

# **London 2012 Monitoring**

Online survey of Londoners

Post Games - October 2012



# GLA INTELLIGENCE UNIT

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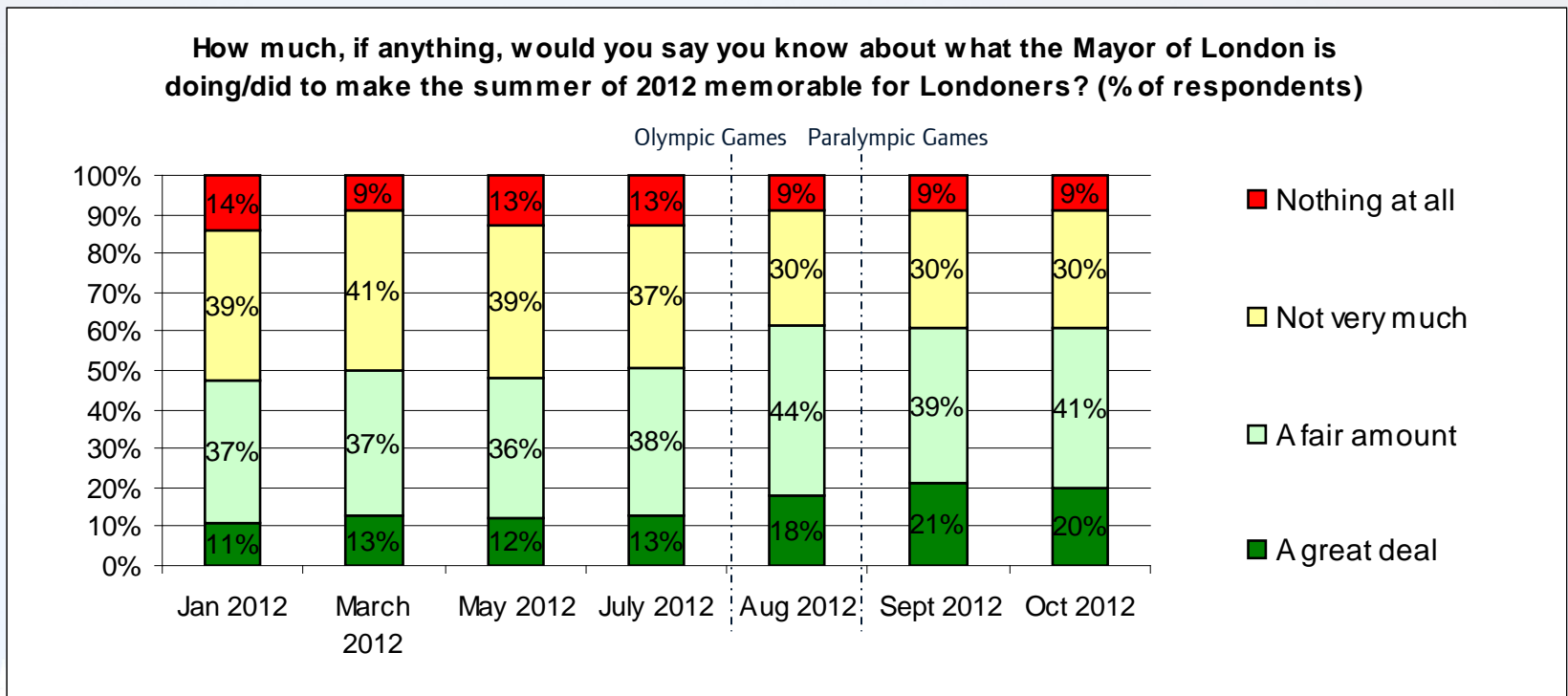
# Background

- The aim of the Olympic Monitoring Research is to evaluate the impact on London and Londoners of the work being delivered by the following teams within the GLA:
  - Culture
  - Marketing and Events
  - City Ops
  - Legacy Team
- The Olympic Monitoring Research is made up of 3 key aspects:
  1. Online surveys with a representative sample of Londoners conducted by TNS London Bus. Four waves of research, one pre, one during and two following the Games, each with approx 1000 respondents.
  2. Face to Face interviews with 3102 attending ten events conducted by ICM Research.
  3. Evaluation of the Showtime and Secrets programme including an audience survey of 2848 people across 54 different events
- This presentation outlines the key findings from the third wave (post- Games) of online research conducted by TNS from 12<sup>th</sup> to 16th October 2012. A representative sample of 1032 Londoners over the age of 16 in the Greater London area completed the survey.
- Results are weighted by gender, age, social grade and working status to ensure data is representative. Where results do not sum 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.

## Aim 1: To assess awareness of Mayors contribution

**91% of Londoners know something about what the Mayor of London is doing to make the summer of 2012 memorable for Londoners; this is an increase of 4% since before the Games and consolidates gains made during the Games.**

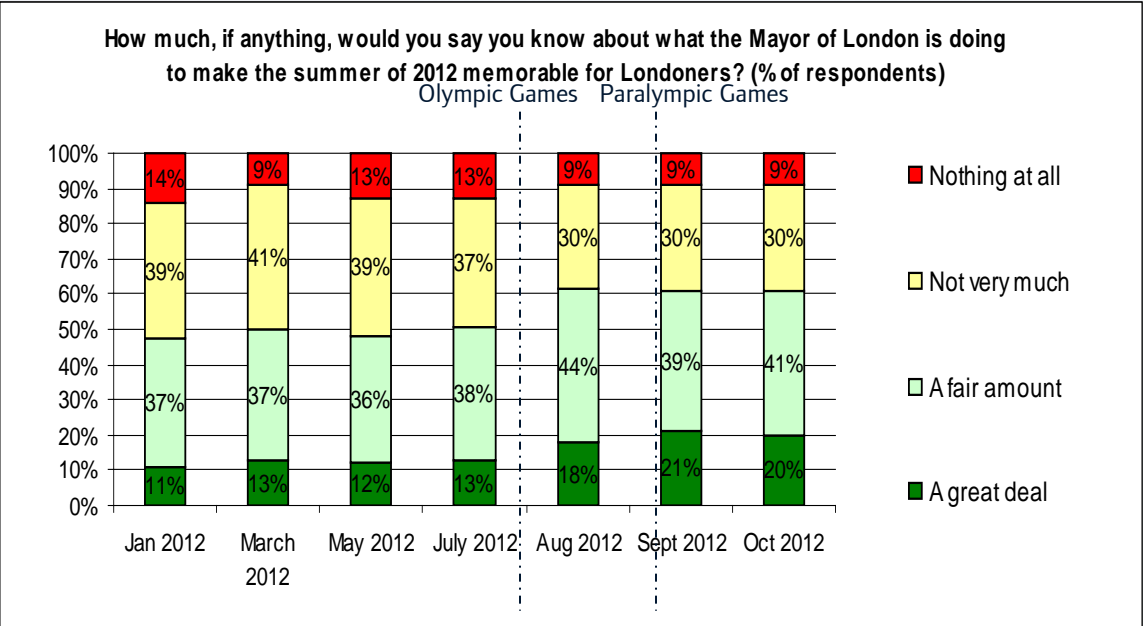
- The level of Mayoral awareness has remained at the elevated level seen during the Games. Those that know at least a fair amount has consolidated at 61% (60% in September). Those that know something account for 91%.



GLA/TNS – Pre-Free Sport 12th – 16th Jan 2012, 1045 Londoners 16+ yrs  
GLA/TNS – Post-Free Sport 15th – 20th March 2012, 1031 Londoners 16+ yrs  
GLA/TNS – Pre Olympic 10th – 15th May 2012, 1018 Londoners 16+ yrs  
GLA/TNS – Pre-Gigs 12th–17th July 2012, 1012 Londoners 16+ yrs,  
GLA/TNS – During Olympic 16th – 22nd Aug 2012, 1002 Londoners 16+ yrs  
GLA/TNS – Gigs (Post) 13th – 18th September, 1000 Londoners 16+ yrs  
GLA/TNS – Post Olympic 12th – 16th October 2012, 1032 Londoners 16+ yrs

## Aim 1: To assess awareness of Mayors contribution

As in May (pre-Games) and August (during Games), males, those with children at home and those working are more likely to know at least a fair amount about the Mayor's contribution.



More likely to know at least a fair amount:

- Men
- 35-44 year olds (in August 25-34 year olds were more likely)
- Parents with children in the household
- those who are working
- Higher socio-economic groups (ABC1)
- Those who believe they or their local area are/is currently benefiting from the Games, think they/it will in future
- Those have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

More likely to know not very much:

- Women
- 45-54 year olds (previously those over 65 years old were more likely)
- Those who are not working
- Those who have not heard of the SLNO campaign, not heard of the website, not seen the adverts or decorations

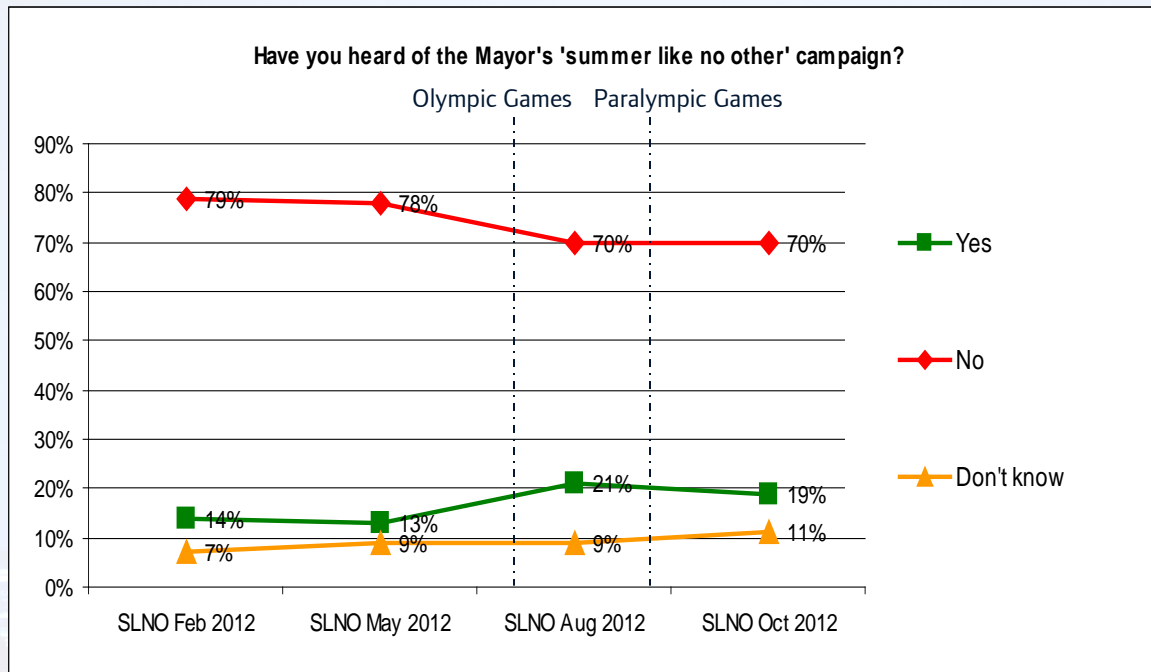
• 61% know at least a fair amount about the Mayor's contribution to making summer 2012 memorable for Londoners, maintaining the higher level compared to pre-Games

GLA/TNS – Pre-Free Sport 12th – 16th Jan 2012, 1045 Londoners 16+ yrs  
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### Aim 3: To assess awareness of marketing campaigns

## 19% of Londoners have heard of the Mayor's Summer Like No Other campaign. This is an increase of 6% since before the Games started.

