

# OLYMPIC BID SURVEY - 22-24TH OCTOBER 2004

Table 1

**Q1 Would you support or oppose London being chosen as the host city for the 2012 Olympic Games? Is that strongly or tend to support/oppose?**  
**Base: All respondents**

	GENDER		AGE						TENURE				WORK STATUS				SOCIAL CLASS				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Own out-right	Own with mortgage	Council rent	Private rent/other	Full time	Part time	Not working	Unemployed	AB	C1	C2	DE	
Weighted Total	<b>1022</b>	491	531	133	235	215	153	123	163	225	378	174	245	460	102	390	70	327	317	153	225
Strongly support	<b>434</b>	231	203	61	97	100	66	45	64	82	169	70	114	217	35	154	28	141	138	68	87
	<b>42%</b>	47%	38%	46%	41%	46%	43%	37%	40%	36%	45%	40%	46%	47%	35%	40%	39%	43%	43%	45%	39%
Tend to support	<b>251</b>	98	153	38	73	50	34	26	30	49	102	39	61	119	28	86	17	92	77	34	47
	<b>25%</b>	20%	29%	29%	31%	23%	22%	21%	18%	22%	27%	22%	25%	26%	28%	22%	25%	28%	24%	22%	21%
Neither support nor oppose	<b>108</b>	53	55	13	26	24	21	11	14	21	48	17	22	45	9	48	6	18	42	25	23
	<b>11%</b>	11%	10%	10%	11%	11%	14%	9%	9%	9%	13%	10%	9%	10%	9%	12%	8%	6%	13%	16%	10%
Tend to oppose	<b>77</b>	44	33	15	14	14	10	9	15	16	22	18	21	34	4	35	4	23	24	10	19
	<b>8%</b>	9%	6%	11%	6%	7%	7%	7%	9%	7%	6%	10%	8%	7%	4%	9%	6%	7%	8%	7%	9%
Strongly oppose	<b>130</b>	58	72	5	20	18	22	30	36	54	30	26	20	39	23	58	10	47	29	13	41
	<b>13%</b>	12%	14%	3%	8%	8%	14%	24%	22%	24%	8%	15%	8%	9%	22%	15%	15%	14%	9%	9%	18%
Don't know	<b>22</b>	8	15	2	6	8	*	2	4	3	7	5	8	6	2	9	5	5	7	2	7
	<b>2%</b>	2%	3%	1%	2%	4%	*/%	2%	3%	1%	2%	3%	3%	1%	2%	2%	8%	2%	2%	2%	3%



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**Q3 From what you have heard about London's bid for the Olympic Games in 2012, from where do you think MOST of the funding will come?**

**Base: All respondents**

	TOTAL	GENDER		AGE						TENURE				WORK STATUS				SOCIAL CLASS			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Own out-right	Own with mortgage	Council rent	Private rent/other	Full time	Part time	Not working	Unemployed	AB	C1	C2	DE
Weighted Total	<b>1022</b>	491	531	133	235	215	153	123	163	225	378	174	245	460	102	390	70	327	317	153	225
The government	<b>292</b>	173	119	37	69	69	41	34	42	71	109	42	70	148	20	111	12	116	75	34	67
	<b>29%</b>	35%	22%	28%	29%	32%	27%	28%	25%	32%	29%	24%	29%	32%	20%	29%	18%	36%	24%	22%	30%
The British tax payer	<b>290</b>	121	169	32	49	72	43	40	53	66	121	46	57	120	30	118	22	73	87	53	76
	<b>28%</b>	25%	32%	24%	21%	34%	28%	33%	33%	29%	32%	27%	23%	26%	30%	30%	31%	22%	27%	35%	34%
London Council Tax	<b>265</b>	126	139	27	53	46	36	50	52	86	94	41	44	109	38	100	18	99	81	34	50
	<b>26%</b>	26%	26%	21%	23%	22%	23%	40%	32%	38%	25%	24%	18%	24%	37%	26%	26%	30%	25%	23%	22%
Private investment	<b>129</b>	78	51	7	30	34	29	15	14	19	64	13	33	71	16	38	4	41	44	22	22
	<b>13%</b>	16%	10%	5%	13%	16%	19%	12%	9%	9%	17%	7%	13%	15%	16%	10%	6%	12%	14%	15%	10%
The National Lottery	<b>110</b>	61	49	15	29	13	16	13	24	25	39	23	24	45	5	53	7	35	24	22	29
	<b>11%</b>	12%	9%	11%	12%	6%	10%	11%	15%	11%	10%	13%	10%	10%	4%	14%	10%	11%	8%	14%	13%
The International Olympic Committee (IOC)	<b>21</b>	10	10	2	4	4	5	2	2	6	5	4	5	11	2	8	-	5	5	2	8
	<b>2%</b>	2%	2%	2%	2%	2%	3%	2%	1%	3%	1%	2%	2%	2%	2%	2%	-9%	2%	2%	1%	4%
Other	<b>58</b>	33	25	8	19	13	7	7	5	13	13	11	22	34	5	16	4	26	14	5	13
	<b>6%</b>	7%	5%	6%	8%	6%	5%	6%	3%	6%	3%	6%	9%	7%	4%	4%	6%	8%	4%	3%	6%
Don't know	<b>151</b>	46	105	38	45	21	21	10	16	16	48	37	50	57	18	57	18	39	50	26	36
	<b>15%</b>	9%	20%	28%	19%	10%	14%	8%	10%	7%	13%	21%	20%	12%	18%	15%	25%	12%	16%	17%	16%



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Table 4

**Q4 The Mayor of London and the government have agreed a funding package for the 2012 Olympic Games. Under this package no public money will be spent on actually staging the games, but will be invested in improving transport and other infrastructure and on building the stadium venues.**

**Three quarters of public money for the infrastructure improvements will come from the National Lottery and a quarter from council tax in London. It will cost the average London household no more than 38p a week. Do you think these proposals are ...**

**Base: All respondents**

	GENDER		AGE						TENURE				WORK STATUS				SOCIAL CLASS				
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Own out-right	Own with mortgage	Council rent	Private rent/other	Full time	Part time	Not working	Unemployed	AB	C1	C2	DE	
Weighted Total	491	531	133	235	215	153	123	163	225	378	174	245	460	102	390	70	327	317	153	225	
A reasonable way of funding the London Olympic Games	<b>636</b>	305	330	94	154	126	86	75	100	137	233	103	163	301	58	237	39	199	209	96	132
	<b>62%</b>	62%	62%	71%	66%	58%	56%	61%	61%	62%	59%	66%	65%	57%	61%	56%	61%	66%	63%	59%	
An unreasonable way of funding the London Olympic Games	<b>322</b>	153	168	32	67	72	57	42	52	75	113	62	71	135	37	124	26	109	88	46	79
	<b>31%</b>	31%	32%	24%	29%	33%	37%	34%	32%	33%	30%	36%	29%	36%	32%	37%	33%	28%	30%	35%	
Don't know	<b>65</b>	33	32	6	14	18	10	6	11	13	31	9	11	24	7	29	5	20	20	11	14
	<b>6%</b>	7%	6%	5%	6%	8%	7%	5%	7%	6%	8%	5%	5%	5%	7%	7%	6%	6%	7%	6%	

