

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 1

**Q.1 Do you support or oppose London's bid to host the 2012 Olympic games?****Base: All respondents**

	Sex		Age					Social Class				Region							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West
Unweighted base	1390	676	714	136	223	288	255	240	248	436	296	253	405	170	478	243	127	240	132
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
Support	1045	466	580	120	197	227	167	144	191	247	322	216	261	87	261	121	155	275	146
	75%	70%	80%	78%	83%	82%	71%	69%	69%	71%	80%	74%	75%	71%	76%	69%	79%	76%	75%
Oppose	266	158	108	27	28	35	56	53	67	81	64	59	62	27	67	41	32	66	34
	19%	24%	15%	18%	12%	12%	24%	25%	24%	23%	16%	20%	18%	22%	20%	24%	16%	18%	17%
Don't know	79	44	34	6	12	16	14	12	19	20	18	18	24	9	14	12	8	22	14
	6%	7%	5%	4%	5%	6%	6%	6%	7%	6%	4%	6%	7%	7%	4%	7%	4%	6%	7%

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Table 1

**Q.1 Do you support or oppose London's bid to host the 2012 Olympic games?****Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1390	84	168	70	85	127	243	84	48	85	226	170
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
Support	1045 75%	51 81%	92 77%	71 69%	111 84%	155 79%	121 69%	90 74%	56 78%	93 73%	118 74%	87 71%
Oppose	266 19%	10 15%	19 16%	23 23%	13 10%	32 16%	41 24%	19 16%	14 20%	30 23%	38 24%	27 22%
Don't know	79 6%	2 3%	8 7%	8 8%	9 7%	8 4%	12 7%	13 11%	1 1%	5 4%	4 2%	9 7%

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Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Sex			Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West	
Unweighted base	1390	676	714	136	223	288	255	240	248	436	296	253	405	170	478	243	127	240	132	
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194	
<b>Sex</b>																				
Male	667 48%	667 100%	-	76 50%	90 38%	139 50%	119 50%	95 46%	149 54%	172 50%	184 46%	161 55%	150 43%	57 46%	164 48%	84 48%	93 47%	169 47%	101 52%	
Female	723 52%	-	723 100%	77 50%	146 62%	140 50%	117 50%	114 54%	129 46%	175 50%	219 54%	131 45%	197 57%	65 54%	178 52%	91 52%	103 53%	193 53%	92 48%	
<b>Age</b>																				
18-24	(21) 11%	153 11%	76 11%	77 11%	153 100%	-	-	-	-	35 10%	68 17%	28 10%	22 6%	10 8%	37 11%	32 18%	17 9%	35 10%	22 11%	
25-34	(29.5) 17%	236 17%	90 14%	146 20%	-	236 100%	-	-	-	65 19%	78 19%	55 19%	39 11%	20 17%	51 15%	41 24%	41 21%	52 14%	31 16%	
35-44	(39.5) 20%	278 20%	139 21%	140 19%	-	-	278 100%	-	-	77 22%	71 18%	84 29%	46 13%	25 21%	66 19%	24 14%	38 20%	93 26%	31 16%	
45-54	(49.5) 17%	236 17%	119 18%	117 16%	-	-	-	236 100%	-	66 19%	80 20%	46 16%	44 13%	22 18%	62 18%	32 18%	34 18%	50 14%	36 18%	
55-64	(59.5) 15%	208 15%	95 14%	114 16%	-	-	-	-	208 100%	58 17%	52 13%	44 15%	54 16%	21 17%	54 16%	22 12%	19 10%	57 16%	36 19%	
65+	(70) 20%	278 20%	149 22%	129 18%	-	-	-	-	-	278 100%	47 13%	54 13%	35 12%	142 41%	23 19%	72 21%	23 13%	46 23%	76 21%	37 19%
Average age		46.55	47.46	45.71	21.00	29.50	39.50	49.50	59.50	70.00	45.14	43.10	44.05	54.10	47.28	47.44	42.07	46.58	47.24	47.27

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Table 2  
**Classification**  
**Base: All respondents**

	Sex		Age					Social Class				Region							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b><u>Social Class</u></b>																			
AB	348 25%	172 26%	175 24%	35 23%	65 27%	77 28%	66 28%	58 28%	47 17%	348 100%	-	-	-	30 25%	86 25%	42 24%	58 30%	88 24%	44 22%
C1	403 29%	184 28%	219 30%	68 44%	78 33%	71 26%	80 34%	52 25%	54 19%	-	403 100%	-	-	33 27%	98 29%	61 35%	55 28%	94 26%	63 33%
C2	292 21%	161 24%	131 18%	28 18%	55 23%	84 30%	46 19%	44 21%	35 13%	-	-	292 100%	-	28 23%	72 21%	35 20%	45 23%	79 22%	34 17%
DE	347 25%	150 22%	197 27%	22 14%	39 16%	46 17%	44 19%	54 26%	142 51%	-	-	-	347 100%	31 25%	86 25%	37 21%	37 19%	102 28%	53 27%
<b><u>Region</u></b>																			
North	464 33%	220 33%	243 34%	47 31%	71 30%	91 33%	85 36%	75 36%	95 34%	116 33%	131 32%	100 34%	117 34%	122 100%	342 100%	-	-	-	-
Midlands	433 31%	209 31%	224 31%	39 25%	72 30%	100 36%	63 26%	71 34%	89 32%	108 31%	113 28%	94 32%	119 34%	-	-	-	-	362 100%	71 37%
South	493 35%	238 36%	255 35%	68 44%	94 40%	87 31%	89 38%	62 30%	93 34%	124 36%	160 40%	98 34%	111 32%	-	-	175 100%	195 100%	-	123 63%

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	Sex		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North England	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b><u>Working status</u></b>																			
Full-time	617 44%	379 57%	238 33%	81 53%	133 56%	178 64%	134 57%	86 41%	5 2%	192 55%	211 52%	153 52%	61 18%	58 48%	142 42%	69 40%	87 45%	176 49%	84 43%
Part-time	156 11%	37 5%	119 16%	24 16%	31 13%	33 12%	34 14%	27 13%	7 2%	43 12%	53 13%	38 13%	21 6%	13 10%	41 12%	21 12%	20 10%	33 9%	28 14%
Not working but seeking work or temporarily unemployed/sick	100 7%	38 6%	63 9%	14 9%	27 12%	28 10%	28 12%	3 1%	- -	13 4%	35 9%	19 7%	34 10%	9 7%	21 6%	23 13%	13 6%	19 5%	16 8%
Not working/not seeking work/retired	492 35%	204 31%	288 40%	27 18%	40 17%	36 13%	36 15%	92 44%	262 94%	96 28%	98 24%	76 26%	222 64%	40 32%	132 39%	57 32%	71 36%	130 36%	63 33%
Refused	25 2%	10 1%	15 2%	6 4%	5 2%	4 1%	4 2%	1 *	4 1%	4 1%	7 2%	6 2%	8 2%	3 2%	6 2%	5 3%	4 2%	4 1%	3 2%
<b><u>Tenure</u></b>																			
Own outright	445 32%	213 32%	232 32%	29 19%	20 8%	35 13%	66 28%	108 52%	188 68%	108 31%	127 32%	71 24%	139 40%	33 27%	113 33%	45 26%	63 32%	126 35%	65 33%
Own with a mortgage	570 41%	287 43%	283 39%	65 42%	127 54%	167 60%	129 55%	64 31%	17 6%	189 54%	185 46%	140 48%	55 16%	50 41%	145 42%	64 36%	81 42%	146 40%	84 44%
Council	181 13%	82 12%	98 14%	15 10%	37 16%	48 17%	22 9%	19 9%	40 14%	16 5%	25 6%	39 13%	101 29%	22 18%	45 13%	27 16%	18 9%	49 13%	21 11%
Rented from someone else	144 10%	63 9%	81 11%	34 22%	42 18%	21 8%	13 6%	13 6%	21 7%	27 8%	49 12%	29 10%	39 11%	11 9%	31 9%	29 17%	24 12%	29 8%	20 11%
Rent free	11 1%	7 1%	4 1%	3 2%	3 1%	1 *	- -	3 2%	- -	1 *	5 1%	3 1%	2 1%	2 1%	2 1%	3 2%	1 *	4 1%	- -
Refused	40 3%	15 2%	25 3%	8 5%	7 3%	6 2%	6 3%	1 *	12 4%	6 2%	12 3%	10 4%	11 3%	5 4%	6 2%	7 4%	9 5%	9 3%	4 2%

