

Post Games Online Survey Results Report

The GLA is evaluating the impact and legacy of the London 2012 Olympic and Paralympic Games. A key component of this evaluation has been a research programme designed to explore the impact that the Games has had on the opinions, behaviour and attitudes of both Londoners and visitors to London.

This report sets out the results of one aspect of this research programme – an online survey completed by 1230 Londoners and visitors after the Games. The survey took place between the 17th December 2012 and 20th January 2013. The aim of this survey was to demonstrate the legacy of London hosting the Games by exploring respondents' experiences of London during the Games and the impact this has had on both their perceptions of London and their behaviour.


Key Findings

- The vast majority (93%) of respondents rated their experience of London during the Games at 8 or above.
- 61% said that attending an Olympic/Paralympic sporting event or ceremony was their most memorable moment of London during the Games.
- The vast majority (92%) had attended GLA organised/supported events during the summer with 58% attending the torch relay and nearly half attending Dazzle (49%), BT London Live (49%) and Stroll and Explore (47%).
- 98% saw the banners and flags across London and the vast majority (91%) agreed the way London was decorated for the games created a positive impression of the city.
- 96% of respondents saw the London Ambassadors and 56% asked them for help and advice.
- 86% know a great deal (37%) or a fair amount (48%) about what the Mayor of London did to make the summer of 2012 memorable for Londoners and visitors.
- Since the Games have ended 60% of respondents have recommended visiting London to friends and family and 54% have visited London again.
- 55% have found out more about events put on or supported by the Mayor and 27% have actually attended another event put on or supported by the Mayor.
- As a result of what they saw and heard during the Games 36% say they have been to more cultural events, 35% of respondents say they are walking or cycling more and 31% say they are taking part in more sport/exercise.
- 37% say they are more aware of volunteering opportunities as a result of seeing and hearing about the volunteers that helped to deliver the Games.
- 51% say they are more interested in events and cultural happenings as a result of seeing and hearing about the free events in London during the summer and 43% intend to take part in events and cultural happenings in London in the future.
- Those respondents that live in London spent £136.64 per person on tickets while those living elsewhere in the UK spent an average of £152.37 per person on tickets.
- A third (33%) of those who were visiting London visited more than 4 times, 48% visited just for the day while 22% (46 people) stayed for more than 7 nights. Of those that stayed overnight 51% stayed with family and friends.

Methodology and interpretation of results

An email with a link to the survey was sent to the Mayor of London Presents database (10,053 people) and to those people who had attended events during the summer and said they would be happy to be contacted again (450 people).

MAYOR OF LONDON



Win £500 - take part in our survey

If you were in London this summer you could win £500 just by answering a few simple questions!

We want to know what you thought about everything that was going on during the Mayor's summer like no other. If you didn't visit the city during the Games or attend any of our events you still have a chance of winning as we'd like to hear from you too.

The survey shouldn't take more than 10 minutes to complete and all surveys completed by Sunday 20 January 2013 will have the chance to be entered into a £500 prize draw. [Complete our survey](#).

You can also [share your experiences of London this summer](#) on Talk London, our new online community.

Entry into a £500 prize draw was included to encourage responses and in total 1230 online surveys were completed (12% response rate) between 17th December 2012 and 20th January 2013. The winner of the prize draw was chosen at random and sent a cheque for the prize money.

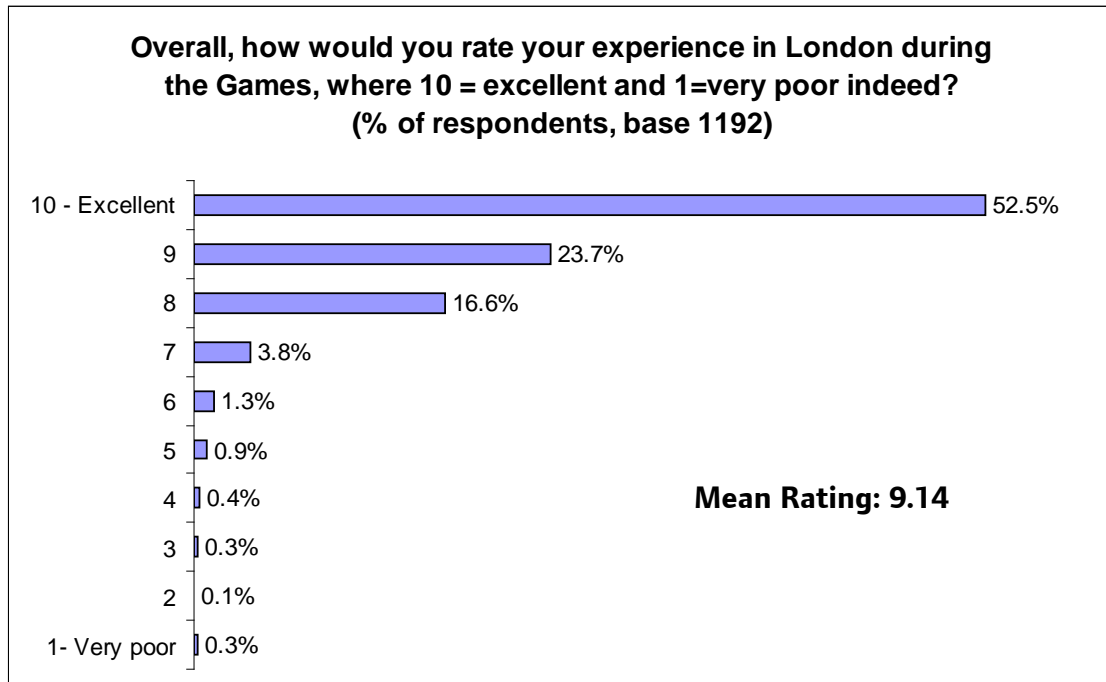
When interpreting the results it is important to note that respondents to the survey chose to complete the survey. They were either people on the Mayor of London Presents database and as such interested in the Mayor's programme of events over the summer or had already attended an event and agreed to take part in further research. As such the results cannot be seen as representative of visitors or Londoners and should be treated as indicative of the opinions of those who experienced London during the Games.

The data is not weighted. Percentages are rounded to the nearest whole percentage and are based on the number of people that answered each question, where this falls below 1000 people the number of responses are included as well as the percentage.

Where percentages do not add up to 100% this is due to multiple answers, to rounding of decimal points up or down, or to the exclusion of 'Don't know' or 'No response' categories.

Experience of London during the Games

97% of respondents to this survey (1197 respondents) experienced London during the Games from July to September leaving just 3% (33 respondents) who didn't experience London during this time. Of those that did experience London during the Games 93% rated their experience at 8 or above, with the mean rating being 9.14.

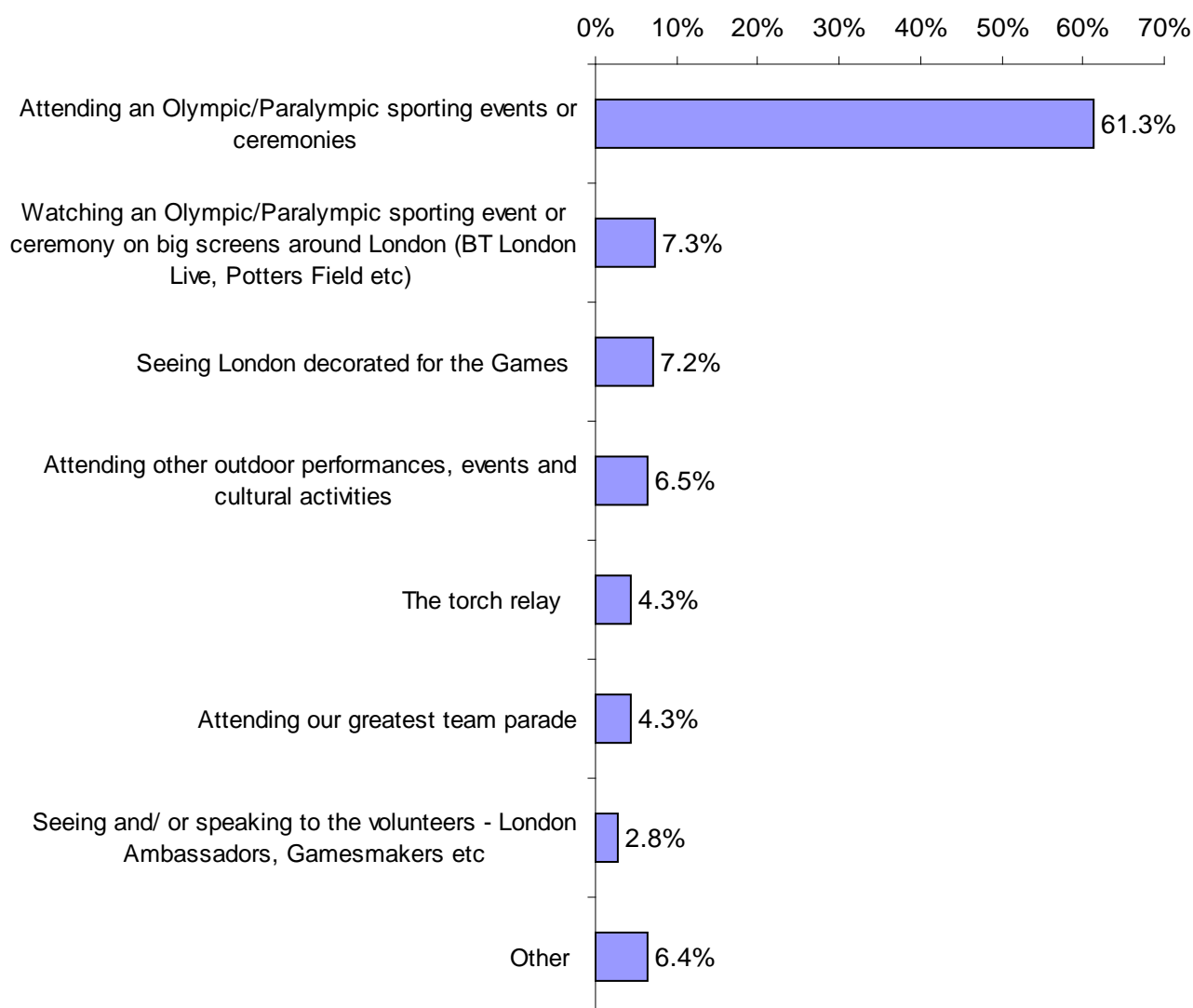


Women were more likely to rate their experience as excellent (54% rating it as a 10 compared to 48% of men) while men were more likely to rate their experience as a 9 (27% compared to 22% of women).

Over 65's and 18-24 year olds were more likely to rate their experience as a 10 (68% and 56% respectively). Those that don't live or work in London were more likely to rate their experience as a 10 (63%) than those who live and work in London (50%). Those who live and work in London were more likely to rate their experience as an 8 (20% compared to 11% for others).

61% said that attending an Olympic/Paralympic sporting event or ceremony was their most memorable moment of London during the Games. This is followed by watching events on the big screens around London, seeing London decorated for the Games and attending outdoor performances, events and cultural activities (all at 7%).

**What would you say was the most memorable moment of your experience of London during the Games?
(% of respondents, Base 1175)**



Men were more likely than women to think attending an Olympic or Paralympic sporting event/ ceremony was their most memorable moment (65% of men compared to 59% of women). Those who live and / or work in London were also more likely to think attending an event or ceremony was their most memorable moment (64% compared to 57% who don't live or work in London).

Younger people aged 18-24 and those over 65 were less likely than other age groups to think that attending Olympic or Paralympic sporting events or ceremonies was their most memorable moment (50% compared to 63% of the age groups in between). Younger people aged 18-34 were most likely to think watching the events or ceremonies on big screens around London was the most memorable event (12% compared to 6% for older age groups).

Some of the other memorable moments listed included volunteering as a Team London Ambassador or a Gamesmaker, being part of the opening/ closing ceremonies, watching certain events on television, the ease of travelling around London and the great atmosphere:

Being a London Ambassador in Parliament Square and having people coming to say thank you for our help

Live and work in London, F 18 -24

Being a London Ambassador and meeting a variety of people who were having the time of their lives

Live and work in London, F 55 -64

'As a Gamesmaker T3 Driver passing Big Ben at midnight with Japanese passengers'

Live and work in London, F 55 -64

'Performing in the opening and closing of the Paralympic Games'

Live and work in London, F 45 - 54

'Travelling on TfL with the Gamesmakers and enjoying a considerable decline in the volume of traffic'

Work in London, F 55-64

'Watching Usain Bolt in Pizza East in Shoreditch High Street winning his second Gold medal'

Visitor, M 45-54

'Generally a great feeling of pride and happiness throughout the entire period'

Live and work in London, F 45-54

'My now-husband proposed during the opening ceremonies at Tower Bridge'

Live in London, F 18-24

'As a newcomer to London, I felt like the centre of the universe, seeing the torch bearer run past me'

Live and work in London, F 25-34

'Atmosphere and friendliness of Londoners & volunteers, London decorated for all Summer Events'

Live and work in London F 35-44

'Watching usually bad tempered Londoners being charming and helpful to visitors - weird but wonderful'

Live and work in London, F 45 - 54

Enjoying being amongst the cultural mix of people experiencing tourism across London's central area

Don't live or work in London , Male, 65+

All respondents were asked to use three words to describe their experience in London during the London 2012 Games. The words chosen are summarised in the 'wordle' below, the size of the word reflects how many times it was mentioned, there are little differences in words chose across gender, age groups, live in London or visiting and ethnicity:



Of those that didn't experience London the two main reasons were that they 'didn't want to experience being in the city during the Games - too busy etc' (7 people) and 'the cost of travelling to and getting around London' (7 people). 8 people gave other reasons including being away.

