



LLDC – Queen Elizabeth Olympic Park

Summary of results 2017/18

Arkenford

Methodology



Market survey
3,000 online interviews



Visitor survey
40 shifts of face to face interviews
2579 completed interviews







Fieldwork
Wave 1 - Aug – Sep 2017
Wave 2 - Oct – Nov 2017
Wave 3 - Mar – Apr 2018



N.B. Despite there being the same number of face-to-face shifts every wave, the poor weather during the wave 3 fieldwork meant that the number of interviews completed was much lower

Understanding the report



- △ This report combines two surveys. You will be able to identify which survey the report is referring to by the colour of the title and the icon next to the title:
 - △ **Online Market Survey** 
 - △ **Onsite Visitor Survey** 
 - △ **A Combination of both surveys**  
- △ The methodology for the two surveys differs which is why there are noticeable differences in the results
- △ For the Online Market Survey only respondents living in London, the South East and East of England qualified to take part, these respondents were intentionally targeted as they are within the 'catchment area' of the Park
 - △ Results include people who have never visited the Park, as well as visitors from any time since Games time
 - △ This means that the online respondents will include some games time respondents
- △ The Onsite Visitor Survey sample is random and includes anyone who agreed to be interviewed during their visit to the Park
- △ Where onsite and online visitor data is merged to create a 'whole market' total the onsite data makes up a higher proportion of the sample than the online data (as less than half of online respondents are visitors). The onsite data therefore has a stronger weighting on the 'whole market' percentages
- △ Where 'east London' is mentioned, this refers to respondents living in the London Boroughs of; Barking and Dagenham, Hackney, Havering, Newham, Redbridge, Tower Hamlets, Waltham Forest