- 19% maintains the higher level of awareness seen in the August survey, in comparison to previous campaigns throughout 2011/12 where the level of campaign awareness has been 12% on average. There has been a 2 percentage point fall since August but this is not statistically significant.
- Whereas men were more likely than women to be aware of the SLNO campaign in August, this gender divide has disappeared in October.



More likely not to have heard of the campaign:

- 16-24 year olds and 45-54 year olds.
- Those without children at home
- Those not working
- Those who are not currently benefitting from the Games and those who do not expect to benefit in future
- Those who also haven't seen decorations, pictograms or Gift of the Games adverts

More likely to have heard of the campaign:

- 25-44 yrs olds
- Those working
- Higher socio-economic groups (ABC1)
- Those who are benefitting from the Games or expect to in future
- Those who have seen decorations, pictograms or Gift of the Games adverts

GLA/TNS – SLNO 9<sup>th</sup>–13<sup>th</sup> Feb 2012, 1007 Londoners 16+ yrs

GLA/TNS – Pre Olympic 10<sup>th</sup> – 15<sup>th</sup> May 2012, 1018 Londoners 16+ yrs

GLA/TNS – During Olympic 16<sup>th</sup> – 22<sup>nd</sup> Aug 2012, 1002 Londoners 16+ yrs

GLA/TNS – During Olympic 12<sup>th</sup>–16<sup>th</sup> Oct 2012, 1032 Londoners 16+ yrs

## Aim 3: To assess awareness of marketing campaigns

On average 16% of Londoners had seen at least one of the Gifts of the Games adverts, equating to 1,024,064 people\*. Awareness is similar to campaigns during the Games, such as SLNO, BT London Live and Stroll, and higher than specific aspects of SLNO such as Secrets and Showtime

Have you seen any of these adverts before today?	BT London Live (Aug 2012)	Secrets (Aug 2012)	Showtime (Aug 2012)	A summer like no other (Aug 2012)	Stroll (Aug 2012)	Gifts of the Games (Oct 2012)
Yes	18%	10%	10%	12%	14%	16%
No	76%	83%	83%	80%	79%	79%
Don't know	6%	7%	7%	8%	7%	5%

More likely to have seen one of the adverts (small base of 167 respondents):

- Men
- 16-24 year olds
- Parents with children in household
- Those who feel they are benefitting from the Games, will do in future, and those that feel that their local area is or will benefit
- Those who have seen other marketing, including SLNO, MOLpresents.com, and decorations such as banners, flags, pictograms

More likely not to have seen one of the adverts:

- Women
- 45+ year olds
- Those without children at home
- Those who don't feel they are benefitting or will benefit from the Games (in terms of themselves or their local area).
- Those who also haven't heard of SLNO or MOLpresents.com, or seen any decorations

\* This is based on the 16+ population of London in 2012 (6,400,400) and assumes everyone has an equal chance of seeing the adverts

GLA/TNS – During Olympic 16th – 22nd Aug 2012, 1002 Londoners 16+ yrs

GLA/TNS – Post Olympic 12<sup>th</sup>–16<sup>th</sup> Oct 2012, 1032 Londoners 16+ yrs

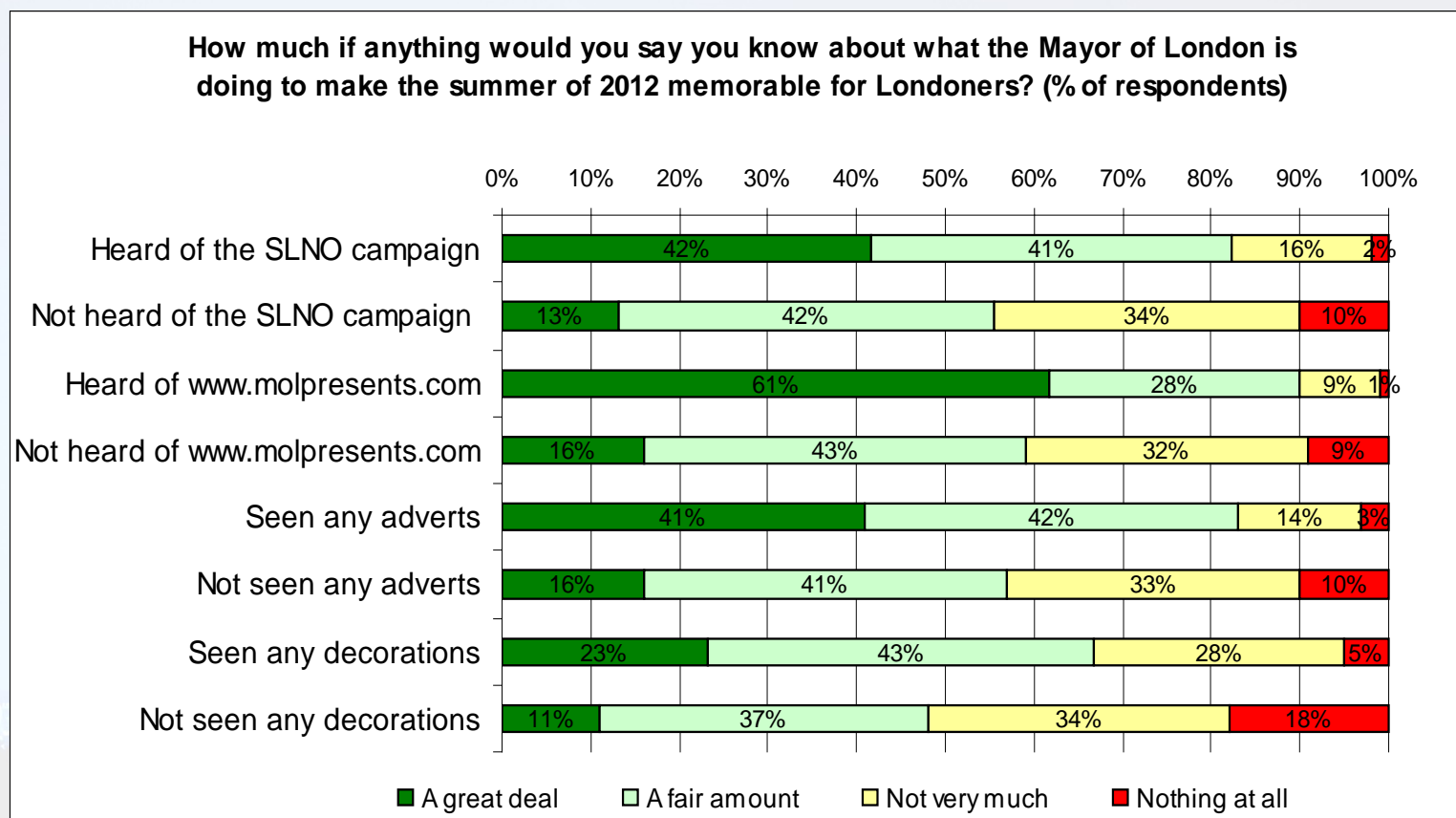
## Aim 4: To evaluate the impact of marketing and comms

# As in May and August there appears to be a correlation between knowledge of the marketing campaigns and awareness of the Mayor's contribution

Those who have heard of the summer like no other campaign, have heard of the molpresents.com website and those that have seen any of the adverts or any of the decorations are more likely to know a great deal/ a fair amount about what the Mayor of London is doing than those who haven't.

This chart illustrates this correlation

Please note the small sample sizes for those who have heard of the campaign (198), website (83), seen any adverts (167) so results should be treated with caution. 699 people in the sample had seen the Olympic banners, while 458 had seen the Pictograms



