participate in Inspire Mark activities. Disabled people were less likely to participate in each compared to all respondents, again barring volunteering, these lower levels were largely driven by the larger proportion of older (65 years or more) disabled people.

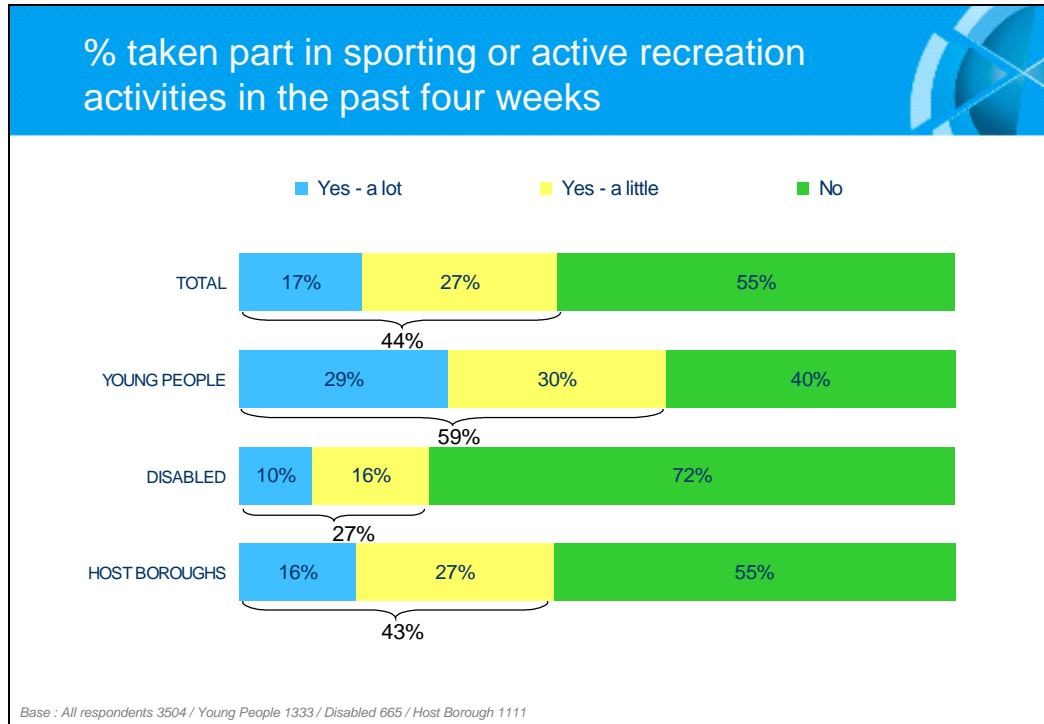
The chart below shows that a higher proportion of young people had taken part in cultural activities regularly (68%) compared to all respondents. Disabled people were less likely to do this (44%) compared to all respondents.



Amongst other demographic groups, those which were more likely to participate in cultural activities compared to all respondents were:

- 35 to 54 year olds (65%)
- Social classes AB (76%)
- Parents (63%)

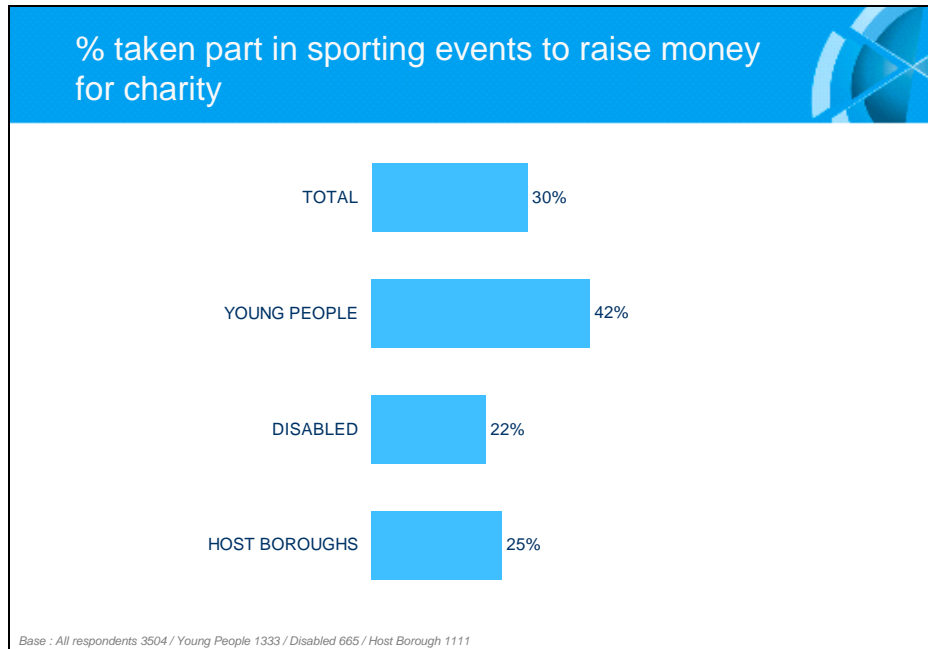
Young people were also more likely to take part in sport or active recreation either a lot or a little over the past four weeks (59%), whereas disabled people were less likely to do so (27%) compared to all respondents. This is shown in the following chart.



Amongst other demographic groups, those which were more likely to participate in sporting or active recreation compared to all respondents were:

- Under 45 year olds (54%)
- Males (50%)
- Social classes ABC1 (56%)
- Parents (51%)

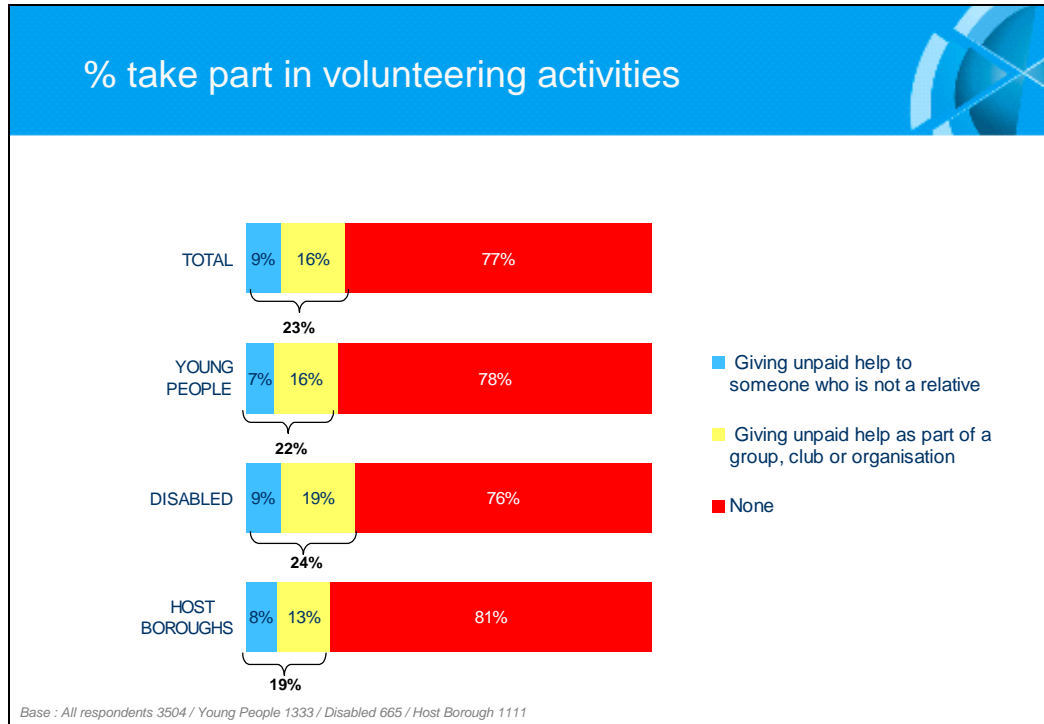
Participation in sporting events to raise money for charity was, by far, more likely to be something which young people had done (42%), whereas residents in host boroughs (25%) and disabled people (22%) were least likely to have done so.



Other demographic groups which were more likely to participate in sporting events to raise money for charity compared to all respondents were:

- 35 to 44 year olds (37%)
- Social classes AB (41%)
- Parents (34%)

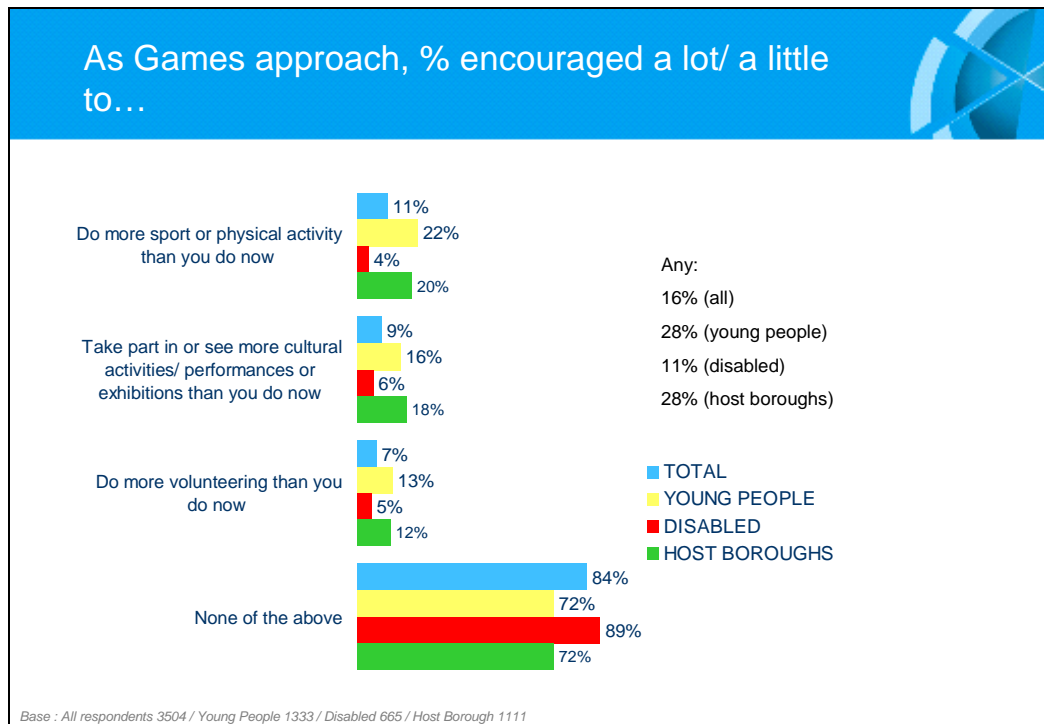
Volunteering was at a similar level for all key sub-groups, except host borough residents who were less likely to volunteer (19%). Volunteering included giving unpaid help to someone who was not a relative or giving help as part of a group, club or organisation, the latter was the most prevalent form of volunteering.



Amongst other demographic groups, those which were more likely to volunteer compared to all respondents were:

- Respondents in Northern Ireland (32%)
- Social classes AB (33%)

In addition to measuring actual taking part, participation as a result of the Games was also measured by asking respondents if they had been encouraged to take part. Around one in ten claimed they had been encouraged, a lot or a little, to do more sport or physical activity (11%), take part or see more cultural activities, performances or exhibitions (9%) or do more volunteering (7%).



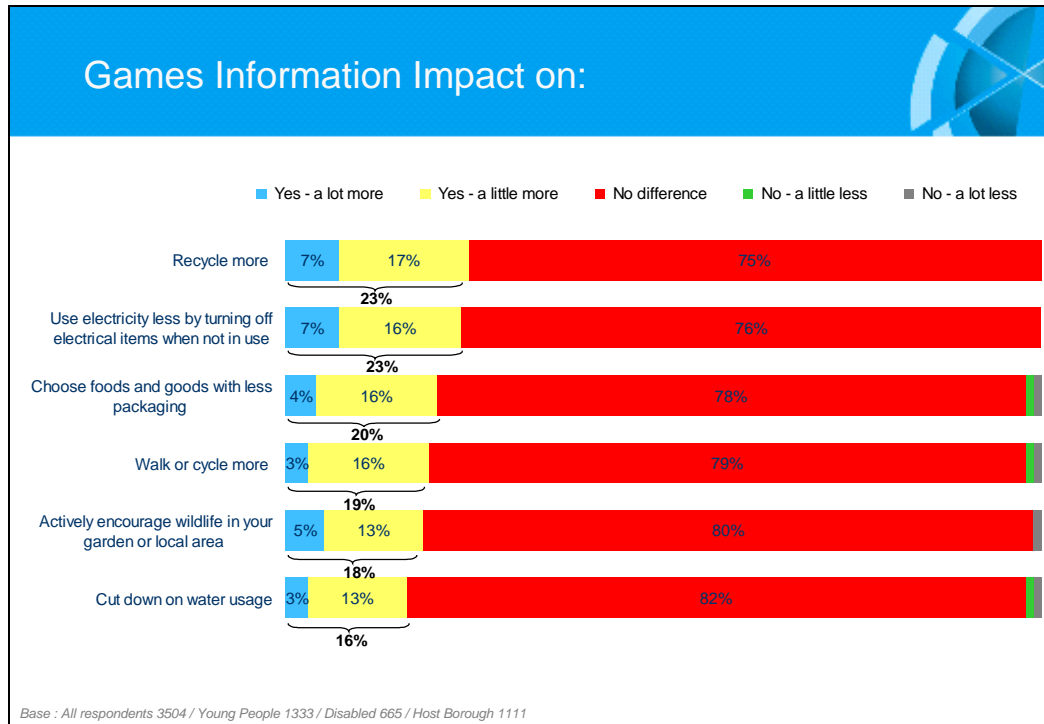
Nearly one in five (16%) had been encouraged to do any of these: be involved in sport, be involved in cultural activities or do more volunteering. When examining the key sub-groups, young people (28%) and host borough residents were more likely than all respondents to be encouraged to do any of these activities as a result of the Games. Disabled people were less likely than all respondents to be encouraged to participate.

By other demographic groups, the following groups were encouraged more by the Games for all three activities:

- Respondents in London and the West Midlands
- Younger people aged under 34 years and under
- Asian and other (non-white or black) ethnic groups
- Males (barring volunteering)

4.8. Potential impact on participation

Participation in 'green' activities was measured in terms of whether information respondents had received about the Games had made them more likely to do each. The following chart shows levels of participation amongst all respondents.



Around one in four claimed they had been influenced by the Games to recycle more (23%), use less electricity (23%) and choose foods and goods with less packaging (20%). Just under this level claimed to walk or cycle more (19%), encourage wildlife in their garden (18%) or cut down on water usage (16%).

There were some differences between all respondents and key sub-groups:

- Young people were more likely to recycle more (27%), use less electricity (27%), walk or cycle more (27%) or cut down on water usage (19%)
- Disabled people were less likely to recycle (17%), use less electricity (17%), walk or cycle more (9%) or use less water (10%)

- Host borough residents were more likely to claim to do all six measures (with the exception of encouraging wildlife) to a greater extent compared to all respondents: recycle more (36%), use less electricity (31%), choose goods with less packaging (26%), walk or cycle more (28%) or cut down on water usage (24%)

Respondents were asked to spontaneously mention what kinds of Olympic related activities they would welcome in their local area in the run-up to the Games. The following table shows these top of mind activities.

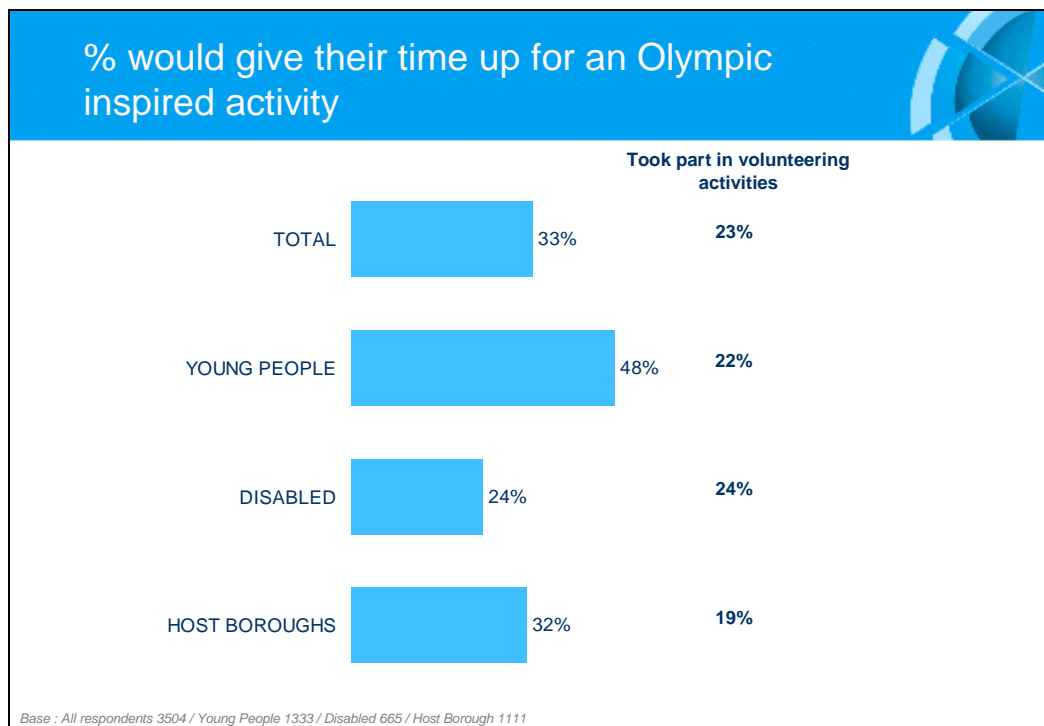
Olympic related activities welcomed (spontaneous)