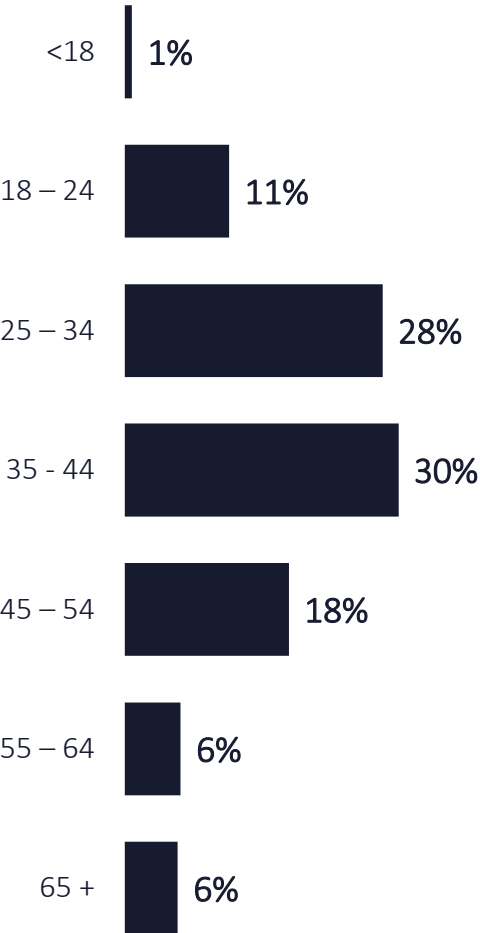


Visitor Profile

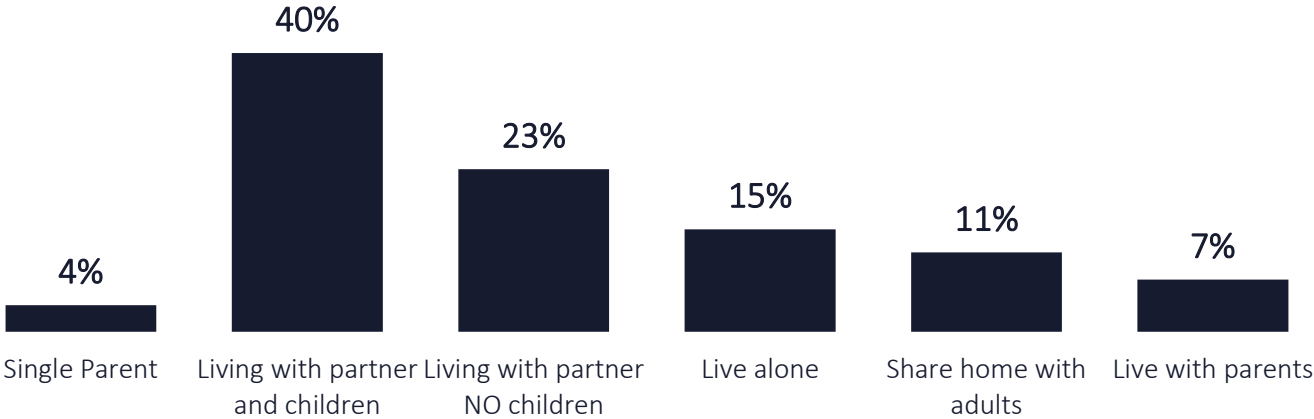
Demographics



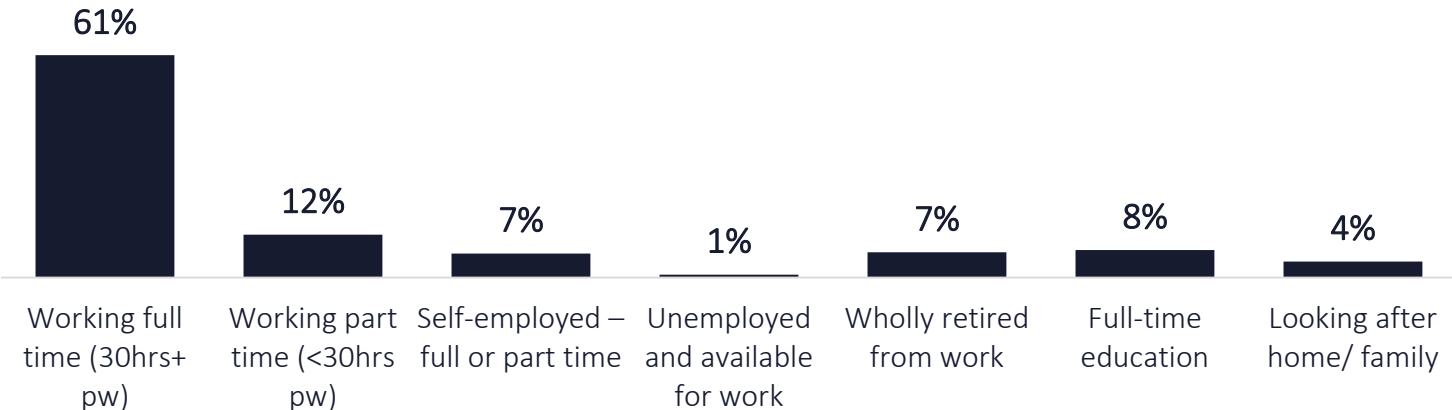
Age



Household make-up



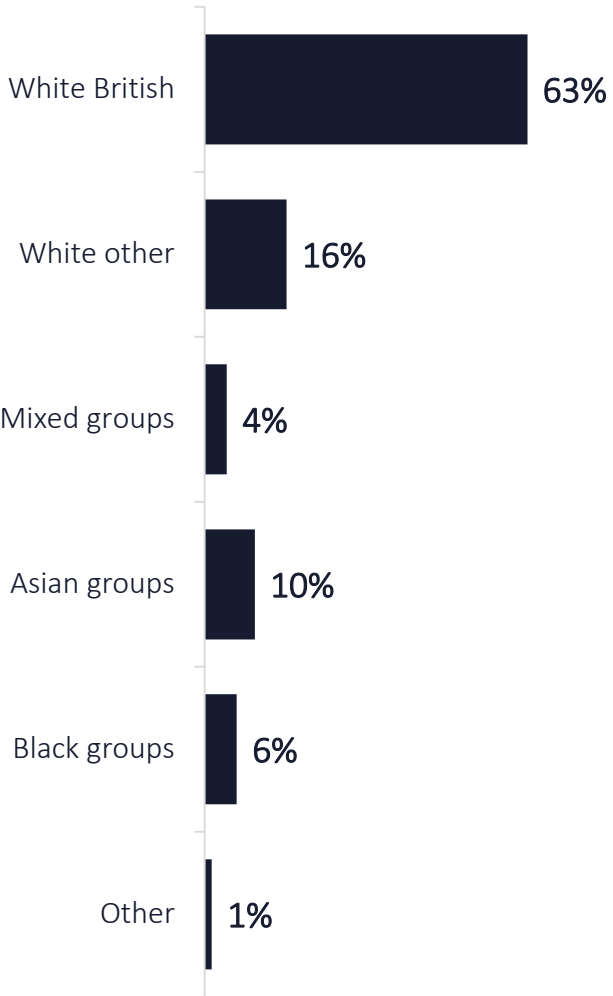
Employment status



