

Inspiring a generation: A Taking Part report on the 2012 Olympic and Paralympic Games



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1. Key findings

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, while ethnicity also had a strong influence, with BME respondents significantly more likely to support the Games than respondents from a white background.

While it appears that the 2012 Olympic and Paralympic Games had an impact on motivating some people and groups to get more involved in sports, cultural activities and volunteering, the real long-term impact may not be felt for some time. At present, the most likely groups to be motivated by the Games to do more activities have been those who were heavily engaged in the sector in question (for example, those who regularly participated in sport being the group most likely to be motivated by the Olympics to do more sport), though it remains to be seen whether motivation to do more activities has a noticeable impact on actual behaviour. As with support for the Games, BME respondents were significantly more likely than white respondents to have been motivated by the Games to do more sport, cultural and voluntary activities.

It would be a valuable assessment of the legacy of the Games to study these figures again in the future, and with the benefit of longitudinal data, to observe any changes in characteristics of those supporting the Games and being motivated to engage further in sport, culture and volunteering. The objective of the 2012 Olympic and Paralympic Games was to “inspire a generation”, and time will tell as to whether the Games has been able to inspire and motivate those less engaged in sport, culture or volunteering, to get involved, as well as those who already regularly take part in these activities.

2. Introduction and policy background

2.1 Policy background

The summer of 2012 saw the UK host the 30th modern Olympic Games, the third time that the city has hosted the event. For the Department of Culture, Media and Sport (DCMS) and their partner organisations, this represented a unique opportunity to inspire a generation to get involved in more sporting and cultural activities and create a lasting legacy for the nation.

The legacy plans set out by the government were focused around four key themes:

Sport: There has been a huge push to increase sports participation, engaging more children in competitive sport, by introducing the “School Games”, a nationwide sports competition for schools in the UK, and launching the “Places People Play” programme, a £135m initiative to stimulate mass participation of sport in communities, amongst many other national and local initiatives.

Economic growth: Taking the opportunities that the Games provided to stimulate economic growth was another of the policy cornerstones of the Olympic legacy plan. The development and infrastructure required for the Games generated new jobs and supported British companies, while there was a focus on showcasing London and the UK throughout the Games as an excellent place to do business, converting international interest in the Games to direct investment in the UK economy.

Community engagement: The 2012 Olympic and Paralympic Games has also provided the opportunity to increase community engagement, through projects such as the Inspire programme, the Cultural Olympiad, and the volunteer programme for the Games, “Games Makers”, encouraging volunteering, community engagement and social action.

Regeneration: The Games was seen as an opportunity to regenerate the East London area, using the Olympic Park as an epicentre of regeneration

for the region, and a model of sustainable development for London and the UK.

2.2 The Taking Part Survey

Taking Part is England's survey of culture, leisure and sport. It is a continuous, face-to-face survey with adults aged 16 and over, living in private households in England. Over the course of a year, 10,000 adults are interviewed on Taking Part, as well as approximately 1,000 children aged 11 to 15.

The Taking Part survey has been exploring public sentiment towards the UK hosting the Games since 2006, collecting data on attitudes towards hosting the Games, the prevalence of active and passive involvement, and also, the extent to which the UK hosting the Games has inspired people to get involved in sport, culture and volunteering. This report also includes reference to the Taking Part East London survey, a survey conducted in the six Olympic Boroughs between March and May 2012, which contained many of the same questions asked on the main Taking Part survey.

2.3 Report structure

This report focuses on attitudes towards the 2012 Olympic and Paralympic Games, looking at those who supported and were against the Games and why. A regression analysis looks at the key factors that most influenced support for the Olympics. There is also an in-depth look at the impact of the Games in motivating people to take up more sport, cultural activities and voluntary work.

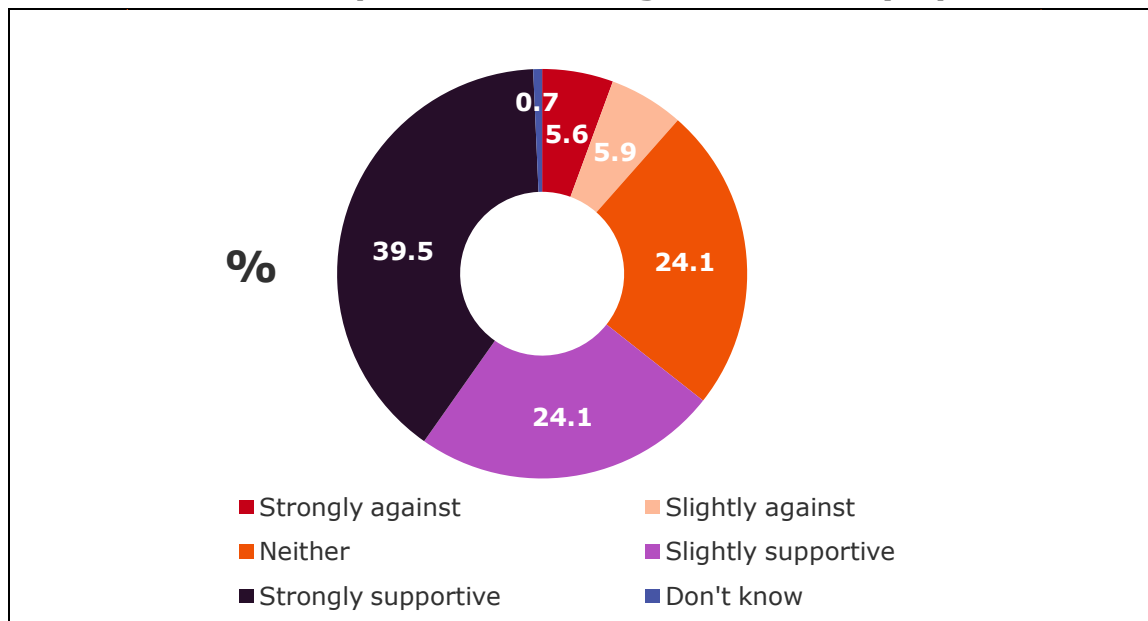
The analysis in this report is based on interviews carried out between July 2011 and June 2012, and therefore prior to the start of the Games.

3. Support for the UK hosting the Olympics

3.1 Reasons for supporting/opposing the UK hosting the Games

In order to collect data on public sentiment towards the UK hosting the 2012 Olympic and Paralympic Games, the Taking Part survey asked respondents to rate the extent to which they either were supportive or against the UK hosting the Games, using a five point scale with responses ranging from “strongly supportive” to “strongly against”. Chart 3.1 displays the results for this question covering the period July 2011 – June 2012. Overall, public attitudes were positive, with 37.3% of respondents answering strongly supportive and 25.1% slightly supportive, a combined total of 62.4%. In fact, of the remaining respondents, the majority were indifferent to the issue, rather than opposed to it, with 11.1% of respondents answering either strongly or slightly against.

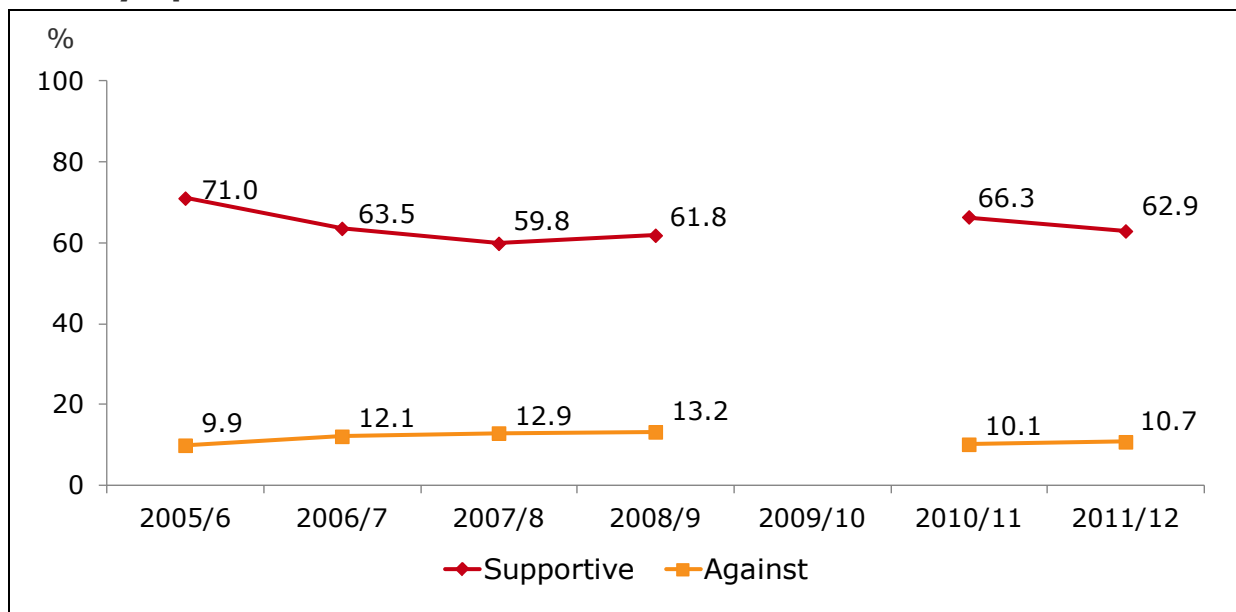
Chart 3.1 Public opinion to hosting the 2012 Olympic Games¹



¹ 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. Percentages add to more than 100 because of rounding.

Since the survey began in 2005/6, support for the UK hosting the 2012 Olympic and Paralympic Games has remained strong, though some differences can be observed year-on-year. As chart 3.2 below indicates, there was an initial spike in 2005/06 in enthusiasm and support for the Games, a height which wasn't reached again as the Games approached, although the vast majority were always supportive of the Games.

Chart 3.2 Opinion of the UK hosting the 2012 Olympic and Paralympic Games over time²



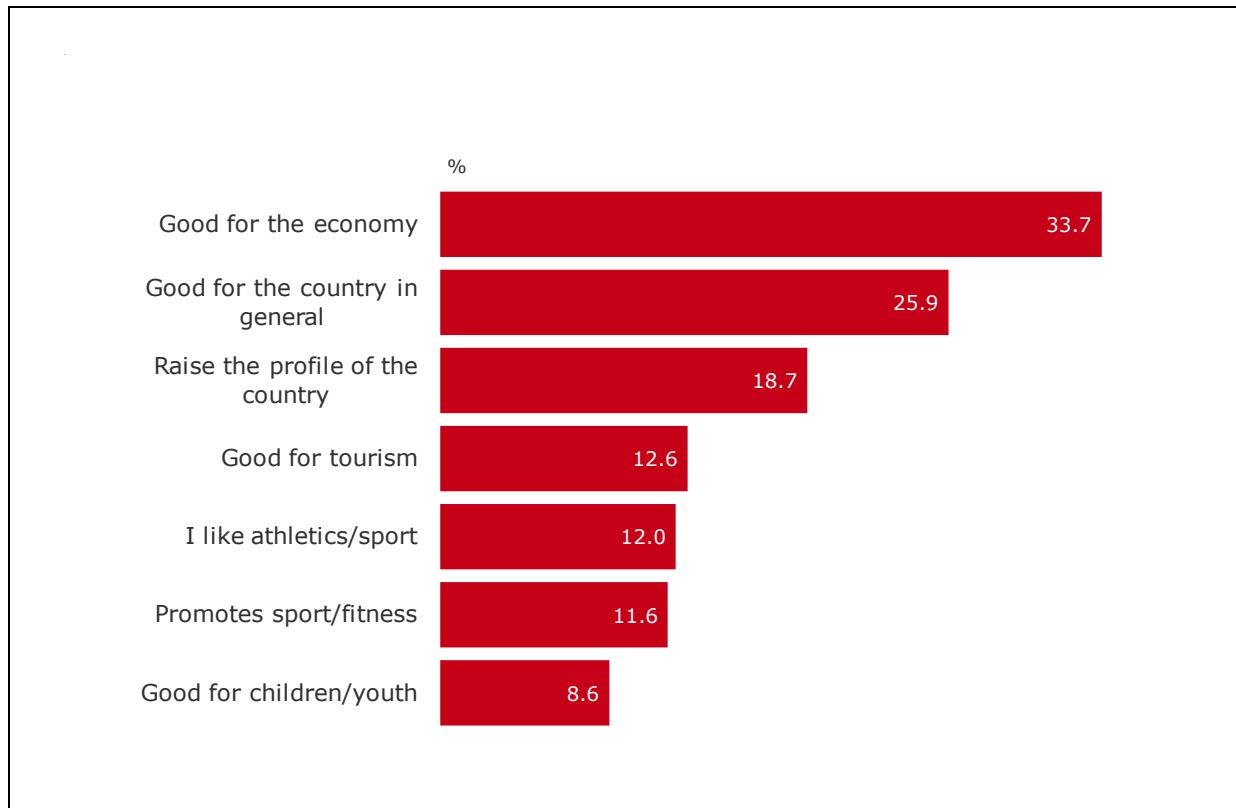
3.1.1 Supporting the Games

Reasons for supporting the Games were varied. Common themes centred on the Games representing a real economic opportunity for the UK with 33.7% of those strongly supportive of the Games suggesting London 2012 would be good for the economy. However, it wasn't just economically that respondents felt the UK could benefit. 25.9% of respondents felt that the Games would be good for the country in general and a further 18.7% believed it would raise the profile of the country, suggesting many felt the Olympics may play a part in boosting the image of the UK on the international stage. Other frequently cited reasons for supporting the UK hosting the Games included it being good for tourism

² 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

(12.6%), respondents liking athletics and sport (12.0%), the fact that the Games would help to promote sport and fitness (11.6%), and that it was good for children and youth (8.6%).

