

SOCIALOGUE

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

		All Countries																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Yes (Net)	8615	4548	4067	3752	2805	2058	2623	3261	2572	3937	4335	2958	2912	2745	4755	3860	5937	2678	987	7628	1665	6950
	72%	76%	68%	71%	72%	72%	68%	73%	77%	76%	69%	68%	71%	78%	73%	70%	75%	66%	80%	71%	83%	70%
Yes - on a television set		B						F	FG	J			K	KL	O		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
	65%	69%	62%	61%	68%	70%	61%	66%	71%	70%	62%	62%	65%	70%	67%	63%	68%	61%	67%	65%	71%	64%
Yes - on the Internet		B			C	C		F	FG	J			K	KL	O		Q				U	
	2748	1629	1119	1345	894	509	706	1043	966	1264	1330	820	889	1040	1642	1106	2037	711	404	2344	731	2017
	23%	27%	19%	26%	23%	18%	18%	23%	29%	24%	21%	19%	22%	29%	25%	20%	26%	18%	33%	22%	36%	20%
Yes - on a mobile device		B		DE	E			F	FG	J			K	KL	O		Q		S		U	
	720	443	277	435	215	70	147	282	283	322	328	163	188	370	467	253	559	161	180	540	282	438
	6%	7%	5%	8%	6%	2%	4%	6%	9%	6%	5%	4%	5%	10%	7%	5%	7%	4%	15%	5%	14%	4%
Yes - on a tablet device such as an iPad		B		DE	E			F	FG	J				KL	O		Q		S		U	
	458	250	208	240	168	49	71	167	217	230	181	105	118	234	289	169	367	91	124	333	193	265
	4%	4%	3%	5%	4%	2%	2%	4%	7%	4%	3%	2%	3%	7%	4%	3%	5%	2%	10%	3%	10%	3%
I do not plan to watch the Olympics this year				E	E			F	FG	J				KL	O		Q		S		U	
	1855	810	1044	849	588	419	710	679	407	691	1102	765	668	422	976	878	1152	703	156	1699	203	1652
	15%	14%	17%	16%	15%	15%	18%	15%	12%	13%	18%	18%	16%	12%	15%	16%	14%	17%	13%	16%	10%	17%
I have not decided yet if I plan to watch the Olympics this year			A				GH	H			I	M	M					P		R		T
	1530	633	898	674	489	367	553	551	344	579	856	628	540	362	742	788	869	661	95	1435	144	1386
	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			I	M	M			N		P		R		T

Proportions/Mean: 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

SOCIALOGUE

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

	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	United States							
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X							
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							
Yes (Net)	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							
	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%							
		CEGHUU	CGHI	ABCEGHULMNPQR				CGHI	SHULMNOPQRSUVWX				CGHI	CGHI	SHULMNPOR	CGHI	CEGHUU	CEGHULPR	SHULMNOPQRS	CGHI	CEGHUU	CGHI	SHULMNOPQR	CGHI	CGH	CEGHUU	CGHI					
Yes - on a television set	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							
	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%							
		CEGHULPR	CGHILPR	ABCEGHULMNPQR				CGHR	CEGHULPRUX				CGHR	CGHR	EGHULPORU	CGHR	CEGHULPRUX	CEGHULPRUX	SHULMNPOR	CGHR	CEGHILPR	CEGHULPR				CGHILPR						
Yes - on the Internet	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							
	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%							
		BCEGHIMNSUX				BCGHIMNUX				BCGHIMNU	HUKLMNOPQRSTUUVWX				CHI	DEGHUMNPSI				BCGHIMNUX	DEGHULMNPO	EGHUMNPSUVX	ABCEGHULMNPSUVX				BCGHIMNUX	DEGHUMNPSI	CHIM			
Yes - on a mobile device	720	11	15	9	20	11	62	13	13	18	8	122	25	9	19	23	20	16	69	30	88	13	34	26	24							
	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		ABCEDEGHULMNOPQSUVWX			CJM	ABCEDEGHULMNOPQR				ACEGHJMU		CJM	CEJM	CJM	ABCEDEGHULMNOPQ				ACEGHJMU	GHULMNOPQSUVWX	ABCEGHJMUQ	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							
	4%	1%			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	GHULMNOPQSTUVX				AGHJ	ABCEDEGHULMNOPQR				AGHJMN	J	J	AGHJ	J	J	EGHULMNOP				AEGHJMN	BCEGHJMNPN	AHJ	AGHJ	BCCEGHJMNPN	AGHJMN	
I do not plan to watch the Olympics this year	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							
	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	JFKMNOPRSTJULMNOPQRS				FT	JFKMNOPRSTW				ABDEFJKLMNOPQRSJKLMNOPQRSJKLMNOPQRSJKLMNOPRST	FT	ADFKNOTW	ADFKOT	FKOT	F	FKOT	ADFKOTW	FKOT	FKOT	ADFKMNOPQRS				ADFKNOTW	FT	JFKMNOPRST				
I have not decided yet if I plan to watch the Olympics this year	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							
	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%							
		DFKLNOQTUX				DFKT	EFLJLMNOQT				K	DFKOOTU				BDEFJUKLMNOQSFJKLMNOQTU	DFKOOT	DFKOT		DFKT	DFKT	K	FJKLMNOQTU	KT	JFJKLMNOQT				DFKT		DFKT	DKT

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

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

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

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

SOCIALOGUE

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

		Argentina																					
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	368	198	171	175	116	77	109	159	101	123	246	229	96	44	159	209	218	150	34	335	49	319	
	74%	81%	67%	70%	78%	76%	69%	75%	76%	74%	74%	70%	81%	79%	74%	73%	78%	68%	93%	72%	90%	72%	
		B											K				Q				U		
Yes - on a television set	345	189	156	159	113	74	98	150	98	119	226	212	92	41	148	197	201	144	32	313	44	301	
	69%	77%	61%	64%	75%	72%	62%	71%	74%	71%	68%	65%	78%	75%	69%	69%	72%	65%	89%	67%	80%	68%	
		B											K										
Yes - on the Internet	120	69	51	58	35	28	35	48	37	33	87	65	33	21	58	62	80	40	11	109	20	100	
	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	8	4	5	3	3	3	6	2	3	8	8	1	2	9	2	10	2	6	6	8	4	
	2%	3%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	4%	4%	1%	3%	1%	16%	1%	14%	1%	
														L	O							U	
Yes - on a tablet device such as an iPad	4	4	0	2	1	1	1	1	2	2	2	0	2	2	2	2	3	1	1	3	3	1	
	1%	2%	-	1%	0	1%	1%	0	1%	1%	1%	-	2%	3%	1%	1%	1%	0	4%	1%	6%	0	
													K	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	
	9%	8%	11%	12%	7%	7%	14%	7%	8%	7%	11%	10%	7%	11%	8%	11%	7%	13%	1%	10%	4%	10%	
I have not decided yet if I plan to watch the Olympics this year	85	28	57	44	23	17	27	37	21	33	52	64	15	5	39	46	42	43	2	83	3	81	
	17%	11%	22%	18%	16%	17%	17%	18%	16%	20%	16%	20%	13%	10%	18%	16%	15%	19%	6%	18%	6%	18%	
			A										M									T	

Proportions/Mean: 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

SOCIALOGUE

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

		India																					
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	452	236	216	241	147	63	103	213	136	290	162	1	25	425	310	142	416	36	142	310	280	172	
	90%	92%	89%	87%	92%	100%	85%	92%	92%	92%	88%	26%	84%	91%	93%	85%	91%	82%	98%	87%	96%	82%	
Yes - on a television set															O				S		U		
	376	192	184	188	129	59	87	167	122	251	125	0	20	356	262	114	349	28	115	261	235	141	
	75%	75%	76%	68%	80%	94%	72%	72%	83%	79%	68%	7%	66%	77%	79%	69%	76%	63%	79%	74%	81%	68%	
Yes - on the Internet					C					J											U		
	248	133	114	146	70	31	38	129	81	158	89	0	14	234	177	70	229	19	93	154	170	77	
	50%	52%	47%	53%	43%	50%	31%	56%	55%	50%	49%	3%	45%	50%	53%	42%	50%	43%	64%	43%	59%	37%	
Yes - on a mobile device					F			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	
	24%	26%	23%	28%	25%	8%	13%	26%	32%	26%	22%	16%	19%	25%	27%	19%	24%	30%	40%	18%	32%	15%	
Yes - on a tablet device such as an iPad					F			F	F										S		U		
	75	41	33	44	24	7	6	39	29	55	19	0	10	65	60	15	72	3	33	42	57	18	
	15%	16%	14%	16%	15%	11%	5%	17%	20%	18%	11%	-	32%	14%	18%	9%	16%	7%	23%	12%	19%	9%	
I do not plan to watch the Olympics this year					F			F	F						O				S		U		
	32	13	19	24	7	0	13	12	6	15	16	3	3	25	15	17	26	6	2	29	6	25	
	6%	5%	8%	9%	5%	-	11%	5%	4%	5%	9%	74%	11%	5%	4%	10%	6%	13%	2%	8%	2%	12%	
I have not decided yet if I plan to watch the Olympics this year																			R		T		
	17	9	8	11	6	0	4	7	6	11	6	0	1	15	8	8	15	2	1	16	5	12	
	3%	4%	3%	4%	4%	-	4%	3%	4%	3%	3%	-	5%	3%	2%	5%	3%	5%	1%	4%	2%	6%	
																					T		

Proportions/Mean: 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

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		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	428	212	216	225	129	74	344	74	10	168	260	274	88	67	208	220	246	182	43	385	78	350	
	86%	89%	83%	83%	89%	86%	85%	87%	93%	90%	83%	85%	85%	88%	86%	85%	86%	85%	97%	84%	93%	84%	
Yes - on a television set	409	194	215	218	119	72	326	72	10	161	248	259	86	64	197	212	235	173	42	366	77	332	
	82%	81%	82%	81%	83%	83%	81%	86%	90%	87%	79%	81%	83%	84%	82%	82%	82%	81%	96%	80%	91%	80%	
Yes - on the Internet	147	78	69	70	57	20	118	24	5	67	79	91	28	27	74	73	98	49	15	132	30	117	
	29%	33%	26%	26%	40%	23%	29%	29%	43%	36%	25%	28%	28%	36%	31%	28%	34%	23%	33%	29%	36%	28%	
Yes - on a mobile device	23	17	7	15	7	2	17	4	2	9	14	10	4	9	13	10	16	8	6	17	6	18	
	5%	7%	3%	5%	5%	2%	4%	5%	17%	5%	5%	3%	4%	12%	6%	4%	6%	4%	14%	4%	7%	4%	
Yes - on a tablet device such as an iPad																			S				
	17	11	6	11	4	1	8	8	1	9	8	9	3	5	8	9	9	8	3	14	3	14	
	3%	4%	2%	4%	3%	1%	2%	9%	10%	5%	3%	3%	3%	7%	3%	4%	3%	4%	7%	3%	4%	3%	
I do not plan to watch the Olympics this year								F						K									
	27	14	13	19	5	4	24	4	0	4	24	20	4	4	12	16	13	14	0	27	1	26	
	5%	6%	5%	7%	3%	5%	6%	4%	3%	2%	7%	6%	4%	5%	5%	6%	5%	7%	1%	6%	1%	6%	
I have not decided yet if I plan to watch the Olympics this year											I												
	45	13	32	26	11	8	37	7	0	14	30	27	12	6	21	23	27	18	1	44	5	39	
	9%	5%	12%	10%	7%	9%	9%	9%	4%	8%	10%	9%	11%	7%	9%	9%	9%	8%	2%	10%	6%	9%	
			A																				

Proportions/Mean: 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

SOCIALOGUE

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

		Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	337	191	145	140	126	71	199	114	23	151	186	155	85	96	179	158	208	129	23	313	33	304	
	67%	76%	59%	68%	66%	68%	65%	69%	81%	65%	69%	62%	74%	71%	71%	64%	70%	64%	72%	67%	75%	67%	
Yes - on a television set		B							F				K	K	O								
	324	184	140	131	123	70	191	112	21	146	178	152	79	93	172	151	200	124	22	302	31	293	
	65%	73%	56%	64%	65%	66%	62%	67%	76%	63%	66%	61%	69%	68%	69%	61%	67%	61%	68%	65%	71%	64%	
Yes - on the Internet		B											K	O									
	62	39	23	30	21	11	32	24	6	23	39	26	17	19	34	28	39	23	5	57	11	51	
	12%	16%	9%	15%	11%	11%	10%	14%	21%	10%	14%	10%	15%	14%	14%	11%	13%	11%	14%	12%	26%	11%	
Yes - on a mobile device		B							F												U		
	13	11	3	6	4	2	7	5	2	6	7	7	0	6	9	4	9	4	1	12	4	9	
	3%	4%	1%	3%	2%	2%	2%	3%	7%	3%	3%	3%	-	4%	4%	2%	3%	2%	4%	3%	9%	2%	
Yes - on a tablet device such as an iPad		B												L								U	
	12	8	4	6	5	2	6	5	2	5	7	3	1	8	8	4	8	5	1	11	3	9	
	2%	3%	2%	3%	2%	2%	2%	3%	5%	2%	3%	1%	1%	6%	3%	2%	3%	2%	3%	2%	7%	2%	
I do not plan to watch the Olympics this year														KL								U	
	109	41	68	44	40	25	70	34	5	56	53	62	21	26	56	53	65	44	6	103	6	102	
	22%	16%	27%	21%	21%	23%	23%	20%	17%	24%	20%	25%	18%	19%	22%	21%	22%	22%	18%	22%	15%	22%	
I have not decided yet if I plan to watch the Olympics this year		A											M										
	55	20	35	22	24	10	36	18	1	25	30	31	9	14	17	38	26	29	3	52	4	51	
	11%	8%	14%	11%	12%	9%	12%	11%	2%	11%	11%	13%	8%	11%	7%	15%	9%	15%	10%	11%	10%	11%	
		A														N		P					

Proportions/Mean: 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

SOCIALOGUE

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

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	373	193	180	204	96	74	32	81	261	182	191	127	110	136	216	157	318	55	83	290	128	245	
	75%	81%	69%	71%	78%	81%	94%	65%	76%	84%	68%	68%	77%	81%	80%	69%	78%	59%	72%	76%	77%	73%	
Yes - on a television set	358	190	168	194	91	73	32	79	247	171	187	120	107	131	208	150	303	55	80	278	124	234	
	72%	79%	65%	68%	74%	80%	94%	64%	72%	79%	66%	64%	75%	78%	77%	66%	75%	59%	69%	72%	75%	70%	
Yes - on the Internet	B																						
	76	36	40	49	20	8	0	15	61	43	34	14	20	43	50	26	60	16	12	65	28	48	
Yes - on a mobile device	15%	15%	15%	17%	16%	9%	-	12%	18%	20%	12%	7%	14%	25%	19%	11%	15%	18%	10%	17%	17%	14%	
	E													K									
Yes - on a tablet device such as an iPad	30	17	13	22	7	1	0	2	28	11	19	4	4	22	26	4	30	0	3	27	21	9	
	6%	7%	5%	8%	6%	1%	-	2%	8%	5%	7%	2%	3%	13%	10%	2%	7%	-	3%	7%	13%	3%	
Yes - on a tablet device such as an iPad				E										K									
	25	15	9	19	5	0	0	3	21	10	15	0	6	18	19	6	25	0	8	16	15	9	
I do not plan to watch the Olympics this year	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%	
I have not decided yet if I plan to watch the Olympics this year																			S				
	67	18	49	46	12	9	1	23	43	14	53	27	17	23	25	42	31	36	6	60	9	58	
	13%	8%	19%	16%	10%	9%	4%	18%	13%	6%	19%	14%	12%	14%	9%	18%	8%	38%	6%	16%	5%	17%	
		A									I											T	

Proportions/Mean: 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



SOCIALOGUE

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

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	306	154	153	118	99	89	62	194	49	133	174	90	112	104	168	138	196	111	26	281	37	269	
	61%	62%	60%	64%	65%	55%	50%	65%	67%	62%	61%	52%	64%	70%	63%	59%	66%	55%	61%	61%	65%	61%	
Yes - on a television set	294	148	147	109	97	88	58	189	48	128	166	88	109	97	161	133	187	107	23	271	34	260	
	59%	60%	58%	59%	63%	55%	46%	63%	64%	60%	58%	51%	62%	65%	61%	57%	63%	53%	56%	59%	60%	59%	
Yes - on the Internet	52	28	24	25	19	8	9	33	10	20	33	12	15	25	27	25	35	18	4	48	7	45	
	10%	12%	9%	14%	12%	5%	7%	11%	14%	9%	11%	7%	9%	17%	10%	11%	12%	9%	11%	10%	12%	10%	
Yes - on a mobile device	18	11	7	10	6	2	3	11	4	6	12	4	7	7	11	8	14	5	2	17	3	15	
	4%	4%	3%	6%	4%	1%	2%	4%	6%	3%	4%	2%	4%	5%	4%	3%	5%	2%	4%	4%	6%	3%	
Yes - on a tablet device such as an iPad				E	E																		
	13	7	6	5	6	2	1	9	3	7	6	1	6	6	9	5	9	4	1	12	3	10	
	3%	3%	2%	3%	4%	1%	0	3%	5%	3%	2%	1%	3%	4%	3%	2%	3%	2%	3%	3%	5%	2%	
I do not plan to watch the Olympics this year					E			F	F				K	K									
	123	59	64	44	34	45	40	69	14	53	71	53	43	28	65	58	68	55	9	114	12	111	
	25%	24%	25%	24%	22%	28%	32%	23%	19%	25%	25%	30%	24%	19%	24%	25%	23%	27%	21%	25%	22%	25%	
I have not decided yet if I plan to watch the Olympics this year							GH					M											
	70	33	37	23	20	28	22	37	11	29	41	32	21	18	33	37	34	36	8	63	7	63	
	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						

