



## **New London Olympics Report published – Consumer attitudes towards the London Olympics - Spring 2010**

With some 28 months to go to the Opening ceremony of the London Olympics, the build up to the Games is now beginning to accelerate. Construction work on the stadium and facilities are well advanced, sponsors are in place and ticket arrangements set out and a growing number of nationwide events planned.

Since June 2005, shortly before London won the Olympics bid, JGFR has tracked consumers' attitudes towards the Olympics. Attitudes towards the Olympics covered are:

- The impact of the Olympics on the economy
- The ranking of the London Olympics in peoples' sporting memories
- Ticket demand
- The impact of Olympic sponsorship on brand buying intentions
- Leaving a sporting legacy
- The 'Unaffected' by the Olympics

The report is based on research commissioned by JGFR from GfK NOP and undertaken among samples of 1,000 or 2,000 adults aged 16+, representative of the UK population. Surveys were carried out in June 2005, December 2007, March 2008, December 2008 and December 2009.

To discuss the report please contact John Gilbert on 0208 944 7510 / 07740 027968