Demographics



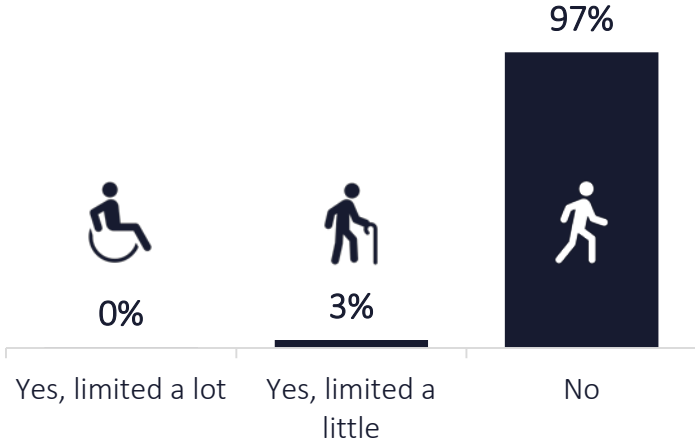
Ethnicity



Origin



Day to day activities limited because of health problem or disability





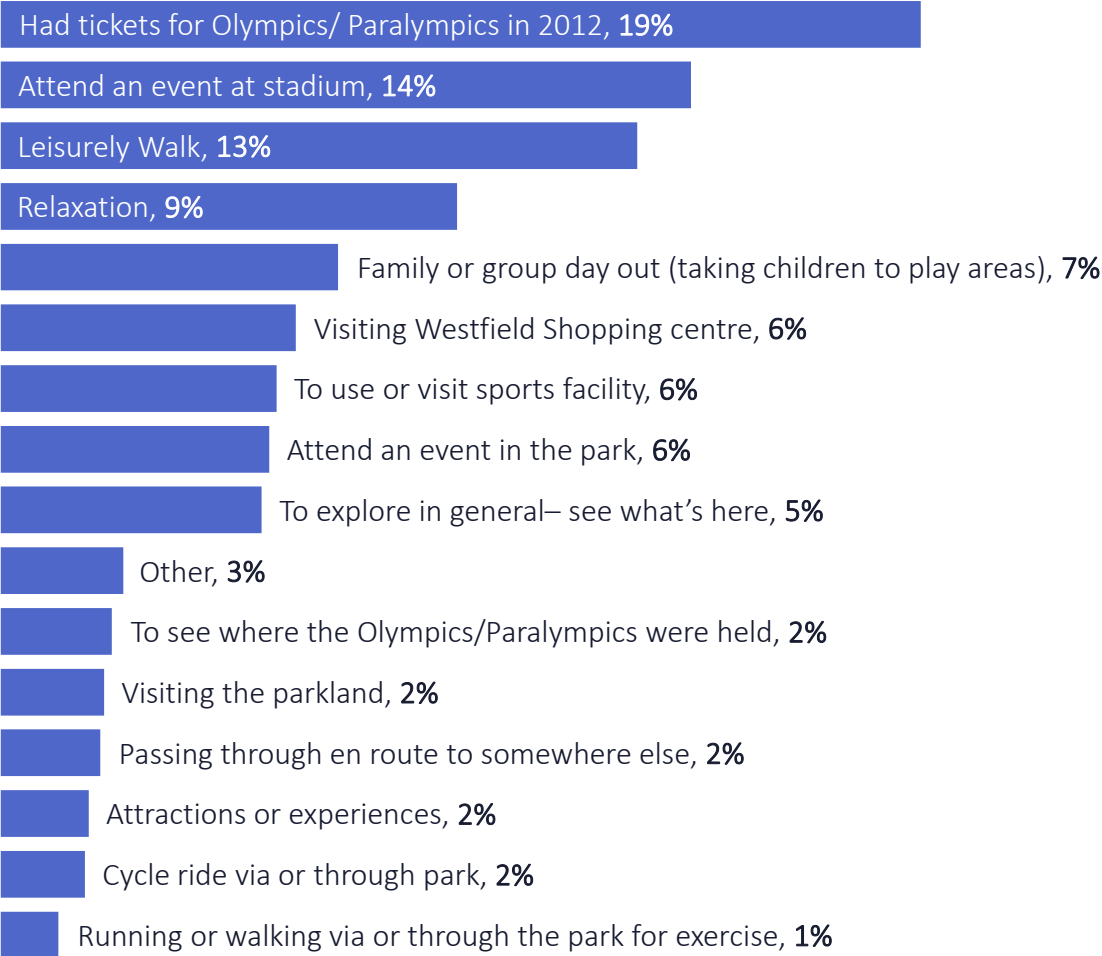
Reasons for Visit

Main Reason for Visit

Onsite Respondents



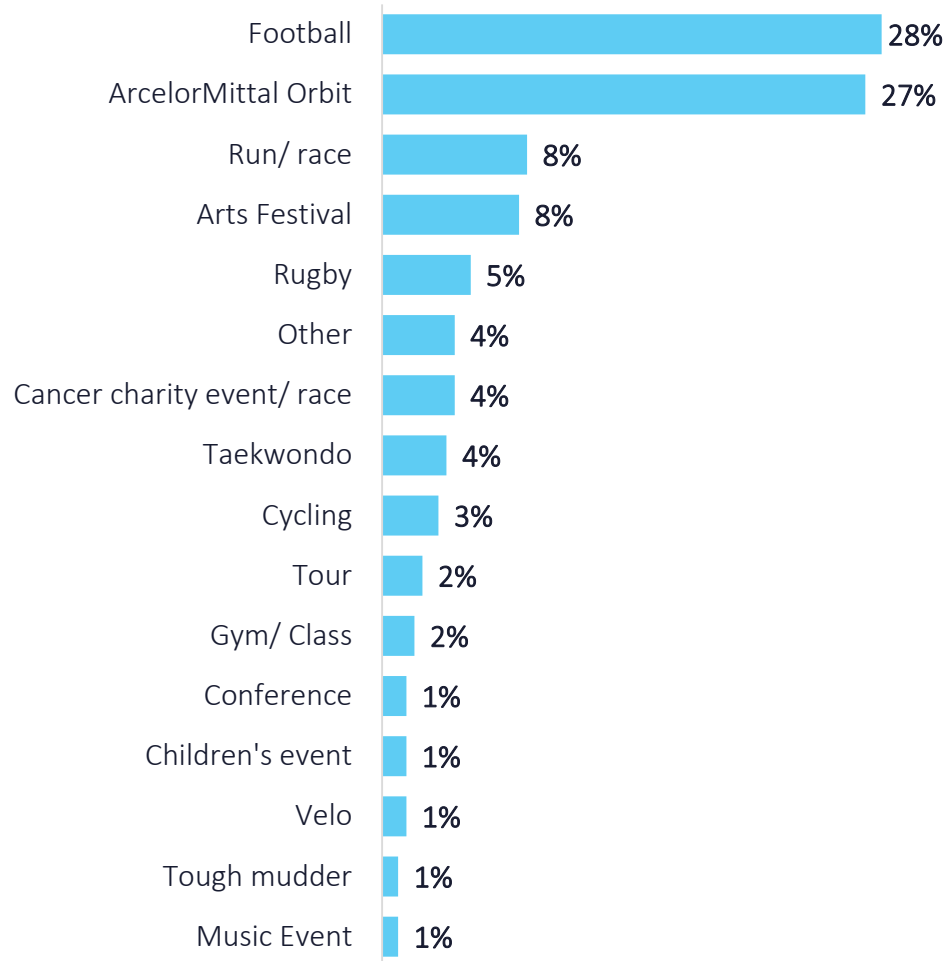
Online Respondents



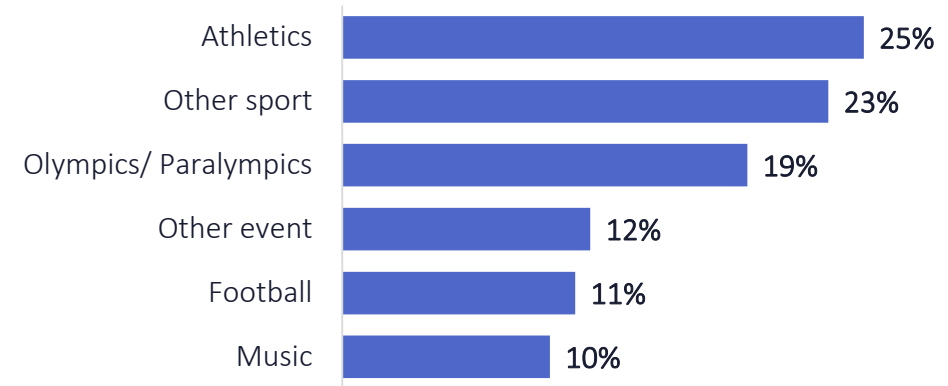
Events



Onsite respondents



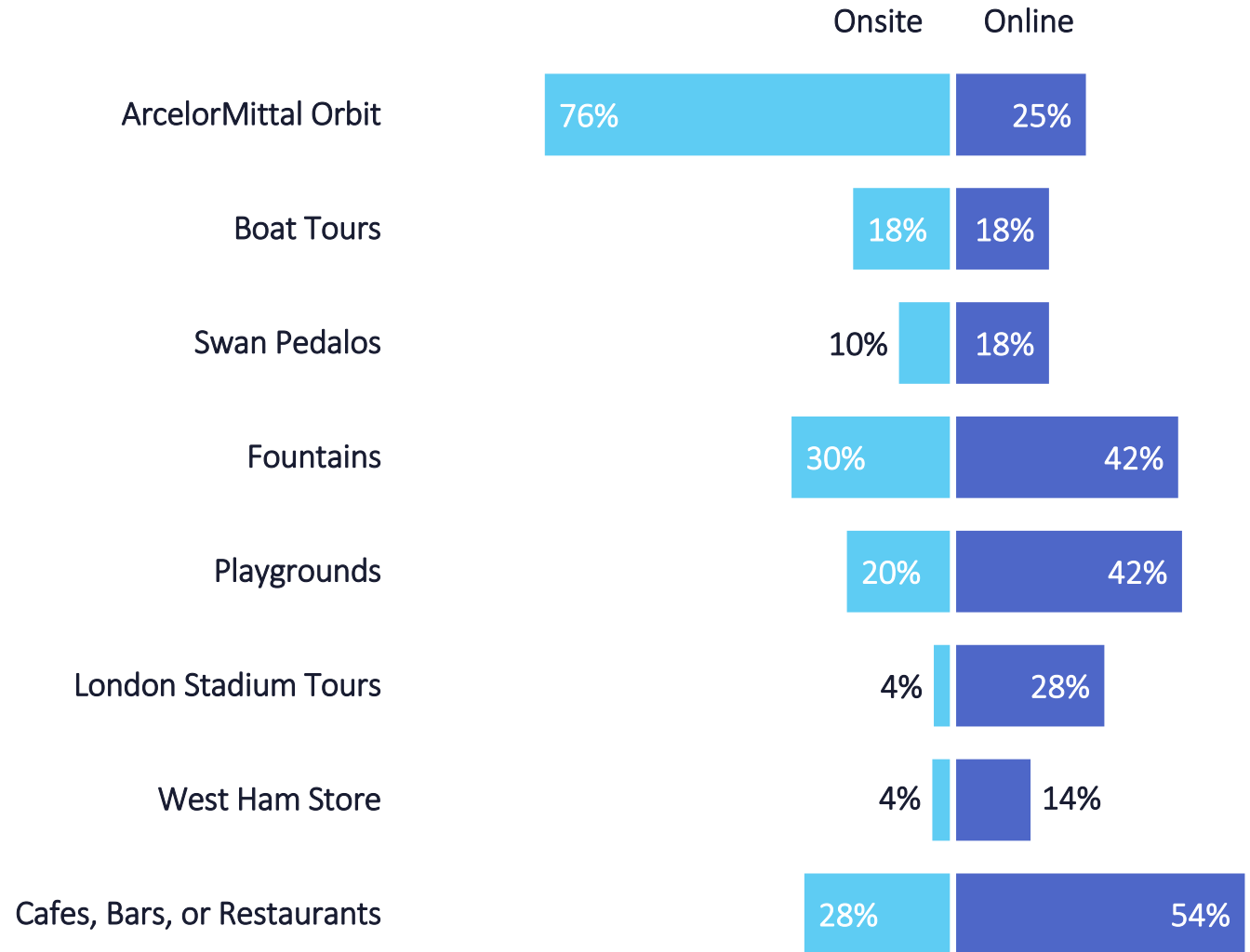
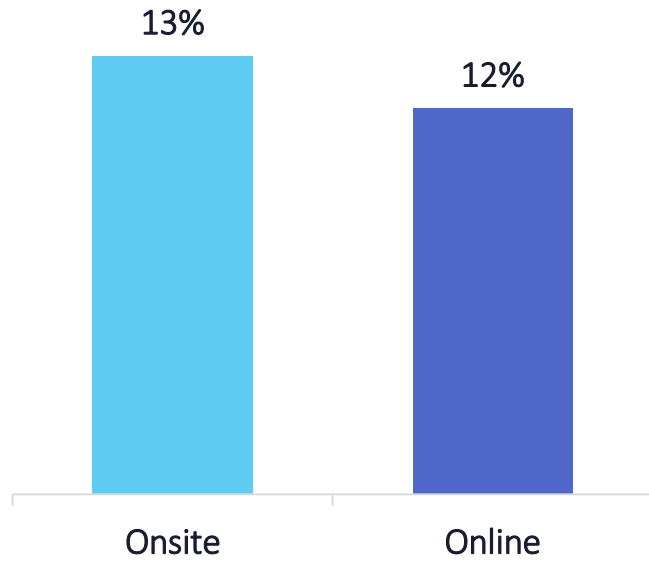
Online respondents