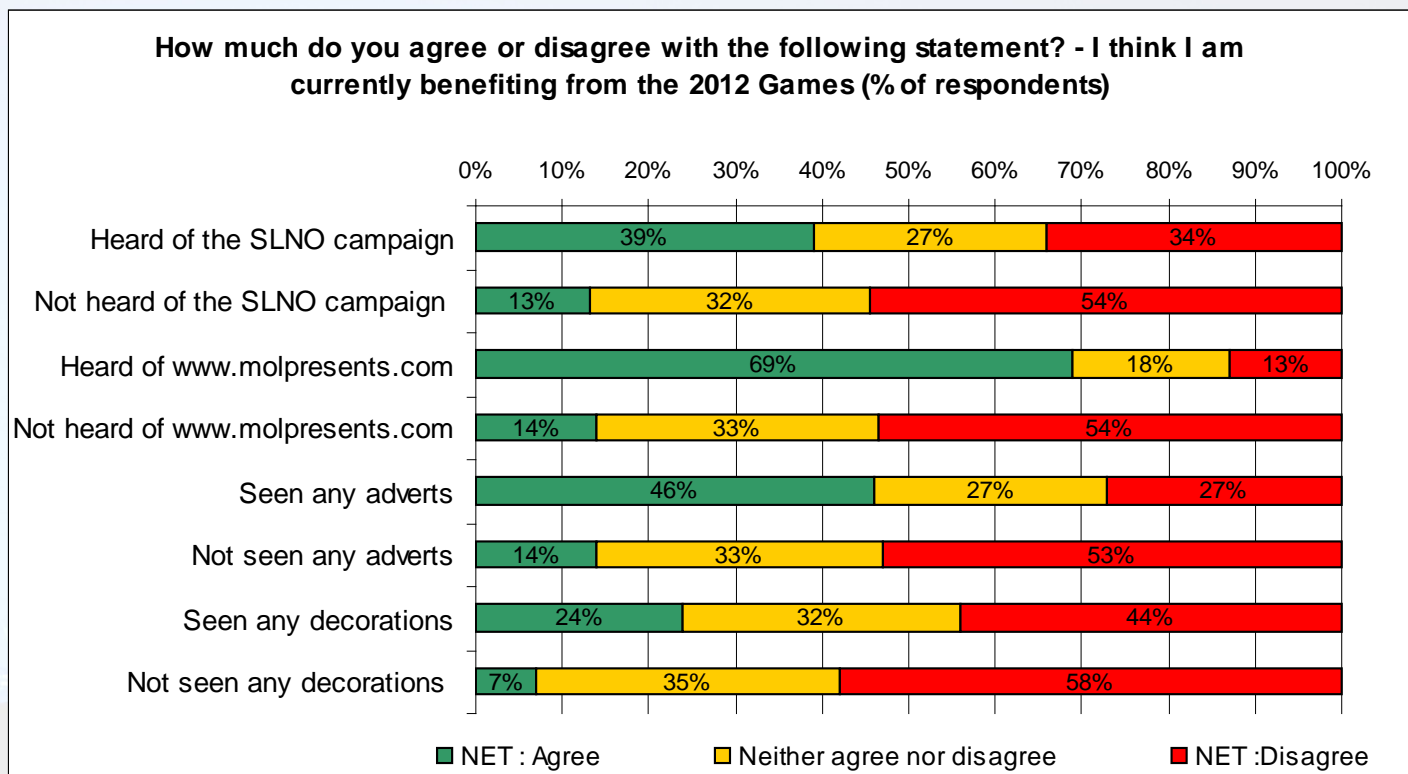
## Aim 4: To evaluate the impact of marketing and comms

# There also appears to be a correlation between knowledge of the marketing campaigns and perception of the benefits of the Games

- Those who have heard of the summer like no other campaign, have heard of the molpresents.com website and those that have seen any of the adverts or decorations are more likely to agree that they or their local area is currently benefitting or will do in the future.

- This chart illustrates this correlation for those that agree or disagree that they are currently personally benefitting from the Games

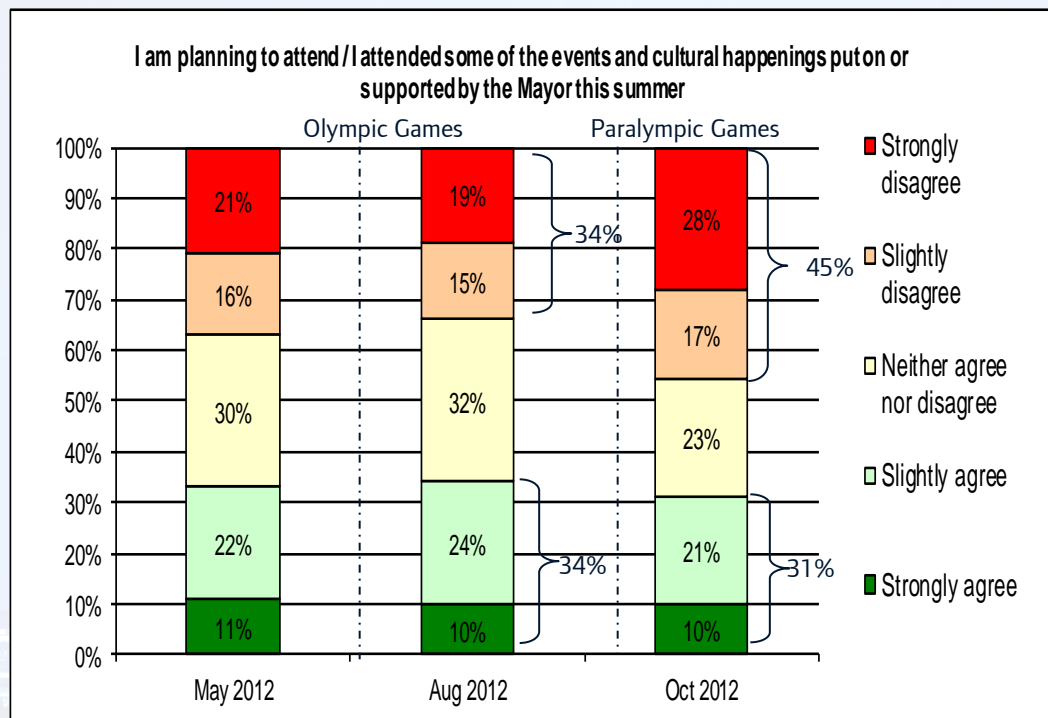
- Please note the small sample sizes for those who have heard of the campaign (198), website (83), seen any adverts (167) so results should be treated with caution. 699 people in the sample had seen the Olympic banners, while 458 had seen the Pictograms



## Aim 7: To assess the impact of programmes on future plans and Aim 12: To assess the impact of the Games on Londoners

### Under a third of Londoners (31%) said that they attended some of the cultural happenings and events this summer.

■ There has been a substantial increase in the proportion of Londoners who disagree with this statement – 45% compared to 34% in August. This suggests that Londoners anticipated in August (during the Games) that they would attend more events, but had not actually done so by October – a similar pattern to that seen when respondents were asked if they had attended *more* events than last Summer.



More likely to have attended some cultural events this summer:

- Men
- 25-44 year olds
- Parents with children in household
- Those in work
- Social grades ABC1
- Those who feel they are benefitting from the Games, will do in future, and those that feel that their local area is or will benefit
- Those who have seen other marketing, including SLNO, MOLpresents.com, and decorations such as banners, flags, pictograms

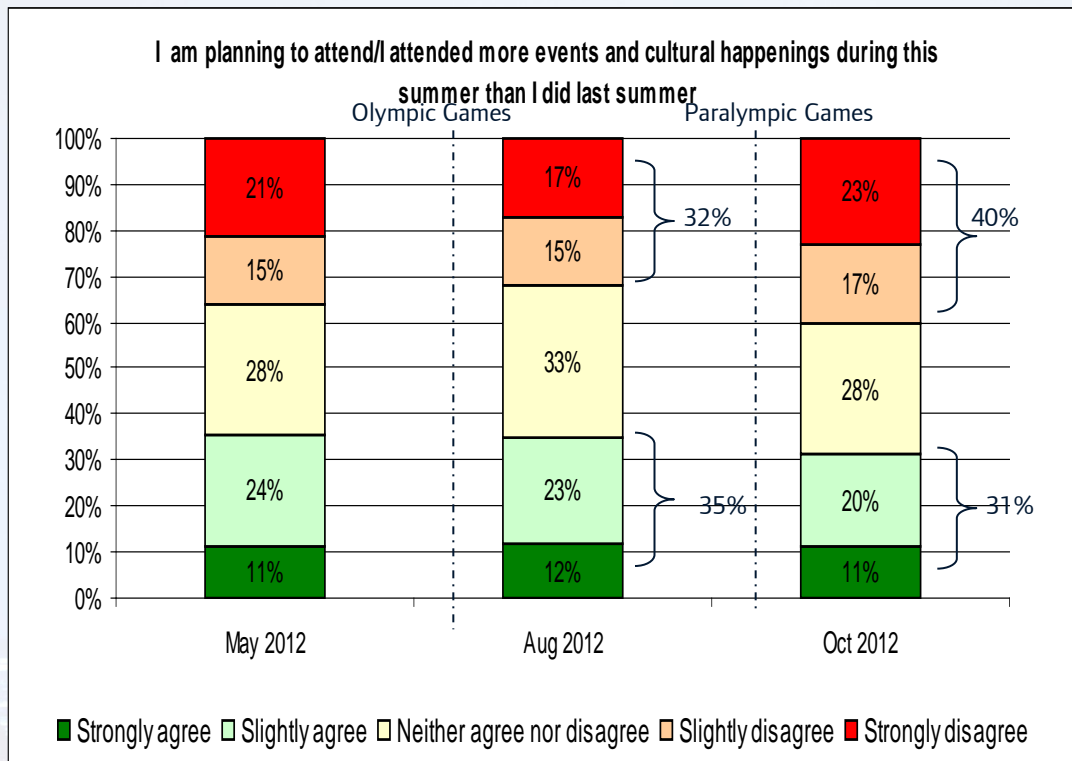
More likely to disagree that they have attended some cultural events this summer

- 45+ year olds
- Those out of work
- No children in household
- Those who don't feel they are benefitting or will benefit from the Games (in terms of themselves or their local area).
- Those who also haven't heard of SLNO or MOLpresents.com, or seen any decorations

## Aim 7: To assess the impact of programmes on future plans and Aim 12: To assess the impact of the Games on Londoners

**Under a third of Londoners (31%) said that they attended *more* cultural events this summer than last.**

- There has been a substantial increase in the proportion of Londoners who disagree with this statement – 40% compared to 32% in August. This suggests that Londoners anticipated in August (during the Games) that they would attend more events than last Summer, but had not actually done so by October



More likely to have attended more events this summer than last:

- Men
- 25-44 year olds
- Parents with children in household
- Those in work
- Those who feel they are benefitting from the Games, will do in future, and those that feel that their local area is or will benefit
- Those who have seen other marketing, including SLNO, MOLpresents.com, and decorations such as banners, flags, pictograms

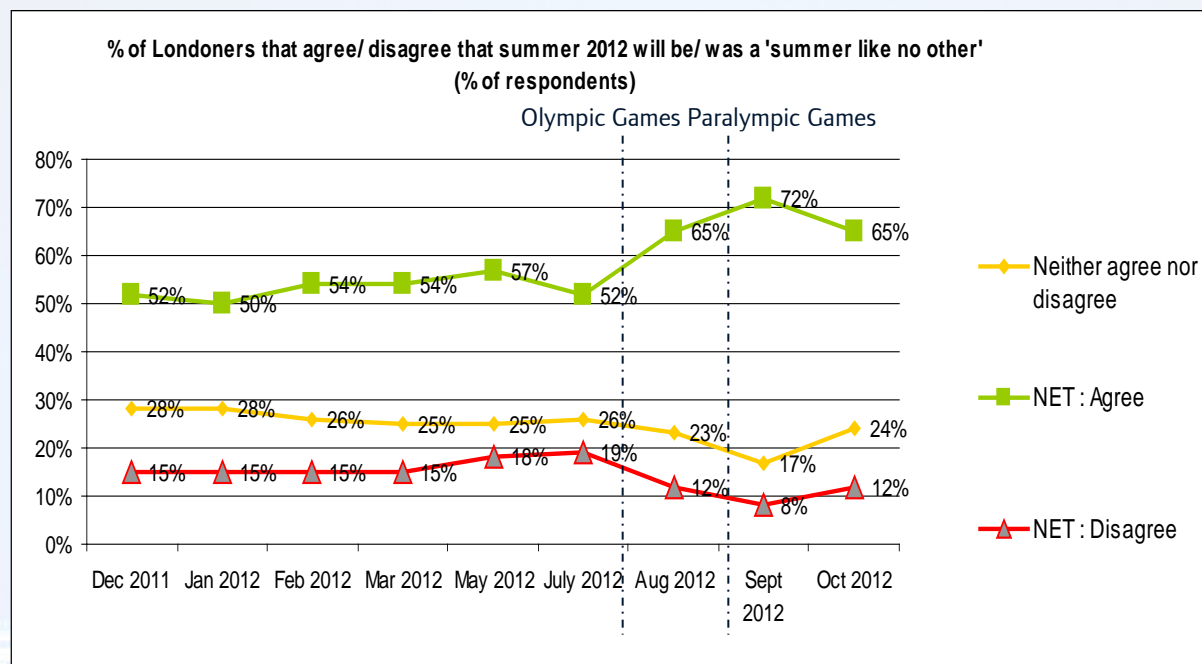
More likely to disagree that they have attended more events this summer than last

- 45+ year olds
- Those out of work
- Those who don't feel they are benefitting or will benefit from the Games (in terms of themselves or their local area).
- Those who also haven't heard of SLNO or MOLpresents.com, or seen any decorations

## Aim 8: To assess the sentiment of Londoners

# 65% of Londoners think that Summer 2012 was a 'summer like no other' this is a 13% increase since before the Games began in July

- 65% is the second highest level of agreement since December 2011, with agreement falling back to the level it stood at during the Games, following a boost immediately after.



Those more likely to agree this summer was a summer like no other are:

- 25-54 year olds
- Those working
- Those in higher socio-economic groups (ABC1)
- Those who think they and their local area is benefitting
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

Those less likely to agree this summer was a summer like no other are (small base of 120 people):

- 16-24 year olds
- Those not working
- Those in lower socio-economic groups (C2DE)
- Those who don't think they and/or their local area are benefitting
- Those who haven't heard of the SLNO campaign, the website or seen the adverts and decorations

TNS/GLA London Bus

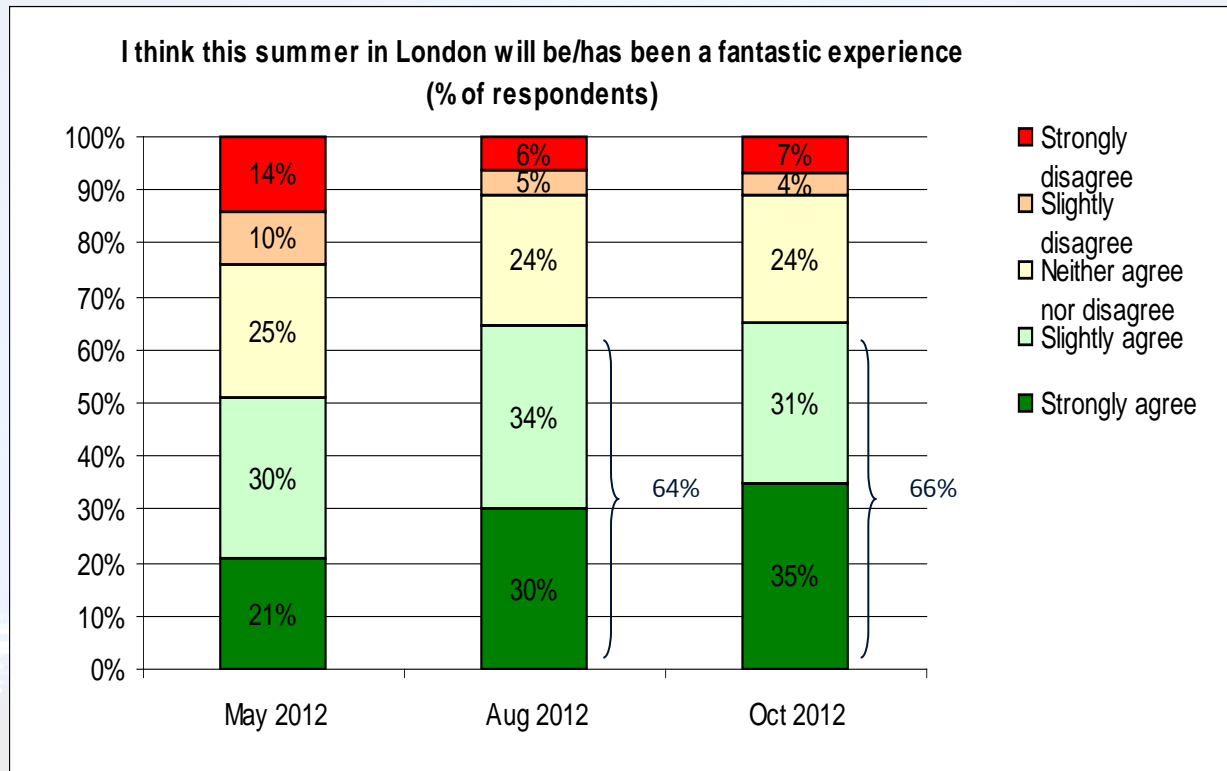
15 - 20 Dec 2011, 1016 London adults 16+ yrs, 12-16 Jan 2012, 1045 London adults 16+ yrs  
9 -13 Feb 2012, 1007 London adults 16+ yrs, 15-20 March 2012, 1031 London adults 16+ yrs  
10 -15 May 2012, 1018 London adults 16+ yrs, 12-17 July 2012, 1012 London adults 16+ yrs,  
16-22nd Aug 2012, 1002 London adults 16+ yrs

Post Olympic 12th-16th Oct 2012, 1032 Londoners 16+ yrs

## Aim 8: To assess the sentiment of Londoners

# 66% of Londoners think this summer in London is/has been a fantastic experience (an increase of 15% since May, maintaining levels during the Games)

- Since August, 65+ year olds have shifted from being more likely to agree to being less likely to do so than other age groups.
- 16-24 year olds are least likely to agree.



GLA/TNS – Pre Olympic 10<sup>th</sup> - 15<sup>th</sup> May 2012, 1018 Londoners 16+ yrs

GLA/TNS – During Olympic 16<sup>th</sup> – 22<sup>nd</sup> Aug 2012, 1002 Londoners 16+ yrs

GLA/TNS – Post Olympic 12<sup>th</sup>-16<sup>th</sup> Oct 2012, 1032 Londoners 16+ yrs

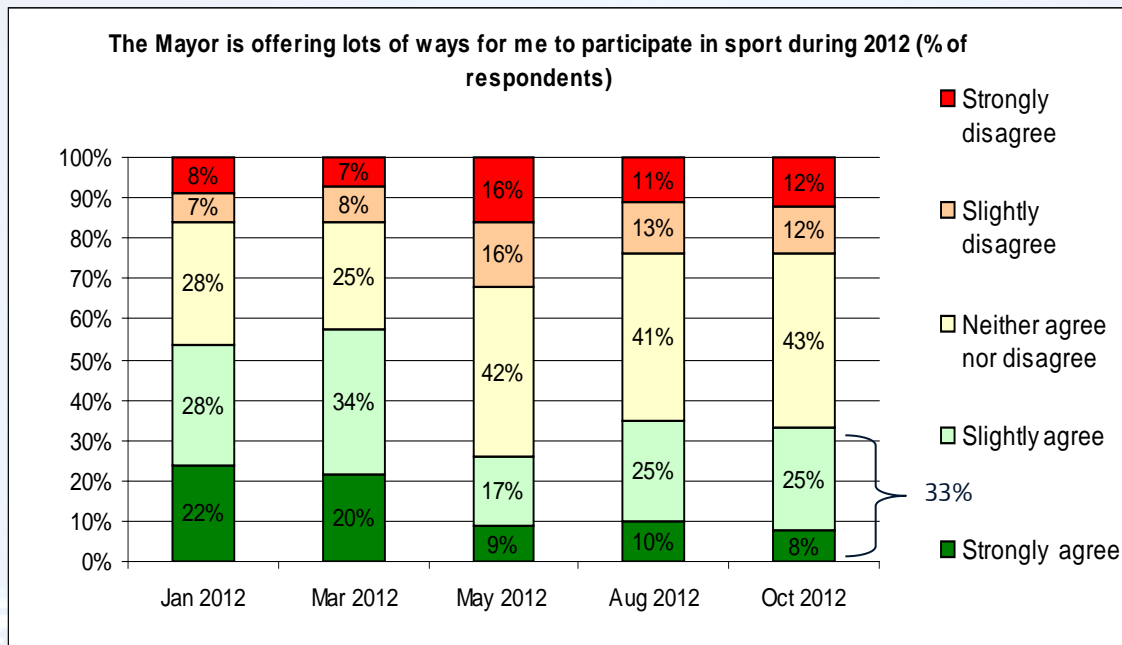
Those more likely to agree this summer is/has been a fantastic experience are:

- 25-44 year olds
- Parents with children at home
- Those working
- Those in higher socio-economic groups (ABC1)
- Those who think they and their local area is benefitting
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

## Aim 8: To assess the sentiment of Londoners

**33% of Londoners agree that the Mayor is offering lots of ways for them to participate in sports. Despite a slight fall since August, this is a 7% increase from May**

- Following the fall from March to May (from 54% to 26% possibly due to the fact that in January and March the questions were asked as part of the Free Sport Campaign survey and so respondents were probably focusing more on sporting opportunities) there has been a 7% increase and now 33% of Londoners agree the Mayor is offering lots of ways for them to participate in sports.
- The slight fall of 2% since August is not significant.



More likely to agree are (no change from August):

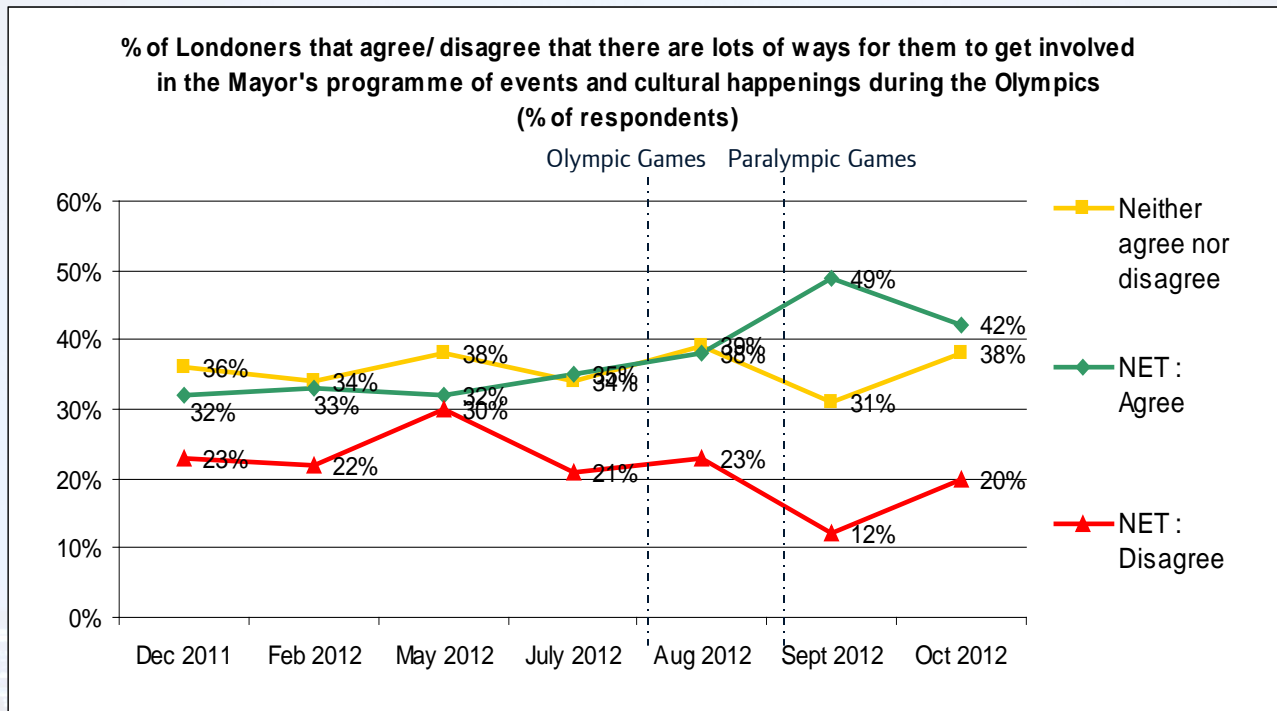
- Men
- 25-44 yr olds
- Those with children in the household
- Those working
- Those from higher socio-economic groups (ABC1)
- Those who think they and their local area is benefitting
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

GLA/TNS – Freesport 12th – 16th Jan 2012, 1045 Londoners 16+ yrs  
GLA/TNS – Freesport 15th – 20th March 2012, 1031 Londoners 16+ yrs  
GLA/TNS – Pre Olympic 10th – 15th May 2012, 1018 Londoners 16+ yrs  
GLA/TNS – During Olympic 16th – 22nd Aug 2012, 1002 Londoners 16+ yrs  
GLA/TNS – Post Olympic 12<sup>th</sup>–16<sup>th</sup> Oct 2012, 1032 Londoners 16+ yrs

## Aim 8: To assess the sentiment of Londoners

Agreement there are/were lots of ways to get involved in events during the Olympics has fallen since a post-Games high of 49%, but remains 7 percentage points higher than pre-Games levels

- 42% feel that there are lots of ways for them to get involved in the Mayor's programme of events and cultural happenings during the Olympics while 20% feel this is not the case.
- These figures follow a positive spike in the immediate aftermath of the Games, when 49% agreed and only 12% expressed disagreement.



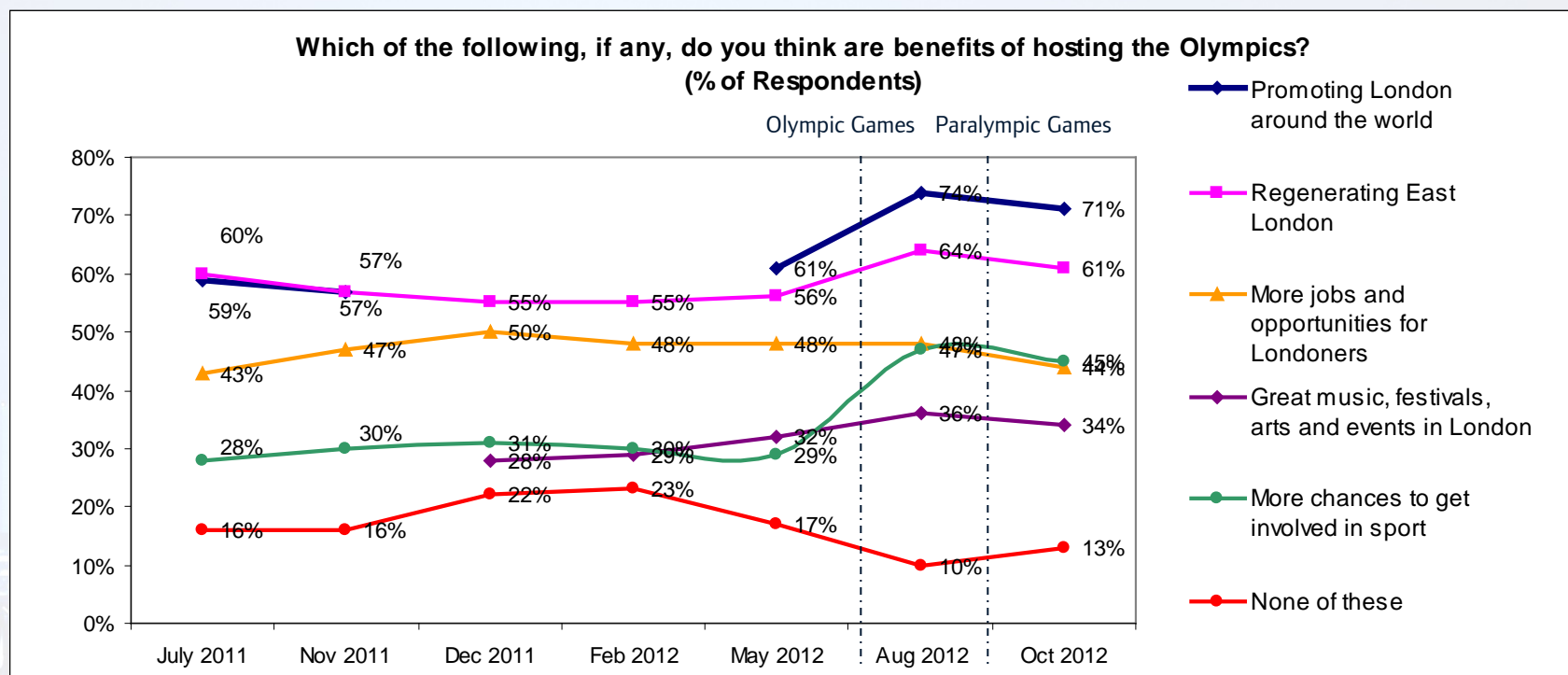
### More Likely to agree are:

- Men
- 25-44 yr olds
- Those with children in the household
- Those working
- Those in higher socio-economic groups (ABC1)
- Those who think they and their local area is benefitting
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

## Aim 9 : To track perception of benefits

**Every benefit, with the exception of job opportunities, has behaved similarly, with increases since before the Games and a slight fall since August (ie – during Games).**

- Promoting London around the world remains the most recognised now at 71%. This is followed by Regenerating East London (61%) and 'more chances to get involved in sport' (45%, rising significantly from 29% in May 2012).
- Recognition of more jobs and opportunities has fallen from a highpoint of 50% in December 2011, to 44% post-Games. This may reflect Londoners' not experiencing the boost in jobs predicted before the Games, or reflect that many Games-related jobs were temporary and as such are now coming to an end.



TNS/GLA London Bus

14-18 July 2011, 1014 London adults 16+ yrs, 17 – 22 Nov 2011, 1020 London adults 16+ yrs

15 – 20 Dec 2011, 1016 London adults 16+ yrs, 9 -13 Feb 2012, 1007 London adults 16+ yrs,

10 -15 May 2012, 1018 London adults, 16-22 Aug 2012, 1002 London adults 16+ yrs, 16 – 22 Oct 2012, 1032 London adults 16+ yrs

## Aim 9 : To track perception of benefits

# The following groups of people are more likely to recognise each of these benefits

Those who have heard of 'Summer Like No Other' and MOL presents, seen decorations or are all more likely to recognise each of the benefits.

The same is true of those who are currently benefitting from the Games or expect to in future, and those who think their local area is benefitting or will in future.

The only exception is with respect to 'Promoting London around the world' where there is not a clear positive correlation with the above factors.

