

Favourability and support



- ➔ With 5 years and 6 months still to go there is lots of time for public opinion and support for the 2012 Olympic Games to be swayed by the media! But right now the majority of UK adults (72%) believe it will have a positive impact on East London. Encouragingly those living in London are almost equally positive (68%).
- ➔ The outlook is also positive amongst senior business people with three quarters saying it will have a positive impact (rising to 81% in London).

The nation's involvement



- ➔ With less than one third (29%) of adults and only half (51%) of their children taking part in sport, will the 2012 Games change the nation's levels of activity? This is perhaps impossible to predict! But we do know that intentions to view the games on TV are high (73%) and one tenth (12%) of us plan to attend (rising to 17% amongst Londoners).
- ➔ Unsurprisingly, given the opportunities for corporate hospitality, intentions to attend the games amongst senior business people were higher – over one quarter of business people in the UK said they would attend at least some events and over half in London.

Putting east london on the map



- ➔ Currently the nation does not typically associate East London with the 2012 Games. In fact from a list of 11 associations it is ranked in fifth place after Eastenders, The Krays, Canary Wharf, The Dome and West Ham Football Club! But ahead of lesser associations including Jack the Ripper, Docklands Light Railway, Jellied Eels, Pearly Queens and Oliver Twist.
- ➔ Amongst Londoners, the 2012 Games were more strongly associated with East London – it was ranked in 3rd place after Eastenders and Canary Wharf.