

9/1/2022

Table Names	Table Filters
0001 Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?	All participants
0002 Q3. Which, if any, of these things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?	All participants
0003 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - Summary	Anyone who lives in Birmingham and the surrounding area
0004 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on the economy of Birmingham and Sandwell, providing jobs and supporting local businesses	Anyone who lives in Birmingham and the surrounding area
0005 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on the economy of Birmingham and Sandwell, providing jobs and supporting local businesses	Anyone who lives in Birmingham and the surrounding area
0006 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on how Birmingham and Sandwell look and feel to me personally	Anyone who lives in Birmingham and the surrounding area
0007 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on how Birmingham and Sandwell look and feel to me personally	Anyone who lives in Birmingham and the surrounding area
0008 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - More people across the UK and abroad think positively about Birmingham and Sandwell because of the Birmingham 2022 Commonwealth Games	Anyone who lives in Birmingham and the surrounding area
0009 Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - More people across the UK and abroad think positively about Birmingham and Sandwell because of the Birmingham 2022 Commonwealth Games	Anyone who lives in Birmingham and the surrounding area
0010 Sample Profile	All participants
0011 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

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	Areas other than B'ham, Sandwell & 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	2779	1332	1426	432	523	491	506	482	345	955	997	827	529	1051	496	304	109	190	100	572	2207				
Weighted base	2779	1370	1388	383	517	481	511	466	420	900	992	887	643	705	609	379	131	233	80	126	2653				
Watched an event on TV, listened to it on the radio or watched events at a community live site	1079	502	573	77	143	172	243	221	224	219	415	445	263	293	238	99	65	86	36	59	1020				
39% DEIP	39%	37%	41% A	20%	28%	36%	48%	47%	53%	24%	42%	50%	41%	42%	39%	26%	50%	37%	45%	47%	38%				
					D	DEI	ADEFJK	ADEFJ	ADEFJK	D	DEFJ	ADEFJK	P	P	P		AP*	P	P*	AU					
Watched the Queen's Baton Relay	233	106	123	19	49	35	36	36	57	68	72	93	56	79	45	33	9	7	4	29	204				
8% DRU	8%	8%	9%	5%	9%	7%	7%	8%	14%	8%	7%	11%	9%	11%	7%	9%	7%	3%	5%	23%	8%				
					D				ADFGHK	D		ADH	R	AR		R	*		*	AU					
Posted about the Games online (social media, blog, etc.) / followed the Games / an athlete on social media	188	102	82	35	59	36	29	18	10	94	66	27	52	48	19	47	3	9	9	20	167				
7% HILDU	7%	7%	6%	9%	11%	8%	6%	4%	2%	10%	7%	3%	8%	7%	3%	12%	2%	4%	11%	16%	6%				
					ADGHL	HIL				ADGHL	IL		D			AMNDQR			QDR*	AU					
Purchased tickets to an event / entered a ballot for tickets	147	88	59	24	52	28	19	18	5	76	48	23	21	39	27	47	2	7	3	17	129				
5% CLMU	5%	6%	4%	6%	10%	6%	4%	4%	1%	8%	5%	3%	3%	5%	4%	12%	2%	3%	4%	14%	5%				
				IL	ADGHL	IL		L		ADGHL	IL					AMNDQRS	*		*	AU					
Children in household have taken part in Games activities at school (e.g. Commonwealth Daily Mile, Perry assemblies)	132	83	47	25	47	38	18	3	1	72	56	4	24	33	17	41	1	12	4	14	117				
5% CHLDU	5%	6%	3%	7%	9%	8%	3%	1%	*	8%	6%	*	4%	5%	3%	11%	1%	5%	5%	11%	4%				
		AC		HIL	ADGHL	ADGHL	HIL			AGHL	GHL					AMNDQ	*		*	AU					
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)	115	84	30	15	57	28	8	5	2	72	36	7	18	19	19	48	3	8	-	8	107				
4% CGHL	4%	6%	2%	4%	11%	6%	2%	1%	1%	8%	4%	1%	3%	3%	3%	13%	2%	4%	-	6%	4%				
		AC		HIL	ADFGHKL	GHL				ADGHL	GHL					AMNDQRS	*		*	A					
Attended an event/s as part of the 6-month long Birmingham 2022 Cultural Festival	105	79	23	17	43	32	9	4	1	60	41	5	22	31	10	37	1	1	3	15	90				
4% CGHLDQRU	4%	6%	2%	4%	8%	7%	2%	1%	*	7%	4%	1%	3%	4%	2%	10%	1%	1%	4%	12%	3%				
		AC		GHL	AGHL	AGHL				ADGHL	GHL			OR		AMNDQR	*		*	AU					
Have been involved in any local sport club initiatives for the Games / been offered free bikes / training because of the Games	99	66	32	22	31	31	11	4	*	53	42	4	15	19	18	33	5	6	4	7	92				
4% CHIL	4%	5%	2%	6%	7%	7%	2%	1%	*	6%	4%	*	2%	3%	3%	9%	4%	3%	4%	6%	3%				
		AC		GHL	AGHL	AGHL	IL			AGHL	GHL					AMNDQR	*		*	A					
Applied to be a volunteer / volunteered at an event	83	56	26	9	33	24	8	7	3	42	32	10	21	21	11	26	2	2	-	11	73				
3% OLU	3%	4%	2%	2%	6%	5%	1%	2%	1%	5%	3%	1%	3%	3%	2%	7%	1%	1%	-	8%	3%				
		AC			ADGHL	AGHL				ADGHL	GIL					ANDRS	*		*	AU					
None of these	712	343	362	33	86	103	168	173	149	119	271	322	159	187	188	51	32	78	17	28	684				
26% DEIP	26%	25%	26%	9%	17%	21%	33%	37%	35%	13%	27%	36%	25%	26%	31%	14%	24%	34%	21%	22%	26%				
				DJ	DJ	ADEFJK	ADEFJK	ADEFJK	D	DEFJ	ADEFJK	P	P	P	AP	P*	AMP	*							
Has not heard of 2022 Birmingham Commonwealth Games	777	390	377	230	214	163	81	50	38	444	244	88	172	171	155	172	29	57	21	19	758				
28% GHKRLNT	28%	28%	27%	60%	41%	34%	16%	11%	9%	49%	25%	10%	27%	24%	25%	45%	22%	24%	26%	15%	29%				
				AEFGHKL	ADGHL	ADGHL	IL			AEFGHKL	GHL					AMNDQRS	*		*		T				
Net: Done something	1291	637	649	121	216	215	262	244	233	337	477	477	312	347	267	156	70	98	42	79	1212				
46% DIU	46%	46%	47%	32%	42%	45%	51%	52%	55%	37%	48%	54%	48%	49%	44%	41%	54%	42%	53%	63%	46%				
				DJ	DJ	DJ	DEJ	ADEJ	ADEFJ	D	DJ	ADEFJ					*		*	AU					

