



CUMULATIVE GLOBAL AUDIENCE: 962.2M

10M peak BBC audience for IAAF when GB & NI men won 4x100m gold



**#IAAFWORLDS
#PARAATHLETICS**

1.6 Billion potential social media impressions



£2.1M INVESTED

in 11 grassroots athletics projects linked to the events



5,378 VOLUNTEERS

WPA 2,465 and IAAF 2,913



97% OF FANS

agreed the events showcased London as a positive, vibrant city

WPA 99%

IAAF 96%

felt pride that London hosted the events

WPA 95%

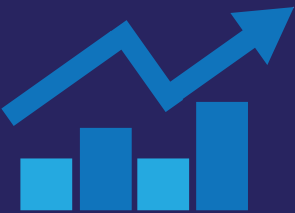
IAAF 91%

felt the events had a positive effect on London communities

**LONDON 2017
KEY STATS**

200+ NATIONS 20 DAYS
attended the events of competition

OVER 3,300 ATHLETES

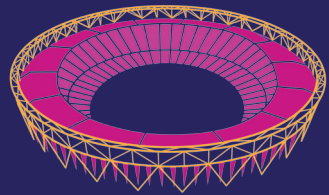


TOTAL NO. OF TICKETS SOLD: 1,010,000

World Para Athletics 305,000 & IAAF 705,000

DIRECT ECONOMIC IMPACT: £107M

World Para Athletics £28M & IAAF £79M



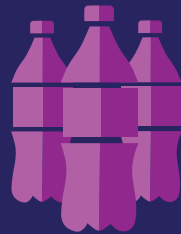
Likelihood of fans coming back to the Stadium for a big event

83% WPA 75% IAAF



Likelihood of spectators attending future sporting events in the UK

72% WPA 79% IAAF



59% OF FANS

used reusable water bottles at the refill stations



15,000 SPECTATORS

came from the sports & community programme



WPA 47% IAAF 42%

Inspired to participate more because of the Championships