

Table Names	Table Filters
0001 Q1. Which, if any, of these UK events have you heard of?	All participants
0002 Q1. Which, if any, of these UK events have you heard of?	All participants
0003 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Summary	All participants
0004 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to celebrate	All participants
0005 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to celebrate	All participants
0006 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together in their local community	All participants
0007 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together in their local community	All participants
0008 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together nationally	All participants
0009 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together nationally	All participants
0010 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel proud of the UK	All participants
0011 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel proud of the UK	All participants
0012 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel hopeful for the future	All participants
0013 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel hopeful for the future	All participants
0014 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - I enjoy attending events like these	All participants
0015 Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - I enjoy attending events like these	All participants
0016 Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?	All participants
0017 Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?	All participants
0018 Sample Profile	All participants
0019 Sample Profile	All participants

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling
Adults aged 16-75 in the UK

Q1. Which, if any, of these UK events have you heard of?
All participants

	Gender			Age										Region										City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding area				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)				
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207				
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190				
UEFA Women's Football Euro 2022	1746 77% DEIPT	857 76% DEIPT	883 77% DEIPT	168 54% DI	291 69% DI	292 74% DEI	364 87% ADEFIK	331 86% ADEFIK	299 87% ADEFI	459 62% D	656 81% ADEFI	631 87% ADEFIK	396 77% P	436 76% P	408 82% AP	211 66% P	85 80% P*	149 78% P	59 86% P*	57 64% P*	1689 77% AT				
Wimbledon Championships	1713 75% BDEFIPT	799 71% AB	908 80% AB	136 43% DI	244 58% DI	263 67% DEI	379 90% ADEFIK	364 95% ADEFIK	327 95% ADEFIK	380 52% D	642 79% ADEFI	691 95% ADEFIK	388 75% P	426 74% P	412 82% AMNP	182 57% P	89 84% P*	159 83% ANP	58 83% P*	50 56% P*	1663 76% AT				
Birmingham 2022 Commonwealth Games	1642 72% DEFIP	808 72% DI	827 73% DI	127 40% DI	249 59% DI	257 65% DEI	355 85% ADEFIK	341 89% ADEFIK	313 91% ADEFIK	375 51% D	612 75% ADEFI	654 90% ADEFIK	379 73% P	433 75% P	375 75% P	83 55% P	176 78% P	145 76% P	51 74% P*	72 81% P*	1570 72% AT				
Six Nations Rugby	1629 71% DEFIPT	797 71% DI	828 73% DI	130 41% DI	238 56% DEI	258 66% DEI	360 86% ADEFIK	346 90% ADEFIK	296 86% D	368 50% ADEFI	619 88% ADEFIK	643 73% ADEFIK	374 70% P	405 76% P	378 53% AP	170 85% AMNP*	90 79% ANP	151 87% ANP	60 87% AMNP*	50 56% P*	1580 72% AT				
The Proms	1408 62% BDEFIPT	662 59% AB	742 65% AB	64 20% DI	148 35% DEI	214 54% DEI	324 77% ADEFIK	341 89% ADEFIK	318 92% ADEFIK	211 29% D	538 66% ADEFI	659 90% ADEFIK	328 64% P	352 61% P	349 70% ANP	132 41% P	74 70% P	129 67% P	45 65% P*	40 44% P*	1368 62% AT				
Rugby League World Cup	1380 61% DEFIP	672 60% DI	704 62% DI	127 40% DI	195 46% DEI	215 55% DEI	307 73% ADEFIK	287 75% ADEFIK	249 72% ADEFIK	322 44% D	522 64% ADEFI	536 74% ADEFIK	328 64% P	339 59% P	335 67% ANP	151 47% P	69 65% P*	111 58% P	47 49% P*	44 61% A	1336				
Edinburgh Fringe	1352 59% DEFINPT	644 57% A	703 62% A	61 19% DI	158 37% DEI	212 54% DEI	300 72% ADEFIK	314 82% ADEFIK	308 89% ADEFGHKL	218 30% D	512 63% ADEFI	622 85% ADEFIK	319 42% NP	310 54% NP	315 63% NP	129 40% P	76 71% ANP*	164 86% AMNPQRS	41 60% P*	35 40% P*	1317 60% AT				
World Gymnastics Championships 2022	813 36% DEI	385 34% AC	425 37% AC	83 26% DI	122 29% DI	133 34% DEI	169 40% DEI	155 40% DEI	205 44% ADEFI	302 28% DEI	305 42% ADEFI	187 36% DEI	202 37% P	187 35% P	109 37% P	40 38% P*	64 34% P*	24 35% P*	34 38% P*	779 36% AT					
Coventry UK City of Culture	584 26% CDEI	317 28% AC	264 23% AC	47 15% DI	86 20% DI	89 22% D	120 29% DEI	124 32% ADEFIK	118 34% ADEFIK	133 18% DI	208 26% DEI	242 33% ADEFIK	131 25% P	150 26% P	129 26% P	81 25% P	30 11% AMNPQRS	43 23% P*	20 28% P*	29 33% P*	555 25% AT				
ComCarnival	113 5% CGHL	72 6% AC	40 3% AC	24 8% AGHL	31 9% AGHL	31 8% AGHL	8 2% AGHL	5 1% AGHL	7 2% AGHL	63 9% AGHL	38 5% GHL	12 2% GHL	26 5% GHL	20 4% GHL	20 4% GHL	35 11% AMNPQRS	2 2% P*	9 5% P*	1 1% P*	5 5% P*	109				
None of the above	59 3% HL	27 2% HL	32 3% HL	22 7% AEFGHKL	13 3% L	11 3% L	7 2% L	4 1% L	3 1% L	34 5% AEFGHKL	18 2% L	7 1% L	9 2% L	16 3% L	14 3% L	12 4% L	1 1% P*	6 3% P*	1 1% P*	- - P*	59 3% AT				
Don't know	26 1% CG	17 2% GH	8 1% GH	7 2% GH	7 2% GH	7 2% GH	- - AG	- - AG	1 2% AG	3 1% AG	14 1% AG	7 1% AG	5 2% A	12 1% A	5 1% A	3 1% A	3 1% A	3 1% A	3 1% A	3 1% A	26 1% AT				
Prefer not to say	17 1% K	5 1% K	12 1% K	3 1% K	12 3% AFGHKL	1 1% AFGHKL	- - AFGHKL	- - AFGHKL	1 2% AFGHKL	15 2% AFGHKL	1 2% AFGHKL	2 1% AFGHKL	4 1% AFGHKL	3 2% AFGHKL	8 1% AFGHKL	2 1% AFGHKL	1 1% AFGHKL	* * AFGHKL	- - AFGHKL	- - AFGHKL	17 1% AT				

Standard Error	0.050	0.080	0.070	0.120	0.120	0.120	0.100	0.090	0.100	0.090	0.080	0.070	0.110	0.110	0.110	0.150	0.230	0.170	0.230	0.330	0.050
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formula used
ColumnProportions (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30** Small Base: 100**
ColumnMeans (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30** Small Base: 100**

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling
Adults aged 16-75 in the UK

Q1. Which, if any, of these UK events have you heard of?
All participants

	Employment status																			Social grade							Income					Education			Ethnicity		Marital Status			Child in household			Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period	
	Total (A)	Working (B)	Not working (C)	AB (D)	C1 (E)	C2 (F)	DE (G)	Up to £19,999 (H)	£20,000-£24,999 (I)	£25,000-£34,999 (J)	£35,000-£54,999 (K)	£55,000+ (L)	Refused (M)	Graduate (N)	Non-graduate (O)	White ethnic group (P)	Minority ethnic group (Q)	Married/ Living as a couple (R)	Widowed/ Divorced/ Separated (S)	Single (T)	None (U)	At least one (V)	Has heard of (W)	Has not heard of (X)	Taken part in least one of the activities listed (Y)	Taken part in any of the activities listed (Z)																				
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565																					
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584																					
UEFA Women's Football Euro 2022	1746 77% GPRUW	1106 76% G	640 77% G	481 76% G	560 83% ADFG	349 74% ADFG	355 70% ADFG	405 74% ADFG	462 80% ADFG	394 75% ADFG	313 74% ADFG	172 82% K	835 78% K	911 76% K	1585 79% AP	155 62% AP	1077 79% AR	472 70% AR	196 83% AU	1220 80% AU	525 69% AU	1445 88% AW	301 47% AW	931 88% A	514 88% A																					
Wimbledon Championships	1713 75% BDGKPRUW	1052 73% AB	661 80% AB	458 73% ADFG	566 84% ADFG	338 72% ADFG	351 69% ADFG	388 71% ADFG	453 78% HK	409 78% HK	282 67% ADFG	181 86% AHK	799 74% ADFG	914 76% ADFG	1573 78% AP	135 54% AP	1069 78% AR	433 65% AR	211 90% AU	1253 83% AU	460 60% AU	1442 88% AW	271 43% AW	909 86% A	533 91% AX																					
Birmingham 2022 Commonwealth Games	1642 72% BDGKPRUW	1015 70% AB	627 75% AB	443 70% G	536 80% ADG	346 74% G	316 62% G	377 74% ADG	432 74% ADG	388 65% ADG	275 67% ADG	170 81% ADG	789 74% ADG	852 71% ADG	1504 75% AP	133 53% AP	1032 75% AR	415 62% AR	195 83% AU	1186 78% AU	456 60% AU	1642 100% AW	- 100% AW	1058 A	584 100% A																					
Six Nations Rugby	1629 71% DGHPRUW	1017 70% G	612 74% G	431 68% ADG	516 77% ADG	347 74% ADG	336 66% ADG	355 65% ADG	445 77% AHK	398 76% AHK	275 65% ADG	156 75% ADG	765 71% ADG	865 72% ADG	1523 76% AP	102 40% AP	1014 74% AR	420 63% AR	195 83% AU	1187 78% AU	442 58% AU	1379 84% AW	251 39% AW	878 83% A	501 86% A																					
The Proms	1408 62% BDGKPRUW	830 70% AB	578 70% AB	372 59% ADFG	473 70% ADFG	284 60% ADFG	280 55% ADFG	315 58% ADFG	384 66% ADFG	323 62% ADFG	233 55% ADFG	152 73% ADG	670 62% ADG	737 61% ADG	1331 66% AP	73 29% AP	898 65% AR	325 48% AR	184 78% AU	1080 71% AU	328 43% AU	1260 77% AW	148 23% AW	788 75% A	471 81% AX																					
Rugby League World Cup	1380 61% DPRUW	861 59% G	519 62% G	365 58% ADG	440 65% ADG	290 62% ADG	284 56% ADG	308 56% ADG	364 63% ADG	326 62% ADG	243 58% ADG	139 66% H	646 60% H	734 61% H	1271 63% AP	104 42% AP	880 64% AR	338 50% AR	162 69% AU	969 64% AU	411 54% AU	1163 71% AW	216 34% AW	779 74% AY	385 66% A																					
Edinburgh Fringe	1352 59% BDGKPRUW	801 55% AB	551 66% AB	366 58% G	473 70% ADFG	258 55% ADFG	255 50% ADFG	309 57% ADG	351 61% ADG	326 62% ADG	217 52% ADG	149 71% AHK	691 64% AN	661 55% AN	1282 64% AP	66 26% AP	859 63% AR	312 46% AR	181 77% AU	1042 69% AU	310 41% AU	1204 73% AW	148 23% AW	756 72% A	448 77% A																					
World Gymnastics Championships 2022	813 36% GRWY	507 35% G	306 37% G	235 37% AG	275 41% AG	155 33% AG	149 29% AG	180 33% AG	215 37% AG	180 34% AG	163 39% AG	76 36% A	409 38% A	404 34% A	726 36% AP	83 33% AP	529 39% AR	196 29% AR	88 37% AU	533 35% AU	280 37% AU	703 43% AW	110 17% AW	544 51% AY	158 27% AY																					
Coventry UK City of Culture	584 26% GHNPRW	366 25% G	218 26% G	178 28% AFG	217 32% AFG	97 21% AFG	92 18% AFG	99 18% AFG	169 29% AH	136 26% H	131 31% AH	50 24% AH	349 32% AN	236 20% AN	539 27% AP	44 17% AP	388 28% AR	135 20% AR	61 26% AU	398 26% AU	186 24% AU	522 32% AW	62 10% AW	364 34% AY	158 27% AY																					
ComCarnival	113 5% CELNQTVY	91 6% AC	22 3% AC	52 8% AEFG	17 2% AEFG	20 4% AEFG	24 5% AEFG	17 3% L	29 5% L	24 5% L	41 10% AHIL	2 1% AN	67 6% AN	47 5% AN	92 7% AP	18 6% AP	78 7% AR	27 4% AR	8 3% AU	41 9% AU	72 4% AT	69 7% AV	44 6% Y	63 1% Y	6																					
None of the above	59 3% BEOQVXY	27 2% AB	33 4% AB	17 3% AEFG	11 2% AEFG	12 3% AEFG	20 4% AEFG	24 4% E	11 2% E	11 2% E	7 2% E	6 3% E	24 2% E	35 3% E	39 2% E	17 7% AQ	25 2% AQ	31 5% AQ	4 2% AQ	39 3% AQ	20 3% AQ	- 9% AV	59 9% AV	- - AV	- - AV	-																				
Don't know	26 1% BDANVXY	11 1% B	15 2% B	3 * E	5 1% E	9 2% E	9 2% E	9 2% D	8 1% D	4 1% D	1 * D	3 2% D	7 1% D	19 2% D	21 1% D	5 2% D	12 1% D	11 2% D	3 1% D	18 1% D	9 1% D	- 4% AV	26 4% AV	- - AV	- - AV	-																				
Prefer not to say	17 1% DEQVXY	8 1% E	9 1% E	3 * E	- 1% E	7 1% E	7 1% E	12 2% AUK	2 * AUK	2 * AUK	1 * AUK	1 * AUK	6 1% AUK	11 1% AUK	14 1% AUK	2 1% AUK	6 * AUK	11 2% AQ	- 1% AQ	12 1% AQ	5 1% AQ	- 3% AV	17 - AV	- - AV	- -																					

Standard Error	0.050	0.060	0.090	0.080	0.100	0.170	0.140	0.120	0.110	0.100	0.110	0.160		0.080	0.050	0.160	0.070	0.100	0.140	0.060	0.090	0.050	0.070	0.060	0.070
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Overlap formulae used
ColumnProportions (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/Q/P/A/Q/R/S/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/Q/P/A/Q/R/S/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

	Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following?					
	Events like these give people the opportunity to celebrate	Events like these give people the opportunity to celebrate	Events like these give people the opportunity to celebrate	Events like these give people the opportunity to celebrate	Events like these give people the opportunity to celebrate	Events like these give people the opportunity to celebrate
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	2279	2279	2279	2279	2279	2279
Weighted base	2279	2279	2279	2279	2279	2279
Strongly agree (2)	800 35% BCDEF	697 31% EF	729 32% DEF	661 29% EF	495 22% F	387 17%
Tend to agree (1)	968 42% DEF	946 42% DEF	988 43% DEF	740 32% F	694 30% F	539 24%
Neither agree nor disagree (0)	308 14% AC	308 10% AC	315 14% ABC	555 24% ABCDEF	670 29% ABCDEF	590 26% ABC
Tend to disagree (-1)	98 4% A	136 6% A	108 5% A	152 7% AC	219 10% ABCD	372 16% ABCDE
Strongly disagree (-2)	54 2% A	85 4% A	91 4% ABC	119 5% ABC	129 6% ABC	307 13% ABCDE
Don't know	42 2% A	48 2% A	38 2% A	37 2% ACD	62 3% ACD	67 3% ACD
Prefer not to say	9 *	10 *	10 *	15 1%	11 *	16 1%

Net: Agree	1768 78% BCDEF	1643 72% DEF	1717 75% BCDEF	1402 61% EF	1189 52% F	926 41%
Net: Disagree	152 7% A	230 10% A	198 9% A	271 12% ABC	348 15% ABCD	679 30% ABCDE
Net Diff	1617 71%	1423 62%	1519 67%	1131 50%	841 37%	247 11%

Mean	1.06 BCDEF	0.92 DEF	0.97 BCDEF	0.75 EF	0.55 F	0.15
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Standard Error	0.020	0.020	0.020	0.020	0.020	0.030
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with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap/Jornalizer used
ColumnsPrepares (1%); A/B/C/D/E/F; Minimum Base: 30 (**); Small Base: 100 (*)
ColumnsMeans (1%); A/B/C/D/E/F; Minimum Base: 30 (**); Small Base: 100 (*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to celebrate

All participants

	Gender			Age										Region								City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207		
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190		
Strongly agree (2)	800 35% BHLR	365 32% AB	433 38% AB	111 35% HL	167 39% HL	152 39% HL	145 35% HL	114 30% HL	111 32% HL	278 38% HL	297 37% H	225 31% HL	177 34% R	193 33% R	173 35% R	136 42% ANR	47 45% R	47 24% R	27 39% R	28 47% R	772 35% +		
Tend to agree (1)	968 42% DEP	449 40% AB	512 45% AB	111 35% HL	129 31% HL	163 41% EI	195 46% DEI	196 51% ADEIJK	174 50% ADEI	240 33% DEI	358 44% ADEIJK	370 51% ADEIJK	231 45% P	237 41% P	228 46% P	112 35% +	43 40% +	88 46% P	29 42% +	42 47% +	927 42% +		
Neither agree nor disagree (0)	308 14% FK	169 15% FK	138 12% FK	52 17% FK	74 17% AFGK	35 9% AFGK	48 12% AFGK	49 13% AFGK	50 14% AFGK	126 17% AFGK	83 10% AFGK	99 14% F	72 14% F	84 14% F	69 14% F	37 11% +	12 12% +	30 15% +	5 7% +	9 10% +	299 14% +		
Tend to disagree (-1)	98 4% CGIK	68 6% AC	27 2% GKL	19 8% AFGKL	33 8% AFGKL	15 4% AFGKL	9 2% AFGKL	15 4% AFGKL	6 2% AFGKL	53 7% AGIKL	24 3% AGIKL	21 3% AGIKL	17 3% AGIKL	24 4% AGIKL	17 3% AGIKL	17 5% O	2 2% +	16 9% AMNOQ	5 7% +	3 4% +	94 4% +		
Strongly disagree (-2)	54 2% CLOU	37 3% AC	17 1% L	12 4% L	12 3% L	8 2% L	13 3% L	6 1% L	4 1% L	24 3% L	21 3% L	9 2% L	9 3% L	17 3% L	5 1% O	12 4% O	2 2% +	6 3% +	3 5% O*	7 8% AU*	47 2% +		
Don't know	42 2% CHL	31 3% AC	10 1% L	7 2% L	7 2% L	14 4% AHL	10 2% HL	2 *	1 *	14 2% L	24 3% AHL	3 *	8 2% A	18 3% A	8 2% A	4 1% +	- -	3 2% +	- *	- *	42 2% +		
Prefer not to say	9 *	5 *	2 *	2 1%	1 *	6 1% AGL	- -	1 *	- -	2 *	6 1% G	1 *	1 *	4 1%	- -	3 1%	- +	1 *	- *	- *	9 *		

Net: Agree	1768 78% BHLR	814 72% AB	945 83% AB	222 71% HL	296 70% HL	316 80% DEI	339 81% DEI	310 81% DEI	285 82% DEI	519 70% ADEI	655 81% ADEI	595 82% ADEI	408 79% R	430 75% R	401 80% R	248 77% R	90 85% R*	135 71% R*	56 81% +	70 78% +	1699 78% +
Net: Disagree	152 7% CLO	105 9% AC	44 4% AGHKL	31 10% AFGHKL	45 11% AFGHKL	24 6% AFHKL	21 5% AFHKL	21 5% AFHKL	9 3% AFGHKL	76 10% AFGHKL	45 6% AFHKL	30 4% AFHKL	26 5% R	41 7% R	21 4% O	29 9% O	4 3% +	23 12% AMNOQ	8 12% MOQ*	10 11% +	142 6% +
Net Diff	1617 71%	709 63%	901 79%	191 61%	251 59%	292 74%	318 76%	289 75%	275 80%	442 60%	610 75%	564 77%	382 74%	389 67%	380 76%	219 68%	86 81%	112 59%	48 69%	59 67%	1557 71%

Mean	1.06 BLR	0.95	1.17 AB	0.95	0.98	1.16 DEI	1.10	1.05	1.11	0.97	1.13 ADEI	1.08	1.09 R	1.02 R	1.12 R	1.10 R	1.24 R*	0.82	1.04 +	0.91 +	1.07
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Standard Error	0.020	0.030	0.030	0.060	0.050	0.050	0.040	0.040	0.040	0.030	0.030	0.040	0.040	0.040	0.060	0.080	0.070	0.130	0.120	0.020
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling
Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to celebrate
All participants

	Employment status			Social grade				Income				Education			Ethnicity		Marital Status			Child in household			Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period		
	Total	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	None	At least one	Has heard of	Has not heard of	Taken part in least one of the activities listed	Taken part in any of the activities listed	Haven't	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)		
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565		
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584		
Strongly agree (2)	800 35% CLTWY	537 37% AC	264 32% A	236 38% A	239 35% A	161 34% A	164 32% A	185 34% L	187 32% L	195 37% L	182 43% AHL	51 24% A	401 37% A	399 33% A	717 36% A	81 32% A	498 36% A	225 33% A	77 33% A	484 32% AT	316 41% AT	604 37% AW	196 31% AW	492 47% AY	112 19% AY		
Tend to agree (1)	968 42% BKUW	571 39% AB	397 48% AB	261 42% AB	301 45% AB	193 41% AB	212 42% AB	219 40% AB	239 41% K	241 46% K	158 38% AHL	110 43% AHL	462 52% AHL	507 42% AHL	863 43% AHL	102 41% AHL	586 43% AHL	268 40% AHL	114 49% AHL	694 46% AU	274 36% AU	750 46% AW	218 34% AW	436 41% AW	315 54% AX		
Neither agree nor disagree (0)	308 14% DINOQVX	189 13% A	119 14% A	76 12% A	76 11% A	64 14% A	91 18% ADE	89 16% J	83 14% J	50 10% J	49 12% J	38 18% J	124 12% M	184 15% M	260 13% M	43 17% M	165 12% AQ	112 17% AQ	31 13% AQ	218 12% AQ	90 10% AQ	170 22% AV	138 7% AV	71 17% AX	100 17% AX		
Tend to disagree (-1)	98 4% CDSVX	76 5% AC	22 3% A	21 3% A	32 5% A	26 5% A	18 4% A	25 4% A	36 6% A	18 3% A	14 3% A	6 3% A	47 4% A	51 4% A	84 4% A	13 5% A	51 4% A	43 6% ACS	3 1% ACS	60 4% A	37 5% A	60 4% A	38 6% AV	33 3% A	27 5% A		
Strongly disagree (-2)	54 2% X	40 3% A	14 2% A	17 3% A	14 2% A	8 2% A	16 3% A	15 3% A	15 3% A	13 2% A	8 2% A	3 1% A	21 2% A	33 3% A	40 2% A	5 2% A	30 2% A	16 2% A	8 3% A	30 2% A	24 3% A	32 2% A	22 3% A	11 1% X	21 4% X		
Don't know	42 2% Y	33 2% A	10 1% AG	16 3% AG	8 1% A	14 3% A	4 1% A	13 2% A	15 3% A	5 1% A	9 2% A	1 1% A	17 2% A	25 2% A	34 2% A	7 3% AB	35 1% A	6 1% A	* 2% A	27 2% A	15 2% A	24 1% A	18 3% A	14 1% A	30 2% A		
Prefer not to say	9 * TVX	3 * A	6 1% A	2 * A	3 * A	4 1% A	- - A	- - A	5 1% A	2 * A	1 * A	1 1% A	2 * A	7 1% A	7 * A	- - A	6 * A	2 * A	1 * A	2 * A	7 1% AT	1 * A	8 1% AV	1 * A	- - A		

Net: Agree	1768 78% NBWY	1108 76% A	661 80% A	498 79% A	540 80% G	355 75% A	376 74% A	404 74% A	427 73% AHL	436 83% AHL	341 81% HI	161 77% AN	863 80% AN	906 75% A	1580 78% A	183 73% A	1084 79% R	493 73% A	192 81% R	1179 78% A	590 77% A	1355 83% AW	414 65% A	928 88% AY	427 73% X		
Net: Disagree	152 7% CVX	115 8% AC	36 4% A	38 6% A	46 7% A	33 7% A	35 7% A	40 7% A	51 9% K	30 6% A	22 5% A	9 4% A	68 6% A	84 7% A	132 7% A	18 7% A	82 6% AQ	59 9% AQ	11 5% A	90 6% A	61 8% A	92 6% AV	60 9% A	44 4% X	48 8% X		
Net Diff	1617 71% A	992 69% A	624 75% A	460 73% A	494 73% A	321 68% A	341 67% A	364 67% A	376 65% A	406 78% A	319 76% A	152 72% A	795 74% A	821 68% A	1447 72% A	165 66% A	1002 73% A	434 65% A	180 77% A	1088 72% A	528 69% A	1263 77% A	354 56% A	883 84% A	379 65% A		

Mean	1.06 RWY	1.05	1.07	1.11 AG	1.09	1.05	0.97	1.00	0.98	1.14 IL	1.20 AHL	0.96	1.12 AN	1.01	1.07	0.99	1.11 AR	0.97	1.07	1.04	1.11	1.13 AW	0.86	1.31 AY	0.82		
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Standard Error	0.020	0.030	0.030	0.040	0.040	0.040	0.040	0.040	0.040	0.040	0.040	0.060	0.030	0.030	0.020	0.060	0.030	0.040	0.060	0.020	0.040	0.020	0.040	0.030	0.040		
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Overlap formulae used
ColumnProportions (SN): A/B/C/A/D/E/F/G/A/H/I/J/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A/B/C/A/D/E/F/G/A/H/I/J/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together in their local community

All participants

	Gender			Age									Region									City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207		
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190		
Strongly agree (2)	697 31% HLR	337 30% 31%	358 31% HL	104 33% HL	148 35% HL	137 35% HL	119 28% HL	94 24% HL	95 34% AHL	252 34% AHL	256 31% HL	189 26% HL	156 30% R	168 29% R	151 30% R	123 38% AMINOR	38 35% R	38 20% R	23 34% R*	31 35% *	665 30% *		
Tend to agree (1)	946 42% BDEIP	417 37% AB	525 46% AB	105 33% AB	154 36% AB	159 40% AB	191 46% DEI	170 44% DEI	167 49% ADEI	259 35% ADEI	350 43% DI	337 46% ADEI	233 45% P	245 42% P	210 42% P	104 32% P	42 40% *	85 45% P	27 39% *	35 39% *	912 42% *		
Neither agree nor disagree (0)	358 16% FKS	190 17% FKS	166 15% FKS	49 15% FKS	66 16% FKS	41 10% FKS	67 16% FK	72 19% FK	63 18% F	115 16% F	108 13% F	135 19% AFK	68 13% S	101 18% S	84 17% S	49 15% S	17 16% *	33 17% *	5 7% *	15 17% *	343 16% *		
Tend to disagree (-1)	136 6% CI	89 8% AC	47 4% AC	30 10% ADGRL	23 5% ADGRL	26 7% I	18 4% I	31 8% IL	7 2% IL	53 7% I	44 5% I	38 5% I	30 6% I	31 5% I	31 6% I	17 5% I	3 3% *	18 10% *	6 9% *	2 2% *	134 6% *		
Strongly disagree (-2)	85 4% C	58 5% AC	24 2% AC	18 6% ADGRL	19 5% ADGRL	13 3% I	14 3% IL	14 4% IL	7 2% IL	37 5% I	26 3% I	21 3% I	21 4% I	15 3% I	13 3% I	18 6% I	4 4% *	7 4% *	6 9% ANO*	4 4% *	81 4% *		
Don't know	48 2% HL	28 2% HL	18 2% HL	7 2% HL	11 3% HL	12 3% HL	10 2% HL	2 1% HL	5 1% HL	18 2% HL	22 3% HL	7 1% HL	7 1% HL	13 2% HL	8 2% HL	8 2% HL	2 2% *	9 5% AMH	1 2% *	2 2% *	46 2% *		
Prefer not to say	10 *	7 1%	2 *	1 *	2 1%	6 1%	* *	1 *	- *	3 *	6 1%	1 *	1 *	4 1%	3 1%	2 1%	- *	- *	- *	- *	10 *		

Net: Agree	1643 72% BDR	754 67% AB	883 77% AB	209 67%	302 71%	296 75% D	310 74%	263 69%	263 76% D	511 69%	606 75% DI	526 72% H	389 75% R	413 72%	361 72%	227 71%	80 75% +	124 65%	50 72% +	66 74% +	1577 72%
Net: Disagree	220 10% CI	147 13% AC	71 6% AGRL	48 15% I	42 10% I	39 9% I	32 8%	44 12%	15 4%	90 12%	71 9%	59 8%	51 10%	45 8%	44 9%	35 11%	7 7% +	26 13%	13 18% AMNDQT*	6 7% +	215 10%
Net Diff	1423 62%	607 54%	812 71%	161 51%	259 61%	257 65%	278 66%	219 57%	248 72%	420 57%	536 66%	467 64%	338 65%	368 64%	317 63%	192 60%	73 69%	98 51%	37 54%	60 68%	1362 62%

Mean	0.92 BHR	0.81	1.02 AB	0.81	0.95	1.02 DH	0.94	0.79	0.99 HL	0.89	0.97 DH	0.88 H	0.93 R	0.93 R	0.93 R	0.95	1.02 R*	0.71	0.80 +	1.01 +	0.91
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Standard Error	0.020	0.030	0.030	0.070	0.050	0.050	0.050	0.050	0.050	0.040	0.040	0.040	0.050	0.040	0.040	0.060	0.100	0.080	0.150	0.110	0.020
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Overlap formulae used

ColumnProportions (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together in their local community

All participants

	Employment status							Social grade				Income					Education		Ethnicity		Marital Status			Child in household			Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period	
	Total	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	None	At least one	Has heard of	Has not heard of	Taken part in at least one of the activities listed	Not taken part in any of the activities listed					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)					
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565					
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584					
Strongly agree (2)	697	476	220	215	207	127	148	150	161	169	176	41	345	351	621	75	427	206	64	418	279	515	182	428	87					
	31%	33%	27%	34%	31%	27%	29%	27%	28%	32%	42%	20%	32%	29%	31%	30%	31%	31%	27%	28%	37%	31%	29%	40%	15%					
	CLTY	AC		A						L	AHJL									AT			AY							
Tend to agree (1)	946	579	367	260	298	189	199	221	235	234	151	106	475	471	841	97	592	259	95	648	298	743	203	469	275					
	42%	40%	44%	41%	44%	40%	39%	40%	40%	45%	36%	45%	44%	39%	42%	39%	43%	38%	41%	43%	39%	45%	32%	44%	47%					
	KW									K		AHK	AN								AW		A							
Neither agree nor disagree (0)	358	202	156	83	102	79	94	91	107	74	47	39	146	212	309	48	194	112	52	273	85	218	139	88	130					
	16%	14%	19%	13%	15%	17%	19%	17%	18%	14%	11%	19%	14%	18%	15%	19%	14%	17%	22%	18%	11%	13%	22%	8%	22%					
	BDKMQJUV		AB			D		K	K			K	M					AQ	AU			AV	AX							
Tend to disagree (-1)	136	99	37	34	38	34	30	26	46	22	31	11	59	76	117	17	86	48	1	87	49	88	48	48	40					
	6%	7%	4%	5%	6%	7%	6%	5%	8%	4%	7%	5%	6%	6%	6%	7%	6%	7%	1%	6%	6%	5%	7%	5%	7%					
	SK	A							J		J						S		S											
Strongly disagree (-2)	85	59	26	25	19	21	20	30	17	18	10	9	36	49	78	7	46	29	10	54	30	54	30	20	34					
	4%	4%	3%	4%	3%	4%	4%	6%	3%	3%	2%	4%	3%	4%	4%	3%	3%	4%	4%	4%	4%	3%	5%	2%	6%					
	X							K																AK						
Don't know	48	31	17	12	5	17	13	26	10	4	5	3	10	37	40	6	20	16	12	33	15	21	27	3	18					
	2%	2%	2%	2%	1%	4%	3%	5%	2%	1%	1%	1%	1%	3%	2%	2%	1%	5%	5%	2%	2%	1%	4%	*	3%					
	EMQJX				E		E	AUK						AM			AQ				AV		K							
Prefer not to say	10	2	8	1	3	4	2	3	4	1	1	1	2	8	7	1	7	3	1	4	6	2	9	2	-					
	*	*	1%	*	1%	1%	*	1%	1%	*	*	1%	*	*	1%	*	*	*	*	*	1%	*	1%	*	-					
	BDNV		AB																			AV								

Net: Agree	1643 72%	1056 73%	587 71%	475 75%	505 75%	316 67%	347 69%	370 68%	396 77%	403 77%	327 78%	147 70%	820 76%	823 68%	1462 73%	172 69%	1020 74%	464 69%	159 68%	1066 70%	577 76%	1259 77%	384 60%	897 85%	362 62%
	NTWY			AFG	FG				AH	AH		AN					AR			AT	AW		AY		
Net: Disagree	220 10%	158 11%	62 8%	59 8%	57 8%	54 11%	50 10%	56 10%	63 11%	40 8%	42 10%	20 9%	95 9%	125 10%	195 10%	24 10%	132 11%	77 5%	11 9%	141 10%	79 9%	142 12%	78 6%	68 13%	74 8%
	CSVX	AC													S	S						AV		AX	
Net Diff	1423 62%	898 62%	525 63%	415 66%	449 67%	262 56%	297 59%	315 58%	332 57%	363 69%	285 68%	127 61%	725 68%	698 58%	1268 63%	148 59%	887 65%	387 58%	148 63%	925 61%	498 65%	1116 68%	306 48%	829 78%	288 49%

Mean	0.92 TWY	0.93	0.89	0.98 A	0.96	0.82	0.86	0.84	0.84	0.99 IL	1.09 AHL	0.78	0.97 AN	0.86	0.92	0.89	0.94	0.86	0.91	0.87	1.01 AT	0.97 AW	0.76	1.17 AY	0.60
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Standard Error	0.020	0.030	0.030	0.040	0.040	0.050	0.050	0.050	0.040	0.040	0.050	0.070	0.030	0.030	0.020	0.060	0.030	0.040	0.070	0.030	0.040	0.020	0.050	0.030	0.040
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Overlap formulae used

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ColumnMeans (SN): A/B/C/A/D/E/F/G/A/H/I/J/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together nationally

All participants

	Gender			Age									Region									City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207		
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190		
Strongly agree (2)	729 32% BRLU	327 29% AB	399 35% AB	97 31% AB	139 33% AB	150 38% AHL	145 35% HL	101 26% HL	97 28% HL	236 32% AHL	295 36% AHL	198 27% AHL	163 32% AHL	193 33% AHL	158 32% AHL	107 33% AHL	37 35% AHL	48 25% AHL	23 34% AHL	38 43% AHL	691 32% AHL		
Tend to agree (1)	988 43% DIP	459 41% AB	523 46% AB	106 34% AB	162 38% AB	158 40% DI	188 45% ADEFIK	193 50% ADEFIK	181 53% ADEFIK	268 36% DI	345 42% DI	374 51% ADEFIK	231 45% AHL	246 43% AHL	231 46% P	119 37% AHL	52 49% AHL	77 40% AHL	32 47% AHL	32 36% AHL	956 44% AHL		
Neither agree nor disagree (0)	315 14% CFGR	180 16% AC	135 12% AFGR	56 18% AFGR	68 16% FGK	37 9% FGK	39 17% FGK	63 15% K	51 17% K	124 15% AFGR	76 9% AFGR	114 16% FGK	80 15% S	80 14% S	60 12% S	51 16% S	9 8% AHL	30 16% S	4 6% AHL	11 13% AHL	304 14% AHL		
Tend to disagree (-1)	108 5% CL	68 6% AC	38 3% AC	22 8% AHL	22 5% AHL	18 5% AHL	20 5% AHL	14 4% I	8 3% I	48 7% AHL	38 5% AHL	22 3% AHL	18 3% AHL	23 4% AHL	21 4% AHL	19 6% AHL	5 4% AHL	20 10% AMMO	3 4% AHL	3 4% AHL	104 5% AHL		
Strongly disagree (-2)	91 4% CIL	61 5% AC	27 2% AHL	21 6% AHL	24 6% IL	14 4% I	18 4% I	11 3% I	3 1% AHL	45 6% AHL	32 4% I	14 2% AHL	16 3% AHL	19 3% AHL	16 3% AHL	20 6% AHL	2 2% AHL	11 6% AHL	6 8% MNO*	3 3% AHL	88 4% AHL		
Don't know	38 2% HL	21 2% HL	16 1% HL	6 2% H	7 2% H	11 3% HL	9 2% H	* 2% H	5 1% H	13 2% H	20 2% HL	5 1% H	7 1% H	11 2% H	10 2% H	5 2% H	2 2% AHL	3 2% AHL	* 2% AHL	* 1% AHL	37 2% AHL		
Prefer not to say	10 * C	8 1% AHL	1 * AHL	2 1% AHL	2 * AHL	6 1% AL	* * AHL	1 * AHL	- - AHL	3 * AHL	6 1% G	1 * AHL	1 * AHL	5 1% AHL	2 * AHL	1 * AHL	- * AHL	1 1% AHL	- * AHL	* 1% AHL	10 * AHL		

Net: Agree	1717 75% BDJR	786 70% AB	922 81% AB	203 65% AB	301 71% AB	308 78% DI	333 79% DEI	294 77% DI	278 81% DEI	504 68% ADEJ	641 79% ADEJ	572 79% ADEJ	394 76% R	439 76% R	389 78% PR	225 70% PP*	89 83% PP*	125 66% PP*	56 81% R*	70 79% R*	1647 75% R*	
Net: Disagree	198 9% CIL	130 12% AC	66 6% AFGRIL	47 15% IL	46 11% IL	33 8% I	37 9% IL	24 6% IL	11 3% IL	93 13% AHL	70 9% IL	35 5% AHL	34 7% IL	41 7% IL	38 8% IL	39 12% MN	7 6% AHL	31 16% AMNOQ	9 12% AHL	6 7% AHL	192 9% AHL	
Net Diff	1519 67%	657 58%	856 75%	156 50%	256 60%	275 70%	296 71%	270 70%	267 77%	412 56%	571 70%	537 74%	360 70%	397 69%	352 70%	187 58%	82 77%	94 49%	47 68%	64 72%	1455 66%	

Mean	0.97 BDJR	0.84 AB	1.09 AB	0.76 AB	0.89 AB	1.09 ADEJ	1.03 DI	0.94 D	1.06 DI	0.84 DI	1.06 ADEJ	1.00 DI	1.00 R	1.02 R	1.01 R	0.87 R	1.12 R*	0.71 R	0.95 *	1.14 *	0.96 *	
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Standard Error	0.020	0.030	0.030	0.070	0.050	0.050	0.050	0.050	0.040	0.040	0.040	0.030	0.040	0.040	0.040	0.060	0.090	0.080	0.140	0.110	0.020	
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Overlap formulae used
ColumnProportions (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these give people the opportunity to come together nationally

All participants

	Employment status										Social grade					Income					Education			Ethnicity		Marital Status			Child in household			Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period			
	Total	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	None	At least one	Has heard of	Has not heard of	Taken part in at least one of the activities listed	Not taken part in any of the activities listed												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)												
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565												
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584												
Strongly agree (2)	729 32% CLTWY	507 35% AC	222 27% AG	225 36% AG	220 33% AG	138 29% AG	146 29% AG	161 30% AG	162 28% IL	183 35% IL	175 42% AHL	48 23% A	366 23% A	363 30% A	643 32% A	84 34% A	461 34% A	199 30% A	70 30% A	434 29% AT	296 39% AT	559 34% AW	171 27% AW	450 43% AY	108 19% AY												
Tend to agree (1)	988 43% BDKLW	575 40% AB	413 50% AB	259 41% AB	301 45% AB	212 45% AB	216 43% AB	219 40% K	271 47% K	221 42% K	163 39% K	114 54% AHL	466 43% AHL	522 43% AHL	891 44% A	94 37% A	605 44% A	276 41% A	108 46% AU	702 46% AU	286 38% AU	765 47% AW	223 35% AW	479 45% AY	286 49% AY												
Neither agree nor disagree (0)	315 14% KDUVX	190 13% KDUVX	126 15% KDUVX	84 13% KDUVX	95 14% KDUVX	54 12% KDUVX	82 16% KDUVX	94 17% K	75 13% K	75 14% K	41 10% K	30 15% K	142 13% K	173 14% K	274 14% K	39 15% K	169 12% K	112 17% AQ	34 15% AU	232 11% AU	83 15% AU	179 11% AV	136 21% AV	67 6% AX	112 19% AX												
Tend to disagree (-1)	108 5% OVX	75 5% OVX	33 4% OVX	27 4% OVX	28 4% OVX	22 5% OVX	31 6% OVX	32 6% OVX	25 4% OVX	19 4% OVX	26 6% OVX	5 3% OVX	41 4% OVX	66 6% OVX	87 4% OVX	19 7% OVX	63 5% OVX	38 6% OVX	6 3% OVX	73 5% OVX	34 4% OVX	61 4% OVX	46 7% AV	26 2% X	35 6% X												
Strongly disagree (-2)	91 4% OXT	70 5% AC	21 3% AC	22 3% AC	21 3% AC	27 6% AC	21 4% AC	21 4% K	33 6% K	20 4% K	8 2% K	9 4% K	45 4% K	45 4% K	81 4% K	9 4% K	45 3% K	35 5% K	11 5% K	48 3% K	43 6% AT	59 4% AT	31 5% AT	25 2% AX	34 6% AX												
Don't know	38 2% VX	29 2% VX	9 1% VX	11 2% VX	6 1% VX	13 2% VX	8 3% VX	16 3% I	10 2% I	4 1% I	7 2% I	2 1% I	12 1% I	26 2% I	30 1% I	6 2% I	24 2% I	9 1% I	5 2% I	25 2% I	13 2% I	18 3% AV	20 3% AV	10 1% I	8 1% I												
Prefer not to say	10 * BDMTVX	3 * B	8 1% B	1 * B	3 * B	4 1% B	2 * B	3 1% B	5 1% B	1 * B	- - B	1 1% B	1 * M	9 1% M	8 * B	* * B	6 * B	3 1% B	1 * B	3 * B	7 1% AT	* * B	10 2% AV	- - B	* * B												

Net: Agree	1717 75% HRSWY	1082 75% A	635 76% A	484 77% A	520 77% A	350 74% A	363 72% A	380 70% A	433 75% H	404 77% H	338 80% AHL	162 77% A	832 77% A	885 73% A	1534 76% A	178 71% A	1065 78% AHL	474 71% A	177 75% A	1136 75% A	582 76% A	1323 81% AW	394 62% AW	930 88% AY	394 67% AY
Net: Disagree	198 9% CDVX	144 10% AC	54 6% AC	48 8% AC	48 7% AC	49 11% AC	52 10% AC	53 10% AC	58 10% AC	38 7% AC	35 8% AC	14 7% AC	87 8% AC	112 9% AC	168 8% AC	28 11% AC	108 8% AC	73 11% A	17 7% AC	121 8% AC	77 10% AC	121 7% AV	77 12% AV	51 5% AX	70 12% AX
Net Diff	1519 67%	938 65%	581 70%	436 69%	472 70%	300 64%	311 61%	327 60%	375 65%	366 70%	303 72%	148 70%	745 69%	774 64%	1366 68%	151 60%	957 70%	401 60%	160 68%	1015 67%	504 66%	1203 73%	317 50%	878 83%	324 56%

Mean	0.97 RWY	0.97	0.96	1.04 AG	1.01	0.91	0.88	0.89	0.89	1.02	1.13 AHL	0.91	1.01	0.93	0.98	0.93	1.02 AR	0.86	0.96	0.94	1.02	1.05 AW	0.75	1.24 AY	0.69
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Standard Error	0.020	0.030	0.030	0.040	0.040	0.050	0.050	0.050	0.040	0.040	0.050	0.060	0.030	0.030	0.020	0.070	0.030	0.040	0.070	0.020	0.040	0.020	0.040	0.030	0.040
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/A/H/I/J/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/A/H/I/J/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel proud of the UK

All participants

	Gender			Age									Region									City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207		
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190		
Strongly agree (2)	661 29% HLR	312 28% HLR	347 30% HLR	88 28% HLR	122 29% ADFGX	135 34% H	132 31% H	92 27% H	92 29% DFK	210 29% DFK	267 33% DI	184 25% ADFGX	162 31% R	172 30% R	133 27% R	109 34% R	29 27% K	41 22% K	16 23% K	25 29% K	636 29% K		
Tend to agree (1)	740 32% BDKX	329 29% AB	408 36% AB	77 24% AB	161 38% ADFGX	107 27% H	125 30% H	139 36% H	131 38% DFK	238 32% DFK	232 29% DI	270 37% ADFGX	177 34% R	176 30% R	172 34% R	90 28% R	38 36% K	63 33% K	25 37% K	26 29% K	714 33% K		
Neither agree nor disagree (0)	555 24% CEHM	295 26% CEHM	255 22% CEHM	73 23% CEHM	81 19% CEHM	93 24% CEHM	109 26% CEHM	100 26% CEHM	98 28% EI	154 21% EI	202 25% EI	199 27% EI	103 20% M	153 26% M	132 26% M	80 25% M	20 19% M	50 26% M	17 24% M	22 25% M	532 24% M		
Tend to disagree (-1)	152 7% CIL	87 8% CIL	62 5% CIL	42 13% AFFGHIHL	26 6% AFFGHIHL	26 7% H	24 6% H	23 6% H	10 3% H	68 9% AEL	50 6% H	34 5% H	33 6% H	31 5% H	34 7% H	24 7% H	12 12% N*	12 6% N*	6 9% N*	5 6% N*	147 7% N*		
Strongly disagree (-2)	119 5% C	75 7% AC	44 4% C	23 7% I	24 6% I	18 5% I	22 5% I	21 6% I	10 3% I	47 6% I	40 5% I	32 4% I	35 7% I	25 4% I	18 4% I	13 4% I	7 6% I	19 10% ANOP	4 5% I	8 9% I	111 5% I		
Don't know	37 2% L	16 1% L	20 2% L	11 3% AHL	6 1% L	9 2% L	6 1% L	3 1% L	3 1% L	16 2% L	15 2% L	5 1% L	3 1% L	14 2% L	8 2% L	3 1% L	*	7 3% M	1 2% M	2 2% M	35 2% M		
Prefer not to say	15 1% C	11 1% C	3 * C	1 * C	3 1% C	6 1% C	1 * C	5 1% C	1 * C	4 * C	6 1% G	5 1% C	2 1% C	7 1% C	4 1% C	2 1% C	-	-	-	-	15 1% C		

Net: Agree	1402 61%	641 57%	755 66%	165 52%	284 67%	243 62%	257 61%	231 60%	223 65%	448 61%	499 61%	454 62%	339 66%	347 60%	305 61%	199 62%	67 63%	104 54%	41 59%	51 58%	1350 62%
Net: Disagree	271 12%	162 14%	106 9%	65 21%	50 12%	44 11%	46 12%	45 12%	21 6%	115 16%	90 11%	65 9%	68 13%	55 10%	51 10%	37 11%	19 18%	30 16%	10 14%	13 15%	257 12%
Net Diff	1131 50%	479 43%	648 57%	100 32%	233 55%	199 50%	211 50%	186 49%	203 59%	333 45%	409 50%	389 53%	271 52%	292 51%	253 51%	163 51%	48 45%	73 38%	31 45%	38 43%	1093 50%

Mean	0.75 BOR	0.65	0.85 AB	0.54	0.80 DI	0.83 D	0.78 D	0.68	0.83 D	0.69 D	0.80 D	0.75 D	0.78 R	0.79 R	0.76 R	0.82 R	0.66 *	0.52	0.64 *	0.64 *	0.76
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Standard Error	0.020	0.040	0.030	0.070	0.050	0.060	0.060	0.060	0.050	0.040	0.040	0.040	0.050	0.050	0.050	0.060	0.120	0.090	0.130	0.130	0.020
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ColumnMeans (5%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30 (**) Small Base: 100 (*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel proud of the UK

All participants

	Employment status			Social grade				Income					Education		Ethnicity		Marital Status		Child in household		Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period		
	Total	Working	Not working	A8	C1	C2	D6	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/Living as Married	Widowed/Divorced/Separated	None	At least one	Has heard of	Has not heard of	Taken part in at least one of the activities listed	Not taken part in any of the activities listed	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584
Strongly agree (2)	661 29% CLNRTWY	451 31% AC	210 25% AEFG	214 34% AEFG	193 29% ADG	113 24% ADG	141 28% DE	140 26% K	146 25% K	165 32% L	171 41% AHJL	39 19% AN	360 34% AN	301 25% AN	576 29% AN	85 34% AR	426 31% AR	171 26% AR	64 27% AT	385 25% AT	276 36% AT	510 31% AW	151 24% AW	434 41% AY	76 13% AY
Tend to agree (1)	740 32% DY	460 32% AC	280 34% AEFG	193 31% ADG	247 37% ADG	149 32% ADG	151 30% DE	167 31% K	188 32% K	169 32% L	144 34% AHJL	72 32% AN	341 33% AN	400 33% AN	667 33% AN	69 27% AR	467 31% AR	199 30% AR	74 31% AT	486 32% AT	254 33% AT	549 33% AW	191 30% AW	387 37% AY	162 28% AY
Neither agree nor disagree (0)	555 24% BDNMQJLX	325 22% AB	229 28% AEFG	143 23% ADG	149 22% ADG	121 26% ADG	143 28% DE	143 26% K	145 25% K	133 25% L	65 15% K	69 33% AK	239 22% AN	315 26% AN	494 22% AN	56 22% AR	305 26% AR	177 31% AR	73 29% AT	438 15% AU	116 23% AW	380 27% AW	174 14% AX	153 39% AX	228 39% AX
Tend to disagree (-1)	152 7% DKSX	101 7% AC	50 6% AEFG	32 5% ADG	41 6% ADG	42 9% ADG	36 7% DE	37 7% K	59 10% K	29 6% L	19 5% AHJL	8 4% AN	64 6% AN	87 7% AN	130 6% AN	20 8% AR	81 6% AR	64 10% AT	7 3% AT	97 6% AT	55 7% AW	98 6% AW	54 8% AX	53 5% AX	45 8% AX
Strongly disagree (-2)	119 5% DKCX	77 5% AC	42 5% AEFG	27 4% ADG	33 5% ADG	28 6% ADG	30 6% DE	39 7% K	30 5% K	20 4% L	14 3% AHJL	16 8% AN	55 5% AN	64 5% AN	105 5% AN	14 6% AR	59 4% AR	45 7% AT	15 6% AT	81 5% AU	38 5% AW	78 5% AW	41 6% AX	21 2% AX	57 10% AX
Don't know	37 2% MXK	25 2% AC	12 1% AEFG	15 2% ADG	8 1% ADG	10 2% ADG	4 1% DE	15 3% K	8 1% K	5 1% L	6 2% AHJL	3 1% AN	10 1% AN	27 1% AN	29 1% AN	7 3% AR	24 2% AR	12 2% AT	* 1% AT	21 2% AT	16 1% AW	21 1% AW	17 3% AX	8 1% AX	13 2% AX
Prefer not to say	15 1% VK	7 1% AC	8 1% AEFG	4 1% ADG	2 * ADG	7 2% ADG	2 * DE	6 1% K	4 1% K	1 * L	1 * AHJL	3 1% AN	4 * AN	11 1% AN	12 1% AN	1 * AR	10 1% AR	3 * AT	2 1% AT	8 1% AT	7 1% AW	6 * AW	10 2% AX	1 * AX	4 1% AX

Net: Agree	1402 61% HLNRTWY	912 63% AC	490 59% AEFG	408 65% AFG	440 65% AFG	262 56% ADG	291 58% DE	307 56% K	334 58% K	334 64% HL	316 75% AHJL	111 53% AN	701 65% AN	700 58% AN	1243 62% AN	154 61% AR	894 65% AR	370 55% AT	138 59% AT	871 57% AT	530 70% AT	1059 64% AW	343 54% AW	822 78% AY	237 41% AY
Net: Disagree	271 12% DKQVX	179 12% AC	92 11% AEFG	60 10% ADG	74 11% ADG	70 15% D	66 13% DE	75 14% K	90 15% AK	49 9% L	33 8% AHJL	24 11% AN	119 11% AN	151 13% AN	234 12% AN	34 13% AR	140 10% AR	109 16% AT	22 9% AT	177 12% AT	93 12% AT	176 11% AW	94 15% AW	74 7% AX	102 17% AX
Net Diff	1131 50%	733 51%	398 48%	348 55%	366 54%	191 41%	225 44%	232 42%	245 42%	285 54%	283 67%	87 42%	582 54%	549 46%	1009 50%	120 48%	754 55%	261 39%	116 49%	694 46%	437 57%	883 54%	248 39%	747 71%	136 23%

Mean	0.75 HLNRTWY	0.78	0.70	0.88 AFG	0.79	0.61	0.67	0.63	0.63	0.83 HL	1.07 AHJL	0.54	0.84 AN	0.67	0.75	0.79	0.84 AR	0.59	0.71	0.67	0.91 AT	0.81 AW	0.59	1.11 AY	0.27
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Standard Error	0.020	0.030	0.040	0.040	0.040	0.050	0.050	0.050	0.050	0.050	0.050	0.080	0.030	0.030	0.020	0.080	0.030	0.050	0.070	0.030	0.040	0.030	0.050	0.030	0.050
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel hopeful for the future

All participants

	Gender			Age									Region									City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Areas other than B'ham/ Sandwell/ surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207		
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190		
Strongly agree (2)	495	236	254	70	118	111	81	58	56	188	192	115	112	123	107	88	16	29	19	21	474		
	22% HLR	21%	22%	22% HL	28% AGHL	28% AGHL	19%	15%	16%	26% AGHL	24% GHL	16%	22%	21%	21% AGR	27%	15%	15%	28% *	24% *	22%		
Tend to agree (1)	694	328	364	104	125	93	138	119	115	229	231	234	171	173	137	97	41	52	22	31	663		
	30% F	29%	32%	33% F	30%	23%	33%	31% FK	33% F	31% F	28%	32% F	33%	30%	27%	30%	38% *	27%	32% *	35% *	30%		
Neither agree nor disagree (0)	670	316	352	68	109	109	120	144	121	177	229	265	158	182	147	69	30	67	18	21	649		
	29% DIP	28%	31%	22%	26%	28%	29%	38% ADEFGHL	35% DEJ	24%	28%	36% ADEFGJK	31% P	31% P	30% P	21%	28%	35% P	26% P	24% *	30%		
Tend to disagree (-1)	219	125	93	40	35	42	35	34	33	75	77	67	40	44	65	10	22	3	4	215			
	10% C	11% C	8%	13%	8%	11%	8%	9%	10%	10%	9%	9%	8%	8%	13% AMN	11%	9% *	11%	5% *	5% *	10%		
Strongly disagree (-2)	129	83	44	18	23	17	35	23	12	41	52	35	27	30	27	17	9	16	4	8	121		
	6% C	7% AC	4%	6%	6%	4%	6% AFHKL	6%	3%	6%	6% F	5%	5%	5%	5%	5%	8% *	8% *	5% *	9% *	6%		
Don't know	62	29	30	12	11	17	10	3	8	23	27	11	6	20	14	13	1	6	2	4	58		
	3% HLM	3%	3%	4% HL	3%	4%	2%	1%	2%	3% H	3% H	2% 2%	1% M	3%	3%	4% M	1%	3%	3% *	4% *	3%		
Prefer not to say	11	8	2	1	2	6	-	2	-	4	6	2	2	4	2	2	-	-	-	-	11		
	* C	1%	*	*	1%	1% AGL	-	*	-	*	1% G	*	*	1%	*	1%	-	-	-	-	*		

Net: Agree	1189 52%	564 50%	618 54%	174 55%	244 58%	203 52%	219 52%	177 46%	171 50%	418 57%	422 52%	349 48%	283 55%	296 51%	244 49%	185 58%	57 54%	81 43%	42 61%	52 58%	1137 52%
Net: Disagree	348 15%	208 19%	138 12%	58 19%	58 14%	59 15%	70 17%	58 15%	45 13%	117 16%	129 16%	102 14%	67 13%	75 13%	91 18%	52 16%	18 17%	38 20%	7 10%	12 13%	336 15%
Net Diff	841 37%	356 32%	480 42%	116 37%	185 44%	144 37%	149 36%	120 31%	127 37%	301 41%	293 36%	246 34%	216 42%	221 38%	153 31%	133 41%	39 37%	44 23%	35 50%	40 45%	801 37%

Mean	0.55 BHLR	0.47	0.62 AB	0.56	0.68 AGHL	0.64 HL	0.48	0.41	0.51	0.63 AHL	0.56	0.46	0.59 R	0.57 R	0.48	0.67 R	0.44 *	0.31	0.76 R*	0.63 *	0.54
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Standard Error	0.020	0.040	0.030	0.070	0.060	0.060	0.060	0.050	0.050	0.040	0.040	0.040	0.050	0.050	0.050	0.070	0.110	0.080	0.130	0.130	0.020
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Overlap formulae used

ColumnProportions (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - Events like these make me feel hopeful for the future

All participants

	Employment status			Social grade				Income					Education			Ethnicity		Marital Status			Child in household			Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period	
	Total	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	None	At least one	Has heard of	Has not heard of	Taken part in least one of the activities listed	Taken part in any of the activities listed		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)		
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565		
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584		
Strongly agree (2)	495	369	125	165	137	86	107	108	101	128	135	22	272	223	435	56	320	131	44	272	223	363	132	319	43		
	22%	25%	15%	26%	20%	18%	21%	20%	17%	24%	32%	11%	25%	19%	22%	22%	23%	19%	19%	18%	29%	22%	21%	30%	7%		
	AC	AEF	AEF	AEF	AEF	AEF	AEF	L	L	IL	AHJL		AN							AT				AY			
Tend to agree (1)	694	440	253	199	230	140	125	137	185	165	149	59	348	346	614	78	443	188	63	456	238	510	184	387	123		
	30%	30%	31%	32%	34%	30%	25%	25%	32%	31%	35%	28%	32%	29%	31%	31%	32%	28%	27%	30%	31%	31%	29%	37%	21%		
	GHY			G	AG					AH													AY				
Neither agree nor disagree (0)	670	379	291	166	186	146	172	178	173	150	83	86	281	389	587	80	398	197	76	504	166	505	165	260	244		
	29%	26%	35%	26%	28%	31%	34%	33%	30%	29%	20%	41%	26%	32%	29%	32%	29%	29%	32%	33%	22%	31%	26%	25%	42%		
	BDMULX	AB					ADE	K	K	K		AUK	AM						AU					AX			
Tend to disagree (-1)	219	132	88	52	68	50	50	66	67	47	31	9	88	131	205	13	113	79	28	154	65	146	73	54	92		
	10%	9%	11%	8%	10%	11%	10%	12%	12%	9%	7%	4%	8%	11%	10%	5%	8%	12%	12%	10%	9%	9%	12%	5%	16%		
	DUMPOK							KL	KL						AP			Q						AX			
Strongly disagree (-2)	129	83	46	27	33	30	38	36	37	22	12	21	61	68	114	13	59	53	16	89	40	83	46	22	61		
	6%	6%	6%	4%	5%	6%	8%	7%	6%	4%	3%	10%	6%	6%	6%	5%	4%	8%	7%	6%	5%	5%	7%	2%	10%		
	DKCX						D	K	K			AIK						AQ						AX			
Don't know	62	42	20	20	15	14	13	18	13	9	11	11	22	39	50	9	34	21	7	38	23	35	27	15	20		
	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%	5%	5%	2%	3%	2%	4%	3%	3%	3%	3%	2%	4%	1%	3%		
	VK											J												X			
Prefer not to say	11	3	8	1	4	4	2	2	4	2	1	2	2	8	7	1	6	3	2	3	7	1	9	1	1		
	*	*	*	*	1%	1%	*	*	1%	*	*	1%	*	1%	*	1%	*	*	1%	*	1%	AT	*	1%	*		
	BDOYK		B																			AV					

Net: Agree	1189 52%	810 56%	379 46%	364 58%	367 55%	226 48%	231 46%	245 45%	286 49%	293 56%	284 67%	81 39%	619 58%	569 47%	1050 52%	134 53%	762 56%	319 48%	107 46%	728 48%	461 60%	873 53%	316 50%	706 67%	166 28%
	CEGHNTY	AC		AFG	G				L	HL	AHJL		AN				ARS			AT			AY		
Net: Disagree	348 15%	214 15%	134 16%	79 13%	101 15%	81 17%	88 17%	103 19%	104 18%	68 13%	42 10%	30	149 14%	199 17%	319 16%	26 11%	172 13%	132 20%	44 19%	243 16%	105 14%	229 14%	119 7%	76 13%	153 26%
	DKQVX						D	AIK	K								AQ	Q						AX	
Net Diff	841 37%	595 41%	245 30%	285 45%	266 40%	145 31%	144 28%	142 26%	182 31%	224 43%	242 57%	51 24%	470 44%	370 31%	731 36%	107 43%	590 43%	187 28%	63 27%	484 32%	356 47%	644 39%	196 31%	631 60%	13 2%

Mean	0.55 CEGHNTY	0.63 AC	0.40	0.69 AFG	0.57	0.44	0.43	0.41	0.44	0.65 AHL	0.89 AHJL	0.26	0.65 AN	0.45	0.54	0.62	0.64 ARS	0.41	0.40	0.45	0.74 AT	0.58	0.47	0.89 AY	-0.01
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Standard Error	0.020	0.030	0.040	0.040	0.040	0.050	0.050	0.050	0.050	0.050	0.050	0.080	0.030	0.030	0.030	0.070	0.030	0.050	0.080	0.030	0.040	0.030	0.050	0.030	0.040
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Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30** Small Base: 100**

ColumnMeans (5%): A/B/C/A/D/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30** Small Base: 100**

22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - I enjoy attending events like these

All participants

	Gender			Age										Region										City/ town boosts	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	NET: 16-34 (J)	NET: 35-54 (K)	NET: 55-75 (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	B'ham, Sandwell & surroundin g areas (T)	Areas other than B'ham/ Sandwell/ surroundin g area (U)				
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207				
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190				
Strongly agree (2)	387	210	176	66	101	103	56	33	29	167	158	62	90	85	73	88	16	22	12	15	372				
	17% GHIL	19% 15%	15% 21%	21% GHIL	24% AGHL	26% AGHL	13% L	8% 8%	8% 23%	23% AGHL	19% AGHL	8% 8%	17% 15%	15% 15%	15% 15%	27% AMNDQR	15% +	11% +	12% +	17% +	17%				
Tend to agree (1)	539	262	273	79	135	92	93	79	62	214	185	141	116	139	119	88	27	32	18	29	510				
	24% IL	23% 24%	24% 25%	32% AFGHIL	23% 32%	23% 23%	22% 21%	21% 18%	18% 29%	23% AGHL	23% AGHL	19% 23%	23% 24%	24% 24%	24% 27%	27% R	25% +	17% +	25% +	33% +	23%				
Neither agree nor disagree (0)	590	275	313	73	96	100	122	106	93	169	223	199	139	151	133	73	30	48	16	18	572				
	26% J	24% 27%	23% 23%	23% 23%	23% 26%	29% 23%	28% 27%	27% 23%	27% 27%	27% 27%	27% 27%	27% 27%	27% 26%	27% 23%	27% 23%	28% 23%	28% +	25% +	23% +	20% +	26%				
Tend to disagree (-1)	372	172	197	45	43	42	69	89	84	88	111	173	81	101	81	36	16	47	11	12	360				
	16% EFKRP	15% 17%	17% 14%	14% 10%	10% 11%	11% 16%	16% EFK	23% ADEFGIK	24% ADEFGIK	12% 14%	14% F	24% ADEFGIK	16% 16%	18% P	16% 11%	16% 11%	15% +	25% AMOP	15% +	14% +	16%				
Strongly disagree (-2)	307	167	139	35	35	37	65	69	66	70	102	135	71	75	72	28	16	34	10	11	296				
	13% EFJP	15% 12%	12% 11%	11% 8%	8% 9%	9% 8%	15% EFJK	18% ADEFEJK	19% ADEFEJK	9% 12%	12% F	19% ADEFEJK	14% 14%	13% 13%	14% 9%	9% +	15% +	18% P	15% +	12% +	14%				
Don't know	67	30	36	15	13	11	14	5	10	27	25	15	13	20	19	6	2	5	3	4	64				
	3% HL	3% 3%	3% 5%	5% 3%	3% 3%	3% 3%	3% 3%	1% 1%	3% 4%	4% 3%	3% 2%	2% 3%	3% 3%	3% 3%	4% 2%	2% 1%	1% +	3% 3%	4% +	4% +	3%				
Prefer not to say	16	10	5	2	1	9	-	3	1	3	9	4	6	4	2	2	-	2	-	-	16				
	1% AGHL	1% +	1% 1%	1% +	1% +	2% ABEJLKL	- -	1% +	1% +	1% +	1% G	1% 1%	1% 1%	1% 1%	1% +	1% +	1% +	1% +	1% +	1% +	1%				

Net: Agree	926 41% GHILR	471 42% 39%	450 39% 46%	145 40% AGHL	235 56% ADGHKL	194 49% AGHL	149 35% IL	112 29% 26%	91 26% 52%	381 42% ADGHKL	343 42% GHIL	203 28% 28%	206 40% R	225 39% R	192 38% R	176 55% AMNDQR	43 41% +	54 28% R*	30 43% R*	45 50% +	882 40%
Net: Disagree	679 30% EFKRP	339 30% 29%	336 29% 25%	80 25% J	79 19% 20%	79 20% 32%	134 32% EFJK	158 41% ADEFGIK	150 43% ADEFGIK	158 21% EF	212 42% ADEFGIK	308 29% P	152 29% P	176 31% P	153 31% P	64 20% +	31 30% +	82 43% AMNDP	21 30% +	23 26% +	656 30%
Net Diff	247 11% 11%	132 12% 10%	114 10% 21%	66 21% 37%	157 37% 29%	115 29% 4%	15 4% -12%	-47 -12% -17%	-59 -17% 30%	222 131 -106	131 16% -15%	55 11% 11%	48 8% 8%	40 8% 8%	112 35% 11%	12 11% 35%	-27 11% -14%	9 13% 13%	22 24% 24%	226 10%	

Mean	0.15 GHILR	0.16	0.14	0.33 AGHL	0.54 ADGHKL	0.49 AGHL	0.01 HL	-0.22	-0.29	0.45 ADGHKL	0.24 AGHL	-0.25	0.15 R	0.11 R	0.09 R	0.55 AMNDQRS	0.11 +	-0.22	0.17 +	0.31 +	0.14
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Standard Error	0.030	0.040	0.040	0.070	0.060	0.070	0.060	0.060	0.070	0.050	0.050	0.050	0.060	0.050	0.060	0.070	0.120	0.090	0.160	0.140	0.030
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Overlap formulae used
ColumnProportions (SN): A/B/C/A/D/E/F/G/H/I/J/K/L/A/M/N/O/P/Q/R/S/A/T/U Minimum Base: 30(**) Small Base: 100(*)
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22-060098-01 - 8th - 9th August 2022

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q2. Thinking about events such as these, to what extent do you agree or disagree with each of the following? - I enjoy attending events like these

All participants

	Employment status			Social grade				Income					Education		Ethnicity		Marital Status		Child in household		Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period		
	Total	Working	Not working	AB	C1	C2	DE	Up to £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Graduate	Non-graduate	White ethnic group	Minority ethnic group	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	None	At least one	Has heard of	Has not heard of	Taken part in at least one of the activities listed	Not taken part in any of the activities listed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584
Strongly agree (2)	387	300	88	145	104	53	85	77	68	93	128	22	227	161	334	53	238	121	28	184	203	258	130	226	32
	17% CFLMNTVY	21% AC	11% C	23% AEFG	15% D	11% F	17% G	14% H	12% I	18% JL	30% KM	10% N	21% AN	13% O	17% P	21% Q	17% R	18% S	12% T	12% U	27% AT	16% AV	20% AW	21% AX	5% AY
Tend to agree (1)	539	387	152	154	170	116	99	99	131	140	134	35	285	254	454	82	347	144	48	308	232	395	144	323	72
	24% CGHMDTY	27% AC	18% C	24% AEFG	25% D	25% F	20% G	18% H	23% I	27% JL	32% KM	17% N	27% AN	21% O	23% P	33% Q	25% R	22% S	20% T	20% U	30% AT	24% AV	23% AW	31% AX	12% AY
Neither agree nor disagree (0)	590	347	243	153	186	120	132	158	154	146	75	58	253	337	518	68	356	185	50	424	166	439	151	281	158
	26% BDKMU	24% AB	29% C	24% AEFG	28% D	26% F	26% G	29% H	26% I	28% JL	18% KM	28% N	24% AN	28% O	26% P	27% Q	26% R	24% S	21% T	28% U	22% AV	24% AW	27% AX	27% AY	
Tend to disagree (-1)	372	195	177	93	109	80	91	83	128	83	45	34	153	219	348	22	209	100	64	303	69	286	86	134	152
	16% BDKMPUWX	13% AB	21% C	15% AEFG	16% D	17% D	18% G	15% H	22% AHJK	16% K	11% L	16% M	14% AN	18% O	17% P	9% Q	15% R	15% S	27% TQR	20% AU	9% AV	17% AW	13% AX	13% AY	26% AZ
Strongly disagree (-2)	307	166	141	61	85	79	81	112	75	48	27	45	128	179	286	19	167	100	40	239	68	220	87	63	157
	13% BDKMPUX	11% AB	17% C	10% AEFG	13% D	16% D	16% G	21% AHJK	13% K	9% L	6% M	22% AN	12% O	15% P	14% Q	7% R	12% S	15% T	16% U	13% AV	9% AW	13% AX	14% AY	6% AZ	27% BA
Don't know	67	46	21	22	15	15	15	16	15	11	12	13	25	42	60	7	42	20	5	51	16	38	29	26	12
	3% V	3% AC	3% C	3% AEFG	3% D	3% F	3% G	3% H	3% I	2% J	3% KL	6% M	2% AN	3% O	3% P	3% Q	3% R	3% S	2% T	3% U	2% AV	5% AW	5% AX	2% AY	2% AZ
Prefer not to say	16	7	9	1	4	8	3	1	9	2	2	3	2	14	12	1	13	2	1	9	7	5	11	5	-
	1% DMYV	1% AC	1% C	* AEFG	1% D	2% F	1% G	* AH	2% AH	* AJ	* AK	1% AL	* AM	1% M	1% N	1% O	1% P	* Q	* R	1% S	1% T	* AV	2% AW	1% AX	- AY

Net: Agree	926 41% CHELMSTY AC	687 47% AC	239 29% C	299 48% AEFG	274 41% E	169 36% F	184 36% G	176 32% H	199 34% I	233 45% JL	261 62% JL	57 27% K	512 48% AN	415 34% M	788 39% AO	135 54% AO	585 43% AS	265 40% S	76 32% T	491 32% U	435 57% AT	653 40% V	274 43% W	549 52% AY	104 18% AZ
Net: Disagree	679 30% BDKMPGLX	361 25% AB	318 38% C	154 25% AEFG	194 29% D	159 34% D	172 34% D	195 36% AJK	203 35% AJK	131 25% K	71 17% L	79 38% M	281 26% AN	398 33% AM	634 32% AP	40 16% AQ	375 27% AS	200 30% S	104 44% AQ	541 36% AU	138 18% AT	506 31% V	173 27% W	197 19% AY	310 53% AZ
Net Diff	247 11%	326 23%	-79 -9%	145 23%	80 12%	10 2%	12 2%	-19 -4%	-4 -1%	102 20%	190 45%	-22 -10%	230 21%	17 1%	154 8%	94 38%	210 15%	66 10%	-28 -12%	-50 -3%	297 39%	146 9%	101 16%	352 33%	-206 -35%

Mean	0.15 CHELMSTY	0.33 AC	-0.17 C	0.38 AEFG	0.15 E	-0.04 F	0.03 G	-0.10 H	-0.02 I	0.29 JL	0.72 JL	-0.23 K	0.31 AN	* M	0.10 AO	0.53 AO	0.21 AS	0.13 S	-0.18 T	-0.07 U	0.59 AT	0.11 V	0.24 W	0.50 AY	-0.58 AZ
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Standard Error	0.030	0.030	0.040	0.050	0.050	0.060	0.060	0.060	0.050	0.050	0.060	0.090	0.040	0.040	0.030	0.070	0.030	0.050	0.080	0.030	0.050	0.030	0.050	0.040	0.050
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/O/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling
Adults aged 16-75 in the UK

Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?

All participants

	Gender			Age										Region						City/ town boosts	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75	NET: 16-34	NET: 35-54	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern Ireland	B'ham, Sandwell & surrounding areas	Areas other than B'ham/ Sandwell/ surrounding areas
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	2279	1107	1158	355	420	405	423	409	267	775	828	676	529	551	496	304	109	190	100	72	2207
Weighted base	2279	1125	1140	314	423	394	419	383	345	738	813	728	516	577	500	321	106	191	69	89	2190
Watched an event on TV, listened to it on the radio or watched events at a community live site	876	411	464	60	114	138	203	181	180	174	341	361	213	228	197	85	53	70	31	30	846
	38%	37%	41%	19%	27%	35%	48%	47%	52%	24%	42%	50%	41%	39%	39%	26%	50%	37%	45%	34%	39%
	DEJP		A		D	DEJ	ADEFJK	ADEFJ	ADEFJK	D	ADEFJ	ADEFJK	P	P	P		AP*	P	P*	*	
Watched the Queen's Baton Relay	189	91	98	19	38	25	33	29	45	57	59	74	46	62	37	28	7	6	4	18	171
	8%	8%	9%	6%	9%	6%	8%	8%	13%	8%	7%	10%	9%	11%	7%	9%	7%	3%	5%	21%	8%
	BU								ADHJK			H	R	R		R	*		*	AU*	
Posted about the Games online (social media, blog, etc.) / followed the Games / an athlete on social media	155	90	64	31	50	28	27	14	6	81	55	20	42	40	15	40	2	7	8	17	138
	7%	8%	6%	10%	12%	7%	6%	4%	2%	11%	7%	3%	8%	7%	3%	12%	2%	4%	11%	19%	6%
	CHLELU			AHL	AGHKL	IL	IL			AGHKL	IL	3%	8%	O	O		ANDOR	*	4%	OSR*	AU*
Purchased tickets to an event / entered a ballot for tickets	120	73	46	22	42	22	17	14	3	64	39	17	17	30	22	40	2	6	2	12	108
	5%	6%	4%	7%	10%	6%	4%	4%	1%	AGHKL	5%	2%	3%	5%	4%	12%	2%	3%	4%	13%	5%
	CLMDJ	C		IL	AGHKL	IL	I	IL		AGHKL	IL	I				AMNDORS	*		*	AU*	
Children in household have taken part in Games activities at school (e.g. Commonwealth Daily Mile, Perry assemblies)	106	69	36	22	40	29	12	3	-	61	42	3	20	24	14	34	1	10	3	9	97
	5%	6%	3%	7%	9%	7%	3%	1%	-	8%	5%	*	4%	4%	3%	11%	1%	5%	5%	10%	4%
	CHLEU	AC		GHKL	AGHKL	AGHKL	HL			AGHKL	GHKL					AMNDQ	*		*	*	
Been involved in the Games from a business perspective (e.g. your business has supplied the Games with something or your business has had games-time support such as hospitality training)	92	68	23	14	45	23	5	4	1	59	27	5	14	13	15	41	2	7	-	3	89
	4%	6%	2%	4%	11%	6%	1%	1%	*	8%	3%	1%	3%	2%	3%	13%	2%	4%	-	4%	4%
	GBHLN	AC			ADGHKL	GHKL				ADGHKL	GHKL					AMNDORS	*		*	*	
Attended an event/s as part of the 6-month long Birmingham 2022 Cultural Festival	91	72	17	16	37	28	8	2	1	53	35	3	18	30	8	31	1	1	3	16	75
	4%	6%	2%	5%	9%	7%	2%	1%	*	7%	4%	*	3%	5%	2%	10%	1%	1%	4%	18%	3%
	CGHLELDUJ	AC		GHKL	AGHKL	AGHKL	L			AGHKL	GHKL			OR				*	*	AU*	
Have been involved in any local sport club initiatives for the Games / been offered free bikes / training because of the Games	79	54	25	20	24	26	6	3	-	44	32	3	11	14	15	28	4	5	3	3	76
	3%	5%	2%	6%	6%	7%	1%	1%	-	6%	4%	*	2%	2%	3%	9%	4%	3%	4%	4%	3%
	CDHKL	AC		AGHKL	AGHL	AGHKL				AGHL	GHKL						AMNDOR	*	*	*	
Applied to be a volunteer / volunteered at an event	62	43	18	6	25	19	5	6	2	31	24	7	17	11	9	22	1	2	-	2	60
	3%	4%	2%	2%	6%	5%	1%	1%	*	4%	3%	1%	3%	2%	2%	7%	1%	1%	-	2%	3%
	CL	AC			ADGHKL	AGHKL				ADGHKL	GL					ANDRS	*		*	*	
None of these	584	279	300	26	73	84	135	142	134	99	219	266	128	153	154	44	26	64	15	19	565
	26%	25%	26%	8%	17%	21%	32%	37%	36%	13%	27%	37%	25%	27%	31%	14%	25%	34%	21%	21%	26%
	DEJP			DJ	DJ	ADEFJK	ADEFJK	ADEFJK	ADEFJK	D	DEFJ	ADEFJK	P	P	AP		P*	AMP	*	*	
Has not heard of 2022 Birmingham Commonwealth Games	637	317	313	187	175	137	64	42	32	362	201	74	137	144	125	145	23	46	18	17	620
	28%	28%	27%	60%	41%	35%	15%	11%	9%	49%	25%	10%	27%	25%	25%	45%	22%	24%	26%	19%	28%
	GHKL			ATFGHKL	AGHKL	AGHKL	L			ADGHKL	GHKL					AMNDORS	*		*	*	

Net: Done something	1058	529	527	100	176	172	221	199	189	276	393	388	251	280	221	132	57	81	36	53	1005
	46%	47%	46%	32%	42%	44%	53%	52%	55%	37%	48%	53%	49%	48%	44%	41%	54%	42%	52%	59%	46%
	BUJ				DJ	D	ADEFJK	ADEFJ	ADEFJ	D	DFJ	ADEFJ					*		*	*	

Standard Error	0.040	0.060	0.040	0.130	0.110	0.120	0.060	0.040	0.040	0.090	0.060	0.030	0.070	0.070	0.070	0.160	0.100	0.090	0.110	0.200	0.040
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

Column proportions (2%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/N/M/O/P/Q/R/S/A/T/U Minimum Base: 100** Small Base: 100**

Column Means (2%): A/B/C/A/D/E/F/G/H/I/J/K/L/A/N/M/O/P/Q/R/S,A/T/U Minimum Base: 300** Small Base: 100**

22-060098-01 - 8th - 9th August 2022
PUBLIC USE
DCMS - Birmingham 2022 Commonwealth Games Polling
Adults aged 16-75 in the UK

Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?
All participants

																					Awareness of Commonwealth Games		Activities taken part in during Commonwealth Games period			
	Employment status			Social grade				Income				Education			Ethnicity		Marital Status			Child in household			Has heard of	Has not heard of	Taken part in at least one of the activities listed	Taken part in any of the activities listed
	Total (A)	Working (B)	Not working (C)	A8 (D)	C1 (E)	C2 (F)	D6 (G)	Up to £19,999 (H)	£20,000-£34,999 (I)	£35,000-£54,999 (J)	£55,000+ (K)	Refused (L)	Graduate (M)	Non-graduate (N)	White ethnic group (O)	Minority ethnic group (P)	Married/ Living as Married (Q)	Single (R)	Widowed/ Divorced/ Separated (S)	None (T)	At least one (U)	Has heard of (V)	Has not heard of (W)	(X)	(Y)	
Unweighted base	2279	1579	700	1139	591	194	355	429	525	567	554	204	1214	1065	2016	247	1406	661	212	1461	818	1626	653	1061	565	
Weighted base	2279	1448	831	630	673	470	506	545	580	523	421	210	1074	1205	2013	251	1372	672	235	1517	762	1642	637	1058	584	
Watched an event on TV, listened to it on the radio or watched events at a community live site	876	524	352	239	296	178	164	189	221	220	158	88	435	442	807	66	560	212	104	650	227	876	-	876	-	
Unweighted base	38%	30%	42%	38%	44%	38%	32%	39%	38%	42%	38%	42%	40%	37%	40%	26%	41%	43%	32%	44%	30%	53%	-	83%	-	
Weighted base	38%	30%	42%	38%	44%	38%	32%	39%	38%	42%	38%	42%	40%	37%	40%	26%	41%	43%	32%	44%	30%	53%	-	83%	-	
Watched the Queen's Baton Relay	189	132	57	61	70	36	23	32	49	50	44	15	102	88	173	15	130	44	15	126	64	189	-	189	-	
Unweighted base	8%	9%	7%	10%	10%	8%	4%	6%	9%	9%	10%	7%	9%	7%	9%	6%	10%	7%	6%	8%	8%	12%	-	18%	-	
Weighted base	8%	9%	7%	10%	10%	8%	4%	6%	9%	9%	10%	7%	9%	7%	9%	6%	10%	7%	6%	8%	8%	12%	-	18%	-	
Posted about the Games online (social media, blog, etc.) / followed the Games / an athlete on social media	155	128	27	58	38	35	24	39	25	40	42	9	91	64	128	27	103	48	4	76	79	155	-	155	-	
Unweighted base	7%	9%	3%	9%	6%	7%	5%	7%	4%	8%	10%	4%	9%	5%	6%	11%	8%	7%	2%	5%	10%	9%	-	15%	-	
Weighted base	7%	9%	3%	9%	6%	7%	5%	7%	4%	8%	10%	4%	9%	5%	6%	11%	8%	7%	2%	5%	10%	9%	-	15%	-	
Purchased tickets to an event / entered a ballot for tickets	120	98	22	50	40	18	11	23	17	24	47	7	82	38	104	14	87	24	8	49	71	120	-	120	-	
Unweighted base	5%	7%	3%	8%	6%	4%	2%	4%	3%	5%	11%	3%	8%	3%	5%	6%	6%	4%	4%	3%	9%	7%	-	11%	-	
Weighted base	5%	7%	3%	8%	6%	4%	2%	4%	3%	5%	11%	3%	8%	3%	5%	6%	6%	4%	4%	3%	9%	7%	-	11%	-	
Children in household have taken part in Games activities at school (e.g. Commonwealth Daily Mile, Perry assemblies)	106	87	19	42	33	18	13	20	18	22	43	2	69	36	88	17	80	23	3	20	86	106	-	106	-	
Unweighted base	5%	6%	2%	7%	5%	4%	3%	4%	3%	4%	10%	1%	6%	3%	4%	7%	6%	3%	1%	1%	11%	6%	-	10%	-	
Weighted base	5%	6%	2%	7%	5%	4%	3%	4%	3%	4%	10%	1%	6%	3%	4%	7%	6%	3%	1%	1%	11%	6%	-	10%	-	
Been involved in the Games from a business perspective (e.g. your business has supplied the Games with something or your business has had games-time support such as hospitality training)	92	83	9	39	27	16	10	13	14	23	41	1	63	29	76	16	73	17	2	25	66	92	-	92	-	
Unweighted base	4%	6%	1%	6%	4%	3%	2%	2%	2%	4%	10%	1%	6%	2%	4%	6%	5%	3%	1%	2%	9%	6%	-	9%	-	
Weighted base	4%	6%	1%	6%	4%	3%	2%	2%	2%	4%	10%	1%	6%	2%	4%	6%	5%	3%	1%	2%	9%	6%	-	9%	-	
Attended an event/s as part of the 6-month long Birmingham 2022 Cultural Festival	91	84	8	39	24	21	8	19	16	16	37	3	57	35	72	19	65	24	2	29	62	91	-	91	-	
Unweighted base	4%	6%	1%	6%	4%	4%	2%	4%	3%	3%	9%	1%	5%	3%	4%	7%	5%	4%	1%	2%	8%	6%	-	9%	-	
Weighted base	4%	6%	1%	6%	4%	4%	2%	4%	3%	3%	9%	1%	5%	3%	4%	7%	5%	4%	1%	2%	8%	6%	-	9%	-	
Have been involved in any local sport club initiatives for the Games / been offered free bikes / training because of the Games	79	72	7	39	22	9	9	12	15	20	31	1	57	23	66	13	61	16	1	17	62	79	-	79	-	
Unweighted base	3%	5%	1%	6%	3%	2%	2%	2%	3%	4%	7%	1%	5%	2%	3%	5%	4%	2%	1%	1%	8%	5%	-	7%	-	
Weighted base	3%	5%	1%	6%	3%	2%	2%	2%	3%	4%	7%	1%	5%	2%	3%	5%	4%	2%	1%	1%	8%	5%	-	7%	-	
Applied to be a volunteer / volunteered at an event	62	53	9	27	14	14	7	6	17	11	21	7	38	24	40	12	53	6	3	22	41	62	-	62	-	
Unweighted base	3%	4%	1%	4%	2%	3%	1%	1%	3%	2%	5%	3%	4%	2%	2%	5%	4%	1%	1%	1%	5%	4%	-	6%	-	
Weighted base	3%	4%	1%	4%	2%	3%	1%	1%	3%	2%	5%	3%	4%	2%	2%	5%	4%	1%	1%	1%	5%	4%	-	6%	-	
None of these	584	342	242	144	200	124	116	144	167	128	76	69	268	317	552	30	341	163	83	466	119	584	-	-	584	
Unweighted base	26%	24%	29%	23%	30%	26%	23%	26%	29%	25%	18%	13%	25%	26%	27%	12%	23%	24%	33%	31%	16%	36%	-	-	100%	
Weighted base	26%	24%	29%	23%	30%	26%	23%	26%	29%	25%	18%	13%	25%	26%	27%	12%	23%	24%	33%	31%	16%	36%	-	-	100%	
Has not heard of 2022 Birmingham Commonwealth Games	637	433	204	186	137	124	190	169	149	134	146	40	284	353	509	118	340	257	40	331	306	-	637	-	-	
Unweighted base	28%	30%	25%	30%	20%	26%	38%	31%	26%	26%	35%	19%	26%	29%	25%	47%	23%	38%	17%	22%	40%	-	100%	-	-	
Weighted base	28%	30%	25%	30%	20%	26%	38%	31%	26%	26%	35%	19%	26%	29%	25%	47%	23%	38%	17%	22%	40%	-	100%	-	-	

Net: Done something	1058	672	385	299	337	223	200	232	265	260	199	101	522	536	952	102	691	255	111	720	337	1058	-	1058	-
	46%	46%	46%	47%	50%	47%	39%	43%	46%	50%	47%	48%	49%	44%	47%	41%	50%	38%	47%	47%	44%	64%	-	100%	-
GRWY				G		AG							A		A		AR		R			AW		AY	

Standard Error	0.040	0.050	0.040	0.070	0.070	0.110	0.060	0.070	0.060	0.070	0.110	0.070	0.060	0.040	0.040	0.140	0.050	0.070	0.060	0.030	0.090	0.040	-	0.040	-
																						-			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/R/C/A/Q/R/U/G/A/H/U/U/L/A/M/N/A/D/P/A/Q/R/S/A/T/U/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/R/C/A/Q/R/S/A/H/U/U/L/A/M/N/A/D/P/A/Q/R/S/A/T/U/L/A/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

