

Inspiring a Generation Taking Part and the 2012 Olympic and Paralympic Games



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Agenda

Background – Taking Part and the Olympics

Support for the Olympics

Motivation to do more sport, culture and volunteering

Summary



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Background – Taking Part and The Olympics

The Taking Part survey is in its eighth year of fieldwork – questions on The Olympics have been asked since 2006

Questions focused on in this presentation:

The UK is hosting the 2012 Summer Olympic and Paralympic Games in London. Looking at this screen, please tell me how you feel about this.

Do you think that the UK hosting the 2012 Olympic and Paralympic Games has motivated you to do more...

...sport or recreational physical activity?

...cultural activities?

...volunteering?

Analysis covered period of July 2011 to June 2012 – so all findings are PRE Olympics. Also contains data from the Taking Part East London survey, conducted between March and May 2012.



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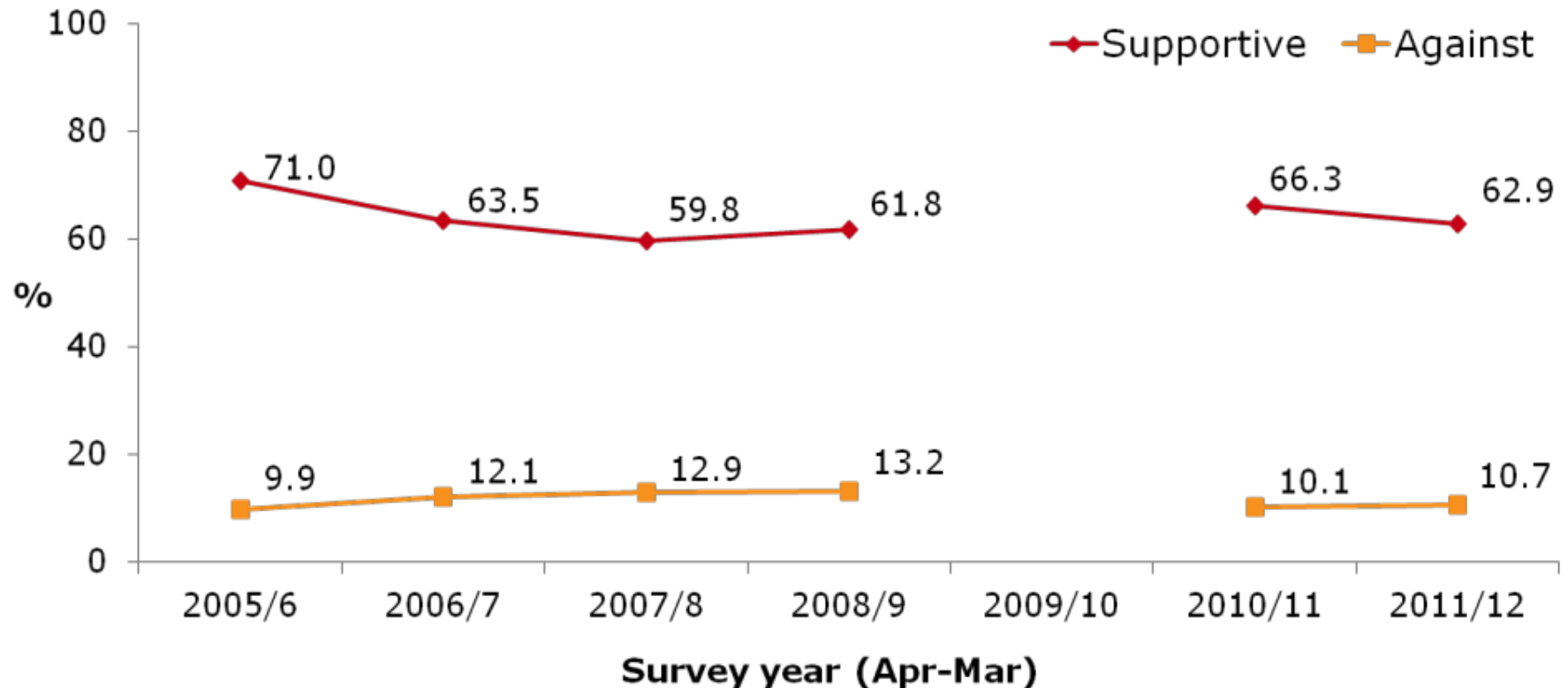
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Support for The Olympics

