

## Taking Part 2012-2013 – Quarter 4 Statistical Release

### Introduction

This paper outlines the information on the 2012 Olympic and Paralympic Games from the last Taking Part Survey published by the Department of Culture, Media and Sport in June 2013.

Taking Part is a National Statistic released every quarter of the year. It comprises nine chapters, each analysing the participation in the cultural sector. The nine overviewed areas are the 2012 Olympic and Paralympic Games, Heritage, Museums and galleries, Libraries, Arts, Archives, Volunteering and charitable giving, Equalities.

The period covered by this release runs from April 2012 to March 2013 and as a result encompasses the duration of the 2012 Olympic and Paralympic Games between July and September 2012. Overall, the population support for the Olympic Games increased throughout the year and soared during 2012/13 whilst the popularity of voluntary work and cultural activities also improved.

### Key findings - The 2012 Olympic and Paralympic Games

The survey analyses how much the Games have influenced people's habits and mindset notably regarding sporting activities and voluntary work. It includes analysis on:

- how people got involved or intended to get involved in the Games and whether the Games motivated people to participate in voluntary work, cultural activities or sport;
  - the extent to which people in England supported hosting the Games. According to the DCMS, the figures represent increasingly strong support for the Olympics.
  - It is pinpointed that the Government policy in terms of legacy may have influenced the statistics as it has been delivering a legacy over the next ten years, across the four themes of sport and healthy living, growth and the economy, communities and volunteering and the regeneration of East London.
- In 2012/13, 20 per cent of respondents who had taken part in sport or recreational activity answered that the UK winning the bid to host the 2012 Olympics had motivated them to do more of these activities, an increase from 8 per cent in 2005/06.
  - 7 per cent of respondents who had taken part in cultural activities felt that the UK winning the bid to host the 2012 Olympics had motivated them to take part in more cultural activities.
  - 10 per cent of those who had volunteered felt it motivated them to do more voluntary work.
  - 90 per cent of adults intended to follow or followed the London 2012 Olympic or Paralympic Games, for example by watching on television at home.
  - 19 per cent of adults got actively involved, or intended to get actively involved in the Games, for example by attending a free Olympic event.

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- Nearly three quarters (74%) of adults were slightly or strongly supportive of the UK hosting the 2012 Olympic and Paralympic Games.
- The rate of people who were either slightly or strongly supportive in 2012/13 (73.7%) was the highest of any survey year.
- The proportion of those who were strongly supportive increased significantly from 48.4 per cent in 2005/06 to 53.3 per cent in 2013/13.
- The proportion who were neither against nor supportive of the Games was similar in the year ending March 2013 (18.5%) to 2005/06 (18.4%).
- The proportion that were slightly against (3.6%) and strongly against (3.8%) has decreased since 2005/06 and 2011/12.