

56% of adults believe the Olympics will leave a sporting legacy

A growing focus in 2010 will be on the impact of the Olympics. Sport and its role in changing young peoples' lives has been a growing theme of 2009 with the London Olympics providing the focus for many initiatives. Growing numbers of corporate sponsors are using the Olympics to engage with customers and their communities.

Financial research specialist JGFR has been tracking the mood of the public towards the Olympics since just before London won the bid in July 2005. One of the key issues is the public's perception of the impact of winning the Olympics on the economy. This year there is a notable pick up in sentiment towards the value of the Olympics relative to the economy.

For the past two years only around 19% of the population felt that winning the Olympic bid had boosted their confidence about prospects for the UK economy. This compared with 35% of the population in June 2005 before the bid was won. The negative publicity about rising costs in 2007 and 2008 will have reduced people's views of the economic benefits. This year, people are far more positive about the benefits of the Olympics with a third of the population confident that the Olympics will boost UK economic prospects.

Another objective is to inspire change – particularly in people's lives and in how they regard sport. More people (30%) expect the London Olympics to be the greatest sporting event in their lifetime – up from 27% in 2008 and 26% in 2007.

Getting people involved in the 2012 Games is another objective covering a broad range of activities. Some 16% of adults intend to apply for tickets, slightly down on 18% in 2008, but representing some 8 million adults. Demand is greatest among Londoners with 25% of the population intending to apply for tickets.

Many people will be involved in the build up to the Olympics through the events and activities of sponsors. With debate about the value of Olympic sponsorship continuing, survey evidence shows around 16% of adults are more likely to switch to/ purchase from or regularly use a brand that is supporting the 2012 Olympics.

For the London Olympics to be a success they have to leave a lasting sporting legacy. In this regard over half the population (56%) believe this will be the case.

There is around a quarter of the population who have yet to be engaged at all in the 2012 Olympic journey. These are people not responding positively to any of the five statements put to them. By age the highest proportions of the non-engaged are in the 40-64 age groups (33% not engaged). Most responsive is in the 16-22 age-group (only 15% not engaged).

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A report on the research findings will be published in late January.