Chart 3.3 Reasons for strongly supporting the Olympics³

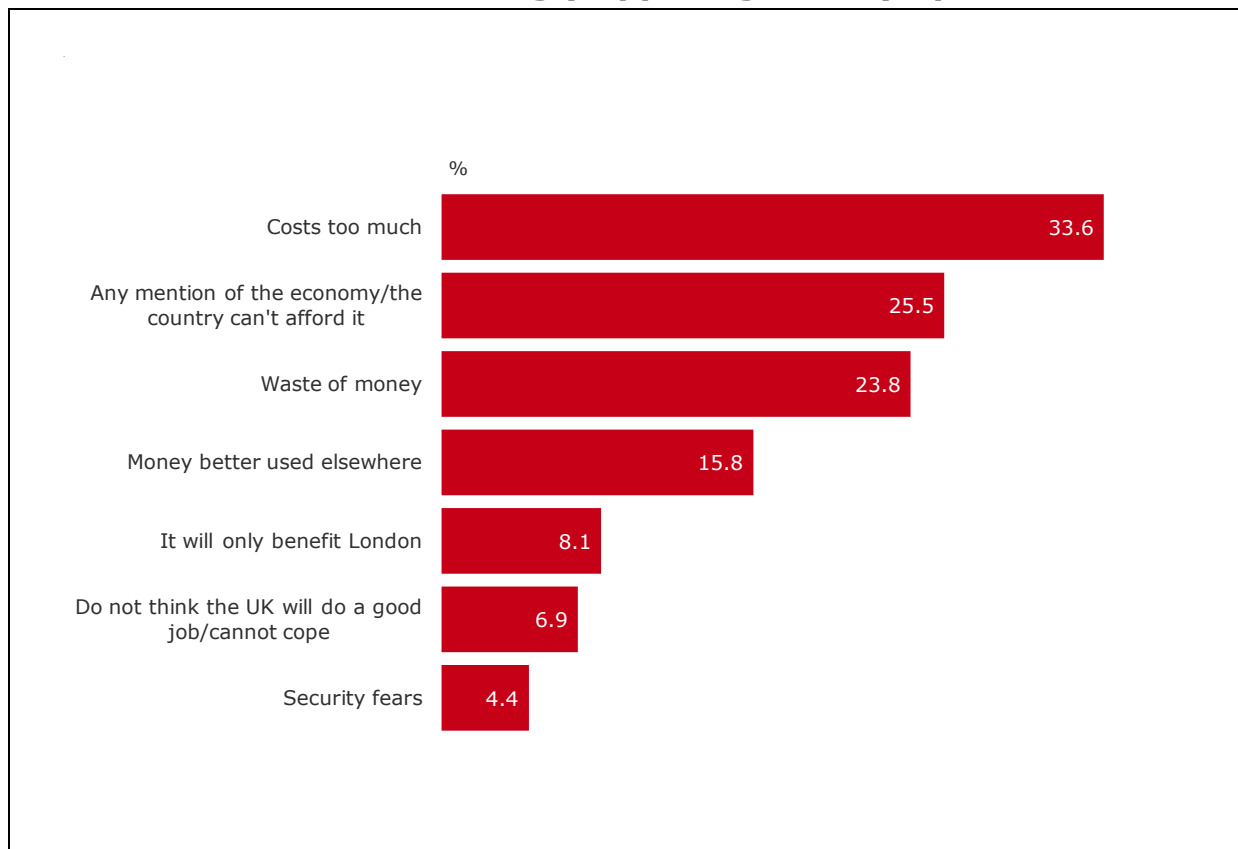


3.1.2 Opposing the Games

Reasons why respondents were strongly against the Games also centred on economic issues. Reference to the Games costing too much was the most frequent response of those strongly opposed to the Games (33.6%). This was closely followed by any general mentions of the economy or the country not being able to afford the Games (25.5%), or London 2012 being a waste of money (23.8%). 15.8% of those strongly opposed to the Games felt that the money could be better used elsewhere, while 8.1% suggested that the Games would only benefit London. Despite high levels of media attention around the issue, security and the threat of terrorism was of limited concern, mentioned by 4.4% of those strongly against the UK hosting the Games.

³ 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)

Chart 3.4 Reasons for strongly opposing the Olympics⁴



3.2 Regression Analysis – Factors influencing support for the Olympics

3.2.1 Introduction to regression analysis

A logistic regression model was used to attempt to establish the key factors that influenced support for the UK hosting the Olympics. This type of analysis can be used to make predictions or examine the effect of one factor on another, after controlling for other factors. As such, the Taking Part data can be used to examine the type of characteristics that had the strongest impact on likelihood to support the UK hosting the Olympics, by looking at the impact that a particular variable had on likelihood to support the Olympics, when all other factors are held constant.

⁴ Source: olympag1-11 Why are you strongly against the UK hosting the 2012 Summer Olympic Games in London? Base: 477 (July 2011 – June 2012)

A number of variables were included in the model, including the standard demographics variables used for weighting, variables regarding participation in DCMS sectors, volunteering, charitable giving, and variables regarding national pride and national identity. A forward stepwise approach was adopted, whereby the model starts with no variables, and tests the addition of each variable in turn, only adding it if it improves the model.

Table 3.5 below shows the outcomes of the regression analysis. For each variable included, a reference category was identified, which acts as a reference for the other values in the variable to compare against. For example, for region, London was chosen as the reference category, and the results of the regression modelling for this variable indicate the likelihood of those from other regions supporting the Olympics more or less than those from London.

The significance level indicates whether or not the variable has a significant impact upon likelihood to support the Olympics, while the odds ratio indicates the percentage more or less likely to support the Olympics than the reference category for that variable. An odds ratio of 1.100 would indicate that the category was 10% more likely to support the UK hosting Olympics than the reference category, while a value of 0.900 would indicate that the category was 10% less likely to support the Olympics than the reference category. The confidence intervals help to indicate how strong the impact is – a category whose confidence intervals fall below 1 at the lower level and above 1 at the higher level cannot be significant at a 95% level, as this suggests that the category may be either less likely OR more likely to support the Olympics than the reference category.

