

J10054712-49-03 09 DEC - 15 DEC 2011
INTERNAL USE ONLY - DRAFT
OLYMPIC OMNIBUS RESEARCH

20 Dec 2011

Table 4
Q.ML02
KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR
OPINION OF THE COMPANY, IF IT ALL? WOULD YOU SAY THAT YOU ARE MUCH MORE
FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS
FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR
OPINION OF THE COMPANY?
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	MALE (a)	FE- MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)	
UNWEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
(5) MORE FAVOURABLE	72	41	31	27	16	29	17	22	18	15	8	25	14	17	8	23	10	39
	4%	4%	3%	5% ^d	3%	4%	4%	3%	4%	3%	4%	5%	3%	3%	3%	6%	4%	
(4) A LITTLE MORE FAVOURABLE	280	150	130	78	94	108	41	106	67	66	25	69	65	67	54	118	22	140
	14%	15%	13%	14%	15%	14%	10%	16% ^f	15% ^f	14%	12%	13%	14%	13%	20% ^{jk}	16%	13%	13%
															16%	13%	13%	
(3) MAKES NO DIFFERENCE	1457	733	724	412	465	580	314	499	321	323	144	392	351	404	166	562	128	767
	73%	73%	74%	72%	74%	74%	79% ^{gh}	73%	72%	70%	70%	76% ⁿ	74% ⁿ	77% ^{jn}	62%	74%	73%	73%
(2) A LITTLE LESS FAVOURABLE	80	42	38	29	26	25	7	25	21	27	11	11	22	23	13	28	7	45
	4%	4%	4%	5%	4%	3%	2%	4%	5% ^f	6% ^f	5% ^k	2%	5% ^k	4% ^k	5% ^k	4%	4%	4%
(1) MUCH LESS FAVOURABLE	39	25	14	4	14	21	12	13	5	9	6	9	9	8	7	12	2	25
	2%	2%	1%	1%	2% ^c	3% ^c	3% ^h	2%	1%	2%	3%	2%	2%	2%	3%	2%	1%	2%
DON'T KNOW	57	18	39	22	17	18	6	16	16	19	12	9	13	5	18	16	7	34
	3%	2%	4% ^a	4%	3%	2%	2%	2%	4%	4% ^f	6% ^{km}	2%	3% ^m	1%	7% ^{klm}	2%	4%	3%
FAVOURABLE (NET)	352	191	161	105	110	137	58	128	85	81	33	94	79	84	62	141	32	179
	18%	19%	16%	18%	17%	18%	15%	19%	19%	18%	16%	18%	17%	16%	23% ^{lm}	19%	18%	17%
LESS FAVOURABLE (NET)	119	67	52	33	40	46	19	38	26	36	17	20	31	31	20	40	9	70
	6%	7%	5%	6%	6%	6%	5%	6%	6%	8%	8% ^k	4%	7%	6%	8% ^k	5%	5%	7%
NETFAVOURABLE	233	124	109	72	70	91	39	90	59	45	16	74	48	53	42	101	23	109
	12%	12%	11%	13%	11%	12%	10%	13%	13%	10%	8%	14% ^{jl}	10%	10%	16% ^{jl}	13%	13%	10%
MEAN	3.14	3.14	3.13	3.17	3.12	3.13	3.11	3.15	3.17	3.12	3.09	3.18	3.11	3.12	3.17	3.15	3.18	3.12

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n - o/p/q
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 5
Q.ML02

KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR OPINION OF THE COMPANY, IF IT ALL? WOULD YOU SAY THAT YOU ARE MUCH MORE FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR OPINION OF THE COMPANY?

BASE: ALL ADULTS AGED 15+

	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP			
	YES (a)	NO (b)	MAR/LIVI-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD-SHEET (j)	MID-MAR-KET (k)	TAB-LOID (l)	
UNWEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
(5) MORE FAVOURABLE	72	45	27	36	22	14	15	57	48	24	9	7	14
	4%	3%	4%	3%	4%	4%	3%	4%	3%	4%	4%	3%	4%
(4) A LITTLE MORE FAVOURABLE	280	202	78	148	85	46	70	210	190	90	38	36	55
	14%	15%b	12%	13%	17%c	14%	13%	15%	13%	17%h	17%	16%	17%
(3) MAKES NO DIFFERENCE	1457	953	504	858	347	245	401	1056	1098	359	165	164	230
	73%	72%	75%	75% ^d	69%	72%	75%	73%	76% ⁱ	67%	72%	72%	70%
(2) A LITTLE LESS FAVOURABLE	80	58	22	38	29	13	21	59	59	21	8	14	11
	4%	4%	3%	3%	6% ^c	4%	4%	4%	4%	4%	4%	6%	3%
(1) MUCH LESS FAVOURABLE	39	26	13	27	2	10	10	29	25	14	5	3	12
	2%	2%	2%	2% ^d	*	3% ^d	2%	2%	2%	3%	2%	1%	4%
DON'T KNOW	57	31	26	30	15	12	21	36	30	27	3	4	5
	3%	2%	4%	3%	3%	4%	4%	2%	2%	5% ^h	1%	2%	2%
FAVOURABLE (NET)	352	247	105	184	107	60	85	267	238	114	47	43	69
	18%	19%	16%	16%	21% ^c	18%	16%	18%	16%	21% ^h	21%	19%	21%
LESS FAVOURABLE (NET)	119	84	35	65	31	23	31	88	84	35	13	17	23
	6%	6%	5%	6%	6%	7%	6%	6%	6%	7%	6%	7%	7%
NETFAVOURABLE	233	163	70	119	76	37	54	179	154	79	34	26	46
	12%	12%	10%	10%	15% ^c	11%	10%	12%	11%	15% ^h	15%	11%	14%
MEAN	3.14	3.14	3.13	3.12	3.20 ^c	3.13	3.11	3.15	3.12	3.18	3.17	3.13	3.15

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
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Table 6
Q.ML02

KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR OPINION OF THE COMPANY, IF IT ALL? WOULD YOU SAY THAT YOU ARE MUCH MORE FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR OPINION OF THE COMPANY?

BASE: ALL ADULTS AGED 15+

	TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS	
		AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)
UNWEIGHTED BASE	1985	544	891	352	119	493	488
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
(5) MORE FAVOURABLE	72	52	9	72	-	55	5
	4%	10%b	1%	20%d	-	11%f	1%
(4) A LITTLE MORE FAVOURABLE	280	167	46	280	-	179	37
	14%	31%b	5%	80%d	-	36%f	8%
(3) MAKES NO DIFFERENCE	1457	298	744	-	-	240	384
	73%	55%	84%a	-	-	49%	79%e
(2) A LITTLE LESS FAVOURABLE	80	23	51	-	80	14	32
	4%	4%	6%	-	67%c	3%	7%e
(1) MUCH LESS FAVOURABLE	39	1	37	-	39	2	29
	2%	*	4%a	-	33%c	*	6%e
DON'T KNOW	57	3	4	-	-	3	1
	3%	1%	*	-	-	1%	*
FAVOURABLE (NET)	352	219	55	352	-	234	42
	18%	40%b	6%	100%d	-	47%f	9%
LESS FAVOURABLE (NET)	119	24	88	-	119	16	61
	6%	4%	10%a	-	100%c	3%	13%e
NETFAVOURABLE	233	195	-33	352	-119	218	-19
	12%	36%b	-4%	100%d	-100%	44%f	-4%
MEAN	3.14	3.45b	2.93	4.20d	1.67	3.55f	2.91

