





Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland			
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the coalition government is managing the economy well or badly?

Very well	2	2	5	1	1	4	1	1	2	1	0	3	1	2	2	1	2	2	1	2	1	2
Fairly well	25	25	63	4	45	52	7	19	27	23	22	27	23	26	27	21	27	27	31	19	13	24
<b>TOTAL WELL</b>	<b>27</b>	<b>27</b>	<b>68</b>	<b>5</b>	<b>46</b>	<b>56</b>	<b>8</b>	<b>20</b>	<b>29</b>	<b>24</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>28</b>	<b>29</b>	<b>22</b>	<b>29</b>	<b>29</b>	<b>32</b>	<b>21</b>	<b>14</b>	<b>26</b>
Fairly badly	33	31	18	32	41	23	32	38	27	34	21	31	31	34	32	30	38	30	27	30	33	35
Very badly	33	33	4	61	9	12	53	36	35	30	29	29	37	33	30	37	25	27	35	38	46	32
<b>TOTAL BADLY</b>	<b>66</b>	<b>64</b>	<b>22</b>	<b>93</b>	<b>50</b>	<b>35</b>	<b>85</b>	<b>74</b>	<b>62</b>	<b>64</b>	<b>50</b>	<b>60</b>	<b>68</b>	<b>67</b>	<b>62</b>	<b>67</b>	<b>63</b>	<b>57</b>	<b>62</b>	<b>68</b>	<b>79</b>	<b>67</b>
Don't know	7	10	9	3	4	10	7	6	8	12	28	10	7	6	10	11	8	14	6	11	7	7

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	
Quite good	3	3	7	1	7	4	2	3	3	3	6	5	2	2	4	2	4	3	4	3	2	4
<b>TOTAL GOOD</b>	<b>3</b>	<b>3</b>	<b>8</b>	<b>2</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>5</b>
Neither good nor bad	15	13	27	6	21	22	6	10	16	10	10	16	14	10	14	11	16	12	16	13	4	13
Quite bad	47	45	51	44	55	51	41	47	42	48	39	42	44	51	49	40	49	46	42	42	49	47
Very bad	32	34	15	47	16	21	45	38	35	33	24	31	39	36	29	41	27	32	35	38	41	33
<b>TOTAL BAD</b>	<b>79</b>	<b>79</b>	<b>66</b>	<b>91</b>	<b>71</b>	<b>72</b>	<b>86</b>	<b>85</b>	<b>77</b>	<b>81</b>	<b>63</b>	<b>73</b>	<b>83</b>	<b>87</b>	<b>78</b>	<b>81</b>	<b>76</b>	<b>78</b>	<b>77</b>	<b>80</b>	<b>90</b>	<b>80</b>
Don't know	3	5	0	1	2	1	4	2	4	5	21	6	1	1	4	6	3	7	3	3	4	2

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	1	2	2	0	1	1	1	1	1	0	3	1	0	1	1	2	0	2	2	0	2
Get a little better	8	10	16	7	15	13	6	9	10	9	17	15	7	4	11	8	11	9	11	10	7	10
<b>TOTAL BETTER</b>	<b>9</b>	<b>11</b>	<b>18</b>	<b>9</b>	<b>15</b>	<b>14</b>	<b>7</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>17</b>	<b>18</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>7</b>	<b>12</b>
Stay about the same	37	34	46	27	45	43	30	28	34	33	26	35	34	34	36	31	29	35	31	34	39	34
Get a little worse	32	34	30	38	31	32	33	38	33	34	30	25	34	44	35	32	34	34	33	34	36	34
Get a lot worse	19	16	5	22	7	10	23	20	17	16	9	16	20	16	12	22	19	14	19	17	12	16
<b>TOTAL WORSE</b>	<b>51</b>	<b>50</b>	<b>35</b>	<b>60</b>	<b>38</b>	<b>42</b>	<b>56</b>	<b>58</b>	<b>50</b>	<b>50</b>	<b>39</b>	<b>41</b>	<b>54</b>	<b>60</b>	<b>47</b>	<b>54</b>	<b>53</b>	<b>48</b>	<b>52</b>	<b>51</b>	<b>48</b>	<b>50</b>
Don't know	5	6	1	3	1	1	7	3	4	7	19	6	3	2	5	7	6	7	4	5	5	5

