



department for
**culture, media
and sport**

Olympic Legacy Research

Quantitative Report

October 2007

Prepared for COI and DCMS by

BMRB Sport (James Smythe, Joanne Mason and Nicholas Gilby)

Part of BMRB Limited (British Market Research Bureau)



improving
the quality
of life for all

Table of Contents

Key messages.....	6
Executive Summary.....	6
1 Introduction	11
2 Interest in the 2012 Games.....	13
4 Enthusiasm about the 2012 Games	17
5 Thoughts on the Olympic Legacy	23
5.1 Attitudes towards Olympics	24
6 The Olympic Legacy promises.....	26
6.1 Awareness of aims	27
6.2 Caring about aims	28
6.3 Progress towards aims.....	29
6.4 Likelihood of delivery.....	31
6.5 Importance of aims	31
7 Current participation	34
7.1 Expected behaviour change as a result of the 2012 Games.....	36
8 How much people want to be involved	40
9 News heard about the Games.....	42
10 Segmentation	45
10.1 Promoters	45
10.2 Contenteds.....	46
10.3 Detractors	47
10.4 Ignorers.....	48
11 Matrices	49
12 Does talking about the Games change attitudes towards it?.....	52

13 Conclusions53

Appendix 1 1

Copyright: survey findings and deliverables are normally intended for use within the Client's organisation or its consultants and other associate organisations such as advertising agencies. Should the Client intend wider circulation of the survey findings and deliverables, the Client should inform BMRB prior to such disclosure and agree the form and content with BMRB. The client should acknowledge BMRB as the source of the information with wording acceptable to BMRB.

Index of Charts and Tables

Chart 2.1: Interest in issues including the 2012 Olympic and Paralympic Games	13
Chart 3.1: Awareness of London hosting the 2012 Olympic and Paralympic Games, broken down by region	14
Chart 3.2: Knowledge of plans for 2012 Games.....	15
Chart 3.3: Knowledge of plans for 2012 Olympic and Paralympic Games broken down by region.....	16
Chart 4.1: Feelings towards London hosting the 2012 Games	17
Chart 4.2: Feelings towards London hosting the 2012 Games by region	18
Chart 4.3: Feelings towards London hosting the 2012 Games by age....	19
Chart 4.4: Impact of the 2012 Games on.....	20
Chart 4.5: Impact of the 2012 Games on you personally, broken down by region	21
Chart 4.6: Impact of the 2012 Games on your area, broken down by region.....	22
Table 5.1 Those who have thought about the long-term benefits of the 2012 Games, by region.....	23
Chart 5.1: What people think the long term benefits of the 2012 Games may be.....	24
Chart 5.2: Attitudes towards the 2012 Games.....	25
Chart 6.1: Awareness of aims	27
Chart 6.2: Whether people care about aims	28
Chart 6.3: How much people care about aims related to London (overall and London figures)	29
Chart 6.4: Whether people think progress has been made so far	30
Chart 6.5: Whether people think it is likely that the aims will be achieved	31

Chart 6.6: Which two of the five promises about the 2012 Games are most important.....	32
Chart 7.1: Whether done any sporting or active recreation activities in the last four weeks	34
Chart 7.2: Whether regularly go along to or take part in any cultural activities in spare time	35
Chart 7.3: Whether will be encouraged to do more sport or physical activity than now as we get closer to the London 2012 Olympic and Paralympic Games	36
Chart 7.4: Whether will be encouraged to take part in, or see, more cultural activities or exhibits than now as we get closer to the 2012 Games	37
Chart 7.5: Whether will be encouraged to do more volunteering than at present as we get closer to the 2012 Games	38
Chart 7.6: Whether young people will be more encouraged to do particular activities as a result of the Games.....	39
Chart 8.1: Which of the following phrases comes closest to your own attitude towards decisions made in the Government about the London Games	40
Chart 9.1: Whether have recently heard positive or negative things about the 2012 Games	42
Chart 9.2: Where people have got information about the 2012 Games from	43
Chart 10.1: Which category respondents fit into (and their proportions), depending on how pleased and interested they are in the 2012 Games	45
Chart 10.2: Promoters by region.....	46
Chart 10.3: Contenteds by region	47
Chart 10.4: Ignorers by region	48
Chart 11.1: Importance (caring) versus expectation (likelihood of delivery).....	49
Chart 11.2: Importance (caring) versus expectation (likelihood of delivery) in London.....	51

Chart 12.1: Thinking about the 2012 Games, how pleased are you that they will be taking place in London?..... 52

Key messages

- London 2012 is big news for the general public, and there is optimism surrounding the Games. Those paying most attention to issues around the Games are men, older people, and those in the higher social grades. Unsurprisingly interest is also higher in London and southern England. People who are displeased are more likely to be older people, and be living in the Midlands or Scotland.
- Based on the evidence so far communications need to focus more on the wider societal benefits of the Games, such as the creation of jobs, opportunities for business, and the involvement of young people in the community.

Executive Summary

- This report outlines research that BMRB carried out for The Department for Culture, Media and Sport (DCMS) which aimed to gauge national public opinion about the Olympic Games and Paralympic Games legacy promises. The survey looks at, among other things, whether or not people care about the aims, whether or not they think that they are realistic, and whether or not they believe any progress has been made towards achieving them so far.

Interest in the 2012 Games

- Overall two-thirds are interested in the 2012 Olympic Games and Paralympic Games. When compared with other issues, people are more likely to be extremely interested in watching sports and the environment compared to the Games, but less interested in things such as news about elections and community involvement.
- Those more likely to be interested are men, those aged 25-44, those in higher social grades and Londoners.

Knowledge of the 2012 Games

- Ninety-three per cent of the population are aware that London is hosting the Olympic Games and Paralympic Games in 2012. Awareness is higher among men, those in higher social grades, and Londoners. Those aged 15-24 are less likely to be aware, raising questions about how to communicate most effectively with this group about the Games.
- Six in ten people say they do not know very much or anything about the current plans for the 2012 Olympic Games and Paralympic Games. Six per cent of respondents say they know a lot and a third say they know 'a little'.

Claimed knowledge of the plans was considerably higher in London, where 64% say they know either a lot or a little about the plans (compared with 39% in the UK overall).

Enthusiasm towards the 2012 Games

- Enthusiasm towards the London Games is high, with three-quarters of people (76%) being pleased about the fact that London will host the event. This figure rises to 90% among those aged 25-34, and 82% among Londoners.
- One in five are not pleased. Those feeling this way are more likely to be older (aged 55+), not working, and (predictably) those not interested in the 2012 Games.
- Eight in ten think that London hosting the 2012 Games will have a positive effect on London, and 70% that it will have a positive impact of the country. Less (around quarter) believe that the event will have a positive effect on their area, and on them personally (with a majority thinking that it will make no difference). Londoners are far more likely than others to think that 2012 Games will have a positive effect on them personally and their area.

Thoughts on the Olympic Legacy

- A third of people say they have thought about what they want the long term benefits of the Games to be, rising to 53% in London.
- Interestingly, those who have thought about the legacy of 2012 are more likely to focus on the specific gains (improved sports venues, regeneration of East London) rather than wider societal benefits, such as increased involvement in cultural, volunteering and sporting activities.
- Attitudes towards the Olympic Games and Paralympic Games are very positive. Three-quarters think the UK will host a successful Games, and 63% would like the legacy of the Games to be wider than just sport. This shows there is public appetite for a wider legacy from the Games, and suggests that people will support initiatives that encourage this.

The legacy promises

Awareness of aims

- A majority of people (77%) say, when prompted, that they were aware that creating more jobs was an aim of hosting the Olympic Games and Paralympic Games, and 69% that there is an intention to encourage young people to take part in more sports. Awareness of the delivery of the Cultural

Olympiad was lowest, at just 15%. Awareness of the promises relating specifically to (East) London was higher among those who lived in London.

Caring about aims

- The promises that people are familiar with and those that they care about are broadly similar. Young people getting increasingly involved in their communities (91%) and more jobs being created (90%) come top of the list. People seem to be less concerned with the delivery of the Cultural Olympiad and building homes in East London (which have either low awareness or low relevance for a majority of the population). Predictably those in London are considerably more likely to care about the aims relating to transforming the heart of East London.

Importance of aims

- Of the five key promises the Government has made about the Games, the two most important for the public are inspiring a new generation of young people to take part in volunteering, cultural and physical activity, and demonstrating the UK is a creative, inclusive, and welcoming place to live in, visit, and do business.

Likelihood that aims will be achieved

- People are very optimistic that the aims of the 2012 Games can be achieved. Thoughts about the aims related to the transformation of East London are particularly positive, and around eight in ten are also optimistic about the likelihood of opportunities for British businesses increasing.

Current progress towards aims

- Some respondents are already seeing progress being made towards meeting the aims of hosting the 2012 Games, with around half thinking that progress has already been made towards more jobs being created (51%), and that opportunities for business are beginning to improve (46%). However at this early stage a minority feel a great deal or a fair amount of progress has been made towards the other ten aims.

Participation

- Nearly one in five say that they would be encouraged to do more sport or physical activity as the 2012 Games approaches. This is higher among younger people (under 35s), and Londoners. A quarter say that they would take part in or see more cultural activities, though most people (71%) did not think there would be any change. People were less likely to think they would do more volunteering as a result of London hosting the Games (13%).

Desired involvement

- Most do not want to be involved in decisions that the Government makes concerning the London Games. Six in ten are happy to let the Government get on with doing their job, these being split fairly evenly between those who would like to know what the Government is doing (33%) and those who are not interested (27%). One in five respondents want an opportunity to find out about decisions made by the Government without playing any sort of active role. One in seven (14%) said they want to have more of a say in how the Government makes decisions, with a further 4% claiming they are willing to give up one evening a month to have this say.

News heard about the Games

- Most (71%) have recently seen or heard information about the 2012 Games. People are just as likely to have heard positive as negative things. Those least likely to have recently seen or heard information about the 2012 Games are women, people from lower social grades, people outside of London and people not interested in the Olympic Games and Paralympic Games.
- By far the most common source of information on the Games was television (72% of respondents named this medium). Just under half (47%) got their information from newspapers and one in five (19%) from the internet. Other information sources (e.g. the London 2012 website) were less common.

Segmentation

- By looking at results of people's feelings towards and interest in the 2012 Games we grouped respondents into one of four groups; promoters, contenteds, detractors and ignorers.
- **Promoters** are those who are both interested and pleased that London is hosting the 2012 Games. Promoters make up forty-three per cent of the population. They are more likely than average to be men, those aged 35-44, and people in higher social grades and Londoners.
- The **Contenteds** group, are not very interested in the London Games, but pleased it will take place in the UK. They make up a third of the population. They are more likely to be women, and younger (aged 15-24 year olds). Londoners are less likely to fall into the contenteds category, with those in Northern Ireland and Scotland being most likely.
- **Detractors** account for 5% of the population. The small minority of people who are interested but not pleased about London hosting the Games are slightly more likely to be men, older (aged 65+), and living in the Midlands.

- **Ignorers** (people who are neither interested nor pleased about London hosting the Games) are nineteen percent of the population. Older people are more likely to be members of this group as are those in lower social grades. Those in areas further away from the capital are more likely to be ignorers.

Performance Matrices

- By cross-referencing the importance of the aim with likelihood of delivery we were able to see which aims are thought of as most important, and which people think most likely to happen. The most important aims include young people being encouraged to play a more active role in their communities, new jobs being created, more opportunities for British businesses, and new building developments being environmentally friendly.
- Londoners think similarly, though London-specific aims such as improved public transport and new sports venues and parks in the capital are more important to the city's inhabitants. Londoners are also more likely to think that aims will be achieved, and assign a higher importance to them.

Does talking about the Games change opinions?

- Respondents were asked how pleased they were about the 2012 Games both at the beginning and end of the survey, in order to see whether talking about the Games changes people's opinions towards it. Results are very similar, suggesting people's views regarding London hosting Games are quite fixed.

1 Introduction

The Department for Culture, Media and Sport has recently published *Our Promise for 2012*; a document relating to the legacy of the 2012 Games. The document sets out five key legacy promises that the Government have pledged to attain in the run-up to, and after, the 2012 Games. These legacy promises are to:

1. Make the UK a world-class sporting nation
2. Transform the heart of East London
3. Inspire a new generation of young people to take part in local volunteering, cultural and physical activity
4. Make the Olympic Park a blueprint for sustainable living
5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business.

The DCMS commissioned BMRB to undertake a representative survey of the general public in the UK. A key aim of this research was to gauge public opinion about these promises; specifically relating to key metrics such as whether or not people care about the aims, whether or not they think that they are realistic, and whether or not they believe any progress has been made towards achieving them so far. Another aim was to better understand how the London Games might involve, motivate and inspire people across the UK, to help the design of Government's programmes and activities between now and 2012.

The survey was conducted using BMRB's weekly face-to-face Omnibus survey. BMRB Omnibus uses computer-assisted personal interviewing to interview 2,000 adults age 15+ in-home every week. Results are weighted to be representative of the population of Great Britain. A copy of the questionnaire used can be found in the appendix.

This report presents the results of the survey.

A note on analysis

Respondents were interviewed in each of the nine Government Office Regions in England: London, South East, South West, East of England, East Midlands, West Midlands, Yorkshire and the Humber, North West, and North East, as well as in Scotland, Wales and Northern Ireland. Respondents in twenty-two London boroughs were interviewed, including in four East London boroughs (Newham, Barking and Dagenham, Waltham Forest, and Greenwich). Small sample sizes in these East London boroughs mean that comparisons of results in these areas have not been compared with those elsewhere in London.

Throughout the report we have focused particularly on results in London compared to results elsewhere in the UK. However, although differences have been highlighted, where results are similar between the two groups this has not been mentioned.

In order to make robust comparison between regions, we have grouped together English regions of similar distance from London:

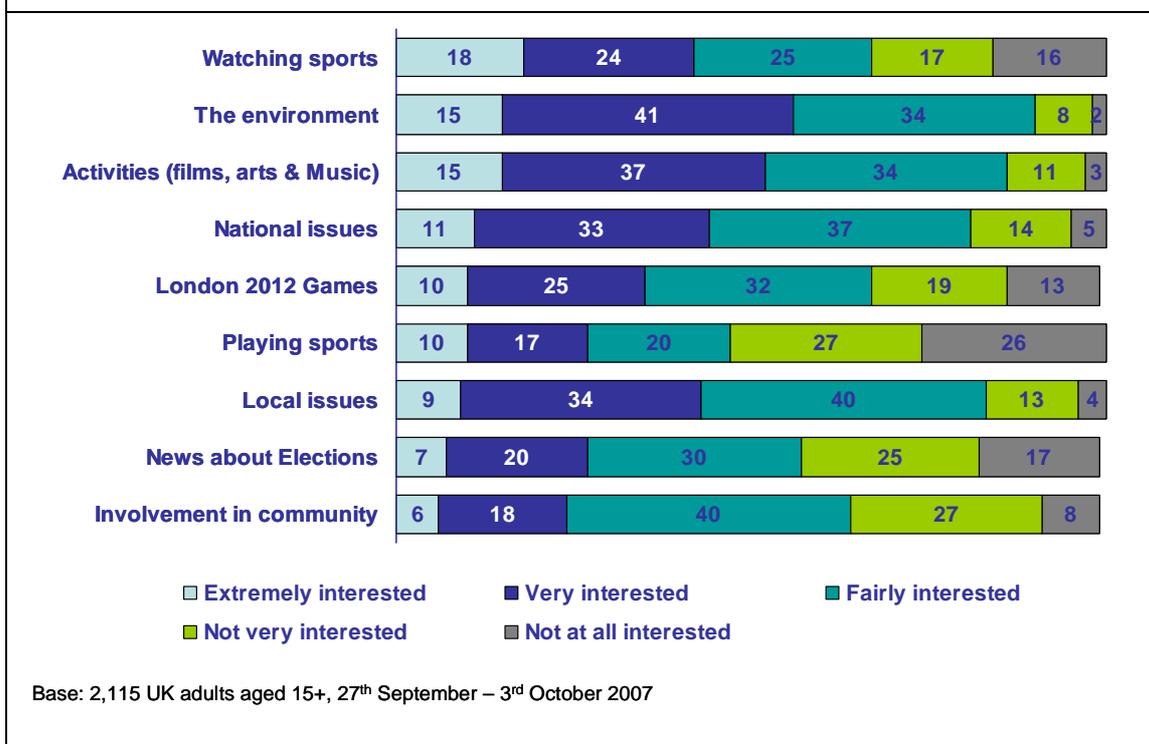
Regions	Sample Size	Margin of Error (50% score)
London	275	5.9%
South East, South West, East Anglia	606	4.0%
East Midlands, West Midlands	328	5.4%
North East, North West, Yorkshire & the Humber	487	4.4%
Wales	98	9.9%
Northern Ireland	100	9.8%
Scotland	221	6.6%
Total	2115	

In some instances base sizes of particular sub-groups are too small to allow reliable statistical analysis. In these cases comparisons have not been made.

2 Interest in the 2012 Games

We asked people how interested they were in a number of issues that may affect them in everyday life, such as politics, the environment and national issues. This question aimed to gauge interest in the 2012 Games compared to other topics that people may be interested in. Chart 2.1 shows that the 2012 Games comes around half way down the list¹ – people are more likely to be extremely interested in watching sports and the environment compared to the Games, but less interested in things such as news about elections and community involvement.

Chart 2.1: Interest in issues including the 2012 Olympic and Paralympic Games



Overall two-thirds (67%) of people are interested in the 2012 Games, with the largest proportion (32%) saying that they are fairly interested in the topic. The people more likely to be interested in the 2012 Games are men (72% compared with 63% of women), those aged 25-44 (71%), and those in higher social grades (75% of those in social grade AB compared with 59% of those in grade DE). Those interested in watching sports are also more likely than average to be interested in the Games (79%). As may be expected, Londoners are considerably more likely to be interested in the 2012 Games (80%) than the rest of the population (65%).

