

# Build Up To London Olympics Yet To Inspire

Contributed by JGFR  
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## No surge in excitement in spring Olympics Barometer as final straight begins

With the 100 "day countdown to the opening ceremony passed and final detailed planning underway the mood of the nation towards the Games is not yet buoyant, optimistic or particularly inspired.

While media attention is now escalating in coverage of this summer's unique festival of events, the Spring 2012 JGFR / GfK Olympics Barometer \* shows the public to be less in tune. The financial squeeze many people are facing has badly affected consumer confidence with optimism at the same low level as a year ago.

## Just under a half of adults expect the Olympics to make people feel happier

Just under a half of the population (47%) believe the Olympics will bring the country together and make us all feel happier, little changed on December and a year ago (46%). Over the past year more people in London, the South East and West Midlands (53%) support the statement with fewer people agreeing in the North West (43%) and Scotland (40%).

## A third of people expect an Olympics economic boost

JGFR has been tracking the mood of the consumer towards the Olympics since June 2005, shortly before the bid was won. Then 35% of the population believed winning the Games bid would boost their confidence in the economy. Today 33% of people believe the Olympics will boost the economy, above the 10-Barometer average of 28% and an improvement on just 24% last December " but still only a minority of adults. London (37%) and the South East (38%) are the most positive regions

## Ticket allocation unable to meet massive demand

Such has been the demand for tickets that disappointment at not being able to attend is likely to be a major factor in the failure of the public's mood to ignite in the past year, with millions of people's plans frustrated. Over the two years prior to last year's ticket allocation, some 17% of adults (around 8.7 million) had consistently indicated they would seek tickets, far more than the tickets available to the public (7.7 million) and before multi- applications are considered.

The latest survey data shows that since tickets have been on sale around 6% of adults have received tickets with the highest proportion of ticket holders in the south and east " but with large numbers of disappointed people " some 28% of Londoners and 24% in the South East. More positively by age group a higher proportion of young people (10% of 16-22 year olds) than other age groups have got tickets. Opening the Olympic Park for non-ticket holders will help in giving people a sense of being at the Games.

## Corporate sponsors under pressure to help with public ticket demand

Many corporate sponsors are offering ticket prizes as promotional inducements to consumers to buy their products or services " some 6% of the public will seek tickets from corporate sponsors with around 11% of the public likely to alter buying patterns to purchase from an Olympic sponsor " up from 9% in December but lower than in previous Barometers.

## Volunteering for Olympic events / activities surrounding the Olympics up on December

With the Olympic Torch and Cultural Olympiad starting in the coming weeks and many Olympics themed events set to take place this summer, some 11% of adults (around 5.6 million) intend to help in events or activities surrounding the London Olympics, up from 9% in December but down on 12% a year ago. Young people (16-22 year olds, 17%) are most likely to volunteer with more people in London (15%) than in other regions.

## Fewer people believe there will be a sporting legacy

Building a strong Olympics legacy "Beyond 2012" is an essential part of London's bid success, and a growing focus of attention. A small majority of the public (52%), down from 56% in December and a high of 62% last August expect the London Games to leave a lasting sporting legacy with most support in the South East (62%) and lowest in Scotland (46%). Over the past six Barometers, the South East (61%) and East Midlands (60%) are regional leaders with greater belief in legacy among ABC1s (60%) and 30-39 year olds (59%). Currently fewer younger people aged under 30 (47%) expect a lasting sporting legacy.

## Sharp drop in young people's expectations of post-Olympics sports participation

More adults (57%) believe that the Olympics will boost sports participation, although it is the third successive decline and ten points lower than in March 2011. In the current Barometer there have been big falls in support in the Midlands (down 28 points in the West Midlands and down 22 points in the East Midlands) compared to a year ago. Over the past five Barometers more people expect a boost to sports participation in the South East, Yorkshire / Humberside and Northern Ireland. In the past year there is a big drop among 16-22 year olds " down from 75% to 54%. All socio- demographic

groups show year-on-year falls highlighting the challenge in developing policies that boost sports / activity participation, especially among the young.

Only a minority of adults expect London 2012 to be their greatest sporting event

Despite the seven years since the bid was won, the proportion of people expecting the London Olympics to be the greatest sporting event of their life has changed little, averaging 27%. Currently 28% of the public place the London Olympics as their sporting pinnacle with greatest support in London (37%) and the South East (35%) and lowest in the North East (22%) and North West (20%).

Commented John Gilbert, Chief Executive of JGFR:

“The mood of the country should improve as the summer events get underway and the public warms to showcasing the UK to millions of overseas visitors. A strong performance from Team GB will underpin the sporting legacy in the coming years, and putting sport and activity at the centre of peoples’ lives should help to boost national wellbeing through greater participation”

Notes:

\*The March 2012 Olympics Barometer was undertaken by GfK NOP among 1,025 adults, aged 16+ , representative of the UK population, between March 9-11

Since June 2005 ten Olympics Barometers have been undertaken. In the past year Olympics Barometers were undertaken in March 2011, August 2011, December 2011 and in March 2012.

Chart: Olympic Barometer statements March 2012 v All Barometer average, 2005-12 (% of adults responding)\*

\*respondents were asked whether the following statements applied to them:

- The London Olympics will boost sports participation in the UK
- The London Olympics will leave a lasting sporting legacy
- The London Olympics will bring the country together and make us all feel happier
- Winning the Olympic bid has boosted your confidence about the prospects for the UK economy
- You expect the London Olympics will be the greatest sporting event in your lifetime
- You are more likely to switch to / purchase from / regularly use a brand that is sponsoring the Olympics
- I intend to help in events / activities at / surrounding the London Olympics
- You intend to apply for tickets to watch the 2012 Olympics (up to March 2011)
- I have obtained tickets to watch the London Olympics/Paralympics (from August 2011)

About JGFR

Please visit [www.jgfr.co.uk](http://www.jgfr.co.uk) for more information

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