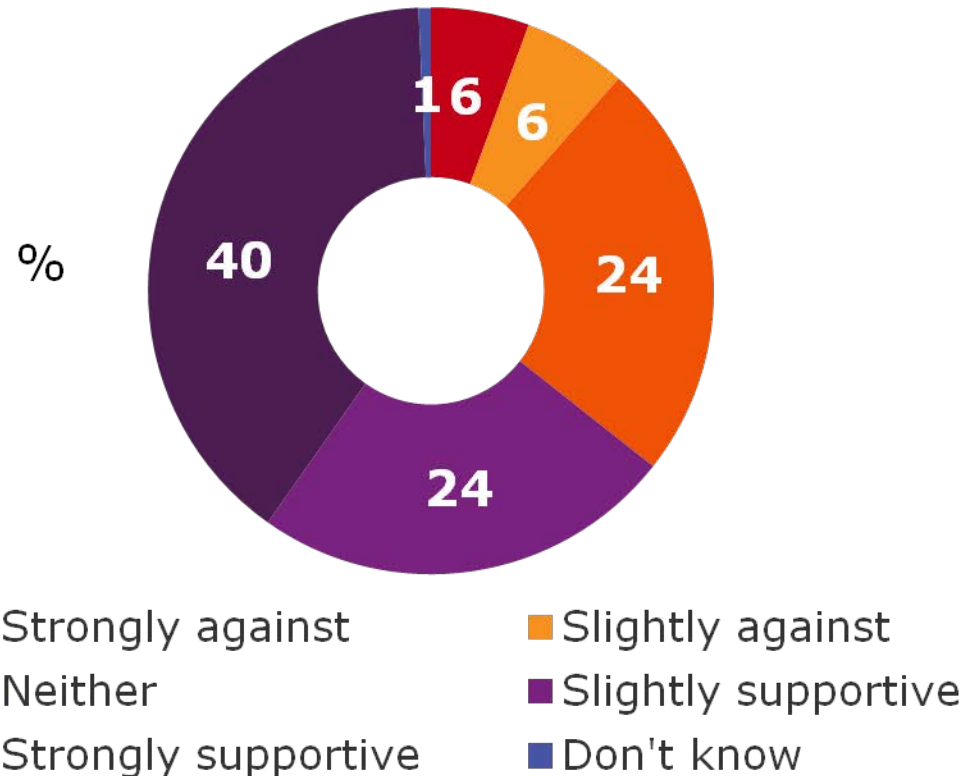
Support for the Games has been high since the bid was won, and remained relatively stable over time



Source: Olympic1 How feel about the UK hosting the 2012 Summer Olympic Games in London. Base: 2005/6 = 14211, 2006/7 = 24174, 2007/8 = 25270, 2008/9 = 14452, 2009/10 (questions not asked), 2010/11 = 14102, 2011/12 = 9188

Support for The Olympics

For the period of July 2011 to June 2012, 64% of respondents were supportive of the UK hosting the 2012 Summer Olympic and Paralympic Games in London



Source: OLYMPCN – The UK is hosting the 2012 Summer Olympic and Paralympic Games in London. Looking at this screen, please tell me how you feel about this. Base: All respondents (July 2011 – June 2012) = 9029

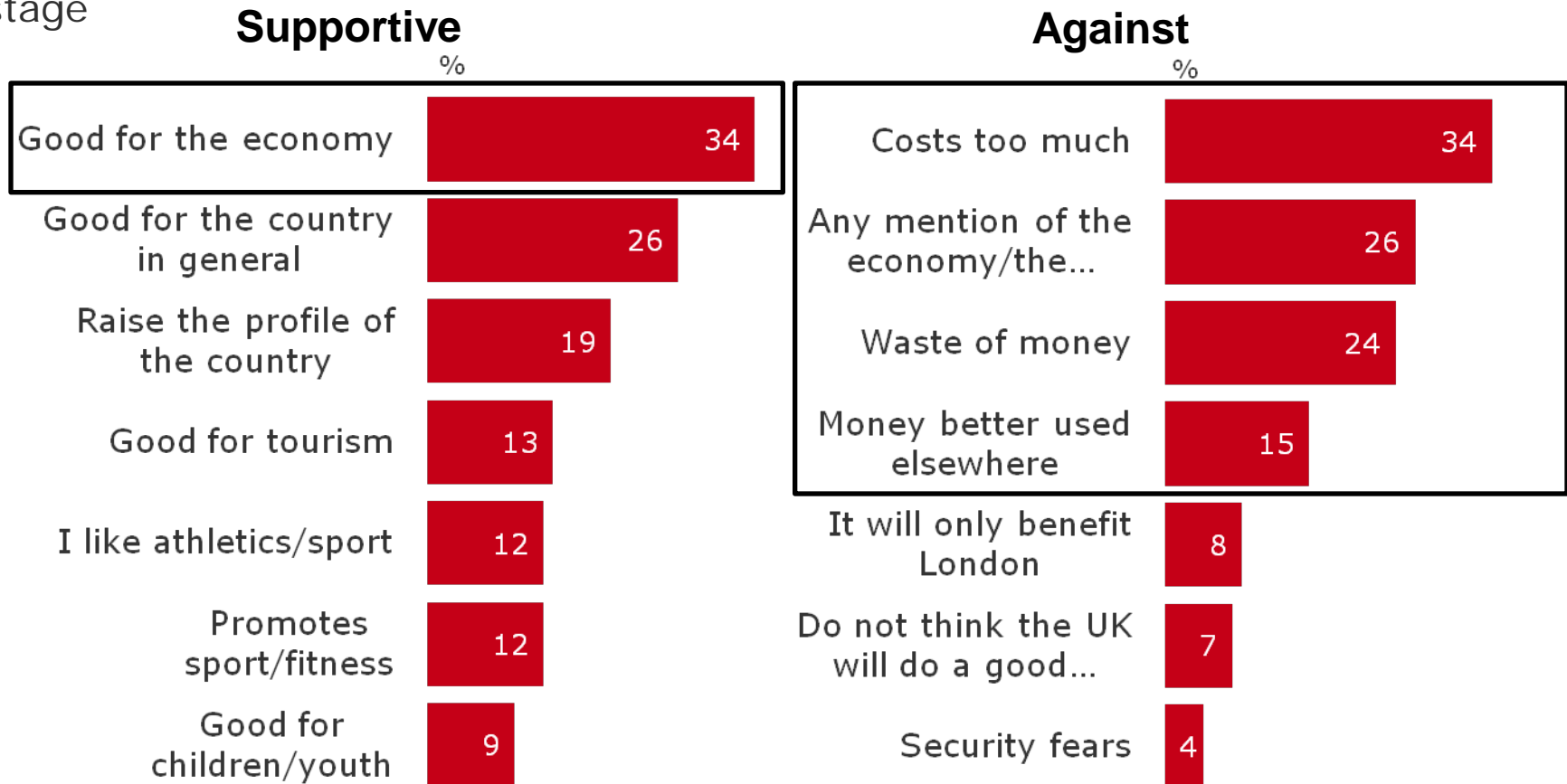
Factors influencing support

Logistic regression analysis showed the key factors and characteristics that influenced support of the Olympics. The significant variables were:

Positive influence on support	Sig. Level	Odds ratio	Lower CI	Upper CI
Done sport in last 4 weeks	0.000	1.484	1.348	1.633
National identity – British	0.001	1.194	1.077	1.324
Proud of British sporting achievements	0.000	1.888	1.605	2.222
Volunteered in last 12 months	0.013	1.149	1.030	1.282
Given to DCMS sectors in last 12 months	0.006	1.147	1.040	1.266
BME	0.000	1.762	1.413	2.198
Yorkshire & Humberside (vs. London)	0.019	0.798	0.661	0.963
West Midlands (vs. London)	0.046	1.210	1.003	1.458
Aged 25-44 (vs. 75+)	0.008	1.249	1.061	1.471

Reasons for supporting/opposing

Reasons for supporting and opposing the Games – economic reasons took centre stage

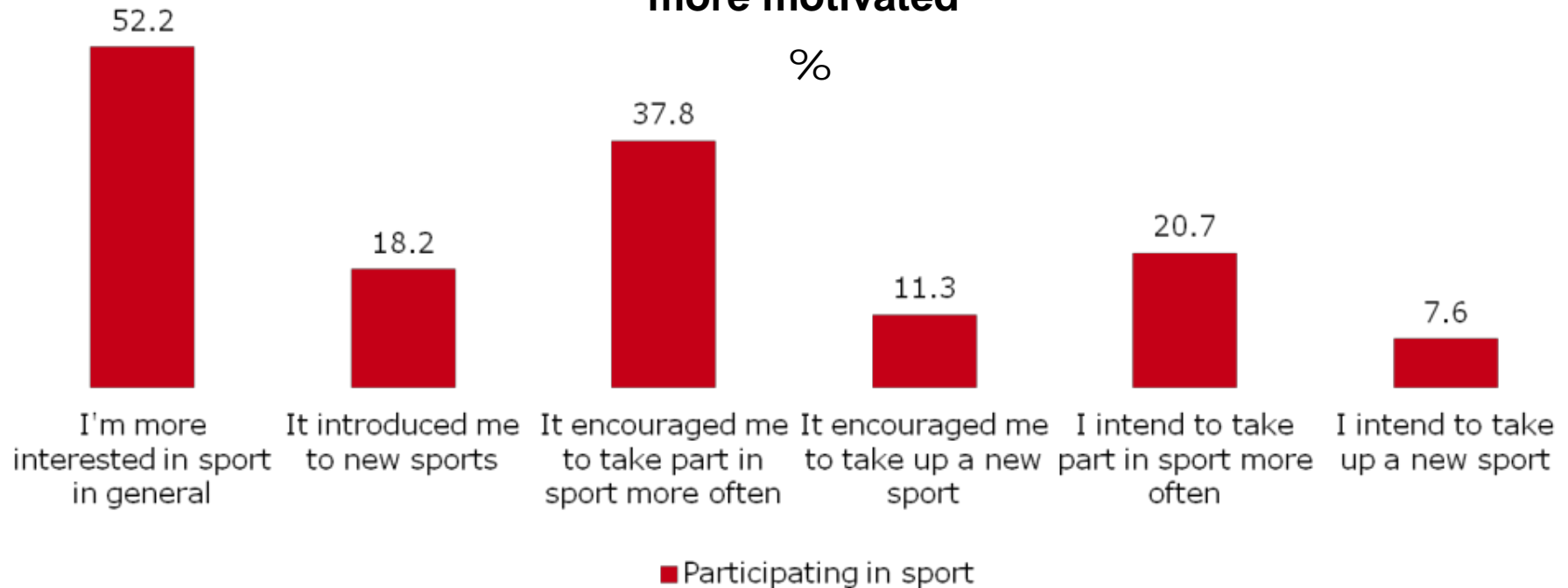


Source: olympsp1-28 Why do you strongly support the UK hosting the 2012 Summer Olympic Games in London? Base:2,882 (July 2011 – June 2012); olympag1-11 Why are you strongly against the UK hosting the 2012 Summer Olympic Games in London? Base: 477 (July 2011 – June 2012)

Motivation to do more sport

8.1% of respondents who currently take part in sport were motivated by the Olympics to do more sport