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	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b><u>Foreign Holiday in last 3 years</u></b>																			
Yes	862 62%	418 63%	444 61%	105 68%	159 67%	165 59%	158 67%	137 66%	137 50%	270 78%	274 68%	177 61%	141 41%	77 63%	210 61%	105 60%	137 70%	213 59%	120 62%
No	528 38%	250 37%	278 39%	48 32%	77 33%	113 41%	78 33%	71 34%	140 50%	78 22%	129 32%	115 39%	206 59%	45 37%	132 39%	70 40%	58 30%	149 41%	74 38%
<b><u>Number of cars</u></b>																			
None	281 20%	126 19%	155 21%	32 21%	38 16%	38 14%	37 16%	36 17%	101 36%	29 8%	68 17%	50 17%	134 39%	31 25%	75 22%	53 30%	23 12%	55 15%	43 22%
1	605 43%	300 45%	305 42%	50 33%	105 44%	123 44%	93 39%	88 42%	146 53%	140 40%	181 45%	125 43%	159 46%	56 46%	158 46%	70 40%	86 44%	154 42%	81 42%
2	392 28%	181 27%	211 29%	37 24%	71 30%	107 39%	82 35%	70 34%	24 9%	130 37%	122 30%	98 34%	41 12%	27 22%	87 25%	38 22%	64 33%	122 34%	54 28%
3+	113 8%	60 9%	52 7%	34 22%	23 10%	11 4%	24 10%	14 7%	7 2%	49 14%	31 8%	20 7%	13 4%	8 7%	21 6%	13 8%	23 12%	31 9%	16 8%

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	Sex		Age					Social Class				Region							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b><u>Internet Access</u></b>																			
At all	913 66%	454 68%	459 64%	133 87%	189 80%	220 79%	177 75%	127 61%	67 24%	294 85%	306 76%	180 62%	132 38%	78 64%	219 64%	124 71%	134 69%	231 64%	126 65%
At home (net)	749 54%	374 56%	375 52%	109 71%	150 64%	192 69%	148 62%	100 48%	50 18%	253 73%	242 60%	151 52%	103 30%	59 48%	174 51%	101 58%	115 59%	192 53%	109 56%
At work (net)	401 29%	210 31%	191 26%	58 38%	105 44%	97 35%	91 38%	49 24%	1 *	160 46%	151 37%	69 24%	21 6%	44 36%	101 30%	52 30%	62 32%	100 28%	41 21%
At home	450 32%	218 33%	232 32%	67 44%	73 31%	108 39%	80 34%	72 35%	50 18%	126 36%	132 33%	100 34%	92 27%	29 24%	104 30%	64 36%	65 33%	117 32%	71 37%
At work	101 7%	53 8%	48 7%	16 10%	28 12%	13 5%	22 9%	22 10%	1 *	33 9%	41 10%	17 6%	10 3%	15 12%	31 9%	14 8%	13 7%	25 7%	3 2%
Both at home and at work	300 22%	156 23%	144 20%	42 27%	77 33%	84 30%	69 29%	27 13%	- -	128 37%	110 27%	52 18%	10 3%	29 24%	70 21%	38 22%	49 25%	75 21%	37 19%
Somewhere else	63 5%	26 4%	37 5%	8 5%	10 4%	15 5%	7 3%	6 3%	17 6%	8 2%	23 6%	12 4%	19 6%	5 4%	15 4%	9 5%	6 3%	14 4%	14 7%
Not at all	477 34%	214 32%	263 36%	20 13%	47 20%	59 21%	60 25%	81 39%	210 76%	54 15%	97 24%	112 38%	215 62%	44 36%	122 36%	51 29%	61 31%	131 36%	68 35%

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	Sex			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North Eng-land	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b>Age Finished Full Time Education</b>																			
Up to 15	307 22%	150 22%	157 22%	4 2%	14 6%	20 7%	46 19%	76 36%	148 53%	37 11%	58 14%	70 24%	142 41%	28 23%	86 25%	22 13%	38 20%	97 27%	35 18%
16	339 24%	175 26%	164 23%	26 17%	44 19%	121 44%	64 27%	47 23%	36 13%	65 19%	88 22%	95 33%	90 26%	29 24%	82 24%	24 14%	49 25%	98 27%	56 29%
17	116 8%	48 7%	68 9%	14 9%	21 9%	19 7%	27 11%	16 8%	19 7%	24 7%	38 9%	28 10%	26 8%	15 12%	22 6%	18 10%	19 10%	27 7%	16 8%
18	172 12%	50 7%	122 17%	32 21%	38 16%	37 13%	32 13%	16 7%	17 6%	57 16%	66 16%	26 9%	23 7%	9 7%	49 14%	21 12%	34 17%	36 10%	24 12%
19 or over	359 26%	204 31%	154 21%	37 24%	101 43%	68 24%	60 25%	51 24%	43 15%	142 41%	112 28%	60 21%	44 13%	34 27%	86 25%	65 37%	44 22%	84 23%	46 24%
Still in full time education	53 4%	22 3%	32 4%	32 21%	9 4%	5 2%	4 2%	2 1%	1 *	15 4%	27 7%	5 2%	7 2%	4 3%	9 3%	14 8%	4 2%	11 3%	11 5%
Had no full time education	2 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	1 1%	1 *	- -	- -	- -	- -
Refused	43 3%	18 3%	25 3%	8 5%	10 4%	8 3%	4 2%	1 *	12 4%	8 2%	14 3%	8 3%	13 4%	3 2%	6 2%	10 6%	8 4%	9 2%	7 3%

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	Sex		Age					Social Class				Region							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North England	London	South East	Mid-lands	Wales & South West
Weighted base	1390	667	723	153	236	278	236	208	278	348	403	292	347	122	342	175	195	362	194
<b><u>Marital Status</u></b>																			
Single	293 21%	154 23%	139 19%	101 66%	79 33%	55 20%	25 10%	19 9%	15 6%	69 20%	104 26%	46 16%	73 21%	28 23%	68 20%	51 29%	28 14%	70 19%	48 25%
Married/ co-habiting	773 56%	382 57%	391 54%	38 25%	134 57%	176 63%	156 66%	137 66%	132 48%	231 66%	207 51%	196 67%	139 40%	66 54%	189 55%	92 52%	125 64%	211 58%	91 47%
Widowed/ separated/ divorced	294 21%	121 18%	173 24%	6 4%	19 8%	43 15%	50 21%	50 24%	126 46%	44 13%	82 20%	44 15%	125 36%	26 21%	78 23%	27 15%	38 19%	75 21%	51 26%
Refused	30 2%	10 2%	20 3%	7 5%	5 2%	4 1%	6 3%	3 1%	4 1%	4 1%	10 2%	6 2%	10 3%	3 2%	6 2%	6 3%	5 3%	6 2%	4 2%
<b><u>Children</u></b>																			
None aged 18 or under	931 67%	458 69%	473 65%	131 86%	115 49%	72 26%	150 63%	191 92%	272 98%	228 66%	263 65%	164 56%	275 79%	83 68%	242 71%	114 65%	121 62%	246 68%	125 65%
NET: Yes	448 32%	207 31%	240 33%	20 13%	118 50%	205 74%	83 35%	17 8%	4 1%	117 34%	135 34%	126 43%	70 20%	37 30%	94 28%	58 33%	74 38%	116 32%	69 35%
NET: Yes any aged 15 or under	396 29%	186 28%	211 29%	18 12%	118 50%	183 66%	63 27%	11 5%	2 1%	104 30%	117 29%	114 39%	62 18%	34 28%	76 22%	52 30%	68 35%	103 28%	62 32%
- Aged under 5	139 10%	62 9%	77 11%	14 9%	62 26%	57 21%	4 2%	1 *	-	42 12%	23 6%	52 18%	22 6%	12 10%	25 7%	27 16%	17 9%	38 10%	20 10%
- Aged 5-10	205 15%	88 13%	117 16%	6 4%	72 30%	101 36%	22 9%	3 1%	2 1%	55 16%	65 16%	54 19%	31 9%	18 15%	33 10%	27 15%	43 22%	53 15%	31 16%
- Aged 11-15	192 14%	94 14%	98 14%	1 1%	17 7%	113 41%	52 22%	8 4%	1 *	47 13%	64 16%	52 18%	30 9%	15 12%	37 11%	23 13%	30 16%	55 15%	32 17%
- Aged 16-18	114 8%	55 8%	59 8%	2 1%	3 1%	62 22%	35 15%	9 4%	3 1%	29 8%	29 7%	36 12%	20 6%	12 10%	33 10%	12 7%	11 6%	30 8%	16 8%
Refused	11 1%	2 *	9 1%	2 1%	3 1%	1 *	4 2%	-	2 1%	2 1%	5 1%	2 1%	2 1%	2 2%	6 2%	4 2%	-	-	-

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	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1390	84	168	70	85	127	243	84	48	85	226	170
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Sex</u></b>												
Male	667 48%	30 48%	55 46%	40 39%	66 50%	93 47%	84 48%	61 50%	40 56%	63 49%	79 49%	57 46%
Female	723 52%	33 52%	64 54%	62 61%	67 50%	103 53%	91 52%	61 50%	31 44%	64 51%	81 51%	65 54%
<b><u>Age</u></b>												
18-24	(21) 153 11%	9 15%	12 10%	8 8%	11 8%	17 9%	32 18%	18 15%	4 5%	16 13%	15 10%	10 8%
25-34	(29.5) 236 17%	9 15%	20 17%	15 15%	19 14%	41 21%	41 24%	11 9%	20 28%	17 13%	21 13%	20 17%
35-44	(39.5) 278 20%	9 14%	29 24%	31 31%	31 23%	38 20%	24 14%	24 20%	7 10%	30 24%	28 18%	25 21%
45-54	(49.5) 236 17%	13 20%	21 18%	13 13%	24 18%	34 18%	32 18%	23 19%	13 18%	13 10%	28 18%	22 18%
55-64	(59.5) 208 15%	10 16%	16 13%	16 15%	19 14%	19 10%	22 12%	22 18%	14 20%	22 17%	29 18%	21 17%
65+	(70) 278 20%	13 21%	21 18%	19 19%	29 22%	46 23%	23 13%	24 20%	13 18%	28 22%	38 24%	23 19%
Average age	46.55	46.74	45.79	46.63	47.82	46.58	42.07	47.34	47.14	47.13	48.95	47.28

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	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Social Class</u></b>												
AB	348 25%	18 29%	27 23%	23 22%	28 21%	58 30%	42 24%	23 19%	20 28%	37 29%	40 25%	30 25%
C1	403 29%	19 30%	32 27%	23 23%	32 24%	55 28%	61 35%	44 36%	19 27%	38 30%	47 29%	33 27%
C2	292 21%	12 20%	25 21%	26 26%	30 23%	45 23%	35 20%	18 15%	15 21%	22 17%	35 22%	28 23%
DE	347 25%	13 21%	35 29%	30 29%	42 31%	37 19%	37 21%	37 30%	17 23%	31 24%	38 24%	31 25%
<b><u>Region</u></b>												
North	464 33%	63 100%	119 100%	- -	- -	- -	- -	- -	- -	- -	160 100%	122 100%
Midlands	433 31%	- -	- -	102 100%	133 100%	- -	- -	- -	71 100%	127 100%	- -	- -
South	493 35%	- -	- -	- -	- -	195 100%	175 100%	123 100%	- -	- -	- -	- -