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.

Overlay formulae used

ColumnReportans [SN]: A/R/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/R/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 things have you done or taken part in during the Birmingham 2022 Commonwealth Games period?
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 £15,999	£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	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	2779	1893	886	1365	728	238	448	564	659	666	642	248	1461	1318	2382	372	1685	821	273	1792	987	2053	726	1390	663				
Weighted base	2779	1763	1016	769	820	573	617	663	704	636	518	258	1311	1468	2458	301	1663	827	289	1854	925	2002	777	1291	712				
Watched an event on TV, listened to it on the radio or watched events at a community live site	1079 39%	645 37%	434 43%	298 8%	363 44%	220 38%	198 32%	231 35%	267 38%	274 43%	198 38%	110 43%	533 41%	547 37%	993 40%	83 28%	684 41%	264 32%	131 45%	792 43%	287 31%	1079 54%	-	1079 84%	-				
BGRUNWY																													
Watched the Queen's Baton Relay	233 8%	162 9%	71 7%	76 10%	88 11%	42 7%	27 4%	40 6%	63 9%	57 9%	57 11%	16 6%	122 9%	111 8%	215 9%	16 5%	158 5%	55 7%	20 7%	155 8%	78 8%	233 12%	-	233 18%	-				
GWY																													
Posted about the Games online (social media, blog, etc.) / followed the Games / an athlete on social media	188 7%	152 9%	36 4%	72 8%	51 6%	38 7%	28 4%	42 6%	33 5%	49 8%	54 10%	10 4%	114 9%	73 5%	156 6%	31 10%	123 7%	60 1%	4 5%	95 10%	93 7%	188 9%	-	188 15%	-				
CGNSTWY																													
Purchased tickets to an event / entered a ballot for tickets	147 5%	120 7%	27 3%	61 8%	53 6%	19 3%	14 2%	26 4%	22 3%	33 5%	59 11%	8 3%	100 8%	47 3%	127 5%	18 6%	105 6%	31 4%	10 4%	61 9%	147 7%	-	147 11%	-					
CGNSTWY																													
Children in household have taken part in Games activities at school (e.g. Commonwealth Daily Mile, Perry assemblies)	132 5%	107 6%	25 2%	54 7%	39 5%	20 3%	19 3%	25 4%	25 4%	26 4%	53 10%	3 1%	87 7%	44 3%	109 4%	22 7%	100 6%	28 3%	3 1%	26 1%	105 11%	132 7%	-	132 10%	-				
CGNSTWY																													
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)	115 4%	103 6%	12 1%	49 6%	34 4%	19 3%	13 2%	18 3%	18 3%	26 4%	52 10%	1 1%	79 6%	36 2%	97 4%	17 6%	90 5%	23 3%	2 1%	33 2%	82 9%	115 6%	-	115 9%	-				
CGNSTWY																													
Attended an event(s) as part of the 6-month long Birmingham 2022 Cultural Festival	105 4%	96 5%	9 1%	50 6%	29 4%	20 4%	6 1%	16 2%	21 3%	17 3%	47 9%	4 1%	70 5%	35 2%	88 4%	16 5%	74 4%	29 4%	2 1%	34 2%	71 8%	105 5%	-	105 8%	-				
CGNSTWY																													
Have been involved in any local sport club initiatives for the Games / been offered free bikes / training because of the Games	99 4%	90 5%	9 1%	49 6%	28 3%	10 2%	12 2%	16 2%	20 3%	21 3%	41 8%	2 1%	73 6%	26 2%	84 3%	15 5%	75 4%	22 3%	2 1%	22 1%	77 8%	99 5%	-	99 8%	-				
CGNSTWY																													
Applied to be a volunteer / volunteered at an event	83 3%	72 4%	12 1%	34 4%	18 2%	21 4%	10 2%	12 2%	22 3%	14 2%	28 5%	8 3%	52 4%	31 2%	65 3%	17 6%	69 4%	12 1%	3 1%	32 2%	51 6%	83 4%	-	83 6%	-				
CHORTWY																													
None of these	712 26%	418 24%	294 29%	173 23%	244 30%	149 26%	145 24%	176 27%	200 28%	157 25%	92 18%	86 34%	325 25%	386 26%	673 27%	36 12%	414 25%	196 24%	102 31%	571 35%	141 15%	712 36%	-	-	712 100%				
BGRUNWY																													
Has not heard of 2022 Birmingham Commonwealth Games	777 28%	527 30%	249 25%	226 29%	166 20%	156 27%	229 37%	208 31%	180 26%	163 26%	177 34%	48 19%	348 27%	428 29%	621 25%	142 47%	413 25%	314 38%	49 17%	405 22%	371 40%	-	777 100%	-	-				
CELOQSTWY																													
Net: Done something	1291 46%	818 46%	473 47%	370 48%	410 50%	268 47%	243 39%	278 42%	324 46%	316 50%	250 48%	123 48%	638 49%	653 45%	1164 47%	122 41%	836 50%	317 38%	138 48%	878 47%	413 45%	1291 64%	-	1291 100%	-				
GWY																													

