

Attitudes Towards The New Olympics Logo

Contributed by MORI
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Two-thirds of those who have seen the new Olympic logo disapprove of it, with just one in twenty-five (4%) 'strongly approving'.

<http://www.ipsos-mori.com/polls/2007/ft070610.shtml>

Topline Results

Ipsos MORI interviewed a representative quota sample of 977 adults in Great Britain aged 18+.

Interviews were conducted by telephone between 8-10 June 2007.

Data are weighted to match the profile of the population.

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