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<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	July 26-27	Aug 9-10																				
<b>Do you think George Osborne should remain as Chancellor of the Exchequer, or do you think David Cameron should replace him with a new Chancellor?</b>																						
George Osborne should remain Chancellor	19	19	49	3	24	41	6	12	23	14	13	19	19	20	21	15	20	19	20	17	13	22
George Osborne should be replaced	52	52	25	76	55	32	68	62	58	46	39	49	52	58	51	52	56	48	52	50	62	46
Don't know	29	30	26	21	21	26	27	26	19	40	47	32	29	22	28	32	24	33	28	32	25	31

	July 26-27	Aug 9-10																				
<b>Do you think the Conservatives and Liberal Democrats should end their coalition, or continue for the time being?</b>																						
Should now end their coalition	45	45	20	70	21	28	62	45	47	43	40	45	46	47	41	50	44	37	46	53	52	46
Should continue their coalition for the time being	40	40	73	21	74	63	24	41	43	38	27	39	41	46	46	33	43	46	43	32	33	38
Don't know	15	15	7	9	5	9	14	14	10	20	33	16	13	8	13	17	14	17	12	15	15	16

	July 26-27	Aug 9-10																				
<b>And what would you like to see happen if the Conservative and Liberal Democrat coalition was ended?</b>																						
<i>[Only asked to those who think the coalition should end now. N=758]</i>																						
The Conservatives to continue as a minority government, but with support from the Liberal Democrats on key issues like the budget and Queen's speech	6	6	29	3	5	23	3	2	5	8	0	9	5	8	7	6	8	8	4	7	5	6
The Conservatives to continue as a minority government, with no guarantees of support from any party	14	14	29	7	10	23	11	13	18	10	14	12	15	14	14	14	20	14	21	8	9	19
A coalition between Labour and the Liberal Democrats	8	8	0	13	23	1	5	18	11	6	21	10	7	4	7	10	6	7	5	14	6	6
A new general election	69	69	38	76	62	48	79	66	65	73	65	66	71	70	70	68	62	69	68	68	80	66
Don't know	2	2	4	1	0	4	1	1	2	3	0	3	2	3	2	3	3	2	2	3	1	2

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<b>Weighted Sample</b>	<b>1704</b>	444	552	111	511	458	418	828	876	206	435	583	481	971	733	218	554	365	419	148	211	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Government had proposed replacing the House of Lords with a mainly elected House of Lords, a policy strongly supported by the Liberal Democrats

This week David Cameron said he would cancel the plans to reform the Lords as he was not able to persuade enough of his backbench MPs to support the timetable motion needed to get the legislation through the House of Commons.

Do you think David Cameron was right or wrong to cancel the plans to introduce an elected House of Lords?

Right to cancel the plans	<b>34</b>	63	20	27	58	22	21	35	32	21	28	30	48	35	32	41	37	33	30	22	26
Wrong to cancel the plans	<b>42</b>	23	58	67	24	52	61	46	38	39	47	44	37	45	39	39	40	40	42	61	45
Don't know	<b>24</b>	15	22	7	18	26	18	19	30	40	26	26	15	20	29	20	23	27	28	17	29

The Government had also proposed cutting the number of MPs from 650 to 600 and redrawing Parliamentary boundaries so that all seats had almost the same electorate, a policy strongly supported by the Conservatives.

In response to cancelling the plans for an elected House of Lords, Nick Clegg has said that Liberal Democrats will vote against the plans to cut the number of MPs and redraw the Parliamentary boundaries.

