

**FOR IMMEDIATE RELEASE 15 AUGUST 2012**

**BRITONS RIDING HIGH ON LONDON 2012 SUCCESS**

Our polls from a year before, just before, and just after Olympic Games confirm soaring enthusiasm among the British public for London 2012, and show that interest in next month's Paralympics has doubled since July 2011.

YouGov's most recent poll on the London 2012 Olympics has confirmed what the world is already thinking: In the words of London 2012 boss Seb Coe himself, "Britain, we did it right".

"It is clear from YouGov's results that the British people are riding a wave of Olympics euphoria. Initial scepticism, that was present right up to the Opening Ceremony, has now largely melted away. However, it is unclear how long this situation will continue and only time will tell what lasting legacy the Olympics and Paralympics leave." Joe Twyman, Director of Social and Political Research, YouGov.

**We surveyed Britons views on the Games from a year before, just before and just after the Olympics – firstly a year before (July 25<sup>th</sup> 2011), just before (July 22<sup>nd</sup> 2012), and just after (August 14<sup>th</sup> 2012).**

- Most recent results show public's enthusiasm for the Games has substantially increased in light of the success of London 2012
- Britons' interest in the forthcoming Paralympics has doubled since July 2012

The almost universal increase in positivity among Britons on all aspects of our poll suggests the public is riding high on the successes of the Games.

**On Britons' interest in the Olympics**

- **40% (Jul 2011) - 51% (Jul 2012) - 76% (Aug 2012)** - percentage of Britons who expressed some interest in the Games, a year before, just before, and just after the Games took place – an increase of 36%
- **Change:** 36% increase since July 2011

**On whether the Games would be a success**

- **53% (Jul 2011) - 83% (Aug 2012)** - Britons who thought London 2012 would be a success in July 2011 compared to those who think it was after the event on August 14th 2012
- **Change:** 30% increase since July 2011

### **On the positive impact on the public mood**

- **66% (Jul 2012) - 81% (Aug 2012)** - the percentage of those saying the Games would have a positive impact on the British public's mood just before London 2012, and just after it
- **Change:** 15% increase in just *one month* since July 2012

### **On interest in the Paralympics**

- **33% (Jul 2011) - 41% (Jul 2012) - 61% (Aug 2012)** - percentage of British people in July 2011, July 2012 and August 2012 who were interested in the forthcoming Paralympic Games
- **Change:** 28% increase since July 2011

### **On whether the Olympics would encourage sport and health in Britain**

- **29% (Jul 2011) - 34% (Jul 2012) - 56% (Aug 2012)** - the percentage of people who agree the Olympics will encourage more British people to take up sport, rising to a majority viewpoint for the first time in August 2012
- **Change:** 29% increase since July 2011

### **On Britain's decision to bid for the Games**

- **44% (Jul 2011) and 72% (Aug 2012)** - percentage of people who think Britain should have bid to host the Games in July 2011 compared to August 2012
- **Change:** 28% increase since July 2011

### **On whether the Games would be good for 'people like me'**

- **17% (Jul 2011) - 23% (Jul 2012) - 50% (Aug 2012)** - British people who say the Games would be good for 'people like them' a year ago in July 2011, before the Games in July 2012, and after the event on August 14<sup>th</sup> 2012
- **Change:** 33% increase since July 2011

### **On the Games being an advertisement for London and Britain as a whole**

- **60% (Jul 2012) - 84% (Aug 2012)** - the change in those who think the Games would be a good advert for Britain and London, from just before the Games to just after
- **Change:** 24% increase in just *one month* since July 2012

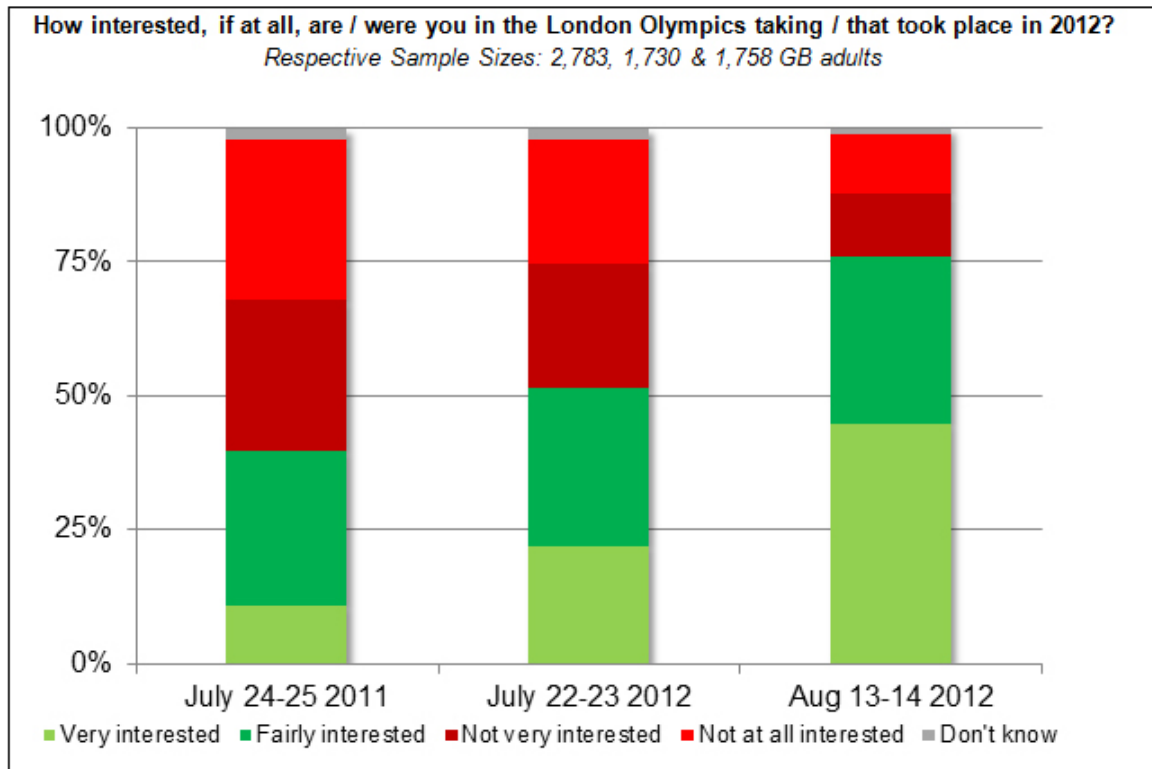
### On whether the Games would be good for London

- **55% (Jul 2011) - 58% (Jul 2012) - 76% (Aug 2012)** - Percentage of British people who thought the Games would be good for Britain's capital in July 2011, July 2012 and August 2012
- **Change:** 21% increase since July 2011

### On whether the Games would ensure better sporting facilities in London

- **54% (Jul 2011) - 53% (Jul 2012) - 61% (Aug 2012)** - the changing percentages of those who thought the Games would bring better facilities to the capital, with little change in the year since July 2011 but a substantial jump seen just after the Games on August 14<sup>th</sup> 2012
- **Change:** 7% increase since July 2011

[Click here to view the full survey results](#)



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YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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