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KENT LACKS OLYMPIC SPIRIT

Only 27% of Kent residents believe that London will be ready for the 2012 Olympics.

In a survey of 632 Kent residents carried out by independent market research company Local Opinion, 73% of respondents were unsure whether the buildings and infrastructure required to host the Olympic Games will be ready.

In addition to these results the survey also revealed the level of interest in the Olympics amongst Kent residents’.

The survey asked “How likely are you to attend the Olympics?” only 33% said that they were likely to attend and 53% of respondents said they were unlikely or very unlikely to attend. Over half (60%) attributed their non-attendance to a lack of interest in the Games and 26% blamed poor transport links.

Local Opinion research executive Julie Thompson said: “Although 58% of those surveyed believe that Kent will reap rewards from London hosting the Olympics, there still seems to be an element of doubt in some people’s mind as to whether the UK will be ready to host them come 2012.”

Surveys run every two to three months and can be completed online, by phone or by post.

To register:

Visit: www.localopinion.co.uk

Email: info@localopinion.co.uk

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The sample size for this survey was 632 Kent residents.

ENDS

Notes to editors:

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

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