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Working status</u></b>												
Full-time	617 44%	24 38%	60 51%	48 47%	64 48%	87 45%	69 40%	47 38%	37 52%	64 51%	58 36%	58 48%
Part-time	156 11%	8 13%	14 11%	11 11%	11 8%	20 10%	21 12%	16 13%	12 17%	11 9%	19 12%	13 10%
Not working but seeking work or temporarily unemployed/sick	100 7%	3 4%	7 6%	5 5%	12 9%	13 6%	23 13%	11 9%	5 7%	2 1%	11 7%	9 7%
Not working/not seeking work/retired	492 35%	27 43%	36 31%	36 35%	44 33%	71 36%	57 32%	46 37%	17 24%	49 39%	69 43%	40 32%
Refused	25 2%	1 1%	2 1%	2 2%	1 1%	4 2%	5 3%	3 3%	- -	1 1%	4 2%	3 2%
<b><u>Tenure</u></b>												
Own outright	445 32%	18 29%	39 33%	32 31%	44 33%	63 32%	45 26%	39 32%	26 36%	50 39%	56 35%	33 27%
Own with a mortgage	570 41%	25 39%	54 46%	49 48%	45 34%	81 42%	64 36%	52 42%	33 46%	52 41%	66 41%	50 41%
Council	181 13%	12 19%	14 12%	14 13%	24 18%	18 9%	27 16%	16 13%	5 7%	11 8%	19 12%	22 18%
Rented from someone else	144 10%	8 12%	9 8%	7 6%	14 10%	24 12%	29 17%	12 10%	8 11%	8 7%	14 9%	11 9%
Rent free	11 1%	- -	1 1%	- -	1 1%	1 *	3 2%	- -	- -	2 2%	1 1%	2 1%
Refused	40 3%	- -	1 1%	2 2%	4 3%	9 5%	7 4%	4 3%	- -	3 3%	5 3%	5 4%

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Foreign Holiday in last 3 years</u></b>												
Yes	862	40	71	55	80	137	105	78	42	77	98	77
	62%	64%	60%	54%	60%	70%	60%	64%	59%	60%	62%	63%
No	528	22	48	47	53	58	70	44	29	50	62	45
	38%	36%	40%	46%	40%	30%	40%	36%	41%	40%	38%	37%
<b><u>Number of cars</u></b>												
None	281	15	22	14	25	23	53	30	13	16	38	31
	20%	24%	18%	14%	19%	12%	30%	25%	18%	12%	24%	25%
1	605	31	55	48	53	86	70	50	30	52	72	56
	43%	50%	46%	47%	40%	44%	40%	41%	43%	41%	45%	46%
2	392	13	33	33	46	64	38	31	23	43	41	27
	28%	20%	28%	32%	35%	33%	22%	25%	32%	34%	26%	22%
3+	113	4	9	7	8	23	13	11	4	16	9	8
	8%	6%	8%	7%	6%	12%	8%	9%	6%	13%	5%	7%

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Region											
	Total	North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Internet Access</u></b>												
At all	913 66%	42 67%	85 72%	59 58%	82 61%	134 69%	124 71%	79 64%	47 66%	91 71%	92 58%	78 64%
At home (net)	749 54%	31 49%	65 55%	50 49%	69 52%	115 59%	101 58%	69 56%	40 56%	73 57%	78 49%	59 48%
At work (net)	401 29%	18 29%	42 36%	26 25%	35 27%	62 32%	52 30%	22 18%	19 27%	39 31%	41 26%	44 36%
At home	450 32%	19 30%	37 31%	27 26%	43 32%	65 33%	64 36%	50 40%	22 30%	48 37%	48 30%	29 24%
At work	101 7%	6 9%	15 12%	2 2%	9 7%	13 7%	14 8%	2 2%	1 1%	14 11%	11 7%	15 12%
Both at home and at work	300 22%	12 20%	28 23%	23 23%	26 20%	49 25%	38 22%	19 16%	18 26%	26 20%	30 19%	29 24%
Somewhere else	63 5%	5 9%	6 5%	7 6%	4 3%	6 3%	9 5%	8 6%	6 8%	4 3%	3 2%	5 4%
Not at all	477 34%	21 33%	34 28%	43 42%	51 39%	61 31%	51 29%	44 36%	24 34%	37 29%	68 42%	44 36%