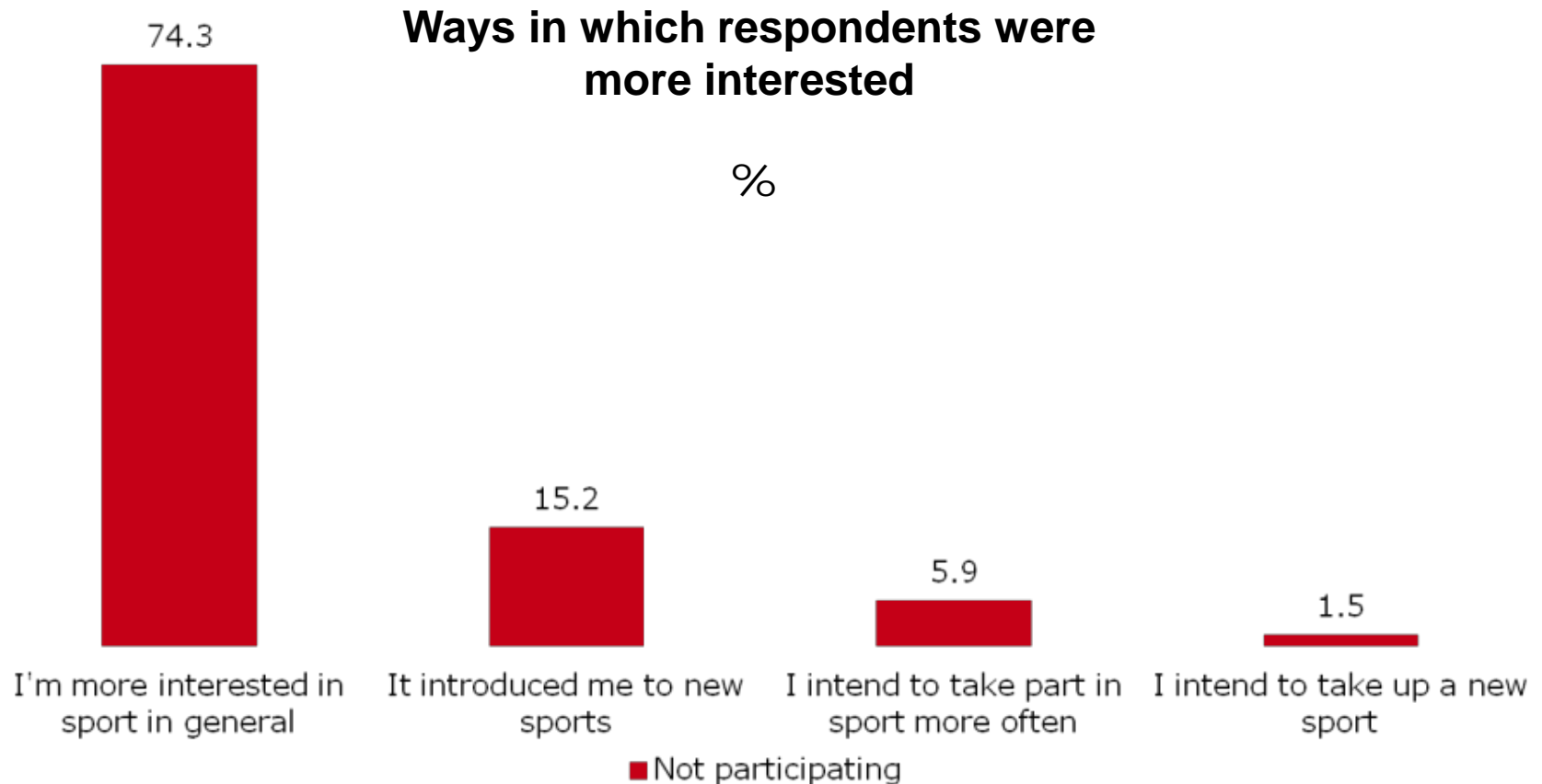
Ways in which respondents were more motivated



Source: Olyspmot1-8 Ways in which UK hosting the 2012 Olympic and Paralympic Games motivated respondent to do more sport or physical recreational activity Base: 424

Motivation to do more sport

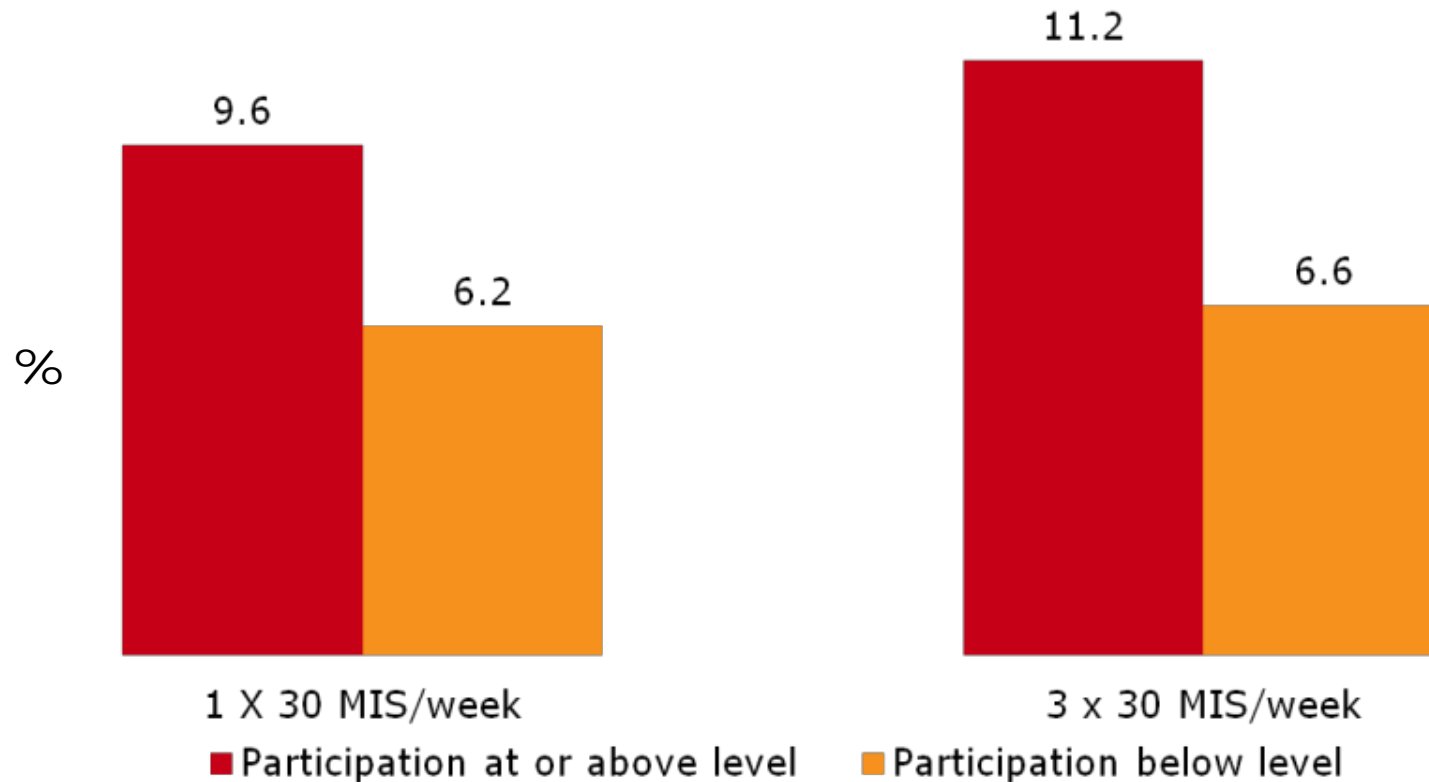
8.2% of those who don't currently take part were more interested in sport as a result of the Games