Perceptions of the Events

During the summer of 2012 while the Olympic and Paralympic Games were taking place the Mayor of London organised and supported a number of events as part of the London 2012 Festival and Mayor of London Presents programme. These events ranged from small pop – up arts and culture performances to large scale events in London's parks with giant screens showing live action from the Games as well as family entertainment, sporting opportunities and musical and cultural performances.

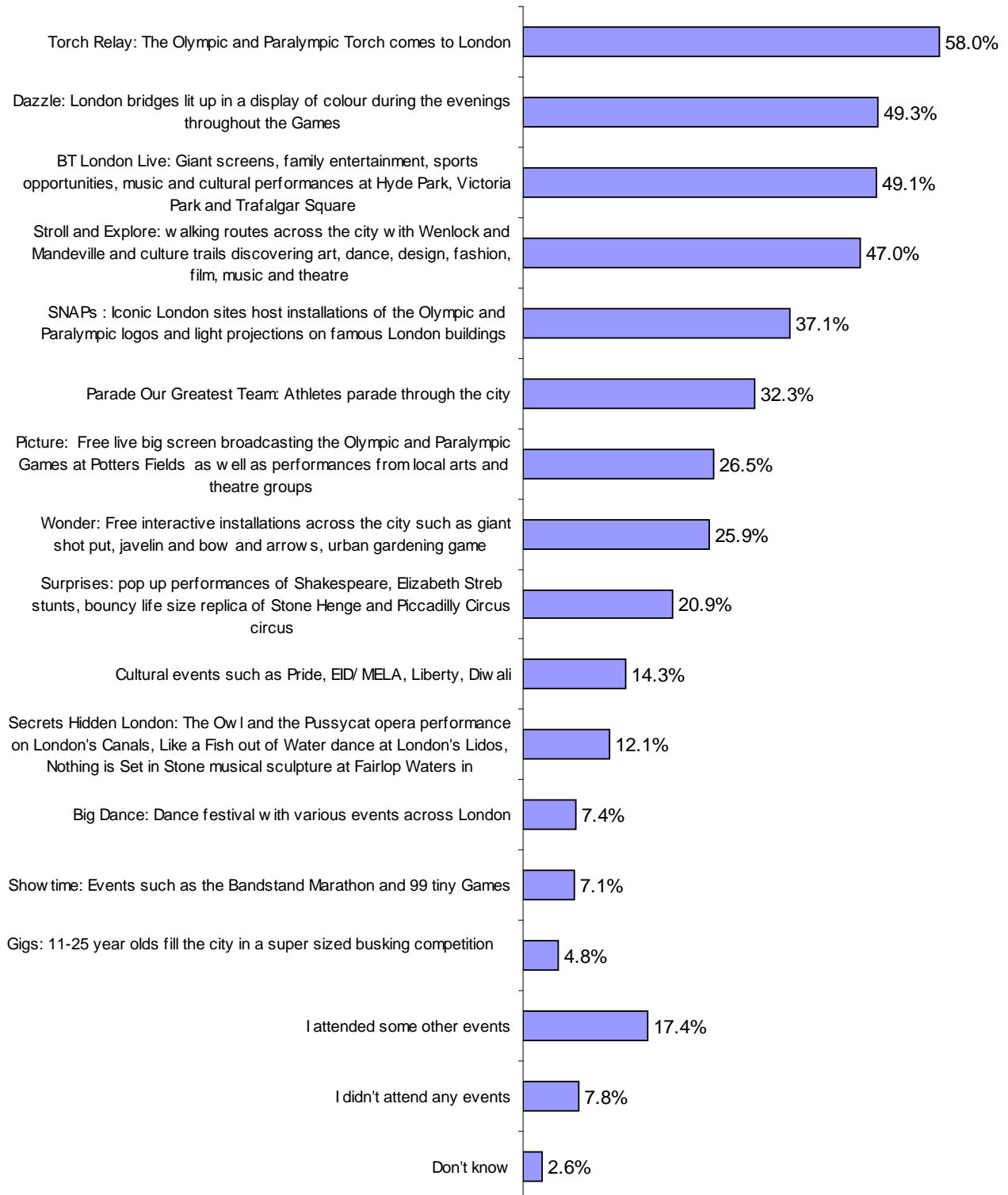
The vast majority of respondents (92%) had attended events during the summer. 58% attended the torch relay and nearly half of all respondents attended Dazzle (49%), BT London Live (49%) and Stroll and Explore (47%).

Some respondents noted that they were an Ambassador and as part of their role were posted at stations and other events. Other events that respondents mentioned included:

- Events on the Southbank, in Greenwich and the Mayors Thames Festival
- Visiting the international houses i.e. Brazilian House, and the House of South Africa and the Belgium House.
- The Opening and Closing ceremonies and the rehearsal events
- The Queens Jubilee events
- Other events organised by local councils (Hackney and Waltham forest and Redbridge) or the local community

Did you attend any of the following events during your time in London this summer?

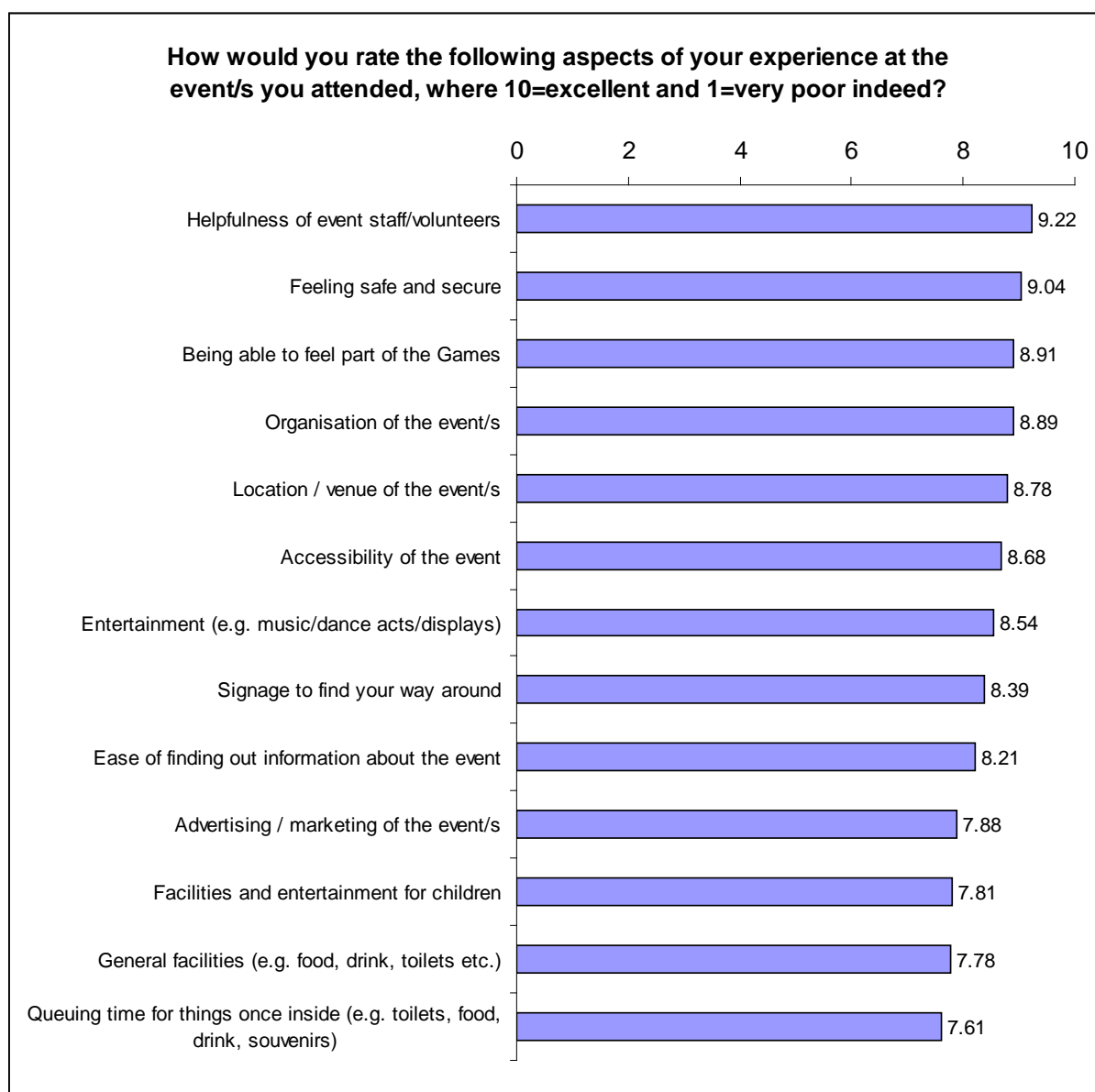
(% of respondents, base 1197)



Women were more likely to have done the walking routes Stroll and Explore (51% of women compared to 40% of men) and Surprises pop up performances (23% of women compared to 17% of men). Men were more likely to have attended the Parade (36% of men compared to 31% of women) and cultural events (18% of men compared to 13% of women). There is little difference between males and females for the other events.

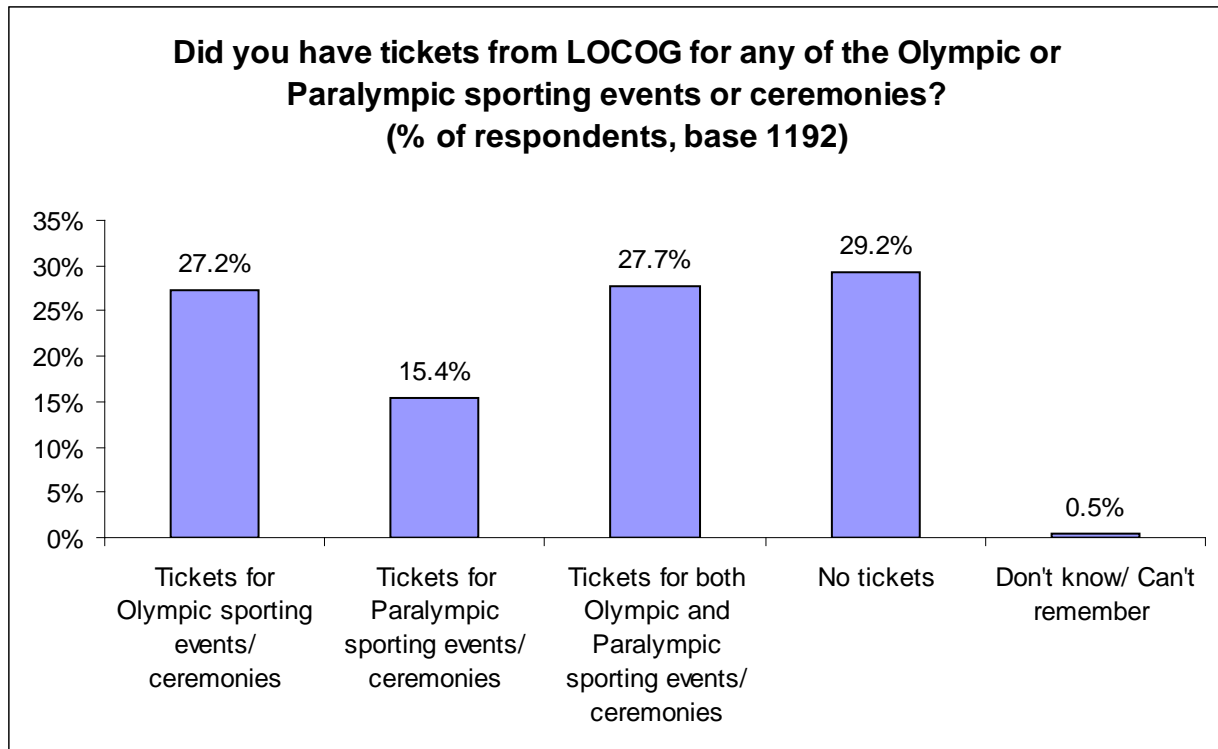
Younger people aged 18-24 were less likely than other age groups to attend the torch relay (51% compared to 58% of older age groups) but more likely to attend BT London Live (61% compared to 48% of older age groups). SNAPs Iconic London sites and Dazzle London bridges was more popular with people over 55 years old (48% compared to 33% of younger age groups and 57% compared to 47% of younger age group) while Stroll and Explore was more popular with those under 55 (50% compared to 41% over 55).

The aspects of the events that were rated most highly were: helpfulness of event staff/volunteers (92% rating this 8 or above), feeling safe and secure (92% rating this 8 or above), organisation of event (89% rating this 8 or above) and being able to feel part of the games (88% rating this at 8 or above). The chart below shows the mean ratings for each of these aspects.