Table 3.5 Results of regression analysis

| | Significance level | Odds ratio | 95% C.I. for odds ratio | |
|--------------------------------|--------------------|------------|-------------------------|-------|
| | | | Lower | Upper |
| Age | | | | |
| 75+ | | (1) | | |
| 16-24 | 0.475 (ns) | 1.081 | 0.874 | 1.337 |
| 25-44 | 0.008 | 1.249 | 1.061 | 1.471 |
| 45-64 | 0.078* | 1.146 | 0.985 | 1.332 |
| 65-74 | 0.167 (ns) | 0.888 | 0.749 | 1.051 |
| Region | | | | |
| London | | (1) | | |
| North East | 0.084* | 0.846 | 0.700 | 1.022 |
| North West | 0.496 (ns) | 0.940 | 0.788 | 1.123 |
| Yorkshire and Humberside | 0.019 | 0.798 | 0.661 | 0.963 |
| East Midlands | 0.676 (ns) | 1.043 | 0.857 | 1.268 |
| West Midlands | 0.046 | 1.210 | 1.003 | 1.458 |
| East of England | 0.053* | 1.208 | 0.998 | 1.462 |
| South East | 0.124 (ns) | 1.147 | 0.963 | 1.367 |
| South West | 0.829 (ns) | 0.978 | 0.802 | 1.193 |
| Disability | | | | |
| No long standing illness | | (1) | | |
| Long standing illness | 0.071* | 0.905 | 0.812 | 1.009 |
| Gender | | | | |
| Female | | (1) | | |
| Male | 0.969 (ns) | 1.002 | 0.914 | 1.098 |
| Ethnicity | | | | |
| White | | (1) | | |
| BME | 0.000 | 1.762 | 1.413 | 2.198 |
| Sports participation | | | | |
| Not done sport in last 4 weeks | | (1) | | |
| Done sport in last 4 weeks | 0.000 | 1.484 | 1.348 | 1.633 |
| National identity | | | | |
| Not British | | (1) | | |
| British | 0.001 | 1.194 | 1.077 | 1.324 |

| | Significance level | Odds ratio | 95% C.I. for odds ratio | |
|---|--------------------|--------------|-------------------------|-------|
| | | | Lower | Upper |
| National pride | | | | |
| Not proud of British sporting achievements | | (1) | | |
| Proud of British sporting achievements | 0.000 | 1.888 | 1.605 | 2.222 |
| Religion | | | | |
| Christian | | (1) | | |
| No religion | 0.000 | 0.655 | 0.589 | 0.729 |
| Other religion | 0.031 | 0.743 | 0.568 | 0.974 |
| Volunteering | | | | |
| Has NOT volunteered in last 12 months | | (1) | | |
| Has volunteered in the last 12 months | 0.013 | 1.149 | 1.030 | 1.282 |
| Charitable giving | | | | |
| Has NOT given to DCMS sectors in last 12 months | | (1) | | |
| Has given to DCMS sectors in the last 12 months | 0.006 | 1.147 | 1.040 | 1.266 |
| Nagelkerke R² | | 0.058 | | |

The reference category is labelled with a (1) in the odds ratio column. For each variable the odds ratio for each category is calculated by taking the ratio of the odds of someone in one category being supportive of the Olympics to the odds of someone in the reference category being supportive of the Olympics.

(ns) Denotes 'not significant' at the 95% level (where the P-value is greater than 0.050). * denotes not significant at the 95% level but is significant at the 90% level (P-value between 0.05 and 0.1). Orange shading indicates positive effect support for the Olympics, while blue shading indicates a negative effect (the lighter shading reflects figures significant at the 90% level).

3.2.2 Key findings of the regression modelling

The regression analysis suggests that some demographic characteristics have an impact upon a respondent's likelihood to support the Olympics. Ethnicity had an influence on likelihood to support, with BME respondents 76.2% more likely to be supportive than white respondents.

The age group 25-44 years old were significantly more likely to support the Olympics than the oldest age group (75+), with this age group 24.9% more likely to be supportive.

Region tended to influence support, with those from Yorkshire and Humber less likely to support the Olympics than those from London, and those from the West Midlands more likely to support the Olympics.

Those with a disability were less likely to support the UK hosting the Olympics, while Christians were more likely than those with no or other religions to be supportive.

The factors influencing support of the Olympics, in addition to these demographic characteristics, were sports participation, national identity, pride in British sporting achievements, volunteering, and giving to DCMS sectors. Each of these factors had a strong influence on likelihood to support the Olympics.

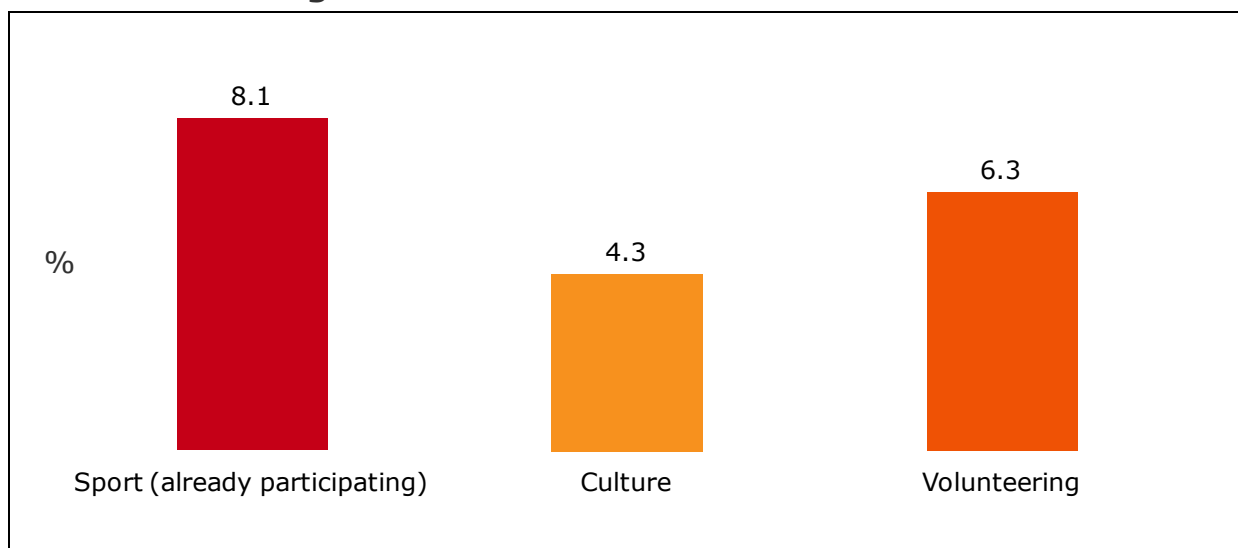
Several variables that were included in the analysis but were not seen to improve the model so were not added to the stepwise regression, were regular arts participation, museum and gallery attendance, heritage attendance, type of area lived in (urban or rural), and participation in multiple DCMS sectors (the arts, heritage, libraries, sport, museums and galleries and archives). These were not found to improve the accuracy of the model and as such were not included in the final analysis.