### Regenerating East London (61%) :

- 65+ year olds (previously 25+ year olds)
- Those in higher socio-economic groups (ABC1)

### Great music, festivals, arts and events (34%):

- Females
- 16-44 year olds (narrower age range than August)
- Those working
- Those in higher socio-economic groups (ABC1)

### More chances to get involved in sport (45%):

- No division by gender (previously females were more likely)
- 16-44 year olds (narrower age range than in August)
- Parents with children at home
- Those working

### More jobs and opportunities for Londoners (44%):

- 16-34 year olds (younger age group than Aug)
- Parents with children at home

### Promotion of London around the world (71%):

- Divisions by gender, children in household have disappeared
- 65+ year olds (previously 25+ year olds)
- Those in higher social-economic grades (ABC1)

### None of these (13%):

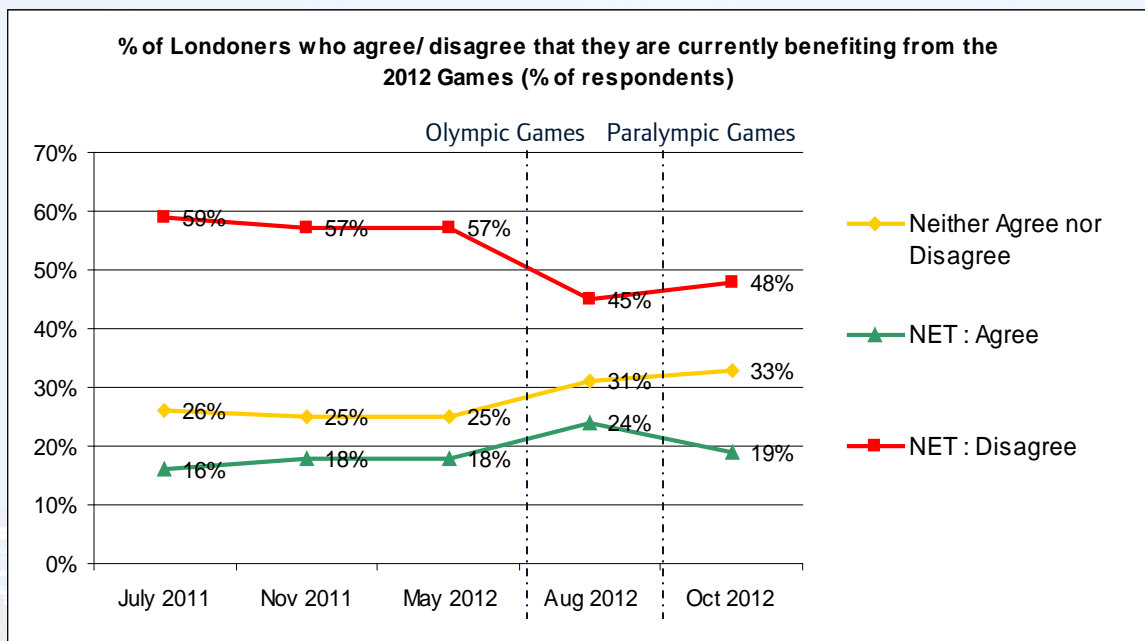
- Those not working
- Those in lower socio-economic groups (C2DE)
- Not benefitting from Games / Local area not benefitting

## Aim 9 : To track perception of benefits

# Nearly a fifth (19%) of Londoners agree that they are currently benefiting from the Games, a fall back to May 2012 levels, following the end of the Games

- In July last year only 16% of Londoners felt they were benefitting from the Games this rose very slightly as we approached the Games to 18% and during the games it increased further to 24%. Those disagreeing have fallen from 57% in May to 48% in August 2012.

As may be expected, there was a decrease in disagreement and increase in agreement during the Games themselves. However, perceptions have maintained at the improved levels seen immediately before the Games.



More likely to agree (same groups as in August)

- Men
- 25-34 yr olds
- Those with children in the household
- Those working
- Higher social grades (ABC1)
- Those who have heard of the SLNO campaign, or seen the adverts and decorations

More likely to disagree

- Women
- 45 + year olds (wider age ranges than August)
- Those without children at home
- Those not working
- Those who have not heard of the SLNO campaign or not seen the adverts or decorations

TNS/GLA London Bus 14 – 18 July 2011, 1014 London adults aged 16+ yrs  
TNS/GLA London Bus 17 – 22 Nov 2011, 1020 London adults aged 16+ yrs  
TNS/GLA London Bus 10-15 May 2012, 1018 London adults aged 16+ yrs  
TNS/GLA London Bus 16 – 22 Aug 2012, 1002 London adults aged 16+ yrs  
TNS/GLA London Bus 12-16 Oct 2012, 1032 London adults aged 16+ yrs

# Aim 9 : To track perception of benefits

## Just under a quarter (22%) feel that they will benefit from the Games in the future. There has been a slight, but insignificant fall since Nov 2011

■ There has been no significant increase in those that feel they will benefit from the Games in the future compared to the July 2011 figure, although a 4% increase in November 2011 was maintained through May and August.

Disagreement among Londoners that they will benefit from the Games has continued to fall since May 2012.

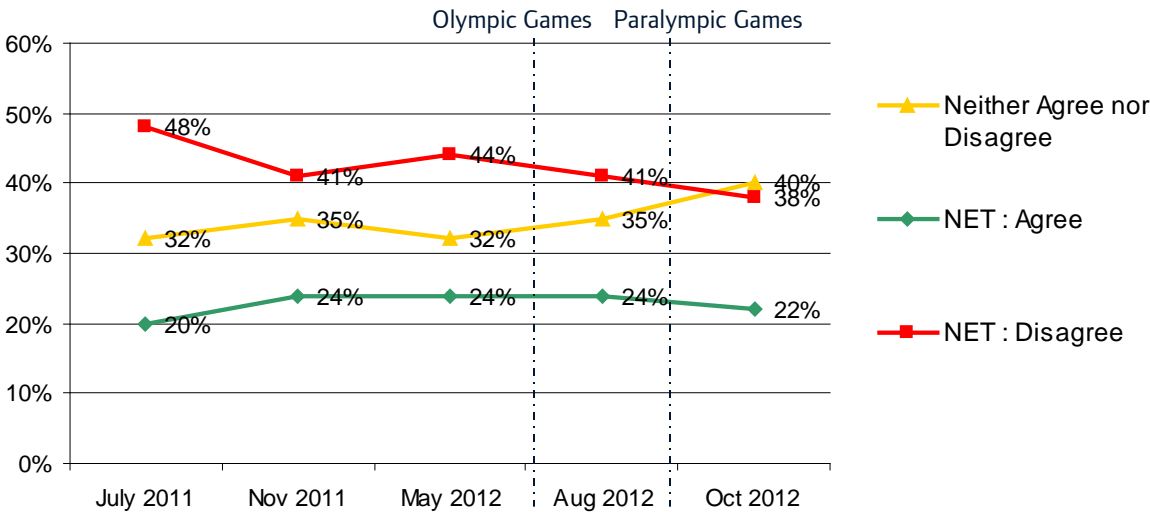
More likely to agree:

- Men
- 16-44 yr olds (narrower age range than August)
- Those with children in the household
- Those working
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

More likely to disagree

- Women
- 45 + year olds (wider age range than August)
- Those without children at home
- Those who have not heard of the SLNO campaign, not heard of the website, not seen the adverts or decorations.

% of Londoners who agree/ disagree that they are not currently benefiting from the 2012 Games but think they will in the future (% of respondents)



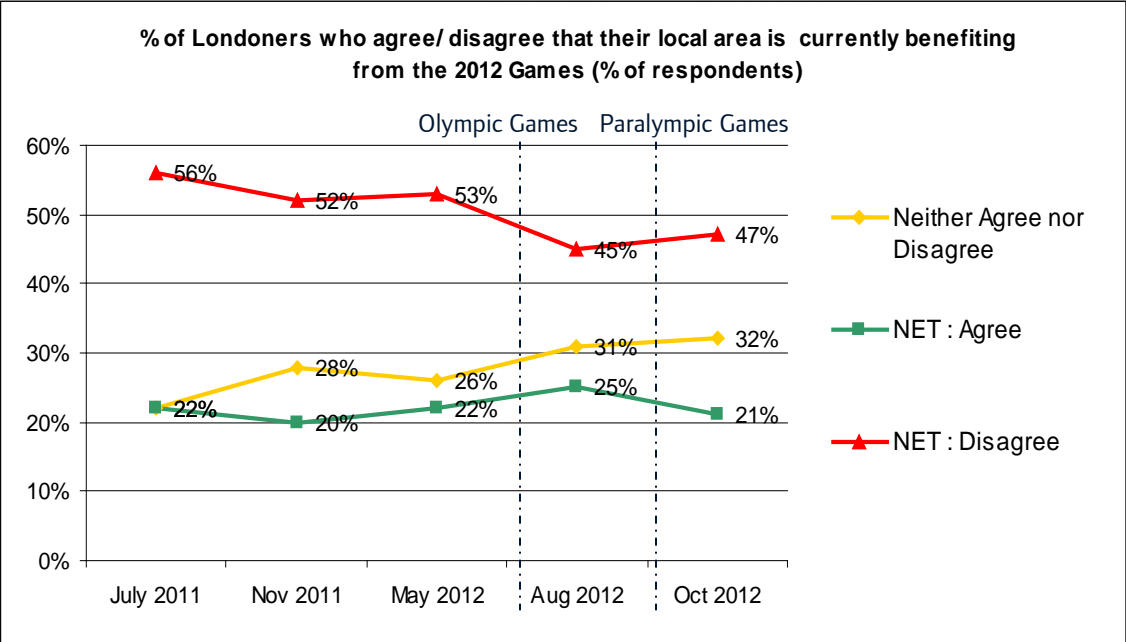
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TNS/GLA London Bus 12 – 16 Oct, 1032 London adults aged 16+ yrs

# Aim 9 : To track perception of benefits

## Since the Games, the number of Londoners who feel their local area is currently benefitting from the Games has fallen back to pre-Games levels.

■ Since May here has also been a fall in those who disagree from 53% to 47%.

As in August, people who live in the city of London and the host boroughs are more likely to think that their local area is currently benefiting.



### More likely to agree

- Men
- 16-34 yr olds
- Those with children in the household
- Those working
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

### More likely to disagree

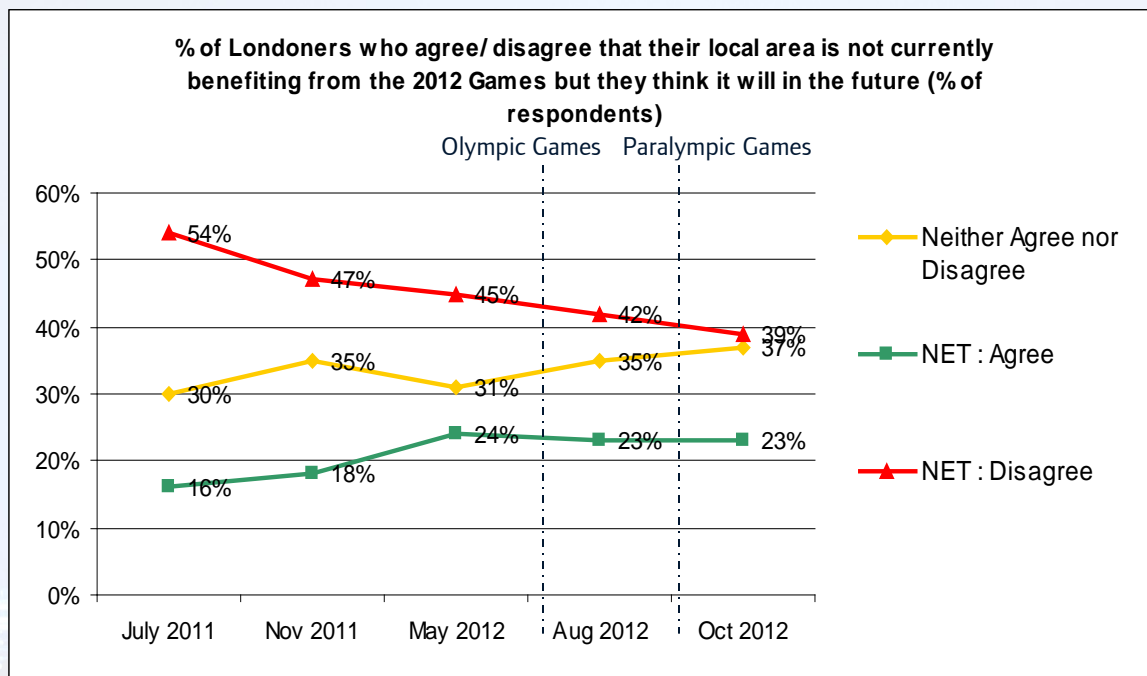
- 55 + year olds
- Those without children at home
- Those who have not heard of the SLNO campaign, not heard of the website, not seen the adverts and decorations.