Source: Olynospwh1-6 Ways in which the UK hosting the 2012 Olympic and Paralympic Games made respondent more interested sport or physical recreational activity Base: 219

Motivation to do more sport

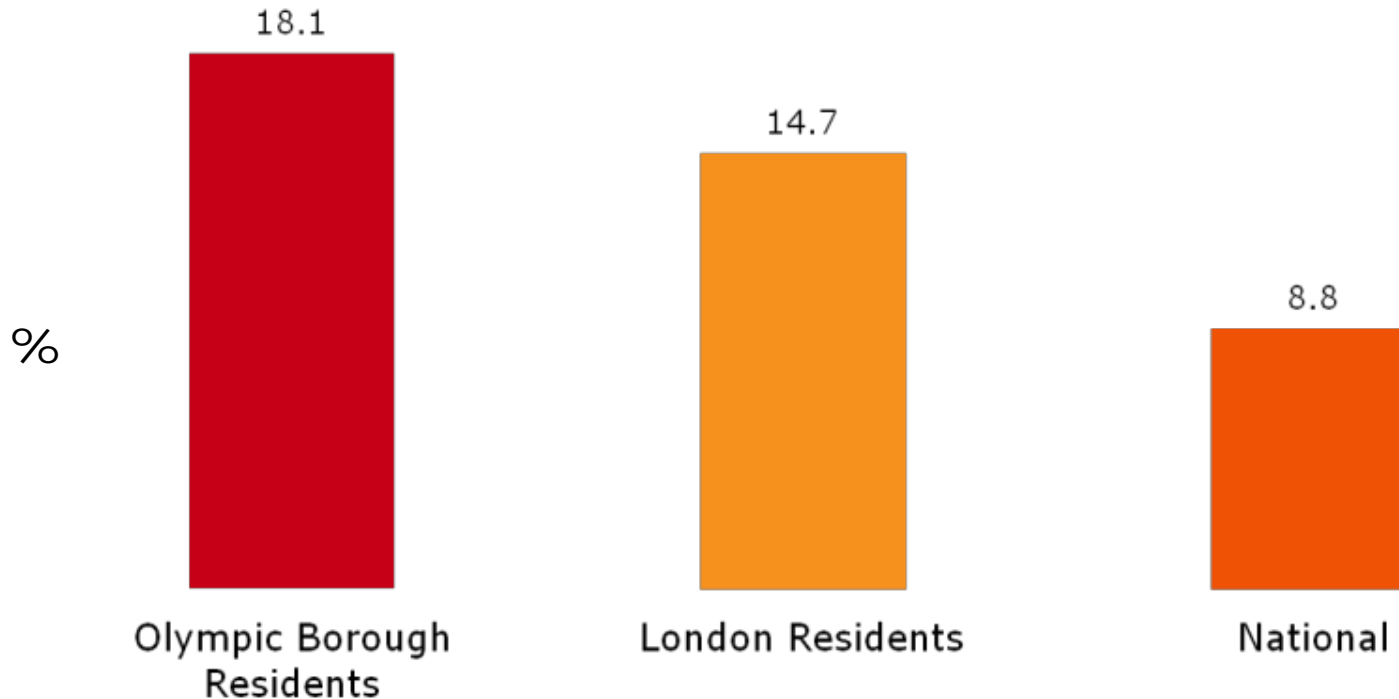
Those who were doing the most sport, were most likely to say they were motivated to do more



Base: MIS1X30ALLR – All respondents who have done 1 x 30 sessions of MIS per week = 3183. All respondents who have not done 1 x 30 sessions of MIS per week = 2663. PSA21 Sport – All respondents who have done 3 x 30 sessions MIS per week = 1832. All respondents who have not done 3 x 30 sessions MIS per week = 4014. (July 2011 – June 2012)

