

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.

	Agreement		No opinion / undecided	Disagreement	
	strong +2	slight +1	0	slight -1	strong -2
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

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Interview Person 2

For this exercise,

3. Ask individuals their perceptions of the London 2012 Olympics using the grid below. **Record their sex and age group as well.**
4. Add up a total score for each proposal.

	Agreement		No opinion / undecided	Disagreement	
	strong +2	slight +1	0	slight -1	strong -2
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					
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