Reasons for visiting London

Of those that experienced London during the summer 28% had tickets for both Olympic and Paralympic events while 29% had no tickets at all.

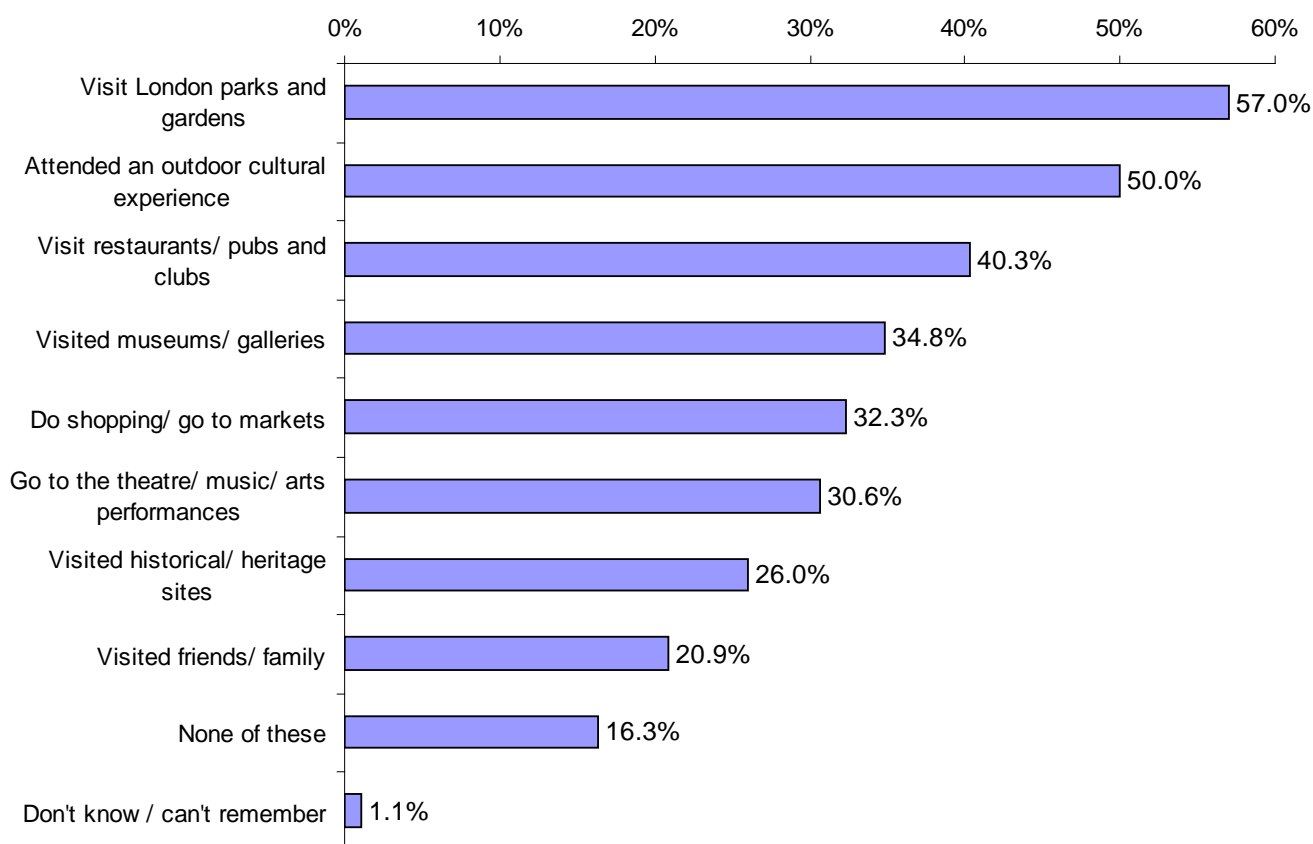


35-44 year olds were most likely to have tickets to both Olympic and Paralympic events (35%) while 18-24 and 65+ year olds were least likely to have tickets for both (15%). Men (32% compared to 24% of women) and those working full time (28% compared to 24% part time) were more likely to have tickets to Olympic events while those working part time were more likely to have Paralympics tickets (21% compared to 13% working full time).

Those who had no tickets at all were more likely to be women (32% compared to 25% of men), the over 65s (37%) and 18-24 year olds (34%) , those who didn't live or work in London (34% had no tickets compared to 28% of those that live and work in London) and those who consider themselves to have a disability were more likely to have no tickets (42% compared to 28% without a disability).

When asked what else they did because the Games were on in London 57% of respondents said they had visited London's parks and gardens and 50% attended an outdoor cultural experience because of the Games. 40% visited restaurants and pubs and clubs and 35% visited museums and galleries.

**What else, if anything, did you do because the Games were on in London?
(% of respondents, base 1179)**



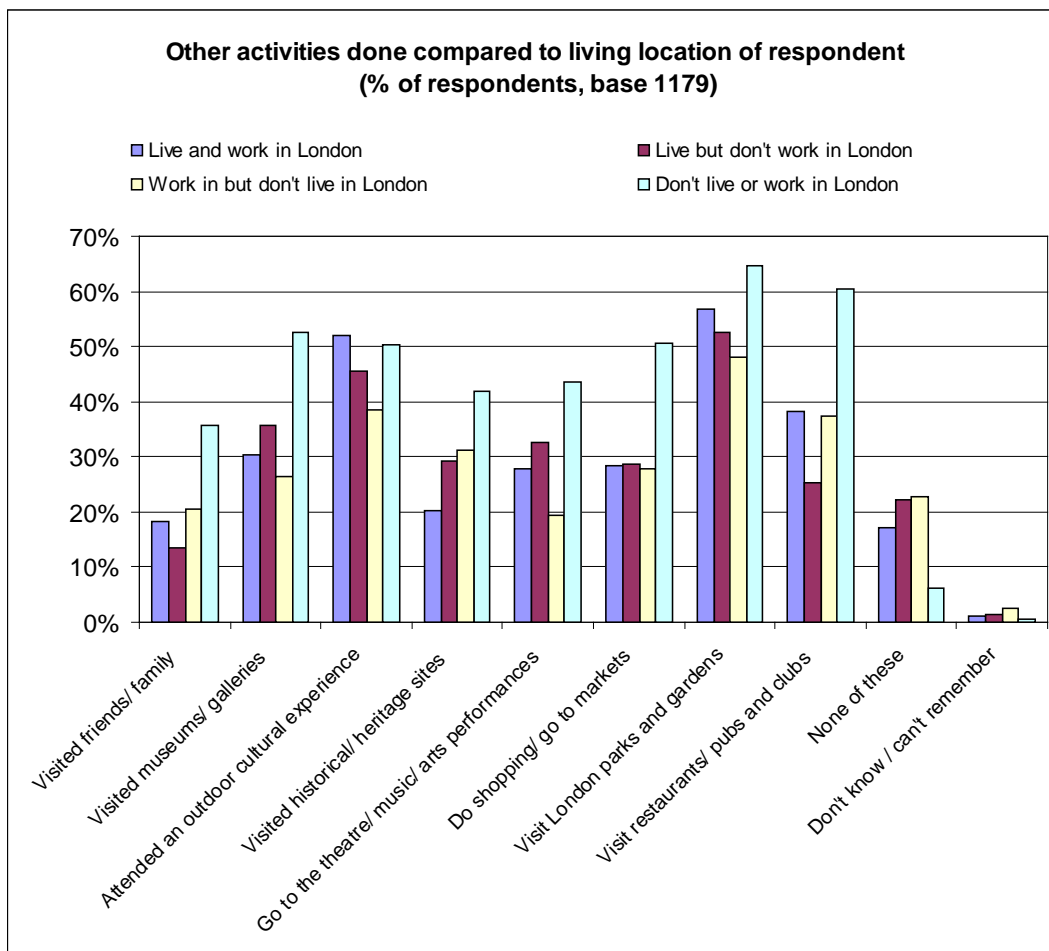
Men were more likely to visit friends and family (25% compared to 19% of women) and to visit restaurants/ pubs and clubs (45% for men compared to 38% of women).

Younger people and students were more likely to visit friends and family (34% of 18-34 year olds compared to 18% of older age groups) and visit museum and galleries (47% of 18-24 year olds compared to 36% for older age groups). Younger people are also more likely to go shopping (55% of 18-24 year olds compared to 31% of older age groups) and visit parks and gardens (69% compared to 54% of older age groups).

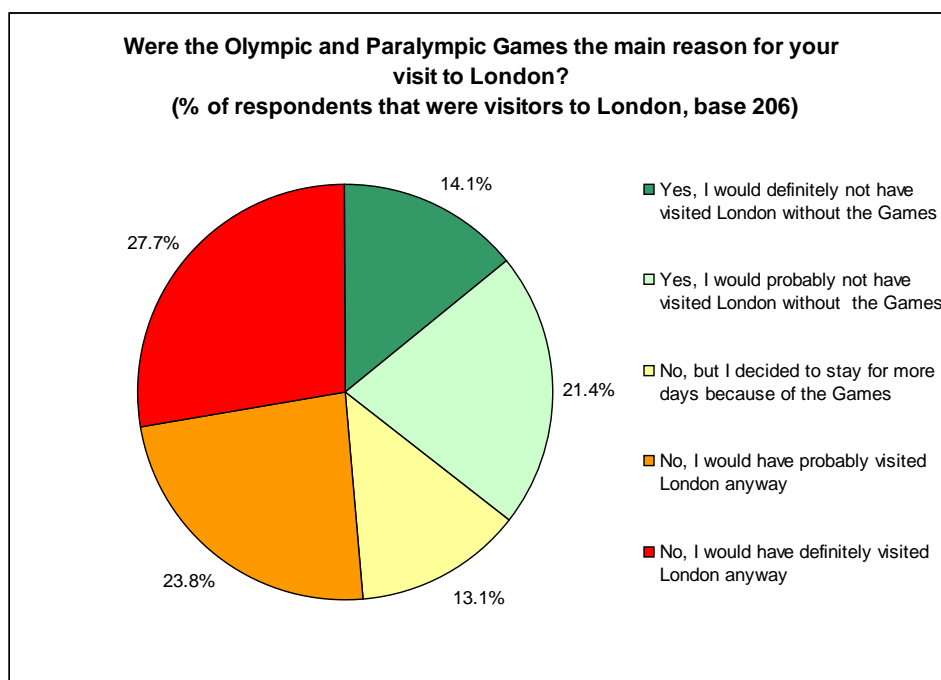
Older and retired people are least likely to attend outdoor cultural experiences (40% of over 65's compared to 50% of younger age groups) but more likely to go to the theatre (40% of over 65s compared to 29% of younger age groups)

Those not working are least likely to visit restaurants, pubs and clubs or go shopping (28% compared to 44% of those working full time and 38% of those working part time).

The chart below illustrates that those who are visiting London are more likely to do all of the listed activities apart from attend an outdoor cultural experience, which is more likely to be done by those living and working in London.



Of those 277 respondents that don't live or work in London, 36% would have definitely or probably not have visited London without the Games. While 52% would have probably or definitely visited London anyway. 13% decided to stay longer because of the Games.

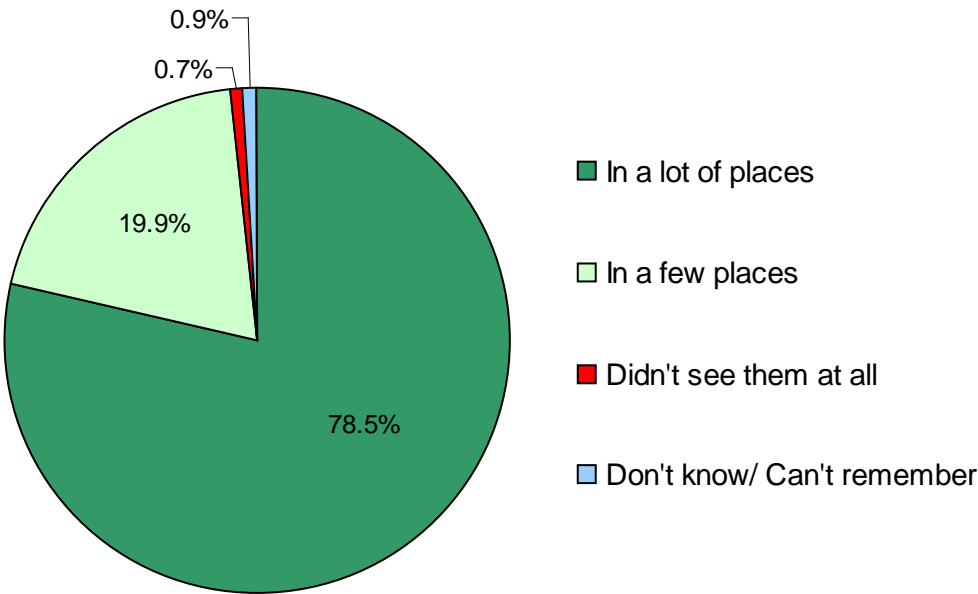


Decorations around the city

The vast majority of respondents (98%) had seen the banners and flags across London, 79% saw them in a lot of places and 20% saw them in a few places.