Do you think Nick Clegg is right or wrong to vote against the plans to cut the number of MPs and redraw the Parliamentary boundaries?

Right to vote against the plans	<b>34</b>	11	55	53	12	50	44	40	28	33	34	32	35	35	32	31	28	37	34	48	34
Wrong to vote against the plans	<b>41</b>	72	21	30	72	19	32	43	38	23	36	43	49	42	38	46	44	42	36	31	40
Don't know	<b>26</b>	17	24	17	16	30	24	17	34	44	29	25	16	23	30	23	29	21	30	21	26

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<b>Unweighted Sample</b>	<b>1704</b>	<b>434</b>	<b>522</b>	<b>121</b>	<b>527</b>	<b>420</b>	<b>443</b>	<b>830</b>	<b>874</b>	<b>63</b>	<b>479</b>	<b>681</b>	<b>481</b>	<b>1144</b>	<b>560</b>	<b>239</b>	<b>613</b>	<b>312</b>	<b>397</b>	<b>143</b>	<b>237</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Oct 13-14	Aug 9-10																				
<b>Look at the following groups of sportspeople and in each case please say whether you think they generally provide positive or negative role models for young people</b>																						
<b>Football players</b>																						
Are generally positive role models for young people	12	14	16	14	9	14	16	9	14	14	11	11	18	11	10	18	12	9	17	18	14	19
Are generally negative role model for young people	70	67	71	67	79	74	59	76	70	65	65	70	62	72	72	61	69	68	65	68	65	59
Neither	13	13	12	16	11	11	18	11	13	14	6	15	15	13	13	14	15	14	13	10	17	17
Don't know	5	6	1	2	1	1	7	4	4	8	18	4	5	4	5	7	5	9	4	4	4	4
<b>Rugby players</b>																						
Are generally positive role models for young people	43	59	69	58	60	68	53	61	60	57	54	53	62	62	58	59	58	56	69	55	58	59
Are generally negative role model for young people	30	10	9	9	14	10	11	11	12	8	5	14	9	10	12	8	13	10	10	11	6	12
Neither	21	22	20	25	23	19	26	22	22	23	17	25	23	21	23	22	20	23	17	26	26	22
Don't know	7	9	2	8	3	3	10	7	6	12	23	7	6	7	7	11	10	12	4	8	10	7
<b>Cricketers</b>																						
Are generally positive role models for young people	55	60	73	58	66	73	51	63	61	58	53	56	60	65	61	57	59	60	64	62	41	59
Are generally negative role model for young people	14	5	3	6	4	4	7	5	6	5	2	7	5	6	6	5	9	4	6	5	4	5
Neither	23	27	21	29	27	20	31	27	27	26	21	30	28	24	26	27	26	24	25	26	42	29
Don't know	8	8	2	7	3	3	10	5	6	11	23	7	6	5	7	10	6	12	5	7	13	7
<b>Golfers</b>																						
Are generally positive role models for young people	56	53	63	55	49	63	51	50	56	49	35	49	56	60	50	56	51	50	55	51	60	52
Are generally negative role model for young people	10	6	4	7	1	4	7	7	6	6	6	9	5	4	7	5	8	6	6	6	2	5
Neither	25	32	30	31	44	29	31	37	31	33	36	35	30	29	35	28	32	31	30	36	32	33
Don't know	8	9	3	6	6	4	11	6	7	12	23	8	9	6	8	11	9	12	9	7	6	10
<b>Tennis players</b>																						
Are generally positive role models for young people	63	74	80	76	74	80	71	76	70	77	65	77	74	74	74	74	78	70	76	72	80	74
Are generally negative role model for young people	8	3	3	4	3	3	4	2	4	3	0	4	3	4	3	3	4	3	4	3	3	5
Neither	21	17	15	17	21	15	18	18	21	12	13	13	19	19	18	15	13	16	17	20	14	15
Don't know	8	6	1	3	2	2	7	4	5	8	21	6	4	3	5	8	6	10	4	5	3	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Athletes**

Are generally positive role models for young people	<b>84</b>	90	87	90	91	82	86	84	85	72	84	86	88	85	84	85	80	86	87	88	83
Are generally negative role model for young people	<b>2</b>	1	3	1	0	3	2	3	2	2	4	2	1	2	2	3	3	3	1	2	3
Neither	<b>8</b>	8	8	9	7	9	9	9	7	6	8	9	8	8	8	8	8	10	7	7	10
Don't know	<b>5</b>	1	3	1	1	6	3	4	6	21	4	3	3	5	6	4	9	2	4	4	4

**Thinking about professional footballers, generally speaking do you think they care more about the money they can make from the game or the sport of football itself?**

Generally they care more about the money they can make	<b>79</b>	85	79	80	86	75	80	83	75	68	74	82	83	78	80	74	76	79	82	86	74
Generally they care more about the sport of football	<b>4</b>	3	4	4	2	4	5	4	3	6	5	3	2	5	2	5	3	4	4	2	5
Both equally	<b>12</b>	10	13	16	10	15	12	9	15	9	14	12	12	13	11	16	13	13	11	5	17
Don't know	<b>5</b>	2	3	1	3	6	4	4	6	16	6	3	3	5	6	5	8	4	3	8	3

**And thinking about Olympic sportsmen and women, generally speaking do you think they care more about the money they can make from competing or the sport itself?**

Generally they care more about the money they can make	<b>6</b>	7	4	5	7	4	6	8	4	8	3	7	6	5	6	5	4	7	8	5	7
Generally they care more about the sport itself	<b>78</b>	85	79	80	80	77	79	76	81	76	80	81	75	80	77	76	80	76	78	86	79
Both equally	<b>10</b>	6	14	15	9	13	10	11	10	3	10	9	14	9	11	12	10	11	10	6	9
Don't know	<b>6</b>	2	3	0	4	6	4	5	6	13	6	3	5	6	6	7	6	6	4	4	5

**In the past football has often been regarded as Britain's national sport. Thinking about the impact of the Olympics on this which of the following best reflects your view?**

In the longer term the 2012 Olympics will probably lead to British people being more interested in other sports and less interested in football	<b>32</b>	43	29	36	42	27	31	29	35	32	30	29	37	33	31	36	33	36	29	21	29
Once the 2012 Olympics is over football will probably go back to being the sport British people are most interested in, and interest in other sports will go back to usual levels	<b>54</b>	49	57	57	50	54	57	60	48	49	56	57	51	54	55	51	51	50	59	67	56
Neither	<b>5</b>	3	7	4	3	7	5	5	6	4	6	6	5	6	4	4	6	6	5	3	7
Don't know	<b>9</b>	4	7	3	4	12	8	6	11	14	8	7	8	7	10	8	10	8	7	9	8

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**And thinking about the impact of the 2012 Olympics on future British competitors at the Olympic games, which of the following best reflects your view?**

In the longer term British success in 2012 will inspire many more young people to aim at competing at future Olympic Games	<b>61</b>	70	62	56	68	62	59	59	63	57	65	64	57	62	60	64	60	62	65	46	65
There will probably not be much long term effect from the 2012 Olympics on whether or not young people aspire to compete at the Olympics	<b>27</b>	22	27	35	26	23	30	31	23	23	22	26	34	26	27	23	25	29	24	44	23
Neither	<b>3</b>	1	4	5	1	5	4	4	2	1	5	3	3	3	3	4	3	3	3	4	3
Don't know	<b>9</b>	6	6	3	5	10	7	6	11	19	9	7	6	8	10	10	12	6	8	6	8