4. Has the 2012 Olympics motivated respondents to increase participation in sport, culture and volunteering?

4.1 Inspiring a sporting generation

Respondents were asked whether or not the UK hosting the 2012 Olympic and Paralympic Games had motivated them to increase their sporting, cultural and volunteering participation. As seen in Chart 4.1 below, the Olympics had the greatest motivational impact on sport, with 8.1% of those already participating in sport claiming that the Olympics had increased their motivation to take part in sport. This was significantly higher than the figures recorded for culture 4.3% and volunteering 6.3%. Of those who hadn't taken part in sport in the last 12 months, 8.2% claimed to be "more interested in sport" as a result of the Games.

Chart 4.1 Motivation to increase participation in sport, culture and volunteering⁵



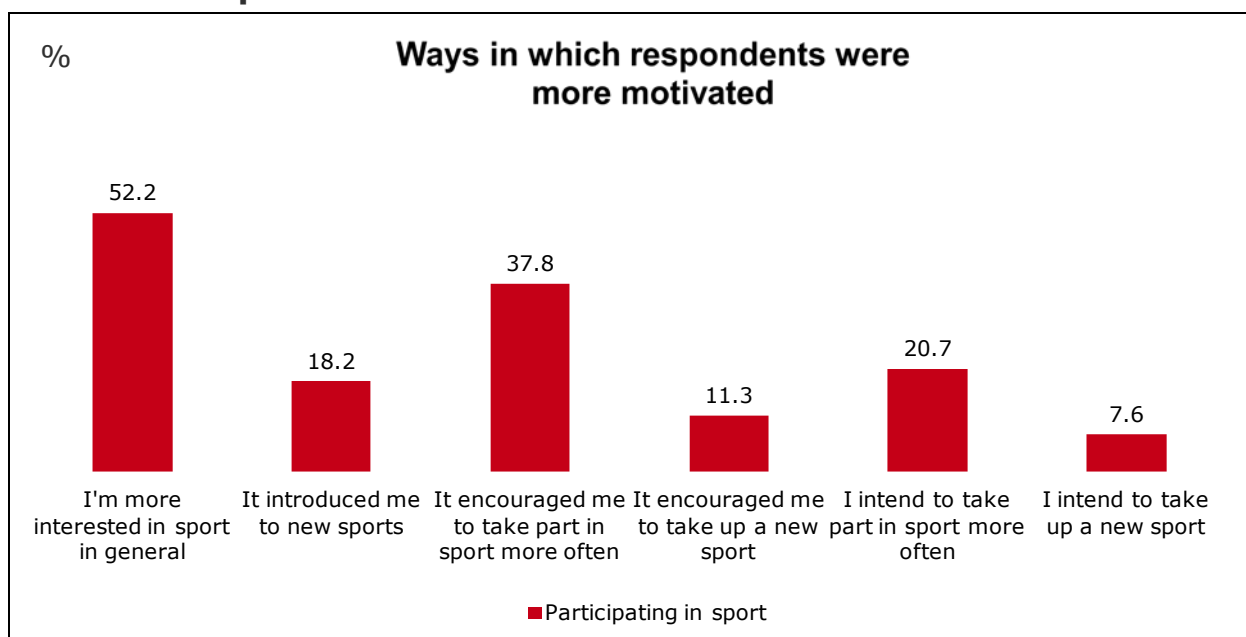
⁵ Source: OLYMSPN/OLYMCUL/OLYMPVOL Do you think that the UK hosting the 2012 Olympic and Paralympic Games has motivated you to do more sport or recreational physical activities/cultural activities/voluntary work?

Base: Sport – All those who had participated in sport in the last 12 months = 6310, Culture – All those who had participated in arts participation/arts attendance/library/archive/museum or heritage activities in the last 12 months = 8273, Volunteering – All those who had done voluntary work in the last 12 months = 2088 (July 2011 and June 2012)

4.1.1 How were people inspired?

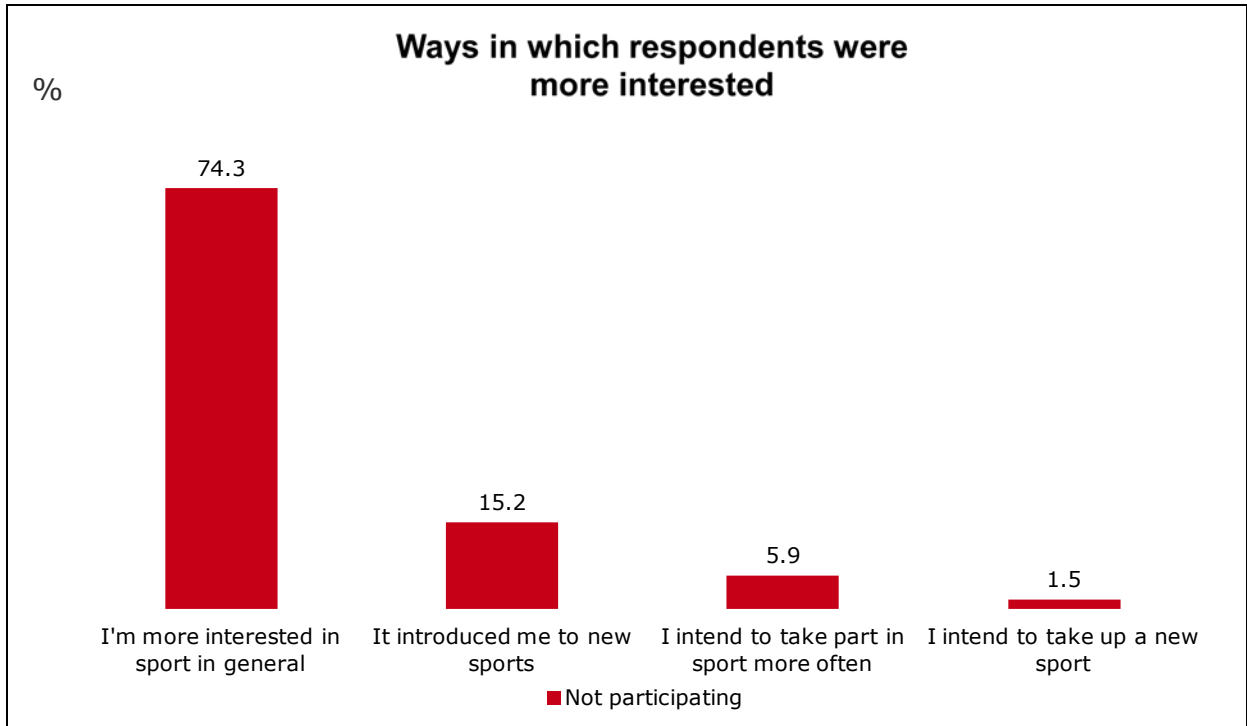
For those already participating in sport, as well as those who hadn't in the past 12 months, when asked about the ways in which London had increased respondents' motivation (or interest, for those who had done no sport in the last 12 months), an increased general interest in sport was the predominant response. 52.2% of those already participating and 74.3% of those who hadn't participated in sport in the last 12 months claimed that the Games being held in the UK had made them more interested in sport. For those already taking part in sport, an intention to take part in sport more often (20.7%) and encouragement to take part in sport more often (37.8%) were the other main ways they had been motivated. The intention to take part in more sport was much lower amongst those who hadn't participated (5.9%). For those who hadn't participated in sport in the last 12 months however, introducing people to a new sport was seen as another way in which interest had been raised, with 15.2% stating that they had been introduced to a new sport.

Chart 4.2 Motivation to increase sports participation/increase in interest in sport⁶



⁶ Source: Olyspmot1-8 Ways in which UK hosting the 2012 Olympic and Paralympic Games motivated respondent to do more sport or physical recreational activity / olynospwh1-6 Ways in which the UK hosting the 2012 Olympic and Paralympic Games made respondent more interested sport or physical recreational activity

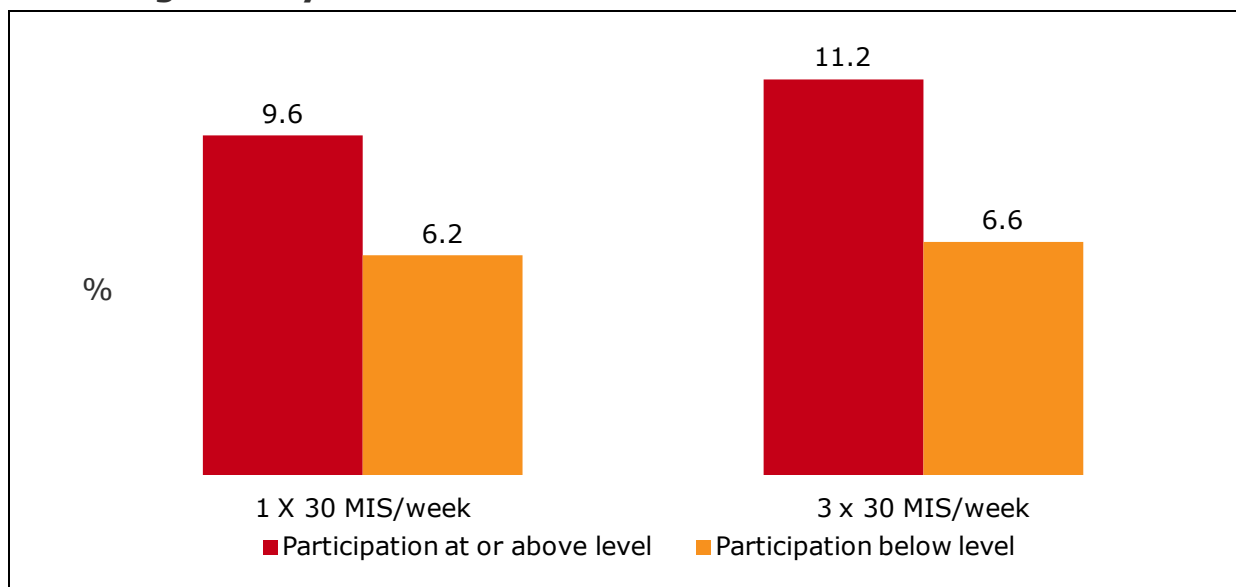
Base: Olyspmot1-8 – All respondents who have been motivated to do more sport = 424, olynospwh1-6 All respondents who are more interested in sport = 219 (July 2011 – June 2012)



4.1.2 Level of sport/physical activity

The level of a respondent's sporting and physical activity had a clear influence on the likelihood of being motivated to do more sport as a result of the UK hosting the Games. As shown in Chart 4.3 below, those engaging in either 1 x 30 minutes of moderate intensity sport per week (9.6%) or 3 x 30 minutes of moderate intensity sport (11.2%) were significantly more likely to have been motivated to do more sport than those who hadn't reached those participation levels, with 6.2% and 6.6% respectively.

Chart 4.3 Motivation to increase sports participation across differing activity levels⁷

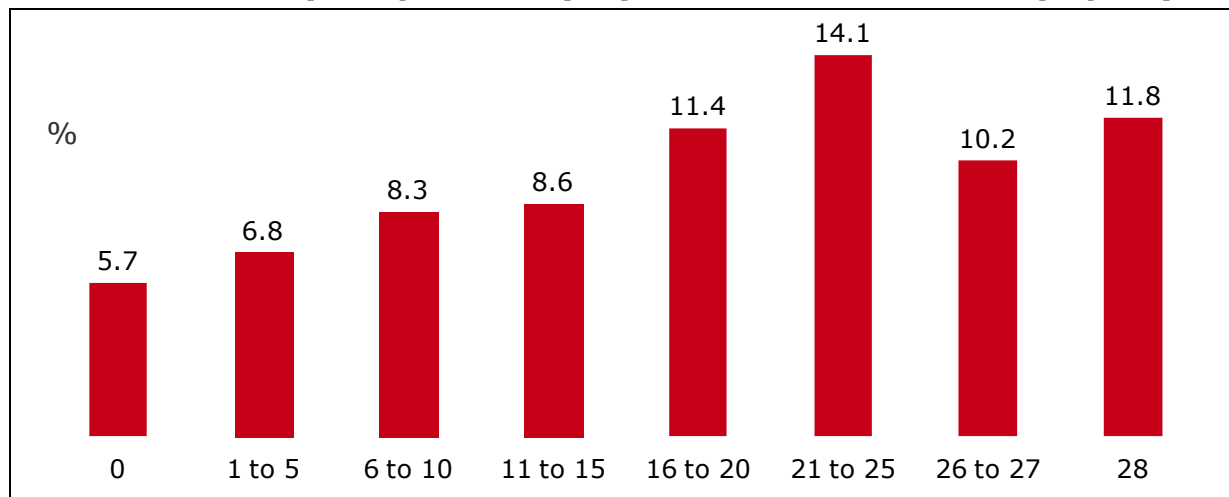


Differences were also seen when comparing the proportion of people motivated by the UK hosting the Games across varying frequencies of 30 minutes moderate intensity sport (see chart 4.4 below). Of those who had done no days of 30 minutes moderate intensity sport in the past four weeks, 5.7% of respondents claimed an increase in motivation. This figure peaked with those who had done 21-25 days of 30 minutes

⁷ Source: MIS1X30ALLR - Whether achieved 1x30 MIS per week (incl. MIS walking and MIS cycling) PSA21 Sport - whether achieved 3x30 MIS per week (incl. MIS walking and MIS cycling).
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)

moderate intensity sport (14.1%), before declining to 10.2% (26-27 days) and 11.8% (28 days).

