



24TH OCTOBER

## **ONE IN FOUR ASPIRE TO OLYMPIC GLORY IN 2012**

Figures released today from the UK's no.1 classifieds website, Gumtree, show a 53% increase in sporting posts since Beijing as average Brits harbour dreams of competing in London 2012.

And if the figures are any indication, our future medal hopes could be pinned on an Essex boy or Yorkshire man. The sporting sections in these regions have seen increases as high as 176% in Essex and 165% in York. Following Katie Price's outstanding dressage display, the surge in postings comes as new research reveals over a quarter (27%) of Brits would love to compete in the next Olympics.

Not deterred by lack of experience, almost one in ten of those surveyed were confident that if like Jordan, they begin training now, they'd be Olympic ready by 2012. 14% of optimistic sporting hopefuls believe that their best shot for success is to pick up an obscure discipline. Shooting tops the list for Olympic dreamers, with Archery and Ping Pong a second and third.

Trisha Routledge, Gumtree trends analyst comments:

"It's amazing how inspired Brits have been at Team GB's performance in the Olympics with more and more people wanting a slice of the 2012 action.

For those who think their best bet for Olympic stardom is to pick a lesser known sport, Gumtree's a great place to get started. Whether you're looking for a groups to join, equipment to get you started, or sporting

partners to keep you motivated, Gumtree's a ideal home for budding fencers and ping pong enthusiasts ."

Graham Morrison from the British Fencing Association echoes the findings, reporting a growth in the number of both recreational and competitive fencers. He says "Some fencing clubs now have waiting lists and many of the larger competitions have had to limit entry numbers. The 2012 Olympics appear to be a strong motivator, especially for younger fencers, some of whom look in with a real chance of success in 2012."

As our financial outlook remains increasingly bleak, the findings also indicate the credit crisis may actually have a positive effect on our Olympic chances. 30% of those surveyed said they were thinking of taking up a new sport in order to save money, and slightly more thought it was a good way of staying out of the pub and spending money on beer.

**Sporting Enthusiasts:**

- Hone your fencing skills:

<http://www.gumtree.com/london/19/25985119.html>

- Inspired by Olympics? Female Hockey Players Wanted (All Levels):

<http://www.gumtree.com/london/13/27596313.html>

- Challenge your reflexes with a Ping Pong partner:

<http://www.gumtree.com/london/77/29039477.html>

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**For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email [gumtree@lexispr.com](mailto:gumtree@lexispr.com)**

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60

cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa

- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
  - 20,000 new ads in a day
  - 100,000 new ads in a week
  - Half a million new ads in a month
  - One million ads live on the site at any one time
  - 150 million page impressions every month
  - Around 6 million visitors a month
  - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends