





































Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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>1687</b>	417	566	134	517	410	363	820	867	204	430	577	476	962	725	216	548	361	415	147
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you had to choose, which one of the following would you prefer?

An increase in rail fares of 6.2%	<b>39</b>	50	35	41	47	33	39	46	33	34	42	43	33	42	34	30	37	43	44	35
An increase in the basic rate of tax from 20p to 21p in the pound	<b>32</b>	28	39	34	25	37	37	33	31	42	27	30	35	31	33	40	33	30	25	38
Don't know	<b>29</b>	22	26	25	27	29	24	21	37	24	31	27	32	26	33	30	30	26	31	27

The government has announced changes to rules on school playing fields. Previously, each school in England had to set aside 25 to 50 square metres of space for each pupil whilst new guidelines suggest that schools must now ensure there is a "suitable outdoor space" for pupils.

Do you support or oppose this change?

Support	<b>23</b>	32	16	26	29	18	18	20	26	18	20	23	27	21	25	22	19	27	26	18
Oppose	<b>58</b>	49	67	58	52	66	69	64	53	58	56	59	60	62	54	60	63	53	55	62
Don't know	<b>19</b>	19	16	16	19	17	13	17	21	25	24	18	13	17	21	18	18	19	19	20

For how long, if at all, do you think the Olympics will lead to change in Britain?

For a few days	<b>4</b>	5	4	0	5	3	3	5	3	5	2	5	4	5	3	6	4	4	4	3
For a few weeks	<b>17</b>	16	18	11	16	17	16	18	16	13	15	20	16	17	17	15	18	19	14	18
For a few months	<b>24</b>	24	26	22	26	27	18	21	26	16	25	25	25	23	24	23	26	20	25	22
For a year	<b>8</b>	9	8	17	9	10	9	10	7	8	10	8	6	9	7	10	6	10	10	4
For a few years	<b>10</b>	12	10	18	10	9	16	9	11	8	15	8	9	10	9	13	8	9	10	15
The Olympics will lead to lasting change in Britain	<b>11</b>	16	10	13	13	11	10	11	11	18	11	9	10	12	9	11	12	11	11	6
Not applicable, I do not think the Olympics will lead to any change in Britain	<b>20</b>	14	20	17	16	17	25	22	19	24	14	20	25	20	21	15	21	19	21	28
Don't know	<b>6</b>	4	4	2	5	6	3	4	7	9	7	5	4	3	9	8	5	8	5	4

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Train users		
Total	At least once a month	Less often than one a month	Never
<b>Weighted Sample</b> 1687	393	836	438
Unweighted Sample 1687	380	851	441
	%	%	%

And if you had to choose, which one of the following would you prefer?

An increase in rail fares of 6.2%	<b>39</b>	28	43	44
An increase in the basic rate of tax from 20p to 21p in the pound	<b>32</b>	44	32	22
Don't know	<b>29</b>	29	25	34

The government has announced changes to rules on school playing fields. Previously, each school in England had to set aside 25 to 50 square metres of space for each pupil whilst new guidelines suggest that schools must now ensure there is a "suitable outdoor space" for pupils.

Do you support or oppose this change?

Support	<b>23</b>	23	22	25
Oppose	<b>58</b>	59	60	55
Don't know	<b>19</b>	18	18	19

For how long, if at all, do you think the Olympics will lead to change in Britain?

For a few days	<b>4</b>	6	3	4
For a few weeks	<b>17</b>	17	17	17
For a few months	<b>24</b>	22	25	23
For a year	<b>8</b>	12	7	7
For a few years	<b>10</b>	11	11	6
The Olympics will lead to lasting change in Britain	<b>11</b>	13	13	6
Not applicable, I do not think the Olympics will lead to any change in Britain	<b>20</b>	14	19	29
Don't know	<b>6</b>	4	5	8

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	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>1687</b>	417	566	134	517	410	363	820	867	204	430	577	476	962	725	216	548	361	415	147	
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which do you think was more important, the Olympic games themselves or the legacy of the Games?

	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
That the Olympics is enjoyed during the Games themselves	22	16	24	26	20	21	24	24	20	28	20	20	24	22	22	20	20	23	23	26
That the legacy of the Olympics changes Britain for the better	22	30	22	20	25	23	21	24	20	21	28	20	19	23	20	27	24	19	21	19
Both equally	38	43	40	35	42	44	36	35	41	28	38	40	41	40	36	36	39	38	40	33
Neither	13	9	10	14	10	9	14	13	12	13	10	15	12	11	14	12	12	13	12	15
Don't know	5	2	4	4	3	4	5	4	6	10	5	5	4	3	8	5	5	7	4	6

July 22-23      Aug 16-17

Do you agree or disagree with this statements?

Taking everything into account, the Olympic Games was good for London generally

	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
Agree	58	79	88	81	82	84	84	78	80	79	79	81	82	75	79	78	82	83	70	
Disagree	26	12	8	11	11	9	9	13	13	10	15	10	12	11	12	13	14	9	10	14
Don't know	17	9	3	7	7	7	7	9	7	11	9	10	9	7	12	8	9	9	7	16

Taking everything into account, the Olympic Games was good for people like me

	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	
Agree	23	49	59	49	60	56	53	52	47	52	54	54	47	46	54	44	53	52	47	50	38
Disagree	58	39	32	39	34	35	37	37	41	36	33	31	41	45	36	42	34	36	40	40	45
Don't know	19	12	9	12	6	9	10	11	12	12	13	15	12	9	10	15	13	12	12	10	17

Bringing the Olympic Games to London has ensured that the capital has much better sports facilities not just for the games themselves but for years afterwards

	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	
Agree	53	69	78	69	70	75	71	70	69	69	64	73	69	68	71	66	57	70	70	75	65
Disagree	28	15	12	16	16	14	15	15	17	13	17	12	15	15	15	14	26	14	12	13	10
Don't know	19	16	10	15	14	11	14	14	14	18	19	16	15	17	14	19	17	16	17	12	25

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Train users			
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<b>Weighted Sample</b>	<b>1687</b>	393	836	438
Unweighted Sample	1687	380	851	441
	%	%	%	%

**Which do you think was more important, the Olympic games themselves or the legacy of the Games?**

That the Olympics is enjoyed during the Games themselves	<b>22</b>	22	21	25
That the legacy of the Olympics changes Britain for the better	<b>22</b>	28	22	17
Both equally	<b>38</b>	36	43	32
Neither	<b>13</b>	10	10	20
Don't know	<b>5</b>	4	4	6

	July 22-23	Aug 16-17			
<b>Do you agree or disagree with this statements?</b>					
<b>Taking everything into account, the Olympic Games was good for London generally</b>					
Agree	58	<b>79</b>	80	83	74
Disagree	26	<b>12</b>	12	10	14
Don't know	17	<b>9</b>	7	7	12
<b>Taking everything into account, the Olympic Games was good for people like me</b>					
Agree	23	<b>49</b>	58	54	34
Disagree	58	<b>39</b>	33	35	52
Don't know	19	<b>12</b>	9	11	14
<b>Bringing the Olympic Games to London has ensured that the capital has much better sports facilities not just for the games themselves but for years afterwards</b>					
Agree	53	<b>69</b>	66	73	66
Disagree	28	<b>15</b>	19	12	16
Don't know	19	<b>16</b>	15	15	18

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	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>1687</b>	<b>417</b>	<b>566</b>	<b>134</b>	<b>517</b>	<b>410</b>	<b>363</b>	<b>820</b>	<b>867</b>	<b>204</b>	<b>430</b>	<b>577</b>	<b>476</b>	<b>962</b>	<b>725</b>	<b>216</b>	<b>548</b>	<b>361</b>	<b>415</b>	<b>147</b>	
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Bringing the Olympic Games to London has ensured that the capital has a much better public transport system**

Agree	16	<b>32</b>	42	31	36	39	32	30	35	29	36	34	29	32	31	33	33	30	32	35	28
Disagree	57	<b>40</b>	36	43	34	38	41	40	41	38	43	41	41	36	42	37	53	44	35	36	26
Don't know	28	<b>28</b>	22	26	31	23	28	30	24	33	22	25	30	32	27	30	13	26	33	29	45

**Bringing the Olympic Games to London will encourage more British people to take up sport and so improve the health of the nation**

Agree	34	<b>51</b>	61	53	65	55	52	53	52	50	62	59	46	46	51	51	46	52	51	57	41
Disagree	47	<b>31</b>	29	29	23	31	29	32	32	30	22	22	36	37	32	30	31	32	29	28	41
Don't know	19	<b>18</b>	11	19	12	15	19	15	15	20	16	19	18	17	17	19	24	16	21	15	19

Aug 13-14    Aug 16-17

**The London Olympics have inspired me to join a sports club.**

Agree	7	<b>9</b>	11	11	9	10	9	8	10	7	21	15	4	3	9	8	15	7	6	11	5
Disagree	83	<b>82</b>	79	81	81	81	84	82	82	82	68	71	86	92	83	81	73	82	84	82	86
Don't know	10	<b>9</b>	10	9	10	9	7	10	8	11	11	13	9	5	8	11	12	10	10	6	9

**The London Olympics have inspired me to be more active.**

Agree	29	<b>25</b>	30	28	29	26	29	24	24	25	36	36	20	16	27	21	27	21	28	26	24
Disagree	58	<b>66</b>	63	63	62	66	64	70	68	65	49	53	73	78	65	68	62	67	61	71	69
Don't know	13	<b>9</b>	7	9	8	8	7	6	8	10	15	12	7	6	8	10	10	11	11	3	8

**It has been announced that competitive team sports will be made compulsory for all primary school children in England. In principle, do you think this sounds like a good or bad idea?**

A good idea	77	93	71	65	90	75	70	81	73	57	72	79	87	76	79	68	78	80	78	73
A bad idea	15	5	20	30	6	17	23	13	18	27	19	14	8	18	12	25	12	14	13	20
Don't know	8	2	9	5	3	8	7	6	9	15	9	6	5	7	9	7	10	5	8	7

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Train users			
	At least once a month	Less often than one a month	Never	
<b>Weighted Sample</b>	<b>1687</b>	<b>393</b>	<b>836</b>	<b>438</b>
Unweighted Sample	1687	380	851	441
	%	%	%	%

**Bringing the Olympic Games to London has ensured that the capital has a much better public transport system**

Agree	16	<b>32</b>	40	30	30
Disagree	57	<b>40</b>	41	40	40
Don't know	28	<b>28</b>	18	31	30

**Bringing the Olympic Games to London will encourage more British people to take up sport and so improve the health of the nation**

Agree	34	<b>51</b>	55	53	45
Disagree	47	<b>31</b>	30	30	35
Don't know	19	<b>18</b>	15	17	20

Aug 13-14

Aug 16-17

**The London Olympics have inspired me to join a sports club.**

Agree	7	<b>9</b>	14	8	6
Disagree	83	<b>82</b>	76	84	87
Don't know	10	<b>9</b>	11	8	7

**The London Olympics have inspired me to be more active.**

Agree	29	<b>25</b>	35	26	15
Disagree	58	<b>66</b>	57	66	77
Don't know	13	<b>9</b>	8	8	8

**It has been announced that competitive team sports will be made compulsory for all primary school children in England. In principle, do you think this sounds like a good or bad idea?**

A good idea		<b>77</b>	66	82	79
A bad idea		<b>15</b>	25	13	12
Don't know		<b>8</b>	8	5	9

Sample Size: 1687 GB Adults  
Fieldwork: 16th - 17th August 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	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>1687</b>	417	566	134	517	410	363	820	867	204	430	577	476	962	725	216	548	361	415	147	
Unweighted Sample	1687	412	508	134	525	384	393	828	859	84	446	652	505	1112	575	197	555	354	442	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**And in practice, do you think the policy to make competitive team sports compulsory will actually work?**

Will probably work	<b>52</b>	70	47	51	65	50	45	55	50	47	49	52	58	51	54	51	54	52	57	38
Will probably not work	<b>34</b>	21	40	39	25	36	44	34	35	39	33	36	31	37	30	34	33	36	32	45
Don't know	<b>13</b>	9	14	10	10	14	11	11	15	14	18	12	10	12	15	15	13	13	11	18

**It has been suggested that school children should be made to take part in two hours of sport a day. In principle, do you think this sounds like a good or bad idea?**

A good idea	<b>54</b>	60	51	51	58	49	51	58	50	52	54	52	57	53	55	48	53	57	54	56
A bad idea	<b>35</b>	32	40	43	32	41	42	34	37	38	33	38	34	39	31	41	36	31	37	34
Don't know	<b>11</b>	8	10	6	10	10	7	8	13	10	13	11	9	9	13	11	11	12	9	10

**And in practice, do you think the policy to make school children do two hours of sport a day would actually work?**

Will probably work	<b>26</b>	29	24	22	30	24	24	30	21	20	31	24	26	26	26	27	25	23	28	27
Will probably not work	<b>64</b>	61	68	68	62	66	68	62	66	67	57	67	66	65	62	60	64	70	63	58
Don't know	<b>10</b>	10	8	10	8	10	8	7	13	12	12	10	8	9	12	13	11	7	9	15

**Are you planning/ have you taken a holiday this summer?**

Yes, I have/ am planning on taking a holiday this summer	<b>52</b>	56	53	57	54	55	54	51	53	48	50	50	58	60	42	55	48	52	54	57
No, I have not/ am not planning on taking a holiday this summer	<b>43</b>	43	43	37	43	42	41	44	42	38	46	45	40	37	51	39	48	44	41	35
Don't know	<b>5</b>	1	4	7	3	3	6	5	5	14	4	4	2	3	7	6	4	5	5	9

**And did you take your holiday/ are you planning on taking your holiday...?**

[Only asked to those who have taken a summer holiday or are planning to n=889]

In the UK	<b>41</b>	31	43	46	34	40	48	39	42	38	43	42	39	33	55	29	44	50	37	40
Abroad	<b>58</b>	67	57	50	65	60	52	60	57	59	57	57	60	65	45	70	55	48	63	60
Don't know	<b>1</b>	2	0	3	1	0	1	1	1	3	0	0	1	1	0	1	1	2	0	0

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	Train users			
	At least once a month	Less often than one a month	Never	
<b>Weighted Sample</b>	<b>1687</b>	<b>393</b>	<b>836</b>	<b>438</b>
Unweighted Sample	1687	380	851	441
	%	%	%	%

**And in practice, do you think the policy to make competitive team sports compulsory will actually work?**

Will probably work	<b>52</b>	48	55	53
Will probably not work	<b>34</b>	40	33	33
Don't know	<b>13</b>	12	12	14

**It has been suggested that school children should be made to take part in two hours of sport a day. In principle, do you think this sounds like a good or bad idea?**

A good idea	<b>54</b>	50	57	54
A bad idea	<b>35</b>	40	35	33
Don't know	<b>11</b>	10	8	13

**And in practice, do you think the policy to make school children do two hours of sport a day would actually work?**

Will probably work	<b>26</b>	26	25	28
Will probably not work	<b>64</b>	63	65	65
Don't know	<b>10</b>	11	10	7

**Are you planning/ have you taken a holiday this summer?**

Yes, I have/ am planning on taking a holiday this summer	<b>52</b>	57	56	42
No, I have not/ am not planning on taking a holiday this summer	<b>43</b>	38	41	53
Don't know	<b>5</b>	5	3	5

**And did you take your holiday/ are you planning on taking your holiday...?**

[Only asked to those who have taken a summer holiday or are planning to n=889]

In the UK	<b>41</b>	36	42	45
Abroad	<b>58</b>	63	58	54
Don't know	<b>1</b>	1	1	1



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

**How much did you spend/ will you be spending on your MAIN summer holiday this year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.**

[Only asked to those who have taken a summer holiday or are planning to n=889]

Less than £500	<b>27</b>	13	34	37	17	25	35	24	29	47	35	24	16	23	33	19	28	31	28	18
£500 - £999	<b>27</b>	33	26	30	29	28	29	26	29	28	29	26	28	25	32	33	27	26	26	29
£1,000 - £1,999	<b>25</b>	31	18	24	32	21	20	29	21	18	19	26	30	28	18	24	23	27	26	22
£2,000 or more	<b>18</b>	21	19	7	18	24	13	20	16	6	16	21	20	21	11	21	17	14	17	28
Don't know	<b>3</b>	3	2	2	4	3	3	1	5	2	1	2	6	2	6	3	5	2	3	3

**And how much did you spend on your MAIN summer holiday last year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.**

Less than £500	<b>13</b>	7	16	14	11	11	16	14	12	15	16	13	10	14	12	10	12	15	15	8
£500 - £999	<b>17</b>	20	15	21	18	16	17	19	16	14	18	17	18	18	16	20	15	19	17	19
£1,000 - £1,999	<b>16</b>	17	17	15	16	20	15	17	15	8	14	18	18	18	13	17	15	16	16	16
£2,000 or more	<b>12</b>	18	11	10	18	12	10	13	12	4	8	14	18	17	7	13	13	11	12	16
Not applicable, I did not go on a summer holiday last year	<b>39</b>	35	38	38	35	40	40	35	42	52	41	36	34	31	49	35	42	36	38	38
Don't know	<b>3</b>	3	2	2	3	1	1	2	4	7	3	2	3	2	4	4	3	3	2	2

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	%	%	%

**How much did you spend/ will you be spending on your MAIN summer holiday this year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.**

[Only asked to those who have taken a summer holiday or are planning to n=889]

Less than £500	<b>27</b>	28	26	28
£500 - £999	<b>27</b>	28	29	22
£1,000 - £1,999	<b>25</b>	26	25	24
£2,000 or more	<b>18</b>	17	17	21
Don't know	<b>3</b>	2	3	6

**And how much did you spend on your MAIN summer holiday last year? Please include all items of spending i.e. travel, accommodation, food, presents, souvenirs, activities etc.**

Less than £500	<b>13</b>	11	14	13
£500 - £999	<b>17</b>	23	18	11
£1,000 - £1,999	<b>16</b>	18	18	10
£2,000 or more	<b>12</b>	13	13	12
Not applicable, I did not go on a summer holiday last year	<b>39</b>	33	35	50
Don't know	<b>3</b>	2	2	3