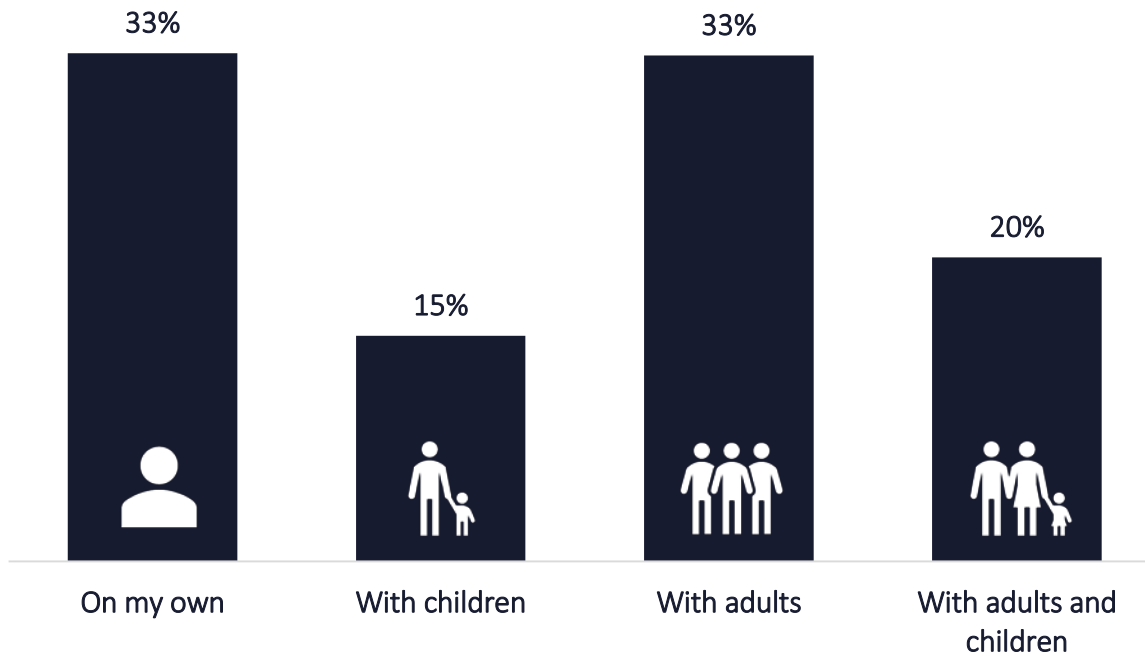
Attractions

NB. Online responses include from Games time in 2012 to present

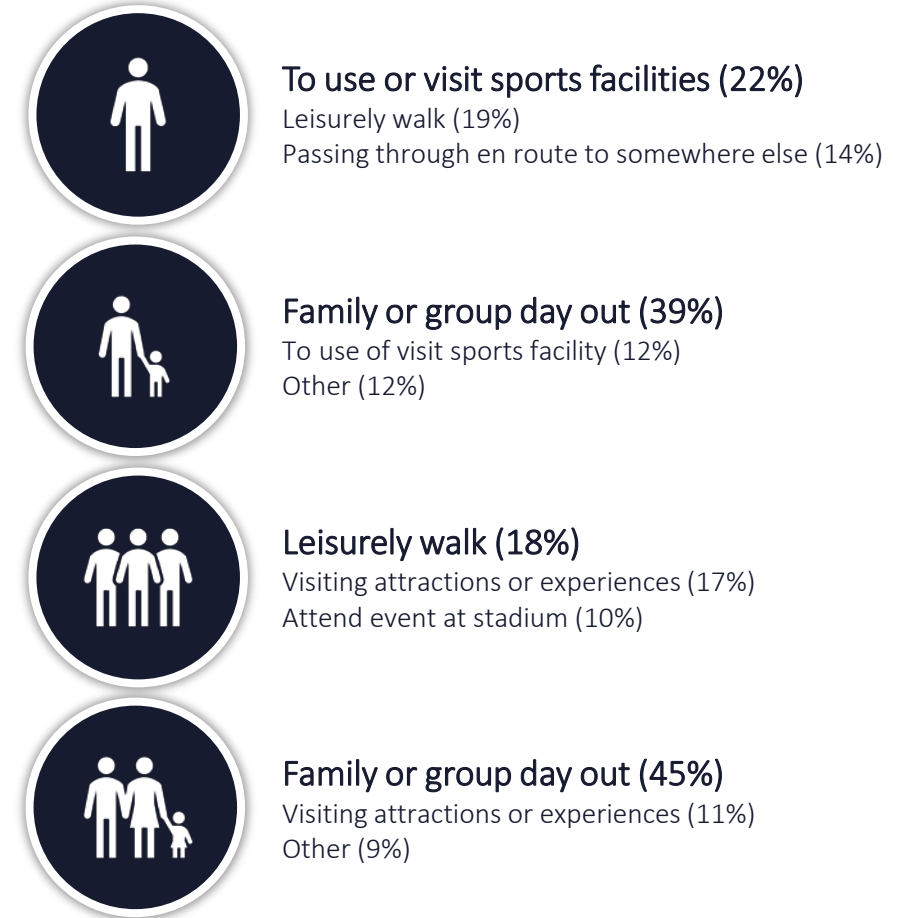
Visited/ Used Attractions



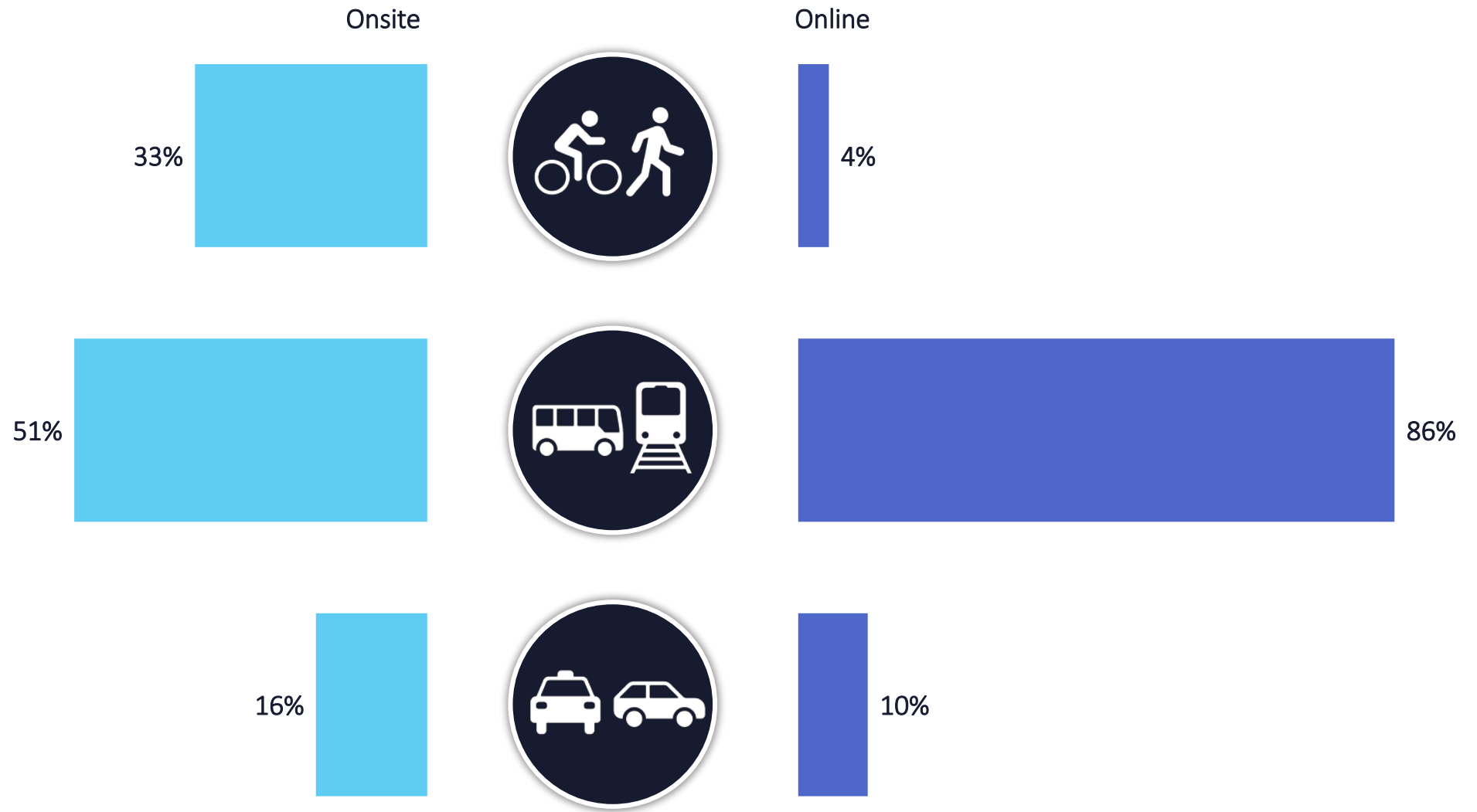
Visiting with...



