

YouGov Survey Results

Sample Size: 2815 GB Adults
Fieldwork: 30th July - 1st August 2012

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2815	1368	1447	341	718	963	794	1605	1210	360	915	602	692	245
Unweighted Sample	2815	1361	1454	265	731	1060	759	1845	970	372	951	565	680	247
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in the London Olympics taking place in 2012?

	July 26-27	July 30 - Aug 1													
Very interested	21	27	26	27	29	30	26	23	29	24	33	29	26	24	18
Fairly interested	30	37	37	38	37	39	38	36	39	36	30	38	34	42	44
TOTAL INTERESTED	51	64	63	65	66	69	64	59	68	60	63	67	60	66	62
Not very interested	24	19	20	18	14	16	20	23	19	19	22	18	20	17	21
Not at all interested	23	16	16	15	14	13	16	18	13	19	13	14	19	16	16
TOTAL NOT INTERESTED	47	35	36	33	28	29	36	41	32	38	35	32	39	33	37
Don't know	2	1	1	1	5	2	0	0	1	2	2	1	1	1	2

Taking everything into account, which of the following statements comes closest to your own view?

	July 22-23	July 30 - Aug 1													
I think the 2012 Olympics Games in London will be a success	53	63	61	65	63	66	64	60	69	56	62	66	61	62	62
I think the 2012 Olympics Games in London will be a failure	10	8	9	7	6	9	9	7	7	9	11	7	9	7	6
I do not think the 2012 Olympics Games in London will be a success or a failure	27	22	24	21	25	20	21	24	20	25	21	20	23	23	24
Don't know	10	7	6	8	7	6	7	8	5	10	6	6	7	8	8

Thinking about the London Olympics, where do you think the Great Britain team will come in the overall medal table of competing nations?

[Only asked to those who are interested in the Olympics. N=1761]

First	2	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Second	6	1	1	1	1	0	0	1	0	1	0	1	1	0	2
Third	13	3	3	3	5	5	1	1	2	3	4	3	2	2	4
Fourth	21	6	6	5	12	5	5	4	6	5	6	5	6	5	7
Fifth	11	8	11	6	11	11	7	6	8	8	6	9	7	8	11
In the top ten but not in the top five	35	47	48	47	42	48	49	46	48	46	49	45	48	48	50
In the top twenty but not in the top ten	6	28	27	30	23	24	31	32	29	27	25	30	27	31	22
Outside the top twenty	0	4	2	5	2	3	3	6	4	4	3	5	5	3	1
Don't know	6	3	2	5	3	4	3	4	2	5	6	3	4	2	3

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Weighted Sample	2815	1368	1447	341	718	963	794	1605	1210	360	915	602	692	245
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Opening Ceremony as a whole, how impressive, if at all, do you think it was?

[Only asked to those who watched the Olympic Opening Ceremony. N=2236]

Very impressive	58	56	60	50	55	58	64	58	58	56	61	55	61	50
Fairly impressive	33	35	31	37	35	35	27	33	33	30	30	35	34	39
TOTAL IMPRESSIVE	91	91	91	87	90	93	91	91	91	86	91	90	95	89
Not very impressive	6	6	5	9	6	4	7	6	6	8	6	6	3	8
Not impressive at all	2	2	2	2	3	1	2	2	2	4	3	1	1	2
TOTAL NOT IMPRESSIVE	8	8	7	11	9	5	9	8	8	12	9	7	4	10
Don't know	1	1	2	3	2	1	0	1	2	2	1	3	1	2

And how well or badly do you think the Opening Ceremony represented Britain as a country?

[Only asked to those who watched the Olympic Opening Ceremony. N=2236]

Very well	53	49	56	48	49	55	55	53	52	52	55	51	56	41
Fairly well	37	39	35	37	40	37	34	36	38	37	35	37	36	46
TOTAL WELL	90	88	91	85	89	92	89	89	90	89	90	88	92	87
Fairly badly	5	6	5	8	5	4	6	6	5	6	5	5	5	8
Very badly	2	2	2	4	2	1	3	2	2	3	2	2	1	2
TOTAL BADLY	7	8	7	12	7	5	9	8	7	9	7	7	6	10
Don't know	3	3	3	3	4	3	2	3	3	2	3	5	3	3

And which three or four sections of the Opening Ceremony, if any, were your favourites?

[Only asked to those who watched the Olympic Opening Ceremony. N=2236]

The Queen and James Bond video	58	55	61	52	57	58	60	56	60	57	60	58	59	46
The lighting of the Olympic cauldron	51	48	54	39	41	53	63	53	49	47	53	53	51	51
The forging of the Olympic rings	47	49	45	44	44	48	49	47	46	46	49	45	48	42
The Chariots of Fire sequence featuring Rowan Atkinson	37	38	37	44	37	39	34	39	35	34	40	40	35	34
The transformation into the industrial revolution	32	37	28	30	28	32	37	33	30	35	32	33	33	23
The tribute to the NHS and children's stories	18	16	21	23	18	16	21	19	18	18	15	20	23	19
The fireworks	17	16	18	17	17	17	17	14	21	17	19	13	17	20
The celebration of British music and technology	17	17	16	20	24	16	9	18	14	18	15	19	16	15
Abide with me, sung by Emeli Sandé	11	10	12	7	10	13	12	11	12	12	9	10	12	18
The British countryside scene at the start	11	11	11	12	13	9	12	10	12	10	14	11	9	10
The Olympic Parade of Nations (procession of flag bearers)	8	8	8	5	6	8	11	8	8	12	5	9	7	13
Hey Jude, sung by Paul McCartney	3	3	4	6	4	3	2	3	3	2	2	6	4	1
Other	3	2	3	6	2	3	2	3	3	2	2	4	3	3
Not applicable - I did not have a favourite part	3	4	3	6	3	4	3	3	3	2	3	2	4	7
Don't know	1	1	2	4	2	1	0	1	2	2	2	2	0	1