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
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Table 7
Q.ML03
TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?
"IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF
COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL".
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	TOTAL	MALE (a)	FE- MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)
UNWEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
(5) STRONGLY AGREE	76	41	35	28	21	27	20	22	16	18	12	18	18	16	12	27	6	43
	4%	4%	4%	5%	3%	3%	5%	3%	4%	4%	6%	3%	4%	3%	5%	4%	3%	4%
(4) TEND TO AGREE	417	217	200	141	140	136	72	168	85	92	33	113	81	113	77	174	32	211
	21%	22%	20%	25%e	22%e	17%	18%	25%fh	19%	20%	16%	22%	17%	22%	29% jklm	23%	18%	20%
(3) NEITHER AGREE NOR DISAGREE	922	445	477	278	275	369	169	315	218	220	94	241	228	248	111	336	97	489
	46%	44%	49%a	49%	44%	47%	43%	46%	49%	48%	46%	47%	48%	47%	42%	44%	55%oq	47%
(2) TEND TO DISAGREE	344	199	145	76	118	150	83	120	75	66	28	81	104	98	33	138	18	188
	17%	20%b	15%	13%	19%c	19%c	21%i	18%	17%	14%	14%	16%	22% jkn	19% n	12%	18%p	10%	18%p
(1) STRONGLY DISAGREE	144	80	64	23	52	69	41	35	32	36	18	48	28	40	10	58	14	72
	7%	8%	7%	4%	8% c	9% c	10% g	5%	7%	8%	9% n	9% ln	6%	8% n	4%	8%	8%	7%
DON'T KNOW	82	27	55	26	26	30	12	21	22	27	21	14	15	9	23	26	9	47
	4%	3%	6% a	5%	4%	4%	3%	3%	5%	6% fg	10% klm	3%	3%	2%	9% klm	3%	5%	4%
AGREE (NET)	493	258	235	169	161	163	92	190	101	110	45	131	99	129	89	201	38	254
	25%	26%	24%	30% e	25% e	21%	23%	28% h	23%	24%	22%	25%	21%	25%	33% jklm	26%	22%	24%
DISAGREE (NET)	488	279	209	99	170	219	124	155	107	102	46	129	132	138	43	196	32	260
	25%	28% b	21%	17%	27% c	28% c	31% gh i	23%	24%	22%	22%	25% n	28% n	26% n	16%	26% p	18%	25%
NETAGREE	5	-21	26	70	-9	-56	-32	35	-6	8	-1	2	-33	-9	46	5	6	-6
	*	-2%	3% a	12% cde	-1%	-7%	-8%	5% fh i	-1%	2% h	*	* j	-7%	-2%	17% ijkl m	1%	3% o	-1%
MEAN	2.97	2.94	3.00	3.14 d	2.93	2.87	2.86	3.03 f	2.95	2.98	2.96	2.94	2.91	2.94	3.20 j klm	2.96	2.99	2.97

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Table 8
Q.ML03
TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?
"IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF
COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL".
BASE: ALL ADULTS AGED 15+

	TOTAL	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP		
		YES (a)	NO (b)	MAR/LIVI-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)
UNWEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
(5) STRONGLY AGREE	76	53	23	30	31	15	17	59	52	24	7	11	22
	4%	4%	3%	3%	6% ^c	4%	3%	4%	4%	4%	3%	5%	7%
(4) TEND TO AGREE	417	268	149	209	139	69	112	305	301	116	70	55	72
	21%	20%	22%	18%	28% ^{ce}	20%	21%	21%	21%	22%	31% ^l	24%	22%
(3) NEITHER AGREE NOR DISAGREE	922	610	312	552	216	147	272	650	668	254	78	101	141
	46%	46%	47%	49% ^d	43%	43%	51% ^g	45%	46%	47%	34%	44% ^j	43% ^j
(2) TEND TO DISAGREE	344	237	107	212	71	60	84	260	275	69	47	39	53
	17%	18%	16%	19% ^d	14%	18%	16%	18%	19% ⁱ	13%	21%	17%	16%
(1) STRONGLY DISAGREE	144	93	51	97	21	26	28	116	109	35	17	16	27
	7%	7%	8%	9% ^d	4%	8% ^d	5%	8% ^f	8%	7%	7%	7%	8%
DON'T KNOW	82	54	28	37	22	23	25	57	45	37	9	6	12
	4%	4%	4%	3%	4%	7% ^c	5%	4%	3%	7% ^h	4%	3%	4%
AGREE (NET)	493	321	172	239	170	84	129	364	353	140	77	66	94
	25%	24%	26%	21%	34% ^{ce}	25%	24%	25%	24%	26%	34%	29%	29%
DISAGREE (NET)	488	330	158	309	92	86	112	376	384	104	64	55	80
	25%	25%	24%	27% ^d	18%	25% ^d	21%	26% ^f	26% ⁱ	19%	28%	24%	24%
NETAGREE	5	-9	14	-70	78	-2	17	-12	-31	36	13	11	14
	*	-1%	2% ^a	-6%	16% ^{ce}	-1%	3% ^g	-1%	-2%	7% ^h	6%	5%	4%
MEAN	2.97	2.96	2.98	2.88	3.18 ^c	2.96	3.01	2.95	2.94	3.05 ^h	3.01	3.03	3.03

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.

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Table 9
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TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?
"IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF
COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL".
BASE: ALL ADULTS AGED 15+

TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS		
	AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)	
UNWEIGHTED BASE	1985	544	891	352	119	493	488
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
(5) STRONGLY AGREE	76	46	20	50	3	76	-
	4%	8%b	2%	14%d	3%	15%f	-
(4) TEND TO AGREE	417	222	113	184	13	417	-
	21%	41%b	13%	52%d	11%	85%f	-
(3) NEITHER AGREE NOR DISAGREE	922	201	400	67	42	-	-
	46%	37%	45%a	19%	35%c	-	-
(2) TEND TO DISAGREE	344	60	221	34	30	-	344
	17%	11%	25%a	10%	25%c	-	70%e
(1) STRONGLY DISAGREE	144	8	121	8	31	-	144
	7%	1%	14%a	2%	26%c	-	30%e
DONT KNOW	82	7	16	9	-	-	-
	4%	1%	2%	3%	-	-	-
AGREE (NET)	493	268	133	234	16	493	-
	25%	49%b	15%	66%d	13%	100%f	-
DISAGREE (NET)	488	68	342	42	61	-	488
	25%	13%	38%a	12%	51%c	-	100%e
NETAGREE	5	200	-209	192	-45	493	-488
	*	37%	-23%	55%d	-38%	100%f	-100%
MEAN	2.97	3.44b	2.65	3.68d	2.39	4.15f	1.70

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
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Table 10
Q.ML04
WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	TOTAL	MALE (a)	FE- MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)
UNWEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
MCDONALD'S	223	125	98	96	85	42	44	98	43	38	16	56	41	66	44	113	21	89
	11%	12%	10%	17%e	13%e	5%	11%	14%hi	10%	8%	8%	11%	9%	13%l	17%jkl	15%q	12%	8%
COCA-COLA	213	124	89	84	83	46	51	73	48	41	22	53	37	62	39	123	19	71
	11%	12%b	9%	15%e	13%e	6%	13%	11%	11%	9%	11%	10%	8%	12%l	15%l	16%q	11%	7%
BT	161	98	63	55	54	52	35	68	28	30	14	34	40	35	38	78	9	74
	8%	10%b	6%	10%e	9%	7%	9%	10%hi	6%	7%	7%	7%	8%	7%	14%jkl	10%pq	5%	7%
LLOYDS TSB	154	89	65	68	51	35	45	59	26	24	8	24	46	40	36	80	16	58
	8%	9%	7%	12%de	8%e	4%	11%hi	9%i	6%	5%	4%	5%	10%jkl	8%k	14%jkl	11%q	9%	6%
EDF	152	76	76	55	61	36	27	69	27	29	5	33	23	43	48	76	13	63
	8%	8%	8%	10%e	10%e	5%	7%	10%hi	6%	6%	2%	6%j	5%	8%jl	18%jkl	10%q	7%	6%
ADIDAS	103	67	36	49	34	20	20	44	18	21	7	21	27	16	32	51	11	41
	5%	7%b	4%	9%de	5%e	3%	5%	6%	4%	5%	3%	4%	6%m	3%	12%jkl	7%q	6%	4%
CADBURY	71	33	38	34	27	10	15	33	7	16	5	21	22	13	10	35	7	29
	4%	3%	4%	6%e	4%e	1%	4%h	5%h	2%	3%	2%	4%	5%	2%	4%	5%q	4%	3%
VISA	65	39	26	24	27	14	20	28	7	10	2	9	9	17	28	40	5	20
	3%	4%	3%	4%e	4%e	2%	5%hi	4%h	2%	2%	1%	2%	2%	3%	11%jkl	5%q	3%	2%
BP	61	41	20	22	19	20	15	25	9	12	3	6	10	15	27	35	4	22
	3%	4%b	2%	4%	3%	3%	4%	4%	2%	3%	1%	1%	2%	3%	10%jkl	5%q	2%	2%
BRITISH AIRWAYS	60	35	25	17	25	18	16	30	8	6	3	5	17	20	15	33	3	24
	3%	3%	3%	3%	4%	2%	4%i	4%hi	2%	1%	1%	1%	4%k	4%k	6%jkl	4%q	2%	2%
UPS	35	19	16	16	14	5	12	14	6	3	-	3	5	14	13	24	6	5
	2%	2%	2%	3%e	2%e	1%	3%i	2%	1%	1%	-	1%	1%	3%jkl	5%jkl	3%q	3%q	*
BMW	27	19	8	9	11	7	7	12	4	4	3	4	9	3	8	15	2	10
	1%	2%b	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3%km	2%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n - o/p/q
 Overlap formulae used.

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Table 10
Q.ML04
WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS		
		MALE (a)	FE-MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOTLAND (j)	NORTH (k)	MID-LANDS (l)	SOUTH (m)	LO-NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WORKING (q)
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
SAMSUNG	25	16	9	15	7	3	9	9	3	4	2	4	8	2	9	17	1	7
	1%	2%	1%	3%e	1%	*	2%	1%	1%	1%	1%	1%	2%m	*	3%km	2%q	1%	1%
PANASONIC	24	15	9	12	6	6	6	13	2	3	1	5	12	3	3	8	2	14
	1%	1%	1%	2%e	1%	1%	2%	2%h	*	1%	*	1%	3%om	1%	1%	1%	1%	1%
DOW	18	13	5	6	3	9	5	5	2	6	1	1	3	4	9	6	1	11
	1%	1%	1%	1%	*	1%	1%	1%	*	1%	*	*	1%	1%	3%jkl	1%	1%	1%
EUROSTAR	17	12	5	8	7	2	2	6	4	5	1	3	6	2	5	10	-	7
	1%	1%	1%	1%e	1%e	*	1%	1%	1%	1%	*	1%	1%	*	2%om	1%	-	1%
JOHN LEWIS	17	9	8	8	2	7	3	5	3	6	-	3	6	4	4	6	1	10
	1%	1%	1%	1%d	*	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%
HOLIDAY INN	15	7	8	5	7	3	2	7	2	4	2	4	5	-	4	6	2	7
	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%om	1%om	1%om	-	2%om	1%	1%	1%
ATKINS	14	7	7	5	6	3	3	5	2	4	-	6	6	-	2	4	1	9
	1%	1%	1%	1%	1%	*	1%	1%	*	1%	-	1%om	1%om	-	1%om	1%	1%	1%
ACER	11	7	4	5	3	3	3	4	1	3	-	4	5	-	2	5	1	5
	1%	1%	*	1%	*	3	1%	1%	*	1%	-	1%om	1%om	-	1%om	1%	1%	*
NEXT	11	6	5	4	1	6	5	5	-	1	-	2	4	4	1	4	-	7
	1%	1%	1%	1%	*	1%	1%h	1%	-	*	-	*	1%	1%	*	1%	-	1%
HEINEKEN	10	6	4	5	2	3	*	4	4	1	-	2	7	-	1	7	-	3
	1%	1%	*	1%	*	*	*	1%	1%	*	-	*	1%om	-	*	1%	-	*
THOMAS COOK	8	3	5	3	4	1	3	3	2	-	-	1	3	3	1	4	1	3
	*	*	1%	1%	1%	*	1%	*	*	-	-	*	1%	1%	*	1%	1%	*
DELOITTE	8	5	3	3	3	2	3	4	1	-	1	5	-	-	2	4	-	4
	*	*	*	1%	*	*	1%	1%	*	-	*	1%lm	-	-	1%om	1%	-	*
GLAXOSMITHKLINE	8	3	5	3	1	4	1	3	-	4	-	-	4	2	2	2	-	6
	*	*	1%	1%	*	1%	*	*	-	1%h	-	-	1%k	*	1%k	*	-	1%
WESTFIELD	7	3	4	5	2	-	-	5	-	2	-	2	1	1	3	2	-	5
	*	*	*	1%e	*	-	-	1%	-	*	-	*	*	*	1%	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n - o/p/q
 Overlap formulae used.

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Table 10
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WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	TOTAL	MALE (a)	FE- MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
P&G	5	2	3	5	-	-	2	3	-	-	-	2	2	1	-	3	-	2
	*	*	*	1%de	-	-	1%	*	-	-	-	*	*	*	-	*	-	*
TECHNOGYM	4	3	1	3	-	1	-	-	-	4	-	-	-	-	4	1	-	3
	*	*	*	1%	-	*	-	-	-	1%gh	-	-	-	-	2%klm	*	-	*
TICKETMASTER	2	-	2	-	2	-	-	2	-	-	-	-	-	-	2	-	2	-
	*	-	*	-	*	-	-	*	-	-	-	-	-	-	1%km	-	1%oq	-
1 COMPANY MENTIONED	404	230	174	160	124	120	96	150	74	84	34	106	111	99	54	197	25	182
	20%	23%b	18%	28%de	20%e	15%	24%hi	22%h	17%	18%	17%	21%	23%j	19%	20%	26%pq	14%	17%
2 COMPANIES MENTIONED	182	101	81	64	73	45	42	68	38	34	19	40	41	47	35	76	18	88
	9%	10%	8%	11%e	12%e	6%	11%	10%	8%	7%	9%	8%	9%	9%	13%k	10%	10%	8%
3 COMPANIES MENTIONED	83	45	38	32	37	14	21	35	14	13	3	18	14	31	17	48	10	25
	4%	4%	4%	6%e	6%e	2%	5%	5%	3%	3%	1%	3%	3%	6%jl	6%jl	6%q	6%q	2%
4 COMPANIES MENTIONED	45	32	13	18	18	9	10	18	7	10	1	5	15	1	23	25	4	16
	2%	3%b	1%	3%e	3%e	1%	3%	3%	2%	2%	*	1%	3%jkm	*	9%jkl	3%q	2%	2%
5+ COMPANIES MENTIONED	52	32	20	27	16	9	12	25	6	9	2	6	9	14	21	33	4	15
	3%	3%	2%	5%de	3%	1%	3%	4%h	1%	2%	1%	1%	2%	3%	8%jkl	4%q	2%	1%
NON-SPONSOR	88	49	39	28	24	36	24	27	17	20	6	33	12	32	5	30	16	42
	4%	5%	4%	5%	4%	5%	6%	4%	4%	4%	3%	6%ln	3%	6%ln	2%	4%	9%oq	4%
DON'T KNOW	1168	541	627	254	354	560	206	371	298	293	143	324	277	310	114	367	106	695
	59%	54%	64%a	44%	56%c	72%cd	52%	54%	67%fg	64%fg	69%lm	63%n	58%n	59%n	43%	48%	60%o	66%o

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k/l/m/n - o/p/q
 Overlap formulae used.

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Table 11
Q.ML04
WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	TOTAL	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP		
		YES (a)	NO (b)	MAR/LIV-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)
UNWEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
MCDONALD'S	223	139	84	113	87	23	58	165	158	65	39	18	26
	11%	11%	13%	10%	17% ^{ce}	7%	11%	11%	11%	12%	17% ^{kl}	8%	8%
COCA-COLA	213	132	81	125	70	18	74	139	157	56	39	19	29
	11%	10%	12%	11% ^e	14% ^e	5%	14% ^g	10%	11%	10%	17% ^{kl}	8%	9%
BT	161	112	49	89	55	17	43	118	124	37	22	22	20
	8%	9%	7%	8%	11% ^{ce}	5%	8%	8%	9%	7%	10%	10%	6%
LLOYDS TSB	154	104	50	100	39	15	52	102	123	31	27	13	18
	8%	8%	7%	9% ^e	8% ^e	4%	10%	7%	8% ⁱ	6%	12% ^{kl}	6%	6%
EDF	152	93	59	88	46	16	47	105	122	30	25	19	24
	8%	7%	9%	8%	9% ^e	5%	9%	7%	8% ⁱ	6%	11%	8%	7%
ADIDAS	103	67	36	59	35	8	32	71	81	22	14	5	17
	5%	5%	5%	5% ^e	7% ^e	2%	6%	5%	6%	4%	6% ^k	2%	5%
CADBURY	71	39	32	35	30	5	20	51	58	13	9	6	4
	4%	3%	5% ^a	3%	6% ^{ce}	1%	4%	4%	4%	2%	4% ^l	3%	1%
VISA	65	46	19	36	22	7	20	45	51	14	20	8	4
	3%	3%	3%	3%	4%	2%	4%	3%	4%	3%	9% ^{kl}	4%	1%
BP	61	49	12	31	23	7	18	43	45	16	13	11	9
	3%	4% ^b	2%	3%	5%	2%	3%	3%	3%	3%	6%	5%	3%
BRITISH AIRWAYS	60	44	16	31	24	5	16	44	50	10	15	9	7
	3%	3%	2%	3%	5% ^{ce}	1%	3%	3%	3%	2%	7% ^l	4%	2%
UPS	35	24	11	18	12	5	11	24	30	5	10	6	2
	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	4% ^l	3%	1%
BMW	27	17	10	22	5	-	13	14	23	4	5	3	3
	1%	1%	1%	2% ^e	1%	-	2% ^g	1%	2%	1%	2%	1%	1%
SAMSUNG	25	17	8	10	13	2	8	17	18	7	3	3	3
	1%	1%	1%	1%	3% ^{ce}	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
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BASE: ALL ADULTS AGED 15+

	TOTAL	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP		
		YES (a)	NO (b)	MAR/LIV-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
PANASONIC	24	13	11	13	9	2	5	19	18	6	5	3	1
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%l	1%	*
DOW	18	12	6	12	4	2	4	14	17	1	6	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%i	*	3%	2%	1%
EUROSTAR	17	11	6	6	8	3	6	11	14	3	1	2	3
	1%	1%	1%	1%	2%c	1%	1%	1%	1%	1%	*	1%	1%
JOHN LEWIS	17	10	7	8	8	1	4	13	11	6	4	4	3
	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	2%	1%
HOLIDAY INN	15	9	6	8	6	1	6	9	12	3	3	4	1
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	*
ATKINS	14	11	3	8	4	2	4	10	9	5	4	3	1
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	*
ACER	11	9	2	7	4	-	3	8	7	4	5	3	1
	1%	1%	*	1%	1%	-	1%	1%	*	1%	2%l	1%	*
NEXT	11	7	4	8	3	-	3	8	9	2	2	3	-
	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	1%l	-
HEINEKEN	10	8	2	6	2	2	3	7	6	4	2	1	1
	1%	1%	*	1%	*	1%	1%	*	*	1%	1%	*	*
THOMAS COOK	8	6	2	5	1	2	4	4	8	-	1	1	-
	*	*	*	*	*	1%	1%	*	1%	-	*	*	-
DELOITTE	8	4	4	5	3	-	2	6	7	1	4	1	-
	*	*	1%	*	1%	-	*	*	*	*	2%l	*	-
GLAXOSMITHKLINE	8	4	4	6	1	1	1	7	7	1	-	1	2
	*	*	1%	1%	*	*	*	*	*	*	-	*	1%
WESTFIELD	7	3	4	3	4	-	2	5	5	2	3	-	2
	*	*	1%	*	1%	-	*	*	*	*	1%	-	1%
P&G	5	2	3	1	3	-	-	5	4	1	1	-	-
	*	*	*	*	1%	-	-	*	*	*	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.

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BASE: ALL ADULTS AGED 15+

	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP			
	YES (a)	NO (b)	MAR/LIVING AS (c)	SINGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)	
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
TECHNOGYM	4	2	2	1	3	-	1	3	3	1	2	1	2
	*	*	*	*	1%	-	*	*	*	*	1%	*	1%
TICKETMASTER	2	1	1	1	-	1	2	-	2	-	-	-	1
	*	*	*	*	-	*	*g	-	*	-	-	-	*
1 COMPANY MENTIONED	404	269	135	248	117	37	121	283	314	90	50	39	66
	20%	20%	20%	22%e	23%e	11%	22%	20%	22%i	17%	22%	17%	20%
2 COMPANIES MENTIONED	182	108	74	103	62	17	49	133	146	36	23	22	15
	9%	8%	11%a	9%e	12%ce	5%	9%	9%	10%i	7%	10%l	10%l	5%
3 COMPANIES MENTIONED	83	57	26	49	25	8	29	54	60	23	17	7	9
	4%	4%	4%	4%	5%	2%	5%	4%	4%	4%	7%kl	3%	3%
4 COMPANIES MENTIONED	45	34	11	22	17	6	13	32	36	9	15	6	8
	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	7%kl	3%	2%
5+ COMPANIES MENTIONED	52	33	19	25	23	4	17	35	41	11	12	6	5
	3%	3%	3%	2%	5%ce	1%	3%	2%	3%	2%	5%l	3%	2%
NON-SPONSOR	88	52	36	55	19	14	23	65	58	30	12	19	21
	4%	4%	5%	5%	4%	4%	4%	4%	4%	6%	5%	8%	6%
DON'T KNOW	1168	782	386	661	244	258	297	871	823	345	106	136	211
	59%	59%	58%	58%d	49%	76%cd	55%	60%f	57%	64%h	46%	60%j	65%j