Motivation to do more sport

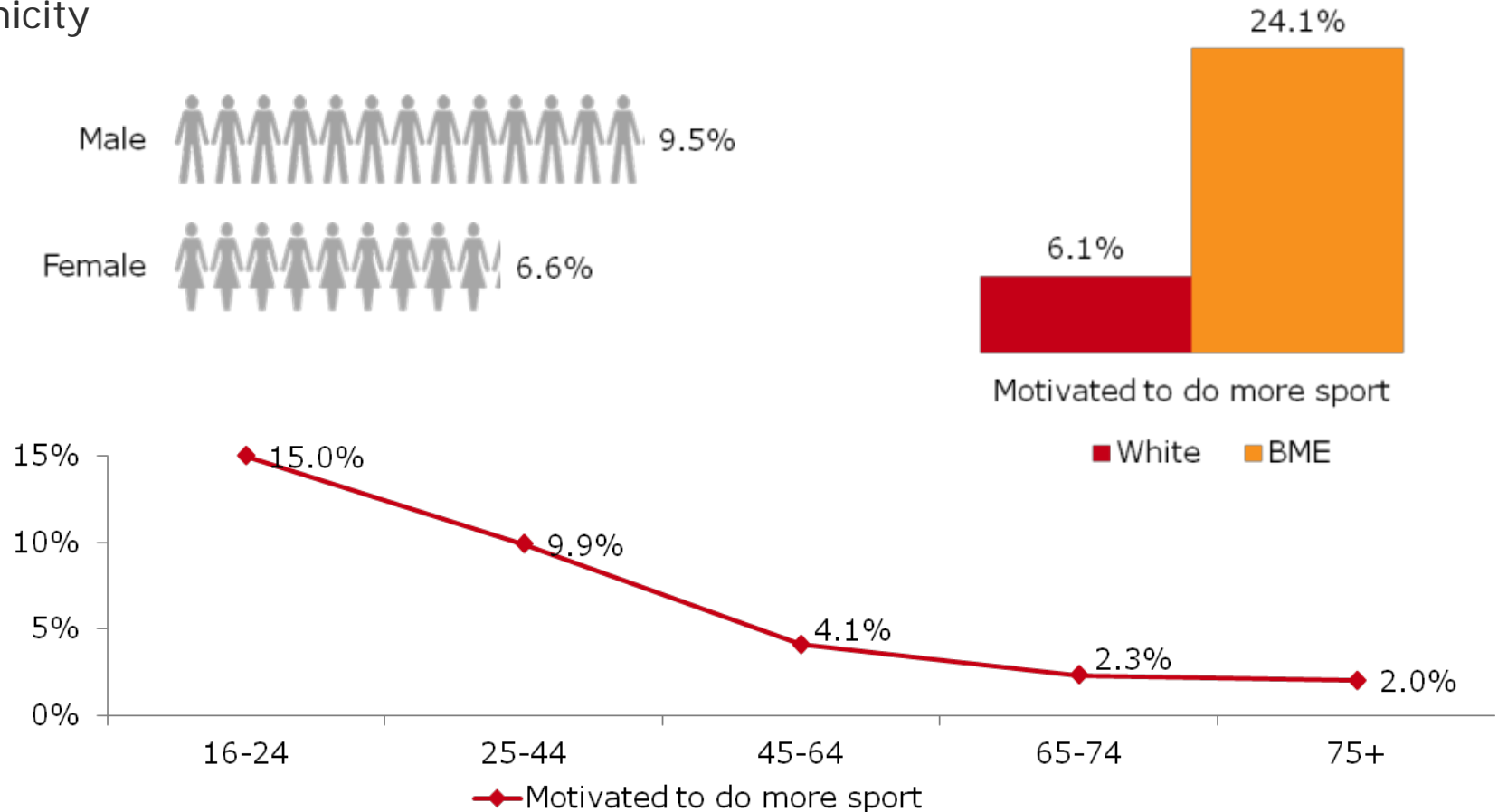
Olympic Borough residents were more motivated than those in Greater London, and England as a whole, to do more sport



Base Taking Part March – May = 1,528, Base Taking Part East London = 846, Base Taking Part March – May (London) = 188

Motivation to do more sport

Demographic differences in motivation to do more sport – by age, gender and ethnicity



Base: Men = 2930, Women = 3380, White = 5728, BME = 572, 16-24 = 712, 25-44 = 2467, 45-64 = 2128, 65-74 = 673, 75+ = 328 (July 2011 – June 2012)

Motivation to do more cultural activities

Overall, 4.3% of those who had done cultural activities in the last 12 months, stated that the Games had motivated them to do more