TNS/GLA London Bus 14 – 18 July 2011, 1014 London adults aged 16+ yrs  
TNS/GLA London Bus 17 – 22 Nov 2011, 1020 London adults aged 16+ yrs  
TNS/GLA London Bus 10-15 May 2012, 1018 London adults aged 16+ yrs  
TNS/GLA London Bus 16 – 22 Aug 2012, 1002 London adults aged 16+ yrs  
TNS/GLA London Bus 12 – 16 Oct 2012, 1032 London adults aged 16+ yrs

## Aim 9 : To track perception of benefits

**As in August, 23% of Londoners think their local area will benefit in the future. 39% do not think this will happen (a fall of 3 percentage points since August and continuing the trend since July 2011)**

- Since July last year there has been a 7% increase in those that think their local area will benefit in the future. However, there has been no increase since before the games began in May to October. The proportion of Londoners who disagree has fallen by 15 percentage points since July 2011.



### More likely to agree

- Men
- 16-34 yr olds (wider age group than August)
- Those with children in the household
- Those working
- Those who have heard of the SLNO campaign, heard of the website or seen the adverts and decorations

### More likely to disagree

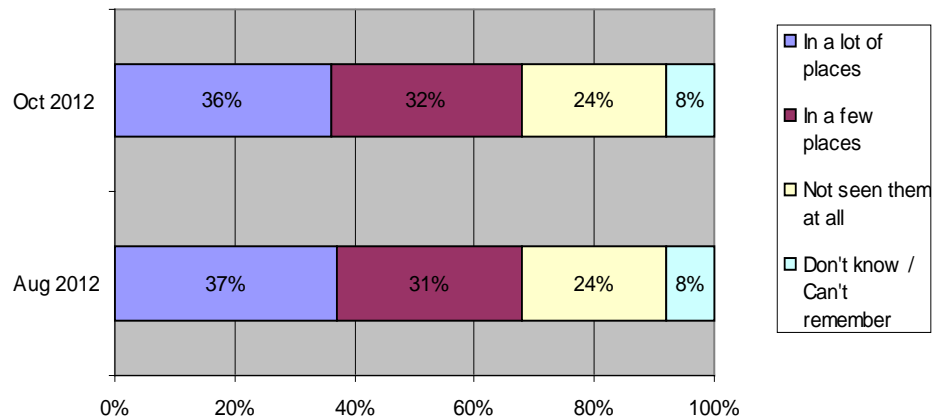
- 45 + year olds (wider age group than August)
- Those without children at home
- Those who have not heard of the SLNO campaign, not heard of the website, not seen the adverts or decorations.

## Aim 10: To assess the contribution of the 'look and feel' of the city

# Over two-thirds (68%) of all respondents had seen the Olympic banners/flags across London

• 36% had seen them in a lot of places and 32% had seen them in a few places. These figures are broadly similar to August.

To what extent have you seen banners/flags across London



More likely to have seen the banners/flags in a lot of places:

- Younger age groups – 16-34 year olds
- Currently benefitting from the Games or expect to in future
- Think their local area is benefitting from the Games or will in future
- Heard of SLNO and/or MOLpresents.com

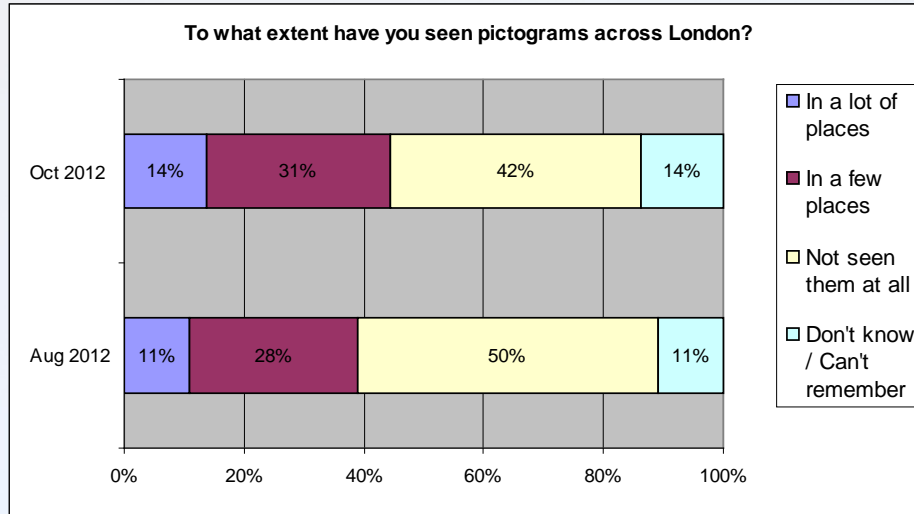
More likely not to have seen the banners/flags at all:

- 45-54 year olds
- Those not working
- Those who are not currently benefitting from the Games and those who do not expect to benefit in future

## Aim 10: To assess the contribution of the 'look and feel' of the city

# Just under half (45%) of all respondents had seen the Olympic Pictograms across London

• 14% had seen the Pictograms in a lot of places and 31% had seen them in a few places (45% overall). This is an improvement on August 2012 visibility, when 39% had seen the Pictograms in a lot or a few places.



### More likely to have seen the Pictograms in a lot of places:

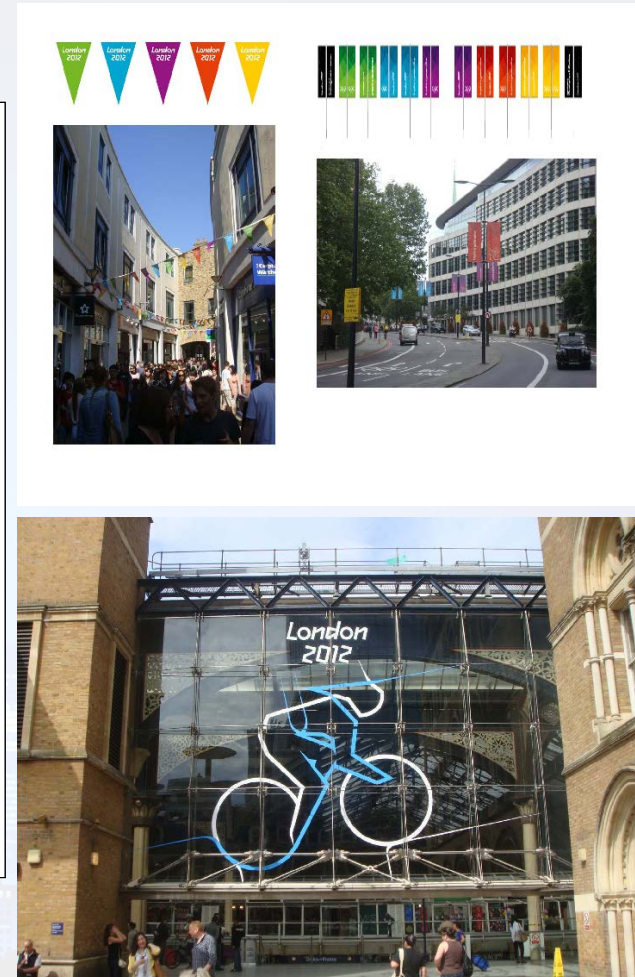
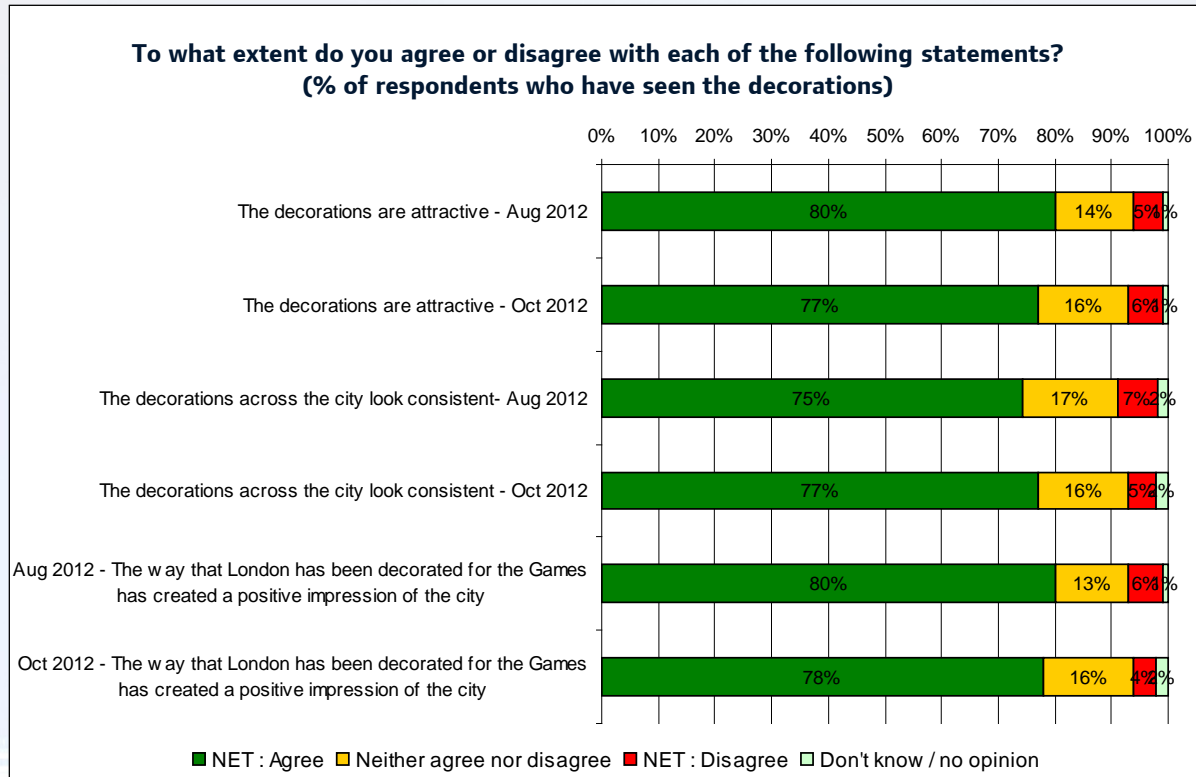
- Parents with children in household
- Currently benefitting from the Games or expect to in future
- Local area is currently benefitting from the Games or will in future
- Heard of SLNO and/or MOLpresents.com