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 12
Q.ML04
WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS	
		AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)
UNWEIGHTED BASE	1985	544	891	352	119	493	488
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
MCDONALD'S	223 11%	41 8%	139 16%a	34 10%	19 16%	50 10%	73 15%e
COCA-COLA	213 11%	39 7%	132 15%a	41 12%	14 12%	51 10%	64 13%
BT	161 8%	48 9%	75 8%	37 11%	10 8%	50 10%	39 8%
LLOYDS TSB	154 8%	56 10%b	63 7%	32 9%	16 13%	48 10%	39 8%
EDF	152 8%	41 8%	73 8%	31 9%	13 11%	51 10%	34 7%
ADIDAS	103 5%	37 7%b	35 4%	26 7%	9 8%	37 8%	23 5%
CADBURY	71 4%	22 4%	34 4%	15 4%	2 2%	23 5%	15 3%
VISA	65 3%	17 3%	28 3%	14 4%	2 2%	24 5%	18 4%
BP	61 3%	22 4%	23 3%	25 7%	7 6%	26 5%f	11 2%
BRITISH AIRWAYS	60 3%	22 4%	24 3%	20 6%	7 6%	26 5%	15 3%
UPS	35 2%	8 1%	15 2%	6 2%	- -	17 3%g	6 1%
BMW	27 1%	6 1%	13 1%	9 3%	1 1%	10 2%g	2 *
SAMSUNG	25 1%	10 2%	9 1%	5 1%	3 3%	10 2%	8 2%
PANASONIC	24 1%	6 1%	12 1%	3 1%	1 1%	9 2%	6 1%

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BASE: ALL ADULTS AGED 15+

	TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS	
		AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
DOW	18	4	9	3	3	7	2
	1%	1%	1%	1%	3%	1%	*
EUROSTAR	17	10	1	9	2	8	2
	1%	2%b	*	3%	2%	2%	*
JOHN LEWIS	17	8	4	4	4	8	2
	1%	1%b	*	1%	3%	2%	*
HOLIDAY INN	15	6	5	6	-	5	4
	1%	1%	1%	2%	-	1%	1%
ATKINS	14	7	2	7	4	3	4
	1%	1%b	*	2%	3%	1%	1%
ACER	11	2	4	2	2	3	2
	1%	*	*	1%	2%	1%	*
NEXT	11	5	2	3	-	4	-
	1%	1%	*	1%	-	1% ^f	-
HEINEKEN	10	2	4	-	1	-	3
	1%	*	*	-	1%	-	1%
THOMAS COOK	8	2	5	1	-	4	3
	*	*	1%	*	-	1%	1%
DELOITTE	8	-	5	-	1	1	3
	*	-	1%	-	1%	*	1%
GLAXOSMITHKLINE	8	5	-	4	-	4	2
	*	1%b	-	1%	-	1%	*
WESTFIELD	7	2	4	-	2	2	4
	*	*	*	-	2% ^c	*	1%
P&G	5	1	3	-	-	-	3
	*	*	*	-	-	-	1%
TECHNOGYM	4	-	1	1	1	2	1
	*	-	*	*	1%	*	*
TICKETMASTER	2	-	2	-	-	1	-
	*	-	*	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
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Q.ML04
WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?
BASE: ALL ADULTS AGED 15+

	TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS	
		AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
1 COMPANY MENTIONED	404	123	177	89	33	103	107
	20%	23%	20%	25%	28%	21%	22%
2 COMPANIES MENTIONED	182	41	110	26	19	44	55
	9%	8%	12% ^a	7%	16% ^c	9%	11%
3 COMPANIES MENTIONED	83	18	46	16	7	24	26
	4%	3%	5%	5%	6%	5%	5%
4 COMPANIES MENTIONED	45	11	19	9	4	16	9
	2%	2%	2%	3%	3%	3%	2%
5+ COMPANIES MENTIONED	52	19	20	16	3	24	10
	3%	3%	2%	5%	3%	5% ^f	2%
NON-SPONSOR	88	29	48	20	2	23	25
	4%	5%	5%	6%	2%	5%	5%
DON'T KNOW	1168	315	492	185	52	266	271
	59%	58%	55%	53%	44%	54%	56%

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Table 13
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	TOTAL	MALE (a)	FE-MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)
UNWEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
SEX																		
MALE	1009	1009	-	290	304	415	190	343	251	225	107	264	247	252	139	448	53	508
	51%	100% ^b	-	51%	48%	53%	48%	50%	56% ^{fi}	49%	52%	51%	52%	48%	52%	59% ^{pq}	30%	48% ^p
FE- MALE	976	-	976	282	328	366	207	338	197	234	99	251	227	272	127	311	123	542
	49%	-	100% ^a	49%	52%	47%	52% ^h	50%	44%	51% ^h	48%	49%	48%	52%	48%	41%	70% ^{oq}	52% ^c
AGE																		
15-34	572	290	282	572	-	-	79	228	124	141	51	156	124	125	116	247	51	274
	29%	29%	29%	100% ^{de}	-	-	20%	33% ^{fh}	28% ^f	31% ^f	25%	30% ^m	26%	24%	44% ^{jk} lm	33% ^q	29%	26%
35-54	632	304	328	-	632	-	153	215	129	135	69	171	126	174	92	384	77	171
	32%	30%	34%	-	100% ^{ce}	-	39% ^{gh} i	32%	29%	29%	33%	33% ^l	27%	33% ^l	35% ^l	51% ^q	44% ^q	16%
55+	781	415	366	-	-	781	165	238	195	183	86	188	224	225	58	128	48	605
	39%	41%	38%	-	-	100% ^{cd}	42% ^g	35%	44% ^g	40%	42% ⁿ	37% ⁿ	47% ^{kn}	43% ^{kn}	22%	17%	27% ^o	58% ^{op}
SOCIAL GRADE																		
AB	397	190	207	79	153	165	397	-	-	-	39	79	91	133	55	182	41	174
	20%	19%	21%	14%	24% ^c	21% ^c	100% ^{ghi}	-	-	-	19%	15%	19%	25% ^{kl}	21%	24% ^q	23% ^q	17%
C1	681	343	338	228	215	238	-	681	-	-	71	174	141	172	123	298	61	322
	34%	34%	35%	40% ^{de}	34%	30%	-	100% ^{fhi}	-	-	34%	34%	30%	33%	46% ^{jk} lm	39% ^q	35%	31%
C2	448	251	197	124	129	195	-	-	448	-	39	132	108	130	39	181	40	227
	23%	25% ^b	20%	22%	20%	25% ^d	-	-	100% ^{fgi}	-	19%	26% ⁿ	23% ⁿ	25% ⁿ	15%	24%	23%	22%
DE	459	225	234	141	135	183	-	-	-	459	57	130	134	89	49	98	34	327
	23%	22%	24%	25%	21%	23%	-	-	-	100% ^{fg} h	28% ^{mn}	25% ^{mn}	28% ^{mn}	17%	18%	13%	19% ^o	31% ^{op}
STANDARD REGION																		
SCOT- LAND	206	107	99	51	69	86	39	71	39	57	206	-	-	-	-	83	13	110
	10%	11%	10%	9%	11%	11%	10%	10%	9%	12%	100% ^{klm} n	-	-	-	-	11%	7%	10%
NORTH	515	264	251	156	171	188	79	174	132	130	-	515	-	-	-	187	43	285
	26%	26%	26%	27%	27%	24%	20%	26% ^f	29% ^f	28% ^f	-	100% ^{jlm} n	-	-	-	25%	24%	27%

