



department for
**culture, media
and sport**

Olympic and Paralympic Host Borough Survey 2012

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Introduction

This report presents headline findings from a survey of the 6 Olympic host boroughs (Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest) conducted between the 27th February 2012 and the 27th April 2012.

The survey was commissioned to inform the Meta-Evaluation of the 2012 Olympic and Paralympic Games which is assessing the impacts and legacy of the Games. The survey has gathered information on the views, behaviours and attitudes of the residents of the host boroughs, and will form a key part of the assessment of the impact of the Games on East London.

The methodology for this survey is consistent with that of the DCMS Taking Part Survey, which started in 2005/06 and collects data on the nation's engagement with sport, libraries, the arts, heritage and museums and galleries. Taking Part is a National Statistic and is governed by the Code of Practice for Official Statistics – we have also treated the data collected in this survey in the same way.

To comply with the Code of Practice for Official Statistics and to allow the sharing of this data with external parties involved in the meta-evaluation project, this release presents the responses to the survey in order to place them in the public domain.

This document presents tables of headline findings. A full analysis including interpretation of the results will be carried out for the next meta-evaluation report due in October 2012 and we intend to make the full dataset available to researchers to download from the UK Data Archive.

Methodology

The methodology used to collect the data in the Host Borough Survey is consistent with that used in the Taking Part survey and is outlined in detail in the Taking Part sections of the DCMS website:

(http://www.culture.gov.uk/what_we_do/research_and_statistics/4828.aspx).

Questions on cultural engagement, sports participation, volunteering, Olympic engagement and demographics in the Host Borough Survey have been replicated directly from the current Taking Part Survey. This will allow wider comparable analysis with results for London and England after the next full Taking Part release (28th June 2012).

In addition questions on perceptions of the local area, community cohesion, access to jobs, green issues and sustainability, satisfaction with park legacy plans and the consultation process and how long people have lived in the area were asked in the survey. These questions were taken from a range of sources. Some replicated those previously asked in the DCLG Place Survey or local borough surveys to offer a form of benchmarking for the results, while some are entirely new.

The survey differs from the standard Taking Part methodology in that it is a one off survey conducted in March / April 2012 (as opposed to a rolling annual collection) and it took place in the 6 Olympic and Paralympic host boroughs only (as opposed to Taking Part which is England wide).

1,320 samples (adult interviews) were taken across the 6 boroughs. Hackney had the lowest response rate which resulted in 194 samples, whilst Tower Hamlets had the highest response rate resulting in 243 samples.

The approximate level of confidence at the 95% level on the whole sample is +/-2.7% but the approximate level of confidence at the 95% level on the sub-sample for each borough is +/-7.5%. **Results at the individual borough level should therefore be viewed with caution.**

Results

To note: The approximate level of confidence at the 95% level on the whole sample is +/- 2.7% but the approximate level of confidence at the 95% level on the sub-sample for each borough is +/-7.5%. **Results at the individual borough level should therefore be viewed with caution.**

Attitudes on moving to the 6 Olympic host boroughs

Table 1 - How long have you lived in this Borough?

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
<5 years	25%	22%	18%	26%	30%	32%	23%
>5 years	75%	78%	82%	74%	70%	68%	77%

Table 2 - How important was/is the regeneration of the area as a result of the London 2012 Olympic and Paralympic Games in making you decide to move to this borough? (Asked to those who have lived in the borough less than 5 years).

	Total
Sample size	348
Important	19%
Neither	27%
Unimportant	51%
<i>Very important</i>	10%
<i>Quite important</i>	9%
<i>Neither</i>	27%
<i>Quite unimportant</i>	13%
<i>Very unimportant</i>	38%
<i>Don't know</i>	3%

Olympic Engagement

Table 3 - The UK are hosting the 2012 Summer Olympic and Paralympic Games in London, please tell me how you feel about this.

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
Supportive	62%	57%	52%	62%	70%	63%	65%
Neither	22%	26%	28%	16%	16%	23%	23%
Against	15%	16%	19%	19%	13%	12%	11%
<i>Strongly supportive</i>	38%	35%	31%	39%	48%	38%	40%
<i>Slightly supportive</i>	23%	22%	21%	23%	22%	26%	25%
<i>Neither</i>	22%	26%	28%	16%	16%	23%	23%
<i>Slightly against</i>	8%	7%	11%	11%	7%	5%	7%
<i>Strongly against</i>	7%	9%	8%	8%	6%	7%	4%

Table 4 - Do you intend to follow the London 2012 Olympic or Paralympic Games in any of the following ways? (Passive engagement eg watching on TV)

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
Watching on TV at home	77%	76%	80%	73%	73%	77%	85%
Reading the newspaper online or offline	27%	26%	23%	29%	14%	33%	36%
Watching or listening on the internet at home	19%	17%	11%	26%	16%	23%	21%
Watching live events on a public big screen	19%	14%	10%	26%	15%	23%	26%
Listening to the radio at home	13%	9%	15%	16%	7%	11%	20%
One of these	85%	83%	85%	82%	87%	86%	87%
None of these	15%	17%	15%	18%	13%	14%	13%

Table 5 - Do you intend to follow the London 2012 Olympic or Paralympic Games in any of the following ways? (Active engagement eg attending an event)

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
<i>Attending a free Olympic or Paralympic event</i>	17%	12%	14%	17%	18%	30%	10%
<i>Attending a ticketed Olympic or Paralympic event</i>	11%	8%	9%	12%	8%	16%	12%
<i>Not yet decided/ Don't know</i>	11%	11%	8%	13%	10%	12%	11%
<i>Using a new or improved sports facility linked to the 2012 Games</i>	5%	*	*	*	*	*	*
<i>Taking part in a Games related community event or activity</i>	5%	*	*	*	*	*	*
<i>Games related employment or training</i>	4%	*	*	*	*	*	*
<i>Volunteering during the Games</i>	3%	*	*	*	*	*	*
<i>Taking part in a Games related cultural event or activity</i>	3%	*	*	*	*	*	*
<i>Taking part in a Games related sports or physical activity</i>	1%	*	*	*	*	*	*
<i>None of these ways</i>	57%	64%	67%	56%	55%	46%	58%
<i>At least one way/don't know</i>	43%	36%	33%	44%	45%	54%	42%

*Denotes that the cell sample size is <10 and not robust

Cultural, Sports and Volunteering Engagement

Table 6 - Cultural, sports and volunteering participation

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
Visited a heritage site in the last 12 months	52%	46%	59%	57%	44%	54%	48%
Visited a gallery or museum in the last 12 months	49%	35%	49%	61%	42%	58%	45%
Arts activities in the last 12 months	62%	61%	67%	73%	53%	59%	61%
At least one sport or physical recreational activity in the last 4 weeks	50%	48%	52%	53%	48%	51%	50%
At least one sport or physical recreational activity in the last 12 months	63%	62%	62%	65%	56%	64%	67%
Voluntary work in the last 12 months	21%	22%	17%	23%	20%	20%	22%

Table 7 - Do you think that the UK hosting the 2012 Olympic and Paralympic has motivated you to do more (asked to those already participating)

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	846	146	130	121	146	144	159
Sport or physical recreational activity	18%	19%	14%	13%	30%	20%	15%
Sample size	1075	194	178	159	183	178	183
Cultural activity	11%	12%	8%	8%	16%	12%	12%
Sample size	263	51	32	42	43	44	51
Voluntary work	15%	*	*	*	*	*	*

*Denotes that the cell sample size is <10 and not robust

Perceptions of the Local Area

Table 8 - Would you say that London hosting the 2012 Olympics and Paralympic games has made you more or less satisfied with your local area as a place to live, or has it made no difference?

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
More satisfied	26%	14%	14%	29%	39%	27%	30%
Made no difference	63%	79%	73%	60%	43%	63%	63%
Less satisfied	10%	4%	13%	10%	15%	9%	7%

Table 9 - To what extent do you agree or disagree that preparations for staging the London 2012 Olympic and Paralympic Games in East London has had a positive impact by...

Sample size=1,320 (6 host boroughs)	Agree	Neither	Disagree	Don't know
Regenerated Your Local Area	45%	15%	34%	6%
Increased Job Opportunities In Your Local Area	40%	12%	31%	16%
Benefited Businesses In Your Local Area	34%	16%	27%	24%
Improved Housing In Your Local Area	28%	17%	40%	15%
Improved Public Transport In Your Local Area	43%	18%	33%	6%
Improved Sports Facilities In Your Local Area	40%	15%	30%	16%
Improved Retail And Shopping Facilities In Your Local Area	47%	13%	34%	5%
Improved Leisure And Cultural Facilities In Your Local Area	37%	17%	33%	13%
Improved Education, Health And Community Facilities In Your Local Area	26%	20%	36%	17%
Improved Parks And Green Spaces In Your Local Area	39%	16%	38%	8%
Improved The Image Of Your Local Area	49%	14%	32%	6%

Table 10 - To what extent do you agree or disagree that the long-term impacts of the London 2012 Olympics and Paralympic Games will have a positive impact by...

Sample size=1,320 (6 host boroughs)	Agree	Neither	Disagree	Don't know
Regenerate Your Local Area	48%	14%	29%	9%
Increase Job Opportunities In Your Local Area	42%	14%	32%	12%
Benefit Businesses In Your Local Area	44%	13%	28%	15%
Improve Housing In Your Local Area	35%	16%	37%	12%
Improve Public Transport In Your Local Area	49%	15%	29%	7%
Improve Sports Facilities In Your Local Area	54%	13%	23%	10%
Improve Retail And Shopping Facilities In Your Local Area	50%	14%	30%	7%
Improve Leisure And Cultural Facilities In Your Local Area	50%	15%	26%	10%
Improve Education, Health And Community Facilities In Your Local Area	33%	18%	34%	16%
Improve Parks And Green Spaces In Your Local Area	45%	17%	31%	8%
Improve The Image Of Your Local Area	54%	12%	27%	7%

Table 11 - To what extent do you agree or disagree that preparations for staging the London 2012 Olympic and Paralympic Games in East London has had a negative impact by....

Sample size=1,320 (6 host boroughs)	Agree	Neither	Disagree	Don't know
Caused Disruption To Your Employer Or Your Business	18%	25%	35%	21%
Increased Transport Congestion In Your Local Area	50%	13%	29%	8%
Increased Pressures On Housing In Your Local Area	38%	15%	25%	22%
Increased Pressures On Education, Health And Community Facilities In Your Local Area	26%	19%	31%	24%
Increased Community Tensions In Your Local Area	18%	18%	49%	15%
Increased Numbers Of People Moving In And Out Of Your Local Area	44%	15%	21%	20%
Increased Crime Or Anti-social Behaviour	19%	19%	47%	15%
Increased Pollution	37%	16%	31%	16%

Table 12 - To what extent do you agree or disagree that the long-term impacts of the London 2012 Olympics and Paralympic Games will have a negative impact by....

Sample size=1,320 (6 host boroughs)	Agree	Neither	Disagree	Don't know
Cause Disruption To Your Employer Or Your Business	18%	24%	35%	23%
Increase Transport Congestion	49%	15%	27%	9%
Increase Pressures On Housing	40%	17%	28%	15%
Increase Pressures On Education, Health And Community Facilities	32%	19%	32%	17%
Increase Community Tensions	20%	19%	47%	14%
Increase Numbers Of People Moving In And Out Of Your Local Area	48%	17%	23%	12%
Increase Crime Or Anti-social Behaviour	25%	20%	40%	15%
Increase Pollution	44%	16%	28%	12%

Community Cohesion

Table 13 - To what extent do you agree or disagree that the UK hosting the 2012 Olympics and Paralympics Games has made people from different backgrounds in your local area get on better?

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
Agree	37%	29%	23%	35%	51%	38%	41%
Disagree	37%	49%	42%	41%	27%	30%	34%
Don't know	27%	23%	35%	23%	21%	31%	25%
<i>Definitely agree</i>	5%	6%	1%	7%	11%	4%	4%
<i>Tend to agree</i>	31%	22%	23%	28%	40%	35%	37%
<i>Tend to disagree</i>	27%	34%	26%	32%	21%	24%	27%
<i>Definitely disagree</i>	10%	15%	16%	9%	6%	6%	6%
<i>Don't know</i>	27%	23%	35%	23%	21%	31%	25%

Access to Jobs

Table 14 - Do you agree or disagree that the hosting of the 2012 Olympic Games and Paralympic Games in East London has increased the number of jobs available to local residents?

	Total	Borough					
		Barking and Dagenham	Greenwich	Hackney	Newham	Tower Hamlets	Waltham Forest
Sample size	1320	233	208	194	231	223	231
Agree	45%	32%	36%	43%	64%	51%	42%
Neither agree not disagree	13%	16%	14%	17%	11%	12%	10%
Disagree	28%	42%	32%	23%	17%	25%	34%
Don't know	13%	9%	17%	17%	8%	12%	14%
<i>Definitely agree</i>	11%	9%	9%	4%	26%	10%	10%
<i>Tend to agree</i>	34%	23%	28%	40%	38%	41%	32%
<i>Neither agree not disagree</i>	13%	16%	14%	17%	11%	12%	10%
<i>Tend to disagree</i>	16%	22%	15%	13%	10%	15%	21%
<i>Definitely disagree</i>	12%	20%	17%	10%	7%	11%	12%
<i>Don't know</i>	13%	9%	17%	17%	8%	12%	14%

Green Issues and Sustainability

Table 15 - Have the 2012 Olympics Games and Paralympic Games caused you to change your behaviour in any of the following ways?

	Total
Sample size	380
Made a change in behaviour	21%
None of these	78%
<i>Increasing recycling</i>	10%
<i>Protecting your local environment</i>	10%
<i>Conserving water/ reducing water wastage</i>	7%
<i>Improve environmentally friendly transport behaviour</i>	7%
<i>Reducing energy consumption</i>	4%
<i>Attitudes to sustainability</i>	3%