**Generally speaking, have the 2012 Olympics made you feel better or worse about Britain?**

Has made me feel better about Britain	<b>59</b>	76	53	54	74	55	53	56	62	55	67	59	53	63	54	67	62	60	57	40	60
Has made me feel worse about Britain	<b>2</b>	0	4	2	1	2	4	4	1	7	2	1	2	3	2	3	2	3	2	4	2
Has not made any difference to my feelings about Britain	<b>35</b>	23	41	43	24	39	40	36	34	22	26	39	43	30	41	26	31	34	37	54	36
Don't know	<b>4</b>	1	2	1	1	5	3	5	3	15	5	1	1	3	4	4	5	2	3	2	2

**Thinking now about not just the Olympics, but about Britain's participation in all sports and sporting competitions, which of the following best reflects your view?**

In most international sporting competitions Britain are plucky losers, we try hard and put on a brave show, but normally	<b>24</b>	22	24	29	22	19	31	27	21	26	28	25	19	23	25	27	21	21	28	25	26
Britain is a country that can compete with the very best in international sport and can go out and win	<b>59</b>	71	60	55	68	60	53	57	62	51	55	62	64	60	58	59	59	64	59	51	61
Neither	<b>10</b>	6	11	9	7	15	10	12	9	11	10	9	12	12	8	8	13	9	7	15	9
Don't know	<b>6</b>	2	5	7	3	6	6	4	9	12	8	4	5	4	9	6	8	5	5	9	5



Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland	
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
<b>Unweighted Sample</b>	<b>1704</b>	<b>434</b>	<b>522</b>	<b>121</b>	<b>527</b>	<b>420</b>	<b>443</b>	<b>830</b>	<b>874</b>	<b>63</b>	<b>479</b>	<b>681</b>	<b>481</b>	<b>1144</b>	<b>560</b>	<b>239</b>	<b>613</b>	<b>312</b>	<b>397</b>	<b>143</b>	<b>237</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**And do you think the 2012 Olympics has or has not made people more likely to see Britain as a nation of sporting winners, rather than plucky losers?**

Has made British people more likely to see ourselves as sporting winners	<b>78</b>	88	74	79	87	72	75	72	83	70	79	79	78	78	77	80	77	79	80	68	81
Has NOT made British people more likely to see ourselves as sporting winners	<b>10</b>	6	14	10	6	12	11	14	6	15	9	8	10	10	10	8	9	11	9	16	7
Don't know	<b>12</b>	6	12	11	8	15	14	13	12	15	12	13	12	12	13	12	14	10	11	16	12

**How do you think the 2012 Olympic Games compare to previous Olympic Games?**

This is the best Olympic Games ever	<b>47</b>	58	44	44	56	45	43	43	50	39	51	47	46	48	45	52	48	47	47	33	44
This is better than most other Olympic Games, but not the very best	<b>21</b>	19	25	31	19	25	21	25	18	14	24	21	23	23	19	24	19	20	23	26	28
This is about average compared to other Olympic Games	<b>12</b>	10	13	16	11	9	16	13	12	9	10	14	14	12	13	9	13	11	12	20	13
This is worst than most other Olympic Games, but not the very worst	<b>0</b>	0	1	0	0	1	0	0	1	1	0	0	0	1	0	1	0	1	1	0	1
This is the worst Olympic Games ever	<b>1</b>	1	2	0	1	1	2	2	0	4	1	1	1	1	2	0	0	2	2	1	0
Don't know	<b>18</b>	12	15	9	13	19	17	17	19	33	14	16	17	17	20	15	20	18	16	20	14