¹ Ranked on all those who said they were 'extremely interested' in the issue

3 Knowledge of the 2012 Games

Awareness that London is hosting the Olympic Games and Paralympic Games in 2012 is high, with 93% of the population knowing that it will happen. This is unsurprising given the attention and media coverage it has received since London won the bid as host city in July 2005. However, that 7% are unaware is surprising. One possibility for this level of unawareness may be the mention of the Paralympic Games, of which fewer people are likely to be aware, and which may have confused some respondents.

The same general trends are seen in awareness of the Games as we did with interest, with men and those in higher social grades (AB) more likely to be aware that London are hosting the Games (95% and 98% respectively). Older people are more likely to be aware of the Games (96% of those over 55 compared with 86% of those aged 15-24).

The map below breaks awareness down by grouped regions, showing that awareness is slightly higher in London and the nearer regions than those in more distant areas of the UK.

Chart 3.1: Awareness of London hosting the 2012 Olympic and Paralympic Games, broken down by region

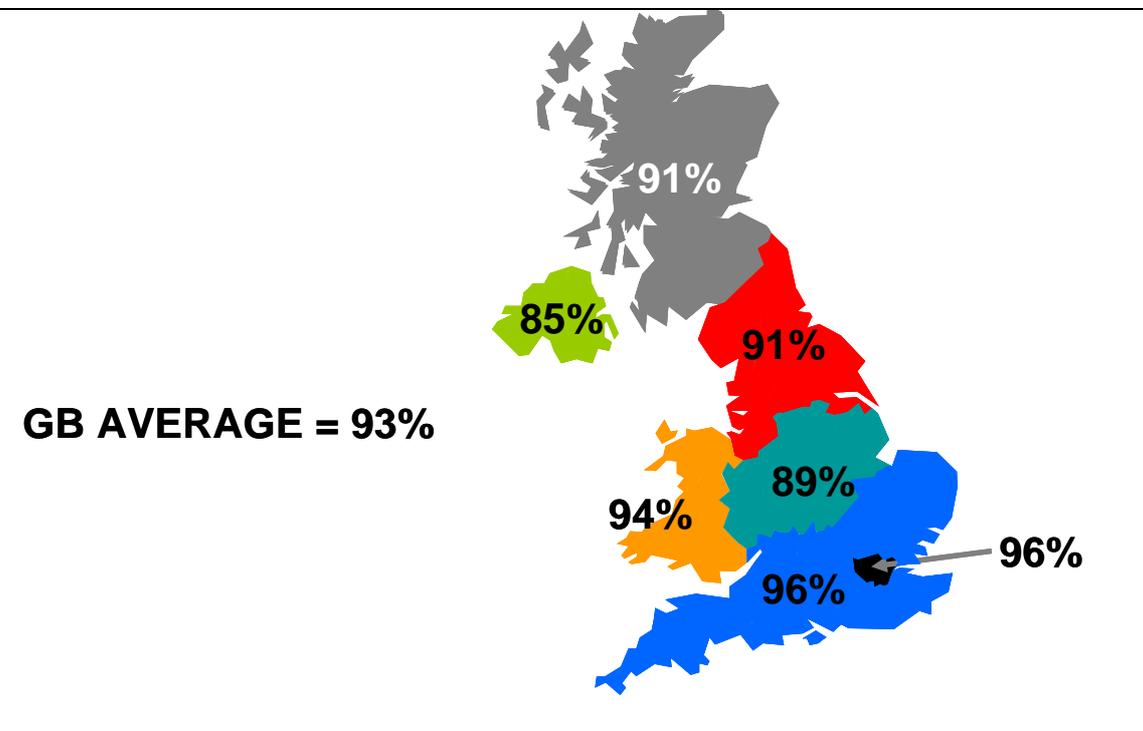


Chart 3.2 shows how much, if anything, people felt that they knew about current plans for the 2012 Games. Just six percent of respondents knew a lot about current plans, and a third (33%) said they knew 'a little'. The largest proportion of

respondents (41%) felt that they knew 'not very much', and a fifth of respondents (20%) claim to not know anything about the Games.

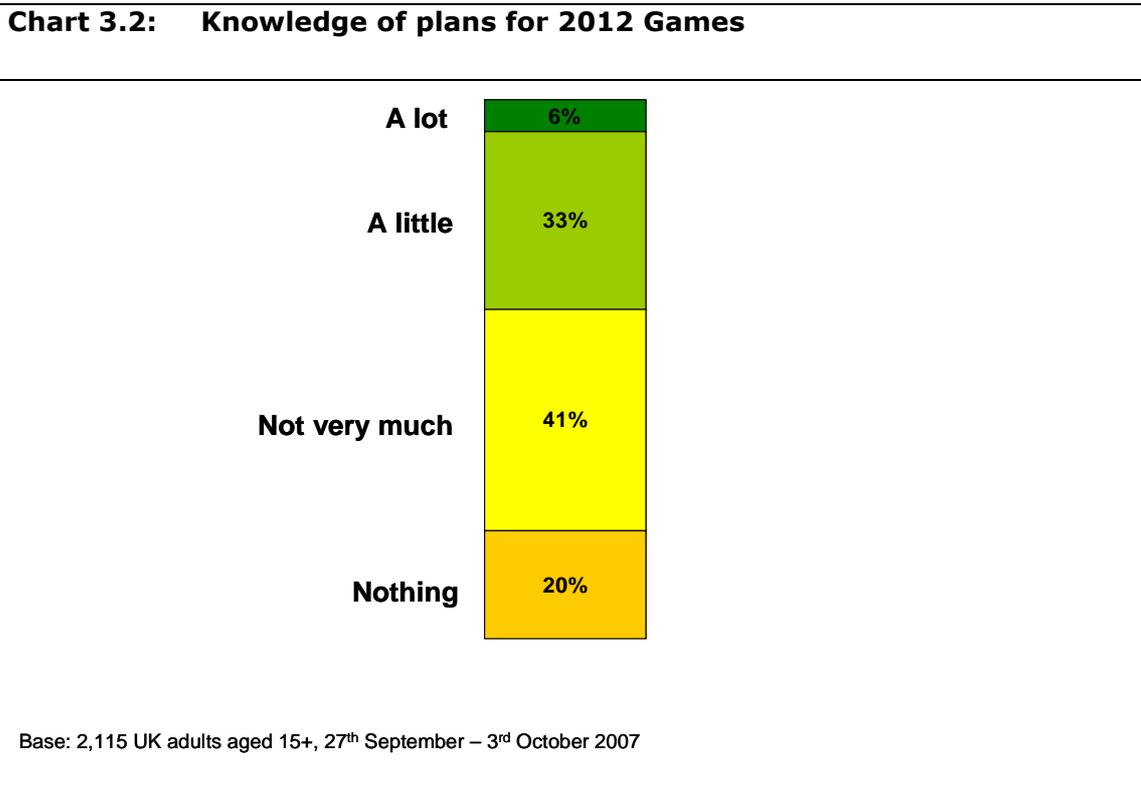
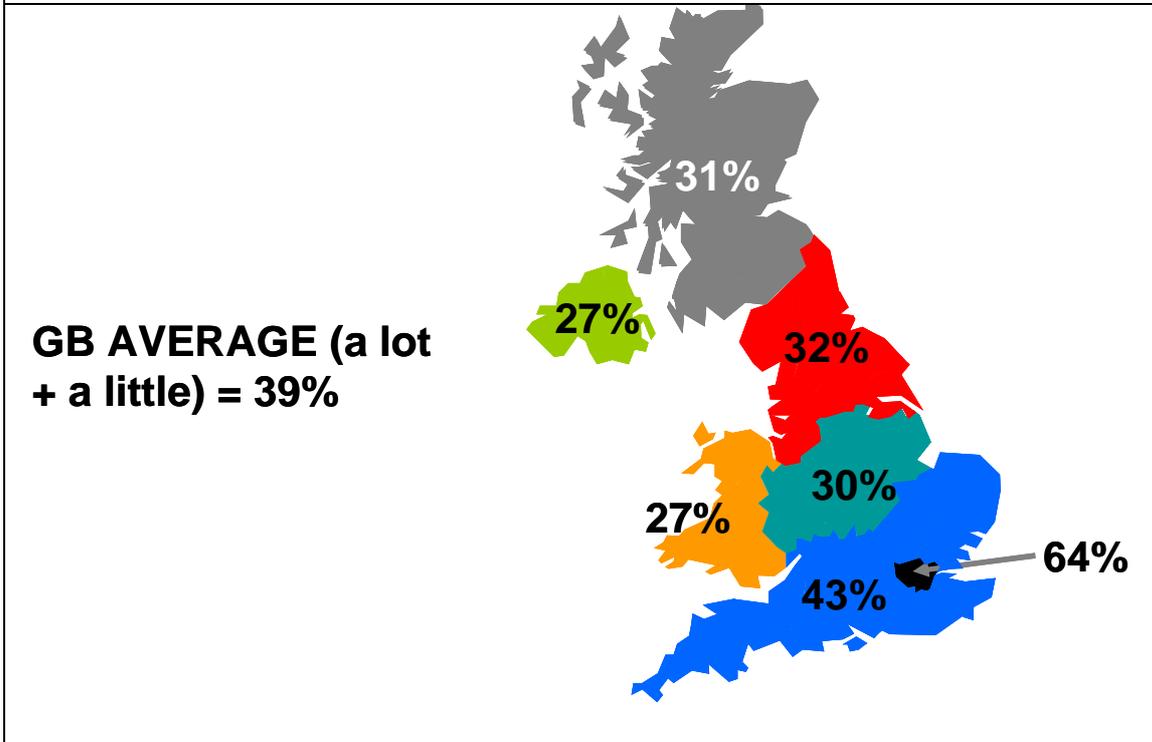


Chart 3.3 displays people’s knowledge of the 2012 Games in relation to where they live. Unsurprisingly those in London are more likely to say they know more about the Games than those who live elsewhere, perhaps because things in this area have already started to happen in preparation for 2012 (e.g. plans or improvements in the public transport system). People who live in (or near) the capital may pay more attention to national media coverage on the subject as it will undoubtedly (have the potential to) affect Londoners more than others.

Chart 3.3: Knowledge of plans for 2012 Olympic and Paralympic Games broken down by region

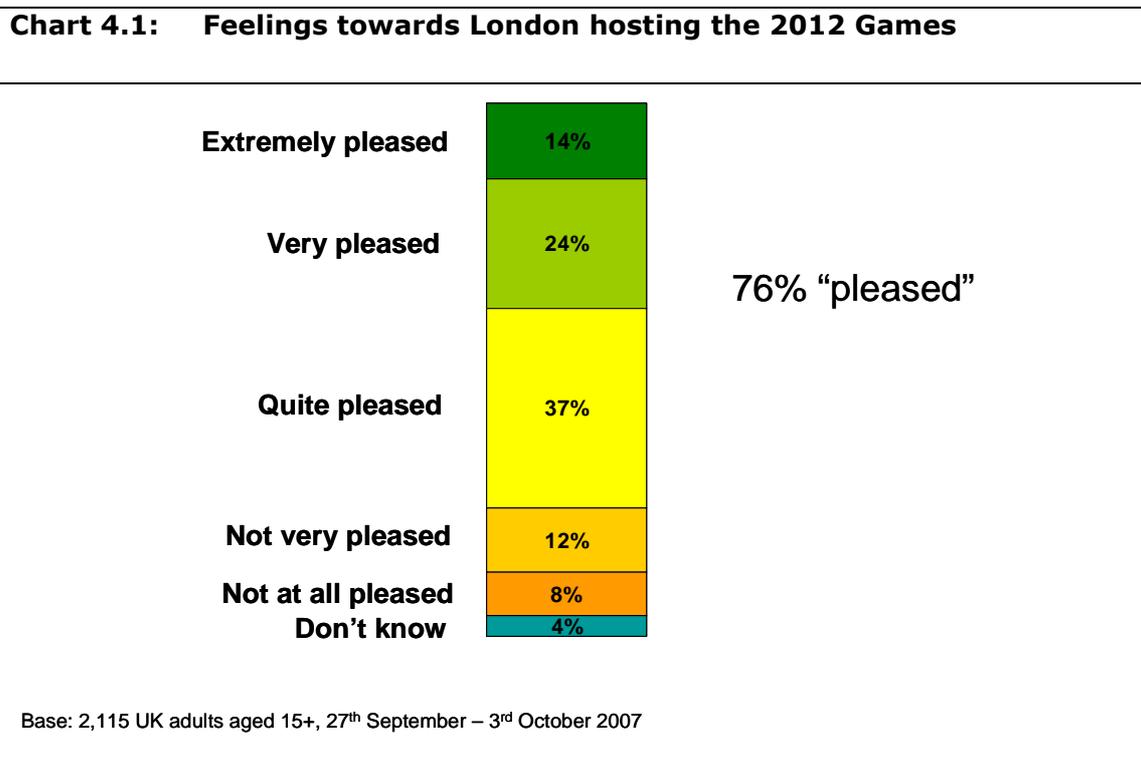


Respondents who are working (42%) and those with access to the internet (43%) are more likely to know a lot or a little more than others about the Olympic Games and Paralympic Games, though the latter is likely to be linked to the fact that those in higher social grades have more knowledge of the 2012 Games, and these people are those more likely to have access to the internet.

Predictably those who are pleased that London is hosting the 2012 Games (43%) and those who are interested in it (48%) are more likely to say they know a lot or a little about plans for the Games. Others whose knowledge is higher include those who currently take part in cultural activities, volunteering and sport in their spare time.

4 Enthusiasm about the 2012 Games

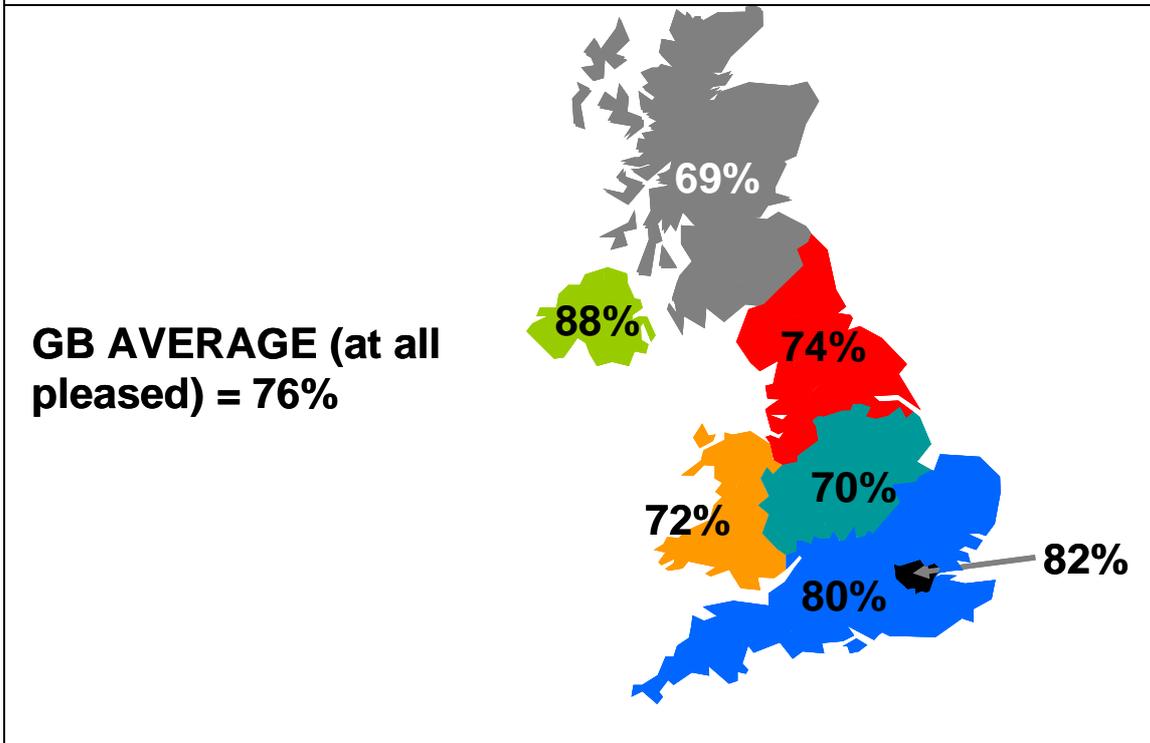
Respondents were asked how pleased they were about the fact that London was going to be hosting the Olympic Games and Paralympic Games in 2012. Overall, results are very positive, with 76% of the population overall being pleased about the event. Chart 4.1 shows that the largest proportion of those who were pleased were just 'quite pleased' (37%).



Just eight percent were 'not pleased at all', and one in five (20%) were either not very pleased or not pleased at all². This was more likely among older people (31% of those 55+ were not pleased), those not working (26%), and (predictably) those not interested in the Olympic Games and Paralympic Games (46%)

² Referred to here as 'not pleased'.