Chart 4.4 Motivation to increase sporting participation across different activity frequencies (days of moderate intensity sport)⁸



4.1.3 Motivation and participation in Olympic Sports

Motivation to increase sporting participation was also greater amongst those respondents who had participated in Olympic sports⁹. Those who had participated in Olympic sports in the past four weeks (10.3%) were significantly more likely to be motivated to increase their sporting participation as a result of the UK hosting the 2012 Olympic and Paralympic Games than those who had done any sport in the last four weeks (9.1%) and those who had done no sport in the last four weeks (5.0%).

⁸ Source: sportdaysr Number of days done 30 mins of MIS in last 4 weeks (28+ = 28) - Banded
Base: All respondents = 5,846 0 days = 1982, 1 to 5 days = 1210, 6 to 10 days = 773, 11 to 15 days = 519, 16 to 20 days = 401, 21 to 25 days = 206, 26 to 27 days = 56, 28 days = 699. (July 2011 – June 2012)

⁹ Olympic sports used in this analysis were: Archery, Athletics (Track and Field), Basketball, Boxing, Canoeing, Cycling (health, training or competition), Gymnastics, Hockey, Horse Riding, Judo, Rowing, Table Tennis, Taekwondo, Trampoline, Triathlon, Swimming (indoors), Swimming (outdoors), Volleyball, Weightlifting, Yachting/Dinghy Sailing.

4.1.4 London Olympic Boroughs compared with the rest of the country

Living in one of the Olympic Boroughs appears to have a positive effect in terms of motivating people to increase their sports participation.

Respondents interviewed on the Taking Part East London Survey¹⁰ were significantly more likely to cite an increase in motivation to do more sport and physical activity, with 18.1%, compared with 8.8% nationally over the same period. This difference was also apparent when making comparisons across London during the same period, using data from the national Taking Part survey, with 14.7% citing an increase in motivation across London as a whole¹¹.

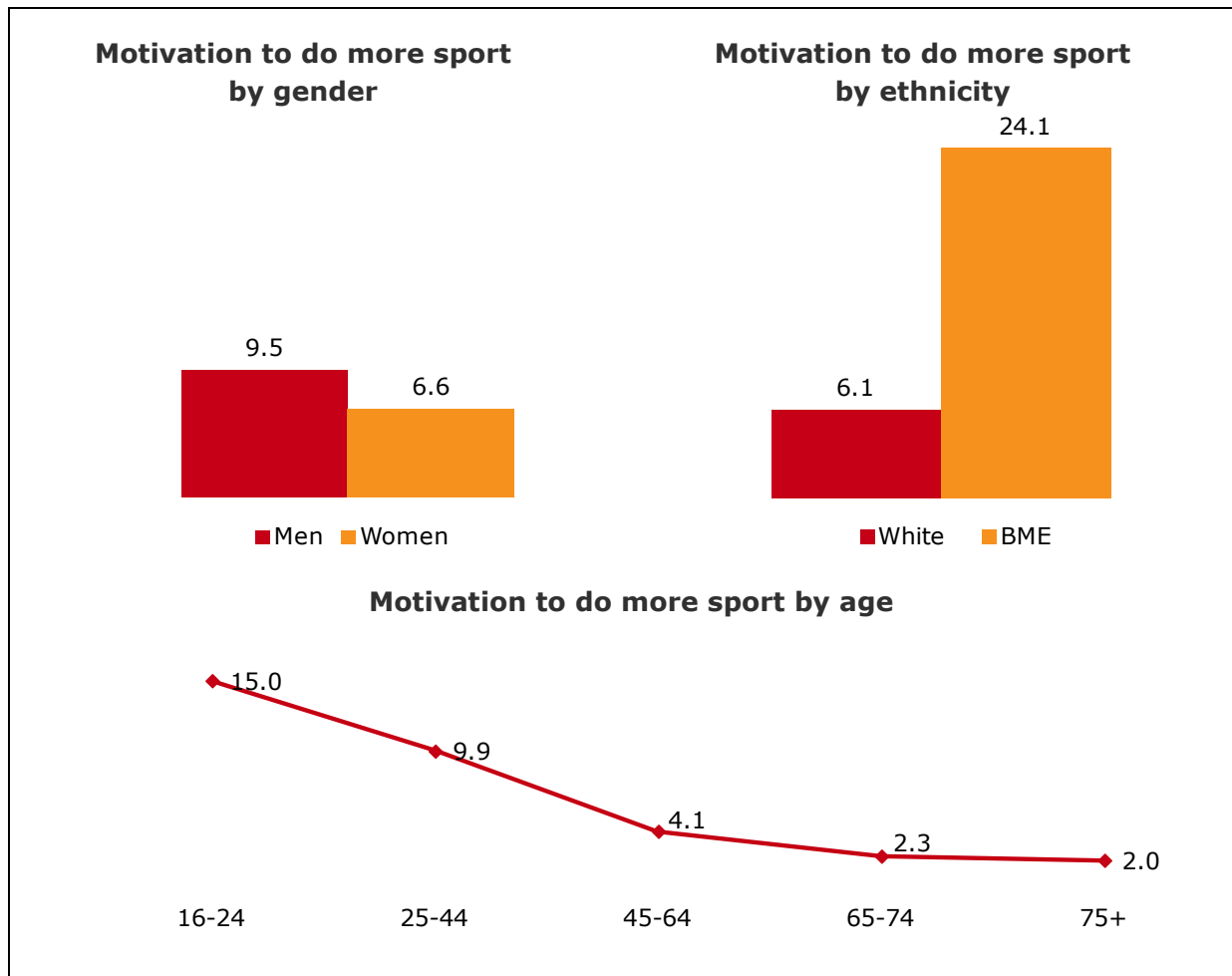
4.1.5 Demographic differences in motivation to do more sport

There were numerous differences in the types of people motivated by the UK hosting the Games. Among people who were had participated in sports in the last 12 months, men (9.5%) were significantly more likely than women (6.6%) to state that the Games had a motivational impact on their sports participation. The motivational impact of the Games appears to have been felt more strongly amongst black and minority ethnic groups (BME), than those from white backgrounds, with 24.1% of BME sports participants stating that the 2012 Olympic and Paralympic Games has motivated them to do more sport or recreational physical activity, compared with 6.1% of white respondents. There were also differences by age, with the Games appearing to have a more inspirational impact amongst younger age groups. 15.0% of 16-24 year olds who had participated in sports in the last 12 months claimed that the UK hosting the 2012 Olympic and Paralympic Games had motivated them to do more sport, compared with just 9.9% of 25-44 year old sports participants. The proportion of those motivated decreased as age increased, with 4.1% of those aged 45-64 more motivated, 2.3% of those aged 65-74, and 2.0% of those aged 75+.