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Age Finished Full Time Education</u></b>												
Up to 15	307 22%	19 31%	26 22%	30 29%	29 22%	38 20%	22 13%	28 23%	8 11%	37 29%	42 26%	28 23%
16	339 24%	9 14%	27 23%	29 28%	45 34%	49 25%	24 14%	33 27%	23 32%	24 19%	46 29%	29 24%
17	116 8%	4 6%	9 8%	11 11%	5 4%	19 10%	18 10%	12 10%	3 5%	10 8%	9 6%	15 12%
18	172 12%	9 14%	22 18%	11 11%	14 10%	34 17%	21 12%	12 10%	12 16%	11 9%	18 12%	9 7%
19 or over	359 26%	20 31%	32 27%	17 17%	32 24%	44 22%	65 37%	27 22%	19 26%	35 28%	34 21%	34 27%
Still in full time education	53 4%	1 2%	2 2%	1 1%	3 2%	4 2%	14 8%	5 4%	5 7%	7 5%	5 3%	4 3%
Had no full time education	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 1%
Refused	43 3%	1 1%	1 *	2 2%	4 3%	8 4%	10 6%	4 4%	2 3%	2 2%	5 3%	3 2%

## London Olympic Bid Survey

### Fieldwork : November 5th-7th & 10th-11th 2004

Absolutes/col percents

Table 2  
**Classification**  
**Base: All respondents**

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1390	63	119	102	133	195	175	123	71	127	160	122
<b><u>Marital Status</u></b>												
Single	293 21%	16 25%	24 20%	18 18%	27 20%	28 14%	51 29%	35 28%	13 19%	26 20%	29 18%	28 23%
Married/ co-habiting	773 56%	26 41%	71 60%	60 59%	71 54%	125 64%	92 52%	51 41%	40 56%	79 62%	92 57%	66 54%
Widowed/ separated/ divorced	294 21%	21 34%	22 19%	22 22%	32 24%	38 19%	27 15%	33 27%	18 25%	22 17%	35 22%	26 21%
Refused	30 2%	- -	1 1%	2 2%	4 3%	5 3%	6 3%	4 3%	- -	1 1%	5 3%	3 2%
<b><u>Children</u></b>												
None aged 18 or under	931 67%	46 74%	82 69%	63 62%	91 69%	121 62%	114 65%	77 62%	48 68%	92 72%	113 71%	83 68%
NET: Yes	448 32%	15 24%	36 30%	39 38%	42 31%	74 38%	58 33%	46 38%	22 32%	35 28%	43 27%	37 30%
NET: Yes any aged 15 or under	396 29%	12 19%	30 25%	36 35%	34 26%	68 35%	52 30%	41 33%	21 30%	33 26%	34 22%	34 28%
- Aged under 5	139 10%	4 7%	11 9%	9 9%	14 10%	17 9%	27 16%	15 12%	5 6%	15 12%	9 6%	12 10%
- Aged 5-10	205 15%	7 10%	13 11%	18 17%	20 15%	43 22%	27 15%	17 14%	13 19%	15 12%	14 9%	18 15%
- Aged 11-15	192 14%	5 8%	13 11%	23 22%	18 13%	30 16%	23 13%	26 21%	7 9%	15 11%	18 12%	15 12%
- Aged 16-18	114 8%	5 8%	12 10%	8 8%	17 13%	11 6%	12 7%	13 11%	3 4%	5 4%	16 10%	12 10%
Refused	11 1%	1 2%	1 1%	- -	- -	- -	4 2%	- -	- -	- -	4 2%	2 2%