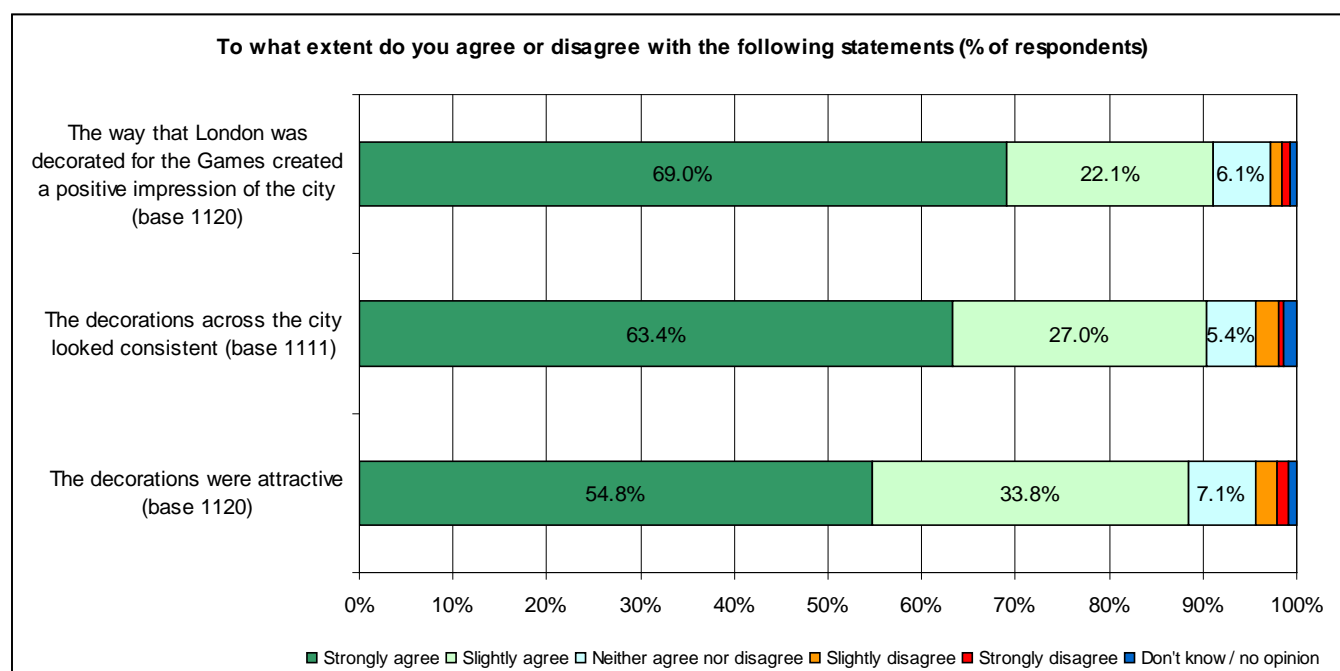


To what extent did you see decorations like this across London?
(% of respondents, base: 1120)



Reflecting the findings in our events research those that live in London were slightly more likely to see the decoration in lots of places than those who don't live in London (80% compared to 75%). Younger age groups also tend to be more aware of the decorations around London. 87% of 18-34 year olds say they have seen them in a lot of places compared to 77% of 35-64 year olds and 69% of 65+ year olds.

The vast majority of respondents were extremely positive about the decoration. 91% agree that the way London was decorated for the games created a positive impression of the city, 90% agree the decorations across the city looked consistent and 89% thought the decorations were attractive.



As also found in our event research visitors are slightly more positive than those that live and work in London. For example 64% of visitors are likely to strongly agree that decorations were attractive compared to 53% who live and work in London. Similarly, 71% strongly agreed they looked consistent (compared to 62%) and 79% strongly agreed the way London was decorated created a positive image of the city (compared to 67%).

Women are more likely to strongly agree that the decorations are attractive (58% compared to 49% of men) and that they created a positive impression of the city (71% compared to 66% of men). Those over 55 are also more likely to strongly agree that the decorations are attractive (64% compared to 52% of younger age groups).

Team London Ambassadors

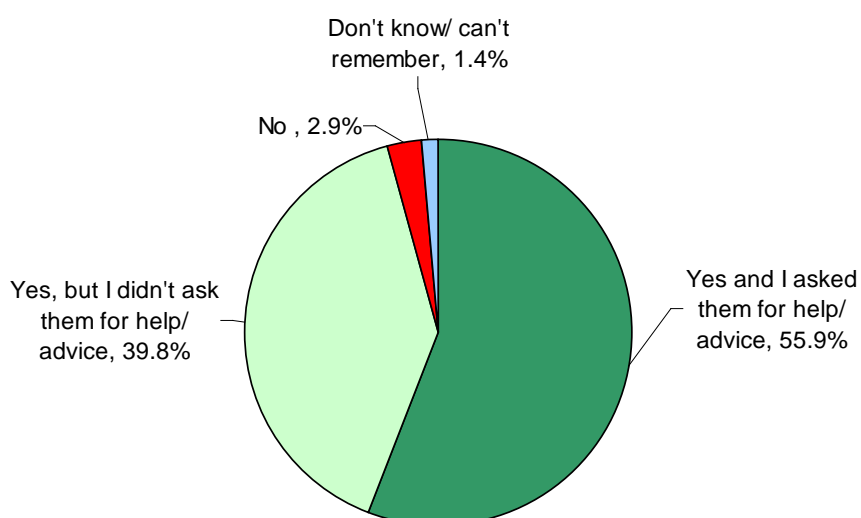
During the Olympic and Paralympics Games a team of 8,000 volunteers in pink and purple uniforms, known as the Team London Ambassadors, were stationed at key locations throughout London to make peoples experience of the London event better. Many were trained to direct people to events or places of interest as well as giving people information and advice.

When shown a photo of a group of Team London Ambassadors the vast majority of respondents (96%) recalled seeing them and more than half of the respondents (56%) had asked them for help and advice.

When interpreting these results it should be noted that many of the sample were Ambassadors or other volunteers themselves. The sample is also made up of people interested in the Mayors programme of events and so it is more likely that they will have seen Ambassadors. In this survey only 3% did not see the Ambassadors while in our events research during the Games 23% had not seen Ambassadors.

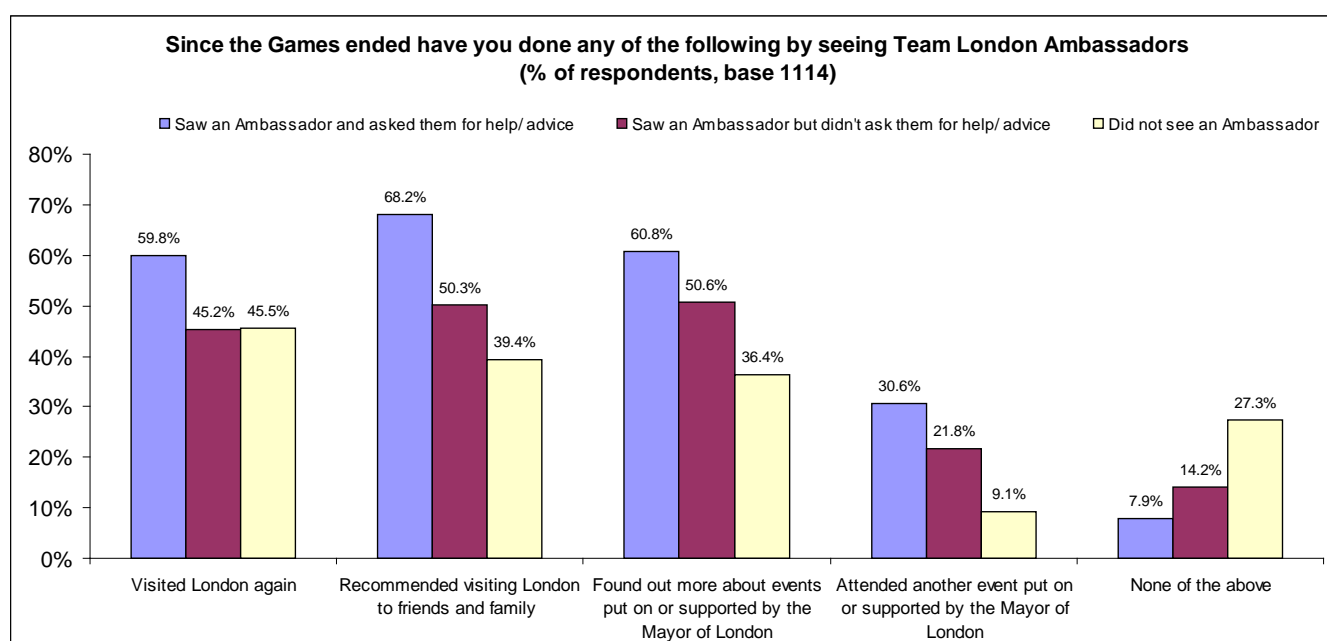


These volunteers are known as Team London Ambassadors. During your time in London over the summer did you see anyone dressed in this uniform? (% of respondents, base 1124)



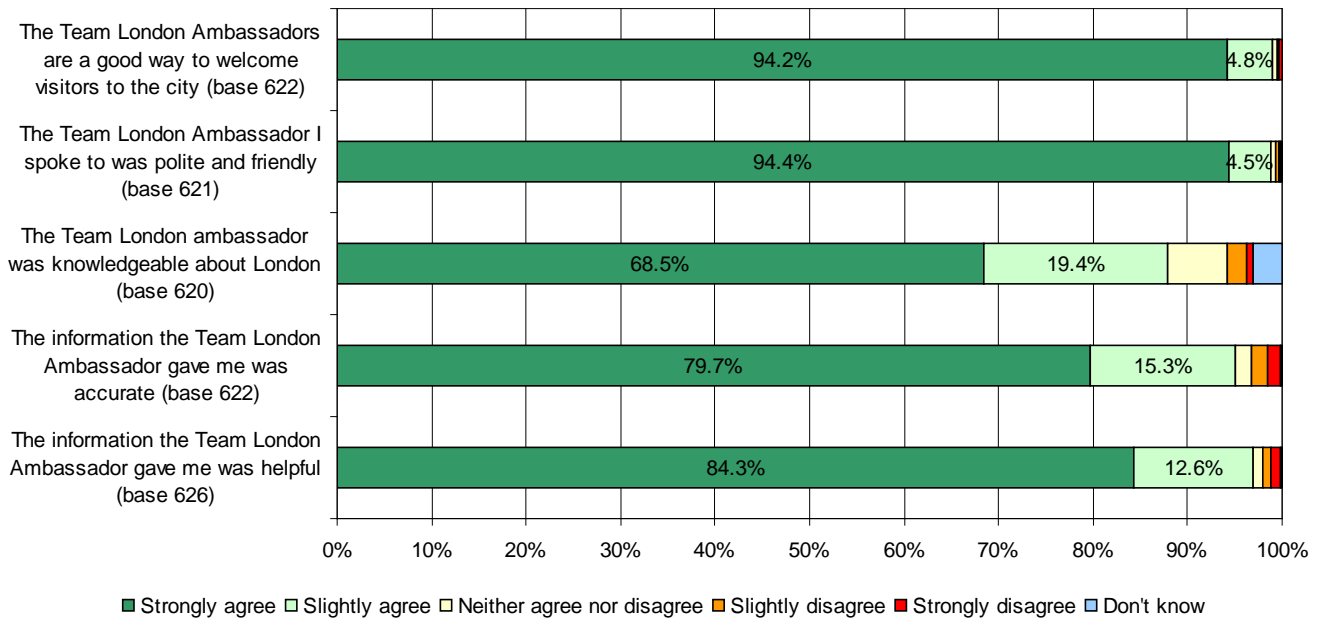
As found in the events research older people and those who are retired are more likely to have asked for help than younger people (67% of 55+ year olds compared to 52% of 18-55 year olds). Visitors to London were more likely to have asked for help and advice (70% of those who don't live or work in London compared to 53% of those who live and work in London.)

Those that spoke to a Team London Ambassador were more likely to rate their experience of London as 10 – excellent than those that didn't speak to them (57% compared to 46% who saw them but didn't speak to them) and those that spoke to an Ambassador are also more likely to have visited London again (60% compared to 45%), recommend visiting London to friends and family (68% compared to 50%), found out more about events put on or supported by the Mayor (61% compared to 51%), attended another event put on or supported by the Mayor (31% compared to 22%).



Those who did speak to an Ambassador were very positive with almost all (99%) agreeing that they are a good way to welcome visitors to the city and thought the ambassador they spoke to was polite and friendly. 97% thought the information was helpful and 95% thought the information they were given was accurate. Slightly less people (88%) thought the Ambassador they spoke to was knowledgeable about London.

