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

		Ge	nder					Age								Region				City/ to	wn boost
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65.75	MET. 16 24	MET, 3F FA	NET: 55-75	North	Midlands	South	London	Wales	Scotland	Northern	B'ham, Sandwell & surroundi ng areas	Areas other th B'ham Sandwe surrour ng are
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(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% DEJPT	857 76%	883 77%	168 54%	291 69% DJ	292 74% DJ	364 87% ADEFIK	331 86% ADEFJK	299 87% ADEFI	459 62% D	656 81% ADEFI	631 87% ADEFIK	396 77% P	436 76% P	408 82% AP	211 66%	85 80% p*	149 78% p	59 86% p*	57 64%	1689 77% AT
Wimbledon Championships	1713 75% BDEFJPT	799 71%	908 80% AB	136 43%	244 58% DJ	263 67% DEJ	379 90% ADEFIK	364 95% ADEFGIK	327 95% ADEFIK	380 52% D	642 79% ADEFI	691 95% ADEFGIK	388 75% P	426 74% P	412 82% AMNP	182 57%	89 84% p*	159 83% ANP	58 83% p*	50 56%	1663 76% AT
Birmingham 2022 Commonwealth Games	1642 72% DEFIP	808 72%	827 73%	127 40%	249 59% DJ	257 65% DJ	355 85% ADEFIK	341 89% ADEFIK	313 91% ADEFIK	375 51% D	612 75% ADEFJ	654 90% ADEFGJK	379 73% P	433 75% P	375 75% P	176 55%	83 78% p*	145 76% P	51 74% p*	72 81% •	1570 72%
Six Nations Rugby	1629 71% DEFIPT	797 71%	828 73%	130 41%	238 56% DJ	258 66% DEJ	360 86% ADEFIK	346 90% ADEFJK	296 86% ADEFIK	368 50% D	619 76% ADEFJ	643 88% ADEFIK	374 73% P	405 70% P	378 76% AP	170 53%	90 85% AMNP*	151 79% ANP	60 87% AMNOP*	50 56%	1580 72% AT
The Proms	1408 62% BDEFIPT	662 59%	742 65% AB	64 20%	148 35% DJ	214 54% DEJ	324 77% ADEFIK	341 89% ADEFGIK	318 92% ADEFGIK	211 29% D	538 66% ADEFJ	659 90% ADEFGJK	328 64% P	352 61% P	349 70% ANP	132 41%	74 70% p*	129 67% P	45 65% p*	40 44%	1368 62% AT
Rugby League World Cup	1380 61% DEFIP	672 60%	704 62%	127 40%	195 46%	215 55% DEJ	307 73% ADEFIK	287 75% ADEFJK	249 72% ADEFIK	322 44%	522 64% ADEFJ	536 74% ADEFIK	328 64% P	339 59% P	335 67% ANP	151 47%	69 65% p*	111 58% P	47 68% p*	44 49% •	1336 61% A
Edinburgh Fringe	1352 59% DEFINPT	644 57%	703 62% A	61 19%	158 37% DJ	212 54% DEI	300 72% ADEFIK	314 82% ADEFGIK	308 89% ADEFGHJKL	218 30% D	512 63% ADEFJ	622 85% ADEFGHJK	319 62% NP	310 54% P	315 63% NP	129 40%	76 71% ANP*	164 86% AMNOPQS	41 60% p*	35 40% *	1317 60% AT
World Gymnastics Championships 2022	813 36% DEJ	385 34%	425 37%	83 26%	122 29%	133 34%	169 40% DEI	155 40% DEJ	151 44% ADEFJ	205 28%	302 37% DEJ	305 42% ADEFI	187 36%	202 35%	187 37%	109 34%	40 38% *	64 34%	24 35%	34 38%	779 36%
Coventry UK City of Culture	584 26% CDEJ	317 28% AC	264 23%	47 15%	86 20%	89 22% D	120 29% DEJ	124 32% ADEFJK	118 34% ADEFIK	133 18%	208 26% DJ	242 33% ADEFIK	131 25%	150 26%	129 26%	81 25%	30 28% *	43 23%	20 28% *	29 33% •	555 25%
ComCarnival	113 5% CGHIL	72 6% AC	40 3%	24 8% AGHIL	39 9% AGHIKL	31 8% AGHIKL	8 2%	5 1%	7 2%	63 9% AGHIKL	38 5% GHL	12 2%	26 5%	20 4%	20 4%	35 11% AMNOQRS	2 2% *	9 5%	1 1%	5 5% •	109 5%
None of the above	59 3% HL	27 2%	32 3%	22 7% AEFGHUKL	13 3% L	11 3% L	7 2%	4 1%	3 1%	34 5% AEGHIKL	18 2%	7	9 2%	16 3%	14 3%	12 4%	1 1% *	6 3%	1 1% *	:	59 3%
Don't know	26 1% CG	17 2%	8 1%	7 2% GH	7 2% G	7 2% GK	-	1	3 1%	14 2% AG	7 1% G	5 1%	12 2% A	5 1%	3 1%	3 1%	:	3 1%		:	26 1%
Prefer not to say	17 1% K	5	12 1%	3 1% K	12 3% AFGHIKL	1 *	-	1 *	1	15 2% AFGHKL	1 *	2	4 1%	3 *	8 2% A	2 1%	1 1% *	:		:	17 1%
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

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.

ColumnProportions (SN): A/B/C,A/D/E/F/G/H//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/I/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

White Minority Married/ Wildowed/ o			Employm	ent status		Social	grade				Income			Educ	ation	Ethr	nicity	N	larital Stat	us	Child in I	ousehold	Aware Commo Ga	nwealth	Commo	iring
Part		Total	Working		AB	а	cz	DE				£55,000+	Refused	Graduate		ethnic	ethnic	Living as	Single	Divorced/	None				Taken part in least one of the activities listed	
Wedgeted base   2.79   1446   511   630   670   670   570															-	0									(x)	(Y
USE Nomer's feather from 2022   13-66   1366   640   641   1500   349   350   70%   76%	Inweighted 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	56
Membelson Champsinhips   1714   1612   1614   1614   1714   1612   1714	Veighted 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	58
Part	IEFA Women's Football Euro 2022	77%			76%	83%							82%			79%		79%		83%	80%		88%		931 88% A	51 88
Part   Company   Company	Vimbled on Championships	75%		80%		84%				78%	78%		86%			78%		78%		90%	83%		88%		909 86% A	53 91 A
Proper   P	irmingham 2022 Commonwealth Games	72%		75%	70%	80%	74%			74%	74%		81%			75%		75%		83%	78%		100%	-	1058 100% A	10
Community   Comm	ix Nations Rugby	71%				77%				77%	76%		75%			76%		74%		83%	78%		84%		878 83% A	81
61% 59% 62% 58% 65% 62% 58% 56% 62% 58% 56% 62% 58% 62% 58% 66% 60% 60% 60% 60% 60% 60% 60% 60% 60	he Proms	62%		70%		70%				66%			73%			66%		65%		78%	71%		77%		788 75% A	8
Solution	tugby League World Cup	61%				65%										63%		64%		69%	64%		71%		779 74% AY	
36% 35% 37% 37% 41% 33% 29% 37% 34% 39% 36% 38% 36% 38% 36% 38% 39% 36% 38% 36% 38% 39% 29% 37% 35% 37% 41% 17% 200 200 200 200 200 200 200 200 200 20	dinburgh Fringe	59%		66%	58%	70%				61%	62%		71%	64%		64%		63%		77%	69%		73%		756 72% A	
25%   25%   25%   26%   28%   28%   28%   28%   28%   21%   18%   18%   29%	World Gymnastics Championships 2022	36%			37%	41%								38%				39%					43%		544 51% AY	
Some of the above	oventry UK City of Culture	26%			28%	32%				29%	26%	31%		32%		27%		28%					32%		364 34% AY	
3% 2% 4% 3% 2% 4% 4% 4% 4% 4% 2% 2% 2% 2% 3% 2% 3% 226 7% 2% 5% 2% 3% 3% 3% - 9% 2007 know 25 11% 15 3 5 9 9 9 9 8 4 1 1 3 7 19 21 5 12 11 3 18 9 - 26 11% 1% 2% 2% 2% 2% 1% 1% 1% 2% 2% 1% 2% 2% 1% 2% 2% 2% 1% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2%	ComCarnival	5%	6%		8%					5%	5%	10%	_	6%								9%		7%	63 6% Y	
15% 25% * 15% 25% 25% 25% 15% 15% 25% 25% 15% 15% 25% 25% 15% 25% 25% 25% 25% 25% 25% 25% 25% 25% 2	ione of the above	3%		4%				4%	4%								7%		5%				-	9%		
1% 1% 1% " - 1% 1% 2% " " 1% 1% 1% 1% 2% - 1% 1 1% - 3%	on't know	1%					-	2%	-	-			-				-			-		-	-	4%	-	
	refer not to say	1%			3	-	1%	1%	2%	2	2	1 *	1					6	2%	-			-	3%	-	
andard Error 0.055 0.060 0.099 0.080 0.100 0.170 0.140 0.120 0.110 0.100 0.110 0.160 0.070 0.080 0.050 0.160 0.070 0.100 0.140 0.060 0.090 0.050 0.050																									0.060	

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

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

#### PUBLIC USE

DCMS - Birminghan 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? - Summary All participants

	Q2. Thinkir	or disag	ents such as gree with ea			you agree
	these give people the	Events like these give people the opportunit y to come together in their local communit y	people the opportunit y to come	Events like these make me feel proud of the UK	Events like these make me feel hopeful for the future	I enjoy attending events lik these
	(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%	358 16% AC	315 14%	555 24% ABC	670 29% ABCDF	590 26% ABC
Tend to disagree (-1)	98 4%	136 6% A	108 5%	152 7% AC	219 10% ABCD	372 16% ABCDE
Strongly disagree (-2)	54 2%	85 4% A	91 4% A	119 5% ABC	129 6% ABC	307 13% ABCDE
Don't know	42 2%	48 2%	38 2%	37 2%	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% 8DEF	1402 61% EF	1189 52% F	926 41%
Net: Disagree	152 7%	220 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 BDEF	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

with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (S%): A/B/C/D/E/F Minimum Base: 30(\*\*) Small Base: 200(\*)

