



department for  
**culture, media  
and sport**

# London 2012 Legacy Research

## Wave 2, 2008

### Quantitative Report

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## Table of contents

Executive summary .....	3
1 Introduction .....	9
2 Interest in the 2012 Games .....	12
3 Enthusiasm for London hosting the 2012 Games .....	15
4 Segmenting the public based on interest and enthusiasm .....	17
5 Knowledge of current plans for the 2012 Games .....	19
6 Specific opinions of the 2012 Games .....	21
7 Sources of information .....	23
8 Where benefits are expected to be felt .....	24
9 Potential impact on participation .....	26
10 Thoughts on the Olympic legacy promises .....	30
11 Awareness of current legacy initiatives .....	39
12 Conclusions .....	41
Appendix 1: The 2008 questionnaire .....	43
Appendix 2: Sampling technique & fieldwork quality .....	51
Appendix 3: Occupation groupings (social class) .....	53

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## Index of charts and tables

Chart 2.1	Interest in issues including the 2012 Olympic and Paralympic Games. .....	12
Chart 2.2	Interest in the 2012 Games by demographic group.....	13
Chart 2.3	Interest in the 2012 Games across the UK's Government Office Regions.....	14
Chart 3.1	Enthusiasm for London hosting the Games by demographic group .	15
Chart 3.2	Enthusiasm for London hosting the Games across the UK's Government Office Regions .....	16
Chart 4.1	Segmentation based on interest and enthusiasm towards London 2012.....	18
Chart 5.1	Knowledge of current plans for the 2012 Games by demographic group.....	19
Chart 5.2	Knowledge of current plans for the 2012 Games across the UK's Government Office Regions .....	20
Chart 6.1	Specific attitudes towards the 2012 Games .....	22
Chart 7.1	Hearing or reading good and bad news about London 2012.....	23
Chart 8.1	Impact of the 2012 Games on individuals and communities .....	24
Chart 9.1	Current participation in sporting, cultural activities and volunteering .. .....	27
Chart 9.2	Encouragement to participate more.....	28
Chart 9.3	Encouragement to participate more, among current participants and non-participants .....	29
Chart 10.1	Top-of-mind benefits of London 2012 .....	31
Chart 10.2	Awareness of the Government's specific aims .....	32
Chart 10.3	Caring about the Government's aims .....	35
Chart 10.4	Likelihood of the Government's aims being realised .....	36
Chart 10.5	Matrix of legacy priorities.....	38
Chart 11.6	Types of local activity which would be most welcome .....	39

## Executive summary

- This report outlines the second wave of research into national public opinion about the legacy of the 2012 Olympic and Paralympic Games, conducted between 25<sup>th</sup> September and 1<sup>st</sup> October 2008 by BMRB, on behalf of The Department for Culture, Media and Sport (DCMS).
- Results are compared to the first wave of this research project, conducted over a similar period in 2007. The timing of this study so soon after the Beijing Games means that the recent increased focus on London's plans and Team GB's performance will have had an effect on the latest results.
- The survey looks at, among other things, awareness, knowledge and caring about legacy benefits, and the expected impact of the Games on sporting, cultural and voluntary participation.
- Results are analysed at UK level, by Government Office Region, and by standard demographic and socio-economic classifications.

### Interest in the 2012 Games

- Interest in the 2012 Olympic Games and Paralympic Games has risen by six percentage points, to the point where almost three-quarters of the population (73%) are now at all interested. Within London, the figure is over four in five adults (83%).
- The number of people who are either "extremely" or "very interested" in the Games has risen by six percentage points.
- Alongside the Games, interest in playing sport and community involvement have also increased significantly, while interest in the environment, cultural activities and elections showed no change year-on-year.
- Interest in the Games continues to show a male bias (77% of men compared to 70% of women), and greater levels among those aged 25-44 and ABC1s. However, year-on-year increases in interest have come across a wide range of demographics and English regions, with the gap in interest between groups narrowing.

## **Enthusiasm towards the 2012 Games**

- The overall proportion of the population pleased that London will host the Games stands at 78%. Within this figure, 41% consider themselves to be extremely or very pleased.
- The profile of those pleased has changed in few areas. Men who are pleased have increased by 4 percentage points to 79%, so they now outnumber those women who are pleased, unchanged at 77%.
- The groups most likely to be pleased are still the 25-44s, and people in Northern Ireland; those least likely to be pleased remain the 55+ age groups and those in Scotland or the North West. The only other significant increases in being pleased have come in the East and West Midlands (both up 10 percentage points).
- A majority (83%) feel that the Games will have a positive effect on London, and on the UK as a whole (73%). Just under a third feel they will have a positive effect on them personally (30%), and on their local area (29%). These last three have all risen significantly year-on-year, with impact on “you personally” rising by 8 percentage points.
- Just over three quarters agree that they are confident that the UK will host a successful Games, unchanged by developments in progress over the last year, and the impressive Beijing Games. However, 32% now feel that the scope of the plans is too ambitious, up 3 percentage points year-on-year.

## **Knowledge of the 2012 Games**

- Claimed public knowledge of plans for the Games has remained at around four in ten over the past 12 months. Only 7% of the public claim to know a lot about plans.
- Greatest claimed knowledge levels remain higher among men (47%), ABs (55%) and those in London (57%) and the South East (48%). Unlike interest levels, knowledge among other demographic groups has not grown to narrow the gap to these more knowledgeable groups.
- The difference in knowledge of Games plans between London and other regions has narrowed, both because levels of knowledge actually fell 7 percentage points year-on-year in London, but also because knowledge in the West Midlands rose by seventeen percentage points to 43%.

## **News heard about the Games**

- Nearly half of adults heard, saw or read positive stories about the Games recently, up by 11 percentage points to 49%. At the same time, the proportion getting negative news is static at 38%, while the number of people hearing nothing at all has fallen from 29% to 22%.
- By far the most common source of information on the Games was television (78% of respondents named this medium). Half (50%) got their information from newspapers and around a quarter (23%) from the internet. All of these sources saw significant increases year-on-year.

## **The impact of the Games on participation**

### ***Sporting participation***

- Around half (53%) of the population have taken part in sport or active recreation the last four weeks prior to taking part in this survey, down 3 percentage points compared with 2007 results. As this survey only measures one time period, which is inevitably affected by the weather and other external factors, this should not necessarily be interpreted as an indication of a decrease in participation over time<sup>1</sup>. Londoners showed a major fall on this measure, down 19 percentage points to 48%.
- Four in ten adults (41%) have taken part in some kind of social sporting event to raise money for charity. This is a much more prevalent activity among those in their thirties and forties (peaking with 35-44s at 53%), and ABs (51%). These events attract more of those who are normally active, with over half of those currently participating in sport having done such an event, compared to a quarter of those who did not do sport in the preceding four weeks.
- When asked to think about how the 2012 Games might impact on their participation levels, 5% of adults believed that London 2012 will make them much more likely to do sport, and 18% a little more likely. Of the five percent who are much more likely, four percentage points come from people who already participate in sport, and only one percentage point from those who do not.

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<sup>1</sup> Taking Part data shows that 53% of adults and young people aged 16 and above in England had participated in an active sport at least once during the past four weeks.  
Source: *Taking Part: The National Survey of Culture, Leisure and Sport – Progress report on PSA3*:  
[http://www.culture.gov.uk/reference\\_library/publications/5221.aspx](http://www.culture.gov.uk/reference_library/publications/5221.aspx)

### ***Cultural participation***

- Nearly three in four adults (74%) claim to take part in regular cultural activities, including theatre, cinema and museum visits, up 3 percentage points year-on-year. 15-24s, ABs and those in the South East were most likely to take part in such activities.
- Five percent of adults believe that London 2012 will make them much more likely to do more cultural activities, and 25% a little more likely. As with intention to do more sport, four of the five percent expecting to do much more are already participating in regular cultural activities.

### ***Volunteering***

- 15% of adults claim to volunteer unpaid help to a person who is not a relative, and 23% volunteer as part of a group, which when accounting for those who do both means that a third overall (34%) do some form of volunteering. The most active in this area are those aged over 65, AB social groups and those in southern England, except London.
- Three percent of adults believe that London 2012 will make them much more likely to do more volunteering, of which two percentage points are from people already giving unpaid help. 15% consider themselves a little more likely to volunteer in some way.

### **Thoughts on the Olympic legacy**

- A third (34%) have thought about what they want the long term benefits of London 2012 to be, effectively unchanged from 33% last year. This remains significantly higher among ABs and those in the south of England, although increases have been seen among women, 65+, DEs and those in the South West and West Midlands.
- Opinions of where the legacy benefit should be felt have shifted: those feeling that the benefits should be wider than just sport have increased by 12 percentage points to 75%, and those believing that London should benefit more than the rest of the UK have increased by 5 percentage points to 40%.
- Among those who had thought about what they want the legacy to be, the top response at 47% continued to be improved sporting venues.

Opportunities for young people were cited by 40%, up 4 percentage points on 2007, while new homes in East London fell 6 percentage points to 32% and cultural participation fell 4 percentage points to 7%.

## **The legacy promises**

### ***Awareness of the Government's legacy aims***

- When prompted, large numbers of people claim to be aware of many of the Government's twelve legacy aims. Job creation (77% aware), growth in sporting participation (76%), new sports venues and parks in London (73%), demonstrating the UK is a great place to visit (72%) and moving up the medal table (72%) are the most widely known. The Cultural Olympiad is still the least known aim (25%), however awareness has increased by 10 percentage points since 2007. The park as an example of environmentally-friendly development, and carbon-neutral construction of homes are known by 41% and 33% of adults respectively.

### ***Caring about aims***

- A significant majority of the population care about the delivery of all twelve of the legacy aims. Nine in ten care that jobs are created (92%) and that young people are encouraged to get involved in playing an active part in their community (93%), while around six in ten care that new homes are built in East London (62%) and the Cultural Olympiad is delivered (64%). The greatest increase in support has come in improving medal performance, up 14 percentage points from 67% to 81%, albeit that the definition of success has had to be changed following Team GB's successes in Beijing<sup>2</sup>.
- The question on caring separated out those who care a lot from those who care a little about each aim. The aims about which most people cared a lot were job creation (65% care a lot), and encouraging young people to play an active part in their community (64% care a lot) followed by economic benefits for business and tourism (54% and 53% care a lot respectively).

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<sup>2</sup> 2007 study measured "Moving from 4<sup>th</sup> to 10<sup>th</sup> place in the medal table", while for 2008 this was changed to "improving on Team GB's Beijing medal performance"

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### ***Likelihood that aims will be achieved***

- Overall, over two-thirds of the population believe that each legacy area is at least *quite* likely to be delivered. The likelihood of building new venues and parks in London (86%) and increasing sporting participation (84%) currently have the greatest overall public confidence.
- Top-box scores for this measure, i.e. people who consider each legacy area is extremely or very likely to be delivered, are considerably lower. The greatest score was for venues and parks in London, at 57% (very or extremely likely), while only 28% believe that the Cultural Olympiad is very or extremely likely to be delivered, and only 30% believe that the developments are very or extremely likely to provide an example of how to reduce our carbon footprint.

### **Awareness of current legacy initiatives**

- Nine percent of the population are aware of a legacy activity happening within their area, and 49% are aware of an initiative to make swimming free for the under 16s and over 65s. Awareness of this particular initiative is highest among those aged 55+ and those in Northern England, while higher figures for Wales and lower figures for Scotland reflect different policies within the devolved administrations.
- Almost two in three of the population (65%) believe that extending free swimming to all would be very useful in getting more people swimming.

# 1 Introduction

The Department for Culture, Media and Sport's plans for the legacy of the 2012 Games are published in the legacy action plan: Before, during and after: making the most of the London 2012 Games. This document sets out in detail five key legacy ambitions that the Government has pledged to attain in the run-up to, and after, the 2012 Games. These legacy ambitions 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 in both autumn 2007 and autumn 2008 to undertake representative surveys of UK public opinion towards the Legacy. These two studies have respectively benchmarked, and begun to track specific measures relating to the Legacy promises, including awareness of them, how much the public cares about each, and faith in the fact that they will be delivered. The ability of the Games to inspire people to take part in more sporting, cultural or volunteering activity is also being tracked.

The surveys have been conducted using BMRB's weekly face-to-face Omnibus survey. Sampled using a form of Random Location sampling, BMRB Omnibus used computer-assisted personal interviewing to interview 2,100 respondents aged 15+ in-home. Results have been weighted to be representative of the population of Great Britain and Northern Ireland. A copy of the questionnaire and sampling methodology can be found in appendix one and two respectively.

This report presents the results of the 2008 survey, and highlights changes from 2007 that are statistically significant at 95% confidence level.

## ***A note on interpretation***

Where percentages do not add to up to 100% this can be due to a variety of factors - such as the exclusion of 'Don't Know' or 'Other' responses, multiple responses or rounding up of individual percentages. Where coded responses are combined - such as the proportion who agree a lot and agree a little - the figure may differ from the sum of all codes, this is due to rounding up during the creation of the NET

score. When a year-on-year percentage change is cited throughout this report it should be taken as percentage point change.