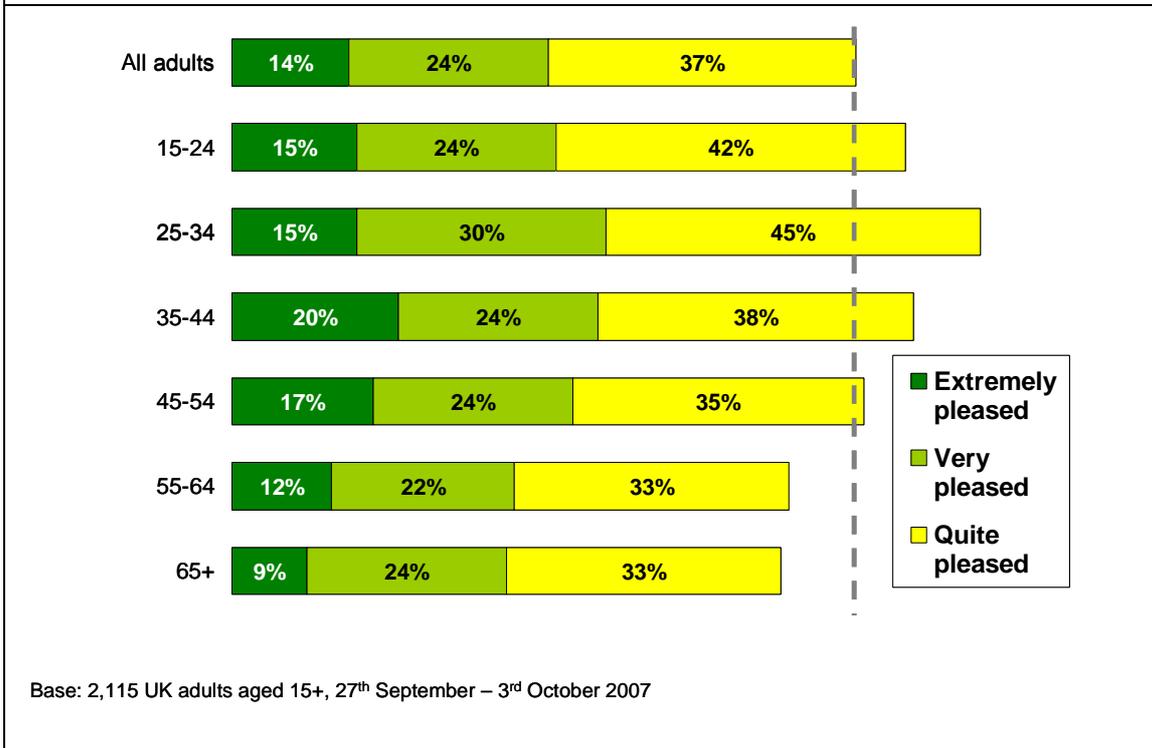
Chart 4.2: Feelings towards London hosting the 2012 Games by region



Looking at the results by region, Londoners were more likely than average to be pleased that the Games are taking place in London (82%). Nearly a quarter of those in London (23%) were extremely pleased about the event. Those living in Northern Ireland were more likely than any other region to be pleased that London is hosting the 2012 Games (88%). Generally respondents further from the capital (e.g. those in Scotland) were less likely to be pleased about London hosting the 2012 Games, with nearer regions more likely to be pleased.

Younger people were more likely than older age groups to be pleased that the 2012 Games is happening in London. Opinion was most positive among 25-34 year olds (90%), with 65% of those aged 65+ being pleased about the London Games (see chart 4.3).

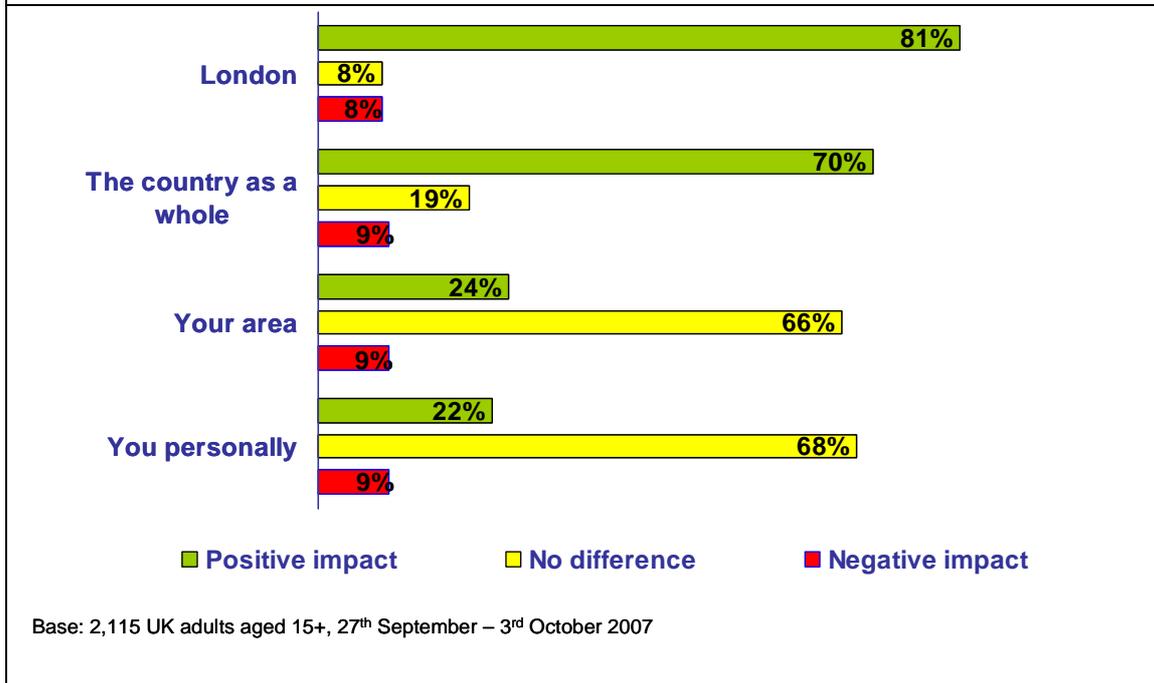
Chart 4.3: Feelings towards London hosting the 2012 Games by age



Unsurprisingly those who are interested in the Olympic Games and Paralympic Games were very likely to be pleased about London hosting the 2012 Games (91%). Respondents who thought the Games would have a positive impact on the country and the individual were also more likely to be pleased about the London Games (88% and 96% respectively).

Respondents were very positive about the impact of the Games on London and the country as a whole (see chart 4.4). Eight in ten people (81%) thought that the 2012 Games will be positive for London, and 70% that it will have a positive impact on the country as a whole.

Chart 4.4: Impact of the 2012 Games on...

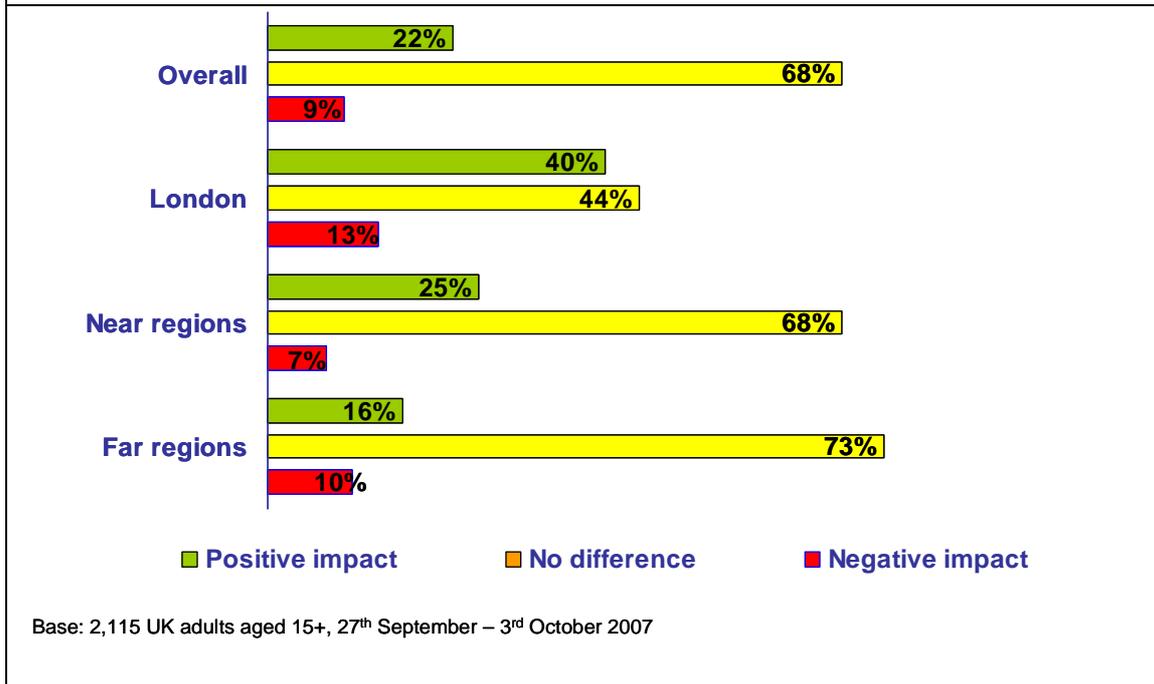


Although a majority of the population thought that London hosting the Olympic Games and Paralympic Games will make no difference to them personally (68%), or to their local area (66%), nearly a quarter overall believed that it will have a positive impact on them (22%) and their area (24%). This suggests, then, that people may not necessarily think hosting the Olympic Games and Paralympic Games will have a direct impact on them, though they do appreciate the wider benefits of hosting the Games.

It is interesting to note that although awareness of London hosting the 2012 Games is lower among younger people, younger and middle-aged groups tend to be more positive than older people about the impact of the Games on them, their area, and the country as a whole. Older people tend to be less positive about the impact of the Games despite higher awareness.

Londoners were far more likely than others to think that the Games will have a positive effect on them personally (40%) compared with those elsewhere (19%). Chart 4.5 shows the differences between London respondents compared with those who live in areas close to London (the South East, South West, East Anglia) and those in more distant regions (Wales, East Midlands, West Midlands, Yorkshire and Humber, North West, North, Scotland and Northern Ireland).

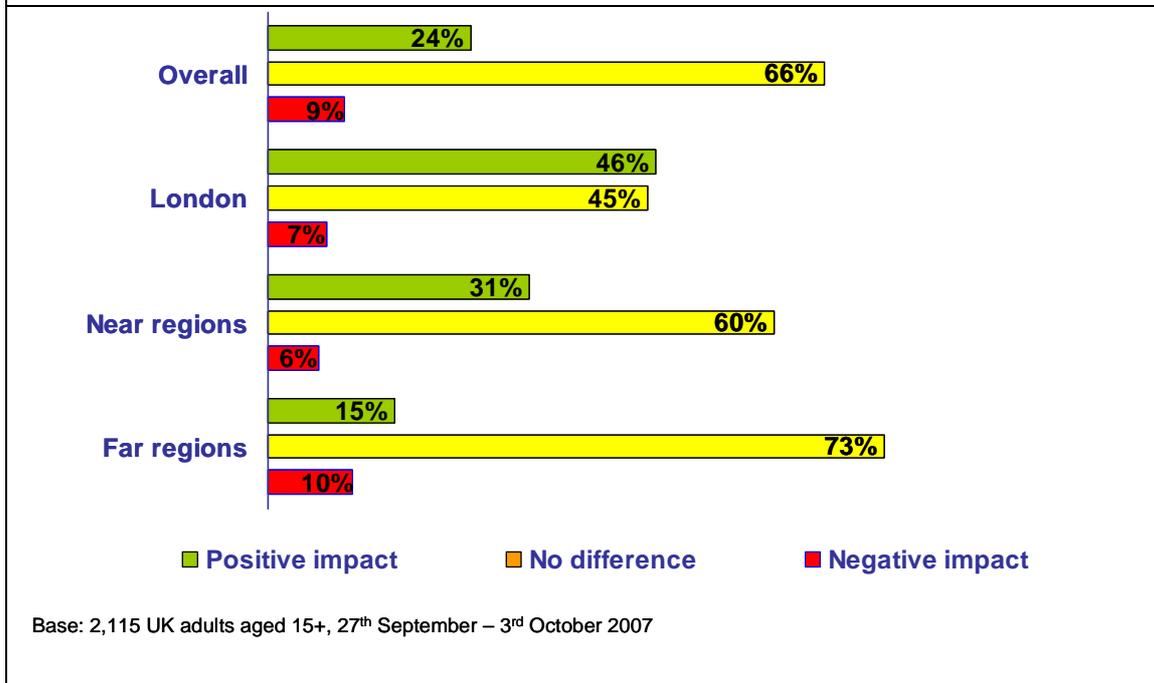
Chart 4.5: Impact of the 2012 Games on you personally, broken down by region



In regions close to London, a quarter think that the 2012 Games will have a positive effect on them, falling to 16% in regions/nations further from the capital. Those in these further areas are more likely than others (73%) to think that the London Games will make no difference to them.

Chart 4.6 shows a similar pattern when respondents were asked about the impact that the London 2012 Games will have on their area.

Chart 4.6: Impact of the 2012 Games on your area, broken down by region



The same general demographic patterns can be seen here as elsewhere, with those in higher social grades being more likely to think that the Games will have a positive impact on them personally, their area, and the country as a whole. Predictably those who are pleased and interested in the 2012 Games are far more likely to think of the impact of the London Games will be positive.

5 Thoughts on the Olympic Legacy

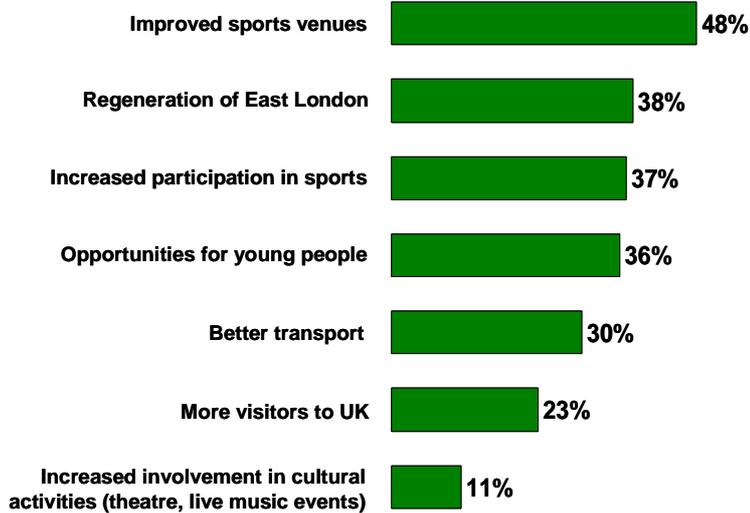
A third of people (33%) say they have thought about what they want the long term benefits of the Games to be. This is highest in London, where 53% have thought about the long term benefits. Results from London are significantly different (at the 5% level) from those in all other regions / nations (see table 5.1).

Table 5.1 Those who have thought about the long-term benefits of the 2012 Games, by region	
	%
London	53
South East, South West, East Anglia	45
East and West Midlands	29
Yorkshire & Humber, North East, North West	23
Wales	20
Scotland	20
Northern Ireland	22
<i>Base: All respondents, 2,115</i>	

The proportion of people who say they have thought about the long-term benefits of the Games is considerably higher among those in higher social grades (48% of those in AB have thought about the benefits compared to 35% of C1s, 25% of C2s and 20% of DEs). It is also higher among those in who currently take part in related activities in their spare time such as volunteering (41%), doing sport (41%), and taking part in or attending cultural activities (38%).

Those who said that they had thought about the benefits were asked, unprompted, to name what they wanted the benefits of the Games to be. Chart 5.1 below displays other benefits that people thought desirable as a result of hosting the Games.

Chart 5.1: What people think the long term benefits of the 2012 Games may be



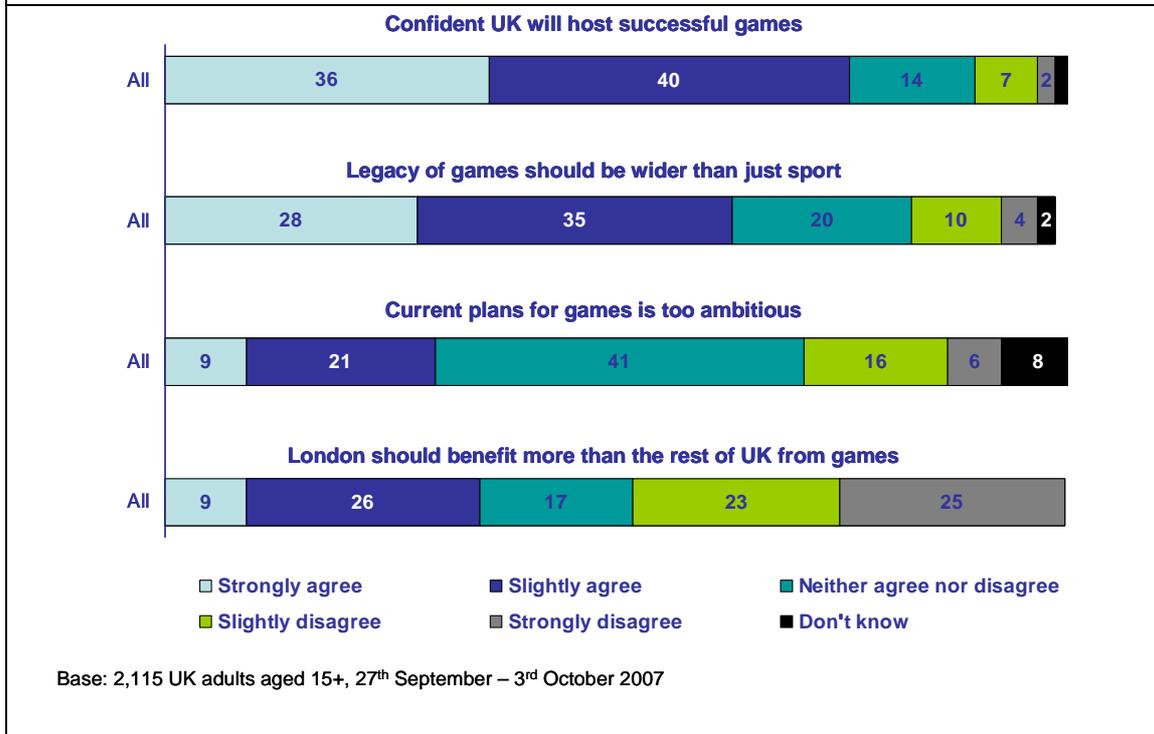
Base: 632 UK adults aged 15+ who have thought about the long-term benefits of the Olympics, 27th September – 3rd October 2007

Interestingly, those who have thought about the legacy of 2012 are more likely to focus on the specific gains (improved sports venues, regeneration of East London) rather than wider societal benefits. This will partly be driven by the fact that Londoners are more likely to have thought about the Games and their benefits.

5.1 Attitudes towards Olympics

Respondents were asked about their attitudes towards the Olympic Games and Paralympic Games; how much they agree with the statements 'I am confident that the UK will host a successful Games', 'the legacy of the Games should be wider than just sport', 'I think the current plans for the Games are too ambitious', and 'it is only right that London should get more benefit than the rest of the UK from the Games'. Results are shown in chart 5.2.

Chart 5.2: Attitudes towards the 2012 Games



Attitudes towards the London Games as measured by the above statements are very positive. Three-quarters of respondents (76%) agree that the UK will host a successful Games. A majority (63%) would like the legacy of the Games to be wider than just sport. This finding in particular is positive in the context of the five legacy promises that have been published – it shows there is public appetite for more to happen than just the Games, and suggests that people will support initiatives that encourages this.

Seeing as only a minority of people say that they know much about the plans for the Games (see section 3, above), it is unsurprising that two in five respondents (41%) neither agree or disagree that the current plans for the Games are too ambitious.

There is polarisation seen in the agreement with the statement 'It is only right that London should benefit more than the rest of the UK from the Games' – as you would expect, Londoners are much more likely to agree with the statement (61% agree and 21% disagree) compared with overall in the UK, where 34% agree and 48% disagree.

6 The Olympic Legacy promises

In order to assess awareness and views on each of the five legacy promises set out in the promises document, we broke each promise down into tangible statements. The purpose of doing this was to make it easier for respondents to assess the government's aims. Each legacy promise is set out below, followed by the statements we used in the questionnaire to encompass the promise.

1. Make the UK a world-class sporting nation

- Great Britain improving from 10th to 4th in the Olympic medal table
- Increasing take-up in sports

2. Transform the heart of East London

- Building new homes in East London
- Improving public transport in London
- Creating more jobs
- Building major new sports venues and parks in London

3. Inspire a new generation of young people to take part in local volunteering, cultural and physical activity

- Encouraging young people to benefit from playing an active part in their communities

4. Make the Olympic Park a blueprint for sustainable living

- Setting an example of how new building developments can be environmentally friendly
- Setting an example of how communities can reduce their carbon footprint

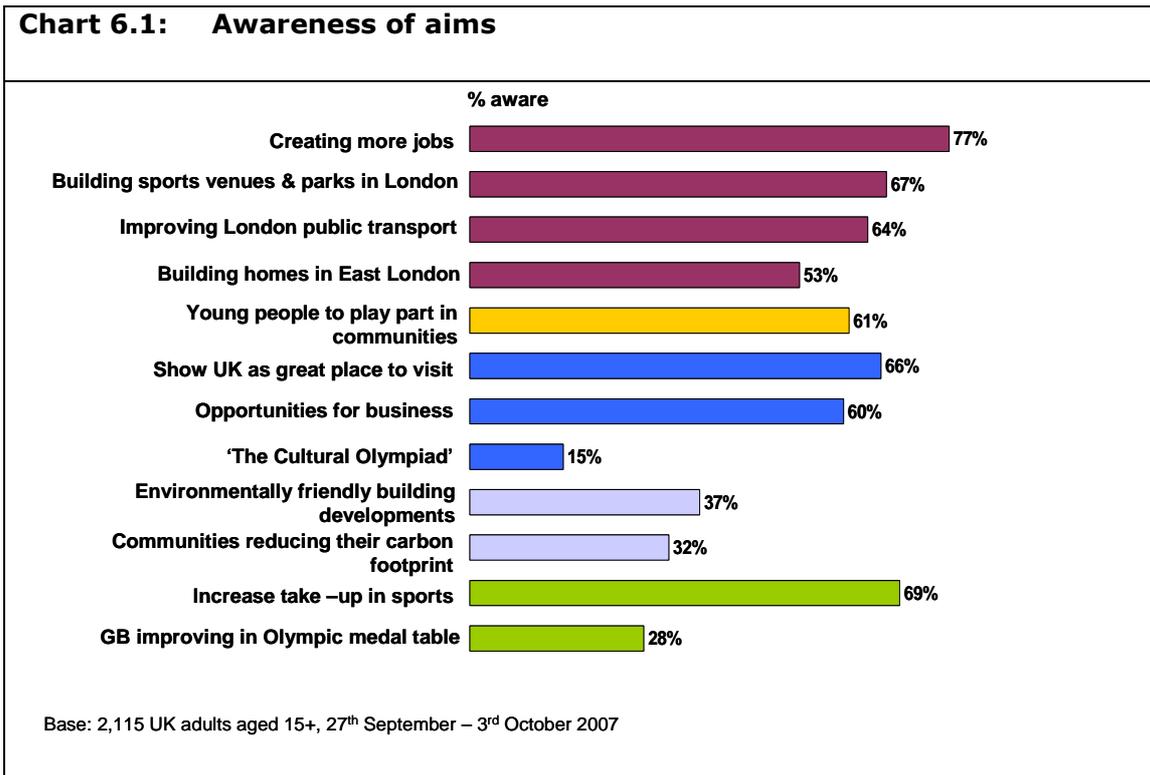
5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business

- Showing the rest of the world that the UK is a great place to visit
- There will be more opportunities for British business
- Delivering a UK wide programme of cultural events called 'The Cultural Olympiad' in the run up to 2012

Respondents were first asked about awareness of the aims, followed by whether they care about the promise, whether they think it is likely that the promise will be achieved, and whether they think any progress has been made in reaching the aim so far.

6.1 Awareness of aims

As chart 6.1 shows, there is varying awareness of the aims of hosting the Olympic Games and Paralympic Games in 2012.



A majority of people (77%) say they were aware that creating more jobs was an aim of hosting the 2012 Games, and 69% that there is an intention to encourage young people to take part in more sports. Unsurprisingly, awareness of the 'Cultural Olympiad' was far lower, at just 15%.

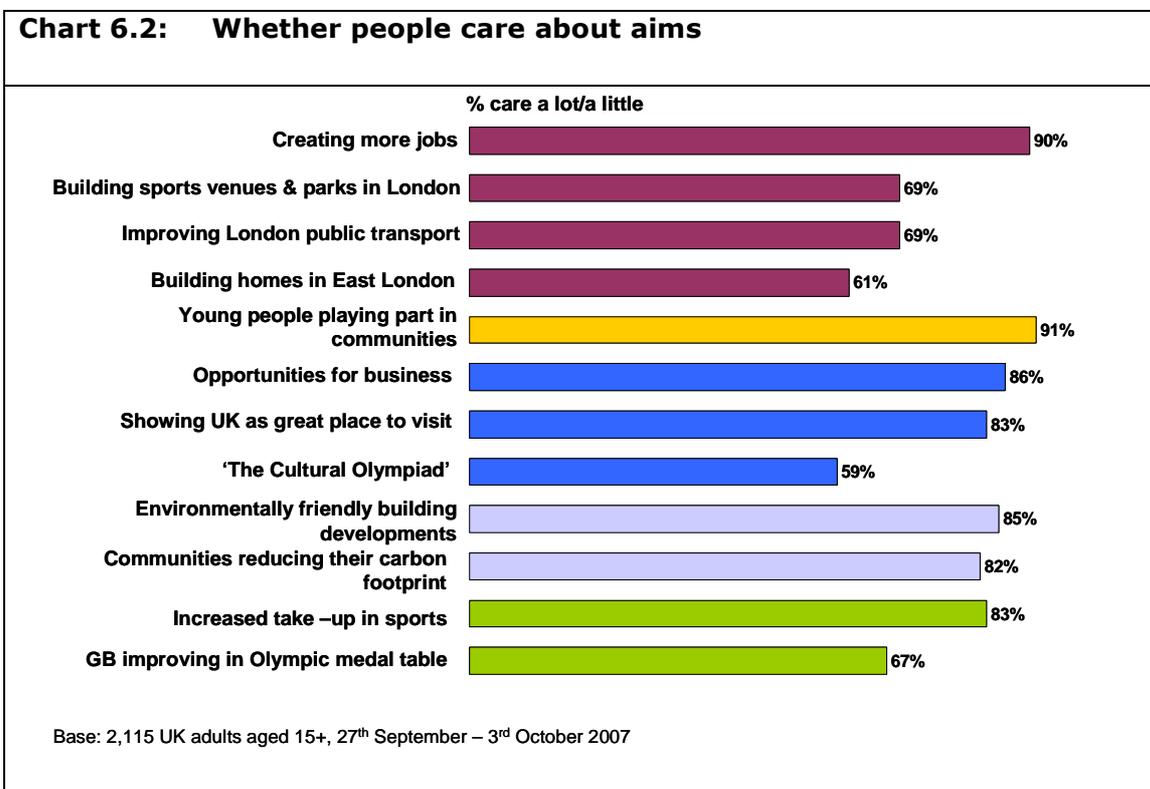
Awareness of the promises relating specifically to (East) London (at the top of chart 6.1) was higher among those who lived in London. Three-quarters of Londoners (76%) knew about new homes being built in East London, compared with 53% of the overall population. Eighty-two percent of Londoners knew about the plans to create more jobs, 74% about building sports venues and parks in London, and 81% knew about planned improvements to the public transport system in the capital.

The superior knowledge of Londoners did not just extend to the London-specific aims; over a quarter of those who lived in London (28%) claimed to be aware of the desired delivery of the UK wide programme of cultural events called The

Cultural Olympiad in the run up to 2012. The highest proportion of awareness in other regions of this aim did not exceed 16%.

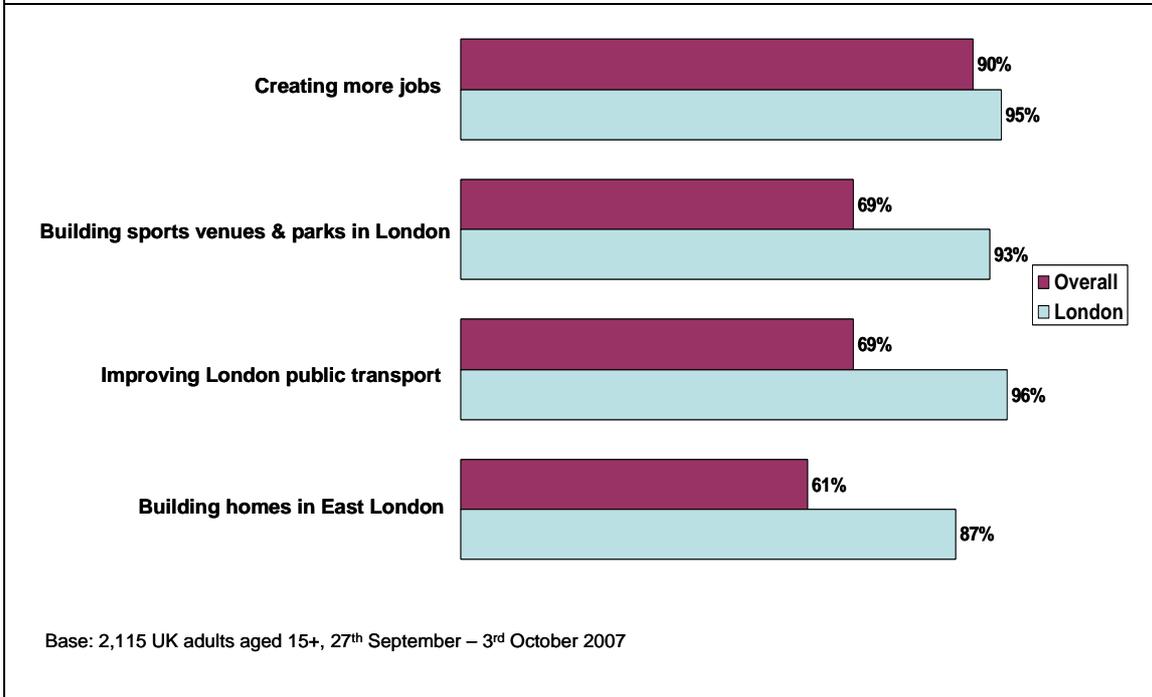
6.2 Caring about aims

Respondents were also asked whether they care about the particular aim. As chart 6.2 shows, the pattern between the promises that people are familiar with (above) and those that they care about are broadly similar, with people paying particular attention to young people getting increasingly involved in their communities (91%) and more jobs being created (90%). People seem to be less concerned with the delivery of the Cultural Olympiad and building homes in East London – unsurprisingly as fewer people are aware of what the Cultural Olympiad is, and the vast majority of the UK population will be unaffected by the building of homes in East London.



Predictably respondents in London are considerably more likely to care about the aims relating to promise two in the *Our Promises* document (about transforming the heart of East London). Chart 6.3 compares results concerning those statements from Londoners against the rest of the UK.

Chart 6.3: How much people care about aims related to London (overall and London figures)

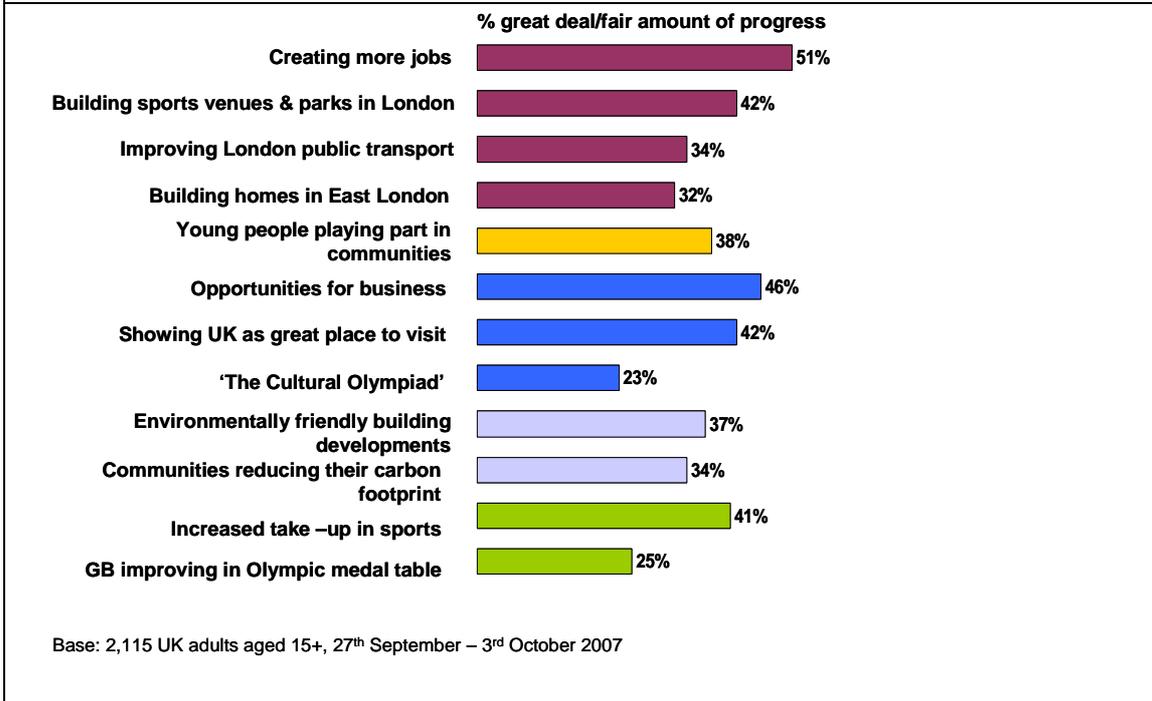


Those in London are no more or no less likely than others to care about aims such as showing the UK is a great place to visit and communities reducing their carbon footprint.

6.3 Progress towards aims

Chart 6.4 shows how much progress people think has been made towards meeting the aims of hosting the 2012 Games.

Chart 6.4: Whether people think progress has been made so far



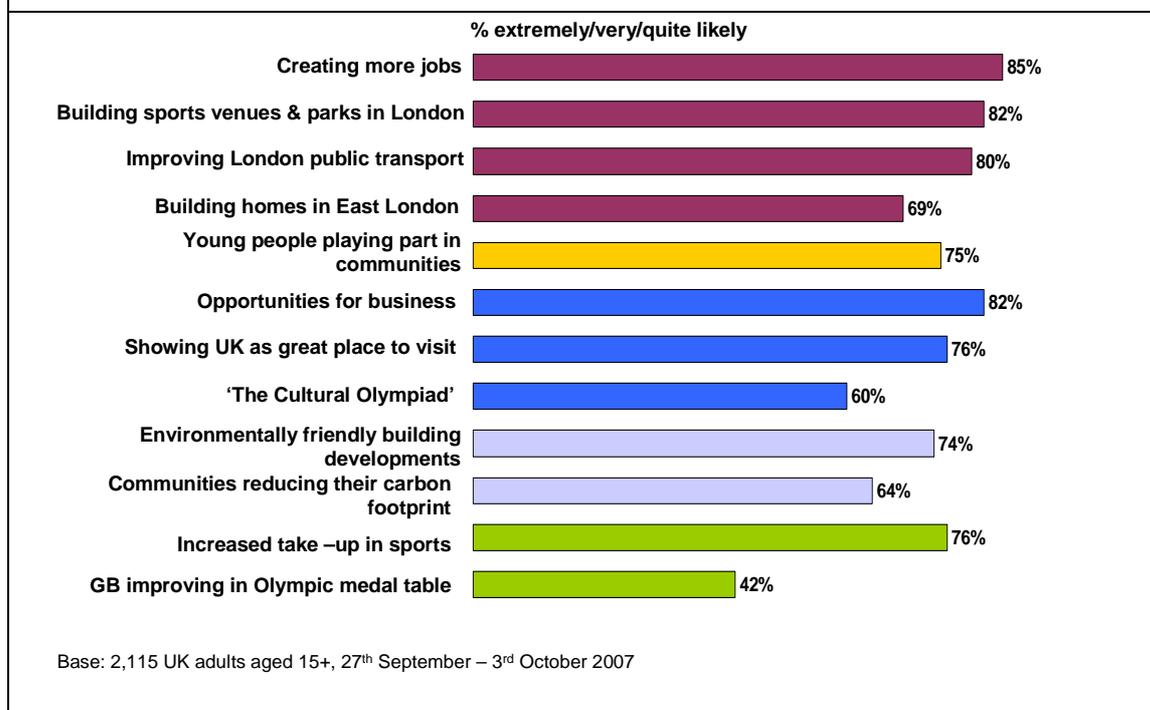
Half (51%) of respondents think that a great deal or fair amount of progress has already been made towards more jobs being created as a result of hosting the 2012 Games. This is slightly higher in London, where 57% of respondents think that progress has been made. Forty-six per cent think that progress has been made in generating opportunities for business rising to 54% in London.

