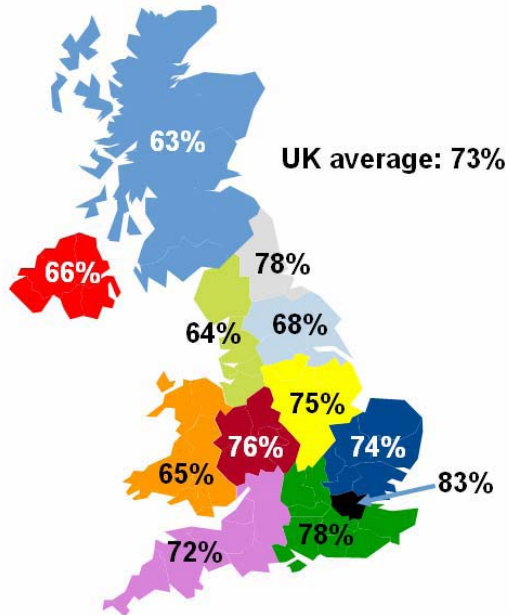


Interest in the 2012 Games across the UK's Government Office Regions

Extremely, Very or Fairly Interested



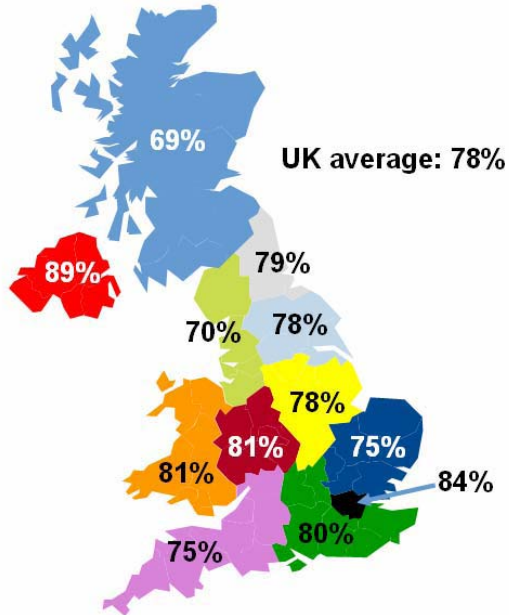
GOR	% ch
London	+3%
South East	+6%
South West	+3%
East of England	+8%
Wales	+8%
East Midlands	+7%
West Midlands	+16%
Yorkshire and The Humber	+8%
North West	-1%
North East	+13%
Scotland	+5%
Northern Ireland	-3%



Base: 2,115 UK adults aged 15+, 27th Sept – 3rd Oct 2007, 2,109 UK adults aged 15+, 25th Sept – 1st Oct 2008

Enthusiasm for London hosting the Games across the UK's Government Office Regions

Extremely, very or quite pleased



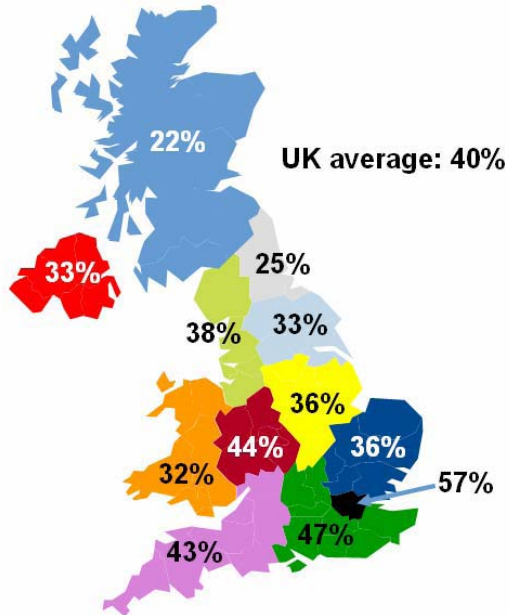
GOR	% ch
London	+3%
South East	-1%
South West	-4%
East of England	+0%
Wales	+9%
East Midlands	+10%
West Midlands	+10%
Yorkshire and The Humber	+2%
North West	-4%
North East	+7%
Scotland	0%
Northern Ireland	+2%

bmr

Base: 2,115 UK adults aged 15+, 27th Sept – 3rd Oct 2007, 2,109 UK adults aged 15+, 25th Sept – 1st Oct 2008

Knowledge of current plans for the 2012 Games across the UK's Government Office Regions

Know a lot, or a little



GOR	% ch
London	-6%
South East	+1%
South West	+1%
East of England	+0%
Wales	+5%
East Midlands	+3%
West Midlands	+17%
Yorkshire and The Humber	+2%
North West	+6%
North East	-9%
Scotland	-10%
Northern Ireland	+5%



Base: 2,115 UK adults aged 15+, 27th Sept – 3rd Oct 2007, 2,109 UK adults aged 15+, 25th Sept – 1st Oct 2008