**To what extent do you agree or disagree with each of the following statements?
(% of respondents)**

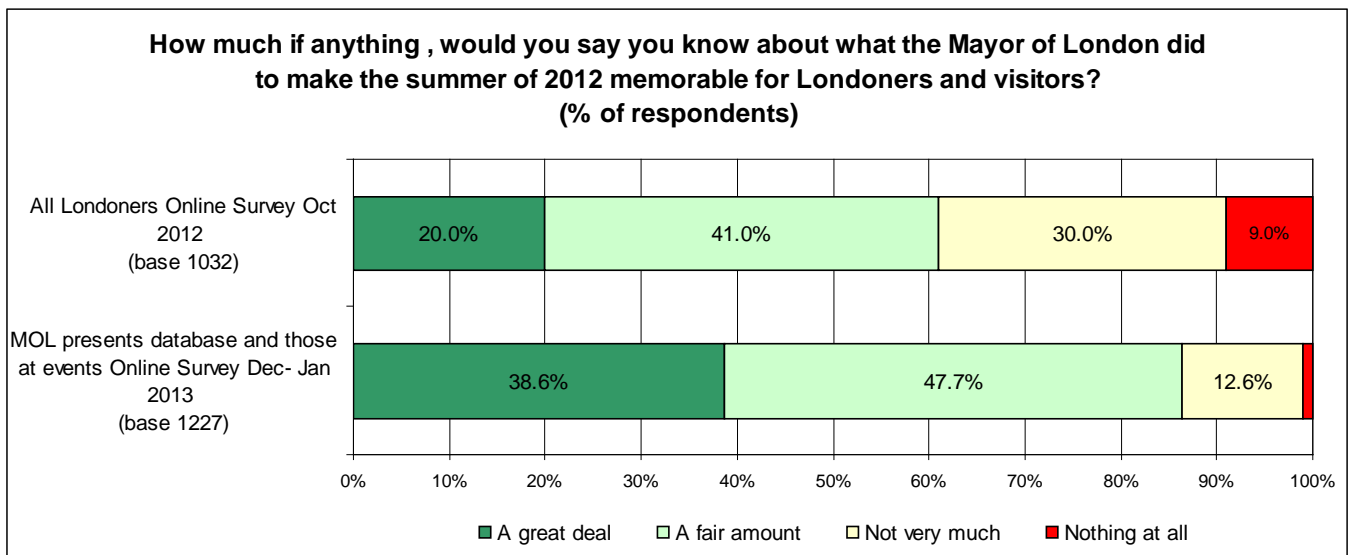


Mayor of London's role in making the summer memorable

The majority of respondents 86% know a great deal (37%) or a fair amount (48%) about what the Mayor of London did to make the summer of 2012 memorable for Londoners and visitors.

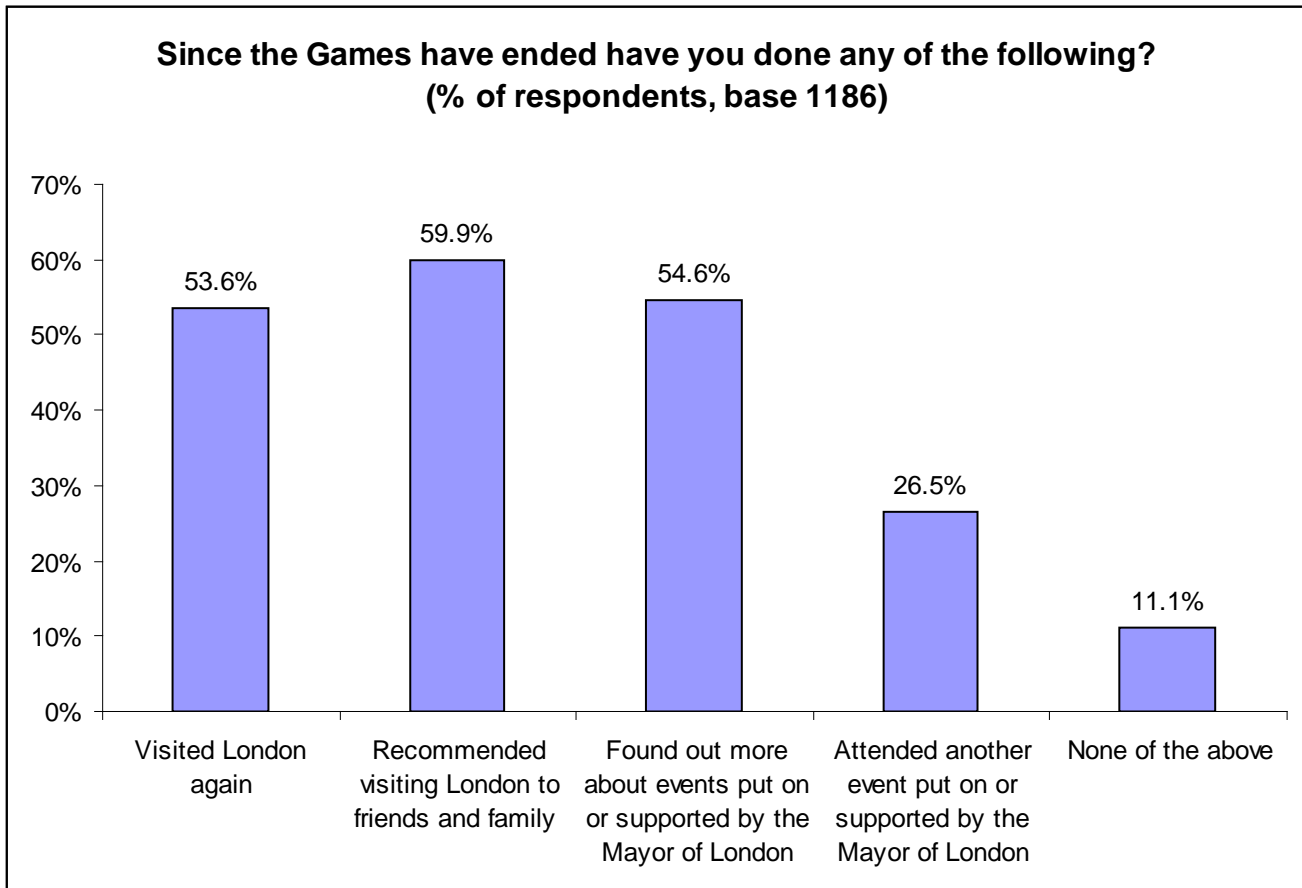
In this survey those more likely to say they know a great deal are men (40%), those over 65% (46%), those working full time (39%) and those not working (39%) and those that are visiting (42%). While those more likely to say they know a fair amount are women (50%), 35-44 year olds (52%), those working part time (56%) and those who live but don't work in London (53%).

It is important to note that in this survey awareness is higher than we asked a similar question to a random sample of 1032 Londoners in October 2012 as shown on the chart below. This is to be expected as the sample in this survey are those who are signed up to the MOL presents database and as such are interested in the Mayors Programme Events or were at events.



Impact of experience on future plans

Of those respondents that experienced London during the Games 6 in 10 (60%) have recommended visiting London to friends and family since the Games ended and just over half (54%) have visited London again. A similar number (55%) have found out more about events put on or supported by the Mayor and over a quarter 27% say they have actually attended another event put on or supported by the Mayor since the Games ended.



Visited London again

Respondents over 55 and those retired were more likely to have visited London again (66% compared to 50% of all younger age groups). Those working part time were also more likely to have visited London again (57% compared to 52% working full time). Those who don't live in London were also more likely to visit London again (74% compared to 52% who live in London).

Recommend to a friend or family

Men were more likely to recommend visiting London to a friend or family (66% compared to 57% of women). Younger people aged 18-24 and students are the most likely to recommend London to friends or family (85% of 18-24 year olds compared to 57% of all other age groups). Again those who don't live in London are more positive with 70% of those that don't live in London recommending London to a friend compared to 57% of those who live in London).

Found out more about events put on or supported by the Mayor

Younger people aged 18-24 are most likely to have found out more (61% compared to 47% of over 65s). Those working are more likely to have found out more (57%) than those not working and seeking work or

those who are retired (44%). Those that live but don't work in London are least likely to have found out more about events (48% compared to 55% of those that live and work and 57% who don't live in London)

Attended another event put on by the Mayor

Younger people 18-24 (33%) and older people over 65 (36%) are most likely to have attended another event as are those who are seeking work (38%). Those that live in London are more likely to attend another event than those that don't (30% compared to 20%)

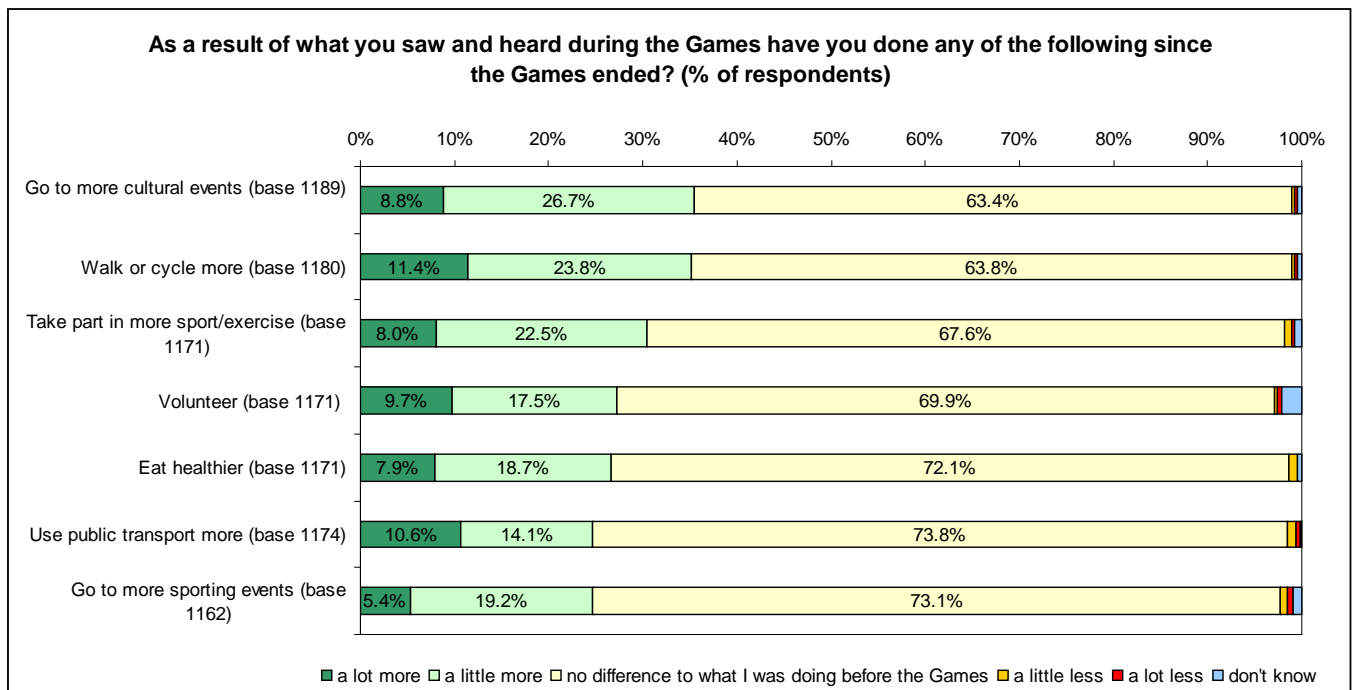
Even for those 33 respondents that didn't experience London during the Games the vast majority said that having seen or heard about London hosting the Games on the news and in the media they were likely to visit London in the future (27 people) and were likely to recommend London to friends and family (25 people). 26 people said that the things they had seen and heard about London hosting the Games on the news and the media had made them likely to want to find out more about events put on or supported by the Mayor of London and 23 people said it had made them likely to plan to attend future events.

Changes in behaviour since the Games

As a result of what they saw and heard during the Games 35% of respondents say they are walking or cycling more, 31% say they are taking part in more sport/exercise and 27% say they are eating more healthily since the Games ended.

36% say they have been to more cultural events and 25% say they have been to more sporting events since the Games ended.

27% say they have volunteered more since the Games ended and 25% say they have used public transport more.



Go to more cultural events

Younger people age 18-24 are more likely to say they are going to more cultural events (18% going a lot more compared to 9% for other ages) while those aged 34-44 are more likely to say the Games have made no difference (71% compared to 57% for those younger and 61% for those older). Those not working and are seeking work are also more likely to think they are going to more cultural events (37% going a little more compared to 26% of those working). Those who live and or work in London are more likely to say the Games have made no difference to them going to cultural events than those that are visiting (64% compared to 59%). Women are also more likely to say the Games have made no difference (65% compared to 60% of men).

Walk or cycle more

Those who don't live in London are more likely to say they have cycled or walked a little more than those that live and work in London (30% compared to 21%), while those that live and work in London are most likely to say it has made no difference (66% compared to 60% of others). Younger people aged 18-24 are more likely to say they are doing this a little more (32% compared to 23% of older age groups). Those who are working are more likely to say it has made no difference (67% compared to 53% of those not working) while those not working and seeking work are more likely to say it has made them walk or cycle a lot (27% compared to 9% of those working) or a little (29% compared to 22% of those working) more.

Take part in more sport/exercise

Those that don't live in London are more likely to say they have taken part in more sport/exercise a little more than those that live in London (30% compared to 18%). Those that live in London are more likely to say it has made no difference (70% compared to 61%). 18-24 year olds are more likely to say they have done this a little more than older age groups (29% compared to 20%). Those who are not working are more likely to say they are doing this a lot or a little more and least likely to say it has made no difference (53% compared to 70% of those working).