Proportions/Mean: 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

SOCIALOGUE

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

		US																				
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Yes (Net)	347	176	171	137	99	111	48	72	227	190	157	140	92	115	186	161	226	121	41	306	49	298
	69%	71%	68%	75%	66%	66%	63%	66%	72%	69%	70%	60%	72%	82%	71%	68%	72%	64%	78%	68%	81%	68%
Yes - on a television set				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
	65%	66%	64%	67%	63%	65%	59%	62%	68%	64%	67%	59%	68%	72%	66%	64%	66%	63%	65%	65%	69%	65%
Yes - on the Internet									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
	15%	17%	12%	23%	14%	6%	12%	10%	17%	16%	13%	7%	14%	28%	17%	12%	18%	9%	31%	13%	35%	12%
Yes - on a mobile device		B		DE	E				G				K	KL	O		Q		S		U	
	24	17	8	16	6	2	1	2	21	14	10	7	4	13	18	7	19	5	7	18	9	15
	5%	7%	3%	9%	4%	1%	2%	2%	7%	5%	5%	3%	3%	9%	7%	3%	6%	3%	13%	4%	15%	3%
Yes - on a tablet device such as an iPad		B		DE	E				FG					KL	O		Q		S		U	
	16	12	4	11	3	2	0	2	14	10	6	2	3	12	12	4	12	5	4	12	6	10
	3%	5%	2%	6%	2%	1%	1%	2%	4%	4%	3%	1%	2%	8%	5%	2%	4%	2%	8%	3%	10%	2%
I do not plan to watch the Olympics this year		B		DE					F					KL	O				S		U	
	94	44	51	27	31	36	17	24	54	51	44	57	22	15	47	47	56	38	10	85	9	86
	19%	18%	20%	15%	21%	22%	23%	22%	17%	18%	19%	24%	17%	11%	18%	20%	18%	20%	18%	19%	15%	19%
I have not decided yet if I plan to watch the Olympics this year						C						LM	M									
	59	28	31	18	20	21	11	14	34	36	23	35	13	10	28	30	30	29	2	57	2	56
	12%	11%	12%	10%	13%	13%	15%	12%	11%	13%	10%	15%	10%	7%	11%	13%	10%	15%	4%	13%	4%	13%
												M					P		R		T	

Proportions/Mean: 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

SOCIALOGUE

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

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
Yes (Net)	343	204	140	204	109	30	80	91	121	0	0	93	107	143	176	167	240	103	80	264	99	245
	69%	72%	64%	69%	67%	71%	76%	78%	77%	-	-	73%	73%	64%	74%	64%	76%	56%	83%	65%	81%	65%
Yes - on a television set																	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
	49%	54%	41%	44%	50%	71%	49%	44%	63%	-	-	41%	49%	52%	60%	38%	57%	34%	59%	46%	57%	46%
Yes - on the Internet																	O					
	154	82	72	88	60	6	35	44	65	0	0	45	50	58	81	73	115	39	41	112	51	102
	31%	29%	33%	30%	37%	14%	33%	38%	41%	-	-	35%	34%	26%	34%	28%	36%	21%	43%	28%	42%	27%
Yes - on a mobile device																	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
	14%	10%	18%	17%	11%	-	14%	18%	19%	-	-	14%	13%	15%	17%	11%	17%	8%	31%	10%	24%	11%
Yes - on a tablet device such as an iPad																			S		U	
	46	15	31	28	18	0	9	12	21	0	0	9	16	21	22	24	34	13	9	37	9	37
	9%	5%	15%	10%	11%	-	9%	11%	13%	-	-	7%	11%	9%	9%	9%	11%	7%	10%	9%	7%	10%
I do not plan to watch the Olympics this year			A																			
	62	20	42	52	10	0	14	11	16	0	0	9	18	35	13	49	27	35	6	56	9	53
	12%	7%	19%	18%	6%	-	13%	10%	10%	-	-	7%	12%	15%	6%	19%	9%	19%	6%	14%	7%	14%
I have not decided yet if I plan to watch the Olympics this year			A	D												N		P				
	95	59	35	40	43	12	12	14	20	0	0	25	22	47	49	45	47	47	11	84	15	80
	19%	21%	16%	13%	26%	29%	11%	12%	13%	-	-	20%	15%	21%	21%	17%	15%	25%	11%	21%	12%	21%
					C																	

Proportions/Mean: 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

SOCIALOGUE

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

		Canada																												
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC	
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	
Yes (Net)	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	
	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%	
Yes - on a television set	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	
	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%	
Yes - on the Internet	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	
	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%	
Yes - on a mobile device	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	
	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%	
Yes - on a tablet device such as an iPad	9	6	3	5	2	2	2	4	3	4	8	2	4	3	6	3	7	2	1	8	1	8	1	0	2	1	0	5	1	
	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%	
I do not plan to watch the Olympics this year																														
	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	
	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%	
I have not decided yet if I plan to watch the Olympics this year	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	
	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%	

Proportions/Mean: 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/ab \* small base; \*\* very small base (under 30) ineligible for sig testing

SOCIALOGUE

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

		France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	271	149	121	108	84	78	66	147	57	94	177	84	110	76	170	101	166	105	7	263	11	260	
	54%	60%	48%	57%	50%	55%	51%	53%	61%	58%	52%	50%	53%	61%	55%	52%	54%	54%	61%	54%	55%	54%	
Yes - on a television set		B												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 the Internet	52%	58%	46%	53%	49%	54%	48%	51%	60%	56%	50%	49%	51%	57%	53%	50%	52%	52%	49%	52%	52%	52%	
		B							FG					K									
Yes - on a mobile device	62	45	17	29	17	16	17	31	13	19	43	14	26	21	43	19	36	26	1	60	4	58	
	12%	18%	7%	15%	10%	11%	14%	11%	13%	12%	13%	8%	13%	17%	14%	10%	12%	13%	11%	12%	19%	12%	
Yes - on a tablet device such as an iPad		B												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 tablet device such as an iPad	3%	4%	1%	4%	2%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	6%	3%	6%	3%	
		B																					
I do not plan to watch the Olympics this year	6	5	1	3	2	1	3	1	2	2	4	1	3	2	3	3	5	1	1	5	1	5	
	1%	2%	1%	1%	1%	1%	3%	0	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	6%	1%	4%	1%	
I do not plan to watch the Olympics this year							G		G														
	132	57	75	49	47	35	35	74	23	38	94	45	58	29	80	51	80	52	3	128	7	124	
I have not decided yet if I 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																					
I have not decided yet if I plan to watch the Olympics this year	98	41	57	33	37	28	28	55	15	31	67	39	40	19	56	42	60	37	1	96	2	96	
	20%	17%	22%	17%	22%	20%	22%	20%	15%	19%	20%	23%	19%	15%	18%	22%	20%	19%	11%	20%	9%	20%	
		A										M											

Proportions/Mean: 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

SOCIALOGUE

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

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	270	153	116	90	101	78	83	77	55	83	186	54	156	60	199	71	174	96	21	248	41	229	
	54%	61%	47%	53%	55%	54%	47%	57%	68%	63%	51%	47%	55%	59%	55%	52%	56%	51%	62%	53%	66%	52%	
Yes - on a television set		B						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	
	50%	56%	44%	44%	53%	54%	44%	51%	64%	61%	46%	46%	51%	52%	50%	50%	52%	46%	50%	50%	55%	49%	
Yes - on the Internet		B			C	C		FG	J														
	54	35	19	21	23	10	14	19	14	19	35	7	30	17	46	8	35	19	3	51	12	43	
	11%	14%	8%	12%	12%	7%	8%	14%	17%	14%	10%	6%	11%	17%	13%	6%	11%	10%	10%	11%	19%	10%	
Yes - on a mobile device		B		E	E			F	F	J			K	KL	O						U		
	13	8	5	7	4	1	3	5	2	3	10	1	8	4	9	3	8	5	2	10	4	9	
	3%	3%	2%	4%	2%	1%	2%	3%	2%	2%	3%	1%	3%	4%	3%	3%	2%	3%	7%	2%	6%	2%	
Yes - on a tablet device such as an iPad				E															S		U		
	6	3	3	2	3	1	1	3	2	3	3	0	4	1	5	0	4	1	0	5	2	3	
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	0	1%	1%	1%	0	1%	1%	1%	1%	4%	1%	
I do not plan to watch the Olympics this year																					U		
	148	63	85	54	50	43	68	35	15	27	120	37	85	26	112	36	87	61	11	137	15	132	
	30%	25%	34%	31%	28%	30%	38%	26%	18%	21%	33%	33%	30%	25%	31%	26%	28%	32%	31%	29%	25%	30%	
I have not decided yet if I plan to watch the Olympics this year			A				GH				I												
	83	37	46	28	32	23	27	23	11	20	62	23	44	16	53	29	50	33	2	80	6	77	
	17%	14%	19%	16%	17%	16%	15%	17%	13%	16%	17%	20%	15%	16%	15%	22%	16%	17%	7%	17%	9%	18%	
															N				R		T		

Proportions/Mean: 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

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

Proportions/Mean: 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

SOCIALOGUE

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

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	381	191	190	120	125	136	212	141	28	217	163	120	85	175	191	190	262	119	46	335	59	322	
	76%	76%	76%	65%	81%	85%	71%	83%	85%	81%	70%	70%	80%	79%	78%	74%	79%	70%	82%	75%	88%	74%	
					C	C		F	F	J			K	K			Q				U		
Yes - on a television set	364	180	183	111	122	130	202	134	28	210	154	118	79	167	176	187	249	115	42	321	53	310	
	73%	72%	74%	60%	79%	82%	68%	79%	83%	78%	66%	69%	75%	75%	72%	73%	75%	68%	76%	72%	80%	72%	
					C	C		F	F	J							Q				U		
Yes - on the Internet	70	42	28	28	20	22	35	27	8	31	39	19	16	36	43	27	53	17	9	61	15	55	
	14%	17%	11%	15%	13%	14%	12%	16%	24%	12%	17%	11%	15%	16%	17%	11%	16%	10%	16%	14%	22%	13%	
		B							F		I			K	O		Q				U		
Yes - on a mobile device	18	10	8	11	4	3	8	7	3	7	11	5	3	10	12	6	13	6	2	16	6	13	
	4%	4%	3%	6%	3%	2%	3%	4%	8%	3%	5%	3%	3%	5%	5%	2%	4%	3%	4%	4%	8%	3%	
				E					F						O						U		
Yes - on a tablet device such as an iPad	8	4	4	4	2	1	3	3	1	4	4	2	2	4	6	2	7	1	2	6	3	5	
	2%	2%	2%	2%	1%	1%	1%	2%	4%	2%	2%	1%	2%	2%	3%	1%	2%	0	3%	1%	5%	1%	
															O		Q				U		
I do not plan to watch the Olympics this year	61	32	29	30	18	13	44	16	1	28	33	25	11	25	30	31	38	23	7	54	5	56	
	12%	13%	12%	16%	11%	8%	15%	9%	3%	11%	14%	15%	10%	11%	12%	12%	11%	14%	12%	12%	8%	13%	
				E			GH																
I have not decided yet if I plan to watch the Olympics this year	58	28	30	36	12	11	42	12	4	22	36	25	10	23	23	35	31	27	3	55	3	56	
	12%	11%	12%	19%	8%	7%	14%	7%	12%	8%	15%	15%	9%	10%	9%	14%	9%	16%	6%	12%	4%	13%	
				DE			G			I					N		P		R		T		

Proportions/Mean: 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



SOCIALOGUE

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

		South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	456	234	223	187	163	106	74	191	192	257	199	17	144	295	244	212	325	131	54	403	93	364	
	91%	93%	90%	89%	91%	96%	84%	94%	92%	93%	89%	85%	91%	92%	93%	90%	93%	88%	93%	91%	97%	90%	
Yes - on a television set						C		F													U		
	401	207	194	150	151	100	61	167	173	235	166	14	126	261	216	185	285	116	42	359	82	319	
	80%	82%	79%	71%	85%	90%	69%	82%	83%	85%	75%	71%	80%	81%	82%	78%	81%	78%	72%	81%	86%	79%	
Yes - on the Internet					C	C		F		J													
	175	102	73	98	47	29	37	67	71	76	98	5	53	116	89	85	122	53	22	152	36	139	
	35%	40%	29%	46%	26%	27%	42%	33%	34%	27%	44%	26%	34%	36%	34%	36%	35%	35%	39%	34%	37%	34%	
Yes - on a mobile device		B		DE						I													
	88	50	38	53	28	7	15	37	36	42	46	3	22	63	43	45	64	24	10	78	19	69	
	18%	20%	15%	25%	16%	6%	17%	18%	17%	15%	21%	15%	14%	20%	16%	19%	18%	16%	18%	18%	19%	17%	
Yes - on a tablet device such as an iPad				DE	E																		
	24	13	11	10	9	5	5	5	14	11	13	0	7	17	14	9	21	3	6	18	7	16	
	5%	5%	4%	5%	5%	4%	5%	2%	7%	4%	6%	-	4%	5%	6%	4%	6%	2%	10%	4%	8%	4%	
I do not plan to watch the Olympics this year									G										S				
	14	7	6	9	3	2	5	5	5	5	8	0	5	9	8	6	9	5	2	12	2	12	
	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 this year																							
	30	11	18	15	13	2	9	8	12	15	15	3	10	17	11	19	17	13	3	27	2	28	
	6%	5%	7%	7%	7%	2%	11%	4%	6%	5%	7%	15%	6%	5%	4%	8%	5%	9%	5%	6%	2%	7%	
					E		G															T	

Proportions/Mean: 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

SOCIALOGUE

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

		Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	180	189	150	129	90	20	24	324	178	190	105	190	73	216	153	341	27	20	348	55	313	
	74%	75%	73%	71%	74%	78%	62%	60%	76%	73%	74%	72%	71%	83%	74%	73%	74%	68%	71%	74%	77%	73%	
Yes - on a television set	340	162	178	133	123	84	14	22	304	167	172	96	178	66	197	142	319	21	15	324	47	293	
	68%	67%	68%	63%	70%	74%	43%	54%	71%	69%	67%	66%	67%	74%	67%	69%	69%	53%	52%	69%	66%	68%	
Yes - on the Internet	173	97	76	72	56	45	10	11	153	80	94	37	95	40	111	63	159	14	12	162	28	145	
	35%	40%	29%	34%	32%	39%	30%	27%	36%	33%	36%	26%	36%	46%	38%	30%	35%	36%	41%	34%	39%	34%	
Yes - on a mobile device	B																						
	16	10	5	5	5	6	0	0	16	6	10	5	8	3	7	9	11	5	1	15	2	13	
Yes - on a tablet device such as an iPad	3%	4%	2%	2%	3%	5%	-	-	4%	3%	4%	3%	3%	4%	2%	4%	2%	13%	5%	3%	3%	3%	
I do not plan to watch the Olympics this year	12	8	4	4	4	4	3	0	9	4	8	3	5	3	6	5	8	4	2	9	3	8	
	2%	3%	2%	2%	2%	3%	10%	-	2%	2%	3%	2%	2%	4%	2%	3%	2%	9%	8%	2%	5%	2%	
	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%	16%	9%	19%	13%	16%	20%	18%	16%	14%	17%	
	M																						
I have not decided yet if I plan to watch the Olympics this year	51	19	31	27	14	9	3	5	43	25	26	11	32	7	22	29	46	5	3	47	6	45	
	10%	8%	12%	13%	8%	8%	10%	13%	10%	10%	10%	8%	12%	8%	7%	14%	10%	12%	12%	10%	9%	10%	
																N							

Proportions/Mean: 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

SOCIALOGUE

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

		Sweden																					
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	332	187	146	106	115	111	87	191	55	112	220	61	173	98	240	93	232	101	34	298	47	286	
	66%	74%	59%	57%	71%	73%	51%	75%	73%	71%	65%	59%	66%	74%	70%	59%	68%	62%	74%	66%	69%	66%	
Yes - on a television set		B						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	
	64%	71%	57%	55%	68%	71%	47%	73%	71%	68%	62%	58%	62%	73%	67%	59%	66%	60%	65%	64%	59%	65%	
Yes - on the Internet		B						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	
	21%	29%	12%	23%	25%	14%	15%	25%	19%	22%	21%	14%	22%	24%	25%	13%	21%	20%	33%	20%	31%	19%	
Yes - on a mobile device		B												K	O								
	34	28	6	13	11	10	12	16	6	10	24	5	16	13	29	5	21	14	10	25	11	23	
	7%	11%	3%	7%	7%	7%	7%	6%	8%	6%	7%	5%	6%	10%	9%	3%	6%	9%	21%	5%	16%	5%	
Yes - on a tablet device such as an iPad		B																				U	
	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%	
I do not plan to watch the Olympics this year									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	
	18%	13%	23%	22%	17%	14%	23%	17%	11%	16%	19%	22%	16%	19%	16%	22%	17%	20%	18%	18%	17%	18%	
I have not decided yet if I plan to watch the Olympics this year																							
	78	34	44	39	20	19	44	22	13	22	57	20	48	10	50	29	49	29	4	74	9	69	
	16%	13%	18%	21%	12%	13%	26%	9%	17%	14%	17%	19%	18%	8%	14%	18%	15%	18%	8%	16%	14%	16%	
							G					M											