Throughout this report, any differences between sub-groups (regional or demographic) or year-on-year changes are flagged if they pass this 95% confidence test. In the case of the charts showing data by Government Office Region (charts 2.3, 3.2 and 5.2), such changes are highlighted by shading. The table below gives guideline figures for the differences we are looking for year-on-year, or between each sub-group and the national average, for us to be confident that the result is significantly different.

<b>Group</b>	<b>Sample Size</b>	<b>Margin of Error (50% score)</b>
All 15+	2109	2.1%
Men	991	3.1%
Women	1118	2.9%
15-24s	271	6.0%
25-34s	349	5.2%
35-44s	357	5.2%
45-54s	371	5.1%
55-64s	299	5.7%
65+	462	4.6%
AB	338	5.3%
C1	538	4.2%
C2	442	4.7%
DE	791	3.5%
London	263	6.0%
South East	388	5.0%
South West	172	7.5%
East of England	83	10.8%
Wales	80	11.0%
East Midlands	133	8.5%
West Midlands	176	7.4%
Yorkshire and The Humber	183	7.2%
North West	227	6.5%
North East	102	9.7%
Scotland	197	7.0%
Northern Ireland	105	9.6%

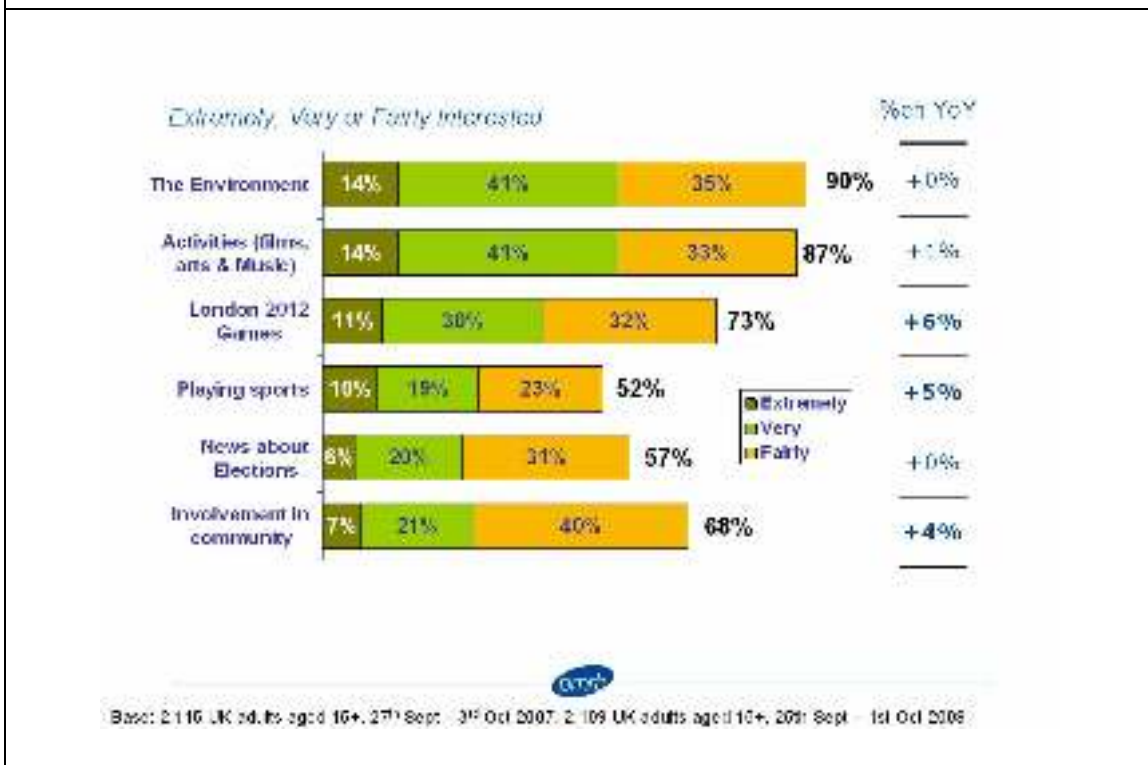
To ascertain social class, occupation details were collected for the related member of the household who has the largest income. If the Chief Income Earner is retired, it is based on his or her former occupation. If the Chief Income Earner has no formal occupation, social grading is assessed based on his/her main source of income. Interviewers are supplied with a list of occupations within industry to guide them in their assessments of social grade. Social grade is checked by KO's coding and editing staff (a summary of occupational groupings can be found in appendix 3).

Respondents were interviewed in each of the nine Government Office Regions (GOR) 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. This report differs from the 2007 edition in that we have reported Government Office Regions separately without grouping them. Respondents in nineteen London boroughs were interviewed, including a total sample of 56 across the five host boroughs (Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest). As the sample structure of the national omnibus survey is not designed for analysis at this specific level, no separate analysis has taken place for the host boroughs sample.

## 2 Interest in the 2012 Games

To understand interest in the Games in the broader context, respondents were asked how interested they were in the 2012 Games alongside five other major topics of national interest (elections, culture, the environment, playing sports, involvement in their communities). Chart 2.1 shows that the 2012 Games is ranked third in the list according to levels of overall interest (people saying they were extremely, very or fairly interested).

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



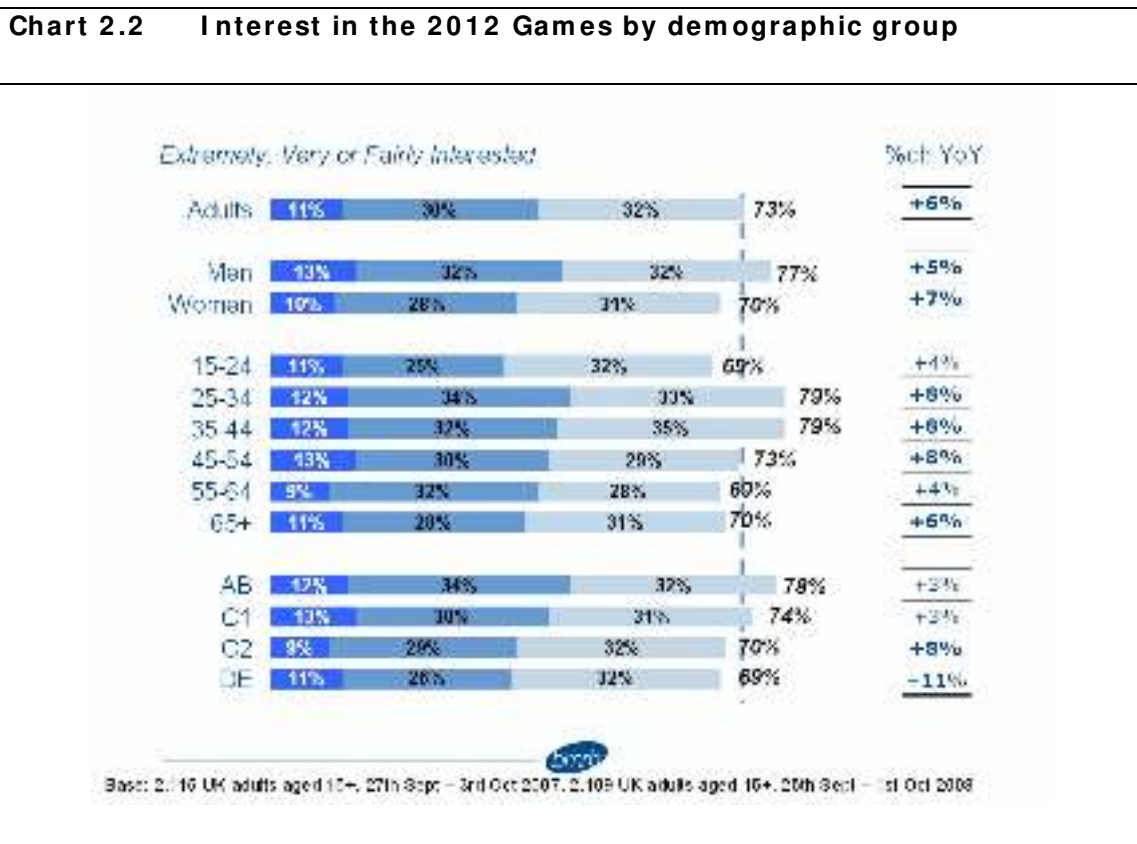
In the 2008 study, around seven in ten (73%) UK adults were interested (extremely, very or fairly) in the 2012 Olympic Games, up 6 percentage points from 2007. Two areas of public interest closely associated with the legacy of London 2012 also increased this year, with interest in playing sports up 5 percentage points to more than half of the population, and community involvement up 4 percentage points with more than two thirds of adults interested.

Of the 73% at all interested in the Games, 62% were either very or quite interested, and 11% extremely interested. This distribution of interest broadly mirrors the other subjects measured as no more than 14% were extremely interested in any one area.

As shown below in Chart 2.2, there has also been a growth in interest amongst women (rising 7 percentage points to 70%), C2s and DEs (up 8 percentage points to 70%, and up 11 percentage points to 69% respectively). Interest among these groups still lags behind men (77%) and ABs (78%), but the gap has closed compared to last year.

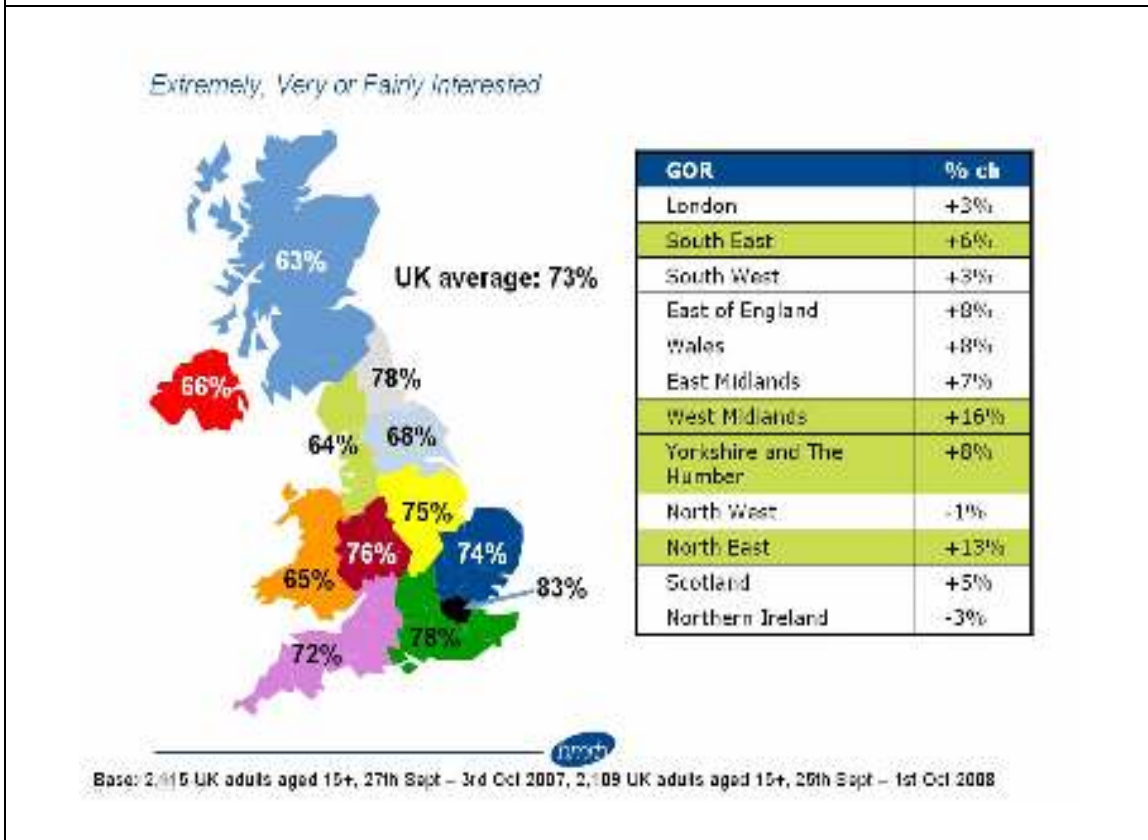
A gap in interest towards the Games between 25-44s and other age groups remains. Interest among 25-44s increased more than any other age group, up by 8 percentage points to 79%.

The proportion of adults who are extremely interested, by demographic group or indeed by region does not vary significantly from the national average.



Looking at the data by GOR, Chart 2.3 shows that London is understandably the region most interested in the 2012 Games (83%). There have been significant increases in four regions, particularly the West Midlands (up 16 percentage points to 76%).