Volunteer

Those visiting are most likely to say they have volunteered a little more (22% compared to 16% of the others). There are no differences between men and women. Younger people 18-24 and older people over 65 are more likely than other age groups to say it has made them volunteer a lot more (18% and 25% compared to 8% of others). 35-44 year olds are most likely to think it has made no difference (78%). Those who have retired, students or those who are not working and seeking work are more likely to think they have volunteered a lot or a little more and are least likely to think it has made no difference (55% compared to 75% of those working).

Eat healthier

Those that don't live in London are more likely to say they have eaten healthier a little more (24% compared to 18% of those that do live in London) while those that live in London are more likely to say it has made no difference (72% compared to 67%). 18-24 year olds are more likely to say they have done this a little more (27% compared to 18% of other ages). Those not working are more likely to say they are doing this a lot or a little more and least likely to say it has made no difference (63% compared to 74% of those working).

Use public transport more

Those that live and work in London are least likely to say that they have used public transport a lot or a little more and are more likely to say it has made no difference to them (77% compared to 68% of others). Women are more likely to say there has been no difference for them (76% compared to 70% of men). Those who are retired and those over 55 are more likely to say they are doing this a lot more (20% compared to 9% for other younger age groups) while 25-44 year olds are most likely to say it has made no difference (81% compared to 68% of other age groups). Those who are working full time are also most likely to say it has made no difference (77% compared 69% not working).

Go to more sporting events

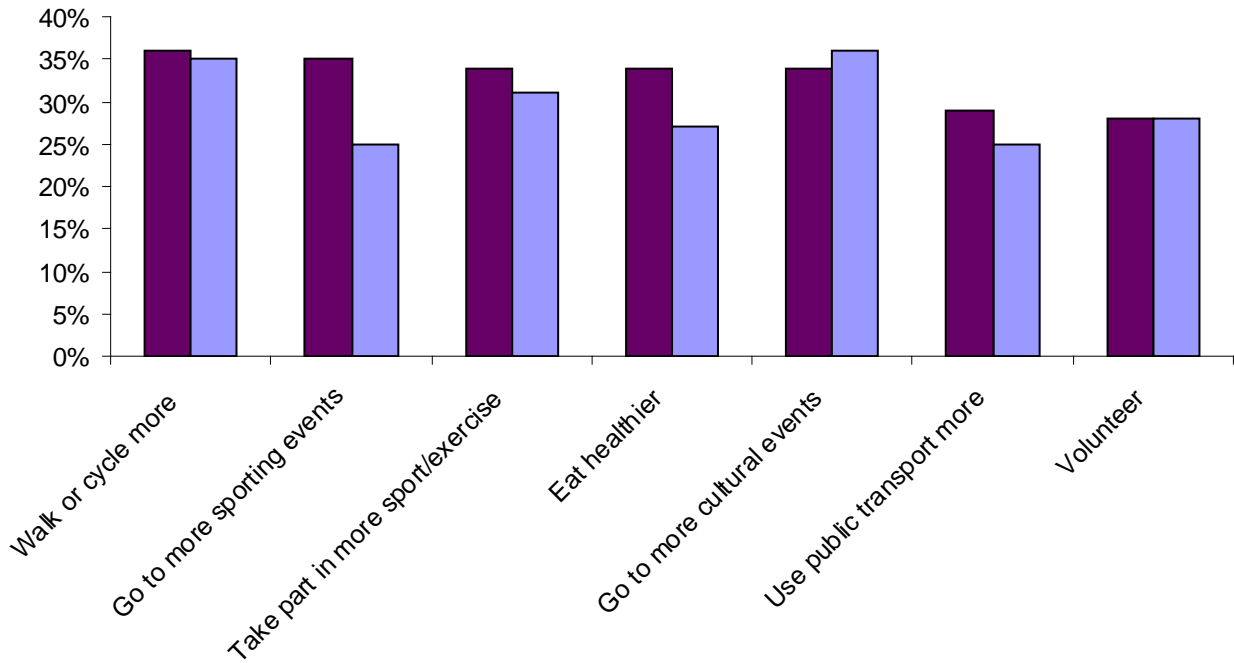
There is little differences between where people live and if they have gone to more sporting events. Men are more likely to say they are doing this a little more (22% compared to 18% of women) while women are more likely to say it has made no difference (75% compared to 69% of men). Those over 55 are more likely to say this has made no difference (82% compared to 69% of younger age groups). Those not working and seeking work are least likely to think it made no difference and more likely to think they are doing it a little more (30% compared to 20% of those working).

When these results are compared to a random sample of 1032 Londoners surveyed in October 2012 there is little difference and in most cases Londoners are more likely to think they have done these things more, with the exception of going to more cultural events, this is expected as this sample more likely to be interested in events.

**As a result of what you saw and heard during the Games have you
done any of the following since the Games ended?
(% of respondents NET more)**

■ Oct 2012 Online survey with 1032 Londoners aged 16+

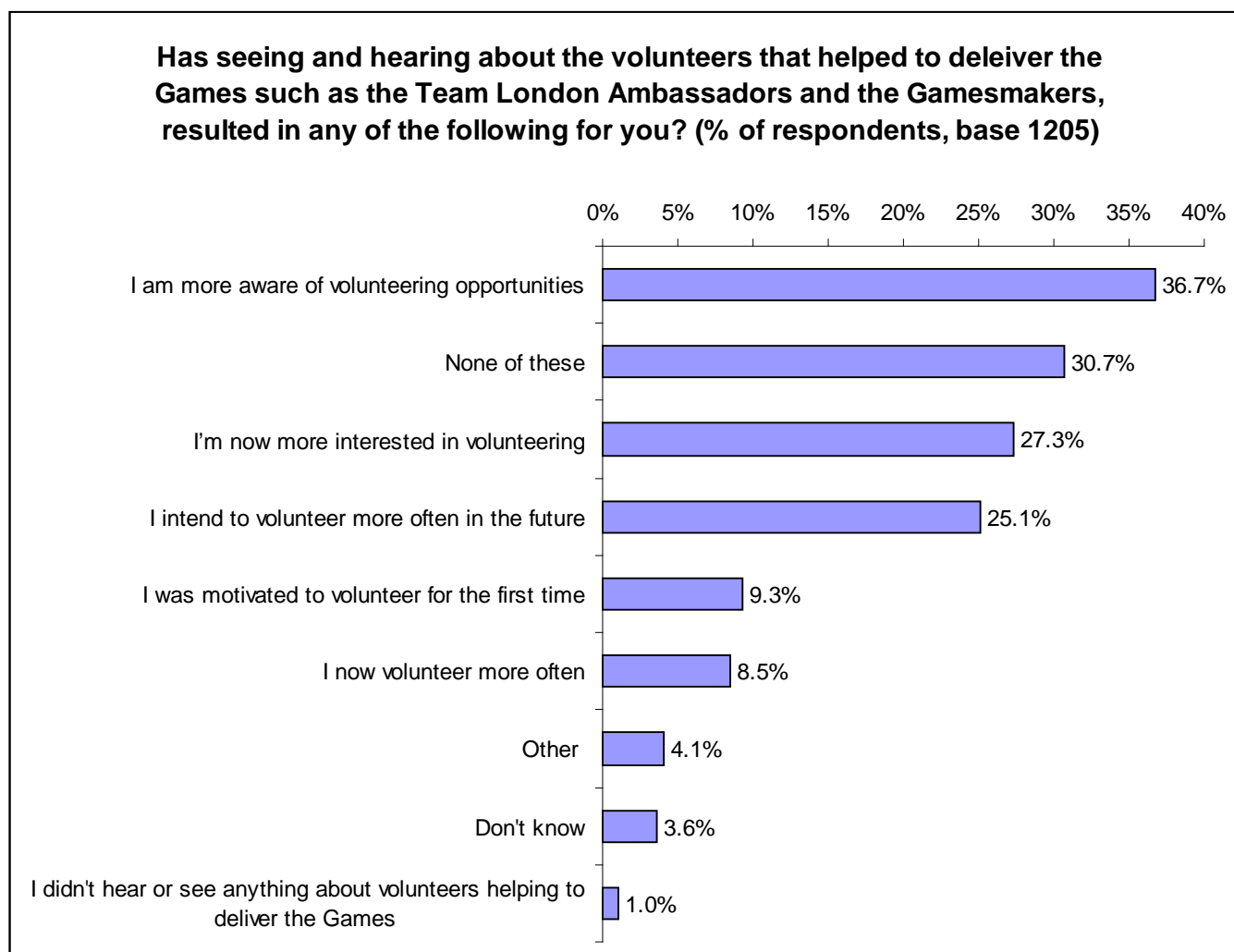
■ Jan - Dec 2013 online survey with 1230 people from the MOL presents database and events



Changes in perceptions about volunteering and cultural events

Volunteering

Over a third of respondents (37%) say they are more aware of volunteering opportunities as a result of seeing and hearing about the volunteers that helped to deliver the Games. Just over a quarter (27%) say they are now more interested in volunteering and 25% intend to volunteer more often in the future as a result of seeing and hearing about the volunteers. At the same time three in ten respondents (31%) said seeing and hearing about the volunteers had not resulted in any of these things for them.

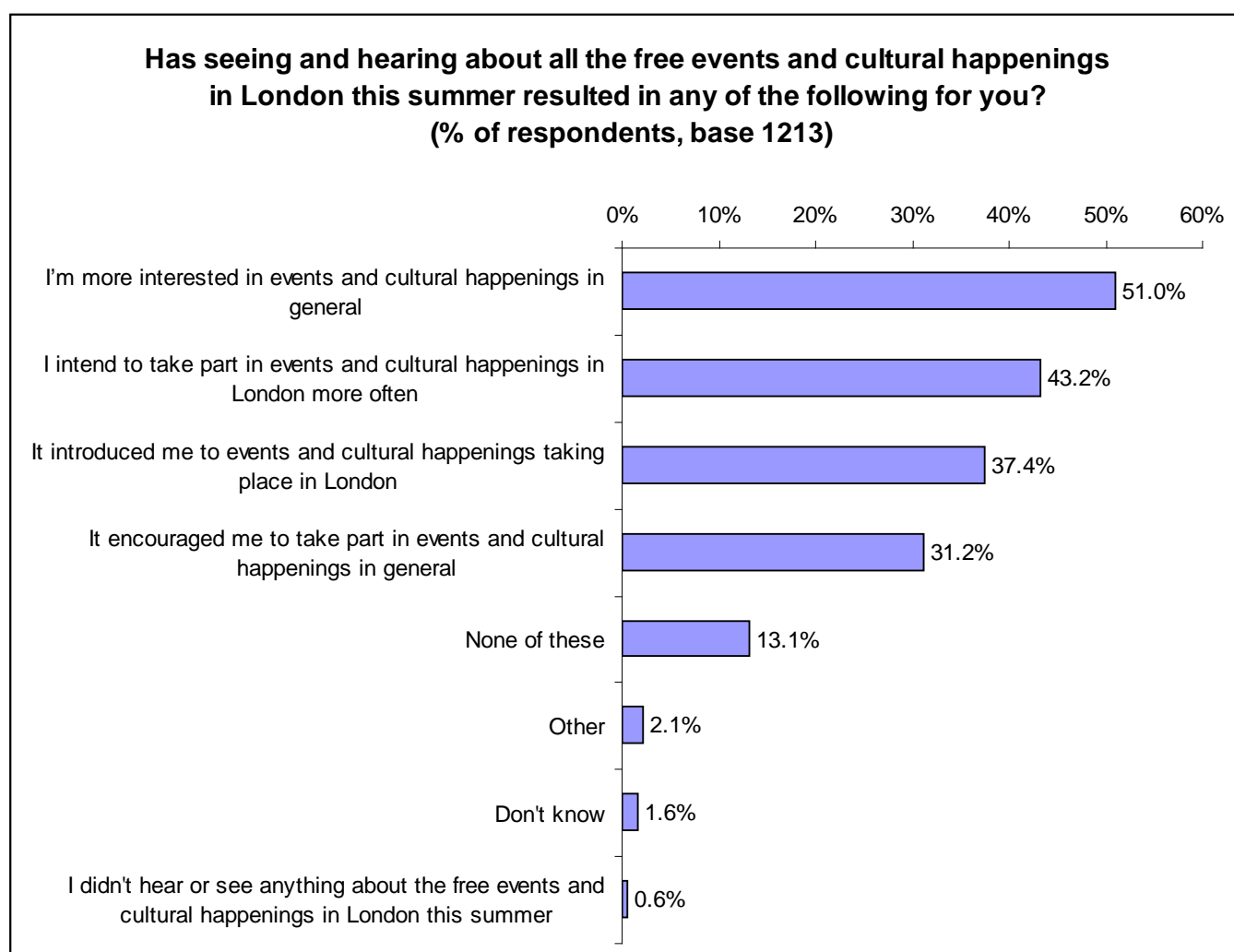


There are little differences between males and females. Younger people aged 18-24 are more likely to say they are now more interested in volunteering (49% compared to 26% of older age groups) and intend to volunteer more in the future (40% compared to 25% of older age groups). Both younger and older people are more likely than other age groups to say they are now more aware of volunteering opportunities, volunteer more often and are motivated to volunteer for the first time. 34-44 year olds are most likely to say that seeing the volunteers didn't result in anything for them (37% compared to 22% of 18-24 year olds and 27% of 55+ year olds). There are little differences between those working full time, part time or not working.