Out of the twelve themes, people are least likely to think that progress has been made towards the 'Cultural Olympiad' being delivered, and Great Britain improving in the Olympic medal table.

6.4 Likelihood of delivery

In general people are very optimistic that the legacy promises can be met by 2012.

Chart 6.5: Whether people think it is likely that the aims will be achieved



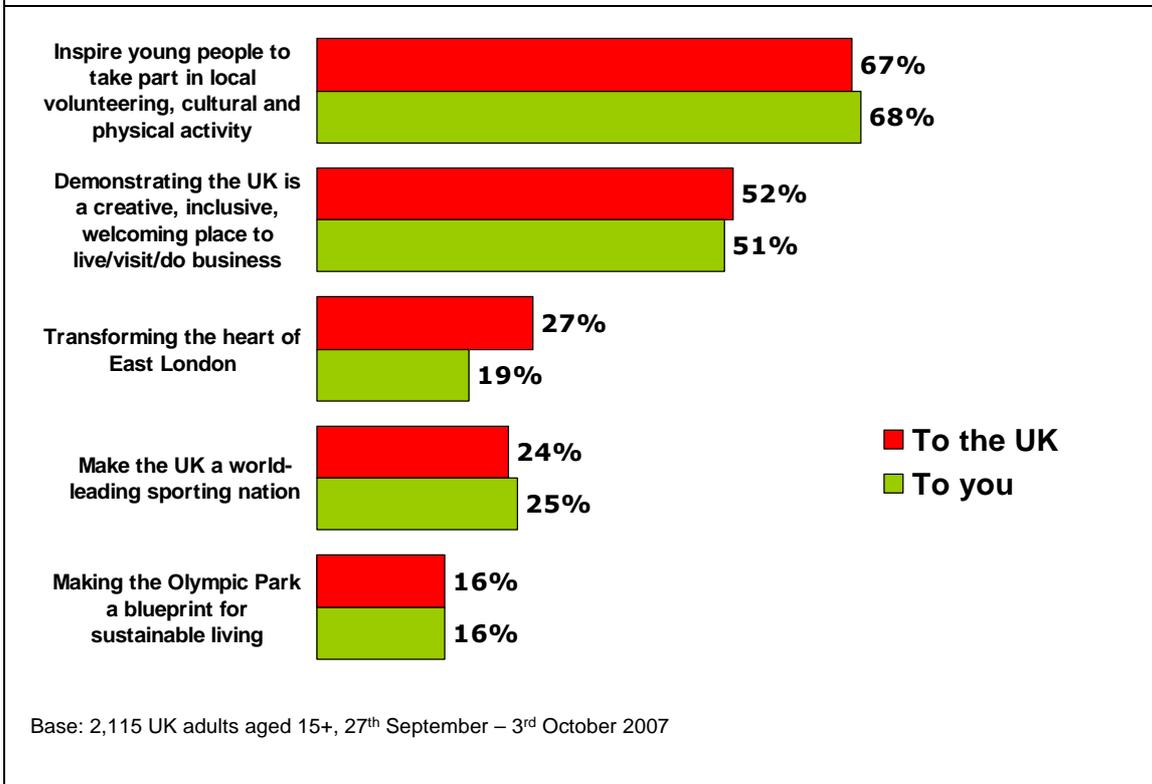
Over half of respondents thought that almost all of the twelve themes were achievable. Thoughts about the aims related to the transformation of East London are particularly positive. Over eight in ten respondents think that more jobs will be created (85%), and that new sports venues and parks will be built in East London (82%). Respondents are also optimistic about the likelihood of opportunities for British businesses being increased (82%).

The theme that people were least confident about related to Great Britain improving from 10th to 4th in the Olympic medal table - 42% thought that this was achievable.

6.5 Importance of aims

Respondents were asked to name which two of the five promises the Government has made about the London 2012 Games they think is most important, firstly for the UK and second to themselves. The chart below compares the results for these two questions.

Chart 6.6: Which two of the five promises about the 2012 Games are most important...



What respondents held to be the most important promises to themselves was broadly in line with what they held to be the most important for the UK, except for the importance they gave to transforming the heart of East London. Whereas 27% thought this promise was one of the most important for the UK, only 19% named it as one of the two most important to themselves.

Two-thirds of respondents (67%) mentioned inspiring a new generation of young people to take part in volunteering, cultural and physical activity as one of the two most important Government promises for the UK. About half (52%) thought that demonstrating the UK is a creative, inclusive, and welcoming place to live in, visit, and do business is one of the two most important promises for the UK. Respondents were least likely to think that one of the most important promises is for the UK to make the Olympic Park a blueprint for sustainable living (16%). So although the environment and related issues appear to be important to people, when prompted, this aim seems to be less crucial than other promises relating to the Games.

Women were considerably more likely than men to believe that inspiring a new generation of young people to take part in local volunteering, cultural and physical

activity is one of the two most important promises for the UK (71% compared with 64%). Men tended to think the UK should focus instead on transforming the heart of East London (30% compared with 24%) and making itself a world-leading sporting nation (26% compared with 21% of women). Respondents from a lower social grade were also more likely to think it more important for the UK to become a world-leading sporting nation (34% of DEs compared with 15% of ABs).

Londoners and people from the South-East were significantly more likely to think that transforming the heart of East London was most important for the UK (43% and 39% respectively compared with an average of 27% and only 15% of those from Yorkshire and Humberside). Older people also thought it was more important for the UK to transform the heart of East London (34% of over 55s compared with 21% of under 35s), as did respondents from a higher social grade (36% of ABs compared with 21% of DEs).

Unsurprisingly, those with children and those who took part in sport, cultural activities or volunteering in their spare time were all more likely to think it most important for the UK to inspire a new generation of young people to take part in local volunteering, cultural and physical activity. For example, 70% of respondents who took part in cultural activity in their spare time named this promise compared with 60% of those who did not.

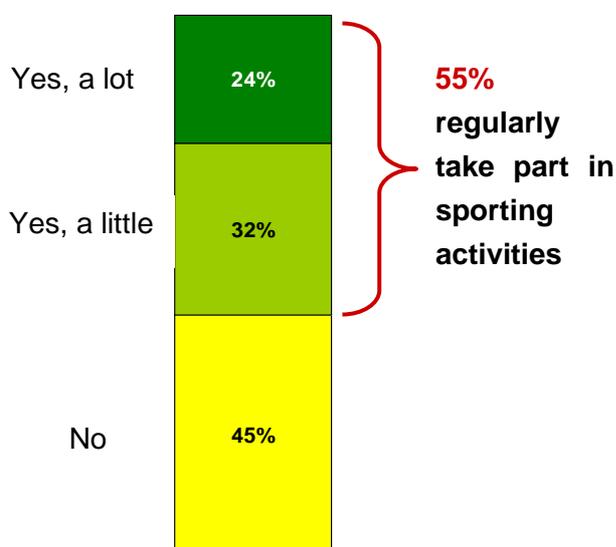
The differences above were generally mirrored in the responses given to how important people thought the promises were to themselves. The one exception to this was that men were no more likely than women to be personally concerned about the transformation of the heart of East London.

7 Current participation

A number of questions were asked to find out about current involvement in sporting, voluntary and cultural activity.

The chart below shows what proportion of people had done any sporting or active recreation activities in the last four weeks. A little over half (55%) said that they had done at least some sporting or active recreation activities, with a quarter (24%) saying that they had done a lot.

Chart 7.1: Whether done any sporting or active recreation activities in the last four weeks



Base: 2,115 UK adults aged 15+, 27th September – 3rd October 2007

Men were substantially more likely to have done a lot of sporting or active recreation activities in the past four weeks (30% compared with 18% of women), as were young people (35% of 15-24 year olds compared with 14% of over 65s), people in higher social grades (33% of ABs compared with 14% of DEs) and people from the South of England (27% average for London, South East, South West and East Anglia compared with 16% for Wales and 17% for the North-West).

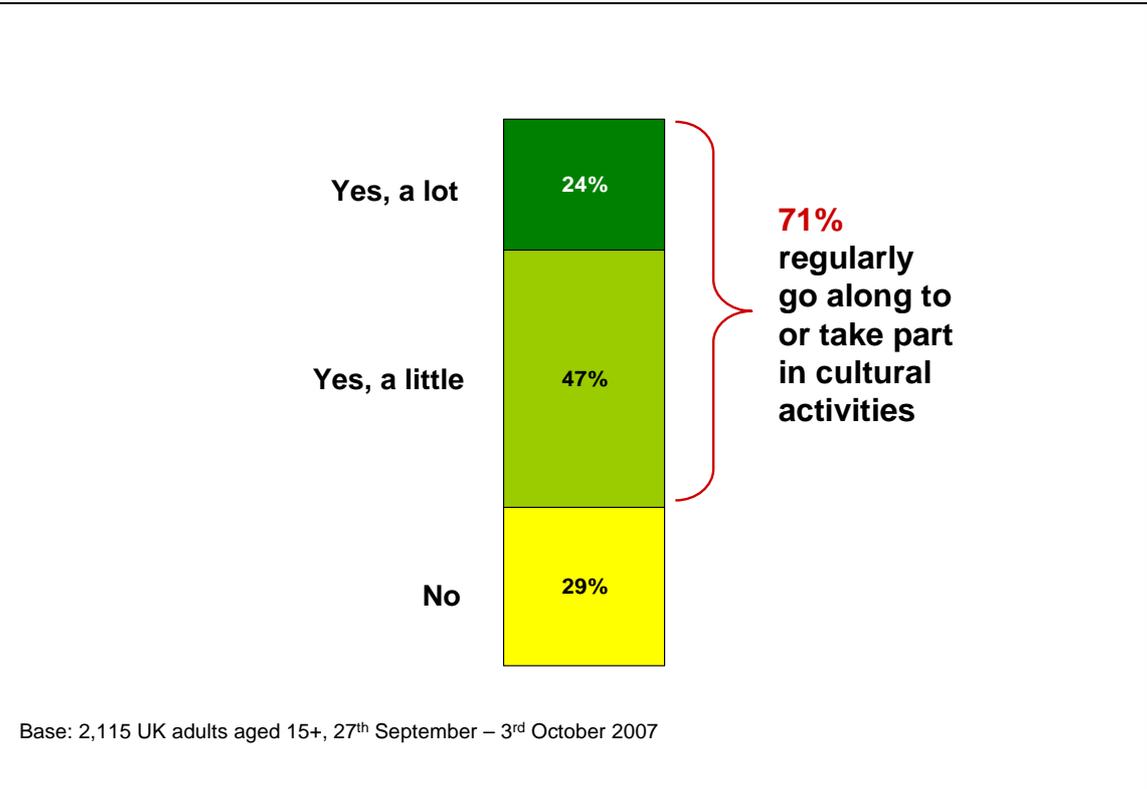
Respondents were asked whether they did any volunteering in their spare time. A quarter (24%) gave unpaid help as part of a group, club or organisation and one in seven (14%) gave unpaid help to a non-relative.

Women were a little more likely than men to volunteer (27% gave unpaid help as part of a group and 16% to a non-relative, compared with 22% and 12% of men respectively). Similarly, respondents from higher social grades were more likely to volunteer, with 40% of ABs giving help as part of a group, club or organisation compared with 14% of DEs.

Volunteering to help someone who is not a relative was a lot more prevalent amongst respondents from London: 21% of Londoners currently volunteer in this way compared with a UK average of 14% and only 10% in the South-East. People from the South were generally more likely than people from the North to give unpaid help to a group, club or organisation (30% in the South-West and 29% in London compared with 21% in the North and 18% in the North-West).

Respondents were asked whether they regularly went to the theatre, museums, and live music events in their spare time. As the chart below shows, over seven in ten (71%) said that they regularly went along to or took part in cultural activities, with a quarter (24%) saying that they did so a lot.

Chart 7.2: Whether regularly go along to or take part in any cultural activities in spare time



Regular participation in a lot of cultural activities was significantly higher amongst those from the upper social grades (36% of ABs compared with 13% of DEs). Older people were considerably more likely not to regularly participate in any cultural

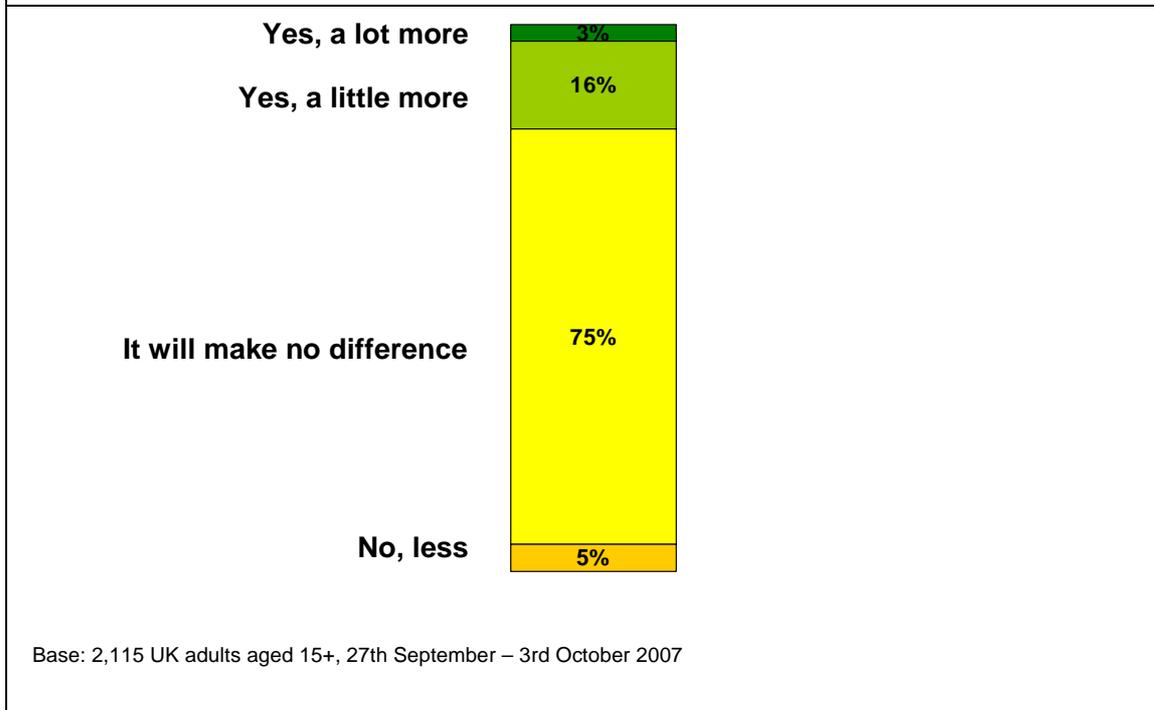
activities (40% of over 65s did not compared with 19% of 15-24 year olds). The proportion of Londoners who did not participate regularly in cultural activities was below the UK average (22% compared with an average of 29%).

7.1 Expected behaviour change as a result of the 2012 Games

Respondents were asked how they thought their participation in a number of activities would be affected by London hosting the 2012 Games.

Firstly, people were asked whether they would be encouraged to do more sport or physical activity as we get closer to the 2012 Olympics Games and Paralympic Games.

Chart 7.3: Whether will be encouraged to do more sport or physical activity than now as we get closer to the London 2012 Olympic and Paralympic Games



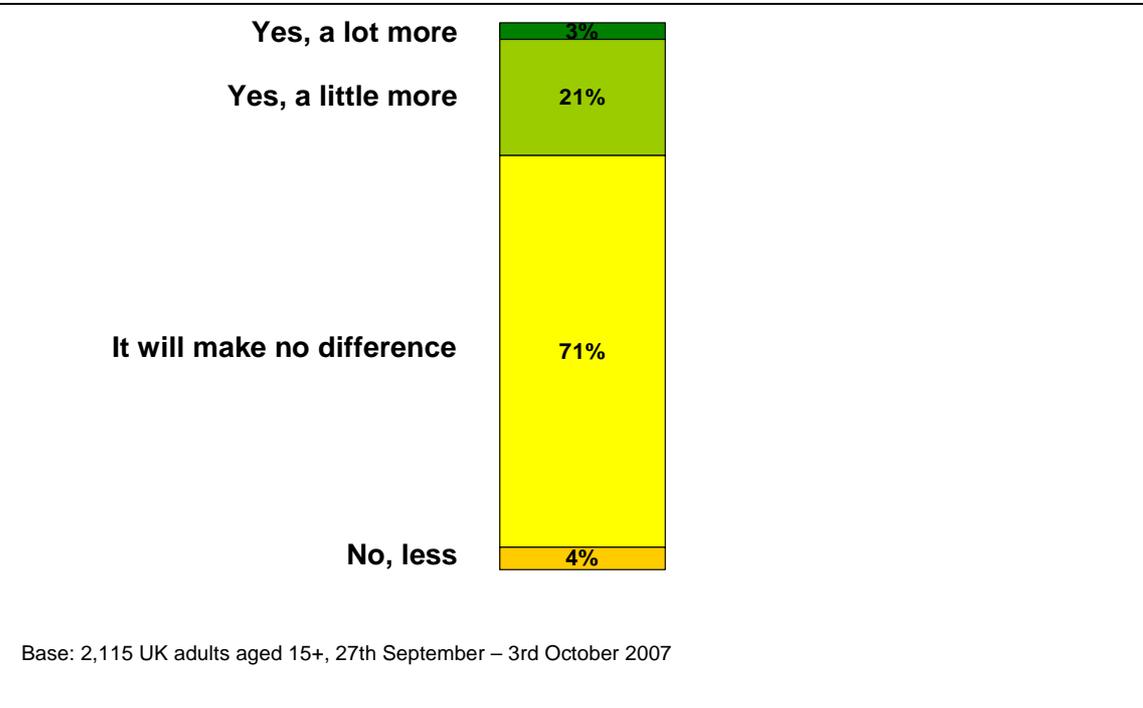
Nearly one in five respondents (19%) thought that they would be encouraged to do more sport or physical activity as the 2012 Games approaches. One in twenty (5%) thought they would not be encouraged to do more sport than at present, but the overwhelming majority (75%) thought that the 2012 Games would make no difference.