**Which of the following do you believe is Britain's greatest male Olympian?**

Chris Hoy	<b>29</b>	27	33	22	26	32	28	29	29	21	36	27	27	29	29	26	26	24	27	59	28
Stephen Redgrave	<b>25</b>	34	22	31	32	21	27	26	25	17	26	28	24	26	24	25	25	29	26	16	26
Daley Thompson	<b>10</b>	8	11	12	9	11	11	11	8	4	5	13	13	11	9	10	12	9	9	6	14
Bradley Wiggins	<b>8</b>	11	7	8	8	8	8	7	9	14	7	7	8	9	6	10	8	7	10	2	6
Seb Coe	<b>2</b>	3	2	1	3	1	1	1	2	0	1	2	2	2	1	1	1	4	1	1	2
Ben Ainslie	<b>2</b>	3	1	1	2	2	1	1	2	2	2	1	1	2	2	5	1	2	1	0	3
Steve Overt	<b>1</b>	1	1	1	1	1	0	1	0	0	1	1	0	1	1	1	0	1	2	0	2
Matthew Pinsett	<b>0</b>	0	1	0	0	0	1	1	0	0	1	0	0	0	1	0	0	1	1	0	0
None of these	<b>4</b>	2	4	6	3	5	5	6	2	10	4	3	4	4	5	2	4	6	3	3	3
Don't know	<b>20</b>	11	18	18	15	19	18	17	22	32	17	16	20	17	23	20	23	17	20	12	16

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland	
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you believe is Britain's greatest female Olympian?

Jessica Ennis	<b>30</b>	29	30	28	31	28	28	26	33	29	30	28	32	30	29	26	31	25	33	28	31
Kelly Holmes	<b>16</b>	18	15	15	14	17	16	15	16	22	16	15	13	17	14	14	14	16	16	21	15
Victoria Pendleton	<b>10</b>	16	10	5	11	9	10	12	8	10	11	11	7	10	10	12	9	10	11	5	11
Mary Peters	<b>5</b>	5	3	5	7	5	3	5	4	1	2	3	10	6	3	6	4	5	5	5	2
Rebecca Adlington	<b>4</b>	3	4	3	3	5	3	4	4	8	4	3	4	3	5	2	5	5	3	6	5
Sally Gunnell	<b>3</b>	3	3	7	4	2	4	4	3	0	6	3	2	3	4	4	3	5	2	1	3
Denise Lewis	<b>2</b>	3	3	5	3	2	3	3	2	1	4	2	2	3	1	3	2	5	2	0	4
Tessa Sanderson	<b>2</b>	1	3	1	2	2	2	2	1	0	2	2	1	2	1	1	1	2	2	1	3
Katherine Grainger	<b>1</b>	1	2	1	0	2	0	1	1	0	1	1	1	1	1	1	0	1	1	3	0
Christine Ohuruogu	<b>1</b>	1	1	0	1	1	0	0	1	1	1	0	0	0	1	2	0	1	0	0	1
None of these	<b>4</b>	4	4	6	4	1	6	6	2	5	3	2	5	3	4	5	4	4	3	3	2
Don't know	<b>24</b>	16	22	25	20	25	24	21	26	22	20	28	23	21	27	25	25	21	22	28	23

Britain have already won more Gold medals at this years Olympics than at any Games since 1908. Which of the following do think has done MOST to account for the success of Team GB at this year's Olympics?

More money and resources being invested into elite sport in the years running up to the Games	<b>38</b>	47	35	53	46	38	38	45	31	19	38	43	41	41	34	38	40	41	36	32	43
The talent and dedication of the sportsmen and women	<b>29</b>	31	28	19	32	29	25	23	34	27	25	30	32	27	32	27	29	28	32	24	28
The standard of coaching of British athletes	<b>6</b>	6	7	9	6	5	9	6	7	3	8	4	10	7	6	10	6	4	6	10	9
The advantage of hosting the games and competing at home	<b>16</b>	11	19	16	13	15	17	15	18	28	19	14	11	16	17	18	16	16	15	20	12
Other	<b>1</b>	1	2	0	1	1	3	2	1	4	1	1	1	1	2	0	1	1	3	2	1
Don't know	<b>9</b>	3	9	3	3	12	8	8	9	19	9	7	6	9	9	5	9	9	9	12	7

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland	
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the next Olympic games, to be held in Brazil in 2016, do you think Britain will do better than this year, worse than this year, or about the same?