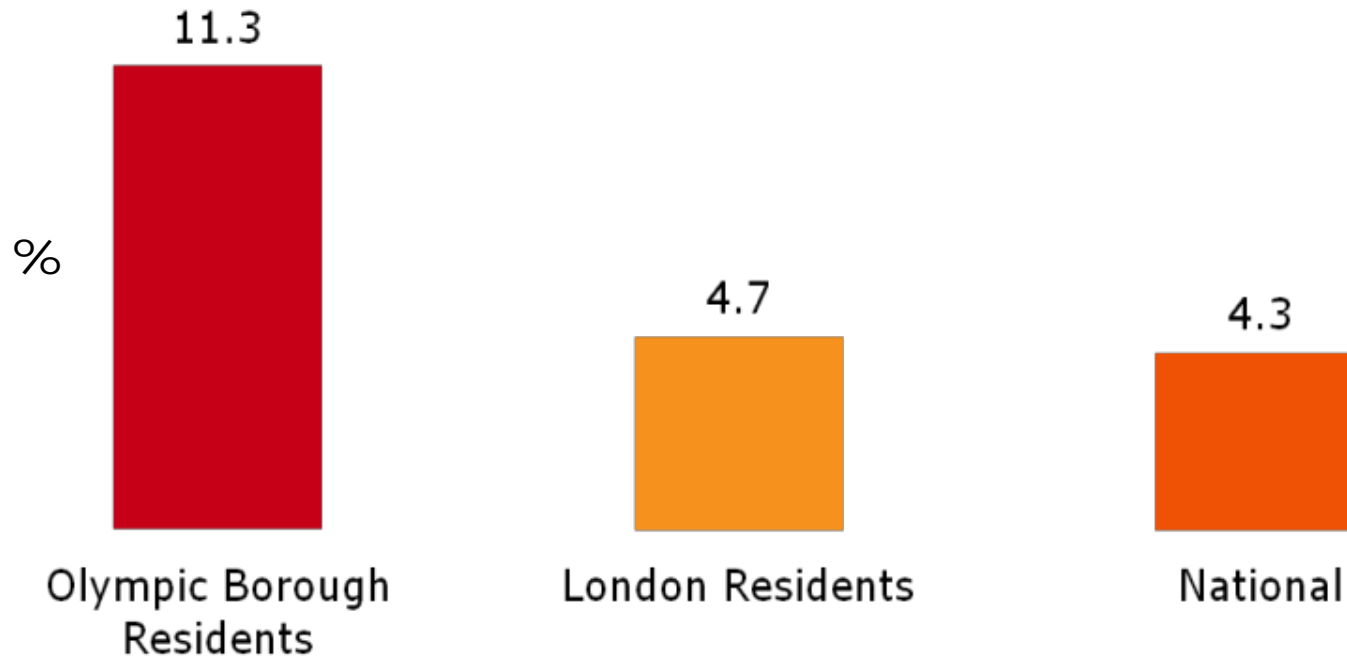
Respondents who were doing the most cultural activities, were most likely to state that the Games had inspired them to do more

2.7% of those involved in only one “DCMS sector” were motivated to do more cultural activities

4.8% of those involved in more than one “DCMS sector” were motivated to do more cultural activities

Motivation to do more cultural activities

Olympic Borough residents were more motivated than those in Greater London, and England as a whole

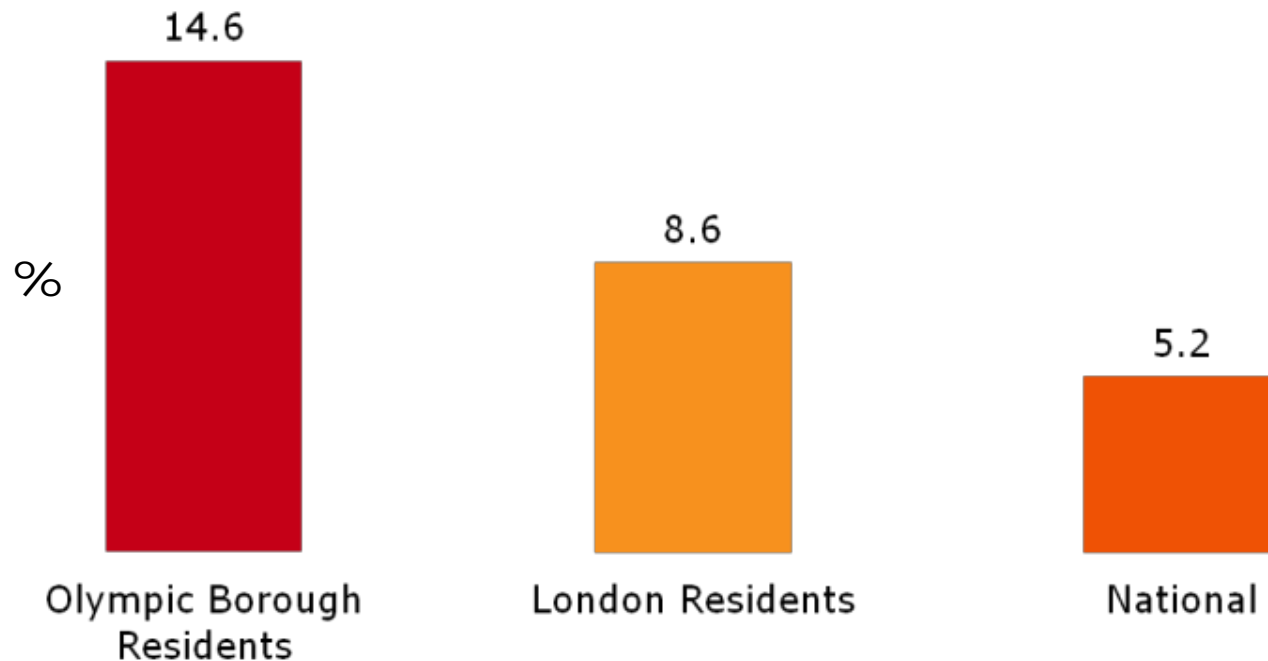


Base: All those who had participated in arts participation/arts attendance/library/archive/museum or heritage activities in the last 12 months (March 2012 – May 2012) (Olympic Borough Residents = 1081) (London Residents = 251) (National = 2022)