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Table 13
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	TOTAL	MALE	FE-MALE	15-34	35-54	55+	AB	C1	C2	DE	SCOTLAND	NORTH	MID-LANDS	SOUTH	LO-NDON	FULL TIME	PART TIME	NOT WORKING
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
MID- LANDS	474	247	227	124	126	224	91	141	108	134	-	-	474	-	-	162	36	276
	24%	24%	23%	22%	20%	29%cd	23%	21%	24%	29%fg	-	-	100%jkm	-	-	21%	20%	26%o
SOUTH	524	252	272	125	174	225	133	172	130	89	-	-	-	524	-	195	55	274
	26%	25%	28%	22%	28%c	29%cd	34%gi	25%i	29%i	19%	-	-	-	100%jkl	-	26%	31%	26%
LO- NDON	266	139	127	116	92	58	55	123	39	49	-	-	-	-	266	132	29	105
	13%	14%	13%	20%de	15%e	7%	14%h	18%hi	9%	11%	-	-	-	-	100%jklm	17%q	16%q	10%
WORKING STATUS																		
FULL TIME	759	448	311	247	384	128	182	298	181	98	83	187	162	195	132	759	-	-
	38%	44%b	32%	43%e	61%ce	16%	46%i	44%i	40%i	21%	40%	36%	34%	37%	50%jklm	100%pq	-	-
PART TIME	176	53	123	51	77	48	41	61	40	34	13	43	36	55	29	-	176	-
	9%	5%	13%a	9%	12%e	6%	10%	9%	9%	7%	6%	8%	8%	10%	11%	-	100%oq	-
NOT WOR- KING	1050	508	542	274	171	605	174	322	227	327	110	285	276	274	105	-	-	1050
	53%	50%	56%a	48%cd	27%	77%cd	44%	47%	51%f	71%fg	53%n	55%n	58%n	52%n	39%	-	-	100%op
CHIEF INCOME EARNER																		
YES	1315	790	525	279	419	617	253	442	285	335	136	355	311	339	174	565	85	665
	66%	78%b	54%	49%	66%c	79%cd	64%	65%	64%	73%fgh	66%	69%	66%	65%	65%	74%pq	48%	63%p
NO	670	219	451	293	213	164	144	239	163	124	70	160	163	185	92	194	91	385
	34%	22%	46%a	51%de	34%e	21%	36%i	35%i	36%i	27%	34%	31%	34%	35%	35%	26%	52%oq	37%o
MARITAL STATUS																		
MAR/ LIVI- NG AS	1137	611	526	228	442	467	280	385	279	193	105	301	288	302	141	507	107	523
	57%	61%b	54%	40%	70%ce	60%cd	71%gh	57%i	62%i	42%	51%	58%	61%jn	58%	53%	67%q	61%q	50%
SI- NGLE	500	286	214	329	106	65	47	200	99	154	56	140	99	117	88	172	43	285
	25%	28%b	22%	58%de	17%e	8%	12%	29%fh	22%fg	34%fh	27%	27%l	21%	22%	33%lm	23%	24%	27%o
WID/ DIV/ SEP	340	111	229	10	82	248	69	92	70	109	45	73	86	104	32	75	26	239
	17%	11%	23%a	2%	13%cd	32%cd	17%	14%	16%	24%fgh	22%kn	14%	18%n	20%kn	12%	10%	15%	23%op

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Table 13
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE			SOCIAL GRADE				STANDARD REGION					WORKING STATUS			
	MALE (a)	FE- MALE (b)	15-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	SCOT- LAND (j)	NORTH (k)	MID- LANDS (l)	SOUTH (m)	LO- NDON (n)	FULL TIME (o)	PART TIME (p)	NOT WOR- KING (q)	
WEIGHTED BASE	1985	1009	976	572	632	781	397	681	448	459	206	515	474	524	266	759	176	1050
	100%	51%	49%	29%	32%	39%	20%	34%	23%	23%	10%	26%	24%	26%	13%	38%	9%	53%
PARENT OF CHILD																		
YES	538	206	332	203	318	17	91	201	113	133	54	137	124	132	91	266	77	195
	27%	20%	34% ^a	35% ^e	50% ^{ce}	2%	23%	30% ^f	25%	29% ^f	26%	27%	26%	25%	34% ^{kl}	35% ^q	44% ^{oq}	19%
NO	1447	803	644	369	314	764	306	480	335	326	152	378	350	392	175	493	99	855
	73%	80% ^b	66%	65% ^d	50%	98% ^{cd}	77% ^{gi}	70%	75%	71%	74%	73% ⁿ	74% ⁿ	75% ⁿ	66%	65% ^p	56%	81% ^{op}
CAR IN HOUSEHOLD																		
YES	1450	767	683	374	497	579	326	540	335	249	145	348	384	399	174	617	141	692
	73%	76% ^b	70%	65%	79% ^{ce}	74% ^c	82% ^{hi}	79% ⁱ	75% ⁱ	54%	70%	68%	81% ^{jk}	76% ^{kn}	65%	81% ^q	80% ^q	66%
NO	535	242	293	198	135	202	71	141	113	210	61	167	90	125	92	142	35	358
	27%	24%	30% ^a	35% ^{de}	21%	26% ^d	18%	21%	25% ^f	46% ^{fg}	30% ^l	32% ^{lm}	19%	24%	35% ^{lm}	19%	20%	34% ^{op}
DAILY READERSHIP																		
BROAD SHEET	228	120	108	59	72	97	99	94	16	19	22	41	41	64	60	98	20	110
	11%	12%	11%	10%	11%	12%	25% ^{gh}	14% ^{hi}	4%	4%	11%	8%	9%	12% ^k	23% ^{jk}	13%	11%	10%
MID MAR- KET	228	118	110	26	50	152	52	86	48	42	18	56	51	70	33	68	16	144
	11%	12%	11%	5%	8% ^c	19% ^{cd}	13%	13%	11%	9%	9%	11%	11%	13%	12%	9%	9%	14% ^o
TAB- LOID	327	199	128	82	96	149	26	73	106	122	67	86	59	68	47	126	22	179
	16%	20% ^b	13%	14%	15%	19% ^c	7%	11% ^f	24% ^{fg}	27% ^{fg}	33% ^{kl}	17%	12%	13%	18%	17%	13%	17%