### More likely not to have seen the pictograms at all:

- 65+ year olds
- Those not working
- Social group C2DE
- Those who are not currently benefitting from the Games and those who do not expect to benefit in future
- Those whose local area is not currently benefitting from the Games and those who do not expect it will benefit in future

## Aim 10: To assess the contribution of the 'look and feel' of the city

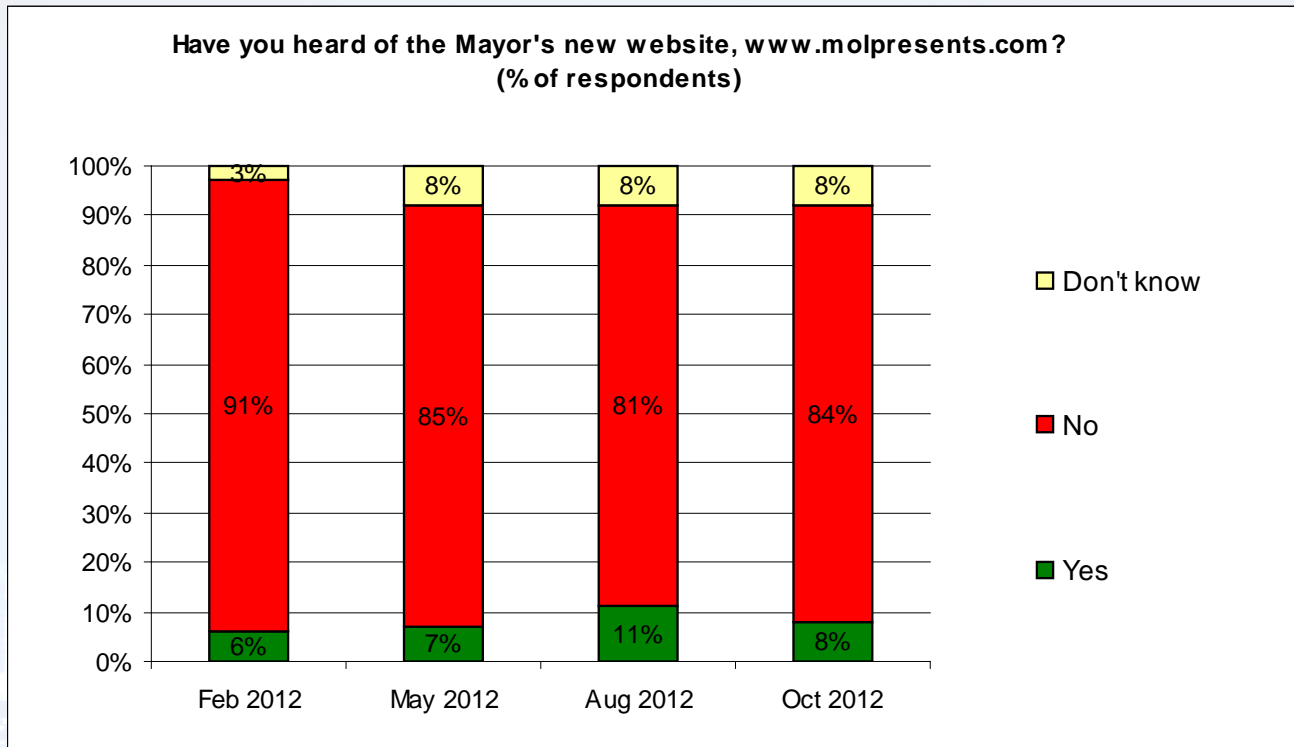
Since the question was last asked during the Games, there has been no significant change in perceptions about the look and feel of decorations in the city, in respect of their attractiveness, consistency and fostering a positive impression.



## Aim 11: To ensure everyone is well informed

# 8% of Londoners had heard of the mol presents website, this is 3% less than in the high point in Aug 2012

- Based on the 2012 16+ population of London (6,400,400) and assuming everyone has an equal chance of hearing about the website this 8% equates to 512,032 Londoners

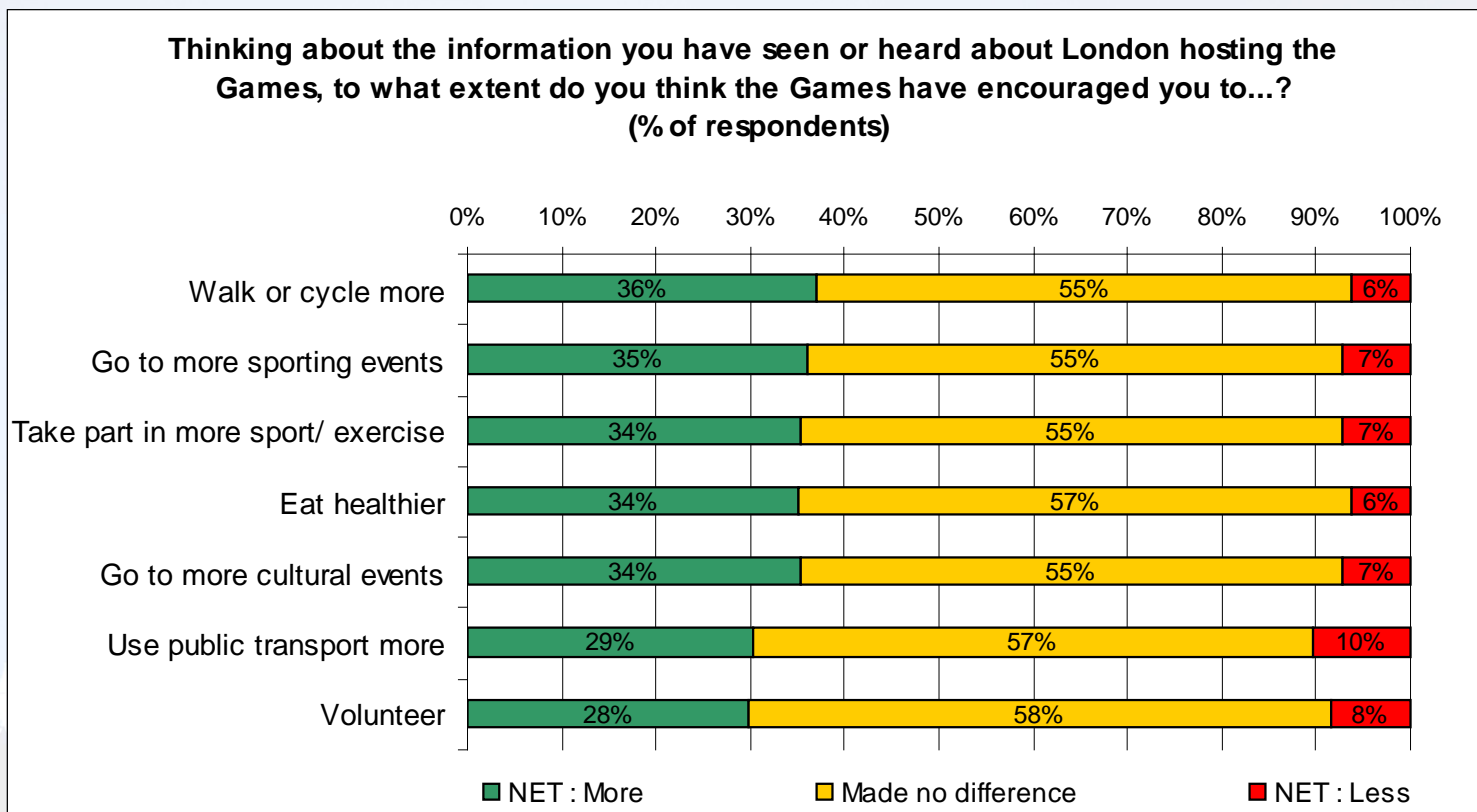


- Note that this is based on a small sample size of 83 respondents and therefore results should be treated with caution.

## Aim 12: To assess the impact of the Games on Londoners

# Information about the Games has been an inspiration to many Londoners to participate in more active leisure activities

- Over a third of Londoners have been encouraged to walk/cycle more (36%), take part in more exercise (34%), eat healthier (34%) and go to more sporting (35%) or cultural events (34%) as a result of what they've seen or heard about the Games



## Aim 12: To assess the impact of the Games on Londoners

**In all cases, those who are currently benefitting from the Games, or expect to in future, and those who have heard of SNLO, MOLpresents or seen decoration were more likely to be encouraged to undertake more activity**

Other groups more likely to take up each activity:

### **Walk/cycle more (36%):**

- 16-44 year olds
- Those with children in the household
- Those in work

### **Eat healthier (34%):**

- 16-44 year olds
- Those with children in the household
- Those in work
- Social groups ABC1

### **Use public transport more (29%) :**

- Men
- 16-44 year olds
- Those with children in household
- Those in work

### **Go to more sporting events (35%):**

- 16-44 year olds
- Those with children in the household
- Those in work
- Social groups ABC1

### **Volunteer (28%):**

- 16-44 year olds
- Those with children in household
- Those in work
- Social group ABC1

### **Take part in more exercise (34%):**

- Men
- 16-44 year olds
- Those with children in household

### **Go to more cultural events (34%):**

- Men
- 16-44 year olds
- Those with children in household
- Those in work