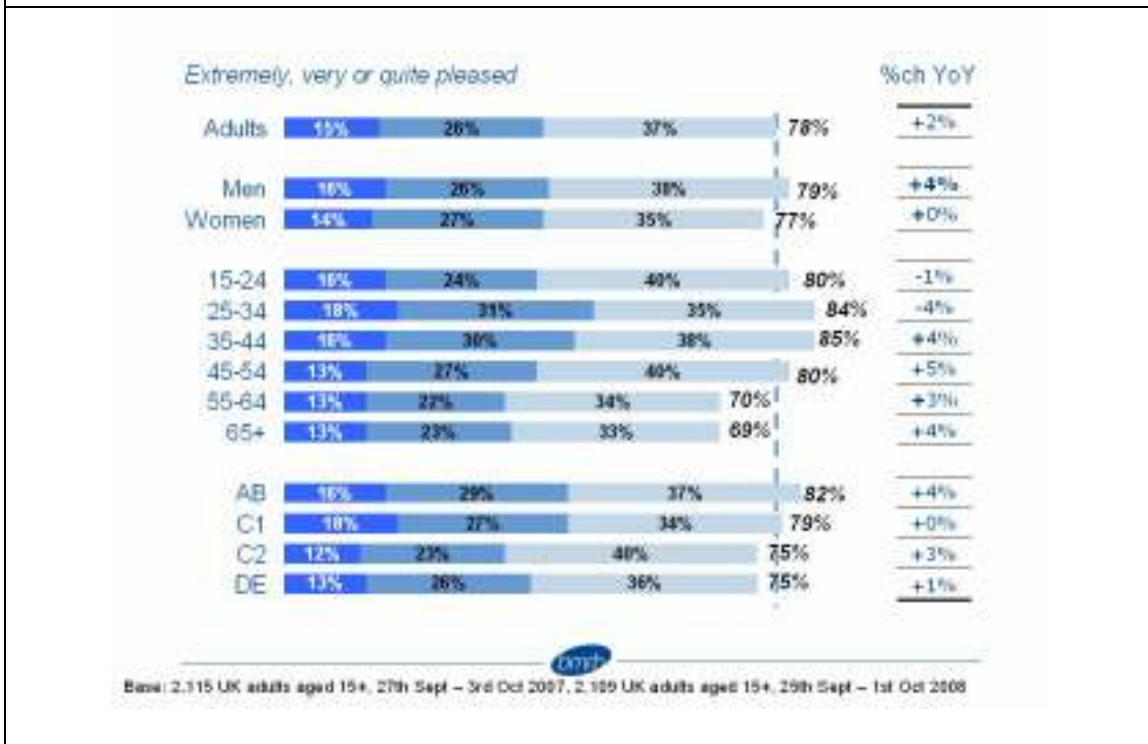
**Chart 2.3 Interest in the 2012 Games across the UK's Government Office Regions**



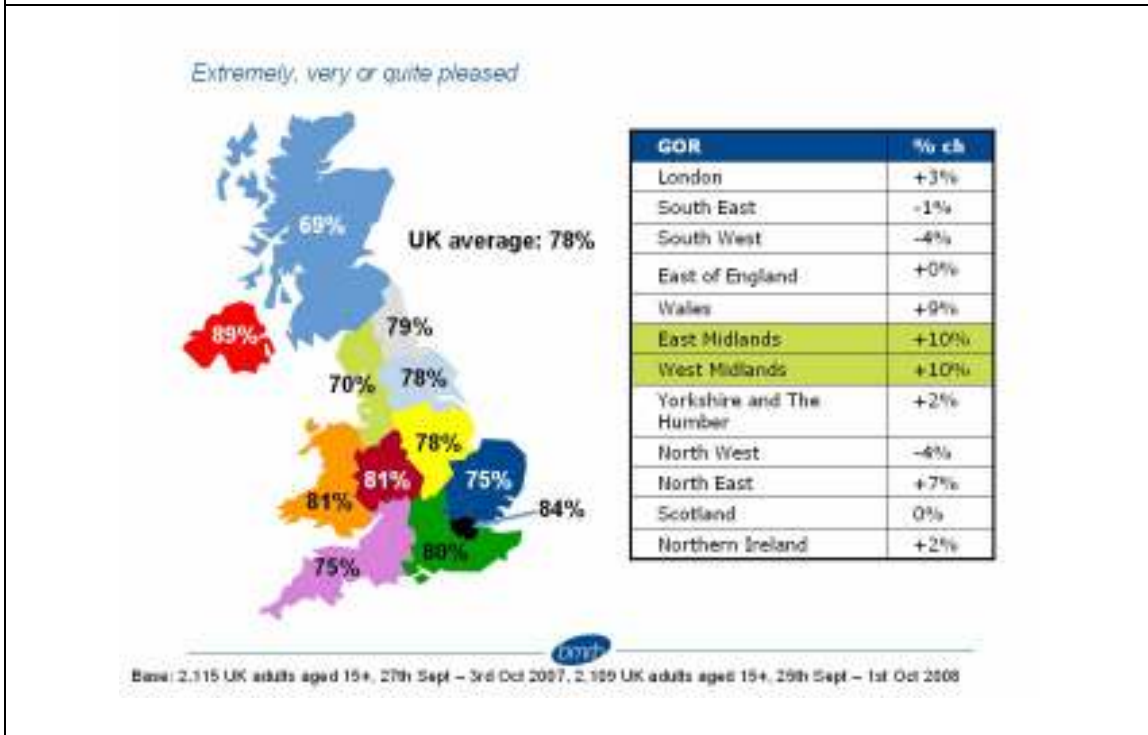
### 3 Enthusiasm for London hosting the 2012 Games

When asked how pleased they were about the fact that the 2012 Olympic Games and Paralympic Games would be taking place in London, 78% of respondents were at all pleased, representing no significant change from 2007. The proportion “extremely pleased” was 15%, while 26% were “very pleased” and 37% “fairly pleased”.

**Chart 3.1 Enthusiasm for London hosting the Games by demographic group**



**Chart 3.2 Enthusiasm for London hosting the Games across the UK's Government Office Regions**



Across demographic groups shown in Chart 3.1, the only significant variances from the average are among age groups, with 25-44s being significantly more pleased, and 55+ significantly less pleased. The pattern of higher scores among men, the 25-54s and those in social grades AB that were observed for interest also appears to be there for enthusiasm: however the gaps are smaller than for interest, and we cannot be absolutely sure that these are significant.

Chart 3.2 shows significant increases year-on-year in enthusiasm in the Midlands regions, while enthusiasm in other regions has remained static or changed only slightly. Only Northern Ireland continues to show a significantly higher level of enthusiasm compared to the national average.

## 4 Segmenting the public based on interest and enthusiasm

A basic segmentation of the UK public was created from the 2007 survey, and reproduced again this year, grouping people by their interest in the 2012 Olympic and Paralympic Games, and how pleased they are that the Games are coming to London.

This segmentation aims to provide a top-level overview of public engagement with the London 2012 project, and divides people into four groups:-

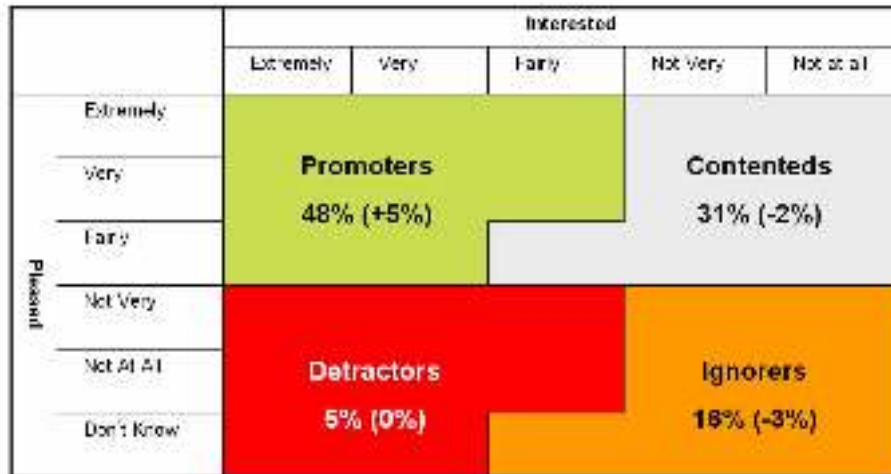
- Promoters: people who are both generally interested, and generally pleased that the Games are coming to London.
- Contenteds: people who are pleased about the Games, but not that interested.
- Detractors: people who are interested in the Games, but not pleased that they are coming to London.
- Ignorers: people who are neither pleased nor interested.

As we have already illustrated in section 2 above, the overall level of interest in London 2012 has increased, while the proportion of people pleased (section 3 above) has remained roughly the same (75% in 2007 and 77% in 2008, not a significant change according to the margin of error on this study).

The overall result of these shifts is a significant increase in the number of those falling into the “Promoters” category, shown in Chart 4.1, from 43% in 2007 to 48% in 2008.

The five percentage point gain in Promoters has come from falls in the number of Contenteds (down 2 percentage points to 31%) and Ignorers (down 3 percentage points to 16%). Detractors however have not diminished in number, remaining at 5% of the population.

**Chart 4.1 Segmentation based on interest and enthusiasm towards London 2012**



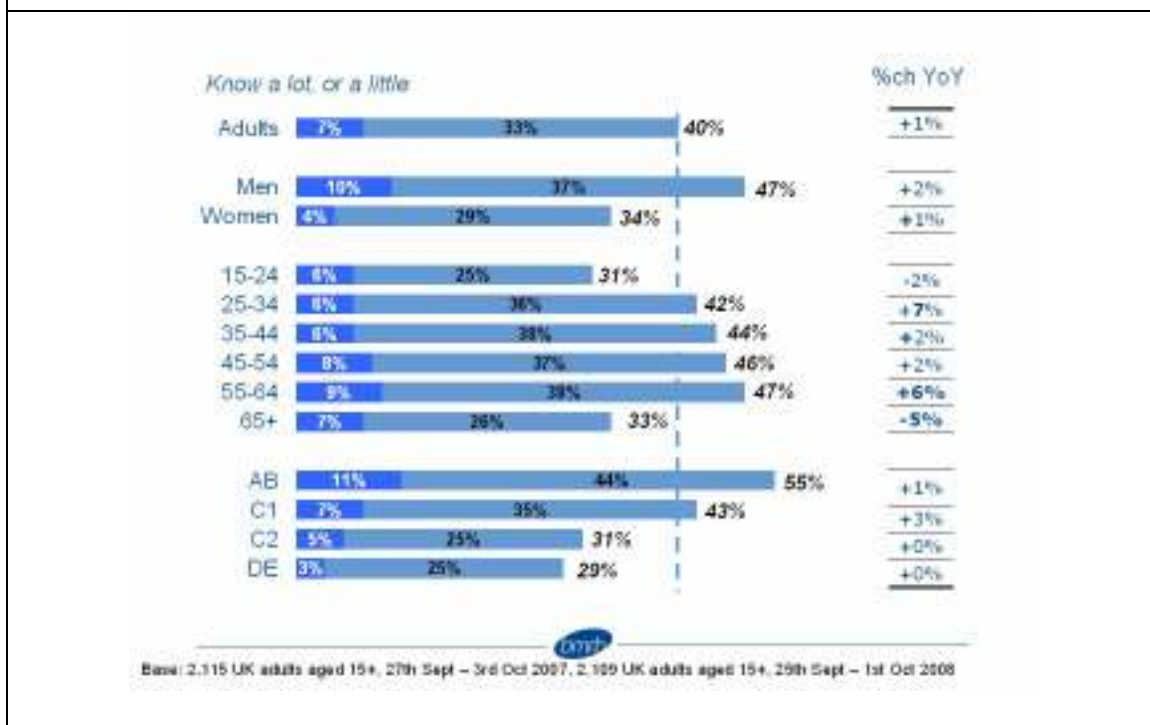
Base: 2,116 UK adults aged 16+, 27th Sept – 3rd Oct 2007, 2,109 UK adults aged 16+, 20th Sept – 1st Oct 2008

## 5 Knowledge of current plans for the 2012 Games

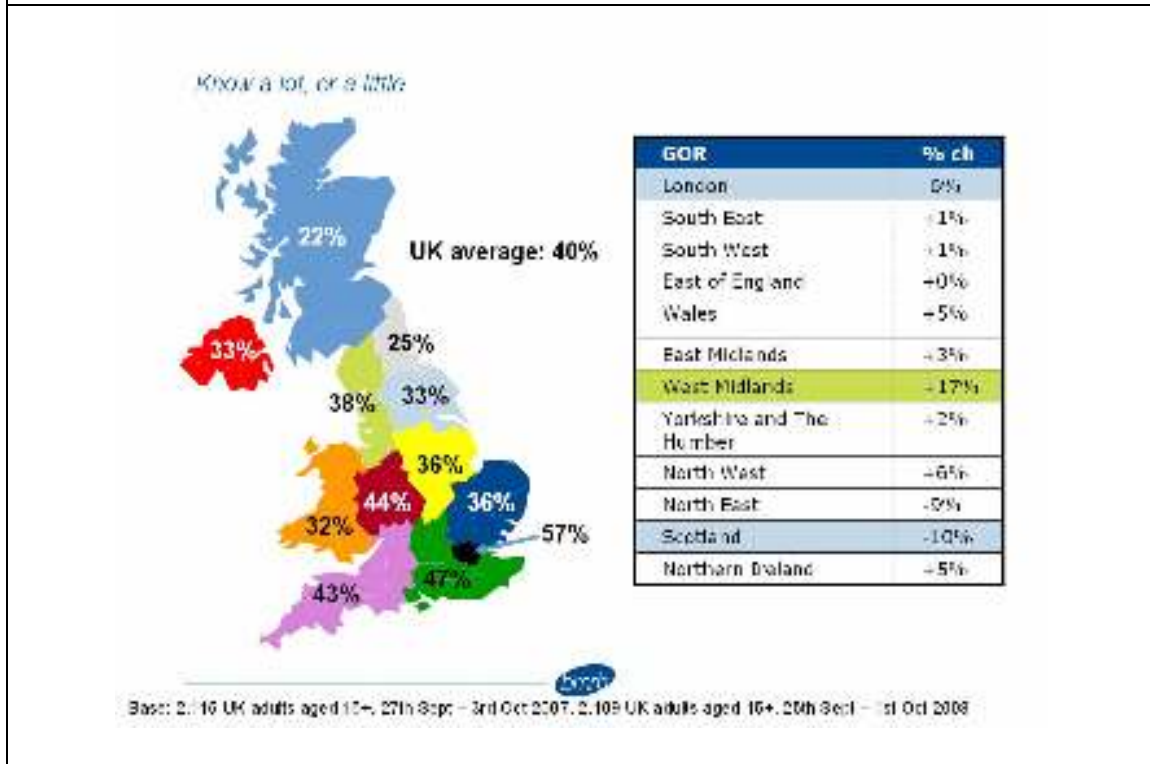
There has been no significant change overall since 2007 in claimed knowledge of plans for the Games: 7% claim to know a lot, and 33% a little, giving a total of 40% claiming any knowledge.