The groups most likely to think they will be encouraged to participate in more sport or physical activity were: younger people (33% of under 35s compared with 7% of over 55s); people from higher social grades (22% of ABs compared with 15% of

DEs); people with children (26% compared with 16% of those without); and, most strikingly, Londoners (39% compared with the UK average of 19%). Those who did not currently play sport in their spare time were a lot less likely to think that they would be encouraged to do more sport or physical activity (10% thought they would compared with 27% of those already playing sport). This suggests that the London Games will lead to those who are already sporty doing more sport, and will have less of an effect on others' sporting participation.

Next, people were asked whether they would be encouraged to take part in, or see, more cultural activities or exhibits than they do now.

Chart 7.4: Whether will be encouraged to take part in, or see, more cultural activities or exhibits than now as we get closer to the 2012 Games



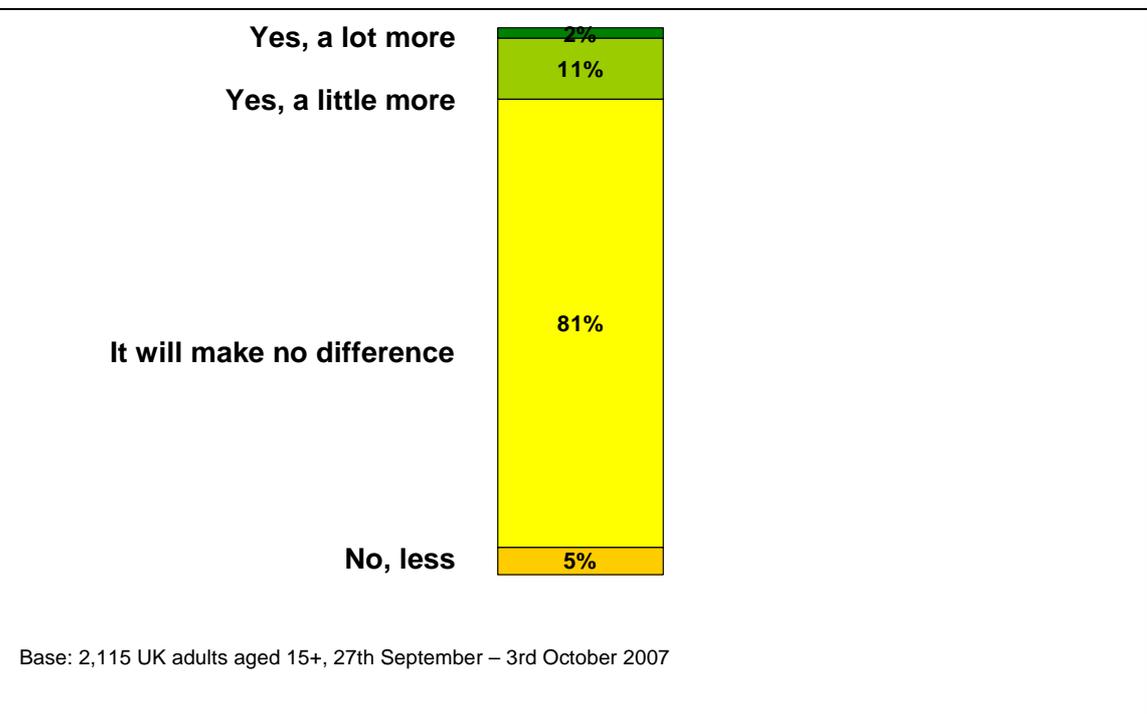
Respondents were a little more likely to think they would be encouraged to take part in or see more cultural activities (24% compared with 19% for physical activities). Again, most people (71%) did not think there would be any change, with 4% expecting the approach of the 2012 Games to lead them to take part in fewer cultural activities.

The same groups that were most likely to think they would be encouraged to take part in more sport or physical activity were also most likely to be encouraged to take part in more cultural activity: younger people; people from higher social grades; people with children; and Londoners. For example, 45% of Londoners thought they would be encouraged to take part in more cultural activities compared

with the UK average of 24%. The only other regions with above-average results were the South-West (28%) and South-East (26%). Whilst 30% of those already participating in cultural activities thought the Olympic Games and Paralympic Games would encourage them to do so more, only 10% of those not currently participating concurred. As with sport, results suggest that growth in participation will come mostly from the already active.

Third and finally, people were asked whether they would be encouraged to do more volunteering than they do now.

Chart 7.5: Whether will be encouraged to do more volunteering than at present as we get closer to the 2012 Games



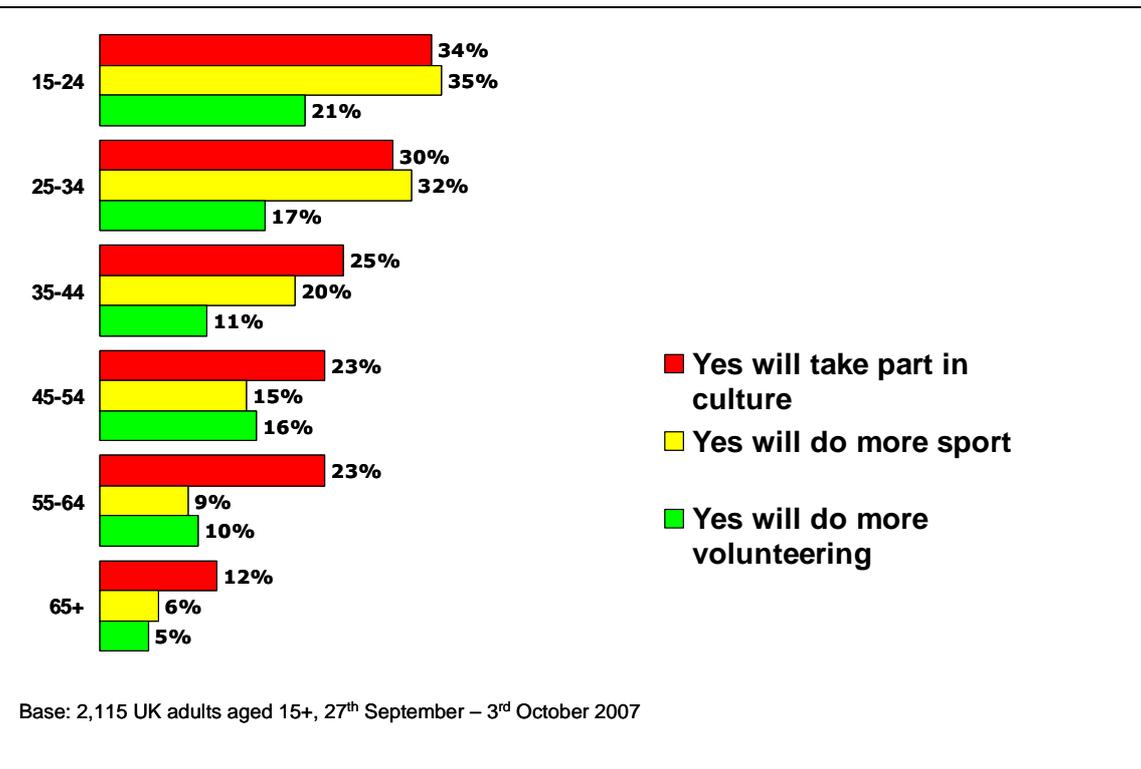
Of the three activities, respondents were least likely to think that the 2012 Games will encourage them to do more volunteering than they do now (13% thought it would). As with the other two activities, only about one in twenty (5%) thought they would do less as the 2012 Games approaches, but a higher proportion (81%) thought it would make no difference.

Once again, younger people (21% of under 25s compared with 5% of over 65s) and Londoners (35% compared with a UK average of 13%) were more likely to think they would be encouraged to volunteer more (see below for a breakdown of this by age). However, neither social grade nor presence of children had a major impact, and instead, most noticeably, men were substantially more likely than women to think they would be encouraged to do more volunteering (16% compared with 10%). Nineteen per cent of those already volunteering in their spare time thought

they would be encouraged to do so more compared with 10% of those not currently volunteering.

More than a third of young people say that they will be more encouraged to do sport (35%) in the run-up to the Games as a result of London being the host city in 2012. A similar proportion, 34%, think that they will be more encouraged to take part in cultural activities, and a fifth (21%) think that the event will encourage them to do more volunteering (see chart 7.6).

Chart 7.6: Whether young people will be more encouraged to do particular activities as a result of the Games



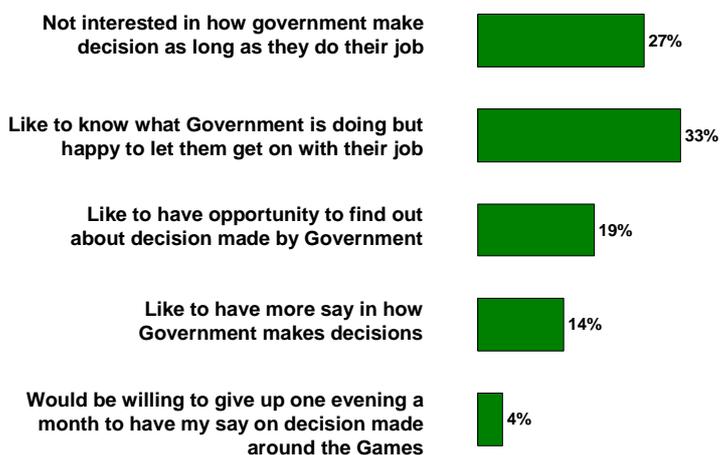
Encouragingly some people of all ages think that they will be stimulated to do more of these activities as a result of London hosting the event. This may be related to the fact that new sports venues, cultural activities and exhibits, and volunteering opportunities will be available as a result of London hosting the Olympic Games and Paralympic Games.

These results are very positive as they suggest that legacy promise three (to inspire a new generation of young people to take part in local volunteering cultural and physical activity) is already underway, that young people are positive about these events, and that the promise is certainly achievable. Results also imply that the legacy of hosting the Games will stretch far wider than the event itself.

8 How much people want to be involved

Looking at people's attitudes towards decisions made in the Government about the London Games, three in five (60%) are happy just to let the Government get on with doing their job, these being split fairly evenly between those who would like to know what the Government is doing (33%) and those who are not interested (27%). One in five respondents (19%) want an opportunity to find out about decisions made by the Government without playing any sort of active role. One in seven (14%) said they want to have more of a say in how the Government makes decisions, with a further 4% willing to give up one evening a month to have this say.

Chart 8.1: Which of the following phrases comes closest to your own attitude towards decisions made in the Government about the London Games



Base: 2,115 UK adults aged 15+, 27th September – 3rd October 2007

Results from London respondents show very similar results to the rest of the UK, with slightly fewer saying that they are uninterested in how the Government makes decisions as long as they do their job (25%), and slightly more willing to give up one evening a month to have their say on decisions related to the Games (6%).

Men (21% compared with 15% of women) and people from higher social grades (24% of ABs compared with 13% of DEs, who tended not to be interested in how the Government makes decisions) were more likely to want to be involved in the decisions made around the Games, opting for one of either 'I would like to have more of a say in how the Government makes decisions' or 'I would be willing to give up one evening a month to have my say on decisions made around the

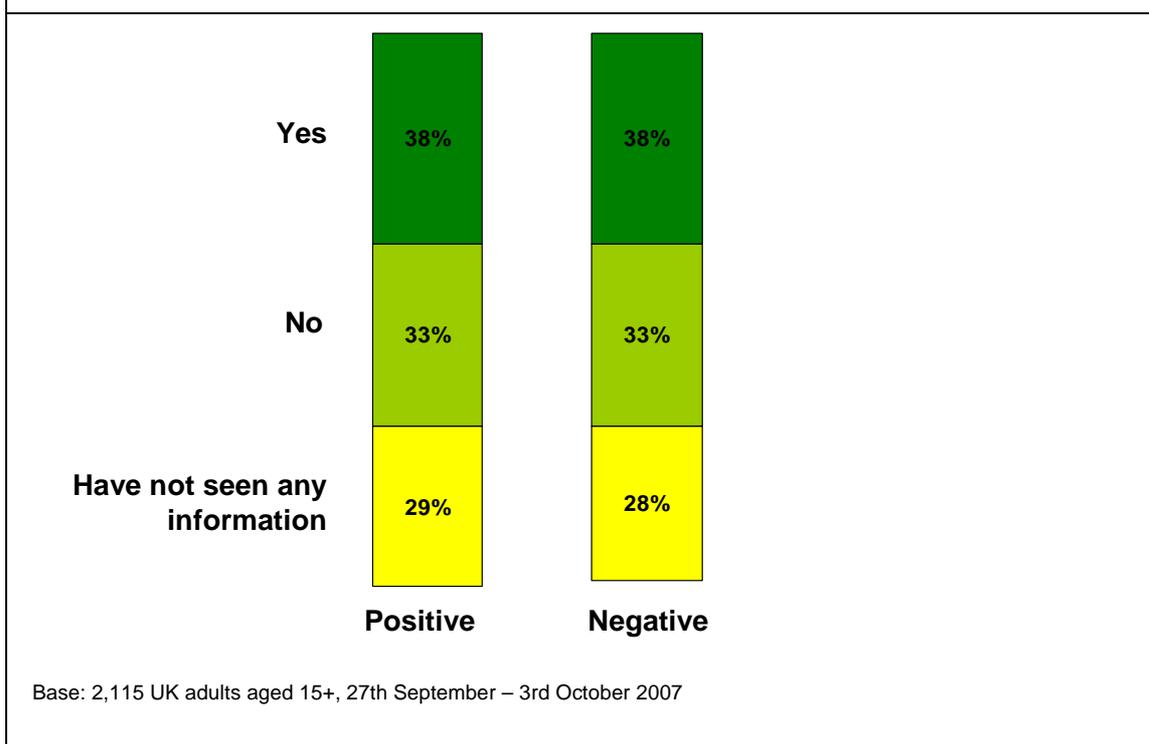
Games'. Perhaps surprisingly, those who were interested in the London Games were only slightly more likely to want to be involved in decision-making than those who were not interested (19% compared with 16%).

Respondents who were displeased that London is hosting the Olympic Games and Paralympic Games were more likely to say they 'would like to have more of a say in how the Government makes decisions (23% compared to 12% who were pleased). Those who perceived the impact of the 2012 Games on the country to be negative were also around twice as likely to say they would like to have more of a say in how the Government makes decisions (26% compared with 12%). Those who were pleased or positive tended to say instead that they would like to know what the Government is doing, but are happy to let them get on with their job.

9 News heard about the Games

Most respondents (71%) had recently seen or heard information about the London Games. Exactly the same proportion (38%) had recently heard positive things as had recently heard negative things. This is perhaps not surprising given the wealth of media coverage, during which respondents will have been exposed to many different messages.

Chart 9.1: Whether have recently heard positive or negative things about the 2012 Games



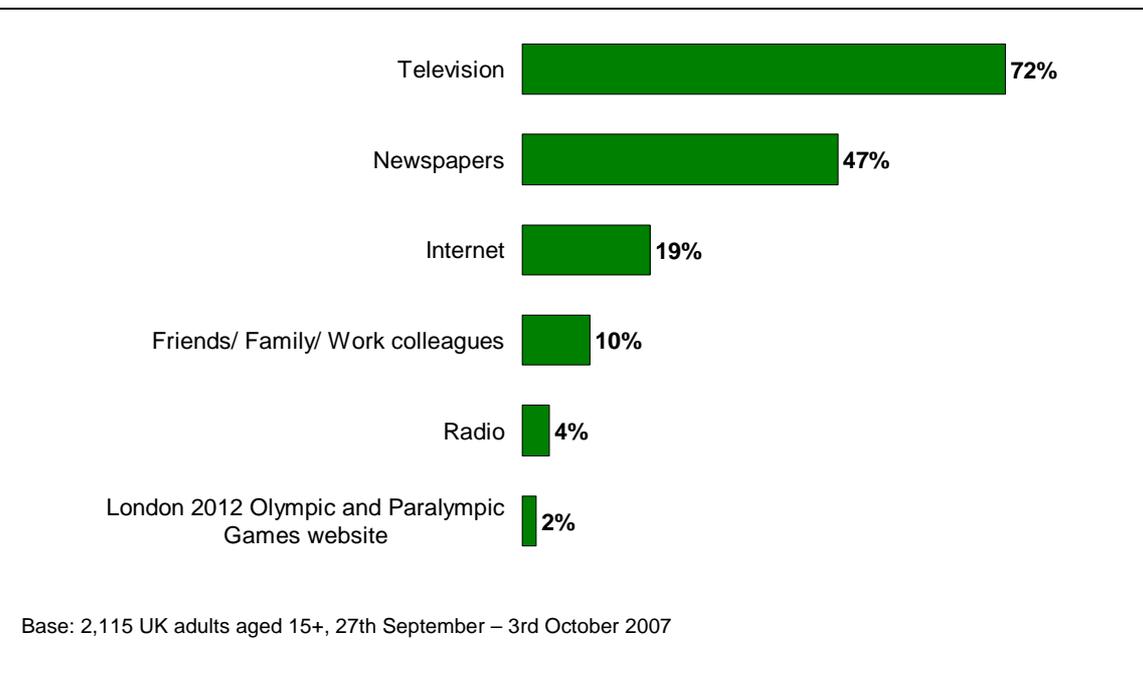
The groups that were least likely to have recently seen or heard information about the 2012 Games were: women (34% had seen nothing compared with 24% of men); people from lower social grades (37% of DEs had seen nothing compared with 20% of ABs); people outside of London and the South (only 16% of Londoners, 18% of people from the South-West and 26% of people from the South-East had not seen any information compared to the UK average of 29%); and people not interested in the London Games (41% compared with 23% of interested people)³.