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Overlap formulae used

Column proportions (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/V/W/A/X/Y Minimum Base: 30(**) Small Base: 100(*)

Column Means (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/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

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - Summary

Anyone who lives in Birmingham and the surrounding area

	Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements?		
	The Birmingham 2022 Commonwealth Games has had a positive impact on the economy of Birmingham and Sandwell supporting local businesses	The Games has had a positive impact on Birmingham and Sandwell because of the provision of jobs and Sandwell in 2022	More people across the UK and abroad think about Birmingham and Sandwell in 2022 with local Games
	(A)	(B)	(C)
Unweighted base	572	572	572
Weighted base	126	126	126
Strongly agree (2)	36 29%	36 28%	34 27%
Tend to agree (1)	39 31%	33 26%	38 30%
Neither agree or disagree (0)	15 12%	21 17%	16 13%
Tend to disagree (-1)	7 6%	7 6%	8 6%
Strongly disagree (-2)	3 2%	8 6% AC	3 2%
Don't know	7 5%	2 1%	7 6%
Prefer not to say	- 8	- -	+ 8 A8
Has not heard of 2022 Birmingham Commonwealth Games	19 15%	19 15%	19 15%

Net: Agree	70 60% 8	69 55%	72 58%
Net: Disagree	10 8%	15 12% AC	11 9%
Net Diff	60 52%	54 43%	61 49%

Mean	0.98 8	0.78	0.93 8
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Overlay Demosheet used

Column/Rows/Items (N/A) A/B/C Minimum Base: 300** Small Base: 1000**

Column/Items (N/A) A/B/C Minimum Base: 300** Small Base: 1000**

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

PUBLIC USE

DCMS - Birmingham 2022 Commonwealth Games Polling

Adults aged 16-75 in the UK

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on the economy of Birmingham and Sandwell, providing jobs and supporting local businesses
Anyone who lives in Birmingham and the surrounding area