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Table 14
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP			
	YES (a)	NO (b)	MAR/LIV-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)	
UNWEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
SEX													
MALE	1009	790	219	611	286	111	206	803	767	242	120	118	199
	51%	60% ^b	33%	54% ^e	57% ^e	33%	38%	55% ^f	53% ⁱ	45%	53%	52%	61% ^k
FE- MALE	976	525	451	526	214	229	332	644	683	293	108	110	128
	49%	40%	67% ^a	46%	43%	67% ^{cd}	62% ^g	45%	47%	55% ^h	47%	48% ⁱ	39%
AGE													
15-34	572	279	293	228	329	10	203	369	374	198	59	26	82
	29%	21%	44% ^a	20% ^e	66% ^{ce}	3%	38% ^g	26%	26%	37% ^h	26% ^k	11%	25% ^k
35-54	632	419	213	442	106	82	318	314	497	135	72	50	96
	32%	32%	32%	39% ^{de}	21%	24%	59% ^g	22%	34% ⁱ	25%	32% ^k	22%	29% ^k
55+	781	617	164	467	65	248	17	764	579	202	97	152	149
	39%	47% ^b	24%	41% ^d	13%	73% ^{cd}	3%	53% ^f	40%	38%	43%	67% ^{jl}	46%
SOCIAL GRADE													
AB	397	253	144	280	47	69	91	306	326	71	99	52	26
	20%	19%	21%	25% ^d	9%	20% ^d	17%	21% ^f	22% ⁱ	13%	43% ^{kl}	23% ^l	8%
C1	681	442	239	385	200	92	201	480	540	141	94	86	73
	34%	34%	36%	34% ^e	40% ^{ce}	27%	37%	33%	37% ⁱ	26%	41% ^l	38% ^l	22%
C2	448	285	163	279	99	70	113	335	335	113	16	48	106
	23%	22%	24%	25% ^d	20%	21%	21%	23%	23%	21%	7%	21% ^j	32% ^{jk}
DE	459	335	124	193	154	109	133	326	249	210	19	42	122
	23%	25% ^b	19%	17%	31% ^c	32% ^c	25%	23%	17%	39% ^h	8%	18% ^j	37% ^{jk}
STANDARD REGION													
SCOT- LAND	206	136	70	105	56	45	54	152	145	61	22	18	67
	10%	10%	10%	9%	11%	13% ^c	10%	11%	10%	11%	10%	8%	20% ^{ejk}
NORTH	515	355	160	301	140	73	137	378	348	167	41	56	86
	26%	27%	24%	26%	28% ^e	21%	25%	26%	24%	31% ^h	18%	25%	26% ^j
MID- LANDS	474	311	163	288	99	86	124	350	384	90	41	51	59
	24%	24%	24%	25% ^d	20%	25%	23%	24%	26% ⁱ	17%	18%	22%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.

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Table 14
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP			
	YES (a)	NO (b)	MAR/ LVI- NG AS (c)	SI- NGLE (d)	WID/ DIV/ SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR- KET (k)	TAB- LOID (l)	
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
SOUTH	524	339	185	302	117	104	132	392	399	125	64	70	68
	26%	26%	28%	27%	23%	31% ^d	25%	27%	28%	23%	28% ^l	31% ^l	21%
LO- NDON	266	174	92	141	88	32	91	175	174	92	60	33	47
	13%	13%	14%	12%	18% ^{ce}	9%	17% ^g	12%	12%	17% ^h	26% ^{kl}	14%	14%
WORKING STATUS													
FULL TIME	759	565	194	507	172	75	266	493	617	142	98	68	126
	38%	43% ^b	29%	45% ^{de}	34% ^e	22%	49% ^g	34%	43% ⁱ	27%	43% ^k	30%	39% ^k
PART TIME	176	85	91	107	43	26	77	99	141	35	20	16	22
	9%	6%	14% ^a	9%	9%	8%	14% ^g	7%	10% ⁱ	7%	9%	7%	7%
NOT WOR- KING	1050	665	385	523	285	239	195	855	692	358	110	144	179
	53%	51%	57% ^a	46%	57% ^c	70% ^{cd}	36%	59% ^f	48%	67% ^h	48%	63% ^{jl}	55%
CHIEF INCOME EARNER													
YES	1315	1315	-	666	315	328	321	994	891	424	162	167	222
	66%	100% ^b	-	59%	63%	96% ^{cd}	60%	69% ^f	61%	79% ^h	71%	73%	68%
NO	670	-	670	471	185	12	217	453	559	111	66	61	105
	34%	-	100% ^a	41% ^e	37% ^e	4%	40% ^g	31%	39% ⁱ	21%	29%	27%	32%
MARITAL STATUS													
MAR/ LVI- NG AS	1137	666	471	1137	-	-	413	724	952	185	145	135	179
	57%	51%	70% ^a	100% ^{de}	-	-	77% ^g	50%	66% ⁱ	35%	64% ^l	59%	55%
SI- NGLE	500	315	185	-	500	-	77	423	289	211	48	40	88
	25%	24%	28%	-	100% ^{ce}	-	14%	29% ^f	20%	39% ^h	21%	18%	27% ^k
WID/ DIV/ SEP	340	328	12	-	-	340	48	292	205	135	33	52	60
	17%	25% ^b	2%	-	-	100% ^{cd}	9%	20% ^f	14%	25% ^h	14%	23% ^j	18%
PARENT OF CHILD													
YES	538	321	217	413	77	48	538	-	417	121	51	28	84
	27%	24%	32% ^a	36% ^{de}	15%	14%	100% ^g	-	29% ⁱ	23%	22% ^k	12%	26% ^k
NO	1447	994	453	724	423	292	-	1447	1033	414	177	200	243
	73%	76% ^b	68%	64%	85% ^c	86% ^c	-	100% ^f	71%	77% ^h	78%	88% ^{jl}	74%
CAR IN HOUSEHOLD													
YES	1450	891	559	952	289	205	417	1033	1450	-	168	182	217
	73%	68%	83% ^a	84% ^{de}	58%	60%	78% ^g	71%	100% ⁱ	-	74%	80% ^l	66%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.

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Table 14
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	CHIEF INCOME EARNER		MARITAL STATUS			PARENT OF CHILD		CAR IN HOUSEHOLD		DAILY READERSHIP			
	YES (a)	NO (b)	MAR/LIVI-NG AS (c)	SI-NGLE (d)	WID/DIV/SEP (e)	YES (f)	NO (g)	YES (h)	NO (i)	BROAD SHEET (j)	MID MAR-KET (k)	TAB-LOID (l)	
WEIGHTED BASE	1985	1315	670	1137	500	340	538	1447	1450	535	228	228	327
	100%	66%	34%	57%	25%	17%	27%	73%	73%	27%	11%	11%	16%
NO	535	424	111	185	211	135	121	414	-	535	60	46	110
	27%	32% ^b	17%	16%	42% ^c	40% ^c	22%	29% ^f	-	100% ^h	26%	20%	34% ^k
DAILY READERSHIP													
BROAD SHEET	228	162	66	145	48	33	51	177	168	60	228	17	9
	11%	12%	10%	13%	10%	10%	9%	12%	12%	11%	100% ^{kl}	7% ^l	3%
MID MAR- KET	228	167	61	135	40	52	28	200	182	46	17	228	24
	11%	13% ^b	9%	12% ^d	8%	15% ^d	5%	14% ^f	13% ⁱ	9%	7%	100% ^{jl}	7%
TAB- LOID	327	222	105	179	88	60	84	243	217	110	9	24	327
	16%	17%	16%	16%	18%	18%	16%	17%	15%	21% ^h	4%	11% ^j	100% ^{jk}

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l
 Overlap formulae used.



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Table 15
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS		
	AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)	
UNWEIGHTED BASE	1985	544	891	352	119	493	488
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
SEX							
MALE	1009	274	486	191	67	258	279
	51%	50%	55%	54%	56%	52%	57%
FE- MALE	976	270	405	161	52	235	209
	49%	50%	45%	46%	44%	48%	43%
AGE							
15-34	572	189	208	105	33	169	99
	29%	35%b	23%	30%	28%	34%f	20%
35-54	632	164	307	110	40	161	170
	32%	30%	34%	31%	34%	33%	35%
55+	781	191	376	137	46	163	219
	39%	35%	42%a	39%	39%	33%	45%e
SOCIAL GRADE							
AB	397	89	218	58	19	92	124
	20%	16%	24%a	16%	16%	19%	25%e
C1	681	188	317	128	38	190	155
	34%	35%	36%	36%	32%	39%f	32%
C2	448	123	188	85	26	101	107
	23%	23%	21%	24%	22%	20%	22%
DE	459	144	168	81	36	110	102
	23%	26%b	19%	23%	30%	22%	21%
STANDARD REGION							
SCOT- LAND	206	54	103	33	17	45	46
	10%	10%	12%	9%	14%	9%	9%
NORTH	515	146	240	94	20	131	129
	26%	27%	27%	27%d	17%	27%	26%
MID- LANDS	474	141	188	79	31	99	132
	24%	26%b	21%	22%	26%	20%	27%e
SOUTH	524	119	273	84	31	129	138
	26%	22%	31%a	24%	26%	26%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
 Overlap formulae used.