Proportions/Mean: 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

SOCIALOGUE

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

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	350	185	165	189	124	37	53	195	101	215	135	135	16	198	174	176	312	38	40	310	92	257	
	70%	74%	66%	67%	75%	70%	54%	73%	75%	73%	66%	64%	56%	76%	73%	67%	72%	55%	80%	69%	81%	67%	
Yes - on a television set							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	
	59%	61%	57%	53%	67%	66%	36%	63%	68%	66%	49%	54%	40%	66%	62%	57%	62%	41%	61%	59%	67%	57%	
Yes - on the Internet					C		F	F		J				K			Q						
	136	84	53	70	53	13	25	74	37	80	57	53	5	78	73	63	118	19	17	119	46	90	
	27%	33%	21%	25%	32%	25%	26%	28%	27%	27%	28%	25%	18%	30%	31%	24%	27%	28%	35%	26%	40%	23%	
Yes - on a mobile device			B																		U		
	25	21	5	12	11	2	4	15	6	16	9	10	2	13	13	12	23	2	3	22	7	18	
	5%	8%	2%	4%	7%	4%	4%	6%	4%	6%	4%	5%	6%	5%	5%	5%	5%	3%	7%	5%	6%	5%	
Yes - on a tablet device such as an iPad			B																				
	19	10	9	6	11	2	0	13	6	12	7	5	4	10	13	6	19	0	6	13	9	10	
	4%	4%	4%	2%	6%	3%	-	5%	4%	4%	4%	2%	14%	4%	6%	2%	4%	-	11%	3%	8%	2%	
I do not plan to watch the Olympics this year					C														S		U		
	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%	
I have not decided yet if I plan to watch the Olympics this year																		P				T	
	59	22	37	44	10	4	22	24	13	28	31	32	3	24	27	32	50	9	2	57	9	50	
	12%	9%	15%	16%	6%	8%	23%	9%	10%	9%	15%	15%	9%	9%	11%	12%	12%	14%	4%	13%	8%	13%	
				D			GH																

Proportions/Mean: 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

SOCIALOGUE

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

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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*	
Yes (Net)	386	218	168	208	149	28	24	136	226	204	182	122	52	213	199	188	256	130	47	339	129	257	
	77%	87%	68%	79%	80%	57%	82%	70%	82%	76%	79%	71%	87%	79%	85%	71%	85%	66%	91%	76%	90%	72%	
Yes - on a television set		B															Q				U		
	334	187	147	163	147	24	16	119	200	190	144	95	50	190	180	154	227	107	34	300	108	226	
	67%	74%	59%	62%	78%	49%	53%	61%	72%	71%	62%	56%	83%	70%	77%	58%	75%	54%	67%	67%	76%	63%	
Yes - on the Internet													K		O		Q						
	156	104	52	84	56	16	9	58	88	81	75	62	22	72	87	69	96	60	24	132	55	101	
	31%	41%	21%	32%	30%	33%	30%	30%	32%	30%	32%	36%	36%	27%	37%	26%	32%	30%	47%	29%	39%	28%	
Yes - on a mobile device		B																					
	26	20	5	17	9	0	2	12	12	11	15	5	8	12	19	6	21	4	5	20	12	14	
	5%	8%	2%	6%	5%	-	7%	6%	4%	4%	6%	3%	13%	5%	8%	2%	7%	2%	10%	5%	8%	4%	
Yes - on a tablet device such as an iPad																							
	36	13	22	12	23	0	3	6	27	24	12	21	1	14	14	21	15	21	10	25	14	21	
	7%	5%	9%	5%	12%	-	9%	3%	10%	9%	5%	13%	1%	5%	6%	8%	5%	10%	20%	6%	10%	6%	
																			S				
I do not plan to watch the Olympics this year	47	18	29	32	11	4	2	25	20	17	30	20	6	21	21	26	25	22	2	45	7	40	
	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 this year	67	16	51	22	28	17	3	33	31	48	19	28	2	37	15	52	21	46	3	64	6	60	
	13%	6%	21%	8%	15%	34%	12%	17%	11%	18%	8%	17%	3%	14%	7%	19%	7%	23%	5%	14%	5%	17%	
		A													N		P					T	

Proportions/Mean: 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

SOCIALOGUE

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

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	331	174	157	125	92	114	166	108	3	118	213	72	202	58	169	162	188	143	24	308	26	305	
	66%	72%	61%	62%	67%	71%	60%	74%	100%	68%	65%	55%	69%	75%	69%	64%	69%	63%	67%	66%	77%	65%	
Yes - on a television set		B				C		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	
	63%	67%	59%	57%	64%	69%	57%	72%	27%	66%	61%	52%	66%	69%	65%	61%	66%	60%	58%	63%	67%	63%	
Yes - on the Internet		B				C		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	
	21%	29%	13%	23%	18%	20%	17%	25%	100%	19%	21%	13%	22%	26%	23%	18%	21%	20%	20%	21%	23%	20%	
Yes - on a mobile device		B						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	
	2%	3%	1%	3%	1%	1%	2%	1%	-	1%	2%	0	2%	4%	1%	2%	1%	2%	4%	1%	5%	1%	
Yes - on a tablet device such as an iPad		B		E						I				K									
	2	2	0	1	1	1	0	2	0	0	2	0	1	1	1	1	2	0	1	1	1	1	
	0	1%	-	0	0	0	-	1%	-	0	0	-	0	2%	1%	0	1%	-	3%	0	3%	0	
I do not plan to watch the Olympics this year		B						F						KL					S		U		
	103	44	59	47	31	25	69	27	0	35	69	36	55	11	48	55	56	47	9	95	6	98	
	21%	18%	23%	23%	22%	16%	25%	18%	-	20%	21%	28%	19%	15%	20%	22%	21%	21%	24%	20%	16%	21%	
I have not decided yet if I plan to watch the Olympics this year		A		E	E		G					LM											
	66	26	40	29	14	22	43	11	0	20	46	21	37	7	27	38	28	37	3	62	2	63	
	13%	11%	16%	15%	10%	14%	15%	7%	-	12%	14%	17%	13%	10%	11%	15%	10%	16%	9%	13%	7%	14%	
		A					G					M					P						

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

SOCIALOGUE

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

		Poland																				
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	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
Yes (Net)	346	193	152	143	97	106	285	53	8	175	171	62	236	48	214	131	198	148	21	325	42	303
	69%	78%	60%	67%	66%	76%	69%	66%	85%	70%	68%	60%	72%	69%	71%	66%	70%	67%	66%	69%	79%	68%
Yes - on a television set		B											K									
	298	163	136	114	86	98	243	47	8	151	147	51	205	43	183	115	165	134	16	282	32	267
	60%	66%	54%	53%	59%	70%	59%	59%	85%	61%	59%	49%	63%	62%	61%	58%	59%	61%	52%	60%	59%	60%
Yes - on the Internet		B				CD							K									
	97	65	32	44	26	27	75	20	2	51	46	15	66	17	73	24	62	35	8	89	17	80
	19%	26%	13%	20%	18%	19%	18%	25%	26%	21%	18%	14%	20%	24%	24%	12%	22%	16%	25%	19%	33%	18%
Yes - on a mobile device		B													O						U	
	20	15	6	15	4	2	16	4	0	4	16	6	11	3	14	6	14	7	4	16	4	16
	4%	6%	2%	7%	2%	1%	4%	5%	-	2%	6%	6%	3%	4%	5%	3%	5%	3%	14%	3%	8%	4%
Yes - on a tablet device such as an iPad		B		E							I								S			
	8	8	0	6	2	0	4	2	1	2	6	2	4	2	6	2	8	0	2	6	3	5
	2%	3%	-	3%	2%	-	1%	3%	15%	1%	3%	2%	1%	2%	2%	1%	3%	-	7%	1%	5%	1%
I do not plan to watch the Olympics this year		B															Q		S		U	
	69	25	43	36	19	13	59	8	1	32	37	20	40	8	34	34	33	36	3	66	4	65
	14%	10%	17%	17%	13%	10%	14%	10%	15%	13%	15%	19%	12%	12%	11%	17%	12%	16%	10%	14%	7%	15%
I have not decided yet if I plan to watch the Olympics this year			A																			
	86	29	57	36	30	20	66	20	0	41	45	22	51	13	54	32	50	36	8	78	8	78
	17%	12%	23%	17%	21%	14%	16%	25%	-	17%	18%	21%	16%	19%	18%	16%	18%	16%	24%	17%	14%	18%
			A																			

Proportions/Mean: 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

SOCIALOGUE

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

		China																					
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	460	236	224	180	186	93	72	183	205	321	139	264	147	48	284	175	384	75	39	421	89	370	
	92%	95%	89%	90%	96%	88%	88%	90%	95%	94%	88%	90%	95%	96%	95%	88%	96%	77%	99%	91%	95%	91%	
Yes - on a television set	363	177	186	119	159	86	50	138	175	277	86	201	121	41	235	128	304	59	30	333	70	293	
	73%	71%	74%	59%	82%	81%	61%	68%	81%	81%	54%	68%	78%	83%	78%	64%	76%	60%	76%	72%	74%	72%	
Yes - on the Internet	334	188	147	133	133	69	48	125	161	238	96	184	112	39	208	127	286	48	37	298	78	256	
	67%	75%	59%	66%	68%	65%	59%	62%	75%	70%	61%	62%	72%	78%	69%	63%	71%	49%	93%	65%	83%	63%	
Yes - on a mobile device	82	41	41	41	31	10	2	31	49	60	22	36	30	16	51	31	70	12	16	66	27	55	
	16%	17%	16%	21%	16%	9%	2%	16%	23%	18%	14%	12%	20%	31%	17%	16%	17%	12%	41%	14%	29%	14%	
Yes - on a tablet device such as an iPad	57	21	36	32	22	2	4	16	37	44	14	26	18	13	32	25	51	6	14	43	25	32	
	11%	9%	14%	16%	12%	2%	5%	8%	17%	13%	9%	9%	12%	26%	11%	13%	13%	7%	37%	9%	27%	8%	
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	
	1%	2%	0	1%	2%	0	0	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	0	1%	1%	1%	1%	
I have not decided yet if I plan to watch the Olympics this year	35	8	26	18	5	12	10	16	9	16	18	28	6	1	11	23	12	23	0	35	4	30	
	7%	3%	10%	9%	2%	11%	12%	8%	4%	5%	11%	9%	4%	1%	4%	12%	3%	23%	-	8%	5%	7%	
		A				D						M	M			N		P					

Proportions/Mean: 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



SOCIALOGUE

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

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	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	
Yes (Net)	419	206	212	232	120	66	173	243	3	160	259	306	88	25	155	263	260	158	43	375	62	357	
	84%	84%	83%	86%	79%	86%	85%	83%	81%	83%	84%	84%	82%	84%	80%	86%	84%	83%	90%	83%	86%	83%	
Yes - on a television set	395	193	202	217	117	61	159	233	3	154	241	288	84	24	142	254	243	152	36	359	54	342	
	79%	79%	79%	80%	77%	79%	79%	79%	81%	80%	79%	79%	78%	80%	73%	83%	79%	80%	75%	79%	75%	80%	
Yes - on the Internet	99	62	37	54	26	19	25	72	1	42	57	65	25	8	39	60	71	27	18	81	27	72	
	20%	25%	14%	20%	17%	25%	13%	24%	39%	22%	19%	18%	24%	26%	20%	20%	23%	14%	37%	18%	37%	17%	
Yes - on a mobile device	B							F	F					K					S		U		
	20	16	3	15	1	3	5	14	0	9	10	13	5	2	10	10	14	6	4	16	6	14	
Yes - on a tablet device such as an iPad	4%	7%	1%	6%	1%	4%	3%	5%	12%	5%	3%	4%	5%	6%	5%	3%	4%	3%	8%	4%	9%	3%	
	B								F														
I do not plan to watch the Olympics this year	17	11	5	12	1	3	4	12	1	5	12	11	3	2	10	7	13	3	6	11	9	8	
	3%	5%	2%	4%	1%	4%	2%	4%	17%	2%	4%	3%	3%	6%	5%	2%	4%	2%	12%	2%	12%	2%	
I have not decided yet if I plan to watch the Olympics this year	47	26	21	23	21	3	16	31	0	23	25	37	8	2	22	25	30	17	3	44	6	42	
	9%	11%	8%	8%	14%	4%	8%	10%	14%	12%	8%	10%	8%	7%	11%	8%	10%	9%	7%	10%	8%	10%	
	34	12	22	16	10	8	14	20	0	10	24	20	12	3	16	18	19	15	1	33	4	30	
	7%	5%	9%	6%	7%	10%	7%	7%	5%	5%	8%	6%	11%	9%	8%	6%	6%	8%	3%	7%	6%	7%	
													K										

Proportions/Mean: 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

SOCIALOGUE

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

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
Yes (Net)	365	186	178	128	119	118	67	179	119	212	152	168	151	46	162	203	193	171	41	324	51	314	
	73%	74%	71%	71%	69%	81%	63%	73%	80%	74%	72%	69%	76%	79%	75%	71%	72%	74%	75%	73%	75%	73%	
Yes - on a television set	350	181	169	123	114	114	64	170	116	205	145	163	143	44	157	193	185	165	38	311	49	301	
	70%	72%	67%	68%	66%	78%	60%	69%	79%	71%	68%	67%	72%	76%	73%	68%	69%	71%	71%	70%	72%	70%	
Yes - on the Internet	56	30	26	21	18	17	9	28	19	29	27	19	28	9	28	28	32	24	9	47	11	45	
	11%	12%	11%	11%	10%	12%	8%	12%	13%	10%	13%	8%	14%	16%	13%	10%	12%	10%	16%	11%	17%	10%	
Yes - on a mobile device	9	4	4	5	1	3	1	5	2	4	4	2	4	2	4	4	6	3	0	8	1	8	
	2%	2%	2%	3%	0	2%	1%	2%	2%	2%	2%	1%	2%	4%	2%	1%	2%	1%	1%	2%	1%	2%	
Yes - on a tablet device such as an iPad	7	3	5	3	3	2	0	4	3	3	4	1	3	3	4	3	6	2	1	6	2	5	
	1%	1%	2%	2%	2%	1%	0	2%	2%	1%	2%	1%	2%	5%	2%	1%	2%	1%	2%	1%	3%	1%	
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	
	14%	12%	16%	15%	18%	10%	20%	14%	11%	14%	15%	14%	15%	14%	12%	16%	14%	15%	12%	15%	12%	15%	
I have not decided yet if I plan to watch the Olympics this year	64	33	31	27	24	14	18	33	13	35	29	41	18	4	27	37	37	27	7	57	8	56	
	13%	13%	12%	15%	14%	9%	17%	13%	9%	12%	13%	17%	9%	8%	13%	13%	14%	12%	13%	13%	13%	13%	

Proportions/Mean: 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

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

Proportions/Mean: 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 \* small base; \*\* very small base (under 30) ineligible for sig testing

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:

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																							
Strongly agree	601	331	269	352	176	73	182	214	188	281	262	203	145	253	377	224	458	143	161	439	238	363	
	5%	6%	4%	7%	5%	3%	5%	5%	6%	5%	4%	5%	4%	7%	6%	4%	6%	4%	13%	4%	12%	4%	
		B		DE	E					J		L		KL	O		Q		S		U		
Somewhat agree	1757	974	783	955	570	233	479	670	574	796	790	586	463	709	1010	747	1340	417	256	1501	458	1300	
	15%	16%	13%	18%	15%	8%	12%	15%	17%	15%	13%	13%	11%	20%	16%	14%	17%	10%	21%	14%	23%	13%	
		B		DE	E			F	FG	J		L		KL	O		Q		S		U		
Somewhat disagree	2380	1252	1128	1087	818	476	673	929	717	1132	1122	820	726	834	1241	1140	1611	770	227	2154	433	1948	
	20%	21%	19%	21%	21%	17%	17%	21%	22%	22%	18%	19%	18%	24%	19%	21%	20%	19%	18%	20%	22%	20%	
		B		E	E			F	F	J				KL									
Strongly disagree	7262	3433	3829	2881	2319	2062	2552	2678	1845	2998	4119	2743	2786	1733	3845	3416	4549	2713	594	6668	884	6378	
	61%	57%	64%	55%	60%	73%	66%	60%	56%	58%	65%	63%	68%	49%	59%	62%	57%	67%	48%	62%	44%	64%	
			A		C	CD	GH	H			I	M	KM			N		P		R		T	
Summary																							
Top2Box (Strongly/ Somewhat agree)	2358	1306	1052	1307	745	306	661	884	762	1077	1052	788	608	962	1387	971	1798	560	417	1941	695	1663	
	20%	22%	18%	25%	19%	11%	17%	20%	23%	21%	17%	18%	15%	27%	21%	18%	23%	14%	34%	18%	35%	17%	
		B		DE	E			F	FG	J		L		KL	O		Q		S		U		
Low2Box (Strongly/ Somewhat disagree)	9642	4685	4957	3968	3137	2537	3225	3607	2561	4130	5241	3563	3512	2567	5086	4556	6160	3482	821	8821	1317	8325	
	80%	78%	82%	75%	81%	89%	83%	80%	77%	79%	83%	82%	85%	73%	79%	82%	77%	86%	66%	82%	65%	83%	
			A		C	CD	GH	H			I	M	KM			N		P		R		T	

