



department for
**culture, media
and sport**

London 2012 Legacy Research

Wave 2, 2008

Quantitative Report

December 2008

Prepared for COI and DCMS by
BMRB Sport (James Smythe, Ting Yuan and Ashley Brown)
Part of BMRB Limited (British Market Research Bureau)



improving
the quality
of life for all

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 time¹. 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.

¹ 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

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 Beijing².
- 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).

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

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)³.

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%).

³ 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



department for
**culture, media
and sport**

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