The groups showing above-average knowledge in Chart 5.1 are again similar to those with greater interest and enthusiasm, with men, and ABs showing greater knowledge, while 15-24s, older age groups, women and C2DEs lag behind the general population.

**Chart 5.1 Knowledge of current plans for the 2012 Games by demographic group**



**Chart 5.2 Knowledge of current plans for the 2012 Games across the UK's Government Office Regions**



Of note is the 4% of women who claim to know a lot about plans. This is less than half the 10% figure for men. In a similar vein, only 3% of DEs know a lot, compared to 11% of ABs. Mirroring their increased level of interest and enthusiasm, 52% of those from BME groups claim to know a lot or a little.

Chart 5.2 breaks down knowledge levels by Government Office Region, and shows that, to a large extent and with the exception of the North West, knowledge appears to decline the further away from London someone lives. This may be a side-effect of media reporting more about the Games in areas with greater interest levels, but the same effect does not seem to have affected enthusiasm as seen in section 3 above.

London's figure of 57% knowing a lot or a little has nevertheless fallen 6 percentage points year-on-year. The greatest increase has come in the West Midlands, up 17 percentage points to 43%, while a significant fall has been measured in Scotland.

## 6 Specific opinions of the 2012 Games

Beyond basic measures of enthusiasm, interest and knowledge, five specific attitude statements about the London 2012 Games were measured as part of this survey, with overall results shown in Chart 6.1.

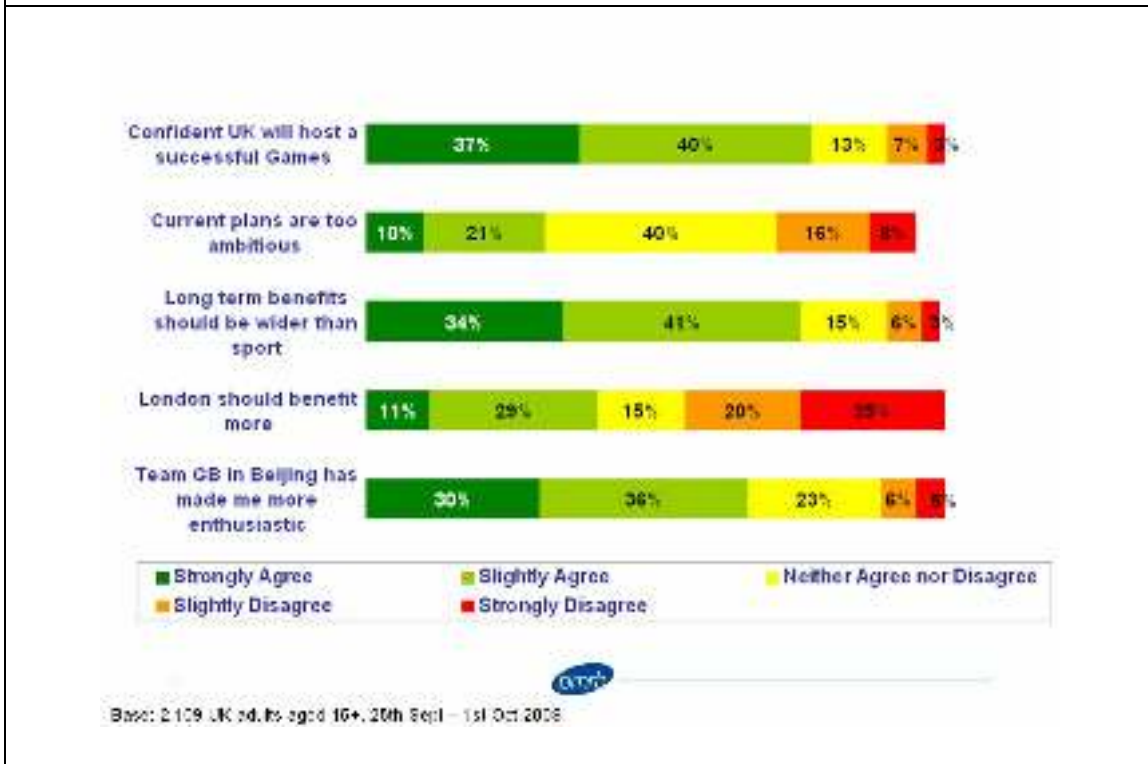
Over three quarters (76%) of the population are confident that the UK will host a successful Games, to which 37% strongly agree and 40% slightly agree (difference in sum is due to rounding of numbers). This measure has shown no real change over the last year, despite much media attention on delivery, cost, and comparison with a spectacular Beijing Games.

As with overall levels of enthusiasm outlined in section 3 above, there is limited significant differences between any demographic group and the national average, with only Wales showing a significantly lower agreement (64%) and Northern Ireland significantly higher agreement (88%) than the average.

Two thirds (66%) of the population feel Team GB's performances in Beijing has made them more enthusiastic about London 2012. There was no significant difference among the sub-groups in response to this question. As we will see in section 10 below, the most obvious area where Beijing has raised expectations and enthusiasm is in medal performances.

This particular measure has seen agreement increase by twelve percentage points since 2007, to 75% of the population, while only 9% disagree with this viewpoint. Londoners and ABs are more likely to hold this view (both 85%), while those aged 65+ and C2s are less likely to agree (68% and 66% respectively).

**Chart 6.1 Specific attitudes towards the 2012 Games**



The other two attitude statements measured show greater spread in public opinion. The public appears undecided on whether current plans are too ambitious, with 40% neither agreeing nor disagreeing with this viewpoint compared to 32% who agree and 24% who disagree. Those aged 55-64 are more likely to believe that plans are too ambitious (39%), as do 45% of Londoners.

There has been significant increase year-on-year in those believing that it is only right that London should benefit more than the rest of the UK, up 5 percentage points to 40%. A greater number still disagree with this viewpoint (45%), and disagreement is over 50% in every region outside southern England, with the notable exception of Northern Ireland.

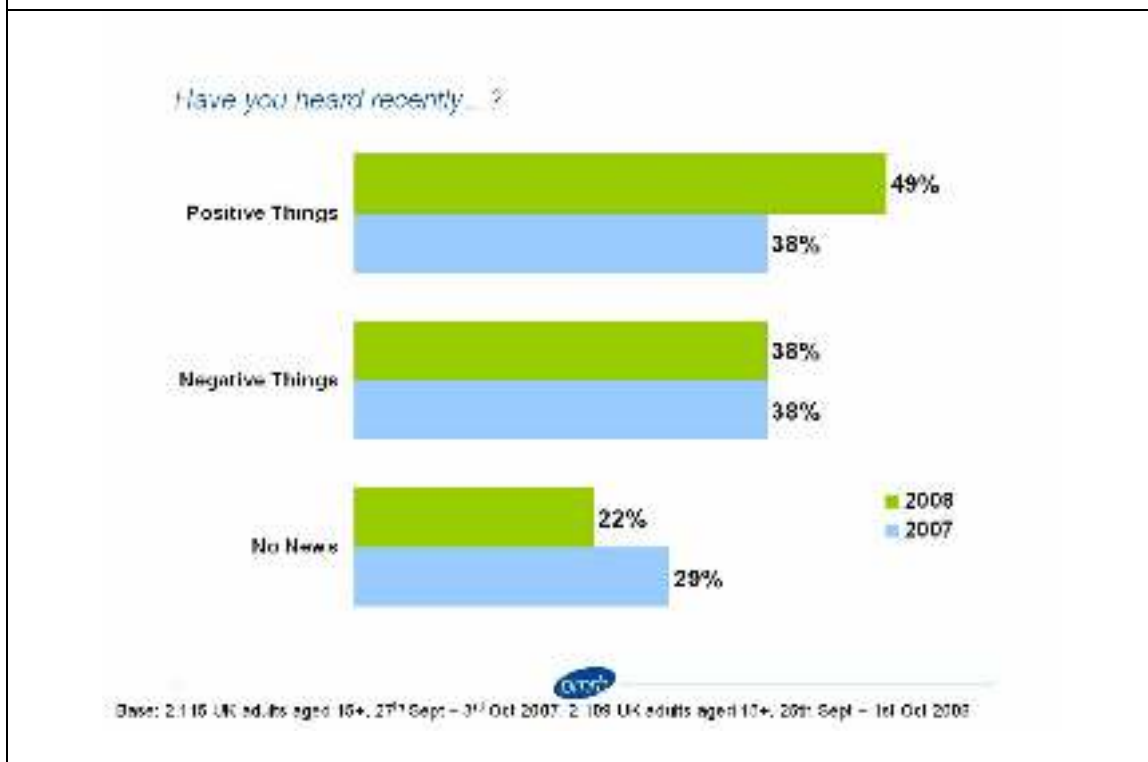
## 7 Sources of information

Perhaps as a result of Team GB's performances in Beijing, the public is remembering an increased amount of positive news and comment about the London 2012 Games in this year's survey. In the 2008 survey, just under half of adults (49%) claimed to have read or heard positive things recently, compared to 38% in 2007. Meanwhile, the proportion picking up negative things has remained static at 38% and those receiving no news at all has diminished from 29% in 2007 to 22% in 2008.

Men remain more likely to remember some news or comment, with 54% having heard positive things and 42% negative, while women are still more likely to have heard nothing at all (26%).

While the increase in positive news, and resulting decrease in no news has been seen equally across age, gender and social groups, the regional picture has been more varied. Good news is up across the board, but bad news has also increased in the South East (up 6 percentage points to 50%), West Midlands (up 9 percentage points to 37%) and Northern Ireland (up 11 percentage points to 37%). Meanwhile, those hearing bad news has fallen 10 percentage points in London to 38%, and 19 percentage points in the North East, to only 24%.

**Chart 7.1 Hearing or reading good and bad news about London 2012**



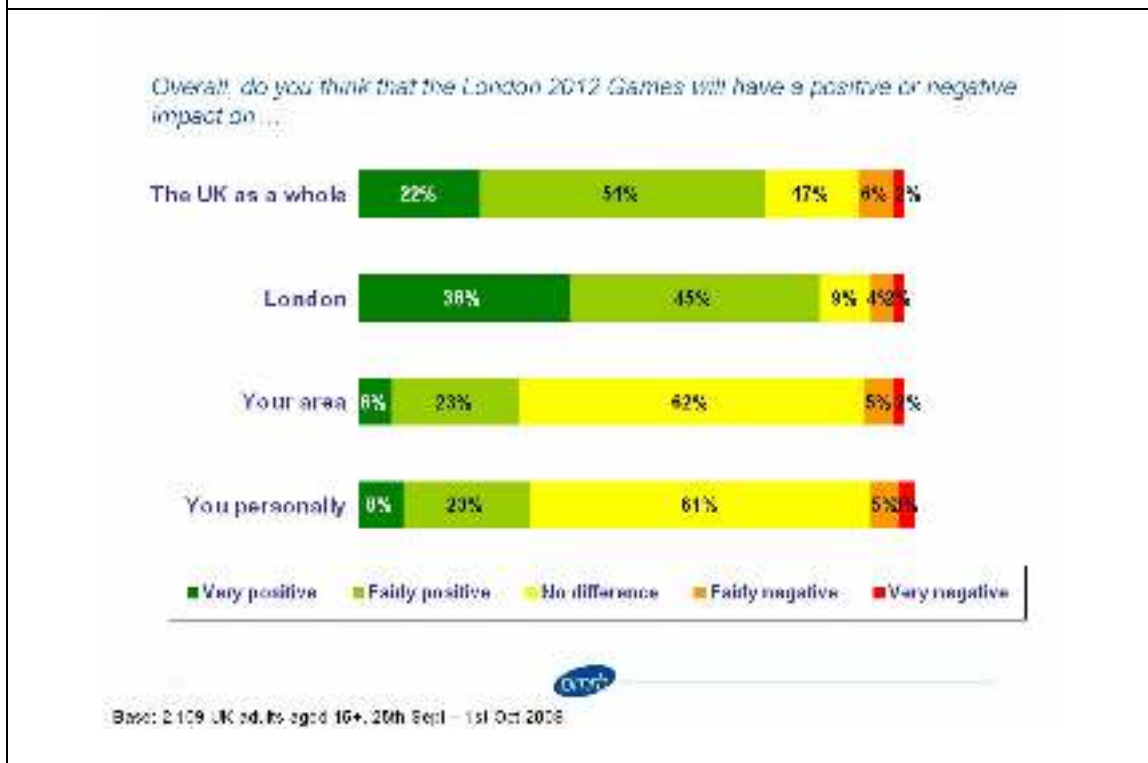
## 8 Where benefits are expected to be felt

Respondents were asked whether they felt the Games would have a positive, negative or no impact in four areas: the UK as a whole, London, their local area and themselves personally.

Just under three quarters (73%) of the UK public believe that the Games will have a positive impact on the UK as a whole, up 3 percentage points year-on-year, although the majority believe the impact will be “fairly positive” (51%) rather than “very positive” (22%). 25-34s are more likely than the average to believe in a positive impact on the UK (82%), while those over 65+ are less likely to see it (64%). In Scotland too, fewer believe this (64%).

The benefit to London is clearer for most, with 83% thinking the Games will have a positive effect there (38% very positive and 45% fairly positive). It is worth noting that fewer Londoners believe this than the average, with 27% seeing a “very positive” effect and 52% a “fairly positive” one (compared to an average of 38% and 45% respectively).

**Chart 8.1 Impact of the 2012 Games on individuals and communities**



Looking closer to home for most respondents, the majority believe that London 2012 will make no difference to their local area (61%) or themselves personally (62%). It is worth noting that these questions were asked before respondents were questioned about specific areas of Olympic legacy.

However, the numbers believing there will be a positive effect on their area (29%) or themselves personally (30%) have both risen significantly year-on-year, among a wide range of demographic and regional groups. Londoners are more likely than those in other regions to see benefits in their area or their own lives (43% and 42% respectively), as are those from BME groups (48% and 42% respectively).

Our analysis looked closely at those who saw a positive benefit for themselves or their local area, to identify if there were specific areas of legacy that might be having an impact on these people. Of the twelve legacy areas measured for awareness, caring and confidence in delivery, those who saw a positive benefit for themselves or their area were generally more positive across the board, with no notable variation for any specific legacy areas.

## 9 Potential impact on participation

### Current participation

Respondents were questioned on their sporting participation in the four weeks prior to taking part in the survey, and their participation in cultural activity and volunteering more generally, as well as how much London 2012 may encourage them to do more in each of these areas.

The questions used to ascertain current participation are similar to those used in the Taking Part questionnaire. It should however be noted that Taking Part employs year-round fieldwork, which smoothes seasonal variation in participation, especially sporting (adults and young people aged 16 and above in England are included in the Taking Part Survey)<sup>3</sup>.

Chart 9.1 shows that this study's 4-week period of reference puts active sporting participation at 53% of the population, down by a statistically insignificant 2 percentage points on 2007. The late August-early September period of reference saw far worse weather in 2008 than 2007, which may explain any fall in active sport.

At 60%, men were more likely than average to have participated in active sport, as well as 15-24s (69%), 25-34s (64%), ABs (66%), the South East (61%) and Northern Ireland (64%). Those less likely than average were women (47%), 65+ (35%), and DEs (37%).

The 2008 study asked a new question, on whether respondents had ever participated in a social sporting event to raise money for charity. 41% of the population had done so, with above-average figures among 35-44s (53%), ABs (51%), and those in the East of England (55%) and Northern Ireland (54%). Especially low figures were seen among those aged 65+ (24%), DEs (28%), Londoners (29%), and BME groups (31%). A quarter (26%) of those not currently doing active sport had tried an event like this.

Around three quarters (74%) of the population take part in regular cultural activity in their spare time, of which 29% claim to do a lot and 48% a little. As with sporting activity, higher figures are seen among ABs (85%), C1s (80%) and the South East (83%), while 65+ and DEs are below average (both 61%).

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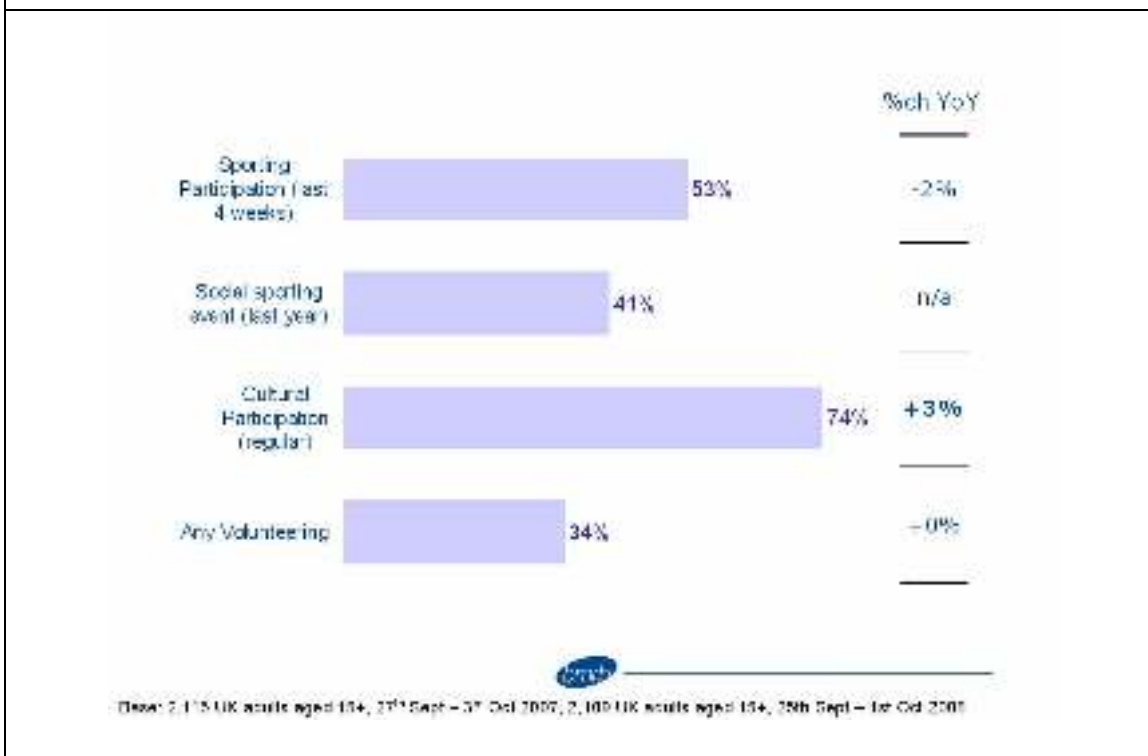
<sup>3</sup> Taking Part data shows that 53% of adults and young people aged 16 and above in England had participated in an active sport at least once during the past four weeks.

Source: *Taking Part: The National Survey of Culture, Leisure and Sport – Progress report on PSA3*: [http://www.culture.gov.uk/reference\\_library/publications/5221.aspx](http://www.culture.gov.uk/reference_library/publications/5221.aspx)

Just over a third (34%) of the population claim to do some form of volunteering in their spare time. The study specifically asked about giving unpaid help as part of a group or organisation, which 23% are doing, and giving unpaid help to a person who is not a relative, which 15% do. Four percent said they do both.

Volunteering is less common among 15-24s and 25-34s (28% and 29% respectively), and C2s or DEs (25% and 27% respectively). ABs are most likely to give unpaid help at 45%, followed by the South East and 65+ (both 39%).

**Chart 9.1 Current participation in sporting, cultural activities and volunteering**



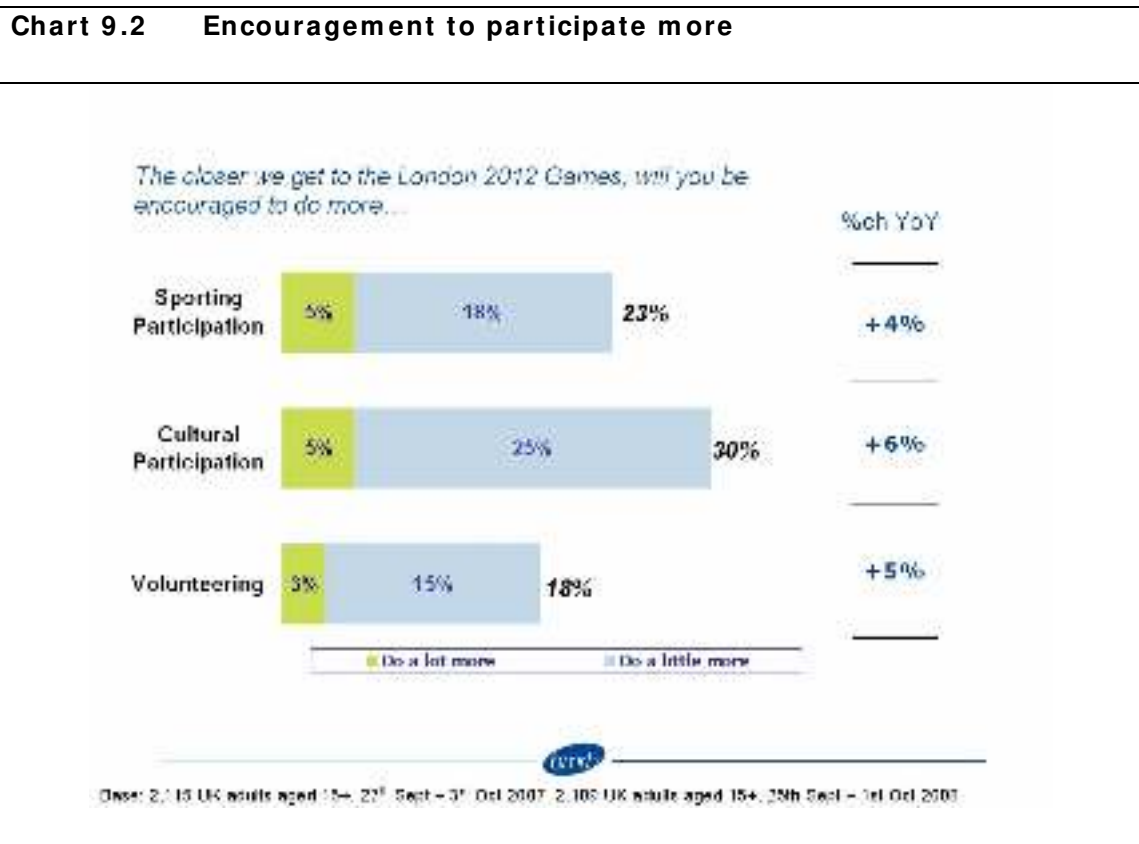
### Encouragement to participate more

After establishing current participation, respondents were asked how much more they would be encouraged to participate in these areas, as we get closer to London 2012.

The headline figures for each area show that 23% think they would do more sport, 30% more cultural activities, and 18% more volunteering than they do now. All of these figures are significantly higher than 2007.

Within the sporting participation figure, 5% believe they will do a lot more, and 18% a little. The young are especially likely to think this, with 34% of 15-34s

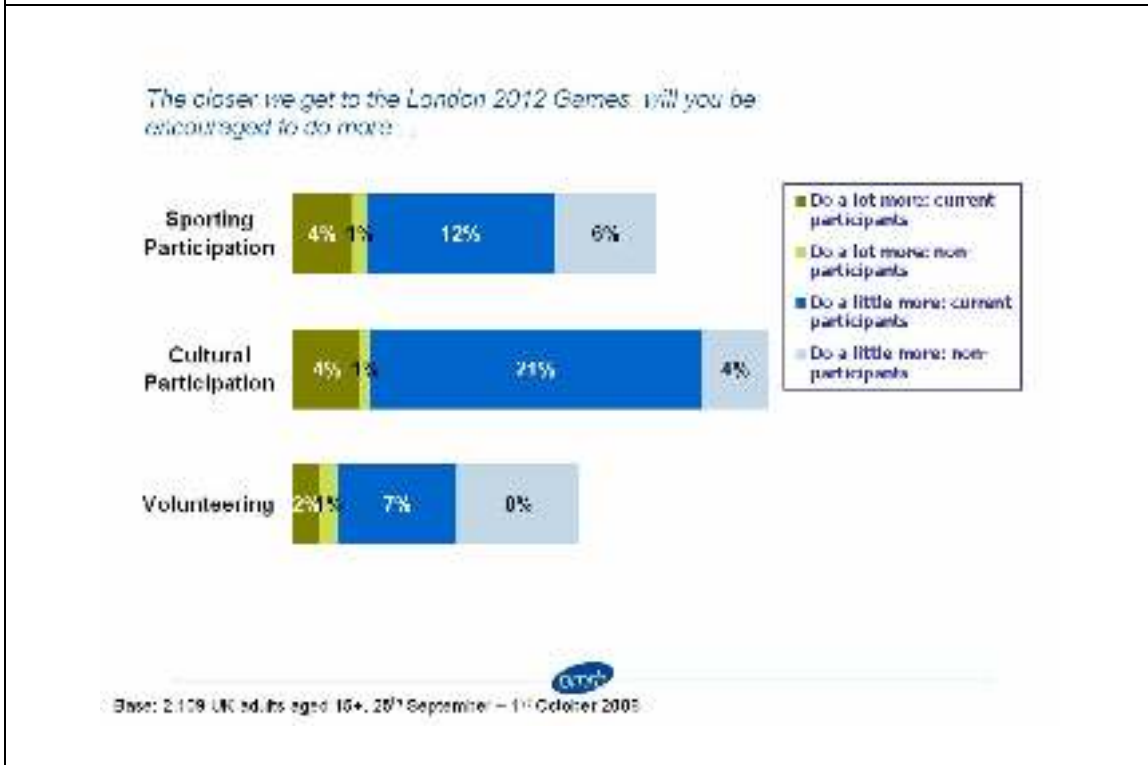
saying they will do more compared to 23% of all adults. Londoners, at 34% are also more likely to feel inspired. Older groups however are far less encouraged, with only 9% of 65+ thinking they will do more.



When we break down intention to participate more, by those who currently participate and those who do not (see chart 9.3), we see that the greatest anticipated growth is expected to be among those who already participate.

Of the 5% claiming that they would do a lot more sport, 4% are currently participating and 1% are not, while among those who think they would do a little more, 12% are participating and 6% are not.

**Chart 9.3 Encouragement to participate more, among current participants and non-participants**



As with sport, 15-24s are also more likely to believe they will do more cultural activities as a result of London 2012 (37%) compared to 30% of all adults. Londoners (42%) and those in the South East (36%) are most encouraged, while only 19% of DEs think they will do more.

Again, five percent claim they would do a lot more cultural activity, and this is split in the same way as for sport with 4% coming from current participants in culture, and 1% from non-participants. Of the 25% who think they would do a little more, 21% are current participants.

Despite lower than average figures for current volunteering, 27% of 15-24s believe they will do more compared to the average of 18%. Londoners are especially inspired to volunteer more at 35%, while among the 65+ age group which currently volunteers most, only 8% think they will volunteer more.

Finally, of the 3% claiming that they would do much more volunteering, 2% currently give unpaid help while 1% do not. Those who might volunteer a little more are evenly split with 7% being current volunteers and 8% currently not.

## 10 Thoughts on the Olympic legacy promises

### Consideration of the long-term benefits

Before asking respondents about specific elements of the Olympic legacy, they were asked if they had thought about what they want the long-term benefits of the Games to be. A third (34%) had done so, representing no significant change from a year ago.

Those more likely to have considered the long-term benefits were 45-54s (41%), ABs (48%), and those in Southern England (London 42%, South East 41% and South West 53%). 15-24s on the other hand were much less likely than the average to have thought about it (22%), as were those in Northern England (North West 27%, North East 18%), Scotland (25%) and Northern Ireland (19%).

Those who claimed to have thought about the benefits were also asked what they wanted the long-term benefits to be. Their spontaneous responses were grouped and coded into the list shown in Chart 10.1 below. These spontaneous responses are likely to reflect issues which are more to the front of people's minds, either because of their importance or because they are most easily associated with the Games.

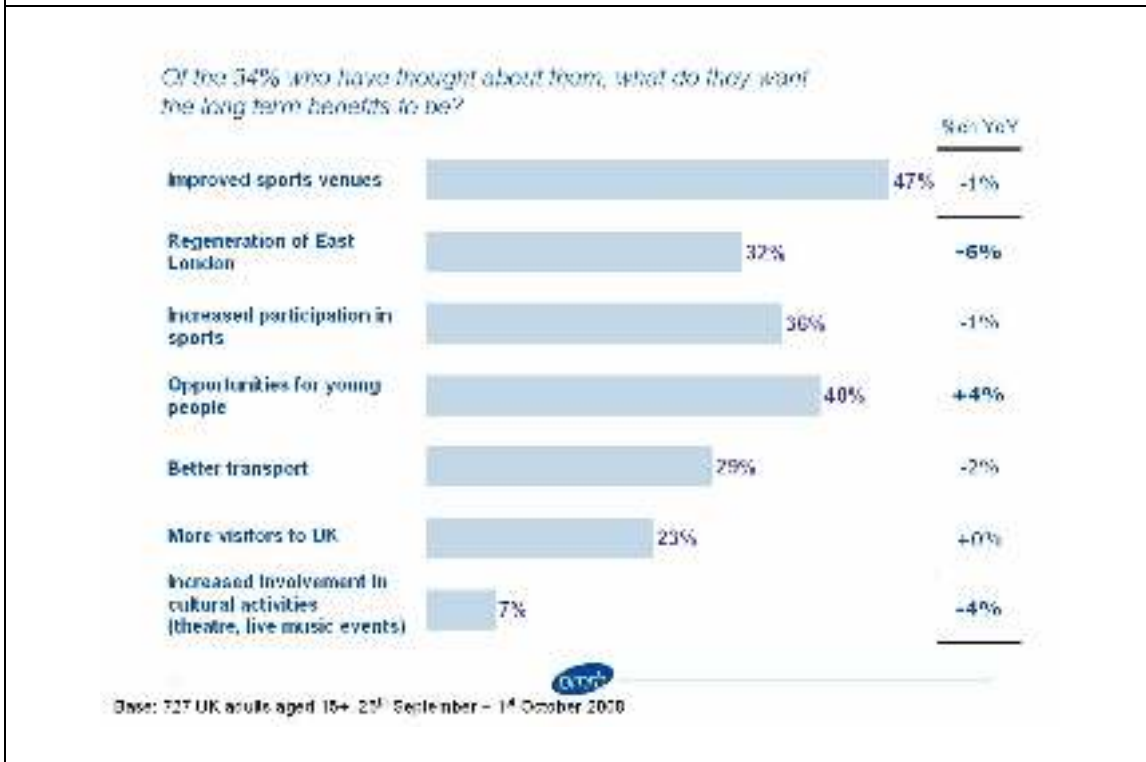
Improved sports venues continues to be the most frequently cited benefit, with 47% of those who had thought about the legacy benefits mentioning this aspect. 15-24s were more likely (56%) to cite this benefit.

Those who had mentioned sports venues were asked a supplementary question on where they thought the improved venues should be: 33% of this group said "for the Games themselves", 22% answered "in my local area" and the remaining 45% replied that the venues should be for both the Games and their local area.

Opportunities for young people were also mentioned by 40% of respondents, an increase of 4 percentage points on last year. Only Wales saw a figure significantly above average for this measure (58%).

36% mentioned increased sporting participation as a benefit, and again 15-24s were most likely to have thought of this (53%), along with those in Northern Ireland (56%).

**Chart 10.1 Top-of-mind benefits of London 2012**



The regeneration of East London was less likely to be mentioned in 2008, falling by 6 percentage points to 32%. A clear exception was in London, where this measure increased by 12 percentage points to 48%. It was also more than twice as likely to be mentioned by ABs (43%) than C2DES (20%).

Better transport showed no significant change at 29%, but this was also cited much more frequently by Londoners (47%) and ABs (38%).

**Awareness of the Government’s aims**

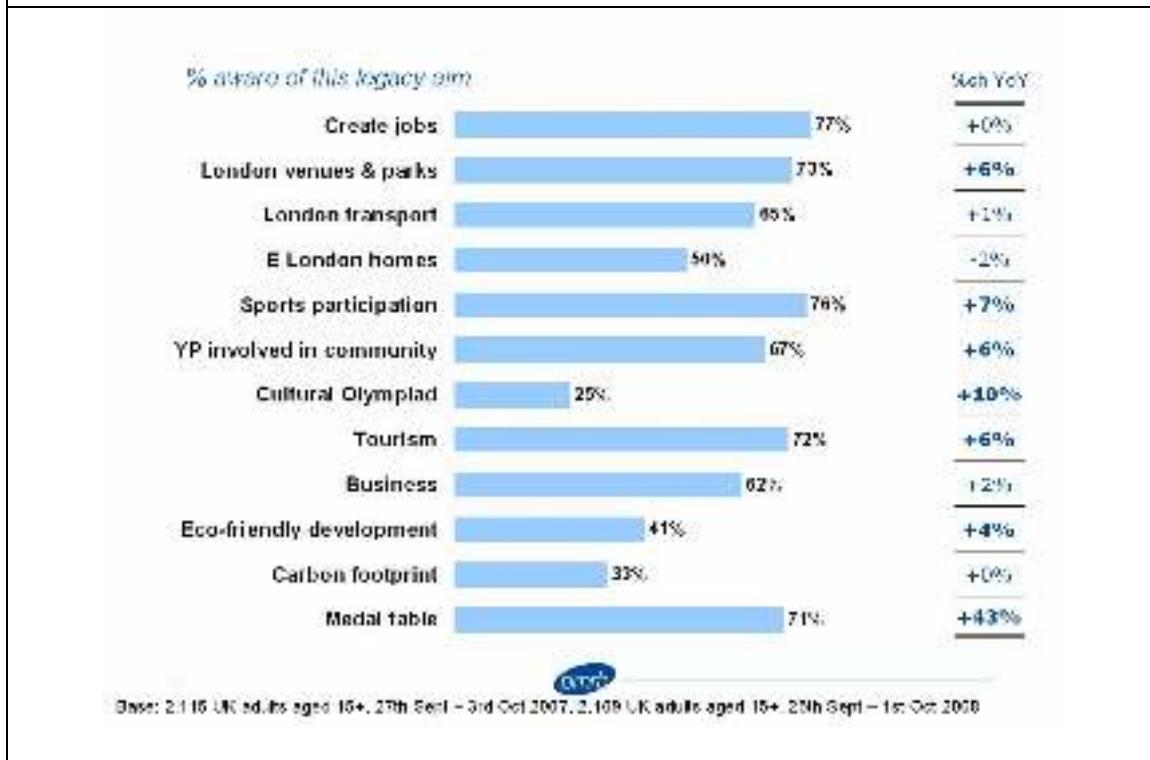
Respondents were also prompted with simplified versions of the Government’s Legacy aims for the 2012 Olympic and Paralympic Games:-

- Improving on Team GB’s medal performance;
- Creating more jobs;
- Building major new sports venues and parks in London;
- Improving public transport in London;
- Building new homes in East London;

- Increasing take-up in sports;
- Encouraging young people to benefit from playing an active part in their communities;
- Developing a UK-wide programme of cultural events called the “Cultural Olympiad” in the run-up to 2012;
- Showing the rest of the World that the UK is a great place to visit;
- More opportunities for British business;
- Setting an example of how new business developments can be environmentally-friendly;
- Setting an example of how communities can reduce their carbon footprint.

Overall awareness of each of these aims is shown in Chart 10.2 below.

**Chart 10.2 Awareness of the Government’s specific aims**



The greatest change in awareness of aims since last year’s study related to improving Britain’s performance in the medals table, as this was the focus of much of the coverage of the Beijing Olympics. The 2007 study measured awareness of the aim to move from 10<sup>th</sup> to 4<sup>th</sup> in the medal table, in the 2008 survey the aim was more simply expressed as further improvement as that position was attained in Beijing.

Within the infrastructure benefits, listed as the top four above, job creation had the highest awareness at 77%, and was particularly noted among ABs (85%) and those in the South East (87%).

Awareness of new sports venues and parks in London rose 6 percentage points year-on-year to 73%, and also had greater salience among ABs (84%), C1s (79%) and the South East (79%).

65% of the public were aware of the Public Transport aims, more so among men (70%), ABs again (80%), and Londoners (84%).

New homes in East London, which stood effectively unchanged at 50% awareness among the general population, was still known among 70% of Londoners and 66% of ABs.

All specific elements in the area of social legacy increased significantly year-on-year. Up 7 percentage points to 76%, increasing take-up in sports was again particularly known among ABs (84%), but less so among DEs (64%) and the 15-24s (70%).

Getting young people more involved in their communities was up 6 percentage points to 67% in terms of awareness, and was particularly known among the 65+ (73%), Londoners (75%) and those in the South East (74%).

The Cultural Olympiad saw the greatest increase, up 10 percentage points to 25%, albeit from a low base last year. ABs again (31%) and those in London (41%) were most aware of this.

Economic benefits from business opportunities rose by 6 percentage points to 72%, and was again more salient among ABs (71%), but also among 45-54s (69%), and less so among 15-24s (54%). Tourism benefits were known to 62% of adults, 80% of ABs and 83% of Londoners.

Environmentally-friendly construction was known to 41% of adults, up 4 percentage points, and setting an example of how to reduce the carbon footprint was known to 33%. Both of these were more widely known among those aged 65+ and Londoners, and less known among those aged 15-24.

## **Caring about the Government's aims**

Respondents were then asked how much they cared that each of these aims should be achieved, using a scale of "care a lot", "care a little" or "don't care". The results of this question are shown in Chart 10.3.

Young people being encouraged to play an active part in their communities was the aim with the greatest number caring at all (93% saying "a lot" or "a little"), while Job creation was the aim that most people care about "a lot", at 65%.

Looking at how much people care about each theme, job creation and opportunities for young people showed more people caring a lot, than caring a little, by a ratio of over two to one. The proportion that cares a lot about 2012's ability to create jobs rose significantly by 5 percentage points.