Proportions/Mean: 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

Global @divisor																									
Global @divisor: 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:																									
	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	United States
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
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	
I will download a mobile app in order to watch the Games live.																									
Strongly agree	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
	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%
	C ABCEGHJMNUVX ABCEGHJMNPOSTUVX CEHN JHIJLMNOPQABCEGHJMNJ BCEGHJMNJ CEGHJMN CEGHJMN JHIJLMNOPQ CH BCEGHJMNJ CEGHJMN BCEGHJMNJ																								
Somewhat agree	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
	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 CGJ ABCEGHJMNPOJ CJ HIJLMNOPQRSTUWVX CJ ABCEDEGHJLMNOPQ EGHJLMNOPC CGHIJQ CEGHJQV CEGHJMPQJ CGHIJQ ABCEDEGHJLMNOPQ CEGHJQ GHJLMNOPQ CGHIJQ ABCEGHJMPQJ CGJQ																								
Somewhat disagree	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
	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 CGJ CDEGJQ GJ CGJ GHJKNOPQRSUVX CGJQ ACDEGHJQJUV CGJQ ACDEGHJQJUV GHJKNOPQ CDEGJQ JEGHJKNMOQ CDEGJQ CDEGHJMQJ J CDEGHJMQJ CGJQ GHJKNOPQ CGJ GJ GHJKNOPQ CEGJQ																								
Strongly disagree	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
	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%
	DFKLNOPRTWDFKLNOPRTWFKJLMNOPQR FKLRTW KJLMNOPRSTUWX ABDEFHIJLMNOPQR FKJLMNOPRSTDFKLNOPRTWIKJLMNOPQR F FKT DFKLNOPRTW FKLRTW FKLRTW FKLRTW FKLRTW KJLMNOPRST FK FKLRTW F DFKLNOPRTWFKJLMNOPRST FKT DFKLNOPRTW																								
Summary																									
Top2Box (Strongly/ Somewhat agree)	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
	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 ABCEGHJMNPOS C HIJLMNOPQR C C C C HIJLMNOPQREGHJLMNOPQ CGHIJ CEGHJ JEGHJMNPOJ CEGHJQV C JHIJLMNOPQ CEGHJQV GHJLMNOPQ CGHIJ C JEGHJMNPOJ CEGHJ																								
Low2Box (Strongly/ Somewhat disagree)	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
	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 HIJLMNOPQR FKRT FKLNOPRSTWX ABDFKLMNOPRSTFKLMNOPRSTFKLMNOPRSTFKLMNOPRSTUWX FKRT DFKLORTW DFKLORTW FKLRT DFKLORTW DFKLORPSTW FK DFKLRT FKR DFKLORTW DFKLORPSTW 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																									

[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	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
	A	B	C	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
<b>I will download a mobile app in order to watch the Games live.</b>								
Strongly agree	601	33	87	116	253	106	216	111
	5%	3%	6%	3%	7%	3%	11%	7%
			ACE		ACE		ABCDEG	ACE
Somewhat agree	1757	83	212	313	827	312	531	323
	15%	8%	14%	7%	24%	8%	27%	22%
			ACE		ABCE		ABCDEG	ABCE
Somewhat disagree	2380	145	219	637	959	640	393	420
	20%	15%	15%	14%	27%	16%	20%	28%
					ABCEF	C	ABCE	ABCEF
Strongly disagree	7262	739	982	3433	1461	2942	859	646
	61%	74%	65%	76%	42%	74%	43%	43%
		BDFG	DFG	ABDEFG		BDFG		
<b>Summary</b>								
Top2Box (Strongly/ Somewhat agree)	2358	116	298	429	1080	418	748	434
	20%	12%	20%	10%	31%	10%	37%	29%
		C	ACE		ABCE		ABCDEG	ABCE
Low2Box (Strongly/ Somewhat disagree)	9642	884	1202	4071	2420	3582	1252	1066
	80%	88%	80%	90%	69%	90%	63%	71%
		BDFG	DFG	ABDEFG	F	BDFG		F

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

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:

		Argentina																				
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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
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.																						
Strongly agree	16	8	8	9	5	2	7	5	4	3	13	8	4	4	5	11	11	5	2	14	4	12
	3%	3%	3%	4%	3%	2%	4%	2%	3%	2%	4%	2%	3%	8%	2%	4%	4%	2%	6%	3%	8%	3%
Somewhat agree	46	25	21	25	15	6	13	15	18	15	31	30	10	7	22	25	32	15	4	42	5	42
	9%	10%	8%	10%	10%	6%	8%	7%	14%	9%	9%	9%	8%	13%	10%	9%	11%	7%	12%	9%	8%	9%
Somewhat disagree	67	32	35	34	19	15	25	32	11	24	43	45	18	5	24	43	34	34	8	59	11	56
	13%	13%	14%	14%	13%	14%	16%	15%	8%	14%	13%	14%	15%	10%	11%	15%	12%	15%	23%	13%	20%	13%
Strongly disagree	370	179	192	180	111	79	113	158	99	124	246	245	87	38	165	206	203	167	21	349	35	335
	74%	73%	75%	73%	74%	78%	72%	75%	75%	75%	74%	75%	73%	70%	77%	72%	73%	76%	59%	75%	64%	75%
Summary																						
Top2Box (Strongly/ Somewhat agree)	62	34	29	34	20	8	20	20	22	18	44	37	14	11	27	36	43	19	6	56	9	54
	12%	14%	11%	14%	13%	8%	13%	10%	17%	11%	13%	11%	12%	21%	12%	13%	15%	9%	18%	12%	16%	12%
Low2Box (Strongly/ Somewhat disagree)	438	211	226	214	130	94	138	190	110	148	289	289	105	44	188	249	237	201	30	408	46	391
	88%	86%	89%	86%	87%	92%	87%	90%	83%	89%	87%	89%	88%	79%	88%	87%	85%	91%	82%	88%	84%	88%
												M	M									

Proportions/Mean: 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

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:

		India																				
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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
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.																						
Strongly agree	103	52	51	55	38	10	13	61	30	71	33	1	5	98	85	19	97	6	47	57	85	19
	21%	20%	21%	20%	24%	16%	10%	26%	20%	22%	18%	19%	16%	21%	25%	11%	21%	14%	32%	16%	29%	9%
Somewhat agree	184	95	89	128	45	11	41	84	60	109	76	4	9	172	114	70	163	21	64	121	104	80
	37%	37%	37%	46%	28%	18%	34%	36%	40%	34%	41%	81%	29%	37%	34%	42%	36%	48%	44%	34%	36%	38%
Somewhat disagree	108	66	42	56	39	13	31	42	35	68	40	0	7	101	68	40	100	7	24	84	60	48
	22%	26%	17%	20%	24%	20%	25%	18%	24%	21%	22%	-	24%	22%	20%	24%	22%	17%	17%	24%	21%	23%
Strongly disagree	104	45	60	37	39	29	37	44	23	69	35	0	9	95	66	38	95	9	11	93	42	63
	21%	17%	25%	13%	24%	46%	31%	19%	16%	22%	19%	-	31%	20%	20%	23%	21%	21%	8%	26%	14%	30%
Summary					C		GH													R		T
Top2Box (Strongly/ Somewhat agree)	288	147	140	183	83	22	53	145	90	179	108	5	14	270	199	89	261	27	110	178	189	98
	58%	57%	58%	66%	52%	34%	44%	63%	61%	57%	59%	100%	45%	58%	60%	53%	57%	62%	76%	50%	65%	47%
Low2Box (Strongly/ Somewhat disagree)	212	111	102	93	78	41	68	87	58	137	75	0	16	196	134	78	195	17	35	177	101	111
	42%	43%	42%	34%	48%	66%	56%	37%	39%	43%	41%	-	55%	42%	40%	47%	43%	38%	24%	50%	35%	53%
					C		GH													R		T

Proportions/Mean: 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



SOCIOLOGUE

[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																				
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	30	15	15	19	9	2	25	4	2	11	19	17	6	7	17	13	21	9	5	25	8	22
	6%	6%	6%	7%	6%	2%	6%	4%	14%	6%	6%	5%	5%	9%	7%	5%	7%	4%	11%	6%	10%	5%
Somewhat agree	77	42	35	49	21	6	57	18	1	36	40	52	14	11	38	39	53	24	7	70	17	59
	15%	17%	13%	18%	15%	7%	14%	21%	13%	20%	13%	16%	13%	14%	16%	15%	18%	11%	16%	15%	20%	14%
Somewhat disagree	91	46	45	57	23	12	73	15	4	30	61	55	20	17	37	54	46	46	9	82	17	74
	18%	19%	17%	21%	16%	14%	18%	17%	37%	16%	19%	17%	19%	22%	15%	21%	16%	21%	21%	18%	20%	18%
Strongly disagree	302	136	166	145	91	66	250	48	4	108	194	197	64	41	149	153	167	135	23	279	42	260
	60%	57%	63%	54%	63%	77%	62%	57%	36%	58%	62%	61%	62%	54%	62%	59%	58%	63%	52%	61%	50%	63%
Summary						C																T
Top2Box (Strongly/ Somewhat agree)	106	56	50	69	30	8	82	22	3	47	59	69	19	18	54	52	73	33	12	95	25	81
	21%	24%	19%	25%	21%	9%	20%	26%	27%	26%	19%	21%	19%	24%	23%	20%	26%	15%	27%	21%	30%	20%
Low2Box (Strongly/ Somewhat disagree)		E	E														Q					
	394	182	211	201	113	79	323	63	8	138	255	252	84	58	186	207	213	181	32	361	59	335
	79%	76%	81%	75%	79%	91%	80%	74%	73%	74%	81%	79%	81%	76%	77%	80%	74%	85%	73%	79%	70%	80%
						CD											P					

Proportions/Mean: 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

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:

		Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																							
Strongly agree	13	7	5	7	4	1	6	6	0	6	7	6	0	7	9	4	10	2	3	10	4	9	
	3%	3%	2%	3%	2%	1%	2%	4%	2%	2%	3%	2%	-	5%	3%	2%	3%	1%	8%	2%	8%	2%	
Somewhat agree	47	30	17	23	18	6	25	16	6	19	28	25	8	14	26	21	28	19	1	46	5	43	
	9%	12%	7%	11%	10%	6%	8%	10%	20%	8%	11%	10%	7%	10%	10%	8%	9%	10%	4%	10%	11%	9%	
		B							F										S		U		
Somewhat disagree	76	44	32	38	24	14	46	25	5	32	43	37	23	15	38	38	49	26	7	69	8	68	
	15%	17%	13%	18%	13%	13%	15%	15%	16%	14%	16%	15%	20%	11%	15%	15%	16%	13%	20%	15%	18%	15%	
Strongly disagree	365	170	194	138	143	84	228	119	17	175	190	181	83	101	179	186	211	154	22	343	27	337	
	73%	68%	78%	67%	76%	79%	75%	72%	62%	76%	71%	73%	73%	74%	71%	75%	71%	76%	67%	73%	63%	74%	
Summary			A		C	C																T	
Top2Box (Strongly/ Somewhat agree)	60	38	22	30	23	8	31	22	6	24	35	31	8	20	35	25	38	22	4	56	8	52	
	12%	15%	9%	14%	12%	7%	10%	13%	22%	11%	13%	12%	7%	15%	14%	10%	13%	11%	12%	12%	19%	11%	
Low2Box (Strongly/ Somewhat disagree)		B		E					F														
	440	214	226	175	167	98	274	144	22	207	233	218	106	116	217	224	260	180	28	412	35	405	
	88%	85%	91%	86%	88%	93%	90%	87%	78%	89%	87%	88%	93%	85%	86%	90%	87%	89%	88%	88%	81%	89%	
		A				C	H																

Proportions/Mean: 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

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:

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 watch the Games live.																							
Strongly agree	22	6	16	15	5	2	0	6	16	13	9	12	7	3	17	4	21	1	5	17	4	18	
	4%	3%	6%	5%	4%	2%	-	5%	5%	6%	3%	6%	5%	2%	6%	2%	5%	1%	4%	4%	3%	5%	
Somewhat agree	62	45	17	44	11	7	10	14	38	17	45	17	12	34	46	16	51	11	7	54	21	41	
	12%	19%	6%	15%	9%	7%	29%	11%	11%	8%	16%	9%	8%	20%	17%	7%	13%	12%	6%	14%	13%	12%	
Somewhat disagree	B																						
	87	39	49	43	27	17	4	23	61	50	37	29	28	31	48	39	83	5	20	68	33	55	
Strongly 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	
	66%	62%	69%	64%	65%	72%	59%	66%	66%	63%	68%	70%	68%	60%	59%	74%	62%	82%	72%	64%	65%	66%	
Summary																N							
Top2Box (Strongly/ Somewhat agree)	84	51	32	59	16	9	10	20	54	30	54	28	19	37	63	21	72	12	12	72	25	58	
	17%	21%	12%	21%	13%	9%	29%	16%	16%	14%	19%	15%	13%	22%	23%	9%	18%	13%	11%	19%	15%	17%	
Low2Box (Strongly/ Somewhat disagree)	E																						
	416	189	228	227	106	83	24	104	288	188	229	160	124	132	209	208	335	81	104	313	140	276	
	83%	79%	88%	79%	87%	91%	71%	84%	84%	86%	81%	85%	87%	78%	77%	91%	82%	87%	89%	81%	85%	83%	
						C										N							

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 watch the Games live.																						
Strongly agree	12	6	5	7	4	0	3	7	2	5	7	3	3	6	5	7	8	4	0	12	2	10
	2%	3%	2%	4%	3%	0	3%	2%	2%	2%	2%	2%	2%	4%	2%	3%	3%	2%	-	3%	3%	2%
Somewhat agree	31	15	15	15	12	5	4	24	3	13	17	10	10	11	17	14	20	11	2	29	4	27
	6%	6%	6%	8%	8%	3%	3%	8%	4%	6%	6%	6%	6%	8%	6%	6%	7%	5%	5%	6%	6%	6%
Somewhat disagree	98	53	46	49	35	15	19	60	19	39	59	30	38	30	50	48	65	33	7	91	10	89
	20%	21%	18%	26%	23%	9%	15%	20%	25%	18%	21%	17%	21%	20%	19%	21%	22%	16%	16%	20%	17%	20%
Strongly disagree	359	171	188	114	103	142	99	210	51	157	202	132	126	102	194	165	205	154	33	326	42	317
	72%	70%	74%	62%	67%	88%	79%	70%	69%	73%	71%	76%	71%	68%	73%	70%	69%	76%	79%	71%	74%	72%
Summary						CD	GH					M					P					
Top2Box (Strongly/ Somewhat agree)	43	22	21	22	16	5	7	31	5	19	24	12	13	17	22	21	28	15	2	41	5	37
	9%	9%	8%	12%	10%	3%	6%	10%	6%	9%	8%	7%	7%	12%	8%	9%	9%	7%	5%	9%	9%	8%
Low2Box (Strongly/ Somewhat disagree)	457	224	233	163	137	157	118	270	69	196	261	162	163	132	244	213	270	187	40	417	52	406
	91%	91%	92%	88%	90%	97%	94%	90%	94%	91%	92%	93%	93%	88%	92%	91%	91%	93%	95%	91%	91%	92%
						CD	G															

Proportions/Mean: 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

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																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																							
Strongly agree	23	13	10	17	5	1	3	3	18	15	8	8	2	13	16	8	18	6	10	14	10	13	
	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	O				S		U		
Somewhat agree	45	28	17	31	10	4	8	6	31	18	27	11	11	23	30	16	32	13	6	39	9	36	
	9%	11%	7%	17%	7%	2%	10%	6%	10%	7%	12%	5%	9%	17%	11%	7%	10%	7%	12%	9%	16%	8%	
		B		DE	E					I			K	KL	O						U		
Somewhat disagree	82	48	34	36	27	18	11	23	48	43	38	39	19	24	40	42	53	28	8	73	10	72	
	16%	19%	13%	20%	18%	11%	14%	21%	15%	16%	17%	17%	15%	17%	15%	17%	17%	15%	16%	16%	16%	16%	
		B		E	E																		
Strongly disagree	350	158	191	98	106	146	54	78	217	200	149	174	95	80	176	173	209	140	28	321	30	319	
	70%	64%	76%	54%	71%	86%	71%	71%	69%	72%	67%	75%	75%	57%	67%	73%	67%	75%	54%	72%	51%	73%	
			A		C	CD						M	M					P		R		T	
Summary																							
Top2Box (Strongly/ Somewhat agree)	69	41	27	48	15	5	11	9	49	33	36	20	13	36	46	23	50	19	16	53	20	49	
	14%	17%	11%	26%	10%	3%	14%	8%	16%	12%	16%	8%	10%	26%	17%	10%	16%	10%	30%	12%	33%	11%	
		B		DE	E				G					KL	O			Q		S		U	
Low2Box (Strongly/ Somewhat disagree)	431	206	225	134	133	164	65	101	265	244	188	213	114	104	217	215	263	169	37	394	40	391	
	86%	83%	89%	74%	90%	97%	86%	92%	84%	88%	84%	92%	90%	74%	83%	90%	84%	90%	70%	88%	67%	89%	
			A		C	CD		H				M	M		N		P			R		T	

Proportions/Mean: 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

[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:

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC	
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.																																
Strongly agree	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			
	2%	2%	2%	4%	1%	0	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	-	2%	1%	-	2%	3%			
Somewhat agree	37	21	16	25	9	3	9	15	14	15	22	15	15	8	19	19	27	10	6	31	7	30	3	2	4	6	0	16	6			
	7%	8%	6%	14%	5%	2%	7%	8%	7%	9%	7%	8%	7%	8%	7%	9%	8%	7%	11%	7%	10%	7%	9%	5%	8%	7%	-	9%	5%			
Somewhat disagree	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			
	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%			
Strongly disagree	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			
	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%			
Summary																																
Top2Box (Strongly/ Somewhat agree)	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			
	9%	11%	8%	18%	7%	2%	9%	10%	9%	10%	9%	10%	8%	11%	8%	11%	10%	9%	14%	9%	13%	9%	10%	5%	10%	8%	-	11%	8%			
Low2Box (Strongly/ Somewhat disagree)	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			
	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%			

Proportions/Mean: 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; \*\* very small base (under 30) ineligible for sig testing

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																							
Strongly agree	12	7	5	5	5	1	4	5	3	4	8	4	5	3	8	4	7	4	1	10	2	9	
	2%	3%	2%	3%	3%	1%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	12%	2%	12%	2%	
Somewhat agree	30	20	11	19	9	2	9	16	6	9	21	11	13	6	24	6	23	7	2	28	1	29	
	6%	8%	4%	10%	5%	2%	7%	6%	6%	6%	6%	7%	6%	5%	8%	3%	7%	4%	14%	6%	5%	6%	
	B			DE	E										O		Q						
Somewhat disagree	40	23	17	21	13	6	10	22	9	10	30	12	16	12	25	15	25	15	0	40	2	38	
	8%	9%	7%	11%	8%	4%	8%	8%	9%	6%	9%	7%	8%	10%	8%	8%	8%	8%	3%	8%	8%	8%	
Strongly disagree	418	198	220	E	145	142	131	107	234	77	140	278	141	174	103	249	169	252	166	9	409	15	403
	84%	80%	87%	76%	84%	93%	83%	85%	82%	86%	82%	84%	84%	83%	81%	87%	82%	86%	71%	84%	74%	84%	
				A		C	CD									N							
Summary																							
Top2Box (Strongly/ Somewhat agree)	42	26	16	24	14	4	12	21	9	13	29	15	18	9	32	10	30	12	3	39	3	38	
	8%	11%	6%	13%	8%	3%	10%	8%	9%	8%	9%	9%	9%	7%	11%	5%	10%	6%	26%	8%	18%	8%	
Low2Box (Strongly/ Somewhat disagree)	B			E	E										O		Q			U			
	458	221	237	166	155	137	117	256	86	150	308	152	190	115	274	184	276	182	9	449	16	442	
	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		P				T	

Proportions/Mean: 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



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:

		Germany																				
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 watch the Games live.																						
Strongly agree	8	4	3	3	4	0	2	1	2	4	4	0	4	4	6	2	5	2	1	6	1	6
	2%	2%	1%	2%	2%	0	1%	1%	3%	3%	1%	0	1%	4%	2%	1%	2%	1%	4%	1%	2%	1%
Somewhat agree	34	21	12	16	12	6	9	13	7	7	27	8	18	7	25	9	24	9	5	29	9	24
	7%	8%	5%	10%	6%	4%	5%	9%	9%	5%	7%	7%	6%	7%	7%	6%	8%	5%	14%	6%	15%	6%
		B		E				F											S		U	
Somewhat disagree	78	41	36	35	32	10	26	21	12	19	59	19	42	17	57	21	48	30	6	72	15	63
	16%	16%	15%	20%	18%	7%	15%	15%	15%	14%	16%	17%	15%	17%	16%	15%	15%	16%	17%	15%	24%	14%
Strongly disagree	381	185	196	117	135	129	141	101	59	102	279	86	221	74	276	105	234	147	23	358	37	345
	76%	73%	79%	68%	74%	89%	79%	75%	74%	78%	76%	76%	78%	73%	76%	77%	75%	78%	66%	77%	59%	79%
			A			CD														R		T
Summary	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%
		B		E	E			F											S		U	
Low2Box (Strongly/ Somewhat disagree)	459	227	232	152	167	139	168	122	71	120	338	105	263	90	333	126	281	177	28	430	51	408
	92%	90%	94%	88%	91%	96%	94%	90%	88%	92%	92%	93%	92%	89%	92%	92%	90%	94%	83%	92%	83%	93%
			A			CD	H													R		T

Proportions/Mean: 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

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:

		Australia																													
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION								
	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	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		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		
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 (wtg)	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.																															
Strongly agree	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		
	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																													
Somewhat agree	46	22	25	25	14	7	12	22	13	20	26	7	29	11	31	15	34	12	10	37	10	36	28	18	19	11	14	0	2		
	9%	9%	10%	13%	10%	4%	8%	8%	13%	9%	9%	5%	10%	15%	12%	7%	12%	6%	15%	8%	14%	8%	9%	10%	13%	6%	15%	-	4%		
		DE																													
Somewhat disagree	90	50	40	45	23	22	26	53	11	31	59	23	52	15	43	47	54	36	10	80	13	77	67	24	29	14	12	9	9		
	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%		
		DE																													
Strongly disagree	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		
	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%		
		DE																													
Summary																															
	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																													
	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%	88%	82%	86%	91%	85%	93%	81%	89%	82%	89%	88%	88%	83%	91%	84%	99%	94%		

Proportions/Mean: 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

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:

		Japan																				
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	8	5	3	4	2	2	3	4	2	5	3	2	2	5	6	2	6	2	1	7	3	5
	2%	2%	1%	2%	1%	1%	1%	2%	5%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	5%	1%
Somewhat agree	59	33	26	27	18	14	36	19	3	28	30	15	10	33	35	23	41	17	7	52	8	50
	12%	13%	10%	15%	11%	9%	12%	11%	10%	11%	13%	9%	10%	15%	15%	9%	13%	10%	13%	12%	13%	12%
Somewhat disagree	139	70	69	54	41	44	79	50	10	79	60	48	28	62	67	71	93	46	16	122	20	119
	28%	28%	28%	29%	26%	27%	26%	29%	31%	30%	26%	28%	27%	28%	28%	28%	28%	27%	29%	28%	30%	27%
Strongly disagree	295	143	151	100	95	100	181	96	18	156	139	106	66	123	135	160	190	105	32	263	35	260
	59%	57%	61%	54%	61%	63%	61%	57%	54%	58%	60%	62%	62%	55%	55%	62%	57%	62%	56%	59%	52%	60%
Summary						C										N						
Top2Box (Strongly/ Somewhat agree)	67	38	29	31	19	16	39	23	5	33	34	17	12	38	41	25	48	19	8	59	12	55
	13%	15%	12%	17%	12%	10%	13%	14%	15%	12%	15%	10%	11%	17%	17%	10%	14%	11%	14%	13%	18%	13%
Low2Box (Strongly/ Somewhat disagree)	433	213	220	154	135	144	259	146	28	235	198	154	94	185	202	231	283	150	48	385	55	378
	87%	85%	88%	83%	88%	90%	87%	86%	85%	88%	85%	90%	89%	83%	83%	90%	86%	89%	86%	87%	82%	87%
						C						M				N						

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:

		South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 watch the Games live.																							
Strongly agree	25	11	14	15	8	2	3	12	9	9	15	1	11	13	9	16	16	9	6	19	6	19	
	5%	4%	6%	7%	4%	2%	4%	6%	4%	3%	7%	7%	7%	4%	3%	7%	4%	6%	11%	4%	7%	5%	
Somewhat agree	160	87	73	65	52	43	29	65	66	98	62	2	46	112	98	62	124	36	23	137	40	119	
	32%	34%	30%	31%	29%	39%	33%	32%	31%	35%	28%	11%	29%	35%	37%	26%	35%	24%	40%	31%	42%	30%	
															O		Q				U		
Somewhat disagree	198	102	96	74	81	43	28	78	93	122	77	11	58	130	104	94	134	65	16	182	31	167	
	40%	41%	39%	35%	45%	39%	32%	38%	45%	44%	35%	52%	37%	40%	40%	40%	38%	43%	28%	41%	32%	41%	
Strongly disagree	117	52	65	57	38	23	28	48	41	48	69	6	44	67	52	65	77	39	12	105	18	98	
	23%	21%	26%	27%	21%	20%	31%	24%	20%	17%	31%	29%	28%	21%	20%	27%	22%	26%	21%	24%	19%	24%	
							H				I												
Summary																							
Top2Box (Strongly/ Somewhat agree)	185	98	87	79	60	45	32	78	75	108	77	4	56	125	106	78	140	45	29	155	47	138	
	37%	39%	35%	38%	34%	41%	37%	38%	36%	39%	35%	18%	35%	39%	40%	33%	40%	30%	51%	35%	49%	34%	
Low2Box (Strongly/ Somewhat disagree)																			S		U		
	315	155	161	131	119	65	56	126	134	170	145	16	102	197	157	159	211	104	28	287	49	266	
	63%	61%	65%	62%	66%	59%	63%	62%	64%	61%	65%	82%	65%	61%	60%	67%	60%	70%	49%	65%	51%	66%	
																			R			T	

Proportions/Mean: 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

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:

		Russia																				
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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
I will download a mobile app in order to watch the Games live.																						
Strongly agree	23	14	9	10	9	4	5	1	17	11	11	6	14	2	15	7	20	3	2	20	4	18
	5%	6%	3%	5%	5%	4%	14%	3%	4%	5%	4%	4%	5%	3%	5%	4%	4%	8%	9%	4%	6%	4%
Somewhat agree	30	12	17	11	13	6	1	4	24	14	15	10	18	2	15	15	28	1	3	27	7	22
	6%	5%	7%	5%	8%	5%	4%	9%	6%	6%	6%	7%	7%	3%	5%	7%	6%	3%	10%	6%	10%	5%
Somewhat disagree	56	38	17	16	25	15	1	2	53	37	19	19	26	11	35	21	50	6	2	53	7	48
	11%	16%	7%	8%	14%	13%	4%	4%	12%	15%	7%	13%	10%	12%	12%	10%	11%	14%	7%	11%	10%	11%
Strongly disagree	392	176	216	174	128	90	25	34	334	180	212	111	208	73	228	165	363	29	21	371	53	340
	78%	73%	83%	83%	73%	78%	77%	84%	78%	74%	82%	76%	78%	82%	78%	79%	79%	74%	74%	79%	74%	79%
Summary				A																		
Top2Box (Strongly/ Somewhat agree)	52	26	26	20	22	10	6	5	42	25	27	16	32	4	30	22	48	4	5	47	12	41
	10%	11%	10%	10%	13%	9%	19%	12%	10%	10%	10%	11%	12%	5%	10%	11%	10%	11%	19%	10%	16%	10%
Low2Box (Strongly/ Somewhat disagree)	448	214	233	191	153	104	26	35	386	217	231	130	234	84	262	185	413	35	24	424	60	388
	90%	89%	90%	90%	87%	91%	81%	88%	90%	90%	90%	89%	88%	95%	90%	89%	90%	89%	81%	90%	84%	90%
														L								

Proportions/Mean: 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

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:

		Sweden																				
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	15	10	6	8	3	4	10	4	2	2	13	3	9	4	13	2	4	11	4	11	6	10
	3%	4%	2%	4%	2%	2%	6%	2%	2%	1%	4%	3%	3%	3%	4%	2%	1%	7%	10%	2%	9%	2%
Somewhat agree	33	22	10	5	21	7	6	16	11	19	14	5	12	16	22	10	25	7	3	29	9	24
	7%	9%	4%	3%	13%	5%	3%	6%	15%	12%	4%	5%	4%	12%	7%	7%	7%	5%	7%	6%	13%	5%
Somewhat disagree	63	50	13	27	26	9	12	46	5	13	50	9	39	15	54	9	45	18	10	53	10	53
	13%	20%	5%	15%	16%	6%	7%	18%	6%	8%	15%	8%	15%	12%	16%	6%	13%	11%	21%	12%	15%	12%
Strongly disagree	389	171	218	145	112	132	141	190	58	125	265	88	204	97	254	135	264	125	29	360	43	346
	78%	68%	88%	78%	69%	87%	84%	74%	77%	79%	78%	84%	78%	74%	74%	86%	78%	78%	63%	79%	63%	80%
Summary			A			D						M				N						T
Top2Box (Strongly/ Somewhat agree)	48	32	16	13	24	11	16	20	13	21	27	8	20	20	35	13	30	18	8	40	15	33
	10%	13%	7%	7%	15%	7%	9%	8%	17%	13%	8%	8%	8%	15%	10%	8%	9%	11%	17%	9%	22%	8%
Low2Box (Strongly/ Somewhat disagree)	452	222	230	172	138	141	154	235	63	137	315	97	242	113	308	144	309	143	38	414	53	399
	90%	87%	93%	93%	85%	93%	91%	92%	83%	87%	92%	92%	92%	85%	90%	92%	91%	89%	83%	91%	78%	92%
																						T

Proportions/Mean: 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

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:

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 watch the Games live.																							
Strongly agree	32	20	11	20	11	1	9	15	8	21	11	16	3	13	21	11	30	2	5	26	12	20	
	6%	8%	5%	7%	6%	2%	9%	5%	6%	7%	5%	7%	10%	5%	9%	4%	7%	3%	11%	6%	10%	5%	
Somewhat agree	120	64	56	60	46	14	25	55	39	73	47	43	6	71	59	61	101	19	12	107	36	83	
	24%	26%	22%	21%	28%	26%	26%	21%	29%	25%	23%	20%	20%	27%	25%	23%	23%	28%	25%	24%	32%	22%	
Somewhat disagree	199	89	110	117	62	20	36	116	47	113	86	89	6	104	89	111	180	19	19	181	44	156	
	40%	36%	44%	42%	37%	39%	37%	44%	35%	38%	42%	42%	22%	40%	37%	42%	42%	28%	37%	40%	38%	40%	
Strongly disagree	150	77	73	85	47	17	28	81	41	88	61	63	14	73	70	79	122	28	13	136	22	127	
	30%	31%	29%	30%	28%	33%	29%	30%	30%	30%	30%	30%	48%	28%	30%	30%	28%	41%	27%	30%	19%	33%	
Summary																						T	
Top2Box (Strongly/ Somewhat agree)	151	84	67	79	57	15	34	69	48	93	58	58	9	84	79	72	130	21	18	133	48	103	
	30%	34%	27%	28%	34%	29%	35%	26%	35%	32%	28%	28%	30%	32%	33%	28%	30%	31%	36%	30%	42%	27%	
Low2Box (Strongly/ Somewhat disagree)	349	166	183	202	109	38	64	197	88	201	148	152	20	177	159	190	302	47	32	317	66	283	
	70%	66%	73%	72%	66%	71%	65%	74%	65%	68%	72%	72%	70%	68%	67%	72%	70%	69%	64%	70%	58%	73%	
																						T	

Proportions/Mean: 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

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:

		Turkey																				
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	31	24	8	24	7	0	7	10	14	14	18	11	3	17	20	12	25	7	13	19	19	12
	6%	9%	3%	9%	4%	-	24%	5%	5%	5%	8%	6%	5%	6%	8%	4%	8%	3%	24%	4%	13%	3%
Somewhat agree	90	62	28	62	23	4	9	39	42	31	59	31	14	45	52	37	60	30	14	76	34	55
	18%	24%	11%	24%	12%	8%	31%	20%	15%	12%	25%	18%	23%	17%	22%	14%	20%	15%	27%	17%	24%	15%
Somewhat disagree										I												
	206	86	120	76	97	33	8	73	125	146	60	84	14	108	80	126	105	101	9	197	46	160
	41%	34%	48%	29%	51%	67%	26%	38%	45%	54%	26%	49%	24%	40%	34%	48%	35%	51%	17%	44%	32%	45%
Strongly disagree										J									R			
	173	81	92	100	61	12	5	72	95	78	95	45	28	100	83	90	112	61	16	157	43	130
	35%	32%	37%	38%	32%	25%	18%	37%	35%	29%	41%	26%	48%	37%	35%	34%	37%	31%	31%	35%	30%	36%
Summary																						
Top2Box (Strongly/ Somewhat agree)	121	86	36	86	31	4	16	49	56	45	76	42	17	62	72	49	85	36	26	95	54	68
	24%	34%	14%	33%	16%	8%	55%	25%	20%	17%	33%	25%	28%	23%	31%	19%	28%	18%	51%	21%	38%	19%
Low2Box (Strongly/ Somewhat disagree)		B									I								S		U	
	379	166	212	176	157	45	13	146	220	224	155	128	43	208	163	216	216	162	25	354	89	290
	76%	66%	86%	67%	84%	92%	45%	75%	80%	83%	67%	75%	72%	77%	69%	81%	72%	82%	49%	79%	62%	81%
		A								J									R		T	

Proportions/Mean: 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



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:

		Hungary																				
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	17	10	7	7	4	6	12	3	0	5	12	7	9	2	6	11	6	12	1	16	1	16
	3%	4%	3%	4%	3%	4%	4%	2%	-	3%	4%	5%	3%	2%	3%	4%	2%	5%	3%	3%	4%	3%
Somewhat agree	22	13	8	11	6	5	9	7	2	4	17	7	9	5	12	10	13	9	2	20	2	20
	4%	5%	3%	5%	4%	3%	3%	5%	52%	2%	5%	5%	3%	7%	5%	4%	5%	4%	5%	4%	5%	4%
Somewhat disagree	37	20	17	13	10	13	19	12	0	15	22	11	21	5	20	17	23	14	2	35	0	36
	7%	8%	7%	7%	7%	8%	7%	8%	16%	9%	7%	9%	7%	6%	8%	7%	9%	6%	6%	7%	1%	8%
Strongly disagree	424	201	224	170	116	138	238	123	1	149	276	104	255	65	206	218	231	194	31	394	31	394
	85%	82%	87%	84%	85%	85%	86%	85%	32%	86%	84%	81%	87%	85%	84%	85%	85%	85%	87%	85%	90%	85%
Summary			A										K									
Top2Box (Strongly/ Somewhat agree)	39	24	15	18	10	11	21	10	2	9	30	14	18	7	18	21	18	21	3	36	3	36
	8%	10%	6%	9%	7%	7%	8%	7%	52%	5%	9%	11%	6%	9%	7%	8%	7%	9%	7%	8%	9%	8%
Low2Box (Strongly/ Somewhat disagree)		B									I		L									
	461	220	241	184	127	151	257	135	1	164	298	116	276	70	226	235	254	207	33	429	31	430
	92%	90%	94%	91%	93%	93%	92%	93%	48%	95%	91%	89%	94%	91%	93%	92%	93%	91%	93%	92%	91%	92%
		A								J			K									

Proportions/Mean: 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

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:

		Poland																				
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	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.																						
Strongly agree	24	13	11	13	5	6	18	6	0	10	14	8	12	3	16	8	16	8	2	22	5	19
	5%	5%	4%	6%	3%	4%	4%	7%	-	4%	6%	8%	4%	5%	5%	4%	6%	3%	8%	5%	10%	4%
Somewhat agree	51	34	17	25	12	13	39	9	3	26	25	10	33	8	36	15	32	19	5	46	5	46
	10%	14%	7%	12%	8%	10%	10%	11%	31%	10%	10%	10%	10%	11%	12%	8%	11%	9%	17%	10%	10%	10%
Somewhat disagree	B																					
	117	61	57	46	38	33	92	23	2	50	67	20	82	16	72	45	66	51	9	108	19	98
Strongly disagree	23%	24%	23%	21%	26%	24%	22%	29%	24%	20%	27%	19%	25%	23%	24%	23%	24%	23%	29%	23%	36%	22%
	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%
			A																			T
Summary																						
Top2Box (Strongly/ Somewhat agree)	75	47	28	39	17	19	58	15	3	36	39	18	46	11	51	24	48	27	8	67	10	65
	15%	19%	11%	18%	12%	14%	14%	18%	31%	15%	15%	18%	14%	16%	17%	12%	17%	12%	24%	14%	19%	14%
Low2Box (Strongly/ Somewhat disagree)	B																					
	425	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)	85%	81%	89%	82%	88%	86%	86%	82%	69%	85%	85%	82%	86%	84%	83%	88%	83%	88%	76%	86%	81%	86%
			A																			

Proportions/Mean: 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

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:

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	49	27	23	25	15	9	4	11	35	37	13	24	15	10	35	14	41	8	12	37	18	32
	10%	11%	9%	13%	8%	8%	4%	5%	16%	11%	8%	8%	10%	20%	12%	7%	10%	9%	31%	8%	19%	8%
Somewhat agree	229	115	114	95	97	36	37	90	102	162	66	137	70	22	138	90	199	30	22	207	50	179
	46%	46%	45%	48%	50%	34%	45%	44%	47%	48%	42%	46%	45%	44%	46%	45%	49%	31%	56%	45%	53%	44%
Somewhat disagree	169	78	91	59	55	55	29	79	62	110	59	101	54	14	99	70	128	41	5	164	18	151
	34%	31%	36%	30%	28%	52%	35%	39%	29%	32%	37%	34%	35%	28%	33%	35%	32%	42%	12%	36%	19%	37%
Strongly disagree	53	30	23	21	27	6	13	24	16	32	21	33	16	4	27	26	35	18	1	52	8	45
	11%	12%	9%	10%	14%	5%	16%	12%	7%	9%	13%	11%	10%	8%	9%	13%	9%	19%	1%	11%	9%	11%
Summary																						
Top2Box (Strongly/ Somewhat agree)	278	141	137	120	113	45	41	100	137	199	79	161	85	32	174	104	239	39	34	244	68	210
	56%	57%	54%	60%	58%	42%	49%	49%	64%	58%	50%	54%	55%	64%	58%	52%	60%	39%	87%	53%	72%	52%
Low2Box (Strongly/ Somewhat disagree)	222	108	114	80	81	61	42	102	78	142	80	134	70	18	126	96	162	60	5	217	26	196
	44%	43%	46%	40%	42%	58%	51%	51%	36%	42%	50%	46%	45%	36%	42%	48%	40%	61%	13%	47%	28%	48%
								H					M				P					T

Proportions/Mean: 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

[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:

Proportions/Mean: 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

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:

		Italy																				
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	11	4	7	5	3	3	3	5	3	6	4	2	5	3	5	6	6	5	2	9	4	7
	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	6%	2%	2%	2%	2%	4%	2%	6%	2%
Somewhat agree	46	24	22	20	14	12	9	23	14	26	20	22	17	7	19	27	28	18	5	42	7	39
	9%	10%	9%	11%	8%	8%	8%	10%	9%	9%	9%	9%	9%	12%	9%	10%	11%	8%	8%	9%	10%	9%
Somewhat disagree	85	45	41	32	31	22	17	38	31	42	43	36	36	13	35	50	52	33	6	79	10	75
	17%	18%	16%	18%	18%	15%	16%	15%	21%	15%	20%	15%	18%	22%	16%	18%	20%	14%	11%	18%	15%	17%
Strongly disagree	358	178	180	125	124	110	78	180	100	213	145	183	139	35	157	201	182	176	42	317	46	312
	72%	71%	72%	69%	72%	75%	73%	73%	68%	74%	68%	75%	70%	61%	73%	71%	68%	76%	77%	71%	68%	72%
Summary												M	M					P				
Top2Box (Strongly/ Somewhat agree)	57	28	29	25	18	15	12	28	17	33	24	24	23	10	23	34	34	23	7	50	11	46
	11%	11%	12%	14%	10%	10%	11%	11%	12%	11%	11%	10%	12%	18%	11%	12%	13%	10%	12%	11%	16%	11%
Low2Box (Strongly/ Somewhat disagree)	443	222	221	156	155	132	95	218	130	255	188	220	176	48	191	252	234	209	47	396	56	387
	89%	89%	88%	86%	90%	90%	89%	89%	88%	89%	89%	90%	88%	82%	89%	88%	87%	90%	88%	89%	84%	89%
												M										

Proportions/Mean: 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

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:

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	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
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 watch the Games live.																											
Strongly agree	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
	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	1%
Somewhat agree	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
	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%
Somewhat disagree		B							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
Strongly 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%
	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
	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%
Summary			A			C						LM													V		
Top2Box (Strongly/ Somewhat agree)	25	20	5	15	6	4	6	10	10	8	17	4	8	13	18	7	18	7	0	25	3	22	13	8	4	14	11
	5%	8%	2%	8%	4%	3%	3%	5%	8%	5%	5%	2%	4%	9%	6%	3%	6%	3%	-	5%	8%	5%	7%	6%	2%	4%	6%
Low2Box (Strongly/ Somewhat disagree)		B		E					F					K								X					
	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
	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%
			A			C	H					M													V		

Proportions/Mean: 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 \* small base; \*\* very small base (under 30) ineligible for sig testing

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:

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																							
Strongly agree	650	376	274	407	174	69	193	242	197	297	304	198	164	288	399	251	489	161	145	505	239	411	
	5%	6%	5%	8%	4%	2%	5%	5%	6%	6%	5%	5%	4%	8%	6%	5%	6%	4%	12%	5%	12%	4%	
		B		DE	E										KL	O		Q		S		U	
Somewhat agree	1902	1040	863	1006	621	275	481	706	674	895	830	619	504	780	1078	824	1440	463	299	1603	497	1405	
	16%	17%	14%	19%	16%	10%	12%	16%	20%	17%	13%	14%	12%	22%	17%	15%	18%	11%	24%	15%	25%	14%	
		B		DE	E			F	FG	J		L			KL	O		Q		S		U	
Somewhat disagree	2372	1251	1121	1073	824	474	724	908	685	1107	1136	852	722	798	1229	1142	1587	785	227	2145	426	1945	
	20%	21%	19%	20%	21%	17%	19%	20%	21%	21%	18%	20%	18%	23%	19%	21%	20%	19%	18%	20%	21%	19%	
		B		E	E					J		L			KL		N						
Strongly disagree	7076	3325	3752	2788	2263	2025	2488	2635	1768	2908	4022	2682	2731	1663	3767	3309	4442	2634	566	6510	849	6227	
	59%	55%	62%	53%	58%	71%	64%	59%	53%	56%	64%	62%	66%	47%	58%	60%	56%	65%	46%	60%	42%	62%	
			A		C	CD	GH	H			I	M	KM					P		R		T	
Summary																							
Top2Box (Strongly/ Somewhat agree)	2552	1415	1137	1413	795	344	674	948	872	1192	1135	817	667	1068	1477	1075	1929	623	444	2108	736	1816	
	21%	24%	19%	27%	20%	12%	17%	21%	26%	23%	18%	19%	16%	30%	23%	19%	24%	15%	36%	20%	37%	18%	
		B		DE	E			F	FG	J		L			KL	O		Q		S		U	
Low2Box (Strongly/ Somewhat disagree)	9448	4576	4872	3861	3087	2499	3212	3543	2452	4015	5158	3534	3453	2461	4996	4452	6029	3419	794	8654	1276	8172	
	79%	76%	81%	73%	80%	88%	83%	79%	74%	77%	82%	81%	84%	70%	77%	81%	76%	85%	64%	80%	63%	82%	
			A		C	CD	GH	H			I	M	KM			N		P		R		T	

Proportions/Mean: 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

Global @dvisor  
Global @dvisor: Olympics

June 2012

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:

	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	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
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	
I will download a mobile app in order to get updates on the Games.																									
Strongly agree	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
	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%
	C	CHN		ABCEGHJMNQ	C	BCEGHJMNQ	C		C	CGHIMN	JHJULMNOPQ	BCEGHJMNQ	C		ABCEGHJMNQ	LABCEGHJMN	CHN	DEGHJMNQ	IBCEGHJMN	CGHIMN	C	C	CEGHIMNU	CEGHIMNU	
Somewhat agree	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
	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%
			CEGHJ		ACEGHJ	CGJ	HJULMNOPQRSTUWVX	J	CGJ		ABCEGHJMNPOQSGHJMNOPQ	CGJ	ACEGHJ	DEGHJMNPG	ACEGHJ	J	GHJMNOPQ	ACEGHJMQ	GHJMNOPQ	ACEGHJ	J	DEGHJMNPG	CGHJ		
Somewhat disagree	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
	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%
		CEGJQIV	CEGJQV		GJ	GJ	GHJKNOPQRSUVX	CEGJQV	CDEGHJQIV		CEGJQV	EGHJKNOPQ	CDEGHJQIVV	EGHJKNOPC	CEGJQIV	CDCEGHJQIV	J	DEGHJKNOL	CEGJQIV	GHJKNOPC	CGJ	ABCEGHJKNOPQ	CEGJQV		
Strongly disagree	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
	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	IKLMNOPQRS	FKLNOPRTW	IKLMNOPRSTUWX	ABDEFHIKLMNOPQRS	IKLMNOPRST	FKLNOPRSTW	IKLMNOPQRS	F	FK	FKLNOPRSTW	FKLRTW	FKLRTW	FKLRTW	FKLRTW	FKLRTW	FKLRTW	FKLRTW	F	FKLNOPRSTW	IKLMNOPRST	FK	FKLNOPRSTW
Summary																									
Top2Box (Strongly/ Somewhat agree)	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
	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%
	C	CEGHJ		ABCEGHJMNQ	CG	JHJULMNOPSTUWVX	C	C	C	C	C	JHJULMNOPQ	GHJMNOPQ	CG	CGHJ	DEGHJMNPG	CEGHJMNQ	CG	GHJMNOPQ	CEGHJMNQ	GHJMNOPQ	CEGHJ	C	DEGHJMNPG	CEGHJ
Low2Box (Strongly/ Somewhat disagree)	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
	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%
		DFKLOPRSTW	DFKLOPRSTW	IKLMNOPQR	FKLORT	IFKLOPRSTU	K	KL MNOPQRS	FKL NOPRSTU	FKL NOPRSTU	FKL NOPRSTUWVX	FK	IFKLOPRSTW	DFKLOPRSTW	FKLRT	FKLORTW	DFKLOPRSTW	K	FKLRT	FK	DFKLOPRSTW	DFKLOPRSTW	FKLRT	DFKLOPRSTW	
Proportions/Mean: 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																									



[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:

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

Proportions/Mean: 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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
I will download a mobile app in order to get updates on the Games.																							
Strongly agree	17	9	7	11	4	2	7	7	3	3	13	8	4	5	8	9	11	6	2	15	4	12	
	3%	4%	3%	4%	3%	2%	4%	3%	2%	2%	4%	3%	3%	9%	4%	3%	4%	3%	5%	3%	8%	3%	
Somewhat agree	37	23	13	18	12	6	14	8	16	14	23	21	9	8	20	17	24	13	7	30	7	30	
	7%	10%	5%	7%	8%	6%	9%	4%	12%	8%	7%	6%	7%	14%	9%	6%	9%	6%	18%	7%	12%	7%	
Somewhat disagree																							
	94	41	53	55	19	19	32	43	18	29	65	69	19	6	30	64	45	49	6	88	11	82	
Strongly disagree	19%	17%	21%	22%	13%	19%	20%	21%	14%	18%	19%	21%	16%	11%	14%	22%	16%	22%	18%	19%	21%	19%	
Summary	353	171	181	164	114	75	105	153	95	120	233	229	87	37	157	196	200	153	21	331	33	320	
	71%	70%	71%	66%	76%	73%	67%	73%	72%	72%	70%	70%	74%	67%	73%	69%	71%	69%	60%	71%	59%	72%	
Summary																							
Top2Box (Strongly/ Somewhat agree)	54	33	21	29	16	8	20	14	19	17	36	29	12	12	28	26	35	18	8	45	11	43	
	11%	13%	8%	12%	11%	8%	13%	7%	14%	10%	11%	9%	10%	22%	13%	9%	13%	8%	23%	10%	20%	10%	
Low2Box (Strongly/ Somewhat disagree)																							
	446	212	234	219	133	94	137	196	113	149	297	298	106	43	187	259	245	202	28	419	44	402	
	89%	87%	92%	88%	89%	92%	87%	93%	86%	90%	89%	91%	90%	78%	87%	91%	87%	92%	77%	90%	80%	90%	
								H				M	M									T	

Proportions/Mean: 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

[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:

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 get updates on the Games.																							
Strongly agree	37	20	16	24	11	1	31	5	1	12	25	23	5	8	21	16	23	14	5	32	11	25	
	7%	9%	6%	9%	8%	1%	8%	6%	10%	6%	8%	7%	5%	11%	9%	6%	8%	6%	12%	7%	13%	6%	
Somewhat agree	104	52	52	58	29	17	77	21	5	52	52	76	16	12	48	56	65	39	12	92	17	87	
	21%	22%	20%	22%	20%	19%	19%	25%	48%	28%	17%	24%	15%	16%	20%	22%	23%	18%	28%	20%	20%	21%	
Somewhat disagree	94	43	51	54	22	17	77	16	1	33	60	55	23	16	39	54	49	45	8	86	19	74	
	19%	18%	19%	20%	15%	20%	19%	19%	10%	18%	19%	17%	22%	20%	16%	21%	17%	21%	17%	19%	23%	18%	
Strongly disagree	266	123	143	133	81	52	220	42	4	89	177	167	59	40	133	133	149	116	19	246	37	229	
	53%	52%	55%	49%	56%	60%	54%	50%	31%	48%	56%	52%	57%	53%	55%	51%	52%	54%	43%	54%	44%	55%	
Summary																							
Top2Box (Strongly/ Somewhat agree)	141	73	68	83	41	17	108	26	7	64	77	99	21	20	69	72	88	53	17	123	28	113	
	28%	30%	26%	31%	28%	20%	27%	31%	59%	34%	25%	31%	21%	27%	29%	28%	31%	25%	39%	27%	33%	27%	
Low2Box (Strongly/ Somewhat disagree)	359	166	193	187	103	69	296	58	5	122	237	222	82	56	172	187	198	161	27	332	56	303	
	72%	70%	74%	69%	72%	80%	73%	69%	41%	66%	75%	69%	79%	73%	71%	72%	69%	75%	61%	73%	67%	73%	

Proportions/Mean: 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

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:

		Spain																				
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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
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.																						
Strongly agree	14	8	6	6	5	2	7	5	2	7	6	5	3	5	11	3	12	2	4	10	6	8
	3%	3%	2%	3%	3%	2%	2%	3%	6%	3%	2%	2%	2%	4%	4%	1%	4%	1%	11%	2%	13%	2%
Somewhat agree	57	42	16	32	19	6	32	21	4	21	36	27	12	18	30	28	34	23	3	54	5	52
	11%	17%	6%	15%	10%	6%	10%	13%	15%	9%	13%	11%	11%	13%	12%	11%	11%	12%	10%	12%	11%	11%
		B		E																		
Somewhat disagree	67	35	32	32	21	15	43	19	5	29	38	34	17	16	35	32	43	25	6	61	8	59
	13%	14%	13%	15%	11%	14%	14%	11%	18%	13%	14%	14%	15%	12%	14%	13%	14%	12%	19%	13%	18%	13%
Strongly disagree	362	167	195	135	145	82	224	121	17	174	188	183	82	97	176	186	210	152	19	343	25	337
	72%	66%	79%	66%	76%	78%	73%	73%	61%	75%	70%	73%	72%	71%	70%	75%	70%	75%	59%	73%	57%	74%
			A		C	C														R		T
Summary																						
Top2Box (Strongly/ Somewhat agree)	71	49	22	38	24	9	39	26	6	29	42	33	15	23	40	30	46	25	7	64	10	60
	14%	20%	9%	18%	13%	8%	13%	16%	21%	12%	16%	13%	13%	17%	16%	12%	15%	12%	22%	14%	24%	13%
Low2Box (Strongly/ Somewhat disagree)		B		E																	U	
	429	203	226	167	165	97	267	140	22	203	226	216	99	113	211	218	253	177	25	404	33	396
	86%	80%	91%	82%	87%	92%	87%	84%	79%	88%	84%	87%	87%	83%	84%	88%	85%	88%	78%	86%	76%	87%
		A				C																T

Proportions/Mean: 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

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																				
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																						
Strongly agree	42	19	23	34	6	3	0	16	26	20	22	11	16	14	30	12	34	8	8	34	16	26
	8%	8%	9%	12%	5%	3%	-	13%	8%	9%	8%	6%	12%	9%	11%	5%	8%	8%	7%	9%	10%	8%
Somewhat agree	70	41	29	43	18	10	10	15	44	29	42	23	14	34	46	24	58	13	12	59	22	48
	14%	17%	11%	15%	15%	10%	31%	13%	13%	13%	15%	12%	10%	20%	17%	11%	14%	14%	10%	15%	13%	14%
Somewhat disagree	101	61	41	63	23	15	16	19	66	44	58	33	28	40	53	48	84	17	26	76	37	64
	20%	25%	16%	22%	19%	17%	48%	15%	19%	20%	20%	18%	20%	24%	20%	21%	21%	19%	22%	20%	22%	19%
Strongly disagree	286	119	168	147	75	64	7	73	206	125	161	121	85	80	142	144	231	56	71	215	90	196
	57%	49%	64%	51%	61%	70%	21%	59%	60%	58%	57%	64%	59%	48%	52%	63%	57%	60%	61%	56%	55%	59%
Summary						C																
Top2Box (Strongly/ Somewhat agree)	112	60	52	76	24	12	10	31	71	48	64	34	30	48	76	36	92	20	19	93	38	74
	22%	25%	20%	27%	19%	13%	31%	25%	21%	22%	23%	18%	21%	28%	28%	16%	23%	22%	17%	24%	23%	22%
Low2Box (Strongly/ Somewhat disagree)				E																		
	388	180	208	210	98	79	24	93	272	169	219	154	113	121	195	192	315	73	97	291	127	260
	78%	75%	80%	73%	81%	87%	69%	75%	79%	78%	77%	82%	79%	72%	72%	84%	77%	78%	83%	76%	77%	78%
						C																

Proportions/Mean: 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

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:

		Great Britain																				
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																						
Strongly agree	11	7	5	6	3	2	3	8	1	4	7	2	4	5	5	6	7	5	0	11	1	11
	2%	3%	2%	3%	2%	1%	2%	3%	1%	2%	2%	1%	2%	3%	2%	3%	2%	2%	-	2%	1%	2%
Somewhat agree	39	20	19	19	16	5	5	28	7	18	21	11	13	16	20	20	27	12	3	37	5	35
	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													
Somewhat disagree	97	52	45	50	34	13	19	61	17	35	62	30	36	31	52	45	63	34	6	91	10	87
	19%	21%	18%	27%	22%	8%	16%	20%	23%	16%	22%	17%	20%	21%	19%	19%	21%	17%	15%	20%	17%	20%
				E	E						I											
Strongly disagree	352	167	185	110	100	142	98	205	49	157	195	131	123	98	190	162	201	151	33	319	42	310
	70%	68%	73%	60%	66%	87%	78%	68%	66%	73%	68%	75%	70%	65%	71%	69%	67%	75%	79%	70%	74%	70%
						CD	GH					M						P				
Summary																						
Top2Box (Strongly/ Somewhat agree)	51	27	24	25	19	7	8	35	8	23	28	13	17	21	25	26	34	17	3	48	5	46
	10%	11%	9%	14%	12%	4%	6%	12%	11%	11%	10%	7%	10%	14%	9%	11%	11%	8%	6%	11%	9%	10%
Low2Box (Strongly/ Somewhat disagree)				E	E			F						K								
	449	219	230	160	134	155	117	266	66	192	257	161	159	129	242	207	264	185	39	410	52	397
	90%	89%	91%	86%	88%	96%	94%	88%	89%	89%	90%	93%	90%	86%	91%	89%	89%	92%	94%	89%	91%	90%
					CD	G						M										

Proportions/Mean: 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

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:

		US																				
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																						
Strongly agree	23	14	9	16	5	2	3	3	18	15	9	7	3	14	17	6	18	5	8	15	8	15
	5%	6%	4%	9%	3%	1%	4%	2%	6%	5%	4%	3%	2%	10%	6%	3%	6%	3%	15%	3%	14%	3%
Somewhat agree				DE	E									KL	O		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
	10%	12%	8%	17%	10%	3%	13%	6%	11%	8%	13%	6%	11%	17%	12%	8%	13%	6%	18%	9%	21%	9%
Somewhat disagree		B		DE	E		G		G		I		K	KL	O		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
	16%	18%	14%	21%	17%	10%	11%	20%	16%	15%	17%	15%	16%	19%	15%	17%	16%	16%	18%	16%	17%	16%
Strongly disagree				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
	69%	64%	74%	53%	69%	86%	72%	72%	67%	72%	66%	76%	72%	55%	66%	72%	66%	74%	49%	71%	48%	72%
Summary				A	C	CD						M	M					P		R		T
Top2Box (Strongly/ Somewhat agree)	74	44	30	46	21	7	13	9	52	36	38	21	16	37	49	26	57	17	17	57	21	53
	15%	18%	12%	25%	14%	4%	17%	8%	17%	13%	17%	9%	13%	26%	19%	11%	18%	9%	32%	13%	35%	12%
Low2Box (Strongly/ Somewhat disagree)		B		DE	E		G		G					KL	O		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
	85%	82%	88%	75%	86%	96%	83%	92%	83%	87%	83%	91%	87%	74%	81%	89%	82%	91%	68%	87%	65%	88%
			A		C	CD		FH				M	M			N		P		R		T

Proportions/Mean: 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



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:

		Saudi Arabia																					
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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	
I will download a mobile app in order to get updates on the Games.																							
Strongly agree	49	27	21	36	13	0	14	12	11	0	0	15	10	24	27	21	34	14	20	28	20	29	
	10%	10%	10%	12%	8%	-	13%	11%	7%	-	-	12%	7%	10%	11%	8%	11%	8%	21%	7%	16%	8%	
Somewhat agree	177	92	85	115	56	6	26	52	69	0	0	49	57	71	91	86	130	48	41	136	48	129	
	35%	32%	39%	39%	34%	14%	24%	44%	44%	-	-	38%	39%	32%	38%	33%	41%	26%	43%	34%	39%	34%	
							F	F	F								Q						
Somewhat disagree	129	88	41	69	41	18	39	26	31	0	0	28	44	57	54	75	84	45	20	109	30	99	
	26%	31%	19%	23%	26%	43%	37%	22%	20%	-	-	22%	30%	25%	23%	29%	27%	24%	21%	27%	25%	26%	
Strongly disagree	145	76	69	75	52	18	27	26	46	0	0	36	36	74	66	79	67	78	15	131	24	121	
	29%	27%	32%	25%	32%	43%	25%	23%	29%	-	-	28%	25%	33%	28%	30%	21%	42%	15%	32%	20%	32%	
																		P		R			
Summary																							
Top2Box (Strongly/ Somewhat agree)	226	119	107	151	69	6	40	64	80	0	0	64	67	95	119	107	164	62	62	164	68	158	
	45%	42%	49%	51%	42%	14%	37%	55%	51%	-	-	50%	46%	42%	50%	41%	52%	33%	64%	41%	55%	42%	
Low2Box (Strongly/ Somewhat disagree)	274	164	110	144	93	37	66	53	77	0	0	63	80	131	120	154	151	123	35	239	54	220	
	55%	58%	51%	49%	58%	86%	63%	45%	49%	-	-	50%	54%	58%	50%	59%	48%	67%	36%	59%	45%	58%	
																		P		R			

Proportions/Mean: 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

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:

		Canada																															
	Canada	Gender			Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC		
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 get updates on the Games.																																	
Strongly agree	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				
	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%				
Somewhat agree	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				
	8%	10%	6%	14%	5%	3%	7%	8%	8%	7%	9%	8%	8%	9%	8%	8%	9%	5%	8%	8%	8%	8%	12%	8%	8%	5%	-	9%	6%				
Somewhat disagree	58	37	21	31	15	12	14	22	22	19	39	19	23	16	34	24	41	17	7	50	11	47	2	2	9	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%				
Strongly disagree	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%				
Summary																																	
Top2Box (Strongly/ Somewhat agree)	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				
	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%				
Low2Box (Strongly/ Somewhat disagree)	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				
	89%	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%				

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; \*\* very small base (under 30) ineligible for sig testing

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:

		France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 get updates on the Games.																							
Strongly agree	12	7	5	7	4	1	5	5	3	4	8	3	5	4	7	5	7	5	0	12	1	11	
	2%	3%	2%	4%	2%	1%	4%	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	-	2%	4%	2%	
Somewhat agree	28	18	10	16	9	3	7	13	8	9	19	11	10	7	21	7	20	8	3	25	2	25	
	6%	7%	4%	8%	5%	2%	5%	5%	8%	6%	6%	7%	5%	6%	7%	3%	6%	4%	21%	5%	12%	5%	
		B		E											O								
Somewhat disagree	42	24	18	21	14	7	12	22	7	11	31	12	20	10	28	14	25	17	2	40	3	39	
	8%	10%	7%	11%	8%	5%	10%	8%	7%	7%	9%	7%	10%	8%	9%	7%	8%	9%	15%	8%	14%	8%	
Strongly disagree	418	198	220	147	142	129	104	237	77	139	280	142	174	103	251	167	254	164	8	411	14	405	
	84%	80%	87%	77%	84%	92%	81%	86%	82%	85%	83%	85%	84%	83%	82%	86%	83%	85%	63%	84%	70%	84%	
				A		C		CD														T	
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%	
		B		E		E															U		
Low2Box (Strongly/ Somewhat disagree)	460	222	238	168	156	136	117	259	85	150	311	153	194	113	279	182	279	181	10	451	17	444	
	92%	90%	94%	88%	93%	97%	91%	94%	89%	92%	92%	92%	93%	91%	91%	94%	91%	94%	79%	92%	84%	92%	
			A			CD																T	

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																							
Strongly agree	9	6	4	5	4	0	1	4	2	4	5	1	5	4	8	1	8	2	2	7	2	7	
	2%	2%	1%	3%	2%	0	1%	3%	2%	3%	1%	0	2%	4%	2%	1%	2%	1%	5%	2%	4%	2%	
Somewhat agree	37	21	16	19	14	4	12	11	6	7	30	9	19	9	28	9	24	13	5	32	8	29	
	7%	8%	6%	11%	8%	3%	7%	8%	8%	5%	8%	8%	7%	9%	8%	7%	8%	7%	15%	7%	13%	7%	
Somewhat disagree	80	45	35	34	32	14	24	21	17	19	61	16	45	18	56	23	50	30	6	74	17	63	
	16%	18%	14%	20%	17%	10%	13%	15%	22%	15%	16%	14%	16%	18%	15%	17%	16%	16%	17%	16%	27%	14%	
Strongly disagree	374	181	193	113	133	127	142	100	55	101	273	88	216	70	271	102	229	145	22	352	34	339	
	75%	72%	78%	66%	73%	88%	79%	74%	69%	77%	74%	78%	76%	69%	75%	75%	74%	77%	63%	76%	56%	77%	
Summary			A		C	CD	H													R		T	
Top2Box (Strongly/ Somewhat agree)	46	27	20	24	18	4	13	15	8	11	35	9	24	13	36	10	32	15	7	39	11	36	
	9%	11%	8%	14%	10%	3%	7%	11%	10%	8%	10%	8%	8%	13%	10%	7%	10%	8%	20%	8%	17%	8%	
Low2Box (Strongly/ Somewhat disagree)	454	226	228	148	165	141	165	121	73	120	334	104	261	88	328	126	279	174	28	426	51	403	
	91%	89%	92%	86%	90%	97%	93%	89%	90%	92%	90%	92%	92%	87%	90%	93%	90%	92%	80%	92%	83%	92%	
						CD														R		T	

Proportions/Mean: 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

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:

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	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	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	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		
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.																														
Strongly agree	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	
	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%	
Somewhat agree	55	25	31	33	15	7	15	28	13	24	31	8	33	14	29	27	36	19	12	44	13	42	40	16	25	14	12	2	2	
	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%	
Somewhat disagree	84	46	38	37	E	28	19	22	44	18	30	54	20	46	18	41	43	52	31	S	U	73	56	28	Yab	25	31	16	7	5
	17%	18%	15%	19%	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%
Strongly disagree	343	165	178	E	E	127	102	175	67	160	184	96	207	41	191	152	198	145	42	302	42	301	217	126	91	125	66	29	32	
	69%	67%	71%			68%	71%	68%	67%	72%	66%	73%	70%	55%	70%	67%	66%	72%	65%	69%	61%	70%	67%	72%	61%	71%	69%	77%	79%	79%
Summary						CD						M	M													X	X	X		
Top2Box (Strongly/ Somewhat agree)	73	37	36	43	18	13	19	39	15	32	41	15	42	16	41	32	48	25	14	59	17	56	51	22	33	21	14	2	4	
	15%	15%	14%	22%	12%	8%	14%	15%	15%	14%	15%	12%	14%	21%	15%	14%	16%	12%	23%	13%	24%	13%	16%	12%	22%	12%	14%	5%	9%	
Low2Box (Strongly/ Somewhat disagree)	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	
	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%	
					C	C						M	M						R	T					X	X	X			

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	8	5	3	5	1	2	2	4	2	5	3	1	2	6	6	2	7	1	2	6	3	5
	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	O						U	
Somewhat agree	58	33	25	24	18	16	30	24	4	31	27	14	12	31	31	27	38	20	5	53	8	49
	12%	13%	10%	13%	11%	10%	10%	14%	12%	11%	12%	8%	12%	14%	13%	11%	11%	12%	9%	12%	13%	11%
														K								
Somewhat disagree	146	68	78	60	45	42	89	47	10	78	67	53	29	63	70	76	98	48	19	127	20	126
	29%	27%	31%	32%	29%	26%	30%	28%	30%	29%	29%	31%	27%	28%	29%	30%	30%	28%	33%	29%	29%	29%
Strongly disagree	288	145	144	97	92	100	177	94	17	154	135	102	63	123	138	151	188	101	31	258	35	253
	58%	58%	58%	52%	59%	63%	59%	56%	52%	57%	58%	60%	60%	55%	56%	59%	57%	60%	55%	58%	53%	58%
						C																
Summary																						
Top2Box (Strongly/ Somewhat agree)	66	38	28	29	18	18	32	27	6	36	30	15	14	37	36	29	45	21	7	59	12	54
	13%	15%	11%	16%	12%	11%	11%	16%	18%	13%	13%	9%	13%	17%	15%	11%	14%	12%	12%	13%	18%	12%
								F						K								
Low2Box (Strongly/ Somewhat disagree)	434	213	221	156	136	142	266	142	27	232	202	156	92	186	207	227	286	148	49	385	55	379
	87%	85%	89%	84%	88%	89%	89%	84%	82%	87%	87%	91%	87%	83%	85%	89%	86%	88%	88%	87%	82%	88%
							G					M										

Proportions/Mean: 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

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 Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																							
Strongly agree	22	8	14	15	5	3	3	15	4	9	13	2	8	12	6	16	14	9	2	20	4	19	
	4%	3%	6%	7%	3%	3%	4%	7%	2%	3%	6%	11%	5%	4%	2%	7%	4%	6%	4%	5%	4%	5%	
Somewhat agree				D				H								N							
	171	99	72	67	60	44	27	57	87	102	69	2	43	126	110	61	135	36	29	141	49	122	
	34%	39%	29%	32%	33%	40%	31%	28%	42%	37%	31%	8%	27%	39%	42%	26%	38%	24%	51%	32%	51%	30%	
		B						G						L	O		Q		S		U		
Somewhat disagree	186	100	87	68	84	35	29	81	76	112	74	9	58	120	96	91	125	61	15	172	29	157	
	37%	39%	35%	32%	47%	32%	33%	40%	37%	40%	33%	45%	36%	37%	36%	38%	36%	41%	25%	39%	30%	39%	
Strongly disagree				CE															R				
	121	46	75	61	31	29	28	51	42	54	66	7	49	64	51	69	77	43	12	109	15	106	
	24%	18%	30%	29%	17%	26%	32%	25%	20%	20%	30%	36%	31%	20%	20%	29%	22%	29%	20%	25%	15%	26%	
			A	D			H				I		M			N					T		
Summary																							
Top2Box (Strongly/ Somewhat agree)	193	107	86	82	64	47	31	72	91	111	82	4	52	138	116	77	148	45	32	161	52	141	
	39%	42%	35%	39%	36%	42%	35%	35%	43%	40%	37%	19%	33%	43%	44%	33%	42%	30%	55%	36%	55%	35%	
Low2Box (Strongly/ Somewhat disagree)														L	O		Q		S		U		
	307	145	161	128	115	64	57	132	118	167	140	16	107	184	147	160	202	104	26	281	44	263	
	61%	58%	65%	61%	64%	58%	65%	65%	57%	60%	63%	81%	67%	57%	56%	67%	58%	70%	45%	64%	45%	65%	
													M			N		P		R		T	

Proportions/Mean: 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

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	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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
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 get updates on the Games.																						
Strongly agree	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%
Somewhat agree	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%
Somewhat disagree	56	39	17	21	25	10	4	2	49	32	24	14	29	13	37	19	51	4	3	53	8	47
	11%	16%	7%	10%	14%	9%	14%	6%	11%	13%	9%	9%	11%	14%	13%	9%	11%	11%	10%	11%	12%	11%
Strongly disagree	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%
Summary				A																		
Top2Box (Strongly/ Somewhat agree)	60	29	30	27	20	12	3	6	51	27	32	19	33	8	33	27	53	7	6	53	13	47
	12%	12%	12%	13%	12%	11%	9%	15%	12%	11%	13%	13%	12%	9%	11%	13%	11%	18%	22%	11%	18%	11%
Low2Box (Strongly/ Somewhat disagree)	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%

Proportions/Mean: 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



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:

		Sweden																				
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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.																						
Strongly agree	17	14	3	8	3	6	8	4	4	6	11	3	6	7	14	3	8	9	2	15	5	12
	3%	5%	1%	4%	2%	4%	5%	2%	6%	4%	3%	3%	2%	5%	4%	2%	2%	6%	4%	3%	7%	3%
Somewhat agree	44	28	16	7	27	10	4	27	13	27	17	7	24	14	32	12	34	10	5	39	9	35
	9%	11%	6%	4%	17%	7%	3%	11%	17%	17%	5%	7%	9%	10%	9%	8%	10%	6%	11%	9%	14%	8%
Somewhat disagree	51	39	12	26	18	6	11	36	4	1	51	8	32	11	40	11	31	20	12	39	12	39
	10%	15%	5%	14%	11%	4%	7%	14%	6%	0	15%	8%	12%	9%	12%	7%	9%	12%	25%	9%	17%	9%
Strongly disagree	388	172	215	145	114	130	146	188	54	125	263	87	201	100	257	131	266	122	27	361	42	346
	78%	68%	87%	78%	70%	85%	86%	74%	72%	79%	77%	83%	77%	76%	75%	83%	78%	76%	59%	79%	62%	80%
Summary			A			D	G															T
Top2Box (Strongly/ Somewhat agree)	61	42	19	15	30	16	12	32	17	33	28	10	30	21	46	15	42	19	7	54	14	47
	12%	17%	8%	8%	19%	11%	7%	12%	22%	21%	8%	10%	11%	16%	13%	10%	12%	12%	16%	12%	21%	11%
Low2Box (Strongly/ Somewhat disagree)		B							F	J												
	439	211	228	171	132	136	157	223	59	125	314	95	233	111	297	142	297	142	39	400	53	386
	88%	83%	92%	92%	81%	89%	93%	88%	78%	79%	92%	90%	89%	84%	87%	90%	88%	88%	84%	88%	79%	89%
		A					H			I												

Proportions/Mean: 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

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:

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																							
Strongly agree	35	20	14	19	13	3	14	11	10	22	13	16	2	16	18	16	33	2	4	30	12	23	
	7%	8%	6%	7%	8%	5%	14%	4%	7%	7%	6%	8%	8%	6%	8%	6%	8%	3%	9%	7%	10%	6%	
Somewhat agree	158	88	70	84	54	20	23	85	50	98	61	58	7	93	83	75	139	19	21	137	47	112	
	32%	35%	28%	30%	33%	38%	24%	32%	37%	33%	30%	28%	25%	36%	35%	29%	32%	29%	43%	30%	41%	29%	
Somewhat disagree	172	77	94	96	58	17	33	100	39	98	73	79	5	87	81	91	150	21	14	157	34	137	
	34%	31%	38%	34%	35%	33%	34%	37%	29%	33%	36%	38%	19%	33%	34%	35%	35%	31%	28%	35%	30%	36%	
Strongly disagree	135	64	71	83	40	12	27	71	37	77	58	56	14	65	56	79	110	25	10	125	22	113	
	27%	26%	28%	29%	24%	23%	28%	27%	27%	26%	28%	27%	49%	25%	24%	30%	25%	37%	20%	28%	19%	29%	
Summary																						T	
Top2Box (Strongly/ Somewhat agree)	193	108	85	103	67	23	37	96	60	119	74	75	9	109	101	92	172	22	26	168	58	135	
	39%	43%	34%	37%	41%	44%	38%	36%	44%	41%	36%	36%	32%	42%	43%	35%	40%	32%	51%	37%	51%	35%	
Low2Box (Strongly/ Somewhat disagree)		B																			U		
	307	142	165	179	98	30	60	170	76	175	132	135	20	152	137	170	261	46	24	283	56	251	
	61%	57%	66%	63%	59%	56%	62%	64%	56%	59%	64%	64%	68%	58%	57%	65%	60%	68%	49%	63%	49%	65%	
		A																				T	

Proportions/Mean: 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

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:

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 get updates on the Games.																							
Strongly agree	36	31	6	24	12	0	7	11	19	15	22	13	2	21	20	16	26	11	15	21	20	17	
	7%	12%	2%	9%	6%	-	23%	6%	7%	5%	9%	8%	3%	8%	8%	6%	8%	5%	29%	5%	14%	5%	
Somewhat agree		B																	S		U		
	104	44	60	62	38	4	7	33	64	51	53	37	14	53	46	58	69	35	10	94	25	79	
	21%	17%	24%	24%	20%	8%	24%	17%	23%	19%	23%	22%	24%	19%	20%	22%	23%	18%	20%	21%	18%	22%	
Somewhat disagree																							
	195	92	103	76	86	33	9	74	112	130	65	71	16	109	84	111	100	95	12	183	45	150	
	39%	37%	42%	29%	46%	67%	31%	38%	41%	48%	28%	42%	26%	40%	36%	42%	33%	48%	23%	41%	32%	42%	
Strongly disagree										J													
	164	85	79	100	52	12	7	77	81	73	92	49	28	88	85	79	107	57	14	150	53	112	
	33%	34%	32%	38%	28%	25%	22%	40%	29%	27%	40%	29%	47%	32%	36%	30%	36%	29%	27%	33%	37%	31%	
Summary																							
Top2Box (Strongly/ Somewhat agree)	141	75	66	86	51	4	14	44	83	66	75	51	16	74	66	75	94	46	25	115	45	96	
	28%	30%	27%	33%	27%	8%	47%	22%	30%	24%	32%	30%	27%	27%	28%	28%	31%	23%	49%	26%	31%	27%	
Low2Box (Strongly/ Somewhat disagree)																			S				
	359	177	182	177	137	45	16	151	193	203	157	120	43	196	169	190	207	152	26	333	98	262	
	72%	70%	73%	67%	73%	92%	53%	78%	70%	76%	68%	70%	73%	73%	72%	72%	69%	77%	51%	74%	69%	73%	
																			R				

Proportions/Mean: 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

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:

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																							
Strongly agree	22	15	7	11	5	7	13	6	0	5	17	7	12	3	10	12	9	13	1	21	2	20	
	4%	6%	3%	5%	4%	4%	5%	4%	-	3%	5%	5%	4%	4%	4%	5%	3%	6%	3%	4%	5%	4%	
Somewhat agree		B																					
	24	13	11	11	6	8	13	7	2	6	18	10	11	4	15	9	16	8	2	22	1	23	
Somewhat disagree	5%	5%	4%	5%	4%	5%	5%	5%	68%	4%	5%	8%	4%	5%	6%	4%	6%	4%	5%	5%	4%	5%	
												L											
Strongly disagree	33	17	17	12	10	12	17	11	0	14	19	8	20	5	17	16	22	11	1	32	1	33	
	7%	7%	7%	6%	7%	7%	6%	8%	-	8%	6%	6%	7%	6%	7%	6%	8%	5%	3%	7%	2%	7%	
Strongly disagree	421	200	221	169	116	135	236	121	1	147	273	105	251	65	202	219	225	196	31	390	30	390	
	84%	82%	86%	84%	85%	84%	85%	83%	32%	85%	83%	81%	85%	85%	83%	86%	83%	86%	88%	84%	89%	84%	
Summary																							
Top2Box (Strongly/ Somewhat agree)	46	28	18	21	11	14	25	13	2	11	35	16	23	7	25	21	25	21	3	43	3	43	
	9%	11%	7%	10%	8%	9%	9%	9%	68%	6%	11%	13%	8%	9%	10%	8%	9%	9%	9%	9%	9%	9%	
Low2Box (Strongly/ Somewhat disagree)		B									I		L										
	454	216	238	181	126	147	253	132	1	161	292	113	271	70	219	235	247	207	32	422	31	423	
	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										

Proportions/Mean: 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

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:

		Poland																					
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	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 get updates on the Games.																							
Strongly agree	33	21	12	22	7	4	23	10	1	13	21	8	18	8	22	12	26	7	3	30	9	24	
	7%	9%	5%	10%	5%	3%	5%	12%	11%	5%	8%	8%	5%	11%	7%	6%	9%	3%	9%	6%	17%	5%	
Somewhat agree	60	38	22	33	12	15	49	9	1	29	31	17	34	8	37	23	34	25	5	54	6	54	
	12%	15%	9%	15%	8%	11%	12%	11%	12%	12%	12%	17%	11%	11%	12%	11%	12%	12%	16%	12%	11%	12%	
		B																					
Somewhat disagree	115	64	51	44	39	32	94	18	3	53	62	25	82	8	71	44	60	55	10	106	14	101	
	23%	26%	20%	21%	26%	23%	23%	23%	33%	21%	25%	24%	25%	11%	24%	22%	21%	25%	31%	23%	27%	23%	
Strongly disagree	292	124	167	116	88	88	244	44	4	154	138	54	192	46	173	119	160	132	14	278	24	268	
	58%	50%	66%	54%	60%	63%	60%	54%	44%	62%	55%	52%	59%	66%	57%	60%	57%	60%	44%	59%	45%	60%	
			A																			T	
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)	19%	24%	13%	25%	13%	14%	18%	23%	23%	17%	21%	24%	16%	23%	19%	17%	21%	15%	26%	18%	29%	17%	
Low2Box (Strongly/ Somewhat disagree)		B		DE																	U		
	407	189	218	160	127	120	338	62	7	207	200	79	275	54	244	163	221	186	23	384	38	369	
	81%	76%	87%	75%	87%	86%	82%	77%	77%	83%	79%	76%	84%	77%	81%	83%	79%	85%	74%	82%	71%	83%	
		A		C	C																	T	

Proportions/Mean: 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

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:

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 updates on the Games.																						
Strongly agree	40	29	11	21	16	2	3	4	32	28	12	17	13	10	29	10	32	7	7	33	13	27
	8%	12%	4%	11%	8%	2%	4%	2%	15%	8%	7%	6%	8%	19%	10%	5%	8%	7%	18%	7%	14%	7%
Somewhat agree		B							G					KL								
	224	108	116	104	76	45	31	86	107	157	67	123	78	24	135	89	190	35	27	197	51	173
	45%	43%	46%	52%	39%	42%	37%	43%	50%	46%	42%	42%	50%	49%	45%	45%	47%	35%	70%	43%	55%	43%
Somewhat disagree																						
	190	83	108	58	80	53	36	88	66	132	59	130	48	13	111	79	148	42	4	186	28	162
	38%	33%	43%	29%	41%	50%	44%	44%	31%	39%	37%	44%	31%	26%	37%	39%	37%	43%	11%	40%	30%	40%
Strongly disagree						C						LM										
	46	30	16	17	23	6	13	24	9	24	21	26	17	3	24	22	32	14	1	45	2	44
	9%	12%	6%	9%	12%	5%	15%	12%	4%	7%	13%	9%	11%	7%	8%	11%	8%	14%	1%	10%	2%	11%
						H																
Summary																						
Top2Box (Strongly/ Somewhat agree)	264	137	127	125	92	47	34	90	140	185	79	140	91	34	164	100	222	42	34	230	64	200
	53%	55%	51%	63%	47%	45%	41%	45%	65%	54%	50%	47%	58%	68%	55%	50%	55%	43%	87%	50%	68%	49%
Low2Box (Strongly/ Somewhat disagree)				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
	47%	45%	49%	37%	53%	55%	59%	55%	35%	46%	50%	53%	42%	32%	45%	50%	45%	57%	13%	50%	32%	51%
				C	C	C	H	H				M	M								T	

Proportions/Mean: 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

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:

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	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.																							
Strongly agree	40	15	25	25	10	5	21	19	0	20	20	35	5	1	14	26	29	11	6	34	6	34	
	8%	6%	10%	9%	7%	6%	10%	6%	5%	10%	6%	10%	4%	2%	7%	9%	9%	6%	12%	8%	9%	8%	
Somewhat agree	62	34	29	40	21	1	28	34	0	21	42	45	14	4	19	44	42	20	11	51	14	48	
	12%	14%	11%	15%	14%	2%	14%	12%	7%	11%	14%	12%	13%	12%	10%	14%	14%	10%	24%	11%	20%	11%	
Somewhat disagree				E	E														S				
	68	31	37	28	24	17	30	38	0	35	33	51	14	4	35	33	40	28	4	65	7	61	
	14%	13%	15%	10%	16%	22%	15%	13%	6%	18%	11%	14%	13%	14%	18%	11%	13%	15%	7%	14%	10%	14%	
Strongly disagree	329	165	164	178	97	55	124	203	3	117	212	232	76	21	125	204	198	131	27	302	44	285	
	66%	67%	64%	66%	63%	71%	61%	69%	82%	61%	69%	64%	70%	71%	65%	66%	64%	69%	57%	67%	62%	67%	
Summary									F														
Top2Box (Strongly/ Somewhat agree)	102	49	54	65	32	6	49	53	0	41	62	80	18	4	32	70	71	31	17	85	20	82	
	20%	20%	21%	24%	21%	8%	24%	18%	12%	21%	20%	22%	17%	15%	17%	23%	23%	16%	36%	19%	28%	19%	
Low2Box (Strongly/ Somewhat disagree)				E	E														S				
	398	196	202	206	120	71	154	241	3	152	245	283	89	25	161	237	238	159	31	367	51	346	
	80%	80%	79%	76%	79%	92%	76%	82%	88%	79%	80%	78%	83%	85%	83%	77%	77%	84%	64%	81%	72%	81%	
						CD														R			

Proportions/Mean: 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

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:

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/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	B	C	D	E	F	G	H	I	J	K	L	M	N	O	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 get updates on the Games.																							
Strongly agree	12	5	7	4	5	3	2	6	5	8	4	3	5	4	5	7	8	4	3	9	5	7	
	2%	2%	3%	2%	3%	2%	1%	2%	3%	3%	2%	1%	3%	6%	2%	3%	3%	2%	5%	2%	7%	2%	
Somewhat agree	44	25	19	20	13	10	9	23	11	22	21	22	15	7	20	24	27	17	5	39	8	35	
	9%	10%	7%	11%	8%	7%	9%	10%	8%	8%	10%	9%	8%	12%	9%	8%	10%	7%	10%	9%	13%	8%	
Somewhat disagree	98	51	47	35	34	29	20	46	33	49	49	42	42	14	41	57	59	39	9	90	13	85	
	20%	21%	19%	19%	19%	20%	19%	19%	22%	17%	23%	17%	21%	24%	19%	20%	22%	17%	16%	20%	19%	20%	
Strongly disagree	346	168	178	122	121	103	76	171	99	208	138	176	136	33	149	197	175	171	38	308	41	305	
	69%	67%	71%	67%	70%	71%	71%	70%	67%	72%	65%	72%	69%	57%	69%	69%	65%	74%	70%	69%	61%	70%	
Summary										J		M	M					P				T	
Top2Box (Strongly/ Somewhat agree)	56	30	26	24	18	14	11	29	16	30	26	25	20	11	25	31	35	21	8	48	13	43	
	11%	12%	10%	13%	10%	9%	10%	12%	11%	11%	12%	10%	10%	18%	12%	11%	13%	9%	15%	11%	20%	10%	
Low2Box (Strongly/ Somewhat disagree)	444	220	224	157	155	133	96	217	131	257	187	218	178	47	190	254	233	211	46	398	54	390	
	89%	88%	90%	87%	90%	91%	90%	88%	89%	89%	88%	90%	90%	82%	88%	89%	87%	91%	85%	89%	80%	90%	
												M	M									T	

Proportions/Mean: 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



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:

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	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
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.																											
Strongly agree	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
	1%	2%	-	2%	1%	-	0	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	3%	1%	1%	0	1%	1%	
Somewhat agree	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
	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%
Somewhat disagree	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
	9%	9%	9%	11%	10%	7%	8%	9%	12%	13%	8%	7%	11%	10%	10%	8%	10%	8%	14%	9%	19%	9%	13%	9%	5%	7%	13%
Strongly disagree	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
	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%
Summary																											
Top2Box (Strongly/ Somewhat agree)	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
	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%
Low2Box (Strongly/ Somewhat disagree)	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
	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%

Proportions/Mean: 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 \* small base; \*\* very small base (under 30) ineligible for sig testing