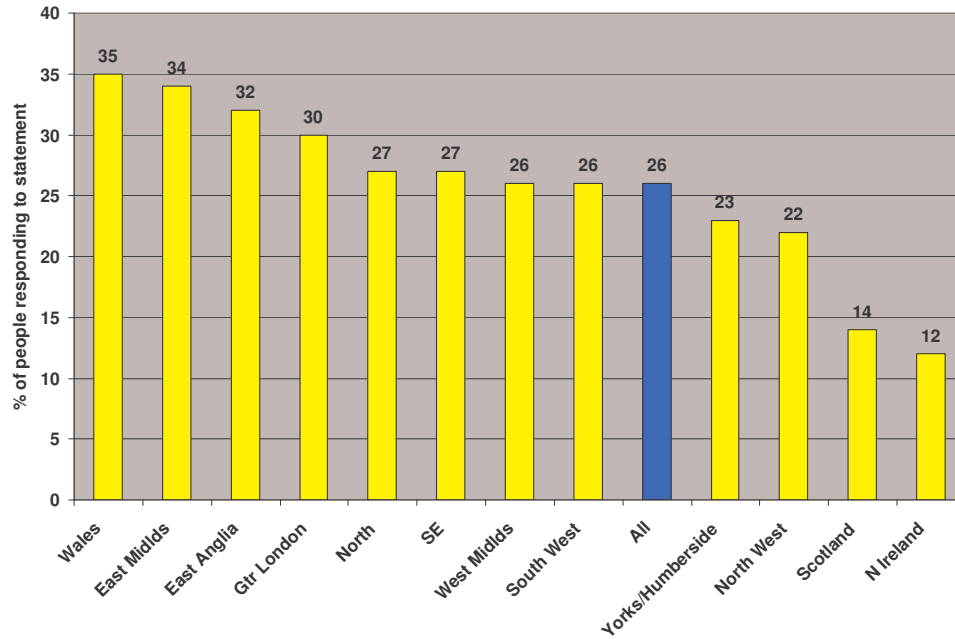


**Chart 1:** 'I expect the London Olympics will be the greatest event of my lifetime',  
Regional analysis, March 2007

Base: 2,000 adults aged 16+



Source: GfK NOP / JGFR

**Chart 1:** 'I expect the London Olympics will be the greatest event of my lifetime',  
Gender, age and socio-economic class, March 2007

Base: 2,000 adults aged 16+