³ Figures given are based on responses as to whether respondents had heard positive things about the 2012 Games. Figures based on whether respondents had heard negative things are broadly (but not exactly) the same.

Over 65s were significantly less likely than average to recall having recently heard positive things. 31% had heard positive things whereas 41% had not, compared with the UK average of 38% having heard positive things and 33% having not. So too were those who thought the Games would have a negative impact the country (21% had heard positive things and 53% had not). The opposite was true for people from higher social grades (an above average 49% of ABs had heard positive things and 31% had not) and for Londoners (56% had heard positive things and 27% had not). Similar patterns emerged concerning exposure to negative stories about the 2012 Games.

To help explain why some groups received positive information on the 2012 Games and others negative, respondents were asked where they had got this information from. The chart below shows the results.

Chart 9.2: Where people have got information about the 2012 Games from



By far the most common source of information on the Games was television, which was the source for nearly three-quarters (72%) of respondents. Just under half (47%) got their information from newspapers with one in five (19%) using the internet. Ten per cent obtained the information from people they know, and the only other significant sources of information were radio (4%) and the London 2012 website (2%).

Londoners were more likely than people from any other region to have obtained their information from every source except radio. Men were considerably more likely than women to use the internet to find out about the 2012 Games (23%

compared with 14%), as (unsurprisingly) were young people (33% of 15-24 year olds compared with 4% of over 65s). Younger people were also more likely to get information from family, friends and work colleagues (13% of under 35s compared with 7% of over 55s). On the other hand, older people were far more likely to rely on newspapers (56% of over 55s compared with 38% of under 35s).

There was no significant difference between whether people had heard positive or negative things about the 2012 Games and where they had got this information from.

10 Segmentation

By looking at results of people’s feelings towards and interest in the 2012 Games it is possible to group respondents into one of four groups. Chart 10.1 displays these different categories.

Chart 10.1: Which category respondents fit into (and their proportions), depending on how pleased and interested they are in the 2012 Games

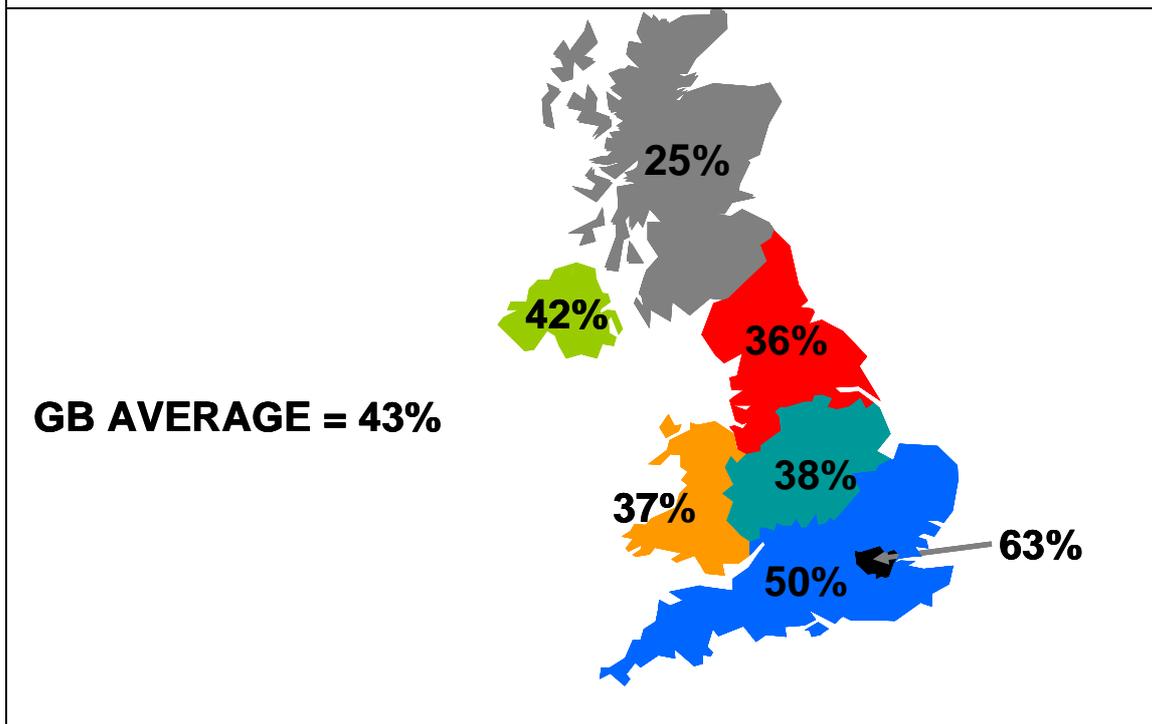
		Interested				
		Extremely	Very	Fairly	Not Very	Not at all
Pleased	Extremely	Promoters 43%			Contenteds 33%	
	Very					
	Fairly					
	Not Very	Detractors 5%			Ignorers 19%	
	Not At All					
	Don't Know					

The largest majority, 43%, fall into promoters of the Games – that is people who are both interested in and pleased about London hosting the event. A third of people we have named ‘contenteds’, as this group, although not particularly interested in the Games, are still pleased that London are hosting them. Fewer people fall into ‘not pleased’ categories – a fifth (19%) are neither pleased nor interested (the ignorers), and just five percent are interested in the event although not pleased about London hosting the Games (detractors).

10.1 Promoters

Men (47%), and those aged 35-44 (49%) are most likely to be promoters of the 2012 Games, perhaps linked to the fact that this age group are more likely to have children, thus perceive the Games as more relevant to them and their family (as set out in legacy promise three, which is based around encouraging young people to get involved in the Games and its legacy. Much promotion of the Games and some media interest has also centred on the benefits for the young). Those in higher social grades are also more likely to be promoters (51% of those in social grade A or B). This may be linked to the fact that this group are more likely to know more about the Games than those in lower social grades.

Chart 10.2: Promoters by region

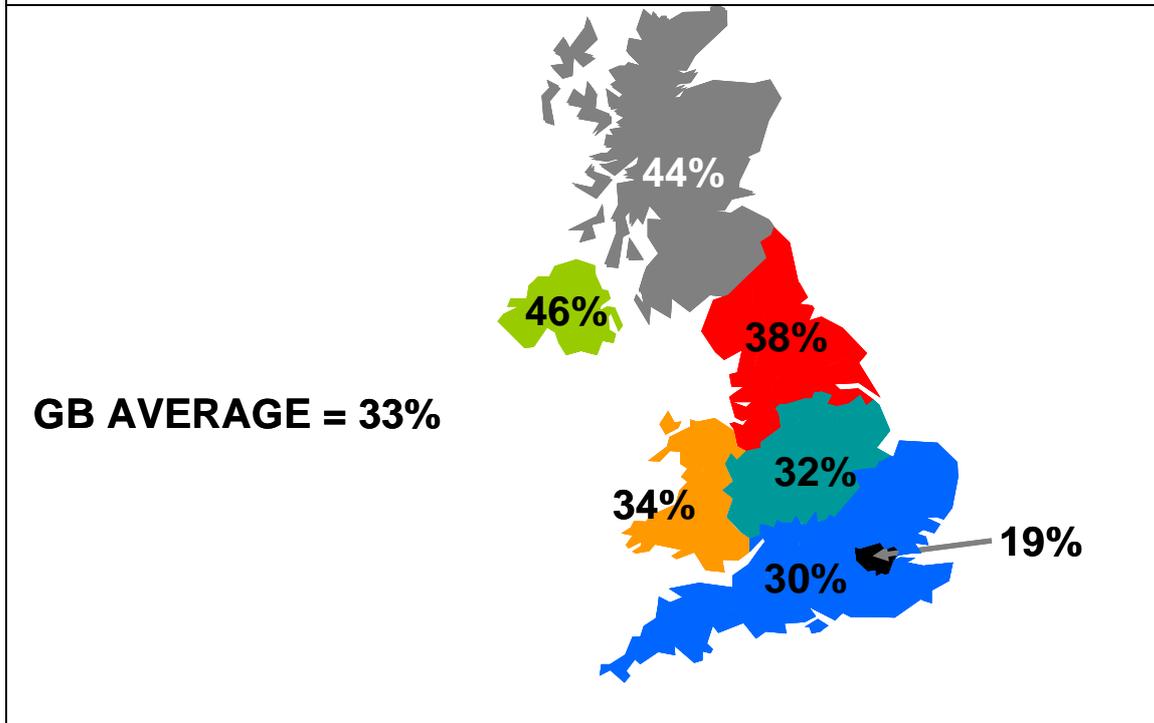


Unsurprisingly those in London are considerably more likely to be both interested and pleased about the capital hosting the 2012 Games, with nearly two-thirds (63%) of Londoners falling into the promoter category. Those in areas closer to London (the South East, South West and East Anglia) are also more likely than average to be promoters (50% compared with 43% overall). Those who live in areas further from the capital are less likely to promote the Games, presumably as these respondents think it will have far less of an effect on them, with London being so far away.

10.2 Contenteds

Those contented group of the population, who are not very interested in the 2012 Games, but pleased it will take place in the UK, are more likely to be women (37% compared with 28% of men) and younger people (39% of 15-24 year olds and 42% of those aged 25-34). They are also more likely than average to be in lower social grades – 38% of those in grades D and E are in this category, compared with 33% overall.

Chart 10.3: Contenteds by region



As chart 10.3 shows, Londoners are less likely to fall into the contented category, presumably because they are far more likely to be interested (as well as pleased) that London are hosting the Olympic Games and Paralympic Games. They will also be the people most affected by the Games, so more likely to have a (positive) opinion about the event (also connected with the fact that in general Londoners know more about plans for 2012). Those living in further away areas of the UK are more likely than average to be content about the Games (44% of respondents in Scotland, for example. Although these people may appreciate some of the benefits associated with being part of the host nation, they may be less interested in the event as it will have far less of an impact on them than it will people who are closer to, or in, London).

10.3 Detractors⁴

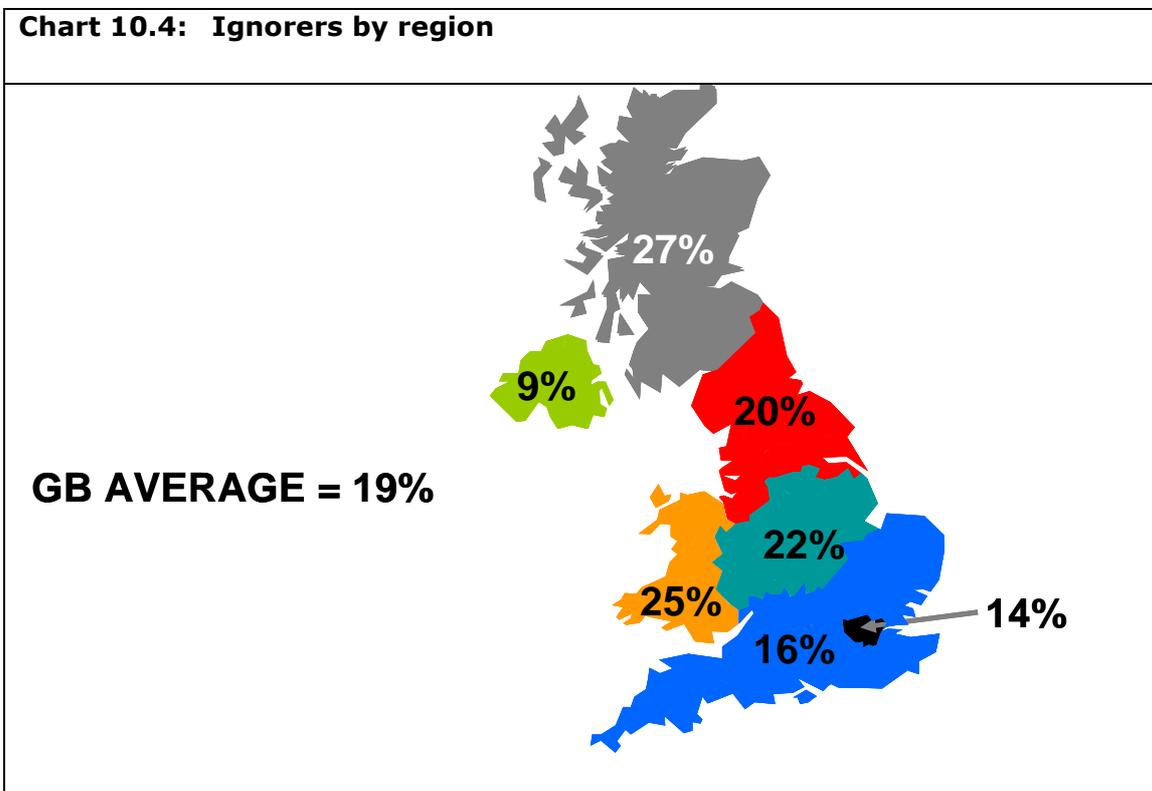
The small minority of people who are interested but not pleased about London hosting the Games are slightly more likely to be men (7%), and be older (10% of those aged 65 and above fall in to this category).

When looking at the breakdown of this group by region, those in the Midlands are most likely to be detractors (9%), followed by those in the North of England (6%).

People who live in other areas (including London) are less likely to fall into this group.

10.4 Ignorers

This group is made up of people who are neither interested nor pleased about the fact that London will be hosting the Olympic Games and Paralympic Games in 2012. Older people are more likely to be a member of this group (a quarter of respondents aged 65 plus are classified as ignorers) – personal relevance of the London Games to this group is presumably considerably lower than for younger people. Those in lower social grades are slightly more likely to be a member of this group (23% of those in group DE compared with 19% overall), though gender does not appear to have an effect on this group.



Those in areas further away from the capital are more likely to be ignorers. For example over a quarter of respondents in Scotland, 27%, are uninterested and displeased with London hosting the 2012 Games (see chart 10.4). Predictably those in London though are less likely to fall into this 'ignorers' category – people living in the capital are more likely to be interested and pleased about the event (as shown by the proportion of Londoners who are promoters of the Games, above).

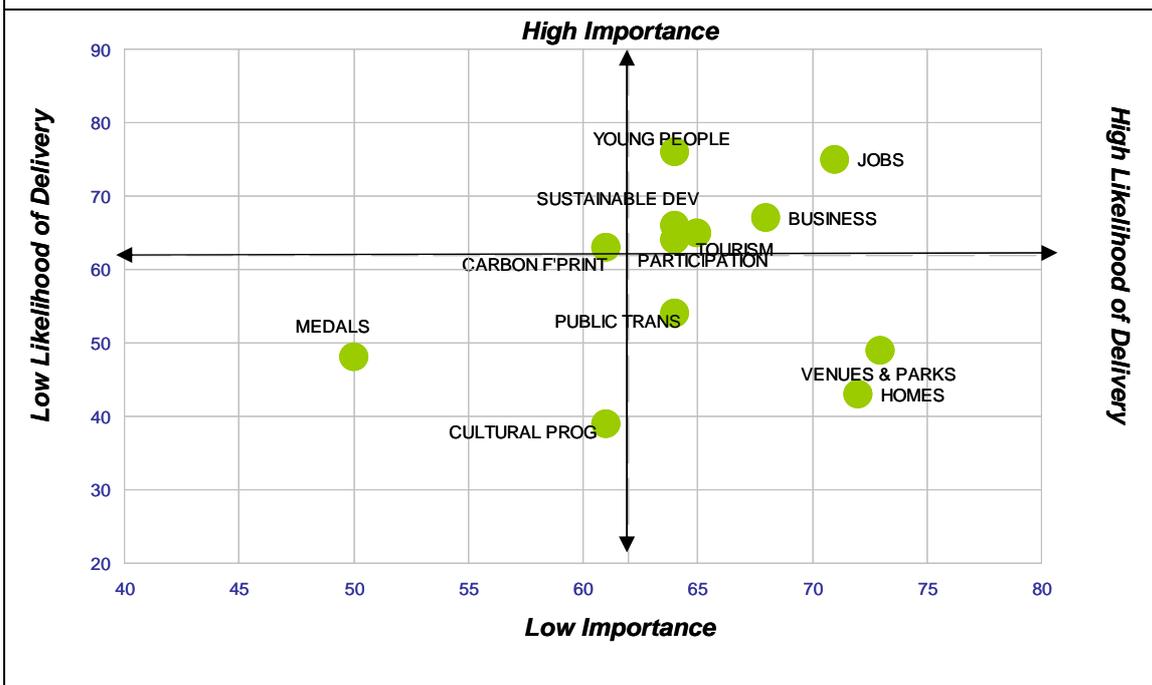
⁴ Small base sizes of this group mean that analysis must be treated with caution.

11 Matrices

From the questions asked we were able to assess which of the twelve issues covered in the survey (see statements in charts 6.1 for a list of these statements) were of most overall importance to respondents. We then analysed this against how likely respondents thought the aims were to happen. The scores for Importance and Likelihood were derived by converting the original scale questions into scores out of 100, and calculating the average for all respondents. So, a score of 100 for importance would mean that every single respondent had answered that this issue was very important.

The aim of this comparison between Importance and Likelihood was to assess key areas that the Government can focus on in their communication of information leading up to the 2012 Games.⁵

Chart 11.1: Importance (caring) versus expectation (likelihood of delivery)



As chart 11.1 shows, factors that are most important to everybody appear to be that young people are being encouraged to play a more active role in their communities, new jobs are being created, there will be more opportunities for British businesses, and that new building developments will be environmentally friendly. Things of less importance overall include the delivery of the Cultural

⁵ Please note that when we refer to 'jobs' in this chapter, the wording of the question was 'creating more jobs'/'more jobs being created'.

