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## Strong Interest Among Britons Ahead of London 2012

Six years ahead of their official opening, there is strong interest among Britons towards the London 2012 Olympic Games. Overall, Londoners appear to be marginally more interested than those living outside the capital.

The study addressed a wide range of attitudes towards the Games including personal interest and involvement (i.e. volunteering), as well people's favourite events to watch. Perceptions around London transportation, Olympic sponsors and London's wider image were also assessed.

Contrasts in attitudes can be found by residence and age demographics. For example, whereas over a third of Londoners are interested in volunteering their services for the Games, only 21% outside the capital show interest. And while over a third of 18-24 year olds also put their personal support behind the Games, less than half (14%) that number aged 55+ would volunteer.

Transportation is another contentious issue. Asked if the London public transportation infrastructure could under current capacity handle traffic within the Games, two thirds of Britons strongly disagreed. This number increased to 75% among Londoners. Londoners were also less in favour of permitting free transport to ticket holders the day of their event, with over a quarter (25%) in strong disagreement compared to 15% of non-Londoners.

Responses on favourite Olympic events to watch - live or on television - underscored the gravitation towards marquee events. The top ranked events were Track & Field with 66% and 53% support, followed by gymnastics, the third most popular event at 52%. At the opposite end of the spectrum, the three least favourite events to watch were softball (2%), handball and water polo (4% each). There is indifference, however, in terms of watching these sports live, with only 35% of people in favour of scheduling the events to fall in prime time (after 8pm).

In terms of suitable title sponsors, there is a general affinity towards iconic British institutions across a range of sectors. Respondents were asked to rate a series of companies in sectors of banking, finance, utilities, oil & gas, telecommunications and automotive as most appropriate to sponsor the Games. By sector, the top ranked companies were Barclays (43%), Norwich Union and Virgin Money (34% each), British Gas (46%), British Petroleum (51%) and British Telecom (53%). The lone top ranking non-British firm noted to sponsor the Games is Ford (36%).

Greatest consensus surrounds the prospect that London will be viewed as a more global city in terms of its culture and commerce following the Games, with 43% of Britons in agreement.

The results come from an online study conducted by ICD Research aimed at identifying attitudes and perceptions of Britons towards the London 2012 Olympics. The nationally representative survey comprises 1,000 UK adults 18+ and was conducted over the periods Oct 21-22 and Oct 28-29, 2006.

### ICD Research

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