## 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

		Ger	nder					Age								Region				City/ to	vn boosts
																			Northern	B'ham, Sandwell & surroundir	Areas other the B'ham, Sandwei
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-75		NET: 35-54		North	Midlands	South	London	Wales	Scotland	Ireland	g areas	g area
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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%	433 38% AB	111 35%	167 39% HL	152 39% нь	145 35%	114 30%	111 32%	278 38% HL	297 37% H	225 31%	177 34% R	193 33% R	173 35% R	136 42% ANR	47 45% R*	47 24%	27 39% R*	28 32% •	772 35%
Tend to agree (1)	968 42% DEJP	449 40%	512 45% AB	111 35%	129 31%	163 41% EJ	195 46% DEJ	196 51% ADEFJK	174 50% ADEJ	240 33%	358 44% DEJ	370 51% ADEFIK	231 45% P	237 41%	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%	138 12%	52 17% FK	74 17% AFGK	35 9%	48 12%	49 13%	50 14%	126 17% AFGK	83 10%	99 14% F	72 14%	84 14%	69 14%	37 11%	12 12% •	30 15%	5 7%	9 10% *	299 14%
Tend to disagree (-1)	98 4% CGIK	68 6% AC	27 2%	19 6% GKL	33 8% AFGIKL	15 4%	9 2%	15 4%	6 2%	53 7% AGIKL	24 3%	21 3%	17 3%	24 4%	17 3%	17 5%	2 2% *	16 9% AMNOQ	5 7% •	3 4% *	94 4%
Strongly disagree (-2)	54 2% CLOU	37 3% AC	17 1%	12 4% L	12 3%	8 2%	13 3%	6 1%	4 1%	24 3% L	21 3%	9 1%	9 2%	17 3%	5 1%	12 4% 0	2 2% *	6 3%	3 5% o*	7 8% AU*	47 2%
Don't know	42 2% CHL	31 3% AC	10 1%	7 2% L	7 2%	14 4% AHIL	10 2% HL	2	1 *	14 2% L	24 3% AHIL	3	8 2%	18 3% A	8 2%	4 1%	•	3 2%	:	1%	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% BDEJR	814 72%	945 83% AB	222 71%	296 70%	316 80% DEJ	339 81% DEJ	310 81% DEJ	285 82% DEJ	519 70%	655 81% ADEJ	595 82% ADEJ	408 79% R	430 75%	401 80% R	248 77%	90 85% R*	135 71%	56 81% *	70 78%	1699 78%
Net: Agree Net: Disagree	78%		83%			80%	81%	81%	82%		81%	82%	79%		80%		85%		81%	78%	
	78% BDEJR 152 7%	72% 105 9%	83% AB	71% 31 10%	70% 45 11%	80% DEJ 24	81% DEJ 21	81% DEJ 21	82% DEJ 9	70% 76 10%	81% ADEI 45	82% ADEI 30	79% R 26	75%	80% R 21	77% 29 9%	85% R* 4 3%	71% 23 12%	81% * 8 12%	78% * 10 11%	78%
Net: Disagree	78% BDEIR 152 7% CILO 1617	72% 105 9% AC 709	83% AB 44 4%	71% 31 10% AGHIKL	70% 45 11% AFGHIKL 251	80% DEJ 24 6%	81% DEJ 21 5%	81% DEJ 21 5%	9 3% 275	70% 76 10% AFGHIKL	81% ADEI 45 6%	82% ADEJ 30 4%	79% R 26 5% 382	75% 41 7% 389	80% R 21 4%	77% 29 9% 0	85% R* 4 3% *	71% 23 12% AMOQ	81% * 8 12% MOQ*	78% * 10 11% *	78% 142 6% 1557
Net: Disagree	78% BDEIR 152 7% CILO 1617	72% 105 9% AC 709	83% AB 44 4%	71% 31 10% AGHIKL	70% 45 11% AFGHIKL 251	80% DEJ 24 6%	81% DEJ 21 5%	81% DEJ 21 5%	9 3% 275	70% 76 10% AFGHIKL	81% ADEI 45 6%	82% ADEJ 30 4%	79% R 26 5% 382	75% 41 7% 389	80% R 21 4%	77% 29 9% 0	85% R* 4 3% *	71% 23 12% AMOQ	81% * 8 12% MOQ*	78% * 10 11% *	78% 142 6% 1557
Net: Disagree	78% BOEIR 152 7% CRO 1617 71%	72% 105 9% AC 709 63%	83% AB 44 4% 901 79%	71% 31 10% AGHIKL 191 61%	70% 45 11% AFGHIXI. 251 59%	80% DEJ 24 6% 292 74%	81% DEI 21 5% 318 76%	81% DEI 21 5% 289 75%	82% DEJ 9 3% 275 80%	70%  76 10% AFGHIKL  442 60%	81% ADEI 45 6% 610 75%	82% ADEJ 30 4% 564 77%	79% R 26 5% 382 74%	75% 41 7% 389 67%	80% R 21 4% 380 76%	77% 29 9% 0 219 68%	85% 8* 4 3% * 86 81%	71% 23 12% AMOQ 112 59%	81% 8 12% MOQ* 48 69%	78% 10 11% 59 67%	78% 142 6% 1557 71%

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

#### 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

		Employm	ent status		Social	l grade				Income			Educ	ation	Ethr	nicity	N	farital Stat	us	Child in	household	Aware Commo Gar	nwealth	Commo	ring onwealth s period
	Total	Working	Not working	AB	а	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	in any
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(w)	(x)	(Y
Inweighted 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	56
Veighted 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	51
trongly agree (2)	800 35% CLTWY	537 37% AC	264 32%	236 38% A	239 35%	161 34%	164 32%	185 34% L	187 32%	195 37% L	182 43% AHIL	51 24%	401 37% A	399 33%	717 36%	81 32%	498 36%	225 33%	77 33%	484 32%	316 41% AT	604 37% AW	196 31%	492 47% AY	11
Fend to agree (1)	968 42% BKUW	571 39%	397 48% AB	261 42%	301 45%	193 41%	212 42%	219 40%	239 41%	241 46% K	158 38%	110 52% AHK	462 43%	507 42%	863 43%	102 41%	586 43%	268 40%	114 49%	694 46% AU	274 36%	750 46% AW	218 34%	436 41%	3: 54
Neither agree nor disagree (0)	308 14% DIMOQVX	189 13%	119 14%	76 12%	76 11%	64 14%	91 18% ADE	89 16% J	83 14%	50 10%	49 12%	38 18% J	124 12%	184 15% M	260 13%	43 17%	165 12%	112 17% AQ	31 13%	218 14%	90 12%	170 10%	138 22% AV	71 7%	10 17
Fend to disagree (-1)	98 4% CDSVX	76 5% AC	22 3%	21 3%	32 5%	26 5%	18 4%	25 4%	36 6% A	18 3%	14 3%	6 3%	47 4%	51 4%	84 4%	13 5%	51 4%	43 6% AQS	3 1%	60 4%	37 5%	60 4%	38 6% AV	33 3%	5
Strongly disagree (-2)	54 2% x	40 3%	14 2%	17 3%	14 2%	8 2%	16 3%	15 3%	15 3%	13 2%	8 2%	3 1%	21 2%	33 3%	49 2%	5 2%	30 2%	16 2%	8 3%	30 2%	24 3%	32 2%	22 3%	11 1%	4
Don't know	42 2% v	33 2%	10 1%	16 3% AG	8 1%	14 3%	4 1%	13 2%	15 3%	5 1%	9 2%	1 1%	17 2%	25 2%	34 2%	7 3%	35 3% AR	6 1%	:	27 2%	15 2%	24 1%	18 3%	14 1%	2
Prefer not to say	9 * TVX	3	6 1%	2	3	4 1%	-	-	5 1%	2	1 *	1 1%	2	7 1%	7	-	6	2	1	2	7 1% AT	1 *	8 1% AV	1 *	
Net: Agree	1768 78% INRWY	1108 76%	661 80%	498 79% A	540 80% G	355 75%	376 74%	404 74%	427 73%	436 83% AHI	341 81% HI	161 77%	863 80% AN	906 75%	1580 78% A	183 73%	1084 79% R	493 73%	192 81% R	1179 78%	590 77%	1355 83% AW	414 65%	928 88% AY	73
Net: Disagree	152 7% CVX	115 8% AC	36 4%	38 6%	46 7%	33 7%	35 7%	40 7%	51 9% K	30 6%	22 5%	9 4%	68 6%	84 7%	132 7%	18 7%	82 6%	59 9% AQ	11 5%	90 6%	61 8%	92 6%	60 9% AV	44 4%	8
Net Diff	1617 71%	992 69%	624 75%	460 73%	494 73%	321 68%	341 67%	364 67%	376 65%	406 78%	319 76%	152 72%	795 74%	821 68%	1447 72%	165 66%	1002 73%	434 65%	180 77%	1088 72%	528 69%	1263 77%	354 56%	883 84%	65
fean	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 AHIL	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.
tandard 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.

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Overlap formulae used

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

ColumnMeans (5%): A/B/C,A/D/E/F/G,A/H/V,I/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(\*)

#### 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

		Ger	nder					Age								Region				City/ tov	wn 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 & surroundin g areas	Areas other tha B'ham/ Sandwell
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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%	358 31%	104 33% HL	148 35% HL	137 35% HL	119 28%	94 24%	95 28%	252 34% AHL	256 31% HL	189 26%	156 30% R	168 29% R	151 30% R	123 38% AMNOR	38 35% R*	38 20%	23 34% R*	31 35%	665 30%
Tend to agree (1)	946 42% BDEIP	417 37%	525 46% AB	105 33%	154 36%	159 40%	191 46% DEJ	170 44% DEJ	167 49% ADEI	259 35%	350 43% DJ	337 46% ADEJ	233 45% P	245 42% P	210 42% P	104 32%	42 40%	85 45% P	27 39% •	35 39%	912 42%
Neither agree nor disagree (0)	358 16% FKS	190 17%	166 15%	49 15%	66 16%	41 10%	67 16% FK	72 19% FK	63 18% F	115 16% F	108 13% F	135 19% AFK	68 13%	101 18% s	84 17% s	49 15%	17 16%	33 17%	5 7% •	15 17% •	343 16%
Tend to disagree (-1)	136 6% CI	89 8% AC	47 4%	30 10% AGIKL	23 5%	26 7%	18 4%	31 8% IL	7 2%	53 7%	44 5%	38 5% I	30 6%	31 5%	31 6%	17 5%	3 3% •	18 10%	6 9% •	2 2% •	134 6%
Strongly disagree (-2)	85 4% c	58 5% AC	24 2%	18 6%	19 5%	13 3%	14 3%	14 4%	7 2%	37 5%	26 3%	21 3%	21 4%	15 3%	13 3%	18 6%	4 4% •	7 4%	6 9% ANO*	4 4% *	81 4%
Don't know	48 2% HL	28 2%	18 2%	7 2%	11 3%	12 3% HL	10 2%	2 1%	5 1%	18 2%	22 3% HL	7 1%	7 1%	13 2%	8 2%	8 2%	2 2% *	9 5% AM	1 2% *	2 2% *	46 2%
Prefer not to say	10	7 1%	2	1	2 1%	6 1% AL	:	1	-	3	6 1% G	1 *	1	4 1%	3 1%	2 1%	:		:	:	10
Net: Agree	1643 72% BDR	754 67%	883 77% AB	209 67%	302 71%	296 75% D	310 74%	263 69%	263 76% D	511 69%	606 75% DJ	526 72% н	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%	48 15% AGIKL	42 10%	39 10%	32 8%	44 12% IL	15 4%	90 12% AGIL	71 9%	59 8% I	51 10%	45 8%	44 9%	35 11%	7 7% •	26 13%	13 18% AMNOQ*	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
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

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

#### 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

		Employm	ent status		Social	grade				Income			Educ	ation	Ethr	nicity		Marital Stat	us	Child in I	nousehold	Commo	ness of nwealth mes	Commo	uring onwealth es period
	Total	Working	Not working	AB	а	cz	DE	Up to £19,999	£20,000-	£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	Has not	Taken part in least one of the activities listed	in any
	(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(w)	(X)	(Y)
Inweighted 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
Veighted 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
trongly agree (2)	697 31% CLTY	476 33% AC	220 27%	215 34% A	207 31%	127 27%	148 29%	150 27%	161 28%	169 32% L	176 42% AHUL	41 20%	345 32%	351 29%	621 31%	75 30%	427 31%	206 31%	64 27%	418 28%	279 37% AT	515 31%	182 29%	428 40% AY	87 159
Fend to agree (1)	946 42% KW	579 40%	367 44%	260 41%	298 44%	189 40%	199 39%	221 40%	235 40%	234 45% K	151 36%	106 50% AHK	475 44% AN	471 39%	841 42%	97 39%	592 43%	259 38%	95 41%	648 43%	298 39%	743 45% AW	203 32%	469 44% A	275 479 A
Neither agree nor disagree (0)	358 16% BDKMQUV	202 14%	156 19% AB	83 13%	102 15%	79 17%	94 19% D	91 17% K	107 18% K	74 14%	47 11%	39 19% K	146 14%	212 18% M	309 15%	48 19%	194 14%	112 17%	52 22% AQ	273 18% AU	85 11%	218 13%	139 22% AV	88 8%	130 22% AX
Fend to disagree (-1)	136 6% SX	99 7% A	37 4%	34 5%	38 6%	34 7%	30 6%	26 5%	46 8%	22 4%	31 7% J	11 5%	59 6%	76 6%	117 6%	17 7%	86 6% s	48 7% s	1 1%	87 6%	49 6%	88 5%	48 7%	48 5%	40 7%
strongly disagree (-2)	85 4% x	59 4%	26 3%	25 4%	19 3%	21 4%	20 4%	30 6% K	17 3%	18 3%	10 2%	9 4%	36 3%	49 4%	78 4%	7 3%	46 3%	29 4%	10 4%	54 4%	30 4%	54 3%	30 5%	20 2%	34 6% AX
Don't know	48 2% EJMQVX	31 2%	17 2%	12 2%	5 1%	17 4% E	13 3% E	26 5% AUK	10 2%	4 1%	5 1%	3 1%	10 1%	37 3% AM	40 2%	6 2%	20 1%	16 2%	12 5% AQ	33 2%	15 2%	21 1%	27 4% AV	3 *	18 3% x
Prefer not to say	10 * BDMV	2	8 1% AB	1	3 1%	4 1%	2	3 1%	4 1%	1	1	1 1%	2	8 1%	7	1 *	7	3	1	4	6 1%	2	9 1% AV	2	-
let: Agree	1643 72% NTWY	1056 73%	587 71%	475 75% AFG	505 75% FG	316 67%	347 69%	370 68%	396 68%	403 77% AHI	327 78% AHI	147 70%	820 76% AN	823 68%	1462 73%	172 69%	1020 74% AR	464 69%	159 68%	1066 70%	577 76% AT	1259 77% AW	384 60%	897 85% AY	36 62
let: Disagree	220 10% CSVX	158 11% AC	62 8%	59 9%	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 10% s	77 11% s	11 5%	141 9%	79 10%	142 9%	78 12% AV	68 6%	74 139 AX
let 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%	288 493
tean	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 AHIL	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	0.6
tandard 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	0.04

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Overlap formulae use

ColumnProportions (5%): A/B/C,A/D/E/F/G,A/H/I/I/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(\*)

#### DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

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		Ger	nder					Age								Region				City/ tov	wn 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 & surroundin g areas	Areas other tha B'ham/ Sandwel surround g area
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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% BHLU	327 29%	399 35% AB	97 31%	139 33%	150 38% AHIL	145 35% HL	101 26%	97 28%	236 32%	295 36% AHIL	198 27%	163 32%	193 33%	158 32%	107 33%	37 35%	48 25%	23 34%	38 43%	691 32%
Tend to agree (1)	988 43% DIP	459 41%	523 46% AB	106 34%	162 38%	158 40%	188 45% DJ	193 50% ADEFIK	181 53% ADEFIK	268 36%	345 42% DJ	374 51% ADEFIK	231 45%	246 43%	231 46% P	119 37%	52 49% •	77 40%	32 47%	32 36% *	956 44%
Neither agree nor disagree (0)	315 14% CFGK	180 16% AC	135 12%	56 18% AFGK	68 16% FGK	37 9%	39 9%	63 17% FGK	51 15% K	124 17% AFGK	76 9%	114 16% FGK	80 15% s	80 14%	60 12%	51 16% s	9 8% *	30 16% s	4 6%	11 13%	304 14%
Tend to disagree (-1)	108 5% CL	68 6% AC	38 3%	26 8% AHIKL	22 5%	18 5%	20 5%	14 4%	8 2%	48 7% All	38 5%	22 3%	18 3%	23 4%	21 4%	19 6%	5 4% *	20 10% AMNO	3 4%	3 4% •	104 5%
Strongly disagree (-2)	91 4% CIL	61 5% AC	27 2%	21 7% AHIL	24 6% IL	14 4%	18 4%	11 3%	3 1%	45 6% AHIL	32 4% I	14 2%	16 3%	19 3%	16 3%	20 6%	2 2% *	11 6%	6 8% MNO*	3 3% *	88 4%
Don't know	38 2% HL	21 2%	16 1%	6 2% н	7 2%	11 3% HL	9 2% H	:	5 1%	13 2% H	20 2% HL	5 1% H	7 1%	11 2%	10 2%	5 2%	2 2% *	3 2%	:	1 1%	37 2%
Prefer not to say	10 * c	8 1%	1 *	2 1%	2	6 1% AL	:	1 .	-	3	6 1% G	1	1	5 1%	2	1 .	:	1 1%	:	1%	10
Net: Agree	1717 75% BDJR	786 70%	922 81% AB	203 65%	301 71%	308 78% DJ	333 79% DEJ	294 77% DJ	278 81% DEJ	504 68%	641 79% ADEI	572 79% ADEI	394 76% R	439 76% R	389 78% PR	225 70%	89 83% PR*	125 66%	56 81% R*	70 79%	1647 75%
Net: Disagree	198 9% CIL	130 12% AC	66 6%	47 15% AFGHIKL	46 11% IL	33 8% I	37 9% IL	24 6%	11 3%	93 13% AHIKL	70 9% IL	35 5%	34 7%	41 7%	38 8%	39 12% MN	7 6% *	31 16% AMNOQ	9 12%	6 7% *	192 9%
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	1.09 AB	0.76	0.89	1.09 ADEI	1.03 DJ	0.94 D	1.06 DJ	0.84	1.06 ADEI	1.00 DJ	1.00 R	1.02 R	1.01 R	0.87	1.12 R*	0.71	0.95	1.14	0.96

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Overlap formulae used

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

#### 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

		Employme	ent status		Social	grade				Income			Educ	ation	Ethr	nicity		Marital Stat	us	Child in I	nousehold	Aware Commo Gar		Commo	ring onwealth s period
	Total	Working	Not working	AB	а	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	in any o
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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%	225 36% AG	220 33%	138 29%	146 29%	161 30%	162 28%	183 35% IL	175 42% AHIL	48 23%	366 34% A	363 30%	643 32%	84 34%	461 34%	199 30%	70 30%	434 29%	296 39% AT	559 34% AW	171 27%	450 43% AY	108 19%
Tend to agree (1)	988 43% BDKUW	575 40%	413 50% AB	259 41%	301 45%	212 45%	216 43%	219 40%	271 47% K	221 42%	163 39%	114 54% AHJK	466 43%	522 43%	891 44% A	94 37%	605 44%	276 41%	108 46%	702 46% AU	286 38%	765 47% AW	223 35%	479 45%	286 49% A
Neither agree nor disagree (0)	315 14% KQUVX	190 13%	126 15%	84 13%	95 14%	54 12%	82 16%	94 17% K	75 13%	75 14% K	41 10%	30 15%	142 13%	173 14%	274 14%	39 15%	169 12%	112 17% AQ	34 15%	232 15% AU	83 11%	179 11%	136 21% AV	67 6%	112 19% AX
Tend to disagree (-1)	108 5% ovx	75 5%	33 4%	27 4%	28 4%	22 5%	31 6%	32 6%	25 4%	19 4%	26 6%	5 3%	41 4%	66 6%	87 4%	19 7%	63 5%	38 6%	6 3%	73 5%	34 4%	61 4%	46 7% AV	26 2%	35 6% x
Strongly disagree (-2)	91 4% CKTX	70 5% AC	21 3%	22 3%	21 3%	27 6%	21 4%	21 4%	33 6% K	20 4%	8 2%	9 4%	45 4%	45 4%	81 4%	9 4%	45 3%	35 5%	11 5%	48 3%	43 6% AT	59 4%	31 5%	25 2%	34 6% AX
Don't know	38 2% vx	29 2%	9 1%	11 2%	6 1%	13 3%	8 2%	16 3% J	10 2%	4 1%	7 2%	2 1%	12 1%	26 2%	30 1%	6 2%	24 2%	9 1%	5 2%	25 2%	13 2%	18 1%	20 3% AV	10 1%	8 1%
Prefer not to say	10 * BDMTVX	3	8 1% B	1	3	4 1%	2	3 1%	5 1%	1	-	1 1%	1	9 1% M	8	:	6	3 1%	1	3	7 1% AT	:	10 2% AV	-	:
Net: Agree	1717 75% HRWY	1082 75%	635 76%	484 77% A	520 77%	350 74%	363 72%	380 70%	433 75%	404 77% H	338 80% AH	162 77%	832 77% A	885 73%	1534 76% A	178 71%	1065 78% AR	474 71%	177 75%	1136 75%	582 76%	1323 81% AW	394 62%	930 88% AY	394 67%
Net: Disagree	198 9% CDVX	144 10% AC	54 6%	48 8%	48 7%	49 11%	52 10%	53 10%	58 10%	38 7%	35 8%	14 7%	87 8%	112 9%	168 8%	28 11%	108 8%	73 11% A	17 7%	121 8%	77 10%	121 7%	77 12% AV	51 5%	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 AHIL	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
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

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 use

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

#### 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

		Ger	nder					Age								Region				City/ tov	n 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 & surroundin g areas	Areas other tha B'ham/ Sandwell surroundi g area
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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%	347 30%	88 28%	122 29%	135 34% AHL	132 31% H	92 24%	92 27%	210 29%	267 33% AHL	184 25%	162 31% R	172 30%	133 27%	109 34% R	29 27%	41 22%	16 23%	25 29%	636 29%
Tend to agree (1)	740 32% BDFK	329 29%	408 36% AB	77 24%	161 38% ADFGJK	107 27%	125 30%	139 36% DFK	131 38% DFK	238 32% D	232 29%	270 37% ADFGK	177 34%	176 30%	172 34%	90 28%	38 36%	63 33%	25 37%	26 29%	714 33%
Neither agree nor disagree (0)	555 24% CEIM	295 26%	255 22%	73 23%	81 19%	93 24%	109 26% E	100 26% E	98 28% EJ	154 21%	202 25%	199 27% Ei	103 20%	153 26% M	132 26% M	80 25%	20 19% *	50 26%	17 24% *	22 25% *	532 24%
Tend to disagree (-1)	152 7% CIL	87 8%	62 5%	42 13% AEFGHUKL	26 6%	26 7%	24 6%	23 6%	10 3%	68 9% AEIL	50 6%	34 5%	33 6%	31 5%	34 7%	24 7%	12 12% N*	12 6%	6 9% •	5 6%	147 7%
Strongly disagree (-2)	119 5% c	75 7% AC	44 4%	23 7% I	24 6%	18 5%	22 5%	21 6%	10 3%	47 6%	40 5%	32 4%	35 7%	25 4%	18 4%	13 4%	7 6% *	19 10% ANOP	4 5% *	8 9% •	111 5%
Don't know	37 2% L	16 1%	20 2%	11 3% AHIL	6 1%	9 2%	6 1%	3 1%	3 1%	16 2%	15 2%	5 1%	3 1%	14 2%	8 2%	3 1%	:	7 3% M	1 2%	2 2%	35 2%
Prefer not to say	15 1% c	11 1%	3 *	1	3 1%	6 1%	1	5 1%	1	4	6 1% G	5 1%	2	7 1%	4 1%	2 1%	:	-	:	:	15 1%
Net: Agree	1402 61% BD	641 57%	755 66% AB	165 52%	284 67% ADI	243 62% D	257 61% D	231 60%	223 65% D	448 61% D	499 61% D	454 62% D	339 66% R	347 60%	305 61%	199 62%	67 63%	104 54%	41 59%	51 58%	1350 62%
Net: Disagree	271 12% CIL	162 14% AC	106 9%	65 21% AEFGHUKL	50 12% I	44 11%	46 11%	45 12% IL	21 6%	115 16% AEIKL	90 11%	65 9% I	68 13%	55 10%	51 10%	37 11%	19 18% N*	30 16% N	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%
	0.75 BDR	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
Mean																					
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

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

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

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

#### 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

		Employm	ent status		Social	grade				Income			Educ	ation	Ethi	nicity		Marital Stat	us	Child in I	nousehold	Commo	ness of nwealth mes	Commo	taken par uring onwealth s period Haver
	Total	Working	Not working	AB	cı	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	t taken in any
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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	56
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	58
strongly agree (2)	661 29% CLNRTWY	451 31% AC	210 25%	214 34% AEFG	193 29%	113 24%	141 28%	140 26%	146 25%	165 32% L	171 41% AHUL	39 19%	360 34% AN	301 25%	576 29%	85 34%	426 31% AR	171 26%	64 27%	385 25%	276 36% AT	510 31% AW	151 24%	434 41% AY	13
Fend to agree (1)	740 32% DY	460 32%	280 34%	193 31%	247 37% ADG	149 32%	151 30%	167 31%	188 32%	169 32%	144 34%	72 34%	341 32%	400 33%	667 33%	69 27%	467 34%	199 30%	74 31%	486 32%	254 33%	549 33%	191 30%	387 37% AY	16 28
Neither agree nor disagree (0)	555 24% BDKMQUX	325 22%	229 28% AB	143 23%	149 22%	121 26%	143 28% DE	143 26% K	145 25% K	133 25% K	65 15%	69 33% AK	239 22%	315 26%	494 25%	56 22%	305 22%	177 26%	73 31% AQ	438 29% AU	116 15%	380 23%	174 27%	153 14%	22 39
Tend to disagree (-1)	152 7% DKSX	101 7%	50 6%	32 5%	41 6%	42 9%	36 7%	37 7%	59 10% AJKL	29 6%	19 5%	8 4%	64 6%	87 7%	130 6%	20 8%	81 6%	64 10% AQS	7 3%	97 6%	55 7%	98 6%	54 8%	53 5%	85
Strongly disagree (-2)	119 5% DKQX	77 5%	42 5%	27 4%	33 5%	28 6%	30 6%	39 7% K	30 5%	20 4%	14 3%	16 8% K	55 5%	64 5%	105 5%	14 6%	59 4%	45 7%	15 6%	81 5%	38 5%	78 5%	41 6%	21 2%	11
Don't know	37 2% MVX	25 2%	12 1%	15 2% AG	8 1%	10 2%	4 1%	15 3%	8 1%	5 1%	6 2%	3 1%	10 1%	27 2% M	29 1%	7 3%	24 2%	12 2%	:	21 1%	16 2%	21 1%	17 3%	8 1%	2
Prefer not to say	15 1% vx	7 1%	8 1%	4 1%	2	7 2%	2	6 1%	4 1%	1	1	3 1%	4	11 1%	12 1%	1 *	10 1%	3	2 1%	8 1%	7 1%	6	10 2% AV	1	1
Net: Agree	1402 61% HLNRTWY	912 63%	490 59%	408 65% AFG	440 65% AFG	262 56%	291 58%	307 56%	334 58%	334 64% HL	316 75% AHUL	111 53%	701 65% AN	700 58%	1243 62%	154 61%	894 65% AR	370 55%	138 59%	871 57%	530 70% AT	1059 64% AW	343 54%	822 78% AY	4:
Net: Disagree	271 12% DKQVX	179 12%	92 11%	60 10%	74 11%	70 15% D	66 13%	75 14% K	90 15% AJK	49 9%	33 8%	24 11%	119 11%	151 13%	234 12%	34 13%	140 10%	109 16% AQS	22 9%	177 12%	93 12%	176 11%	94 15% AV	74 7%	10 17
let 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%	13 23
Mean	0.75 HILNRTWY	0.78	0.70	0.88 AFG	0.79	0.61	0.67	0.63	0.63	0.83 HIL	1.07 AHUL	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.
tandard 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.

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

#### 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

		Ger	nder					Age								Region				City/ tov	rn boosts
																-			Northern	B'ham, Sandwell & surroundin	Areas other the B'ham/ Sandwel surround
	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)	Ireland (S)	g areas (T)	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)	495	236	254	70	118	111	81	58	56	188	192	115	112	123	107	88	16	29	19	21	474
	22%	21%	22%	22%	28%	28%	19%	15%	16%	26%	24%	16%	22%	21%	21%	27%	15%	15%	28%	24%	22%
	HILR			HL	AGHIL	AGHIKL				AGHIL	GHIL					AQR			R*		
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% FK	31% F	33% F	31% F	28% F	32% F	33%	30%	27%	30%	38%	27%	32%	35%	30%
Neither agree nor disagree (0)	670 29%	316 28%	352 31%	68 22%	109 26%	109 28%	120 29%	144 38%	121 35%	177 24%	229 28%	265 36%	158 31%	182 31%	147 30%	69 21%	30 28%	67 35%	18 26%	21 24%	649 30%
	DIP	20/0	31/4	22,0	20/4	20/0	25/0	ADEFGJK	DEJ	24/6	D D	ADEFGIK	P P	P P	P P	21/0	*	P P	*	*	30%
Tend to disagree (-1)	219	125	93	40	35	42	35	34	33	75	77	67	40	44	65	36	10	22	3	4	215
Tenu to uisagree (-1)	10%	11%	8%	13%	8%	11%	8%	9%	10%	10%	9%	9%	8%	8%	13%	11%	9%	11%	5%	5%	10%
	c	c													AMN						
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%	7%	4%	6%	6%	4%	8%	6%	3%	6%	6%	5%	5%	5%	5%	5%	8%	8%	5%	9%	6%
	c	AC					AFIKL				F									•	
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% HL	2%	1%	2%	3% H	3% H	2%	1%	3% M	3%	4% M	1%	3%	3%	4%	3%
Prefer not to say	11	8 1%	2	1	2 1%	6 1%	-	2	-	4	6 1%	2	2	4 1%	2	2 1%	-	-	-		11
	c	176			176	AGL					176 G			176		176		-			
Net: Agree	1189	564	618	174	244	203	219	177	171	418	422	349	283	296	244	185	57	81	42	52	1137
	52% HLR	50%	54%	55%	58%	52%	52%	46%	50%	57%	52%	48%	55%	51%	49%	58%	54%	43%	61% R*	58%	52%
				н	AHL					AHL			- "			OR					
Net: Disagree	348	208	138	58	58	59	70	58	45	117	129	102	67	75	91	52	18	38	7	12	336
	15% C	19% AC	12%	19%	14%	15%	17%	15%	13%	16%	16%	14%	13%	13%	18% MN	16%	17%	20%	10%	13%	15%
Net Diff	841	356	480	116	185	144	149	120	127	301	293	246	216	221	153	133	39	44	35	40	801
Net Diff	37%	32%	480	37%	44%	37%	36%	31%	37%	41%	36%	34%	42%	38%	31%	41%	37%	23%	50%	45%	37%
				0.56	0.68	0.64	0.48	0.41	0.51	0.63	0.56	0.46	0.59 R	0.57 R	0.48	0.67	0.44	0.31	0.76 R*	0.63	0.54
Mean	0.55 BHIR	0.47	0.62	0.30	AGHI	HI															
Mean	0.55 BHLR	0.47	0.62 AB	0.30	AGHL	HL				AHL						R	•		K*		
Mean Standard Error		0.47		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

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

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

#### 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

		Employm	ent status		Social	grade				Income			Educ	ation	Ethr	nicity		Marital Stat	us	Child in I	nousehold	Commo	ness of nwealth mes	Commo	taken par uring onwealth s period Haver
	Total	Working	Not working	AB	a	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		At least one	Has heard of	Has not heard of	Taken part in least one of the activities listed	t taken p
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(w)	(x)	(Y
Inweighted 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	56
Veighted 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	51
trongly agree (2)	495 22% CILNTY	369 25% AC	125 15%	165 26% AEF	137 20%	86 18%	107 21%	108 20% L	101 17% L	128 24% IL	135 32% AHUL	22 11%	272 25% AN	223 19%	435 22%	56 22%	320 23%	131 19%	44 19%	272 18%	223 29% AT	363 22%	132 21%	319 30% AY	7
end to agree (1)	694 30% GHY	440 30%	253 31%	199 32% G	230 34% AG	140 30%	125 25%	137 25%	185 32%	165 31%	149 35% AH	59 28%	348 32%	346 29%	614 31%	78 31%	443 32%	188 28%	63 27%	456 30%	238 31%	510 31%	184 29%	387 37% AY	21
leither agree nor disagree (0)	670 29% BDKMUX	379 26%	291 35% AB	166 26%	186 28%	146 31%	172 34% ADE	178 33% K	173 30% K	150 29% K	83 20%	86 41% AUK	281 26%	389 32% AM	587 29%	80 32%	398 29%	197 29%	76 32%	504 33% AU	166 22%	505 31%	165 26%	260 25%	24 42 A
Fend to disagree (-1)	219 10% DLMPQX	132 9%	88 11%	52 8%	68 10%	50 11%	50 10%	66 12% KL	67 12% KL	47 9%	31 7%	9 4%	88 8%	131 11%	205 10% AP	13 5%	113 8%	79 12% Q	28 12%	154 10%	65 9%	146 9%	73 12%	54 5%	9 16
strongly disagree (-2)	129 6% DKQX	83 6%	46 6%	27 4%	33 5%	30 6%	38 8% D	36 7% K	37 6% K	22 4%	12 3%	21 10% AJK	61 6%	68 6%	114 6%	13 5%	59 4%	53 8% AQ	16 7%	89 6%	40 5%	83 5%	46 7%	22 2%	1
Don't know	62 3% vx	42 3%	20 2%	20 3%	15 2%	14 3%	13 3%	18 3%	13 2%	9 2%	11 3%	11 5% J	22 2%	39 3%	50 2%	9 4%	34 2%	21 3%	7 3%	38 3%	23 3%	35 2%	27 4% AV	15 1%	3
Prefer not to say	11 * BDOTVX	3	8 1% B	1	4 1%	4 1%	2	2	4 1%	2	1	2 1%	2	8 1%	7	1 1%	6	3	2 1%	3 *	7 1% AT	1	9 1% AV	1	
let: Agree	1189 52% CGHLNRTY	810 56% AC	379 46%	364 58% AFG	367 55% G	226 48%	231 46%	245 45%	286 49% L	293 56% HL	284 67% AHUL	81 39%	619 58% AN	569 47%	1050 52%	134 53%	762 56% ARS	319 48%	107 46%	728 48%	461 60% AT	873 53%	316 50%	706 67% AY	21
Net: Disagree	348 15% DKQVX	214 15%	134 16%	79 13%	101 15%	81 17%	88 17% D	103 19% AJK	104 18% K	68 13%	42 10%	30 14%	149 14%	199 17%	319 16%	26 11%	172 13%	132 20% AQ	44 19% Q	243 16%	105 14%	229 14%	119 19% AV	76 7%	21
let 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%	1 2
fean	0.55 CGHILNRTY	0.63 AC	0.40	0.69 AEFG	0.57	0.44	0.43	0.41	0.44	0.65 AHIL	0.89 AHUL	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
tandard 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.

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~(5%): A/B/C,A/D/E/F/G,A/H/I/I/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(\*)

## 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

		Ger	nder					Age								Region				City/ tov	rn boosts
																			Northern	B'ham, Sandwell & surroundin	
	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)	Ireland (S)	g areas (T)	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
onweignted base	22/9	1107	1136	333	420	403	423	403	207	///	020	070	329	331	450	304	109	150	100	/2	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%	21% GHIL	24% AGHIL	26% AGHIKL	13% L	8%	8%	23% AGHIL	19% AGHIL	8%	17%	15%	15%	27% AMNOOR	15%	11%	18%	17%	17%
Tend to agree (1)	539 24%	262 23%	273 24%	79 25%	135 32%	92 23%	93 22%	79 21%	62 18%	214 29%	185 23%	141 19%	116 23%	139 24%	119 24%	88 27%	27 25%	32 17%	18 25%	29 33%	510 23%
	IL				AFGHIKL					AGHIKL						R			•	•	
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%	24%	27%	23%	23%	26%	29%	28%	27%	23%	27%	27%	27%	26%	27%	23%	28%	25%	23%	20%	26%
	1						1														
Tend to disagree (-1)	372 16%	172 15%	197 17%	45 14%	43 10%	42 11%	69 16%	89 23%	84 24%	88 12%	111 14%	173 24%	81 16%	101 18%	81 16%	36 11%	16 15%	47 25%	11 15%	12 14%	360 16%
	16% EFJKP	15%	1/%	14%	10%	11%	16% EFK	ADEFGJK	24% ADEFGJK	12%	14% F	ADEFGIK	16%	18% P	16%	11%	15%	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
Strongly disagree ( 2)	13%	15%	12%	11%	8%	9%	15%	18%	19%	9%	12%	19%	14%	13%	14%	9%	15%	18%	15%	12%	14%
	EFIP						EFJK	ADEFJK	ADEFIK		F	ADEFJK						Р	•	•	
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%	3%	3%	5% HL	3%	3%	3%	1%	3%	4%	3%	2%	3%	3%	4%	2%	1%	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
Prefer not to say	1%	1%		1%		2%	-	1%		*	1%	1%	1%	1%	*	1%	-	1%	-	-	1%
						AEGJKL					G										
Net: Agree	926	471	450	145	235	194	149	112	91	381	343	203	206	225	192	176	43	54	30	45	882
	41%	42%	39%	46%	56%	49%	35%	29%	26%	52%	42%	28%	40%	39%	38%	55%	41%	28%	43%	50%	40%
	GHILR			AGHIL	ADGHIJKL	AGHIKL	IL.			ADGHIKL	GHIL		R	R	R	AMNOQR			R*	•	
		339	336	80	79	79	134	158	150	158	212	308	152 29%	176	153	64	31	82	21	23	656
Net: Disagree	679													31%	31%	20%	30%	43% AMNOP	30%	26%	30%
Net: Disagree	679 30% EFIKP	30%	29%	25%	19%	20%	32% EFJK	41% ADEFGJK	43% ADEFGJK	21%	26% EF	42% ADEFGJK	2.570 P	P	P						
	30% EFIKP	30%	29%	25% J			EFJK	ADEFGIK	ADEFGJK		EF	ADEFGJK	P			117	12			22	226
	30%			25%	19% 157 37%	20% 115 29%				21% 222 30%				P 48 8%	P 40 8%	112 35%	12	-27 -14%	9	22 24%	226 10%
Net: Disagree	30% EFIKIP 247	30%	29%	25% J 66	157	115	EFJK 15	ADEFGJK	ADEFGJK -59	222	EF 131	ADEFGIK	P 55	48	40			-27			
	30% EFIKIP 247	30%	29%	25% J 66	157	115	EFJK 15	ADEFGJK	ADEFGJK -59	222	EF 131	ADEFGIK	P 55	48	40			-27			
Net Diff	30% EFIKP 247 11%	30% 132 12%	29% 114 10%	25% J 66 21%	157	115 29%	15 4%	-47 -12%	-59 -17%	222 30%	EF 131	-106 -15%	P 55 11%	48 8%	40 8%	35%	11%	-27 -14%	13%	24%	10%
	30% EFIKIP 247	30%	29%	25% J 66	157 37%	115	EFJK 15	ADEFGJK	ADEFGJK -59	222	131 16%	ADEFGIK	P 55	48	40			-27			
Net Diff	30% EFEKP 247 11%	30% 132 12%	29% 114 10%	25% J 66 21%	157 37%	115 29%	15 4%	-47 -12%	-59 -17%	222 30%	131 16%	-106 -15%	P 55 11%	48 8%	40 8%	35% 0.55	11%	-27 -14%	13%	0.31	10%
Net Diff	30% EFEKP 247 11%	30% 132 12%	29% 114 10%	25% J 66 21%	157 37%	115 29%	15 4%	-47 -12%	-59 -17%	222 30%	131 16%	-106 -15%	P 55 11%	48 8%	40 8%	35% 0.55	11%	-27 -14%	13%	0.31	10%

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.

ColumnProportions (SN): A/B/C,A/D/E/F/G/H/I/I/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

#### S - 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

		Employm	ent status		Social	grade				Income			Educ	ation	Ethr	nicity		Marital Stat	us	Child in I	nousehold	Commo	ness of nwealth mes	Commo	taken par uring onwealth s period Haver
	Total	Working	Not working	AB	cı	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		At least one	Has heard of	Has not heard of	Taken part in least one of the activities listed	t taken in any
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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	56
Veighted 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	58
trongly agree (2)	387 17% CFILNTVY	300 21% AC	88 11%	145 23% AEFG	104 15%	53 11%	85 17%	77 14%	68 12%	93 18% IL	128 30% AHUL	22 10%	227 21% AN	161 13%	334 17%	53 21%	238 17%	121 18%	28 12%	184 12%	203 27% AT	258 16%	130 20% AV	226 21% AY	3
end to agree (1)	539 24% CGHLNOTY	387 27% AC	152 18%	154 24%	170 25%	116 25%	99 20%	99 18%	131 23%	140 27% HL	134 32% AHIL	35 17%	285 27% AN	254 21%	454 23%	82 33% AO	347 25%	144 22%	48 20%	308 20%	232 30% AT	395 24%	144 23%	323 31% AY	7
Neither agree nor disagree (0)	590 26% BDKMU	347 24%	243 29% AB	153 24%	186 28%	120 26%	132 26%	158 29% K	154 26% K	146 28% K	75 18%	58 28% K	253 24%	337 28% M	518 26%	68 27%	356 26%	185 28%	50 21%	424 28% AU	166 22%	439 27%	151 24%	281 27%	15 27
Fend to disagree (-1)	372 16% BDKMPUWX	195 13%	177 21% AB	93 15%	109 16%	80 17%	91 18%	83 15%	128 22% AHIK	83 16% K	45 11%	34 16%	153 14%	219 18% M	348 17% AP	22 9%	209 15%	100 15%	64 27% AQR	303 20% ALI	69 9%	286 17%	86 13%	134 13%	15 26 A
Strongly disagree (-2)	307 13% BDJKMPUX	166 11%	141 17% AB	61 10%	85 13%	79 17% D	81 16% D	112 21% AUK	75 13% K	48 9%	27 6%	45 22% AUK	128 12%	179 15%	286 14% AP	19 7%	167 12%	100 15%	40 17%	239 16% AU	68 9%	220 13%	87 14%	63 6%	2
Don't know	67 3% V	46 3%	21 3%	22 3%	15 2%	15 3%	15 3%	16 3%	15 3%	11 2%	12 3%	13 6% AJ	25 2%	42 3%	60 3%	7 3%	42 3%	20 3%	5 2%	51 3%	16 2%	38 2%	29 5% AV	26 2%	2
Prefer not to say	16 196 DMVY	7 1%	9 1%	1	4 1%	8 2%	3 1%	1 *	9 2% AH	2	2	3 1%	2	14 1% M	12 1%	1 1%	13 1%	2	1	9 1%	7 1%	5	11 2% AV	5 1%	
Net: Agree	926 41% CHILNOSTY	687 47% AC	239 29%	299 48% AEFG	274 41%	169 36%	184 36%	176 32%	199 34%	233 45% HIL	261 62% AHUL	57 27%	512 48% AN	415 34%	788 39%	135 54% AO	585 43% AS	265 40%	76 32%	491 32%	435 57% AT	653 40%	274 43%	549 52% AY	18
Net: Disagree	679 30% BDJKMPQUX	361 25%	318 38% AB	154 25%	194 29%	159 34% D	172 34% D	195 36% AJK	203 35% AJK	131 25% K	71 17%	79 38% AJK	281 26%	398 33% AM	634 32% AP	40 16%	375 27%	200 30%	104 44% AQR	541 36% AU	138 18%	506 31%	173 27%	197 19%	3: 53
let 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%	-2 -3
Mean	0.15 CHILNOSTY	0.33 AC	-0.17	0.38 AEFG	0.15	-0.04	0.03	-0.10	-0.02	0.29 AHIL	0.72 AHUL	-0.23	0.31 AN		0.10	0.53 AO	0.21 AS	0.13 s	-0.18	-0.07	0.59 AT	0.11	0.24	0.50 AY	-0
tandard 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.

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,A/H/I/I/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

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

		Ge	nder					Age								Region				City/ tov	wn boost
	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 & surroundi ng areas	Areas other th B'ham Sandwe surroun ng area
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)
Inweighted 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
Natched an event on TV, listened to it on the radio																					
r 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% DEJP	37%	41% A	19%	27% D	35% DEJ	48% ADEFIK	47% ADEFI	52% ADEFIK	24% D	42% ADEFI	50% ADEFIK	41% p	39% p	39%	26%	50% AP*	37% p	45% p*	34%	39%
Vatched 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% #U	8%	9%	6%	9%	6%	8%	8%	13% ADFHJK	8%	7%	10% H	9% R	11% R	7%	9% R	7%	3%	5%	21% AU*	8%
osted about the Games online (social media, blog,	80								AUFTUR				R							AU-	
tc.) / followed the Games / an athlete on social																					
redia	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%
	CHILOU			AHIL	AGHIKL	IL	IL.			AGHIKL	IL.		0	0		ANOQR			OQR*	AU*	
urchased tickets to an event / entered a ballot for ckets	120	73	46	22	42	22	17	14	3	64	39	17	17	30	22	40	2	6	2	12	108
ckets	5%	6%	46	7%	10%	6%	4%	4%	196	9%	5%	2%	3%	5%	4%	12%	2%	3%	496	13%	5%
	CILMU	c c	470	IL.	AGHIKL	IL.	1 1	H.	1,00	AGHIKL	IL.	1	370	376	470	AMNOQRS	*	370	***	AU*	370
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% CHILU	6% AC	3%	7% GHL	9% AGHIKL	7% AGHIKL	3% HIL	1%	-	8% AGHIKL	5% GHIL		4%	4%	3%	11% AMNOO	1%	5%	5%	10%	4%
Been involved in the Games from a business	CHILU	AC		GHL	AGHIKL	AGHIKL	HIL			AGHIKL	GHIL					AMNOQ					
perspective (e.g. your business has supplied the Games with something or your business has had games-time support such as hospitality training)	92 4%	68 6% AC	23 2%	14 4%	45 11%	23 6%	5 1%	4 1%	1	59 8%	27 3% GHIL	5 1%	14 3%	13 2%	15 3%	41 13%	2 2%	7 4%		3 4%	89 4%
	CGHILN	AC		GHL	ADFGHUK.	GHIKL				ADGHIKL	GHIL					AMNOQRS					
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%
	CGHILORU	AC		GHL	AGHIKL	AGHIKL	L			AGHIKL	GHIL			OR		AMNOQR				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
occurse of the duries	3%	5%	2%	6%	6%	7%	1%	1%		6%	4%		2%	2%	3%	9%	4%	3%	4%	4%	3%
	CGHL	AC		AGHIL	AGHIL	AGHIKL				AGHIL	GHIL					AMNOR					
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% GL	4% ac	2%	2%	6% ADGHIRI	5% admin	1%	1%		4% 406HII	3%	196	3%	2%	2%	7% annes	1%	196	-	2%	3%
None of these	584	279	300	26	73	84	135	142	124	99	219	266	128	153	154	44	26	64	15	19	565
	26% DEJP	25%	26%	8%	17%	21% DJ	32% ADFFIX	37% ADFFIX	36% ADFFIX	13% D	27% DEFI	37% ADFFIX	25%	27% p	31% AP	14%	25% p*	34%	21%	21%	26%
	DEJP				DJ	DJ	ADEFIK	ADEFIK	ADEFIK	В	DEFI	ADEFJK	p	Р	10		р.	AMP			
Has not heard of 2022 Birmingham Commonwealth	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%
	GHIKL			AEFGHUKL	AGHIKL	AGHIKL	L			AEFGHIKL	GHIL					AMNOQRS					
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% DJU	47%	46%	32%	42% DJ	44% D	53% ADEFIK	52% ADEFI	55% ADEFI	37% D	48% DFJ	53% ADEFI	49%	48%	44%	41%	54%	42%	52%	59%	46%
					_	-				-											
Standard Frror	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

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.