Olympiad, the aim to improve from 10th to 4th in the Olympic medal table, and some things related more specifically to East London, such as homes, sports venues and new parks being built.

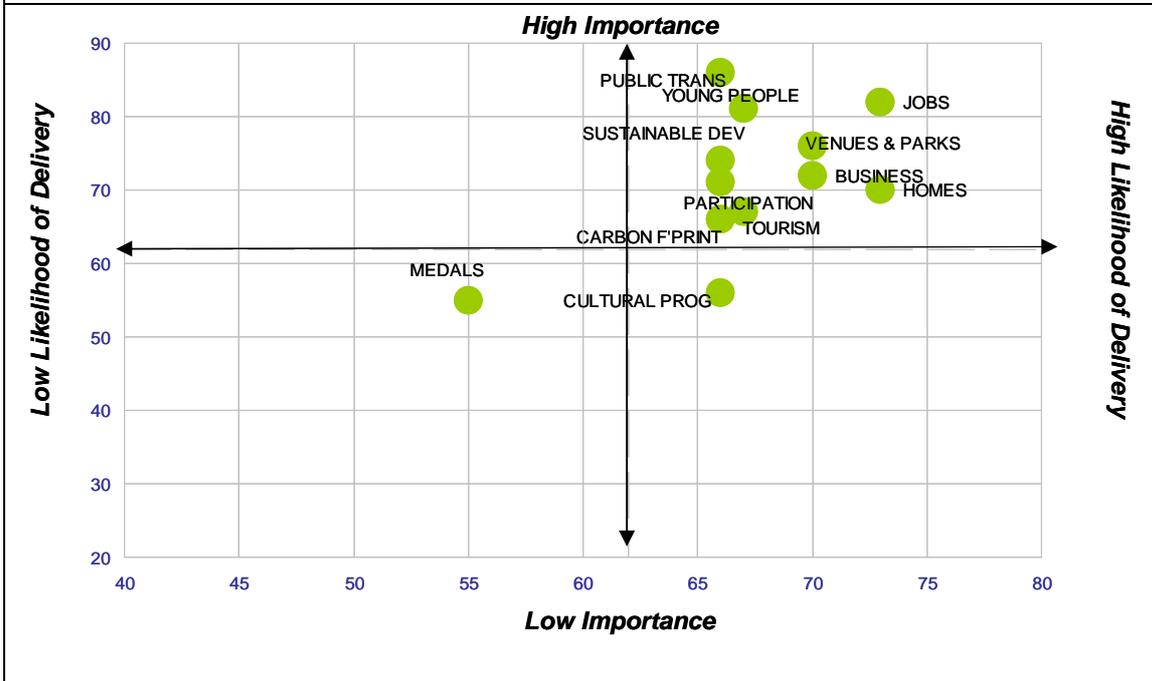
There is also a broad correlation between issues that are thought to be important, and the perceived likelihood of their delivery. Issues which are considered important but of lower likelihood (such as setting an example of how communities can reduce their carbon footprint) constitute areas where the Olympic and Paralympic Games may be at risk of perceived failure, unless success is seen to be achieved.

There are also issues of lower importance to the population outside London, but which are seen as likely to be delivered (the benefits to East London fall into this category). These would arguably be suitable for information campaigns within London but not elsewhere.

Similar relative distribution in results can be seen among all segmentation groups (promoters, detractors, ignorers and contenteds).

Chart 11.2 displays the same matrix based on London respondents. The distribution is broadly the same as above, though factors are more likely to be given a high importance (shown by more aims nearer the top of the matrix). Londoners are also more likely to think that aims are likely to be delivered (aims are further towards the right hand side of the matrix). As expected, London-specific aims such as improved public transport and new sports venues and parks in the capital are more important to the city's inhabitants.

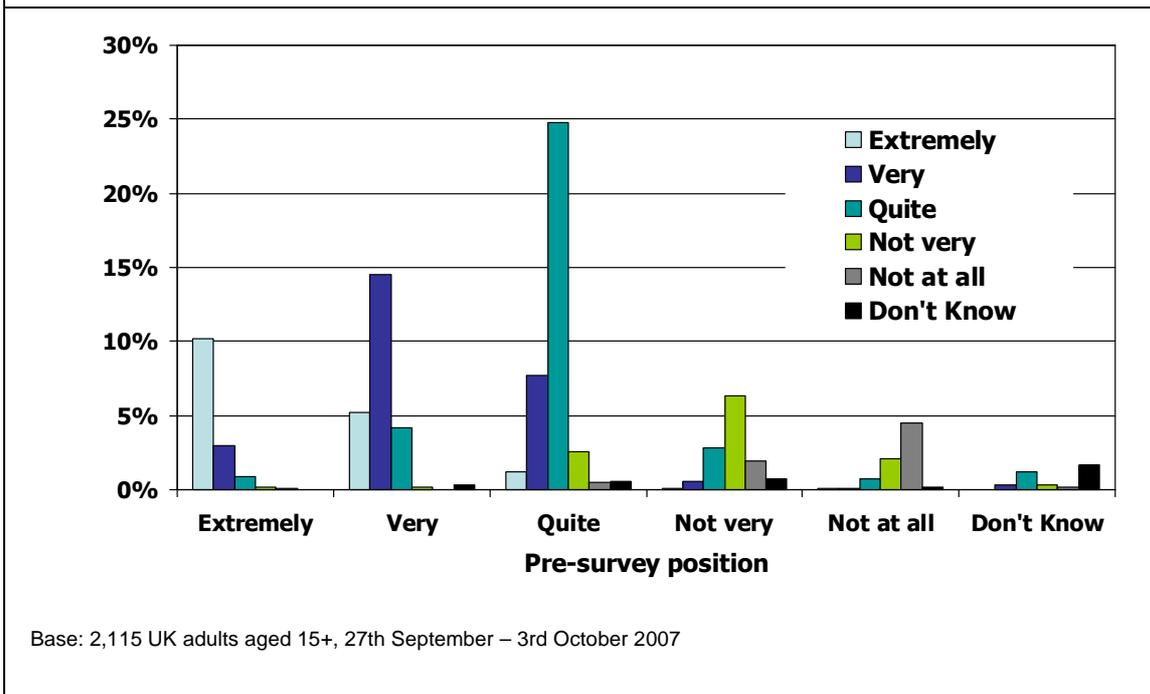
Chart 11.2: Importance (caring) versus expectation (likelihood of delivery) in London



12 Does talking about the Games change attitudes towards it?

In order to find out what effect taking part in the survey had on respondents' views, they were again asked how pleased they were that the 2012 Games are taking place in London. A comparison between the two sets of results is shown.

Chart 12.1: Thinking about the 2012 Games, how pleased are you that they will be taking place in London?



There were no major differences between respondent's views at the beginning and end of the survey. Respondents tended to be very slightly more pleased after talking and thinking about the Games that London is hosting the event. For example, the proportion of people who were extremely pleased rose from 14% pre-survey to 17% post-survey, and the proportion who were very pleased rose from 24% to 26%. People's views on issues can often change once they have had a chance to think them through. This does not appear to have happened here. However, results from the qualitative work suggest that after a much more thorough discussion of the event, people do become more positive about it.

13 Conclusions

It is clear that London 2012 is big news for the general public, with two-thirds (67%) of the population being interested in the event. There is optimism surrounding the Games too; 76% think it will be a success and 63% believe that the legacy should be wider than just sport.

People are optimistic about the impact the 2012 Games will have. Four-fifths of people (81%) think that hosting the Olympic Games and Paralympic Games will have a positive effect on London, and 70% that the impact on the country as a whole will be positive.

Certain groups are more likely to be paying attention to issues around the Games. These appear to be men, older people, and those in the higher social grades. Unsurprisingly interest is also higher in London and southern England, as these areas will be most affected. People who are displeased that the Games are taking place in London are more likely to be older people, and be living in the Midlands or Scotland.

There is some concern that London might benefit more than the UK, although opinion is divided (48% disagree with this). Results do suggest that even those who do not live near the capital appreciate that there is potential for people, and the country as a whole, to benefit from being the host nation. (Seven in ten respondents recognise it benefits the UK generally, but only 24% expect it in their area).

Over two-fifths (43%) of respondents are both pleased that London is hosting the Olympic Games and Paralympic Games in 2012, and interested in the event. Detractors (those who are displeased but interested in the event) are a small minority (5%); but overall one quarter (24%) of respondents are displeased about London hosting the Games.

People have generally heard both good and bad news about the London Games, though findings suggest that newspapers may be the main source of bad news.

It seems that regarding the aims of hosting the Olympic Games and Paralympic Games, people are most interested in, and positive about the creation of jobs, opportunities for business, and the involvement of young people in the community. People perhaps need more inspiration, belief and knowledge that other aims will be achieved.

Appendix 1

QUESTIONNAIRE

1 Before this interview, were you aware that London will host the 2012 Olympic and Paralympic Games?

- Yes
- No
- DK

If no, add text: In 2012, London is going to be hosting the Olympic and Paralympic Games.

2 Thinking about the London 2012 Olympic and Paralympic Games, are you very pleased that they will be taking place in London, quite pleased, not very pleased, or not pleased at all?

- Very pleased
- Quite pleased
- Not very pleased
- Not pleased at all
- Don't Know

3 How interested, if at all, would you say you are in the following...

[RANDOMISE LIST]

- News about elections
- National issues
- Local issues
- Activities such as films, arts and music
- The environment
- Watching sports
- Playing sports
- The London 2012 Olympic and Paralympic Games
- Getting involved in your community

- Very interested
- Fairly interested
- Not very interested
- Not at all interested
- Don't know

4 How much, if anything, do you feel you know about the current plans for the London 2012 Olympic and Paralympic Games?

- A lot
- A little
- Not very much
- Nothing
- DK

ATTITUDES TO THE 2012 GAMES

5 Overall, do you think that the London 2012 Olympic and Paralympic Games will have positive or a negative impact on:

- You personally
 - Your local area
 - the country as a whole
 - London
-
- It will have a very positive impact
 - It will have a fairly positive impact
 - Will make no difference
 - It will have a fairly negative impact
 - It will have a very negative impact
 - DK

6 Have you thought about what you want the long term benefits of the London 2012 Olympic and Paralympic Games might be?

Yes

No

[FILTER QUESTION – IF YES, ASK QUESTION BELOW]

7 What do you want the long term benefits of the London 2012 Olympic and Paralympic Games to be?

- improved sports venues
- better transport
- regeneration of East London
- more opportunities for young people
- increased participation in sports
- more visitors to the UK
- increased involvement in cultural activities (e.g. theatre, live music events)
- Other (specify)
- None of these
- DK

8 I am now going to read out some statements about the London 2012 Olympic and Paralympic Games I'd like you to tell me how much you agree or disagree with each.

[RANDOMISE LIST]

- I am confident that the UK will host a successful Games
- I think the current plans for the Games are too ambitious
- The legacy of the games should be wider than just sport
- It is only right that London should get more benefit than the rest of the UK from the Games

Use scale:

- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

AWARENESS AND EXPECTATIONS OF THE POSSIBLE LEGACY OF THE 2012 GAMES / UNDERSTANDING OF THE DIFFERENT LEGACY AREAS AND PERCEIVED BENEFITS

9 Before this interview, were you aware that the Government has the following aims for the London 2012 Olympic and Paralympic Games?:

[RANDOMISE LIST, AND KEEP CONSISTENT THROUGHOUT QUESTIONNAIRE]

- building new homes in East London
 - Great Britain improving from 10th to 4th in the Olympic medal table
 - increasing take-up in sports
 - there will be more opportunities for British business
 - encouraging young people to benefit from playing an active part in their communities
 - improving public transport in London
 - setting an example of how new building developments can be environmentally friendly
 - showing the rest of the world that the UK is a great place to visit
 - delivering a UK wide programme of cultural events called 'The Cultural Olympiad' in the run up to 2012
 - creating more jobs
 - building major new sports venues and parks in London
 - setting an example of how communities can reduce their carbon footprint
-
- Yes
 - No
 - DK

10 How much, if at all, do you care whether....

[RANDOMISE LIST]

- new homes are built in East London
- Great Britain improves from 10th to 4th in the Olympic medal table
- people increase their take-up in sports
- there will be more opportunities for British business
- young people are encouraged to benefit from playing an active part in their communities
- public transport is improved in London
- an example is set of how new building developments can be environmentally friendly
- the rest of the world sees that the UK is a great place to visit
- a UK wide programme of cultural events called 'The Cultural Olympiad' in the run up to 2012 is delivered
- more jobs are created

- major new sports venues and parks in London are built
- an example is set of how communities can reduce their carbon footprint

- I care a lot
- I care a little
- I don't care
- DK

11 Thinking now about the next five years. How likely do you think it is that...

[RANDOMISE LIST]

- new homes will be built in East London
- Great Britain will improve from 10th to 4th in the Olympic medal table
- people will increase their take-up in sports
- there will be more opportunities for British business
- young people will be encouraged to benefit from playing an active part in their communities
- public transport will improve in London
- an example will be set of how new building developments can be environmentally friendly
- the rest of the world sees that the UK is a great place to visit
- a UK wide programme of cultural events called 'The Cultural Olympiad' in the run up to 2012 is delivered
- more jobs will be created
- major new sports venues and parks in London will be built
- an example will be set of how communities can reduce their carbon footprint

- Very likely
- Quite likely
- Quite unlikely
- Very unlikely
- (Spontaneous) Don't care
- DK

12 How much progress, if any, has been made towards the following...

[RANDOMISE LIST]

- New homes being built in East London
- Great Britain improving from 10th to 4th in the Olympic medal table
- People increasing their take-up in sports
- More opportunities for British business
- Young people being encouraged to benefit from playing an active part in their communities
- Public transport improving in London
- An example being set of how new building developments can be environmentally friendly
- The rest of the world seeing that the UK is a great place to visit
- A UK wide programme of cultural events called 'The Cultural Olympiad' in the run up to 2012 being delivered
- More jobs being created
- Major new sports venues and parks in London being built
- An example being set of how communities can reduce their carbon footprint

Use scale:

- A great deal of progress
- A fair amount of progress
- Not very much progress
- No progress at all
- DK

PERCEIVED IMPORTANCE AND RELEVANCE OF THE LEGACY BENEFITS

13 Out of the following five promises the Government has made about the London 2012 Olympic and Paralympic Games, which two do you think are most important for the UK?

[RANDOMISE LIST BUT KEEP CONSISTENT FOR Q13]

- Making the UK a world-leading sporting nation
- Transforming the heart of East London
- Inspiring a new generation of young people to take part in local volunteering, cultural and physical activity
- Making the Olympic Park a blueprint for sustainable living
- Demonstrating the UK is a creative, inclusive, and welcoming place to live in, visit, and do business
- DK

14 And which two are most important to you?

- Making the UK a world-leading sporting nation
- Transforming the heart of East London
- Inspiring a new generation of young people to take part in local volunteering, cultural and physical activity
- Making the Olympic Park a blueprint for sustainable living
- Demonstrating the UK is a creative, inclusive, and welcoming place to live in, visit, and do business
- DK

ATTITUDES TO PARTICIPATION, THROUGH 2012 GAMES ACTIVITIES, IN SPORTS, CULTURAL ACTIVITIES AND VOLUNTEERING

15 In the last four weeks, have you done any sporting or active recreation activities?

- Yes, a lot
- Yes, a little
- No
- DK

16 And do you currently do either of these types of volunteering in your spare time?

- giving unpaid help to someone who is not a relative
- giving unpaid help as part of a group, club or organisation
- None of these
- DK

17 Do you regularly go along to or take part in, any cultural activities, in your spare time? By this I mean things like going to theatres, cinemas, museums, libraries, galleries, live music events and so on.

- Yes, a lot
- Yes, a little
- No
- DK

18 Do you think, the closer we get to London hosting the London 2012 Olympic and Paralympic Games, you will be encouraged to....

- do more sport or physical activity than you do now?
- take part in, or see, more cultural activities or exhibits than you do now?
- do more volunteering than you do now?

- Yes, a lot more
- Yes, a little more
- It will make no difference
- No, a little less
- No, a lot less
- DK

19 Which of the following phrases comes closest to your own attitude towards decisions made in the Government about the London 2012 Olympic Games and Paralympic Games?

[RANDOMISE ORDER]

- I'm not interested in how the Government makes decisions, as long as they do their job
- I like to know what the Government is doing, but I'm happy to let them get on with their job
- I would like to have the opportunity to find out about decisions made by the Government
- I would like to have more of a say in how the Government makes decisions
- I would be willing to give up one evening a month to have my say on decisions made around the Games
- DK

**20 Thinking about the information you've seen or heard recently about the London 2012 Olympic and Paralympic Games, have you heard...
...positive things?**

- Yes
- No

...negative things?

- Yes
- No
- Have not seen any information
- Don't know

21 And, thinking about the London 2012 Olympic and Paralympic Games, where would you say you get your information from?

- Newspapers
- Television
- Internet
- Friends/Family/Work colleagues
- London 2012 Olympic and Paralympic Games website

- Other (SPECIFY)
- I don't get any information
- Don't know

22 Can I just check again, thinking about the London 2012 Olympic and Paralympic Games, are you very pleased that they will be taking place in London, quite pleased, not very pleased, or not pleased at all?

- Very pleased
- Quite pleased
- Not very pleased
- Not pleased at all
- Don't Know

23 Thank you very much for helping us with this survey. We may want to contact you again to discuss the London 2012 Olympic and Paralympic Games. If we do, would you be willing to be interviewed again by BMRB?

- Yes
- No
- It depends

24 If another organisation were involved, would you be willing for that organisation to have access to the information you have given together with your name and contact details, so that they can discuss the London 2012 Olympic and Paralympic Games with you?

- Yes
- No
- It depends



department for
**culture, media
and sport**

2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk