

Big Demand For London Olympics Tickets Mean Many Will Be Disappointed

Contributed by JGFR
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Demand for tickets for the London Olympics among the public has hovered around 9 million for the past three years and far exceeds the 6.6 million tickets being made available for the public by the Games organisers (LOCOG) and of the 2.5 million who have registered.

Research in March by GfK NOP for JGFR found some 17% of adults intended to apply for tickets with many likely to have left their decision on what events to apply for until the last minute.

Early ticket evidence suggests that many people have put in multiple ticket applications boosting the level of over-subscription

Whether people fail to get what they want in the ballot or were stymied by the system overload on the final night for applications, thousands of people will be disappointed.

Spring surge in demand for Olympics tickets in the South East

The March survey found demand intensifying in the South East and London and weakening in many other parts of the UK.

Home advantage is a big factor in enabling around a third of people in the South East and London apply for tickets.

With the main Olympic sports confined to the capital, additional accommodation and travel costs make ticket application far more expensive for people living away from London.

In Northern Ireland (4%), Scotland (8%) and Wales (6%) demand for tickets is far less.

Demand is also much weaker than average in the North West (10%), the South West (11%), Yorkshire/Humberside (12%), and in Eastern England (13%).

Ticket sales set to impact on Q2 consumer spending

Q2 consumer spending is likely to be impacted by the transfer of money to fund ticket purchases - for many applicants it will be a short-term interest free loan. Demand for tickets is greater among young people, especially students who are set to add to their borrowings.

Nearly two-fifths of adults expect to spend on London Olympics tickets or merchandise, with the great majority (90%) limiting spending to under £500.

Biggest intended spenders on the Olympics are found among the under 30s, the better off and people living in London and the South East.

Public divided on impact of London Olympics on national togetherness and happiness

At a time of focus on national well-being and of efforts to bring the country together more highlighted by the shared celebration of the Royal Wedding the London Olympics is well positioned to play an important role.

Public expectation of a country bound more together and happier as a result of the Olympics being held here is fairly evenly divided. Just under a half of adults believe the London Olympics will bring the country closer together and make us all feel happier. Unsurprisingly such sentiments are found more among men, the under 30s, people resident in the South East and higher earners.

With the NHS under siege from reviews and reforms, one role the public appear to support is a more pro-active role for the NHS in sport and exercise policy. Just over two-thirds of adults believe the NHS should use the London Olympics to promote sport and exercise with nearly 80% of people intending taking out regular life and pension policies among the most supportive.

Commented John Gilbert, Chief Executive of JGFR:

"The coming months will be testing ones for LOCOG as the results of ticket applications become clearer. Despite hopes that the Olympics would bring benefits to the country as a whole, benefits to the Olympics at this stage appear to be mainly flowing to the better off and to people living in London and the South East. The ultimate success of the Games will

be shifting the legacy to improve well-being outside of the South of England and among the less well-off

*GfK NOP interviewed 1,000 adults aged 16+ between 11-14 March. The survey was on the same omnibus as March UK Consumer Confidence and the UK Spring Financial Activity Barometer enabling cross-analysis.

The Spring 2011 Consumer Attitudes towards the London Olympics will be published in mid-May. In addition to attitudes referred to in this News Release the report will cover:

- Boosting sports participation
- Boosting confidence about the economy
- Sporting memories of a lifetime
- Impact of sponsorship on purchase intentions
- A lasting sporting legacy
- Helping in the Olympics

JGFR has been tracking aspects of the London Olympics since before the bid was won in June 2005

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About JGFR

Please visit www.jgfr.co.uk for more information

3 May 2011