CalumnProportions (\$%): A/B/C,A/D/E/I/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

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

		Employm	ent status		Social	grade				Income			Educ	ation	Ethr	icity	,	Marital Stati	15	Child in	household		ness of nwealth nes	Activities to during Com Games	mmonwi
	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	Have t taken in an th activi
nweighted base	(A) 2279	(B) 1579	(C) 700	(D) 1139	(E) 591	(F) 194	(G) 355	(H) 429	(I) 525	(J) 567	(K) 554	(L) 204	(M) 1214	(N) 1065	2016	(P) 247	(Q) 1406	(R) 661	(S) 212	(T) 1461	(U) 818	(V) 1626	(W) 653	(X) 1061	56
/eighted 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	5
satched an event on TV, listened to it on the radio watched events at a community live site	876 38% sgpRUWY	524 36%	352 42% AB	239 38%	296 44% ADG	178 38%	164 32%	189 35%	221 38%	220 42% H	158 38%	88 42%	435 40%	442 37%	807 40%	66 26%	560 41% AR	212 32%	104 44% R	650 43% AU	227 30%	876 53% AW	:	876 83% AY	
'atched the Queen's Baton Relay	189 8% gwy	132 9%	57 7%	61 10% AG	70 10% AG	36 8%	23 4%	32 6%	49 9%	50 9%	44 10% H	15 7%	102 9%	88 7%	173 9%	15 6%	130 10% A	44 7%	15 6%	126 8%	64 8%	189 12% AW	:	189 18% AY	
osted about the Games online (social media, blog, r.) / followed the Games / an athlete on social edia	155 7% CINOSTWY	128 9% AC	27 3%	58 9% AEG	38 6%	35 7%	24 5%	39 7%	25 4%	40 8%	42 10% All	9	91 9% AN	64 5%	128 6%	27 11% AO	103 8% s	48 7% s	4 2%	76 5%	79 10% AT	155 9% AW	:	155 15% AY	
urchased tickets to an event / entered a ballot for ikkets	120 5% CGINRTWY	98 7% AC	22 3%	50 8% AFG	40 6% G	18 4%	11 2%	23 4%	17 3%	24 5%	47 11% AHUL	7	82 8% AN	38 3%	104 5%	14 6%	87 6% AR	24 4%	8 4%	49 3%	71 9% AT	120 7% AW	:	120 11% AY	
hildren in household have taken part in Games tivities at school (e.g. Commonwealth Daily Mile, erry assemblies)	106 5% CGLNSTWY	87 6% AC	19 2%	42 7% AG	33 5%	18 4%	13 3%	20 4%	18 3%	22 4%	43 10% AHUL	2 1%	69 6% AN	36 3%	88 4%	17 7%	80 6% AS	23 3%	3 1%	20 1%	86 11% AT	106 6% AW	:	106 10% AY	
een involved in the Games from a business respective (e.g., your business has supplied the sames with something or your business has had imes-time support such as hospitality training)	92 4% CGLNRSTWY	83 6% AC	9	39 6% AEG	27 4%	16 3%	10 2%	13 2%	14 2%	23 4% L	41 10% AHUL	1 1%	63 6% AN	29 2%	76 4%	16 6%	73 5% ARS	17	2	25 2%	66 9% AT	92 6% AW		92 9% AY	
ttended an event/s as part of the 6-month long irmingham 2022 Cultural Festival	91 4% CGNOSTWY	84 6% AC	8 1%	39 6% AEG	24 4%	21 4%	8 2%	19 4%	16 3%	16 3%	37 9% AHUL	3 1%	57 5% AN	35 3%	72 4%	19 7% AO	65 5% s	24 4%	2 1%	29 2%	62 8% AT	91 6% AW	:	91 9% AY	
lave been involved in any local sport club initiatives or the Games / been offered free bikes / training ecause of the Games	79 3% CLNSTWY	72 5% AC	7	39 6% AEFG	22	9 2%	9 2%	12 2%	15 3%	20 4% L	31 7% AHUL	1 1%	57 5% AN	23 2%	66 3%	13 5%	61 4% AS	16 2%	1 1%	17 1%	62 8% AT	79 5% AW	:	79 7% AY	
pplied to be a volunteer / volunteered at an event	62 3% CHORTWY	53 4% AC	9	27 4% AEG	14 2%	14 3%	7 1%	6 1%	17 3%	11 2%	21 5% AHI	7	38 4% AN	24 2%	49 2%	12 5%	53 4% AR	6 1%	3 1%	22 1%	41 5% AT	62 4% AW	:	62 6% AY	
one of these	584 26% BDKPUWX	342 24%	242 29% AB	144 23%	200 30% ADG	124 26%	116 23%	144 26% K	167 29% K	128 25% K	76 18%	69 33% AK	268 25%	317 26%	552 27%	30 12%	341 25%	160 24%	83 35% AQR	466 31% AU	119 16%	584 36% AW	:	:	1
as not heard of 2022 Birmingham Commonwealth ames	637 28% CELOQSTVXY	433 30% AC	204 25%	186 30% AE	137 20%	124 26%	190 38% ADEF	169 31% L	149 26%	134 26%	146 35% AUL	40 19%	284 26%	353 29%	509 25%	118 47% AO	340 25% s	257 38% AQS	40 17%	331 22%	306 40% AT	:	637 100% AV	:	
at: 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% GRWY	46%	46%	47% G	50% AG	47%	39%	43%	46%	50%	47%	48%	49% A	44%	47% A	41%	50% Alt	38%	47% R	47%	44%	64% AW	-	100% AY	
andard Fron	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 20252 and with the Ipsos Terms and Conditions.

	Sample Profile All participants							Adults	aged 16	75 in the	ux.											
			Gen	der.					Age								Region				City/ tou	e berein arms
																					E'ham, Iandwell &	than Elemi/ Embed
		Total (N)	Male (R)	Female (E)	16.34	36.94 (K)	31-44 (f)	45.54 (C)	91	65.75	M (d)	64 60	75 (4)	North (M)	Midwele (N)	Emails (II)	99	Water (Q)	Continued (N)	Norther a belond (1)	(7)	140
	Unanighted base	2079	1125	1268	355	430	205	411	183	247	771	E01	228	126	665	100	106	109	190	200	70	2207
	Greater	2045	1125	1140	306	429	305	429	382	345	708	800	797	534	174	494	168	106	190	46		2176
	Male	1125 50%	1135 200%		110	211 50%	285	304 895	189	147 485	370 52%	200	NA ANS	210 45%	301 12%	25.9 66%	196	43	99 526	35 53%	42 70%	2065 49%
	Penale	1140		1560	149	304	296	285	268	178	358	60	375	282	275	207	120	64	16	-	27	1113
	Age	2079	1125	1140	314	411	314	420	343	341	798	E3	708	136	127	500	101	106	196	-	-	2200
	20-20	354 36%	100	149	314 100%						354 40%			25 185	#1 16%	49 20%	45	13	17	15	26	280
	20.04	423	265	208	-	431					#1011 #23				113		93		27			401
	24	394	20%	186		100%					17%	394		29	1	20%	77	- 20	101.	-	-	386
		17%	176	176			100%					ARK Minns		15%	20%	36%	38% unus	186	201	30%	*	100
		25 E	186	205				2004				12% 12%		195	21%	28%	12%	10%	20%	10	MK.	185
	10-64	383 17%	176	195 176					383 3894				585 53K	181	21 K	20%	33 30%	20 206	100	30%	26	176
	40.75	365 21%	167 205	176						341 1885			145 476	80 15%	III III	15 28%	18 6%	25 24%	36	7 10%	1 65	342 36%
	NET SE SE	758	179	358		421					798		-	147	185	130	107	23	46	20	44	696
	NO. 30-64	83	300	401	rama.	rum.	394	420			-	E3		175	209	176	111	10	75	26	-	225
	W7. 10. 10	MK TH	31%	30%			2004	2004				100% mms.		14K	MK	36%	20%		396		es.	201
		32%	12%	184					100%	1884 mma			100% mman	14%	30%	MK.	30%	en.	385	275	ě.	XIN.
	Region North	1079	2125	282	75	421	29	420	383	345	798	175	228	556	127	500						2290 536
		28%	22%	206	24%	22%	20%	286	29%	29%	26%	20%	26%	100% nomin								24%
	Mildenis	527 26%	306 27%	275 26%	20%	313 38%	22%	235 286 74	285 295	25N	285 26%	209 26%	275 26%		127 130%						Mar.	23%
	Smith	500 32%	209 20%	377	49 195	AL DEL	85 20%	97 286	99 26%	95 276	190 18%	176 226	260 261			500 200%						500 20%
	lamba	101 16%	106	120	45 225	60 22%	77	34	12	18	267 25%	103	50 75				101 200%					321
	Wales	104	-	64	13	11	20	17	30	26	23	17	44				-	106				106
	Sections	5% 265	45	91	17	26.	36	es.	36	N .	86	25	4% **					100% Married	205			295
		as.	W.	ax.	96.	es.	10%	91.	916	18%	ex	*	10%						100% www.mo			7
	Northern Indianal	3%	N N	35	65	26.	36	3%	46.	26	35	36	31							100%		315
	City/ town leasts	2079	1125	1560	314	431	366	439	383	345	798	E11	708	136	127	100	106	106	195	40		2990
Mathematical	Ehan, Sandard & surrounding areas	es.	65	27 2%	25	45	26.	16 85	1	18	es m	5N	IN.		21% 21%						1004	
	Jose, other than Eham/ familiarit/ surrounding area	25 NO NEX	1063 966	1113 665	289 926	405 96%	388	SHI. KIN	342	342 995	694 96%	275 95%	723 99%	536 100%	au ms	100 200%	105 200%	106 100%	195 100%	49 100%		2290 200%
Mathematical	Employment status	2079	1125	1560	314	421	384	429	383	345	798	80	738	136	627	100	106	106	195	40		2200
Mathematical	Working	1646	777	662	179	366	130 E/S	111 705	211	66	539 75%	610 78%	277	367 625	367 66%	101 66%	265	54 525	111	46	41	1387
	Not writing	800	168	476	140	17	76	107	113	279	200	36	-	209	260	176		13	76	26	26	acs.
	Social made	MK WM	12%	42%	#86 #86 114	224	284	200	45% 1758	MIN.	27%	20%	42% mmana 778	40% 7	NK ,	30%	20%	100	426	30%	EN .	276
	an .	400	100	306	78	118	205	66	95	м.	194	262	100	136	145	161	129	26		12	14	636
	а	28% 673	365	30%	316	201		284	130	134	27%	30	266	166	20%	28%		386	584	20	- 22	200 013
		30%	385	12%	30%	28%	20%	MK FR	29%	195	25%	30% 	SSK sen	12%	27%	30%	30%	386	32%	32%	381	NN.
		218	205	386	20%	22%	176	19	20%	20%	26%	18%	20%	21%	28%	21%	22%	226	181	368	30% -	20%
Mathematical   Math	os .	506 22%	295 226	379 38%	90 296	27 E	75 18%	99 26%	104 276	15%	277 26%	170 20%	207 20%	116 22%	266 266	101 21%	18	33 304	50 26%	15	27 30%	479 22%
Mathematical Content of the Conten	income.	2079	1125	1560	314	431	384	420	383	345	798	80	708	136	627	100	105	106	196	40		2290
Mathematical   Math	Up to \$28,000	565 36%	268 286	265 205	98 126	90 32%	62 36%	96 285	87 296	111 12%	260 26%	258 286	287 276	28% 28%	28%	124 28%	176	176	28%	25%	45	130 29%
	CDC,000 C34,999	580 25%	295 265	266	87 28%	% 22%	77 20%	200 20%	111	102	181 26N	286 286	213 295	1% 26%	179 12%	127 26%	10	37 316	18	16	29	112 205
	E31,000 e14,999	121	266	265	45	134	81	81	82	30	285	175	203	113	180	100	79	27	10	10	10	120
	611,000-	28% 401	286	185	204	10 E	20%	26	12	28	26% mi	20%	25% 25	22% 64	28%	30%	124	206	2%	276	7	413
	Below	18%	22%	10%	106	22% m	364	18%	14%	7%	18%	25% manu.	10%	12%	20%	20%	30% mercin	104	166	20%	*	28%
Mathematical Continue		9%	SK.	186	65.	35.	76	10%	198	13%	es.	11%	12% 12%	10%	EK.	30%	6K	as.	126	10%	105	916.
	Statute Contract	2279	1125	1560	114	411	384	420	383	345	798	E13	708	556	627	100	101	106	186	48		3390
		47%	£76.	476	286	50% 50%	245 62%	10 50%	101	415 415	803 80%	SEX SEX	294 40%	48% *	38 K	40 K	62% 62%	186 186	105 146	676 10	39 33%	ans.
March   Marc	New graduate	1205 53%	IN IN	606 EBS	226 726	295 495	38% 38%	307 695	232 63%	302 586	SES SES	MA MIN	634 635	279 54%	367 62%	279 55%	120 38%	10 676	48 465	10 101 101	60 685	1345 52%
March   Marc	Shrinky	2064	1124	1128	111	as	387	420	381	345	791	NIK.	707	534	121	400	305	106	166	48		2175
March   Marc	White ethnic group	2013 2015	MES.	105.1 90%	216 746	338 80%	312 516	338 806	130 93%	342 995	570 78%	793 90%	753 98%	662 90%	88% 88%	65 K	200 205	906 97	177 946	67 90%	58 66%	285.6 92%
Section   Sect	Mosty elok grup	261 11%	136	117 206	29 26%	AS 20%	35	41 10%	11	1 18	363 20%	75 96	14 2%	53 10%	ED THE	e as	75 385	S SK	12	1 46	30 36%	221
	Merkelilation	2079	1125	1560	7500 316	431	m 364		383	345	798	m 80	708	636	627	500	105	106	196	-	an an	2290
No.	Married/Living as Married	1870 60%	680 625	676 18%	75 24%	265 676	278 72%	258 EUN	266 70%	230 676	340 46%	535 66%	407 68%	105 195	383 66%	294 59%	179 54%	49 605	107	AD SIFE	AR Sex	1324 60%
The section of the	Single	672	M2 100	110	286	111	Mi N	114	14	26	361	209	82	165	149	140	126	27	12	20	- H	407
Martin   M	Widowell Discount Separated	285	12%	145	73% France	rom.	36% m. 20	2% m	100	76	12% mons. 16	26K m	10%	30% 56	26%	28%	ME. unun	206	30%	7	- 4	28%
Section   Sect		30%	N.	186	н	24.	65	128	14%	26N month	2%	ES.	20% mmunu	11%	BK.	1116	BK.	9%	165	276	74	in.
No.	Oriel in household Some	2079	794	786	116	201	384	229	383	342	798	61	708	100	127	35.4	106	106 81	165	40		1967
Market Ma		67K	66%	685.	606	er.	176	en en	94%	995	un *	12%	NEX means	ess.	es	12%	124	76%	765 M1	es.	sex	676
Martin   M	At least over	762 28%	805 30%	354 326	125 606 m	333 536 mm	367 63%	140 33%	26 65	1 18	348 47%	ARK MIN	27 4%	147 12%	200 201	38%	207 20%	26 265	45 245	27 38% 18*	40 66%	728 886
	Jaconnes of Communicatili Comm	2079	1125	1560	314	41	384	429	383	345	798	80	708	136	627	500	105	106	196	40		2990
Market 82 82 83 84 84 85 85 85 85 85 85 85 85 85 85 85 85 85	Non-housed and	1840 12%	306 726	786.	127 60%	349 596 m	217 65%	HI.	341 895	933 935	SN SIN	75% 200	654 90%	379 796	483 78%	275 255	176	83 786 P	765	15 70%	70 EN	3679 73%
	New rest beared of	437 28%	167 28%	368 276	187	175 676	117 20%	64 20%	42 13%	32 86	363 48%	265 265	74 10%	137 27%	164 25%	125 25%	145 405	25 226	46 245	18 20%	17 18%	630 38%
Table   Tabl	services seem part in earing Generalizable Games, period	1640	AGE	807	127	249	217	*	341	313	371	60	654		403	175	176		145	-	79	1679
Mark Mr. 254 275 275 275 275 275 275 275 275 275 275	Taken part in load one of the activities listed		129	127 685	100	176	172	221	200 58%	189	276	365 665	300	255 66%	260	201	110	57 695	AL 509	36 709	55 70%	2005 66%
NN	bled			330	75 THE	75		186	140	134		208	266	138	183	164	44	26	66	- 18		545
		мк	3114	ME	226	29%	334	-	42%	400	26N	MK .	an an	14%	HK ,	as.	20%	126	486	286	36%	MN

This work was carried out in accordance with the regular management and ANNAPARANISA, Antisipopopoly monatour art parameter and commences and ANNAPARANISA, ANNAPARANISA, ANNAPARA AN

		Engisym			-	pate				income			tite	-	Ethe		-		-	Otto		in the same of the		100   100	ering period Parami
	Tetal	Marking	he working		a	a	or	Up to Californ	630,000. 636,999	635,000- 654,999	ess,am-	Returns	Graduate	Non. pushase	State appear	Minarity ethnic group	Married) Living on Married	Single	200 200 200 200 200 200 200 200 200 200	Name	At least	Han beneral all	Name of	of the extellion listed	1
drawighted hear	744 96 229	90 1079	enting (C) 30	A8 (0) 100	60 50 50 673	(F) (H)	(C) (C)	March   Marc	626	The state of the	600,8880 940 554	Refused 50 204	(M)	The state of the	900 2001 2001 2001 2001 2001 2001 2001 2	A   A   A   A   A   A   A   A   A   A	Side Side Side Side Side Side Side Side	600 600 600 600 600 600 600 600 600 600	202	(8)	94) 848	Min band	(M) 613 613 610 610 610 610 610	1061	66
Register have	3276	1445	416	600	675	679	100	sus.	580	126	424	260	1674	1301	3043	261	180	679	296	usuo	760	MAD	437	1058	Gas
irmin	3365	1430	836	601	6%	40 40 30 50	-	940	580	120	417	200	MIN	1300	3004	348	186	666	294	204 485 386 596 696 690 690	76.	1636	430	1056	624
No.	1125 50%	333 54%	146 426	100	313 476		28 676	200 40%	266 50%	264 53%	202 60%	201	D1	50%	965 50%	131 13%	506	100 134	385	704 686	GK.	en.	167 58%	120 UK	201
tenuis .	1140 50%	663 AEK	476 586	301 405	163 634	212	270	26 0%	268 50%	265	165	161 70%	ESE SON	604 50%	2011 50%	117 17%	6% 536	318 685	165 626	786 626	194 476	87 58	343 586	127 586	300
le*	2279	1448	-	600	63	679	586	96	180	126	424	260	1074	1305	3043	261	150	679	26	USA2	70	MAD	407	1058	Sau
16.34	314	173 12%	10	24 D%	64	E 175	10	4	47 10%	41 10%	AR UN		60 85	224	281	76 12%	75 56	291 365	1 26	um Dis	105	127 8%	187 285	100	26
15.34	431	366		-	129		- 10	- 40	96	134	- 60		312	201	138		36	151		201	200	249	¥ 125	126	79
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