The economic benefits of tourism and business opportunities also had a majority caring a lot rather than a little. The reverse is the case for new homes in East London, and the Cultural Olympiad, where those caring only a little outnumbered those caring a lot significantly.

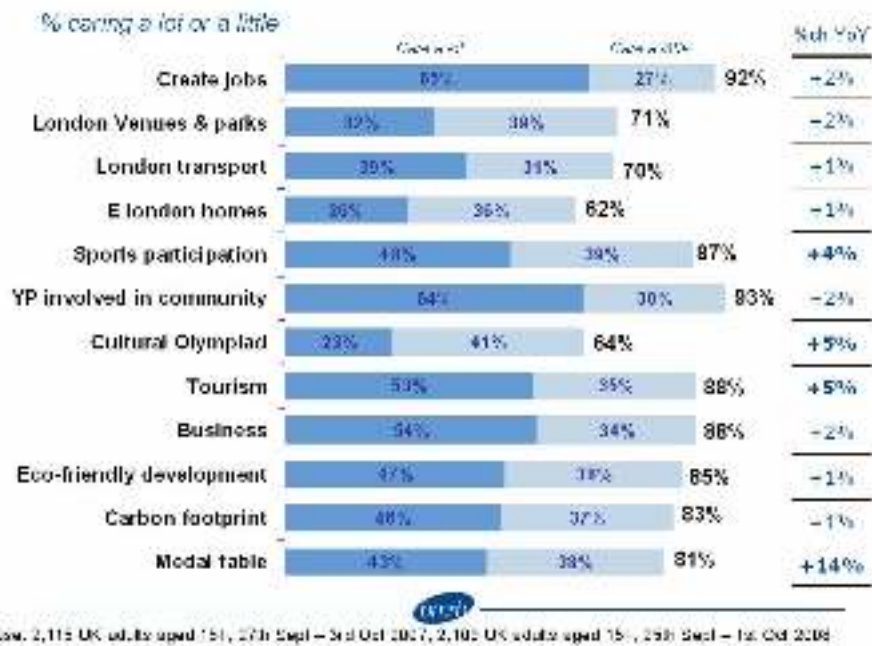
In a similar pattern to the awareness scores, in almost every case, ABs were significantly more likely to care and DEs significantly less likely to care. The only exception was caring about improving Britain's position in the medal table, where DEs were closer to the national average.

15-24s were less likely to care about London's venues and parks (63% vs 71% average), and new homes (52%), which 25-24s were also less likely to care about (55%).

Unsurprisingly, Londoners and those in the South East were more likely to care about London's venues and parks (93% and 85% for London and the SE respectively), public transport (94% and 88%), and homes (88% and 77%). They were also more concerned about environmentally-friendly developments (93% and 92%) and reducing the carbon footprint (90% in each region).

Londoners and those in the North-East were most likely to care about the Cultural Olympiad (78% and 77% respectively versus a national average of 64%).

**Chart 10.3 Caring about the Government's aims**



**Confidence in the delivery of the legacy aims**

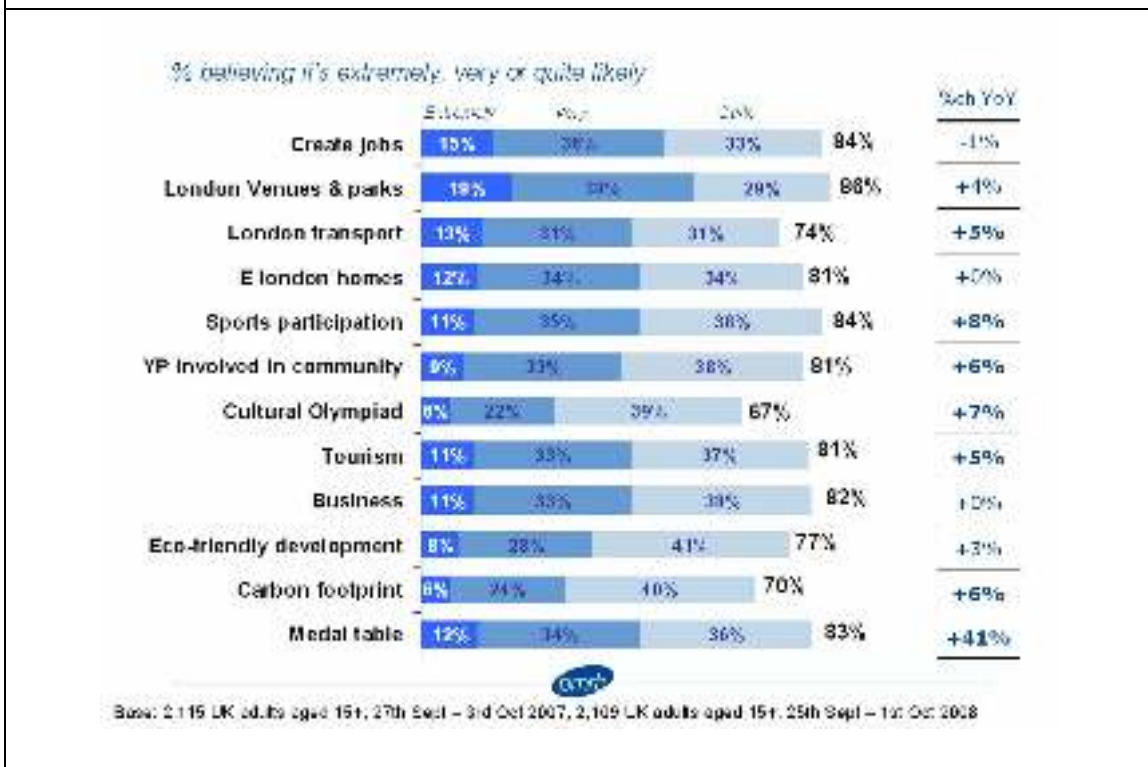
The list of twelve legacy aims was finally measured against likelihood of realisation, using a five point scale (extremely likely, very likely, quite likely, quite unlikely, very unlikely). The results of this question are shown in Chart 10.4.

For all of the legacy aims, a majority of respondents consider them to be very or quite likely to be achieved, while those who consider them extremely likely are in a minority at this stage.

The greatest confidence is in the area of infrastructure and economic benefits. Major new venues and parks being built in London has an overall likelihood score of 86%, up 4 percentage points on 2007, and of which 19% consider it extremely likely. This is followed by job creation with 84% considering it at all likely, and 15% extremely likely, but this score has not shifted significantly since 2007.

Improved public transport in London has gained by 5 percentage points to 74% of the population considering it at all likely, as has presenting Britain as a great place to visit (“Tourism” in chart 10.4, up 5 percentage points to 81%).

**Chart 10.4 Likelihood of the Government's aims being realised**



Stronger year-on-year gains have been seen among the participation legacy areas, with likelihood of sporting participation increasing by 8 percentage points to 84%, the Cultural Olympiad up 7 percentage points to 67% and young people being more involved in their communities up 6 percentage points to 81%.

Following Beijing, there seems to be widespread expectation that Team GB can improve further, with 83% considering this at all likely, and almost half (46%) believing it to be extremely or very likely.

Very little demographic or regional variance exists between these scores. As with other measures, those aged 65+ or in social class DE are significantly less confident, while Londoners and those in Northern Ireland are more confident than the average.

## The public's legacy priorities

Plotting each legacy area in terms of how much the public care about it, and how likely they believe it will happen, allows us to assess those legacy areas that they consider more or less critical.

Scores for caring and likelihood have been converted into average scores out of 100, to plot the twelve legacy areas onto the matrix in Chart 10.5. Based on average scores for caring and for likelihood of delivery, we have come up with four quadrants that very broadly describe the importance to the general public of delivering each of the legacy promises:-

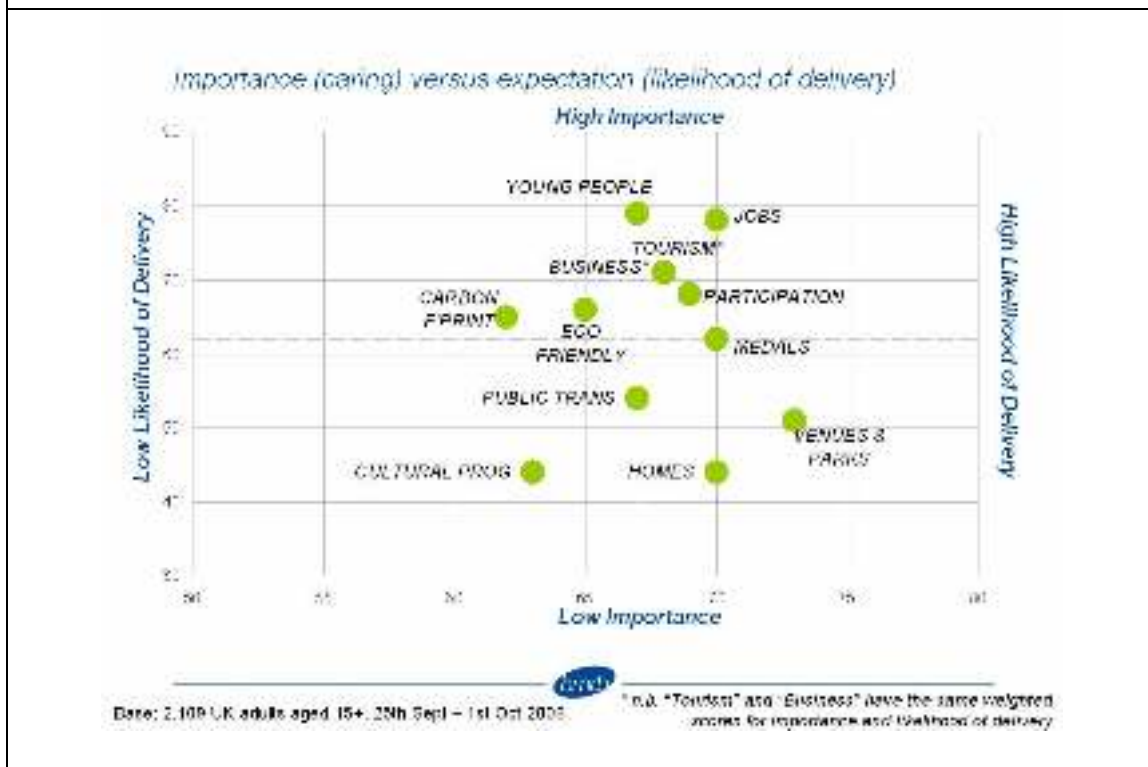
- Legacy promises with above average scored for both importance and likelihood of delivery are on the top right side of the matrix. These may be seen as relatively safe by the public, but it is vital to deliver against them.
- Those with above average importance, but below-average likelihood of delivery may be more urgent cases, either for ensuring their delivery or reassuring the public. These are shown on the top left side of Chart 10.5.
- Areas with below average importance and likelihood of delivery (bottom left of matrix) cannot necessarily be ignored, as they are likely to have greater importance for certain sections of society, who may need reassurance on delivery.
- Finally, those areas shown on the bottom right hand side of Chart 10.5 are on average less important, but seen as more likely to be delivered. Again, variances between groups mean that many legacy areas in this category as far as the general population is concerned, are considerably more important to specific areas like London.

Compared to the average, opportunities for young people and job creation are seen as most important. However, opportunities for young people are seen as only eighth of the twelve legacy areas in terms of likelihood of delivery, while Job creation is put equal second in terms of likelihood.

Opportunities for business, tourism and sporting participation score above average for both caring and likelihood of delivery, indicating that the public feels the Games will be delivering the right things in these areas.

Improving on Team GB's medal performance is now higher than average for public confidence in delivery, but only average for importance. This is a major change compared to 2007, when this measure was squarely in the below average category for both importance and perceived likelihood.

**Chart 10.5 Matrix of legacy priorities**



Areas of lower than average importance, but higher than average perceived likelihood of delivery include improved public transport, homes, venues and parks in London. Unsurprisingly, these are seen as more important in London as detailed previously.

Despite increases in awareness, caring and likelihood of delivery versus 2007, The Cultural Olympiad is still the only legacy area of the twelve seen as below average for importance and likelihood.

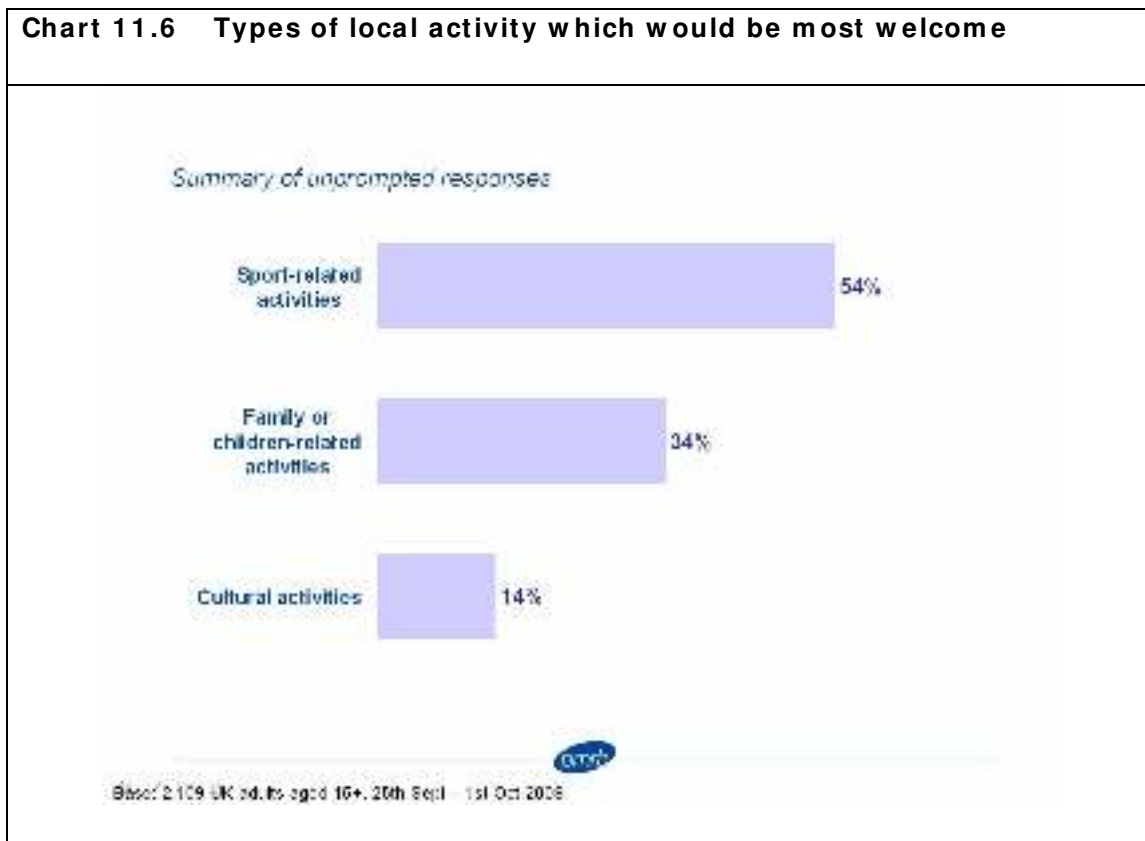
Finally, the environmental impacts of the Games, as measured by how they can demonstrate environmentally-friendly development and reduction in carbon footprint, are higher than average in terms of importance, but lower than average in terms of confidence in their likelihood of delivery.

## 11 Awareness of current legacy initiatives

### Olympics-related activities in your local area

At this stage, only nine percent of adults are aware of London 2012-related activities that are happening, or have happened, in their local area. There is no significant difference from this average among any demographic or regional group.

**Chart 11.6 Types of local activity which would be most welcome**



Without interviewer prompting, respondents were asked to suggest the types of local Games-related activities which would be most welcome. When different responses were aggregated, sporting-related activities were most welcomed with 54% mentioning these, while 34% wanted to see activities which were family-related, and 14% culture-related (chart 11.6).

Sport-related suggestions were more prevalent among men, 15-24s, and those in London (all 62% compared to the 54% average). Family-related activities however were more prevalent among women (40% vs 34% average), and respondents with children (43%).

### **Free swimming initiative**

Just under half (49%) of respondents were aware of the initiative to introduce free swimming for the under 16s and over 60s in public swimming pools. Those aged 55+ were more likely to know about it (59%), along with the North West (57%) and North East (62%). 15-24s were less likely (35%), as were those in London (40%).

Higher than average figures for Wales (69%) and low figures for Scotland (30%) and Northern Ireland (32%) can be explained by different approaches taken by the devolved administrations.

94% of respondents believe that extending this initiative to everyone by 2012 would be useful in getting more people to take part in swimming. Encouragingly, there is no significant difference between those who currently take part in sport (95%) and those who do not (93%).

## 12 Conclusions

Interest and positive feelings about the Games have risen in the last year, helped by growth in areas outside London, especially the Midlands. Over two in five of the population are now extremely or very pleased about London hosting the 2012 Olympic and Paralympic Games.

Claimed knowledge of the legacy plans has not increased in the last year, and only a few people claim to know a lot about the Games. Indeed, knowledge levels in London have fallen. We know this is not as a result of interest or enthusiasm which have both grown in that region, but may reflect the fact that the Games is in more of an infrastructure delivery phase now.

Despite encouraging increases overall compared to last year, a number of groups continue to show lower than average levels of interest, in particular younger and older ends of society, women, and DEs.

There have been no real changes in positive perceptions of our ability to deliver a great Games, despite media attention paid to project delivery, and the example set by the Beijing Games and more people now claim to have seen or heard positive news about the Games recently, than negative news.

Belief in the Games' positive impact on individuals and local communities has risen across most sections of society. This cannot be attributed to any particular legacy area, and so suggests growing public confidence in the overall legacy of the Games.

Sporting and Community Participation have risen up the public agenda, in both importance and faith in delivery. But, so have infrastructure and economic benefits through business and tourism, perhaps reflecting increased public concern about the current economic situation.

Team GB's Beijing performance seems to have boosted general feelings about 2012. The focus of this is mostly on medals, but a 'halo effect' may also be supporting interest and caring about social legacy areas like sporting participation and community involvement, and perceptions of a positive effect on individuals.

While headline figures for how the Games will encourage more people to do more sport, cultural activity or volunteering may look high, the more predictive measures of those who intend to do a lot more are all below 5%. And among those intending to do much more, the majority are already participating. This indicates that the Games alone will not lure enough new participants into sport, culture and volunteering until legacy initiatives start to have an impact, and less than one in ten of the public are currently aware of any happening in their local area.

Nevertheless, awareness of the free swimming initiative has reached half the population, and the public are optimistic that rolling this out universally would help.

## Appendix 1: The 2008 questionnaire

1. Thinking about the London 2012 Olympic and Paralympic Games, how pleased are you that they will be taking place in London?

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

2. "How interested, if at all, would you say you are in this?"

Extremely interested  
Very interested  
Fairly interested  
Not very interested  
Not at all interested  
Don't Know

This question is repeated for the following items:

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

3. 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  
Don't Know

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

- 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
- Don't Know

This question is repeated for the following items:

- you personally
- your local area
- the country as a whole
- London

5. Have you thought about what you want the long term benefits of the London 2012 Olympic and Paralympic Games to be?

- Yes
- No
- Don't Know

**IF 5 = Yes, THEN ASK: 6**

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

INTERVIEWER: PLEASE DO NOT PROMPT.

- 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)
- Don't Know
- None of these
- Other
- Other specify

**IF 6 = Improved sports venues, THEN ASK: 7**

7. Do you mean improved sports venues for the Games themselves or in your local area as a long term benefit of London 2012?

For the Games themselves

In my local area

Both

Don't Know

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

8. HOW MUCH DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?

Strongly agree

Slightly agree

Neither agree nor disagree

Slightly disagree

Strongly disagree

Don't Know

This question is repeated for the following items:

I am confident that the UK will host a successful Games

I think the current plans for the Games are too ambitious

The long term benefits 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

Team GB's medal performances in Beijing have made me feel more enthusiastic about London 2012

**Before this interview, were you aware that the Government has the following aims for the London 2012 Olympic and Paralympic Games....? So firstly....**

9. ARE YOU AWARE THAT THE GOVERNMENT HAS THIS AIM FOR THE 2012 OLYMPIC AND PARALYMPIC GAMES?

Yes  
No  
Don't Know

This question is repeated for the following items:

Building new homes in East London  
Improving on Team GB's Beijing medal performance  
Increasing take-up in sports  
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

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

I care a lot  
I care a little  
I don't care  
Don't Know

This question is repeated for the following items:

new homes are built in East London  
Team GB improves on its Beijing medal performance  
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

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

Extremely likely

Very likely

Quite likely

Quite unlikely

Very unlikely

I don't care (DO NOT READ OUT)

Don't Know

This question is repeated for the following items:

new homes will be built in East London

Team GB will improve on its Beijing medal performance

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

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

Yes, a lot

Yes, a little

No

Don't Know

13. 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
- Don't Know
- None of these

14. Have you ever participated in social sporting events to raise money for charity (e.g. Sport Relief, Race for Life, fun runs and so on)?

- Yes
- No
- Don't Know

15. 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
- Don't Know

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

- Yes, a lot more
- Yes, a little more
- It will make no difference
- No, a little less
- No, a lot less
- Don't Know

This question is repeated for the following items:

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

17. Have you heard of any activities linked to the London 2012 Olympic and Paralympic Games that are happening, or have recently happened, in your local area?

Yes

No

Don't Know

18. What kind of Olympics-related activities would you most welcome in your local area in the run-up to London 2012?

INTERVIEWER-PLEASE DO NOT PROMPT

Cultural activities

Sporting activities

Family fun days

Don't Know

Other

Other specify...

19. Are you aware of an initiative to introduce free swimming in public pools for the over 60s and under 16s?

Yes

No

Don't Know

20. Free swimming in public pools could be extended to cover everyone by 2012. How useful do you think this would be in getting more people to take part in swimming?

Very useful

Quite useful

Not very useful

Not at all useful

Don't Know

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

Yes

No

Have not seen any information

Don't Know

This question is repeated for the following items:

- Positive things
- Negative things

22. 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

I don't get any information

Don't Know

None of these

Other

Other specify...

## **Appendix 2: Sampling technique & fieldwork quality**

### **Sampling technique**

The sampling technique that has been developed and refined over many years is a tightly controlled form of random location sampling (random locale). This technique is used on the majority of BMRB's random location surveys, and provides nationally representative samples at a fraction of the cost of random probability surveys.

Random location is a single-stage sample design, taking as its universe Sample Units, a bespoke amalgamation of Output Areas (OA's – the basic building block used for output from the 2001 Census) in Great Britain. Sample Units have an average size of 300 households and this is subject to far less variation than was with the case with EDs (Enumeration Districts). OA's are grouped into Sample Units by CACI within ward and taking account of their ACORN characteristics.

The use of ACORN ensures all types of area are fully represented and that selection of respondents is largely taken out of the hands of the interviewers. In conventional quota sampling interviewers are given quotas to fill, usually from specified administration areas. When, for example, an interviewer is asked to complete a quota of AB respondents she will tend to go to a part of the district where she knows such individuals to be available. AB individuals living in mixed social class areas will have little chance of inclusion. A significant proportion of the population lives in mixed social class areas so this can lead to bias. On BMRB's Face to Face Omnibus the interviewer is required to draw respondents from a small set of homogenous streets, selected with probability proportional to population after stratification by ACORN characteristics and region.

Likelihood of being at home and so available for interview is the only variable not controlled. Quotas are therefore set to control this element – age and working status within sex - giving a near to random sample of individuals within a Sampling Unit.

Often companies over-issue addresses in order to achieve the required strike rate within the tight timetable and this can lead to distortions in the final balance of sample achieved. Typically we use 235 sampling units (sampling points) per survey.

Precise sampling units of addresses combined with control of quotas affecting likelihood of being at home produces a sample profile that is similar to that achieved on The National Readership Survey (which uses random probability sampling) after four call-backs. Only a limited amount of corrective weighting is

therefore needed to adjust the final results on our omnibus survey so that they are in line with the national demographic profile.

### **Fieldwork quality**

The field force is made up of a panel of c.600 CAPI interviewers and 30 supervisors, giving coverage of all areas of the country. New recruits undergo a thorough three and a half day training programme, covering CAPI skills as well as the traditional interviewer training.

BMRB is a founder member of the market research industry's Interviewer Quality Control Scheme (IQCS) as well as being a member of the Market Research Society (MRS) Interviewer Identity Card Scheme.

The fieldwork operation is directed and controlled by a Head Office department in London. In addition, an interviewer control centre in Manchester is responsible for the control and supervision of the interviewing panel which covers the whole of the U.K. This office-based system allows tight control of the fieldwork operation.

The standard fieldwork quality controls include:

- Giving all interviewers 3.5 days training, including the use of multi media CAPI.
- Personal accompaniment/appraisals at least twice a year
- Call-backs on 10% of interviews to check validity and accuracy
- Regular feedback on performance via formal reviews to all interviewers

The survey operations are handled by Kantar Operations. Kantar Operations was formed in April 2004 from the merger of the operations capabilities of the Kantar Group research companies specifically BMRB, Research International, Millward Brown and BPRI.

## **Appendix 3: Occupation groupings (social class)**

**OCCUPATION GROUPS** (Taken from *Occupation Groupings: A Job Dictionary*, 6ed, 2006, The Market Research Society)

### **A**

These are professional people, very senior managers in business or commerce or top-level civil servants.

Retired people, previously grade A, and their widows.

### **B**

Middle management executives in large organisations, with appropriate qualifications. Principal officers in local government and civil service.

Top management or owners of small business concerns, educational and service establishments.

Retired people, previously grade B, and their widows.

### **C1**

Junior management, owners of small establishments, and all others in non-manual positions.

Jobs in this group have very varied responsibilities and educational requirements.

Retired people, previously grade C1, and their widows.

### **C2**

All skilled manual workers, and those manual workers with responsibility for other people.

Retired people, previously grade C2, with pensions from their job.

Widows, if receiving pensions from their late husband's job.

### **D**

All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.

Retired people, previously grade D, with pensions from their job.

Widows, if receiving a pension from their late husband's job.

### **E**

All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation).

Casual workers and those without a regular income.



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