Main Reasons for Visiting



Transportation used

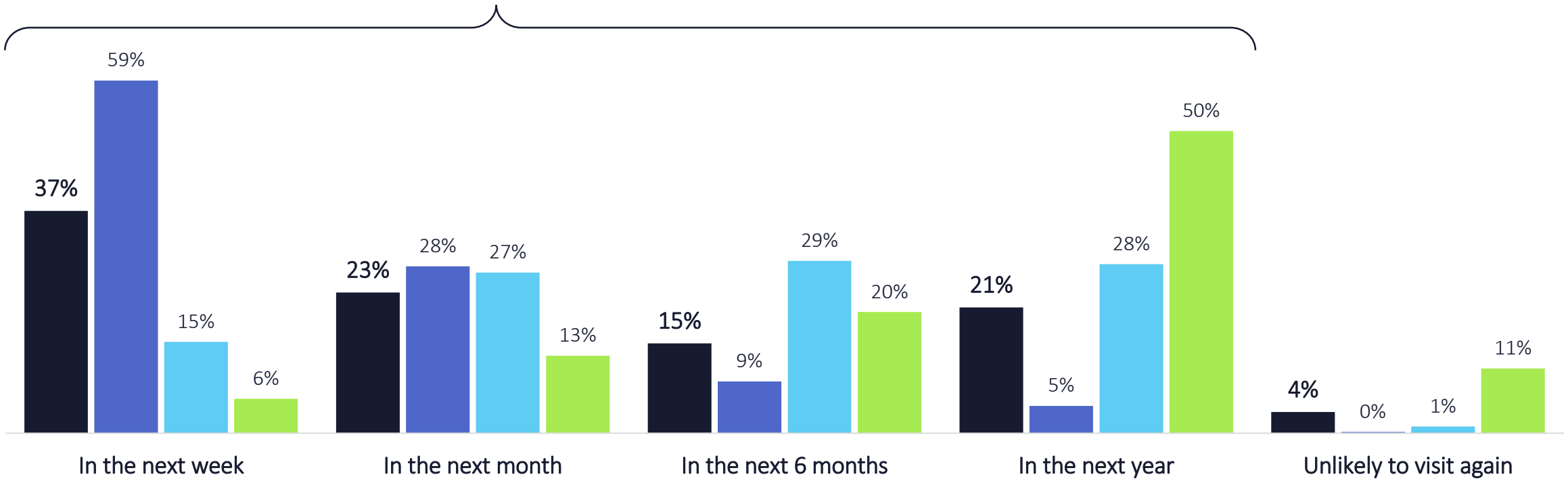




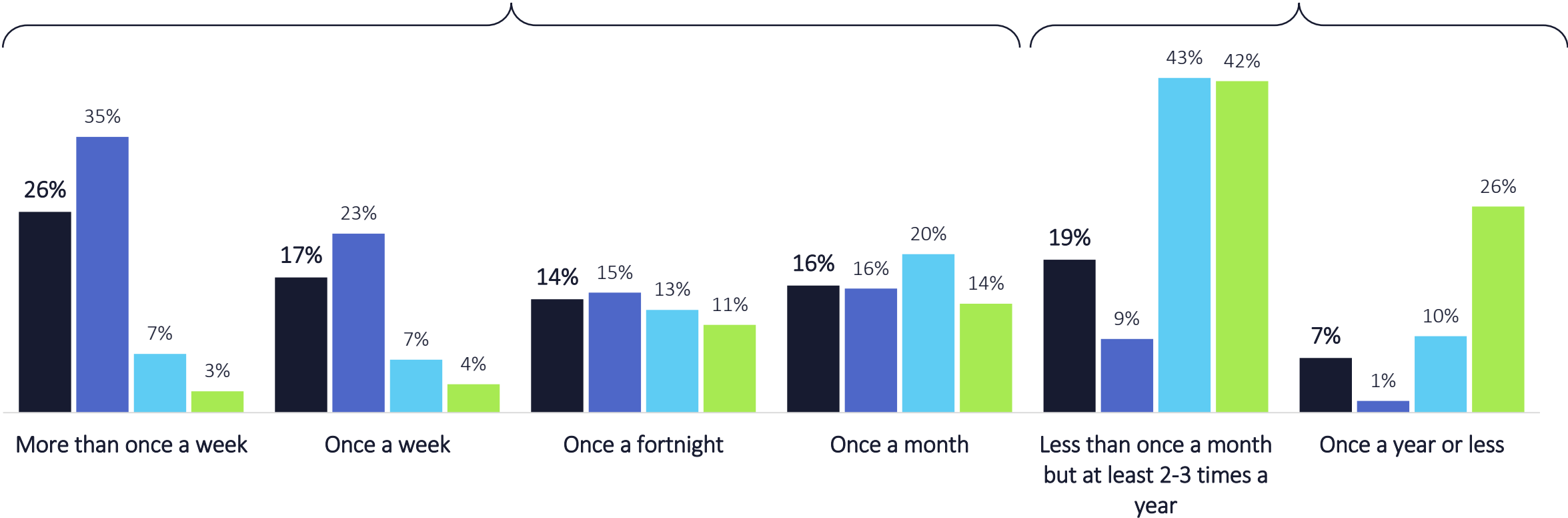
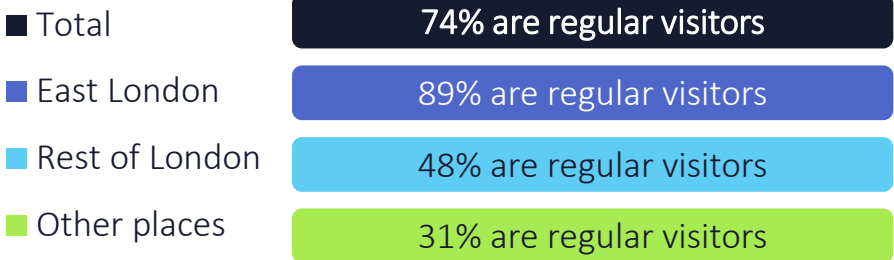
Frequency & Spend

Likelihood to revisit

■ Total	96% will return in the next year
■ East London	100% will return in the next year
■ Rest of London	99% will return in the next year
■ Other places	89% will return in the next year



Frequency of Visits



Spending



61% spend in the Park

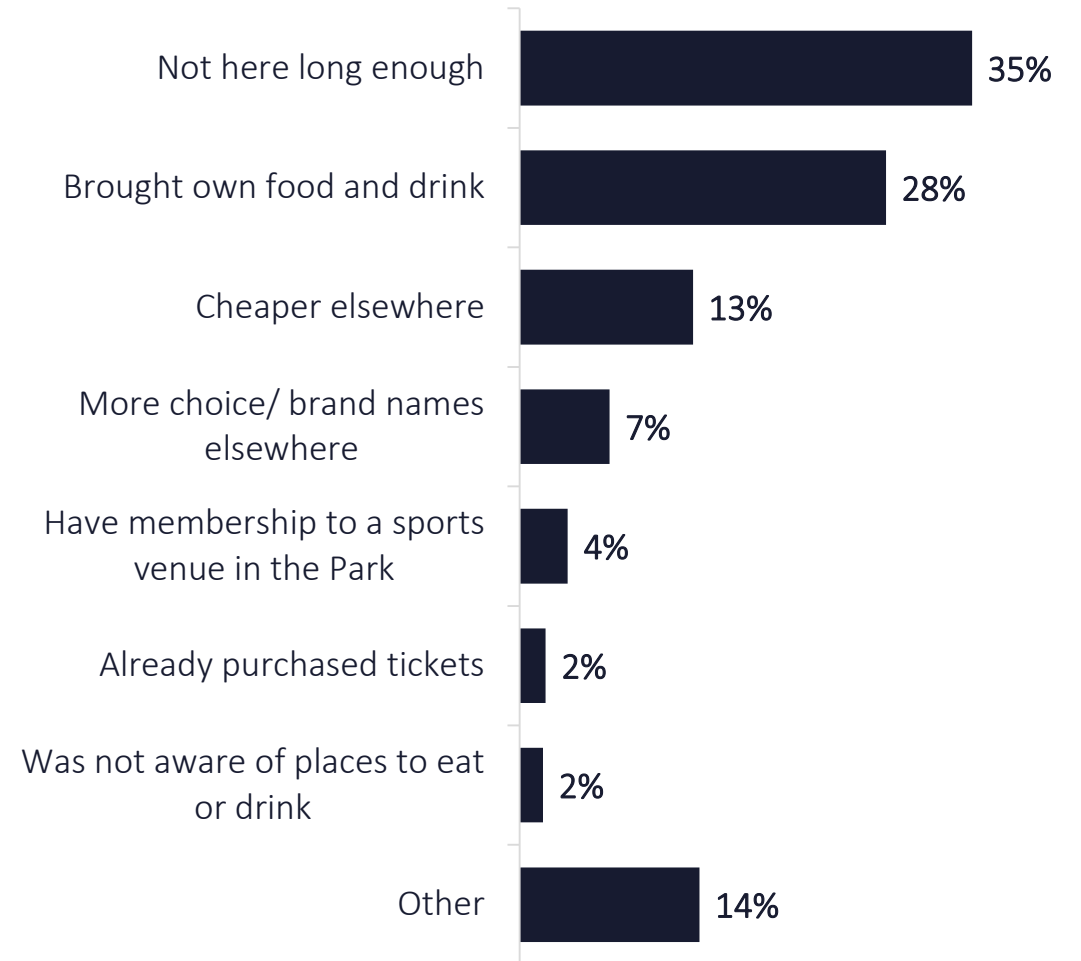


Most spend on **food & drink**



£20 average spend per party

Reason for not spending any money in the Park





Awareness and Appeal

Awareness and Appeal of Offer



Visitors and Non Visitors

How appealing are these to you personally?