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Table 15
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS		
	AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)	
WEIGHTED BASE	1985	544	891	352	119	493	488
	100%	27%	45%	18%	6%	25%	25%
LO- NDON	266	84	87	62	20	89	43
	13%	15%b	10%	18%	17%	18%f	9%
WORKING STATUS							
FULL TIME	759	203	375	141	40	201	196
	38%	37%	42%	40%	34%	41%	40%
PART TIME	176	47	75	32	9	38	32
	9%	9%	8%	9%	8%	8%	7%
NOT WOR- KING	1050	294	441	179	70	254	260
	53%	54%	49%	51%	59%	52%	53%
CHIEF INCOME EARNER							
YES	1315	358	594	247	84	321	330
	66%	66%	67%	70%	71%	65%	68%
NO	670	186	297	105	35	172	158
	34%	34%	33%	30%	29%	35%	32%
MARITAL STATUS							
MAR/ LIVI- NG AS	1137	283	561	184	65	239	309
	57%	52%	63%a	52%	55%	48%	63%e
SI- NGLE	500	164	180	107	31	170	92
	25%	30%b	20%	30%	26%	34%f	19%
WID/ DIV/ SEP	340	94	148	60	23	84	86
	17%	17%	17%	17%	19%	17%	18%
PARENT OF CHILD							
YES	538	147	221	85	31	129	112
	27%	27%	25%	24%	26%	26%	23%
NO	1447	397	670	267	88	364	376
	73%	73%	75%	76%	74%	74%	77%
CAR IN HOUSEHOLD							
YES	1450	373	685	238	84	353	384
	73%	69%	77%a	68%	71%	72%	79%e
NO	535	171	206	114	35	140	104
	27%	31%b	23%	32%	29%	28%f	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
 Overlap formulae used.

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Table 15
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

TOTAL	SPONSORS ARE GIVING BACK TO SOCIETY		SPONSOR FAV		HIGHER ETHICAL EXPECTATIONS	
	AGREE (a)	DISAGREE (b)	MORE FAV (c)	LESS FAV (d)	AGREE (e)	DISAGREE (f)
WEIGHTED BASE						
1985	544	891	352	119	493	488
100%	27%	45%	18%	6%	25%	25%
DAILY READERSHIP						
BROAD SHEET						
228	64	119	47	13	77	64
11%	12%	13%	13%	11%	16%	13%
MID MAR- KET						
228	67	109	43	17	66	55
11%	12%	12%	12%	14%	13%	11%
TAB- LOID						
327	102	127	69	23	94	80
16%	19%b	14%	20%	19%	19%	16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f
 Overlap formulae used.

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Page	Table	Title	Base Description
1	1	<p>Q.ML.01 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? 'COMPANIES WHICH ARE SPONSORING THE LONDON 2012 OLYMPICS AND PARALYMPICS ARE DOING IT AS A WAY OF GIVING SOMETHING BACK TO SOCIETY.'</p>	BASE: ALL ADULTS AGED 16+
2	2	<p>Q.ML.01 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? 'COMPANIES WHICH ARE SPONSORING THE LONDON 2012 OLYMPICS AND PARALYMPICS ARE DOING IT AS A WAY OF GIVING SOMETHING BACK TO SOCIETY.'</p>	BASE: ALL ADULTS AGED 16+
3	3	<p>Q.ML.01 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? 'COMPANIES WHICH ARE SPONSORING THE LONDON 2012 OLYMPICS AND PARALYMPICS ARE DOING IT AS A WAY OF GIVING SOMETHING BACK TO SOCIETY.'</p>	BASE: ALL ADULTS AGED 16+
4	4	<p>Q.ML.02 KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR OPINION OF THE COMPANY, IF IT ALLY WOULD YOU SAY THAT YOU ARE MUCH MORE FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR OPINION OF THE COMPANY?</p>	BASE: ALL ADULTS AGED 16+
5	5	<p>Q.ML.02 KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR OPINION OF THE COMPANY, IF IT ALLY WOULD YOU SAY THAT YOU ARE MUCH MORE FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR OPINION OF THE COMPANY?</p>	BASE: ALL ADULTS AGED 16+
6	6	<p>Q.ML.02 KNOWING THAT A COMPANY IS AN OLYMPIC SPONSOR, HOW DOES THIS AFFECT YOUR OPINION OF THE COMPANY, IF IT ALLY WOULD YOU SAY THAT YOU ARE MUCH MORE FAVOURABLE TOWARDS THAT COMPANY, A LITTLE MORE FAVOURABLE, A LITTLE LESS FAVOURABLE OR MUCH LESS FAVOURABLE OR THAT IT MAKES NO DIFFERENCE TO YOUR OPINION OF THE COMPANY?</p>	BASE: ALL ADULTS AGED 16+
7	7	<p>Q.ML.03 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? 'IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL.'</p>	BASE: ALL ADULTS AGED 16+
8	8	<p>Q.ML.03 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? 'IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL.'</p>	BASE: ALL ADULTS AGED 16+

	Page	Table	Title	Base Description
●	9	9	Q1633 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "IN TERMS OF THEIR ETHICAL AND SOCIAL BEHAVIOUR, MY EXPECTATIONS OF COMPANIES SPONSORING THE OLYMPICS IS HIGHER COMPARED TO COMPANIES IN GENERAL."	BASE: ALL ADULTS AGED 16+
●	10	10	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	11	10	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	12	10	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	13	11	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	14	11	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	15	11	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	16	12	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	17	12	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	18	12	Q1634 WHICH COMPANIES ARE SPONSORING THE LONDON 2012 OLYMPICS OR PARALYMPICS? WHICH OTHERS?	BASE: ALL ADULTS AGED 16+
●	19	13	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / STANDARD REGION	BASE: ALL ADULTS AGED 16+
●	20	13	DEMOGRAPHICS / WORKING STATUS / CHIEF INCOME EARNER / MARITAL STATUS	BASE: ALL ADULTS AGED 16+

Page	Table	Title	Base Description
21	13	DEMOGRAPHICS / PARENT OF CHILD / CARE IN HOUSEHOLD / DAILY READERSHIP	BASE: ALL ADULTS AGED 16+
22	14	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / STANDARD REGION	BASE: ALL ADULTS AGED 16+
23	14	DEMOGRAPHICS / WORKING STATUS / CHIEF INCOME EARNER / MARITAL STATUS / PARENT OF CHILD / CARE IN HOUSEHOLD	BASE: ALL ADULTS AGED 16+
24	14	DEMOGRAPHICS / DAILY READERSHIP	BASE: ALL ADULTS AGED 16+
25	15	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / STANDARD REGION	BASE: ALL ADULTS AGED 16+
26	15	DEMOGRAPHICS / WORKING STATUS / CHIEF INCOME EARNER / MARITAL STATUS / PARENT OF CHILD / CARE IN HOUSEHOLD	BASE: ALL ADULTS AGED 16+
27	15	DEMOGRAPHICS / DAILY READERSHIP	BASE: ALL ADULTS AGED 16+