	Total	Young people	Disabled	Host boroughs
	%	%	%	%
<i>Base: all respondents</i>	3504	1333	664	1111
Sporting activities	45	52	37	46
Family or children related activities	24	22	22	26
General community events	19	24	19	31
Cultural activities	11	13	8	26
Volunteering opportunities	6	7	5	10
Not interested/not bothered	1	-	3	-
Better/more sports facilities (e.g. swimming pools)	1	-	1	-
Other activity/Other	3	2	2	1
Don't know	18	12	23	10

The top four activities were sporting activities (45%), family or children related activities (24%), general community events (19%) and cultural activities (11%). This order of preference was similar for all four key groups, although host borough

residents were more likely to welcome each of the top four. Notably one in five (18%) could not think of any activities.

One-third of respondents claimed they would give their time up for an Olympic inspired activity (33%). Compared to all respondents this level was higher for young people (48%), but lower for disabled people (24%) as shown in the following chart.



Whilst willingness to participate in an Olympic inspired activity was lower for the disabled population as a whole, amongst working age disabled people 35% were willing to participate, similar to the overall population. The lower overall willingness to participate is in part due to the older age profile of the disabled population.

The proportion who had actually taken part in volunteering activities has been used as a comparison, which shows a similar level of one in four to five for each key sub-group that has taken part. Therefore, there could be some over-claim in willingness to give up time amongst some sub-groups, or that with persuasion or information they would step up and participate.

Other demographic sub-groups more likely to give up their time were:

- Residents in Northern Ireland (36%)
- Respondents under the age of 55 years (43%)
- Males (37%).

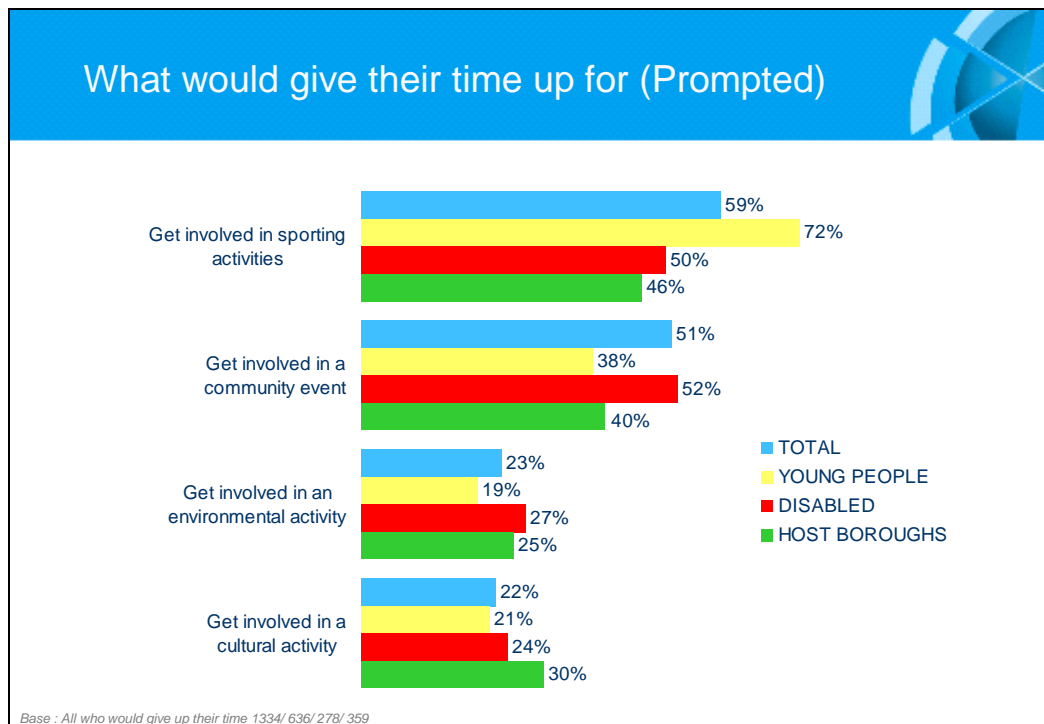
Those who said they would give up time for an Olympics related activity were asked what they would do. The spontaneous answers given are shown in the following table.

Activities would give up their time to do as a local Olympic Inspired activity
(spontaneous)

	Total %	Young people %	Disabled %	Host boroughs %
<i>Base: all respondents who would give up time</i>	1334	636	200	359
General help	14	5	12	1
Sporting events	13	18	9	9
I would just like to volunteer	9	5	5	5
Help out children to take part in sport	7	4	5	1
Assist with training/ mentoring	5	3	4	1
Depends on what's on offer	4	1	2	2
Organising and planning	4	2	4	-
Marshalling/ Stewarding	3	-	2	1
Community events/ local events	3	2	2	2
Take part in sporting events	3	3	1	1
<i>Others mentioned by less than 3%</i>				

The most common answers given were to provide general help (14%), spend time on a sporting event (13%), or quite simply they would just like to volunteer (9%).

Those who said they would give up their time for Olympic related activities were provided with a list of possible activities and asked which they would do. This is shown in the following chart.



Three in five wanted to get involved in sporting activities (59%), around half wanted to get involved in a community event (51%) and around one-quarter wanted to get involved in an environmental activity (23%) or a cultural activity (22%). The differences by key sub-group compared to all respondents were:

- Young people were more likely to say they would give up their time for sporting activities, but less likely to get involved in a community event
- Disabled people were less likely to claim they would get involved in sporting activities

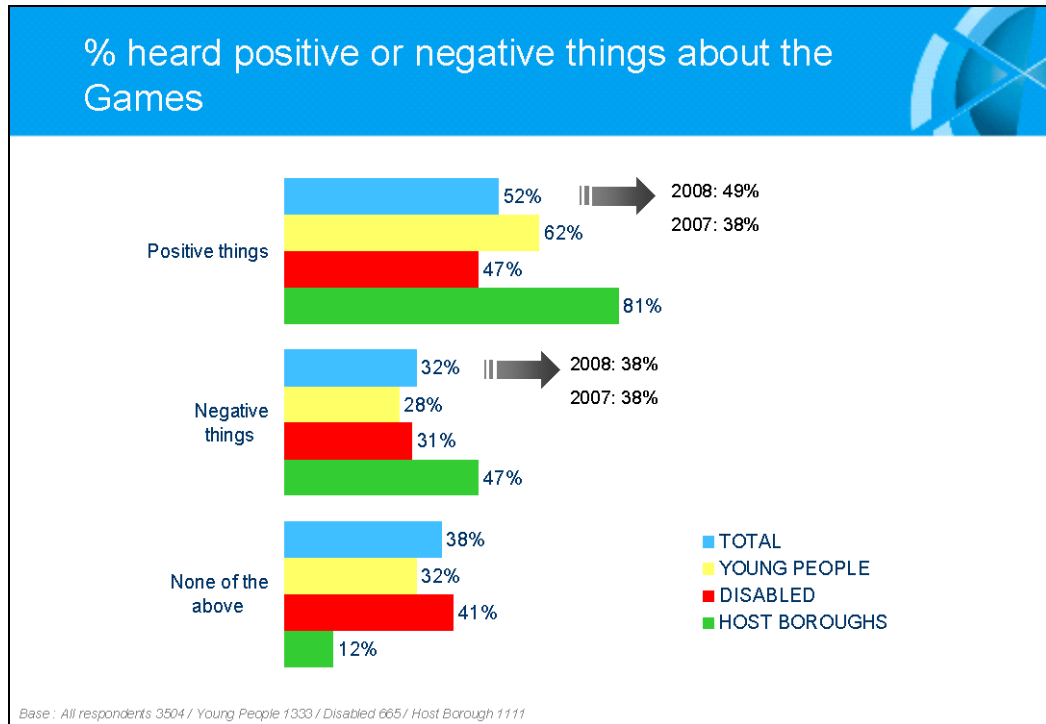
- Host borough residents were less likely to say they would get involved in sporting activities or a community event, but would welcome getting involved in cultural activities to a greater extent.

