

NOGOE

No to Greenwich Olympic Equestrian Events
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www.nogoe2012.com

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SKEWED EVIDENCE IN LOCOG'S SURVEY?

LOCOG stated in its planning application that an incredible 85% of their research sample were in favour of its plans to hold the Olympic equestrian events in Greenwich Park. They quoted from a survey carried out by Nielsen, a well known research company and Olympic sponsor. Much was made of this statistic by LOCOG and local politicians to provide quantitative data on the acceptability of the planned event to the residents of Greenwich Borough.

The data didn't ring true in the context of NOGOE's experience in collecting protest signatures and another survey carried out by London Assembly member, Gareth Bacon, among residents in Greenwich. NOGOE's request to see the questionnaire was refused by LOCOG but, even on the basis of the published summary, NOGOE believed that this research was flawed, and a past member of the Market Research Society (MRS) submitted a complaint to the Standards Committee of the MRS. However, the Society is not able to adjudicate because neither Nielsen nor the research executives involved are members of the Society.

Therefore NOGOE submitted its complaint to a panel of senior market research practitioners, most of whom agreed that **the research appeared to be biased**. Four out of six agreed that it seems from the evidence of the summary that the aim of the survey was to provide **a result favourable to the requirements of LOCOG rather than to provide objective conclusions**. The other two were unwilling to pronounce without seeing the questionnaire.

Five of the six considered that many of the statements presented to respondents were designed to lead them to particular answers. Even the one who was unwilling to commit himself without seeing the questionnaire remarked on the fact that all the statements presented to respondents, with which they were asked to agree or disagree, were positive and that some negative statements should have been included. **All six found it curious that LOCOG would not disclose the questionnaire. What have they got to hide?**

The bottom line is that the conclusion of the survey, that the majority of the residents of Greenwich are in favour of the Games in the Park, should be **treated with suspicion**, to say the least. A NOGOE spokesman concluded: **"This is spin masquerading as science."**

ENDS

For more information go to www.nogoe2012.com

Patrons:

**Dame Jennifer Jenkins, Blake Morrison, Dr David Starkey, Jonathan Sumption QC,
Margaret Tyzack CBE, Sir Willard White**

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NOGOE (Save Greenwich Park)
Registered in England No 6983444

NOTES TO EDITORS

1. Please read the attachment for the full complaint made to the Market Research Society.
2. NOGOE has been campaigning for the last 21 months to save Greenwich Park from the damage and disruption that the 2012 Equestrian Olympics would cause to this World Heritage Site.
3. We believe that LOCOG and local politicians in favour of these events taking place in the Park will make political capital out of any favourable public opinion, hence the need to discredit the survey on which they are relying.
4. NOGOE is not alone. We have 700 supporters around the world. We delivered 13500 protest signatures to 10 Downing Street. **According to Greenwich Council's website there are 2063 objection letters to the planning application.**

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