

Londoners gearing up for the Olympics

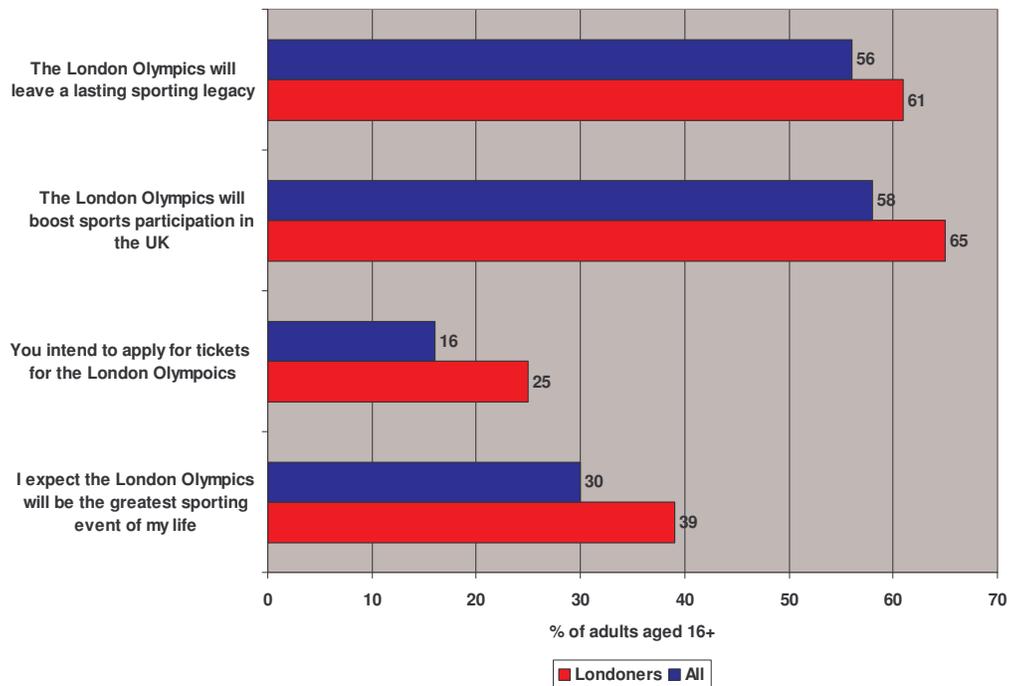
In two years time the London Olympics will open amid enormous excitement as all the work in planning, building and administering the Games comes to a climax.

Londoners particularly will feel that it is their games with various polling evidence reflecting such sentiment. JGFR has been tracking the London Olympics since before the bid success in July 2005 by way of regular surveys commissioned from GfK NOP.

At the start of 2010 optimism about the impact of the Games on boosting the economy (33%) reached its highest since 2005 (35%). A year previously it was 19%. More Londoners (44% v 33% overall in the UK) believe in the economic boost the Olympics will give the country, up from 20% in December 2008. The rapid progress made in building the Olympic Stadium and other venues highlights the economic benefits of the Games as a contributor to London's economic activity during the recession.

In a BBC London poll conducted by IPSOS / Mori this July, 73% of Londoners support the Capital hosting the Olympics compared to 69% a year ago.

The public were asked in the GfK / JGFR survey conducted in December 2009/March 2010 whether statements relating to a number of aspects about the London Olympics applied to them, with more Londoners than overall supporting the statements as shown in the chart below:



Source: GfK NOP / JGFR



A majority of the public believe that the London Olympics will leave a lasting sporting legacy (56%) and boost sports participation (58%) in the UK with more Londoners expecting this to be the case (61% and 65%) respectively.

With the anticipation of the Olympics growing as the facilities become closer to completion and more media attention is placed on the Games, expectation about the position of the Games in peoples' sporting memories is set to increase.

In the past three years the proportion of adults expecting the London Olympics to be the greatest sporting event of their lifetime has risen from 26% in 2007 to 27% in 2008 and to 30% in 2009. In contrast, a much higher proportion of Londoners (39%) expect the London Olympics to be the greatest sporting event of their lifetime, up from 30% in 2007 and 36% in 2008.

Demand for the 7.5 million of tickets made available to the public is set to greatly exceed supply resulting in a public ballot. Around a quarter of Londoners intend to apply compared to 16% of the overall UK population.

The success of the London Olympics now looks undoubted. Costs appear to have been well controlled – helped by the recession – and the public's engagement with the build up is set to increase substantially as more Olympic-themed campaigns are launched by sponsors and in the media.

JGFR will continue to monitor the various issues surrounding the London Olympics with the next survey data out in October.

A brief report: '*Consumer Attitudes towards the London Olympics*' was published in the Spring and is available cost £250+VAT. The report also covers purchase intentions towards brands of London 2012 sponsors.

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