Amongst other demographic groups:

- Respondents in Northern Ireland claimed they would get involved in sporting activities (72%) and community events (67%)
- Males would get involved in sporting activities (68%) and females in community events (61%)
- Social classes AB claim to get more involved in cultural activities (29%)

4.9. Sources of information

Respondents were asked if they had heard positive or negative things about the Games, respondents could choose both answers if applicable. The proportions hearing each are shown in the following chart.



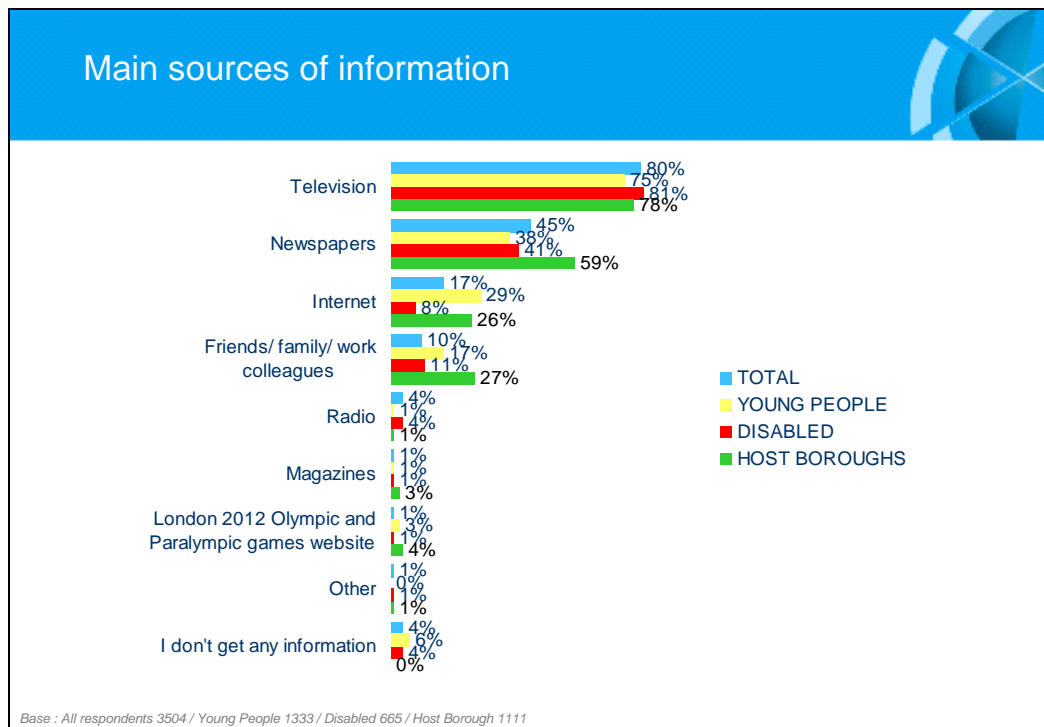
On balance, respondents were more likely to have heard positive (52%) rather than negative things (32%) about the Games. Nearly two in five (38%) claimed to have heard neither positive nor negative things about the Games. Respondents in 2009 were more likely to have heard positive things about the Games than in 2008 (49%) and 2007 (38%). Additionally, they were also less likely to have heard negative things compared to 2007 and 2008 (38% in each year).

Of the key sub-groups, host borough residents were more likely to have heard both positive (81%) and negative things (47%), with positive things about the Games far outstripping negative things.

Amongst other demographic sub-groups:

- Residents in London and the South East were also more likely to hear both positive and negative things, as were Males and social classes AB
- Those who were more likely than all respondents to hear negative things were resident in the East of England and of social classes C1

The key sources of information about the Games were television (80%), followed by newspapers (45%) and then to a lesser extent the Internet (17%) and via word of mouth (10%). This is shown in the following chart.



All key sub-groups were most likely to use television as their key source of information. Otherwise, sub-group differences included:

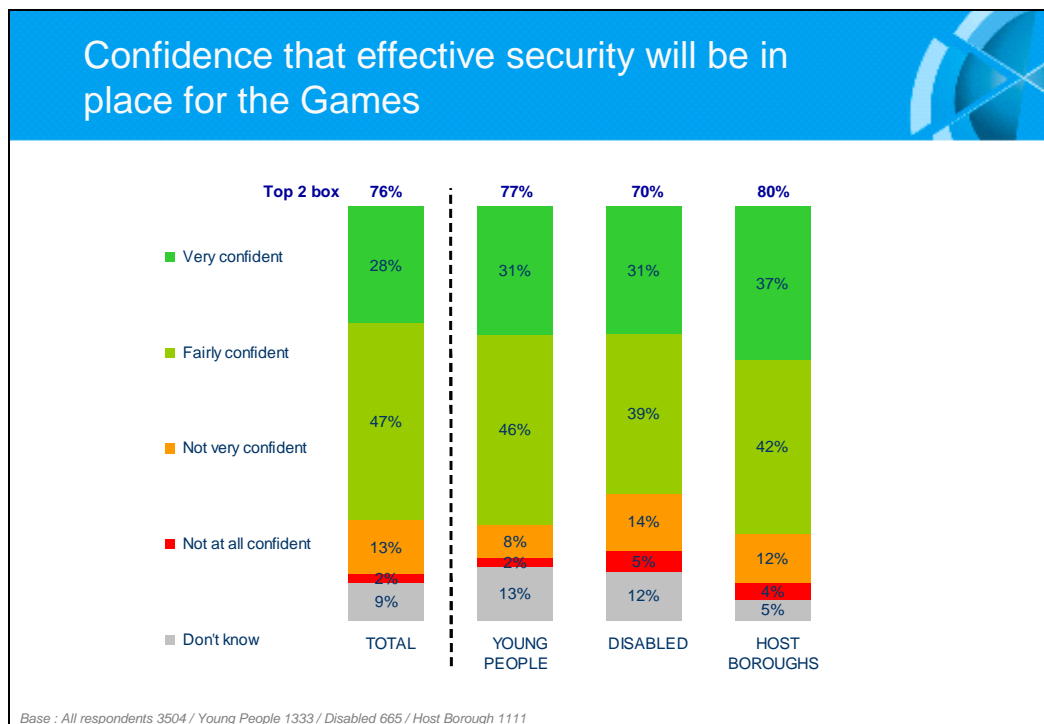
- Host borough residents were more likely to get information about the Games from newspapers (59%), the Internet (26%) and via word of mouth (27%) compared to all respondents. This demonstrates a wider media buzz in the host

boroughs, also evidenced by the greater proportions hearing more about the Games, either negative or positive.

- Young people were more likely to hear about the Games via the Internet (29%) and word of mouth (17%). This is likely due to this demographic's higher use of these sources of information generally.
- Disabled people were least likely to get information from the Internet (8%), most likely because of their older age bias in the disabled population.

4.10. Security

Respondents were asked how confident they felt that effective security will be in place for the Games. Overall, around three in four (76%) respondents felt either very or fairly confident. Confidence peaked amongst host borough residents (80%) and least confidence was found amongst disabled people (70%), which is somewhat attributable to a higher proportion of these respondents not knowing how confident they felt (12%).



A. Methodology

A mixed Omnibus and ad hoc approach was implemented both utilising face to face in home quantitative interviews.

A nationally representative sample was interviewed via an Omnibus for utmost consistency with previous waves of research carried out in 2007 and 2008.

Omnibus fieldwork was carried out by TNS between 21 and 27 October 2009 and consisted of 2154 interviews amongst adults aged 16+ spread proportionate to population across the United Kingdom. Respondents were interviewed face to face in home using Computer Assisted Personal Interviewing (CAPI). Per wave 143 sampling points were selected using Postcode Address File (PAF) cross references to census data. Quota and weighting controls were set by gender, age, social class and region.

The ad-hoc portion of the research allowed the flexibility to increase sample sizes within three key demographic groups:

- Young people (aged 16-24 years)
- Olympic host borough residents (Greenwich, Hackney, Newham, Tower Hamlets, Waltham Forest)
- Disabled people aged under 65 years

The ad hoc samples of young people and host boroughs were carried out face to face in home to be consistent with the nationally representative Omnibus sample. The disabled 'boost' sample was also carried out face to face, but via community groups rather than in home as this was the most practical means of reaching the required numbers of disabled people. Ad hoc research was carried out between 14 October and 7 November 2009 amongst adults aged 16+ for the host borough boost, under 65 years for the disabled boost and amongst adults aged 16 to 24 years for the young person boost.