¹⁰ Taking Part East London was a survey conducted by DCMS in close accordance with the national Taking Part survey. Interviews were conducted with people living in the six London 'Olympic Boroughs'; Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest, with fieldwork running from 01/03/2012 to 20/05/2012.

¹¹ Base Taking Part March – May = 1,528, Base Taking Part East London = 846, Base Taking Part March – May (London) = 188

Chart 4.5 Motivation to increase sporting participation across different demographic groups¹²



4.2 Inspiring a cultural generation

4.2.1 Motivation to do more cultural activities

Respondents who had done at least one cultural activity in the last 12 months were asked whether the 2012 Olympic and Paralympic Games had motivated them to do more cultural activities.

The extent to which the UK hosting the 2012 Olympic and Paralympic Games inspired people to participate in more cultural activities was less than the equivalent effect it had on sporting motivation, with 4.3% of those who had taken part in cultural activities in the last 12 months claiming that the Games had motivated them to do more cultural

¹² 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)

activities. As with sport, BME respondents were significantly more likely than white respondents to state that the Games had inspired them to do more cultural activity, (13.0% vs. 3.2%).

4.2.2 Level of cultural activity

In general, respondents who were already doing the most cultural activities, were most likely to state that the Games had inspired them to do more. For example, 2.6% of those who had not participated in the arts, or attended an arts event in the last 12 months, were motivated to do more cultural activities, compared with 4.9% of those who had participated in the arts three or more times in the same period.

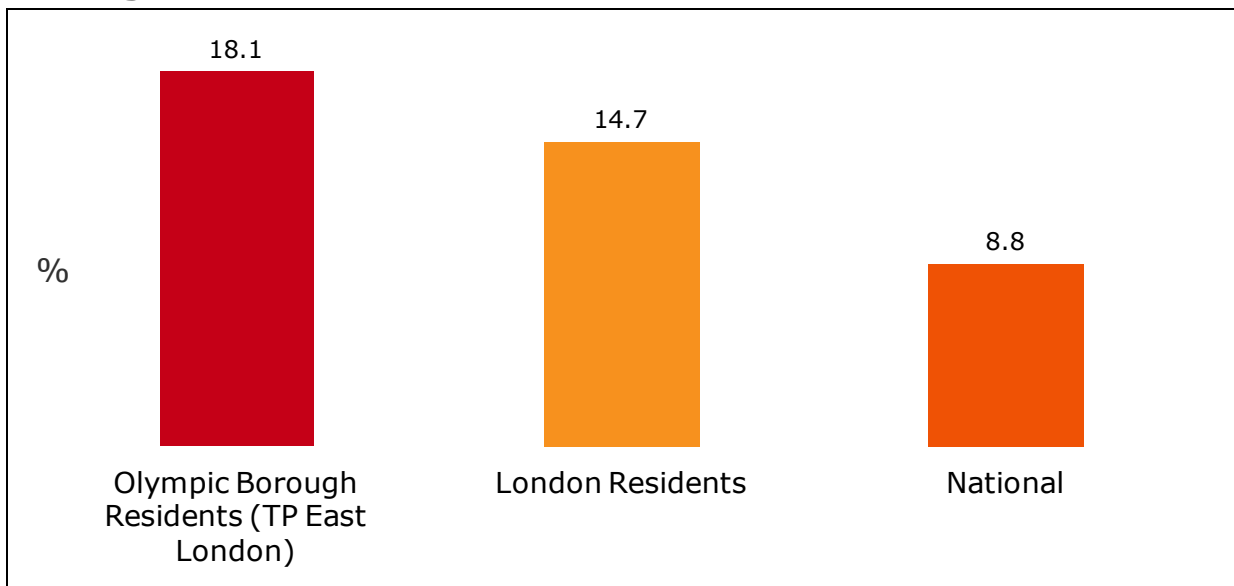
Looking at overall involvement in the five DCMS “sectors” that the Taking Part survey covers¹³, the same trend is apparent: those who were more active, were most likely to be motivated by the Games to do more cultural activities. Of those involved in less than two of the DCMS sectors, 2.7% stated that the Games had motivated them to do more cultural activities, whereas 4.8% of those who were involved in between two and five sectors stated that they were motivated by the Games to do more.

4.2.3 London Olympic Boroughs compared with the rest of the country

Living in one of the six London Olympic Boroughs appeared to be correlated with an increased likelihood to be motivated to do more cultural activities. Figures from Taking Part East London revealed that 11.3% of respondents who had taken part in cultural activities in the last 12 months said that they were motivated to do more cultural activities by the UK hosting the 2012 Olympic and Paralympic Games, compared with 4.3% of Taking Part respondents nationally over the same period. East London residents (11.3%) were more likely than London respondents as a whole (4.7%) to say they were motivated in this way.

¹³ The five DCMS sectors are: the arts, heritage, libraries, sport, museums and galleries and archives

Chart 4.6 Motivation to increase cultural participation in Olympic Boroughs compared to London as a whole and the National average¹⁴



4.3 Inspiring a volunteering generation

4.3.1 Motivation to do more voluntary work

Respondents who had participated in any voluntary work in the last 12 months were asked whether the UK hosting the 2012 Olympic Games had motivated them to do more voluntary work. 6.3% of respondents claimed that the Games had increased their motivation in this way. Again, BME respondents were significantly more likely to be motivated to do more voluntary activities than white respondents (22.5% vs. 3.8%¹⁵).

4.3.2 How were people inspired?

Respondents who said they were inspired by the Games to do more voluntary work were asked in what ways they had been motivated. The most common responses were that their awareness of volunteering

¹⁴ Source: Do you think the UK hosting the 2012 Olympics has motivated you to do more cultural activities?
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 from TP East London survey = 1081) (London Residents = 251) (National =2022).

¹⁵ Base: All those who had done voluntary work in the last 12 months (white = 1882, BME = 202)

opportunities had increased, and that they were now more interested in volunteering (both 31.9%).

4.3.3 London Olympic Boroughs compared with the rest of the country

Once again, respondents who lived in one of the six London Olympic Boroughs were more likely to say they were motivated to do more volunteering activities. 14.6% of respondents who had volunteered in the last 12 months from the Taking Part East London survey reported an increased motivation to do volunteering as a result of London hosting the Games, compared with 5.2% of Taking Part respondents nationally over the same period. Although being a London resident did correlate with an overall increase in motivation for 8.6% of respondents who had volunteered, this impact was less pronounced than for Olympic Borough residents¹⁶.

¹⁶ Base Taking Part March – May for OLYMVOL = 527 (all those who had done voluntary work in the last 12 months), Taking Part East London Base for OLYMVOL = 273 (all those who had done voluntary work in the last 12 months), Base Taking Part March – May (London) for OLYMVOL = 58 (all those who had done voluntary work in the last 12 months)