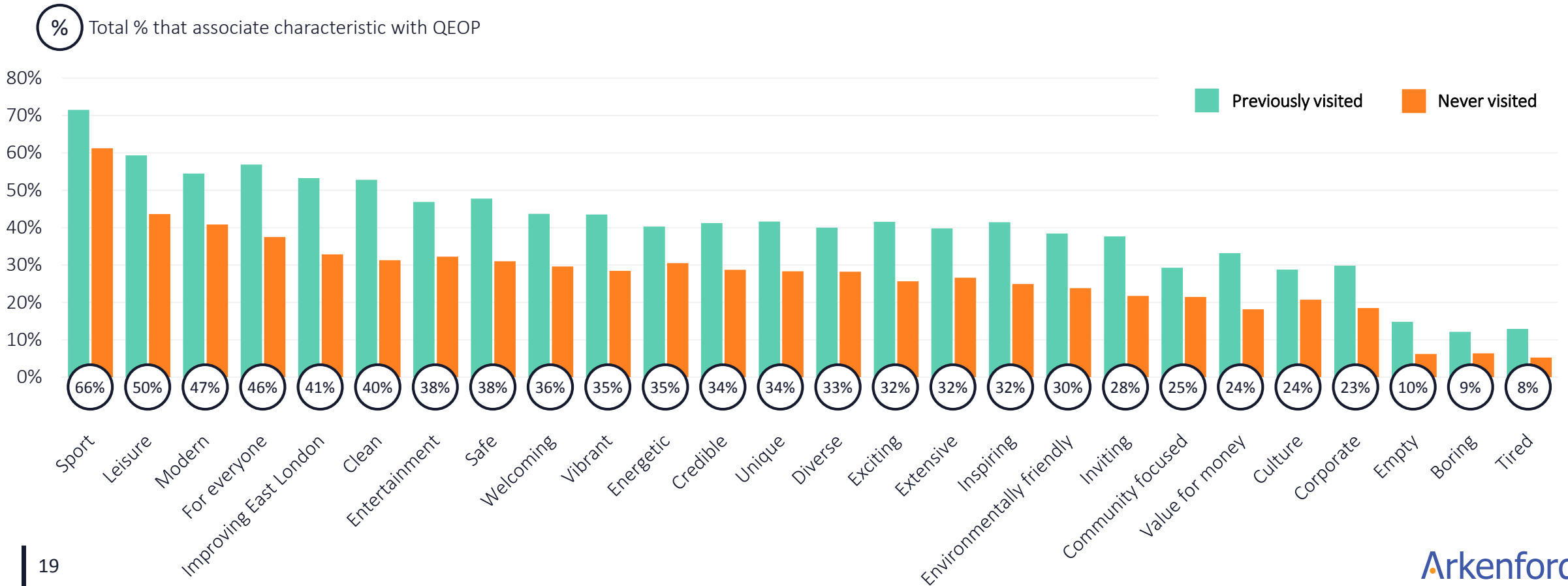
Associations with QEOP



How much do you associate the following characteristics with Queen Elizabeth Olympic Park?

% that agree (8 or more out of 10)


Please note respondents were provided with this list of words and asked how much they associated them with the Park

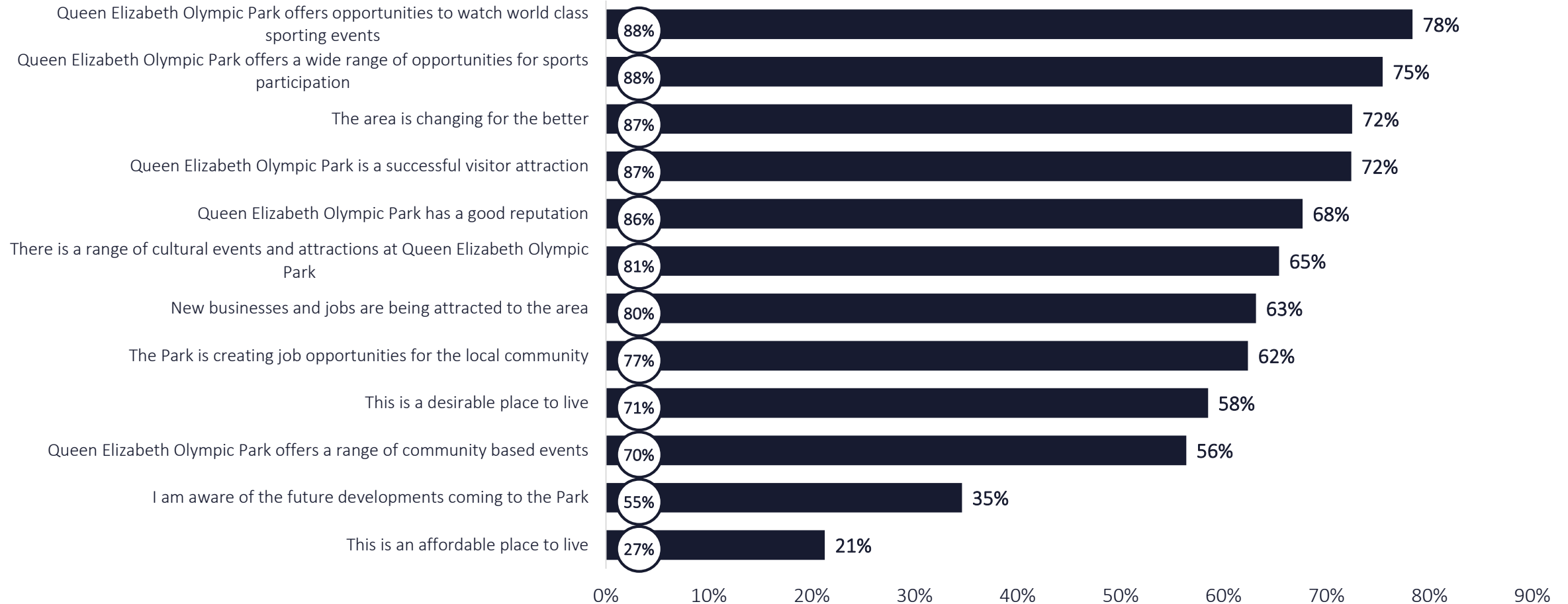


The Impact of QEOP



Respondents who agreed or strongly agreed with the statements *Overall*

 Agree or strongly agree (East London only)





The Visitor Experience


Ratings

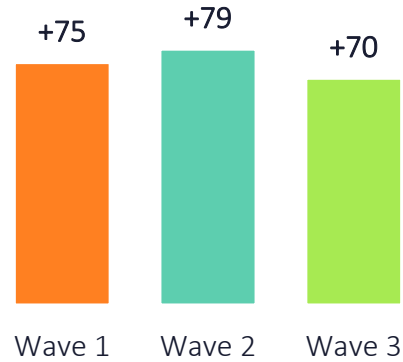
■ Total
 ■ Wave 1
 ■ Wave 2
 ■ Wave 3



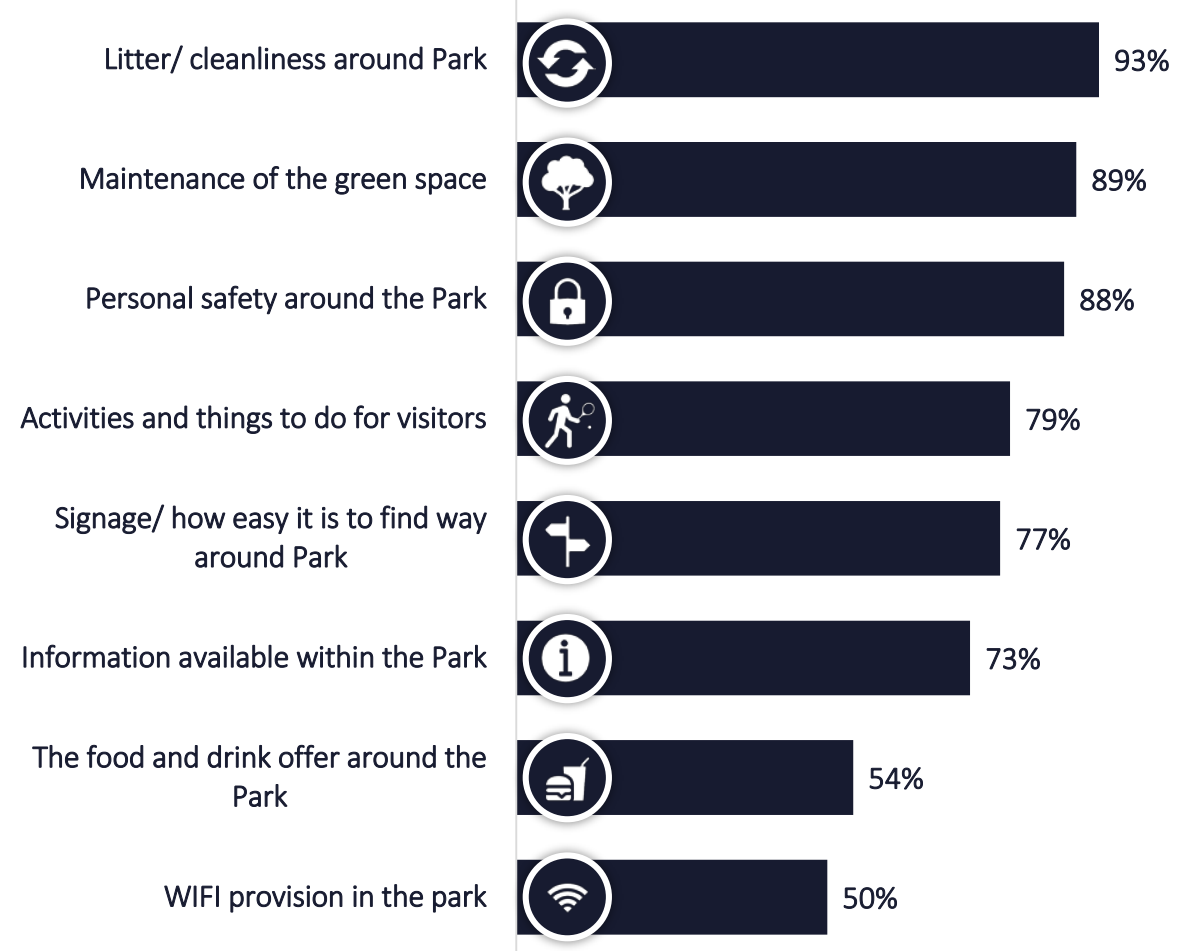
Net Promoter Score (NPS)



 *A positive NPS score is good, any score above 50 is excellent*



% rating the following elements as very good (8 or more out of 10)



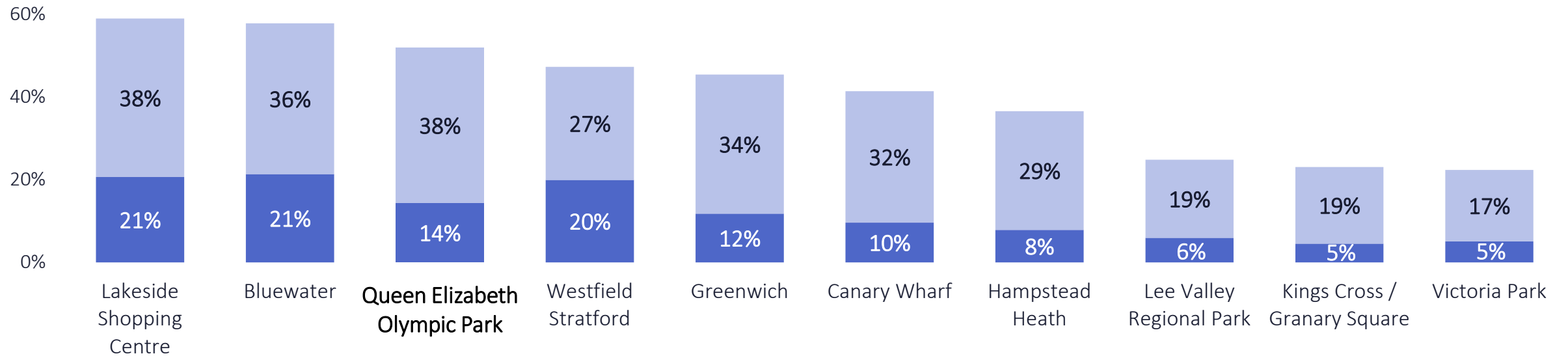


Non-Visitor Awareness

Awareness Amongst Non-Visitors



- Have some idea of what there is to see and do
- Have a good idea what there is to see and do





THANK YOU
Queen Elizabeth Olympic Park