For the 'boost' sample of young people, minimum targets of 100 interviews per region were set across Omnibus and ad hoc samples to allow separate analysis in all 12 regions. Ultimately, 1,333 interviews were achieved for this sample when combined with the Omnibus. Quota controls were set by gender, social class, disability, region and ethnicity.

For the host borough 'boost', a target of 200 interviews in each of the five host boroughs was set to allow for analysis at a borough and total level. Ultimately, 1,111 were conducted when combined with the Omnibus, comprising 233 in Greenwich, 206 in Hackney, 217 in Newham, 213 in Tower Hamlets and 242 in Waltham Forest. Additionally quota controls by ethnic group were imposed given the high populations of this nature in this geographic area.

As noted the disabled 'boost' sample was interviewed face to face via community groups. A target of 200 interviews was set with quotas put in place to achieve a representative spread by gender, region and age. Disabled people were defined as those who said they had some long-standing disability or infirmity and that

this health condition or disability meant they had substantial difficulty with some area of their life. A two stage process was used to target this sample. First, disabled community groups were contacted to ascertain the suitability of their members for interview and if so arrange a convenient time for interviewing to take place. Interviewers were then sent to the groups that had agreed to interview respondents. A total of 665 interviews were conducted with disabled respondents (320 ad hoc and 345 Omnibus).

We analysed Omnibus, disabled and young people interviews together. The host borough was treated as a separate set of data. Within the main results (all except the host borough boost) we rim weighted by gender, age, social class, region and disability. We also weighted disabled and non-disabled by the same factors. The weighting efficiency for the main set of data was 66%. The weighting factors are shown in the following tables.

Weighting matrix for whole dataset excluding host boroughs

All	Overall	Non-disabled	Disabled
	%	%	%
Male	46	37.5	8.5
Female	54	44.5	9.5
16-24	12.1	11.4	.7
25-34	15.7	14.6	1.1
35-44	17.2	15.4	1.8
45-54	16.4	13.8	2.6
55-64	15.2	11.5	3.7
65+	23.4	15.3	8.1
ABC1	42	-	-
C2DE	58	-	-
Disability – Yes	18	-	-
Disability - No	82	-	-

All	Overall	Non-disabled	Disabled
	%	%	%
London	12.7	10.3	2.4
South East	9.8	8.1	1.7
South West	8.9	7.3	1.6
East of England	10.1	8.4	1.7
Wales	4.8	3.9	0.9
East Midlands	7.7	6.3	1.4
West Midlands	9.4	7.7	1.7
Yorkshire and Humber	8.7	7.1	1.6
North West	12	9.9	2.1
North East	4.3	3.5	0.8
Scotland	9.4	7.8	1.6
Northern Ireland	2.9	2.4	0.5

For the host borough 'boost', as the population size varies slightly from borough to borough from 196,000 in Tower Hamlets to 244,000 in Newham, we aimed for an equal number of interviews in each Borough and then weighted the final data to reflect the true size of each borough within the five. The weighting efficiency for the host borough boost this was 97%.

Where comparable questions were asked, results were compared with previous waves of research carried out by BMRB in 2007 and 2008.

It should be noted that 2008 research was conducted shortly after the 2008 Games in Beijing which is likely to have had a halo effect and to have caused more buoyant results in 2008 in some cases.

B. Sample profile

Weighted sample profile

	Total	Young People	Disabled	Host boroughs
Base size	3504	1333	665	1111
Gender	%	%	%	%
Male	46	49	46	49
Female	54	51	54	51
Age	%	%	%	%
16-24	12	100	3	18
25-34	16		7	26
35-44	17		11	22
45-54	16		15	12
55-56	15		22	9
65+	23		43	13
Social Class	%	%	%	%
ABC1	43	44	30	49
C2DE	57	56	70	51
Ethnicity	%	%	%	%
White	90	89	95	49
Asian	5	4	2	14
Black	3	2	3	20
Other	2	4	1	14
Disabled	%	%	%	%
Yes	18	6	100	18

Weighted sample profile (region)

	Total	Young People	Disabled	Host boroughs
Base size	3504	1333	665	1111
	%	%	%	%
London	13	10	13	100
South East	10	9	9	-
South West	9	7	9	-
East of England	10	7	9	-
Wales	5	7	5	-
East Midlands	8	8	8	-
West Midlands	9	10	9	-
Yorkshire & Humber	9	9	9	-
North West	12	10	12	-
North East	4	8	4	-
Scotland	9	10	9	-
Northern Ireland	3	5	3	-

C. Appendix 3: Occupation groupings (social class)

Explanation of occupation groups

Taken from *Occupation Groupings: A Job Dictionary*, 6ed, 2006, The Market Research Society)

A

These are professional people, very senior managers in business or commerce or top-level civil servants. Retired people, previously grade A, and their widows.

B

Middle management executives in large organisations, with appropriate qualifications. Principal officers in local government and civil service.

Top management or owners of small business concerns, educational and service establishments. Retired people, previously grade B, and their widows.

C1

Junior management, owners of small establishments, and all others in non-manual positions.

Jobs in this group have very varied responsibilities and educational requirements.

Retired people, previously grade C1, and their widows.

C2

All skilled manual workers, and those manual workers with responsibility for other people.

Retired people, previously grade C2, with pensions from their job.

Widows, if receiving pensions from their late husband's job.

D

All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.

Retired people, previously grade D, with pensions from their job.

Widows, if receiving a pension from their late husband's job.

E

All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation).

Casual workers and those without a regular income.

Fieldwork quality control

All field process, both telephone and face to face, operate under the auspices of the Interviewer Quality Control Scheme. Every year we are inspected by an official representing the IQCS to ensure we attain the minimum industry standards; we consistently attain excellent marks and receive positive comments from the inspectors. Both our telephone and face to face field forces are IQCS approved, and have successfully passed the IQCS inspection each year.

Face-to-face fieldwork

All new interviewers are accompanied by the supervisor on their first shift. If the supervisor thinks the interviewer needs further accompanying they will do so on the next shift. We back-check 10% of the total sample on all projects by a combination of phone and letter, the latter to cover those who refuse to give, or have no, telephone number. All interviewers are accompanied at least once in any six month period if they work on up to three projects. If they work on more than three projects they are accompanied at least twice and/or given an appraisal by the supervisor.

D. Data Tables for Key Sub-Groups

Q.12 Thinking about the Games, how pleased are you that they will be taking place in London?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Pleased (net)	75	79	68	85
Extremely pleased	15	14	15	23
Very pleased	25	26	22	37
Quite pleased	35	40	31	25
Not very pleased	11	6	15	7
Not pleased at all	7	2	10	4
Don't know	8	13	7	4

Q.13 How interested, if at all, would you say you are in the Games?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Interested (net)	72	72	70	86
Extremely interested	13	12	14	20
Very interested	26	23	28	37
Fairly interested	34	37	28	29
Not at all interested	26	26	28	13
Don't know	1	2	2	1
Extremely interested	13	12	14	20

Q.14 How much, if anything, do you feel you know about...?
(% know a lot/little)

	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Base: all respondents				
Building of the venues	37	26	33	56
The current plans for the Games	35	28	31	51
Expected long-term benefits of the Games	32	25	27	45
Staging of the events	27	23	25	41
None of the above	51	60	55	34

Q.15 Overall, do you think that the Games will have a positive or negative impact on...?
(% very/fairly positive)

	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Base: all respondents				
London	82	82	78	84
Young people	73	63	70	79
The country as a whole	71	73	64	73
Disabled people	65	59	63	55
You personally	25	30	21	46
Your local area	24	27	22	69
None of the above	11	14	14	9

Q.16 What do you want the long-term benefits of the games to be?

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Helping the UK economy	31	29	22	43
More opportunities for young people	20	18	19	36
Improved sports venues	20	19	16	29
Increased participation in sport	18	18	15	19
More visitors to the UK	16	19	13	18
Regeneration of East London	12	7	10	36
More opportunities for disabled people	7	6	15	6
Better transport	7	6	7	26
More involvement in the local community	6	5	7	9
Increased involvement in cultural activities	4	4	3	7
Don't know	25	31	31	14
<i>Others mentioned by less than 4%</i>				

Q.17 Do you mean improved sports venues for the games themselves or in your local area as a long-term benefit of the Games?