Britain will probably do better in 2016 than this year	<b>10</b>	14	11	2	14	14	6	8	13	7	12	10	11	10	11	16	9	10	12	4	18
Britain will probably do worse in 2016 than this year	<b>47</b>	48	47	55	49	44	48	60	35	48	50	48	44	51	43	53	44	43	49	57	43
Britain will probably do about the same in 2016 as this year	<b>27</b>	30	27	38	27	26	32	21	33	19	26	27	31	27	28	18	31	32	24	22	29
Don't know	<b>15</b>	8	14	5	10	17	14	11	19	26	12	14	14	12	18	12	16	15	15	17	10

What effect, if any, has Britain's Olympic success had on your attitude towards Scottish independence?

Has made me much more supportive of Scottish independence	<b>4</b>	3	4	2	4	4	2	4	4	3	5	4	3	4	3	5	3	2	4	10	7
Has made me a little more supportive of Scottish independence	<b>1</b>	2	1	4	1	2	1	2	1	2	2	1	1	2	1	2	1	2	1	1	2
<b>TOTAL MORE SUPPORT</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>11</b>	<b>9</b>
Has not made any difference to my views on Scottish independence	<b>67</b>	71	66	84	70	65	73	70	64	52	63	70	73	67	66	64	66	65	70	71	62
Has made me a little more opposed to Scottish independence	<b>3</b>	2	5	2	3	3	3	4	3	2	5	2	3	4	2	4	3	3	2	4	5
Has made me much more opposed of Scottish independence	<b>7</b>	10	7	3	9	9	4	9	5	6	7	7	7	8	5	6	6	10	4	10	7
<b>TOTAL MORE OPPOSED</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>7</b>	<b>13</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>12</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>6</b>	<b>14</b>	<b>12</b>
Don't know	<b>18</b>	12	16	5	13	17	17	11	24	35	19	16	12	15	22	20	21	17	18	5	17

Do you have children in the following age ranges. Please tick all that apply

Under 5	<b>7</b>	9	8	6	6	8	7	6	8	9	20	4	0	9	5	11	6	7	8	9	15
5 to 7	<b>4</b>	3	5	3	3	6	3	3	4	0	9	5	0	4	4	6	3	4	4	4	25
8 to 10	<b>5</b>	3	7	3	3	9	3	5	5	0	7	9	0	4	6	8	3	5	7	3	31
11 to 15	<b>8</b>	7	9	4	9	10	6	9	7	1	8	17	1	8	9	8	8	9	7	7	51
Over the age of 18	<b>41</b>	45	41	42	50	41	36	39	44	0	1	52	82	34	51	23	44	46	43	40	29
16 to 18	<b>5</b>	6	4	2	5	5	7	5	5	0	2	13	1	4	6	5	5	6	5	1	31
No, I do not have any children	<b>41</b>	38	41	44	36	35	48	43	39	83	64	27	17	45	35	52	39	35	40	48	0
Don't know	<b>2</b>	0	0	1	0	3	1	3	1	7	2	0	0	2	1	3	3	2	0	0	0

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland	
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about sport in schools, would you support or oppose the following measures  
Investing more money in sport in schools, even if this means there is less money to spend elsewhere

Support	<b>58</b>	68	57	54	65	58	50	61	55	41	48	61	69	57	58	56	58	58	57	58	60
Oppose	<b>22</b>	19	26	31	20	21	30	22	22	31	30	19	15	24	19	29	21	24	19	21	23
Don't know	<b>20</b>	13	17	15	15	21	20	17	23	28	22	20	16	19	22	16	21	17	24	22	17

Making all school pupils do at least two hours of sport every week in school

Support	<b>82</b>	90	80	77	88	78	82	82	82	78	78	83	87	82	83	78	83	84	82	83	85
Oppose	<b>10</b>	7	13	11	6	11	11	10	10	10	11	11	7	10	10	9	9	9	11	9	8
Don't know	<b>8</b>	3	7	11	5	11	7	8	8	12	11	6	6	9	8	13	8	7	7	8	7