Motivation to do more volunteering

6.3% of respondents who had done voluntary work in the last 12 months stated that the Olympics had motivated them to do more volunteering

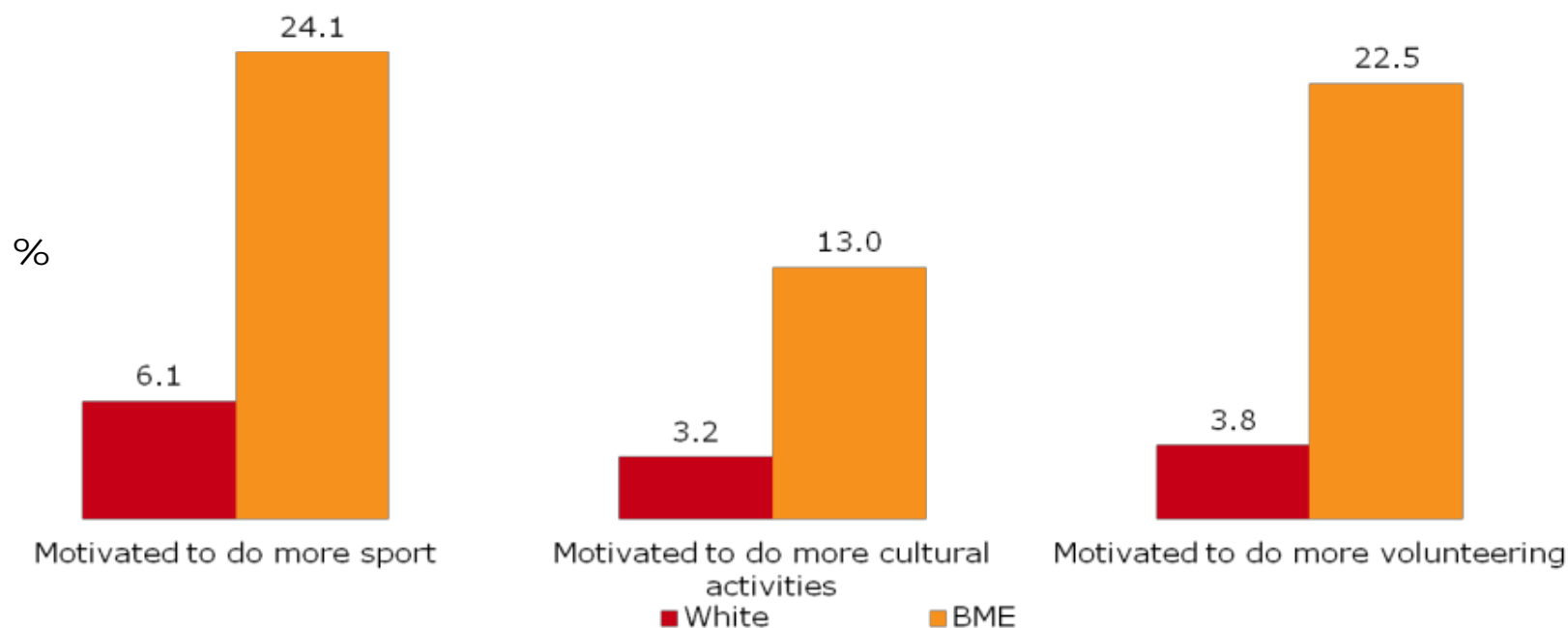
As with cultural activities, those from the Olympic Boroughs were more likely to state that their motivation to do more voluntary activities had increased



Base Taking Part March – May for OLYMCUL = 527 (all those who had done voluntary work in the last 12 months), Taking Part East London Base for OLYMCUL = 273 (all those who had done voluntary work in the last 12 months), Base Taking Part March – May (London) for OLYMCUL = 58 (all those who had done voluntary work in the last 12 months)

Motivations – difference by ethnicity

Motivation to do more sport, cultural activities and volunteering were all significantly higher amongst BME respondents than those from white backgrounds, while ethnicity was also an influencing factor in affecting support for the Olympics



Base: Sport – white: 2481, BME: 234, Cultural activities: white – 7537, BME: 724, Volunteering activities – white :1882, BME: 202

Summary

Support for the UK hosting the 2012 Olympic and Paralympic Games was widespread, with almost two-thirds of respondents supporting the Games, during the period of July 2011 to June 2012

Participating in sport regularly, and pride in British sporting achievements were among the strongest influencing factors for supporting the Olympics, along with ethnicity

Those most motivated to do more sport, cultural and volunteering activities were the most engaged in each of these activities

Respondents from Olympic Boroughs appeared more inspired and motivated by the Games, than those from other areas

BME respondents were much more likely to be motivated by the Olympics to do more sport, cultural activities and volunteering, than those from white backgrounds

Summary (2)

Figures in this report focus on pre-Olympic attitudes and behaviour – will be useful to look at similar themes in the post-Olympic climate – both in terms of attitudes towards the Games, and motivation to do more activities as a result of the Games, to see if a shift has occurred

Data isn't able to identify whether those motivated to do more activities have actually increased their participation to high levels as a result of the Olympics, or whether they have always been highly engaged

The new longitudinal survey will enable analysis of actual behaviour patterns, pre and post Olympics, to identify the true legacy in terms of participation, and whether “motivation” to do more activities translates to actual behaviour change