SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												All Countries	s									
		Ge	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	me Earner	Emplo	oyment	Busines	ss Owner		cutive/Decisior r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	18623	9601	9022	7300	6276	5047	5736	7346	5097	8715	9399	5650	6391	6582	10600	8023	12679	5944	2091	16532	3464	15159
Base: All Respondents (wtd)	12000	5991	6009	5275	3882	2843	3886	4491	3324	5207	6293	4351	4120	3529	6473	5527	7958	4042	1238	10762	2012	9988
	8615	4548	4067	3752	2805	2058	2623	3261	2572	3937	4335	2958	2912	2745	4755	3860	5937	2678	987	7628	1665	6950
Yes (Net)	72%	76%	68%	71%	72%	72%	68%	73%	77%	76%	69%	68%	71%	78%	73%	70%	75%	66%	80%	71%	83%	70%
		В						F	FG	J			K	KL	0		Q		S		U	
	7839	4106	3733	3234	2626	1979	2359	2963	2374	3668	3929	2687	2685	2467	4341	3498	5378	2461	831	7008	1437	6402
Yes - on a television set	65%	69%	62%	61%	68%	70%	61%	66%	71%	70%	62%	62%	65%	70%	67%	63%	68%	61%	67%	65%	71%	64%
		В			С	С		F	FG	J			K	KL	0		Q				U	
	2748	1629	1119	1345	894	509	706	1043	966	1264	1330	820	889	1040	1642	1106	2037	711	404	2344	731	2017
Yes - on the Internet	23%	27%	19%	26%	23%	18%	18%	23%	29%	24%	21%	19%	22%	29%	25%	20%	26%	18%	33%	22%	36%	20%
		В		DE	E				FG	J			K	KL	0		Q		S		U	
Variation 19 to 20	720	443	277	435	215	70	147	282	283	322	328	163	188	370	467	253	559	161	180	540	282	438
Yes - on a mobile device	6%	7% B	5%	8% DE	6%	2%	4%	6%	9%	6%	5%	4%	5%	10% KL	7% O	5%	7% Q	4%	15% S	5%	14% U	4%
		В		DE	E			F	FG	J				KL	0		Q		5			
	458	250	208	240	168	49	71	167	217	230	181	105	118	234	289	169	367	91	124	333	193	265
Yes - on a tablet device such as an iPad	4%	4%	3%	5%	4%	2%	2%	4%	7%	4%	3%	2%	3%	7%	4%	3%	5%	2%	10%	3%	10%	3%
	470	470	370	570 F	F.	2.70	270	F.	FG	-1/0	370	270	370	KL	0	370	0	270	S S	370	IJ	370
		<del> </del>		_	-			· ·		-				112			_ ~				<del></del>	+
	1855	810	1044	849	588	419	710	679	407	691	1102	765	668	422	976	878	1152	703	156	1699	203	1652
I do not plan to watch the Olympics this year	15%	14%	17%	16%	15%	15%	18%	15%	12%	13%	18%	18%	16%	12%	15%	16%	14%	17%	13%	16%	10%	17%
			А				GH	Н			- 1	M	M					Р		R		Т
I have not decided yet if I plan to watch the Olympics	1530	633	898	674	489	367	553	551	344	579	856	628	540	362	742	788	869	661	95	1435	144	1386
this year	13%	11%	15%	13%	13%	13%	14%	12%	10%	11%	14%	14%	13%	10%	11%	14%	11%	16%	8%	13%	7%	14%
			A				GH	H			1	M	M			N		P		R		T

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

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## SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

																									United
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	a South Korea	Spain	Sweden	Turkey	States
		А	В	С	D	E	F	G	Н	ı	J	К	L	M	N	0	P	Q	R	S	T	U	V	W	Х
Base: All Respondents (unwtd)	18623	506	1001	503	1010	1002	1007	1008	1001	1007	1001	1001	503	1005	1010	503	500	505	509	506	511	1012	501	506	1005
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	8615	368	344	252	419	331	460	271	270	306	331	452	350	365	381	428	346	368	343	373	456	337	332	386	347
Yes (Net)	72%	74%	69%	50%	84%	66%	92%	54%	54%	61%	66%	90%	70%	73%	76%	86%	69%	74%	69%	75%	91%	67%	66%	77%	69%
		CEGHIJU	CGHI	ABCE	GHIJLMNPQR	CGHI	HIJLMNOPQE	RSUVWX		CGH	CGHI	GHIJLMNPQR	CGHI	CEGHIJU	CEGHIJLPRU	GHIJLMNPQR:	CGHI	CEGHIJU	CGHI	CEGHIJ	HIJLMNOPQF	CGHI	CGH	CEGHIJU	/ CGHI
	7839	345	331	240	395	308	363	260	250	294	314	376	296	350	364	409	298	340	243	358	401	324	321	334	326
Yes - on a television set	65%	69%	66%	48%	79%	62%	73%	52%	50%	59%	63%	75%	59%	70%	73%	82%	60%	68%	49%	72%	80%	65%	64%	67%	65%
		CEGHIJLPR	CGHILPR		GHIJLMNPQRI	CGHR	CEGHIJLPRU)			CGHR	CGHR	EGHIJLPQRU	CGHR	CEGHIJLPRU	DCEGHIJLPRU			CEGHILPR			GHIJLMNPQR	CGHIR	CGHR	CGHR	CGHILPR
	2748	120	56	51	99	89	334	62	54	52	103	248	136	56	70	147	97	173	154	76	175	62	105	156	73
Yes - on the Internet	23%	24%	11%	10%	20%	18%	67%	12%	11%	10%	21%	50%	27%	11%	14%	29%	19%	35%	31%	15%	35%	12%	21%	31%	15%
		BCEGHIMNSU			BCGHIMNUX	BCGHIMNU	HIJKLMNOPQI	RSTUVWX			BCGHIMNUX	HIJLMNOPQR	DEGHIJMNPS	SUX	CHI	DEGHIJMNPS		DEGHIJLMNF	SEGHIJMNPS	UVX ABI	CDEGHIJLMNPS	SUVX	BCGHIMNU)	CDEGHIJMNP	
	720	11	15	9	20	11	82	13	13	18	8	122	25	9	18	23	20	16	69	30	88	13	34	26	24
Yes - on a mobile device	6%	2%	3%	2%	4%	2%	16%	3%	3%	4%	2%	24%	5%	2%	4%	5%	4%	3%	14%	6%	18%	3%	7%	5%	5%
					JM	ABCDE	GHIJLMNOPQ	SUVWX		CJM	ABCDEF	GHIJLMNOPQI	ACEGHJMU		CJM	CEJM	CJM	ABCD	EGHIJLMNOPO	ACEHJMU	GHIJLMNOPQ	SUVWX	ABCEGHJMC	l JM	ACEGHJMU
Yes - on a tablet device such as an iPad	458	4	11	10	17	9	57	6	6	13	2	75	19	7	8	17	8	12	46	25	24	12	18	36	16
Yes - on a tablet device such as an iPad	4%	1%	2%	2%	3%	2%	11%	1%	1%	3%	0	15%	4%	1%	2%	3%	2%	2%	9%	5%	5%	2%	4%	7%	3%
			J	J	AGHJ	J	GHIJLMNOPO	STUVX		AGHJ	ABCDE	SHIJLMNOPQR	AGHJMNP	J	J	AGHJ	J	J	EGHIJLMNOP	AEGHJMNF	BCEGHJMNP	AHJ	AGHJ	<b>SCEGHIJMN</b>	PC AGHJMN
	1855	47	91	154	47	97	6	132	148	123	103	32	91	71	61	27	69	81	62	60	14	109	89	47	94
I do not plan to watch the Olympics this year	15%	9%	18%	31%	9%	19%	1%	26%	30%	25%	21%	6%	18%	14%	12%	5%	14%	16%	12%	12%	3%	22%	18%	9%	19%
		FT	DFKMNOPRST			FKMNOPRST	W ABDEF		JKLMNOPQRS			FT FT	ADFKNOTW	ADFKOT	FKOT	F	FKOT	ADFKOTW	FKOT	FKOT			S ADFKNOTW	FT	DFKMNOPRS
I have not decided yet if I plan to watch the Olympics this	1530	85	65	94	34	72	35	98	83	70	66	17	59	64	58	45	86	51	95	67	30	55	78	67	59
year	13%	17%	13%	19%	7%	14%	7%	20%	17%	14%	13%	3%	12%	13%	12%	9%	17%	10%	19%	13%	6%	11%	16%	13%	12%
		DFKLNOQTU)	DFKT	EFIJKLMNOQ1	K	DFKOQTU	BDE	FIJKLMNOQS	FJKLMNOQTU	DFKOQT	DFKOT		DFKT	DFKT	DFKT	K	FJKLMNOQTU	KT	FJKLMNOQT	DFKT		DKT	DFKOT	DKT	DFKT

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Global @dvisor Global @dvisor: Olympics SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

		North				G-8		Middle
	Total	America	LATAM	Europe	APAC	Countries	BRIC	East/Africa
		А	В	С	D	E	F	G
Base: All Respondents (unwtd)	18623	2007	2019	7538	5538	7543	3523	1521
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
	8615	678	1215	2809	2811	2638	1698	1103
Yes (Net)	72%	68%	81%	62%	80%	66%	85%	74%
		С	ACEG		ACEG	С	ABCDEG	ACE
	7839	634	1149	2651	2471	2490	1474	935
Yes - on a television set	65%	63%	77%	59%	71%	62%	74%	62%
		С	ACDEG		ACEG	С	ACDEG	
	2748	163	365	642	1193	630	854	386
Yes - on the Internet	23%	16%	24%	14%	34%	16%	43%	26%
		С	ACE		ABCEG	С	ABCDEG	ACE
	720	35	55	138	367	123	240	125
Yes - on a mobile device	6%	4%	4%	3%	10%	3%	12%	8%
					ABCE		ABCEG	ABCE
	458	26	37	83	205	78	160	107
Yes - on a tablet device such as an iPad	4%	3%	2%	2%	6%	2%	8%	7%
		С			ABCE		ABCDE	ABCE
	1855	192	122	998	375	808	165	169
I do not plan to watch the Olympics this year	15%	19%	8%	22%	11%	20%	8%	11%
		BDFG		ABDEFG	BF	BDFG		
I have not decided yet if I plan to watch the Olympics	1530	131	163	693	314	554	136	228
this year	13%	13%	11%	15%	9%	14%	7%	15%
		DF	F	ABDEF	F	BDF		BDF

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SOCIALOGUE

Global @dvisor Global @dvisor: Olympics

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	1	l																				
												Argentina										
	Argentina	Ge	ender		Age		н	lousehold Inco	ne	Marita	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	s Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	198	308	235	186	85	131	216	159	176	330	181	178	147	226	280	312	194	39	467	72	434
Base: All Respondents (wtd)	500	245	255	248	150	102*	157*	210	132*	167	333	327	119	55	215	285	280	220	36**	464	55*	445
	368	198	171	175	116	77	109	159	101	123	246	229	96	44	159	209	218	150	34	335	49	319
Yes (Net)	74%	81%	67%	70%	78%	76%	69%	75%	76%	74%	74%	70%	81%	79%	74%	73%	78%	68%	93%	72%	90%	72%
		В											K				Q				U	
	345	189	156	159	113	74	98	150	98	119	226	212	92	41	148	197	201	144	32	313	44	301
Yes - on a television set	69%	77%	61%	64%	75%	72%	62%	71%	74%	71%	68%	65%	78%	75%	69%	69%	72%	65%	89%	67%	80%	68%
		В											К									
	120	69	51	58	35	28	35	48	37	33	87	65	33	21	58	62	80	40	11	109	20	100
Yes - on the Internet	24%	28%	20%	23%	23%	27%	22%	23%	28%	20%	26%	20%	28%	39%	27%	22%	29%	18%	32%	23%	36%	23%
				-										K			Q					
Yes - on a mobile device	11 2%	3%	1%	5 2%	3 2%	3%	3	6 3%	2	3	8	8	1%	2 4%	9 4%	2	10	2 1%	16%	6 1%	14%	4
res - on a mobile device	270	370	170	270	270	3%	2%	3%	2%	2%	2%	2%	176	470	4% O	1%	3%	176	10%	176	14%	1%
														L	0						U	
	4	4	0	2	1	1	1	1	2	2	2	0	2	2	2	2	3	1	1	3	3	1
Yes - on a tablet device such as an iPad	1%	2%	-	1%	0	1%	1%	0	1%	1%	1%	-	2%	3%	1%	1%	1%	0	4%	1%	6%	0
													К	K							U	
I do not plan to watch the Olympics this year	47	20	27	30	10	7	22	15	10	11	36	33	8	6	17	30	19	28	0	47	2	45
Too not plan to watch the Olympics this year	9%	8%	11%	12%	7%	7%	14%	7%	8%	7%	11%	10%	7%	11%	8%	11%	7%	13%	1%	10%	4%	10%
														_					_		1 .	
I have not decided yet if I plan to watch the Olympics	85	28	57	44	23	17	27	37	21	33	52	64	15	5	39	46	42	43	2	83	3	81
this year	17%	11%	22%	18%	16%	17%	17%	18%	16%	20%	16%	20%	13%	10%	18%	16%	15%	19%	6%	18%	6%	18%
	1		A		1	1	l			l		M			l	l	1			1		ſ

SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												India										
	India	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emple	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	831	170	733	236	32	219	505	277	652	349	4	48	949	808	193	952	49	297	704	665	336
Base: All Respondents (wtd)	500	258	242*	276	161	63**	121*	232	148*	316	184	5**	30**	465	333	167*	456	44**	145*	355	291	209
	452	236	216	241	147	63	103	213	136	290	162	1	25	425	310	142	416	36	142	310	280	172
Yes (Net)	90%	92%	89%	87%	92%	100%	85%	92%	92%	92%	88%	26%	84%	91%	93%	85%	91%	82%	98%	87%	96%	82%
															0				S		U	
	376	192	184	188	129	59	87	167	122	251	125	0	20	356	262	114	349	28	115	261	235	141
Yes - on a television set	75%	75%	76%	68%	80%	94%	72%	72%	83%	79%	68%	7%	66%	77%	79%	69%	76%	63%	79%	74%	81%	68%
					С					J											U	
	248	133	114	146	70	31	38	129	81	158	89	0	14	234	177	70	229	19	93	154	170	77
Yes - on the Internet	50%	52%	47%	53%	43%	50%	31%	56%	55%	50%	49%	3%	45%	50%	53%	42%	50%	43%	64%	43%	59%	37%
								F	F										S		U	
	122	67	55	78	39	5	15	60	47	82	40	1	6	116	90	32	109	13	57	65	92	31
Yes - on a mobile device	24%	26%	23%	28%	25%	8%	13%	26%	32%	26%	22%	16%	19%	25%	27%	19%	24%	30%	40%	18%	32%	15%
								F	F										S		U	
	7.5	41		44	24	_		39		55	19		40	65	60	15	70		33	42	57	40
Yes - on a tablet device such as an iPad	75 15%	16%	33 14%	16%		11%	5%	17%	29 20%	18%		0	10 32%	14%	18%		72 16%	7%	23%	12%	19%	18 9%
	15%	10%	1476	10%	15%	1176	5%	17% F	20%	10%	11%	-	3270	1470	0	9%	10%	176	23% S	1270	19% U	9%
								-	-						- 0				3		0	_
	32	13	19	24	7	0	13	12	6	15	16	3	3	25	15	17	26	6	2	29	6	25
I do not plan to watch the Olympics this year	6%	5%	8%	9%	5%	-	11%	5%	4%	5%	9%	74%	11%	5%	4%	10%	6%	13%	2%	8%	2%	12%
	0,0	0,0	0,0	0,0	0,0		1170	0,0	-1,0	0,0	0,0	7.170		0,0		1070	0,0	.0,0	-70	R	2.70	T T
I have not decided yet if I plan to watch the Olympics	17	9	8	11	6	0	4	7	6	11	6	0	1	15	8	8	15	2	1	16	5	12
this year	3%	4%	3%	4%	4%	-	4%	3%	4%	3%	3%	-	5%	3%	2%	5%	3%	5%	1%	4%	2%	6%
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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Mexico										
	Mexico	Ge	nder		Age		Н	lousehold Inco	me	Marita	Status	IIICAICO	Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	268	235	219	185	99	360	121	22	223	280	151	152	200	264	239	336	167	70	433	128	375
Base: All Respondents (wtd)	500	239	261	270	144	86*	404	84*	11**	186	314	321	103	76	241	259	286	214	44*	456	84*	416
	428	212	216	225	129	74	344	74	10	168	260	274	88	67	208	220	246	182	43	385	78	350
Yes (Net)	86%	89%	83%	83%	89%	86%	85%	87%	93%	90%	83%	85%	85%	88%	86%	85%	86%	85%	97%	84%	93%	84%
																			S			
	409	194	215	218	119	72	326	72	10	161	248	259	86	64	197	212	235	173	42	366	77	332
Yes - on a television set	82%	81%	82%	81%	83%	83%	81%	86%	90%	87%	79%	81%	83%	84%	82%	82%	82%	81%	96%	80%	91%	80%
																			S		U	
	147	78	69	70	57	20	118	24	5	67	79	91	28	27	74	73	98	49	15	132	30	117
Yes - on the Internet	29%	33%	26%	26%	40%	23%	29%	29%	43%	36%	25%	28%	28%	36%	31%	28%	34%	23%	33%	29%	36%	28%
					CE					J							Q					
	23	17	7	15	7	2	17	4	2	9	14	10	4	9	13	10	16	8	6	17	6	18
Yes - on a mobile device	5%	7%	3%	5%	5%	2%	4%	5%	17%	5%	5%	3%	4%	12%	6%	4%	6%	4%	14%	4%	7%	4%
														KL					S			
	17	11	6	11									3	5					3	14		14
Yes - on a tablet device such as an iPad	3%	4%	2%	4%	3%	1%	2%	9%	10%	5%	3%	3%	3%	7%	3%	4%	3%	4%	7%	3%	4%	3%
	3%	4%	270	476	3%	176	270	9% F	10%	3%	3%	3%	3%	7% K	3%	470	370	476	170	3%	476	3%
								-						, ,								
	27	14	13	19	5	4	24	4	0	4	24	20	4	4	12	16	13	14	0	27	1	26
I do not plan to watch the Olympics this year	5%	6%	5%	7%	3%	5%	6%	4%	3%	2%	7%	6%	4%	5%	5%	6%	5%	7%	1%	6%	1%	6%
	370	370	370	7 70	370	J 70	370	770	370	270	. 70	370	770	370	370	370	370	. 70	. 70	370	. 70	570
I have not decided yet if I plan to watch the Olympics	45	13	32	26	11	8	37	7	0	14	30	27	12	6	21	23	27	18	1	44	5	39
this year	9%	5%	12%	10%	7%	9%	9%	9%	4%	8%	10%	9%	11%	7%	9%	9%	9%	8%	2%	10%	6%	9%
			Α																			

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	I	1																				
												Spain										
	Spain	Ge	ender		Age		н	ousehold Incor	ne	Marita	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1012	478	534	352	435	225	639	323	50	528	484	659	86	267	504	508	592	420	67	945	88	924
Base: All Respondents (wtd)	500	252	248	205	190	106	306	166	28*	231	269	249	115*	137	252	248	298	202	32*	468	43*	457
	337	191	145	140	126	71	199	114	23	151	186	155	85	96	179	158	208	129	23	313	33	304
Yes (Net)	67%	76%	59%	68%	66%	68%	65%	69%	81%	65%	69%	62%	74%	71%	71%	64%	70%	64%	72%	67%	75%	67%
		В							F				K	K	0							
	324	184	140	131	123	70	191	112	21	146	178	152	79	93	172	151	200	124	22	302	31	293
Yes - on a television set	65%	73%	56%	64%	65%	66%	62%	67%	76%	63%	66%	61%	69%	68%	69%	61%	67%	61%	68%	65%	71%	64%
		В												K	0							
	62	39	23	30	21	11	32	24	6	23	39	26	17	19	34	28	39	23	5	57	11	51
Yes - on the Internet	12%	16%	9%	15%	11%	11%	10%	14%	21%	10%	14%	10%	15%	14%	14%	11%	13%	11%	14%	12%	26%	11%
		В							F												U	
	13	11	3	6	4	2	7	5	2	6	7	7	0	6	9	4	9	4	1	12	4	9
Yes - on a mobile device	3%	4%	1%	3%	2%	2%	2%	3%	7%	3%	3%	3%	-	4%	4%	2%	3%	2%	4%	3%	9%	2%
		В												L							U	
	12		4		_	2		-	2	_	-			8			_	_				
Yes - on a tablet device such as an iPad	2%	3%	2%	6 3%	2%	2%	2%	3%	5%	2%	3%	1%	1%	6%	3%	2%	3%	2%	3%	11 2%	7%	2%
	270	3%	270	3%	270	270	270	3%	5%	270	3%	176	176	KL	3%	270	3%	270	370	270	176 U	270
														KL							0	+
	109	41	68	44	40	25	70	34	5	56	53	62	21	26	56	53	65	44	6	103	6	102
I do not plan to watch the Olympics this year	22%	16%	27%	21%	21%	23%	23%	20%	17%	24%	20%	25%	18%	19%	22%	21%	22%	22%	18%	22%	15%	22%
		:070	A	2170	2170	2570	2070	2570	/0	2170		M	.570	.570		2170			.370		.570	
I have not decided yet if I plan to watch the Olympics	55	20	35	22	24	10	36	18	1	25	30	31	9	14	17	38	26	29	3	52	4	51
this year	11%	8%	14%	11%	12%	9%	12%	11%	2%	11%	11%	13%	8%	11%	7%	15%	9%	15%	10%	11%	10%	11%
1			A	1	l	1	1	1		1					1	N	1	P		1	1	1

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												South Africa	1									
	South Africa	Ge	nder		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busine	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	506	236	270	104	201	201	17	104	385	300	206	198	156	152	312	194	437	69	145	361	192	314
Base: All Respondents (wtd)	500	240*	260*	287*	122	91	34**	124*	342	218	282*	188*	143*	169*	272	228*	407	93**	116*	384	166*	334
	373	193	180	204	96	74	32	81	261	182	191	127	110	136	216	157	318	55	83	290	128	245
Yes (Net)	75%	81%	69%	71%	78%	81%	94%	65%	76%	84%	68%	68%	77%	81%	80%	69%	78%	59%	72%	76%	77%	73%
										J												
	358	190	168	194	91	73	32	79	247	171	187	120	107	131	208	150	303	55	80	278	124	234
Yes - on a television set	72%	79%	65%	68%	74%	80%	94%	64%	72%	79%	66%	64%	75%	78%	77%	66%	75%	59%	69%	72%	75%	70%
	76	B 36	40	49	20		0	4.5	61	43		14	20	43	50		60	40	12	0.5	28	40
Yes - on the Internet	15%	15%	15%	17%	16%	8 9%		15 12%	18%	20%	34 12%	7%	14%	25%	19%	26 11%	15%	16 18%	10%	65 17%	17%	48 14%
res - on the internet	15%	15%	15%	1776	16% F	9%	-	12%	10%	20%	1270	170	14%	25% K	19%	1170	15%	10%	10%	1770	1770	1470
	30	17	13	22	7	1	0	2	28	11	19	4	4	22	26	4	30	0	3	27	21	0
Yes - on a mobile device	6%	7%	5%	8%	6%	1%	-	2%	8%	5%	7%	2%	3%	13%	10%	2%	7%	-	3%	7%	13%	3%
Too on a mobile device	0,0	.,,,	070	0,0	E	1,0		2,0	070	0,0	7,0	2,0	070	K	0	2,0	1 70		0,0	. 70	U	0,0
Yes - on a tablet device such as an iPad	25	15	9	19	5	0	0	3	21	10	15	0	6	18	19	6	25	0	8	16	15	9
res - on a tablet device such as an ir ad	5%	6%	4%	7%	4%	0	-	3%	6%	5%	5%	-	4%	11%	7%	3%	6%	-	7%	4%	9%	3%
					E									K								
I do not plan to watch the Olympics this year	60	29	31	37	14	9	1	20	39	21	38	34	16	10	31	29	57	2	26	33	29	31
	12%	12%	12%	13%	11%	10%	3%	16%	11%	10%	14%	18%	11%	6%	11%	13%	14%	3%	23%	9%	17%	9%
												-							S			
I have not decided yet if I plan to watch the Olympics	67	18	49	46	12	q	1	23	43	14	53	27	17	23	25	42	31	36	6	60	9	58
this year	13%	8%	19%	16%	10%	9%	4%	18%	13%	6%	19%	14%	12%	14%	9%	18%	8%	38%	6%	16%	5%	17%
1	.570	270	Α	.570	. 370	2,0	.,,,	.570	. 570	3,0	1	. 170	.270	. 170	370	.570	370	2370	270	.070	370	T

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	1																					
												Great Britain										
	Great Britain	Ge	nder		Age		н	ousehold Incor	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	486	521	341	300	366	253	605	149	444	563	353	351	303	545	462	597	410	88	919	118	889
Base: All Respondents (wtd)	500	246	254	185	153	162	125	301	74	215	285	174	176	150	266	234	298	202	42*	458	57	443
	306	154	153	118	99	89	62	194	49	133	174	90	112	104	168	138	196	111	26	281	37	269
Yes (Net)	61%	62%	60%	64%	65%	55%	50%	65%	67%	62%	61%	52%	64%	70%	63%	59%	66%	55%	61%	61%	65%	61%
				E	E			F	F				K	K			Q					
	294	148	147	109	97	88	58	189	48	128	166	88	109	97	161	133	187	107	23	271	34	260
Yes - on a television set	59%	60%	58%	59%	63%	55%	46%	63%	64%	60%	58%	51%	62%	65%	61%	57%	63%	53%	56%	59%	60%	59%
					E			F	F				K	K			Q					
	52	28	24	25	19	8	9	33	10	20	33	12	15	25	27	25	35	18	4	48	7	45
Yes - on the Internet	10%	12%	9%	14%	12%	5%	7%	11%	14%	9%	11%	7%	9%	17%	10%	11%	12%	9%	11%	10%	12%	10%
				E	E				F					KL								
	18	11	7	10	6	2	3	11	4	6	12	4	7	7	11	8	14	5	2	17	3	15
Yes - on a mobile device	4%	4%	3%	6%	4%	1%	2%	4%	6%	3%	4%	2%	4%	5%	4%	3%	5%	2%	4%	4%	6%	3%
				E	E																	
	13	_	6	_		2		0	3	_		_	6	6	٥	_				12		40
Yes - on a tablet device such as an iPad	3%	7		5	b 40/		1	9		7	b 20/	1	_		3	5	9	4	70/		3	10
	3%	3%	2%	3%	4%	1%	0	3% E	5%	3%	2%	1%	3% K	4% K	3%	2%	3%	2%	3%	3%	5%	2%
								г	г				N.	N.								
	123	59	64	44	34	45	40	69	14	53	71	53	43	28	65	58	68	55	9	114	12	111
I do not plan to watch the Olympics this year	25%	24%	25%	24%	22%	28%	32%	23%	19%	25%	25%	30%	24%	19%	24%	25%	23%	27%	21%	25%	22%	25%
	2570	2470	2070	2470	££ /0	2070	GH	2370	1370	2370	2370	M	2470	1370	2-470	2370	2070	2170	2170	2370	22.70	2070
	1						311					141										
I have not decided yet if I plan to watch the Olympics	70	33	37	23	20	28	22	37	11	29	41	32	21	18	33	37	34	36	8	63	7	63
this year	14%	13%	15%	12%	13%	17%	18%	12%	14%	14%	14%	18%	12%	12%	13%	16%	11%	18%	18%	14%	13%	14%
							G					LM						P				

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	I	1																				
												US										
	US	Ge	nder		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1005	466	539	304	291	410	171	241	593	574	431	430	284	291	549	456	630	375	103	902	117	888
Base: All Respondents (wtd)	500	247	253	182	149	169	76	110	314	277	223	232	127	141	262	238	312	188	53*	447	60	440
	347	176	171	137	99	111	48	72	227	190	157	140	92	115	186	161	226	121	41	306	49	298
Yes (Net)	69%	71%	68%	75%	66%	66%	63%	66%	72%	69%	70%	60%	72%	82%	71%	68%	72%	64%	78%	68%	81%	68%
				DE					F				K	KL			Q		S		U	
	326	164	162	122	93	110	44	68	213	177	149	137	87	102	172	153	208	118	35	291	41	284
Yes - on a television set	65%	66%	64%	67%	63%	65%	59%	62%	68%	64%	67%	59%	68%	72%	66%	64%	66%	63%	65%	65%	69%	65%
							_		F				K	K								
	73	42	31	42	21	11	9	11	54	44	29	15	18	40	45	28	56	17	16	57	21	53
Yes - on the Internet	15%	17% B	12%	23% DE	14%	6%	12%	10%	17%	16%	13%	7%	14%	28%	17% O	12%	18% Q	9%	31%	13%	35% U	12%
	24	17	8	16	6	2		2	G 21	14	10	7	K 4	KL 13	18	7	19	5	S 7	18	0	15
Yes - on a mobile device	5%	7%	3%	9%	4%	1%	2%	2%	7%	5%	5%	3%	3%	9%	7%	3%	6%	3%	13%	4%	15%	3%
res - on a mobile device	370	7 /o B	370	DE	470 E	1 /0	270	270	FG	376	376	370	370	KL	0	370	0%	370	S S	470	U	370
		-		DE	-				FG					KL	0		Q		3		0	
	16	12	4	11	3	2	0	2	14	10	6	2	3	12	12	4	12	5	4	12	6	10
Yes - on a tablet device such as an iPad	3%	5%	2%	6%	2%	1%	1%	2%	4%	4%	3%	1%	2%	8%	5%	2%	4%	2%	8%	3%	10%	2%
		В		DE					F					KL	0				S		U	
I do not plan to watch the Olympics this year	94	44	51	27	31	36	17	24	54	51	44	57	22	15	47	47	56	38	10	85	9	86
Too not plan to water the Olympics this year	19%	18%	20%	15%	21%	22%	23%	22%	17%	18%	19%	24%	17%	11%	18%	20%	18%	20%	18%	19%	15%	19%
						С						LM	M									
				40	-00			l				0.5	40	40	-00	-00						50
I have not decided yet if I plan to watch the Olympics	59	28	31	18	20	21	11	14	34	36	23	35	13	10	28	30	30	29	2	57	2	56
this year	12%	11%	12%	10%	13%	13%	15%	12%	11%	13%	10%	15% M	10%	7%	11%	13%	10%	15% P	4%	13% R	4%	13% T
	1	1	1	1		1	1	1		1		M			1	l	1	Р		l R	1	1