Stop all schools from selling off school playing fields

Support	<b>87</b>	87	88	86	88	87	89	84	89	69	80	92	93	84	89	77	89	91	84	88	89
Oppose	<b>5</b>	5	6	5	5	5	5	6	4	12	9	3	2	6	4	12	4	2	7	6	7
Don't know	<b>8</b>	8	6	8	6	8	6	10	7	19	11	6	5	10	6	12	7	8	10	6	4

Making competitive sport in schools compulsory

Support	<b>65</b>	77	62	62	75	61	60	72	58	46	57	69	75	62	68	69	66	63	67	54	73
Oppose	<b>19</b>	11	27	25	13	23	25	18	21	28	23	18	15	21	17	15	19	21	18	28	15
Don't know	<b>16</b>	11	11	13	12	16	15	10	21	26	20	13	10	17	15	16	15	16	15	18	12

Generally speaking, do you think teachers should do more to supervise sport in schools, or do they already do all that can reasonably be expected?

Teachers should do more to supervise sport in schools	<b>49</b>	63	45	38	59	44	43	53	46	47	50	48	52	49	50	46	47	50	56	42	51
Teachers already do all that can reasonably be expected	<b>32</b>	22	40	50	25	40	39	30	34	23	32	34	35	33	31	37	32	31	28	43	35
Don't know	<b>18</b>	15	15	11	15	16	18	17	20	31	18	18	13	18	19	18	21	19	16	15	14

Fieldwork: 9th - 10th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					Children of School age		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North		Scotland	
<b>Weighted Sample</b>	<b>1704</b>	<b>444</b>	<b>552</b>	<b>111</b>	<b>511</b>	<b>458</b>	<b>418</b>	<b>828</b>	<b>876</b>	<b>206</b>	<b>435</b>	<b>583</b>	<b>481</b>	<b>971</b>	<b>733</b>	<b>218</b>	<b>554</b>	<b>365</b>	<b>419</b>	<b>148</b>	<b>211</b>	
Unweighted Sample	1704	434	522	121	527	420	443	830	874	63	479	681	481	1144	560	239	613	312	397	143	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the amount of sport that is done in state schools has risen, fallen or stayed the same over recent decades?

Risen	<b>6</b>	7	7	6	5	6	5	5	6	5	10	5	3	6	5	8	3	8	6	6	8
Fallen	<b>69</b>	76	68	66	77	69	67	69	69	62	52	74	81	67	72	63	73	72	65	71	68
Stayed the same	<b>10</b>	5	13	15	6	10	14	10	10	13	13	10	5	11	8	10	9	9	11	12	14
Don't know	<b>16</b>	11	12	12	12	15	15	16	15	20	24	12	11	16	15	20	16	12	18	11	9

In the previous question you said you thought the amount of sport in state schools had fallen over recent decades, which of the following do you think is the MAIN reason for this?

[Only asked to those who think the amount of sport in state schools has fallen in recent decades.

N=1189]

Teachers not being interested in promoting sport in schools	<b>9</b>	10	8	9	10	6	10	9	8	17	11	7	6	9	8	11	8	10	8	7	13
Teachers having to spend their time on paperwork instead	<b>22</b>	20	23	28	22	23	22	19	25	22	25	22	21	24	20	23	20	23	25	23	24
Lack of funding from central or local government for sport	<b>41</b>	30	52	38	32	54	42	45	38	32	44	45	39	41	42	39	42	40	44	39	38
Teachers Unions opposing teachers taking part in out-of-school activities	<b>16</b>	26	8	9	24	9	12	17	15	8	6	15	24	18	14	13	18	16	12	20	10
Other	<b>7</b>	8	5	16	8	3	9	7	7	17	7	5	6	5	9	8	6	8	7	10	7
Don't know	<b>5</b>	5	5	0	5	5	5	3	7	5	7	5	3	3	7	6	6	4	4	2	7