	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	572	274	291	99	114	90	113	75	81	213	203	156	-	572	-	-	-	-	-	572	-				
Weighted base	126	58	60	21	25	21	23	16	20	45	44	36	-	126	-	-	-	-	-	126	-				
Strongly agree (2)	36 29% EI	16 27%	19 32%	5 +	4 +	6 +	8 30%	5 33%	9 29%	9 43%	14 20%	13 37%	-	36 29%	-	-	-	-	-	36 29%	-				
Tend to agree (1)	39 31% D	17 30%	19 31%	4 20%	8 31%	8 36%	5 35%	8 33%	5 32%	6 26%	12 35%	12 32%	-	39 31%	-	-	-	-	-	39 31%	-				
Neither agree or disagree (0)	15 12% CF	10 16%	5 9%	3 12%	3 13%	3 4%	3 11%	2 15%	3 15%	6 13%	3 8%	6 15% F	-	15 12%	-	-	-	-	-	15 12%	-				
Tend to disagree (-1)	7 6%	4 6%	4 6%	2 10%	1 5%	1 6%	2 7%	1 5%	1 2%	3 7%	3 6%	1 3%	-	7 6%	-	-	-	-	-	7 6%	-				
Strongly disagree (-2)	3 2%	2 3%	1 2%	* 4%	1 4%	* 2%	1 3%	1 3%	- -	1 3%	1 3%	1 1%	-	3 2%	-	-	-	-	-	3 2%	-				
Don't know	7 5%	2 4%	3 5%	1 4%	2 7%	1 4%	1 3%	2 10%	1 5%	2 5%	1 3%	3 7%	-	7 5%	-	-	-	-	-	7 5%	-				
Prefer not to say	- -	- -	- -	- +	- +	- +	- +	- +	- +	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
Has not heard of 2022 Birmingham Commonwealth Games	19 15% GHL	8 14%	9 15%	6 30% AGHKL*	6 23% AGHKL*	4 19% HIL*	2 7%	1 5%	* 2%	12 27% AGHKL	6 13% GIL	1 4%	-	19 15%	-	-	-	-	-	19 15%	-				
Net: Agree	75 60% DEJ	33 57%	38 63%	9 42% +	12 49% +	14 66% DEJ*	16 68% DEJ*	10 61% D*	15 75% ADEJ*	21 46% ADEJ*	30 67% ADEJ	25 69% ADEJ	-	75 60%	-	-	-	-	-	75 60%	-				
Net: Disagree	10 8%	5 9%	5 8%	2 11% J*	2 8% +	2 8%	2 10% +	1 8%	* 2%	4 10%	4 9%	2 5%	-	10 8%	-	-	-	-	-	10 8%	-				
Net Diff	65 52%	28 48%	33 55%	6 31%	10 40%	12 58%	13 57%	9 54%	15 73%	16 36%	26 58%	23 64%	-	65 52%	-	-	-	-	-	65 52%	-				
Mean	0.98	0.88	1.06	0.79	0.76	1.11	0.98	0.94	1.25	0.78	1.03	1.12	-	0.98	-	-	-	-	-	0.98	-				
				**	*	*	*	*	AEJ*	*	*	J*	-	-	-	-	-	-	-	-	-				

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Overlap formulae used

ColumnProportions (5N): 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 (5N): 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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Adults aged 16-75 in the UK

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on the economy of Birmingham and Sandwell, providing jobs and supporting local businesses

Anyone who lives in Birmingham and the surrounding area

																						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	Haven't taken part in any of the activities listed
		Total (A)	Working (B)	Not working (C)	AB (D)	C1 (E)	C2 (F)	DE (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	572	365	207	252	155	54	111	158	156	113	98	47	274	298	417	146	315	190	67	373	199	484	88	370	114	
Weighted base	126	69	57	30	35	27	33	43	34	20	16	13	51	75	91	32	67	43	15	82	44	107	19	79	28	
Strongly agree (2)	36 29% WY	19 28%	17 29%	9 29%	11 31%	7 28% +	9 27%	11 27%	11 33% L	7 35% L*	5 30% +	2 14% +	13 26%	23 31%	29 31%	7 23%	20 29%	12 28%	4 29% +	25 30%	12 26%	36 34% AW	- -	33 42% AY	3 11% +	
Tend to agree (1)	39 31% W	24 35%	15 27%	9 30%	11 31%	10 38% +	9 27%	13 29%	11 31%	5 28% +	7 41% +	4 30% +	17 33%	22 30%	30 33%	9 27%	22 33%	13 30%	4 27% +	24 30%	15 33%	39 37% AW	- -	29 37% A	10 37% +	
Neither agree or disagree (0)	15 12% WX	8 12%	6 11%	3 11%	4 11%	4 15% +	3 10%	5 12%	5 13%	2 11% +	1 6% +	2 15% +	5 11%	9 12%	10 11%	5 14%	8 12%	6 13%	1 6% +	11 14%	3 8%	15 14% AW	- -	7 9% +	7 27% AX*	
Tend to disagree (-1)	7 6% W	3 4%	4 8%	1 5%	2 5%	2 7% +	2 7%	3 7%	2 6%	2 9% +	* 2%	* 3% +	2 4%	5 7%	6 6%	2 5%	3 6%	3 9%	1 5% +	4 7%	3 8%	7 7% AW	- -	5 6% +	2 9% +	
Strongly disagree (-2)	3 2% N	2 3%	1 2%	1 3%	1 3%	* 2% +	1 2%	1 2%	1 2%	* 2% +	1 5% +	* 2% +	2 4% AN	1 1%	2 3%	1 2%	1 2%	1 3%	1 5% +	1 2%	2 4%	3 3%	- -	2 2% +	1 5% +	
Don't know	7 5% UW	3 5%	3 6%	3 9% A	2 5%	* 1% +	2 5%	1 3%	1 3%	1 6% +	1 4% +	2 18% AHK*	2 4%	5 6%	5 6%	1 2%	3 4%	3 6%	1 6% +	6 7% AU	1 2%	7 6% +	- -	3 4% +	3 12% AX*	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Has not heard of 2022 Birmingham Commonwealth Games	19 15% OTVXY	9 14%	10 17%	4 13%	5 14%	3 10% +	7 22% A	8 20%	4 12%	2 9% +	2 13% +	2 18% +	9 18%	10 13%	9 10%	8 26% AO	10 15%	6 13%	3 18% +	10 12%	9 20% AT	- -	19 100% AV*	- -	- +	
Net: Agree	75 60% PWY	43 63%	32 56%	18 59%	22 62%	17 65% +	18 54%	24 56%	22 64% L	12 63% L	12 71% L*	6 44% +	30 59%	45 61%	59 65% AP	16 51%	42 62%	25 58%	9 56% +	49 60%	26 59%	75 71% AW	- -	62 78% AY	13 48% +	
Net: Disagree	10 8% W	5 7%	5 10%	2 8%	3 8%	2 8% +	3 9%	4 9%	3 8%	2 11% +	1 7% +	1 5% +	4 8%	6 8%	8 9%	2 7%	4 6%	4 9%	2 14% +	5 7%	5 11% AW	10 10% +	- -	6 8% +	4 14% A*	
Net Diff	65 52%	39 56%	27 47%	16 52%	19 54%	15 57%	15 45%	20 47%	19 56%	10 52%	10 64%	5 39%	26 51%	39 52%	51 56%	14 44%	37 56%	21 49%	6 42% +	44 53%	21 49%	65 61%	- -	56 70% +	9 34%	
Mean	0.98 Y	1.00	0.96 +	1.00 +	1.01 +	0.94 +	0.97 +	0.94 +	1.03 +	1.01 +	1.05 +	0.79 **	0.93	1.02	1.01	0.91 +	1.04	0.92 +	0.88 **	1.01	0.92 +	0.98	-	1.15 AY	0.46 +	

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/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 (5%): A/B/C/A/D/E/F/G/A/H/I/J/K/L/M/N/A/Q/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

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on how Birmingham and Sandwell look and feel to me personally
Anyone who lives in Birmingham and the surrounding area

	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	572	274	291	99	114	90	113	75	81	213	203	156	-	572	-	-	-	-	-	-	572	-	
Weighted base	126	58	60	21	25	21	23	16	20	45	44	36	-	126	-	-	-	-	-	-	126	-	
Strongly agree (2)	36	16	19	4	6	5	9	4	6	10	15	11	-	36	-	-	-	-	-	-	36	-	
	28%	27%	31%	22% *	24% *	25% *	41% ADEK*	27% *	31% *	23% *	34% *	29% *	-	28%	-	-	-	-	-	-	28%	-	
Tend to agree (1)	33	16	15	4	5	7	6	4	7	9	13	11	-	33	-	-	-	-	-	-	33	-	
	26%	27%	25%	19% *	20% *	36% DJ*	25% *	26% *	34% J*	19% J	30% J	30% J	-	26%	-	-	-	-	-	-	26%	-	
Neither agree or disagree (0)	21	10	10	4	4	2	3	4	5	7	5	9	-	21	-	-	-	-	-	-	21	-	
	17%	17%	17%	19% *	15% *	9% *	13% FK*	23% FK*	24% *	17% *	11% *	24% AK	-	17%	-	-	-	-	-	-	17%	-	
Tend to disagree (-1)	7	4	3	*	2	1	2	1	1	2	3	2	-	7	-	-	-	-	-	-	7	-	
	6%	6%	6%	2% *	7% *	8% *	6% *	6% *	5% *	5% *	7% *	5% *	-	6%	-	-	-	-	-	-	6%	-	
Strongly disagree (-2)	8	4	3	1	2	1	1	2	1	4	2	2	-	8	-	-	-	-	-	-	8	-	
	6%	7%	5%	6% *	10% *	6% *	4% *	10% *	3% *	8% *	5% *	6% *	-	6%	-	-	-	-	-	-	6% *	-	
Don't know	2	1	1	1	*	*	*	*	*	1	*	1	-	2	-	-	-	-	-	-	2	-	
	1%	2%	1%	3% *	1% *	1% *	1% *	3% *	1% *	2% *	1% *	2% *	-	1%	-	-	-	-	-	-	1% *	-	
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Has not heard of 2022 Birmingham Commonwealth Games	19 15% GHL	8 14%	9 15%	6 30% AGHKL*	6 23% AGHLL*	4 19% HLL*	2 7% *	1 5% *	*	12 27% AGHRL	6 13% GIL	1 4%	-	19 15%	-	-	-	-	-	-	19 15%	-	

Net: Agree	69 55% DI	32 55%	34 57%	8 40% *	11 44% *	13 61% DI*	15 66% ADEI*	9 54% *	13 64% DEI*	19 42%	28 64% ADEI	22 60% DEI	-	69 55%	-	-	-	-	-	-	69 55%	-
Net: Disagree	15 12%	7 13%	7 11%	2 8% *	4 17% *	2 11% *	3 12% *	2 16% *	2 8% *	6 13%	5 11%	4 11%	-	15 12%	-	-	-	-	-	-	15 12%	-
Net Diff	54 43%	24 42%	28 46%	7 32%	7 27%	10 50%	13 55%	6 38%	11 56%	13 30%	23 52%	17 48%	-	54 43%	-	-	-	-	-	-	54 43%	-

Mean	0.78	0.74	0.85	0.73	0.55	0.86	1.00	0.60	0.87	0.62	0.94	0.75	-	0.78	-	-	-	-	-	-	0.78	-
				**	*	*	*	*	*	*			-		-	-	-	-	-	-		-

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 (5N): 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 (5N): 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

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - The Birmingham 2022 Commonwealth Games has had a positive impact on how Birmingham and Sandwell look and feel to me personally

Anyone who lives in Birmingham and the surrounding area

																					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 (V)	Has not heard of (W)	Taken part in at least one of the activities listed (X)	Haven't taken part in any of the activities listed (Y)
		Total (A)	Working (B)	Not working (C)	AB (D)	C1 (E)	C2 (F)	DE (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)					
Unweighted base		572	365	207	252	155	54	111	158	156	113	98	47	274	298	417	146	315	190	67	373	199	484	88	370	114	
Weighted base		126	69	57	30	35	27	33	43	34	20	16	13	51	75	91	32	67	43	15	82	44	107	19	79	28	
Strongly agree (2)	36 28% GHTWY	23 34% AC	13 22%	10 34% G	11 31%	7 26% *	8 23%	9 21%	10 28% L	8 40% AHL*	8 51% AHL*	1 9% *	16 32%	19 26%	29 31% A	7 22%	22 33% A	10 23%	3 22% *	21 25%	15 35%	36 34% AW	- -	33 42% AY	3 10% *		
Tend to agree (1)	33 26% KW	19 27%	15 26%	7 23%	9 27%	8 29% *	9 28%	13 30%	11 32%	4 20% *	2 15% *	3 23% *	13 25%	20 27%	24 27%	9 25%	17 30%	13 28%	4 25% *	23 24%	11 24%	33 31% AW	- -	26 33% A	7 24% *		
Neither agree or disagree (0)	21 17% BDW	9 14%	12 20%	3 11%	7 19%	6 24% *	5 14%	8 18%	6 17%	2 11% *	2 11% *	3 26% *	7 14%	14 19%	16 18%	4 14%	11 16%	8 19%	2 12% *	16 19%	5 12%	21 20% AW	- -	12 15% A	9 32% AX*		
Tend to disagree (-1)	7 6% W	3 4%	4 7%	2 5%	2 6%	1 4% *	2 5%	2 5%	1 4%	2 8% *	1 5% *	1 8% *	3 7%	4 6%	6 7%	1 3%	4 6%	2 4%	1 9% *	5 6%	2 5%	7 7% AW	- -	4 5% A	3 12% AX*		
Strongly disagree (-2)	8 6% EQWX	4 6%	4 7%	3 10% E	1 3%	1 5% *	3 8%	2 4%	2 6%	1 7% *	1 4% *	2 15% AH*	3 5%	5 7%	6 7%	2 6%	3 4%	3 7%	2 14% AQ*	6 8%	2 4%	8 7% AW	- -	3 4% A	5 18% AX*		
Don't know	2 1%	1 1%	1 2%	1 3%	* 1%	1 2% *	- -	1 1%	* 1%	1 3% *	* 1% *	* 1% *	* *	2 2%	1 1%	1 3%	1 1%	1 3%	1 *	- 2%	* 1%	2 2% *	- -	1 3% *	1 3% *		
Prefer not to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- -	- -	- -	- -	- -	- -	- *	- -	- -	- -	- -	- *	- *		
Has not heard of 2022 Birmingham Commonwealth Games	19 15% OTVXY	9 14%	10 17%	4 13%	5 14%	3 10% *	7 22% A	8 20%	4 12%	2 9% *	2 13% *	2 18% *	9 18%	10 13%	9 10%	8 26% AO	10 15%	6 13%	3 18% *	10 12%	9 20% AT	- -	19 100% AV*	- -	- *		
Net: Agree	69 55% CLWY	42 61% AC	27 48%	17 57%	20 57%	15 55% *	17 50%	22 51%	20 60% L	12 60% L*	11 66% L*	4 32% *	29 57%	40 53%	53 58% A	16 49%	39 58%	23 53%	7 47% *	43 53%	26 59%	69 65% AW	- *	59 75% AY	10 35% *		
Net: Disagree	15 12% WX	7 10%	8 14%	5 15%	3 9%	2 9% *	5 14%	4 10%	3 10%	3 16% *	1 9% *	3 23% *	5 11%	10 13%	12 13%	3 8%	7 10%	5 11%	3 23% AQ*	11 14%	4 9%	15 14% AW	- *	7 8% A	8 30% AX*		
Net Diff	54 43%	35 50%	19 34%	13 42%	17 48%	12 46%	12 36%	17 41%	17 50%	9 45%	9 57%	1 9%	24 47%	30 40%	41 45%	13 41%	32 48%	18 41%	4 24%	32 39%	22 50%	54 51%	- -	53 67%	1 4%		
Mean	0.78 TY	0.92 AC	0.61	0.80 *	0.89 *	0.76 *	0.65 *	0.72 *	0.83 *	0.90 *	1.21 AH*	0.04 **	0.91	0.70	0.78	0.81 *	0.93 AS	0.69 *	0.38 *	0.66	1.02 AT*	0.78	-	1.06 AY	-0.04 *		

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Overlap formulae used

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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

Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - More people across the UK and abroad think positively about Birmingham and Sandwell because of the Birmingham 2022 Commonwealth Games
Anyone who lives in Birmingham and the surrounding area

	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 (T)	Areas other than B'ham/ Sandwell/ surrounding area (U)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)				
Unweighted base	572	274	291	99	114	90	113	75	81	213	203	156	-	572	-	-	-	-	-	572	-				
Weighted base	126	58	60	21	25	21	23	16	20	45	44	36	-	126	-	-	-	-	-	126	-				
Strongly agree (2)	34	15	18	4	5	6	9	5	7	9	14	12	-	34	-	-	-	-	-	34	-				
	27% DI	26%	30%	17% *	20% *	26% *	37% ADEI*	29% *	34% DI*	19% *	32% DI	32% DI	-	27%	-	-	-	-	-	27%	-				
Tend to agree (1)	38	19	17	6	7	6	8	4	8	12	14	12	-	38	-	-	-	-	-	38	-				
	30%	33%	28%	28% *	27% *	28% *	32% *	24% *	42% AHJ*	27% *	31% *	34% H	-	30%	-	-	-	-	-	30%	-				
Neither agree or disagree (0)	16	8	8	3	3	2	3	3	3	6	4	6	-	16	-	-	-	-	-	16	-				
	13%	13%	14%	15% *	12% *	8% *	11% *	17% *	14% *	13% *	10% *	15% *	-	13%	-	-	-	-	-	13%	-				
Tend to disagree (-1)	8	4	4	*	2	2	1	2	1	2	3	3	-	8	-	-	-	-	-	8	-				
	6%	7%	7%	2% *	7% *	9% *	5% *	12% DI*	3% *	5% *	7% *	7% I	-	6%	-	-	-	-	-	6%	-				
Strongly disagree (-2)	3	2	1	1	1	*	1	*	-	2	1	*	-	3	-	-	-	-	-	3	-				
	2%	3%	2%	3% *	4% *	2% *	3% *	1% *	-	4% *	3% *	1% *	-	2%	-	-	-	-	-	2%	-				
Don't know	7	3	3	1	1	2	1	2	1	2	2	2	-	7	-	-	-	-	-	7	-				
	6%	4%	4%	5% *	6% *	8% *	3% *	10% *	4% *	5% *	5% *	7% *	-	6%	-	-	-	-	-	6%	-				
Prefer not to say	*	-	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-				
	*	-	*	1% *	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-				
Has not heard of 2022 Birmingham Commonwealth Games	19	8	9	6	6	4	2	1	*	12	6	1	-	19	-	-	-	-	-	19	-				
	15% GHL	14%	15%	30% AGHKL*	23% AGHIL*	19% HIL*	7% *	5% *	2% *	27% AGHRL	13% GIL	4% *	-	15%	-	-	-	-	-	15%	-				
Net: Agree	72	34	35	9	12	12	16	9	15	21	28	24	-	72	-	-	-	-	-	72	-				
	58% DI	59%	58%	45% *	47% *	55% *	69% ADEI*	54% *	76% ADEPHIL*	46% DEI	62% ADEIHU	66% ADEIHU	-	58%	-	-	-	-	-	58%	-				
Net: Disagree	11	6	5	1	3	2	2	2	1	4	4	3	-	11	-	-	-	-	-	11	-				
	9%	9%	9%	5% *	11% *	11% *	9% IL*	14% *	3% *	8% *	10% *	8% I	-	9%	-	-	-	-	-	9%	-				
Net Diff	61	29	30	8	9	9	14	6	15	17	23	21	-	61	-	-	-	-	-	61	-				
	49%	50%	49%	40% *	36% *	44% *	60% *	40% *	74% *	38% *	53% *	59% *	-	49%	-	-	-	-	-	49% *	-				
Mean	0.93	0.89	0.95	0.83	0.74	0.93	1.05	0.80	1.15	0.78	1.00	1.00	-	0.93	-	-	-	-	-	0.93	-				
				**	*	*	*	*	1*	*	*	*	-	-	-	-	-	-	-	-	-				

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ColumnMeans (5N): 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