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	1																					
												Saudi Arabia										
	Saudi Arabia	Ge	ender		Age		Н	lousehold Inco	ne	Marital		Sauui Arabia	Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		utive/Decision Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	509	385	124	400	102	7	112	142	162	0	0	127	145	237	258	251	376	133	110	399	134	375
Base: All Respondents (wtd)	500	283	217	295	162*	43**	105*	117*	157*	-**	-**	127*	147*	225	239*	261	315	185*	96*	404	122*	378
	343	204	140	204	109	30	80	91	121	0	0	93	107	143	176	167	240	103	80	264	99	245
Yes (Net)	69%	72%	64%	69%	67%	71%	76%	78%	77%	-	-	73%	73%	64%	74%	64%	76%	56%	83%	65%	81%	65%
																	Q		S		U	
	243	154	89	131	81	30	52	51	99	0	0	52	73	118	143	100	180	62	57	186	70	173
Yes - on a television set	49%	54%	41%	44%	50%	71%	49%	44%	63%	-	-	41%	49%	52%	60%	38%	57%	34%	59%	46%	57%	46%
		В							G						0		Q					
	154	82	72	88	60	6	35	44	65	0	0	45	50	58	81	73	115	39	41	112	51	102
Yes - on the Internet	31%	29%	33%	30%	37%	14%	33%	38%	41%	-	-	35%	34%	26%	34%	28%	36%	21%	43%	28%	42%	27%
																	Q		S		U	
	69	30	40	51	19	0	15	21	30	0	0	17	19	33	41	29	55	15	30	39	30	40
Yes - on a mobile device	14%	10%	18%	17%	11%	-	14%	18%	19%	-	-	14%	13%	15%	17%	11%	17%	8%	31%	10%	24%	11%
																			S		U	
	46	15	31	28	18	0		12	21		0		16	21	22	24	34	13	9	37		37
Yes - on a tablet device such as an iPad	9%	5%	15%	10%	11%	-	9%	11%	13%	-	-	7%	11%	9%	9%	9%	11%	7%	10%	9%	7%	10%
	370	370	A	1070	1170		370	1170	1370	-		7 70	1170	370	370	370	1170	1 70	1070	370	7 70	1070
			- /																			
	62	20	42	52	10	0	14	11	16	0	0	9	18	35	13	49	27	35	6	56	9	53
I do not plan to watch the Olympics this year	12%	7%	19%	18%	6%	-	13%	10%	10%	-	-	7%	12%	15%	6%	19%	9%	19%	6%	14%	7%	14%
			А	D												N		P				
I have not decided yet if I plan to watch the Olympics	95	59	35	40	43	12	12	14	20	0	0	25	22	47	49	45	47	47	11	84	15	80
this year	19%	21%	16%	13%	26%	29%	11%	12%	13%	-	-	20%	15%	21%	21%	17%	15%	25%	11%	21%	12%	21%
					С																	1

June 2012 Detailed Tables

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Canada																	
	Canada	Ger	ıder		Age		н	ousehold Incom	ie	Marital	Status	Canada	Education		Chief Inco	ome Earner	Empl	oyment	Business	s Owner	Senior Execu		in						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA- PRAIRIES	CANADA- ATLANTIC	CANADA- ALBERTA	BRITISH	NORTHWES T TERRITORIE	CANADA-	
		A	В	С	D	E	F	G	н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U	V	W	х	Y	Z	а	ь
Base: All Respondents (unwtd)	1002	492	510	293	350	359	239	379	384	375	627	345	523	134	578	424	690	312	111	891	146	856	77	73	96	164	0	354	238
Base: All Respondents (wtd)	500	247	253	178	167	155	119	188	193	180	320	186	223	91	284	216	349	151	55	445	74	426	40*	37*	47*	82	.**	178	117
	331	169	162	128	101	102	73	121	137	123	208	115	146	70	185	146	228	103	36	295	51	280	27	17	28	58	0	123	78
res (Net)	66%	68%	64%	72%	60%	66%	61%	64%	71%	68%	65%	62%	65%	77%	65%	68%	65%	68%	65%	66%	69%	66%	68%	47%	59%	70%	-	69%	67%
				D					F					KL									W			W		W	W
	308	158	150	113	96	100	66	110	132	115	193	107	138	63	173	135	211	97	33	275	48	260	26	16	26	54	0	111	75
Yes - on a television set	62%	64%	59%	63%	57%	64%	55%	59%	68%	64%	60%	57%	62%	70%	61%	63%	60%	64%	59%	62%	65%	61%	65%	44%	56%	66%	-	62%	64%
									FG					K									W			W		W	W
	89	55	35	48	26	15	23	34	32	26	63	24	36	30	51	38	62	27	13	76	19	70	7	3	7	16	0	38	18
Yes - on the Internet	18%	22%	14%	27%	15%	10%	19%	18%	17%	14%	20%	13%	16%	33%	18%	18%	18%	18%	23%	17%	26%	16%	16%	10%	16%	19%	-	22%	15%
		В		DE	E						1			KL							U							W	
	11	9	2	7	3	1	1	6	4	4	7	3	5	3	6	5	8	3	2	9	3	8	0	0	1	2	0	5	4
Yes - on a mobile device	2%	3%	1%	4%	2%	1%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	4%	2%	4%	2%	-	1%	1%	2%	-	3%	3%
		В		E																									
Yes - on a tablet device such as an iPad	9	6	3	5	2	2	2	4	3	4	6	2	4	3	6	3	7	2	1	8	1	8	1	0	2	1	0	5	1
res - on a tablet device such as an irad	2%	3%	1%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%	4%	2%	1%	2%	1%	2%	2%	2%	2%	2%	-	4%	1%	-	3%	1%
														K											b			b	
	97	47	51	32	39	26	29	37	31	30	68	43	43	11	59	38	72	25	8	89	10	87	10	10	11	15	0	30	21
do not plan to watch the Olympics this year	19%	19%	20%	18%	24%	17%	25%	20%	16%	16%	21%	23%	19%	12%	21%	18%	21%	16%	15%	20%	14%	20%	24%	28%	24%	18%	-	17%	18%
					E		Н					M												а					
have not decided yet if I plan to watch the Olympics	72	32	40	17	27	28	17	30	25	28	44	28	35	9	40	32	48	24	11	61	12	59	3	9	8	10	0	24	17
his year	14%	13%	16%	10%	16%	18%	14%	16%	13%	16%	14%	15%	15%	10%	14%	15%	14%	16%	20%	14%	17%	14%	8%	24%	17%	12%	-	14%	15%
					C	С																		VYa					

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												France										
	France	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1008	489	519	353	338	317	252	554	202	342	666	388	310	310	622	386	618	390	24	984	43	965
Base: All Respondents (wtd)	500	247	253	191	169	141	129	276	95	163	337	167	208	124	306	194	307	193	12**	488	20*	480
	271	149	121	108	84	78	66	147	57	94	177	84	110	76	170	101	166	105	7	263	11	260
Yes (Net)	54%	60%	48%	57%	50%	55%	51%	53%	61%	58%	52%	50%	53%	61%	55%	52%	54%	54%	61%	54%	55%	54%
		В												KL								
	260	142	117	101	82	76	62	140	57	91	169	83	106	71	163	96	159	101	6	254	10	249
Yes - on a television set	52%	58%	46%	53%	49%	54%	48%	51%	60%	56%	50%	49%	51%	57%	53%	50%	52%	52%	49%	52%	52%	52%
		В							FG					K								
	62	45	17	29	17	16	17	31	13	19	43	14	26	21	43	19	36	26	1	60	4	58
Yes - on the Internet	12%	18%	7%	15%	10%	11%	14%	11%	13%	12%	13%	8%	13%	17%	14%	10%	12%	13%	11%	12%	19%	12%
		В												K								
	13	10	3	7	4	2	5	6	3	4	10	4	7	3	10	4	8	5	1	13	1	12
Yes - on a mobile device	3%	4%	1%	4%	2%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	6%	3%	6%	3%
		В																				
		-		3	2		2	1	2		4		3	2	2	_	-			5		-
Yes - on a tablet device such as an iPad	1%	2%	1%	1%	1%	1%	3%	0	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	6%	1%	4%	1%
	1 /0	270	1 /0	1 /0	1 /0	1 /0	G G	U	G G	1 /0	1 /0	1 70	1 /0	270	1 /0	1 70	1 /0	1 /0	076	1 70	470	1 /0
		-					9		9													
	132	57	75	49	47	35	35	74	23	38	94	45	58	29	80	51	80	52	3	128	7	124
I do not plan to watch the Olympics this year	26%	23%	30%	26%	28%	25%	27%	27%	24%	23%	28%	27%	28%	24%	26%	26%	26%	27%	28%	26%	37%	26%
			A	2070	_5/0	2370	_170	27.70	_170	2370	_370	2770	2370	_170	_570		2070	2.70	_570	2070	2170	2370
			1																			
I have not decided yet if I plan to watch the Olympics	98	41	57	33	37	28	28	55	15	31	67	39	40	19	56	42	60	37	1	96	2	96
this year	20%	17%	22%	17%	22%	20%	22%	20%	15%	19%	20%	23%	19%	15%	18%	22%	20%	19%	11%	20%	9%	20%
			Α									M										

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

Base: All Respondents (unwtd)	Germany Total	Ge Male A	nder Female		Age							Germany										
3ase: All Respondents (unwtd)			Female					ousehold Incor	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	s Owner		utive/Decision /Leader
Base: All Respondents (unwtd)	1001	A		Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	1001		В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	T	U
		484	517	306	380	315	359	273	160	275	726	237	595	169	735	266	630	371	67	934	122	879
Base: All Respondents (wtd)	500	252	248	172	183	145	179	136	81	131	369	113	285	101	364	136	311	189	34*	466	62	438
	270	153	116	90	101	78	83	77	55	83	186	54	156	60	199	71	174	96	21	248	41	229
Yes (Net)	54%	61%	47%	53%	55%	54%	47%	57%	68%	63%	51%	47%	55%	59%	55%	52%	56%	51%	62%	53%	66%	52%
		В						F	FG	J				K							U	
	250	140	110	75	97	78	78	69	51	80	170	52	145	52	183	68	163	87	17	233	34	216
Yes - on a television set	50%	56%	44%	44%	53%	54%	44%	51%	64%	61%	46%	46%	51%	52%	50%	50%	52%	46%	50%	50%	55%	49%
		В			С	С			FG	J												
	54	35	19	21	23	10	14	19	14	19	35	7	30	17	46	8	35	19	3	51	12	43
Yes - on the Internet	11%	14%	8%	12%	12%	7%	8%	14%	17%	14%	10%	6%	11%	17%	13%	6%	11%	10%	10%	11%	19%	10%
		В		E	E			F	F	J			K	KL	0						U	
	13	8	5	7	4	1	3	5	2	3	10	1	8	4	9	3	8	5	2	10	4	9
Yes - on a mobile device	3%	3%	2%	4%	2%	1%	2%	3%	2%	2%	3%	1%	3%	4%	3%	3%	2%	3%	7%	2%	6%	2%
				E															S		U	
	6	2	3	2	3		4	3	2	3	3	0	4	4	5	0	4		0	5	2	,
Yes - on a tablet device such as an iPad	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	0	1%	1%	1%	0	1%	1%	1%	1%	4%	1%
-	170	170	170	170	170	170	170	2.70	270	270	170	-	170	170	170		170	170	170	170	IJ	170
			-	-									-								-	<del>                                     </del>
	148	63	85	54	50	43	68	35	15	27	120	37	85	26	112	36	87	61	11	137	15	132
I do not plan to watch the Olympics this year	30%	25%	34%	31%	28%	30%	38%	26%	18%	21%	33%	33%	30%	25%	31%	26%	28%	32%	31%	29%	25%	30%
<u> </u>	2270	_570	Α	2170		2370	GH	2370	. 370	2170	I	2570	2370	_570	2170		2070	-270	2.70	2070	2370	2370
I have not decided yet if I plan to watch the Olympics	83	37	46	28	32	23	27	23	11	20	62	23	44	16	53	29	50	33	2	80	6	77
this year	17%	14%	19%	16%	17%	16%	15%	17%	13%	16%	17%	20%	15%	16%	15%	22% N	16%	17%	7%	17% R	9%	18% T

June 2012 Detailed Tables

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

															Aus	tralia													
	Australia	Ger	der		Age		Нс	usehold Incom	e	Marital	Status		Education		Chief Inco	me Earner	Empl	oyment	Busines	s Owner	Senior Execu Maker/		\ 			REGION			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes		Employed	Not Employed	Yes		Yes		METRO	NON- METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U	V	W	Х	Y	Z	a	b
Base: All Respondents (unwtd)	1001	443	558	268	293	440	264	516	221	521	480	331	325	345	546	455	606	395	122	879	148	853	659	342	313	341	190	78	79
Base: All Respondents (wtd)	500	248	252	197	145	158	143	257	100	222	278	131	294	74	273	227	299	201	64*	436	69*	431	325	175	149	177	96	38*	41*
	344	170	174	124	100	119	93	181	70	163	181	89	201	55	188	156	207	137	42	302	49	295	227	117	102	116	74	25	27
'es (Net)	69%	69%	69%	63%	69%	75%	65%	70%	70%	73%	65%	67%	68%	74%	69%	69%	69%	68%	66%	69%	71%	69%	70%	67%	69%	66%	77%	67%	66%
						С				J																	Y		
	331	161	170	115	97	119	89	174	69	157	174	88	193	51	183	148	199	132	33	299	39	292	217	115	99	109	72	25	25
Yes - on a television set	66%	65%	67%	59%	67%	75%	62%	68%	69%	71%	63%	67%	65%	69%	67%	65%	67%	66%	51%	68%	57%	68%	67%	65%	67%	62%	75%	67%	62%
	56	34	23	26	13	CD 17	17	26	14	24	32	10	34	13	33	23	30	27	10	R 46	12	44	40	16	22	14	13		
Yes - on the Internet	11%																											3	4
res - on the internet	11%	14%	9%	13%	9%	11%	12%	10%	14%	11%	11%	7%	12%	17% K	12%	10%	10%	13%	16%	11%	18%	10%	12%	9%	15%	8%	13%	8%	9%
	15	0	-	11	2	0	2	7	4	-	0	4	5	6	0	6	11	4		11	-	10	- 11	2	7	4	- 1	0	- 2
Yes - on a mobile device	3%	3%	2%	6%	2%	0	2%	3%	4%	3%	3%	3%	2%	8%	3%	2%	4%	2%	7%	2%	7%	2%	4%	2%	5%	2%	1%	1%	6%
res on a modic device	070	070		F	270		2.0	0.0	470	0,0	0,0	0,0	270	KL	0.0	2.70	470	270	1.70	2.70	II.	270	470	2.0	- 070	270	170		0,0
				-														+			-				+				
	11	7	4	6	2	3	4	3	4	4	7	3	6	2	7	5	6	6	4	8	5	7	8	3	3	4	2	0	1
Yes - on a tablet device such as an iPad	2%	3%	2%	3%	1%	2%	3%	1%	4%	2%	2%	2%	2%	3%	2%	2%	2%	3%	6%	2%	7%	2%	2%	2%	2%	2%	3%	1%	3%
									G										S		U								
													1	1															
do not plan to watch the Olympics this year	91	43	48	39	28	23	34	35	22	34	57	26	52	13	49	42	48	43	15	76	12	79	58	32	29	30	15	7	9
	18%	17%	19%	20%	19%	15%	24%	14%	23%	15%	20%	20%	18%	17%	18%	18%	16%	21%	23%	17%	18%	18%	18%	19%	20%	17%	16%	19%	22%
							G		G	<del> </del>								-			-				-				
have and decided and if I also to match the Observer	65	35	30	33	17	15	16	41	8	25	40	17	42	6	35	30	44	21	7	58		57	39	26	17	31	-,	-	_
have not decided yet if I plan to watch the Olympics his year	13%	14%	12%	17%	12%	10%	11%	16%	8%	11%	14%	13%	14%	9%	13%	13%	15%	11%	11%	13%	11%	13%	12%	15%	11%	17%	7%	14%	12%
no you	13%	1476	1276	1776	1276	10%	1176	1076	0 /0	1176	1470	13%	1476	876	13%	13%	10%	1176	1176	13%	1176	1376	1276	15%	1176	1176	176	1476	1276

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	1	1																				
												Japan										
	Japan	Ge	ender		Age		н	lousehold Incor	ne	Marital	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1010	533	477	304	350	356	592	349	69	569	441	341	215	454	518	492	685	325	121	889	147	863
Base: All Respondents (wtd)	500	251	249	185	155	160	298	169	33*	268	232	171	106	223	244	256	331	169	56	444	67	433
	381	191	190	120	125	136	212	141	28	217	163	120	85	175	191	190	262	119	46	335	59	322
Yes (Net)	76%	76%	76%	65%	81%	85%	71%	83%	85%	81%	70%	70%	80%	79%	78%	74%	79%	70%	82%	75%	88%	74%
					С	С		F	F	J			K	K			Q				U	
	364	180	183	111	122	130	202	134	28	210	154	118	79	167	176	187	249	115	42	321	53	310
Yes - on a television set	73%	72%	74%	60%	79%	82%	68%	79%	83%	78%	66%	69%	75%	75%	72%	73%	75%	68%	76%	72%	80%	72%
					С	С		F	F	J							Q				U	
	70	42	28	28	20	22	35	27	8	31	39	19	16	36	43	27	53	17	9	61	15	55
Yes - on the Internet	14%	17%	11%	15%	13%	14%	12%	16%	24%	12%	17%	11%	15%	16%	17%	11%	16%	10%	16%	14%	22%	13%
		В							F		ı			K	0		Q				U	
	18	10	8	11	4	3	8	7	3	7	11	5	3	10	12	6	13	6	2	16	6	13
Yes - on a mobile device	4%	4%	3%	6%	3%	2%	3%	4%	8%	3%	5%	3%	3%	5%	5%	2%	4%	3%	4%	4%	8%	3%
				E					F						0						U	
			4		2		2	2				2	2		6	2	7		2	6		-
Yes - on a tablet device such as an iPad	2%	2%	2%	2%	1%	1%	1%	2%	4%	2%	2%	1%	2%	2%	3%	1%	2%	0	3%	1%	5%	1%
	270	270	270	270	176	176	176	270	470	270	270	176	270	270	3% O	176	2% Q	U	3%	176	5% U	176
	1														0		ų.				0	
	61	32	29	30	18	13	44	16	1	28	33	25	11	25	30	31	38	23	7	54	5	56
I do not plan to watch the Olympics this year	12%	13%	12%	16%	11%	8%	15%	9%	3%	11%	14%	15%	10%	11%	12%	12%	11%	14%	12%	12%	8%	13%
	.270	:070	.270	E	, 0	370	GH	570	270	. 170	. 170	.570	.570		/0	.270	.170	. 170	,0	.270	370	.570
I have not decided yet if I plan to watch the Olympics	58	28	30	36	12	11	42	12	4	22	36	25	10	23	23	35	31	27	3	55	3	56
this year	12%	11%	12%	19%	8%	7%	14%	7%	12%	8%	15%	15%	9%	10%	9%	14%	9%	16%	6%	12%	4%	13%
				DE	l		G				1					N		P		R		T

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												South Korea										
	South Korea	Ge	nder		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	s Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	I I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	511	263	248	167	202	142	79	209	223	319	192	15	155	341	289	222	378	133	66	445	109	402
Base: All Respondents (wtd)	500	252	248	211	179	111	88*	204	209	278	222	20**	158	321	263	237	351	149	58*	442	96	404
	456	234	223	187	163	106	74	191	192	257	199	17	144	295	244	212	325	131	54	403	93	364
Yes (Net)	91%	93%	90%	89%	91%	96%	84%	94%	92%	93%	89%	85%	91%	92%	93%	90%	93%	88%	93%	91%	97%	90%
						С		F													U	
	401	207	194	150	151	100	61	167	173	235	166	14	126	261	216	185	285	116	42	359	82	319
Yes - on a television set	80%	82%	79%	71%	85%	90%	69%	82%	83%	85%	75%	71%	80%	81%	82%	78%	81%	78%	72%	81%	86%	79%
					С	С		F	F	J												
	175	102	73	98	47	29	37	67	71	76	98	5	53	116	89	85	122	53	22	152	36	139
Yes - on the Internet	35%	40%	29%	46%	26%	27%	42%	33%	34%	27%	44%	26%	34%	36%	34%	36%	35%	35%	39%	34%	37%	34%
		В		DE							ı											
	88	50	38	53	28	7	15	37	36	42	46	3	22	63	43	45	64	24	10	78	19	69
Yes - on a mobile device	18%	20%	15%	25%	16%	6%	17%	18%	17%	15%	21%	15%	14%	20%	16%	19%	18%	16%	18%	18%	19%	17%
				DE	E																	
Yes - on a tablet device such as an iPad	24	13	11	10	9	5	5	5	14	11	13	0	7	17	14	9	21	3	6	18	7	16
res • on a tablet device such as an irad	5%	5%	4%	5%	5%	4%	5%	2%	7%	4%	6%	-	4%	5%	6%	4%	6%	2%	10%	4%	8%	4%
									G										S			
I do not plan to watch the Olympics this year	14	7	6	9	3	2	5	5	5	5	8	0	5	9	8	6	9	5	2	12	2	12
i do not pian to waten the Olympics this year	3%	3%	3%	4%	2%	2%	5%	2%	2%	2%	4%	-	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%
I have not decided yet if I plan to watch the Olympics	30	11	18	15	13	2	9	8	12	15	15	3	10	17	11	19	17	13	3	27	2	28
this year	6%	5%	7%	7%	7%	2%	11%	4%	6%	5%	7%	15%	6%	5%	4%	8%	5%	9%	5%	6%	2%	7%
· ·			1	1	F		G	1						.,,-			1		.,,	7.0		T

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Russia										
	Russia	Ge	nder		Age		Н	lousehold Inco	me	Marital	Status	Kussia	Education		Chief Inco	me Earner	Emplo	yment	Busines	s Owner	Senior Execu	utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	Е	F	G	Н	I	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	243	262	147	208	150	25	39	441	256	249	83	288	134	311	194	466	39	31	474	76	429
Base: All Respondents (wtd)	500	240	260	211	175	114	32**	40*	428	242	258	146*	266	88	292	208	460	40**	29**	471	71*	429
Yes (Net)	368 74%	180 75%	189 73%	150 71%	129 74%	90 78%	20 62%	24 60%	324 76%	178 73%	190 74%	105 72%	190 71%	73 83%	216 74%	153 73%	341 74%	27 68%	20 71%	348 74%	55 77%	313 73%
163 (1461)	1470	1370	1370	7170	7 7 70	7070	0270	0070	7070	1370	1470	1270	7170	L	7470	7370	1470	0070	7 1 70	1470	1170	1370
	340	162	178	133	123	84	14	22	304	167	172	96	178	66	197	142	319	21	15	324	47	293
Yes - on a television set	68%	67%	68%	63%	70%	74%	43%	54%	71%	69%	67%	66%	67%	74%	67%	69%	69%	53%	52%	69%	66%	68%
	173	97	76	72	56	45	10	11	153	80	94	37	95	40	111	63	159	14	12	162	28	145
Yes - on the Internet	35%	40%	29%	34%	32%	39%	30%	27%	36%	33%	36%	26%	36%	46%	38%	30%	35%	36%	41%	34%	39%	34%
		В		_	_	_	_			_		_		K	_	_		_			_	
Yes - on a mobile device	16 3%	10 4%	5 2%	5 2%	5 3%	6 5%	0	0	16 4%	6 3%	10 4%	5 3%	8 3%	3 4%	2%	9 4%	11 2%	5 13%	1 5%	15 3%	3%	13
Yes - on a mobile device	3%	4%	2%	2%	3%	5%	-	-	4%	3%	4%	3%	3%	4%	2%	4%	2%	13%	5%	3%	3%	3%
	40					4	3	0	٥		8		5			_			•	9	•	
Yes - on a tablet device such as an iPad	12 2%	3%	4 2%	2%	2%	3%	10%	, ,	2%	2%	3%	2%	2%	3 4%	2%	5 3%	2%	9%	2 8%	2%	5%	2%
	270	370	270	270	270	370	10%	-	270	270	3%	270	270	470	270	3%	2%	9%	070	270	576	270
I do not plan to watch the Olympics this year	81	41	40	34	32	15	9	11	61	39	42	29	43	8	55	26	73	8	5	76	10	71
	16%	17%	15%	16%	18%	13%	28%	27%	14%	16%	16%	20% M	16%	9%	19%	13%	16%	20%	18%	16%	14%	17%
												***										
I have not decided yet if I plan to watch the Olympics	51	19	31	27	14	9	3	5	43	25	26	11	32	7	22	29	46	5	3	47	6	45
this year	10%	8%	12%	13%	8%	8%	10%	13%	10%	10%	10%	8%	12%	8%	7%	14%	10%	12%	12%	10%	9%	10%
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SOCIALOGUE

Global @dvisor Global @dvisor: Olympics

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Sweden										
	Sweden	G	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	s Owner	Senior Execu Maker/	utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	н	- 1	J	К	L	М	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	501	242	259	160	163	178	211	237	53	145	356	327	80	94	330	171	307	194	44	457	63	438
Base: All Respondents (wtd)	500	254	246	185*	162*	152*	169*	255	76*	159*	341	105	263*	133*	343	157*	339	161*	46**	454	68*	432
	332	187	146	106	115	111	87	191	55	112	220	61	173	98	240	93	232	101	34	298	47	286
Yes (Net)	66%	74%	59%	57%	71%	73%	51%	75%	73%	71%	65%	59%	66%	74%	70%	59%	68%	62%	74%	66%	69%	66%
		В						F	F					K								
	321	181	140	102	111	107	80	187	53	108	213	60	164	96	229	92	224	97	30	291	40	281
Yes - on a television set	64%	71%	57%	55%	68%	71%	47%	73%	71%	68%	62%	58%	62%	73%	67%	59%	66%	60%	65%	64%	59%	65%
		В						F	F					K								
	105	75	30	43	41	21	25	65	15	35	70	15	58	32	85	20	73	32	15	90	21	84
Yes - on the Internet	21%	29%	12%	23%	25%	14%	15%	25%	19%	22%	21%	14%	22%	24%	25%	13%	21%	20%	33%	20%	31%	19%
		В												K	0							
	34	28	6	13	11	10	12	16	6	10	24	5	16	13	29	5	21	14	10	25	11	23
Yes - on a mobile device	7%	11%	3%	7%	7%	7%	7%	6%	8%	6%	7%	5%	6%	10%	9%	3%	6%	9%	21%	5%	16%	5%
		В																			U	
Yes - on a tablet device such as an iPad	18	13	5	1	10	7	0	11	7	8	10	2	2	13	13	5	15	3	6	12	7	10
	4%	5%	2%	1%	6%	4%	-	4%	9%	5%	3%	2%	1%	10%	4%	3%	5%	2%	13%	3%	11%	2%
									F					KL							U	-
	89	33	57	40	28	22	38	43	8	25	65	23	41	25	54	35	58	32	8	81	11	78
I do not plan to watch the Olympics this year	18%	13%	23%	22%	17%	14%	23%	17%	11%	16%	19%	23	16%	19%	16%	22%	17%	20%	18%	18%	17%	18%
	10%	13%	23%	2270	1770	1476	2370	1776	1176	10%	1970	2270	10%	1970	10%	2270	1776	20%	10%	10%	1/70	10%
	<del>                                     </del>		1		l			1							1	1	1				1	<del> </del>
I have not decided yet if I plan to watch the Olympics	78	34	44	39	20	19	44	22	13	22	57	20	48	10	50	29	49	29	4	74	9	69
this year	16%	13%	18%	21%	12%	13%	26%	9%	17%	14%	17%	19%	18%	8%	14%	18%	15%	18%	8%	16%	14%	16%
1			1				G	7.0			.,,,	M		.,,-	1				.,,		1,70	

SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Indonesia										
	Indonesia	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	К	L	М	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	503	264	239	197	221	85	66	269	168	348	155	188	28	287	263	240	444	59	57	446	130	373
Base: All Respondents (wtd)	500	250	250	282	166	53*	98*	267	136	294	206	210	29**	261	238	262	432	68*	50*	450	114	386
	350	185	165	189	124	37	53	195	101	215	135	135	16	198	174	176	312	38	40	310	92	257
Yes (Net)	70%	74%	66%	67%	75%	70%	54%	73%	75%	73%	66%	64%	56%	76%	73%	67%	72%	55%	80%	69%	81%	67%
								F	F					K			Q				U	
	296	153	143	150	111	35	35	169	92	194	102	113	12	171	147	149	268	28	30	265	76	220
Yes - on a television set	59%	61%	57%	53%	67%	66%	36%	63%	68%	66%	49%	54%	40%	66%	62%	57%	62%	41%	61%	59%	67%	57%
					С			F	F	J				K			Q					
Variable Interest	136	84	53	70	53	13	25	74	37	80	57	53	5	78	73	63	118	19	17	119	46	90
Yes - on the Internet	27%	33% B	21%	25%	32%	25%	26%	28%	27%	27%	28%	25%	18%	30%	31%	24%	27%	28%	35%	26%	40% U	23%
	25	21	5	12	11	2	4	15	6	16	q	10	2	13	13	12	23	2	3	22	7	18
Yes - on a mobile device	5%	8%	2%	4%	7%	4%	4%	6%	4%	6%	4%	5%	6%	5%	5%	5%	5%	3%	7%	5%	6%	5%
res - on a mobile device	370	B	270	470	1 70	470	470	070	470	070	770	370	070	370	370	370	370	370	7 70	370	070	370
	<b> </b>																					
	19	10	9	6	11	2	0	13	6	12	7	5	4	10	13	6	19	0	6	13	9	10
Yes - on a tablet device such as an iPad	4%	4%	4%	2%	6%	3%	-	5%	4%	4%	4%	2%	14%	4%	6%	2%	4%	-	11%	3%	8%	2%
					С														S		U	
I do not plan to watch the Olympics this year	91	43	48	49	31	11	22	48	21	52	39	43	10	38	38	54	70	21	8	83	13	78
	18%	17%	19%	17%	19%	21%	23%	18%	16%	18%	19%	21%	34%	15%	16%	20%	16%	31%	16%	18%	11%	20%
	ļ																	P				T
I have not decided yet if I plan to watch the Olympics	59	22	37	44	10	4	22	24	13	28	31	32	3	24	27	32	50	q	2	57	0	50
this year	12%	9%	15%	16%	6%	8%	23%	9%	10%	9%	15%	15%	9%	9%	11%	12%	12%	14%	4%	13%	8%	13%
,	1270	370	1370	D	370	370	GH	370	.570	576	.576	.570	370	370	.170	.270	1270	. 770	. 70	.570	370	.570

Global @dvisor Global @dvisor: Olympics

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Turkey										
	Turkey	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	407	99	407	90	9	45	216	245	205	301	155	69	282	290	216	349	157	66	440	181	325
Base: All Respondents (wtd)	500	252	248*	263	188**	49**	30**	194*	276*	269*	231	170*	59*	270*	235	265*	301	199*	51*	449	142*	358*
	386	218	168	208	149	28	24	136	226	204	182	122	52	213	199	188	256	130	47	339	129	257
Yes (Net)	77%	87%	68%	79%	80%	57%	82%	70%	82%	76%	79%	71%	87%	79%	85%	71%	85%	66%	91%	76%	90%	72%
		В															Q				U	
	334	187	147	163	147	24	16	119	200	190	144	95	50	190	180	154	227	107	34	300	108	226
Yes - on a television set	67%	74%	59%	62%	78%	49%	53%	61%	72%	71%	62%	56%	83%	70%	77%	58%	75%	54%	67%	67%	76%	63%
													K		0		Q					
	156	104	52	84	56	16	9	58	88	81	75	62	22	72	87	69	96	60	24	132	55	101
Yes - on the Internet	31%	41%	21%	32%	30%	33%	30%	30%	32%	30%	32%	36%	36%	27%	37%	26%	32%	30%	47%	29%	39%	28%
		В																				
	26	20	5	17	9	0	2	12	12	11	15	5	8	12	19	6	21	4	5	20	12	14
Yes - on a mobile device	5%	8%	2%	6%	5%	-	7%	6%	4%	4%	6%	3%	13%	5%	8%	2%	7%	2%	10%	5%	8%	4%
	36	13	22	12	23	0	2		27	24	12	21		14	14	21	15	21	10	25	14	21
Yes - on a tablet device such as an iPad	7%	5%	9%	5%	12%	-	9%	3%	10%	9%	5%	13%	1%	5%	6%	8%	5%	10%	20%	6%	10%	6%
	1 70	370	370	370	1270	-	3/0	370	1076	970	376	1370	1 70	370	0 /0	070	376	1076	S S	070	1076	076
			1																			
	47	18	29	32	11	4	2	25	20	17	30	20	6	21	21	26	25	22	2	45	7	40
I do not plan to watch the Olympics this year	9%	7%	12%	12%	6%	8%	6%	13%	7%	6%	13%	12%	10%	8%	9%	10%	8%	11%	4%	10%	5%	11%
I have not decided yet if I plan to watch the Olympics	67	16	51	22	28	17	3	33	31	48	19	28	2	37	15	52	21	46	3	64	6	60
this year	13%	6%	21%	8%	15%	34%	12%	17%	11%	18%	8%	17%	3%	14%	7%	19%	7%	23%	5%	14%	5%	17%
<u> </u>			Α													N		Р				Т

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U \* small base; \*\* very small base (under 30) ineligible for sig testing

Detailed Tables

SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	1	l																				
												Hungary										
	Hungary	Ge	nder		Age		н	ousehold Incor	ne	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	_	J	K	L	М	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1001	477	524	340	278	383	564	289	6	373	628	341	489	171	505	496	539	462	71	930	67	934
Base: All Respondents (wtd)	500	244	256	202	137	162	278	145	3**	172	328	130	294	77	244	256	272	228	35*	465	34*	466
	331	174	157	125	92	114	166	108	3	118	213	72	202	58	169	162	188	143	24	308	26	305
Yes (Net)	66%	72%	61%	62%	67%	71%	60%	74%	100%	68%	65%	55%	69%	75%	69%	64%	69%	63%	67%	66%	77%	65%
		В				С		F					K	K			Q					
	314	164	151	115	87	112	158	105	1	114	200	68	194	53	159	156	178	136	20	294	23	291
Yes - on a television set	63%	67%	59%	57%	64%	69%	57%	72%	27%	66%	61%	52%	66%	69%	65%	61%	66%	60%	58%	63%	67%	63%
		В				С		F					K	K								
	103	70	32	46	24	32	46	36	3	33	70	17	65	20	56	46	57	46	7	96	8	95
Yes - on the Internet	21%	29%	13%	23%	18%	20%	17%	25%	100%	19%	21%	13%	22%	26%	23%	18%	21%	20%	20%	21%	23%	20%
		В						F					K	K								
	8	6	2	6	1	1	5	2	0	1	7	0	5	3	3	5	3	5	2	7	2	7
Yes - on a mobile device	2%	3%	1%	3%	1%	1%	2%	1%	-	1%	2%	0	2%	4%	1%	2%	1%	2%	4%	1%	5%	1%
		В		E							ı			K								
V	2	2	0	1	1	1	0	2	0	0	2	0	1	1	1	1	2	0	1	1	1	1
Yes - on a tablet device such as an iPad	0	1%	-	0	0	0	-	1%	-	0	0	-	0	2%	1%	0	1%	-	3%	0	3%	0
		В						F						KL					S		U	1
I do not plan to watch the Olympics this year	103	44	59	47	31	25	69	27	0	35	69	36	55	11	48	55	56	47	9	95	6	98
a do not plan to water the Olympics this year	21%	18%	23%	23%	22%	16%	25%	18%	-	20%	21%	28%	19%	15%	20%	22%	21%	21%	24%	20%	16%	21%
			Α	E	E		G					LM										
I have not decided yet if I plan to watch the Olympics	66	26	40	29	14	22	43	11	0	20	46	21	37	7	27	38	28	37	3	62	2	63
this year	13%	11%	16%	15%	10%	14%	15%	7%	-	12%	14%	17%	13%	10%	11%	15%	10%	16%	9%	13%	7%	14%
			A				G					М						P			1	

SOCIALOGUE

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	ı	1																				
												Poland										
	Poland	Ge	ender		Age		н	ousehold Inco	me	Marita	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	500	233	267	166	177	157	398	93	9	270	230	68	340	92	321	179	298	202	37	463	62	438
Base: All Respondents (wtd)	500	248	252	215	146	139	410	81*	9**	248	252	104*	327	69*	302	198	281	219	31*	469	53*	447
	346	193	152	143	97	106	285	53	8	175	171	62	236	48	214	131	198	148	21	325	42	303
Yes (Net)	69%	78%	60%	67%	66%	76%	69%	66%	85%	70%	68%	60%	72%	69%	71%	66%	70%	67%	66%	69%	79%	68%
		В											K									
	298	163	136	114	86	98	243	47	8	151	147	51	205	43	183	115	165	134	16	282	32	267
Yes - on a television set	60%	66%	54%	53%	59%	70%	59%	59%	85%	61%	59%	49%	63%	62%	61%	58%	59%	61%	52%	60%	59%	60%
		В				CD							K									
	97	65	32	44	26	27	75	20	2	51	46	15	66	17	73	24	62	35	8	89	17	80
Yes - on the Internet	19%	26%	13%	20%	18%	19%	18%	25%	26%	21%	18%	14%	20%	24%	24%	12%	22%	16%	25%	19%	33%	18%
		В													0						U	
	20	15	6	15	4	2	16	4	0	4	16	6	11	3	14	6	14	7	4	16	4	16
Yes - on a mobile device	4%	6%	2%	7%	2%	1%	4%	5%	-	2%	6%	6%	3%	4%	5%	3%	5%	3%	14%	3%	8%	4%
		В		E							- 1								S		-	
	8	8	0	6	2	0	4	2	1	2	6	2	4	2	6	2	8	0	2	6	3	5
Yes - on a tablet device such as an iPad	2%	3%	-	3%	2%	-	1%	3%	15%	1%	3%	2%	1%	2%	2%	1%	3%	-	7%	1%	5%	1%
		В			-70		- 7.0			.,,,		-7.0	1,74	-,-		.,,,	Q		S		U	
																					+	
I do not plan to watch the Olympics this year	69	25	43	36	19	13	59	8	1	32	37	20	40	8	34	34	33	36	3	66	4	65
I do not plan to watch the Olympics this year	14%	10%	17%	17%	13%	10%	14%	10%	15%	13%	15%	19%	12%	12%	11%	17%	12%	16%	10%	14%	7%	15%
			Α																			
I have not decided yet if I plan to watch the Olympics	86	29	57	36	30	20	66	20	0	41	45	22	51	13	54	32	50	36	8	78	8	78
this year	17%	12%	23%	17%	21%	14%	16%	25%	-	17%	18%	21%	16%	19%	18%	16%	18%	16%	24%	17%	14%	18%
	I		A				1				l	l		l	1	l				l	1	

SOCIALOGUE

Global @dvisor Global @dvisor: Olympics

Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

	ı	1																				
												China										
	China	Ge	ender		Age		н	ousehold Incor	ne	Marital	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1007	526	481	461	422	124	78	272	657	716	291	90	272	645	708	299	899	108	114	893	312	695
Base: All Respondents (wtd)	500	249	251	200*	194*	105*	83*	202*	215	341	159*	295*	155	50	300	200*	402	98*	39**	461	94*	406
	460	236	224	180	186	93	72	183	205	321	139	264	147	48	284	175	384	75	39	421	89	370
Yes (Net)	92%	95%	89%	90%	96%	88%	88%	90%	95%	94%	88%	90%	95%	96%	95%	88%	96%	77%	99%	91%	95%	91%
																	Q					
	363	177	186	119	159	86	50	138	175	277	86	201	121	41	235	128	304	59	30	333	70	293
Yes - on a television set	73%	71%	74%	59%	82%	81%	61%	68%	81%	81%	54%	68%	78%	83%	78%	64%	76%	60%	76%	72%	74%	72%
					С	С			FG	J				K	0							
	334	188	147	133	133	69	48	125	161	238	96	184	112	39	208	127	286	48	37	298	78	256
Yes - on the Internet	67%	75%	59%	66%	68%	65%	59%	62%	75%	70%	61%	62%	72%	78%	69%	63%	71%	49%	93%	65%	83%	63%
	82	B 41	41	41	31	10	2	31	G 49	60	22	36	30	16	51	31	Q 70	12	16	66	U 27	55
Yes - on a mobile device	16%	17%	16%	21%	16%	9%	2%	16%	23%	18%	14%	12%	20%	31%	17%	16%	17%	12%	41%	14%	29%	14%
res - orra mobile device	1076	17 70	1076	2170	1076	370	270	1076	2370 F	1070	1470	12 /0	2076	KL	1770	1076	17 /0	1270	4170	1470	U 2976	1470
								-						INL							+	
	57	21	36	32	22	2	4	16	37	44	14	26	18	13	32	25	51	6	14	43	25	32
Yes - on a tablet device such as an iPad	11%	9%	14%	16%	12%	2%	5%	8%	17%	13%	9%	9%	12%	26%	11%	13%	13%	7%	37%	9%	27%	8%
				Е					G					KL							U	
																					1	
I do not plan to watch the Olympics this year	6	5	1	2	3	1	0	4	2	4	2	3	2	1	4	1	5	0	0	5	1	5
do not plan to water the digniples this year	1%	2%	0	1%	2%	0	0	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	0	1%	1%	1%	1%
			1		_				_										_			
I have not decided yet if I plan to watch the Olympics	35	8	26	18	5	12	10	16	9	16	18	28	6	1	11	23	12	23	0	35	4	30
this year	7%	3%	10%	9%	2%	11%	12%	8%	4%	5%	11%	9% M	4% M	1%	4%	12%	3%	23% P	-	8%	5%	7%
		1	A	1		D	1	1		1		M	M			N		۲			1	1

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

				1						ı		Brazil					1				T	
	Brazil	Ge	nder		Age		н	lousehold Incor	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	s Owner	Senior Execu Maker/	ıtive/Decision Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1010	447	563	500	337	173	264	714	32	385	625	163	549	298	409	601	676	334	120	890	174	836
Base: All Respondents (wtd)	500	245	255	271	152*	77*	203	294	3*	193	307	363	107	29	193	307	310	190	48*	452	71*	429
	419	206	212	232	120	66	173	243	3	160	259	306	88	25	155	263	260	158	43	375	62	357
Yes (Net)	84%	84%	83%	86%	79%	86%	85%	83%	81%	83%	84%	84%	82%	84%	80%	86%	84%	83%	90%	83%	86%	83%
	395	193	202	217	117	61	159	233	3	154	241	288	84	24	142	254	243	152	36	359	54	342
Yes - on a television set	79%	79%	79%	80%	77%	79%	79%	79%	81%	80%	79%	79%	78%	80%	73%	83%	79%	80%	75%	79%	75%	80%
	99	62	37	54	26	19	25	72	1	42	57	65	25	8	39	60	71	27	18	81	27	72
Yes - on the Internet	20%	25%	14%	20%	17%	25%	13%	24%	39%	22%	19%	18%	25	26%	20%	20%	23%	14%	37%	18%	37%	17%
res - on the internet	2076	2376 B	1470	2076	1770	2376	1370	2470 E	3570 F	22.70	1370	10 /0	2470	Z0 /6	2076	2076	2370	1470	S S	1070	U U	17 /0
	20	16	3	15	1	3	5	14	0	q	10	13	5	2	10	10	14	6	4	16	6	14
Yes - on a mobile device	4%	7%	1%	6%	1%	4%	3%	5%	12%	5%	3%	4%	5%	6%	5%	3%	4%	3%	8%	4%	9%	3%
		В							F													
Yes - on a tablet device such as an iPad	17	11	5	12	1	3	4	12	1	5	12	11	3	2	10	7	13	3	6	11	9	8
Too on a labor device sacinate anni ad	3%	5%	2%	4%	1%	4%	2%	4%	17%	2%	4%	3%	3%	6%	5%	2%	4%	2%	12%	2%	12%	2%
									FG					L					S		U	
							40				0.5					0.5		47				40
I do not plan to watch the Olympics this year	47 9%	26 11%	21 8%	23 8%	21 14%	3 4%	16 8%	31 10%	0 14%	23 12%	25 8%	37 10%	8	2 7%	22 11%	25 8%	30 10%	17 9%	3 7%	44 10%	6 8%	42 10%
	9%	11%	8%	8%	14%	4%	8%	10%	14%	12%	8%	10%	8%	7%	11%	8%	10%	9%	7%	10%	8%	10%
I have not decided yet if I plan to watch the Olympics	34	12	22	16	10	8	14	20	0	10	24	20	12	3	16	18	19	15	1	33	4	30
this year	7%	5%	9%	6%	7%	10%	7%	7%	5%	5%	8%	6%	11%	9%	8%	6%	6%	8%	3%	7%	6%	7%
													K									

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

												Italy										
	Italy	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emple	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	458	547	352	360	293	208	488	309	572	433	347	531	127	412	593	561	444	110	895	137	868
Base: All Respondents (wtd)	500	250	250	181	173	146	107	246	147	287	213	244	199	58	215	285	268	232	54*	446	67	433
	365	186	178	128	119	118	67	179	119	212	152	168	151	46	162	203	193	171	41	324	51	314
Yes (Net)	73%	74%	71%	71%	69%	81%	63%	73%	80%	74%	72%	69%	76%	79%	75%	71%	72%	74%	75%	73%	75%	73%
						CD		F	FG				K	K								
	350	181	169	123	114	114	64	170	116	205	145	163	143	44	157	193	185	165	38	311	49	301
Yes - on a television set	70%	72%	67%	68%	66%	78%	60%	69%	79%	71%	68%	67%	72%	76%	73%	68%	69%	71%	71%	70%	72%	70%
						CD		F	FG													
	56	30	26	21	18	17	9	28	19	29	27	19	28	9	28	28	32	24	9	47	11	45
Yes - on the Internet	11%	12%	11%	11%	10%	12%	8%	12%	13%	10%	13%	8%	14%	16%	13%	10%	12%	10%	16%	11%	17%	10%
	Q		4	5	4	3		5	2	4	4	2	K 4	K 2		4		3	0	8	U	
Yes - on a mobile device	2%	2%	2%	3%	0	2%	1%	2%	2%	2%	2%	1%	2%	4%	2%	1%	2%	1%	1%	2%	1%	2%
res - orra mobile device	270	270	270	D D	U	2 /0	1 /0	270	270	270	270	170	270	476 K	270	1 70	270	170	1 /0	2/0	1 70	270
														10								
	7	3	5	3	3	2	0	4	3	3	4	1	3	3	4	3	6	2	1	6	2	5
Yes - on a tablet device such as an iPad	1%	1%	2%	2%	2%	1%	0	2%	2%	1%	2%	1%	2%	5%	2%	1%	2%	1%	2%	1%	3%	1%
														KL								
I do not plan to watch the Olympics this year	71	31	41	27	30	14	22	34	16	40	32	35	29	8	25	46	38	34	6	65	8	63
January State Control of the State of the St	14%	12%	16%	15%	18%	10%	20%	14%	11%	14%	15%	14%	15%	14%	12%	16%	14%	15%	12%	15%	12%	15%
					E		GH															
							40		40	0.5			40		27	0.7		0.7	7			50
I have not decided yet if I plan to watch the Olympics this year	64 13%	33 13%	31 12%	27 15%	24 14%	14 9%	18 17%	33 13%	13 9%	35 12%	29 13%	41 17%	18 9%	4 8%	13%	37 13%	37 14%	27 12%	13%	57 13%	13%	56 13%
ulis yeal	13%	13%	12%	15%	14%	9%	17% H	13%	9%	12%	13%	1/%	9%	6%	13%	13%	14%	12%	13%	13%	13%	13%
			1	E	1	1	Н	1		1		LIVI	1		1		1			1	1	

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Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

														Rol	aium												
	Belgium	Ge	nder		Age		Н	ousehold Incor	ne	Marital	Status		Education	56		ome Earner	Empl	loyment	Busines	ss Owner		utive/Decisior /Leader	1	Region		Lang	guage
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		A	В	С	D	Е	F	G	н	1	J	K	L	M	N	0	P	Q	R	S	Т	U	V	W	Х	Y	Z
Base: All Respondents (unwtd)	503	252	251	191	171	141	190	192	121	147	356	128	222	153	297	206	301	202	11	492	33	470	185	139	179	322	181
Base: All Respondents (wtd)	500	251	249	184	162	154	192	194	114	150	350	172	186	142	297	203	292	208	10**	490	31*	469	177	134	189	328	172
	252	153	99	90	78	84	97	93	62	69	183	75	99	78	163	89	141	111	2	250	16	235	94	71	86	164	88
Yes (Net)	50%	61%	40%	49%	49%	55%	50%	48%	54%	46%	52%	43%	53%	55%	55%	44%	48%	53%	17%	51%	53%	50%	53%	53%	46%	50%	51%
		В													0												
	240	141	99	82	78	80	94	90	57	68	173	72	96	72	156	85	137	103	2	239	16	224	92	66	82	154	86
Yes - on a television set	48%	56%	40%	45%	49%	52%	49%	47%	50%	45%	49%	42%	52%	51%	52%	42%	47%	50%	17%	49%	53%	48%	52%	50%	43%	47%	50%
		В													0												
	51	35	16	22	14	15	15	21	15	13	38	6	21	24	31	20	34	17	1	50	4	46	19	17	15	33	18
Yes - on the Internet	10%	14%	7%	12%	9%	10%	8%	11%	13%	8%	11%	3%	11%	17%	11%	10%	12%	8%	9%	10%	14%	10%	11%	13%	8%	10%	10%
		В											K	K													
	9	9	0	6	3	1	2	1	6	2	7	1	3	4	8	2	5	4	0	9	1	8	3	2	4	7	2
Yes - on a mobile device	2%	4%	-	3%	2%	1%	1%	0	5%	1%	2%	1%	2%	3%	3%	1%	2%	2%	-	2%	3%	2%	2%	1%	2%	2%	1%
		В							FG																		
V.	10	9	1	5	3	1	2	3	5	2	8	0	2	7	6	3	8	2	0	10	0	10	4	5	1	5	4
Yes - on a tablet device such as an iPad	2%	4%	0	3%	2%	1%	1%	1%	5%	1%	2%	-	1%	5%	2%	2%	3%	1%	-	2%	-	2%	2%	3%	0	2%	3%
		В							F					KL										Х			
I do not play to watch the Obmains this was	154	57	97	69	44	40	56	60	38	52	102	71	45	38	81	74	98	57	6	148	11	143	53	33	68	100	54
I do not plan to watch the Olympics this year	31%	23%	39%	38%	27%	26%	29%	31%	33%	35%	29%	41%	24%	27%	27%	36%	33%	27%	58%	30%	35%	31%	30%	25%	36%	30%	32%
			A	DE								LM				N									W		
I have not decided yet if I plan to watch the Olympics	94	42	52	25	39	29	39	41	14	30	64	27	41	26	53	41	53	41	3	91	4	90	29	29	35	64	29
this year	19%	17%	21%	14%	24%	19%	20%	21%	13%	20%	18%	15%	22%	18%	18%	20%	18%	20%	25%	19%	12%	19%	17%	22%	19%	20%	17%
					С																						

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												All Countries	3									
		Ge	nder		Age		н	ousehold Inco	me	Marita	I Status		Education		Chief Inco	ome Earner	Emple	oyment	Busine	ss Owner	Senior Exec	utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C	D D	50 to 04	F	G	H	Mairied	J	K	Inecticin	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18623	9601	9022	7300	6276	5047	5736	7346	5097	8715	9399	5650	6391	6582	10600	8023	12679	5944	2091	16532	3464	15159
Base: All Respondents (wtd)	12000	5991	6009	5275	3882	2843	3886	4491	3324	5207	6293	4351	4120	3529	6473	5527	7958	4042	1238	10762	2012	9988
I will download a mobile app in order to watch the Games live.																						
	601	331	269	352	176	73	182	214	188	281	262	203	145	253	377	224	458	143	161	439	238	363
Strongly agree	5%	6%	4%	7%	5%	3%	5%	5%	6%	5%	4%	5%	4%	7%	6%	4%	6%	4%	13%	4%	12%	4%
		В		DE	E					J		L		KL	0		Q		S		U	
	1757	974	783	955	570	233	479	670	574	796	790	586	463	709	1010	747	1340	417	256	1501	458	1300
Somewhat agree	15%	16%	13%	18%	15%	8%	12%	15%	17%	15%	13%	13%	11%	20%	16%	14%	17%	10%	21%	14%	23%	13%
	2380	B	4400	DE	E	476	070	F	FG	J	4400	L	700	KL	0	4440	Q	770	S	0454	U	4040
Community of discourse	2380	1252 21%	1128	1087 21%	818 21%	17%	673 17%	929 21%	717 22%	1132	1122 18%	820	726	834 24%	1241	1140 21%	1611 20%	770 19%	227 18%	2154 20%	433	1948 20%
Somewhat disagree	20%	21% B	19%	21%	21% F	1770	1776	21%	22%	22% J	10%	19%	18%	24% KL	19%	2170	20%	19%	10%	20%	22%	20%
	7262	3433	3829	2881	2319	2062	2552	2678	1845	2998	4119	2743	2786	1733	3845	3416	4549	2713	594	6668	884	6378
Strongly disagree	61%	57%	64%	55%	60%	73%	66%	60%	56%	58%	65%	63%	68%	49%	59%	62%	57%	67%	48%	62%	44%	64%
			A		С	CD	GH	Н			I	M	KM			N		P	1070	R	,.	T
Summary																						
	2358	1306	1052	1307	745	306	661	884	762	1077	1052	788	608	962	1387	971	1798	560	417	1941	695	1663
Top2Box (Strongly/ Somewhat agree)	20%	22%	18%	25%	19%	11%	17%	20%	23%	21%	17%	18%	15%	27%	21%	18%	23%	14%	34%	18%	35%	17%
		В		DE	E			F	FG	J		L		KL	0		Q		S		U	
	9642	4685	4957	3968	3137	2537	3225	3607	2561	4130	5241	3563	3512	2567	5086	4556	6160	3482	821	8821	1317	8325
Low2Box (Strongly/ Somewhat disagree)	80%	78%	82%	75%	81%	89%	83%	80%	77%	79%	83%	82%	85%	73%	79%	82%	77%	86%	66%	82%	65%	83%
i .			A		С	CD	GH	Н				M	KM		1	N		P		R		T

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

	Total	Argentina		Belgium	Brazil	Canada	China	France		On a Data to					Japan	Mexico	Poland		Saudi Arabia	O	Court Koose	Spain		Turkey	United States
	lotal	Argentina	Australia	Belgium		Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan		Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden		
		A	В	С	D	E	F	G	Н		J	K	L	M	N	0	P	Q	R	S	T	U	v	W	Х
Base: All Respondents (unwtd)	18623	506	1001	503	1010	1002	1007	1008	1001	1007	1001	1001	503	1005	1010	503	500	505	509	506	511	1012	501	506	1005
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
I will download a mobile app in order to watch the Games live.																									
	601	16	13	5	41	10	49	12	8	12	17	103	32	11	8	30	24	23	58	22	25	13	15	31	23
Strongly agree	5%	3%	3%	1%	8%	2%	10%	2%	2%	2%	3%	21%	6%	2%	2%	6%	5%	5%	12%	4%	5%	3%	3%	6%	5%
		С		А	ABCEGHIJMNU\	/X ABC	EGHIJMNPQS	TUVX			CEHN	HIJLMNOPQ	RABCEGHIJMNU	J		BCEGHIMNU	CEGHIMNU	CEGHIMN	SHIJLMNOPQ:	CH	BCEGHIMNU			CEGHIMN	BCEGHIMNU
	1757	46	46	20	89	37	229	30	34	31	22	184	120	46	59	77	51	30	171	62	160	47	33	90	45
Somewhat agree	15%	9%	9%	4%	18%	7%	46%	6%	7%	6%	4%	37%	24%	9%	12%	15%	10%	6%	34%	12%	32%	9%	7%	18%	9%
		CJ	CGIJ	AB	CEGHIJMNPQL	CJ	HJKLMNOPQI	RSTUVWX	CJ		ABCDE	GHIJLMNOPC	EGHIJMNOPO	CGHIJQ	CEGHIJQV	CEGHIJMPQI	CGHIJQ	ABCD	EGHIJLMNOPQ	CEGHIJQ	GHIJLMNOPQ	CGHIJQ	AE	CEGHIJMPQL	U CGUQ
	2380	67	90	44	61	64	169	40	78	98	37	108	199	85	139	91	117	56	126	87	198	76	63	206	82
Somewhat disagree	20%	13%	18%	9%	12%	13%	34%	8%	16%	20%	7%	22%	40%	17%	28%	18%	23%	11%	25%	17%	40%	15%	13%	41%	16%
		CGJ	CDEGJQ		GJ	CGJ	GHIJKMOPQ	RSUVX	CGJQ	ACDEGHJQUV		ACDEGHJQUV	GHIJKMNOPO	CDEGJQ	DEGHIJKMOQ	CDEGJQ	CDEGHJMQU	J	CDEGHJMQU	CGJQ	GHIJKMNOPO	CGJ	GJ	GHIJKMNOPO	CEGJQ
	7262	370	350	431	310	389	53	418	381	359	424	104	150	358	295	302	308	392	144	329	117	365	389	173	350
Strongly disagree	61%	74%	70%	86%	62%	78%	11%	84%	76%	72%	85%	21%	30%	72%	59%	60%	62%	78%	29%	66%	23%	73%	78%	35%	70%
		DFKLNOPRTV	OFKLNOPRTW	IIKLMNOPQR	FKLRTW	KLMNOPRST	UWX ABDEF	HIKLMNOPQE	RIKLMNOPR	STOFKLNOPRTWII	KLMNOPQR	F	FKT	OFKLNOPRTV	FKLRTW	FKLRTW	FKLRTW	IKLMNOPRS*	T FK	FKLRTW	F	DFKLNOPRTV	FKLNOPRST	FKT	DFKLNOPRTW
Summary																									
	2358	62	59	25	130	47	278	42	41	43	39	288	151	57	67	106	75	52	229	84	185	60	48	121	69
Top2Box (Strongly/ Somewhat agree)	20%	12%	12%	5%	26%	9%	56%	8%	8%	9%	8%	58%	30%	11%	13%	21%	15%	10%	46%	17%	37%	12%	10%	24%	14%
		CGHIJ	CGHIJ	ABO	CEGHIJMNPQS	С	HIJLMNOPQR	С	С	С	С	HIJLMNOPQF	REGHIJMNOPQ	CGHIJ	CEGHIJ	CEGHIJMNPQ	CEGHIJQV	С	HIJLMNOPQS	CEGHIJQV	GHIJLMNOPQ	CGHIJ	С	CEGHIJMNPQ	N CEGHIJ
	9642	438	441	475	370	453	222	458	459	457	461	212	349	443	433	394	425	448	271	416	315	440	452	379	431
Low2Box (Strongly/ Somewhat disagree)	80%	88%	88%	95%	74%	91%	44%	92%	92%	91%	92%	42%	70%	89%	87%	79%	85%	90%	54%	83%	63%	88%	90%	76%	86%
		DFKLORTW	DFKLORTW	IJKLMNOPQI	F FKRT	FKLNOPRSTV	VX ABD	FKLMNOPRS'		ST-KLMNOPRST-I				DFKLORTW	DFKLORTW	FKLRT		DFKLOPRST	N FK	DFKLRT	FKR		DFKLOPRSTV	FKRT	DFKLORTW

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Global @dvisor Global @dvisor: Olympics SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

		North				G-8		Middle
	Total	America	LATAM	Europe	APAC	Countries	BRIC	East/Africa
		Α	В	С	D	Е	F	G
Base: All Respondents (unwtd)	18623	2007	2019	7538	5538	7543	3523	1521
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
I will download a mobile app in order to watch the								
Games live.								
	601	33	87	116	253	106	216	111
Strongly agree	5%	3%	6%	3%	7%	3%	11%	7%
			ACE		ACE		ABCDEG	ACE
	1757	83	212	313	827	312	531	323
Somewhat agree	15%	8%	14%	7%	24%	8%	27%	22%
			ACE		ABCE		ABCDEG	ABCE
	2380	145	219	637	959	640	393	420
Somewhat disagree	20%	15%	15%	14%	27%	16%	20%	28%
					ABCEF	С	ABCE	ABCEF
	7262	739	982	3433	1461	2942	859	646
Strongly disagree	61%	74%	65%	76%	42%	74%	43%	43%
		BDFG	DFG	ABDEFG		BDFG		
Summary								
	2358	116	298	429	1080	418	748	434
Top2Box (Strongly/ Somewhat agree)	20%	12%	20%	10%	31%	10%	37%	29%
		С	ACE		ABCE		ABCDEG	ABCE
	9642	884	1202	4071	2420	3582	1252	1066
Low2Box (Strongly/ Somewhat disagree)	80%	88%	80%	90%	69%	90%	63%	71%
		BDFG	DFG	ABDFG	F	BDFG		F