Base: All saying "improved sports venues" at Q.16	All 693 %	Young people 260 %	Disabled people 107 %	Host Borough 317 %
For the Games themselves	33	36	31	14
In my local area	25	19	30	35
Both	39	42	34	46
Don't know	3	4	5	5

Q.18 How much do you agree or disagree with...?
(% agree strongly/slightly)

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
I am confident that the UK will host a successful Games	79	82	77	86
The long-term benefits of the Games should be wider than just sport	78	75	75	86
The whole of the UK will benefit from the Games not just London	58	61	56	71
None of the above	9	10	11	5

Q.19 Could you please indicate which of these is more important to you?

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
The country hosts a world class games with a high medal tally for team GB is much more important	6	6	5	6
The country hosts a world class games with a high medal tally for team GB is slightly more important	8	10	8	9
Equally important	38	40	39	33
There are long-term benefits for all in the UK from hosting the Games is slightly more important	17	20	15	18
There are long-term benefits for all in the UK from hosting the Games is much more important	31	25	32	34
Don't know	1	-	1	-

Q.20 The following are some aims the Government has for the Games. I am now going to ask you to rank the top five you care most about in order from 1-5.

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Increasing sports take-up	24%	18%	17%	7%
Building new homes in East London	11%	5%	12%	21%
GB retaining 4th in medal table	9%	4%	7%	4%
Show the world the UK is great place to visit	8%	5%	6%	3%
Young people play active part in communities	6%	4%	4%	6%
Sport opportunities for disabled people	6%	5%	8%	3%
Games inspiring children and young people	6%	13%	6%	13%
People playing an active part in communities	6%	6%	7%	6%
Positive attitudes to disabled people	5%	4%	10%	2%
Creating more jobs	5%	22%	7%	22%
More opportunities for British business	3%	8%	3%	7%
None of the above	7%	1%	9%	-

Q.21 When do you think the benefits of the Games should be felt the most?

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Now, in the run up to the Games	20	20	19	17
During the games	30	34	27	29
After the games	43	33	41	42
Don't know	8	13	14	12

Q.22 I'm going to read out a list of potential benefits of the Olympic and Paralympic Games for disabled people. How important do you think it is that...? (% very/fairly important)

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
More access to sport and physical activity for disabled people	94	90	93	89
Disabled people are able to access appropriate facilities/services and businesses when attending the Games	93	90	92	89
Initiatives around the Games help promote a more positive understanding of disability	93	89	92	89
The Games have long-term benefits for disabled people	92	90	92	88
There are more short and long-term training and employment opportunities for disabled people	91	86	88	85
There are more business opportunities for disabled people as a result of the Games	89	86	87	84
None of the above	4	6	5	6

Q.23 In the last four weeks, have you done any sporting or active recreation activities?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Yes (net)	44	59	27	43
Yes - a lot	17	29	10	16
Yes - a little	27	30	16	27
No	55	40	72	55
Don't know	1	1	1	1

Q.24 And do you currently do either of these types of volunteering in your spare time?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Unpaid (net)	23	22	24	19
Giving unpaid help to someone who is not a relative	9	7	9	8
Giving unpaid help as part of a group, club or organisation	16	16	19	13
Don't know/None of these	77	78	76	81

Q.25 Have you ever participated in social sporting events to raise money for charity (e.g. Sport Relief, Race for Life, fun runs and so on)?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Yes	30	42	22	25
No	69	57	76	73
Don't know	1	1	1	2

Q.26 Do you regularly go along to or take part in any cultural activities in you spare time? By this I mean things like going to theatres, cinemas, museums, libraries, galleries and live music events?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Yes (net)	58	68	44	56
Yes - a lot	16	27	13	20
Yes - a little	42	41	30	36
No	41	31	54	41
Don't know	1	1	3	3

Q.27 The closer we get to London hosting the Games, have you been encouraged to...?
(% saying a lot/little more)

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Do more sport or physical activity than you do now	11	22	4	20
Take part in or see more cultural activities/ performances or exhibitions than you do now	9	16	6	18
Do more volunteering than you do now	7	13	5	12
None of the above	84	72	89	72

Q.28 Thinking about the information you have seen or heard recently about the Games, to what extent will
the Games encourage you to...?
(% saying a lot/little more)

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Recycle more	23	27	17	36
Use electricity less by turning off electrical items when not in use	23	27	17	30
Choose foods and goods with less packaging	20	20	17	26
Walk or cycle more	19	27	9	28
Actively encourage wildlife in your garden or local area	18	16	14	20
Cut down on water usage	16	19	10	25
None of the above	64	59	70	52

Q.29 Are you aware of an initiative that introduced free swimming in public pools for the over-60s and under-16s?

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Yes	54	37	52	50
No	44	60	46	48
Don't know	2	3	2	2

Q.30 How much do you know about each of these activities linked to the Games that are happening, or have recently happened, in your local area?
(% heard a lot/little)

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Free Swimming for over-60s or under-16s	43	29	38	44
Overseas teams visiting and training	14	15	10	12
Things happening in schools	11	15	6	18
Participation in sports initiatives	11	14	7	16
New training opportunities	9	13	6	18
London 2012 representatives visiting schools and businesses	9	11	6	16
Volunteering opportunities linked to the Games	8	12	6	17
Contracts for local business	8	10	5	18
The Cultural Olympiad	7	8	5	14
London 2012 Inspire programme	6	10	4	15
Open Weekend	5	7	3	13
None of the above	48	53	55	39

Q.31 And which of these have you taken part in?
(% saying 'yes')

Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Free Swimming for over-60s or under-16s	11	7	7	13
Things happening in schools	2	3	1	4
Participation in sports initiatives	2	4	1	4
New training opportunities	1	3	1	4
Volunteering opportunities linked to the Games	1	2	1	3
Overseas teams visiting and training	1	1	1	2
Open Weekend	1	2	1	4
London 2012 representatives visiting schools and businesses	1	2	1	3
Contracts for local business	1	1	-	3
London 2012 Inspire programme	1	1	1	4
The Cultural Olympiad	-	1	-	3
None of the above	86	86	91	80

Q.32 What kind of Olympics-related activities would you most welcome in your local area in the run-up to the Games?

	All	Young people	Disabled people	Host Borough
Base: all respondents	3504 %	1333 %	665 %	1111 %
Sporting activities	45%	52%	37%	46%
Family or children related activities	24%	22%	22%	26%
General community events	19%	24%	19%	31%
Cultural activities	11%	13%	8%	26%
Volunteering opportunities	6%	7%	5%	10%
Not interested/not bothered	1%	-	3%	-
Better/more sports facilities (e.g. swimming pools)	1%	-	1%	-
Other activity/Other	3%	2%	2%	1%
Don't know	18%	12%	23%	10%

Q.33 Would you give your time to a local Olympic inspired activity? If yes, what would you do?

	All	Young people	Disabled people	Host Borough
Base: all saying 'yes' at Q.33	1334 %	636 %	200 %	359 %
General help	14%	5%	12%	1%
Sporting events	13%	18%	9%	9%
I would just like to volunteer	9%	5%	5%	5%
Help out children to take part in sport	7%	4%	5%	1%
Assist with training/ mentoring	5%	3%	4%	1%
Depends on what's on offer	4%	1%	2%	2%
Organising and planning	4%	2%	4%	-
Marshalling/ Stewarding	3%	-	2%	1%
Community events/ local events	3%	2%	2%	2%
Take part in sporting events	3%	3%	1%	1%
<i>Others mentioned by less than 3%</i>				

Q.34 Which of these would you do?				
Base: all saying 'yes' at Q.33	All 1334 %	Young people 636 %	Disabled people 200 %	Host Borough 359 %
Get involved in a sporting activity	59	72	50	46
Get involved in a community event	51	38	52	40
Get involved in an environmental activity	23	19	27	25
Get involved in a cultural activity	22	21	24	30
None of these	3	2	5	6

Q.35 Thinking about the information you've seen or heard recently about the Games, have you heard...? (% saying 'yes')				
Base: all respondents	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Positive things	52	62	47	81
Negative things	32	28	31	47
None of the above	38	32	41	12

Q.36 And, thinking about the Games, where would you say you get your information from?

	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Base: all respondents				
Television	80	75	81	78
Newspapers	45	38	41	59
Internet	17	29	8	26
Friends/family/work colleagues	10	17	11	27
Radio	4	1	4	1
I don't get any information	4	6	4	-
Magazines	1	1	1	3
London 2012 Olympic and Paralympic Games website	1	3	1	4
Other	1	-	1	1
Don't know/No answer	1	3	2	2

Q.37 How confident are you that effective security will be in place for the Games?

