A Perception Analysis of the London Olympics

Location: Stratford  
Interview Person 1

For this exercise,
1. Ask individuals their perceptions of the London 2012 Olympics using the grid below. **Record their sex and age group as well.**
2. Add up a total score for each proposal.

<table>
<thead>
<tr>
<th>Agreement</th>
<th>No opinion / undecided</th>
<th>Disagreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>strong +2</td>
<td>slight +1</td>
<td>0</td>
</tr>
<tr>
<td>slight -1</td>
<td>strong -2</td>
<td></td>
</tr>
</tbody>
</table>

1. The Olympics will bring jobs for people in this area
2. The Olympics will bring much needed change to this area
3. The Olympics will benefit local people overall
4. The Olympics will bring a whole range of new facilities to the area that will benefit local people
5. The Olympics will bring a better environment for local people
6. The Olympics are a better kind of development compared to the Docklands e.g. at Canary Wharf
7. Housing from the Olympics Village is likely to benefit local people
8. ‘Stratford City’ developments will benefit local people
9. The Lea Valley will look much better once the Olympics development have taken place
10. Local people here support the Olympics

**Total score = _____ out of 30**

**Sex:** Male / Female

**Now may I ask your age group?** 0-15 16-29 30-44 45-59 60-74 75 and over
A Perception Analysis of the London Olympics

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**Interview Person:** 2

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|   | slight -1 | strong -2               |

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