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Argentina										
	Argentina	Ge	ender		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	Е	F	G	Н	I	J	К	L	M	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	506	198	308	235	186	85	131	216	159	176	330	181	178	147	226	280	312	194	39	467	72	434
Base: All Respondents (wtd)	500	245	255	248	150	102*	157*	210	132*	167	333	327	119	55	215	285	280	220	36**	464	55*	445
I will download a mobile app in order to watch the Games live.																						
	16	8	8	9	5	2	7	5	4	3	13	8	4	4	5	11	11	5	2	14	4	12
Strongly agree	3%	3%	3%	4%	3%	2%	4%	2%	3%	2%	4%	2%	3%	8%	2%	4%	4%	2%	6%	3%	8%	3%
	46	25	21	25	15	6	13	15	18	15	31	30	10	7 7	22	25	32	15	4	42	5	42
Somewhat agree	9%	10%	8%	10%	10%	6%	8%	7%	14%	9%	9%	9%	8%	13%	10%	9%	11%	7%	12%	9%	8%	9%
	67	32	35	34	19	15	25	32	11	24	43	45	18	5	24	43	34	34	8	59	11	56
Somewhat disagree	13%	13%	14%	14%	13%	14%	16%	15%	8%	14%	13%	14%	15%	10%	11%	15%	12%	15%	23%	13%	20%	13%
	370	179	192	180	111	79	113	158	99	124	246	245	87	38	165	206	203	167	21	349	35	335
Strongly disagree	74%	73%	75%	73%	74%	78%	72%	75%	75%	75%	74%	75%	73%	70%	77%	72%	73%	76%	59%	75%	64%	75%
Summary																						
	62	34	29	34	20	8	20	20	22	18	44	37	14	11	27	36	43	19	6	56	9	54
Top2Box (Strongly/ Somewhat agree)	12%	14%	11%	14%	13%	8%	13%	10%	17%	11%	13%	11%	12%	21% KL	12%	13%	15%	9%	18%	12%	16%	12%
	438	211	226	214	130	94	138	190	110	148	289	289	105	44	188	249	237	201	30	408	46	391
Low2Box (Strongly/ Somewhat disagree)	88%	86%	89%	86%	87%	92%	87%	90%	83%	89%	87%	89%	88%	79%	88%	87%	85%	91%	82%	88%	84%	88%
,												M	М									1

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												India										
	India	Ge	nder		Age		н	lousehold Inco	ne	Marita	l Status		Education		Chief Inco	ome Earner	Emple	oyment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	831	170	733	236	32	219	505	277	652	349	4	48	949	808	193	952	49	297	704	665	336
Base: All Respondents (wtd)	500	258	242*	276	161	63**	121*	232	148*	316	184	5**	30**	465	333	167*	456	44**	145*	355	291	209
I will download a mobile app in order to watch the Games live.																						
	103	52	51	55	38	10	13	61	30	71	33	1	5	98	85	19	97	6	47	57	85	19
Strongly agree	21%	20%	21%	20%	24%	16%	10%	26%	20%	22%	18%	19%	16%	21%	25%	11%	21%	14%	32%	16%	29%	9%
								F							0				S		U	
	184	95	89	128	45	11	41	84	60	109	76	4	9	172	114	70	163	21	64	121	104	80
Somewhat agree	37%	37%	37%	46%	28%	18%	34%	36%	40%	34%	41%	81%	29%	37%	34%	42%	36%	48%	44%	34%	36%	38%
				D																		
	108	66	42	56	39	13	31	42	35	68	40	0	7	101	68	40	100	7	24	84	60	48
Somewhat disagree	22%	26%	17%	20%	24%	20%	25%	18%	24%	21%	22%	-	24%	22%	20%	24%	22%	17%	17%	24%	21%	23%
	104	45	60	37	39	29	37	44	23	69	35	0	0	95	66	38	95	9	11	93	42	63
Strongly disagree	21%	17%	25%	13%	24%	46%	31%	19%	16%	22%	19%	-	31%	20%	20%	23%	21%	21%	8%	26%	14%	30%
Strongly disagree	21/0	17 /0	2376	1376	C C	40 /0	GH	1370	1076	22 /0	1970	-	3170	20 /6	2076	23/0	21/0	21/0	0 /0	20% R	1470	30 %
Summary					Ü		OIT													- IX		
,	288	147	140	183	83	22	53	145	90	179	108	5	14	270	199	89	261	27	110	178	189	98
Top2Box (Strongly/ Somewhat agree)	58%	57%	58%	66%	52%	34%	44%	63%	61%	57%	59%	100%	45%	58%	60%	53%	57%	62%	76%	50%	65%	47%
				D				F	F										S		U	
	212	111	102	93	78	41	68	87	58	137	75	0	16	196	134	78	195	17	35	177	101	111
Low2Box (Strongly/ Somewhat disagree)	42%	43%	42%	34%	48%	66%	56%	37%	39%	43%	41%	-	55%	42%	40%	47%	43%	38%	24%	50%	35%	53%
· · · · · · · · · · · · · · · · · · ·					С		GH													R		Т

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Mexico										
												WIEXICO										
	Mexico																					cutive/Decision
	Mexico	Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	s Owner	Maker	r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C	D D	E	F	G	H	Indiffed	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	268	235	219	185	99	360	121	22	223	280	151	152	200	264	239	336	167	70	433	128	375
Base: All Respondents (wtd)	500	239	261	270	144	86*	404	84*	11**	186	314	321	103	76	241	259	286	214	44*	456	84*	416
I will download a mobile app in order to watch the Games live.																						
	30	15	15	19	9	2	25	4	2	11	19	17	6	7	17	13	21	9	5	25	8	22
Strongly agree	6%	6%	6%	7%	6%	2%	6%	4%	14%	6%	6%	5%	5%	9%	7%	5%	7%	4%	11%	6%	10%	5%
	77	42	35	49	21	6	57	18	1	36	40	52	14	11	38	39	53	24	7	70	17	59
Somewhat agree	15%	17%	13%	18% F	15%	7%	14%	21%	13%	20%	13%	16%	13%	14%	16%	15%	18%	11%	16%	15%	20%	14%
	91	46	45	57	23	12	73	15	4	30	61	55	20	17	37	54	46	46	9	82	17	74
Somewhat disagree	18%	19%	17%	21%	16%	14%	18%	17%	37%	16%	19%	17%	19%	22%	15%	21%	16%	21%	21%	18%	20%	18%
Somownar alsagree	1070	1070	1170	2170	1070	1170	1070	1770	0.70	1070	1070	11 70	1070	LL /U	1070	2170	1070	2170	2170	1070	2070	1070
	302	136	166	145	91	66	250	48	4	108	194	197	64	41	149	153	167	135	23	279	42	260
Strongly disagree	60%	57%	63%	54%	63%	77%	62%	57%	36%	58%	62%	61%	62%	54%	62%	59%	58%	63%	52%	61%	50%	63%
						С																Т
Summary																						
	106	56	50	69	30	8	82	22	3	47	59	69	19	18	54	52	73	33	12	95	25	81
Top2Box (Strongly/ Somewhat agree)	21%	24%	19%	25%	21%	9%	20%	26%	27%	26%	19%	21%	19%	24%	23%	20%	26%	15%	27%	21%	30%	20%
	394	182	211	E 204	113	79	323	63	8	138	255	252	84	58	186	207	Q 213	181	32	361	59	335
Low2Box (Strongly/ Somewhat disagree)	394 79%	76%	81%	201 75%	79%	91%	323 80%	74%	73%	74%	255 81%	79%	81%	76%	77%	80%	74%	181 85%	73%	79%	70%	80%
Low2Box (Strongry/ SomeWhat disagree)	1970	10%	0170	13%	1 370	91% CD	00%	14%	13%	7470	0170	19%	01%	10%	1170	00%	1470	65% P	1376	1970	10%	00%

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Spain										
	Spain	Ge	nder		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inc	ome Earner	Emple	oyment	Busines	s Owner		cutive/Decisio r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	rotai	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1012	478	534	352	435	225	639	323	50	528	484	659	86	267	504	508	592	420	67	945	88	924
Base: All Respondents (wtd)	500	252	248	205	190	106	306	166	28*	231	269	249	115*	137	252	248	298	202	32*	468	43*	457
I will download a mobile app in order to watch the Games live.																						
	13	7	5	7	4	1	6	6	0	6	7	6	0	7	9	4	10	2	3	10	4	9
Strongly agree	3%	3%	2%	3%	2%	1%	2%	4%	2%	2%	3%	2%	-	5%	3%	2%	3%	1%	8%	2%	8%	2%
														L			Q		S		U	
	47	30	17	23	18	6	25	16	6	19	28	25	8	14	26	21	28	19	1	46	5	43
Somewhat agree	9%	12% B	7%	11%	10%	6%	8%	10%	20%	8%	11%	10%	7%	10%	10%	8%	9%	10%	4%	10%	11%	9%
	76	В 44	32	38	24	14	46	25	F -	32	43	37	23	15	38	38	49	26	7	69		68
Somewhat disagree	15%	17%	13%	18%	13%	13%	15%	15%	16%	14%	16%	15%	20%	11%	15%	15%	16%	13%	20%	15%	18%	15%
Some mar disagree	1070	1770	1070	1070	1070	1070	1070	1070	1070	1170	1070	1070	M	1170	1070	1070	1070	1070	2070	1070	1070	1070
	365	170	194	138	143	84	228	119	17	175	190	181	83	101	179	186	211	154	22	343	27	337
Strongly disagree	73%	68%	78%	67%	76%	79%	75%	72%	62%	76%	71%	73%	73%	74%	71%	75%	71%	76%	67%	73%	63%	74%
			Α		С	С																T
Summary																						
L	60	38	22	30	23	8	31	22	6	24	35	31	8	20	35	25	38	22	4	56	8	52
Top2Box (Strongly/ Somewhat agree)	12%	15%	9%	14%	12%	7%	10%	13%	22%	11%	13%	12%	7%	15%	14%	10%	13%	11%	12%	12%	19%	11%
	440	B 214	226	175	167	98	274	144	22	207	233	218	106	116	217	224	260	180	28	412	35	405
Low2Box (Strongly/ Somewhat disagree)	440 88%	214 85%	91%	175 86%	88%	98	90%	87%	78%	89%	233 87%	218 88%	93%	116 85%	86%	90%	87%	180 89%	28 88%	412 88%	35 81%	405 89%
LOWZDOX (Ottorigiy/ Oomicwildt disagree)	00 /0	0076	J170	50%	0070	9376 C	90 /s	07 /0	1070	0376	07 70	00 /0	3370	00 /0	JU /6	3076	07 /0	03/0	0070	0070	3170	0370

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												South Africa										
	South Africa	Ge	ender		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busine	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	н	- 1	J	К	L	М	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	506	236	270	104	201	201	17	104	385	300	206	198	156	152	312	194	437	69	145	361	192	314
Base: All Respondents (wtd)	500	240*	260*	287*	122	91	34**	124*	342	218	282*	188*	143*	169*	272	228*	407	93**	116*	384	166*	334
I will download a mobile app in order to watch the Games live.																						
	22	6	16	15	5	2	0	6	16	13	9	12	7	3	17	4	21	1	5	17	4	18
Strongly agree	4%	3%	6%	5%	4%	2%	-	5%	5%	6%	3%	6%	5%	2%	6%	2%	5%	1%	4%	4%	3%	5%
	62	45	17	44	11	7	10	14	38	17	45	17	12	34	46	16	51	11	7	54	21	41
Somewhat agree	12%	19%	6%	15%	9%	7%	29%	11%	11%	8%	16%	9%	8%	20%	17%	7%	13%	12%	6%	14%	13%	12%
		В																				
	87	39	49	43	27	17	4	23	61	50	37	29	28	31	48	39	83	5	20	68	33	55
Somewhat disagree	17%	16%	19%	15%	22%	19%	12%	18%	18%	23%	13%	15%	19%	18%	18%	17%	20%	5%	17%	18%	20%	16%
	329	150	179	184	79	66	20	81	227	138	191	131	97	101	160	169	252	77	84	245	108	221
Strongly disagree	66%	62%	69%	64%	65%	72%	59%	66%	66%	63%	68%	70%	68%	60%	59%	74%	62%	82%	72%	64%	65%	66%
																N						
Summary																						
L	84	51	32	59	16	9	10	20	54	30	54	28	19	37	63	21	72	12	12	72	25	58
Top2Box (Strongly/ Somewhat agree)	17%	21%	12%	21% F	13%	9%	29%	16%	16%	14%	19%	15%	13%	22%	23% O	9%	18%	13%	11%	19%	15%	17%
	416	189	228	227	106	83	24	104	288	188	229	160	124	132	209	208	335	81	104	313	140	276
Low2Box (Strongly/ Somewhat disagree)	83%	79%	88%	79%	87%	91%	71%	84%	84%	86%	81%	85%	87%	78%	77%	91%	82%	87%	89%	81%	85%	83%
(_trongry, contential alongroo)	5575	.0,0	0070	1070	0.70	C		0170	0170	0070	0170	0070	0.70	.0,0		N N	OL 70	0.70	0070	0.70	0070	5575

SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Great Britain										
	Great Britain	Ge	nder		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inc	ome Earner	Empl	pyment	Busines	ss Owner		cutive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	1007	486	521	341	300	366	253	605	149	444	563	353	351	303	545	462	597	410	88	919	118	889
Base: All Respondents (wtd)	500	246	254	185	153	162	125	301	74	215	285	174	176	150	266	234	298	202	42*	458	57	443
I will download a mobile app in order to watch the Games live.																						
	12	6	5	7	4	0	3	7	2	5	7	3	3	6	5	7	8	4	0	12	2	10
Strongly agree	2%	3%	2%	4%	3%	0	3%	2%	2%	2%	2%	2%	2%	4%	2%	3%	3%	2%	-	3%	3%	2%
				E	E	_			_										_			<b></b> _
O	31	15	15	15	12	5	4	24	3	13	17	10	10	11	17	14	20	11	2	29	4	27
Somewhat agree	6%	6%	6%	8% E	8% F	3%	3%	8% F	4%	6%	6%	6%	6%	8%	6%	6%	7%	5%	5%	6%	6%	6%
	98	53	46	49	35	15	19	60	19	39	59	30	38	30	50	48	65	33	7	91	10	89
Somewhat disagree	20%	21%	18%	26%	23%	9%	15%	20%	25%	18%	21%	17%	21%	20%	19%	21%	22%	16%	16%	20%	17%	20%
Ť				E	E				F								Q					
	359	171	188	114	103	142	99	210	51	157	202	132	126	102	194	165	205	154	33	326	42	317
Strongly disagree	72%	70%	74%	62%	67%	88%	79%	70%	69%	73%	71%	76%	71%	68%	73%	70%	69%	76%	79%	71%	74%	72%
						CD	GH					M						P				
Summary							7							_								
T	43	22	21	22	16	5	- /	31	5	19	24	12	13	17	22	21	28	15	2	41	5	37
Top2Box (Strongly/ Somewhat agree)	9%	9%	8%	12% F	10% E	3%	6%	10%	6%	9%	8%	7%	7%	12%	8%	9%	9%	7%	5%	9%	9%	8%
	457	224	233	163	137	157	118	270	69	196	261	162	163	132	244	213	270	187	40	417	52	406
Low2Box (Strongly/ Somewhat disagree)	91%	91%	92%	88%	90%	97%	94%	90%	94%	91%	92%	93%	93%	88%	92%	91%	91%	93%	95%	91%	91%	92%
(ongry/ comornial alongroo)	0170	0.70	02.70	3070	0070	CD	G	3070	0.70	0.70	02,0	3070	0070	0070	02.70	0.70	0.70	5075	0070	0.73	0.70	0270

SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												us										
												08										
																						utive/Decision
	US	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	s Owner	Maker	r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C C	D D	50 to 64	F	G	H	Waitieu	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	466	539	304	291	410	171	241	593	574	431	430	284	291	549	456	630	375	103	902	117	888
Base: All Respondents (wtd)	500	247	253	182	149	169	76	110	314	277	223	232	127	141	262	238	312	188	53*	447	60	440
I will download a mobile app in order to watch the Games live.																						
	23	13	10	17	5	1	3	3	18	15	8	8	2	13	16	8	18	6	10	14	10	13
Strongly agree	5%	5%	4%	9%	4%	1%	4%	2%	6%	5%	4%	4%	2%	9%	6%	3%	6%	3%	18%	3%	17%	3%
				DE	E				G					KL	0				S		U	
	45	28	17	31	10	4	8	6	31	18	27	11	11	23	30	16	32	13	6	39	9	36
Somewhat agree	9%	11%	7%	17%	7%	2%	10%	6%	10%	7%	12%	5%	9%	17%	11%	7%	10%	7%	12%	9%	16%	8%
	82	B 48	34	DE 36	27	18	11	23	48	43	38	39	K 19	KL 24	O 40	42	53	28	8	73	U 10	72
Somewhat disagree	16%	19%	13%	20%	18%	11%	14%	21%	15%	16%	17%	17%	15%	17%	15%	17%	17%	15%	16%	16%	16%	16%
Somewhat disagree	1076	1970 B	1370	20% F	10% E	1170	1470	2170	1376	1076	17 /0	17.70	1376	17 /0	1376	17 /0	17 70	1376	1076	1076	1078	1078
	350	158	191	98	106	146	54	78	217	200	149	174	95	80	176	173	209	140	28	321	30	319
Strongly disagree	70%	64%	76%	54%	71%	86%	71%	71%	69%	72%	67%	75%	75%	57%	67%	73%	67%	75%	54%	72%	51%	73%
3,			A		С	CD						М	М					Р		R		Т
Summary																						
	69	41	27	48	15	5	11	9	49	33	36	20	13	36	46	23	50	19	16	53	20	49
Top2Box (Strongly/ Somewhat agree)	14%	17%	11%	26%	10%	3%	14%	8%	16%	12%	16%	8%	10%	26%	17%	10%	16%	10%	30%	12%	33%	11%
		В		DE	E				G					KL	0		Q		S		U	
	431	206	225	134	133	164	65	101	265	244	188	213	114	104	217	215	263	169	37	394	40	391
Low2Box (Strongly/ Somewhat disagree)	86%	83%	89%	74%	90%	97%	86%	92%	84%	88%	84%	92%	90%	74%	83%	90%	84%	90%	70%	88%	67%	89%
			A		С	CD		Н	1			M	M		1	N	1	P		R		Т

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

							1					Saudi Arabia	1									
	Saudi Arabia	Ge	nder		Age		F	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busine	ss Owner		cutive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	н	1	J	K	L	М	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	509	385	124	400	102	7	112	142	162	0	0	127	145	237	258	251	376	133	110	399	134	375
Base: All Respondents (wtd)	500	283	217	295	162*	43**	105*	117*	157*	.**	-**	127*	147*	225	239*	261	315	185*	96*	404	122*	378
I will download a mobile app in order to watch the Games live.																						
	58	36	22	35	17	6	19	13	14	0	0	21	9	27	34	24	44	14	27	31	24	33
Strongly agree	12%	13%	10%	12%	10%	14%	18%	11%	9%	-	-	17%	6%	12%	14%	9%	14%	7%	28%	8%	20%	9%
																			S		U	
	171	88	83	114	51	6	28	56	62	0	0	37	63	71	80	91	130	41	33	139	47	124
Somewhat agree	34%	31%	38%	39%	32%	14%	27%	48%	40%	-	-	29%	43%	32%	33%	35%	41%	22%	34%	34%	39%	33%
								F									Q					
	126	83	44	74	41	12	28	22	38	0	0	35	39	52	63	63	75	51	25	102	28	98
Somewhat disagree	25%	29%	20%	25%	25%	29%	27%	19%	24%	-	-	27%	27%	23%	27%	24%	24%	28%	26%	25%	23%	26%
	144	76		72	54	18			43	0	0	34	36	75	62	82	66	79	12	132		122
Channels discours	29%	76 27%	68 31%	25%	33%	43%	30 28%	26 23%	43 27%	-	-	27%	24%	33%	26%	32%	21%	43%	13%	33%	22 18%	32%
Strongly disagree	29%	2170	31%	25%	33%	43%	20%	23%	2170	-	-	2170	24%	33%	20%	32%	2170	43% D	13%	33% R	10%	32% T
Summary																		-		K		<u> </u>
Cumary	229	124	105	149	68	12	48	69	76	0	0	59	72	98	114	116	174	55	59	170	72	157
Top2Box (Strongly/ Somewhat agree)	46%	44%	48%	51%	42%	29%	45%	59%	48%	-	-	46%	49%	44%	48%	44%	55%	30%	62%	42%	59%	42%
, , , , , , , , , , , , , , , , , , , ,					-70												Q		S		U	
	271	159	112	146	94	30	58	48	81	0	0	69	75	127	125	145	141	130	37	234	50	220
Low2Box (Strongly/ Somewhat disagree)	54%	56%	52%	49%	58%	71%	55%	41%	52%	-	-	54%	51%	56%	52%	56%	45%	70%	38%	58%	41%	58%
· · · · · · · · · · · · · · · · · · ·																		P		R		Т

June 2012 Detailed Tables

## SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Canada																	
	Canada	Ge	nder		Age			lousehold Incon	ne	Marital	Status		Education		Chief Inco	ome Earner	Empl	loyment	Busine	ss Owner	Senior Execu		n						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA- PRAIRIES	CANADA-	CANADA-	BRITISH	NORTHWES		- CANADA
	Total	A	R	C C	D D	50 to 04	F	G	H	Married	Other	K	Medium	M	N	0	P	Q	R	S	T	U	V	W	X	Y	7	a	h
Base: All Respondents (unwtd)	1002	492	510	293	350	359	239	379	384	375	627	345	523	134	578	424	690	312	111	891	146	856	77	73	96	164	0	354	238
Base: All Respondents (wtd)	500	247	253	178	167	155	119	188	193	180	320	186	223	91	284	216	349	151	55	445	74	426	40°	37*	47*	82	.**	178	117
I will download a mobile app in order to watch the Games live.																													
	10	5	5	7	2	0	2	4	3	3	7	4	3	2	4	6	6	4	- 1	8	2	8	1	0	1	1	0	4	3
Strongly agree	2%	2%	2%	4%	1%	0	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	-	2%	1%	-	2%	3%
				DE																									
	37	21 8%	16 6%	25 14%	9 5%	2%	7%	15	14 7%	15 9%	22 7%	15 8%	15 7%	8	19 7%	19 9%	27 8%	10 7%	11%	31 7%	10%	30 7%	9%	5%	8%	6	0	16 9%	- 6
Somewhat agree	7%	076	676	DE	5% E	276	176	8%	176	9%	176	076	176	076	176	976	0%	176	1176	176	10%	176	976	3%	076	7%		976	5%
	64	41	23	33	17	14	16	22	26	15	48	19	26	19	41	23	45	19	6	58	9	54	3	3	9	12	0	21	16
Somewhat disagree	13%	16%	9%	18%	10%	9%	13%	12%	13%	8%	15%	10%	12%	21%	14%	11%	13%	12%	10%	13%	13%	13%	6%	8%	20%	14%	-	12%	14%
		В		DE							1			KL											VW				
	389	180	209	113	139	138	93	146	150	146	243	148	179	62	221	168	271	119	42	348	55	334	33	32	33	64	0	136	91
Strongly disagree	78%	73%	83%	63%	83%	89%	78%	78%	78%	81%	76%	80%	80%	68%	78%	78%	78%	78%	76%	78%	75%	78%	83%	87%	71%	77%	-	77%	78%
			A		С	CD						M	M											Х					
Summary						ļ				ļ				ļ	ļ				ļ								ļ		
	47	26	21	32	11	4	11	19	17	19	28	19	18	10	23	25	33	14	8	40	9	38	4	2	5	7	0	20	10
Top2Box (Strongly/ Somewhat agree)	9%	11%	8%	18% DE	7%	2%	9%	10%	9%	10%	9%	10%	8%	11%	8%	11%	10%	9%	14%	9%	13%	9%	10%	5%	10%	8%	-	11%	8%
	453	221	232	145	156	151	108	169	176	162	291	167	205	81	261	191	315	138	47	406	64	388	36	35	42	75	0	158	107
Low2Box (Strongly/ Somewhat disagree)	91%	89%	92%	82%	93%	98%	91%	90%	91%	90%	91%	90%	92%	89%	92%	89%	90%	91%	86%	91%	87%	91%	90%	95%	90%	92%		89%	92%
(g-,	0170	0376	UZ /6	02.76	C	CD	3176	5076	5176	5078	5176	3076	J2 /6	0576	J276	0976	5076	3176	- CO /6	3176	37 /6	3176	3076	5576	3076	5276		5576	32.70

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SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												France										
	France	Ge	nder		Age		н	lousehold Inco	ne	Marita	l Status		Education		Chief Inco	me Earner	Emplo	oyment	Busines	ss Owner		cutive/Decisio r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1008	489	519	353	338	317	252	554	202	342	666	388	310	310	622	386	618	390	24	984	43	965
Base: All Respondents (wtd)	500	247	253	191	169	141	129	276	95	163	337	167	208	124	306	194	307	193	12**	488	20*	480
I will download a mobile app in order to watch the Games live.																						
	12	7	5	5	5	1	4	5	3	4	8	4	5	3	8	4	7	4	1	10	2	9
Strongly agree	2%	3%	2%	3%	3%	1%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	12%	2%	12%	2%
																					U	
	30	20	11	19	9	2	9	16	6	9	21	11	13	6	24	6	23	7	2	28	1	29
Somewhat agree	6%	8%	4%	10%	5%	2%	7%	6%	6%	6%	6%	7%	6%	5%	8%	3%	7%	4%	14%	6%	5%	6%
		В		DE	E										0		Q					
	40	23	17	21	13	6	10	22	9	10	30	12	16	12	25	15	25	15	0	40	2	38
Somewhat disagree	8%	9%	7%	11%	8%	4%	8%	8%	9%	6%	9%	7%	8%	10%	8%	8%	8%	8%	3%	8%	8%	8%
				E															_			<del></del>
Out of Process	418	198	220	145	142	131	107	234	77	140	278	141	174	103	249	169	252	166	9	409	15	403
Strongly disagree	84%	80%	87% A	76%	84% C	93% CD	83%	85%	82%	86%	82%	84%	84%	83%	81%	87% N	82%	86%	71%	84%	74%	84%
Summary			А		C	CD										IN						
Summary	42	26	16	24	14	4	12	21	9	13	29	15	18	9	32	10	30	12	3	39	3	38
Top2Box (Strongly/ Somewhat agree)	8%	11%	6%	13%	8%	3%	10%	8%	9%	8%	9%	9%	9%	7%	11%	5%	10%	6%	26%	8%	18%	8%
Topeson (outsingly, comountal agree)	570	В	370	15% F	F.	570	.070	370	570	370	570	370	570	. 70	0	370	Q	370	2370	370	U	- 370
	458	221	237	166	155	137	117	256	86	150	308	152	190	115	274	184	276	182	9	449	16	442
Low2Box (Strongly/ Somewhat disagree)	92%	89%	94%	87%	92%	97%	90%	92%	91%	92%	91%	91%	91%	93%	89%	95%	90%	94%	74%	92%	82%	92%
			A			CD										N	1	P	.,,,			T

SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

		1																				
				T								Germany					T					
																						utive/Decision
	Germany	Ge	ender		Age		ŀ	lousehold Inco	me	Marita	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Maker	/Leader
																		Not				
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1001	484	517	306	380	315	359	273	160	275	726	237	595	169	735	266	630	371	67	934	122	879
Base: All Respondents (wtd)	500	252	248	172	183	145	179	136	81	131	369	113	285	101	364	136	311	189	34*	466	62	438
I will download a mobile app in order to watch the Games live.																						
	8	4	3	3	4	0	2	1	2	4	4	0	4	4	6	2	5	2	1	6	1	6
Strongly agree	2%	2%	1%	2%	2%	0	1%	1%	3%	3%	1%	0	1%	4%	2%	1%	2%	1%	4%	1%	2%	1%
					E					J				K								
	34	21	12	16	12	6	9	13	7	7	27	8	18	7	25	9	24	9	5	29	9	24
Somewhat agree	7%	8%	5%	10%	6%	4%	5%	9%	9%	5%	7%	7%	6%	7%	7%	6%	8%	5%	14%	6%	15%	6%
		В		E				F											S		U	
	78	41	36	35	32	10	26	21	12	19	59	19	42	17	57	21	48	30	6	72	15	63
Somewhat disagree	16%	16%	15%	20% F	18% F	7%	15%	15%	15%	14%	16%	17%	15%	17%	16%	15%	15%	16%	17%	15%	24% U	14%
	381	185	196	117	135	129	141	101	59	102	279	86	221	74	276	105	234	147	23	358	37	345
Strongly disagree	76%	73%	79%	68%	74%	89%	79%	75%	74%	78%	76%	76%	78%	73%	76%	77%	75%	78%	66%	77%	59%	79%
Ottorigiy disagree	7070	1370	A	0070	7470	CD	1370	1370	7470	7070	7070	7070	7070	1370	7070	7770	1370	7070	0070	R	3370	7 570 T
Summary			7.			00																
	41	26	16	20	16	6	11	14	9	10	31	8	22	11	31	10	30	12	6	35	11	31
Top2Box (Strongly/ Somewhat agree)	8%	10%	6%	12%	9%	4%	6%	10%	12%	8%	8%	7%	8%	11%	8%	8%	10%	6%	17%	8%	17%	7%
		В		E	E				F										S		U	
	459	227	232	152	167	139	168	122	71	120	338	105	263	90	333	126	281	177	28	430	51	408
Low2Box (Strongly/ Somewhat disagree)	92%	90%	94%	88%	91%	96%	94%	90%	88%	92%	92%	93%	92%	89%	92%	92%	90%	94%	83%	92%	83%	93%
			A			CD	Н													R		T