Some of the other comments that respondents left to this question were that they were themselves an Ambassador or a Gamesmaker or that they already volunteered or and intend to continue as before.

Events and cultural happenings

Just over half of all respondents (51%) say they are more interested in events and cultural happenings as a result of seeing and hearing about the free events in London during the summer. 37% say they have been introduced to events and cultural happenings in London and over four in ten respondents (43%) intend to take part in events and cultural happenings in London in the future as a result of what they saw and heard during the Games. Over three in ten people (31%) said seeing and hearing about the all the free events and cultural happenings in London during the summer has encouraged them to take part in events and cultural happenings in general.



Men are more likely to be interested in cultural events and happenings as a result of what they saw and heard (56% of men compared to 49% of women) while women are more likely to intend to take part in events and cultural happenings in London more often (45% compared to 40% of men).

Younger people aged 18-34 are more likely to be more interested in events and cultural happenings in general (61% compared to 48% of older age groups). Younger and older people are more likely to say it introduced them to events and cultural happenings taking place in London (48% of 18-24 year olds and 44% of over 55 year olds compared to 34% of those age groups in-between).

Students and those not working (70% and 58% respectively) are more likely to think that they are now more interested in events and cultural happenings than those that are working full time (51%) and part time (43%). Those who are retired, students or working part time are more likely to say it introduced them to the events and cultural happenings taking place (50%, 51% and 41% respectively compared to 35% working full time). Those not working are more likely to be encouraged to take part in events and cultural happenings in general (38% compared to 30% of those working) as well as intending to take part (50% compared to 43% of those working).

Most of the comments respondents left for this question stated that they were already very aware of the events in London. Others mentioned that they found out about the events too late or that other things stopped them from attending.

I have always enjoyed taking part in all London events and cultural happenings. What a city!
Live and work in London, Female, 65+, Retired, White

Always been very interested in and aware of London's cultural events/offerings which are brilliant!
Live and work in London, Male, 35-44, Full time, White

I go to a lot already but am always looking to attend more!
Live and work in London, Female, 35-44, Full time, White

I didn't hear about interesting events early enough to attend them. Not everyone is online 24/7!!
Live but don't work in London , Female, 45-54, Other, Prefer not to say

I didn't hear enough about these events in advance. Those I did get to were ones I stumbled upon.
Live and work in London, Male, 65+, Retired, White

Wouldn't have known about it if hadn't been in London earlier in year - little mentioned in North
Don't live or work in London , Female, 55-6, Full time, White

Some of the events like the acrobats on city hall and owl and pussycat were very badly advertised
Live and work in London, Female, 45-54, Full time, White

Made me want to take part but with a small child and a hectic schedule, it wasn't always practical.
Live but don't work in London, Female, 35-44, Full time, White

We attended 8 events so would have liked to do more, but my mother is 80!! So paced ourselves.
Live and work in London, Female, 45-54, Full time, White

Expenditure due to the Games

Respondents were asked how much they spent on the following items because the Games were on in London:

- Accommodation
- Tickets from LOCOG for Olympic/ Paralympic sporting events or ceremonies
- Attractions and entertainment (excluding tickets for Olympic/ Paralympic sporting events or ceremonies)
- Food and drink
- Local travel
- Shopping and souvenirs
- Other

Respondents were also asked how many people this expenditure covered and how many times people visited London during the Games to enable the analysis below. The findings reported here should be used as an indication of the level of spending that respondents reported, it should not however be extrapolated as an estimation of the economic impact of the Games. The analysis is based on those that held tickets for Olympic or Paralympic events, since this is the most accurate means in which to estimate the level of spending as a result of the Games.

The analysis below is based on UK respondents only; this is due to the sample size from overseas respondents being too low to make robust estimations of their expenditure from trips made to London because of the Games.

Expenditure of those that live in London:

There were a total of 918 responses from those that “live and work in London” and those that “live, but don’t work in London”. These responses are used for an analysis of spend on tickets, but they are not used for any further analysis here since there is a risk that the respondents may well be including spending in areas such as shopping, attractions and entertainment for non-Olympic and Paralympic Games activity.

611 respondents reported spending on tickets for the Olympic and Paralympic events. No cases have been removed from the analysis (although one respondent reported spending £6000 on tickets). The average spend on tickets was £286.47. The average party size per respondent was approximately 2.10, therefore when accounting for the number of people covered by expenditure, this equates to £136.64 per person spent on tickets.

Ignoring significant outliers (those that have spent more than £2000 on tickets), the average spend on tickets was £230.42 per respondent. The average party size per respondents was approximately 2.13 people, therefore when accounting for the number of people covered by expenditure, this equates to £108.38 per person spent on tickets.

Expenditure of those living elsewhere in the UK:

There were a total of 255 respondents who reported that they lived “Elsewhere in the UK”. 137 respondents reported spending on tickets for an Olympic or Paralympic event, with an average spend of £355.91 per respondent. The average party size per respondent was approximately 2.34, therefore when accounting for the number of people covered by expenditure, this equates to £152.37 per person spent on tickets.

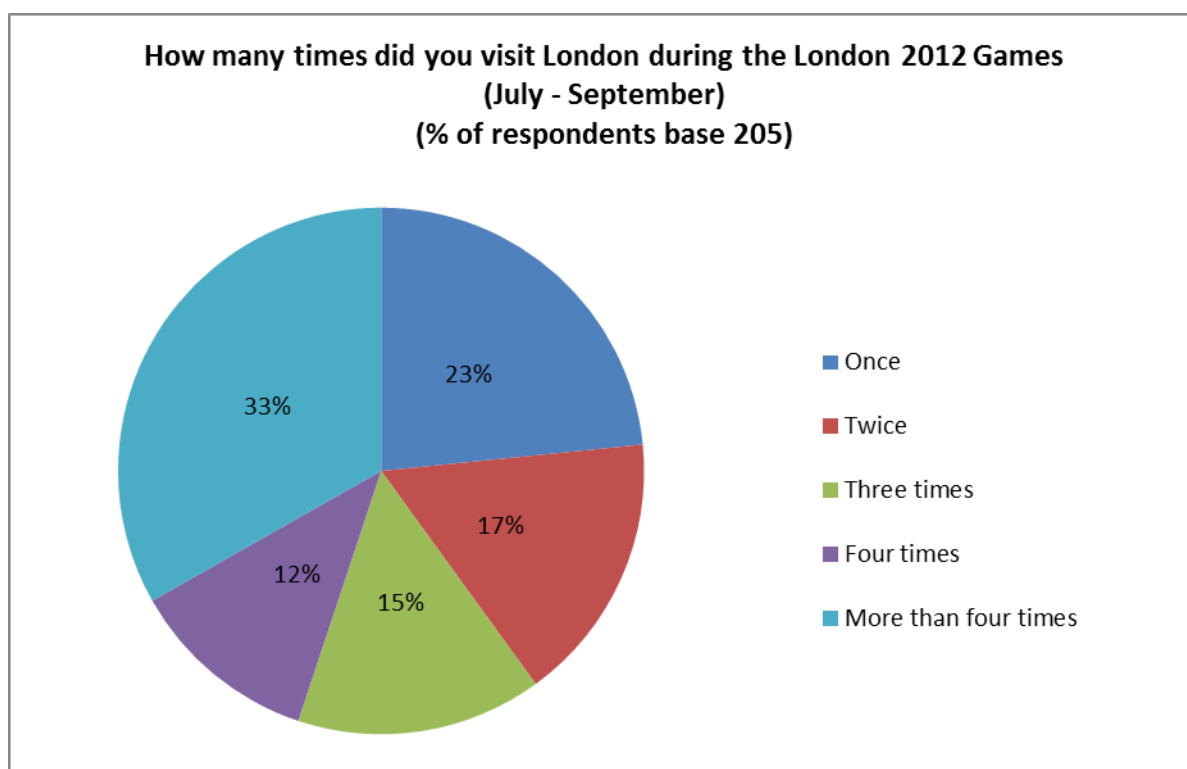
For those people living elsewhere in the UK who reported spending on tickets for an Olympic or Paralympic event the table below shows their other areas of spending:

Area	Average Spend per respondent
Accommodation	£87.82
Attractions and Entertainment	£55.39
Food and Drink	£99.40
Local Travel	£75.99
Shopping and Souvenirs	£80.00
Note: Those that reported other spending (6 respondents) have been removed from the analysis. There were a proportion of cases where the respondents were either Games Makers, Ambassadors or other volunteers, so the number of visits made by this group impacts on the analysis. Only cases which state that they made less than five visits to London during the Olympic and Paralympic Games have been included as a proxy to account for this.	

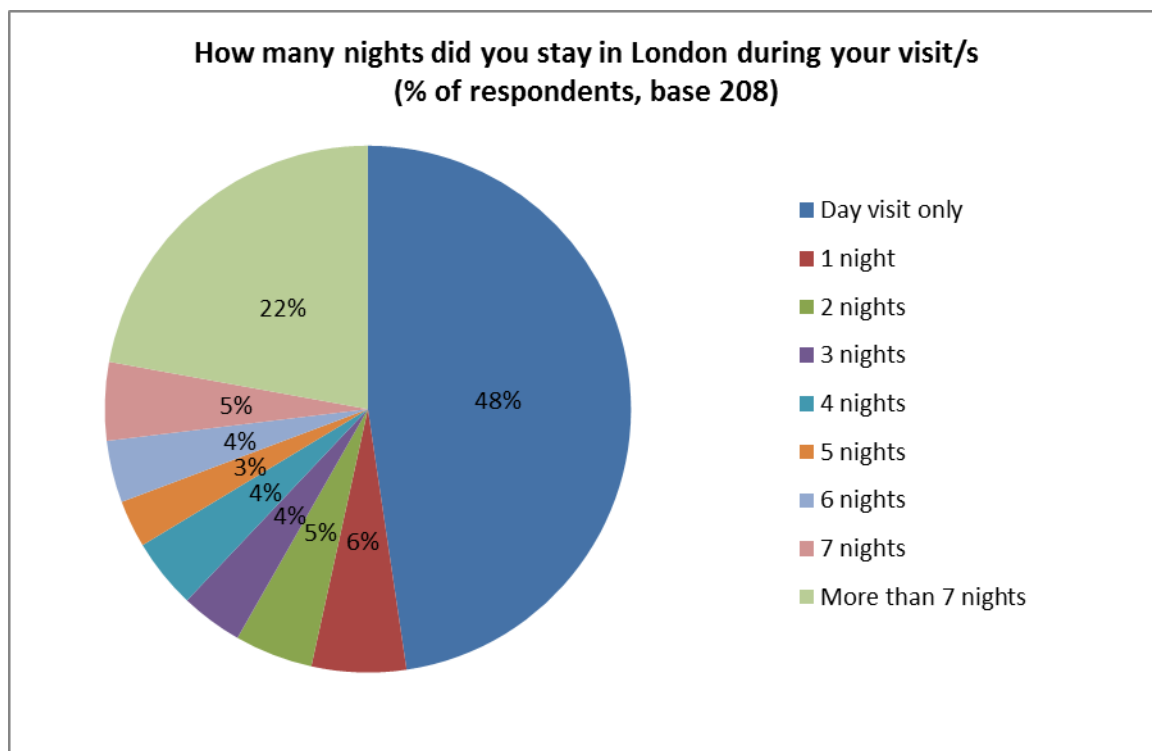
Therefore it is estimated that the total average spending per respondent living elsewhere in the UK was £754.51, accounting for party size, it is estimated that total spend per visitor was £323.02.

