

The 2012 Olympic and Paralympic Games

Key findings

- 85.6% of adults intend to follow the London 2012 Olympic or Paralympic Games; with 24.4% of adults actively getting involved in the Games.
- Almost two thirds (62.9%) of adults are slightly or strongly supportive of the 2012 Olympic and Paralympic Games. Although attitudes towards the Games have fluctuated over the period since 2005/06.
- In 2011/12 Q4, 7.3% of adults reported that the UK winning the bid had motivated them to do more sport or recreational physical activity.

The 2012 Olympic and Paralympic Games

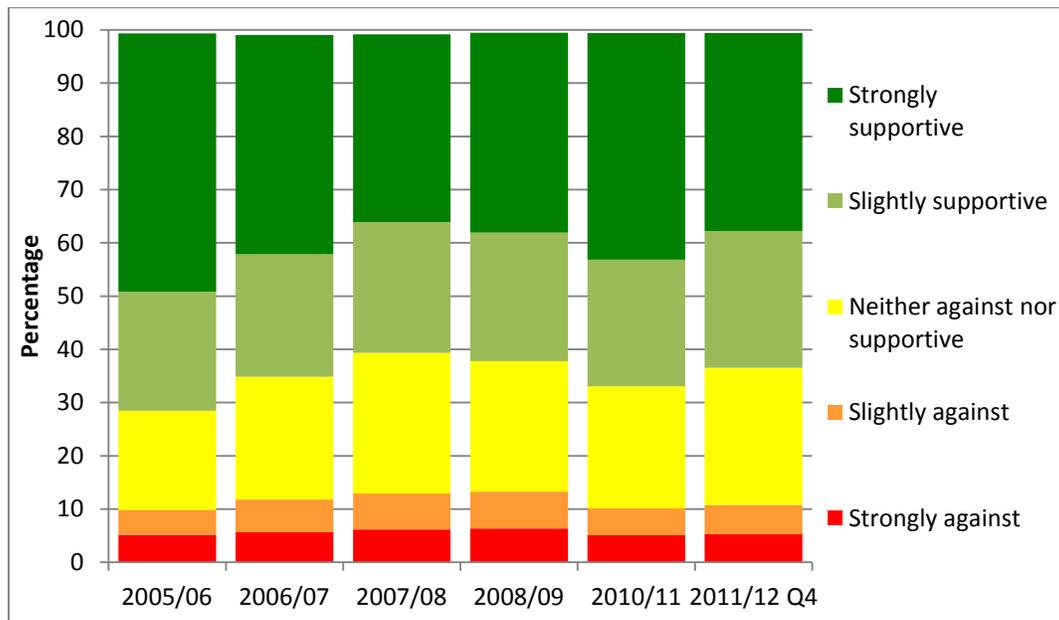
- 85.6% of adults intend to follow the London 2012 Olympic or Paralympic Games, either by watching on TV at home (81.4%), reading about it on a newspaper online or offline (32.1%), listening to it on the radio at home (15.6%), watching or listening on the internet at home (13.2%) or watching live events on a public big screen (12.4%).
- 24.4% of adults said they intend to actively follow or get involved in the London 2012 Olympic or Paralympic Games, which includes attending a free (8.7%) or ticketed (7.9%) Olympic or Paralympic event, taking part in a Games related community event or activity, e.g. street party or local Inspire Mark project (3.6%), or using a new or improved sports facility linked to the Games (2.5%). Other active involvements include gaining Games related employment or training (1.9%), taking part in a Games related cultural event or activity (1.7%) volunteering during the Games, e.g. as a Gamesmaker or London Ambassador (1.7%), or taking part in a Games related sport or physical activity (1.0%).

Attitudes towards the Games have fluctuated over the period since 2005/06

- In 2011/12 Q4, 62.9% of adults were supportive of the 2012 Games, reporting that they were slightly or strongly supportive. This is a significant decrease from 2005/06 when 71.0% reported that they were supportive.

- The proportion of those who are strongly supportive has fallen from 48.4% in 2005/06 to 37.2% in the latest results.
- The proportion of those who are slightly supportive of the Games has however increased from 22.5% to 25.7% since 2005/06. There has also been a significant increase from 2010/11 where 23.8% of adults were slightly supportive of the games.
- The proportion who are neither against nor supportive of the Games has increased from 18.4% to 25.8%, as well as those slightly against the Games (from 4.7% to 5.5%) over the same period. Adults strongly against the 2012 Games remain stable at approximately 5.2% (Figure 1.1).
- These figures clearly represent continuing strong support for the Games, however the fall in the proportion of people strongly supportive of the Games since 2005/06 might be due to a number of factors. These may include where we are in the cycle between announcement/anticipation of the games and delivery/staging. The change in economic climate since 2005 may also have affected people's attitudes.

Figure 1.1: Adult's opinion about the UK hosting the 2012 Olympic Games, 2005/06 to April 2011 – March 2012



- A higher proportion of BME adults were supportive of the Games than those with a white background (73.9% and 61.9% respectively). A significantly higher proportion of men were supportive of the Games than women (64.5% and 62.0% respectively) and those aged 25-44 years old were the most supportive age group (67.1%). The least supportive age group was those aged 75+ with 53.8% being supportive of the Games.

- A significantly higher proportion of BME participants compared to participants with a white background, said they were motivated to do more sport as a result of the UK winning the bid to host the 2012 Olympics. In 2011/12 Q4, 22.7% of BME sport participants compared to 5.4% of sport participants with a white background were motivated to do more sport or recreational physical activity.
- UK Government policy is to make use of the inspirational power of the Games and its ability to engage people from all backgrounds to increase participation across sport, volunteering and increase cultural engagement. For example, launched in 2008, the Cultural Olympiad is a four year programme of cultural activity. It includes national and local projects as part of a UK-wide Cultural Festival.
- London is now the region with the highest level of support (68.5 per cent) while those in the North East are least supportive (56.5%). However, the levels of support within London vary, and between July 2005 and March 2012, 73.6% of respondents in Waltham Forest (a host borough) were supportive of the Games, compared to 56.0% of respondents in Bexley (Figure 1.2).

Figure 1.2: Proportion of adults who are slightly or strongly supportive of the UK hosting the 2012 Olympic Games, London, July 2005 to March 2012