June 2012 Detailed Tables

SOCIALOGUE

[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

															Aus	stralia													
	Australia	Ge	nder		Age		н	lousehold Incon	ne	Marita	l Status		Education		Chief Inco	ome Earner	Empl	loyment	Busine	ss Owner		utive/Decision /Leader	,			REGION			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other		Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON- METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U	V	W	X	Y	Z	а	b
Base: All Respondents (unwtd)	1001	443	558	268	293	440	264	516	221	521	480	331	325	345	546	455	606	395	122	879	148	853	659	342	313	341	190	78	79
Base: All Respondents (wtd)	500	248	252	197	145	158	143	257	100	222	278	131	294	74	273	227	299	201	64*	436	69°	431	325	175	149	177	96	38*	41*
I will download a mobile app in order to watch the Games live.																													
	13	8	5	10	1	2	3	7	3	7	6	5	6	3	7	6	10	3	2	11	3	10	11	2	6	5	1	0	1
Strongly agree	3%	3%	2%	5%	1%	1%	2%	3%	3%	3%	2%	4%	2%	3%	3%	3%	3%	1%	4%	2%	4%	2%	3%	1%	4%	3%	1%	1%	1%
				DE																									
	46	22	25	25	14	7	12	22	13	20	26	7	10%	11	31	15 7%	34	12	10	37	10	36	28	18	19	11	14	0	2
Somewhat agree	9%	9%	10%	13%	10%	4%	8%	8%	13%	9%	9%	5%	10%	15% K	12%	7%	12% Q	6%	15%	8%	14%	8%	9%	10%	13% Ya	6%	15% Ya	-	4%
	90	50	40	45	23	22	26	53	11	31	50	23	52	15	43	47	54	36	10	80	13	77	67	24	29	31	12	9	- 0
Somewhat disagree	18%	20%	16%	23%	16%	14%	18%	21%	12%	14%	21%	18%	18%	20%	16%	21%	18%	18%	16%	18%	19%	18%	21%	13%	20%	17%	13%	24%	23%
Contenta disagree	1070	2070	1070	E	1070	14%	1070	H	12.70	1470	1	1070	1070	20%	10%	2170	1070	1070	1070	1070	1070	1070	W	1070	2070	1170	1070	2470	2070
	350	169	182	116	107	127	102	175	73	163	187	97	208	46	191	159	201	150	41	309	43	308	219	131	95	129	69	28	29
Strongly disagree	70%	68%	72%	59%	74%	80%	72%	68%	73%	74%	67%	74%	71%	62%	70%	70%	67%	75%	65%	71%	62%	71%	68%	75%	64%	73%	72%	75%	72%
					С	С						M	M					P											
Summary															I				I										
	59	29	30	35	15	9	15	29	15	27	32	11	35	13	39	21	45	15	12	48	13	47	39	21	25	17	15	0	2
Top2Box (Strongly/ Somewhat agree)	12%	12%	12%	18%	11%	6%	11%	11%	15%	12%	12%	9%	12%	18%	14%	9%	15%	7%	19%	11%	18%	11%	12%	12%	17%	9%	16%	1%	6%
				E										KL			Q				U				Ya		а		
	441	219	222	162	130	149	128	228	85	194	246	120	260	61	234	207	254	186	52	389	56	384	286	155	124	160	81	37	39
Low2Box (Strongly/ Somewhat disagree)	88%	88%	88%	82%	89%	94%	89%	89%	85%	88%	88%	91% M	88% M	82%	86%	91%	85%	93%	81%	89%	82%	89%	88%	88%	83%	91%	84%	99%	94%
						C						M	M					P				T				X		XZ	

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Japan										
	Japan	Ge	nder		Age		н	ousehold Inco	me	Marita	I Status		Education		Chief Inc	ome Earner	Empl	oyment	Busines	ss Owner		utive/Decisio
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C	D D	E E	F	G	H	Married	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1010	533	477	304	350	356	592	349	69	569	441	341	215	454	518	492	685	325	121	889	147	863
Base: All Respondents (wtd)	500	251	249	185	155	160	298	169	33*	268	232	171	106	223	244	256	331	169	56	444	67	433
I will download a mobile app in order to watch the Games live.																						
	8	5	3	4	2	2	3	4	2	5	3	2	2	5	6	2	6	2	1	7	3	5
Strongly agree	2%	2%	1%	2%	1%	1%	1%	2%	5%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	5%	1%
									F						0						U	
	59	33	26	27	18	14	36	19	3	28	30	15	10	33	35	23	41	17	7	52	8	50
Somewhat agree	12%	13%	10%	15%	11%	9%	12%	11%	10%	11%	13%	9%	10%	15% K	15% O	9%	13%	10%	13%	12%	13%	12%
	139	70	69	54	41	44	79	50	10	79	60	48	28	62	67	71	93	46	16	122	20	119
Somewhat disagree	28%	28%	28%	29%	26%	27%	26%	29%	31%	30%	26%	28%	27%	28%	28%	28%	28%	27%	29%	28%	30%	27%
			-0.0						0.70													
	295	143	151	100	95	100	181	96	18	156	139	106	66	123	135	160	190	105	32	263	35	260
Strongly disagree	59%	57%	61%	54%	61%	63%	61%	57%	54%	58%	60%	62%	62%	55%	55%	62%	57%	62%	56%	59%	52%	60%
						С										N						
Summary																						
	67	38	29	31	19	16	39	23	5	33	34	17	12	38	41	25	48	19	8	59	12	55
Top2Box (Strongly/ Somewhat agree)	13%	15%	12%	17%	12%	10%	13%	14%	15%	12%	15%	10%	11%	17%	17%	10%	14%	11%	14%	13%	18%	13%
	433	213	220	154	135	144	259	146	28	235	198	154	94	K 185	O 202	231	283	150	48	385	55	378
Low2Box (Strongly/ Somewhat disagree)	433 87%	85%	88%	83%	88%	90%	259 87%	86%	85%	88%	85%	90%	89%	83%	83%	90%	86%	89%	86%	87%	82%	87%
Lone Don (Grongly, Gomernial disagree)	57.70	3370	3070	3370	5070	C	5770	5576	5570	3070	5576	M	5370	3370	3370	N	3070	5370	3370	31 /6	32.70	37 70

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

South Korea   Gender	C D		Но	ousehold Income				South Korea										
Total   Male   Fema	Under 35 35 to 4		Но	ousehold Income														
A B Base: All Respondents (unwtd)   511   263   248	C D	to 40				Marital	Status		Education		Chief Inco	ne Earner	Emplo	yment	Busines	s Owner	Senior Execu	utive/Decision /Leader
Base: All Respondents (unwtd)         511         283         248           Base: All Respondents (wtd)         500         252         248           I will download a mobile app in order to watch the Games live.         25         11         14           Strongly agree         5%         4%         6%           160         87         73           Somewhat agree         32%         34%         30%           Somewhat disagree         40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary         185         98         87			Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (wtd)   500   252   248     Will download a mobile app in order to watch the Games live.		D E	F	G	н	- 1	J	К	L	М	N	0	Р	Q	R	S	Т	U
Twill download a mobile app in order to watch the Games live.   25   11   14	167 202	202 142	79	209	223	319	192	15	155	341	289	222	378	133	66	445	109	402
Games live.           Strongly agree         25         11         14           5%         4%         6%           160         87         73           Somewhat agree         32%         34%         30%           198         102         96           40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary         185         98         87	211 179	179 111	88*	204	209	278	222	20**	158	321	263	237	351	149	58*	442	96	404
Strongly agree         5%         4%         6%           160         87         73           Somewhat agree         32%         34%         30%           198         102         96           40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary         185         98         87																		
160 87 73   32% 34% 30%   32% 34% 30%   198 102 96   32% 41% 39%   34% 39%   198 102 96   32% 21% 25% 23% 21% 26%   24% 26%   24% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26%   25% 28% 21% 26% 26%   25% 28% 21% 26% 26%   25% 28% 21% 26% 26% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	15 8	8 2	3	12	9	9	15	1	11	13	9	16	16	9	6	19	6	19
Somewhat agree         32%         34%         30%           198         102         96           40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary         185         98         87	7% 4%	4% 2%	4%	6%	4%	3%	7%	7%	7%	4%	3%	7%	4%	6%	11%	4%	7%	5%
Somewhat agree         32%         34%         30%           Somewhat disagree         198         102         96           40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary         185         98         87															S			
198   102   96	65 52		29	65	66	98	62	2	46	112	98	62	124	36	23	137	40	119
Somewhat disagree         40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary           185         98         87	31% 29%	29% 39%	33%	32%	31%	35%	28%	11%	29%	35%	37% O	26%	35% Q	24%	40%	31%	42% U	30%
Somewhat disagree         40%         41%         39%           117         52         65           Strongly disagree         23%         21%         26%           Summary           185         98         87	74 81	81 43	28	78	93	122	77	11	58	130	104	94	134	65	16	182	31	167
117   52   65	35% 45%		32%	38%	45%	44%	35%	52%	37%	40%	40%	40%	38%	43%	28%	41%	32%	41%
Strongly disagree         23%         21%         26%           Summary         185         98         87	0070 1070	1070 0070	0270	0070	1070	J	0070	0270	01.70	1070	1070	1070	0070	1070	2070	1170	0E70	
Summary 185 98 87	57 38	38 23	28	48	41	48	69	6	44	67	52	65	77	39	12	105	18	98
185 98 87	27% 21%	21% 20%	31%	24%	20%	17%	31%	29%	28%	21%	20%	27%	22%	26%	21%	24%	19%	24%
185 98 87			Н				ı											
Top2Box (Strongly/ Somewhat agree) 37% 39% 35%	79 60		32	78	75	108	77	4	56	125	106	78	140	45	29	155	47	138
		34% 41%	37%	38%	36%	39%	35%	18%	35%	39%	40%	33%	40%	30%	51%	35%	49%	34%
	38% 34%														S		U	
315 155 161			56	126	134	170	145	16	102	197	157	159	211	104	28	287	49	266
Low2Box (Strongly/ Somewhat disagree) 63% 61% 65%	131 119	56% 59%	63%	62%	64%	61%	65%	82%	65%	61%	60%	67%	60%	70%	49%	65% R	51%	66%

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

	1	1																				
				1			1			<u> </u>		Russia										
																					Senior Exec	cutive/Decision
	Russia	Ge	ender		Age		н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	me Earner	Emple	oyment	Busines	s Owner	Maker	r/Leader
																		Not				
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
		А	В	С	D	Е	F	G	Н	I	J	К	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	505	243	262	147	208	150	25	39	441	256	249	83	288	134	311	194	466	39	31	474	76	429
Base: All Respondents (wtd)	500	240	260	211	175	114	32**	40*	428	242	258	146*	266	88	292	208	460	40**	29**	471	71*	429
I will download a mobile app in order to watch the Games live.																						
	23	14	9	10	9	4	5	1	17	11	11	6	14	2	15	7	20	3	2	20	4	18
Strongly agree	5%	6%	3%	5%	5%	4%	14%	3%	4%	5%	4%	4%	5%	3%	5%	4%	4%	8%	9%	4%	6%	4%
						_								_							-	
0	30	12 5%	17 7%	11 5%	13 8%	6 5%	1 4%	9%	24 6%	14 6%	15 6%	10 7%	18 7%	3%	15 5%	15	28 6%	3%	3 10%	27 6%	10%	22 5%
Somewhat agree	6%	5%	170	5%	070	5%	476	9%	0%	0%	0%	170	170	370	5%	7%	0%	370	10%	070	10%	5%
	56	38	17	16	25	15	1	2	53	37	19	19	26	11	35	21	50	6	2	53	7	48
Somewhat disagree	11%	16%	7%	8%	14%	13%	4%	4%	12%	15%	7%	13%	10%	12%	12%	10%	11%	14%	7%	11%	10%	11%
		В								J												
	392	176	216	174	128	90	25	34	334	180	212	111	208	73	228	165	363	29	21	371	53	340
Strongly disagree	78%	73%	83%	83%	73%	78%	77%	84%	78%	74%	82%	76%	78%	82%	78%	79%	79%	74%	74%	79%	74%	79%
2			A																			
Summary	52	26	26	20	22	10		5	42	25	27	16	32	4	30	22	48	4	5	47	12	41
Top2Box (Strongly/ Somewhat agree)	10%	11%	10%	10%	13%	9%	19%	12%	10%	10%	10%	11%	12%	5%	10%	11%	10%	11%	19%	10%	16%	10%
Tupzbux (Strongry/ Somewhat agree)	10%	1176	10%	10%	13%	370	1976	1270	10%	10%	10%	1170	12% M	376	10%	1176	10%	1170	1970	10%	10%	10%
	448	214	233	191	153	104	26	35	386	217	231	130	234	84	262	185	413	35	24	424	60	388
Low2Box (Strongly/ Somewhat disagree)	90%	89%	90%	90%	87%	91%	81%	88%	90%	90%	90%	89%	88%	95%	90%	89%	90%	89%	81%	90%	84%	90%
														L								

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Sweden										
	Sweden	Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	Е	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	242	259	160	163	178	211	237	53	145	356	327	80	94	330	171	307	194	44	457	63	438
Base: All Respondents (wtd)	500	254	246	185*	162*	152*	169*	255	76*	159*	341	105	263*	133*	343	157*	339	161*	46**	454	68*	432
I will download a mobile app in order to watch the Games live.																						
	15	10	6	8	3	4	10	4	2	2	13	3	9	4	13	2	4	11	4	11	6	10
Strongly agree	3%	4%	2%	4%	2%	2%	6%	2%	2%	1%	4%	3%	3%	3%	4%	2%	1%	7% D	10%	2%	9%	2%
	33	22	10	5	21	7	6	16	11	19	14	5	12	16	22	10	25	7	3	29	U	24
Somewhat agree	7%	9%	4%	3%	13%	5%	3%	6%	15%	12%	4%	5%	4%	12%	7%	7%	7%	5%	7%	6%	13%	5%
comernal agree	- 7,0	070	170	0,0	C	070	0,0	0,0	F	J	170	0,0	1,0	K	1 70	170	1 70	0,0	170	0,0	10,0	- 0,0
	63	50	13	27	26	9	12	46	5	13	50	9	39	15	54	9	45	18	10	53	10	53
Somewhat disagree	13%	20%	5%	15%	16%	6%	7%	18%	6%	8%	15%	8%	15%	12%	16%	6%	13%	11%	21%	12%	15%	12%
		В						F							0							
	389	171	218	145	112	132	141	190	58	125	265	88	204	97	254	135	264	125	29	360	43	346
Strongly disagree	78%	68%	88% A	78%	69%	87% D	84%	74%	77%	79%	78%	84% M	78%	74%	74%	86% N	78%	78%	63%	79%	63%	80% T
Summary			A			U						IVI				IN						
Summary	48	32	16	13	24	11	16	20	13	21	27	8	20	20	35	13	30	18	8	40	15	33
Top2Box (Strongly/ Somewhat agree)	10%	13%	7%	7%	15%	7%	9%	8%	17%	13%	8%	8%	8%	15%	10%	8%	9%	11%	17%	9%	22%	8%
, , , , , , , , , , , , , , , , , , , ,					7.0	,,,						,,,									U	
	452	222	230	172	138	141	154	235	63	137	315	97	242	113	308	144	309	143	38	414	53	399
Low2Box (Strongly/ Somewhat disagree)	90%	87%	93%	93%	85%	93%	91%	92%	83%	87%	92%	92%	92%	85%	90%	92%	91%	89%	83%	91%	78%	92%
																						T

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Indonesia										
	Indonesia	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	Р	Q	R	S	T	U
Base: All Respondents (unwtd)	503	264	239	197	221	85	66	269	168	348	155	188	28	287	263	240	444	59	57	446	130	373
Base: All Respondents (wtd)	500	250	250	282	166	53*	98*	267	136	294	206	210	29**	261	238	262	432	68*	50*	450	114	386
I will download a mobile app in order to watch the Games live.																						
	32	20	11	20	11	1	9	15	8	21	11	16	3	13	21	11	30	2	5	26	12	20
Strongly agree	6%	8%	5%	7%	6%	2%	9%	5%	6%	7%	5%	7%	10%	5%	9%	4%	7%	3%	11%	6%	10%	5%
	120	64	56	60	46	14	25	55	39	73	47	43	6	71	59	61	101	19	12	107	36	83
Somewhat agree	24%	26%	22%	21%	28%	26%	26%	21%	29%	25%	23%	20%	20%	27%	25%	23%	23%	28%	25%	24%	32% U	22%
	199	89	110	117	62	20	36	116	47	113	86	89	6	104	89	111	180	19	19	181	44	156
Somewhat disagree	40%	36%	44%	42%	37%	39%	37%	44%	35%	38%	42%	42%	22%	40%	37%	42%	42%	28%	37%	40%	38%	40%
	150	77	73	85	47	17	28	81	41	88	61	63	14	73	70	79	122	28	13	136	22	127
Strongly disagree	30%	31%	29%	30%	28%	33%	29%	30%	30%	30%	30%	30%	48%	28%	30%	30%	28%	41%	27%	30%	19%	33%
																						T
Summary																						
Top2Box (Strongly/ Somewhat agree)	151 30%	84 34%	67 27%	79 28%	57 34%	15 29%	34 35%	69 26%	48 35%	93 32%	58 28%	58 28%	9 30%	84 32%	79 33%	72 28%	130 30%	21 31%	18 36%	133 30%	48 42%	103 27%
Topzbox (Strongly/ Somewhat agree)	30%	34%	2176	20%	34%	2370	35%	20%	33%	3270	2070	20%	30%	32%	33%	2070	30%	31%	30%	30%	42% U	2170
	349	166	183	202	109	38	64	197	88	201	148	152	20	177	159	190	302	47	32	317	66	283
Low2Box (Strongly/ Somewhat disagree)	70%	66%	73%	72%	66%	71%	65%	74%	65%	68%	72%	72%	70%	68%	67%	72%	70%	69%	64%	70%	58%	73%
		1		1			1	1		1			1		1	1	1	1		1		T

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Turkey										
	Turkey	Ge	ender		Age			lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busine	ss Owner		cutive/Decisior r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	rotar	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	407	99	407	90	9	45	216	245	205	301	155	69	282	290	216	349	157	66	440	181	325
Base: All Respondents (wtd)	500	252	248*	263	188**	49**	30**	194*	276*	269*	231	170*	59*	270*	235	265*	301	199*	51*	449	142*	358*
I will download a mobile app in order to watch the Games live.																						
	31	24	8	24	7	0	7	10	14	14	18	11	3	17	20	12	25	7	13	19	19	12
Strongly agree	6%	9%	3%	9%	4%	-	24%	5%	5%	5%	8%	6%	5%	6%	8%	4%	8%	3%	24%	4%	13%	3%
																			S		U	
	90	62	28	62	23	4	9	39	42	31	59	31	14	45	52	37	60	30	14	76	34	55
Somewhat agree	18%	24%	11%	24%	12%	8%	31%	20%	15%	12%	25%	18%	23%	17%	22%	14%	20%	15%	27%	17%	24%	15%
	206	86	120	76	97	33	8	73	125	146	60	84	14	108	80	126	105	101	9	197	46	160
Somewhat disagree	41%	34%	48%	29%	51%	67%	26%	38%	45%	54%	26%	49%	24%	40%	34%	48%	35%	51%	17%	44%	32%	45%
Comownat disagree	-1170	0170	1070	2070	0170	0.70	2070	0070	1070	J	2070	L	21,0	1070	0170	1070	0070	0170	1770	R	0270	1070
	173	81	92	100	61	12	5	72	95	78	95	45	28	100	83	90	112	61	16	157	43	130
Strongly disagree	35%	32%	37%	38%	32%	25%	18%	37%	35%	29%	41%	26%	48%	37%	35%	34%	37%	31%	31%	35%	30%	36%
Summary																						
	121	86	36	86	31	4	16	49	56	45	76	42	17	62	72	49	85	36	26	95	54	68
Top2Box (Strongly/ Somewhat agree)	24%	34%	14%	33%	16%	8%	55%	25%	20%	17%	33%	25%	28%	23%	31%	19%	28%	18%	51%	21%	38%	19%
	270	B	242	470	457	45	42	140	220	224	455	400	42	200	400	246	246	460	S	254	U	200
Low2Box (Strongly/ Somewhat disagree)	379 76%	166 66%	212 86%	176 67%	157 84%	45 92%	13 45%	146 75%	220 80%	224 83%	155 67%	128 75%	43 72%	208 77%	163 69%	216 81%	216 72%	162 82%	25 49%	354 79%	89 62%	290 81%
Lowzbox (Strongry/ Somewhat disagree)	10%	00%	00% A	0/76	04%	3270	+5%	15%	00%	03%	0/76	13%	1270	1170	09%	01%	1270	0270	4370	79% R	02%	01% T

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Hungary										
	Hungary	Ge	nder		Age		н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emple	oyment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	477	524	340	278	383	564	289	6	373	628	341	489	171	505	496	539	462	71	930	67	934
Base: All Respondents (wtd)	500	244	256	202	137	162	278	145	3**	172	328	130	294	77	244	256	272	228	35*	465	34*	466
I will download a mobile app in order to watch the Games live.																						
	17	10	7	7	4	6	12	3	0	5	12	7	9	2	6	11	6	12	1	16	1	16
Strongly agree	3%	4%	3%	4%	3%	4%	4%	2%	-	3%	4%	5%	3%	2%	3%	4%	2%	5%	3%	3%	4%	3%
																		P				
	22	13	8	11	6	5	9	7	2	4	17	7	9	5	12	10	13	9	2	20	2	20
Somewhat agree	4%	5%	3%	5%	4%	3%	3%	5%	52%	2%	5%	5%	3%	7%	5%	4%	5%	4%	5%	4%	5%	4%
											1			L								
	37	20	17	13	10	13	19	12	0	15	22	11	21	5	20	17	23	14	2	35	0	36
Somewhat disagree	7%	8%	7%	7%	7%	8%	7%	8%	16%	9%	7%	9%	7%	6%	8%	7%	9%	6%	6%	7%	1%	8%
																						T
Out of Process	424	201	224	170	116	138	238	123	1	149	276	104	255	65	206	218	231	194	31	394	31	394
Strongly disagree	85%	82%	87%	84%	85%	85%	86%	85%	32%	86%	84%	81%	87% K	85%	84%	85%	85%	85%	87%	85%	90%	85%
Summan.			A										K									
Summary	39	24	15	18	10	11	21	10	2	q	30	14	18	7	18	21	18	21	3	36	3	36
Top2Box (Strongly/ Somewhat agree)	8%	10%	6%	9%	7%	7%	8%	7%	52%	5%	9%	11%	6%	9%	7%	8%	7%	9%	7%	8%	9%	8%
Topzbox (Ottorigiy/ Contewtlat agree)	578	1076 B	370	370	7.70	, 70	370	1 /0	3270	370	370	1170	070	370	1 /0	370	1 70	370	7.70	0 /0	370	0 /0
	461	220	241	184	127	151	257	135	1	164	298	116	276	70	226	235	254	207	33	429	31	430
Low2Box (Strongly/ Somewhat disagree)	92%	90%	94%	91%	93%	93%	92%	93%	48%	95%	91%	89%	94%	91%	93%	92%	93%	91%	93%	92%	91%	92%
	2270	2070	A	2170	2370	2370		2570	.570	10,0	-170	2370	K	2170	2370	-22/0	2070	2170	2370	3270	3170	3270

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Poland										
												roland									0	utive/Decision
	Poland	Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	s Owner		/Leader
	Total		Female	U 1 - 05		50.1.01			High		Other	Low		High				Not	Yes	No	V	
	lotal	Male	Female B	Under 35	35 to 49 D	50 to 64	Low	Medium G	High H	Married	Other	K	Medium	High	Yes	No O	Employed	Employed Q	Yes R	No S	Yes	No U
Base: All Respondents (unwtd)	500	233	267	166	177	157	398	93	9	270	230	68	340	92	321	179	298	202	37	463	62	438
Base: All Respondents (wtd)	500	248	252	215	146	139	410	81*	9**	248	252	104*	327	69*	302	198	281	219	31*	469	53*	447
I will download a mobile app in order to watch the Games live.																						
	24	13	11	13	5	6	18	6	0	10	14	8	12	3	16	8	16	8	2	22	5	19
Strongly agree	5%	5%	4%	6%	3%	4%	4%	7%	-	4%	6%	8%	4%	5%	5%	4%	6%	3%	8%	5%	10%	4%
	51	34	17	25	12	13	39	9	3	26	25	10	33	8	36	15	32	19	5	46	5	46
Somewhat agree	10%	14% B	7%	12%	8%	10%	10%	11%	31%	10%	10%	10%	10%	11%	12%	8%	11%	9%	17%	10%	10%	10%
	117	61	57	46	38	33	92	23	2	50	67	20	82	16	72	45	66	51	9	108	19	98
Somewhat disagree	23%	24%	23%	21%	26%	24%	22%	29%	24%	20%	27%	19%	25%	23%	24%	23%	24%	23%	29%	23%	36%	22%
Comornial disagree	2070	2170	2070	2170	2070	2170	22.70	2070	2170	2070	27.70	1070	2070	2070	2170	2070	2170	2070	2070	2070	U	2270
	308	140	168	130	91	87	260	43	4	162	146	66	199	43	179	129	166	141	15	293	24	284
Strongly disagree	62%	56%	67%	61%	62%	62%	64%	53%	44%	65%	58%	63%	61%	61%	59%	65%	59%	64%	46%	63%	45%	64%
			Α																			T
Summary																						
	75	47	28	39	17	19	58	15	3	36	39	18	46	11	51	24	48	27	8	67	10	65
Top2Box (Strongly/ Somewhat agree)	15%	19%	11%	18%	12%	14%	14%	18%	31%	15%	15%	18%	14%	16%	17%	12%	17%	12%	24%	14%	19%	14%
	425	B 201	224	176	129	120	353	66	6	212	213	86	281	59	251	174	233	192	24	401	43	382
Low2Box (Strongly/ Somewhat disagree)	425 85%	81%	89%	82%	88%	86%	86%	82%	69%	85%	85%	82%	86%	84%	83%	88%	83%	88%	76%	86%	81%	86%
LOWZDOX (Ottorigly, Contewnat disagree)	UJ /0	0176	A A	02.70	0070	0076	0076	02/0	0370	0376	0370	02 /0	0076	0+70	03/0	00 /0	0370	0076	10/0	0070	0176	5076

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												China										
	China	Ge	nder		Age		н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Empl	pyment	Busine	ss Owner		cutive/Decisio r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	526	481	461	422	124	78	272	657	716	291	90	272	645	708	299	899	108	114	893	312	695
Base: All Respondents (wtd)	500	249	251	200*	194*	105*	83*	202*	215	341	159*	295*	155	50	300	200*	402	98*	39**	461	94*	406
I will download a mobile app in order to watch the Games live.																						
	49	27	23	25	15	9	4	11	35	37	13	24	15	10	35	14	41	8	12	37	18	32
Strongly agree	10%	11%	9%	13%	8%	8%	4%	5%	16%	11%	8%	8%	10%	20%	12%	7%	10%	9%	31%	8%	19%	8%
									G					KL							U	
	229	115	114	95	97	36	37	90	102	162	66	137	70	22	138	90	199	30	22	207	50	179
Somewhat agree	46%	46%	45%	48%	50%	34%	45%	44%	47%	48%	42%	46%	45%	44%	46%	45%	49%	31%	56%	45%	53%	44%
																	Q					
	169	78	91	59	55	55	29	79	62	110	59	101	54	14	99	70	128	41	5	164	18	151
Somewhat disagree	34%	31%	36%	30%	28%	52%	35%	39%	29%	32%	37%	34%	35%	28%	33%	35%	32%	42%	12%	36%	19%	37%
						CD																T
	53	30	23	21	27	6	13	24	16	32	21	33	16	4	27	26	35	18	1	52	8	45
Strongly disagree	11%	12%	9%	10%	14%	5%	16%	12%	7%	9%	13%	11%	10%	8%	9%	13%	9%	19%	1%	11%	9%	11%
Summary																						
	278	141	137	120	113	45	41	100	137	199	79	161	85	32	174	104	239	39	34	244	68	210
Top2Box (Strongly/ Somewhat agree)	56%	57%	54%	60%	58%	42%	49%	49%	64%	58%	50%	54%	55%	64%	58%	52%	60%	39%	87%	53%	72%	52%
									G					L			Q				U	
	222	108	114	80	81	61	42	102	78	142	80	134	70	18	126	96	162	60	5	217	26	196
Low2Box (Strongly/ Somewhat disagree)	44%	43%	46%	40%	42%	58%	51%	51%	36%	42%	50%	46%	45%	36%	42%	48%	40%	61%	13%	47%	28%	48%
								Н					M					P				T

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Brazil										
	Brazil	Ge	nder		Age		Н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	H	- 1	J	K	L	М	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1010	447	563	500	337	173	264	714	32	385	625	163	549	298	409	601	676	334	120	890	174	836
Base: All Respondents (wtd)	500	245	255	271	152*	77*	203	294	3*	193	307	363	107	29	193	307	310	190	48*	452	71*	429
I will download a mobile app in order to watch the Games live.																						
	41	23	18	25	8	8	21	19	0	18	23	34	6	1	16	25	26	14	8	33	8	33
Strongly agree	8%	9%	7%	9%	5%	10%	10%	7%	9%	9%	7%	9%	6%	4%	8%	8%	8%	8%	16%	7%	11%	8%
	89	39	50	50	33	6	49	39	0	28	61	74	11	3	39	50	56	33	13	76	16	73
Somewhat agree	18%	16%	19%	18%	22%	7%	24%	13%	3%	15%	20%	20%	10%	11%	20%	16%	18%	17%	27%	17%	22%	17%
					E		GH					LM										
	61	24	37	30	18	12	22	39	0	26	35	43	15	3	26	35	34	26	2	59	7	53
Somewhat disagree	12%	10%	14%	11%	12%	16%	11%	13%	6%	13%	11%	12%	14%	10%	13%	11%	11%	14%	4%	13%	10%	12%
	310	159	151	166	92	52	111	196	3	121	189	212	76	22	113	197	193	117	25	284	40	270
Strongly disagree	62%	65%	59%	61%	61%	67%	55%	67%	82%	63%	61%	58%	70%	75%	58%	64%	62%	61%	53%	63%	56%	63%
					0.70		00,0	F	F				K	K				01,10				
Summary																						
	130	62	68	75	41	13	70	59	0	46	83	108	17	4	55	75	82	47	20	109	24	106
Top2Box (Strongly/ Somewhat agree)	26%	25%	26%	28%	27%	17%	35%	20%	12%	24%	27%	30%	16%	15%	28%	24%	27%	25%	43%	24%	33%	25%
							GH					LM							S			
	370	183	188	196	111	64	133	235	3	147	224	255	90	25	138	232	228	143	27	343	47	323
Low2Box (Strongly/ Somewhat disagree)	74%	75%	74%	72%	73%	83%	65%	80% E	88%	76%	73%	70%	84% K	85% K	72%	76%	73%	75%	57%	76% R	67%	75%
			1	1				F	F				K	, K			1	1		K	1	

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

	Italy	Ge	nder		Age		н	ousehold Inco	me	Marita	Status	Italy	Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	458	547	352	360	293	208	488	309	572	433	347	531	127	412	593	561	444	110	895	137	868
Base: All Respondents (wtd)	500	250	250	181	173	146	107	246	147	287	213	244	199	58	215	285	268	232	54*	446	67	433
I will download a mobile app in order to watch the Games live.																						
	11	4	7	5	3	3	3	5	3	6	4	2	5	3	5	6	6	5	2	9	4	7
Strongly agree	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	6%	2%	2%	2%	2%	4%	2%	6%	2%
													K	K							U	
	46	24	22	20	14	12	9	23	14	26	20	22	17	7	19	27	28	18	5	42	7	39
Somewhat agree	9%	10%	9%	11%	8%	8%	8%	10%	9%	9%	9%	9%	9%	12%	9%	10%	11%	8%	8%	9%	10%	9%
	85	45	41	32	31	22	17	38	31	42	43	36	36	13	35	50	52	33	6	79	10	75
Somewhat disagree	17%	18%	16%	18%	18%	15%	16%	15%	21%	15%	20%	15%	18%	22%	16%	18%	20%	14%	11%	18%	15%	17%
											ı						Q					
	358	178	180	125	124	110	78	180	100	213	145	183	139	35	157	201	182	176	42	317	46	312
Strongly disagree	72%	71%	72%	69%	72%	75%	73%	73%	68%	74%	68%	75%	70%	61%	73%	71%	68%	76%	77%	71%	68%	72%
												M	M					P				
Summary																						
	57	28	29	25	18	15	12	28	17	33	24	24	23	10	23	34	34	23	7	50	11	46
Top2Box (Strongly/ Somewhat agree)	11%	11%	12%	14%	10%	10%	11%	11%	12%	11%	11%	10%	12%	18%	11%	12%	13%	10%	12%	11%	16%	11%
														K								
	443	222	221	156	155	132	95	218	130	255	188	220	176	48	191	252	234	209	47	396	56	387
Low2Box (Strongly/ Somewhat disagree)	89%	89%	88%	86%	90%	90%	89%	89%	88%	89%	89%	90%	88%	82%	89%	88%	87%	90%	88%	89%	84%	89%
						1		1		1		M										1

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[I will download a mobile app in order to watch the Games live.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

														Bel	gium												
	Belgium	Ge	ender		Age		Н	ousehold Inco	ne	Marital	Status		Education		Chief Inc	ome Earner	Empl	oyment	Busine	ss Owner		utive/Decision /Leader		Region		Lan	guage
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		А	В	С	D	E	F	G	н	- 1	J	К	L	М	N	0	Р	Q	R	S	Т	U	٧	W	Х	Y	Z
Base: All Respondents (unwtd)	503	252	251	191	171	141	190	192	121	147	356	128	222	153	297	206	301	202	11	492	33	470	185	139	179	322	181
Base: All Respondents (wtd)	500	251	249	184	162	154	192	194	114	150	350	172	186	142	297	203	292	208	10**	490	31*	469	177	134	189	328	172
will download a mobile app in order to watch the Games live.																											
	5	3	2	4	1	0	1	3	2	2	3	0	2	3	4	2	3	3	0	5	1	4	2	2	1	3	2
Strongly agree	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	1%
	20	17	3	10	5	4	5	7	8	6	14	4	6	10	15	5	16	4	0	20	2	18	10	6	3	11	8
Somewhat agree	4%	7%	1%	6%	3%	3%	2%	4%	7%	4%	4%	2%	3%	7%	5%	3%	5%	2%	-	4%	5%	4%	6%	5%	2%	3%	5%
		В							F														X				
	44	25	19	21	15	8	17	15	12	18	26	8	20	16	27	17	25	19	1	42	5	39	18	13	13	26	18
Somewhat disagree	9%	10%	8%	11%	9%	5%	9%	8%	10%	12%	7%	5%	11%	11%	9%	8%	9%	9%	14%	9%	16%	8%	10%	10%	7%	8%	10%
													K														
	431	207	224	149	141	142	169	169	93	125	306	160	157	114	252	180	249	182	9	422	23	408	146	112	172	288	143
Strongly disagree	86%	82%	90%	81%	87%	92%	88%	87%	81%	83%	88%	93%	85%	80%	85%	88%	85%	88%	86%	86%	75%	87%	83%	84%	91%	88%	83%
			A			С						LM													V		
Summary											17						18	7	0		2						
Top2Box (Strongly/ Somewhat agree)	25	20	5	15	6 4%	3%	6 3%	10 5%	10	8		4	4%	13	18	/	18	3%	0	25	8%	22 5%	13 7%	8	4	14	11
TOPZEOX (Strongly/ Somewhat agree)	5%	8%	2%	8%	4%	3%	3%	5%	8%	5%	5%	2%	4%	9%	6%	3%	6%	3%	<b>_</b>	5%	8%	5%	/% Y	6%	2%	4%	6%
	475	231	244	169	156	150	186	184	105	143	332	168	177	129	278	196	274	201	10	465	28	447	164	126	185	314	161
Low2Box (Strongly/ Somewhat disagree)	95%	92%	98%	92%	96%	97%	97%	95%	92%	95%	95%	98%	96%	91%	94%	97%	94%	97%	100%	95%	92%	95%	93%	94%	98%	96%	94%
conzoox (oxiongry, como milat disagree)	5576	5276	Δ Λ	32.76	30 /6	C .	97 /6 H	5576	JE /6	5576	5576	M	5076	3176	5476	37 76	3476	3176	13076	3376	32 /6	5576	3376	5470	V/	3076	3476

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												All Countrie	s									
		Ge	ender		Age		Н	ousehold Inco	me	Marita	l Status		Education		Chief Inco	me Earner	Emple	pyment	Busine	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18623	9601	9022	7300	6276	5047	5736	7346	5097	8715	9399	5650	6391	6582	10600	8023	12679	5944	2091	16532	3464	15159
Base: All Respondents (wtd)	12000	5991	6009	5275	3882	2843	3886	4491	3324	5207	6293	4351	4120	3529	6473	5527	7958	4042	1238	10762	2012	9988
I will download a mobile app in order to get updat on the Games.	tes																					
	650	376	274	407	174	69	193	242	197	297	304	198	164	288	399	251	489	161	145	505	239	411
Strongly agree	5%	6%	5%	8%	4%	2%	5%	5%	6%	6%	5%	5%	4%	8%	6%	5%	6%	4%	12%	5%	12%	4%
		В		DE	E									KL	0		Q		S		U	
	1902	1040	863	1006	621	275	481	706	674	895	830	619	504	780	1078	824	1440	463	299	1603	497	1405
Somewhat agree	16%	17%	14%	19%	16%	10%	12%	16%	20%	17%	13%	14%	12%	22%	17%	15%	18%	11%	24%	15%	25%	14%
		В		DE	E			F	FG	J		L		KL	0		Q		S		U	
	2372	1251	1121	1073	824	474	724	908	685	1107	1136	852	722	798	1229	1142	1587	785	227	2145	426	1945
Somewhat disagree	20%	21%	19%	20%	21%	17%	19%	20%	21%	21%	18%	20%	18%	23%	19%	21%	20%	19%	18%	20%	21%	19%
		В		E	E					J		L		KL		N						
	7076	3325	3752	2788	2263	2025	2488	2635	1768	2908	4022	2682	2731	1663	3767	3309	4442	2634	566	6510	849	6227
Strongly disagree	59%	55%	62%	53%	58%	71%	64%	59%	53%	56%	64%	62%	66%	47%	58%	60%	56%	65%	46%	60%	42%	62%
	_		Α		С	CD	GH	Н			l l	М	KM					Р		R		Т
Summary																						
L	2552	1415	1137	1413	795	344	674	948	872	1192	1135	817	667	1068	1477	1075	1929	623	444	2108	736	1816
Top2Box (Strongly/ Somewhat agree)	21%	24%	19%	27%	20%	12%	17%	21% F	26%	23%	18%	19%	16%	30%	23%	19%	24%	15%	36%	20%	37%	18%
	0440	B	4070	DE	E	0.400	2040		FG	J	5450	L	0.450	KL	0	4450	Q	0440	S	0054	U	0470
Laura Raur (Channalus Communicat diagrams)	9448	4576 76%	4872	3861	3087	2499	3212	3543	2452 74%	4015	5158	3534 81%	3453 84%	2461	4996	4452 81%	6029	3419	794 64%	8654	1276	8172
Low2Box (Strongly/ Somewhat disagree)	79%	76%	81% A	73%	80% C	88% CD	83% GH	79% H	14%	77%	82%	81% M	84% KM	70%	77%	81% N	76%	85% P	04%	80% R	63%	82% T
<u> </u>			А	1	U	CD	υп	П				IVI	rvivi		1	IN		Р		, R		

## SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

																									United
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	States
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U	V	W	Х
Base: All Respondents (unwtd)	18623	506	1001	503	1010	1002	1007	1008	1001	1007	1001	1001	503	1005	1010	503	500	505	509	506	511	1012	501	506	1005
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
I will download a mobile app in order to get updates on the Games.																									
	650	17	18	4	40	14	40	12	9	11	22	117	35	12	8	37	33	19	49	42	22	14	17	36	23
Strongly agree	5%	3%	4%	1%	8%	3%	8%	2%	2%	2%	4%	23%	7%	2%	2%	7%	7%	4%	10%	8%	4%	3%	3%	7%	5%
		С	CHN	AE	BCEGHIJMNQTI	С	BCEGHIJMNQI	С		С	CGHIMN	HIJLMNOPQ	RBCEGHIMNQ	С		BCEGHIMNQ	ABCEGHIMNU	CHN	CEGHIJMNQT	BCEGHIMNQ	U CGHIMN	С	С	CEGHIMNU	CEGHIMNU
	1902	37	55	26	62	39	224	28	37	39	24	191	158	44	58	104	60	41	177	70	171	57	44	104	51
Somewhat agree	16%	7%	11%	5%	12%	8%	45%	6%	7%	8%	5%	38%	32%	9%	12%	21%	12%	8%	35%	14%	34%	11%	9%	21%	10%
			CEGHIJ		ACEGHIJ	CGJ	HIJLMNOPQR	STUVWX	J	CGJ	ABCD	GHIJMNOPQ	SGHIJMNOPQS	CGJ	ACEGHIJM	DEGHIJMNPO	ACEGHIJ	J	GHIJMNOPQ	ACEGHIJMC	GHIJMNOPQS	ACEGHIJ	J	DEGHIJMNPO	Q CGHJ
	2372	94	84	46	68	58	190	42	80	97	33	90	172	98	146	94	115	56	129	101	186	67	51	195	80
Somewhat disagree	20%	19%	17%	9%	14%	12%	38%	8%	16%	19%	7%	18%	34%	20%	29%	19%	23%	11%	26%	20%	37%	13%	10%	39%	16%
		CEGJQUV	CEGJQV		GJ	GJ	GHIJKMNOPC	RSUVX	CEGJQV	CDEGHJQUV		CEGJQV	GHIJKMOPQI	CDEGHJQUV	XEGHIJKMOPO	CEGJQUV	CDEGHJQUV	J	DEGHIJKMQL	CEGJQUV	GHIJKMNOPC	CGJ	ABCDE	EGHIJKMNOPO	Q CEGJQV
	7076	353	343	424	329	389	46	418	374	352	421	103	135	346	288	266	292	385	145	286	121	362	388	164	345
Strongly disagree	59%	71%	69%	85%	66%	78%	9%	84%	75%	70%	84%	21%	27%	69%	58%	53%	58%	77%	29%	57%	24%	72%	78%	33%	69%
		FKLNOPRSTW	FKLNOPRSTW	IKLMNOPQR	FKLNOPRTW	IKLMNOPRS1	TUWX ABDEF	IIKLMNOPQR	TIKLMNOPRS	STEKLNOPRSTW	IKLMNOPQR	F	FK	FKLNOPRSTV	N FKLRTW	FKLRTW	FKLRTW	FIKLMNOPR	S' FK	FKLRTW	F	FKLNOPRST	FIKLMNOPRS'	T FK	FKLNOPRSTV
Summary																									
	2552	54	73	30	102	53	264	40	46	51	46	307	193	56	66	141	93	60	226	112	193	71	61	141	74
Top2Box (Strongly/ Somewhat agree)	21%	11%	15%	6%	20%	11%	53%	8%	9%	10%	9%	61%	39%	11%	13%	28%	19%	12%	45%	22%	39%	14%	12%	28%	15%
		С	CEGHIJ	A	BCEGHIJMNQU	CG	SHIJLMNOPQS	TUVWX	С	С	С	HIJLMNOPQ	FGHIJMNOPQS	CG	CGHIJ	DEGHIJMNPO	CEGHIJMNQU	CG	GHIJMNOPQ	CEGHIJMNQ	U GHIJMNOPQS	CEGHIJ	С	CEGHIJMNPQ	CEGHIJM
	9448	446	427	470	398	447	236	460	454	449	454	193	307	444	434	359	407	440	274	388	307	429	439	359	426
Low2Box (Strongly/ Somewhat disagree)	79%	89%	85%	94%	80%	89%	47%	92%	91%	90%	91%	39%	61%	89%	87%	72%	81%	88%	55%	78%	61%	86%	88%	72%	85%
			DFKLORSTW	JKLMNOPQE	R FKLORT	FKLOPRSTU	K		FKLNOPRST	UFKLNOPRSTU		WX	FK	FKLOPRSTW	DFKLOPRSTV	FKLRT	FKLORTW	DFKLOPRST		FKLRT	FK	DFKLOPRSTV		FKLRT	DFKLORSTV

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Global @dvisor Global @dvisor: Olympics SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

		Nauth				<b>.</b>		Middle
	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	East/Africa
		А	В	С	D	Е	F	G
Base: All Respondents (unwtd)	18623	2007	2019	7538	5538	7543	3523	1521
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
I will download a mobile app in order to get								
updates on the Games.								
	650	37	93	135	258	109	215	127
Strongly agree	5%	4%	6%	3%	7%	3%	11%	8%
		Е	ACE		ACE		ABCDE	ACE
	1902	90	203	359	898	337	518	352
Somewhat agree	16%	9%	14%	8%	26%	8%	26%	23%
			ACE		ABCE		ABCE	ABCE
	2372	138	256	629	923	656	404	426
Somewhat disagree	20%	14%	17%	14%	26%	16%	20%	28%
			AC		ABCEF	AC	ACE	ABCEF
	7076	735	947	3377	1421	2898	863	596
Strongly disagree	59%	73%	63%	75%	41%	72%	43%	40%
		BDFG	DFG	BDEFG		BDFG		
Summary								
	2552	127	297	493	1156	446	733	479
Top2Box (Strongly/ Somewhat agree)	21%	13%	20%	11%	33%	11%	37%	32%
		С	ACE		ABCE		ABCDE	ABCE
	9448	873	1203	4007	2344	3554	1267	1021
Low2Box (Strongly/ Somewhat disagree)	79%	87%	80%	89%	67%	89%	63%	68%
		BDFG	DFG	ABDFG	F	BDFG		

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Argentina										
	Argentina	Ge	ender		Age		н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Empl	oyment	Busine	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	506	198	308	235	186	85	131	216	159	176	330	181	178	147	226	280	312	194	39	467	72	434
Base: All Respondents (wtd)	500	245	255	248	150	102*	157*	210	132*	167	333	327	119	55	215	285	280	220	36**	464	55*	445
I will download a mobile app in order to get upda on the Games.	tes																					
	17	9	7	11	4	2	7	7	3	3	13	8	4	5	8	9	11	6	2	15	4	12
Strongly agree	3%	4%	3%	4%	3%	2%	4%	3%	2%	2%	4%	3%	3%	9%	4%	3%	4%	3%	5%	3%	8%	3%
	37	23	13	18	12	6	14	8	16	14	23	21	0	KL 8	20	17	24	13	7	30	7	30
Somewhat agree	7%	10%	5%	7%	8%	6%	9%	4%	12%	8%	7%	6%	7%	14%	9%	6%	9%	6%	18%	7%	12%	7%
Contemat agree	1 70	1070	370	7 70	070	070	370	470	G	070	7.70	070	7 70	K	370	070	370	070	1070	7.70	12.70	7 70
	94	41	53	55	19	19	32	43	18	29	65	69	19	6	30	64	45	49	6	88	11	82
Somewhat disagree	19%	17%	21%	22%	13%	19%	20%	21%	14%	18%	19%	21%	16%	11%	14%	22%	16%	22%	18%	19%	21%	19%
				D								M										
	353	171	181	164	114	75	105	153	95	120	233	229	87	37	157	196	200	153	21	331	33	320
Strongly disagree	71%	70%	71%	66%	76%	73%	67%	73%	72%	72%	70%	70%	74%	67%	73%	69%	71%	69%	60%	71%	59%	72%
Summary	_																					
	54	33	21	29	16	8	20	14	19	17	36	29	12	12	28	26	35	18	8	45	11	43
Top2Box (Strongly/ Somewhat agree)	11%	13%	8%	12%	11%	8%	13%	7%	14%	10%	11%	9%	10%	22%	13%	9%	13%	8%	23%	10%	20%	10%
	- 440	040		040	400		407	400	G	440	007	000	400	KL	407	050	0.45	000		440	U	400
Law 2Bay (Chanaly (Camay hat disasses)	446	212 87%	234	219 88%	133	94	137	196	113	149	297	298	106	43	187	259	245	202	28	419	44	402
Low2Box (Strongly/ Somewhat disagree)	89%	6/%	92%	08%	89%	92%	87%	93% H	86%	90%	89%	91% M	90% M	78%	87%	91%	87%	92%	77%	90%	80%	90% T

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

	1	1																				
												India										
												IIIuia										
	India	G	ender		Age			lousehold Inco	ma	Marita	Statue		Education		Chief Inco	me Farner	Emple	oyment	Rucino	ss Owner		utive/Decision r/Leader
	a.a		, ildei		Age			ouseriola inco		marita	Otatus		Ludoadon		Office frice	And Lamer	Linpic		Dusines	33 OWIIGI	Marci	Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	B	C	D	E	F	G	H	Married	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	831	170	733	236	32	219	505	277	652	349	4	48	949	808	193	952	49	297	704	665	336
Base: All Respondents (wtd)	500	258	242*	276	161	63**	121*	232	148*	316	184	5**	30**	465	333	167*	456	44**	145*	355	291	209
I will download a mobile app in order to get update on the Games.	es																					
	117	61	56	77	29	10	19	69	28	74	43	4	6	106	86	31	100	16	46	71	81	36
Strongly agree	23%	24%	23%	28%	18%	16%	16%	30%	19%	23%	23%	90%	21%	23%	26%	18%	22%	37%	32%	20%	28%	17%
								F											S		U	
	191	103	88	114	61	16	35	88	68	119	72	0	9	181	129	62	175	16	63	128	121	70
Somewhat agree	38%	40%	36%	41%	38%	25%	29%	38%	46% F	38%	39%	7%	31%	39%	39%	37%	38%	37%	43%	36%	42%	33%
	90	50	39	44	33	12	28	35	26	60	29	0	6	83	54	36	87	2	20	69	44	46
Somewhat disagree	18%	19%	16%	16%	21%	19%	23%	15%	18%	19%	16%		20%	18%	16%	22%	19%	5%	14%	20%	15%	22%
	103	44	59	41	37	25	38	40	26	63	40	0	8	95	65	38	94	9	16	87	45	58
Strongly disagree	21%	17%	24%	15%	23%	40%	31% GH	17%	17%	20%	22%	3%	27%	20%	19%	23%	21%	21%	11%	24% R	15%	28% T
Summary	_						Gn													R		
Cammary	307	163	144	191	91	26	55	157	96	193	114	4	16	287	215	93	275	32	109	199	202	105
Top2Box (Strongly/ Somewhat agree)	61%	63%	59%	69%	56%	41%	45%	68%	65%	61%	62%	97%	52%	62%	64%	55%	60%	73%	75%	56%	69%	50%
				D				F	F										S		U	
	193	95	98	86	70	37	66	75	51	123	69	0	14	178	118	74	181	12	37	156	89	104
Low2Box (Strongly/ Somewhat disagree)	39%	37%	41%	31%	44%	59%	55%	32%	35%	39%	38%	3%	48%	38%	36%	45%	40%	27%	25%	44%	31%	50%
		1			С		GH													R	1	T

SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Mexico										
	Mexico	Ge	nder		Age			ousehold Inco	me	Marita	I Status		Education		Chief Inc	ome Earner	Empl	ovment	Busines	s Owner	Senior Execu	utive/Decisio
																		Not				
	Total	Male A	Female B	Under 35	35 to 49	50 to 64	Low	Medium	High H	Married	Other	Low	Medium	High M	Yes	No O	Employed	Employed	Yes R	No S	Yes	No U
Base: All Respondents (unwtd)	503	268	235	219	185	99	360	121	22	223	280	151	152	200	264	239	336	167	70	433	128	375
Base: All Respondents (wtd)	500	239	261	270	144	86*	404	84*	11**	186	314	321	103	76	241	259	286	214	44*	456	84*	416
I will download a mobile app in order to get updates on the Games.																						
	37	20	16	24	11	1	31	5	1	12	25	23	5	8	21	16	23	14	5	32	11	25
Strongly agree	7%	9%	6%	9%	8%	1%	8%	6%	10%	6%	8%	7%	5%	11%	9%	6%	8%	6%	12%	7%	13%	6%
				E																	U	
	104	52	52	58	29	17	77	21	5	52	52	76	16	12	48	56	65	39	12	92	17	87
Somewhat agree	21%	22%	20%	22%	20%	19%	19%	25%	48%	28% J	17%	24%	15%	16%	20%	22%	23%	18%	28%	20%	20%	21%
	94	43	51	54	22	17	77	16	1	33	60	55	23	16	39	54	49	45	8	86	19	74
Somewhat disagree	19%	18%	19%	20%	15%	20%	19%	19%	10%	18%	19%	17%	22%	20%	16%	21%	17%	21%	17%	19%	23%	18%
	266	123	143	133	81	52	220	42	4	89	177	167	59	40	133	133	149	116	19	246	37	229
Strongly disagree	53%	52%	55%	49%	56%	60%	54%	50%	31%	48%	56%	52%	57%	53%	55%	51%	52%	54%	43%	54%	44%	55%
Summary																						
- Cummary	141	73	68	83	41	17	108	26	7	64	77	99	21	20	69	72	88	53	17	123	28	113
Top2Box (Strongly/ Somewhat agree)	28%	30%	26%	31%	28%	20%	27%	31%	59%	34%	25%	31%	21%	27%	29%	28%	31%	25%	39%	27%	33%	27%
	359	166	193	187	103	69	296	58	5	122	237	222	82	56	172	187	198	161	27	332	56	303
Low2Box (Strongly/ Somewhat disagree)	72%	70%	74%	69%	72%	80%	73%	69%	41%	66%	75%	69%	79%	73%	71%	72%	69%	75%	61%	73%	67%	73%
		1	1	1		1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Spain										
	Spain	Ge	nder		Age		н	ousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emple	oyment	Busines	s Owner		utive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	TOtal	A	B	C C	D D	50 to 04	F	G	H	Walled	J	K	Medium	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1012	478	534	352	435	225	639	323	50	528	484	659	86	267	504	508	592	420	67	945	88	924
Base: All Respondents (wtd)	500	252	248	205	190	106	306	166	28*	231	269	249	115*	137	252	248	298	202	32*	468	43*	457
I will download a mobile app in order to get updates on the Games.																						
	14	8	6	6	5	2	7	5	2	7	6	5	3	5	11	3	12	2	4	10	6	8
Strongly agree	3%	3%	2%	3%	3%	2%	2%	3%	6%	3%	2%	2%	2%	4%	4%	1%	4%	1%	11%	2%	13%	2%
															0		Q		S		U	
	57	42	16	32	19	6	32	21	4	21	36	27	12	18	30	28	34	23	3	54	5	52
Somewhat agree	11%	17% B	6%	15%	10%	6%	10%	13%	15%	9%	13%	11%	11%	13%	12%	11%	11%	12%	10%	12%	11%	11%
	67	35	32	32	21	15	43	19	5	29	38	34	17	16	35	32	43	25	6	61	8	59
Somewhat disagree	13%	14%	13%	15%	11%	14%	14%	11%	18%	13%	14%	14%	15%	12%	14%	13%	14%	12%	19%	13%	18%	13%
oomomat alsagree	1070	1170	1070	1070	1170	1170	1170	1170	1070	1070	1170	1170	1070	1270	1170	1070	1170	12,0	1070	1070	1070	1070
	362	167	195	135	145	82	224	121	17	174	188	183	82	97	176	186	210	152	19	343	25	337
Strongly disagree	72%	66%	79%	66%	76%	78%	73%	73%	61%	75%	70%	73%	72%	71%	70%	75%	70%	75%	59%	73%	57%	74%
			Α		С	С														R		T
Summary																						
	71	49	22	38	24	9	39	26	6	29	42	33	15	23	40	30	46	25	7	64	10	60
Top2Box (Strongly/ Somewhat agree)	14%	20% B	9%	18%	13%	8%	13%	16%	21%	12%	16%	13%	13%	17%	16%	12%	15%	12%	22%	14%	24% U	13%
	429	203	226	167	165	97	267	140	22	203	226	216	99	113	211	218	253	177	25	404	33	396
Low2Box (Strongly/ Somewhat disagree)	86%	80%	91%	82%	87%	92%	87%	84%	79%	88%	84%	87%	87%	83%	84%	88%	253 85%	88%	78%	86%	76%	87%
Lonzbox (onongry, comownat disagree)	5576	3070	Δ	JZ 70	5170	C	57.70	5470	. 370	5576	3 770	51 /6	57 70	5576	3470	3070	3370	5576	.570	3070	.070	J7 76

SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												South Africa	1									
	South Africa	Ge	ender		Age			lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	yment	Busine	ss Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	rotar	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	236	270	104	201	201	17	104	385	300	206	198	156	152	312	194	437	69	145	361	192	314
Base: All Respondents (wtd)	500	240*	260*	287*	122	91	34**	124*	342	218	282*	188*	143*	169*	272	228*	407	93**	116*	384	166*	334
I will download a mobile app in order to get up on the Games.	dates																					
	42	19	23	34	6	3	0	16	26	20	22	11	16	14	30	12	34	8	8	34	16	26
Strongly agree	8%	8%	9%	12%	5%	3%	-	13%	8%	9%	8%	6%	12%	9%	11%	5%	8%	8%	7%	9%	10%	8%
				E																		
S	70	41	29	43	18	10	10	15 13%	44	29	42	23	14	34	46 17%	24	58	13	12 10%	59	22	48 14%
Somewhat agree	14%	17%	11%	15%	15%	10%	31%	13%	13%	13%	15%	12%	10%	20%	1776	11%	14%	14%	10%	15%	13%	1476
	101	61	41	63	23	15	16	19	66	44	58	33	28	40	53	48	84	17	26	76	37	64
Somewhat disagree	20%	25%	16%	22%	19%	17%	48%	15%	19%	20%	20%	18%	20%	24%	20%	21%	21%	19%	22%	20%	22%	19%
	286	119	168	147	75	64	7	73	206	125	161	121	85	80	142	144	231	56	71	215	90	196
Strongly disagree	57%	49%	64%	51%	61%	70%	21%	59%	60%	58%	57%	64%	59%	48%	52%	63%	57%	60%	61%	56%	55%	59%
3,						С																+
Summary																						
	112	60	52	76	24	12	10	31	71	48	64	34	30	48	76	36	92	20	19	93	38	74
Top2Box (Strongly/ Somewhat agree)	22%	25%	20%	27%	19%	13%	31%	25%	21%	22%	23%	18%	21%	28%	28%	16%	23%	22%	17%	24%	23%	22%
	388	180	208	210	98	79	24	93	272	169	219	154	113	121	195	192	315	73	97	291	127	260
Low2Box (Strongly/ Somewhat disagree)	78%	75%	80%	73%	98 81%	79 87%	69%	75%	79%	78%	77%	154 82%	79%	72%	72%	192 84%	315 77%	78%	83%	76%	77%	78%
Low2Dox (Strongry/ Somewhat disagree)	1070	1370	30 /6	1370	01/6	C	0970	7576	1370	7070	1170	02 /0	1970	1270	12/0	0470	1170	7370	0370	7078	1170	1070

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Great Britain										
	Great Britain	Ge	nder		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inc	ome Earner	Empl	oyment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	486	521	341	300	366	253	605	149	444	563	353	351	303	545	462	597	410	88	919	118	889
Base: All Respondents (wtd)	500	246	254	185	153	162	125	301	74	215	285	174	176	150	266	234	298	202	42*	458	57	443
I will download a mobile app in order to get update on the Games.	s																					
	11	7	5	6	3	2	3	8	1	4	7	2	4	5	5	6	7	5	0	11	1	11
Strongly agree	2%	3%	2%	3%	2%	1%	2%	3%	1%	2%	2%	1%	2%	3%	2%	3%	2%	2%		2%	1%	2%
	39	20	19	19	16	5	5	28	7	18	21	11	13	16	20	20	27	12	3	37	5	35
Somewhat agree	8%	8%	8%	10%	10%	3%	4%	9%	9%	9%	7%	6%	7%	10%	7%	8%	9%	6%	6%	8%	8%	8%
				E	E			F	F										_			
0	97	52	45	50	34	13	19	61	17	35	62	30	36	31	52	45	63	34	6	91	10	87
Somewhat disagree	19%	21%	18%	27%	22% F	8%	16%	20%	23%	16%	22%	17%	20%	21%	19%	19%	21%	17%	15%	20%	17%	20%
	352	167	185	110	100	142	98	205	49	157	195	131	123	98	190	162	201	151	33	319	42	310
Strongly disagree	70%	68%	73%	60%	66%	87%	78%	68%	66%	73%	68%	75%	70%	65%	71%	69%	67%	75%	79%	70%	74%	70%
•						CD	GH					М						Р				
Summary																						
	51	27	24	25	19	7	8	35	8	23	28	13	17	21	25	26	34	17	3	48	5	46
Top2Box (Strongly/ Somewhat agree)	10%	11%	9%	14% F	12% E	4%	6%	12%	11%	11%	10%	7%	10%	14% K	9%	11%	11%	8%	6%	11%	9%	10%
	449	219	230	160	134	155	117	266	66	192	257	161	159	129	242	207	264	185	39	410	52	397
Low2Box (Strongly/ Somewhat disagree)	90%	89%	91%	86%	88%	96%	94%	88%	89%	89%	90%	93%	90%	86%	91%	89%	89%	92%	94%	89%	91%	90%
2011220x (Gliongly, Golliowhat disagree)	5576	5576	5170	3070	5570	CD	G	3070	3370	5570	3070	M	5576	5576	3170	5570	3370	3270	01/0	3370	3170	3070

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												US										
	US	Ge	ender		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Empl	oyment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	К	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	466	539	304	291	410	171	241	593	574	431	430	284	291	549	456	630	375	103	902	117	888
Base: All Respondents (wtd)	500	247	253	182	149	169	76	110	314	277	223	232	127	141	262	238	312	188	53*	447	60	440
I will download a mobile app in order to get update on the Games.	s																					
	23	14	9	16	5	2	3	3	18	15	9	7	3	14	17	6	18	5	8	15	8	15
Strongly agree	5%	6%	4%	9%	3%	1%	4%	2%	6%	5%	4%	3%	2%	10%	6%	3%	6%	3%	15%	3%	14%	3%
				DE	E									KL	0		Q		S		U	
	51	30	21	30	16	5	10	6	35	21	30	14	13	23	32	19	39	12	9	42	13	38
Somewhat agree	10%	12%	8%	17%	10%	3%	13%	6%	11%	8%	13%	6%	11%	17%	12%	8%	13%	6%	18%	9%	21%	9%
		В		DE	E		G		G		1		K	KL	0		Q		S		U	
	80	46	35	39	25	16	8	22	50	43	38	34	20	26	39	41	50	31	10	71	10	70
Somewhat disagree	16%	18%	14%	21%	17%	10%	11%	20%	16%	15%	17%	15%	16%	19%	15%	17%	16%	16%	18%	16%	17%	16%
				E	E			F														
	345	157	188	97	103	145	54	79	212	198	147	177	91	77	174	171	206	140	26	319	28	317
Strongly disagree	69%	64%	74%	53%	69%	86%	72%	72%	67%	72%	66%	76%	72%	55%	66%	72%	66%	74%	49%	71%	48%	72%
			Α		С	CD						М	М					P		R		T
Summary																						
L	74	44	30	46	21	7	13	9	52	36	38	21	16	37	49	26	57	17	17	57	21	53
Top2Box (Strongly/ Somewhat agree)	15%	18%	12%	25%	14%	4%	17%	8%	17%	13%	17%	9%	13%	26%	19%	11%	18%	9%	32%	13%	35%	12%
		В		DE	E		G		G					KL	0		Q		S		U	
	426	203	223	136	128	162	63	101	262	241	185	211	111	104	214	212	255	171	36	390	39	387
Low2Box (Strongly/ Somewhat disagree)	85%	82%	88%	75%	86%	96%	83%	92%	83%	87%	83%	91%	87%	74%	81%	89%	82%	91% P	68%	87%	65%	88% T
l .			Α	1	С	CD		FH				M	М	1		N	1	Р		R		1 1

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

		I																				
												Saudi Arabi										
												Sauui Arabi										
	Saudi Arabia														01.54100							utive/Decision
	Saudi Arabia	G	ender		Age			lousehold Inco	me	Marita	Status		Education		Chief Inco	me Earner	Empio	oyment	Busines	ss Owner	Maker	/Leader
																		Not				
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
David All David All All All All All All All All All Al		A	В	С	D	E	F	G	H		J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)  Base: All Respondents (wtd)	509	385	124	400	102 162*	7 43**	112 105*	142 117*	162	0	0	127 127*	145 147*	237	258 239*	251	376	133	110	399	134	375 378
	500	283	217	295	162"	43**	105	117"	157*			127-	147-	225	239	261	315	185*	96*	404	122*	3/8
I will download a mobile app in order to get up on the Games.	dates																					
	49	27	21	36	13	0	14	12	11	0	0	15	10	24	27	21	34	14	20	28	20	29
Strongly agree	10%	10%	10%	12%	8%	-	13%	11%	7%	-	-	12%	7%	10%	11%	8%	11%	8%	21%	7%	16%	8%
																			S			
	177	92	85	115	56	6	26	52	69	0	0	49	57	71	91	86	130	48	41	136	48	129
Somewhat agree	35%	32%	39%	39%	34%	14%	24%	44%	44%	-	-	38%	39%	32%	38%	33%	41% Q	26%	43%	34%	39%	34%
	129	88	41	69	41	18	39	26	31	0	0	28	44	57	54	75	84	45	20	109	30	99
Somewhat disagree	26%	31%	19%	23%	26%	43%	37%	22%	20%	-	-	22%	30%	25%	23%	29%	27%	24%	21%	27%	25%	26%
Contewnat disagree	2070	B B	1370	2370	2070	4570	H	22.70	2070			22.70	3070	2570	2370	2370	2170	2470	2170	2170	2570	2070
	145	76	69	75	52	18	27	26	46	0	0	36	36	74	66	79	67	78	15	131	24	121
Strongly disagree	29%	27%	32%	25%	32%	43%	25%	23%	29%	-	-	28%	25%	33%	28%	30%	21%	42%	15%	32%	20%	32%
, , , , , , , , , , , , , , , , , , ,																		P		R		1
Summary																						
	226	119	107	151	69	6	40	64	80	0	0	64	67	95	119	107	164	62	62	164	68	158
Top2Box (Strongly/ Somewhat agree)	45%	42%	49%	51%	42%	14%	37%	55%	51%	-	-	50%	46%	42%	50%	41%	52%	33%	64%	41%	55%	42%
																	Q		S			1
	274	164	110	144	93	37	66	53	77	0	0	63	80	131	120	154	151	123	35	239	54	220
Low2Box (Strongly/ Somewhat disagree)	55%	58%	51%	49%	58%	86%	63%	45%	49%	-	-	50%	54%	58%	50%	59%	48%	67%	36%	59%	45%	58%
												1						Р		R	1	

June 2012 Detailed Tables

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

Tot  Base: All Respondents (unwtd) 100	otal (002 500)	Male A 492 247	female B 510	Under 35 C	Age 35 to 49	50 to 64	How Low	ousehold Incom	ie	Marital	Status	Canada	Education		 						Senior Execu	tive/Decision							
Tot Base: All Respondents (unwtd) 100	otal	Male A 492	Female B	С	35 to 49	50 to 64			ie	Marital	Status		Education								Senior Execut	tive/Decision	\						
Base: All Respondents (unwtd) 100	002	A 492	В	С		50 to 64					т				Chief Inco	me Earner	Emplo	yment	Busines	s Owner	Maker/l								
Base: All Respondents (unwtd) 100	002	A 492	В	С		30 10 04		Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA- PRAIRIES	CANADA-	CANADA-	BRITISH	NORTHWES T TERRITORIE	CANADA-	CANADA
			510			I F	F	G	H	married	Julei	K	Medium	M	N	0	P	O O	R	S	T	II	V	W	X	Y	7	a	h
Rase: All Respondents (wtd) 50	500	247		293	350	359	239	379	384	375	627	345	523	134	578	424	690	312	111	891	146	856	77	73	96	164	0	354	238
			253	178	167	155	119	188	193	180	320	186	223	91	284	216	349	151	55	445	74	426	40*	37°	47*	82	.**	178	117
I will download a mobile app in order to get updates on the Games.																													
1c	14	7	7	11	2	0	3	6	5	4	10	5	4	4	6	8	9	4	- 1	12	2	12	1	0	2	1	0	5	5
Strongly agree 39	3%	3%	3%	6%	1%	0	2%	3%	3%	2%	3%	3%	2%	5%	2%	4%	3%	3%	2%	3%	3%	3%	2%	-	4%	1%	-	3%	4%
				DE																									
	39	25	15	25	9	5	9	15	16	12	27	14	17	8	22	17	32	8	4	35	6	33	5	3	4	4	0	16	7
Somewhat agree 89	8%	10%	6%	14% DE	5%	3%	7%	8%	8%	7%	9%	8%	8%	9%	8%	8%	9% O	5%	8%	8%	8%	8%	12%	8%	8%	5%	-	9%	6%
	58	27 27	21	DE 31	15	12	14	22	22	19	30	19	23	16	3.4	24	41	17	7	50	- 11	47	2	2	-	11	0	22	11
	12%	15%	8%	18%	9%	7%	12%	12%	11%	11%	12%	10%	10%	17%	12%	11%	12%	11%	13%	11%	14%	11%	5%	7%	19%	14%		12%	10%
John Mild Google	2.70	B	0,0	DE	570	170	1270	1270	1170	1172	1270	1070	1070	KL	1270	1170	1270		1070	1170	1470	1170	0.00		VWb	V		1270	1070
3F	389	179	210	110	141	138	94	145	150	145	244	148	179	62	223	167	267	123	42	347	55	334	33	31	32	65	0	134	93
	78%	72%	83%	62%	84%	89%	79%	77%	78%	80%	76%	80%	80%	69%	78%	77%	76%	81%	77%	78%	75%	78%	82%	85%	69%	79%	-	76%	80%
			A		С	С						M	M											X					X
Summary																													
	53	31	22	36	11	6	11	21	21	16	37	19	22	12	28	26	41	12	6	48	8	45	6	3	6	6	0	22	12
Top2Box (Strongly/ Somewhat agree) 119	11%	13%	9%	20%	7%	4%	10%	11%	11%	9%	12%	10%	10%	14%	10%	12%	12%	8%	10%	11%	11%	11%	14%	8%	12%	7%	-	12%	10%
		В		DE																									
	447	216	231	142	156	149	108	167	172	164	283	167	202	78	256	191	308	139	49	398	66	381	34	34	41	77	0	156	105
Low2Box (Strongly/ Somewhat disagree) 899	39%	87%	91%	80%	93%	96%	90%	89%	89%	91%	88%	90%	90%	86%	90%	88%	88%	92%	90%	89%	89%	89%	86%	92%	88%	93%		88%	90%

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

				1						1		France					1					
																					Senior Exec	utive/Decision
	France	Ge	ender		Age		Н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	s Owner	Maker	r/Leader
																		Not				
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Employed	Yes	No	Yes	No
		А	В	С	D	Е	F	G	Н	T.	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1008	489	519	353	338	317	252	554	202	342	666	388	310	310	622	386	618	390	24	984	43	965
Base: All Respondents (wtd)	500	247	253	191	169	141	129	276	95	163	337	167	208	124	306	194	307	193	12**	488	20*	480
I will download a mobile app in order to get upda on the Games.	tes																					
	12	7	5	7	4	1	5	5	3	4	8	3	5	4	7	5	7	5	0	12	1	11
Strongly agree	2%	3%	2%	4%	2%	1%	4%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	-	2%	4%	2%
				E																		
	28	18	10	16	9	3	7	13	8	9	19	11	10	7	21	7	20	8	3	25	2	25
Somewhat agree	6%	7%	4%	8%	5%	2%	5%	5%	8%	6%	6%	7%	5%	6%	7%	3%	6%	4%	21%	5%	12%	5%
	42	B 24	18	E 21	14	7	12	22	7	11	31	12	20	10	O 28	14	25	17	2	40	3	39
Somewhat disagree	8%	10%	7%	11%	8%	5%	10%	8%	7%	7%	9%	7%	10%	8%	9%	7%	8%	9%	15%	8%	14%	8%
Contewnat disagree	070	1070	7 70	F	070	370	1070	070	1 70	7 70	370	7 70	1070	070	370	7 70	070	370	1370	070	1470	070
	418	198	220	147	142	129	104	237	77	139	280	142	174	103	251	167	254	164	8	411	14	405
Strongly disagree	84%	80%	87%	77%	84%	92%	81%	86%	82%	85%	83%	85%	84%	83%	82%	86%	83%	85%	63%	84%	70%	84%
			A		С	CD																Т
Summary																						
	40	25	15	22	13	5	12	18	10	13	26	14	14	11	28	12	27	13	3	37	3	37
Top2Box (Strongly/ Somewhat agree)	8%	10%	6%	12%	7%	3%	9%	6%	11%	8%	8%	8%	7%	9%	9%	6%	9%	6%	21%	8%	16%	8%
		В		E	E																U	
	460	222	238	168	156	136	117	259	85	150	311	153	194	113	279	182	279	181	10	451	17	444
Low2Box (Strongly/ Somewhat disagree)	92%	90%	94%	88%	93%	97% CD	91%	94%	89%	92%	92%	92%	93%	91%	91%	94%	91%	94%	79%	92%	84%	92% T
			A	1		CD											1					1

SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Germany										
	Germany	Ge	ender		Age			lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		cutive/Decision
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Total	A	В	C	D	E	F	G	H	Marriod	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	484	517	306	380	315	359	273	160	275	726	237	595	169	735	266	630	371	67	934	122	879
Base: All Respondents (wtd)	500	252	248	172	183	145	179	136	81	131	369	113	285	101	364	136	311	189	34*	466	62	438
I will download a mobile app in order to get updated on the Games.	ites																					
	9	6	4	5	4	0	1	4	2	4	5	1	5	4	8	1	8	2	2	7	2	7
Strongly agree	2%	2%	1%	3%	2%	0	1%	3%	2%	3%	1%	0	2%	4%	2%	1%	2%	1%	5%	2%	4%	2%
				E	E			F						K					S			
	37	21	16	19	14	4	12	11	6	7	30	9	19	9	28	9	24	13	5	32	8	29
Somewhat agree	7%	8%	6%	11% F	8%	3%	7%	8%	8%	5%	8%	8%	7%	9%	8%	7%	8%	7%	15% S	7%	13%	7%
	80	45	35	34	32	14	24	21	17	19	61	16	45	18	56	23	50	30	6	74	U 17	63
Somewhat disagree	16%	18%	14%	20%	17%	10%	13%	15%	22%	15%	16%	14%	16%	18%	15%	17%	16%	16%	17%	16%	27%	14%
Somewhat disagree	1070	1070	1470	F	F	1070	1370	1370	F	1370	1070	1470	1070	1070	1370	1770	1070	1070	1770	1070	U U	1470
	374	181	193	113	133	127	142	100	55	101	273	88	216	70	271	102	229	145	22	352	34	339
Strongly disagree	75%	72%	78%	66%	73%	88%	79%	74%	69%	77%	74%	78%	76%	69%	75%	75%	74%	77%	63%	76%	56%	77%
			Α		С	CD	Н													R		Т
Summary																						
	46	27	20	24	18	4	13	15	8	11	35	9	24	13	36	10	32	15	7	39	11	36
Top2Box (Strongly/ Somewhat agree)	9%	11%	8%	14%	10%	3%	7%	11%	10%	8%	10%	8%	8%	13%	10%	7%	10%	8%	20%	8%	17%	8%
	454	000	200	E	E		105	404	70	400	004	404	201	00	000	400	070	474	S	400	U	400
Low2Box (Strongly/ Somewhat disagree)	454 91%	226 89%	228 92%	148 86%	165 90%	141 97%	165 93%	121 89%	73 90%	120 92%	334 90%	104 92%	261 92%	88 87%	328 90%	126 93%	279 90%	174 92%	28 80%	426 92%	51 83%	403 92%
Lowzbox (Strongry/ Somewhat disagree)	9176	09%	9270	00%	30%	97% CD	33%	09%	30%	3270	90%	32%	3270	0/%	30%	93%	30%	3270	00%	92% R	03%	92% T

June 2012

## SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

															Aus	tralia													
	Australia	Ge	nder		Age			lousehold Incor	ne	Marita	l Status		Education		Chief Inco	ome Earner	Emple	oyment	Busines	s Owner	Senior Execu Maker					REGION			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes		Employed	Not Employed	Yes		Yes		METRO	NON- METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U	V	W	X	Y	Z	а	b
Base: All Respondents (unwtd)	1001	443	558	268	293	440	264	516	221	521	480	331	325	345	546	455	606	395	122	879	148	853	659	342	313	341	190	78	79
Base: All Respondents (wtd)	500	248	252	197	145	158	143	257	100	222	278	131	294	74	273	227	299	201	64*	436	69*	431	325	175	149	177	96	38*	41*
I will download a mobile app in order to get updates on the Games.																													
	18	12	5	10	2	5	5	11	2	7	10	7	9	2	12	6	12	5	3	15	3	14	11	6	8	6	2	0	1
Strongly agree	4%	5%	2%	5%	2%	3%	3%	4%	2%	3%	4%	5%	3%	3%	4%	3%	4%	3%	4%	3%	5%	3%	4%	4%	5%	4%	2%	0	3%
	55	25	21	33	15	7	15	28	13	24	31		33	14	29	27	36	19	12	44	13	42	40	16	25	14	12	2	
Somewhat agree	11%	10%	12%	17%	10%	4%	10%	11%	13%	11%	11%	6%	11%	18%	11%	12%	12%	10%	18%	10%	19%	10%	12%	9%	17%	8%	12%	4%	6%
				E	E									KL					S		U				Yab				
	84	46	38	37	28	19	22	44	18	30	54	20	46	18	41	43	52	31	8	76	10	73	56	28	25	31	16	7	5
Somewhat disagree	17%	18%	15%	19%	20%	12%	15%	17%	18%	14%	19%	15%	16%	24%	15%	19%	18%	16%	12%	17%	15%	17%	17%	16%	17%	17%	17%	18%	12%
				E	E									KL															
	343	165	178	117	100	127	102	175	67	160	184	96	207	41	191	152	198	145	42	302	42	301	217	126	91	125	66	29	32
Strongly disagree	69%	67%	71%	60%	68%	80%	71%	68%	67%	72%	66%	73%	70%	55%	70%	67%	66%	72%	65%	69%	61%	70%	67%	72%	61%	71%	69%	77%	79%
						CD						M	М													Х		Х	Х
Summary																													
T2D(Ct)-(C)	73	37	36	43	18	13	19 14%	39	15	32	41	15	42 14%	16	41	32	48	25	14	59	17	56	51 16%	22 12%	33	21	14	2	4
Top2Box (Strongly/ Somewhat agree)	15%	15%	14%	22% DE	12%	6%	14%	15%	15%	14%	15%	12%	14%	21% KL	15%	14%	16%	12%	23%	13%	24%	13%	16%	12%	22% Yab	12%	14%	5%	9%
	427	211	216	154	128	146	124	218	85	190	237	116	253	58	232	195	251	176	49	378	52	375	273	154	115	156	83	36	37
Low2Box (Strongly/ Somewhat disagree)	85%	85%	86%	78%	88%	92%	86%	85%	85%	86%	85%	88%	86%	79%	85%	86%	84%	88%	77%	87%	76%	87%	84%	88%	78%	88%	86%	95%	91%
	3070	2070	2070	. 070	C	C	1 2070	2370	2370	2070	2070	M	M	.070	2070	3070	5470	2070		R	. 070	T	2470	2370	. 570	X	2370	X	X

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b \* small base

Detailed Tables

SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Japan										
	Japan	Ge	nder		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inc	ome Earner	Empl	ovment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	rotai	A	B	C	D D	E E	F	G	H	Married	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1010	533	477	304	350	356	592	349	69	569	441	341	215	454	518	492	685	325	121	889	147	863
Base: All Respondents (wtd)	500	251	249	185	155	160	298	169	33*	268	232	171	106	223	244	256	331	169	56	444	67	433
I will download a mobile app in order to get updates on the Games.																						
	8	5	3	5	1	2	2	4	2	5	3	1	2	6	6	2	7	1	2	6	3	5
Strongly agree	2%	2%	1%	3%	1%	1%	1%	2%	6%	2%	1%	0	1%	3%	2%	1%	2%	1%	3%	1%	5%	1%
				D					F					K	0						U	
	58	33	25	24	18	16	30	24	4	31	27	14	12	31	31	27	38	20	5	53	8	49
Somewhat agree	12%	13%	10%	13%	11%	10%	10%	14%	12%	11%	12%	8%	12%	14% K	13%	11%	11%	12%	9%	12%	13%	11%
	146	68	78	60	45	42	89	47	10	78	67	53	29	63	70	76	98	48	19	127	20	126
Somewhat disagree	29%	27%	31%	32%	29%	26%	30%	28%	30%	29%	29%	31%	27%	28%	29%	30%	30%	28%	33%	29%	29%	29%
comownat disagree	2070	2.70	0170	0270	2070	2070	0070	2070	0070	2070	2070	0170	2170	2070	2070	0070	0070	20,0	0070	2070	2070	2070
	288	145	144	97	92	100	177	94	17	154	135	102	63	123	138	151	188	101	31	258	35	253
Strongly disagree	58%	58%	58%	52%	59%	63%	59%	56%	52%	57%	58%	60%	60%	55%	56%	59%	57%	60%	55%	58%	53%	58%
						С																
Summary																						
	66	38	28	29	18	18	32	27	6	36	30	15	14	37	36	29	45	21	7	59	12	54
Top2Box (Strongly/ Somewhat agree)	13%	15%	11%	16%	12%	11%	11%	16%	18%	13%	13%	9%	13%	17%	15%	11%	14%	12%	12%	13%	18%	12%
	434	213	221	156	136	142	266	142	27	232	202	156	92	K 186	207	227	286	148	49	385	55	379
Low2Box (Strongly/ Somewhat disagree)	87%	85%	89%	84%	88%	89%	89%	84%	82%	87%	87%	91%	87%	83%	85%	89%	86%	88%	88%	87%	82%	88%
LOWZDOX (Gliorigiy/ Gornowilat disagree)	01 /0	0376	0970	0470	0070	0370	G G	U4 /0	02/0	07 /6	07 76	9176 M	07 /6	0370	3376	03/6	0076	0070	00 /0	37 /6	JZ /6	00 /0

45%

Low2Box (Strongly/ Somewhat disagree)

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

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												South Korea										
	South Korea	Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	1 Ottal	A	B	C	D	F	F	G	H	Marriod	J	K	I	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	511	263	248	167	202	142	79	209	223	319	192	15	155	341	289	222	378	133	66	445	109	402
Base: All Respondents (wtd)	500	252	248	211	179	111	88*	204	209	278	222	20**	158	321	263	237	351	149	58*	442	96	404
I will download a mobile app in order to get up on the Games.	odates																					
	22	8	14	15	5	3	3	15	4	9	13	2	8	12	6	16	14	9	2	20	4	19
Strongly agree	4%	3%	6%	7%	3%	3%	4%	7%	2%	3%	6%	11%	5%	4%	2%	7%	4%	6%	4%	5%	4%	5%
	474	00		D 07				H	87	400			40	400	440	N	405	00			40	100
Communitations	171 34%	99 39%	72 29%	67 32%	60 33%	44	27 31%	57 28%	42%	102 37%	69 31%	2 8%	43 27%	126 39%	110 42%	61 26%	135 38%	36 24%	29 51%	141	49 51%	122 30%
Somewhat agree	34%	39% B	29%	32%	33%	40%	31%	20%	42% G	31%	3176	070	2170	39% L	42% O	20%	30% O	24%	51% S	32%	51% U	30%
	186	100	87	68	84	35	29	81	76	112	74	q	58	120	96	91	125	61	15	172	29	157
Somewhat disagree	37%	39%	35%	32%	47%	32%	33%	40%	37%	40%	33%	45%	36%	37%	36%	38%	36%	41%	25%	39%	30%	39%
		0070	0070	02.0	CE															R		
	121	46	75	61	31	29	28	51	42	54	66	7	49	64	51	69	77	43	12	109	15	106
Strongly disagree	24%	18%	30%	29%	17%	26%	32%	25%	20%	20%	30%	36%	31%	20%	20%	29%	22%	29%	20%	25%	15%	26%
			Α	D			Н				I		M			N						Т
Summary																						
	193	107	86	82	64	47	31	72	91	111	82	4	52	138	116	77	148	45	32	161	52	141
Top2Box (Strongly/ Somewhat agree)	39%	42%	35%	39%	36%	42%	35%	35%	43%	40%	37%	19%	33%	43%	44%	33%	42%	30%	55%	36%	55%	35%
														L	0		Q		S	<b></b>	U	<del> </del>
	307	145	161	128	115	64	57	132	118	167	140	16	107	184	147	160	202	104	26	281	44	263

57%

60%

63%

67% M

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U \* small base; \*\* very small base (under 30) ineligible for sig testing

58%

65%

61%

153 of 459

SOCIALOGUE

[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

											Russia										
Russia	Ger	nder		Age		н	ousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		utive/Decision /Leader
Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	Α	В	С	D	Е	F	G	Н	I	J	K	L	М	N	0	Р	Q	R	S	T	U
								441													429
500	240	260	211	175	114	32**	40*	428	242	258	146*	266	88	292	208	460	40**	29**	471	71*	429
19	11	8	7	7	4	1	1	16	11	8	1	15	2	14	5	19	0	2	16	4	15
4%	5%	3%	4%	4%	4%	5%	3%	4%	5%	3%	1%	6%	3%	5%	2%	4%	-	9%	3%	6%	3%
41	18	23	20	13	8	1	5	34	16	25	17	18	6	19	22	34	7	4	37	9	32
8%	7%	9%	9%	7%	7%	4%	12%	8%	7%	10%	12%	7%	6%	6%	10%	7%	18%	13%	8%	12%	7%
56	30	17	21	25	10	4	2	40	32	2/	1.4	20	13	37	10	51	4	3	53		47
																	11%			Ü	11%
,	В											,				,			11,7		
385	172	212	163	130	92	25	32	328	183	202	114	203	68	222	162	357	28	20	365	50	335
77%	72%	82%	77%	74%	80%	77%	79%	77%	75%	78%	78%	77%	77%	76%	78%	77%	71%	68%	77%	70%	78%
		Α																			
						-	·										,				47
12%	12%	12%	13%	12%	11%	9%	15%	12%	11%	13%	13%	12%	9%	11%	13%	11%	18%	22%	11%	18%	11%
440	211	229	184	155	102	29	34	377	215	225	127	233	80	259	181	408	32	23	418	58	382
88%	88%	88%	87%	88%	89%	91%	85%	88%	89%	87%	87%	88%	91%	89%	87%	89%	82%	78%	89%	82%	89%
	Total  505 500  19 4% 41 8% 56 11% 60 12% 440	Total Male A 505 243 500 240  19 11 4% 5% 41 18 8% 7% 56 39 11% 16% B 385 172 77% 72% 60 29 12% 12% 440 211	Total Male Female A B 505 243 262 500 240 260  19 11 8 446 556 3% 41 18 23 8% 7% 9% 56 39 17 11% 16% 7% B 385 172 212 77% 72% 82% A 60 29 30 12% 12% 12% 440 211 229	Total Male Female Under 35 A B C 505 243 262 147 500 240 260 211  19 11 8 7 4% 5% 3% 4% 41 18 23 20 8% 7% 9% 9% 56 39 17 21 11% 16% 7% 10% B 385 172 212 163 77% 72% 82% 77% A  60 29 30 27 12% 12% 12% 13% 440 211 229 184	Total         Male         Female         Under 35         35 to 49           A         B         C         D           505         243         262         147         208           500         240         260         211         175           4%         5%         3%         4%         4%           41         18         23         20         13           8%         7%         9%         9%         7%           56         39         17         21         25           11%         16%         7%         10%         14%           8         385         172         212         163         130           77%         72%         82%         77%         74%           60         29         30         27         20           12%         12%         13%         12%           440         211         229         184         155	Total         Male         Female         Under 35         35 to 49         50 to 64           A         B         C         D         E           505         243         262         147         208         150           500         240         260         211         175         114           19         11         8         7         7         4           4%         5%         3%         4%         4%         4%           41         18         23         20         13         8           8%         7%         9%         9%         7%         7%           56         39         17         21         25         10           11%         16%         7%         10%         14%         9%           8         8         7         74%         80%           77%         72%         82%         77%         74%         80%           A         A         4         4         4         4           60         29         30         27         20         12           12%         12%         12%         13%         1	Total         Male         Female         Under 35         35 to 49         50 to 64         Low           A         B         C         D         E         F           505         243         262         147         208         150         25           500         240         260         211         175         114         32**           19         11         8         7         7         4         1         4           4%         5%         3%         4%         4%         4%         5%         5%           41         18         23         20         13         8         1         1           8%         7%         9%         9%         7%         7%         4%         4%           56         39         17         21         25         10         4           11%         16%         7%         10%         14%         9%         14%           B         385         172         212         163         130         92         25           77%         72%         82%         77%         74%         80%         77%	Total         Male         Female         Under 35         35 to 49         50 to 64         Low         Medium           A         B         C         D         E         F         G           505         243         262         147         208         150         25         39           500         240         260         211         175         114         32**         40*           19         11         8         7         7         4         1         1         1         44%         5%         3%         4%         4%         4%         5%         3%         3%         44         4%         4%         5%         3%         12%         5         3         1         5         3         1         5         3         4         1         1         4         4         4%         4%         4%         12%         12%         5         3%         4%         4%         4%         12%         12%         5         3%         4%         12%         12%         12%         1         1         1         4         2         12%         1         1         1         4         4	Total         Male         Female         Under 35         35 to 49         50 to 64         Low         Medium         High           A         B         C         D         E         F         G         H           505         243         262         147         208         150         25         39         441           500         240         260         211         175         114         32"*         40"         428           19         11         8         7         7         7         4         1         1         16           4%         5%         3%         4%         4%         4%         5%         3%         4%           41         18         23         20         13         8         1         5         34           8%         7%         9%         9%         7%         7%         4%         12%         8%           56         39         17         21         25         10         4         2         49           11%         16%         7%         10%         14%         9%         14%         6%         11%	Total         Male         Female         Under 35         35 to 49         50 to 64         Low         Medium         High         Married           505         243         262         147         208         150         25         39         441         256           500         240         260         211         175         114         32**         40*         428         242           19         11         8         7         7         4         1         1         16         11           4%         5%         3%         4%         4%         4%         5%         3%         4%         5%           41         18         23         20         13         8         1         5         34         16           8%         7%         9%         9%         7%         7%         4%         12%         8%         7%           41         18         23         20         13         8         1         5         34         16           8%         7%         9%         7%         7%         4%         12%         8%         7%           56         39 </td <td>Total         Male         Female         Under 35         35 to 49         50 to 64         Low         Medium         High         Married         Other           505         243         262         147         208         150         25         39         441         256         249           500         240         260         211         175         114         32**         40*         428         242         258           19         11         8         7         7         4         1         1         16         11         8           4%         5%         3%         4%         4%         4%         5%         3%         4%         5%         3%           41         18         23         20         13         8         1         5         34         16         25           8%         7%         9%         9%         7%         7%         4%         12%         8%         7%         10%           56         39         17         21         25         10         4         2         49         32         24           11%         16%         7%</td> <td>  Russia   Gender   Age</td> <td>  Russia   Gender</td> <td>  Russia   Center   Russia   Center   Chief Income   Employment   Empl</td> <td>  Russia   Gender   Age</td> <td>  Russia   Gender   Russia   Gender   Russia   R</td> <td>  Russia     Russia  </td>	Total         Male         Female         Under 35         35 to 49         50 to 64         Low         Medium         High         Married         Other           505         243         262         147         208         150         25         39         441         256         249           500         240         260         211         175         114         32**         40*         428         242         258           19         11         8         7         7         4         1         1         16         11         8           4%         5%         3%         4%         4%         4%         5%         3%         4%         5%         3%           41         18         23         20         13         8         1         5         34         16         25           8%         7%         9%         9%         7%         7%         4%         12%         8%         7%         10%           56         39         17         21         25         10         4         2         49         32         24           11%         16%         7%	Russia   Gender   Age	Russia   Gender	Russia   Center   Russia   Center   Chief Income   Employment   Empl	Russia   Gender   Age	Russia   Gender   Russia   Gender   Russia   R	Russia     Russia				

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												Sweden					1				1	
																					Senior Exec	utive/Decision
	Sweden	Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner	Maker	r/Leader
																		Not				
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Employed	Yes	No	Yes	No
	rotar	A	В	C	D	E	F	G	H	I	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	242	259	160	163	178	211	237	53	145	356	327	80	94	330	171	307	194	44	457	63	438
Base: All Respondents (wtd)	500	254	246	185*	162*	152*	169*	255	76*	159*	341	105	263*	133*	343	157*	339	161*	46**	454	68*	432
I will download a mobile app in order to get updates on the Games.	3																					
	17	14	3	8	3	6	8	4	4	6	11	3	6	7	14	3	8	9	2	15	5	12
Strongly agree	3%	5%	1%	4%	2%	4%	5%	2%	6%	4%	3%	3%	2%	5%	4%	2%	2%	6%	4%	3%	7%	3%
	44	28	16	7	27	10	4	27	13	27	17	7	24	14	32	12	34	10	5	39	9	35
Somewhat agree	9%	11%	6%	4%	17% C	7%	3%	11%	17%	17%	5%	7%	9%	10%	9%	8%	10%	6%	11%	9%	14%	8%
	51	39	12	26	18	6	11	36	4	1	51	8	32	11	40	11	31	20	12	39	12	39
Somewhat disagree	10%	15%	5%	14%	11%	4%	7%	14%	6%	0	15%	8%	12%	9%	12%	7%	9%	12%	25%	9%	17%	9%
Comornial diagree	1070	В	0.0	E	1170	1,0	170	1170	070		1	0,0	1270	0,0	1270	7,0	0,0	1270	2070	0,0	1170	0,0
	388	172	215	145	114	130	146	188	54	125	263	87	201	100	257	131	266	122	27	361	42	346
Strongly disagree	78%	68%	87%	78%	70%	85%	86%	74%	72%	79%	77%	83%	77%	76%	75%	83%	78%	76%	59%	79%	62%	80%
			A			D	G															T
Summary																						
L	61	42	19	15	30	16	12	32	17	33	28	10	30	21	46	15	42	19	7	54	14	47
Top2Box (Strongly/ Somewhat agree)	12%	17% B	8%	8%	19%	11%	7%	12%	22%	21%	8%	10%	11%	16%	13%	10%	12%	12%	16%	12%	21%	11%
	439	В 211	228	171	132	136	157	223	F 59	J 125	314	95	233	111	297	142	297	142	39	400	53	386
Low2Box (Strongly/ Somewhat disagree)	88%	83%	92%	92%	81%	89%	93%	88%	78%	79%	92%	90%	89%	84%	87%	90%	88%	88%	84%	88%	79%	89%
Low2Dox (Onongry/ Contewnal disagree)	00 /0	03/0	9270 A	3270	01/6	0370	9376 H	0070	1070	1370	3276 I	30 /6	0370	U+ /0	07 /0	3076	0070	00/6	0+70	00 /6	1970	0376

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												Indonesia										
	Indonesia	Ge	nder		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emple	pyment	Busines	ss Owner		utive/Decisio /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	264	239	197	221	85	66	269	168	348	155	188	28	287	263	240	444	59	57	446	130	373
Base: All Respondents (wtd)	500	250	250	282	166	53*	98*	267	136	294	206	210	29**	261	238	262	432	68*	50*	450	114	386
I will download a mobile app in order to get upda on the Games.	ites																					
	35	20	14	19	13	3	14	11	10	22	13	16	2	16	18	16	33	2	4	30	12	23
Strongly agree	7%	8%	6%	7%	8%	5%	14%	4%	7%	7%	6%	8%	8%	6%	8%	6%	8%	3%	9%	7%	10%	6%
							G															
	158	88	70	84	54	20	23	85	50	98	61	58	7	93	83	75	139	19	21	137	47	112
Somewhat agree	32%	35%	28%	30%	33%	38%	24%	32%	37%	33%	30%	28%	25%	36%	35%	29%	32%	29%	43%	30%	41%	29%
													_								U	
O	172	77	94	96	58	17	33	100	39	98	73	79	5	87	81	91	150	21	14	157	34	137
Somewhat disagree	34%	31%	38%	34%	35%	33%	34%	37%	29%	33%	36%	38%	19%	33%	34%	35%	35%	31%	28%	35%	30%	36%
	135	64	71	83	40	12	27	71	37	77	58	56	14	65	56	79	110	25	10	125	22	113
Strongly disagree	27%	26%	28%	29%	24%	23%	28%	27%	27%	26%	28%	27%	49%	25%	24%	30%	25%	37%	20%	28%	19%	29%
oliongly diouglos	27,70	2070	2070	2070	2170	2070	2070	2.70	2.70	2070	20,0	2.70	1070	2070	2170	0070	2070	0.70	2070	2070	1070	T
Summary	•																					
	193	108	85	103	67	23	37	96	60	119	74	75	9	109	101	92	172	22	26	168	58	135
Top2Box (Strongly/ Somewhat agree)	39%	43%	34%	37%	41%	44%	38%	36%	44%	41%	36%	36%	32%	42%	43%	35%	40%	32%	51%	37%	51%	35%
		В																			U	
	307	142	165	179	98	30	60	170	76	175	132	135	20	152	137	170	261	46	24	283	56	251
Low2Box (Strongly/ Somewhat disagree)	61%	57%	66%	63%	59%	56%	62%	64%	56%	59%	64%	64%	68%	58%	57%	65%	60%	68%	49%	63%	49%	65%
i .			Α																			Т

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												Turkey										
	Turkey	Ge	ender		Age		ı	lousehold Inco	me	Marita	I Status	Turkey	Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		cutive/Decisio r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	Hiah	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	H	1	J	К	L	М	N	0	Р	Q	R	S	Т	U
Base: All Respondents (unwtd)	506	407	99	407	90	9	45	216	245	205	301	155	69	282	290	216	349	157	66	440	181	325
Base: All Respondents (wtd)	500	252	248*	263	188**	49**	30**	194*	276*	269*	231	170*	59*	270*	235	265*	301	199*	51*	449	142*	358*
I will download a mobile app in order to get updation the Games.	ates																					
	36	31	6	24	12	0	7	11	19	15	22	13	2	21	20	16	26	11	15	21	20	17
Strongly agree	7%	12%	2%	9%	6%	-	23%	6%	7%	5%	9%	8%	3%	8%	8%	6%	8%	5%	29%	5%	14%	5%
		В																	S		U	
	104	44	60	62	38	4	7	33	64	51	53	37	14	53	46	58	69	35	10	94	25	79
Somewhat agree	21%	17%	24%	24%	20%	8%	24%	17%	23%	19%	23%	22%	24%	19%	20%	22%	23%	18%	20%	21%	18%	22%
	195	92	103	76	86	33	9	74	112	130	65	71	16	109	84	111	100	95	12	183	45	150
Somewhat disagree	39%	37%	42%	29%	46%	67%	31%	38%	41%	48%	28%	42%	26%	40%	36%	42%	33%	48%	23%	41%	32%	42%
										J												
	164	85	79	100	52	12	7	77	81	73	92	49	28	88	85	79	107	57	14	150	53	112
Strongly disagree	33%	34%	32%	38%	28%	25%	22%	40%	29%	27%	40%	29%	47%	32%	36%	30%	36%	29%	27%	33%	37%	31%
Summary																						
	141	75	66	86	51	4	14	44	83	66	75	51	16	74	66	75	94	46	25	115	45	96
Top2Box (Strongly/ Somewhat agree)	28%	30%	27%	33%	27%	8%	47%	22%	30%	24%	32%	30%	27%	27%	28%	28%	31%	23%	49%	26%	31%	27%
	050	477	400	477	407	45	40	454	400	000	457	400	40	400	400	400	007	450	S	000		000
Law 2Bay (Chanaly) Camarahat diagram (	359	177	182	177	137	45	16	151	193	203	157	120	43	196	169	190	207	152	26	333	98	262
Low2Box (Strongly/ Somewhat disagree)	72%	70%	73%	67%	73%	92%	53%	78%	70%	76%	68%	70%	73%	73%	72%	72%	69%	77%	51%	74% R	69%	73%

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Hungary										
	Hungary	Gr	ender		Age		,	lousehold Inco	me	Marita	I Status		Education		Chief Inco	ome Earner	Emple	oyment	Busine	ss Owner		utive/Decision /Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	TOtal	A	B	C C	D D	50 to 04	F	G	H	Iviairieu	J	K	Mediaiii	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1001	477	524	340	278	383	564	289	6	373	628	341	489	171	505	496	539	462	71	930	67	934
Base: All Respondents (wtd)	500	244	256	202	137	162	278	145	3**	172	328	130	294	77	244	256	272	228	35*	465	34*	466
I will download a mobile app in order to get upon the Games.	lates																					
	22	15	7	11	5	7	13	6	0	5	17	7	12	3	10	12	9	13	1	21	2	20
Strongly agree	4%	6%	3%	5%	4%	4%	5%	4%	-	3%	5%	5%	4%	4%	4%	5%	3%	6%	3%	4%	5%	4%
		В																				
	24	13	11	11	6	8	13	7	2	6	18	10	11	4	15	9	16	8	2	22	1	23
Somewhat agree	5%	5%	4%	5%	4%	5%	5%	5%	68%	4%	5%	8%	4%	5%	6%	4%	6%	4%	5%	5%	4%	5%
	33	17	17	12	10	12	17	11	0	14	19	8	20	5	17	16	22	11	1	32	1	33
Somewhat disagree	7%	7%	7%	6%	7%	7%	6%	8%	-	8%	6%	6%	7%	6%	7%	6%	8%	5%	3%	7%	2%	7%
	421	200	221	169	116	135	236	121	1	147	273	105	251	65	202	219	225	196	31	390	30	390
Strongly disagree	84%	82%	86%	84%	85%	84%	85%	83%	32%	85%	83%	81%	85%	85%	83%	86%	83%	86%	88%	84%	89%	84%
Summary																						
,	46	28	18	21	11	14	25	13	2	11	35	16	23	7	25	21	25	21	3	43	3	43
Top2Box (Strongly/ Somewhat agree)	9%	11%	7%	10%	8%	9%	9%	9%	68%	6%	11%	13%	8%	9%	10%	8%	9%	9%	9%	9%	9%	9%
		В									I	L										
	454	216	238	181	126	147	253	132	1	161	292	113	271	70	219	235	247	207	32	422	31	423
Low2Box (Strongly/ Somewhat disagree)	91%	89%	93%	90%	92%	91%	91%	91%	32%	94%	89%	87%	92%	91%	90%	92%	91%	91%	91%	91%	91%	91%
			A							J			K									

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

Polland   Gender   Age   Household Income   Marital Status   Education   Chief Income Earner   Employment   Business Owner   Makes Adelege																							
Poland   P													Poland										
Total   Male   Female   Under 35   35 to 49   50 to 64   Low   Medium   High   Married   Other   Low   Medium   High   Yes   No   Employed   Yes   No   Yes   No   No   State   No   Yes   No   No   No   No   No   No   No   N		Roland	0.						lavorbald lavo		Marita	I Canada		Education		Chiefles	F	- Frank		Duning			
Total   Male   Female   Marker 35   35 to 40   Female   Model   Mode		Folaliu	G	nder		Age			iousenoia inco	me	Warita	Status		Education		Chief Inco	ome carner	Empic		busines	ss Owner	Waker	Leader
Base All Respondents (wird)   500   233   287   168   177   157   398   93   9   270   230   68   340   92   321   179   298   202   37   463   62   438		Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed		Yes	No	Yes	No
Base: All Respondents (vold)   500   248   252   215   146   139   410   81°   9°   248   252   104°   327   69°   302   198   281   219   31°   469   \$3°   447   will download a mobile app in order to get updates on the Games.			А	В	С	D	E	F	G	H	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Strongly agree   33   21   12   22   7   4   23   10   1   13   21   8   18   8   22   12   26   7   3   30   9   24		500	233	267	166	177	157	398	93	9	270	230		340	92	321	179	298	202	37	463	62	438
Strongly agree   33   21   12   22   7   4   23   10   1   13   21   8   18   8   22   12   26   7   3   30   9   24	Base: All Respondents (wtd)	500	248	252	215	146	139	410	81*	9**	248	252	104*	327	69*	302	198	281	219	31*	469	53*	447
Strongly agree		ates																					
Commonstrature		33	21	12	22	7	4	23	10	1	13	21	8	18	8	22	12	26	7	3	30	9	24
60   38   22   33   12   15   49   9   1   29   31   17   34   8   37   23   34   25   5   54   6   54	Strongly agree	7%	9%	5%		5%	3%	5%		11%	5%	8%	8%	5%	11%	7%	6%		3%	9%	6%		5%
Somewhat agree   12%   15%   9%   15%   8%   11%   12%   11%   12%   12%   12%   12%   11%   12%   1									-														
B   115   64   51   44   39   32   94   18   3   53   62   25   82   8   71   44   60   55   10   106   14   101   Somewhat disagree   23%   26%   20%   21%   26%   23%   23%   23%   33%   21%   25%   24%   25%   11%   24%   22%   22%   22%   23%   33%   21%   25%   24%   25%   11%   24%   22%   22%   22%   23%									3	1					-	0.						Ü	
Somewhat disagree 23% 26% 20% 21% 26% 23% 23% 23% 23% 33% 21% 25% 24% 25% 11% 24% 22% 21% 25% 31% 23% 27% 23% 24% 25% 24% 25% 11% 24% 22% 21% 25% 31% 23% 27% 23% 25% 24% 25% 24% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	Somewhat agree	12%		9%	15%	8%	11%	12%	11%	12%	12%	12%	17%	11%	11%	12%	11%	12%	12%	16%	12%	11%	12%
292   124   167   116   88   88   244   44   4   154   138   54   192   46   173   119   160   132   14   278   24   268   288   289   2		115	64	51	44	39	32	94	18	3	53	62	25	82	8	71	44	60	55	10	106	14	101
292   124   167   116   88   88   244   44   4   154   138   54   192   46   173   119   160   132   14   278   24   268	Somewhat disagree	23%	26%	20%	21%	26%	23%	23%	23%	33%	21%	25%	24%	25%	11%	24%	22%	21%	25%	31%	23%	27%	23%
Strongly disagree 58% 50% 66% 54% 60% 63% 60% 54% 44% 62% 55% 52% 59% 66% 57% 60% 57% 60% 444% 59% 45% 60% 57% 50% 50% 50% 50% 50% 50% 50% 50% 50% 50													M	M									
Summary  93 59 34 55 19 19 72 19 2 41 52 25 52 16 58 34 60 33 8 85 15 78  Top2Box (Strongly/ Somewhat agree)  93 19% 24% 13% 25% 13% 14% 18% 23% 23% 17% 21% 24% 16% 23% 19% 17% 21% 15% 26% 18% 29% 17%  B DE  407 189 218 160 127 120 338 62 7 207 200 79 275 54 244 163 221 186 23 384 38 369  Low2Box (Strongly/ Somewhat disagree)  81% 76% 87% 75% 87% 86% 82% 77% 77% 83% 79% 76% 84% 77% 81% 83% 79% 85% 74% 82% 71% 83%		292	124	167	116	88	88	244		4	154	138		192			119	160	132	14			
Summary  93 55 19 19 72 19 2 41 52 25 52 16 58 34 60 33 8 85 15 78  102Box (Strongly/ Somewhat agree)  103 56 19 19 72 19 2 41 52 25 52 16 58 34 60 33 8 85 15 78  104 105 105 105 105 105 105 105 105 105 105	Strongly disagree	58%	50%	66%	54%	60%	63%	60%	54%	44%	62%	55%	52%	59%	66%	57%	60%	57%	60%	44%	59%	45%	
93 59 34 55 19 19 72 19 2 41 52 25 52 16 58 34 60 33 8 85 15 78  Top2Box (Strongly/ Somewhat agree)				A																			Т
Top2Box (Strongly/ Somewhat agree)  19% 24% 13% 25% 13% 14% 18% 23% 23% 17% 21% 24% 16% 23% 19% 17% 21% 15% 26% 18% 29% 17%  B DE U U U U U U U U U U U U U U U U U U U	Summary																						
B DE U 338 62 7 207 200 79 275 54 244 163 221 186 23 384 38 369 20% (Strongly/Somewhat disagree) 81% 76% 87% 75% 87% 86% 82% 77% 779 83% 79% 76% 84% 77% 81% 83% 79% 85% 74% 82% 71% 83%	T. 20. (0																						
Low2Box (Strongly/ Somewhat disagree) 407 189 218 160 127 120 338 62 7 207 200 79 275 54 244 163 221 186 23 384 38 369  Low2Box (Strongly/ Somewhat disagree) 81% 76% 87% 75% 87% 86% 82% 77% 77% 83% 79% 76% 84% 77% 81% 83% 79% 85% 74% 82% 71% 83%	Top2Box (Strongly/ Somewhat agree)	19%		13%		13%	14%	18%	23%	23%	17%	21%	24%	16%	23%	19%	17%	21%	15%	26%	18%		1/%
Low/2Box (Strongly/ Somewhat disagree) 81% 76% 87% 75% 87% 86% 82% 77% 77% 83% 79% 76% 84% 77% 81% 83% 79% 85% 74% 82% 71% 83%		407		210		127	120	220	62	7	207	200	70	275	E4	244	162	224	106	22	204	_	360
	Low?Pox (Strongly/ Samowhat disagree)									,													
	Lowzbox (Strongry/ Somewhat disagree)	0170	10%	6/ % A	13%	6/% C	00% C	02%	1170	1170	03%	1970	10%	04%	1170	01%	03%	19%	03%	1470	02%	1170	63% T

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												China										
	China	Ge	ender		Age		н	ousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Empl	oyment	Busine	ss Owner		cutive/Decisio r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		А	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	526	481	461	422	124	78	272	657	716	291	90	272	645	708	299	899	108	114	893	312	695
Base: All Respondents (wtd)	500	249	251	200*	194*	105*	83*	202*	215	341	159*	295*	155	50	300	200*	402	98*	39**	461	94*	406
I will download a mobile app in order to get upda on the Games.	tes																					
	40	29	11	21	16	2	3	4	32	28	12	17	13	10	29	10	32	7	7	33	13	27
Strongly agree	8%	12%	4%	11%	8%	2%	4%	2%	15%	8%	7%	6%	8%	19%	10%	5%	8%	7%	18%	7%	14%	7%
		В							G					KL								
	224	108	116	104	76	45	31	86	107	157	67	123	78	24	135	89	190	35	27	197	51	173
Somewhat agree	45%	43%	46%	52%	39%	42%	37%	43%	50%	46%	42%	42%	50%	49%	45%	45%	47%	35%	70%	43%	55%	43%
	190	83	108	58	80	53	36	88	66	132	59	130	48	13	111	79	148	42	4	186	28	162
Somewhat disagree	38%	33%	43%	29%	41%	50%	44%	44%	31%	39%	37%	44%	31%	26%	37%	39%	37%	43%	11%	40%	30%	40%
		0070	1070		,.	С		,.				LM			0.70		0.70		,			
	46	30	16	17	23	6	13	24	9	24	21	26	17	3	24	22	32	14	1	45	2	44
Strongly disagree	9%	12%	6%	9%	12%	5%	15%	12%	4%	7%	13%	9%	11%	7%	8%	11%	8%	14%	1%	10%	2%	11%
· · ·							Н															
Summary																						
	264	137	127	125	92	47	34	90	140	185	79	140	91	34	164	100	222	42	34	230	64	200
Top2Box (Strongly/ Somewhat agree)	53%	55%	51%	63%	47%	45%	41%	45%	65%	54%	50%	47%	58%	68%	55%	50%	55%	43%	87%	50%	68%	49%
				DE					FG					KL							U	
	236	112	124	75	103	58	49	112	75	156	80	155	64	16	136	100	180	56	5	231	30	206
Low2Box (Strongly/ Somewhat disagree)	47%	45%	49%	37%	53%	55%	59%	55%	35%	46%	50%	53%	42%	32%	45%	50%	45%	57%	13%	50%	32%	51%
					С	С	Н	Н				M	M									T

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[I will download a mobile app in order to get updates on the Games.] To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England:

												Brazil										
	Brazil	Ge	nder		Age		н	lousehold Inco	me	Marita	l Status		Education		Chief Inc	ome Earner	Empl	oyment	Busines	s Owner		cutive/Decision r/Leader
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		Α	В	С	D	Е	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S	Т	U
Base: All Respondents (unwtd)	1010	447	563	500	337	173	264	714	32	385	625	163	549	298	409	601	676	334	120	890	174	836
Base: All Respondents (wtd)	500	245	255	271	152*	77*	203	294	3*	193	307	363	107	29	193	307	310	190	48*	452	71*	429
I will download a mobile app in order to get updates on the Games.																						
	40	15	25	25	10	5	21	19	0	20	20	35	5	1	14	26	29	11	6	34	6	34
Strongly agree	8%	6%	10%	9%	7%	6%	10%	6%	5%	10%	6%	10%	4%	2%	7%	9%	9%	6%	12%	8%	9%	8%
									_			LM										<b>_</b>
0	62	34	29	40	21	1	28	34	0	21	42	45	14	4	19	44	42	20	11	51	14	48
Somewhat agree	12%	14%	11%	15%	14% F	2%	14%	12%	7%	11%	14%	12%	13%	12%	10%	14%	14%	10%	24% S	11%	20%	11%
	68	31	37	28	24	17	30	38	0	35	33	51	14	4	35	33	40	28	4	65	7	61
Somewhat disagree	14%	13%	15%	10%	16%	22%	15%	13%	6%	18%	11%	14%	13%	14%	18%	11%	13%	15%	7%	14%	10%	14%
						С																+
	329	165	164	178	97	55	124	203	3	117	212	232	76	21	125	204	198	131	27	302	44	285
Strongly disagree	66%	67%	64%	66%	63%	71%	61%	69%	82%	61%	69%	64%	70%	71%	65%	66%	64%	69%	57%	67%	62%	67%
									F													
Summary																						
	102	49	54	65	32	6	49	53	0	41	62	80	18	4	32	70	71	31	17	85	20	82
Top2Box (Strongly/ Somewhat agree)	20%	20%	21%	24%	21%	8%	24%	18%	12%	21%	20%	22%	17%	15%	17%	23%	23%	16%	36%	19%	28%	19%
	398	196	202	E 206	E 120	71	154	241	3	152	245	283	90	25	161	237	238	159	S 21	367	51	346
Low2Box (Strongly/ Somewhat disagree)	80%	196 80%	79%	76%	79%	92%	76%	82%	88%	79%	80%	283 78%	89 83%	25 85%	83%	77%	77%	159 84%	31 64%	367 81%	72%	81%
Low2Dox (Ottorigry/ Contential disagree)	5576	50%	1370	7070	1970	CD CD	1076	02/0	0070	1370	0076	7070	0370	00 /0	0376	1170	1170	0470	U+70	01/0 P	12/0	0170

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	Italy	0-	nder		Age			ousehold Inco			I Status	Italy	Education		Chiefles	ome Earner	F	oyment	Duning	ss Owner		utive/Decisio
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High				Not	Yes	No	Yes	
	lotal	Male	Female B	C C	35 to 49 D	50 to 64	LOW	G	High H	Married	Other	K	Medium	High	Yes	No O	Employed	Employed Q	Yes R	No S	Yes	No U
Base: All Respondents (unwtd)	1005	458	547	352	360	293	208	488	309	572	433	347	531	127	412	593	561	444	110	895	137	868
Base: All Respondents (wtd)	500	250	250	181	173	146	107	246	147	287	213	244	199	58	215	285	268	232	54*	446	67	433
I will download a mobile app in order to get updat on the Games.	es																					
	12	5	7	4	5	3	2	6	5	8	4	3	5	4	5	7	8	4	3	9	5	7
Strongly agree	2%	2%	3%	2%	3%	2%	1%	2%	3%	3%	2%	1%	3%	6%	2%	3%	3%	2%	5%	2%	7%	2%
														KL							U	
	44	25	19	20	13	10	9	23	11	22	21	22	15	7	20	24	27	17	5	39	8	35
Somewhat agree	9%	10%	7%	11%	8%	7%	9%	10%	8%	8%	10%	9%	8%	12%	9%	8%	10%	7%	10%	9%	13%	8%
	98	51	47	35	34	29	20	46	33	49	49	42	42	14	41	57	59	39	9	90	13	85
Somewhat disagree	20%	21%	19%	19%	19%	20%	19%	19%	22%	17%	23%	17%	21%	24%	19%	20%	22%	17%	16%	20%	19%	20%
, and the second											I											
	346	168	178	122	121	103	76	171	99	208	138	176	136	33	149	197	175	171	38	308	41	305
Strongly disagree	69%	67%	71%	67%	70%	71%	71%	70%	67%	72%	65%	72%	69%	57%	69%	69%	65%	74%	70%	69%	61%	70%
										J		M	М					Р				Т
Summary																						
	56	30	26	24	18	14	11	29	16	30	26	25	20	11	25	31	35	21	8	48	13	43
Top2Box (Strongly/ Somewhat agree)	11%	12%	10%	13%	10%	9%	10%	12%	11%	11%	12%	10%	10%	18%	12%	11%	13%	9%	15%	11%	20%	10%
														KL							U	
	444	220	224	157	155	133	96	217	131	257	187	218	178	47	190	254	233	211	46	398	54	390
Low2Box (Strongly/ Somewhat disagree)	89%	88%	90%	87%	90%	91%	90%	88%	89%	89%	88%	90%	90%	82%	88%	89%	87%	91%	85%	89%	80%	90% T
Described March Colonia Tests (50% cital to 1)		1		1	1			1	1			M	М		1	1					1	

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														Bel	gium												
	Belgium	Co	ender		Age		١.	lousehold Incor		Maria	l Status		Education		Chief Inc.	ome Earner	F	loyment	Busine	ss Owner		utive/Decision		Region			guage
	Deigiuiii	Ge	inder		Age		† <u>'</u>	lousenoid incor	ile.	MdIIId	Julius		Education		Ciliei inco	Offic Earther	Empi	oyment	Dusine	SS Owner	Maker	/Leader		Region		LdII	guage
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemis
	Total	A	B	C C	D D	50 to 04	F	G	H	Married	Julien	K	IMEGIGIII	M	N	0	P	Q	R	S	T	U	V	W	X	Y	7
Base: All Respondents (unwtd)	503	252	251	191	171	141	190	192	121	147	356	128	222	153	297	206	301	202	11	492	33	470	185	139	179	322	181
Base: All Respondents (wtd)	500	251	249	184	162	154	192	194	114	150	350	172	186	142	297	203	292	208	10**	490	31*	469	177	134	189	328	172
I will download a mobile app in order to get updates on the Games.																											
	4	4	0	3	1	0	1	2	2	1	3	0	2	3	3	2	3	2	0	4	1	3	2	2	1	3	2
Strongly agree	1%	2%	-	2%	1%	-	0	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	3%	1%	1%	1%	0	1%	1%
		В																									
	26	20	5	13	9	4	5	11	10	8	18	3	11	12	18	7	19	6	0	26	3	23	11	9	6	16	10
Somewhat agree	5%	8%	2%	7%	5%	3%	3%	5%	9%	5%	5%	2%	6%	8%	6%	4%	7%	3%		5%	8%	5%	6%	7%	3%	5%	6%
		В							F				K	K						<u> </u>							
0	46	23	23	20	15	10	15	17	14	20	26	12	20	14	30	15	29	17	1	44	6	40	23	12	10	24	22
Somewhat disagree	9%	9%	9%	11%	10%	7%	8%	9%	12%	13%	8%	7%	11%	10%	10%	8%	10%	8%	14%	9%	19%	9%	13% X	9%	5%	7%	13%
	424	204	220	148	137	140	171	164	89	122	302	158	153	113	245	179	242	183	9	415	22	403	141	110	173	286	139
Strongly disagree	85%	81%	89%	80%	85%	91%	89%	85%	78%	81%	86%	92%	83%	80%	83%	88%	83%	88%	86%	85%	70%	86%	80%	83%	91%	87%	81%
3,		0.70	A			C	Н					LM			00.0							T			VW		
Summary																											
<u> </u>	30	24	5	16	10	4	6	12	11	9	21	3	12	15	21	9	22	8	0	30	3	26	12	11	7	19	11
Top2Box (Strongly/ Somewhat agree)	6%	10%	2%	9%	6%	3%	3%	6%	10%	6%	6%	2%	7%	10%	7%	4%	7%	4%	-	6%	11%	6%	7%	8%	3%	6%	6%
		В		E					F				K	K													
	470	227	243	168	152	150	186	181	103	142	328	170	173	127	276	194	270	200	10	460	28	443	165	123	183	309	161
Low2Box (Strongly/ Somewhat disagree)	94%	90%	98%	91%	94%	97%	97%	94%	90%	94%	94%	98%	93%	90%	93%	96%	93%	96%	100%	94%	89%	94%	93%	92%	97%	94%	94%
			A			С	Н					LM															