	All 3504 %	Young people 1333 %	Disabled people 665 %	Host Borough 1111 %
Base: all respondents				
Confident (net)	76	77	70	1
Very confident	28	31	31	78
Fairly confident	47	46	39	59
Not very confident	13	8	14	26
Not at all confident	2	2	5	27
Don't know	9	13	12	3

E. Questionnaire

Q2 QUESTIONNAIRE VERSION

YOUNG PEOPLE	1
HOST BOROUGH	2
DISABLED	3

INTRODUCTION:

Hello, my name is and I'm from Continental Research, the independent market research company. We are conducting a survey about The Olympic Games on behalf of the Department for Culture, Media and Sport. May I ask you a few questions? This will take no more than 20 minutes of your time.

IF NECESSARY: This is a genuine survey. All the answers you give me will be treated in the strictest of confidence and only supplied as statistical summaries with all other respondents' views.

Now as you probably know, it is necessary in market research surveys to interview a wide cross section of the public. These first few questions about you are just to ensure our sample is balanced.

Q3 RECORD REGION

London	1
South East	2
South West	3
East of England.....	4
Wales	5
East Midlands	6
West Midlands	7
Yorkshire and Humber.....	8
North West.....	9
North East.....	10
Scotland	11
Northern Ireland.....	12

Q4 IF LONDON CODE 1 AT Q3 ASK

Do you live in any of these London boroughs?

SHOW CARD A. SINGLE CODE

Greenwich	1
Hackney	2
Newham	3
Tower Hamlets.....	4
Waltham Forest.....	5
None of these.....	6
Don't know	7

Q5 Which of the following age groups do you fall into:

SHOW CARD B. SINGLE CODE

	(17)	
15 or under.....	1	Goto CLOSE
16-19.....	2	
20-24.....	3	
25-34.....	4	
35-44.....	5	
45-54.....	6	
55-64.....	7	
65-74.....	8	
75+.....	9	

Q6 CODE SEX, DO NOT ASK:

	(18)	
Male.....	1	
Female.....	2	

Q7 Which of these best describes your ethnic group?

SHOW CARD C. SINGLE CODE

	(19)	
White		
British.....	1	
Irish.....	2	
Other White background (SPECIFY).....	3	
Mixed		
White and Black Caribbean.....	4	
White and Black African.....	5	
White and Asian.....	6	
Other mixed background (SPECIFY).....	7	
Asian or Asian British		
Indian.....	8	
Pakistani.....	9	
Bangladeshi.....	10	
Other Asian background (SPECIFY).....	11	
Black or Black British		
Caribbean.....	12	
African.....	13	
Other Black background (SPECIFY).....	14	
Chinese or other ethnic group		
Chinese.....	15	
Other background (SPECIFY).....	16	

Q8 Which member of your household, related to you, would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN:

What is that person's occupation?

REFER TO MANUAL. PROBE FULLY

A 1
B..... 2
C1..... 3
C2..... 4
D..... 5
E..... 6

Q9 Do you have any long-standing illness, disability or infirmity? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to affect you over a period of at least 12 months.

Yes 1 Goto Q10

No..... 2 Goto Q12

Q10 IF YES AT Q9 ASK

Does this/ Do any of these physical or mental illness or disability(disabilities) limit your activities in any way?

Yes 1 Goto Q11

No..... 2 Goto Q12

Q11 IF YES AT Q10 ASK

Can I just check, do any health condition(s) or disability(ies) mean that you have substantial difficulties with any of these areas of your life?

SHOW CARD D. MULTICODE

Mobility (moving about) 1
Lifting, carrying or moving objects 2
Manual dexterity (using your hands to carry out everyday tasks) 3
Continence (bladder and bowel control) 4
Communication (speech, hearing or eyesight) 5
Memory or ability to concentrate, learn or understand 6
Recognising when you are in physical danger 7
Your physical co-ordination (e.g. balance) 8
Other health condition or disability (SPECIFY) 9
NONE OF THESE..... 10

I will be talking to you about the London 2012 Olympic and Paralympic games, which I will refer to from here on as the Games.

Q12 Thinking about the Games, how pleased are you that they will be taking place in London?

SHOWCARD E. SINGLE CODE

	(44)
Extremely pleased	1
Very pleased	2
Quite pleased	3
Not very pleased	4
Not pleased at all	5
Don't know	6

Q13 How interested, if at all, would you say you are in the Games?

SHOWCARD F. SINGLE CODE

	(45)
Extremely interested	1
Very interested	2
Fairly interested	3
Not at all interested	4
Don't know	5

Q14 How much, if anything, do you feel you know about...?

SHOW CARD G. SINGLE CODE

		A lot	A little	Not very much	Nothing	Don't know
The current plans for the Games	(46)	1	2	3	4	5
Building of the venues	(47)	1	2	3	4	5
Staging of the events	(48)	1	2	3	4	5
Expected long-term benefits of the Games	(49)	1	2	3	4	5

Q15 Overall, do you think that the Games will have a positive or negative impact on...?

SHOW CARD H. SINGLE CODE

		It will have a very positive impact	It will have a fairly positive impact	Will make no difference	It will have a fairly negative impact	It will have a very negative impact	Don't know
You personally	(50)	1	2	3	4	5	6
Your local area	(51)	1	2	3	4	5	6
The country as a whole	(52)	1	2	3	4	5	6
London	(53)	1	2	3	4	5	6
Disabled people	(54)	1	2	3	4	5	6
Young people	(55)	1	2	3	4	5	6

Q16 What do you want the long-term benefits of the games to be?
DO NOT PROMPT. MULTICODE

- Help the UK economy 1
- Improved sports venues..... 2
- Better transport 3
- Regeneration of East London 4
- More opportunities for young people 5
- Increased participation in sports 6
- More visitors to the UK..... 7
- Increased involvement in cultural activities (e.g. theatre, live music events 8
- More involvement in the local community 9
- More opportunities for disabled people..... 10
- Other (SPECIFY) 11

- Don't know 12
- None of these..... 13

Q17 IF IMPROVED SPORTS VENUES (CODE 2 AT Q16), ASK:
Do you mean improved sports venues for the games themselves or in your local area as a long term benefit of the Games?

SHOW CARD I. SINGLE CODE

- For the Games themselves..... 1
- In my local area..... 2
- Both..... 3
- Don't know 4

Q18 I am now going to read out some statements about the Games, and I'd like you to tell me how much you agree or disagree with each one. So firstly... How much do you agree or disagree with this statement?

SHOW CARD J. SINGLE CODE

	Strongly agree	Slightly agree	Neither agree not disagree	Slightly disagree	Strongly disagree	Don't know
I am confident that the UK will host a successful Games	1	2	3	4	5	6
The long term benefits of the Games should be wider than just sport	1	2	3	4	5	6
The whole of the UK will benefit from the Games not just London	1	2	3	4	5	6

Q19 Could you please indicate which of these is more important to you?

SHOW CARD K. SINGLE CODE

(64)

	Much more important	Slightly more important	Equally important	Slightly more important	Much more important	
The country hosts a world class games with a high medal tally for team GB	1	2	3	4	5	There are long-term benefits for all in the UK from hosting the Games

Q20 INTERVIEWER PLEASE ROTATE SHOWCARDS L1-L4.

The following are some aims the Government has for the Games. I am now going to ask you to rank the top five you care most about in order from 1-5.

- Looking at this list could you please indicate which one you care most about?

INTERVIEWER PLEASE MARK NUMBER 1 IN THE BOX NEXT TO RESPONDENT'S FIRST SELECTION, THEN ASK:

- Now excluding the one you have already selected, looking at the remaining aims could you please indicate which one of these you care most about?

INTERVIEWER PLEASE MARK NUMBER 2 IN THE BOX NEXT TO RESPONDENT'S SECOND SELECTION, THEN ASK:

- Now excluding the two you have already selected, looking at the remaining aims, could you please indicate which one of these you care most about?

INTERVIEWER PLEASE MARK NUMBER 3 NEXT TO RESPONDENT'S THIRD SELECTION, THEN ASK:

- Now excluding the three you have already selected, looking at the remaining aims, could you please indicate which one of these you care most about?

INTERVIEWER PLEASE MARK NUMBER 4 NEXT TO RESPONDENT'S FOURTH SELECTION, THEN ASK:

- Now excluding the four you have already selected, looking at the remaining aims, could you please indicate which one of these you care most about?

ONLY ALLOW EACH RANK TO BE USED ONCE, I.E. THE RESPONDENT CANNOT GIVE THE SAME NUMBER TO TWO OPTIONS

	WRITE IN RANK BELOW (TOP 5 ONLY)
Building homes in East London	
Great Britain retaining 4 th in the Olympic medal table	
Increasing take-up in sports	
Inspiring children and young people through the Games	
More opportunities for British business	
Encouraging people to play an active part in their communities	
Encouraging young people to play an active part in their communities	
Setting an example of how new building developments can be environmentally friendly	
Showing the rest of the world that the UK is a great place to visit	
Delivering a UK wide program of cultural events called 'The Cultural Olympiad' in the run up to 2012	
Creating more jobs	
Building major new sports venues and parkland in London	
Setting an example of how communities can reduce their carbon footprint	
More positive attitudes towards disabled people	
Increased opportunities in sport for disabled people	

Q21 When do you think the benefits of the Games should be felt the most?

SHOW CARD M. SINGLE CODE

(67)
Now, in the run up to the Games 1
During the games..... 2
After the games..... 3
Don't know 4

Q22 I am going to read out a list of potential benefits of the Olympic and Paralympic Games for disabled people and would like you to tell me how important you think each one is. So firstly, how important do you think it is that...?
SHOW CARD N. SINGLE CODE

		Very important	Fairly important	Fairly unimportant	Not at all important	Don't know
The Games have long term benefits for disabled people	(68)	1	2	3	4	5
There are more business opportunities for disabled people as a result of the Games	(69)	1	2	3	4	5
There are more short and long-term training and employment opportunities for disabled people	(70)	1	2	3	4	5
Disabled people are able to access appropriate facilities/ services and businesses (for example hotels/ restaurants and shops) when attending the Games	(71)	1	2	3	4	5
More access to sport and physical activity for disabled people	(72)	1	2	3	4	5
Initiatives around the Games help promote a more positive understanding of disability	(73)	1	2	3	4	5

Q23 In the last four weeks, have you done any sporting or active recreation activities?

SHOW CARD O. SINGLE CODE

(74)
Yes - a lot 1
Yes - a little 2
No..... 3
Don't know 4

Q24 And do you currently do either of these types of volunteering in your spare time?

SHOW CARD P. MULTICODE

(75)
Giving unpaid help to someone who is not a relative 1
Giving unpaid help as part of a group, club or organisation 2
Don't know 3
None of these..... 4

Q25 Have you ever participated in social sporting events to raise money for charity (e.g. Sport Relief, Race for Life, fun runs and so on)?

(76)
Yes 1
No..... 2
Don't know 3

Q26 Do you regularly go along to or take part in any cultural activities in your spare time? By this I mean things like going to theatres, cinemas, museums, libraries, galleries and live music events?

SHOW CARD Q. SINGLE CODE

Yes - a lot 1
 Yes - a little 2
 No..... 3
 Don't know 4

Q27 The closer we get to London hosting the Games, have you been encouraged to...?

SHOW CARD R. SINGLE CODE

	Yes - a lot more	Yes - a little more	No difference	No - a little less	No - a lot less	Don't know
Do more sport or physical activity than you do now	1	2	3	4	5	6
Take part in or see more cultural activities/ performances or exhibitions than you do now	1	2	3	4	5	6
Do more volunteering than you do now	1	2	3	4	5	6

Q28 Thinking about the information you have seen or heard recently about the Games, to what extent will the Games encourage you to...?

SHOW CARD R. SINGLE CODE

	Yes - a lot more	Yes - a little more	No difference	No - a little less	No - a lot less	Don't know
Walk or cycle more	1	2	3	4	5	6
Cut down on water usage - e.g. by not leaving the tap running when brushing teeth	1	2	3	4	5	6
Choose foods and goods with less packaging	1	2	3	4	5	6
Recycle more	1	2	3	4	5	6
Use electricity less by turning off electrical items when not in use	1	2	3	4	5	6
Actively encourage wildlife in your garden or local area	1	2	3	4	5	6

Q29 Are you aware of an initiative that introduced free swimming in public pools for the over-60s and under-16s?

Yes 1
 No..... 2
 Don't know 3

Q30 How much do you know about each of these activities linked to the Games that are happening, or have recently happened, in your local area?

SHOW CARD S. SINGLE CODE

		A lot	A little	Heard of but know nothing	Never heard of
The Cultural Olympiad	(15)	1	2	3	4
Open Weekend	(16)	1	2	3	4
Things happening in schools - for example Get Set	(17)	1	2	3	4
Contracts for local business	(18)	1	2	3	4
Volunteering opportunities linked to the Games	(19)	1	2	3	4
Overseas teams visiting and training	(20)	1	2	3	4
London 2012 representatives visiting schools and businesses	(21)	1	2	3	4
London 2012 Inspire programme	(22)	1	2	3	4
Free Swimming for over-60s or under-16s	(23)	1	2	3	4
Participation in sports initiatives	(24)	1	2	3	4
New training opportunities	(25)	1	2	3	4

Q31 And which of these have you taken part in?

		Yes	No
The Cultural Olympiad	(26)	1	2
Open Weekend	(27)	1	2
Things happening in schools - for example Get Set	(28)	1	2
Contracts for local business	(29)	1	2
Volunteering opportunities linked to the Games	(30)	1	2
Overseas teams visiting and training	(31)	1	2
London 2012 representatives visiting schools and businesses	(32)	1	2
London 2012 Inspire programme	(33)	1	2
Free Swimming for over-60s or under-16s	(34)	1	2
Participation in sports initiatives	(35)	1	2
New training opportunities	(36)	1	2

Q32 What kind of Olympics-related activities would you most welcome in your local area in the run-up to the Games?
DO NOT PROMPT. MULTICODE

	(37)
Cultural activities.....	1
Sporting activities.....	2
General community events.....	3
Volunteering opportunities.....	4
Family or children related activities.....	5
Other (SPECIFY).....	6

Q33 Would you give your time to a local Olympic inspired activity?

IF YES ASK: What would you do?

	(38)
No.....	1
Yes (SPECIFY).....	2

Q34 ASK IF YES AT Q33

Which of these would you do?

SHOW CARD T. MULTICODE

- Get involved in a sporting activity 1
- Get involved in a cultural activity 2
- Get involved in a community event..... 3
- Get involved in an environmental activity 4
- NONE OF THESE..... 5

Q35 ASK ALL

Thinking about the information you've seen or heard recently about the Games, have you heard...?

	Yes	No	Don't know
Positive things	1	2	3
Negative things	1	2	3

Q36 And, thinking about the Games, where would you say you get your information from?

SHOW CARD U. MULTICODE

- Newspapers 1
- Television 2
- Internet..... 3
- Friends/family/work colleagues..... 4
- London 2012 Olympic and Paralympic games website..... 5
- Other (SPECIFY) 6
- I don't get any information..... 7
- Don't know 8
- None of these..... 9

Q37 How confident are you that effective security will be in place for Games?

SHOW CARD V. SINGLE CODE

- Very confident 1
- Fairly confident..... 2
- Not very confident 3
- Not at all confident 4
- Don't know 5

We have a final few questions about you just to ensure our sample is balanced.

Q38 Which of the following best describes your faith?

SHOW CARD W

	(47)
Baha'i	1
Buddhist	2
Christian	3
Hindu	4
Jain	5
Jewish	6
Muslim	7
Rastafarian	8
Sikh	9
Zoroastrian	10
Any other religion (SPECIFY)	11
None	12
Refused	13

Q39 Are you the parent or guardian of any children?

IF YES ASK: Do you have any children aged...?

SHOW CARD X. CODE ALL THAT APPLY

	(49)
Yes - aged 0-4	1
Yes - aged 5-8	2
Yes - aged 9-11	3
Yes - aged 12-17	4
None under age of 18	5

Q40 Which of the following best describes where you live?

SHOW CARD Y. SINGLE CODE

	(50)
Village / rural area	1
Small town	2
Suburban area of a city or large town	3
Inner city / large town	4
Don't know	5

Q41 Are you the parent or carer of anyone with a long-term illness, health problem or disability which limits their daily activities?

	(51)
Yes	1
No	2
Don't know	3

Q42 Which of these newspapers do you read regularly?

SHOW CARD Z. MULTICODE

The Times	1
The Guardian	2
The Independent.....	3
The Telegraph.....	4
The Daily Mail	5
The Evening Standard	6
The Sun.....	7
The Mirror.....	8
The Star	9
Financial Times.....	10
The Mail on Sunday	11
The Sunday Times.....	12
Independent on Sunday.....	13
The Sunday Express.....	14
Daily Star on Sunday	15
Sunday Telegraph.....	16
Sunday Mirror	17
The Observer	18
The Express.....	19
News of the World.....	20
Daily Record	21
Local / regional paid for newspaper	22
Local / regional free newspaper.....	23
None of these.....	24



Continental Research
132-140 Goswell Road
London EC1V 7DY

t: 020 7490 5944
f: 020 7490 1174