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Q5. Thinking about the Birmingham 2022 Commonwealth Games, to what extent do you agree or disagree with each of the following statements? - More people across the UK and abroad think positively about Birmingham and Sandwell because of the Birmingham 2022 Commonwealth Games

Anyone who lives in Birmingham and the surrounding area

	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-£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)	Taken part in at least one of the activities listed (X)	Haven't taken part in any of the activities listed (Y)
Unweighted base	572	365	207	252	155	54	111	158	156	113	98	47	274	298	417	146	315	190	67	373	199	484	88	370	114
Weighted base	126	69	57	30	35	27	33	43	34	20	16	13	51	75	91	32	67	43	15	82	44	107	19	79	28
Strongly agree (2)	34 27% HWY	20 29%	14 25%	8 28%	11 31%	6 24% +	8 25%	8 19%	9 26%	8 41% AHL*	7 41% AHL*	2 17% +	15 29%	20 26%	27 29%	7 23%	20 29%	11 25%	4 25% +	21 26%	13 30%	34 32% AW	- -	31 39% AY	3 11% +
Tend to agree (1)	38 30% JW	22 32%	17 29%	8 27%	11 30%	10 37% +	9 28%	14 34%	12 34%	4 19%	5 31%	3 27% +	15 30%	23 31%	29 32%	9 29%	21 31%	13 28%	4 33% +	27 26%	12 26%	38 36% AW	- -	29 37% A	9 33% +
Neither agree or disagree (0)	16 13% W	9 13%	7 13%	4 14%	4 10%	4 14% +	4 13%	6 15%	5 14%	2 9%	1 7% +	2 16% +	5 10%	11 15%	13 14%	3 10%	9 14%	6 14%	1 6% +	11 14%	5 11%	16 15% AW	- -	9 12% A	7 24% AX*
Tend to disagree (-1)	8 6% W	4 6%	4 6%	2 5%	2 6%	2 8% +	2 7%	2 4%	2 5%	2 12% AHL*	1 5% +	1 10% +	3 7%	5 7%	6 7%	1 4%	4 6%	2 4%	2 13% R*	5 6%	3 6%	8 7% AW	- -	4 5% A	4 13% AX*
Strongly disagree (-2)	3 2% W	2 3%	1 2%	1 2%	1 3%	1 2% +	1 3%	1 3%	1 3%	1 2% +	1 2% +	1 -	2 3%	1 2%	2 2%	1 4%	1 1%	1 3%	1 5% +	2 2%	1 3%	3 3% AW	- -	2 2% A	1 5% +
Don't know	7 6% MDW	3 4%	4 8%	3 10% AG	2 7%	1 5% +	1 2%	2 5%	2 6%	1 7% +	1 2% +	2 12% +	2 3%	6 8%	6 6%	1 5%	2 4%	4 9% Q	1 7% +	6 3%	1 7% AW	7 7% +	- -	4 5% A	4 13% AX*
Prefer not to say	+	- +	+	+	- +	- +	- +	- +	- +	+	- 1% +	- +	- +	- +	- +	+	- +	- +	+	+	- +	+	- +	+	- +
Has not heard of 2022 Birmingham Commonwealth Games	19 15% OTVXY	9 14%	10 17%	4 13%	5 14%	3 10% +	7 22% A	8 20%	4 12%	2 9%	2 13% +	2 13% +	9 18%	10 13%	9 10%	8 26% AO	10 15%	6 13%	3 18% +	10 12%	9 20% AT	- -	19 100% AV*	- -	- +
Net: Agree	72 58% WY	42 60%	31 54%	17 55%	22 61%	16 61% +	18 53%	23 53%	21 60%	12 60% +	12 71% AHL*	6 44% +	30 58%	43 57%	56 61% A	16 52%	40 60%	24 56%	8 52% +	48 58%	25 56%	72 68% AW	- +	60 76% AY	12 44% +
Net: Disagree	11 9% W	6 9%	5 8%	2 8%	3 8%	2 9% +	3 9%	3 7%	3 8%	3 14% +	1 7% +	1 10% +	5 10%	6 8%	8 9%	2 8%	5 8%	3 7%	3 17% AG*	7 9%	4 9%	11 10% AW	- +	6 7% A	5 18% AX*
Net Diff	61 49%	35 52%	26 46%	14 47%	19 53%	14 52%	15 44%	20 46%	18 52%	9 46%	11 64%	4 35%	25 48%	37 49%	48 52%	14 44%	35 52%	21 49%	5 35%	40 50%	21 48%	61 58%	- -	54 69%	7 26%
Mean	0.93 Y	0.95	0.91 +	0.95 +	1.02 +	0.88 +	0.87 +	0.83 +	0.92 +	1.03 +	1.21 +	0.73 **	0.94	0.93	0.95	0.91 +	0.99	0.92 +	0.74 **	0.91	0.99 +	0.93	-	1.11 AY	0.37 +

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/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 (5%): 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(*)

[illegible]