How long people stayed and where they stayed during their visit

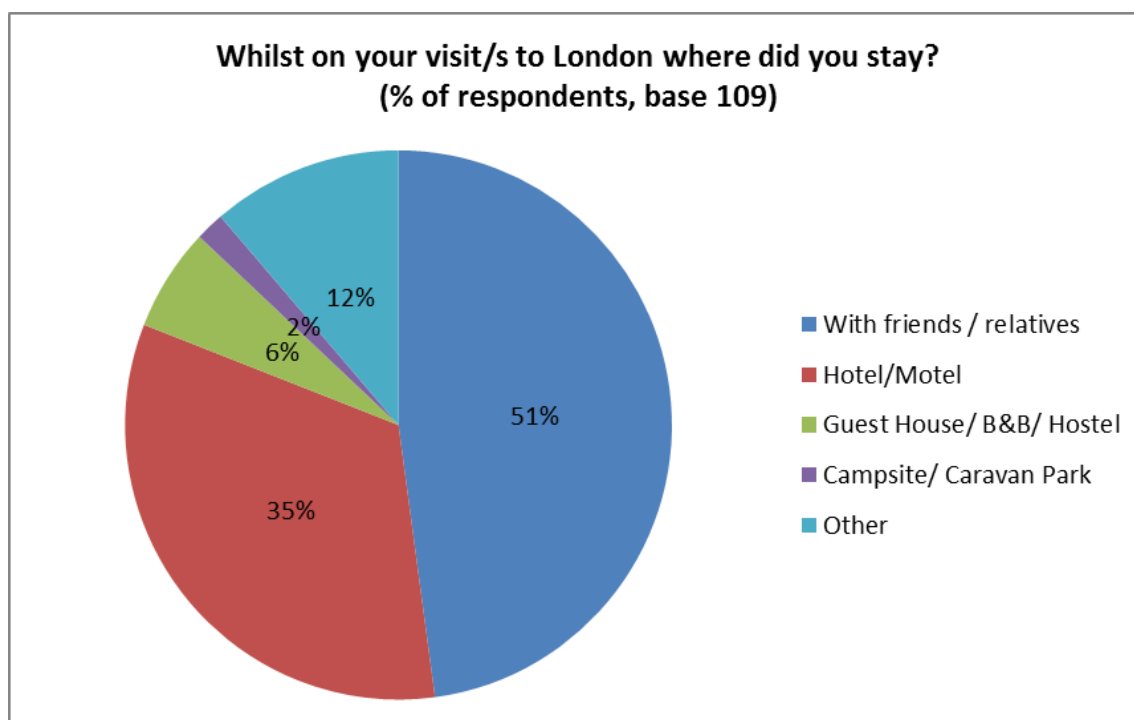
Those who don't live or work in London were asked how many times they visited London during the Games. Of the 205 people that responded 33% said they visited more than 4 times. The comments in the survey reveal that many respondents were either Gamesmakers, Ambassadors or other volunteers and so this could explain the frequency of their visits.



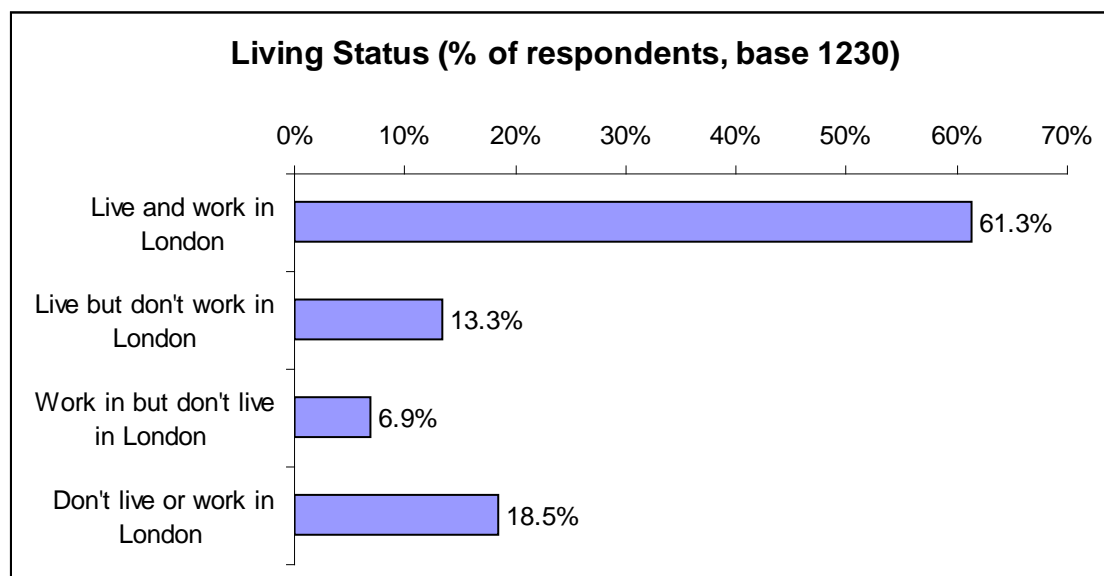
48% (99 people) visited just for the day while 22% (46 people) stayed for more than 7 nights.



Those who stayed overnight were asked where they stayed. 51% of those who stayed overnight stayed with friends/ relatives (55 people) while 35% (38 people) stayed in hotels/ motels.



Profile of respondents

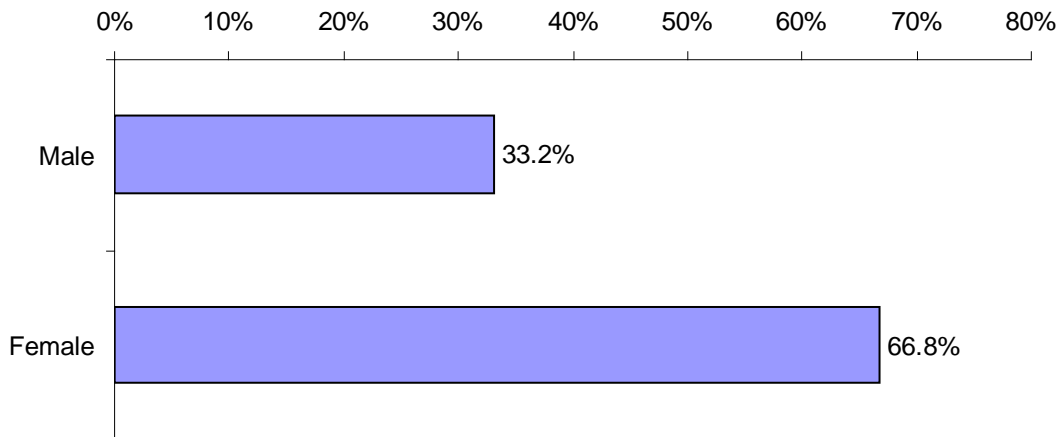


Of those that don't live in London (19%, 305 people), 84% live elsewhere in the UK while 15% (45 people) live overseas. Those who live elsewhere in the UK (255 people) are most likely to be from South East England (59% -145 people).

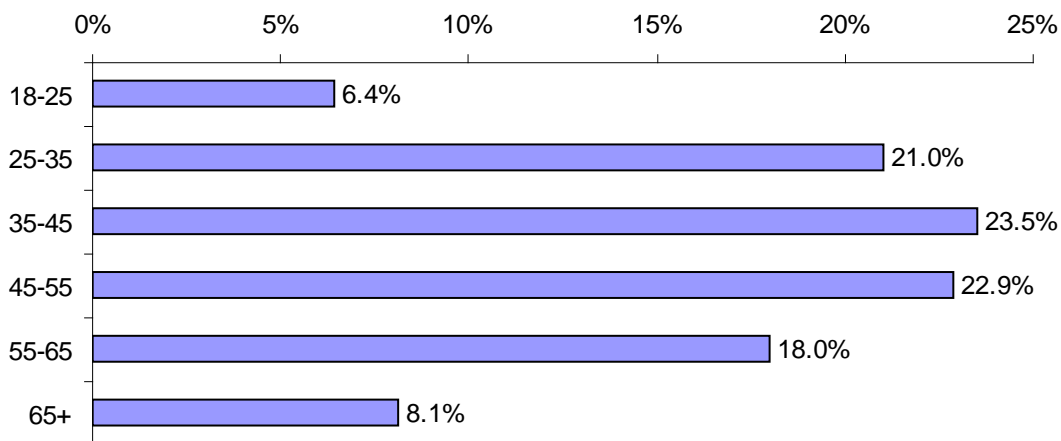
Number of respondents	Area in UK
11	Yorkshire and the Humber
1	North East England
7	North West England
14	East Midlands
9	West Midlands
25	East of England
145	South East England
23	South West England
3	Scotland
0	Northern Ireland
3	Wales

Number of respondents	Which country do you live in? (please write in below)
1	South Africa
3	Canada
1	Israel
8	USA
1	NZ
4	Italy
3	The Netherlands
1	Switzerland
1	Sweden
2	France
1	Brazil
2	Rep of Ireland
1	Denmark
1	SAUDI ARABIA
1	China
3	India
1	Japan
1	Belgium
1	Spain
3	Moldova
1	Kenya
1	Slovenia

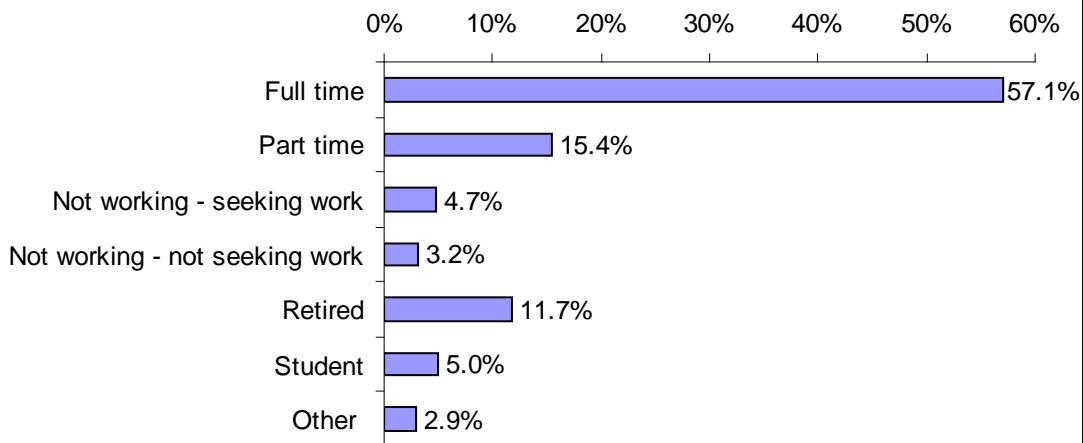
Gender (% of respondents, base 1205)



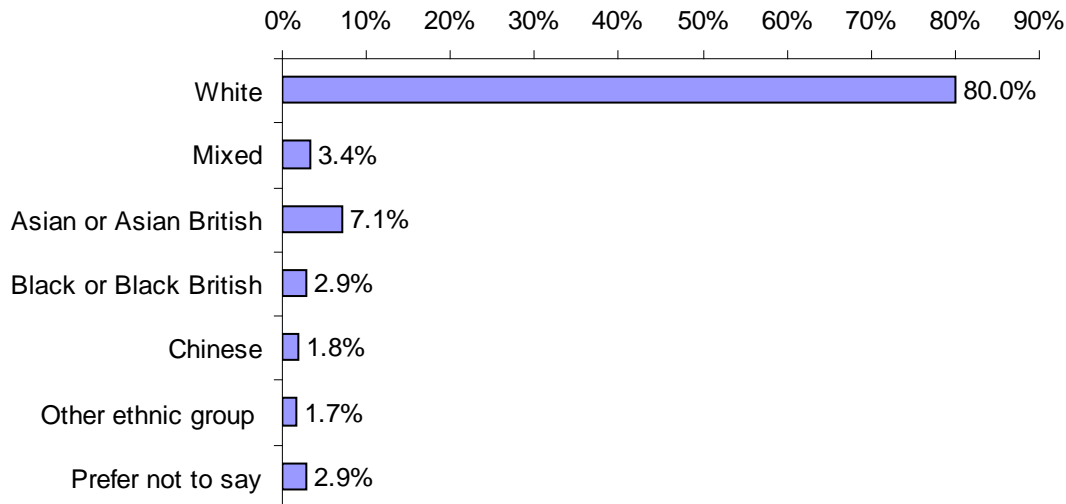
Age (% of respondents, base 1225)



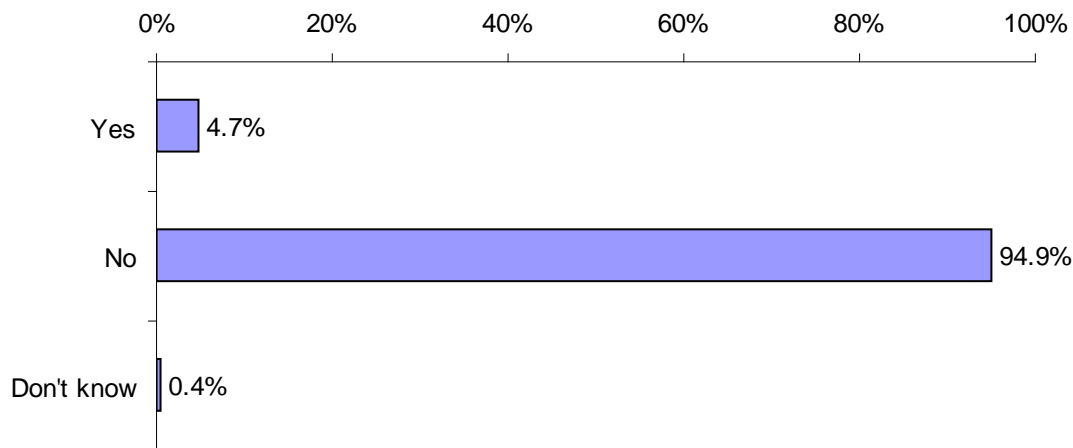
Working Status (% of respondents, base 1221)



Ethnicity (% of respondents, base 1222)



Disability (% of respondents, base 1224)



Of those that considered themselves to have a disability (57 people), 76% (42 people) said that their physical access needs had been met while 18% (10 people) didn't think they had.

For more information please contact:

Catherine Wright, Intelligence Unit,
Greater London Authority, City Hall, The Queen's Walk, London SE1 2AA
Tel: 020 7983 4021
e-mail: catherine.wright@london.gov